

Q75. Sample source

14 Mar 2015
Table 1

Base: All Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
HPOL	1573 26% CEF	702 76% ACEF	-	871 80% ABCEF	-	-	785 23%	788 29% G	100 12%	263 15% I	714 28% IJ	294 43% IJK	202 66% IJKL	363 14%	714 28% N	496 50% NO	302 26%	1271 26%	327 14%	1246 33% S	119 9%	1127 47% U
Novartis	1	-	-	1	-	-	1	-	-	-	-	1	-	-	-	1	-	1	-	1	-	1
Toluna	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
AIP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Survey Router Federated	4570 74% BD	223 24% D	599 100% ABD	214 20%	409 100% ABD	3125 100% ABD	2616 77% H	1954 71%	745 88% JKLM	1507 85% KLM	1830 72% LM	386 57% M	102 34%	2252 86% OP	1830 72% P	488 50%	878 74%	3692 74%	2042 86% T	2528 67%	1246 91% V	1282 53%
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q616. COUNTRY

Base: All Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
US	502 8%	502 54%	-	-	-	-	198 6%	304 11%	35 4%	103 6%	191 8%	85 12%	88 29%	138 5%	191 8%	173 18%	94 8%	408 8%	73 3%	429 11%	28 2%	401 17%
	CDEF	ACDEF																				
CANADA	200 3%	223 22%	-	-	-	-	99 3%	101 4%	19 2%	39 2%	71 3%	44 6%	27 9%	58 2%	71 3%	71 7%	41 3%	159 3%	47 2%	153 4%	16 1%	137 6%
	CDEF	ACDEF																				
MEXICO	223 4%	223 24%	-	-	-	-	126 4%	97 4%	41 5%	73 4%	93 4%	13 2%	3 1%	114 4%	93 4%	16 2%	45 4%	178 4%	90 4%	133 4%	77 6%	56 2%
	CDEF	ACDEF																				
ITALY	101 2%	-	-	101 9%	-	-	60 2%	41 1%	3 *	19 1%	58 2%	13 2%	8 3%	22 1%	58 2%	21 2%	21 2%	80 2%	32 1%	69 2%	14 1%	55 2%
	BCEF			ABCEF																		
TURKEY	102 2%	-	-	102 9%	-	-	61 2%	41 1%	22 3%	40 2%	35 1%	5 1%	-	62 2%	35 1%	5 1%	18 2%	84 2%	26 1%	76 2%	48 4%	28 1%
	BCEF			ABCEF					KLM	KLM	M			OP	P							
SPAIN	100 2%	-	-	100 9%	-	-	63 2%	37 1%	1 *	16 1%	71 3%	9 1%	3 1%	17 1%	71 3%	12 1%	22 2%	78 2%	25 1%	75 2%	16 1%	59 2%
	BCEF			ABCEF											NP							
POLAND	112 2%	-	-	112 10%	-	-	54 2%	58 2%	22 3%	22 1%	49 2%	16 2%	3 1%	44 2%	49 2%	19 2%	35 3%	77 2%	48 2%	64 2%	31 2%	33 3%
	BCEF			ABCEF						J		J				R						
UK	220 4%	-	-	220 20%	-	-	125 4%	95 3%	33 4%	43 2%	92 4%	28 4%	24 8%	76 3%	92 4%	52 5%	37 3%	183 4%	48 2%	172 5%	15 1%	157 7%
	BCEF			ABCEF						J	J	J	IJKL		NO							
FRANCE	201 3%	-	-	201 19%	-	-	82 2%	119 4%	7 1%	27 2%	100 4%	41 6%	26 9%	34 1%	100 4%	67 7%	39 3%	162 3%	24 1%	177 5%	19 1%	158 7%
	BCEF			ABCEF				G			IJ	IJK	IJK		N	NO						
GERMANY	250 4%	-	-	250 23%	-	-	159 5%	91 3%	2 *	16 1%	131 5%	75 11%	26 9%	18 1%	131 5%	101 10%	48 4%	202 4%	78 3%	172 5%	11 1%	161 7%
	BCEF			ABCEF			H				IJ	IJK	IJK		N	NO						
CHINA	1110 18%	-	-	-	-	1110 36%	664 20%	446 16%	57 7%	358 20%	515 20%	154 23%	26 9%	415 16%	515 20%	180 18%	118 10%	992 20%	458 19%	652 17%	262 19%	390 16%
	BCDE					ABCDE	H				IM	IM	IM					Q	T		V	
VIETNAM	100 2%	-	-	-	-	100 3%	59 2%	41 1%	58 7%	34 2%	8 *	-	-	92 4%	8 *	-	21 2%	79 2%	43 2%	57 2%	31 2%	26 1%
	BCDE					ABCDE			JKLM	KLM				OP								
PHILIPPINES	206 3%	-	-	-	-	206 7%	95 3%	111 4%	46 5%	72 4%	75 3%	12 2%	1 *	118 5%	75 3%	13 1%	59 5%	147 3%	91 4%	115 3%	76 6%	39 2%
	BCDE					ABCDE	G		KLM	KLM	M			OP	P							
JAPAN	358 6%	-	-	-	-	358 11%	215 6%	143 5%	46 5%	70 4%	171 7%	40 6%	31 10%	116 4%	171 7%	71 7%	62 5%	296 6%	135 6%	223 6%	14 1%	209 9%
	BCDE					ABCDE				J	J	IJKL		N	N							
SOUTH KOREA	204 3%	-	-	-	-	204 7%	115 3%	89 3%	25 3%	74 4%	89 3%	13 2%	3 1%	99 4%	89 3%	16 2%	38 3%	166 3%	108 5%	96 3%	33 2%	63 3%
	BCDE					ABCDE				LM	LM	LM		P	P				T			
RUSSIA	253 4%	-	-	-	-	253 8%	114 3%	139 5%	42 5%	94 5%	107 4%	9 1%	1 *	136 5%	107 4%	10 1%	40 3%	213 4%	143 6%	110 3%	63 5%	47 2%
	BCDE					ABCDE	G		LM	LM	LM			P	P				T		V	

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

Q616. COUNTRY

14 Mar 2015
Table 2

Base: All Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
INDIA	687 11%	-	-	-	-	687 22%	401 12%	286 10%	156 18%	234 13%	243 10%	46 7%	8 3%	390 15%	243 10%	54 5%	135 11%	552 11%	327 14%	360 10%	245 18%	115 5%
	BCDE					ABCDE			JKLM	KLM	LM	M		OP	P				T		V	
INDONESIA	207 3%	-	-	-	-	207 7%	115 3%	92 3%	55 7%	79 4%	69 3%	4 1%	-	134 5%	69 3%	4 *	53 4%	154 3%	127 5%	80 2%	55 4%	25 1%
	BCDE					ABCDE			JKLM	KLM	LM			OP	P		R		T		V	
NIGERIA	201 3%	-	-	-	201 49%	-	162 5%	39 1%	30 4%	108 6%	59 2%	3 *	1	138 5%	59 2%	4 *	57 5%	144 3%	96 4%	105 3%	73 5%	32 1%
	BCDF				ABCD		H		LM	IKLM	LM			OP	P		R		T		V	
SOUTH AFRICA	105 2%	-	-	-	105 26%	-	43 1%	62 2%	23 3%	35 2%	40 2%	6 1%	1 *	58 2%	40 2%	7 1%	25 2%	80 2%	45 2%	60 2%	26 2%	34 1%
	BCDF				ABCD		G		KLM	M				P	P				T		V	
EGYPT	103 2%	-	-	-	103 25%	-	86 3%	17 1%	27 3%	40 2%	32 1%	4 1%	-	67 3%	32 1%	4 *	13 1%	90 2%	59 2%	44 1%	31 2%	13 1%
	BCDF				ABCD		H		KLM	KLM	M			OP	P				T		V	
COLOMBIA	119 2%	-	119 20%	-	-	-	65 2%	54 2%	8 1%	22 1%	54 2%	28 4%	7 2%	30 1%	54 2%	35 4%	40 3%	79 2%	49 2%	70 2%	38 3%	32 1%
	BDEF		ABDEF						IJ	IJK				N	NO		R		T		V	
ARGENTINA	110 2%	-	110 18%	-	-	-	49 1%	61 2%	12 1%	19 1%	60 2%	14 2%	5 2%	31 1%	60 2%	19 2%	27 2%	83 2%	44 2%	66 2%	32 2%	34 1%
	BDEF		ABDEF				G		J					N	N				T		V	
BRAZIL	370 6%	-	370 62%	-	-	-	192 6%	178 6%	75 9%	133 8%	131 5%	19 3%	12 4%	208 8%	131 5%	31 3%	92 8%	278 6%	153 6%	217 6%	111 8%	106 4%
	BDEF		ABDEF						KLM	KLM	L			OP	P		R		T		V	
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q620. LANGUAGE

Base: All Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
AMERICAN ENGLISH	502 8%	502 54%	-	-	-	-	198 6%	304 11%	35 4%	103 6%	191 8%	85 12%	88 29%	138 5%	191 8%	173 18%	94 8%	408 8%	73 3%	429 11%	28 2%	401 17%
SPAIN_SPANISH	100 2%	-	-	100 9%	-	-	63 2%	37 1%	1 0%	16 1%	71 3%	9 1%	3 1%	17 1%	71 3%	12 1%	22 2%	78 2%	25 1%	75 2%	16 1%	59 2%
PORTUGUESE (BRAZIL)	370 6%	-	370 62%	-	-	-	192 6%	178 6%	75 3%	133 8%	131 5%	19 3%	12 4%	208 8%	131 5%	31 3%	92 8%	278 6%	153 6%	217 6%	111 8%	106 4%
SIMPLIFIED CHINESE	1110 18%	-	-	-	-	1110 36%	664 20%	446 16%	57 7%	358 20%	515 20%	154 23%	26 9%	415 16%	515 20%	180 18%	118 10%	992 20%	458 19%	652 17%	262 19%	390 16%
FRENCH (FRANCE)	201 3%	-	-	201 19%	-	-	82 2%	119 4%	7 1%	27 2%	100 4%	41 6%	26 9%	34 1%	100 4%	67 7%	39 3%	162 3%	24 1%	177 5%	19 1%	158 7%
GERMAN	250 4%	-	-	250 23%	-	-	159 5%	91 3%	2 0%	16 1%	131 5%	75 11%	26 9%	18 1%	131 5%	101 10%	48 4%	202 4%	78 3%	172 5%	11 1%	161 7%
ITALIAN	101 2%	-	-	101 9%	-	-	60 2%	41 1%	3 0%	19 1%	58 2%	13 2%	8 3%	22 1%	58 2%	21 2%	21 2%	80 2%	32 1%	69 2%	14 1%	55 2%
JAPANESE	358 6%	-	-	-	-	358 11%	215 6%	143 5%	46 5%	70 4%	171 7%	40 6%	31 10%	116 4%	171 7%	71 7%	62 5%	296 6%	135 6%	223 6%	14 1%	209 9%
KOREAN	204 3%	-	-	-	-	204 7%	115 3%	89 3%	25 3%	74 4%	89 3%	13 2%	3 1%	99 4%	89 3%	16 2%	38 3%	166 3%	108 5%	96 3%	33 2%	63 3%
RUSSIAN	253 4%	-	-	-	-	253 8%	114 3%	139 5%	42 5%	94 5%	107 4%	9 1%	1 1%	136 5%	107 4%	10 1%	40 3%	213 4%	143 6%	110 3%	63 5%	47 2%
ARABIC	103 2%	-	-	-	103 25%	-	86 3%	17 1%	27 3%	40 2%	32 1%	4 1%	-	67 3%	32 1%	4 0%	13 1%	90 2%	59 2%	44 1%	31 2%	13 1%
VIETNAMESE	100 2%	-	-	-	-	100 3%	59 2%	41 1%	58 7%	34 2%	8 0%	-	-	92 4%	8 0%	-	21 2%	79 2%	43 2%	57 2%	31 2%	26 1%
TAGALOG	206 3%	-	-	-	-	206 7%	95 3%	111 4%	46 5%	72 4%	75 3%	12 2%	1 0%	118 5%	75 3%	13 1%	59 5%	147 3%	91 4%	115 3%	76 6%	39 2%
TURKISH	102 2%	-	-	102 9%	-	-	61 2%	41 1%	22 3%	40 2%	35 1%	5 1%	-	62 2%	35 1%	5 1%	18 2%	84 2%	26 1%	76 2%	48 4%	28 1%
POLISH	112 2%	-	-	112 10%	-	-	54 2%	58 2%	22 3%	22 1%	49 2%	16 2%	3 1%	44 2%	49 2%	19 2%	35 3%	77 2%	48 2%	64 2%	31 2%	33 1%
LATAM_SPANISH	452 7%	223 24%	229 38%	-	-	-	240 7%	212 8%	61 7%	114 6%	207 8%	55 8%	15 5%	175 7%	207 8%	70 7%	112 9%	340 7%	183 8%	269 7%	147 11%	122 5%

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

Q620. LANGUAGE

14 Mar 2015
Table 3

Base: All Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
BRITISH ENGLISH	1413 23% CD	200 22% C	-	220 20% C	306 75% ABCDF	687 22% C	830 24% H	583 21% H	261 31% JKLM	459 26% KLM	505 20% KLM	127 19% KLM	61 20% KLM	720 28% OP	505 20% OP	188 19% OP	295 25% OP	1118 23% OP	563 24% OP	850 23% OP	375 27% V	475 20% V
BAHASA	207 3% BCDE	-	-	-	-	207 7% ABCDE	115 3% H	92 3% H	55 7% JKLM	79 4% KLM	69 3% LM	4 1% LM	-	134 5% OP	69 3% P	4 * P	53 4% R	154 3% R	127 5% T	80 2% T	55 4% V	25 1% V
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

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

Base: All Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Argentina	110 2%	-	110 18%	-	-	-	49 1%	61 2%	12 1%	19 1%	60 2%	14 2%	5 2%	31 1%	60 2%	19 2%	27 2%	83 2%	44 2%	66 2%	32 2%	34 1%
BDEF			ABDEF					G			J				N						V	
Brazil	370 6%	-	370 62%	-	-	-	192 6%	178 6%	75 9%	133 8%	131 5%	19 3%	12 4%	208 8%	131 5%	31 3%	92 8%	278 6%	153 6%	217 6%	111 8%	106 4%
BDEF			ABDEF						KLM	KLM	L			OP	P		R				V	
Canada	200 3%	200 22%	-	-	-	-	99 3%	101 4%	19 2%	39 2%	71 3%	44 6%	27 9%	58 2%	71 3%	71 7%	41 3%	159 3%	47 2%	153 4%	16 1%	137 6%
CDEF		ACDEF									IJK	IJK				NO				S	U	
China	1110 18%	-	-	-	-	1110 36%	664 20%	446 16%	57 7%	358 20%	515 20%	154 23%	26 9%	415 16%	515 20%	180 18%	118 10%	992 20%	458 19%	652 17%	262 19%	390 16%
BCDE						ABCDE	H			IM	IM	IM			N		Q		T		V	
Colombia	119 2%	-	119 20%	-	-	-	65 2%	54 2%	8 1%	22 1%	54 2%	28 4%	7 2%	30 1%	54 2%	35 4%	40 3%	79 2%	49 2%	70 2%	38 3%	32 1%
BDEF			ABDEF							IJ	IJK				N	NO	R				V	
Egypt	103 2%	-	-	-	103 25%	-	86 3%	17 1%	27 3%	40 2%	32 1%	4 1%	-	67 3%	32 1%	4 *	13 1%	90 2%	59 2%	44 1%	31 2%	13 1%
BCDF					ABCDF		H		KLM	KLM	M			OP	P			T			V	
France	201 3%	-	-	201 19%	-	-	82 2%	119 4%	7 1%	27 2%	100 4%	41 6%	26 9%	34 1%	100 4%	67 7%	39 3%	162 3%	24 1%	177 5%	19 1%	158 7%
BCEF				ABCEF			G			IJ	IJK	IJK			N	NO			S		U	
Germany	250 4%	-	-	250 23%	-	-	159 5%	91 3%	2 *	16 1%	131 5%	75 11%	26 9%	18 1%	131 5%	101 10%	48 4%	202 4%	78 3%	172 5%	11 1%	161 7%
BCEF				ABCEF			H			IJ	IJK	IJK			N	NO			S		U	
India	687 11%	-	-	-	-	687 22%	401 12%	286 10%	156 18%	234 13%	243 10%	46 7%	8 3%	390 15%	243 10%	54 5%	135 11%	552 11%	327 14%	360 10%	245 18%	115 5%
BCDE						ABCDE			JKLM	KLM	LM	M		OP	P			T		V		
Indonesia	207 3%	-	-	-	-	207 7%	115 3%	92 3%	55 7%	79 4%	69 3%	4 1%	-	134 5%	69 3%	4 *	53 4%	154 3%	127 5%	80 2%	55 4%	25 1%
BCDE						ABCDE			JKLM	KLM	LM			OP	P		R		T		V	
Italy	101 2%	-	-	101 9%	-	-	60 2%	41 1%	3 *	19 1%	58 2%	13 2%	8 3%	22 1%	58 2%	21 2%	21 2%	80 2%	32 1%	69 2%	14 1%	55 2%
BCEF				ABCEF						IJ	IJK	IJK			N	N					U	
Japan	358 6%	-	-	-	-	358 11%	215 6%	143 5%	46 5%	70 4%	171 7%	40 6%	31 10%	116 4%	171 7%	71 7%	62 5%	296 6%	135 6%	223 6%	14 1%	209 9%
BCDE						ABCDE					IJKL	IJKL			N	N					U	
Mexico	223 4%	223 24%	-	-	-	-	126 4%	97 4%	41 5%	73 4%	93 4%	13 2%	3 1%	114 4%	93 4%	16 2%	45 4%	178 4%	90 4%	133 4%	77 6%	56 2%
CDEF		ACDEF							LM	LM	LM			P	P						V	
Nigeria	201 3%	-	-	-	201 49%	-	162 5%	39 1%	30 4%	108 6%	59 2%	3 *	1 *	138 5%	59 2%	4 *	57 5%	144 3%	96 4%	105 3%	73 5%	32 1%
BCDF					ABCDF		H		LM	IKLM	LM			OP	P		R		T		V	
Philippines	206 3%	-	-	-	-	206 7%	95 3%	111 4%	46 5%	72 4%	75 3%	12 2%	1 *	118 5%	75 3%	13 1%	59 5%	147 3%	91 4%	115 3%	76 6%	39 2%
BCDE						ABCDE	G		KLM	KLM	M			OP	P		R				V	
Poland	112 2%	-	-	112 10%	-	-	54 2%	58 2%	22 3%	22 1%	49 2%	16 2%	3 1%	44 2%	49 2%	19 2%	35 3%	77 2%	48 2%	64 2%	31 2%	33 1%
BCEF				ABCEF							J						R				V	

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

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

Base: All Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
South Africa	105 2%	-	-	-	105 26%	-	43 1%	62 2%	23 3%	35 2%	40 2%	6 1%	1*	58 2%	40 2%	7 1%	25 2%	80 2%	45 2%	60 2%	26 2%	34 1%
Russian Federation	253 4%	-	-	-	-	253 8%	114 3%	139 5%	42 5%	94 5%	107 4%	9 1%	1*	136 5%	107 4%	10 1%	40 3%	213 4%	143 6%	110 3%	63 5%	47 2%
South Korea	204 3%	-	-	-	-	204 7%	115 3%	89 3%	25 3%	74 4%	89 3%	13 2%	3 1%	99 4%	89 3%	16 2%	38 3%	166 3%	108 5%	96 3%	33 2%	63 3%
Spain	100 2%	-	-	100 9%	-	-	63 2%	37 1%	1*	16 1%	71 3%	9 1%	3 1%	17 1%	71 3%	12 1%	22 2%	78 2%	25 1%	75 2%	16 1%	59 2%
Turkey	102 2%	-	-	102 9%	-	-	61 2%	41 1%	22 3%	40 2%	35 1%	5 1%	-	62 2%	35 1%	5 1%	18 2%	84 2%	26 1%	76 2%	48 4%	28 1%
United Kingdom	220 4%	-	-	220 20%	-	-	125 4%	95 3%	33 4%	43 2%	92 4%	28 4%	24 8%	76 3%	92 4%	52 5%	37 3%	183 4%	48 2%	172 5%	15 1%	157 7%
United States	502 8%	502 54%	-	-	-	-	198 6%	304 11%	35 4%	103 6%	191 8%	85 12%	88 29%	138 5%	191 8%	173 18%	94 8%	408 8%	73 3%	429 11%	28 2%	401 17%
Vietnam	100 2%	-	-	-	-	100 3%	59 2%	41 1%	58 7%	34 2%	8*	-	-	92 4%	8*	-	21 2%	79 2%	43 2%	57 2%	31 2%	26 1%
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q268. Are you...?

14 Mar 2015
Table 5

Base: All Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Male	3402 55% BC	423 46% B	306 51% B	604 56% B	291 71% ABCD	1778 57% ABC	3402 100% H	-	430 51%	902 51%	1449 57% IJ	428 63% IJK	193 63% IJK	1332 51%	1449 57% N	621 63% NO	615 52%	2787 56% Q	1468 62% T	1934 51%	778 57% V	1156 48%
Female	2742 45% EF	502 54% ACDEF	293 49% AEF	482 44% E	118 29%	1347 43% E	-	2742 100% G	415 49% KLM	868 49% KLM	1095 43% LM	253 37%	111 37%	1283 49% OP	1095 43% P	364 37%	565 48% R	2177 44%	901 38%	1841 49% S	587 43%	1254 52% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q280. Respondent Age.

14 Mar 2015
Table 6

Base: All Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
18 - 19	146 2% D	15 2%	28 5% ABDF	13 1%	12 3% D	78 2% D	89 3%	57 2%	146 17% JKLM	-	-	-	-	146 6% OP	-	-	41 3% R	105 2%	59 2%	87 2%	42 3% V	45 2%
20 - 24	699 11% BD	80 9%	67 11% D	77 7% ABCD	68 17% D	407 13% ABD	341 10%	358 13% G	699 83% JKLM	-	-	-	-	699 27% OP	-	-	151 13%	548 11%	301 13% T	398 11%	183 13% V	215 9%
25 - 29	842 14% BD	99 11% D	84 14% D	86 8% ABCD	92 22% D	481 15% ABD	437 13%	405 15% G	-	842 48% IKLM	-	-	-	842 32% OP	-	-	160 14%	682 14%	414 17% T	428 11%	186 14% V	242 10%
30 - 34	928 15% BD	116 13% D	90 15% D	97 9% ABCD	91 22% D	534 17% ABD	465 14%	463 17% G	-	928 52% IKLM	-	-	-	928 35% OP	-	-	167 14%	761 15%	398 17% T	530 14%	232 17% V	298 12%
35 - 39	848 14% B	104 11%	78 13%	149 14% ABE	53 13%	464 15% AB	447 13%	401 15%	-	-	848 33% IJLM	-	-	-	848 33% NP	-	144 12%	704 14%	354 15% T	494 13%	197 14%	297 12%
40 - 44	687 11% B	86 9%	65 11% ABE	146 13% ABE	38 9%	352 11% AB	390 11%	297 11%	-	-	687 27% IJLM	-	-	-	687 27% NP	-	136 12%	551 11%	267 11%	420 11%	148 11%	272 11%
45 - 49	592 10% E	94 10% E	63 11% E	122 11% EF	26 6%	287 9%	341 10%	251 9%	-	-	592 23% IJLM	-	-	-	592 23% NP	-	128 11%	464 9%	203 9%	389 10% S	137 10%	252 10%
50 - 54	417 7% EF	71 8% EF	39 7% E	119 11% ABCEF	14 3%	174 6%	271 8% H	146 5%	-	-	417 16% IJLM	-	-	-	417 16% NP	-	70 6%	347 7%	127 5%	290 8% S	86 6%	204 8% U
55 - 59	394 6% EF	75 8% AEF	42 7% E	97 9% AEF	7 2%	173 6% E	239 7% H	155 6%	-	-	-	394 58% IJKM	-	-	-	394 40% NO	75 6%	319 6%	115 5%	279 7% S	77 6%	202 8% U
60 - 64	287 5% EF	67 7% ACEF	19 3% E	90 8% ACEF	6 1%	105 3% E	189 6% H	98 4%	-	-	-	287 42% IJKM	-	-	-	287 29% NO	52 4%	235 5%	72 3%	215 6% S	43 3%	172 7% U
65 and over	304 5% EF	118 13% ACDEF	24 4% EF	90 8% ACEF	2 1%	70 3% E	193 6% H	111 4%	-	-	-	-	304 100% IJKL	-	-	304 31% NO	56 5%	248 5%	59 2%	245 6% S	34 2%	211 9% U
MEAN	39.4 EF	44.2 ACEF	38.4 EF	44.5 ACEF	33.0	37.2 E	40.5 H	38.0	21.7	29.7 I	43.1 IJ	59.1 IJK	69.7 IJKL	27.1	43.1 N	62.3 NO	38.8	39.5	36.8	41.0 S	37.4	43.0 U
STD. DEV.	13.51	15.69	13.35	13.80	9.95	12.11	13.78	13.04	1.94	2.86	5.62	2.82	5.14	4.57	5.62	6.15	13.63	13.48	12.15	14.07	12.36	14.57
STD. ERR.	0.17	0.52	0.55	0.42	0.49	0.22	0.24	0.25	0.07	0.07	0.11	0.11	0.29	0.09	0.11	0.20	0.40	0.19	0.25	0.23	0.33	0.30
MEDIAN	37	43	36	44	32	35	39	35	22	30	42	59	68	27	42	61	37	37	35	39	35	42
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q600. How many hours per week do you spend using the Internet?

Base: All Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
0 hours to less than 1 hour	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1-4 hours	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5-10 hours	1180 19% F	180 19%	159 27% ABDF	220 20% F	95 23% AF	526 17%	615 18%	565 21% G	192 23% JK	327 18%	478 19%	127 19%	56 18%	519 20%	478 19%	183 19%	1180 100% R	-	360 15%	820 22% S	297 22%	523 22%
11-15 hours	911 15% F	163 18% ACEF	80 13%	189 17% ACEF	53 13%	426 14%	484 14%	427 16%	126 15%	230 13%	390 15% J	121 18% J	44 14%	356 14%	390 15%	165 17% N	-	911 18% Q	332 14%	579 15%	196 14%	383 16%
16-20 hours	929 15% EF	178 19% ACEF	81 14%	188 17% ACEF	48 12%	434 14%	494 15%	435 16%	111 13%	260 15%	383 15%	117 17% I	58 19% IJ	371 14%	383 15%	175 18% NO	-	929 19% Q	361 15%	568 15%	184 13%	384 16% U
More than 20 hours	3124 51% BCD	404 44%	279 47%	489 45%	213 52% BD	1739 56% ABCD	1809 53% H	1315 48%	416 49%	953 54% IL	1293 51% L	316 46%	146 48%	1369 52% P	1293 51% P	462 47%	-	3124 63% Q	1316 56% T	1808 48%	688 50% V	1120 46%
Don't Know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q640. COUNTRY QUOTAS

14 Mar 2015
Table 8

Base: All Qualified

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
US	502 8%	502 54%	-	-	-	-	198 6%	304 11%	35 4%	103 6%	191 8%	85 12%	88 29%	138 5%	191 8%	173 18%	94 8%	408 8%	73 3%	429 11%	28 2%	401 17%
	CDEF	ACDEF																				
CANADA	200 3%	200 22%	-	-	-	-	99 3%	101 4%	19 2%	39 2%	71 3%	44 6%	27 9%	58 2%	71 3%	71 7%	41 3%	159 3%	47 2%	153 4%	16 1%	137 6%
	CDEF	ACDEF														NO						
MEXICO	223 4%	223 24%	-	-	-	-	126 4%	97 4%	41 5%	73 4%	93 4%	13 2%	3 1%	114 4%	93 4%	16 2%	45 4%	178 4%	90 4%	133 4%	77 6%	56 2%
	CDEF	ACDEF							LM	LM	LM				P	P						
ITALY	101 2%	-	-	101 9%	-	-	60 2%	41 1%	3 1%	19 1%	58 2%	13 2%	8 3%	22 1%	58 2%	21 2%	21 2%	80 2%	32 1%	69 2%	14 1%	55 2%
	BCEF			ABCEF												N	N					
TURKEY	102 2%	-	-	102 9%	-	-	61 2%	41 1%	22 3%	40 2%	35 1%	5 1%	-	62 2%	35 1%	5 1%	18 2%	84 2%	26 1%	76 2%	48 4%	28 1%
	BCEF			ABCEF					KLM	KLM	M			OP	P							
SPAIN	100 2%	-	-	100 9%	-	-	63 2%	37 1%	1 1%	16 1%	71 3%	9 1%	3 1%	17 1%	71 3%	12 1%	22 2%	78 2%	25 1%	75 2%	16 1%	59 2%
	BCEF			ABCEF					I	I	I	I	I	I	NP							
POLAND	112 2%	-	-	112 10%	-	-	54 2%	58 2%	22 3%	22 1%	49 2%	16 2%	3 1%	44 2%	49 2%	19 2%	35 3%	77 2%	48 2%	64 2%	31 2%	33 3%
	BCEF			ABCEF					J	J	J	J	J	J	J	R						
UNITED KINGDOM	220 4%	-	-	220 20%	-	-	125 4%	95 3%	33 4%	43 2%	92 4%	28 4%	24 8%	76 3%	92 4%	52 5%	37 3%	183 4%	48 2%	172 5%	15 1%	157 7%
	BCEF			ABCEF					J	J	J	J	IJKL		NO							
FRANCE	201 3%	-	-	201 19%	-	-	82 2%	119 4%	7 1%	27 2%	100 4%	41 6%	26 9%	34 1%	100 4%	67 7%	39 3%	162 3%	24 1%	177 5%	19 1%	158 7%
	BCEF			ABCEF					G	G	IJ	IJK	IJK		N	NO						
GERMANY	250 4%	-	-	250 23%	-	-	159 5%	91 3%	2 1%	16 1%	131 5%	75 11%	26 9%	18 1%	131 5%	101 10%	48 4%	202 4%	78 3%	172 5%	11 1%	161 7%
	BCEF			ABCEF					H	I	I	IJK	IJK		N	NO						
CHINA	1110 18%	-	-	-	-	1110 36%	664 20%	446 16%	57 7%	358 20%	515 20%	154 23%	26 9%	415 16%	515 20%	180 18%	118 10%	992 20%	458 19%	652 17%	262 19%	390 16%
	BCDE					ABCDE	H			JKLM	KLM											
VIETNAM	100 2%	-	-	-	-	100 3%	59 2%	41 1%	58 7%	34 2%	8 1%	-	-	92 4%	8 1%	-	21 2%	79 2%	43 2%	57 2%	31 2%	26 1%
	BCDE					ABCDE			JKLM	KLM				OP								
PHILIPPINES	206 3%	-	-	-	-	206 7%	95 3%	111 4%	46 5%	72 4%	75 3%	12 2%	1 1%	118 5%	75 3%	13 1%	59 5%	147 3%	91 4%	115 3%	76 6%	39 2%
	BCDE					ABCDE	G	KLM	KLM	M				OP	P							
JAPAN	358 6%	-	-	-	-	358 11%	215 6%	143 5%	46 5%	70 4%	171 7%	40 6%	31 10%	116 4%	171 7%	71 7%	62 5%	296 6%	135 6%	223 6%	14 1%	209 9%
	BCDE					ABCDE				J	IJKL				N	N						
SOUTH KOREA	204 3%	-	-	-	-	204 7%	115 3%	89 3%	25 3%	74 4%	89 3%	13 2%	3 1%	99 4%	89 3%	16 2%	38 3%	166 3%	108 5%	96 3%	33 2%	63 3%
	BCDE					ABCDE				LM	LM			P	P							
RUSSIA	253 4%	-	-	-	-	253 8%	114 3%	139 5%	42 5%	94 5%	107 4%	9 1%	1 1%	136 5%	107 4%	10 1%	40 3%	213 4%	143 6%	110 3%	63 5%	47 2%
	BCDE					ABCDE			LM	LM	LM			P	P							

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

Q640. COUNTRY QUOTAS

Base: All Qualified

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
INDIA	687 11%	-	-	-	-	687 22%	401 12%	286 10%	156 18%	234 13%	243 10%	46 7%	8 3%	390 15%	243 10%	54 5%	135 11%	552 11%	327 14%	360 10%	245 18%	115 5%
INDONESIA	207 3%	-	-	-	-	207 7%	115 3%	92 3%	55 7%	79 4%	69 3%	4 1%	-	134 5%	69 3%	4 *	53 4%	154 3%	127 5%	80 2%	55 4%	25 1%
NIGERIA	201 3%	-	-	-	201 49%	-	162 5%	39 1%	30 4%	108 6%	59 2%	3 *	1	138 5%	59 2%	4 *	57 5%	144 3%	96 4%	105 3%	73 5%	32 1%
SOUTH AFRICA	105 2%	-	-	-	105 26%	-	43 1%	62 2%	23 3%	35 2%	40 2%	6 1%	1 *	58 2%	40 2%	7 1%	25 2%	80 2%	45 2%	60 2%	26 2%	34 1%
EGYPT	103 2%	-	-	-	103 25%	-	86 3%	17 1%	27 3%	40 2%	32 1%	4 1%	-	67 3%	32 1%	4 *	13 1%	90 2%	59 2%	44 1%	31 2%	13 1%
COLOMBIA	119 2%	-	119 20%	-	-	-	65 2%	54 2%	8 1%	22 1%	54 1%	28 4%	7 2%	30 1%	54 2%	35 4%	40 3%	79 2%	49 2%	70 2%	38 3%	32 1%
ARGENTINA	110 2%	-	110 18%	-	-	-	49 1%	61 2%	12 1%	19 1%	60 2%	14 2%	5 2%	31 1%	60 2%	19 2%	27 2%	83 2%	44 2%	66 2%	32 2%	34 1%
BRAZIL	370 6%	-	370 62%	-	-	-	192 6%	178 6%	75 9%	133 8%	131 5%	19 3%	12 4%	208 8%	131 5%	31 3%	92 8%	278 6%	153 6%	217 6%	111 8%	106 4%
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q605. Have you ever registered a domain name?

Base: All Qualified Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Yes	2369 39% BD	210 23%	246 41% BD	281 26% ABCD	200 49% ABCD	1432 46% ABCD	1468 43% H	901 33%	360 43% KLM	812 46% KLM	951 37% LM	187 27% M	59 19%	1172 45% OP	951 37% P	246 25%	360 31%	2009 40% Q	2369 100% T	-	-	-
No	3775 61% EF	715 77% ACEF	353 59% EF	805 74% ACEF	209 51%	1693 54%	1934 57%	1841 67% G	485 57%	958 54%	1593 63% IJ	494 73% IJK	245 81% IJKL	1443 55%	1593 63% N	739 75% NO	820 69% R	2955 60%	-	3775 100% S	1365 100%	2410 100%
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q610. Do you plan to register a domain name in the next 6-12 months?

14 Mar 2015
Table 10

Base: Haven't Registered A Domain Name

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3775	715	353	805	209	1693	1934	1841	485	958	1593	494	245	1443	1593	739	820	2955	**	3775	1365	2410
Weighted Base	3775	715	353	805	209	1693	1934	1841	485	958	1593	494	245	1443	1593	739	820	2955	**	3775	1365	2410
Yes	1365 36% BD	121 17%	181 51% ABD	154 19% ABCD	130 62% ABCD	779 46% ABD	778 40% H	587 32%	225 46% KLM	418 44% KLM	568 36% LM	120 24% M	34 14%	643 45% OP	568 36% P	154 21%	297 36%	1068 36%	-	1365 36%	1365 100% V	-
No	2410 64% CEF	594 83% ACEF	172 49% E	651 81% ACEF	79 38% E	914 54% E	1156 60%	1254 68% G	260 54%	540 56% IJ	1025 64% IJK	374 76% IJK	211 86% IJKL	800 55% NO	1025 64% N	585 79% NO	523 64%	1887 64%	-	2410 64%	-	2410 100% U
Sigma	3775 100%	715 100%	353 100%	805 100%	209 100%	1693 100%	1934 100%	1841 100%	485 100%	958 100%	1593 100%	494 100%	245 100%	1443 100%	1593 100%	739 100%	820 100%	2955 100%	-	3775 100%	1365 100%	2410 100%

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

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

14 Mar 2015
Table 11

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
.com	5481 89% F	848 92% AF	537 90%	969 89%	373 91%	2754 88%	3009 88%	2472 90% G	762 90%	1570 89%	2271 89%	606 89%	272 89%	2332 89%	2271 89%	878 89%	1043 88%	4438 89%	2041 86%	3440 91% S	1218 89%	2222 92% U
.net	4759 77% F	786 85% AF	491 82% AF	872 80% AF	321 78% F	2289 73%	2607 77%	2152 78%	657 78%	1374 78%	1969 77%	518 76%	241 79%	2031 78%	1969 77%	759 77%	883 75%	3876 78% Q	1674 71%	3085 82% S	1070 78%	2015 84% U
.org	4387 71% F	825 89% ACDEF	482 80% AF	854 79% AF	310 76% AF	1916 61%	2429 71%	1958 71%	620 73% L	1272 72% L	1808 71%	459 67%	228 75% L	1892 72%	1808 71%	687 70%	817 69%	3570 72%	1498 63%	2889 77% S	972 71%	1917 80% U
.info	2542 41% BF	301 33%	264 44% B	520 48% ABF	203 50% ABF	1254 40% B	1483 44% H	1059 39%	415 49% KLM	801 45% KLM	1033 41% LM	211 31%	82 27%	1216 47% OP	1033 41% P	293 30%	430 36%	2112 43% Q	1070 45% T	1472 39% V	609 45% V	863 36%
.biz	1890 31% CF	306 33% CF	105 18%	392 36% ACF	166 41% ABC	921 32% C	1104 32% H	786 29%	251 30% LM	582 33% LM	827 33% LM	166 24%	64 21%	833 32% P	827 33% P	230 23%	292 25%	1598 32% Q	822 35% T	1068 28%	394 29%	674 28%
.cn	909 15% BCDE	-	-	-	-	909 29% ABCDE	556 16% H	353 13%	49 6% IM	299 17% IM	415 16% IM	124 18% IM	22 7%	348 13%	415 16% N	146 15%	85 7%	824 17% Q	351 15%	558 15%	213 16%	345 14%
.mobi	866 14% BCD	73 8%	54 9%	131 12% B	165 40% ABCDF	443 14% BC	521 15% H	345 13%	201 24% JKLM	310 18% KLM	298 12% LM	47 7% M	10 3%	511 20% OP	298 12% P	57 6%	137 12%	729 15% Q	454 19% T	412 11%	202 15% V	210 9%
.pro	587 10% BDE	45 5%	49 8% BE	85 8% BE	14 3% ABCDE	394 13% ABC	294 9%	293 11% G	102 12% KLM	199 11% KLM	226 9% M	45 7%	15 5%	301 12% OP	226 9% P	60 6%	71 6%	516 10% Q	331 14% T	256 7% V	124 9% V	132 5%
.tel	563 9% BCDE	75 8%	70 12% ABDE	87 8%	29 7% ABC	302 10% ABC	297 9%	266 10%	82 10% L	180 10% L	229 9% L	41 6%	31 10% L	262 10% P	229 9% P	72 7%	67 6%	496 10% Q	309 13% T	254 7% V	104 8% V	150 6%
.in	558 9% BCDE	-	-	-	-	558 18% ABCDE	325 10% H	233 8%	124 15% JKLM	183 10% KLM	206 8% LM	37 5%	8 3%	307 12% OP	206 8% P	45 5%	111 9%	447 9% Q	241 10% T	317 8% V	213 16% V	104 4%
.asia	533 9% BCDE	25 3%	31 5% B	64 6% B	24 6% ABC	389 12% ABCDE	300 9%	233 8%	94 11% KLM	197 11% KLM	202 8% LM	29 4%	11 4%	291 11% OP	202 8% P	40 4%	66 6%	467 9% Q	309 13% T	224 6% V	116 8% V	108 4%
.jp	330 5% BCDE	-	-	-	-	330 11% ABCDE	200 6% H	130 5%	45 5% J	66 4% IJ	154 6% IJ	38 6% J	27 9% IJ	111 4%	154 6% N	65 7% N	57 5%	273 5% Q	118 5% T	212 6% V	12 1% V	200 8% U
.coop	319 5% BE	24 3%	49 8% ABDE	46 4% BE	7 2% ABC	193 6% ABCDE	166 5%	153 6%	40 5% LM	113 6% LM	135 5% L	22 3%	9 3%	153 6% P	135 5% P	31 3%	32 3%	287 6% Q	204 9% T	115 3% V	52 4% V	63 3%
.br	311 5% BDEF	-	311 52% ABDEF	-	-	-	159 5%	152 6%	66 8% KLM	111 6% KL	103 4%	19 3%	12 4%	177 7% OP	103 4% P	31 3%	77 7% R	234 5% Q	121 5% T	190 5% V	95 7% V	95 4%
.us	261 4% CDEF	261 28% ACDEF	-	-	-	-	111 3%	150 5% G	24 3% H	64 4% IJK	95 4%	47 7% IJK	31 10% IJK	88 3% NO	95 4% NO	78 8% NO	41 3% NO	220 4% Q	41 2% S	220 6% S	15 1% U	205 9% U
.ru	237 4% BCDE	-	-	-	-	237 8% ABCDE	107 3% H	130 5% G	41 5% LM	86 5% LM	100 4% LM	9 1%	1 *	127 5% P	100 4% P	10 1%	34 3% Q	203 4% R	133 6% T	104 3% V	59 4% V	45 2%

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

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

14 Mar 2015
Table 11

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
.de	234 4%	-	-	234 22%	-	-	152 4%	82 3%	2 1%	15 1%	120 5%	72 11%	25 8%	17 1%	120 5%	97 10%	45 4%	189 4%	76 3%	158 4%	8 1%	150 6%
	BCEF			ABCEF			H				IJ	IJK	IJK		N	NO						U
.uk	203 3%	-	-	203 19%	-	-	115 3%	88 3%	31 4%	38 2%	87 3%	25 4%	22 7%	69 3%	87 3%	47 5%	34 3%	169 3%	42 2%	161 4%	13 1%	148 6%
	BCEF			ABCEF			J		J		J	IJKL			N						S	U
.mx	201 3%	201 22%	-	-	-	-	113 3%	88 3%	38 4%	61 3%	87 3%	12 2%	3 1%	99 4%	87 3%	15 2%	40 3%	161 3%	75 3%	126 3%	71 5%	55 2%
	CDEF	ACDEF							LM	LM	LM			P	P						V	
.ca	190 3%	190 21%	-	-	-	-	95 3%	95 3%	19 2%	34 2%	69 3%	42 6%	26 9%	53 2%	69 3%	68 7%	39 3%	151 3%	42 2%	148 4%	15 1%	133 6%
	CDEF	ACDEF							2%	2%	3%	IJK	IJK		NO					S	U	
.kr	179 3%	-	-	-	-	179 6%	98 3%	81 3%	21 2%	60 3%	82 3%	13 2%	3 1%	81 3%	82 3%	16 2%	33 3%	146 3%	93 4%	86 2%	30 2%	56 2%
	BCDE					ABCDE			M	M	M			P	P				T			
.fr	179 3%	-	-	179 16%	-	-	74 2%	105 4%	7 1%	25 1%	90 4%	35 5%	22 7%	32 1%	90 4%	57 6%	33 3%	146 3%	23 1%	156 4%	17 1%	139 6%
	BCEF			ABCEF			G		IJ		IJ	IJK			N	NO				S	U	
.ph	166 3%	-	-	-	-	166 5%	73 2%	93 3%	35 4%	61 3%	60 2%	10 1%	-	96 4%	60 2%	10 1%	46 4%	120 2%	65 3%	101 3%	66 5%	35 1%
	BCDE					ABCDE		G	KLM	KLM	M	M		OP	P		R			V		
.ng	165 3%	-	-	-	165 40%	-	130 4%	35 1%	24 3%	91 5%	47 2%	2 1%	1 1%	115 4%	47 2%	3 1%	49 4%	116 2%	69 3%	96 3%	64 5%	32 1%
	BCDF				ABCDF		H		LM	IKLM	L			OP	P		R			V		
.id	165 3%	-	-	-	-	165 5%	89 3%	76 3%	43 5%	66 4%	54 2%	2 1%	-	109 4%	54 2%	2 1%	40 3%	125 3%	98 4%	67 2%	47 3%	20 1%
	BCDE					ABCDE			KLM	KLM	LM			OP	P		T			V		
.co	108 2%	-	108 18%	-	-	-	58 2%	50 2%	8 1%	19 1%	47 2%	27 4%	7 2%	27 1%	47 2%	34 3%	35 3%	73 1%	42 2%	66 2%	35 3%	31 1%
	BDEF		ABDEF						J		IJK			N	NO		R			V		
.pl	102 2%	-	-	102 9%	-	-	47 1%	55 2%	21 2%	20 1%	44 2%	14 2%	3 1%	41 2%	44 2%	17 2%	30 3%	72 1%	43 2%	59 2%	27 2%	32 1%
	BCEF			ABCEF					J		IJK			N		R						
.ar	96 2%	-	96 16%	-	-	-	43 1%	53 2%	9 1%	18 1%	52 2%	12 2%	5 2%	27 1%	52 2%	17 2%	26 2%	70 1%	36 2%	60 2%	28 2%	32 1%
	BDEF		ABDEF					G			J			N		R						
.za	95 2%	-	-	-	95 23%	-	36 1%	59 2%	21 2%	31 2%	37 1%	5 1%	1 1%	52 2%	37 1%	6 1%	23 2%	72 1%	37 2%	58 2%	26 2%	32 1%
	BCDF				ABCDF			G	KLM					P	P							
.es	94 2%	-	-	94 9%	-	-	60 2%	34 1%	1 1%	16 1%	65 3%	9 1%	3 1%	17 1%	65 3%	12 1%	20 2%	74 1%	23 1%	71 2%	16 1%	55 2%
	BCEF			ABCEF				I		I	I			NP						S	U	
.it	94 2%	-	-	94 9%	-	-	56 2%	38 1%	3 1%	16 1%	57 2%	11 2%	7 2%	19 1%	57 2%	18 2%	20 2%	74 1%	29 1%	65 2%	13 1%	52 2%
	BCEF			ABCEF				I		IJ	I	I	IJ		N	N						U
.vn	87 1%	-	-	-	-	87 3%	51 1%	36 1%	53 6%	28 2%	6 1%	-	-	81 3%	6 1%	-	19 2%	68 1%	36 2%	51 1%	26 2%	25 1%
	BCDE					ABCDE			JKLM	KLM				OP						V		
.tr	83 1%	-	-	83 8%	-	-	45 1%	38 1%	19 2%	31 2%	29 1%	4 1%	-	50 2%	29 1%	4 1%	12 1%	71 1%	16 1%	67 2%	42 3%	25 1%
	BCEF			ABCEF					KLM	LM				OP	P					S	V	

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

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

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
.eg	66 1%	-	-	-	66 16%	-	56 2%	10	18 2%	25 1%	21 1%	2	-	43 2%	21 1%	2	7 1%	59 1%	33 1%	33 1%	22 2%	11
I am not aware of any of these	121 2%	21 2%	4 1%	29 3%	8 2%	59 2%	56 2%	65 2%	11 1%	25 1%	50 2%	27 4%	8 3%	36 1%	50 2%	35 4%	30 3%	91 2%	17 1%	104 3%	19 1%	85 4%
Sigma	27161 442%	3981 430%	2651 443%	5038 464%	1946 476%	13545 433%	15115 444%	12046 439%	3957 468%	8087 457%	11175 439%	2742 403%	1200 395%	12044 461%	11175 439%	3942 400%	4824 409%	22337 450%	10612 448%	16549 438%	6053 443%	10496 436%

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

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

14 Mar 2015
Table 12

Base: Heard Of Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6023	904	595	1057	401	3066	3346	2677	834	1745	2494	654	296	2579	2494	950	1150	4873	2352	3671	1346	2325
Weighted Base	6023	904	595	1057	401	3066	3346	2677	834	1745	2494	654	296	2579	2494	950	1150	4873	2352	3671	1346	2325
.com	5290 88% F	826 91% ADF	526 88%	912 86%	366 91% ADF	2660 87%	2917 87%	2373 89%	740 89%	1523 87%	2195 88%	575 88%	257 87%	2263 88%	2195 88%	832 88%	996 87%	4294 88%	1981 84%	3309 90% S	1192 89%	2117 91% U
.net	3904 65% F	639 71% ACDF	384 65%	671 63%	283 71% ACDF	1927 63%	2214 66% H	1690 63%	539 65%	1148 66%	1628 65%	405 62%	184 62%	1687 65%	1628 65%	589 62%	672 58%	3232 66% Q	1461 62%	2443 67% S	912 68%	1531 66%
.org	3646 61% F	719 80% ACDEF	436 73% ADF	678 64% AF	288 72% ADF	1525 50%	2057 61%	1589 59%	524 63% L	1065 61% L	1519 61% L	355 54%	183 62% L	1589 62% P	1519 61% P	538 57%	639 56%	3007 62% Q	1276 54%	2370 65% S	843 63%	1527 66%
.info	1622 27% B	158 17% B	151 25% B	356 34% ABCDF	142 35% ABCDF	815 27% B	988 30% H	634 24%	280 34% JKLM	518 30% KLM	656 26% LM	123 19%	45 15%	798 31% OP	656 26% P	168 18%	252 22% Q	1370 28% Q	766 33% T	856 23% V	390 29% V	466 20%
.biz	1038 17% BC	115 13% C	52 9%	230 22% ABCDF	109 27% ABCDF	532 17% BC	639 19% H	399 15%	145 17% M	241 20% LM	436 17% LM	91 14% M	25 8%	486 19% P	436 17% P	116 12%	154 13% Q	884 18% Q	527 22% T	511 14% V	232 17% V	279 12% V
.cn	846 14% BCDE	-	-	-	-	846 28% ABCDE	522 16% H	324 12%	46 6% IM	285 16% IM	386 15% IM	108 17% IM	21 7%	331 13% N	386 15% N	129 14%	77 7% Q	769 16% Q	329 14% Q	517 14% Q	202 15% Q	315 14%
.in	517 9% BCDE	-	-	-	-	517 17% ABCDE	306 9% H	211 8%	117 14% JKLM	171 10% KLM	190 8% LM	33 5% M	6 2%	288 11% OP	190 8% P	39 4%	102 9% Q	415 9% Q	222 9% Q	295 8% Q	200 15% V	95 4% V
.mobi	481 8% BCD	29 3% BC	17 3% BC	64 6% BC	125 31% ABCDF	246 8% BCD	309 9% H	172 6%	126 15% JKLM	195 11% KLM	142 6% LM	14 2%	4 1%	321 12% OP	142 6% P	18 2%	71 6% Q	410 8% Q	261 11% T	220 6% V	115 9% V	105 5% V
.jp	300 5% BCDE	-	-	-	-	300 10% ABCDE	189 6% H	111 4%	41 5% J	61 3% J	137 5% J	35 5% J	26 9% IJKL	102 4% OP	137 5% N	61 6% N	51 4% Q	249 5% Q	113 5% Q	187 5% Q	12 1% U	175 8% U
.br	296 5% BDEF	-	296 50% ABDEF	-	-	-	150 4%	146 5%	63 8% KLM	104 6% KL	99 4%	19 3%	11 4%	167 6% OP	99 4% P	30 3% R	73 6% R	223 5% R	117 5% R	179 5% R	89 7% V	90 4% V
.pro	241 4% BDE	18 2% E	17 3% E	30 3% E	4 1% ABCDE	172 6% ABCDE	120 4%	121 5%	44 5% KLM	94 5% KLM	86 3% M	14 2%	3 1%	138 5% OP	86 3% P	17 2% Q	33 3% Q	208 4% Q	164 7% T	77 2% V	46 3% V	31 1% V
.ru	236 4% BCDE	-	-	-	-	236 8% ABCDE	106 3% H	130 5%	41 5% LM	86 5% LM	99 4% LM	9 1%	1 5% P	127 5% P	99 4% P	10 1% Q	34 3% Q	202 4% Q	132 6% T	104 3% V	59 4% V	45 2% V
.asia	230 4% BCDE	6 1% B	14 2% B	22 2% B	6 1% ABCDE	182 6% ABCDE	126 4%	104 4%	35 4% LM	98 6% KLM	84 3% LM	11 2%	2 1%	133 5% OP	84 3% P	13 1% Q	25 2% Q	205 4% Q	157 7% T	73 2% V	48 4% V	25 1% V
.de	227 4% BCEF	-	-	227 21% ABCEF	-	-	148 4% H	79 3%	2 1% IJ	15 1% IJ	117 5% IJK	68 10% IJK	25 8% IJK	17 1% NO	117 5% N	93 10% NO	45 4% Q	182 4% Q	76 3% S	151 4% S	7 1% U	144 6% U
.tel	217 4% B	17 2% B	25 4% B	36 3% B	9 2% AB	130 4% AB	106 3% G	111 4%	31 4% KLM	81 5% KLM	86 3% J	14 2%	5 2%	112 4% P	86 3% P	19 2% Q	26 2% Q	191 4% Q	150 6% T	67 2% V	40 3% V	27 1% V
.uk	191 3% BCEF	-	-	191 18% ABCEF	-	-	109 3% H	82 3%	28 3% J	37 2% J	82 3% J	24 4% J	20 7% IJKL	65 3% N	82 3% N	44 5% N	28 2% Q	163 3% Q	40 2% S	151 4% S	13 1% U	138 6% U

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

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

Base: Heard Of Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Weighted Base	6023	904	595	1057	401	3066	3346	2677	834	1745	2494	654	296	2579	2494	950	1150	4873	2352	3671	1346	2325	
.mx	188 3%	188 21%	-	-	-	-	108 3%	80 3%	35 4%	59 3%	80 3%	11 2%	3 1%	94 4%	80 3%	14 1%	38 3%	150 3%	71 3%	117 3%	68 5%	49 2%	
	CDEF	ACDEF							LM	LM	LM			P	P								
.ca	185 3%	185 20%	-	-	-	-	93 3%	92 3%	19 2%	33 2%	68 3%	41 6%	24 8%	52 2%	68 3%	65 7%	38 3%	147 3%	40 2%	145 4%	15 1%	130 6%	
	CDEF	ACDEF										IJK	IJK			NO				S		U	
.fr	168 3%	-	-	168 16%	-	-	71 2%	97 4%	6 1%	23 1%	85 3%	32 5%	22 7%	29 1%	85 3%	54 6%	29 3%	139 3%	22 1%	146 4%	16 1%	130 6%	
	BCEF			ABCEF				G			IJ	IJK			N	NO				S		U	
.kr	161 3%	-	-	-	-	161 5%	87 3%	74 3%	19 2%	53 3%	75 3%	11 2%	3 1%	72 3%	75 3%	14 1%	29 3%	132 3%	84 4%	77 2%	28 2%	49 2%	
	BCDE					ABCDE				M	M			P	P					T		U	
.ng	157 3%	-	-	-	157 39%	-	124 4%	33 1%	21 3%	88 5%	45 2%	2 *	1 *	109 4%	45 3%	3 *	44 4%	113 2%	67 3%	90 2%	61 5%	29 1%	
	BCDF				ABCDF		H		LM	IKLM	L			OP	P		R				V		
.ph	151 3%	-	-	-	-	151 5%	66 2%	85 3%	34 4%	56 3%	52 3%	9 1%	-	90 3%	52 2%	9 1%	40 3%	111 2%	58 2%	93 3%	60 4%	33 1%	
	BCDE					ABCDE		G	KLM	KLM	M	M		OP	P		R				V		
.id	150 2%	-	-	-	-	150 5%	79 2%	71 3%	36 4%	63 4%	49 2%	2 *	-	99 4%	49 2%	2 *	31 3%	119 2%	88 4%	62 2%	43 3%	19 1%	
	BCDE					ABCDE			KLM	KLM	LM			OP	P		V						
.us	149 2%	149 16%	-	-	-	-	68 2%	81 3%	10 1%	39 2%	51 2%	32 5%	17 6%	49 2%	51 2%	49 5%	29 3%	120 2%	27 1%	122 3%	8 1%	114 5%	
	CDEF	ACDEF					G				IJK	IJK			NO					S		U	
.coop	140 2%	5 1%	28 5%	20 2%	2 *	85 3%	69 2%	71 3%	18 2%	55 3%	56 2%	7 1%	4 1%	73 3%	56 2%	11 1%	14 1%	126 3%	102 4%	38 1%	20 1%	18 1%	
	BE	ABDEF		B		ABE			L		L			P	P		Q		T		V		
.co	100 2%	-	100 17%	-	-	-	55 2%	45 2%	8 1%	19 1%	42 2%	24 4%	7 2%	27 1%	42 2%	31 3%	30 3%	70 1%	42 2%	58 2%	29 2%	29 1%	
	BDEF		ABDEF									IJK			NO		R				V		
.pl	99 2%	-	-	99 9%	-	-	45 1%	54 2%	21 3%	19 1%	42 2%	14 2%	3 1%	40 2%	42 2%	17 2%	30 3%	69 1%	40 2%	59 2%	27 2%	32 1%	
	BCEF			ABCEF			G		J			J					R						
.it	93 2%	-	-	93 9%	-	-	56 2%	37 1%	3 *	16 1%	56 2%	11 2%	7 2%	19 1%	56 2%	18 2%	20 2%	73 1%	29 1%	64 2%	13 1%	51 2%	
	BCEF			ABCEF							IJ	IJ			N	N						U	
.es	91 2%	-	-	91 9%	-	-	58 2%	33 1%	1 *	16 1%	64 3%	7 1%	3 1%	17 1%	64 3%	10 1%	20 2%	71 1%	23 1%	68 2%	15 1%	53 2%	
	BCEF			ABCEF							IJL	IJL			NP					S		U	
.ar	91 2%	-	91 15%	-	-	-	41 1%	50 2%	9 1%	18 1%	49 2%	11 2%	4 1%	27 1%	49 2%	15 2%	24 2%	67 1%	34 1%	57 2%	25 2%	32 1%	
	BDEF		ABDEF				G				J				N								
.za	90 1%	-	-	-	90 22%	-	35 1%	55 2%	20 2%	30 2%	35 1%	4 1%	1 *	50 2%	35 1%	5 1%	21 2%	69 1%	35 1%	55 1%	25 2%	30 1%	
	BCDF				ABCDF		G		LM	L				P	P								
.vn	82 1%	-	-	-	-	82 3%	47 1%	35 1%	51 6%	25 1%	6 *	-	-	76 3%	6 *	-	19 2%	63 1%	35 1%	47 1%	23 2%	24 1%	
	BCDE					ABCDE			JKLM	KLM				OP									
.tr	80 1%	-	-	80 8%	-	-	44 1%	36 1%	19 2%	29 2%	29 1%	3 *	-	48 2%	29 1%	3 *	11 1%	69 1%	16 1%	64 2%	40 3%	24 1%	
	BCEF			ABCEF					KLM	LM				OP	P					S		V	

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

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

14 Mar 2015
Table 12

Base: Heard Of Extensions

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	6023	904	595	1057	401	3066	3346	2677	834	1745	2494	654	296	2579	2494	950	1150	4873	2352	3671	1346	2325
.eg	57 1%	-	-	-	57 14%	-	48 1%	9	17 2%	20 1%	19 1%	1	-	37 1%	19 1%	1	6 1%	51 1%	31 1%	26 1%	18 1%	8
None of these above	89 1%	15 2%	4 1%	20 2%	3 1%	47 2%	43 1%	46 2%	8 1%	17 1%	40 2%	16 2%	8 3%	25 1%	40 2%	24 3%	20 2%	69 1%	12 1%	77 2%	9 1%	68 3%
Sigma	21603 359%	3069 339%	2141 360%	3988 377%	1641 409%	10764 351%	12243 366%	9360 350%	3157 379%	6500 372%	8885 356%	2136 327%	925 313%	9657 374%	8885 356%	3061 322%	3771 328%	17832 366%	8628 367%	12975 353%	4943 367%	8032 345%

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

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

14 Mar 2015
Table 13

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
.pl	107 96%	-	-	107 96%	-	-	51 94%	56 97%	21 95%	21 95%	47 96%	15 94%	3 100%	42 95%	47 96%	18 95%	34 97%	73 95%	46 96%	61 95%	29 94%	32 97%
.id	192 93%	-	-	-	-	192 93%	108 94%	84 91%	52 95%	73 92%	64 93%	3 75%	-	125 93%	64 93%	3 75%	49 92%	143 93%	121 95%	71 89%	51 93%	20 80%
.ru	232 92%	-	-	-	-	232 92%	102 89%	130 94%	39 93%	84 89%	100 93%	8 89%	1 100%	123 90%	100 93%	9 90%	39 98%	193 91%	128 90%	104 95%	61 97%	43 91%
.za	96 91%	-	-	-	96 91%	-	40 93%	56 90%	20 87%	34 97%	35 88%	6 100%	1 100%	54 93%	35 88%	7 100%	22 88%	74 93%	41 91%	55 92%	25 96%	30 88%
.ng	182 91%	-	-	-	182 91%	-	147 91%	35 90%	27 90%	98 91%	53 90%	3 100%	1 100%	125 91%	53 90%	4 100%	50 88%	132 92%	89 93%	93 89%	64 88%	29 91%
.ca	181 91%	181 91%	-	-	-	-	90 91%	91 91%	16 84%	32 82%	70 99% JL	37 84%	26 96%	48 83%	70 99% NP	63 89%	37 90%	144 91%	43 91%	138 90%	16 100%	122 89%
.kr	184 90%	-	-	-	-	184 90%	105 91%	79 89%	21 84%	67 91%	80 90%	13 100%	3 100%	88 89%	80 90%	16 100%	33 87%	151 91%	103 95% T	81 84%	28 85%	53 84%
.tr	92 90%	-	-	92 90%	-	-	54 89%	38 93%	20 91%	36 90%	31 89%	5 100%	-	56 90%	31 89%	5 100%	15 83%	77 92%	21 81%	71 93%	46 96%	25 89%
.es	89 89%	-	-	89 89%	-	-	55 87%	34 92%	1 100%	16 100%	61 86%	8 89%	3 100%	17 100%	61 86%	11 92%	17 77%	72 92%	23 92%	66 88%	14 88%	52 88%
.mx	198 89%	198 89%	-	-	-	-	117 93% H	81 84%	37 90%	64 88%	82 88%	12 92%	3 100%	101 89%	82 88%	15 94%	37 82%	161 90%	82 91%	116 87%	67 87%	49 88%
.eg	91 88%	-	-	-	91 88%	-	77 90%	14 82%	22 81%	37 93%	29 91%	3 75%	-	59 88%	29 91%	3 75%	11 85%	80 89%	51 86%	40 91%	28 90%	12 92%
.com	5425 88% CD	827 89% CD	506 84%	918 85%	387 95% ABCDEF	2787 89% ACD	3017 89%	2408 88%	751 89%	1583 89%	2231 88%	596 88%	264 87%	2334 89%	2231 88%	860 87%	1001 85%	4424 89% Q	2120 89% T	3305 88%	1233 90% V	2072 86%
.cn	979 88%	-	-	-	-	979 88%	605 91% H	374 84%	54 95%	317 89%	453 88%	134 87%	21 81%	371 89%	453 88%	155 86%	97 82%	882 89% Q	416 91% T	563 86%	232 89%	331 85%
.in	602 88%	-	-	-	-	602 88%	349 87%	253 88%	135 87%	207 88%	217 89% L	36 78%	7 88%	342 88%	217 89%	43 80%	116 86%	486 88%	286 87%	316 88%	218 89%	98 85%
.vn	87 87%	-	-	-	-	87 87%	47 80%	40 98% G	49 84%	30 88%	8 100%	-	-	79 86%	8 100%	-	19 90%	68 86%	39 91%	48 84%	25 81%	23 88%

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

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

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
.br	317 86%	-	317 86%	-	-	-	162 84%	155 87%	62 83%	116 87%	109 83%	18 95%	12 100%	178 86%	109 83%	30 97%	75 82%	242 87%	129 84%	188 87%	97 87%	91 86%
.de	214 86%	-	-	214 86%	-	-	144 91%	70 77%	2 100%	12 75%	107 82%	70 93%	23 88%	14 78%	107 82%	93 92%	40 83%	174 86%	68 87%	146 85%	10 91%	136 84%
.uk	188 85%	-	-	188 85%	-	-	105 84%	83 87%	26 88%	38 88%	80 87%	25 89%	19 79%	64 84%	80 87%	44 85%	28 76%	160 87%	43 90%	145 84%	13 87%	132 84%
.ar	90 82%	-	90 82%	-	-	-	38 78%	52 85%	12 100%	19 100%	46 77%	9 64%	4 80%	31 100%	46 77%	13 68%	21 78%	69 83%	36 82%	54 82%	25 78%	29 85%
.jp	292 82%	-	-	-	-	292 82%	179 83%	113 79%	37 80%	61 87%	137 80%	34 85%	23 74%	98 84%	137 80%	57 80%	48 77%	244 82%	114 84%	178 80%	13 93%	165 79%
.ph	168 82%	-	-	-	-	168 82%	73 77%	95 86%	36 78%	58 81%	63 84%	11 92%	-	94 80%	63 84%	11 85%	50 85%	118 80%	72 79%	96 83%	66 87%	30 77%
.co	97 82%	-	97 82%	-	-	-	54 83%	43 80%	6 75%	17 77%	45 83%	22 79%	7 100%	23 77%	45 83%	29 83%	31 78%	66 84%	40 82%	57 81%	33 87%	24 75%
.fr	163 81%	-	-	163 81%	-	-	72 88%	91 76%	5 71%	22 81%	80 80%	33 80%	23 88%	27 79%	80 80%	56 84%	29 74%	134 83%	20 83%	143 81%	17 89%	126 80%
.net	4928 80% D	733 79% D	469 78%	812 75%	368 90% ABCDF	2546 81% AD	2795 82% H	2133 78%	689 82% LM	1477 83% KLM	2023 80% LM	514 75%	225 74%	2166 83% OP	2023 80% P	739 75%	887 75%	4041 81% Q	2020 85% T	2908 77%	1166 85% V	1742 72%
.it	81 80%	-	-	81 80%	-	-	52 87%	29 71%	3 100%	9 47%	50 86%	11 85%	8 100%	12 55%	50 86%	19 90%	18 86%	63 79%	24 75%	57 83%	12 86%	45 82%
.org	4570 74% DF	781 84% ADF	483 81% ADF	772 71% ABCDF	368 90% ABCDF	2166 69% ABCDF	2595 76% H	1975 72%	651 77% KLM	1392 79% KLM	1870 74% L	448 66%	209 69%	2043 78% OP	1870 74% P	657 67%	828 70%	3742 75% Q	1868 79% T	2702 72%	1061 78% V	1641 68%
.info	3305 54% BD	383 41%	332 55% B	553 51% B ABCDF	266 65% ABCDF	1771 57% ABD	1915 56% H	1390 51%	503 60% KLM	1077 61% KLM	1325 52% LM	296 43% M	104 34% M	1580 43% OP	1325 52% P	400 41%	561 48%	2744 55% Q	1568 66% T	1737 46%	839 61% V	898 37%
.us	202 40%	202 40%	-	-	-	-	90 45%	112 37%	17 49%	43 42%	74 39%	40 47% M	28 32%	60 43%	74 39%	68 39%	35 37%	167 41%	39 53% T	163 38%	15 54%	148 37%
.biz	2362 38% BCD	259 28%	207 35% B	333 31%	197 48% ABCDF	1366 44% ABCDF	1378 41% H	984 36%	303 36% LM	788 45% IKLM	1010 40% ILM	198 29% M	63 21%	1091 42% P	1010 40% P	261 26%	383 32%	1979 40% Q	1235 52% T	1127 30%	619 45% V	508 21%
.mobi	1957 32% BD	154 17%	182 30% BD	233 21% B ABCDF	218 53% ABCDF	1170 37% ABCDF	1153 34% H	804 29%	320 38% KLM	696 39% KLM	780 31% LM	136 20% M	25 8%	1016 39% OP	780 31% P	161 16%	335 28%	1622 33% Q	1058 45% T	899 24%	514 38% V	385 16%
.tel	1736 28% BDE	167 18%	196 33% ABDE	224 21%	92 22%	1057 34% ABDE	959 28%	777 28%	235 26% LM	575 32% IKLM	743 29% LM	149 22% M	34 11%	810 31% P	743 29% P	183 19%	274 23%	1462 29% Q	935 39% T	801 21%	466 34% V	335 14%

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

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

14 Mar 2015
Table 13

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
.pro	1708 28% BDE	141 15% 30% BDE	181 30% BDE	233 21% B	89 22% B	1064 34% ABDE	937 28% LM	771 28% KLM	241 29% LM	568 32% LM	731 29% LM	135 20% M	33 11% M	809 31% P	731 29% P	168 17% P	274 23% Q	1434 29% Q	918 39% T	790 21% T	469 34% V	321 13% V
.asia	1626 26% BDE	98 11% 27% BDE	161 27% BDE	174 16% B	64 16% B	1129 36% ABCDE	913 27% LM	713 26% IKLM	222 26% LM	575 32% LM	676 27% LM	129 19% M	24 8% M	797 30% OP	676 27% P	153 16% P	255 22% Q	1371 28% Q	894 36% T	732 19% T	448 33% V	284 12% V
.coop	1511 25% BDE	122 13% 31% ABDE	183 31% ABDE	188 17% B	61 15% B	957 31% ABDE	826 24% LM	685 25% LM	198 23% LM	513 29% IKLM	647 25% LM	123 18% M	30 10% M	711 27% P	647 25% P	153 16% P	228 19% Q	1283 26% Q	839 35% T	672 18% T	418 31% V	254 11% V

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

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

14 Mar 2015
Table 14

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
.asia	2773 45% F	527 57% ACDF	276 46% F	570 52% ACF	222 54% ACF	1178 38% F	1586 47% H	1187 43% J	439 52% JKL	746 42% J	1090 43% K	317 47% J	181 60% IJKL	1185 45% O	1090 43% O	498 51% NO	547 46% O	2226 45% O	992 42% O	1781 47% S	560 41% U	1221 51% U
.coop	2755 45% F	458 50% ACF	255 43% ACF	528 49% ACF	226 55% ACDF	1288 41% F	1581 46% H	1174 43% J	448 53% JKL	779 44% K	1075 42% K	296 43% K	157 52% JKL	1227 47% O	1075 42% O	453 46% O	553 47% O	2202 44% O	1018 43% O	1737 46% S	576 42% U	1161 48% U
.pro	2598 42% F	445 48% ACF	250 42% AF	498 46% AF	205 50% ACF	1200 38% F	1520 45% H	1078 39% J	413 49% JKL	750 42% K	987 39% K	294 43% K	154 51% JKL	1163 44% O	987 39% O	448 45% O	520 44% O	2078 42% O	958 40% O	1640 43% S	529 39% U	1111 46% U
.tel	2596 42% F	431 47% ACF	239 40% ACF	510 47% ACF	199 49% ACF	1217 39% F	1491 44% H	1105 40% J	427 51% JKL	732 41% K	1015 40% K	271 40% K	151 50% JKL	1159 44% O	1015 40% O	422 43% O	514 44% O	2082 42% O	955 40% O	1641 43% S	536 39% U	1105 46% U
.mobi	2472 40% EF	440 48% ACEF	249 42% EF	501 46% AEF	129 32% E	1153 37% F	1385 41% H	1087 40% J	368 44% JK	657 37% K	991 39% K	286 42% J	170 56% IJKL	1025 39% O	991 39% O	456 46% NO	485 41% O	1987 40% O	863 36% O	1609 43% S	530 39% U	1079 45% U
.biz	2233 36% F	397 43% AEF	232 39% F	427 39% AF	145 35% F	1032 33% F	1248 37% H	985 36% J	377 45% JKL	621 35% K	840 33% K	248 36% K	147 48% JKL	998 38% O	840 33% O	395 40% O	469 40% R	1764 36% R	758 32% R	1475 39% S	460 34% U	1015 42% U
.us	170 34% F	170 34% F	-	-	-	-	67 34% H	103 34% J	11 31% K	32 31% K	63 33% K	25 29% L	39 44% L	43 31% L	63 33% L	64 37% L	32 34% L	138 34% L	25 34% L	145 34% L	7 25% L	138 34% L
.info	1600 26% F	297 32% ADEF	170 28% F	288 27% F	96 23% F	749 24% F	882 26% H	718 26% J	225 27% K	426 24% K	649 26% K	189 28% K	111 37% IJKL	651 25% O	649 26% O	300 30% NO	343 29% R	1257 25% R	524 22% R	1076 29% S	319 23% U	757 31% U
.co	21 18% F	-	21 18% F	-	-	-	10 15% H	11 20% J	2 25% K	5 23% K	8 15% K	6 21% K	-	7 23% L	8 15% L	6 17% L	9 23% L	12 15% L	8 16% L	13 19% L	5 13% L	8 25% L
.it	15 15% F	-	-	15 15% F	-	-	7 12% H	8 20% J	-	7 37% K	7 12% K	1 8% K	-	7 32% L	7 12% L	1 5% L	1 5% L	14 18% L	8 25% L	7 10% L	2 14% L	5 9% L
.ar	16 15% F	-	16 15% F	-	-	-	8 16% H	8 13% J	-	-	10 17% K	5 36% K	1 20% K	-	10 17% L	6 32% L	5 19% L	11 13% L	6 14% L	10 15% L	7 22% L	3 9% L
.org	892 15% BE	76 8% BE	79 13% BE	165 15% BE	22 5% BE	550 18% ABCE	474 14% H	418 15% J	116 14% K	233 13% K	380 15% K	116 17% J	47 15% L	349 13% L	380 15% L	163 17% N	190 16% O	702 14% O	324 14% O	568 15% O	201 15% O	367 15% O
.ph	23 11% F	-	-	-	-	23 11% F	14 15% H	8 8% J	5 11% K	11 15% K	9 9% K	-	-	16 14% L	7 9% L	-	5 8% L	18 12% L	12 13% L	11 10% L	7 9% L	4 10% L
.net	659 11% F	91 10% E	85 14% ABEF	148 14% ABEF	26 6% E	309 10% E	352 10% H	307 11% J	88 10% K	179 10% K	271 11% K	86 13% K	35 12% L	267 10% L	271 11% L	121 12% L	146 12% R	513 10% R	228 10% R	431 11% S	131 10% U	300 12% U
.fr	21 10% F	-	-	21 10% F	-	-	7 9% H	14 12% J	2 29% K	5 19% K	10 10% K	2 5% K	2 8% K	7 21% L	10 10% L	4 6% L	2 5% L	19 12% L	4 17% L	17 10% L	1 5% L	16 10% L

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

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

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
.br	33 9%	-	33 9%	-	-	-	17 9%	16 9%	6 8%	11 8%	15 11%	1 5%	-	17 8%	15 11%	1 3%	11 12%	22 8%	17 11%	16 7%	11 10%	5 5%
.in	55 8%	-	-	-	-	55 8%	33 8%	22 8%	11 7%	18 8%	19 8%	7 15%	-	29 7%	19 8%	7 13%	11 8%	44 8%	29 9%	26 7%	18 7%	8 7%
.vn	8 8%	-	-	-	-	8 8%	12 12%	2 2%	5 9%	3 9%	-	-	-	8 9%	-	-	1 5%	7 9%	3 7%	5 9%	4 13%	1 4%
.ng	16 8%	-	-	-	16 8%	-	13 8%	3 8%	2 7%	9 8%	5 8%	-	-	11 8%	5 8%	-	5 9%	11 8%	6 6%	10 10%	8 11%	2 6%
.eg	8 8%	-	-	-	8 8%	-	7 8%	1 6%	3 11%	3 8%	1 3%	25 25%	-	6 9%	1 3%	25 25%	15 15%	6 7%	5 8%	3 7%	2 6%	1 8%
.jp	27 8%	-	-	-	-	27 8%	16 7%	11 8%	3 7%	6 9%	11 6%	3 8%	4 13%	9 8%	11 6%	7 10%	4 6%	23 8%	15 11%	12 5%	-	12 6%
.uk	15 7%	-	-	15 7%	-	-	11 9%	4 4%	3 9%	4 9%	4 4%	1 4%	3 13%	7 9%	4 4%	4 8%	4 11%	11 6%	1 2%	14 8%	1 7%	13 8%
.ca	13 7%	13 7%	-	-	-	-	6 6%	7 7%	2 11%	6 15% K	-	5 11% K	-	8 14% O	-	5 7% O	2 5%	11 7%	3 6%	10 7%	-	10 7%
.com	387 6% EF	55 6% E	70 12% ABDEF	88 8% AEF	11 3%	163 5% E	206 6%	181 7%	45 5%	107 6%	166 7%	47 7%	22 7%	152 6%	166 7%	69 7%	94 8% R	293 6%	148 6%	239 6%	80 6%	159 7%
.mx	14 6%	14 6%	-	-	-	-	5 4%	9 9%	2 5%	4 5%	7 8%	1 8%	-	6 5%	7 8%	1 6%	4 9%	10 6%	5 6%	9 7%	5 6%	4 7%
.es	6 6%	-	-	6 6%	-	-	3 5%	3 8%	-	-	7 5%	1 11%	-	-	5 7%	1 8%	2 9%	4 5%	2 8%	4 5%	-	4 7%
.tr	6 6%	-	-	6 6%	-	-	4 7%	2 5%	1 5%	3 8%	2 6%	-	-	4 6%	2 6%	-	1 6%	5 6%	3 12%	3 4%	2 4%	1 4%
.de	14 6%	-	-	14 6%	-	-	6 4%	8 9%	-	1 6%	9 7%	3 4%	1 4%	1 6%	9 7%	4 4%	4 8%	10 5%	4 5%	10 6%	-	10 6%
.cn	61 5%	-	-	-	-	61 5%	29 4%	32 7% G	2 4%	19 5%	28 5%	10 6%	2 8%	21 5%	28 5%	12 7%	13 11% R	48 5%	20 4%	41 6%	19 7%	22 6%
.za	5 5%	-	-	-	5 5%	-	2 5%	3 5%	1 4%	-	4 10%	-	-	1 2%	4 10%	-	2 8%	3 4%	1 2%	4 7%	1 4%	3 9%
.id	8 4%	-	-	-	-	8 4%	4 3%	4 4%	2 4%	1 1%	4 6%	1 25%	-	3 2%	4 6%	1 25%	2 4%	6 4%	2 2%	6 8% S	2 4%	4 16%

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

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

14 Mar 2015
Table 14

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
.pl	4 4%	-	-	4 4%	-	-	2 4%	2 3%	-	1 5%	2 4%	1 6%	-	1 2%	2 4%	1 5%	1 3%	3 4%	2 4%	2 3%	1 3%	1 3%
.ru	9 4%	-	-	-	-	9 4%	3 3%	6 4%	1 2%	6 6%	2 2%	-	-	7 5%	2 2%	-	1 3%	8 4%	7 5%	2 2%	1 2%	1 2%
.kr	7 3%	-	-	-	-	7 3%	4 3%	3 3%	1 4%	2 3%	4 4%	-	-	3 3%	4 4%	-	3 8%	4 2%	2 2%	5 5%	3 9%	2 3%

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

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

14 Mar 2015
Table 15

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Respondent 3 or 4	5806 94% CD	868 94%	550 92%	996 92% ABCD	404 99% ABCDF	2988 96% ABCD	3243 95% H	2563 93%	812 96% KLM	1699 96% KLM	2381 94%	635 93%	279 92%	2511 96% OP	2381 94%	914 93%	1095 93%	4711 95% Q	2295 97% T	3511 93%	1328 97% V	2183 91%

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

Q711_1. How likely are you to visit websites with the following domain name extensions in the next 6 months?
1. .biz

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	2362 38% BCD	259 28% B	207 35% B	333 31% ABCD	197 48% ABCD	1366 44% ABCD	1378 41% H	984 36% LM	303 36% LM	788 45% IKLM	1010 40% ILM	198 29% M	63 21% M	1091 42% P	1010 40% P	261 26% P	383 32% Q	1979 40% Q	1235 52% T	1127 30% Q	619 45% V	508 21% V
Very likely	879 14% BCD	84 9% B	69 12% BCD	126 12% ABCD	98 24% ABCD	502 16% ABCD	512 15% H	367 13% LM	103 12% LM	324 18% IKLM	378 15% LM	60 9% M	14 5% M	427 16% P	378 15% P	74 8% P	119 10% Q	760 15% Q	522 22% T	357 9% Q	212 16% V	145 6% V
Somewhat likely	1483 24% BD	175 19% BD	138 23% BD	207 19% BD	99 24% BD	864 28% ABCD	866 25% H	617 23% H	200 24% M	464 26% LM	632 25% LM	138 20% M	49 16% M	664 25% P	632 25% P	187 19% P	264 22% Q	1219 25% Q	713 30% T	770 20% Q	407 30% V	363 15% V
BOTTOM 2 BOX (NET)	2233 36% F	397 43% AEF	232 39% F	427 39% AF	145 35% AF	1032 33% AF	1248 37% H	985 36% H	377 45% JKL	621 35% JKL	840 33% JKL	248 36% JKL	147 48% JKL	998 38% O	840 33% O	395 40% O	469 40% R	1764 36% R	758 32% S	1475 39% S	460 34% S	1015 42% U
Somewhat unlikely	1082 18% F	171 18% AEF	104 17% F	190 17% AF	73 18% AF	544 17% E	629 18% H	453 17% H	178 21% JKL	314 18% JKL	427 17% JKL	103 15% M	60 20% M	492 19% P	427 17% P	163 17% P	218 18% Q	864 17% Q	422 18% T	660 17% T	249 18% U	411 17% U
Very unlikely	1151 19% F	226 24% AEF	128 21% F	237 22% AF	72 18% AF	488 16% E	619 18% H	532 19% H	199 24% JK	307 17% JK	413 16% JK	145 21% JK	87 29% JKL	506 19% O	413 16% O	232 24% NO	251 21% R	900 18% R	336 14% S	815 22% S	211 15% U	604 25% U
Not sure	1549 25% EF	269 29% AEF	160 27% E	326 30% AEF	67 16% E	727 23% E	776 23% H	773 28% G	165 20% G	361 20% IJ	694 27% IJ	235 35% IJK	94 31% IJK	526 20% N	694 27% N	329 33% NO	328 28% R	1221 25% R	376 16% S	1173 31% S	286 21% U	887 37% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q711_2. How likely are you to visit websites with the following domain name extensions in the next 6 months?
2. .com

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	5425 88% CD	827 89% CD	506 84% ABCDEF	918 85% ACD	387 95% ACD	2787 89% ACD	3017 89% ACD	2408 88% ACD	751 89% ACD	1583 89% ACD	2231 88% ACD	596 88% ACD	264 87% ACD	2334 89% ACD	2231 88% ACD	860 87% ACD	1001 85% ACD	4424 89% ACD	2120 89% ACD	3305 88% ACD	1233 90% ACD	2072 86% ACD
Very likely	4904 80% D	770 83% ADF	479 80% D	787 72% ABCDEF	375 92% ABCDEF	2493 80% D	2743 81% D	2161 79% D	681 81% D	1442 81% L	2012 79% D	529 78% D	240 79% D	2123 81% P	2012 79% D	769 78% D	874 74% D	4030 81% Q	1933 82% T	2971 79% D	1114 82% V	1857 77% D
Somewhat likely	521 8% BCE	57 6% E	27 5% ABCE	131 12% ABCE	12 3% ABCE	294 9% ABCE	274 8% ABCE	247 9% ABCE	70 8% ABCE	141 8% ABCE	219 9% ABCE	67 10% ABCE	24 8% ABCE	211 8% ABCE	219 9% ABCE	91 9% ABCE	127 11% R	394 8% R	187 8% R	334 9% R	119 9% R	215 9% R
BOTTOM 2 BOX (NET)	387 6% EF	55 6% E	70 12% ABDEF	88 8% AEF	11 3% AEF	163 5% E	206 6% E	181 7% E	45 5% E	107 6% E	166 7% E	47 7% E	22 7% E	152 6% E	166 7% E	69 7% E	94 8% R	293 6% R	148 6% R	239 6% R	80 6% R	159 7% R
Somewhat unlikely	115 2% BE	5 1% E	12 2% BE	32 3% ABE	1 0% BE	65 2% BE	64 2% BE	51 2% BE	16 2% BE	27 2% BE	52 2% BE	15 2% BE	5 2% BE	43 2% BE	52 2% BE	20 2% BE	26 2% R	89 2% R	44 2% R	71 2% R	27 2% R	44 2% R
Very unlikely	272 4% EF	50 5% EF	58 10% ABDEF	56 5% EF	10 2% EF	98 3% EF	142 4% EF	130 5% EF	29 3% EF	80 5% EF	114 4% EF	32 5% EF	17 6% EF	109 4% EF	114 4% EF	49 5% EF	68 6% R	204 4% R	104 4% R	168 4% R	53 4% R	115 5% R
Not sure	332 5% E	43 5% E	23 4% ABCE	80 7% ABCE	11 3% ABCE	175 6% E	179 5% E	153 6% E	49 6% E	80 5% E	147 6% E	38 6% E	18 6% E	129 5% E	147 6% E	56 6% E	85 7% R	247 5% R	101 4% S	231 6% S	52 4% U	179 7% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q711_3. How likely are you to visit websites with the following domain name extensions in the next 6 months?

14 Mar 2015
Table 18

3. .info

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	3305 54% BD	383 41%	332 55% B	553 51% B ABCDF	266 65% B	1771 57% ABD	1915 56% H	1390 51%	503 60% KLM	1077 61% KLM	1325 52% LM	296 43% M	104 34%	1580 60% OP	1325 52% P	400 41%	561 48%	2744 55% Q	1568 66% T	1737 46%	839 61% V	898 37%
Very likely	1534 25% B	152 16%	166 28% BD	252 23% B ABCDF	143 35% B	821 26% ABD	908 27% H	626 23%	234 28% KLM	530 30% KLM	613 24% LM	118 17%	39 13%	764 29% OP	613 24% P	157 16%	241 20%	1293 26% Q	821 35% T	713 19%	389 28% V	324 13%
Somewhat likely	1771 29% B	231 25%	166 28% B	301 28% B ABCDF	123 30% B	950 30% AB	1007 30%	764 28%	269 32% KLM	547 31% KLM	712 28% M	178 26%	65 21%	816 31% OP	712 28% P	243 25%	320 27%	1451 29%	747 32% T	1024 27%	450 33% V	574 24%
BOTTOM 2 BOX (NET)	1600 26% F	297 32% ADEF	170 28% F	288 27% F	96 23% F	749 24% F	882 26%	718 26%	225 27% F	426 24%	649 26%	189 28%	111 37% IJKL	651 25%	649 26% NO	300 30% NO	343 29% R	1257 25%	524 22% S	1076 29% S	319 23% U	757 31% U
Somewhat unlikely	860 14%	135 15%	86 14%	161 15% F	57 14% F	421 13% F	483 14%	377 14%	129 15% F	240 14%	349 14%	91 13%	51 17% F	369 14%	349 14% F	142 14% F	184 16%	676 14%	321 14% F	539 14% F	185 14% F	354 15% F
Very unlikely	740 12% F	162 18% ADEF	84 14% EF	127 12% EF	39 10% EF	328 10% EF	399 12%	341 12%	96 11% F	186 11% F	300 12% F	98 14% J	60 20% IJKL	282 11% F	300 12% F	158 16% NO	159 13% F	581 12% F	203 9% F	537 14% S	134 10% U	403 17% U
Not sure	1239 20% CE	245 26% ACDEF	97 16% E	245 23% ACEF	47 11% E	605 19% E	605 18%	634 23% G	117 14% F	267 15% F	570 22% IJ	196 29% IJK	89 29% IJK	384 15% F	570 22% N	285 29% NO	276 23% R	963 19% F	277 12% F	962 25% S	207 15% F	755 31% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q711_4. How likely are you to visit websites with the following domain name extensions in the next 6 months?
4. .mobi

14 Mar 2015
Table 19

Base: All Qualified Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	1957 32% BD	154 17% BD	182 30% BD	233 21% B	218 53% ABCD	1170 37% ABCD	1153 34% H	804 29% H	320 38% KLM	696 39% KLM	780 31% LM	136 20% M	25 8% M	1016 39% OP	780 31% P	161 16% P	335 28% Q	1622 33% Q	1058 45% T	899 24% T	514 38% V	385 16% V
Very likely	702 11% BD	45 5% BD	67 11% BD	78 7% B	111 27% ABCD	401 13% ABD	419 12% H	283 10% H	124 15% KLM	272 15% KLM	275 11% LM	26 4% M	5 2% M	396 15% OP	275 11% P	31 3% P	111 9% Q	591 12% Q	437 18% T	265 7% T	162 12% V	103 4% V
Somewhat likely	1255 20% BD	109 12% BD	115 19% BD	155 14% ABCD	107 26% ABCD	769 25% H	734 22% H	521 19% H	196 23% KLM	424 24% KLM	505 20% LM	110 16% M	20 7% M	620 24% OP	505 20% P	130 13% P	224 19% Q	1031 21% Q	621 26% T	634 17% T	352 26% V	282 12% V
BOTTOM 2 BOX (NET)	2472 40% EF	440 48% ACEF	249 42% EF	501 46% AEF	129 32% AEF	1153 37% E	1385 41% E	1087 40% E	368 44% JK	657 37% JK	991 39% JK	286 42% J	170 56% IJKL	1025 39% J	991 39% NO	456 46% NO	485 41% NO	1987 40% NO	863 36% S	1609 43% S	530 39% U	1079 45% U
Somewhat unlikely	1168 19% BE	153 17% BE	124 21% BE	210 19% E	61 15% E	620 20% BE	665 20% BE	503 18% BE	178 21% JK	330 19% JK	485 19% JK	119 17% JK	56 18% IJKL	508 19% JK	485 19% NO	175 18% NO	214 18% NO	954 19% NO	456 19% S	712 19% S	306 22% V	406 17% V
Very unlikely	1304 21% EF	287 31% ACDEF	125 21% F	291 27% ACEF	68 17% F	533 17% E	720 21% E	584 21% E	190 22% J	327 18% J	506 20% JK	167 25% JK	114 38% IJKL	517 20% JK	506 20% NO	281 29% NO	271 23% NO	1033 21% NO	407 17% S	897 24% S	224 16% U	673 28% U
Not sure	1715 28% EF	331 36% ACEF	168 28% E	352 32% AEF	62 15% E	802 26% E	864 25% E	851 31% G	157 19% G	417 24% I	773 30% IJ	259 38% IJK	109 36% IJ	574 22% IJ	773 30% NO	368 37% NO	360 31% R	1355 27% R	448 19% S	1267 34% S	321 24% U	946 39% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q711_5. How likely are you to visit websites with the following domain name extensions in the next 6 months?
5. .net

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	4928 80% D	733 79% D	469 78% D	812 75% ABCD	368 90% ABCDF	2546 81% AD	2795 82% H	2133 78% H	689 82% LM	1477 83% KLM	2023 80% LM	514 75% L	225 74% L	2166 83% OP	2023 80% P	739 75% P	887 75% Q	4041 81% Q	2020 85% T	2908 77% T	1166 85% V	1742 72% V
Very likely	3437 56% D	501 54% D	331 55% D	493 45% ABCDEF	282 69% ABCDEF	1830 59% ABD	2005 59% H	1432 52% H	464 55% L	1041 59% L	1429 56% L	341 50% L	162 53% L	1505 58% P	1429 56% P	503 51% P	558 47% P	2879 58% Q	1508 64% T	1929 51% T	820 60% V	1109 46% V
Somewhat likely	1491 24% F	232 25% E	138 23% E	319 29% ABCE	86 21% ABCDEF	716 23% ABD	790 23% H	701 26% H	225 27% M	436 25% L	594 23% L	173 25% L	63 21% L	661 25% P	594 23% P	236 24% P	329 28% R	1162 23% R	512 22% S	979 26% S	346 25% S	633 26% S
BOTTOM 2 BOX (NET)	659 11% EF	91 10% E	85 14% ABEF	148 14% ABEF	26 6% E	309 10% E	352 10% E	307 11% E	88 10% E	179 10% E	271 11% E	86 13% E	35 12% E	267 10% E	271 11% E	121 12% E	146 12% R	513 10% R	228 10% R	431 11% S	131 10% U	300 12% U
Somewhat unlikely	342 6% E	42 5% E	38 6% E	77 7% ABE	13 3% E	172 6% E	181 5% E	161 6% E	46 5% E	95 5% E	142 6% E	46 7% E	13 4% E	141 5% E	142 6% E	59 6% E	82 7% R	260 5% R	121 5% R	221 6% R	71 5% R	150 6% R
Very unlikely	317 5% F	49 5% E	47 8% ABEF	71 7% AEF	13 3% E	137 4% E	171 5% E	146 5% E	42 5% E	84 5% E	129 5% E	40 6% E	22 7% E	126 5% E	129 5% E	62 6% E	64 5% E	253 5% E	107 5% E	210 6% E	60 4% E	150 6% U
Not sure	557 9% E	101 11% ACEF	45 8% E	126 12% ACEF	15 4% E	270 9% E	255 7% E	302 11% G	68 8% E	114 6% E	250 10% J	81 12% IJ	44 14% JK	182 7% E	250 10% N	125 13% NO	147 12% R	410 8% R	121 5% S	436 12% S	68 5% U	368 15% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q711_6. How likely are you to visit websites with the following domain name extensions in the next 6 months?

14 Mar 2015
Table 21

6. .org

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	4570 74% DF	781 84% ADF	483 81% ADF	772 71% ABCDF	368 90% ABCD	2166 69% H	2595 76% H	1975 72% H	651 77% KLM	1392 79% KLM	1870 74% L	448 66% L	209 69% L	2043 78% OP	1870 74% P	657 67% P	828 70% Q	3742 75% Q	1868 79% T	2702 72% T	1061 78% V	1641 68% V
Very likely	3082 50% DF	576 62% ADF	387 65% ADF	489 45% ABDF	282 69% ABDF	1348 43% H	1791 53% H	1291 47% H	420 50% L	944 53% KLM	1271 50% L	304 45% L	143 47% L	1364 52% P	1271 50% P	447 45% P	530 45% Q	2552 51% Q	1313 55% T	1769 47% T	720 53% V	1049 44% V
Somewhat likely	1488 24% G	205 22% C	96 16% C	283 26% BCE	86 21% C	818 26% ABCE	804 24% H	684 25% H	231 27% KL	448 25% L	599 24% L	144 21% L	66 22% L	679 28% OP	599 24% P	210 21% P	298 25% Q	1190 24% Q	555 23% T	933 25% T	341 25% V	592 25% V
BOTTOM 2 BOX (NET)	892 15% BE	76 8% BE	79 13% BE	165 15% BE	22 5% E	550 18% ABCE	474 14% H	418 15% H	116 14% L	233 13% L	380 15% L	116 17% J	47 15% J	349 13% N	380 15% P	163 17% N	190 16% R	702 14% R	324 14% R	568 15% R	201 15% U	367 15% U
Somewhat unlikely	455 7% BCE	29 3% C	22 4% C	87 8% BCE	8 2% E	309 10% ABCE	254 7% H	201 7% H	65 8% L	119 7% L	202 8% L	49 7% L	20 7% L	184 7% N	202 8% P	69 7% P	98 8% Q	357 7% Q	177 7% T	278 7% T	111 8% V	167 7% V
Very unlikely	437 7% BE	47 5% C	57 10% ABE	78 7% E	14 3% E	241 8% BE	220 6% H	217 8% H	51 6% L	114 6% L	178 7% L	67 10% IJK	27 9% IJK	165 6% N	178 7% P	94 10% NO	92 8% R	345 7% R	147 6% R	290 8% S	90 7% U	200 8% U
Not sure	682 11% BCE	68 7% C	37 6% ABE	149 14% ABCE	19 5% E	409 13% ABCE	333 10% H	349 13% H	78 9% L	145 8% L	294 12% J	117 17% IJK	48 16% IJK	223 9% N	294 12% N	165 17% NO	162 14% R	520 10% R	177 7% T	505 13% S	103 8% U	402 17% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q711_7. How likely are you to visit websites with the following domain name extensions in the next 6 months?
7. .tel

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	1736 28% BDE	167 18% ABDE	196 33% ABDE	224 21% ABDE	92 22% ABDE	1057 34% ABDE	959 28% ABDE	777 28% ABDE	235 28% LM	575 32% IKLM	743 29% LM	149 22% M	34 11% P	810 31% P	743 29% P	183 19% P	274 23% Q	1462 29% Q	935 39% T	801 21% T	466 34% V	335 14% V
Very likely	541 9% BDE	54 6% BDE	71 12% ABDE	66 6% ABDE	19 5% B	331 11% ABDE	299 9% ABDE	242 9% LM	69 8% LM	200 11% IKLM	228 9% LM	33 5% M	11 4% P	269 10% P	228 9% P	44 4% P	91 8% Q	450 9% Q	345 15% T	196 5% T	120 9% V	76 3% V
Somewhat likely	1195 19% BD	113 12% BD	125 21% BD	158 15% BD	73 18% B	726 23% ABDE	660 19% ABDE	535 20% ABDE	166 20% M	375 21% LM	515 20% M	116 17% M	23 8% M	541 21% P	515 20% P	139 14% P	183 16% Q	1012 20% Q	590 25% T	605 16% T	346 25% V	259 11% V
BOTTOM 2 BOX (NET)	2596 42% F	431 47% ACF	239 40% ACF	510 47% ACF	199 49% ACF	1217 39% ACF	1491 44% H	1105 40% H	427 51% JKL	732 41% JKL	1015 40% JKL	271 40% JKL	151 50% JKL	1159 44% O	1015 40% O	422 43% O	514 44% O	2082 42% O	955 40% O	1641 43% S	536 39% S	1105 46% U
Somewhat unlikely	1250 20% L	173 19% L	122 20% L	231 21% L	84 21% L	640 20% L	722 21% L	528 19% L	193 23% L	365 21% L	513 20% L	121 18% L	58 19% L	558 21% P	513 20% P	179 18% P	231 20% P	1019 21% P	503 21% P	747 20% V	301 22% V	446 19% V
Very unlikely	1346 22% F	258 28% ACF	117 20% ACF	279 26% ACF	115 28% ACF	577 18% ACF	769 23% ACF	577 21% ACF	234 28% JKL	367 21% JKL	502 20% JKL	150 22% JKL	93 31% JKL	601 23% O	502 20% O	243 25% O	283 24% O	1063 21% O	452 19% O	894 24% S	235 17% S	659 27% U
Not sure	1812 29% F	327 35% ACEF	164 27% ACEF	352 32% ACEF	118 29% ACEF	851 27% ACEF	952 28% ACEF	860 31% G	183 22% G	463 26% I	786 31% IJ	261 38% IJK	119 39% IJK	646 25% N	786 31% NO	380 39% NO	392 33% R	1420 29% R	479 20% S	1333 35% S	363 27% U	970 40% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q711_8. How likely are you to visit websites with the following domain name extensions in the next 6 months?
8. .asia

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	1626 26% BDE	98 11% BDE	161 27% BDE	174 16% B	64 16% B	1129 36% ABCDE	913 27% 27%	713 26% 26%	222 26% LM	575 32% IKLM	676 27% LM	129 19% M	24 8% 8%	797 30% OP	676 27% P	153 16% 16%	255 22% 22%	1371 28% Q	894 38% T	732 19% 19%	448 33% V	284 12% 12%
Very likely	511 8% BDE	23 2% 2%	50 8% BDE	60 6% BE	8 2% 2%	370 12% ABCDE	270 8% 8%	241 9% 9%	66 8% LM	199 11% IKLM	207 8% LM	32 5% 5%	7 2% 2%	265 10% OP	207 8% P	39 4% 4%	67 6% 6%	444 9% Q	315 13% T	196 5% 5%	128 9% V	68 3% 3%
Somewhat likely	1115 18% BDE	75 8% 8%	111 19% BDE	114 10% 10%	56 14% B	759 24% ABCDE	643 19% 19%	472 17% 17%	156 18% LM	376 21% KLM	469 18% LM	97 14% M	17 6% 6%	532 20% P	469 18% P	114 12% 12%	188 16% 16%	927 19% Q	579 24% T	536 14% 14%	320 23% V	216 9% 9%
BOTTOM 2 BOX (NET)	2773 45% F	527 57% ACDF	276 46% F	570 52% ACF	222 54% ACF	1178 38% 38%	1586 47% H	1187 43% 43%	439 52% JKL	746 42% 42%	1090 43% 43%	317 47% J	181 60% IJKL	1185 45% 45%	1090 43% 43%	498 51% NO	547 46% 46%	2226 45% 45%	992 42% 42%	1781 47% S	560 41% 41%	1221 51% U
Somewhat unlikely	1175 19% D	175 19% 19%	115 19% 19%	183 17% 17%	73 18% 18%	629 20% AD	705 21% H	470 17% 17%	182 22% L	334 19% 19%	487 19% 19%	119 17% 17%	53 17% 17%	516 20% 20%	487 19% 19%	172 17% 17%	207 18% 18%	968 20% 20%	499 21% T	676 18% 18%	273 20% V	403 17% 17%
Very unlikely	1598 26% F	352 38% ACF	161 27% F	387 36% ACF	149 36% ACF	549 18% 18%	881 26% 26%	717 26% 26%	257 30% JK	412 23% 23%	603 24% 24%	198 29% JK	128 42% IJKL	669 26% 26%	603 24% 24%	326 33% NO	340 29% R	1258 25% 25%	493 21% 21%	1105 29% S	287 21% 21%	818 34% U
Not sure	1745 28% F	300 32% ACF	162 27% F	342 31% AF	123 30% 30%	818 26% 26%	903 27% 27%	842 31% G	184 22% 22%	449 25% 25%	778 31% IJ	235 35% IJ	99 33% IJ	633 24% 24%	778 31% N	334 34% N	378 32% R	1367 28% 28%	483 20% 20%	1262 33% S	357 26% 26%	905 38% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q711_9. How likely are you to visit websites with the following domain name extensions in the next 6 months?
9. .pro

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	1708 28% BDE	141 15% BDE	181 30% BDE	233 21% B	89 22% B	1064 34% ABDE	937 28% 28%	771 28% 28%	241 29% LM	568 32% KLM	731 29% LM	135 20% M	33 11% 11%	809 31% P	731 29% P	168 17% 17%	274 23% 23%	1434 29% Q	918 39% T	790 21% 21%	469 34% V	321 13% 13%
Very likely	551 9% BE	40 4% 4%	59 10% BE	83 8% BE	18 4% 4%	351 11% ABDE	288 8% 8%	263 10% 10%	70 8% M	198 11% IKLM	235 9% LM	39 6% 6%	9 3% 3%	268 10% P	235 9% P	48 5% 5%	77 7% 7%	474 10% Q	343 14% T	208 6% 6%	138 10% V	70 3% 3%
Somewhat likely	1157 19% BD	101 11% 11%	122 20% BD	150 14% 14%	71 17% B	713 23% ABDE	649 19% 19%	508 19% 19%	171 20% LM	370 21% LM	496 19% LM	96 14% M	24 8% 8%	541 21% P	496 19% P	120 12% 12%	197 17% 17%	960 19% Q	575 24% T	582 15% 15%	331 24% V	251 10% 10%
BOTTOM 2 BOX (NET)	2598 42% F	445 48% ACF	250 42% 42%	498 46% AF	205 50% ACF	1200 38% 38%	1520 45% H	1078 39% 39%	413 49% JKL	750 42% K	987 39% 39%	294 43% K	154 51% JKL	1163 44% O	987 39% 39%	448 45% O	520 44% 44%	2078 42% 42%	958 40% 40%	1640 43% S	529 39% 39%	1111 46% U
Somewhat unlikely	1231 20% 20%	180 19% 19%	129 22% 22%	212 20% 20%	81 20% 20%	629 20% 20%	733 22% H	498 18% 18%	191 23% K	370 21% 21%	484 19% 19%	130 19% 19%	56 18% 18%	561 21% O	484 19% 19%	186 19% 19%	225 19% 19%	1006 20% 20%	524 22% T	707 19% 19%	285 21% V	422 18% 18%
Very unlikely	1367 22% F	265 29% ACF	121 20% 20%	286 26% ACF	124 30% ACF	571 18% 18%	787 23% 23%	580 21% 21%	222 26% JK	380 21% 21%	503 20% 20%	164 24% K	98 32% IJKL	602 23% O	503 20% 20%	262 27% NO	295 25% R	1072 22% 22%	434 18% 18%	933 25% S	244 18% 18%	689 29% U
Not sure	1838 30% F	339 37% ACEF	168 28% 28%	355 33% ACF	115 28% 28%	861 28% 28%	945 28% 28%	893 33% G	191 23% 23%	452 26% 26%	826 32% IJ	252 37% IJK	117 38% IJK	643 25% 25%	826 32% N	369 37% NO	386 33% R	1452 29% 29%	493 21% 21%	1345 36% S	367 27% 27%	978 41% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q711_10. How likely are you to visit websites with the following domain name extensions in the next 6 months?
10. .coop

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	1511 25% BDE	122 13% ABDE	183 31% ABDE	188 17% B	61 15% B	957 31% ABDE	826 24% ABDE	685 25% LM	198 23% LM	513 29% IKLM	647 25% LM	123 18% M	30 10% LM	711 27% P	647 25% P	153 16% P	228 19% Q	1283 26% Q	839 35% T	672 18% T	418 31% V	254 11% V
Very likely	459 7% BDE	29 3% BDE	64 11% ABDE	61 6% BE	12 3% BE	293 9% ABDE	250 7% ABDE	209 8% LM	59 7% LM	163 9% LM	198 8% LM	30 4% LM	9 3% LM	222 8% P	198 8% P	39 4% P	65 6% Q	394 8% Q	293 12% T	166 4% T	113 8% V	53 2% V
Somewhat likely	1052 17% BDE	93 10% BDE	119 20% BDE	127 12% BDE	49 12% BDE	664 21% ABDE	576 17% ABDE	476 17% M	139 16% M	350 20% ILM	449 18% LM	93 14% M	21 7% M	489 19% P	449 18% P	114 12% P	163 14% Q	889 18% Q	546 23% T	506 13% T	305 22% V	201 8% V
BOTTOM 2 BOX (NET)	2755 45% F	458 50% ACF	255 43% ACF	528 49% ACF	226 55% ACDF	1288 41% ACDF	1581 46% H	1174 43% H	448 53% JKL	779 44% JKL	1075 42% M	296 43% M	157 52% JKL	1227 47% O	1075 42% O	453 46% O	553 47% O	2202 44% Q	1018 43% Q	1737 46% S	576 42% S	1161 48% U
Somewhat unlikely	1218 20% B	148 16% BD	131 22% BD	194 18% BD	79 19% BD	666 21% ABD	703 21% ABD	515 19% M	183 22% M	365 21% M	504 20% M	121 18% M	45 15% M	548 21% P	504 20% P	166 17% P	232 20% Q	986 20% Q	494 21% T	724 19% T	313 23% V	411 17% V
Very unlikely	1537 25% CF	310 34% ACF	124 21% ACF	334 31% ACF	147 36% ACF	622 20% ACF	878 26% ACF	659 24% ACF	265 31% JKL	414 23% JKL	571 22% M	175 26% M	112 37% JKL	679 26% O	571 22% O	287 29% O	321 27% Q	1216 24% Q	524 22% S	1013 27% S	263 19% U	750 31% U
Not sure	1878 31% CF	345 37% ACEF	161 27% ACEF	370 34% ACF	122 30% ACF	880 28% ACF	995 29% ACF	883 32% G	199 24% G	478 27% IJ	822 32% IJ	262 38% IJK	117 38% IJK	677 26% N	822 32% NO	379 38% NO	399 34% R	1479 30% R	512 22% S	1366 36% S	371 27% U	995 41% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q711_11. How likely are you to visit websites with the following domain name extensions in the next 6 months?
11. .cn

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1110	**	**	**	**	1110	664	446	57*	358	515	154	26**	415	515	180	118	992	458	652	262	390
Weighted Base	1110	**	**	**	**	1110	664	446	57*	358	515	154	26**	415	515	180	118	992	458	652	262	390
TOP 2 BOX (NET)	979 88%	-	-	-	-	979 88%	605 91% H	374 84%	54 95%	317 89%	453 88%	134 87%	21 81%	371 89%	453 88%	155 86%	97 82%	882 89% Q	416 91% T	563 86%	232 80%	331 85%
Very likely	815 73%	-	-	-	-	815 73%	523 79% H	292 65%	44 77%	260 73%	382 74%	110 71%	19 73%	304 73%	382 74%	129 72%	67 57%	748 75% Q	341 74%	474 73%	200 76%	274 70%
Somewhat likely	164 15%	-	-	-	-	164 15%	82 12%	82 18%	10 18%	57 16%	71 14%	24 16%	2 8%	67 16%	71 14%	26 14%	30 25% R	134 14%	75 16%	89 14%	32 12%	57 15%
BOTTOM 2 BOX (NET)	61 5%	-	-	-	-	61 5%	29 4%	32 7% G	2 4%	19 5%	28 5%	10 6%	2 8%	21 5%	28 5%	12 7%	13 11% R	48 5%	20 4%	41 6%	19 7%	22 6%
Somewhat unlikely	35 3%	-	-	-	-	35 3%	17 3%	18 4%	2 4%	10 3%	18 3%	5 3%	-	12 3%	18 3%	5 3%	5 4%	30 3%	13 3%	22 3%	11 4%	11 3%
Very unlikely	26 2%	-	-	-	-	26 2%	12 2%	14 3%	-	9 3%	10 2%	5 3%	2 8%	9 2%	10 2%	7 4%	8 7% R	18 2%	7 2%	19 3%	8 3%	11 3%
Not sure	70 6%	-	-	-	-	70 6%	30 5%	40 9% G	1 2%	22 6%	34 7%	10 6%	3 12%	23 6%	34 7%	13 7%	8 7%	62 6%	22 5%	48 7%	11 4%	37 9% U
Sigma	1110 100%	-	-	-	-	1110 100%	664 100%	446 100%	57 100%	358 100%	515 100%	154 100%	26 100%	415 100%	515 100%	180 100%	118 100%	992 100%	458 100%	652 100%	262 100%	390 100%

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

Q711_12. How likely are you to visit websites with the following domain name extensions in the next 6 months?
12. .vn

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	100	**	**	**	**	100	59*	41*	58*	34*	8**	**	**	92*	8**	**	21**	79*	43*	57*	31*	26**
Weighted Base	100	**	**	**	**	100	59*	41*	58*	34*	8**	**	**	92*	8**	**	21**	79*	43*	57*	31*	26**
TOP 2 BOX (NET)	87 87%	-	-	-	-	87 87%	47 80%	40 98% G	49 84%	30 88%	8 100%	-	-	79 86%	8 100%	-	19 90%	68 86%	39 91%	48 84%	25 81%	23 88%
Very likely	76 76%	-	-	-	-	76 76%	39 66%	37 90% G	45 78%	24 71%	7 88%	-	-	69 75%	7 88%	-	18 86%	58 73%	33 77%	43 75%	22 71%	21 81%
Somewhat likely	11 11%	-	-	-	-	11 11%	8 14%	3 7%	4 7%	6 18%	1 13%	-	-	10 11%	1 13%	-	1 5%	10 13%	6 14%	5 9%	3 10%	2 8%
BOTTOM 2 BOX (NET)	8 8%	-	-	-	-	8 8%	7 12%	1 2%	5 9%	3 9%	-	-	-	8 9%	-	-	1 5%	7 9%	3 7%	5 9%	4 13%	1 4%
Somewhat unlikely	7 7%	-	-	-	-	7 7%	6 10%	2 2%	5 9%	2 6%	-	-	-	7 8%	-	-	1 5%	6 8%	3 7%	4 7%	4 13%	-
Very unlikely	1 1%	-	-	-	-	1 1%	1 2%	-	-	1 3%	-	-	-	1 1%	-	-	-	1 1%	-	1 2%	-	1 4%
Not sure	5 5%	-	-	-	-	5 5%	5 8%	-	4 7%	1 3%	-	-	-	5 5%	-	-	1 5%	4 5%	1 2%	4 7%	2 6%	2 8%
Sigma	100 100%	-	-	-	-	100 100%	59 100%	41 100%	58 100%	34 100%	8 100%	-	-	92 100%	8 100%	-	21 100%	79 100%	43 100%	57 100%	31 100%	26 100%

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

Q711_13. How likely are you to visit websites with the following domain name extensions in the next 6 months?
13. .ph

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	206	**	**	**	**	206	95*	111	46*	72*	75*	12**	1**	118	75*	13**	59*	147	91*	115	76*	39*
Weighted Base	206	**	**	**	**	206	95*	111	46*	72*	75*	12**	1**	118	75*	13**	59*	147	91*	115	76*	39*
TOP 2 BOX (NET)	168 82%	-	-	-	-	168 82%	73 77%	95 86%	36 78%	58 81%	63 84%	11 92%	-	94 80%	63 84%	11 85%	50 85%	118 80%	72 79%	96 83%	66 87%	30 77%
Very likely	120 58%	-	-	-	-	120 58%	49 52%	71 64%	25 54%	39 54%	47 63%	9 75%	-	64 54%	47 63%	9 69%	37 63%	83 56%	55 60%	65 57%	47 62%	18 46%
Somewhat likely	48 23%	-	-	-	-	48 23%	24 25%	24 22%	11 24%	19 26%	16 21%	2 17%	-	30 25%	16 21%	2 15%	13 22%	35 24%	17 19%	31 27%	19 25%	12 31%
BOTTOM 2 BOX (NET)	23 11%	-	-	-	-	23 11%	14 15%	9 8%	5 11%	11 15%	7 9%	-	-	16 14%	7 9%	-	5 8%	18 12%	12 13%	11 10%	7 9%	4 10%
Somewhat unlikely	12 6%	-	-	-	-	12 6%	8 8%	4 4%	2 4%	7 10%	3 4%	-	-	9 8%	3 4%	-	2 3%	10 7%	4 4%	8 7%	4 5%	4 10%
Very unlikely	11 5%	-	-	-	-	11 5%	6 6%	5 5%	3 7%	4 6%	4 5%	-	-	7 6%	4 5%	-	3 5%	8 5%	8 9%	3 3%	3 4%	-
Not sure	15 7%	-	-	-	-	15 7%	8 8%	7 6%	5 11%	3 4%	5 7%	1 8%	1 100%	8 7%	5 7%	2 15%	4 7%	11 7%	7 8%	8 7%	3 4%	5 13%
Sigma	206 100%	-	-	-	-	206 100%	95 100%	111 100%	46 100%	72 100%	75 100%	12 100%	1 100%	118 100%	75 100%	13 100%	59 100%	147 100%	91 100%	115 100%	76 100%	39 100%

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

Q711_14. How likely are you to visit websites with the following domain name extensions in the next 6 months?

14 Mar 2015
Table 29

14. .jp

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	358	**	**	**	**	358	215	143	46*	70*	171	40*	31*	116	171	71*	62*	296	135	223	14**	209
Weighted Base	358	**	**	**	**	358	215	143	46*	70*	171	40*	31*	116	171	71*	62*	296	135	223	14**	209
TOP 2 BOX (NET)	292 82%	-	-	-	-	292 82%	179 83%	113 79%	37 80%	61 87%	137 80%	34 85%	23 74%	98 84%	137 80%	57 80%	48 77%	244 82%	114 84%	178 80%	13 93%	165 79%
Very likely	234 65%	-	-	-	-	234 65%	150 70% H	84 59%	29 63%	51 73% M	109 64%	30 75% M	15 48%	80 69%	109 64%	45 63%	35 56%	199 67%	93 69%	141 63%	11 79%	130 62%
Somewhat likely	58 16%	-	-	-	-	58 16%	29 13%	29 20%	8 17%	10 14%	28 16%	4 10%	8 26%	18 16%	28 16%	12 17%	13 21%	45 15%	21 16%	37 17%	2 14%	35 17%
BOTTOM 2 BOX (NET)	27 8%	-	-	-	-	27 8%	16 7%	11 8%	3 7%	6 9%	11 6%	3 8%	4 13%	9 8%	11 6%	7 10%	4 6%	23 8%	15 11% T	12 5%	-	12 6%
Somewhat unlikely	9 3%	-	-	-	-	9 3%	5 2%	4 3%	2 4%	3 4%	3 2%	-	1 3%	5 4%	3 2%	1 1%	2 3%	7 2%	7 5% T	2 1%	-	2 1%
Very unlikely	18 5%	-	-	-	-	18 5%	11 5%	7 5%	1 2%	3 4%	8 5%	3 8%	3 10%	4 3%	8 5%	6 8%	2 3%	16 5%	8 6%	10 4%	-	10 5%
Not sure	39 11%	-	-	-	-	39 11%	20 9%	19 13%	6 13%	3 4%	23 13% J	3 8%	4 13%	9 8%	23 13%	7 10%	10 16%	29 10%	6 4%	33 15% S	1 7%	32 15%
Sigma	358 100%	-	-	-	-	358 100%	215 100%	143 100%	46 100%	70 100%	171 100%	40 100%	31 100%	116 100%	171 100%	71 100%	62 100%	296 100%	135 100%	223 100%	14 100%	209 100%

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

Q711_15. How likely are you to visit websites with the following domain name extensions in the next 6 months?
15. .kr

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	204	**	**	**	**	204	115	89*	25**	74*	89*	13**	3**	99*	89*	16**	38*	166	108	96*	33*	63*
Weighted Base	204	**	**	**	**	204	115	89*	25**	74*	89*	13**	3**	99*	89*	16**	38*	166	108	96*	33*	63*
TOP 2 BOX (NET)	184 90%	-	-	-	-	184 90%	105 91%	79 89%	21 84%	67 91%	80 90%	13 100%	3 100%	88 89%	80 90%	16 100%	33 87%	151 91%	103 95%	81 84%	28 85%	53 84%
Very likely	151 74%	-	-	-	-	151 74%	85 74%	66 74%	19 76%	49 66%	68 76%	12 92%	3 100%	68 69%	68 76%	15 94%	25 66%	126 76%	86 80%	65 68%	22 67%	43 68%
Somewhat likely	33 16%	-	-	-	-	33 16%	20 17%	13 15%	2 8%	18 24%	12 13%	1 8%	-	20 20%	12 13%	1 6%	8 21%	25 15%	17 16%	16 17%	6 18%	10 16%
BOTTOM 2 BOX (NET)	7 3%	-	-	-	-	7 3%	4 3%	3 3%	1 4%	2 3%	4 4%	-	-	3 3%	4 4%	-	3 8%	4 2%	2 2%	5 5%	3 9%	2 3%
Somewhat unlikely	3 1%	-	-	-	-	3 1%	2 2%	1 1%	-	-	3 3%	-	-	-	3 3%	-	2 5%	1 R	1 1%	2 2%	1 3%	1 2%
Very unlikely	4 2%	-	-	-	-	4 2%	2 2%	2 2%	1 4%	2 3%	1 1%	-	-	3 3%	1 1%	-	1 3%	3 2%	1 1%	3 3%	2 6%	1 2%
Not sure	13 6%	-	-	-	-	13 6%	6 5%	7 8%	3 12%	5 7%	5 6%	-	-	8 8%	5 6%	-	2 5%	11 7%	3 3%	10 10%	2 6%	8 13%
Sigma	204 100%	-	-	-	-	204 100%	115 100%	89 100%	25 100%	74 100%	89 100%	13 100%	3 100%	99 100%	89 100%	16 100%	38 100%	166 100%	108 100%	96 100%	33 100%	63 100%

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

Q711_16. How likely are you to visit websites with the following domain name extensions in the next 6 months?
16. .ru

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	253	**	**	**	**	253	114	139	42*	94*	107	9**	1**	136	107	10**	40*	213	143	110	63*	47*
Weighted Base	253	**	**	**	**	253	114	139	42*	94*	107	9**	1**	136	107	10**	40*	213	143	110	63*	47*
TOP 2 BOX (NET)	232 92%	-	-	-	-	232 92%	102 89%	130 94%	39 93%	84 89%	100 93%	8 89%	1 100%	123 90%	100 93%	9 90%	39 98%	193 91%	128 90%	104 95%	61 97%	43 91%
Very likely	222 88%	-	-	-	-	222 88%	97 85%	125 90%	34 81%	81 86%	98 92%	8 89%	1 100%	115 85%	98 92%	9 90%	37 93%	185 87%	127 89%	95 86%	55 87%	40 85%
Somewhat likely	10 4%	-	-	-	-	10 4%	5 4%	5 4%	5 12% JK	3 3%	2 2%	-	-	8 6%	2 2%	-	2 5%	8 4%	1 1%	9 8%	6 10%	3 6%
BOTTOM 2 BOX (NET)	9 4%	-	-	-	-	9 4%	3 3%	6 4%	1 2%	6 6%	2 2%	-	-	7 5%	2 2%	-	1 3%	8 4%	7 5%	2 2%	1 2%	1 2%
Somewhat unlikely	2 1%	-	-	-	-	2 1%	-	2 1%	-	1 1%	1 1%	-	-	1 1%	1 1%	-	-	2 1%	1 1%	1 1%	-	1 2%
Very unlikely	7 3%	-	-	-	-	7 3%	3 3%	4 3%	1 2%	5 5%	1 1%	-	-	6 4%	1 1%	-	1 3%	6 3%	6 4%	1 1%	1 2%	-
Not sure	12 5%	-	-	-	-	12 5%	9 8% H	3 2%	2 5%	4 4%	5 5%	1 11%	-	6 4%	5 5%	1 10%	-	12 6%	8 6%	4 4%	1 2%	3 6%
Sigma	253 100%	-	-	-	-	253 100%	114 100%	139 100%	42 100%	94 100%	107 100%	9 100%	1 100%	136 100%	107 100%	10 100%	40 100%	213 100%	143 100%	110 100%	63 100%	47 100%

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

Q711_17. How likely are you to visit websites with the following domain name extensions in the next 6 months?
17. .in

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	687	**	**	**	**	687	401	286	156	234	243	46*	8**	390	243	54*	135	552	327	360	245	115
Weighted Base	687	**	**	**	**	687	401	286	156	234	243	46*	8**	390	243	54*	135	552	327	360	245	115
TOP 2 BOX (NET)	602 88%	-	-	-	-	602 88%	349 87%	253 88%	135 87%	207 88%	217 89%	36 78%	7 88%	342 88%	217 89%	43 80%	116 86%	486 88%	286 87%	316 88%	218 89%	98 85%
Very likely	516 75%	-	-	-	-	516 75%	306 76%	210 73%	120 77%	171 73%	199 78%	30 65%	6 75%	291 75%	189 78%	36 67%	89 66%	427 77%	247 76%	269 75%	187 76%	82 71%
Somewhat likely	86 13%	-	-	-	-	86 13%	43 11%	43 15%	15 10%	36 15%	28 12%	6 13%	1 13%	51 13%	28 12%	7 13%	27 20%	59 11%	39 12%	47 13%	31 13%	16 14%
BOTTOM 2 BOX (NET)	55 8%	-	-	-	-	55 8%	33 8%	22 8%	11 7%	18 8%	19 8%	7 15%	-	29 7%	19 8%	7 13%	11 8%	44 8%	29 9%	26 7%	18 7%	8 7%
Somewhat unlikely	21 3%	-	-	-	-	21 3%	13 3%	8 3%	5 3%	6 3%	6 2%	4 9%	-	11 3%	6 2%	4 7%	4 3%	17 3%	11 3%	10 3%	6 2%	4 3%
Very unlikely	34 5%	-	-	-	-	34 5%	20 5%	14 5%	6 4%	12 5%	13 5%	3 7%	-	18 5%	13 5%	3 6%	7 5%	27 5%	18 6%	16 4%	12 5%	4 3%
Not sure	30 4%	-	-	-	-	30 4%	19 5%	11 4%	10 6%	9 4%	7 3%	3 7%	1 13%	19 5%	7 3%	4 7%	8 6%	22 4%	12 4%	18 5%	9 4%	9 8%
Sigma	687 100%	-	-	-	-	687 100%	401 100%	286 100%	156 100%	234 100%	243 100%	46 100%	8 100%	390 100%	243 100%	54 100%	135 100%	552 100%	327 100%	360 100%	245 100%	115 100%

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

Q711_18. How likely are you to visit websites with the following domain name extensions in the next 6 months?
18. .id

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	207	**	**	**	**	207	115	92*	55*	79*	69*	4**	**	134	69*	4**	53*	154	127	80*	55*	25**
Weighted Base	207	**	**	**	**	207	115	92*	55*	79*	69*	4**	**	134	69*	4**	53*	154	127	80*	55*	25**
TOP 2 BOX (NET)	192 93%	-	-	-	-	192 93%	108 94%	84 91%	52 95%	73 92%	64 93%	3 75%	-	125 93%	64 93%	3 75%	49 92%	143 93%	121 95%	71 89%	51 93%	20 80%
Very likely	168 81%	-	-	-	-	168 81%	89 77%	79 86%	43 78%	67 85%	55 80%	3 75%	-	110 82%	55 80%	3 75%	40 75%	128 83%	107 84%	61 76%	43 78%	18 72%
Somewhat likely	24 12%	-	-	-	-	24 12%	19 17% H	5 5%	9 16%	6 8%	9 13%	-	-	15 11%	9 13%	-	9 17%	15 10%	14 11%	10 13%	8 15%	2 8%
BOTTOM 2 BOX (NET)	8 4%	-	-	-	-	8 4%	4 3%	4 4%	2 4%	1 1%	4 6%	1 25%	-	3 2%	4 6%	1 25%	2 4%	6 4%	2 2%	6 8% S	2 4%	4 16%
Somewhat unlikely	4 2%	-	-	-	-	4 2%	1 1%	3 3%	1 2%	-	3 4%	-	-	1 1%	3 4%	-	2 4%	2 1%	1 1%	3 4%	2 4%	1 4%
Very unlikely	4 2%	-	-	-	-	4 2%	3 3%	1 1%	1 2%	1 1%	1 1%	1 25%	-	2 1%	1 1%	1 25%	-	4 3%	1 1%	3 4%	-	3 12%
Not sure	7 3%	-	-	-	-	7 3%	3 3%	4 4%	1 2%	5 6%	1 1%	-	-	6 4%	1 1%	-	2 4%	5 3%	4 3%	3 4%	2 4%	1 4%
Sigma	207 100%	-	-	-	-	207 100%	115 100%	92 100%	55 100%	79 100%	69 100%	4 100%	-	134 100%	69 100%	4 100%	53 100%	154 100%	127 100%	80 100%	55 100%	25 100%

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

Q711_19. How likely are you to visit websites with the following domain name extensions in the next 6 months?
19. .ng

14 Mar 2015
Table 34

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	201	**	**	**	201	**	162	39*	30*	108	59*	3**	1**	138	59*	4**	57*	144	96*	105	73*	32*
Weighted Base	201	**	**	**	201	**	162	39*	30*	108	59*	3**	1**	138	59*	4**	57*	144	96*	105	73*	32*
TOP 2 BOX (NET)	182 91%	-	-	-	182 91%	-	147 91%	35 90%	27 90%	98 91%	53 90%	3 100%	1 100%	125 91%	53 90%	4 100%	50 88%	132 92%	89 93%	93 89%	64 88%	29 91%
Very likely	165 82%	-	-	-	165 82%	-	131 81%	34 87%	26 87%	90 83%	46 78%	2 67%	1 100%	116 84%	46 78%	3 75%	46 81%	119 83%	78 81%	87 83%	59 81%	28 88%
Somewhat likely	17 8%	-	-	-	17 8%	-	16 10%	1 3%	1 3%	8 7%	7 12%	1 33%	-	9 7%	7 12%	1 25%	4 7%	13 9%	11 11%	6 6%	5 7%	1 3%
BOTTOM 2 BOX (NET)	16 8%	-	-	-	16 8%	-	13 8%	3 8%	2 7%	9 8%	5 8%	-	-	11 8%	5 8%	-	5 9%	11 8%	6 6%	10 10%	8 11%	2 6%
Somewhat unlikely	9 4%	-	-	-	9 4%	-	6 4%	3 8%	2 7%	6 6%	1 2%	-	-	8 6%	1 2%	-	3 5%	6 4%	4 4%	5 5%	4 5%	1 3%
Very unlikely	7 3%	-	-	-	7 3%	-	7 4%	-	-	3 3%	4 7%	-	-	3 2%	4 7%	-	2 4%	5 3%	2 2%	5 5%	4 5%	1 3%
Not sure	3 1%	-	-	-	3 1%	-	2 1%	1 3%	1 3%	1 1%	1 2%	-	-	2 1%	1 2%	-	2 4%	1 1%	1 1%	2 2%	1 1%	1 3%
Sigma	201 100%	-	-	-	201 100%	-	162 100%	39 100%	30 100%	108 100%	59 100%	3 100%	1 100%	138 100%	59 100%	4 100%	57 100%	144 100%	96 100%	105 100%	73 100%	32 100%

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

Q711_20. How likely are you to visit websites with the following domain name extensions in the next 6 months?
20. .za

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	105	**	**	**	105	**	43*	62*	23**	35*	40*	6**	1**	58*	40*	7**	25**	80*	45*	60*	26**	34*
Weighted Base	105	**	**	**	105	**	43*	62*	23**	35*	40*	6**	1**	58*	40*	7**	25**	80*	45*	60*	26**	34*
TOP 2 BOX (NET)	96 91%	-	-	-	96 91%	-	40 93%	56 90%	20 87%	34 97%	35 88%	6 100%	1 100%	54 93%	35 88%	7 100%	22 88%	74 93%	41 91%	55 92%	25 96%	30 88%
Very likely	90 86%	-	-	-	90 86%	-	37 86%	53 85%	19 83%	32 91%	33 83%	5 83%	1 100%	51 88%	33 83%	6 86%	19 76%	71 89%	38 84%	52 87%	23 88%	29 85%
Somewhat likely	6 6%	-	-	-	6 6%	-	3 7%	5 5%	4 4%	2 6%	2 5%	1 17%	-	3 5%	2 5%	1 14%	3 12%	4 4%	3 7%	3 5%	2 8%	1 3%
BOTTOM 2 BOX (NET)	5 5%	-	-	-	5 5%	-	2 5%	3 5%	1 4%	-	4 10%	-	-	1 2%	4 10%	-	2 8%	3 4%	1 2%	4 7%	1 4%	3 9%
Somewhat unlikely	2 2%	-	-	-	2 2%	-	1 2%	2 2%	1 4%	-	1 3%	-	-	1 2%	1 3%	-	2 8%	-	-	2 3%	-	2 6%
Very unlikely	3 3%	-	-	-	3 3%	-	1 2%	2 3%	-	-	3 8%	-	-	-	3 8%	-	-	3 4%	1 2%	2 3%	1 4%	1 3%
Not sure	4 4%	-	-	-	4 4%	-	1 2%	3 5%	2 9%	1 3%	1 3%	-	-	3 5%	1 3%	-	1 4%	3 4%	3 7%	1 2%	-	1 3%
Sigma	105 100%	-	-	-	105 100%	-	43 100%	62 100%	23 100%	35 100%	40 100%	6 100%	1 100%	58 100%	40 100%	7 100%	25 100%	80 100%	45 100%	60 100%	26 100%	34 100%

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

Q711_21. How likely are you to visit websites with the following domain name extensions in the next 6 months?
21. .eg

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	103	**	**	**	103	**	86*	17**	27**	40*	32*	4**	**	67*	32*	4**	13**	90*	59*	44*	31*	13**
Weighted Base	103	**	**	**	103	**	86*	17**	27**	40*	32*	4**	**	67*	32*	4**	13**	90*	59*	44*	31*	13**
TOP 2 BOX (NET)	91 88%	-	-	-	91 88%	-	77 90%	14 82%	22 81%	37 93%	29 91%	3 75%	-	59 88%	29 91%	3 75%	11 85%	80 89%	51 86%	40 91%	28 90%	12 92%
Very likely	65 63%	-	-	-	65 63%	-	55 64%	10 59%	16 59%	23 58%	23 72%	3 75%	-	39 58%	23 72%	3 75%	8 62%	57 63%	41 69%	24 55%	20 65%	4 31%
Somewhat likely	26 25%	-	-	-	26 25%	-	22 26%	4 24%	6 22%	14 35%	6 19%	-	-	20 30%	6 19%	-	3 23%	23 26%	10 17%	16 36%	8 26%	8 62%
BOTTOM 2 BOX (NET)	8 8%	-	-	-	8 8%	-	7 8%	1 6%	3 11%	3 8%	1 3%	1 25%	-	6 9%	1 3%	1 25%	2 15%	6 7%	5 8%	3 7%	2 6%	1 8%
Somewhat unlikely	4 4%	-	-	-	4 4%	-	4 5%	-	1 4%	2 5%	1 3%	-	-	3 4%	1 3%	-	-	4 4%	4 7%	-	-	-
Very unlikely	4 4%	-	-	-	4 4%	-	3 3%	1 6%	2 7%	1 3%	-	1 25%	-	3 4%	-	1 25%	2 15%	2 2%	1 2%	3 7%	2 6%	1 8%
Not sure	4 4%	-	-	-	4 4%	-	2 2%	2 12%	2 7%	-	2 6%	-	-	2 3%	2 6%	-	-	4 4%	3 5%	1 2%	1 3%	-
Sigma	103 100%	-	-	-	103 100%	-	86 100%	17 100%	27 100%	40 100%	32 100%	4 100%	-	67 100%	32 100%	4 100%	13 100%	90 100%	59 100%	44 100%	31 100%	13 100%

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

Q711_22. How likely are you to visit websites with the following domain name extensions in the next 6 months?
22. .co

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	119	**	119	**	**	**	65*	54*	8**	22**	54*	28**	7**	30*	54*	35*	40*	79*	49*	70*	38*	32*
Weighted Base	119	**	119	**	**	**	65*	54*	8**	22**	54*	28**	7**	30*	54*	35*	40*	79*	49*	70*	38*	32*
TOP 2 BOX (NET)	97 82%	-	97 82%	-	-	-	54 83%	43 80%	6 75%	17 77%	45 83%	22 79%	7 100%	23 77%	45 83%	29 83%	31 78%	66 84%	40 82%	57 81%	33 87%	24 75%
Very likely	88 74%	-	88 74%	-	-	-	50 77%	38 70%	6 75%	16 73%	40 74%	19 68%	7 100%	22 73%	40 74%	26 74%	30 75%	58 73%	37 76%	51 73%	30 79%	21 66%
Somewhat likely	9 8%	-	9 8%	-	-	-	4 6%	5 9%	-	1 5%	5 9%	3 11%	-	1 3%	5 9%	3 9%	1 3%	8 10%	3 6%	6 9%	3 8%	3 9%
BOTTOM 2 BOX (NET)	21 18%	-	21 18%	-	-	-	10 15%	11 20%	2 25%	5 23%	8 15%	6 21%	-	7 23%	8 15%	6 17%	9 23%	12 15%	8 16%	13 19%	5 13%	8 25%
Somewhat unlikely	2 2%	-	2 2%	-	-	-	1 2%	2 2%	1 13%	-	-	1 4%	-	1 3%	-	1 3%	-	2 3%	-	2 3%	-	2 6%
Very unlikely	19 16%	-	19 16%	-	-	-	9 14%	10 19%	1 13%	5 23%	8 15%	5 18%	-	6 20%	8 15%	5 14%	9 23%	10 13%	8 16%	11 16%	5 13%	6 19%
Not sure	1 1%	-	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	1 2%	-	-	-
Sigma	119 100%	-	119 100%	-	-	-	65 100%	54 100%	8 100%	22 100%	54 100%	28 100%	7 100%	30 100%	54 100%	35 100%	40 100%	79 100%	49 100%	70 100%	38 100%	32 100%

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

Q711_23. How likely are you to visit websites with the following domain name extensions in the next 6 months?
23. .ar

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	110	**	110	**	**	**	49*	61*	12**	19**	60*	14**	5**	31*	60*	19**	27**	83*	44*	66*	32*	34*
Weighted Base	110	**	110	**	**	**	49*	61*	12**	19**	60*	14**	5**	31*	60*	19**	27**	83*	44*	66*	32*	34*
TOP 2 BOX (NET)	90 82%	-	90 82%	-	-	-	38 78%	52 85%	12 100%	19 100%	46 77%	9 64%	4 80%	31 100%	46 77%	13 68%	21 78%	69 83%	36 82%	54 82%	25 78%	29 85%
Very likely	79 72%	-	79 72%	-	-	-	35 71%	44 72%	11 92%	17 89%	39 65%	8 57%	4 80%	28 90%	39 65%	12 63%	16 59%	63 76%	32 73%	47 71%	19 59%	28 82%
Somewhat likely	11 10%	-	11 10%	-	-	-	3 6%	8 13%	1 8%	2 11%	7 12%	1 7%	-	3 10%	7 12%	1 5%	5 19%	6 7%	4 9%	7 11%	6 19%	1 3%
BOTTOM 2 BOX (NET)	16 15%	-	16 15%	-	-	-	8 16%	8 13%	-	-	10 17%	5 36%	1 20%	-	10 17%	6 32%	5 19%	11 13%	6 14%	10 15%	7 22%	3 9%
Somewhat unlikely	3 3%	-	3 3%	-	-	-	1 2%	2 3%	-	-	1 2%	2 14%	-	-	1 2%	2 11%	2 7%	1 1%	-	3 5%	1 3%	2 6%
Very unlikely	13 12%	-	13 12%	-	-	-	7 14%	6 10%	-	-	9 15%	3 21%	1 20%	-	9 15%	4 21%	3 11%	10 12%	6 14%	7 11%	6 19%	1 3%
Not sure	4 4%	-	4 4%	-	-	-	3 6%	1 2%	-	-	4 7%	-	-	-	4 7%	-	1 4%	3 4%	2 5%	2 3%	-	2 6%
Sigma	110 100%	-	110 100%	-	-	-	49 100%	61 100%	12 100%	19 100%	60 100%	14 100%	5 100%	31 100%	60 100%	19 100%	27 100%	83 100%	44 100%	66 100%	32 100%	34 100%

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

Q711_24. How likely are you to visit websites with the following domain name extensions in the next 6 months?
24. .br

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	370	**	370	**	**	**	192	178	75*	133	131	19**	12**	208	131	31*	92*	278	153	217	111	106
Weighted Base	370	**	370	**	**	**	192	178	75*	133	131	19**	12**	208	131	31*	92*	278	153	217	111	106
TOP 2 BOX (NET)	317 86%	-	317 86%	-	-	-	162 84%	155 87%	62 83%	116 87%	109 83%	18 95%	12 100%	178 86%	109 83%	30 97%	75 82%	242 87%	129 84%	188 87%	97 87%	91 86%
Very likely	292 79%	-	292 79%	-	-	-	149 78%	143 80%	56 75%	107 80%	100 76%	18 95%	11 92%	163 78%	100 76%	29 94% NO	70 76%	222 80%	120 78%	172 79%	86 77%	86 81%
Somewhat likely	25 7%	-	25 7%	-	-	-	13 7%	12 7%	6 8%	9 7%	9 7%	-	1 8%	15 7%	9 7%	1 3%	5 5%	20 7%	9 6%	16 7%	11 10%	5 5%
BOTTOM 2 BOX (NET)	33 9%	-	33 9%	-	-	-	17 9%	16 9%	6 8%	11 8%	15 11%	1 5%	-	17 8%	15 11%	1 3%	11 12%	22 8%	17 11%	16 7%	11 10%	5 5%
Somewhat unlikely	5 1%	-	5 1%	-	-	-	4 2%	1 1%	1 1%	2 2%	2 1%	1 5%	-	2 1%	2 2%	1 3%	3 3%	2 1%	2 1%	3 1%	3 3%	-
Very unlikely	28 8%	-	28 8%	-	-	-	13 7%	15 8%	5 7%	10 8%	13 10%	-	-	15 7%	13 10%	-	8 9%	20 7%	15 10%	13 6%	8 7%	5 5%
Not sure	20 5%	-	20 5%	-	-	-	13 7%	7 4%	7 9%	6 5%	7 5%	-	-	13 6%	7 5%	-	6 7%	14 5%	7 5%	13 6%	3 3%	10 9% U
Sigma	370 100%	-	370 100%	-	-	-	192 100%	178 100%	75 100%	133 100%	131 100%	19 100%	12 100%	208 100%	131 100%	31 100%	92 100%	278 100%	153 100%	217 100%	111 100%	106 100%

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

Q711_25. How likely are you to visit websites with the following domain name extensions in the next 6 months?
25. .it

14 Mar 2015
Table 40

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	101	**	**	101	**	**	60*	41*	3**	19**	58*	13**	8**	22**	58*	21**	21**	80*	32*	69*	14**	55*
Weighted Base	101	**	**	101	**	**	60*	41*	3**	19**	58*	13**	8**	22**	58*	21**	21**	80*	32*	69*	14**	55*
TOP 2 BOX (NET)	81 80%	-	-	81 80%	-	-	52 87%	29 71%	3 100%	9 47%	50 86%	11 85%	8 100%	12 55%	50 86%	19 90%	18 86%	63 79%	24 75%	57 83%	12 86%	45 82%
Very likely	75 74%	-	-	75 74%	-	-	47 78%	28 68%	3 100%	8 42%	47 81%	11 85%	6 75%	11 50%	47 81%	17 81%	15 71%	60 75%	22 69%	53 77%	11 79%	42 76%
Somewhat likely	6 6%	-	-	6 6%	-	-	5 8%	1 2%	-	1 5%	3 5%	-	2 25%	1 5%	3 5%	2 10%	3 14%	3 4%	2 6%	4 6%	1 7%	3 5%
BOTTOM 2 BOX (NET)	15 15%	-	-	15 15%	-	-	7 12%	8 20%	-	7 37%	7 12%	1 8%	-	7 32%	7 12%	1 5%	1 5%	14 18%	8 25%	7 10%	2 14%	5 9%
Somewhat unlikely	6 6%	-	-	6 6%	-	-	3 5%	3 7%	-	3 16%	3 5%	-	-	3 14%	3 5%	-	-	6 8%	2 6%	4 6%	1 7%	3 5%
Very unlikely	9 9%	-	-	9 9%	-	-	4 7%	5 12%	-	4 21%	4 7%	1 8%	-	4 18%	4 7%	1 5%	1 5%	8 10%	6 19%	3 4%	1 7%	2 4%
Not sure	5 5%	-	-	5 5%	-	-	1 2%	4 10%	-	3 16%	1 2%	1 8%	-	3 14%	1 2%	1 5%	2 10%	3 4%	-	5 7%	-	5 9%
Sigma	101 100%	-	-	101 100%	-	-	60 100%	41 100%	3 100%	19 100%	58 100%	13 100%	8 100%	22 100%	58 100%	21 100%	21 100%	80 100%	32 100%	69 100%	14 100%	55 100%

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

Q711_26. How likely are you to visit websites with the following domain name extensions in the next 6 months?
26. .tr

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	102	**	**	102	**	**	61*	41*	22**	40*	35*	5**	**	62*	35*	5**	18**	84*	26**	76*	48*	28**
Weighted Base	102	**	**	102	**	**	61*	41*	22**	40*	35*	5**	**	62*	35*	5**	18**	84*	26**	76*	48*	28**
TOP 2 BOX (NET)	92 90%	-	-	92 90%	-	-	54 89%	38 93%	20 91%	36 90%	31 89%	5 100%	-	56 90%	31 89%	5 100%	15 83%	77 92%	21 81%	71 93%	46 96%	25 89%
Very likely	77 75%	-	-	77 75%	-	-	48 79%	29 71%	16 73%	31 78%	27 77%	3 60%	-	47 76%	27 77%	3 60%	12 67%	65 77%	18 69%	59 78%	39 81%	20 71%
Somewhat likely	15 15%	-	-	15 15%	-	-	6 10%	9 22%	4 18%	5 13%	4 11%	2 40%	-	9 15%	4 11%	2 40%	3 17%	12 14%	3 12%	12 16%	7 15%	5 18%
BOTTOM 2 BOX (NET)	6 6%	-	-	6 6%	-	-	4 7%	2 5%	1 5%	3 8%	2 6%	-	-	4 6%	2 6%	-	1 6%	5 6%	3 12%	3 4%	2 4%	1 4%
Somewhat unlikely	3 3%	-	-	3 3%	-	-	3 5%	-	1 5%	1 3%	1 3%	-	-	2 3%	1 3%	-	-	3 4%	3 12%	-	-	-
Very unlikely	3 3%	-	-	3 3%	-	-	1 2%	2 5%	-	2 5%	1 3%	-	-	2 3%	1 3%	-	1 6%	2 2%	-	3 4%	2 4%	1 4%
Not sure	4 4%	-	-	4 4%	-	-	3 5%	1 2%	1 5%	1 3%	2 6%	-	-	2 3%	2 6%	-	2 11%	2 2%	2 8%	2 3%	-	2 7%
Sigma	102 100%	-	-	102 100%	-	-	61 100%	41 100%	22 100%	40 100%	35 100%	5 100%	-	62 100%	35 100%	5 100%	18 100%	84 100%	26 100%	76 100%	48 100%	28 100%

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

Q711_27. How likely are you to visit websites with the following domain name extensions in the next 6 months?
27. .es

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	100	**	**	100	**	**	63*	37*	1**	16**	71*	9**	3**	17**	71*	12**	22**	78*	25**	75*	16**	59*
Weighted Base	100	**	**	100	**	**	63*	37*	1**	16**	71*	9**	3**	17**	71*	12**	22**	78*	25**	75*	16**	59*
TOP 2 BOX (NET)	89 89%	-	-	89 89%	-	-	55 87%	34 92%	1 100%	16 100%	61 86%	8 89%	3 100%	17 100%	61 86%	11 92%	17 77%	72 92%	23 92%	66 88%	14 88%	52 88%
Very likely	78 78%	-	-	78 78%	-	-	49 78%	29 78%	1 100%	15 94%	52 73%	7 78%	3 100%	16 94%	52 73%	10 83%	15 68%	63 81%	21 84%	57 76%	11 69%	46 78%
Somewhat likely	11 11%	-	-	11 11%	-	-	6 10%	5 14%	-	1 6%	9 13%	1 11%	-	1 6%	9 13%	1 8%	2 9%	9 12%	2 8%	9 12%	3 19%	6 10%
BOTTOM 2 BOX (NET)	6 6%	-	-	6 6%	-	-	3 5%	3 8%	-	-	5 7%	1 11%	-	-	5 7%	1 8%	2 9%	4 5%	2 8%	4 5%	-	4 7%
Somewhat unlikely	1 1%	-	-	1 1%	-	-	-	1 3%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	-	1 2%
Very unlikely	5 5%	-	-	5 5%	-	-	3 5%	2 5%	-	-	4 6%	1 11%	-	-	4 6%	1 8%	2 9%	3 4%	2 8%	3 4%	-	3 5%
Not sure	5 5%	-	-	5 5%	-	-	5 8%	-	-	-	5 7%	-	-	-	5 7%	-	3 14%	2 3%	-	5 7%	2 13%	3 5%
Sigma	100 100%	-	-	100 100%	-	-	63 100%	37 100%	1 100%	16 100%	71 100%	9 100%	3 100%	17 100%	71 100%	12 100%	22 100%	78 100%	25 100%	75 100%	16 100%	59 100%

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

Q711_28. How likely are you to visit websites with the following domain name extensions in the next 6 months?
28. .pl

14 Mar 2015
Table 43

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	112	**	**	112	**	**	54*	58*	22**	22**	49*	16**	3**	44*	49*	19**	35*	77*	48*	64*	31*	33*
Weighted Base	112	**	**	112	**	**	54*	58*	22**	22**	49*	16**	3**	44*	49*	19**	35*	77*	48*	64*	31*	33*
TOP 2 BOX (NET)	107 96%	-	-	107 96%	-	-	51 94%	56 97%	21 95%	21 95%	47 96%	15 94%	3 100%	42 95%	47 96%	18 95%	34 97%	73 95%	46 96%	61 95%	29 94%	32 97%
Very likely	88 79%	-	-	88 79%	-	-	42 78%	46 79%	18 82%	16 73%	38 78%	13 81%	3 100%	34 77%	38 78%	16 84%	26 74%	62 81%	38 79%	50 78%	21 68%	29 88%
Somewhat likely	19 17%	-	-	19 17%	-	-	9 17%	10 17%	3 14%	5 23%	9 18%	2 13%	-	8 18%	9 18%	2 11%	8 23%	11 14%	8 17%	11 17%	8 26%	3 9%
BOTTOM 2 BOX (NET)	4 4%	-	-	4 4%	-	-	2 4%	2 3%	-	1 5%	2 4%	1 6%	-	1 2%	2 4%	1 5%	1 3%	3 4%	2 4%	2 3%	1 3%	1 3%
Somewhat unlikely	3 3%	-	-	3 3%	-	-	2 4%	1 2%	-	-	2 4%	1 6%	-	-	2 4%	1 5%	1 3%	2 3%	2 4%	1 2%	1 3%	-
Very unlikely	1 1%	-	-	1 1%	-	-	-	1 2%	-	1 5%	-	-	-	1 2%	-	-	-	1 1%	-	1 2%	-	1 3%
Not sure	1 1%	-	-	1 1%	-	-	1 2%	-	1 5%	-	-	-	-	1 2%	-	-	-	1 1%	-	1 2%	1 3%	-
Sigma	112 100%	-	-	112 100%	-	-	54 100%	58 100%	22 100%	22 100%	49 100%	16 100%	3 100%	44 100%	49 100%	19 100%	35 100%	77 100%	48 100%	64 100%	31 100%	33 100%

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

Q711_29. How likely are you to visit websites with the following domain name extensions in the next 6 months?
29. .uk

14 Mar 2015
Table 44

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	220	**	**	220	**	**	125	95*	33*	43*	92*	28**	24**	76*	92*	52*	37*	183	48*	172	15**	157
Weighted Base	220	**	**	220	**	**	125	95*	33*	43*	92*	28**	24**	76*	92*	52*	37*	183	48*	172	15**	157
TOP 2 BOX (NET)	188 85%	-	-	188 85%	-	-	105 84%	83 87%	26 79%	38 88%	80 87%	25 89%	19 79%	64 84%	80 87%	44 85%	28 76%	160 87%	43 90%	145 84%	13 87%	132 84%
Very likely	163 74%	-	-	163 74%	-	-	93 74%	70 74%	19 58%	32 74%	74 80%	23 82%	15 63%	51 67%	74 80%	38 73%	23 62%	140 77%	35 73%	128 74%	12 80%	116 74%
Somewhat likely	25 11%	-	-	25 11%	-	-	12 10%	13 14%	7 21% K	6 14%	6 7%	2 7%	4 17%	13 17% O	6 7%	6 12%	5 14%	20 11%	8 17%	17 10%	1 7%	16 10%
BOTTOM 2 BOX (NET)	15 7%	-	-	15 7%	-	-	11 9%	4 4%	3 9%	4 9%	4 4%	1 4%	3 13%	7 9%	4 4%	4 8%	4 11%	11 6%	1 2%	14 8%	1 7%	13 8%
Somewhat unlikely	6 3%	-	-	6 3%	-	-	5 4%	1 1%	-	2 5%	2 2%	-	2 8%	2 3%	2 2%	2 4%	1 3%	5 3%	1 2%	5 3%	1 7%	4 3%
Very unlikely	9 4%	-	-	9 4%	-	-	6 5%	3 3%	3 9%	2 5%	2 2%	1 4%	1 4%	5 7%	2 2%	2 4%	3 8%	6 3%	-	9 5%	-	9 6%
Not sure	17 8%	-	-	17 8%	-	-	9 7%	8 8%	4 12%	1 2%	8 9%	2 7%	2 8%	5 7%	8 9%	4 8%	5 14%	12 7%	4 8%	13 8%	1 7%	12 8%
Sigma	220 100%	-	-	220 100%	-	-	125 100%	95 100%	33 100%	43 100%	92 100%	28 100%	24 100%	76 100%	92 100%	52 100%	37 100%	183 100%	48 100%	172 100%	15 100%	157 100%

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

Q711_30. How likely are you to visit websites with the following domain name extensions in the next 6 months?
30. .fr

14 Mar 2015
Table 45

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	201	**	**	201	**	**	82*	119	7**	27**	100	41*	26**	34*	100	67*	39*	162	24**	177	19**	158
Weighted Base	201	**	**	201	**	**	82*	119	7**	27**	100	41*	26**	34*	100	67*	39*	162	24**	177	19**	158
TOP 2 BOX (NET)	163 81%	-	-	163 81%	-	-	72 88% H	91 76%	5 71%	22 81%	80 80%	33 80%	23 88%	27 79%	80 80%	56 84%	29 74%	134 83%	20 83%	143 81%	17 80%	126 80%
Very likely	148 74%	-	-	148 74%	-	-	66 80%	82 69%	5 71%	20 74%	75 75%	29 71%	19 73%	25 74%	75 75%	48 72%	24 62%	124 77%	20 83%	128 72%	16 84%	112 71%
Somewhat likely	15 7%	-	-	15 7%	-	-	6 7%	9 8%	-	2 7%	5 5%	4 10%	4 15%	2 6%	5 5%	8 12%	13 13%	10 6%	-	15 8%	1 5%	14 9%
BOTTOM 2 BOX (NET)	21 10%	-	-	21 10%	-	-	7 9%	14 12%	2 29%	5 19%	10 10%	2 5%	2 8%	7 21% P	10 10%	4 6%	2 5%	19 12%	4 17%	17 10%	1 5%	16 10%
Somewhat unlikely	6 3%	-	-	6 3%	-	-	1 1%	5 4%	1 14%	-	3 3%	2 5%	-	1 3%	3 3%	2 3%	-	6 4%	1 4%	5 3%	-	5 3%
Very unlikely	15 7%	-	-	15 7%	-	-	6 7%	9 8%	1 14%	5 19%	7 7%	-	2 8%	6 18% P	7 7%	2 3%	2 5%	13 8%	3 13%	12 7%	1 5%	11 7%
Not sure	17 8%	-	-	17 8%	-	-	3 4%	14 12% G	-	-	10 10%	6 15%	1 4%	-	10 10%	7 10%	8 21% R	9 6%	-	17 10%	1 5%	16 10%
Sigma	201 100%	-	-	201 100%	-	-	82 100%	119 100%	7 100%	27 100%	100 100%	41 100%	26 100%	34 100%	100 100%	67 100%	39 100%	162 100%	24 100%	177 100%	19 100%	158 100%

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

Q711_31. How likely are you to visit websites with the following domain name extensions in the next 6 months?
31. .de

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	250	**	**	250	**	**	159	91*	2**	16**	131	75*	26**	18**	131	101	48*	202	78*	172	11**	161
Weighted Base	250	**	**	250	**	**	159	91*	2**	16**	131	75*	26**	18**	131	101	48*	202	78*	172	11**	161
TOP 2 BOX (NET)	214 86%	-	-	214 86%	-	-	144 91% H	70 77%	2 100%	12 75%	107 82%	70 93% K	23 88%	14 78%	107 82%	93 92% O	40 83%	174 86%	68 87%	146 85%	10 91%	136 84%
Very likely	198 79%	-	-	198 79%	-	-	132 83%	66 73%	2 100%	11 69%	101 77%	65 87%	19 73%	13 72%	101 77%	84 83%	36 75%	162 80%	65 83%	133 77%	7 64%	126 78%
Somewhat likely	16 6%	-	-	16 6%	-	-	12 8%	4 4%	-	1 6%	6 5%	5 7%	4 15%	1 6%	6 5%	9 9%	4 8%	12 6%	3 4%	13 8%	3 27%	10 6%
BOTTOM 2 BOX (NET)	14 6%	-	-	14 6%	-	-	6 4%	8 9%	-	1 6%	9 7%	3 4%	1 4%	1 6%	9 7%	4 4%	4 8%	10 5%	4 5%	10 6%	-	10 6%
Somewhat unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	14 6%	-	-	14 6%	-	-	6 4%	8 9%	-	1 6%	9 7%	3 4%	1 4%	1 6%	9 7%	4 4%	4 8%	10 5%	4 5%	10 6%	-	10 6%
Not sure	22 9%	-	-	22 9%	-	-	9 6%	13 14% G	-	3 19%	15 11% L	2 3%	2 8%	3 17%	15 11% P	4 4%	4 8%	18 9%	6 8%	16 9%	1 9%	15 9%
Sigma	250 100%	-	-	250 100%	-	-	159 100%	91 100%	2 100%	16 100%	131 100%	75 100%	26 100%	18 100%	131 100%	101 100%	48 100%	202 100%	78 100%	172 100%	11 100%	161 100%

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

Q711_32. How likely are you to visit websites with the following domain name extensions in the next 6 months?
32. .us

Base: All Qualified Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	502	502	**	**	**	**	198	304	35*	103	191	85*	88*	138	191	173	94*	408	73*	429	28**	401
Weighted Base	502	502	**	**	**	**	198	304	35*	103	191	85*	88*	138	191	173	94*	408	73*	429	28**	401
TOP 2 BOX (NET)	202 40%	202 40%	-	-	-	-	90 45%	112 37%	17 49%	43 42%	74 39%	40 47% M	28 32%	60 43%	74 39%	68 39%	35 37%	167 41%	39 53% T	163 38%	15 54%	148 37%
Very likely	74 15%	74 15%	-	-	-	-	37 19% H	37 12%	5 14%	14 14%	30 16%	14 16%	11 13%	19 14%	30 16%	25 14%	13 14%	61 15%	19 26% T	55 13%	10 36%	45 11%
Somewhat likely	128 25%	128 25%	-	-	-	-	53 27%	75 25%	12 34%	29 28%	44 23%	26 31%	17 19%	41 30%	44 23%	43 25%	22 23%	106 26%	20 27%	108 25%	5 18%	103 26%
BOTTOM 2 BOX (NET)	170 34%	170 34%	-	-	-	-	67 34%	103 34%	11 31%	32 31%	63 33%	25 29%	39 44% L	43 31%	63 33%	64 37%	32 34%	138 34%	25 34%	145 34%	7 25%	138 34%
Somewhat unlikely	79 16%	79 16%	-	-	-	-	29 15%	50 16%	7 20%	15 15%	30 16%	10 12%	17 19%	22 16%	30 16%	27 16%	13 14%	66 16%	18 25% T	61 14%	3 11%	58 14%
Very unlikely	91 18%	91 18%	-	-	-	-	38 19%	53 17%	4 11%	17 17%	33 17%	15 18%	22 25%	21 15%	33 17%	37 21%	19 20%	72 18%	7 10%	84 20% S	4 14%	80 20%
Not sure	130 26%	130 26%	-	-	-	-	41 21%	89 29% G	7 20%	28 27%	54 28%	20 24%	21 24%	35 25%	54 28%	41 24%	27 29%	103 25%	9 12%	121 28% S	6 21%	115 29%
Sigma	502 100%	502 100%	-	-	-	-	198 100%	304 100%	35 100%	103 100%	191 100%	85 100%	88 100%	138 100%	191 100%	173 100%	94 100%	408 100%	73 100%	429 100%	28 100%	401 100%

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

Q711_33. How likely are you to visit websites with the following domain name extensions in the next 6 months?
33. .ca

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	200	200	**	**	**	**	99*	101	19**	39*	71*	44*	27**	58*	71*	71*	41*	159	47*	153	16**	137
Weighted Base	200	200	**	**	**	**	99*	101	19**	39*	71*	44*	27**	58*	71*	71*	41*	159	47*	153	16**	137
TOP 2 BOX (NET)	181 91%	181 91%	-	-	-	-	90 91%	91 90%	16 84%	32 82%	70 99% JL	37 84%	26 96%	48 83%	70 99% NP	63 89%	37 90%	144 91%	43 91%	138 90%	16 100%	122 89%
Very likely	172 86%	172 86%	-	-	-	-	85 86%	87 86%	15 79%	29 74%	66 93% J	36 82%	26 96%	44 76%	66 93% N	62 87%	35 85%	137 86%	41 87%	131 86%	14 88%	117 85%
Somewhat likely	9 5%	9 5%	-	-	-	-	5 5%	4 4%	1 5%	3 8%	4 6%	1 2%	-	4 7%	4 6%	1 1%	2 5%	7 4%	2 4%	7 5%	2 13%	5 4%
BOTTOM 2 BOX (NET)	13 7%	13 7%	-	-	-	-	6 6%	7 7%	2 11%	6 15% K	-	5 11% K	-	8 14% O	-	5 7% O	2 5%	11 7%	3 6%	10 7%	-	10 7%
Somewhat unlikely	1 1%	1 1%	-	-	-	-	1 1%	-	-	1 3%	-	-	-	1 2%	-	-	-	1 1%	2 2%	-	-	-
Very unlikely	12 6%	12 6%	-	-	-	-	5 5%	7 7%	2 11%	5 13% K	-	5 11% K	-	7 12% O	-	5 7% O	2 5%	10 6%	2 4%	10 7%	-	10 7%
Not sure	6 3%	6 3%	-	-	-	-	3 3%	3 3%	1 5%	1 3%	1 1%	2 5%	1 4%	2 3%	1 1%	3 4%	2 5%	4 3%	1 2%	5 3%	-	5 4%
Sigma	200 100%	200 100%	-	-	-	-	99 100%	101 100%	19 100%	39 100%	71 100%	44 100%	27 100%	58 100%	71 100%	71 100%	41 100%	159 100%	47 100%	153 100%	16 100%	137 100%

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

Q711_34. How likely are you to visit websites with the following domain name extensions in the next 6 months?
34. .mx

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	223	223	**	**	**	**	126	97*	41*	73*	93*	13**	3**	114	93*	16**	45*	178	90*	133	77*	56*
Weighted Base	223	223	**	**	**	**	126	97*	41*	73*	93*	13**	3**	114	93*	16**	45*	178	90*	133	77*	56*
TOP 2 BOX (NET)	198 89%	198 89%	-	-	-	-	117 93% H	81 84%	37 90%	64 88%	82 88%	12 92%	3 100%	101 89%	82 88%	15 94%	37 82%	161 90%	82 91%	116 87%	67 87%	49 88%
Very likely	173 78%	173 78%	-	-	-	-	102 81%	71 73%	31 76%	55 75%	73 78%	11 85%	3 100%	86 75%	73 78%	14 88%	31 69%	142 80%	73 81%	100 75%	60 78%	40 71%
Somewhat likely	25 11%	25 11%	-	-	-	-	15 12%	10 10%	6 15%	9 12%	9 10%	1 8%	-	15 13%	9 10%	1 6%	6 13%	19 11%	9 10%	16 12%	7 9%	9 16%
BOTTOM 2 BOX (NET)	14 6%	14 6%	-	-	-	-	5 4%	9 9%	2 5%	4 5%	7 8%	1 8%	-	6 5%	7 8%	1 6%	4 9%	10 6%	5 6%	9 7%	5 6%	4 7%
Somewhat unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	14 6%	14 6%	-	-	-	-	5 4%	9 9%	2 5%	4 5%	7 8%	1 8%	-	6 5%	7 8%	1 6%	4 9%	10 6%	5 6%	9 7%	5 6%	4 7%
Not sure	11 5%	11 5%	-	-	-	-	4 3%	7 7%	2 5%	5 7%	4 4%	-	-	7 6%	4 4%	-	4 9%	7 4%	3 3%	8 6%	5 6%	3 5%
Sigma	223 100%	223 100%	-	-	-	-	126 100%	97 100%	41 100%	73 100%	93 100%	13 100%	3 100%	114 100%	93 100%	16 100%	45 100%	178 100%	90 100%	133 100%	77 100%	56 100%

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

Q716_1. Why are you very likely to visit a website with each of these extensions in the future?

1. .biz

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	879	84*	69*	126	98*	502	512	367	103	324	378	60*	14**	427	378	74*	119	760	522	357	212	145
Weighted Base	879	84*	69*	126	98*	502	512	367	103	324	378	60*	14**	427	378	74*	119	760	522	357	212	145
I've been to this type of website before	336 38%	31 37%	24 35%	59 47% AF	38 39%	184 37%	202 39%	134 37%	40 39%	121 37%	140 37%	29 48%	6 43%	161 38%	140 37%	35 47%	54 45%	282 37%	199 38%	137 38%	77 36%	60 41%
It has information I'm seeking	271 31%	21 25%	18 26%	35 28%	33 34%	164 33%	151 29%	120 33%	41 40% K	96 30%	108 29%	23 38%	3 21%	137 32%	108 29%	26 35%	28 24%	243 32%	167 32%	104 29%	70 33%	34 23%
It seems legitimate	257 29% E	21 25%	24 35% E	39 31%	19 19%	154 31% E	147 29%	110 30%	26 25%	90 28%	115 30%	22 37%	4 29%	116 27%	115 30%	26 35%	24 20%	233 31% Q	152 29%	105 29%	66 31%	39 27%
I trust this extension	256 29% E	24 29%	18 26%	30 24%	20 20%	164 33% AE	145 28%	111 30%	32 31%	104 32%	104 28%	12 20%	4 29%	136 32%	104 28%	16 22%	25 21%	231 30% Q	167 32% T	89 25%	58 27%	31 21%
It's where you go for specific information	240 27%	18 21%	16 23%	31 25%	34 35%	141 28%	147 29%	93 25%	28 27%	82 25%	107 28%	19 32%	4 29%	110 26%	107 28%	23 31%	25 21%	215 28%	153 29%	87 24%	58 27%	29 20%
I'm not afraid of my information being stolen if I go here	155 18% E	12 14%	13 19%	18 14%	9 9%	103 21% AE	91 18%	64 17%	17 17%	71 22% K	57 15%	9 15%	1 7%	88 21% O	57 15%	10 14%	22 18%	133 18%	99 19%	56 16%	36 17%	20 14%
For business use	12 1%	2 2%	-	2 2%	-	8 2%	7 1%	5 1%	1 1%	4 1%	7 2%	-	-	5 1%	7 2%	-	-	12 2%	8 2%	4 1%	2 1%	2 1%
Most popular/common domain name	3	-	-	1 1% F	2 2% AF	-	3 1%	-	-	2 1%	1	-	-	2	1	-	-	3	3 1%	-	-	-
Good/Like site	2	-	1 1%	-	-	1	1	1	-	2 1%	-	-	-	2	-	-	-	2	2	-	-	-
Easy to use/navigate	1	-	1 1% AF	-	-	-	1	-	-	1	-	-	-	1	-	-	-	1	1	-	-	-
Need based/necessity	1	-	-	-	-	1	-	1	-	1	-	-	-	1	-	-	-	1	1	-	-	-
Never visited such website	1	-	-	-	-	1	1	-	1 1%	-	-	-	-	1	-	-	-	1	-	1	1	-
Out of curiosity	1	-	-	-	1 1% AF	-	1	-	-	1	-	-	-	-	1	-	-	1	1	-	-	-
Safe/Secured	1	-	1 1% AF	-	-	-	1	-	-	1	-	-	-	1	-	-	-	1	1	-	-	-
Updated	1	-	-	-	-	1	-	1	1 1%	-	-	-	-	1	-	-	-	1	1	-	-	-

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

Q716_1. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 50

Base: Very Likely To Visit Website With Domain Name Extension

1. .biz

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	879	84*	69*	126	98*	502	512	367	103	324	378	60*	14**	427	378	74*	119	760	522	357	212	145
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_1. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 50

1. .biz

Base: Very Likely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	879	84*	69*	126	98*	502	512	367	103	324	378	60*	14**	427	378	74*	119	760	522	357	212	145
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1*	-	-	-	-	1*	1*	-	-	-	1*	-	-	-	1*	-	-	1*	1*	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	48 5%	8 10%	3 4%	5 4%	7 7%	25 5%	27 5%	21 6%	8 8%	10 3%	24 6%	4 7%	2 14%	18 4%	24 6%	6 8%	6 5%	42 6%	20 4%	28 8%	17 8%	11 8%
Declined to answer	1*	-	-	1 1%	-	-	1*	-	-	-	-	1 2%	-	-	-	1 1%	-	1*	-	1*	1*	-
Sigma	1588 181%	137 163%	119 172%	221 175%	163 166%	948 189%	927 181%	661 180%	195 189%	585 181%	665 176%	119 198%	24 171%	780 183%	665 176%	143 193%	184 155%	1404 185%	976 187%	612 171%	386 182%	226 156%

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

Q716_2. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 51

2. .com

Base: Very Likely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	4904	770	479	787	375	2493	2743	2161	681	1442	2012	529	240	2123	2012	769	874	4030	1933	2971	1114	1857
Weighted Base	4904	770	479	787	375	2493	2743	2161	681	1442	2012	529	240	2123	2012	769	874	4030	1933	2971	1114	1857
I've been to this type of website before	2758 56% EF	529 69% ACDEF	269 56% E	483 61% AEF	175 47%	1302 52% E	1541 56%	1217 56%	383 56%	762 53%	1139 57% J	314 59% J	160 67% IJK	1145 54%	1139 57%	474 62% NO	436 50%	2322 58% Q	1010 52%	1748 59% S	563 51% U	1185 64% J
I trust this extension	2170 44% D	326 42%	194 41%	301 38%	160 43%	1189 48% ABCD	1250 46% H	920 43%	340 50% KLM	687 48% KLM	845 42%	208 39%	90 38%	1027 48% OP	845 42%	298 39%	333 38%	1837 46% Q	971 50% T	1199 40%	515 46% V	684 37%
It has information I'm seeking	2113 43% CD	351 46% CD	181 38%	307 39%	155 41%	1119 45% ACD	1218 44% H	895 41%	331 49% JKLM	627 43%	840 42%	217 41%	98 41%	958 45% OP	840 42%	315 41%	330 38%	1783 44% Q	872 45% T	1241 42%	491 44% V	750 40%
It seems legitimate	1677 34% CE	254 33% C	130 27%	267 34% C	107 29%	919 37% ACE	942 34% H	735 34%	260 38% KLM	504 35% L	684 34%	159 30%	70 29%	764 36% P	684 34% P	229 30%	246 28%	1431 36% Q	722 37% T	955 32%	379 34% V	576 31%
It's where you go for specific information	1603 33% CD	276 36% ACD	133 28%	218 28%	120 32%	856 34% ACD	941 34% H	662 31%	240 35% L	467 32%	661 33%	156 29%	79 33%	707 33% P	661 33% P	235 31%	252 29%	1351 34% Q	700 36% T	903 30%	359 32% V	544 29%
I'm not afraid of my information being stolen if I go here	813 17%	113 15%	75 16%	120 15%	57 15%	448 18% AB	472 17% H	341 16%	142 21% KLM	257 18% K	303 15%	78 15%	33 14%	399 19% OP	303 15% P	111 14%	124 14%	689 17% Q	397 21% T	416 14% V	185 17% V	231 12%
Most popular/common domain name	49 1% F	12 2% F	3 1%	8 1%	8 2% AF	18 1%	27 1%	22 1%	9 1%	15 1%	19 1%	5 1%	1	24 1%	19 1%	6 1%	6 1%	43 1%	27 1% T	22 1%	6 1% V	16 1%
Good/Like site	6	-	1	1	-	4	2	4	1	2	3	-	-	3	3	-	1	5	4	2	1	1
For business use	5	1	-	2	-	2	4	1	-	1	2	1	1	1	2	2	-	5	2	3	1	2
Pioneer/First domain name used on internet	5	-	-	-	1	4	4	1	-	1	4	-	-	1	4	-	-	5	3	2	-	2
Global/Universal	4	-	-	1	-	3	3	1	2	-	2	-	-	2	2	-	-	4	4	-	-	-
Need based/necessity	3	-	-	1	1	1	2	1	-	1	2	-	-	1	2	-	-	3	2	1	1	-
Good/Like name	3	-	-	1	-	2	1	2	2	1	-	-	-	3	-	-	-	3	2	1	1	-
Root domain/Main source for a group of domains/sites	3	2	-	-	-	1	2	1	1	-	1	1	-	1	1	1	2	1	1	2	-	2
Site name (spec.)	2	-	-	-	-	2	2	-	-	1	1	-	-	1	1	-	-	2	1	1	-	1

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

Q716_2. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 51

2. .com

Base: Very Likely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	4904	770	479	787	375	2493	2743	2161	681	1442	2012	529	240	2123	2012	769	874	4030	1933	2971	1114	1857
Easy to use/navigate	2	-	-	-	-	2	-	2	-	1	1	-	-	1	1	-	-	2	2	-	-	-
Out of curiosity	2	-	-	1	-	1	1	1	1	-	1	-	-	1	1	-	1	1	1	1	-	1
High speed/fast	1	-	-	-	-	1	-	1	-	1	-	-	-	1	-	-	-	1	-	1	-	1
Never visited such website	1	-	-	-	-	1	-	1	-	-	-	1	-	-	-	1	-	1	-	1	-	1
Informative	1	-	-	-	-	1	-	1	-	1	-	-	-	1	-	-	-	1	1	-	-	-
Professional/Professional image	1	-	-	-	-	1	1	-	1	-	-	-	-	1	-	-	-	1	1	-	-	-
Safe/Secured	1	-	-	-	-	1	-	1	1	-	-	-	-	1	-	-	-	1	1	-	-	-
Shopping	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	-	1	-	1	1	-
It's an organization site	1	1	-	-	-	-	-	1	-	1	-	-	-	1	-	-	-	1	-	1	-	1
Easy to access	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	-	1	1	-	-	-
Easy to remember name	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	-	1	1	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_2. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 51

2. .com

Base: Very Likely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	4904	770	479	787	375	2493	2743	2161	681	1442	2012	529	240	2123	2012	769	874	4030	1933	2971	1114	1857
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1	1	-	-	-	-	1	-	-	-	-	-	1	-	-	1	-	1	-	1	-	1
None	2	-	-	-	-	2	2	-	-	-	2	-	-	-	2	-	1	1	-	2	1	1
Not sure	62 1% C	13 2% CE	1	17 2% ACEF	1	30 1% C	32 1%	30 1%	8 1%	11 1%	36 2% J	5 1%	2 1%	19 1%	36 2% N	7 1%	13 1%	49 1%	8	54 2% S	11 1%	43 2% U
Declined to answer	2	-	-	2 AF	-	-	2	-	-	-	1	1	-	-	1	1	-	2	-	2	1	1
Sigma	11294 230%	1879 244%	987 206%	1730 220%	785 209%	5913 237%	6453 235%	4841 224%	1722 253%	3344 232%	4547 226%	1146 217%	535 223%	5066 239%	4547 226%	1681 219%	1745 200%	9549 237%	4734 245%	6560 221%	2516 226%	4044 218%

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

Q716_3. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 52

Base: Very Likely To Visit Website With Domain Name Extension

3. .info

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	1534	152	166	252	143	821	908	626	234	530	613	118	39*	764	613	157	241	1293	821	713	389	324
Weighted Base	1534	152	166	252	143	821	908	626	234	530	613	118	39*	764	613	157	241	1293	821	713	389	324
I've been to this type of website before	647 42%	63 41%	70 42%	121 48% A	55 38%	338 41%	400 44%	247 39%	91 39%	210 40%	279 46% J	54 46%	13 33%	301 39%	279 46% N	67 43%	91 38%	556 43%	345 42%	302 42%	148 38%	154 48%
It has information I'm seeking	567 37%	65 43%	59 36%	92 37%	56 39%	295 36%	338 37%	229 37%	94 40%	195 37%	218 36%	48 41%	12 31%	289 38%	218 36%	60 38%	68 28%	499 39% Q	306 37%	261 37%	150 39%	111 34%
It's where you go for specific information	505 33%	49 32%	50 30%	86 34% ACF	60 42% ACF	260 32%	297 33%	208 33%	76 32%	171 32%	206 34%	41 35%	11 28%	247 32%	206 34%	52 33%	65 27%	440 34% Q	291 35% T	214 30%	117 30%	97 30%
I trust this extension	471 31% E	44 29%	44 27%	87 35% E	31 22%	265 32% E	275 30%	196 31%	67 29%	168 32%	182 30%	41 35%	13 33%	235 31%	182 30%	54 34%	60 25%	411 32% Q	277 34% T	194 27%	111 29%	83 26%
It seems legitimate	423 28% E	46 30% E	46 28% E	89 35% E	25 17% AEF	217 26% E	239 26%	184 29%	61 26%	128 24%	181 30% J	39 33% J	14 36%	189 25%	181 30% N	53 34% N	42 17%	381 29% Q	231 28%	192 27%	105 27%	87 27%
I'm not afraid of my information being stolen if I go here	265 17%	22 14%	29 17%	45 18%	17 12%	152 19%	166 18%	99 16%	49 21%	89 17%	101 16%	21 18%	5 13%	138 18%	101 16%	26 17%	29 12%	236 18% Q	166 20% T	99 14%	54 14%	45 14%
Most popular/common domain name	5	-	1 1%	1	1 1%	2	3	2	1	1	3	-	-	2	3	-	-	5	5 1% T	-	-	-
Easy to use/navigate	2	-	1 1%	-	-	1	1	1	-	1	1	-	-	1	1	-	1	1	2	-	-	-
Good/Like site	2	-	-	-	-	2	-	2	-	1	1	-	-	1	1	-	-	2	2	-	-	-
Easy to access	2	-	-	-	1 1%	1	1	1	-	1	1	-	-	1	1	-	1	1	2	-	-	-
Informative	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	-	1	-	1	1	-
Site name (spec.)	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	1 R	-	-	1	1	-
Root domain/Main source for a group of domains/sites	1	-	-	-	-	1	1	-	-	-	-	1 JK	-	-	-	1 NO	-	1	1	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_3. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 52

3. .info

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	1534	152	166	252	143	821	908	626	234	530	613	118	39*	764	613	157	241	1293	821	713	389	324
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_3. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 52

3. .info

Base: Very Likely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	1534	152	166	252	143	821	908	626	234	530	613	118	39*	764	613	157	241	1293	821	713	389	324
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1*	-	-	-	-	1*	-	1*	-	1*	-	-	-	1*	-	-	-	1*	-	1*	-	1*
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	59 4%	10 7% E	6 4%	13 5%	2 1%	28 3%	31 3%	28 4%	14 6%	16 3%	22 4%	6 5%	1 3%	30 4%	22 4%	7 4%	11 5%	48 4%	17 2%	42 6% S	17 4%	25 8%
Declined to answer	2*	-	-	2 1% AF	-	-	2*	-	-	-	1*	1 1% J	-	-	1*	1 1% N	-	2*	1*	1*	1*	-
Sigma	2954 193%	299 197%	306 184%	537 213%	248 173%	1564 190%	1756 193%	1198 191%	453 194%	982 185%	1198 195%	252 214%	69 177%	1435 188%	1198 195%	321 204%	369 153%	2585 200%	1646 200%	1308 183%	705 181%	603 186%

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

Q716_4. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 53

4. .mobi

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	702	45*	67*	78*	111	401	419	283	124	272	275	26**	5**	396	275	31*	111	591	437	265	162	103
Weighted Base	702	45*	67*	78*	111	401	419	283	124	272	275	26**	5**	396	275	31*	111	591	437	265	162	103
I've been to this type of website before	242 34% C	12 27%	15 22%	24 31%	54 49% ABCD	137 34%	152 36%	90 32%	52 42% K	101 37% K	79 29%	8 3%	2 1%	153 39% O	79 29%	10 3%	41 37%	201 34%	159 36%	83 31%	47 29%	36 35%
It has information I'm seeking	198 28%	8 18%	18 27%	18 23%	38 34% B	116 29%	126 30%	72 25%	36 29%	79 29%	75 27%	7 2%	1 1%	115 29%	75 27%	8 2%	19 17%	179 30% Q	134 31%	64 24%	41 25%	23 22%
I trust this extension	188 27%	9 20%	13 19%	20 26%	33 30%	113 28%	108 26%	80 28%	31 25%	91 33% K	61 22%	2 1%	3 1%	122 31% O	61 22%	5 1%	24 22%	164 28%	136 31% T	52 20%	28 17%	24 23%
It seems legitimate	179 25% E	9 20%	21 31% E	21 27%	20 18%	108 27%	101 24%	78 28%	23 19%	68 25%	78 28% I	9 3%	1 1%	91 23%	78 28%	10 3%	14 13%	165 28% Q	119 27%	60 23%	36 22%	24 23%
It's where you go for specific information	172 25%	8 18%	12 18%	25 32%	27 24%	100 25%	111 26%	61 22%	24 19%	71 26%	70 25%	6 2%	1 1%	95 24%	70 25%	7 2%	24 22%	148 25%	113 26%	59 22%	40 25%	19 18%
I'm not afraid of my information being stolen if I go here	114 16% E	4 9%	16 24% BE	9 12%	9 8%	76 19% AE	67 16%	47 17%	18 15%	48 18%	43 16%	5 1%	-	66 17%	43 16%	5 1%	13 12%	101 17%	83 19% T	31 12%	18 11%	13 13%
Mobile device use	8 1%	3 7% ACDEF	-	-	1 1%	4 1%	7 2%	1	1 1%	6 2%	1	-	-	7 2%	1	-	-	8 1%	5 1%	3 1%	1 1%	2 2%
Good/Like site	5 1%	-	1 1%	-	-	4 1%	1	4 1%	2 2%	2 1%	1	-	-	4 1%	1	-	2 2%	3 1%	5 1%	-	-	-
Most popular/common domain name	3	-	-	1 1%	1 1%	1	3 1%	-	1 1%	1	1	-	-	2 1%	1	-	-	3 1%	3 1%	-	-	-
Informative	1	-	-	1 1% AF	-	-	1	-	-	-	1	-	-	-	1	-	-	1	-	1	1 1%	-
Good/Like name	1	-	-	-	-	1	-	1	1 1%	-	-	-	-	1	-	-	-	1	-	1	1 1%	-
Easy to use/navigate	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	-	1	1	-	-	-
High speed/fast	1	-	-	-	-	1	-	1	-	1	-	-	-	1	-	-	-	1	1	-	-	-
Out of curiosity	1	-	-	1 1% AF	-	-	1	-	-	-	-	4%	-	-	-	1 3% NO	-	1	-	1	-	1
Safe/Secured	1	-	1 1% AF	-	-	-	1	-	-	1	-	-	-	1	-	-	-	1	1	-	-	-

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

Q716_4. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 53

4. .mobi

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	702	45*	67*	78*	111	401	419	283	124	272	275	26**	5**	396	275	31*	111	591	437	265	162	103
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_4. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 53

4. .mobi

Base: Very Likely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	702	45*	67*	78*	111	401	419	283	124	272	275	26**	5**	396	275	31*	111	591	437	265	162	103
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1*	-	-	1 1% AF	-	-	1*	-	-	-	1*	-	-	-	1*	-	-	1*	1*	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	51 7%	4 9%	9 13% AE	6 8%	4 4%	28 7%	28 7%	23 8%	9 7%	9 3%	29 11% J	4 15%	-	18 5%	29 11% N	4 13% N	12 11%	39 7%	21 5%	30 11% S	19 12%	11 11%
Declined to answer	1*	-	-	1 1% AF	-	-	1*	-	-	-	-	1 4%	-	-	-	1 3% NO	-	1*	-	1*	1 1%	-
Sigma	1168 166%	57 127%	106 158%	128 164%	187 168%	690 172%	710 169%	458 162%	198 160%	479 176%	440 160%	43 165%	8 160%	677 171%	440 160%	51 165%	149 134%	1019 172%	782 179%	386 146%	233 144%	153 149%

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

Q716_5. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 54

Base: Very Likely To Visit Website With Domain Name Extension

5. .net

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	3437	501	331	493	282	1830	2005	1432	464	1041	1429	341	162	1505	1429	503	558	2879	1508	1929	820	1109
Weighted Base	3437	501	331	493	282	1830	2005	1432	464	1041	1429	341	162	1505	1429	503	558	2879	1508	1929	820	1109
I've been to this type of website before	1815 53% EF	326 65% ACDEF	175 53% E	277 56% EF	125 44%	912 50%	1075 54%	740 52%	241 52%	491 47%	774 54%	211 62% IJK	98 60% J	732 49%	774 54% N	309 61% NO	261 47%	1554 54% Q	745 49%	1070 55% S	401 49%	669 60%
I trust this extension	1340 39% CD	189 38%	107 32%	171 35%	100 35%	773 42% ACDE	806 40%	534 37%	188 41%	435 42% KL	540 38%	122 36%	55 34%	623 41% OP	540 38%	177 35%	187 34%	1153 40% Q	657 44% T	683 35%	324 40% V	359 32%
It has information I'm seeking	1320 38% C	201 40% C	98 30%	176 36%	107 38% C	738 40% AC	808 40% H	512 36%	177 38%	407 39%	550 38%	125 37%	61 38%	584 39%	550 38%	186 37%	170 30%	1150 40% Q	602 40%	718 37%	320 39%	398 36%
It seems legitimate	1124 33% E	157 31%	100 30%	152 31%	70 25%	645 35% AE	665 33%	459 32%	139 30%	355 34%	480 34%	102 30%	48 30%	494 33%	480 34%	150 30%	149 27%	975 34% Q	530 35% T	594 31%	265 32%	329 30%
It's where you go for specific information	957 28% C	142 28% C	62 19%	132 27% C	87 31% C	534 29% C	588 29% H	369 26%	141 30%	281 27%	402 28%	90 26%	43 27%	422 28%	402 28%	133 26%	119 21%	838 29% Q	450 30% T	507 26%	228 28%	279 25%
I'm not afraid of my information being stolen if I go here	511 15%	73 15%	52 16%	68 14%	36 13%	282 15%	307 15%	204 14%	81 17%	150 14%	203 14%	52 15%	25 15%	231 15%	203 14%	77 15%	69 12%	442 15% T	263 17% T	248 13%	117 14%	131 12%
Most popular/common domain name	18 1%	4 1%	3 1%	3 1%	2 1%	6 *	10 *	8 1%	5 1%	7 1%	5 *	1 *	-	12 1%	5 *	1 *	3 1%	15 1%	10 1%	8 *	-	8 1% U
Good/Like site	5 *	-	2 1% A	1 *	-	2 *	2 *	3 *	1 *	2 *	1 *	1 *	-	3 *	1 *	1 *	1 *	4 *	3 *	2 *	1 *	1 *
Good/Like name	4 *	-	-	-	-	4 *	2 *	2 *	1 *	3 *	-	-	-	4 *	-	-	-	4 *	2 *	2 *	2 *	-
Easy to use/navigate	4 *	-	1 *	-	-	3 *	2 *	2 *	2 *	1 *	1 *	-	-	3 *	1 *	-	2 *	2 *	2 *	2 *	1 *	1 *
Global/Universal	3 *	1 *	-	-	-	2 *	1 *	2 *	-	1 *	1 *	1 *	-	1 *	1 *	1 *	-	3 *	2 *	1 *	-	1 *
Informative	3 *	-	-	1 *	-	2 *	2 *	1 *	1 *	-	2 *	-	-	1 *	2 *	-	-	3 *	2 *	1 *	1 *	-
Root domain/Main source for a group of domains/sites	3 *	-	-	-	-	3 *	2 *	1 *	-	1 *	1 *	1 *	-	1 *	1 *	1 *	-	3 *	3 *	-	-	-
Easy to remember name	2 *	-	-	-	-	2 *	1 *	1 *	-	2 *	-	-	-	2 *	-	-	-	2 *	2 *	-	-	-
Need based/necessity	2 *	1 *	-	-	-	1 *	2 *	-	-	-	1 *	-	1 *	-	1 *	1 *	-	2 *	-	2 *	1 *	1 *

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

Q716_5. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 54

5. .net

Base: Very Likely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	3437	501	331	493	282	1830	2005	1432	464	1041	1429	341	162	1505	1429	503	558	2879	1508	1929	820	1109
Site name (spec.)	2	-	-	1	-	1	2	-	-	-	2	-	-	-	2	-	2	-	1	1	1	-
For business use	2	1	-	1	-	-	2	-	-	-	-	1	1	-	-	2	1	1	-	2	-	2
Never visited such website	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	-	1	1	-	-	-
Non-Profit site	1	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1
Out of curiosity	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	-	1
Safe/Secured	1	-	1	-	-	-	1	-	-	1	-	-	-	1	-	-	-	1	1	-	-	-
It's an organization site	1	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	-	1	1	-
Pioneer/First domain name used on internet	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	-	1	1	-	-	-
High speed/fast	1	-	-	-	1	-	1	-	-	1	-	-	-	1	-	-	-	1	1	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_5. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 54

5. .net

Base: Very Likely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	3437	501	331	493	282	1830	2005	1432	464	1041	1429	341	162	1505	1429	503	558	2879	1508	1929	820	1109
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2	-	-	-	-	2	2	-	1	1	-	-	-	2	-	-	-	2	2	-	-	-
None	1	-	-	1	-	-	-	1	-	-	1	-	-	-	1	-	1	-	-	1	-	1
Not sure	69 2%	13 3%	5 2%	17 3%	-	34 2%	37 2%	32 2%	12 3%	17 2%	30 2%	6 2%	4 2%	29 2%	30 2%	10 2%	13 2%	56 2%	18 1%	51 3%	16 2%	35 3%
Declined to answer	3	-	-	2	1	-	3	-	-	1	1	1	-	1	1	1	-	3	2	1	1	-
Sigma	7197 209%	1111 222%	606 183%	1003 203%	529 188%	3948 216%	4325 216%	2872 201%	990 213%	2158 207%	2998 210%	715 210%	336 207%	3148 209%	2998 210%	1051 209%	979 175%	6218 216%	3300 219%	3897 202%	1680 205%	2217 200%

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

Q716_6. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 55

Base: Very Likely To Visit Website With Domain Name Extension

6. .org

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3082	576	387	489	282	1348	1791	1291	420	944	1271	304	143	1364	1271	447	530	2552	1313	1769	720	1049
Weighted Base	3082	576	387	489	282	1348	1791	1291	420	944	1271	304	143	1364	1271	447	530	2552	1313	1769	720	1049
I've been to this type of website before	1662 54% EF	387 67% ACDEF	207 53% E	278 57% EF	121 43%	669 50% E	978 55%	684 53%	229 55%	467 49%	689 54% J	181 60% J	96 67% IJK	696 51%	689 54%	277 62% NO	262 49%	1400 55% Q	646 49%	1016 57% S	351 49%	665 63% U
I trust this extension	1262 41% E	240 42%	147 38%	182 37%	100 35%	593 44% ACDE	730 41%	532 41%	182 43% L	416 44% KL	498 39%	109 36%	57 40% OP	598 44% OP	498 39%	166 37%	186 35%	1076 42% Q	578 44% T	684 39%	284 39%	400 38%
It has information I'm seeking	1241 40% CD	261 45% ACD	138 36%	174 36%	113 40%	555 41% D	735 41%	506 39%	172 41%	365 39%	509 40%	129 42%	66 46%	537 39%	509 40%	195 44%	187 35%	1054 41% Q	529 40%	712 40%	291 40%	421 40%
It seems legitimate	1053 34% E	218 38% ACE	117 30%	157 32%	74 26%	487 36% ACE	617 34%	436 34%	158 38% L	329 35% L	426 34%	87 29%	53 37%	487 36%	426 34%	140 31%	144 27%	909 36% Q	476 36% T	577 33%	234 33%	343 33%
It's where you go for specific information	1028 33% C	220 38% ACF	109 28%	166 34%	93 33%	440 33%	605 34%	423 33%	155 37% JL	297 31%	435 34%	90 30%	51 36%	452 33%	435 34%	141 32%	147 28%	881 35% Q	457 35%	571 32%	229 32%	342 33%
I'm not afraid of my information being stolen if I go here	583 19% DE	110 19%	69 18%	77 16%	41 15%	286 21% ADE	356 20%	227 18%	89 21%	195 21%	221 17%	54 18%	24 17%	284 21% O	221 17%	78 17%	78 15%	505 20% Q	276 21% T	307 17%	132 18%	175 17%
Most popular/common domain name	13	3 1%	1	5 1% AF	1	3	7	6	1	5 1%	4	3 1%	-	6	4	3 1%	2	11	8 1%	5	-	5
It's an organization site	11	4 1%	-	1	1	5	7	4	-	8 1% K	3	-	-	8 1%	3	-	1	10	4	7	2	5
Government site/usage	4	1	-	-	1	2	1	3	1	2	-	1	-	3	-	1	1	3	3	1	1	-
Non-Profit site	4	1	-	2	-	1	2	2	1	1	1	1	-	2	1	1	-	4	2	2	-	2
For business use	3	1	1	1	-	-	1	2	-	1	2	-	-	1	2	-	1	2	1	2	-	2
Good/Like site	3	-	1	-	-	2	1	2	-	1	2	-	-	1	2	-	1	2	2	1	-	1
Safe/Secured	3	-	3 1% ABF	-	-	-	2	1	-	2	1	-	-	2	1	-	-	3	3 T	-	-	-
Easy to use/navigate	2	-	1	-	-	1	2	-	-	2	-	-	-	2	-	-	-	2	2	-	-	-
Professional/Professional image	2	-	1	-	-	1	1	1	-	2	-	-	-	2	-	-	-	2	1	1	1	-

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

Q716_6. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 55

6. .org

Base: Very Likely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	3082	576	387	489	282	1348	1791	1291	420	944	1271	304	143	1364	1271	447	530	2552	1313	1769	720	1049
Informative	2	-	-	1	-	1	2	-	-	1	1	-	-	1	1	-	-	2	-	2	1	1
Global/Universal	1	-	-	-	-	1	-	1	-	-	1	-	-	-	1	-	-	1	1	-	-	-
Out of curiosity	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	-	1	1	-	-	-
Easy to remember name	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	-	1	1	-	-	-
Need based/necessity	1	1	-	-	-	-	1	-	-	-	-	-	1%	-	-	1	-	1	-	1	-	1
Root domain/Main source for a group of domains/sites	1	-	-	-	-	1	1	-	-	-	-	1	-	-	-	1	-	1	1	-	-	-
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_6. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 55

6. .org

Base: Very Likely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	3082	576	387	489	282	1348	1791	1291	420	944	1271	304	143	1364	1271	447	530	2552	1313	1769	720	1049
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1	-	-	1	-	-	1	-	-	-	-	-	1	-	-	1	-	1	-	1	1	-
None	1	-	-	1	-	-	-	1	-	-	1	-	-	-	1	-	1	-	-	1	-	1
Not sure	42 1%	4 1%	3 1%	14 3%	-	21 2%	25 1%	17 1%	7 2%	14 1%	16 1%	4 1%	1 1%	21 2%	16 1%	5 1%	5 1%	37 1%	9 1%	33 2%	14 2%	19 2%
Declined to answer	3	-	-	2	-	1	2	1	-	1	1	1	-	1	1	1	-	3	2	1	1	-
Sigma	6928 225%	1451 252%	798 206%	1063 217%	545 193%	3071 228%	4079 228%	2849 221%	995 237%	2110 224%	2812 221%	661 217%	350 245%	3105 228%	2812 221%	1011 226%	1016 192%	5912 232%	3003 229%	3925 222%	1542 214%	2383 227%

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

Q716_7. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 56

Base: Very Likely To Visit Website With Domain Name Extension

7. .tel

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	541	54*	71*	66*	19**	331	299	242	69*	200	228	33*	11**	269	228	44*	91*	450	345	196	120	76*
Weighted Base	541	54*	71*	66*	19**	331	299	242	69*	200	228	33*	11**	269	228	44*	91*	450	345	196	120	76*
It seems legitimate	163 30%	15 28%	21 30%	20 30%	6 32%	101 31%	86 29%	77 32%	23 33%	55 28%	69 30%	11 33%	5 45%	78 29%	69 30%	16 36%	17 19%	146 32% Q	108 31%	55 28%	34 28%	21 28%
I've been to this type of website before	140 26%	14 26%	19 27%	12 18%	6 32%	89 27%	76 25%	64 26%	21 30%	59 30%	50 22%	9 27%	1 9%	80 30% O	50 22%	10 23%	22 24%	118 26%	99 29% T	41 21%	26 22%	15 20%
I trust this extension	140 26%	10 19%	18 25%	11 17%	2 11%	99 30% AD	72 24%	68 28%	18 26%	72 36% KL	41 18%	6 18%	3 27%	90 33% O	41 18%	9 20%	19 21%	121 27%	102 30% T	38 19%	27 23%	11 14%
It has information I'm seeking	136 25%	16 30%	20 28%	17 26%	6 32%	77 23%	69 23%	67 28%	16 23%	57 29%	53 23%	7 21%	3 27%	73 27%	53 23%	10 23%	14 15%	122 27% Q	95 28%	41 21%	22 18%	19 25%
It's where you go for specific information	122 23%	14 26%	14 20%	12 18%	2 11%	80 24%	72 24%	50 21%	11 16%	55 28%	47 21%	8 24%	1 9%	66 25%	47 21%	9 20%	15 16%	107 24%	94 27% T	28 14%	21 18%	7 9%
I'm not afraid of my information being stolen if I go here	90 17%	7 13%	11 15%	8 12%	3 16%	61 18%	55 18%	35 14%	11 16%	43 22% K	32 14%	3 9%	1 9%	54 20%	32 14%	4 9%	12 13%	78 17%	69 20% T	21 11%	15 13%	6 8%
Good/Like site	3 1%	-	1 1%	-	-	2 1%	1	2 1%	-	2 1%	1	-	-	2 1%	1	-	-	3 1%	3 1%	-	-	-
Most popular/common domain name	2	-	-	1 2%	-	1	2 1%	-	-	1 1%	1	-	-	1	1	-	-	2	2 1%	-	-	-
Never visited such website	2	-	-	-	-	2 1%	1	1	1 1%	1	-	-	-	2 1%	-	-	-	2	1	1 1%	1 1%	-
Easy to remember name	1	-	-	-	-	1	1	-	-	1 1%	-	-	-	1	-	-	-	1	1	-	-	-
Informative	1	-	-	1 2% AF	-	-	1	-	-	-	1	-	-	-	1	-	-	1	-	1 1%	1 1%	-
Out of curiosity	1	-	-	-	1 5%	-	1	-	-	1 1%	-	-	-	1	-	-	-	1	1	-	-	-
Safe/Secured	1	-	1 1% F	-	-	-	1	-	-	1 1%	-	-	-	1	-	-	-	1	1	-	-	-
Updated	1	-	1 1% F	-	-	-	1	-	-	-	1	-	-	-	1	-	-	1	1	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_7. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 56

Base: Very Likely To Visit Website With Domain Name Extension

7. .tel

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	541	54*	71*	66*	19**	331	299	242	69*	200	228	33*	11**	269	228	44*	91*	450	345	196	120	76*
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_7. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 56

7. .tel

Base: Very Likely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	541	54*	71*	66*	19**	331	299	242	69*	200	228	33*	11**	269	228	44*	91*	450	345	196	120	76*
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2%	-	1%	-	-	1%	1%	1%	1%	-	1%	-	-	1%	1%	-	-	2%	1%	1%	1%	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	48 9%	6 11%	6 8%	8 12%	4 21%	24 7%	31 10%	17 7%	10 14%	7 4%	27 12%	3 9%	1 9%	17 6%	27 12%	4 9%	11 12%	37 8%	20 6%	28 14%	12 10%	16 21%
Declined to answer	1%	-	-	1 2%	-	-	1%	-	-	-	-	1 3%	-	-	-	1 2%	-	1%	-	1%	1%	-
Sigma	854 158%	82 152%	113 159%	91 138%	30 158%	538 163%	472 158%	382 158%	112 162%	355 178%	324 142%	48 145%	15 136%	467 174%	324 142%	63 143%	110 121%	744 165%	598 173%	256 131%	161 134%	95 125%

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

Q716_8. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 57

8. .asia

Base: Very Likely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	511	23**	50*	60*	8**	370	270	241	66*	199	207	32*	7**	265	207	39*	67*	444	315	196	128	68*
Weighted Base	511	23**	50*	60*	8**	370	270	241	66*	199	207	32*	7**	265	207	39*	67*	444	315	196	128	68*
It seems legitimate	169 33%	7 30%	18 36%	21 35%	2 25%	121 33%	93 34%	76 32%	18 27%	69 35%	72 35%	8 25%	2 29%	87 33%	72 35%	10 26%	19 28%	150 34%	111 35%	58 30%	37 29%	21 31%
I've been to this type of website before	147 29%	5 22%	11 22%	14 23%	1 13%	116 31% A	86 32%	61 25%	19 29%	57 29%	60 29%	10 31%	1 14%	76 29%	60 29%	11 28%	14 21%	133 30%	100 32%	47 24%	32 25%	15 22%
I trust this extension	146 29%	2 9%	9 18%	13 22%	2 25%	120 32% AC	76 28%	70 29%	23 35% L	70 35% KL	50 24%	3 9%	-	93 35% OP	50 24% P	3 8%	14 21%	132 30%	109 35% T	37 19%	32 25% V	5 7%
It has information I'm seeking	143 28%	4 17%	16 32%	14 23%	3 38%	106 29%	78 29%	65 27%	28 42% K	59 30%	47 23%	7 22%	2 29%	87 33% O	47 23%	9 23%	13 19%	130 29%	92 29%	51 26%	37 29%	14 21%
It's where you go for specific information	135 26%	6 26%	12 24%	17 28%	-	100 27%	83 31% H	52 22%	19 29%	51 26%	53 26%	7 22%	5 71%	70 26%	53 26%	12 31%	10 15%	125 28% Q	90 29%	45 23%	34 27%	11 16%
I'm not afraid of my information being stolen if I go here	111 22%	3 13%	10 20%	10 17%	-	88 24%	64 24%	47 20%	15 23% L	59 30% KL	35 17%	2 6%	-	74 28% OP	35 17%	2 5%	10 15%	101 23%	77 24%	34 17%	25 20%	9 13%
Good/Like site	2	-	1 2%	-	-	1	1	1	-	1 1%	1	-	-	1	1	-	-	2	2 1%	-	-	-
Most popular/common domain name	2	-	-	1 2%	-	1	2 1%	-	-	1 1%	1	-	-	1	1	-	-	2	2 1%	-	-	-
Safe/Secured	2	-	1 2%	-	-	1	2 1%	-	-	2 1%	-	-	-	2 1%	-	-	-	2	1	1 1%	1 1%	-
Informative	1	-	-	1 2% AF	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	1 1%	1 1%	-
Easy to remember name	1	-	-	-	-	1	1	-	-	1 1%	-	-	-	1	-	-	-	1	1	-	-	-
Never visited such website	1	-	-	-	-	1	1	-	1 2%	-	-	-	-	1	-	-	-	1	-	1 1%	1 1%	-
Out of curiosity	1	-	-	-	-	1	-	1	-	1	-	-	-	1	-	-	-	1	-	1 1%	1 1%	-
High speed/fast	1	-	-	-	-	1	-	1	1 2%	-	-	-	-	1	-	-	-	1	1	-	-	-
Specific to my country/state	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	-	1	1	-	-	-

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

Q716_8. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 57

8. .asia

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	511	23**	50*	60*	8**	370	270	241	66*	199	207	32*	7**	265	207	39*	67*	444	315	196	128	68*
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_8. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 57

8. .asia

Base: Very Likely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	511	23**	50*	60*	8**	370	270	241	66*	199	207	32*	7**	265	207	39*	67*	444	315	196	128	68*
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1*	-	-	-	-	1*	1*	-	-	1%	-	-	-	1*	-	-	-	1*	-	1%	1%	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	41 8%	8 35%	5 10%	7 12%	-	21 6%	20 7%	21 9%	7 11%	7 4%	20 10%	6 19%	1 14%	14 5%	20 10%	7 18%	11 16%	30 7%	12 4%	29 15%	13 10%	16 24%
Declined to answer	2*	-	-	1 2%	-	1*	1*	1*	-	1%	-	1 3%	-	1*	-	1 3%	-	2*	1*	1%	1%	-
Sigma	907 177%	35 152%	83 166%	99 165%	8 100%	682 184%	511 189%	396 164%	131 198%	379 190%	342 165%	44 138%	11 157%	510 192%	342 165%	55 141%	91 136%	816 184%	600 190%	307 157%	216 169%	91 134%

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

Q716_9. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 58

Base: Very Likely To Visit Website With Domain Name Extension

9. .pro

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	551	40*	59*	83*	18**	351	288	263	70*	198	235	39*	9**	268	235	48*	77*	474	343	208	138	70*
Weighted Base	551	40*	59*	83*	18**	351	288	263	70*	198	235	39*	9**	268	235	48*	77*	474	343	208	138	70*
It seems legitimate	175 32%	11 28%	20 34%	31 37%	5 28%	108 31%	95 33%	80 30%	17 24%	58 29%	88 37%	10 26%	2 22%	75 28%	88 37%	12 25%	18 23%	157 33%	111 32%	64 31%	44 32%	20 29%
I trust this extension	147 27%	7 18%	11 19%	23 28%	1 6%	105 30%	63 22%	84 32%	21 30%	64 32%	55 23%	6 15%	1 11%	85 32%	55 23%	7 15%	15 19%	132 28%	103 30%	44 21%	30 22%	14 20%
It has information I'm seeking	138 25%	10 25%	12 20%	21 25%	2 11%	93 26%	72 25%	66 25%	17 24%	54 27%	57 24%	7 18%	3 33%	71 26%	57 24%	10 21%	16 21%	122 26%	90 26%	48 23%	33 24%	15 21%
I've been to this type of website before	137 25%	8 20%	13 22%	19 23%	2 11%	95 27%	73 25%	64 24%	14 20%	60 30%	50 21%	11 28%	2 22%	74 28%	50 21%	13 27%	18 23%	119 25%	90 26%	47 23%	35 25%	12 17%
It's where you go for specific information	128 23%	11 28%	14 24%	22 27%	3 17%	78 22%	79 27%	49 19%	17 24%	50 25%	53 23%	6 15%	2 22%	67 25%	53 23%	8 17%	14 18%	114 24%	81 24%	47 23%	37 27%	10 14%
I'm not afraid of my information being stolen if I go here	105 19%	6 15%	10 17%	14 17%	1 6%	74 21%	61 21%	44 17%	10 14%	41 21%	47 20%	7 18%	-	51 19%	47 20%	7 15%	12 16%	93 20%	77 22%	28 13%	22 16%	6 9%
Professional/Professional image	3 1%	-	-	-	-	3 1%	2 1%	1	1 1%	1 1%	1	-	-	2 1%	1	-	-	3 1%	3 1%	-	-	-
Informative	2	-	1 2%	1 1%	-	-	2 1%	-	-	1 1%	1	-	-	1	1	-	-	2	1	1	1 1%	-
Most popular/common domain name	2	-	-	1 1%	-	1	1	1	-	-	2 1%	-	-	-	2 1%	-	-	2	2 1%	-	-	-
Never visited such website	2	-	-	-	-	2 1%	2 1%	-	1 1%	-	1	-	-	1	1	-	-	2	-	2 1%	2 1%	-
Good/Like site	2	-	1 2%	-	-	1	1	1	-	1 1%	1	-	-	1	1	-	-	2	2 1%	-	-	-
Need based/necessity	1	-	-	-	-	1	-	1	-	1 1%	-	-	-	1	-	-	-	1	1	-	-	-
For business use	1	-	-	1 1%	-	-	-	1	1 1%	-	-	-	-	1	-	-	-	1	1	-	-	-
Easy to access	1	-	-	1 1%	-	-	1	-	-	1 1%	-	-	-	1	-	-	-	1	-	1	1 1%	-
Site name (spec.)	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	1 1%	-	-	1	1 1%	-

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

Q716_9. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 58

Base: Very Likely To Visit Website With Domain Name Extension

9. .pro

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	551	40*	59*	83*	18**	351	288	263	70*	198	235	39*	9**	268	235	48*	77*	474	343	208	138	70*
Would not visit this type of website/domain	1	-	-	1 F	-	-	-	1	-	-	1	-	-	-	1	-	-	1	1	-	-	-
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_9. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 58

9. .pro

Base: Very Likely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	551	40*	59*	83*	18**	351	288	263	70*	198	235	39*	9**	268	235	48*	77*	474	343	208	138	70*
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	3 1%	-	-	1 1%	-	2 1%	2 1%	1 *	-	2 1%	1 *	-	-	2 1%	1 *	-	-	3 1%	3 1%	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	45 8% F	7 18% AF	4 7%	8 10%	5 28%	21 6%	23 8%	22 8%	6 9%	10 5%	19 8%	8 21% JK	2 22%	16 6%	19 8%	10 21% NO	7 9%	38 8%	15 4%	30 14% S	18 13%	12 17%
Declined to answer	1 *	-	-	1 1% F	-	-	1 *	-	-	-	-	1 3% JK	-	-	-	1 2% NO	-	1 *	-	1 *	1 1%	-
Sigma	895 162%	60 150%	86 146%	145 175%	19 106%	585 167%	479 166%	416 158%	105 150%	344 174%	378 161%	56 144%	12 133%	449 168%	378 161%	68 142%	101 131%	794 168%	581 169%	314 151%	225 163%	89 127%

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

Q716_10. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 59

Base: Very Likely To Visit Website With Domain Name Extension

10. .coop

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	459	29**	64*	61*	12**	293	250	209	59*	163	198	30*	9**	222	198	39*	65*	394	293	166	113	53*
Weighted Base	459	29**	64*	61*	12**	293	250	209	59*	163	198	30*	9**	222	198	39*	65*	394	293	166	113	53*
It seems legitimate	132 29%	8 28%	22 34%	17 28%	4 33%	81 28%	69 28%	63 30%	11 19%	51 31%	55 28%	11 37%	4 44%	62 28%	55 28%	15 38%	14 22%	118 30%	95 32%	37 22%	22 19%	15 28%
I trust this extension	127 28% C	6 21%	10 16%	19 31% C	2 17%	90 31% C	67 27%	60 29%	21 36% L	46 28%	52 26%	4 13%	4 44%	67 30%	52 26%	8 21%	17 26%	110 28%	92 31% T	35 21%	23 20%	12 23%
It has information I'm seeking	121 26%	5 17%	18 28%	15 25%	2 17%	81 28%	62 25%	59 28%	20 34%	46 28%	46 23%	6 20%	3 33%	66 30%	46 23%	9 23%	12 18%	109 28%	83 28%	38 23%	22 19%	16 30%
I've been to this type of website before	102 22%	5 17%	18 28% D	8 13%	2 17%	69 24%	60 24%	42 20%	8 14%	48 29% IK	40 20%	5 17%	1 11%	56 25%	40 20%	6 15%	7 11%	95 24% Q	73 25%	29 17%	23 20%	6 11%
It's where you go for specific information	98 21%	7 24%	13 20%	14 23%	1 8%	63 22%	61 24%	37 18%	10 17%	34 21%	44 22%	7 23%	3 33%	44 20%	44 22%	10 26%	11 17%	87 22%	73 25% T	25 15%	18 16%	7 13%
I'm not afraid of my information being stolen if I go here	77 17%	5 17%	9 14%	7 11%	2 17%	54 18%	44 18%	33 16%	10 17%	36 22% K	25 13%	4 13%	2 22%	46 21% O	25 13%	6 15%	6 9%	71 18%	59 20% T	18 11%	11 10%	7 13%
Good/Like site	4 1%	-	1 2%	1 2%	-	2 1%	2 1%	2 1%	-	2 1%	2 1%	-	-	2 1%	2 1%	-	-	4 1%	4 1%	-	-	-
Informative	1	-	-	1 2% F	-	-	1	-	-	-	1 1%	-	-	-	1 1%	-	-	1	-	1 1%	1 1%	-
Most popular/common domain name	1	-	-	1 2% F	-	-	1	-	-	-	1 1%	-	-	-	1 1%	-	-	1	1	-	-	-
Never visited such website	1	-	-	-	-	1	1	-	1 2%	-	-	-	-	1	-	-	-	1	-	1 1%	1 1%	-
Safe/Secured	1	-	1 2% F	-	-	-	1	-	-	1 1%	-	-	-	1	-	-	-	1	1	-	-	-
Root domain/Main source for a group of domains/sites	1	-	1 2% F	-	-	-	1	-	-	1 1%	-	-	-	1	-	-	-	1	1	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_10. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 59

10. .coop

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	459	29**	64*	61*	12**	293	250	209	59*	163	198	30*	9**	222	198	39*	65*	394	293	166	113	53*
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_10. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 59

10. .coop

Base: Very Likely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	459	29**	64*	61*	12**	293	250	209	59*	163	198	30*	9**	222	198	39*	65*	394	293	166	113	53*
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	3 1%	-	-	-	-	3 1%	-	3 1%	1 2%	-	2 1%	-	-	1 *	2 1%	-	1 2%	2 1%	-	3 2% S	3 3%	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	43 9%	9 31%	3 5%	8 13%	-	23 8%	21 8%	22 11%	11 19% J	7 4%	22 11% J	3 10%	-	18 8%	22 11%	3 8%	7 11%	36 9%	16 5%	27 16% S	14 12%	13 25%
Declined to answer	2 *	-	-	1 2%	-	1 *	1 *	1 *	-	1 1%	-	1 3% K	-	1 *	-	1 3% O	-	2 1%	1 *	1 1%	1 1%	-
Sigma	714 156%	45 155%	96 150%	92 151%	13 108%	468 160%	392 157%	322 154%	93 158%	273 167%	290 146%	41 137%	17 189%	366 165%	290 146%	58 149%	75 115%	639 162%	499 170%	215 130%	139 123%	76 143%

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

Q716_11. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 60

Base: Very Likely To Visit Website With Domain Name Extension

11. .cn

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	815	**	**	**	**	815	523	292	44*	260	382	110	19**	304	382	129	67*	748	341	474	200	274
Weighted Base	815	**	**	**	**	815	523	292	44*	260	382	110	19**	304	382	129	67*	748	341	474	200	274
I've been to this type of website before	462 57%	-	-	-	-	462 57%	301 58%	161 55%	29 66%	149 57%	214 56%	59 54%	11 58%	178 59%	214 56%	70 54%	26 39%	436 58% Q	193 57%	269 57%	109 55%	160 58%
I trust this extension	388 48%	-	-	-	-	388 48%	251 48%	137 47%	22 50%	139 53% L	175 46%	44 40%	8 42%	161 53% P	175 46%	52 40%	28 42%	360 48%	190 56% T	198 42%	97 49% V	101 37%
It seems legitimate	350 43%	-	-	-	-	350 43%	222 42%	128 44%	14 32%	137 53% IKL	162 42%	36 33%	1 5%	151 50% P	162 42% P	37 29%	20 30%	330 44% Q	141 41%	209 44%	93 47%	116 42%
It has information I'm seeking	320 39%	-	-	-	-	320 39%	222 42% H	98 34%	14 32%	106 41%	158 41%	39 35%	3 16%	120 39%	158 41%	42 33%	20 30%	300 40%	148 43% T	172 36%	71 36% V	101 37%
It's where you go for specific information	257 32%	-	-	-	-	257 32%	177 34%	80 27%	15 34%	91 35% L	125 33% L	25 23%	1 5%	106 35% P	125 33% P	26 20%	14 21%	243 32%	133 39% T	124 26%	64 32% V	60 22%
I'm not afraid of my information being stolen if I go here	143 18%	-	-	-	-	143 18%	99 19%	44 15%	8 2%	53 20% L	69 18%	12 11%	1 5%	61 20% P	69 18% P	13 10%	8 12%	135 18%	76 22% T	67 14%	39 20% V	28 10%
Most popular/common domain name	5 1%	-	-	-	-	5 1%	4 1%	1 *	1 2%	1 *	3 1%	-	-	2 1%	3 1%	-	1 1%	4 1%	4 1%	1 *	-	1 *
Specific to my country/state	4 *	-	-	-	-	4 *	4 1%	-	-	-	4 1%	-	-	-	4 1%	-	-	4 1%	2 1%	2 *	-	2 1%
Government site/usage	1 *	-	-	-	-	1 *	-	1 *	-	-	-	1 1%	-	-	-	1 1%	-	1 *	-	1 *	-	1 *
Easy to remember name	1 *	-	-	-	-	1 *	1 *	-	-	1 *	-	-	-	1 *	-	-	-	1 *	1 *	-	-	-
Good/Like site	1 *	-	-	-	-	1 *	-	1 *	-	1 *	-	-	-	1 *	-	-	-	1 *	1 *	-	-	-
Pioneer/First domain name used on internet	1 *	-	-	-	-	1 *	1 *	-	-	-	1 *	-	-	-	1 *	-	-	1 *	-	1 *	-	1 *
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_11. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 60

11. .cn

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	815	**	**	**	**	815	523	292	44*	260	382	110	19**	304	382	129	67*	748	341	474	200	274
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_11. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 60

11. .cn

Base: Very Likely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	815	-**	-**	-**	-**	815	523	292	44*	260	382	110	19**	304	382	129	67*	748	341	474	200	274
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	-	1	-	1	-	1
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	7 1%	-	-	-	-	7 1%	4 1%	3 1%	-	3 1%	3 1%	1 1%	-	3 1%	3 1%	1 1%	1 1%	6 1%	-	7 1%	4 2%	3 1%
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1941 238%	-	-	-	-	1941 238%	1287 246%	654 224%	103 234%	681 262%	915 240%	217 197%	25 132%	784 258%	915 240%	242 188%	118 176%	1823 244%	889 261%	1052 222%	477 239%	575 210%

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

Q716_12. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 61

Base: Very Likely To Visit Website With Domain Name Extension

12. .vn

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	76*	**	**	**	**	76*	39*	37*	45*	24**	7**	**	**	69*	7**	**	18**	58*	33*	43*	22**	21**
Weighted Base	76*	**	**	**	**	76*	39*	37*	45*	24**	7**	**	**	69*	7**	**	18**	58*	33*	43*	22**	21**
I've been to this type of website before	41 54%	-	-	-	-	41 54%	21 54%	20 54%	26 58%	11 46%	4 57%	-	-	37 54%	4 57%	-	11 61%	30 52%	15 45%	26 60%	12 55%	14 67%
It seems legitimate	39 51%	-	-	-	-	39 51%	19 49%	20 54%	25 56%	11 46%	3 43%	-	-	36 52%	3 43%	-	7 39%	32 55%	16 48%	23 53%	13 59%	10 48%
It has information I'm seeking	39 51%	-	-	-	-	39 51%	19 49%	20 54%	24 53%	12 50%	3 43%	-	-	36 52%	3 43%	-	9 50%	30 52%	14 42%	25 58%	12 55%	13 62%
I trust this extension	34 45%	-	-	-	-	34 45%	16 41%	18 49%	25 56%	9 38%	-	-	-	34 49%	-	-	6 33%	28 48%	17 52%	17 40%	9 41%	8 38%
It's where you go for specific information	30 39%	-	-	-	-	30 39%	18 46%	12 32%	20 44%	8 33%	2 29%	-	-	28 41%	2 29%	-	6 33%	24 41%	11 33%	19 44%	9 41%	10 48%
I'm not afraid of my information being stolen if I go here	20 26%	-	-	-	-	20 26%	12 31%	8 22%	15 33%	5 21%	-	-	-	20 29%	-	-	3 17%	17 29%	9 27%	11 26%	7 32%	4 19%
Most popular/common domain name	1 1%	-	-	-	-	1 1%	-	1 3%	1 2%	-	-	-	-	1 1%	-	-	-	1 2%	-	1 2%	-	1 5%
Updated	1 1%	-	-	-	-	1 1%	-	1 3%	1 2%	-	-	-	-	1 1%	-	-	-	1 2%	-	1 2%	-	1 5%
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_12. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 61

Base: Very Likely To Visit Website With Domain Name Extension

12. .vn

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	76*	-**	-**	-**	-**	76*	39*	37*	45*	24**	7**	-**	-**	69*	7**	-**	18**	58*	33*	43*	22**	21**
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_12. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 61

12. .vn

Base: Very Likely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	76*	-**	-**	-**	-**	76*	39*	37*	45*	24**	7**	-**	-**	69*	7**	-**	18**	58*	33*	43*	22**	21**
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	205 270%	-	-	-	-	205 270%	105 269%	100 270%	137 304%	56 233%	12 171%	-	-	193 280%	12 171%	-	42 233%	163 281%	82 248%	123 286%	62 282%	61 290%

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

Q716_13. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 62

Base: Very Likely To Visit Website With Domain Name Extension

13. .ph

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	120	**	**	**	**	120	49*	71*	25**	39*	47*	9**	**	64*	47*	9**	37*	83*	55*	65*	47*	18**
Weighted Base	120	**	**	**	**	120	49*	71*	25**	39*	47*	9**	**	64*	47*	9**	37*	83*	55*	65*	47*	18**
I trust this extension	63 53%	-	-	-	-	63 53%	27 55%	36 51%	12 48%	18 46%	27 57%	6 67%	-	30 47%	27 57%	6 67%	15 41%	48 58%	26 47%	37 57%	25 53%	12 67%
It has information I'm seeking	62 52%	-	-	-	-	62 52%	26 53%	36 51%	12 48%	20 51%	27 57%	3 33%	-	32 50%	27 57%	3 33%	19 51%	43 52%	22 40%	40 62% S	29 62%	11 61%
I've been to this type of website before	58 48%	-	-	-	-	58 48%	24 49%	34 48%	16 64%	18 46%	21 45%	3 33%	-	34 53%	21 45%	3 33%	17 46%	41 49%	25 45%	33 51%	23 49%	10 56%
It's where you go for specific information	50 42%	-	-	-	-	50 42%	21 43%	29 41%	11 44%	17 44%	19 40%	3 33%	-	28 44%	19 40%	3 33%	14 38%	36 43%	20 36%	30 46%	20 43%	10 56%
It seems legitimate	40 33%	-	-	-	-	40 33%	17 35%	23 32%	7 28%	13 33%	19 40%	1 11%	-	20 31%	19 40%	1 11%	12 32%	28 34%	12 22%	28 43% S	18 38%	10 56%
I'm not afraid of my information being stolen if I go here	25 21%	-	-	-	-	25 21%	11 22%	14 20%	7 28%	8 21%	8 17%	2 22%	-	15 23%	8 17%	2 22%	10 27%	15 18%	12 22%	13 20%	7 15%	6 33%
Government site/usage	1 1%	-	-	-	-	1 1%	-	1 1%	-	-	-	1 11%	-	-	-	1 11%	1 3%	-	-	1 2%	1 2%	-
Informative	1 1%	-	-	-	-	1 1%	-	1 1%	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	1 2%	1 2%	-
Specific to my country/state	1 1%	-	-	-	-	1 1%	1 2%	-	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	1 2%	-	-	-
Root domain/Main source for a group of domains/sites	1 1%	-	-	-	-	1 1%	-	1 1%	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	1 2%	1 2%	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_13. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 62

13. .ph

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	120	**	**	**	**	120	49*	71*	25**	39*	47*	9**	**	64*	47*	9**	37*	83*	55*	65*	47*	18**
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Most popular/common domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_13. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 62

13. .ph

Base: Very Likely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	120	-**	-**	-**	-**	120	49*	71*	25**	39*	47*	9**	-**	64*	47*	9**	37*	83*	55*	65*	47*	18**
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	302 252%	-	-	-	-	302 252%	127 259%	175 246%	65 260%	94 241%	124 264%	19 211%	-	159 248%	124 264%	19 211%	88 238%	214 258%	118 215%	184 283%	125 266%	59 328%

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

Q716_14. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 63

14. .jp

Base: Very Likely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	234	**	**	**	**	234	150	84*	29**	51*	109	30*	15**	80*	109	45*	35*	199	93*	141	11**	130
Weighted Base	234	**	**	**	**	234	150	84*	29**	51*	109	30*	15**	80*	109	45*	35*	199	93*	141	11**	130
I've been to this type of website before	125 53%	-	-	-	-	125 53%	81 54%	44 52%	15 52%	27 53%	60 55%	14 47%	9 60%	42 53%	60 55%	23 51%	18 51%	107 54%	52 56%	73 52%	6 55%	67 52%
It has information I'm seeking	94 40%	-	-	-	-	94 40%	66 44%	28 33%	17 59%	25 49%	38 35%	10 33%	4 27%	42 53% OP	38 35%	14 31%	13 37%	81 41%	42 45%	52 37%	5 45%	47 36%
It's where you go for specific information	61 26%	-	-	-	-	61 26%	46 31% H	15 18%	9 31%	8 16%	31 28%	7 23%	6 40%	17 21%	31 28%	13 29%	9 26%	52 26%	26 28%	35 25%	3 27%	32 25%
I trust this extension	56 24%	-	-	-	-	56 24%	37 25%	19 23%	8 28%	13 25%	21 19%	10 33%	4 27%	21 26%	21 19%	14 31%	8 23%	48 24%	23 25%	33 23%	3 27%	30 23%
It seems legitimate	47 20%	-	-	-	-	47 20%	25 17%	22 26%	5 17%	12 24%	20 18%	7 23%	3 20%	17 21%	20 18%	10 22%	7 20%	40 20%	23 25%	24 17%	2 18%	22 17%
I'm not afraid of my information being stolen if I go here	11 5%	-	-	-	-	11 5%	4 3%	7 8%	3 10%	3 6%	3 3%	2 7%	-	6 8%	3 3%	2 4%	2 6%	9 5%	4 4%	7 5%	1 9%	6 5%
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_14. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 63

Base: Very Likely To Visit Website With Domain Name Extension

14. .jp

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	234	**	**	**	**	234	150	84*	29**	51*	109	30*	15**	80*	109	45*	35*	199	93*	141	11**	130
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Most popular/common domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_14. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 63

14. .jp

Base: Very Likely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	234	-**	-**	-**	-**	234	150	84*	29**	51*	109	30*	15**	80*	109	45*	35*	199	93*	141	11**	130
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	1*	-	-	-	-	1*	1%	-	-	-	1%	-	-	-	1%	-	-	1%	-	1%	-	1%
Not sure	11 5%	-	-	-	-	11 5%	6 4%	5 6%	4 14%	2 4%	5 5%	-	-	6 8%	5 5%	-	3 9%	8 4%	2 2%	9 6%	-	9 7%
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	406 174%	-	-	-	-	406 174%	266 177%	140 167%	61 210%	90 176%	179 164%	50 167%	26 173%	151 189%	179 164%	76 169%	60 171%	346 174%	172 185%	234 166%	20 182%	214 165%

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

Q716_15. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 64

Base: Very Likely To Visit Website With Domain Name Extension

15. .kr

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	151	**	**	**	**	151	85*	66*	19**	49*	68*	12**	3**	68*	68*	15**	25**	126	86*	65*	22**	43*
Weighted Base	151	**	**	**	**	151	85*	66*	19**	49*	68*	12**	3**	68*	68*	15**	25**	126	86*	65*	22**	43*
I've been to this type of website before	77 51%	-	-	-	-	77 51%	46 54%	31 47%	11 58%	28 57%	33 49%	4 33%	1 33%	39 57%	33 49%	5 33%	10 40%	67 53%	44 51%	33 51%	9 41%	24 56%
It seems legitimate	67 44%	-	-	-	-	67 44%	42 49%	25 38%	8 42%	25 51%	30 44%	3 25%	1 33%	33 49%	30 44%	4 27%	8 32%	59 47%	43 50%	24 37%	9 41%	15 35%
It has information I'm seeking	67 44%	-	-	-	-	67 44%	45 53%	22 33%	9 47%	21 43%	28 41%	7 58%	2 67%	30 44%	28 41%	9 60%	12 48%	55 44%	41 48%	26 40%	9 41%	17 40%
I trust this extension	61 40%	-	-	-	-	61 40%	36 42%	25 38%	7 37%	23 47%	26 38%	3 25%	2 67%	30 44%	26 38%	5 33%	9 36%	52 41%	39 45%	22 34%	6 27%	16 37%
It's where you go for specific information	61 40%	-	-	-	-	61 40%	32 38%	29 44%	7 37%	21 43%	27 40%	5 42%	1 33%	28 41%	27 40%	6 40%	11 44%	50 40%	35 41%	26 40%	7 32%	19 44%
I'm not afraid of my information being stolen if I go here	14 9%	-	-	-	-	14 9%	10 12%	4 6%	2 11%	4 8%	6 9%	1 8%	1 33%	6 9%	6 9%	2 13%	1 4%	13 10%	10 12%	4 6%	2 9%	2 5%
Most popular/common domain name	2 1%	-	-	-	-	2 1%	1 1%	1 2%	-	1 2%	1 1%	-	-	1 1%	1 1%	-	-	2 2%	1 1%	1 2%	-	1 2%
Specific to my country/state	2 1%	-	-	-	-	2 1%	2 2%	-	-	1 2%	1 1%	-	-	1 1%	1 1%	-	-	2 2%	2 2%	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_15. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 64

Base: Very Likely To Visit Website With Domain Name Extension

15. .kr

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	151	**	**	**	**	151	85*	66*	19**	49*	68*	12**	3**	68*	68*	15**	25**	126	86*	65*	22**	43*
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_15. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 64

15. .kr

Base: Very Likely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	151	-**	-**	-**	-**	151	85*	66*	19**	49*	68*	12**	3**	68*	68*	15**	25**	126	86*	65*	22**	43*
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 2%	-	1 2%
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	352 233%	-	-	-	-	352 233%	215 253%	137 208%	44 232%	124 253%	153 225%	23 192%	8 267%	168 247%	153 225%	31 207%	51 204%	301 239%	215 250%	137 211%	42 191%	95 221%

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

Q716_16. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 65

16. .ru

Base: Very Likely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	222	**	**	**	**	222	97*	125	34*	81*	98*	8**	1**	115	98*	9**	37*	185	127	95*	55*	40*
Weighted Base	222	**	**	**	**	222	97*	125	34*	81*	98*	8**	1**	115	98*	9**	37*	185	127	95*	55*	40*
I trust this extension	125 56%	-	-	-	-	125 56%	52 54%	73 58%	17 50%	49 60%	55 56%	3 38%	1 100%	66 57%	55 56%	4 44%	18 49%	107 58%	79 62%	46 48%	27 49%	19 48%
It has information I'm seeking	118 53%	-	-	-	-	118 53%	52 54%	66 53%	15 44%	45 56%	54 55%	3 38%	1 100%	60 52%	54 55%	4 44%	20 54%	98 53%	69 54%	49 52%	27 49%	22 55%
I've been to this type of website before	112 50%	-	-	-	-	112 50%	49 51%	63 50%	13 38%	40 49%	55 56%	3 38%	1 100%	53 46%	55 56%	4 44%	17 46%	95 51%	54 43%	58 61%	31 56%	27 68%
It's where you go for specific information	92 41%	-	-	-	-	92 41%	42 43%	50 40%	12 35%	32 40%	44 45%	3 38%	1 100%	44 38%	44 45%	4 44%	14 38%	78 42%	50 39%	42 44%	27 49%	15 38%
It seems legitimate	76 34%	-	-	-	-	76 34%	37 38%	39 31%	8 24%	23 28%	40 41%	4 50%	1 100%	31 27%	40 41%	5 56%	16 43%	60 32%	40 31%	36 38%	19 35%	17 43%
I'm not afraid of my information being stolen if I go here	62 28%	-	-	-	-	62 28%	31 32%	31 25%	5 15%	22 27%	32 33%	2 25%	1 100%	27 23%	32 33%	3 33%	13 35%	49 26%	38 30%	24 25%	15 27%	9 23%
Easy to remember name	1	-	-	-	-	1	-	1	-	1	-	-	-	1	-	-	-	1	1	-	-	-
High speed/fast	1	-	-	-	-	1	-	1	-	1	-	-	-	1	-	-	-	1	1	-	-	-
Most popular/common domain name	1	-	-	-	-	1	-	1	-	-	1	-	-	-	1	-	-	1	1	-	-	-
Need based/necessity	1	-	-	-	-	1	1%	-	-	-	1	-	-	-	1	-	-	1	-	1	2%	-
Root domain/Main source for a group of domains/sites	1	-	-	-	-	1	1%	-	-	-	-	13%	-	-	-	11%	-	1	1	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_16. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 65

16. .ru

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	222	**	**	**	**	222	97*	125	34*	81*	98*	8**	1**	115	98*	9**	37*	185	127	95*	55*	40*
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_16. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 65

16. .ru

Base: Very Likely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	222	-**	-**	-**	-**	222	97*	125	34*	81*	98*	8**	1**	115	98*	9**	37*	185	127	95*	55*	40*
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1*	-	-	-	-	1*	-	1%	-	1%	-	-	-	1%	-	-	-	1%	1%	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	4 2%	-	-	-	-	4 2%	1 1%	3 2%	2 6% K	2 2%	-	-	-	4 3%	-	-	-	4 2%	2 2%	2 2%	1 2%	1 3%
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	595 268%	-	-	-	-	595 268%	266 274%	329 263%	72 212%	216 267%	282 288%	19 238%	6 600%	288 250%	282 288%	25 278%	98 265%	497 269%	337 265%	258 272%	148 269%	110 275%

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

Q716_17. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 66

Base: Very Likely To Visit Website With Domain Name Extension

17. .in

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	516	**	**	**	**	516	306	210	120	171	189	30*	6**	291	189	36*	89*	427	247	269	187	82*
Weighted Base	516	**	**	**	**	516	306	210	120	171	189	30*	6**	291	189	36*	89*	427	247	269	187	82*
I trust this extension	267 52%	-	-	-	-	267 52%	155 51%	112 53%	60 50%	90 53%	99 52%	16 53%	2 33%	150 52%	99 52%	18 50%	40 45%	227 53%	143 58%	124 46%	91 49%	33 40%
I've been to this type of website before	224 43%	-	-	-	-	224 43%	139 45%	85 40%	53 44%	67 39%	84 44%	18 60%	2 33%	120 41%	84 44%	20 56%	32 36%	192 45%	109 44%	115 43%	76 41%	39 48%
It seems legitimate	184 36%	-	-	-	-	184 36%	113 37%	71 34%	35 29%	62 36%	75 40%	10 33%	2 33%	97 33%	75 40%	12 33%	27 30%	157 37%	92 37%	92 34%	64 34%	28 34%
It has information I'm seeking	174 34%	-	-	-	-	174 34%	102 33%	72 34%	46 38%	57 33%	55 29%	14 47%	2 33%	103 35%	55 29%	16 44%	29 33%	145 34%	79 32%	95 35%	64 34%	31 38%
It's where you go for specific information	128 25%	-	-	-	-	128 25%	77 25%	51 24%	26 22%	34 20%	57 30%	11 37%	-	60 21%	57 30%	11 31%	17 19%	111 26%	68 28%	60 22%	39 21%	21 26%
I'm not afraid of my information being stolen if I go here	96 19%	-	-	-	-	96 19%	57 19%	39 19%	20 17%	39 23%	31 16%	6 20%	-	59 20%	31 16%	6 17%	15 17%	81 19%	52 21%	44 16%	32 17%	12 15%
Good/Like site	3 1%	-	-	-	-	3 1%	1	2 1%	1 1%	1 1%	1	-	-	2 1%	1 1%	-	-	3 1%	3 1%	-	-	-
Specific to my country/state	3 1%	-	-	-	-	3 1%	2 1%	1	1 1%	1 1%	1	-	-	2 1%	1 1%	-	-	3 1%	1	2 1%	2 1%	-
Site name (spec.)	1	-	-	-	-	1	-	1	-	-	1 1%	-	-	-	1 1%	-	-	1	1	-	-	-
Shopping	1	-	-	-	-	1	1	-	1 1%	-	-	-	-	1	-	-	-	1	-	1	1 1%	-
Pioneer/First domain name used on internet	1	-	-	-	-	1	1	-	-	1 1%	-	-	-	1	-	-	-	1	1	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_17. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 66

17. .in

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	516	**	**	**	**	516	306	210	120	171	189	30*	6**	291	189	36*	89*	427	247	269	187	82*
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Most popular/common domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_17. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 66

17. .in

Base: Very Likely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	516	-**	-**	-**	-**	516	306	210	120	171	189	30*	6**	291	189	36*	89*	427	247	269	187	82*
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1*	-	-	-	-	1*	-	1*	-	1% JK	-	-	-	1*	-	-	-	1*	1*	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	2*	-	-	-	-	2*	1*	1*	1% JK	-	-	1% JK	-	1*	-	1% O	1% O	1*	-	2% O	2% O	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1085 210%	-	-	-	-	1085 210%	649 212%	436 208%	244 203%	353 206%	404 214%	76 253%	8 133%	597 205%	404 214%	84 233%	161 181%	924 216%	550 223%	535 199%	371 198%	164 200%

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

Q716_18. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 67

Base: Very Likely To Visit Website With Domain Name Extension

18..id

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	168	**	**	**	**	168	89*	79*	43*	67*	55*	3**	**	110	55*	3**	40*	128	107	61*	43*	18**
Weighted Base	168	**	**	**	**	168	89*	79*	43*	67*	55*	3**	**	110	55*	3**	40*	128	107	61*	43*	18**
I've been to this type of website before	93 55%	-	-	-	-	93 55%	44 49%	49 62%	26 60%	34 51%	31 56%	2 67%	-	60 55%	31 56%	2 67%	19 48%	74 58%	55 51%	38 62%	24 56%	14 78%
I trust this extension	91 54%	-	-	-	-	91 54%	48 54%	43 54%	24 56%	39 58%	27 49%	1 33%	-	63 57%	27 49%	1 33%	17 43%	74 58%	57 53%	34 56%	23 53%	11 61%
It has information I'm seeking	78 46%	-	-	-	-	78 46%	39 44%	39 49%	20 47%	29 43%	28 51%	1 33%	-	49 45%	28 51%	1 33%	20 50%	58 45%	45 42%	33 54%	24 56%	9 50%
It seems legitimate	68 40%	-	-	-	-	68 40%	31 35%	37 47%	20 47%	26 39%	20 36%	2 67%	-	46 42%	20 36%	2 67%	14 35%	54 42%	51 48%	17 28%	11 26%	6 33%
It's where you go for specific information	52 31%	-	-	-	-	52 31%	29 33%	23 29%	18 42%	16 24%	17 31%	1 33%	-	34 31%	17 31%	1 33%	13 33%	39 30%	33 31%	19 31%	15 35%	4 22%
I'm not afraid of my information being stolen if I go here	46 27%	-	-	-	-	46 27%	21 24%	25 32%	17 40%	20 30%	8 15%	1 33%	-	37 34%	8 15%	1 33%	10 25%	36 28%	30 28%	16 26%	13 30%	3 17%
Specific to my country/state	4 2%	-	-	-	-	4 2%	1 1%	3 4%	1 2%	1 1%	2 4%	-	-	2 2%	2 4%	-	-	4 3%	2 2%	2 3%	1 2%	1 6%
Most popular/common domain name	3 2%	-	-	-	-	3 2%	2 2%	1 1%	3 7%	-	-	-	-	3 3%	-	-	-	3 2%	3 3%	-	-	-
Safe/Secured	1 1%	-	-	-	-	1 1%	1 1%	-	1 2%	-	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_18. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 67

Base: Very Likely To Visit Website With Domain Name Extension

18..id

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	168	**	**	**	**	168	89*	79*	43*	67*	55*	3**	**	110	55*	3**	40*	128	107	61*	43*	18**
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_18. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 67

18. .id

Base: Very Likely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	168	-**	-**	-**	-**	168	89*	79*	43*	67*	55*	3**	-**	110	55*	3**	40*	128	107	61*	43*	18**
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	1 1%	-	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	437 260%	-	-	-	-	437 260%	216 243%	221 280%	130 302%	166 248%	133 242%	8 267%	-	296 269%	133 242%	8 267%	93 233%	344 269%	278 260%	159 261%	111 258%	48 267%

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

Q716_19. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 68

Base: Very Likely To Visit Website With Domain Name Extension

19. .ng

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	165	**	**	**	165	**	131	34*	26**	90*	46*	2**	1**	116	46*	3**	46*	119	78*	87*	59*	28**
Weighted Base	165	**	**	**	165	**	131	34*	26**	90*	46*	2**	1**	116	46*	3**	46*	119	78*	87*	59*	28**
I've been to this type of website before	70 42%	-	-	-	70 42%	-	50 38%	20 59% G	7 27%	41 46%	20 43%	1 50%	1 100%	48 41%	20 43%	2 67%	19 41%	51 43%	35 45%	35 40%	23 39%	12 43%
It has information I'm seeking	60 36%	-	-	-	60 36%	-	49 37%	11 32%	10 38%	30 33%	18 39%	1 50%	1 100%	40 34%	18 39%	2 67%	14 30%	46 39%	21 27%	39 45% S	29 49%	10 36%
It's where you go for specific information	56 34%	-	-	-	56 34%	-	47 36%	9 26%	8 31%	27 30%	18 39%	2 100%	1 100%	35 30%	18 39%	3 100%	14 30%	42 35%	22 28%	34 39%	23 39%	11 39%
I trust this extension	46 28%	-	-	-	46 28%	-	40 31%	6 18%	9 35%	22 24%	14 30%	1 50%	-	31 27%	14 30%	1 33%	15 33%	31 26%	27 35%	19 22%	11 19%	8 29%
It seems legitimate	37 22%	-	-	-	37 22%	-	33 25%	4 12%	8 31%	15 17%	11 24%	2 100%	1 100%	23 20%	11 24%	3 100%	9 20%	28 24%	14 18%	23 26%	17 29%	6 21%
I'm not afraid of my information being stolen if I go here	17 10%	-	-	-	17 10%	-	16 12%	1 3%	3 12%	8 9%	5 11%	1 50%	-	11 9%	5 11%	1 33%	2 4%	15 13%	8 10%	9 10%	7 12%	2 7%
Specific to my country/state	3 2%	-	-	-	3 2%	-	3 2%	-	-	1 1%	2 4%	-	-	1 1%	2 4%	-	-	3 3%	3 4%	-	-	-
Government site/usage	2 1%	-	-	-	2 1%	-	2 2%	-	-	2 2%	-	-	-	2 2%	-	-	-	2 2%	1 1%	1 1%	1 2%	-
Most popular/common domain name	1 1%	-	-	-	1 1%	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	-	-
Pioneer/First domain name used on internet	1 1%	-	-	-	1 1%	-	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	1 1%	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_19. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 68

Base: Very Likely To Visit Website With Domain Name Extension

19. .ng

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	165	**	**	**	165	**	131	34*	26**	90*	46*	2**	1**	116	46*	3**	46*	119	78*	87*	59*	28**
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_19. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 68

19. .ng

Base: Very Likely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	165	-**	-**	-**	165	-**	131	34*	26**	90*	46*	2**	1**	116	46*	3**	46*	119	78*	87*	59*	28**
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	293 178%	-	-	-	293 178%	-	242 185%	51 150%	45 173%	147 163%	89 193%	8 400%	4 400%	192 166%	89 193%	12 400%	73 159%	220 185%	133 171%	160 184%	111 188%	49 175%

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

Q716_20. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 69

20. .za

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	90*	**	**	**	90*	**	37*	53*	19**	32*	33*	5**	1**	51*	33*	6**	19**	71*	38*	52*	23**	29**
Weighted Base	90*	**	**	**	90*	**	37*	53*	19**	32*	33*	5**	1**	51*	33*	6**	19**	71*	38*	52*	23**	29**
I've been to this type of website before	49 54%	-	-	-	49 54%	-	24 65%	25 47%	12 63%	18 56%	15 45%	3 60%	1 100%	30 59%	15 45%	4 67%	13 68%	36 51%	23 61%	26 50%	12 52%	14 48%
I trust this extension	35 39%	-	-	-	35 39%	-	11 30%	24 45%	9 47%	15 47%	10 30%	1 20%	-	24 47%	10 30%	1 17%	7 37%	28 39%	12 32%	23 44%	10 43%	13 45%
It's where you go for specific information	33 37%	-	-	-	33 37%	-	11 30%	22 42%	9 47%	9 28%	13 39%	1 20%	1 100%	18 35%	13 39%	2 33%	9 47%	24 34%	12 32%	21 40%	10 43%	11 38%
It has information I'm seeking	32 36%	-	-	-	32 36%	-	13 35%	19 36%	9 47%	12 38%	7 21%	3 60%	100%	21 41%	7 21%	4 67%	6 32%	26 37%	15 39%	17 33%	8 35%	9 31%
It seems legitimate	21 23%	-	-	-	21 23%	-	9 24%	12 23%	2 11%	11 34%	5 15%	3 60%	-	13 25%	5 15%	3 50%	3 16%	18 25%	7 18%	14 27%	6 26%	8 28%
I'm not afraid of my information being stolen if I go here	10 11%	-	-	-	10 11%	-	5 14%	5 9%	-	4 13%	5 15%	1 20%	-	4 8%	5 15%	1 17%	1 5%	9 13%	5 13%	5 10%	2 9%	3 10%
Specific to my country/state	2 2%	-	-	-	2 2%	-	1 3%	1 2%	1 5%	-	1 3%	-	-	1 2%	1 3%	-	-	2 3%	2 5%	-	-	-
Shopping	1 1%	-	-	-	1 1%	-	1 3%	-	1 5%	-	-	-	-	1 2%	-	-	-	1 1%	1 3%	-	-	-
High speed/fast	1 1%	-	-	-	1 1%	-	1 3%	-	-	1 3%	-	-	-	1 2%	-	-	-	1 1%	-	1 2%	-	1 3%
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_20. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 69

20. .za

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	90*	-**	-**	-**	90*	-**	37*	53*	19**	32*	33*	5**	1**	51*	33*	6**	19**	71*	38*	52*	23**	29**
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Most popular/common domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_20. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 69

20. .za

Base: Very Likely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	90*	-**	-**	-**	90*	-**	37*	53*	19**	32*	33*	5**	1**	51*	33*	6**	19**	71*	38*	52*	23**	29**
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	184 204%	-	-	-	184 204%	-	76 205%	108 204%	43 226%	70 219%	56 170%	12 240%	3 300%	113 222%	56 170%	15 250%	39 205%	145 204%	77 203%	107 206%	48 209%	59 203%

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

Q716_21. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 70

Base: Very Likely To Visit Website With Domain Name Extension

21. .eg

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	65*	**	**	**	65*	**	55*	10**	16**	23**	23**	3**	**	39*	23**	3**	8**	57*	41*	24**	20**	4**
Weighted Base	65*	**	**	**	65*	**	55*	10**	16**	23**	23**	3**	**	39*	23**	3**	8**	57*	41*	24**	20**	4**
I've been to this type of website before	34 52%	-	-	-	34 52%	-	29 53%	5 50%	11 69%	8 35%	14 61%	1 33%	-	19 49%	14 61%	1 33%	2 25%	32 56%	21 51%	13 54%	11 55%	2 50%
It seems legitimate	29 45%	-	-	-	29 45%	-	25 45%	4 40%	8 50%	9 39%	10 43%	2 67%	-	17 44%	10 43%	2 67%	5 63%	24 42%	16 39%	13 54%	11 55%	2 50%
I trust this extension	26 40%	-	-	-	26 40%	-	22 40%	4 40%	7 44%	9 39%	10 43%	-	-	16 41%	10 43%	-	3 38%	23 40%	18 44%	8 33%	6 30%	2 50%
It has information I'm seeking	25 38%	-	-	-	25 38%	-	22 40%	3 30%	8 50%	8 35%	9 39%	-	-	16 41%	9 39%	-	2 25%	23 40%	18 44%	7 29%	6 30%	1 25%
It's where you go for specific information	24 37%	-	-	-	24 37%	-	21 38%	3 30%	7 44%	7 30%	10 43%	-	-	14 36%	10 43%	-	1 13%	23 40%	20 49%	4 17%	2 10%	2 50%
I'm not afraid of my information being stolen if I go here	11 17%	-	-	-	11 17%	-	11 20%	-	5 31%	1 4%	5 22%	-	-	6 15%	5 22%	-	1 13%	10 18%	9 22%	2 8%	2 10%	-
Specific to my country/state	2 3%	-	-	-	2 3%	-	2 4%	-	-	2 9%	-	-	-	2 5%	-	-	-	2 4%	2 5%	-	-	-
Government site/usage	1 2%	-	-	-	1 2%	-	1 2%	-	-	1 4%	-	-	-	1 3%	-	-	-	1 2%	1 2%	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_21. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 70

21. .eg

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	65*	-**	-**	-**	65*	-**	55*	10**	16**	23**	23**	3**	-**	39*	23**	3**	8**	57*	41*	24**	20**	4**
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Most popular/common domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_21. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 70

21. .eg

Base: Very Likely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	65*	-**	-**	-**	65*	-**	55*	10**	16**	23**	23**	3**	-**	39*	23**	3**	8**	57*	41*	24**	20**	4**
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	152 234%	-	-	-	152 234%	-	133 242%	19 190%	46 288%	45 196%	58 252%	3 100%	-	91 233%	58 252%	3 100%	14 175%	138 242%	105 256%	47 196%	38 190%	9 225%

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

Q716_22. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 71

22. .co

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	88*	**	88*	**	**	**	50*	38*	6**	16**	40*	19**	7**	22**	40*	26**	30*	58*	37*	51*	30*	21**
Weighted Base	88*	**	88*	**	**	**	50*	38*	6**	16**	40*	19**	7**	22**	40*	26**	30*	58*	37*	51*	30*	21**
I've been to this type of website before	54 61%	-	54 61%	-	-	-	29 58%	25 66%	4 67%	9 56%	21 53%	15 79%	5 71%	13 59%	21 53%	20 77%	15 50%	39 67%	24 65%	30 59%	16 53%	14 67%
It has information I'm seeking	33 38%	-	33 38%	-	-	-	16 32%	17 45%	5 83%	6 38%	14 35%	6 32%	2 29%	11 50%	14 35%	8 31%	11 37%	22 38%	14 38%	19 37%	12 40%	7 33%
I trust this extension	32 36%	-	32 36%	-	-	-	20 40%	12 32%	4 67%	7 44%	9 23%	8 42%	4 57%	11 50%	9 23%	12 46%	10 33%	22 38%	11 30%	21 41%	13 43%	8 38%
It's where you go for specific information	21 24%	-	21 24%	-	-	-	12 24%	9 24%	-	4 25%	11 28%	3 16%	3 43%	4 18%	11 28%	6 23%	5 17%	16 28%	7 19%	14 27%	8 27%	6 29%
It seems legitimate	16 18%	-	16 18%	-	-	-	9 18%	7 18%	1 17%	5 31%	6 15%	2 11%	2 29%	6 27%	6 15%	4 15%	4 13%	12 21%	8 22%	8 16%	4 13%	4 19%
I'm not afraid of my information being stolen if I go here	13 15%	-	13 15%	-	-	-	9 18%	4 11%	-	3 19%	5 13%	2 11%	3 43%	3 14%	5 13%	5 19%	2 7%	11 19%	5 14%	8 16%	4 13%	4 19%
Specific to my country/state	1 1%	-	1 1%	-	-	-	1 2%	-	-	1 6%	-	-	-	1 5%	-	-	-	1 2%	1 3%	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_22. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 71

22. .co

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	88*	-**	88*	-**	-**	-**	50*	38*	6**	16**	40*	19**	7**	22**	40*	26**	30*	58*	37*	51*	30*	21**
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Most popular/common domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_22. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 71

22. .co

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	88*	-**	88*	-**	-**	-**	50*	38*	6**	16**	40*	19**	7**	22**	40*	26**	30*	58*	37*	51*	30*	21**
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	1 1%	-	1 1%	-	-	-	1 2%	-	-	-	-	1 5%	-	-	-	1 4%	1 3%	-	-	1 2%	1 3%	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	171 194%	-	171 194%	-	-	-	97 194%	74 195%	14 233%	35 219%	66 165%	37 195%	19 271%	49 223%	66 165%	56 215%	48 160%	123 212%	70 189%	101 198%	58 193%	43 205%

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

Q716_23. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 72

23. .ar

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	79*	**	79*	**	**	**	35*	44*	11**	17**	39*	8**	4**	28**	39*	12**	16**	63*	32*	47*	19**	28**
Weighted Base	79*	**	79*	**	**	**	35*	44*	11**	17**	39*	8**	4**	28**	39*	12**	16**	63*	32*	47*	19**	28**
I've been to this type of website before	48 61%	-	48 61%	-	-	-	21 60%	27 61%	9 82%	10 59%	24 62%	4 50%	1 25%	19 68%	24 62%	5 42%	11 69%	37 59%	18 56%	30 64%	10 53%	20 71%
It has information I'm seeking	37 47%	-	37 47%	-	-	-	13 37%	24 55%	7 64%	11 65%	15 38%	2 25%	2 50%	18 64%	15 38%	4 33%	6 38%	31 49%	12 38%	25 53%	7 37%	18 64%
I trust this extension	30 38%	-	30 38%	-	-	-	13 37%	17 39%	7 64%	9 53%	12 31%	1 13%	1 25%	16 57%	12 31%	2 17%	6 38%	24 38%	12 38%	18 38%	8 42%	10 36%
It seems legitimate	24 30%	-	24 30%	-	-	-	10 29%	14 32%	5 45%	6 35%	11 28%	2 25%	-	11 39%	11 28%	2 17%	4 25%	20 32%	11 34%	13 28%	4 21%	9 32%
It's where you go for specific information	20 25%	-	20 25%	-	-	-	9 26%	11 25%	5 45%	1 6%	10 26%	4 50%	-	6 21%	10 26%	4 33%	6 38%	14 22%	7 22%	13 28%	4 21%	9 32%
I'm not afraid of my information being stolen if I go here	9 11%	-	9 11%	-	-	-	4 11%	5 11%	2 18%	2 12%	3 8%	1 13%	1 25%	4 14%	3 8%	2 17%	3 19%	6 10%	4 13%	5 11%	1 5%	4 14%
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_23. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 72

23. .ar

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	79*	-**	79*	-**	-**	-**	35*	44*	11**	17**	39*	8**	4**	28**	39*	12**	16**	63*	32*	47*	19**	28**
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Most popular/common domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_23. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 72

23. .ar

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	79*	-**	79*	-**	-**	-**	35*	44*	11**	17**	39*	8**	4**	28**	39*	12**	16**	63*	32*	47*	19**	28**
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	1 1%	-	1 1%	-	-	-	-	1 2%	-	-	1 3%	-	-	-	1 3%	-	-	1 2%	1 3%	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	169 214%	-	169 214%	-	-	-	70 200%	99 225%	35 318%	39 229%	76 195%	14 175%	5 125%	74 264%	76 195%	19 158%	36 225%	133 211%	65 203%	104 221%	34 179%	70 250%

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

Q716_24. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 73

24. .br

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	292	**	292	**	**	**	149	143	56*	107	100	18**	11**	163	100	29**	70*	222	120	172	86*	86*
Weighted Base	292	**	292	**	**	**	149	143	56*	107	100	18**	11**	163	100	29**	70*	222	120	172	86*	86*
I've been to this type of website before	156 53%	-	156 53%	-	-	-	79 53%	77 54%	36 64%	57 53%	49 49%	9 50%	5 45%	93 57%	49 49%	14 48%	29 41%	127 57% Q	61 51%	95 55%	40 47%	55 64% U
I trust this extension	115 39%	-	115 39%	-	-	-	62 42%	53 37%	26 46%	44 41%	33 33%	7 39%	5 45%	70 43%	33 33%	12 41%	29 41%	86 39%	52 43%	63 37%	38 44% V	25 29%
It has information I'm seeking	98 34%	-	98 34%	-	-	-	56 38%	42 29%	23 41%	34 32%	31 31%	7 39%	3 27%	57 35%	31 31%	10 34%	20 29%	78 35%	47 39%	51 30%	28 33%	23 27%
It seems legitimate	79 27%	-	79 27%	-	-	-	44 30%	35 24%	22 39% K	32 30%	20 20%	4 22%	1 9%	54 33% O	20 20%	5 17%	18 26%	61 27%	35 29%	44 26%	28 33% V	16 19%
It's where you go for specific information	59 20%	-	59 20%	-	-	-	28 19%	31 22%	13 23%	21 20%	23 23%	1 6%	1 9%	34 21%	23 23%	2 7%	12 17%	47 21%	21 18%	38 22%	22 26%	16 19%
I'm not afraid of my information being stolen if I go here	45 15%	-	45 15%	-	-	-	18 12%	27 19%	10 18% K	26 24% K	7 7%	-	2 18%	36 22% O	7 7%	2 7%	10 14%	35 16%	23 19%	22 13%	15 17%	7 8%
Most popular/common domain name	3 1%	-	3 1%	-	-	-	2 1%	1 1%	1 2%	1 1%	-	-	1 9%	2 1%	-	1 3%	1 1%	2 1%	3 3% T	-	-	-
Specific to my country/state	2 1%	-	2 1%	-	-	-	1 1%	1 1%	1 2%	1 1%	-	-	-	2 1%	-	-	2 3% R	-	2 2%	-	-	-
Safe/Secured	1	-	1	-	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	-	1	-	1 1%	1 1%	-
Good/Like site	1	-	1	-	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	-	1	1 1%	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_24. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 73

24. .br

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	292	**	292	**	**	**	149	143	56*	107	100	18**	11**	163	100	29**	70*	222	120	172	86*	86*
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_24. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 73

24. .br

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	292	-**	292	-**	-**	-**	149	143	56*	107	100	18**	11**	163	100	29**	70*	222	120	172	86*	86*
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	1*	-	1*	-	-	-	1%	-	-	1%	-	-	-	1%	-	-	-	1*	-	1%	-	1%
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	560 192%	-	560 192%	-	-	-	293 197%	267 187%	132 236%	219 205%	163 163%	28 156%	18 164%	351 215%	163 163%	46 159%	121 173%	439 198%	245 204%	315 183%	172 200%	143 166%

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

Q716_25. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 74

Base: Very Likely To Visit Website With Domain Name Extension

25. .it

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	75*	**	**	75*	**	**	47*	28**	3**	8**	47*	11**	6**	11**	47*	17**	15**	60*	22**	53*	11**	42*
Weighted Base	75*	**	**	75*	**	**	47*	28**	3**	8**	47*	11**	6**	11**	47*	17**	15**	60*	22**	53*	11**	42*
I trust this extension	33 44%	-	-	33 44%	-	-	24 51%	9 32%	-	3 38%	23 49%	5 45%	2 33%	3 27%	23 49%	7 41%	5 33%	28 47%	13 59%	20 38%	5 45%	15 36%
It has information I'm seeking	30 40%	-	-	30 40%	-	-	19 40%	11 39%	1 33%	5 63%	19 40%	3 27%	2 33%	6 55%	19 40%	5 29%	7 47%	23 38%	10 45%	20 38%	5 45%	15 36%
I've been to this type of website before	27 36%	-	-	27 36%	-	-	16 34%	11 39%	1 33%	5 63%	17 36%	3 27%	1 17%	6 55%	17 36%	4 24%	9 60%	18 30%	7 32%	20 38%	5 45%	15 36%
It's where you go for specific information	24 32%	-	-	24 32%	-	-	16 34%	8 29%	-	1 13%	18 38%	4 36%	1 17%	1 9%	18 38%	5 29%	7 47%	17 28%	6 27%	18 34%	5 45%	13 31%
It seems legitimate	19 25%	-	-	19 25%	-	-	12 26%	7 25%	-	3 38%	12 26%	2 18%	2 33%	3 27%	12 26%	4 24%	5 33%	14 23%	5 23%	14 26%	3 27%	11 26%
I'm not afraid of my information being stolen if I go here	6 8%	-	-	6 8%	-	-	3 6%	3 11%	1 33%	2 25%	1 2%	1 9%	1 17%	2 37%	1 2%	2 12%	-	6 10%	1 5%	5 9%	1 9%	4 10%
Informative	1 1%	-	-	1 1%	-	-	1 2%	-	-	-	1 2%	-	-	-	1 2%	-	-	1 2%	-	1 2%	1 9%	-
Most popular/common domain name	1 1%	-	-	1 1%	-	-	1 2%	-	-	-	1 2%	-	-	-	1 2%	-	-	1 2%	1 5%	-	-	-
Specific to my country/state	1 1%	-	-	1 1%	-	-	-	1 4%	-	-	1 2%	-	-	-	1 2%	-	-	1 2%	-	1 2%	-	1 2%
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_25. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 74

25. .it

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	75*	**	**	75*	**	**	47*	28**	3**	8**	47*	11**	6**	11**	47*	17**	15**	60*	22**	53*	11**	42*
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_25. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 74

25. .it

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	75*	-**	-**	75*	-**	-**	47*	28**	3**	8**	47*	11**	6**	11**	47*	17**	15**	60*	22**	53*	11**	42*
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	1 1%	-	-	1 1%	-	-	1 2%	-	-	-	-	1 9%	-	-	-	1 6%	-	1 2%	-	1 2%	1 9%	-
Sigma	143 191%	-	-	143 191%	-	-	93 198%	50 179%	3 100%	19 238%	93 198%	19 173%	9 150%	22 200%	93 198%	28 165%	33 220%	110 183%	43 195%	100 189%	26 236%	74 176%

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

Q716_26. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 75

26. .tr

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	77*	**	**	77*	**	**	48*	29**	16**	31*	27**	3**	**	47*	27**	3**	12**	65*	18**	59*	39*	20**
Weighted Base	77*	**	**	77*	**	**	48*	29**	16**	31*	27**	3**	**	47*	27**	3**	12**	65*	18**	59*	39*	20**
I trust this extension	38 49%	-	-	38 49%	-	-	20 42%	18 62%	6 38%	18 58%	13 48%	33%	-	24 51%	13 48%	1 33%	5 42%	33 51%	10 56%	28 47%	20 51%	8 40%
I've been to this type of website before	30 39%	-	-	30 39%	-	-	16 33%	14 48%	8 50%	13 42%	9 33%	-	-	21 45%	9 33%	-	4 33%	26 40%	8 44%	22 37%	14 36%	8 40%
It seems legitimate	28 36%	-	-	28 36%	-	-	15 31%	13 45%	6 38%	12 39%	8 30%	2 67%	-	18 38%	8 30%	2 67%	4 33%	24 37%	8 44%	20 34%	11 28%	9 45%
It's where you go for specific information	24 31%	-	-	24 31%	-	-	14 29%	10 34%	7 44%	8 26%	8 30%	1 33%	-	15 32%	8 30%	1 33%	4 33%	20 31%	6 33%	18 31%	12 31%	6 30%
It has information I'm seeking	23 30%	-	-	23 30%	-	-	16 33%	7 24%	5 31%	12 39%	6 22%	-	-	17 36%	6 22%	-	-	23 35%	6 33%	17 29%	13 33%	4 20%
I'm not afraid of my information being stolen if I go here	11 14%	-	-	11 14%	-	-	7 15%	4 14%	3 19%	3 10%	5 19%	-	-	6 13%	5 19%	-	1 8%	10 15%	2 11%	9 15%	8 21%	1 5%
Specific to my country/state	1 1%	-	-	1 1%	-	-	1 2%	-	-	1 3%	-	-	-	1 2%	-	-	-	1 2%	-	1 2%	1 3%	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_26. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 75

26. .tr

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	77*	-**	-**	77*	-**	-**	48*	29**	16**	31*	27**	3**	-**	47*	27**	3**	12**	65*	18**	59*	39*	20**
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Most popular/common domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_26. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 75

26. .tr

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	77*	-**	-**	77*	-**	-**	48*	29**	16**	31*	27**	3**	-**	47*	27**	3**	12**	65*	18**	59*	39*	20**
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	2 3%	-	-	2 3%	-	-	2 4%	-	-	2 6%	-	-	-	2 4%	-	-	-	2 3%	-	2 3%	2 5%	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	157 204%	-	-	157 204%	-	-	91 190%	66 228%	35 219%	69 223%	49 181%	4 133%	-	104 221%	49 181%	4 133%	18 150%	139 214%	40 222%	117 198%	81 208%	36 180%

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

Q716_27. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 76

27. .es

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	78*	**	**	78*	**	**	49*	29**	1**	15**	52*	7**	3**	16**	52*	10**	15**	63*	21**	57*	11**	46*
Weighted Base	78*	**	**	78*	**	**	49*	29**	1**	15**	52*	7**	3**	16**	52*	10**	15**	63*	21**	57*	11**	46*
I've been to this type of website before	55 71%	-	-	55 71%	-	-	31 63%	24 83%	1 100%	11 73%	35 67%	5 71%	3 100%	12 75%	35 67%	8 80%	8 53%	47 75%	16 76%	39 68%	6 55%	33 72%
I trust this extension	33 42%	-	-	33 42%	-	-	24 49%	9 31%	-	7 47%	22 42%	3 43%	1 33%	7 44%	22 42%	4 40%	1 7%	32 51%	13 62%	20 35%	3 27%	17 37%
It has information I'm seeking	32 41%	-	-	32 41%	-	-	21 43%	11 38%	1 100%	6 40%	23 44%	1 14%	1 33%	7 44%	23 44%	2 20%	2 13%	30 48%	10 48%	22 39%	4 36%	18 39%
It's where you go for specific information	24 31%	-	-	24 31%	-	-	15 31%	9 31%	-	5 33%	16 31%	2 29%	1 33%	5 31%	16 31%	3 30%	2 13%	22 35%	11 52%	13 23%	3 27%	10 22%
It seems legitimate	22 28%	-	-	22 28%	-	-	13 27%	9 31%	-	5 33%	14 27%	2 29%	1 33%	5 31%	14 27%	3 30%	1 7%	21 33%	6 29%	16 28%	6 55%	10 22%
I'm not afraid of my information being stolen if I go here	9 12%	-	-	9 12%	-	-	4 8%	5 17%	-	1 7%	6 12%	1 14%	1 33%	1 6%	6 12%	2 20%	-	9 14%	4 19%	5 9%	1 9%	4 9%
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_27. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 76

27. .es

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	78*	-**	-**	78*	-**	-**	49*	29**	1**	15**	52*	7**	3**	16**	52*	10**	15**	63*	21**	57*	11**	46*
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Most popular/common domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_27. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 76

27. .es

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	78*	-**	-**	78*	-**	-**	49*	29**	1**	15**	52*	7**	3**	16**	52*	10**	15**	63*	21**	57*	11**	46*
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	3 4%	-	-	3 4%	-	-	3 6%	-	-	1 7%	2 4%	-	-	1 6%	2 4%	-	1 7%	2 3%	-	3 5%	1 9%	2 4%
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	178 228%	-	-	178 228%	-	-	111 227%	67 231%	2 200%	36 240%	118 227%	14 200%	8 267%	38 238%	118 227%	22 220%	15 100%	163 259%	60 286%	118 207%	24 218%	94 204%

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

Q716_28. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 77

28. .pl

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	88*	**	**	88*	**	**	42*	46*	18**	16**	38*	13**	3**	34*	38*	16**	26**	62*	38*	50*	21**	29**
Weighted Base	88*	**	**	88*	**	**	42*	46*	18**	16**	38*	13**	3**	34*	38*	16**	26**	62*	38*	50*	21**	29**
I've been to this type of website before	59 67%	-	-	59 67%	-	-	26 62%	33 72%	14 78%	9 56%	27 71%	8 62%	1 33%	23 68%	27 71%	9 56%	15 58%	44 71%	25 66%	34 68%	14 67%	20 69%
It has information I'm seeking	47 53%	-	-	47 53%	-	-	20 48%	27 59%	11 61%	6 38%	23 61%	7 54%	-	17 50%	23 61%	7 44%	12 46%	35 56%	18 47%	29 58%	15 71%	14 48%
It's where you go for specific information	44 50%	-	-	44 50%	-	-	18 43%	26 57%	9 50%	7 44%	20 53%	6 46%	2 67%	16 47%	20 53%	8 50%	11 42%	33 53%	22 58%	22 44%	10 48%	12 41%
It seems legitimate	37 42%	-	-	37 42%	-	-	15 36%	22 48%	10 56%	6 38%	18 47%	1 8%	2 67%	16 47%	18 47%	3 19%	6 23%	31 50%	17 45%	20 40%	9 43%	11 38%
I trust this extension	34 39%	-	-	34 39%	-	-	12 29%	22 48%	10 56%	7 44%	13 34%	3 23%	1 33%	17 50%	13 34%	4 25%	11 42%	23 37%	16 42%	18 36%	12 57%	6 21%
I'm not afraid of my information being stolen if I go here	23 26%	-	-	23 26%	-	-	12 29%	11 24%	8 44%	4 25%	8 21%	3 23%	-	12 35%	8 21%	3 19%	6 23%	17 27%	10 26%	13 26%	9 43%	4 14%
Easy to use/navigate	2 2%	-	-	2 2%	-	-	-	2 4%	1 6%	-	1 3%	-	-	1 3%	1 3%	-	-	2 3%	1 3%	1 2%	1 5%	-
Most popular/common domain name	2 2%	-	-	2 2%	-	-	1 2%	1 2%	-	-	2 5%	-	-	-	2 5%	-	1 4%	1 2%	1 3%	1 2%	-	1 3%
Good/Like name	1 1%	-	-	1 1%	-	-	-	1 2%	1 6%	-	-	-	-	1 3%	-	-	-	1 2%	1 3%	-	-	-
For business use	1 1%	-	-	1 1%	-	-	-	1 2%	-	-	1 3%	-	-	-	1 3%	-	-	1 2%	1 3%	-	-	-
Specific to my country/state	1 1%	-	-	1 1%	-	-	-	1 2%	1 6%	-	-	-	-	1 3%	-	-	-	1 2%	1 3%	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_28. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 77

28. .pl

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	88*	-**	-**	88*	-**	-**	42*	46*	18**	16**	38*	13**	3**	34*	38*	16**	26**	62*	38*	50*	21**	29**
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_28. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 77

28. .pl

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	88*	-**	-**	88*	-**	-**	42*	46*	18**	16**	38*	13**	3**	34*	38*	16**	26**	62*	38*	50*	21**	29**
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	1 1%	-	-	1 1%	-	-	1 2%	-	-	1 6%	-	-	-	1 3%	-	-	1 4%	-	1 3%	-	-	-
Declined to answer	1 1%	-	-	1 1%	-	-	1 2%	-	-	1 3%	-	-	-	-	1 3%	-	-	1 2%	1 3%	-	-	-
Sigma	253 288%	-	-	253 288%	-	-	106 252%	147 320%	65 361%	40 250%	114 300%	28 215%	6 200%	105 309%	114 300%	34 213%	63 242%	190 306%	115 303%	138 276%	70 333%	68 234%

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

Q716_29. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 78

29. .uk

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	163	**	**	163	**	**	93*	70*	19**	32*	74*	23**	15**	51*	74*	38*	23**	140	35*	128	12**	116
Weighted Base	163	**	**	163	**	**	93*	70*	19**	32*	74*	23**	15**	51*	74*	38*	23**	140	35*	128	12**	116
I've been to this type of website before	103 63%	-	-	103 63%	-	-	62 67%	41 59%	15 79%	18 56%	46 62%	11 48%	13 87%	33 65%	46 62%	24 63%	13 57%	90 64%	20 57%	83 65%	6 50%	77 66%
I trust this extension	70 43%	-	-	70 43%	-	-	45 48%	25 36%	8 42%	12 38%	33 45%	11 48%	6 40%	20 39%	33 45%	17 45%	7 30%	63 45%	19 54%	51 40%	7 58%	44 38%
It seems legitimate	60 37%	-	-	60 37%	-	-	37 40%	23 33%	6 32%	12 38%	28 38%	9 39%	5 33%	18 35%	28 38%	14 37%	8 35%	52 37%	16 46%	44 34%	5 42%	39 34%
It has information I'm seeking	56 34%	-	-	56 34%	-	-	30 32%	26 37%	5 26%	12 38%	20 27%	11 48%	8 53%	17 33%	20 27%	19 50%	7 30%	49 35%	14 40%	42 33%	1 8%	41 35%
It's where you go for specific information	56 34%	-	-	56 34%	-	-	36 39%	20 29%	7 37%	8 25%	25 34%	8 35%	8 53%	15 29%	25 34%	16 42%	6 26%	50 36%	12 34%	44 34%	2 17%	42 36%
I'm not afraid of my information being stolen if I go here	22 13%	-	-	22 13%	-	-	12 13%	10 14%	2 11%	3 9%	11 15%	3 13%	3 20%	5 10%	11 15%	6 16%	2 9%	20 14%	5 14%	17 13%	1 8%	16 14%
Shopping	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	-	1 1%
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_29. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 78

29. .uk

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	163	**	**	163	**	**	93*	70*	19**	32*	74*	23**	15**	51*	74*	38*	23**	140	35*	128	12**	116
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Most popular/common domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_29. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 78

29. .uk

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	163	-**	-**	163	-**	-**	93*	70*	19**	32*	74*	23**	15**	51*	74*	38*	23**	140	35*	128	12**	116
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	2 1%	-	-	2 1%	-	-	2 2%	-	-	1 3%	1 1%	-	-	1 2%	1 1%	-	1 4%	1 1%	-	2 2%	-	2 2%
Declined to answer	1 1%	-	-	1 1%	-	-	1 1%	-	-	1 1%	-	-	-	-	1 1%	-	-	1 1%	1 3%	-	-	-
Sigma	371 228%	-	-	371 228%	-	-	225 242%	146 209%	43 226%	66 206%	166 224%	53 230%	43 287%	109 214%	166 224%	96 253%	44 191%	327 234%	87 249%	284 222%	22 183%	262 226%

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

Q716_30. Why are you very likely to visit a website with each of these extensions in the future?

30 .fr

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	148	**	**	148	**	**	66*	82*	5**	20**	75*	29**	19**	25**	75*	48*	24**	124	20**	128	16**	112
Weighted Base	148	**	**	148	**	**	66*	82*	5**	20**	75*	29**	19**	25**	75*	48*	24**	124	20**	128	16**	112
I've been to this type of website before	96 65%	-	-	96 65%	-	-	52 79%	44 54%	4 80%	15 75%	46 61%	18 62%	13 68%	19 76%	46 61%	31 65%	15 63%	81 65%	13 65%	83 65%	12 75%	71 63%
I trust this extension	63 43%	-	-	63 43%	-	-	29 44%	34 41%	3 60%	9 45%	31 41%	11 38%	9 47%	12 48%	31 41%	20 42%	7 29%	56 45%	10 50%	53 41%	7 44%	46 41%
It seems legitimate	60 41%	-	-	60 41%	-	-	30 45%	30 37%	4 80%	8 40%	35 47%	9 31%	4 21%	12 48%	35 47%	13 27%	10 42%	50 40%	12 60%	48 38%	7 44%	41 37%
It has information I'm seeking	57 39%	-	-	57 39%	-	-	26 39%	31 38%	4 80%	6 30%	29 39%	11 38%	7 37%	10 40%	29 39%	18 38%	6 25%	51 41%	11 55%	46 36%	5 31%	41 37%
It's where you go for specific information	37 25%	-	-	37 25%	-	-	16 24%	21 26%	1 20%	4 20%	22 29%	6 21%	4 21%	5 20%	22 29%	10 21%	7 29%	30 24%	5 25%	32 25%	6 38%	26 23%
I'm not afraid of my information being stolen if I go here	21 14%	-	-	21 14%	-	-	11 17%	10 12%	1 20%	2 10%	8 11%	6 21%	4 21%	3 12%	8 11%	10 21%	1 4%	20 16%	3 15%	18 14%	3 19%	15 13%
Specific to my country/state	2 1%	-	-	2 1%	-	-	1 2%	1 1%	-	-	1 1%	-	1 5%	-	1 1%	1 2%	1 4%	1 1%	-	2 2%	-	2 2%
Safe/Secured	1 1%	-	-	1 1%	-	-	1 2%	-	-	-	-	-	1 5%	-	-	1 2%	-	1 1%	-	1 1%	1 6%	-
Most popular/common domain name	1 1%	-	-	1 1%	-	-	1 2%	-	-	-	-	1 3%	-	-	-	1 2%	-	1 1%	-	1 1%	-	1 1%
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_30. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 79

30. .fr

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	148	**	**	148	**	**	66*	82*	5**	20**	75*	29**	19**	25**	75*	48*	24**	124	20**	128	16**	112
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_30. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 79

30. .fr

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	148	-**	-**	148	-**	-**	66*	82*	5**	20**	75*	29**	19**	25**	75*	48*	24**	124	20**	128	16**	112
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	1 4%	-	-	1 1%	-	1 1%
Not sure	5 3%	-	-	5 3%	-	-	2 3%	3 4%	-	-	4 5%	1 3%	-	-	4 5%	1 2%	1 4%	4 3%	-	5 4%	-	5 4%
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	344 232%	-	-	344 232%	-	-	169 256%	175 213%	17 340%	44 220%	177 236%	63 217%	43 226%	61 244%	177 236%	106 221%	49 204%	295 238%	54 270%	290 227%	41 256%	249 222%

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

Q716_31. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 80

Base: Very Likely To Visit Website With Domain Name Extension

31. .de

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	198	**	**	198	**	**	132	66*	2**	11**	101	65*	19**	13**	101	84*	36*	162	65*	133	7**	126
Weighted Base	198	**	**	198	**	**	132	66*	2**	11**	101	65*	19**	13**	101	84*	36*	162	65*	133	7**	126
I've been to this type of website before	125 63%	-	-	125 63%	-	-	86 65%	39 59%	2 100%	9 82%	61 60%	41 63%	12 63%	11 85%	61 60%	53 63%	25 69%	100 62%	44 68%	81 61%	3 43%	78 62%
It has information I'm seeking	83 42%	-	-	83 42%	-	-	59 45%	24 36%	-	6 55%	46 46%	26 40%	5 26%	6 46%	46 46%	31 37%	17 47%	66 41%	30 46%	53 40%	5 71%	48 38%
I trust this extension	69 35%	-	-	69 35%	-	-	51 39%	18 27%	1 50%	4 36%	33 33%	25 38%	6 32%	5 38%	33 33%	31 37%	10 28%	59 36%	32 49%	37 28%	1 14%	36 29%
It seems legitimate	60 30%	-	-	60 30%	-	-	41 31%	19 29%	1 50%	5 45%	31 31%	18 28%	5 26%	6 46%	31 31%	23 27%	9 25%	51 31%	26 40%	34 26%	2 29%	32 25%
I'm not afraid of my information being stolen if I go here	47 24%	-	-	47 24%	-	-	32 24%	15 23%	-	4 36%	25 25%	14 22%	4 21%	4 31%	25 25%	18 21%	8 22%	39 24%	17 26%	30 23%	3 43%	27 21%
It's where you go for specific information	26 13%	-	-	26 13%	-	-	21 16%	5 8%	-	2 18%	16 16%	7 11%	1 5%	2 15%	16 16%	8 10%	4 11%	22 14%	13 20%	13 10%	-	13 10%
Most popular/common domain name	2 1%	-	-	2 1%	-	-	2 2%	-	-	-	2 2%	-	-	-	2 2%	-	-	2 1%	1 2%	1 1%	-	1 1%
Specific to my country/state	2 1%	-	-	2 1%	-	-	1 1%	1 2%	-	-	2 2%	-	-	-	2 2%	-	-	2 1%	2 3%	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_31. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 80

31. .de

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	198	**	**	198	**	**	132	66*	2**	11**	101	65*	19**	13**	101	84*	36*	162	65*	133	7**	126
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_31. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 80

31. .de

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	198	-**	-**	198	-**	-**	132	66*	2**	11**	101	65*	19**	13**	101	84*	36*	162	65*	133	7**	126
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	7 4%	-	-	7 4%	-	-	5 4%	2 3%	-	-	5 5%	2 3%	-	-	5 5%	2 2%	2 6%	5 3%	2 3%	5 4%	-	5 4%
Declined to answer	1 1%	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	-	1 1%
Sigma	422 213%	-	-	422 213%	-	-	299 227%	123 186%	4 200%	30 273%	222 220%	133 205%	33 174%	34 262%	222 220%	166 198%	75 208%	347 214%	167 257%	255 192%	14 200%	241 191%

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

Q716_32. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 81

32. .us

Base: Very Likely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	74*	74*	**	**	**	**	37*	37*	5**	14**	30*	14**	11**	19**	30*	25**	13**	61*	19**	55*	10**	45*
Weighted Base	74*	74*	**	**	**	**	37*	37*	5**	14**	30*	14**	11**	19**	30*	25**	13**	61*	19**	55*	10**	45*
I've been to this type of website before	48 65%	48 65%	-	-	-	-	22 59%	26 70%	2 40%	11 79%	19 63%	9 64%	7 64%	13 68%	19 63%	16 64%	10 77%	38 62%	11 58%	37 67%	7 70%	30 67%
It seems legitimate	24 32%	24 32%	-	-	-	-	12 32%	12 32%	-	3 21%	15 50%	3 21%	3 27%	3 16%	15 50%	6 24%	7 54%	17 28%	8 42%	16 29%	6 60%	10 22%
It has information I'm seeking	24 32%	24 32%	-	-	-	-	9 24%	15 41%	-	2 14%	11 37%	7 50%	4 36%	2 11%	11 37%	11 44%	5 38%	19 31%	5 26%	19 35%	5 50%	14 31%
I trust this extension	21 28%	21 28%	-	-	-	-	10 27%	11 30%	2 40%	7 50%	8 27%	3 21%	1 9%	9 47%	8 27%	4 16%	4 31%	17 28%	6 32%	15 27%	6 60%	9 20%
It's where you go for specific information	20 27%	20 27%	-	-	-	-	6 16%	14 38%	-	2 14%	10 33%	5 36%	3 27%	2 11%	10 33%	8 32%	4 31%	16 26%	6 32%	14 25%	3 30%	11 24%
I'm not afraid of my information being stolen if I go here	10 14%	10 14%	-	-	-	-	6 16%	4 11%	1 20%	2 14%	3 10%	3 21%	1 9%	3 16%	3 10%	4 16%	1 8%	9 15%	5 26%	5 9%	2 20%	3 7%
Specific to my country/state	1 1%	1 1%	-	-	-	-	1 3%	-	-	-	1 3%	-	-	-	1 3%	-	1 8%	-	-	1 2%	1 10%	-
Pioneer/First domain name used on internet	1 1%	1 1%	-	-	-	-	1 3%	-	-	-	1 3%	-	-	-	1 3%	-	1 8%	-	-	1 2%	1 10%	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_32. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 81

32. .us

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	74*	74*	**	**	**	**	37*	37*	5**	14**	30*	14**	11**	19**	30*	25**	13**	61*	19**	55*	10**	45*
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Most popular/common domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_32. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 81

32. .us

Base: Very Likely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	74*	74*	**	**	**	**	37*	37*	5**	14**	30*	14**	11**	19**	30*	25**	13**	61*	19**	55*	10**	45*
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	3 4%	3 4%	-	-	-	-	2 5%	1 3%	-	-	2 7%	-	1 9%	-	2 7%	1 4%	-	3 5%	1 5%	2 4%	-	2 4%
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	152 205%	152 205%	-	-	-	-	69 186%	83 224%	5 100%	27 193%	70 233%	30 214%	20 182%	32 168%	70 233%	50 200%	33 254%	119 195%	42 221%	110 200%	31 310%	79 176%

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

Q716_33. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 82

33. .ca

Base: Very Likely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	172	172	**	**	**	**	85*	87*	15**	29**	66*	36*	26**	44*	66*	62*	35*	137	41*	131	14**	117
Weighted Base	172	172	**	**	**	**	85*	87*	15**	29**	66*	36*	26**	44*	66*	62*	35*	137	41*	131	14**	117
I've been to this type of website before	129 75%	129 75%	-	-	-	-	63 74%	66 76%	12 80%	20 69%	49 74%	29 81%	19 73%	32 73%	49 74%	48 77%	23 66%	106 77%	28 68%	101 77%	9 64%	92 79%
I trust this extension	93 54%	93 54%	-	-	-	-	45 53%	48 55%	9 60%	17 59%	35 53%	17 47%	15 58%	26 59%	35 53%	32 52%	14 40%	79 58%	26 63%	67 51%	6 43%	61 52%
It has information I'm seeking	91 53%	91 53%	-	-	-	-	45 53%	46 53%	8 53%	15 52%	34 52%	17 47%	17 65%	23 52%	34 52%	34 55%	15 43%	76 55%	20 49%	71 54%	9 64%	62 53%
It's where you go for specific information	81 47%	81 47%	-	-	-	-	40 47%	41 47%	8 53%	13 45%	31 47%	14 39%	15 58%	21 48%	31 47%	29 47%	11 31%	70 51%	18 44%	63 48%	9 64%	54 46%
It seems legitimate	77 45%	77 45%	-	-	-	-	38 45%	39 45%	10 67%	12 41%	33 50%	11 31%	11 42%	22 50%	33 50%	22 35%	12 34%	65 47%	23 56%	54 41%	7 50%	47 40%
I'm not afraid of my information being stolen if I go here	45 26%	45 26%	-	-	-	-	22 26%	23 26%	6 40%	7 24%	18 27%	8 22%	6 23%	13 30%	18 27%	14 23%	5 14%	40 29%	12 29%	33 25%	4 29%	29 25%
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_33. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 82

33. .ca

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	172	172	**	**	**	**	85*	87*	15**	29**	66*	36*	26**	44*	66*	62*	35*	137	41*	131	14**	117
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Most popular/common domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_33. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 82

33. .ca

Base: Very Likely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	172	172	**	**	**	**	85*	87*	15**	29**	66*	36*	26**	44*	66*	62*	35*	137	41*	131	14**	117
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	9 5%	9 5%	-	-	-	-	5 6%	4 5%	1 7%	1 3%	4 6%	1 3%	2 8%	2 5%	4 6%	3 5%	2 6%	7 5%	2 5%	7 5%	1 7%	6 5%
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	1 1%	1 1%	-	-	-	-	-	1 1%	1 7%	-	-	-	-	1 2%	-	-	-	1 1%	-	1 1%	-	1 1%
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	526 306%	526 306%	-	-	-	-	258 304%	268 308%	55 367%	85 293%	204 309%	97 269%	85 327%	140 318%	204 309%	182 294%	82 234%	444 324%	129 315%	397 303%	45 321%	352 301%

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

Q716_34. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 83

34. .mx

Base: Very Likely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	173	173	**	**	**	**	102	71*	31*	55*	73*	11**	3**	86*	73*	14**	31*	142	73*	100	60*	40*
Weighted Base	173	173	**	**	**	**	102	71*	31*	55*	73*	11**	3**	86*	73*	14**	31*	142	73*	100	60*	40*
I've been to this type of website before	96 55%	96 55%	-	-	-	-	59 58%	37 52%	20 65% J	22 40%	46 63% J	6 55%	2 67%	42 49%	46 63%	8 57%	12 39%	84 59% Q	39 53%	57 57%	32 53%	25 63%
I trust this extension	70 40%	70 40%	-	-	-	-	48 47% H	22 31%	13 42%	21 38%	33 45%	3 27%	-	34 40%	33 45%	3 21%	11 35%	59 42%	33 45%	37 37%	26 43%	11 28%
It has information I'm seeking	63 36%	63 36%	-	-	-	-	38 37%	25 35%	10 32%	16 29%	32 44%	5 45%	-	26 30%	32 44%	5 36%	9 29%	54 38%	30 41%	33 33%	20 33%	13 33%
It's where you go for specific information	58 34%	58 34%	-	-	-	-	34 33%	24 34%	8 26%	20 36%	26 36% J	3 27%	1 33%	28 33%	26 36%	4 29%	9 29%	49 35%	26 36%	32 32%	21 35%	11 28%
It seems legitimate	43 25%	43 25%	-	-	-	-	27 26%	16 23%	9 29%	8 15%	23 32% J	2 18%	1 33%	17 20%	23 32%	3 21%	3 10%	40 28% Q	21 29%	22 22%	12 20%	10 25%
I'm not afraid of my information being stolen if I go here	26 15%	26 15%	-	-	-	-	16 16%	10 14%	7 23%	8 15%	10 14%	1 9%	-	15 17%	10 14%	1 7%	2 6%	24 17%	10 14%	16 16%	11 18%	5 13%
Specific to my country/state	1 1%	1 1%	-	-	-	-	-	1 1%	-	1 2%	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_34. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 83

34. .mx

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	173	173	**	**	**	**	102	71*	31*	55*	73*	11**	3**	86*	73*	14**	31*	142	73*	100	60*	40*
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Most popular/common domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716_34. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 83

34. .mx

Base: Very Likely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	173	173	**	**	**	**	102	71*	31*	55*	73*	11**	3**	86*	73*	14**	31*	142	73*	100	60*	40*
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	357 206%	357 206%	-	-	-	-	222 218%	135 190%	67 216%	96 175%	170 233%	20 182%	4 133%	163 190%	170 233%	24 171%	46 148%	311 219%	160 219%	197 197%	122 203%	75 188%

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

Q718_1. Why are you very unlikely to visit a website with each of these extensions in the future?
1. .biz

14 Mar 2015
Table 84

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1151	226	128	237	72*	488	619	532	199	307	413	145	87*	506	413	232	251	900	336	815	211	604
Weighted Base	1151	226	128	237	72*	488	619	532	199	307	413	145	87*	506	413	232	251	900	336	815	211	604
I've never been to this type of website before	506 44% D	94 42%	68 53% ABD	87 37%	34 47%	223 46% D	246 40%	260 49% G	97 49%	139 45%	171 41%	63 43%	36 41%	236 47%	171 41%	99 43%	106 42%	400 44%	144 43%	362 44%	97 46%	265 44%
I have no reason to go there	495 38% CF	117 52% ACDF	37 29%	98 41% CF	32 44% CF	151 31%	227 37%	208 39%	83 42%	106 35%	152 37%	54 37%	40 46%	189 37%	152 37%	94 41%	94 37%	341 38%	111 33%	324 40% S	71 34%	253 42% U
I don't trust this extension	167 15%	32 14%	22 17%	39 16%	11 15%	63 13%	98 16%	69 13%	22 11%	58 19% IM	61 15% M	22 15% M	4 5%	80 16%	61 15%	26 11%	37 15%	130 14%	64 19% T	103 13%	31 15%	72 12%
It doesn't seem legitimate	131 11% E	33 15% E	17 13% E	27 11%	3 4%	51 10%	76 12%	55 10%	26 13%	34 11%	53 13%	13 9%	5 6%	60 12%	53 13% P	18 8%	25 10%	106 12%	44 13%	87 11%	27 13%	60 10%
I'm afraid of my information being stolen if I go here	113 10%	17 8%	14 11%	20 8%	7 10%	55 11%	60 10%	53 10%	23 12% M	41 13% KM	34 8%	13 9% M	2 2%	64 13% OP	34 8%	15 6%	24 10%	89 10%	42 13% T	71 9%	21 10%	50 8%
Not familiar with this type of domain/Don't know enough about it	6 1%	2 1%	-	1 *	-	3 1%	3 *	3 1%	1 1%	3 1%	1 *	-	1 1%	1 1%	1 *	1 *	1 *	5 1%	2 1%	4 *	-	4 1%
Have used/likely to visit/Positive mentions	5 *	-	2 2%	1 *	-	2 *	2 *	3 1%	-	3 1%	2 *	-	-	3 1%	2 *	-	1 *	4 *	3 1%	2 *	1 *	1 *
Rarely Visit	3 *	-	-	-	-	3 1%	1 *	2 *	1 1%	2 1%	-	-	-	3 1%	-	-	1 *	2 *	2 1%	1 *	1 *	-
Site is not a common/popular domain name	3 *	-	1 1% F	1 *	1 1% F	-	3 *	-	1 1%	-	1 1%	1 1%	-	1 1%	1 1%	1 1%	1 1%	2 *	1 *	2 *	1 *	1 *
Because of harkers/surname	2 *	-	-	-	1 1% A	1 *	2 *	-	-	1 *	-	1 1%	-	1 *	-	1 *	-	2 *	-	2 *	-	2 *
Spam	1 *	-	-	-	-	1 *	-	1 *	-	1 *	-	-	-	1 *	-	-	-	1 *	-	1 *	1 *	-
Not interesting	1 *	-	1 1% A	-	-	-	1 *	-	1 1%	-	-	-	-	1 *	-	-	-	1 *	1 *	-	-	-
Content/Information	1 *	-	1 1% A	-	-	-	-	1 *	1 1%	-	-	-	-	1 *	-	-	-	1 *	-	1 *	-	1 *
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q718_1. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 84

1. .biz

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	1151	226	128	237	72*	488	619	532	199	307	413	145	87*	506	413	232	251	900	336	815	211	604
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	5	-	-	-	2 3%	3 1%	4 1%	1	-	4 1%	1	-	-	4 1%	1	-	-	5 1%	2 1%	3	2 1%	1
None	2	-	1 1%	-	-	1	-	2	-	1	1	-	-	1	1	-	-	2	2 1%	-	-	-
Not sure	127 11%	21 9%	11 9%	36 15%	3 4%	56 11%	75 12%	52 10%	15 8%	31 10%	51 12%	21 14%	9 10%	46 9%	51 12%	30 13%	26 10%	101 11%	31 9%	96 12%	24 11%	72 12%
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1508 131%	316 140%	175 137%	310 131%	94 131%	613 126%	798 129%	710 133%	271 136%	424 138%	528 128%	188 130%	97 111%	695 137%	528 128%	285 123%	316 126%	1192 132%	449 134%	1059 130%	277 131%	782 129%

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

Q718_2. Why are you very unlikely to visit a website with each of these extensions in the future?
2. .com

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	272	50*	58*	56*	10**	98*	142	130	29**	80*	114	32*	17**	109	114	49*	68*	204	104	168	53*	115
Weighted Base	272	50*	58*	56*	10**	98*	142	130	29**	80*	114	32*	17**	109	114	49*	68*	204	104	168	53*	115
I have no reason to go there	46 17%	11 22%	5 9%	7 13%	-	23 23% AC	19 13%	27 21%	5 17%	12 15%	18 16%	7 22%	4 24%	17 16%	18 16%	11 22%	12 18%	34 17%	15 14%	31 18%	8 15%	23 20%
Have used/likely to visit/Positive mentions	30 11% D	8 16% D	13 22% ADF	2 4%	-	7 7%	9 6%	21 16% G	4 14%	10 13%	11 10%	3 9%	2 12%	14 13%	11 10%	5 10%	6 9%	24 12%	13 13%	17 10%	6 11%	11 10%
I'm afraid of my information being stolen if I go here	29 11%	3 6%	5 9%	5 9%	1 10%	15 15%	17 12%	12 9%	6 21%	10 13%	11 10%	2 6%	-	16 15%	11 10%	2 4%	10 15%	19 9%	18 17% T	11 7%	5 9%	6 5%
I've never been to this type of website before	24 9%	4 8%	3 5%	4 7%	2 20%	11 11%	14 10%	10 8%	3 10%	5 6%	12 11%	2 6%	2 12%	8 7%	12 11%	4 8%	5 7%	19 9%	7 7%	17 10%	8 15%	9 8%
I don't trust this extension	19 7%	-	3 5%	5 9% B	2 20%	9 9% B	9 6%	10 8%	1 3%	7 9%	11 10%	-	-	8 7%	11 10% P	-	4 6%	15 7%	11 11%	8 5%	5 9%	3 3%
It doesn't seem legitimate	12 4%	2 4%	3 5%	1 2%	-	6 6%	6 4%	6 5%	2 7%	2 3%	6 5%	2 6%	-	4 4%	6 5%	2 4%	3 4%	9 4%	5 5%	7 4%	2 4%	5 4%
Not familiar with this type of domain/Don't know enough about it	4 1%	-	1 2%	-	-	3 3%	3 2%	1 1%	1 3%	1 1%	1 1%	-	1 6%	2 2%	1 1%	2 2%	2 3%	2 1%	1 1%	3 2%	2 4%	1 1%
Spam	2 1%	1 2%	-	-	1 10%	-	2 1%	-	-	1 1%	1 1%	-	-	1 1%	1 1%	-	-	2 1%	2 2%	-	-	-
Because of harkers/surname	1	-	-	-	1 10%	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	-	1	-	1 1%	-	1 1%
Content/Information	1	-	1 2%	-	-	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1	-	1 1%	-	1 1%
Lack of information	1	-	1 2%	-	-	-	1 1%	-	1 3%	-	-	-	-	1 1%	-	-	-	1	1 1%	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q718_2. Why are you very unlikely to visit a website with each of these extensions in the future?
2. .com

14 Mar 2015
Table 85

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	272	50*	58*	56*	10**	98*	142	130	29**	80*	114	32*	17**	109	114	49*	68*	204	104	168	53*	115
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	4 1%	1 2%	-	-	-	3 3%	4 3%	-	-	1 1%	2 2%	1 3%	-	1 1%	2 2%	1 2%	-	4 2%	1 1%	3 2%	1 2%	2 2%
None	2 1%	-	1 2%	-	-	1 1%	1 1%	1 1%	-	1 1%	1 1%	-	-	1 1%	1 1%	-	-	2 1%	2 2%	-	-	-
Not sure	98 36% F	18 36%	22 38%	28 50% AF	3 30%	27 28%	56 39%	42 32%	9 31%	30 38%	39 34%	13 41%	7 41%	39 36%	39 34%	20 41%	27 40%	71 35%	34 33%	64 38%	16 30%	48 42%
Declined to answer	7 3%	2 4% F	1 2%	4 7% AF	-	-	5 4%	2 2%	-	2 3%	2 2%	2 6%	1 6%	2 2%	2 2%	3 6%	1 1%	6 3%	1 1%	6 4%	1 2%	5 4%
Sigma	280 103%	50 100%	59 102%	56 100%	10 100%	105 107%	147 104%	133 102%	32 110%	83 104%	116 102%	32 100%	17 100%	115 106%	116 102%	49 100%	70 103%	210 103%	111 107%	169 101%	54 102%	115 100%

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

Q718_3. Why are you very unlikely to visit a website with each of these extensions in the future?
3. .info

14 Mar 2015
Table 86

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	740	162	84*	127	39*	328	399	341	96*	186	300	98*	60*	282	300	158	159	581	203	537	134	403
Weighted Base	740	162	84*	127	39*	328	399	341	96*	186	300	98*	60*	282	300	158	159	581	203	537	134	403
I've never been to this type of website before	275 37% D	58 36%	30 36%	37 29%	17 44%	133 41% D	142 36%	133 39%	38 40%	62 33%	115 38%	38 39%	22 37%	100 35%	115 38%	60 38%	57 36%	218 38%	62 31%	213 40% S	47 35%	166 41%
I have no reason to go there	265 36% C	76 47% ACF	20 24%	46 36%	15 38%	108 33%	142 36%	123 36%	45 47% JK	56 30%	102 34%	34 35%	28 47% J	101 36%	102 34%	62 39%	54 34%	211 36%	63 31%	202 38%	39 29%	163 40% U
I don't trust this extension	82 11%	12 7%	9 11%	16 13%	5 13%	40 12%	51 13%	31 9%	7 7%	32 17% IKM	32 11%	9 9%	2 3%	39 14% P	32 11%	11 7%	16 10%	66 11%	28 14%	54 10%	18 13%	36 9%
It doesn't seem legitimate	61 8%	17 10%	8 10%	8 6%	2 5%	26 8%	29 7%	32 9%	6 6%	24 13% L	25 8%	3 3%	3 5%	30 11% P	25 8%	6 4%	13 8%	48 8%	17 8%	44 8%	14 10%	30 7%
I'm afraid of my information being stolen if I go here	60 8%	8 5%	7 8%	8 6%	10 4%	33 10%	34 9%	26 8%	6 6%	21 11%	21 7%	10 10%	2 3%	27 10% P	21 7%	12 8%	12 8%	48 8%	24 12% T	36 7%	9 7%	27 7%
Have used/likely to visit/Positive mentions	9 1%	1 1%	4 5% ABF	1 1%	-	3 1%	2 1%	7 2%	2 2%	3 2%	3 1%	1 1%	-	5 2%	3 1%	1 1%	2 1%	7 1%	5 2%	4 1%	2 1%	2 *
Rarely Visit	4 1%	-	1 1%	-	-	3 1%	2 1%	2 1%	1 1%	2 1%	1 *	-	-	3 1%	1 *	-	1 1%	3 1%	3 1% T	1 *	1 1%	-
Not familiar with this type of domain/Don't know enough about it	3 *	-	-	-	1 3% B	2 1%	1 *	2 1%	1 1%	1 1%	1 *	-	-	2 1%	1 *	-	1 1%	2 *	-	3 1%	1 1%	2 *
Spam	1 *	1 1%	-	-	-	-	1 *	-	-	1 1%	-	-	-	1 *	-	-	-	1 *	1 *	-	-	-
Because of harkers/surname	1 *	-	-	-	1 3% ABF	-	1 *	-	-	1 1%	-	-	-	1 *	-	-	-	1 *	-	1 *	-	1 *
Viruses	1 *	-	-	-	-	1 *	-	1 *	-	1 1%	-	-	-	1 *	-	-	-	1 *	1 *	-	-	-
Site doesn't have what I am looking for	1 *	1 1%	-	-	-	-	1 *	-	-	-	-	1 1%	-	-	-	1 1%	-	1 *	1 *	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q718_3. Why are you very unlikely to visit a website with each of these extensions in the future?
3. .info

14 Mar 2015
Table 86

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	740	162	84*	127	39*	328	399	341	96*	186	300	98*	60*	282	300	158	159	581	203	537	134	403
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1*	-	-	-	-	1*	-	1*	1%	-	-	-	-	1*	-	-	-	1*	-	1*	-	1*
None	3*	-	2% AF	-	-	1*	2% 1%	1*	-	2% 1%	1*	-	-	2% 1%	1*	-	-	3% 1%	2% 1%	1*	1% 1%	-
Not sure	121 16% E	26 16%	19 23% E	26 20% E	2 5%	48 15%	71 18%	50 15%	14 15%	29 16%	54 18%	16 16%	8 13%	43 15%	54 18%	24 15%	23 14%	98 17%	34 17%	87 16%	26 19%	61 15%
Declined to answer	2*	2% 1% AF	-	-	-	-	2% 1%	-	-	-	-	-	2% 3% JK	-	-	2% 1%	-	2*	1*	1*	-	1*
Sigma	890 120%	202 125%	100 119%	142 112%	47 121%	399 122%	481 121%	409 120%	121 126%	235 126%	355 118%	112 114%	67 112%	356 126%	355 118%	179 113%	179 113%	711 122%	242 119%	648 121%	158 118%	490 122%

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

Q718_4. Why are you very unlikely to visit a website with each of these extensions in the future?
4. .mobi

14 Mar 2015
Table 87

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1304	287	125	291	68*	533	720	584	190	327	506	167	114	517	506	281	271	1033	407	897	224	673
Weighted Base	1304	287	125	291	68*	533	720	584	190	327	506	167	114	517	506	281	271	1033	407	897	224	673
I've never been to this type of website before	617 47%	130 45%	69 55% D	128 44%	34 50%	256 48%	331 46%	286 49%	91 48%	158 48%	230 45%	82 49%	56 49%	249 48%	230 45%	138 49%	125 46%	492 48%	198 49%	419 47%	110 49%	309 46%
I have no reason to go there	529 41% CF	150 52% ACF	36 29%	129 44% CF	28 41%	186 35%	280 39%	249 43%	81 43%	115 35%	213 42% J	68 41%	52 46% J	196 38%	213 42%	120 43%	115 42%	414 40%	141 35%	388 43% S	83 37%	305 45% U
I don't trust this extension	184 14%	38 13%	19 15%	45 15%	10 15%	72 14%	112 16%	72 12%	25 13%	61 19% KM	67 13% M	24 14% M	7 6%	86 17% P	67 13%	31 11%	33 12%	151 15%	70 17% T	114 13%	36 16%	78 12%
It doesn't seem legitimate	172 13%	48 17% A	19 15%	34 12%	7 10%	64 12%	95 13%	77 13%	26 14% M	52 16% M	68 13% M	19 11%	7 6%	78 15% P	68 13%	26 9%	34 13%	138 13%	63 15%	109 12%	31 14%	78 12%
I'm afraid of my information being stolen if I go here	127 10%	28 10%	10 8%	22 8%	3 4%	64 12% AD	67 9%	60 10%	32 17% KLM	41 13% KLM	40 8%	9 5%	5 4%	73 14% OP	40 8%	14 5%	21 8%	106 10%	56 14% T	71 8%	22 10%	49 7%
Not familiar with this type of domain/Don't know enough about it	10 1%	4 1%	1 1%	2 1%	- -	3 1%	5 1%	5 1%	2 1%	2 1%	5 1%	1 1%	- -	4 1%	5 1%	1 1%	1 1%	9 1%	4 1%	6 1%	- -	6 1%
Site is not a common/popular domain name	4 *	-	-	2 1%	1 1% B	1 *	3 *	1 *	-	1 *	2 *	1 1%	-	1 *	2 *	1 *	-	4 *	2 *	2 *	1 *	1 *
Have used/likely to visit/Positive mentions	3 *	-	2 2% ABDF	-	-	1 *	1 *	2 *	-	2 1%	1 *	-	-	2 *	1 *	-	1 *	2 *	2 *	1 *	1 *	-
Not interesting	2 *	-	1 1% F	1 *	-	-	1 *	1 *	1 1%	-	-	1 1%	-	1 *	-	1 *	-	2 *	1 *	1 *	-	1 *
Rarely Visit	1 *	-	-	-	-	1 *	1 *	-	-	1 *	-	-	-	1 *	-	-	-	1 *	1 *	-	-	-
Viruses	1 *	-	-	-	-	1 *	1 *	-	1 1%	-	-	-	-	1 *	-	-	-	1 *	-	1 *	-	1 *
Because of harkers/surname	1 *	-	-	-	-	1 *	1 *	-	1 1%	-	-	-	-	1 *	-	-	-	1 *	-	1 *	-	1 *
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q718_4. Why are you very unlikely to visit a website with each of these extensions in the future?
4. .mobi

14 Mar 2015
Table 87

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	1304	287	125	291	68*	533	720	584	190	327	506	167	114	517	506	281	271	1033	407	897	224	673
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	3*	2 1%	-	-	-	1*	3*	-	1 1%	-	2*	-	-	1*	2*	-	-	3*	2*	1*	-	1*
None	1*	-	1 1% AF	-	-	-	-	1*	-	1*	-	-	-	1*	-	-	-	1*	1*	-	-	-
Not sure	127 10% C	28 10%	6 5%	33 11% C	5 7%	55 10%	74 10%	53 9%	19 10%	29 9%	54 11%	16 10%	9 8%	48 9%	54 11%	25 9%	21 8%	106 10%	34 8%	93 10%	19 8%	74 11%
Declined to answer	3*	2 1%	-	1*	-	-	2*	1*	-	-	1*	-	2 2% JK	-	1*	2 1%	-	3*	2*	1*	-	1*
Sigma	1785 137%	430 150%	164 131%	397 136%	88 129%	706 132%	977 136%	808 138%	280 147%	463 142%	683 135%	221 132%	138 121%	743 144%	683 135%	359 128%	351 130%	1434 139%	577 142%	1208 135%	303 135%	905 134%

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

Q718_5. Why are you very unlikely to visit a website with each of these extensions in the future?
5. .net

14 Mar 2015
Table 88

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	317	49*	47*	71*	13**	137	171	146	42*	84*	129	40*	22**	126	129	62*	64*	253	107	210	60*	150
Weighted Base	317	49*	47*	71*	13**	137	171	146	42*	84*	129	40*	22**	126	129	62*	64*	253	107	210	60*	150
I have no reason to go there	85 27%	17 35%	9 19%	16 23%	2 15%	41 30%	47 27%	38 26%	11 26%	22 26%	34 26%	11 28%	7 32%	33 26%	34 26%	18 29%	20 31%	65 26%	22 21%	63 30%	16 27%	47 31%
I've never been to this type of website before	62 20% C	6 12%	3 6%	16 23% C	4 31%	33 24% C	33 19%	29 20%	10 24%	9 11%	29 22% J	8 20%	6 27%	19 15%	29 22%	14 23%	9 14%	53 21%	20 19%	42 20%	10 17%	32 21%
I'm afraid of my information being stolen if I go here	30 9%	4 8%	4 9%	4 6%	-	18 13%	15 9%	15 10%	8 19% K	9 11%	10 8%	2 5%	1 5%	17 13%	10 8%	3 5%	8 13%	22 9%	18 17% T	12 6%	6 10%	6 4%
I don't trust this extension	22 7%	1 2%	3 6%	5 7%	-	13 9%	10 6%	12 8%	1 2%	10 12% L	10 8%	-	1 5%	11 9%	10 8%	1 2%	4 6%	18 7%	10 9%	12 6%	4 7%	8 5%
It doesn't seem legitimate	20 6%	1 2%	3 6%	2 3%	-	14 10% A	10 6%	10 7%	1 2%	5 6%	11 9%	2 5%	1 5%	6 5%	11 9%	3 5%	4 6%	16 6%	8 7%	12 6%	5 8%	7 5%
Have used/likely to visit/Positive mentions	15 5% F	5 10% DF	7 15% ADF	1 1%	1 8%	1 1%	5 3%	10 7%	1 2%	7 8%	5 4%	1 3%	1 5%	8 6%	5 4%	2 3%	2 3%	13 5%	5 5%	10 5%	5 8%	5 3%
Not familiar with this type of domain/Don't know enough about it	3 1%	-	-	1 1%	1 8%	1 1%	2 1%	1 1%	1 2%	-	2 2%	-	-	1 1%	2 2%	-	-	3 1%	1 1%	2 1%	1 2%	1 1%
Rarely Visit	2 1%	-	-	-	-	2 1%	1 1%	1 1%	1 2%	1 1%	-	-	-	2 2%	-	-	1 2%	1 1%	2 2% T	-	-	-
Because of harkers/surname	2 1%	-	-	-	1 8%	1 1%	2 1%	-	-	1 1%	-	1 3%	-	1 1%	-	1 2%	-	2 1%	-	2 1%	-	2 1%
Site is not a common/popular domain name	1 1%	-	1 2%	-	-	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	1 1%	-	-	-
Spam	1 1%	1 2%	-	-	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	-	-
Lack of information	1 1%	-	1 2%	-	-	-	1 1%	-	1 2%	-	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	-	-
Content/Information	1 1%	-	-	-	-	1 1%	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q718_5. Why are you very unlikely to visit a website with each of these extensions in the future?
5. .net

14 Mar 2015
Table 88

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	317	49*	47*	71*	13**	137	171	146	42*	84*	129	40*	22**	126	129	62*	64*	253	107	210	60*	150
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	3 1%	-	1 2%	-	1 8%	1 1%	3 2%	-	-	2 2%	1 1%	-	-	2 2%	1 1%	-	1 2%	2 1%	-	3 1%	2 3%	1 1%
None	2 1%	-	2 4% AF	-	-	-	1 1%	1 1%	-	1 1%	1 1%	-	-	1 1%	1 1%	-	-	2 1%	1 1%	1 1%	1 2%	-
Not sure	89 28% F	14 29%	15 32%	28 39% AF	4 31%	28 20%	51 30%	38 26%	11 26%	23 27%	34 26%	16 40%	5 23%	34 27%	34 26%	21 34%	20 31%	69 27%	30 28%	59 28%	14 23%	45 30%
Declined to answer	3 1%	2 4% AF	1 2%	-	-	-	3 2%	-	-	1 1%	2 2%	-	-	1 1%	2 2%	-	-	3 1%	-	3 1%	-	3 2%
Sigma	342 108%	51 104%	50 106%	73 103%	14 108%	154 112%	186 109%	156 107%	46 110%	93 111%	140 109%	41 103%	22 100%	139 110%	140 109%	63 102%	69 108%	273 108%	121 113%	221 105%	64 107%	157 105%

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

Q718_6. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 89

6. .org

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	437	47*	57*	78*	14**	241	220	217	51*	114	178	67*	27**	165	178	94*	92*	345	147	290	90*	200
Weighted Base	437	47*	57*	78*	14**	241	220	217	51*	114	178	67*	27**	165	178	94*	92*	345	147	290	90*	200
I have no reason to go there	121 28% C	15 32% C	5 9%	30 38% AC	2 14%	69 29% C	62 28%	59 27%	18 35%	26 23%	47 26%	20 30%	10 37%	44 27%	47 26%	30 32%	26 28%	95 28%	31 21%	90 31% S	23 26%	67 34%
I've never been to this type of website before	105 24% BC	5 11%	6 11%	18 23%	2 14%	74 31% ABC	39 18%	66 30% G	14 27%	20 18%	43 24%	20 30%	8 30%	34 21%	43 24%	28 30%	20 22%	85 25%	30 20%	75 26%	19 21%	56 28%
I'm afraid of my information being stolen if I go here	43 10% D	4 9%	6 11%	2 3%	2 14%	29 12% D	21 10%	22 10%	9 18% KL	18 16% KL	12 7%	3 4%	1 4%	27 16% OP	12 7%	4 4%	7 8%	36 10%	20 14%	23 8%	10 11%	13 7%
It doesn't seem legitimate	32 7%	3 6%	2 4%	4 5%	-	23 10%	16 7%	16 7%	4 8%	9 8%	13 7%	6 9%	-	13 8%	13 7%	6 6%	5 5%	27 8%	14 10%	18 6%	8 9%	10 5%
I don't trust this extension	27 6%	-	2 4%	5 6%	1 7%	19 8% B	11 5%	16 7%	2 4%	11 10%	12 7%	2 3%	-	13 8%	12 7%	2 2%	3 3%	24 7%	15 10% T	12 4%	4 4%	8 4%
Have used/likely to visit/Positive mentions	25 6% F	6 13% ADF	12 21% ADF	2 3%	-	5 2%	9 4%	16 7%	2 4%	10 9%	8 4%	3 4%	2 7%	12 7%	8 4%	5 5%	4 4%	21 6%	10 7%	15 5%	6 7%	9 5%
Rarely Visit	7 2%	-	1 2%	-	-	6 2%	2 1%	5 2%	1 2%	5 4% K	1 1%	-	-	6 4% O	1 1%	-	1 1%	6 2%	4 3%	3 1%	2 2%	1 1%
Not familiar with this type of domain/Don't know enough about it	3 1%	-	1 2%	-	1 7%	1*	1*	2 1%	1 2%	-	2 1%	-	-	1 1%	2 1%	-	1 1%	2 1%	2 1%	1*	-	1 1%
Lack of information	2	-	1 2%	-	-	1	1	1	1 2%	1 1%	-	-	-	2 1%	-	-	-	2 1%	1 1%	1*	1 1%	-
Site is not a common/popular domain name	1	-	-	-	-	1*	-	1*	1 2%	-	-	-	-	1 1%	-	-	-	1	-	1*	1 1%	-
Spam	1	1 2% AF	-	-	-	-	1	-	-	1 1%	-	-	-	1 1%	-	-	-	1	1 1%	-	-	-
Because of harkers/surname	1	-	-	-	1 7%	-	1	-	-	1 1%	-	-	-	1 1%	-	-	-	1	-	1*	-	1 1%
Viruses	1	-	-	-	-	1*	-	1	-	1 1%	-	-	-	1 1%	-	-	-	1	1 1%	-	-	-
Content/Information	1	-	1 2% F	-	-	-	-	1	-	-	1 1%	-	-	-	1 1%	-	-	1	-	1*	-	1 1%
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q718_6. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 89

6. .org

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	437	47*	57*	78*	14**	241	220	217	51*	114	178	67*	27**	165	178	94*	92*	345	147	290	90*	200
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	9 2%	1 2%	1 2%	1 1%	1 7%	5 2%	5 2%	4 2%	2 4%	2 2%	4 2%	1 1%	-	4 2%	4 2%	1 1%	1 1%	8 2%	4 3%	5 2%	2 2%	3 2%
None	3 1%	-	2 4% AF	-	-	1	1	2 1%	-	1 1%	1 1%	1 1%	-	1 1%	1 1%	1 1%	1 1%	2 1%	2 1%	1	1 1%	-
Not sure	100 23% F	11 23%	17 30%	23 29% F	4 29%	45 19%	65 30% H	35 16%	8 16%	27 24%	43 24%	16 24%	6 22%	35 21%	43 24%	22 23%	24 26%	76 22%	37 25%	63 22%	18 20%	45 23%
Declined to answer	4 1%	3 6% ADF	1 2% F	-	-	-	4 2% H	-	-	1 1%	2 1%	1 1%	-	1 1%	2 1%	1 1%	-	4 1%	-	4 1%	-	4 2%
Sigma	486 111%	49 104%	58 102%	85 109%	14 100%	280 116%	239 109%	247 114%	63 124%	134 118%	189 106%	73 109%	27 100%	197 119%	189 106%	100 106%	93 101%	393 114%	172 117%	314 108%	95 106%	219 110%

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

Q718_7. Why are you very unlikely to visit a website with each of these extensions in the future?
7. .tel

14 Mar 2015
Table 90

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1346	258	117	279	115	577	769	577	234	367	502	150	93*	601	502	243	283	1063	452	894	235	659
Weighted Base	1346	258	117	279	115	577	769	577	234	367	502	150	93*	601	502	243	283	1063	452	894	235	659
I've never been to this type of website before	613 46%	115 45%	60 51%	120 43%	57 50%	261 45%	332 43%	281 49% G	110 47%	172 47%	217 43%	75 50%	39 42%	282 47%	217 43%	114 47%	131 46%	482 45%	207 46%	406 45%	102 43%	304 46%
I have no reason to go there	534 40% CF	134 52% ACDF	36 31%	118 42% CF	50 43% C	196 34%	295 38%	239 41%	104 44%	139 38%	191 38%	59 39%	41 44%	243 40%	191 38%	100 41%	107 38%	427 40%	164 36%	370 41%	88 37%	282 43%
I don't trust this extension	188 14% B	26 10%	20 17%	36 13%	17 15%	89 15% B	116 15%	72 12%	27 12% M	70 19% IKLM	70 14% M	17 11%	4 4%	97 16% P	70 14% P	21 9%	32 11%	156 15%	81 18%	107 12%	38 16% V	69 10%
It doesn't seem legitimate	154 11% D	37 14% DE	16 14% D	20 7%	7 6%	74 13% DE	88 11%	66 11%	35 15% LM	49 13% M	55 11% M	11 7%	4 4%	84 14% P	55 11% P	15 6%	32 11%	122 11%	61 13%	93 10%	35 15% V	58 9%
I'm afraid of my information being stolen if I go here	132 10% D	20 8%	15 13% D	18 6%	9 8%	70 12% AD	75 10%	57 10%	31 13% KLM	52 14% KLM	38 8%	7 5%	4 4%	83 14% OP	38 8%	11 5%	25 9%	107 10%	55 12% T	77 9%	30 13% V	47 7%
Not familiar with this type of domain/Don't know enough about it	5	-	1 1%	1	-	3 1%	3	2	1	2 1%	2	-	-	3	2	-	1	4	3 1%	2	-	2
Not interesting	2	-	1 1% F	1	-	-	1	1	1	-	-	1 1%	-	1	-	1	-	2	1	1	-	1
Rarely Visit	2	-	-	-	1 1%	1	2	-	-	1	1	-	-	1	1	-	-	2	1	1	1	-
Have used/likely to visit/Positive mentions	2	-	2 2% ABDF	-	-	-	-	2	-	1	1	-	-	1	1	-	1	1	2 T	-	-	-
Site is not a common/popular domain name	1	-	-	1	-	-	1	-	-	-	-	1 1%	-	-	-	1	-	1	-	1	-	1
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q718_7. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 90

7. .tel

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	1346	258	117	279	115	577	769	577	234	367	502	150	93*	601	502	243	283	1063	452	894	235	659
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	3	1	1%	-	-	1	2	1	-	2	1	-	-	2	1	-	-	3	2	1	-	1
Not sure	143 11%	28 11%	9 8%	37 13%	8 7%	61 11%	89 12%	54 9%	22 9%	34 9%	58 12%	21 14%	8 9%	56 9%	58 12%	29 12%	27 10%	116 11%	34 8%	109 12%	27 11%	82 12%
Declined to answer	2	1	-	1	-	-	2	-	-	-	1	-	1	-	1	1	-	2	2	-	-	-
Sigma	1781 132%	362 140%	161 138%	353 127%	149 130%	756 131%	1006 131%	775 134%	331 141%	522 142%	635 126%	192 128%	101 109%	853 142%	635 126%	293 121%	356 126%	1425 134%	613 136%	1168 131%	321 137%	847 129%

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

Q718_8. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 91

8. .asia

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1598	352	161	387	149	549	881	717	257	412	603	198	128	669	603	326	340	1258	493	1105	287	818
Weighted Base	1598	352	161	387	149	549	881	717	257	412	603	198	128	669	603	326	340	1258	493	1105	287	818
I've never been to this type of website before	766 48%	167 47%	87 54% D	171 44%	79 53%	262 48%	397 45%	369 51% G	136 53% K	213 52% K	270 45%	89 45%	58 45%	349 52% OP	270 45%	147 45%	161 47%	605 48%	240 49%	526 48%	140 49%	386 47%
I have no reason to go there	669 42% CF	190 54% ACDEF	47 29%	170 44% CF	65 44% C	197 36%	361 41%	308 43%	126 49% JK	162 39%	235 39%	87 44%	59 46%	288 43%	235 39%	146 45%	135 40%	534 42%	187 38%	482 44% S	102 36%	380 46% U
I don't trust this extension	265 17% F	64 18% F	23 14%	82 21% AF	28 19% F	68 12%	166 19%	99 14%	41 16%	80 19% M	95 16%	37 19% M	12 9%	121 18%	95 16%	49 15%	54 16%	211 17%	102 21% T	163 15%	45 16%	118 14%
It doesn't seem legitimate	212 13% E	57 16% E	27 17% E	50 13%	11 7%	67 12%	131 15% H	81 11%	33 13%	63 15% M	84 14%	22 11%	10 8%	96 14% P	84 14%	32 10%	36 11%	176 14%	85 17% T	127 11%	35 12%	92 11%
I'm afraid of my information being stolen if I go here	174 11%	50 14% AD	18 11%	36 9%	13 9%	57 10%	99 11%	75 10%	39 15% KM	51 12% M	59 10%	19 10%	6 5%	90 13% OP	59 10%	25 8%	20 6%	154 12% Q	61 12%	113 10%	32 11%	81 10%
Not familiar with this type of domain/Don't know enough about it	10 1%	3 1%	1 1%	2 1%	-	4 1%	6 1%	4 1%	3 1%	3 1%	4 1%	-	-	6 1%	4 1%	-	1 1%	9 1%	4 1%	6 1%	2 1%	4 1%
Not interesting	4 1%	-	1 1%	2 1%	-	1 1%	4 1%	-	1 1%	1 1%	1 1%	-	1 1%	2 1%	1 1%	1 1%	-	4 1%	3 1%	1 1%	-	1 1%
Foreign/Not in preferred language	3 1%	2 1%	-	-	1 1%	-	3 1%	-	1 1%	-	1 1%	-	1 1%	1 1%	1 1%	1 1%	-	3 1%	1 1%	2 1%	-	2 1%
Have used/likely to visit/Positive mentions	3 1%	-	3 2% ABDF	-	-	-	-	3 1%	-	2 1%	1 1%	-	-	2 1%	1 1%	-	1 1%	2 1%	2 1%	1 1%	1 1%	-
Rarely Visit	2 1%	-	-	-	1 1%	1 1%	2 1%	-	-	1 1%	1 1%	-	-	1 1%	1 1%	-	-	2 1%	1 1%	1 1%	1 1%	-
Lack of information	1 1%	-	-	-	1 1% A	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	-	-
Site doesn't have what I am looking for	1 1%	-	-	-	1 1% A	-	1 1%	-	1 1%	-	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	-	-
Site is not a common/popular domain name	1 1%	-	-	1 1%	-	-	1 1%	-	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 1%	-	1 1%
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q718_8. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 91

8. .asia

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	1598	352	161	387	149	549	881	717	257	412	603	198	128	669	603	326	340	1258	493	1105	287	818
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	2%	1%	1%	-	-	-	1%	1%	-	1%	1%	-	-	1%	1%	-	-	2%	1%	1%	-	1%
Not sure	147 9%	23 7%	10 6%	40 10%	9 6%	65 12%	90 10%	57 8%	18 7%	33 8%	67 11%	20 10%	9 7%	51 8%	67 11%	29 9%	27 8%	120 10%	40 8%	107 10%	28 10%	79 10%
Declined to answer	3%	2%	-	1%	-	-	3%	-	-	-	1%	-	2%	-	1%	2%	-	3%	2%	1%	-	1%
Sigma	2263 142%	559 159%	218 135%	555 143%	209 140%	722 132%	1266 144%	997 139%	399 155%	611 148%	820 136%	275 139%	158 123%	1010 151%	820 136%	433 133%	435 128%	1828 145%	731 148%	1532 139%	386 134%	1146 140%

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

Q718_9. Why are you very unlikely to visit a website with each of these extensions in the future?
9. .pro

14 Mar 2015
Table 92

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1367	265	121	286	124	571	787	580	222	380	503	164	98*	602	503	262	295	1072	434	933	244	689
Weighted Base	1367	265	121	286	124	571	787	580	222	380	503	164	98*	602	503	262	295	1072	434	933	244	689
I've never been to this type of website before	659 48%	115 43%	60 50%	128 45%	66 53%	290 51% B	361 46%	298 51% G	116 52%	192 51%	234 47%	73 45%	44 45%	308 51%	234 47%	117 45%	138 47%	521 49%	215 50%	444 48%	115 47%	329 48%
I have no reason to go there	501 37% CF	131 49% ACDF	33 27%	107 37% C	51 41% CF	179 31%	280 36%	221 38%	96 43% JK	126 33%	172 34%	63 38%	44 45% JK	222 37%	172 34%	107 41%	106 36%	395 37%	142 33%	359 38% S	73 30%	286 42% U
I don't trust this extension	204 15%	37 14%	17 14%	41 14%	23 19%	86 15%	136 17%	68 12%	31 14% M	74 19%	75 15% M	22 13% M	2 2%	105 17% P	75 15%	24 9%	45 15%	159 15%	85 20% T	119 13%	43 18% V	76 11%
It doesn't seem legitimate	157 11% E	42 16% AE	14 12%	30 10%	7 6%	64 11%	106 13% H	51 9%	26 12% M	53 14% M	59 12% M	15 9%	4 4%	79 13% P	59 12%	19 7%	32 11%	125 12%	62 14% T	95 10%	32 13%	63 9%
I'm afraid of my information being stolen if I go here	127 9% D	19 7%	10 8%	14 5%	11 9%	73 13% ABD	76 10%	51 9%	29 13% KLM	44 12% M	41 8% M	11 7%	2 2%	73 12% OP	41 8%	13 5%	25 8%	102 10%	56 13% T	71 8%	25 10% V	46 7%
Not familiar with this type of domain/Don't know enough about it	9 1%	1	1 1%	1	1 1%	5 1%	5 1%	4 1%	4 2%	3 1%	2	-	-	7 1%	2	-	-	9 1%	6 1% T	3	-	3
Have used/likely to visit/Positive mentions	4	-	3 2% ABDF	-	-	1	1	3 1%	-	3 1%	1	-	-	3	1	-	1	3	2	2	2 1% V	-
Rarely Visit	2	-	-	-	1 1%	1	2	-	-	1	1	-	-	1	1	-	-	2	1	1	1	-
Not interesting	2	-	1 1% F	1	-	-	1	1	1	-	-	1 1%	-	1	-	1	-	2	1	1	-	1
Site is not a common/popular domain name	1	-	-	1	-	-	1	-	-	-	-	1 1%	-	-	-	1	-	1	-	1	-	1
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q718_9. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 92

9. .pro

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	1367	265	121	286	124	571	787	580	222	380	503	164	98*	602	503	262	295	1072	434	933	244	689
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1*	-	-	1*	-	-	1*	-	-	-	1*	-	-	-	1*	-	-	1*	-	1*	1*	-
None	2*	1*	1* F	-	-	-	1*	1*	-	1*	1*	-	-	1*	1*	-	-	2*	1*	1*	-	1*
Not sure	137 10%	27 10%	9 7%	36 13%	9 7%	56 10%	84 11%	53 9%	18 8%	33 9%	58 12%	19 12%	9 9%	51 8%	58 12%	28 11%	25 8%	112 10%	36 8%	101 11%	24 10%	77 11%
Declined to answer	2*	2* AF	-	-	-	-	2*	-	-	-	-	-	2* IJK	-	-	2* N	-	2*	1*	1*	-	1*
Sigma	1808 132%	375 142%	149 123%	360 126%	169 136%	755 132%	1057 134%	751 129%	321 145%	530 139%	645 128%	205 125%	107 109%	851 141%	645 128%	312 119%	372 126%	1436 134%	608 140%	1200 129%	316 130%	884 128%

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

Q718_10. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 93

10. .coop

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1537	310	124	334	147	622	878	659	265	414	571	175	112	679	571	287	321	1216	524	1013	263	750
Weighted Base	1537	310	124	334	147	622	878	659	265	414	571	175	112	679	571	287	321	1216	524	1013	263	750
I've never been to this type of website before	754 49%	141 45%	66 53%	150 45%	79 54%	318 51%	403 46%	351 53%	146 55%	210 51%	261 46%	86 49%	51 46%	356 52%	261 46%	137 48%	155 48%	599 49%	260 50%	494 49%	132 50%	362 48%
I have no reason to go there	610 40% F	159 51% ACDF	39 31% CF	141 42% CF	68 46% CF	203 33% H	335 38% H	275 42% G	118 45% K	155 37% KLM	217 38% M	72 41% M	48 43% M	273 40% OP	217 38% P	120 42% P	123 38% P	487 40% P	186 35% T	424 42% S	93 35% U	331 44% U
I don't trust this extension	229 15%	47 15%	19 15%	50 15%	27 18%	86 14% H	146 17% H	83 13% H	44 17% KLM	83 20% KLM	78 14% M	19 11% M	5 4% M	127 19% OP	78 14% P	24 8% P	50 16% P	179 15% P	102 19% T	127 13% V	46 17% V	81 11% V
It doesn't seem legitimate	198 13% D	60 19% ADEF	15 12% DEF	30 9% DEF	15 10% DEF	78 13% H	122 14% H	76 12% H	37 14% M	65 16% M	74 13% M	17 10% M	5 4% M	102 15% OP	74 13% P	22 8% P	35 11% P	163 13% P	78 15% T	120 12% T	41 16% V	79 11% V
I'm afraid of my information being stolen if I go here	154 10% D	33 11% DEF	10 8% DEF	24 7% DEF	14 10% DEF	73 12% D	94 11% H	60 9% H	36 14% KLM	60 14% KLM	41 7% M	10 6% M	7 6% M	96 14% OP	41 7% P	17 6% P	27 8% P	127 10% P	72 14% T	82 8% T	29 11% V	53 7% V
Not familiar with this type of domain/Don't know enough about it	15 1%	2 1%	1 1%	2 1%	1 1%	9 1%	10 1%	5 1%	5 2%	5 1%	4 1%	1 1%	-	10 1%	4 1%	1	1	14 1%	10 2% T	5	1	4 1%
Have used/likely to visit/Positive mentions	3	-	2 2% ABDF	-	-	1	1	2	-	2	1	-	-	2	1	-	1	2	2	1	1	-
Rarely Visit	1	-	-	-	1 1% AF	-	1	-	-	-	1	-	-	-	1	-	-	1	-	1	1	-
Not interesting	1	-	1 1% AF	-	-	-	-	1	-	-	1	-	-	-	1	-	-	1	1	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q718_10. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 93

10. .coop

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	1537	310	124	334	147	622	878	659	265	414	571	175	112	679	571	287	321	1216	524	1013	263	750
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	3	-	-	-	-	3	3	-	2	-	1	-	-	2	1	-	-	3	3	-	-	-
									1%										1%			
None	2	1	1	-	-	-	1	1	-	1	1	-	-	1	1	-	-	2	1	1	-	1
			1%																			
			F																			
Not sure	134	24	9	38	5	58	81	53	16	32	56	21	9	48	56	30	23	111	37	97	20	77
	9%	8%	7%	11%	3%	9%	9%	8%	6%	8%	10%	12%	8%	7%	10%	10%	7%	9%	7%	10%	8%	10%
	E			E		E																
Declined to answer	3	2	-	1	-	-	3	-	-	-	1	-	2	-	1	2	-	3	2	1	-	1
		1%											2%			1%						
		F											IJK			N						
Sigma	2107	469	163	436	210	829	1200	907	404	613	737	226	127	1017	737	353	415	1692	754	1353	364	989
	137%	151%	131%	131%	143%	133%	137%	138%	152%	148%	129%	129%	113%	150%	129%	123%	129%	139%	144%	134%	138%	132%

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

Q718_11. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 94

11. .cn

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	26**	**	**	**	**	26**	12**	14**	**	9**	10**	5**	2**	9**	10**	7**	8**	18**	7**	19**	8**	11**
Weighted Base	26**	**	**	**	**	26**	12**	14**	**	9**	10**	5**	2**	9**	10**	7**	8**	18**	7**	19**	8**	11**
I've never been to this type of website before	7 27%	-	-	-	-	7 27%	2 17%	5 36%	-	1 11%	3 30%	3 60%	-	1 11%	3 30%	3 43%	2 25%	5 28%	1 14%	6 32%	2 25%	4 36%
I have no reason to go there	5 19%	-	-	-	-	5 19%	3 25%	2 14%	-	-	3 30%	1 20%	1 50%	-	3 30%	2 29%	3 38%	2 11%	1 14%	4 21%	-	4 36%
I'm afraid of my information being stolen if I go here	4 15%	-	-	-	-	4 15%	2 17%	2 14%	-	2 22%	1 10%	-	1 50%	2 22%	1 10%	1 14%	2 25%	2 11%	1 14%	3 16%	3 38%	-
I don't trust this extension	2 8%	-	-	-	-	2 8%	1 8%	1 7%	-	1 11%	-	1 20%	-	1 11%	-	1 14%	-	2 11%	2 29%	-	-	-
Rarely Visit	2 8%	-	-	-	-	2 8%	1 8%	1 7%	-	2 22%	-	-	-	2 22%	-	-	-	2 11%	1 14%	1 5%	1 13%	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It doesn't seem legitimate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q718_11. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 94

11. .cn

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	26**	**	**	**	**	26**	12**	14**	**	9**	10**	5**	2**	9**	10**	7**	8**	18**	7**	19**	8**	11**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have used/likely to visit/Positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1 4%	-	-	-	-	1 4%	1 8%	-	-	1 11%	-	-	-	1 11%	-	-	-	1 6%	-	1 5%	1 13%	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	6 23%	-	-	-	-	6 23%	3 25%	3 21%	-	3 33%	3 30%	-	-	3 33%	3 30%	-	1 13%	5 28%	1 14%	5 26%	2 25%	3 27%
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	27 104%	-	-	-	-	27 104%	13 108%	14 100%	-	10 111%	10 100%	5 100%	2 100%	10 111%	10 100%	7 100%	8 100%	19 106%	7 100%	20 105%	9 113%	11 100%

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

Q718_12. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 95

12. .vn

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1**	-.**	-.**	-.**	-.**	1**	1**	-.**	-.**	1**	-.**	-.**	-.**	1**	-.**	-.**	-.**	1**	-.**	1**	-.**	1**
Weighted Base	1**	-.**	-.**	-.**	-.**	1**	1**	-.**	-.**	1**	-.**	-.**	-.**	1**	-.**	-.**	-.**	1**	-.**	1**	-.**	1**
I've never been to this type of website before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't trust this extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It doesn't seem legitimate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm afraid of my information being stolen if I go here	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I have no reason to go there	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q718_12. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 95

12. .vn

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	1**	-**	-**	-**	-**	1**	1**	-**	-**	1**	-**	-**	-**	1**	-**	-**	-**	1**	-**	1**	-**	1**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have used/likely to visit/Positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	1 100%	-	-	-	-	1 100%	1 100%	-	-	1 100%	-	-	-	1 100%	-	-	-	1 100%	-	1 100%	-	1 100%
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1 100%	-	-	-	-	1 100%	1 100%	-	-	1 100%	-	-	-	1 100%	-	-	-	1 100%	-	1 100%	-	1 100%

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

Q718_13. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 96

13. .ph

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	11**	-**	-**	-**	-**	11**	6**	5**	3**	4**	4**	-**	-**	7**	4**	-**	3**	8**	8**	3**	3**	-**
Weighted Base	11**	-**	-**	-**	-**	11**	6**	5**	3**	4**	4**	-**	-**	7**	4**	-**	3**	8**	8**	3**	3**	-**
I'm afraid of my information being stolen if I go here	4 36%	-	-	-	-	4 36%	2 33%	2 40%	-	2 50%	2 50%	-	-	2 29%	2 50%	-	2 67%	2 25%	2 25%	2 67%	2 67%	-
I don't trust this extension	2 18%	-	-	-	-	2 18%	1 17%	1 20%	1 33%	1 25%	-	-	-	2 29%	-	-	-	2 25%	2 25%	-	-	-
I've never been to this type of website before	1 9%	-	-	-	-	1 9%	-	1 20%	1 33%	-	-	-	-	1 14%	-	-	-	1 13%	1 13%	-	-	-
Have used/likely to visit/Positive mentions	1 9%	-	-	-	-	1 9%	-	1 20%	-	1 25%	-	-	-	1 14%	-	-	-	1 13%	1 13%	-	-	-
I have no reason to go there	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q718_13. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 96

13. .ph

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	11**	-**	-**	-**	-**	11**	6**	5**	3**	4**	4**	-**	-**	7**	4**	-**	3**	8**	8**	3**	3**	-**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It doesn't seem legitimate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	1 9%	-	-	-	-	1 9%	1 17%	-	-	1 25%	-	-	-	1 25%	-	-	-	1 13%	1 13%	-	-	-
Not sure	2 18%	-	-	-	-	2 18%	2 33%	-	1 33%	1 25%	-	-	1 14%	1 25%	-	1 33%	1 13%	1 13%	1 33%	1 33%	1 33%	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	11 100%	-	-	-	-	11 100%	6 100%	5 100%	3 100%	4 100%	4 100%	-	-	7 100%	4 100%	-	3 100%	8 100%	8 100%	3 100%	3 100%	-

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

Q718_14. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 97

14. .jp

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	18**	-**	-**	-**	-**	18**	11**	7**	1**	3**	8**	3**	3**	4**	8**	6**	2**	16**	8**	10**	-**	10**
Weighted Base	18**	-**	-**	-**	-**	18**	11**	7**	1**	3**	8**	3**	3**	4**	8**	6**	2**	16**	8**	10**	-**	10**
I have no reason to go there	6 33%	-	-	-	-	6 33%	4 36%	2 29%	1 100%	2 67%	2 25%	-	1 33%	3 75%	2 25%	1 17%	2 100%	4 25%	3 38%	3 30%	-	3 30%
I'm afraid of my information being stolen if I go here	1 6%	-	-	-	-	1 6%	-	1 14%	-	-	1 13%	-	-	-	1 13%	-	-	1 6%	1 13%	-	-	-
Foreign/Not in preferred language	1 6%	-	-	-	-	1 6%	1 9%	-	-	-	-	1 33%	-	-	-	1 17%	-	1 6%	-	1 10%	-	1 10%
It doesn't seem legitimate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I've never been to this type of website before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't trust this extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q718_14. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 97

14. .jp

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	18**	**	**	**	**	18**	11**	7**	1**	3**	8**	3**	3**	4**	8**	6**	2**	16**	8**	10**	**	10**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have used/likely to visit/Positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	10 56%	-	-	-	-	10 56%	6 55%	4 57%	-	1 33%	5 63%	2 67%	2 67%	1 25%	5 63%	4 67%	-	10 63%	4 50%	6 60%	-	6 60%
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	18 100%	-	-	-	-	18 100%	11 100%	7 100%	1 100%	3 100%	8 100%	3 100%	3 100%	4 100%	8 100%	6 100%	2 100%	16 100%	8 100%	10 100%	-	10 100%

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

Q718_15. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 98

15. .kr

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	4**	-**	-**	-**	-**	4**	2**	2**	1**	2**	1**	-**	-**	3**	1**	-**	1**	3**	1**	3**	2**	1**
Weighted Base	4**	-**	-**	-**	-**	4**	2**	2**	1**	2**	1**	-**	-**	3**	1**	-**	1**	3**	1**	3**	2**	1**
It doesn't seem legitimate	1/25%	-	-	-	-	1/25%	1/50%	-	-	1/50%	-	-	-	1/33%	-	-	-	1/33%	1/100%	-	-	-
I have no reason to go there	1/25%	-	-	-	-	1/25%	-	1/50%	-	-	1/100%	-	-	-	1/100%	-	1/100%	-	-	1/33%	-	1/100%
Not familiar with this type of domain/Don't know enough about it	1/25%	-	-	-	-	1/25%	-	1/50%	1/100%	-	-	-	-	1/33%	-	-	-	1/33%	-	1/33%	1/50%	-
I'm afraid of my information being stolen if I go here	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I've never been to this type of website before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't trust this extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q718_15. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 98

15. .kr

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	4**	**	**	**	**	4**	2**	2**	1**	2**	1**	**	**	3**	1**	**	1**	3**	1**	3**	2**	1**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have used/likely to visit/Positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	1 25%	-	-	-	-	1 25%	1 50%	-	-	1 50%	-	-	-	1 33%	-	-	-	1 33%	-	1 33%	1 50%	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	4 100%	-	-	-	-	4 100%	2 100%	2 100%	1 100%	2 100%	1 100%	-	-	3 100%	1 100%	-	1 100%	3 100%	1 100%	3 100%	2 100%	1 100%

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

Q718_16. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 99

16. .ru

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	7**	-**	-**	-**	-**	7**	3**	4**	1**	5**	1**	-**	-**	6**	1**	-**	1**	6**	6**	1**	1**	-**
Weighted Base	7**	-**	-**	-**	-**	7**	3**	4**	1**	5**	1**	-**	-**	6**	1**	-**	1**	6**	6**	1**	1**	-**
I don't trust this extension	2 29%	-	-	-	-	2 29%	2 67%	-	-	2 40%	-	-	-	2 33%	-	-	1 100%	1 17%	1 17%	1 100%	1 100%	-
I'm afraid of my information being stolen if I go here	2 29%	-	-	-	-	2 29%	1 33%	1 25%	-	1 20%	1 100%	-	-	1 17%	1 100%	-	-	2 33%	1 17%	1 100%	1 100%	-
I have no reason to go there	1 14%	-	-	-	-	1 14%	1 33%	-	-	1 20%	-	-	-	1 17%	-	-	-	1 17%	-	1 100%	1 100%	-
Have used/likely to visit/Positive mentions	1 14%	-	-	-	-	1 14%	-	1 25%	-	1 20%	-	-	-	1 17%	-	-	-	1 17%	1 17%	-	-	-
I've never been to this type of website before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q718_16. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 99

16. .ru

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	7**	-**	-**	-**	-**	7**	3**	4**	1**	5**	1**	-**	-**	6**	1**	-**	1**	6**	6**	1**	1**	-**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It doesn't seem legitimate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1 14%	-	-	-	-	1 14%	-	1 25%	-	1 20%	-	-	-	1 17%	-	-	-	1 17%	1 17%	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	2 29%	-	-	-	-	2 29%	1 33%	1 25%	1 100%	1 20%	-	-	-	2 33%	-	-	-	2 33%	2 33%	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	9 129%	-	-	-	-	9 129%	5 167%	4 100%	1 100%	7 140%	1 100%	-	-	8 133%	1 100%	-	1 100%	8 133%	6 100%	3 300%	3 300%	-

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

Q718_17. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 100

17. .in

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender			Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	34*	**	**	**	**	34*	20**	14**	6**	12**	13**	3**	**	18**	13**	3**	7**	27**	18**	16**	12**	4**
Weighted Base	34*	**	**	**	**	34*	20**	14**	6**	12**	13**	3**	**	18**	13**	3**	7**	27**	18**	16**	12**	4**
I'm afraid of my information being stolen if I go here	8 24%	-	-	-	-	8 24%	7 35%	1 7%	1 17%	4 33%	2 15%	1 33%	-	5 28%	2 15%	1 33%	1 14%	7 26%	5 28%	3 19%	2 17%	1 25%
I've never been to this type of website before	5 15%	-	-	-	-	5 15%	3 15%	2 14%	1 17%	2 17%	2 15%	-	-	3 17%	2 15%	-	1 14%	4 15%	3 17%	2 13%	1 8%	1 25%
I have no reason to go there	5 15%	-	-	-	-	5 15%	2 10%	3 21%	2 33%	-	3 23%	-	-	2 11%	3 23%	-	2 29%	3 11%	2 11%	3 19%	3 25%	-
It doesn't seem legitimate	4 12%	-	-	-	-	4 12%	1 5%	3 21%	-	-	3 23%	1 33%	-	-	3 23%	1 33%	1 14%	3 11%	3 17%	1 6%	-	1 25%
Have used/likely to visit/Positive mentions	4 12%	-	-	-	-	4 12%	1 5%	3 21%	1 17%	3 25%	-	-	-	4 22%	-	-	1 14%	3 11%	2 11%	3 13%	2 17%	-
I don't trust this extension	2 6%	-	-	-	-	2 6%	2 10%	-	-	-	2 15%	-	-	-	2 15%	-	-	2 7%	2 11%	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q718_17. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 100

17. .in

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	34*	**	**	**	**	34*	20**	14**	6**	12**	13**	3**	**	18**	13**	3**	7**	27**	18**	16**	12**	4**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	8 24%	-	-	-	-	8 24%	5 25%	3 21%	1 17%	3 25%	3 23%	1 33%	-	4 22%	3 23%	1 33%	1 14%	7 26%	3 17%	5 31%	4 33%	1 25%
Declined to answer	1 3%	-	-	-	-	1 3%	-	1 7%	-	1 8%	-	-	-	1 6%	-	-	-	1 4%	1 6%	-	-	-
Sigma	37 109%	-	-	-	-	37 109%	21 105%	16 114%	6 100%	13 108%	15 115%	3 100%	-	19 106%	15 115%	3 100%	7 100%	30 111%	21 117%	16 100%	12 100%	4 100%

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

Q718_18. Why are you very unlikely to visit a website with each of these extensions in the future?

18..id

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	4**	-**	-**	-**	-**	4**	3**	1**	1**	1**	1**	1**	-**	2**	1**	1**	-**	4**	1**	3**	-**	3**
Weighted Base	4**	-**	-**	-**	-**	4**	3**	1**	1**	1**	1**	1**	-**	2**	1**	1**	-**	4**	1**	3**	-**	3**
I have no reason to go there	1/25%	-	-	-	-	1/25%	1/33%	-	-	-	-	1/100%	-	-	-	1/100%	-	1/25%	-	1/33%	-	1/33%
I've never been to this type of website before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't trust this extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It doesn't seem legitimate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm afraid of my information being stolen if I go here	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q718_18. Why are you very unlikely to visit a website with each of these extensions in the future?

18. .id

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	4**	-**	-**	-**	-**	4**	3**	1**	1**	1**	1**	1**	-**	2**	1**	1**	-**	4**	1**	3**	-**	3**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have used/likely to visit/Positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	3 75%	-	-	-	-	3 75%	2 67%	1 100%	1 100%	1 100%	1 100%	-	-	2 100%	1 100%	-	-	3 75%	1 100%	2 67%	-	2 67%
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	4 100%	-	-	-	-	4 100%	3 100%	1 100%	1 100%	1 100%	1 100%	1 100%	-	2 100%	1 100%	1 100%	-	4 100%	1 100%	3 100%	-	3 100%

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

Q718_19. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 102

19. .ng

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	7**	-.**	-.**	-.**	7**	-.**	7**	-.**	-.**	3**	4**	-.**	-.**	3**	4**	-.**	2**	5**	2**	5**	4**	1**
Weighted Base	7**	-.**	-.**	-.**	7**	-.**	7**	-.**	-.**	3**	4**	-.**	-.**	3**	4**	-.**	2**	5**	2**	5**	4**	1**
I've never been to this type of website before	2 29%	-	-	-	2 29%	-	2 29%	-	-	1 33%	1 25%	-	-	1 33%	1 25%	-	-	2 40%	-	2 40%	2 50%	-
Because of harkers/surname	2 29%	-	-	-	2 29%	-	2 29%	-	-	1 33%	1 25%	-	-	1 33%	1 25%	-	-	2 40%	1 50%	1 20%	-	1 100%
I have no reason to go there	1 14%	-	-	-	1 14%	-	1 14%	-	-	-	1 25%	-	-	-	1 25%	-	50%	-	-	1 20%	1 25%	-
I'm afraid of my information being stolen if I go here	1 14%	-	-	-	1 14%	-	1 14%	-	-	1 33%	-	-	-	1 33%	-	-	-	1 20%	-	1 20%	1 25%	-
It doesn't seem legitimate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't trust this extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q718_19. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 102

19. .ng

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	7**	-**	-**	-**	7**	-**	7**	-**	-**	3**	4**	-**	-**	3**	4**	-**	2**	5**	2**	5**	4**	1**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have used/likely to visit/Positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	2 29%	-	-	-	2 29%	-	2 29%	-	-	1 33%	1 25%	-	-	1 33%	1 25%	-	1 50%	1 20%	1 50%	1 20%	1 25%	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	8 114%	-	-	-	8 114%	-	8 114%	-	-	4 133%	4 100%	-	-	4 133%	4 100%	-	2 100%	6 120%	2 100%	6 120%	5 125%	1 100%

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

Q718_20. Why are you very unlikely to visit a website with each of these extensions in the future?

20. .za

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3**	-**	-**	-**	3**	-**	1**	2**	-**	-**	3**	-**	-**	-**	3**	-**	-**	3**	1**	2**	1**	1**
Weighted Base	3**	-**	-**	-**	3**	-**	1**	2**	-**	-**	3**	-**	-**	-**	3**	-**	-**	3**	1**	2**	1**	1**
I don't trust this extension	2/67%	-	-	-	2/67%	-	-	2/100%	-	-	2/67%	-	-	-	2/67%	-	-	2/67%	1/100%	1/50%	1/100%	-
I've never been to this type of website before	1/33%	-	-	-	1/33%	-	1/100%	-	-	-	1/33%	-	-	-	1/33%	-	-	1/33%	-	1/50%	-	1/100%
It doesn't seem legitimate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm afraid of my information being stolen if I go here	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I have no reason to go there	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q718_20. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 103

20. .za

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	3**	-**	-**	-**	3**	-**	1**	2**	-**	-**	3**	-**	-**	-**	3**	-**	-**	3**	1**	2**	1**	1**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have used/likely to visit/Positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3 100%	-	-	-	3 100%	-	1 100%	2 100%	-	-	3 100%	-	-	-	3 100%	-	-	3 100%	1 100%	2 100%	1 100%	1 100%

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

Q718_21. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 104

21. .eg

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	4**	-**	-**	-**	4**	-**	3**	1**	2**	1**	-**	1**	-**	3**	-**	1**	2**	2**	1**	3**	2**	1**
Weighted Base	4**	-**	-**	-**	4**	-**	3**	1**	2**	1**	-**	1**	-**	3**	-**	1**	2**	2**	1**	3**	2**	1**
I've never been to this type of website before	2 50%	-	-	-	2 50%	-	1 33%	1 100%	1 50%	1 100%	-	-	-	2 67%	-	-	1 50%	1 50%	-	2 67%	1 50%	1 100%
I don't trust this extension	1 25%	-	-	-	1 25%	-	1 33%	-	-	-	-	1 100%	-	-	-	1 100%	-	1 50%	-	1 33%	1 50%	-
I have no reason to go there	1 25%	-	-	-	1 25%	-	1 33%	-	1 50%	-	-	-	-	1 33%	-	-	1 50%	-	1 100%	-	-	-
I'm afraid of my information being stolen if I go here	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It doesn't seem legitimate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q718_21. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 104

21. .eg

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	4**	-**	-**	-**	4**	-**	3**	1**	2**	1**	-**	1**	-**	3**	-**	1**	2**	2**	1**	3**	2**	1**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have used/likely to visit/Positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	4 100%	-	-	-	4 100%	-	3 100%	1 100%	2 100%	1 100%	-	1 100%	-	3 100%	-	1 100%	2 100%	2 100%	1 100%	3 100%	2 100%	1 100%

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

Q718_22. Why are you very unlikely to visit a website with each of these extensions in the future?

22. .co

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	19**	-**	19**	-**	-**	-**	9**	10**	1**	5**	8**	5**	-**	6**	8**	5**	9**	10**	8**	11**	5**	6**
Weighted Base	19**	-**	19**	-**	-**	-**	9**	10**	1**	5**	8**	5**	-**	6**	8**	5**	9**	10**	8**	11**	5**	6**
I have no reason to go there	3 16%	-	3 16%	-	-	-	11%	2 20%	1 100%	-	2 25%	-	-	1 17%	2 25%	-	3 33%	-	2 25%	1 9%	1 20%	-
Have used/likely to visit/Positive mentions	3 16%	-	3 16%	-	-	-	22%	1 10%	-	-	1 13%	2 40%	-	-	1 13%	2 40%	-	3 30%	2 25%	1 9%	-	1 17%
I've never been to this type of website before	2 11%	-	2 11%	-	-	-	11%	1 10%	-	1 20%	-	1 20%	-	1 17%	-	1 20%	2 22%	-	1 13%	1 9%	1 20%	-
It doesn't seem legitimate	1 5%	-	1 5%	-	-	-	-	1 10%	-	-	1 13%	-	-	-	1 13%	-	-	1 10%	-	1 9%	-	1 17%
Foreign/Not in preferred language	1 5%	-	1 5%	-	-	-	-	1 10%	-	-	1 13%	-	-	-	1 13%	-	1 11%	-	-	1 9%	-	1 17%
I'm afraid of my information being stolen if I go here	1 5%	-	1 5%	-	-	-	11%	-	1 100%	-	-	-	-	1 17%	-	-	1 11%	-	1 13%	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't trust this extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q718_22. Why are you very unlikely to visit a website with each of these extensions in the future?
22. .co

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	19**	-**	19**	-**	-**	-**	9**	10**	1**	5**	8**	5**	-**	6**	8**	5**	9**	10**	8**	11**	5**	6**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	8 42%	-	8 42%	-	-	-	4 44%	4 40%	-	3 60%	3 38%	2 40%	-	3 50%	3 38%	2 40%	3 33%	5 50%	3 38%	5 45%	3 60%	2 33%
Declined to answer	1 5%	-	1 5%	-	-	-	1 11%	-	-	1 20%	-	-	-	1 17%	-	-	-	1 10%	-	1 9%	-	1 17%
Sigma	20 105%	-	20 105%	-	-	-	10 111%	10 100%	2 200%	5 100%	8 100%	5 100%	-	7 117%	8 100%	5 100%	10 111%	10 100%	9 113%	11 100%	5 100%	6 100%

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

Q718_23. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 106

23. .ar

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	13**	-**	13**	-**	-**	-**	7**	6**	-**	-**	9**	3**	1**	-**	9**	4**	3**	10**	6**	7**	6**	1**
Weighted Base	13**	-**	13**	-**	-**	-**	7**	6**	-**	-**	9**	3**	1**	-**	9**	4**	3**	10**	6**	7**	6**	1**
I don't trust this extension	3 23%	-	3 23%	-	-	-	14%	33%	-	-	33%	-	-	-	33%	-	-	30%	17%	29%	33%	-
It doesn't seem legitimate	2 15%	-	2 15%	-	-	-	14%	17%	-	-	22%	-	-	-	22%	-	-	20%	33%	-	-	-
Have used/likely to visit/Positive mentions	2 15%	-	2 15%	-	-	-	14%	17%	-	-	22%	-	-	-	22%	-	-	20%	17%	14%	17%	-
I have no reason to go there	1 8%	-	1 8%	-	-	-	-	17%	-	-	-	33%	-	-	-	25%	-	10%	-	14%	17%	-
I'm afraid of my information being stolen if I go here	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q718_23. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 106

23. .ar

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	13**	**	13**	**	**	**	7**	6**	**	**	9**	3**	1**	**	9**	4**	3**	10**	6**	7**	6**	1**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I've never been to this type of website before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	6 46%	-	6 46%	-	-	-	4 57%	2 33%	-	-	3 33%	2 67%	1 100%	-	3 33%	3 75%	3 100%	3 30%	3 50%	3 43%	2 33%	1 100%
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	14 108%	-	14 108%	-	-	-	7 100%	7 117%	-	-	10 111%	3 100%	1 100%	-	10 111%	4 100%	3 100%	11 110%	7 117%	7 100%	6 100%	1 100%

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

Q718_24. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 107

24. .br

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	28**	**	28**	**	**	**	13**	15**	5**	10**	13**	**	**	15**	13**	**	8**	20**	15**	13**	8**	5**
Weighted Base	28**	**	28**	**	**	**	13**	15**	5**	10**	13**	**	**	15**	13**	**	8**	20**	15**	13**	8**	5**
Have used/likely to visit/Positive mentions	8 29%	-	8 29%	-	-	-	3 23%	5 33%	1 20%	3 30%	4 31%	-	-	4 27%	4 31%	-	4 50%	4 20%	6 40%	2 15%	2 25%	-
I'm afraid of my information being stolen if I go here	4 14%	-	4 14%	-	-	-	1 8%	3 20%	1 20%	2 20%	1 8%	-	-	3 20%	1 8%	-	1 13%	3 15%	1 7%	3 23%	2 25%	1 20%
I have no reason to go there	2 7%	-	2 7%	-	-	-	1 8%	1 7%	1 20%	-	1 8%	-	-	1 7%	1 8%	-	1 13%	1 5%	-	2 15%	1 13%	1 20%
I don't trust this extension	2 7%	-	2 7%	-	-	-	2 15%	-	-	-	2 15%	-	-	-	2 15%	-	1 13%	1 5%	-	2 15%	1 13%	1 20%
Lack of information	1 4%	-	1 4%	-	-	-	1 8%	-	1 20%	-	-	-	-	1 7%	-	-	-	1 5%	1 7%	-	-	-
Rarely Visit	1 4%	-	1 4%	-	-	-	-	1 7%	-	-	1 8%	-	-	-	1 8%	-	-	1 5%	1 7%	-	-	-
Content/Information	1 4%	-	1 4%	-	-	-	-	1 7%	-	-	1 8%	-	-	-	1 8%	-	-	1 5%	-	1 8%	-	1 20%
It doesn't seem legitimate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I've never been to this type of website before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q718_24. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 107

24. .br

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	28**	**	28**	**	**	**	13**	15**	5**	10**	13**	**	**	15**	13**	**	8**	20**	15**	13**	8**	5**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	2 7%	-	2 7%	-	-	-	1 8%	1 7%	-	1 10%	1 8%	-	-	1 7%	1 8%	-	-	2 10%	1 7%	1 8%	1 13%	-
Not sure	7 25%	-	7 25%	-	-	-	4 31%	3 20%	1 20%	4 40%	2 15%	-	-	5 33%	2 15%	-	1 13%	6 30%	5 33%	2 15%	1 13%	1 20%
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	28 100%	-	28 100%	-	-	-	13 100%	15 100%	5 100%	10 100%	13 100%	-	-	15 100%	13 100%	-	8 100%	20 100%	15 100%	13 100%	8 100%	5 100%

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

Q718_25. Why are you very unlikely to visit a website with each of these extensions in the future?

25. .it

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	9**	-**	-**	9**	-**	-**	4**	5**	-**	4**	4**	1**	-**	4**	4**	1**	1**	8**	6**	3**	1**	2**
Weighted Base	9**	-**	-**	9**	-**	-**	4**	5**	-**	4**	4**	1**	-**	4**	4**	1**	1**	8**	6**	3**	1**	2**
I'm afraid of my information being stolen if I go here	11%	-	-	11%	-	-	-	20%	-	25%	-	-	-	25%	-	-	-	13%	17%	-	-	-
I've never been to this type of website before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't trust this extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It doesn't seem legitimate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I have no reason to go there	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q718_25. Why are you very unlikely to visit a website with each of these extensions in the future?
25. .it

14 Mar 2015
Table 108

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	9**	-**	-**	9**	-**	-**	4**	5**	-**	4**	4**	1**	-**	4**	4**	1**	1**	8**	6**	3**	1**	2**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have used/likely to visit/Positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	6 67%	-	-	6 67%	-	-	4 100%	2 40%	-	3 75%	3 75%	-	-	3 75%	3 75%	-	1 100%	5 63%	3 50%	3 100%	1 100%	2 100%
Declined to answer	2 22%	-	-	2 22%	-	-	-	2 40%	-	1 25%	1 100%	-	-	-	1 25%	1 100%	-	2 25%	2 33%	-	-	-
Sigma	9 100%	-	-	9 100%	-	-	4 100%	5 100%	-	4 100%	4 100%	1 100%	-	4 100%	4 100%	1 100%	1 100%	8 100%	6 100%	3 100%	1 100%	2 100%

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

Q718_26. Why are you very unlikely to visit a website with each of these extensions in the future?

26. .tr

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3**	-**	-**	3**	-**	-**	1**	2**	-**	2**	1**	-**	-**	2**	1**	-**	1**	2**	-**	3**	2**	1**
Weighted Base	3**	-**	-**	3**	-**	-**	1**	2**	-**	2**	1**	-**	-**	2**	1**	-**	1**	2**	-**	3**	2**	1**
I have no reason to go there	3 100%	-	-	3 100%	-	-	1 100%	2 100%	-	2 100%	1 100%	-	-	2 100%	1 100%	-	1 100%	2 100%	-	3 100%	2 100%	1 100%
I've never been to this type of website before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't trust this extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It doesn't seem legitimate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm afraid of my information being stolen if I go here	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q718_26. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 109

26. .tr

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	3**	-**	-**	3**	-**	-**	1**	2**	-**	2**	1**	-**	-**	2**	1**	-**	1**	2**	-**	3**	2**	1**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have used/likely to visit/Positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3 100%	-	-	3 100%	-	-	1 100%	2 100%	-	2 100%	1 100%	-	-	2 100%	1 100%	-	1 100%	2 100%	-	3 100%	2 100%	1 100%

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

Q718_27. Why are you very unlikely to visit a website with each of these extensions in the future?

27. .es

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	5**	-**	-**	5**	-**	-**	3**	2**	-**	-**	4**	1**	-**	-**	4**	1**	2**	3**	2**	3**	-**	3**
Weighted Base	5**	-**	-**	5**	-**	-**	3**	2**	-**	-**	4**	1**	-**	-**	4**	1**	2**	3**	2**	3**	-**	3**
I'm afraid of my information being stolen if I go here	1 20%	-	-	1 20%	-	-	-	1 50%	-	-	1 25%	-	-	-	1 25%	-	1 50%	-	1 50%	-	-	-
I have no reason to go there	1 20%	-	-	1 20%	-	-	1 33%	-	-	-	1 25%	-	-	-	1 25%	-	-	1 33%	1 50%	-	-	-
I don't trust this extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It doesn't seem legitimate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I've never been to this type of website before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q718_27. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 110

27. .es

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	5**	-**	-**	5**	-**	-**	3**	2**	-**	-**	4**	1**	-**	-**	4**	1**	2**	3**	2**	3**	-**	3**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have used/likely to visit/Positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	3 60%	-	-	3 60%	-	-	2 67%	1 50%	-	-	2 50%	1 100%	-	-	2 50%	1 100%	1 50%	2 67%	-	3 100%	-	3 100%
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	5 100%	-	-	5 100%	-	-	3 100%	2 100%	-	-	4 100%	1 100%	-	-	4 100%	1 100%	2 100%	3 100%	2 100%	3 100%	-	3 100%

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

Q718_28. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 111

28. .pl

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1**	-.**	-.**	1**	-.**	-.**	-.**	1**	-.**	1**	-.**	-.**	-.**	1**	-.**	-.**	-.**	1**	-.**	1**	-.**	1**
Weighted Base	1**	-.**	-.**	1**	-.**	-.**	-.**	1**	-.**	1**	-.**	-.**	-.**	1**	-.**	-.**	-.**	1**	-.**	1**	-.**	1**
I've never been to this type of website before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't trust this extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It doesn't seem legitimate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm afraid of my information being stolen if I go here	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I have no reason to go there	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q718_28. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 111

28. .pl

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	1**	-**	-**	1**	-**	-**	-**	1**	-**	1**	-**	-**	-**	1**	-**	-**	-**	1**	-**	1**	-**	1**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have used/likely to visit/Positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	1 100%	-	-	1 100%	-	-	-	1 100%	-	1 100%	-	-	-	1 100%	-	-	-	1 100%	-	1 100%	-	1 100%
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1 100%	-	-	1 100%	-	-	-	1 100%	-	1 100%	-	-	-	1 100%	-	-	-	1 100%	-	1 100%	-	1 100%

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

Q718_29. Why are you very unlikely to visit a website with each of these extensions in the future?

29. .uk

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	9**	-**	-**	9**	-**	-**	6**	3**	3**	2**	2**	1**	1**	5**	2**	2**	3**	6**	-**	9**	-**	9**
Weighted Base	9**	-**	-**	9**	-**	-**	6**	3**	3**	2**	2**	1**	1**	5**	2**	2**	3**	6**	-**	9**	-**	9**
I have no reason to go there	4 44%	-	-	4 44%	-	-	2 33%	2 67%	2 67%	-	1 50%	1 100%	-	2 40%	1 50%	1 50%	1 33%	3 50%	-	4 44%	-	4 44%
Have used/likely to visit/Positive mentions	1 11%	-	-	1 11%	-	-	1 17%	-	-	-	-	-	1 100%	-	-	1 50%	-	1 17%	-	1 11%	-	1 11%
I don't trust this extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It doesn't seem legitimate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm afraid of my information being stolen if I go here	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q718_29. Why are you very unlikely to visit a website with each of these extensions in the future?
29. .uk

14 Mar 2015
Table 112

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	9**	-**	-**	9**	-**	-**	6**	3**	3**	2**	2**	1**	1**	5**	2**	2**	3**	6**	-**	9**	-**	9**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I've never been to this type of website before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	4 44%	-	-	4 44%	-	-	3 50%	1 33%	1 33%	2 100%	1 50%	-	-	3 60%	1 50%	-	2 67%	2 33%	-	4 44%	-	4 44%
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	9 100%	-	-	9 100%	-	-	6 100%	3 100%	3 100%	2 100%	2 100%	1 100%	1 100%	5 100%	2 100%	2 100%	3 100%	6 100%	-	9 100%	-	9 100%

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

Q718_30. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 113

30. .fr

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	15**	**	**	15**	**	**	6**	9**	1**	5**	7**	**	2**	6**	7**	2**	2**	13**	3**	12**	1**	11**
Weighted Base	15**	**	**	15**	**	**	6**	9**	1**	5**	7**	**	2**	6**	7**	2**	2**	13**	3**	12**	1**	11**
I've never been to this type of website before	2 13%	-	-	2 13%	-	-	1 17%	1 11%	-	-	1 14%	-	1 50%	-	1 14%	1 50%	-	2 15%	-	2 17%	-	2 18%
I have no reason to go there	2 13%	-	-	2 13%	-	-	1 17%	1 11%	-	1 20%	-	-	1 50%	1 17%	-	1 50%	-	2 15%	1 33%	1 8%	-	1 9%
I don't trust this extension	1 7%	-	-	1 7%	-	-	-	1 11%	-	1 20%	-	-	-	1 17%	-	-	-	1 8%	-	1 8%	-	1 9%
Foreign/Not in preferred language	1 7%	-	-	1 7%	-	-	1 17%	-	-	1 14%	-	-	-	-	1 14%	-	-	1 8%	-	1 8%	-	1 9%
Have used/likely to visit/Positive mentions	1 7%	-	-	1 7%	-	-	-	1 11%	-	1 14%	-	-	-	-	1 14%	-	-	1 8%	-	1 8%	-	1 9%
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm afraid of my information being stolen if I go here	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q718_30. Why are you very unlikely to visit a website with each of these extensions in the future?
30. .fr

14 Mar 2015
Table 113

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	15**	**	**	15**	**	**	6**	9**	1**	5**	7**	**	2**	6**	7**	2**	2**	13**	3**	12**	1**	11**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It doesn't seem legitimate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	8 53%	-	-	8 53%	-	-	3 50%	5 56%	1 100%	3 60%	4 57%	-	-	4 67%	4 57%	-	2 100%	6 46%	2 67%	6 50%	1 100%	5 45%
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	15 100%	-	-	15 100%	-	-	6 100%	9 100%	1 100%	5 100%	7 100%	-	2 100%	6 100%	7 100%	2 100%	2 100%	13 100%	3 100%	12 100%	1 100%	11 100%

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

Q718_31. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 114

31. .de

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	14**	-**	-**	14**	-**	-**	6**	8**	-**	1**	9**	3**	1**	1**	9**	4**	4**	10**	4**	10**	-**	10**
Weighted Base	14**	-**	-**	14**	-**	-**	6**	8**	-**	1**	9**	3**	1**	1**	9**	4**	4**	10**	4**	10**	-**	10**
I have no reason to go there	4 29%	-	-	4 29%	-	-	2 33%	2 25%	-	1 100%	3 33%	-	-	1 100%	3 33%	-	1 25%	3 30%	2 50%	2 20%	-	2 20%
I'm afraid of my information being stolen if I go here	3 21%	-	-	3 21%	-	-	1 17%	2 25%	-	-	2 22%	3 33%	-	-	2 22%	1 25%	2 50%	1 10%	1 25%	2 20%	-	2 20%
I've never been to this type of website before	1 7%	-	-	1 7%	-	-	-	1 13%	-	-	-	1 33%	-	-	-	1 25%	-	1 10%	-	1 10%	-	1 10%
Have used/likely to visit/Positive mentions	1 7%	-	-	1 7%	-	-	1 17%	-	-	-	1 11%	-	-	-	1 11%	-	-	1 10%	-	1 10%	-	1 10%
It doesn't seem legitimate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q718_31. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 114

31. .de

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	14**	**	**	14**	**	**	6**	8**	**	1**	9**	3**	1**	1**	9**	4**	4**	10**	4**	10**	**	10**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't trust this extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1 7%	-	-	1 7%	-	-	1 17%	-	-	-	1 11%	-	-	-	1 11%	-	-	1 10%	1 25%	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	3 21%	-	-	3 21%	-	-	1 17%	2 25%	-	-	1 11%	1 33%	1 100%	-	1 11%	2 50%	1 25%	2 20%	-	3 30%	-	3 30%
Declined to answer	1 7%	-	-	1 7%	-	-	-	1 13%	-	-	1 11%	-	-	-	1 11%	-	-	1 10%	-	1 10%	-	1 10%
Sigma	14 100%	-	-	14 100%	-	-	6 100%	8 100%	-	1 100%	9 100%	3 100%	1 100%	1 100%	9 100%	4 100%	4 100%	10 100%	4 100%	10 100%	-	10 100%

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

Q718_32. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 115

32. .us

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	91*	91*	**	**	**	**	38*	53*	4**	17**	33*	15**	22**	21**	33*	37*	19**	72*	7**	84*	4**	80*
Weighted Base	91*	91*	**	**	**	**	38*	53*	4**	17**	33*	15**	22**	21**	33*	37*	19**	72*	7**	84*	4**	80*
I have no reason to go there	45 49%	45 49%	-	-	-	-	13 34%	32 60%	2 50%	9 53%	17 52%	7 47%	10 45%	11 52%	17 52%	17 46%	9 47%	36 50%	3 43%	42 50%	2 50%	40 50%
I've never been to this type of website before	31 34%	31 34%	-	-	-	-	15 39%	16 30%	1 25%	6 35%	10 30%	7 47%	7 32%	7 33%	10 30%	14 38%	7 37%	24 33%	2 29%	29 35%	3 75%	26 33%
It doesn't seem legitimate	11 12%	11 12%	-	-	-	-	3 8%	8 15%	-	2 12%	4 12%	2 13%	3 14%	2 10%	4 12%	5 14%	2 11%	9 13%	3 43%	8 10%	2 50%	6 8%
I don't trust this extension	7 8%	7 8%	-	-	-	-	3 8%	4 8%	-	2 12%	3 9%	-	2 9%	2 10%	3 9%	2 5%	1 5%	6 8%	2 29%	5 6%	2 50%	3 4%
I'm afraid of my information being stolen if I go here	4 4%	4 4%	-	-	-	-	1 3%	3 6%	-	1 6%	3 9%	-	-	1 5%	3 9%	-	1 5%	3 4%	-	4 5%	1 25%	3 4%
Have used/likely to visit/Positive mentions	1 1%	1 1%	-	-	-	-	-	1 2%	-	-	-	-	1 5%	-	-	1 3%	-	1 1%	-	1 1%	-	1 1%
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q718_32. Why are you very unlikely to visit a website with each of these extensions in the future?

32. .us

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	91*	91*	**	**	**	**	38*	53*	4**	17**	33*	15**	22**	21**	33*	37*	19**	72*	7**	84*	4**	80*
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	16 18%	16 18%	-	-	-	-	10 26%	6 11%	2 50%	4 24%	8 24%	2 13%	-	6 29%	8 24%	2 5%	3 16%	13 18%	1 14%	15 18%	1 25%	14 18%
Declined to answer	2 2%	2 2%	-	-	-	-	2 5%	-	-	-	1 3%	-	1 5%	-	1 3%	1 3%	-	2 3%	-	2 2%	-	2 3%
Sigma	117 129%	117 129%	-	-	-	-	47 124%	70 132%	5 125%	24 141%	46 139%	18 120%	24 109%	29 138%	46 139%	42 114%	23 121%	94 131%	11 157%	106 126%	11 275%	95 119%

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

Q718_33. Why are you very unlikely to visit a website with each of these extensions in the future?

33. .ca

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	12**	12**	-**	-**	-**	-**	5**	7**	2**	5**	-**	5**	-**	7**	-**	5**	2**	10**	2**	10**	-**	10**
Weighted Base	12**	12**	-**	-**	-**	-**	5**	7**	2**	5**	-**	5**	-**	7**	-**	5**	2**	10**	2**	10**	-**	10**
It doesn't seem legitimate	1/8%	1/8%	-	-	-	-	-	14%	-	-	-	20%	-	-	-	20%	-	10%	50%	-	-	-
I have no reason to go there	1/8%	1/8%	-	-	-	-	20%	-	-	-	-	20%	-	-	-	20%	-	10%	-	10%	-	10%
I don't trust this extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm afraid of my information being stolen if I go here	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I've never been to this type of website before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q718_33. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 116

33. .ca

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	12**	12**	**	**	**	**	5**	7**	2**	5**	**	5**	**	7**	**	5**	2**	10**	2**	10**	**	10**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have used/likely to visit/Positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	5 42%	5 42%	-	-	-	-	1 20%	4 57%	2 100%	2 40%	-	1 20%	-	4 57%	-	1 20%	-	5 50%	-	5 50%	-	5 50%
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	5 42%	5 42%	-	-	-	-	3 60%	2 29%	-	3 60%	-	2 40%	-	3 43%	-	2 40%	2 100%	3 30%	1 50%	4 40%	-	4 40%
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	12 100%	12 100%	-	-	-	-	5 100%	7 100%	2 100%	5 100%	-	5 100%	-	7 100%	-	5 100%	2 100%	10 100%	2 100%	10 100%	-	10 100%

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

Q718_34. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 117

34. .mx

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	14**	14**	-**	-**	-**	-**	5**	9**	2**	4**	7**	1**	-**	6**	7**	1**	4**	10**	5**	9**	5**	4**
Weighted Base	14**	14**	-**	-**	-**	-**	5**	9**	2**	4**	7**	1**	-**	6**	7**	1**	4**	10**	5**	9**	5**	4**
It doesn't seem legitimate	3 21%	3 21%	-	-	-	-	1 20%	2 22%	-	-	3 43%	-	-	-	3 43%	-	1 25%	2 20%	2 40%	1 11%	1 20%	-
I'm afraid of my information being stolen if I go here	2 14%	2 14%	-	-	-	-	1 20%	1 11%	1 50%	-	1 14%	-	-	1 17%	1 14%	-	1 25%	1 10%	1 20%	1 11%	1 20%	-
Have used/likely to visit/Positive mentions	2 14%	2 14%	-	-	-	-	-	2 22%	-	1 25%	-	1 100%	-	1 17%	-	1 100%	-	2 20%	-	2 22%	1 20%	1 25%
I've never been to this type of website before	1 7%	1 7%	-	-	-	-	-	1 11%	-	1 25%	-	-	-	1 17%	-	-	-	1 10%	-	1 11%	-	1 25%
I have no reason to go there	1 7%	1 7%	-	-	-	-	1 20%	-	-	1 25%	-	-	-	1 17%	-	-	-	1 10%	-	1 11%	1 20%	-
Spam	1 7%	1 7%	-	-	-	-	1 20%	-	-	1 25%	-	-	-	1 17%	-	-	-	1 10%	1 20%	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't trust this extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q718_34. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015
Table 117

34. .mx

Base: Very Unlikely To Visit Website With Domain Name Extension

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	14**	14**	**	**	**	**	5**	9**	2**	4**	7**	1**	**	6**	7**	1**	4**	10**	5**	9**	5**	4**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	5 36%	5 36%	-	-	-	-	2 40%	3 33%	1 50%	-	4 57%	-	-	1 17%	4 57%	-	2 50%	3 30%	2 40%	3 33%	1 20%	2 50%
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	15 107%	15 107%	-	-	-	-	6 120%	9 100%	2 100%	4 100%	8 114%	1 100%	-	6 100%	8 114%	1 100%	4 100%	11 110%	6 120%	9 100%	5 100%	4 100%

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

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

14 Mar 2015
Table 118

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
.ru	233 92%	-	-	-	-	233 92%	104 91%	129 93%	38 90%	87 93%	99 93%	8 89%	1 100%	125 92%	99 93%	9 90%	39 98%	194 91%	137 96%	96 87%	55 87%	41 87%
.mx	201 90%	201 90%	-	-	-	-	117 93%	84 87%	34 83%	64 88%	87 94%	13 100%	3 100%	98 86%	87 94%	16 100%	39 87%	162 91%	81 90%	120 90%	69 90%	51 91%
.in	612 89%	-	-	-	-	612 89%	360 90%	252 88%	139 89%	220 94%	214 88%	33 72%	6 75%	359 92%	214 88%	39 72%	121 90%	491 89%	295 90%	317 88%	227 93%	90 78%
.co	106 89%	-	106 89%	-	-	-	61 94%	45 83%	8 100%	19 86%	50 93%	23 82%	6 86%	27 90%	50 93%	29 83%	33 83%	73 92%	44 90%	62 89%	32 84%	30 94%
.ng	178 89%	-	-	-	178 89%	-	144 89%	34 87%	25 83%	99 92%	50 85%	3 100%	1 100%	124 90%	50 85%	4 100%	54 95%	124 86%	83 86%	95 90%	68 93%	27 84%
.za	92 88%	-	-	-	92 88%	-	37 86%	55 89%	21 91%	32 91%	32 80%	6 100%	1 100%	53 91%	32 80%	7 100%	21 84%	71 89%	39 87%	53 88%	22 85%	31 91%
.pl	98 88%	-	-	98 88%	-	-	48 89%	50 86%	19 86%	18 82%	42 86%	16 100%	3 100%	37 84%	42 86%	19 100%	31 89%	67 87%	41 85%	57 89%	30 97%	27 82%
.id	180 87%	-	-	-	-	180 87%	99 86%	81 88%	44 80%	69 87%	65 94%	2 50%	-	113 84%	65 94%	2 50%	45 85%	135 88%	114 90%	66 83%	51 93%	15 60%
.tr	87 85%	-	-	87 85%	-	-	52 85%	35 85%	19 86%	34 85%	30 86%	4 80%	-	53 85%	30 86%	4 80%	15 83%	72 86%	21 81%	66 87%	43 90%	23 82%
.br	308 83%	-	308 83%	-	-	-	157 82%	151 85%	63 84%	112 84%	107 82%	16 84%	10 83%	175 84%	107 82%	26 84%	75 82%	233 84%	138 90%	170 78%	95 86%	75 71%
.ar	91 83%	-	91 83%	-	-	-	39 80%	52 85%	10 83%	17 89%	50 83%	11 79%	3 60%	27 87%	50 83%	14 74%	26 96%	65 78%	35 80%	56 85%	26 81%	30 88%
.vn	81 81%	-	-	-	-	81 81%	43 73%	38 93%	49 84%	25 74%	7 88%	-	-	74 80%	7 88%	-	18 86%	63 80%	38 88%	43 75%	21 68%	22 85%
.ca	162 81%	162 81%	-	-	-	-	80 81%	82 81%	14 74%	33 85%	64 90%	31 70%	20 74%	47 81%	64 90%	51 72%	31 76%	131 82%	40 85%	122 80%	14 88%	108 79%
.es	81 81%	-	-	81 81%	-	-	52 83%	29 78%	1 100%	13 81%	57 80%	8 89%	2 67%	14 82%	57 80%	10 83%	17 77%	64 82%	24 96%	57 76%	13 81%	44 75%
.ph	165 80%	-	-	-	-	165 80%	73 77%	92 83%	39 85%	56 78%	62 83%	8 67%	-	95 81%	62 83%	8 62%	49 83%	116 79%	73 80%	92 80%	64 84%	28 72%

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

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

14 Mar 2015
Table 118

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
.com	4852 79% D	735 79% D	518 86% ABDF	725 67% ABCDF	376 92% D	2498 80% D	2713 80%	2139 78%	726 86% KLM	1483 84% KLM	1955 77% LM	488 72% KLM	200 66% LM	2209 84% OP	1955 77% P	688 70% Q	907 77%	3945 79% Q	2067 87% T	2785 74% V	1224 90% V	1561 65%
.it	79 78%	-	-	79 78%	-	-	51 85% H	28 68%	3 100%	9 47%	48 83%	11 85%	8 100%	12 55%	48 83%	19 90%	16 76%	63 79%	27 84%	52 75%	12 86%	40 73%
.uk	169 77%	-	-	169 77%	-	-	96 77%	73 77%	26 79%	31 72%	75 82%	20 71%	17 71%	57 75%	75 82%	37 71%	26 70%	143 78%	41 85%	128 74%	14 93%	114 73%
.kr	156 76%	-	-	-	-	156 76%	87 76%	69 78%	18 72%	55 74%	69 78%	12 92%	2 67%	73 74%	69 78%	14 88%	22 58%	134 81% Q	93 86% T	63 66%	21 64%	42 67%
.de	190 76%	-	-	190 76%	-	-	124 78%	66 73%	2 100%	12 75%	94 72%	81 81%	21 81%	14 78%	94 72%	82 81%	35 73%	155 77%	67 86% T	123 72%	9 82%	114 71%
.eg	76 74%	-	-	-	76 74%	-	65 76%	11 65%	19 70%	29 73%	26 81%	2 50%	-	48 72%	26 81%	2 50%	11 85%	65 72%	43 73%	33 75%	23 74%	10 77%
.cn	805 73%	-	-	-	-	805 73%	503 76% H	302 68%	45 79%	271 76% L	373 72%	103 67%	13 50%	316 76% P	373 72% P	116 64%	71 60%	734 74% Q	392 86% T	413 63%	216 82% V	197 51%
.fr	144 72%	-	-	144 72%	-	-	64 78%	80 67%	5 71%	17 63%	72 72%	30 73%	20 77%	22 65%	72 72%	50 75%	22 56%	122 75% Q	19 79%	125 71%	18 95%	107 68%
.net	3731 61% BD	517 56% D	372 62% BD	521 48% ABCDF	300 73% ABCDF	2021 65% ABD	2123 62% H	1608 59%	548 65% KLM	1198 68% KLM	1516 60% LM	333 49%	136 45%	1746 67% OP	1516 60% P	469 48%	664 56%	3067 62% Q	1719 73% T	2012 53%	943 69% V	1069 44%
.jp	217 61%	-	-	-	-	217 61%	139 65%	78 55%	31 67% M	45 64% M	101 59%	27 68% M	13 42%	76 66%	101 59%	40 56%	30 48%	187 63% Q	104 77% T	113 51%	12 86%	101 48%
.org	2973 48% D	427 46% D	312 52% BD	432 40% ABCDF	294 72% ABCDF	1508 48% D	1690 50% H	1283 47%	471 56% KLM	993 56% KLM	1180 46% LM	232 34%	97 32%	1464 56% OP	1180 46% P	329 33%	581 49%	2392 48% Q	1397 59% T	1576 42%	750 55% V	826 34%
.info	2285 37% BD	212 23% BD	237 40% BD	321 30% B	192 47% ABCD	1323 42% ABD	1282 38%	1003 37%	353 42% KLM	796 45% KLM	923 36% LM	158 23%	55 18%	1149 44% OP	923 36% P	213 22%	411 35%	1874 38% Q	1183 50% T	1102 29%	613 45% V	489 20%
.biz	1601 26% BCD	155 17% BD	127 21% BD	174 16% ABCDF	156 38% ABCD	989 32% ABCD	906 27%	695 25%	202 24% LM	587 33% IKLM	672 26% LM	111 16% M	29 10%	789 30% OP	672 26% P	140 14%	264 22%	1337 27% Q	905 38% T	696 18%	412 30% V	284 12%
.pro	1331 22% BDE	123 13% BDE	126 21% BDE	165 15% BDE	60 15% ABCDE	857 27% ABCDE	727 21%	604 22%	180 21% LM	460 26% IKLM	563 22% LM	104 15% M	24 8%	640 24% OP	563 22% P	128 13%	238 20%	1093 22% Q	755 32% T	576 15%	337 25% V	239 10%
.mobi	1322 22% BD	87 9% BD	121 20% BD	139 13% ABCDF	135 33% ABCD	840 27% ABCD	746 22%	576 21%	212 25% KLM	497 28% KLM	522 21% LM	75 11% M	16 5%	709 27% OP	522 21% P	91 9%	241 20%	1081 22% Q	760 32% T	562 15%	340 25% V	222 9%
.tel	1226 20% BDE	97 10% BD	129 22% BDE	147 14% B	55 13% ABCDE	798 26% ABCDE	665 20%	561 20%	159 19% LM	444 25% IKLM	505 20% LM	97 14% M	21 7%	603 23% OP	505 20% P	118 12%	205 17%	1021 21% Q	708 30% T	518 14%	321 24% V	197 8%

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

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

14 Mar 2015
Table 118

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
.asia	1183 19%	62 7%	103 17%	107 10%	32 8%	879 28%	650 19%	533 19%	163 19%	452 26%	484 19%	72 11%	12 4%	615 24%	484 19%	84 9%	196 17%	987 20%	686 29%	497 13%	327 24%	170 7%
.us	93 19%	93 19%	-	-	-	-	42 21%	51 17%	9 26%	19 18%	38 20%	16 19%	11 13%	28 20%	38 20%	27 16%	15 16%	78 19%	21 29%	72 17%	5 18%	67 17%
.coop	1121 18%	77 8%	137 23%	123 11%	48 12%	736 24%	620 18%	501 18%	148 18%	417 24%	463 18%	76 11%	17 6%	565 23%	463 18%	93 9%	191 16%	930 19%	662 28%	459 12%	276 20%	183 8%

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

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

14 Mar 2015
Table 119

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
.asia	3562 58%	690 71% ACDF	363 61% F	720 66% ACF	279 68% ACF	1540 49% H	2032 60% H	1530 56% JK	535 63% JK	957 54% J	1453 57% J	409 60% J	208 68% JKL	1492 57% J	1453 57% J	617 83% NO	666 56% S	2896 58% S	1330 56% S	2232 59% S	742 54% S	1490 62% U
.coop	3539 58%	627 68% ACDF	329 55% F	687 63% ACF	266 65% ACF	1630 52% H	2011 59% H	1528 56% JKL	540 64% JKL	965 55% J	1448 57% J	389 57% J	197 65% JKL	1505 58% J	1448 57% J	586 59% S	662 56% S	2877 58% S	1329 56% S	2210 59% S	757 55% U	1453 60% U
.us	285 57%	285 57%	-	-	-	-	118 60%	167 55%	20 57%	58 56%	108 57%	44 52%	55 63%	78 57%	108 57%	99 57%	51 54%	234 57%	45 62%	240 56%	19 68%	221 55%
.tel	3469 56% F	610 66% ACDF	338 56% F	660 61% AF	259 63% ACF	1602 51% H	1988 58% H	1481 54% JKL	542 64% JKL	945 53% J	1415 56% J	368 54% J	199 65% JKL	1487 57% J	1415 56% J	567 58% S	651 55% S	2818 57% S	1298 55% S	2171 58% S	730 53% U	1441 60% U
.mobi	3373 55% EF	612 66% ACDEF	336 56% EF	671 62% ACEF	194 47% H	1560 50% H	1917 56% H	1456 53% JK	491 58% JK	901 51% J	1392 55% J	386 57% JKL	203 67% JKL	1392 53% J	1392 55% J	589 60% NO	630 53% S	2743 55% S	1247 53% S	2126 56% S	720 53% U	1406 58% U
.pro	3364 55% F	582 63% ACF	332 55% F	649 60% AF	261 64% ACF	1540 49% H	1936 57% H	1428 52% JKL	512 61% JKL	940 53% J	1345 53% J	375 55% JKL	192 63% JKL	1452 56% J	1345 53% J	567 58% O	621 53% S	2743 55% S	1257 53% S	2107 56% S	710 52% U	1397 58% U
.biz	3159 51% EF	563 61% ACEF	332 55% AEF	633 58% AEF	181 44% H	1450 46% H	1793 53% H	1366 50% JKL	491 58% JKL	848 48% J	1277 50% J	349 51% JK	194 64% JKL	1339 51% JKL	1277 50% JKL	543 55% NO	612 52% S	2547 51% S	1127 48% S	2032 54% S	659 48% U	1373 57% U
.info	2615 43% F	511 55% ACDEF	246 41% F	523 48% ACEF	159 39% H	1176 38% H	1478 43% H	1137 41% JKL	375 44% JKL	683 39% J	1069 42% J	319 47% JK	169 56% JKL	1058 40% JKL	1069 42% JKL	488 50% NO	495 42% S	2120 43% S	912 38% S	1703 45% S	503 37% U	1200 50% U
.org	2177 35% E	349 38% E	215 36% E	447 41% ACEF	83 20% H	1083 35% E	1211 36% H	966 35% JKL	265 31% JKL	547 31% J	929 37% JK	291 43% JK	145 48% JKL	812 31% JKL	929 37% N	436 44% NO	384 33% S	1793 36% Q	758 32% Q	1419 38% S	438 32% U	981 41% U
.net	1485 24% EF	246 27% EF	141 24% E	355 33% ABCEF	75 18% H	668 21% H	817 24% H	668 24% JKL	205 24% J	365 21% J	611 24% J	199 29% JK	105 35% JKL	570 22% JKL	611 24% JKL	304 31% NO	307 26% S	1178 24% S	469 20% S	1016 27% S	269 20% U	747 31% U
.eg	19 18%	-	-	-	19 18%	-	14 16%	5 29%	7 26%	9 23%	2 6%	1 25%	-	16 24% O	2 6%	1 25%	1 8%	18 20%	12 20%	7 16%	5 16%	2 15%
.jp	63 18%	-	-	-	-	63 18%	31 14%	32 22%	4 9%	10 14%	33 19%	6 15%	10 32% U	14 12%	33 19%	16 23%	12 19%	51 17%	17 13%	46 21%	1 7%	45 22%
.cn	181 16%	-	-	-	-	181 16%	92 14%	89 20% G	7 12%	61 17%	82 16%	25 16%	6 23%	68 16%	82 16%	31 17%	28 24% R	153 15% R	45 10% R	136 21% S	25 10% U	111 28% U
.kr	24 12%	-	-	-	-	24 12%	14 12%	10 11%	1 4%	11 15%	11 12%	-	1 33%	12 12%	11 12%	1 6%	9 24% R	15 9% R	9 8% R	15 16% R	7 21% U	8 13% U
.fr	23 11%	-	-	23 11%	-	-	10 12%	13 11%	1 14%	5 19%	10 10%	3 7%	4 15%	6 18%	10 10%	7 10%	5 13%	18 11% R	3 13% R	20 11% R	-	20 13% U

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

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

14 Mar 2015
Table 119

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
.com	679 11% BCE	77 8%	37 6%	198 18% ABCEF	22 5%	345 11% BCE	379 11%	300 11%	61 7%	149 8%	304 12% IJ	104 15% IJK	61 20% IJK	210 8%	304 12% N	165 17% NO	134 11%	545 11%	196 8%	483 13% S	88 6%	395 16% U
.vn	11 11%	-	-	-	-	11 11%	8 14%	3 7%	6 10%	5 15%	-	-	-	11 12%	-	-	1 5%	10 13%	5 12%	6 11%	6 19%	-
.ph	22 11%	-	-	-	-	22 11%	11 12%	10 10%	3 7%	10 14%	8 11%	1 8%	-	13 11%	8 11%	1 8%	6 10%	16 11%	12 13%	10 9%	5 7%	5 13%
.uk	21 10%	-	-	21 10%	-	-	11 9%	10 11%	3 9%	2 5%	9 10%	3 11%	4 17%	5 7%	9 10%	7 13%	4 11%	17 9%	4 8%	17 10%	-	17 11%
.za	10 10%	-	-	-	10 10%	-	5 12%	5 8%	2 9%	3 9%	5 13%	-	-	5 9%	5 13%	-	3 12%	7 9%	5 11%	5 8%	2 8%	3 9%
.ar	9 8%	-	9 8%	-	-	-	5 10%	4 7%	1 8%	2 11%	4 7%	-	2 40%	3 10%	4 7%	2 11%	1 4%	8 10%	6 14%	3 5%	3 9%	-
.pl	9 8%	-	-	9 8%	-	-	5 9%	4 7%	1 5%	2 9%	6 12%	-	-	3 7%	6 12%	-	3 9%	6 8%	5 10%	4 6%	1 3%	3 9%
.de	20 8%	-	-	20 8%	-	-	13 8%	7 8%	-	2 13%	11 8%	5 7%	2 8%	2 11%	11 8%	7 7%	5 10%	15 7%	6 8%	14 8%	1 9%	13 8%
.it	8 8%	-	-	8 8%	-	-	3 5%	5 12%	-	4 21%	3 5%	1 8%	-	4 18%	3 5%	1 5%	-	8 10%	5 16%	3 4%	2 14%	1 7%
.br	29 8%	-	29 8%	-	-	-	17 9%	12 7%	5 7%	10 8%	10 8%	2 11%	2 17%	15 7%	10 8%	4 13%	9 10%	20 7%	7 5%	22 10%	12 11%	10 9%
.id	15 7%	-	-	-	-	15 7%	8 7%	7 8%	8 15% K	4 5%	2 3%	1 25%	-	12 9%	2 3%	1 25%	4 8%	11 7%	10 8%	5 6%	3 5%	2 8%
.ca	14 7%	14 7%	-	-	-	-	6 6%	8 8%	3 16%	2 5%	2 3%	6 14% K	1 4%	5 9%	2 3%	7 10%	2 5%	12 8%	4 9%	10 7%	1 6%	9 7%
.ng	14 7%	-	-	-	14 7%	-	11 7%	3 8%	3 10%	7 6%	4 7%	-	-	10 7%	4 7%	-	2 4%	12 8%	8 8%	6 6%	3 4%	3 9%
.co	8 7%	-	8 7%	-	-	-	2 3%	6 11%	-	2 9%	1 2%	5 18%	-	2 7%	1 2%	5 14% O	6 15% R	2 3%	1 2%	7 10%	5 13%	2 6%
.mx	13 6%	13 6%	-	-	-	-	6 5%	7 7%	4 10%	5 7%	4 4%	-	-	9 8%	4 4%	-	3 7%	10 6%	6 7%	7 5%	5 6%	2 4%
.in	39 6%	-	-	-	-	39 6%	20 5%	19 7%	10 6% J	5 2%	17 7% J	7 15% J	-	15 4%	17 7%	7 13% N	9 7%	30 5%	21 6%	18 5%	9 4%	9 8%

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

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

14 Mar 2015
Table 119

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
.tr	5%	-	-	5%	-	-	4%	1%	5%	8%	3%	-	-	4%	1%	-	6%	5%	15%	1%	-	4%
.es	4%	-	-	4%	-	-	4%	-	-	1%	3%	-	-	1%	3%	-	-	4%	1%	3%	2%	1%
.ru	6%	-	-	-	-	6%	3%	3%	2%	2%	2%	-	-	4%	2%	-	-	6%	1%	5%	4%	1%

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

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

14 Mar 2015
Table 120

SUMMARY TABLE OF VERY LIKELY OR SOMEWHAT LIKELY FOR ANY DOMAIN

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Respondent 3 or 4	5409 88% BD	787 85%	554 92% ABDF	910 84%	400 98% ABCDF	2758 88% BD	3054 90% H	2355 86%	776 92% KLM	1610 91% KLM	2217 87% LM	570 84% M	236 78%	2386 91% OP	2217 87% P	806 82%	1014 86%	4385 89% Q	2277 96% T	3132 83%	1324 97% V	1808 75%

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

Q721_1. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015
Table 121

1. .biz

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	1601 26% BCD	155 17%	127 21% BD	174 16% ABCD	156 38% ABCD	989 32% ABCD	906 27%	695 25%	202 24% LM	587 33% IKLM	672 26% LM	111 16% M	29 10%	789 30% OP	672 26% P	140 14%	264 22%	1337 27% Q	905 38% T	696 18%	412 30% V	284 12%
Very likely	501 8% BD	39 4%	45 8% BD	44 4% ABCD	63 15% ABD	310 10% ABD	291 9%	210 8%	60 7% LM	217 12% IKLM	201 8% LM	19 3%	4 1%	277 11% OP	201 8% P	23 2%	75 6%	428 9% Q	322 14% T	179 5%	115 8% V	64 3%
Somewhat likely	1100 18% BCD	116 13%	82 14% BD	130 12% ABCD	93 23% ABD	679 22% ABD	615 18%	485 18%	142 17% M	370 21% ILM	471 19% LM	92 14% M	25 8%	512 20% P	471 19% P	117 12%	189 16%	911 18%	583 25% T	517 14%	297 22% V	220 9%
BOTTOM 2 BOX (NET)	3159 51% EF	563 61% ACEF	332 55% AEF	633 58% AEF	181 44% ABD	1450 46% ABD	1793 53% H	1366 50%	491 58% JKL	848 48% LM	1277 50% LM	349 51%	194 64% JKL	1339 51% NO	1277 50% NO	543 55% NO	612 52%	2547 51%	1127 48%	2032 54% S	659 48% U	1373 57% U
Somewhat unlikely	1288 21% BE	168 18%	131 22% EF	205 19% AEF	70 17% ABD	714 23% ABDE	768 23% H	520 19%	181 21% M	394 22% LM	547 22% LM	121 18%	45 15%	575 22% P	547 22% P	166 17%	242 21%	1046 21%	551 23% T	737 20% S	320 23% V	417 17%
Very unlikely	1871 30% F	395 43% ACEF	201 34% EF	428 39% ACEF	111 27% ABD	736 24% ABD	1025 30%	846 31%	310 37% JK	454 26% JK	730 29% J	228 33% JK	149 49% IJKL	764 29% JK	730 29% NO	377 38% NO	370 31%	1501 30%	576 24%	1295 34% S	339 25% U	956 40% U
Not sure	1384 23% E	207 22% E	140 23% E	279 26% AEF	72 18% ABD	686 22% E	703 21%	681 25% G	152 18%	335 19% IJ	595 23% IJ	221 32% IJK	81 27% IJ	487 19% NO	595 23% NO	302 31% NO	304 26% R	1080 22%	337 14%	1047 28% S	294 22% U	753 31% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q721_2. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?
2. .com

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	4852 79% D	735 79% D	518 86% ABDF	725 67% ABDF	376 92% ABCDF	2498 80% D	2713 80% D	2139 78% D	726 86% KLM	1483 84% KLM	1955 77% LM	488 72% KLM	200 66% LM	2209 84% OP	1955 77% P	688 70% P	907 77% Q	3945 79% Q	2067 87% T	2785 74% T	1224 90% V	1561 65% V
Very likely	3695 60% D	572 62% D	443 74% ABDF	425 39% ABDF	338 83% ABCDF	1917 61% AD	2104 62% H	1591 58% H	586 69% KLM	1173 66% KLM	1474 58% LM	327 48% KLM	135 44% LM	1759 67% OP	1474 58% P	462 47% P	656 56% Q	3039 61% Q	1678 71% T	2017 53% T	968 71% V	1049 44% V
Somewhat likely	1157 19% CE	163 18% CE	75 13% ABDF	300 28% ABDF	38 9% ABDF	581 19% CE	609 18% G	548 20% G	140 17% IJK	310 18% IJK	481 19% IJK	161 24% IJK	65 21% IJK	450 17% IJK	481 19% NO	226 23% NO	251 21% R	906 18% R	389 16% S	768 20% S	256 19% S	512 21% S
BOTTOM 2 BOX (NET)	679 11% BCE	77 8% BCE	37 6% ABCEF	198 18% ABCEF	22 5% BCE	345 11% BCE	379 11% BCE	300 11% BCE	61 7% IJK	149 8% IJK	304 12% IJK	104 15% IJK	61 20% IJK	210 8% NO	304 12% NO	165 17% NO	134 11% NO	545 11% NO	196 8% NO	483 13% NO	88 6% NO	395 16% NO
Somewhat unlikely	277 5% BCE	30 3% BCE	10 2% ABCEF	74 7% ABCEF	7 2% BCE	156 5% BCE	163 5% G	114 4% G	29 3% IJK	69 4% IJK	121 5% IJK	39 6% IJK	19 6% IJK	98 4% IJK	121 5% NO	58 6% NO	56 5% NO	221 4% NO	88 4% NO	189 5% NO	46 3% NO	143 6% NO
Very unlikely	402 7% BCE	47 5% BCE	27 5% ABCEF	124 11% ABCEF	15 4% BCE	189 6% G	216 6% G	186 7% G	32 4% IJK	80 5% IJK	183 7% IJK	65 10% IJK	42 14% IJKL	112 4% IJKL	183 7% NO	107 11% NO	78 7% NO	324 7% NO	108 5% NO	294 8% NO	42 3% NO	252 10% NO
Not sure	613 10% CEF	113 12% ACEF	44 7% E	163 15% ACEF	11 3% E	282 9% E	310 9% G	303 11% G	58 7% IJK	138 8% IJK	285 11% IJK	89 13% IJK	43 14% IJK	196 7% IJK	285 11% NO	132 13% NO	139 12% R	474 10% R	106 4% S	507 13% S	53 4% S	454 19% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q721_3. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015
Table 123

3. .info

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	2285 37% BD	212 23%	237 40% BD	321 30% B	192 47% ABCD	1323 42% ABD	1282 38% 38%	1003 37%	353 42% KLM	796 45% KLM	923 36% LM	158 23%	55 18%	1149 44% OP	923 36% P	213 22%	411 35%	1874 38%	1183 50% T	1102 29%	613 45% V	489 20%
Very likely	786 13% BD	64 7%	75 13% BD	98 9% ABCD	82 20% ABD	467 15% ABD	440 13%	346 13%	131 16% KLM	315 18% KLM	291 11% LM	34 5%	15 5%	446 17% OP	291 11% P	49 5%	119 10%	667 13% Q	468 20% T	318 8%	197 14% V	121 5%
Somewhat likely	1499 24% BD	148 16%	162 27% BD	223 21% B	110 27% BD	856 27% ABD	842 25%	657 24%	222 26% LM	481 27% LM	632 25% LM	124 18% M	40 13%	703 27% P	632 25% P	164 17%	292 25%	1207 24%	715 30% T	784 21%	416 30% V	368 15%
BOTTOM 2 BOX (NET)	2615 43% F	511 55% ACDEF	246 41%	523 48% ACEF	159 39%	1176 38%	1478 43%	1137 41%	375 44% J	683 39%	1069 42% J	319 47% JK	169 56% IJKL	1058 40%	1069 42% NO	488 50% NO	495 42%	2120 43%	912 38%	1703 45% S	503 37%	1200 50% U
Somewhat unlikely	1143 19%	185 20% E	103 17%	199 18%	63 15%	593 19%	659 19%	484 18%	174 21%	326 18%	482 19%	114 17%	47 15%	500 19%	482 19%	161 16%	213 18%	930 19%	472 20% T	671 18%	254 19%	417 17%
Very unlikely	1472 24% F	326 35% ACDEF	143 24% F	324 30% ACEF	96 23% F	583 19%	819 24%	653 24%	201 24% J	357 20%	587 23% J	205 30% IJK	122 40% IJKL	558 21%	587 23% NO	327 33% NO	282 24%	1190 24%	440 19%	1032 27% S	249 18%	783 32% U
Not sure	1244 20% E	202 22% E	116 19% E	242 22% E	58 14%	626 20% E	642 19%	602 22% G	117 14%	291 16%	552 22% IJ	204 30% IJK	80 26% IJ	408 16%	552 22% N	284 29% NO	274 23% R	970 20%	274 12% S	970 26% S	249 18%	721 30% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q721_4. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015
Table 124

4. .mobi

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	1322 22% BD	87 9%	121 20% BD	139 13% B	135 33% ABCD	840 27% ABCD	746 22%	576 21%	212 25% KLM	497 28% KLM	522 21% LM	75 11% M	16 5%	709 27% OP	522 21% P	91 9%	241 20%	1081 22%	760 32% T	562 15%	340 25% V	222 9%
Very likely	390 6% BD	21 2%	36 6% BD	34 3% ABCDEF	49 12% ABD	250 8% ABD	218 6%	172 6%	73 9% KLM	168 9% KLM	137 5% LM	9 1%	3 1%	241 9% OP	137 5% P	12 1%	63 5%	327 7%	269 11% T	121 3%	75 5% V	46 2%
Somewhat likely	932 15% BD	66 7%	85 14% BD	105 10% B	86 21% ABCD	590 19% ABD	528 16%	404 15%	139 16% LM	329 19% KLM	385 15% LM	66 10% M	13 4%	468 18% OP	385 15% P	79 8%	178 15%	754 15%	491 21% T	441 12%	265 19% V	176 7%
BOTTOM 2 BOX (NET)	3373 55% EF	612 66% ACDEF	336 56% EF	671 62% ACEF	194 47%	1560 50%	1917 56% H	1456 53%	491 58% J	901 51%	1392 55% J	386 57% JKL	203 67% IJKL	1392 53%	1392 55% NO	589 60% NO	630 53%	2743 55%	1247 53%	2126 56% S	720 53%	1406 58% U
Somewhat unlikely	1287 21% BD	154 17%	124 21% B	190 17%	74 18%	745 24% ABDE	739 22%	548 20%	196 23% LM	385 22% LM	546 21% LM	120 18%	40 13%	581 22% P	546 21% P	160 16%	241 20%	1046 21%	567 24% T	720 19%	336 25% V	384 16%
Very unlikely	2086 34% EF	458 50% ACDEF	212 35% EF	481 44% ACEF	120 29%	815 26%	1178 35%	908 33%	295 35% J	516 29%	846 33% J	266 39% JK	163 54% IJKL	811 31%	846 33% NO	429 44% NO	389 33%	1697 34%	680 29%	1406 37% S	384 28%	1022 42% U
Not sure	1449 24% E	226 24%	142 24%	276 25% E	80 20%	725 23%	739 22%	710 26% G	142 17%	372 21% I	630 25% IJ	220 32% IJK	85 28% IJ	514 20%	630 25% N	305 31% NO	309 26% R	1140 23%	362 15% S	1087 29% S	305 22% U	782 32% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q721_5. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015
Table 125

5. .net

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	3731 61% BD	517 56% D	372 62% BD	521 48% ABCD	300 73% ABCD	2021 65% ABD	2123 62% H	1608 59% KLM	548 65% KLM	1198 68% LM	1516 60% LM	333 49% KLM	136 45% LM	1746 67% OP	1516 60% P	469 48% OP	664 56% OP	3067 62% Q	1719 73% T	2012 53% T	943 69% V	1069 44% V
Very likely	1935 31% BD	248 27% D	199 33% BD	220 20% ABCD	177 43% ABCD	1091 35% ABD	1121 33% H	814 30% KLM	297 35% KLM	653 37% LM	773 30% LM	154 23% KLM	58 19% LM	950 36% OP	773 30% P	212 22% OP	320 27% OP	1615 33% Q	986 42% T	949 25% T	489 36% V	460 19% V
Somewhat likely	1796 29% BD	269 29% D	173 29% BD	301 28% ABCD	123 30% ABCD	930 30% ABD	1002 29% H	794 29% KLM	251 30% KLM	545 31% LM	743 29% LM	179 26% KLM	78 26% LM	796 30% OP	743 29% P	257 26% OP	344 29% OP	1452 29% Q	733 31% T	1063 28% T	454 33% V	609 25% V
BOTTOM 2 BOX (NET)	1485 24% EF	246 27% EF	141 24% E	355 33% ABCE	75 18% ABCE	668 21% ABCE	817 24% H	668 24% KLM	205 24% J	365 21% J	611 24% J	199 29% IJK	105 35% IJK	570 22% IJK	611 24% NO	304 31% NO	307 26% NO	1178 24% NO	469 20% NO	1016 27% S	269 20% S	747 31% U
Somewhat unlikely	677 11% EF	91 10% D	66 11% E	145 13% ABEF	35 9% ABEF	340 11% ABCE	366 11% H	311 11% KLM	102 12% J	180 10% J	284 11% J	78 11% IJK	33 11% IJK	282 11% IJK	284 11% NO	111 11% NO	146 12% NO	531 11% NO	236 10% NO	441 12% S	145 11% S	296 12% U
Very unlikely	808 13% EF	155 17% ACEF	75 13% E	210 19% ACEF	40 10% ACEF	328 10% ABCE	451 13% H	357 13% KLM	103 12% J	185 10% J	327 13% J	121 18% IJK	72 24% IJKL	288 11% IJK	327 13% NO	193 20% NO	161 14% NO	647 13% NO	233 10% NO	575 15% S	124 9% S	451 19% U
Not sure	928 15% EF	162 18% AEF	86 14% E	210 19% ACEF	34 8% ACEF	436 14% ABCE	462 14% H	466 17% KLM	92 11% J	207 12% J	417 16% IJ	149 22% IJK	63 21% IJK	299 11% IJK	417 16% NO	212 22% NO	209 18% R	719 14% NO	181 8% NO	747 20% S	153 11% S	594 25% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q721_6. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015
Table 126

6. .org

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	2973 48% D	427 46% D	312 52% BD	432 40% ABCD	294 72% ABCD	1508 48% D	1690 50% H	1283 47% KLM	471 56% KLM	993 56% KLM	1180 46% LM	232 34% LM	97 32% LM	1464 56% OP	1180 46% P	329 33% P	581 49% P	2392 48% T	1397 59% T	1576 42% T	750 55% V	826 34% V
Very likely	1415 23% DF	195 21% D	169 28% ABDF	182 17% ABCD	182 44% ABCD	687 22% D	821 24% H	594 22% KLM	215 25% KLM	502 28% KLM	561 22% LM	93 14% LM	44 14% LM	717 27% OP	561 22% P	137 14% P	277 23% P	1138 23% T	716 30% T	699 19% T	355 28% V	344 14% V
Somewhat likely	1558 25% D	232 25% D	143 24% ABDF	250 23% ABCD	112 27% ABCD	821 26% D	869 26% H	689 25% KLM	256 30% KLM	491 28% KLM	619 24% LM	139 20% LM	53 17% LM	747 29% OP	619 24% P	192 19% P	304 26% P	1254 25% T	681 29% T	877 23% T	395 29% V	482 20% V
BOTTOM 2 BOX (NET)	2177 35% E	349 38% E	215 36% E	447 41% ACEF	83 20% ACEF	1083 35% E	1211 36% H	966 35% KLM	265 31% KLM	547 31% LM	929 37% IJ	291 43% IJK	145 48% IJK	812 31% LM	929 37% N	436 44% NO	384 33% NO	1793 36% Q	758 32% Q	1419 38% S	438 32% S	981 41% U
Somewhat unlikely	999 16% E	141 15% E	88 15% E	179 16% E	38 9% E	553 18% AE	559 16% H	440 16% KLM	135 16% KLM	266 15% LM	434 17% LM	124 18% M	40 13% M	401 15% NO	434 17% NO	164 17% NO	175 15% NO	824 17% Q	405 17% Q	594 16% Q	228 17% U	366 15% U
Very unlikely	1178 19% EF	208 22% AEF	127 21% EF	268 25% AEF	45 11% AEF	530 17% E	652 19% H	526 19% KLM	130 15% KLM	281 16% LM	495 19% IJ	167 25% IJK	105 35% IJKL	411 16% LM	495 19% N	272 28% NO	209 18% NO	969 20% R	353 15% R	825 22% S	210 15% S	615 26% U
Not sure	994 16% CE	149 16% CE	72 12% E	207 19% ACE	32 8% ACE	534 17% CE	501 15% H	493 18% KLM	109 13% KLM	230 13% LM	435 17% IJ	158 23% IJK	62 20% IJK	339 13% LM	435 17% N	220 22% NO	215 18% R	779 16% R	214 9% R	780 21% S	177 13% S	603 25% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q721_7. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015
Table 127

7. .tel

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	1226 20% BDE	97 10% BDE	129 22% BDE	147 14% B	55 13% ABCDE	798 26% ABCDEF	665 20% ABCDEF	561 20% ABCDEF	159 19% LM	444 25% IKLM	505 20% LM	97 14% M	21 7% M	603 23% OP	505 20% P	118 12% P	205 17% P	1021 21% Q	708 30% T	518 14% T	321 24% V	197 8% V
Very likely	351 6% BDE	26 3% BDE	44 7% BDE	32 3% B	9 2% B	240 8% ABCDEF	191 6% ABCDEF	160 6% ABCDEF	47 6% LM	145 8% IKLM	140 6% LM	17 2% M	2 1% M	192 7% OP	140 6% P	19 2% P	51 4% P	300 6% Q	238 10% T	113 3% T	73 5% V	40 2% V
Somewhat likely	875 14% BD	71 8% BD	85 14% BD	115 11% B	46 11% B	558 18% ABCDEF	474 14% ABCDEF	401 15% ABCDEF	112 13% M	299 17% IKLM	365 14% M	80 12% M	19 6% M	411 16% P	365 14% P	99 10% P	154 13% P	721 15% Q	470 20% T	405 11% T	248 18% V	157 7% V
BOTTOM 2 BOX (NET)	3469 56% F	610 66% ACDF	338 56% F	660 61% AF	259 63% ACF	1602 51% ABCDEF	1988 58% ABCDEF	1481 54% ABCDEF	542 64% JKLM	945 53% JKLM	1415 56% JKLM	368 54% JKLM	199 65% JKLM	1487 57% JKLM	1415 56% P	567 58% P	651 55% P	2818 57% Q	1298 55% Q	2171 58% S	730 53% S	1441 60% U
Somewhat unlikely	1295 21% BD	163 18% BD	126 21% D	175 16% D	78 19% D	753 24% ABCDEF	736 22% ABCDEF	559 20% ABCDEF	205 24% LM	383 22% LM	556 22% LM	113 17% LM	38 13% LM	588 22% P	556 22% P	151 15% P	242 21% P	1053 21% Q	574 24% T	721 19% T	321 24% V	400 17% V
Very unlikely	2174 35% F	447 48% ACF	212 35% F	485 45% ACF	181 44% ACF	849 27% ABCDEF	1252 37% ABCDEF	922 34% ABCDEF	337 40% JK	562 32% JK	859 34% JK	255 37% J	161 53% IJKL	899 34% IJKL	859 34% NO	416 42% NO	409 35% NO	1765 36% R	724 31% R	1450 38% S	409 30% S	1041 43% U
Not sure	1449 24% G	218 24% G	132 22% G	279 26% G	95 23% G	725 23% ABCDEF	749 22% ABCDEF	700 26% G	144 17% I	381 22% IJ	624 25% IJ	216 32% IJK	84 28% IJK	525 20% NO	624 25% N	300 30% NO	324 27% R	1125 23% R	363 15% S	1086 29% S	314 23% U	772 32% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q721_8. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015
Table 128

8. .asia

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	1183 19% BDE	62 7% BDE	103 17% BDE	107 10% B	32 8% ABCDE	879 28% ABCDEF	650 19% G	533 19% H	163 19% LM	452 26% IKLM	484 19% LM	72 11% M	12 4% N	615 24% OP	484 19% P	84 9% Q	196 17% R	987 20% Q	686 29% T	497 13% V	327 24% V	170 7% W
Very likely	344 6% BDE	19 2% BDE	31 5% BDE	26 2% E	3 1% ABCDEF	265 8% ABCDEF	189 6% G	155 6% H	47 6% LM	149 8% IKLM	132 5% LM	14 2% N	2 1% O	196 7% OP	132 5% P	16 2% Q	47 4% R	297 6% Q	229 10% T	115 3% V	73 5% V	42 2% W
Somewhat likely	839 14% BDE	43 5% BDE	72 12% BDE	81 7% B	29 7% ABCDEF	614 20% ABCDEF	461 14% G	378 14% H	116 14% LM	303 17% IKLM	352 14% LM	58 9% M	10 3% N	419 18% OP	352 14% P	68 7% Q	149 13% R	690 14% R	457 19% S	382 10% T	254 19% V	128 5% W
BOTTOM 2 BOX (NET)	3562 58% F	660 71% ACDF	363 61% F	720 66% ACF	279 68% ACF	1540 49% ABCDEF	2032 60% H	1530 56% I	535 63% JK	957 54% JK	1453 57% J	409 60% J	208 68% JKL	1492 57% JKL	1453 57% NO	617 63% NO	666 56% R	2896 58% R	1330 56% S	2232 59% S	742 54% U	1490 62% U
Somewhat unlikely	1164 19% BD	128 14% ACDF	105 18% F	154 14% ACF	66 16% ABCDEF	711 23% ABCDEF	660 19% G	504 18% H	185 22% LM	344 19% M	488 19% M	113 17% M	34 11% N	529 20% P	488 19% P	147 15% Q	221 19% R	943 19% R	527 22% T	637 17% V	307 22% V	330 14% W
Very unlikely	2398 39% F	532 58% ACDF	258 43% AF	566 52% ACF	213 52% ACF	829 27% ABCDEF	1372 40% H	1026 37% I	350 41% J	613 35% JK	965 38% J	296 43% JK	174 57% IJKL	963 37% JK	965 38% NO	470 48% NO	445 38% R	1953 39% R	803 34% S	1595 42% S	435 32% U	1160 48% U
Not sure	1399 23% G	203 22% ACDF	133 22% AF	259 24% ACF	98 24% ACF	706 23% ABCDEF	720 21% G	679 25% H	147 17% I	361 20% JK	607 24% IJ	200 29% IJK	84 28% IJKL	508 19% JK	607 24% N	284 29% NO	318 27% R	1081 22% R	353 15% S	1046 28% S	296 22% U	750 31% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q721_9. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015
Table 129

9. .pro

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	1331 22% BDE	123 13%	126 21% BDE	165 15%	60 15%	857 27% ABCDE	727 21%	604 22%	180 21% LM	460 26% IKLM	563 22% LM	104 15% M	24 8%	640 24% OP	563 22% P	128 13%	238 20%	1093 22%	755 32% T	576 15%	337 25% V	239 10%
Very likely	352 6% BD	33 4%	36 6% BD	38 3%	15 4%	230 7% ABDE	189 6%	163 6%	47 6% LM	159 9% IKLM	130 5% LM	14 2%	2 1%	206 8% OP	130 5% P	16 2%	53 4%	299 6% Q	232 10% T	120 3%	67 5% V	53 2%
Somewhat likely	979 16% BDE	90 10%	90 15% B	127 12%	45 11%	627 20% ABCDE	538 16%	441 16%	133 16% M	301 17% LM	433 17% LM	90 13% M	22 7%	434 17% P	433 17% P	112 11%	185 16%	794 16%	523 22% T	456 12%	270 20% V	186 8%
BOTTOM 2 BOX (NET)	3364 55% F	582 63% ACF	332 55% F	649 60% AF	261 64% ACF	1540 49% AF	1936 57% H	1428 52%	512 61% JKL	940 53%	1345 53%	375 55%	192 63% JKL	1452 56% P	1345 53% O	567 58% O	621 53%	2743 55%	1257 53%	2107 56% S	710 52%	1397 58% U
Somewhat unlikely	1330 22% BD	164 18%	128 21%	198 18%	75 18%	765 24% ABDE	771 23% H	559 20%	208 25% LM	389 22% M	560 22% M	128 19%	45 15%	597 23% P	560 22% P	173 18%	234 20%	1096 22%	585 25% T	745 20%	332 24% V	413 17%
Very unlikely	2034 33% F	418 45% ACF	204 34% F	451 42% ACF	186 45% ACF	775 25% ACF	1165 34% H	869 32%	304 36% JK	551 31%	785 31%	247 36% JK	147 48% IJKL	855 33% NO	785 31% NO	394 40% NO	387 33%	1647 33%	672 28%	1362 36% S	378 28%	984 41% U
Not sure	1449 24%	220 24%	141 24%	272 25%	88 22%	728 23% G	739 22%	710 26% G	153 18%	370 21%	636 25% IJ	202 30% IJK	88 29% IJ	523 20%	636 25% N	290 29% NO	321 27% R	1128 23%	357 15% S	1092 29% S	318 23%	774 32% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q721_10. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015
Table 130

10. .coop

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	1121 18% BDE	77 8% ABDE	137 23% B	123 11% B	48 12% B	736 24% ABDE	620 18% 18%	501 18% 18%	148 18% LM	417 24% IKLM	463 18% LM	76 11% M	17 6% 6%	565 22% OP	463 18% P	93 9% 9%	191 16% 16%	930 19% Q	662 28% T	459 12% 12%	276 20% V	183 8% 8%
Very likely	298 5% BDE	20 2% 2%	40 7% ABDE	32 3% 3%	7 2% 2%	199 6% ABDE	161 5% 5%	137 5% 5%	43 5% LM	132 7% IKLM	108 4% LM	11 2% 2%	4 1% 1%	175 7% OP	108 4% P	15 2% 2%	50 4% 4%	248 5% 5%	209 9% T	89 2% 2%	60 4% V	29 1% 1%
Somewhat likely	823 13% BDE	57 6% 6%	97 16% ABDE	91 8% 8%	41 10% B	537 17% ABDE	459 13% 13%	364 13% 13%	105 12% M	285 16% ILM	355 14% LM	65 10% M	13 4% 4%	390 15% P	355 14% P	78 8% 8%	141 12% 12%	682 14% 14%	453 19% T	370 10% 10%	216 16% V	154 6% 6%
BOTTOM 2 BOX (NET)	3539 58% F	627 68% ACDF	329 55% 55%	687 63% ACF	266 65% ACF	1630 52% 52%	2011 59% H	1528 56% 56%	540 64% JKL	965 55% 55%	1448 57% 57%	389 57% 57%	197 65% JKL	1505 58% 58%	1448 57% 57%	586 59% 59%	662 56% 56%	2877 58% 58%	1329 56% 56%	2210 59% 59%	757 55% 55%	1453 60% U
Somewhat unlikely	1298 21% BD	165 18% 18%	124 21% 21%	185 17% 17%	77 19% 19%	747 24% ABDE	723 21% 21%	575 21% 21%	198 23% LM	371 21% M	570 22% LM	124 18% M	35 12% 12%	569 22% P	570 22% P	159 16% 16%	235 20% 20%	1063 21% 21%	575 24% T	723 19% 19%	342 25% V	381 16% 16%
Very unlikely	2241 36% F	462 50% ACF	205 34% F	502 46% ACF	189 46% ACF	883 28% 28%	1288 38% H	953 35% 35%	342 40% JK	594 34% 34%	878 35% 35%	265 39% JK	162 53% IJKL	936 36% 36%	878 35% 35%	427 43% NO	427 36% 36%	1814 37% 37%	754 32% 32%	1487 39% S	415 30% 30%	1072 44% U
Not sure	1484 24% 24%	221 24% 24%	133 22% 22%	276 25% 25%	95 23% 23%	759 24% 24%	771 23% 23%	713 26% G	157 19% 19%	388 22% 22%	633 25% IJ	216 32% IJK	90 30% IJ	545 21% 21%	633 25% N	306 31% NO	327 28% R	1157 23% 23%	378 16% 16%	1106 29% S	332 24% 24%	774 32% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q721_11. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015
Table 131

11. .cn

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1110	**	**	**	**	1110	664	446	57*	358	515	154	26**	415	515	180	118	992	458	652	262	390
Weighted Base	1110	**	**	**	**	1110	664	446	57*	358	515	154	26**	415	515	180	118	992	458	652	262	390
TOP 2 BOX (NET)	805 73%	-	-	-	-	805 73%	503 76% H	302 68%	45 79%	271 76% L	373 72%	103 67%	13 50%	316 76% P	373 72% P	116 64%	71 60%	734 74% Q	392 86% T	413 63%	216 82% V	197 51%
Very likely	524 47%	-	-	-	-	524 47%	335 50% H	189 42%	30 53%	177 49%	245 48%	64 42%	8 31%	207 50% P	245 48% P	72 40%	38 32%	486 49% Q	256 56% T	268 41%	146 58% V	122 31%
Somewhat likely	281 25%	-	-	-	-	281 25%	168 25%	113 25%	15 26%	94 26%	128 25%	39 25%	5 19%	109 26%	128 25%	44 24%	33 28%	248 25%	136 30% T	145 22%	70 27% V	75 19%
BOTTOM 2 BOX (NET)	181 16%	-	-	-	-	181 16%	92 14%	89 20% G	7 12%	61 17%	82 16%	25 16%	6 23%	68 16%	82 16%	31 17%	28 24% R	153 15%	45 10%	136 21% S	25 10%	111 28% U
Somewhat unlikely	94 8%	-	-	-	-	94 8%	47 7% G	47 11% G	3 5%	32 9%	45 9%	11 7%	3 12%	35 8%	45 9%	14 8%	19 16% R	75 8%	25 5%	69 11% S	20 8%	49 13% U
Very unlikely	87 8%	-	-	-	-	87 8%	45 7%	42 9%	4 7%	29 8%	37 7%	14 9%	3 12%	33 8%	37 7%	17 9%	9 8%	78 8%	20 4%	67 10% S	5 2%	62 16% U
Not sure	124 11%	-	-	-	-	124 11%	69 10%	55 12%	5 9%	26 7%	60 12% J	26 17% J	7 27%	31 7%	60 12% N	33 18% NO	19 16%	105 11%	21 5%	103 16% S	21 8%	82 21% U
Sigma	1110 100%	-	-	-	-	1110 100%	664 100%	446 100%	57 100%	358 100%	515 100%	154 100%	26 100%	415 100%	515 100%	180 100%	118 100%	992 100%	458 100%	652 100%	262 100%	390 100%

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

Q721_12. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?
12. .vn

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	100	**	**	**	**	100	59*	41*	58*	34*	8**	**	**	92*	8**	**	21**	79*	43*	57*	31*	26**
Weighted Base	100	**	**	**	**	100	59*	41*	58*	34*	8**	**	**	92*	8**	**	21**	79*	43*	57*	31*	26**
TOP 2 BOX (NET)	81 81%	-	-	-	-	81 81%	43 73%	38 93%	49 84%	25 74%	7 88%	-	-	74 80%	7 88%	-	18 86%	63 80%	38 88%	43 75%	21 68%	22 85%
Very likely	60 60%	-	-	-	-	60 60%	33 56%	27 66%	37 64%	19 56%	4 50%	-	-	56 61%	4 50%	-	14 67%	46 58%	27 63%	33 58%	16 52%	17 65%
Somewhat likely	21 21%	-	-	-	-	21 21%	10 17%	11 27%	12 21%	6 18%	3 38%	-	-	18 20%	3 38%	-	4 19%	17 22%	11 26%	10 18%	5 16%	5 19%
BOTTOM 2 BOX (NET)	11 11%	-	-	-	-	11 11%	8 14%	3 7%	6 10%	5 15%	-	-	-	11 12%	-	-	1 5%	10 13%	5 12%	6 11%	6 19%	-
Somewhat unlikely	7 7%	-	-	-	-	7 7%	5 8%	2 5%	5 9%	2 6%	-	-	-	7 8%	-	-	1 5%	6 8%	5 12%	2 4%	2 6%	-
Very unlikely	4 4%	-	-	-	-	4 4%	3 5%	1 2%	1 2%	3 9%	-	-	-	4 4%	-	-	-	4 5%	-	4 7%	4 13%	-
Not sure	8 8%	-	-	-	-	8 8%	8 14%	-	3 5%	4 12%	1 13%	-	-	7 8%	1 13%	-	2 10%	6 8%	-	8 14%	4 13%	4 15%
Sigma	100 100%	-	-	-	-	100 100%	59 100%	41 100%	58 100%	34 100%	8 100%	-	-	92 100%	8 100%	-	21 100%	79 100%	43 100%	57 100%	31 100%	26 100%

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

Q721_13. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?
13. .ph

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	206	**	**	**	**	206	95*	111	46*	72*	75*	12**	1**	118	75*	13**	59*	147	91*	115	76*	39*
Weighted Base	206	**	**	**	**	206	95*	111	46*	72*	75*	12**	1**	118	75*	13**	59*	147	91*	115	76*	39*
TOP 2 BOX (NET)	165 80%	-	-	-	-	165 80%	73 77%	92 83%	39 85%	56 78%	62 83%	8 67%	-	95 81%	62 83%	8 62%	49 83%	116 79%	73 80%	92 80%	64 84%	28 72%
Very likely	87 42%	-	-	-	-	87 42%	40 42%	47 42%	17 37%	28 39%	38 51%	4 33%	-	45 38%	38 51%	4 31%	28 47%	59 40%	40 44%	47 41%	33 43%	14 36%
Somewhat likely	78 38%	-	-	-	-	78 38%	33 35%	45 41%	22 48%	28 39%	24 32%	4 33%	-	50 42%	24 32%	4 31%	21 36%	57 39%	33 36%	45 39%	31 41%	14 36%
BOTTOM 2 BOX (NET)	22 11%	-	-	-	-	22 11%	11 12%	11 10%	3 7%	10 14%	8 11%	1 8%	-	13 11%	8 11%	1 8%	6 10%	16 11%	12 13%	10 9%	5 7%	5 13%
Somewhat unlikely	10 5%	-	-	-	-	10 5%	5 5%	5 5%	-	6 8%	4 5%	-	-	6 5%	4 5%	-	2 3%	8 5%	6 7%	4 3%	1 1%	3 8%
Very unlikely	12 6%	-	-	-	-	12 6%	6 6%	6 5%	3 7%	4 6%	4 5%	1 8%	-	7 6%	4 5%	1 8%	4 7%	8 5%	6 7%	6 5%	4 5%	2 5%
Not sure	19 9%	-	-	-	-	19 9%	11 12%	8 7%	4 9%	6 8%	5 7%	3 25%	1 100%	10 8%	5 7%	4 31%	4 7%	15 10%	6 7%	13 11%	7 9%	6 15%
Sigma	206 100%	-	-	-	-	206 100%	95 100%	111 100%	46 100%	72 100%	75 100%	12 100%	1 100%	118 100%	75 100%	13 100%	59 100%	147 100%	91 100%	115 100%	76 100%	39 100%

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

Q721_14. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015
Table 134

14. .jp

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	358	**	**	**	**	358	215	143	46*	70*	171	40*	31*	116	171	71*	62*	296	135	223	14**	209
Weighted Base	358	**	**	**	**	358	215	143	46*	70*	171	40*	31*	116	171	71*	62*	296	135	223	14**	209
TOP 2 BOX (NET)	217 61%	-	-	-	-	217 61%	139 65%	78 55%	31 67% M	45 64% M	101 59%	27 68% M	13 42%	76 66%	101 59%	40 56%	30 48%	187 63% Q	104 77% T	113 51%	12 86%	101 48%
Very likely	127 35%	-	-	-	-	127 35%	85 40%	42 29%	17 37%	30 43%	55 32%	16 40%	9 29%	47 41%	55 32%	25 35%	13 21%	114 39% Q	71 53% T	56 25%	8 57%	48 23%
Somewhat likely	90 25%	-	-	-	-	90 25%	54 25%	36 25%	14 30%	15 21%	46 27%	11 28%	4 13%	29 25%	46 27%	15 21%	17 27%	73 25%	33 24%	57 26%	4 29%	53 25%
BOTTOM 2 BOX (NET)	63 18%	-	-	-	-	63 18%	31 14%	32 22%	4 9%	10 14%	33 19%	6 15%	10 32% J	14 12%	33 19%	16 23%	12 19%	51 17%	17 13%	46 21%	1 7%	45 22%
Somewhat unlikely	28 8%	-	-	-	-	28 8%	17 8%	11 8%	3 7%	6 9%	13 8%	1 3%	5 16% L	9 8%	13 8%	6 8%	7 11%	21 7%	9 7%	19 9%	1 7%	18 9%
Very unlikely	35 10%	-	-	-	-	35 10%	14 7%	21 15% G	1 2%	4 6%	20 12%	5 13%	5 16% I	5 4%	20 12% N	10 14% N	5 8%	30 10%	8 6%	27 12%	-	27 13%
Not sure	78 22%	-	-	-	-	78 22%	45 21%	33 23%	11 24%	15 21%	37 22%	7 18%	8 26%	26 22%	37 22%	15 21%	20 32% R	58 20%	14 10%	64 29% S	1 7%	63 30%
Sigma	358 100%	-	-	-	-	358 100%	215 100%	143 100%	46 100%	70 100%	171 100%	40 100%	31 100%	116 100%	171 100%	71 100%	62 100%	296 100%	135 100%	223 100%	14 100%	209 100%

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

Q721_15. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015
Table 135

15. .kr

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	204	**	**	**	**	204	115	89*	25**	74*	89*	13**	3**	99*	89*	16**	38*	166	108	96*	33*	63*
Weighted Base	204	**	**	**	**	204	115	89*	25**	74*	89*	13**	3**	99*	89*	16**	38*	166	108	96*	33*	63*
TOP 2 BOX (NET)	156 76%	-	-	-	-	156 76%	87 76%	69 78%	18 72%	55 74%	69 78%	12 92%	2 67%	73 74%	69 78%	14 88%	22 58%	134 81% Q	93 86% T	63 66%	21 64%	42 67%
Very likely	105 51%	-	-	-	-	105 51%	56 49%	49 55%	13 52%	36 49%	46 52%	8 62%	2 67%	49 49%	46 52%	10 63%	15 39%	90 54%	75 69% T	30 31%	10 30%	20 32%
Somewhat likely	51 25%	-	-	-	-	51 25%	31 27%	20 22%	5 20%	19 26%	23 26%	4 31%	-	24 24%	23 26%	4 25%	7 18%	44 27%	18 17%	33 34% S	11 33%	22 35%
BOTTOM 2 BOX (NET)	24 12%	-	-	-	-	24 12%	14 12%	10 11%	1 4%	11 15%	11 12%	-	1 33%	12 12%	11 12%	1 6%	9 24% R	15 9%	9 8%	15 16%	7 21%	8 13%
Somewhat unlikely	8 4%	-	-	-	-	8 4%	4 3%	4 4%	-	3 4%	5 6%	-	-	3 3%	5 6%	-	3 8%	5 3%	4 4%	4 4%	3 9%	1 2%
Very unlikely	16 8%	-	-	-	-	16 8%	10 9%	6 7%	1 4%	8 11%	6 7%	-	1 33%	9 9%	6 7%	1 6%	6 16% R	10 6%	5 5%	11 11%	4 12%	7 11%
Not sure	24 12%	-	-	-	-	24 12%	14 12%	10 11%	6 24%	8 11%	9 10%	1 8%	-	14 14%	9 10%	1 6%	7 18%	17 10%	6 6%	18 19% S	5 15%	13 21%
Sigma	204 100%	-	-	-	-	204 100%	115 100%	89 100%	25 100%	74 100%	89 100%	13 100%	3 100%	99 100%	89 100%	16 100%	38 100%	166 100%	108 100%	96 100%	33 100%	63 100%

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

Q721_16. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015
Table 136

16. .ru

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	253	**	**	**	**	253	114	139	42*	94*	107	9**	1**	136	107	10**	40*	213	143	110	63*	47*
Weighted Base	253	**	**	**	**	253	114	139	42*	94*	107	9**	1**	136	107	10**	40*	213	143	110	63*	47*
TOP 2 BOX (NET)	233 92%	-	-	-	-	233 92%	104 91%	129 93%	38 90%	87 93%	99 93%	8 89%	1 100%	125 92%	99 93%	9 90%	39 98%	194 91%	137 96% T	96 87%	55 87%	41 87%
Very likely	204 81%	-	-	-	-	204 81%	89 78%	115 83%	34 81%	80 85%	83 78%	6 67%	1 100%	114 84%	83 78%	7 70%	30 75%	174 82%	122 85% T	82 75%	50 79%	32 68%
Somewhat likely	29 11%	-	-	-	-	29 11%	15 13%	14 10%	4 10%	7 7%	16 15%	2 22%	-	11 8%	16 15%	2 20%	9 23% R	20 9%	15 10%	14 13%	5 8%	9 19%
BOTTOM 2 BOX (NET)	6 2%	-	-	-	-	6 2%	3 3%	3 2%	2 5%	2 2%	2 2%	-	-	4 3%	2 2%	-	-	6 3%	1 1%	5 5% S	4 6%	1 2%
Somewhat unlikely	2 1%	-	-	-	-	2 1%	-	2 1%	1 2%	-	1 1%	-	-	1 1%	1 1%	-	-	2 1%	-	2 2%	2 3%	-
Very unlikely	4 2%	-	-	-	-	4 2%	3 3%	1 1%	1 2%	2 2%	1 1%	-	-	3 2%	1 1%	-	-	4 2%	1 1%	3 3%	2 3%	1 2%
Not sure	14 6%	-	-	-	-	14 6%	7 6%	7 5%	2 5%	5 5%	6 6%	1 11%	-	7 5%	6 6%	1 10%	1 3%	13 6%	5 3%	9 8%	4 6%	5 11%
Sigma	253 100%	-	-	-	-	253 100%	114 100%	139 100%	42 100%	94 100%	107 100%	9 100%	1 100%	136 100%	107 100%	10 100%	40 100%	213 100%	143 100%	110 100%	63 100%	47 100%

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

Q721_17. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?
17. .in

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	687	**	**	**	**	687	401	286	156	234	243	46*	8**	390	243	54*	135	552	327	360	245	115
Weighted Base	687	**	**	**	**	687	401	286	156	234	243	46*	8**	390	243	54*	135	552	327	360	245	115
TOP 2 BOX (NET)	612 89%	-	-	-	-	612 89%	360 90%	252 88%	139 89%	220 94% KL	214 88% L	33 72%	6 75%	359 92% P	214 88% P	39 72%	121 90%	491 89%	295 90%	317 88%	227 93% V	90 78%
Very likely	460 67%	-	-	-	-	460 67%	275 69%	185 65%	108 69% L	158 68% L	167 69% L	22 48%	5 63%	266 68% P	167 69% P	27 50%	89 66%	371 67%	236 72% T	224 62%	162 66% V	62 54%
Somewhat likely	152 22%	-	-	-	-	152 22%	85 21%	67 23%	31 20%	62 26%	47 19%	11 24%	1 13%	93 24%	47 19%	12 22%	32 24%	120 22%	59 18%	93 26% S	65 27%	28 24%
BOTTOM 2 BOX (NET)	39 6%	-	-	-	-	39 6%	20 5%	19 7%	10 6% J	5 2%	17 7% J	7 15% J	-	15 4%	17 7% J	7 13% N	9 7%	30 5%	21 6%	18 5%	9 4%	9 8%
Somewhat unlikely	17 2%	-	-	-	-	17 2%	11 3%	6 2%	4 3%	1	7 3% J	5 11% JK	-	5 1%	7 3% P	5 9% NO	3 2%	14 3%	9 3%	8 2%	5 2%	3 3%
Very unlikely	22 3%	-	-	-	-	22 3%	9 2%	13 5%	6 4%	4 2%	10 4%	2 4%	-	10 3%	10 4% P	2 4%	6 4%	16 3%	12 4%	10 3%	4 2%	6 5%
Not sure	36 5%	-	-	-	-	36 5%	21 5%	15 5%	7 4%	9 4%	12 5%	6 13% JK	2 25%	16 4%	12 5% P	8 15% NO	5 4%	31 6%	11 3%	25 7% S	9 4%	16 14% U
Sigma	687 100%	-	-	-	-	687 100%	401 100%	286 100%	156 100%	234 100%	243 100%	46 100%	8 100%	390 100%	243 100%	54 100%	135 100%	552 100%	327 100%	360 100%	245 100%	115 100%

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

Q721_18. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?
18..id

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	207	**	**	**	**	207	115	92*	55*	79*	69*	4**	**	134	69*	4**	53*	154	127	80*	55*	25**
Weighted Base	207	**	**	**	**	207	115	92*	55*	79*	69*	4**	**	134	69*	4**	53*	154	127	80*	55*	25**
TOP 2 BOX (NET)	180 87%	-	-	-	-	180 87%	99 86%	81 88%	44 80%	69 87%	65 94%	2 50%	-	113 84%	65 94%	2 50%	45 85%	135 88%	114 90%	66 83%	51 93%	15 60%
Very likely	131 63%	-	-	-	-	131 63%	72 63%	59 64%	29 53%	52 66%	49 71%	1 25%	-	81 60%	49 71%	1 25%	31 58%	100 65%	83 65%	48 60%	36 65%	12 48%
Somewhat likely	49 24%	-	-	-	-	49 24%	27 23%	22 24%	15 27%	17 22%	16 23%	1 25%	-	32 24%	16 23%	1 25%	14 26%	35 23%	31 24%	18 23%	15 27%	3 12%
BOTTOM 2 BOX (NET)	15 7%	-	-	-	-	15 7%	8 7%	7 8%	8 15%	4 5%	2 3%	1 25%	-	12 9%	2 3%	1 25%	4 8%	11 7%	10 8%	5 6%	3 5%	2 8%
Somewhat unlikely	11 5%	-	-	-	-	11 5%	5 4%	6 7%	6 11%	3 4%	2 3%	-	-	9 7%	3 3%	-	3 6%	8 5%	7 6%	4 5%	3 5%	1 4%
Very unlikely	4 2%	-	-	-	-	4 2%	3 3%	1 1%	2 4%	1 1%	-	1 25%	-	3 2%	-	1 25%	1 2%	3 2%	3 2%	1 1%	-	1 4%
Not sure	12 6%	-	-	-	-	12 6%	8 7%	4 4%	3 5%	6 8%	2 3%	1 25%	-	9 7%	3 3%	1 25%	4 8%	8 5%	3 2%	9 11%	1 2%	8 32%
Sigma	207 100%	-	-	-	-	207 100%	115 100%	92 100%	55 100%	79 100%	69 100%	4 100%	-	134 100%	69 100%	4 100%	53 100%	154 100%	127 100%	80 100%	55 100%	25 100%

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

Q721_19. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015
Table 139

19. .ng

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	201	**	**	**	201	**	162	39*	30*	108	59*	3**	1**	138	59*	4**	57*	144	96*	105	73*	32*
Weighted Base	201	**	**	**	201	**	162	39*	30*	108	59*	3**	1**	138	59*	4**	57*	144	96*	105	73*	32*
TOP 2 BOX (NET)	178 89%	-	-	-	178 89%	-	144 89%	34 87%	25 83%	99 92%	50 85%	3 100%	1 100%	124 90%	50 85%	4 100%	54 95%	124 86%	83 86%	95 90%	68 93%	27 84%
Very likely	119 59%	-	-	-	119 59%	-	97 60%	22 56%	13 43%	70 65%	34 58%	1 33%	1 100%	83 60%	34 58%	2 50%	39 68%	80 56%	55 57%	64 61%	41 56%	23 72%
Somewhat likely	59 29%	-	-	-	59 29%	-	47 29%	12 31%	12 40%	29 27%	16 27%	2 67%	-	41 30%	16 27%	2 50%	15 26%	44 31%	28 29%	31 30%	27 37%	4 13%
BOTTOM 2 BOX (NET)	14 7%	-	-	-	14 7%	-	11 7%	3 8%	3 10%	7 6%	4 7%	-	-	10 7%	4 7%	-	2 4%	12 8%	8 8%	6 6%	3 4%	3 9%
Somewhat unlikely	8 4%	-	-	-	8 4%	-	6 4%	2 5%	2 7%	4 4%	2 3%	-	-	6 4%	2 3%	-	1 2%	7 5%	5 5%	3 3%	1 1%	2 6%
Very unlikely	6 3%	-	-	-	6 3%	-	5 3%	1 3%	1 3%	3 3%	2 3%	-	-	4 3%	2 3%	-	1 2%	5 3%	3 3%	3 3%	2 3%	1 3%
Not sure	9 4%	-	-	-	9 4%	-	7 4%	2 5%	2 7%	2 2%	5 8%	-	-	4 3%	5 8%	-	1 2%	8 6%	5 5%	4 4%	2 3%	2 6%
Sigma	201 100%	-	-	-	201 100%	-	162 100%	39 100%	30 100%	108 100%	59 100%	3 100%	1 100%	138 100%	59 100%	4 100%	57 100%	144 100%	96 100%	105 100%	73 100%	32 100%

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

Q721_20. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?
20. .za

14 Mar 2015
Table 140

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	105	**	**	**	105	**	43*	62*	23**	35*	40*	6**	1**	58*	40*	7**	25**	80*	45*	60*	26**	34*
Weighted Base	105	**	**	**	105	**	43*	62*	23**	35*	40*	6**	1**	58*	40*	7**	25**	80*	45*	60*	26**	34*
TOP 2 BOX (NET)	92 88%	-	-	-	92 88%	-	37 86%	55 89%	21 91%	32 91%	32 80%	6 100%	1 100%	53 91%	32 80%	7 100%	21 84%	71 89%	39 87%	53 88%	22 85%	31 91%
Very likely	75 71%	-	-	-	75 71%	-	30 70%	45 73%	17 74%	26 74%	27 68%	4 67%	1 100%	43 74%	27 68%	5 71%	15 60%	60 75%	32 71%	43 72%	18 69%	25 74%
Somewhat likely	17 16%	-	-	-	17 16%	-	7 16%	10 16%	4 17%	6 17%	5 13%	2 33%	-	10 17%	5 13%	2 29%	6 24%	11 14%	7 16%	10 17%	4 15%	6 18%
BOTTOM 2 BOX (NET)	10 10%	-	-	-	10 10%	-	5 12%	5 8%	2 9%	3 9%	5 13%	-	-	5 9%	5 13%	-	3 12%	7 9%	5 11%	5 8%	2 8%	3 9%
Somewhat unlikely	3 3%	-	-	-	3 3%	-	2 5%	1 2%	2 9%	-	1 3%	-	-	2 3%	1 3%	-	2 8%	1 1%	2 2%	2 3%	-	2 6%
Very unlikely	7 7%	-	-	-	7 7%	-	3 7%	4 6%	-	3 9%	4 10%	-	-	3 5%	4 10%	-	1 4%	6 8%	4 9%	3 5%	2 8%	1 3%
Not sure	3 3%	-	-	-	3 3%	-	1 2%	2 3%	-	-	3 8%	-	-	-	3 8%	-	1 4%	2 3%	1 2%	2 3%	2 8%	-
Sigma	105 100%	-	-	-	105 100%	-	43 100%	62 100%	23 100%	35 100%	40 100%	6 100%	1 100%	58 100%	40 100%	7 100%	25 100%	80 100%	45 100%	60 100%	26 100%	34 100%

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

Q721_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

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	103	**	**	**	103	**	86*	17**	27**	40*	32*	4**	**	67*	32*	4**	13**	90*	59*	44*	31*	13**
Weighted Base	103	**	**	**	103	**	86*	17**	27**	40*	32*	4**	**	67*	32*	4**	13**	90*	59*	44*	31*	13**
TOP 2 BOX (NET)	76 74%	-	-	-	76 74%	-	65 76%	11 65%	19 70%	29 73%	26 81%	2 50%	-	48 72%	26 81%	2 50%	11 85%	65 72%	43 73%	33 75%	23 74%	10 77%
Very likely	45 44%	-	-	-	45 44%	-	39 45%	6 35%	10 37%	15 38%	19 59%	1 25%	-	25 37%	19 59%	1 25%	7 54%	38 42%	29 49%	16 36%	13 42%	3 23%
Somewhat likely	31 30%	-	-	-	31 30%	-	26 30%	5 29%	9 33%	14 35%	7 22%	1 25%	-	23 34%	7 22%	1 25%	4 31%	27 30%	14 24%	17 39%	10 32%	7 54%
BOTTOM 2 BOX (NET)	19 18%	-	-	-	19 18%	-	14 16%	5 29%	7 26%	9 23%	2 6%	1 25%	-	16 24%	2 6%	1 25%	1 8%	18 20%	12 20%	7 16%	5 16%	2 15%
Somewhat unlikely	10 10%	-	-	-	10 10%	-	8 9%	2 12%	3 11%	5 13%	1 3%	1 25%	-	8 12%	1 3%	1 25%	-	10 11%	8 14%	2 5%	1 3%	1 8%
Very unlikely	9 9%	-	-	-	9 9%	-	6 7%	3 18%	4 15%	4 10%	1 3%	-	-	8 12%	1 3%	-	1 8%	8 9%	4 7%	5 11%	4 13%	1 8%
Not sure	8 8%	-	-	-	8 8%	-	7 8%	1 6%	1 4%	2 5%	4 13%	1 25%	-	3 4%	4 13%	1 25%	1 8%	7 8%	4 7%	4 9%	3 10%	1 8%
Sigma	103 100%	-	-	-	103 100%	-	86 100%	17 100%	27 100%	40 100%	32 100%	4 100%	-	67 100%	32 100%	4 100%	13 100%	90 100%	59 100%	44 100%	31 100%	13 100%

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

Q721_22. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?
22. .co

14 Mar 2015
Table 142

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	119	**	119	**	**	**	65*	54*	8**	22**	54*	28**	7**	30*	54*	35*	40*	79*	49*	70*	38*	32*
Weighted Base	119	**	119	**	**	**	65*	54*	8**	22**	54*	28**	7**	30*	54*	35*	40*	79*	49*	70*	38*	32*
TOP 2 BOX (NET)	106 89%	-	106 89%	-	-	-	61 94%	45 83%	8 100%	19 86%	50 93%	23 82%	6 86%	27 90%	50 93%	29 83%	33 83%	73 92%	44 90%	62 89%	32 84%	30 94%
Very likely	83 70%	-	83 70%	-	-	-	51 78% H	32 59%	6 75%	16 73%	39 72%	17 61%	5 71%	22 73%	39 72%	22 63%	25 63%	58 73%	38 78%	45 64%	25 66%	20 63%
Somewhat likely	23 19%	-	23 19%	-	-	-	10 15%	13 24%	2 25%	3 14%	11 20%	6 21%	1 14%	5 17%	11 20%	7 20%	8 20%	15 19%	6 12%	17 24%	7 18%	10 31%
BOTTOM 2 BOX (NET)	8 7%	-	8 7%	-	-	-	2 3%	6 11%	-	2 9%	1 2%	5 18%	-	2 7%	1 2%	5 14% O	6 15% R	2 3%	1 2%	7 10%	5 13%	2 6%
Somewhat unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	8 7%	-	8 7%	-	-	-	2 3%	6 11%	-	2 9%	1 2%	5 18%	-	2 7%	1 2%	5 14% O	6 15% R	2 3%	1 2%	7 10%	5 13%	2 6%
Not sure	5 4%	-	5 4%	-	-	-	2 3%	3 6%	-	1 5%	3 6%	-	1 14%	1 3%	3 6%	1 3%	1 3%	4 5%	4 8%	1 1%	1 3%	-
Sigma	119 100%	-	119 100%	-	-	-	65 100%	54 100%	8 100%	22 100%	54 100%	28 100%	7 100%	30 100%	54 100%	35 100%	40 100%	79 100%	49 100%	70 100%	38 100%	32 100%

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

Q721_23. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?
23. .ar

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	110	**	110	**	**	**	49*	61*	12**	19**	60*	14**	5**	31*	60*	19**	27**	83*	44*	66*	32*	34*
Weighted Base	110	**	110	**	**	**	49*	61*	12**	19**	60*	14**	5**	31*	60*	19**	27**	83*	44*	66*	32*	34*
TOP 2 BOX (NET)	91 83%	-	91 83%	-	-	-	39 80%	52 85%	10 83%	17 89%	50 83%	11 79%	3 60%	27 87%	50 83%	14 74%	26 96%	65 78%	35 80%	56 85%	26 81%	30 88%
Very likely	72 65%	-	72 65%	-	-	-	30 61%	42 69%	9 75%	14 74%	38 63%	8 57%	3 60%	23 74%	38 63%	11 58%	20 74%	52 63%	31 70%	41 62%	21 66%	20 59%
Somewhat likely	19 17%	-	19 17%	-	-	-	9 18%	10 16%	1 8%	3 16%	12 20%	3 21%	-	4 13%	12 20%	3 16%	6 22%	13 16%	4 9%	15 23%	5 16%	10 29%
BOTTOM 2 BOX (NET)	9 8%	-	9 8%	-	-	-	5 10%	4 7%	1 8%	2 11%	4 7%	-	2 40%	3 10%	4 7%	2 11%	1 4%	8 10%	6 14%	3 5%	3 9%	-
Somewhat unlikely	3 3%	-	3 3%	-	-	-	2 4%	1 2%	-	1 5%	1 2%	-	1 20%	1 3%	1 2%	1 5%	-	3 4%	3 7%	-	-	-
Very unlikely	6 5%	-	6 5%	-	-	-	3 6%	3 5%	1 8%	1 5%	3 5%	-	1 20%	2 6%	3 5%	1 5%	1 4%	5 6%	3 7%	3 5%	3 9%	-
Not sure	10 9%	-	10 9%	-	-	-	5 10%	5 8%	1 8%	-	6 10%	3 21%	-	1 3%	6 10%	3 16%	-	10 12%	3 7%	7 11%	3 9%	4 12%
Sigma	110 100%	-	110 100%	-	-	-	49 100%	61 100%	12 100%	19 100%	60 100%	14 100%	5 100%	31 100%	60 100%	19 100%	27 100%	83 100%	44 100%	66 100%	32 100%	34 100%

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

Q721_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

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	370	**	370	**	**	**	192	178	75*	133	131	19**	12**	208	131	31*	92*	278	153	217	111	106
Weighted Base	370	**	370	**	**	**	192	178	75*	133	131	19**	12**	208	131	31*	92*	278	153	217	111	106
TOP 2 BOX (NET)	308 83%	-	308 83%	-	-	-	157 82%	151 85%	63 84%	112 84%	107 82%	16 84%	10 83%	175 84%	107 82%	26 84%	75 82%	233 84%	138 90% T	170 78%	95 86% V	75 71%
Very likely	255 69%	-	255 69%	-	-	-	131 68%	124 70%	56 75%	91 68%	90 69%	11 58%	7 58%	147 71%	90 69%	18 58%	60 65%	195 70%	118 77% T	137 63%	72 65%	65 61%
Somewhat likely	53 14%	-	53 14%	-	-	-	26 14%	27 15%	7 9%	21 16%	17 13%	5 26%	3 25%	28 13%	17 13%	8 26%	15 16%	38 14%	20 13%	33 15%	23 21% V	10 9%
BOTTOM 2 BOX (NET)	29 8%	-	29 8%	-	-	-	17 9%	12 7%	5 7%	10 8%	10 8%	2 11%	2 17%	15 7%	10 8%	4 13%	9 10%	20 7%	7 5%	22 10%	12 11%	10 9%
Somewhat unlikely	6 2%	-	6 2%	-	-	-	4 2%	2 1%	2 3%	1 1%	2 2%	1 5%	-	3 1%	2 2%	1 3%	2 2%	4 1%	2 1%	4 2%	-	4 4% U
Very unlikely	23 6%	-	23 6%	-	-	-	13 7%	10 6%	3 4%	9 7%	8 6%	1 5%	2 17%	12 6%	8 6%	3 10%	7 8%	16 6%	5 3%	18 8% S	12 11%	6 6%
Not sure	33 9%	-	33 9%	-	-	-	18 9%	15 8%	7 9%	11 8%	14 11%	1 5%	-	18 9%	14 11%	1 3%	8 9%	25 9%	8 5%	25 12% S	4 4%	21 20% U
Sigma	370 100%	-	370 100%	-	-	-	192 100%	178 100%	75 100%	133 100%	131 100%	19 100%	12 100%	208 100%	131 100%	31 100%	92 100%	278 100%	153 100%	217 100%	111 100%	106 100%

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

Q721_25. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?
25. .it

14 Mar 2015
Table 145

Base: All Qualified Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	101	**	**	101	**	**	60*	41*	3**	19**	58*	13**	8**	22**	58*	21**	21**	80*	32*	69*	14**	55*
Weighted Base	101	**	**	101	**	**	60*	41*	3**	19**	58*	13**	8**	22**	58*	21**	21**	80*	32*	69*	14**	55*
TOP 2 BOX (NET)	79 78%	-	-	79 78%	-	-	51 85% H	28 68%	3 100%	9 47%	48 83%	11 85%	8 100%	12 55%	48 83%	19 90%	16 76%	63 79%	27 84%	52 75%	12 86%	40 73%
Very likely	56 55%	-	-	56 55%	-	-	37 62%	19 46%	2 67%	7 37%	33 57%	8 62%	6 75%	9 41%	33 57%	14 67%	12 57%	44 55%	17 53%	39 57%	11 79%	28 51%
Somewhat likely	23 23%	-	-	23 23%	-	-	14 23%	9 22%	1 33%	2 11%	15 26%	3 23%	2 25%	3 14%	15 26%	5 24%	4 19%	19 24%	10 31%	13 19%	1 7%	12 22%
BOTTOM 2 BOX (NET)	8 8%	-	-	8 8%	-	-	3 5%	5 12%	-	4 21%	3 5%	1 8%	-	4 18%	3 5%	1 5%	-	8 10%	5 16%	3 4%	2 14%	1 2%
Somewhat unlikely	5 5%	-	-	5 5%	-	-	2 3%	3 7%	-	3 16%	2 3%	-	-	3 14%	2 3%	-	-	5 6%	3 9%	2 3%	1 7%	1 2%
Very unlikely	3 3%	-	-	3 3%	-	-	1 2%	2 5%	-	1 5%	1 2%	1 8%	-	1 5%	1 2%	1 5%	-	3 4%	2 6%	1 1%	1 7%	-
Not sure	14 14%	-	-	14 14%	-	-	6 10%	8 20%	-	6 32%	7 12%	1 8%	-	6 27%	7 12%	1 5%	5 24%	9 11%	-	14 20% S	-	14 25%
Sigma	101 100%	-	-	101 100%	-	-	60 100%	41 100%	3 100%	19 100%	58 100%	13 100%	8 100%	22 100%	58 100%	21 100%	21 100%	80 100%	32 100%	69 100%	14 100%	55 100%

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

Q721_26. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015
Table 146

26 .tr

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	102	**	**	102	**	**	61*	41*	22**	40*	35*	5**	**	62*	35*	5**	18**	84*	26**	76*	48*	28**
Weighted Base	102	**	**	102	**	**	61*	41*	22**	40*	35*	5**	**	62*	35*	5**	18**	84*	26**	76*	48*	28**
TOP 2 BOX (NET)	87 85%	-	-	87 85%	-	-	52 85%	35 85%	19 86%	34 85%	30 86%	4 80%	-	53 85%	30 86%	4 80%	15 83%	72 86%	21 81%	66 87%	43 90%	23 82%
Very likely	66 65%	-	-	66 65%	-	-	39 64%	27 66%	14 64%	28 70%	22 63%	2 40%	-	42 68%	22 63%	2 40%	10 56%	56 67%	15 58%	51 67%	34 71%	17 61%
Somewhat likely	21 21%	-	-	21 21%	-	-	13 21%	8 20%	5 23%	6 15%	8 23%	2 40%	-	11 18%	8 23%	2 40%	5 28%	16 19%	6 23%	15 20%	9 19%	6 21%
BOTTOM 2 BOX (NET)	5 5%	-	-	5 5%	-	-	4 7%	1 2%	1 5%	3 8%	1 3%	-	-	4 6%	1 3%	-	1 6%	4 5%	4 15%	1 1%	-	1 4%
Somewhat unlikely	3 3%	-	-	3 3%	-	-	3 5%	-	1 5%	1 3%	1 3%	-	-	2 3%	1 3%	-	1 6%	2 2%	3 12%	-	-	-
Very unlikely	2 2%	-	-	2 2%	-	-	1 2%	1 2%	-	2 5%	-	-	-	2 3%	-	-	-	2 2%	1 4%	1 1%	-	1 4%
Not sure	10 10%	-	-	10 10%	-	-	5 8%	5 12%	2 9%	3 8%	4 11%	1 20%	-	5 8%	4 11%	1 20%	2 11%	8 10%	1 4%	9 12%	5 10%	4 14%
Sigma	102 100%	-	-	102 100%	-	-	61 100%	41 100%	22 100%	40 100%	35 100%	5 100%	-	62 100%	35 100%	5 100%	18 100%	84 100%	26 100%	76 100%	48 100%	28 100%

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

Q721_27. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015
Table 147

27. .es

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	100	-**	-**	100	-**	-**	63*	37*	1**	16**	71*	9**	3**	17**	71*	12**	22**	78*	25**	75*	16**	59*
Weighted Base	100	-**	-**	100	-**	-**	63*	37*	1**	16**	71*	9**	3**	17**	71*	12**	22**	78*	25**	75*	16**	59*
TOP 2 BOX (NET)	81 81%	-	-	81 81%	-	-	52 83%	29 78%	1 100%	13 81%	57 80%	8 89%	2 67%	14 82%	57 80%	10 83%	17 77%	64 82%	24 96%	57 76%	13 81%	44 75%
Very likely	47 47%	-	-	47 47%	-	-	34 54%	13 35%	-	6 38%	35 49%	5 56%	1 33%	6 35%	35 49%	6 50%	12 55%	35 45%	17 68%	30 40%	9 56%	21 36%
Somewhat likely	34 34%	-	-	34 34%	-	-	18 29%	16 43%	1 100%	7 44%	22 31%	3 33%	1 33%	8 47%	22 31%	4 33%	5 23%	29 37%	7 28%	27 36%	4 25%	23 39%
BOTTOM 2 BOX (NET)	4 4%	-	-	4 4%	-	-	4 6%	-	-	1 6%	3 4%	-	-	1 6%	3 4%	-	-	4 5%	1 4%	3 4%	2 13%	1 2%
Somewhat unlikely	3 3%	-	-	3 3%	-	-	3 5%	-	-	1 6%	2 3%	-	-	1 6%	2 3%	-	-	3 4%	-	3 4%	2 13%	1 2%
Very unlikely	1 1%	-	-	1 1%	-	-	1 2%	-	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	1 4%	-	-	-
Not sure	15 15%	-	-	15 15%	-	-	7 11%	8 22%	-	2 13%	11 15%	1 11%	1 33%	2 12%	11 15%	2 17%	5 23%	10 13%	-	15 20%	1 6%	14 24%
Sigma	100 100%	-	-	100 100%	-	-	63 100%	37 100%	1 100%	16 100%	71 100%	9 100%	3 100%	17 100%	71 100%	12 100%	22 100%	78 100%	25 100%	75 100%	16 100%	59 100%

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

Q721_28. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015
Table 148

28. .pl

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	112	**	**	112	**	**	54*	58*	22**	22**	49*	16**	3**	44*	49*	19**	35*	77*	48*	64*	31*	33*
Weighted Base	112	**	**	112	**	**	54*	58*	22**	22**	49*	16**	3**	44*	49*	19**	35*	77*	48*	64*	31*	33*
TOP 2 BOX (NET)	98 88%	-	-	98 88%	-	-	48 89%	50 86%	19 86%	18 82%	42 86%	16 100%	3 100%	37 84%	42 86%	19 100%	31 89%	67 87%	41 85%	57 89%	30 97%	27 82%
Very likely	67 60%	-	-	67 60%	-	-	35 65%	32 55%	12 55%	15 68%	30 61%	7 44%	3 100%	27 61%	30 61%	10 53%	18 51%	49 64%	31 65%	36 56%	19 61%	17 52%
Somewhat likely	31 28%	-	-	31 28%	-	-	13 24%	18 31%	7 32%	3 14%	12 24%	9 56%	-	10 23%	12 24%	9 47%	13 37%	18 23%	10 21%	21 33%	11 35%	10 30%
BOTTOM 2 BOX (NET)	9 8%	-	-	9 8%	-	-	5 9%	4 7%	1 5%	2 9%	6 12%	-	-	3 7%	6 12%	-	3 9%	6 8%	5 10%	4 6%	1 3%	3 9%
Somewhat unlikely	8 7%	-	-	8 7%	-	-	5 9%	3 5%	1 5%	2 9%	5 10%	-	-	3 7%	5 10%	-	3 9%	5 6%	5 10%	3 5%	-	3 9%
Very unlikely	1 1%	-	-	1 1%	-	-	-	1 2%	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	1 2%	1 3%	-
Not sure	5 4%	-	-	5 4%	-	-	1 2%	4 7%	2 9%	2 9%	1 2%	-	-	4 9%	1 2%	-	1 3%	4 5%	2 4%	3 5%	-	3 9%
Sigma	112 100%	-	-	112 100%	-	-	54 100%	58 100%	22 100%	22 100%	49 100%	16 100%	3 100%	44 100%	49 100%	19 100%	35 100%	77 100%	48 100%	64 100%	31 100%	33 100%

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

Q721_29. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?
29. .uk

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	220	**	**	220	**	**	125	95*	33*	43*	92*	28**	24**	76*	92*	52*	37*	183	48*	172	15**	157
Weighted Base	220	**	**	220	**	**	125	95*	33*	43*	92*	28**	24**	76*	92*	52*	37*	183	48*	172	15**	157
TOP 2 BOX (NET)	169 77%	-	-	169 77%	-	-	96 77%	73 77%	26 79%	31 72%	75 82%	20 71%	17 71%	57 75%	75 82%	37 71%	26 70%	143 78%	41 85%	128 74%	14 93%	114 73%
Very likely	124 56%	-	-	124 56%	-	-	73 58%	51 54%	19 58%	24 56%	58 63%	13 46%	10 42%	43 57%	58 63%	23 44%	18 49%	106 58%	34 71%	90 52%	11 73%	79 50%
Somewhat likely	45 20%	-	-	45 20%	-	-	23 18%	22 23%	7 21%	7 16%	17 18%	7 25%	7 29%	14 18%	17 18%	14 27%	8 22%	37 20%	7 15%	38 22%	3 20%	35 22%
BOTTOM 2 BOX (NET)	21 10%	-	-	21 10%	-	-	11 9%	10 11%	3 9%	2 5%	9 10%	3 11%	4 17%	5 7%	9 10%	7 13%	4 11%	17 9%	4 8%	17 10%	-	17 11%
Somewhat unlikely	7 3%	-	-	7 3%	-	-	4 3%	3 3%	1 3%	1 2%	4 4%	-	1 4%	2 3%	4 4%	1 2%	1 3%	6 3%	2 4%	5 3%	-	5 3%
Very unlikely	14 6%	-	-	14 6%	-	-	7 6%	7 7%	2 6%	1 2%	5 5%	3 11%	3 13%	3 4%	5 5%	6 12%	3 8%	11 6%	2 4%	12 7%	-	12 8%
Not sure	30 14%	-	-	30 14%	-	-	18 14%	12 13%	4 12%	10 23%	8 9%	5 18%	3 13%	14 18%	8 9%	8 15%	7 19%	23 13%	3 6%	27 16%	1 7%	26 17%
Sigma	220 100%	-	-	220 100%	-	-	125 100%	95 100%	33 100%	43 100%	92 100%	28 100%	24 100%	76 100%	92 100%	52 100%	37 100%	183 100%	48 100%	172 100%	15 100%	157 100%

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

Q721_30. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?
30. .fr

Base: All Qualified Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	201	**	**	201	**	**	82*	119	7**	27**	100	41*	26**	34*	100	67*	39*	162	24**	177	19**	158
Weighted Base	201	**	**	201	**	**	82*	119	7**	27**	100	41*	26**	34*	100	67*	39*	162	24**	177	19**	158
TOP 2 BOX (NET)	144 72%	-	-	144 72%	-	-	64 78%	80 67%	5 71%	17 63%	72 72%	30 73%	20 77%	22 65%	72 72%	50 75%	22 56%	122 75% Q	19 79%	125 71%	18 95%	107 68%
Very likely	114 57%	-	-	114 57%	-	-	48 59%	66 55%	4 57%	15 56%	56 56%	22 54%	17 65%	19 56%	56 56%	39 58%	16 41%	98 60% Q	18 75%	96 54%	15 79%	81 51%
Somewhat likely	30 15%	-	-	30 15%	-	-	16 20%	14 12%	1 14%	2 7%	16 16%	8 20%	3 12%	3 9%	16 16%	11 16%	6 15%	24 15%	1 4%	29 16%	3 16%	26 16%
BOTTOM 2 BOX (NET)	23 11%	-	-	23 11%	-	-	10 12%	13 11%	1 14%	5 19%	10 10%	3 7%	4 15%	6 18%	10 10%	7 10%	5 13%	18 11%	3 13%	20 11%	-	20 13%
Somewhat unlikely	6 3%	-	-	6 3%	-	-	4 5%	2 2%	-	2 7%	3 3%	1 2%	-	2 6%	3 3%	1 1%	-	6 4%	2 8%	4 2%	-	4 3%
Very unlikely	17 8%	-	-	17 8%	-	-	6 7%	11 9%	1 14%	3 11%	7 7%	2 5%	4 15%	4 12%	7 7%	6 9%	5 13%	12 7%	1 4%	16 9%	-	16 10%
Not sure	34 17%	-	-	34 17%	-	-	8 10%	26 22% G	1 14%	5 19%	18 18%	8 20%	2 8%	6 18%	18 18%	10 15%	12 31% R	22 14%	2 8%	32 18%	1 5%	31 20%
Sigma	201 100%	-	-	201 100%	-	-	82 100%	119 100%	7 100%	27 100%	100 100%	41 100%	26 100%	34 100%	100 100%	67 100%	39 100%	162 100%	24 100%	177 100%	19 100%	158 100%

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

Q721_31. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?
31. .de

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	250	**	**	250	**	**	159	91*	2**	16**	131	75*	26**	18**	131	101	48*	202	78*	172	11**	161
Weighted Base	250	**	**	250	**	**	159	91*	2**	16**	131	75*	26**	18**	131	101	48*	202	78*	172	11**	161
TOP 2 BOX (NET)	190 76%	-	-	190 76%	-	-	124 78%	66 73%	2 100%	12 75%	94 72%	61 81%	21 81%	14 78%	94 72%	82 81%	35 73%	155 77%	67 86%	123 72%	9 82%	114 71%
Very likely	147 59%	-	-	147 59%	-	-	94 59%	53 58%	1 50%	8 50%	72 55%	48 64%	18 69%	9 50%	72 55%	66 65%	25 52%	122 60%	59 76%	88 51%	6 55%	82 51%
Somewhat likely	43 17%	-	-	43 17%	-	-	30 19%	13 14%	1 50%	4 25%	22 17%	13 17%	3 12%	5 28%	22 17%	16 16%	10 21%	33 16%	8 10%	35 20%	3 27%	32 20%
BOTTOM 2 BOX (NET)	20 8%	-	-	20 8%	-	-	13 8%	7 8%	-	2 13%	11 8%	5 7%	2 8%	2 11%	11 8%	7 7%	5 10%	15 7%	6 8%	14 8%	1 9%	13 8%
Somewhat unlikely	3 1%	-	-	3 1%	-	-	3 2%	-	-	1 6%	-	1 1%	1 4%	1 6%	-	2 2%	-	3 1%	2 3%	1 1%	-	1 1%
Very unlikely	17 7%	-	-	17 7%	-	-	10 6%	7 8%	-	1 6%	11 8%	4 5%	1 4%	1 6%	11 8%	5 5%	5 10%	12 6%	4 5%	13 8%	1 9%	12 7%
Not sure	40 16%	-	-	40 16%	-	-	22 14%	18 20%	-	2 13%	26 20%	9 12%	3 12%	2 11%	26 20%	12 12%	8 17%	32 16%	5 6%	35 20%	1 9%	34 21%
Sigma	250 100%	-	-	250 100%	-	-	159 100%	91 100%	2 100%	16 100%	131 100%	75 100%	26 100%	18 100%	131 100%	101 100%	48 100%	202 100%	78 100%	172 100%	11 100%	161 100%

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

Q721_32. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015
Table 152

32. .us

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	502	502	**	**	**	**	198	304	35*	103	191	85*	88*	138	191	173	94*	408	73*	429	28**	401
Weighted Base	502	502	**	**	**	**	198	304	35*	103	191	85*	88*	138	191	173	94*	408	73*	429	28**	401
TOP 2 BOX (NET)	93 19%	93 19%	-	-	-	-	42 21%	51 17%	9 26%	19 18%	38 20%	16 19%	11 13%	28 20%	38 20%	27 16%	15 16%	78 19%	21 29% T	72 17%	5 18%	67 17%
Very likely	27 5%	27 5%	-	-	-	-	15 8%	12 4%	4 11% LM	7 7%	12 6%	2 2%	2 2%	11 8% P	12 6%	4 2%	7 7%	20 5%	8 11% T	19 4%	2 7%	17 4%
Somewhat likely	66 13%	66 13%	-	-	-	-	27 14%	39 13%	5 14%	12 12%	26 14%	14 16%	9 10%	17 12%	26 14%	23 13%	8 9%	58 14%	13 18%	53 12%	3 11%	50 12%
BOTTOM 2 BOX (NET)	285 57%	285 57%	-	-	-	-	118 60%	167 55%	20 57%	58 56%	108 57%	44 52%	55 63%	78 57%	108 57%	99 57%	51 54%	234 57%	45 62%	240 56%	19 68%	221 55%
Somewhat unlikely	86 17%	86 17%	-	-	-	-	42 21%	44 14%	7 20%	20 19%	32 17%	14 16%	13 15%	27 20%	32 17%	27 16%	23 24% R	63 15%	15 21%	71 17%	6 21%	65 16%
Very unlikely	199 40%	199 40%	-	-	-	-	76 38%	123 40%	13 37%	38 37%	76 40%	30 35%	42 48%	51 37%	76 40%	72 42%	28 30%	171 42% Q	30 41%	169 39%	13 46%	156 39%
Not sure	124 25%	124 25%	-	-	-	-	38 19%	86 28% G	6 17%	26 25%	45 24%	25 29%	22 25%	32 23%	45 24%	47 27%	28 30%	96 24%	7 10%	117 27% S	4 14%	113 28%
Sigma	502 100%	502 100%	-	-	-	-	198 100%	304 100%	35 100%	103 100%	191 100%	85 100%	88 100%	138 100%	191 100%	173 100%	94 100%	408 100%	73 100%	429 100%	28 100%	401 100%

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

Q721_33. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015
Table 153

33. .ca

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	200	200	**	**	**	**	99*	101	19**	39*	71*	44*	27**	58*	71*	71*	41*	159	47*	153	16**	137
Weighted Base	200	200	**	**	**	**	99*	101	19**	39*	71*	44*	27**	58*	71*	71*	41*	159	47*	153	16**	137
TOP 2 BOX (NET)	162 81%	162 81%	-	-	-	-	80 81%	82 81%	14 74%	33 85%	64 90%	31 70%	20 74%	47 81%	64 90%	51 72%	31 76%	131 82%	40 85%	122 80%	14 88%	108 79%
Very likely	136 68%	136 68%	-	-	-	-	65 66%	71 70%	14 74%	27 69%	51 72%	29 66%	15 56%	41 71%	51 72%	44 62%	27 66%	109 69%	35 74%	101 66%	12 75%	89 65%
Somewhat likely	26 13%	26 13%	-	-	-	-	15 15%	11 11%	-	6 15%	13 18%	2 5%	5 19%	6 10%	13 18%	7 10%	4 10%	22 14%	5 11%	21 14%	2 13%	19 14%
BOTTOM 2 BOX (NET)	14 7%	14 7%	-	-	-	-	6 6%	8 8%	3 16%	2 5%	2 3%	6 14%	1 4%	5 9%	2 3%	7 10%	2 5%	12 8%	4 9%	10 7%	1 6%	9 7%
Somewhat unlikely	6 3%	6 3%	-	-	-	-	2 2%	4 4%	-	2 5%	1 1%	3 7%	-	2 3%	1 1%	3 4%	-	6 4%	3 6%	3 2%	-	3 2%
Very unlikely	8 4%	8 4%	-	-	-	-	4 4%	4 4%	3 16%	-	1 1%	3 7%	1 4%	3 5%	1 1%	4 6%	2 5%	6 4%	1 2%	7 5%	1 6%	6 4%
Not sure	24 12%	24 12%	-	-	-	-	13 13%	11 11%	2 11%	4 10%	5 7%	7 16%	6 22%	6 10%	5 7%	13 18%	8 20%	16 10%	3 6%	21 14%	1 6%	20 15%
Sigma	200 100%	200 100%	-	-	-	-	99 100%	101 100%	19 100%	39 100%	71 100%	44 100%	27 100%	58 100%	71 100%	71 100%	41 100%	159 100%	47 100%	153 100%	16 100%	137 100%

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

Q721_34. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015
Table 154

34. .mx

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	223	223	**	**	**	**	126	97*	41*	73*	93*	13**	3**	114	93*	16**	45*	178	90*	133	77*	56*
Weighted Base	223	223	**	**	**	**	126	97*	41*	73*	93*	13**	3**	114	93*	16**	45*	178	90*	133	77*	56*
TOP 2 BOX (NET)	201 90%	201 90%	-	-	-	-	117 93%	84 87%	34 83%	64 88%	87 94%	13 100%	3 100%	98 86%	87 94%	16 100%	39 87%	162 91%	81 90%	120 90%	69 90%	51 91%
Very likely	153 69%	153 69%	-	-	-	-	91 72%	62 64%	23 56%	49 67%	69 74%	10 77%	2 67%	72 63%	69 74%	12 75%	33 73%	120 67%	70 78%	83 62%	52 68%	31 55%
Somewhat likely	48 22%	48 22%	-	-	-	-	26 21%	22 23%	11 27%	15 21%	18 19%	3 23%	1 33%	26 23%	18 19%	4 25%	6 13%	42 24%	11 12%	37 28%	17 22%	20 36%
BOTTOM 2 BOX (NET)	13 6%	13 6%	-	-	-	-	6 5%	7 7%	4 10%	5 7%	4 4%	-	-	9 8%	4 4%	-	3 7%	10 6%	6 7%	7 5%	5 6%	2 4%
Somewhat unlikely	2 1%	2 1%	-	-	-	-	1 1%	1 1%	1 2%	-	1 1%	-	-	1 1%	1 1%	-	1 2%	1 1%	1 1%	1 1%	1 1%	-
Very unlikely	11 5%	11 5%	-	-	-	-	5 4%	6 6%	3 7%	5 7%	3 3%	-	-	8 7%	3 3%	-	2 4%	9 5%	5 6%	6 5%	4 5%	2 4%
Not sure	9 4%	9 4%	-	-	-	-	3 2%	6 6%	3 7%	4 5%	2 2%	-	-	7 6%	2 2%	-	3 7%	6 3%	3 3%	6 5%	3 4%	3 5%
Sigma	223 100%	223 100%	-	-	-	-	126 100%	97 100%	41 100%	73 100%	93 100%	13 100%	3 100%	114 100%	93 100%	16 100%	45 100%	178 100%	90 100%	133 100%	77 100%	56 100%

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

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

14 Mar 2015
Table 155

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
.pl	110 98%	-	-	110 98%	-	-	52 96%	58 100%	22 100%	21 95%	48 98%	16 100%	3 100%	43 98%	48 98%	19 100%	35 100%	75 97%	46 96%	64 100%	31 100%	33 100%
.ar	108 98%	-	108 98%	-	-	-	48 98%	60 98%	12 100%	19 100%	59 98%	13 93%	5 100%	31 100%	59 98%	18 95%	27 100%	81 98%	44 100%	64 97%	31 97%	33 97%
.id	202 98%	-	-	-	-	202 98%	114 99%	88 96%	53 96%	77 97%	68 99%	4 100%	-	130 97%	68 99%	4 100%	51 96%	151 98%	125 98%	77 96%	54 98%	23 92%
.mx	217 97%	217 97%	-	-	-	-	121 96%	96 99%	39 95%	72 99%	91 98%	13 100%	2 67%	111 97%	91 98%	15 94%	43 96%	174 98%	88 98%	129 97%	74 96%	55 98%
.de	243 97%	-	-	243 97%	-	-	154 97%	89 98%	2 100%	16 100%	127 97%	74 99%	24 92%	18 100%	127 97%	98 97%	46 96%	197 98%	75 96%	168 98%	10 91%	158 98%
.it	98 97%	-	-	98 97%	-	-	58 97%	40 98%	3 100%	17 89%	57 98%	13 100%	8 100%	20 91%	57 98%	21 100%	20 95%	78 98%	32 100%	66 96%	13 93%	53 96%
.fr	195 97%	-	-	195 97%	-	-	79 96%	116 97%	7 100%	26 96%	97 97%	39 95%	26 100%	33 97%	97 97%	65 97%	37 95%	158 98%	23 96%	172 97%	19 100%	153 97%
.es	97 97%	-	-	97 97%	-	-	61 97%	36 97%	1 100%	14 88%	70 99%	9 100%	3 100%	15 88%	70 99%	12 100%	22 100%	75 96%	25 100%	72 96%	15 94%	57 97%
.co	115 97%	-	115 97%	-	-	-	63 97%	52 96%	8 100%	20 91%	52 96%	28 100%	7 100%	28 93%	52 96%	35 100%	38 95%	77 97%	47 96%	68 97%	36 95%	32 100%
.ph	199 97%	-	-	-	-	199 97%	90 95%	109 98%	46 100%	71 99%	70 93%	12 100%	-	117 99%	70 93%	12 92%	58 98%	141 96%	90 99%	109 95%	72 95%	37 95%
.ng	194 97%	-	-	-	194 97%	-	159 98%	35 90%	29 97%	105 97%	56 95%	3 100%	1 100%	134 97%	56 95%	4 100%	55 96%	139 97%	95 99%	99 94%	69 95%	30 94%
.in	662 96%	-	-	-	-	662 96%	388 97%	274 96%	144 92%	228 97%	237 98%	45 98%	8 100%	372 95%	237 98%	53 98%	128 95%	534 97%	316 97%	346 96%	236 96%	110 96%
.ru	243 96%	-	-	-	-	243 96%	110 96%	133 96%	38 90%	91 97%	105 98%	8 89%	1 100%	129 95%	105 98%	9 90%	37 93%	206 97%	140 98%	103 94%	59 94%	44 94%
.ca	192 96%	192 96%	-	-	-	-	93 94%	99 98%	18 95%	38 97%	67 94%	43 98%	26 96%	56 97%	67 94%	69 97%	40 98%	152 96%	45 96%	147 96%	15 94%	132 96%
.uk	210 95%	-	-	210 95%	-	-	119 95%	91 96%	32 97%	40 93%	88 96%	28 100%	22 92%	72 95%	88 96%	50 96%	37 100%	173 95%	45 94%	165 96%	15 100%	150 96%

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

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

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
.com	5857 95%	879 95%	578 96%	1026 94%	401 98% ABDF	2973 95%	3241 95%	2616 95%	809 96%	1683 95%	2425 95%	651 96%	289 95%	2492 95%	2425 95%	940 95%	1105 94%	4752 96% Q	2283 96% T	3574 95%	1311 96% V	2263 94%
.za	99 94%	-	-	-	99 94%	-	39 91%	60 97%	22 96%	33 94%	37 93%	6 100%	1 100%	55 95%	37 93%	7 100%	24 96%	75 94%	42 93%	57 95%	25 96%	32 94%
.vn	94 94%	-	-	-	-	94 94%	54 92%	40 98%	54 93%	32 94%	100% 8	-	-	86 93%	8 100%	-	21 100%	73 92%	43 100% T	51 89%	27 87%	24 92%
.cn	1042 94%	-	-	-	-	1042 94%	625 94%	417 93%	52 91%	331 92%	494 96% JL	140 91%	25 96%	383 92%	494 96% NP	165 92%	105 89%	937 94% Q	431 94%	611 94%	253 97% V	358 92%
.br	344 93%	-	344 93%	-	-	-	174 91%	170 96%	71 95%	124 93%	119 91%	18 95%	12 100%	195 94%	119 91%	30 97%	85 92%	259 93%	146 95%	198 91%	104 94%	94 89%
.jp	332 93%	-	-	-	-	332 93%	200 93%	132 92%	44 96%	65 93%	156 91%	38 95%	29 94%	109 94%	156 91%	67 94%	52 84%	280 95% Q	128 95%	204 91%	13 93%	191 91%
.tr	93 91%	-	-	93 91%	-	-	55 90%	38 93%	21 95%	36 90%	31 89%	5 100%	-	57 92%	31 89%	5 100%	15 83%	78 93%	22 85%	71 93%	45 94%	26 93%
.kr	186 91%	-	-	-	-	186 91%	107 93%	79 89%	22 88%	68 92%	80 90%	13 100%	3 100%	90 91%	80 90%	16 100%	33 87%	153 92%	101 94%	85 89%	31 94%	54 86%
.net	5443 89% CD	826 89%	516 86%	941 87% ABCD	387 95% BCDF	2773 89%	3001 88%	2442 89%	732 87%	1592 90% I	2257 89%	599 88%	263 87%	2324 89%	2257 89%	862 88%	1028 87%	4415 89%	2129 90% T	3314 88%	1229 90% V	2085 87%
.eg	90 87%	-	-	-	90 87%	-	75 87%	15 88%	24 89%	33 83%	29 91%	4 100%	-	57 85%	29 91%	4 100%	11 85%	79 88%	50 85%	40 91%	29 94%	11 85%
.org	5288 86% F	876 95% ADF	563 94% ADF	953 88% F	390 95% ADF	2506 80%	2909 86%	2379 87%	732 87%	1562 88% KLM	2170 85%	568 83%	256 84%	2294 88% OP	2170 85%	824 84%	1008 85%	4280 86%	2059 87%	3229 86%	1187 87%	2042 85%
.us	375 75%	375 75%	-	-	-	-	150 76%	225 74%	25 71%	74 72%	146 76%	65 76%	65 74%	99 72%	146 76%	130 75%	74 79%	301 74%	57 78%	318 74%	23 82%	295 74%
.info	4492 73% BF	651 70%	442 74%	832 77% ABF	351 86% ABCD	2216 71%	2464 72%	2028 74%	644 76% KLM	1315 74% M	1846 73% M	484 71%	203 67%	1959 75% P	1846 73%	687 70%	856 73%	3636 73%	1813 77% T	2679 71%	1017 75% V	1662 69%

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

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

14 Mar 2015
Table 156

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
.info	1652 27% DE	274 30% ADE	157 26% E	254 23% E	58 14%	909 29% ADE	938 28%	714 26%	201 24%	455 26%	698 27%	197 29%	101 33% IJK	656 25%	698 27%	298 30% N	324 27%	1328 27%	556 23%	1096 29% S	348 25%	748 31%
.us	127 25%	127 25%	-	-	-	-	48 24%	79 26%	10 29%	29 28%	45 24%	20 24%	23 26%	39 28%	45 24%	43 25%	20 21%	107 26%	16 22%	111 26%	5 18%	106 26%
.org	856 14% BCE	49 5%	36 6%	133 12% BCE	19 5%	619 20% ABCDE	493 14%	363 13%	113 13%	208 12%	374 15% J	113 17% J	48 16% J	321 12%	374 15% N	161 16% N	172 15%	684 14%	310 13%	546 14%	178 13%	368 15%
.eg	13 13%	-	-	-	13 13%	-	11 13%	2 12%	3 11%	7 18%	3 9%	-	-	10 15%	3 9%	-	2 15%	11 12%	9 15%	4 9%	2 6%	2 7%
.net	701 11% E	99 11% E	83 14% AE	145 13% AE	22 5%	352 11% E	401 12%	300 11%	113 13% J	178 10%	287 11%	82 12%	41 13%	291 11%	287 11%	123 12%	152 13%	549 11%	240 10%	461 12% S	136 10%	325 13% U
.tr	9 9%	-	-	9 9%	-	-	6 10%	3 7%	1 5%	4 10%	4 11%	-	-	5 8%	4 11%	-	3 17%	6 7%	4 15%	5 7%	3 6%	2 7%
.kr	18 9%	-	-	-	-	18 9%	8 7%	10 11%	3 12%	6 8%	9 10%	-	-	9 9%	9 10%	-	5 13%	13 8%	7 6%	11 11%	2 6%	9 14%
.jp	26 7%	-	-	-	-	26 7%	15 7%	11 8%	2 4%	5 7%	15 9%	2 5%	2 6%	7 6%	15 9%	4 6%	10 16% R	16 5%	7 5%	19 9%	1 7%	18 9%
.br	26 7%	-	26 7%	-	-	-	18 9%	8 4%	4 5%	9 7%	12 9%	1 5%	-	13 6%	12 9%	1 3%	7 8%	19 7%	7 5%	19 9%	7 6%	12 11%
.cn	68 6%	-	-	-	-	68 6%	39 6%	29 7%	5 9%	27 8% K	21 4%	14 9% K	1 4%	32 8% O	21 4%	15 8% O	13 11% R	55 6%	27 6%	41 6%	9 3%	32 8% U
.vn	6 6%	-	-	-	-	6 6%	5 8%	1 2%	4 7%	2 6%	-	-	-	6 7%	-	-	-	6 8%	-	6 11% S	4 13%	2 8%
.za	6 6%	-	-	-	6 6%	-	4 9%	2 3%	1 4%	2 6%	3 8%	-	-	3 5%	3 8%	-	1 4%	5 6%	3 7%	3 5%	1 4%	2 6%
.com	287 5% E	46 5% E	21 4%	60 6% E	8 2%	152 5% E	161 5%	126 5%	36 4%	87 5%	119 5%	30 4%	15 5%	123 5%	119 5%	45 5%	75 6% R	212 4%	86 4%	201 5% S	54 4%	147 6% U
.uk	10 5%	-	-	10 5%	-	-	6 5%	4 4%	1 3%	3 7%	4 4%	-	2 8%	4 5%	4 4%	2 4%	-	10 5%	3 6%	7 4%	-	7 4%
.ca	8 4%	8 4%	-	-	-	-	6 6%	2 2%	1 5%	1 3%	4 6%	1 2%	1 4%	2 3%	4 6%	2 3%	1 2%	7 4%	2 4%	6 4%	1 6%	5 4%

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

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

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
.ru	10 4%	-	-	-	-	10 4%	4 4%	6 4%	4 10% K	3 3%	2 2%	1 11%	-	7 5%	2 2%	1 10%	3 8%	7 3%	3 2%	7 6%	4 6%	3 6%
.in	25 4%	-	-	-	-	25 4%	13 3%	12 4%	12 8% JK	6 3%	6 2%	1 2%	-	18 5%	6 2%	1 2%	7 5%	18 3%	11 3%	14 4%	9 4%	5 4%
.ng	7 3%	-	-	-	7 3%	-	3 2%	4 10% G	1 3%	3 3%	3 5%	-	-	4 3%	3 5%	-	2 4%	5 3%	1 1%	6 6%	4 5%	2 6%
.ph	7 3%	-	-	-	-	7 3%	5 5%	2 2%	-	1 1%	5 7%	-	1 100%	1 1%	5 7% N	1 8%	1 2%	6 4%	1 1%	6 5%	4 5%	2 5%
.co	4 3%	-	4 3%	-	-	-	2 3%	2 4%	-	2 9%	2 4%	-	-	2 7%	2 4%	-	2 5%	2 3%	2 4%	2 3%	2 5%	-
.es	3 3%	-	-	3 3%	-	-	2 3%	1 3%	-	2 13%	1 1%	-	-	2 12%	1 1%	-	-	3 4%	-	3 4%	1 6%	2 3%
.fr	6 3%	-	-	6 3%	-	-	3 4%	3 3%	-	1 4%	3 3%	2 5%	-	1 3%	3 3%	2 3%	2 5%	4 2%	1 4%	5 3%	-	5 3%
.it	3 3%	-	-	3 3%	-	-	2 3%	1 2%	-	2 11%	1 2%	-	-	2 9%	1 2%	-	1 5%	2 3%	-	3 4%	1 7%	2 4%
.de	7 3%	-	-	7 3%	-	-	5 3%	2 2%	-	-	4 3%	1 1%	2 8%	-	4 3%	3 3%	2 4%	5 2%	3 4%	4 2%	1 9%	3 2%
.mx	6 3%	6 3%	-	-	-	-	5 4%	1 1%	2 5%	1 1%	2 2%	-	1 33%	3 3%	2 2%	1 6%	2 4%	4 2%	2 2%	4 3%	3 4%	1 2%
.id	5 2%	-	-	-	-	5 2%	1 1%	4 4%	2 4%	2 3%	1 1%	-	-	4 3%	1 1%	-	2 4%	3 2%	2 2%	3 4%	1 2%	2 8%
.ar	2 2%	-	2 2%	-	-	-	1 2%	1 2%	-	-	1 2%	1 7%	-	-	1 2%	1 5%	-	2 2%	-	2 3%	1 3%	1 3%
.pl	2 2%	-	-	2 2%	-	-	2 4%	-	-	1 5%	1 2%	-	-	1 2%	1 2%	-	-	2 3%	2 4%	-	-	-

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

Q726_1. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015
Table 157

1. .com

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	5857 95%	879 95%	578 96%	1026 94%	401 98% ABDF	2973 95%	3241 95%	2616 95%	809 96%	1683 95%	2425 95%	651 96%	289 95%	2492 95%	2425 95%	940 95%	1105 94%	4752 96% Q	2283 96% T	3574 95%	1311 96% V	2263 94%
Very trustworthy	3534 58% D	507 55% D	398 66% ABDF	439 40% ABDF	320 78% ABDF	1870 60% ABD	1977 58% 58%	1557 57%	545 64% KLM	1089 62% KLM	1400 55% M	351 52%	149 49%	1634 62% OP	1400 55% P	500 51%	662 56%	2872 58%	1527 64% T	2007 53%	900 66% V	1107 46%
Somewhat trustworthy	2323 38% CEF	372 40% CEF	180 30% E	587 54% ABCEF	81 20%	1103 35% CE	1264 37%	1059 39%	264 31%	594 34%	1025 40% IJ	300 44% IJ	140 46% IJ	858 33%	1025 40% N	440 45% NO	443 38%	1880 38%	756 32%	1567 42% S	411 30%	1156 48% U
BOTTOM 2 BOX (NET)	287 5% E	46 5% E	21 4%	60 6% E	8 2%	152 5% E	161 5%	126 5%	36 4%	87 5%	119 5%	30 4%	15 5%	123 5%	119 5%	45 5%	75 6% R	212 4%	86 4%	201 5% S	54 4%	147 6% U
Not very trustworthy	230 4% E	36 4% E	14 2%	47 4% CE	6 1%	127 4% CE	127 4%	103 4%	31 4%	71 4%	91 4%	25 4%	12 4%	102 4%	91 4%	37 4%	60 5% R	170 3%	73 3%	157 4% S	44 3%	113 5% U
Not at all trustworthy	57 1%	10 1%	7 1%	13 1%	2 *	25 1%	34 1%	23 1%	5 1%	16 1%	28 1%	5 1%	3 1%	21 1%	28 1%	8 1%	15 1%	42 1%	13 1%	44 1% S	10 1%	34 1%
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q726_2. Please rate the following domain name extensions by how trustworthy you feel they are.

2. .net

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	5443 89% CD	826 89%	516 86%	941 87% ABCD	387 95% ABCDEF	2773 89%	3001 88%	2442 89%	732 87%	1592 90% I	2257 89%	599 88%	263 87%	2324 89%	2257 89%	862 88%	1028 87%	4415 89%	2129 90% T	3314 88%	1229 90% V	2085 87%
Very trustworthy	2200 36% D	345 37% D	224 37% D	256 24% ABCDEF	223 55% ABCDEF	1152 37% D	1277 38% H	923 34%	304 36%	669 38% L	908 36%	217 32%	102 34%	973 37% P	908 36%	319 32%	384 33%	1816 37% Q	1015 43% T	1185 31%	536 39% V	649 27%
Somewhat trustworthy	3243 53% CE	481 52% E	292 49% E	685 63% ABCEF	164 40%	1621 52% E	1724 51%	1519 55% G	428 51%	923 52%	1349 53%	382 56% I	161 53%	1351 52%	1349 53%	543 55%	644 55%	2599 52%	1114 47%	2129 56% S	693 51%	1436 60% U
BOTTOM 2 BOX (NET)	701 11% E	99 11% E	83 14% AE	145 13% AE	22 5%	352 11% E	401 12%	300 11%	113 13% J	178 10%	287 11%	82 12%	41 13%	291 11%	287 11%	123 12%	152 13%	549 11%	240 10%	461 12% S	136 10%	325 13% U
Not very trustworthy	602 10% E	78 8% E	68 11% E	126 12% ABE	20 5%	310 10% E	341 10%	261 10%	96 11% J	152 9%	251 10%	73 11%	30 10%	248 9%	251 10%	103 10%	123 10%	479 10%	211 9%	391 10%	118 9%	273 11% U
Not at all trustworthy	99 2% EF	21 2% EF	15 3% EF	19 2%	2 *	42 1%	60 2%	39 1%	17 2%	26 1%	36 1%	9 1%	11 4% JKL	43 2%	36 1%	20 2%	29 2% R	70 1%	29 1%	70 2%	18 1%	52 2%
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q726_3. Please rate the following domain name extensions by how trustworthy you feel they are.

3. .info

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	4492 73% BF	651 70%	442 74%	832 77% ABF	351 86% ABCDF	2216 71%	2464 72%	2028 74%	644 76% KLM	1315 74% M	1846 73% M	484 71%	203 67%	1959 75% P	1846 73%	687 70%	856 73%	3636 73%	1813 77% T	2679 71%	1017 75% V	1662 69%
Very trustworthy	1109 18% B	136 15%	153 26% ABDF	175 16% ABDF	108 26% ABDF	537 17%	575 17%	534 19% G	180 21% KLM	362 20% KLM	448 18% LM	88 13%	31 10%	542 21% OP	448 18% P	119 12%	190 16%	919 19%	558 24% T	551 15%	259 19% V	292 12%
Somewhat trustworthy	3383 55% CF	515 56% C	289 48%	657 60% ABCF	243 59% CF	1679 54% C	1889 56%	1494 54%	464 55%	953 54%	1398 55%	396 58%	172 57%	1417 54%	1398 55%	568 58%	666 56%	2717 55%	1255 53%	2128 56% S	758 56%	1370 57%
BOTTOM 2 BOX (NET)	1652 27% DE	274 30% ADE	157 26% E	254 23% E	58 14%	909 29% ADE	938 28%	714 26%	201 24%	455 26%	698 27% I	197 29% I	101 33% IJK	656 25%	698 27%	298 30% N	324 27%	1328 27%	556 23%	1096 29% S	348 25%	748 31% U
Not very trustworthy	1433 23% DE	226 24% DE	129 22% E	217 20% E	53 13% ACDE	808 26%	803 24%	630 23%	178 21%	398 22%	608 24%	171 25%	78 26%	576 22%	608 24%	249 25% N	272 23%	1161 23%	495 21%	938 25% S	307 22%	631 26% U
Not at all trustworthy	219 4% E	48 5% ADEF	28 5% E	37 3% E	5 1%	101 3% E	135 4%	84 3%	23 3%	57 3%	90 4%	26 4%	23 8% IJKL	80 3%	90 4%	49 5% NO	52 4%	167 3%	61 3%	158 4% S	41 3%	117 5% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q726_4. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015
Table 160

4. .org

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	5288 86% F	876 95% ADF	563 94% ADF	953 88% F	390 95% ADF	2506 80% 86%	2909 86%	2379 87%	732 87%	1562 88% KLM	2170 85%	568 83%	256 84%	2294 88% OP	2170 85%	824 84%	1008 85%	4280 86%	2059 87%	3229 86%	1187 87%	2042 85%
Very trustworthy	2547 41% DF	499 54% ADF	356 59% ABDF	351 32% ABDF	254 62% ABDF	1087 35% 45%	1394 41%	1153 42%	383 45% KL	814 46% KLM	1001 39% L	228 33%	121 40%	1197 46% OP	1001 39% P	349 35%	464 39%	2083 42%	1060 45% T	1487 39% V	599 44% W	888 37% X
Somewhat trustworthy	2741 45% BCE	377 41% CE	207 35% ABCEF	602 55% ABCE	136 33% BCE	1419 45% BCE	1515 45%	1226 45%	349 41%	748 42% IJ	1169 46% IJ	340 50% IJ	135 44%	1097 42%	1169 46% N	475 48% N	544 46%	2197 44%	999 42%	1742 46% S	588 43% U	1154 48% U
BOTTOM 2 BOX (NET)	856 14% BCE	49 5%	36 6%	133 12% BCE	19 5% BCE	619 20% ABCDE	493 14%	363 13%	113 13%	208 12% J	374 15% J	113 17% J	48 16% J	321 12% N	374 15% N	161 16% N	172 15%	684 14%	310 13%	546 14%	178 13%	368 15%
Not very trustworthy	730 12% BCDE	31 3%	26 4%	107 10% BCE	18 4% BCE	548 18% ABCDE	416 12%	314 11%	100 12%	178 10% J	322 13% J	94 14% J	36 12% J	278 11% N	322 13% N	130 13% N	137 12%	593 12%	270 11%	460 12%	152 11%	308 13%
Not at all trustworthy	126 2% E	18 2% E	10 2% E	26 2% E	1 2% E	71 2% E	77 2%	49 2%	13 2%	30 2% E	52 2% E	19 3% E	12 4% IJK	43 2% E	52 2% E	31 3% N	35 3% R	91 2%	40 2% E	86 2% E	26 2% E	60 2% E
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q726_5. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015
Table 161

5. .cn

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1110	**	**	**	**	1110	664	446	57*	358	515	154	26**	415	515	180	118	992	458	652	262	390
Weighted Base	1110	**	**	**	**	1110	664	446	57*	358	515	154	26**	415	515	180	118	992	458	652	262	390
TOP 2 BOX (NET)	1042 94%	-	-	-	-	1042 94%	625 94%	417 93%	52 91%	331 92%	494 96% JL	140 91%	25 96%	383 92%	494 96% NP	165 92%	105 89%	937 94% Q	431 94%	611 94%	253 97% V	358 92%
Very trustworthy	538 48%	-	-	-	-	538 48%	349 53% H	189 42%	27 47%	166 46%	255 50%	81 53%	9 35%	193 47%	255 50%	90 50%	47 40%	491 49% Q	235 51%	303 46%	144 55% V	159 41%
Somewhat trustworthy	504 45%	-	-	-	-	504 45%	276 42%	228 51% G	25 44%	165 46%	239 46%	59 38%	16 62%	190 46%	239 46%	75 42%	58 49%	446 45%	196 43%	308 47%	109 42%	199 51% U
BOTTOM 2 BOX (NET)	68 6%	-	-	-	-	68 6%	39 6%	29 7%	5 9%	27 8% K	21 4%	14 9% K	1 4%	32 8% O	21 4%	15 8% O	13 11% R	55 6%	27 6%	41 6%	9 3%	32 8% U
Not very trustworthy	56 5%	-	-	-	-	56 5%	33 5%	23 5%	5 9% K	22 6% K	16 3%	12 8% K	1 4%	27 7% O	16 3%	13 7% O	8 7%	48 5%	22 5%	34 5%	8 3%	26 7% U
Not at all trustworthy	12 1%	-	-	-	-	12 1%	6 1%	6 1%	-	5 1%	5 1%	2 1%	-	5 1%	5 1%	2 1%	5 4% R	7 1%	5 1%	7 1%	1 *	6 2%
Sigma	1110 100%	-	-	-	-	1110 100%	664 100%	446 100%	57 100%	358 100%	515 100%	154 100%	26 100%	415 100%	515 100%	180 100%	118 100%	992 100%	458 100%	652 100%	262 100%	390 100%

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

Q726_6. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015
Table 162

6. .vn

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	100	**	**	**	**	100	59*	41*	58*	34*	8**	**	**	92*	8**	**	21**	79*	43*	57*	31*	26**
Weighted Base	100	**	**	**	**	100	59*	41*	58*	34*	8**	**	**	92*	8**	**	21**	79*	43*	57*	31*	26**
TOP 2 BOX (NET)	94 94%	-	-	-	-	94 94%	54 92%	40 98%	54 93%	32 94%	8 100%	-	-	86 93%	8 100%	-	21 100%	73 92%	43 100%	51 89%	27 87%	24 92%
Very trustworthy	71 71%	-	-	-	-	71 71%	40 68%	31 76%	42 72%	26 76%	3 38%	-	-	68 74%	3 38%	-	15 71%	56 71%	36 84%	35 61%	16 52%	19 73%
Somewhat trustworthy	23 23%	-	-	-	-	23 23%	14 24%	9 22%	12 21%	6 18%	5 63%	-	-	18 20%	5 63%	-	6 29%	17 22%	7 16%	16 28%	11 35%	5 19%
BOTTOM 2 BOX (NET)	6 6%	-	-	-	-	6 6%	5 8%	1 2%	4 7%	2 6%	-	-	-	6 7%	-	-	-	6 8%	-	6 11%	4 13%	2 8%
Not very trustworthy	4 4%	-	-	-	-	4 4%	3 5%	1 2%	2 3%	2 6%	-	-	-	4 4%	-	-	-	4 5%	-	4 7%	3 10%	1 4%
Not at all trustworthy	2 2%	-	-	-	-	2 2%	2 3%	-	2 3%	-	-	-	-	2 2%	-	-	-	2 3%	-	2 4%	1 3%	1 4%
Sigma	100 100%	-	-	-	-	100 100%	59 100%	41 100%	58 100%	34 100%	8 100%	-	-	92 100%	8 100%	-	21 100%	79 100%	43 100%	57 100%	31 100%	26 100%

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

Q726_7. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015
Table 163

7. .ph

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	206	**	**	**	**	206	95*	111	46*	72*	75*	12**	1**	118	75*	13**	59*	147	91*	115	76*	39*
Weighted Base	206	**	**	**	**	206	95*	111	46*	72*	75*	12**	1**	118	75*	13**	59*	147	91*	115	76*	39*
TOP 2 BOX (NET)	199 97%	-	-	-	-	199 97%	90 95%	109 98%	46 100%	71 99%	70 93%	12 100%	-	117 99%	70 93%	12 92%	58 98%	141 96%	90 99%	109 95%	72 95%	37 95%
Very trustworthy	138 67%	-	-	-	-	138 67%	61 64%	77 69%	32 70%	45 63%	51 68%	10 83%	-	77 65%	51 68%	10 77%	41 69%	97 66%	67 74%	71 62%	48 63%	23 59%
Somewhat trustworthy	61 30%	-	-	-	-	61 30%	29 31%	32 29%	14 30%	26 36%	19 25%	2 17%	-	40 34%	19 25%	2 15%	17 29%	44 30%	23 25%	38 33%	24 32%	14 36%
BOTTOM 2 BOX (NET)	7 3%	-	-	-	-	7 3%	5 5%	2 2%	-	1 1%	5 7%	-	1 100%	1 1%	5 7%	1 8%	1 2%	6 4%	1 1%	6 5%	4 5%	2 5%
Not very trustworthy	5 2%	-	-	-	-	5 2%	4 4%	1 1%	-	1 1%	3 4%	-	1 100%	1 1%	3 4%	1 8%	1 2%	4 3%	1 1%	4 3%	2 3%	2 5%
Not at all trustworthy	2 1%	-	-	-	-	2 1%	1 1%	1 1%	-	-	2 3%	-	-	-	2 3%	-	-	2 1%	-	2 2%	2 3%	-
Sigma	206 100%	-	-	-	-	206 100%	95 100%	111 100%	46 100%	72 100%	75 100%	12 100%	1 100%	118 100%	75 100%	13 100%	59 100%	147 100%	91 100%	115 100%	76 100%	39 100%

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

Q726_8. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015
Table 164

8. .jp

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	358	**	**	**	**	358	215	143	46*	70*	171	40*	31*	116	171	71*	62*	296	135	223	14**	209
Weighted Base	358	**	**	**	**	358	215	143	46*	70*	171	40*	31*	116	171	71*	62*	296	135	223	14**	209
TOP 2 BOX (NET)	332 93%	-	-	-	-	332 93%	200 93%	132 92%	44 96%	65 93%	156 91%	38 95%	29 94%	109 94%	156 91%	67 94%	52 84%	280 95% Q	128 95%	204 91%	13 93%	191 91%
Very trustworthy	95 27%	-	-	-	-	95 27%	64 30%	31 22%	14 30%	21 30%	39 23%	15 38%	6 19%	35 30%	39 23%	21 30%	17 27%	78 26%	37 27%	58 26%	5 36%	53 25%
Somewhat trustworthy	237 66%	-	-	-	-	237 66%	136 63%	101 71%	30 65%	44 63%	117 68%	23 58%	23 74%	74 64%	117 68%	46 65%	35 56%	202 68%	91 67%	146 65%	8 57%	138 66%
BOTTOM 2 BOX (NET)	26 7%	-	-	-	-	26 7%	15 7%	11 8%	2 4%	5 7%	15 9%	2 5%	2 6%	7 6%	15 9%	4 6%	10 16% R	16 5%	7 5%	19 9%	1 7%	18 9%
Not very trustworthy	24 7%	-	-	-	-	24 7%	15 7%	9 6%	2 4%	5 7%	13 8%	2 5%	2 6%	7 6%	13 8%	4 6%	10 16% R	14 5%	6 4%	18 8%	1 7%	17 8%
Not at all trustworthy	2 1%	-	-	-	-	2 1%	-	2 1%	-	-	2 1%	-	-	-	2 1%	-	-	2 1%	1 1%	1 1%	-	1 1%
Sigma	358 100%	-	-	-	-	358 100%	215 100%	143 100%	46 100%	70 100%	171 100%	40 100%	31 100%	116 100%	171 100%	71 100%	62 100%	296 100%	135 100%	223 100%	14 100%	209 100%

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

Q726_9. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015
Table 165

9. .kr

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	204	**	**	**	**	204	115	89*	25**	74*	89*	13**	3**	99*	89*	16**	38*	166	108	96*	33*	63*
Weighted Base	204	**	**	**	**	204	115	89*	25**	74*	89*	13**	3**	99*	89*	16**	38*	166	108	96*	33*	63*
TOP 2 BOX (NET)	186 91%	-	-	-	-	186 91%	107 93%	79 89%	22 88%	68 92%	80 90%	13 100%	3 100%	90 91%	80 90%	16 100%	33 87%	153 92%	101 94%	85 89%	31 94%	54 86%
Very trustworthy	85 42%	-	-	-	-	85 42%	48 42%	37 42%	9 36%	30 41%	36 40%	8 62%	2 67%	39 39%	36 40%	10 63%	13 34%	72 43%	54 50%	31 32%	14 42%	17 27%
Somewhat trustworthy	101 50%	-	-	-	-	101 50%	59 51%	42 47%	13 52%	38 51%	44 49%	5 38%	1 33%	51 52%	44 49%	6 38%	20 53%	81 49%	47 44%	54 56%	17 52%	37 59%
BOTTOM 2 BOX (NET)	18 9%	-	-	-	-	18 9%	8 7%	10 11%	3 12%	6 8%	9 10%	-	-	9 9%	9 10%	-	5 13%	13 8%	7 6%	11 11%	2 6%	9 14%
Not very trustworthy	18 9%	-	-	-	-	18 9%	8 7%	10 11%	3 12%	6 8%	9 10%	-	-	9 9%	9 10%	-	5 13%	13 8%	7 6%	11 11%	2 6%	9 14%
Not at all trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	204 100%	-	-	-	-	204 100%	115 100%	89 100%	25 100%	74 100%	89 100%	13 100%	3 100%	99 100%	89 100%	16 100%	38 100%	166 100%	108 100%	96 100%	33 100%	63 100%

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

Q726_10. Please rate the following domain name extensions by how trustworthy you feel they are.
10. .ru

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	253	**	**	**	**	253	114	139	42*	94*	107	9**	1**	136	107	10**	40*	213	143	110	63*	47*
Weighted Base	253	**	**	**	**	253	114	139	42*	94*	107	9**	1**	136	107	10**	40*	213	143	110	63*	47*
TOP 2 BOX (NET)	243 96%	-	-	-	-	243 96%	110 96%	133 96%	38 90%	91 97%	105 98%	8 89%	1 100%	129 95%	105 98%	9 90%	37 93%	206 97%	140 98%	103 94%	59 94%	44 94%
Very trustworthy	197 78%	-	-	-	-	197 78%	89 78%	108 78%	33 79%	71 76%	86 80%	6 67%	1 100%	104 76%	86 80%	7 70%	26 65%	171 80%	117 82%	80 73%	44 70%	36 77%
Somewhat trustworthy	46 18%	-	-	-	-	46 18%	21 18%	25 18%	5 12%	20 21%	19 18%	2 22%	-	25 18%	19 18%	2 20%	11 28%	35 16%	23 16%	23 21%	15 24%	8 17%
BOTTOM 2 BOX (NET)	10 4%	-	-	-	-	10 4%	4 4%	6 4%	4 10% K	3 3%	2 2%	1 11%	-	7 5%	2 2%	1 10%	3 8%	7 3%	3 2%	7 6%	4 6%	3 6%
Not very trustworthy	7 3%	-	-	-	-	7 3%	2 2%	5 4%	4 10% K	2 2%	1 1%	-	-	6 4%	1 1%	-	2 5%	5 2%	2 1%	5 5%	2 3%	3 6%
Not at all trustworthy	3 1%	-	-	-	-	3 1%	2 2%	1 1%	-	1 1%	1 1%	1 11%	-	1 1%	1 1%	1 10%	1 3%	2 1%	1 1%	2 2%	2 3%	-
Sigma	253 100%	-	-	-	-	253 100%	114 100%	139 100%	42 100%	94 100%	107 100%	9 100%	1 100%	136 100%	107 100%	10 100%	40 100%	213 100%	143 100%	110 100%	63 100%	47 100%

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

Q726_11. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015
Table 167

11..in

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	687	**	**	**	**	687	401	286	156	234	243	46*	8**	390	243	54*	135	552	327	360	245	115
Weighted Base	687	**	**	**	**	687	401	286	156	234	243	46*	8**	390	243	54*	135	552	327	360	245	115
TOP 2 BOX (NET)	662 96%	-	-	-	-	662 96%	388 97%	274 96%	144 92%	228 97%	237 98%	45 98%	8 100%	372 95%	237 98%	53 98%	128 95%	534 97%	316 97%	346 96%	236 96%	110 96%
Very trustworthy	449 65%	-	-	-	-	449 65%	255 64%	194 68%	100 64%	159 68%	160 66%	24 52%	6 75%	259 66%	160 66%	30 56%	87 64%	362 66%	228 70%	221 61%	156 64%	65 57%
Somewhat trustworthy	213 31%	-	-	-	-	213 31%	133 33%	80 28%	44 28%	69 29%	77 32%	21 48%	2 25%	113 29%	77 32%	23 43%	41 30%	172 31%	88 27%	125 35%	80 33%	45 39%
BOTTOM 2 BOX (NET)	25 4%	-	-	-	-	25 4%	13 3%	12 4%	12 8%	6 3%	6 2%	1 2%	-	18 5%	6 2%	1 2%	7 5%	18 3%	11 3%	14 4%	9 4%	5 4%
Not very trustworthy	21 3%	-	-	-	-	21 3%	10 2%	11 4%	9 6%	6 3%	5 2%	1 2%	-	15 4%	5 2%	1 2%	4 3%	17 3%	8 2%	13 4%	8 3%	5 4%
Not at all trustworthy	4 1%	-	-	-	-	4 1%	3 1%	1 *	3 2%	-	1 *	-	-	3 1%	1 *	-	3 2%	1 *	3 1%	1 *	1 *	-
Sigma	687 100%	-	-	-	-	687 100%	401 100%	286 100%	156 100%	234 100%	243 100%	46 100%	8 100%	390 100%	243 100%	54 100%	135 100%	552 100%	327 100%	360 100%	245 100%	115 100%

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

Q726_12. Please rate the following domain name extensions by how trustworthy you feel they are.
12. .id

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	207	**	**	**	**	207	115	92*	55*	79*	69*	4**	**	134	69*	4**	53*	154	127	80*	55*	25**
Weighted Base	207	**	**	**	**	207	115	92*	55*	79*	69*	4**	**	134	69*	4**	53*	154	127	80*	55*	25**
TOP 2 BOX (NET)	202 98%	-	-	-	-	202 98%	114 99%	88 96%	53 96%	77 97%	68 99%	4 100%	-	130 97%	68 99%	4 100%	51 96%	151 98%	125 98%	77 96%	54 98%	23 92%
Very trustworthy	161 78%	-	-	-	-	161 78%	88 77%	73 79%	40 73%	60 76%	57 83%	4 100%	-	100 75%	57 83%	4 100%	41 77%	120 78%	104 82%	57 71%	42 76%	15 60%
Somewhat trustworthy	41 20%	-	-	-	-	41 20%	26 23%	15 16%	13 24%	17 22%	11 16%	-	-	30 22%	11 16%	-	10 19%	31 20%	21 17%	20 25%	12 22%	8 32%
BOTTOM 2 BOX (NET)	5 2%	-	-	-	-	5 2%	1 1%	4 4%	2 4%	2 3%	1 1%	-	-	4 3%	1 1%	-	2 4%	3 2%	2 2%	3 4%	1 2%	2 8%
Not very trustworthy	3 1%	-	-	-	-	3 1%	-	3 3%	1 2%	2 3%	-	-	-	3 2%	-	-	1 2%	2 1%	2 2%	1 1%	1 2%	-
Not at all trustworthy	2 1%	-	-	-	-	2 1%	1 1%	1 1%	1 2%	-	1 1%	-	-	1 1%	1 1%	-	1 2%	1 1%	-	2 3%	-	2 8%
Sigma	207 100%	-	-	-	-	207 100%	115 100%	92 100%	55 100%	79 100%	69 100%	4 100%	-	134 100%	69 100%	4 100%	53 100%	154 100%	127 100%	80 100%	55 100%	25 100%

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

Q726_13. Please rate the following domain name extensions by how trustworthy you feel they are.
13. .ng

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	201	**	**	**	201	**	162	39*	30*	108	59*	3**	1**	138	59*	4**	57*	144	96*	105	73*	32*
Weighted Base	201	**	**	**	201	**	162	39*	30*	108	59*	3**	1**	138	59*	4**	57*	144	96*	105	73*	32*
TOP 2 BOX (NET)	194 97%	-	-	-	194 97%	-	159 98% H	35 90%	29 97%	105 97%	56 95%	3 100%	1 100%	134 97%	56 95%	4 100%	55 96%	139 97%	95 99%	99 94%	69 95%	30 94%
Very trustworthy	116 58%	-	-	-	116 58%	-	95 59%	21 54%	11 37%	66 61% I	38 64%	1 33%	-	77 56%	38 64%	1 25%	35 61%	81 56%	54 56%	62 59%	43 59%	19 59%
Somewhat trustworthy	78 39%	-	-	-	78 39%	-	64 40%	14 36%	18 60% JK	39 36%	18 31%	2 67%	1 100%	57 41%	18 31%	3 75%	20 35%	58 40%	41 43%	37 35%	26 36%	11 34%
BOTTOM 2 BOX (NET)	7 3%	-	-	-	7 3%	-	3 2%	4 10% G	1 3%	3 3%	3 5%	-	-	4 3%	3 5%	-	2 4%	5 3%	1 1%	6 6%	4 5%	2 6%
Not very trustworthy	7 3%	-	-	-	7 3%	-	3 2%	4 10% G	1 3%	3 3%	3 5%	-	-	4 3%	3 5%	-	2 4%	5 3%	1 1%	6 6%	4 5%	2 6%
Not at all trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	201 100%	-	-	-	201 100%	-	162 100%	39 100%	30 100%	108 100%	59 100%	3 100%	1 100%	138 100%	59 100%	4 100%	57 100%	144 100%	96 100%	105 100%	73 100%	32 100%

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

Q726_14. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015
Table 170

14. .za

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	105	**	**	**	105	**	43*	62*	23**	35*	40*	6**	1**	58*	40*	7**	25**	80*	45*	60*	26**	34*
Weighted Base	105	**	**	**	105	**	43*	62*	23**	35*	40*	6**	1**	58*	40*	7**	25**	80*	45*	60*	26**	34*
TOP 2 BOX (NET)	99 94%	-	-	-	99 94%	-	39 91%	60 97%	22 96%	33 94%	37 93%	6 100%	1 100%	55 95%	37 93%	7 100%	24 96%	75 94%	42 93%	57 95%	25 96%	32 94%
Very trustworthy	64 61%	-	-	-	64 61%	-	24 56%	40 65%	14 61%	23 66%	25 63%	2 33%	-	37 64%	25 63%	2 29%	16 64%	48 60%	31 69%	33 55%	18 69%	15 44%
Somewhat trustworthy	35 33%	-	-	-	35 33%	-	15 35%	20 32%	8 35%	10 29%	12 30%	4 67%	1 100%	18 31%	12 30%	5 71%	8 32%	27 34%	11 24%	24 40%	7 27%	17 50%
BOTTOM 2 BOX (NET)	6 6%	-	-	-	6 6%	-	4 9%	2 3%	1 4%	2 6%	3 8%	-	-	3 5%	3 8%	-	1 4%	5 6%	3 7%	3 5%	1 4%	2 6%
Not very trustworthy	6 6%	-	-	-	6 6%	-	4 9%	2 3%	1 4%	2 6%	3 8%	-	-	3 5%	3 8%	-	1 4%	5 6%	3 7%	3 5%	1 4%	2 6%
Not at all trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	105 100%	-	-	-	105 100%	-	43 100%	62 100%	23 100%	35 100%	40 100%	6 100%	1 100%	58 100%	40 100%	7 100%	25 100%	80 100%	45 100%	60 100%	26 100%	34 100%

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

Q726_15. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015
Table 171

15. .eg

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	103	**	**	**	103	**	86*	17**	27**	40*	32*	4**	**	67*	32*	4**	13**	90*	59*	44*	31*	13**
Weighted Base	103	**	**	**	103	**	86*	17**	27**	40*	32*	4**	**	67*	32*	4**	13**	90*	59*	44*	31*	13**
TOP 2 BOX (NET)	90 87%	-	-	-	90 87%	-	75 87%	15 88%	24 89%	33 83%	29 91%	4 100%	-	57 85%	29 91%	4 100%	11 85%	79 88%	50 85%	40 91%	29 94%	11 85%
Very trustworthy	47 46%	-	-	-	47 46%	-	39 45%	8 47%	13 48%	15 45%	1 25%	-	31 46%	15 47%	1 25%	7 54%	40 44%	28 47%	19 43%	14 45%	5 38%	
Somewhat trustworthy	43 42%	-	-	-	43 42%	-	36 42%	7 41%	11 41%	15 38%	14 44%	3 75%	-	26 39%	14 44%	3 75%	4 31%	39 43%	22 37%	21 48%	15 48%	6 46%
BOTTOM 2 BOX (NET)	13 13%	-	-	-	13 13%	-	11 13%	2 12%	3 11%	7 18%	3 9%	-	-	10 15%	3 9%	-	2 15%	11 12%	9 15%	4 9%	2 6%	2 15%
Not very trustworthy	10 10%	-	-	-	10 10%	-	9 10%	1 6%	2 7%	5 13%	3 9%	-	-	7 10%	3 9%	-	-	10 11%	7 12%	3 7%	2 6%	1 8%
Not at all trustworthy	3 3%	-	-	-	3 3%	-	2 2%	1 6%	1 4%	2 5%	-	-	-	3 4%	-	-	2 15%	1 1%	2 3%	1 2%	-	1 8%
Sigma	103 100%	-	-	-	103 100%	-	86 100%	17 100%	27 100%	40 100%	32 100%	4 100%	-	67 100%	32 100%	4 100%	13 100%	90 100%	59 100%	44 100%	31 100%	13 100%

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

Q726_16. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015
Table 172

16. .co

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	119	**	119	**	**	**	65*	54*	8**	22**	54*	28**	7**	30*	54*	35*	40*	79*	49*	70*	38*	32*
Weighted Base	119	**	119	**	**	**	65*	54*	8**	22**	54*	28**	7**	30*	54*	35*	40*	79*	49*	70*	38*	32*
TOP 2 BOX (NET)	115 97%	-	115 97%	-	-	-	63 97%	52 96%	8 100%	20 91%	52 96%	28 100%	7 100%	28 93%	52 96%	35 100%	38 95%	77 97%	47 96%	68 97%	36 95%	32 100%
Very trustworthy	89 75%	-	89 75%	-	-	-	48 74%	41 76%	6 75%	15 68%	39 72%	23 82%	6 86%	21 70%	39 72%	29 83%	33 83%	56 71%	38 78%	51 73%	27 71%	24 75%
Somewhat trustworthy	26 22%	-	26 22%	-	-	-	15 23%	11 20%	2 25%	5 23%	13 24%	5 18%	1 14%	7 23%	13 24%	6 17%	5 13%	21 27%	9 18%	17 24%	9 24%	8 25%
BOTTOM 2 BOX (NET)	4 3%	-	4 3%	-	-	-	2 3%	2 4%	-	2 9%	2 4%	-	-	2 7%	2 4%	-	2 5%	2 3%	2 4%	2 3%	2 5%	-
Not very trustworthy	4 3%	-	4 3%	-	-	-	2 3%	2 4%	-	2 9%	2 4%	-	-	2 7%	2 4%	-	2 5%	2 3%	2 4%	2 3%	2 5%	-
Not at all trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	119 100%	-	119 100%	-	-	-	65 100%	54 100%	8 100%	22 100%	54 100%	28 100%	7 100%	30 100%	54 100%	35 100%	40 100%	79 100%	49 100%	70 100%	38 100%	32 100%

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

Q726_17. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015
Table 173

17. .ar

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	110	**	110	**	**	**	49*	61*	12**	19**	60*	14**	5**	31*	60*	19**	27**	83*	44*	66*	32*	34*
Weighted Base	110	**	110	**	**	**	49*	61*	12**	19**	60*	14**	5**	31*	60*	19**	27**	83*	44*	66*	32*	34*
TOP 2 BOX (NET)	108 98%	-	108 98%	-	-	-	48 98%	60 98%	12 100%	19 100%	59 98%	13 93%	5 100%	31 100%	59 98%	18 95%	27 100%	81 98%	44 100%	64 97%	31 97%	33 97%
Very trustworthy	69 63%	-	69 63%	-	-	-	27 55%	42 69%	6 50%	15 79%	36 60%	8 57%	4 80%	21 68%	36 60%	12 63%	18 67%	51 61%	25 57%	44 67%	18 56%	26 76%
Somewhat trustworthy	39 35%	-	39 35%	-	-	-	21 43%	18 30%	6 50%	4 21%	23 38%	5 36%	1 20%	10 32%	23 38%	6 32%	9 33%	30 36%	19 43%	20 30%	13 41%	7 21%
BOTTOM 2 BOX (NET)	2 2%	-	2 2%	-	-	-	1 2%	1 2%	-	-	1 2%	1 7%	-	-	1 2%	1 5%	-	2 2%	-	2 3%	1 3%	1 3%
Not very trustworthy	2 2%	-	2 2%	-	-	-	1 2%	1 2%	-	-	1 2%	1 7%	-	-	1 2%	1 5%	-	2 2%	-	2 3%	1 3%	1 3%
Not at all trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	110 100%	-	110 100%	-	-	-	49 100%	61 100%	12 100%	19 100%	60 100%	14 100%	5 100%	31 100%	60 100%	19 100%	27 100%	83 100%	44 100%	66 100%	32 100%	34 100%

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

Q726_18. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015
Table 174

18. .br

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	370	**	370	**	**	**	192	178	75*	133	131	19**	12**	208	131	31*	92*	278	153	217	111	106
Weighted Base	370	**	370	**	**	**	192	178	75*	133	131	19**	12**	208	131	31*	92*	278	153	217	111	106
TOP 2 BOX (NET)	344 93%	-	344 93%	-	-	-	174 91%	170 96%	71 95%	124 93%	119 91%	18 95%	12 100%	195 94%	119 91%	30 97%	85 92%	259 93%	146 95%	198 91%	104 94%	94 89%
Very trustworthy	221 60%	-	221 60%	-	-	-	104 54%	117 66%	46 61%	80 60%	76 58%	11 58%	8 67%	126 61%	76 58%	19 61%	53 58%	168 60%	96 63%	125 58%	67 60%	58 55%
Somewhat trustworthy	123 33%	-	123 33%	-	-	-	70 36%	53 30%	25 33%	44 33%	43 33%	7 37%	4 33%	69 33%	43 33%	11 35%	32 35%	91 33%	50 33%	73 34%	37 33%	36 34%
BOTTOM 2 BOX (NET)	26 7%	-	26 7%	-	-	-	18 9%	8 4%	4 5%	9 7%	12 9%	1 5%	-	13 6%	12 9%	1 3%	7 8%	19 7%	7 5%	19 9%	7 6%	12 11%
Not very trustworthy	19 5%	-	19 5%	-	-	-	12 6%	7 4%	4 5%	6 5%	8 6%	1 5%	-	10 5%	8 6%	1 3%	4 4%	15 5%	7 5%	12 6%	4 4%	8 8%
Not at all trustworthy	7 2%	-	7 2%	-	-	-	6 3%	1 1%	-	3 2%	4 3%	-	-	3 1%	4 3%	-	3 3%	4 1%	-	7 3%	3 3%	4 4%
Sigma	370 100%	-	370 100%	-	-	-	192 100%	178 100%	75 100%	133 100%	131 100%	19 100%	12 100%	208 100%	131 100%	31 100%	92 100%	278 100%	153 100%	217 100%	111 100%	106 100%

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

Q726_19. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015
Table 175

19. .it

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	101	-**	-**	101	-**	-**	60*	41*	3**	19**	58*	13**	8**	22**	58*	21**	21**	80*	32*	69*	14**	55*
Weighted Base	101	-**	-**	101	-**	-**	60*	41*	3**	19**	58*	13**	8**	22**	58*	21**	21**	80*	32*	69*	14**	55*
TOP 2 BOX (NET)	98 97%	-	-	98 97%	-	-	58 97%	40 98%	3 100%	17 89%	57 98%	13 100%	8 100%	20 91%	57 98%	21 100%	20 95%	78 98%	32 100%	66 96%	13 93%	53 96%
Very trustworthy	53 52%	-	-	53 52%	-	-	31 52%	22 54%	2 67%	7 37%	33 57%	8 62%	3 38%	9 41%	33 57%	11 52%	11 52%	42 53%	18 56%	35 51%	8 57%	27 49%
Somewhat trustworthy	45 45%	-	-	45 45%	-	-	27 45%	18 44%	1 33%	10 53%	24 41%	5 38%	5 63%	11 50%	24 41%	10 48%	9 43%	36 45%	14 44%	31 45%	5 36%	26 47%
BOTTOM 2 BOX (NET)	3 3%	-	-	3 3%	-	-	2 3%	1 2%	-	2 11%	1 2%	-	-	2 9%	1 2%	-	1 5%	2 3%	-	3 4%	1 7%	2 4%
Not very trustworthy	3 3%	-	-	3 3%	-	-	2 3%	1 2%	-	2 11%	1 2%	-	-	2 9%	1 2%	-	1 5%	2 3%	-	3 4%	1 7%	2 4%
Not at all trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	101 100%	-	-	101 100%	-	-	60 100%	41 100%	3 100%	19 100%	58 100%	13 100%	8 100%	22 100%	58 100%	21 100%	21 100%	80 100%	32 100%	69 100%	14 100%	55 100%

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

Q726_20. Please rate the following domain name extensions by how trustworthy you feel they are.
20. .tr

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	102	**	**	102	**	**	61*	41*	22**	40*	35*	5**	**	62*	35*	5**	18**	84*	26**	76*	48*	28**
Weighted Base	102	**	**	102	**	**	61*	41*	22**	40*	35*	5**	**	62*	35*	5**	18**	84*	26**	76*	48*	28**
TOP 2 BOX (NET)	93 91%	-	-	93 91%	-	-	55 90%	38 93%	21 95%	36 90%	31 89%	5 100%	-	57 92%	31 89%	5 100%	15 83%	78 93%	22 85%	71 93%	45 94%	26 93%
Very trustworthy	64 63%	-	-	64 63%	-	-	36 59%	28 68%	12 55%	27 68%	20 57%	5 100%	-	39 63%	20 57%	5 100%	9 50%	55 65%	16 62%	48 63%	29 60%	19 68%
Somewhat trustworthy	29 28%	-	-	29 28%	-	-	19 31%	10 24%	9 41%	9 23%	11 31%	-	-	18 29%	11 31%	-	6 33%	23 27%	6 23%	23 30%	16 33%	7 25%
BOTTOM 2 BOX (NET)	9 9%	-	-	9 9%	-	-	6 10%	3 7%	1 5%	4 10%	4 11%	-	-	5 8%	4 11%	-	3 17%	6 7%	4 15%	5 7%	3 6%	2 7%
Not very trustworthy	8 8%	-	-	8 8%	-	-	6 10%	2 5%	1 5%	4 10%	3 9%	-	-	5 8%	3 9%	-	2 11%	6 7%	4 15%	4 5%	2 4%	2 7%
Not at all trustworthy	1 1%	-	-	1 1%	-	-	-	1 2%	-	-	1 3%	-	-	-	1 3%	-	1 6%	-	-	1 1%	1 2%	-
Sigma	102 100%	-	-	102 100%	-	-	61 100%	41 100%	22 100%	40 100%	35 100%	5 100%	-	62 100%	35 100%	5 100%	18 100%	84 100%	26 100%	76 100%	48 100%	28 100%

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

Q726_21. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015
Table 177

21. .es

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	100	**	**	100	**	**	63*	37*	1**	16**	71*	9**	3**	17**	71*	12**	22**	78*	25**	75*	16**	59*
Weighted Base	100	**	**	100	**	**	63*	37*	1**	16**	71*	9**	3**	17**	71*	12**	22**	78*	25**	75*	16**	59*
TOP 2 BOX (NET)	97 97%	-	-	97 97%	-	-	61 97%	36 97%	1 100%	14 88%	70 99%	9 100%	3 100%	15 88%	70 99%	12 100%	22 100%	75 96%	25 100%	72 96%	15 94%	57 97%
Very trustworthy	29 29%	-	-	29 29%	-	-	19 30%	10 27%	-	3 19%	23 32%	3 33%	-	3 18%	23 32%	3 25%	5 23%	24 31%	14 56%	15 20%	4 25%	11 19%
Somewhat trustworthy	68 68%	-	-	68 68%	-	-	42 67%	26 70%	1 100%	11 69%	47 66%	6 67%	3 100%	12 71%	47 66%	9 75%	17 77%	51 65%	11 44%	57 76%	11 69%	46 78%
BOTTOM 2 BOX (NET)	3 3%	-	-	3 3%	-	-	2 3%	1 3%	-	2 13%	1 1%	-	-	2 12%	1 1%	-	-	3 4%	-	3 4%	1 6%	2 3%
Not very trustworthy	3 3%	-	-	3 3%	-	-	2 3%	1 3%	-	2 13%	1 1%	-	-	2 12%	1 1%	-	-	3 4%	-	3 4%	1 6%	2 3%
Not at all trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	-	-	100 100%	-	-	63 100%	37 100%	1 100%	16 100%	71 100%	9 100%	3 100%	17 100%	71 100%	12 100%	22 100%	78 100%	25 100%	75 100%	16 100%	59 100%

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

Q726_22. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015
Table 178

22. .pl

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	112	**	**	112	**	**	54*	58*	22**	22**	49*	16**	3**	44*	49*	19**	35*	77*	48*	64*	31*	33*
Weighted Base	112	**	**	112	**	**	54*	58*	22**	22**	49*	16**	3**	44*	49*	19**	35*	77*	48*	64*	31*	33*
TOP 2 BOX (NET)	110 98%	-	-	110 98%	-	-	52 96%	58 100%	22 100%	21 95%	48 98%	16 100%	3 100%	43 98%	48 98%	19 100%	35 100%	75 97%	46 96%	64 100%	31 100%	33 100%
Very trustworthy	63 56%	-	-	63 56%	-	-	32 59%	31 53%	11 50%	17 77%	26 53%	7 44%	2 67%	28 64%	26 53%	9 47%	22 63%	41 53%	28 58%	35 55%	17 55%	18 55%
Somewhat trustworthy	47 42%	-	-	47 42%	-	-	20 37%	27 47%	11 50%	4 18%	22 45%	9 56%	1 33%	15 34%	22 45%	10 53%	13 37%	34 44%	18 38%	29 45%	14 45%	15 45%
BOTTOM 2 BOX (NET)	2 2%	-	-	2 2%	-	-	2 4%	-	-	1 5%	1 2%	-	-	1 2%	1 2%	-	-	2 3%	2 4%	-	-	-
Not very trustworthy	2 2%	-	-	2 2%	-	-	2 4%	-	-	1 5%	1 2%	-	-	1 2%	1 2%	-	-	2 3%	2 4%	-	-	-
Not at all trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	112 100%	-	-	112 100%	-	-	54 100%	58 100%	22 100%	22 100%	49 100%	16 100%	3 100%	44 100%	49 100%	19 100%	35 100%	77 100%	48 100%	64 100%	31 100%	33 100%

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

Q726_23. Please rate the following domain name extensions by how trustworthy you feel they are.
23. .uk

14 Mar 2015
Table 179

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	220	**	**	220	**	**	125	95*	33*	43*	92*	28**	24**	76*	92*	52*	37*	183	48*	172	15**	157
Weighted Base	220	**	**	220	**	**	125	95*	33*	43*	92*	28**	24**	76*	92*	52*	37*	183	48*	172	15**	157
TOP 2 BOX (NET)	210 95%	-	-	210 95%	-	-	119 95%	91 96%	32 97%	40 93%	88 96%	28 100%	22 92%	72 95%	88 96%	50 96%	37 100%	173 95%	45 94%	165 96%	15 100%	150 96%
Very trustworthy	126 57%	-	-	126 57%	-	-	69 55%	57 60%	22 67%	23 53%	54 59%	16 57%	11 46%	45 59%	54 59%	27 52%	21 57%	105 57%	30 63%	96 56%	13 87%	83 53%
Somewhat trustworthy	84 38%	-	-	84 38%	-	-	50 40%	34 36%	10 30%	17 40%	34 37%	12 43%	11 46%	27 36%	34 37%	23 44%	16 43%	68 37%	15 31%	69 40%	2 13%	67 43%
BOTTOM 2 BOX (NET)	10 5%	-	-	10 5%	-	-	6 5%	4 4%	1 3%	3 7%	4 4%	-	2 8%	4 5%	4 4%	2 4%	-	10 5%	3 6%	7 4%	-	7 4%
Not very trustworthy	8 4%	-	-	8 4%	-	-	5 4%	3 3%	1 3%	2 5%	4 4%	-	1 4%	3 4%	4 4%	1 2%	-	8 4%	3 6%	5 3%	-	5 3%
Not at all trustworthy	2 1%	-	-	2 1%	-	-	1 1%	1 1%	-	1 2%	-	-	1 4%	1 1%	-	1 2%	-	2 1%	-	2 1%	-	2 1%
Sigma	220 100%	-	-	220 100%	-	-	125 100%	95 100%	33 100%	43 100%	92 100%	28 100%	24 100%	76 100%	92 100%	52 100%	37 100%	183 100%	48 100%	172 100%	15 100%	157 100%

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

Q726_24. Please rate the following domain name extensions by how trustworthy you feel they are.
24. .fr

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	201	**	**	201	**	**	82*	119	7**	27**	100	41*	26**	34*	100	67*	39*	162	24**	177	19**	158
Weighted Base	201	**	**	201	**	**	82*	119	7**	27**	100	41*	26**	34*	100	67*	39*	162	24**	177	19**	158
TOP 2 BOX (NET)	195 97%	-	-	195 97%	-	-	79 96%	116 97%	7 100%	26 96%	97 97%	39 95%	26 100%	33 97%	97 97%	65 97%	37 95%	158 98%	23 96%	172 97%	19 100%	153 97%
Very trustworthy	80 40%	-	-	80 40%	-	-	41 50% H	39 33%	4 57%	8 30%	38 38%	16 39%	14 54%	12 35%	38 38%	30 45%	13 33%	67 41%	11 46%	69 39%	11 58%	58 37%
Somewhat trustworthy	115 57%	-	-	115 57%	-	-	38 46%	77 65% G	3 43%	18 67%	59 59%	23 56%	12 46%	21 62%	59 59%	35 52%	24 62%	91 56%	12 50%	103 58%	8 42%	95 60%
BOTTOM 2 BOX (NET)	6 3%	-	-	6 3%	-	-	3 4%	3 3%	- -	1 4%	3 3%	2 5%	- -	1 3%	3 3%	2 3%	2 5%	4 2%	1 4%	5 3%	- -	5 3%
Not very trustworthy	4 2%	-	-	4 2%	-	-	3 4%	1 1%	- -	- -	2 2%	2 5%	- -	- -	2 2%	2 3%	1 3%	3 2%	1 4%	3 2%	- -	3 2%
Not at all trustworthy	2 1%	-	-	2 1%	-	-	- -	2 2%	- -	1 4%	1 1%	- -	- -	1 3%	1 1%	- -	1 3%	1 1%	- -	2 1%	- -	2 1%
Sigma	201 100%	-	-	201 100%	-	-	82 100%	119 100%	7 100%	27 100%	100 100%	41 100%	26 100%	34 100%	100 100%	67 100%	39 100%	162 100%	24 100%	177 100%	19 100%	158 100%

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

Q726_25. Please rate the following domain name extensions by how trustworthy you feel they are.
25. .de

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	250	**	**	250	**	**	159	91*	2**	16**	131	75*	26**	18**	131	101	48*	202	78*	172	11**	161
Weighted Base	250	**	**	250	**	**	159	91*	2**	16**	131	75*	26**	18**	131	101	48*	202	78*	172	11**	161
TOP 2 BOX (NET)	243 97%	-	-	243 97%	-	-	154 97%	89 98%	2 100%	16 100%	127 97%	74 99%	24 92%	18 100%	127 97%	98 97%	46 96%	197 98%	75 96%	168 98%	10 91%	158 98%
Very trustworthy	118 47%	-	-	118 47%	-	-	77 48%	41 45%	1 50%	6 38%	64 49%	34 45%	13 50%	7 39%	64 49%	47 47%	21 44%	97 48%	46 59%	72 42%	3 27%	69 43%
Somewhat trustworthy	125 50%	-	-	125 50%	-	-	77 48%	48 53%	1 50%	10 63%	63 48%	40 53%	11 42%	11 61%	63 48%	51 50%	25 52%	100 50%	29 37%	96 56%	7 64%	89 55%
BOTTOM 2 BOX (NET)	7 3%	-	-	7 3%	-	-	5 3%	2 2%	-	-	4 3%	1 1%	2 8%	-	4 3%	3 3%	2 4%	5 2%	3 4%	4 2%	1 9%	3 2%
Not very trustworthy	3 1%	-	-	3 1%	-	-	3 2%	-	-	-	1 1%	-	2 8%	-	1 1%	2 2%	1 2%	2 1%	2 3%	1 1%	1 9%	-
Not at all trustworthy	4 2%	-	-	4 2%	-	-	2 1%	2 2%	-	-	3 2%	1 1%	-	-	3 2%	1 1%	1 2%	3 1%	1 1%	3 2%	-	3 2%
Sigma	250 100%	-	-	250 100%	-	-	159 100%	91 100%	2 100%	16 100%	131 100%	75 100%	26 100%	18 100%	131 100%	101 100%	48 100%	202 100%	78 100%	172 100%	11 100%	161 100%

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

Q726_26. Please rate the following domain name extensions by how trustworthy you feel they are.
26. .us

Base: All Qualified Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	502	502	**	**	**	**	198	304	35*	103	191	85*	88*	138	191	173	94*	408	73*	429	28**	401
Weighted Base	502	502	**	**	**	**	198	304	35*	103	191	85*	88*	138	191	173	94*	408	73*	429	28**	401
TOP 2 BOX (NET)	375 75%	375 75%	-	-	-	-	150 76%	225 74%	25 71%	74 72%	146 76%	65 76%	65 74%	99 72%	146 76%	130 75%	74 79%	301 74%	57 78%	318 74%	23 82%	295 74%
Very trustworthy	89 18%	89 18%	-	-	-	-	37 19%	52 17%	4 11%	18 17%	37 19%	17 20%	13 15%	22 16%	37 19%	30 17%	16 17%	73 18%	16 22%	73 17%	7 25%	66 16%
Somewhat trustworthy	286 57%	286 57%	-	-	-	-	113 57%	173 57%	21 60%	56 54%	109 57%	48 56%	52 59%	77 56%	109 57%	100 58%	58 62%	228 56%	41 56%	245 57%	16 57%	229 57%
BOTTOM 2 BOX (NET)	127 25%	127 25%	-	-	-	-	48 24%	79 26%	10 29%	29 28%	45 24%	20 24%	23 26%	39 28%	45 24%	43 25%	20 21%	107 26%	16 22%	111 26%	5 18%	106 26%
Not very trustworthy	98 20%	98 20%	-	-	-	-	37 19%	61 20%	9 26%	21 20%	35 18%	16 19%	17 19%	30 22%	35 18%	33 19%	16 17%	82 20%	13 18%	85 20%	3 11%	82 20%
Not at all trustworthy	29 6%	29 6%	-	-	-	-	11 6%	18 6%	1 3%	8 8%	10 5%	4 5%	6 7%	9 7%	10 5%	10 6%	4 4%	25 6%	3 4%	26 6%	2 7%	24 6%
Sigma	502 100%	502 100%	-	-	-	-	198 100%	304 100%	35 100%	103 100%	191 100%	85 100%	88 100%	138 100%	191 100%	173 100%	94 100%	408 100%	73 100%	429 100%	28 100%	401 100%

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

Q726_27. Please rate the following domain name extensions by how trustworthy you feel they are.
27. .ca

14 Mar 2015
Table 183

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	200	200	**	**	**	**	99*	101	19**	39*	71*	44*	27**	58*	71*	71*	41*	159	47*	153	16**	137
Weighted Base	200	200	**	**	**	**	99*	101	19**	39*	71*	44*	27**	58*	71*	71*	41*	159	47*	153	16**	137
TOP 2 BOX (NET)	192 96%	192 96%	-	-	-	-	93 94%	99 98%	18 95%	38 97%	67 94%	43 98%	26 96%	56 97%	67 94%	69 97%	40 98%	152 96%	45 96%	147 96%	15 94%	132 96%
Very trustworthy	140 70%	140 70%	-	-	-	-	63 64%	77 76%	15 79%	29 74%	50 70%	26 59%	20 74%	44 76%	50 70%	46 65%	28 68%	112 70%	37 79%	103 67%	14 88%	89 65%
Somewhat trustworthy	52 26%	52 26%	-	-	-	-	30 30%	22 22%	3 16%	9 23%	17 24%	17 39%	6 22%	12 21%	17 24%	23 32%	12 29%	40 25%	8 17%	44 29%	1 6%	43 31%
BOTTOM 2 BOX (NET)	8 4%	8 4%	-	-	-	-	6 6%	2 2%	1 5%	1 3%	4 6%	1 2%	1 4%	2 3%	4 6%	2 3%	1 2%	7 4%	2 4%	6 4%	1 6%	5 4%
Not very trustworthy	6 3%	6 3%	-	-	-	-	4 4%	2 2%	1 5%	1 3%	3 4%	-	1 4%	2 3%	3 4%	1 1%	1 2%	5 3%	2 2%	5 3%	1 6%	4 3%
Not at all trustworthy	2 1%	2 1%	-	-	-	-	2 2%	-	-	-	1 1%	1 2%	-	-	1 1%	1 1%	-	2 1%	1 2%	1 1%	-	1 1%
Sigma	200 100%	200 100%	-	-	-	-	99 100%	101 100%	19 100%	39 100%	71 100%	44 100%	27 100%	58 100%	71 100%	71 100%	41 100%	159 100%	47 100%	153 100%	16 100%	137 100%

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

Q726_28. Please rate the following domain name extensions by how trustworthy you feel they are.
28. .mx

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	223	223	**	**	**	**	126	97*	41*	73*	93*	13**	3**	114	93*	16**	45*	178	90*	133	77*	56*
Weighted Base	223	223	**	**	**	**	126	97*	41*	73*	93*	13**	3**	114	93*	16**	45*	178	90*	133	77*	56*
TOP 2 BOX (NET)	217 97%	217 97%	-	-	-	-	121 96%	96 99%	39 95%	72 99%	91 98%	13 100%	2 67%	111 97%	91 98%	15 94%	43 96%	174 98%	88 98%	129 97%	74 96%	55 98%
Very trustworthy	117 52%	117 52%	-	-	-	-	69 55%	48 49%	17 41%	35 48%	55 59%	8 62%	2 67%	52 46%	55 59%	10 63%	23 51%	94 53%	51 57%	66 50%	39 51%	27 48%
Somewhat trustworthy	100 45%	100 45%	-	-	-	-	52 41%	48 49%	22 54%	37 51%	36 39%	5 38%	-	59 52%	36 39%	5 31%	20 44%	80 45%	37 41%	63 47%	35 45%	28 50%
BOTTOM 2 BOX (NET)	6 3%	6 3%	-	-	-	-	5 4%	1 1%	2 5%	1 1%	2 2%	-	1 33%	3 3%	2 2%	1 6%	2 4%	4 2%	2 2%	4 3%	3 4%	1 2%
Not very trustworthy	4 2%	4 2%	-	-	-	-	4 3%	-	2 5% K	1 1%	-	-	1 33%	3 3%	-	1 6%	1 2%	3 2%	1 1%	3 2%	2 3%	1 2%
Not at all trustworthy	2 1%	2 1%	-	-	-	-	1 1%	1 1%	-	-	2 2%	-	-	-	2 2%	-	1 2%	1 1%	1 1%	1 1%	1 1%	-
Sigma	223 100%	223 100%	-	-	-	-	126 100%	97 100%	41 100%	73 100%	93 100%	13 100%	3 100%	114 100%	93 100%	16 100%	45 100%	178 100%	90 100%	133 100%	77 100%	56 100%

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

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

14 Mar 2015
Table 185

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
IDENTIFICATION (NET)	2623 43% F	461 50% ADF	290 48% ADF	439 40% ADF	199 49% ADF	1234 39% ADF	1483 44% ADF	1140 42% ADF	384 45% LM	795 45% LM	1086 43% M	264 39% M	94 31% P	1179 45% P	1086 43% P	358 36% P	443 38% Q	2180 44% Q	1071 45% T	1552 41% T	590 43% V	962 40% V
CLASSIFICATION (SUB-NET)	1608 26% D	306 33% ADF	183 31% ADF	202 19% ADF	121 30% D	796 25% D	913 27% D	695 25% D	224 27% M	508 29% LM	663 26% M	153 22% M	60 20% P	732 28% P	663 26% P	213 22% P	267 23% Q	1341 27% Q	660 28% T	948 25% T	381 28% V	567 24% V
To differentiate between other sites/domains	691 11% D	111 12% D	102 17% ABDEF	90 8% D	49 12% D	339 11% D	400 12% D	291 11% D	115 14% KLM	240 14% KLM	248 10% D	64 9% D	24 8% D	355 14% OP	248 10% P	88 9% D	123 10% D	568 11% D	299 13% T	392 10% D	161 12% V	231 10% D
To differentiate/Determine type of business/work/organization/fields	648 11% DF	152 16% ACDF	68 11% D	87 8% D	63 15% ADF	278 9% D	350 10% D	298 11% D	68 8% I	189 11% I	302 12% IL	59 9% D	30 10% D	257 10% D	302 12% NP	89 9% D	107 9% D	541 11% D	241 10% D	407 11% D	156 11% D	251 10% D
To determine categories/groupings (Unspec)	195 3% DE	34 4% DE	12 2% D	22 2% D	4 1% D	123 4% ACDE	118 3% D	77 3% D	25 3% D	64 4% D	81 3% D	18 3% D	7 2% D	89 3% D	81 3% D	25 3% D	30 3% D	165 3% D	85 4% D	110 3% D	44 3% D	66 3% D
To determine classification/status	108 2% D	14 2% D	7 1% D	7 1% D	8 2% D	72 2% AD	63 2% D	45 2% D	20 2% M	30 2% M	46 2% M	12 2% M	- - D	50 2% D	46 2% D	12 1% D	13 1% D	95 2% D	46 2% D	62 2% D	28 2% D	34 1% D
Other classification mentions	15 - D	2 - D	3 1% D	3 - D	- - D	7 - D	9 - D	6 - D	- - D	4 - D	6 - D	5 1% IK	- - D	4 - D	6 - D	5 1% D	4 - D	11 - D	8 - D	7 - D	3 - D	4 - D
LOCATION (SUB-NET)	1091 18% F	182 20% F	108 18% F	272 25% ABCF	96 23% ACF	433 14% F	639 19% H	452 16% H	163 19% M	302 17% M	472 19% M	114 17% M	40 13% D	465 18% D	472 19% P	154 16% P	181 15% P	910 18% Q	450 19% T	641 17% T	213 16% U	428 18% U
To indicate country/different countries	650 11% F	122 13% AF	63 11% F	191 18% ABCEF	45 11% F	229 7% F	366 11% H	284 10% H	95 11% M	175 10% M	285 11% M	68 10% M	27 9% D	270 10% D	285 11% P	95 10% P	113 10% P	537 11% Q	269 11% T	381 10% T	117 9% U	264 11% U
To indicate location/area extensions	309 5% F	46 5% F	33 6% F	57 5% ABCDE	48 12% D	125 4% D	189 6% H	120 4% H	44 5% M	104 6% M	120 5% M	32 5% M	9 3% D	148 6% D	120 5% P	41 4% P	49 4% P	260 5% Q	123 5% T	186 5% T	65 5% U	121 5% U
To indicate region/different regions	157 3% D	20 2% D	15 3% D	22 2% D	7 2% D	93 3% A	104 3% H	53 2% D	35 4% JKLM	34 2% D	69 3% D	15 2% D	4 1% D	69 3% D	69 3% D	19 2% D	22 2% D	135 3% D	72 3% D	85 2% D	42 3% V	43 2% D
Other location mentions	30 - D	2 - D	- - D	1 1% C	4 1% D	17 1% D	17 - D	13 - D	2 - D	7 - D	18 1% D	3 - D	- - D	9 - D	18 1% D	3 - D	5 - D	25 1% D	16 1% D	14 - D	6 - D	8 - D
TYPES OF EXTENSIONS (SUB-NET)	288 5% DF	87 9% ACDEF	36 6% DF	33 3% D	21 5% D	111 4% D	143 4% D	145 5% G	50 6% K	86 5% D	107 4% D	34 5% D	11 4% D	136 5% D	107 4% D	45 5% D	53 4% D	235 5% D	109 5% D	179 5% D	59 4% D	120 5% D
Profit Vs. Non profit	108 2% DF	46 5% ACDEF	14 2% DF	7 1% D	7 2% D	34 1% D	46 1% D	62 2% G	21 2% K	30 2% D	34 1% D	16 2% D	7 2% D	51 2% D	34 1% O	23 2% O	16 1% D	92 2% D	44 2% D	64 2% D	19 1% D	45 2% D
Business/Commercial	91 1% D	23 2% ADF	10 2% D	9 1% D	7 2% D	42 1% D	46 1% D	45 2% D	18 2% D	25 1% D	35 1% D	8 1% D	5 2% D	43 2% D	35 1% D	13 1% D	15 1% D	76 2% D	43 2% D	48 1% D	16 1% D	32 1% D
Government extension	82 1% DF	28 3% ADF	20 3% ADF	7 1% D	6 1% D	21 1% D	38 1% D	44 2% D	16 2% D	20 1% D	30 1% D	14 2% D	2 1% D	36 1% D	30 1% D	16 2% D	15 1% D	67 1% D	22 1% D	60 2% S	14 1% D	46 2% U

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

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

14 Mar 2015
Table 185

Base: All Qualified Respondents

	Region						Gender		Age					Age					Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)		
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410		
Education extension	40 1% F	16 2% ACDF	3 1%	3 1%	4 1%	14 1%	17 1%	23 1%	8 1%	8 1%	16 1%	4 1%	4 1%	16 1%	16 1%	8 1%	4 1%	36 1%	19 1%	21 1%	2 1%	19 1% U		
Network	16 1%	5 1%	2 1%	2 1%	-	7 1%	7 1%	9 1%	5 1% K	5 1%	3 1%	2 1%	1 1%	10 1%	3 1%	3 1%	2 1%	14 1%	9 1%	7 1%	2 1%	5 1%		
Other type of extension mentions	94 2%	18 2%	8 1%	12 1%	9 2%	47 2%	52 2%	42 2%	15 2%	32 2%	36 1%	8 1%	3 1%	47 2%	36 1%	11 1%	22 2%	72 1%	34 1%	60 2%	28 2%	32 1%		
MISCELLANEOUS IDENTIFICATION (SUB-NET)	107 2% B	7 1%	10 2%	19 2% B	4 1%	67 2% AB	66 2%	41 1%	11 1%	31 2%	49 2%	14 2%	2 1%	42 2%	49 2%	16 2%	19 2%	88 2%	48 2%	59 2%	26 2%	33 1%		
Form of identity/identification (Unspec.)	63 1% B	4 1%	7 1%	8 1%	4 1%	40 1% B	38 1%	25 1%	6 1%	20 1%	27 1%	9 1%	1 1%	26 1%	27 1%	10 1%	11 1%	52 1%	27 1%	36 1%	18 1%	18 1%		
Due to language/different languages	17 1%	2 1%	1 1%	3 1%	-	11 1%	9 1%	8 1%	2 1%	5 1%	8 1%	2 1%	-	7 1%	8 1%	2 1%	4 1%	13 1%	8 1%	9 1%	4 1%	5 1%		
Other identification mentions	27 1%	1 1%	2 1%	8 1% B	-	16 1%	19 1%	8 1%	3 1%	6 1%	14 1%	3 1%	1 1%	9 1%	14 1%	4 1%	4 1%	23 1%	13 1%	14 1%	4 1%	10 1%		
CONTENT (NET)	1207 20% D	195 21% D	170 28% ABDF	149 14%	104 25% ADF	589 19% D	689 20%	518 19%	213 25% JKLM	378 21% KL	451 18%	115 17%	50 16%	591 23% OP	451 18%	165 17%	255 22%	952 19%	506 21% T	701 19%	315 23% V	386 16%		
Different purposes/content/features of website	890 14% D	128 14% D	131 22% ABDEF	106 10%	61 15% D	464 15% D	518 15%	372 14%	150 18% KLM	278 16% KM	341 13%	87 13%	34 11%	428 16% OP	341 13%	121 12%	186 16%	704 14%	373 16% T	517 14%	223 16% V	294 12%		
Based on the type of information they provide	266 4% F	63 7% ADF	33 6% DF	36 3%	29 7% ADF	105 3%	139 4%	127 5%	59 7% JKL	84 5% K	84 3%	24 4%	15 5%	143 5% O	84 3%	39 4%	60 5%	206 4%	107 5%	159 4%	82 6% V	77 3%		
Based on the type of service they provide	58 1% F	7 1%	11 2% AF	9 1%	15 4% ABDF	16 1%	33 1%	25 1%	9 1%	11 1%	30 1%	4 1%	4 1%	20 1%	30 1%	8 1%	13 1%	45 1%	25 1%	33 1%	15 1%	18 1%		
Other content mentions	22 1%	2 1%	-	2 1%	1 1%	17 1% A	14 1%	8 1%	2 1%	11 1%	7 1%	2 1%	-	13 1%	7 1%	2 1%	3 1%	19 1%	15 1% T	7 1%	3 1%	4 1%		
MISCELLANEOUS (NET)	337 5% B	37 4%	24 4%	54 5%	22 5%	200 6% ABC	218 6% H	119 4%	63 7% KLM	110 6% LM	126 5%	28 4%	10 3%	173 7% OP	126 5%	38 4%	63 5%	274 6%	174 7% T	163 4%	81 6% V	82 3%		
Costs/Different costs	104 2%	14 2%	8 1%	24 2%	7 2%	51 2% H	69 2% H	35 1%	29 3% KLM	41 2% KL	26 1%	6 1%	2 1%	70 3% OP	26 1%	8 1%	18 2%	86 2%	52 2% T	52 1%	24 2%	28 1%		
Rules/Regulations	57 1%	9 1%	3 1%	6 1%	3 1%	36 1%	37 1%	20 1%	17 1%	5 1%	25 1%	7 1%	3 1%	22 1%	25 1%	10 1%	7 1%	50 1%	25 1%	32 1%	20 1% V	12 1%		
Specific website names	10 1%	-	1 1%	-	-	9 1% A	6 1%	4 1%	-	5 1%	5 1%	-	-	5 1%	5 1%	-	3 1%	7 1%	7 1% T	3 1%	1 1%	2 1%		
Other mentions	175 3% B	16 2%	12 2%	25 2%	12 3%	110 4% ABD	112 3% H	63 2%	29 3%	50 3%	74 3%	17 2%	5 2%	79 3%	74 3%	22 2%	37 3%	138 3%	94 4% T	81 2%	40 3% V	41 2%		

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

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

14 Mar 2015
Table 185

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
SITE/STORAGE SIZE (NET)	188 3%	49 5%	5 1%	40 4%	15 4%	79 3%	119 3%	69 3%	20 2%	50 3%	91 4%	21 3%	6 2%	70 3%	91 4%	27 3%	24 2%	164 3%	94 4%	94 2%	31 2%	63 3%
Ran out of space on the other domains/extensions	166 3%	46 5%	4 1%	33 3%	13 3%	70 2%	106 3%	60 2%	19 2%	45 3%	78 3%	18 3%	6 2%	64 2%	78 3%	24 2%	19 2%	147 3%	87 4%	79 2%	26 2%	53 2%
Size of site	20	2	1	7	2	8	11	9	1	4	13	2	-	5	13	2	4	16	6	14	5	9
Other site/storage size mentions	2	1	-	-	-	1	2	-	-	1	-	1	-	1	-	1	1	1	1	1	-	1
INCREASE TRAFFIC/ATTRACT CUSTOMERS (NET)	177 3%	19 2%	11 2%	20 2%	20 5%	107 3%	111 3%	66 2%	24 3%	51 3%	73 3%	16 2%	13 4%	75 3%	73 3%	29 3%	28 2%	149 3%	80 3%	97 3%	52 4%	45 2%
To attract customers/increase traffic	60 1%	2	2	10 1%	8 2%	38 1%	38 1%	22 1%	6 1%	20 1%	20 1%	8 1%	6 2%	26 1%	20 1%	14 1%	11 1%	49 1%	29 1%	31 1%	15 1%	16 1%
Attract a variety/different target audience(s)	52 1%	10 1%	6 1%	7 1%	6 1%	23 1%	32 1%	20 1%	6 1%	9 1%	27 1%	6 1%	4 1%	15 1%	27 1%	10 1%	4	48 1%	19 1%	33 1%	17 1%	16 1%
Popularity of site	32 1%	4	1	2	4 1%	21 1%	19 1%	13	5 1%	13 1%	12	-	2 1%	18 1%	12	2	5	27 1%	15 1%	17	11 1%	6
To make it easy to remember	25	1	1	1	2	20 1%	17	8	6 1%	9 1%	10	-	-	15 1%	10 1%	-	7 1%	18	14 1%	11	7 1%	4
Other increase traffic/attract customers mentions	10	2	1	-	1	6	6	4	1	1	5	2	1	2	5	3	2	8	4	6	2	4
SITE CHARACTERISTICS (NET)	164 3%	11 1%	12 2%	19 2%	9 2%	113 4%	99 3%	65 2%	29 3%	66 4%	57 2%	10 1%	2 1%	95 4%	57 2%	12 1%	34 3%	130 3%	91 4%	73 2%	34 2%	39 2%
To be different/unique	129 2%	4	7 1%	16 1%	6 1%	96 3%	78 2%	51 2%	24 3%	58 3%	38 1%	8 1%	1	82 3%	38 1%	9 1%	26 2%	103 2%	72 3%	57 2%	23 2%	34 1%
Other site characteristics mentions	35 1%	7 1%	5 1%	3	3 1%	17 1%	21 1%	14 1%	5 1%	8	19 1%	2	1	13	19 1%	3	8 1%	27 1%	19 1%	16	11 1%	5
ACCESSIBILITY (NET)	163 3%	7 1%	9 2%	7 1%	19 5%	121 4%	95 3%	68 2%	33 4%	55 3%	57 2%	12 2%	6 2%	88 3%	57 2%	18 2%	31 3%	132 3%	95 4%	68 2%	45 3%	23 1%
For easy/quick accessibility	60 1%	3	3 1%	3	14 3%	37 1%	36 1%	24 1%	12 1%	22 1%	20 1%	2	4 1%	34 1%	20 1%	6 1%	14 1%	46 1%	39 2%	21 1%	15 1%	6
To simplify search/easy to use	48 1%	1	2	4	3 1%	38 1%	24 1%	24 1%	10 1%	19 1%	16 1%	2	1	29 1%	16 1%	3	14 1%	34 1%	28 1%	20 1%	15 1%	5
Convenience	45 1%	-	1	-	-	44 1%	28 1%	17 1%	8 1%	12 1%	18 1%	7 1%	-	20 1%	18 1%	7 1%	4	41 1%	25 1%	20 1%	12 1%	8

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

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

14 Mar 2015
Table 185

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Other accessibility mentions	19	3	3	-	3	10	12	7	4	6	7	1	1	10	7	2	3	16	11	8	4	4
TECHNOLOGY DRIVEN (NET)	149	9	19	17	12	92	87	62	23	47	61	12	6	70	61	18	25	124	76	73	33	40
Different servers	68	6	12	12	4	34	40	28	9	21	31	5	2	30	31	7	13	55	27	41	16	25
Different network/service providers	32	2	2	4	2	22	15	17	7	10	13	1	1	17	13	2	5	27	17	15	7	8
Other technology driven mentions	51	1	5	1	6	38	32	19	7	18	17	6	3	25	17	9	7	44	33	18	11	7
SECURITY (NET)	138	12	15	21	19	71	85	53	16	52	53	12	5	68	53	17	23	115	77	61	34	27
Safety/Security reasons	107	8	14	18	15	52	61	46	12	42	38	11	4	54	38	15	20	87	58	49	28	21
Other security mentions	31	4	1	3	4	19	24	7	4	10	15	1	1	14	15	2	3	28	19	12	6	6
DECISION MAKING (NET)	124	14	10	24	19	57	68	56	19	34	55	15	1	53	55	16	21	103	45	79	36	43
Depends on/determined by the owner	114	13	10	23	17	51	62	52	18	30	51	14	1	48	51	15	20	94	40	74	31	43
Other decision making mentions	10	1	-	1	2	6	6	4	1	4	4	1	-	5	4	1	1	9	5	5	5	-
None	97	11	2	22	1	61	50	47	9	32	45	3	8	41	45	11	28	69	34	63	11	52
Don't know	1347	221	101	353	52	620	643	704	134	297	594	211	111	431	594	322	291	1056	290	1057	256	801
Declined to answer	293	28	24	62	4	175	172	121	42	77	121	38	15	119	121	53	64	229	127	166	60	106
Sigma	7776	1266	777	1338	565	3830	4351	3425	1131	2263	3182	839	361	3394	3182	1200	1460	6316	3095	4681	1731	2950
	127%	137%	130%	123%	138%	123%	128%	125%	134%	128%	125%	123%	119%	130%	125%	122%	124%	127%	131%	124%	127%	122%

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

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

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	5934	889	591	1037	398	3019	3303	2631	826	1728	2454	638	288	2554	2454	926	1130	4804	2340	3594	1337	2257
Weighted Base	5934	889	591	1037	398	3019	3303	2631	826	1728	2454	638	288	2554	2454	926	1130	4804	2340	3594	1337	2257
.za	90 100%	-	-	-	90 100%	-	35 100%	55 100%	20 100%	30 100%	35 100%	4 100%	1 100%	50 100%	35 100%	5 100%	21 100%	69 100%	35 100%	55 100%	25 100%	30 100%
.eg	57 100%	-	-	-	57 100%	-	48 100%	9 100%	17 100%	20 100%	19 100%	1 100%	-	37 100%	19 100%	1 100%	6 100%	51 100%	31 100%	26 100%	18 100%	8 100%
.co	100 100%	-	100 100%	-	-	-	55 100%	45 100%	8 100%	19 100%	42 100%	24 100%	7 100%	27 100%	42 100%	31 100%	30 100%	70 100%	42 100%	58 100%	29 100%	29 100%
.it	93 100%	-	-	93 100%	-	-	56 100%	37 100%	3 100%	16 100%	56 100%	11 100%	7 100%	19 100%	56 100%	18 100%	20 100%	73 100%	29 100%	64 100%	13 100%	51 100%
.tr	80 100%	-	-	80 100%	-	-	44 100%	36 100%	19 100%	29 100%	29 100%	3 100%	-	48 100%	29 100%	3 100%	11 100%	69 100%	16 100%	64 100%	40 100%	24 100%
.de	227 100%	-	-	227 100%	-	-	148 100%	79 100%	2 100%	15 100%	117 100%	68 100%	25 100%	17 100%	117 100%	93 100%	45 100%	182 100%	76 100%	151 100%	7 100%	144 100%
.mx	188 100%	188 100%	-	-	-	-	108 100%	80 100%	35 100%	59 100%	80 100%	11 100%	3 100%	94 100%	80 100%	14 100%	38 100%	150 100%	71 100%	117 100%	68 100%	49 100%
.ph	150 99%	-	-	-	-	150 99%	65 98%	85 100%	34 100%	55 98%	52 100%	9 100%	-	89 99%	52 100%	9 100%	40 100%	110 99%	58 100%	92 99%	60 100%	32 97%
.id	149 99%	-	-	-	-	149 99%	79 100%	70 99%	35 97%	63 100%	49 100%	2 100%	-	98 99%	49 100%	2 100%	31 100%	118 99%	88 100%	61 98%	43 100%	18 95%
.pl	98 99%	-	-	98 99%	-	-	44 98%	54 100%	21 100%	19 100%	41 98%	14 100%	3 100%	40 100%	41 98%	17 100%	30 100%	68 99%	39 98%	59 100%	27 100%	32 100%
.uk	189 99%	-	-	189 99%	-	-	108 99%	81 99%	28 100%	36 97%	82 100%	24 100%	19 95%	64 98%	82 100%	43 98%	28 100%	161 99%	40 100%	149 99%	13 100%	136 99%
.es	90 99%	-	-	90 99%	-	-	57 98%	33 100%	1 100%	16 100%	63 98%	7 100%	3 100%	17 100%	63 98%	10 100%	20 100%	70 99%	22 96%	68 100%	15 100%	53 100%
.fr	166 99%	-	-	166 99%	-	-	69 97%	97 100%	6 100%	22 96%	84 99%	32 100%	22 100%	28 97%	84 99%	54 100%	29 100%	137 99%	20 91%	146 100%	16 100%	130 100%
.vn	81 99%	-	-	-	-	81 99%	46 98%	35 100%	50 98%	25 100%	6 100%	-	-	75 99%	6 100%	-	19 100%	62 98%	35 100%	46 98%	23 100%	23 98%
.kr	159 99%	-	-	-	-	159 99%	85 98%	74 100%	19 100%	52 98%	74 99%	11 100%	3 100%	71 99%	74 99%	14 100%	28 97%	131 99%	83 99%	76 99%	27 96%	49 100%

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

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

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	5934	889	591	1037	398	3019	3303	2631	826	1728	2454	638	288	2554	2454	926	1130	4804	2340	3594	1337	2257
.ca	182 98%	182 98%	-	-	-	-	91 98%	91 99%	18 95%	33 100%	67 99%	41 100%	23 96%	51 98%	67 99%	64 98%	38 100%	144 98%	40 100%	142 98%	14 93%	128 98%
.ru	232 98%	-	-	-	-	232 98%	105 99%	127 98%	39 95%	84 98%	99 100%	9 100%	1 100%	123 97%	99 100%	10 100%	34 100%	198 98%	132 100%	100 96%	57 97%	43 96%
.in	508 98%	-	-	-	-	508 98%	300 98%	208 99%	115 98%	168 98%	187 98%	32 97%	6 100%	283 98%	187 98%	38 97%	100 98%	408 98%	218 98%	290 98%	199 100%	91 96%
.com	5189 98% F	813 98%	517 98%	902 99% AF	364 99% AF	2593 97%	2865 98%	2324 98%	717 97%	1493 98%	2155 98% I	571 99% IJ	253 98%	2210 98%	2155 98%	824 99% N	970 97%	4219 98%	1947 98%	3242 98%	1168 98%	2074 98%
.ng	154 98%	-	-	-	154 98%	-	122 98%	32 97%	20 95%	88 100% K	43 96%	2 100%	1 100%	108 99%	43 96%	3 100%	43 98%	111 98%	66 99%	88 98%	60 98%	28 97%
.jp	294 98%	-	-	-	-	294 98%	184 97%	110 99%	41 100%	59 97%	134 98%	35 100%	25 96%	100 98%	134 98%	60 98%	49 96%	245 98%	112 99%	182 97%	12 100%	170 97%
.br	290 98%	-	290 98%	-	-	-	147 98%	143 98%	61 99%	103 99%	96 97%	19 100%	11 100%	164 98%	96 97%	30 100%	72 99%	218 98%	116 99%	174 97%	87 98%	87 97%
.ar	89 98%	-	89 98%	-	-	-	39 95%	50 100%	9 100%	18 100%	48 98%	11 100%	3 75%	27 100%	48 98%	14 93%	23 96%	66 99%	33 97%	56 98%	24 96%	32 100%
.org	3546 97% F	713 99% AF	428 98% F	664 98% F	286 99% AF	1455 95%	1988 97%	1558 98% G	506 97%	1040 98%	1469 97%	352 99% IK	179 98%	1546 97%	1469 97%	531 99% O	620 97%	2926 97%	1234 97%	2312 98%	824 98%	1488 97%
.net	3739 96% F	620 97% F	365 95%	656 98% ACF	276 98% F	1822 95%	2120 96%	1619 96%	504 94%	1092 95%	1568 96% I	397 98% IJ	178 97%	1596 95%	1568 96% N	575 98% N	643 96%	3096 96%	1396 96%	2343 96%	871 96%	1472 96%
.cn	809 96%	-	-	-	-	809 96%	495 95%	314 97%	43 93%	270 95%	369 96%	106 98%	21 100%	313 95%	369 96%	127 98%	73 95%	736 96%	315 96%	494 96%	197 98%	297 94%
.us	138 93%	138 93%	-	-	-	-	60 88%	78 96%	9 90%	35 90%	46 90%	31 97%	17 100%	44 90%	46 90%	48 98%	28 97%	110 92%	23 85%	115 94%	6 75%	109 96%
.info	1485 92% F	148 94%	140 93%	336 94% AF	132 93%	729 89%	882 89%	603 95% G	257 92%	468 90%	604 92%	117 95%	39 87%	725 91%	604 92%	156 93%	230 91%	1255 92%	706 92%	779 91%	364 93% V	415 89%
.coop	124 89%	4 80%	27 96%	18 90%	1 50%	74 87%	57 83%	67 94% G	13 72%	50 91%	51 91%	7 100%	3 75%	63 86%	51 91%	10 91%	11 79%	113 90%	91 89%	33 87%	19 95%	14 78%
.tel	189 87%	16 94%	21 84%	30 83%	7 78%	115 88%	88 83%	101 91%	25 81%	71 88%	77 90%	12 86%	4 80%	96 86%	77 90%	16 84%	20 77%	169 88%	130 87%	59 88%	37 93%	22 81%
.asia	199 87%	4 67%	13 93%	20 91%	3 50%	159 87%	103 82%	96 92% G	25 71%	92 94% IK	71 85%	9 82%	2 100%	117 88%	71 85%	11 85%	21 84%	178 87%	138 88%	61 84%	42 88%	19 76%

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

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

14 Mar 2015
Table 186

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	5934	889	591	1037	398	3019	3303	2631	826	1728	2454	638	288	2554	2454	926	1130	4804	2340	3594	1337	2257
.pro	204 85%	16 89%	13 76%	26 87%	1 25%	148 86%	97 81%	107 88%	32 73%	84 89%	72 84%	13 93%	3 100%	116 84%	72 84%	16 94%	25 76%	179 86%	138 84%	66 86%	42 91%	24 77%
.mobi	405 84%	23 79%	13 76%	48 75%	112 90%	209 85%	256 83%	149 87%	100 79%	168 86%	121 85%	13 93%	3 75%	268 83%	121 85%	16 89%	56 79%	349 85%	227 87%	178 81%	96 83%	82 78%
.biz	857 83%	96 83%	43 83%	186 81%	100 92%	432 81%	520 81%	337 84%	117 81%	278 82%	363 83%	78 86%	21 84%	395 81%	363 83%	99 85%	123 80%	734 83%	439 83%	418 82%	199 86%	219 78%

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

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

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	5934	889	591	1037	398	3019	3303	2631	826	1728	2454	638	288	2554	2454	926	1130	4804	2340	3594	1337	2257
Weighted Base	5934	889	591	1037	398	3019	3303	2631	826	1728	2454	638	288	2554	2454	926	1130	4804	2340	3594	1337	2257
.biz	181 17% E	19 17%	9 17%	44 19% E	9 8%	100 19% E	119 19%	62 16%	28 19%	63 18%	73 17%	13 14%	4 16%	91 19%	73 17%	17 15%	31 20%	150 17%	88 17%	93 18%	33 14%	60 22% U
.mobi	76 16% E	6 21%	4 24%	16 25% AE	13 10%	37 15%	53 17%	23 13%	26 21%	27 14%	21 15%	1 7%	1 25%	53 17%	21 15%	2 11%	15 21%	61 15%	34 13%	42 19%	19 17%	23 22%
.pro	37 15%	2 11%	4 24%	4 13%	3 75%	24 14%	23 19%	14 12%	12 27% J	10 11%	14 16%	1 7%	-	22 16%	14 16%	1 6%	8 24%	29 14%	26 16%	11 14%	4 9%	7 23%
.asia	31 13%	2 33%	1 7%	2 9%	3 50%	23 13%	23 18% H	8 6%	10 29% J	6 6%	13 15%	2 18%	-	16 12%	13 15%	2 15%	4 16%	27 13%	19 12%	12 16%	6 13%	6 24%
.tel	28 13%	1 6%	4 16%	6 17%	2 22%	15 12%	18 17%	10 9%	6 19%	10 12%	9 10%	2 14%	1 20%	16 14%	9 10%	3 16%	6 23%	22 12%	20 13%	8 12%	3 8%	5 19%
.coop	16 11%	1 20%	1 4%	2 10%	1 50%	11 13%	12 17% H	4 6%	5 28%	5 9%	5 9%	-	1 25%	10 14%	5 9%	1 9%	3 21%	13 10%	11 11%	5 13%	1 5%	4 22%
.info	137 8% D	10 6%	11 7%	20 6%	10 7%	86 11% AD	106 11% H	31 5%	23 8%	50 10%	52 8%	6 5%	6 13%	73 9%	52 8%	12 7%	22 9%	115 8%	60 8%	77 9%	26 7%	51 11% U
.us	11 7%	11 7%	-	-	-	-	8 12%	3 4%	1 10%	4 10%	5 10%	1 3%	-	5 10%	5 10%	1 2%	1 3%	10 8%	4 15%	7 6%	2 25%	5 4%
.cn	37 4%	-	-	-	-	37 4%	27 5%	10 3%	3 7%	15 5%	17 4%	2 2%	-	18 5%	17 4%	2 2%	4 5%	33 4%	14 4%	23 4%	5 2%	18 6%
.net	165 4% D	19 3%	19 5% D	15 2%	7 2%	105 5% ABDE	94 4%	71 4%	35 6% KL	56 5% L	60 4%	8 2%	6 3%	91 5% OP	60 4%	14 2%	29 4%	136 4%	65 4%	100 4%	41 4%	59 4%
.org	100 3% BE	6 1%	8 2%	14 2%	2 1%	70 5% ABCDE	69 3% H	31 2%	18 3% L	25 2%	50 3% L	3 1%	4 2%	43 3%	50 3% P	7 1%	19 3%	81 3%	42 3%	58 2%	19 2%	39 3%
.ar	2 2%	-	2 2%	-	-	-	2 5%	-	-	-	1 2%	-	1 25%	-	1 2%	1 7%	1 4%	1 1%	1 3%	1 2%	1 4%	-
.br	6 2%	-	6 2%	-	-	-	3 2%	3 2%	2 3%	1 1%	3 3%	-	-	3 2%	3 3%	-	1 1%	5 2%	1 1%	5 3%	2 2%	3 3%
.jp	6 2%	-	-	-	-	6 2%	5 3%	1 1%	-	2 3%	3 2%	-	1 4%	2 2%	3 2%	1 2%	2 4%	4 2%	1 1%	5 3%	-	5 3%
.ng	3 2%	-	-	-	3 2%	-	2 2%	1 3%	1 5%	-	2 4% J	-	-	1 1%	2 4%	-	1 2%	2 2%	1 1%	2 2%	1 2%	1 3%

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

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

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	5934	889	591	1037	398	3019	3303	2631	826	1728	2454	638	288	2554	2454	926	1130	4804	2340	3594	1337	2257
.com	101 2%	13 2%	9 2%	10 1%	2 1%	67 3%	52 2%	49 2%	23 3%	30 2%	40 2%	4 1%	4 2%	53 2%	40 2%	8 1%	26 3%	75 2%	34 2%	67 2%	24 2%	43 2%
.in	9 2%	-	-	-	-	9 2%	6 2%	3 1%	2 2%	3 2%	3 2%	1 3%	-	5 2%	3 2%	1 3%	2 2%	7 2%	4 2%	5 2%	1 1%	4 2%
.ru	4 2%	-	-	-	-	4 2%	1 1%	3 2%	2 5%	2 2%	-	-	-	4 3%	-	-	-	4 2%	-	4 4%	2 3%	2 4%
.ca	3 2%	3 2%	-	-	-	-	2 2%	1 1%	1 5%	-	1 1%	-	1 4%	1 2%	1 1%	1 2%	-	3 2%	-	3 2%	1 7%	2 2%
.kr	2 1%	-	-	-	-	2 1%	2 2%	-	-	1 2%	1 1%	-	-	1 1%	1 1%	-	1 3%	1 1%	1 1%	1 1%	1 4%	-
.vn	1 1%	-	-	-	-	1 1%	1 2%	-	1 2%	-	-	-	-	1 1%	-	-	-	1 2%	-	1 2%	-	1 4%
.fr	2 1%	-	-	2 1%	-	-	2 3%	-	-	1 4%	1 1%	-	-	1 3%	1 1%	-	-	2 1%	2 9%	-	-	-
.es	1 1%	-	-	1 1%	-	-	1 2%	-	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	1 4%	-	-	-
.uk	2 1%	-	-	2 1%	-	-	1 1%	1 1%	-	1 3%	-	-	1 5%	1 2%	-	1 2%	-	2 1%	-	2 1%	-	2 1%
.pl	1 1%	-	-	1 1%	-	-	1 2%	-	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	1 3%	-	-	-
.id	1 1%	-	-	-	-	1 1%	-	1 1%	1 3%	-	-	-	-	1 1%	-	-	-	1 1%	-	1 2%	-	1 5%
.ph	1 1%	-	-	-	-	1 1%	1 2%	-	-	1 2%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 3%
.za	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.eg	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.de	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

14 Mar 2015
Table 187

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	5934	889	591	1037	398	3019	3303	2631	826	1728	2454	638	288	2554	2454	926	1130	4804	2340	3594	1337	2257
.tr	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.co	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.mx	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q736_1. What has your experience been like with websites that have the following domain name extensions?
1. .biz

14 Mar 2015
Table 188

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1038	115	52*	230	109	532	639	399	145	341	436	91*	25**	486	436	116	154	884	527	511	232	279
Weighted Base	1038	115	52*	230	109	532	639	399	145	341	436	91*	25**	486	436	116	154	884	527	511	232	279
TOP 2 BOX (NET)	857 83%	96 83%	43 83%	186 81%	100 92% ADF	432 81%	520 81%	337 84%	117 81%	278 82%	363 83%	78 86%	21 84%	395 81%	363 83%	99 85%	123 80%	734 83%	439 83%	418 82%	199 86% V	219 78%
Very positive	254 24% D	29 25% D	14 27%	37 16%	37 34% AD	137 26% D	144 23%	110 28%	27 19%	94 28%	110 25%	16 18%	7 28%	121 25%	110 25%	23 20%	33 21%	221 25%	141 27%	113 22%	57 25%	56 20%
Somewhat positive	603 58%	67 58%	29 56%	149 65% AF	63 58%	295 55%	376 59%	227 57%	90 62%	184 54%	253 58%	62 68% J	14 56%	274 56%	253 58%	76 66%	90 58%	513 58%	298 57%	305 60%	142 61%	163 58%
BOTTOM 2 BOX (NET)	181 17% E	19 17%	9 17%	44 19% E	9 8%	100 19% E	119 19%	62 16%	28 19%	63 18%	73 17%	13 14%	4 16%	91 19%	73 17%	17 15%	31 20%	150 17%	88 17%	93 18%	33 14%	60 22% U
Somewhat negative	168 16% E	16 14%	8 15%	42 18% E	7 6%	95 18% E	113 18%	55 14%	27 19%	55 16%	69 16%	13 14%	4 16%	82 17%	69 16%	17 15%	27 18%	141 16%	82 16%	86 17%	32 14%	54 19%
Very negative	13 1%	3 3%	1 2%	2 1%	2 2%	5 1%	6 1%	7 2%	1 1%	8 2%	4 1%	- -	- -	9 2%	4 1%	- -	4 3%	9 1%	6 1%	7 1%	1 *	6 2%
Sigma	1038 100%	115 100%	52 100%	230 100%	109 100%	532 100%	639 100%	399 100%	145 100%	341 100%	436 100%	91 100%	25 100%	486 100%	436 100%	116 100%	154 100%	884 100%	527 100%	511 100%	232 100%	279 100%

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

Q736_2. What has your experience been like with websites that have the following domain name extensions?
2. .com

14 Mar 2015
Table 189

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	5290	826	526	912	366	2660	2917	2373	740	1523	2195	575	257	2263	2195	832	996	4294	1981	3309	1192	2117
Weighted Base	5290	826	526	912	366	2660	2917	2373	740	1523	2195	575	257	2263	2195	832	996	4294	1981	3309	1192	2117
TOP 2 BOX (NET)	5189 98% F	813 98%	517 98%	902 99% AF	364 99% AF	2593 97%	2865 98%	2324 98%	717 97%	1493 98%	2155 98% I	571 99% IJ	253 98%	2210 98%	2155 98%	824 99% N	970 97%	4219 98%	1947 98%	3242 98%	1168 98%	2074 98%
Very positive	3117 59% DF	509 62% DF	403 77% ABDF	409 45% ABDF	297 81% ABDF	1499 56% D	1721 59%	1396 59%	497 67% JKLM	931 61% KL	1234 56%	307 53%	148 58%	1428 63% OP	1234 56%	455 55%	581 58%	2536 59%	1283 65% T	1834 55%	805 68% V	1029 49%
Somewhat positive	2072 39% CE	304 37% CE	114 22% ABCEF	493 54% ABCEF	67 18%	1094 41% ABCE	1144 39%	928 39%	220 30%	562 37% I	921 42% IJ	264 46% IJ	105 41% I	782 35%	921 42% N	369 44% N	389 39%	1683 39%	664 34% S	1408 43% S	363 30% U	1045 49%
BOTTOM 2 BOX (NET)	101 2% DE	13 2%	9 2%	10 1%	2 1%	67 3% ADE	52 2%	49 2%	23 3% KL	30 2% L	40 2%	4 1%	4 2%	53 2% P	40 2%	8 1%	26 3%	75 2%	34 2%	67 2%	24 2%	43 2%
Somewhat negative	95 2% D	12 1%	9 2%	9 1%	2 1%	63 2% ADE	47 2%	48 2%	19 3% L	30 2% L	39 2% L	3 1%	4 2%	49 2% P	39 2%	7 1%	25 3%	70 2%	31 2%	64 2%	23 2%	41 2%
Very negative	6 0%	1 0%	- 0%	1 0%	- 0%	4 0%	5 0%	1 0%	4 1% JK	- 0%	1 0%	1 0%	- 0%	4 0%	1 0%	1 0%	1 0%	5 0%	3 0%	3 0%	1 0%	2 0%
Sigma	5290 100%	826 100%	526 100%	912 100%	366 100%	2660 100%	2917 100%	2373 100%	740 100%	1523 100%	2195 100%	575 100%	257 100%	2263 100%	2195 100%	832 100%	996 100%	4294 100%	1981 100%	3309 100%	1192 100%	2117 100%

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

Q736_3. What has your experience been like with websites that have the following domain name extensions?
3. .info

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1622	158	151	356	142	815	988	634	280	518	656	123	45*	798	656	168	252	1370	766	856	390	466
Weighted Base	1622	158	151	356	142	815	988	634	280	518	656	123	45*	798	656	168	252	1370	766	856	390	466
TOP 2 BOX (NET)	1485 92% F	148 94%	140 93%	336 94% AF	132 93%	729 89%	882 89%	603 95% G	257 92%	468 90%	604 92%	117 95%	39 87%	725 91%	604 92%	156 93%	230 91%	1255 92%	706 92%	779 91%	364 93% V	415 89%
Very positive	559 34% D	52 33%	79 52% ABDF	103 29%	60 42% ADF	265 33%	300 30%	259 41% G	87 31%	202 39% IK	210 32%	41 33%	19 42%	289 36%	210 32%	60 36%	74 29%	485 35%	276 36%	283 33%	154 39% V	129 28%
Somewhat positive	926 57% C	96 61% C	61 40% ABDF	233 65% ACEF	72 51%	464 57% C	582 59%	344 54%	170 61% JM	266 51%	394 60% JM	76 62% JM	20 44%	436 55%	394 60% N	96 57%	156 62%	770 56%	430 56%	496 58%	210 54%	286 61% U
BOTTOM 2 BOX (NET)	137 8% D	10 6%	11 7%	20 6%	10 7%	86 11% AD	106 11% H	31 5%	23 8%	50 10%	52 8%	6 5%	6 13%	73 9%	52 8%	12 7%	22 9%	115 8%	60 8%	77 9%	26 7%	51 11% U
Somewhat negative	127 8% D	8 5%	10 7%	19 5%	9 6%	81 10% AD	97 10% H	30 5%	23 8%	44 8%	50 8%	5 4%	5 11%	67 8%	50 8%	10 6%	21 8%	106 8%	55 7%	72 8%	25 6%	47 10%
Very negative	10 1%	2 1%	1 1%	1 *	1 1%	5 1%	9 1%	1 *	-	6 1%	2 *	1 1%	1 2% I	6 1%	2 *	2 1%	1 *	9 1%	5 1%	5 1%	1 *	4 1%
Sigma	1622 100%	158 100%	151 100%	356 100%	142 100%	815 100%	988 100%	634 100%	280 100%	518 100%	656 100%	123 100%	45 100%	798 100%	656 100%	168 100%	252 100%	1370 100%	766 100%	856 100%	390 100%	466 100%

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

Q736_4. What has your experience been like with websites that have the following domain name extensions?

14 Mar 2015
Table 191

4. .mobi

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	481	29**	17**	64*	125	246	309	172	126	195	142	14**	4**	321	142	18**	71*	410	261	220	115	105
Weighted Base	481	29**	17**	64*	125	246	309	172	126	195	142	14**	4**	321	142	18**	71*	410	261	220	115	105
TOP 2 BOX (NET)	405 84% D	23 79%	13 76%	48 75%	112 90% AD	209 85%	256 83%	149 87%	100 79%	168 86%	121 85%	13 93%	3 75%	268 83%	121 85%	16 89%	56 79%	349 85%	227 67%	178 81%	96 83%	82 78%
Very positive	128 27% F	9 31%	7 41%	14 22%	42 34% AF	56 23%	76 25%	52 30%	25 20%	63 32% I	35 25%	4 29%	1 25%	88 27%	35 25%	5 28%	19 27%	109 27%	79 30% T	49 22%	20 17%	29 28%
Somewhat positive	277 58%	14 48%	6 35%	34 53%	70 56% A	153 62%	180 58%	97 56%	75 60%	105 54%	86 61%	9 64%	2 50%	180 56%	86 61%	11 61%	37 52%	240 59%	148 57%	129 59%	76 66% V	53 50%
BOTTOM 2 BOX (NET)	76 16% E	6 21%	4 24%	16 25% AE	13 10%	37 15%	53 17%	23 13%	26 21%	27 14%	21 15%	1 7%	1 25%	53 17%	21 15%	2 11%	15 21%	61 15%	34 13%	42 19%	19 17%	23 22%
Somewhat negative	68 14% E	6 21%	4 24%	15 23% AEF	11 9%	32 13%	47 15%	21 12%	23 18%	25 13%	18 13%	1 7%	1 25%	48 15%	18 13%	2 11%	13 18%	55 13%	30 11%	38 17%	16 14%	22 21%
Very negative	8 2%	-	-	1 2%	2 2%	5 2%	6 2%	2 1%	3 2%	2 1%	3 2%	-	-	5 2%	3 2%	-	2 3%	6 1%	4 2%	4 2%	3 3%	1 1%
Sigma	481 100%	29 100%	17 100%	64 100%	125 100%	246 100%	309 100%	172 100%	126 100%	195 100%	142 100%	14 100%	4 100%	321 100%	142 100%	18 100%	71 100%	410 100%	261 100%	220 100%	115 100%	105 100%

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

Q736_5. What has your experience been like with websites that have the following domain name extensions?
5. .net

Base: All Qualified Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3904	639	384	671	283	1927	2214	1690	539	1148	1628	405	184	1687	1628	589	672	3232	1461	2443	912	1531
Weighted Base	3904	639	384	671	283	1927	2214	1690	539	1148	1628	405	184	1687	1628	589	672	3232	1461	2443	912	1531
TOP 2 BOX (NET)	3739 96% F	620 97% F	365 95% ACF	656 98% ACF	276 98% F	1822 95% 95%	2120 96% 96%	1619 96% 96%	504 94% 94%	1092 95% 95%	1568 96% I	397 98% IJ	178 97% 97%	1596 95% 95%	1568 96% N	575 98% N	643 96% 96%	3096 96% 96%	1396 96% 96%	2343 96% 96%	871 96% 96%	1472 96% 96%
Very positive	1627 42% DF	296 46% ADF	192 50% ADF	223 33% ABDF	163 58% ABDF	753 39% D	914 41% 41%	713 42% 42%	220 41% 41%	491 43% 43%	656 40% 40%	175 43% 43%	85 46% 46%	711 42% 42%	656 40% 40%	260 44% 44%	262 39% 39%	1365 42% 42%	686 47% T	941 39% 39%	390 43% V	551 36% 36%
Somewhat positive	2112 54% CE	324 51% E	173 45% ABCEF	433 65% ABCEF	113 40% 40%	1069 55% BCE	1206 54% 54%	906 54% 54%	284 53% 53%	601 52% 52%	912 56% 56%	222 55% 55%	93 51% 51%	885 52% 52%	912 56% N	315 53% 53%	381 57% 57%	1731 54% 54%	710 49% 49%	1402 57% S	481 53% 53%	921 60% U
BOTTOM 2 BOX (NET)	165 4% D	19 3% 3%	19 5% D	15 2% 2%	7 2% 2%	105 5% ABDE	94 4% 4%	71 4% 4%	35 6% KL	56 5% L	60 4% 4%	8 2% 2%	6 3% 3%	91 5% OP	60 4% 4%	14 2% 2%	29 4% 4%	136 4% 4%	65 4% 4%	100 4% 4%	41 4% 4%	59 4% 4%
Somewhat negative	154 4% D	19 3% 3%	18 5% D	15 2% 2%	6 2% 2%	96 5% ABDE	87 4% 4%	67 4% 4%	34 6% KL	51 4% L	57 4% L	6 1% 1%	6 3% 3%	85 5% OP	57 4% 4%	12 2% 2%	26 4% 4%	128 4% 4%	58 4% 4%	96 4% 4%	38 4% 4%	58 4% 4%
Very negative	11 0% 0%	- 0% 0%	1 0% 0%	- 0% 0%	1 0% 0%	9 0% 0%	7 0% 0%	4 0% 0%	1 0% 0%	5 0% 0%	3 0% 0%	2 0% 0%	- 0% 0%	6 0% 0%	3 0% 0%	2 0% 0%	3 0% 0%	8 0% 0%	7 0% 0%	4 0% 0%	3 0% 0%	1 0% 0%
Sigma	3904 100%	639 100%	384 100%	671 100%	283 100%	1927 100%	2214 100%	1690 100%	539 100%	1148 100%	1628 100%	405 100%	184 100%	1687 100%	1628 100%	589 100%	672 100%	3232 100%	1461 100%	2443 100%	912 100%	1531 100%

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

Q736_6. What has your experience been like with websites that have the following domain name extensions?
6. .org

14 Mar 2015
Table 193

Base: All Qualified Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3646	719	436	678	288	1525	2057	1589	524	1065	1519	355	183	1589	1519	538	639	3007	1276	2370	843	1527
Weighted Base	3646	719	436	678	288	1525	2057	1589	524	1065	1519	355	183	1589	1519	538	639	3007	1276	2370	843	1527
TOP 2 BOX (NET)	3546 97% F	713 99% AF	428 98% F	664 98% F	286 99% AF	1455 95% F	1988 97% G	1558 98% G	506 97% I	1040 98% J	1469 97% K	352 99% IK	179 98% J	1546 97% N	1469 97% O	531 99% O	620 97% Q	2926 97% R	1234 97% S	2312 98% T	824 98% U	1488 97% V
Very positive	1905 52% DF	440 61% ADF	291 67% ADF	275 41% ABDF	198 69% ABDF	701 46% D	1017 49% G	888 56% G	267 51% I	587 55% K	756 50% J	188 53% M	107 58% K	854 54% O	756 50% O	295 55% O	335 52% Q	1570 52% R	693 54% S	1212 51% T	449 53% U	763 50% V
Somewhat positive	1641 45% BCE	273 38% CE	137 31% ABCEF	389 57% ABCEF	88 31% ABCE	754 49% ABCDE	971 47% H	670 42% H	239 46% I	453 43% J	713 47% K	164 46% L	72 39% M	692 44% N	713 47% O	236 44% P	285 45% Q	1356 45% R	541 42% S	1100 46% T	375 44% U	725 47% V
BOTTOM 2 BOX (NET)	100 3% BE	6 1% B	8 2% C	14 2% D	2 1% E	70 5% ABCDE	69 3% H	31 2% H	18 3% L	25 2% J	50 3% K	3 1% L	4 2% M	43 3% N	50 3% O	7 1% P	19 3% Q	81 3% R	42 3% S	58 2% T	19 2% U	39 3% V
Somewhat negative	95 3% BE	5 1% B	6 1% C	14 2% D	2 1% E	68 4% ABCDE	65 3% H	30 2% H	17 3% L	24 2% J	47 3% K	3 1% L	4 2% M	41 3% N	47 3% O	7 1% P	19 3% Q	76 3% R	42 3% S	53 2% T	17 2% U	36 2% V
Very negative	5 0% F	1 0% B	2 0% C	- 0% D	- 0% E	2 0% F	4 0% G	1 0% H	1 0% I	1 0% J	3 0% K	- 0% L	- 0% M	2 0% N	3 0% O	- 0% P	- 0% Q	5 0% R	- 0% S	5 0% T	2 0% U	3 0% V
Sigma	3646 100%	719 100%	436 100%	678 100%	288 100%	1525 100%	2057 100%	1589 100%	524 100%	1065 100%	1519 100%	355 100%	183 100%	1589 100%	1519 100%	538 100%	639 100%	3007 100%	1276 100%	2370 100%	843 100%	1527 100%

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

Q736_7. What has your experience been like with websites that have the following domain name extensions?
7. .tel

14 Mar 2015
Table 194

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	217	17**	25**	36*	9**	130	106	111	31*	81*	86*	14**	5**	112	86*	19**	26**	191	150	67*	40*	27**
Weighted Base	217	17**	25**	36*	9**	130	106	111	31*	81*	86*	14**	5**	112	86*	19**	26**	191	150	67*	40*	27**
TOP 2 BOX (NET)	189 87%	16 94%	21 84%	30 83%	7 78%	115 88%	88 83%	101 91%	25 81%	71 88%	77 90%	12 86%	4 80%	96 86%	77 90%	16 84%	20 77%	169 88%	130 87%	59 88%	37 93%	22 81%
Very positive	67 31% D	4 24%	9 36%	6 17%	2 22%	46 35% D	26 25%	41 37% G	7 23%	31 38%	24 28%	4 29%	1 20%	38 34%	24 28%	5 26%	5 19%	62 32%	53 35% T	14 21%	9 23%	5 19%
Somewhat positive	122 56%	12 71%	12 48%	24 67%	5 58%	69 53%	62 58%	60 54%	18 58%	40 49%	53 62%	8 57%	3 60%	58 52%	53 62%	11 58%	15 58%	107 56%	77 51%	45 67% S	28 70%	17 63%
BOTTOM 2 BOX (NET)	28 13%	1 6%	4 16%	6 17%	2 22%	15 12%	18 17%	10 9%	6 19%	10 12%	9 10%	2 14%	1 20%	16 14%	9 10%	3 16%	6 23%	22 12%	20 13%	8 12%	3 8%	5 19%
Somewhat negative	27 12%	1 6%	4 16%	6 17%	2 22%	14 11%	17 16%	10 9%	5 16%	10 12%	9 10%	2 14%	1 20%	15 13%	9 10%	3 16%	5 19%	22 12%	20 13%	7 10%	2 5%	5 19%
Very negative	1 *	-	-	-	-	1 1%	1 1%	-	1 3%	-	-	-	-	1 1%	-	-	1 4%	-	-	1 1%	1 3%	-
Sigma	217 100%	17 100%	25 100%	36 100%	9 100%	130 100%	106 100%	111 100%	31 100%	81 100%	86 100%	14 100%	5 100%	112 100%	86 100%	19 100%	26 100%	191 100%	150 100%	67 100%	40 100%	27 100%

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

Q736_8. What has your experience been like with websites that have the following domain name extensions?
8. .asia

14 Mar 2015
Table 195

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	230	6**	14**	22**	6**	182	126	104	35*	98*	84*	11**	2**	133	84*	13**	25**	205	157	73*	48*	25**
Weighted Base	230	6**	14**	22**	6**	182	126	104	35*	98*	84*	11**	2**	133	84*	13**	25**	205	157	73*	48*	25**
TOP 2 BOX (NET)	199 87%	4 67%	13 93%	20 91%	3 50%	159 87%	103 82%	96 92% G	25 71%	92 94% IK	71 85%	9 82%	2 100%	117 88%	71 85%	11 85%	21 84%	178 87%	138 88%	61 84%	42 88%	19 76%
Very positive	71 31%	1 17%	6 43%	8 36%	-	56 31%	27 21%	44 42% G	8 23%	39 40%	22 26%	2 18%	-	47 35%	22 26%	2 15%	6 24%	65 32%	57 36% T	14 19%	11 23%	3 12%
Somewhat positive	128 56%	3 50%	7 50%	12 55%	3 50%	103 57%	76 60%	52 50%	17 49%	53 54%	49 58%	7 64%	2 100%	70 53%	49 58%	9 69%	15 60%	113 55%	81 52%	47 64%	31 65%	16 64%
BOTTOM 2 BOX (NET)	31 13%	2 33%	1 7%	2 9%	3 50%	23 13%	23 18% H	8 8%	10 29% J	6 6%	13 15% J	2 18%	-	16 12%	13 15%	2 15%	4 16%	27 13%	19 12%	12 16%	6 13%	6 24%
Somewhat negative	27 12%	2 33%	1 7%	2 9%	2 33%	20 11%	20 16% H	7 7%	8 23% J	4 4%	13 15% J	2 18%	-	12 9%	13 15%	2 15%	4 16%	23 11%	15 10%	12 16%	6 13%	6 24%
Very negative	4 2%	-	-	-	1 17%	3 2%	3 2%	1 1%	2 6% K	2 2%	-	-	-	4 3%	-	-	-	4 2%	4 3%	-	-	-
Sigma	230 100%	6 100%	14 100%	22 100%	6 100%	182 100%	126 100%	104 100%	35 100%	98 100%	84 100%	11 100%	2 100%	133 100%	84 100%	13 100%	25 100%	205 100%	157 100%	73 100%	48 100%	25 100%

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

Q736_9. What has your experience been like with websites that have the following domain name extensions?
9. .pro

14 Mar 2015
Table 196

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	241	18**	17**	30*	4**	172	120	121	44*	94*	86*	14**	3**	138	86*	17**	33*	208	164	77*	46*	31*
Weighted Base	241	18**	17**	30*	4**	172	120	121	44*	94*	86*	14**	3**	138	86*	17**	33*	208	164	77*	46*	31*
TOP 2 BOX (NET)	204 85%	16 89%	13 76%	26 87%	1 25%	148 86%	97 81%	107 88%	32 73%	84 89%	72 84%	13 93%	3 100%	116 84%	72 84%	16 94%	25 76%	179 86%	138 84%	66 86%	42 91%	24 77%
Very positive	67 28%	5 28%	7 41%	7 23%	1 25%	47 27%	29 24%	38 31%	8 18%	34 36%	20 23%	4 29%	1 33%	42 30%	20 23%	5 29%	7 21%	60 29%	52 32%	15 19%	8 17%	7 23%
Somewhat positive	137 57%	11 61%	6 35%	19 63%	-	101 59%	68 57%	69 57%	24 55%	50 53%	52 60%	9 64%	2 67%	74 54%	52 60%	11 65%	18 55%	119 57%	86 52%	51 66%	34 74%	17 55%
BOTTOM 2 BOX (NET)	37 15%	2 11%	4 24%	4 13%	3 75%	24 14%	23 19%	14 12%	12 27%	10 11%	14 16%	1 7%	-	22 16%	14 16%	1 6%	8 24%	29 14%	26 16%	11 14%	4 9%	7 23%
Somewhat negative	36 15%	2 11%	4 24%	4 13%	3 75%	23 13%	23 19%	13 11%	12 27%	9 10%	14 16%	1 7%	-	21 15%	14 16%	1 6%	8 24%	28 13%	25 15%	11 14%	4 9%	7 23%
Very negative	1 *	-	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	1 *	1 1%	-	-	-
Sigma	241 100%	18 100%	17 100%	30 100%	4 100%	172 100%	120 100%	121 100%	44 100%	94 100%	86 100%	14 100%	3 100%	138 100%	86 100%	17 100%	33 100%	208 100%	164 100%	77 100%	46 100%	31 100%

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

Q736_10. What has your experience been like with websites that have the following domain name extensions?
10. .coop

14 Mar 2015
Table 197

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	140	5**	28**	20**	2**	85*	69*	71*	18**	55*	56*	7**	4**	73*	56*	11**	14**	126	102	38*	20**	18**
Weighted Base	140	5**	28**	20**	2**	85*	69*	71*	18**	55*	56*	7**	4**	73*	56*	11**	14**	126	102	38*	20**	18**
TOP 2 BOX (NET)	124 89%	4 80%	27 96%	18 90%	1 50%	74 87%	57 83%	67 94% G	13 72%	50 91%	51 91%	7 100%	3 75%	63 86%	51 91%	10 91%	11 79%	113 90%	91 89%	33 87%	19 95%	14 78%
Very positive	49 35%	3 60%	14 50%	7 35%	-	25 29%	18 26%	31 44% G	7 39%	20 36%	18 32%	3 43%	1 25%	27 37%	18 32%	4 36%	4 29%	45 36%	36 35%	13 34%	6 30%	7 39%
Somewhat positive	75 54%	1 20%	13 46%	11 55%	1 50%	49 58%	39 57%	36 51%	6 33%	30 55%	33 59%	4 57%	2 50%	36 49%	33 59%	6 55%	7 50%	68 54%	55 54%	20 53%	13 65%	7 39%
BOTTOM 2 BOX (NET)	16 11%	1 20%	1 4%	2 10%	1 50%	11 13%	12 17% H	4 6%	5 28%	5 9%	5 9%	-	1 25%	10 14%	5 9%	1 9%	3 21%	13 10%	11 11%	5 13%	1 5%	4 22%
Somewhat negative	12 9%	1 20%	1 4%	1 5%	1 50%	8 9%	9 13%	3 4%	3 17%	4 7%	4 7%	-	1 25%	7 10%	4 7%	1 9%	2 14%	10 8%	8 8%	4 11%	1 5%	3 17%
Very negative	4 3%	-	-	1 5%	-	3 4%	3 4%	1 1%	2 11%	1 2%	1 2%	-	-	3 4%	1 2%	-	1 7%	3 2%	3 3%	1 3%	-	1 6%
Sigma	140 100%	5 100%	28 100%	20 100%	2 100%	85 100%	69 100%	71 100%	18 100%	55 100%	56 100%	7 100%	4 100%	73 100%	56 100%	11 100%	14 100%	126 100%	102 100%	38 100%	20 100%	18 100%

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

Q736_11. What has your experience been like with websites that have the following domain name extensions?
11. .cn

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	846	**	**	**	**	846	522	324	46*	285	386	108	21**	331	386	129	77*	769	329	517	202	315
Weighted Base	846	**	**	**	**	846	522	324	46*	285	386	108	21**	331	386	129	77*	769	329	517	202	315
TOP 2 BOX (NET)	809 96%	-	-	-	-	809 96%	495 95%	314 97%	43 93%	270 95%	369 96%	106 98%	21 100%	313 95%	369 96%	127 98%	73 95%	736 96%	315 96%	494 96%	197 98%	297 94%
Very positive	378 45%	-	-	-	-	378 45%	247 47%	131 40%	19 41%	126 44%	171 44%	50 46%	12 57%	145 44%	171 44%	62 48%	26 34%	352 46% Q	165 50% T	213 41%	102 50% V	111 35%
Somewhat positive	431 51%	-	-	-	-	431 51%	248 48%	183 56% G	24 52%	144 51%	198 51%	56 52%	9 43%	168 51%	198 51%	65 50%	47 61%	384 50%	150 46%	281 54% S	95 47%	186 59% U
BOTTOM 2 BOX (NET)	37 4%	-	-	-	-	37 4%	27 5%	10 3%	3 7%	15 5%	17 4%	2 2%	-	18 5%	17 4%	2 2%	4 5%	33 4%	14 4%	23 4%	5 2%	18 6%
Somewhat negative	34 4%	-	-	-	-	34 4%	24 5%	10 3%	2 4%	15 5%	16 4%	1 1%	-	17 5% P	16 4%	1 1%	3 4%	31 4%	12 4%	22 4%	5 2%	17 5%
Very negative	3 0%	-	-	-	-	3 0%	3 1%	-	1 2% J	-	1 0%	1 1%	-	1 0%	1 0%	1 1%	1 1%	2 0%	2 1%	1 0%	-	1 0%
Sigma	846 100%	-	-	-	-	846 100%	522 100%	324 100%	46 100%	285 100%	386 100%	108 100%	21 100%	331 100%	386 100%	129 100%	77 100%	769 100%	329 100%	517 100%	202 100%	315 100%

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

Q736_12. What has your experience been like with websites that have the following domain name extensions?

14 Mar 2015
Table 199

12. .vn

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	82*	**	**	**	**	82*	47*	35*	51*	25**	6**	**	**	76*	6**	**	19**	63*	35*	47*	23**	24**
Weighted Base	82*	**	**	**	**	82*	47*	35*	51*	25**	6**	**	**	76*	6**	**	19**	63*	35*	47*	23**	24**
TOP 2 BOX (NET)	81 99%	-	-	-	-	81 99%	46 98%	35 100%	50 98%	25 100%	6 100%	-	-	75 99%	6 100%	-	19 100%	62 98%	35 100%	46 98%	23 100%	23 96%
Very positive	57 70%	-	-	-	-	57 70%	33 70%	24 69%	36 71%	18 72%	3 50%	-	-	54 71%	3 50%	-	13 68%	44 70%	26 74%	31 66%	14 61%	17 71%
Somewhat positive	24 29%	-	-	-	-	24 29%	13 28%	11 31%	14 27%	7 28%	3 50%	-	-	21 28%	3 50%	-	6 32%	18 29%	9 26%	15 32%	9 39%	6 25%
BOTTOM 2 BOX (NET)	1 1%	-	-	-	-	1 1%	1 2%	-	1 2%	-	-	-	-	1 1%	-	-	-	1 2%	-	1 2%	-	1 4%
Somewhat negative	1 1%	-	-	-	-	1 1%	1 2%	-	1 2%	-	-	-	-	1 1%	-	-	-	1 2%	-	1 2%	-	1 4%
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	82 100%	-	-	-	-	82 100%	47 100%	35 100%	51 100%	25 100%	6 100%	-	-	76 100%	6 100%	-	19 100%	63 100%	35 100%	47 100%	23 100%	24 100%

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

Q736_13. What has your experience been like with websites that have the following domain name extensions?
13. .ph

14 Mar 2015
Table 200

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	151	**	**	**	**	151	66*	85*	34*	56*	52*	9**	**	90*	52*	9**	40*	111	58*	93*	60*	33*
Weighted Base	151	**	**	**	**	151	66*	85*	34*	56*	52*	9**	**	90*	52*	9**	40*	111	58*	93*	60*	33*
TOP 2 BOX (NET)	150 99%	-	-	-	-	150 99%	65 98%	85 100%	34 100%	55 98%	52 100%	9 100%	-	89 99%	52 100%	9 100%	40 100%	110 99%	58 100%	92 99%	60 100%	32 97%
Very positive	96 64%	-	-	-	-	96 64%	38 58%	58 68%	18 53%	34 61%	37 71%	7 78%	-	52 58%	37 71%	7 78%	26 65%	70 63%	41 71%	55 59%	37 62%	18 55%
Somewhat positive	54 36%	-	-	-	-	54 36%	27 41%	27 32%	16 47%	21 38%	15 29%	2 22%	-	37 41%	15 29%	2 22%	14 35%	40 36%	17 29%	37 40%	23 38%	14 42%
BOTTOM 2 BOX (NET)	1 1%	-	-	-	-	1 1%	1 2%	-	-	1 2%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 3%
Somewhat negative	1 1%	-	-	-	-	1 1%	1 2%	-	-	1 2%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 3%
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	151 100%	-	-	-	-	151 100%	66 100%	85 100%	34 100%	56 100%	52 100%	9 100%	-	90 100%	52 100%	9 100%	40 100%	111 100%	58 100%	93 100%	60 100%	33 100%

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

Q736_14. What has your experience been like with websites that have the following domain name extensions?

14 Mar 2015
Table 201

14. .jp

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	300	**	**	**	**	300	189	111	41*	61*	137	35*	26**	102	137	61*	51*	249	113	187	12**	175
Weighted Base	300	**	**	**	**	300	189	111	41*	61*	137	35*	26**	102	137	61*	51*	249	113	187	12**	175
TOP 2 BOX (NET)	294 98%	-	-	-	-	294 98%	184 97%	110 99%	41 100%	59 97%	134 98%	35 100%	25 96%	100 98%	134 98%	60 98%	49 96%	245 98%	112 99%	182 97%	12 100%	170 97%
Very positive	89 30%	-	-	-	-	89 30%	62 33%	27 24%	15 37%	19 31%	36 26%	12 34%	7 27%	34 33%	36 26%	19 31%	15 29%	74 30%	43 38%	46 25%	5 42%	41 23%
Somewhat positive	205 68%	-	-	-	-	205 68%	122 65%	83 75%	26 63%	40 66%	98 72%	23 66%	18 69%	66 65%	98 72%	41 67%	34 67%	171 69%	69 61%	136 73%	7 58%	129 74%
BOTTOM 2 BOX (NET)	6 2%	-	-	-	-	6 2%	5 3%	1 1%	-	2 3%	3 2%	-	1 4%	2 2%	3 2%	1 2%	2 4%	4 2%	1 1%	5 3%	-	5 3%
Somewhat negative	6 2%	-	-	-	-	6 2%	5 3%	1 1%	-	2 3%	3 2%	-	1 4%	2 2%	3 2%	1 2%	2 4%	4 2%	1 1%	5 3%	-	5 3%
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	300 100%	-	-	-	-	300 100%	189 100%	111 100%	41 100%	61 100%	137 100%	35 100%	26 100%	102 100%	137 100%	61 100%	51 100%	249 100%	113 100%	187 100%	12 100%	175 100%

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

Q736_15. What has your experience been like with websites that have the following domain name extensions?
15. .kr

14 Mar 2015
Table 202

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	161	**	**	**	**	161	87*	74*	19**	53*	75*	11**	3**	72*	75*	14**	29**	132	84*	77*	28**	49*
Weighted Base	161	**	**	**	**	161	87*	74*	19**	53*	75*	11**	3**	72*	75*	14**	29**	132	84*	77*	28**	49*
TOP 2 BOX (NET)	159 99%	-	-	-	-	159 99%	85 98%	74 100%	19 100%	52 98%	74 99%	11 100%	3 100%	71 99%	74 99%	14 100%	28 97%	131 99%	83 99%	76 99%	27 96%	49 100%
Very positive	54 34%	-	-	-	-	54 34%	31 36%	23 31%	7 37%	13 25%	26 35%	6 55%	2 67%	20 28%	26 35%	8 57%	9 31%	45 34%	35 42%	19 25%	11 30%	8 16%
Somewhat positive	105 65%	-	-	-	-	105 65%	54 62%	51 69%	12 63%	39 74%	48 64%	5 45%	1 33%	51 71%	48 64%	6 43%	19 66%	86 65%	48 57%	57 74%	16 57%	41 84%
BOTTOM 2 BOX (NET)	2 1%	-	-	-	-	2 1%	2 2%	-	-	1 2%	1 1%	-	-	1 1%	1 1%	-	1 3%	1 1%	1 1%	1 1%	1 4%	-
Somewhat negative	2 1%	-	-	-	-	2 1%	2 2%	-	-	1 2%	1 1%	-	-	1 1%	1 1%	-	1 3%	1 1%	1 1%	1 1%	1 4%	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	161 100%	-	-	-	-	161 100%	87 100%	74 100%	19 100%	53 100%	75 100%	11 100%	3 100%	72 100%	75 100%	14 100%	29 100%	132 100%	84 100%	77 100%	28 100%	49 100%

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

Q736_16. What has your experience been like with websites that have the following domain name extensions?
16. .ru

14 Mar 2015
Table 203

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	236	**	**	**	**	236	106	130	41*	86*	99*	9**	1**	127	99*	10**	34*	202	132	104	59*	45*
Weighted Base	236	**	**	**	**	236	106	130	41*	86*	99*	9**	1**	127	99*	10**	34*	202	132	104	59*	45*
TOP 2 BOX (NET)	232 98%	-	-	-	-	232 98%	105 99%	127 98%	39 95%	84 98%	99 100%	9 100%	1 100%	123 97%	99 100%	10 100%	34 100%	198 88%	132 100%	100 96%	57 97%	43 96%
Very positive	170 72%	-	-	-	-	170 72%	71 67%	99 76%	28 68%	62 72%	73 74%	6 67%	1 100%	90 71%	73 74%	7 70%	27 79%	143 71%	94 71%	76 73%	41 69%	35 78%
Somewhat positive	62 26%	-	-	-	-	62 26%	34 32%	28 22%	11 27%	22 26%	26 26%	3 33%	-	33 26%	26 26%	3 30%	7 21%	55 27%	38 29%	24 23%	16 27%	8 18%
BOTTOM 2 BOX (NET)	4 2%	-	-	-	-	4 2%	1 1%	3 2%	2 5% K	2 2%	-	-	-	4 3%	-	-	-	4 2%	-	4 4% S	2 3%	2 4%
Somewhat negative	2 1%	-	-	-	-	2 1%	-	2 2%	1 2%	1 1%	-	-	-	2 2%	-	-	-	2 1%	-	2 2%	1 2%	1 2%
Very negative	2 1%	-	-	-	-	2 1%	1 1%	1 1%	1 2%	1 1%	-	-	-	2 2%	-	-	-	2 1%	-	2 2%	1 2%	1 2%
Sigma	236 100%	-	-	-	-	236 100%	106 100%	130 100%	41 100%	86 100%	99 100%	9 100%	1 100%	127 100%	99 100%	10 100%	34 100%	202 100%	132 100%	104 100%	59 100%	45 100%

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

Q736_17. What has your experience been like with websites that have the following domain name extensions?
17. .in

14 Mar 2015
Table 204

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	517	**	**	**	**	517	306	211	117	171	190	33*	6**	288	190	39*	102	415	222	295	200	95*
Weighted Base	517	**	**	**	**	517	306	211	117	171	190	33*	6**	288	190	39*	102	415	222	295	200	95*
TOP 2 BOX (NET)	508 98%	-	-	-	-	508 98%	300 98%	208 99%	115 98%	168 98%	187 98%	32 97%	6 100%	283 98%	187 98%	38 97%	100 98%	408 98%	218 98%	290 98%	199 100%	91 96%
Very positive	345 67%	-	-	-	-	345 67%	202 66%	143 68%	80 68%	115 67%	125 66%	21 64%	4 67%	195 68%	125 66%	25 64%	62 61%	283 68%	163 73%	182 62%	126 63%	56 59%
Somewhat positive	163 32%	-	-	-	-	163 32%	98 32%	65 31%	35 30%	53 31%	62 33%	11 33%	2 33%	88 31%	62 33%	13 33%	38 37%	125 30%	55 25%	108 37%	73 37%	35 37%
BOTTOM 2 BOX (NET)	9 2%	-	-	-	-	9 2%	6 2%	3 1%	2 2%	3 2%	3 2%	1 3%	-	5 2%	3 2%	1 3%	2 2%	7 2%	4 2%	5 2%	1 1%	4 4%
Somewhat negative	9 2%	-	-	-	-	9 2%	6 2%	3 1%	2 2%	3 2%	3 2%	1 3%	-	5 2%	3 2%	1 3%	2 2%	7 2%	4 2%	5 2%	1 1%	4 4%
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	517 100%	-	-	-	-	517 100%	306 100%	211 100%	117 100%	171 100%	190 100%	33 100%	6 100%	288 100%	190 100%	39 100%	102 100%	415 100%	222 100%	295 100%	200 100%	95 100%

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

Q736_18. What has your experience been like with websites that have the following domain name extensions?
18. .id

14 Mar 2015
Table 205

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	150	**	**	**	**	150	79*	71*	36*	63*	49*	2**	**	99*	49*	2**	31*	119	88*	62*	43*	19**
Weighted Base	150	**	**	**	**	150	79*	71*	36*	63*	49*	2**	**	99*	49*	2**	31*	119	88*	62*	43*	19**
TOP 2 BOX (NET)	149 99%	-	-	-	-	149 99%	79 100%	70 99%	35 97%	63 100%	49 100%	2 100%	-	98 99%	49 100%	2 100%	31 100%	118 99%	88 100%	61 98%	43 100%	18 95%
Very positive	112 75%	-	-	-	-	112 75%	59 75%	53 75%	24 67%	48 76%	39 80%	1 50%	-	72 73%	39 80%	1 50%	24 77%	88 74%	70 80%	42 68%	29 67%	13 68%
Somewhat positive	37 25%	-	-	-	-	37 25%	20 25%	17 24%	11 31%	15 24%	10 20%	1 50%	-	26 26%	10 20%	1 50%	7 23%	30 25%	18 20%	19 31%	14 33%	5 28%
BOTTOM 2 BOX (NET)	1 1%	-	-	-	-	1 1%	-	1 1%	1 3%	-	-	-	-	1 1%	-	-	-	1 1%	-	1 2%	-	1 5%
Somewhat negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very negative	1 1%	-	-	-	-	1 1%	-	1 1%	1 3%	-	-	-	-	1 1%	-	-	-	1 1%	-	1 2%	-	1 5%
Sigma	150 100%	-	-	-	-	150 100%	79 100%	71 100%	36 100%	63 100%	49 100%	2 100%	-	99 100%	49 100%	2 100%	31 100%	119 100%	88 100%	62 100%	43 100%	19 100%

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

Q736_19. What has your experience been like with websites that have the following domain name extensions?
19. .ng

14 Mar 2015
Table 206

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	157	**	**	**	157	**	124	33*	21**	88*	45*	2**	1**	109	45*	3**	44*	113	67*	90*	61*	29**
Weighted Base	157	**	**	**	157	**	124	33*	21**	88*	45*	2**	1**	109	45*	3**	44*	113	67*	90*	61*	29**
TOP 2 BOX (NET)	154 98%	-	-	-	154 98%	-	122 98%	32 97%	20 95%	88 100% K	43 96%	2 100%	1 100%	108 99%	43 96%	3 100%	43 98%	111 98%	66 99%	88 98%	60 98%	28 97%
Very positive	108 69%	-	-	-	108 69%	-	88 71%	20 61%	11 52%	64 73%	33 73%	-	-	75 69%	33 73%	-	34 77%	74 65%	44 66%	64 71%	40 66%	24 83%
Somewhat positive	46 29%	-	-	-	46 29%	-	34 27%	12 36%	9 43%	24 27%	10 22%	2 100%	1 100%	33 30%	10 22%	3 100%	9 20%	37 33%	22 33%	24 27%	20 33%	4 14%
BOTTOM 2 BOX (NET)	3 2%	-	-	-	3 2%	-	2 2%	1 3%	1 5%	-	2 4% J	-	-	1 1%	2 4%	-	1 2%	2 2%	1 1%	2 2%	1 2%	1 3%
Somewhat negative	3 2%	-	-	-	3 2%	-	2 2%	1 3%	1 5%	-	2 4% J	-	-	1 1%	2 4%	-	1 2%	2 2%	1 1%	2 2%	1 2%	1 3%
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	157 100%	-	-	-	157 100%	-	124 100%	33 100%	21 100%	88 100%	45 100%	2 100%	1 100%	109 100%	45 100%	3 100%	44 100%	113 100%	67 100%	90 100%	61 100%	29 100%

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

Q736_20. What has your experience been like with websites that have the following domain name extensions?
20. .za

14 Mar 2015
Table 207

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	90*	**	**	**	90*	**	35*	55*	20**	30*	35*	4**	1**	50*	35*	5**	21**	69*	35*	55*	25**	30*
Weighted Base	90*	**	**	**	90*	**	35*	55*	20**	30*	35*	4**	1**	50*	35*	5**	21**	69*	35*	55*	25**	30*
TOP 2 BOX (NET)	90 100%	-	-	-	90 100%	-	35 100%	55 100%	20 100%	30 100%	35 100%	4 100%	1 100%	50 100%	35 100%	5 100%	21 100%	69 100%	35 100%	55 100%	25 100%	30 100%
Very positive	69 77%	-	-	-	69 77%	-	25 71%	44 80%	15 75%	24 80%	26 74%	3 75%	1 100%	39 78%	26 74%	4 80%	14 67%	55 80%	26 74%	43 78%	19 76%	24 80%
Somewhat positive	21 23%	-	-	-	21 23%	-	10 29%	11 20%	5 25%	6 20%	9 26%	1 25%	-	11 22%	9 26%	1 20%	7 33%	14 20%	9 26%	12 22%	6 24%	6 20%
BOTTOM 2 BOX (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	90 100%	-	-	-	90 100%	-	35 100%	55 100%	20 100%	30 100%	35 100%	4 100%	1 100%	50 100%	35 100%	5 100%	21 100%	69 100%	35 100%	55 100%	25 100%	30 100%

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

Q736_21. What has your experience been like with websites that have the following domain name extensions?
21. .eg

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	57*	-**	-**	-**	57*	-**	48*	9**	17**	20**	19**	1**	-**	37*	19**	1**	6**	51*	31*	26**	18**	8**
Weighted Base	57*	-**	-**	-**	57*	-**	48*	9**	17**	20**	19**	1**	-**	37*	19**	1**	6**	51*	31*	26**	18**	8**
TOP 2 BOX (NET)	57 100%	-	-	-	57 100%	-	48 100%	9 100%	17 100%	20 100%	19 100%	1 100%	-	37 100%	19 100%	1 100%	6 100%	51 100%	31 100%	26 100%	18 100%	8 100%
Very positive	30 53%	-	-	-	30 53%	-	26 54%	4 44%	10 59%	8 40%	11 58%	1 100%	-	18 49%	11 58%	1 100%	5 83%	25 49%	15 48%	15 58%	13 72%	2 25%
Somewhat positive	27 47%	-	-	-	27 47%	-	22 46%	5 56%	7 41%	12 60%	8 42%	-	-	19 51%	8 42%	-	1 17%	26 51%	16 52%	11 42%	5 28%	6 75%
BOTTOM 2 BOX (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	57 100%	-	-	-	57 100%	-	48 100%	9 100%	17 100%	20 100%	19 100%	1 100%	-	37 100%	19 100%	1 100%	6 100%	51 100%	31 100%	26 100%	18 100%	8 100%

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

Q736_22. What has your experience been like with websites that have the following domain name extensions?

14 Mar 2015
Table 209

22. .co

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	100	**	100	**	**	**	55*	45*	8**	19**	42*	24**	7**	27**	42*	31*	30*	70*	42*	58*	29**	29**
Weighted Base	100	**	100	**	**	**	55*	45*	8**	19**	42*	24**	7**	27**	42*	31*	30*	70*	42*	58*	29**	29**
TOP 2 BOX (NET)	100 100%	-	100 100%	-	-	-	55 100%	45 100%	8 100%	19 100%	42 100%	24 100%	7 100%	27 100%	42 100%	31 100%	30 100%	70 100%	42 100%	58 100%	29 100%	29 100%
Very positive	73 73%	-	73 73%	-	-	-	40 73%	33 73%	5 63%	15 79%	30 71%	17 71%	6 86%	20 74%	30 71%	23 74%	21 70%	52 74%	29 69%	44 76%	19 66%	25 88%
Somewhat positive	27 27%	-	27 27%	-	-	-	15 27%	12 27%	3 38%	4 21%	12 29%	7 29%	1 14%	7 26%	12 29%	8 26%	9 30%	18 26%	13 31%	14 24%	10 34%	4 14%
BOTTOM 2 BOX (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	-	100 100%	-	-	-	55 100%	45 100%	8 100%	19 100%	42 100%	24 100%	7 100%	27 100%	42 100%	31 100%	30 100%	70 100%	42 100%	58 100%	29 100%	29 100%

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

Q736_23. What has your experience been like with websites that have the following domain name extensions?
23. .ar

14 Mar 2015
Table 210

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	91*	**	91*	**	**	**	41*	50*	9**	18**	49*	11**	4**	27**	49*	15**	24**	67*	34*	57*	25**	32*
Weighted Base	91*	**	91*	**	**	**	41*	50*	9**	18**	49*	11**	4**	27**	49*	15**	24**	67*	34*	57*	25**	32*
TOP 2 BOX (NET)	89 98%	-	89 98%	-	-	-	39 95%	50 100%	9 100%	18 100%	48 98%	11 100%	3 75%	27 100%	48 98%	14 93%	23 96%	66 99%	33 97%	56 98%	24 96%	32 100%
Very positive	65 71%	-	65 71%	-	-	-	23 56%	42 84%	6 67%	16 89%	33 67%	8 73%	2 50%	22 81%	33 67%	10 67%	16 67%	49 73%	23 68%	42 74%	18 72%	24 75%
Somewhat positive	24 26%	-	24 26%	-	-	-	16 39%	8 16%	3 33%	2 11%	15 31%	3 27%	1 25%	5 19%	15 31%	4 27%	7 29%	17 25%	10 29%	14 25%	6 24%	8 25%
BOTTOM 2 BOX (NET)	2 2%	-	2 2%	-	-	-	2 5%	-	-	-	1 2%	-	1 25%	-	1 2%	1 7%	1 4%	1 1%	1 3%	1 2%	1 4%	-
Somewhat negative	1 1%	-	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	1 2%	1 4%	-
Very negative	1 1%	-	1 1%	-	-	-	1 2%	-	-	-	-	-	1 25%	-	-	1 7%	1 4%	-	1 3%	-	-	-
Sigma	91 100%	-	91 100%	-	-	-	41 100%	50 100%	9 100%	18 100%	49 100%	11 100%	4 100%	27 100%	49 100%	15 100%	24 100%	67 100%	34 100%	57 100%	25 100%	32 100%

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

Q736_24. What has your experience been like with websites that have the following domain name extensions?
24. .br

14 Mar 2015
Table 211

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	296	**	296	**	**	**	150	146	63*	104	99*	19**	11**	167	99*	30*	73*	223	117	179	89*	90*
Weighted Base	296	**	296	**	**	**	150	146	63*	104	99*	19**	11**	167	99*	30*	73*	223	117	179	89*	90*
TOP 2 BOX (NET)	290 98%	-	290 98%	-	-	-	147 98%	143 98%	61 97%	103 99%	96 97%	19 100%	11 100%	164 98%	96 97%	30 100%	72 99%	218 98%	116 99%	174 97%	87 98%	87 97%
Very positive	216 73%	-	216 73%	-	-	-	104 69%	112 77%	49 78%	70 67%	76 77%	14 74%	7 64%	119 71%	76 77%	21 70%	53 73%	163 73%	90 77%	126 70%	71 80%	55 61%
Somewhat positive	74 25%	-	74 25%	-	-	-	43 29%	31 21%	12 19%	33 32%	20 20%	5 26%	4 36%	45 27%	20 20%	9 30%	19 26%	55 25%	26 22%	48 27%	16 18%	32 36%
BOTTOM 2 BOX (NET)	6 2%	-	6 2%	-	-	-	3 2%	3 2%	2 3%	1 1%	3 3%	-	-	3 2%	3 3%	-	1 1%	5 2%	1 1%	5 3%	2 2%	3 3%
Somewhat negative	6 2%	-	6 2%	-	-	-	3 2%	3 2%	2 3%	1 1%	3 3%	-	-	3 2%	3 3%	-	1 1%	5 2%	1 1%	5 3%	2 2%	3 3%
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	296 100%	-	296 100%	-	-	-	150 100%	146 100%	63 100%	104 100%	99 100%	19 100%	11 100%	167 100%	99 100%	30 100%	73 100%	223 100%	117 100%	179 100%	89 100%	90 100%

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

Q736_25. What has your experience been like with websites that have the following domain name extensions?
25. .it

14 Mar 2015
Table 212

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	93*	**	**	93*	**	**	56*	37*	3**	16**	56*	11**	7**	19**	56*	18**	20**	73*	29**	64*	13**	51*
Weighted Base	93*	**	**	93*	**	**	56*	37*	3**	16**	56*	11**	7**	19**	56*	18**	20**	73*	29**	64*	13**	51*
TOP 2 BOX (NET)	93 100%	-	-	93 100%	-	-	56 100%	37 100%	3 100%	16 100%	56 100%	11 100%	7 100%	19 100%	56 100%	18 100%	20 100%	73 100%	29 100%	64 100%	13 100%	51 100%
Very positive	46 49%	-	-	46 49%	-	-	30 54%	16 43%	3 100%	7 44%	27 48%	5 45%	4 57%	10 53%	27 48%	9 50%	7 35%	39 53%	16 55%	30 47%	6 46%	24 47%
Somewhat positive	47 51%	-	-	47 51%	-	-	26 46%	21 57%	-	9 56%	29 52%	6 55%	3 43%	9 47%	29 52%	9 50%	13 65%	34 47%	13 45%	34 53%	7 54%	27 53%
BOTTOM 2 BOX (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	93 100%	-	-	93 100%	-	-	56 100%	37 100%	3 100%	16 100%	56 100%	11 100%	7 100%	19 100%	56 100%	18 100%	20 100%	73 100%	29 100%	64 100%	13 100%	51 100%

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

Q736_26. What has your experience been like with websites that have the following domain name extensions?

14 Mar 2015
Table 213

26. .tr

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	80*	-**	-**	80*	-**	-**	44*	36*	19**	29**	29**	3**	-**	48*	29**	3**	11**	69*	16**	64*	40*	24**
Weighted Base	80*	-**	-**	80*	-**	-**	44*	36*	19**	29**	29**	3**	-**	48*	29**	3**	11**	69*	16**	64*	40*	24**
TOP 2 BOX (NET)	80 100%	-	-	80 100%	-	-	44 100%	36 100%	19 100%	29 100%	29 100%	3 100%	-	48 100%	29 100%	3 100%	11 100%	69 100%	16 100%	64 100%	40 100%	24 100%
Very positive	58 73%	-	-	58 73%	-	-	36 82% H	22 61%	12 63%	23 79%	21 72%	2 67%	-	35 73%	21 72%	2 67%	9 82%	49 71%	14 88%	44 69%	26 65%	18 75%
Somewhat positive	22 28%	-	-	22 28%	-	-	8 18%	14 39% G	7 37%	6 21%	8 28%	1 33%	-	13 27%	8 28%	1 33%	2 18%	20 29%	2 13%	20 31%	14 35%	6 25%
BOTTOM 2 BOX (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	80 100%	-	-	80 100%	-	-	44 100%	36 100%	19 100%	29 100%	29 100%	3 100%	-	48 100%	29 100%	3 100%	11 100%	69 100%	16 100%	64 100%	40 100%	24 100%

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

Q736_27. What has your experience been like with websites that have the following domain name extensions?
27. .es

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	91*	**	**	91*	**	**	58*	33*	1**	16**	64*	7**	3**	17**	64*	10**	20**	71*	23**	68*	15**	53*
Weighted Base	91*	**	**	91*	**	**	58*	33*	1**	16**	64*	7**	3**	17**	64*	10**	20**	71*	23**	68*	15**	53*
TOP 2 BOX (NET)	90 99%	-	-	90 99%	-	-	57 98%	33 100%	1 100%	16 100%	63 98%	7 100%	3 100%	17 100%	63 98%	10 100%	20 100%	70 99%	22 96%	68 100%	15 100%	53 100%
Very positive	23 25%	-	-	23 25%	-	-	14 24%	9 27%	-	5 31%	15 23%	3 43%	-	5 29%	15 23%	3 30%	4 20%	19 27%	10 43%	13 19%	2 13%	11 21%
Somewhat positive	67 74%	-	-	67 74%	-	-	43 74%	24 73%	1 100%	11 69%	48 75%	4 57%	3 100%	12 71%	48 75%	7 70%	16 80%	51 72%	12 52%	55 81%	13 87%	42 79%
BOTTOM 2 BOX (NET)	1 1%	-	-	1 1%	-	-	1 2%	-	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	1 4%	-	-	-
Somewhat negative	1 1%	-	-	1 1%	-	-	1 2%	-	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	1 4%	-	-	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	91 100%	-	-	91 100%	-	-	58 100%	33 100%	1 100%	16 100%	64 100%	7 100%	3 100%	17 100%	64 100%	10 100%	20 100%	71 100%	23 100%	68 100%	15 100%	53 100%

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

Q736_28. What has your experience been like with websites that have the following domain name extensions?
28. .pl

14 Mar 2015
Table 215

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	99*	-**	-**	99*	-**	-**	45*	54*	21**	19**	42*	14**	3**	40*	42*	17**	30*	69*	40*	59*	27**	32*
Weighted Base	99*	-**	-**	99*	-**	-**	45*	54*	21**	19**	42*	14**	3**	40*	42*	17**	30*	69*	40*	59*	27**	32*
TOP 2 BOX (NET)	98 99%	-	-	98 99%	-	-	44 98%	54 100%	21 100%	19 100%	41 98%	14 100%	3 100%	40 100%	41 98%	17 100%	30 100%	68 99%	39 98%	59 100%	27 100%	32 100%
Very positive	53 54%	-	-	53 54%	-	-	28 62%	25 46%	10 48%	11 58%	22 52%	8 57%	2 67%	21 53%	22 52%	10 59%	13 43%	40 58%	24 60%	29 49%	16 59%	13 41%
Somewhat positive	45 45%	-	-	45 45%	-	-	16 36%	29 54%	11 52%	8 42%	19 45%	6 43%	1 33%	19 48%	19 45%	7 41%	17 57%	28 41%	15 38%	30 51%	11 41%	19 59%
BOTTOM 2 BOX (NET)	1 1%	-	-	1 1%	-	-	1 2%	-	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	1 3%	-	-	-
Somewhat negative	1 1%	-	-	1 1%	-	-	1 2%	-	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	1 3%	-	-	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	99 100%	-	-	99 100%	-	-	45 100%	54 100%	21 100%	19 100%	42 100%	14 100%	3 100%	40 100%	42 100%	17 100%	30 100%	69 100%	40 100%	59 100%	27 100%	32 100%

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

Q736_29. What has your experience been like with websites that have the following domain name extensions?
29. .uk

14 Mar 2015
Table 216

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	191	**	**	191	**	**	109	82*	28**	37*	82*	24**	20**	65*	82*	44*	28**	163	40*	151	13**	138
Weighted Base	191	**	**	191	**	**	109	82*	28**	37*	82*	24**	20**	65*	82*	44*	28**	163	40*	151	13**	138
TOP 2 BOX (NET)	189 99%	-	-	189 99%	-	-	108 99%	81 99%	28 100%	36 97%	82 100%	24 100%	19 95%	64 98%	82 100%	43 98%	28 100%	161 99%	40 100%	149 99%	13 100%	136 99%
Very positive	111 58%	-	-	111 58%	-	-	62 57%	49 60%	22 79%	16 43%	45 55%	18 75%	10 50%	38 58%	45 55%	28 64%	13 46%	98 60%	27 68%	84 56%	9 69%	75 54%
Somewhat positive	78 41%	-	-	78 41%	-	-	46 42%	32 39%	6 21%	20 54%	37 45%	6 25%	9 45%	26 40%	37 45%	15 34%	15 54%	63 39%	13 33%	65 43%	4 31%	61 44%
BOTTOM 2 BOX (NET)	2 1%	-	-	2 1%	-	-	1 1%	1 1%	-	1 3%	-	-	1 5%	1 2%	-	1 2%	-	2 1%	-	2 1%	-	2 1%
Somewhat negative	2 1%	-	-	2 1%	-	-	1 1%	1 1%	-	1 3%	-	-	1 5%	1 2%	-	1 2%	-	2 1%	-	2 1%	-	2 1%
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	191 100%	-	-	191 100%	-	-	109 100%	82 100%	28 100%	37 100%	82 100%	24 100%	20 100%	65 100%	82 100%	44 100%	28 100%	163 100%	40 100%	151 100%	13 100%	138 100%

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

Q736_30. What has your experience been like with websites that have the following domain name extensions?
30. .fr

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	168	**	**	168	**	**	71*	97*	6**	23**	85*	32*	22**	29**	85*	54*	29**	139	22**	146	16**	130
Weighted Base	168	**	**	168	**	**	71*	97*	6**	23**	85*	32*	22**	29**	85*	54*	29**	139	22**	146	16**	130
TOP 2 BOX (NET)	166 99%	-	-	166 99%	-	-	69 97%	97 100%	6 100%	22 96%	84 99%	32 100%	22 100%	28 97%	84 99%	54 100%	29 100%	137 99%	20 91%	146 100%	16 100%	130 100%
Very positive	72 43%	-	-	72 43%	-	-	29 41%	43 44%	5 83%	9 39%	34 40%	11 34%	13 59%	14 48%	34 40%	24 44%	12 41%	60 43%	14 64%	58 40%	8 50%	50 38%
Somewhat positive	94 56%	-	-	94 56%	-	-	40 56%	54 56%	1 17%	13 57%	50 59%	21 66%	9 41%	14 48%	50 59%	30 56%	17 59%	77 55%	6 27%	88 60%	8 50%	80 62%
BOTTOM 2 BOX (NET)	2 1%	-	-	2 1%	-	-	2 3%	-	-	1 4%	1 1%	-	-	1 3%	1 1%	-	-	2 1%	2 9%	-	-	-
Somewhat negative	2 1%	-	-	2 1%	-	-	2 3%	-	-	1 4%	1 1%	-	-	1 3%	1 1%	-	-	2 1%	2 9%	-	-	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	168 100%	-	-	168 100%	-	-	71 100%	97 100%	6 100%	23 100%	85 100%	32 100%	22 100%	29 100%	85 100%	54 100%	29 100%	139 100%	22 100%	146 100%	16 100%	130 100%

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

Q736_31. What has your experience been like with websites that have the following domain name extensions?

14 Mar 2015
Table 218

31. .de

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	227	**	**	227	**	**	148	79*	2**	15**	117	68*	25**	17**	117	93*	45*	182	76*	151	7**	144
Weighted Base	227	**	**	227	**	**	148	79*	2**	15**	117	68*	25**	17**	117	93*	45*	182	76*	151	7**	144
TOP 2 BOX (NET)	227 100%	-	-	227 100%	-	-	148 100%	79 100%	2 100%	15 100%	117 100%	68 100%	25 100%	17 100%	117 100%	93 100%	45 100%	182 100%	76 100%	151 100%	7 100%	144 100%
Very positive	89 39%	-	-	89 39%	-	-	57 39%	32 41%	-	6 40%	40 34%	30 44%	13 52%	6 35%	40 34%	43 46%	14 31%	75 41%	34 45%	55 36%	1 14%	54 38%
Somewhat positive	138 61%	-	-	138 61%	-	-	91 61%	47 59%	2 100%	9 60%	77 66%	38 56%	12 48%	11 65%	77 66%	50 54%	31 69%	107 59%	42 55%	96 64%	6 86%	90 63%
BOTTOM 2 BOX (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	227 100%	-	-	227 100%	-	-	148 100%	79 100%	2 100%	15 100%	117 100%	68 100%	25 100%	17 100%	117 100%	93 100%	45 100%	182 100%	76 100%	151 100%	7 100%	144 100%

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

Q736_32. What has your experience been like with websites that have the following domain name extensions?
32. .us

Base: All Qualified Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	149	149	**	**	**	**	68*	81*	10**	39*	51*	32*	17**	49*	51*	49*	29**	120	27**	122	8**	114
Weighted Base	149	149	**	**	**	**	68*	81*	10**	39*	51*	32*	17**	49*	51*	49*	29**	120	27**	122	8**	114
TOP 2 BOX (NET)	138 93%	138 93%	-	-	-	-	60 88%	78 96%	9 90%	35 90%	46 90%	31 97%	17 100%	44 90%	46 90%	48 98%	28 97%	110 92%	23 85%	115 94%	6 75%	109 96%
Very positive	46 31%	46 31%	-	-	-	-	22 32%	24 30%	-	12 31%	13 25%	11 34%	10 59%	12 24%	13 25%	21 43%	9 31%	37 31%	8 30%	38 31%	1 13%	37 32%
Somewhat positive	92 62%	92 62%	-	-	-	-	38 56%	54 67%	9 90%	23 59%	33 65%	20 63%	7 41%	32 65%	33 65%	27 55%	19 66%	73 61%	15 56%	77 63%	5 63%	72 63%
BOTTOM 2 BOX (NET)	11 7%	11 7%	-	-	-	-	8 12%	3 4%	1 10%	4 10%	5 10%	1 3%	-	5 10%	5 10%	1 2%	1 3%	10 8%	4 15%	7 6%	2 25%	5 4%
Somewhat negative	10 7%	10 7%	-	-	-	-	8 12% H	2 2%	-	4 10%	5 10%	1 3%	-	4 8%	5 10%	2 2%	-	10 8%	4 15%	6 5%	2 25%	4 4%
Very negative	1 1%	1 1%	-	-	-	-	-	1 1%	1 10%	-	-	-	-	1 2%	-	-	1 3%	-	-	1 1%	-	1 1%
Sigma	149 100%	149 100%	-	-	-	-	68 100%	81 100%	10 100%	39 100%	51 100%	32 100%	17 100%	49 100%	51 100%	49 100%	29 100%	120 100%	27 100%	122 100%	8 100%	114 100%

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

Q736_33. What has your experience been like with websites that have the following domain name extensions?
33. .ca

14 Mar 2015
Table 220

Base: All Qualified Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	185	185	**	**	**	**	93*	92*	19**	33*	68*	41*	24**	52*	68*	65*	38*	147	40*	145	15**	130
Weighted Base	185	185	**	**	**	**	93*	92*	19**	33*	68*	41*	24**	52*	68*	65*	38*	147	40*	145	15**	130
TOP 2 BOX (NET)	182 98%	182 98%	-	-	-	-	91 98%	91 99%	18 95%	33 100%	67 99%	41 100%	23 96%	51 98%	67 99%	64 98%	38 100%	144 98%	40 100%	142 98%	14 93%	128 98%
Very positive	142 77%	142 77%	-	-	-	-	66 71%	76 83%	14 74%	24 73%	53 78%	29 71%	22 92%	38 73%	53 78%	51 78%	30 79%	112 76%	30 75%	112 77%	14 93%	98 75%
Somewhat positive	40 22%	40 22%	-	-	-	-	25 27%	15 16%	4 21%	9 27%	14 21%	12 29%	1 4%	13 25%	14 21%	13 20%	8 21%	32 22%	10 25%	30 21%	-	30 23%
BOTTOM 2 BOX (NET)	3 2%	3 2%	-	-	-	-	2 2%	1 1%	1 5%	-	1 1%	-	1 4%	1 2%	1 1%	1 2%	-	3 2%	-	3 2%	1 7%	2 2%
Somewhat negative	2 1%	2 1%	-	-	-	-	1 1%	1 1%	1 5%	-	-	-	1 4%	1 2%	-	1 2%	-	2 1%	-	2 1%	1 7%	1 1%
Very negative	1 1%	1 1%	-	-	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	-	1 1%
Sigma	185 100%	185 100%	-	-	-	-	93 100%	92 100%	19 100%	33 100%	68 100%	41 100%	24 100%	52 100%	68 100%	65 100%	38 100%	147 100%	40 100%	145 100%	15 100%	130 100%

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

Q736_34. What has your experience been like with websites that have the following domain name extensions?
34. .mx

14 Mar 2015
Table 221

Base: All Qualified Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	188	188	-**	-**	-**	-**	108	80*	35*	59*	80*	11**	3**	94*	80*	14**	38*	150	71*	117	68*	49*
Weighted Base	188	188	-**	-**	-**	-**	108	80*	35*	59*	80*	11**	3**	94*	80*	14**	38*	150	71*	117	68*	49*
TOP 2 BOX (NET)	188 100%	188 100%	-	-	-	-	108 100%	80 100%	35 100%	59 100%	80 100%	11 100%	3 100%	94 100%	80 100%	14 100%	38 100%	150 100%	71 100%	117 100%	68 100%	49 100%
Very positive	111 59%	111 59%	-	-	-	-	66 61%	45 56%	19 54%	30 51%	51 64%	9 82%	2 67%	49 52%	51 64%	11 79%	21 55%	90 60%	46 65%	65 56%	41 60%	24 49%
Somewhat positive	77 41%	77 41%	-	-	-	-	42 39%	35 44%	16 46%	29 49%	29 36%	2 18%	1 33%	45 48%	29 36%	3 21%	17 45%	60 40%	25 35%	52 44%	27 40%	25 51%
BOTTOM 2 BOX (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	188 100%	188 100%	-	-	-	-	108 100%	80 100%	35 100%	59 100%	80 100%	11 100%	3 100%	94 100%	80 100%	14 100%	38 100%	150 100%	71 100%	117 100%	68 100%	49 100%

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

Q740_1. What made your experience with .biz very positive?
1. .biz

14 Mar 2015
Table 222

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	254	29**	14**	37*	37*	137	144	110	27**	94*	110	16**	7**	121	110	23**	33*	221	141	113	57*	56*
Weighted Base	254	29**	14**	37*	37*	137	144	110	27**	94*	110	16**	7**	121	110	23**	33*	221	141	113	57*	56*
USAGE (NET)	74 29%	3 10%	2 14%	7 19%	15 41% D	47 34%	50 35% H	24 22%	7 26%	31 33%	30 27%	3 19%	3 43%	38 31%	30 27%	6 26%	12 36%	62 28%	46 33%	28 25%	16 28%	12 21%
BUSINESSES/ORGANIZATIONS (SUB-NET)	56 22%	3 10%	-	5 14%	15 41% ADF	33 24%	40 28% H	16 15%	5 19%	23 24%	24 22%	2 13%	2 29%	28 23%	24 22%	4 17%	10 30%	46 21%	33 23%	23 20%	12 21%	11 20%
Business/Work website usage	53 21%	2 7%	-	4 11%	15 41% ADF	32 23%	38 26% H	15 14%	4 15%	22 23%	24 22%	2 13%	1 14%	26 21%	24 22%	3 13%	10 30%	43 19%	31 22%	22 19%	12 21%	10 18%
Commercial websites	2 1%	-	-	1 3%	-	1 1%	2 1%	-	-	2 2%	-	-	-	2 2%	-	-	2 6% R	-	1 1%	1 1%	-	1 2%
Specific to a company/good/large companies	2 1%	-	-	1 3%	-	1 1%	1 1%	1 1%	-	2 2%	-	-	-	2 2%	-	-	1 3%	1 3%	-	2 2%	-	2 4%
Organization website/extension	1 *	1 3%	-	-	-	-	1 1%	-	-	-	-	-	1 14%	-	-	1 4%	-	1 *	1 1%	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	2 1%	-	-	1 3%	1 3%	-	2 1%	-	1 4%	1 1%	-	-	-	2 2%	-	-	1 3%	1 *	2 1%	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	12 5%	1 3%	1 7%	2 5%	-	8 6%	5 3%	7 6%	2 7%	5 5%	4 4%	-	1 14%	7 6%	4 4%	1 4%	2 6%	10 5%	8 6%	4 4%	2 4%	2 4%
Familiar with website/Have visited/used before/in the past	7 3%	-	-	1 3%	-	6 4%	2 1%	5 5%	2 7%	4 4%	1 1%	-	-	6 5%	1 1%	-	1 3%	6 3%	6 4%	1 1%	1 2%	-
Always use it/The one I use most/frequently	5 2%	1 3%	1 7%	1 3%	-	2 1%	3 2%	2 2%	-	1 1%	3 3%	-	1 14%	1 1%	3 3%	1 4%	1 3%	4 2%	2 1%	3 3%	1 2%	2 4%

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

Q740_1. What made your experience with .biz very positive?
1. .biz

14 Mar 2015
Table 222

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	254	29**	14**	37*	37*	137	144	110	27**	94*	110	16**	7**	121	110	23**	33*	221	141	113	57*	56*
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	7 3%	-	1 7%	-	-	6 4%	5 3%	2 2%	-	2 2%	3 3%	2 13%	-	2 2%	3 3%	2 9%	-	7 3%	6 4%	1 1%	1 2%	-
Allows for searching/browsing	3 1%	-	-	-	-	3 2%	2 1%	1 1%	-	2 2%	1 1%	-	-	2 2%	1 1%	-	-	3 1%	3 2%	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	4 2%	-	1 7%	-	-	3 2%	3 2%	1 1%	-	-	2 2%	2 13%	-	-	2 2%	2 9%	-	4 2%	3 2%	1 1%	1 2%	-
COUNTRIES (SUB-NET)	1	-	-	-	-	1 1%	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	-	1	-	1 1%	1 2%	-
International/Used worldwide/Global	1	-	-	-	-	1 1%	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	-	1	-	1 1%	1 2%	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_1. What made your experience with .biz very positive?
1. .biz

14 Mar 2015
Table 222

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	254	29**	14**	37*	37*	137	144	110	27**	94*	110	16**	7**	121	110	23**	33*	221	141	113	57*	56*
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	40 16% F	9 31%	4 29%	13 35% AEF	5 14%	9 7%	20 14%	20 18%	3 11%	6 6%	23 21% J	4 25%	4 57%	9 7%	23 21% N	8 35%	6 18%	34 15%	15 11%	25 22% S	12 21%	13 23%
No problems/Good experience with website	25 10% F	4 14%	3 21%	10 27% AEF	1 3%	7 5%	15 10%	10 9%	1 4%	2 2%	15 14% J	4 25%	3 43%	3 2%	15 14% N	7 30%	3 9%	22 10%	9 6%	16 14% S	7 12%	9 16%
Worked/Effective	7 3%	3 10%	-	-	2 5%	2 1%	2 1%	5 5%	-	2 2%	4 4%	-	1 14%	2 2%	4 4%	1 4%	2 6%	5 2%	1 1%	6 5% S	3 5%	3 5%
Fast/Good speed	5 2%	2 7%	-	1 3%	2 5% F	-	2 1%	3 3%	1 4%	-	3 3%	-	1 14%	1 1%	3 3%	1 4%	-	5 2%	2 1%	3 3%	2 4%	1 2%
Reliable	4 2%	1 3%	1 7%	2 5% F	-	-	2 1%	2 2%	1 4%	2 2%	1 1%	-	-	3 2%	1 1%	-	1 3%	3 1%	3 2%	1 1%	-	1 2%
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	37 15%	4 14%	2 14%	2 5%	6 16%	23 17%	23 16%	14 13%	6 22%	13 14%	17 15%	1 6%	-	19 16%	17 15%	1 4%	3 9%	34 15%	24 17%	13 12%	6 11%	7 13%

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

Q740_1. What made your experience with .biz very positive?
1. .biz

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	254	29**	14**	37*	37*	137	144	110	27**	94*	110	16**	7**	121	110	23**	33*	221	141	113	57*	56*
Everything/Good/Like site	18 7%	1 3%	1 7%	-	1 3%	15 11% AD	13 9%	5 5%	5 19%	7 7%	6 5%	-	-	12 10%	6 5%	-	-	18 8%	13 9%	5 4%	3 5%	2 4%
It's memorable/Easy to remember	3 1%	2 7%	-	-	-	1 1%	1 1%	2 2%	-	2 2%	1 1%	-	-	2 2%	1 1%	-	1 3%	2 1%	1 1%	2 2%	1 2%	1 2%
OK/Fine	3 1%	-	-	1 3%	-	2 1%	1 1%	2 2%	1 4%	-	1 1%	1 6%	-	1 1%	1 1%	1 4%	1 3%	2 1%	1 1%	2 2%	1 2%	1 2%
Different/Unique	2 1%	-	-	-	1 3%	1 1%	2 1%	-	-	1 1%	1 1%	-	-	1 1%	1 1%	-	-	2 1%	2 1%	-	-	-
Interesting websites	2 1%	-	-	1 3%	-	1 1%	-	2 2%	-	-	2 2%	-	-	-	2 2%	-	-	2 1%	1 1%	1 1%	-	1 2%
Descriptive/Indicates what it stands for	1 *	1 3%	-	-	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	-	1 *	1 1%	-	-	-
It's professional	1 *	-	-	-	1 3%	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	-	1 *	1 1%	-	-	-
Not a lot of ads/pop ups	1 *	-	-	-	1 3%	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	-	1 *	-	1 1%	-	1 2%
It indicates seriousness/that it's important	1 *	-	-	-	1 3%	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 *	-	1 1%	1 2%	-
Organized/Not cluttered	1 *	-	-	-	1 3%	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	-	1 *	1 1%	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	6 2%	2 7%	1 7%	-	-	3 2%	4 3%	2 2%	-	4 4%	2 2%	-	-	4 3%	2 2%	-	1 3%	5 2%	5 4%	1 1%	-	1 2%
CONTENT (NET)	36 14%	4 14%	1 7%	3 8%	10 27% ADF	18 13%	22 15%	14 13%	6 22%	14 15%	12 11%	2 13%	2 29%	20 17%	12 11%	4 17%	4 12%	32 14%	19 13%	17 15%	10 18%	7 13%
INFORMATION (SUB-NET)	34 13%	4 14%	1 7%	2 5%	10 27% ADF	17 12%	20 14%	14 13%	5 19%	14 15%	12 11%	1 6%	2 29%	19 16%	12 11%	3 13%	4 12%	30 14%	18 13%	16 14%	10 18%	6 11%
Comprehensive/Can search all information in one place	11 4%	2 7%	-	-	3 8%	6 4%	6 4%	5 5%	1 4%	5 5%	3 3%	1 6%	1 14%	6 5%	3 3%	2 9%	1 3%	10 5%	5 4%	6 5%	3 5%	3 5%
Good/Helpful information	8 3%	2 7%	-	1 3%	3 8% F	2 1%	6 4%	2 2%	1 4%	2 2%	4 4%	-	1 14%	3 2%	4 4%	1 4%	-	8 4%	4 3%	4 4%	2 4%	2 4%

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

Q740_1. What made your experience with .biz very positive?
1. .biz

14 Mar 2015
Table 222

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	254	29**	14**	37*	37*	137	144	110	27**	94*	110	16**	7**	121	110	23**	33*	221	141	113	57*	56*
Information/Informative	8 3%	-	1 7%	-	2 5%	5 4%	5 3%	3 3%	-	7 7% K	1 1%	-	-	7 6% O	1 1%	-	2 6%	6 3%	5 4%	3 3%	3 5%	-
Accurate/Authentic information	5 2%	-	-	1 3%	1 3%	3 2%	2 1%	3 3%	2 7%	1 1%	2 2%	-	-	3 2%	2 2%	-	1 3%	4 2%	1 1%	4 4%	3 5%	1 2%
Other information mentions	3 1%	-	-	-	1 3%	2 1%	2 1%	1 1%	1 4%	-	2 2%	-	-	1 1%	2 2%	-	-	3 1%	3 2%	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	3 1%	1 3%	-	1 3%	-	1 1%	2 1%	1 1%	2 7%	-	-	1 6%	-	2 2%	-	1 4%	-	3 1%	2 1%	1 1%	-	1 2%
Good/Like the content	1 *	1 3%	-	-	-	-	-	1 1%	1 4%	-	-	-	-	1 1%	-	-	-	1 *	1 1%	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	1 *	-	-	-	-	1 1%	1 1%	-	1 4%	-	-	-	-	1 1%	-	-	-	1 *	1 1%	-	-	-
Other miscellaneous content mentions	1 *	-	-	1 3%	-	-	1 1%	-	-	-	-	1 6%	-	-	-	1 4%	-	1 *	-	1 1%	-	1 2%
BRAND/QUALITY (NET)	32 13% E	4 14%	5 36%	6 16% E	-	17 12% E	15 10%	17 15%	4 15%	10 11%	15 14%	3 19%	-	14 12%	15 14%	3 13%	1 3%	31 14%	21 15%	11 10%	7 12%	4 7%
Well known/Popular/Most commonly used domain	11 4%	1 3%	-	3 8%	-	7 5%	5 3%	6 5%	-	2 2%	8 7%	1 6%	-	2 2%	8 7% N	1 4%	-	11 5%	7 5%	4 4%	2 4%	2 4%
Honest/trustworthy	9 4%	1 3%	1 7%	1 3%	-	6 4%	5 3%	4 4%	1 4%	5 5%	3 3%	-	-	6 5%	3 3%	-	-	9 4%	4 3%	5 4%	4 7%	1 2%
Good quality brand/product	5 2%	-	3 21%	-	-	2 1%	2 1%	3 3%	2 7%	2 2%	1 1%	-	-	4 3%	1 1%	-	-	5 2%	5 4% T	-	-	-
It's a legitimate/credible site/domain	4 2%	1 3%	1 7%	1 3%	-	1 1%	1 1%	3 3%	1 4%	1 1%	1 1%	1 6%	-	2 2%	1 1%	1 4%	1 3%	3 1%	3 2%	1 1%	1 2%	-
Reputable	2 1%	-	-	1 3%	-	1 1%	2 1%	-	-	-	1 1%	1 6%	-	-	1 1%	1 4%	-	2 1%	2 1%	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_1. What made your experience with .biz very positive?
1. .biz

14 Mar 2015
Table 222

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	254	29**	14**	37*	37*	137	144	110	27**	94*	110	16**	7**	121	110	23**	33*	221	141	113	57*	56*
Other brand/quality mentions	1	1 3%	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	-	1
MISCELLANEOUS (NET)	19 7%	2 7%	-	2 5%	5 14%	10 7%	11 8%	8 7%	-	8 9%	9 8%	13 13%	-	8 7%	9 8%	2 9%	4 12%	15 7%	11 8%	8 7%	3 5%	5 9%
Meets my expectations/needs/Always find what I need/want	6 2%	-	-	-	5 14% ADF	1 1%	6 4% H	-	-	2 2%	3 3%	1 6%	-	2 2%	3 3%	1 4%	1 3%	5 2%	2 1%	4 4%	1 2%	3 5%
Positive/Just was	4 2%	-	-	1 3%	-	3 2%	1 1%	3 3%	-	2 2%	2 2%	-	-	2 2%	2 2%	-	2 6% R	2 1%	2 1%	2 2%	-	2 4%
Convenient	3 1%	-	-	-	-	3 2%	1 1%	2 2%	-	1 1%	2 2%	-	-	1 1%	2 2%	-	1 3%	2 1%	2 1%	1 1%	1 2%	-
Negative experience mentions	1	-	-	-	-	1 1%	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	-	1	1	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	5 2%	2 7%	-	1 3%	-	2 1%	2 1%	3 3%	-	2 2%	2 2%	1 6%	-	2 2%	2 2%	1 4%	-	5 2%	4 3%	1 1%	1 2%	-
FUNCTIONALITY (NET)	16 6%	1 3%	1 7%	3 8%	3 8%	8 6%	6 4%	10 9%	-	10 11%	6 5%	-	-	10 8%	6 5%	-	1 3%	15 7%	7 5%	9 8%	4 7%	5 9%
Easy to use/navigate	6 2%	1 3%	-	2 5%	-	3 2%	2 1%	4 4%	-	3 3%	3 3%	-	-	3 2%	3 3%	-	-	6 3%	3 2%	3 3%	2 4%	1 2%
Accessible/Easy to access/find	4 2%	-	-	-	2 5%	2 1%	1	3 3%	-	3 3%	1	-	-	3 2%	1	-	-	4 2%	1	3 3%	2 4%	1 2%
Practical/Useful/Helpful	3 1%	-	1 7%	1 3%	-	1	1	2 2%	-	2 2%	1	-	-	2 2%	1	-	-	3 1%	2 1%	1 1%	-	1 2%
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	3 1%	-	-	-	1 3%	2 1%	2 1%	1	-	2 2%	1	-	-	2 2%	1	-	1 3%	2 1%	1	2 2%	-	2 4%
SECURITY (NET)	15 6%	1 3%	-	3 8%	4 11%	7 5%	8 6%	7 6%	4 15%	6 6%	4 4%	1 6%	-	10 8%	4	1 4%	2 6%	13 6%	7 5%	8 7%	4 7%	4 7%

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

Q740_1. What made your experience with .biz very positive?
1. .biz

14 Mar 2015
Table 222

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	254	29**	14**	37*	37*	137	144	110	27**	94*	110	16**	7**	121	110	23**	33*	221	141	113	57*	56*
Safe/Good security	11 4%	-	-	3 8%	3 8%	5 4%	6 4%	5 5%	3 11%	5 5%	2 2%	1 6%	-	8 7%	2 2%	1 4%	2 6%	9 4%	5 4%	6 5%	4 7%	2 4%
Private/Privacy	1	-	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	1	1 1%	-	-	-
No/Less spam	1	-	-	-	1 3%	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	-	1	-	1 1%	-	1 2%
Virus/Malware protected	1	1 3%	-	-	-	-	1 1%	-	1 4%	-	-	-	-	1 1%	-	-	-	1	-	1 1%	-	1 2%
Other security mentions	1	-	-	-	-	1 1%	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1	1 1%	-	-	-
SERVICE (NET)	1	-	-	1 3%	-	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1	1 1%	-	-	-
Good service/customer service/support	1	-	-	1 3%	-	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1	1 1%	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	6 2%	1 3%	-	1 3%	-	4 3%	3 2%	3 3%	1 4%	3 3%	1 1%	1 6%	-	4 3%	1 1%	1 4%	-	6 3%	4 3%	2 2%	-	2 4%
Don't know	7 3%	1 3%	-	-	1 3%	5 4%	5 3%	2 2%	2 7%	4 4%	1 1%	-	-	6 5%	1 1%	-	2 6%	5 2%	-	7 6%	3 5%	4 7%
Declined to answer	17 7%	3 10%	1 7%	3 8%	1 3%	9 7%	8 6%	9 8%	1 4%	6 6%	9 8%	1 6%	-	7 6%	9 8%	1 4%	3 9%	14 6%	11 8%	6 5%	2 4%	4 7%
Sigma	311 122%	38 131%	16 114%	46 124%	51 138%	160 117%	180 125%	131 119%	35 130%	118 126%	129 117%	19 119%	10 143%	153 126%	129 117%	29 126%	42 127%	269 122%	172 122%	139 123%	68 119%	71 127%

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

Q740_2. What made your experience with .com very positive?

14 Mar 2015
Table 223

2. .com

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3117	509	403	409	297	1499	1721	1396	497	931	1234	307	148	1428	1234	455	581	2536	1283	1834	805	1029
Weighted Base	3117	509	403	409	297	1499	1721	1396	497	931	1234	307	148	1428	1234	455	581	2536	1283	1834	805	1029
BRAND/QUALITY (NET)	1135 36% CD	182 36% CD	110 27%	95 23%	112 38% CD	636 42% ABCD	644 37%	491 35%	224 45% JKLM	350 38% M	430 35% M	101 33% M	30 20%	574 40% OP	430 35% P	131 29%	201 35%	934 37%	507 40% T	628 34%	310 39% V	318 31%
Well known/Popular/Most commonly used domain	780 25% CD	138 27% CD	79 20% D	58 14%	73 25% D	432 29% ACD	446 26%	334 24%	164 33% JKLM	235 25% M	296 24% M	66 21% M	19 13%	399 28% OP	296 24% P	85 19%	140 24%	640 25%	342 27%	438 24%	212 26% V	226 22%
Honest/trustworthy	185 6%	26 5%	17 4%	17 4%	19 6%	106 7% ACD	93 5%	92 7%	37 7% M	59 6%	70 6%	15 5%	4 3%	96 7% P	70 6%	19 4%	36 6%	149 6%	90 7% T	95 5%	48 6% V	47 5%
It's a legitimate/credible site/domain	110 4% CD	13 3%	6 1%	4 1%	15 5% CD	72 5% ABCD	56 3%	54 4%	20 4% M	40 4% M	42 3% M	8 3% M	-	60 4% P	42 3%	8 2%	15 3%	95 4%	47 4%	63 3%	31 4% V	32 3%
Well established/Been around for a long time	42 1% C	6 1% C	-	4 1% C	2 1%	30 2% AC	32 2% H	10 1%	2	12 1%	20 2% I	5 2%	3 2% I	14 1%	20 2% P	8 2%	1	41 2% Q	23 2%	19 1%	14 2% V	5
Pioneer/One of the first website extensions	36 1%	7 1%	2	2	6 2%	19 1%	30 2% H	6	2	11 1%	14 1%	7 2% I	2 1%	13 1%	14 1%	9 2%	7 1%	29 1%	20 2%	16 1%	10 1% V	6 1%
Reputable	17 1%	1	-	5 1% C	2 1%	9 1%	9 1%	8 1%	4 1%	3	5	3 1%	2 1%	7	5	5 1%	3 1%	14 1%	10 1%	7	5 1% V	2
Good quality brand/product	14	-	4 1% B	5 1% ABF	-	5	6	8 1%	5 1%	3	5	1	-	8 1%	5	1	1	13 1%	7 1%	7	3	4
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	24 1%	3 1%	3 1%	3 1%	3 1%	12 1%	18 1%	6	4 1%	7 1%	11 1%	2 1%	-	11 1%	11 1%	2	7 1%	17 1%	12 1%	12 1%	6 1% V	6 1%
USAGE (NET)	796 26% BCD	103 20%	81 20%	82 20%	65 22%	465 31% ABCDE	472 27% H	324 23%	108 22%	227 24%	333 27% I	77 25%	51 34% IJL	335 23%	333 27% N	128 28% N	147 25%	649 26%	357 28% T	439 24%	203 25% V	236 23%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	341 11% DE	53 10% D	34 8%	25 6%	19 6%	210 14% ABCDE	200 12%	141 10%	43 9%	80 9%	141 11% J	48 18% IJK	29 20% IJK	123 9%	141 11% N	77 17% NO	68 12%	273 11%	137 11%	204 11%	84 10% V	120 12%
Always use it/The one I use most/frequently	252 8% DE	41 8% DE	29 7%	19 5%	12 4%	151 10% ADE	142 8%	110 8%	39 8%	60 6%	101 8% I	30 10% IJK	22 15% IJK	99 7%	101 8% N	52 11% NO	50 9%	202 8%	103 8%	149 8%	61 8% V	88 9%
Familiar with website/Have visited/used before/in the past	91 3% C	12 2%	5 1%	7 2%	7 2%	60 4% ACD	59 3%	32 2%	5 1%	20 2%	41 3% I	18 6% IJK	7 5% I	25 2%	41 3% N	25 5% NO	18 3%	73 3%	35 3%	56 3% V	24 3% V	32 3%
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_2. What made your experience with .com very positive?
2. .com

14 Mar 2015
Table 223

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	3117	509	403	409	297	1499	1721	1396	497	931	1234	307	148	1428	1234	455	581	2536	1283	1834	805	1029
BUSINESSES/ORGANIZATIONS (SUB-NET)	194 6%	19 4%	13 3%	19 5%	25 8%	118 8%	126 7%	68 5%	18 4%	61 7%	94 8%	10 3%	11 7%	79 6%	94 8%	21 5%	31 5%	163 6%	95 7%	99 5%	55 7%	44 4%
Commercial websites	65 2%	5 1%	4 1%	5 1%	6 2%	45 3%	45 3%	20 1%	8 2%	22 2%	31 3%	-	4 3%	30 2%	31 3%	4 1%	12 2%	53 2%	40 3%	25 1%	17 2%	8 1%
Business/Work website usage	55 2%	7 1%	3 1%	3 1%	6 2%	36 2%	32 2%	23 2%	4 1%	13 1%	29 2%	5 2%	4 3%	17 1%	29 2%	9 2%	7 1%	48 2%	28 2%	27 1%	14 2%	13 1%
Specific to a company/good/large companies	51 2%	4 1%	1	10 2%	9 3%	27 2%	34 2%	17 1%	4 1%	19 2%	21 2%	5 2%	2 1%	23 2%	21 2%	7 2%	6 1%	45 2%	19 1%	32 2%	17 2%	15 1%
Organization website/extension	11	2	-	1	4 1%	4	8	3	1	4	3	1	2 1%	5	3	3 1%	2	9	5	6	2	4
Government website/extension	5	-	-	-	-	5	4	1	2	2	1	-	-	4	1	-	1	4	3	2	2	-
Networking companies usually use in extension	5	-	1	-	-	4	3	2	1	-	4	-	-	1	4	-	1	4	4	1	-	1
Educational websites	4	-	2	-	1	1	1	3	-	1	3	-	-	1	3	-	2	2	1	3	1	2
Institutions websites/extensions	2	-	-	1	1	-	2	-	-	-	2	-	-	-	2	-	1	1	1	1	1	-
Used for non-profit organizations/purposes	1	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	1	1	-	-	-
Other businesses/organizations mentions	16 1%	-	2	-	3 1%	11 1%	8	8 1%	2	8 1%	5	1	-	10 1%	5	1	3 1%	13 1%	7 1%	9	6 1%	3
COUNTRIES (SUB-NET)	177 6%	16 3%	20 5%	26 6%	14 5%	101 7%	115 7%	62 4%	34 7%	64 7%	65 5%	10 3%	4 3%	98 7%	65 5%	14 3%	27 5%	150 6%	95 7%	82 4%	45 6%	37 4%
International/Used worldwide/Global	148 5%	14 3%	13 3%	18 4%	14 5%	89 6%	96 6%	52 4%	28 6%	56 6%	54 4%	7 2%	3 2%	84 6%	54 4%	10 2%	23 4%	125 5%	79 6%	69 4%	41 5%	28 3%
Country specific (Unspec.)	6	-	1	1	-	4	3	3	3 1%	1	2	-	-	4	2	-	1	5	4	2	1	1
China based website	3	-	-	-	-	3	2	1	-	2	1	-	-	2	1	-	1	2	2	1	1	-
UK based website	3	-	-	3 1%	-	-	1	2	-	-	2	1	-	-	2	1	-	3	1	2	-	2
It's my country's extension	2	-	-	-	-	2	1	1	1	-	1	-	-	1	1	-	1	1	1	1	1	-

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

Q740_2. What made your experience with .com very positive?
2. .com

14 Mar 2015
Table 223

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	3117	509	403	409	297	1499	1721	1396	497	931	1234	307	148	1428	1234	455	581	2536	1283	1834	805	1029
Brazilian/Portuguese based website	2	-	2 AF	-	-	-	1	1	2 K	-	-	-	-	2	-	-	1	1	2	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	14	2	4 1% F	4 1% F	-	4	11 1%	3	1	5 1%	5	2 1%	1 1%	6	5	3 1%	1	13 1%	6	8	2	6 1%
MISCELLANEOUS USAGE (SUB-NET)	131 4%	21 4%	20 5%	17 4%	13 4%	60 4%	60 3%	71 5% G	23 5%	40 4%	50 4%	10 3%	8 5%	63 4%	50 4%	18 4%	26 4%	105 4%	57 4%	74 4%	32 4%	42 4%
Allows for searching/browsing	36 1%	4 1%	6 1%	6 1%	3 1%	17 1%	12 1%	24 2% G	6 1%	13 1%	13 1%	3 1%	1 1%	19 1%	13 1%	4 1%	8 1%	28 1%	15 1%	21 1%	12 1%	9 1%
Email usage	32 1%	7 1%	3 1%	6 1%	3 1%	13 1%	18 1%	14 1%	1	10 1%	14 1%	4 1%	3 2% I	11 1%	14 1%	7 2%	4 1%	28 1%	9 1%	23 1%	8 1%	15 1%
Diversity/Multi-purpose website	21 1%	1	6 1% ABD	-	2 1%	12 1%	8	13 1%	5 1%	7 1%	9 1%	-	-	12 1%	9 1%	-	4 1%	17 1%	13 1%	8	3	5
Personal usage site	8	-	3 1%	1	-	4	5	3	-	3	4	-	1 1%	3	4	1	5 1% R	3	4	4	4	- V

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

Q740_2. What made your experience with .com very positive?
2. .com

14 Mar 2015
Table 223

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	3117	509	403	409	297	1499	1721	1396	497	931	1234	307	148	1428	1234	455	581	2536	1283	1834	805	1029
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	40 1%	11 2% F	4 1%	4 1%	6 2%	15 1%	19 1%	21 2%	11 2% K	10 1%	12 1%	3 1%	4 3%	21 1%	12 1%	7 2%	6 1%	34 1%	16 1%	24 1%	9 1%	15 1%
PERFORMANCE (NET)	571 18% F	132 26% AEF	100 25% AEF	137 33% ABCEF	50 17% F	152 10% F	283 16% G	288 21% G	86 17% K	144 15% J	226 18% K	73 24% IJK	42 28% IJK	230 16% N	226 18% N	115 25% NO	115 20% Q	456 18% R	176 14% S	395 22% S	154 19% U	241 23% U
No problems/Good experience with website	338 11% EF	98 19% ACEF	52 13% EF	96 23% ACEF	21 7% F	71 5% F	171 10% G	167 12% G	35 7% I	81 9% J	136 11% I	57 19% IJK	29 20% IJK	116 8% N	136 11% N	86 19% NO	69 12% Q	269 11% R	94 7% S	244 13% S	77 10% U	167 16% U
Reliable	109 3% F	13 3% F	26 6% ABF	27 7% ABF	11 4% F	32 2% F	53 3% G	56 4% G	29 6% JKL	28 3% J	40 3% K	8 3% K	4 3% K	57 4% N	40 3% N	12 3% N	25 4% Q	84 3% R	36 3% S	73 4% S	44 5% V	29 3% V
Fast/Good speed	67 2% F	7 1% F	12 3% ABF	12 3% ABF	11 4% BF	25 2% F	29 2% G	38 3% G	14 3% JKL	20 2% J	25 2% K	5 2% L	3 2% L	34 2% N	25 2% N	8 2% P	13 2% Q	54 2% R	22 2% S	45 2% S	21 3% U	24 2% U
Worked/Effective	51 2% F	15 3% AF	8 2% F	5 1% F	7 2% F	16 1% F	26 2% G	25 2% G	8 2% K	14 2% J	21 2% K	3 1% L	5 3% L	22 2% N	21 2% N	8 2% P	7 1% Q	44 2% R	15 1% S	36 2% S	12 1% U	24 2% U
Good results/search results	13 F	3 1% F	3 1% F	1 F	3 1% F	3 F	9 1% G	4 F	2 F	3 F	5 F	1 F	2 1% F	5 F	5 F	3 1% F	2 F	11 F	5 F	8 F	4 F	4 F
Other performance mentions	7 F	-	1 F	-	-	6 F	3 F	4 F	1 F	1 F	5 F	-	-	2 F	5 F	-	-	7 F	5 F	2 F	1 F	1 F
SITE APPEAL (NET)	298 10% D	48 9% D	38 9% D	35 9% D	28 9% D	149 10% D	160 9% D	138 10% D	67 13% KLM	94 10% J	108 9% K	20 7% L	9 6% L	161 11% OP	108 9% N	29 6% P	36 6% Q	262 10% Q	138 11% S	160 9% S	76 9% U	84 8% U
Everything/Good/Like site	153 5% D	26 5% D	20 5% D	12 3% D	17 6% D	78 5% D	78 5% D	75 5% D	37 7% KLM	52 6% J	48 4% K	12 4% L	4 3% L	89 6% OP	48 4% N	16 4% P	15 3% Q	138 5% Q	66 5% S	87 5% S	40 5% U	47 5% U
It's memorable/Easy to remember	27 1% D	4 1% D	3 1% D	2 D	3 1% D	15 1% D	15 1% D	12 1% D	4 1% KLM	11 1% J	10 1% K	1 L	1 L	15 1% N	10 1% N	2 P	3 1% Q	24 1% R	16 1% S	11 1% S	6 1% U	5 U
It indicates seriousness/that it's important	16 1% D	3 1% D	4 1% D	1 D	2 1% D	6 D	8 D	8 1% D	6 1% J	3 D	6 D	-	1 L	9 1% N	6 N	1 P	1 Q	15 1% R	3 S	13 1% S	8 1% U	5 U
Interesting websites	14 D	2 D	3 1% D	5 1% D	-	4 D	5 D	9 1% D	3 1% KLM	2 D	7 1% K	-	2 1% L	5 D	7 1% N	2 P	2 Q	12 D	9 1% S	5 S	3 U	2 U
OK/Fine	14 D	3 1% D	1 D	6 1% D	-	4 D	6 D	8 1% D	1 D	2 D	8 1% K	2 1% L	1 L	3 D	8 1% N	3 1% P	1 Q	13 1% R	4 S	10 1% S	3 U	7 1% U
It's professional	12 D	-	-	4 1% D	1 D	7 D	9 1% D	3 D	4 1% KLM	4 D	4 D	-	-	8 1% N	4 N	-	3 1% Q	9 D	5 S	7 S	4 U	3 U
Descriptive/Indicates what it stands for	5 D	-	-	-	-	5 D	2 D	3 D	1 D	2 D	2 D	-	-	3 D	2 D	-	1 Q	4 D	2 S	3 S	2 U	1 U

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

Q740_2. What made your experience with .com very positive?
2. .com

14 Mar 2015
Table 223

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	3117	509	403	409	297	1499	1721	1396	497	931	1234	307	148	1428	1234	455	581	2536	1283	1834	805	1029
Not a lot of ads/pop ups	5	-	1	-	1	3	4	1	1	2	2	-	-	3	2	-	2	3	3	2	-	2
Different/Unique	5	1	-	1	1	2	4	1	2	2	1	-	-	4	1	-	2	3	3	2	2	-
Organized/Not cluttered	5	1	1	-	-	3	2	3	2	-	3	-	-	2	3	-	-	5	4	1	-	1
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	43 1%	8 2%	5 1%	4 1%	3 1%	23 2%	27 2%	16 1%	7 1%	14 2%	17 1%	5 2%	-	21 1%	17 1%	5 1%	6 1%	37 1%	24 2%	19 1%	8 1%	11 1%
CONTENT (NET)	292 9% D	51 10% D	40 10% D	18 4% D	48 16% ABCD	135 9% D	148 9% D	144 10% D	57 11% K	97 10% K	95 8% K	24 8% K	19 13% K	154 11% O	95 8% O	43 9% O	76 13% R	216 9% R	113 9% R	179 10% R	79 10% R	100 10% R
INFORMATION (SUB-NET)	266 9% D	49 10% D	36 9% D	15 4% D	48 16% ABCD	118 8% D	131 8% D	135 10% G	49 10% K	91 10% K	88 7% K	20 7% KL	18 12% KL	140 10% O	88 7% O	38 8% O	70 12% R	196 8% R	103 8% R	163 9% R	74 9% R	89 9% R
Comprehensive/Can search all information in one place	119 4% F	22 4% D	22 5% DF	10 2% D	26 9% ABDF	39 3% D	62 4% D	57 4% D	18 4% D	33 4% D	49 4% D	11 4% D	8 5% D	51 4% D	49 4% D	19 4% D	29 5% D	90 4% D	42 3% D	77 4% D	33 4% D	44 4% D
Information/Informative	74 2% D	14 3% D	7 2% D	3 1% D	12 4% D	38 3% D	32 2% D	42 3% G	15 3% K	31 3% K	19 2% K	4 1% K	5 3% K	46 3% O	19 2% O	9 2% O	20 3% D	54 2% D	31 2% D	43 2% D	17 2% D	26 3% D
Good/Helpful information	45 1% D	13 3% AD	6 1% D	-	6 2% D	20 1% D	26 2% D	19 1% D	10 2% D	14 2% D	11 1% D	5 2% D	5 3% K	24 2% D	11 1% D	10 2% O	12 2% D	33 1% D	17 1% D	28 2% D	11 1% D	17 2% D
Accurate/Authentic information	29 1% B	1	1	2	5 2% BC	20 1% AB	11 1% D	18 1% D	9 2% K	11 1% D	8 1% D	1	-	20 1% P	8 1% D	1	7 1% D	22 1% D	14 1% D	15 1% D	12 1% V	3
Other information mentions	7	-	1	-	1	5	6	1	1	4	2	-	-	5	2	-	3 1%	4	3	4	3	1
MISCELLANEOUS CONTENT (SUB-NET)	30 1%	4 1%	4 1%	3 1%	-	19 1%	21 1%	9 1%	9 2% JK	6 1%	8 1%	5 2%	2 1%	15 1%	8 1%	7 2%	7 1%	23 1%	13 1%	17 1%	6 1%	11 1%
Good/Like the content	16 1%	1	4 1%	3 1%	-	8 1%	12 1%	4	5 1% K	5 1%	3	2 1%	1 1%	10 1%	3	3 1%	6 1%	10	8 1%	8	3	5
News related websites (All news mentions, i.e. balance, up to date news, etc...)	13	3 1%	-	-	-	10 1%	9 1%	4	4 1% J	-	5	3 1% J	1 1% J	4	5	4 1%	1	12	4	9	3	6 1%

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

Q740_2. What made your experience with .com very positive?
2. .com

14 Mar 2015
Table 223

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	3117	509	403	409	297	1499	1721	1396	497	931	1234	307	148	1428	1234	455	581	2536	1283	1834	805	1029
Other miscellaneous content mentions	2	-	-	-	-	2	1	1	-	1	1	-	-	1	1	-	-	2	1	1	-	1
FUNCTIONALITY (NET)	226 7% F	41 8%	36 9% F	27 7% ABDF	37 12% ABDF	85 6%	121 7%	105 8%	35 7%	73 8% M	95 8% M	19 6%	4 3%	108 8%	95 8%	23 5%	38 7%	188 7%	99 8%	127 7%	65 8%	62 6%
Easy to use/navigate	96 3%	20 4%	8 2%	10 2% ACDF	19 6% ACDF	39 3%	51 3%	45 3%	15 3% M	28 3% M	46 4% M	7 2%	-	43 3%	46 4% P	7 2%	16 3%	80 3%	37 3%	59 3%	33 4%	26 3%
Accessible/Easy to access/find	91 3% F	13 3%	23 6% ABF	14 3% F	14 5% F	27 2%	49 3%	42 3%	8 2%	31 3% I	42 3% I	7 2%	3 2%	39 3%	42 3%	10 2%	21 4%	70 3%	43 3%	48 3%	22 3%	26 3%
Practical/Useful/Helpful	31 1% F	8 2% F	6 1% F	5 1%	4 1%	8 1%	14 1%	17 1%	11 2% JK	8 1%	7 1%	4 1%	1 1%	19 1% O	7 1%	5 1%	4 1%	27 1%	15 1%	16 1%	6 1%	10 1%
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	22 1%	1	2	2	3 1%	14 1%	13 1%	9 1%	3 1%	10 1%	8 1%	1	-	13 1%	8 1%	1	2	20 1%	11 1%	11 1%	8 1%	3
SECURITY (NET)	203 7% B	23 5%	36 9% ABF	32 8% B	22 7%	90 6%	109 6%	94 7%	46 9% KM	71 8% K	62 5%	19 6%	5 3%	117 8% OP	62 5%	24 5%	45 8%	158 6%	79 6%	124 7%	61 8%	63 6%
Safe/Good security	167 5%	19 4%	29 7% B	28 7% B	18 6%	73 5%	93 5%	74 5%	38 8% K	55 6%	52 4%	17 6%	5 3%	93 7% O	52 4%	22 5%	36 6%	131 5%	61 5%	106 6%	55 7%	51 5%
Virus/Malware protected	14	4 1%	2	2	2 1%	4	7	7 1%	4 1%	7 1%	3	-	-	11 1%	3	-	5 1%	9	5	9	1	8 1% U
Private/Privacy	12	-	4 1% B	1	-	7	3	9 1% G	2	7 1% K	1	2 1% K	-	9 1% O	1	2	3 1%	9	7 1%	5	3	2
No/Less spam	6	1	1	-	1	3	4	2	1	2	2 1%	-	-	2	2	2	-	6	3	3	-	3
Other security mentions	11	-	2	2	2 1%	5	5	6	2	5 1%	4	-	-	7	4	-	3 1%	8	7 1%	4	3	1
MISCELLANEOUS (NET)	184 6% F	37 7% F	33 8% AF	26 6%	20 7%	68 5%	94 5%	90 6%	27 5%	52 6%	75 6%	20 7%	10 7%	79 6%	75 6%	30 7%	36 6%	148 6%	58 5%	126 7% S	44 5%	82 8% U
Meets my expectations/needs/Always find what I need/want	92 3% F	27 5% AF	26 6% AF	19 5% AF	15 5% AF	5	39 2%	53 4%	16 3%	22 2%	36 3%	10 3%	8 5% J	38 3%	36 3%	18 4%	16 3%	76 3%	20 2%	72 4% S	15 2%	57 6% U

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

Q740_2. What made your experience with .com very positive?
2. .com

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	3117	509	403	409	297	1499	1721	1396	497	931	1234	307	148	1428	1234	455	581	2536	1283	1834	805	1029
Positive/Just was	43 1%	5 1%	2	6 1%	1	29 2%	27 2%	16 1%	4 1%	14 2%	20 2%	4 1%	1 1%	18 1%	20 2%	5 1%	8 1%	35 1%	17 1%	26 1%	16 2%	10 1%
Convenient	13	-	-	-	2 1%	11 1%	8	5	1	5 1%	5	2 1%	-	6	5	2	4 1%	9	4	9	5 1%	4
Negative experience mentions	3	-	-	-	-	3	1	2	-	-	2	1	-	-	2	1	1	2	3	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	35 1%	6 1%	5 1%	1	2 1%	21 1%	19 1%	16 1%	6 1%	13 1%	12 1%	3 1%	1 1%	19 1%	12 1%	4 1%	7 1%	28 1%	15 1%	20 1%	8 1%	12 1%
SERVICE (NET)	16 1%	1	4 1%	3 1%	4 1%	4	4	12 1%	4 1%	5 1%	6	-	1 1%	9 1%	6	1	2	14 1%	5	11 1%	5 1%	6 1%
Good service/customer service/support	12 F	1	3 F	3 F	3 F	2	4	8 G	4 J	1	6	-	1 1%	5	6	1	2	10	3	9	4	5
Other service mentions	4	-	1	-	1	2	-	4 G	-	4 K	-	-	-	4	-	-	-	4	2	2	1	1
None	22 1%	2	3 1%	8 2%	-	9 1%	13 1%	9 1%	3 1%	8 1%	8 1%	2 1%	1 1%	11 1%	8 1%	3 1%	1	21 1%	11 1%	11 1%	3	8 1%
Don't know	43 1%	6 1%	4 1%	15 4%	3 1%	15 1%	26 2%	17 1%	8 2%	10 1%	15 1%	8 3%	2 1%	18 1%	15 1%	10 2%	9 2%	34 1%	12 1%	31 2%	6 1%	25 2%
Declined to answer	94 3%	19 4%	11 3%	23 6%	4 1%	37 2%	52 3%	42 3%	13 3%	26 3%	41 3%	9 3%	5 3%	39 3%	41 3%	14 3%	18 3%	76 3%	48 4%	46 3%	12 1%	34 3%
Sigma	4081 131%	675 133%	513 127%	520 127%	422 142%	1951 130%	2244 130%	1837 132%	720 145%	1221 131%	1570 127%	386 126%	184 124%	1941 136%	1570 127%	570 125%	754 130%	3327 131%	1710 133%	2371 129%	1074 133%	1297 126%

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

Q740_3. What made your experience with .info very positive?

14 Mar 2015
Table 224

3. .info

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	559	52*	79*	103	60*	265	300	259	87*	202	210	41*	19**	289	210	60*	74*	485	276	283	154	129
Weighted Base	559	52*	79*	103	60*	265	300	259	87*	202	210	41*	19**	289	210	60*	74*	485	276	283	154	129
CONTENT (NET)	212 38% CD	26 50% CD	19 24%	29 28%	36 60% ACDF	102 38% C	111 37%	101 39%	28 32%	86 43%	78 37%	14 34%	6 32%	114 39%	78 37%	20 33%	33 45%	179 37%	100 36%	112 40%	74 48% V	38 29%
INFORMATION (SUB-NET)	205 37% CD	25 48% CD	17 22%	26 25%	36 60% ACDF	101 38% CD	108 36%	97 37%	27 31%	84 42%	74 35%	14 34%	6 32%	111 38%	74 35%	20 33%	32 43%	173 36%	99 36%	106 37%	71 46% V	35 27%
Information/Informative	85 15% C	5 10%	4 5%	13 13%	14 23% C	49 18% AC	46 15%	39 15%	11 13%	37 18%	31 15%	4 10%	2 11%	48 17%	31 15%	6 10%	11 15%	74 15%	39 14%	46 16%	33 21% V	13 10%
Comprehensive/Can search all information in one place	64 11% F	12 23% ADF	9 11%	10 10%	11 18% F	22 8%	32 11%	32 12%	7 8%	24 12%	23 11%	8 20%	2 11%	31 11%	23 11%	10 17%	11 15%	53 11%	29 11%	35 12%	23 15%	12 9%
Good/Helpful information	36 6% D	7 13% ACD	3 4%	2 2%	5 8%	19 7%	18 6%	18 7%	3 3%	16 8%	13 6%	2 5%	2 11%	19 7%	13 6%	4 7%	8 11%	28 6%	16 6%	20 7%	11 7%	9 7%
Accurate/Authentic information	14 3%	1 2%	1 1%	1 1%	6 10% ACDF	5 2%	5 2%	9 3%	6 7% K	5 2%	3 1%	- -	- -	11 4%	3 1%	- -	3 4%	11 2%	8 3%	6 2%	5 3%	1 1%
Other information mentions	8 1%	1 2%	- -	- -	- -	7 3% A	8 3% H	- -	1 1%	3 1%	4 2%	- -	- -	4 1%	4 2%	- -	- -	8 2%	8 3% T	- -	- -	- -
MISCELLANEOUS CONTENT (SUB-NET)	9 2%	1 2%	3 4% F	3 3%	- -	2 1%	4 1%	5 2%	1 1%	4 2%	4 2%	- -	- -	5 2%	4 2%	- -	1 1%	8 2%	2 1%	7 2%	4 3%	3 2%
News related websites (All news mentions, i.e. balance, up to date news, etc...)	5 1%	- -	2 3%	2 2%	- -	1 *	2 1%	3 1%	1 1%	2 1%	2 1%	- -	- -	3 1%	2 1%	- -	1 1%	4 1%	1 *	4 1%	3 2%	1 1%
Good/Like the content	3 1%	- -	1 1%	1 1%	- -	1 *	1 *	2 1%	- -	1 *	2 1%	- -	- -	1 *	2 1%	- -	- -	3 1%	- -	3 1%	1 1%	2 2%
Other miscellaneous content mentions	1 *	1 2% AF	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	1 *	1 *	- -	- -	- -
PERFORMANCE (NET)	89 16% F	10 19%	17 22% F	27 26% AEF	7 12%	28 11%	46 15%	43 17%	13 15%	24 12%	34 16%	12 29% JK	6 32%	37 13%	34 16%	18 30% NO	9 12%	80 16%	40 14%	49 17%	24 16%	25 19%
No problems/Good experience with website	52 9% F	7 13% F	9 9%	21 20% ACEF	4 7%	13 5%	28 9%	24 9%	6 7%	10 5%	22 10% J	9 22% IJK	5 26%	16 6%	22 10% N	14 23% NO	4 5%	48 10%	25 9%	27 10%	10 6%	17 13%
Reliable	22 4%	2 4%	8 10% AEF	5 5%	- -	7 3%	12 4%	10 4%	5 6%	8 4%	6 3%	2 5%	1 5%	13 4%	6 3%	3 5%	5 7%	17 4%	10 4%	12 4%	8 5%	4 3%
Fast/Good speed	11 2%	1 2%	1 1%	3 3%	- -	6 2%	4 1%	7 3%	4 5%	4 2%	3 1%	- -	- -	8 3%	3 1%	- -	- -	11 2%	5 2%	6 2%	2 1%	4 3%

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

Q740_3. What made your experience with .info very positive?
3. .info

14 Mar 2015
Table 224

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	559	52*	79*	103	60*	265	300	259	87*	202	210	41*	19**	289	210	60*	74*	485	276	283	154	129
Worked/Effective	10 2%	2 4%	1 1%	1 1%	3 5% F	3 1%	6 2%	4 2%	-	2 1%	4 2%	3 7% J	1 5%	2 1%	4 2%	4 7% N	1 1%	9 2%	1 *	9 3% S	4 3%	5 4%
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	1 *	-	1 1%	-	-	-	1 *	-	-	-	1 *	-	-	-	1 *	-	-	1 *	-	1 *	1 1%	-
SITE APPEAL (NET)	73 13%	5 10%	11 14%	15 15%	4 7%	38 14%	38 13%	35 14%	15 17%	24 12%	30 14%	2 5%	2 11%	39 13%	30 14%	4 7%	6 8%	67 14%	43 16%	30 11%	19 12%	11 9%
Everything/Good/Like site	33 6%	2 4%	5 6%	4 4%	2 3%	20 8%	21 7%	12 5%	8 9% L	12 6%	12 6%	-	1 5%	20 7%	12 6%	1 2%	1 1%	32 7%	24 9% T	9 3%	5 3%	4 3%
Descriptive/Indicates what it stands for	8 1%	-	2 3%	1 1%	1 2%	4 2%	2 1%	6 2%	2 2%	1 *	5 2%	-	-	3 1%	5 2%	-	1 1%	7 1%	1 *	7 2% S	6 4%	1 1%
Interesting websites	5 1%	-	-	3 3% A	-	2 1%	2 1%	3 1%	-	2 1%	2 1%	1 2%	-	2 1%	2 1%	1 2%	1 1%	4 1%	4 1%	1 *	-	1 1%
OK/Fine	5 1%	1 2%	-	3 3% AF	-	1 *	2 1%	3 1%	1 1%	1 *	3 1%	-	-	2 1%	3 1%	-	1 1%	4 1%	2 1%	3 1%	1 1%	2 2%
It's memorable/Easy to remember	4 1%	2 4% AD	-	-	-	2 1%	2 1%	2 1%	1 1%	2 1%	1 *	-	-	3 1%	1 *	-	-	4 1%	3 1%	1 *	-	1 1%
It's professional	3 1%	-	1 1%	-	-	2 1%	1 *	2 1%	1 1%	-	1 *	1 2% J	-	1 *	1 *	1 2%	-	3 1%	2 1%	1 *	1 1%	-
Not a lot of ads/pop ups	2 *	-	-	-	-	2 1%	1 *	1 *	-	2 1%	-	-	-	2 1%	-	-	1 1%	1 *	-	2 1%	1 1%	1 1%
Different/Unique	2 *	-	1 1%	-	-	1 *	1 *	1 *	-	1 *	1 *	-	-	1 *	1 *	-	-	2 *	1 *	1 *	1 1%	-
Organized/Not cluttered	2 *	-	-	-	-	2 1%	2 1%	-	-	-	1 *	-	1 5%	-	1 *	1 2% N	-	2 *	2 1%	-	-	-
It indicates seriousness/that it's important	1 *	-	-	-	-	1 *	-	1 *	-	-	1 *	-	-	-	1 *	-	1 1% R	-	-	1 *	1 1%	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	10 2% F	-	4 5% AF	4 4% F	1 2%	1 *	5 2%	5 2%	2 2%	3 1%	4 2%	1 2%	-	5 2%	4 2%	1 2%	-	10 2%	6 2%	4 1%	3 2%	1 1%

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

Q740_3. What made your experience with .info very positive?
3. .info

14 Mar 2015
Table 224

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	559	52*	79*	103	60*	265	300	259	87*	202	210	41*	19**	289	210	60*	74*	485	276	283	154	129
BRAND/QUALITY (NET)	67 12%	4 8%	9 11%	11 11%	6 10%	37 14%	38 13%	29 11%	17 20% KL	28 14%	21 10%	1 2%	-	45 16% P	21 10% P	1 2%	12 16%	55 11%	37 13%	30 11%	18 12%	12 9%
Honest/trustworthy	28 5%	2 4%	2 3%	6 6%	3 5%	15 6%	16 5%	12 5%	5 6%	13 6%	10 5%	-	-	18 6% P	10 5%	-	5 7%	23 5%	15 5%	13 5%	7 5%	6 5%
Well known/Popular/Most commonly used domain	22 4%	1 2%	2 3%	4 4%	2 3%	13 5%	12 4%	10 4%	9 10% JKL	7 3%	6 3%	-	-	16 6%	6 3%	-	5 7%	17 4%	13 5%	9 3%	6 4%	3 2%
It's a legitimate/credible site/domain	8 1%	2 2%	1 1%	-	1 2%	5 2%	3 1%	5 2%	1 1%	5 2%	2 1%	-	-	6 2%	2 1%	-	1 1%	7 1%	3 1%	5 2%	3 2%	2 2%
Good quality brand/product	3 1%	-	2 3% A	-	-	1	3 1%	-	2 2% J	-	1	-	-	2 1%	1	-	-	3 1%	2 1%	1	1 1%	-
Well established/Been around for a long time	2	-	-	-	-	2 1%	2 1%	-	-	1	1	-	-	1	1	-	-	2	2 1%	-	-	-
Pioneer/One of the first website extensions	1	-	-	1 1%	-	-	1	-	-	1	-	-	-	1	-	-	1 1% R	-	-	1	-	1 1%
Reputable	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	-	1	-	1	1 1%	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	3 1%	-	2 3% A	-	-	1	1	2 1%	-	1	1	1 2%	-	1	1	1 2%	-	3 1%	3 1%	-	-	-
USAGE (NET)	60 11% E	4 8%	8 10%	8 8%	2 3%	38 14% AE	37 12%	23 9%	9 10%	22 11%	21 10%	5 12%	3 16%	31 11%	21 10%	8 13%	6 8%	54 11%	30 11%	30 11%	19 12%	11 9%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	25 4%	2 4%	4 5%	3 3%	1 2%	15 6%	17 6%	8 3%	1	9 4%	11 5%	3 7%	1 5%	10 3%	11 5%	4 7%	2 3%	23 5%	12 4%	13 5%	7 5%	6 5%
Always use it/The one I use most/frequently	14 3%	2 4%	2 3%	1 1%	1 2%	8 3%	11 4%	3 1%	-	6 3%	6 3%	1 2%	1 5%	6 2%	6 3%	2 3%	2 3%	12 2%	7 3%	7 2%	3 2%	4 3%
Familiar with website/Have visited/used before/in the past	11 2%	-	2 3%	2 2%	-	7 3%	6 2%	5 2%	1	3 1%	5 2%	2 5%	-	4 1%	5 2%	2 3%	-	11 2%	5 2%	6 2%	4 3%	2 2%
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	24 4%	1 2%	4 5%	3 3%	-	16 6%	12 4%	12 5%	6 7%	7 3%	8 4%	1 2%	2 11%	13 4%	8 4%	3 5%	4 5%	20 4%	11 4%	13 5%	8 5%	5 4%

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

Q740_3. What made your experience with .info very positive?
3. .info

14 Mar 2015
Table 224

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	559	52*	79*	103	60*	265	300	259	87*	202	210	41*	19**	289	210	60*	74*	485	276	283	154	129
Educational websites	8 1%	-	1 1%	-	-	7 3% A	5 2%	3 1%	5 6% JK	2 1%	1	-	-	7 2%	1	-	1 1%	7 1%	6 2%	2 1%	1 1%	1 1%
Business/Work website usage	5 1%	-	1 1%	-	-	4 2%	2 1%	3 1%	-	1	2 1%	-	2 11%	1	2 1%	2 3% N	-	5 1%	2 1%	3 1%	3 2%	-
Organization website/extension	4 1%	1 2%	1 1%	-	-	2 1%	2 1%	2 1%	1 1%	1	2 1%	-	-	2 1%	2 1%	-	2 3% R	2	-	4 1% S	3 2%	1 1%
Government website/extension	3 1%	-	-	1 1%	-	2 1%	2 1%	1	-	2 1%	1	-	-	2 1%	1	-	-	3 1%	1	2 1%	1 1%	1 1%
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	5 1%	-	1 1%	2 2%	-	2 1%	3 1%	3 1%	-	1	3 1%	1 2%	-	1	3 1%	1 2%	2 3%	3 1%	2 1%	3 1%	1 1%	2 2%
MISCELLANEOUS USAGE (SUB-NET)	13 2%	1 2%	2 3%	2 2%	1 2%	7 3%	10 3%	3 1%	3 3%	7 3%	2 1%	1 2%	-	10 3%	2 1%	1 2%	-	13 3%	8 3%	5 2%	5 3% V	-
Allows for searching/browsing	3 1%	1 2%	-	1 1%	-	1	2 1%	1	-	2 1%	1	-	-	2 1%	1	-	-	3 1%	2 1%	1	1 1%	-
Diversity/Multi-purpose website	1	-	1 1%	-	-	-	1	-	1 1%	-	-	-	-	1	-	-	-	1	-	1	1 1%	-
Email usage	1	-	-	-	-	1	-	1	-	1	-	-	-	1	-	-	-	1	-	1	1 1%	-
Personal usage site	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	-	1	-	1	1 1%	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	7 1%	-	1 1%	1 1%	1 2%	4 2%	6 2%	1	2 2%	3 1%	1	1 2%	-	5 2%	1	1 2%	-	7 1%	6 2%	1	1 1%	-

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

Q740_3. What made your experience with .info very positive?

14 Mar 2015
Table 224

3. .info

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)		
Weighted Base	559	52*	79*	103	60*	265	300	259	87*	202	210	41*	19**	289	210	60*	74*	485	276	283	154	129		
COUNTRIES (SUB-NET)	2	-	-	1%	-	1	-	2	1%	-	1	-	1	2%	1	-	2%	-	2	-	2	1%	1	1%
International/Used worldwide/Global	1	-	-	-	-	1	-	1	-	1	-	-	-	1	-	-	-	1	-	1	-	1	-	
It's my country's extension	1	-	-	1%	-	-	-	1	-	-	-	1	2%	-	-	1	2%	-	1	-	1	-	1	1%
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_3. What made your experience with .info very positive?
3. .info

14 Mar 2015
Table 224

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	559	52*	79*	103	60*	265	300	259	87*	202	210	41*	19**	289	210	60*	74*	485	276	283	154	129
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	40 7%	5 10%	7 9%	7 7%	1 2%	20 8%	20 7%	20 8%	4 5%	17 8%	14 7%	3 7%	2 11%	21 7%	14 7%	5 8%	5 7%	35 7%	15 5%	25 9%	9 6%	16 12%
Accessible/Easy to access/find	17 3%	3 6%	5 6% D	1 1%	1 2%	7 3%	9 3%	8 3%	1 1%	6 3%	8 4%	2 5%	-	7 2%	8 4%	2 3%	1 1%	16 3%	5 2%	12 4%	3 2%	9 7% U
Practical/Useful/Helpful	12 2%	2 4%	1 1%	3 3%	-	6 2%	6 2%	6 2%	2 2%	4 2%	4 2%	1 2%	1 5%	6 2%	4 2%	3 3%	2 3%	10 2%	5 2%	7 2%	3 2%	4 3%
Easy to use/navigate	11 2%	-	3 4%	2 2%	-	6 2%	5 2%	6 2%	1 1%	6 3%	4 2%	-	-	7 2%	4 2%	-	1 1%	10 2%	5 2%	6 2%	5 3%	1 1%
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	2 %	-	-	1 1%	-	1 %	2 1%	-	-	1 %	-	-	1 5%	1 %	-	1 2%	1 1%	1 %	-	2 1%	-	2 2%
MISCELLANEOUS (NET)	38 7%	2 4%	8 10%	9 9%	5 8%	14 5%	20 7%	18 7%	4 5%	9 4%	19 9%	15 5% J	-	13 4%	19 9% N	6 10%	8 11%	30 6%	16 6%	22 8%	6 4%	16 12% U
Meets my expectations/needs/Always find what I need/want	21 4% F	2 4%	6 8% F	4 4%	5 8% F	4 2%	11 4%	10 4%	1 1%	5 2%	11 5%	4 10% LJ	-	6 2%	11 5%	4 7%	5 7%	16 3%	5 2%	16 6% S	5 3%	11 9%
Positive/Just was	7 1%	-	1 1%	3 3%	-	3 1%	6 2%	1 %	2 2%	1 %	3 1%	1 2%	-	3 1%	3 1%	1 2%	-	7 1%	5 2%	2 1%	1 1%	1 1%
Convenient	3 1%	-	-	-	-	3 1%	2 1%	1 %	-	-	2 1%	1 2% J	-	-	2 1%	1 2% N	2 3% R	1 %	1 %	2 1%	-	2 2%
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	7 1%	-	1 1%	2 2%	-	4 2%	1 %	6 2% G	1 1%	3 1%	3 1%	-	-	4 1%	3 1%	-	1 1%	6 1%	5 2%	2 1%	-	2 2%
SECURITY (NET)	29 5%	-	7 9% B	5 5%	4 7%	13 5%	15 5%	14 5%	9 10% K	11 5%	6 3%	3 7%	-	20 7% O	6 3%	3 5%	6 8%	23 5%	12 4%	17 6%	8 5%	9 7%

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

Q740_3. What made your experience with .info very positive?
3. .info

14 Mar 2015
Table 224

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	559	52*	79*	103	60*	265	300	259	87*	202	210	41*	19**	289	210	60*	74*	485	276	283	154	129
Safe/Good security	23 4%	-	5 6%	4 4%	3 5%	11 4%	13 4%	10 4%	7 8% K	8 4%	5 2%	3 7%	-	15 5%	5 2%	3 5%	5 7%	18 4%	10 4%	13 5%	7 5%	6 5%
No/Less spam	3 1%	-	2 3% A	-	-	1	1	2 1%	1 1%	2 1%	-	-	-	3 1%	-	-	1 1%	2 1%	1 1%	-	-	1 1%
Virus/Malware protected	1 *	-	1 1%	-	-	-	-	1 *	1 1%	-	-	-	-	1 *	-	-	-	1 *	-	1 *	-	1 1%
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	4 1%	-	1 1%	1 1%	1 2%	1 *	2 1%	2 1%	-	3 1%	1 *	-	-	3 1%	1 *	-	1 1%	3 1%	2 1%	2 1%	1 1%	1 1%
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	6 1%	1 2%	2 3%	1 1%	-	2 1%	4 1%	2 1%	1 1%	1 *	3 1%	1 2%	-	2 1%	3 1%	1 2%	-	6 1%	2 1%	4 1%	2 1%	2 2%
Don't know	15 3%	3 6%	3 4%	4 4%	-	5 2%	10 3%	5 2%	4 5%	5 2%	4 2%	1 2%	1 5%	9 3%	4 2%	2 3%	1 1%	14 3%	3 1%	12 4% S	3 2%	9 7% U
Declined to answer	24 4%	2 4%	3 4%	7 7%	2 3%	10 4%	14 5%	10 4%	2 2%	6 3%	13 6%	3 7%	-	8 3%	13 6%	3 5%	3 4%	21 4%	14 5%	10 4%	3 2%	7 5%
Sigma	676 121%	65 125%	104 132%	127 123%	67 112%	313 118%	368 123%	308 119%	110 126%	240 119%	250 119%	55 134%	21 111%	350 121%	250 119%	76 127%	93 126%	583 120%	321 116%	355 125%	193 125%	162 126%

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

Q740_4. What made your experience with .mobi very positive?

14 Mar 2015
Table 225

4. .mobi

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	128	9**	7**	14**	42*	56*	76*	52*	25**	63*	35*	4**	1**	88*	35*	5**	19**	109	79*	49*	20**	29**
Weighted Base	128	9**	7**	14**	42*	56*	76*	52*	25**	63*	35*	4**	1**	88*	35*	5**	19**	109	79*	49*	20**	29**
USAGE (NET)	35 27%	5 56%	1 14%	2 14%	13 31%	14 25%	20 26%	15 29%	7 28%	21 33%	6 17%	-	1 100%	28 32%	6 17%	1 20%	4 21%	31 28%	19 24%	16 33%	5 25%	11 38%
MISCELLANEOUS USAGE (SUB-NET)	24 19%	5 56%	-	-	9 21%	10 18%	14 18%	10 19%	6 24%	15 24%	3 9%	-	-	21 24%	3 9%	-	3 16%	21 19%	14 18%	10 20%	5 25%	5 17%
Allows for searching/browsing	2 2%	-	-	-	1 2%	1 2%	2 3%	-	-	1 2%	1 3%	-	-	1 1%	3 3%	-	1 5%	1 1%	1 1%	1 2%	1 5%	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	23 18%	5 56%	-	-	9 21%	9 16%	13 17%	10 19%	6 24%	14 22%	3 9%	-	-	20 23%	3 9%	-	3 16%	20 18%	13 16%	10 20%	5 25%	5 17%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	7 5%	-	1 14%	2 14%	2 5%	2 4%	5 7%	2 4%	-	5 8%	1 3%	-	1 100%	5 6%	1 3%	1 20%	1 5%	6 6%	3 4%	4 8%	-	4 14%
Always use it/The one I use most/frequently	6 5%	-	1 14%	2 14%	1 2%	2 4%	4 5%	2 4%	-	4 6%	1 3%	-	1 100%	4 5%	1 3%	1 20%	-	6 6%	3 4%	3 6%	-	3 10%
Familiar with website/Have visited/used before/in the past	1 1%	-	-	-	1 2%	-	1 1%	-	-	1 2%	-	-	-	1 1%	-	-	1 5%	-	-	1 2%	-	1 3%
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	5 4%	-	-	-	2 5%	3 5%	2 3%	3 6%	1 4%	2 3%	2 6%	-	-	3 3%	2 6%	-	-	5 5%	3 4%	2 4%	-	2 7%
Business/Work website usage	2 2%	-	-	-	1 2%	1 2%	1 1%	1 2%	-	2 3%	-	-	-	2 2%	-	-	-	2 2%	1 1%	1 2%	-	1 3%
Networking companies usually use in extension	2 2%	-	-	-	1 2%	1 2%	1 1%	1 2%	-	-	2 6%	-	-	-	2 6%	-	-	2 2%	2 3%	-	-	-

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

Q740_4. What made your experience with .mobi very positive?

14 Mar 2015
Table 225

4. .mobi

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	128	9**	7**	14**	42*	56*	76*	52*	25**	63*	35*	4**	1**	88*	35*	5**	19**	109	79*	49*	20**	29**
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	1 1%	-	-	-	-	2%	-	2%	4%	-	-	-	-	1%	-	-	-	1%	-	2%	-	3%
COUNTRIES (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_4. What made your experience with .mobi very positive?
4. .mobi

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	128	9**	7**	14**	42*	56*	76*	52*	25**	63*	35*	4**	1**	88*	35*	5**	19**	109	79*	49*	20**	29**
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	26 20%	2 22%	3 43%	1 7%	6 14%	14 25%	17 22%	9 17%	7 28%	14 22%	4 11%	1 25%	-	21 24%	4 11%	1 20%	2 11%	24 22%	19 24%	7 14%	4 20%	3 10%
Everything/Good/Like site	15 12%	1 11%	1 14%	1 7%	1 2%	11 20%	10 13%	5 10%	5 20%	7 11%	3 9%	-	-	12 14%	3 9%	-	-	15 14%	13 16%	2 4%	2 10%	-
Interesting websites	3 2%	-	-	-	2 2%	2 4%	1 1%	2 4%	-	3 5%	-	-	-	3 3%	-	-	1 5%	2 2%	2 3%	1 2%	-	1 3%
OK/Fine	2 2%	-	1 14%	-	1 2%	-	-	2 4%	-	1 2%	-	1 25%	-	1 1%	-	1 20%	-	2 2%	1 1%	1 2%	1 5%	-
It's professional	1 1%	-	-	-	-	1 2%	1 1%	-	-	-	1 3%	-	-	-	1 3%	-	-	1 1%	1 1%	-	-	-
It's memorable/Easy to remember	1 1%	1 11%	-	-	-	-	-	1 2%	-	1 2%	-	-	-	1 1%	-	-	-	1 1%	-	1 2%	-	1 3%
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_4. What made your experience with .mobi very positive?
4. .mobi

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	128	9**	7**	14**	42*	56*	76*	52*	25**	63*	35*	4**	1**	88*	35*	5**	19**	109	79*	49*	20**	29**
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	6 5%	-	1 14%	-	3 7%	2 4%	5 7%	1 2%	2 8%	4 6%	-	-	-	6 7%	-	-	1 5%	5 5%	4 5%	2 4%	1 5%	1 3%
PERFORMANCE (NET)	26 20%	1 11%	-	6 43%	9 21%	10 18%	15 20%	11 21%	5 20%	9 14%	10 29%	1 25%	1 100%	14 16%	10 29%	2 40%	6 32%	20 18%	16 20%	10 20%	5 25%	5 17%
No problems/Good experience with website	12 9%	1 11%	-	3 21%	4 10%	4 7%	7 9%	5 10%	1 4%	3 5%	6 17% J	1 25%	1 100%	4 5%	6 17% N	2 40%	3 16%	9 8%	8 10%	4 8%	1 5%	3 10%
Fast/Good speed	7 5%	-	-	1 7%	2 5%	4 7%	5 7%	2 4%	2 8%	4 6%	1 3%	-	-	6 7%	1 3%	-	1 5%	6 6%	6 8%	1 2%	-	1 3%
Worked/Effective	5 4%	-	-	1 7%	3 7%	1 2%	3 4%	2 4%	-	2 3%	3 9%	-	-	2 2%	3 9%	-	2 11%	3 3%	2 3%	3 6%	2 10%	1 3%
Reliable	2 2%	-	-	1 7%	-	1 2%	-	2 4%	1 4%	1 2%	-	-	-	2 2%	-	-	1 5%	1 1%	-	2 4%	2 10%	-
Good results/search results	1 1%	-	-	-	1 2%	-	1 1%	-	1 4%	-	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	22 17%	2 22%	-	3 21%	9 21%	8 14%	12 16%	10 19%	4 16%	9 14%	7 20%	2 50%	-	13 15%	7 20%	2 40%	6 32%	16 15%	9 11%	13 27% S	4 20%	9 31%
Easy to use/navigate	7 5%	1 11%	-	1 7%	4 10%	1 2%	6 8%	2 4%	2 8%	1 2%	4 11% J	-	-	3 3%	4 11%	-	3 16%	4 4%	3 4%	4 8%	2 10%	2 7%
Practical/Useful/Helpful	7 5%	-	-	2 14%	3 7%	2 4%	2 3%	5 10%	1 4%	3 5%	2 6%	1 25%	-	4 5%	2 6%	1 20%	2 11%	5 5%	1 1%	6 12% S	1 5%	5 17%
Accessible/Easy to access/find	6 5%	-	-	-	5 12% AF	1 2%	4 5%	2 4%	2 8%	2 3%	2 6%	-	-	4 5%	2 6%	-	3 16%	3 3%	1 1%	5 10% S	3 15%	2 7%

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

Q740_4. What made your experience with .mobi very positive?

14 Mar 2015
Table 225

4. .mobi

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	128	9**	7**	14**	42*	56*	76*	52*	25**	63*	35*	4**	1**	88*	35*	5**	19**	109	79*	49*	20**	29**
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	7 5%	1 11%	-	1 7%	-	5 9%	4 5%	3 6%	1 4%	3 5%	1 3%	2 50%	-	4 5%	1 3%	2 40%	3 16%	4 4%	4 5%	3 6%	1 5%	2 7%
BRAND/QUALITY (NET)	18 14%	-	4 57%	2 14%	3 7%	9 16%	13 17%	5 10%	5 20%	6 10%	7 20%	-	-	11 13%	7 20%	-	2 11%	16 15%	15 19%	3 6%	-	3 10%
Honest/trustworthy	11 9%	-	1 14%	1 7%	2 5%	7 13%	9 12%	2 4%	3 12%	5 8%	3 9%	-	-	8 9%	3 9%	-	1 5%	10 9%	9 11%	2 4%	-	2 7%
Good quality brand/product	3 2%	-	2 29%	-	-	1 2%	2 3%	1 2%	1 4%	-	2 6%	-	-	1 1%	2 6%	-	-	3 3%	3 4%	-	-	-
It's a legitimate/credible site/domain	3 2%	-	1 14%	-	1 2%	1 2%	1 1%	2 4%	1 4%	1 2%	1 3%	-	-	2 2%	1 3%	-	1 5%	2 2%	2 3%	1 2%	-	1 3%
Well known/Popular/Most commonly used domain	2 2%	-	-	1 7%	-	1 2%	2 3%	-	-	-	2 6%	-	-	-	2 6% N	-	-	2 2%	2 3%	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	8 6%	-	-	-	5 12%	3 5%	4 5%	4 8%	2 8%	3 5%	3 9%	-	-	5 6%	3 9%	-	2 11%	6 6%	5 6%	3 6%	2 10%	1 3%
Meets my expectations/needs/Always find what I need/want	4 3%	-	-	-	3 7%	1 2%	3 4%	2 1%	1 4%	1 2%	2 6%	-	-	2 2%	2 6%	-	1 5%	3 3%	3 4%	1 2%	-	1 3%

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

Q740_4. What made your experience with .mobi very positive?
4. .mobi

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	128	9**	7**	14**	42*	56*	76*	52*	25**	63*	35*	4**	1**	88*	35*	5**	19**	109	79*	49*	20**	29**
Convenient	3 2%	-	-	-	2 5%	1 2%	1 1%	2 4%	1 4%	1 2%	1 3%	-	-	2 2%	1 3%	-	1 5%	2 2%	1 1%	2 4%	2 10%	-
Positive/Just was	1 1%	-	-	-	-	1 2%	-	1 2%	-	1 2%	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	6 5%	1 11%	-	-	2 5%	3 5%	6 8% H	-	2 8%	3 5%	1 3%	-	-	5 6%	1 3%	-	1 5%	5 5%	3 4%	3 6%	2 10%	1 3%
Safe/Good security	5 4%	-	-	-	2 5%	3 5%	5 7%	-	1 4%	3 5%	1 3%	-	-	4 5%	1 3%	-	1 5%	4 4%	3 4%	2 4%	2 10%	-
Virus/Malware protected	1 1%	1 11%	-	-	-	-	1 1%	-	1 4%	-	-	-	-	1 1%	-	-	-	1 1%	-	1 2%	-	1 3%
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	6 5%	1 11%	-	1 7%	1 2%	3 5%	4 5%	2 4%	1 4%	4 6%	-	1 25%	-	5 6%	-	1 20%	-	6 6%	3 4%	3 6%	1 5%	2 7%
INFORMATION (SUB-NET)	6 5%	1 11%	-	1 7%	1 2%	3 5%	4 5%	2 4%	1 4%	4 6%	-	1 25%	-	5 6%	-	1 20%	-	6 6%	3 4%	3 6%	1 5%	2 7%
Comprehensive/Can search all information in one place	3 2%	-	-	1 7%	1 2%	1 2%	2 3%	1 2%	-	2 3%	-	1 25%	-	2 2%	-	1 20%	-	3 3%	2 3%	1 2%	1 5%	-
Good/Helpful information	1 1%	-	-	-	-	1 2%	1 1%	-	-	1 2%	-	-	-	1 1%	-	-	-	1 1%	-	1 2%	-	1 3%
Information/Informative	1 1%	1 11%	-	-	-	-	-	1 2%	1 4%	-	-	-	-	1 1%	-	-	-	1 1%	-	1 2%	-	1 3%
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_4. What made your experience with .mobi very positive?
4. .mobi

14 Mar 2015
Table 225

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	128	9**	7**	14**	42*	56*	76*	52*	25**	63*	35*	4**	1**	88*	35*	5**	19**	109	79*	49*	20**	29**
Other information mentions	1 1%	-	-	-	-	1 2%	1 1%	-	-	1 2%	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2 2%	-	-	-	1 2%	1 2%	1 1%	1 2%	-	2 3%	-	-	-	2 2%	-	-	-	2 2%	1 1%	1 2%	-	1 3%
Declined to answer	5 4%	-	-	1 7%	-	4 7%	2 3%	3 6%	-	2 3%	3 9%	-	-	2 2%	3 9%	-	1 5%	4 4%	5 6%	-	-	-
Sigma	165 129%	12 133%	8 114%	17 121%	54 129%	74 132%	102 134%	63 121%	35 140%	77 122%	45 129%	6 150%	2 200%	112 127%	45 129%	8 160%	31 163%	134 123%	100 127%	65 133%	27 135%	38 131%

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

Q740_5. What made your experience with .net very positive?
5. .net

14 Mar 2015
Table 226

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	1627	296	192	223	163	753	914	713	220	491	656	175	85*	711	656	260	262	1365	686	941	390	551
Weighted Base	1627	296	192	223	163	753	914	713	220	491	656	175	85*	711	656	260	262	1365	686	941	390	551
USAGE (NET)	379 23% D	59 20%	37 19%	31 14%	33 20%	219 29% ABCDE	224 25%	155 22%	35 16%	108 22%	159 24% I	49 28% I	28 33% IJ	143 20%	159 24%	77 30% N	72 27%	307 22%	176 26%	203 22%	84 22%	119 22%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	154 9% B	19 6%	12 6%	14 6%	14 9%	95 13% ABCD	90 10%	64 9%	18 8%	35 7%	69 11% J	19 11% I	13 15% J	53 7%	69 11% N	32 12% N	35 13% R	119 9%	62 9%	92 10%	35 9%	57 10%
Familiar with website/Have visited/used before/in the past	79 5%	10 3%	5 3%	8 4%	4 2%	52 7% ABCE	45 5%	34 5%	8 4%	17 3%	38 6%	13 7% J	3 4%	25 4%	38 6% N	16 6%	21 8% R	58 4%	28 4%	51 5%	22 6%	29 5%
Always use it/The one I use most/frequently	76 5%	9 3%	7 4%	6 3%	10 6%	44 6% A	46 5%	30 4%	10 5%	19 4%	31 5%	6 3%	10 12% IJKL	29 4%	31 5%	16 6%	14 5%	62 5%	34 5%	42 4%	14 4%	28 5%
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	146 9% D	25 8% D	14 7% D	5 2%	16 10% D	86 11% AD	93 10%	53 7%	11 5%	48 10% I	62 9% I	16 9%	9 11%	59 8%	62 9%	25 10%	27 10%	119 9%	78 11% T	68 7%	33 8%	35 6%
Networking companies usually use in extension	67 4% D	8 3%	6 3%	2 1%	6 4%	45 6% ABD	44 5%	23 3%	3 1%	28 6% I	28 4% I	5 3%	3 4%	31 4%	28 4%	8 3%	9 3%	58 4%	35 5%	32 3%	18 5%	14 3%
Business/Work website usage	30 2%	8 3%	5 3%	2 1%	4 2%	11 1%	16 2%	14 2%	4 2%	7 1%	10 2%	5 3%	4 5% JK	11 2%	10 2%	9 3%	10 4% R	20 1%	13 2%	17 2%	7 2%	10 2%
Specific to a company/good/large companies	15 1%	4 1%	1 1%	1 *	1 1%	8 1%	11 1%	4 1%	1 *	6 1%	7 1%	-	1 1%	7 1%	7 1%	1 *	-	15 1%	10 1%	5 1%	3 1%	2 *
Organization website/extension	10 1%	2 1%	-	-	-	8 1%	5 1%	5 1%	-	-	5 1%	4 2% IJ	1 1% J	-	5 1% N	5 2% N	2 1%	8 1%	4 1%	6 1%	2 1%	4 1%
Government website/extension	7 *	-	-	-	-	7 1% A	6 1%	1 *	-	1 *	5 1%	1 1%	-	1 *	5 1% N	1 *	1 *	6 *	4 1%	3 *	2 1%	1 *
Educational websites	7 *	1 *	-	-	1 1%	5 1%	4 *	3 *	-	4 1%	3 *	-	-	4 1%	3 *	-	2 1%	5 *	3 *	4 *	1 *	3 1%
Commercial websites	6 *	1 *	1 1%	-	1 1%	3 *	5 1%	1 *	1 *	1 *	3 *	1 1%	-	2 *	3 *	1 *	2 1%	4 *	5 1% T	1 *	-	1 *
Used for non-profit organizations/purposes	2 *	2 1% AF	-	-	-	-	2 *	-	1 *	1 *	-	-	-	2 *	-	-	-	2 *	1 *	1 *	1 *	-
Institutions websites/extensions	1 *	-	-	-	1 1% AF	-	1 *	-	-	1 *	-	-	-	1 *	-	-	-	1 *	-	1 *	1 *	-

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

Q740_5. What made your experience with .net very positive?
5. .net

14 Mar 2015
Table 226

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	1627	296	192	223	163	753	914	713	220	491	656	175	85*	711	656	260	262	1365	686	941	390	551
Other businesses/organizations mentions	14 1%	2 1%	1 1%	-	3 2%	8 1%	11 1%	3	2 1%	5 1%	7 1%	-	-	7 1%	7 1%	-	2 1%	12 1%	11 2%	3	3 1%	-
MISCELLANEOUS USAGE (SUB-NET)	65 4%	16 5%	9 5%	8 4%	4 2%	28 4%	35 4%	30 4%	4 2%	20 4%	20 3%	15 9%	6 7%	24 3%	20 3%	21 8%	9 3%	56 4%	24 3%	41 4%	14 4%	27 5%
Email usage	18 1% F	10 3% ACF	-	3 1%	1 1%	4 1%	5 1%	13 2% G	-	-	8 1% J	9 5% IJK	1 1% J	-	8 1% N	10 4% NO	-	18 1%	5 1%	13 1%	2 1%	11 2%
Allows for searching/browsing	10 1%	-	4 2% ABF	1	1 1%	4 1%	5 1%	5 1%	1	6 1%	2	1 1%	-	7 1%	2	1	3 1%	7 1%	5 1%	5 1%	4 1%	1
Diversity/Multi-purpose website	9 1%	-	2 1% F	1	1 1%	5 1%	5 1%	4 1%	1	5 1% K	1	2 1%	-	6 1%	1	2 1%	1	8 1%	3	6 1%	2 1%	4 1%
Personal usage site	2	1	1 1% F	-	-	-	2	-	-	-	1	-	1 1% J	-	1	1	2 1% R	-	-	2	1	1
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	27 2%	5 2%	2 1%	4 2%	1 1%	15 2%	18 2%	9 1%	2 1%	9 2%	9 1%	3 2%	4 5% IK	11 2%	9 1%	7 3%	3 1%	24 2%	11 2%	16 2%	6 2%	10 2%
COUNTRIES (SUB-NET)	30 2%	3 1%	5 3% E	4 2%	-	18 2% E	18 2%	12 2%	3 1%	8 2%	18 3%	1	-	11 2%	18 3% P	1	3 1%	27 2%	22 3% T	8 1%	5 1%	3 1%
International/Used worldwide/Global	21 1%	2 1%	2 1%	3 1%	-	14 2%	13 1%	8 1%	1	8 2%	11 2%	1 1%	-	9 1%	11 2%	1	1	20 1%	17 2% T	4	3 1%	1
China based website	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	-	1	-	1	1	-
Country specific (Unspec.)	1	-	-	-	-	1	-	1	-	-	1	-	-	-	1	-	-	1	1	-	-	-
India based website	1	-	-	-	-	1	1	-	1	-	-	-	-	1	-	-	1 R	-	1	-	-	-
Brazilian/Portuguese based website	1	-	1 1% AF	-	-	-	-	1	-	-	1	-	-	-	1	-	-	1	1	-	-	-
It's my country's extension	1	-	-	-	-	1	1	-	1	-	-	-	-	1	-	-	-	1	1	-	-	-
UK based website	1	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	-	1
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_5. What made your experience with .net very positive?
5. .net

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	1627	296	192	223	163	753	914	713	220	491	656	175	85*	711	656	260	262	1365	686	941	390	551
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	3	-	2 AF 1%	1	-	-	2	1	-	-	3	-	-	-	3	-	1	2	1	2	1	1
PERFORMANCE (NET)	361 22% F	91 31% AEF	47 24% F	87 39% ACEF	33 20% F	103 14% F	188 21% F	173 24% F	41 19% F	91 19% F	146 22% F	55 31% IJK	28 33% IJK	132 19% F	146 22% F	83 32% NO	66 25% F	295 22% F	135 20% F	226 24% S	80 21% F	146 26% U
No problems/Good experience with website	230 14% F	71 24% ACEF	23 12% F	62 28% ACEF	16 10% F	58 8% F	117 13% F	113 16% F	18 8% F	52 11% F	98 15% IJ	42 24% IJK	20 24% IJK	70 10% F	98 15% N	62 24% NO	42 16% F	188 14% F	74 11% F	156 17% S	45 12% F	111 20% U
Reliable	60 4% F	6 2% F	14 7% ABF	17 8% ABF	6 4% F	17 2% F	33 4% F	27 4% F	7 3% F	19 4% F	24 4% F	6 3% F	4 5% F	26 4% F	24 4% F	10 4% F	12 5% F	48 4% F	28 4% F	32 3% V	21 5% V	11 2% F
Fast/Good speed	38 2% F	3 1% F	8 4% B	6 3% B	7 4% B	14 2% B	20 2% B	18 3% B	12 5% JK	8 2% F	13 2% F	4 2% F	1 1% F	20 3% F	13 2% F	5 2% F	7 3% F	31 2% F	17 2% F	21 2% F	8 2% F	13 2% F
Worked/Effective	29 2% F	12 4% AF	2 1% F	4 2% F	3 2% F	8 1% F	12 1% F	17 2% F	3 1% F	10 2% F	10 2% F	3 2% F	3 4% F	13 2% F	10 2% F	6 2% F	6 2% F	23 2% F	11 2% F	18 2% F	4 1% F	14 3% F
Good results/search results	6 F	1 F	- F	2 1% F	1 1% F	2 1% F	6 1% H	- F	1 F	2 F	1 F	1 1% F	1 1% F	3 F	1 F	2 1% F	- F	6 F	1 F	5 1% F	3 1% F	2 F
Other performance mentions	5 F	- F	1 1% F	- F	- F	4 1% F	3 F	2 F	1 F	2 F	2 F	- F	- F	3 F	2 F	- F	- F	5 F	5 1% T	- F	- F	- F

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

Q740_5. What made your experience with .net very positive?
5. .net

14 Mar 2015
Table 226

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	1627	296	192	223	163	753	914	713	220	491	656	175	85*	711	656	260	262	1365	686	941	390	551
BRAND/QUALITY (NET)	345 21% BD	44 15%	31 16%	25 11%	38 23% BD	207 27% ABCD	203 22%	142 20%	62 28% KL	114 23% L	131 20% L	22 13%	16 19%	176 25% OP	131 20%	38 15%	40 15%	305 22% Q	155 23%	190 20%	93 24% V	97 18%
Well known/Popular/Most commonly used domain	153 9% BCD	18 6%	9 5%	11 5%	15 9% ABCD	100 13% ABCD	90 10%	63 9%	28 13% L	50 10% L	60 9%	9 5%	6 7%	78 11% P	60 9%	15 6%	18 7%	135 10%	70 10%	83 9%	38 10%	45 8%
Honest/trustworthy	90 6% B	9 3%	7 4%	8 4%	16 10% ABCD	50 7% B	58 6%	32 4%	20 9% KL	30 6% L	34 5% L	2 1%	4 5%	50 7% P	34 5%	6 2%	12 5%	78 6%	37 5%	53 6%	33 8% V	20 4%
It's a legitimate/credible site/domain	61 4% D	10 3%	5 3%	3 1%	7 4%	36 5% D	33 4%	28 4%	9 4%	25 5%	19 3%	6 3%	2 2%	34 5%	19 3%	8 3%	7 3%	54 4%	29 4%	32 3%	12 3%	20 4%
Well established/Been around for a long time	18 1%	1	1 1%	3 1%	1 1%	12 2%	13 1%	5 1%	1	6 1%	7 1%	3 2%	1 1%	7 1%	7 1%	4 2%	-	18 1%	8 1%	10 1%	6 2%	4 1%
Good quality brand/product	14 1%	-	7 4% ABDEF	-	-	7 1%	4	10 1% G	5 2% K	6 1%	2	1 1%	-	11 2% O	2	1	1	13 1%	11 2% T	3	-	3 1%
Reputable	12 1%	4 1%	-	-	1 1%	7 1%	8 1%	4 1%	-	1	8 1%	1 1%	2 2% IJ	1	8 1% N	3 1% N	2 1%	10 1%	5 1%	7 1%	3 1%	4 1%
Pioneer/One of the first website extensions	7	2 1%	1 1%	-	-	4 1%	6 1%	1	-	1	5 1%	1 1%	-	1	5 1%	1	-	7 1%	3	4	3 1%	1
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	12 1%	1	2 1%	1	-	8 1%	7 1%	5 1%	5 2% JL	1	5 1%	-	1 1%	6 1%	5 1%	1	2 1%	10 1%	6 1%	6 1%	3 1%	3 1%
SITE APPEAL (NET)	197 12% D	27 9%	29 15% BD	14 6%	26 16% BD	101 13% D	112 12%	85 12%	41 19% JKLM	60 12%	76 12%	15 9%	5 6%	101 14% P	76 12%	20 8%	33 13%	164 12%	95 14%	102 11%	50 13%	52 9%
Everything/Good/Like site	93 6% D	13 4%	13 7% D	4 2%	15 9% ABD	48 6% D	57 6%	36 5%	21 10% JLM	25 5%	39 6%	6 3%	2 2%	46 6% P	39 6%	8 3%	13 5%	80 6%	46 7%	47 5%	23 6%	24 4%
OK/Fine	18 1%	1	2 1%	5 2% B	2 1%	8 1%	9 1%	9 1%	2 1%	3 1%	11 2%	2 1%	-	5 1%	11 2%	2 1%	4 2%	14 1%	8 1%	10 1%	6 2%	4 1%
Interesting websites	12 1%	2 1%	3 2%	1	-	6 1%	5 1%	7 1%	5 2% KL	3 1%	3	-	1 1%	8 1%	3	1	5 2% R	7 1%	6 1%	6 1%	2 1%	4 1%
It's memorable/Easy to remember	9 1%	2 1%	2 1%	-	-	5 1%	4	5 1%	-	3 1%	4 1%	2 1%	-	3	4 1%	2 1%	2 1%	7 1%	3	6 1%	3 1%	3 1%
It's professional	8	1	-	1	1 1%	5 1%	5 1%	3	-	4 1%	4 1%	-	-	4 1%	4 1%	-	-	8 1%	5 1%	3	1	2
Different/Unique	7	-	-	-	2 1%	5 1%	5 1%	2	3 1%	2	2	-	-	5 1%	2	-	2 1%	5	4 1%	3	2 1%	1

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

Q740_5. What made your experience with .net very positive?

14 Mar 2015
Table 226

Base: Very Positive Experience With Websites With Domain Name Extensions

5. .net

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	1627	296	192	223	163	753	914	713	220	491	656	175	85*	711	656	260	262	1365	686	941	390	551
It indicates seriousness/that it's important	5	-	2 1%	-	-	3	2	3	1	-	1	1	2 JK	1	1	3 NO	-	5	3	2	2 1%	-
Not a lot of ads/pop ups	5	3 AF 1%	-	-	1 1%	1	3	2	1	3 1%	1	-	-	4 1%	1	-	2 1%	3	-	5 1%	1	4 1%
Descriptive/Indicates what it stands for	5	1	-	-	-	4 1%	2	3	1	2	2	-	-	3	2	-	1	4	2	3	2 1%	1
Organized/Not cluttered	5	-	1 1%	-	1 1%	3	4	1	-	2	3	-	-	2	3	-	-	5	3	2	1	1
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	35 2%	4 1%	6 3%	3 1%	5 3%	17 2%	17 2%	18 3%	9 4% K	15 3% K	7 1%	4 2%	-	24 3% O	7 1%	4 2%	4 2%	31 2%	19 3%	16 2%	7 2%	9 2%
CONTENT (NET)	179 11%	36 12%	27 14%	19 9%	25 15% DF	72 10%	93 10%	86 12%	29 13%	62 13%	63 10%	17 10%	8 9%	91 13%	63 10%	25 10%	34 13%	145 11%	80 12%	99 11%	47 12%	52 9%
INFORMATION (SUB-NET)	164 10% F	35 12%	23 12%	17 8%	25 15% ADF	64 8%	84 9%	80 11%	27 12%	56 11%	59 9%	15 9%	7 8%	83 12%	59 9%	22 8%	29 11%	135 10%	75 11%	89 9%	40 10%	49 9%
Comprehensive/Can search all information in one place	68 4% F	18 6% F	9 5%	8 4%	15 9% ADF	18 2%	34 4%	34 5%	14 6%	20 4%	24 4%	6 3%	4 5%	34 5%	24 4%	10 4%	16 6%	52 4%	28 4%	40 4%	18 5%	22 4%
Information/Informative	38 2%	5 2%	5 3%	3 1%	5 3%	20 3%	18 2%	20 3%	5 2%	12 2%	17 3%	3 2%	1 1%	17 2%	17 3%	4 2%	6 2%	32 2%	22 3% T	16 2%	7 2%	9 2%
Good/Helpful information	33 2% F	9 3% F	6 3% F	5 2%	5 3%	8 1%	21 2%	12 2%	3 1%	16 3% K	9 1%	3 2%	2 2%	19 3%	9 1%	5 2%	3 1%	30 2%	12 2%	21 2%	7 2%	14 3%
Accurate/Authentic information	21 1%	2 1%	3 2%	1	3 2%	12 2%	11 1%	10 1%	4 2%	9 2%	6 1%	2 1%	-	13 2%	6 1%	2 1%	5 2%	16 1%	12 2%	9 1%	5 1%	4 1%
Other information mentions	10 1%	1	-	-	-	9 1% A	6 1%	4 1%	4 2%	2	3	1 1%	-	6 1%	3	1	1	9 1%	5 1%	5 1%	4 1%	1
MISCELLANEOUS CONTENT (SUB-NET)	16 1%	1	4 2%	2 1%	-	9 1%	10 1%	6 1%	3 1%	6 1%	4 1%	2 1%	1 1%	9 1%	4 1%	3 1%	5 2%	11 1%	6 1%	10 1%	7 2%	3 1%
Good/Like the content	8	1	4 2% AF	1	-	2	5 1%	3	1	3 1%	1	2 1%	1 1%	4 1%	1	3 1% O	3 1%	5	2	6 1%	5 1% V	1

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

Q740_5. What made your experience with .net very positive?
5. .net

14 Mar 2015
Table 226

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	1627	296	192	223	163	753	914	713	220	491	656	175	85*	711	656	260	262	1365	686	941	390	551
News related websites (All news mentions, i.e. balance, up to date news, etc...)	3	-	-	-	-	3	1	2	1	1	1	-	-	2	1	-	2 19% R	1	1	2	2 1%	-
Other miscellaneous content mentions	5	-	-	1	-	4 1%	4	1	1	2	2	-	-	3	2	-	-	5	3	2	-	2
FUNCTIONALITY (NET)	130 8% B	15 5%	19 10% B	14 6%	17 10% B	65 9%	74 8%	56 8%	19 9%	51 10% KM	46 7%	12 7%	2 2%	70 10% P	46 7%	14 5%	18 7%	112 8%	55 8%	75 8%	37 9%	38 7%
Easy to use/navigate	55 3%	10 3%	3 2%	4 2%	11 7% ACD	27 4%	31 3%	24 3%	5 2%	22 4% M	20 3%	8 5% M	-	27 4%	20 3%	8 3%	6 2%	49 4%	23 3%	32 3%	18 5%	14 3%
Accessible/Easy to access/find	39 2%	4 1%	10 5% ABF	6 3%	3 2%	16 2%	22 2%	17 2%	1	16 3% I	18 3% I	3 2%	1 1%	17 2%	18 3%	4 2%	5 2%	34 2%	16 2%	23 2%	10 3%	13 2%
Practical/Useful/Helpful	25 2% B	1 *	5 3% B	2 1%	3 2%	14 2%	16 2%	9 1%	10 5% KLM	10 2%	5 1%	-	-	20 3% OP	5 1%	-	3 1%	22 2%	8 1%	17 2%	9 2%	8 1%
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	16 1%	1 *	3 2%	2 1%	-	10 1%	9 1%	7 1%	4 2%	4 1%	6 1%	1 1%	1 1%	8 1%	6 1%	2 1%	4 2%	12 1%	9 1%	7 1%	1 *	6 1%
MISCELLANEOUS (NET)	114 7% F	24 8%	18 9%	17 8%	13 8%	42 6%	66 7%	48 7%	12 5%	22 4%	60 9% J	14 8%	6 7%	34 5%	60 9% N	20 8%	14 5%	100 7%	41 6%	73 8%	23 6%	50 9%
Meets my expectations/needs/Always find what I need/want	47 3% F	15 5% AF	11 6% AF	6 3% F	9 6% AF	6 1%	22 2%	25 4%	5 2%	8 2%	24 4% J	6 3%	4 5%	13 2%	24 4% N	10 4%	3 1%	44 3%	12 2%	35 4% S	8 2%	27 5% U
Positive/Just was	32 2%	4 1%	-	8 4% C	2 1%	18 2% C	20 2%	12 2%	3 1%	5 1%	18 3% J	4 2%	2 2%	8 1%	18 3% N	6 2%	5 2%	27 2%	10 1%	22 2%	9 2%	13 2%
Convenient	6	-	1 1%	-	1 1%	4 1%	3	3	-	2	4 1%	-	-	2	4 1%	-	-	6	3	3	2 1%	1
Negative experience mentions	4	1	-	1	-	2	2	2	-	1	2	1 1%	-	1	2	1	-	4	1	3	1	2
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_5. What made your experience with .net very positive?
5. .net

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	1627	296	192	223	163	753	914	713	220	491	656	175	85*	711	656	260	262	1365	686	941	390	551
Other mentions	25 2%	4 1%	6 3%	2 1%	1 1%	12 2%	19 2%	6 1%	4 2%	6 1%	12 2%	3 2%	-	10 1%	12 2%	3 1%	6 2%	19 1%	15 2%	10 1%	3 1%	7 1%
SECURITY (NET)	84 5%	10 3%	17 9% ABF	11 5%	8 5%	38 5%	44 5%	40 6%	20 9% KLM	30 6%	26 4%	7 4%	1 1%	50 7% OP	26 4%	8 3%	13 5%	71 5%	35 5%	49 5%	27 7% V	22 4%
Safe/Good security	70 4%	9 3%	12 6%	11 5%	6 4%	32 4%	37 4%	33 5%	17 8% KM	22 4%	24 4%	6 3%	1 1%	39 5%	24 4%	7 3%	12 5%	58 4%	26 4%	44 5%	26 7% V	18 3%
No/Less spam	5	-	1 1%	-	2 1% A	2	2	3	1	2	2	-	-	3	2	-	-	5	2	3	1	2
Virus/Malware protected	4	1	2 1% AF	-	-	1	2	2	2 1% K	2	-	-	-	4 1%	-	-	1	3	2	2	-	2
Private/Privacy	2	-	1 1%	-	-	1	1	1	-	1	-	1 1%	-	1	-	1	-	2	1	1	1	-
Other security mentions	6	-	3 2% AB	-	-	3	2	4 1%	-	5 1% K	1	-	-	5 1%	1	-	1	5	6 1% T	-	-	-
SERVICE (NET)	8	-	3 2% AB	-	1 1%	4 1%	4	4 1%	-	1	5 1%	2 1%	-	1	5 1%	2 1%	2 1%	6	2	6 1%	4 1%	2
Good service/customer service/support	6	-	3 2% AB	-	-	3	3	3	-	-	5 1%	1 1%	-	-	5 1% N	1	1	5	2	4	2 1%	2
Other service mentions	2	-	-	-	1 1%	1	1	1	-	1	-	1 1%	-	1	-	1	1	1	-	2	2 1%	-
None	18 1%	4 1%	3 2%	5 2%	-	6 1%	10 1%	8 1%	3 1%	4 1%	8 1%	3 2%	-	7 1%	8 1%	3 1%	-	18 1%	8 1%	10 1%	2 1%	8 1%
Don't know	54 3% EF	13 4% EF	6 3% ABCE	21 9% ABCE	1	13 2%	27 3%	27 4%	9 4%	12 2%	25 4%	5 3%	3 4%	21 3%	25 4%	8 3%	5 2%	49 4%	13 2%	41 4% S	7 2%	34 6% U
Declined to answer	53 3% F	13 4% F	6 3% AF	14 6% AF	4 2%	16 2%	32 4%	21 3%	5 2%	13 3%	28 4%	5 3%	2 2%	18 3%	28 4%	7 3%	11 4%	42 3%	29 4%	24 3%	7 2%	17 3%
Sigma	2002 123%	347 117%	252 131%	264 118%	207 127%	932 124%	1133 124%	869 122%	292 133%	594 121%	806 123%	210 120%	100 118%	886 125%	806 123%	310 119%	317 121%	1685 123%	869 127%	1133 120%	480 123%	653 119%

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

Q740_6. What made your experience with .org very positive?

14 Mar 2015
Table 227

Base: Very Positive Experience With Websites With Domain Name Extensions

6. .org

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1905	440	291	275	198	701	1017	888	267	587	756	188	107	854	756	295	335	1570	693	1212	449	763
Weighted Base	1905	440	291	275	198	701	1017	888	267	587	756	188	107	854	756	295	335	1570	693	1212	449	763
USAGE (NET)	764 40% CD	165 38% D	99 34%	79 29%	72 36%	349 50% ABCDE	422 41%	342 39%	106 40%	218 37%	319 42%	78 41%	43 40%	324 38%	319 42%	121 41%	129 39%	635 40%	302 44% T	462 38%	193 43% V	269 35%
BUSINESSES/ORGANIZATIONS (SUB-NET)	640 34% CD	139 32% D	82 28%	58 21%	62 31% D	299 43% ABCDE	353 35%	287 32%	91 34%	190 32%	271 36%	57 30%	31 29%	281 33%	271 36%	88 30%	102 30%	538 34%	259 37% T	381 31%	164 37% V	217 28%
Organization website/extension	235 12% D	44 10% D	30 10% D	15 5%	37 19% ABCD	109 16% ABCD	125 12%	110 12%	40 15% M	79 13% M	92 12% M	18 10%	6 6%	119 14% P	92 12%	24 8%	44 13%	191 12%	89 13% T	146 12% V	76 17% V	70 9%
Government website/extension	185 10% BDE	26 6%	30 10% BDE	13 5%	9 5% ABCDE	107 15% ABCDE	112 11% H	73 8%	18 7%	55 9%	82 11%	23 12% I	7 7%	73 9%	82 11%	30 10%	26 8%	159 10%	79 11% T	106 9% V	35 8% V	71 9%
Used for non-profit organizations/purposes	96 5% CD	31 7% ACD	7 2%	6 2%	9 5%	43 6% CD	54 5%	42 5%	15 6%	29 5%	44 6%	6 3%	2 2%	44 5% P	44 6% P	8 3%	10 3%	86 5% T	48 7% T	48 4% V	26 6% V	22 3%
Educational websites	40 2%	12 3%	5 2%	2 1%	4 2%	17 2% J	16 2%	24 3%	8 3%	9 2%	16 2%	2 1%	5 5% J	17 2%	16 2%	7 2%	9 3%	31 2%	11 2% T	29 2% V	12 3% V	17 2%
Business/Work website usage	30 2%	10 2%	2 1%	6 2%	3 2% IJKL	9 1% IJKL	13 1%	17 2%	4 1%	5 1%	13 2%	2 1%	6 6% IJKL	9 1% IJKL	13 2% N	8 3% N	8 2%	22 1% T	13 2% T	17 1% V	5 1% V	12 2% V
Institutions websites/extensions	23 1%	3 1%	7 2%	4 1%	1 1%	8 1% C	13 1%	10 1%	5 2%	7 1%	11 1%	-	-	12 1% P	11 1% P	-	5 1%	18 1% T	13 2% T	10 1% V	4 1% V	6 1% V
Specific to a company/good/large companies	18 1%	5 1%	-	4 1% C	4 2% C	5 1% C	12 1%	6 1%	2 1%	6 1%	6 1%	2 1%	2 2%	8 1%	6 1%	4 1%	4 1%	14 1% T	4 1% T	14 1% V	8 2% V	6 1% V
Networking companies usually use in extension	4	-	-	-	1	3	4	-	1	1	1	1	-	2	1	1	-	4	3	1	-	1
Commercial websites	3	-	-	1	-	2	2	1	-	1	-	2	-	1	-	2	-	3	1	2	1	1
Other businesses/organizations mentions	68 4%	24 5% ACF	7 2%	10 4%	7 4%	20 3% I	37 4%	31 3%	4 1%	16 3%	35 5% I	7 4%	6 6%	20 2% I	35 5% N	13 4% N	5 1%	63 4% Q	23 3% Q	45 4% V	19 4% V	26 3% V
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	90 5%	25 6%	14 5%	10 4%	6 3%	35 5% IJK	48 5%	42 5%	12 4%	22 4%	34 4% IJK	11 6% IJK	11 10% IJK	34 4% IJK	34 4% IJK	22 7% N	20 6%	70 4% N	28 4% N	62 5% V	18 4% V	44 6% V
Always use it/The one I use most/frequently	55 3%	13 3%	11 4%	7 3%	2 1%	22 3% IJK	30 3%	25 3%	11 4%	14 2%	19 3% IJK	5 3%	6 6% IJK	25 3% IJK	19 3% IJK	11 4% IJK	13 4%	42 3% N	20 3% N	35 3% V	10 2% V	25 3% V
Familiar with website/Have visited/used before/in the past	35 2%	12 3%	3 1%	3 1%	4 2%	13 2% IJK	18 2%	17 2%	1	8 1%	15 2% IJK	6 3% IJK	5 5% IJK	9 1% IJK	15 2% IJK	11 4% N	7 2%	28 2% N	8 1% N	27 2% V	8 2% V	19 2% V

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

Q740_6. What made your experience with .org very positive?

14 Mar 2015
Table 227

6. .org

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	1905	440	291	275	198	701	1017	888	267	587	756	188	107	854	756	295	335	1570	693	1212	449	763
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	47 2%	7 2%	7 2%	10 4%	5 3%	18 3%	25 2%	22 2%	6 2%	12 2%	16 2%	11 6% IJK	2 2%	18 2%	16 2%	13 4% NO	10 3%	37 2%	17 2%	30 2%	13 3%	17 2%
Allows for searching/browsing	12 1%	1	4 1%	2 1%	2 1%	3	6 1%	6 1%	2 1%	6 1%	3	-	1 1%	8 1%	3	1	4 1%	8 1%	2	10 1%	5 1%	5 1%
Diversity/Multi-purpose website	4	-	-	1	2 1% AB	1	3	1	1	-	2	1 1%	-	1	2	1	3 1% R	1	2	2	1	1
Personal usage site	4	-	1	1	-	2	3	1	-	1	2	1 1%	-	1	2	1	-	4	2	2	1	1
Email usage	3	1	-	1	-	1	1	2	-	-	2	1 1%	-	-	2	1	-	3	-	3	1	2
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	24 1%	5 1%	2 1%	5 2%	1 1%	11 2%	12 1%	12 1%	3 1%	5 1%	7 1%	8 4% IJK	1 1%	8 1%	7 1%	9 3% NO	3 1%	21 1%	11 2%	13 1%	5 1%	8 1%
COUNTRIES (SUB-NET)	23 1%	2	3 1%	5 2%	3 2%	10 1%	14 1%	9 1%	4 1%	4 1%	11 1%	3 2%	1 1%	8 1%	11 1%	4 1%	3 1%	20 1%	12 2%	11 1%	4 1%	7 1%
International/Used worldwide/Global	14 1%	1	3 1%	3 1%	2 1%	5 1%	11 1%	3	2 1%	3 1%	7 1%	1 1%	1 1%	5 1%	7 1%	2 1%	2 1%	12 1%	10 1% T	4	2	2
It's my country's extension	2	-	-	1	-	1	1	1	-	-	1	1 1%	-	-	1	1	1	1	-	2	1	1
India based website	1	-	-	1	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	1	-
Indonesian based website	1	-	-	-	-	1	-	1	-	-	1	-	-	-	1	-	-	1	-	1	-	1
Russia based website	1	-	-	-	-	1	-	1	-	-	-	1 1% K	-	-	-	1	-	1	1	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_6. What made your experience with .org very positive?

14 Mar 2015
Table 227

6. .org

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	1905	440	291	275	198	701	1017	888	267	587	756	188	107	854	756	295	335	1570	693	1212	449	763
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	6	1	-	2	1	2	4	2	3	1	2	-	-	4	2	-	-	6	1	5	1	4
PERFORMANCE (NET)	351 18% F	97 22% AF	75 26% AF	76 28% AEF	38 19% F	65 9% F	176 17% F	175 20% F	54 20% F	96 16% F	137 18% F	37 20% J	27 25% J	150 18% J	137 18% J	64 22% J	65 19% J	286 18% J	115 17% J	236 19% J	83 18% J	153 20% J
No problems/Good experience with website	189 10% F	60 14% AEF	32 11% F	49 18% ACEF	13 7% F	35 5% F	94 9% F	95 11% F	18 7% F	45 8% F	85 11% IJ	26 14% IJ	15 14% IJ	63 7% N	85 11% N	41 14% N	38 11% N	151 10% N	52 8% N	137 11% S	38 8% U	99 13% U
Reliable	108 6% F	23 5% F	33 11% ABF	22 8% F	13 7% F	17 2% F	58 6% F	50 6% F	26 10% KL	37 6% F	30 4% F	8 4% F	7 7% F	63 7% O	30 4% F	15 5% F	18 5% F	90 6% F	41 6% F	67 6% F	32 7% F	35 5% F
Fast/Good speed	29 2% F	6 1% F	7 2% F	3 1% F	5 3% F	8 1% F	7 1% F	22 2% G	8 3% KL	11 2% F	9 1% F	-	1 1% F	19 2% P	9 1% F	1 1% F	7 2% F	22 1% F	13 2% F	16 1% F	6 1% F	10 1% F
Worked/Effective	24 1% F	9 2% F	3 1% F	3 1% F	7 4% AF	2 1% F	13 1% F	11 1% F	2 1% F	6 1% F	11 1% F	2 1% F	3 3% F	8 1% F	11 1% F	5 2% F	4 1% F	20 1% F	8 1% F	16 1% F	4 1% F	12 2% F
Good results/search results	8	2	1	1	1	3	8	-	2	1	2	1	2	3	2	3	-	8	2	6	4	2
Other performance mentions	2	-	1	-	-	1	1	1	1	-	1	-	-	1	1	-	-	2	2	-	-	-

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

Q740_6. What made your experience with .org very positive?

14 Mar 2015
Table 227

Base: Very Positive Experience With Websites With Domain Name Extensions

6. .org

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	1905	440	291	275	198	701	1017	888	267	587	756	188	107	854	756	295	335	1570	693	1212	449	763
BRAND/QUALITY (NET)	320 17% C	67 15%	30 10%	36 13%	32 16%	155 22% ABCD	171 17%	149 17%	44 16%	118 20% L	122 16%	21 11%	15 14%	162 19% P	122 16%	36 12%	43 13%	277 18% Q	140 20% T	180 15%	75 17%	105 14%
Honest/trustworthy	134 7% C	33 8% C	8 3%	12 4%	13 7% C	68 10% ACD	73 7%	61 7%	20 7% L	54 9% L	50 7% L	5 3%	5 5%	74 9% P	50 7% P	10 3%	22 7% Q	112 7%	55 8% R	79 7%	33 7% S	46 6% T
It's a legitimate/credible site/domain	87 5%	17 4%	9 3%	10 4%	7 4% AC	44 6% AC	37 4%	50 6% G	9 3%	29 5%	35 5%	12 6%	2 2%	38 4%	35 5%	14 5%	9 3%	78 5% Q	32 5% R	55 5% S	17 4% T	38 5% U
Well known/Popular/Most commonly used domain	70 4%	10 2%	7 2%	12 4%	8 4%	33 5% B	43 4%	27 3%	12 4% L	26 4% L	23 3%	2 1%	7 7% L	38 4%	23 3%	9 3%	11 3% Q	59 4% R	35 5% T	35 3% U	22 5% V	13 2% W
Reputable	18 1%	6 1%	1 *	1 *	3 2%	7 1%	8 1%	10 1%	2 1%	6 1%	6 1%	3 2%	1 1%	8 1%	6 1%	4 1%	2 1% Q	16 1% R	8 1% S	10 1% T	5 1% U	5 1% V
Well established/Been around for a long time	11 1%	2 *	-	-	1 1%	8 1% A	9 1%	2 *	-	3 1%	7 1%	1 1%	-	3 *	7 1% P	1 *	-	11 1% Q	7 1% R	4 *	2 *	2 *
Good quality brand/product	7 *	1 *	2 1%	-	-	4 1%	4 *	3 *	2 1%	2 *	3 *	-	-	4 *	3 *	-	2 1% Q	5 *	3 *	4 *	3 1% U	1 *
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	7 *	-	3 1% B	2 1%	-	2 *	5 *	2 *	-	2 *	5 1%	-	-	2 *	5 1% P	-	1 *	6 *	4 1% R	3 *	1 *	2 *
CONTENT (NET)	317 17% F	88 20% ADF	49 17%	35 13%	49 25% ACDF	96 14%	151 15%	166 19% G	55 21% K	101 17%	107 14%	35 19%	19 18%	156 18% O	107 14%	54 18%	65 19% Q	252 16% R	107 15% S	210 17% T	80 18% U	130 17% V
INFORMATION (SUB-NET)	297 16% F	85 19% ADF	45 15%	33 12%	49 25% ACDF	85 12%	142 14%	155 17% G	49 18%	94 16%	103 14%	33 18%	18 17%	143 17% O	103 14%	51 17%	58 17% Q	239 15% R	97 14% S	200 17% T	74 16% U	126 17% V
Comprehensive/Can search all information in one place	121 6% DF	40 9% ADF	24 8% DF	9 3%	28 14% ACDF	20 3%	58 6%	63 7% G	11 4%	40 7%	49 6%	10 5%	11 10% I	51 6% O	49 6% P	21 7% Q	26 8% R	95 6% S	38 5% T	83 7% U	27 6% V	56 7% W
Information/Informative	65 3%	15 3%	6 2%	13 5%	7 4%	24 3%	29 3%	36 4%	11 4%	18 3%	26 3%	7 4%	3 3%	29 3% O	26 3% P	10 3% Q	15 4% R	50 3% S	22 3% T	43 4% U	17 4% V	26 3% W
Good/Helpful information	56 3%	21 5% ACDF	5 2%	5 2%	8 4%	17 2%	33 3%	23 3% G	12 4% JKLM	19 3%	14 2%	10 5% K	1 1%	31 4% O	14 2% P	11 4% Q	8 2% R	48 3% S	14 2% T	42 3% U	15 3% V	27 4% W
Accurate/Authentic information	44 2%	6 1%	6 2%	5 2%	8 4% B	19 3%	15 1%	29 3% G	17 6% JKLM	12 2%	10 1%	4 2%	1 1%	29 3% O	10 1% P	5 2% Q	6 2% R	38 2% S	17 2% T	27 2% U	12 3% V	15 2% W
Other information mentions	16 1%	4 1%	4 1%	2 1%	-	6 1%	8 1%	8 1%	-	8 1%	4 1%	2 1%	2 2% I	8 1% N	4 1% O	4 1% P	3 1% Q	13 1% R	7 1% S	9 1% T	4 1% U	5 1% V

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

Q740_6. What made your experience with .org very positive?

14 Mar 2015
Table 227

6. .org

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	1905	440	291	275	198	701	1017	888	267	587	756	188	107	854	756	295	335	1570	693	1212	449	763
MISCELLANEOUS CONTENT (SUB-NET)	24 1%	4 1%	6 2% E	2 1%	-	12 2%	11 1%	13 1%	8 3% K	7 1%	6 1%	2 1%	1 1%	15 2%	6 1%	3 1%	7 2%	17 1%	12 2%	12 1%	6 1%	6 1%
Good/Like the content	17 1%	3 1%	5 2%	2 1%	-	7 1%	6 1%	11 1%	6 2% K	6 1%	2 1%	2 1%	1 1%	12 1% O	2 1%	3 1%	6 2%	11 1%	10 1%	7 1%	4 1%	3 1%
News related websites (All news mentions, i.e. balance, up to date news, etc...)	5 1%	-	1 1%	-	-	4 1%	4 1%	1 1%	1 1%	1 1%	3 1%	-	-	2 1%	3 1%	-	1 1%	4 1%	2 1%	3 1%	2 1%	1 1%
Other miscellaneous content mentions	2 1%	1 1%	-	-	-	1 1%	1 1%	1 1%	1 1%	-	1 1%	-	-	1 1%	1 1%	-	-	2 1%	-	2 1%	-	2 1%
SITE APPEAL (NET)	177 9%	38 9%	33 11% D	17 6%	17 9%	72 10% D	86 8%	91 10%	34 13% M	53 9%	71 9%	14 7%	5 5%	87 10%	71 9%	19 6%	29 9%	148 9%	75 11%	102 8%	44 10%	58 8%
Everything/Good/Like site	63 3%	13 3%	9 3%	6 2%	8 4%	27 4%	30 3%	33 4%	12 4% L	21 4%	26 3%	2 1%	2 2%	33 4% P	26 3%	4 1%	10 3%	53 3%	26 4%	37 3%	17 4%	20 3%
Interesting websites	17 1% F	6 1% F	5 2% F	3 1%	1 1%	2 1%	5 1%	12 1% G	5 2%	4 1%	5 1%	1 1%	2 2%	9 1%	5 1%	3 1%	3 1%	14 1%	5 1%	12 1%	5 1%	7 1%
It indicates seriousness/that it's important	16 1%	3 1%	10 3% ABDEF	-	-	3 1%	7 1%	9 1%	3 1%	5 1%	2 1%	6 3% JK	-	8 1%	2 1%	6 2% O	3 1%	13 1%	10 1% T	6 1%	3 1%	3 1%
Descriptive/Indicates what it stands for	13 1%	3 1%	2 1%	-	2 1%	6 1%	5 1%	8 1%	2 1%	3 1%	8 1%	-	-	5 1%	8 1%	-	2 1%	11 1%	6 1%	7 1%	2 1%	5 1%
Organized/Not cluttered	13 1%	1 1%	1 1%	1 1%	-	10 1% AB	8 1%	5 1%	1 1%	2 1%	8 1%	2 1%	-	3 1%	8 1%	2 1%	1 1%	12 1%	5 1%	8 1%	2 1%	6 1%
It's professional	12 1%	4 1%	-	1 1%	-	7 1%	6 1%	6 1%	1 1%	6 1%	4 1%	1 1%	-	7 1%	4 1%	1 1%	2 1%	10 1%	4 1%	8 1%	4 1%	4 1%
OK/Fine	11 1%	3 1%	1 1%	4 1%	-	3 1%	4 1%	7 1%	3 1%	1 1%	7 1%	-	-	4 1%	7 1%	-	2 1%	9 1%	3 1%	8 1%	3 1%	5 1%
Not a lot of ads/pop ups	8 1%	1 1%	1 1%	2 1%	3 2% AF	1 1%	6 1%	2 1%	1 1%	4 1%	3 1%	-	-	5 1%	3 1%	-	1 1%	7 1%	4 1%	4 1%	2 1%	2 1%
It's memorable/Easy to remember	6 1%	1 1%	1 1%	-	-	4 1%	2 1%	4 1%	1 1%	1 1%	3 1%	-	1 1%	2 1%	3 1%	1 1%	1 1%	5 1%	4 1%	2 1%	1 1%	1 1%
Different/Unique	5 1%	-	-	-	1 1%	4 1%	4 1%	1 1%	1 1%	3 1%	1 1%	-	-	4 1%	1 1%	-	1 1%	4 1%	2 1%	3 1%	3 1% V	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_6. What made your experience with .org very positive?
6. .org

14 Mar 2015
Table 227

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	1905	440	291	275	198	701	1017	888	267	587	756	188	107	854	756	295	335	1570	693	1212	449	763
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	17 1%	3 1%	4 1%	-	2 1%	8 1%	10 1%	7 1%	5 2%	4 1%	6 1%	2 1%	-	9 1%	6 1%	2 1%	3 1%	14 1%	7 1%	10 1%	4 1%	6 1%
SECURITY (NET)	121 6%	17 4%	33 11%	23 8%	12 6%	36 5%	58 6%	63 7%	23 9%	39 7%	38 5%	18 10%	3 3%	62 7%	38 5%	21 7%	25 7%	96 6%	40 6%	81 7%	30 7%	51 7%
Safe/Good security	95 5%	12 3%	29 10%	21 8%	9 5%	24 3%	42 4%	53 6%	18 7%	31 5%	29 4%	14 7%	3 3%	49 6%	29 4%	17 6%	20 6%	75 5%	31 4%	64 5%	26 6%	38 5%
Virus/Malware protected	10 1%	3 1%	2 1%	1 *	1 1%	3 *	6 1%	4 *	2 1%	2 *	4 1%	2 1%	-	4 *	4 1%	2 1%	1 *	9 1%	1 *	9 1%	1 *	8 1%
Private/Privacy	5 *	-	3 1%	2 1%	-	-	3 *	2 *	1 *	2 *	1 *	1 1%	-	3 *	1 *	1 *	1 *	4 *	3 *	2 *	2 *	-
No/Less spam	3 *	1 *	-	-	1 1%	1 *	1 *	2 *	2 1%	-	1 *	-	-	2 *	1 *	-	-	3 *	-	3 *	-	3 *
Other security mentions	12 1%	2 *	-	-	2 1%	8 1%	8 1%	4 *	-	6 1%	3 *	3 2%	-	6 1%	3 *	3 1%	3 1%	9 1%	6 1%	6 *	3 1%	3 *
FUNCTIONALITY (NET)	106 6%	23 5%	21 7%	10 4%	17 9%	35 5%	55 5%	51 6%	11 4%	36 6%	44 6%	11 6%	4 4%	47 6%	44 6%	15 5%	21 6%	85 5%	34 5%	72 6%	30 7%	42 6%
Easy to use/navigate	43 2%	12 3%	4 1%	4 1%	8 4%	15 2%	20 2%	23 3%	2 1%	15 3%	19 3%	6 3%	1 1%	17 2%	19 3%	7 2%	10 3%	33 2%	11 2%	32 3%	17 4%	15 2%
Accessible/Easy to access/find	33 2%	5 1%	13 4%	4 1%	6 3%	5 1%	17 2%	16 2%	2 1%	10 2%	17 2%	3 2%	1 1%	12 1%	17 2%	4 1%	7 2%	26 2%	11 2%	22 2%	8 2%	14 2%
Practical/Useful/Helpful	23 1%	6 1%	4 1%	1 *	4 2%	8 1%	14 1%	9 1%	5 2%	11 2%	6 1%	-	1 1%	16 2%	6 1%	1 *	1 *	22 1%	10 1%	13 1%	3 1%	10 1%
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	8 *	-	-	1 *	-	7 1%	4 *	4 *	2 1%	1 *	2 *	2 1%	1 1%	3 *	2 *	3 1%	3 1%	5 *	2 *	6 *	3 1%	3 *
MISCELLANEOUS (NET)	100 5%	31 7%	16 5%	19 7%	11 6%	23 3%	44 4%	56 6%	10 4%	27 5%	39 5%	17 9%	7 7%	37 4%	39 5%	24 8%	10 3%	90 6%	30 4%	70 6%	21 5%	49 6%

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

Q740_6. What made your experience with .org very positive?

14 Mar 2015
Table 227

Base: Very Positive Experience With Websites With Domain Name Extensions

6. .org

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	1905	440	291	275	198	701	1017	888	267	587	756	188	107	854	756	295	335	1570	693	1212	449	763
Meets my expectations/needs/Always find what I need/want	57 3%	23 5%	12 4%	9 3%	8 4%	5 1%	22 2%	35 4%	6 2%	9 2%	23 3%	13 7%	6 6%	15 2%	23 3%	19 6%	7 2%	50 3%	11 2%	46 4%	9 2%	37 5%
Positive/Just was	27 1%	3 1%	3 1%	8 3%	2 1%	11 2%	13 1%	14 2%	3 1%	13 2%	9 1%	2 1%	-	16 2%	9 1%	2 1%	1	26 2%	12 2%	15 1%	9 2%	6 1%
Negative experience mentions	3	-	-	-	-	3	2	1	-	1	2	-	-	1	2	-	1	2	2	1	-	1
Convenient	1	-	-	1	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	1	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	12 1%	5 1%	1	1	1 1%	4 1%	7 1%	5 1%	1	4 1%	4 1%	2 1%	1 1%	5 1%	4 1%	3 1%	1	11 1%	5 1%	7 1%	2	5 1%
SERVICE (NET)	5	-	2 1%	2 1%	-	1	2	3	3 1%	-	2	-	-	3	2	-	-	5	2	3	-	3
Good service/customer service/support	4	-	1	2 1%	-	1	1	3	2 1%	-	2	-	-	2	2	-	-	4	2	2	-	2
Other service mentions	1	-	1	-	-	-	1	-	1	-	-	-	-	1	-	-	-	1	-	1	-	1
None	15 1%	4 1%	2 1%	5 2%	-	4 1%	10 1%	5 1%	2 1%	3 1%	8 1%	2 1%	-	5 1%	8 1%	2 1%	-	15 1%	5 1%	10 1%	3 1%	7 1%
Don't know	29 2%	6 1%	1	9 3%	2 1%	11 2%	19 2%	10 1%	2 1%	10 2%	13 2%	2 1%	2 2%	12 1%	13 2%	4 1%	1	28 2%	5 1%	24 2%	5 1%	19 2%
Declined to answer	61 3%	20 5%	7 2%	16 6%	3 2%	15 2%	41 4%	20 2%	4 1%	14 2%	28 4%	10 5%	5 5%	18 2%	28 4%	15 5%	12 4%	49 3%	20 3%	41 3%	8 2%	33 4%
Sigma	2507 132%	588 134%	387 133%	341 124%	275 139%	916 131%	1309 129%	1198 135%	371 139%	758 129%	983 130%	259 138%	136 127%	1129 132%	983 130%	395 134%	421 126%	2086 133%	926 134%	1581 130%	616 137%	965 126%

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

Q740_7. What made your experience with .tel very positive?
7. .tel

14 Mar 2015
Table 228

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	67*	4**	9**	6**	2**	46*	26**	41*	7**	31*	24**	4**	1**	38*	24**	5**	5**	62*	53*	14**	9**	5**
Weighted Base	67*	4**	9**	6**	2**	46*	26**	41*	7**	31*	24**	4**	1**	38*	24**	5**	5**	62*	53*	14**	9**	5**
USAGE (NET)	17 25%	-	11%	17%	-	15 33%	8 31%	9 22%	-	7 23%	6 25%	3 75%	1 100%	7 18%	6 25%	4 80%	1 20%	16 26%	13 25%	4 29%	2 22%	2 40%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	9 13%	-	11%	17%	-	7 15%	4 15%	5 12%	-	2 6%	4 17%	3 75%	-	2 5%	4 17%	3 60%	1 20%	8 13%	5 9%	4 29%	2 22%	2 40%
Always use it/The one I use most/frequently	6 9%	-	11%	17%	-	4 9%	2 8%	4 10%	-	2 6%	2 8%	2 50%	-	2 5%	2 8%	2 40%	1 20%	5 8%	4 8%	2 14%	1 11%	1 20%
Familiar with website/Have visited/used before/in the past	3 4%	-	-	-	-	3 7%	2 8%	1 2%	-	-	2 8%	1 25%	-	-	2 8%	1 20%	-	3 5%	1 2%	2 14%	1 11%	1 20%
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	4 6%	-	-	-	-	4 9%	1 4%	3 7%	-	2 6%	2 8%	-	-	2 5%	2 8%	-	-	4 6%	4 8%	-	-	-
Business/Work website usage	2 3%	-	-	-	-	2 4%	-	2 5%	-	1 3%	1 4%	-	-	1 3%	1 4%	-	-	2 3%	2 4%	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_7. What made your experience with .tel very positive?
7. .tel

14 Mar 2015
Table 228

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	67*	4**	9**	6**	2**	46*	26**	41*	7**	31*	24**	4**	1**	38*	24**	5**	5**	62*	53*	14**	9**	5**
Other businesses/organizations mentions	2 3%	-	-	-	-	2 4%	1 4%	1 2%	-	1 3%	1 4%	-	-	1 3%	1 4%	-	-	2 3%	2 4%	-	-	-
COUNTRIES (SUB-NET)	3 4%	-	-	-	-	3 7%	2 8%	1 2%	-	2 6%	-	-	100%	2 5%	-	1 20%	-	3 5%	3 6%	-	-	-
International/Used worldwide/Global	3 4%	-	-	-	-	3 7%	2 8%	1 2%	-	2 6%	-	-	100%	2 5%	-	1 20%	-	3 5%	3 6%	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_7. What made your experience with .tel very positive?
7. .tel

14 Mar 2015
Table 228

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	67*	4**	9**	6**	2**	46*	26**	41*	7**	31*	24**	4**	1**	38*	24**	5**	5**	62*	53*	14**	9**	5**
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	2 3%	-	-	-	-	2 4%	1 4%	1 2%	-	2 6%	-	-	-	2 5%	-	-	-	2 3%	2 4%	-	-	-
Allows for searching/browsing	2 3%	-	-	-	-	2 4%	1 4%	1 2%	-	2 6%	-	-	-	2 5%	-	-	-	2 3%	2 4%	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
SITE APPEAL (NET)	14 21%	2 50%	4 44%	-	-	8 17%	7 27%	7 17%	4 57%	7 23%	1 4%	1 25%	1 100%	11 29%	1 4%	2 40%	1 20%	13 21%	10 19%	4 29%	2 22%	2 40%
Everything/Good/Like site	6 9%	-	3 33%	-	-	3 7%	3 12%	3 7%	2 28%	3 10%	1 4%	-	-	5 13%	1 4%	-	1 20%	5 8%	4 8%	2 14%	1 11%	1 20%
Descriptive/Indicates what it stands for	2 3%	-	-	-	-	2 4%	1 4%	1 2%	-	1 3%	-	1 25%	-	1 3%	-	1 20%	-	2 3%	1 2%	1 7%	1 11%	-
It's memorable/Easy to remember	1 1%	1 25%	-	-	-	-	-	1 2%	-	1 3%	-	-	-	1 3%	-	-	-	1 2%	-	1 7%	-	1 20%
It's professional	1 1%	-	-	-	-	1 2%	-	1 2%	-	1 3%	-	-	-	1 3%	-	-	-	1 2%	1 2%	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_7. What made your experience with .tel very positive?
7. .tel

14 Mar 2015
Table 228

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	67*	4**	9**	6**	2**	46*	26**	41*	7**	31*	24**	4**	1**	38*	24**	5**	5**	62*	53*	14**	9**	5**
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	4 6%	1 25%	1 11%	-	-	2 4%	3 12%	1 2%	2 29%	1 3%	-	-	1 100%	3 8%	-	1 20%	-	4 6%	4 8%	-	-	-
BRAND/QUALITY (NET)	13 19%	-	4 44%	1 17%	-	8 17%	4 15%	9 22%	2 29%	8 26%	2 8%	-	1 100%	10 26%	2 8%	1 20%	1 20%	12 19%	9 17%	4 29%	3 33%	1 20%
Honest/trustworthy	7 10%	-	1 11%	1 17%	-	5 11%	2 8%	5 12%	1 14%	5 16%	1 4%	-	-	6 16%	1 4%	-	1 20%	6 10%	4 8%	3 21%	2 22%	1 20%
Good quality brand/product	2 3%	-	2 22%	-	-	-	1 4%	1 2%	1 14%	-	1 4%	-	-	1 3%	1 4%	-	-	2 3%	2 4%	-	-	-
It's a legitimate/credible site/domain	2 3%	-	1 11%	-	-	1 2%	-	2 5%	-	2 6%	-	-	-	2 5%	-	-	-	2 3%	1 2%	1 7%	1 11%	-
Well known/Popular/Most commonly used domain	1 1%	-	-	-	-	1 2%	1 4%	-	-	-	-	-	1 100%	-	-	1 20%	-	1 2%	1 2%	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	1 1%	-	-	-	-	1 2%	-	1 2%	-	1 3%	-	-	-	1 3%	-	-	-	1 2%	1 2%	-	-	-

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

Q740_7. What made your experience with .tel very positive?
7. .tel

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	67*	4**	9**	6**	2**	46*	26**	41*	7**	31*	24**	4**	1**	38*	24**	5**	5**	62*	53*	14**	9**	5**
PERFORMANCE (NET)	6 9%	-	-	1 17%	-	5 11%	3 12%	3 7%	1 14%	2 6%	3 13%	-	-	3 8%	3 13%	-	-	6 10%	5 9%	1 7%	1 11%	-
No problems/Good experience with website	3 4%	-	-	1 17%	-	2 4%	2 8%	1 2%	-	1 3%	2 8%	-	-	1 3%	2 8%	-	-	3 5%	2 4%	1 7%	1 11%	-
Fast/Good speed	2 3%	-	-	-	-	2 4%	-	2 5%	-	1 3%	1 4%	-	-	1 3%	1 4%	-	-	2 3%	2 4%	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	1 1%	-	-	-	-	1 2%	1 4%	-	1 14%	-	-	-	-	1 3%	-	-	-	1 2%	1 2%	-	-	-
CONTENT (NET)	5 7%	1 25%	-	-	1 50%	3 7%	2 8%	3 7%	1 14%	3 10%	1 4%	-	-	4 11%	1 4%	-	-	5 8%	4 8%	1 7%	1 11%	-
INFORMATION (SUB-NET)	5 7%	1 25%	-	-	1 50%	3 7%	2 8%	3 7%	1 14%	3 10%	1 4%	-	-	4 11%	1 4%	-	-	5 8%	4 8%	1 7%	1 11%	-
Comprehensive/Can search all information in one place	4 6%	1 25%	-	-	1 50%	2 4%	2 8%	2 5%	1 14%	3 10%	-	-	-	4 11%	-	-	-	4 6%	3 6%	1 7%	1 11%	-
Information/Informative	1 1%	-	-	-	-	1 2%	-	1 2%	-	-	1 4%	-	-	-	1 4%	-	-	1 2%	1 2%	-	-	-
Good/Helpful information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_7. What made your experience with .tel very positive?
7. .tel

14 Mar 2015
Table 228

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	67*	4**	9**	6**	2**	46*	26**	41*	7**	31*	24**	4**	1**	38*	24**	5**	5**	62*	53*	14**	9**	5**
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	4 6%	-	-	1 17%	-	3 7%	2 8%	2 5%	-	1 3%	3 13%	-	-	1 3%	3 13%	-	-	4 6%	4 8%	-	-	-
Easy to use/navigate	2 3%	-	-	1 17%	-	1 2%	-	2 5%	-	1 3%	1 4%	-	-	1 3%	1 4%	-	-	2 3%	2 4%	-	-	-
Accessible/Easy to access/find	1 1%	-	-	-	-	1 2%	1 4%	-	-	-	1 4%	-	-	-	1 4%	-	-	1 2%	1 2%	-	-	-
Practical/Useful/Helpful	1 1%	-	-	-	-	1 2%	1 4%	-	-	-	1 4%	-	-	-	1 4%	-	-	1 2%	1 2%	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	4 6%	-	-	-	-	4 9%	1 4%	3 7%	-	2 6%	2 8%	-	-	2 5%	2 8%	-	-	4 6%	4 8%	-	-	-
Positive/Just was	2 3%	-	-	-	-	2 4%	1 4%	1 2%	-	2 6%	-	-	-	2 5%	-	-	-	2 3%	2 4%	-	-	-
Meets my expectations/needs/Always find what I need/want	1 1%	-	-	-	-	1 2%	-	1 2%	-	-	1 4%	-	-	-	1 4%	-	-	1 2%	1 2%	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_7. What made your experience with .tel very positive?
7. .tel

14 Mar 2015
Table 228

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	67*	4**	9**	6**	2**	46*	26**	41*	7**	31*	24**	4**	1**	38*	24**	5**	5**	62*	53*	14**	9**	5**
Other mentions	1 1%	-	-	-	-	1 2%	-	1 2%	-	-	1 4%	-	-	-	1 4%	-	-	1 2%	1 2%	-	-	-
SECURITY (NET)	2 3%	-	-	-	-	2 4%	1 4%	1 2%	1 14%	-	-	1 25%	-	1 3%	-	1 20%	-	2 3%	2 4%	-	-	-
Safe/Good security	2 3%	-	-	-	-	2 4%	1 4%	1 2%	1 14%	-	-	1 25%	-	1 3%	-	1 20%	-	2 3%	2 4%	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	1 1%	-	-	-	-	1 2%	-	1 2%	-	1 3%	-	-	-	1 3%	-	-	-	1 2%	1 2%	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	9 13%	1 25%	1 11%	2 33%	1 50%	4 9%	4 15%	5 12%	-	3 10%	6 25%	-	-	3 8%	6 25%	-	2 40%	7 11%	9 17%	-	-	-
Sigma	76 113%	4 100%	10 111%	6 100%	2 100%	54 117%	32 123%	44 107%	9 129%	35 113%	24 100%	5 125%	3 300%	44 116%	24 100%	8 160%	5 100%	71 115%	62 117%	14 100%	9 100%	5 100%

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

Q740_8. What made your experience with .asia very positive?

14 Mar 2015
Table 229

8. .asia

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	71*	1**	6**	8**	-**	56*	27**	44*	8**	39*	22**	2**	-**	47*	22**	2**	6**	65*	57*	14**	11**	3**
Weighted Base	71*	1**	6**	8**	-**	56*	27**	44*	8**	39*	22**	2**	-**	47*	22**	2**	6**	65*	57*	14**	11**	3**
USAGE (NET)	18 25%	-	-	-	-	18 32% A	9 33%	9 20%	2 25%	9 23%	6 27%	1 50%	-	11 23%	6 27%	1 50%	1 17%	17 26%	18 32%	-	-	-
COUNTRIES (SUB-NET)	14 20%	-	-	-	-	14 25% A	7 26%	7 16%	2 25%	7 18%	5 23%	-	-	9 19%	5 23%	-	1 17%	13 20%	14 25%	-	-	-
International/Used worldwide/Global	2 3%	-	-	-	-	2 4%	1 4%	1 2%	-	1 3%	1 5%	-	-	1 2%	1 5%	-	-	2 3%	2 4%	-	-	-
It's my country's extension	1 1%	-	-	-	-	1 2%	-	1 2%	-	1 3%	-	-	-	1 2%	-	-	-	1 2%	1 2%	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_8. What made your experience with .asia very positive?

14 Mar 2015
Table 229

8. .asia

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	71*	1**	6**	8**	-**	56*	27**	44*	8**	39*	22**	2**	-**	47*	22**	2**	6**	65*	57*	14**	11**	3**
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	13 18%	-	-	-	-	13 23%	7 26%	6 14%	2 25%	6 15%	5 23%	-	-	8 17%	5 23%	-	1 17%	12 18%	13 23%	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	3 4%	-	-	-	-	3 5%	1 4%	2 5%	-	1 3%	1 5%	1 50%	-	1 2%	1 5%	1 50%	-	3 5%	3 5%	-	-	-
Business/Work website usage	2 3%	-	-	-	-	2 4%	1 4%	1 2%	-	-	1 5%	1 50%	-	-	1 5%	1 50%	-	2 3%	2 4%	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	1 1%	-	-	-	-	1 2%	-	1 2%	-	1 3%	-	-	-	1 2%	-	-	-	1 2%	1 2%	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	2 3%	-	-	-	-	2 4%	2 7%	-	-	1 3%	1 5%	-	-	1 2%	1 5%	-	-	2 3%	2 4%	-	-	-
Allows for searching/browsing	2 3%	-	-	-	-	2 4%	2 7%	-	-	1 3%	1 5%	-	-	1 2%	1 5%	-	-	2 3%	2 4%	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_8. What made your experience with .asia very positive?

14 Mar 2015
Table 229

8. .asia

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	71*	1**	6**	8**	-**	56*	27**	44*	8**	39*	22**	2**	-**	47*	22**	2**	6**	65*	57*	14**	11**	3**
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Always use it/The one I use most/frequently	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND/QUALITY (NET)	14 20%	-	3 50%	1 13%	-	10 18%	3 11%	11 25%	2 25%	8 21%	3 14%	1 50%	-	10 21%	3 14%	1 50%	2 33%	12 18%	9 16%	5 36%	5 45%	-
Honest/trustworthy	8 11%	-	-	1 13%	-	7 13%	1 4%	7 16%	1 13%	6 15%	1 5%	-	-	7 15%	1 5%	-	2 33%	6 9%	4 7%	4 29%	4 36%	-
It's a legitimate/credible site/domain	3 4%	-	1 17%	-	-	2 4%	1 4%	2 5%	-	2 5%	1 5%	-	-	2 4%	1 5%	-	-	3 5%	2 4%	1 7%	1 9%	-
Good quality brand/product	2 3%	-	2 33%	-	-	-	1 4%	1 2%	1 13%	-	1 5%	-	-	1 2%	1 5%	-	-	2 3%	2 4%	-	-	-
Well known/Popular/Most commonly used domain	1 1%	-	-	-	-	1 2%	-	1 2%	-	-	-	1 50%	-	-	-	1 50%	-	1 2%	1 2%	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_8. What made your experience with .asia very positive?

14 Mar 2015
Table 229

8. .asia

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	71*	1**	6**	8**	-**	56*	27**	44*	8**	39*	22**	2**	-**	47*	22**	2**	6**	65*	57*	14**	11**	3**
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	14 20%	1 100%	-	-	-	13 23%	4 15%	10 23%	1 13%	9 23%	3 14%	1 50%	-	10 21%	3 14%	1 50%	2 33%	12 18%	12 21%	2 14%	-	2 67%
Everything/Good/Like site	5 7%	-	-	-	-	5 9%	1 4%	4 9%	-	5 13%	-	-	-	5 11%	-	-	1 17%	4 6%	5 9%	-	-	-
Interesting websites	3 4%	-	-	-	-	3 5%	1 4%	2 5%	1 13%	2 5%	-	-	-	3 6%	-	-	-	3 5%	3 5%	-	-	-
Descriptive/Indicates what it stands for	1 1%	-	-	-	-	1 2%	-	1 2%	-	1 3%	-	-	-	1 2%	-	-	-	1 2%	1 2%	-	-	-
It's memorable/Easy to remember	1 1%	1 100%	-	-	-	-	-	1 2%	-	1 3%	-	-	-	1 2%	-	-	-	1 2%	-	1 7%	-	1 33%
OK/Fine	1 1%	-	-	-	-	1 2%	1 4%	-	-	-	-	1 50%	-	-	-	1 50%	1 17%	-	-	1 7%	-	1 33%
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	3 4%	-	-	-	-	3 5%	1 4%	2 5%	-	-	3 14%	-	-	-	3 14%	-	-	3 5%	3 5%	-	-	-

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

Q740_8. What made your experience with .asia very positive?

14 Mar 2015
Table 229

8. .asia

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	71*	1**	6**	8**	-**	56*	27**	44*	8**	39*	22**	2**	-**	47*	22**	2**	6**	65*	57*	14**	11**	3**
PERFORMANCE (NET)	10 14%	-	1 17%	3 38%	-	6 11%	4 15%	6 14%	-	8 21%	2 9%	-	-	8 17%	2 9%	-	-	10 15%	9 16%	1 7%	1 9%	-
No problems/Good experience with website	7 10%	-	1 17%	3 38%	-	3 5%	3 11%	4 9%	-	5 13%	2 9%	-	-	5 11%	2 9%	-	-	7 11%	6 11%	1 7%	1 9%	-
Fast/Good speed	3 4%	-	-	-	-	3 5%	1 4%	2 5%	-	3 8%	-	-	-	3 6%	-	-	-	3 5%	3 5%	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	8 11%	-	-	1 13%	-	7 13%	2 7%	6 14%	3 38%	3 8%	2 9%	-	-	6 13%	2 9%	-	-	8 12%	6 11%	2 14%	2 18%	-
INFORMATION (SUB-NET)	7 10%	-	-	1 13%	-	6 11%	2 7%	5 11%	3 38%	3 8%	1 5%	-	-	6 13%	1 5%	-	-	7 11%	6 11%	1 7%	1 9%	-
Comprehensive/Can search all information in one place	2 3%	-	-	-	-	2 4%	1 4%	1 2%	1 13%	1 3%	-	-	-	2 4%	-	-	-	2 3%	2 4%	-	-	-
Good/Helpful information	2 3%	-	-	-	-	2 4%	1 4%	1 2%	1 13%	1 3%	-	-	-	2 4%	-	-	-	2 3%	2 4%	-	-	-
Information/Informative	2 3%	-	-	-	-	2 4%	-	2 5%	-	1 3%	1 5%	-	-	1 2%	1 5%	-	-	2 3%	2 4%	-	-	-
Accurate/Authentic information	1 1%	-	-	1 13%	-	-	-	1 2%	1 13%	-	-	-	-	1 2%	-	-	-	1 2%	-	1 7%	1 9%	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	2 3%	-	-	-	-	2 4%	1 4%	1 2%	1 13%	-	1 5%	-	-	1 2%	1 5%	-	-	2 3%	1 2%	1 7%	1 9%	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	1 1%	-	-	-	-	1 2%	1 4%	-	1 13%	-	-	-	-	1 2%	-	-	-	1 2%	1 2%	-	-	-

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

Q740_8. What made your experience with .asia very positive?
8. .asia

14 Mar 2015
Table 229

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	71*	1**	6**	8**	-**	56*	27**	44*	8**	39*	22**	2**	-**	47*	22**	2**	6**	65*	57*	14**	11**	3**
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	1 1%	-	-	-	-	1 2%	-	1 2%	-	-	1 5%	-	-	-	1 5%	-	-	1 2%	-	1 7%	1 9%	-
FUNCTIONALITY (NET)	5 7%	-	1 17%	1 13%	-	3 5%	3 11%	2 5%	1 13%	2 5%	2 9%	-	-	3 6%	2 9%	-	-	5 8%	2 4%	3 21%	2 18%	1 33%
Easy to use/navigate	3 4%	-	-	1 13%	-	2 4%	1 4%	2 5%	1 13%	1 3%	1 5%	-	-	2 4%	1 5%	-	-	3 5%	1 2%	2 14%	1 9%	1 3%
Practical/Useful/Helpful	1 1%	-	-	-	-	1 2%	1 4%	-	-	-	1 5%	-	-	-	1 5%	-	-	1 2%	-	1 7%	1 9%	-
Accessible/Easy to access/find	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	2 3%	-	1 17%	1 13%	-	-	1 4%	1 2%	-	1 3%	1 5%	-	-	1 2%	1 5%	-	-	2 3%	1 2%	1 7%	-	1 33%
SECURITY (NET)	3 4%	-	1 17%	1 13%	-	1 2%	1 4%	2 5%	2 25%	1 3%	-	-	-	3 6%	-	-	-	3 5%	1 2%	2 14%	2 18%	-
Safe/Good security	3 4%	-	1 17%	1 13%	-	1 2%	1 4%	2 5%	2 25%	1 3%	-	-	-	3 6%	-	-	-	3 5%	1 2%	2 14%	2 18%	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	2 3%	-	-	-	-	2 4%	1 4%	1 2%	-	2 5%	-	-	-	2 4%	-	-	-	2 3%	2 4%	-	-	-

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

Q740_8. What made your experience with .asia very positive?

14 Mar 2015
Table 229

8. .asia

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	71*	1**	6**	8**	-**	56*	27**	44*	8**	39*	22**	2**	-**	47*	22**	2**	6**	65*	57*	14**	11**	3**
Positive/Just was	1 1%	-	-	-	-	1 2%	-	1 2%	-	1 3%	-	-	-	1 2%	-	-	-	1 2%	1 2%	-	-	-
Meets my expectations/needs/Always find what I need/want	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	1 1%	-	-	-	-	1 2%	1 4%	-	-	1 3%	-	-	-	1 2%	-	-	-	1 2%	1 2%	-	-	-
SERVICE (NET)	1 1%	-	-	1 13%	-	-	-	1 2%	-	-	1 5%	-	-	-	1 5%	-	-	1 2%	-	1 7%	-	1 33%
Good service/customer service/support	1 1%	-	-	1 13%	-	-	-	1 2%	-	-	1 5%	-	-	-	1 5%	-	-	1 2%	-	1 7%	-	1 33%
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	1 1%	-	-	1 13%	-	-	1 4%	-	-	-	1 5%	-	-	-	1 5%	-	-	1 2%	1 2%	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	4 6%	-	-	1 13%	-	3 5%	2 7%	2 5%	-	1 3%	3 14%	-	-	1 2%	3 14%	-	1 17%	3 5%	4 7%	-	-	-
Sigma	85 120%	1 100%	6 100%	11 138%	-	67 120%	33 122%	52 118%	12 150%	44 113%	26 118%	3 150%	-	56 119%	26 118%	3 150%	6 100%	79 122%	68 119%	17 121%	12 109%	5 167%

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

Q740_9. What made your experience with .pro very positive?
9. .pro

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	67*	5**	7**	7**	1**	47*	29**	38*	8**	34*	20**	4**	1**	42*	20**	5**	7**	60*	52*	15**	8**	7**
Weighted Base	67*	5**	7**	7**	1**	47*	29**	38*	8**	34*	20**	4**	1**	42*	20**	5**	7**	60*	52*	15**	8**	7**
SITE APPEAL (NET)	19 28% F	2 40%	3 43%	3 43%	1 100%	10 21%	9 31%	10 26%	2 25%	12 35%	4 20%	1 25%	-	14 33%	4 20%	1 20%	1 14%	18 30%	15 29%	4 27%	1 13%	3 43%
It's professional	7 10%	1 20%	-	2 29%	1 100%	3 6%	3 10%	4 11%	2 25%	3 9%	2 10%	-	-	5 12%	2 10%	-	-	7 12%	5 10%	2 13%	1 13%	1 14%
Everything/Good/Like site	5 7%	-	1 14%	-	-	4 9%	2 7%	3 8%	-	4 12%	1 5%	-	-	4 10%	1 5%	-	-	5 8%	5 10%	-	-	-
Not a lot of ads/pop ups	2 3%	-	-	-	-	2 4%	1 3%	1 3%	-	2 6%	-	-	-	2 5%	-	-	1 14%	1 2%	1 2%	1 7%	-	1 14%
Interesting websites	1 1%	-	1 14%	-	-	-	-	1 3%	-	-	-	1 25%	-	-	-	1 20%	-	1 2%	1 2%	-	-	-
It's memorable/Easy to remember	1 1%	1 20%	-	-	-	-	-	1 3%	-	1 3%	-	-	-	1 2%	-	-	-	1 2%	-	1 7%	-	1 14%
OK/Fine	1 1%	-	-	1 14%	-	-	1 3%	-	-	1 5%	-	-	-	-	1 5%	-	-	1 2%	1 2%	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	2 3%	-	1 14%	-	-	1 2%	2 7%	-	-	2 6%	-	-	-	2 5%	-	-	-	2 3%	2 4%	-	-	-
BRAND/QUALITY (NET)	12 18%	-	3 43%	-	-	9 19%	5 17%	7 18%	3 38%	6 18%	2 10%	1 25%	-	9 21%	2 10%	1 20%	1 14%	11 18%	11 21%	1 7%	-	1 14%
Honest/trustworthy	7 10%	-	1 14%	-	-	6 13%	3 10%	4 11%	1 13%	4 12%	2 10%	-	-	5 12%	2 10%	-	-	7 12%	7 13%	-	-	-

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

Q740_9. What made your experience with .pro very positive?

14 Mar 2015
Table 230

Base: Very Positive Experience With Websites With Domain Name Extensions

9. .pro

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	67*	5**	7**	7**	1**	47*	29**	38*	8**	34*	20**	4**	1**	42*	20**	5**	7**	60*	52*	15**	8**	7**
It's a legitimate/credible site/domain	3 4%	-	1 14%	-	-	2 4%	1 3%	2 5%	-	3 9%	-	-	-	3 7%	-	-	1 14%	2 3%	2 4%	1 7%	-	1 14%
Good quality brand/product	2 3%	-	1 14%	-	-	1 2%	2 7%	-	1 13%	-	1 5%	-	-	1 2%	1 5%	-	-	2 3%	2 4%	-	-	-
Well known/Popular/Most commonly used domain	2 3%	-	-	-	-	2 4%	2 7%	-	1 13%	1 3%	-	-	-	2 5%	-	-	-	2 3%	2 4%	-	-	-
Well established/Been around for a long time	1 1%	-	-	-	-	1 2%	-	1 3%	-	-	-	1 25%	-	-	-	1 20%	-	1 2%	1 2%	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
USAGE (NET)	9 13%	-	1 14%	-	1 100%	7 15%	5 17%	4 11%	-	7 21%	1 5%	1 25%	-	7 17%	1 5%	1 20%	1 14%	8 13%	8 15%	1 7%	-	1 14%
BUSINESSES/ORGANIZATIONS (SUB-NET)	5 7%	-	-	-	-	5 11%	3 10%	2 5%	-	4 12%	1 5%	-	-	4 10%	1 5%	-	1 14%	4 7%	4 8%	1 7%	-	1 14%
Specific to a company/good/large companies	2 3%	-	-	-	-	2 4%	2 7%	-	-	2 6%	-	-	-	2 5%	-	-	1 14%	1 2%	1 2%	1 7%	-	1 14%
Government website/extension	1 1%	-	-	-	-	1 2%	1 3%	-	-	1 3%	-	-	-	1 2%	-	-	-	1 2%	1 2%	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_9. What made your experience with .pro very positive?

14 Mar 2015
Table 230

9. .pro

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	67*	5**	7**	7**	1**	47*	29**	38*	8**	34*	20**	4**	1**	42*	20**	5**	7**	60*	52*	15**	8**	7**
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	2 3%	-	-	-	-	2 4%	-	2 5%	-	1 3%	1 5%	-	-	1 2%	1 5%	-	-	2 3%	2 4%	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	4 6%	-	1 14%	-	1 100%	2 4%	2 7%	2 5%	-	3 9%	-	1 25%	-	3 7%	-	1 20%	-	4 7%	4 8%	-	-	-
Allows for searching/browsing	2 3%	-	-	-	-	2 4%	1 3%	1 3%	-	2 6%	-	-	-	2 5%	-	-	-	2 3%	2 4%	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	2 3%	-	1 14%	-	1 100%	-	1 3%	1 3%	-	1 3%	-	1 25%	-	1 2%	-	1 20%	-	2 3%	2 4%	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Always use it/The one I use most/frequently	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
COUNTRIES (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_9. What made your experience with .pro very positive?

14 Mar 2015
Table 230

9. .pro

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	67*	5**	7**	7**	1**	47*	29**	38*	8**	34*	20**	4**	1**	42*	20**	5**	7**	60*	52*	15**	8**	7**
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_9. What made your experience with .pro very positive?
9. .pro

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	67*	5**	7**	7**	1**	47*	29**	38*	8**	34*	20**	4**	1**	42*	20**	5**	7**	60*	52*	15**	8**	7**
PERFORMANCE (NET)	8 12%	2 40%	-	1 14%	-	5 11%	5 17%	3 8%	-	4 12%	3 15%	1 25%	-	4 10%	3 15%	1 20%	1 14%	7 12%	4 8%	4 27%	3 38%	1 14%
No problems/Good experience with website	6 9%	1 20%	-	1 14%	-	4 9%	3 10%	3 8%	-	3 9%	2 10%	1 25%	-	3 7%	2 10%	1 20%	1 14%	5 8%	3 6%	3 20%	2 25%	1 14%
Fast/Good speed	1 1%	1 20%	-	-	-	-	1 3%	-	-	-	1 5%	-	-	-	1 5%	-	-	1 2%	1 2%	-	-	-
Reliable	1 1%	-	-	-	-	1 2%	1 3%	-	-	1 3%	-	-	-	1 2%	-	-	-	1 2%	-	1 7%	1 13%	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	6 9%	1 20%	1 14%	-	-	4 9%	-	6 16%	1 13%	4 12%	1 5%	-	-	5 12%	1 5%	-	1 14%	5 8%	4 8%	2 13%	1 13%	1 14%
INFORMATION (SUB-NET)	6 9%	1 20%	1 14%	-	-	4 9%	-	6 16%	1 13%	4 12%	1 5%	-	-	5 12%	1 5%	-	1 14%	5 8%	4 8%	2 13%	1 13%	1 14%
Good/Helpful information	3 4%	1 20%	-	-	-	2 4%	-	3 8%	1 13%	2 6%	-	-	-	3 7%	-	-	1 14%	2 3%	2 4%	1 7%	-	1 14%
Information/Informative	2 3%	-	1 14%	-	-	1 2%	-	2 5%	-	1 3%	1 5%	-	-	1 2%	1 5%	-	-	2 3%	1 2%	1 7%	1 13%	-
Accurate/Authentic information	1 1%	-	-	-	-	1 2%	-	1 3%	-	1 3%	-	-	-	1 2%	-	-	-	1 2%	1 2%	-	-	-
Comprehensive/Can search all information in one place	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_9. What made your experience with .pro very positive?

14 Mar 2015
Table 230

9. .pro

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	67*	5**	7**	7**	1**	47*	29**	38*	8**	34*	20**	4**	1**	42*	20**	5**	7**	60*	52*	15**	8**	7**
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	6 9%	-	1 14%	-	-	5 11%	2 7%	4 11%	1 13%	3 9%	1 5%	1 25%	-	4 10%	1 5%	1 20%	1 14%	5 8%	5 10%	1 7%	1 13%	-
Positive/Just was	3 4%	-	-	-	-	3 6%	1 3%	2 5%	1 13%	1 3%	-	1 25%	-	2 5%	-	1 20%	1 14%	2 3%	2 4%	1 7%	1 13%	-
Negative experience mentions	1 1%	-	-	-	-	1 2%	-	1 3%	-	1 3%	-	-	-	1 2%	-	-	-	1 2%	1 2%	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Meets my expectations/needs/Always find what I need/want	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	2 3%	-	1 14%	-	-	1 2%	1 3%	1 3%	-	1 3%	1 5%	-	-	1 2%	1 5%	-	-	2 3%	2 4%	-	-	-
FUNCTIONALITY (NET)	5 7%	-	-	1 14%	-	4 9%	2 7%	3 8%	-	1 3%	4 20%	-	-	1 2%	4 20%	-	1 14%	4 7%	5 10%	-	-	-
Easy to use/navigate	2 3%	-	-	1 14%	-	1 2%	1 3%	1 3%	-	-	2 10%	-	-	-	2 10%	-	-	2 3%	2 4%	-	-	-
Practical/Useful/Helpful	2 3%	-	-	-	-	2 4%	1 3%	1 3%	-	1 3%	1 5%	-	-	1 2%	1 5%	-	-	2 3%	2 4%	-	-	-
Accessible/Easy to access/find	1 1%	-	-	-	-	1 2%	-	1 3%	-	-	1 5%	-	-	-	1 5%	-	1 14%	-	1 2%	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_9. What made your experience with .pro very positive?
9. .pro

14 Mar 2015
Table 230

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	67*	5**	7**	7**	1**	47*	29**	38*	8**	34*	20**	4**	1**	42*	20**	5**	7**	60*	52*	15**	8**	7**
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	4 6%	-	-	-	-	4 9%	3 10%	1 3%	1 13%	3 9%	-	-	-	4 10%	-	-	-	4 7%	3 6%	1 7%	1 13%	-
Safe/Good security	3 4%	-	-	-	-	3 6%	2 7%	1 3%	1 13%	2 6%	-	-	-	3 7%	-	-	-	3 5%	2 4%	1 7%	1 13%	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	1 1%	-	-	-	-	1 2%	1 3%	-	-	1 3%	-	-	-	1 2%	-	-	-	1 2%	1 2%	-	-	-
SERVICE (NET)	2 3%	-	-	14%	-	1 2%	1 3%	1 3%	-	1 3%	-	-	100%	1 2%	-	1 20%	-	2 3%	1 2%	1 7%	-	1 14%
Good service/customer service/support	1 1%	-	-	-	-	1 2%	-	1 3%	-	1 3%	-	-	-	1 2%	-	-	-	1 2%	1 2%	-	-	-
Other service mentions	1 1%	-	-	14%	-	-	1 3%	-	-	-	-	-	100%	-	-	1 20%	-	1 2%	-	1 7%	-	1 14%
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	3 4%	-	-	-	-	3 6%	1 3%	2 5%	1 13%	1 3%	1 5%	-	-	2 5%	1 5%	-	-	3 5%	1 2%	2 13%	2 25%	-
Declined to answer	4 6%	-	-	14%	-	3 6%	2 7%	2 5%	-	1 3%	3 15%	-	-	1 2%	3 15%	-	1 14%	3 5%	4 8%	-	-	-
Sigma	81 121%	5 100%	9 129%	7 100%	2 200%	58 123%	38 131%	43 113%	9 113%	45 132%	21 105%	5 125%	1 100%	54 129%	21 105%	6 120%	8 114%	73 122%	64 123%	17 113%	9 113%	8 114%

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

Q740_10. What made your experience with .coop very positive?
10. .coop

14 Mar 2015
Table 231

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	49*	3**	14**	7**	-**	25**	18**	31*	7**	20**	18**	3**	1**	27**	18**	4**	4**	45*	36*	13**	6**	7**
Weighted Base	49*	3**	14**	7**	-**	25**	18**	31*	7**	20**	18**	3**	1**	27**	18**	4**	4**	45*	36*	13**	6**	7**
SITE APPEAL (NET)	13 27%	2 67%	6 43%	1 14%	-	4 16%	8 44%	5 16%	3 43%	5 25%	4 22%	3 33%	-	8 30%	4 22%	1 25%	-	13 29%	8 22%	5 38%	3 50%	2 29%
Everything/Good/Like site	7 14%	-	3 21%	1 14%	-	3 12%	6 33%	1 3%	-	3 15%	3 17%	1 33%	-	3 11%	3 17%	1 25%	-	7 16%	5 14%	2 15%	1 17%	1 14%
It indicates seriousness/that it's important	3 6%	3 33%	2 14%	-	-	-	-	3 10%	2 29%	1 5%	-	-	-	3 11%	-	-	-	3 7%	2 6%	1 8%	1 17%	-
Interesting websites	1 2%	-	-	-	-	1 4%	1 6%	-	1 14%	-	-	-	-	1 4%	-	-	-	1 2%	1 3%	-	-	-
It's memorable/Easy to remember	1 2%	3 33%	-	-	-	-	-	1 3%	-	1 5%	-	-	-	1 4%	-	-	-	1 2%	-	1 8%	-	1 14%
Not a lot of ads/pop ups	1 2%	-	1 7%	-	-	-	1 6%	-	-	-	1 6%	-	-	-	1 6%	-	-	1 2%	-	1 8%	1 17%	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND/QUALITY (NET)	10 20%	-	4 29%	-	-	6 24%	3 17%	7 23%	3 43%	3 15%	4 22%	-	-	6 22%	4 22%	-	-	10 22%	9 25%	1 8%	-	1 14%
Honest/trustworthy	6 12%	-	1 7%	-	-	5 20%	2 11%	4 13%	1 14%	2 10%	3 17%	-	-	3 11%	3 17%	-	-	6 13%	6 17%	-	-	-

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

Q740_10. What made your experience with .coop very positive?
10. .coop

14 Mar 2015
Table 231

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	49*	3**	14**	7**	-**	25**	18**	31*	7**	20**	18**	3**	1**	27**	18**	4**	4**	45*	36*	13**	6**	7**
Good quality brand/product	3/6%	-	2/14%	-	-	1/4%	2/11%	1/3%	1/14%	-	2/11%	-	-	1/4%	2/11%	-	-	3/7%	3/8%	-	-	-
It's a legitimate/credible site/domain	2/4%	-	1/7%	-	-	1/4%	-	2/6%	1/14%	1/5%	-	-	-	2/7%	-	-	-	2/4%	1/3%	1/8%	-	1/14%
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
USAGE (NET)	10/20%	-	4/29%	2/29%	-	4/16%	3/17%	7/23%	2/29%	4/20%	2/11%	2/67%	-	6/22%	2/11%	2/50%	1/25%	9/20%	5/14%	5/38%	3/50%	2/29%
BUSINESSES/ORGANIZATIONS (SUB-NET)	4/8%	-	1/7%	1/14%	-	2/8%	1/6%	3/10%	1/14%	2/10%	-	1/33%	-	3/11%	-	1/25%	-	4/9%	2/6%	2/15%	-	2/29%
Business/Work website usage	1/2%	-	-	1/14%	-	-	-	1/3%	-	-	-	1/33%	-	-	-	1/25%	-	1/2%	-	1/8%	-	1/14%
Organization website/extension	1/2%	-	-	-	-	1/4%	-	1/3%	-	1/5%	-	-	-	1/4%	-	-	-	1/2%	1/3%	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_10. What made your experience with .coop very positive?
10. .coop

14 Mar 2015
Table 231

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	49*	3**	14**	7**	-**	25**	18**	31*	7**	20**	18**	3**	1**	27**	18**	4**	4**	45*	36*	13**	6**	7**
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	2 4%	-	1 7%	-	-	1 4%	1 6%	3 3%	1 14%	1 5%	-	-	-	2 7%	-	-	-	2 4%	1 3%	1 8%	-	1 14%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	4 8%	-	3 21%	-	-	1 4%	2 11%	2 6%	2 29%	1 5%	-	1 33%	-	3 11%	-	1 25%	-	4 9%	1 3%	3 23%	2 33%	1 14%
Always use it/The one I use most/frequently	2 4%	-	1 7%	-	-	1 4%	1 6%	3 3%	1 14%	-	-	1 33%	-	1 4%	-	1 25%	-	2 4%	1 3%	1 8%	-	1 14%
Familiar with website/Have visited/used before/in the past	2 4%	-	2 14%	-	-	-	1 6%	1 3%	1 14%	1 5%	-	-	-	2 7%	-	-	-	2 4%	-	2 15%	2 33%	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	3 6%	-	1 7%	1 14%	-	1 4%	1 6%	2 6%	-	1 5%	2 11%	-	-	1 4%	2 11%	-	1 25%	2 4%	2 6%	1 8%	1 17%	-
Allows for searching/browsing	2 4%	-	1 7%	-	-	1 4%	1 6%	1 3%	-	1 5%	1 6%	-	-	1 4%	1 6%	-	1 25%	1 2%	1 3%	1 8%	1 17%	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	1 2%	-	-	1 14%	-	-	-	1 3%	-	-	1 6%	-	-	-	1 6%	-	-	1 2%	1 3%	-	-	-
COUNTRIES (SUB-NET)	1 2%	-	-	-	-	1 4%	-	1 3%	-	1 5%	-	-	-	1 4%	-	-	-	1 2%	1 3%	-	-	-

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

Q740_10. What made your experience with .coop very positive?
10. .coop

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	49*	3**	14**	7**	-**	25**	18**	31*	7**	20**	18**	3**	1**	27**	18**	4**	4**	45*	36*	13**	6**	7**
It's my country's extension	1 2%	-	-	-	-	1 4%	-	1 3%	-	1 5%	-	-	-	1 4%	-	-	-	1 2%	1 3%	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_10. What made your experience with .coop very positive?
10. .coop

14 Mar 2015
Table 231

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	49*	3**	14**	7**	-**	25**	18**	31*	7**	20**	18**	3**	1**	27**	18**	4**	4**	45*	36*	13**	6**	7**
CONTENT (NET)	9 18%	1 33%	3 21%	-	-	5 20%	2 11%	7 23%	1 14%	4 20%	3 17%	-	1 100%	5 19%	3 17%	1 25%	2 50%	7 16%	5 14%	4 31%	2 33%	2 29%
INFORMATION (SUB-NET)	8 16%	3 33%	3 21%	-	-	4 16%	2 11%	6 19%	1 14%	3 15%	3 17%	-	1 100%	4 15%	3 17%	1 25%	2 50%	6 13%	4 11%	4 31%	2 33%	2 29%
Good/Helpful information	3 6%	-	-	-	-	3 12%	-	3 10%	-	2 10%	1 6%	-	-	2 7%	1 6%	-	1 25%	2 4%	2 6%	1 8%	-	1 14%
Information/Informative	3 6%	3 33%	1 7%	-	-	1 4%	1 6%	2 6%	1 14%	-	1 6%	-	1 100%	1 4%	1 6%	1 25%	1 25%	2 4%	1 3%	2 15%	1 17%	1 14%
Comprehensive/Can search all information in one place	2 4%	-	2 14%	-	-	-	1 6%	1 3%	-	1 5%	1 6%	-	-	1 4%	1 6%	-	-	2 4%	1 3%	1 8%	1 17%	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	1 2%	-	-	-	-	1 4%	-	1 3%	-	1 5%	-	-	-	1 4%	-	-	-	1 2%	1 3%	-	-	-
Good/Like the content	1 2%	-	-	-	-	1 4%	-	1 3%	-	1 5%	-	-	-	1 4%	-	-	-	1 2%	1 3%	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	6 12%	-	3 21%	2 29%	-	1 4%	4 22%	2 6%	-	4 20%	2 11%	-	-	4 15%	2 11%	-	1 25%	5 11%	4 11%	2 15%	2 33%	-
No problems/Good experience with website	5 10%	-	3 21%	1 14%	-	1 4%	4 22%	1 3%	-	3 15%	2 11%	-	-	3 11%	2 11%	-	1 25%	4 9%	4 11%	1 8%	1 17%	-
Reliable	1 2%	-	-	1 14%	-	-	-	1 3%	-	1 5%	-	-	-	1 4%	-	-	-	1 2%	-	1 8%	1 17%	-
Fast/Good speed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_10. What made your experience with .coop very positive?
10. .coop

14 Mar 2015
Table 231

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	49*	3**	14**	7**	-**	25**	18**	31*	7**	20**	18**	3**	1**	27**	18**	4**	4**	45*	36*	13**	6**	7**
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	2 4%	-	-	1 14%	-	1 4%	-	2 6%	-	1 5%	1 6%	-	-	1 4%	1 6%	-	-	2 4%	2 6%	-	-	-
Easy to use/navigate	2 4%	-	-	1 14%	-	1 4%	-	2 6%	-	1 5%	1 6%	-	-	1 4%	1 6%	-	-	2 4%	2 6%	-	-	-
Accessible/Easy to access/find	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Practical/Useful/Helpful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	2 4%	-	1 7%	-	-	1 4%	-	2 6%	1 14%	1 5%	-	-	-	2 7%	-	-	-	2 4%	1 3%	1 8%	-	1 14%
No/Less spam	1 2%	-	-	-	-	1 4%	-	1 3%	1 14%	-	-	-	-	1 4%	-	-	-	1 2%	-	1 8%	-	1 14%
Private/Privacy	1 2%	-	1 7%	-	-	-	-	1 3%	-	1 5%	-	-	-	1 4%	-	-	-	1 2%	1 3%	-	-	-
Safe/Good security	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	2 4%	-	-	-	-	2 8%	-	2 6%	-	1 5%	1 6%	-	-	1 4%	1 6%	-	-	2 4%	2 6%	-	-	-

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

Q740_10. What made your experience with .coop very positive?
10. .coop

14 Mar 2015
Table 231

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	49*	3**	14**	7**	-**	25**	18**	31*	7**	20**	18**	3**	1**	27**	18**	4**	4**	45*	36*	13**	6**	7**
Positive/Just was	1 2%	-	-	-	-	1 4%	-	1 3%	-	1 5%	-	-	-	1 4%	-	-	-	1 2%	1 3%	-	-	-
Meets my expectations/needs/Always find what I need/want	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	1 2%	-	-	-	-	1 4%	-	1 3%	-	1 6%	-	-	-	1 6%	-	-	-	1 2%	1 3%	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	1 2%	-	-	-	-	1 4%	-	1 3%	-	1 5%	-	-	-	1 4%	-	-	-	1 2%	1 3%	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	4 8%	-	-	1 14%	-	3 12%	2 11%	2 6%	-	1 5%	3 17%	-	-	1 4%	3 17%	-	1 25%	3 7%	4 11%	-	-	-
Sigma	62 127%	3 100%	22 157%	7 100%	-	30 120%	24 133%	38 123%	11 157%	26 130%	21 117%	3 100%	1 100%	37 137%	21 117%	4 100%	5 125%	57 127%	43 119%	19 146%	10 167%	9 129%

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

Q740_11. What made your experience with .cn very positive?
11. .cn

14 Mar 2015
Table 232

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	378	**	**	**	**	378	247	131	19**	126	171	50*	12**	145	171	62*	26**	352	165	213	102	111
Weighted Base	378	**	**	**	**	378	247	131	19**	126	171	50*	12**	145	171	62*	26**	352	165	213	102	111
USAGE (NET)	188 50%	-	-	-	-	188 50%	130 53%	58 44%	11 58%	60 48%	79 46%	29 58%	9 75%	71 49%	79 46%	38 61% O	11 42%	177 50%	79 48%	109 51%	45 44%	64 58%
COUNTRIES (SUB-NET)	109 29%	-	-	-	-	109 29%	76 31%	33 25%	7 37%	40 32%	47 27%	13 26%	2 17%	47 32%	47 27%	15 24%	2 8%	107 30%	48 29%	61 29%	28 27%	33 30%
China based website	87 23%	-	-	-	-	87 23%	62 25%	25 19%	6 32%	31 25%	39 23%	10 20%	1 8%	37 26%	39 23%	11 18%	1 4%	86 24%	38 23%	49 23%	23 23%	26 23%
International/Used worldwide/Global	6 2%	-	-	-	-	6 2%	3 1%	3 2%	-	4 3%	2 1%	-	-	4 3%	2 1%	-	-	6 2%	5 3% T	1 *	1 1%	-
It's my country's extension	3 1%	-	-	-	-	3 1%	3 1%	-	-	1 1%	2 1%	-	-	1 1%	2 1%	-	-	3 1%	2 1%	1 *	1 1%	-
Country specific (Unspec.)	1 *	-	-	-	-	1 *	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 *	-	1 *	1 1%	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_11. What made your experience with .cn very positive?
11. .cn

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	378	**	**	**	**	378	247	131	19**	126	171	50*	12**	145	171	62*	26**	352	165	213	102	111
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	13 3%	-	-	-	-	13 3%	8 3%	5 4%	1 5%	5 4%	3 2%	3 6%	1 8%	6 4%	3 2%	4 6%	1 4%	12 3%	4 2%	9 4%	2 2%	7 6%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	66 17%	-	-	-	-	66 17%	44 18%	22 17%	3 16%	16 13%	26 15%	15 30% JK	6 50%	19 13%	26 15%	21 34% NO	7 27%	59 17%	25 15%	41 19%	15 15%	26 23%
Always use it/The one I use most/frequently	43 11%	-	-	-	-	43 11%	29 12%	14 11%	2 11%	9 7%	19 11%	10 20% J	3 25%	11 8%	19 11%	13 21% N	4 15%	39 11%	16 10%	27 13%	10 10%	17 15%
Familiar with website/Have visited/used before/in the past	23 6%	-	-	-	-	23 6%	15 6%	8 6%	1 5%	7 6%	7 4%	5 10%	3 25%	8 6%	7 4%	8 13% O	3 12%	20 6%	9 5%	14 7%	5 5%	9 8%
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	17 4%	-	-	-	-	17 4%	10 4%	7 5%	2 11%	4 3%	9 5%	1 2%	1 8%	6 4%	9 5%	2 3%	2 8%	15 4%	6 4%	11 5%	5 5%	6 5%
Government website/extension	8 2%	-	-	-	-	8 2%	4 2%	4 3%	2 11%	1 1%	5 3%	-	-	3 2%	5 3%	-	1 4%	7 2%	3 2%	5 2%	2 2%	3 3%
Business/Work website usage	7 2%	-	-	-	-	7 2%	5 2%	2 2%	1 5%	2 2%	2 1%	1 2%	1 8%	3 2%	2 1%	2 3%	1 4%	6 2%	3 2%	4 2%	2 2%	2 2%
Organization website/extension	1 *	-	-	-	-	1 *	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 *	-	1 *	1 1%	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_11. What made your experience with .cn very positive?
11. .cn

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	378	**	**	**	**	378	247	131	19**	126	171	50*	12**	145	171	62*	26**	352	165	213	102	111
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	3 1%	-	-	-	-	3 1%	3 1%	-	1 5%	1 1%	1 1%	-	-	2 1%	1 1%	-	-	3 1%	2 1%	1 *	-	1 1%
MISCELLANEOUS USAGE (SUB-NET)	2 1%	-	-	-	-	2 1%	2 1%	-	1 5%	-	1 1%	-	-	1 1%	1 1%	-	-	2 1%	1 1%	1 *	-	1 1%
Email usage	1	-	-	-	-	1	1	-	-	-	1 1%	-	-	-	1 1%	-	-	1	-	1	-	1 1%
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	1	-	-	-	-	1	1	-	1 5%	-	-	-	-	1 1%	-	-	-	1	1 1%	-	-	-
BRAND/QUALITY (NET)	108 29%	-	-	-	-	108 29%	71 29%	37 28%	3 16%	45 36%	45 26%	11 22%	4 33%	48 33%	45 26%	15 24%	6 23%	102 29%	47 28%	61 29%	34 33%	27 24%
Well known/Popular/Most commonly used domain	52 14%	-	-	-	-	52 14%	37 15%	15 11%	1 5%	24 19%	20 12%	6 12%	1 8%	25 17%	20 12%	7 11%	2 8%	50 14%	22 13%	30 14%	15 15%	15 14%
It's a legitimate/credible site/domain	31 8%	-	-	-	-	31 8%	17 7%	14 11%	1 5%	13 10%	12 7%	4 8%	1 8%	14 10%	12 7%	5 8%	3 12%	28 8%	13 8%	18 8%	10 10%	8 7%
Honest/trustworthy	11 3%	-	-	-	-	11 3%	9 4%	2 2%	-	7 6%	3 2%	-	1 8%	7 5%	3 2%	1 2%	-	11 3%	7 4%	4 2%	2 2%	2 2%
Reputable	6 2%	-	-	-	-	6 2%	3 1%	3 2%	1 5%	2 2%	2 1%	-	1 8%	3 2%	2 1%	1 2%	-	6 2%	3 2%	3 1%	3 3%	-
Good quality brand/product	3 1%	-	-	-	-	3 1%	-	3 2%	-	-	3 2%	-	-	-	3 2%	-	-	3 1%	-	3 1%	1 1%	2 2%
Well established/Been around for a long time	2 1%	-	-	-	-	2 1%	2 1%	-	-	-	1 1%	1 2%	-	-	1 1%	1 2%	-	2 1%	1 1%	1 *	1 1%	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_11. What made your experience with .cn very positive?
11. .cn

14 Mar 2015
Table 232

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	378	**	**	**	**	378	247	131	19**	126	171	50*	12**	145	171	62*	26**	352	165	213	102	111
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	8 2%	-	-	-	-	8 2%	7 3%	1 1%	-	3 2%	5 3%	-	-	3 2%	5 3%	-	1 4%	7 2%	5 3%	3 1%	3 3%	-
PERFORMANCE (NET)	31 8%	-	-	-	-	31 8%	23 9%	8 6%	2 11%	13 10%	14 8%	1 2%	1 8%	15 10%	14 8%	2 3%	2 8%	29 8%	16 10%	15 7%	8 8%	7 6%
No problems/Good experience with website	13 3%	-	-	-	-	13 3%	8 3%	5 4%	-	6 5%	6 4%	1 2%	-	6 4%	6 4%	1 2%	2 8%	11 3%	4 2%	9 4%	5 5%	4 4%
Reliable	11 3%	-	-	-	-	11 3%	9 4%	2 2%	-	4 3%	6 4%	-	1 8%	4 3%	6 4%	2 2%	-	11 3%	7 4%	4 2%	2 2%	2 2%
Fast/Good speed	4 1%	-	-	-	-	4 1%	4 2%	-	1 5%	2 2%	1 1%	-	-	3 2%	1 1%	-	-	4 1%	2 1%	2 1%	1 1%	1 1%
Good results/search results	2 1%	-	-	-	-	2 1%	1 1%	1 1%	-	1 1%	1 1%	-	-	1 1%	1 1%	-	-	2 1%	2 1%	-	-	-
Worked/Effective	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	-	1	-	1	-	1
Other performance mentions	2 1%	-	-	-	-	2 1%	2 1%	-	1 5%	1 1%	-	-	-	2 1%	-	-	-	2 1%	2 1%	-	-	-
SITE APPEAL (NET)	25 7%	-	-	-	-	25 7%	15 6%	10 8%	2 11%	6 5%	15 9%	1 2%	1 8%	8 6%	15 9%	2 3%	-	25 7%	16 10%	9 4%	2 2%	7 6%
Everything/Good/Like site	14 4%	-	-	-	-	14 4%	10 4%	4 3%	1 5%	3 2%	9 5%	1 2%	-	4 3%	9 5%	1 2%	-	14 4%	9 5%	5 2%	1 1%	4 4%
It's memorable/Easy to remember	4 1%	-	-	-	-	4 1%	2 1%	2 2%	-	1 1%	2 1%	-	1 8%	1 1%	2 1%	1 2%	-	4 1%	3 2%	1 1%	-	1 1%
Descriptive/Indicates what it stands for	2 1%	-	-	-	-	2 1%	1 1%	1 1%	-	1 1%	1 1%	-	-	1 1%	1 1%	-	-	2 1%	1 1%	1 1%	-	1 1%
It's professional	2 1%	-	-	-	-	2 1%	1 1%	1 1%	1 5%	1 1%	-	-	-	2 1%	-	-	-	2 1%	2 1%	-	-	-
OK/Fine	1	-	-	-	-	1	-	1	-	1	-	-	-	1	-	-	-	1	-	1	-	1
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_11. What made your experience with .cn very positive?
11. .cn

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	378	**	**	**	**	378	247	131	19**	126	171	50*	12**	145	171	62*	26**	352	165	213	102	111
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	3 1%	-	-	-	-	3 1%	2 1%	1 1%	-	-	3 2%	-	-	-	3 2%	-	-	3 1%	2 1%	1 *	1 1%	-
FUNCTIONALITY (NET)	22 6%	-	-	-	-	22 6%	15 6%	7 5%	-	7 6%	11 6%	3 6%	1 8%	7 5%	11 6%	4 6%	-	22 6%	10 6%	12 6%	8 8%	4 4%
Easy to use/navigate	18 5%	-	-	-	-	18 5%	12 5%	6 5%	-	6 5%	9 5%	3 6%	-	6 4%	9 5%	3 5%	-	18 5%	9 5%	9 4%	6 6%	3 3%
Practical/Useful/Helpful	3 1%	-	-	-	-	3 1%	2 1%	1 1%	-	1 1%	2 1%	-	-	1 1%	2 1%	-	-	3 1%	1 1%	2 1%	2 2%	-
Accessible/Easy to access/find	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	1	-	-	-	-	1	1	-	-	-	-	-	1 8%	-	-	1 2%	-	1	-	1	-	1 1%
MISCELLANEOUS (NET)	22 6%	-	-	-	-	22 6%	14 6%	8 6%	1 5%	5 4%	10 6%	6 12%	-	6 4%	10 6%	6 10%	1 4%	21 6%	9 5%	13 6%	9 9%	4 4%
Positive/Just was	14 4%	-	-	-	-	14 4%	8 3%	6 5%	1 5%	5 4%	3 2%	5 10%	-	6 4%	3 2%	5 8%	1 4%	13 4%	3 2%	11 5%	7 7%	4 4%

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

Q740_11. What made your experience with .cn very positive?
11. .cn

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	378	-**	-**	-**	-**	378	247	131	19**	126	171	50*	12**	145	171	62*	26**	352	165	213	102	111
Meets my expectations/needs/Always find what I need/want	2 1%	-	-	-	-	2 1%	1 1%	1 1%	-	-	2 1%	-	-	-	2 1%	-	-	2 1%	2 1%	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	6 2%	-	-	-	-	6 2%	5 2%	1 1%	-	-	5 3%	1 2%	-	-	5 3%	1 2%	-	6 2%	4 2%	2 1%	2 2%	-
SECURITY (NET)	21 6%	-	-	-	-	21 6%	15 6%	6 5%	1 5%	10 8%	9 5%	1 2%	-	11 8%	9 5%	1 2%	2 8%	19 5%	13 8%	8 4%	5 5%	3 3%
Safe/Good security	16 4%	-	-	-	-	16 4%	11 4%	5 4%	1 5%	8 6%	6 4%	1 2%	-	9 6%	6 4%	1 2%	2 8%	14 4%	10 6%	6 3%	5 5%	1 1%
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	5 1%	-	-	-	-	5 1%	4 2%	1 1%	-	2 2%	3 2%	-	-	2 1%	3 2%	-	-	5 1%	3 2%	2 1%	-	2 2%
CONTENT (NET)	12 3%	-	-	-	-	12 3%	8 3%	4 3%	1 5%	2 2%	7 4%	2 4%	-	3 2%	7 4%	2 3%	1 4%	11 3%	5 3%	7 3%	5 5%	2 2%
INFORMATION (SUB-NET)	9 2%	-	-	-	-	9 2%	6 2%	3 2%	1 5%	2 2%	5 3%	1 2%	-	3 2%	5 3%	1 2%	1 4%	8 2%	5 3%	4 2%	2 2%	2 2%
Information/Informative	6 2%	-	-	-	-	6 2%	5 2%	1 1%	1 5%	2 2%	2 1%	1 2%	-	3 2%	2 1%	1 2%	1 4%	5 1%	4 2%	2 1%	1 1%	1 1%
Comprehensive/Can search all information in one place	2 1%	-	-	-	-	2 1%	1 1%	1 1%	1 5%	-	1 1%	-	-	1 1%	1 1%	-	-	2 1%	1 1%	1 1%	-	1 1%
Accurate/Authentic information	2 1%	-	-	-	-	2 1%	-	2 2%	-	-	2 1%	-	-	-	2 1%	-	-	2 1%	-	2 1%	1 1%	1 1%
Good/Helpful information	1 *	-	-	-	-	1 *	1 *	-	-	-	1 1%	-	-	-	1 1%	-	-	1 *	1 1%	-	-	-

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

Q740_11. What made your experience with .cn very positive?
11. .cn

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	378	**	**	**	**	378	247	131	19**	126	171	50*	12**	145	171	62*	26**	352	165	213	102	111
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	5 1%	-	-	-	-	5 1%	4 2%	1 1%	1 5%	-	3 2%	1 2%	-	1 1%	3 2%	1 2%	-	5 1%	2 1%	3 1%	3 3%	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	2 1%	-	-	-	-	2 1%	2 1%	-	1 5%	-	1 1%	-	-	1 1%	1 1%	-	-	2 1%	1 1%	1 *	1 1%	-
Good/Like the content	1 *	-	-	-	-	1 *	1 *	-	-	-	1 1%	-	-	-	1 1%	-	-	1 *	-	1 *	1 1%	-
Other miscellaneous content mentions	3 1%	-	-	-	-	3 1%	2 1%	1 1%	-	-	2 1%	1 2%	-	-	2 1%	1 2%	-	3 1%	1 1%	2 1%	2 2%	-
SERVICE (NET)	1 *	-	-	-	-	1 *	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	1 *	1 1%	-	-	-
Good service/customer service/support	1 *	-	-	-	-	1 *	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	1 *	1 1%	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	3 1%	-	-	-	-	3 1%	2 1%	1 1%	1 5%	1 1%	1 1%	-	-	2 1%	1 1%	-	-	3 1%	2 1%	1 *	-	1 1%
Don't know	4 1%	-	-	-	-	4 1%	3 1%	1 1%	-	2 2%	1 1%	1 2%	-	2 1%	1 1%	1 2%	2 8%	2 1%	-	4 2%	2 2%	2 2%
Declined to answer	7 2%	-	-	-	-	7 2%	6 2%	1 1%	-	4 3%	2 1%	1 2%	-	4 3%	2 1%	1 2%	2 8%	5 1%	5 3%	2 1%	2 2%	-
Sigma	466 123%	-	-	-	-	466 123%	317 128%	149 114%	28 147%	163 129%	203 119%	56 112%	16 133%	191 132%	203 119%	72 116%	27 104%	439 125%	216 131%	250 117%	125 123%	125 113%

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

Q740_12. What made your experience with .vn very positive?
12. .vn

14 Mar 2015
Table 233

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	57*	**	**	**	**	57*	33*	24**	36*	18**	3**	**	**	54*	3**	**	13**	44*	26**	31*	14**	17**
Weighted Base	57*	**	**	**	**	57*	33*	24**	36*	18**	3**	**	**	54*	3**	**	13**	44*	26**	31*	14**	17**
USAGE (NET)	31 54%	-	-	-	-	31 54%	16 48%	15 63%	21 58%	9 50%	1 33%	-	-	30 56%	1 33%	-	4 31%	27 61%	14 54%	17 55%	7 50%	10 59%
COUNTRIES (SUB-NET)	24 42%	-	-	-	-	24 42%	13 39%	11 46%	18 50%	5 28%	1 33%	-	-	23 43%	1 33%	-	2 15%	22 50%	13 50%	11 35%	5 36%	6 35%
Vietnamese based website	21 37%	-	-	-	-	21 37%	10 30%	11 46%	16 44%	4 22%	1 33%	-	-	20 37%	1 33%	-	1 8%	20 45%	12 46%	9 29%	5 36%	4 24%
International/Used worldwide/Global	1 2%	-	-	-	-	1 2%	1 3%	-	1 3%	-	-	-	-	1 2%	-	-	-	1 2%	1 4%	-	-	-
It's my country's extension	1 2%	-	-	-	-	1 2%	-	1 4%	1 3%	-	-	-	-	1 2%	-	-	-	1 2%	1 4%	-	-	-
Country specific (Unspec.)	1 2%	-	-	-	-	1 2%	1 3%	-	-	1 6%	-	-	-	1 2%	-	-	1 8%	-	-	1 3%	-	1 6%
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_12. What made your experience with .vn very positive?

14 Mar 2015
Table 233

12. .vn

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	57*	-**	-**	-**	-**	57*	33*	24**	36*	18**	3**	-**	-**	54*	3**	-**	13**	44*	26**	31*	14**	17**
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	1 2%	-	-	-	-	1 2%	1 3%	-	1 3%	-	-	-	-	1 2%	-	-	-	1 2%	-	1 3%	-	1 6%
MISCELLANEOUS USAGE (SUB-NET)	5 9%	-	-	-	-	5 9%	3 9%	2 8%	2 6%	1 7%	-	-	-	5 9%	-	-	1 8%	4 9%	2 8%	3 10%	1 7%	2 12%
Allows for searching/browsing	2 4%	-	-	-	-	2 4%	2 6%	-	1 3%	1 6%	-	-	-	2 4%	-	-	-	2 5%	1 4%	1 3%	1 7%	-
Diversity/Multi-purpose website	2 4%	-	-	-	-	2 4%	-	2 8%	1 3%	1 6%	-	-	-	2 4%	-	-	1 8%	1 2%	-	2 6%	-	2 12%
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	1 2%	-	-	-	-	1 2%	1 3%	-	-	1 6%	-	-	-	1 2%	-	-	-	1 2%	1 4%	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	3 5%	-	-	-	-	3 5%	1 3%	2 8%	1 3%	2 11%	-	-	-	3 6%	-	-	1 8%	2 5%	1 4%	2 6%	1 7%	1 6%
Always use it/The one I use most/frequently	2 4%	-	-	-	-	2 4%	-	2 8%	1 3%	1 6%	-	-	-	2 4%	-	-	1 8%	1 2%	1 4%	1 3%	-	1 6%
Familiar with website/Have visited/used before/in the past	2 4%	-	-	-	-	2 4%	1 3%	1 4%	1 3%	1 6%	-	-	-	2 4%	-	-	-	2 5%	1 4%	1 3%	1 7%	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	2 4%	-	-	-	-	2 4%	1 3%	1 4%	1 3%	1 6%	-	-	-	2 4%	-	-	-	2 5%	-	2 6%	1 7%	1 6%
Business/Work website usage	1 2%	-	-	-	-	1 2%	-	1 4%	1 3%	-	-	-	-	1 2%	-	-	-	1 2%	-	1 3%	-	1 6%

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

Q740_12. What made your experience with .vn very positive?
12. .vn

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	57*	-**	-**	-**	-**	57*	33*	24**	36*	18**	3**	-**	-**	54*	3**	-**	13**	44*	26**	31*	14**	17**
Government website/extension	1 2%	-	-	-	-	1 2%	1 3%	-	-	1 6%	-	-	-	1 2%	-	-	-	1 2%	-	1 3%	1 7%	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	12 21%	-	-	-	-	12 21%	5 15%	7 29%	8 22%	4 22%	-	-	-	12 22%	-	-	5 38%	7 16%	4 15%	8 26%	2 14%	6 35%
INFORMATION (SUB-NET)	10 18%	-	-	-	-	10 18%	4 12%	6 25%	6 17%	4 22%	-	-	-	10 19%	-	-	4 31%	6 14%	3 12%	7 23%	2 14%	5 29%
Good/Helpful information	6 11%	-	-	-	-	6 11%	2 6%	4 17%	3 8%	3 17%	-	-	-	6 11%	-	-	1 8%	5 11%	2 8%	4 13%	2 14%	2 12%
Comprehensive/Can search all information in one place	2 4%	-	-	-	-	2 4%	1 3%	1 4%	2 6%	-	-	-	-	2 4%	-	-	2 15%	-	1 4%	1 3%	-	1 6%
Information/Informative	2 4%	-	-	-	-	2 4%	1 3%	1 4%	-	2 11%	-	-	-	2 4%	-	-	1 8%	1 2%	-	2 6%	1 7%	1 6%
Accurate/Authentic information	1 2%	-	-	-	-	1 2%	-	1 4%	1 3%	-	-	-	-	1 2%	-	-	1 8%	-	-	1 3%	-	1 6%
Other information mentions	1 2%	-	-	-	-	1 2%	-	1 4%	1 3%	-	-	-	-	1 2%	-	-	-	1 2%	-	1 3%	-	1 6%
MISCELLANEOUS CONTENT (SUB-NET)	3 5%	-	-	-	-	3 5%	2 6%	1 4%	3 8%	-	-	-	-	3 6%	-	-	2 15%	1 2%	2 8%	1 3%	-	1 6%

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

Q740_12. What made your experience with .vn very positive?
12. .vn

14 Mar 2015
Table 233

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	57*	-**	-**	-**	-**	57*	33*	24**	36*	18**	3**	-**	-**	54*	3**	-**	13**	44*	26**	31*	14**	17**
Good/Like the content	1 2%	-	-	-	-	1 2%	-	1 4%	1 3%	-	-	-	-	1 2%	-	-	-	1 2%	-	1 3%	-	1 6%
News related websites (All news mentions, i.e. balance, up to date news, etc...)	1 2%	-	-	-	-	1 2%	1 3%	-	1 3%	-	-	-	-	1 2%	-	-	1 8%	-	1 4%	-	-	-
Other miscellaneous content mentions	1 2%	-	-	-	-	1 2%	1 3%	-	1 3%	-	-	-	-	1 2%	-	-	1 8%	-	1 4%	-	-	-
BRAND/QUALITY (NET)	11 19%	-	-	-	-	11 19%	7 21%	4 17%	8 22%	2 11%	1 33%	-	-	10 19%	1 33%	-	4 31%	7 16%	5 19%	6 19%	4 29%	2 12%
Well known/Popular/Most commonly used domain	7 12%	-	-	-	-	7 12%	4 12%	3 13%	6 17%	-	1 33%	-	-	6 11%	1 33%	-	3 23%	4 9%	4 15%	3 10%	2 14%	1 6%
Honest/trustworthy	3 5%	-	-	-	-	3 5%	2 6%	1 4%	2 6%	1 6%	-	-	-	3 6%	-	-	1 8%	2 5%	1 4%	2 6%	1 7%	1 6%
It's a legitimate/credible site/domain	1 2%	-	-	-	-	1 2%	1 3%	-	-	1 6%	-	-	-	1 2%	-	-	-	1 2%	-	1 3%	1 7%	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	8 14%	-	-	-	-	8 14%	4 12%	4 17%	4 11%	3 17%	1 33%	-	-	7 13%	1 33%	-	2 15%	6 14%	2 8%	6 19%	3 21%	3 18%
Safe/Good security	4 7%	-	-	-	-	4 7%	2 6%	2 8%	3 8%	1 6%	-	-	-	4 7%	-	-	1 8%	3 7%	-	4 13%	2 14%	2 12%
Virus/Malware protected	1 2%	-	-	-	-	1 2%	-	1 4%	-	-	1 33%	-	-	-	1 33%	-	1 8%	-	1 4%	-	-	-

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

Q740_12. What made your experience with .vn very positive?

14 Mar 2015
Table 233

12. .vn

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	57*	**	**	**	**	57*	33*	24**	36*	18**	3**	**	**	54*	3**	**	13**	44*	26**	31*	14**	17**
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	4 7%	-	-	-	-	4 7%	3 9%	1 4%	1 3%	3 17%	-	-	-	4 7%	-	-	-	4 9%	1 4%	3 10%	2 14%	1 6%
FUNCTIONALITY (NET)	5 9%	-	-	-	-	5 9%	3 9%	2 8%	3 8%	11 11%	-	-	-	5 9%	-	-	1 8%	4 9%	1 4%	4 13%	2 14%	2 12%
Easy to use/navigate	2 4%	-	-	-	-	2 4%	1 3%	1 4%	2 6%	-	-	-	-	2 4%	-	-	-	2 5%	-	2 6%	2 14%	-
Accessible/Easy to access/find	1 2%	-	-	-	-	1 2%	1 3%	-	-	1 6%	-	-	-	1 2%	-	-	-	1 2%	1 4%	-	-	-
Practical/Useful/Helpful	1 2%	-	-	-	-	1 2%	-	1 4%	1 3%	-	-	-	-	1 2%	-	-	-	1 2%	-	1 3%	-	1 6%
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	1 2%	-	-	-	-	1 2%	1 3%	-	-	1 6%	-	-	-	1 2%	-	-	1 8%	-	-	1 3%	-	1 6%
SITE APPEAL (NET)	3 5%	-	-	-	-	3 5%	3 9%	-	-	3 17%	-	-	-	3 6%	-	-	-	3 7%	2 8%	1 3%	1 7%	-
Interesting websites	1 2%	-	-	-	-	1 2%	1 3%	-	-	1 6%	-	-	-	1 2%	-	-	-	1 2%	1 4%	-	-	-
It's memorable/Easy to remember	1 2%	-	-	-	-	1 2%	1 3%	-	-	1 6%	-	-	-	1 2%	-	-	-	1 2%	1 4%	-	-	-
Everything/Good/Like Site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_12. What made your experience with .vn very positive?

14 Mar 2015
Table 233

12. .vn

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	57*	-**	-**	-**	-**	57*	33*	24**	36*	18**	3**	-**	-**	54*	3**	-**	13**	44*	26**	31*	14**	17**
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	1 2%	-	-	-	-	1 2%	1 3%	-	-	1 6%	-	-	-	1 2%	-	-	-	1 2%	-	1 3%	1 7%	-
PERFORMANCE (NET)	3 5%	-	-	-	-	3 5%	3 9%	-	3 8%	-	-	-	-	3 6%	-	-	-	3 7%	1 4%	2 6%	1 7%	1 6%
Fast/Good speed	2 4%	-	-	-	-	2 4%	2 6%	-	2 6%	-	-	-	-	2 4%	-	-	-	2 5%	1 4%	1 3%	-	1 6%
Reliable	1 2%	-	-	-	-	1 2%	1 3%	-	1 3%	-	-	-	-	1 2%	-	-	-	1 2%	-	1 3%	1 7%	-
No problems/Good experience with website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_12. What made your experience with .vn very positive?
12. .vn

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	57*	-**	-**	-**	-**	57*	33*	24**	36*	18**	3**	-**	-**	54*	3**	-**	13**	44*	26**	31*	14**	17**
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Meets my expectations/needs/Always find what I need/want	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive/Just was	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	1 2%	-	-	-	-	1 2%	1 3%	-	1 3%	-	-	-	-	1 2%	-	-	-	1 2%	1 4%	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	2 4%	-	-	-	-	2 4%	1 3%	1 4%	2 6%	-	-	-	-	2 4%	-	-	2 15%	-	1 4%	1 3%	1 7%	-
Sigma	85 149%	-	-	-	-	85 149%	47 142%	38 158%	55 153%	27 150%	3 100%	-	-	82 152%	3 100%	-	20 154%	65 148%	36 138%	49 158%	24 171%	25 147%

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

Q740_13. What made your experience with .ph very positive?

14 Mar 2015
Table 234

Base: Very Positive Experience With Websites With Domain Name Extensions

13. .ph

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	96*	**	**	**	**	96*	38*	58*	18**	34*	37*	7**	**	52*	37*	7**	26**	70*	41*	55*	37*	18**
Weighted Base	96*	**	**	**	**	96*	38*	58*	18**	34*	37*	7**	**	52*	37*	7**	26**	70*	41*	55*	37*	18**
USAGE (NET)	56 58%	-	-	-	-	56 58%	24 63%	32 55%	14 78%	17 50%	19 51%	6 86%	-	31 60%	19 51%	6 86%	17 65%	39 56%	22 54%	34 62%	20 54%	14 78%
COUNTRIES (SUB-NET)	40 42%	-	-	-	-	40 42%	19 50%	21 36%	11 61%	13 38%	14 38%	2 29%	-	24 46%	14 38%	2 29%	11 42%	29 41%	16 39%	24 44%	15 41%	9 50%
Philippines based website	32 33%	-	-	-	-	32 33%	14 37%	18 31%	10 56%	11 32%	10 27%	1 14%	-	21 40%	10 27%	1 14%	10 38%	22 31%	12 29%	20 36%	11 30%	9 50%
Country specific (Unspec.)	4 4%	-	-	-	-	4 4%	3 8%	1 2%	-	1 3%	2 5%	1 14%	-	1 2%	2 5%	1 14%	1 4%	3 4%	2 5%	2 4%	2 5%	-
It's my country's extension	3 3%	-	-	-	-	3 3%	2 5%	1 2%	-	1 3%	2 5%	-	-	1 2%	2 5%	-	-	3 4%	1 2%	2 4%	2 5%	-
International/Used worldwide/Global	1 1%	-	-	-	-	1 1%	-	1 2%	1 6%	-	-	-	-	1 2%	-	-	-	1 1%	1 2%	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_13. What made your experience with .ph very positive?

14 Mar 2015
Table 234

13. .ph

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	96*	**	**	**	**	96*	38*	58*	18**	34*	37*	7**	**	52*	37*	7**	26**	70*	41*	55*	37*	18**
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	8 8%	-	-	-	-	8 8%	2 5%	6 10%	1 6%	1 3%	4 11%	2 29%	-	2 4%	4 11%	2 29%	2 8%	6 9%	3 7%	5 9%	1 3%	4 22%
Government website/extension	5 5%	-	-	-	-	5 5%	1 3%	4 7%	-	1 3%	2 5%	2 29%	-	1 2%	2 5%	2 29%	1 4%	4 6%	1 2%	4 7%	1 3%	3 17%
Business/Work website usage	1 1%	-	-	-	-	1 1%	1 3%	-	-	1 3%	-	-	-	-	1 3%	-	1 4%	-	1 2%	-	-	-
Organization website/extension	1 1%	-	-	-	-	1 1%	-	1 2%	1 6%	-	-	-	-	1 2%	-	-	-	1 1%	1 2%	-	-	-
Specific to a company/good/large companies	1 1%	-	-	-	-	1 1%	-	1 2%	-	1 3%	-	-	-	-	1 3%	-	-	1 1%	-	1 2%	-	1 6%
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	7 7%	-	-	-	-	7 7%	2 5%	5 9%	3 17%	1 3%	1 3%	2 29%	-	4 8%	1 3%	2 29%	4 15%	3 4%	2 5%	5 9%	3 8%	2 11%
Always use it/The one I use most/frequently	4 4%	-	-	-	-	4 4%	2 5%	2 3%	2 11%	-	-	2 29%	-	2 4%	-	2 29%	3 12%	1 1%	2 5%	2 4%	1 3%	1 6%

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

Q740_13. What made your experience with .ph very positive?
13. .ph

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	96*	**	**	**	**	96*	38*	58*	18**	34*	37*	7**	**	52*	37*	7**	26**	70*	41*	55*	37*	18**
Familiar with website/Have visited/used before/in the past	3 3%	-	-	-	-	3 3%	-	3 5%	1 6%	1 3%	1 3%	-	-	2 4%	1 3%	-	1 4%	2 3%	-	3 5%	2 5%	1 6%
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	6 6%	-	-	-	-	6 6%	1 3%	5 9%	2 11%	2 6%	2 5%	-	-	4 8%	2 5%	-	1 4%	5 7%	3 7%	3 5%	2 5%	1 6%
Allows for searching/browsing	3 3%	-	-	-	-	3 3%	-	3 5%	1 6%	-	2 5%	-	-	1 2%	2 5%	-	-	3 4%	1 2%	2 4%	1 3%	1 6%
Personal usage site	2 2%	-	-	-	-	2 2%	1 3%	1 2%	-	2 6%	-	-	-	2 4%	-	-	-	2 3%	2 5%	-	-	-
Email usage	1 1%	-	-	-	-	1 1%	-	1 2%	1 6%	-	-	-	-	1 2%	-	-	1 4%	-	-	1 2%	1 3%	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	14 15%	-	-	-	-	14 15%	3 8%	11 19%	1 6%	7 21%	6 16%	-	-	8 15%	6 16%	-	2 8%	12 17%	5 12%	9 16%	5 14%	4 22%
INFORMATION (SUB-NET)	14 15%	-	-	-	-	14 15%	3 8%	11 19%	1 6%	7 21%	6 16%	-	-	8 15%	6 16%	-	2 8%	12 17%	5 12%	9 16%	5 14%	4 22%
Comprehensive/Can search all information in one place	10 10%	-	-	-	-	10 10%	2 5%	8 14%	1 6%	4 12%	5 14%	-	-	5 10%	5 14%	-	1 4%	9 13%	4 10%	6 11%	3 8%	3 17%
Accurate/Authentic information	2 2%	-	-	-	-	2 2%	1 3%	1 2%	-	1 3%	1 3%	-	-	1 2%	1 3%	-	1 4%	1 1%	-	2 4%	2 5%	-
Good/Helpful information	1 1%	-	-	-	-	1 1%	-	1 2%	-	1 3%	-	-	-	1 2%	-	-	-	1 1%	1 2%	-	-	-
Information/Informative	1 1%	-	-	-	-	1 1%	-	1 2%	-	1 3%	-	-	-	1 2%	-	-	-	1 1%	-	1 2%	-	1 6%
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_13. What made your experience with .ph very positive?
13. .ph

14 Mar 2015
Table 234

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	96*	**	**	**	**	96*	38*	58*	18**	34*	37*	7**	**	52*	37*	7**	26**	70*	41*	55*	37*	18**
MISCELLANEOUS CONTENT (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	12 13%	-	-	-	-	12 13%	2 5%	10 17%	2 11%	4 12%	4 11%	2 29%	-	6 12%	4 11%	2 29%	3 12%	9 13%	8 20%	4 7%	4 11%	-
Descriptive/Indicates what it stands for	5 5%	-	-	-	-	5 5%	-	5 9%	-	1 3%	3 8%	1 14%	-	1 2%	3 8%	1 14%	1 4%	4 6%	2 5%	3 5%	3 8%	-
Everything/Good/Like site	4 4%	-	-	-	-	4 4%	2 5%	2 3%	1 6%	3 9%	-	-	-	4 8%	-	-	-	4 6%	3 7%	1 2%	1 3%	-
OK/Fine	3 3%	-	-	-	-	3 3%	-	3 5%	1 6%	-	1 3%	1 14%	-	1 2%	1 3%	1 14%	2 8%	1 1%	3 7%	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_13. What made your experience with .ph very positive?

14 Mar 2015
Table 234

Base: Very Positive Experience With Websites With Domain Name Extensions

13. .ph

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	96*	**	**	**	**	96*	38*	58*	18**	34*	37*	7**	**	52*	37*	7**	26**	70*	41*	55*	37*	18**
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND/QUALITY (NET)	9 9%	-	-	-	-	9 9%	4 11%	5 9%	3 17%	2 6%	4 11%	-	-	5 10%	4 11%	-	-	9 13%	5 12%	4 7%	2 5%	2 11%
Honest/trustworthy	6 6%	-	-	-	-	6 6%	2 5%	4 7%	2 11%	2 6%	2 5%	-	-	4 8%	2 5%	-	-	6 9%	3 7%	3 5%	2 5%	1 6%
Well known/Popular/Most commonly used domain	2 2%	-	-	-	-	2 2%	2 5%	-	1 6%	-	1 3%	-	-	1 2%	1 3%	-	-	2 3%	2 5%	-	-	-
It's a legitimate/credible site/domain	1 1%	-	-	-	-	1 1%	-	1 2%	-	-	1 3%	-	-	-	1 3%	-	-	1 1%	-	1 2%	-	1 6%
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	8 8%	-	-	-	-	8 8%	5 13%	3 5%	2 11%	4 12%	2 5%	-	-	6 12%	2 5%	-	-	2 8%	6 9%	4 10%	4 7%	4 11%
No problems/Good experience with website	4 4%	-	-	-	-	4 4%	3 8%	1 2%	-	3 9%	1 3%	-	-	3 6%	1 3%	-	-	1 4%	3 4%	2 5%	2 4%	2 5%
Fast/Good speed	3 3%	-	-	-	-	3 3%	2 5%	1 2%	1 6%	1 3%	1 3%	-	-	2 4%	1 3%	-	-	3 4%	2 5%	1 2%	1 3%	-
Reliable	1 1%	-	-	-	-	1 1%	-	2 2%	1 6%	-	-	-	-	1 2%	-	-	-	1 4%	-	-	1 2%	1 3%

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

Q740_13. What made your experience with .ph very positive?
13. .ph

14 Mar 2015
Table 234

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	96*	-**	-**	-**	-**	96*	38*	58*	18**	34*	37*	7**	-**	52*	37*	7**	26**	70*	41*	55*	37*	18**
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	7 7%	-	-	-	-	7 7%	2 5%	5 9%	-	2 6%	4 11%	1 14%	-	2 4%	4 11%	1 14%	4 15%	3 4%	3 7%	4 7%	3 8%	1 6%
Easy to use/navigate	4 4%	-	-	-	-	4 4%	1 3%	3 5%	-	1 3%	2 5%	1 14%	-	1 2%	2 5%	1 14%	2 8%	2 3%	2 5%	2 4%	2 5%	-
Accessible/Easy to access/find	3 3%	-	-	-	-	3 3%	1 3%	2 3%	-	1 3%	2 5%	-	-	1 2%	2 5%	-	2 8%	1 1%	1 2%	2 4%	1 3%	1 6%
Practical/Useful/Helpful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	4 4%	-	-	-	-	4 4%	2 5%	2 3%	-	3 9%	1 3%	-	-	3 6%	1 3%	-	2 8%	2 3%	2 5%	2 4%	2 5%	-
Safe/Good security	4 4%	-	-	-	-	4 4%	2 5%	2 3%	-	3 9%	1 3%	-	-	3 6%	1 3%	-	2 8%	2 3%	2 5%	2 4%	2 5%	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_13. What made your experience with .ph very positive?
13. .ph

14 Mar 2015
Table 234

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	96*	-**	-**	-**	-**	96*	38*	58*	18**	34*	37*	7**	-**	52*	37*	7**	26**	70*	41*	55*	37*	18**
MISCELLANEOUS (NET)	3 3%	-	-	-	-	3 3%	2 5%	1 2%	1 6%	-	2 5%	-	-	1 2%	2 5%	-	1 4%	2 3%	-	3 5%	2 5%	1 6%
Meets my expectations/needs/Always find what I need/want	2 2%	-	-	-	-	2 2%	1 3%	1 2%	-	-	2 5%	-	-	-	2 5%	-	-	2 3%	-	2 4%	2 5%	-
Positive/Just was	1 1%	-	-	-	-	1 1%	1 3%	-	1 6%	-	-	-	-	1 2%	-	-	1 4%	-	-	1 2%	-	1 6%
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	118 123%	-	-	-	-	118 123%	44 116%	74 128%	26 144%	39 115%	44 119%	9 129%	-	65 125%	44 119%	9 129%	32 123%	86 123%	51 124%	67 122%	43 116%	24 133%

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

Q740_14. What made your experience with .jp very positive?

14 Mar 2015
Table 235

14. .jp

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	89*	**	**	**	**	89*	62*	27**	15**	19**	36*	12**	7**	34*	36*	19**	15**	74*	43*	46*	5**	41*
Weighted Base	89*	**	**	**	**	89*	62*	27**	15**	19**	36*	12**	7**	34*	36*	19**	15**	74*	43*	46*	5**	41*
USAGE (NET)	55 62%	-	-	-	-	55 62%	38 61%	17 63%	8 53%	10 53%	26 72%	6 50%	5 71%	18 53%	26 72%	11 58%	8 53%	47 64%	29 67%	26 57%	4 80%	22 54%
COUNTRIES (SUB-NET)	45 51%	-	-	-	-	45 51%	31 50%	14 52%	4 27%	10 53%	24 67%	4 33%	3 43%	14 41%	24 67% N	7 37%	6 40%	39 53%	26 60%	19 41%	4 80%	15 37%
Japan based website	43 48%	-	-	-	-	43 48%	29 47%	14 52%	4 27%	9 47%	23 64%	4 33%	3 43%	13 38%	23 64% N	7 37%	6 40%	37 50%	24 56%	19 41%	4 80%	15 37%
It's my country's extension	2 2%	-	-	-	-	2 2%	2 3%	-	-	1 5%	1 3%	-	-	1 3%	1 3%	-	-	2 3%	2 5%	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_14. What made your experience with .jp very positive?

14 Mar 2015
Table 235

14. .jp

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	89*	**	**	**	**	89*	62*	27**	15**	19**	36*	12**	7**	34*	36*	19**	15**	74*	43*	46*	5**	41*
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	7 8%	-	-	-	-	7 8%	5 8%	2 7%	2 13%	1 5%	2 6%	1 8%	1 14%	3 9%	2 6%	2 11%	2 13%	5 7%	3 7%	4 9%	-	4 10%
Always use it/The one I use most/frequently	5 6%	-	-	-	-	5 6%	3 5%	2 7%	2 13%	-	2 6%	1 8%	-	2 6%	2 6%	1 5%	1 7%	4 5%	3 7%	2 4%	-	2 5%
Familiar with website/Have visited/used before/in the past	2 2%	-	-	-	-	2 2%	2 3%	-	1 5%	-	-	-	1 14%	1 3%	-	1 5%	1 7%	1 1%	-	2 4%	-	2 5%
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	4 4%	-	-	-	-	4 4%	1 2%	3 11%	2 13%	-	1 3%	1 8%	-	2 6%	1 3%	1 5%	1 7%	3 4%	1 2%	3 7%	-	3 7%
Business/Work website usage	2 2%	-	-	-	-	2 2%	-	2 7%	2 13%	-	-	-	-	2 6%	-	-	1 7%	1 1%	-	2 4%	-	2 5%
Specific to a company/good/large companies	2 2%	-	-	-	-	2 2%	1 2%	1 4%	-	-	1 3%	1 8%	-	-	1 3%	1 5%	-	2 3%	1 2%	1 2%	-	1 2%
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_14. What made your experience with .jp very positive?

14 Mar 2015
Table 235

14. .jp

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	89*	**	**	**	**	89*	62*	27**	15**	19**	36*	12**	7**	34*	36*	19**	15**	74*	43*	46*	5**	41*
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	2 2%	-	-	-	-	2 2%	2 3%	-	1 7%	-	-	-	1 14%	1 3%	-	1 5%	-	2 3%	-	2 4%	-	2 5%
Email usage	2 2%	-	-	-	-	2 2%	2 3%	-	1 7%	-	-	-	1 14%	1 3%	-	1 5%	-	2 3%	-	2 4%	-	2 5%
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND/QUALITY (NET)	30 34%	-	-	-	-	30 34%	18 29%	12 44%	7 47%	8 42%	10 28%	3 25%	2 29%	15 44%	10 28%	5 26%	5 33%	25 34%	14 33%	16 35%	1 20%	15 37%
Well known/Popular/Most commonly used domain	23 26%	-	-	-	-	23 26%	14 23%	9 33%	6 40%	7 37%	6 17%	3 25%	1 14%	13 38% O	6 17%	4 21%	3 20%	20 27%	9 21%	14 30%	1 20%	13 32%
Honest/trustworthy	10 11%	-	-	-	-	10 11%	6 10%	4 15%	3 20%	1 5%	4 11%	1 8%	1 14%	4 12%	4 11%	2 11%	2 13%	8 11%	7 16%	3 7%	-	3 7%
It's a legitimate/credible site/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_14. What made your experience with .jp very positive?

14 Mar 2015
Table 235

14. .jp

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	89*	**	**	**	**	89*	62*	27**	15**	19**	36*	12**	7**	34*	36*	19**	15**	74*	43*	46*	5**	41*
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	6 7%	-	-	-	-	6 7%	6 10%	-	2 13%	-	2 6%	2 17%	-	2 6%	2 6%	2 11%	1 7%	5 7%	3 7%	3 7%	1 20%	2 5%
Safe/Good security	5 6%	-	-	-	-	5 6%	5 8%	-	2 13%	-	1 3%	2 17%	-	2 6%	1 3%	2 11%	1 7%	4 5%	3 7%	2 4%	1 20%	1 2%
No/Less spam	1 1%	-	-	-	-	1 1%	1 2%	-	-	-	1 3%	-	-	-	1 3%	-	-	1 1%	-	1 2%	-	1 2%
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	2 2%	-	-	-	-	2 2%	2 3%	-	-	1 5%	1 3%	-	-	1 3%	1 3%	-	1 7%	1 1%	-	2 4%	-	2 5%
No problems/Good experience with website	2 2%	-	-	-	-	2 2%	2 3%	-	-	1 5%	1 3%	-	-	1 3%	1 3%	-	1 7%	1 1%	-	2 4%	-	2 5%
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fast/Good speed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	1 1%	-	-	-	-	1 1%	1 2%	-	-	1 5%	-	-	-	1 3%	-	-	-	1 1%	-	1 2%	-	1 2%

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

Q740_14. What made your experience with .jp very positive?

14 Mar 2015
Table 235

14. .jp

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	89*	-**	-**	-**	-**	89*	62*	27**	15**	19**	36*	12**	7**	34*	36*	19**	15**	74*	43*	46*	5**	41*
Descriptive/Indicates what it stands for	1%	-	-	-	-	1%	2%	-	-	5%	-	-	-	3%	-	-	-	1%	-	2%	-	2%
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Everything/Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	1%	-	-	-	-	1%	2%	-	-	3%	-	-	-	3%	-	-	1%	-	2%	-	2%	
Accessible/Easy to access/find	1%	-	-	-	-	1%	2%	-	-	3%	-	-	-	3%	-	-	1%	-	2%	-	2%	
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Practical/Useful/Helpful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_14. What made your experience with .jp very positive?

14 Mar 2015
Table 235

14. .jp

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	89*	**	**	**	**	89*	62*	27**	15**	19**	36*	12**	7**	34*	36*	19**	15**	74*	43*	46*	5**	41*
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	1 1%	-	-	-	-	1 1%	1 2%	-	1 7%	-	-	-	-	1 3%	-	-	-	1 1%	-	1 2%	-	1 2%
Negative experience mentions	1 1%	-	-	-	-	1 1%	1 2%	-	1 7%	-	-	-	-	1 3%	-	-	-	1 1%	-	1 2%	-	1 2%
Meets my expectations/needs/Always find what I need/want	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive/Just was	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INFORMATION (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_14. What made your experience with .jp very positive?

14 Mar 2015
Table 235

14. .jp

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	89*	**	**	**	**	89*	62*	27**	15**	19**	36*	12**	7**	34*	36*	19**	15**	74*	43*	46*	5**	41*
Comprehensive/Can search all information in one place	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Helpful information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Information/Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	2 2%	-	-	-	-	2 2%	2 3%	-	-	-	-	1 8%	1 14%	-	-	2 11%	1 7%	1 1%	-	2 4%	-	2 5%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	2 2%	-	-	-	-	2 2%	2 3%	-	-	-	2 6%	-	-	-	2 6%	-	-	2 3%	2 5%	-	-	-
Sigma	106 119%	-	-	-	-	106 119%	74 119%	32 119%	21 140%	21 111%	43 119%	13 108%	8 114%	42 124%	43 119%	21 111%	17 113%	89 120%	51 119%	55 120%	6 120%	49 120%

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

Q740_15. What made your experience with .kr very positive?

14 Mar 2015
Table 236

15. .kr

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	54*	**	**	**	**	54*	31*	23**	7**	13**	26**	6**	2**	20**	26**	8**	9**	45*	35*	19**	11**	8**
Weighted Base	54*	**	**	**	**	54*	31*	23**	7**	13**	26**	6**	2**	20**	26**	8**	9**	45*	35*	19**	11**	8**
USAGE (NET)	27 50%	-	-	-	-	27 50%	18 58%	9 39%	2 29%	11 85%	11 42%	3 50%	-	13 65%	11 42%	3 38%	2 22%	25 56%	18 51%	9 47%	3 27%	6 75%
COUNTRIES (SUB-NET)	18 33%	-	-	-	-	18 33%	12 39%	6 26%	2 29%	7 54%	8 31%	1 17%	-	9 45%	8 31%	1 13%	1 11%	17 38%	12 34%	6 32%	2 18%	4 50%
Country specific (Unspec.)	1 2%	-	-	-	-	1 2%	1 3%	-	-	1 8%	-	-	-	1 5%	-	-	-	1 2%	1 3%	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_15. What made your experience with .kr very positive?

14 Mar 2015
Table 236

15. .kr

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	54*	**	**	**	**	54*	31*	23**	7**	13**	26**	6**	2**	20**	26**	8**	9**	45*	35*	19**	11**	8**
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	17 31%	-	-	-	-	17 31%	11 35%	6 26%	2 29%	6 46%	8 31%	1 17%	-	8 40%	8 31%	1 13%	1 11%	16 36%	11 31%	6 32%	2 18%	4 50%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	6 11%	-	-	-	-	6 11%	3 10%	3 13%	-	4 31%	1 4%	1 17%	-	4 20%	1 4%	1 13%	1 11%	5 11%	4 11%	2 11%	1 9%	1 13%
Familiar with website/Have visited/used before/in the past	4 7%	-	-	-	-	4 7%	2 6%	2 9%	-	2 15%	1 4%	1 17%	-	2 10%	1 4%	1 13%	1 11%	3 7%	2 6%	2 11%	1 9%	1 13%
Always use it/The one I use most/frequently	2 4%	-	-	-	-	2 4%	1 3%	1 4%	-	2 15%	-	-	-	2 10%	-	-	-	2 4%	2 6%	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	2 4%	-	-	-	-	2 4%	1 3%	1 4%	-	1 8%	-	1 17%	-	1 5%	-	1 13%	-	2 4%	1 3%	1 5%	-	1 13%
Educational websites	1 2%	-	-	-	-	1 2%	1 3%	-	-	-	-	1 17%	-	-	-	1 13%	-	1 2%	-	1 5%	-	1 13%
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_15. What made your experience with .kr very positive?

14 Mar 2015
Table 236

15. .kr

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	54*	-**	-**	-**	-**	54*	31*	23**	7**	13**	26**	6**	2**	20**	26**	8**	9**	45*	35*	19**	11**	8**
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	2 4%	-	-	-	-	2 4%	1 3%	1 4%	-	1 8%	-	1 17%	-	1 5%	-	1 13%	-	2 4%	1 3%	1 5%	-	1 13%
MISCELLANEOUS USAGE (SUB-NET)	2 4%	-	-	-	-	2 4%	2 6%	-	-	2 8%	-	-	-	-	2 8%	-	-	2 4%	1 3%	1 5%	1 9%	-
Diversity/Multi-purpose website	1 2%	-	-	-	-	1 2%	1 3%	-	-	1 4%	-	-	-	-	1 4%	-	-	1 2%	-	1 5%	1 9%	-
Personal usage site	1 2%	-	-	-	-	1 2%	1 3%	-	-	1 4%	-	-	-	-	1 4%	-	-	1 2%	1 3%	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND/QUALITY (NET)	8 15%	-	-	-	-	8 15%	3 10%	5 22%	1 14%	-	4 15%	1 17%	2 100%	1 5%	4 15%	3 38%	1 11%	7 16%	5 14%	3 16%	3 27%	-
Honest/trustworthy	3 6%	-	-	-	-	3 6%	1 3%	2 9%	-	1 4%	1 17%	1 50%	-	1 4%	2 25%	-	-	3 7%	2 6%	1 5%	1 9%	-
Well known/Popular/Most commonly used domain	3 6%	-	-	-	-	3 6%	1 3%	2 9%	1 14%	-	2 8%	-	-	1 5%	2 8%	-	1 11%	2 4%	2 6%	1 5%	1 9%	-
Well established/Been around for a long time	1 2%	-	-	-	-	1 2%	1 3%	-	-	1 4%	-	-	-	-	1 4%	-	-	1 2%	-	1 5%	1 9%	-
Pioneer/One of the first website extensions	1 2%	-	-	-	-	1 2%	-	1 4%	-	-	-	-	1 50%	-	-	1 13%	-	1 2%	1 3%	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's a legitimate/credible site/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_15. What made your experience with .kr very positive?

14 Mar 2015
Table 236

15. .kr

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	54*	-**	-**	-**	-**	54*	31*	23**	7**	13**	26**	6**	2**	20**	26**	8**	9**	45*	35*	19**	11**	8**
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	8 15%	-	-	-	-	8 15%	2 6%	6 26%	2 29%	1 8%	3 12%	2 33%	-	3 15%	3 12%	2 25%	1 11%	7 16%	5 14%	3 16%	2 18%	1 13%
INFORMATION (SUB-NET)	7 13%	-	-	-	-	7 13%	2 6%	5 22%	2 29%	1 8%	3 12%	1 17%	-	3 15%	3 12%	1 13%	1 11%	6 13%	5 14%	2 11%	1 9%	1 13%
Comprehensive/Can search all information in one place	4 7%	-	-	-	-	4 7%	-	4 17%	-	1 8%	3 12%	-	-	1 5%	3 12%	-	-	4 9%	3 9%	1 5%	1 9%	-
Accurate/Authentic information	1 2%	-	-	-	-	1 2%	1 3%	-	1 14%	-	-	-	-	1 5%	-	-	-	1 2%	1 3%	-	-	-
Good/Helpful information	1 2%	-	-	-	-	1 2%	-	1 4%	1 14%	-	-	-	-	1 5%	-	-	1 11%	-	-	1 5%	-	1 13%
Information/Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	1 2%	-	-	-	-	1 2%	1 3%	-	-	-	-	1 17%	-	-	-	1 13%	-	1 2%	1 3%	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	1 2%	-	-	-	-	1 2%	-	1 4%	-	-	-	1 17%	-	-	-	1 13%	-	1 2%	-	1 5%	1 9%	-
Good/Like the content	1 2%	-	-	-	-	1 2%	-	1 4%	-	-	-	1 17%	-	-	-	1 13%	-	1 2%	-	1 5%	1 9%	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	7 13%	-	-	-	-	7 13%	3 10%	4 17%	-	1 8%	5 19%	1 17%	-	1 5%	5 19%	1 13%	3 33%	4 9%	4 11%	3 16%	3 27%	-
Accessible/Easy to access/find	4 7%	-	-	-	-	4 7%	1 3%	3 13%	-	1 8%	3 12%	-	-	1 5%	3 12%	-	2 22%	2 4%	4 11%	-	-	-
Easy to use/navigate	3 6%	-	-	-	-	3 6%	2 6%	1 4%	-	-	2 8%	1 17%	-	-	2 8%	1 13%	1 11%	2 4%	-	3 16%	3 27%	-

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

Q740_15. What made your experience with .kr very positive?
15. .kr

14 Mar 2015
Table 236

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	54*	**	**	**	**	54*	31*	23**	7**	13**	26**	6**	2**	20**	26**	8**	9**	45*	35*	19**	11**	8**
Practical/Useful/Helpful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	4 7%	-	-	-	-	4 7%	4 13%	-	-	2 15%	2 8%	-	-	2 10%	2 8%	-	-	4 9%	2 6%	2 11%	2 18%	-
Safe/Good security	3 6%	-	-	-	-	3 6%	3 10%	-	-	1 8%	2 8%	-	-	1 5%	2 8%	-	-	3 7%	1 3%	2 11%	2 18%	-
Virus/Malware protected	1 2%	-	-	-	-	1 2%	1 3%	-	-	1 8%	-	-	-	1 5%	-	-	-	1 2%	1 3%	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	3 6%	-	-	-	-	3 6%	2 6%	1 4%	2 29%	-	1 4%	-	-	2 10%	1 4%	-	2 22%	1 2%	2 6%	1 5%	-	1 13%
Descriptive/Indicates what it stands for	1 2%	-	-	-	-	1 2%	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	-	1 2%	1 3%	-	-	-
Everything/Good/Like site	1 2%	-	-	-	-	1 2%	-	1 4%	1 14%	-	-	-	-	1 5%	-	-	1 11%	-	1 3%	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_15. What made your experience with .kr very positive?

14 Mar 2015
Table 236

15. .kr

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	54*	-**	-**	-**	-**	54*	31*	23**	7**	13**	26**	6**	2**	20**	26**	8**	9**	45*	35*	19**	11**	8**
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	1 2%	-	-	-	-	1 2%	1 3%	-	1 14%	-	-	-	-	1 5%	-	-	1 11%	-	-	1 5%	-	1 13%
PERFORMANCE (NET)	3 6%	-	-	-	-	3 6%	2 6%	1 4%	-	-	2 8%	1 17%	-	-	2 8%	1 13%	-	3 7%	1 3%	2 11%	1 9%	1 13%
No problems/Good experience with website	1 2%	-	-	-	-	1 2%	1 3%	-	-	-	1 17%	-	-	-	1 13%	-	-	1 2%	-	1 5%	-	1 13%
Reliable	1 2%	-	-	-	-	1 2%	-	1 4%	-	-	1 4%	-	-	-	1 4%	-	-	1 2%	-	1 5%	1 9%	-
Worked/Effective	1 2%	-	-	-	-	1 2%	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	-	1 2%	1 3%	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fast/Good speed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	1 2%	-	-	-	-	1 2%	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	-	1 2%	1 3%	-	-	-
Good service/customer service/support	1 2%	-	-	-	-	1 2%	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	-	1 2%	1 3%	-	-	-

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

Q740_15. What made your experience with .kr very positive?
15. .kr

14 Mar 2015
Table 236

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	54*	-**	-**	-**	-**	54*	31*	23**	7**	13**	26**	6**	2**	20**	26**	8**	9**	45*	35*	19**	11**	8**
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	1 2%	-	-	-	-	1 2%	-	1 4%	-	-	1 4%	-	-	-	1 4%	-	-	1 2%	1 3%	-	-	-
Positive/Just was	1 2%	-	-	-	-	1 2%	-	1 4%	-	-	1 4%	-	-	-	1 4%	-	-	1 2%	1 3%	-	-	-
Meets my expectations/needs/Always find what I need/want	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	64 119%	-	-	-	-	64 119%	36 116%	28 122%	7 100%	16 123%	30 115%	9 150%	2 100%	23 115%	30 115%	11 138%	9 100%	55 122%	39 111%	25 132%	15 136%	10 125%

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

Q740_16. What made your experience with .ru very positive?
16. .ru

14 Mar 2015
Table 237

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	170	**	**	**	**	170	71*	99*	28**	62*	73*	6**	1**	90*	73*	7**	27**	143	94*	76*	41*	35*
Weighted Base	170	**	**	**	**	170	71*	99*	28**	62*	73*	6**	1**	90*	73*	7**	27**	143	94*	76*	41*	35*
USAGE (NET)	83 49%	-	-	-	-	83 49%	37 52%	46 46%	14 50%	26 42%	39 53%	4 67%	-	40 44%	39 53%	4 57%	15 56%	68 48%	38 40%	45 59% S	25 61%	20 57%
COUNTRIES (SUB-NET)	64 38%	-	-	-	-	64 38%	26 37%	38 38%	12 43%	24 39%	27 37%	1 17%	-	36 40%	27 37%	1 14%	11 41%	53 37%	29 31%	35 46% S	20 49%	15 43%
Russia based website	49 29%	-	-	-	-	49 29%	19 27%	30 30%	9 32%	21 34%	18 25%	1 17%	-	30 33%	18 25%	1 14%	9 33%	40 28%	21 22%	28 37% S	15 37%	13 37%
It's my country's extension	10 6%	-	-	-	-	10 6%	6 8%	4 4%	2 7%	1 2%	7 10%	-	-	3 3%	7 10%	-	1 4%	9 6%	5 5%	5 7%	4 10%	1 3%
International/Used worldwide/Global	1 1%	-	-	-	-	1 1%	-	1 1%	-	1 2%	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_16. What made your experience with .ru very positive?
16. .ru

14 Mar 2015
Table 237

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	170	**	**	**	**	170	71*	99*	28**	62*	73*	6**	1**	90*	73*	7**	27**	143	94*	76*	41*	35*
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	4 2%	-	-	-	-	4 2%	1 1%	3 3%	1 4%	1 2%	2 3%	-	-	2 2%	2 3%	-	1 4%	3 2%	2 2%	2 3%	1 2%	1 3%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	19 11%	-	-	-	-	19 11%	11 15%	8 8%	2 7%	4 6%	10 14%	3 50%	-	6 7%	10 14%	3 43%	4 15%	15 10%	9 10%	10 13%	7 17%	3 9%
Always use it/The one I use most/frequently	18 11%	-	-	-	-	18 11%	10 14%	8 8%	2 7%	4 6%	10 14%	2 33%	-	6 7%	10 14%	2 29%	3 11%	15 10%	8 9%	10 13%	7 17%	3 9%
Familiar with website/Have visited/used before/in the past	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	-	1 17%	-	-	-	1 14%	1 4%	-	1 1%	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	3 2%	-	-	-	-	3 2%	1 1%	2 2%	-	1 2%	2 3%	-	-	1 1%	2 3%	-	-	3 2%	1 1%	2 3%	1 2%	1 3%
Allows for searching/browsing	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	1 2%	-
Personal usage site	1 1%	-	-	-	-	1 1%	-	1 1%	-	1 2%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 3%
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	1 1%	-	-	-	-	1 1%	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	1 1%	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	2 1%	-	-	-	-	2 1%	-	2 2%	-	1 2%	1 1%	-	-	1 1%	1 1%	-	1 4%	1 1%	-	2 3%	-	2 6%
Business/Work website usage	1 1%	-	-	-	-	1 1%	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	1 4%	-	-	1 1%	-	1 3%

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

Q740_16. What made your experience with .ru very positive?
16. .ru

14 Mar 2015
Table 237

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	170	-**	-**	-**	-**	170	71*	99*	28**	62*	73*	6**	1**	90*	73*	7**	27**	143	94*	76*	41*	35*
Specific to a company/good/large companies	1 1%	-	-	-	-	1 1%	-	1 1%	-	2 2%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	3 3%
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND/QUALITY (NET)	42 25%	-	-	-	-	42 25%	13 18%	29 29%	7 25%	18 29%	17 23%	-	-	25 28%	17 23%	-	8 30%	34 24%	28 30%	14 18%	9 22%	5 14%
Well known/Popular/Most commonly used domain	22 13%	-	-	-	-	22 13%	6 8%	16 16%	5 18%	8 13%	9 12%	-	-	13 14%	9 12%	-	4 15%	18 13%	13 14%	9 12%	6 15%	3 9%
Well established/Been around for a long time	6 4%	-	-	-	-	6 4%	3 4%	3 3%	1 4%	3 5%	2 3%	-	-	4 4%	2 3%	-	-	6 4%	5 5%	1 1%	-	1 3%
It's a legitimate/credible site/domain	6 4%	-	-	-	-	6 4%	-	6 6%	-	4 6%	2 3%	-	-	4 4%	2 3%	-	1 4%	5 3%	5 5%	1 1%	1 2%	-
Honest/trustworthy	4 2%	-	-	-	-	4 2%	1 1%	3 3%	1 4%	1 2%	2 3%	-	-	2 2%	2 3%	-	2 7%	2 1%	3 3%	1 1%	1 2%	-
Good quality brand/product	2 1%	-	-	-	-	2 1%	2 3%	-	-	2 3%	-	-	-	2 2%	-	-	-	2 1%	2 2%	-	-	-
Reputable	2 1%	-	-	-	-	2 1%	-	2 2%	-	1 2%	1 1%	-	-	1 1%	1 1%	-	1 4%	1 1%	1 1%	1 1%	-	1 3%
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_16. What made your experience with .ru very positive?
16. .ru

14 Mar 2015
Table 237

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	170	**	**	**	**	170	71*	99*	28**	62*	73*	6**	1**	90*	73*	7**	27**	143	94*	76*	41*	35*
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	1 2%	-
PERFORMANCE (NET)	24 14%	-	-	-	-	24 14%	8 11%	16 16%	1 4%	10 16%	10 14%	3 50%	-	11 12%	10 14%	3 43%	4 15%	20 14%	12 13%	12 16%	5 12%	7 20%
No problems/Good experience with website	12 7%	-	-	-	-	12 7%	7 10%	5 5%	-	2 3%	7 10%	3 50%	-	2 2%	7 10% N	3 43%	2 7%	10 7%	4 4%	8 11%	3 7%	5 14%
Reliable	8 5%	-	-	-	-	8 5%	1 1%	7 7%	1 4%	4 6%	3 4%	-	-	5 6%	3 4%	-	1 4%	7 5%	6 6%	2 3%	2 5%	-
Worked/Effective	5 3%	-	-	-	-	5 3%	1 1%	4 4%	-	4 6% K	-	1 17%	-	4 4%	-	1 14%	1 4%	4 3%	2 2%	3 4%	-	3 9%
Fast/Good speed	1 1%	-	-	-	-	1 1%	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	-	1 3%
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	19 11%	-	-	-	-	19 11%	6 8%	13 13%	3 11%	9 15%	7 10%	-	-	12 13%	7 10%	-	2 7%	17 12%	11 12%	8 11%	3 7%	5 14%
Everything/Good/Like site	12 7%	-	-	-	-	12 7%	5 7%	7 7%	2 7%	4 6%	6 8%	-	-	6 7%	6 8%	-	1 4%	11 8%	8 9%	4 5%	2 5%	2 6%
Descriptive/Indicates what it stands for	4 2%	-	-	-	-	4 2%	-	4 4%	1 4%	3 5%	-	-	-	4 4%	-	-	1 4%	3 2%	2 2%	2 3%	-	2 6%
Interesting websites	1 1%	-	-	-	-	1 1%	1 1%	-	-	1 2%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	1 2%	-
It's memorable/Easy to remember	1 1%	-	-	-	-	1 1%	-	1 1%	-	1 2%	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	-	-
Organized/Not cluttered	1 1%	-	-	-	-	1 1%	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	-	1 3%
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_16. What made your experience with .ru very positive?
16. .ru

14 Mar 2015
Table 237

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	170	**	**	**	**	170	71*	99*	28**	62*	73*	6**	1**	90*	73*	7**	27**	143	94*	76*	41*	35*
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	2 1%	-	-	-	-	2 1%	-	2 2%	-	1 2%	1 1%	-	-	1 1%	1 1%	-	-	2 1%	1 1%	1 1%	-	1 3%
SECURITY (NET)	13 8%	-	-	-	-	13 8%	2 3%	11 11% G	4 14%	4 6%	4 5%	1 17%	-	8 9%	4 5%	14 14%	1 4%	12 8%	8 9%	5 7%	4 10%	1 3%
Virus/Malware protected	7 4%	-	-	-	-	7 4%	2 3%	5 5%	3 11%	3 5%	1 1%	-	-	6 7%	1 1%	-	1 4%	6 4%	4 4%	3 4%	2 5%	1 3%
Safe/Good security	6 4%	-	-	-	-	6 4%	1 1%	5 5%	1 4%	-	4 5%	1 17%	-	1 1%	4 5%	1 14%	-	6 4%	4 4%	2 3%	2 5%	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	1 1%	-	-	-	-	1 1%	-	1 1%	-	1 2%	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	-	-
CONTENT (NET)	7 4%	-	-	-	-	7 4%	3 4%	4 4%	1 4%	1 2%	4 5%	-	1 100%	2 2%	4 5%	1 14%	1 4%	6 4%	5 5%	2 3%	1 2%	1 3%
INFORMATION (SUB-NET)	7 4%	-	-	-	-	7 4%	3 4%	4 4%	1 4%	1 2%	4 5%	-	1 100%	2 2%	4 5%	1 14%	1 4%	6 4%	5 5%	2 3%	1 2%	1 3%
Accurate/Authentic information	3 2%	-	-	-	-	3 2%	1 1%	2 2%	-	-	2 3%	-	1 100%	-	2 3%	1 14%	-	3 2%	2 2%	1 1%	1 2%	-
Good/Helpful information	2 1%	-	-	-	-	2 1%	1 1%	1 1%	-	1 2%	1 1%	-	-	1 1%	1 1%	-	-	2 1%	2 2%	-	-	-

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

Q740_16. What made your experience with .ru very positive?

14 Mar 2015
Table 237

16. .ru

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	170	**	**	**	**	170	71*	99*	28**	62*	73*	6**	1**	90*	73*	7**	27**	143	94*	76*	41*	35*
Comprehensive/Can search all information in one place	1%	-	-	-	-	1%	1%	-	1%	-	-	-	-	1%	-	-	-	1%	1%	-	-	-
Information/Informative	1%	-	-	-	-	1%	-	1%	-	-	1%	-	-	-	1%	-	4%	-	-	1%	-	3%
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	6%	-	-	-	-	6%	1%	5%	1%	2%	3%	-	-	3%	3%	-	1%	5%	3%	3%	1%	2%
Practical/Useful/Helpful	3%	-	-	-	-	3%	1%	2%	-	1%	2%	-	-	1%	2%	-	-	3%	2%	1%	1%	-
Accessible/Easy to access/find	2%	-	-	-	-	2%	-	2%	1%	-	1%	-	-	1%	1%	-	-	2%	1%	1%	-	1%
Easy to use/navigate	1%	-	-	-	-	1%	-	1%	-	1%	-	-	-	1%	-	-	1%	-	-	1%	-	1%
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	6%	-	-	-	-	6%	3%	3%	1%	3%	2%	-	-	4%	2%	-	-	6%	3%	3%	1%	2%

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

Q740_16. What made your experience with .ru very positive?
16. .ru

14 Mar 2015
Table 237

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	170	-**	-**	-**	-**	170	71*	99*	28**	62*	73*	6**	1**	90*	73*	7**	27**	143	94*	76*	41*	35*
Convenient	2 1%	-	-	-	-	2 1%	1 1%	1 1%	1 4%	-	1 1%	-	-	1 1%	1 1%	-	-	2 1%	1 1%	1 1%	1 2%	-
Positive/Just was	2 1%	-	-	-	-	2 1%	1 1%	1 1%	-	2 3%	-	-	-	2 2%	-	-	-	2 1%	2 2%	-	-	-
Meets my expectations/needs/Always find what I need/want	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	2 1%	-	-	-	-	2 1%	1 1%	1 1%	-	1 2%	1 1%	-	-	1 1%	1 1%	-	-	2 1%	-	2 3%	-	2 6%
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	5 3%	-	-	-	-	5 3%	1 1%	4 4%	3 11%	1 2%	1 1%	-	-	4 4%	1 1%	-	1 4%	4 3%	2 2%	3 4%	2 5%	1 3%
Declined to answer	5 3%	-	-	-	-	5 3%	4 6%	1 1%	1 4%	2 3%	2 3%	-	-	3 3%	2 3%	-	-	5 3%	4 4%	1 1%	-	1 3%
Sigma	221 130%	-	-	-	-	221 130%	81 114%	140 141%	36 129%	82 132%	93 127%	9 150%	1 100%	118 131%	93 127%	10 143%	34 126%	187 131%	118 126%	103 136%	54 132%	49 140%

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

Q740_17. What made your experience with .in very positive?
17. .in

14 Mar 2015
Table 238

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	345	**	**	**	**	345	202	143	80*	115	125	21**	4**	195	125	25**	62*	283	163	182	126	56*
Weighted Base	345	**	**	**	**	345	202	143	80*	115	125	21**	4**	195	125	25**	62*	283	163	182	126	56*
USAGE (NET)	148 43%	-	-	-	-	148 43%	102 50% H	46 32%	38 48%	46 40%	53 42%	9 43%	2 50%	84 43%	53 42%	11 44%	26 42%	122 43%	80 49% T	68 37%	48 38%	20 36%
COUNTRIES (SUB-NET)	112 32%	-	-	-	-	112 32%	80 40% H	32 22%	29 36%	37 32%	38 30%	7 33%	1 25%	66 34%	38 30%	8 32%	18 29%	94 33%	61 37%	51 28%	38 30%	13 23%
India based website	92 27%	-	-	-	-	92 27%	67 33% H	25 17%	23 29%	29 25%	33 26%	6 29%	1 25%	52 27%	33 26%	7 28%	17 27%	75 27%	50 31%	42 23%	33 26%	9 16%
It's my country's extension	14 4%	-	-	-	-	14 4%	12 6% H	2 1%	4 5%	6 5%	4 3%	- -	- -	10 5%	4 3%	- -	2 3%	12 4%	6 4%	8 4%	5 4%	3 5%
Country specific (Unspec.)	9 3%	-	-	-	-	9 3%	3 1%	6 4%	2 3%	3 3%	3 2%	1 5%	- -	5 3%	3 2%	1 4%	1 2%	8 3%	6 4%	3 2%	1 1%	2 4%
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_17. What made your experience with .in very positive?
17. .in

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	345	**	**	**	**	345	202	143	80*	115	125	21**	4**	195	125	25**	62*	283	163	182	126	56*
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	26 8%	-	-	-	-	26 8%	21 10% H	5 3%	5 6%	6 5%	11 9%	3 14%	1 25%	11 6%	11 9%	4 16%	7 11%	19 7%	13 8%	13 7%	10 8%	3 5%
Government website/extension	10 3%	-	-	-	-	10 3%	8 4%	2 1%	2 3%	3 3%	4 3%	1 5%	-	5 3%	4 3%	1 4%	2 3%	8 3%	3 2%	7 4%	5 4%	2 4%
Specific to a company/good/large companies	7 2%	-	-	-	-	7 2%	6 3%	1 1%	1 1%	2 2%	3 2%	1 5%	-	3 2%	3 2%	1 4%	2 3%	5 2%	5 3%	2 1%	2 2%	-
Business/Work website usage	6 2%	-	-	-	-	6 2%	4 2%	2 1%	1 1%	2 2%	1 1%	1 5%	1 25%	3 2%	1 1%	2 8%	2 3%	4 1%	3 2%	3 2%	2 2%	1 2%
Educational websites	2 1%	-	-	-	-	2 1%	2 1%	-	1 1%	-	1 1%	-	-	1 1%	1 1%	-	-	2 1%	1 1%	1 1%	1 1%	-
Institutions websites/extensions	1	-	-	-	-	1	1	-	1	-	-	-	-	1	-	-	-	1	-	1	1	-
Networking companies usually use in extension	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	-	1	1	-	-	-
Organization website/extension	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	1 2% R	-	-	1	1	-
Commercial websites	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	-	1	1	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	17 5%	-	-	-	-	17 5%	8 4%	9 6%	6 8%	5 4%	5 4%	-	1 25%	11 6%	5 4%	1 4%	2 3%	15 5%	10 6%	7 4%	3 2%	4 7%
Always use it/The one I use most/frequently	12 3%	-	-	-	-	12 3%	6 3%	6 4%	4 5%	4 3%	3 2%	-	1 25%	8 4%	3 2%	1 4%	2 3%	10 4%	8 5%	4 2%	1 1%	3 5%

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

Q740_17. What made your experience with .in very positive?
17. .in

14 Mar 2015
Table 238

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	345	**	**	**	**	345	202	143	80*	115	125	21**	4**	195	125	25**	62*	283	163	182	126	56*
Familiar with website/Have visited/used before/in the past	5 1%	-	-	-	-	5 1%	2 1%	3 2%	2 3%	1 1%	2 2%	-	-	3 2%	2 2%	-	-	5 2%	2 1%	3 2%	2 2%	1 2%
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	9 3%	-	-	-	-	9 3%	5 2%	4 3%	1 1%	3 3%	5 4%	-	-	4 2%	5 4%	-	2 3%	7 2%	4 2%	5 3%	4 3%	1 2%
Allows for searching/browsing	3 1%	-	-	-	-	3 1%	-	3 2%	-	2 2%	1 1%	-	-	2 1%	1 1%	-	1 2%	2 1%	2 1%	1 1%	-	1 2%
Email usage	2 1%	-	-	-	-	2 1%	2 1%	-	-	-	2 2%	-	-	-	2 2%	-	-	2 1%	1 1%	1 1%	1 1%	-
Personal usage site	1	-	-	-	-	1	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1	1 1%	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	3 1%	-	-	-	-	3 1%	3 1%	-	1 1%	1 1%	1 1%	-	-	2 1%	1 1%	-	1 2%	2 1%	-	3 2%	3 2%	-
BRAND/QUALITY (NET)	54 16%	-	-	-	-	54 16%	22 11%	32 22% G	11 14%	22 19%	20 16%	1 5%	-	33 17%	20 16%	1 4%	7 11%	47 17%	26 16%	28 15%	22 17%	6 11%
Honest/trustworthy	32 9%	-	-	-	-	32 9%	14 7%	18 13%	6 8%	12 10%	13 10%	1 5%	-	18 9%	13 10%	1 4%	4 6%	28 10%	16 10%	16 9%	13 10%	3 5%
Well known/Popular/Most commonly used domain	13 4%	-	-	-	-	13 4%	6 3%	7 5%	4 5%	5 4%	3 2%	1 5%	-	9 5%	3 2%	1 4%	2 3%	11 4%	4 2%	9 5%	7 6%	2 4%
It's a legitimate/credible site/domain	8 2%	-	-	-	-	8 2%	3 1%	5 3%	1 1%	4 3%	3 2%	-	-	5 3%	3 2%	-	1 2%	7 2%	4 2%	4 2%	3 2%	1 2%
Reputable	2 1%	-	-	-	-	2 1%	-	2 1%	-	1 1%	1 1%	-	-	1 1%	1 1%	-	-	2 1%	2 1%	-	-	-
Well established/Been around for a long time	1	-	-	-	-	1	1	-	-	-	1 1%	-	-	-	1 1%	-	-	1	1 1%	-	-	-
Good quality brand/product	1	-	-	-	-	1	1	-	-	-	1 1%	-	-	-	1 1%	-	-	1	1 1%	-	-	-

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

Q740_17. What made your experience with .in very positive?
17. .in

14 Mar 2015
Table 238

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	345	**	**	**	**	345	202	143	80*	115	125	21**	4**	195	125	25**	62*	283	163	182	126	56*
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	1	-	-	-	-	1	1	-	1%	-	-	-	-	1%	-	-	-	1	-	1%	1%	-
SITE APPEAL (NET)	47 14%	-	-	-	-	47 14%	24 12%	23 16%	13 16%	18 16%	16 13%	-	-	31 16%	16 13%	-	6 10%	41 14%	22 13%	25 14%	20 16%	5 9%
Everything/Good/Like site	28 8%	-	-	-	-	28 8%	15 7%	13 9%	10 13%	8 7%	10 8%	-	-	18 9%	10 8%	-	5 8%	23 8%	12 7%	16 9%	14 11%	2 4%
Descriptive/Indicates what it stands for	3 1%	-	-	-	-	3 1%	1	2 1%	1 1%	1 1%	1 1%	-	-	2 1%	1 1%	-	-	3 1%	3 2%	-	-	-
OK/Fine	3 1%	-	-	-	-	3 1%	1	2 1%	-	1 1%	2 2%	-	-	1 1%	2 2%	-	-	3 1%	1 1%	2 1%	1 1%	2 2%
It's memorable/Easy to remember	2 1%	-	-	-	-	2 1%	1	1 1%	-	-	2 2%	-	-	-	2 2%	-	-	2 1%	1 1%	1 1%	1 1%	-
Different/Unique	2 1%	-	-	-	-	2 1%	2 1%	-	1 1%	1 1%	-	-	-	2 1%	-	-	-	2 1%	2 1%	-	-	-
Interesting websites	1	-	-	-	-	1	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	1	1 1%	-	-	-
Not a lot of ads/pop ups	1	-	-	-	-	1	1	-	-	-	1 1%	-	-	-	1 1%	-	-	1	-	1 1%	-	1 2%
It indicates seriousness/that it's important	1	-	-	-	-	1	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	1	1 1%	-	-	-
Organized/Not cluttered	1	-	-	-	-	1	1	-	-	1 1%	-	-	-	1 1%	-	-	-	1	-	1 1%	1 1%	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_17. What made your experience with .in very positive?
17. .in

14 Mar 2015
Table 238

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	345	**	**	**	**	345	202	143	80*	115	125	21**	4**	195	125	25**	62*	283	163	182	126	56*
Other site appeal mentions	6 2%	-	-	-	-	6 2%	3 1%	3 2%	1 1%	4 3%	1 1%	-	-	5 3%	1 1%	-	1 2%	5 2%	2 1%	4 2%	3 2%	1 2%
PERFORMANCE (NET)	45 13%	-	-	-	-	45 13%	22 11%	23 16%	12 15%	15 13%	14 11%	3 14%	1 25%	27 14%	14 11%	4 16%	8 13%	37 13%	20 12%	25 14%	16 13%	9 16%
No problems/Good experience with website	22 6%	-	-	-	-	22 6%	10 5%	12 8%	8 10%	6 5%	8 6%	-	-	14 7%	8 6%	-	4 6%	18 6%	13 8%	9 5%	7 6%	2 4%
Fast/Good speed	9 3%	-	-	-	-	9 3%	5 2%	4 3%	1 1%	5 4%	3 2%	-	-	6 3%	3 2%	-	3 5%	6 2%	3 2%	6 3%	5 4%	1 2%
Reliable	7 2%	-	-	-	-	7 2%	4 2%	3 2%	2 3%	1 1%	2 2%	1 5%	1 25%	3 2%	2 2%	2 8%	-	7 2%	1 1%	6 3%	2 2%	4 7%
Worked/Effective	4 1%	-	-	-	-	4 1%	1	3 2%	-	2 2%	1 1%	1 5%	-	2 1%	1 1%	1 4%	1 2%	3 1%	2 1%	2 1%	2 2%	-
Good results/search results	3 1%	-	-	-	-	3 1%	2 1%	1 1%	1 1%	1 1%	-	1 5%	-	2 1%	-	1 4%	-	3 1%	1 1%	2 1%	-	2 4% U
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	34 10%	-	-	-	-	34 10%	16 8%	18 13%	8 10%	13 11%	9 7%	3 14%	1 25%	21 11%	9 7%	4 16%	10 16%	24 8%	11 7%	23 13%	13 10%	10 18%
INFORMATION (SUB-NET)	33 10%	-	-	-	-	33 10%	15 7%	18 13%	8 10%	13 11%	9 7%	2 10%	1 25%	21 11%	9 7%	3 12%	10 16%	23 8%	11 7%	22 12%	12 10%	10 18%
Comprehensive/Can search all information in one place	14 4%	-	-	-	-	14 4%	7 3%	7 5%	5 6% K	5 4%	1 1%	2 10%	1 25%	10 5% O	1 1%	3 12%	7 11% R	7 2%	5 3%	9 5%	7 6%	2 4%
Good/Helpful information	9 3%	-	-	-	-	9 3%	6 3%	3 2%	2 3%	3 3%	4 3%	-	-	5 3%	4 3%	-	-	9 3%	1 1%	8 4% S	2 2%	6 11% U
Accurate/Authentic information	8 2%	-	-	-	-	8 2%	2 1%	6 4%	1 1%	3 3%	4 3%	-	-	4 2%	3 3%	-	3 5%	5 2%	4 2%	4 2%	2 2%	2 4%
Information/Informative	2 1%	-	-	-	-	2 1%	-	2 1%	-	2 2%	-	-	-	2 1%	-	-	-	2 1%	1 1%	1 1%	1 1%	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	2 1%	-	-	-	-	2 1%	2 1%	-	-	-	1 1%	1 5%	-	-	1 1%	1 4%	-	2 1%	-	2 1%	1 1%	1 2%
Good/Like the content	2 1%	-	-	-	-	2 1%	2 1%	-	-	-	1 1%	1 5%	-	-	1 1%	1 4%	-	2 1%	-	2 1%	1 1%	1 2%

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

Q740_17. What made your experience with .in very positive?
17. .in

14 Mar 2015
Table 238

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	345	**	**	**	**	345	202	143	80*	115	125	21**	4**	195	125	25**	62*	283	163	182	126	56*
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	27 8%	-	-	-	-	27 8%	19 9%	8 6%	9 11%	8 7%	8 6%	2 10%	-	17 9%	8 6%	2 8%	4 6%	23 8%	12 7%	15 8%	7 6%	8 14%
Safe/Good security	24 7%	-	-	-	-	24 7%	17 8%	7 5%	7 9%	7 6%	8 6%	2 10%	-	14 7%	8 6%	2 8%	4 6%	20 7%	10 6%	14 8%	7 6%	7 13%
Private/Privacy	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	-	1	1	-	-	-
No/Less spam	1	-	-	-	-	1	-	1	1	-	-	-	-	1	-	-	-	1	-	1	-	1
Virus/Malware protected	1	-	-	-	-	1	-	1	-	1	-	-	-	1	-	-	1	-	-	1	1	-
Other security mentions	1	-	-	-	-	1	1	-	1	-	-	-	-	1	-	-	-	1	1	-	-	-
FUNCTIONALITY (NET)	21 6%	-	-	-	-	21 6%	12 6%	9 6%	5 6%	5 4%	8 6%	3 14%	-	10 5%	8 6%	3 12%	4 6%	17 6%	5 3%	16 9%	9 7%	7 13%
Easy to use/navigate	11 3%	-	-	-	-	11 3%	4 2%	7 5%	4 5%	2 2%	3 2%	2 10%	-	6 3%	3 2%	2 8%	1 2%	10 4%	3 2%	8 4%	5 4%	3 5%
Practical/Useful/Helpful	6 2%	-	-	-	-	6 2%	5 2%	1 1%	-	3 3%	2 2%	1 5%	-	3 2%	2 2%	1 4%	2 3%	4 1%	1 1%	5 3%	3 2%	2 4%
Accessible/Easy to access/find	3 1%	-	-	-	-	3 1%	2 1%	1 1%	1	-	2	-	-	1	2	-	1	2	1	2	1	1
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	-	1	-	1	-	1

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

Q740_17. What made your experience with .in very positive?
17. .in

14 Mar 2015
Table 238

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	345	**	**	**	**	345	202	143	80*	115	125	21**	4**	195	125	25**	62*	283	163	182	126	56*
MISCELLANEOUS (NET)	13 4%	-	-	-	-	13 4%	10 5%	3 2%	4 5%	3 3%	5 4%	1 5%	-	7 4%	5 4%	1 4%	3 5%	10 4%	7 4%	6 3%	3 2%	3 5%
Positive/Just was	9 3%	-	-	-	-	9 3%	7 3%	2 1%	2 3%	2 2%	5 4%	-	-	4 2%	5 4%	-	1 2%	8 3%	4 2%	5 3%	3 2%	2 4%
Meets my expectations/needs/Always find what I need/want	3 1%	-	-	-	-	3 1%	2 1%	1 1%	1 1%	1 1%	-	1 5%	-	2 1%	-	1 4%	1 2%	2 1%	2 1%	1 1%	-	1 2%
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	2 1%	-	-	-	-	2 1%	1 *	1 1%	1 1%	-	1 1%	-	-	1 1%	1 1%	-	1 2%	1 *	2 1%	-	-	-
SERVICE (NET)	1	-	-	-	-	1	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	1	1 1%	-	-	-
Good service/customer service/support	1	-	-	-	-	1	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	1	1 1%	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	2 1%	-	-	-	-	2 1%	-	2 1%	-	1 1%	1 1%	-	-	1 1%	1 1%	-	-	2 1%	1 1%	1 1%	1 1%	-
Don't know	4 1%	-	-	-	-	4 1%	2 1%	2 1%	1 1%	2 2%	1 1%	-	-	3 2%	1 1%	-	-	4 1%	1 1%	3 2%	3 2%	-
Declined to answer	14 4%	-	-	-	-	14 4%	7 3%	7 5%	2 3%	5 4%	6 5%	1 5%	-	7 4%	6 5%	1 4%	4 6%	10 4%	9 6%	5 3%	2 2%	3 5%
Sigma	440 128%	-	-	-	-	440 128%	259 128%	181 127%	108 135%	147 128%	155 124%	25 119%	5 125%	255 131%	155 124%	30 120%	78 126%	362 128%	209 128%	231 127%	157 125%	74 132%

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

Q740_18. What made your experience with .id very positive?
18. .id

14 Mar 2015
Table 239

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	112	**	**	**	**	112	59*	53*	24**	48*	39*	1**	**	72*	39*	1**	24**	88*	70*	42*	29**	13**
Weighted Base	112	**	**	**	**	112	59*	53*	24**	48*	39*	1**	**	72*	39*	1**	24**	88*	70*	42*	29**	13**
USAGE (NET)	48 43%	-	-	-	-	48 43%	27 46%	21 40%	15 63%	18 38%	15 38%	-	-	33 46%	15 38%	-	9 38%	39 44%	32 46%	16 38%	10 34%	6 46%
COUNTRIES (SUB-NET)	31 28%	-	-	-	-	31 28%	18 31%	13 25%	10 42%	10 21%	11 28%	-	-	20 28%	11 28%	-	7 29%	24 27%	21 30%	10 24%	5 17%	5 38%
Indonesian based website	20 18%	-	-	-	-	20 18%	12 20%	8 15%	4 17%	9 19%	7 18%	-	-	13 18%	7 18%	-	3 13%	17 19%	12 17%	8 19%	4 14%	4 31%
It's my country's extension	11 10%	-	-	-	-	11 10%	6 10%	5 9%	6 25%	2 4%	3 8%	-	-	8 11%	3 8%	-	4 17%	7 8%	9 13%	2 5%	1 3%	1 8%
International/Used worldwide/Global	1 1%	-	-	-	-	1 1%	-	1 2%	-	1 2%	-	-	-	1 1%	-	-	-	1 1%	-	1 2%	1 3%	-
Country specific (Unspec.)	1 1%	-	-	-	-	1 1%	1 2%	-	-	1 3%	-	-	-	-	1 3%	-	-	1 1%	1 1%	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_18. What made your experience with .id very positive?
18. .id

14 Mar 2015
Table 239

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	112	**	**	**	**	112	59*	53*	24**	48*	39*	1**	**	72*	39*	1**	24**	88*	70*	42*	29**	13**
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	10 9%	-	-	-	-	10 9%	4 7%	6 11%	3 13%	4 8%	3 8%	-	-	7 10%	3 8%	-	1 4%	9 10%	5 7%	5 12%	4 14%	1 8%
Educational websites	4 4%	-	-	-	-	4 4%	2 3%	2 4%	3 13%	-	1 3%	-	-	3 4%	1 3%	-	1 4%	3 3%	2 3%	2 5%	1 3%	1 8%
Specific to a company/good/large companies	3 3%	-	-	-	-	3 3%	-	3 6%	-	3 6%	-	-	-	3 4%	-	-	-	3 3%	1 1%	2 5%	2 7%	-
Government website/extension	1 1%	-	-	-	-	1 1%	1 2%	-	-	1 3%	-	-	-	-	1 3%	-	-	1 1%	-	1 2%	1 3%	-
Institutions websites/extensions	1 1%	-	-	-	-	1 1%	-	1 2%	-	1 2%	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	-	-
Business/Work website usage	1 1%	-	-	-	-	1 1%	1 2%	-	-	1 3%	-	-	-	-	1 3%	-	-	1 1%	1 1%	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	1 1%	-	-	-	-	1 1%	1 2%	-	1 4%	-	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	7 6%	-	-	-	-	7 6%	4 7%	3 6%	2 8%	4 8%	1 3%	-	-	6 8%	1 3%	-	-	7 8%	5 7%	2 5%	2 7%	-
Always use it/The one I use most/frequently	6 5%	-	-	-	-	6 5%	3 5%	3 6%	2 8%	4 8%	-	-	-	6 8%	-	-	-	6 7%	4 6%	2 5%	2 7%	-

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

Q740_18. What made your experience with .id very positive?
18. .id

14 Mar 2015
Table 239

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	112	**	**	**	**	112	59*	53*	24**	48*	39*	1**	**	72*	39*	1**	24**	88*	70*	42*	29**	13**
Familiar with website/Have visited/used before/in the past	1 1%	-	-	-	-	1 1%	2 2%	-	-	-	3 3%	-	-	-	3 3%	-	-	1 1%	1 1%	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	4 4%	-	-	-	-	4 4%	2 3%	2 4%	-	1 2%	3 8%	-	-	1 1%	3 8%	-	1 4%	3 3%	2 3%	2 5%	-	2 15%
Email usage	2 2%	-	-	-	-	2 2%	-	2 4%	-	-	2 5%	-	-	-	2 5%	-	-	2 2%	1 1%	1 2%	-	1 8%
Personal usage site	1 1%	-	-	-	-	1 1%	1 2%	-	-	-	1 3%	-	-	-	1 3%	-	1 4%	-	1 1%	-	-	-
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	1 1%	-	-	-	-	1 1%	1 2%	-	-	1 2%	-	-	-	1 1%	-	-	-	1 1%	-	1 2%	-	1 8%
BRAND/QUALITY (NET)	32 29%	-	-	-	-	32 29%	15 25%	17 32%	5 21%	15 31%	12 31%	-	-	20 28%	12 31%	-	5 21%	27 31%	21 30%	11 26%	8 28%	3 23%
Honest/trustworthy	15 13%	-	-	-	-	15 13%	4 7%	11 21%	2 8%	9 19%	4 10%	-	-	11 15%	4 10%	-	3 13%	12 14%	8 11%	7 17%	5 17%	2 15%
Well known/Popular/Most commonly used domain	13 12%	-	-	-	-	13 12%	8 14%	5 9%	2 8%	5 10%	6 15%	-	-	7 10%	6 15%	-	3 13%	10 11%	10 14%	3 7%	2 7%	1 8%
It's a legitimate/credible site/domain	9 8%	-	-	-	-	9 8%	4 7%	5 9%	1 4%	5 10%	3 8%	-	-	6 8%	3 8%	-	-	9 10%	7 10%	2 5%	1 3%	1 8%
Reputable	1 1%	-	-	-	-	1 1%	1 2%	-	-	-	1 3%	-	-	-	1 3%	-	-	1 1%	1 1%	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_18. What made your experience with .id very positive?
18. .id

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	112	**	**	**	**	112	59*	53*	24**	48*	39*	1**	**	72*	39*	1**	24**	88*	70*	42*	29**	13**
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	18 16%	-	-	-	-	18 16%	9 15%	9 17%	6 25%	8 17%	4 10%	-	-	14 19%	4 10%	-	6 25%	12 14%	7 10%	11 26% S	9 31%	2 15%
INFORMATION (SUB-NET)	14 13%	-	-	-	-	14 13%	7 12%	7 13%	4 17%	7 15%	3 8%	-	-	11 15%	3 8%	-	4 17%	10 11%	7 10%	7 17%	5 17%	2 15%
Accurate/Authentic information	5 4%	-	-	-	-	5 4%	2 3%	3 6%	1 4%	2 4%	2 5%	-	-	3 4%	2 5%	-	3 13%	2 2%	3 4%	2 5%	2 7%	-
Comprehensive/Can search all information in one place	4 4%	-	-	-	-	4 4%	2 3%	2 4%	2 8%	2 4%	-	-	-	4 6%	-	-	-	4 5%	3 4%	1 2%	-	1 8%
Good/Helpful information	4 4%	-	-	-	-	4 4%	3 5%	1 2%	1 4%	2 4%	1 3%	-	-	3 4%	1 3%	-	1 4%	3 3%	-	4 10% S	3 10%	1 8%
Information/Informative	1 1%	-	-	-	-	1 1%	-	1 2%	-	1 2%	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	5 4%	-	-	-	-	5 4%	3 5%	2 4%	2 8%	2 4%	1 3%	-	-	4 6%	1 3%	-	2 8%	3 3%	-	5 12% S	4 14%	1 8%
News related websites (All news mentions, i.e. balance, up to date news, etc...)	3 3%	-	-	-	-	3 3%	2 3%	1 2%	1 4%	1 2%	1 3%	-	-	2 3%	1 3%	-	1 4%	2 2%	-	3 7% S	2 7%	1 8%
Good/Like the content	1 1%	-	-	-	-	1 1%	1 2%	-	-	1 2%	-	-	-	1 1%	-	-	-	1 1%	-	1 2%	1 3%	-
Other miscellaneous content mentions	1 1%	-	-	-	-	1 1%	-	1 2%	1 4%	-	-	-	-	1 1%	-	-	1 4%	-	-	1 2%	1 3%	-
SITE APPEAL (NET)	13 12%	-	-	-	-	13 12%	7 12%	6 11%	1 4%	6 13%	6 15%	-	-	7 10%	6 15%	-	4 17%	9 10%	8 11%	5 12%	5 17%	-
Everything/Good/Like site	4 4%	-	-	-	-	4 4%	3 5%	1 2%	-	1 2%	3 8%	-	-	1 1%	3 8%	-	-	4 5%	3 4%	1 2%	1 3%	-

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

Q740_18. What made your experience with .id very positive?
18. .id

14 Mar 2015
Table 239

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	112	**	**	**	**	112	59*	53*	24**	48*	39*	1**	**	72*	39*	1**	24**	88*	70*	42*	29**	13**
Descriptive/Indicates what it stands for	3 3%	-	-	-	-	3 3%	2 3%	1 2%	-	2 4%	1 3%	-	-	2 3%	1 3%	-	2 8%	1 1%	2 3%	1 2%	1 3%	-
It's memorable/Easy to remember	3 3%	-	-	-	-	3 3%	-	3 6%	-	1 2%	2 5%	-	-	1 1%	2 5%	-	2 8%	1 1%	1 1%	2 5%	2 7%	-
Interesting websites	2 2%	-	-	-	-	2 2%	1 2%	1 2%	1 4%	1 2%	-	-	-	2 3%	-	-	-	2 2%	2 3%	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	1 1%	-	-	-	-	1 1%	2 2%	-	-	1 2%	-	-	-	1 1%	-	-	-	1 1%	-	1 2%	1 3%	-
FUNCTIONALITY (NET)	12 11%	-	-	-	-	12 11%	4 7%	8 15%	1 4%	6 13%	5 13%	-	-	7 10%	5 13%	-	2 8%	10 11%	10 14%	2 5%	1 3%	1 8%
Accessible/Easy to access/find	4 4%	-	-	-	-	4 4%	2 3%	2 4%	-	2 4%	2 5%	-	-	2 3%	2 5%	-	1 4%	3 3%	3 4%	1 2%	1 3%	-
Easy to use/navigate	4 4%	-	-	-	-	4 4%	2 3%	2 4%	-	2 4%	2 5%	-	-	2 3%	2 5%	-	1 4%	3 3%	3 4%	1 2%	-	1 8%
Practical/Useful/Helpful	2 2%	-	-	-	-	2 2%	-	2 4%	-	2 4%	-	-	-	2 3%	-	-	-	2 2%	2 3%	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_18. What made your experience with .id very positive?
18. .id

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	112	**	**	**	**	112	59*	53*	24**	48*	39*	1**	**	72*	39*	1**	24**	88*	70*	42*	29**	13**
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	2 2%	-	-	-	-	2 2%	-	2 4%	1 4%	-	1 3%	-	-	1 1%	1 3%	-	-	2 2%	2 3%	-	-	-
PERFORMANCE (NET)	11 10%	-	-	-	-	11 10%	6 10%	5 9%	1 4%	4 8%	5 13%	1 100%	-	5 7%	5 13%	1 100%	4 17%	7 8%	6 9%	12%	3 10%	2 15%
No problems/Good experience with website	7 6%	-	-	-	-	7 6%	4 7%	3 6%	-	2 4%	4 10%	1 100%	-	2 3%	4 10%	1 100%	2 8%	5 6%	3 4%	4 10%	2 7%	2 15%
Fast/Good speed	3 3%	-	-	-	-	3 3%	2 3%	1 2%	1 4%	1 2%	1 3%	-	-	2 3%	1 3%	-	2 8%	1 1%	2 3%	1 2%	1 3%	-
Reliable	1 1%	-	-	-	-	1 1%	-	1 2%	-	1 2%	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	11 10%	-	-	-	-	11 10%	4 7%	7 13%	-	9 19%	2 5%	-	-	9 13%	2 5%	-	-	11 13%	10 14%	1 2%	1 3%	-
Safe/Good security	5 4%	-	-	-	-	5 4%	1 2%	4 8%	-	5 10%	-	-	-	5 7%	-	-	-	5 6%	4 6%	1 2%	1 3%	-
Private/Privacy	2 2%	-	-	-	-	2 2%	-	2 4%	-	2 4%	-	-	-	2 3%	-	-	-	2 2%	2 3%	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	5 4%	-	-	-	-	5 4%	3 5%	2 4%	-	3 6%	2 5%	-	-	3 4%	2 5%	-	-	5 6%	5 7%	-	-	-
MISCELLANEOUS (NET)	3 3%	-	-	-	-	3 3%	1 2%	2 4%	1 4%	2 4%	-	-	-	3 4%	-	-	-	3 3%	2 3%	1 2%	1 3%	-

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

Q740_18. What made your experience with .id very positive?

14 Mar 2015
Table 239

18. .id

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	112	-**	-**	-**	-**	112	59*	53*	24**	48*	39*	1**	-**	72*	39*	1**	24**	88*	70*	42*	29**	13**
Meets my expectations/needs/Always find what I need/want	2 2%	-	-	-	-	2 2%	1 2%	1 2%	1 4%	1 2%	-	-	-	2 3%	-	-	-	2 2%	1 1%	1 2%	1 3%	-
Negative experience mentions	1 1%	-	-	-	-	1 1%	-	1 2%	-	1 2%	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	-	-
Positive/Just was	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1 1%	-	-	-	-	1 1%	1 2%	-	-	1 2%	-	-	-	1 1%	-	-	-	1 1%	-	1 2%	-	1 8%
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	164 146%	-	-	-	-	164 146%	80 136%	84 158%	31 129%	78 163%	54 138%	1 100%	-	109 151%	54 138%	1 100%	31 129%	133 151%	105 150%	59 140%	40 138%	19 146%

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

Q740_19. What made your experience with .ng very positive?

14 Mar 2015
Table 240

Base: Very Positive Experience With Websites With Domain Name Extensions

19. .ng

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	108	**	**	**	108	**	88*	20**	11**	64*	33*	**	**	75*	33*	**	34*	74*	44*	64*	40*	24**
Weighted Base	108	**	**	**	108	**	88*	20**	11**	64*	33*	**	**	75*	33*	**	34*	74*	44*	64*	40*	24**
USAGE (NET)	52 48%	-	-	-	52 48%	-	44 50%	8 40%	5 45%	34 53%	13 39%	-	-	39 52%	13 39%	-	17 50%	35 47%	21 48%	31 48%	22 55%	9 38%
COUNTRIES (SUB-NET)	40 37%	-	-	-	40 37%	-	35 40%	5 25%	4 36%	25 39%	11 33%	-	-	29 39%	11 33%	-	14 41%	26 35%	18 41%	22 34%	17 43%	5 21%
Nigeria based website	27 25%	-	-	-	27 25%	-	24 27%	3 15%	2 18%	15 23%	10 30%	-	-	17 23%	10 30%	-	10 29%	17 23%	11 25%	16 25%	13 33%	3 13%
It's my country's extension	17 16%	-	-	-	17 16%	-	14 16%	3 15%	2 18%	9 14%	6 18%	-	-	11 15%	6 18%	-	6 18%	11 15%	8 18%	9 14%	7 18%	2 8%
Country specific (Unspec.)	3 3%	-	-	-	3 3%	-	3 3%	-	-	3 5%	-	-	-	3 4%	-	-	1 3%	2 3%	2 5%	1 2%	-	1 4%
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_19. What made your experience with .ng very positive?
19. .ng

14 Mar 2015
Table 240

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	108	**	**	**	108	**	88*	20**	11**	64*	33*	**	**	75*	33*	**	34*	74*	44*	64*	40*	24**
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	13 12%	-	-	-	13 12%	-	12 14%	5%	1 9%	7 11%	5 15%	-	-	8 11%	5 15%	-	2 6%	11 15%	6 14%	7 11%	5 13%	2 8%
Business/Work website usage	3 3%	-	-	-	3 3%	-	3 3%	-	1 9%	1 2%	1 3%	-	-	2 3%	1 3%	-	-	3 4%	2 5%	1 2%	1 3%	-
Government website/extension	3 3%	-	-	-	3 3%	-	2 2%	1 5%	-	3 5%	-	-	-	3 4%	-	-	2 6%	1 1%	1 2%	2 3%	1 3%	1 4%
Organization website/extension	3 3%	-	-	-	3 3%	-	3 3%	-	-	1 2%	2 6%	-	-	1 1%	2 6%	-	-	3 4%	2 5%	1 2%	-	1 4%
Specific to a company/good/large companies	2 2%	-	-	-	2 2%	-	2 2%	-	-	-	2 6%	-	-	-	2 6% N	-	-	2 3%	-	2 3%	2 5%	-
Educational websites	1 1%	-	-	-	1 1%	-	1 1%	-	-	1 2%	-	-	-	1 1%	-	-	-	1 1%	1 2%	-	-	-
Institutions websites/extensions	1 1%	-	-	-	1 1%	-	1 1%	-	-	-	1 3%	-	-	-	1 3%	-	-	1 1%	1 2%	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	1 1%	-	-	-	1 1%	-	1 1%	-	-	1 2%	-	-	-	1 1%	-	-	-	1 1%	-	1 2%	1 3%	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	5 5%	-	-	-	5 5%	-	4 5%	1 5%	-	4 6%	1 3%	-	-	4 5%	1 3%	-	2 6%	3 4%	1 2%	4 6%	1 3%	3 13%
Always use it/The one I use most/frequently	3 3%	-	-	-	3 3%	-	2 2%	1 5%	-	2 3%	1 3%	-	-	2 3%	1 3%	-	1 3%	2 3%	1 2%	2 3%	-	2 8%

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

Q740_19. What made your experience with .ng very positive?
19. .ng

14 Mar 2015
Table 240

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	108	**	**	**	108	**	88*	20**	11**	64*	33*	**	**	75*	33*	**	34*	74*	44*	64*	40*	24**
Familiar with website/Have visited/used before/in the past	2 2%	-	-	-	2 2%	-	2 2%	-	-	2 3%	-	-	-	2 3%	-	-	1 3%	1 1%	-	2 3%	1 3%	1 4%
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	2 2%	-	-	-	2 2%	-	1 1%	1 5%	1 9%	1 2%	-	-	-	2 3%	-	-	1 3%	1 1%	-	2 3%	2 5%	-
Allows for searching/browsing	1 1%	-	-	-	1 1%	-	-	1 5%	-	1 2%	-	-	-	1 1%	-	-	1 3%	-	-	1 2%	1 3%	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	1 1%	-	-	-	1 1%	-	1 1%	-	1 9%	-	-	-	-	1 1%	-	-	-	1 1%	-	1 2%	1 3%	-
CONTENT (NET)	26 24%	-	-	-	26 24%	-	15 17%	11 55%	5 45%	16 25%	5 15%	-	-	21 28%	5 15%	-	10 29%	16 22%	12 27%	14 22%	10 25%	4 17%
INFORMATION (SUB-NET)	25 23%	-	-	-	25 23%	-	15 17%	10 50%	5 45%	15 23%	5 15%	-	-	20 27%	5 15%	-	10 29%	15 20%	12 27%	13 20%	9 23%	4 17%
Comprehensive/Can search all information in one place	15 14%	-	-	-	15 14%	-	8 9%	7 35%	4 36%	7 11%	4 12%	-	-	11 15%	4 12%	-	4 12%	11 15%	7 16%	8 13%	5 13%	3 13%
Good/Helpful information	5 5%	-	-	-	5 5%	-	3 3%	2 10%	1 9%	3 5%	1 3%	-	-	4 5%	1 3%	-	3 9%	2 3%	2 5%	3 5%	2 5%	1 4%
Accurate/Authentic information	3 3%	-	-	-	3 3%	-	2 2%	1 5%	-	3 5%	-	-	-	3 4%	-	-	3 9%	-	1 2%	2 3%	2 5%	-
Information/Informative	1 1%	-	-	-	1 1%	-	1 1%	-	-	1 2%	-	-	-	1 1%	-	-	-	1 1%	1 2%	-	-	-
Other information mentions	1 1%	-	-	-	1 1%	-	1 1%	-	-	1 2%	-	-	-	1 1%	-	-	-	1 1%	1 2%	-	-	-

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

Q740_19. What made your experience with .ng very positive?
19. .ng

14 Mar 2015
Table 240

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	108	**	**	**	108	**	88*	20**	11**	64*	33*	**	**	75*	33*	**	34*	74*	44*	64*	40*	24**
MISCELLANEOUS CONTENT (SUB-NET)	1%	-	-	-	1%	-	-	5%	-	2%	-	-	-	1%	-	-	-	1%	-	2%	3%	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	1%	-	-	-	1%	-	-	5%	-	2%	-	-	-	1%	-	-	-	1%	-	2%	3%	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	1%	-	-	-	1%	-	-	5%	-	2%	-	-	-	1%	-	-	-	1%	-	2%	3%	-
PERFORMANCE (NET)	19%	-	-	-	19%	-	14%	25%	9%	11%	21%	-	-	12%	21%	-	10%	12%	11%	13%	5%	13%
Worked/Effective	7%	-	-	-	7%	-	6%	5%	-	3%	4%	-	-	3%	4%	-	2%	5%	3%	4%	1%	3%
Reliable	6%	-	-	-	6%	-	4%	10%	-	4%	2%	-	-	4%	2%	-	3%	3%	3%	5%	2%	1%
Fast/Good speed	4%	-	-	-	4%	-	2%	10%	1%	2%	3%	-	-	3%	1%	-	3%	1%	3%	1%	1%	-
No problems/Good experience with website	4%	-	-	-	4%	-	3%	5%	-	2%	2%	-	-	2%	2%	-	2%	2%	3%	1%	1%	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND/QUALITY (NET)	11%	-	-	-	11%	-	8%	15%	2%	6%	3%	-	-	8%	3%	-	3%	8%	5%	6%	2%	4%
It's a legitimate/credible site/domain	4%	-	-	-	4%	-	2%	10%	1%	2%	3%	-	-	3%	1%	-	1%	3%	2%	3%	1%	1%
Well known/Popular/Most commonly used domain	4%	-	-	-	4%	-	3%	5%	-	2%	6%	-	-	2%	2%	-	1%	3%	2%	3%	1%	1%
Honest/trustworthy	3%	-	-	-	3%	-	3%	-	1%	2%	-	-	-	3%	-	-	1%	2%	1%	2%	-	2%
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_19. What made your experience with .ng very positive?

14 Mar 2015
Table 240

19. .ng

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	108	**	**	**	108	**	88*	20**	11**	64*	33*	**	**	75*	33*	**	34*	74*	44*	64*	40*	24**
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	10 9%	-	-	-	10 9%	-	8 9%	2 10%	1 9%	4 6%	5 15%	-	-	5 7%	5 15%	-	4 12%	6 8%	5 11%	5 8%	2 5%	3 13%
Accessible/Easy to access/find	7 6%	-	-	-	7 6%	-	5 6%	2 10%	-	4 6%	3 9%	-	-	4 5%	3 9%	-	4 12%	3 4%	4 9%	3 5%	1 3%	2 8%
Easy to use/navigate	2 2%	-	-	-	2 2%	-	2 2%	-	-	-	2 6%	-	-	-	2 6% N	-	-	2 3%	1 2%	1 2%	1 3%	-
Practical/Useful/Helpful	1 1%	-	-	-	1 1%	-	1 1%	-	1 9%	-	-	-	-	1 1%	-	-	-	1 1%	-	1 2%	-	1 4%
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	6 6%	-	-	-	6 6%	-	6 7%	-	-	5 8%	1 3%	-	-	5 7%	1 3%	-	1 3%	5 7%	3 7%	3 5%	2 5%	1 4%
Descriptive/Indicates what it stands for	2 2%	-	-	-	2 2%	-	2 2%	-	-	2 3%	-	-	-	2 3%	-	-	-	2 3%	2 5%	-	-	-
Different/Unique	1 1%	-	-	-	1 1%	-	1 1%	-	-	1 2%	-	-	-	1 1%	-	-	-	1 1%	-	1 2%	1 3%	-

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

Q740_19. What made your experience with .ng very positive?
19. .ng

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	108	**	**	**	108	**	88*	20**	11**	64*	33*	**	**	75*	33*	**	34*	74*	44*	64*	40*	24**
Everything/Good/Like site	1 1%	-	-	-	1%	-	1%	-	-	2%	-	-	-	1%	-	-	-	1%	2%	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	2 2%	-	-	-	2%	-	2%	-	-	1 2%	1 3%	-	-	1 1%	1 3%	-	1 3%	1 1%	-	2 3%	1 3%	1 4%
SECURITY (NET)	6 6%	-	-	-	6%	-	4 5%	2 10%	-	5 8%	1 3%	-	-	5 7%	1 3%	-	2 6%	4 5%	-	6 9%	4 10%	2 8%
Safe/Good security	4 4%	-	-	-	4%	-	3 3%	1 5%	-	3 5%	1 3%	-	-	3 4%	1 3%	-	1 3%	3 4%	-	4 6%	3 8%	1 4%
Virus/Malware protected	1 1%	-	-	-	1%	-	-	1 5%	-	1 2%	-	-	-	1 1%	-	-	1 3%	-	-	1 2%	-	1 4%
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	2 2%	-	-	-	2%	-	2 2%	-	-	2 3%	-	-	-	2 3%	-	-	-	2 3%	-	2 3%	2 5%	-

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

Q740_19. What made your experience with .ng very positive?

14 Mar 2015
Table 240

Base: Very Positive Experience With Websites With Domain Name Extensions

19. .ng

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	108	**	**	**	108	**	88*	20**	11**	64*	33*	**	**	75*	33*	**	34*	74*	44*	64*	40*	24**
MISCELLANEOUS (NET)	6 6%	-	-	-	6 6%	-	6 7%	-	-	1 2%	5 15%	-	-	1 1%	5 15%	-	-	6 8%	2 5%	4 6%	3 8%	1 4%
Meets my expectations/needs/Always find what I need/want	5 5%	-	-	-	5 5%	-	5 6%	-	-	1 2%	4 12%	-	-	1 1%	4 12%	-	-	5 7%	2 5%	3 5%	2 5%	1 4%
Positive/Just was	1 1%	-	-	-	1 1%	-	1 1%	-	-	-	1 3%	-	-	-	1 3%	-	-	1 1%	-	1 2%	1 3%	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	1 1%	-	-	-	1 1%	-	1 1%	-	-	1 2%	-	-	-	1 1%	-	-	-	1 1%	1 2%	-	-	-
Good service/customer service/support	1 1%	-	-	-	1 1%	-	1 1%	-	-	1 2%	-	-	-	1 1%	-	-	-	1 1%	1 2%	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1 1%	-	-	-	1 1%	-	1 1%	-	-	1 2%	-	-	-	1 1%	-	-	-	1 1%	-	1 2%	-	1 4%
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	158 146%	-	-	-	158 146%	-	124 141%	34 170%	15 136%	91 142%	52 158%	-	-	106 141%	52 158%	-	52 153%	106 143%	69 157%	89 139%	58 145%	31 129%

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

Q740_20. What made your experience with .za very positive?

14 Mar 2015
Table 241

20. .za

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	69*	**	**	**	69*	**	25**	44*	15**	24**	26**	3**	1**	39*	26**	4**	14**	55*	26**	43*	19**	24**
Weighted Base	69*	**	**	**	69*	**	25**	44*	15**	24**	26**	3**	1**	39*	26**	4**	14**	55*	26**	43*	19**	24**
USAGE (NET)	31 45%	-	-	-	31 45%	-	10 40%	21 48%	7 47%	11 46%	13 50%	-	-	18 46%	13 50%	-	5 36%	26 47%	17 65%	14 33%	5 26%	9 38%
COUNTRIES (SUB-NET)	27 39%	-	-	-	27 39%	-	9 36%	18 41%	7 47%	9 38%	11 42%	-	-	16 41%	11 42%	-	5 36%	22 40%	14 54%	13 30%	4 21%	9 38%
It's my country's extension	17 25%	-	-	-	17 25%	-	7 28%	10 23%	4 27%	5 21%	8 31%	-	-	9 23%	8 31%	-	2 14%	15 27%	10 38%	7 16%	3 16%	4 17%
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_20. What made your experience with .za very positive?
20. .za

14 Mar 2015
Table 241

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	69*	**	**	**	69*	**	25**	44*	15**	24**	26**	3**	1**	39*	26**	4**	14**	55*	26**	43*	19**	24**
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	16 23%	-	-	-	16 23%	-	4 16%	12 27%	4 27%	5 21%	7 27%	-	-	9 23%	7 27%	-	3 21%	13 24%	7 27%	9 21%	3 16%	6 25%
BUSINESSES/ORGANIZATIONS (SUB-NET)	3 4%	-	-	-	3 4%	-	-	3 7%	1 7%	1 4%	1 4%	-	-	2 5%	1 4%	-	-	3 5%	2 8%	1 2%	1 5%	-
Business/Work website usage	1 1%	-	-	-	1 1%	-	-	1 2%	1 7%	-	-	-	-	1 3%	-	-	-	1 2%	-	1 2%	1 5%	-
Government website/extension	1 1%	-	-	-	1 1%	-	-	1 2%	-	-	1 4%	-	-	-	1 4%	-	-	1 2%	1 4%	-	-	-
Specific to a company/good/large companies	1 1%	-	-	-	1 1%	-	-	1 2%	-	1 4%	-	-	-	1 3%	-	-	-	1 2%	1 4%	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	2 3%	-	-	-	2 3%	-	1 4%	1 2%	-	1 4%	1 4%	-	-	1 3%	1 4%	-	-	2 4%	1 4%	1 2%	1 5%	-
Always use it/The one I use most/frequently	1 1%	-	-	-	1 1%	-	-	1 2%	-	1 4%	-	-	-	1 3%	-	-	-	1 2%	-	1 2%	1 5%	-

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

Q740_20. What made your experience with .za very positive?
20. .za

14 Mar 2015
Table 241

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	69*	-**	-**	-**	69*	-**	25**	44*	15**	24**	26**	3**	1**	39*	26**	4**	14**	55*	26**	43*	19**	24**
Familiar with website/Have visited/used before/in the past	1%	-	-	-	1%	-	4%	-	-	-	4%	-	-	-	4%	-	-	2%	4%	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	1%	-	-	-	1%	-	2%	-	4%	-	-	-	-	3%	-	-	-	2%	4%	-	-	-
Allows for searching/browsing	1%	-	-	-	1%	-	2%	-	4%	-	-	-	-	3%	-	-	-	2%	4%	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND/QUALITY (NET)	16 23%	-	-	-	16 23%	-	6 24%	10 23%	4 27%	5 21%	6 23%	1 33%	-	9 23%	6 23%	1 25%	5 36%	11 20%	7 27%	9 21%	4 21%	5 21%
Well known/Popular/Most commonly used domain	5 7%	-	-	-	5 7%	-	1 4%	4 9%	1 7%	-	3 12%	1 33%	-	1 3%	3 12%	1 25%	3 21%	2 4%	2 8%	3 7%	1 5%	2 8%
It's a legitimate/credible site/domain	4 6%	-	-	-	4 6%	-	-	4 9%	1 7%	2 8%	1 4%	-	-	3 8%	1 4%	-	1 7%	3 5%	1 4%	3 7%	2 11%	1 4%
Honest/trustworthy	4 6%	-	-	-	4 6%	-	3 12%	1 2%	2 13%	2 8%	-	-	-	4 10%	-	-	1 7%	3 5%	2 8%	2 5%	1 5%	1 4%
Reputable	2 3%	-	-	-	2 3%	-	1 4%	1 2%	-	1 4%	1 4%	-	-	1 3%	1 4%	-	-	2 4%	1 4%	1 2%	-	1 4%
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_20. What made your experience with .za very positive?
20. .za

14 Mar 2015
Table 241

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	69*	**	**	**	69*	**	25**	44*	15**	24**	26**	3**	1**	39*	26**	4**	14**	55*	26**	43*	19**	24**
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	1 1%	-	-	-	1 1%	-	1 4%	-	-	-	1 4%	-	-	-	1 4%	-	-	1 2%	1 4%	-	-	-
PERFORMANCE (NET)	15 22%	-	-	-	15 22%	-	3 12%	12 27%	2 13%	5 21%	6 23%	1 33%	1 100%	7 18%	6 23%	2 50%	2 14%	13 24%	2 8%	13 30%	6 32%	7 29%
No problems/Good experience with website	6 9%	-	-	-	6 9%	-	2 8%	4 9%	-	1 4%	3 12%	3 33%	1 100%	1 3%	3 12%	2 50%	1 7%	5 9%	2 8%	4 9%	1 5%	3 13%
Fast/Good speed	4 6%	-	-	-	4 6%	-	-	4 9%	-	3 13%	1 4%	-	-	3 8%	1 4%	-	-	4 7%	-	4 9%	3 16%	1 4%
Reliable	3 4%	-	-	-	3 4%	-	-	3 7%	2 13%	-	1 4%	-	-	2 5%	1 4%	-	-	3 5%	-	3 7%	1 5%	2 8%
Worked/Effective	2 3%	-	-	-	2 3%	-	1 4%	1 2%	-	1 4%	1 4%	-	-	1 3%	1 4%	-	1 7%	1 2%	-	2 5%	1 5%	1 4%
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	9 13%	-	-	-	9 13%	-	2 8%	7 16%	1 7%	4 17%	4 15%	-	-	5 13%	4 15%	-	-	9 16%	-	9 21%	6 32%	3 13%
Accessible/Easy to access/find	5 7%	-	-	-	5 7%	-	1 4%	4 9%	-	2 8%	3 12%	-	-	2 5%	3 12%	-	-	5 9%	-	5 12%	3 16%	2 8%
Easy to use/navigate	5 7%	-	-	-	5 7%	-	1 4%	4 9%	1 7%	2 8%	2 8%	-	-	3 8%	2 8%	-	-	5 9%	-	5 12%	5 26%	-
Practical/Useful/Helpful	1 1%	-	-	-	1 1%	-	-	1 2%	-	1 4%	-	-	-	1 3%	-	-	-	1 2%	-	1 2%	-	1 4%
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_20. What made your experience with .za very positive?
20. .za

14 Mar 2015
Table 241

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	69*	**	**	**	69*	**	25**	44*	15**	24**	26**	3**	1**	39*	26**	4**	14**	55*	26**	43*	19**	24**
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	5 7%	-	-	-	5 7%	-	3 12%	2 5%	1 7%	3 13%	1 4%	-	-	4 10%	1 4%	-	1 7%	4 7%	2 8%	3 7%	1 5%	2 8%
Safe/Good security	3 4%	-	-	-	3 4%	-	2 8%	1 2%	1 7%	2 8%	-	-	-	3 8%	-	-	1 7%	2 4%	2 8%	1 2%	-	1 4%
No/Less spam	1 1%	-	-	-	1 1%	-	1 4%	-	-	-	1 4%	-	-	-	1 4%	-	-	1 2%	-	1 2%	-	1 4%
Virus/Malware protected	1 1%	-	-	-	1 1%	-	-	1 2%	-	1 4%	-	-	-	1 3%	-	-	-	1 2%	-	1 2%	1 5%	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	5 7%	-	-	-	5 7%	-	2 8%	3 7%	4 27%	-	1 4%	-	-	4 10%	1 4%	-	-	5 9%	-	5 12%	2 11%	3 13%
INFORMATION (SUB-NET)	5 7%	-	-	-	5 7%	-	2 8%	3 7%	4 27%	-	1 4%	-	-	4 10%	1 4%	-	-	5 9%	-	5 12%	2 11%	3 13%
Good/Helpful information	3 4%	-	-	-	3 4%	-	2 8%	1 2%	3 20%	-	-	-	-	3 8%	-	-	-	3 5%	-	3 7%	1 5%	2 8%
Information/Informative	2 3%	-	-	-	2 3%	-	-	2 5%	1 7%	-	1 4%	-	-	1 3%	1 4%	-	-	2 4%	-	2 5%	-	2 8%
Comprehensive/Can search all information in one place	1 1%	-	-	-	1 1%	-	-	1 2%	1 7%	-	-	-	-	1 3%	-	-	-	1 2%	-	1 2%	1 5%	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_20. What made your experience with .za very positive?
20. .za

14 Mar 2015
Table 241

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	69*	-**	-**	-**	69*	-**	25**	44*	15**	24**	26**	3**	1**	39*	26**	4**	14**	55*	26**	43*	19**	24**
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	5 7%	-	-	-	5 7%	-	2 8%	3 7%	1 7%	1 4%	2 8%	1 33%	-	2 5%	2 8%	1 25%	2 14%	3 5%	1 4%	4 9%	1 5%	3 13%
Meets my expectations/needs/Always find what I need/want	4 6%	-	-	-	4 6%	-	1 4%	3 7%	1 7%	1 4%	2 8%	-	-	2 5%	2 8%	-	2 14%	2 4%	-	4 9%	1 5%	3 13%
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive/Just was	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	1 1%	-	-	-	1 1%	-	1 4%	-	-	-	-	1 33%	-	-	-	1 25%	-	1 2%	1 4%	-	-	-
SITE APPEAL (NET)	4 6%	-	-	-	4 6%	-	1 4%	3 7%	1 7%	-	3 12%	-	-	1 3%	3 12%	-	1 7%	3 5%	1 4%	3 7%	-	3 13%
Everything/Good/Like site	3 4%	-	-	-	3 4%	-	-	3 7%	1 7%	-	2 8%	-	-	1 3%	2 8%	-	1 7%	2 4%	1 4%	2 5%	-	2 8%
Not a lot of ads/pop ups	1 1%	-	-	-	1 1%	-	1 4%	-	-	-	1 4%	-	-	-	1 4%	-	-	1 2%	-	1 2%	-	1 4%
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_20. What made your experience with .za very positive?
20. .za

14 Mar 2015
Table 241

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	69*	-**	-**	-**	69*	-**	25**	44*	15**	24**	26**	3**	1**	39*	26**	4**	14**	55*	26**	43*	19**	24**
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	1 1%	-	-	-	1 1%	-	-	1 2%	-	1 4%	-	-	-	1 3%	-	-	1 7%	-	1 4%	-	-	-
Sigma	102 148%	-	-	-	102 148%	-	31 124%	71 161%	24 160%	33 138%	41 158%	3 100%	1 100%	57 146%	41 158%	4 100%	17 121%	85 155%	35 135%	67 156%	30 158%	37 154%

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

Q740_21. What made your experience with .eg very positive?

14 Mar 2015
Table 242

Base: Very Positive Experience With Websites With Domain Name Extensions

21. .eg

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	30*	**	**	**	30*	**	26**	4**	10**	8**	11**	1**	**	18**	11**	1**	5**	25**	15**	15**	13**	2**
Weighted Base	30*	**	**	**	30*	**	26**	4**	10**	8**	11**	1**	**	18**	11**	1**	5**	25**	15**	15**	13**	2**
USAGE (NET)	17 57%	-	-	-	17 57%	-	15 58%	2 50%	4 40%	5 63%	7 64%	1 100%	-	9 50%	7 64%	1 100%	4 80%	13 52%	11 73%	6 40%	5 38%	1 50%
COUNTRIES (SUB-NET)	14 47%	-	-	-	14 47%	-	12 46%	2 50%	3 30%	4 50%	6 55%	1 100%	-	7 39%	6 55%	1 100%	3 60%	11 44%	9 60%	5 33%	4 31%	1 50%
It's my country's extension	5 17%	-	-	-	5 17%	-	5 19%	-	1 10%	1 13%	2 18%	1 100%	-	2 11%	2 18%	1 100%	3 60%	2 8%	3 20%	2 13%	2 15%	-
Country specific (Unspec.)	1 3%	-	-	-	1 3%	-	1 4%	-	-	1 13%	-	-	-	1 6%	-	-	-	1 4%	1 7%	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_21. What made your experience with .eg very positive?

14 Mar 2015
Table 242

21. .eg

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	30*	**	**	**	30*	**	26**	4**	10**	8**	11**	1**	**	18**	11**	1**	5**	25**	15**	15**	13**	2**
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	8 27%	-	-	-	8 27%	-	6 23%	2 50%	2 20%	2 25%	4 36%	-	-	4 22%	4 36%	-	-	8 32%	5 33%	3 20%	2 15%	1 50%
BUSINESSES/ORGANIZATIONS (SUB-NET)	3 10%	-	-	-	3 10%	-	3 12%	-	-	1 13%	1 9%	1 100%	-	1 6%	1 9%	1 100%	1 20%	2 8%	1 7%	2 13%	2 15%	-
Government website/extension	2 7%	-	-	-	2 7%	-	2 8%	-	-	1 9%	1 100%	-	-	1 9%	1 100%	1 20%	1 4%	-	2 13%	2 15%	-	-
Specific to a company/good/large companies	1 3%	-	-	-	1 3%	-	1 4%	-	-	1 13%	-	-	-	1 6%	-	-	-	1 4%	1 7%	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	1 3%	-	-	-	1 3%	-	1 4%	-	1 10%	-	-	-	-	1 6%	-	-	-	1 4%	1 7%	-	-	-
Always use it/The one I use most/frequently	1 3%	-	-	-	1 3%	-	1 4%	-	1 10%	-	-	-	-	1 6%	-	-	-	1 4%	1 7%	-	-	-

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

Q740_21. What made your experience with .eg very positive?
21. .eg

14 Mar 2015
Table 242

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Weighted Base	30*	-**	-**	-**	30*	-**	26**	4**	10**	8**	11**	1**	-**	18**	11**	1**	5**	25**	15**	15**	13**	2**	
Familiar with website/Have visited/used before/in the past	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
MISCELLANEOUS USAGE (SUB-NET)	1 3%	-	-	-	1 3%	-	1 4%	-	-	1 13%	-	-	-	1 6%	-	-	1 20%	-	1 7%	-	-	-	
Allows for searching/browsing	1 3%	-	-	-	1 3%	-	1 4%	-	-	1 13%	-	-	-	1 6%	-	-	1 20%	-	1 7%	-	-	-	
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
BRAND/QUALITY (NET)	8 27%	-	-	-	8 27%	-	7 27%	1 25%	3 30%	1 13%	4 36%	-	-	4 22%	4 36%	-	1 20%	7 28%	4 27%	4 27%	4 31%	-	
Honest/trustworthy	5 17%	-	-	-	5 17%	-	4 15%	1 25%	2 20%	-	3 27%	-	-	2 11%	3 27%	-	-	5 20%	3 20%	2 13%	2 15%	-	
It's a legitimate/credible site/domain	1 3%	-	-	-	1 3%	-	1 4%	-	-	-	1 9%	-	-	-	1 9%	-	-	-	1 4%	-	1 7%	1 8%	-
Well known/Popular/Most commonly used domain	1 3%	-	-	-	1 3%	-	1 4%	-	1 10%	-	-	-	-	1 6%	-	-	-	-	1 4%	-	1 7%	1 8%	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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

Q740_21. What made your experience with .eg very positive?

14 Mar 2015
Table 242

21. .eg

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	30*	-**	-**	-**	30*	-**	26**	4**	10**	8**	11**	1**	-**	18**	11**	1**	5**	25**	15**	15**	13**	2**
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	1 3%	-	-	-	1 3%	-	1 4%	-	-	1 13%	-	-	-	1 6%	-	-	1 20%	-	1 7%	-	-	-
PERFORMANCE (NET)	3 10%	-	-	-	3 10%	-	2 8%	1 25%	-	2 25%	1 9%	-	-	2 11%	1 9%	-	-	3 12%	1 7%	2 13%	1 8%	1 50%
No problems/Good experience with website	3 10%	-	-	-	3 10%	-	2 8%	1 25%	-	2 25%	1 9%	-	-	2 11%	1 9%	-	-	3 12%	1 7%	2 13%	1 8%	1 50%
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fast/Good speed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	3 10%	-	-	-	3 10%	-	3 12%	-	3 30%	-	-	-	-	3 17%	-	-	-	3 12%	3 20%	-	-	-
Easy to use/navigate	2 7%	-	-	-	2 7%	-	2 8%	-	2 20%	-	-	-	-	2 11%	-	-	-	2 8%	2 13%	-	-	-
Accessible/Easy to access/find	1 3%	-	-	-	1 3%	-	1 4%	-	1 10%	-	-	-	-	1 6%	-	-	-	1 4%	1 7%	-	-	-
Practical/Useful/Helpful	1 3%	-	-	-	1 3%	-	1 4%	-	1 10%	-	-	-	-	1 6%	-	-	-	1 4%	1 7%	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_21. What made your experience with .eg very positive?

14 Mar 2015
Table 242

21. .eg

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	30*	-**	-**	-**	30*	-**	26**	4**	10**	8**	11**	1**	-**	18**	11**	1**	5**	25**	15**	15**	13**	2**
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	2 7%	-	-	-	2 7%	-	1 4%	1 25%	1 10%	-	1 9%	-	-	1 6%	1 9%	-	1 20%	1 4%	-	2 13%	2 15%	-
Everything/Good/Like site	2 7%	-	-	-	2 7%	-	1 4%	1 25%	1 10%	-	1 9%	-	-	1 6%	1 9%	-	1 20%	1 4%	-	2 13%	2 15%	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	1 3%	-	-	-	1 3%	-	1 4%	-	-	-	1 9%	-	-	-	1 9%	-	-	1 4%	-	1 7%	1 8%	-

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

Q740_21. What made your experience with .eg very positive?

14 Mar 2015
Table 242

21. .eg

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	30*	-**	-**	-**	30*	-**	26**	4**	10**	8**	11**	1**	-**	18**	11**	1**	5**	25**	15**	15**	13**	2**
INFORMATION (SUB-NET)	1 3%	-	-	-	1 3%	-	1 4%	-	-	-	1 9%	-	-	-	1 9%	-	-	1 4%	-	1 7%	1 8%	-
Information/Informative	1 3%	-	-	-	1 3%	-	1 4%	-	-	-	1 9%	-	-	-	1 9%	-	-	1 4%	-	1 7%	1 8%	-
Comprehensive/Can search all information in one place	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Helpful information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	1 3%	-	-	-	1 3%	-	1 4%	-	1 10%	-	-	-	-	1 6%	-	-	-	1 4%	-	1 7%	1 8%	-
Good service/customer service/support	1 3%	-	-	-	1 3%	-	1 4%	-	1 10%	-	-	-	-	1 6%	-	-	-	1 4%	-	1 7%	1 8%	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	1 3%	-	-	-	1 3%	-	1 4%	-	1 10%	-	-	-	-	1 6%	-	-	-	1 4%	1 7%	-	-	-
Positive/Just was	1 3%	-	-	-	1 3%	-	1 4%	-	1 10%	-	-	-	-	1 6%	-	-	-	1 4%	1 7%	-	-	-
Meets my expectations/needs/Always find what I need/want	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_21. What made your experience with .eg very positive?

14 Mar 2015
Table 242

21. .eg

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	30*	-**	-**	-**	30*	-**	26**	4**	10**	8**	11**	1**	-**	18**	11**	1**	5**	25**	15**	15**	13**	2**
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Good security	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	1 3%	-	-	-	1 3%	-	1 4%	-	-	1 13%	-	-	-	1 6%	-	-	-	1 4%	1 7%	-	-	-
Sigma	40 133%	-	-	-	40 133%	-	35 135%	5 125%	14 140%	10 125%	14 127%	2 200%	-	24 133%	14 127%	2 200%	7 140%	33 132%	23 153%	17 113%	15 115%	2 100%

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

Q740_22. What made your experience with .co very positive?

14 Mar 2015
Table 243

22. .co

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	73*	**	73*	**	**	**	40*	33*	5**	15**	30*	17**	6**	20**	30*	23**	21**	52*	29**	44*	19**	25**
Weighted Base	73*	**	73*	**	**	**	40*	33*	5**	15**	30*	17**	6**	20**	30*	23**	21**	52*	29**	44*	19**	25**
USAGE (NET)	33 45%	-	33 45%	-	-	-	22 55%	11 33%	4 80%	5 33%	15 50%	6 35%	3 50%	45%	15 50%	9 39%	9 43%	24 46%	14 48%	19 43%	10 53%	9 36%
COUNTRIES (SUB-NET)	30 41%	-	30 41%	-	-	-	20 50%	10 30%	3 60%	5 33%	14 47%	5 29%	3 50%	8 40%	14 47%	8 35%	8 38%	22 42%	12 41%	18 41%	9 47%	9 36%
It's my country's extension	13 18%	-	13 18%	-	-	-	6 15%	7 21%	2 40%	13%	6 20%	3 18%	-	4 20%	6 20%	3 13%	5 24%	8 15%	5 17%	8 18%	3 16%	5 20%
International/Used worldwide/Global	3 4%	-	3 4%	-	-	-	3 8%	-	-	-	2 7%	-	1 17%	-	2 7%	1 4%	1 5%	2 4%	2 7%	1 2%	1 5%	-
Country specific (Unspec.)	2 3%	-	2 3%	-	-	-	1 3%	1 3%	-	1 7%	-	1 6%	-	1 5%	-	1 4%	-	2 4%	-	2 5%	1 5%	1 4%
Vietnamese based website	1 1%	-	1 1%	-	-	-	1 3%	-	-	-	1 3%	-	-	-	1 3%	-	-	1 2%	-	1 2%	-	1 4%
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_22. What made your experience with .co very positive?
22. .co

14 Mar 2015
Table 243

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	73*	-**	73*	-**	-**	-**	40*	33*	5**	15**	30*	17**	6**	20**	30*	23**	21**	52*	29**	44*	19**	25**
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	15 21%	-	15 21%	-	-	-	12 30% H	3 9%	1 20%	2 13%	7 23%	2 12%	3 50%	3 15%	7 23%	5 22%	3 14%	12 23%	7 24%	8 18%	5 26%	3 12%
MISCELLANEOUS USAGE (SUB-NET)	4 5%	-	4 5%	-	-	-	4 10%	-	1 20%	-	3 10%	-	-	1 5%	3 10%	-	2 10%	2 4%	2 7%	2 5%	1 5%	1 4%
Diversity/Multi-purpose website	2 3%	-	2 3%	-	-	-	2 5%	-	1 20%	-	1 3%	-	-	1 5%	1 3%	-	1 5%	1 2%	2 7%	-	-	-
Personal usage site	2 3%	-	2 3%	-	-	-	2 5%	-	-	2 7%	-	-	-	-	2 7%	-	1 5%	1 2%	-	2 5%	1 5%	1 4%
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	2 3%	-	2 3%	-	-	-	1 3%	1 3%	1 20%	-	-	1 6%	-	1 5%	-	1 4%	1 5%	1 2%	1 3%	1 2%	1 5%	-
Always use it/The one I use most/frequently	2 3%	-	2 3%	-	-	-	1 3%	1 3%	1 20%	-	-	1 6%	-	1 5%	-	1 4%	1 5%	1 2%	1 3%	1 2%	1 5%	-
Familiar with website/Have visited/used before/in the past	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	2 3%	-	2 3%	-	-	-	2 5%	-	-	2 7%	-	-	-	-	2 7%	-	-	2 4%	1 3%	1 2%	-	1 4%
Networking companies usually use in extension	1 1%	-	1 1%	-	-	-	1 3%	-	-	1 3%	-	-	-	-	1 3%	-	-	1 2%	1 3%	-	-	-

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

Q740_22. What made your experience with .co very positive?
22. .co

14 Mar 2015
Table 243

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	73*	-**	73*	-**	-**	-**	40*	33*	5**	15**	30*	17**	6**	20**	30*	23**	21**	52*	29**	44*	19**	25**
Specific to a company/good/large companies	1%	-	1%	-	-	-	3%	-	-	-	3%	-	-	-	3%	-	-	2%	-	2%	-	4%
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	1%	-	1%	-	-	-	3%	-	-	-	3%	-	-	-	3%	-	-	2%	3%	-	-	-
CONTENT (NET)	20 27%	-	20 27%	-	-	-	13 33%	7 21%	1 20%	7 47%	5 17%	5 29%	2 33%	8 40%	5 17%	7 30%	6 29%	14 27%	8 28%	12 27%	8 42%	4 16%
INFORMATION (SUB-NET)	19 26%	-	19 26%	-	-	-	13 33%	6 18%	1 20%	7 47%	4 13%	5 29%	2 33%	8 40%	4 13%	7 30%	6 29%	13 25%	7 24%	12 27%	8 42%	4 16%
Comprehensive/Can search all information in one place	8 11%	-	8 11%	-	-	-	3 8%	5 15%	-	3 20%	2 7%	2 12%	1 17%	3 15%	2 7%	3 13%	1 5%	7 13%	2 7%	6 14%	4 21%	2 8%
Good/Helpful information	6 8%	-	6 8%	-	-	-	6 15% H	-	1 20%	2 13%	1 3%	2 12%	-	3 15%	1 3%	2 9%	4 19%	2 4%	3 10%	3 7%	3 16%	-
Accurate/Authentic information	3 4%	-	3 4%	-	-	-	2 5%	1 3%	-	1 7%	1 3%	1 6%	-	1 5%	1 3%	1 4%	1 5%	2 4%	1 3%	2 5%	1 5%	1 4%
Information/Informative	2 3%	-	2 3%	-	-	-	2 5%	-	-	1 7%	-	-	1 17%	1 5%	-	1 4%	-	2 4%	1 3%	1 2%	-	1 4%
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	1 1%	-	1 1%	-	-	-	-	1 3%	-	-	1 3%	-	-	-	1 3%	-	-	1 2%	1 3%	-	-	-

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

Q740_22. What made your experience with .co very positive?
22. .co

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	73*	-**	73*	-**	-**	-**	40*	33*	5**	15**	30*	17**	6**	20**	30*	23**	21**	52*	29**	44*	19**	25**
Good/Like the content	1 1%	-	1 1%	-	-	-	-	3%	-	-	3%	-	-	-	3%	-	-	2%	3%	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND/QUALITY (NET)	13 18%	-	13 18%	-	-	-	7 18%	6 18%	1 20%	1 7%	7 23%	3 18%	1 17%	2 10%	7 23%	4 17%	4 19%	9 17%	7 24%	6 14%	2 11%	4 16%
Well known/Popular/Most commonly used domain	8 11%	-	8 11%	-	-	-	3 8%	5 15%	1 20%	-	5 17%	1 6%	1 17%	1 5%	5 17%	2 9%	3 14%	5 10%	2 7%	6 14%	2 11%	4 16%
Honest/trustworthy	4 5%	-	4 5%	-	-	-	3 8%	1 3%	-	1 7%	2 7%	1 6%	-	1 5%	2 7%	1 4%	1 5%	3 6%	4 14%	-	-	-
It's a legitimate/credible site/domain	1 1%	-	1 1%	-	-	-	1 3%	-	-	-	-	1 6%	-	-	-	1 4%	-	1 2%	1 3%	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	1 1%	-	1 1%	-	-	-	1 3%	-	-	-	1 3%	-	-	-	1 3%	-	-	1 2%	1 3%	-	-	-
PERFORMANCE (NET)	12 16%	-	12 16%	-	-	-	3 8%	9 27% G	-	2 13%	7 23%	3 18%	-	2 10%	7 23%	3 13%	3 14%	9 17%	3 10%	9 20%	2 11%	7 28%
No problems/Good experience with website	5 7%	-	5 7%	-	-	-	1 3%	4 12%	-	2 13%	2 7%	1 6%	-	2 10%	2 7%	1 4%	2 10%	3 6%	-	5 11%	-	5 20%
Reliable	3 4%	-	3 4%	-	-	-	2 5%	1 3%	-	-	2 7%	1 6%	-	-	2 7%	1 4%	-	3 6%	2 7%	1 2%	1 5%	-

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

Q740_22. What made your experience with .co very positive?
22. .co

14 Mar 2015
Table 243

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	73*	-**	73*	-**	-**	-**	40*	33*	5**	15**	30*	17**	6**	20**	30*	23**	21**	52*	29**	44*	19**	25**
Fast/Good speed	2 3%	-	2 3%	-	-	-	-	2 6%	-	-	2 7%	-	-	-	2 7%	-	-	2 4%	-	2 5%	1 5%	1 4%
Worked/Effective	1 1%	-	1 1%	-	-	-	-	1 3%	-	-	-	1 6%	-	-	-	1 4%	1 5%	-	-	1 2%	-	1 4%
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	1 1%	-	1 1%	-	-	-	-	1 3%	-	-	1 3%	-	-	-	1 3%	-	-	1 2%	1 3%	-	-	-
SECURITY (NET)	9 12%	-	9 12%	-	-	-	5 13%	4 12%	1 20%	3 20%	1 3%	3 18%	1 17%	4 20%	1 3%	4 17%	5 24%	4 8%	4 14%	5 11%	2 11%	3 12%
Safe/Good security	8 11%	-	8 11%	-	-	-	4 10%	4 12%	1 20%	2 13%	1 3%	3 18%	1 17%	3 15%	1 3%	4 17%	4 19%	4 8%	3 10%	5 11%	2 11%	3 12%
No/Less spam	1 1%	-	1 1%	-	-	-	1 3%	-	-	1 7%	-	-	-	1 5%	-	-	1 5%	-	1 3%	-	-	-
Virus/Malware protected	1 1%	-	1 1%	-	-	-	1 3%	-	-	1 7%	-	-	-	1 5%	-	-	1 5%	-	1 3%	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	4 5%	-	4 5%	-	-	-	2 5%	2 6%	-	2 13%	2 7%	-	-	2 10%	2 7%	-	-	4 8%	3 10%	1 2%	-	1 4%
Everything/Good/Like site	2 3%	-	2 3%	-	-	-	1 3%	1 3%	-	1 7%	1 3%	-	-	1 5%	1 3%	-	-	2 4%	2 7%	-	-	-
Descriptive/Indicates what it stands for	1 1%	-	1 1%	-	-	-	-	1 3%	-	-	1 3%	-	-	-	1 3%	-	-	1 2%	1 3%	-	-	-
Interesting websites	1 1%	-	1 1%	-	-	-	1 3%	-	-	1 7%	-	-	-	1 5%	-	-	-	1 2%	-	1 2%	-	1 4%
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_22. What made your experience with .co very positive?

14 Mar 2015
Table 243

22. .co

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	73*	-**	73*	-**	-**	-**	40*	33*	5**	15**	30*	17**	6**	20**	30*	23**	21**	52*	29**	44*	19**	25**
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	1 1%	-	1 1%	-	-	-	-	1 3%	-	1 3%	-	-	-	-	1 3%	-	-	1 2%	1 3%	-	-	-
MISCELLANEOUS (NET)	3 4%	-	3 4%	-	-	-	1 3%	2 6%	-	-	-	2 12%	1 17%	-	-	3 13%	-	3 6%	1 3%	2 5%	-	2 8%
Meets my expectations/needs/Always find what I need/want	2 3%	-	2 3%	-	-	-	1 3%	1 3%	-	-	-	1 6%	1 17%	-	-	2 9%	-	2 4%	-	2 5%	-	2 8%
Negative experience mentions	1 1%	-	1 1%	-	-	-	-	1 3%	-	-	-	1 6%	-	-	-	1 4%	-	1 2%	1 3%	-	-	-
Positive/Just was	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	2 3%	-	2 3%	-	-	-	1 3%	1 3%	-	1 7%	1 3%	-	-	1 5%	1 3%	-	-	2 4%	-	2 5%	-	2 8%
Accessible/Easy to access/find	2 3%	-	2 3%	-	-	-	1 3%	1 3%	-	1 7%	1 3%	-	-	1 5%	1 3%	-	-	2 4%	-	2 5%	-	2 8%
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_22. What made your experience with .co very positive?
22. .co

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)	
Weighted Base	73*	-**	73*	-**	-**	-**	40*	33*	5**	15**	30*	17**	6**	20**	30*	23**	21**	52*	29**	44*	19**	25**	
Practical/Useful/Helpful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Declined to answer	1% 151%	-	1% 151%	-	-	-	3% 163%	1% 136%	-	-	3% 160%	-	-	-	3% 160%	-	-	2% 148%	-	2% 166%	1% 141%	5% 142%	-
Sigma	110 151%	-	110 151%	-	-	-	65 163%	45 136%	8 160%	22 147%	48 160%	23 135%	9 150%	30 150%	48 160%	32 139%	31 148%	79 152%	48 166%	62 141%	27 142%	35 140%	

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

Q740_23. What made your experience with .ar very positive?
23. .ar

14 Mar 2015
Table 244

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	65*	**	65*	**	**	**	23**	42*	6**	16**	33*	8**	2**	22**	33*	10**	16**	49*	23**	42*	18**	24**
Weighted Base	65*	**	65*	**	**	**	23**	42*	6**	16**	33*	8**	2**	22**	33*	10**	16**	49*	23**	42*	18**	24**
USAGE (NET)	30 46%	-	30 46%	-	-	-	11 48%	19 45%	2 33%	8 50%	16 48%	4 50%	-	10 45%	16 48%	4 40%	8 50%	22 45%	14 61%	16 38%	10 56%	6 25%
COUNTRIES (SUB-NET)	22 34%	-	22 34%	-	-	-	6 26%	16 38%	1 17%	7 44%	12 36%	2 25%	-	8 36%	12 36%	2 20%	5 31%	17 35%	12 52%	10 24%	6 33%	4 17%
It's my country's extension	13 20%	-	13 20%	-	-	-	3 13%	10 24%	-	4 25%	8 24%	1 13%	-	4 18%	8 24%	1 10%	3 19%	10 20%	8 35%	5 12%	4 22%	1 4%
International/Used worldwide/Global	1 2%	-	1 2%	-	-	-	-	1 2%	-	-	-	1 13%	-	-	-	1 10%	-	1 2%	-	1 2%	-	1 4%
Country specific (Unspec.)	1 2%	-	1 2%	-	-	-	-	1 2%	-	-	1 3%	-	-	-	1 3%	-	-	1 2%	-	1 2%	1 6%	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_23. What made your experience with .ar very positive?
23. .ar

14 Mar 2015
Table 244

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	65*	**	65*	**	**	**	23**	42*	6**	16**	33*	8**	2**	22**	33*	10**	16**	49*	23**	42*	18**	24**
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	9 14%	-	9 14%	-	-	-	4 17%	5 12%	1 17%	3 19%	5 15%	-	-	4 18%	5 15%	-	3 19%	6 12%	5 22%	4 10%	2 11%	2 8%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	6 9%	-	6 9%	-	-	-	4 17%	2 5%	-	1 6%	3 9%	2 25%	-	1 5%	3 9%	2 20%	3 19%	3 6%	1 4%	5 12%	3 17%	2 8%
Always use it/The one I use most/frequently	6 9%	-	6 9%	-	-	-	4 17%	2 5%	-	1 6%	3 9%	2 25%	-	1 5%	3 9%	2 20%	3 19%	3 6%	1 4%	5 12%	3 17%	2 8%
Familiar with website/Have visited/used before/in the past	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	2 3%	-	2 3%	-	-	-	1 4%	1 2%	1 17%	-	1 3%	-	-	1 5%	1 3%	-	-	2 4%	1 4%	1 2%	1 6%	-
Allows for searching/browsing	2 3%	-	2 3%	-	-	-	1 4%	1 2%	1 17%	-	1 3%	-	-	1 5%	1 3%	-	-	2 4%	1 4%	1 2%	1 6%	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_23. What made your experience with .ar very positive?
23. .ar

14 Mar 2015
Table 244

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	65*	-**	65*	-**	-**	-**	23**	42*	6**	16**	33*	8**	2**	22**	33*	10**	16**	49*	23**	42*	18**	24**
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	10 15%	-	10 15%	-	-	-	4 17%	6 14%	1 17%	2 13%	3 9%	2 25%	2 100%	3 14%	3 9%	4 40%	2 13%	8 16%	2 9%	8 19%	3 17%	5 21%
No problems/Good experience with website	7 11%	-	7 11%	-	-	-	3 13%	4 10%	-	2 13%	3 9%	1 13%	1 50%	2 9%	3 9%	2 20%	-	7 14%	2 9%	5 12%	2 11%	3 13%
Good results/search results	1 2%	-	1 2%	-	-	-	1 4%	-	-	-	-	-	1 50%	-	-	1 10%	1 6%	-	-	1 2%	-	1 4%
Reliable	1 2%	-	1 2%	-	-	-	-	2 17%	1 17%	-	-	-	-	1 5%	-	-	-	1 2%	-	1 2%	1 6%	-
Worked/Effective	1 2%	-	1 2%	-	-	-	-	1 2%	-	-	-	1 13%	-	-	-	1 10%	1 6%	-	-	1 2%	-	1 4%
Fast/Good speed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_23. What made your experience with .ar very positive?
23. .ar

14 Mar 2015
Table 244

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	65*	-**	65*	-**	-**	-**	23**	42*	6**	16**	33*	8**	2**	22**	33*	10**	16**	49*	23**	42*	18**	24**
BRAND/QUALITY (NET)	9 14%	-	9 14%	-	-	-	5 22%	4 10%	-	2 13%	7 21%	-	-	2 9%	7 21%	-	3 19%	6 12%	6 26%	3 7%	1 6%	2 8%
Honest/trustworthy	5 8%	-	5 8%	-	-	-	2 9%	3 7%	-	1 6%	4 12%	-	-	1 5%	4 12%	-	2 13%	3 6%	3 13%	2 5%	1 6%	1 4%
Well known/Popular/Most commonly used domain	3 5%	-	3 5%	-	-	-	2 9%	1 2%	-	1 6%	2 6%	-	-	1 5%	2 6%	-	1 6%	2 4%	2 9%	1 2%	-	1 4%
It's a legitimate/credible site/domain	1 2%	-	1 2%	-	-	-	1 4%	-	-	-	1 3%	-	-	-	1 3%	-	-	1 2%	1 4%	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	8 12%	-	8 12%	-	-	-	2 9%	6 14%	2 33%	1 6%	4 12%	1 13%	-	3 14%	4 12%	1 10%	1 6%	7 14%	2 9%	6 14%	2 11%	4 17%
Meets my expectations/needs/Always find what I need/want	8 12%	-	8 12%	-	-	-	2 9%	6 14%	2 33%	1 6%	4 12%	1 13%	-	3 14%	4 12%	1 10%	1 6%	7 14%	2 9%	6 14%	2 11%	4 17%
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive/Just was	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_23. What made your experience with .ar very positive?
23. .ar

14 Mar 2015
Table 244

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	65*	-**	65*	-**	-**	-**	23**	42*	6**	16**	33*	8**	2**	22**	33*	10**	16**	49*	23**	42*	18**	24**
CONTENT (NET)	7 11%	-	7 11%	-	-	-	2 9%	5 12%	1 17%	3 19%	3 9%	-	-	4 18%	3 9%	-	-	7 14%	3 13%	4 10%	-	4 17%
INFORMATION (SUB-NET)	6 9%	-	6 9%	-	-	-	1 4%	5 12%	1 17%	2 13%	3 9%	-	-	3 14%	3 9%	-	-	6 12%	2 9%	4 10%	-	4 17%
Comprehensive/Can search all information in one place	3 5%	-	3 5%	-	-	-	-	3 7%	-	1 6%	2 6%	-	-	1 5%	2 6%	-	-	3 6%	1 4%	2 5%	-	2 8%
Information/Informative	2 3%	-	2 3%	-	-	-	1 4%	2 5%	1 17%	-	1 3%	-	-	1 5%	1 3%	-	-	2 4%	-	2 5%	-	2 8%
Good/Helpful information	1 2%	-	1 2%	-	-	-	-	1 2%	-	1 6%	-	-	-	1 5%	-	-	-	1 2%	1 4%	-	-	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	1 2%	-	1 2%	-	-	-	1 4%	-	-	1 6%	-	-	-	1 5%	-	-	-	1 2%	1 4%	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	1 2%	-	1 2%	-	-	-	1 4%	-	-	1 6%	-	-	-	1 5%	-	-	-	1 2%	1 4%	-	-	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	6 9%	-	6 9%	-	-	-	4 17%	2 5%	1 17%	1 6%	3 9%	1 13%	-	2 9%	3 9%	1 10%	1 6%	5 10%	3 13%	3 7%	2 11%	1 4%
Practical/Useful/Helpful	4 6%	-	4 6%	-	-	-	3 13%	1 2%	1 17%	1 6%	2 6%	-	-	2 9%	2 6%	-	-	4 8%	2 9%	2 5%	1 6%	1 4%
Easy to use/navigate	1 2%	-	1 2%	-	-	-	-	1 2%	-	-	-	-	1 13%	-	-	1 10%	1 6%	-	-	1 2%	1 6%	-
Accessible/Easy to access/find	1 2%	-	1 2%	-	-	-	1 4%	-	-	-	1 3%	-	-	-	1 3%	-	-	1 2%	1 4%	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_23. What made your experience with .ar very positive?

14 Mar 2015
Table 244

23. .ar

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	65*	-**	65*	-**	-**	-**	23**	42*	6**	16**	33*	8**	2**	22**	33*	10**	16**	49*	23**	42*	18**	24**
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	3 5%	-	3 5%	-	-	-	-	3 7%	-	1 6%	2 6%	-	-	1 5%	2 6%	-	-	3 6%	1 4%	2 5%	1 6%	1 4%
Safe/Good security	3 5%	-	3 5%	-	-	-	-	3 7%	-	1 6%	2 6%	-	-	1 5%	2 6%	-	-	3 6%	1 4%	2 5%	1 6%	1 4%
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	1 2%	-	1 2%	-	-	-	-	1 2%	-	1 6%	-	-	-	1 5%	-	-	1 6%	-	-	1 2%	1 6%	-
Descriptive/Indicates what it stands for	1 2%	-	1 2%	-	-	-	-	1 2%	-	1 6%	-	-	-	1 5%	-	-	1 6%	-	-	1 2%	1 6%	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Everything/Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_23. What made your experience with .ar very positive?

14 Mar 2015
Table 244

23. .ar

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	65*	**	65*	**	**	**	23**	42*	6**	16**	33*	8**	2**	22**	33*	10**	16**	49*	23**	42*	18**	24**
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	2 3%	-	2 3%	-	-	-	4%	1 2%	-	-	1 3%	1 13%	-	-	1 3%	1 10%	1 6%	1 2%	-	2 5%	-	2 8%
Sigma	78 120%	-	78 120%	-	-	-	30 130%	48 114%	7 117%	19 119%	41 124%	9 113%	2 100%	26 118%	41 124%	11 110%	18 113%	60 122%	32 139%	46 110%	21 117%	25 104%

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

Q740_24. What made your experience with .br very positive?

14 Mar 2015
Table 245

24. .br

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	216	**	216	**	**	**	104	112	49*	70*	76*	14**	7**	119	76*	21**	53*	163	90*	126	71*	55*
Weighted Base	216	**	216	**	**	**	104	112	49*	70*	76*	14**	7**	119	76*	21**	53*	163	90*	126	71*	55*
USAGE (NET)	68 31%	-	68 31%	-	-	-	38 37%	30 27%	14 29%	19 27%	28 37%	5 36%	2 29%	33 28%	28 37%	7 33%	17 32%	51 31%	27 30%	41 33%	23 32%	18 33%
COUNTRIES (SUB-NET)	52 24%	-	52 24%	-	-	-	30 29%	22 20%	12 24%	17 24%	19 25%	4 29%	-	29 24%	19 25%	4 19%	14 26%	38 23%	24 27%	28 22%	16 23%	12 22%
Brazilian/Portuguese based website	34 16%	-	34 16%	-	-	-	19 18%	15 13%	10 20%	12 17%	9 12%	3 21%	-	22 18%	9 12%	3 14%	8 15%	26 16%	14 16%	20 16%	10 14%	10 18%
It's my country's extension	10 5%	-	10 5%	-	-	-	8 8% H	2 2%	2 4%	2 3%	5 7%	1 7%	-	4 3%	5 7%	1 5%	3 6%	7 4%	6 7%	4 3%	4 6%	-
International/Used worldwide/Global	3 1%	-	3 1%	-	-	-	1 1%	2 2%	-	1 1%	2 3%	-	-	1 1%	2 3%	-	1 2%	2 1%	2 2%	1 1%	1 1%	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_24. What made your experience with .br very positive?

14 Mar 2015
Table 245

24. .br

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	216	**	216	**	**	**	104	112	49*	70*	76*	14**	7**	119	76*	21**	53*	163	90*	126	71*	55*
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	5 2%	-	5 2%	-	-	-	2 2%	3 3%	-	2 3%	3 4%	-	-	2 2%	3 4%	-	2 4%	3 2%	2 2%	3 2%	1 1%	2 4%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	10 5%	-	10 5%	-	-	-	7 7%	3 3%	2 4%	-	7 9%	1 7%	-	2 2%	7 9%	1 5%	2 4%	8 5%	2 2%	8 6%	3 4%	5 9%
Always use it/The one I use most/frequently	8 4%	-	8 4%	-	-	-	6 6%	2 2%	2 4%	-	6 8%	-	-	2 2%	6 8%	-	2 4%	6 4%	2 2%	6 5%	3 4%	3 5%
Familiar with website/Have visited/used before/in the past	2 1%	-	2 1%	-	-	-	1 1%	1 1%	-	-	1 1%	1 7%	-	-	1 1%	1 5%	-	2 1%	-	2 2%	-	2 4%
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	4 2%	-	4 2%	-	-	-	-	4 4%	-	1 1%	2 3%	-	1 14%	1 1%	2 3%	1 5%	-	4 2%	1 1%	3 2%	2 3%	1 2%
Diversity/Multi-purpose website	2 1%	-	2 1%	-	-	-	-	2 2%	-	1 1%	1 1%	-	-	1 1%	1 1%	-	-	2 1%	-	2 2%	1 1%	1 2%
Email usage	1	-	1	-	-	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	1 1%	-
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	1	-	1	-	-	-	-	1 1%	-	-	-	-	1 14%	-	-	1 5%	-	1 1%	1 1%	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	2 1%	-	2 1%	-	-	-	1 1%	1 1%	-	1 1%	-	-	1 14%	1 1%	-	1 5%	1 2%	1 1%	-	2 2%	2 3%	-
Educational websites	1	-	1	-	-	-	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	1 1%	-

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

Q740_24. What made your experience with .br very positive?
24. .br

14 Mar 2015
Table 245

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	216	**	216	**	**	**	104	112	49*	70*	76*	14**	7**	119	76*	21**	53*	163	90*	126	71*	55*
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	1*	-	1*	-	-	-	1%	-	-	-	-	-	14%	-	-	5%	1%	2%	-	-	1%	1%
PERFORMANCE (NET)	67 31%	-	67 31%	-	-	-	24 23%	43 38%	17 35%	26 37%	20 26%	4 29%	-	43 36%	20 26%	4 19%	14 26%	53 33%	21 23%	46 37%	25 35%	21 38%
No problems/Good experience with website	33 15%	-	33 15%	-	-	-	12 12%	21 19%	4 8%	15 21%	14 18%	-	-	19 16%	14 18%	-	8 15%	25 15%	9 10%	24 19%	15 21%	9 16%
Reliable	23 11%	-	23 11%	-	-	-	7 7%	16 14%	8 16%	8 11%	3 4%	4 29%	-	16 13%	3 4%	4 19%	4 8%	19 12%	10 11%	13 10%	6 8%	7 13%
Fast/Good speed	6 3%	-	6 3%	-	-	-	4 4%	2 2%	3 6%	1 1%	2 3%	-	-	4 3%	2 3%	-	1 2%	5 3%	1 1%	5 4%	3 4%	2 4%
Worked/Effective	5 2%	-	5 2%	-	-	-	1 1%	4 4%	2 4%	2 3%	1 1%	-	-	4 3%	1 1%	-	1 2%	4 2%	2 2%	3 2%	1 1%	2 4%
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	1*	-	1*	-	-	-	1%	-	-	-	1%	-	-	-	1%	-	-	1%	-	1%	-	1%

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

Q740_24. What made your experience with .br very positive?

14 Mar 2015
Table 245

24. .br

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	216	**	216	**	**	**	104	112	49*	70*	76*	14**	7**	119	76*	21**	53*	163	90*	126	71*	55*
BRAND/QUALITY (NET)	38 18%	-	38 18%	-	-	-	14 13%	24 21%	10 20%	14 20%	10 13%	3 21%	1 14%	24 20%	10 13%	4 19%	8 15%	30 18%	18 20%	20 16%	12 17%	8 15%
Well known/Popular/Most commonly used domain	27 13%	-	27 13%	-	-	-	10 10%	17 15%	7 14%	11 16%	6 8%	2 14%	1 14%	18 15%	6 8%	3 14%	7 13%	20 12%	9 10%	18 14%	12 17%	6 11%
Honest/trustworthy	4 2%	-	4 2%	-	-	-	1 1%	3 3%	1 2%	2 3%	1 1%	-	-	3 3%	1 1%	-	1 2%	3 2%	3 3%	1 1%	-	1 2%
It's a legitimate/credible site/domain	2 1%	-	2 1%	-	-	-	-	2 2%	-	1 1%	1 1%	-	-	1 1%	1 1%	-	-	2 1%	1 1%	1 1%	-	1 2%
Good quality brand/product	2 1%	-	2 1%	-	-	-	1 1%	1 1%	1 2%	-	1 1%	-	-	1 1%	1 1%	-	-	2 1%	2 2%	-	-	-
Reputable	1	-	1	-	-	-	1 1%	-	1 2%	-	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	2 1%	-	2 1%	-	-	-	1 1%	1 1%	-	-	1 1%	1 7%	-	-	1 1%	1 5%	-	2 1%	2 2%	-	-	-
SITE APPEAL (NET)	25 12%	-	25 12%	-	-	-	11 11%	14 13%	7 14%	9 13%	7 9%	2 14%	-	16 13%	7 9%	2 10%	3 6%	22 13%	12 13%	13 10%	7 10%	6 11%
Everything/Good/Like site	12 6%	-	12 6%	-	-	-	6 6%	6 5%	1 2%	6 9%	4 5%	1 7%	-	7 6%	4 5%	1 5%	1 2%	11 7%	4 4%	8 6%	3 4%	5 9%
Interesting websites	3 1%	-	3 1%	-	-	-	1 1%	2 2%	2 4%	1 1%	-	-	-	3 3%	-	-	-	3 2%	1 1%	2 2%	1 1%	1 2%
It's memorable/Easy to remember	2 1%	-	2 1%	-	-	-	1 1%	1 1%	1 2%	-	1 1%	-	-	1 1%	1 1%	-	1 2%	1 1%	2 2%	-	-	-
It indicates seriousness/that it's important	1	-	1	-	-	-	-	1 1%	1 2%	-	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	1 1%	-
Descriptive/Indicates what it stands for	1	-	1	-	-	-	-	1 1%	1 2%	-	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	1 1%	-
Not a lot of ads/pop ups	1	-	1	-	-	-	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	1 2%	-	1 1%	-	-	-

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

Q740_24. What made your experience with .br very positive?
24. .br

14 Mar 2015
Table 245

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	216	-**	216	-**	-**	-**	104	112	49*	70*	76*	14**	7**	119	76*	21**	53*	163	90*	126	71*	55*
OK/Fine	1	-	1	-	-	-	1%	-	-	-	1%	-	-	-	1%	-	-	1%	-	1%	1%	-
Organized/Not cluttered	1	-	1	-	-	-	1%	-	2%	-	-	-	-	1%	-	-	-	1%	1%	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	3 1%	-	3 1%	-	-	-	1 1%	2 2%	-	1 1%	1 1%	1 7%	-	1 1%	1 1%	1 5%	-	3 2%	3 3%	-	-	-
FUNCTIONALITY (NET)	21 10%	-	21 10%	-	-	-	14 13%	7 6%	5 10%	6 9%	7 9%	2 14%	1 14%	11 9%	7 9%	3 14%	5 9%	16 10%	14 16%	7 6%	3 4%	4 7%
Accessible/Easy to access/find	13 6%	-	13 6%	-	-	-	9 9%	4 4%	1 2%	4 6%	7 9%	1 7%	-	5 4%	7 9%	1 5%	4 8%	9 6%	8 9%	5 4%	3 4%	2 4%
Easy to use/navigate	8 4%	-	8 4%	-	-	-	6 6%	2 2%	3 6%	2 3%	1 1%	1 7%	1 14%	5 4%	1 1%	2 10%	1 2%	7 4%	6 7%	2 2%	1 1%	1 2%
Practical/Useful/Helpful	3 1%	-	3 1%	-	-	-	1 1%	2 2%	2 4%	1 1%	-	-	-	3 3%	-	-	1 2%	2 1%	2 2%	1 1%	-	1 2%
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	12 6%	-	12 6%	-	-	-	6 6%	6 5%	5 10%	3 4%	4 5%	-	-	8 7%	4 5%	-	4 8%	8 5%	5 6%	7 6%	1 1%	6 11%
Meets my expectations/needs/Always find what I need/want	8 4%	-	8 4%	-	-	-	3 3%	5 4%	4 8%	2 3%	2 3%	-	-	6 5%	2 3%	-	3 6%	5 3%	2 2%	6 5%	-	6 11%

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

Q740_24. What made your experience with .br very positive?
24. .br

14 Mar 2015
Table 245

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	216	**	216	**	**	**	104	112	49*	70*	76*	14**	7**	119	76*	21**	53*	163	90*	126	71*	55*
Negative experience mentions	1	-	1	-	-	-	-	1%	-	-	1%	-	-	-	1%	-	-	1%	1%	-	-	-
Positive/Just was	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	3 1%	-	3 1%	-	-	-	3 3%	-	1 2%	1 1%	1 1%	-	-	2 2%	1 1%	-	1 2%	2 1%	2 2%	1 1%	1 1%	-
SECURITY (NET)	11 5%	-	11 5%	-	-	-	4 4%	7 6%	5 10% J	-	4 5%	-	2 29%	5 4%	4 5%	2 10%	3 6%	8 5%	4 4%	7 6%	5 7%	2 4%
Safe/Good security	9 4%	-	9 4%	-	-	-	3 3%	6 5%	4 8% J	-	3 4%	-	2 29%	4 3%	3 4%	2 10%	3 6%	6 4%	4 4%	5 4%	5 7% V	-
Virus/Malware protected	2 1%	-	2 1%	-	-	-	1 1%	1 1%	1 2%	-	1 1%	-	-	1 1%	1 1%	-	-	2 1%	-	2 2%	-	2 4%
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	9 4%	-	9 4%	-	-	-	6 6%	3 3%	3 6%	1 1%	2 3%	-	3 43%	4 3%	2 3%	3 14%	3 6%	6 4%	2 2%	7 6%	5 7%	2 4%
INFORMATION (SUB-NET)	7 3%	-	7 3%	-	-	-	4 4%	3 3%	1 2%	1 1%	2 3%	-	3 43%	2 2%	2 3%	3 14%	1 2%	6 4%	1 1%	6 5%	4 6%	2 4%
Comprehensive/Can search all information in one place	4 2%	-	4 2%	-	-	-	2 2%	2 2%	-	-	1 1%	-	3 43%	-	1 1%	3 14%	-	4 2%	-	4 3%	3 4%	1 2%
Information/Informative	2 1%	-	2 1%	-	-	-	1 1%	1 1%	-	1 1%	1 1%	-	-	1 1%	1 1%	-	1 2%	1 1%	-	2 2%	1 1%	1 2%
Accurate/Authentic information	1 *	-	1 *	-	-	-	1 1%	-	1 2%	-	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	-	-
Good/Helpful information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_24. What made your experience with .br very positive?

14 Mar 2015
Table 245

24. .br

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	216	**	216	**	**	**	104	112	49*	70*	76*	14**	7**	119	76*	21**	53*	163	90*	126	71*	55*
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	3 1%	-	3 1%	-	-	-	2 2%	1 1%	2 4%	-	1 1%	-	-	2 2%	1 1%	-	2 4%	1 1%	1 1%	2 2%	1 1%	2 2%
Good/Like the content	2 1%	-	2 1%	-	-	-	2 2%	-	2 4%	-	-	-	-	2 2%	-	-	2 4%	-	1 1%	1 1%	1 1%	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	1*	-	1*	-	-	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	-	1 2%
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	1*	-	1*	-	-	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	-	1 2%
Good service/customer service/support	1*	-	1*	-	-	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	-	1 2%
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	3 1%	-	3 1%	-	-	-	1 1%	2 2%	1 2%	1 1%	1 1%	-	-	2 2%	1 1%	-	-	3 2%	3 3%	-	-	-
Don't know	2 1%	-	2 1%	-	-	-	1 1%	1 1%	-	1 1%	1 1%	-	-	1 1%	1 1%	-	1 2%	1 1%	1 1%	1 1%	1 1%	-
Declined to answer	7 3%	-	7 3%	-	-	-	6 6%	1 1%	-	3 4%	3 4%	1 7%	-	3 3%	3 4%	1 5%	1 2%	6 4%	4 4%	3 2%	2 3%	1 2%
Sigma	269 125%	-	269 125%	-	-	-	128 123%	141 126%	68 139%	84 120%	91 120%	17 121%	9 129%	152 128%	91 120%	26 124%	60 113%	209 128%	114 127%	155 123%	85 120%	70 127%

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

Q740_25. What made your experience with .it very positive?
25. .it

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	46*	**	**	46*	**	**	30*	16**	3**	7**	27**	5**	4**	10**	27**	9**	7**	39*	16**	30*	6**	24**
Weighted Base	46*	**	**	46*	**	**	30*	16**	3**	7**	27**	5**	4**	10**	27**	9**	7**	39*	16**	30*	6**	24**
USAGE (NET)	17 37%	-	-	17 37%	-	-	13 43%	4 25%	1 33%	3 43%	9 33%	2 40%	2 50%	4 40%	9 33%	4 44%	1 14%	16 41%	7 44%	10 33%	2 33%	8 33%
COUNTRIES (SUB-NET)	14 30%	-	-	14 30%	-	-	10 33%	4 25%	1 33%	3 43%	7 26%	2 40%	1 25%	4 40%	7 26%	3 33%	1 14%	13 33%	5 31%	9 30%	2 33%	7 29%
It's my country's extension	1 2%	-	-	1 2%	-	-	1 3%	-	-	-	-	1 20%	-	-	-	1 11%	-	1 3%	1 6%	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_25. What made your experience with .it very positive?
25. .it

14 Mar 2015
Table 246

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	46*	**	**	46*	**	**	30*	16**	3**	7**	27**	5**	4**	10**	27**	9**	7**	39*	16**	30*	6**	24**
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	13 28%	-	-	13 28%	-	-	9 30%	4 25%	1 33%	3 43%	7 26%	1 20%	1 25%	4 40%	7 26%	2 22%	1 14%	12 31%	4 25%	9 30%	2 33%	7 29%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	3 7%	-	-	3 7%	-	-	3 10%	-	-	2 7%	-	1 25%	-	2 7%	1 11%	-	3 8%	2 13%	1 3%	-	1 4%	
Familiar with website/Have visited/used before/in the past	2 4%	-	-	2 4%	-	-	2 7%	-	-	1 4%	-	1 25%	-	1 4%	1 11%	-	2 5%	1 6%	1 3%	-	1 4%	
Always use it/The one I use most/frequently	1 2%	-	-	1 2%	-	-	1 3%	-	-	1 4%	-	-	-	1 4%	-	-	1 3%	1 6%	-	-	-	
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
MISCELLANEOUS USAGE (SUB-NET)	1 2%	-	-	1 2%	-	-	1 3%	-	-	1 4%	-	-	-	1 4%	-	-	1 3%	1 6%	-	-	-	
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other usage mentions	1 2%	-	-	1 2%	-	-	1 3%	-	-	1 4%	-	-	-	1 4%	-	-	1 3%	1 6%	-	-	-	
BUSINESSES/ORGANIZATIONS (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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

Q740_25. What made your experience with .it very positive?
25. .it

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	46*	**	**	46*	**	**	30*	16**	3**	7**	27**	5**	4**	10**	27**	9**	7**	39*	16**	30*	6**	24**
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	13 28%	-	-	13 28%	-	-	7 23%	6 38%	1 33%	1 14%	7 26%	2 40%	2 50%	2 20%	7 26%	4 44%	4 57%	9 23%	3 19%	10 33%	2 33%	8 33%
No problems/Good experience with website	7 15%	-	-	7 15%	-	-	4 13%	3 19%	-	-	4 15%	1 20%	2 50%	-	4 15%	3 33%	2 29%	5 13%	2 13%	5 17%	-	5 21%
Reliable	5 11%	-	-	5 11%	-	-	3 10%	2 13%	-	1 14%	3 11%	1 20%	-	1 10%	3 11%	1 11%	2 29%	3 8%	1 6%	4 13%	2 33%	2 8%
Fast/Good speed	1 2%	-	-	1 2%	-	-	-	1 6%	1 33%	-	-	-	-	1 10%	-	-	-	1 3%	-	1 3%	-	1 4%
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	6 13%	-	-	6 13%	-	-	3 10%	3 19%	2 67%	-	3 11%	1 20%	-	2 20%	3 11%	1 11%	1 14%	5 13%	2 13%	4 13%	-	4 17%

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

Q740_25. What made your experience with .it very positive?
25. .it

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)	
Weighted Base	46*	-**	-**	46*	-**	-**	30*	16**	3**	7**	27**	5**	4**	10**	27**	9**	7**	39*	16**	30*	6**	24**	
Safe/Good security	6 13%	-	-	6 13%	-	-	3 10%	3 19%	2 67%	-	3 11%	1 20%	-	2 26%	3 11%	1 11%	1 14%	5 13%	2 13%	4 13%	-	4 17%	
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	5 11%	-	-	5 11%	-	-	3 10%	2 13%	-	-	3 11%	2 40%	-	-	3 11%	2 22%	1 14%	4 10%	2 13%	3 10%	1 17%	2 8%	
Interesting websites	2 4%	-	-	2 4%	-	-	1 3%	1 6%	-	-	1 4%	1 20%	-	-	1 4%	1 11%	1 14%	1 3%	-	2 7%	-	2 8%	
Everything/Good/Like site	1 2%	-	-	1 2%	-	-	-	1 6%	-	-	1 4%	-	-	-	1 4%	-	-	1 3%	1 6%	-	-	-	
Descriptive/Indicates what it stands for	1 2%	-	-	1 2%	-	-	1 3%	-	-	-	-	1 20%	-	-	-	1 11%	-	1 3%	1 6%	-	-	-	
OK/Fine	1 2%	-	-	1 2%	-	-	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	-	1 3%	-	1 3%	1 17%	-	
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_25. What made your experience with .it very positive?
25. .it

14 Mar 2015
Table 246

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	46*	-**	-**	46*	-**	-**	30*	16**	3**	7**	27**	5**	4**	10**	27**	9**	7**	39*	16**	30*	6**	24**
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	3 7%	-	-	3 7%	-	-	1 3%	2 13%	-	-	3 11%	-	-	-	3 11%	-	1 14%	2 5%	1 6%	2 7%	-	2 8%
INFORMATION (SUB-NET)	2 4%	-	-	2 4%	-	-	1 3%	1 6%	-	-	2 7%	-	-	-	2 7%	-	1 14%	1 3%	-	2 7%	-	2 8%
Comprehensive/Can search all information in one place	1 2%	-	-	1 2%	-	-	-	1 6%	-	-	1 4%	-	-	-	1 4%	-	1 14%	-	-	1 3%	-	1 4%
Good/Helpful information	1 2%	-	-	1 2%	-	-	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	-	1 3%	-	1 3%	-	1 4%
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Information/Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	1 2%	-	-	1 2%	-	-	-	1 6%	-	-	1 4%	-	-	-	1 4%	-	-	1 3%	1 6%	-	-	-
Good/Like the content	1 2%	-	-	1 2%	-	-	-	1 6%	-	-	1 4%	-	-	-	1 4%	-	-	1 3%	1 6%	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	3 7%	-	-	3 7%	-	-	3 10%	-	-	-	3 11%	-	-	-	3 11%	-	-	3 8%	-	3 10%	1 17%	2 8%
Easy to use/navigate	2 4%	-	-	2 4%	-	-	2 7%	-	-	-	2 7%	-	-	-	2 7%	-	-	2 5%	-	2 7%	-	2 8%
Accessible/Easy to access/find	1 2%	-	-	1 2%	-	-	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	-	1 3%	-	1 3%	1 17%	-

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

Q740_25. What made your experience with .it very positive?
25. .it

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	46*	-**	-**	46*	-**	-**	30*	16**	3**	7**	27**	5**	4**	10**	27**	9**	7**	39*	16**	30*	6**	24**
Practical/Useful/Helpful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND/QUALITY (NET)	2 4%	-	-	2 4%	-	-	2 7%	-	-	1 14%	1 4%	-	-	1 10%	1 4%	-	-	2 5%	2 13%	-	-	-
Good quality brand/product	1 2%	-	-	1 2%	-	-	1 3%	-	-	1 14%	-	-	-	1 10%	-	-	-	1 3%	1 6%	-	-	-
Honest/trustworthy	1 2%	-	-	1 2%	-	-	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	-	1 3%	1 6%	-	-	-
It's a legitimate/credible site/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	1 2%	-	-	1 2%	-	-	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	-	1 3%	1 6%	-	-	-

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

Q740_25. What made your experience with .it very positive?
25. .it

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	46*	-**	-**	46*	-**	-**	30*	16**	3**	7**	27**	5**	4**	10**	27**	9**	7**	39*	16**	30*	6**	24**
Positive/Just was	1 2%	-	-	1 2%	-	-	1 3%	-	-	-	1 4%	-	-	-	1 4%	-	-	1 3%	1 6%	-	-	-
Meets my expectations/needs/Always find what I need/want	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	3 7%	-	-	3 7%	-	-	1 3%	2 13%	-	1 14%	1 4%	-	1 25%	1 10%	1 4%	1 11%	-	3 8%	-	3 10%	-	3 13%
Declined to answer	1 2%	-	-	1 2%	-	-	-	1 6%	-	1 14%	-	-	-	1 10%	-	-	-	1 3%	1 6%	-	-	-
Sigma	55 120%	-	-	55 120%	-	-	35 117%	20 125%	4 133%	7 100%	32 119%	7 140%	5 125%	11 110%	32 119%	12 133%	8 114%	47 121%	20 125%	35 117%	6 100%	29 121%

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

Q740_26. What made your experience with .tr very positive?
26 .tr

14 Mar 2015
Table 247

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	58*	**	**	58*	**	**	36*	22**	12**	23**	21**	2**	**	35*	21**	2**	9**	49*	14**	44*	26**	18**
Weighted Base	58*	**	**	58*	**	**	36*	22**	12**	23**	21**	2**	**	35*	21**	2**	9**	49*	14**	44*	26**	18**
BRAND/QUALITY (NET)	16 28%	-	-	16 28%	-	-	11 31%	5 23%	3 25%	8 35%	4 19%	1 50%	-	11 31%	4 19%	1 50%	3 33%	13 27%	4 29%	12 27%	9 35%	3 17%
Honest/trustworthy	6 10%	-	-	6 10%	-	-	4 11%	2 9%	1 8%	3 13%	2 10%	-	-	4 11%	2 10%	-	1 11%	5 10%	1 7%	5 11%	4 15%	1 6%
Well known/Popular/Most commonly used domain	6 10%	-	-	6 10%	-	-	3 8%	3 14%	2 17%	2 9%	1 5%	1 50%	-	4 11%	1 5%	1 50%	1 11%	5 10%	3 21%	3 7%	3 12%	-
It's a legitimate/credible site/domain	4 7%	-	-	4 7%	-	-	3 8%	1 5%	1 8%	2 9%	1 5%	-	-	3 9%	1 5%	-	1 11%	3 6%	-	4 9%	2 8%	2 11%
Good quality brand/product	1 2%	-	-	1 2%	-	-	1 3%	-	-	1 4%	-	-	-	1 3%	-	-	-	1 2%	-	1 2%	1 4%	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	16 28%	-	-	16 28%	-	-	8 22%	8 36%	4 33%	6 26%	6 29%	-	-	10 29%	6 29%	-	3 33%	13 27%	6 43%	10 23%	7 27%	3 17%
No problems/Good experience with website	8 14%	-	-	8 14%	-	-	3 8%	5 23%	2 17%	3 13%	3 14%	-	-	5 14%	3 14%	-	1 11%	7 14%	4 29%	4 9%	3 12%	1 6%
Reliable	7 12%	-	-	7 12%	-	-	5 14%	2 9%	2 17%	3 13%	2 10%	-	-	5 14%	2 10%	-	2 22%	5 10%	2 14%	5 11%	3 12%	2 11%
Fast/Good speed	1 2%	-	-	1 2%	-	-	-	1 5%	-	-	1 5%	-	-	-	1 5%	-	-	1 2%	-	1 2%	1 4%	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_26. What made your experience with .tr very positive?
26. .tr

14 Mar 2015
Table 247

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	58*	**	**	58*	**	**	36*	22**	12**	23**	21**	2**	**	35*	21**	2**	9**	49*	14**	44*	26**	18**
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
USAGE (NET)	13 22%	-	-	13 22%	-	-	9 25%	4 18%	4 33%	4 17%	5 24%	-	-	8 23%	5 24%	-	3 33%	10 20%	2 14%	11 25%	9 35%	2 11%
COUNTRIES (SUB-NET)	11 19%	-	-	11 19%	-	-	8 22%	3 14%	3 25%	4 17%	4 19%	-	-	7 20%	4 19%	-	3 33%	8 16%	1 7%	10 23%	8 31%	2 11%
Country specific (Unspec.)	1 2%	-	-	1 2%	-	-	-	1 5%	-	1 4%	-	-	-	1 3%	-	-	-	1 2%	-	1 2%	1 4%	-
It's my country's extension	1 2%	-	-	1 2%	-	-	1 3%	-	-	1 5%	-	-	-	-	1 5%	-	1 11%	-	-	1 2%	1 4%	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_26. What made your experience with .tr very positive?
26. .tr

14 Mar 2015
Table 247

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	58*	**	**	58*	**	**	36*	22**	12**	23**	21**	2**	**	35*	21**	2**	9**	49*	14**	44*	26**	18**
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	9 16%	-	-	9 16%	-	-	7 19%	2 9%	3 25%	3 13%	3 14%	-	-	6 17%	3 14%	-	2 22%	7 14%	1 7%	8 18%	6 23%	2 11%
BUSINESSES/ORGANIZATIONS (SUB-NET)	2 3%	-	-	2 3%	-	-	2 6%	-	-	-	2 10%	-	-	-	2 10%	-	1 11%	1 2%	1 7%	1 2%	1 4%	-
Institutions websites/extensions	2 3%	-	-	2 3%	-	-	2 6%	-	-	-	2 10%	-	-	-	2 10%	-	1 11%	1 2%	1 7%	1 2%	1 4%	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	1 2%	-	-	1 2%	-	-	-	1 5%	1 8%	-	-	-	-	1 3%	-	-	-	1 2%	-	1 2%	1 4%	-

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

Q740_26. What made your experience with .tr very positive?
26. .tr

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	58*	-**	-**	58*	-**	-**	36*	22**	12**	23**	21**	2**	-**	35*	21**	2**	9**	49*	14**	44*	26**	18**
Familiar with website/Have visited/used before/in the past	1 2%	-	-	1 2%	-	-	-	1 5%	1 8%	-	-	-	-	1 3%	-	-	-	1 2%	-	1 2%	1 4%	-
Always use it/The one I use most/frequently	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	9 16%	-	-	9 16%	-	-	3 8%	6 27%	2 17%	4 17%	2 10%	1 5%	-	6 17%	2 10%	1 5%	1 11%	8 16%	1 7%	8 18%	5 19%	3 17%
Safe/Good security	9 16%	-	-	9 16%	-	-	3 8%	6 27%	2 17%	4 17%	2 10%	1 5%	-	6 17%	2 10%	1 5%	1 11%	8 16%	1 7%	8 18%	5 19%	3 17%
Private/Privacy	1 2%	-	-	1 2%	-	-	-	1 5%	-	1 4%	-	-	-	1 3%	-	-	-	1 2%	-	1 2%	1 4%	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	1 2%	-	-	1 2%	-	-	1 3%	-	-	-	1 5%	-	-	-	1 5%	-	-	1 2%	-	1 2%	-	1 6%

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

Q740_26. What made your experience with .tr very positive?
26. .tr

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	58*	-**	-**	58*	-**	-**	36*	22**	12**	23**	21**	2**	-**	35*	21**	2**	9**	49*	14**	44*	26**	18**
FUNCTIONALITY (NET)	5 9%	-	-	5 9%	-	-	4 11%	1 5%	-	2 9%	1 5%	2 100%	-	2 6%	1 5%	2 100%	-	5 10%	1 7%	4 9%	2 8%	2 11%
Accessible/Easy to access/find	2 3%	-	-	2 3%	-	-	2 6%	-	-	1 4%	1 5%	-	-	1 3%	1 5%	-	-	2 4%	1 7%	1 2%	-	1 6%
Easy to use/navigate	1 2%	-	-	1 2%	-	-	1 3%	-	-	1 4%	-	-	-	1 3%	-	-	-	1 2%	-	1 2%	1 4%	-
Practical/Useful/Helpful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	2 3%	-	-	2 3%	-	-	1 3%	1 5%	-	-	2 100%	-	-	-	-	2 100%	-	2 4%	-	2 5%	1 4%	1 6%
CONTENT (NET)	3 5%	-	-	3 5%	-	-	1 3%	2 9%	-	1 4%	2 10%	-	-	1 3%	2 10%	-	-	3 6%	2 14%	1 2%	-	1 6%
INFORMATION (SUB-NET)	3 5%	-	-	3 5%	-	-	1 3%	2 9%	-	1 4%	2 10%	-	-	1 3%	2 10%	-	-	3 6%	2 14%	1 2%	-	1 6%
Comprehensive/Can search all information in one place	2 3%	-	-	2 3%	-	-	1 3%	1 5%	-	1 4%	1 5%	-	-	1 3%	1 5%	-	-	2 4%	1 7%	1 2%	-	1 6%
Information/Informative	1 2%	-	-	1 2%	-	-	-	1 5%	-	-	1 5%	-	-	-	1 5%	-	-	1 2%	1 7%	-	-	-
Good/Helpful information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_26. What made your experience with .tr very positive?
26. .tr

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	58*	-**	-**	58*	-**	-**	36*	22**	12**	23**	21**	2**	-**	35*	21**	2**	9**	49*	14**	44*	26**	18**
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	3 5%	-	-	3 5%	-	-	2 6%	1 5%	-	2 9%	1 5%	-	-	2 6%	1 5%	-	-	3 6%	-	3 7%	2 8%	1 6%
Meets my expectations/ needs/Always find what I need/want	1 2%	-	-	1 2%	-	-	1 3%	-	-	1 5%	-	-	-	-	1 5%	-	-	1 2%	-	1 2%	-	1 6%
Positive/Just was	1 2%	-	-	1 2%	-	-	-	1 5%	-	1 4%	-	-	-	1 3%	-	-	-	1 2%	-	1 2%	1 4%	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	1 2%	-	-	1 2%	-	-	1 3%	-	-	1 4%	-	-	-	1 3%	-	-	-	1 2%	-	1 2%	1 4%	-
SITE APPEAL (NET)	1 2%	-	-	1 2%	-	-	1 3%	-	-	1 4%	-	-	-	1 3%	-	-	-	1 2%	-	1 2%	1 4%	-
Not a lot of ads/pop ups	1 2%	-	-	1 2%	-	-	1 3%	-	-	1 4%	-	-	-	1 3%	-	-	-	1 2%	-	1 2%	1 4%	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Everything/Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_26. What made your experience with .tr very positive?
26. .tr

14 Mar 2015
Table 247

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	58*	-**	-**	58*	-**	-**	36*	22**	12**	23**	21**	2**	-**	35*	21**	2**	9**	49*	14**	44*	26**	18**
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	1 2%	-	-	1 2%	-	-	1 3%	-	-	-	1 5%	-	-	-	1 5%	-	-	1 2%	-	1 2%	-	1 6%
Don't know	4 7%	-	-	4 7%	-	-	3 8%	1 5%	1 8%	2 9%	1 5%	-	-	3 9%	1 5%	-	-	4 8%	2 14%	2 5%	-	2 11%
Declined to answer	3 5%	-	-	3 5%	-	-	3 8%	-	1 8%	-	2 10%	-	-	1 3%	2 10%	-	1 11%	2 4%	-	3 7%	1 4%	2 11%
Sigma	78 134%	-	-	78 134%	-	-	48 133%	30 136%	16 133%	31 135%	27 129%	4 200%	-	47 134%	27 129%	4 200%	12 133%	66 135%	18 129%	60 136%	39 150%	21 117%

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

Q740_27. What made your experience with .es very positive?
27. .es

14 Mar 2015
Table 248

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	23**	**	**	23**	**	**	14**	9**	**	5**	15**	3**	**	5**	15**	3**	4**	19**	10**	13**	2**	11**
Weighted Base	23**	**	**	23**	**	**	14**	9**	**	5**	15**	3**	**	5**	15**	3**	4**	19**	10**	13**	2**	11**
PERFORMANCE (NET)	14 61%	-	-	14 61%	-	-	8 57%	6 67%	-	4 80%	8 53%	2 67%	-	4 80%	8 53%	2 67%	4 100%	10 53%	6 60%	8 62%	1 50%	7 64%
No problems/Good experience with website	11 48%	-	-	11 48%	-	-	6 43%	5 56%	-	4 80%	5 33%	2 67%	-	4 80%	5 33%	2 67%	3 75%	8 42%	4 40%	7 54%	1 50%	6 55%
Reliable	3 13%	-	-	3 13%	-	-	2 14%	1 11%	-	-	3 20%	-	-	-	3 20%	-	2 25%	2 11%	2 20%	1 8%	-	1 9%
Worked/Effective	1 4%	-	-	1 4%	-	-	-	1 11%	-	1 20%	-	-	-	1 20%	-	-	-	1 5%	-	1 8%	1 50%	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fast/Good speed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
USAGE (NET)	5 22%	-	-	5 22%	-	-	3 21%	2 22%	-	1 20%	3 20%	1 33%	-	1 20%	3 20%	1 33%	-	5 26%	2 20%	3 23%	1 50%	2 18%
COUNTRIES (SUB-NET)	4 17%	-	-	4 17%	-	-	2 14%	2 22%	-	1 20%	2 13%	1 33%	-	1 20%	2 13%	1 33%	-	4 21%	1 10%	3 23%	1 50%	2 18%
It's my country's extension	1 4%	-	-	1 4%	-	-	1 7%	-	-	-	1 7%	-	-	-	1 7%	-	-	1 5%	1 10%	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_27. What made your experience with .es very positive?
27. .es

14 Mar 2015
Table 248

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	23**	**	**	23**	**	**	14**	9**	**	5**	15**	3**	**	5**	15**	3**	4**	19**	10**	13**	2**	11**
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	3 13%	-	-	3 13%	-	-	1 7%	2 22%	-	1 20%	1 7%	1 33%	-	1 20%	1 7%	1 33%	-	3 16%	-	3 23%	1 50%	2 18%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	1 4%	-	-	1 4%	-	-	1 7%	-	-	-	1 7%	-	-	-	1 7%	-	-	1 5%	1 10%	-	-	-
Always use it/The one I use most/frequently	1 4%	-	-	1 4%	-	-	1 7%	-	-	-	1 7%	-	-	-	1 7%	-	-	1 5%	1 10%	-	-	-
Familiar with website/Have visited/used before/in the past	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	1 4%	-	-	1 4%	-	-	-	1 11%	-	-	1 7%	-	-	-	1 7%	-	-	1 5%	-	1 8%	1 50%	-
Allows for searching/browsing	1 4%	-	-	1 4%	-	-	-	1 11%	-	-	1 7%	-	-	-	1 7%	-	-	1 5%	-	1 8%	1 50%	-

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

Q740_27. What made your experience with .es very positive?

14 Mar 2015
Table 248

27. .es

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	23**	-**	-**	23**	-**	-**	14**	9**	-**	5**	15**	3**	-**	5**	15**	3**	4**	19**	10**	13**	2**	11**
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	29%	-	-	29%	-	-	214%	-	-	-	213%	-	-	-	213%	-	-	211%	110%	18%	-	19%

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

Q740_27. What made your experience with .es very positive?
27. .es

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	23**	-**	-**	23**	-**	-**	14**	9**	-**	5**	15**	3**	-**	5**	15**	3**	4**	19**	10**	13**	2**	11**
Interesting websites	1 4%	-	-	1 4%	-	-	1 7%	-	-	1 7%	-	-	-	-	1 7%	-	-	1 5%	-	1 8%	-	1 9%
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Everything/Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	1 4%	-	-	1 4%	-	-	1 7%	-	-	1 7%	-	-	-	1 7%	-	-	1 5%	1 10%	-	-	-	-
MISCELLANEOUS (NET)	2 9%	-	-	2 9%	-	-	1 7%	1 11%	-	1 20%	1 7%	-	-	1 20%	1 7%	-	-	2 11%	-	2 15%	-	2 18%
Meets my expectations/needs/Always find what I need/want	2 9%	-	-	2 9%	-	-	1 7%	1 11%	-	1 20%	1 7%	-	-	1 20%	1 7%	-	-	2 11%	-	2 15%	-	2 18%
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive/Just was	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_27. What made your experience with .es very positive?

14 Mar 2015
Table 248

27. .es

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	23**	-**	-**	23**	-**	-**	14**	9**	-**	5**	15**	3**	-**	5**	15**	3**	4**	19**	10**	13**	2**	11**
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	14%	-	-	14%	-	-	7%	-	-	-	7%	-	-	-	7%	-	-	5%	-	8%	-	9%
Safe/Good security	14%	-	-	14%	-	-	7%	-	-	-	7%	-	-	-	7%	-	-	5%	-	8%	-	9%
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	14%	-	-	14%	-	-	7%	-	-	-	7%	-	-	-	7%	-	-	5%	10%	-	-	-
INFORMATION (SUB-NET)	14%	-	-	14%	-	-	7%	-	-	-	7%	-	-	-	7%	-	-	5%	10%	-	-	-
Comprehensive/Can search all information in one place	14%	-	-	14%	-	-	7%	-	-	-	7%	-	-	-	7%	-	-	5%	10%	-	-	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Helpful information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Information/Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_27. What made your experience with .es very positive?
27. .es

14 Mar 2015
Table 248

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	23**	**	**	23**	**	**	14**	9**	**	5**	15**	3**	**	5**	15**	3**	4**	19**	10**	13**	2**	11**
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accessible/Easy to access/find	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Practical/Useful/Helpful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND/QUALITY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_27. What made your experience with .es very positive?
27. .es

14 Mar 2015
Table 248

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	23**	-**	-**	23**	-**	-**	14**	9**	-**	5**	15**	3**	-**	5**	15**	3**	4**	19**	10**	13**	2**	11**
Honest/trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's a legitimate/credible site/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	27 117%	-	-	27 117%	-	-	16 114%	11 122%	-	7 140%	17 113%	3 100%	-	7 140%	17 113%	3 100%	4 100%	23 121%	10 100%	17 131%	4 200%	13 118%

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

Q740_28. What made your experience with .pl very positive?
28. .pl

14 Mar 2015
Table 249

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	53*	**	**	53*	**	**	28**	25**	10**	11**	22**	8**	2**	21**	22**	10**	13**	40*	24**	29**	16**	13**
Weighted Base	53*	**	**	53*	**	**	28**	25**	10**	11**	22**	8**	2**	21**	22**	10**	13**	40*	24**	29**	16**	13**
PERFORMANCE (NET)	18 34%	-	-	18 34%	-	-	10 36%	8 32%	3 30%	2 18%	9 41%	2 25%	2 100%	5 24%	9 41%	4 40%	2 15%	16 40%	9 38%	9 31%	5 31%	4 31%
No problems/Good experience with website	14 26%	-	-	14 26%	-	-	8 29%	6 24%	2 20%	2 18%	8 36%	2 25%	-	4 19%	8 36%	2 20%	1 8%	13 33%	8 33%	6 21%	3 19%	3 23%
Reliable	3 6%	-	-	3 6%	-	-	2 7%	1 4%	1 10%	-	-	-	2 100%	1 5%	-	2 20%	1 8%	2 5%	-	3 10%	2 13%	1 8%
Worked/Effective	1 2%	-	-	1 2%	-	-	-	1 4%	-	-	1 5%	-	-	-	1 5%	-	-	1 3%	1 4%	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fast/Good speed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND/QUALITY (NET)	15 28%	-	-	15 28%	-	-	5 18%	10 40%	2 20%	2 18%	8 36%	3 38%	-	4 19%	8 36%	3 30%	4 31%	11 28%	8 33%	7 24%	5 31%	2 15%
Well known/Popular/Most commonly used domain	10 19%	-	-	10 19%	-	-	4 14%	6 24%	2 20%	1 9%	5 23%	2 25%	-	3 14%	5 23%	2 20%	1 8%	9 23%	7 29%	3 10%	2 13%	1 8%
Honest/trustworthy	3 6%	-	-	3 6%	-	-	1 4%	2 8%	-	1 9%	1 5%	1 13%	-	1 5%	1 5%	1 10%	2 15%	1 3%	1 4%	2 7%	1 6%	1 8%
It's a legitimate/credible site/domain	1 2%	-	-	1 2%	-	-	-	1 4%	-	-	1 5%	-	-	-	1 5%	-	1 8%	-	-	1 3%	1 6%	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_28. What made your experience with .pl very positive?
28. .pl

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	53*	-**	-**	53*	-**	-**	28**	25**	10**	11**	22**	8**	2**	21**	22**	10**	13**	40*	24**	29**	16**	13**
Other brand/quality mentions	1/2%	-	-	1/2%	-	-	-	1/4%	-	-	1/5%	-	-	-	1/5%	-	-	1/3%	-	1/3%	1/6%	-
USAGE (NET)	14/26%	-	-	14/26%	-	-	6/21%	8/32%	4/40%	6/55%	3/14%	1/13%	-	10/48%	3/14%	1/10%	4/31%	10/25%	6/25%	8/28%	5/31%	3/23%
COUNTRIES (SUB-NET)	12/23%	-	-	12/23%	-	-	5/18%	7/28%	4/40%	5/45%	2/9%	1/13%	-	9/43%	2/9%	1/10%	3/23%	9/23%	5/21%	7/24%	5/31%	2/15%
It's my country's extension	1/2%	-	-	1/2%	-	-	-	1/4%	-	-	1/5%	-	-	-	1/5%	-	1/8%	-	1/4%	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_28. What made your experience with .pl very positive?
28. .pl

14 Mar 2015
Table 249

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	53*	-**	-**	53*	-**	-**	28**	25**	10**	11**	22**	8**	2**	21**	22**	10**	13**	40*	24**	29**	16**	13**
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	11 21%	-	-	11 21%	-	-	5 18%	6 24%	4 40%	5 45%	1 5%	1 13%	-	9 43%	5 5%	10 10%	2 15%	9 23%	4 17%	7 24%	5 31%	2 15%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	4 8%	-	-	4 8%	-	-	2 7%	2 8%	-	2 18%	2 9%	-	-	2 10%	2 9%	-	1 8%	3 8%	2 8%	2 7%	1 6%	1 8%
Always use it/The one I use most/frequently	4 8%	-	-	4 8%	-	-	2 7%	2 8%	-	2 18%	2 9%	-	-	2 10%	2 9%	-	1 8%	3 8%	2 8%	2 7%	1 6%	1 8%
Familiar with website/Have visited/used before/in the past	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_28. What made your experience with .pl very positive?
28. .pl

14 Mar 2015
Table 249

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	53*	**	**	53*	**	**	28**	25**	10**	11**	22**	8**	2**	21**	22**	10**	13**	40*	24**	29**	16**	13**
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	5 9%	-	-	5 9%	-	-	4 4%	4 16%	1 10%	2 18%	1 5%	1 13%	-	3 14%	1 5%	1 10%	3 23%	2 5%	2 8%	3 10%	1 6%	2 15%
Safe/Good security	5 9%	-	-	5 9%	-	-	4 4%	4 16%	1 10%	2 18%	1 5%	1 13%	-	3 14%	1 5%	1 10%	3 23%	2 5%	2 8%	3 10%	1 6%	2 15%
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	5 9%	-	-	5 9%	-	-	4 14%	4 14%	1 10%	2 18%	1 5%	1 13%	-	3 14%	1 5%	1 10%	1 8%	4 10%	2 8%	3 10%	2 13%	1 8%

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

Q740_28. What made your experience with .pl very positive?
28. .pl

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	53*	-**	-**	53*	-**	-**	28**	25**	10**	11**	22**	8**	2**	21**	22**	10**	13**	40*	24**	29**	16**	13**
INFORMATION (SUB-NET)	5 9%	-	-	5 9%	-	-	4 14%	1 4%	1 10%	2 18%	1 5%	1 13%	-	3 14%	1 5%	1 10%	1 8%	4 10%	2 8%	3 10%	2 13%	1 8%
Comprehensive/Can search all information in one place	4 8%	-	-	4 8%	-	-	3 11%	1 4%	1 10%	2 18%	1 5%	-	-	3 14%	1 5%	-	1 8%	3 8%	1 4%	3 10%	2 13%	1 8%
Information/Informative	1 2%	-	-	1 2%	-	-	1 4%	-	-	-	-	1 13%	-	-	-	1 10%	-	1 3%	1 4%	-	-	-
Good/Helpful information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	4 8%	-	-	4 8%	-	-	1 4%	3 12%	1 10%	1 9%	2 9%	-	-	2 10%	2 9%	-	1 8%	3 8%	1 4%	3 10%	2 13%	1 8%
OK/Fine	3 6%	-	-	3 6%	-	-	1 4%	2 8%	-	1 9%	2 9%	-	-	1 5%	2 9%	-	-	3 8%	1 4%	2 7%	1 6%	1 8%
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Everything/Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_28. What made your experience with .pl very positive?
28. .pl

14 Mar 2015
Table 249

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	53*	-**	-**	53*	-**	-**	28**	25**	10**	11**	22**	8**	2**	21**	22**	10**	13**	40*	24**	29**	16**	13**
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	1 2%	-	-	1 2%	-	-	-	1 4%	1 10%	-	-	-	-	1 5%	-	-	1 8%	-	-	1 3%	1 6%	-
FUNCTIONALITY (NET)	3 6%	-	-	3 6%	-	-	-	3 12%	-	1 9%	2 9%	-	-	1 5%	2 9%	-	2 15%	1 3%	1 4%	2 7%	2 13%	-
Accessible/Easy to access/find	3 6%	-	-	3 6%	-	-	-	3 12%	-	1 9%	2 9%	-	-	1 5%	2 9%	-	2 15%	1 3%	1 4%	2 7%	2 13%	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Practical/Useful/Helpful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	2 4%	-	-	2 4%	-	-	1 4%	1 4%	-	1 9%	-	1 13%	-	1 5%	-	1 10%	1 8%	1 3%	-	2 7%	1 6%	1 8%

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

Q740_28. What made your experience with .pl very positive?
28. .pl

14 Mar 2015
Table 249

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	53*	-**	-**	53*	-**	-**	28**	25**	10**	11**	22**	8**	2**	21**	22**	10**	13**	40*	24**	29**	16**	13**
Meets my expectations/needs/Always find what I need/want	2 4%	-	-	2 4%	-	-	1 4%	1 4%	-	1 9%	-	1 13%	-	1 5%	-	1 10%	1 8%	1 3%	-	2 7%	1 6%	1 8%
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive/Just was	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	1 2%	-	-	1 2%	-	-	-	1 4%	1 10%	-	-	-	-	1 5%	-	-	1 8%	-	-	1 3%	1 6%	-
Good service/customer service/support	1 2%	-	-	1 2%	-	-	-	1 4%	1 10%	-	-	-	-	1 5%	-	-	1 8%	-	-	1 3%	1 6%	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	4 8%	-	-	4 8%	-	-	4 14%	-	1 10%	-	2 9%	1 13%	-	1 5%	2 9%	1 10%	2 15%	2 5%	3 13%	1 3%	-	1 8%
Sigma	73 138%	-	-	73 138%	-	-	33 118%	40 160%	14 140%	18 164%	29 132%	10 125%	2 100%	32 152%	29 132%	12 120%	21 162%	52 130%	33 138%	40 138%	25 156%	15 115%

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

Q740_29. What made your experience with .uk very positive?
29. .uk

14 Mar 2015
Table 250

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	111	**	**	111	**	**	62*	49*	22**	16**	45*	18**	10**	38*	45*	28**	13**	98*	27**	84*	9**	75*
Weighted Base	111	**	**	111	**	**	62*	49*	22**	16**	45*	18**	10**	38*	45*	28**	13**	98*	27**	84*	9**	75*
PERFORMANCE (NET)	36 32%	-	-	36 32%	-	-	20 32%	16 33%	7 32%	5 31%	18 40%	4 22%	2 20%	12 32%	18 40%	6 21%	7 54%	29 30%	5 19%	31 37%	2 22%	29 39%
No problems/Good experience with website	27 24%	-	-	27 24%	-	-	15 24%	12 24%	4 18%	2 13%	17 38%	2 11%	2 20%	6 16%	17 38% N	4 14%	6 46%	21 21%	3 11%	24 29%	2 22%	22 29%
Reliable	8 7%	-	-	8 7%	-	-	3 5%	5 10%	2 9%	3 19%	2 4%	1 6%	-	5 13%	2 4%	1 4%	-	8 8%	1 4%	7 8%	-	7 9%
Fast/Good speed	3 3%	-	-	3 3%	-	-	2 3%	1 2%	2 9%	1 6%	-	-	-	3 8%	-	-	1 8%	2 2%	1 4%	2 2%	-	2 3%
Good results/search results	1 1%	-	-	1 1%	-	-	1 2%	-	1 5%	-	-	-	-	1 3%	-	-	-	1 1%	-	1 1%	-	1 1%
Worked/Effective	1 1%	-	-	1 1%	-	-	1 2%	-	-	-	-	1 6%	-	-	-	1 4%	-	1 1%	1 4%	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
USAGE (NET)	36 32%	-	-	36 32%	-	-	16 26%	20 41%	7 32%	5 31%	11 24%	10 56%	3 30%	12 32%	11 24%	13 46%	2 15%	34 35%	12 44%	24 29%	3 33%	21 28%
COUNTRIES (SUB-NET)	21 19%	-	-	21 19%	-	-	12 19%	9 18%	4 18%	3 19%	9 20%	3 17%	2 20%	7 18%	9 20%	5 18%	2 15%	19 19%	8 30%	13 15%	3 33%	10 13%
UK based website	17 15%	-	-	17 15%	-	-	9 15%	8 16%	4 18%	1 6%	8 18%	2 11%	2 20%	5 13%	8 18%	4 14%	1 8%	16 16%	7 26%	10 12%	3 33%	7 9%
It's my country's extension	5 5%	-	-	5 5%	-	-	4 6%	1 2%	-	2 13%	2 4%	1 6%	-	2 5%	2 4%	1 4%	1 8%	4 4%	2 7%	3 4%	-	3 4%
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_29. What made your experience with .uk very positive?
29. .uk

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	111	**	**	111	**	**	62*	49*	22**	16**	45*	18**	10**	38*	45*	28**	13**	98*	27**	84*	9**	75*
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	11 10%	-	-	11 10%	-	-	2 3%	9 18% G	2 9%	3 19%	-	5 28%	1 10%	5 13% O	-	6 21%	-	11 11%	4 15%	7 8%	-	7 9%
Always use it/The one I use most/frequently	7 6%	-	-	7 6%	-	-	1 2%	6 12% G	2 9%	-	-	4 22%	1 10%	2 5%	-	5 18%	-	7 7%	2 7%	5 6%	-	5 7%
Familiar with website/Have visited/used before/in the past	4 4%	-	-	4 4%	-	-	1 2%	3 6%	-	3 19%	-	1 6%	-	3 8%	-	1 4%	-	4 4%	2 7%	2 2%	-	2 3%
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	9 8%	-	-	9 8%	-	-	4 6%	5 10%	1 5%	-	3 7%	5 28%	-	1 3%	3 7%	5 18%	2 15%	7 7%	2 7%	7 8%	1 11%	6 8%
Government website/extension	5 5%	-	-	5 5%	-	-	2 3%	3 6%	-	-	2 4%	3 17%	-	-	2 4%	3 11%	1 8%	4 4%	1 4%	4 5%	-	4 5%

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

Q740_29. What made your experience with .uk very positive?

14 Mar 2015
Table 250

29. .uk

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	111	**	**	111	**	**	62*	49*	22**	16**	45*	18**	10**	38*	45*	28**	13**	98*	27**	84*	9**	75*
Business/Work website usage	3 3%	-	-	3 3%	-	-	2 3%	1 2%	1 5%	-	1 2%	1 6%	-	1 3%	1 2%	1 4%	1 8%	2 2%	1 4%	2 2%	1 11%	1 1%
Specific to a company/good/large companies	2 2%	-	-	2 2%	-	-	-	2 4%	-	-	1 2%	1 6%	-	-	1 2%	1 4%	-	2 2%	-	2 2%	1 11%	1 1%
Educational websites	1 1%	-	-	1 1%	-	-	-	1 2%	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	1 1%	1 11%	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	1 1%	-	-	1 1%	-	-	-	1 2%	-	-	-	1 6%	-	-	-	1 4%	-	1 1%	-	1 1%	-	1 1%
MISCELLANEOUS USAGE (SUB-NET)	1 1%	-	-	1 1%	-	-	-	1 2%	1 5%	-	-	-	-	1 3%	-	-	-	1 1%	-	1 1%	-	1 1%
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	1 1%	-	-	1 1%	-	-	-	1 2%	1 5%	-	-	-	-	1 3%	-	-	-	1 1%	-	1 1%	-	1 1%

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

Q740_29. What made your experience with .uk very positive?
29. .uk

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	111	**	**	111	**	**	62*	49*	22**	16**	45*	18**	10**	38*	45*	28**	13**	98*	27**	84*	9**	75*
BRAND/QUALITY (NET)	19 17%	-	-	19 17%	-	-	13 21%	6 12%	4 18%	3 19%	7 16%	2 11%	3 30%	7 18%	7 16%	5 18%	1 8%	18 18%	5 19%	14 17%	2 22%	12 16%
Well known/Popular/Most commonly used domain	8 7%	-	-	8 7%	-	-	5 8%	3 6%	2 9%	-	4 9%	-	2 20%	2 5%	4 9%	2 7%	-	8 8%	2 7%	6 7%	1 11%	5 7%
Honest/trustworthy	6 5%	-	-	6 5%	-	-	5 8%	1 2%	2 9%	-	2 4%	2 11%	-	2 5%	2 4%	2 7%	-	6 6%	1 4%	5 6%	1 11%	4 5%
It's a legitimate/credible site/domain	3 3%	-	-	3 3%	-	-	1 2%	2 4%	-	2 13%	-	-	1 10%	2 5%	-	1 4%	-	3 3%	1 4%	2 2%	-	2 3%
Well established/Been around for a long time	1 1%	-	-	1 1%	-	-	1 2%	-	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	1 4%	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	2 2%	-	-	2 2%	-	-	2 3%	-	-	1 6%	1 2%	-	-	1 3%	1 2%	-	1 8%	1 1%	-	2 2%	-	2 3%
FUNCTIONALITY (NET)	12 11%	-	-	12 11%	-	-	4 6%	8 16%	3 14%	2 13%	5 11%	-	2 20%	5 13%	5 11%	2 7%	2 15%	10 10%	1 4%	11 13%	1 11%	10 13%
Easy to use/navigate	6 5%	-	-	6 5%	-	-	1 2%	5 10%	1 5%	1 6%	4 9%	-	-	2 5%	4 9%	-	-	6 6%	1 4%	5 6%	-	5 7%
Accessible/Easy to access/find	5 5%	-	-	5 5%	-	-	3 5%	2 4%	1 5%	1 6%	1 2%	-	2 20%	2 5%	1 2%	2 7%	1 8%	4 4%	-	5 6%	1 11%	4 5%
Practical/Useful/Helpful	1 1%	-	-	1 1%	-	-	-	1 2%	1 5%	-	-	-	-	1 3%	-	-	1 8%	-	-	1 1%	-	1 1%
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_29. What made your experience with .uk very positive?
29. .uk

14 Mar 2015
Table 250

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	111	**	**	111	**	**	62*	49*	22**	16**	45*	18**	10**	38*	45*	28**	13**	98*	27**	84*	9**	75*
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	8 7%	-	-	8 7%	-	-	3 5%	5 10%	3 14%	1 6%	3 7%	1 6%	-	4 11%	3 7%	1 4%	-	8 8%	1 4%	7 8%	2 22%	5 7%
INFORMATION (SUB-NET)	8 7%	-	-	8 7%	-	-	3 5%	5 10%	3 14%	1 6%	3 7%	1 6%	-	4 11%	3 7%	1 4%	-	8 8%	1 4%	7 8%	2 22%	5 7%
Comprehensive/Can search all information in one place	4 4%	-	-	4 4%	-	-	2 3%	2 4%	1 5%	1 6%	1 2%	1 6%	-	2 5%	1 2%	1 4%	-	4 4%	1 4%	3 4%	-	3 4%
Good/Helpful information	3 3%	-	-	3 3%	-	-	-	3 6%	2 9%	-	1 2%	-	-	2 5%	1 2%	-	-	3 3%	-	3 4%	2 22%	1 1%
Information/Informative	1 1%	-	-	1 1%	-	-	1 2%	-	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	1 1%	-	1 1%
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	7 6%	-	-	7 6%	-	-	2 3%	5 10%	2 9%	1 6%	1 2%	1 6%	2 20%	3 8%	1 2%	3 11%	1 8%	6 6%	1 4%	6 7%	1 11%	5 7%
Safe/Good security	4 4%	-	-	4 4%	-	-	1 2%	3 6%	-	1 6%	-	1 6%	2 20%	1 3%	-	3 11%	-	4 4%	-	4 5%	-	4 5%
No/Less spam	1 1%	-	-	1 1%	-	-	1 2%	-	-	-	1 2%	-	-	-	1 2%	-	1 8%	-	-	1 1%	-	1 1%
Virus/Malware protected	1 1%	-	-	1 1%	-	-	-	1 2%	1 5%	-	-	-	-	1 3%	-	-	-	1 1%	1 4%	-	-	-

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

Q740_29. What made your experience with .uk very positive?
29. .uk

14 Mar 2015
Table 250

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	111	**	**	111	**	**	62*	49*	22**	16**	45*	18**	10**	38*	45*	28**	13**	98*	27**	84*	9**	75*
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	1 1%	-	-	1 1%	-	-	-	2 2%	5 5%	-	-	-	-	1 3%	-	-	-	1 1%	-	1 1%	1 11%	-
SITE APPEAL (NET)	6 5%	-	-	6 5%	-	-	3 5%	3 6%	1 5%	2 13%	2 4%	1 6%	-	3 8%	2 4%	1 4%	-	6 6%	1 4%	5 6%	-	5 7%
It's professional	2 2%	-	-	2 2%	-	-	1 2%	2 2%	1 5%	1 6%	-	-	-	2 5%	-	-	-	2 2%	1 4%	1 1%	-	1 1%
Everything/Good/Like site	1 1%	-	-	1 1%	-	-	1 2%	-	-	1 6%	-	-	-	1 3%	-	-	-	1 1%	-	1 1%	-	1 1%
Descriptive/Indicates what it stands for	1 1%	-	-	1 1%	-	-	-	1 2%	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	1 1%	-	1 1%
OK/Fine	1 1%	-	-	1 1%	-	-	1 2%	-	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	1 1%	-	1 1%
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	2 2%	-	-	2 2%	-	-	1 2%	1 2%	-	1 6%	-	1 6%	-	1 3%	-	1 4%	-	2 2%	-	2 2%	-	2 3%
MISCELLANEOUS (NET)	4 4%	-	-	4 4%	-	-	2 3%	2 4%	1 5%	-	2 4%	1 6%	-	1 3%	2 4%	1 4%	-	4 4%	3 11%	1 1%	-	1 1%

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

Q740_29. What made your experience with .uk very positive?
29. .uk

14 Mar 2015
Table 250

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	111	-**	-**	111	-**	-**	62*	49*	22**	16**	45*	18**	10**	38*	45*	28**	13**	98*	27**	84*	9**	75*
Meets my expectations/needs/Always find what I need/want	3 3%	-	-	3 3%	-	-	2 3%	1 2%	1 5%	-	1 2%	1 6%	-	1 3%	1 2%	1 4%	-	3 3%	2 7%	1 1%	-	1 1%
Positive/Just was	1 1%	-	-	1 1%	-	-	-	1 2%	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	1 4%	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	1 1%	-	-	1 1%	-	-	-	1 2%	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	1 1%	-	1 1%
Good service/customer service/support	1 1%	-	-	1 1%	-	-	-	1 2%	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	1 1%	-	1 1%
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2 2%	-	-	2 2%	-	-	1 2%	1 2%	1 5%	-	-	1 6%	-	1 3%	-	1 4%	-	2 2%	-	2 2%	-	2 3%
Declined to answer	6 5%	-	-	6 5%	-	-	6 10%	-	-	1 6%	3 7%	1 6%	1 10%	1 3%	3 7%	2 7%	2 15%	4 4%	2 7%	4 5%	1 11%	3 4%
Sigma	153 138%	-	-	153 138%	-	-	77 124%	76 155%	32 145%	23 144%	59 131%	26 144%	13 130%	55 145%	59 131%	39 139%	17 131%	136 139%	35 130%	118 140%	15 167%	103 137%

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

Q740_30. What made your experience with .fr very positive?
30 .fr

14 Mar 2015
Table 251

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	72*	**	**	72*	**	**	29**	43*	5**	9**	34*	11**	13**	14**	34*	24**	12**	60*	14**	58*	8**	50*
Weighted Base	72*	**	**	72*	**	**	29**	43*	5**	9**	34*	11**	13**	14**	34*	24**	12**	60*	14**	58*	8**	50*
USAGE (NET)	25 35%	-	-	25 35%	-	-	9 31%	16 37%	3 60%	3 33%	9 26%	2 18%	8 62%	6 43%	9 26%	10 42%	4 33%	21 35%	4 29%	21 36%	1 13%	20 40%
COUNTRIES (SUB-NET)	17 24%	-	-	17 24%	-	-	6 21%	11 26%	3 60%	3 33%	6 18%	2 18%	3 23%	6 43%	6 18%	5 21%	1 8%	16 27%	3 21%	14 24%	-	14 28%
It's my country's extension	1 1%	-	-	1 1%	-	-	-	2%	-	-	-	1 9%	-	-	-	1 4%	-	1 2%	-	1 2%	-	1 2%
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_30. What made your experience with .fr very positive?
30. .fr

14 Mar 2015
Table 251

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	72*	**	**	72*	**	**	29**	43*	5**	9**	34*	11**	13**	14**	34*	24**	12**	60*	14**	58*	8**	50*
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	16 22%	-	-	16 22%	-	-	6 21%	10 23%	3 60%	3 33%	6 18%	1 9%	3 23%	6 43%	6 18%	4 17%	1 8%	15 25%	3 21%	13 22%	-	13 26%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	6 8%	-	-	6 8%	-	-	2 7%	4 9%	-	-	3 9%	-	3 23%	-	3 9%	3 13%	3 25%	3 5%	-	6 10%	1 13%	5 10%
Always use it/The one I use most/frequently	6 8%	-	-	6 8%	-	-	2 7%	4 9%	-	-	3 9%	-	3 23%	-	3 9%	3 13%	3 25%	3 5%	-	6 10%	1 13%	5 10%
Familiar with website/Have visited/used before/in the past	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	3 4%	-	-	3 4%	-	-	1 3%	2 5%	-	-	1 3%	-	2 15%	-	1 3%	2 8%	-	3 5%	1 7%	2 3%	-	2 4%
Allows for searching/browsing	2 3%	-	-	2 3%	-	-	-	2 5%	-	-	1 3%	-	1 8%	-	1 3%	1 4%	-	2 3%	1 7%	1 2%	-	1 2%
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	1 1%	-	-	1 1%	-	-	1 3%	-	-	-	-	-	1 8%	-	-	1 4%	-	1 2%	-	1 2%	-	1 2%
BUSINESSES/ORGANIZATIONS (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_30. What made your experience with .fr very positive?
30. .fr

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	72*	**	**	72*	**	**	29**	43*	5**	9**	34*	11**	13**	14**	34*	24**	12**	60*	14**	58*	8**	50*
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	22 31%	-	-	22 31%	-	-	9 31%	13 30%	3 60%	4 44%	9 26%	4 36%	2 15%	7 50%	9 26%	6 25%	3 25%	19 32%	6 43%	16 28%	3 38%	13 26%
No problems/Good experience with website	13 18%	-	-	13 18%	-	-	6 21%	7 16%	-	3 33%	6 18%	3 27%	1 8%	3 21%	6 18%	4 17%	2 17%	11 18%	2 14%	11 19%	3 38%	8 16%
Reliable	7 10%	-	-	7 10%	-	-	2 7%	5 12%	2 40%	1 11%	2 6%	1 9%	1 8%	3 21%	2 6%	2 8%	-	7 12%	3 21%	4 7%	-	4 8%
Worked/Effective	2 3%	-	-	2 3%	-	-	1 3%	1 2%	1 20%	-	-	1 9%	-	1 7%	-	1 4%	-	2 3%	-	2 3%	-	2 4%
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fast/Good speed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	1 1%	-	-	1 1%	-	-	1 3%	-	-	-	1 3%	-	-	-	1 3%	-	1 8%	-	1 7%	-	-	-

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

Q740_30. What made your experience with .fr very positive?
30. .fr

14 Mar 2015
Table 251

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	72*	-**	-**	72*	-**	-**	29**	43*	5**	9**	34*	11**	13**	14**	34*	24**	12**	60*	14**	58*	8**	50*
SITE APPEAL (NET)	5 7%	-	-	5 7%	-	-	3 10%	2 5%	-	1 11%	3 9%	1 9%	-	1 7%	3 9%	1 4%	2 17%	3 5%	1 7%	4 7%	1 13%	3 6%
Interesting websites	2 3%	-	-	2 3%	-	-	1 3%	1 2%	-	1 11%	1 3%	-	-	1 7%	1 3%	-	1 8%	1 2%	1 7%	1 2%	-	1 2%
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Everything/Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	3 4%	-	-	3 4%	-	-	2 7%	1 2%	-	-	2 6%	1 9%	-	-	2 6%	1 4%	1 8%	2 3%	-	3 5%	1 13%	2 4%
BRAND/QUALITY (NET)	5 7%	-	-	5 7%	-	-	4 14%	2 2%	-	1 11%	3 9%	-	1 8%	1 7%	3 9%	1 4%	3 25%	2 3%	-	5 9%	2 25%	3 6%
Well known/Popular/Most commonly used domain	3 4%	-	-	3 4%	-	-	3 10%	-	-	1 11%	1 3%	-	1 8%	1 7%	1 3%	1 4%	2 17%	1 2%	-	3 5%	-	3 6%
Honest/trustworthy	1 1%	-	-	1 1%	-	-	-	1 2%	-	-	1 3%	-	-	-	1 3%	-	-	1 2%	-	1 2%	1 13%	-

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

Q740_30. What made your experience with .fr very positive?
30. .fr

14 Mar 2015
Table 251

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	72*	**	**	72*	**	**	29**	43*	5**	9**	34*	11**	13**	14**	34*	24**	12**	60*	14**	58*	8**	50*
It's a legitimate/credible site/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	1 1%	-	-	1 1%	-	-	3 3%	-	-	3 3%	-	-	-	-	3 3%	-	1 8%	-	-	1 2%	1 13%	-
SECURITY (NET)	4 6%	-	-	4 6%	-	-	2 7%	2 5%	-	3 9%	-	1 8%	-	-	3 9%	1 4%	-	4 7%	2 14%	2 3%	1 13%	1 2%
Safe/Good security	3 4%	-	-	3 4%	-	-	1 3%	2 5%	-	2 6%	-	1 8%	-	-	2 6%	1 4%	-	3 5%	1 7%	2 3%	1 13%	1 2%
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	1 1%	-	-	1 1%	-	-	3 3%	-	-	3 3%	-	-	-	-	3 3%	-	-	2 2%	1 7%	-	-	-
CONTENT (NET)	3 4%	-	-	3 4%	-	-	1 3%	2 5%	-	1 3%	1 9%	1 8%	-	-	1 3%	2 8%	-	3 5%	2 14%	1 2%	-	1 2%
INFORMATION (SUB-NET)	2 3%	-	-	2 3%	-	-	-	2 5%	-	1 3%	-	1 8%	-	-	1 3%	1 4%	-	2 3%	1 7%	1 2%	-	1 2%
Accurate/Authentic information	1 1%	-	-	1 1%	-	-	-	1 2%	-	-	-	-	1 8%	-	-	1 4%	-	1 2%	-	1 2%	-	1 2%
Comprehensive/Can search all information in one place	1 1%	-	-	1 1%	-	-	-	1 2%	-	1 3%	-	-	-	-	1 3%	-	-	1 2%	1 7%	-	-	-

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

Q740_30. What made your experience with .fr very positive?
30. .fr

14 Mar 2015
Table 251

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	72*	**	**	72*	**	**	29**	43*	5**	9**	34*	11**	13**	14**	34*	24**	12**	60*	14**	58*	8**	50*
Good/Helpful information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Information/Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	1%	-	-	1%	-	-	3%	-	-	-	1%	-	-	-	-	4%	-	2%	7%	-	-	-
Good/Like the content	1%	-	-	1%	-	-	3%	-	-	-	1%	-	-	-	-	4%	-	2%	7%	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	3%	-	-	3%	-	-	7%	2%	-	-	6%	1%	-	-	6%	1%	-	5%	7%	2%	-	4%
Accessible/Easy to access/find	1%	-	-	1%	-	-	3%	-	-	-	1%	-	-	-	-	4%	-	2%	-	2%	-	2%
Easy to use/navigate	1%	-	-	1%	-	-	-	2%	-	-	3%	-	-	-	3%	-	-	2%	-	2%	-	2%
Practical/Useful/Helpful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	1%	-	-	1%	-	-	3%	-	-	-	3%	-	-	-	3%	-	-	2%	7%	-	-	-
MISCELLANEOUS (NET)	3%	-	-	3%	-	-	-	7%	-	-	6%	1%	-	-	6%	1%	8%	2%	-	5%	-	6%

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

Q740_30. What made your experience with .fr very positive?
30. .fr

14 Mar 2015
Table 251

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	72*	-**	-**	72*	-**	-**	29**	43*	5**	9**	34*	11**	13**	14**	34*	24**	12**	60*	14**	58*	8**	50*
Meets my expectations/needs/Always find what I need/want	2 3%	-	-	2 3%	-	-	-	2 5%	-	-	1 3%	1 9%	-	-	1 3%	1 4%	1 8%	1 2%	-	2 3%	-	2 4%
Positive/Just was	1 1%	-	-	1 1%	-	-	-	1 2%	-	-	1 3%	-	-	-	1 3%	-	-	1 2%	-	1 2%	-	1 2%
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	1 1%	-	-	1 1%	-	-	-	1 2%	1 20%	-	-	-	-	1 7%	-	-	-	1 2%	-	1 2%	-	1 2%
Good service/customer service/support	1 1%	-	-	1 1%	-	-	-	1 2%	1 20%	-	-	-	-	1 7%	-	-	-	1 2%	-	1 2%	-	1 2%
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	5 7%	-	-	5 7%	-	-	3 10%	2 5%	-	1 11%	3 9%	-	1 8%	1 7%	3 9%	1 4%	1 8%	4 7%	-	5 9%	1 13%	4 8%
Don't know	4 6%	-	-	4 6%	-	-	3 10%	1 2%	-	-	2 6%	1 9%	1 8%	-	2 6%	2 8%	-	4 7%	-	4 7%	-	4 8%
Declined to answer	4 6%	-	-	4 6%	-	-	1 3%	3 7%	-	1 11%	2 6%	1 9%	-	1 7%	2 6%	1 4%	1 8%	3 5%	1 7%	3 5%	-	3 6%
Sigma	86 119%	-	-	86 119%	-	-	38 131%	48 112%	7 140%	11 122%	40 118%	13 118%	15 115%	18 129%	40 118%	28 117%	15 125%	71 118%	17 121%	69 119%	9 113%	60 120%

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

Q740_31. What made your experience with .de very positive?
31. .de

14 Mar 2015
Table 252

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	89*	**	**	89*	**	**	57*	32*	**	6**	40*	30*	13**	6**	40*	43*	14**	75*	34*	55*	1**	54*
Weighted Base	89*	**	**	89*	**	**	57*	32*	**	6**	40*	30*	13**	6**	40*	43*	14**	75*	34*	55*	1**	54*
USAGE (NET)	33 37%	-	-	33 37%	-	-	24 42%	9 28%	-	4 67%	12 30%	9 30%	8 62%	4 67%	12 30%	17 40%	4 29%	29 39%	13 38%	20 36%	1 100%	19 35%
COUNTRIES (SUB-NET)	24 27%	-	-	24 27%	-	-	16 28%	8 25%	-	4 67%	11 28%	6 20%	3 23%	4 67%	11 28%	9 21%	2 14%	22 29%	11 32%	13 24%	1 100%	12 22%
German based website	23 26%	-	-	23 26%	-	-	15 26%	8 25%	-	3 50%	11 28%	6 20%	3 23%	3 50%	11 28%	9 21%	2 14%	21 28%	10 29%	13 24%	1 100%	12 22%
It's my country's extension	1 1%	-	-	1 1%	-	-	1 2%	-	-	1 17%	-	-	-	1 17%	-	-	-	1 1%	1 3%	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_31. What made your experience with .de very positive?
31. .de

14 Mar 2015
Table 252

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	89*	**	**	89*	**	**	57*	32*	**	6**	40*	30*	13**	6**	40*	43*	14**	75*	34*	55*	1**	54*
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	89%	-	-	89%	-	-	712%	31%	-	-	31%	27%	538%	-	31%	716%	214%	68%	26%	611%	-	611%
Always use it/The one I use most/frequently	78%	-	-	78%	-	-	712%	-	-	-	-	27%	538%	-	-	716%	17%	68%	13%	611%	-	611%
Familiar with website/Have visited/used before/in the past	11%	-	-	11%	-	-	-	31%	-	-	31%	-	-	-	31%	-	17%	-	31%	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	22%	-	-	22%	-	-	12%	31%	-	-	-	27%	-	-	-	25%	-	23%	13%	12%	-	12%
Specific to a company/good/large companies	22%	-	-	22%	-	-	12%	31%	-	-	-	27%	-	-	-	25%	-	23%	13%	12%	-	12%
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_31. What made your experience with .de very positive?

14 Mar 2015
Table 252

31. .de

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	89*	**	**	89*	**	**	57*	32*	**	6**	40*	30*	13**	6**	40*	43*	14**	75*	34*	55*	1**	54*
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	2 2%	-	-	2 2%	-	-	2 4%	-	-	-	-	2 7%	-	-	-	2 5%	-	2 3%	-	2 4%	-	2 4%
Personal usage site	1 1%	-	-	1 1%	-	-	1 2%	-	-	-	-	1 3%	-	-	-	1 2%	-	1 1%	-	1 2%	-	1 2%
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	1 1%	-	-	1 1%	-	-	1 2%	-	-	-	-	1 3%	-	-	-	1 2%	-	1 1%	-	1 2%	-	1 2%
PERFORMANCE (NET)	17 19%	-	-	17 19%	-	-	11 19%	6 19%	-	-	8 20%	6 20%	3 23%	-	8 20%	9 21%	2 14%	15 20%	5 15%	12 22%	-	12 22%
No problems/Good experience with website	17 19%	-	-	17 19%	-	-	11 19%	6 19%	-	-	8 20%	6 20%	3 23%	-	8 20%	9 21%	2 14%	15 20%	5 15%	12 22%	-	12 22%
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fast/Good speed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_31. What made your experience with .de very positive?
31. .de

14 Mar 2015
Table 252

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	89*	-**	-**	89*	-**	-**	57*	32*	-**	6**	40*	30*	13**	6**	40*	43*	14**	75*	34*	55*	1**	54*
BRAND/QUALITY (NET)	15 17%	-	-	15 17%	-	-	7 12%	8 25%	-	-	7 18%	7 23%	1 8%	-	7 18%	8 19%	2 14%	13 17%	6 18%	9 16%	-	9 17%
Well known/Popular/Most commonly used domain	8 9%	-	-	8 9%	-	-	3 5%	5 16%	-	-	5 13%	2 7%	1 8%	-	5 13%	3 7%	1 7%	7 9%	1 3%	7 13%	-	7 13%
Reputable	4 4%	-	-	4 4%	-	-	2 4%	2 6%	-	-	1 3%	3 10%	-	-	1 3%	3 7%	1 7%	3 4%	3 9%	1 2%	-	1 2%
Well established/Been around for a long time	1 1%	-	-	1 1%	-	-	-	1 3%	-	-	-	1 3%	-	-	-	1 2%	-	1 1%	-	1 2%	-	1 2%
It's a legitimate/credible site/domain	1 1%	-	-	1 1%	-	-	1 2%	-	-	-	-	1 3%	-	-	-	1 2%	-	1 1%	1 3%	-	-	-
Honest/trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	1 1%	-	-	1 1%	-	-	1 2%	-	-	-	1 3%	-	-	-	1 3%	-	-	1 1%	1 3%	-	-	-
SECURITY (NET)	6 7%	-	-	6 7%	-	-	4 7%	2 6%	-	-	4 10%	1 3%	1 8%	-	4 10%	2 5%	2 14%	4 5%	1 3%	5 9%	-	5 9%
Safe/Good security	5 6%	-	-	5 6%	-	-	3 5%	2 6%	-	-	3 8%	1 3%	1 8%	-	3 8%	2 5%	2 14%	3 4%	1 3%	4 7%	-	4 7%
Virus/Malware protected	1 1%	-	-	1 1%	-	-	1 2%	-	-	-	1 3%	-	-	-	1 3%	-	-	1 1%	-	1 2%	-	1 2%
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	4 4%	-	-	4 4%	-	-	2 4%	2 6%	-	-	2 5%	2 7%	-	-	2 5%	2 5%	-	4 5%	-	4 7%	-	4 7%

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

Q740_31. What made your experience with .de very positive?
31. .de

14 Mar 2015
Table 252

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	89*	-**	-**	89*	-**	-**	57*	32*	-**	6**	40*	30*	13**	6**	40*	43*	14**	75*	34*	55*	1**	54*
Everything/Good/Like site	2 2%	-	-	2 2%	-	-	1 2%	1 3%	-	-	1 3%	1 3%	-	-	1 3%	1 2%	-	2 3%	-	2 4%	-	2 4%
OK/Fine	2 2%	-	-	2 2%	-	-	1 2%	1 3%	-	-	1 3%	1 3%	-	-	1 3%	1 2%	-	2 3%	-	2 4%	-	2 4%
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	4 4%	-	-	4 4%	-	-	3 5%	1 3%	-	-	2 5%	1 3%	1 8%	-	2 5%	2 5%	-	4 5%	2 6%	2 4%	-	2 4%
Meets my expectations/needs/Always find what I need/want	2 2%	-	-	2 2%	-	-	1 2%	1 3%	-	-	1 3%	1 3%	-	-	1 3%	1 2%	-	2 3%	-	2 4%	-	2 4%
Positive/Just was	2 2%	-	-	2 2%	-	-	2 4%	-	-	-	1 3%	-	1 8%	-	1 3%	1 2%	-	2 3%	2 6%	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_31. What made your experience with .de very positive?
31. .de

14 Mar 2015
Table 252

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	89*	-**	-**	89*	-**	-**	57*	32*	-**	6**	40*	30*	13**	6**	40*	43*	14**	75*	34*	55*	1**	54*
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	2%	-	-	2%	-	-	4%	-	-	-	7%	-	-	-	5%	-	3%	3%	2%	-	2%	
INFORMATION (SUB-NET)	2%	-	-	2%	-	-	4%	-	-	-	7%	-	-	-	5%	-	3%	3%	2%	-	2%	
Accurate/Authentic information	1%	-	-	1%	-	-	2%	-	-	-	3%	-	-	-	2%	-	1%	1%	2%	-	2%	
Information/Informative	1%	-	-	1%	-	-	2%	-	-	-	3%	-	-	-	2%	-	1%	3%	-	-	-	
Good/Helpful information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Comprehensive/Can search all information in one place	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
MISCELLANEOUS CONTENT (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
FUNCTIONALITY (NET)	1%	-	-	1%	-	-	2%	-	-	3%	-	-	-	3%	-	7%	-	3%	-	-	-	
Accessible/Easy to access/find	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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

Q740_31. What made your experience with .de very positive?

14 Mar 2015
Table 252

31. .de

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	89*	-**	-**	89*	-**	-**	57*	32*	-**	6**	40*	30*	13**	6**	40*	43*	14**	75*	34*	55*	1**	54*
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Practical/Useful/Helpful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	1 1%	-	-	1 1%	-	-	1 2%	-	-	-	1 3%	-	-	-	1 3%	-	1 7%	-	1 3%	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	3 3%	-	-	3 3%	-	-	3 9%	G	-	-	2 5%	1 3%	-	-	2 5%	1 2%	1 7%	2 3%	1 3%	2 4%	-	2 4%
Declined to answer	12 13%	-	-	12 13%	-	-	7 12%	5 16%	-	2 33%	6 15%	3 10%	1 8%	2 33%	6 15%	4 9%	3 21%	9 12%	5 15%	7 13%	-	7 13%
Sigma	100 112%	-	-	100 112%	-	-	63 111%	37 116%	-	6 100%	44 110%	35 117%	15 115%	6 100%	44 110%	50 116%	15 107%	85 113%	36 106%	64 116%	1 100%	63 117%

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

Q740_32. What made your experience with .us very positive?
32. .us

14 Mar 2015
Table 253

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	46*	46*	**	**	**	**	22**	24**	**	12**	13**	11**	10**	12**	13**	21**	9**	37*	8**	38*	1**	37*
Weighted Base	46*	46*	**	**	**	**	22**	24**	**	12**	13**	11**	10**	12**	13**	21**	9**	37*	8**	38*	1**	37*
USAGE (NET)	18 39%	18 39%	-	-	-	-	10 45%	8 33%	-	3 25%	4 31%	6 55%	5 50%	3 25%	4 31%	11 52%	5 56%	13 35%	5 63%	13 34%	-	13 35%
BUSINESSES/ORGANIZATIONS (SUB-NET)	13 28%	13 28%	-	-	-	-	8 36%	5 21%	-	2 17%	2 15%	5 45%	4 40%	2 17%	2 15%	9 43%	5 56%	8 22%	3 38%	10 26%	-	10 27%
Government website/extension	7 15%	7 15%	-	-	-	-	4 18%	3 13%	-	1 8%	-	3 27%	3 30%	1 8%	-	6 29%	3 33%	4 11%	1 13%	6 16%	-	6 16%
Business/Work website usage	3 7%	3 7%	-	-	-	-	2 9%	1 4%	-	-	-	2 18%	1 10%	-	-	3 14%	1 11%	2 5%	-	3 8%	-	3 8%
Specific to a company/good/large companies	2 4%	2 4%	-	-	-	-	2 9%	-	-	1 8%	1 8%	-	-	1 8%	1 8%	-	-	2 5%	2 25%	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	1 2%	1 2%	-	-	-	-	-	1 4%	-	-	1 8%	-	-	-	1 8%	-	1 11%	-	-	1 3%	-	1 3%
COUNTRIES (SUB-NET)	5 11%	5 11%	-	-	-	-	2 9%	3 13%	-	1 8%	3 23%	1 9%	-	1 8%	3 23%	1 5%	-	5 14%	2 25%	3 8%	-	3 8%
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_32. What made your experience with .us very positive?

14 Mar 2015
Table 253

32. .us

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	46*	46*	**	**	**	**	22**	24**	**	12**	13**	11**	10**	12**	13**	21**	9**	37*	8**	38*	1**	37*
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	5 11%	5 11%	-	-	-	-	2 9%	3 13%	-	1 8%	3 23%	1 9%	-	1 8%	3 23%	1 5%	-	5 14%	2 25%	3 8%	-	3 8%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	2 4%	2 4%	-	-	-	-	1 5%	1 4%	-	-	-	1 9%	1 10%	-	-	2 10%	1 11%	1 3%	1 13%	1 3%	-	1 3%
Always use it/The one I use most/frequently	2 4%	2 4%	-	-	-	-	1 5%	1 4%	-	-	-	1 9%	1 10%	-	-	2 10%	1 11%	1 3%	1 13%	1 3%	-	1 3%

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

Q740_32. What made your experience with .us very positive?
32. .us

14 Mar 2015
Table 253

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	46*	46*	**	**	**	**	22**	24**	**	12**	13**	11**	10**	12**	13**	21**	9**	37*	8**	38*	1**	37*
Familiar with website/Have visited/used before/in the past	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	13 28%	13 28%	-	-	-	-	5 23%	8 33%	-	4 33%	3 23%	4 36%	2 20%	4 33%	3 23%	6 29%	2 22%	11 30%	-	13 34%	1 100%	12 32%
No problems/Good experience with website	11 24%	11 24%	-	-	-	-	5 23%	6 25%	-	2 17%	3 23%	4 36%	2 20%	2 17%	3 23%	6 29%	2 22%	9 24%	-	11 29%	1 100%	10 27%
Worked/Effective	3 7%	3 7%	-	-	-	-	1 5%	2 8%	-	2 17%	-	-	1 10%	2 17%	-	1 5%	-	3 8%	-	3 8%	-	3 8%
Fast/Good speed	1 2%	1 2%	-	-	-	-	-	1 4%	-	1 8%	-	-	-	1 8%	-	-	-	1 3%	-	1 3%	-	1 3%
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_32. What made your experience with .us very positive?

14 Mar 2015
Table 253

32. .us

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	46*	46*	**	**	**	**	22**	24**	**	12**	13**	11**	10**	12**	13**	21**	9**	37*	8**	38*	1**	37*
SITE APPEAL (NET)	5 11%	5 11%	-	-	-	-	3 14%	2 8%	-	2 17%	2 15%	-	1 10%	2 17%	2 15%	1 5%	-	5 14%	1 13%	4 11%	-	4 11%
Everything/Good/Like site	2 4%	2 4%	-	-	-	-	2 9%	-	-	-	1 8%	-	1 10%	-	1 8%	1 5%	-	2 5%	-	2 5%	-	2 5%
It's memorable/Easy to remember	1 2%	1 2%	-	-	-	-	-	1 4%	-	1 8%	-	-	-	1 8%	-	-	-	1 3%	-	1 3%	-	1 3%
OK/Fine	1 2%	1 2%	-	-	-	-	-	1 4%	-	1 8%	-	-	-	1 8%	-	-	-	1 3%	-	1 3%	-	1 3%
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	1 2%	1 2%	-	-	-	-	1 5%	-	-	-	1 8%	-	-	-	1 8%	-	-	1 3%	1 13%	-	-	-
FUNCTIONALITY (NET)	4 9%	4 9%	-	-	-	-	2 9%	2 8%	-	1 8%	2 15%	1 9%	-	1 8%	2 15%	1 5%	1 11%	3 8%	-	4 11%	-	4 11%
Easy to use/navigate	3 7%	3 7%	-	-	-	-	1 5%	2 8%	-	1 8%	1 8%	1 9%	-	1 8%	1 8%	1 5%	1 11%	2 5%	-	3 8%	-	3 8%
Accessible/Easy to access/find	1 2%	1 2%	-	-	-	-	1 5%	-	-	-	1 8%	-	-	-	1 8%	-	-	1 3%	-	1 3%	-	1 3%

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

Q740_32. What made your experience with .us very positive?
32. .us

14 Mar 2015
Table 253

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	46*	46*	**	**	**	**	22**	24**	**	12**	13**	11**	10**	12**	13**	21**	9**	37*	8**	38*	1**	37*
Practical/Useful/Helpful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND/QUALITY (NET)	3 7%	3 7%	-	-	-	-	-	3 13%	-	3 25%	-	-	-	3 25%	-	-	-	3 8%	-	3 8%	1 100%	2 5%
Well known/Popular/Most commonly used domain	2 4%	2 4%	-	-	-	-	-	2 8%	-	2 17%	-	-	-	2 17%	-	-	-	2 5%	-	2 5%	1 100%	1 3%
It's a legitimate/credible site/domain	1 2%	1 2%	-	-	-	-	-	1 4%	-	1 8%	-	-	-	1 8%	-	-	-	1 3%	-	1 3%	-	1 3%
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Honest/trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	3 7%	3 7%	-	-	-	-	1 5%	2 8%	-	1 8%	1 9%	1 10%	-	1 8%	2 10%	1 11%	2 5%	-	3 8%	-	3 8%	
INFORMATION (SUB-NET)	3 7%	3 7%	-	-	-	-	1 5%	2 8%	-	1 8%	1 9%	1 10%	-	1 8%	2 10%	1 11%	2 5%	-	3 8%	-	3 8%	

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

Q740_32. What made your experience with .us very positive?

14 Mar 2015
Table 253

32. .us

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	46*	46*	**	**	**	**	22**	24**	**	12**	13**	11**	10**	12**	13**	21**	9**	37*	8**	38*	1**	37*
Comprehensive/Can search all information in one place	2 4%	2 4%	-	-	-	-	-	2 8%	-	-	1 8%	1 9%	-	-	1 8%	1 5%	1 11%	1 3%	-	2 5%	-	2 5%
Good/Helpful information	1 2%	1 2%	-	-	-	-	1 5%	-	-	-	-	-	1 10%	-	-	1 5%	-	1 3%	-	1 3%	-	1 3%
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Information/Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Good security	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_32. What made your experience with .us very positive?
32. .us

14 Mar 2015
Table 253

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	46*	46*	**	**	**	**	22**	24**	**	12**	13**	11**	10**	12**	13**	21**	9**	37*	8**	38*	1**	37*
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Meets my expectations/needs/Always find what I need/want	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive/Just was	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	1 2%	1 2%	-	-	-	-	-	1 4%	-	1 8%	-	-	-	1 8%	-	-	-	1 3%	1 13%	-	-	-
Don't know	5 11%	5 11%	-	-	-	-	2 9%	3 13%	-	2 17%	1 8%	1 9%	1 10%	2 17%	1 8%	2 10%	1 11%	4 11%	1 13%	4 11%	-	4 11%
Declined to answer	4 9%	4 9%	-	-	-	-	3 14%	1 4%	-	-	3 23%	-	1 10%	-	3 23%	1 5%	-	4 11%	1 13%	3 8%	-	3 8%
Sigma	60 130%	60 130%	-	-	-	-	28 127%	32 133%	-	17 142%	17 131%	14 127%	12 120%	17 142%	17 131%	26 124%	11 122%	49 132%	10 125%	50 132%	2 200%	48 130%

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

Q740_33. What made your experience with .ca very positive?
33. .ca

14 Mar 2015
Table 254

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	142	142	**	**	**	**	66*	76*	14**	24**	53*	29**	22**	38*	53*	51*	30*	112	30*	112	14**	98*
Weighted Base	142	142	**	**	**	**	66*	76*	14**	24**	53*	29**	22**	38*	53*	51*	30*	112	30*	112	14**	98*
USAGE (NET)	71 50%	71 50%	-	-	-	-	30 45%	41 54%	9 64%	9 38%	29 55%	15 52%	9 41%	18 47%	29 55%	24 47%	17 57%	54 48%	21 70%	50 45%	5 36%	45 46%
COUNTRIES (SUB-NET)	57 40%	57 40%	-	-	-	-	26 39%	31 41%	5 36%	8 33%	26 49%	12 41%	6 27%	13 34%	26 49%	18 35%	14 47%	43 38%	16 53%	41 37%	3 21%	38 39%
Canadian based website	54 38%	54 38%	-	-	-	-	25 38%	29 38%	5 36%	7 29%	26 49%	12 41%	4 18%	12 32%	26 49%	16 31%	13 43%	41 37%	15 50%	39 35%	3 21%	36 37%
It's my country's extension	2 1%	2 1%	-	-	-	-	1 2%	1 1%	-	1 4%	-	-	1 5%	1 3%	-	1 2%	-	2 2%	1 3%	1 1%	-	1 1%
Country specific (Unspec.)	1 1%	1 1%	-	-	-	-	-	1 1%	-	-	-	-	1 5%	-	-	1 2%	1 3%	-	-	1 1%	-	1 1%
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_33. What made your experience with .ca very positive?
33. .ca

14 Mar 2015
Table 254

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	142	142	**	**	**	**	66*	76*	14**	24**	53*	29**	22**	38*	53*	51*	30*	112	30*	112	14**	98*
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	9 6%	9 6%	-	-	-	-	5 8%	4 5%	4 29%	-	2 4%	2 7%	1 5%	4 11%	2 4%	3 6%	-	9 8%	2 7%	7 6%	2 14%	5 5%
Always use it/The one I use most/frequently	6 4%	6 4%	-	-	-	-	3 5%	3 4%	2 14%	-	1 2%	2 7%	1 5%	2 5%	1 2%	3 6%	-	6 5%	1 3%	5 4%	2 14%	3 3%
Familiar with website/Have visited/used before/in the past	3 2%	3 2%	-	-	-	-	2 3%	1 1%	2 14%	-	1 2%	-	-	2 5%	1 2%	-	-	3 3%	1 3%	2 2%	-	2 2%
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	8 6%	8 6%	-	-	-	-	2 3%	6 8%	-	1 4%	3 6%	3 10%	1 5%	1 3%	3 6%	4 8%	1 3%	7 6%	3 10%	5 4%	1 7%	4 4%
Government website/extension	6 4%	6 4%	-	-	-	-	2 3%	4 5%	-	-	3 6%	3 10%	-	-	3 6%	3 6%	1 3%	5 4%	1 3%	5 4%	1 7%	4 4%
Specific to a company/good/large companies	2 1%	2 1%	-	-	-	-	-	2 3%	-	-	-	1 3%	1 5%	-	-	2 4%	-	2 2%	1 3%	1 1%	-	1 1%
Business/Work website usage	1 1%	1 1%	-	-	-	-	-	1 1%	-	-	-	1 3%	-	-	-	1 2%	-	1 1%	1 3%	-	-	-
Used for non-profit organizations/purposes	1 1%	1 1%	-	-	-	-	-	1 1%	-	-	-	1 3%	-	-	-	1 2%	-	1 1%	-	1 1%	-	1 1%
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_33. What made your experience with .ca very positive?
33. .ca

14 Mar 2015
Table 254

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	142	142	**	**	**	**	66*	76*	14**	24**	53*	29**	22**	38*	53*	51*	30*	112	30*	112	14**	98*
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	2 1%	2 1%	-	-	-	-	-	2 3%	-	1 4%	-	1 3%	-	1 3%	-	1 2%	-	2 2%	2 7%	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	5 4%	5 4%	-	-	-	-	2 3%	3 4%	1 7%	-	2 4%	-	2 9%	1 3%	2 4%	2 4%	2 7%	3 3%	1 3%	4 4%	-	4 4%
Email usage	3 2%	3 2%	-	-	-	-	1 2%	2 3%	1 7%	-	1 2%	-	1 5%	1 3%	2 1%	1 2%	1 3%	2 2%	1 3%	2 2%	-	2 2%
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	2 1%	2 1%	-	-	-	-	1 2%	1 1%	-	-	1 2%	-	1 5%	-	1 2%	1 2%	1 3%	1 1%	-	2 2%	-	2 2%
PERFORMANCE (NET)	32 23%	32 23%	-	-	-	-	16 24%	16 21%	2 14%	7 29%	13 25%	8 28%	2 9%	9 24%	13 25%	10 20%	8 27%	24 21%	4 13%	28 25%	5 36%	23 23%
No problems/Good experience with website	23 16%	23 16%	-	-	-	-	13 20%	10 13%	1 7%	5 21%	8 15%	7 24%	2 9%	6 16%	8 15%	9 18%	7 23%	16 14%	3 10%	20 18%	4 29%	16 16%
Worked/Effective	6 4%	6 4%	-	-	-	-	2 3%	4 5%	-	3 13%	2 4%	1 3%	-	3 8%	2 4%	1 2%	-	6 5%	-	6 5%	-	6 6%
Fast/Good speed	3 2%	3 2%	-	-	-	-	2 3%	1 1%	-	-	3 6%	-	-	-	3 6%	-	1 3%	2 2%	1 3%	2 2%	-	2 2%
Reliable	1 1%	1 1%	-	-	-	-	-	1 1%	1 7%	-	-	-	-	1 3%	-	-	-	1 1%	-	1 1%	1 7%	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_33. What made your experience with .ca very positive?
33. .ca

14 Mar 2015
Table 254

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	142	142	**	**	**	**	66*	76*	14**	24**	53*	29**	22**	38*	53*	51*	30*	112	30*	112	14**	98*
BRAND/QUALITY (NET)	23 16%	23 16%	-	-	-	-	10 15%	13 17%	2 14%	5 21%	7 13%	4 14%	5 23%	7 18%	7 13%	9 18%	2 7%	21 19%	5 17%	18 16%	4 29%	14 14%
Honest/trustworthy	8 6%	8 6%	-	-	-	-	4 6%	4 5%	-	3 13%	1 2%	3 10%	1 5%	3 8%	1 2%	4 8%	-	8 7%	2 7%	6 5%	1 7%	5 5%
It's a legitimate/credible site/domain	7 5%	7 5%	-	-	-	-	1 2%	6 8%	1 7%	1 4%	3 6%	2 7%	-	2 5%	3 6%	2 4%	-	7 6%	1 3%	6 5%	3 21%	3 3%
Well known/Popular/Most commonly used domain	7 5%	7 5%	-	-	-	-	3 5%	4 5%	1 7%	1 4%	2 4%	-	3 14%	2 5%	4 2%	3 6%	2 7%	5 4%	1 3%	6 5%	-	6 6%
Reputable	1 1%	1 1%	-	-	-	-	1 2%	-	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	1 3%	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	1 1%	1 1%	-	-	-	-	1 2%	-	-	-	-	-	1 5%	-	-	1 2%	-	1 1%	-	1 1%	-	1 1%
CONTENT (NET)	13 9%	13 9%	-	-	-	-	6 9%	7 9%	-	4 17%	4 8%	-	5 23%	4 11%	4 8%	5 10%	3 10%	10 9%	3 10%	10 9%	-	10 10%
INFORMATION (SUB-NET)	11 8%	11 8%	-	-	-	-	4 6%	7 9%	-	3 13%	3 6%	-	5 23%	3 8%	3 6%	5 10%	3 10%	8 7%	3 10%	8 7%	-	8 8%
Good/Helpful information	4 3%	4 3%	-	-	-	-	2 3%	2 3%	-	3 13%	-	-	1 5%	3 8%	-	1 2%	1 3%	3 3%	1 3%	3 3%	-	3 3%
Information/Informative	4 3%	4 3%	-	-	-	-	1 2%	3 4%	-	-	2 4%	-	2 9%	-	2 4%	2 4%	1 3%	3 3%	1 3%	3 3%	-	3 3%
Comprehensive/Can search all information in one place	2 1%	2 1%	-	-	-	-	-	2 3%	-	-	1 2%	-	1 5%	-	1 2%	1 2%	1 3%	1 1%	1 3%	1 1%	-	1 1%
Accurate/Authentic information	1 1%	1 1%	-	-	-	-	1 2%	-	-	-	-	-	1 5%	-	-	1 2%	-	1 1%	-	1 1%	-	1 1%
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_33. What made your experience with .ca very positive?
33. .ca

14 Mar 2015
Table 254

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	142	142	**	**	**	**	66*	76*	14**	24**	53*	29**	22**	38*	53*	51*	30*	112	30*	112	14**	98*
MISCELLANEOUS CONTENT (SUB-NET)	2 1%	2 1%	-	-	-	-	2 3%	-	-	1 4%	1 2%	-	-	1 3%	1 2%	-	-	2 2%	-	2 2%	-	2 2%
Good/Like the content	1 1%	1 1%	-	-	-	-	1 2%	-	-	1 4%	-	-	-	1 3%	-	-	-	1 1%	-	1 1%	-	1 1%
News related websites (All news mentions, i.e. balance, up to date news, etc...)	1 1%	1 1%	-	-	-	-	1 2%	-	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	1 1%	-	1 1%
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	12 8%	12 8%	-	-	-	-	5 8%	7 9%	2 14%	3 13%	5 9%	1 3%	1 5%	5 13%	5 9%	2 4%	2 7%	10 9%	2 7%	10 9%	1 7%	9 9%
Safe/Good security	9 6%	9 6%	-	-	-	-	5 8%	4 5%	2 14%	1 4%	4 8%	1 3%	1 5%	3 8%	4 8%	2 4%	1 3%	8 7%	1 3%	8 7%	-	8 8%
No/Less spam	2 1%	2 1%	-	-	-	-	-	2 3%	-	1 4%	1 2%	-	-	1 3%	1 2%	-	-	2 2%	1 3%	1 1%	1 7%	-
Virus/Malware protected	2 1%	2 1%	-	-	-	-	-	2 3%	-	1 4%	1 2%	-	-	1 3%	1 2%	-	1 3%	1 1%	-	2 2%	1 7%	1 1%
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	9 6%	9 6%	-	-	-	-	4 6%	5 7%	2 14%	-	6 11%	1 3%	-	2 5%	6 11%	1 2%	3 10%	6 5%	2 7%	7 6%	-	7 7%
Everything/Good/Like site	6 4%	6 4%	-	-	-	-	3 5%	3 4%	2 14%	-	3 6%	1 3%	-	2 5%	3 6%	1 2%	2 7%	4 4%	1 3%	5 4%	-	5 5%
It indicates seriousness/that it's important	1 1%	1 1%	-	-	-	-	1 2%	-	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	1 1%	-	1 1%
Not a lot of ads/pop ups	1 1%	1 1%	-	-	-	-	-	1 1%	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	1 3%	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_33. What made your experience with .ca very positive?
33. .ca

14 Mar 2015
Table 254

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	142	142	**	**	**	**	66*	76*	14**	24**	53*	29**	22**	38*	53*	51*	30*	112	30*	112	14**	98*
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	1 1%	1 1%	-	-	-	-	-	1 1%	-	-	1 2%	-	-	-	1 2%	-	1 3%	-	-	1 1%	-	1 1%
FUNCTIONALITY (NET)	7 5%	7 5%	-	-	-	-	1 2%	6 8%	2 14%	2 8%	1 2%	1 3%	1 5%	4 11%	1 2%	2 4%	3 10%	4 4%	-	7 6%	1 7%	6 6%
Easy to use/navigate	3 2%	3 2%	-	-	-	-	-	3 4%	1 7%	1 4%	1 2%	-	-	2 5%	1 2%	-	2 7%	1 1%	-	3 3%	-	3 3%
Practical/Useful/Helpful	3 2%	3 2%	-	-	-	-	1 2%	2 3%	1 7%	1 4%	-	-	1 5%	2 5%	-	1 2%	-	3 3%	-	3 3%	1 7%	2 2%
Accessible/Easy to access/find	1 1%	1 1%	-	-	-	-	-	1 1%	-	-	-	1 3%	-	-	-	1 2%	1 3%	-	-	1 1%	-	1 1%
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	3 2%	3 2%	-	-	-	-	-	3 4%	-	-	1 2%	1 3%	1 5%	-	1 2%	2 4%	1 3%	2 2%	-	3 3%	1 7%	2 2%

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

Q740_33. What made your experience with .ca very positive?

14 Mar 2015
Table 254

33. .ca

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	142	142	**	**	**	**	66*	76*	14**	24**	53*	29**	22**	38*	53*	51*	30*	112	30*	112	14**	98*
Meets my expectations/needs/Always find what I need/want	2 1%	2 1%	-	-	-	-	-	2 3%	-	-	-	1 3%	1 5%	-	-	2 4%	1 3%	1 1%	-	2 2%	-	2 2%
Positive/Just was	1 1%	1 1%	-	-	-	-	-	1 1%	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	1 1%	1 7%	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	2 1%	2 1%	-	-	-	-	2 3%	-	-	-	-	2 7%	-	-	-	2 4%	-	2 2%	-	2 2%	-	2 2%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	6 4%	6 4%	-	-	-	-	5 8%	1 1%	-	1 4%	4 8%	-	1 5%	1 3%	4 8%	1 2%	2 7%	4 4%	2 7%	4 4%	1 7%	3 3%
Sigma	193 136%	193 136%	-	-	-	-	85 129%	108 142%	20 143%	32 133%	75 142%	40 138%	26 118%	52 137%	75 142%	66 129%	41 137%	152 136%	42 140%	151 135%	20 143%	131 134%

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

Q740_34. What made your experience with .mx very positive?
34. .mx

14 Mar 2015
Table 255

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	111	111	**	**	**	**	66*	45*	19**	30*	51*	9**	2**	49*	51*	11**	21**	90*	46*	65*	41*	24**
Weighted Base	111	111	**	**	**	**	66*	45*	19**	30*	51*	9**	2**	49*	51*	11**	21**	90*	46*	65*	41*	24**
USAGE (NET)	49 44%	49 44%	-	-	-	-	27 41%	22 49%	11 58%	13 43%	23 45%	2 22%	-	24 49%	23 45%	2 18%	8 38%	41 46%	25 54%	24 37%	14 34%	10 42%
COUNTRIES (SUB-NET)	43 39%	43 39%	-	-	-	-	25 38%	18 40%	11 58%	12 40%	18 35%	2 22%	-	23 47%	18 35%	2 18%	7 33%	36 40%	21 46%	22 34%	14 34%	8 33%
It's my country's extension	23 21%	23 21%	-	-	-	-	13 20%	10 22%	5 26%	7 23%	10 20%	1 11%	-	12 24%	10 20%	1 9%	1 5%	22 24%	9 20%	14 22%	10 24%	4 17%
Mexico based website	14 13%	14 13%	-	-	-	-	8 12%	6 13%	4 21%	4 13%	6 12%	-	-	8 16%	6 12%	-	5 24%	9 10%	7 15%	7 11%	4 10%	3 13%
Country specific (Unspec.)	5 5%	5 5%	-	-	-	-	3 5%	2 4%	1 5%	1 3%	2 4%	1 11%	-	2 4%	2 4%	1 9%	1 5%	4 4%	4 9%	1 2%	-	1 4%
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_34. What made your experience with .mx very positive?

14 Mar 2015
Table 255

34. .mx

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Weighted Base	111	111	**	**	**	**	66*	45*	19**	30*	51*	9**	2**	49*	51*	11**	21**	90*	46*	65*	41*	24**	
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other countries mentions	3 3%	3 3%	-	-	-	-	3 5%	-	1 5%	1 3%	1 2%	-	-	2 4%	1 2%	-	-	3 3%	2 4%	1 2%	1 2%	-	
BUSINESSES/ORGANIZATIONS (SUB-NET)	7 6%	7 6%	-	-	-	-	3 5%	4 9%	-	2 7%	5 10%	-	-	2 4%	5 10%	-	-	7 8%	5 11%	2 3%	1 2%	1 4%	
Business/Work website usage	2 2%	2 2%	-	-	-	-	-	2 4%	-	1 3%	1 2%	-	-	1 2%	1 2%	-	-	2 2%	1 2%	1 2%	-	1 4%	
Institutions websites/extensions	2 2%	2 2%	-	-	-	-	-	2 4%	-	-	2 4%	-	-	-	2 4%	-	-	2 2%	2 4%	-	-	-	
Specific to a company/good/large companies	2 2%	2 2%	-	-	-	-	2 3%	-	-	1 3%	1 2%	-	-	1 2%	1 2%	-	-	2 2%	2 4%	-	-	-	
Government website/extension	1 1%	1 1%	-	-	-	-	1 2%	-	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	1 2%	1 2%	-	
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other businesses/organizations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	3 3%	3 3%	-	-	-	-	1 2%	2 4%	-	-	3 6%	-	-	-	3 6%	-	-	1 5%	2 2%	1 2%	2 3%	-	2 8%
Always use it/The one I use most/frequently	2 2%	2 2%	-	-	-	-	1 2%	1 2%	-	-	2 4%	-	-	-	2 4%	-	-	1 5%	1 1%	1 2%	1 2%	-	1 4%

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

Q740_34. What made your experience with .mx very positive?
34. .mx

14 Mar 2015
Table 255

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	111	111	**	**	**	**	66*	45*	19**	30*	51*	9**	2**	49*	51*	11**	21**	90*	46*	65*	41*	24**
Familiar with website/Have visited/used before/in the past	1 1%	1 1%	-	-	-	-	-	2%	-	-	2%	-	-	-	2%	-	-	1%	-	2%	-	4%
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	2 2%	2 2%	-	-	-	-	-	4%	-	4%	-	-	-	-	4%	-	-	2%	2%	2%	-	4%
Allows for searching/browsing	1 1%	1 1%	-	-	-	-	-	2%	-	2%	-	-	-	-	2%	-	-	1%	-	2%	-	4%
Personal usage site	1 1%	1 1%	-	-	-	-	-	2%	-	2%	-	-	-	-	2%	-	-	1%	2%	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	30 27%	30 27%	-	-	-	-	24 36% H	6 13%	3 16%	12 40%	13 25%	-	2 100%	15 31%	13 25%	2 18%	6 29%	24 27%	12 26%	18 28%	14 34%	4 17%
Reliable	16 14%	16 14%	-	-	-	-	12 18%	4 9%	2 11%	8 27%	5 10%	-	1 50%	10 20%	5 10%	1 9%	2 10%	14 16%	6 13%	10 15%	8 20%	2 8%
No problems/Good experience with website	12 11%	12 11%	-	-	-	-	10 15%	2 4%	1 5%	3 10%	7 14%	-	1 50%	4 8%	7 14%	1 9%	3 14%	9 10%	5 11%	7 11%	5 12%	2 8%
Fast/Good speed	1 1%	1 1%	-	-	-	-	2%	-	-	3%	-	-	-	2%	-	-	5%	-	-	2%	2%	-
Worked/Effective	1 1%	1 1%	-	-	-	-	2%	-	-	2%	-	-	-	-	2%	-	-	1%	2%	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_34. What made your experience with .mx very positive?
34. .mx

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	111	111	**	**	**	**	66*	45*	19**	30*	51*	9**	2**	49*	51*	11**	21**	90*	46*	65*	41*	24**
FUNCTIONALITY (NET)	16 14%	16 14%	-	-	-	-	8 12%	8 18%	2 11%	3 10%	9 18%	2 22%	-	5 10%	9 18%	2 18%	4 19%	12 13%	4 9%	12 18%	5 12%	7 29%
Accessible/Easy to access/find	7 6%	7 6%	-	-	-	-	3 5%	4 9%	1 5%	-	5 10%	1 11%	-	1 2%	5 10%	1 9%	1 5%	6 7%	2 4%	5 8%	2 5%	3 13%
Easy to use/navigate	4 4%	4 4%	-	-	-	-	2 3%	2 4%	-	2 7%	2 4%	-	-	2 4%	2 4%	-	1 5%	3 3%	-	4 6%	2 5%	2 8%
Practical/Useful/Helpful	4 4%	4 4%	-	-	-	-	2 3%	2 4%	-	1 3%	2 4%	1 11%	-	1 2%	2 4%	1 9%	2 10%	2 2%	1 2%	3 5%	1 2%	2 8%
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	2 2%	2 2%	-	-	-	-	2 3%	-	1 5%	-	1 2%	-	-	1 2%	1 2%	-	1 5%	1 1%	1 2%	1 2%	-	1 4%
BRAND/QUALITY (NET)	14 13%	14 13%	-	-	-	-	10 15%	4 9%	4 21%	5 17%	5 10%	-	-	9 18%	5 10%	-	2 10%	12 13%	6 13%	8 12%	6 15%	2 8%
Well known/Popular/Most commonly used domain	8 7%	8 7%	-	-	-	-	6 9%	2 4%	2 11%	5 17%	1 2%	-	-	7 14%	1 2%	-	-	8 9%	3 7%	5 8%	3 7%	2 8%
Honest/trustworthy	4 4%	4 4%	-	-	-	-	3 5%	1 2%	2 11%	-	2 4%	-	-	2 4%	2 4%	-	-	4 4%	3 7%	1 2%	1 2%	-
It's a legitimate/credible site/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_34. What made your experience with .mx very positive?
34. .mx

14 Mar 2015
Table 255

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	111	111	**	**	**	**	66*	45*	19**	30*	51*	9**	2**	49*	51*	11**	21**	90*	46*	65*	41*	24**
Other brand/quality mentions	2 2%	2 2%	-	-	-	-	1 2%	1 2%	-	-	2 4%	-	-	-	2 4%	-	2 10%	-	-	2 3%	2 5%	-
MISCELLANEOUS (NET)	14 13%	14 13%	-	-	-	-	7 11%	7 16%	2 11%	3 10%	7 14%	1 11%	1 50%	5 10%	7 14%	2 18%	2 10%	12 13%	4 9%	10 15%	6 15%	4 17%
Meets my expectations/needs/Always find what I need/want	14 13%	14 13%	-	-	-	-	7 11%	7 16%	2 11%	3 10%	7 14%	1 11%	1 50%	5 10%	7 14%	2 18%	2 10%	12 13%	4 9%	10 15%	6 15%	4 17%
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive/Just was	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	13 12%	13 12%	-	-	-	-	9 14%	4 9%	3 16%	3 10%	5 10%	2 22%	-	6 12%	5 10%	2 18%	1 5%	12 13%	8 17%	5 8%	5 12%	-
INFORMATION (SUB-NET)	12 11%	12 11%	-	-	-	-	8 12%	4 9%	3 16%	3 10%	4 8%	2 22%	-	6 12%	4 8%	2 18%	1 5%	11 12%	7 15%	5 8%	5 12%	-
Comprehensive/Can search all information in one place	6 5%	6 5%	-	-	-	-	6 9% H	-	1 5%	1 3%	3 6%	1 11%	-	2 4%	3 6%	1 9%	-	6 7%	4 9%	2 3%	2 5%	-
Information/Informative	4 4%	4 4%	-	-	-	-	1 2%	3 7%	1 5%	1 3%	1 2%	1 11%	-	2 4%	1 2%	1 9%	1 5%	3 3%	3 7%	1 2%	1 2%	-
Good/Helpful information	2 2%	2 2%	-	-	-	-	1 2%	1 2%	1 5%	1 3%	-	-	-	2 4%	-	-	-	2 2%	-	2 3%	2 5%	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	1 1%	1 1%	-	-	-	-	-	1 2%	-	1 3%	-	-	-	1 2%	-	-	1 5%	-	1 2%	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	1 1%	1 1%	-	-	-	-	1 2%	-	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	1 2%	-	-	-

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

Q740_34. What made your experience with .mx very positive?
34. .mx

14 Mar 2015
Table 255

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	111	111	**	**	**	**	66*	45*	19**	30*	51*	9**	2**	49*	51*	11**	21**	90*	46*	65*	41*	24**
Good/Like the content	1 1%	1 1%	-	-	-	-	1 2%	-	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	1 2%	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	6 5%	6 5%	-	-	-	-	2 3%	4 9%	2 11%	2 7%	1 2%	1 11%	-	4 8%	1 2%	1 9%	2 10%	4 4%	-	6 9% S	5 12%	1 4%
Safe/Good security	6 5%	6 5%	-	-	-	-	2 3%	4 9%	2 11%	2 7%	1 2%	1 11%	-	4 8%	1 2%	1 9%	2 10%	4 4%	-	6 9% S	5 12%	1 4%
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	4 4%	4 4%	-	-	-	-	3 5%	1 2%	1 5%	1 3%	2 4%	-	-	2 4%	2 4%	-	1 5%	3 3%	2 4%	2 3%	1 2%	1 4%
Everything/Good/Like site	2 2%	2 2%	-	-	-	-	2 3%	-	1 5%	-	1 2%	-	-	1 2%	1 2%	-	-	2 2%	1 2%	1 2%	1 2%	-
Interesting websites	1 1%	1 1%	-	-	-	-	-	1 2%	-	-	1 2%	-	-	-	1 2%	-	1 5%	-	-	1 2%	-	1 4%
It's memorable/Easy to remember	1 1%	1 1%	-	-	-	-	1 2%	-	-	1 3%	-	-	-	1 2%	-	-	-	1 1%	1 2%	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q740_34. What made your experience with .mx very positive?
34. .mx

14 Mar 2015
Table 255

Base: Very Positive Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	111	111	**	**	**	**	66*	45*	19**	30*	51*	9**	2**	49*	51*	11**	21**	90*	46*	65*	41*	24**
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	1 1%	1 1%	-	-	-	-	1 2%	-	-	1 3%	-	-	-	1 2%	-	-	-	1 1%	1 2%	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	3 3%	3 3%	-	-	-	-	1 2%	2 4%	-	2 4%	1 11%	-	-	2 4%	1 9%	2 10%	1 1%	1 2%	2 3%	1 2%	1 4%	
Sigma	160 144%	160 144%	-	-	-	-	97 147%	63 140%	28 147%	46 153%	74 145%	9 100%	3 150%	74 151%	74 145%	12 109%	30 143%	130 144%	68 148%	92 142%	59 144%	33 138%

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

Q745_1. What made your experience with .biz very negative?

14 Mar 2015
Table 256

Base: Very Negative Experience With Websites With Domain Name Extensions

1. .biz

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	13**	3**	1**	2**	2**	5**	6**	7**	1**	8**	4**	-**	-**	9**	4**	-**	4**	9**	6**	7**	1**	6**
Weighted Base	13**	3**	1**	2**	2**	5**	6**	7**	1**	8**	4**	-**	-**	9**	4**	-**	4**	9**	6**	7**	1**	6**
CONTENT (NET)	4 31%	1 33%	-	1 50%	1 50%	2 20%	3 33%	2 29%	-	3 38%	2 25%	-	-	3 33%	1 25%	-	1 25%	3 33%	1 17%	3 43%	-	3 50%
A lot of junk mail/spam	2 15%	-	-	-	1 50%	1 20%	1 17%	1 14%	-	2 25%	-	-	-	2 22%	-	-	-	2 22%	1 17%	1 14%	-	1 17%
Inappropriate content	1 8%	-	-	1 50%	-	-	1 17%	-	-	1 13%	-	-	-	1 11%	-	-	1 25%	-	-	1 14%	-	1 17%
Not informative/inaccurate information	1 8%	1 33%	-	-	-	-	-	1 14%	-	1 25%	-	-	-	-	1 25%	-	-	1 11%	-	1 14%	-	1 17%
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	4 31%	1 33%	-	1 50%	-	2 40%	-	4 57%	-	2 25%	2 50%	-	-	2 22%	2 50%	-	2 50%	2 22%	1 17%	3 43%	-	3 50%
Not safe/secure	3 23%	-	-	1 50%	-	2 40%	-	3 43%	-	1 13%	2 50%	-	-	1 11%	2 50%	-	1 25%	2 22%	1 17%	2 29%	-	2 33%
Contains viruses	1 8%	1 33%	-	-	-	-	-	1 14%	-	1 13%	-	-	-	1 11%	-	-	1 25%	-	-	1 14%	-	1 17%
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND IMAGE (NET)	3 23%	-	1 100%	-	1 50%	1 20%	2 33%	1 14%	1 100%	1 13%	1 25%	-	-	2 22%	1 25%	-	1 25%	2 22%	3 50%	-	-	-
Not well known/familiar	2 15%	-	-	-	1 50%	1 20%	1 17%	1 14%	1 100%	-	1 25%	-	-	1 11%	1 25%	-	-	2 22%	2 33%	-	-	-
Not trustworthy	1 8%	-	1 100%	-	-	-	1 17%	-	-	1 13%	-	-	-	1 11%	-	-	1 25%	-	1 17%	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	2 15%	-	-	-	1 50%	1 20%	2 33%	-	-	2 25%	-	-	-	2 22%	-	-	-	2 22%	2 33%	-	-	-

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

Q745_1. What made your experience with .biz very negative?

14 Mar 2015
Table 256

1. .biz

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	13**	3**	1**	2**	2**	5**	6**	7**	1**	8**	4**	-**	-**	9**	4**	-**	4**	9**	6**	7**	1**	6**
Irrelevant websites	1 8%	-	-	-	-	1 20%	1 17%	-	-	1 13%	-	-	-	1 11%	-	-	-	1 11%	1 17%	-	-	-
It's rare	1 8%	-	-	-	1 50%	-	1 17%	-	-	1 13%	-	-	-	1 11%	-	-	-	1 11%	1 17%	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	1 8%	1 33%	-	-	-	-	1 17%	-	-	1 13%	-	-	-	1 11%	-	-	-	1 11%	-	1 14%	1 100%	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	1 8%	1 33%	-	-	-	-	1 17%	-	-	1 13%	-	-	-	1 11%	-	-	-	1 11%	-	1 14%	1 100%	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	14 108%	3 100%	1 100%	2 100%	3 150%	5 100%	7 117%	7 100%	1 100%	9 113%	4 100%	-	-	10 111%	4 100%	-	4 100%	10 111%	7 117%	7 100%	1 100%	6 100%

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

Q745_2. What made your experience with .com very negative?
2. .com

14 Mar 2015
Table 257

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	6**	1**	-**	1**	-**	4**	5**	1**	4**	-**	1**	1**	-**	4**	1**	1**	1**	5**	3**	3**	1**	2**
Weighted Base	6**	1**	-**	1**	-**	4**	5**	1**	4**	-**	1**	1**	-**	4**	1**	1**	1**	5**	3**	3**	1**	2**
MISCELLANEOUS (NET)	1 17%	-	-	-	-	1 25%	1 20%	-	1 25%	-	-	-	-	1 25%	-	-	-	1 20%	1 33%	-	-	-
Positive experience mentions	1 17%	-	-	-	-	1 25%	1 20%	-	1 25%	-	-	-	-	1 25%	-	-	-	1 20%	1 33%	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_2. What made your experience with .com very negative?
2. .com

14 Mar 2015
Table 257

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	6**	1**	-.**	1**	-.**	4**	5**	1**	4**	-.**	1**	1**	-.**	4**	1**	1**	1**	5**	3**	3**	1**	2**
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	1 17%	-	-	-	-	1 25%	1 20%	-	-	-	-	1 100%	-	-	-	1 100%	1 100%	-	1 33%	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	4 67%	1 100%	-	1 100%	-	2 50%	3 60%	1 100%	3 75%	-	1 100%	-	-	3 75%	1 100%	-	-	4 80%	1 33%	3 100%	1 100%	2 100%
Sigma	6 100%	1 100%	-	1 100%	-	4 100%	5 100%	1 100%	4 100%	-	1 100%	1 100%	-	4 100%	1 100%	1 100%	1 100%	5 100%	3 100%	3 100%	1 100%	2 100%

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

Q745_3. What made your experience with .info very negative?
3. .info

14 Mar 2015
Table 258

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	10**	2**	1**	1**	1**	5**	9**	1**	-**	6**	2**	1**	1**	6**	2**	2**	1**	9**	5**	5**	1**	4**
Weighted Base	10**	2**	1**	1**	1**	5**	9**	1**	-**	6**	2**	1**	1**	6**	2**	2**	1**	9**	5**	5**	1**	4**
BRAND IMAGE (NET)	4 40%	2 100%	1 100%	-	-	1 20%	4 44%	-	-	2 33%	1 50%	1 100%	-	2 33%	1 50%	1 50%	1 100%	3 33%	3 60%	1 20%	-	1 25%
Not trustworthy	2 20%	1 50%	-	-	-	1 20%	2 22%	-	-	1 17%	1 50%	-	-	1 17%	1 50%	-	-	2 22%	2 40%	-	-	-
Not well known/familiar	1 10%	-	1 100%	-	-	-	1 11%	-	-	1 17%	-	-	-	1 17%	-	-	1 100%	-	1 20%	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	1 10%	1 50%	-	-	-	-	1 11%	-	-	-	1 100%	-	-	-	-	1 50%	-	1 11%	-	1 20%	-	1 25%
CONTENT (NET)	2 20%	-	-	-	-	2 40%	1 11%	1 100%	-	1 17%	1 50%	-	-	1 17%	1 50%	-	-	2 22%	-	2 40%	1 100%	1 25%
A lot of junk mail/spam	1 10%	-	-	-	-	1 20%	-	1 100%	-	1 17%	-	-	-	1 17%	-	-	-	1 11%	-	1 20%	-	1 25%
Inappropriate content	1 10%	-	-	-	-	1 20%	1 11%	-	-	-	1 50%	-	-	-	1 50%	-	-	1 11%	-	1 20%	1 100%	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	2 20%	-	-	-	-	2 40%	2 22%	-	-	2 33%	-	-	-	2 33%	-	-	-	2 22%	1 20%	1 20%	-	1 25%
Contains viruses	1 10%	-	-	-	-	1 20%	1 11%	-	-	1 17%	-	-	-	1 17%	-	-	-	1 11%	1 20%	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	1 10%	-	-	-	-	1 20%	1 11%	-	-	1 17%	-	-	-	1 17%	-	-	-	1 11%	-	1 20%	-	1 25%
SITE APPEAL (NET)	2 20%	-	-	1 100%	1 100%	-	2 22%	-	-	1 17%	-	-	1 100%	1 17%	-	1 50%	-	2 22%	1 20%	1 20%	-	1 25%

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

Q745_3. What made your experience with .info very negative?

14 Mar 2015
Table 258

3. .info

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	10**	2**	1**	1**	1**	5**	9**	1**	-**	6**	2**	1**	1**	6**	2**	2**	1**	9**	5**	5**	1**	4**
It's rare	10%	-	-	-	100%	-	11%	-	-	17%	-	-	-	17%	-	-	-	11%	20%	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	10%	-	-	100%	-	-	11%	-	-	-	-	100%	-	-	50%	-	11%	-	20%	-	25%	
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sigma	10 100%	2 100%	1 100%	1 100%	1 100%	5 100%	9 100%	1 100%	-	6 100%	2 100%	1 100%	1 100%	6 100%	2 100%	2 100%	1 100%	9 100%	5 100%	5 100%	1 100%	4 100%

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

Q745_4. What made your experience with .mobi very negative?

14 Mar 2015
Table 259

4. .mobi

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	8**	-**	-**	1**	2**	5**	6**	2**	3**	2**	3**	-**	-**	5**	3**	-**	2**	6**	4**	4**	3**	1**
Weighted Base	8**	-**	-**	1**	2**	5**	6**	2**	3**	2**	3**	-**	-**	5**	3**	-**	2**	6**	4**	4**	3**	1**
SAFETY (NET)	2 25%	-	-	-	-	2 40%	2 33%	-	1 33%	-	1 33%	-	-	1 20%	1 33%	-	1 50%	1 17%	2 50%	-	-	-
Not safe/secure	2 25%	-	-	-	-	2 40%	2 33%	-	1 33%	-	1 33%	-	-	1 20%	1 33%	-	1 50%	1 17%	2 50%	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	1 13%	-	-	-	-	1 20%	1 17%	-	-	1 50%	-	-	-	1 20%	-	-	-	1 17%	1 25%	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	1 13%	-	-	-	-	1 20%	1 17%	-	-	1 50%	-	-	-	1 20%	-	-	-	1 17%	1 25%	-	-	-
MISCELLANEOUS (NET)	1 13%	-	-	-	1 50%	-	-	1 50%	1 33%	-	-	-	-	1 20%	-	-	-	1 17%	-	1 25%	1 33%	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	1 13%	-	-	-	1 50%	-	-	1 50%	1 33%	-	-	-	-	1 20%	-	-	-	1 17%	-	1 25%	1 33%	-
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_4. What made your experience with .mobi very negative?
4. .mobi

14 Mar 2015
Table 259

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	8**	-**	-**	1**	2**	5**	6**	2**	3**	2**	3**	-**	-**	5**	3**	-**	2**	6**	4**	4**	3**	1**
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	1 13%	-	-	-	1 50%	-	-	1 50%	-	1 50%	-	-	-	1 20%	-	-	-	1 17%	-	1 25%	1 33%	-
Don't know	2 25%	-	-	-	-	2 40%	2 33%	-	1 33%	-	1 33%	-	-	1 20%	1 33%	-	1 50%	1 17%	1 25%	1 25%	1 33%	-
Declined to answer	1 13%	-	-	1 100%	-	-	1 17%	-	-	-	1 33%	-	-	-	1 33%	-	-	1 17%	-	1 25%	-	1 100%
Sigma	8 100%	-	-	1 100%	2 100%	5 100%	6 100%	2 100%	3 100%	2 100%	3 100%	-	-	5 100%	3 100%	-	2 100%	6 100%	4 100%	4 100%	3 100%	1 100%

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

Q745_5. What made your experience with .net very negative?
5. .net

14 Mar 2015
Table 260

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	11**	-**	1**	-**	1**	9**	7**	4**	1**	5**	3**	2**	-**	6**	3**	2**	3**	8**	7**	4**	3**	1**
Weighted Base	11**	-**	1**	-**	1**	9**	7**	4**	1**	5**	3**	2**	-**	6**	3**	2**	3**	8**	7**	4**	3**	1**
SAFETY (NET)	3 27%	-	-	-	-	3 33%	3 43%	-	1 100%	-	1 33%	1 50%	-	1 17%	1 33%	1 50%	-	3 38%	1 14%	2 50%	2 67%	-
Not safe/secure	3 27%	-	-	-	-	3 33%	3 43%	-	1 100%	-	1 33%	1 50%	-	1 17%	1 33%	1 50%	-	3 38%	1 14%	2 50%	2 67%	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND IMAGE (NET)	1 9%	-	-	-	-	1 11%	1 14%	-	-	1 20%	-	-	-	1 17%	-	-	-	1 13%	1 14%	-	-	-
Not trustworthy	1 9%	-	-	-	-	1 11%	1 14%	-	-	1 20%	-	-	-	1 17%	-	-	-	1 13%	1 14%	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	1 9%	-	-	-	-	1 11%	1 14%	-	-	1 33%	-	-	-	1 33%	-	-	-	1 13%	1 14%	-	-	-
Inappropriate content	1 9%	-	-	-	-	1 11%	1 14%	-	-	1 33%	-	-	-	1 33%	-	-	-	1 13%	1 14%	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	1 9%	-	-	-	-	1 11%	-	1 25%	-	-	1 33%	-	-	-	1 33%	-	-	1 13%	1 14%	-	-	-

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

Q745_5. What made your experience with .net very negative?
5. .net

14 Mar 2015
Table 260

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	11**	-**	1**	-**	1**	9**	7**	4**	1**	5**	3**	2**	-**	6**	3**	2**	3**	8**	7**	4**	3**	1**
Don't like it/Bad website	1 9%	-	-	-	-	1 11%	-	1 25%	-	-	1 33%	-	-	-	1 33%	-	-	1 13%	1 14%	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	3 27%	-	-	-	1 100%	2 22%	2 29%	1 25%	-	2 40%	-	1 50%	-	2 33%	-	1 50%	2 67%	1 13%	2 29%	1 25%	1 33%	-
Don't know	1 9%	-	1 100%	-	-	-	-	1 25%	-	1 20%	-	-	-	1 17%	-	-	-	1 13%	-	1 25%	-	1 100%
Declined to answer	1 9%	-	-	-	-	1 11%	-	1 25%	-	1 20%	-	-	-	1 17%	-	-	1 33%	-	1 14%	-	-	-
Sigma	11 100%	-	1 100%	-	1 100%	9 100%	7 100%	4 100%	1 100%	5 100%	3 100%	2 100%	-	6 100%	3 100%	2 100%	3 100%	8 100%	7 100%	4 100%	3 100%	1 100%

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

Q745_6. What made your experience with .org very negative?

14 Mar 2015
Table 261

6. .org

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	5**	1**	2**	**	**	2**	4**	1**	1**	1**	3**	**	**	2**	3**	**	**	5**	**	5**	2**	3**
Weighted Base	5**	1**	2**	**	**	2**	4**	1**	1**	1**	3**	**	**	2**	3**	**	**	5**	**	5**	2**	3**
CONTENT (NET)	2 40%	-	1 50%	-	-	1 50%	2 50%	-	-	-	2 67%	-	-	-	2 67%	-	-	2 40%	-	2 40%	2 100%	-
Inappropriate content	1 20%	-	-	-	-	1 50%	1 25%	-	-	-	1 33%	-	-	-	1 33%	-	-	1 20%	-	1 20%	1 50%	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	1 20%	-	1 50%	-	-	-	1 25%	-	-	-	1 33%	-	-	-	1 33%	-	-	1 20%	-	1 20%	1 50%	-
SAFETY (NET)	1 20%	-	-	-	-	1 50%	1 25%	-	1 100%	-	-	-	-	1 50%	-	-	-	1 20%	-	1 20%	-	1 33%
Not safe/secure	1 20%	-	-	-	-	1 50%	1 25%	-	1 100%	-	-	-	-	1 50%	-	-	-	1 20%	-	1 20%	-	1 33%
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_6. What made your experience with .org very negative?

14 Mar 2015
Table 261

6. .org

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	5**	1**	2**	-**	-**	2**	4**	1**	1**	1**	3**	-**	-**	2**	3**	-**	-**	5**	-**	5**	2**	3**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1 20%	-	1 50%	-	-	-	-	1 100%	-	1 100%	-	-	-	1 50%	-	-	-	1 20%	-	1 20%	-	1 33%
Declined to answer	1 20%	1 100%	-	-	-	-	1 25%	-	-	1 33%	-	-	-	-	1 33%	-	-	1 20%	-	1 20%	-	1 33%
Sigma	5 100%	1 100%	2 100%	-	-	2 100%	4 100%	1 100%	1 100%	1 100%	3 100%	-	-	2 100%	3 100%	-	-	5 100%	-	5 100%	2 100%	3 100%

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

Q745_7. What made your experience with .tel very negative?

14 Mar 2015
Table 262

7. .tel

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1**	-.**	-.**	-.**	-.**	1**	1**	-.**	1**	-.**	-.**	-.**	-.**	1**	-.**	-.**	1**	-.**	-.**	1**	1**	-.**
Weighted Base	1**	-.**	-.**	-.**	-.**	1**	1**	-.**	1**	-.**	-.**	-.**	-.**	1**	-.**	-.**	1**	-.**	-.**	1**	1**	-.**
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_7. What made your experience with .tel very negative?

14 Mar 2015
Table 262

7. .tel

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	1**	-.**	-.**	-.**	-.**	1**	1**	-.**	1**	-.**	-.**	-.**	-.**	1**	-.**	-.**	1**	-.**	-.**	1**	1**	-.**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1 100%	-	-	-	-	1 100%	1 100%	-	1 100%	-	-	-	-	1 100%	-	-	1 100%	-	-	1 100%	1 100%	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1 100%	-	-	-	-	1 100%	1 100%	-	1 100%	-	-	-	-	1 100%	-	-	1 100%	-	-	1 100%	1 100%	-

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

Q745_8. What made your experience with .asia very negative?

14 Mar 2015
Table 263

8. .asia

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	4**	-**	-**	-**	1**	3**	3**	1**	2**	2**	-**	-**	-**	4**	-**	-**	-**	4**	4**	-**	-**	-**
Weighted Base	4**	-**	-**	-**	1**	3**	3**	1**	2**	2**	-**	-**	-**	4**	-**	-**	-**	4**	4**	-**	-**	-**
BRAND IMAGE (NET)	1/25%	-	-	-	1/100%	-	1/33%	-	1/50%	-	-	-	-	1/25%	-	-	-	1/25%	1/25%	-	-	-
Not well known/familiar	1/25%	-	-	-	1/100%	-	1/33%	-	1/50%	-	-	-	-	1/25%	-	-	-	1/25%	1/25%	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	1/25%	-	-	-	-	1/33%	1/33%	-	1/50%	-	-	-	-	1/25%	-	-	-	1/25%	1/25%	-	-	-
Contains viruses	1/25%	-	-	-	-	1/33%	1/33%	-	1/50%	-	-	-	-	1/25%	-	-	-	1/25%	1/25%	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_8. What made your experience with .asia very negative?

14 Mar 2015
Table 263

8. .asia

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	4**	-.**	-.**	-.**	1**	3**	3**	1**	2**	2**	-.**	-.**	-.**	4**	-.**	-.**	-.**	4**	4**	-.**	-.**	-.**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	1 25%	-	-	-	-	1 33%	1 33%	-	-	1 50%	-	-	-	1 25%	-	-	-	1 25%	1 25%	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	1 25%	-	-	-	-	1 33%	-	1 100%	-	1 50%	-	-	-	1 25%	-	-	-	1 25%	1 25%	-	-	-
Sigma	4 100%	-	-	-	1 100%	3 100%	3 100%	1 100%	2 100%	2 100%	-	-	-	4 100%	-	-	-	4 100%	4 100%	-	-	-

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

Q745_9. What made your experience with .pro very negative?

14 Mar 2015
Table 264

9. .pro

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1**	-.**	-.**	-.**	-.**	1**	-.**	1**	-.**	1**	-.**	-.**	-.**	1**	-.**	-.**	-.**	1**	1**	-.**	-.**	-.**
Weighted Base	1**	-.**	-.**	-.**	-.**	1**	-.**	1**	-.**	1**	-.**	-.**	-.**	1**	-.**	-.**	-.**	1**	1**	-.**	-.**	-.**
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_9. What made your experience with .pro very negative?

14 Mar 2015
Table 264

9. .pro

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	1**	-.**	-.**	-.**	-.**	1**	-.**	1**	-.**	1**	-.**	-.**	-.**	1**	-.**	-.**	-.**	1**	1**	-.**	-.**	-.**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	1 100%	-	-	-	-	1 100%	-	1 100%	-	1 100%	-	-	-	1 100%	-	-	-	1 100%	1 100%	-	-	-
Sigma	1 100%	-	-	-	-	1 100%	-	1 100%	-	1 100%	-	-	-	1 100%	-	-	-	1 100%	1 100%	-	-	-

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

Q745_10. What made your experience with .coop very negative?
10. .coop

14 Mar 2015
Table 265

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	4**	-**	-**	1**	-**	3**	3**	1**	2**	1**	1**	-**	-**	3**	1**	-**	1**	3**	3**	1**	-**	1**
Weighted Base	4**	-**	-**	1**	-**	3**	3**	1**	2**	1**	1**	-**	-**	3**	1**	-**	1**	3**	3**	1**	-**	1**
BRAND IMAGE (NET)	1 25%	-	-	-	-	1 33%	1 33%	-	1 50%	-	-	-	-	1 33%	-	-	-	1 33%	1 33%	-	-	-
Not well known/familiar	1 25%	-	-	-	-	1 33%	1 33%	-	1 50%	-	-	-	-	1 33%	-	-	-	1 33%	1 33%	-	-	-
Not trustworthy	1 25%	-	-	-	-	1 33%	1 33%	-	1 50%	-	-	-	-	1 33%	-	-	-	1 33%	1 33%	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_10. What made your experience with .coop very negative?
10. .coop

14 Mar 2015
Table 265

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	4**	-**	-**	1**	-**	3**	3**	1**	2**	1**	1**	-**	-**	3**	1**	-**	1**	3**	3**	1**	-**	1**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	1 25%	-	-	-	-	1 33%	1 33%	-	-	1 100%	-	-	-	1 33%	-	-	-	1 33%	1 33%	-	-	-
Don't know	1 25%	-	-	1 100%	-	-	1 33%	-	-	-	1 100%	-	-	-	1 100%	-	-	1 33%	-	1 100%	-	1 100%
Declined to answer	1 25%	-	-	-	-	1 33%	-	1 100%	1 50%	-	-	-	-	1 33%	-	-	1 100%	-	1 33%	-	-	-
Sigma	5 125%	-	-	1 100%	-	4 133%	4 133%	1 100%	3 150%	1 100%	1 100%	-	-	4 133%	1 100%	-	1 100%	4 133%	4 133%	1 100%	-	1 100%

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

Q745_11. What made your experience with .cn very negative?

14 Mar 2015
Table 266

11. .cn

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	3**	**	**	**	**	3**	3**	**	1**	**	1**	1**	**	1**	1**	1**	1**	2**	2**	1**	**	1**
Weighted Base	3**	**	**	**	**	3**	3**	**	1**	**	1**	1**	**	1**	1**	1**	1**	2**	2**	1**	**	1**
MISCELLANEOUS (NET)	1 33%	-	-	-	-	1 33%	1 33%	-	1 100%	-	-	-	-	1 100%	-	-	-	1 50%	1 50%	-	-	-
Positive experience mentions	1 33%	-	-	-	-	1 33%	1 33%	-	1 100%	-	-	-	-	1 100%	-	-	-	1 50%	1 50%	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_11. What made your experience with .cn very negative?

14 Mar 2015
Table 266

11. .cn

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	3**	-**	-**	-**	-**	3**	3**	-**	1**	-**	1**	1**	-**	1**	1**	1**	1**	2**	2**	1**	-**	1**
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	1 33%	-	-	-	-	1 33%	1 33%	-	-	-	-	1 100%	-	-	-	1 100%	1 100%	-	1 50%	-	-	-
Don't know	1 33%	-	-	-	-	1 33%	1 33%	-	-	-	1 100%	-	-	-	1 100%	-	-	1 50%	-	1 100%	-	1 100%
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3 100%	-	-	-	-	3 100%	3 100%	-	1 100%	-	1 100%	1 100%	-	1 100%	1 100%	1 100%	1 100%	2 100%	2 100%	1 100%	-	1 100%

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

Q745_12. What made your experience with .vn very negative?

14 Mar 2015
Table 267

12. .vn

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base
Weighted Base
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_12. What made your experience with .vn very negative?

14 Mar 2015
Table 267

12. .vn

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_13. What made your experience with .ph very negative?
13. .ph

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base
Weighted Base
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_13. What made your experience with .ph very negative?

13. .ph

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_14. What made your experience with .jp very negative?

14 Mar 2015
Table 269

14. .jp

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base
Weighted Base
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_14. What made your experience with .jp very negative?

14 Mar 2015
Table 269

14. .jp

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_15. What made your experience with .kr very negative?

14 Mar 2015
Table 270

15. .kr

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base
Weighted Base
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_15. What made your experience with .kr very negative?

14 Mar 2015
Table 270

15. .kr

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_16. What made your experience with .ru very negative?

14 Mar 2015
Table 271

16. .ru

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2**	**	**	**	**	2**	1**	1**	1**	1**	**	**	**	2**	**	**	**	2**	**	2**	1**	1**
Weighted Base	2**	**	**	**	**	2**	1**	1**	1**	1**	**	**	**	2**	**	**	**	2**	**	2**	1**	1**
SAFETY (NET)	2 100%	-	-	-	-	2 100%	1 100%	1 100%	1 100%	1 100%	-	-	-	2 100%	-	-	-	2 100%	-	2 100%	1 100%	1 100%
Contains viruses	1 50%	-	-	-	-	1 50%	-	1 100%	1 100%	-	-	-	-	1 50%	-	-	-	1 50%	-	1 50%	-	1 100%
Not safe/secure	1 50%	-	-	-	-	1 50%	1 100%	-	-	1 100%	-	-	-	1 50%	-	-	-	1 50%	-	1 50%	1 100%	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_16. What made your experience with .ru very negative?
16. .ru

14 Mar 2015
Table 271

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	2**	-.**	-.**	-.**	-.**	2**	1**	1**	1**	1**	-.**	-.**	-.**	2**	-.**	-.**	-.**	2**	-.**	2**	1**	1**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2 100%	-	-	-	-	2 100%	1 100%	1 100%	1 100%	1 100%	-	-	-	2 100%	-	-	-	2 100%	-	2 100%	1 100%	1 100%

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

Q745_17. What made your experience with .in very negative?
17. .in

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base
Weighted Base
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_17. What made your experience with .in very negative?

14 Mar 2015
Table 272

17. .in

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_18. What made your experience with .id very negative?

14 Mar 2015
Table 273

18. .id

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1**	-**	-**	-**	-**	1**	-**	1**	1**	-**	-**	-**	-**	1**	-**	-**	-**	1**	-**	1**	-**	1**
Weighted Base	1**	-**	-**	-**	-**	1**	-**	1**	1**	-**	-**	-**	-**	1**	-**	-**	-**	1**	-**	1**	-**	1**
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_18. What made your experience with .id very negative?

14 Mar 2015
Table 273

18. .id

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	1**	-.**	-.**	-.**	-.**	1**	-.**	1**	1**	-.**	-.**	-.**	-.**	1**	-.**	-.**	-.**	1**	-.**	1**	-.**	1**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1 100%	-	-	-	-	1 100%	-	1 100%	1 100%	-	-	-	-	1 100%	-	-	-	1 100%	-	1 100%	-	1 100%
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1 100%	-	-	-	-	1 100%	-	1 100%	1 100%	-	-	-	-	1 100%	-	-	-	1 100%	-	1 100%	-	1 100%

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

Q745_19. What made your experience with .ng very negative?
19. .ng

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base
Weighted Base
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_19. What made your experience with .ng very negative?

14 Mar 2015
Table 274

19. .ng

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_20. What made your experience with .za very negative?
20. .za

14 Mar 2015
Table 275

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base
Weighted Base
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_20. What made your experience with .za very negative?
20. .za

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_21. What made your experience with .eg very negative?
21. .eg

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base
Weighted Base
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_21. What made your experience with .eg very negative?
21. .eg

14 Mar 2015
Table 276

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_22. What made your experience with .co very negative?
22. .co

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base
Weighted Base
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_22. What made your experience with .co very negative?
22. .co

14 Mar 2015
Table 277

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_23. What made your experience with .ar very negative?

14 Mar 2015
Table 278

23. .ar

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1**	-**	1**	-**	-**	-**	1**	-**	-**	-**	-**	-**	1**	-**	-**	1**	1**	-**	1**	-**	-**	-**
Weighted Base	1**	-**	1**	-**	-**	-**	1**	-**	-**	-**	-**	-**	1**	-**	-**	1**	1**	-**	1**	-**	-**	-**
MISCELLANEOUS (NET)	100%	-	100%	-	-	-	100%	-	-	-	-	-	100%	-	-	100%	100%	-	100%	-	-	-
Positive experience mentions	100%	-	100%	-	-	-	100%	-	-	-	-	-	100%	-	-	100%	100%	-	100%	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_23. What made your experience with .ar very negative?
23. .ar

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	1**	-**	1**	-**	-**	-**	1**	-**	-**	-**	-**	-**	1**	-**	-**	1**	1**	-**	1**	-**	-**	-**
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1 100%	-	1 100%	-	-	-	1 100%	-	-	-	-	-	1 100%	-	-	1 100%	1 100%	-	1 100%	-	-	-

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

Q745_24. What made your experience with .br very negative?

14 Mar 2015
Table 279

24. .br

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base
Weighted Base
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_24. What made your experience with .br very negative?

14 Mar 2015
Table 279

24. .br

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_25. What made your experience with .it very negative?
25. .it

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base
Weighted Base
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_25. What made your experience with .it very negative?
25. .it

14 Mar 2015
Table 280

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_26. What made your experience with .tr very negative?

14 Mar 2015
Table 281

26. .tr

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base
Weighted Base
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_26. What made your experience with .tr very negative?

14 Mar 2015
Table 281

26. .tr

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_27. What made your experience with .es very negative?
27. .es

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base
Weighted Base
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_27. What made your experience with .es very negative?
27. .es

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_28. What made your experience with .pl very negative?
28. .pl

14 Mar 2015
Table 283

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base
Weighted Base
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_28. What made your experience with .pl very negative?
28. .pl

14 Mar 2015
Table 283

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_29. What made your experience with .uk very negative?
29. .uk

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base
Weighted Base
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_29. What made your experience with .uk very negative?

14 Mar 2015
Table 284

29. .uk

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_30. What made your experience with .fr very negative?
30. .fr

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base
Weighted Base
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_30. What made your experience with .fr very negative?
30. .fr

14 Mar 2015
Table 285

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_31. What made your experience with .de very negative?
31. .de

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base
Weighted Base
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_31. What made your experience with .de very negative?
31. .de

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_32. What made your experience with .us very negative?
32. .us

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	1**	1**	-.**	-.**	-.**	-.**	-.**	1**	1**	-.**	-.**	-.**	-.**	1**	-.**	-.**	1**	-.**	-.**	1**	-.**	1**	1**
Weighted Base	1**	1**	-.**	-.**	-.**	-.**	-.**	1**	1**	-.**	-.**	-.**	-.**	1**	-.**	-.**	1**	-.**	-.**	1**	-.**	1**	1**
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_32. What made your experience with .us very negative?
32. .us

14 Mar 2015
Table 287

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	1**	1**	-.**	-.**	-.**	-.**	-.**	1**	1**	-.**	-.**	-.**	-.**	1**	-.**	-.**	1**	-.**	-.**	1**	-.**	1**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	1 100%	1 100%	-	-	-	-	-	1 100%	1 100%	-	-	-	-	1 100%	-	-	1 100%	-	-	1 100%	-	1 100%
Sigma	1 100%	1 100%	-	-	-	-	-	1 100%	1 100%	-	-	-	-	1 100%	-	-	1 100%	-	-	1 100%	-	1 100%

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

Q745_33. What made your experience with .ca very negative?
33. .ca

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1**	1**	-.**	-.**	-.**	-.**	1**	-.**	-.**	-.**	1**	-.**	-.**	-.**	1**	-.**	-.**	1**	-.**	1**	-.**	1**
Weighted Base	1**	1**	-.**	-.**	-.**	-.**	1**	-.**	-.**	-.**	1**	-.**	-.**	-.**	1**	-.**	-.**	1**	-.**	1**	-.**	1**
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_33. What made your experience with .ca very negative?
33. .ca

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	1**	1**	-.**	-.**	-.**	-.**	1**	-.**	-.**	-.**	1**	-.**	-.**	-.**	1**	-.**	-.**	1**	-.**	1**	-.**	1**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	1 100%	1 100%	-	-	-	-	1 100%	-	-	-	1 100%	-	-	-	1 100%	-	-	1 100%	-	1 100%	-	1 100%
Sigma	1 100%	1 100%	-	-	-	-	1 100%	-	-	-	1 100%	-	-	-	1 100%	-	-	1 100%	-	1 100%	-	1 100%

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

Q745_34. What made your experience with .mx very negative?
34. .mx

14 Mar 2015
Table 289

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base
Weighted Base
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q745_34. What made your experience with .mx very negative?
34. .mx

14 Mar 2015
Table 289

Base: Very Negative Experience With Websites With Domain Name Extensions

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

14 Mar 2015
Table 290

Base: All Qualified Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
An Internet search engine	5013 82% BD	703 76%	487 81% BD	836 77% ABCD	374 91% ABCDF	2613 84% ABD	2808 83% H	2205 80%	713 84% KLM	1515 86% KLM	2070 81% LM	505 74%	210 69%	2228 85% OP	2070 81% P	715 73%	914 77%	4099 83% Q	2036 86% T	2977 79%	1165 85% V	1812 75%
An Internet encyclopedia	2048 33% BD	224 24%	202 34% BD	226 21% ABC	178 44% ABCD	1218 39% ABCD	1220 36% H	828 30%	319 38% KLM	704 40% KLM	786 31% LM	166 24%	73 24%	1023 39% OP	786 31% P	239 24%	337 29%	1711 34% Q	995 42% T	1053 28%	513 38% V	540 22%
My Internet service provider	1789 29% BDE	165 18%	194 32% BDE	220 20%	90 22%	1120 36% ABDE	1064 31% H	725 26%	217 26%	535 30% I	760 30% I	195 29%	82 27%	752 29%	760 30%	277 28%	332 28%	1457 29%	979 41% T	810 21%	426 31% V	384 16%
Friend/Colleague/Family members	34 1% F	8 1% F	5 1%	8 1%	2	11	16	18 1%	7 1%	7	15 1%	4 1%	1	14 1%	15 1%	5 1%	9 1%	25 1%	15 1%	19 1%	7 1%	12
Google	31 1%	6 1%	5 1% D	2	6 1% ADF	12	15	16 1%	6 1%	7	12	4 1%	2 1%	13	12	6 1%	4	27 1%	10	21 1%	12 1% V	9
Computer/web/IT specialist/expert	14	3	4 1% ADF	-	1	6	9	5	2	3	6	3	-	5	6	3	4	10	4	10	4	6
Domain provider/DNS reseller	10	2	1	2	1	4	9	1	-	2	3	3	2 1% IJK	2	3	5 1% NO	1	9	8	2	1	1
GoDaddy search	10	4 A	-	1	1	4	7	3	2	2	3	1	2 1% JK	4	3	3	1	9	7	3	3	-
Whois search	10 F	2	-	4 F	2 F	2	5	5	1	-	7 J	2 J	-	1	7 N	2	1	9	9	1	-	1
Books/Magazines/Newspaper	7	1	1	-	-	5	5	2	1	2	1	3	-	3	1	3 O	1	6	3	4	2	2
Register.com/ search	4	2	1	-	-	1	3	1	-	2	1	1	-	2	1	1	1	3	4	-	-	-
Specialized websites/tools	4	-	-	1	1	2	3	1	1	1	2	-	-	2	2	-	2	2	4	-	-	-
Blogs/Forums	4	-	1	2	-	1	3	1	-	2	2	-	-	2	2	-	3 R	1	2	2	-	2
Registro.br	3	-	3 1% ABDF	-	-	-	2	1	-	1	2	-	-	1	2	-	-	3	2	1	1	-
Denic	2	-	-	2 AF	-	-	1	1	-	-	1	-	1 J	-	1	1	1	1	1	1	-	1
ICANN	2	1	-	-	-	1	2	-	-	-	2	-	-	-	2	-	1	1	2	-	-	-

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

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

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Baidu	2	-	-	-	-	2	1	1	-	-	1	1	-	-	1	1	-	2	-	2	-	2
Nic/Nic.br	2	-	1	1	-	-	2	-	-	1	1	-	-	1	1	-	1	1	2	-	-	-
Domain.org	1	-	-	1	-	-	-	1	-	-	1	-	-	-	1	-	-	1	1	-	-	-
Knowledgeable people/people who use domains	1	1	-	-	-	-	1	-	-	-	-	1	-	-	-	1	-	1	-	1	1	-
.info	1	-	-	1	-	-	1	-	-	-	-	-	1	-	-	1	1	-	1	-	-	-
Domain.com	1	-	-	-	1	-	-	1	-	-	1	-	-	-	1	-	-	1	1	-	-	-
Network solutions	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	1	-	-	-
Ask.com	1	-	-	-	1	-	1	-	-	-	1	-	-	-	1	-	-	1	-	1	1	-
Yahoo.com	1	-	-	-	1	-	1	-	-	-	1	-	-	-	1	-	-	1	1	-	-	-
Not interested/Would not look for information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	10	3	-	4	2	1	8	2	1	1	4	2	2	2	4	4	2	8	4	6	2	4
Not sure	454 7% CEF	121 13% ACEF	24 4%	128 12% ACEF	11 3%	170 5% E	210 6%	244 9% G	41 5%	84 5%	184 7% IJ	87 13% IJK	58 19% IJKL	125 5%	184 7% N	145 15% NO	107 9% R	347 7%	50 2%	404 11% S	54 4%	350 15% U
Nowhere	1	-	-	1	-	-	-	1	1	-	-	-	-	1	-	-	-	1	-	1	-	1
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	9461 154%	1247 135%	929 155%	1440 133%	672 164%	5173 166%	5397 159%	4064 148%	1312 155%	2869 162%	3867 152%	979 144%	434 143%	4181 160%	3867 152%	1413 143%	1723 146%	7738 156%	4142 175%	5319 141%	2192 161%	3127 130%

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

Q756. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

14 Mar 2015
Table 291

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Useful	5141 84% D	777 84% D	519 87% AD	845 78% ABCDF	378 92% ABCDF	2622 84% D	2837 83% D	2304 84% D	724 86% M	1507 85% M	2120 83% M	559 82% M	231 76% D	2231 85% P	2120 83% P	790 80% D	957 81% D	4184 84% Q	2084 88% T	3057 81% D	1209 89% V	1848 77% D
Informative	5069 83% D	767 83% D	513 86% AD	823 76% ABCDF	379 93% ABCDF	2587 83% D	2777 82% D	2292 84% G	711 84% LM	1507 85% KLM	2087 82% LM	532 78% D	232 76% D	2218 85% OP	2087 82% P	764 78% D	957 81% D	4112 83% Q	2045 86% T	3024 80% D	1189 87% V	1835 76% D
Practical	4972 81% D	752 81% D	508 85% ADF	827 76% ABCDF	358 88% ABDF	2527 81% D	2746 81% D	2226 81% D	675 80% M	1480 84% IKLM	2062 81% M	531 78% D	224 74% D	2155 82% P	2062 81% P	755 77% D	911 77% D	4061 82% Q	2028 86% T	2944 78% D	1160 85% V	1784 74% D
Helpful	4956 81% BD	721 78% D	492 82% BD	814 75% ABCDF	369 90% ABCDF	2560 82% ABD	2715 80% D	2241 82% D	708 84% KLM	1470 83% KLM	2021 79% M	531 78% D	226 74% D	2178 83% OP	2021 79% P	757 77% D	935 79% D	4021 81% T	2019 85% T	2937 78% D	1168 86% V	1769 73% D
Trustworthy	4924 80% BD	711 77% D	497 83% BD	814 75% ABCDF	358 88% ABD	2544 81% D	2733 80% D	2191 80% D	682 81% LM	1479 84% KLM	2039 80% LM	511 75% D	213 70% D	2161 83% OP	2039 80% P	724 74% D	918 78% D	4006 81% Q	1999 84% T	2925 77% D	1168 86% V	1757 73% D
Technical	4630 75% BD	649 70% D	473 79% ABD	749 69% ABCDF	332 81% ABD	2427 78% ABD	2548 75% D	2082 76% D	647 77% LM	1393 79% KLM	1912 75% LM	478 70% D	200 66% D	2040 78% OP	1912 75% P	678 69% D	877 74% D	3753 76% Q	1907 80% T	2723 72% D	1099 81% V	1624 67% D
For people like me	4611 75% D	715 77% D	454 76% D	747 69% ABCDF	345 84% ABCDF	2350 75% D	2537 75% D	2074 76% D	632 75% M	1390 79% IKLM	1904 75% LM	484 71% D	201 66% D	2022 77% OP	1904 75% P	685 70% D	844 72% D	3767 76% Q	1916 81% T	2695 71% D	1099 81% V	1596 66% D
Interesting	4431 72% BD	610 66% D	454 76% ABD	732 67% ABCDF	348 85% ABCDF	2287 73% BD	2444 72% D	1987 72% D	639 76% KLM	1364 77% KLM	1786 70% M	464 68% M	178 59% D	2003 77% OP	1786 70% P	642 65% D	845 72% D	3586 72% T	1847 78% T	2584 68% D	1093 80% V	1491 62% D
Innovative	4139 67% BCD	547 59% D	377 63% D	633 58% ABCDF	351 86% ABCDF	2231 71% ABCD	2289 67% D	1850 67% D	581 69% LM	1300 73% IKLM	1695 67% LM	401 59% D	162 53% D	1881 72% OP	1695 67% P	563 57% D	780 66% D	3359 68% Q	1786 75% T	2353 62% D	1051 77% V	1302 54% D
Cutting edge	3841 63% BC	457 49% D	314 52% D	651 60% BC ABCDF	305 75% ABCDF	2114 68% ABCD	2158 63% D	1683 61% D	524 62% M	1178 67% IKLM	1605 63% LM	393 58% M	141 46% D	1702 65% P	1605 63% P	534 54% D	721 61% D	3120 63% Q	1656 70% T	2185 58% D	951 70% V	1234 51% D
Exciting	3358 55% BD	403 44% D	319 53% BD	459 42% ABCDF	326 80% ABCDF	1851 59% ABCD	1909 56% H	1449 53% D	503 60% KLM	1123 63% KLM	1352 53% LM	280 41% M	100 33% D	1626 62% OP	1352 53% P	380 39% D	645 55% D	2713 55% Q	1497 63% T	1861 49% D	875 64% V	986 41% D
Overwhelming	2835 46% BCD	274 30% D	173 29% D	294 27% ABCDF	267 65% ABCDF	1827 48% ABCD	1690 50% H	1145 42% D	374 44% M	956 54% IKLM	1150 45% LM	270 40% M	85 28% D	1330 51% OP	1150 45% P	355 36% D	512 43% D	2323 47% Q	1264 53% T	1571 42% D	699 51% V	872 36% D
Extreme	2738 45% BCD	337 36% D	215 36% D	339 31% ABCDF	266 85% ABCDF	1581 51% ABCD	1583 47% H	1155 42% D	386 46% LM	944 53% IKLM	1104 43% LM	226 33% M	78 26% D	1330 51% OP	1104 43% P	304 31% D	507 43% D	2231 45% Q	1231 52% T	1507 40% D	741 54% V	766 32% D
Unconventional	2347 36% BD	222 24% D	280 47% ABDF	345 32% B ABCDF	201 43% ABDF	1299 42% ABD	1328 39% D	1019 37% D	304 36% M	764 43% IKLM	971 38% LM	220 32% D	88 29% D	1068 41% OP	971 38% P	308 31% D	480 41% D	1867 38% Q	1053 44% T	1294 34% D	577 42% V	717 30% D
Confusing	1768 29% BCE	231 25% D	146 24% D	293 27% E	90 22% E	1008 32% ABCDE	980 29% D	788 29% D	274 32% KLM	578 33% KLM	699 27% L	147 22% D	70 23% D	852 33% OP	699 27% P	217 22% D	348 29% D	1420 29% Q	713 30% T	1055 28% D	390 29% V	665 28% D

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

Q756. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Confusing	4376 71% F	694 75% AF	453 76% AF	793 73% F	319 78% ADF	2117 68% F	2422 71% F	1954 71% F	571 68% F	1192 67% F	1845 73% IJ	534 78% IJK	234 77% IJ	1763 67% F	1845 73% N	788 78% NO	832 71% F	3544 71% F	1656 70% F	2720 72% F	975 71% F	1745 72% F
Unconventional	3797 62% CEF	703 76% ACDEF	319 53% ACEF	741 68% ACEF	208 51% ADF	1826 58% CE	2074 61% F	1723 63% F	541 64% J	1006 57% F	1573 62% J	461 68% JK	216 71% IJK	1547 59% F	1573 62% N	677 69% NO	700 59% F	3097 62% F	1316 56% F	2481 66% S	788 58% F	1693 70% U
Extreme	3406 55% EF	588 64% AEF	384 64% AEF	747 69% ABEF	143 35% F	1544 49% E	1819 53% F	1587 58% G	459 54% J	826 47% F	1440 57% J	455 67% IJK	226 74% IJKL	1285 49% F	1440 57% N	681 69% NO	673 57% F	2733 55% F	1138 48% F	2268 60% S	624 46% F	1644 68% U
Overwhelming	3309 54% EF	651 70% AEF	426 71% AEF	792 73% AEF	142 35% F	1298 42% E	1712 50% F	1597 58% G	471 56% J	814 46% F	1394 55% J	411 60% JK	219 72% IJKL	1285 49% F	1394 55% N	630 64% NO	668 57% R	2641 53% F	1105 47% F	2204 58% S	666 49% F	1538 64% U
Exciting	2786 45% EF	522 56% ACEF	280 47% AEF	627 58% ACEF	83 20% F	1274 41% E	1493 44% F	1293 47% G	342 40% F	647 37% F	1192 47% IJ	401 59% IJK	204 67% IJKL	989 38% F	1192 47% N	605 61% NO	535 45% F	2251 45% F	872 37% F	1914 51% S	490 36% F	1424 59% U
Cutting edge	2303 37% EF	468 51% ADEF	285 48% ADEF	435 40% EF	104 25% F	1011 32% E	1244 37% F	1059 39% F	321 38% J	592 33% F	939 37% J	288 42% JK	163 54% IJKL	913 35% F	939 37% N	451 46% NO	459 39% F	1844 37% F	713 30% F	1590 42% S	414 30% F	1176 49% U
Innovative	2005 33% EF	378 41% AEF	222 37% AEF	453 42% AEF	58 14% F	894 29% E	1113 33% F	892 33% J	264 31% J	470 27% F	849 33% J	280 41% IJK	142 47% IJK	734 28% F	849 33% N	422 43% NO	400 34% F	1605 32% F	583 25% F	1422 38% S	314 23% F	1108 46% U
Interesting	1713 28% CE	315 34% ACEF	145 24% E	354 33% ACEF	61 15% F	838 27% E	958 28% F	755 28% F	206 24% F	406 23% F	758 30% IJ	217 32% IJ	126 41% IJKL	612 23% F	758 30% N	343 35% NO	335 28% F	1378 28% F	522 22% F	1191 32% S	272 20% F	919 38% U
For people like me	1533 25% E	210 23% E	145 24% E	339 31% ABCEF	64 16% F	775 25% E	865 25% F	668 24% F	213 25% J	380 21% F	640 25% J	197 29% JK	103 34% IJK	593 23% F	640 25% N	300 30% NO	336 28% R	1197 24% F	453 19% F	1080 29% S	266 19% F	814 34% U
Technical	1514 25% CEF	276 30% ACEF	126 21% E	337 31% ACEF	77 19% F	698 22% E	854 25% F	660 24% F	198 23% F	377 21% F	632 25% J	203 30% IJK	104 34% IJK	575 22% F	632 25% N	307 31% NO	303 26% F	1211 24% F	462 20% F	1052 28% S	266 19% F	786 33% U
Trustworthy	1220 20% EF	214 23% ACEF	102 17% E	272 25% ACEF	51 12% F	581 19% E	669 20% F	551 20% F	163 19% F	291 16% F	505 20% J	170 25% IJK	91 30% IJK	454 17% F	505 20% N	261 26% NO	262 22% R	958 19% F	370 16% F	850 23% S	197 14% F	653 27% U
Helpful	1188 19% EF	204 22% ACEF	107 18% E	272 25% ACEF	40 10% F	565 19% E	687 20% F	501 18% F	137 16% F	300 17% F	523 21% IJ	150 22% IJ	78 26% IJK	437 17% F	523 21% N	228 23% NO	245 21% F	943 19% F	350 15% F	838 22% S	197 14% F	641 27% U
Practical	1172 19% CE	173 19% E	91 15% E	259 24% ABCEF	51 12% F	598 19% CE	656 19% F	516 19% F	170 20% F	290 16% F	482 19% J	150 22% IJK	80 26% IJK	460 18% F	482 19% N	230 23% NO	269 23% R	903 18% F	341 14% F	831 22% S	205 15% F	626 28% U
Informative	1075 17% CE	158 17% E	86 14% E	263 24% ABCEF	30 7% F	538 17% E	625 18% H	450 16% F	134 16% F	263 15% F	457 18% IJ	149 22% IJK	72 24% IJK	397 15% F	457 18% N	221 22% NO	223 19% F	852 17% F	324 14% F	751 20% S	176 13% F	575 24% U
Useful	1003 16% CE	148 16% E	80 13% E	241 22% ABCEF	31 8% F	503 16% E	565 17% F	438 16% F	121 14% F	263 15% F	424 17% F	122 18% IJKL	73 24% IJKL	384 15% F	424 17% N	195 20% NO	223 19% R	780 16% F	285 12% F	718 19% S	156 11% F	562 23% U

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

Q756_1. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

14 Mar 2015
Table 293

1. Innovative

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	4139 67% BCD	547 59%	377 63%	633 58%	351 86% ABCDF	2231 71% ABCD	2289 67%	1850 67%	581 69% LM	1300 73% IKLM	1695 67% LM	401 59%	162 53%	1881 72% OP	1695 67% P	563 57%	780 66%	3359 68%	1786 75% T	2353 62%	1051 77% V	1302 54%
Describes very well	1340 22% BD	148 16% D	134 22% BD	127 12% ABCDF	192 47% ABD	739 24% ABD	743 22%	597 22%	206 24% KLM	462 26% KLM	536 21% LM	100 15%	36 12%	668 26% OP	536 21% P	136 14%	260 22%	1080 22%	692 29% T	648 17%	361 26% V	287 12%
Describes somewhat well	2799 46% CE	399 43%	243 41%	506 47% CE	159 39%	1492 48% ABCE	1546 45%	1253 46%	375 44%	838 47%	1159 46%	301 44%	126 41%	1213 46%	1159 46%	427 43%	520 44%	2279 46%	1094 46%	1705 45%	690 51% V	1015 42%
BOTTOM 2 BOX (NET)	2005 33% EF	378 41% AEF	222 37% AEF	453 42% AEF	58 14%	894 29% E	1113 33%	892 33%	264 31% J	470 27%	849 33% J	280 41% IJK	142 47% IJK	734 28%	849 33% N	422 43% NO	400 34%	1605 32%	583 25%	1422 38% S	314 23%	1108 46% U
Does not describe very well	1465 24% E	245 26% AEF	150 25% E	312 29% AEF	36 9%	722 23% E	814 24%	651 24%	193 23% J	338 19%	641 25% J	201 30% IJK	92 30% IJ	531 20%	641 25% N	293 30% NO	277 23%	1188 24%	426 18%	1039 28% S	227 17%	812 34% U
Does not describe at all	540 9% EF	133 14% AEF	72 12% AEF	141 13% AEF	22 5%	172 6% E	299 9%	241 9%	71 8%	132 7%	208 8%	79 12% IJK	50 16% IJKL	203 8%	208 8% NO	129 13% NO	123 10% R	417 8%	157 7%	383 10% S	87 6% U	296 12% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q756_2. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

14 Mar 2015
Table 294

2. Cutting edge

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	3841 63% BC	457 49%	314 52%	651 60% BC	305 75% BC	2114 68% ABCD	2158 63%	1683 61%	524 62% M	1178 67% IKLM	1605 63% LM	393 58% M	141 46%	1702 65% P	1605 63% P	534 54%	721 61%	3120 63%	1656 70% T	2185 58%	951 70% V	1234 51%
Describes very well	1151 19% BCD	113 12% D	94 16% D	123 11% ABCD	140 34% ABCD	681 22% ABCD	656 19%	495 18%	175 21% LM	398 22% KLM	466 18% LM	86 13%	26 9%	573 22% OP	466 18% P	112 11%	219 19%	932 19%	598 25% T	553 15%	299 22% V	254 11%
Describes somewhat well	2690 44% BC	344 37%	220 37%	528 49% ABCE	165 40%	1433 46% ABCE	1502 44%	1188 43%	349 41%	780 44% M	1139 45% M	307 45% M	115 38%	1129 43%	1139 45% M	422 43%	502 43%	2188 44%	1058 45%	1632 43%	652 48% V	980 41%
BOTTOM 2 BOX (NET)	2303 37% EF	468 51% ADEF	285 48% ADEF	435 40% EF	104 25%	1011 32% E	1244 37%	1059 39%	321 38% J	592 33%	939 37% J	288 42% JK	163 54% IJKL	913 35%	939 37% NO	451 46% NO	459 39%	1844 37%	713 30%	1590 42% S	414 30%	1176 49% U
Does not describe very well	1667 27% E	293 32% ADEF	183 31% AEF	297 27% E	70 17%	824 26% E	898 26%	769 28%	230 27%	444 25%	694 27%	196 29%	103 34% IJK	674 26%	694 27% N	299 30% N	308 26%	1359 27%	528 22%	1139 30% S	306 22%	833 35% U
Does not describe at all	636 10% F	175 19% ADEF	102 17% ADEF	138 13% AEF	34 8%	187 6% E	346 10%	290 11%	91 11% J	148 8%	245 10%	92 14% JK	60 20% IJKL	239 9%	245 10% NO	152 15% NO	151 13% R	485 10%	185 8%	451 12% S	108 8%	343 14% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q756_3. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

3. Extreme

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	2738 45% BCD	337 36% D	215 36% D	339 31% ABCDF	266 65% ABCDF	1581 51% ABCD	1583 47% H	1155 42% H	386 46% LM	944 53% IKLM	1104 43% LM	226 33% M	78 26% M	1330 51% OP	1104 43% P	304 31% P	507 43% P	2231 45% T	1231 52% T	1507 40% T	741 54% V	766 32% V
Describes very well	808 13% CD	104 11% D	58 10% D	57 5% ABCDF	132 32% ABCDF	457 15% ABCD	482 14% H	326 12% H	125 15% LM	301 17% KLM	319 13% LM	49 7% LM	14 5% LM	426 16% OP	319 13% P	63 6% P	144 12% P	664 13% T	427 18% T	381 10% T	219 16% V	162 7% V
Describes somewhat well	1930 31% BCD	233 25% D	157 26% D	282 26% BCD	134 33% BCD	1124 36% ABCD	1101 32% H	829 30% H	261 31% LM	643 36% IKLM	785 31% LM	177 26% LM	64 21% LM	904 35% OP	785 31% P	241 24% P	363 31% P	1567 32% T	804 34% T	1126 30% T	522 38% V	604 25% V
BOTTOM 2 BOX (NET)	3406 55% EF	588 64% AEF	384 64% AEF	747 69% ABEF	143 35% ABEF	1544 49% E	1819 53% E	1587 58% G	459 54% J	826 47% J	1440 57% J	455 67% IJK	226 74% IJKL	1285 49% IJKL	1440 57% N	681 69% NO	673 57% NO	2733 55% S	1138 48% S	2268 60% S	624 46% U	1644 68% U
Does not describe very well	2099 34% E	294 32% E	219 37% E	392 36% BE	86 21% BE	1108 35% ABE	1127 33% H	972 35% H	285 34% J	523 30% J	913 36% J	257 38% J	121 40% J	808 31% N	913 36% N	378 38% N	406 34% N	1693 34% S	727 31% S	1372 36% S	416 30% U	956 40% U
Does not describe at all	1307 21% EF	294 32% AEF	165 28% AEF	355 33% ACEF	57 14% ACEF	436 14% H	692 20% H	615 22% G	174 21% J	303 17% J	527 21% J	198 29% IJK	105 35% IJK	477 18% N	527 21% NO	303 31% NO	267 23% NO	1040 21% S	411 17% S	896 24% S	208 15% U	688 29% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q756_4. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

4. Trustworthy

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	4924 80% BD	711 77% BD	497 83% BD	814 75% ABCD	358 88% ABCD	2544 81% ABD	2733 80% BD	2191 80% BD	682 81% LM	1479 84% KLM	2039 80% LM	511 75% LM	213 70% LM	2161 83% OP	2039 80% P	724 74% P	918 78% P	4006 81% Q	1999 84% T	2925 77% T	1168 86% V	1757 73% V
Describes very well	1846 30% BD	240 26% D	221 37% ABDF	195 18% ABCD	212 52% ABCD	978 31% ABD	1039 31% BD	807 29% BD	289 34% KLM	599 34% KLM	726 29% M	172 25% M	60 20% M	888 34% OP	726 29% P	232 24% P	352 30% P	1494 30% P	888 37% T	958 25% T	502 37% V	456 19% V
Describes somewhat well	3078 50% CE	471 51% E	276 46% E	619 57% ABCEF	146 36% E	1566 50% E	1694 50% E	1384 50% E	393 47% I	880 50% I	1313 52% I	339 50% I	153 50% I	1273 49% I	1313 52% N	492 50% N	566 48% N	2512 51% N	1111 47% N	1967 52% S	666 49% S	1301 54% S
BOTTOM 2 BOX (NET)	1220 20% EF	214 23% ACEF	102 17% E	272 25% ACEF	51 12% E	581 19% E	669 20% E	551 20% E	163 19% J	291 16% J	505 20% J	170 25% IJK	91 30% IJK	454 17% JK	505 20% N	261 26% NO	262 22% R	958 19% R	370 16% R	850 23% S	197 14% U	653 27% U
Does not describe very well	926 15% CE	144 16% E	72 12% E	190 17% ACE	35 9% E	485 16% CE	483 14% E	443 16% G	131 16% J	224 13% J	389 15% J	120 18% J	62 20% JK	355 14% JK	389 15% N	182 18% NO	190 16% R	736 15% R	279 12% R	647 17% S	159 12% S	488 20% U
Does not describe at all	294 5% F	70 8% ACEF	30 5% F	82 8% ACEF	16 4% E	96 3% E	186 5% H	108 4% H	32 4% I	67 4% I	116 5% I	50 7% IJK	29 10% IJK	99 4% JK	116 5% NO	79 8% NO	72 6% R	222 4% R	91 4% R	203 5% S	38 3% S	165 7% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q756_5. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

5. Unconventional

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	2347 38% BD	222 24%	280 47% ABDF	345 32% B	201 49% ABDF	1299 42% ABD	1328 39% 37%	1019 37%	304 36% M	764 43% IKLM	971 38% LM	220 32% 32%	88 29% 29%	1068 41% OP	971 38% P	308 31% 31%	480 41% 41%	1867 38% 38%	1053 44% T	1294 34% 34%	577 42% V	717 30% 30%
Describes very well	622 10% BD	37 4%	99 17% ABDF	57 5% 5%	75 18% ABDF	354 11% ABD	346 10% 10%	276 10%	93 11% LM	228 13% KLM	235 9% 9%	47 7% 7%	19 6% 6%	321 12% OP	235 9% P	66 7% 7%	144 12% R	478 10% 10%	328 14% T	294 8% 8%	154 11% V	140 6% 6%
Describes somewhat well	1725 28% B	185 20%	181 30% B	288 27% B	126 31% 31%	945 30% ABD	982 29% 29%	743 27%	211 25% 25%	536 30% ILM	736 29% IM	173 25% 25%	69 23% 23%	747 29% P	736 29% P	242 25% 25%	336 28% 28%	1389 28% 28%	725 31% 31%	1000 26% 26%	423 31% 31%	577 24% 24%
BOTTOM 2 BOX (NET)	3797 62% CEF	703 76% ACDEF	319 53% ACEF	741 68% ACEF	208 51% 51%	1826 58% CE	2074 61% 61%	1723 63% 63%	541 64% J	1006 57% 57%	1573 62% J	461 68% JK	216 71% IJK	1547 59% 59%	1573 62% N	677 69% NO	700 59% 59%	3097 62% 62%	1316 56% 56%	2481 66% S	788 58% 58%	1693 70% U
Does not describe very well	2352 38% CE	366 40% CE	172 29% 29%	436 40% CE	126 31% 31%	1252 40% ACE	1259 37% 37%	1093 40% G	332 39% 39%	640 36% 36%	981 39% 39%	282 41% 41%	117 38% 38%	972 37% 37%	981 39% 39%	399 41% 41%	432 37% 37%	1920 39% 39%	815 34% 34%	1537 41% S	492 36% 36%	1045 43% U
Does not describe at all	1445 24% F	337 36% ACDEF	147 25% F	305 28% AEF	82 20% 20%	574 18% 18%	815 24% 24%	630 23% 23%	209 25% 25%	366 21% 21%	592 23% J	179 26% 26%	99 33% IJKL	575 22% 22%	592 23% 23%	278 28% NO	268 23% 23%	1177 24% 24%	501 21% 21%	944 25% S	296 22% 22%	648 27% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q756_6. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

6. Practical

Base: All Qualified Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	4972 81% D	752 81% D	508 85% ADF	827 76% ABDF	358 88% ABDF	2527 81% D	2746 81% D	2226 81% D	675 80% M	1480 84% IKLM	2062 81% M	531 78% D	224 74% D	2155 82% P	2062 81% P	755 77% D	911 77% D	4061 82% Q	2028 86% T	2944 78% D	1160 85% V	1784 74% D
Describes very well	1849 30% DF	291 31% D	251 42% ABDF	226 21% ABDF	198 48% ABDF	883 28% D	985 29% D	864 32% G	293 35% KLM	570 32% LM	753 30% LM	165 24% D	68 22% D	863 33% OP	753 30% P	233 24% D	346 29% D	1503 30% D	854 36% T	995 26% D	467 34% V	528 22% D
Describes somewhat well	3123 51% CE	461 50% CE	257 43% ABCE	601 55% ABCE	160 39% ACE	1644 53% ACE	1761 52% D	1362 50% D	382 45% I	910 51% I	1309 51% I	366 54% I	156 51% I	1292 49% I	1309 51% I	522 53% I	565 48% I	2558 52% Q	1174 50% D	1949 52% D	693 51% D	1256 52% D
BOTTOM 2 BOX (NET)	1172 19% CE	173 19% E	91 15% ABCE	259 24% ABCE	51 12% CE	598 19% CE	656 19% D	516 19% D	170 20% J	290 16% J	482 19% J	150 22% J	80 26% IJK	460 18% D	482 19% D	230 23% NO	269 23% R	903 18% D	341 14% D	831 22% S	205 15% D	626 26% U
Does not describe very well	866 14% BCE	104 11% E	59 10% ABCE	175 16% ABCE	32 8% ACE	496 16% ABCE	466 14% D	400 15% D	132 16% J	214 12% J	366 14% J	103 15% J	51 17% J	346 13% D	366 14% D	154 16% R	193 16% R	673 14% D	257 11% D	609 16% S	162 12% D	447 19% U
Does not describe at all	306 5% F	69 7% AF	32 5% F	84 8% AEF	19 5% D	102 3% D	190 6% H	116 4% D	38 4% D	76 4% D	116 5% D	47 7% IJK	29 10% IJK	114 4% D	116 5% D	76 8% NO	76 6% R	230 5% D	84 4% D	222 6% S	43 3% D	179 7% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q756_7. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

7. Technical

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	4630 75% BD	649 70% ABD	473 79% ABD	749 69% ABD	332 81% ABD	2427 78% ABD	2548 75% ABD	2082 76% ABD	647 77% LM	1393 79% KLM	1912 75% LM	478 70% LM	200 66% LM	2040 78% OP	1912 75% P	678 69% P	877 74% P	3753 76% P	1907 80% T	2723 72% T	1099 81% V	1624 67% V
Describes very well	1575 26% BD	197 21% D	214 36% ABDF	165 15% ABDF	165 40% ABDF	834 27% BD	871 26% BD	704 26% BD	242 29% KLM	503 28% KLM	629 25% LM	142 21% LM	59 19% LM	745 28% OP	629 25% P	201 20% P	298 25% P	1277 26% P	741 31% T	834 22% T	419 31% V	415 17% V
Describes somewhat well	3055 50% CE	452 49% CE	259 43% ABCE	584 54% ABCE	167 41% ACE	1593 51% ACE	1677 49% ACE	1378 50% ACE	405 48% LM	890 50% LM	1283 50% LM	336 49% LM	141 46% LM	1295 50% LM	1283 50% LM	477 48% LM	579 49% LM	2476 50% LM	1166 49% LM	1889 50% LM	680 50% LM	1209 50% LM
BOTTOM 2 BOX (NET)	1514 25% CEF	276 30% ACEF	126 21% ACEF	337 31% ACEF	77 19% ACEF	698 22% ACEF	854 25% ACEF	660 24% ACEF	198 23% J	377 21% J	632 25% J	203 30% IJK	104 34% IJK	575 22% IJK	632 25% N	307 31% NO	303 26% NO	1211 24% NO	462 20% NO	1052 28% S	266 19% S	786 33% U
Does not describe very well	1145 19% CE	181 20% CE	90 15% ACEF	239 22% ACEF	59 14% ACEF	576 18% CE	647 19% CE	498 18% CE	155 18% J	291 16% J	480 19% J	147 22% IJK	72 24% IJK	446 17% IJK	480 19% NO	219 22% NO	216 18% NO	929 19% NO	366 15% NO	779 21% S	213 16% S	566 23% U
Does not describe at all	369 6% F	95 10% ACEF	36 6% F	98 9% ACEF	18 4% F	122 4% F	207 6% F	162 6% F	43 5% J	86 5% J	152 6% J	56 8% IJK	32 11% IJK	129 5% IJK	152 6% NO	88 9% NO	87 7% R	282 6% R	96 4% R	273 7% S	53 4% S	220 9% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q756_8. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

14 Mar 2015
Table 300

8. Confusing

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	1768 29%	231 25%	146 24%	293 27%	90 22%	1008 32%	980 29%	788 29%	274 32%	578 33%	699 27%	147 22%	70 23%	852 33%	699 27%	217 22%	348 29%	1420 29%	713 30%	1055 28%	390 29%	665 28%
Describes very well	436 7%	50 5%	43 7%	62 6%	40 10%	241 8%	255 7%	181 7%	70 8%	155 9%	166 7%	31 5%	14 5%	225 9%	166 7%	45 5%	82 7%	354 7%	221 9%	215 6%	92 7%	123 5%
Describes somewhat well	1332 22%	181 20%	103 17%	231 21%	50 12%	767 25%	725 21%	607 22%	204 24%	423 24%	533 21%	116 17%	56 18%	627 24%	533 21%	172 17%	266 23%	1066 21%	492 21%	840 22%	298 22%	542 22%
BOTTOM 2 BOX (NET)	4376 71%	694 75%	453 76%	793 73%	319 78%	2117 68%	2422 71%	1954 71%	571 68%	1192 67%	1845 73%	534 78%	234 77%	1763 67%	1845 73%	768 78%	832 71%	3544 71%	1656 70%	2720 72%	975 71%	1745 72%
Does not describe very well	2395 39%	366 40%	220 37%	399 37%	140 34%	1270 41%	1303 38%	1092 40%	345 41%	651 37%	994 39%	276 41%	129 42%	996 38%	994 39%	405 41%	469 40%	1926 39%	893 38%	1502 40%	508 37%	994 41%
Does not describe at all	1981 32%	328 35%	233 39%	394 36%	179 44%	847 27%	1119 33%	862 31%	226 27%	541 31%	851 33%	258 38%	105 35%	767 29%	851 33%	363 37%	363 31%	1618 33%	763 32%	1218 32%	467 34%	751 31%
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q756_9. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

14 Mar 2015
Table 301

9. Overwhelming

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	2835 46% BCD	274 30%	173 29%	294 27%	267 65% ABCDF	1827 58% ABCD	1690 50% H	1145 42%	374 44% M	956 54% IKLM	1150 45% LM	270 40% M	85 28%	1330 51% OP	1150 45% P	355 36%	512 43%	2323 47% Q	1264 53% T	1571 42%	699 51% V	872 36%
Describes very well	859 14% BCD	54 6%	45 8% D	49 5%	127 31% ABCDF	584 19% ABCD	525 15% H	334 12%	122 14% LM	303 17% KLM	342 13% LM	68 10%	24 8%	425 18% OP	342 13% P	92 9%	145 12%	714 14%	441 19% T	418 11%	216 18% V	202 8%
Describes somewhat well	1976 32% BCD	220 24%	128 21%	245 23%	140 34% BCD	1243 40% ABCDE	1165 34% H	811 30%	252 30% M	653 37% IKLM	808 32% M	202 30%	61 20%	905 35% OP	808 32% P	263 27%	367 31%	1609 32%	823 35% T	1153 31%	483 35% V	670 28%
BOTTOM 2 BOX (NET)	3309 54% EF	651 70% AEF	426 71% AEF	792 73% AEF	142 35% E	1298 42% E	1712 50% G	1597 58% G	471 56% J	814 46% JK	1394 55% J	411 60% JK	219 72% IJKL	1285 49% JK	1394 55% N	630 64% NO	668 57% R	2641 53%	1105 47%	2204 58% S	666 49%	1538 64% U
Does not describe very well	1987 32% EF	342 37% AEF	209 35% EF	389 36% AEF	93 23% E	954 31% E	1031 30% G	956 35% G	319 38% JK	521 29% JK	814 32% M	226 33%	107 35% J	840 32% JK	814 32% P	333 34%	399 34%	1588 32%	688 29% S	1299 34% S	417 31%	882 37% U
Does not describe at all	1322 22% EF	309 33% AEF	217 36% AEF	403 37% AEF	49 12% E	344 11% E	681 20% G	641 23% G	152 18% J	293 17% JK	580 23% IJ	185 27% IJK	112 37% IJKL	445 17% JK	580 23% N	297 30% NO	269 23%	1053 21%	417 18% S	905 24% S	249 18% U	656 27% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q756_10. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?
10. Useful

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	5141 84% D	777 84% D	519 87% AD	845 78% ABCD	378 92% D	2622 84% D	2837 83% D	2304 84% D	724 86% M	1507 85% M	2120 83% M	559 82% M	231 76% P	2231 85% P	2120 83% P	790 80% P	957 81% P	4184 84% Q	2084 88% T	3057 81% T	1209 89% V	1848 77% V
Describes very well	2191 36% D	343 37% D	264 44% ABDF	236 22% ABCD	245 60% ABCD	1103 35% D	1193 35% D	998 36% D	345 41% KLM	677 38% KLM	879 35% M	211 31% M	79 26% P	1022 39% OP	879 35% P	290 29% P	409 35% P	1782 36% Q	987 42% T	1204 32% T	581 43% V	623 26% V
Describes somewhat well	2950 48% CE	434 47% E	255 43% E	609 56% ABCEF	133 33% E	1519 49% CE	1644 48% CE	1306 48% CE	379 45% I	830 47% I	1241 49% I	348 51% I	152 50% I	1209 46% I	1241 49% I	500 51% N	548 46% N	2402 48% R	1097 46% R	1853 49% S	628 46% S	1225 51% U
BOTTOM 2 BOX (NET)	1003 16% CE	148 16% E	80 13% E	241 22% ABCEF	31 8% E	503 16% E	565 17% E	438 16% E	121 14% E	263 15% E	424 17% E	122 18% IJKL	73 24% IJKL	384 15% IJKL	424 17% NO	195 20% NO	223 19% R	780 16% R	285 12% R	718 19% S	156 11% S	562 23% U
Does not describe very well	728 12% CE	96 10% E	50 8% E	156 14% ABCE	20 5% E	406 13% ABCE	399 12% E	329 12% E	93 11% E	183 10% E	321 13% J	84 12% J	47 15% IJ	276 11% IJ	321 13% N	131 13% N	153 13% N	575 12% S	208 9% S	520 14% S	110 8% S	410 17% U
Does not describe at all	275 4% F	52 6% EF	30 5% F	85 8% ACEF	11 3% E	97 3% E	166 5% E	109 4% E	28 3% E	80 5% E	103 4% E	38 6% IJK	26 9% IJK	108 4% IJK	103 4% NO	64 6% NO	70 6% R	205 4% R	77 3% S	198 5% S	46 3% S	152 6% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q756_11. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?
11. For people like me

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	4611 75% D	715 77% D	454 76% D	747 69% ABCDF	345 84% D	2350 75% D	2537 75% D	2074 76% D	632 75% M	1390 79% IKLM	1904 75% LM	484 71% D	201 66% D	2022 77% OP	1904 75% P	685 70% D	844 72% D	3767 76% Q	1916 81% T	2695 71% D	1099 81% V	1596 66% D
Describes very well	1663 27% D	259 28% D	195 33% ADF	182 17% ABCDF	211 52% D	816 26% D	925 27% D	738 27% D	249 29% LM	533 30% KLM	662 26% M	162 24% D	57 19% D	782 30% OP	662 26% P	219 22% D	308 26% D	1355 27% D	773 33% T	890 24% D	427 31% V	463 19% D
Describes somewhat well	2948 48% CE	456 49% CE	259 43% E	565 52% ACE	134 33% D	1534 49% CE	1612 47% D	1336 49% D	383 45% D	857 48% D	1242 49% D	322 47% D	144 47% D	1240 47% D	1242 49% D	466 47% D	536 45% D	2412 49% D	1143 48% D	1805 48% D	672 49% D	1133 47% D
BOTTOM 2 BOX (NET)	1533 25% E	210 23% E	145 24% E	339 31% ABCEF	64 16% D	775 25% E	865 25% D	668 24% D	213 25% J	380 21% D	640 25% J	197 29% JK	103 34% IJK	593 23% D	640 25% N	300 30% NO	336 28% R	1197 24% D	453 19% D	1080 29% S	266 19% D	814 34% U
Does not describe very well	1072 17% BCE	125 14% D	85 14% D	219 20% ABCE	42 10% D	601 19% ABCE	599 18% D	473 17% D	156 18% D	276 16% D	458 18% J	124 18% D	58 19% D	432 17% D	458 18% D	182 18% D	222 19% D	850 17% D	325 14% D	747 20% S	186 14% D	561 23% U
Does not describe at all	461 8% F	85 9% AEF	60 10% AEF	120 11% AEF	22 5% D	174 6% D	266 8% D	195 7% D	57 7% D	104 6% D	182 7% D	73 11% IJK	45 15% IJK	161 6% D	182 7% D	118 12% NO	114 10% R	347 7% D	128 5% D	333 9% S	80 6% D	253 10% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q756_12. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

14 Mar 2015
Table 304

12. Interesting

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	4431 72% BD	610 66%	454 76% ABD	732 67% ABCD	348 85% BCDF	2287 73% BD	2444 72%	1987 72%	639 76% KLM	1364 77% KLM	1786 70% M	464 68% M	178 59%	2003 77% OP	1786 70% P	642 65%	845 72%	3586 72%	1847 78% T	2584 68% T	1093 80% V	1491 62%
Describes very well	1465 24% BD	165 18% D	171 29% ABD	136 13% ABCD	188 46% BCDF	805 26% ABD	790 23%	675 25%	241 29% KLM	493 28% KLM	581 23% LM	114 17% M	36 12%	734 28% OP	581 23% P	150 15%	277 23%	1188 24%	713 30% T	752 20%	404 30% V	348 14%
Describes somewhat well	2966 48% E	445 48% E	283 47% E	596 55% ABCE	160 39%	1482 47% E	1654 49%	1312 48%	398 47% KLM	871 49%	1205 47%	350 51%	142 47%	1269 49%	1205 47%	492 50%	568 48%	2398 48%	1134 48%	1832 49%	689 50%	1143 47%
BOTTOM 2 BOX (NET)	1713 28% CE	315 34% ACEF	145 24% E	354 33% ACEF	61 15%	838 27% E	958 28%	755 28%	206 24%	406 23% IJ	758 30% IJ	217 32% IJ	126 41% IJKL	612 23%	758 30% N	343 35% NO	335 28%	1378 28%	522 22%	1191 32% S	272 20%	919 38% U
Does not describe very well	1256 20% CE	214 23% ACE	93 16% E	235 22% CE	41 10%	673 22% ACE	694 20%	562 20%	149 18%	297 17% IJ	579 23% IJ	149 22% IJ	82 27% IJ	446 17%	579 23% N	231 23% N	236 20%	1020 21%	386 16%	870 23% S	209 15%	661 27% U
Does not describe at all	457 7% EF	101 11% AEF	52 9% EF	119 11% AEF	20 5%	165 5% AEF	264 8%	193 7%	57 7%	109 6% IJK	179 7% IJK	68 10% IJK	44 14% IJKL	166 6%	179 7% NO	112 11% NO	99 8%	358 7%	136 6%	321 9% S	63 5%	258 11% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q756_13. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

13. Exciting

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	3358 55% BD	403 44% BD	319 53% BD	459 42% ABCD	326 80% ABCD	1851 59% ABCD	1909 56% H	1449 53% H	503 60% KLM	1123 63% KLM	1352 53% LM	280 41% M	100 33% M	1626 62% OP	1352 53% P	380 39% P	645 55% P	2713 55% P	1497 63% T	1861 49% T	875 64% V	986 41% V
Describes very well	1034 17% BD	86 9% D	94 16% BD	68 6% ABCDF	163 40% ABCD	623 20% ABCD	603 18% H	431 16% H	156 18% LM	389 22% IKLM	404 16% LM	68 10% M	17 6% M	545 21% OP	404 16% P	85 9% P	196 17% P	838 17% P	537 23% T	497 13% T	307 22% V	190 8% V
Describes somewhat well	2324 38% B	317 34% B	225 38% B	391 36% B	163 40% AB	1228 39% AB	1306 38% AB	1018 37% AB	347 41% KLM	734 41% KLM	948 37% LM	212 31% LM	83 27% LM	1081 41% OP	948 37% P	295 30% P	449 38% P	1875 38% P	960 41% T	1364 36% T	568 42% V	796 33% V
BOTTOM 2 BOX (NET)	2786 45% EF	522 56% ACEF	280 47% EF	627 58% ACEF	83 20% E	1274 41% E	1493 44% E	1293 47% G	342 40% IJ	647 37% IJ	1192 47% JK	401 59% IJK	204 67% IJKL	989 38% IJKL	1192 47% N	605 61% NO	535 45% NO	2251 45% NO	872 37% S	1914 51% S	490 36% S	1424 59% U
Does not describe very well	1867 30% E	302 33% E	172 29% E	386 36% ACEF	53 13% E	954 31% E	994 29% E	873 32% G	235 28% IJ	450 25% IJ	803 32% IJK	262 38% IJK	117 38% IJK	685 26% IJK	803 32% N	379 38% NO	344 29% NO	1523 31% NO	590 25% S	1277 34% S	342 25% S	935 39% U
Does not describe at all	919 15% EF	220 24% ACEF	108 18% AEF	241 22% ACEF	30 7% E	320 10% E	499 15% E	420 15% E	107 13% IJ	197 11% IJ	389 15% JK	139 20% IJK	87 29% IJKL	304 12% IJKL	389 15% N	226 23% NO	191 16% NO	728 15% NO	282 12% S	637 17% S	148 11% S	489 20% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q756_14. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

14. Helpful

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	4956 81% BD	721 78%	492 82% BD	814 75% ABCD	369 90% ABCD	2560 82% ABD	2715 80% BD	2241 82% KLM	708 84% KLM	1470 83% KLM	2021 79% M	531 78% KLM	226 74% M	2178 83% OP	2021 79% OP	757 77% OP	935 79% OP	4021 81% OP	2019 85% T	2937 78% T	1168 86% V	1769 73% V
Describes very well	1931 31% BD	259 28% D	237 40% ABDF	218 20% ABCD	228 56% ABCD	989 32% BD	1054 31% BD	877 32% KLM	325 38% KLM	629 36% KLM	726 29% M	182 27% M	69 23% M	954 36% OP	726 29% OP	251 25% OP	352 30% OP	1579 32% OP	884 37% T	1047 28% T	512 38% V	535 22% V
Describes somewhat well	3025 49% CE	462 50% CE	255 43% E	596 55% ABCE	141 34% E	1571 50% CE	1661 49% CE	1364 50% CE	383 45% CE	841 48% CE	1295 51% IJ	349 51% IJ	157 52% IJ	1224 47% IJ	1295 51% N	506 51% N	583 49% N	2442 49% N	1135 48% N	1890 50% S	656 48% S	1234 51% S
BOTTOM 2 BOX (NET)	1188 19% EF	204 22% ACEF	107 18% E	272 25% ACEF	40 10% E	565 18% E	687 20% E	501 18% E	137 16% E	300 17% IJ	523 21% IJ	150 22% IJ	78 26% IJK	437 17% IJK	523 21% N	228 23% N	245 21% N	943 19% N	350 15% N	838 22% S	197 14% S	641 27% U
Does not describe very well	863 14% E	127 14% E	74 12% E	189 17% ABCE	28 7% E	445 14% E	483 14% E	380 14% E	99 12% E	216 12% IJ	406 16% IJ	95 14% IJ	47 15% IJ	315 12% N	406 16% N	142 14% N	164 14% N	699 14% N	262 11% N	601 16% S	144 11% S	457 19% U
Does not describe at all	325 5% EF	77 8% ACEF	33 6% E	83 8% AEF	12 3% E	120 4% E	204 6% H	121 4% H	38 4% H	84 5% H	117 5% H	55 8% IJK	31 10% IJK	122 5% N	117 5% NO	86 9% NO	81 7% R	244 5% R	88 4% R	237 6% S	53 4% S	184 8% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q756_15. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

15. Informative

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	5069 83% D	767 83% D	513 86% AD	823 76% ABCD	379 93% ABCDF	2587 83% D	2777 82% G	2292 84% LM	711 84% LM	1507 85% KLM	2087 82% LM	532 78% OP	232 76% P	2218 85% OP	2087 82% P	764 78% T	957 81% T	4112 83% T	2045 86% T	3024 80% V	1189 87% V	1835 76% V
Describes very well	2130 35% D	308 33% D	252 42% ABDF	224 21% ABCDF	247 60% ABCDF	1099 35% D	1139 33% G	991 36% KLM	340 40% KLM	667 38% M	837 33% M	206 30% OP	80 26% P	1007 39% OP	837 33% P	286 29% P	390 33% P	1740 35% T	965 41% T	1165 31% V	558 41% V	607 25% V
Describes somewhat well	2939 48% CE	459 50% CE	261 44% E	599 55% ABCEF	132 32% E	1488 48% E	1638 48% E	1301 47% I	371 44% I	840 47% I	1250 49% I	326 48% I	152 50% I	1211 46% N	1250 49% N	478 49% N	567 48% N	2372 48% N	1080 46% S	1859 49% S	631 46% U	1228 51% U
BOTTOM 2 BOX (NET)	1075 17% CE	158 17% E	86 14% E	263 24% ABCEF	30 7% E	538 17% E	625 18% H	450 16% H	134 16% J	263 15% J	457 18% J	149 22% IJK	72 24% IJK	397 15% N	457 18% N	221 22% NO	223 19% N	852 17% N	324 14% S	751 20% S	176 13% U	575 24% U
Does not describe very well	797 13% BCE	98 11% E	56 9% E	185 17% ABCEF	19 5% E	439 14% ABCE	455 13% H	342 12% H	98 12% J	198 11% J	350 14% J	104 15% IJ	47 15% J	296 11% N	350 14% N	151 15% N	149 13% N	648 13% N	251 11% S	546 14% S	130 10% U	416 17% U
Does not describe at all	278 5% F	60 6% AEF	30 5% F	78 7% AEF	11 3% F	99 3% H	170 5% H	108 4% H	36 4% IJK	65 4% IJK	107 4% IJK	45 7% IJK	25 8% IJK	101 4% NO	107 4% NO	70 7% R	74 6% R	204 4% R	73 3% S	205 5% S	46 3% U	159 7% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q766_1. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?
1. .com

14 Mar 2015
Table 308

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Strict purchase restrictions should be required	1181 19% BCD	119 13%	88 15%	137 13%	98 24% ABCD	739 24% ABCD	688 20% H	493 18%	212 25% JKLM	335 19%	472 19%	114 17%	48 16%	547 21% OP	472 19%	162 16%	217 18%	964 19%	536 23% T	645 17%	262 19% V	383 16%
Some purchase restrictions should be required	2467 40% E	354 38%	239 40%	439 40% E	141 34% F	1294 41% AE	1302 38%	1165 42% G	318 38%	774 44% IKL	992 39%	259 38%	124 41%	1092 42% O	992 39%	383 39%	486 41%	1981 40%	899 38%	1568 42% S	514 38% U	1054 44%
No purchase restrictions should be required	2496 41% F	452 49% AEF	272 45% AF	510 47% AF	170 42% F	1092 35% F	1412 42%	1084 40%	315 37%	661 37% IJ	1080 42% IJ	308 45% IJ	132 43% J	976 37% J	1080 42% N	440 45% N	477 40%	2019 41%	934 39%	1562 41%	589 43%	973 40%
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q766_2. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?
2. .net

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Strict purchase restrictions should be required	955 16% BCD	111 12%	76 13%	107 10%	86 21% ABCD	575 18% ABCD	553 16%	402 15%	143 17%	269 15%	386 15%	112 16%	45 15%	412 16%	386 15%	157 16%	176 15%	779 16%	424 18% T	531 14%	203 15%	328 14%
Some purchase restrictions should be required	2884 47% BC	406 44%	251 42%	487 45%	186 45% ABCD	1554 50% ABCD	1536 45%	1348 49% G	399 47% L	897 51% KLM	1168 46%	286 42%	134 44%	1296 50% OP	1168 46%	420 43%	546 46%	2338 47%	1075 45%	1809 48%	640 47%	1169 49%
No purchase restrictions should be required	2305 38% F	408 44% AEF	272 45% AEF	492 45% AEF	137 33%	996 32%	1313 39%	992 36%	303 36%	604 34%	990 39% J	283 42% IJ	125 41% J	907 35%	990 39% N	408 41% N	458 39%	1847 37%	870 37%	1435 38%	522 38%	913 38%
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q766_3. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?
3. .info

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Strict purchase restrictions should be required	957 16% D	146 16%	92 15%	139 13%	73 18% D	507 16% D	521 15%	436 16%	137 16%	282 16%	388 15%	105 15%	45 15%	419 16%	388 15%	150 15%	189 16%	768 15%	392 17%	565 15%	206 15%	359 15%
Some purchase restrictions should be required	3001 49% CE	440 48% E	268 45%	522 48% E	164 40%	1607 51% ABCE	1614 47%	1387 51% G	402 48%	889 50%	1243 49%	321 47%	146 48%	1291 49%	1243 49%	467 47%	573 49%	2428 49%	1170 49%	1831 49%	628 46%	1203 50% U
No purchase restrictions should be required	2186 36% F	339 37% F	239 40% AF	425 39% AF	172 42% AF	1011 32% H	1267 37%	919 34%	306 36%	599 34%	913 36%	255 37%	113 37%	905 35%	913 36%	368 37%	418 35%	1768 36%	807 34%	1379 37% S	531 39% V	848 35%
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q766_4. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?

14 Mar 2015
Table 311

4. .org

Base: All Qualified Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Strict purchase restrictions should be required	1534 25% D	241 26% D	158 26% D	196 18%	119 29% AD	820 26% AD	873 26%	661 24%	218 26%	459 26%	634 25%	154 23%	69 23%	677 26% P	634 25%	223 23%	261 22%	1273 26% Q	653 28% T	881 23%	305 22%	576 24%
Some purchase restrictions should be required	2696 44% BCE	374 40%	232 39%	479 44% CE	152 37%	1459 47% ABCE	1444 42%	1252 46% G	371 44%	826 47% KL	1089 43%	280 41%	130 43%	1197 46% OP	1089 43%	410 42%	548 46% R	2148 43%	1028 43%	1668 44%	584 43%	1084 45%
No purchase restrictions should be required	1914 31% F	310 34% F	209 35% AF	411 38% ABF	138 34% F	846 27%	1085 32%	829 30%	256 30%	485 27%	821 32% J	247 36% IJK	105 35% J	741 28%	821 32% N	352 36% N	371 31%	1543 31%	688 29%	1226 32% S	476 35% V	750 31%
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q766_5. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?
5. .cn

14 Mar 2015
Table 312

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1110	**	**	**	**	1110	664	446	57*	358	515	154	26**	415	515	180	118	992	458	652	262	390
Weighted Base	1110	**	**	**	**	1110	664	446	57*	358	515	154	26**	415	515	180	118	992	458	652	262	390
Strict purchase restrictions should be required	258 23%	-	-	-	-	258 23%	149 22%	109 24%	16 28%	84 23%	125 24%	30 19%	3 12%	100 24%	125 24%	33 18%	24 20%	234 24%	108 24%	150 23%	64 24%	86 22%
Some purchase restrictions should be required	475 43%	-	-	-	-	475 43%	271 41%	204 46%	30 53%	167 47% K	205 40%	60 39%	13 50%	197 47% O	205 40%	73 41%	52 44%	423 43%	187 41%	288 44%	100 38%	188 48% U
No purchase restrictions should be required	377 34%	-	-	-	-	377 34%	244 37% H	133 30%	11 19%	107 30%	185 36% I	64 42% J	10 38%	118 28%	185 36% N	74 41% N	42 36%	335 34%	163 36%	214 33%	98 37% V	116 30%
Sigma	1110 100%	-	-	-	-	1110 100%	664 100%	446 100%	57 100%	358 100%	515 100%	154 100%	26 100%	415 100%	515 100%	180 100%	118 100%	992 100%	458 100%	652 100%	262 100%	390 100%

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

Q766_6. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?
6. .vn

14 Mar 2015
Table 313

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	100	**	**	**	**	100	59*	41*	58*	34*	8**	**	**	92*	8**	**	21**	79*	43*	57*	31*	26**
Weighted Base	100	**	**	**	**	100	59*	41*	58*	34*	8**	**	**	92*	8**	**	21**	79*	43*	57*	31*	26**
Strict purchase restrictions should be required	38 38%	-	-	-	-	38 38%	22 37%	16 39%	26 45%	11 32%	1 13%	-	-	37 40%	1 13%	-	8 38%	30 38%	15 35%	23 40%	11 35%	12 46%
Some purchase restrictions should be required	39 39%	-	-	-	-	39 39%	22 37%	17 41%	23 40%	13 38%	3 38%	-	-	36 39%	3 38%	-	9 43%	30 38%	18 42%	21 37%	13 42%	8 31%
No purchase restrictions should be required	23 23%	-	-	-	-	23 23%	15 25%	8 20%	9 16%	10 29%	4 50%	-	-	19 21%	4 50%	-	4 19%	19 24%	10 23%	13 23%	7 23%	6 23%
Sigma	100 100%	-	-	-	-	100 100%	59 100%	41 100%	58 100%	34 100%	8 100%	-	-	92 100%	8 100%	-	21 100%	79 100%	43 100%	57 100%	31 100%	26 100%

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

Q766_7. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?
7. .ph

14 Mar 2015
Table 314

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	206	**	**	**	**	206	95*	111	46*	72*	75*	12**	1**	118	75*	13**	59*	147	91*	115	76*	39*
Weighted Base	206	**	**	**	**	206	95*	111	46*	72*	75*	12**	1**	118	75*	13**	59*	147	91*	115	76*	39*
Strict purchase restrictions should be required	63 31%	-	-	-	-	63 31%	31 33%	32 29%	15 33%	20 28%	22 29%	5 42%	1 100%	35 30%	22 29%	6 46%	18 31%	45 31%	29 32%	34 30%	19 25%	15 38%
Some purchase restrictions should be required	102 50%	-	-	-	-	102 50%	45 47%	57 51%	23 50%	35 49%	38 51%	6 50%	-	58 49%	38 51%	6 46%	27 46%	75 51%	46 51%	56 49%	37 49%	19 49%
No purchase restrictions should be required	41 20%	-	-	-	-	41 20%	19 20%	22 20%	8 17%	17 24%	15 20%	1 8%	-	25 21%	15 20%	1 8%	14 24%	27 18%	16 18%	25 22%	20 26%	5 13%
Sigma	206 100%	-	-	-	-	206 100%	95 100%	111 100%	46 100%	72 100%	75 100%	12 100%	1 100%	118 100%	75 100%	13 100%	59 100%	147 100%	91 100%	115 100%	76 100%	39 100%

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

Q766_8. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?

14 Mar 2015
Table 315

8. .jp

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	358	**	**	**	**	358	215	143	46*	70*	171	40*	31*	116	171	71*	62*	296	135	223	14**	209
Weighted Base	358	**	**	**	**	358	215	143	46*	70*	171	40*	31*	116	171	71*	62*	296	135	223	14**	209
Strict purchase restrictions should be required	56 16%	-	-	-	-	56 16%	39 18%	17 12%	3 7%	15 21%	29 17%	6 15%	3 10%	18 16%	29 17%	9 13%	7 11%	49 17%	21 16%	35 16%	3 21%	32 15%
Some purchase restrictions should be required	205 57%	-	-	-	-	205 57%	115 53%	90 63%	24 52%	34 49%	106 62%	20 50%	21 68%	58 50%	106 62%	41 58%	37 60%	168 57%	82 61%	123 55%	7 50%	116 56%
No purchase restrictions should be required	97 27%	-	-	-	-	97 27%	61 28%	36 25%	19 41%	21 30%	36 21%	14 35%	7 23%	40 34%	36 21%	21 30%	18 29%	79 27%	32 24%	65 29%	4 29%	61 29%
Sigma	358 100%	-	-	-	-	358 100%	215 100%	143 100%	46 100%	70 100%	171 100%	40 100%	31 100%	116 100%	171 100%	71 100%	62 100%	296 100%	135 100%	223 100%	14 100%	209 100%

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

Q766_9. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?
9. .kr

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	204	**	**	**	**	204	115	89*	25**	74*	89*	13**	3**	99*	89*	16**	38*	166	108	96*	33*	63*
Weighted Base	204	**	**	**	**	204	115	89*	25**	74*	89*	13**	3**	99*	89*	16**	38*	166	108	96*	33*	63*
Strict purchase restrictions should be required	46 23%	-	-	-	-	46 23%	28 24%	18 20%	6 24%	18 24%	18 20%	3 23%	1 33%	24 24%	18 20%	4 25%	7 18%	39 23%	30 28%	16 17%	6 18%	10 16%
Some purchase restrictions should be required	95 47%	-	-	-	-	95 47%	53 46%	42 47%	13 52%	40 54%	37 42%	4 31%	1 33%	53 54%	37 42%	5 31%	19 50%	76 46%	47 44%	48 50%	13 39%	35 56%
No purchase restrictions should be required	63 31%	-	-	-	-	63 31%	34 30%	29 33%	6 24%	16 22%	34 38%	6 46%	1 33%	22 22%	34 38%	7 44%	12 32%	51 31%	31 29%	32 33%	14 42%	18 29%
Sigma	204 100%	-	-	-	-	204 100%	115 100%	89 100%	25 100%	74 100%	89 100%	13 100%	3 100%	99 100%	89 100%	16 100%	38 100%	166 100%	108 100%	96 100%	33 100%	63 100%

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

Q766_10. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?
10. .ru

14 Mar 2015
Table 317

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	253	**	**	**	**	253	114	139	42*	94*	107	9**	1**	136	107	10**	40*	213	143	110	63*	47*
Weighted Base	253	**	**	**	**	253	114	139	42*	94*	107	9**	1**	136	107	10**	40*	213	143	110	63*	47*
Strict purchase restrictions should be required	32 13%	-	-	-	-	32 13%	18 16%	14 10%	8 19%	10 11%	13 12%	1 11%	-	18 13%	13 12%	1 10%	3 8%	29 14%	23 16%	9 8%	4 6%	5 11%
Some purchase restrictions should be required	120 47%	-	-	-	-	120 47%	51 45%	69 50%	21 50%	49 52%	44 41%	5 56%	1 100%	70 51%	44 41%	6 60%	23 58%	97 46%	58 41%	62 56%	36 57%	26 55%
No purchase restrictions should be required	101 40%	-	-	-	-	101 40%	45 39%	56 40%	13 31%	35 37%	50 47%	3 33%	-	48 35%	50 47%	3 30%	14 35%	87 41%	62 43%	39 35%	23 37%	16 34%
Sigma	253 100%	-	-	-	-	253 100%	114 100%	139 100%	42 100%	94 100%	107 100%	9 100%	1 100%	136 100%	107 100%	10 100%	40 100%	213 100%	143 100%	110 100%	63 100%	47 100%

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

Q766_11. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?
11. .in

14 Mar 2015
Table 318

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	687	**	**	**	**	687	401	286	156	234	243	46*	8**	390	243	54*	135	552	327	360	245	115
Weighted Base	687	**	**	**	**	687	401	286	156	234	243	46*	8**	390	243	54*	135	552	327	360	245	115
Strict purchase restrictions should be required	197 29%	-	-	-	-	197 29%	116 29%	81 28%	47 30%	67 29%	68 28%	13 28%	2 25%	114 29%	68 28%	15 28%	42 31%	155 28%	98 30%	99 28%	71 29%	28 24%
Some purchase restrictions should be required	300 44%	-	-	-	-	300 44%	169 42%	131 46%	66 42%	108 46%	107 44%	17 37%	2 25%	174 45%	107 44%	19 35%	60 44%	240 43%	143 44%	157 44%	107 44%	50 43%
No purchase restrictions should be required	190 28%	-	-	-	-	190 28%	116 29%	74 26%	43 28%	59 25%	68 28%	16 35%	4 50%	102 26%	68 28%	20 37%	33 24%	157 26%	86 26%	104 29%	67 27%	37 32%
Sigma	687 100%	-	-	-	-	687 100%	401 100%	286 100%	156 100%	234 100%	243 100%	46 100%	8 100%	390 100%	243 100%	54 100%	135 100%	552 100%	327 100%	360 100%	245 100%	115 100%

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

Q766_12. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?
12. .id

14 Mar 2015
Table 319

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	207	**	**	**	**	207	115	92*	55*	79*	69*	4**	**	134	69*	4**	53*	154	127	80*	55*	25**
Weighted Base	207	**	**	**	**	207	115	92*	55*	79*	69*	4**	**	134	69*	4**	53*	154	127	80*	55*	25**
Strict purchase restrictions should be required	44 21%	-	-	-	-	44 21%	25 22%	19 21%	14 25%	17 22%	13 19%	-	-	31 23%	13 19%	-	12 23%	32 21%	26 20%	18 23%	15 27%	3 12%
Some purchase restrictions should be required	80 39%	-	-	-	-	80 39%	49 43%	31 34%	20 36%	32 41%	26 38%	2 50%	-	52 39%	26 38%	2 50%	20 38%	60 39%	47 37%	33 41%	21 38%	12 48%
No purchase restrictions should be required	83 40%	-	-	-	-	83 40%	41 36%	42 46%	21 38%	30 38%	30 43%	2 50%	-	51 38%	30 43%	2 50%	21 40%	62 40%	54 43%	29 36%	19 35%	10 40%
Sigma	207 100%	-	-	-	-	207 100%	115 100%	92 100%	55 100%	79 100%	69 100%	4 100%	-	134 100%	69 100%	4 100%	53 100%	154 100%	127 100%	80 100%	55 100%	25 100%

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

Q766_13. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?
13. .ng

14 Mar 2015
Table 320

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	201	**	**	**	201	**	162	39*	30*	108	59*	3**	1**	138	59*	4**	57*	144	96*	105	73*	32*
Weighted Base	201	**	**	**	201	**	162	39*	30*	108	59*	3**	1**	138	59*	4**	57*	144	96*	105	73*	32*
Strict purchase restrictions should be required	48 24%	-	-	-	48 24%	-	40 25%	8 21%	6 20%	27 25%	15 25%	-	-	33 24%	15 25%	-	13 23%	35 24%	25 26%	23 22%	13 18%	10 31%
Some purchase restrictions should be required	79 39%	-	-	-	79 39%	-	56 35%	23 59%	17 57%	41 38%	20 34%	1 33%	-	58 42%	20 34%	1 25%	22 39%	57 40%	40 42%	39 37%	28 38%	11 34%
No purchase restrictions should be required	74 37%	-	-	-	74 37%	-	66 41%	8 21%	7 23%	40 37%	24 41%	2 67%	1 100%	47 34%	24 41%	3 75%	22 39%	52 36%	31 32%	43 41%	32 44%	11 34%
Sigma	201 100%	-	-	-	201 100%	-	162 100%	39 100%	30 100%	108 100%	59 100%	3 100%	1 100%	138 100%	59 100%	4 100%	57 100%	144 100%	96 100%	105 100%	73 100%	32 100%

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

Q766_14. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?
14. .za

14 Mar 2015
Table 321

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	105	**	**	**	105	**	43*	62*	23**	35*	40*	6**	1**	58*	40*	7**	25**	80*	45*	60*	26**	34*
Weighted Base	105	**	**	**	105	**	43*	62*	23**	35*	40*	6**	1**	58*	40*	7**	25**	80*	45*	60*	26**	34*
Strict purchase restrictions should be required	22 21%	-	-	-	22 21%	-	11 26%	11 18%	7 30%	4 11%	10 25%	-	1 100%	11 19%	10 25%	1 14%	3 12%	19 24%	8 18%	14 23%	5 19%	9 26%
Some purchase restrictions should be required	46 44%	-	-	-	46 44%	-	17 40%	29 47%	11 48%	16 46%	16 40%	3 50%	-	27 47%	16 40%	3 43%	13 52%	33 41%	25 56%	21 35%	12 46%	9 28%
No purchase restrictions should be required	37 35%	-	-	-	37 35%	-	15 35%	22 35%	5 22%	15 43%	14 35%	3 50%	-	20 34%	14 35%	3 43%	9 36%	28 35%	12 27%	25 42%	9 35%	16 47%
Sigma	105 100%	-	-	-	105 100%	-	43 100%	62 100%	23 100%	35 100%	40 100%	6 100%	1 100%	58 100%	40 100%	7 100%	25 100%	80 100%	45 100%	60 100%	26 100%	34 100%

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

Q766_15. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?
15. .eg

14 Mar 2015
Table 322

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	103	**	**	**	103	**	86*	17**	27**	40*	32*	4**	**	67*	32*	4**	13**	90*	59*	44*	31*	13**
Weighted Base	103	**	**	**	103	**	86*	17**	27**	40*	32*	4**	**	67*	32*	4**	13**	90*	59*	44*	31*	13**
Strict purchase restrictions should be required	27 26%	-	-	-	27 26%	-	23 27%	4 24%	2 7%	11 28%	13 41%	1 25%	-	13 19%	13 41% N	1 25%	5 38%	22 24%	17 29%	10 23%	6 19%	4 31%
Some purchase restrictions should be required	50 49%	-	-	-	50 49%	-	42 49%	8 47%	17 63%	19 48%	11 34%	3 75%	-	36 54%	11 34%	3 75%	3 23%	47 52%	30 51%	20 45%	16 52%	4 31%
No purchase restrictions should be required	26 25%	-	-	-	26 25%	-	21 24%	5 29%	8 30%	10 25%	8 25%	-	-	18 27%	8 25%	-	5 38%	21 23%	12 20%	14 32%	9 29%	5 38%
Sigma	103 100%	-	-	-	103 100%	-	86 100%	17 100%	27 100%	40 100%	32 100%	4 100%	-	67 100%	32 100%	4 100%	13 100%	90 100%	59 100%	44 100%	31 100%	13 100%

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

Q766_16. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?
16. .co

14 Mar 2015
Table 323

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	119	**	119	**	**	**	65*	54*	8**	22**	54*	28**	7**	30*	54*	35*	40*	79*	49*	70*	38*	32*
Weighted Base	119	**	119	**	**	**	65*	54*	8**	22**	54*	28**	7**	30*	54*	35*	40*	79*	49*	70*	38*	32*
Strict purchase restrictions should be required	18 15%	-	18 15%	-	-	-	9 14%	9 17%	-	5 23%	8 15%	5 18%	-	5 17%	8 15%	5 14%	5 13%	13 16%	7 14%	11 16%	3 8%	8 25%
Some purchase restrictions should be required	41 34%	-	41 34%	-	-	-	22 34%	19 35%	3 38%	8 36%	20 37%	8 29%	2 29%	11 37%	20 37%	10 29%	13 33%	28 35%	16 33%	25 36%	12 32%	13 41%
No purchase restrictions should be required	60 50%	-	60 50%	-	-	-	34 52%	26 48%	5 63%	9 41%	26 48%	15 54%	5 71%	14 47%	26 48%	20 57%	22 55%	38 48%	26 53%	34 49%	23 61%	11 34%
Sigma	119 100%	-	119 100%	-	-	-	65 100%	54 100%	8 100%	22 100%	54 100%	28 100%	7 100%	30 100%	54 100%	35 100%	40 100%	79 100%	49 100%	70 100%	38 100%	32 100%

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

Q766_17. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?

14 Mar 2015
Table 324

17. .ar

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	110	**	110	**	**	**	49*	61*	12**	19**	60*	14**	5**	31*	60*	19**	27**	83*	44*	66*	32*	34*
Weighted Base	110	**	110	**	**	**	49*	61*	12**	19**	60*	14**	5**	31*	60*	19**	27**	83*	44*	66*	32*	34*
Strict purchase restrictions should be required	8 7%	-	8 7%	-	-	-	4 8%	4 7%	1 8%	1 5%	5 8%	1 7%	-	2 6%	5 8%	1 5%	3 11%	5 6%	5 11%	3 5%	-	3 9%
Some purchase restrictions should be required	41 37%	-	41 37%	-	-	-	18 37%	23 38%	5 42%	12 63%	22 37%	2 14%	-	17 55%	22 37%	2 11%	7 26%	34 41%	19 43%	22 33%	12 38%	10 29%
No purchase restrictions should be required	61 55%	-	61 55%	-	-	-	27 55%	34 56%	6 50%	6 32%	33 55%	11 79%	5 100%	12 39%	33 55%	16 84%	17 63%	44 53%	20 45%	41 62%	20 63%	21 62%
Sigma	110 100%	-	110 100%	-	-	-	49 100%	61 100%	12 100%	19 100%	60 100%	14 100%	5 100%	31 100%	60 100%	19 100%	27 100%	83 100%	44 100%	66 100%	32 100%	34 100%

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

Q766_18. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?
18. .br

14 Mar 2015
Table 325

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	370	**	370	**	**	**	192	178	75*	133	131	19**	12**	208	131	31*	92*	278	153	217	111	106
Weighted Base	370	**	370	**	**	**	192	178	75*	133	131	19**	12**	208	131	31*	92*	278	153	217	111	106
Strict purchase restrictions should be required	60 16%	-	60 16%	-	-	-	34 18%	26 15%	7 9%	23 17%	26 20%	3 16%	1 8%	30 14%	26 20%	4 13%	12 13%	48 17%	31 20%	29 13%	9 8%	20 19% U
Some purchase restrictions should be required	178 48%	-	178 48%	-	-	-	85 44%	93 52%	35 47%	71 53%	59 45%	8 42%	5 42%	106 51%	59 45%	13 42%	48 52%	130 47%	63 41%	115 53% S	58 52%	57 54%
No purchase restrictions should be required	132 36%	-	132 36%	-	-	-	73 38%	59 33%	33 44% J	39 29%	46 35%	8 42%	6 50%	72 35%	46 35%	14 45%	32 35%	100 36%	59 39%	73 34%	44 40%	29 27%
Sigma	370 100%	-	370 100%	-	-	-	192 100%	178 100%	75 100%	133 100%	131 100%	19 100%	12 100%	208 100%	131 100%	31 100%	92 100%	278 100%	153 100%	217 100%	111 100%	106 100%

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

Q766_19. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?
19. .it

14 Mar 2015
Table 326

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	101	**	**	101	**	**	60*	41*	3**	19**	58*	13**	8**	22**	58*	21**	21**	80*	32*	69*	14**	55*
Weighted Base	101	**	**	101	**	**	60*	41*	3**	19**	58*	13**	8**	22**	58*	21**	21**	80*	32*	69*	14**	55*
Strict purchase restrictions should be required	11 11%	-	-	11 11%	-	-	5 8%	6 15%	-	-	9 16%	2 15%	-	-	9 16%	2 10%	1 5%	10 13%	5 16%	6 9%	-	6 11%
Some purchase restrictions should be required	32 32%	-	-	32 32%	-	-	21 35%	11 27%	1 33%	10 53%	17 29%	3 23%	1 13%	11 50%	17 29%	4 19%	8 38%	24 30%	9 28%	23 33%	4 29%	19 35%
No purchase restrictions should be required	58 57%	-	-	58 57%	-	-	34 57%	24 59%	2 67%	9 47%	32 55%	8 62%	7 88%	11 50%	32 55%	15 71%	12 57%	46 58%	18 56%	40 58%	10 71%	30 55%
Sigma	101 100%	-	-	101 100%	-	-	60 100%	41 100%	3 100%	19 100%	58 100%	13 100%	8 100%	22 100%	58 100%	21 100%	21 100%	80 100%	32 100%	69 100%	14 100%	55 100%

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

Q766_20. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?
20. .tr

14 Mar 2015
Table 327

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	102	**	**	102	**	**	61*	41*	22**	40*	35*	5**	**	62*	35*	5**	18**	84*	26**	76*	48*	28**
Weighted Base	102	**	**	102	**	**	61*	41*	22**	40*	35*	5**	**	62*	35*	5**	18**	84*	26**	76*	48*	28**
Strict purchase restrictions should be required	18 18%	-	-	18 18%	-	-	11 18%	7 17%	1 5%	7 18%	8 23%	2 40%	-	8 13%	8 23%	2 40%	4 22%	14 17%	3 12%	15 20%	6 13%	9 32%
Some purchase restrictions should be required	42 41%	-	-	42 41%	-	-	26 43%	16 39%	13 59%	18 45%	10 29%	1 20%	-	31 50% O	10 29%	1 20%	7 39%	35 42%	11 42%	31 41%	19 40%	12 43%
No purchase restrictions should be required	42 41%	-	-	42 41%	-	-	24 39%	18 44%	8 36%	15 38%	17 49%	2 40%	-	23 37%	17 49%	2 40%	7 39%	35 42%	12 46%	30 39%	23 48%	7 25%
Sigma	102 100%	-	-	102 100%	-	-	61 100%	41 100%	22 100%	40 100%	35 100%	5 100%	-	62 100%	35 100%	5 100%	18 100%	84 100%	26 100%	76 100%	48 100%	28 100%

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

Q766_21. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?
21. .es

14 Mar 2015
Table 328

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	100	**	**	100	**	**	63*	37*	1**	16**	71*	9**	3**	17**	71*	12**	22**	78*	25**	75*	16**	59*
Weighted Base	100	**	**	100	**	**	63*	37*	1**	16**	71*	9**	3**	17**	71*	12**	22**	78*	25**	75*	16**	59*
Strict purchase restrictions should be required	12 12%	-	-	12 12%	-	-	8 13%	4 11%	-	2 13%	8 11%	2 22%	-	2 12%	8 11%	2 17%	1 5%	11 14%	2 8%	10 13%	2 13%	8 14%
Some purchase restrictions should be required	48 48%	-	-	48 48%	-	-	34 54%	14 38%	-	7 44%	38 54%	3 33%	-	7 41%	38 54%	3 25%	12 55%	36 46%	10 40%	38 51%	5 31%	33 56%
No purchase restrictions should be required	40 40%	-	-	40 40%	-	-	21 33%	19 51%	1 100%	7 44%	25 35%	4 44%	3 100%	8 47%	25 35%	7 58%	9 41%	31 40%	13 52%	27 36%	9 56%	18 31%
Sigma	100 100%	-	-	100 100%	-	-	63 100%	37 100%	1 100%	16 100%	71 100%	9 100%	3 100%	17 100%	71 100%	12 100%	22 100%	78 100%	25 100%	75 100%	16 100%	59 100%

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

Q766_22. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?
22. .pl

14 Mar 2015
Table 329

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	112	**	**	112	**	**	54*	58*	22**	22**	49*	16**	3**	44*	49*	19**	35*	77*	48*	64*	31*	33*
Weighted Base	112	**	**	112	**	**	54*	58*	22**	22**	49*	16**	3**	44*	49*	19**	35*	77*	48*	64*	31*	33*
Strict purchase restrictions should be required	20 18%	-	-	20 18%	-	-	11 20%	9 16%	2 9%	4 18%	13 27%	1 6%	-	6 14%	13 27%	1 5%	9 26%	11 14%	9 19%	11 17%	4 13%	7 21%
Some purchase restrictions should be required	30 27%	-	-	30 27%	-	-	12 22%	18 31%	9 41%	7 32%	10 20%	4 25%	-	16 36%	10 20%	4 21%	11 31%	19 25%	14 29%	16 25%	7 23%	9 27%
No purchase restrictions should be required	62 55%	-	-	62 55%	-	-	31 57%	31 53%	11 50%	11 50%	26 53%	11 69%	3 100%	22 50%	26 53%	14 74%	15 43%	47 61%	25 52%	37 58%	20 65%	17 52%
Sigma	112 100%	-	-	112 100%	-	-	54 100%	58 100%	22 100%	22 100%	49 100%	16 100%	3 100%	44 100%	49 100%	19 100%	35 100%	77 100%	48 100%	64 100%	31 100%	33 100%

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

Q766_23. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?
23. .uk

14 Mar 2015
Table 330

Base: All Qualified Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	220	**	**	220	**	**	125	95*	33*	43*	92*	28**	24**	76*	92*	52*	37*	183	48*	172	15**	157
Weighted Base	220	**	**	220	**	**	125	95*	33*	43*	92*	28**	24**	76*	92*	52*	37*	183	48*	172	15**	157
Strict purchase restrictions should be required	45 20%	-	-	45 20%	-	-	22 18%	23 24%	5 15%	7 16%	18 20%	11 39%	4 17%	12 16%	18 20%	15 29%	5 14%	40 22%	9 19%	36 21%	2 13%	34 22%
Some purchase restrictions should be required	90 41%	-	-	90 41%	-	-	54 43%	36 38%	16 48%	16 37%	35 38%	10 36%	13 54%	32 42%	35 38%	23 44%	16 43%	74 40%	15 31%	75 44%	5 33%	70 45%
No purchase restrictions should be required	85 39%	-	-	85 39%	-	-	49 39%	36 38%	12 36%	20 47%	39 42%	7 25%	7 29%	32 42%	39 42%	14 27%	16 43%	69 38%	24 50%	61 35%	8 53%	53 34%
Sigma	220 100%	-	-	220 100%	-	-	125 100%	95 100%	33 100%	43 100%	92 100%	28 100%	24 100%	76 100%	92 100%	52 100%	37 100%	183 100%	48 100%	172 100%	15 100%	157 100%

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

Q766_24. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?
24. .fr

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	201	**	**	201	**	**	82*	119	7**	27**	100	41*	26**	34*	100	67*	39*	162	24**	177	19**	158
Weighted Base	201	**	**	201	**	**	82*	119	7**	27**	100	41*	26**	34*	100	67*	39*	162	24**	177	19**	158
Strict purchase restrictions should be required	14 7%	-	-	14 7%	-	-	5 6%	9 8%	1 14%	4 15%	7 7%	2 5%	-	5 15%	7 7%	2 3%	1 3%	13 8%	3 13%	11 6%	1 5%	10 6%
Some purchase restrictions should be required	87 43%	-	-	87 43%	-	-	39 48%	48 40%	4 57%	12 44%	41 41%	19 46%	11 42%	16 47%	41 41%	30 45%	16 41%	71 44%	11 46%	76 43%	7 37%	69 44%
No purchase restrictions should be required	100 50%	-	-	100 50%	-	-	38 46%	62 52%	2 29%	11 41%	52 52%	20 49%	15 58%	13 38%	52 52%	35 52%	22 56%	78 48%	10 42%	90 51%	11 58%	79 50%
Sigma	201 100%	-	-	201 100%	-	-	82 100%	119 100%	7 100%	27 100%	100 100%	41 100%	26 100%	34 100%	100 100%	67 100%	39 100%	162 100%	24 100%	177 100%	19 100%	158 100%

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

Q766_25. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?
25. .de

Base: All Qualified Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	250	**	**	250	**	**	159	91*	2**	16**	131	75*	26**	18**	131	101	48*	202	78*	172	11**	161
Weighted Base	250	**	**	250	**	**	159	91*	2**	16**	131	75*	26**	18**	131	101	48*	202	78*	172	11**	161
Strict purchase restrictions should be required	31 12%	-	-	31 12%	-	-	21 13%	10 11%	-	1 6%	16 12%	10 13%	4 15%	1 6%	16 12%	14 14%	7 15%	24 12%	15 19% T	16 9%	2 18%	14 9%
Some purchase restrictions should be required	100 40%	-	-	100 40%	-	-	58 36%	42 46%	1 50%	7 44%	57 44%	26 35%	9 35%	8 44%	57 44%	35 35%	19 40%	81 40%	23 29%	77 45% S	5 45%	72 45%
No purchase restrictions should be required	119 48%	-	-	119 48%	-	-	80 50%	39 43%	1 50%	8 50%	58 44%	39 52%	13 50%	9 50%	58 44%	52 51%	22 46%	97 48%	40 51%	79 46%	4 36%	75 47%
Sigma	250 100%	-	-	250 100%	-	-	159 100%	91 100%	2 100%	16 100%	131 100%	75 100%	26 100%	18 100%	131 100%	101 100%	48 100%	202 100%	78 100%	172 100%	11 100%	161 100%

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

Q766_26. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?
26. .us

Base: All Qualified Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	502	502	**	**	**	**	198	304	35*	103	191	85*	88*	138	191	173	94*	408	73*	429	28**	401
Weighted Base	502	502	**	**	**	**	198	304	35*	103	191	85*	88*	138	191	173	94*	408	73*	429	28**	401
Strict purchase restrictions should be required	104 21%	104 21%	-	-	-	-	47 24%	57 19%	8 23%	19 18%	38 20%	14 16%	25 28%	27 20%	38 20%	39 23%	17 18%	87 21%	16 22%	88 21%	8 29%	80 20%
Some purchase restrictions should be required	235 47%	235 47%	-	-	-	-	86 43%	149 49%	19 54%	52 50%	80 42%	43 51%	41 47%	71 51%	80 42%	84 49%	46 49%	189 46%	34 47%	201 47%	15 54%	186 46%
No purchase restrictions should be required	163 32%	163 32%	-	-	-	-	65 33%	98 32%	8 23%	32 31%	73 38%	28 33%	22 25%	40 29%	73 38%	50 29%	31 33%	132 32%	23 32%	140 33%	5 18%	135 34%
Sigma	502 100%	502 100%	-	-	-	-	198 100%	304 100%	35 100%	103 100%	191 100%	85 100%	88 100%	138 100%	191 100%	173 100%	94 100%	408 100%	73 100%	429 100%	28 100%	401 100%

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

Q766_27. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?
27. .ca

14 Mar 2015
Table 334

Base: All Qualified Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	200	200	**	**	**	**	99*	101	19**	39*	71*	44*	27**	58*	71*	71*	41*	159	47*	153	16**	137
Weighted Base	200	200	**	**	**	**	99*	101	19**	39*	71*	44*	27**	58*	71*	71*	41*	159	47*	153	16**	137
Strict purchase restrictions should be required	46 23%	46 23%	-	-	-	-	20 20%	26 26%	4 21%	6 15%	18 25%	8 18%	10 37%	10 17%	18 25%	18 25%	7 17%	39 25%	15 32%	31 20%	2 13%	29 21%
Some purchase restrictions should be required	95 48%	95 48%	-	-	-	-	49 49%	46 46%	11 58%	21 54%	30 42%	22 50%	11 41%	32 55%	30 42%	33 46%	19 46%	76 48%	16 34%	79 52% S	7 44%	72 53%
No purchase restrictions should be required	59 30%	59 30%	-	-	-	-	30 30%	29 29%	4 21%	12 31%	23 32%	14 32%	6 22%	16 28%	23 32%	20 28%	15 37%	44 28%	16 34%	43 28%	7 44%	36 26%
Sigma	200 100%	200 100%	-	-	-	-	99 100%	101 100%	19 100%	39 100%	71 100%	44 100%	27 100%	58 100%	71 100%	71 100%	41 100%	159 100%	47 100%	153 100%	16 100%	137 100%

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

Q766_28. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?
28. .mx

14 Mar 2015
Table 335

Base: All Qualified Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	223	223	**	**	**	**	126	97*	41*	73*	93*	13**	3**	114	93*	16**	45*	178	90*	133	77*	56*
Weighted Base	223	223	**	**	**	**	126	97*	41*	73*	93*	13**	3**	114	93*	16**	45*	178	90*	133	77*	56*
Strict purchase restrictions should be required	35 16%	35 16%	-	-	-	-	24 19%	11 11%	14 34% JK	7 10%	13 14%	1 8%	-	21 18%	13 14%	1 6%	5 11%	30 17%	15 17%	20 15%	11 14%	9 16%
Some purchase restrictions should be required	87 39%	87 39%	-	-	-	-	47 37%	40 41%	11 27%	33 45%	38 41%	4 31%	1 33%	44 39%	38 41%	5 31%	20 44%	67 38%	33 37%	54 41%	32 42%	22 39%
No purchase restrictions should be required	101 45%	101 45%	-	-	-	-	55 44%	46 47%	16 39%	33 45%	42 45%	8 62%	2 67%	49 43%	42 45%	10 63%	20 44%	81 46%	42 47%	59 44%	34 44%	25 45%
Sigma	223 100%	223 100%	-	-	-	-	126 100%	97 100%	41 100%	73 100%	93 100%	13 100%	3 100%	114 100%	93 100%	16 100%	45 100%	178 100%	90 100%	133 100%	77 100%	56 100%

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

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

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
More trustworthy	3422 56% BD	447 48% D	390 65% ABDF	445 41% ABDF	261 64% ABD	1879 60% ABD	1886 55% ABD	1536 56% KLM	516 61% KLM	1067 60% KLM	1399 55% LM	316 46% LM	124 41% LM	1583 61% OP	1399 55% P	440 45% P	617 52% Q	2805 57% Q	1480 62% T	1942 51% T	836 61% V	1106 46% V
Doesn't make a difference	1506 25% CEF	280 30% ACEF	105 18% ABDF	378 35% ABCE	80 20% ABD	663 21% C	896 26% H	610 22% H	185 22% KLM	413 23% KLM	633 25% LM	190 28% IJ	85 28% I	598 23% OP	633 25% P	275 28% N	303 26% Q	1203 24% Q	557 24% T	949 25% T	303 22% U	646 27% U
Less trustworthy	288 5% CEF	34 4% ACEF	34 6% ABDF	50 5% ABCE	20 5% ABD	150 5% C	171 5% H	117 4% H	42 5% KLM	94 5% KLM	113 4% LM	22 3% LM	17 6% LM	136 5% OP	113 4% P	39 4% P	70 6% R	218 4% Q	141 6% T	147 4% T	61 4% U	86 4% U
Not sure	928 15% CEF	164 18% ACEF	70 12% ABDF	213 20% ABCE	48 12% ABD	433 14% C	449 13% H	479 17% H	102 12% KLM	196 11% KLM	399 16% LM	153 22% IJ	78 26% IJK	298 11% OP	399 16% P	231 23% NO	190 16% Q	738 15% Q	191 8% T	737 20% S	165 12% U	572 24% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q775. If you felt a website was being run improperly (for example, appears to be conducting illegal activity, appears to be a fake, etc.), who would you complain to?

14 Mar 2015
Table 337

Base: All Qualified Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Would contact the website	2744 45% BD	247 27%	304 51% ABD	381 35% B	186 45% BD	1626 52% ABDE	1545 45%	1199 44%	431 51% KLM	931 53% KLM	1071 42% LM	226 33%	85 28%	1362 52% OP	1071 42% P	311 32%	522 44%	2222 45%	1391 59% T	1353 36%	712 52% V	641 27%
Antivirus company/software	6	-	-	1	1	4	5	1	-	3	-	3	-	3	-	3	-	6	5	1	-	1
Attorney General	10	9 1%	-	1	-	-	6	4	-	1	7	-	2 1%	1	7	2	3	7	2	8	1	7
Authorities (Unspec.)	46 1%	10 1%	9 2% AF	12 1% F	2	13	31 1%	15 1%	4	9 1%	22 1%	9 1% J	2 1%	13	22 1% N	11 1% N	11 1%	35 1%	20 1%	26 1%	15 1% V	11
Better Business Bureau/BBB	25 DF	25 3% ACDEF	-	-	-	-	3	22 1% G	2	5	12	5 1%	1	7	12	6 1%	2	23	7	18	1	17 1% U
Complaint/Report department (Unspec.)	11	-	2	1	1	7	5	6	1	4	4	1	1	5	4	2	3	8	4	7	2	5
Contact my service provider	35 1% F	10 1% ACF	1	11 1% ACF	4 1% F	9	24 1%	11	3	6	13 1%	10 1% IJK	3 1%	9	13 1% NO	13 1% NO	6 1%	29 1%	10	25 1%	7 1%	18 1%
Consumer assistance/protection agency/program	15	2	2	4	1	6	8	7	-	2	10	2	1	2	10	3	2	13	7	8	3	5
Cyber/Internet police/investigator	123 2%	17 2%	6 1%	26 2% C	7 2%	67 2% C	76 2%	47 2%	20 2%	34 2%	45 2%	17 2%	7 2%	54 2%	45 2%	24 2%	24 2%	99 2%	46 2%	77 2%	38 3% V	39 2%
FBI/CIA	10	7 1% ADF	2	-	-	1	8	2	-	1	4	3	2 1% J	1	4	5 1% N	1	9	7	3	-	3
FCC/Federal Communications Commission	15	15 2% ACDEF	-	-	-	6	9	-	1	4	5	5 1% IJK	2 2% IJK	1	4	10 1% NO	3	12	6	9	-	9
Forum/discussion board	20	-	-	1	2	17 1% ABD	10	10	3	11 1% KL	6	-	-	14 1% P	6	-	5	15	8	12	9 1% V	3
Fraud center/site	5	1	-	1	1	2	2	3	1	-	2	1	1	1	2	2	1	4	2	3	1	2
FTC	10	9 1% ACDEF	-	1	-	-	4	6	-	2	3	2	3 1% IJK	2	3	5 1% NO	1	9	2	8	-	8
Google	26	4	3 1%	5	5 1% AF	9	15	11	2	7	13 1%	3	1	9	13 1%	4	2	24	10	16	7 1%	9
Government	51 1%	15 2% AF	5 1%	8 1%	2	21 1%	34 1%	17 1%	4	13 1%	22 1%	7 1%	5 2% I	17 1%	22 1%	12 1%	8 1%	43 1%	19 1%	32 1%	11 1%	21 1%

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

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?

14 Mar 2015
Table 337

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
ICANN	2	1	-	-	1	-	2	-	-	-	2	-	-	-	2	-	-	2	2	-	-	-
					AF																	
Internet/online authority (Unspec.)	12	-	3 1%	-	2	7	8	4	3	5	2	1	1	8	2	2	3	9	5	7	5	2
			BD		BD																	
Law enforcement	12	4	1	2	3 1%	2	7	5	-	5	3	4 1%	-	5	3	4	4	8	4	8	2	6
	F	F			AF							IK										
Lawyer/prosecutor	6	-	-	4	-	2	5	1	1	-	2	3	-	1	2	3	-	6	4	2	1	1
				AF								JK				N						
NBI	10	-	-	-	-	10	4	6	-	4	6	-	-	4	6	-	2	8	3	7	4	3
						A																
Network supervision department	8	-	-	-	1	7	7	1	1	1	4	2	-	2	4	2	-	8	6	2	1	1
																			T			
Ombudsman	6	-	-	4	2	-	2	4	-	1	3	1	1	1	3	2	-	6	1	5	-	5
				AF	ABF																	
Police	98 2%	18 2%	10 2%	41 4%	1	28 1%	63 2%	35 1%	13 2%	19 1%	46 2%	10 1%	10 3%	32 1%	46 2%	20 2%	18 2%	80 2%	36 2%	62 2%	19 1%	43 2%
	EF	EF	E	ABCEF									J									
Postal police	18	-	-	18 2%	-	-	9	9	-	-	13 1%	4 1%	1	-	13 1%	5 1%	4	14	6	12	4	8
	F			ABCEF							IJ	IJ	J		N	N						
Public Security Bureau	11	-	-	-	-	11	7	4	-	3	5	3	-	3	5	3	2	9	4	7	2	5
						A																
Post on social media/Post blog	20	1	5 1%	1	3 1%	10	10	10	4	4	8	3	1	8	8	4	2	18	10	10	6	4
			ABD		D																	
Prime Ministry Communication Center	5	-	1	1	-	3	4	1	1	-	4	-	-	1	4	-	3	2	4	1	-	1
																	R					
Reclame Aqui	9	-	9 2%	-	-	-	1	8	3	3	2	-	1	6	2	1	2	7	4	5	2	3
	F		ABDEF					G														
Regulatory body/agency	10	-	1	2	5 1%	2	8	2	-	4	5	1	-	4	5	1	2	8	3	7	4	3
	F				ABCDF																	
Report it (Unspec.)	13	-	9 2%	-	1	3	7	6	2	2	8	1	-	4	8	1	6 1%	7	5	8	3	5
	F		ABDEF														R					
Report to Spamcop/Spambots	7	1	1	3	-	2	4	3	-	3	2	2	-	3	2	2	1	6	4	3	-	3
Research where/what to report	13	2	5 1%	2	-	4	8	5	3	1	2	5 1%	2 1%	4	2	7 1%	3	10	4	9	2	7
			ADF									JK	JK			NO						

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

Q775. If you felt a website was being run improperly (for example, appears to be conducting illegal activity, appears to be a fake, etc.), who would you complain to?

14 Mar 2015
Table 337

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Search engine (Unspec.)	5	1	-	2	-	2	3	2	-	-	4	-	1	-	4	1	2	3	2	3	1	2
Technical expert	5	1	-	1	-	3	2	3	-	1	4	-	-	1	4	-	2	3	-	5	1	4
Trading standards	8	-	-	8	-	-	6	2	-	-	7	-	1	-	7	1	2	6	-	8	1	7
Leave site/no longer visit/block site	18	3	2	2	4	7	13	5	2	4	6	5	1	6	6	6	3	15	4	14	3	11
Friends/family/colleagues	9	1	1	1	3	3	7	2	4	3	1	-	1	7	1	1	3	6	1	8	5	3
Will not deal with it	3	-	-	-	3	-	3	-	-	-	3	-	-	-	3	-	-	3	2	1	1	-
Other	117	14	16	33	11	43	81	36	13	21	50	23	10	34	50	33	24	93	51	66	21	45
No one	759	98	45	112	41	463	431	328	127	211	322	71	28	338	322	99	136	623	240	519	121	398
Not sure	2088	454	191	448	138	857	1088	1000	229	510	923	281	145	739	923	426	404	1684	540	1548	416	1132
Declined to answer	1	-	-	1	-	-	-	1	-	1	-	-	-	1	-	-	1	-	-	1	1	-
Sigma	6425	970	634	1139	431	3251	3572	2853	877	1836	2675	714	323	2713	2675	1037	1223	5202	2491	3934	1433	2501

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

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

14 Mar 2015
Table 338

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
APPEARANCE/CONTENT (NET)	1522 25% D	241 26% D	163 27% D	231 21% ABCD	144 35% BCDF	743 24% ABCDF	870 26% ABCDF	652 24% ABCDF	256 30% KLM	482 27% KLM	603 24% L	121 18% L	60 20% L	738 28% OP	603 24% P	181 18% P	291 25% P	1231 25% P	661 28% T	861 23% T	380 28% V	481 20% V
Content/Information on site	862 14% D	137 15% D	100 17% AD	119 11% AD	75 18% ADF	431 14% D	504 15% H	358 13% H	152 18% KLM	297 17% KLM	319 13% L	64 9% L	30 10% L	449 17% OP	319 13% P	94 10% P	158 13% P	704 14% P	393 17% T	469 12% T	220 16% V	249 10% V
Initial appearance/layout/design	164 3% F	37 4% AF	21 4% F	38 3% F	8 2% F	60 2% F	81 2% F	83 3% F	36 4% JKLM	49 3% JKLM	65 3% L	11 2% L	3 1% L	85 3% P	65 3% P	14 1% P	29 2% P	135 3% T	76 3% T	88 2% T	27 2% V	61 3% V
Finding something wrong/suspicious/illegal	143 2% BCD	13 1% D	6 1% D	10 1% BCD	16 4% ABCD	98 3% ABCD	78 2% ABCDF	65 2% ABCDF	22 3% KLM	32 2% KLM	61 2% L	20 3% L	8 3% L	54 2% P	61 2% P	28 3% P	27 2% P	116 2% T	50 2% T	93 2% T	35 3% V	58 2% V
Look for contact information/ability to contact site	138 2% D	15 2% D	12 2% D	15 1% ABCD	17 4% ABCD	79 3% D	75 2% D	63 2% D	21 2% L	40 2% L	67 3% L	3 1% L	7 2% L	61 2% P	67 3% P	10 1% P	27 2% P	111 2% T	64 3% T	74 2% T	45 3% V	29 1% V
From the services/what is offered	82 1% F	10 1% F	8 1% F	28 3% ABF	14 3% ABC	22 1% ABC	56 2% H	26 1% H	8 1% L	23 1% L	35 1% L	8 1% L	8 3% I	31 1% P	35 1% P	16 2% P	21 2% P	61 1% T	38 2% T	44 1% T	22 2% V	22 1% V
Information/personal information requested	71 1% F	20 2% ADF	9 2% F	9 1% F	8 2% F	25 1% F	40 1% F	31 1% F	12 1% L	22 1% L	26 1% L	6 1% L	5 2% L	34 1% P	26 1% P	11 1% P	11 1% P	60 1% T	20 1% T	51 1% T	19 1% V	32 1% V
Accuracy of information	69 1% F	6 1% F	9 2% F	7 1% F	6 1% F	41 1% F	43 1% F	26 1% F	12 1% M	19 1% M	31 1% M	7 1% M	- - M	31 1% P	31 1% P	7 1% P	14 1% P	55 1% T	25 1% T	44 1% T	20 1% V	24 1% V
Owner/registered owner of site	59 1% F	8 1% F	3 1% F	14 1% F	4 1% F	30 1% F	33 1% F	26 1% F	4 1% IKL	30 2% IKL	21 1% IKL	1 1% IKL	3 1% IKL	34 1% P	21 1% P	4 1% P	13 1% P	46 1% T	27 1% T	32 1% T	12 1% V	20 1% V
Correct spelling/grammar	56 1% F	18 2% AEF	6 1% F	20 2% AF	2 1% F	10 1% F	22 1% F	34 1% G	7 1% L	13 1% L	23 1% L	8 1% L	5 2% L	20 1% P	23 1% P	13 1% P	5 1% P	51 1% Q	25 1% Q	31 1% Q	9 1% V	22 1% V
Site requesting payments	43 1% F	5 1% F	3 1% F	4 1% F	9 2% BCDF	22 1% F	26 1% F	17 1% F	7 1% L	18 1% L	15 1% L	2 1% L	1 1% L	25 1% P	15 1% P	3 1% P	12 1% P	31 1% T	21 1% T	22 1% T	12 1% V	10 1% V
Other appearance/content mentions	42 1% F	4 1% F	7 1% F	11 1% F	7 2% ABF	13 1% F	28 1% F	14 1% F	14 2% JKL	10 1% JKL	16 1% L	1 1% L	1 1% L	24 1% P	16 1% P	2 1% P	9 1% P	33 1% T	17 1% T	25 1% T	10 1% V	15 1% V
SAFETY PROTOCOLS (NET)	957 16% F	150 16% F	146 24% ABDEF	180 17% F	72 18% F	409 13% F	522 15% F	435 16% F	160 19% KLM	287 16% M	386 15% M	90 13% M	34 11% M	447 17% P	386 15% P	124 13% P	167 14% P	790 16% T	379 16% T	578 15% T	223 16% V	355 15% V
HARDWARE/SOFTWARE (SUB-NET)	323 5% F	57 6% F	42 7% AF	54 5% F	20 5% F	150 5% F	181 5% F	142 5% F	50 6% L	79 4% L	141 6% L	36 5% L	17 6% L	129 5% P	141 6% P	53 5% P	60 5% P	263 5% T	122 5% T	201 5% T	76 6% V	125 5% V
Use of anti-virus software/virus protection	242 4% F	39 4% F	37 6% ADF	39 4% F	15 4% F	112 4% F	139 4% F	103 4% F	38 4% L	58 3% L	104 4% L	29 4% L	13 4% L	96 4% P	104 4% P	42 4% P	44 4% P	198 4% T	90 4% T	152 4% T	55 4% V	97 4% V
Malware/spyware/spam software	44 1% F	15 2% ACDF	3 1% F	5 1% F	3 1% F	18 1% F	21 1% F	23 1% F	7 1% L	12 1% L	16 1% L	5 1% L	4 1% L	19 1% P	16 1% P	9 1% P	10 1% P	34 1% T	16 1% T	28 1% T	12 1% V	16 1% V

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

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

14 Mar 2015
Table 338

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Use of protection software/filter/program	35 1%	6 1%	2	9 1%	1	17 1%	19 1%	16 1%	3	8	20 1%	3	1	11	20 1%	4	5	30 1%	12 1%	23 1%	7 1%	16 1%
Other hardware/software mentions	11	-	1	3	1	6	8	3	2	3	6	-	-	5	6	-	1	10	7	4	3	1
INTERNET SAFETY (SUB-NET)	252 4% F	35 4%	37 6% ABF	57 5% AF	14 3%	109 3%	147 4%	105 4%	46 5% LM	80 5% L	102 4%	17 2%	7 2%	126 5% P	102 4% P	24 2%	35 3%	217 4% Q	106 4%	146 4%	59 4%	87 4%
Security certificate	109 2%	11 1%	14 2%	23 2%	8 2%	53 2%	68 2%	41 1%	24 3% KLM	34 2% M	41 2%	9 1%	1	58 2% P	41 2%	10 1%	13 1%	96 2%	44 2%	65 2%	36 3% V	29 1%
Security (Unspec.)	86 1% F	16 2%	15 3% AEF	20 2% F	3 1%	32 1%	46 1%	40 1%	10 1%	33 2% L	34 1%	4 1%	5 2%	43 2%	34 1%	9 1%	13 1%	73 1%	35 1%	51 1%	16 1%	35 1%
Other internet safety mentions	65 1%	10 1%	9 2%	15 1%	4 1%	27 1%	37 1%	28 1%	14 2%	15 1%	29 1%	6 1%	1	29 1%	29 1%	7 1%	9 1%	56 1%	30 1%	35 1%	10 1%	25 1%
ALERTS/FLAGS/POP-UPS (SUB-NET)	166 3%	33 4%	14 2%	28 3%	10 2%	81 3%	94 3%	72 3%	26 3%	41 2%	71 3%	23 3%	5 2%	67 3%	71 3%	28 3%	28 2%	138 3%	61 3%	105 3%	26 2%	79 3% U
Browser flags/alerts site is unsafe	69 1%	6 1%	8 1%	9 1%	2	44 1% A	45 1%	24 1%	6 1%	20 1%	30 1%	13 2% IM	-	26 1%	30 1%	13 1%	6 1%	63 1% Q	29 1%	40 1%	15 1%	25 1%
If site has pop-ups/unwanted offers	61 1%	15 2% AF	4 1%	11 1%	7 2%	24 1%	28 1%	33 1%	17 2% JKM	12 1%	26 1%	6 1%	-	29 1%	26 1%	6 1%	11 1%	50 1%	24 1%	37 1%	8 1%	29 1%
Warnings/warning tabs	34 1%	13 1% ACDF	2	5	1	13	20 1%	14 1%	3	10 1%	12	4 1%	5 2% IJK	13	12	9 1%	11 1%	23	7	27 1% S	4	23 1% U
Other alerts/flags/pop-up mentions	5	1	-	3 AF	-	1	2	3	-	1	3	1	-	1	3	1	-	5	2	3	-	3
SYMBOLS/LOGOS (SUB-NET)	154 3% F	27 3% F	48 8% ABDEF	34 3% F	11 3% F	34 1%	76 2%	78 3%	25 3%	56 3%	56 2%	13 2%	4 1%	81 3% OP	56 2%	17 2%	24 2%	130 3%	60 3%	94 2%	40 3%	54 2%
Padlock symbol	94 2% F	22 2% AF	41 7% ABDEF	17 2% F	6 1% F	8	38 1%	56 2% G	13 2%	35 2%	37 1%	6 1%	3 1%	48 2% P	37 1%	9 1%	15 1%	79 2%	30 1%	64 2%	27 2%	37 2%
Security logos/symbols (unspec.)	33 1%	3	4 1%	9 1%	1	16 1%	21 1%	12	8 1% K	12 1%	9	4 1%	-	20 1% O	9	4	5	28 1%	19 1% T	14	5	9
Other symbol/logo mentions	29	2	3 1%	9 1% F	4 1%	11	17	12	4	9 1%	12	3	1	13	12	4	4	25 1%	11	18	10 1%	8
SITE SECURITY (SUB-NET)	133 2% B	12 1%	15 3%	20 2% ABCD	22 5% F	64 2%	65 2%	68 2%	27 3% KLM	44 2%	49 2%	10 1%	3 1%	71 3% P	49 2%	13 1%	27 2%	106 2%	64 3% T	69 2%	32 2%	37 2%
Terms and conditions	56 1% B	-	5 1% B	13 1% B	12 3% ABCDF	26 1% B	27 1%	29 1%	11 1%	15 1%	22 1%	6 1%	2 1%	26 1%	22 1%	8 1%	12 1%	44 1%	26 1%	30 1%	16 1% V	14 1%

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

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

14 Mar 2015
Table 338

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Trademarks/Copyright	30 D	2	3 1% D	-	8 2% ABCD	17 1% D	14	16 1%	12 1% JKLM	11 1% L	7	-	-	23 1% OP	7	-	4	26 1%	16 1%	14	5	9
Other site security mentions	51 1%	10 1%	8 1%	7 1%	2	24 1%	26 1%	25 1%	5 1%	19 1%	21 1%	5 1%	1	24 1%	21 1%	6 1%	11 1%	40 1%	25 1%	26 1%	12 1%	14 1%
RESEARCH (NET)	927 15% BCD	107 12% D	67 11% D	86 8% D	80 20% ABCD	587 19% ABCD	529 16%	398 15%	121 14%	317 18% IKLM	379 15% LM	79 12%	31 10%	438 17% P	379 15% P	110 11%	141 12%	786 16% Q	441 19% T	486 13%	238 17% V	248 10%
Researching online/Internet searches	506 8% D	87 9% D	43 7%	55 5% ACDF	48 12% ACDF	273 9% D	281 8%	225 8%	70 8% KLM	180 10% KLM	198 8%	39 6%	19 6%	250 10% OP	198 8%	58 6%	79 7%	427 9% Q	210 9%	296 8%	144 11% V	152 6%
Check registration/If it's registered	151 2% BCD	2	1	4	5 1% BC	139 4% ABCDE	101 3% H	50 2%	11 1%	58 3% IM	65 3% IM	16 2% M	1	69 3%	65 3%	17 2%	8 1%	143 3% Q	89 4% T	62 2%	35 3% V	27 1%
Using specific sites that classify/provide information on sites (i.e. whois.org)	118 2% D	12 1%	8 1%	8 1% ABCD	18 4% AD	72 2% AD	71 2%	47 2%	16 2%	42 2%	46 2%	12 2%	2 1%	58 2%	46 2%	14 1%	23 2%	95 2% T	68 3% T	50 1%	26 2% V	24 1%
Sites credibility/being legitimate/trustworthy	115 2% B	1	9 2% B	14 1% B	8 2% B	83 3% ABD	61 2%	54 2%	15 2%	35 2%	50 2%	10 1%	5 2%	50 2%	50 2%	15 2%	18 2%	97 2%	64 3% T	51 1%	19 1%	32 1%
If it's verified/can be verified	56 1% D	6 1%	6 1%	4	4 1% D	36 1% D	27 1%	29 1%	7 1%	13 1%	24 1%	6 1%	6 2% J	20 1%	24 1%	12 1%	10 1%	46 1%	25 1%	31 1%	19 1% V	12
Other research mentions	31 1%	3	2	3	2	21 1%	16	15 1%	3	6	19 1%	1	2 1%	9	19 1% N	3	7 1%	24	8	23 1%	12 1%	11
MISCELLANEOUS	688 11% CE	126 14% ACEF	43 7%	141 13% ACE	30 7%	348 11% CE	386 11%	302 11%	74 9%	177 10% I	283 11% IJK	112 16% IJK	42 14% IJ	251 10%	283 11% NO	154 16% NO	133 11%	555 11% NO	249 11% NO	439 12% NO	142 10% NO	297 12% NO
Don't/Cannot determine if a website is legitimate	231 4% B	21 2%	14 2% ABCEF	67 6% ABCEF	10 2%	119 4% B	138 4%	93 3%	24 3%	52 3%	95 4% IJK	46 7% IJK	14 5%	76 3%	95 4% NO	60 6% NO	39 3%	192 4% NO	76 3% NO	155 4% NO	49 4% NO	106 4% NO
Common sense/Gut feeling	178 3% CE	37 4% ACEF	5 1%	34 3% CE	4 1%	98 3% CE	96 3%	82 3%	7 1%	48 3% I	80 3% I	31 5% IJ	12 4% I	55 2%	80 3% N	43 4% N	33 3%	145 3% NO	61 3% NO	117 3% NO	30 2% U	87 4% U
Through ads/advertisement	55 1%	12 1%	5 1%	7 1%	4 1% JKLM	27 1% JKLM	27 1%	28 1%	17 2% JKLM	18 1%	17 1%	3	-	35 1% OP	17 1%	3	14 1%	41 1%	21 1%	34 1%	8 1% V	26 1%
Quality/Reliability of site	36 1% F	9 1% F	11 2% ADF	6 1%	3 1%	7	17	19 1%	5 1%	12 1%	15 1%	3	1	17 1%	15 1%	4	6 1%	30 1% T	20 1% T	16	7 1% V	9
Other mentions	192 3% C	47 5% ACDEF	8 1%	29 3% ABCEF	10 2%	98 3% C	112 3%	80 3%	21 2%	48 3%	77 3%	30 4% IJK	16 5% IJK	69 3%	77 3% NO	46 5% NO	41 3%	151 3% NO	73 3% NO	119 3% NO	48 4% NO	71 3% NO
PUBLIC AWARENESS/RECOMMENDATIONS (NET)	567 9% D	110 12% ADE	53 9%	83 8% DEF	32 8%	289 9% DEF	274 8%	293 11% G	101 12% KL	177 10% KL	213 8%	51 7%	25 8%	278 11% OP	213 8% OP	76 8% OP	115 10% OP	452 9% OP	211 9% OP	356 9% OP	146 11% V	210 9% V
Reviews/Comments/Complaints/Compliments	288 5% D	50 5% D	23 4%	38 3% KLM	21 5% KLM	156 5% D	149 4%	139 5%	61 7% KLM	102 6% KLM	102 4% L	14 2%	9 3%	163 6% OP	102 4% P	23 2%	53 4%	235 5% V	109 5% V	179 5% V	88 6% V	91 4% V

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

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

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
How well known site is/Reputation	139 2%	33 4%	18 3%	22 2%	6 1%	60 2%	64 2%	75 3%	19 2%	36 2%	60 2%	15 2%	9 3%	55 2%	60 2%	24 2%	31 3%	108 2%	49 2%	90 2%	25 2%	65 3%
Family/Friends referral/recommendations	83 1%	22 2%	12 2%	11 1%	2 *	36 1%	27 1%	56 2%	6 1%	21 1%	34 1%	15 2%	7 1%	27 1%	34 1%	22 2%	24 2%	59 1%	27 1%	56 1%	17 1%	39 2%
Through forums/blogs/articles	45 1%	3 *	1 *	12 1%	2 *	27 1%	28 1%	17 1%	11 1%	16 1%	13 1%	3 *	2 1%	27 1%	13 1%	5 1%	3 *	42 1%	19 1%	26 1%	14 1%	12 *
Other public awareness/recommendations mentions	55 1%	8 1%	2 *	8 1%	2 *	35 1%	27 1%	28 1%	8 1%	17 1%	21 1%	7 1%	2 1%	25 1%	21 1%	9 1%	14 1%	41 1%	20 1%	35 1%	15 1%	20 1%
DOMAIN/NAME/EXTENSION (NET)	565 9%	75 8%	70 12%	88 8%	44 11%	288 9%	326 10%	239 9%	100 12%	195 11%	203 8%	46 7%	21 7%	295 11%	203 8%	67 7%	89 8%	476 10%	268 11%	297 8%	135 10%	162 7%
Domain/Domain name/Name	235 4%	24 3%	15 3%	24 2%	22 5%	150 5%	133 4%	102 4%	49 6%	84 5%	80 3%	15 2%	7 2%	133 5%	80 3%	22 2%	43 4%	192 4%	118 5%	117 3%	66 5%	51 2%
If it has "https"/Make sure the "S" is in the "https" link	129 2%	24 3%	22 4%	30 3%	12 3%	41 1%	72 2%	57 2%	21 2%	47 3%	42 2%	15 2%	4 1%	68 3%	42 2%	19 2%	20 2%	109 2%	51 2%	78 2%	29 2%	49 2%
Web address (unspec.)	97 2%	10 1%	24 4%	17 2%	6 1%	40 1%	57 2%	40 1%	10 1%	30 2%	45 2%	7 1%	5 2%	40 2%	45 2%	12 1%	8 1%	89 2%	43 2%	54 1%	24 2%	30 1%
By it's extension	92 1%	12 1%	13 2%	17 2%	4 1%	46 1%	55 2%	37 1%	16 2%	31 2%	38 1%	5 1%	2 1%	47 2%	38 1%	7 1%	15 1%	77 2%	51 2%	41 1%	20 1%	21 1%
Through URL	37 1%	10 1%	4 1%	5 *	1 *	17 1%	23 1%	14 1%	5 1%	16 1%	10 *	3 *	3 1%	21 1%	10 *	6 1%	7 1%	30 1%	20 1%	17 *	5 *	12 *
Other domain/name/extension mentions	6 *	-	-	-	-	6 *	3 *	3 *	1 *	1 *	2 *	2 *	-	2 *	2 *	2 *	2 *	4 *	3 *	3 *	1 *	2 *
USAGE (NET)	405 7%	73 8%	44 7%	50 5%	25 6%	213 7%	233 7%	172 6%	67 8%	94 5%	171 7%	50 7%	23 8%	161 6%	171 7%	73 7%	66 6%	339 7%	172 7%	233 6%	92 7%	141 6%
By trying it out/visiting it	125 2%	16 2%	16 3%	14 1%	4 1%	75 2%	70 2%	55 2%	20 2%	27 2%	57 2%	13 2%	8 3%	47 2%	57 2%	21 2%	21 2%	104 2%	49 2%	76 2%	27 2%	49 2%
Through site usage/activity through users	100 2%	11 1%	8 1%	4 *	17 4%	60 2%	62 2%	38 1%	24 3%	31 2%	34 1%	9 1%	2 1%	55 2%	34 1%	11 1%	16 1%	84 2%	48 2%	52 1%	28 2%	24 1%
Prior use/experience with it	94 2%	22 2%	8 1%	18 2%	2 *	44 1%	55 2%	39 1%	13 2%	22 1%	37 1%	12 2%	10 3%	35 1%	37 1%	22 2%	19 2%	75 2%	39 2%	55 1%	20 1%	35 1%
Problems with links/broken links	35 1%	10 1%	8 1%	5 *	1 *	11 *	17 *	18 1%	4 *	9 1%	14 1%	8 1%	-	13 *	14 1%	8 1%	5 *	30 1%	17 1%	18 *	7 1%	11 *
Other usage mentions	56 1%	15 2%	5 1%	9 1%	1 *	26 1%	31 1%	25 1%	8 1%	6 *	31 1%	8 1%	3 1%	14 1%	31 1%	11 1%	7 1%	49 1%	23 1%	33 1%	10 1%	23 1%

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

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

14 Mar 2015
Table 338

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
None	104 2% BCE	7 1%	1	20 2% BCE	1	75 2% ABCE	59 2%	45 2%	11 1%	40 2%	38 1%	8 1%	7 2%	51 2%	38 1%	15 2%	30 3% R	74 1%	37 2%	67 2%	19 1%	48 2%
Don't know	1153 19% F	204 22% AEF	116 19% F	273 25% ACEF	64 16%	496 16%	589 17%	564 21% G	101 12%	241 14%	544 21% IJ	182 27% IJK	85 28% IJK	342 13%	544 21% N	267 27% NO	248 21% R	905 18%	259 11%	894 24% S	218 16%	676 28% U
Declined to answer	282 5% BE	30 3% E	20 3% E	81 7% ABCEF	3 1%	148 5% E	164 5%	118 4%	45 5% L	89 5% L	118 5%	21 3%	9 3%	134 5% P	118 5% P	30 3%	64 5%	218 4%	128 5% T	154 4%	42 3%	112 5% U
Sigma	7607 124%	1192 129%	771 129%	1311 121%	531 130%	3802 122%	4194 123%	3413 124%	1101 130%	2238 126%	3114 122%	794 117%	360 118%	3339 128%	3114 122%	1154 117%	1408 119%	6199 125%	3004 127%	4603 122%	1744 128%	2859 119%

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

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

14 Mar 2015
Table 339

Base: All Qualified Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Yes	1929 31% BD	209 23%	189 32% BD	242 22% ABCD	191 47% BCDF	1098 35% ABD	1200 35% H	729 27%	329 39% KLM	689 39% KLM	748 29% LM	122 18%	41 13%	1018 39% OP	748 29% P	163 17%	343 29%	1586 32%	1180 50% T	749 20% V	450 33% V	299 12%
No	4215 69% EF	716 77% ACEF	410 68% E	844 78% ACEF	218 53% E	2027 65% E	2202 65% G	2013 73% G	516 61%	1081 61%	1796 71% IJ	559 82% IJK	263 87% IJK	1597 61%	1796 71% N	822 83% NO	837 71%	3378 68%	1189 50%	3026 80% S	915 67% U	2111 88% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

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

14 Mar 2015
Table 340

Base: Tried To Identify

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1929	209	189	242	191	1098	1200	729	329	689	748	122	41*	1018	748	163	343	1586	1180	749	450	299
Weighted Base	1929	209	189	242	191	1098	1200	729	329	689	748	122	41*	1018	748	163	343	1586	1180	749	450	299
ONLINE ACTIVITY (NET)	1191 62% F	153 73% ADF	132 70% AF	147 61% ADF	141 74% ADF	618 56% F	736 61% F	455 62% F	205 62% F	410 60% F	470 63% F	74 61% F	32 78% IJKL	615 60% F	470 63% F	106 65% F	194 57% F	997 63% Q	706 60% F	485 65% S	294 65% F	191 64% F
SOURCE_OF SEARCH (SUB-NET)	456 24% F	66 32% AF	69 37% AEF	68 28% F	46 24% F	207 19% F	266 22% F	190 26% F	82 25% F	158 23% F	167 22% F	31 25% F	18 44% IJKL	240 24% F	167 22% F	49 30% O	86 25% F	370 23% F	258 22% F	198 26% S	108 24% F	90 30% F
Check website itself	207 11% F	36 17% AF	34 18% ADF	27 11% F	24 13% F	86 8% F	90 8% F	117 16% G	44 13% KL	83 12% K	64 9% F	8 7% F	8 20% KL	127 12% O	64 9% F	16 10% F	38 11% F	169 11% F	97 8% F	110 15% S	57 13% F	53 18% F
Using specific sites that classify/ provide information on sites	100 5% F	8 4% F	14 7% F	19 8% F	11 6% F	48 4% F	70 6% F	30 4% F	10 3% F	31 4% F	45 6% I	8 7% F	6 15% IJK	41 4% F	45 6% F	14 9% N	16 5% F	84 5% F	62 5% F	38 5% F	25 6% F	13 4% F
Domain/ IP Address Search	93 5% F	12 6% F	13 7% F	13 5% F	8 4% F	47 4% F	68 6% H	25 3% F	12 4% F	33 5% F	42 6% F	5 4% F	1 2% F	45 4% F	42 6% F	6 4% F	22 6% F	71 4% F	68 6% T	25 3% F	16 4% F	9 3% F
HTML/ Source Code	37 2% F	5 2% F	7 4% EF	11 5% AEF	1 1% F	13 1% F	25 2% F	12 2% F	12 4% JK	9 1% F	10 1% F	6 5% JK	- - F	21 2% F	10 1% F	6 4% O	5 1% F	32 2% F	21 2% F	16 2% F	8 2% F	8 3% F
Social media/ blogs	20 1% F	1 1% F	2 1% F	3 1% F	3 2% F	11 1% F	14 1% F	6 1% F	4 1% F	6 1% F	6 1% F	3 2% F	1 2% F	10 1% F	6 1% F	4 2% F	3 1% F	17 1% F	12 1% F	8 1% F	4 1% F	4 1% F
Online forums	11 1% F	2 1% F	1 1% F	1 1% F	2 1% F	5 1% F	6 1% F	5 1% F	3 1% F	1 1% F	7 1% J	- - F	- - F	4 1% F	7 1% F	- - F	1 1% F	10 1% F	5 1% F	6 1% F	2 1% F	4 1% F
Other source of search mentions	12 1% F	5 2% ACEF	- - F	1 1% F	- - F	6 1% F	6 1% F	6 1% F	3 1% F	3 1% F	2 1% F	2 2% K	2 5% IJK	6 1% F	2 1% F	4 2% NO	2 1% F	10 1% F	6 1% F	6 1% F	1 1% F	5 2% U
GENERAL ONLINE ACTIVITY (SUB-NET)	435 23% D	56 27% D	40 21% F	41 17% F	48 25% D	250 23% D	260 22% F	175 24% F	79 24% F	155 22% F	161 22% F	29 24% F	11 27% F	234 23% F	161 22% F	40 25% F	65 19% F	370 23% F	240 20% F	195 26% S	129 29% V	66 22% F
Internet search/ Search engine (Unspec.)	362 19% D	40 19% F	30 16% F	35 14% F	42 22% D	215 20% F	209 17% F	153 21% F	64 19% F	132 19% F	135 18% F	22 18% F	9 22% F	196 19% F	135 18% F	31 19% F	49 14% F	313 20% Q	200 17% F	162 22% S	105 23% F	57 19% F
Email	27 1% F	7 3% ADF	7 4% ADF	1 1% F	3 2% F	9 1% F	20 2% F	7 1% F	5 2% F	12 2% F	9 1% F	1 1% F	- - F	17 2% F	9 1% F	1 1% F	8 2% F	19 1% F	16 1% F	11 1% F	10 2% V	1 1% F
Wikipedia/ Web Encyclopedia	22 1% F	2 1% F	1 1% F	1 1% F	5 3% F	13 1% F	14 1% F	8 1% F	8 2% K	7 1% F	6 1% F	1 1% F	- - F	15 1% F	6 1% F	1 1% F	3 1% F	19 1% F	9 1% F	13 2% F	9 2% F	4 1% F
Other general online activity mentions	35 2% F	9 4% AEF	4 2% F	4 2% F	1 1% F	17 2% F	23 2% F	12 2% F	4 1% F	9 1% F	14 2% F	6 5% IJK	2 5% F	13 1% F	14 2% F	8 5% NO	6 2% F	29 2% F	22 2% F	13 2% F	8 2% F	5 2% F
SPECIFIC SITE SEARCH (SUB-NET)	400 21% F	51 24% F	32 17% F	51 21% F	62 32% ACDF	204 19% F	266 22% H	134 18% F	62 19% F	133 19% F	176 24% F	20 16% F	9 22% F	195 19% F	176 24% N	29 18% F	58 17% F	342 22% F	262 22% T	138 18% F	87 19% F	51 17% F
Google	192 10% F	23 11% F	26 14% DF	17 7% F	35 18% ABDF	91 8% F	114 10% F	78 11% F	43 13% K	73 11% F	62 8% F	10 8% F	4 10% F	116 11% O	62 8% F	14 9% F	30 9% F	162 10% F	114 10% F	78 10% F	50 11% F	28 9% F

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

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

Base: Tried To Identify

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	1929	209	189	242	191	1098	1200	729	329	689	748	122	41*	1018	748	163	343	1586	1180	749	450	299
Whois search	152 8% CF	30 14% ACF	5 3%	34 14% ACF	27 14% ACF	56 5%	123 10% H	29 4%	15 5%	43 6%	82 11% IJ	8 7%	4 10%	58 6%	82 11% N	12 7%	23 7%	129 8%	117 10% T	35 5%	15 3% U	20 7% U
Baidu search	59 3%	-	-	-	-	59 5%	32 3%	27 4%	3 1%	16 2%	36 5% IJ	3 2%	1 2%	19 2%	36 5% N	4 2%	5 1%	54 3%	34 3%	25 3%	21 5% V	4 1%
Go Daddy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DNS records	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other specific site search mentions	10 1%	1	1 1%	1	1 1%	6 1%	4	6 1%	1	3	4 1%	1 1%	2 2%	4	4 1%	2 1%	1	9 1%	6 1%	4 1%	3 1%	1
SITE ATTRIBUTES/ TRADEMARKS (NET)	348 18% CF	44 21% CF	24 13%	69 29% ACF	43 23% CF	168 15%	204 17%	144 20%	65 20%	117 17%	131 18%	28 23%	7 17%	182 18%	131 18%	35 21%	67 20%	281 18%	196 17%	152 20% S	77 17%	75 25% U
Site contact information	83 4% F	20 10% ACDF	7 4%	5 2%	19 10% ACDF	32 3%	46 4%	37 5%	22 7% KL	40 6% K	18 2%	2 2%	1	62 6% OP	18 2%	3 2%	16 5%	67 4%	46 4%	37 5%	20 4%	17 6%
Owner of site/ Who programmed/ developed the website	71 4%	6 3%	6 3%	6 2%	10 5%	43 4%	42 4%	29 4%	16 5%	24 3%	26 3%	4 3%	1 2%	40 4%	26 3%	5 3%	12 3%	59 4%	46 4%	25 3%	14 3%	11 4%
Company details/ information	65 3% F	7 3% F	3 2%	42 17% ABCEF	2 1%	11 1%	35 3%	30 4%	9 3% J	6 1%	36 5% J	13 11% IJK	1	15 1%	36 5% N	14 9% N	16 5%	49 3%	29 2%	36 5% S	11 2%	25 8% U
Sites credibility/ being legitimate/ trustworthy	47 2% D	5 2%	1 1%	1	4 2%	36 3% ACD	28 2%	19 3%	5 2%	16 2%	20 3%	3 2%	7 7% I	21 2%	20 3%	6 4%	7 2%	40 3%	23 2%	24 3%	15 3%	9 3%
Check registration/ if it's registered/ certificate	29 2%	1	5 3%	8 3% ABEF	1	14 1%	19 2%	10 1%	3 1%	13 2%	11 1%	2 2%	-	16 2%	11 1%	2 1%	4 1%	25 2%	21 2%	8 1%	4 1%	4 1%
Security/ Security certificate	15 1%	4 2% F	1 1%	2 1%	2 1%	6 1%	9 1%	6 1%	1	7 1%	6 1%	1 1%	-	8 1%	6 1%	1 1%	1	14 1%	6 1%	9 1%	5 1%	4 1%
Trademarks/ Copyright	14 1%	3 1%	-	1	4 2% ACF	6 1%	9 1%	5 1%	3 1%	8 1%	3	-	-	11 1%	3	-	2 1%	12 1%	7 1%	7 1%	5 1%	2 1%
Age/ History of website	11 1%	3 1%	-	1	2 1%	5	6 1%	5 1%	2 1%	3	6 1%	-	-	5	6 1%	-	3 1%	8 1%	5	6 1%	2	4 1%
Website's administrator	11 1%	1	-	1	4 2% ACF	5	10 1% H	1	4 1%	2	5 1%	-	-	6 1%	5 1%	-	1	10 1%	10 1% T	1	-	1
Site's legal conditions	9	-	-	5 2% ABCF	1	3	6 1%	3	-	-	7 1% J	1 1% J	2 2% IJ	-	7 1% N	2 1% N	2 1%	7	6 1%	3	1	2 1%
Credits for the page/ website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

14 Mar 2015
Table 340

Base: Tried To Identify

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	1929	209	189	242	191	1098	1200	729	329	689	748	122	41*	1018	748	163	343	1586	1180	749	450	299
Thru the footer/ bootom of page	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Privacy information link	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site attributes/ trademarks mentions	38 2%	6 3%	2 1%	4 2%	3 2%	23 2%	24 2%	14 2%	7 2%	15 2%	12 2%	3 2%	1 2%	22 2%	12 2%	4 2%	7 2%	31 2%	23 2%	15 2%	11 2%	4 1%
MISCELLANEOUS (NET)	241 12% BCD	16 8%	14 7%	20 8%	17 9%	174 16% ABCDE	166 14% H	75 10%	33 10%	86 12%	102 14%	15 12%	5 12%	119 12%	102 14%	20 12%	44 13%	197 12%	165 14% T	76 10%	55 12% V	21 7%
Use of software/ filter/ program	43 2% BD	-	1 1%	1	1 1%	40 4% ABCDE	34 3% H	9 1%	5 2%	21 3%	15 2%	2 2%	-	26 3%	15 2%	2 1%	4 1%	39 2%	33 3% T	10 1%	7 2%	3 1%
Friend/ Family Help	30 2%	4 2%	-	4 2%	5 3% C	17 2%	20 2%	10 1%	2 1%	9 1%	14 2%	4 3% I	1 2%	11 1%	14 2%	5 3% N	6 2%	24 2%	18 2%	12 2%	8 2%	4 1%
Reviews/ Comments/ Complaints/ Compliments	27 1%	6 3% F	6 3% AF	3 1%	1 1%	11 1%	16 1%	11 2%	6 2%	6 1%	12 2%	3 2%	-	12 1%	12 2%	3 2%	5 1%	22 1%	15 1%	12 2%	8 2%	4 1%
Curiosity/ I just wanted to know	21 1%	1	-	2 1%	-	18 2% A	13 1%	8 1%	1	6 1%	11 1%	2 2%	1 2%	7 1%	11 1%	3 2%	4 1%	17 1%	8 1%	13 2% S	10 2%	3 1%
Good/ Positive response mentions	18 1%	1	2 1%	2 1%	-	13 1%	13 1%	5 1%	1	8 1%	9 1%	-	-	9 1%	9 1%	-	3 1%	15 1%	18 2% T	-	-	-
Various means/ ways	8	-	1 1%	-	-	7 1%	6 1%	2	1	2	5 1%	-	-	3	5 1%	-	1	7	5	3	3 1%	-
Information (Unspec.)	7	-	-	1	2 1%	4	6 1%	1	3 1%	1	2	-	1 2% JK	4	2	1 1%	1	6	6 1%	1	-	1
Other	91 5%	5 2%	4 2%	7 3%	8 4%	67 6% ABCD	61 5%	30 4%	14 4%	34 5%	35 5%	5 4%	3 7%	48 5%	35 5%	8 5%	20 6%	71 4%	66 6% T	25 3%	19 4%	6 2%
RESEARCH (NET)	84 4% E	5 2%	9 5% E	8 3%	2 1%	60 5% AE	51 4%	33 5%	8 2%	34 5%	37 5%	5 4%	-	42 4%	37 5%	5 3%	15 4%	69 4%	50 4%	34 5%	26 6% V	8 3%
Research (Unspec.)	81 4% E	5 2%	9 5% E	8 3%	2 1%	57 5% AE	50 4%	31 4%	8 2%	33 5%	36 5%	4 3%	-	41 4%	36 5%	4 2%	14 4%	67 4%	49 4%	32 4%	25 6% V	7 2%
Other research mentions	3	-	-	-	-	3	1	2	-	1	1	1 1%	-	1	1	1 1%	1	2	1	2	1	1
OFFLINE ACTIVITY (NET)	42 2%	4 2%	7 4%	7 3%	5 3%	19 2%	24 2%	18 2%	7 2%	16 2%	16 2%	2 2%	1 2%	23 2%	16 2%	3 2%	11 3%	31 2%	27 2%	15 2%	10 2%	5 2%
Telephone	18 1%	-	6 3% ABDF	-	2 1%	10 1%	15 1%	3	3 1%	7 1%	6 1%	2 2%	-	10 1%	6 1%	2 1%	9 3% R	9 1%	12 1%	6 1%	5 1%	1

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

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

Base: Tried To Identify

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	1929	209	189	242	191	1098	1200	729	329	689	748	122	41*	1018	748	163	343	1586	1180	749	450	299
Other offline activity mentions	26 1% F	4 2%	2 1%	7 3% AF	3 2%	10 1%	10 1%	16 2% G	4 1%	10 1%	10 1%	1 1%	1 2%	14 1%	10 1%	2 1%	2 1%	24 2%	16 1%	10 1%	6 1%	4 1%
None	45 2%	1 *	2 1%	3 1%	2 1%	37 3% AB	28 2%	17 2%	3 1%	26 4% IK	14 2%	2 2%	-	29 3%	14 2%	2 1%	8 2%	37 2%	29 2%	16 2%	9 2%	7 2%
Don't know	47 2%	4 2%	8 4%	3 1%	2 1%	30 3%	33 3%	14 2%	10 3%	14 2%	18 2%	5 4%	-	24 2%	18 2%	5 3%	13 4%	34 2%	25 2%	22 3%	13 3%	9 3%
Declined to answer	108 6% E	12 6% E	8 4%	14 6% E	2 1%	72 7% AE	63 5%	45 6%	24 7%	44 6%	36 5%	4 3%	-	68 7% P	36 5%	4 2%	25 7%	83 5%	80 7% T	28 4%	16 4%	12 4%
Sigma	2305 119%	280 134%	219 116%	299 124%	245 128%	1262 115%	1421 118%	884 121%	388 118%	817 119%	898 120%	148 121%	54 132%	1205 118%	898 120%	202 124%	399 116%	1906 120%	1392 118%	913 122%	552 123%	361 121%

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

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

14 Mar 2015
Table 341

Base: All Qualified Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
.email	1750 28% BD	147 16%	231 39% ABDEF	235 22% B	128 31% BD	1009 32% ABD	950 28%	800 29%	282 33% KLM	583 33% KLM	694 27% LM	148 22% M	43	865 33% OP	694 27% P	191 19%	308 26%	1442 29% Q	960 41% T	790 21%	450 33% V	340 14%
.link	1484 24% BD	130 14%	211 35% ABDF	145 13%	127 31% ABD	871 28% ABD	781 23%	703 26% G	260 31% KLM	508 29% KLM	583 23% LM	100 15%	33 11%	768 29% OP	583 23% P	133 14%	279 24%	1205 24% T	808 34% T	676 18%	404 30% V	272 11%
.club	774 13% BD	50 5%	67 11% BD	72 7%	49 12% BD	536 17% ABCDE	456 13% H	318 12%	119 14% KLM	287 16% KLM	292 11% M	61 9% M	15 5%	406 16% OP	292 11% P	76 8%	110 9%	664 13% Q	499 21% T	275 7%	176 13% V	99 4%
.guru	647 11% BD	55 6% D	90 15% ABD	40 4%	63 15% ABD	399 13% ABD	367 11%	280 10%	117 14% KLM	225 13% KLM	249 10% LM	42 6%	14 5%	342 13% OP	249 10% P	56 6%	111 9%	536 11% Q	383 16% T	264 7%	161 12% V	103 4%
.photography	534 9% BD	26 3%	70 12% ABD	61 6% B	36 9% BD	341 11% ABD	284 8%	250 9%	113 9% KLM	194 11% KLM	179 7%	35 5%	13 4%	307 12% OP	179 7% P	48 5%	81 7%	453 9% Q	348 15% T	186 5%	124 9% V	62 3%
.realtor	352 6% D	69 7% ACDE	27 5% D	19 2%	17 4% D	220 7% ACDE	188 6%	164 6%	32 4% IKL	142 8% IKL	137 5% L	24 4%	17 6%	174 7% P	137 5% Q	41 4%	53 4%	299 6% Q	215 9% T	137 4%	74 5% V	63 3%
.xyz	309 5% BD	19 2%	29 5% BD	21 2%	15 4%	225 7% ABCDE	177 5%	132 5%	48 6% LM	127 7% KLM	116 5% LM	12 2%	6 2%	175 7% OP	116 5% P	18 2%	42 4%	267 5% Q	204 9% T	105 3%	65 5% V	40 2%
.wang	124 2% BCDE	-	-	-	-	124 4% ABCDE	85 2% H	39 1%	11 1% IKM	52 3% IKM	46 2% LM	13 2%	2 1%	63 2% OP	46 2% P	15 2%	9 1%	115 2% Q	82 3% T	42 1%	34 2% V	8
.xn--ses554g (Chinese for network address)	114 2% BCDE	-	-	-	-	114 4% ABCDE	75 2% H	39 1%	7 1% IKLM	54 3% IKLM	43 2% LM	9 1%	1	61 2% P	43 2% Q	10 1%	8 1%	106 2% Q	80 3% T	34 1%	25 2% V	9
.xn--55qx5d (Chinese for company)	105 2% BCDE	-	-	-	-	105 3% ABCDE	69 2% H	36 1%	3 1% IKLM	48 3% IKLM	44 2% I	9 1%	1	51 2% Q	44 2% Q	10 1%	2	103 2% Q	73 3% T	32 1%	25 2% V	7
.london	72 1% BCEF	-	-	72 7% ABCEF	-	-	48 1%	24 1%	7 1% IKL	17 1% IKL	39 2% LM	4 1%	5 2%	24 1% N	39 2% N	9 1%	12 1%	60 1% Q	38 2% T	34 1%	12 1% V	22 1%
.berlin	46 1% BCF	-	-	46 4% ABCEF	-	-	36 1% H	10	1	3	29 1% IJ	7 1% IJ	6 2% IJ	4	29 1% N	13 1% N	8 1%	38 1% Q	29 1% T	17	-	17 1% U
.nyc	29 DF	29 3% ACDEF	-	-	-	-	18 1%	11	1	7	15 1%	3	3 1%	8	15 1% I	6 1%	3	26 1% Q	7	22 1% T	2	20 1% U
.ovh	2	-	-	-	-	-	2	-	-	1	1	-	-	1	1	-	-	2	2	-	-	-
I am not aware of any of these	3346 54% CF	656 71% ACEF	277 46% ACEF	731 67% ACEF	211 52% AF	1471 47% ACEF	1837 54%	1509 55%	394 47%	839 47% IJ	1441 57% IJK	453 67% IJK	219 72% IJK	1233 47% NO	1441 57% N	672 68% NO	654 55%	2692 54% Q	878 37% T	2468 65% S	645 47% U	1823 76% U
Sigma	9688 158%	1181 128%	1002 167%	1444 133%	646 158%	5415 173%	5373 158%	4315 157%	1395 165%	3087 174%	3908 154%	920 135%	378 124%	4482 171%	3908 154%	1298 132%	1680 142%	8008 161%	4606 194%	5082 135%	2197 161%	2885 120%

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

Q805. Which of the following new gTLDs have you personally visited when going to websites?

14 Mar 2015
Table 342

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2798	269	322	355	198	1654	1565	1233	451	931	1103	228	85*	1382	1103	313	526	2272	1491	1307	720	587
Weighted Base	2798	269	322	355	198	1654	1565	1233	451	931	1103	228	85*	1382	1103	313	526	2272	1491	1307	720	587
.email	1052 38% BD	77 29%	148 46% ABDEF	116 33%	72 36%	639 39% BD	578 37%	474 38%	182 40% LM	383 41% KLM	390 35%	74 32%	23 27%	565 41% OP	390 35%	97 31%	192 37%	860 38%	637 43% T	415 32%	265 37% V	150 26%
.link	726 26% D	65 24% D	110 34% ABDF	48 14%	59 30% D	444 27% D	398 25%	328 27%	129 29% LM	278 30% KLM	272 25% LM	38 17%	9 11%	407 29% OP	272 25% P	47 15%	139 26%	587 26%	447 30% T	279 21%	188 26% V	91 16%
.club	337 12% BCD	19 7%	25 8%	27 8%	21 11%	245 15% ABCD	207 13% H	130 11%	51 11% M	147 16% IKM	110 10%	26 11% M	3 4%	198 14% OP	110 10%	29 9%	37 7%	300 13% Q	253 17% T	84 6%	66 9% V	18 3%
.guru	284 10% BD	12 4%	45 14% ABD	14 4%	28 14% BD	185 11% ABD	169 11%	115 9%	58 13% KLM	106 11% LM	104 9%	13 6%	3 4%	164 12% P	104 9% P	16 5%	48 9%	236 10% Q	196 13% T	88 7%	64 9% V	24 4%
.photography	249 9% B	9 3%	26 8% B	29 8% B	16 8% B	169 10% AB	135 9%	114 9%	48 11% KLM	107 11% KLM	80 7% M	13 6%	1 1%	155 11% OP	80 7% Q	14 4%	31 6%	218 10% Q	178 12% T	71 5%	48 7% V	23 4%
.realtor	146 5% DE	18 7% DE	18 6% D	6 2%	4 2%	100 6% ADE	78 5%	68 6%	13 3% IKL	74 8% IKL	50 5%	6 3%	3 4%	87 6% P	50 5% P	9 3%	19 4%	127 6% Q	108 7% T	38 3%	24 3% V	14 2%
.xyz	130 5% BD	3 1%	15 5% BD	5 1%	9 5% BD	98 6% ABD	75 5%	55 4%	21 5% L	66 7% KLM	40 4% L	2 1%	1 1%	87 6% OP	40 4% P	3 1%	14 3%	116 5% Q	97 7% T	33 3%	28 4% V	5 1%
.wang	70 3% BCDE	-	-	-	-	70 4% ABCDE	46 3%	24 2%	5 1% IK	36 4% IK	25 2%	4 2%	-	41 3% OP	25 2% P	4 1%	4 1%	66 3% Q	48 3% T	22 2%	20 3% V	2 *
.xn-ses554g (Chinese for network address)	70 3% BCDE	-	-	-	-	70 4% ABCDE	41 3%	29 2%	5 1% I	33 4% I	28 3%	4 2%	-	38 3% OP	28 3% P	4 1%	5 1%	65 3% Q	50 3% T	20 2%	17 2% V	3 1%
.xn-55qx5d (Chinese for company)	55 2% BCDE	-	-	-	-	55 3% ABCDE	33 2%	22 2%	1 *	32 3% IK	19 2% I	3 1%	-	33 2% OP	19 2% P	3 1%	2 *	53 2% Q	38 3% T	17 1%	15 2% V	2 *
.london	26 1% F	-	-	26 7% ABCEF	-	-	16 1%	10 1%	4 1% I	7 1% I	15 1%	-	-	11 1% I	15 1% P	-	3 1%	23 1% Q	15 1% T	11 1%	8 1% V	3 1%
.nyc	8 F	8 3% ACDEF	-	-	-	-	5 *	3 *	1 *	1 *	3 *	2 1% J	1 1% J	2 *	3 *	3 1% N	1 *	7 *	2 *	6 *	1 *	5 1% U
.berlin	5 *	-	-	5 1% ACF	-	-	4 *	1 *	-	2 *	2 *	-	-	2 *	2 *	1 *	1 *	4 *	5 *	-	-	-
.ovh	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the above	972 35% F	120 45% ACF	97 30%	181 51% ACEF	73 37%	501 30%	546 35%	426 35%	126 28% IJ	263 28% IJK	427 39% IJK	106 46% IJK	50 59% IJK	389 28%	427 39% N	156 50% NO	172 33%	800 35%	386 26% S	586 45% S	256 36% U	330 56% U
Sigma	4130 148%	331 123%	484 150%	457 129%	282 142%	2576 156%	2331 149%	1799 146%	644 143%	1535 165%	1565 142%	291 128%	95 112%	2179 158%	1565 142%	386 123%	668 127%	3462 152%	2460 165%	1670 128%	1000 139%	670 114%

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

Q811. How likely are you to visit the following new gTLDs in the future?
SUMMARY TABLE OF TOP 2 BOX

14 Mar 2015
Table 343

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
.email	2981 49% BD	311 34%	362 60% ABDEF	356 33%	218 53% ABD	1734 55% ABD	1646 48%	1335 49%	448 53% KLM	949 54% KLM	1249 49% LM	257 38% M	79 26%	1397 53% OP	1249 49% P	335 34%	545 46%	2436 49%	1441 61%	1540 41%	814 60% V	726 30%
.xn-55qx5d (Chinese for company)	520 47%	-	-	-	-	520 47%	320 48%	200 45%	30 53%	174 49%	238 46%	70 45%	8 31%	204 49%	238 46%	78 43%	53 45%	467 47%	272 59%	248 38%	141 54%	107 27%
.xn-ses554g (Chinese for network address)	517 47%	-	-	-	-	517 47%	315 47%	202 45%	31 54%	177 49%	232 45%	69 45%	8 31%	208 50%	232 45%	77 43%	52 44%	465 47%	276 60%	241 37%	137 52% V	104 27%
.link	2617 43% BD	253 27%	339 57% ABDEF	281 26%	203 50% ABD	1541 49% ABD	1452 43%	1165 42%	369 44% LM	894 51% IKLM	1091 43% LM	211 31% M	52 17%	1263 48% OP	1091 43% P	263 27%	470 40%	2147 43% Q	1331 56% T	1286 34%	725 53% V	561 23%
.wang	467 42%	-	-	-	-	467 42%	290 44%	177 40%	29 51%	173 48% KL	201 39%	58 38%	6 23%	202 49% OP	201 39%	64 36%	48 41%	419 42%	252 55% T	215 33%	126 48% V	89 23%
.photography	2436 40% BD	262 28%	304 51% ABDF	285 26%	191 47% ABD	1394 45% ABD	1341 39%	1095 40%	362 43% LM	795 45% KLM	1026 40% LM	182 27%	71 23%	1157 44% OP	1026 40% P	253 26%	418 35%	2018 41% Q	1225 52% T	1211 32%	671 49% V	540 22%
.club	2297 37% BD	199 22%	274 46% ABD	231 21%	163 40% BD	1430 46% ABDE	1308 38%	989 36%	313 37% LM	780 44% IKLM	982 39% LM	173 25% M	49 16%	1093 42% OP	982 39% P	222 23%	384 33%	1913 39% Q	1231 52% T	1066 28%	614 45% V	452 19%
.guru	2043 33% BD	172 19%	228 38% ABD	192 18%	165 40% ABD	1286 41% ABD	1170 34% H	873 32%	291 34% LM	702 40% IKLM	869 34% LM	145 21% M	36 12%	993 38% OP	869 34% P	181 18%	357 30%	1686 34% Q	1092 46% T	951 25%	567 42% V	384 16%
.realtor	1927 31% BD	226 24% D	223 37% ABD	175 16%	141 34% BD	1162 37% ABD	1086 32%	841 31%	242 29% LM	676 38% IKLM	815 32% LM	142 21%	52 17%	918 35% OP	815 32% P	194 20%	334 28%	1593 32% Q	1011 43% T	916 24%	516 38% V	400 17%
.xyz	1746 28% BD	133 14%	209 35% ABDE	172 16%	114 28% BD	1118 36% ABDE	994 29%	752 27%	225 27% LM	620 35% IKLM	748 29% LM	123 18% M	30 10%	845 32% OP	748 29% P	153 16%	290 25%	1456 29% Q	953 40% T	793 21%	463 34% V	330 14%
.london	256 24%	-	-	256 24%	-	-	149 25%	107 22%	27 30% L	53 29% LM	133 25% L	27 14%	16 18%	80 29% P	133 25% P	43 16%	48 22%	208 24%	101 36% T	155 19%	54 35% V	101 16%
.berlin	56 22%	-	-	56 22%	-	-	46 29% H	10 11%	2 100%	3 19%	34 26% L	9 12%	8 31%	5 28%	34 26% P	17 17%	10 21%	46 23%	29 37% T	27 16%	2 18%	25 16%
.nyc	91 18%	91 18%	-	-	-	-	33 17%	58 19%	11 31% JM	16 16%	40 21% M	15 18%	9 10%	27 20%	40 21% P	24 14%	15 16%	76 19%	19 26% T	72 17%	6 21%	66 16%
.ovh	17 7%	-	-	17 7%	-	-	15 9% H	2 2%	1 50%	3 19%	11 8% L	1 1%	1 4%	4 22%	11 8% P	2 2%	1 2%	16 8% T	10 13% T	7 4%	1 9%	6 4%

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

Q811. How likely are you to visit the following new gTLDs in the future?
SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
.ovh	129 52%	-	-	129 52%	-	-	76 48%	53 58%	-	6 38%	67 51%	41 55%	15 58%	6 33%	67 51%	56 55%	27 56%	102 50%	41 53%	88 51%	5 45%	83 52%
.nyc	230 46%	230 46%	-	-	-	-	100 51%	130 43%	15 43%	48 47%	76 40%	41 48%	50 57%	63 46%	76 40%	91 53%	47 50%	183 45%	29 40%	201 47%	12 43%	189 47%
.xyz	2598 42% F	469 51% ACEF	237 40%	519 48% ACF	182 44% F	1191 38%	1467 43%	1131 41%	417 49% JK	682 39%	1018 40%	308 45% JK	173 57% K	1099 42%	1018 40%	481 49% NO	510 43%	2088 42%	931 39%	1667 44% S	540 40%	1127 47% U
.london	448 41%	-	-	448 41%	-	-	267 44% H	181 38%	39 43%	67 37%	212 40%	87 47%	43 48%	106 39%	212 40%	130 47% O	91 41%	357 41%	108 38%	340 42%	55 36%	285 44%
.realtor	2473 40% F	414 45% ACF	222 37%	516 48% ACEF	170 42%	1151 37%	1408 41% H	1065 39%	407 48% JKL	643 36%	978 38%	287 42% J	158 52% JKL	1050 40%	978 38%	445 45% NO	487 41%	1986 40%	890 38%	1583 42% S	502 37%	1081 45% U
.guru	2392 39% F	442 48% ACEF	223 37%	510 47% ACEF	157 38%	1060 34%	1337 39%	1055 38%	369 44% JK	623 35%	941 37%	290 43% JK	169 56% IJKL	992 38%	941 37%	459 47% NO	468 40%	1924 39%	827 35%	1565 41% S	470 34%	1095 45% U
.berlin	93 37%	-	-	93 37%	-	-	53 33%	40 44%	-	6 38%	44 34%	35 47%	8 31%	6 33%	44 34%	43 43%	17 35%	76 38%	25 32%	68 40%	4 36%	64 40%
.club	2169 35% CF	422 46% ACEF	184 31%	475 44% ACEF	152 37% CF	936 30%	1224 36%	945 34%	341 40% JK	556 31%	844 33%	267 39% JK	161 53% IJKL	897 34%	844 33%	428 43% NO	445 38%	1724 35%	706 30%	1463 39% S	422 31%	1041 43% U
.wang	382 34%	-	-	-	-	382 34%	219 33%	163 37%	21 37%	120 34%	186 36%	45 29%	10 38%	141 34%	186 36%	55 31%	47 40%	335 34%	144 31%	238 37%	79 30%	159 41% U
.photography	2079 34% CF	374 40% ACEF	169 28%	426 39% ACEF	127 31%	983 31%	1203 35% H	876 32%	309 37% JK	545 31%	822 32%	259 38% JK	144 47% IJKL	854 33%	822 32%	403 41% NO	415 35%	1664 34%	716 30%	1363 36% S	391 29%	972 40% U
.xn-ses554g (Chinese for network address)	360 32%	-	-	-	-	360 32%	214 32%	146 33%	20 35%	121 34% L	171 33% L	38 25%	10 38%	141 34%	171 33%	48 27%	45 38%	315 32%	133 29%	227 55% S	71 27%	156 40% U
.xn-55qx5d (Chinese for company)	356 32%	-	-	-	-	356 32%	212 32%	144 32%	20 35%	119 33% L	170 33% L	37 24%	10 38%	139 33%	170 33%	47 26%	43 36%	313 32%	134 29%	222 34%	70 27%	152 39% U
.link	1925 31% CF	365 39% ACEF	144 24%	428 39% ACEF	117 29%	871 28%	1111 33% H	814 30%	295 35% JK	481 27%	757 30%	240 35% JK	152 40% IJKL	776 30%	757 30%	392 40% NO	380 32%	1545 31%	637 27%	1288 34% S	350 26%	938 39% U
.email	1668 27% CF	333 36% ACEF	119 20%	361 33% ACF	117 29% CF	738 24% C	961 28% H	707 26%	238 28%	445 25%	645 25%	208 31% JK	132 43% IJKL	683 26%	645 25%	340 35% NO	335 28%	1333 27%	561 24%	1107 29% S	286 21%	821 34% U

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

Q811. How likely are you to visit the following new gTLDs in the future?
SUMMARY TABLE OF VERY LIKELY OR SOMEWHAT LIKELY FOR ANY DOMAIN

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Respondent 3 or 4	3629 59% BD	421 46%	406 68% ABD	448 41%	283 69% ABD	2071 66% ABD	2022 59%	1607 59%	542 64% KLM	1141 64% KLM	1502 59% LM	326 48% M	118 39%	1683 64% OP	1502 59% P	444 45%	652 55%	2977 60% Q	1727 73% T	1902 50%	971 71% V	931 39%

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

Q811_1. How likely are you to visit the following new gTLDs in the future?
1. .email

14 Mar 2015
Table 346

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	2981 49% BD	311 34% ABDEF	362 60% 33%	356 33%	218 53% ABD	1734 55% ABD	1646 48% 49%	1335 49%	448 53% KLM	949 54% KLM	1249 49% LM	257 38% M	78 26% 26%	1397 53% OP	1249 49% P	335 34% 34%	545 46% 46%	2436 49%	1441 61% T	1540 41% 41%	814 60% V	726 30% 30%
Very likely	1324 22% BD	99 11% ABD	178 30% ABD	114 10% ABD	110 27% ABD	823 26% ABD	750 22% 22%	574 21% 21%	212 25% KLM	466 26% KLM	519 20% LM	101 15% M	26 9% 9%	678 26% OP	519 20% P	127 13% 13%	226 19% 19%	1098 22% Q	729 31% T	595 16% 16%	364 27% V	231 10% 10%
Somewhat likely	1657 27% BD	212 23% ABD	184 31% ABD	242 22% 22%	108 26% 26%	911 29% ABD	896 26% 26%	761 28% 28%	236 28% LM	483 27% LM	730 29% LM	156 23% M	52 17% 17%	719 27% P	730 29% P	208 21% 21%	319 27% 27%	1338 27%	712 30% T	945 25% 25%	450 33% V	495 21% 21%
BOTTOM 2 BOX (NET)	1668 27% CF	333 36% ACEF	119 20% 20%	361 33% ACF	117 29% CF	738 24% C	961 28% H	707 26% 26%	238 28% 28%	445 25% 25%	645 25% 25%	208 31% JK	132 43% IJKL	683 26% 26%	645 25% 25%	340 35% NO	335 28% 28%	1333 27%	561 24% 24%	1107 29% S	286 21% 21%	821 34% U
Somewhat unlikely	738 12% C	119 13% C	57 10% 10%	157 14% ACF	48 12% 12%	357 11% 11%	420 12% 12%	318 12% 12%	105 12% 12%	221 12% 12%	291 11% 11%	78 11% 11%	43 14% 14%	326 12% 12%	291 11% 11%	121 12% 12%	136 12% 12%	602 12% 12%	271 11% 11%	467 12% 12%	140 10% 10%	327 14% U
Very unlikely	930 15% CF	214 23% ACDEF	62 10% 10%	204 19% ACF	69 17% CF	381 12% 12%	541 16% 16%	389 14% 14%	133 16% J	224 13% 13%	354 14% 14%	130 19% JK	89 29% IJKL	357 14% 14%	354 14% 14%	219 22% NO	199 17% 17%	731 15% 15%	290 12% 12%	640 17% S	146 11% 11%	494 20% U
Not sure	1495 24% CEF	281 30% ACEF	118 20% 20%	369 34% ACEF	74 18% 18%	653 21% 21%	795 23% 23%	700 26% G	159 19% 19%	376 21% 21%	650 26% IJ	216 32% IJK	94 31% IJK	535 20% 20%	650 26% N	310 31% NO	300 25% 25%	1195 24% 24%	367 15% 15%	1128 30% S	265 19% 19%	863 36% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q811_2. How likely are you to visit the following new gTLDs in the future?
2. .photography

14 Mar 2015
Table 347

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	2436 40% BD	262 28% ABDF	304 51% ABDF	285 26% ABDF	191 47% ABD	1394 45% ABD	1341 39% 39%	1095 40% 40%	362 43% LM	795 45% KLM	1026 40% LM	182 27% 27%	71 23% 23%	1157 44% OP	1026 40% P	253 26% 26%	418 35% 35%	2018 41% Q	1225 52% T	1211 32% 32%	671 49% V	540 22% 22%
Very likely	843 14% BD	69 7% 7%	121 20% ABDF	71 7% 7%	70 17% ABD	512 16% ABD	469 14% 14%	374 14% 14%	148 18% KLM	284 16% KLM	337 13% LM	57 8% 8%	17 6% 6%	432 17% OP	337 13% P	74 8% 8%	133 11% 11%	710 14% Q	466 20% T	377 10% 10%	234 17% V	143 6% 6%
Somewhat likely	1593 26% BD	193 21% 21%	183 31% ABD	214 20% 20%	121 30% BD	882 28% ABD	872 26% 26%	721 26% 26%	214 25% LM	511 29% LM	689 27% LM	125 18% 18%	54 18% 18%	725 28% P	689 27% P	179 18% 18%	285 24% 24%	1308 26% 26%	759 32% T	834 22% 22%	437 32% V	397 16% 16%
BOTTOM 2 BOX (NET)	2079 34% CF	374 40% ACEF	169 28% 28%	426 39% ACEF	127 31% 31%	983 31% 31%	1203 35% H	876 32% 32%	309 37% JK	545 31% 31%	822 32% 32%	259 38% JK	144 47% IJKL	854 33% 33%	822 32% 32%	403 41% NO	415 35% 35%	1664 34% 34%	716 30% 30%	1363 36% S	391 29% 29%	972 40% U
Somewhat unlikely	979 16% 16%	140 15% 15%	92 15% 15%	182 17% 17%	52 13% 13%	513 16% 16%	560 16% 16%	419 15% 15%	142 17% 17%	274 15% 15%	409 16% 16%	109 16% 16%	45 15% 15%	416 16% 16%	409 16% 16%	154 16% 16%	170 14% 14%	809 16% 16%	379 16% 16%	600 16% 16%	198 15% 15%	402 17% 17%
Very unlikely	1100 18% CF	234 25% ACEF	77 13% 13%	244 22% ACF	75 18% C	470 15% 15%	643 19% H	457 17% 17%	167 20% JK	271 15% 15%	413 16% 16%	150 22% JK	99 33% IJKL	438 17% 17%	413 16% 16%	249 25% NO	245 21% R	855 17% 17%	337 14% 14%	763 20% S	193 14% 14%	570 24% U
Not sure	1629 27% CEF	289 31% ACEF	126 21% 21%	375 35% ACEF	91 22% 22%	748 24% 24%	858 25% 25%	771 28% G	174 21% 21%	430 24% I	696 27% IJ	240 35% IJK	89 29% I	604 23% 23%	696 27% N	329 33% NO	347 29% R	1282 26% 26%	428 18% 18%	1201 32% S	303 22% 22%	898 37% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q811_3. How likely are you to visit the following new gTLDs in the future?
3. .link

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	2617 43% BD	253 27% ABDEF	339 57% ABDEF	281 26% ABDF	203 50% ABD	1541 49% ABD	1452 43% ABD	1165 42% LM	369 44% LM	894 51% IKLM	1091 43% LM	211 31% M	52 17% M	1263 48% OP	1091 43% P	263 27% P	470 40% Q	2147 43% Q	1331 56% T	1286 34% T	725 53% V	561 23% V
Very likely	995 16% BD	72 8% ABDF	142 24% ABDF	78 7% ABD	87 21% ABD	616 20% ABD	566 17% LM	429 16% LM	143 17% LM	366 21% IKLM	398 16% LM	74 11% M	14 5% M	509 19% OP	398 16% P	88 9% P	156 13% Q	839 17% Q	608 26% T	387 10% T	253 19% V	134 6% V
Somewhat likely	1622 26% BD	181 20% ABD	197 33% ABD	203 19% ACEF	116 28% BD	925 30% ABD	886 26% LM	736 27% LM	226 27% LM	528 30% LM	693 27% LM	137 20% M	38 13% M	754 29% P	693 27% P	175 18% P	314 27% Q	1308 26% Q	723 31% T	899 24% T	472 35% V	427 18% V
BOTTOM 2 BOX (NET)	1925 31% CF	365 39% ACEF	144 24% ACEF	428 39% ACEF	117 29% C	871 28% H	1111 33% H	814 30% JK	295 35% JK	481 27% JK	757 30% JK	240 35% IJKL	152 50% IJKL	776 30% NO	757 30% NO	392 40% NO	380 32% R	1545 31% R	637 27% S	1288 34% S	350 26% U	938 39% U
Somewhat unlikely	885 14% CF	129 14% ACEF	72 12% ACEF	182 17% ACE	48 12% C	454 15% H	503 15% H	382 14% JK	139 16% J	231 13% JK	362 14% JK	106 16% JK	47 15% IJKL	370 14% NO	362 14% NO	153 16% NO	153 13% R	732 15% R	327 14% S	558 15% S	176 13% U	382 16% U
Very unlikely	1040 17% CF	236 26% ACEF	72 12% ACEF	246 23% ACEF	69 17% C	417 13% H	608 18% H	432 16% JK	156 18% JK	250 14% JK	395 16% JK	134 20% JK	105 35% IJKL	406 16% NO	395 16% NO	239 24% NO	227 19% R	813 16% R	310 13% S	730 19% S	174 13% U	556 23% U
Not sure	1602 26% CEF	307 33% ACEF	116 19% ACEF	377 35% ACEF	89 22% C	713 23% H	839 25% H	763 28% G	181 21% G	395 22% IJ	696 27% IJ	230 34% IJK	100 33% IJK	576 22% NO	696 27% N	330 34% NO	330 28% R	1272 26% R	401 17% S	1201 32% S	290 21% U	911 38% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q811_4. How likely are you to visit the following new gTLDs in the future?
4. .guru

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	2043 33% BD	172 19%	228 38% ABD	192 18%	165 40% ABD	1286 41% ABD	1170 34% H	873 32%	291 34% LM	702 40% IKLM	869 34% LM	145 21% M	36 12%	993 38% OP	869 34% P	181 18%	357 30%	1686 34% Q	1092 46% T	951 25%	567 42% V	384 16%
Very likely	695 11% BD	41 4%	80 13% BD	56 5%	58 14% BD	460 15% ABD	403 12%	292 11%	96 11% LM	257 15% IKLM	289 11% LM	41 6%	12 4%	353 13% OP	289 11% P	53 5%	114 10%	581 12% Q	418 18% T	277 7%	179 13% V	98 4%
Somewhat likely	1348 22% BD	131 14%	148 25% BD	136 13%	107 26% ABD	826 26% ABD	767 23%	581 21%	195 23% LM	445 25% LM	580 23% LM	104 15% M	24 8%	640 24% P	580 23% P	128 13%	243 21%	1105 22% T	674 28% T	674 18%	388 28% V	286 12%
BOTTOM 2 BOX (NET)	2392 39% F	442 48% ACEF	223 37%	510 47% ACEF	157 38%	1060 34%	1337 39%	1055 38%	369 44% JK	623 35%	941 37%	290 43% JK	169 56% IJKL	992 38%	941 37%	459 47% NO	468 40%	1924 39%	827 35%	1565 41% S	470 34%	1095 45% U
Somewhat unlikely	1099 18%	165 18%	114 19%	203 19%	68 17%	549 18%	608 18%	491 18%	177 21% JKM	305 17%	449 18%	121 18%	47 15%	482 18%	449 18%	168 17%	187 16%	912 18% Q	417 18%	682 18%	248 18%	434 18%
Very unlikely	1293 21% F	277 30% ACEF	109 18%	307 28% ACEF	89 22% F	511 16%	729 21%	564 21%	192 23% JK	318 18%	492 19%	169 25% JK	122 40% IJKL	510 20%	492 19%	291 30% NO	281 24% R	1012 20%	410 17%	883 23% S	222 16%	661 27% U
Not sure	1709 28% EF	311 34% ACEF	148 25%	384 35% ACEF	87 21%	779 25%	895 26%	814 30%	185 22% G	445 25%	734 29% IJ	246 36% IJK	99 33% IJ	630 24%	734 29% N	345 35% NO	355 30%	1354 27%	450 19%	1259 33% S	328 24%	931 39% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q811_5. How likely are you to visit the following new gTLDs in the future?
5. .realtor

14 Mar 2015
Table 350

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	1927 31% BD	226 24% D	223 37% ABD	175 16% BD	141 34% BD	1162 37% ABD	1086 32% BD	841 31% BD	242 29% LM	676 38% IKLM	815 32% LM	142 21% LM	52 17% LM	918 35% OP	815 32% P	194 20% P	334 28% Q	1593 32% Q	1011 43% T	916 24% T	516 38% V	400 17% V
Very likely	563 9% BD	46 5% D	66 11% BD	49 5% BD	35 9% BD	367 12% ABD	312 9% BD	251 9% BD	73 9% LM	212 12% IKLM	237 9% LM	31 5% LM	10 3% LM	285 11% P	237 9% P	41 4% P	85 7% Q	478 10% Q	342 14% T	221 6% T	138 10% V	83 3% V
Somewhat likely	1364 22% BD	180 19% D	157 26% ABD	126 12% ACEF	106 26% BD	795 25% ABD	774 23% BD	590 22% BD	169 20% M	464 26% IKLM	578 23% LM	111 16% LM	42 14% LM	633 24% P	578 23% P	153 16% P	249 21% Q	1115 22% Q	669 28% T	695 18% T	378 28% V	317 13% V
BOTTOM 2 BOX (NET)	2473 40% F	414 45% ACF	222 37% ABD	516 48% ACEF	170 42% ACEF	1151 37% ABD	1408 41% H	1065 39% H	407 48% JKL	643 36% JKL	978 38% LM	287 42% J	158 52% JKL	1050 40% JKL	978 38% NO	445 45% NO	487 41% NO	1986 40% NO	890 38% NO	1583 42% S	502 37% S	1081 45% U
Somewhat unlikely	1170 19% F	164 18% ACF	118 20% ABD	210 19% ACEF	68 17% CF	610 20% ABD	653 19% BD	517 19% BD	196 23% JKLM	322 18% JKLM	492 19% M	116 17% M	44 14% M	518 20% P	492 19% P	160 16% P	207 18% Q	963 19% Q	456 19% R	714 19% S	277 20% T	437 18% U
Very unlikely	1303 21% CF	250 27% ACF	104 17% ABD	306 28% ACEF	102 25% CF	541 17% ABD	755 22% H	548 20% H	211 25% JK	321 18% JK	486 19% LM	171 25% JK	114 38% IJKL	532 20% JKL	486 19% NO	285 29% NO	280 24% R	1023 21% NO	434 18% S	869 23% S	225 16% T	644 27% U
Not sure	1744 28% EF	285 31% CEF	154 26% ABCE	395 36% ACEF	98 24% CF	812 26% ABD	908 27% BD	836 30% G	196 23% G	451 25% IJ	751 30% IJK	252 37% IJK	94 31% IJK	647 25% N	751 30% NO	346 35% NO	359 30% NO	1385 28% NO	468 20% S	1276 34% S	347 25% T	929 39% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q811_6. How likely are you to visit the following new gTLDs in the future?
6. .club

14 Mar 2015
Table 351

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	2297 37% BD	199 22%	274 46% ABD	231 21%	163 40% BD	1430 46% ABDE	1308 38%	989 36%	313 37% LM	780 44% IKLM	982 39% LM	173 25% M	49 16%	1093 42% OP	982 39% P	222 23%	384 33%	1913 39% Q	1231 52% T	1066 28%	614 45% V	452 19%
Very likely	753 12% BD	44 5%	91 15% ABD	64 6%	49 12% BD	505 16% ABDE	443 13% H	310 11%	110 13% LM	275 16% KLM	310 12% LM	47 7% M	11 4%	385 15% OP	310 12% P	58 6%	114 10%	639 13% Q	462 20% T	291 8%	188 14% V	103 4%
Somewhat likely	1544 25% BD	155 17%	183 31% ABD	167 15%	114 28% BD	925 30% ABD	865 25%	679 25%	203 24% LM	505 29% ILM	672 26% LM	126 19% M	38 13%	708 27% P	672 26% P	164 17%	270 23%	1274 26% Q	769 32% T	775 21%	426 31% V	349 14%
BOTTOM 2 BOX (NET)	2169 35% CF	422 46% ACEF	184 31%	475 44% ACEF	152 37% CF	936 30%	1224 36%	945 34%	341 40% JK	556 31%	844 33%	267 39% JK	161 53% IJKL	897 34%	844 33% NO	428 43% NO	445 38%	1724 35%	706 30%	1463 39% S	422 31%	1041 43% U
Somewhat unlikely	1000 16%	149 16%	100 17%	200 18% AF	69 17%	482 15%	559 16%	441 16%	166 20% JKM	266 15%	410 16%	114 17%	44 14%	432 17%	410 16%	158 16%	185 16%	815 16%	352 15%	648 17% S	220 16%	428 18%
Very unlikely	1169 19% CF	273 30% ACDEF	84 14%	275 25% ACEF	83 20% CF	454 15%	665 20%	504 18%	175 21% JK	290 16%	434 17%	153 22% JK	117 38% IJKL	465 18%	434 17% NO	270 27% NO	260 22% R	909 18%	354 15%	815 22% S	202 15%	613 25% U
Not sure	1678 27% CEF	304 33% ACEF	141 24%	380 35% ACEF	94 23%	759 24%	870 26%	808 29% G	191 23%	434 25%	718 28% IJ	241 35% IJK	94 31% IJ	625 24%	718 28% N	335 34% NO	351 30% R	1327 27%	432 18%	1246 33% S	329 24%	917 38% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q811_7. How likely are you to visit the following new gTLDs in the future?

14 Mar 2015
Table 352

7. .xyz

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	1746 28% BD	133 14% ABDE	209 35% ABDE	172 16% BD	114 28% BD	1118 36% ABDE	994 29% BD	752 27% BD	225 27% LM	620 35% IKLM	748 29% LM	123 18% M	30 10% OP	845 32% OP	748 29% P	153 16% P	290 25% Q	1456 29% Q	953 40% T	793 21% T	463 34% V	330 14% V
Very likely	542 9% BD	35 4% BD	66 11% ABD	53 5% BD	31 8% BD	357 11% ABDE	308 9% BD	234 9% LM	76 9% LM	220 12% IKLM	213 8% LM	26 4% M	7 2% OP	296 11% OP	213 8% P	33 3% P	82 7% Q	460 9% Q	331 14% T	211 6% T	139 10% V	72 3% V
Somewhat likely	1204 20% BD	98 11% BD	143 24% ABD	119 11% BD	83 20% BD	761 24% ABD	686 20% BD	518 19% M	149 18% ILM	400 23% ILM	535 21% ILM	97 14% M	23 8% P	549 21% P	535 21% P	120 12% P	208 18% Q	996 20% Q	622 26% T	582 15% T	324 24% V	258 11% V
BOTTOM 2 BOX (NET)	2598 42% F	469 51% ACEF	237 40% ACEF	519 48% ACF	182 44% F	1191 38% ABD	1467 43% BD	1131 41% E	417 49% JK	682 39% JK	1018 40% JKLM	308 45% JK	173 57% IJKL	1099 42% IJKL	1018 40% NO	481 49% NO	510 43% R	2088 42% R	931 39% S	1667 44% S	540 40% U	1127 47% U
Somewhat unlikely	1143 19% E	162 18% ACEF	116 19% ACEF	196 18% ACF	60 15% ACF	609 19% E	642 19% E	501 18% JKLM	201 24% JKLM	303 17% JKLM	473 19% JKLM	122 18% JK	44 14% IJKL	504 19% IJKL	473 19% NO	166 17% NO	198 17% R	945 19% R	456 19% S	687 18% S	262 19% U	425 18% U
Very unlikely	1455 24% CF	307 33% ACF	121 20% ACF	323 30% ACF	122 30% ACF	582 19% ABD	825 24% BD	630 23% M	216 26% JK	379 21% JK	545 21% JK	186 27% JK	129 42% IJKL	595 23% IJKL	545 21% NO	315 32% NO	312 26% R	1143 23% R	475 20% S	980 26% S	278 20% U	702 29% U
Not sure	1800 29% CF	323 35% ACEF	153 26% ACEF	395 36% ACEF	113 28% ACEF	816 26% ABD	941 28% BD	859 31% G	203 24% G	468 26% IJ	778 31% IJ	250 37% IJK	101 33% IJK	671 26% IJK	778 31% N	351 36% NO	380 32% R	1420 29% R	485 20% S	1315 35% S	362 27% U	953 40% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

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

Q811_8. How likely are you to visit the following new gTLDs in the future?
8. .berlin

14 Mar 2015
Table 353

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	250	**	**	250	**	**	159	91*	2**	16**	131	75*	26**	18**	131	101	48*	202	78*	172	11**	161
Weighted Base	250	**	**	250	**	**	159	91*	2**	16**	131	75*	26**	18**	131	101	48*	202	78*	172	11**	161
TOP 2 BOX (NET)	56 22%	-	-	56 22%	-	-	46 29% H	10 11%	2 100%	3 19%	34 26% L	9 12%	8 31%	5 28%	34 26%	17 17%	10 21%	46 23%	29 37% T	27 16%	2 18%	25 16%
Very likely	17 7%	-	-	17 7%	-	-	13 8%	4 4%	-	2 13%	11 8% L	1 1%	3 12%	2 11%	11 8%	4 4%	4 8%	13 6%	9 12% T	8 5%	-	8 5%
Somewhat likely	39 16%	-	-	39 16%	-	-	33 21% H	6 7%	2 100%	1 6%	23 18%	8 11%	5 19%	3 17%	23 18%	13 13%	6 13%	33 16%	20 26% T	19 11%	2 18%	17 11%
BOTTOM 2 BOX (NET)	93 37%	-	-	93 37%	-	-	53 33%	40 44%	-	6 38%	44 34%	35 47%	8 31%	6 33%	44 34%	43 43%	17 35%	76 38%	25 32%	68 40%	4 36%	64 40%
Somewhat unlikely	37 15%	-	-	37 15%	-	-	18 11%	19 21% G	-	3 19%	20 15%	9 12%	5 19%	3 17%	20 15%	14 14%	3 6%	34 17%	8 10%	29 17%	2 18%	27 17%
Very unlikely	56 22%	-	-	56 22%	-	-	35 22%	21 23%	-	3 19%	24 18%	26 35% K	3 12%	3 17%	24 18%	29 29%	14 29%	42 21%	17 22%	39 23%	2 18%	37 23%
Not sure	101 40%	-	-	101 40%	-	-	60 38%	41 45%	-	7 44%	53 40%	31 41%	10 38%	7 39%	53 40%	41 41%	21 44%	80 40%	24 31%	77 45% S	5 45%	72 45%
Sigma	250 100%	-	-	250 100%	-	-	159 100%	91 100%	2 100%	16 100%	131 100%	75 100%	26 100%	18 100%	131 100%	101 100%	48 100%	202 100%	78 100%	172 100%	11 100%	161 100%

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

Q811_9. How likely are you to visit the following new gTLDs in the future?
9. .ovh

14 Mar 2015
Table 354

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	250	**	**	250	**	**	159	91*	2**	16**	131	75*	26**	18**	131	101	48*	202	78*	172	11**	161
Weighted Base	250	**	**	250	**	**	159	91*	2**	16**	131	75*	26**	18**	131	101	48*	202	78*	172	11**	161
TOP 2 BOX (NET)	17 7%	-	-	17 7%	-	-	15 9% H	2 2%	1 50%	3 19%	11 8% L	1 1%	1 4%	4 22%	11 8% P	2 2%	1 2%	16 8%	10 13% T	7 4%	1 9%	6 4%
Very likely	3 1%	-	-	3 1%	-	-	3 2%	-	-	1 6%	2 2%	-	-	1 6%	2 2%	-	-	3 1%	2 3%	1 1%	-	1 1%
Somewhat likely	14 6%	-	-	14 6%	-	-	12 8%	2 2%	1 50%	2 13%	9 7%	1 1%	1 4%	3 17%	9 7%	2 2%	1 2%	13 6%	8 10% T	6 3%	1 9%	5 3%
BOTTOM 2 BOX (NET)	129 52%	-	-	129 52%	-	-	76 48%	53 58%	-	6 38%	67 51%	41 55%	15 58%	6 33%	67 51%	56 55%	27 56%	102 50%	41 53%	88 51%	5 45%	83 52%
Somewhat unlikely	39 16%	-	-	39 16%	-	-	20 13%	19 21%	-	1 6%	25 19%	10 13%	3 12%	1 6%	25 19%	13 13%	4 8%	35 17%	9 12%	30 17%	2 18%	28 17%
Very unlikely	90 36%	-	-	90 36%	-	-	56 35%	34 37%	-	5 31%	42 32%	31 41%	12 46%	5 28%	42 32%	43 43%	23 48%	67 33%	32 41%	58 34%	3 27%	55 34%
Not sure	104 42%	-	-	104 42%	-	-	68 43%	36 40%	1 50%	7 44%	53 40%	33 44%	10 38%	8 44%	53 40%	43 43%	20 42%	84 42%	27 35%	77 45%	5 45%	72 45%
Sigma	250 100%	-	-	250 100%	-	-	159 100%	91 100%	2 100%	16 100%	131 100%	75 100%	26 100%	18 100%	131 100%	101 100%	48 100%	202 100%	78 100%	172 100%	11 100%	161 100%

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

Q811_10. How likely are you to visit the following new gTLDs in the future?
10. .london

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1086	**	**	1086	**	**	604	482	90*	183	536	187	90*	273	536	277	220	866	281	805	154	651
Weighted Base	1086	**	**	1086	**	**	604	482	90*	183	536	187	90*	273	536	277	220	866	281	805	154	651
TOP 2 BOX (NET)	256 24%	-	-	256 24%	-	-	149 25%	107 22%	27 30% L	53 29% LM	133 25% L	27 14%	16 18%	80 29% P	133 25% P	43 16%	48 22%	208 24%	101 36% T	155 19%	54 35% V	101 16%
Very likely	72 7%	-	-	72 7%	-	-	47 8%	25 5%	10 11% LM	16 9% L	37 7%	6 3%	3 3%	26 10% P	37 7% P	9 3%	10 5%	62 7%	37 13% T	35 4%	19 12% V	16 2%
Somewhat likely	184 17%	-	-	184 17%	-	-	102 17%	82 17%	17 19%	37 20% L	96 18% L	21 11%	13 14%	54 20% P	96 18% P	34 12%	38 17%	146 17%	64 23% T	120 15%	35 23% V	85 13%
BOTTOM 2 BOX (NET)	448 41%	-	-	448 41%	-	-	267 44% H	181 38%	39 43%	67 37%	212 40%	87 47%	43 48%	106 39% P	212 40% P	130 47% O	91 41%	357 41%	108 38% T	340 42%	55 36% V	285 44%
Somewhat unlikely	191 18%	-	-	191 18%	-	-	110 18%	81 17%	13 14%	32 17%	97 18% L	31 17%	18 20%	45 16% P	97 18% P	49 18%	31 14%	160 18%	45 16% T	146 18%	31 20% V	115 18%
Very unlikely	257 24%	-	-	257 24%	-	-	157 26% H	100 21%	26 29%	35 19%	115 21%	56 30% JK	25 28%	61 22% P	115 21% P	81 29% O	60 27%	197 23%	63 22% T	194 24%	24 16% V	170 26% U
Not sure	382 35%	-	-	382 35%	-	-	188 31% G	194 40% G	24 27%	63 34%	191 36% L	73 39% I	31 34%	87 32% P	191 36% P	104 38% S	81 37%	301 35%	72 26% T	310 39% S	45 29% V	265 41% U
Sigma	1086 100%	-	-	1086 100%	-	-	604 100%	482 100%	90 100%	183 100%	536 100%	187 100%	90 100%	273 100%	536 100%	277 100%	220 100%	866 100%	281 100%	805 100%	154 100%	651 100%

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

Q811_11. How likely are you to visit the following new gTLDs in the future?
11. .nyc

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	502	502	**	**	**	**	198	304	35*	103	191	85*	88*	138	191	173	94*	408	73*	429	28**	401
Weighted Base	502	502	**	**	**	**	198	304	35*	103	191	85*	88*	138	191	173	94*	408	73*	429	28**	401
TOP 2 BOX (NET)	91 18%	91 18%	-	-	-	-	33 17%	58 19%	11 31% JM	16 16%	40 21% M	15 18%	9 10%	27 20%	40 21%	24 14%	15 16%	76 19%	19 26%	72 17%	6 21%	66 16%
Very likely	18 4%	18 4%	-	-	-	-	7 4%	11 4%	2 6%	3 3%	10 5%	2 2%	1 1%	5 4%	10 5%	3 2%	1 1%	17 4%	4 5%	14 3%	-	14 3%
Somewhat likely	73 15%	73 15%	-	-	-	-	26 13%	47 15%	9 26% M	13 13%	30 16%	13 15%	8 9%	22 16%	30 16%	21 12%	14 15%	59 14%	15 21%	58 14%	6 21%	52 13%
BOTTOM 2 BOX (NET)	230 46%	230 46%	-	-	-	-	100 51%	130 43%	15 43%	48 47%	76 40%	41 48%	50 57% K	63 46%	76 40%	91 53% O	47 50%	183 45%	29 40%	201 47%	12 43%	189 47%
Somewhat unlikely	74 15%	74 15%	-	-	-	-	31 16%	43 14%	4 11%	20 19%	24 13%	11 13%	15 17%	24 17%	24 13%	26 15%	17 18%	57 14%	10 14%	64 15%	5 18%	59 15%
Very unlikely	156 31%	156 31%	-	-	-	-	69 35%	87 29%	11 31%	28 27%	52 27%	30 35%	35 40% K	39 28%	52 27%	65 38% O	30 32%	126 31%	19 26%	137 32%	7 25%	130 32%
Not sure	181 36%	181 36%	-	-	-	-	65 33%	116 38%	9 26%	39 38%	75 39%	29 34%	29 33%	48 35%	75 39%	58 34%	32 34%	149 37%	25 34%	156 36%	10 36%	146 36%
Sigma	502 100%	502 100%	-	-	-	-	198 100%	304 100%	35 100%	103 100%	191 100%	85 100%	88 100%	138 100%	191 100%	173 100%	94 100%	408 100%	73 100%	429 100%	28 100%	401 100%

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

Q811_12. How likely are you to visit the following new gTLDs in the future?
12. .wang

14 Mar 2015
Table 357

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1110	**	**	**	**	1110	664	446	57*	358	515	154	26**	415	515	180	118	992	458	652	262	390
Weighted Base	1110	**	**	**	**	1110	664	446	57*	358	515	154	26**	415	515	180	118	992	458	652	262	390
TOP 2 BOX (NET)	467 42%	-	-	-	-	467 42%	290 44%	177 40%	29 51%	173 48% KL	201 39%	58 38%	6 23%	202 49% OP	201 39%	64 36%	48 41%	419 42%	252 55% T	215 33%	126 48% V	89 23%
Very likely	161 15%	-	-	-	-	161 15%	98 15%	63 14%	11 19%	68 19% KL	66 13%	14 9%	2 8%	79 19% OP	66 13%	16 9%	13 11%	148 15%	99 22% T	62 10%	46 18% V	16 4%
Somewhat likely	306 28%	-	-	-	-	306 28%	192 29%	114 26%	18 32%	105 29%	135 26%	44 29%	4 15%	123 30%	135 26%	48 27%	35 30%	271 27%	153 33% T	153 23%	80 31% V	73 19%
BOTTOM 2 BOX (NET)	382 34%	-	-	-	-	382 34%	219 33%	163 37%	21 37%	120 34%	186 36%	45 29%	10 38%	141 34%	186 36%	55 31%	47 40%	335 34%	144 31%	238 37%	79 30%	159 41% U
Somewhat unlikely	213 19%	-	-	-	-	213 19%	116 17%	97 22%	15 26%	71 20%	102 20%	23 15%	2 8%	86 21% P	102 20%	25 14%	24 20%	189 19%	89 19%	124 19%	46 18%	78 20%
Very unlikely	169 15%	-	-	-	-	169 15%	103 16%	66 15%	6 11%	49 14%	84 16%	22 14%	8 31%	55 13%	84 16%	30 17%	23 19%	146 15%	55 12%	114 17% S	33 13%	81 21% U
Not sure	261 24%	-	-	-	-	261 24%	155 23%	106 24%	7 12%	65 18%	128 25% IJ	51 33% JK	10 38%	72 17%	128 25% N	61 34% NO	23 19%	238 24%	62 14%	199 31% S	57 22%	142 36% U
Sigma	1110 100%	-	-	-	-	1110 100%	664 100%	446 100%	57 100%	358 100%	515 100%	154 100%	26 100%	415 100%	515 100%	180 100%	118 100%	992 100%	458 100%	652 100%	262 100%	390 100%

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

Q811_13. How likely are you to visit the following new gTLDs in the future?
13. .xn-ses554g (Chinese for network address)

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1110	**	**	**	**	1110	664	446	57*	358	515	154	26**	415	515	180	118	992	458	652	262	390
Weighted Base	1110	**	**	**	**	1110	664	446	57*	358	515	154	26**	415	515	180	118	992	458	652	262	390
TOP 2 BOX (NET)	517 47%	-	-	-	-	517 47%	315 47%	202 45%	31 54%	177 49%	232 45%	69 45%	8 31%	208 50%	232 45%	77 43%	52 44%	465 47%	276 60% T	241 37%	137 52% V	104 27%
Very likely	200 18%	-	-	-	-	200 18%	123 19%	77 17%	12 21%	76 21% L	92 18%	19 12%	1 4%	88 21% P	92 18% P	20 11%	14 12%	186 19%	115 25% T	85 13%	56 21% V	29 7%
Somewhat likely	317 29%	-	-	-	-	317 29%	192 29%	125 28%	19 33%	101 28%	140 27%	50 32%	7 27%	120 29%	140 27%	57 32%	38 32%	279 28%	161 35% T	156 24%	81 31% V	75 19%
BOTTOM 2 BOX (NET)	360 32%	-	-	-	-	360 32%	214 32%	146 33%	20 35%	121 34% L	171 33% L	38 25%	10 38%	141 34%	171 33%	48 27%	45 38%	315 32%	133 29%	227 35% S	71 27%	156 40% U
Somewhat unlikely	196 18%	-	-	-	-	196 18%	113 17%	83 19%	14 25% L	68 19% L	93 18%	18 12%	3 12%	82 20% P	93 18% P	21 12%	22 19%	174 18%	79 17%	117 18%	42 16%	75 19%
Very unlikely	164 15%	-	-	-	-	164 15%	101 15%	63 14%	6 11%	53 15%	78 15%	20 13%	7 27%	59 14%	78 15%	27 15%	23 19%	141 14%	54 12%	110 17% S	29 11%	81 21% U
Not sure	233 21%	-	-	-	-	233 21%	135 20%	98 22%	6 11%	60 17%	112 22% I	47 31% IJK	8 31%	66 16%	112 22% N	55 31% NO	21 18%	212 21%	49 11%	184 28% S	54 21%	130 33% U
Sigma	1110 100%	-	-	-	-	1110 100%	664 100%	446 100%	57 100%	358 100%	515 100%	154 100%	26 100%	415 100%	515 100%	180 100%	118 100%	992 100%	458 100%	652 100%	262 100%	390 100%

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

Q811_14. How likely are you to visit the following new gTLDs in the future?
14. .xn-55qx5d (Chinese for company)

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1110	**	**	**	**	1110	664	446	57*	358	515	154	26**	415	515	180	118	992	458	652	262	390
Weighted Base	1110	**	**	**	**	1110	664	446	57*	358	515	154	26**	415	515	180	118	992	458	652	262	390
TOP 2 BOX (NET)	520 47%	-	-	-	-	520 47%	320 48%	200 45%	30 53%	174 49%	238 46%	70 45%	8 31%	204 49%	238 46%	78 43%	53 45%	467 47%	272 59% T	248 38%	141 54% V	107 27%
Very likely	174 16%	-	-	-	-	174 16%	101 15%	73 16%	9 16%	72 20% K	70 14%	21 14%	2 8%	81 20% OP	70 14%	23 13%	14 12%	160 16%	98 21% T	76 12%	50 19% V	26 7%
Somewhat likely	346 31%	-	-	-	-	346 31%	219 33%	127 28%	21 37%	102 28%	168 33%	49 32%	6 23%	123 30%	168 33%	55 31%	39 33%	307 31%	174 38% T	172 26%	91 35% V	81 21%
BOTTOM 2 BOX (NET)	356 32%	-	-	-	-	356 32%	212 32%	144 32%	20 35%	119 33% L	170 33% L	37 24%	10 38%	139 33%	170 33%	47 26%	43 36%	313 32%	134 29%	222 34%	70 27%	152 39% U
Somewhat unlikely	183 16%	-	-	-	-	183 16%	106 16%	77 17%	13 23% L	61 17% L	90 17% L	15 10%	4 15%	74 18% P	90 17% P	19 11%	16 14%	167 17%	78 17%	105 16%	39 15%	66 17%
Very unlikely	173 16%	-	-	-	-	173 16%	106 16%	67 15%	7 12%	58 16%	80 16%	22 14%	6 23%	65 16%	80 16%	28 16%	27 23% R	146 15%	56 12%	117 18% S	31 12%	86 22% U
Not sure	234 21%	-	-	-	-	234 21%	132 20%	102 23%	7 12%	65 18%	107 21%	47 31% IJK	8 31%	72 17%	107 21%	55 31% NO	22 19%	212 21%	52 11%	182 28% S	51 19%	131 34% U
Sigma	1110 100%	-	-	-	-	1110 100%	664 100%	446 100%	57 100%	358 100%	515 100%	154 100%	26 100%	415 100%	515 100%	180 100%	118 100%	992 100%	458 100%	652 100%	262 100%	390 100%

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

Q815_1. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015
Table 360

1. .email

Base: Very Likely To Visit New gTLD

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1324	99*	178	114	110	823	750	574	212	466	519	101	26**	678	519	127	226	1098	729	595	364	231
Weighted Base	1324	99*	178	114	110	823	750	574	212	466	519	101	26**	678	519	127	226	1098	729	595	364	231
It seems legitimate	516 39%	32 32%	71 40%	49 43%	48 44%	316 38%	305 41%	211 37%	85 40%	193 41%	192 37%	36 36%	10 38%	278 41%	192 37%	46 36%	79 35%	437 40%	279 38%	237 40%	145 40%	92 40%
I trust this extension	395 30% CE	25 25%	41 23%	36 32% E	22 20%	271 33% AGE	216 29%	179 31%	79 37% JK	131 28%	152 29%	27 27%	6 23%	210 31%	152 29%	33 26%	65 29%	330 30%	232 32%	163 27%	101 28%	62 27%
It has information I'm seeking	375 28%	24 24%	44 25%	26 23%	32 29%	249 30% A	220 29%	155 27%	65 31%	139 30%	136 26%	31 31%	4 15%	204 30%	136 26%	35 28%	41 18%	334 30% Q	226 31% T	149 25%	99 27%	50 22%
It's where you go for specific information	346 26% C	28 28%	35 20%	31 27%	23 21%	229 28% C	210 28%	136 24%	57 27%	109 23%	152 29% J	23 23%	5 19%	166 24%	152 29%	28 22%	42 19%	304 28% Q	203 28%	143 24%	89 24%	54 23%
I've been to this type of website before	290 22%	15 15%	39 22%	23 20%	19 17%	194 24%	159 21%	131 23%	44 21%	110 24%	110 21%	21 21%	5 19%	154 23%	110 21%	26 20%	42 19%	248 23% T	175 24% T	115 19%	80 22% V	35 15%
I'm not afraid of my information being stolen if I go here	206 16% CD	11 11%	17 10%	9 8%	13 12%	156 19% ACD	121 16%	85 15%	38 18% L	83 18% L	75 14%	8 8%	2 8%	121 18% P	75 14% P	10 8%	29 13%	177 16%	137 19% T	69 12%	45 12%	24 10%
Curiosity	6 1%	1 1%	-	1 1%	1 1%	3 1%	3 1%	3 1%	1 1%	3 1%	1 1%	-	1 4%	4 1%	1 1%	1 1%	3 1% R	3 1%	1 1%	5 1%	2 1%	3 1%
New/different search results	6 1%	-	1 1%	-	2 2% A	3 1%	6 1% H	-	-	3 1%	2 1%	1 1%	-	3 1%	2 1%	1 1%	1 1%	5 1%	3 1%	3 1%	3 1%	-
For email use	5 1%	-	1 1%	1 1%	1 1%	2 1%	3 1%	2 1%	-	3 1%	2 1%	-	-	3 1%	2 1%	-	1 1%	4 1%	3 1%	2 1%	2 1%	-
Helpful/useful	4 1%	-	-	1 1%	-	3 1%	1 1%	3 1%	1 1%	1 1%	1 1%	-	1 4%	2 1%	1 1%	1 1%	-	4 1%	-	4 1% S	1 1%	3 1%
Good/Like it	4 1%	-	-	-	-	4 1%	2 1%	2 1%	-	1 1%	2 1%	1 1%	-	1 1%	2 1%	1 1%	-	4 1%	3 1%	1 1%	1 1%	-
Will use in the future	2 1%	-	1 1%	-	-	1 1%	2 1%	-	1 1%	-	1 1%	-	-	1 1%	1 1%	-	1 1%	1 1%	-	2 1%	1 1%	1 1%
It's free	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	1 1%	-	-	-
Need based	1 1%	-	-	-	-	1 1%	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	-	1 1%
By coincidence	1 1%	-	-	-	1 1% AF	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	1 1%	-

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

Q815_1. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015
Table 360

1. .email

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	1324	99*	178	114	110	823	750	574	212	466	519	101	26**	678	519	127	226	1098	729	595	364	231
Reliable	1	-	1% F	-	-	-	1	-	1	-	-	-	-	1	-	-	-	1	1	-	-	-
Watch television	1	-	-	-	-	1	1	-	-	-	-	1% JK	-	-	-	1% NO	-	1	-	1	-	1
Websites are similar/Extension has nothing to do with good/bad	1	-	-	1% AF	-	-	1	-	-	-	1	-	-	-	1	-	-	1	1	-	-	-
Improvement	1	-	-	-	1% AF	-	1	-	-	1	-	-	-	1	-	-	-	1	1	-	-	-
Safe/Secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Education/To learn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Photography use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Won't visit/negative mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Innovative/cutting edge	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Own website with them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Progressive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Real-estate use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sex clubs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	6	-	1% F	2% F	1%	2	4 1%	2	2 1%	1	2	-	1 4%	3	2	1 1%	2 1%	4	3	3 1%	1	2 1%

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

Q815_1. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015
Table 360

1. .email

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	1324	99*	178	114	110	823	750	574	212	466	519	101	26**	678	519	127	226	1098	729	595	364	231
None of the above	35 3%	10 10%	5 3%	3 3%	2 2%	15 2%	17 2%	18 3%	3 1%	7 2%	20 4%	3 3%	2 8%	10 1%	20 4%	5 4%	6 3%	29 3%	13 2%	22 4%	7 2%	15 6%
Don't know	2	-	1 1%	-	-	1	1	1	1	-	1	-	-	1	1	-	-	2	2	-	-	-
Declined to answer	3	-	-	1 1%	1 1%	1	2	1	-	1	2	-	-	1	2	-	2 1%	1	1	2	-	2 1%
Sigma	2208 167%	146 147%	258 145%	184 161%	167 152%	1453 177%	1278 170%	930 162%	378 178%	787 169%	854 165%	152 150%	37 142%	1165 172%	854 165%	189 149%	314 139%	1894 172%	1285 176%	923 155%	578 159%	345 149%

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

Q815_2. Why are you very likely to visit a website with each of these gTLDs in the future?
2. .photography

14 Mar 2015
Table 361

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	843	69*	121	71*	70*	512	469	374	148	284	337	57*	17**	432	337	74*	133	710	466	377	234	143
Weighted Base	843	69*	121	71*	70*	512	469	374	148	284	337	57*	17**	432	337	74*	133	710	466	377	234	143
It seems legitimate	288 34%	21 30%	51 42% A	22 31%	21 30%	173 34%	163 35%	125 33%	52 35%	106 37%	109 32%	17 30%	4 24%	158 37%	109 32%	21 28%	46 35%	242 34%	162 35%	126 33%	85 36%	41 29%
It has information I'm seeking	268 32% D	21 30%	30 25%	15 21%	23 33%	179 35% ACD	145 31%	123 33%	59 40% K	89 31%	99 29%	17 30%	4 24%	148 34%	99 29%	21 28%	38 29%	230 32%	152 33%	116 31%	73 31%	43 30%
It's where you go for specific information	249 30% C	29 42% ACD	25 21%	15 21%	20 29%	160 31% C	138 29%	111 30%	34 23%	77 27%	113 34%	15 26%	10 59%	111 26%	113 34% N	25 34%	31 23%	218 31%	138 30%	111 29%	68 29%	43 30%
I trust this extension	201 24% E	17 25%	21 17%	20 28% E	9 13%	134 26% CE	117 25%	84 22%	51 34% KL	74 26% L	68 20%	7 12%	1 6%	125 29% OP	68 20%	8 11%	30 23%	171 24%	132 28% T	69 18%	46 20%	23 16%
I've been to this type of website before	120 14% B	2 3%	17 14% B	10 14% B	6 9%	85 17% AB	66 14%	54 14%	28 19%	41 14%	44 13%	11% 6%	1 6%	69 16%	44 13%	7 9%	9 7%	111 16% Q	81 17% T	39 10%	29 12%	10 7%
I'm not afraid of my information being stolen if I go here	105 12% B	3 4%	11 9%	5 7%	7% 7%	81 16% AB	59 13%	46 12%	19 13%	43 15%	39 12%	4 7%	-	62 14% P	39 12%	4 5%	10 8%	95 13%	71 15% T	34 9%	22 9%	12 8%
Photography use	12 1% F	1 1%	1 1%	1 1%	5% ACF	4 1%	8 2%	4 1%	-	6 2%	5 1%	1 2%	-	6 1%	5 1%	1 1%	2 2%	10 1%	8 2%	4 1%	3 1%	1 1%
Curiosity	5 1%	1 1%	-	1 1%	1 1%	2 *	3 1%	2 1%	-	3 1%	1 *	-	1 6%	3 1%	1 *	1 1%	2 2%	3 *	2 *	3 1%	-	3 2% U
Interesting	3 *	2 3% AF	-	-	-	1 *	1 *	2 1%	1 1%	1 *	1 *	-	-	2 *	1 *	-	-	3 *	2 *	1 *	-	1 *
Good/Like it	3 *	-	-	-	-	3 1%	-	3 1%	1 1%	1 *	1 *	-	-	2 *	1 *	-	-	3 *	2 *	1 *	1 *	-
Safe/Secure	3 *	-	-	1 1%	-	2 *	3 1%	-	-	-	2 1%	1 2% J	-	-	2 1%	1 1% N	-	3 *	3 1%	-	-	-
Will use in the future	3 *	-	2 2% AF	-	-	1 *	2 *	1 *	1 1%	-	2 1%	-	-	1 *	2 1%	-	1 1%	2 *	-	3 1%	1 *	2 1%
New/different search results	2 *	-	-	-	-	2 *	2 *	-	-	-	2 1%	-	-	-	2 1%	-	1 1%	1 *	2 *	-	-	-
Improvement	1 *	-	-	-	1% AF	-	1 *	-	-	1 *	-	-	-	1 *	-	-	-	1 *	1 *	-	-	-
Education/To learn	1 *	-	-	-	-	1 *	1 *	-	1 1%	-	-	-	-	1 *	-	-	1 1% R	-	-	1 *	1 *	-

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

Q815_2. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015
Table 361

2. .photography

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	843	69*	121	71*	70*	512	469	374	148	284	337	57*	17**	432	337	74*	133	710	466	377	234	143
Watch television	1	-	-	-	-	1	1	-	-	-	-	1	2% JK	-	-	-	1	1	-	1	-	1
Websites are similar/Extension has nothing to do with good/bad	1	-	-	1 AF	-	-	1	-	-	-	1	-	-	-	1	-	-	1	1	-	-	-
By coincidence	1	-	-	-	1 AF	-	1	-	-	1	-	-	-	1	-	-	-	1	-	1	1	-
Won't visit/negative mentions	1	-	1 F	-	-	-	-	1	1%	-	-	-	-	1	-	-	-	1	-	1	1	-
It's free	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For email use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Helpful/useful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Innovative/cutting edge	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Own website with them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Progressive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Real-estate use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sex clubs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	6 1%	-	2 2%	-	-	4 1%	3 1%	3 1%	1 1%	3 1%	1	1 2%	-	4 1%	1	1 1%	2 2%	4 1%	2	4 1%	2 1%	2 1%

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

Q815_2. Why are you very likely to visit a website with each of these gTLDs in the future?
2. .photography

14 Mar 2015
Table 361

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	843	69*	121	71*	70*	512	469	374	148	284	337	57*	17**	432	337	74*	133	710	466	377	234	143
None of the above	30 4% F	7 10% AF	4 3%	5 7% F	2 3%	12 2%	15 3%	15 4%	3 2%	7 2%	13 4%	6 11% IJK	1 6%	10 2%	13 4%	7 9% NO	4 3%	26 4%	10 2%	20 5% S	4 2%	16 11% U
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	1	-	-	1 1% AF	-	-	1	-	-	-	1	-	-	-	1	-	1 1% R	-	-	1	-	1
Sigma	1305 155%	104 151%	165 136%	97 137%	94 134%	845 165%	731 156%	574 153%	252 170%	453 160%	502 149%	76 133%	22 129%	705 163%	502 149%	98 132%	178 134%	1127 159%	769 165%	536 142%	337 144%	199 139%

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

Q815_3. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015
Table 362

3. .link

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	995	72*	142	78*	87*	616	566	429	143	366	398	74*	14**	509	398	88*	156	839	608	387	253	134
Weighted Base	995	72*	142	78*	87*	616	566	429	143	366	398	74*	14**	509	398	88*	156	839	608	387	253	134
It seems legitimate	381 38% D	27 38%	58 41% D	21 27%	32 37%	243 39% D	211 37%	170 40%	64 45%	130 36%	153 38%	31 42%	3 21%	194 38%	153 38%	34 39%	53 34%	328 39%	233 38%	148 38%	107 42% V	41 31%
It has information I'm seeking	273 27%	18 25%	34 24%	19 24%	19 22%	183 30% A	167 30%	106 25%	37 26%	104 28%	110 28%	18 24%	4 29%	141 28%	110 28%	22 25%	36 23%	237 28%	178 29%	95 25%	65 26%	30 22%
It's where you go for specific information	265 27% C	21 29%	26 18%	18 23%	27 31% C	173 28% C	163 29%	102 24%	39 27%	85 23%	119 30% J	19 26%	3 21%	124 24%	119 30%	22 25%	35 22%	230 27%	167 27%	98 25%	69 27%	29 22%
I trust this extension	254 26% E	14 19%	29 20%	15 19%	11 13%	185 30% ACDE	155 27%	99 23%	45 31% K	104 28% K	87 22%	16 22%	2 14%	149 29% O	87 22%	18 20%	38 24%	216 26%	170 28% T	84 22%	60 24%	24 18%
I've been to this type of website before	207 21%	10 14%	35 25%	14 18%	16 18%	132 21% A	124 22%	83 19%	31 22%	82 22%	77 19%	14 19%	3 21%	113 22%	77 19%	17 19%	21 13%	186 22% Q	136 22%	71 18%	54 21% V	17 13%
I'm not afraid of my information being stolen if I go here	156 16% B	4 6%	16 11%	9 12%	11 13%	116 19% ABC	96 17%	60 14%	25 17%	69 19% K	51 13%	10 14%	1 7%	94 18% O	51 13%	11 13%	13 8%	143 17% Q	108 18% T	48 12%	39 15% V	9 7%
Curiosity	7 1%	1 1%	-	2 3% F	1 1%	3 1%	4 1%	3 1%	1 1%	3 1%	1 1%	1 1%	1 7%	4 1%	1 1%	2 2% O	1 1%	6 1%	3 1%	4 1%	1 1%	3 2%
Good/Like it	5 1%	-	1 1%	-	-	4 1%	3 1%	2 1%	3 2% J	-	2 1%	-	-	3 1%	2 1%	-	-	5 1%	4 1%	1 1%	-	1 1%
New/different search results	5 1%	-	-	1 1%	-	4 1%	4 1%	1 1%	-	2 1%	2 1%	1 1%	-	2 1%	2 1%	1 1%	1 1%	4 1%	4 1%	1 1%	1 1%	-
Will use in the future	4 1%	-	2 1%	-	-	2 1%	3 1%	1 1%	1 1%	1 1%	2 1%	-	-	2 1%	2 1%	-	3 2% R	1 1%	1 1%	3 1%	2 1%	1 1%
Websites are similar/Extension has nothing to do with good/bad	2 1%	-	-	1 1%	-	1 1%	2 1%	-	-	1 1%	1 1%	-	-	1 1%	1 1%	-	1 1%	1 1%	1 1%	1 1%	-	1 1%
Interesting	1 1%	-	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	1 1% R	-	-	1 1%	-	1 1%
Need based	1 1%	-	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	-	-
By coincidence	1 1%	-	-	-	1 1% AF	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	1 1%	-
Reliable	1 1%	-	1 1% F	-	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 1% R	-	1 1%	-	-	-

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

Q815_3. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015
Table 362

3. .link

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	995	72*	142	78*	87*	616	566	429	143	366	398	74*	14**	509	398	88*	156	839	608	387	253	134
Watch television	1	-	-	-	-	1	1	-	-	-	-	1%	-	-	-	1%	-	1	-	1	-	1%
Helpful/useful	1	-	-	-	-	1	-	1	-	-	1	-	-	-	1	-	-	1	-	1	1	-
Improvement	1	-	-	-	1%	-	1	-	-	1	-	-	-	1	-	-	-	1	1	-	-	-
It's free	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Education/To learn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For email use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Photography use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Won't visit/negative mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Innovative/cutting edge	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Own website with them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Progressive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Real-estate use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sex clubs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	8 1%	-	1 1%	1 1%	1 1%	5 1%	5 1%	3 1%	1 1%	5 1%	-	2 3%	-	6 1%	-	2 2%	1 1%	7 1%	4 1%	4 1%	2 1%	2 1%

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

Q815_3. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015
Table 362

3. .link

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	995	72*	142	78*	87*	616	566	429	143	366	398	74*	14**	509	398	88*	156	839	608	387	253	134
None of the above	34 3%	9 13%	5 4%	6 8%	1 1%	13 2%	15 3%	19 4%	4 3%	9 2%	16 4%	4 5%	1 7%	13 3%	16 4%	5 6%	6 4%	28 3%	12 2%	22 6%	8 3%	14 10%
Don't know	1	-	1 F	-	-	-	-	1	-	-	1	-	-	-	1	-	-	1	1	-	-	-
Declined to answer	2	-	-	1 1%	-	1	2	-	1 1%	-	1	-	-	1	1	-	2 1%	-	1	1	-	1
Sigma	1611 162%	104 144%	209 147%	108 138%	121 139%	1069 174%	958 169%	653 152%	252 176%	599 164%	625 157%	117 158%	18 129%	851 167%	625 157%	135 153%	213 137%	1398 167%	1026 169%	585 151%	410 162%	175 131%

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

Q815_4. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015
Table 363

4. .guru

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	695	41*	80*	56*	58*	460	403	292	96*	257	289	41*	12**	353	289	53*	114	581	418	277	179	98*
Weighted Base	695	41*	80*	56*	58*	460	403	292	96*	257	289	41*	12**	353	289	53*	114	581	418	277	179	98*
It seems legitimate	213 31%	12 29%	26 33%	14 25%	14 24%	147 32%	125 31%	88 30%	27 28%	80 31%	86 30%	18 44%	2 17%	107 30%	86 30%	20 38%	34 30%	179 31%	127 30%	86 31%	59 33%	27 28%
It has information I'm seeking	190 27%	8 20%	21 26%	14 25%	13 22%	134 29%	103 26%	87 30%	34 35%	67 26%	77 27%	10 24%	2 17%	101 29%	77 27%	12 23%	22 19%	168 29%	117 28%	73 26%	55 31%	18 18%
I trust this extension	186 27%	13 32%	13 16%	15 27%	6 10%	139 30%	114 28%	72 25%	32 33%	74 29%	74 26%	4 10%	2 17%	106 30%	74 26%	6 11%	28 25%	158 27%	130 31%	56 20%	42 23%	14 14%
It's where you go for specific information	186 27%	13 32%	18 23%	9 16%	23 40%	123 27%	111 28%	75 26%	23 24%	66 26%	82 28%	10 24%	5 42%	89 25%	82 28%	15 28%	22 19%	164 28%	111 27%	75 27%	52 29%	23 23%
I'm not afraid of my information being stolen if I go here	117 17%	5 12%	13 16%	5 9%	7 12%	87 19%	66 16%	51 17%	18 19%	58 23%	37 13%	4 10%	-	76 22%	37 13%	4 8%	12 11%	105 18%	81 19%	36 13%	24 13%	12 12%
I've been to this type of website before	116 17%	4 10%	11 14%	8 14%	10 17%	83 18%	71 18%	45 15%	18 19%	59 23%	34 12%	4 10%	1 8%	77 22%	34 12%	5 9%	16 14%	100 17%	83 20%	33 12%	27 15%	6 6%
Curiosity	8 1%	2 2%	-	2 4%	2 3%	3 1%	5 1%	3 1%	-	4 2%	2 1%	-	2 17%	4 1%	2 1%	2 4%	3 3%	5 1%	4 1%	4 1%	-	4 4%
New/different search results	6 1%	-	-	1 2%	1 2%	4 1%	3 1%	3 1%	1 1%	-	5 2%	-	-	1 *	5 2%	-	1 1%	5 1%	4 1%	2 1%	2 1%	-
Education/To learn	5 1%	-	-	1 2%	1 2%	3 1%	2 *	3 1%	1 1%	1 *	2 1%	-	1 8%	2 1%	2 1%	1 2%	3 3%	2 *	3 1%	2 1%	1 1%	1 1%
Interesting	3 *	-	-	1 2%	-	2 *	-	3 1%	-	2 1%	-	-	1 8%	2 1%	-	1 2%	1 1%	2 *	1 *	2 1%	-	2 2%
Will use in the future	3 *	-	2 3%	-	-	1 *	2 *	1 *	1 1%	1 *	1 *	-	-	2 1%	1 *	-	1 1%	2 *	1 *	2 1%	1 1%	1 1%
Good/Like it	2 *	-	-	-	-	2 *	-	2 1%	-	1 *	1 *	-	-	1 *	1 *	-	-	2 *	2 *	-	-	-
Safe/Secure	2 *	-	-	-	-	2 *	2 *	-	-	-	1 *	1 2%	-	-	1 *	1 2%	-	2 *	1 *	1 *	1 1%	-
Need based	2 *	-	-	-	1 2%	1 *	1 *	1 *	-	1 *	1 *	-	-	1 *	1 *	-	-	2 *	2 *	-	-	-
Improvement	1 *	-	-	-	1 2%	-	1 *	-	-	1 *	-	-	-	1 *	-	-	-	1 *	1 *	-	-	-

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

Q815_4. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015
Table 363

4. .guru

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos				
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Weighted Base	695	41*	80*	56*	58*	460	403	292	96*	257	289	41*	12**	353	289	53*	114	581	418	277	179	98*	
Watch television	1	-	-	-	-	1	1	-	-	-	-	1	2% JK	-	-	-	1	2% NO	-	1	-	1	1%
Websites are similar/Extension has nothing to do with good/bad	1	-	-	1	2% AF	-	1	-	-	1	-	-	-	1	-	-	-	1	1	-	-	-	
By coincidence	1	-	-	-	1	2% AF	1	-	-	1	-	-	-	1	-	-	-	1	-	1	1	1%	
Won't visit/negative mentions	1	-	1	1% AF	-	-	-	1	1%	-	-	-	-	1	-	-	-	1	-	1	1	1%	
It's free	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
For email use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Helpful/useful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Photography use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Descriptive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Innovative/cutting edge	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Own website with them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Progressive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Real-estate use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sex clubs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other	2	-	-	-	-	2	-	2	1%	-	2	1%	-	-	-	-	2	2	2	-	-	-	

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

Q815_4. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015
Table 363

4. .guru

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos				
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Weighted Base	695	41*	80*	56*	58*	460	403	292	96*	257	289	41*	12**	353	289	53*	114	581	418	277	179	98*	
None of the above	27 4%	6 15%	4 5%	7 13%	1 2%	9 2%	12 3%	15 5%	1 1%	6 2%	14 5%	5 12%	1 8%	7 2%	14 5%	6 11%	5 4%	22 4%	8 2%	19 7%	7 4%	12 12%	
Don't know	3 F	-	1 1%	-	-	2 F	2 F	1	1 1%	-	2 1%	-	-	1	2 1%	-	-	3 1%	3 1%	-	-	-	
Declined to answer	2 F	-	-	1 2%	-	1 F	2 F	-	-	-	1 F	1 2%	-	-	1 F	1 29%	1 N	1 1%	1	-	2 1%	-	2 2%
Sigma	1078 155%	62 151%	110 138%	79 141%	81 140%	746 162%	625 155%	453 155%	158 165%	424 165%	421 146%	58 141%	17 142%	582 165%	421 146%	75 142%	149 131%	929 160%	682 163%	396 143%	273 153%	123 126%	

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

Q815_5. Why are you very likely to visit a website with each of these gTLDs in the future?
5. .realtor

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	563	46*	66*	49*	35*	367	312	251	73*	212	237	31*	10**	285	237	41*	85*	478	342	221	138	83*
Weighted Base	563	46*	66*	49*	35*	367	312	251	73*	212	237	31*	10**	285	237	41*	85*	478	342	221	138	83*
It seems legitimate	188 33%	21 46%	19 29%	16 33%	13 37%	119 32%	105 34%	83 33%	25 34%	76 36%	69 29%	15 48% K	3 30%	101 35%	69 29%	18 44%	31 36%	157 33%	113 33%	75 34%	47 34%	28 34%
It has information I'm seeking	151 27%	13 28%	18 27%	12 24%	9 26%	99 27%	81 26%	70 28%	17 23%	60 28%	68 29%	4 13%	2 20%	77 27%	68 29%	6 15%	18 21%	133 28%	92 27%	59 27%	43 31%	16 19%
It's where you go for specific information	148 26%	17 37%	15 23%	10 20%	9 26%	97 26%	81 26%	67 27%	11 15%	50 24%	71 30%	11 35%	5 50%	61 21%	71 30% N	16 39% N	13 15%	135 28% Q	88 26%	60 27%	37 27%	23 28%
I trust this extension	139 25%	13 28%	15 23%	11 22%	4 11%	96 26%	86 28%	53 21%	19 26%	53 25%	64 27% L	3 10%	-	72 25% P	64 27% P	3 7%	14 16%	125 26%	91 27%	48 22%	34 25%	14 17%
I've been to this type of website before	97 17%	6 13%	8 12%	7 14%	5 14%	71 19%	57 18%	40 16%	14 19%	46 22% K	32 14%	4 13%	1 10%	60 21% O	32 14%	5 12%	12 14%	85 18%	64 19%	33 15%	27 20% V	6 7%
I'm not afraid of my information being stolen if I go here	87 15%	4 9%	11 17%	5 10%	2 6%	65 18% A	45 14%	42 17%	10 14%	47 22% K	26 11%	4 13%	-	57 20% O	26 11%	4 10%	7 8%	80 17% Q	63 18% T	24 11%	17 12%	7 8%
Curiosity	4 1%	1 2% F	-	1 2% F	2 6% AF	-	3 1%	1	-	3 1%	-	-	1 10%	3 1%	-	1 2% O	1 1%	3 1%	2 1%	2 1%	-	2 2%
Good/Like it	4 1%	-	-	-	-	4 1%	-	4 2% G	1 1%	1	2 1%	-	-	2 1%	2 1%	-	1 1%	3 1%	4 1%	-	-	-
New/different search results	4 1%	-	1 2%	-	1 3%	2 1%	4 1%	-	-	2 1%	2 1%	-	-	2 1%	2 1%	-	1 1%	3 1%	3 1%	1	1 1%	-
Won't visit/negative mentions	3 1%	-	1 2%	1 2%	-	1	2 1%	1	1 1%	1	-	-	1 10%	2 1%	-	1 2% O	1 1%	2	1	2 1%	1 1%	1 1%
Will use in the future	2	-	1 2%	-	-	1	2 1%	-	1 1%	-	1	-	-	1	1	-	1 1%	1	-	2 1%	1 1%	1 1%
Interesting	1	-	-	-	-	1	-	1	-	1	-	-	-	1	-	-	1 1% R	-	-	1	-	1 1%
Education/To learn	1	-	-	-	-	1	1	-	1 1%	-	-	-	-	1	-	-	1 1% R	-	-	1	1 1%	-
Safe/Secure	1	-	-	-	-	1	1	-	-	-	-	1 3% JK	-	-	-	1 2% NO	-	1	1	-	-	-
Watch television	1	-	-	-	-	1	1	-	-	-	-	1 3% JK	-	-	-	1 2% NO	-	1	-	1	-	1 1%

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

Q815_5. Why are you very likely to visit a website with each of these gTLDs in the future?
5. .realtor

14 Mar 2015
Table 364

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	563	46*	66*	49*	35*	367	312	251	73*	212	237	31*	10**	285	237	41*	85*	478	342	221	138	83*
Websites are similar/Extension has nothing to do with good/bad	1	-	-	1 2% AF	-	-	1	-	-	-	1	-	-	-	1	-	-	1	1	-	-	-
By coincidence	1	-	-	-	1 3% AF	-	1	-	-	1	-	-	-	1	-	-	-	1	-	1	1	1%
Improvement	1	-	-	-	1 3% AF	-	1	-	-	1	-	-	-	1	-	-	-	1	1	-	-	-
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Helpful/useful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's free	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For email use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Photography use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Innovative/cutting edge	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Own website with them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Progressive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Real-estate use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sex clubs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2	-	-	-	-	2 1%	1	1	-	-	2 1%	-	-	-	2 1%	-	-	2	1	1	1	1%

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

Q815_5. Why are you very likely to visit a website with each of these gTLDs in the future?
5. .realtor

14 Mar 2015
Table 364

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	563	46*	66*	49*	35*	367	312	251	73*	212	237	31*	10**	285	237	41*	85*	478	342	221	138	83*
None of the above	29 5%	7 15%	4 6%	7 14%	1 3%	10 3%	13 4%	16 6%	2 3%	8 4%	14 6%	4 13%	1 10%	10 4%	14 6%	5 12%	6 7%	23 5%	9 3%	20 9%	4 3%	16 19%
Don't know	1	-	1 2%	-	-	-	-	1	-	-	1	-	-	-	1	-	-	1	1	-	-	-
Declined to answer	2	-	-	1 2%	1 3%	-	1	1	-	-	2 1%	-	-	-	2 1%	-	1 1%	1	1	1	-	1
Sigma	868 154%	82 178%	94 142%	72 147%	49 140%	571 156%	487 156%	381 152%	102 140%	350 165%	355 150%	47 152%	14 140%	452 159%	355 150%	61 149%	109 128%	759 159%	536 157%	332 150%	215 156%	117 141%

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

Q815_6. Why are you very likely to visit a website with each of these gTLDs in the future?
6. .club

14 Mar 2015
Table 365

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	753	44*	91*	64*	49*	505	443	310	110	275	310	47*	11**	385	310	58*	114	639	462	291	188	103
Weighted Base	753	44*	91*	64*	49*	505	443	310	110	275	310	47*	11**	385	310	58*	114	639	462	291	188	103
It seems legitimate	259 34%	13 30%	32 35%	21 33%	15 31%	178 35%	160 36%	99 32%	38 35%	98 36%	99 32%	21 45%	3 27%	136 35%	99 32%	24 41%	37 32%	222 35%	162 35%	97 33%	65 35%	32 31%
It's where you go for specific information	213 28%	15 34%	19 21%	13 20%	14 29%	152 30%	133 30%	80 26%	25 23%	80 29%	91 29%	13 28%	4 36%	105 27%	91 29%	17 29%	23 20%	190 30%	128 28%	85 29%	58 31%	27 26%
It has information I'm seeking	191 25%	8 18%	16 18%	12 19%	16 33%	139 28%	108 24%	83 27%	30 27%	73 27%	75 24%	12 26%	1 9%	103 27%	75 24%	13 22%	21 18%	170 27%	114 25%	77 26%	55 29%	22 21%
I trust this extension	182 24% E	8 18%	21 23%	17 27%	6 12%	130 26% E	110 25%	72 23%	29 26%	70 25%	73 24%	7 15%	3 27%	99 26%	73 24%	10 17%	23 20%	159 25%	130 28% T	52 18%	34 18%	18 17%
I've been to this type of website before	130 17%	7 16%	10 11%	13 20%	6 12%	94 19%	77 17%	53 17%	25 23% K	60 22% K	40 13%	5 11%	-	85 22% OP	40 13%	5 9%	12 11%	118 18% Q	93 20% T	37 13%	26 14%	11 11%
I'm not afraid of my information being stolen if I go here	126 17% C	3 7%	8 9%	6 9%	5 10%	104 21% ABCD	70 16%	56 18%	24 21% KL	60 22% KL	38 12%	4 9%	-	84 22% OP	38 12%	4 7%	16 14%	110 17%	93 20% T	33 11%	22 12%	11 11%
New/different search results	5 1%	-	1 1%	2 3% AF	-	2	5 1%	-	1	-	4 1%	-	-	1	4 1%	-	1 1%	4 1%	4 1%	1	1 1%	-
Good/Like it	4 1%	-	2 2% A	-	-	2	1	3 1%	1 1%	2 1%	1	-	-	3 1%	1	-	1 1%	3	3 1%	1	1 1%	-
Curiosity	4 1% F	1 2% F	-	1 2%	1 2% F	1	2	2 1%	-	2 1%	1	-	1 9%	2 1%	1	2 2%	1 1%	3	1	3 1%	-	3 3% U
Interesting	2	-	-	-	-	2	1	1	-	1	1	-	-	1	1	-	1 1%	1	1	1	-	1 1%
Will use in the future	2	-	1 1%	-	-	1	2	-	1 1%	-	1	-	-	1	1	-	1 1%	1	-	2 1%	1	1 1%
It's free	1	-	-	-	-	1	1	-	-	1	-	-	-	-	1	-	-	1	1	-	-	-
By coincidence	1	-	-	-	1 2% AF	-	1	-	1	-	-	-	-	1	-	-	-	1	-	1	1 1%	-
Safe/Secure	1	-	-	-	-	1	1	-	-	-	-	1 2% JK	-	-	-	1 2% NO	-	1	1	-	-	-
Watch television	1	-	-	-	-	1	1	-	-	-	-	1 2% JK	-	-	-	1 2% NO	-	1	-	1	-	1 1%

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

Q815_6. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015
Table 365

6. .club

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	753	44*	91*	64*	49*	505	443	310	110	275	310	47*	11**	385	310	58*	114	639	462	291	188	103
Websites are similar/Extension has nothing to do with good/bad	1	-	-	1 2% AF	-	-	1	-	-	-	1	-	-	-	1	-	-	1	1	-	-	-
Education/To learn	1	-	-	-	-	1	1	-	1 1%	-	-	-	-	1	-	-	1 R 1%	-	-	1	1 1%	-
Photography use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For email use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Helpful/useful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Improvement	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Won't visit/negative mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Innovative/cutting edge	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Own website with them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Progressive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Real-estate use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sex clubs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	5 1%	-	1 1%	-	2 4% AF	2	3 1%	2 1%	1 1%	2 1%	2 1%	-	-	3 1%	2 1%	-	1 1%	4 1%	3 1%	2 1%	-	2 2%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q815_6. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015
Table 365

6. .club

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	753	44*	91*	64*	49*	505	443	310	110	275	310	47*	11**	385	310	58*	114	639	462	291	188	103
None of the above	32 4%	4 9%	5 5%	6 9%	3 6%	14 3%	16 4%	16 5%	3 3%	10 4%	14 5%	4 9%	1 9%	13 3%	14 5%	5 9%	7 6%	25 4%	12 3%	20 7%	8 4%	12 12%
Don't know	2	-	1 1%	-	-	1	-	2 1%	-	-	2 1%	-	-	-	2 1%	-	-	2	2	-	-	-
Declined to answer	2	-	-	1 2%	-	1	1	1	-	1	1	-	-	1	1	-	1 1%	1	1	1	-	1
Sigma	1165 155%	59 134%	117 129%	93 145%	69 141%	827 164%	695 157%	470 152%	179 163%	460 167%	445 144%	68 145%	13 118%	639 166%	445 144%	81 140%	147 129%	1018 159%	750 162%	415 143%	273 145%	142 138%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q815_7. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015
Table 366

7. .xyz

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	542	35*	66*	53*	31*	357	308	234	76*	220	213	26**	7**	296	213	33*	82*	460	331	211	139	72*
Weighted Base	542	35*	66*	53*	31*	357	308	234	76*	220	213	26**	7**	296	213	33*	82*	460	331	211	139	72*
It seems legitimate	156 29%	14 40%	19 29%	11 21%	7 23%	105 29%	87 28%	69 29%	21 28%	66 30%	59 28%	9 35%	1 14%	87 29%	59 28%	10 30%	27 33%	129 28%	97 29%	59 28%	44 32%	15 21%
It's where you go for specific information	131 24%	10 29%	16 24%	13 25%	7 23%	85 24%	78 25%	53 23%	13 17%	49 22%	58 27%	8 31%	3 43%	62 21%	58 27%	11 33%	11 13%	120 26%	83 25%	48 23%	34 24%	14 19%
I trust this extension	125 23%	6 17%	12 18%	14 26%	2 6%	91 25%	69 22%	56 24%	16 21%	57 26%	50 23%	1 4%	1 14%	73 25%	50 23%	2 6%	19 23%	106 23%	88 27%	37 18%	27 19%	10 14%
It has information I'm seeking	124 23%	6 17%	16 24%	6 11%	10 32%	86 24%	74 24%	50 21%	20 26%	50 23%	50 23%	3 12%	1 14%	70 24%	50 23%	4 12%	10 12%	114 25%	81 24%	43 20%	31 22%	12 17%
I'm not afraid of my information being stolen if I go here	96 18%	2 6%	10 15%	8 15%	3 10%	73 20%	61 20%	35 15%	15 20%	44 20%	36 17%	1 4%	-	59 20%	36 17%	1 3%	11 13%	85 18%	65 20%	31 15%	20 14%	11 15%
I've been to this type of website before	94 17%	5 14%	11 17%	6 11%	3 10%	69 19%	54 18%	40 17%	21 28%	43 20%	30 14%	-	-	64 22%	30 14%	-	11 13%	83 18%	70 21%	24 11%	19 14%	5 7%
Curiosity	5 1%	3 3%	-	1 2%	1 3%	2 1%	4 1%	1	-	3 1%	1	-	1 14%	3 1%	1	3 3%	2 2%	3 1%	3 1%	2 1%	-	2 3%
Good/Like it	3 1%	-	-	-	-	3 1%	-	3 1%	1 1%	-	2 1%	-	-	1	2 1%	-	-	3 1%	1	2 1%	-	2 3%
Interesting	2	-	-	-	-	2 1%	1	1	-	1	1	-	-	1	1	-	1 1%	1	1	1	-	1 1%
New/different search results	2	1 3%	-	-	-	1	1	1	1 1%	-	1	-	-	1	1	-	2 2%	-	1	1	-	1 1%
Safe/Secure	2	-	-	1 2%	1 3%	-	2 1%	-	1 1%	1	-	-	-	2 1%	-	-	-	2	2 1%	-	-	-
Will use in the future	2	-	1 2%	-	-	1	2 1%	-	1 1%	-	1	-	-	1	1	-	1 1%	1	-	2 1%	1	1 1%
By coincidence	1	-	-	-	1 3%	-	1	-	-	1	-	-	-	1	-	-	-	1	-	1	1 1%	-
Reliable	1	-	-	1 2%	-	-	1	-	1 1%	-	-	-	-	1	-	-	-	1	1	-	-	-
Education/To learn	1	-	-	-	-	1	1	-	1 1%	-	-	-	-	1	-	-	1 1%	-	-	1	1 1%	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q815_7. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015
Table 366

7. .xyz

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	542	35*	66*	53*	31*	357	308	234	76*	220	213	26**	7**	296	213	33*	82*	460	331	211	139	72*
Watch television	1	-	-	-	-	1	1	-	-	-	-	4%	-	-	-	1	3%	1	-	1	-	1%
NO																						
Websites are similar/Extension has nothing to do with good/bad	1	-	-	2%	-	-	1	-	-	-	1	-	-	-	1	-	-	1	1	-	-	-
AF																						
Need based	1	-	2%	-	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	-	1%
AF																						
Won't visit/negative mentions	1	-	2%	-	-	-	-	1	1%	-	-	-	-	1	-	-	-	1	-	1	1%	-
AF																						
It's free	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Helpful/useful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Improvement	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Photography use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For email use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Innovative/cutting edge	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Own website with them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Progressive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Real-estate use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sex clubs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	3	1	-	-	3%	1	2	1	1	1	1	-	-	2	1	-	1	2	2	1	-	1%
F	1%	3%					1%		1%	1%	1%			1%	1%		1%	2%	1%	1%		1%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q815_7. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015
Table 366

7. .xyz

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	542	35*	66*	53*	31*	357	308	234	76*	220	213	26**	7**	296	213	33*	82*	460	331	211	139	72*
None of the above	36 7% F	6 17% AF	5 8%	8 15% AF	2 6%	15 4%	15 5%	21 9%	3 4%	9 4%	17 8%	6 23%	1 14%	12 4%	17 8%	7 21% NO	6 7%	30 7%	11 3%	25 12% S	11 8%	14 19% U
Don't know	1	-	1 2% AF	-	-	-	-	1	-	-	1	-	-	-	1	-	-	1	1	-	-	-
Declined to answer	1	-	-	-	-	1	-	1	-	1	-	-	-	1	-	-	-	1	1	-	-	-
Sigma	790 146%	52 149%	93 141%	70 132%	38 123%	537 150%	455 148%	335 143%	117 154%	326 148%	310 146%	29 112%	8 114%	443 150%	310 146%	37 112%	103 126%	687 149%	509 154%	281 133%	190 137%	91 126%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q815_8. Why are you very likely to visit a website with each of these gTLDs in the future?
8. .berlin

14 Mar 2015
Table 367

Base: Very Likely To Visit New gTLD

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	17**	-**	-**	17**	-**	-**	13**	4**	-**	2**	11**	1**	3**	2**	11**	4**	4**	13**	9**	8**	-**	8**
Weighted Base	17**	-**	-**	17**	-**	-**	13**	4**	-**	2**	11**	1**	3**	2**	11**	4**	4**	13**	9**	8**	-**	8**
I trust this extension	9 53%	-	-	9 53%	-	-	8 62%	1 25%	-	2 100%	5 45%	1 100%	1 33%	2 100%	5 45%	2 50%	2 50%	7 54%	3 33%	6 75%	-	6 75%
It seems legitimate	8 47%	-	-	8 47%	-	-	6 46%	2 50%	-	1 50%	5 45%	1 100%	1 33%	1 50%	5 45%	2 50%	3 75%	5 38%	3 33%	5 63%	-	5 63%
It has information I'm seeking	5 29%	-	-	5 29%	-	-	4 31%	1 25%	-	-	5 45%	-	-	-	5 45%	-	-	5 38%	3 33%	2 25%	-	2 25%
It's where you go for specific information	4 24%	-	-	4 24%	-	-	3 23%	1 25%	-	1 50%	2 27%	-	-	1 50%	3 27%	-	-	4 31%	3 33%	1 13%	-	1 13%
I've been to this type of website before	3 18%	-	-	3 18%	-	-	3 23%	-	-	1 50%	1 9%	-	1 33%	1 50%	1 9%	1 25%	1 25%	2 15%	3 33%	-	-	-
I'm not afraid of my information being stolen if I go here	2 12%	-	-	2 12%	-	-	2 15%	-	-	-	2 18%	-	-	-	2 18%	-	-	2 15%	1 11%	1 13%	-	1 13%
By coincidence	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Education/To learn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For email use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Helpful/useful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Improvement	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's free	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q815_8. Why are you very likely to visit a website with each of these gTLDs in the future?
8. .berlin

14 Mar 2015
Table 367

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	17**	-**	-**	17**	-**	-**	13**	4**	-**	2**	11**	1**	3**	2**	11**	4**	4**	13**	9**	8**	-**	8**
Need based	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/different search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Photography use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Watch television	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Websites are similar/Extension has nothing to do with good/bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Will use in the future	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Won't visit/negative mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Innovative/cutting edge	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Own website with them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Progressive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Real-estate use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sex clubs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q815_8. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015
Table 367

8. .berlin

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	17**	**	**	17**	**	**	13**	4**	**	2**	11**	1**	3**	2**	11**	4**	4**	13**	9**	8**	**	8**
None of the above	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	31 182%	-	-	31 182%	-	-	26 200%	5 125%	-	5 250%	21 191%	2 200%	3 100%	5 250%	21 191%	5 125%	6 150%	25 192%	16 178%	15 188%	-	15 188%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q815_9. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015
Table 368

9. .ovh

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3**	-**	-**	3**	-**	-**	3**	-**	-**	1**	2**	-**	-**	1**	2**	-**	-**	3**	2**	1**	-**	1**
Weighted Base	3**	-**	-**	3**	-**	-**	3**	-**	-**	1**	2**	-**	-**	1**	2**	-**	-**	3**	2**	1**	-**	1**
I trust this extension	2/67%	-	-	2/67%	-	-	2/67%	-	-	1/100%	1/50%	-	-	1/100%	1/50%	-	-	2/67%	1/50%	1/100%	-	1/100%
It has information I'm seeking	1/33%	-	-	1/33%	-	-	1/33%	-	-	-	1/50%	-	-	-	1/50%	-	-	1/33%	1/50%	-	-	-
It seems legitimate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm not afraid of my information being stolen if I go here	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I've been to this type of website before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's where you go for specific information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
By coincidence	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Education/To learn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For email use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Helpful/useful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Improvement	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's free	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q815_9. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015
Table 368

9. .ovh

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	3**	-**	-**	3**	-**	-**	3**	-**	-**	1**	2**	-**	-**	1**	2**	-**	-**	3**	2**	1**	-**	1**
Need based	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/different search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Photography use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Watch television	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Websites are similar/Extension has nothing to do with good/bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Will use in the future	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Won't visit/negative mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Innovative/cutting edge	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Own website with them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Progressive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Real-estate use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sex clubs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q815_9. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015
Table 368

9. .ovh

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	3**	-**	-**	3**	-**	-**	3**	-**	-**	1**	2**	-**	-**	1**	2**	-**	-**	3**	2**	1**	-**	1**
None of the above	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3 100%	-	-	3 100%	-	-	3 100%	-	-	1 100%	2 100%	-	-	1 100%	2 100%	-	-	3 100%	2 100%	1 100%	-	1 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q815_10. Why are you very likely to visit a website with each of these gTLDs in the future?
10. .london

14 Mar 2015
Table 369

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	72*	**	**	72*	**	**	47*	25**	10**	16**	37*	6**	3**	26**	37*	9**	10**	62*	37*	35*	19**	16**
Weighted Base	72*	**	**	72*	**	**	47*	25**	10**	16**	37*	6**	3**	26**	37*	9**	10**	62*	37*	35*	19**	16**
I trust this extension	24 33%	-	-	24 33%	-	-	15 32%	9 36%	5 50%	5 31%	12 32%	2 33%	-	10 38%	12 32%	2 22%	2 20%	22 35%	13 35%	11 31%	8 42%	3 19%
It seems legitimate	23 32%	-	-	23 32%	-	-	15 32%	8 32%	4 40%	7 44%	12 32%	-	-	11 42%	12 32%	-	4 40%	19 31%	15 41%	8 23%	5 26%	3 19%
It's where you go for specific information	22 31%	-	-	22 31%	-	-	11 23%	11 44%	4 40%	6 38%	11 30%	-	1 33%	10 38%	11 30%	1 11%	2 20%	20 32%	10 27%	12 34%	6 32%	6 38%
It has information I'm seeking	20 28%	-	-	20 28%	-	-	10 21%	10 40%	2 20%	6 38%	10 27%	1 17%	1 33%	8 31%	10 27%	2 22%	2 20%	18 29%	10 27%	10 29%	4 21%	6 38%
I've been to this type of website before	10 14%	-	-	10 14%	-	-	7 15%	3 12%	1 10%	5 31%	4 11%	-	-	6 23%	4 11%	-	1 10%	9 15%	6 16%	4 11%	3 16%	1 6%
Curiosity	2 3%	-	-	2 3%	-	-	2 4%	-	-	1 6%	-	-	1 33%	1 4%	-	1 11%	1 10%	1 2%	1 3%	1 3%	-	1 6%
I'm not afraid of my information being stolen if I go here	1 1%	-	-	1 1%	-	-	-	1 4%	-	1 6%	-	-	-	1 4%	-	-	-	1 2%	-	1 3%	1 5%	-
Safe/Secure	1 1%	-	-	1 1%	-	-	-	1 4%	-	-	-	1 17%	-	-	-	1 11%	-	1 2%	-	1 3%	-	1 6%
Websites are similar/Extension has nothing to do with good/bad	1 1%	-	-	1 1%	-	-	1 2%	-	-	-	1 3%	-	-	-	1 3%	-	-	1 2%	1 3%	-	-	-
For email use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Helpful/useful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Improvement	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's free	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q815_10. Why are you very likely to visit a website with each of these gTLDs in the future?
10. .london

14 Mar 2015
Table 369

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	72*	**	**	72*	**	**	47*	25**	10**	16**	37*	6**	3**	26**	37*	9**	10**	62*	37*	35*	19**	16**
Need based	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/different search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Photography use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
By coincidence	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Watch television	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Education/To learn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Will use in the future	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Won't visit/negative mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Innovative/cutting edge	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Own website with them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Progressive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Real-estate use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sex clubs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1%	-	-	1%	-	-	2%	-	10%	-	-	-	-	4%	-	-	-	2%	-	3%	5%	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q815_10. Why are you very likely to visit a website with each of these gTLDs in the future?
10. .london

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	72*	-**	-**	72*	-**	-**	47*	25**	10**	16**	37*	6**	3**	26**	37*	9**	10**	62*	37*	35*	19**	16**
None of the above	7 10%	-	-	7 10%	-	-	5 11%	2 8%	-	-	5 14%	2 33%	-	-	5 14%	2 22%	1 10%	6 10%	3 8%	4 11%	2 11%	2 13%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	1 1%	-	-	1 1%	-	-	1 2%	-	-	-	1 3%	-	-	-	1 3%	-	1 10%	-	-	1 3%	-	1 6%
Sigma	113 157%	-	-	113 157%	-	-	68 145%	45 180%	17 170%	31 194%	56 151%	6 100%	3 100%	48 185%	56 151%	9 100%	14 140%	99 160%	59 159%	54 154%	30 158%	24 150%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q815_11. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015
Table 370

11. .nyc

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	18**	18**	-**	-**	-**	-**	7**	11**	2**	3**	10**	2**	1**	5**	10**	3**	1**	17**	4**	14**	-**	14**
Weighted Base	18**	18**	-**	-**	-**	-**	7**	11**	2**	3**	10**	2**	1**	5**	10**	3**	1**	17**	4**	14**	-**	14**
It seems legitimate	7 39%	7 39%	-	-	-	-	4 57%	3 27%	2 100%	-	3 30%	2 100%	-	2 40%	3 30%	2 67%	-	7 41%	2 50%	5 36%	-	5 38%
It has information I'm seeking	7 39%	7 39%	-	-	-	-	4 57%	3 27%	-	2 67%	3 30%	2 100%	-	2 40%	3 30%	2 67%	1 100%	6 35%	1 25%	6 43%	-	6 43%
I trust this extension	2 11%	2 11%	-	-	-	-	2 29%	-	-	-	1 10%	1 50%	-	-	1 10%	1 33%	-	2 12%	-	2 14%	-	2 14%
I've been to this type of website before	2 11%	2 11%	-	-	-	-	1 14%	1 9%	-	-	2 20%	-	-	-	2 20%	-	-	2 12%	1 25%	1 7%	-	1 7%
It's where you go for specific information	2 11%	2 11%	-	-	-	-	2 29%	-	-	-	1 10%	1 50%	-	-	1 10%	1 33%	-	2 12%	1 25%	1 7%	-	1 7%
Curiosity	2 11%	2 11%	-	-	-	-	-	2 18%	-	-	1 10%	-	1 100%	-	1 10%	1 33%	-	2 12%	-	2 14%	-	2 14%
By coincidence	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm not afraid of my information being stolen if I go here	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Education/To learn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For email use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Helpful/useful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Improvement	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's free	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q815_11. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015
Table 370

11. .nyc

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	18**	18**	**	**	**	**	7**	11**	2**	3**	10**	2**	1**	5**	10**	3**	1**	17**	4**	14**	**	14**
Need based	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/different search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Photography use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Watch television	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Websites are similar/Extension has nothing to do with good/bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Will use in the future	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Won't visit/negative mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Innovative/cutting edge	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Own website with them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Progressive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Real-estate use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sex clubs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q815_11. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015
Table 370

11. .nyc

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	18**	18**	-**	-**	-**	-**	7**	11**	2**	3**	10**	2**	1**	5**	10**	3**	1**	17**	4**	14**	-**	14**
None of the above	4 22%	4 22%	-	-	-	-	14%	27%	-	33%	30%	-	-	20%	30%	-	-	24%	-	29%	-	29%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	26 144%	26 144%	-	-	-	-	14 200%	12 109%	2 100%	3 100%	14 140%	6 300%	1 100%	5 100%	14 140%	7 233%	1 100%	25 147%	5 125%	21 150%	-	21 150%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q815_12. Why are you very likely to visit a website with each of these gTLDs in the future?
12. .wang

14 Mar 2015
Table 371

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	161	**	**	**	**	161	98*	63*	11**	68*	66*	14**	2**	79*	66*	16**	13**	148	99*	62*	46*	16**
Weighted Base	161	**	**	**	**	161	98*	63*	11**	68*	66*	14**	2**	79*	66*	16**	13**	148	99*	62*	46*	16**
It seems legitimate	55 34%	-	-	-	-	55 34%	37 38%	18 29%	5 45%	23 34%	21 32%	4 29%	2 100%	28 35%	21 32%	6 38%	5 38%	50 34%	39 39%	16 26%	13 28%	3 19%
It has information I'm seeking	53 33%	-	-	-	-	53 33%	40 41%	13 21%	2 18%	28 41%	19 29%	4 29%	-	30 38%	19 29%	4 25%	2 15%	51 34%	34 34%	19 31%	15 33%	4 25%
It's where you go for specific information	49 30%	-	-	-	-	49 30%	35 36%	14 22%	3 27%	19 28%	21 32%	4 29%	2 100%	22 28%	21 32%	6 38%	3 23%	46 31%	26 26%	23 37%	18 39%	5 31%
I trust this extension	41 25%	-	-	-	-	41 25%	29 30%	12 19%	2 18%	22 32%	17 26%	-	-	24 30%	17 26%	-	1 8%	40 27%	32 32%	9 15%	8 17%	1 6%
I'm not afraid of my information being stolen if I go here	40 25%	-	-	-	-	40 25%	27 28%	13 21%	4 36%	20 29%	14 21%	2 14%	-	24 30%	14 21%	2 13%	1 8%	39 26%	28 28%	12 19%	10 22%	2 13%
I've been to this type of website before	40 25%	-	-	-	-	40 25%	25 26%	15 24%	1 9%	20 29%	17 26%	2 14%	-	21 27%	17 26%	2 13%	5 38%	35 24%	28 28%	12 19%	10 22%	2 13%
Curiosity	1 1%	-	-	-	-	1 1%	-	2 2%	-	-	2 2%	-	-	-	2 2%	-	-	1 1%	-	1 2%	-	1 6%
Watch television	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	-	1 7%	-	-	-	1 6%	-	1 1%	-	1 2%	-	1 6%
Will use in the future	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	-	1 7%	-	-	-	1 6%	-	1 1%	-	1 2%	1 2%	-
For email use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Helpful/useful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Improvement	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's free	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q815_12. Why are you very likely to visit a website with each of these gTLDs in the future?
12. .wang

14 Mar 2015
Table 371

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	161	**	**	**	**	161	98*	63*	11**	68*	66*	14**	2**	79*	66*	16**	13**	148	99*	62*	46*	16**
Need based	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/different search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Photography use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
By coincidence	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Websites are similar/Extension has nothing to do with good/bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Education/To learn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Won't visit/negative mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Innovative/cutting edge	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Own website with them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Progressive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Real-estate use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sex clubs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1 1%	-	-	-	-	1 1%	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q815_12. Why are you very likely to visit a website with each of these gTLDs in the future?
12. .wang

14 Mar 2015
Table 371

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	161	**	**	**	**	161	98*	63*	11**	68*	66*	14**	2**	79*	66*	16**	13**	148	99*	62*	46*	16**
None of the above	5 3%	-	-	-	-	5 3%	1 1%	4 6%	-	1 1%	3 5%	1 7%	-	1 1%	3 5%	1 6%	1 8%	4 3%	2 2%	3 5%	1 2%	2 13%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	287 178%	-	-	-	-	287 178%	197 201%	90 143%	17 155%	134 197%	113 171%	19 136%	4 200%	151 191%	113 171%	23 144%	18 138%	269 182%	190 192%	97 156%	76 165%	21 131%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q815_13. Why are you very likely to visit a website with each of these gTLDs in the future?
13. .xn-ses554g (Chinese for network address)

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	200	**	**	**	**	200	123	77*	12**	76*	92*	19**	1**	88*	92*	20**	14**	186	115	85*	56*	29**
Weighted Base	200	**	**	**	**	200	123	77*	12**	76*	92*	19**	1**	88*	92*	20**	14**	186	115	85*	56*	29**
It seems legitimate	75 38%	-	-	-	-	75 38%	50 41%	25 32%	4 33%	23 30%	37 40%	10 53%	1 100%	27 31%	37 40%	11 55%	1 7%	74 40%	40 35%	35 41%	22 39%	13 45%
It's where you go for specific information	66 33%	-	-	-	-	66 33%	41 33%	25 32%	3 25%	25 33%	32 35%	5 26%	1 100%	28 32%	32 35%	6 30%	7 50%	59 32%	42 37%	24 28%	18 32%	6 21%
I trust this extension	59 30%	-	-	-	-	59 30%	40 33%	19 25%	3 25%	31 41% K	22 24%	3 16%	-	34 39% O	22 24%	3 15%	1 7%	58 31%	35 30%	24 28%	17 30%	7 24%
It has information I'm seeking	50 25%	-	-	-	-	50 25%	33 27%	17 22%	4 33%	18 24%	25 27%	3 16%	-	22 25%	25 27%	3 15%	1 7%	49 26%	31 27%	19 22%	14 25%	5 17%
I've been to this type of website before	43 22%	-	-	-	-	43 22%	32 26%	11 14%	4 33%	24 32% K	13 14%	2 11%	-	28 32% O	13 14%	2 10%	1 7%	42 23%	29 25%	14 16%	11 20%	3 10%
I'm not afraid of my information being stolen if I go here	37 19%	-	-	-	-	37 19%	29 24% H	8 10%	2 17%	16 21%	18 20%	1 5%	-	18 20%	18 20%	1 5%	1 7%	36 19%	25 22%	12 14%	10 18%	2 7%
Curiosity	1 1%	-	-	-	-	1 1%	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	-	1 3%
Watch television	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	-	1 5%	-	-	-	1 5%	-	1 1%	-	1 1%	-	1 3%
Education/To learn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For email use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Helpful/useful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Improvement	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's free	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q815_13. Why are you very likely to visit a website with each of these gTLDs in the future?
13. .xn-ses554g (Chinese for network address)

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	200	**	**	**	**	200	123	77*	12**	76*	92*	19**	1**	88*	92*	20**	14**	186	115	85*	56*	29**
Need based	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/different search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Photography use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
By coincidence	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Websites are similar/Extension has nothing to do with good/bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Will use in the future	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Won't visit/negative mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Innovative/cutting edge	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Own website with them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Progressive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Real-estate use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sex clubs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q815_13. Why are you very likely to visit a website with each of these gTLDs in the future?
13. .xn-ses554g (Chinese for network address)

14 Mar 2015
Table 372

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	200	**	**	**	**	200	123	77*	12**	76*	92*	19**	1**	88*	92*	20**	14**	186	115	85*	56*	29**
None of the above	8 4%	-	-	-	-	8 4%	3 2%	5 6%	-	1 1%	6 7%	1 5%	-	1 1%	6 7%	1 5%	2 14%	6 3%	5 4%	3 4%	2 4%	1 3%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	340 170%	-	-	-	-	340 170%	229 186%	111 144%	20 167%	138 182%	154 167%	26 137%	2 200%	158 180%	154 167%	28 140%	14 100%	326 175%	207 180%	133 156%	94 168%	39 134%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q815_14. Why are you very likely to visit a website with each of these gTLDs in the future?
14. .xn-55qx5d (Chinese for company)

14 Mar 2015
Table 373

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	174	**	**	**	**	174	101	73*	9**	72*	70*	21**	2**	81*	70*	23**	14**	160	98*	76*	50*	26**
Weighted Base	174	**	**	**	**	174	101	73*	9**	72*	70*	21**	2**	81*	70*	23**	14**	160	98*	76*	50*	26**
It seems legitimate	66 38%	-	-	-	-	66 38%	40 40%	26 36%	3 33%	22 31%	28 40%	12 57%	1 50%	25 31%	28 40%	13 57%	3 21%	63 39%	35 36%	31 41%	21 42%	10 38%
I trust this extension	57 33%	-	-	-	-	57 33%	35 35%	22 30%	3 33%	30 42%	18 26%	6 29%	-	33 41%	18 26%	6 26%	2 14%	55 34%	33 34%	24 32%	18 36%	6 23%
It's where you go for specific information	53 30%	-	-	-	-	53 30%	32 32%	21 29%	3 33%	23 32%	23 33%	3 14%	1 50%	26 32%	23 33%	4 17%	3 21%	50 31%	38 39%	15 20%	8 16%	7 27%
It has information I'm seeking	42 24%	-	-	-	-	42 24%	22 22%	20 27%	4 44%	19 26%	16 23%	2 10%	1 50%	23 28%	16 23%	3 13%	4 29%	38 24%	28 29%	14 18%	10 20%	4 15%
I've been to this type of website before	39 22%	-	-	-	-	39 22%	26 26%	13 18%	-	22 31%	15 21%	2 10%	-	22 27%	15 21%	2 9%	3 21%	36 23%	24 24%	15 20%	12 24%	3 12%
I'm not afraid of my information being stolen if I go here	27 16%	-	-	-	-	27 16%	23 23%	4 5%	2 22%	10 14%	12 17%	3 14%	-	12 15%	12 17%	3 13%	3 21%	24 15%	15 15%	12 16%	10 20%	2 8%
Curiosity	2 1%	-	-	-	-	2 1%	1 1%	1 1%	-	-	1 1%	1 5%	-	-	1 1%	1 4%	-	2 1%	-	2 3%	1 2%	1 4%
Watch television	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	-	1 5%	-	-	-	1 4%	-	1 1%	-	1 1%	-	1 4%
Education/To learn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For email use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Helpful/useful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Improvement	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's free	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q815_14. Why are you very likely to visit a website with each of these gTLDs in the future?
14. .xn-55qx5d (Chinese for company)

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	174	**	**	**	**	174	101	73*	9**	72*	70*	21**	2**	81*	70*	23**	14**	160	98*	76*	50*	26**
Need based	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/different search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Photography use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
By coincidence	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Websites are similar/Extension has nothing to do with good/bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Will use in the future	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Won't visit/negative mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Innovative/cutting edge	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Own website with them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Progressive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Real-estate use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sex clubs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2 1%	-	-	-	-	2 1%	2 2%	-	-	1 1%	-	1 5%	-	1 1%	-	1 4%	-	2 1%	1 1%	1 1%	1 2%	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q815_14. Why are you very likely to visit a website with each of these gTLDs in the future?
14. .xn-55qx5d (Chinese for company)

14 Mar 2015
Table 373

Base: Very Likely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	174	**	**	**	**	174	101	73*	9**	72*	70*	21**	2**	81*	70*	23**	14**	160	98*	76*	50*	26**
None of the above	7 4%	-	-	-	-	7 4%	3 3%	4 5%	-	2 3%	5 7%	-	-	2 2%	5 7%	-	1 7%	6 4%	4 4%	3 4%	-	3 12%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	296 170%	-	-	-	-	296 170%	185 183%	111 152%	15 167%	129 179%	118 169%	31 148%	3 150%	144 178%	118 169%	34 148%	19 136%	277 173%	178 182%	118 155%	81 162%	37 142%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q817_1. Why are you very unlikely to visit a website with each of these gTLDs in the future?
1. .email

14 Mar 2015
Table 374

Base: Very Unlikely To Visit New gTLD

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	930	214	62*	204	69*	381	541	389	133	224	354	130	89*	357	354	219	199	731	290	640	146	494
Weighted Base	930	214	62*	204	69*	381	541	389	133	224	354	130	89*	357	354	219	199	731	290	640	146	494
I have no reason to go there	388 42% CF	120 56% ACEF	15 24%	100 49% ACEF	24 35%	129 34%	209 39%	179 46% G	55 41%	76 34%	148 42%	55 42%	54 61% IJKL	131 37%	148 42%	109 50% N	81 41%	307 42%	96 33%	292 46% S	46 32%	246 50% U
I've never been to this type of website before	374 40% D	93 43% D	19 31%	67 33%	31 45%	164 43% D	208 38%	166 43%	57 43%	86 38%	151 43%	48 37%	32 36%	143 40%	151 43%	80 37%	71 36%	303 41%	111 38%	263 41%	71 49% V	192 39% U
I don't trust this extension	189 20%	39 18%	15 24%	44 22%	13 19%	78 20%	118 22%	71 18%	27 20% M	66 29% KLM	65 18%	23 18%	8 9%	93 28% OP	65 18%	31 14%	34 17%	155 21%	74 26% T	115 18%	35 24% V	80 16% U
It doesn't seem legitimate	126 14%	30 14%	15 24% ADF	20 10%	13 19% D	48 13%	70 13%	56 14%	19 14%	38 17% M	48 14%	15 12%	6 7%	57 16% P	48 14%	21 10%	21 11%	105 14%	58 20% T	68 11%	14 10%	54 11% U
I'm afraid of my information being stolen if I go here	121 13% D	34 16% D	13 21% D	14 7%	11 16% D	49 13% D	65 12%	56 14%	15 11%	32 14%	39 11%	28 22% IKM	7 8%	47 13%	39 11%	35 16%	26 13%	95 13%	54 19% T	67 10%	24 16% V	43 9% U
Not familiar with it/Never heard of it before	3*	-	-	1*	-	2 1%	2*	1*	-	2 1%	-	1 1%	-	2 1%	-	1*	-	3*	1*	2*	2 1% V	-
Geared towards students	1*	-	1 2% AF	-	-	-	-	1*	-	-	1*	-	-	-	1*	-	1 1%	-	-	1*	1 1% V	-
Dislike name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Name is too long	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not easy to use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For specific information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interested in content/realstate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only use proven sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Similar sites available	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base

Q817_1. Why are you very unlikely to visit a website with each of these gTLDs in the future?

14 Mar 2015
Table 374

1. .email

Base: Very Unlikely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	930	214	62*	204	69*	381	541	389	133	224	354	130	89*	357	354	219	199	731	290	640	146	494
Likely to visit/positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1	-	-	-	-	1	-	1	-	-	-	1%	-	-	-	1	1%	-	-	1	1%	-
None of the above	51 5%	6 3%	3 5%	11 5%	1 1%	30 8% AB	32 6%	19 5%	8 6%	11 5%	17 5%	10 8%	5 6%	19 5%	17 5%	15 7%	11 6%	40 5%	19 7%	32 5%	4 3%	28 6%
Don't know	1	-	-	1	-	-	1	-	1%	-	-	-	-	1	-	-	1%	-	-	1	-	1
Declined to answer	1	-	-	1	-	-	-	1	-	-	-	1%	-	-	-	1	-	1	1	-	-	-
Sigma	1256 135%	322 150%	81 131%	259 127%	93 135%	501 131%	705 130%	551 142%	182 137%	311 139%	469 132%	182 140%	112 126%	493 138%	469 132%	294 134%	247 124%	1009 138%	414 143%	842 132%	198 136%	644 130%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base

Q817_2. Why are you very unlikely to visit a website with each of these gTLDs in the future?
2. .photography

14 Mar 2015
Table 375

Base: Very Unlikely To Visit New gTLD

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1100	234	77*	244	75*	470	643	457	167	271	413	150	99*	438	413	249	245	855	337	763	193	570
Weighted Base	1100	234	77*	244	75*	470	643	457	167	271	413	150	99*	438	413	249	245	855	337	763	193	570
I have no reason to go there	478 43% CF	141 60% ACDEF	16 21%	123 50% ACF	29 39% C	169 36% C	262 41%	216 47% G	67 40%	100 37%	173 42%	75 50% J	63 64% IJKL	167 38%	173 42%	198 55% NO	102 42%	376 44%	124 37%	354 46% S	58 30%	296 52% U
I've never been to this type of website before	437 40%	90 38%	26 34%	85 35%	35 47%	201 43% D	238 37%	199 44% G	67 40%	105 39%	176 43%	57 38%	32 32%	172 39%	176 43%	89 36%	92 38%	345 40%	128 38%	309 40%	87 45%	222 39%
I don't trust this extension	229 21% B	37 16%	21 27% B	52 21%	18 24%	101 21%	148 23% H	81 18%	36 22% M	80 30% KLM	80 19% M	25 17%	8 8%	116 28% OP	80 19% P	33 13%	44 18%	185 22%	90 27% T	139 18%	41 21%	98 17%
It doesn't seem legitimate	152 14%	29 12%	16 21% D	26 11%	13 17%	68 14%	88 14%	64 14%	29 17% M	48 18% LM	54 13%	15 10%	6 6%	77 18% P	54 13%	21 8%	24 10%	128 15% Q	68 20% T	84 11%	24 12%	60 11%
I'm afraid of my information being stolen if I go here	120 11% D	21 9%	10 13% D	14 6%	12 16% D	63 13% AD	70 11%	50 11%	18 11%	37 14% M	43 10%	17 11%	5 5%	55 13%	43 10%	22 9%	24 10%	96 11% T	54 16% T	66 9%	20 10%	46 8%
Not interested in content/real estate	3	2 1% F	-	1	-	-	2	1	-	-	1	1	1	-	1	2 1%	-	3	1	2	-	2
Not familiar with it/Never heard of it before	2	1	-	-	-	1	1	1	1	-	1	-	-	1	1	-	-	2	2 1% T	-	-	-
Name is too long	2	2 1% AF	-	-	-	-	2	-	1	-	-	1	-	1	-	1	1	1	1	1	-	1
Not easy to use	1	1	-	-	-	-	1	-	-	-	-	1	-	-	-	1	-	1	1	-	-	-
Only use proven sites	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	1	-	-	1	1	-
Similar sites available	1	1	-	-	-	-	1	-	-	-	-	-	1 1% K	-	-	1	-	1	-	1	-	1
Geared towards students	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dislike name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For specific information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base

Q817_2. Why are you very unlikely to visit a website with each of these gTLDs in the future?
2. .photography

14 Mar 2015
Table 375

Base: Very Unlikely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	1100	234	77*	244	75*	470	643	457	167	271	413	150	99*	438	413	249	245	855	337	763	193	570
Likely to visit/positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1	-	-	-	-	1	-	1	-	-	1	-	-	-	1	-	-	1	-	1	-	1
None of the above	45 4%	6 3%	2 3%	8 3%	1 1%	28 6% AB	29 5%	16 4%	7 4%	11 4%	12 3%	9 6%	6 6%	18 4%	12 3%	15 6% O	12 5%	33 4%	14 4%	31 4%	4 2%	27 5%
Don't know	2	-	-	1	-	1	2	-	1 1%	-	1	-	-	1	1	-	1	1	-	2	-	2
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1474 134%	331 141%	91 118%	310 127%	108 144%	634 135%	845 131%	629 138%	227 136%	381 141%	543 131%	201 134%	122 123%	608 139%	543 131%	323 130%	301 123%	1173 137%	483 143%	991 130%	235 122%	756 133%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base

Q817_3. Why are you very unlikely to visit a website with each of these gTLDs in the future?

14 Mar 2015
Table 376

3. .link

Base: Very Unlikely To Visit New gTLD

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1040	236	72*	246	69*	417	608	432	156	250	395	134	105	406	395	239	227	813	310	730	174	556
Weighted Base	1040	236	72*	246	69*	417	608	432	156	250	395	134	105	406	395	239	227	813	310	730	174	556
I have no reason to go there	439 42% CF	132 56% ACEF	16 22%	120 49% ACEF	22 32%	149 36% C	227 37%	212 49% G	58 37%	91 36%	165 42%	62 46%	63 60% IJKL	149 37%	165 42%	125 52% NO	98 43%	341 42%	109 35%	330 45% S	52 30%	278 50% U
I've never been to this type of website before	408 39% D	92 39%	21 29%	82 33%	29 42%	184 44% ACD	233 38%	175 41%	69 44%	91 36%	164 42%	49 37%	35 33%	160 39%	164 42%	84 35%	81 36%	327 40%	119 38%	289 40%	74 43%	215 39%
I don't trust this extension	223 21%	47 20%	22 31%	52 21%	17 25%	85 20%	143 24%	80 19%	35 22% M	69 28% KM	82 21% M	26 19%	11 10%	104 26% P	82 21%	37 15%	42 19%	181 22%	78 25%	145 20%	46 26% V	99 18%
It doesn't seem legitimate	161 15% F	46 19% F	17 24% DF	32 13%	13 19%	53 13%	97 16%	64 15%	25 16%	48 19% M	62 16%	17 13%	9 9%	73 18% P	62 16%	26 11%	31 14%	130 16%	69 22% T	92 13%	24 14%	68 12%
I'm afraid of my information being stolen if I go here	129 12% D	35 15% D	13 18% D	14 6%	12 17% D	55 13% D	71 12%	58 13%	19 12% M	38 15% M	45 11% M	22 16% M	5 5%	57 14%	45 11%	27 11%	23 10%	106 13%	51 16% T	78 11%	27 16% V	51 9%
Geared towards students	1 *	-	1 1% AF	-	-	-	-	1 *	-	-	1 *	-	-	-	1 *	-	1 *	-	-	1 *	1 1%	-
Not safe/secure	1 *	-	-	-	-	1 *	1 *	-	-	1 *	-	-	-	1 *	-	-	-	1 *	-	1 *	1 1%	-
Not interested in content/real estate	1 *	-	-	-	-	1 *	1 *	-	-	1 *	-	-	-	1 *	-	-	-	1 *	-	1 *	1 1%	-
Name is too long	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not easy to use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For specific information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with it/Never heard of it before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dislike name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only use proven sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Similar sites available	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base

Q817_3. Why are you very unlikely to visit a website with each of these gTLDs in the future?
3. .link

14 Mar 2015
Table 376

Base: Very Unlikely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	1040	236	72*	246	69*	417	608	432	156	250	395	134	105	406	395	239	227	813	310	730	174	556
Likely to visit/positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1	1	-	-	-	-	1	-	-	-	-	1%	-	-	-	1	-	1	1	-	-	-
None of the above	45 4%	5 2%	3 4%	8 3%	1 1%	28 7%	28 5%	17 4%	6 4%	11 4%	13 3%	9 7%	6 6%	17 4%	13 3%	15 6%	8 4%	37 5%	15 5%	30 4%	4 2%	26 5%
Don't know	3	-	1 1%	1	-	1	2	1	2 1%	-	1	-	-	2	1	-	1	2	-	3	-	3 1%
Declined to answer	1	-	-	1	-	-	-	1	-	-	-	1 1%	-	-	-	1	-	1	1	-	-	-
Sigma	1413 136%	358 152%	94 131%	310 126%	94 136%	557 134%	804 132%	609 141%	214 137%	350 140%	533 135%	187 140%	129 123%	564 139%	533 135%	316 132%	285 126%	1128 139%	443 143%	970 133%	230 132%	740 133%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base

Q817_4. Why are you very unlikely to visit a website with each of these gTLDs in the future?

14 Mar 2015
Table 377

4. .guru

Base: Very Unlikely To Visit New gTLD

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1293	277	109	307	89*	511	729	564	192	318	492	169	122	510	492	291	281	1012	410	883	222	661
Weighted Base	1293	277	109	307	89*	511	729	564	192	318	492	169	122	510	492	291	281	1012	410	883	222	661
I have no reason to go there	561 43% CF	155 56% ACEF	25 23% B	157 51% ACF	38 43% C	186 36% C	303 42% C	258 46% C	78 41% M	113 36% J	209 42% J	84 50% J	77 63% IJKL	191 37% P	209 42% P	181 55% NO	124 44% Q	437 43% R	180 39% S	401 45% S	65 29% U	336 51% U
I've never been to this type of website before	534 41%	111 40%	37 34%	115 37%	39 44%	232 45% ACD	285 39% C	249 44% C	90 47% M	124 39% J	210 43% K	68 40% L	42 34% M	214 42% N	210 43% O	110 38% P	108 38% Q	426 42% R	170 41% S	364 41% T	96 43% U	268 41% V
I don't trust this extension	292 23%	51 18%	38 35% ABF	78 25% B	22 25% C	103 20% C	178 24% C	114 20% C	43 22% M	89 28% M	110 22% M	35 21% L	15 12% M	132 26% N	110 22% O	50 17% P	47 17% Q	245 24% R	107 26% S	185 21% T	62 28% U	123 19% V
It doesn't seem legitimate	250 19% F	60 22% F	30 28% AF	64 21% B	15 17% C	81 16% C	133 18% C	117 21% C	38 20% M	73 23% M	95 19% M	34 20% M	10 8% M	111 22% P	95 19% P	44 15% P	40 14% Q	210 21% Q	97 24% T	153 17% T	43 19% U	110 17% V
I'm afraid of my information being stolen if I go here	175 14%	38 14%	18 17%	35 11% B	14 16% C	70 14% C	93 13% C	82 15% C	28 15% M	50 16% M	66 13% M	27 16% M	4 3% M	78 15% N	66 13% O	31 11% P	33 12% Q	142 14% R	77 19% T	98 11% T	34 15% V	64 10% V
Not interested in content/realstate	3	-	-	1	1%	1	2	1	-	2	1	-	-	2	1	-	-	3	2	1	-	1
Dislike name	2	2 1% A	-	-	-	-	2	-	-	1	1	-	-	1	1	-	-	2	1	1	-	1
Geared towards students	1	-	1 1% AF	-	-	-	1	-	-	1	-	-	-	-	1	-	1	-	-	1	1	-
Only use proven sites	1	-	-	-	-	1	-	1	1%	-	-	-	-	1	-	-	-	1	1	-	-	-
Not easy to use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with it/Never heard of it before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For specific information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Name is too long	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Similar sites available	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base

Q817_4. Why are you very unlikely to visit a website with each of these gTLDs in the future?

14 Mar 2015
Table 377

4. .guru

Base: Very Unlikely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	1293	277	109	307	89*	511	729	564	192	318	492	169	122	510	492	291	281	1012	410	883	222	661
Likely to visit/positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	3	1	-	1	1 F	-	2	1	1 1%	-	1	1 1%	-	1	1	1	2 1%	1	2	1	-	1
None of the above	51 4%	6 2%	5 5%	8 3%	2 2%	30 6% ABD	30 4%	21 4%	7 4%	11 3%	17 3%	10 6%	6 5%	18 4%	17 3%	16 5%	14 5%	37 4%	15 4%	36 4%	8 4%	28 4%
Don't know	3	-	-	1	-	2	2	1	1 1%	-	2	-	-	1	2	-	1	2	-	3	-	3
Declined to answer	1	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	1	-	1	-	1
Sigma	1877 145%	425 153%	154 141%	460 150%	132 148%	706 138%	1031 141%	846 150%	287 149%	462 145%	714 145%	260 154%	154 126%	749 147%	714 145%	414 142%	370 132%	1507 149%	632 154%	1245 141%	309 139%	936 142%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base

Q817_5. Why are you very unlikely to visit a website with each of these gTLDs in the future?
5. .realtor

Base: Very Unlikely To Visit New gTLD

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	1303	250	104	306	102	541	755	548	211	321	486	171	114	532	486	285	280	1023	434	869	225	644	
Weighted Base	1303	250	104	306	102	541	755	548	211	321	486	171	114	532	486	285	280	1023	434	869	225	644	
I have no reason to go there	563 43% CF	146 58% ACEF	22 21% AC	156 51% ACEF	39 38% C	200 37% C	306 41%	257 47% G	82 39%	124 39%	207 43%	82 48% J	68 60% IJK	206 39%	207 43%	150 53% NO	122 44%	441 43%	163 38%	400 46% S	71 32%	329 51% U	
I've never been to this type of website before	532 41%	93 37%	39 38%	111 36%	48 47%	241 45% AD	290 38%	242 44% G	94 45%	121 38%	209 43%	70 41%	38 33%	215 40%	209 43%	108 38%	103 37%	429 42%	178 41%	354 41%	105 47% V	249 39%	
I don't trust this extension	290 22% E	38 15%	32 31% AB	73 24% B	20 20%	127 23% B	178 24%	112 20%	51 24% M	89 28% LM	109 22% M	30 18%	11 10%	140 26% P	109 22% P	41 14%	52 19%	238 23%	122 28% T	168 19%	54 24% V	114 18%	
It doesn't seem legitimate	193 15%	34 14%	26 25% ABDF	41 13%	20 20%	72 13%	118 16%	75 14%	30 14% M	65 20% LM	73 15% M	18 11%	7 6%	95 18% P	73 15% P	25 9%	31 11%	162 16% Q	84 19% T	109 13%	31 14%	78 12%	
I'm afraid of my information being stolen if I go here	170 13% D	30 12%	18 17% D	29 9%	13 13%	80 15% D	94 12%	76 14%	32 15% M	51 16% M	60 12% M	22 13% M	5 4%	83 16% P	60 12%	27 9%	31 11%	139 14% T	80 18% T	90 10%	33 15% V	57 9%	
Not interested in content/real estate	4 *	2 1%	-	1 *	-	1 *	3 *	1 *	-	1 *	-	-	2 1% K	1 1% K	1 *	-	3 1% O	-	4 *	3 1%	1 *	-	1 *
Not familiar with it/Never heard of it before	3 *	-	-	-	-	3 1%	-	3 1% G	2 1%	-	1 *	-	-	2 *	1 *	-	-	3 *	2 *	1 *	-	1 *	
Not safe/secure	1 *	-	-	-	-	1 *	-	1 *	1 *	-	-	-	-	1 *	-	-	-	1 *	1 *	-	-	-	
For specific information	1 *	1 *	-	-	-	-	1 *	-	-	-	-	-	1 1%	-	-	1 *	-	1 *	-	1 *	-	1 *	
Name is too long	1 *	1 *	-	-	-	-	1 *	-	-	-	-	-	1 1%	-	-	1 *	-	1 *	1 *	-	-	-	
Geared towards students	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Dislike name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Not easy to use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Only use proven sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Similar sites available	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q817_5. Why are you very unlikely to visit a website with each of these gTLDs in the future?
5. .realtor

14 Mar 2015
Table 378

Base: Very Unlikely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	1303	250	104	306	102	541	755	548	211	321	486	171	114	532	486	285	280	1023	434	869	225	644
Likely to visit/positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the above	51 4%	6 2%	3 3%	9 3%	4 4%	29 5% A	34 5%	17 3%	9 4%	12 4%	15 3%	9 5%	6 5%	21 4%	15 3%	15 5%	14 5%	37 4%	16 4%	35 4%	6 3%	29 5%
Don't know	3 %	-	-	1 %	-	2 %	3 %	-	1 %	-	2 %	-	-	1 %	2 %	-	1 %	2 %	1 %	2 %	-	2 %
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1812 139%	351 140%	140 135%	421 138%	144 141%	756 140%	1028 136%	784 143%	302 143%	463 144%	676 139%	235 137%	136 119%	765 144%	676 139%	371 130%	354 126%	1458 143%	651 150%	1161 134%	300 133%	861 134%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q817_6. Why are you very unlikely to visit a website with each of these gTLDs in the future?
6. .club

14 Mar 2015
Table 379

Base: Very Unlikely To Visit New gTLD

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1169	273	84*	275	83*	454	665	504	175	290	434	153	117	465	434	270	260	909	354	815	202	613
Weighted Base	1169	273	84*	275	83*	454	665	504	175	290	434	153	117	465	434	270	260	909	354	815	202	613
I have no reason to go there	518 44% CF	161 59% ACEF	17 20%	145 53% ACEF	29 35% C	166 37% C	269 40%	249 49% G	70 40%	109 38%	186 43%	78 51% IJ	75 64% IJKL	179 38%	186 43%	153 57% NO	114 44%	404 44%	137 39%	381 47% S	60 30%	321 52% U
I've never been to this type of website before	462 40% C	103 38%	24 29%	96 35%	36 43% C	203 45% ACD	252 38%	210 42%	77 44%	106 37%	183 42%	55 36%	41 35%	183 39%	183 42%	96 36%	96 37%	366 40%	141 40%	321 39%	89 44%	232 38% U
I don't trust this extension	236 20%	48 18%	23 27%	61 22%	17 20%	87 19%	142 21%	94 19%	41 23% M	71 24% M	87 20% M	29 19% M	8 7%	112 24% P	87 20% P	37 14%	48 18%	188 21%	81 23%	155 19%	49 24% V	106 17%
It doesn't seem legitimate	183 16%	45 16%	19 23% F	40 15%	19 23% F	60 13%	107 16%	76 15%	30 17% M	52 18% M	74 17% M	18 12%	9 8%	82 18% P	74 17% P	27 10%	35 13%	148 16%	79 22% T	104 13%	31 15%	73 12%
I'm afraid of my information being stolen if I go here	156 13% D	40 15% D	13 15%	23 8%	11 13%	69 15% D	80 12%	76 15%	30 17% M	42 14% M	57 13% M	21 14% M	6 5%	72 15% P	57 13% P	27 10%	36 14%	120 13%	66 19% T	90 11%	29 14%	61 10% U
Dislike name	1	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	-	1
Not familiar with it/Never heard of it before	1	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	1	1	-	-	-
Not interested in content/real estate	1	1	-	-	-	-	1	-	-	-	-	1	-	-	-	1	-	1	-	1	-	1
Name is too long	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not easy to use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For specific information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Geared towards students	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only use proven sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Similar sites available	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base

Q817_6. Why are you very unlikely to visit a website with each of these gTLDs in the future?
6. .club

14 Mar 2015
Table 379

Base: Very Unlikely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	1169	273	84*	275	83*	454	665	504	175	290	434	153	117	465	434	270	260	909	354	815	202	613
Likely to visit/positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	-	1	1	-	-	-
None of the above	48 4%	6 2%	4 5%	8 3%	1 1%	29 6% ABD	31 5%	17 3%	9 5%	12 4%	12 3%	9 6%	6 5%	21 5%	12 3%	15 6%	11 4%	37 4%	14 4%	34 4%	6 3%	28 5%
Don't know	1	-	-	1	-	-	1	-	1 1%	-	-	-	-	1	-	-	1	-	-	1	-	1
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1608 138%	406 149%	100 119%	374 136%	113 136%	615 135%	885 133%	723 143%	258 147%	392 135%	602 139%	211 138%	145 124%	650 140%	602 139%	356 132%	341 131%	1267 139%	520 147%	1088 133%	264 131%	824 134%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base

Q817_7. Why are you very unlikely to visit a website with each of these gTLDs in the future?

7. .xyz

Base: Very Unlikely To Visit New gTLD

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1455	307	121	323	122	582	825	630	216	379	545	186	129	595	545	315	312	1143	475	980	278	702
Weighted Base	1455	307	121	323	122	582	825	630	216	379	545	186	129	595	545	315	312	1143	475	980	278	702
I've never been to this type of website before	584 40% D	125 41%	46 38%	109 34%	55 45% D	249 43% D	312 38%	272 43% G	94 44%	148 39%	227 42%	71 38%	44 34%	242 41%	227 42%	115 37%	118 38%	466 41%	192 40%	392 40%	123 44%	269 38%
I have no reason to go there	583 40% CF	161 52% ACEF	26 21%	153 47% ACEF	41 34% C	202 35% C	325 39%	258 41%	85 39%	120 32%	219 40% J	82 44% J	77 60% IJKL	205 34% N	219 40% NO	159 50% NO	125 40%	458 40%	160 34%	423 43% S	84 30% U	339 48% U
I don't trust this extension	382 26%	82 27%	43 36% AEF	86 27%	29 24%	142 24%	222 27%	160 25%	56 26% M	111 29% M	148 27% M	46 25%	21 16%	167 28% P	148 27% P	67 21%	68 22%	314 27% Q	151 32% T	231 24%	77 28%	154 22%
It doesn't seem legitimate	342 24% F	90 29% ADF	37 31% DF	63 20%	32 26%	120 21%	186 23%	156 25%	57 26% M	108 28% KM	121 22% M	41 22% M	15 12%	165 28% OP	121 22% P	56 18%	61 20%	281 25%	132 28% T	210 21%	73 26% V	137 20%
I'm afraid of my information being stolen if I go here	225 15%	51 17%	23 19%	39 12%	20 16%	92 16%	116 14%	109 17%	40 19% M	69 18% M	79 14% M	31 17% M	6 5%	109 18% P	79 14% P	37 12%	46 15%	179 16%	94 20% T	131 13%	55 20% V	76 11%
Dislike name	5	4 1% ADF	-	-	-	1	4	1	-	1	1	2 1%	1 1%	1	1	3 1%	-	5	1	4	1	3
Not familiar with it/Never heard of it before	3	1	-	2 1%	-	-	1	2	-	1	2	-	-	1	2	-	-	3	1	2	1	1
Not safe/secure	1	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	-	1
Name is too long	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not easy to use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For specific information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Geared towards students	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interested in content/real estate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only use proven sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Similar sites available	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q817_7. Why are you very unlikely to visit a website with each of these gTLDs in the future?

14 Mar 2015
Table 380

7. .xyz

Base: Very Unlikely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	1455	307	121	323	122	582	825	630	216	379	545	186	129	595	545	315	312	1143	475	980	278	702
Likely to visit/positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1	-	-	-	-	1	1	-	1	-	-	-	-	1	-	-	-	1	1	-	-	-
None of the above	53 4%	6 2%	3 2%	8 2%	2 2%	34 6% ABD	33 4%	20 3%	8 4%	15 4%	15 3%	9 5%	6 5%	23 4%	15 3%	15 5%	12 4%	41 4%	17 4%	36 4%	7 3%	29 4%
Don't know	1	-	-	1	-	-	1	-	1	-	-	-	-	1	-	-	1	-	-	1	-	1
Declined to answer	4	1	-	2 1%	1 1% F	-	4	-	1	-	3 1%	-	-	1	3 1%	-	-	4	2	2	-	2
Sigma	2184 150%	522 170%	178 147%	463 143%	180 148%	841 145%	1205 146%	979 155%	343 159%	573 151%	816 150%	282 152%	170 132%	916 154%	816 150%	452 143%	431 138%	1753 153%	751 158%	1433 146%	421 151%	1012 144%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q817_8. Why are you very unlikely to visit a website with each of these gTLDs in the future?
8. .berlin

Base: Very Unlikely To Visit New gTLD

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	56*	**	**	56*	**	**	35*	21**	**	3**	24**	26**	3**	3**	24**	29**	14**	42*	17**	39*	2**	37*
Weighted Base	56*	**	**	56*	**	**	35*	21**	**	3**	24**	26**	3**	3**	24**	29**	14**	42*	17**	39*	2**	37*
I have no reason to go there	28 50%	-	-	28 50%	-	-	18 51%	10 48%	-	1 33%	14 58%	12 46%	1 33%	1 33%	14 58%	13 45%	7 50%	21 50%	7 41%	21 54%	-	21 57%
I've never been to this type of website before	17 30%	-	-	17 30%	-	-	9 26%	8 38%	-	1 33%	7 29%	8 31%	1 33%	1 33%	7 29%	9 31%	4 29%	13 31%	4 24%	13 33%	2 100%	11 30%
I don't trust this extension	11 20%	-	-	11 20%	-	-	7 20%	4 19%	-	-	3 13%	7 27%	1 33%	-	3 13%	8 28%	2 14%	9 21%	7 41%	4 10%	-	4 11%
I'm afraid of my information being stolen if I go here	5 9%	-	-	5 9%	-	-	3 9%	2 10%	-	1 33%	-	4 15%	-	1 33%	-	4 14%	3 21%	2 5%	-	5 13%	-	5 14%
It doesn't seem legitimate	4 7%	-	-	4 7%	-	-	3 9%	1 5%	-	-	3 13%	1 4%	-	-	3 13%	1 3%	1 7%	3 7%	2 12%	2 5%	-	2 5%
Dislike name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For specific information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Geared towards students	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Name is too long	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not easy to use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with it/Never heard of it before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interested in content/real estate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only use proven sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Similar sites available	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q817_8. Why are you very unlikely to visit a website with each of these gTLDs in the future?
8. .berlin

14 Mar 2015
Table 381

Base: Very Unlikely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	56*	**	**	56*	**	**	35*	21**	**	3**	24**	26**	3**	3**	24**	29**	14**	42*	17**	39*	2**	37*
Likely to visit/positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the above	1 2%	-	-	1 2%	-	-	-	1 5%	-	-	-	1 4%	-	-	-	1 3%	-	1 2%	-	1 3%	-	1 3%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	66 118%	-	-	66 118%	-	-	40 114%	26 124%	-	3 100%	27 113%	33 127%	3 100%	3 100%	27 113%	36 124%	17 121%	49 117%	20 118%	46 118%	2 100%	44 119%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q817_9. Why are you very unlikely to visit a website with each of these gTLDs in the future?

14 Mar 2015
Table 382

9. .ovh

Base: Very Unlikely To Visit New gTLD

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	90*	**	**	90*	**	**	56*	34*	**	5**	42*	31*	12**	5**	42*	43*	23**	67*	32*	58*	3**	55*
Weighted Base	90*	**	**	90*	**	**	56*	34*	**	5**	42*	31*	12**	5**	42*	43*	23**	67*	32*	58*	3**	55*
I have no reason to go there	44 49%	-	-	44 49%	-	-	28 50%	16 47%	-	2 40%	23 55%	12 39%	7 58%	2 40%	23 55%	19 44%	13 57%	31 46%	12 38%	32 55%	-	32 58%
I've never been to this type of website before	31 34%	-	-	31 34%	-	-	16 29%	15 44%	-	3 60%	17 40%	10 32%	1 8%	3 60%	17 40%	11 26%	8 35%	23 34%	9 28%	22 38%	2 67%	20 36%
I don't trust this extension	22 24%	-	-	22 24%	-	-	15 27%	7 21%	-	2 40%	8 19%	9 29%	3 25%	2 40%	8 19%	12 28%	5 22%	17 25%	12 38%	10 17%	-	10 18%
It doesn't seem legitimate	17 19%	-	-	17 19%	-	-	13 23%	4 12%	-	1 20%	8 19%	6 19%	2 17%	1 20%	8 19%	8 19%	5 22%	12 18%	9 28%	8 14%	1 33%	7 13%
I'm afraid of my information being stolen if I go here	9 10%	-	-	9 10%	-	-	5 9%	4 12%	-	2 40%	4 10%	3 10%	-	2 40%	4 10%	3 7%	4 17%	5 7%	6 19%	3 5%	-	3 5%
Not interested in content/realstate	1 1%	-	-	1 1%	-	-	-	1 3%	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	1 3%	-	-	-
For specific information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Geared towards students	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Name is too long	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not easy to use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with it/Never heard of it before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dislike name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only use proven sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Similar sites available	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q817_9. Why are you very unlikely to visit a website with each of these gTLDs in the future?

14 Mar 2015
Table 382

9. .ovh

Base: Very Unlikely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	90*	**	**	90*	**	**	56*	34*	**	5**	42*	31*	12**	5**	42*	43*	23**	67*	32*	58*	3**	55*
Likely to visit/positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1 1%	-	-	1 1%	-	-	-	1 3%	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	1 3%	-	-	-
None of the above	1 1%	-	-	1 1%	-	-	-	1 3%	-	-	-	1 3%	-	-	-	1 2%	-	1 1%	-	1 2%	-	1 2%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	126 140%	-	-	126 140%	-	-	77 138%	49 144%	-	10 200%	62 148%	41 132%	13 108%	10 200%	62 148%	54 126%	35 152%	91 136%	50 156%	76 131%	3 100%	73 133%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q817_10. Why are you very unlikely to visit a website with each of these gTLDs in the future?

14 Mar 2015
Table 383

10. .london

Base: Very Unlikely To Visit New gTLD

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	257	**	**	257	**	**	157	100	26**	35*	115	56*	25**	61*	115	81*	60*	197	63*	194	24**	170
Weighted Base	257	**	**	257	**	**	157	100	26**	35*	115	56*	25**	61*	115	81*	60*	197	63*	194	24**	170
I have no reason to go there	135 53%	-	-	135 53%	-	-	83 53%	52 52%	12 46%	15 43%	62 54%	29 52%	17 68%	27 44%	62 54%	46 57%	29 48%	106 54%	30 48%	105 54%	9 38%	96 56%
I've never been to this type of website before	90 35%	-	-	90 35%	-	-	52 33%	38 38%	10 38%	14 40%	46 40%	14 25%	6 24%	24 39%	46 40%	20 25%	22 37%	68 35%	19 30%	71 37%	10 42%	61 36%
I don't trust this extension	55 21%	-	-	55 21%	-	-	35 22%	20 20%	7 27%	10 29%	22 19%	12 21%	4 16%	17 28%	22 19%	16 20%	10 17%	45 23%	21 33%	34 18%	7 29%	27 16%
It doesn't seem legitimate	25 10%	-	-	25 10%	-	-	18 11%	7 7%	2 8%	2 6%	15 13%	4 7%	2 8%	4 7%	15 13%	6 7%	6 10%	19 10%	7 11%	18 9%	3 13%	15 9%
I'm afraid of my information being stolen if I go here	14 5%	-	-	14 5%	-	-	7 4%	7 7%	1 4%	3 9%	7 6%	2 4%	1 4%	4 7%	7 6%	3 4%	6 10%	8 4%	3 5%	11 6%	3 13%	8 5%
Dislike name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For specific information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Geared towards students	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Name is too long	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not easy to use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with it/Never heard of it before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interested in content/real estate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only use proven sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Similar sites available	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q817_10. Why are you very unlikely to visit a website with each of these gTLDs in the future?
10. .london

14 Mar 2015
Table 383

Base: Very Unlikely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	257	**	**	257	**	**	157	100	26**	35*	115	56*	25**	61*	115	81*	60*	197	63*	194	24**	170
Likely to visit/positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the above	8 3%	-	-	8 3%	-	-	4 3%	4 4%	1 4%	1 3%	-	5 9% K	1 4%	2 3%	-	6 7% O	2 3%	6 3%	1 2%	7 4%	-	7 4%
Don't know	1 *	-	-	1 *	-	-	1 1%	-	1 4%	-	-	-	-	1 2%	-	-	1 2%	-	-	1 1%	-	1 1%
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	328 128%	-	-	328 128%	-	-	200 127%	128 128%	34 131%	45 129%	152 132%	66 118%	31 124%	79 130%	152 132%	97 120%	76 127%	252 128%	81 129%	247 127%	32 133%	215 126%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q817_11. Why are you very unlikely to visit a website with each of these gTLDs in the future?

14 Mar 2015
Table 384

11. .nyc

Base: Very Unlikely To Visit New gTLD

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	156	156	**	**	**	**	69*	87*	11**	28**	52*	30*	35*	39*	52*	65*	30*	126	19**	137	7**	130
Weighted Base	156	156	**	**	**	**	69*	87*	11**	28**	52*	30*	35*	39*	52*	65*	30*	126	19**	137	7**	130
I have no reason to go there	98 63%	98 63%	-	-	-	-	35 51%	63 72%	5 45%	17 61%	34 65%	19 63%	23 66%	22 56%	34 65%	42 65%	23 77%	75 60%	8 42%	90 66%	4 57%	86 66%
I've never been to this type of website before	66 42%	66 42%	-	-	-	-	30 43%	36 41%	5 45%	12 43%	24 46%	10 33%	15 43%	17 44%	24 46%	25 38%	6 20%	60 48%	10 53%	56 41%	3 43%	53 41%
It doesn't seem legitimate	23 15%	23 15%	-	-	-	-	11 16%	12 14%	2 18%	4 14%	10 19%	4 13%	3 9%	6 15%	10 19%	7 11%	2 7%	21 17%	7 37%	16 12%	-	16 12%
I'm afraid of my information being stolen if I go here	20 13%	20 13%	-	-	-	-	7 10%	13 15%	1 9%	3 11%	7 13%	7 23%	2 6%	4 10%	7 13%	9 14%	2 7%	18 14%	4 21%	16 12%	1 14%	15 12%
I don't trust this extension	20 13%	20 13%	-	-	-	-	7 10%	13 15%	2 18%	4 14%	9 17%	3 10%	2 6%	6 15%	9 17%	5 8%	1 3%	19 15%	2 11%	18 13%	-	18 14%
For specific information	1 1%	1 1%	-	-	-	-	1 1%	-	-	-	-	1 3%	-	-	-	1 2%	-	1 1%	-	1 1%	1 14%	-
Dislike name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Geared towards students	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Name is too long	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not easy to use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with it/Never heard of it before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interested in content/real estate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only use proven sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Similar sites available	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q817_11. Why are you very unlikely to visit a website with each of these gTLDs in the future?

14 Mar 2015
Table 384

11. .nyc

Base: Very Unlikely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	156	156	**	**	**	**	69*	87*	11**	28**	52*	30*	35*	39*	52*	65*	30*	126	19**	137	7**	130
Likely to visit/positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the above	1 1%	1 1%	-	-	-	-	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	1 1%	-	1 1%
Don't know	1 1%	1 1%	-	-	-	-	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	1 5%	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	230 147%	230 147%	-	-	-	-	93 135%	137 157%	15 136%	40 143%	86 165%	44 147%	45 129%	55 141%	86 165%	89 137%	34 113%	196 156%	32 168%	198 145%	9 129%	189 145%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q817_12. Why are you very unlikely to visit a website with each of these gTLDs in the future?
12. .wang

14 Mar 2015
Table 385

Base: Very Unlikely To Visit New gTLD

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	169	**	**	**	**	169	103	66*	6**	49*	84*	22**	8**	55*	84*	30*	23**	146	55*	114	33*	81*
Weighted Base	169	**	**	**	**	169	103	66*	6**	49*	84*	22**	8**	55*	84*	30*	23**	146	55*	114	33*	81*
I've never been to this type of website before	88 52%	-	-	-	-	88 52%	51 50%	37 56%	2 33%	30 61%	41 49%	12 55%	3 38%	32 58%	41 49%	15 50%	9 39%	79 54%	25 45%	63 55%	22 67%	41 51%
I have no reason to go there	50 30%	-	-	-	-	50 30%	32 31%	18 27%	1 17%	14 29%	24 29%	7 32%	4 50%	15 27%	24 29%	11 37%	8 35%	42 29%	21 38%	29 25%	7 21%	22 27%
It doesn't seem legitimate	27 16%	-	-	-	-	27 16%	14 14%	13 20%	-	10 20%	16 19%	1 5%	-	10 18%	16 19%	1 3%	2 9%	25 17%	11 20%	16 14%	1 3%	15 19%
I don't trust this extension	27 16%	-	-	-	-	27 16%	17 17%	10 15%	2 33%	11 22%	13 15%	1 5%	-	13 24% P	13 15%	1 3%	1 4%	26 18%	11 20%	16 14%	5 15%	11 14%
I'm afraid of my information being stolen if I go here	24 14%	-	-	-	-	24 14%	15 15%	9 14%	-	7 14%	14 17%	3 14%	-	7 13%	14 17%	3 10%	3 13%	21 14%	11 20%	13 11%	5 15%	8 10%
Dislike name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For specific information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Geared towards students	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Name is too long	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not easy to use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with it/Never heard of it before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interested in content/real estate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only use proven sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Similar sites available	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q817_12. Why are you very unlikely to visit a website with each of these gTLDs in the future?
12. .wang

14 Mar 2015
Table 385

Base: Very Unlikely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	169	**	**	**	**	169	103	66*	6**	49*	84*	22**	8**	55*	84*	30*	23**	146	55*	114	33*	81*
Likely to visit/positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the above	13 8%	-	-	-	-	13 8%	11 11%	2 3%	2 33%	3 6%	5 6%	2 9%	1 13%	5 9%	5 6%	3 10%	4 17%	9 6%	5 9%	8 7%	-	8 10%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	229 136%	-	-	-	-	229 136%	140 136%	89 135%	7 117%	75 153%	113 135%	26 118%	8 100%	82 149%	113 135%	34 113%	27 117%	202 138%	84 153%	145 127%	40 121%	105 130%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q817_13. Why are you very unlikely to visit a website with each of these gTLDs in the future?
13. .xn-ses554g (Chinese for network address)

14 Mar 2015
Table 386

Base: Very Unlikely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	164	**	**	**	**	164	101	63*	6**	53*	78*	20**	7**	59*	78*	27**	23**	141	54*	110	29**	81*
Weighted Base	164	**	**	**	**	164	101	63*	6**	53*	78*	20**	7**	59*	78*	27**	23**	141	54*	110	29**	81*
I've never been to this type of website before	90 55%	-	-	-	-	90 55%	56 55%	34 54%	2 33%	30 57%	42 54%	12 60%	4 57%	32 54%	42 54%	16 59%	9 39%	81 57%	26 48%	64 58%	20 69%	44 54%
I have no reason to go there	47 29%	-	-	-	-	47 29%	29 29%	18 29%	1 17%	16 30%	22 28%	5 25%	3 43%	17 29%	22 28%	8 30%	8 35%	39 28%	24 44%	23 21%	5 17%	18 22%
It doesn't seem legitimate	35 21%	-	-	-	-	35 21%	20 20%	15 24%	-	18 34%	16 21%	1 5%	-	18 31%	16 21%	4 9%	2 9%	33 23%	15 28%	20 18%	2 7%	18 22%
I don't trust this extension	30 18%	-	-	-	-	30 18%	20 20%	10 16%	1 17%	15 28%	12 15%	2 10%	-	16 27%	12 15%	2 7%	1 4%	29 21%	12 22%	18 16%	6 21%	12 15%
I'm afraid of my information being stolen if I go here	27 16%	-	-	-	-	27 16%	19 19%	8 13%	-	10 19%	12 15%	4 20%	14 14%	10 17%	12 15%	5 19%	3 13%	24 17%	11 20%	16 15%	5 17%	11 14%
Name is too long	1 1%	-	-	-	-	1 1%	1 1%	-	-	1 2%	-	-	-	1 2%	-	-	-	1 1%	-	1 1%	-	1 1%
Not easy to use	1 1%	-	-	-	-	1 1%	1 1%	-	-	1 2%	-	-	-	1 2%	-	-	-	1 1%	-	1 1%	-	1 1%
Geared towards students	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dislike name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For specific information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with it/Never heard of it before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interested in content/real estate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only use proven sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Similar sites available	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q817_13. Why are you very unlikely to visit a website with each of these gTLDs in the future?
13. .xn-ses554g (Chinese for network address)

14 Mar 2015
Table 386

Base: Very Unlikely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	164	**	**	**	**	164	101	63*	6**	53*	78*	20**	7**	59*	78*	27**	23**	141	54*	110	29**	81*
Likely to visit/positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the above	13 8%	-	-	-	-	13 8%	10 10%	3 5%	2 33%	3 6%	5 6%	2 10%	1 14%	5 8%	5 6%	3 11%	4 17%	9 6%	5 9%	8 7%	-	8 10%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	244 149%	-	-	-	-	244 149%	156 154%	88 140%	6 100%	94 177%	109 140%	26 130%	9 129%	100 169%	109 140%	35 130%	27 117%	217 154%	93 172%	151 137%	38 131%	113 140%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q817_14. Why are you very unlikely to visit a website with each of these gTLDs in the future?
14. .xn-55qx5d (Chinese for company)

14 Mar 2015
Table 387

Base: Very Unlikely To Visit New gTLD

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	173	**	**	**	**	173	106	67*	7**	58*	80*	22**	6**	65*	80*	28**	27**	146	56*	117	31*	86*
Weighted Base	173	**	**	**	**	173	106	67*	7**	58*	80*	22**	6**	65*	80*	28**	27**	146	56*	117	31*	86*
I've never been to this type of website before	92 53%	-	-	-	-	92 53%	53 50%	39 58%	3 43%	36 62%	40 50%	11 50%	2 33%	39 60%	40 50%	13 46%	11 41%	81 55%	27 48%	65 56%	18 58%	47 55%
I have no reason to go there	51 29%	-	-	-	-	51 29%	34 32%	17 25%	1 14%	18 31%	23 29%	6 27%	3 50%	19 29%	23 29%	9 32%	8 30%	43 29%	23 41%	28 24%	8 26%	20 23%
It doesn't seem legitimate	29 17%	-	-	-	-	29 17%	16 15%	13 19%	-	14 24%	14 18%	1 5%	-	14 22%	14 18%	1 4%	3 11%	26 18%	11 20%	18 15%	3 10%	15 17%
I don't trust this extension	29 17%	-	-	-	-	29 17%	20 19%	9 13%	1 14%	13 22%	13 16%	2 9%	-	14 22%	13 16%	2 7%	1 4%	28 19%	10 18%	19 16%	6 19%	13 15%
I'm afraid of my information being stolen if I go here	26 15%	-	-	-	-	26 15%	20 19%	6 9%	-	10 17%	11 14%	4 18%	1 17%	10 15%	11 14%	5 18%	3 11%	23 16%	12 21%	14 12%	3 10%	11 13%
Name is too long	1 1%	-	-	-	-	1 1%	1 1%	-	-	1 2%	-	-	-	1 2%	-	-	-	1 1%	-	1 1%	-	1 1%
Not easy to use	1 1%	-	-	-	-	1 1%	1 1%	-	-	1 2%	-	-	-	1 2%	-	-	-	1 1%	-	1 1%	-	1 1%
Geared towards students	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dislike name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For specific information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with it/Never heard of it before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interested in content/real estate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only use proven sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Similar sites available	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q817_14. Why are you very unlikely to visit a website with each of these gTLDs in the future?
14. .xn-55qx5d (Chinese for company)

14 Mar 2015
Table 387

Base: Very Unlikely To Visit New gTLD

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	173	**	**	**	**	173	106	67*	7**	58*	80*	22**	6**	65*	80*	28**	27**	146	56*	117	31*	86*
Likely to visit/positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1 1%	-	-	-	-	1 1%	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	-	1 1%
None of the above	16 9%	-	-	-	-	16 9%	13 12%	3 4%	2 29%	2 3%	9 11%	2 9%	1 17%	4 6%	9 11%	3 11%	4 15%	12 8%	6 11%	10 9%	1 3%	9 10%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	246 142%	-	-	-	-	246 142%	158 149%	88 131%	7 100%	95 164%	111 139%	26 118%	7 117%	102 157%	111 139%	33 118%	30 111%	216 148%	89 159%	157 134%	39 126%	118 137%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q821. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?

14 Mar 2015
Table 388

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
.email	2451 40% BD	224 24%	293 49% ABD	276 25%	177 43% BD	1481 47% ABD	1336 39%	1115 41%	380 45% KLM	825 47% KLM	988 39% LM	199 29% M	59 19%	1205 48% OP	988 39% P	258 26%	457 39%	1994 40%	1281 53% T	1190 32%	670 49% V	520 22%
.xn-55qx5d (Chinese for company)	413 37%	-	-	-	-	413 37%	251 38%	162 36%	24 42% L	159 44% KL	187 36% L	40 26%	3 12%	183 44% OP	187 36% P	43 24%	44 37%	369 37%	231 50% T	182 28%	116 44% V	66 17%
.xn-ses554g (Chinese for network address)	411 37%	-	-	-	-	411 37%	253 38%	158 35%	24 42% KL	158 44% KL	178 35%	47 31%	4 15%	182 44% OP	178 35% P	51 28%	40 34%	371 37%	236 52% T	175 27%	107 41% V	68 17%
.link	2210 36% BD	206 22%	274 46% ABD	216 20%	173 42% ABD	1341 43% ABD	1203 35%	1007 37%	340 40% KLM	791 45% IKLM	883 35% LM	157 23% M	39 13%	1131 43% OP	883 35% P	196 20%	411 35%	1799 36%	1179 50% T	1031 27%	606 44% V	425 18%
.wang	379 34%	-	-	-	-	379 34%	235 35%	144 32%	26 46% L	145 41% KL	171 33% L	35 23%	2 8%	171 41% OP	171 33% P	37 21%	38 32%	341 34%	213 47% T	166 25%	105 40% V	61 16%
.club	1841 30% BD	157 17%	214 36% ABDE	182 17%	110 27% BD	1178 38% ABDE	1024 30%	817 30%	269 32% LM	663 37% IKLM	742 29% LM	139 20% M	28 9%	932 36% OP	742 29% P	167 17%	314 27%	1527 31% Q	1011 43% T	830 22%	490 36% V	340 14%
.photography	1754 29% BD	153 17%	211 35% ABDE	174 16%	114 28% BD	1102 35% ABDE	960 28%	794 29%	297 35% KLM	634 36% KLM	674 26% LM	112 16%	37 12%	931 36% OP	674 26% P	149 15%	309 26%	1445 29% Q	981 41% T	773 20%	457 33% V	316 13%
.guru	1601 26% BD	122 13%	179 30% ABD	133 12%	116 28% BD	1051 34% ABDE	913 27%	688 25%	247 29% KLM	599 34% IKLM	641 25% LM	96 14% M	18 6%	846 32% OP	641 25% P	114 12%	288 24%	1313 26% Q	915 39% T	686 18%	418 31% V	268 11%
.xyz	1354 22% BD	99 11%	153 26% ABDE	124 11%	79 19% BD	899 29% ABDE	766 23%	588 21%	205 24% LM	508 29% IKLM	559 22% LM	67 10% M	15 5%	713 27% OP	559 22% P	82 8%	229 19%	1125 23% Q	781 33% T	573 15%	340 25% V	233 10%
.realtor	1347 22% BD	98 11%	158 26% ABDE	118 11%	78 19% BD	895 29% ABDE	763 22%	584 21%	195 23% LM	503 28% IKLM	546 21% LM	86 13% M	17 6%	698 27% OP	546 21% P	103 10%	240 20%	1107 22% Q	789 33% T	558 15%	344 25% V	214 9%
.berlin	35 14%	-	-	35 14%	-	-	29 18% H	6 7%	2 100%	3 19%	22 17%	6 8%	2 8%	5 28% P	22 17% P	8 8%	4 8%	31 15%	17 22% T	18 10%	-	18 11%
.london	143 13%	-	-	143 13%	-	-	85 14%	58 12%	20 22% KLM	40 22% KLM	71 13% LM	8 4%	4 4%	60 22% OP	71 13% P	12 4%	28 13%	115 13% Q	62 22% T	81 10%	31 20% V	50 8%
.nyc	41 8%	41 8%	-	-	-	-	18 9%	23 8%	6 17% LM	8 8% M	22 12% M	4 5%	1 1%	14 10% P	22 12% P	5 3%	11 12%	30 7% T	11 15% T	30 7%	3 11% V	27 7%
.ovh	11 4%	-	-	11 4%	-	-	10 6%	1 1%	1 50%	2 13%	6 5%	2 3%	-	3 17%	6 5% P	2 2%	1 2%	10 5% Q	5 6% T	6 3%	-	6 4%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q821. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?

14 Mar 2015
Table 389

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
.ovh	170 68%	-	-	170 68%	-	-	107 67%	63 69%	-	8 50%	87 66%	54 72%	21 81%	8 44%	87 66%	75 74%	33 69%	137 68%	60 77%	110 64%	9 82%	101 63%
.nyc	328 65%	328 65%	-	-	-	-	136 69%	192 63%	21 60%	67 65%	118 62%	58 68%	64 73%	88 64%	118 62%	122 71%	57 61%	271 66%	51 70%	277 65%	21 75%	256 64%
.berlin	149 60%	-	-	149 60%	-	-	90 57%	59 65%	-	8 50%	72 55%	50 67%	19 73%	8 44%	72 55%	69 68%	31 65%	118 58%	49 63%	100 58%	9 82%	91 57%
.london	643 59%	-	-	643 59%	-	-	375 62% H	268 56%	47 52%	93 51%	309 58%	132 71% IJK	62 69% IJK	140 51%	309 58%	194 70% NO	126 57%	517 60%	170 60%	473 59%	82 53%	391 60%
.realtor	3326 54% F	606 66% ACF	306 51%	668 62% ACF	250 61% ACF	1496 48%	1877 55%	1449 53%	484 57% J	875 49%	1362 54% J	404 59% JK	201 66% IJKL	1359 52%	1362 54%	605 61% NO	611 52%	2715 55%	1198 51%	2128 56% S	706 52%	1422 59% U
.xyz	3285 53% F	586 63% ACF	307 51%	659 61% ACF	247 60% ACF	1486 48%	1855 55%	1430 52%	477 56% JK	862 49%	1332 52% J	409 60% JK	205 67% IJKL	1339 51%	1332 52%	614 62% NO	613 52%	2672 54%	1195 50%	2090 55% S	702 51%	1388 58% U
.guru	3106 51% F	575 62% ACEF	292 49% F	649 60% ACEF	219 54% F	1371 44%	1736 51%	1370 50%	444 53% J	789 45%	1278 50% J	393 58% IJK	202 66% IJKL	1233 47%	1278 50% N	595 60% NO	582 49%	2524 51%	1088 46%	2018 53% S	648 47%	1370 57% U
.photography	2999 49% CF	558 60% ACEF	263 44%	615 57% ACF	220 54% ACF	1343 43%	1717 50% H	1282 47%	394 47%	771 44%	1259 49% J	385 57% IJK	190 63% IJK	1165 45%	1259 49% N	575 58% NO	568 48%	2431 49%	1041 44%	1958 52% S	619 45%	1339 56% U
.club	2880 47% F	544 59% ACF	259 43%	604 56% ACF	217 53% ACF	1256 40%	1645 48% H	1235 45%	416 49% J	730 41%	1191 47% J	356 52% JK	187 62% IJKL	1146 44%	1191 47% N	543 55% NO	547 46%	2333 47%	1011 43%	1869 50% S	574 42%	1295 54% U
.wang	497 45%	-	-	-	-	497 45%	291 44%	206 46%	27 47%	161 45%	231 45%	64 42%	14 54%	188 45%	231 45%	78 43%	60 51%	437 44%	186 41%	311 48% S	105 40%	206 53% U
.xn--ses554g (Chinese for network address)	479 43%	-	-	-	-	479 43%	286 43%	193 43%	28 49%	149 42%	229 44%	59 38%	14 54%	177 43%	229 44%	73 41%	58 49%	421 42%	170 37%	309 47% S	105 40%	204 52% U
.xn--55qx5d (Chinese for company)	472 43%	-	-	-	-	472 43%	285 43%	187 42%	27 47%	145 41%	225 44%	61 40%	14 54%	172 41%	225 44%	75 42%	56 47%	416 42%	172 38%	300 46% S	96 37%	204 52% U
.link	2581 42% CF	484 52% ACEF	209 35%	570 52% ACEF	171 42% CF	1147 37%	1489 44% H	1092 40%	357 42% J	648 37%	1064 42% J	335 49% IJK	177 58% IJKL	1005 38%	1064 42% N	512 52% NO	481 41%	2100 42%	879 37%	1702 45% S	490 36%	1212 50% U
.email	2438 40% CF	479 52% ACEF	200 33%	521 48% ACEF	168 41% CF	1070 34%	1407 41% H	1031 38%	320 38%	633 36%	1009 40% J	313 46% IJK	163 54% IJKL	953 36%	1009 40% N	476 48% NO	454 38%	1984 40%	837 35%	1601 42% S	451 33%	1150 48% U

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q821. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?
SUMMARY TABLE OF VERY LIKELY OR SOMEWHAT LIKELY FOR ANY DOMAIN

14 Mar 2015
Table 390

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Respondent 3 or 4	3186 52% BD	330 36%	355 59% ABD	375 35%	246 60% ABD	1880 60% ABD	1773 52%	1413 52%	495 59% KLM	1046 59% KLM	1282 50% LM	273 40% M	90 30%	1541 59% OP	1282 50% P	363 37%	578 49%	2608 53% Q	1595 67% T	1591 42%	870 64% V	721 30%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q821_1. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?
1. .email

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	2451 40% BD	224 24%	293 49% ABD	276 25%	177 43% BD	1481 47% ABD	1336 39% 39%	1115 41%	380 45% KLM	825 47% KLM	988 39% LM	199 29% M	59 19%	1205 46% OP	988 39% P	258 26%	457 39%	1994 40%	1261 53% T	1190 32%	670 49% V	520 22%
Very likely	1065 17% BD	69 7%	138 23% ABD	94 9%	87 21% ABD	677 22% ABD	581 17%	484 18%	168 20% KLM	378 21% KLM	420 17% LM	74 11%	25 8%	546 21% OP	420 17% P	99 10%	193 16%	872 18%	614 26% T	451 12%	281 21% V	170 7%
Somewhat likely	1386 23% BD	155 17%	155 26% ABD	182 17%	90 22% BD	804 26% ABD	755 22%	631 23%	212 25% LM	447 25% KLM	568 22% LM	125 18% M	34 11%	659 25% OP	568 22% P	159 16%	264 22%	1122 23%	647 27% T	739 20%	389 28% V	350 15%
BOTTOM 2 BOX (NET)	2438 40% CF	479 52% ACEF	200 33%	521 48% ACEF	168 41% CF	1070 34% ABD	1407 41% H	1031 38%	320 38% J	633 36% KLM	1009 40% LM	313 46% IJK	163 54% IJKL	953 36% NO	1009 40% N	476 48% NO	454 38%	1984 40%	837 35% S	1601 42% S	451 33% U	1150 48% U
Somewhat unlikely	923 15% B	115 12%	77 13%	171 16% B	50 12%	510 16% ABCE	532 16%	391 14%	124 15%	253 14%	405 16%	100 15%	41 13%	377 14%	405 16%	141 14%	184 16%	739 15%	346 15%	577 15%	213 16%	364 15%
Very unlikely	1515 25% CF	364 39% ACDEF	123 21%	350 32% ACEF	118 29% ACF	560 18% H	875 26% H	640 23%	196 23%	380 21%	604 24%	213 31% IJK	122 40% IJKL	576 22%	604 24% NO	335 34% NO	270 23%	1245 25%	491 21% S	1024 27% S	238 17% U	786 33% U
Not sure	1255 20% EF	222 24% ACEF	106 18%	289 27% ACEF	64 16%	574 18% H	659 19%	596 22% G	145 17%	312 18%	547 22% IJ	169 25% IJK	82 27% IJK	457 17%	547 22% N	251 25% NO	269 23% R	986 20%	271 11% S	984 26% S	244 18% U	740 31% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q821_2. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?
2. .photography

14 Mar 2015
Table 392

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	1754 29% BD	153 17% ABDE	211 35% ABDE	174 16% ABDE	114 28% BD	1102 35% ABDE	960 28% ABDE	794 29% ABDE	297 35% KLM	634 36% KLM	674 26% LM	112 16% KLM	37 12% LM	931 36% OP	674 26% P	149 15% P	309 26% Q	1445 29% Q	981 41% T	773 20% T	457 33% V	316 13% V
Very likely	568 9% BD	45 5% BD	66 11% BD	46 4% BD	34 8% BD	377 12% ABDE	329 10% ABDE	239 9% ABDE	110 13% KLM	227 13% KLM	190 7% LM	31 5% LM	10 3% LM	337 13% OP	190 7% P	41 4% P	97 8% R	471 9% R	367 15% T	201 5% T	136 10% V	65 3% V
Somewhat likely	1186 19% BD	108 12% ABD	145 24% ABD	128 12% ABD	80 20% BD	725 23% ABD	631 19% H	555 20% H	187 22% KLM	407 23% KLM	484 19% LM	81 12% LM	27 9% LM	594 23% OP	484 19% P	108 11% P	212 18% R	974 20% R	614 26% T	572 15% T	321 24% V	251 10% V
BOTTOM 2 BOX (NET)	2999 49% CF	558 60% ACEF	263 44% ACEF	615 57% ACF	220 54% ACF	1343 43% ABDE	1717 50% H	1282 47% H	394 47% J	771 44% J	1259 49% M	385 57% IJK	190 63% IJK	1165 45% NO	1259 49% N	575 58% NO	568 48% NO	2431 49% NO	1041 44% S	1958 52% S	619 45% U	1339 56% U
Somewhat unlikely	1155 19% BD	128 14% B	115 19% B	173 16% B	66 16% ABDE	673 22% ABDE	661 19% ABDE	494 18% ABDE	160 19% M	328 19% M	507 20% M	120 18% M	40 13% M	488 19% P	507 20% P	160 16% P	223 19% R	932 19% R	458 19% T	697 18% T	298 22% V	399 17% V
Very unlikely	1844 30% CF	430 46% ACDEF	148 25% ACDEF	442 41% ACF	154 38% ACF	670 21% ACF	1056 31% H	788 29% H	234 28% J	443 25% J	752 30% J	265 39% IJK	150 49% IJKL	677 26% IJKL	752 30% N	415 42% NO	345 29% NO	1499 30% NO	583 25% S	1261 33% S	321 24% U	940 39% U
Not sure	1391 23% E	214 23% E	125 21% ABCEF	297 27% ABCEF	75 18% ABCEF	680 22% ABCEF	725 21% G	666 24% G	154 18% IJ	365 21% IJ	611 24% IJ	184 27% IJ	77 25% I	519 20% I	611 24% N	261 26% N	303 26% R	1088 22% R	347 15% S	1044 28% S	289 21% U	755 31% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q821_3. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?
3. .link

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	2210 36% BD	206 22%	274 46% ABD	216 20%	173 42% ABD	1341 43% ABD	1203 35% 35%	1007 37% 37%	340 40% KLM	791 45% IKLM	883 35% LM	157 23% M	39 13% 13%	1131 43% OP	883 35% P	196 20% 20%	411 35% 35%	1799 36% 36%	1179 50% T	1031 27% 27%	606 44% V	425 18% 18%
Very likely	834 14% BD	57 6% 6%	114 19% ABD	55 5% 5%	76 19% ABD	532 17% ABD	479 14% 14%	355 13% 13%	140 17% KLM	324 18% KLM	314 12% LM	44 6% 6%	12 4% 4%	464 18% OP	314 12% P	56 6% 6%	149 13% 13%	685 14% 14%	524 22% T	310 8% 8%	207 15% V	103 4% 4%
Somewhat likely	1376 22% BD	149 16% 16%	160 27% ABD	161 15% 15%	97 24% BD	809 26% ABD	724 21% 21%	652 24% G	200 24% LM	467 26% KLM	569 22% LM	113 17% M	27 9% 9%	667 26% OP	569 22% P	140 14% 14%	262 22% 22%	1114 22% 22%	655 28% T	721 19% 19%	399 29% V	322 13% 13%
BOTTOM 2 BOX (NET)	2581 42% CF	484 52% ACEF	209 35% 35%	570 52% ACEF	171 42% CF	1147 37% ABD	1489 44% H	1092 40% 40%	357 42% J	648 37% J	1064 42% J	335 49% IJK	177 58% IJKL	1005 38% 38%	1064 42% N	512 52% NO	481 41% 41%	2100 42% 42%	879 37% 37%	1702 45% S	490 36% 36%	1212 50% U
Somewhat unlikely	990 16% B	118 13% 13%	81 14% 14%	176 16% B	58 14% 14%	557 18% ABC	557 16% 16%	433 16% 16%	151 18% J	258 15% 15%	436 17% J	105 15% 15%	40 13% 13%	409 16% 16%	436 17% 17%	145 15% 15%	191 16% 16%	799 16% 16%	379 16% 16%	611 16% 16%	225 16% 16%	386 16% 16%
Very unlikely	1591 26% CF	366 40% ACEF	128 21% 21%	394 36% ACEF	113 28% CF	590 19% 19%	932 27% H	659 24% 24%	206 24% 24%	390 22% 22%	628 25% J	230 34% IJK	137 45% IJKL	596 23% 23%	628 25% 25%	367 37% NO	290 25% 25%	1301 26% 26%	500 21% 21%	1091 29% S	265 19% 19%	826 34% U
Not sure	1353 22% EF	235 25% ACEF	116 19% 19%	300 28% ACEF	65 16% 16%	637 20% E	710 21% 21%	643 23% G	148 18% 18%	331 19% 19%	597 23% IJ	189 28% IJK	88 29% IJK	479 18% 18%	597 23% N	277 28% NO	288 24% R	1065 21% 21%	311 13% 13%	1042 28% S	269 20% 20%	773 32% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q821_4. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?

14 Mar 2015
Table 394

4. .guru

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	1601 26% BD	122 13%	179 30% ABD	133 12%	116 28% BD	1051 34% ABDE	913 27%	688 25%	247 29% KLM	599 34% IKLM	641 25% LM	96 14% M	18 6%	846 32% OP	641 25% P	114 12%	288 24%	1313 26%	915 39% T	686 18%	418 31% V	268 11%
Very likely	514 8% BD	27 3%	57 10% BD	39 4%	43 11% BD	348 11% ABD	293 9%	221 8%	79 9% LM	216 12% IKLM	191 8% LM	21 3%	7 2%	295 11% OP	191 8% P	28 3%	84 7%	430 9%	322 14% T	192 5%	120 9% V	72 3%
Somewhat likely	1087 18% BD	95 10%	122 20% BD	94 9%	73 18% BD	703 22% ABDE	620 18%	467 17%	168 20% LM	383 22% KLM	450 18% LM	75 11% M	11 4%	551 21% OP	450 18% P	86 9%	204 17%	883 18%	593 25% T	494 13%	298 22% V	196 8%
BOTTOM 2 BOX (NET)	3106 51% F	575 62% ACEF	292 49% F	649 60% ACEF	219 54% F	1371 44% ABDE	1736 51%	1370 50%	444 53% J	789 45% JKLM	1278 50% LM	393 58% IJK	202 66% IJKL	1233 47% P	1278 50% N	595 60% NO	582 49%	2524 51%	1088 46%	2018 53% S	648 47%	1370 57% U
Somewhat unlikely	1151 19% BD	143 15%	113 19% D	164 15%	67 16%	664 21% ABDE	625 18%	526 19%	188 22% JKLM	332 19% M	484 19% LM	106 16%	41 13%	520 20% P	484 19% P	147 15%	217 18%	934 19%	453 19%	698 18%	307 22% V	391 16%
Very unlikely	1955 32% F	432 47% ACEF	179 30% F	485 45% ACEF	152 37% ACF	707 23% E	1111 33%	844 31%	256 30% J	457 26% J	794 31% J	287 42% IJK	161 53% IJKL	713 27% P	794 31% N	448 45% NO	365 31%	1590 32%	635 27%	1320 35% S	341 25% U	979 41% U
Not sure	1437 23% E	228 25% E	128 21% F	304 28% ACEF	74 18%	703 22% E	753 22%	684 25% G	154 18%	382 22% I	625 25% IJ	192 28% IJ	84 28% IJ	536 20% P	625 25% N	276 28% NO	310 26% R	1127 23%	366 15%	1071 28% S	299 22% U	772 32% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q821_5. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?
5. .realtor

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	1347 22% BD	98 11%	158 26% ABDE	118 11%	78 19% BD	895 29% ABDE	763 22%	584 21%	195 23% LM	503 28% IKLM	546 21% LM	86 13% M	17 6%	698 27% OP	546 21% P	103 10%	240 20%	1107 22%	789 33% T	558 15%	344 25% V	214 9%
Very likely	397 6% BDE	28 3%	45 8% BDE	33 3%	16 4% BD	275 9% ABDE	224 7%	173 6%	51 6% LM	171 10% IKLM	157 6% LM	15 2%	3 1%	222 8% OP	157 6% P	18 2%	59 5%	338 7% Q	264 11% T	133 4%	87 6% V	46 2%
Somewhat likely	950 15% BD	70 8%	113 19% ABD	85 8%	62 15% BD	620 20% ABDE	539 16%	411 15%	144 17% LM	332 19% KLM	389 15% LM	71 10% M	14 5%	476 18% OP	389 15% P	85 9%	181 15%	769 15%	525 22% T	425 11%	257 19% V	168 7%
BOTTOM 2 BOX (NET)	3326 54% F	606 66% ACF	306 51%	668 62% ACF	250 61% ACF	1496 48% ABDE	1877 55%	1449 53%	484 57% J	875 49% J	1362 54% J	404 59% JK	201 66% IJKL	1359 52%	1362 54% NO	605 61% NO	611 52%	2715 55%	1198 51%	2128 56% S	706 52%	1422 59% U
Somewhat unlikely	1247 20% BD	140 15%	121 20% BD	172 16%	80 20% B	734 23% ABD	705 21%	542 20%	192 23% LM	381 22% LM	526 21% LM	108 16%	40 13%	573 22% P	526 21% P	148 15%	229 19%	1018 21%	517 22% T	730 19%	341 25% V	389 16%
Very unlikely	2079 34% F	466 50% ACDEF	185 31% F	496 46% ACF	170 42% ACF	762 24% ABDE	1172 34%	907 33%	292 35% J	494 28% J	836 33% J	296 43% IJK	161 53% IJKL	786 30%	836 33% N	457 46% NO	382 32%	1697 34%	681 29%	1398 37% S	365 27%	1033 43% U
Not sure	1471 24% E	221 24%	135 23% F	300 28% ACEF	81 20%	734 23% ABDE	762 22%	709 26% G	166 20%	392 22%	636 25% IJ	191 28% IJ	86 28% IJ	558 21%	636 25% N	277 28% N	329 28% R	1142 23%	382 16% S	1089 29% S	315 23%	774 32% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q821_6. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?
6. .club

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	1841 30% BD	157 17%	214 36% ABDE	182 17%	110 27% BD	1178 38% ABDE	1024 30%	817 30%	269 32% LM	663 37% IKLM	742 29% LM	139 20% M	28 9%	932 36% OP	742 29% P	167 17%	314 27%	1527 31% Q	1011 43% T	830 22%	490 36% V	340 14%
Very likely	580 9% BD	41 4%	64 11% BD	47 4%	29 7% BD	399 13% ABDE	339 10%	241 9%	92 11% LM	232 13% KLM	221 9% LM	30 4% M	5 2%	324 12% OP	221 9% P	35 4%	80 7%	500 10% Q	383 16% T	197 5%	118 9% V	79 3%
Somewhat likely	1261 21% BD	116 13%	150 25% ABD	135 12%	81 20% BD	779 25% ABDE	685 20%	576 21%	177 21% LM	431 24% KLM	521 20% LM	109 18% M	23 8%	608 23% OP	521 20% P	132 13%	234 20%	1027 21%	628 27% T	633 17%	372 27% V	261 11%
BOTTOM 2 BOX (NET)	2880 47% F	544 59% ACF	259 43%	604 56% ACF	217 53% ACF	1256 40% ABDE	1645 48% H	1235 45%	416 49% J	730 41%	1191 47% J	356 52% JK	187 62% IJKL	1146 44%	1191 47% N	543 55% NO	547 46%	2333 47%	1011 43%	1869 50% S	574 42%	1295 54% U
Somewhat unlikely	1092 18% BD	126 14%	103 17%	169 16%	72 18%	622 20% ABD	627 18%	465 17%	176 21% JLM	294 17% M	485 19% JLM	101 15%	36 12%	470 18% P	485 19% P	137 14%	206 17%	886 18%	449 19%	643 17%	268 20% V	375 16%
Very unlikely	1788 29% F	418 45% ACDEF	156 26% F	435 40% ACF	145 35% ACF	634 20% ABDE	1018 30%	770 28%	240 28% J	436 25% J	706 28% J	255 37% IJK	151 50% IJKL	676 26% P	706 28% NO	406 41% NO	341 29%	1447 29%	562 24%	1226 32% S	306 22%	920 38% U
Not sure	1423 23% F	224 24%	126 21%	300 28% ACEF	82 20%	691 22% ABDE	733 22%	690 25% G	160 19%	377 21%	611 24% IJ	186 27% IJ	89 29% IJK	537 21%	611 24% N	275 28% NO	319 27% R	1104 22%	347 15%	1076 29% S	301 22%	775 32% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q821_7. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?

14 Mar 2015
Table 397

7. .xyz

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	1354 22% BD	99 11%	153 26% ABDE	124 11%	79 19% BD	899 29% ABDE	766 23%	588 21%	205 24% LM	508 29% IKLM	559 22% LM	67 10% M	15 5%	713 27% OP	559 22% P	82 8%	229 19%	1125 23% Q	781 33% T	573 15%	340 25% V	233 10%
Very likely	415 7% BDE	23 2%	46 8% BDE	34 3%	18 4% BD	294 9% ABDE	241 7%	174 6%	57 7% LM	192 11% IKLM	150 6% LM	15 2% M	1 0%	249 10% OP	150 6% P	16 2%	62 5%	353 7% Q	273 12% T	142 4%	86 6% V	56 2%
Somewhat likely	939 15% BD	76 8%	107 18% BD	90 8%	61 15% BD	605 19% ABDE	525 15%	414 15%	148 18% LM	316 18% LM	409 16% LM	52 8%	14 5%	464 18% P	409 16% P	66 7%	167 14%	772 16%	508 21% T	431 11%	254 19% V	177 7%
BOTTOM 2 BOX (NET)	3285 53% F	586 63% ACF	307 51%	659 61% ACF	247 60% ACF	1486 48% ABDE	1855 55%	1430 52%	477 56% JK	862 49% J	1332 52% J	409 60% JK	205 67% IJKL	1339 51%	1332 52% NO	614 62% NO	613 52%	2672 54%	1195 50%	2090 55% S	702 51%	1388 58% U
Somewhat unlikely	1214 20% BDE	139 15%	123 21% BE	184 17%	62 15% BD	706 23% ABDE	675 20%	539 20%	193 23% LM	351 20% M	503 20% M	127 19% M	40 13%	544 21% P	503 20%	167 17%	225 19%	989 20%	491 21%	723 19% V	321 24% V	402 17%
Very unlikely	2071 34% F	447 48% ACDF	184 31% F	475 44% ACF	185 45% ACF	780 25% ABDE	1180 35%	891 32%	284 34% J	511 29% J	829 33% J	282 41% IJK	165 54% IJKL	795 30% P	829 33% NO	447 45% NO	388 33%	1683 34%	704 30%	1367 36% S	381 28% U	986 41% U
Not sure	1505 24% E	240 26% E	139 23% ACEF	303 28% ACEF	83 20%	740 24% ABDE	781 23%	724 26% G	163 19%	400 23% IJ	653 26% IJ	205 30% IJK	84 28% I	563 22% I	653 26% N	289 29% NO	338 29% R	1167 24%	393 17% S	1112 29% S	323 24% U	789 33% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q821_8. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?
8. .berlin

Base: All Qualified Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	250	**	**	250	**	**	159	91*	2**	16**	131	75*	26**	18**	131	101	48*	202	78*	172	11**	161
Weighted Base	250	**	**	250	**	**	159	91*	2**	16**	131	75*	26**	18**	131	101	48*	202	78*	172	11**	161
TOP 2 BOX (NET)	35 14%	-	-	35 14%	-	-	29 18% H	6 7%	2 100%	3 19%	22 17%	6 8%	2 8%	5 28%	22 17% P	8 8%	4 8%	31 15%	17 22% T	18 10%	-	18 11%
Very likely	9 4%	-	-	9 4%	-	-	7 4%	2 2%	-	1 6%	7 5% L	-	1 4%	1 6%	7 5%	1 1%	2 4%	7 3%	5 6%	4 2%	-	4 2%
Somewhat likely	26 10%	-	-	26 10%	-	-	22 14% H	4 4%	2 100%	2 13%	15 11%	6 8%	1 4%	4 22%	15 11%	7 7%	2 4%	24 12%	12 15%	14 8%	-	14 9%
BOTTOM 2 BOX (NET)	149 60%	-	-	149 60%	-	-	90 57%	59 65%	-	8 50%	72 55%	50 67%	19 73%	8 44%	72 55%	69 68% O	31 65%	118 58%	49 63%	100 58%	9 82%	91 57%
Somewhat unlikely	20 8%	-	-	20 8%	-	-	13 8%	7 8%	-	1 6%	11 8%	4 5%	4 15%	1 6%	11 8%	8 8%	4 8%	16 8%	7 9%	13 8%	3 27%	10 6%
Very unlikely	129 52%	-	-	129 52%	-	-	77 48%	52 57%	-	7 44%	61 47%	46 61% K	15 58%	7 39%	61 47%	61 60% O	27 56%	102 50%	42 54%	87 51%	6 55%	81 50%
Not sure	66 26%	-	-	66 26%	-	-	40 25%	26 29%	-	5 31%	37 28%	19 25%	5 19%	5 28%	37 28%	24 24%	13 27%	53 26%	12 15%	54 31% S	2 18%	52 32%
Sigma	250 100%	-	-	250 100%	-	-	159 100%	91 100%	2 100%	16 100%	131 100%	75 100%	26 100%	18 100%	131 100%	101 100%	48 100%	202 100%	78 100%	172 100%	11 100%	161 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q821_9. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?
9. .ovh

14 Mar 2015
Table 399

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	250	**	**	250	**	**	159	91*	2**	16**	131	75*	26**	18**	131	101	48*	202	78*	172	11**	161
Weighted Base	250	**	**	250	**	**	159	91*	2**	16**	131	75*	26**	18**	131	101	48*	202	78*	172	11**	161
TOP 2 BOX (NET)	11 4%	-	-	11 4%	-	-	10 6%	1 1%	1 50%	2 13%	6 5%	2 3%	-	3 17%	6 5%	2 2%	1 2%	10 5%	5 6%	6 3%	-	6 4%
Very likely	2 1%	-	-	2 1%	-	-	2 1%	-	-	-	2 2%	-	-	-	2 2%	-	-	2 1%	1 1%	1 1%	-	1 1%
Somewhat likely	9 4%	-	-	9 4%	-	-	8 5%	1 1%	1 50%	2 13%	4 3%	2 3%	-	3 17%	4 3%	2 2%	1 2%	8 4%	4 5%	5 3%	-	5 3%
BOTTOM 2 BOX (NET)	170 68%	-	-	170 68%	-	-	107 67%	63 69%	-	8 50%	87 66%	54 72%	21 81%	8 44%	87 66%	75 74%	33 69%	137 68%	60 77%	110 64%	9 82%	101 63%
Somewhat unlikely	25 10%	-	-	25 10%	-	-	15 9%	10 11%	-	1 6%	15 11%	5 7%	4 15%	1 6%	15 11%	9 9%	4 8%	21 10%	6 8%	19 11%	4 36%	15 9%
Very unlikely	145 58%	-	-	145 58%	-	-	92 58%	53 58%	-	7 44%	72 55%	49 65%	17 65%	7 39%	72 55%	66 65%	29 60%	116 57%	54 69%	91 53%	5 45%	86 53%
Not sure	69 28%	-	-	69 28%	-	-	42 26%	27 30%	1 50%	6 38%	38 29%	19 25%	5 19%	7 39%	38 29%	24 24%	14 29%	55 27%	13 17%	56 33%	2 18%	54 34%
Sigma	250 100%	-	-	250 100%	-	-	159 100%	91 100%	2 100%	16 100%	131 100%	75 100%	26 100%	18 100%	131 100%	101 100%	48 100%	202 100%	78 100%	172 100%	11 100%	161 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q821_10. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?
10. .london

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1086	**	**	1086	**	**	604	482	90*	183	536	187	90*	273	536	277	220	866	281	805	154	651
Weighted Base	1086	**	**	1086	**	**	604	482	90*	183	536	187	90*	273	536	277	220	866	281	805	154	651
TOP 2 BOX (NET)	143 13%	-	-	143 13%	-	-	85 14%	58 12%	20 22% KLM	40 22% KLM	71 13% LM	8 4%	4 4%	60 22% OP	71 13% P	12 4%	28 13%	115 13%	62 22% T	81 10%	31 20% V	50 8%
Very likely	39 4%	-	-	39 4%	-	-	27 4%	12 2%	6 7% LM	10 5% LM	22 4% L	1 1%	-	16 6% P	22 4% P	1	7 3%	32 4%	23 8% T	16 2%	8 5% V	8 1%
Somewhat likely	104 10%	-	-	104 10%	-	-	58 10%	46 10%	14 16% LM	30 16% KLM	49 9% L	7 4%	4 4%	44 18% OP	49 9% P	11 4%	21 10%	83 10%	39 14% T	65 8%	23 15% V	42 6%
BOTTOM 2 BOX (NET)	643 59%	-	-	643 59%	-	-	375 62% H	268 56%	47 52%	93 51%	309 58%	132 71% IJK	62 69% IJK	140 51%	309 58%	194 70% NO	126 57%	517 60%	170 60%	473 59%	82 53%	391 60%
Somewhat unlikely	179 16%	-	-	179 16%	-	-	108 18%	71 15%	13 14%	36 20%	88 16%	28 15%	14 16%	49 18%	88 16%	42 15%	27 12%	152 18%	50 18%	129 16%	33 21% V	96 15%
Very unlikely	464 43%	-	-	464 43%	-	-	267 44%	197 41%	34 38%	57 31%	221 41% J	104 56% IJK	48 53% IJK	91 33%	221 41% N	152 55% NO	99 45%	365 42%	120 43%	344 43%	49 32%	295 45% U
Not sure	300 28%	-	-	300 28%	-	-	144 24%	156 32% G	23 26%	50 27%	156 29%	47 25%	24 27%	73 27%	156 29%	71 26%	66 30%	234 27%	49 17%	251 31% S	41 27%	210 32%
Sigma	1086 100%	-	-	1086 100%	-	-	604 100%	482 100%	90 100%	183 100%	536 100%	187 100%	90 100%	273 100%	536 100%	277 100%	220 100%	866 100%	281 100%	805 100%	154 100%	651 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q821_11. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?
11. .nyc

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	502	502	**	**	**	**	198	304	35*	103	191	85*	88*	138	191	173	94*	408	73*	429	28**	401
Weighted Base	502	502	**	**	**	**	198	304	35*	103	191	85*	88*	138	191	173	94*	408	73*	429	28**	401
TOP 2 BOX (NET)	41 8%	41 8%	-	-	-	-	18 9%	23 8%	6 17% LM	8 8% M	22 12% M	4 5%	1 1%	14 10% P	22 12% P	5 3%	11 12%	30 7%	11 15% T	30 7%	3 11%	27 7%
Very likely	7 1%	7 1%	-	-	-	-	3 2%	4 1%	1 3%	1 1%	4 2%	-	1 1%	2 1%	4 2%	1 1%	1 1%	6 1%	2 3%	5 1%	1 4%	4 1%
Somewhat likely	34 7%	34 7%	-	-	-	-	15 8%	19 6%	5 14% M	7 7% M	18 9% M	4 5% M	-	12 9% P	18 9% P	4 2%	10 11%	24 6%	9 12% T	25 6%	2 7%	23 6%
BOTTOM 2 BOX (NET)	328 65%	328 65%	-	-	-	-	136 69%	192 63%	21 60%	67 65%	118 62%	58 68%	64 73%	88 64%	118 62%	122 71%	57 61%	271 66%	51 70%	277 65%	21 75%	256 64%
Somewhat unlikely	56 11%	56 11%	-	-	-	-	16 8%	40 13%	4 11%	12 12%	24 13%	9 11%	7 8%	16 12%	24 13% P	16 9%	15 16%	41 10%	10 14%	46 11%	4 14%	42 10%
Very unlikely	272 54%	272 54%	-	-	-	-	120 61% H	152 50%	17 49%	55 53%	94 49%	49 58%	57 65% K	72 52% P	94 49% P	106 61% O	42 45%	230 56% Q	41 56%	231 54%	17 61%	214 53%
Not sure	133 26%	133 26%	-	-	-	-	44 22% H	89 29%	8 23%	28 27%	51 27%	23 27%	23 26%	36 26%	51 27% P	46 27%	26 28%	107 26%	11 15%	122 28% S	4 14%	118 29%
Sigma	502 100%	502 100%	-	-	-	-	198 100%	304 100%	35 100%	103 100%	191 100%	85 100%	88 100%	138 100%	191 100%	173 100%	94 100%	408 100%	73 100%	429 100%	28 100%	401 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q821_12. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?
12. .wang

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1110	**	**	**	**	1110	664	446	57*	358	515	154	26**	415	515	180	118	992	458	652	262	390
Weighted Base	1110	**	**	**	**	1110	664	446	57*	358	515	154	26**	415	515	180	118	992	458	652	262	390
TOP 2 BOX (NET)	379 34%	-	-	-	-	379 34%	235 35%	144 32%	26 46% L	145 41% KL	171 33% L	35 23%	2 8%	171 41% OP	171 33% P	37 21%	38 32%	341 34%	213 47% T	166 25%	105 40% V	61 16%
Very likely	117 11%	-	-	-	-	117 11%	73 11%	44 10%	10 18% KL	55 15% KL	45 9%	7 5%	-	65 16% OP	45 9% P	7 4%	6 5%	111 11% Q	75 16% T	42 6%	32 12% V	10 3%
Somewhat likely	262 24%	-	-	-	-	262 24%	162 24%	100 22%	16 28%	90 25%	126 24%	28 18%	2 8%	106 26% P	126 24% P	30 17%	32 27%	230 23%	138 30% T	124 19%	73 28% V	51 13%
BOTTOM 2 BOX (NET)	497 45%	-	-	-	-	497 45%	291 44%	206 46%	27 47%	161 45%	231 45%	64 42%	14 54%	188 45%	231 45%	78 43%	60 51%	437 44%	186 41%	311 48% S	105 40%	206 53% U
Somewhat unlikely	264 24%	-	-	-	-	264 24%	145 22%	119 27%	18 32%	89 25%	117 23%	34 22%	6 23%	107 26%	117 23%	40 22%	33 28%	231 23%	118 26%	146 22%	62 24%	84 22%
Very unlikely	233 21%	-	-	-	-	233 21%	146 22%	87 20%	9 16%	72 20%	114 22%	30 19%	8 31%	81 20%	114 22%	38 21%	27 23%	206 21%	68 15%	165 25% S	43 16%	122 31% U
Not sure	234 21%	-	-	-	-	234 21%	138 21%	96 22%	4 7%	52 15%	113 22% IJ	55 36% IJK	10 38%	56 13%	113 22% N	65 36% NO	20 17%	214 22%	59 13%	175 27% S	52 20%	123 32% U
Sigma	1110 100%	-	-	-	-	1110 100%	664 100%	446 100%	57 100%	358 100%	515 100%	154 100%	26 100%	415 100%	515 100%	180 100%	118 100%	992 100%	458 100%	652 100%	262 100%	390 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q821_13. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?
13. .xn-ses554g (Chinese for network address)

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1110	**	**	**	**	1110	664	446	57*	358	515	154	26**	415	515	180	118	992	458	652	262	390
Weighted Base	1110	**	**	**	**	1110	664	446	57*	358	515	154	26**	415	515	180	118	992	458	652	262	390
TOP 2 BOX (NET)	411 37%	-	-	-	-	411 37%	253 38%	158 35%	24 42%	158 44% KL	178 35%	47 31%	4 15%	182 44% OP	178 35%	51 28%	40 34%	371 37%	236 52% T	175 27%	107 41% V	68 17%
Very likely	152 14%	-	-	-	-	152 14%	94 14%	58 13%	7 12%	65 18% KL	62 12%	16 10%	2 8%	72 17% OP	62 12%	18 10%	6 5%	146 15% Q	94 21% T	58 9%	40 15% V	18 5%
Somewhat likely	259 23%	-	-	-	-	259 23%	159 24%	100 22%	17 30%	93 26%	116 23%	31 20%	2 8%	110 27% P	116 23%	33 18%	34 29%	225 23%	142 31% T	117 18%	67 26% V	50 13%
BOTTOM 2 BOX (NET)	479 43%	-	-	-	-	479 43%	286 43%	193 43%	28 49%	149 42%	229 44%	59 38%	14 54%	177 43%	229 44%	73 41%	58 49%	421 42%	170 37%	309 47% S	105 40%	204 52% U
Somewhat unlikely	249 22%	-	-	-	-	249 22%	141 21%	108 24%	18 32% J	71 20%	123 24%	31 20%	6 23%	89 21%	123 24%	37 21%	30 25%	219 22%	101 22%	148 23%	63 24%	85 22%
Very unlikely	230 21%	-	-	-	-	230 21%	145 22%	85 19%	10 18%	78 22%	106 21%	28 18%	8 31%	88 21%	106 21%	36 20%	28 24%	202 20%	69 15%	161 25% S	42 16%	119 31% U
Not sure	220 20%	-	-	-	-	220 20%	125 19%	95 21%	5 9%	51 14%	108 21% IJ	48 31% IJK	8 31%	56 13%	108 21% N	56 31% NO	20 17%	200 20%	52 11% S	168 26% S	50 19%	118 30% U
Sigma	1110 100%	-	-	-	-	1110 100%	664 100%	446 100%	57 100%	358 100%	515 100%	154 100%	26 100%	415 100%	515 100%	180 100%	118 100%	992 100%	458 100%	652 100%	262 100%	390 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q821_14. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?
14. .xn-55qx5d (Chinese for company)

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1110	**	**	**	**	1110	664	446	57*	358	515	154	26**	415	515	180	118	992	458	652	262	390
Weighted Base	1110	**	**	**	**	1110	664	446	57*	358	515	154	26**	415	515	180	118	992	458	652	262	390
TOP 2 BOX (NET)	413 37%	-	-	-	-	413 37%	251 38%	162 36%	24 42% L	159 44% KL	187 36% L	40 26%	3 12%	183 44% OP	187 36% P	43 24%	44 37%	369 37%	231 50% T	182 28%	116 44% V	66 17%
Very likely	142 13%	-	-	-	-	142 13%	82 12%	60 13%	8 14%	64 18% KL	56 11%	13 8%	1 4%	72 17% OP	56 11%	14 8%	13 11%	129 13%	89 19% T	53 8%	37 14% V	16 4%
Somewhat likely	271 24%	-	-	-	-	271 24%	169 25%	102 23%	16 28%	95 27% L	131 25% L	27 18%	2 8%	111 27% P	131 25% P	29 16%	31 26%	240 24%	142 31% T	129 20%	79 30% V	50 13%
BOTTOM 2 BOX (NET)	472 43%	-	-	-	-	472 43%	285 43%	187 42%	27 47%	145 41%	225 44%	61 40%	14 54%	172 41%	225 44%	75 42%	56 47%	416 42%	172 38% T	300 46% S	96 37%	204 52% U
Somewhat unlikely	246 22%	-	-	-	-	246 22%	147 22%	99 22%	18 32% J	69 19%	119 23%	33 21%	7 27%	87 21%	119 23%	40 22%	29 25%	217 22%	108 24% T	138 21%	54 21%	84 22%
Very unlikely	226 20%	-	-	-	-	226 20%	138 21%	88 20%	9 16%	76 21%	106 21%	28 18%	7 27%	85 20%	106 21%	35 19%	27 23%	199 20%	64 14% S	162 25% S	42 16%	120 31% U
Not sure	225 20%	-	-	-	-	225 20%	128 19%	97 22%	6 11%	54 15%	103 20%	53 34% IJK	9 35%	60 14%	103 20% N	62 34% NO	18 15%	207 21%	55 12% S	170 26% S	50 19%	120 31% U
Sigma	1110 100%	-	-	-	-	1110 100%	664 100%	446 100%	57 100%	358 100%	515 100%	154 100%	26 100%	415 100%	515 100%	180 100%	118 100%	992 100%	458 100%	652 100%	262 100%	390 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q823. Which of the following would be most important to you in determining which gTLD to purchase.

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Has a well-known extension	2857 47% D	403 44% D	287 48% D	444 41% ABCD	232 57% BCDF	1491 48% BD	1527 45% BD	1330 49% G	431 51% JKLM	828 47% M	1181 46% M	299 44% M	118 39% M	1259 48% P	1181 46% P	417 42% P	528 45% P	2329 47% P	1151 49% T	1706 45% T	669 49% V	1037 43% V
Reasonable price	2219 36% E	327 35% E	195 33% E	449 41% ABCEF	125 31% E	1123 36% E	1277 38% H	942 34% H	301 36% H	632 36% H	928 36% H	239 35% H	119 39% H	933 36% H	928 36% H	358 36% H	416 35% H	1803 36% H	761 32% H	1458 39% S	501 37% S	957 40% S
All of my other preferred gTLDs are unavailable	487 8% F	104 11% ADEF	53 9% E	93 9% E	24 6% E	213 7% E	290 9% E	197 7% E	54 6% E	129 7% E	202 8% E	72 11% IJK	30 10% I	183 7% I	202 8% I	102 10% NO	115 10% R	372 7% R	196 8% R	291 8% R	88 6% R	203 8% U
Has a new extension	415 7% BD	27 3% BD	50 8% BD	58 5% B	23 6% B	257 8% ABD	226 7% E	189 7% E	56 7% LM	159 9% IKLM	170 7% LM	22 3% LM	8 3% LM	215 8% OP	170 7% P	30 3% P	83 7% P	332 7% P	222 9% T	193 5% T	95 7% V	98 4% U
Don't plan on purchasing one	31 1% BD	11 1% ACEF	-	8 1% C	-	12 1% E	21 1% E	10 1% E	-	-	7 1% J	13 2% IJK	11 4% IJK	-	7 1% N	24 2% NO	4 1% N	27 1% R	6 1% S	25 1% S	-	25 1% U
Depends on if it fits my needs	16 1% BD	7 1% ADF	2 1% E	-	2 1% D	5 1% E	11 1% E	5 1% E	-	4 1% E	6 1% E	4 1% I	2 1% I	4 1% I	6 1% N	6 1% N	5 1% N	11 1% R	8 1% S	8 1% S	3 1% U	5 1% U
If it's safe/ Secure	11 1% BD	3 1% ADF	1 1% E	4 1% E	-	3 1% E	4 1% E	7 1% E	-	-	5 1% E	6 1% E	-	-	5 1% N	6 1% NO	6 1% R	5 1% R	2 1% S	9 1% S	3 1% U	6 1% U
Clearly indicates purpose of website	8 1% F	5 1% ADF	2 1% E	-	1 1% F	-	5 1% E	3 1% E	-	3 1% E	3 1% E	1 1% E	1 1% E	3 1% E	3 1% E	2 1% E	3 1% E	5 1% E	2 1% S	6 1% S	-	6 1% U
No cost/ Free	6 1% BD	1 1% ADF	1 1% E	3 1% E	-	1 1% E	3 1% E	3 1% E	-	1 1% E	1 1% E	3 1% E	1 1% E	1 1% E	1 1% E	4 1% E	2 1% E	4 1% E	3 1% S	3 1% S	-	3 1% U
If it's trusted/ trustworthy	4 1% BD	2 1% ADF	-	-	-	2 1% E	2 1% E	2 1% E	-	1 1% E	1 1% E	1 1% E	1 1% E	1 1% E	1 1% E	2 1% E	-	4 1% E	2 1% S	2 1% S	-	2 1% U
Depends on type of website	3 1% BD	1 1% ADF	-	-	1 1% E	1 1% E	1 1% E	2 1% E	-	1 1% E	1 1% E	1 1% E	-	1 1% E	1 1% E	1 1% E	-	3 1% E	1 1% S	2 1% S	-	2 1% U
Reliability	3 1% BD	1 1% ADF	1 1% E	-	-	-	1 1% E	2 1% E	1 1% E	-	1 1% E	1 1% E	-	1 1% E	1 1% E	1 1% E	-	3 1% E	1 1% S	2 1% S	-	2 1% U
Recommendation	2 1% BD	2 1% ADF	-	-	-	-	1 1% E	1 1% E	-	-	1 1% E	-	1 1% E	-	1 1% E	1 1% E	1 1% E	1 1% E	-	2 1% S	-	2 1% U
Easy to search for/ access	2 1% BD	2 1% ADF	-	-	-	-	-	2 1% E	-	-	2 1% E	-	-	-	2 1% E	-	-	2 1% E	-	2 1% S	1 1% U	1 1% U
Not familiar with gTLD/ need to research about it	2 1% BD	-	1 1% E	1 1% E	-	-	1 1% E	1 1% E	-	-	1 1% E	1 1% E	-	-	1 1% E	1 1% E	1 1% E	1 1% E	-	2 1% S	-	2 1% U
Descriptive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q823. Which of the following would be most important to you in determining which gTLD to purchase.

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Innovative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Relevant extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Price	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	14	3	2	4	2	3	10	4	1	4	7	1	1	5	7	2	3	11	8	6	1	5
None	16	6	-	7	-	3	6	10	-	2	6	4	4	2	6	8	4	12	3	13	-	13
Don't know	45	16	4	13	-	12	12	33	2	7	19	13	4	9	19	17	10	35	3	42	4	38
Declined to answer	12	7	1	2	-	2	7	5	-	4	4	1	3	4	4	4	1	11	2	10	2	8
Sigma	6153	928	600	1087	410	3128	3405	2748	846	1775	2546	682	304	2621	2546	986	1182	4971	2371	3782	1367	2415
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q826. Please rate the following gTLDs by how trustworthy you feel they are.

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
.berlin	159 64%	-	-	159 64%	-	-	107 67%	52 57%	2 100%	11 69%	82 63%	43 57%	21 81%	13 72%	82 63%	64 63%	27 56%	132 65%	55 71%	104 60%	5 45%	99 61%
.email	3851 63% BD	520 56%	384 64% BD	602 55%	257 63% BD	2088 67% ABD	2072 61%	1779 65% G	533 63% M	1148 65% M	1587 62% M	424 62% M	159 52%	1681 64% P	1587 62%	583 59%	726 62%	3125 63%	1612 68% T	2239 59%	944 69% V	1295 54%
.xn-55qx5d (Chinese for company)	632 57%	-	-	-	-	632 57%	378 57%	254 57%	39 68%	182 51%	283 55%	112 73% JK	16 62%	221 53%	283 55%	128 NO	69 58%	563 57%	299 65% T	333 51%	163 62% V	170 44%
.link	3463 56% BD	485 52% D	362 60% ABD	485 45%	244 60% BD	1887 60% ABD	1851 54%	1612 59% G	480 57% M	1032 58% M	1437 56% M	372 55% M	142 47%	1512 58% P	1437 56% P	514 52%	655 56%	2808 57%	1491 63% T	1972 52%	848 62% V	1124 47%
.xn-ses554g (Chinese for network address)	624 56%	-	-	-	-	624 56%	374 56%	250 56%	37 65%	186 52%	274 53%	110 71% JK	17 65%	223 54%	274 53%	127 71% NO	69 58%	555 56%	291 64% T	333 51%	159 61% V	174 45%
.nyc	270 54%	270 54%	-	-	-	-	100 51%	170 56%	20 57%	57 55%	107 56%	38 45%	48 55%	77 56%	107 56%	86 50%	48 51%	222 54%	39 53%	231 54%	14 50%	217 54%
.wang	585 53%	-	-	-	-	585 53%	364 55%	221 50%	28 49%	189 53%	261 51%	94 61% K	13 50%	217 52%	261 51%	107 59% O	57 48%	528 53%	279 61% T	306 47%	146 56% V	160 41%
.photography	3223 52% D	520 56% ADE	317 53% D	502 46%	205 50%	1679 54% AD	1724 51%	1499 55% G	462 55%	936 53%	1326 52%	349 51%	150 49%	1398 53%	1326 52%	499 51%	600 51%	2623 53%	1395 59% T	1828 48%	736 54% V	1092 45%
.club	2999 49% BCD	415 45% D	268 45% D	422 39%	186 45% D	1708 55% ABCDE	1646 48%	1353 49%	376 44%	924 52% IKM	1231 48% I	331 49%	137 45%	1300 50%	1231 48%	468 48%	538 46%	2461 50% Q	1308 55% T	1691 45%	723 53% V	968 40%
.london	495 46%	-	-	495 46%	-	-	281 47%	214 44%	38 42%	77 42%	256 48%	87 47%	37 41%	115 42%	256 48%	124 45%	91 41%	404 47%	140 50%	355 44%	65 42%	290 45%
.realtor	2612 43% CD	492 53% ACDEF	221 37% D	320 29%	166 41% D	1413 45% ACD	1371 40%	1241 45% G	311 37%	801 45% IK	1068 42% I	301 44% I	131 43%	1112 43%	1068 42%	432 44%	485 41%	2127 43%	1119 47% T	1493 40%	580 42% V	913 38%
.guru	2551 42% BD	329 36% D	229 38% D	303 28%	165 40% D	1525 49% ABCDE	1394 41%	1157 42%	336 40% M	793 45% IKLM	1058 42% M	268 39% M	96 32%	1129 43% P	1058 42% P	364 37%	473 40%	2078 42%	1143 48% T	1408 37%	615 45% V	793 33%
.xyz	2178 35% BDE	257 28%	200 33% BD	297 27%	116 28% D	1308 42% ABCDE	1185 35%	993 36%	276 33%	673 38% IM	902 35% M	243 36% M	84 28%	949 36%	902 35%	327 33%	415 35%	1763 36%	981 41% T	1197 32%	509 37% V	688 29%
.ovh	71 28%	-	-	71 28%	-	-	47 30%	24 26%	2 100%	6 38%	37 28%	20 27%	6 23%	8 44%	37 28%	26 26%	10 21%	61 30%	23 29%	48 28%	3 27%	45 28%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q826. Please rate the following gTLDs by how trustworthy you feel they are.
SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
.ovh	179 72%	-	-	179 72%	-	-	112 70%	67 74%	-	10 63%	94 72%	55 73%	20 77%	10 56%	94 72%	75 74%	38 79%	141 70%	55 71%	124 72%	8 73%	116 72%
.xyz	3966 65% F	668 72% ACF	399 67% F	789 73% ACF	293 72% AF	1817 58%	2217 65%	1749 64%	569 67% J	1097 62%	1642 65%	438 64%	220 72% JKL	1666 64%	1642 65%	658 67%	765 65%	3201 64%	1388 59%	2578 68% S	856 63%	1722 71% U
.guru	3593 58% F	596 64% AF	370 62% F	783 72% ABCEF	244 60% F	1600 51%	2008 59%	1585 58%	509 60% J	977 55%	1486 58% J	413 61% J	208 68% IJKL	1486 57%	1486 58%	621 63% NO	707 60%	2886 58%	1226 52%	2367 63% S	750 55%	1617 67% U
.realtor	3532 57% BF	433 47%	378 63% ABF	766 71% ABCEF	243 59% B	1712 55% B	2031 60% H	1501 55%	534 63% JKL	969 55%	1476 58% J	380 56%	173 57%	1503 57%	1476 58%	553 56%	695 59%	2837 57%	1250 53%	2282 60% S	785 58%	1497 62% U
.london	591 54%	-	-	54%	-	-	323 53%	268 56%	52 58%	106 58%	280 52%	100 53%	53 59%	158 58%	280 52%	153 55%	129 59%	462 53%	141 50%	450 56%	89 58%	361 55%
.club	3145 51% F	510 55% AF	331 55% AF	664 61% ABCEF	223 55% F	1417 45%	1756 52%	1389 51%	469 56% JK	846 48%	1313 52% J	350 51%	167 55% J	1315 50%	1313 52%	517 52%	642 54% R	2503 50%	1061 45%	2084 55% S	642 47%	1442 60% U
.photography	2921 48% BF	405 44%	282 47% ABCF	584 54% ABCF	204 50% B	1446 46%	1678 49% H	1243 45%	383 45%	834 47%	1218 48%	332 49%	154 51%	1217 47%	1218 48%	486 49%	580 49%	2341 47%	974 41%	1947 52% S	629 46%	1318 55% U
.wang	525 47%	-	-	-	-	525 47%	300 45%	225 50%	29 51%	169 47%	254 49% L	60 39%	13 50%	198 48%	254 49% P	73 41%	61 52%	464 47%	179 39%	346 53% S	116 44%	230 59% U
.nyc	232 46%	232 46%	-	-	-	-	98 49%	134 44%	15 43%	46 45%	84 44%	47 55%	40 45%	61 44%	84 44%	87 50%	46 49%	186 46%	34 47%	198 46%	14 50%	184 46%
.xn-ses554g (Chinese for network address)	486 44%	-	-	-	-	486 44%	290 44%	196 44%	20 35%	172 48% L	241 47% L	44 29%	9 35%	192 46% P	241 47% P	53 29%	49 42%	437 44%	167 36%	319 49% S	103 39%	216 55% U
.link	2681 44% CF	440 48% ACEF	237 40% ACF	601 55% ABCEF	165 40%	1238 40%	1551 46% H	1130 41%	365 43%	738 42%	1107 44%	309 45%	162 53% IJKL	1103 42%	1107 44%	471 48% NO	525 44%	2156 43%	878 37%	1803 48% S	517 38%	1286 53% U
.xn-55qx5d (Chinese for company)	478 43%	-	-	-	-	478 43%	286 43%	192 43%	18 32%	176 49% IL	232 45% L	42 27%	10 38%	194 47% P	232 45% P	52 29%	49 42%	429 43%	159 35%	319 49% S	99 38%	220 56% U
.email	2293 37% F	405 44% ACEF	215 36% ACF	484 45% ACEF	152 37%	1037 33%	1330 39% H	963 35%	312 37%	622 35%	957 38%	257 38%	145 48% IJKL	934 36%	957 38%	402 41% N	454 38%	1839 37%	757 32%	1536 41% S	421 31%	1115 46% U
.berlin	91 36%	-	-	91 36%	-	-	52 33%	39 43%	-	5 31%	49 37%	32 43%	5 19%	5 28%	49 37%	37 37%	21 44%	70 35%	23 29%	68 40%	6 55%	62 39%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q826_1. Please rate the following gTLDs by how trustworthy you feel they are.
1. .email

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	3851 63% BD	520 56%	384 64% BD	602 55%	257 63% BD	2088 67% ABD	2072 61%	1779 65% G	533 63% M	1148 65% M	1587 62% M	424 62% M	159 52%	1681 64% P	1587 62% M	583 59%	726 62%	3125 63%	1612 68% T	2239 59%	944 69% V	1295 54%
Very trustworthy	894 15% BD	77 8%	97 16% BD	80 7%	80 20% ABD	560 18% ABD	488 14%	406 15%	171 20% KLM	306 17% KLM	325 13% M	72 11% M	20 7%	477 18% OP	325 13% P	92 9%	164 14%	730 15%	498 21% T	396 10%	241 18% V	155 6%
Somewhat trustworthy	2957 48% E	443 48%	287 48%	522 48%	177 43%	1528 49% E	1584 47%	1373 50% G	362 43%	842 48% I	1262 50% I	352 52% I	139 46%	1204 46%	1262 50% N	491 50% N	562 48%	2395 48%	1114 47%	1843 49%	703 52% V	1140 47%
BOTTOM 2 BOX (NET)	2283 37% F	405 44% ACEF	215 36%	484 45% ACEF	152 37%	1037 33% H	1330 39% H	963 35%	312 37%	622 35% I	957 38% I	257 38%	145 48% IJKL	934 36% IJKL	957 38% N	402 41% N	454 38%	1839 37%	757 32% S	1536 41% S	421 31% U	1115 46% U
Not very trustworthy	1649 27% E	274 30% ACEF	143 24%	321 30% ACEF	98 24%	813 26% F	937 28%	712 26%	232 27%	435 25% J	706 28% J	174 26%	102 34% IJKL	667 26% IJKL	706 28% N	276 28% NO	321 27%	1328 27%	560 24% S	1089 29% S	306 22% U	783 32% U
Not at all trustworthy	644 10% F	131 14% AF	72 12% F	163 15% AF	54 13% F	224 7% F	393 12% H	251 9%	80 9%	187 11% I	251 10% I	83 12% IK	43 14% IK	267 10% IK	251 10% NO	126 13% NO	133 11%	511 10%	197 8% S	447 12% S	115 8% U	332 14% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q826_2. Please rate the following gTLDs by how trustworthy you feel they are.
2. .photography

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	3223 52% D	520 56% ADE	317 53% D	502 46%	205 50%	1679 54% AD	1724 51%	1499 55% G	462 55%	936 53%	1326 52%	349 51%	150 49%	1398 53%	1326 52%	499 51%	600 51%	2623 53%	1395 59% T	1828 48%	736 54% V	1092 45%
Very trustworthy	470 8% BD	52 6%	47 8% D	51 5%	36 9% BD	284 9% ABD	269 8%	201 7%	91 11% KLM	162 9% KLM	165 6% M	41 6%	11 4%	253 10% OP	165 6%	52 5%	71 6%	399 8% Q	265 11% T	205 5%	101 7% V	104 4%
Somewhat trustworthy	2753 45% D	468 51% ACDEF	270 45%	451 42%	169 41%	1395 45%	1455 43%	1298 47% G	371 44%	774 44%	1161 46%	308 45%	139 46%	1145 44%	1161 46%	447 45%	529 45%	2224 45%	1130 48% T	1623 43%	635 47% V	988 41%
BOTTOM 2 BOX (NET)	2921 48% BF	405 44%	282 47%	584 54% ABCF	204 50% B	1446 46%	1678 49% H	1243 45%	383 45%	834 47%	1218 48%	332 49%	154 51%	1217 47%	1218 48%	486 49%	580 49%	2341 47%	974 41%	1947 52% S	629 46%	1318 55% U
Not very trustworthy	2149 35% B	272 29%	191 32%	395 36% B	149 36% B	1142 37% ABC	1207 35%	942 34%	281 33%	608 34%	913 36%	242 36%	105 35%	889 34%	913 36%	347 35%	412 35%	1737 35%	735 31%	1414 37% S	471 35%	943 39% U
Not at all trustworthy	772 13% F	133 14% F	91 15% AF	189 17% AF	55 13% F	304 10%	471 14% H	301 11%	102 12%	226 13%	305 12%	90 13%	49 16% K	328 13%	305 12%	139 14%	168 14%	604 12%	239 10%	533 14% S	158 12%	375 16% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q826_3. Please rate the following gTLDs by how trustworthy you feel they are.

3. .link

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	3463 56% BD	485 52% D	362 60% ABD	485 45% 45%	244 60% BD	1887 60% ABD	1851 54% 54%	1612 59% G	490 57% M	1032 58% M	1437 56% M	372 55% M	142 47% 47%	1512 58% P	1437 56% P	514 52% 52%	655 56% 56%	2808 57% 57%	1491 63% T	1972 52% 52%	848 62% V	1124 47% 47%
Very trustworthy	587 10% BD	58 6% D	69 12% BD	39 4% 4%	59 14% ABD	362 12% ABD	321 9% 9%	266 10% 10%	107 13% KLM	199 11% KLM	220 9% M	50 7% M	11 4% 4%	306 12% OP	220 9% P	61 6% 6%	107 9% 9%	480 10% 10%	334 14% T	253 7% 7%	150 11% V	103 4% 4%
Somewhat trustworthy	2876 47% D	427 46% D	293 49% D	446 41% 41%	185 45% 45%	1525 49% AD	1530 45% 45%	1346 49% G	373 44% 44%	833 47% 47%	1217 48% 48%	322 47% 47%	131 43% 43%	1206 46% 46%	1217 48% 48%	453 46% 46%	548 46% 46%	2328 47% 47%	1157 49% 49%	1719 46% 46%	698 51% V	1021 42% 42%
BOTTOM 2 BOX (NET)	2681 44% CF	440 48% ACEF	237 40% 40%	601 55% ABCEF	165 40% 40%	1238 40% 40%	1551 46% H	1130 41% 41%	365 43% 43%	738 42% 42%	1107 44% 44%	309 45% 45%	162 53% IJKL	1103 42% 42%	1107 44% 44%	471 48% NO	525 44% 44%	2156 43% 43%	878 37% 37%	1803 48% S	517 38% 38%	1286 53% U
Not very trustworthy	1931 31% C	281 30% 30%	163 27% ABCEF	396 36% 36%	115 28% 28%	976 31% 31%	1094 32% 32%	837 31% 31%	261 31% 31%	520 29% 29%	826 32% J	214 31% 31%	110 36% J	781 30% 30%	826 32% N	324 33% 33%	359 30% 30%	1572 32% 32%	655 28% 28%	1276 34% S	372 27% 27%	904 38% U
Not at all trustworthy	750 12% F	159 17% ACEF	74 12% F	205 19% ACEF	50 12% F	262 8% 8%	457 13% H	293 11% 11%	104 12% 12%	218 12% 12%	281 11% 11%	95 14% K	52 17% IJK	322 12% 12%	281 11% 11%	147 15% NO	166 14% R	584 12% 12%	223 9% 9%	527 14% S	145 11% 11%	382 16% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q826_4. Please rate the following gTLDs by how trustworthy you feel they are.

14 Mar 2015
Table 411

4. .guru

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	2551 42% BD	329 36% D	229 38% D	303 28% D	165 40% D	1525 49% ABCDE	1394 41% ABC	1157 42% ABC	336 40% M	793 45% IKLM	1058 42% M	268 39% M	96 32% M	1129 43% P	1058 42% P	364 37% P	473 40% P	2078 42% T	1143 48% T	1408 37% T	615 45% V	793 33% V
Very trustworthy	367 6% BD	28 3% D	39 7% BD	25 2% D	25 6% BD	250 8% ABD	210 6% ABC	157 6% ABC	58 7% LM	136 8% KLM	149 6% LM	22 3% M	2 1% M	194 7% OP	149 6% P	24 2% P	58 5% P	309 6% T	220 9% T	147 4% T	89 7% V	58 2% V
Somewhat trustworthy	2184 36% BCD	301 33% D	190 32% D	278 26% D	140 34% D	1275 41% ABCDE	1184 35% ABC	1000 36% ABC	278 33% J	657 37% IM	909 36% IM	246 36% M	94 31% M	935 36% M	909 36% M	340 35% M	415 35% M	1769 36% M	923 39% M	1261 33% M	526 39% M	735 30% M
BOTTOM 2 BOX (NET)	3593 58% F	596 64% AF	370 62% F	783 72% ABCEF	244 60% F	1600 51% ABCDEF	2008 59% ABCDEF	1585 58% ABCDEF	509 60% J	977 55% JK	1486 58% JK	413 61% JKL	208 68% IJKL	1486 57% JKL	1486 58% JKL	621 63% NO	707 60% NO	2886 58% NO	1226 52% NO	2367 63% S	750 55% S	1617 67% U
Not very trustworthy	2440 40% F	363 39% AF	220 37% F	443 41% ABCEF	161 39% F	1253 40% ABCDEF	1340 39% ABCDEF	1100 40% ABCDEF	352 42% J	675 38% JK	1019 40% JK	263 39% JKL	131 43% IJKL	1027 39% JKL	1019 40% JKL	394 40% NO	468 40% NO	1972 40% NO	854 36% S	1586 42% S	528 39% S	1058 44% U
Not at all trustworthy	1153 19% F	233 25% AF	150 25% AF	340 31% ABCEF	83 20% F	347 11% ABCDEF	668 20% ABCDEF	485 18% ABCDEF	157 19% J	302 17% JK	467 18% JK	150 22% JK	77 25% IJK	459 18% JKL	467 18% JKL	227 23% NO	239 20% NO	914 18% NO	372 16% S	781 21% S	222 16% S	559 23% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q826_5. Please rate the following gTLDs by how trustworthy you feel they are.
5. .realtor

Base: All Qualified Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	2612 43% CD	492 53% ACDEF	221 37% D	320 29% D	166 41% D	1413 45% ACD	1371 40% G	1241 45% G	311 37% I	801 45% IK	1068 42% I	301 44% I	131 43% I	1112 43% I	1068 42% I	432 44% I	485 41% I	2127 43% I	1119 47% T	1493 40% T	580 42% V	913 38% V
Very trustworthy	344 6% DE	68 7% ADE	31 5% D	24 2% D	14 3% D	207 7% ADE	181 5% G	163 6% G	47 6% I	114 6% LM	149 6% L	24 4% I	10 3% I	161 6% P	149 6% P	34 3% P	54 5% P	290 6% P	187 8% T	157 4% T	72 5% V	85 4% V
Somewhat trustworthy	2268 37% CD	424 46% ACDEF	190 32% D	296 27% D	152 37% D	1206 39% ACD	1190 35% G	1078 39% G	264 31% I	687 39% I	919 36% I	277 41% IK	121 40% I	951 36% I	919 36% I	398 40% NO	431 37% I	1837 37% I	932 39% T	1336 35% T	508 37% U	828 34% U
BOTTOM 2 BOX (NET)	3532 57% BF	433 47% ACDEF	378 63% ABF	766 71% ABCEF	243 59% B	1712 55% B	2031 60% H	1501 55% H	534 63% JKL	969 55% J	1476 58% J	380 56% I	173 57% I	1503 57% I	1476 58% I	553 56% I	695 59% I	2837 57% I	1250 53% I	2282 60% S	785 58% U	1497 62% U
Not very trustworthy	2478 40% B	287 31% B	238 40% B	453 42% B	164 40% B	1336 43% AB	1398 41% H	1080 39% G	370 44% JLM	685 39% I	1055 41% I	257 38% I	111 37% I	1055 40% I	1055 41% P	368 37% P	456 39% P	2022 41% P	887 37% P	1591 42% S	571 42% S	1020 42% U
Not at all trustworthy	1054 17% F	146 16% F	140 23% ABF	313 29% ABCEF	79 19% F	376 12% F	633 19% H	421 15% H	164 19% J	284 16% I	421 17% I	123 18% I	62 20% I	448 17% I	421 17% P	185 19% P	239 20% R	815 16% P	363 15% P	691 18% S	214 16% U	477 20% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q826_6. Please rate the following gTLDs by how trustworthy you feel they are.
6. .club

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	2999 49% BCD	415 45% D	268 45% D	422 39%	186 45% D	1708 55% ABCDE	1646 48%	1353 49%	376 44%	924 52% IKM	1231 48% I	331 49%	137 45%	1300 50%	1231 48%	468 48%	538 46%	2461 50% Q	1308 55% T	1691 45%	723 53% V	968 40%
Very trustworthy	397 6% BD	41 4%	33 6% D	31 3%	20 5%	272 9% ABCDE	228 7%	169 6%	64 8% LM	139 8% LM	161 6% LM	29 4%	4 1%	203 8% OP	161 6% P	33 3%	55 5%	342 7% Q	244 10% T	153 4%	95 7% V	58 2%
Somewhat trustworthy	2602 42% D	374 40% D	235 39%	391 36%	166 41% ABCDE	1436 46% ABCDE	1418 42%	1184 43%	312 37%	785 44% I	1070 42% I	302 44%	133 44%	1097 42%	1070 42%	435 44%	483 41%	2119 43%	1064 45% T	1538 41%	628 46% V	910 38%
BOTTOM 2 BOX (NET)	3145 51% F	510 55% AF	331 55% AF	664 61% ABCEF	223 55% F	1417 45% F	1756 52%	1389 51%	469 56% JK	846 48%	1313 52% J	350 51%	167 55% J	1315 50%	1313 52%	517 52%	642 54% R	2503 50%	1061 45%	2084 55% S	642 47%	1442 60% U
Not very trustworthy	2257 37%	342 37%	220 37%	419 39%	156 38%	1120 36%	1241 36%	1016 37%	349 41% JL	596 34%	958 38% J	243 36%	111 37%	945 36%	958 38%	354 36%	437 37%	1820 37%	780 33%	1477 39% S	464 34%	1013 42% U
Not at all trustworthy	888 14% F	168 18% AF	111 19% AF	245 23% ABEF	67 16% F	297 10%	515 15%	373 14%	120 14%	250 14%	355 14%	107 16%	56 18% K	370 14%	355 14%	163 17%	205 17% R	683 14%	281 12%	607 16% S	178 13%	429 18% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q826_7. Please rate the following gTLDs by how trustworthy you feel they are.
7. .xyz

Base: All Qualified Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	2178 35% BDE	257 28%	200 33% BD	297 27%	116 28%	1308 42% ABCDE	1185 35%	993 36%	276 33%	673 38% IM	902 35% M	243 36% M	84 28%	949 36%	902 35%	327 33%	415 35%	1763 36%	981 41% T	1197 32%	509 37% V	688 29%
Very trustworthy	274 4% BD	20 2%	24 4% BD	25 2%	11 3%	194 6% ABCDE	153 4%	121 4%	41 5% M	109 6% KLM	103 4% M	20 3% M	1 0%	150 6% OP	103 4% P	21 2%	43 4%	231 5%	179 8% T	95 3%	53 4% V	42 2%
Somewhat trustworthy	1904 31% BDE	237 26%	176 29%	272 25%	105 26%	1114 36% ABCDE	1032 30%	872 32%	235 28%	564 32% I	799 31% I	223 33% I	83 27%	799 31%	799 31%	306 31%	372 32%	1532 31%	802 34% T	1102 29%	456 33% V	646 27%
BOTTOM 2 BOX (NET)	3966 65% F	668 72% ACF	399 67% F	789 73% ACF	293 72% AF	1817 58% AF	2217 65%	1749 64%	569 67% J	1097 62%	1642 65%	438 64%	220 72% JKL	1666 64%	1642 65%	658 67%	765 65%	3201 64%	1388 59%	2578 68% S	856 63%	1722 71% U
Not very trustworthy	2552 42% F	386 42%	241 40%	427 39%	168 41%	1330 43% AF	1408 41%	1144 42%	369 44% J	701 40%	1071 42%	279 41%	132 43%	1070 41%	1071 42%	411 42%	467 40%	2085 42%	895 38%	1657 44% S	570 42%	1087 45% U
Not at all trustworthy	1414 23% F	282 30% AF	158 26% AF	362 33% ACF	125 31% AF	487 16% AF	809 24%	605 22%	200 24%	396 22%	571 22%	159 23%	88 29% JK	596 23%	571 22%	247 25%	298 25% R	1116 22%	493 21%	921 24% S	286 21%	635 26% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q826_8. Please rate the following gTLDs by how trustworthy you feel they are.
8. .berlin

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	250	**	**	250	**	**	159	91*	2**	16**	131	75*	26**	18**	131	101	48*	202	78*	172	11**	161
Weighted Base	250	**	**	250	**	**	159	91*	2**	16**	131	75*	26**	18**	131	101	48*	202	78*	172	11**	161
TOP 2 BOX (NET)	159 64%	-	-	159 64%	-	-	107 67%	52 57%	2 100%	11 69%	82 63%	43 57%	21 81%	13 72%	82 63%	64 63%	27 56%	132 65%	55 71%	104 60%	5 45%	99 61%
Very trustworthy	19 8%	-	-	19 8%	-	-	16 10%	3 3%	-	1 6%	13 10%	1 1%	4 15%	1 6%	13 10%	5 5%	4 8%	15 7%	10 13%	9 5%	-	9 6%
Somewhat trustworthy	140 56%	-	-	140 56%	-	-	91 57%	49 54%	2 100%	10 63%	69 53%	42 56%	17 65%	12 67%	69 53%	59 58%	23 48%	117 58%	45 58%	95 55%	5 45%	90 56%
BOTTOM 2 BOX (NET)	91 36%	-	-	91 36%	-	-	52 33%	39 43%	-	5 31%	49 37%	32 43%	5 19%	5 28%	49 37%	37 37%	21 44%	70 35%	23 29%	68 40%	6 55%	62 39%
Not very trustworthy	53 21%	-	-	53 21%	-	-	29 18%	24 26%	-	2 13%	30 23%	16 21%	5 19%	2 11%	30 23%	21 21%	12 25%	41 20%	14 18%	39 23%	4 36%	35 22%
Not at all trustworthy	38 15%	-	-	38 15%	-	-	23 14%	15 16%	-	3 19%	19 15%	16 21%	-	3 17%	19 15%	16 16%	9 19%	29 14%	9 12%	29 17%	2 18%	27 17%
Sigma	250 100%	-	-	250 100%	-	-	159 100%	91 100%	2 100%	16 100%	131 100%	75 100%	26 100%	18 100%	131 100%	101 100%	48 100%	202 100%	78 100%	172 100%	11 100%	161 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q826_9. Please rate the following gTLDs by how trustworthy you feel they are.
9. .ovh

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	250	**	**	250	**	**	159	91*	2**	16**	131	75*	26**	18**	131	101	48*	202	78*	172	11**	161
Weighted Base	250	**	**	250	**	**	159	91*	2**	16**	131	75*	26**	18**	131	101	48*	202	78*	172	11**	161
TOP 2 BOX (NET)	71 28%	-	-	71 28%	-	-	47 30%	24 26%	2 100%	6 38%	37 28%	20 27%	6 23%	8 44%	37 28%	26 26%	10 21%	61 30%	23 29%	48 28%	3 27%	45 28%
Very trustworthy	5 2%	-	-	5 2%	-	-	5 3%	-	1 50%	-	4 3%	-	-	1 6%	4 3%	-	-	5 2%	3 4%	2 1%	-	2 1%
Somewhat trustworthy	66 26%	-	-	66 26%	-	-	42 26%	24 26%	1 50%	6 38%	33 25%	20 27%	6 23%	7 39%	33 25%	26 26%	10 21%	56 28%	20 26%	46 27%	3 27%	43 27%
BOTTOM 2 BOX (NET)	179 72%	-	-	179 72%	-	-	112 70%	67 74%	-	10 63%	94 72%	55 73%	20 77%	10 56%	94 72%	75 74%	38 79%	141 70%	55 71%	124 72%	8 73%	116 72%
Not very trustworthy	85 34%	-	-	85 34%	-	-	52 33%	33 36%	-	4 25%	42 32%	27 36%	12 46%	4 22%	42 32%	39 39%	17 35%	68 34%	21 27%	64 37%	3 27%	61 38%
Not at all trustworthy	94 38%	-	-	94 38%	-	-	60 38%	34 37%	-	6 38%	52 40%	28 37%	8 31%	6 33%	52 40%	36 36%	21 44%	73 36%	34 44%	60 35%	5 45%	55 34%
Sigma	250 100%	-	-	250 100%	-	-	159 100%	91 100%	2 100%	16 100%	131 100%	75 100%	26 100%	18 100%	131 100%	101 100%	48 100%	202 100%	78 100%	172 100%	11 100%	161 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q826_10. Please rate the following gTLDs by how trustworthy you feel they are.
10. .london

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1086	**	**	1086	**	**	604	482	90*	183	536	187	90*	273	536	277	220	866	281	805	154	651
Weighted Base	1086	**	**	1086	**	**	604	482	90*	183	536	187	90*	273	536	277	220	866	281	805	154	651
TOP 2 BOX (NET)	495 46%	-	-	495 46%	-	-	281 47%	214 44%	38 42%	77 42%	256 48%	87 47%	37 41%	115 42%	256 48%	124 45%	91 41%	404 47%	140 50%	355 44%	65 42%	290 45%
Very trustworthy	47 4%	-	-	47 4%	-	-	30 5%	17 4%	8 9% L	10 5% L	24 4%	3 2%	2 2%	18 7% P	24 4%	5 2%	7 3%	40 5%	13 5%	34 4%	11 7% V	23 4%
Somewhat trustworthy	448 41%	-	-	448 41%	-	-	251 42%	197 41%	30 33%	67 37%	232 43%	84 45%	35 39%	97 36%	232 43% N	119 43%	84 38%	364 42%	127 45%	321 40%	54 35%	267 41%
BOTTOM 2 BOX (NET)	591 54%	-	-	591 54%	-	-	323 53%	268 56%	52 58%	106 58%	280 52%	100 53%	53 59%	158 58%	280 52%	153 55%	129 59%	462 53%	141 50%	450 56%	89 58%	361 55%
Not very trustworthy	383 35%	-	-	383 35%	-	-	200 33%	183 38%	33 37%	71 39%	178 33%	63 34%	38 42%	104 38%	178 33%	101 36%	78 35%	305 35%	92 33%	291 36%	60 39%	231 35%
Not at all trustworthy	208 19%	-	-	208 19%	-	-	123 20%	85 18%	19 21%	35 19%	102 19%	37 20%	15 17%	54 20%	102 19%	52 19%	51 23%	157 18%	49 17%	159 20%	29 19%	130 20%
Sigma	1086 100%	-	-	1086 100%	-	-	604 100%	482 100%	90 100%	183 100%	536 100%	187 100%	90 100%	273 100%	536 100%	277 100%	220 100%	866 100%	281 100%	805 100%	154 100%	651 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q826_11. Please rate the following gTLDs by how trustworthy you feel they are.
11. .nyc

Base: All Qualified Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	502	502	**	**	**	**	198	304	35*	103	191	85*	88*	138	191	173	94*	408	73*	429	28**	401
Weighted Base	502	502	**	**	**	**	198	304	35*	103	191	85*	88*	138	191	173	94*	408	73*	429	28**	401
TOP 2 BOX (NET)	270 54%	270 54%	-	-	-	-	100 51%	170 56%	20 57%	57 55%	107 56%	38 45%	48 55%	77 56%	107 56%	86 50%	48 51%	222 54%	39 53%	231 54%	14 50%	217 54%
Very trustworthy	30 6%	30 6%	-	-	-	-	18 9% H	12 4%	2 6%	5 5%	13 7%	7 8%	3 3%	7 5%	13 7%	10 6%	7 7%	23 6%	8 11%	22 5%	2 7%	20 5%
Somewhat trustworthy	240 48%	240 48%	-	-	-	-	82 41%	158 52% G	18 51%	52 50%	94 49%	31 36%	45 51%	70 51%	94 49%	76 44%	41 44%	199 49%	31 42%	209 49%	12 43%	197 49%
BOTTOM 2 BOX (NET)	232 46%	232 46%	-	-	-	-	98 49%	134 44%	15 43%	46 45%	84 44%	47 55%	40 45%	61 44%	84 44%	87 50%	46 49%	186 46%	34 47%	198 46%	14 50%	184 46%
Not very trustworthy	149 30%	149 30%	-	-	-	-	63 32%	86 28%	10 29%	32 31%	53 28%	32 38%	22 25%	42 30%	53 28%	54 31%	32 34%	117 29%	22 30%	127 30%	10 36%	117 29%
Not at all trustworthy	83 17%	83 17%	-	-	-	-	35 18%	48 16%	5 14%	14 14%	31 16%	15 18%	18 20%	19 14%	31 16%	33 19%	14 15%	69 17%	12 16%	71 17%	4 14%	67 17%
Sigma	502 100%	502 100%	-	-	-	-	198 100%	304 100%	35 100%	103 100%	191 100%	85 100%	88 100%	138 100%	191 100%	173 100%	94 100%	408 100%	73 100%	429 100%	28 100%	401 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q826_12. Please rate the following gTLDs by how trustworthy you feel they are.
12. .wang

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1110	**	**	**	**	1110	664	446	57*	358	515	154	26**	415	515	180	118	992	458	652	262	390
Weighted Base	1110	**	**	**	**	1110	664	446	57*	358	515	154	26**	415	515	180	118	992	458	652	262	390
TOP 2 BOX (NET)	585 53%	-	-	-	-	585 53%	364 55%	221 50%	28 49%	189 53%	261 51%	94 61% K	13 50%	217 52%	261 51%	107 59% Q	57 48%	528 53%	279 61% T	306 47%	146 56% V	160 41%
Very trustworthy	80 7%	-	-	-	-	80 7%	49 7%	31 7%	5 9%	39 11% KL	32 6%	4 3%	-	44 11% OP	32 6% P	4 2%	8 7%	72 7%	54 12% T	26 4%	19 7% V	7 2%
Somewhat trustworthy	505 45%	-	-	-	-	505 45%	315 47%	190 43%	23 40%	150 42%	229 44%	90 58% IJK	13 50%	173 42%	229 44%	103 57% NO	49 42%	456 46%	225 49% T	280 43%	127 48% V	153 39%
BOTTOM 2 BOX (NET)	525 47%	-	-	-	-	525 47%	300 45%	225 50%	29 51%	169 47%	254 49% L	60 39%	13 50%	198 48%	254 49% P	73 41%	61 52%	464 47%	179 39%	346 53% S	116 44%	230 59% U
Not very trustworthy	444 40%	-	-	-	-	444 40%	248 37%	196 44% G	27 47% L	140 39%	217 42% L	50 32%	10 38%	167 40%	217 42% P	60 33%	53 45%	391 39%	155 34%	289 44% S	105 40%	184 47%
Not at all trustworthy	81 7%	-	-	-	-	81 7%	52 8%	29 7%	2 4%	29 8%	37 7%	10 6%	3 12%	31 7%	37 7%	13 7%	8 7%	73 7%	24 5%	57 9% S	11 4%	46 12% U
Sigma	1110 100%	-	-	-	-	1110 100%	664 100%	446 100%	57 100%	358 100%	515 100%	154 100%	26 100%	415 100%	515 100%	180 100%	118 100%	992 100%	458 100%	652 100%	262 100%	390 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q826_13. Please rate the following gTLDs by how trustworthy you feel they are.
13. .xn-ses554g (Chinese for network address)

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1110	**	**	**	**	1110	664	446	57*	358	515	154	26**	415	515	180	118	992	458	652	262	390
Weighted Base	1110	**	**	**	**	1110	664	446	57*	358	515	154	26**	415	515	180	118	992	458	652	262	390
TOP 2 BOX (NET)	624 56%	-	-	-	-	624 56%	374 56%	250 56%	37 65%	186 52%	274 53%	110 71% JK	17 65%	223 54%	274 53%	127 71% NO	69 58%	555 56%	291 64% T	333 51%	159 61% V	174 45%
Very trustworthy	100 9%	-	-	-	-	100 9%	64 10%	36 8%	5 9%	44 12% K	35 7%	15 10%	1 4%	49 12% O	35 7%	16 9%	3 3%	97 10% Q	65 14% T	35 5%	26 10% V	9 2%
Somewhat trustworthy	524 47%	-	-	-	-	524 47%	310 47%	214 48%	32 56% J	142 40%	239 46% J	95 62% JK	16 62%	174 42%	239 46%	111 62% NO	66 56% R	458 46%	226 49%	298 46%	133 51% V	165 42%
BOTTOM 2 BOX (NET)	486 44%	-	-	-	-	486 44%	290 44%	196 44%	20 35% J	172 48% L	241 47% L	44 29%	9 35%	192 46% P	241 47% P	53 29%	49 42%	437 44%	167 36%	319 49% S	103 39%	216 55% U
Not very trustworthy	395 36%	-	-	-	-	395 36%	237 36%	158 35%	18 32% L	135 38% L	199 39% L	35 23%	8 31%	153 37% P	199 39% P	43 24%	42 36%	353 36%	136 30%	259 40% S	90 34%	169 43% U
Not at all trustworthy	91 8%	-	-	-	-	91 8%	53 8%	38 9%	2 4%	37 10% L	42 8%	9 6%	1 4%	39 9%	42 8%	10 6%	7 6%	84 8%	31 7%	60 9%	13 5%	47 12% U
Sigma	1110 100%	-	-	-	-	1110 100%	664 100%	446 100%	57 100%	358 100%	515 100%	154 100%	26 100%	415 100%	515 100%	180 100%	118 100%	992 100%	458 100%	652 100%	262 100%	390 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q826_14. Please rate the following gTLDs by how trustworthy you feel they are.
14. .xn-55qx5d (Chinese for company)

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1110	**	**	**	**	1110	664	446	57*	358	515	154	26**	415	515	180	118	992	458	652	262	390
Weighted Base	1110	**	**	**	**	1110	664	446	57*	358	515	154	26**	415	515	180	118	992	458	652	262	390
TOP 2 BOX (NET)	632 57%	-	-	-	-	632 57%	378 57%	254 57%	39 68% J	182 51%	283 55%	112 73% JK	16 62%	221 53%	283 55%	128 71% NO	69 58%	563 57%	299 65% T	333 51%	163 62% V	170 44%
Very trustworthy	105 9%	-	-	-	-	105 9%	67 10%	38 9%	8 14%	40 11%	39 8%	16 10%	2 8%	48 12% O	39 8%	18 10%	4 3%	101 10% Q	64 14% T	41 6%	25 10% V	16 4%
Somewhat trustworthy	527 47%	-	-	-	-	527 47%	311 47%	216 48%	31 54% J	142 40%	244 47%	96 62% JK	14 54%	173 42%	244 47%	110 61% NO	65 55%	462 47%	235 51% T	292 45%	138 53% V	154 39%
BOTTOM 2 BOX (NET)	478 43%	-	-	-	-	478 43%	286 43%	192 43%	18 32%	176 49% IL	232 45% L	42 27%	10 38%	194 47% P	232 45% P	52 29%	49 42%	429 43%	159 35% T	319 49% S	99 38% U	220 56% U
Not very trustworthy	386 35%	-	-	-	-	386 35%	232 35%	154 35%	17 30%	133 37% L	195 38% L	33 21%	8 31%	150 36% P	195 38% P	41 23%	41 35%	345 35%	127 28% S	259 40% S	87 33% U	172 44% U
Not at all trustworthy	92 8%	-	-	-	-	92 8%	54 8%	38 9%	1 2%	43 12% IKL	37 7%	9 6%	2 8%	44 11%	37 7%	11 6%	8 7%	84 8% T	32 7% T	60 9% T	12 5% U	48 12% U
Sigma	1110 100%	-	-	-	-	1110 100%	664 100%	446 100%	57 100%	358 100%	515 100%	154 100%	26 100%	415 100%	515 100%	180 100%	118 100%	992 100%	458 100%	652 100%	262 100%	390 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q830. To the best of your knowledge, why have new gTLDs been created?

14 Mar 2015
Table 422

Base: All Qualified Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
CONSUMER DEMAND (NET)	2002 33% DF	383 41% ACDEF	206 34% D	313 29%	133 33%	967 31%	1135 33%	867 32%	274 32%	579 33%	847 33%	207 30%	95 31%	853 33%	847 33%	302 31%	356 30%	1646 33% Q	806 34%	1196 32%	448 33%	748 31%
Availability/Ran out/Shortage of names/domains	950 15% CEF	240 26% ACDEF	53 9%	171 16% CE	43 11%	443 14% CE	548 16%	402 15%	103 12%	280 16% I	419 16% IL	89 13%	59 19% IL	383 15%	419 16%	148 15%	137 12%	813 16% Q	353 15%	597 16%	184 13%	413 17% U
It's needed/Growing demand	486 8% D	69 7% D	58 10% D	64 6%	34 8%	261 8% D	263 8%	223 8%	62 7%	121 7%	220 9% J	59 9%	24 8%	183 7%	220 9% N	83 8%	100 8%	386 8%	201 8%	285 8%	115 8%	170 7%
Create new/additional domains/websites	367 6%	58 6%	37 6%	59 5% ABCD	39 10% D	174 6%	211 6%	156 6%	68 8% KLM	111 6%	140 6%	37 5%	11 4%	179 7% OP	140 6%	48 5%	63 5%	304 6%	164 7% T	203 5%	86 6%	117 5%
Provide/offer variety/choices/options	230 4% F	31 3%	57 10% ABDEF	31 3%	22 5% DF	89 3%	130 4%	100 4%	48 6% KLM	75 4% M	80 3%	22 3%	5 2%	123 5% OP	80 3%	27 3%	53 4%	177 4%	99 4%	131 3%	69 5% V	62 3%
To customize/add personality/meet specific needs	50 1%	6 1%	5 1%	5 1%	3 1%	31 1%	28 1%	22 1%	10 1%	16 1%	19 1%	5 1%	-	26 1%	19 1%	5 1%	10 1%	40 1%	26 1% T	24 1%	10 1%	14 1%
Other consumer demand mentions	17 1%	1 1%	5 1% ABDF	2 1%	1 1%	8 1%	11 1%	6 1%	3 1%	5 1%	8 1%	1 1%	-	8 1%	8 1%	1 1%	5 1%	12 1%	10 1%	7 1%	2 1%	5 1%
PROVIDE STRUCTURE (NET)	949 15% D	159 17% D	108 18% D	133 12%	65 16%	484 15% D	554 16% H	395 14%	152 18% LM	279 16%	395 16%	87 13%	36 12%	431 16% P	395 16% P	123 12%	170 14%	779 16% T	416 18% T	533 14%	214 16% V	319 13%
To identify/differentiate between businesses/sites	675 11% D	107 12% D	86 14% ADF	96 9%	52 13% D	334 11%	396 12%	279 10%	110 13% L	195 11%	282 11%	61 9%	27 9%	305 12% P	282 11%	88 9%	122 10%	553 11% T	297 13% T	378 10%	159 12% V	219 9%
To organize/categorize the internet	134 2% D	31 3% AD	13 2% D	9 1%	8 2%	73 2% D	79 2%	55 2%	22 3%	47 3%	49 2%	12 2%	4 1%	69 3%	49 2%	16 2%	16 1%	118 2% Q	60 3%	74 2%	30 2%	44 2%
Too many/large volume of sites	99 2%	23 2% ACF	6 1%	19 2%	5 1%	46 1%	49 1%	50 2%	19 2% J	21 1%	40 2%	15 2%	4 1%	40 2%	40 2%	19 2%	17 1%	82 2%	40 2%	59 2%	18 1%	41 2%
Reduce redundancy/sites with the same name	54 1%	11 1%	2 1%	9 1%	4 1%	28 1%	35 1%	19 1%	6 1%	14 1%	26 1%	6 1%	2 1%	20 1%	26 1%	8 1%	10 1%	44 1%	23 1%	31 1%	8 1%	23 1%
Other provide structure mentions	38 1%	4 1%	7 1% E	8 1%	-	19 1%	24 1%	14 1%	5 1%	11 1%	21 1%	1 1%	-	16 1% P	21 1% P	1 1%	9 1%	29 1%	20 1%	18 1%	10 1%	8 1%
IMPROVE BUSINESS (NET)	358 6% F	45 5%	34 6%	76 7% BF	40 10% ABC	163 5%	212 6%	146 5%	51 6%	104 6%	142 6%	44 6%	17 6%	155 6% P	142 6% P	61 6%	68 6%	290 6% T	169 7% T	189 5%	97 7% V	92 4%
To advertise/market/Attract new customers	121 2%	13 1%	8 1%	24 2% BC	13 3% BC	63 2%	65 2%	56 2%	16 2%	39 2%	50 2%	11 2%	5 2%	55 2%	50 2%	16 2%	21 2%	100 2% T	51 2%	70 2%	42 3% V	28 1%
Economic interests/Make money/Profits	112 2% F	12 1%	8 1%	41 4% ABC	9 2%	42 1%	78 2% H	34 1%	16 2%	26 1%	45 2%	18 3%	7 2%	42 2%	45 2%	25 3%	18 2%	94 2% T	60 3% T	52 1%	18 1%	34 1%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q830. To the best of your knowledge, why have new gTLDs been created?

Base: All Qualified Respondents

	Region						Gender		Age					Age					Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)		
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410		
Competition/To compete	81 1% DF	19 2% ADF	11 2% D	5 1%	14 3% ADF	32 1%	41 1%	40 1%	11 1%	24 1%	33 1%	11 2%	2 1%	35 1%	33 1%	13 1%	19 2%	62 1%	35 1%	46 1%	25 2% V	21 1%		
For business purposes (Unspec.)	50 1% B	2 1%	6 1% B	6 1%	7 2% ABD	29 1% B	36 1% H	14 1%	10 1%	15 1%	18 1%	4 1%	3 1%	25 1%	18 1%	7 1%	10 1%	40 1%	30 1% T	20 1%	11 1%	9 1%		
Other improve business mentions	7 1%	-	1 1%	-	-	6 1%	2 1%	5 1%	-	4 1%	3 1%	-	-	4 1%	3 1%	-	3 1%	4 1%	4 1%	3 1%	1 1%	2 1%		
MISCELLANEOUS (NET)	338 6% B	37 4%	26 4%	47 4%	33 8% ABCD	195 6% ABD	196 6%	142 5%	56 7% KL	114 6% KL	123 5%	25 4%	20 7% L	170 7% OP	123 5%	45 5%	62 5%	276 6%	154 7% T	184 5%	96 7% V	88 4%		
To be unique/different	81 1% C	10 1%	2 1%	10 1%	10 2% ACD	49 2% C	45 1%	36 1%	16 2% KL	34 2% KL	26 1%	3 1%	2 1%	50 2% OP	26 1%	5 1%	15 1%	66 1%	37 2%	44 1%	24 2% V	20 1%		
Information/more information	67 1%	7 1%	7 1%	6 1%	8 2% D	39 1%	39 1%	28 1%	10 1%	18 1%	26 1%	8 1%	5 2%	28 1%	26 1%	13 1%	16 1%	51 1%	34 1% T	33 1%	20 1% V	13 1%		
Cheaper/More affordable	61 1%	11 1%	6 1%	7 1%	7 2%	30 1%	37 1%	24 1%	11 1% L	24 1% L	21 1%	2 1%	3 1%	35 1% P	21 1%	5 1%	8 1%	53 1%	22 1%	39 1%	16 1%	23 1%		
Keep up with the market/trend	38 1%	2 1%	3 1%	6 1%	3 1%	24 1%	19 1%	19 1%	7 1% L	12 1% L	18 1% L	-	1 1% P	19 1% P	18 1% P	1 1%	7 1%	31 1%	15 1%	23 1%	15 1% V	8 1%		
Other mentions	95 2% B	7 1%	8 1%	18 2%	6 1%	56 2% B	59 2%	36 1%	13 2%	27 2%	34 1%	12 2%	9 3% K	40 2%	34 1%	21 2%	16 1%	79 2%	49 2% T	46 1%	22 2%	24 1%		
INNOVATION/DEVELOPMENT (NET)	243 4% BD	7 1%	22 4% BD	10 1%	25 6% ABD	179 6% ABCD	135 4%	108 4%	45 5% KM	82 5% KM	82 3%	29 4% M	5 2%	127 5% O	82 3%	34 3%	42 4%	201 4%	130 5% T	113 3%	62 5% V	51 2%		
Progress/Improved development/Make it better	118 2% BD	1 1%	8 1% BD	3 1%	9 2% BD	97 3% ABCD	59 2%	59 2%	27 3% JKM	33 2%	41 2%	14 2%	3 1%	60 2%	41 2%	17 2%	19 2%	99 2%	66 3% T	52 1%	26 2% V	26 1%		
Innovation	68 1% D	5 1%	8 1% D	3 1%	7 2% BD	45 1% ABD	36 1%	32 1%	11 1% M	27 2% M	23 1%	7 1%	-	38 1%	23 1%	7 1%	11 1%	57 1%	33 1%	35 1%	19 1% V	16 1%		
Good/Improved technology	46 1% B	1 1%	2 1%	4 1%	5 1% B	34 1% ABD	31 1%	15 1%	7 1%	17 1%	14 1%	6 1%	2 1%	24 1%	14 1%	8 1%	9 1%	37 1%	24 1%	22 1%	12 1%	10 1%		
Good/Improve quality	13 1%	-	3 1% BD	-	3 3% ABD	7 1%	9 1%	4 1%	1 1%	6 1%	4 1%	2 1%	-	7 1%	4 1%	2 1%	2 1%	11 1%	7 1%	6 1%	5 1% V	1 1%		
Other innovation/development mentions	5 1%	-	1 1%	-	2 2% ABDF	2 1%	4 1%	1 1%	-	2 1%	2 1%	1 1%	-	2 1%	2 1%	1 1%	1 1%	4 1%	3 1%	2 1%	2 1%	-		
ACCESSIBILITY (NET)	221 4% BD	20 2%	28 5% BD	14 1%	23 6% ABD	136 4% ABD	129 4%	92 3%	35 4%	71 4%	84 3%	24 4%	7 2%	106 4%	84 3%	31 3%	44 4%	177 4%	110 5% T	111 3%	60 4% V	51 2%		
Easy/Easy to use/access the web	83 1% BD	5 1%	16 3% ABD	4 1%	9 2% BD	49 2% BD	49 1%	34 1%	13 2%	21 1%	35 1%	11 2%	3 1%	34 1%	35 1%	14 1%	21 2%	62 1%	43 2% T	40 1%	25 2% V	15 1%		

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q830. To the best of your knowledge, why have new gTLDs been created?

14 Mar 2015
Table 422

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Improve search function/Making searching easier	76 1% D	13 1% D	8 1% D	5	8 2% D	42 1% D	44 1%	32 1%	9 1%	27 2%	27 1%	9 1%	4 1%	36 1%	27 1%	13 1%	16 1%	60 1%	33 1%	43 1%	21 2%	22 1%
Convenience	32 1% B	1	3 1%	2	1	25 1% ABD	22 1%	10	7 1%	11 1%	10	4 1%	-	18 1%	10	4	1	31 1% Q	19 1% T	13	7 1%	6
Other accessibility mentions	36 1% B	1	2	4	6 1% ABCD	23 1% B	19 1%	17 1%	6 1%	13 1%	15 1%	2	-	19 1%	15 1%	2	7 1%	29 1%	18 1%	18	10 1%	8
IMPROVE CREDIBILITY (NET)	209 3% D	26 3%	27 5% D	22 2%	10 2%	124 4% AD	97 3%	112 4% G	38 4% LM	73 4% LM	79 3% M	16 2%	3 1%	111 4% OP	79 3%	19 2%	48 4%	161 3%	107 5% T	102 3%	58 4% V	44 2%
Improve security/Make it safer	120 2%	16 2%	23 4% ABDEF	16 1%	3 1%	62 2%	58 2%	62 2%	21 2%	41 2%	45 2%	10 1%	3 1%	62 2% P	45 2%	13 1%	25 2%	95 2%	55 2%	65 2%	36 3% V	29 1%
More reliable/trustworthy	34 1%	4	-	3	2	25 1% AC	14	20 1%	5 1%	13 1%	14 1%	2	-	18 1%	14 1%	2	8 1%	26 1% T	21 1% T	13	6	7
Improve reputation/be more known	24	3	2	1	4 1% D	14	12	12	4	10 1%	7	3	-	14 1%	7	3	6 1%	18	13 1%	11	8 1% V	3
Other improve credibility mentions	34 1%	4	2	2	1	25 1% AD	13	21 1% G	9 1% L	10 1%	14 1%	1	-	19 1% P	14 1%	1	9 1%	25 1% T	19 1% T	15	9 1%	6
IMPROVE EFFICIENCY (NET)	201 3% F	42 5% ADF	31 5% ADF	29 3%	22 5% ADF	77 2%	116 3%	85 3%	26 3%	66 4%	75 3%	16 2%	18 6% IKL	92 4%	75 3%	34 3%	45 4%	156 3%	88 4%	113 3%	47 3%	66 3%
Lack of space/To create more space	124 2% F	34 4% AF	15 3% F	24 2% F	16 4% AF	35 1%	69 2%	55 2%	12 1%	45 3% K	40 2%	12 2%	15 5% IJKL	57 2%	40 2%	27 3% O	25 2%	99 2%	56 2%	68 2%	17 1%	51 2%
For use/to use/usability	45 1% D	4	12 2% ABDF	3	5 1% D	21 1%	28 1%	17 1%	9 1%	13 1%	19 1%	2	2 1%	22 1%	19 1%	4	10 1%	35 1%	20 1%	25 1%	16 1% V	9
Other improve efficiency mentions	33 1%	4	5 1% D	2	1	21 1%	19 1%	14 1%	5 1%	8	17 1%	2	1	13	17 1%	3	10 1%	23	12 1%	21 1%	15 1% V	6
None	127 2%	13 1%	7 1%	18 2%	7 2%	82 3% ABC	68 2%	59 2%	18 2%	49 3% KL	46 2%	6 1%	8 3% L	67 3%	46 2%	14 1%	26 2%	101 2%	47 2%	80 2%	25 2%	55 2%
Don't know	1678 27% F	243 26%	149 25% ABCEF	398 37% F	101 25%	787 25% ABC	862 25%	816 30% G	181 21%	417 24%	727 29% IJ	254 37% IJK	99 33% IJ	598 23%	727 29% N	353 36% NO	332 28%	1346 27%	444 19%	1234 33% S	325 24%	909 38% U
Declined to answer	364 6% E	45 5% E	26 4% ABCEF	94 9% F	10 2%	189 6% E	213 6%	151 6%	58 7% L	114 6%	148 6%	30 4%	14 5%	172 7% P	148 6%	44 4%	75 6%	289 6%	179 8% T	185 5%	53 4%	132 5% U
Sigma	6873 112%	1061 115%	681 114%	1182 109%	488 119%	3461 111%	3824 112%	3049 111%	969 115%	1996 113%	2826 111%	755 111%	327 108%	2965 113%	2826 111%	1082 110%	1288 109%	5585 113%	2742 116%	4131 109%	1522 112%	2609 108%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q836. What has your experience been like with websites with the following new gTLDs?
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1826	149	225	174	125	1153	1019	807	325	668	676	122	35*	993	676	157	354	1472	1105	721	464	257
Weighted Base	1826	149	225	174	125	1153	1019	807	325	668	676	122	35*	993	676	157	354	1472	1105	721	464	257
.nyc	8 100%	8 100%	-	-	-	-	5 100%	3 100%	1 100%	1 100%	3 100%	2 100%	1 100%	2 100%	3 100%	3 100%	1 100%	7 100%	2 100%	6 100%	1 100%	5 100%
.xn-ses554g (Chinese for network address)	65 93%	-	-	-	-	65 93%	38 93%	27 93%	2 4%	32 97%	27 96%	4 100%	-	34 89%	27 96%	4 100%	5 100%	60 92%	46 92%	19 95%	16 94%	3 100%
.email	971 92%	70 91%	134 91%	104 90%	67 93%	596 93%	532 92%	439 93%	167 92%	350 91%	363 93%	71 96%	20 87%	517 92%	363 93%	91 94%	169 88%	802 93%	593 93%	378 91%	246 93%	132 88%
.link	667 92%	62 95%	98 89%	44 92%	54 92%	409 92%	359 90%	308 94%	112 87%	259 93%	251 92%	36 95%	9 100%	371 91%	251 92%	45 96%	126 91%	541 92%	420 94%	247 89%	175 93%	72 79%
.xn-55qx5d (Chinese for company)	50 91%	-	-	-	-	50 91%	28 85%	22 100%	-	30 94%	18 95%	2 67%	-	30 91%	18 95%	2 67%	2 100%	48 91%	34 89%	16 94%	14 93%	2 100%
.club	304 90%	19 100%	22 88%	23 85%	18 86%	222 91%	182 88%	122 94%	44 86%	132 90%	100 91%	25 96%	3 100%	176 89%	100 91%	28 97%	33 89%	271 90%	232 92%	72 86%	57 86%	15 83%
.photography	224 90%	7 78%	26 100%	26 90%	14 88%	151 89%	120 89%	104 91%	40 83%	97 91%	73 91%	13 100%	1 100%	137 88%	73 91%	14 100%	25 81%	199 91%	162 91%	62 87%	42 88%	20 87%
.guru	253 89%	9 75%	39 87%	13 93%	23 82%	169 91%	144 85%	109 95%	49 84%	92 87%	97 93%	13 100%	2 67%	141 86%	97 93%	15 94%	42 88%	211 89%	178 91%	75 85%	58 91%	17 71%
.wang	60 86%	-	-	-	-	60 86%	38 83%	22 92%	4 80%	31 86%	22 88%	3 75%	-	35 85%	22 88%	3 75%	3 75%	57 86%	42 88%	18 82%	16 80%	2 100%
.xyz	111 85%	3 100%	13 87%	5 100%	9 100%	81 83%	61 81%	50 91%	15 71%	58 88%	35 88%	2 100%	1 100%	73 84%	35 88%	3 100%	12 86%	99 85%	86 89%	25 76%	22 79%	3 60%
.london	22 85%	-	-	22 85%	-	-	15 94%	7 70%	4 100%	6 86%	12 80%	-	-	10 91%	12 80%	-	2 67%	20 87%	12 80%	10 91%	7 88%	3 100%
.realtor	121 83%	18 100%	14 78%	5 83%	4 100%	80 80%	63 81%	58 85%	10 77%	61 82%	41 82%	6 100%	3 100%	71 82%	41 82%	9 100%	15 79%	106 83%	89 82%	32 84%	19 79%	13 93%
.berlin	4 80%	-	-	4 80%	-	-	4 100%	-	-	2 100%	1 50%	-	1 100%	2 100%	1 50%	1 100%	1 100%	3 75%	4 80%	-	-	-
.ovh	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q836. What has your experience been like with websites with the following new gTLDs?
SUMMARY TABLE OF BOTTOM 2 BOX

14 Mar 2015
Table 424

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1826	149	225	174	125	1153	1019	807	325	668	676	122	35*	993	676	157	354	1472	1105	721	464	257
Weighted Base	1826	149	225	174	125	1153	1019	807	325	668	676	122	35*	993	676	157	354	1472	1105	721	464	257
.berlin	1 20%	-	-	1 20%	-	-	-	1 100%	-	-	1 50%	-	-	-	1 50%	-	-	1 25%	1 20%	-	-	-
.realtor	25 17%	-	4 22%	1 17%	-	20 20%	15 19%	10 15%	3 23%	13 18%	9 18%	-	-	16 18%	9 18%	-	4 21%	21 17%	19 18%	6 16%	5 21%	1 7%
.london	4 15%	-	-	4 15%	-	-	1 6%	3 30%	-	1 14%	3 20%	-	-	1 9%	3 20%	-	1 33%	3 13%	3 20%	1 9%	1 13%	-
.xyz	19 15%	-	13 13%	-	-	17 17%	14 19%	9 5%	6 29%	8 12%	5 13%	-	-	14 16%	5 13%	-	2 14%	17 15%	11 11%	8 24%	6 21%	2 40%
.wang	10 14%	-	-	-	-	10 14%	8 17%	2 8%	1 20%	5 14%	3 12%	1 25%	-	6 15%	3 12%	1 25%	1 25%	9 14%	6 13%	4 18%	4 20%	-
.guru	31 11%	3 25%	6 13%	1 7%	5 18%	16 9%	25 15% H	6 5%	9 16%	14 13%	7 7%	-	1 33%	23 14%	7 7%	1 6%	6 13%	25 11%	18 9%	13 15%	6 9%	7 29%
.photography	25 10%	2 22%	-	3 10%	2 13%	18 11%	15 11%	10 9%	8 17%	10 9%	7 9%	-	-	18 12%	7 9%	-	6 19%	19 9%	16 9%	9 13%	6 13%	3 13%
.club	33 10%	-	3 12%	4 15%	3 14%	23 9%	25 12%	8 6%	7 14%	15 10%	10 9%	1 4%	-	22 11%	10 9%	1 3%	4 11%	29 10%	21 8%	12 14%	9 14%	3 17%
.xn-55qx5d (Chinese for company)	5 9%	-	-	-	-	5 9%	5 15%	-	1 100%	2 6%	1 5%	1 33%	-	3 9%	1 5%	1 33%	-	5 9%	4 11%	1 6%	1 7%	-
.link	59 8%	3 5%	12 11%	4 8%	5 8%	35 8%	39 10%	20 6%	17 13% J	19 7%	21 8%	2 5%	-	36 9%	21 8%	2 4%	13 9%	46 8%	27 6%	32 11% S	13 7%	19 21% U
.email	81 8%	7 9%	14 9%	12 10%	5 7%	43 7%	46 8%	35 7%	15 8%	33 9%	27 7%	3 4%	3 13%	48 8%	27 7%	6 6%	23 12% R	58 7%	44 7%	37 9%	19 7%	18 12%
.xn-ses54g (Chinese for network address)	5 7%	-	-	-	-	5 7%	3 7%	2 7%	3 60%	1 3%	1 4%	-	-	4 11%	1 4%	-	-	5 8%	4 8%	1 5%	1 6%	-
.nyc	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ovh	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q836_1. What has your experience been like with websites with the following new gTLDs?
1. .email

14 Mar 2015
Table 425

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	1052	77*	148	116	72*	639	578	474	182	383	390	74*	23**	565	390	97*	192	860	637	415	265	150
Weighted Base	1052	77*	148	116	72*	639	578	474	182	383	390	74*	23**	565	390	97*	192	860	637	415	265	150
TOP 2 BOX (NET)	971 92%	70 91%	134 91%	104 90%	67 93%	596 93%	532 92%	439 93%	167 92%	350 91%	363 93%	71 96%	20 87%	517 92%	363 93%	91 94%	169 88%	802 93% Q	593 93%	378 91%	246 93%	132 88%
Very positive	403 38% D	27 35%	67 45% D	28 24%	37 51% ABDF	244 38% D	217 38%	186 39%	67 37%	147 38%	155 40%	26 35%	8 35%	214 38%	155 40%	34 35%	77 40%	326 38%	255 40%	148 36%	107 40% V	41 27%
Somewhat positive	568 54% CE	43 56%	67 45% ACEF	76 66%	30 42%	352 55% CE	315 54%	253 53%	100 55%	203 53%	208 53%	45 61%	12 52%	303 54%	208 53%	57 59%	92 48%	476 55%	338 53%	230 55%	139 52%	91 61%
BOTTOM 2 BOX (NET)	81 8%	7 9%	14 9%	12 10%	5 7%	43 7%	46 8%	35 7%	15 8%	33 9%	27 7%	3 4%	3 13%	48 8%	27 7%	6 6%	23 12% R	58 7%	44 7%	37 9%	19 7%	18 12%
Somewhat negative	64 6%	5 6%	13 9%	10 9%	4 6%	32 5%	37 6%	27 6%	9 5%	28 7%	21 5%	3 4%	3 13%	37 7%	21 5%	6 6%	21 11% R	43 5%	34 5%	30 7%	16 6%	14 9%
Very negative	17 2%	2 3%	1 1%	2 2%	1 1%	11 2%	9 2%	8 2%	6 3%	5 1%	6 2%	- -	- -	11 2%	6 2%	- -	2 1%	15 2%	10 2%	7 2%	3 1%	4 3%
Sigma	1052 100%	77 100%	148 100%	116 100%	72 100%	639 100%	578 100%	474 100%	182 100%	383 100%	390 100%	74 100%	23 100%	565 100%	390 100%	97 100%	192 100%	860 100%	637 100%	415 100%	265 100%	150 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q836_2. What has your experience been like with websites with the following new gTLDs?
2. .photography

14 Mar 2015
Table 426

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	249	9**	26**	29**	16**	169	135	114	48*	107	80*	13**	1**	155	80*	14**	31*	218	178	71*	48*	23**
Weighted Base	249	9**	26**	29**	16**	169	135	114	48*	107	80*	13**	1**	155	80*	14**	31*	218	178	71*	48*	23**
TOP 2 BOX (NET)	224 90%	7 78%	26 100%	26 90%	14 88%	151 89%	120 89%	104 91%	40 83%	97 91%	73 91%	13 100%	1 100%	137 88%	73 91%	14 100%	25 81%	199 91%	162 91%	62 87%	42 88%	20 87%
Very positive	95 38%	3 33%	17 65%	8 28%	7 44%	60 36%	52 39%	43 38%	18 38%	43 40%	26 33%	8 62%	-	61 39%	26 33%	8 57%	6 19%	89 41%	74 42%	21 30%	13 27%	8 35%
Somewhat positive	129 52%	4 44%	9 35%	18 62%	7 44%	91 54%	68 50%	61 54%	22 46%	54 50%	47 59%	5 38%	1 100%	76 49%	47 59%	6 43%	19 61%	110 50%	88 49%	41 58%	29 60%	12 52%
BOTTOM 2 BOX (NET)	25 10%	2 22%	-	3 10%	2 13%	18 11%	15 11%	10 9%	8 17%	10 9%	7 9%	-	-	18 12%	7 9%	-	6 19%	19 9%	16 9%	9 13%	6 13%	3 13%
Somewhat negative	15 6%	1 11%	-	3 10%	1 6%	10 6%	10 7%	5 4%	3 6%	7 7%	5 6%	-	-	10 6%	5 6%	-	2 6%	13 6%	10 6%	5 7%	5 10%	-
Very negative	10 4%	1 11%	-	-	1 6%	8 5%	5 4%	5 4%	5 10%	3 3%	2 3%	-	-	8 5%	2 3%	-	4 13%	6 3%	6 3%	4 6%	1 2%	3 13%
Sigma	249 100%	9 100%	26 100%	29 100%	16 100%	169 100%	135 100%	114 100%	48 100%	107 100%	80 100%	13 100%	1 100%	155 100%	80 100%	14 100%	31 100%	218 100%	178 100%	71 100%	48 100%	23 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q836_3. What has your experience been like with websites with the following new gTLDs?
3. .link

Base: All Qualified Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	726	65*	110	48*	59*	444	398	328	129	278	272	38*	9**	407	272	47*	139	587	447	279	188	91*
Weighted Base	726	65*	110	48*	59*	444	398	328	129	278	272	38*	9**	407	272	47*	139	587	447	279	188	91*
TOP 2 BOX (NET)	667 92%	62 95%	98 89%	44 92%	54 92%	409 92%	359 90%	308 94%	112 87%	259 93%	251 92%	36 95%	9 100%	371 91%	251 92%	45 96%	126 91%	541 92%	420 94%	247 89%	175 93%	72 79%
Very positive	212 29%	14 22%	43 39% ABDF	10 21%	22 37%	123 28%	116 29%	96 29%	31 24%	92 33%	74 27%	10 26%	5 56%	123 30%	74 27%	15 32%	39 28%	173 29%	140 31%	72 26%	53 28%	19 21%
Somewhat positive	455 63%	48 74% CE	55 50%	34 71% C	32 54%	286 64% C	243 61%	212 65%	81 63%	167 60%	177 65%	26 68%	4 44%	248 61%	177 65%	30 64%	87 63%	368 63%	280 63%	175 63%	122 65%	53 58%
BOTTOM 2 BOX (NET)	59 8%	3 5%	12 11%	4 8%	5 8%	35 8%	39 10%	20 6%	17 13% J	19 7%	21 8%	2 5%	-	36 9%	21 8%	2 4%	13 9%	46 8%	27 6%	32 11% S	13 7%	19 21% U
Somewhat negative	50 7%	3 5%	10 9%	3 6%	4 7%	30 7%	30 8%	20 6%	13 10%	17 6%	18 7%	2 5%	-	30 7%	18 7%	2 4%	11 8%	39 7%	21 5%	29 10% S	11 6%	18 20% U
Very negative	9 1%	-	2 2%	1 2%	1 2%	5 1%	9 2% H	-	4 3%	2 1%	3 1%	-	-	6 1%	3 1%	-	2 1%	7 1%	6 1%	3 1%	2 1%	1 1%
Sigma	726 100%	65 100%	110 100%	48 100%	59 100%	444 100%	398 100%	328 100%	129 100%	278 100%	272 100%	38 100%	9 100%	407 100%	272 100%	47 100%	139 100%	587 100%	447 100%	279 100%	188 100%	91 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q836_4. What has your experience been like with websites with the following new gTLDs?

14 Mar 2015
Table 428

4. .guru

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	284	12**	45*	14**	28**	185	169	115	58*	106	104	13**	3**	164	104	16**	48*	236	196	88*	64*	24**
Weighted Base	284	12**	45*	14**	28**	185	169	115	58*	106	104	13**	3**	164	104	16**	48*	236	196	88*	64*	24**
TOP 2 BOX (NET)	253 89%	9 75%	39 87%	13 93%	23 82%	169 91%	144 85%	109 95%	49 84%	92 87%	97 93%	13 100%	2 67%	141 86%	97 93%	15 94%	42 88%	211 89%	178 91%	75 85%	58 91%	17 71%
Very positive	91 32%	-	14 31%	4 29%	11 39%	62 34%	53 31%	38 33%	11 19%	38 36%	36 35%	6 46%	-	49 30%	36 35%	6 38%	8 17%	83 35%	69 35%	22 25%	19 30%	3 13%
Somewhat positive	162 57%	9 75%	25 56%	9 64%	12 43%	107 58%	91 54%	71 62%	38 66%	54 51%	61 59%	7 54%	2 67%	92 56%	61 59%	9 56%	34 71%	128 54%	109 56%	53 60%	39 61%	14 58%
BOTTOM 2 BOX (NET)	31 11%	3 25%	6 13%	1 7%	5 18%	16 9%	25 15%	6 5%	9 16%	14 13%	7 7%	-	1 33%	23 14%	7 7%	1 6%	6 13%	25 11%	18 9%	13 15%	6 9%	7 29%
Somewhat negative	20 7%	2 17%	4 9%	-	5 18%	9 5%	15 9%	5 4%	6 10%	10 9%	3 3%	-	1 33%	16 10%	3 3%	1 6%	5 10%	15 6%	10 5%	10 11%	4 6%	6 25%
Very negative	11 4%	1 8%	2 4%	1 7%	-	7 4%	10 6%	1 1%	3 5%	4 4%	4 4%	-	-	7 4%	4 4%	-	1 2%	10 4%	8 4%	3 3%	2 3%	1 4%
Sigma	284 100%	12 100%	45 100%	14 100%	28 100%	185 100%	169 100%	115 100%	58 100%	106 100%	104 100%	13 100%	3 100%	164 100%	104 100%	16 100%	48 100%	236 100%	196 100%	88 100%	64 100%	24 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q836_5. What has your experience been like with websites with the following new gTLDs?
5. .realtor

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	146	18**	18**	6**	4**	100	78*	68*	13**	74*	50*	6**	3**	87*	50*	9**	19**	127	108	38*	24**	14**
Weighted Base	146	18**	18**	6**	4**	100	78*	68*	13**	74*	50*	6**	3**	87*	50*	9**	19**	127	108	38*	24**	14**
TOP 2 BOX (NET)	121 83%	18 100%	14 78%	5 83%	4 100%	80 80%	63 81%	58 85%	10 77%	61 82%	41 82%	6 100%	3 100%	71 82%	41 82%	9 100%	15 79%	106 83%	89 82%	32 84%	19 79%	13 93%
Very positive	51 35%	3 17%	8 44%	3 50%	3 75%	34 34%	28 36%	23 34%	4 31%	26 35%	18 36%	3 50%	-	30 34%	18 36%	3 33%	2 11%	49 39%	42 39%	9 24%	8 33%	1 7%
Somewhat positive	70 48%	15 83%	6 33%	2 33%	1 25%	46 46%	35 45%	35 51%	6 46%	35 47%	23 46%	3 50%	3 100%	41 47%	23 46%	6 67%	13 68%	57 45%	47 44%	23 61%	11 46%	12 86%
BOTTOM 2 BOX (NET)	25 17%	-	4 22%	1 17%	-	20 20%	15 19%	10 15%	3 23%	13 18%	9 18%	-	-	16 18%	9 18%	-	4 21%	21 17%	19 18%	6 16%	5 21%	1 7%
Somewhat negative	17 12%	-	2 11%	-	-	15 15%	8 10%	9 13%	-	11 15%	6 12%	-	-	11 13%	6 12%	-	3 16%	14 11%	15 14%	2 5%	2 8%	-
Very negative	8 5%	-	2 11%	1 17%	-	5 5%	7 9%	1 1%	3 23%	2 3%	3 6%	-	-	5 6%	3 6%	-	1 5%	7 6%	4 4%	4 11%	3 13%	1 7%
Sigma	146 100%	18 100%	18 100%	6 100%	4 100%	100 100%	78 100%	68 100%	13 100%	74 100%	50 100%	6 100%	3 100%	87 100%	50 100%	9 100%	19 100%	127 100%	108 100%	38 100%	24 100%	14 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q836_6. What has your experience been like with websites with the following new gTLDs?
6. .club

14 Mar 2015
Table 430

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	337	19**	25**	27**	21**	245	207	130	51*	147	110	26**	3**	198	110	29**	37*	300	253	84*	66*	18**
Weighted Base	337	19**	25**	27**	21**	245	207	130	51*	147	110	26**	3**	198	110	29**	37*	300	253	84*	66*	18**
TOP 2 BOX (NET)	304 90%	19 100%	22 88%	23 85%	18 86%	222 91%	182 88%	122 94%	44 86%	132 90%	100 91%	25 96%	3 100%	176 89%	100 91%	28 97%	33 89%	271 90%	232 92%	72 86%	57 86%	15 83%
Very positive	94 28%	3 16%	12 48%	7 26%	5 24%	67 27%	51 25%	43 33%	9 18%	48 33%	30 27%	6 23%	1 33%	57 29%	30 27%	7 24%	8 22%	86 29%	79 31%	15 18%	13 20%	2 11%
Somewhat positive	210 62%	16 84%	10 40%	16 59%	13 62%	155 63%	131 63%	79 61%	35 69%	84 57%	70 64%	19 73%	2 67%	119 60%	70 64%	21 72%	25 68%	185 62%	153 60%	57 68%	44 67%	13 72%
BOTTOM 2 BOX (NET)	33 10%	-	3 12%	4 15%	3 14%	23 9%	25 12%	8 6%	7 14%	15 10%	10 9%	1 4%	-	22 11%	10 9%	1 3%	4 11%	29 10%	21 8%	12 14%	9 14%	3 17%
Somewhat negative	27 8%	-	3 12%	3 11%	3 14%	18 7%	19 9%	8 6%	4 8%	14 10%	8 7%	1 4%	-	18 9%	8 7%	1 3%	3 8%	24 8%	17 7%	10 12%	7 11%	3 17%
Very negative	6 2%	-	-	1 4%	-	5 2%	6 3%	-	3 6%	1 1%	2 2%	-	-	4 2%	2 2%	-	1 3%	5 2%	4 2%	2 2%	2 3%	-
Sigma	337 100%	19 100%	25 100%	27 100%	21 100%	245 100%	207 100%	130 100%	51 100%	147 100%	110 100%	26 100%	3 100%	198 100%	110 100%	29 100%	37 100%	300 100%	253 100%	84 100%	66 100%	18 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q836_7. What has your experience been like with websites with the following new gTLDs?

14 Mar 2015
Table 431

7. .xyz

Base: All Qualified Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	130	3**	15**	5**	9**	98*	75*	55*	21**	66*	40*	2**	1**	87*	40*	3**	14**	116	97*	33*	28**	5**
Weighted Base	130	3**	15**	5**	9**	98*	75*	55*	21**	66*	40*	2**	1**	87*	40*	3**	14**	116	97*	33*	28**	5**
TOP 2 BOX (NET)	111 85%	3 100%	13 87%	5 100%	9 100%	81 83%	61 81%	50 91%	15 71%	58 88%	35 88%	2 100%	1 100%	73 84%	35 88%	3 100%	12 86%	99 85%	86 89%	25 76%	22 79%	3 60%
Very positive	31 24%	-	6 40%	1 20%	4 44%	20 20%	17 23%	14 25%	2 10%	19 29%	9 23%	1 50%	-	21 24%	9 23%	1 33%	1 7%	30 26%	27 28%	4 12%	4 14%	-
Somewhat positive	80 62%	3 100%	7 47%	4 80%	5 56%	61 62%	44 59%	36 65%	13 62%	39 59%	26 65%	1 50%	1 100%	52 60%	26 65%	2 67%	11 79%	69 59%	59 61%	21 64%	18 64%	3 60%
BOTTOM 2 BOX (NET)	19 15%	-	2 13%	-	-	17 17%	14 19%	5 9%	6 29%	8 12%	5 13%	-	-	14 16%	5 13%	-	2 14%	17 15%	11 11%	8 24%	6 21%	2 40%
Somewhat negative	14 11%	-	2 13%	-	-	12 12%	10 13%	4 7%	2 10%	8 12%	4 10%	-	-	10 11%	4 10%	-	2 14%	12 10%	9 9%	5 15%	4 14%	1 20%
Very negative	5 4%	-	-	-	-	5 5%	4 5%	1 2%	4 19%	-	1 3%	-	-	4 5%	1 3%	-	-	5 4%	2 2%	3 9%	2 7%	1 20%
Sigma	130 100%	3 100%	15 100%	5 100%	9 100%	98 100%	75 100%	55 100%	21 100%	66 100%	40 100%	2 100%	1 100%	87 100%	40 100%	3 100%	14 100%	116 100%	97 100%	33 100%	28 100%	5 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q836_8. What has your experience been like with websites with the following new gTLDs?
8. .berlin

14 Mar 2015
Table 432

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	5**	-**	-**	5**	-**	-**	4**	1**	-**	2**	2**	-**	1**	2**	2**	1**	1**	4**	5**	-**	-**	-**
Weighted Base	5**	-**	-**	5**	-**	-**	4**	1**	-**	2**	2**	-**	1**	2**	2**	1**	1**	4**	5**	-**	-**	-**
TOP 2 BOX (NET)	4 80%	-	-	4 80%	-	-	4 100%	-	-	2 50%	1	-	1 100%	2 100%	1 50%	1 100%	1 100%	3 75%	4 80%	-	-	-
Very positive	2 40%	-	-	2 40%	-	-	2 50%	-	-	1 50%	-	-	1 100%	1 50%	-	1 100%	1 100%	1 25%	2 40%	-	-	-
Somewhat positive	2 40%	-	-	2 40%	-	-	2 50%	-	-	1 50%	1 50%	-	-	1 50%	1 50%	-	-	2 50%	2 40%	-	-	-
BOTTOM 2 BOX (NET)	1 20%	-	-	1 20%	-	-	-	1 100%	-	-	1 50%	-	-	-	1 50%	-	-	1 25%	1 20%	-	-	-
Somewhat negative	1 20%	-	-	1 20%	-	-	-	1 100%	-	-	1 50%	-	-	-	1 50%	-	-	1 25%	1 20%	-	-	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	5 100%	-	-	5 100%	-	-	4 100%	1 100%	-	2 100%	2 100%	-	1 100%	2 100%	2 100%	1 100%	1 100%	4 100%	5 100%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q836_9. What has your experience been like with websites with the following new gTLDs?
9. .ovh

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Weighted Base	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
TOP 2 BOX (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very positive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat positive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q836_10. What has your experience been like with websites with the following new gTLDs?

14 Mar 2015
Table 434

10. .london

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	26**	-**	-**	26**	-**	-**	16**	10**	4**	7**	15**	-**	-**	11**	15**	-**	3**	23**	15**	11**	8**	3**
Weighted Base	26**	-**	-**	26**	-**	-**	16**	10**	4**	7**	15**	-**	-**	11**	15**	-**	3**	23**	15**	11**	8**	3**
TOP 2 BOX (NET)	22 85%	-	-	22 85%	-	-	15 94%	7 70%	4 100%	6 86%	12 80%	-	-	10 91%	12 80%	-	2 67%	20 87%	12 80%	10 91%	7 88%	3 100%
Very positive	9 35%	-	-	9 35%	-	-	5 31%	4 40%	1 25%	2 29%	6 40%	-	-	3 27%	6 40%	-	-	9 39%	5 33%	4 36%	2 25%	2 67%
Somewhat positive	13 50%	-	-	13 50%	-	-	10 63%	3 30%	3 75%	4 57%	6 40%	-	-	7 64%	6 40%	-	2 67%	11 48%	7 47%	6 55%	5 63%	1 33%
BOTTOM 2 BOX (NET)	4 15%	-	-	4 15%	-	-	1 6%	3 30%	-	1 14%	3 20%	-	-	1 9%	3 20%	-	1 33%	3 13%	3 20%	1 9%	1 13%	-
Somewhat negative	4 15%	-	-	4 15%	-	-	1 6%	3 30%	-	1 14%	3 20%	-	-	1 9%	3 20%	-	1 33%	3 13%	3 20%	1 9%	1 13%	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	26 100%	-	-	26 100%	-	-	16 100%	10 100%	4 100%	7 100%	15 100%	-	-	11 100%	15 100%	-	3 100%	23 100%	15 100%	11 100%	8 100%	3 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q836_11. What has your experience been like with websites with the following new gTLDs?

14 Mar 2015
Table 435

11. .nyc

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	8**	8**	-.**	-.**	-.**	-.**	5**	3**	1**	1**	3**	2**	1**	2**	3**	3**	1**	7**	2**	6**	1**	5**
Weighted Base	8**	8**	-.**	-.**	-.**	-.**	5**	3**	1**	1**	3**	2**	1**	2**	3**	3**	1**	7**	2**	6**	1**	5**
TOP 2 BOX (NET)	8 100%	8 100%	-	-	-	-	5 100%	3 100%	1 100%	1 100%	3 100%	2 100%	1 100%	2 100%	3 100%	3 100%	1 100%	7 100%	2 100%	6 100%	1 100%	5 100%
Very positive	1 13%	1 13%	-	-	-	-	1 20%	-	-	1 100%	-	-	-	1 50%	-	-	-	1 14%	-	1 17%	1 100%	-
Somewhat positive	7 88%	7 88%	-	-	-	-	4 80%	3 100%	1 100%	-	3 100%	2 100%	1 100%	1 50%	3 100%	3 100%	1 100%	6 86%	2 100%	5 83%	-	5 100%
BOTTOM 2 BOX (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	8 100%	8 100%	-	-	-	-	5 100%	3 100%	1 100%	1 100%	3 100%	2 100%	1 100%	2 100%	3 100%	3 100%	1 100%	7 100%	2 100%	6 100%	1 100%	5 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q836_12. What has your experience been like with websites with the following new gTLDs?
12. .wang

14 Mar 2015
Table 436

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	70*	**	**	**	**	70*	46*	24**	5**	36*	25**	4**	**	41*	25**	4**	4**	66*	48*	22**	20**	2**
Weighted Base	70*	**	**	**	**	70*	46*	24**	5**	36*	25**	4**	**	41*	25**	4**	4**	66*	48*	22**	20**	2**
TOP 2 BOX (NET)	60 86%	-	-	-	-	60 86%	38 83%	22 92%	4 80%	31 86%	22 88%	3 75%	-	35 85%	22 88%	3 75%	3 75%	57 86%	42 88%	18 82%	16 80%	2 100%
Very positive	26 37%	-	-	-	-	26 37%	17 37%	9 38%	1 20%	17 47%	8 32%	-	-	18 44%	8 32%	-	2 50%	24 36%	17 35%	9 41%	9 45%	-
Somewhat positive	34 49%	-	-	-	-	34 49%	21 46%	13 54%	3 60%	14 39%	14 56%	3 75%	-	17 41%	14 56%	3 75%	1 25%	33 50%	25 52%	9 41%	7 35%	2 100%
BOTTOM 2 BOX (NET)	10 14%	-	-	-	-	10 14%	8 17%	2 8%	1 20%	5 14%	3 12%	1 25%	-	6 15%	3 12%	1 25%	1 25%	9 14%	6 13%	4 18%	4 20%	-
Somewhat negative	8 11%	-	-	-	-	8 11%	6 13%	2 8%	-	5 14%	2 8%	1 25%	-	5 12%	2 8%	1 25%	1 25%	7 11%	5 10%	3 14%	3 15%	-
Very negative	2 3%	-	-	-	-	2 3%	2 4%	-	1 20%	-	1 4%	-	-	1 2%	1 4%	-	-	2 3%	1 2%	1 5%	1 5%	-
Sigma	70 100%	-	-	-	-	70 100%	46 100%	24 100%	5 100%	36 100%	25 100%	4 100%	-	41 100%	25 100%	4 100%	4 100%	66 100%	48 100%	22 100%	20 100%	2 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q836_13. What has your experience been like with websites with the following new gTLDs?
13. .xn-ses554g (Chinese for network address)

14 Mar 2015
Table 437

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	70*	**	**	**	**	70*	41*	29**	5**	33*	28**	4**	**	38*	28**	4**	5**	65*	50*	20**	17**	3**
Weighted Base	70*	**	**	**	**	70*	41*	29**	5**	33*	28**	4**	**	38*	28**	4**	5**	65*	50*	20**	17**	3**
TOP 2 BOX (NET)	65 93%	-	-	-	-	65 93%	38 93%	27 93%	2 40%	32 97%	27 96%	4 100%	-	34 89%	27 96%	4 100%	5 100%	60 92%	46 92%	19 95%	16 94%	3 100%
Very positive	25 36%	-	-	-	-	25 36%	13 32%	12 41%	-	16 48%	9 32%	-	-	16 42%	9 32%	-	-	25 38%	17 34%	8 40%	8 47%	-
Somewhat positive	40 57%	-	-	-	-	40 57%	25 61%	15 52%	2 40%	16 48%	18 64%	4 100%	-	18 47%	18 64%	4 100%	5 100%	35 54%	29 58%	11 55%	8 47%	3 100%
BOTTOM 2 BOX (NET)	5 7%	-	-	-	-	5 7%	3 7%	2 7%	3 60%	1 3%	1 4%	-	-	4 11%	1 4%	-	-	5 8%	4 8%	1 5%	1 6%	-
Somewhat negative	3 4%	-	-	-	-	3 4%	1 2%	2 7%	2 40%	1 3%	-	-	-	3 8%	-	-	-	3 5%	3 6%	-	-	-
Very negative	2 3%	-	-	-	-	2 3%	2 5%	-	1 20%	-	1 4%	-	-	1 3%	1 4%	-	-	2 3%	1 2%	1 5%	1 6%	-
Sigma	70 100%	-	-	-	-	70 100%	41 100%	29 100%	5 100%	33 100%	28 100%	4 100%	-	38 100%	28 100%	4 100%	5 100%	65 100%	50 100%	20 100%	17 100%	3 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q836_14. What has your experience been like with websites with the following new gTLDs?
14. .xn-55qx5d (Chinese for company)

14 Mar 2015
Table 438

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	55*	-**	-**	-**	-**	55*	33*	22**	1**	32*	19**	3**	-**	33*	19**	3**	2**	53*	38*	17**	15**	2**
Weighted Base	55*	-**	-**	-**	-**	55*	33*	22**	1**	32*	19**	3**	-**	33*	19**	3**	2**	53*	38*	17**	15**	2**
TOP 2 BOX (NET)	50 91%	-	-	-	-	50 91%	28 85%	22 100%	-	30 94%	18 95%	2 67%	-	30 91%	18 95%	2 67%	2 100%	48 91%	34 89%	16 94%	14 93%	2 100%
Very positive	26 47%	-	-	-	-	26 47%	15 45%	11 50%	-	19 59%	6 32%	1 33%	-	19 58%	6 32%	1 33%	-	26 49%	16 42%	10 59%	9 60%	1 50%
Somewhat positive	24 44%	-	-	-	-	24 44%	13 39%	11 50%	-	11 34%	12 63%	1 33%	-	11 33%	12 63%	1 33%	2 100%	22 42%	18 47%	6 35%	5 33%	1 50%
BOTTOM 2 BOX (NET)	5 9%	-	-	-	-	5 9%	5 15%	-	1 100%	2 6%	1 5%	1 33%	-	3 9%	1 5%	1 33%	-	5 9%	4 11%	1 6%	1 7%	-
Somewhat negative	2 4%	-	-	-	-	2 4%	2 6%	-	-	2 6%	-	-	-	2 6%	-	-	-	2 4%	2 5%	-	-	-
Very negative	3 5%	-	-	-	-	3 5%	3 9%	-	1 100%	-	1 5%	1 33%	-	1 3%	1 5%	1 33%	-	3 6%	2 5%	1 6%	1 7%	-
Sigma	55 100%	-	-	-	-	55 100%	33 100%	22 100%	1 100%	32 100%	19 100%	3 100%	-	33 100%	19 100%	3 100%	2 100%	53 100%	38 100%	17 100%	15 100%	2 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q840_1. What made your experience with .email very positive?
1. .email

14 Mar 2015
Table 439

Base: Very Positive Experience

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	403	27**	67*	28**	37*	244	217	186	67*	147	155	26**	8**	214	155	34*	77*	326	255	148	107	41*
Weighted Base	403	27**	67*	28**	37*	244	217	186	67*	147	155	26**	8**	214	155	34*	77*	326	255	148	107	41*
BRAND/QUALITY (NET)	65 16%	2 7%	12 18%	6 21%	5 14%	40 16%	33 15%	32 17%	12 18%	23 16%	23 15%	4 15%	3 38%	35 16%	23 15%	7 21%	9 12%	56 17%	42 16%	23 16%	18 17%	5 12%
Good quality brand/product	2 -	-	1 1%	-	-	1 -	1 -	1 1%	-	1 1%	1 1%	-	-	1 1%	1 1%	-	-	2 1%	2 1%	-	-	-
Honest/trustworthy	37 9%	2 7%	4 6%	5 18%	4 11%	22 9%	18 8%	19 10%	7 10%	16 11%	12 8%	1 4%	1 13%	23 11%	12 8%	2 6%	4 5%	33 10%	26 10%	11 7%	9 8%	2 5%
It's a legitimate/credible site/domain	4 1%	-	-	-	-	4 2%	4 2%	-	2 3%	1 1%	1 1%	-	-	3 1%	1 1%	-	-	4 1%	4 2%	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	4 1%	-	-	-	1 3%	3 1%	2 1%	2 1%	-	1 1%	3 2%	-	-	1 -	3 2%	-	2 3%	2 1%	1 *	3 2%	2 2%	1 2%
Well established/Been around for a long time	2 *	-	-	1 4%	-	1 *	1 *	1 1%	-	1 1%	1 1%	-	-	1 *	1 1%	-	-	2 1%	1 *	1 1%	1 1%	-
Well known/Popular/Most commonly used domain	17 4%	-	6 9% A	-	-	11 5%	8 4%	9 5%	3 4%	4 3%	6 4%	2 8%	2 25%	7 3%	6 4%	4 12% N	3 4%	14 4%	10 4%	7 5%	5 5%	2 5%
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	2 *	-	1 1%	-	-	1 *	1 *	1 1%	-	1 1%	-	1 4%	-	1 *	-	1 3% O	-	2 1%	1 *	1 1%	1 1%	-
CONTENT (NET)	30 7%	1 4%	4 6%	1 4%	3 8%	21 9%	15 7%	15 8%	7 10%	11 7%	9 6%	3 12%	-	18 8%	9 6%	3 9%	6 8%	24 7%	19 7%	11 7%	8 7%	3 7%
INFORMATION (SUB-NET)	26 6%	1 4%	4 6%	1 4%	3 8%	17 7%	12 6%	14 8%	7 10%	8 5%	8 5%	3 12%	-	15 7%	8 5%	3 9%	6 8%	20 6%	15 6%	11 7%	8 7%	3 7%
Accurate/Authentic information	5 1%	1 4%	1 1%	-	1 3%	2 1%	2 1%	3 2%	2 3%	1 1%	2 1%	-	-	3 1%	2 1%	-	2 3%	3 1%	2 1%	3 2%	1 1%	2 5%
Comprehensive/Can search all information in one place	6 1%	-	2 3%	-	1 3%	3 1%	2 1%	4 2%	2 3% J	-	2 1%	2 8%	-	2 1%	2 1%	2 6% N	-	6 2%	4 2%	2 1%	2 2%	-
Good/Helpful information	2 *	-	-	-	-	2 1%	1 *	1 1%	1 1%	-	1 1%	-	-	1 *	1 1%	-	1 1%	1 *	1 *	1 1%	1 1%	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q840_1. What made your experience with .email very positive?
1. .email

14 Mar 2015
Table 439

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	403	27**	67*	28**	37*	244	217	186	67*	147	155	26**	8**	214	155	34*	77*	326	255	148	107	41*
Information/Informative	10 2%	-	1 1%	-	1 3%	8 3%	4 2%	6 3%	1 1%	5 3%	3 2%	1 4%	-	6 3%	3 2%	1 3%	2 3%	8 2%	6 2%	4 3%	3 3%	1 2%
Other information mentions	3 1%	-	-	1 4%	-	2 1%	3 1%	-	1 1%	2 1%	-	-	-	3 1%	-	-	1 1%	2 1%	2 1%	1 1%	1 1%	-
MISCELLANEOUS CONTENT (SUB-NET)	6 1%	-	-	-	-	6 2%	4 2%	2 1%	-	4 3%	2 1%	-	-	4 2%	2 1%	-	1 1%	5 2%	5 2%	1 1%	1 1%	-
Good/Like the content	4 1%	-	-	-	-	4 2%	3 1%	1 1%	-	3 2%	1 1%	-	-	3 1%	1 1%	-	-	4 1%	3 1%	1 1%	1 1%	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	2 *	-	-	-	-	2 1%	1 *	1 1%	-	1 1%	1 1%	-	-	1 *	1 1%	-	1 1%	1 *	2 1%	-	-	-
FUNCTIONALITY (NET)	56 14%	2 7%	10 15%	5 18%	7 19%	32 13%	26 12%	30 16%	14 21% K	24 16% K	12 8%	4 15%	2 25%	38 18% O	12 8%	6 18%	15 19%	41 13%	41 16%	15 10%	11 10%	4 10%
Accessible/Easy to access/find	16 4%	1 4%	4 6%	1 4%	2 5%	8 3%	4 2%	12 6% G	2 3%	5 3%	8 5%	1 4%	-	7 3%	8 5%	1 3%	6 8%	10 3%	11 4%	5 3%	3 3%	2 5%
Easy to use/navigate	25 6%	1 4%	3 4%	3 11%	4 11%	14 6%	14 6%	11 6%	9 13% K	10 7%	4 3%	1 4%	1 13%	19 9% O	4 3%	2 6%	7 9%	18 6%	19 7%	6 4%	4 4%	2 5%
Practical/Useful/Helpful	11 3%	-	2 3%	-	1 3%	8 3%	7 3%	4 2%	4 6% K	7 5% K	-	-	-	11 5% O	-	-	1 1%	10 3%	11 4% T	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	7 2%	-	2 3%	2 7%	-	3 1%	3 1%	4 2%	-	4 3% K	-	2 8%	1 13%	4 2%	-	3 9% NO	2 3%	5 2%	3 1%	4 3%	4 4%	-
PERFORMANCE (NET)	71 18% F	8 30%	18 27% AF	7 25%	8 22%	30 12%	37 17%	34 18%	9 13%	30 20%	25 16%	5 19%	2 25%	39 18%	25 16%	7 21%	7 9%	64 20% Q	42 16%	29 20%	18 17%	11 27%
Fast/Good speed	21 5% F	2 7%	5 7%	1 4%	5 14% AF	8 3%	11 5%	10 5%	2 3%	7 5%	10 6%	2 8%	-	9 4%	10 6%	2 6%	2 3%	19 6%	12 5%	9 6%	6 6%	3 7%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q840_1. What made your experience with .email very positive?
1. .email

Base: Very Positive Experience

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	403	27**	67*	28**	37*	244	217	186	67*	147	155	26**	8**	214	155	34*	77*	326	255	148	107	41*
Good results/search results	1	-	-	-	-	1	-	1%	-	1%	-	-	-	1	-	-	-	1	1	-	-	-
No problems/Good experience with website	22 5%	4 15%	4 6%	1 4%	2 5%	11 5%	12 6%	10 5%	2 3%	12 8%	7 5%	1 4%	-	14 7%	7 5%	1 3%	2 3%	20 6%	12 5%	10 7%	6 6%	4 10%
Reliable	15 4%	2 7%	6 9% AF	4 14%	-	3 1%	7 3%	8 4%	1 1%	6 4%	4 3%	2 8%	2 25%	7 3%	4 3%	4 12% NO	-	15 5%	8 3%	7 5%	6 6%	1 2%
Worked/Effective	11 3%	-	4 6%	1 4%	1 3%	5 2%	6 3%	5 3%	3 4%	3 2%	5 3%	-	-	6 3%	5 3%	-	3 4%	8 2%	8 3%	3 2%	-	3 7% U
Other performance mentions	2	-	-	-	-	2 1%	1	1 1%	1 1%	1 1%	-	-	-	2 1%	-	-	-	2 1%	2 1%	-	-	-
SECURITY (NET)	33 8%	3 11%	8 12%	2 7%	3 8%	17 7%	18 8%	15 8%	4 6%	11 7%	15 10%	3 12%	-	15 7%	15 10%	3 9%	7 9%	26 8%	20 8%	13 9%	11 10%	2 5%
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	3 1%	-	-	-	-	3 1%	1	2 1%	1 1%	2 1%	-	-	-	3 1%	-	-	1 1%	2 1%	1	2 1%	2 2%	-
Safe/Good security	29 7%	2 7%	8 12%	2 7%	3 8%	14 6%	16 7%	13 7%	2 3%	9 6%	15 10%	3 12%	-	11 5%	15 10%	3 9%	6 8%	23 7%	18 7%	11 7%	9 8%	2 5%
Virus/Malware protected	1	1 4%	-	-	-	-	1	-	1 1%	-	-	-	-	1	-	-	-	1	1	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	5 1%	1 4%	-	-	-	4 2%	3 1%	2 1%	2 3%	-	2 1%	1 4%	-	2 1%	2 1%	1 3%	-	5 2%	2 1%	3 2%	3 3%	-
Good service/customer service/support	5 1%	1 4%	-	-	-	4 2%	3 1%	2 1%	2 3% J	-	2 1%	1 4%	-	2 1%	2 1%	1 3%	-	5 2%	2 1%	3 2%	3 3%	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	60 15%	5 19%	12 18%	3 11%	4 11%	36 15%	34 16%	26 14%	8 12%	27 18%	24 15%	1 4%	-	35 16% P	24 15%	1 3%	9 12%	51 16%	42 16%	18 12%	17 16% V	1 2%
Descriptive/Indicates what it stands for	4 1%	-	-	1 4%	-	3 1%	3 1%	1 1%	-	3 2%	1 1%	-	-	3 1%	1 1%	-	-	4 1%	2 1%	2 1%	2 2%	-
Different/Unique	2	-	-	-	2 5% AF	-	2 1%	-	-	2 1%	-	-	-	2 1%	-	-	-	2 1%	2 1%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base, ** very small base (under 30) ineligible for sig testing

Q840_1. What made your experience with .email very positive?
1. .email

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	403	27**	67*	28**	37*	244	217	186	67*	147	155	26**	8**	214	155	34*	77*	326	255	148	107	41*
Everything/Good/Like site	31 8%	3 11%	6 9%	1 4%	2 5%	19 8%	16 7%	15 8%	5 7%	15 10%	10 6%	1 4%	-	20 9%	10 6%	1 3%	6 8%	25 8%	23 9%	8 5%	7 7%	1 2%
Interesting websites	2	-	-	-	-	2 1%	1	1 1%	-	2 1%	-	-	-	2 1%	-	-	-	2 1%	2 1%	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	3 1%	-	1 1%	-	-	2 1%	2 1%	1 1%	-	2 1%	1 1%	-	-	2 1%	1 1%	-	-	3 1%	2 1%	1 1%	1 1%	-
It's professional	3 1%	-	1 1%	-	-	2 1%	-	3 2%	1 1%	1 1%	1 1%	-	-	2 1%	1 1%	-	-	3 1%	2 1%	1 1%	1 1%	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	4 1%	-	1 1%	1 4%	-	2 1%	1	3 2%	-	-	4 3%	-	-	-	4 3%	-	1 1%	3 1%	3 1%	1 1%	1 1%	-
Organized/Not cluttered	1	-	-	-	-	1	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1	1	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	11 3%	2 7%	3 4%	-	-	6 2%	9 4%	2 1%	2 3%	3 2%	6 4%	-	-	5 2%	6 4%	-	2 3%	9 3%	6 2%	5 3%	5 5%	-
USAGE (NET)	91 23%	6 22%	11 16%	4 14%	10 27%	60 25%	56 26%	35 19%	13 19%	25 17%	43 28%	9 35%	1 13%	38 18%	43 28%	10 29%	21 27%	70 21%	49 19%	42 28%	29 27%	13 32%
COUNTRIES (SUB-NET)	2	1 4%	1 1%	-	-	-	1	1 1%	-	-	1 1%	1 4%	-	-	1 1%	1 3%	1 1%	1	-	2 1%	2 2%	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q840_1. What made your experience with .email very positive?
1. .email

Base: Very Positive Experience

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	403	27**	67*	28**	37*	244	217	186	67*	147	155	26**	8**	214	155	34*	77*	326	255	148	107	41*
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	2*	1 4%	1 1%	-	-	-	1*	1 1%	-	-	1 1%	1 4%	-	-	1 1%	1 3% N	1 1%	1*	-	2 1%	2 2%	-
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	3 1%	-	2 3% F	-	1 3% F	-	1*	2 1%	1 1%	-	1 1%	1 4%	-	1*	1 1%	1 3%	1 1%	2 1%	1*	2 1%	2 2%	-
Business/Work website usage	3 1%	-	2 3% F	-	1 3% F	-	1*	2 1%	1 1%	-	1 1%	1 4%	-	1*	1 1%	1 3%	1 1%	2 1%	1*	2 1%	2 2%	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q840_1. What made your experience with .email very positive?
1. .email

14 Mar 2015
Table 439

Base: Very Positive Experience

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	403	27**	67*	28**	37*	244	217	186	67*	147	155	26**	8**	214	155	34*	77*	326	255	148	107	41*
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	46 11%	3 11%	6 9%	2 7%	5 14%	30 12%	27 12%	19 10%	7 10%	11 7%	22 14%	5 19%	1 13%	18 8%	22 14%	6 18%	10 13%	36 11%	26 10%	20 14%	11 10%	9 22%
Always use it/The one I use most/frequently	28 7%	3 11%	2 3%	1 4%	4 11%	18 7%	17 8%	11 6%	6 9%	7 5%	11 7%	4 15%	-	13 6%	11 7%	4 12%	6 8%	22 7%	18 7%	10 7%	4 4%	6 15%
Familiar with website/Have visited/used before/in the past	19 5%	-	4 6%	1 4%	1 3%	13 5%	11 5%	8 4%	1 1%	4 3%	12 8%	1 4%	1 13%	5 2%	12 8%	2 6%	4 5%	15 5%	9 4%	10 7%	7 7%	3 7%
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	45 11%	2 7%	3 4%	2 7%	5 14%	33 14%	31 14%	14 8%	6 9%	15 10%	19 12%	4 15%	1 13%	21 10%	19 12%	5 15%	10 13%	35 11%	25 10%	20 14%	15 14%	5 12%
Allows for searching/browsing	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	-	1	1	-	-	-
Diversity/Multi-purpose website	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	-	1	1	-	-	-
Email usage	35 9%	2 7%	1 1%	2 7%	3 8%	27 11%	24 11%	11 6%	5 7%	12 8%	14 9%	3 12%	1 13%	17 8%	14 9%	4 12%	7 9%	28 9%	19 7%	16 11%	11 10%	5 12%
Personal usage site	2	-	-	1 4%	1 3%	-	-	2 1%	1 1%	-	1 1%	-	-	1	1 1%	-	1 1%	1	1	1 1%	1 1%	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q840_1. What made your experience with .email very positive?
1. .email

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	403	27**	67*	28**	37*	244	217	186	67*	147	155	26**	8**	214	155	34*	77*	326	255	148	107	41*
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	8 2%	-	2 3%	-	2 5%	4 2%	5 2%	3 2%	1 1%	1 1%	5 3%	1 4%	-	2 1%	5 3%	1 3%	3 4%	5 2%	4 2%	4 3%	4 4%	-
MISCELLANEOUS (NET)	39 10%	2 7%	4 6%	4 14%	5 14%	24 10%	25 12%	14 8%	6 9%	15 10%	14 9%	3 12%	1 13%	21 10%	14 9%	4 12%	11 14%	28 9%	21 8%	18 12%	11 10%	7 17%
Convenient	8 2%	-	-	-	-	8 3% A	4 2%	4 2%	2 3%	2 1%	2 1%	2 8%	-	4 2%	2 1%	2 6%	3 4%	5 2%	3 1%	5 3%	2 2%	3 7%
Meets my expectations/needs/Always find what I need/want	16 4% F	2 7%	3 4%	3 11%	5 14% AF	3 1%	14 6% H	2 1%	2 3%	6 4%	6 4%	1 4%	1 13%	8 4%	6 4%	2 6%	4 5%	12 4%	9 4%	7 5%	4 4%	3 7%
Positive/Just was	10 2%	-	-	-	-	10 4% A	4 2%	6 3%	-	5 3%	5 3%	-	-	5 2%	5 3%	-	3 4%	7 2%	6 2%	4 3%	3 3%	1 2%
Negative experience mentions	1	-	-	-	-	1	-	1	-	1	-	-	-	1	-	-	-	1	1	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	4 1%	-	1 1%	1 4%	-	2 1%	3 1%	1 1%	2 3%	1 1%	1 1%	-	-	3 1%	1 1%	-	1 1%	3 1%	2 1%	2 1%	2 2%	-
None	1	-	-	-	-	1	-	1	-	1	-	-	-	1	-	-	-	1	1	-	-	-
Don't know	7 2%	-	-	2 7%	1 3%	4 2%	5 2%	2 1%	2 3%	2 1%	2 1%	1 4%	-	4 2%	2 1%	1 3%	2 3%	5 2%	3 1%	4 3%	2 2%	2 5%
Declined to answer	23 6%	3 11%	3 4%	-	-	17 7%	12 6%	11 6%	6 9%	5 3%	11 7%	1 4%	-	11 5%	11 7%	1 3%	5 6%	18 6%	18 7%	5 3%	3 3%	2 5%
Sigma	499 124%	33 122%	85 127%	36 129%	48 130%	297 122%	274 126%	225 121%	86 128%	181 123%	185 119%	37 142%	10 125%	267 125%	185 119%	47 138%	96 125%	403 124%	314 123%	185 125%	134 125%	51 124%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q840_2. What made your experience with .photography very positive?
2. .photography

14 Mar 2015
Table 440

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	95*	3**	17**	8**	7**	60*	52*	43*	18**	43*	26**	8**	-**	61*	26**	8**	6**	89*	74*	21**	13**	8**
Weighted Base	95*	3**	17**	8**	7**	60*	52*	43*	18**	43*	26**	8**	-**	61*	26**	8**	6**	89*	74*	21**	13**	8**
BRAND/QUALITY (NET)	5 5%	-	4 24%	-	-	1 2%	3 6%	2 5%	2 11%	1 2%	2 8%	-	-	3 5%	2 8%	-	1 17%	4 4%	5 7%	-	-	-
Good quality brand/product	1 1%	-	1 6%	-	-	-	-	1 2%	-	-	1 4%	-	-	-	1 4%	-	-	1 1%	1 1%	-	-	-
Honest/trustworthy	3 3%	-	2 12%	-	-	1 2%	2 4%	1 2%	1 6%	1 2%	1 4%	-	-	2 3%	1 4%	-	1 17%	2 2%	3 4%	-	-	-
It's a legitimate/credible site/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	1 1%	-	1 6%	-	-	-	1 2%	-	1 6%	-	-	-	-	1 2%	-	-	-	1 1%	1 1%	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	16 17%	-	3 18%	1 13%	3 43%	9 15%	9 17%	7 16%	1 6%	10 23%	3 12%	2 25%	-	11 18%	3 12%	2 25%	1 17%	15 17%	11 15%	5 24%	1 8%	4 50%
INFORMATION (SUB-NET)	9 9%	-	2 12%	-	2 29%	5 8%	5 10%	4 9%	1 6%	6 14%	1 4%	1 13%	-	7 11%	1 4%	1 13%	1 17%	8 9%	5 7%	4 19%	1 8%	3 38%
Accurate/Authentic information	1 1%	-	-	-	-	1 2%	-	1 2%	-	1 2%	-	-	-	1 2%	-	-	-	1 1%	1 1%	-	-	-
Comprehensive/Can search all information in one place	1 1%	-	1 6%	-	-	-	-	1 2%	-	-	-	1 13%	-	-	-	1 13%	1 17%	-	-	1 5%	-	1 13%
Good/Helpful information	2 2%	-	1 6%	-	-	1 2%	1 2%	1 2%	-	2 5%	-	-	-	2 3%	-	-	-	2 2%	1 1%	1 5%	-	1 13%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q840_2. What made your experience with .photography very positive?
2. .photography

14 Mar 2015
Table 440

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	95*	3**	17**	8**	7**	60*	52*	43*	18**	43*	26**	8**	-**	61*	26**	8**	6**	89*	74*	21**	13**	8**
Information/Informative	3 3%	-	-	-	2 29%	1 2%	2 4%	1 2%	-	3 7%	-	-	-	3 5%	-	-	-	3 3%	2 3%	1 5%	-	1 13%
Other information mentions	2 2%	-	-	-	-	2 3%	2 4%	-	1 6%	-	1 4%	-	-	1 2%	1 4%	-	-	2 2%	1 1%	1 5%	1 8%	-
MISCELLANEOUS CONTENT (SUB-NET)	7 7%	-	1 6%	1 13%	1 14%	4 7%	4 8%	3 7%	-	4 9%	2 8%	1 13%	-	4 7%	2 8%	1 13%	-	7 8%	6 8%	1 5%	-	1 13%
Good/Like the content	4 4%	-	-	1 13%	1 14%	2 3%	3 6%	1 2%	-	2 5%	1 4%	1 13%	-	2 3%	1 4%	1 13%	-	4 4%	4 5%	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	3 3%	-	1 6%	-	-	2 3%	1 2%	2 5%	-	2 5%	1 4%	-	-	2 3%	1 4%	-	-	3 3%	2 3%	1 5%	-	1 13%
FUNCTIONALITY (NET)	15 16%	1 33%	3 18%	2 25%	2 29%	7 12%	8 15%	7 16%	3 17%	7 16%	4 15%	1 13%	-	10 16%	4 15%	1 13%	-	15 17%	11 15%	4 19%	2 15%	2 25%
Accessible/Easy to access/find	2 2%	-	-	1 13%	1 14%	-	1 2%	1 2%	1 6%	-	1 4%	-	-	1 2%	1 4%	-	-	2 2%	1 1%	1 5%	1 8%	-
Easy to use/navigate	7 7%	1 33%	-	1 13%	1 14%	4 7%	4 8%	3 7%	1 6%	4 9%	2 8%	-	-	5 8%	2 8%	-	-	7 8%	5 7%	2 10%	1 8%	1 13%
Practical/Useful/Helpful	3 3%	-	1 6%	-	-	2 3%	1 2%	2 5%	1 6%	1 2%	1 4%	-	-	2 3%	1 4%	-	-	3 3%	3 4%	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	3 3%	-	2 12%	-	-	1 2%	2 4%	1 2%	-	2 5%	-	1 13%	-	2 3%	-	1 13%	-	3 3%	2 3%	1 5%	-	1 13%
PERFORMANCE (NET)	5 5%	-	1 6%	-	-	4 7%	3 6%	2 5%	1 6%	4 9%	-	-	-	5 8%	-	-	-	5 6%	2 3%	3 14%	2 15%	1 13%
Fast/Good speed	2 2%	-	-	-	-	2 3%	2 4%	-	1 6%	1 2%	-	-	-	2 3%	-	-	-	2 2%	2 3%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q840_2. What made your experience with .photography very positive?
2. .photography

14 Mar 2015
Table 440

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	95*	3**	17**	8**	7**	60*	52*	43*	18**	43*	26**	8**	-**	61*	26**	8**	6**	89*	74*	21**	13**	8**
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	2 2%	-	-	-	-	2 3%	1 2%	1 2%	-	2 5%	-	-	-	2 3%	-	-	-	2 2%	-	2 10%	2 15%	-
Reliable	1 1%	-	1 6%	-	-	-	-	1 2%	-	1 2%	-	-	-	1 2%	-	-	-	1 1%	-	1 5%	-	1 13%
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	6 6%	-	3 18%	-	-	3 5%	5 10%	1 2%	1 6%	-	3 12%	2 25%	-	1 2%	3 12%	2 25%	-	6 7%	5 7%	1 5%	1 8%	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Good security	6 6%	-	3 18%	-	-	3 5%	5 10%	1 2%	1 6%	-	3 12%	2 25%	-	1 2%	3 12%	2 25%	-	6 7%	5 7%	1 5%	1 8%	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	1 1%	-	-	-	-	1 2%	1 2%	-	-	-	1 4%	-	-	-	1 4%	-	-	1 1%	1 1%	-	-	-
Good service/customer service/support	1 1%	-	-	-	-	1 2%	1 2%	-	-	-	1 4%	-	-	-	1 4%	-	-	1 1%	1 1%	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	26 27%	-	3 18%	3 38%	1 14%	19 32%	12 23%	14 33%	8 44%	11 26%	5 19%	2 25%	-	19 31%	5 19%	2 25%	2 33%	24 27%	18 24%	8 38%	5 38%	3 38%
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	1 1%	-	-	1 13%	-	-	-	1 2%	-	1 2%	-	-	-	1 2%	-	-	-	1 1%	-	1 5%	1 8%	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base, ** very small base (under 30) ineligible for sig testing

Q840_2. What made your experience with .photography very positive?
2. .photography

14 Mar 2015
Table 440

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	95*	3**	17**	8**	7**	60*	52*	43*	18**	43*	26**	8**	-**	61*	26**	8**	6**	89*	74*	21**	13**	8**
Everything/Good/Like site	11 12%	-	2 12%	1 13%	-	8 13%	6 12%	5 12%	3 17%	5 12%	2 8%	1 13%	-	8 13%	2 8%	1 13%	-	11 12%	7 9%	4 19%	2 15%	2 25%
Interesting websites	7 7%	-	-	-	1 14%	6 10%	2 4%	5 12%	3 17%	3 7%	1 4%	-	-	6 10%	1 4%	-	1 17%	6 7%	7 9%	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	2 2%	-	-	-	-	2 3%	1 2%	1 2%	1 6%	-	1 4%	-	-	1 2%	1 4%	-	-	2 2%	2 3%	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	5 5%	-	1 6%	1 13%	-	3 5%	3 6%	2 5%	1 6%	2 5%	1 4%	1 13%	-	3 5%	1 4%	1 13%	1 17%	4 4%	2 3%	3 14%	2 15%	1 13%
USAGE (NET)	14 15%	-	1 6%	-	-	13 22% A	12 23% H	2 5%	2 11%	4 9%	6 23%	2 25%	-	6 10%	6 23%	2 25%	1 17%	13 15%	13 18%	1 5%	1 8%	-
COUNTRIES (SUB-NET)	1 1%	-	-	-	-	1 2%	1 2%	-	-	-	1 4%	-	-	-	1 4%	-	-	1 1%	1 1%	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base, ** very small base (under 30) ineligible for sig testing

Q840_2. What made your experience with .photography very positive?
2. .photography

14 Mar 2015
Table 440

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	95*	3**	17**	8**	7**	60*	52*	43*	18**	43*	26**	8**	-**	61*	26**	8**	6**	89*	74*	21**	13**	8**
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	11%	-	-	-	-	12%	12%	-	-	-	14%	-	-	-	14%	-	-	11%	11%	-	-	-
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	44%	-	-	-	-	47%	48%	-	16%	12%	28%	-	-	23%	28%	-	-	44%	45%	-	-	-
Business/Work website usage	11%	-	-	-	-	12%	12%	-	-	12%	-	-	-	12%	-	-	-	11%	11%	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q840_2. What made your experience with .photography very positive?
2. .photography

14 Mar 2015
Table 440

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	95*	3**	17**	8**	7**	60*	52*	43*	18**	43*	26**	8**	-**	61*	26**	8**	6**	89*	74*	21**	13**	8**
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	3 3%	-	-	-	-	3 5%	3 6%	-	1 6%	-	2 8%	-	-	1 2%	2 8%	-	-	3 3%	3 4%	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	3 3%	-	-	-	-	3 5%	3 6%	-	-	1 2%	1 4%	1 13%	-	1 2%	1 4%	1 13%	-	3 3%	2 3%	1 5%	1 8%	-
Always use it/The one I use most/frequently	3 3%	-	-	-	-	3 5%	3 6%	-	-	1 2%	1 4%	1 13%	-	1 2%	1 4%	1 13%	-	3 3%	2 3%	1 5%	1 8%	-
Familiar with website/Have visited/used before/in the past	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	6 6%	-	1 6%	-	-	5 8%	4 8%	2 5%	1 6%	2 5%	2 8%	1 13%	-	3 5%	2 8%	1 13%	1 17%	5 6%	6 8%	-	-	-
Allows for searching/browsing	1 1%	-	-	-	-	1 2%	1 2%	-	-	1 2%	-	-	-	1 2%	-	-	-	1 1%	1 1%	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q840_2. What made your experience with .photography very positive?
2. .photography

14 Mar 2015
Table 440

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	95*	3**	17**	8**	7**	60*	52*	43*	18**	43*	26**	8**	-**	61*	26**	8**	6**	89*	74*	21**	13**	8**
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	5 5%	-	1 6%	-	-	4 7%	3 6%	2 5%	1 6%	1 2%	2 8%	1 13%	-	2 3%	2 8%	1 13%	1 17%	4 4%	5 7%	-	-	-
MISCELLANEOUS (NET)	10 11%	1 33%	2 12%	-	1 14%	6 10%	4 8%	6 14%	2 11%	6 14%	1 4%	1 13%	-	8 13%	1 4%	1 13%	-	10 11%	9 12%	1 5%	1 8%	-
Convenient	1 1%	-	-	-	-	1 2%	1 2%	-	-	1 2%	-	-	-	1 2%	-	-	-	1 1%	1 1%	-	-	-
Meets my expectations/needs/Always find what I need/want	5 5%	1 33%	1 6%	-	1 14%	2 3%	3 6%	2 5%	2 11%	2 5%	-	1 13%	-	4 7%	-	1 13%	-	5 6%	4 5%	1 5%	1 8%	-
Positive/Just was	3 3%	-	1 6%	-	-	2 3%	-	3 7%	-	2 5%	1 4%	-	-	2 3%	1 4%	-	-	3 3%	3 4%	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	1 1%	-	-	-	-	1 2%	-	1 2%	-	1 2%	-	-	-	1 2%	-	-	-	1 1%	1 1%	-	-	-
None	2 2%	-	-	1 13%	1 14%	-	2 4%	-	-	2 5%	-	-	-	2 3%	-	-	-	2 2%	2 3%	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	9 9%	1 33%	2 12%	1 13%	-	5 8%	2 4%	7 16%	1 6%	5 12%	3 12%	-	-	6 10%	3 12%	-	2 33%	7 8%	7 9%	2 10%	1 8%	1 13%
Sigma	109 115%	3 100%	22 129%	8 100%	8 114%	68 113%	61 117%	48 112%	21 117%	50 116%	28 108%	10 125%	-	71 116%	28 108%	10 125%	7 117%	102 115%	84 114%	25 119%	14 108%	11 138%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q840_3. What made your experience with .link very positive?

14 Mar 2015
Table 441

3. .link

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	212	14**	43*	10**	22**	123	116	96*	31*	92*	74*	10**	5**	123	74*	15**	39*	173	140	72*	53*	19**
Weighted Base	212	14**	43*	10**	22**	123	116	96*	31*	92*	74*	10**	5**	123	74*	15**	39*	173	140	72*	53*	19**
BRAND/QUALITY (NET)	30 14%	2 14%	7 16%	1 10%	2 9%	18 15%	20 17%	10 10%	6 19%	10 11%	9 12%	3 30%	2 40%	16 13%	9 12%	5 33%	3 8%	27 16%	19 14%	11 15%	7 13%	4 21%
Good quality brand/product	2 1%	-	1 2%	-	-	1 1%	2 2%	-	1 3%	-	1 1%	-	-	1 1%	1 1%	-	-	2 1%	2 1%	-	-	-
Honest/trustworthy	13 6%	-	3 7%	-	2 9%	8 7%	8 7%	5 5%	2 6%	7 8%	4 5%	-	-	9 7%	4 5%	-	1 3%	12 7%	9 6%	4 6%	2 4%	2 11%
It's a legitimate/credible site/domain	4 2%	-	-	-	-	4 3%	3 3%	1 1%	1 3%	2 2%	1 1%	-	-	3 2%	1 1%	-	-	4 2%	4 3%	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	3 1%	2 14%	-	-	-	1 1%	3 3%	-	-	-	2 3%	1 10%	-	-	2 3%	1 7%	-	3 2%	1 1%	2 3%	2 4%	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	12 6%	-	3 7%	1 10%	1 5%	7 6%	7 6%	5 5%	2 6%	3 3%	3 4%	2 20%	2 40%	5 4%	3 4%	4 27%	2 5%	10 6%	6 4%	6 8%	3 6%	3 16%
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	32 15%	-	8 19%	1 10%	4 18%	19 15%	14 12%	18 19%	5 16%	13 14%	12 16%	2 20%	-	18 15%	12 16%	2 13%	8 21%	24 14%	23 16%	9 13%	8 15%	1 5%
INFORMATION (SUB-NET)	27 13%	-	8 19%	1 10%	4 18%	14 11%	11 9%	16 17%	4 13%	10 11%	11 15%	2 20%	-	14 11%	11 15%	2 13%	6 15%	21 12%	20 14%	7 10%	6 11%	1 5%
Accurate/Authentic information	3 1%	-	1 2%	-	1 5%	1 1%	3 3%	-	1 3%	2 2%	-	-	-	3 2%	-	-	1 3%	2 1%	2 1%	1 1%	-	1 5%
Comprehensive/Can search all information in one place	9 4% F	-	4 9% F	1 10%	2 9%	2 2%	3 3%	6 6%	1 3%	4 4%	4 5%	-	-	5 4%	4 5%	-	2 5%	7 4%	8 6%	1 1%	1 2%	-
Good/Helpful information	7 3%	-	1 2%	-	-	6 5%	1 1%	6 6% G	2 6%	1 1%	3 4%	1 10%	-	3 2%	3 4%	1 7%	1 3%	6 3%	5 4%	2 3%	2 4%	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q840_3. What made your experience with .link very positive?
3. .link

14 Mar 2015
Table 441

Base: Very Positive Experience

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	212	14**	43*	10**	22**	123	116	96*	31*	92*	74*	10**	5**	123	74*	15**	39*	173	140	72*	53*	19**
Information/Informative	9 4%	-	3 7%	-	1 5%	5 4%	5 4%	4 4%	-	4 4%	4 5%	1 10%	-	4 3%	4 5%	1 7%	2 5%	7 4%	6 4%	3 4%	3 6%	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	6 3%	-	1 2%	-	-	5 4%	4 3%	2 2%	1 3%	4 4%	1 1%	-	-	5 4%	1 1%	-	2 5%	4 2%	4 3%	2 3%	2 4%	-
Good/Like the content	4 2%	-	1 2%	-	-	3 2%	3 3%	1 1%	-	3 3%	1 1%	-	-	3 2%	1 1%	-	1 3%	3 2%	3 2%	1 1%	1 2%	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	1 *	-	-	-	-	1 1%	-	1 1%	1 3%	-	-	-	-	1 1%	-	-	1 3%	-	-	1 1%	1 2%	-
Other miscellaneous content mentions	1 *	-	-	-	-	1 1%	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	-	-
FUNCTIONALITY (NET)	30 14%	-	11 26% AF	3 30%	1 5%	15 12%	13 11%	17 18%	6 19%	9 10%	14 19%	-	1 20%	15 12%	14 19%	1 7%	9 23%	21 12%	20 14%	10 14%	8 15%	2 11%
Accessible/Easy to access/find	8 4%	-	3 7%	1 10%	-	4 3%	3 3%	5 5%	2 6%	3 3%	3 4%	-	-	5 4%	3 4%	-	3 8%	5 3%	6 4%	2 3%	2 4%	-
Easy to use/navigate	9 4%	-	1 2%	2 20%	-	6 5%	2 2%	7 7% G	1 3%	3 3%	5 7%	-	-	4 3%	5 7%	-	2 5%	7 4%	6 4%	3 4%	3 6%	-
Practical/Useful/Helpful	4 2%	-	2 5%	-	-	2 2%	2 2%	2 2%	2 6%	1 1%	1 1%	-	-	3 2%	1 1%	-	-	4 2%	3 2%	1 1%	1 2%	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	10 5% F	-	5 12% AF	1 10%	1 5%	3 2%	6 5%	4 4%	1 3%	3 3%	5 7%	-	1 20%	4 3%	5 7%	1 7%	5 13% R	5 3%	6 4%	4 6%	2 4%	2 11%
PERFORMANCE (NET)	30 14%	3 21%	6 14%	1 10%	4 18%	16 13%	16 14%	14 15%	4 13%	13 14%	11 15%	1 10%	1 20%	17 14%	11 15%	2 13%	5 13%	25 14%	19 14%	11 15%	8 15%	3 16%
Fast/Good speed	8 4%	-	1 2%	-	2 9%	5 4%	4 3%	4 4%	1 3%	4 4%	3 4%	-	-	5 4%	3 4%	-	1 3%	7 4%	6 4%	2 3%	2 4%	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q840_3. What made your experience with .link very positive?
3. .link

14 Mar 2015
Table 441

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	212	14**	43*	10**	22**	123	116	96*	31*	92*	74*	10**	5**	123	74*	15**	39*	173	140	72*	53*	19**
Good results/search results	1	-	-	-	-	1%	1%	-	-	1%	-	-	-	1%	-	-	-	1%	1%	-	-	-
No problems/Good experience with website	11 5%	1 7%	4 9%	-	1 5%	5 4%	6 5%	5 5%	2 6%	5 5%	3 4%	1 10%	-	7 6%	3 4%	1 7%	2 5%	9 5%	4 3%	7 10% S	5 9%	2 11%
Reliable	6 3%	2 14%	1 2%	-	1 5%	2 2%	3 3%	3 3%	1 3%	2 2%	2 3%	-	1 20%	3 2%	2 3%	1 7%	2 5%	4 2%	4 3%	2 3%	1 2%	1 5%
Worked/Effective	4 2%	-	-	1 10%	-	3 2%	2 2%	2 2%	-	1 1%	3 4%	-	-	1 1%	3 4%	-	-	4 2%	4 3%	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	15 7%	1 7%	5 12%	-	3 14%	6 5%	8 7%	7 7%	3 10%	5 5%	5 7%	2 20%	-	8 7%	5 7%	2 13%	5 13%	10 6%	10 7%	5 7%	3 6%	2 11%
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	1	-	-	-	1 5%	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 3% R	-	1 1%	-	-	-
Safe/Good security	13 6%	1 7%	4 9%	-	2 9%	6 5%	7 6%	6 6%	2 6%	4 4%	5 7%	2 20%	-	6 5%	5 7%	2 13%	4 10%	9 5%	9 6%	4 6%	2 4%	2 11%
Virus/Malware protected	1	-	1 2%	-	-	-	-	1 1%	1 3%	-	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	1 2%	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	3 1%	-	1 2%	-	-	2 2%	2 2%	1 1%	-	2 2%	-	-	1 20%	2 2%	-	1 7%	1 3%	2 1%	3 2%	-	-	-
Good service/customer service/support	3 1%	-	1 2%	-	-	2 2%	2 2%	1 1%	-	2 2%	-	-	1 20%	2 2%	-	1 7%	1 3%	2 1%	3 2%	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	42 20%	4 29%	6 14%	1 10%	3 14%	28 23%	24 21%	18 19%	8 26%	20 22%	12 16%	-	2 40%	28 23%	12 16%	2 13%	6 15%	36 21%	32 23%	10 14%	8 15%	2 11%
Descriptive/Indicates what it stands for	2 1%	-	-	-	-	2 2%	1 1%	1 1%	1 3%	1 1%	-	-	-	2 2%	-	-	-	2 1%	2 1%	-	-	-
Different/Unique	3 1%	-	-	1 10%	1 5%	1 1%	2 2%	1 1%	-	2 2%	1 1%	-	-	2 2%	1 1%	-	-	3 2%	2 1%	1 1%	1 2%	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base, ** very small base (under 30) ineligible for sig testing

Q840_3. What made your experience with .link very positive?
3. .link

14 Mar 2015
Table 441

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	212	14**	43*	10**	22**	123	116	96*	31*	92*	74*	10**	5**	123	74*	15**	39*	173	140	72*	53*	19**
Everything/Good/Like site	21 10%	2 14%	3 7%	-	2 9%	14 11%	11 9%	10 10%	3 10%	11 12%	7 9%	-	-	14 11%	7 9%	-	4 10%	17 10%	15 11%	6 8%	5 9%	1 5%
Interesting websites	5 2%	-	1 2%	-	-	4 3%	2 2%	3 3%	2 6%	1 1%	1 1%	-	1 20%	3 2%	1 1%	1 7%	2 5%	3 2%	4 3%	1 1%	1 2%	-
It indicates seriousness/that it's important	1 *	1 7%	-	-	-	-	1 1%	-	-	-	-	-	1 20%	-	-	1 7%	-	1 1%	-	1 1%	-	1 5%
It's memorable/Easy to remember	1 *	-	1 2%	-	-	-	1 1%	-	1 3%	-	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	-	-
It's professional	2 1%	-	-	-	-	2 2%	-	2 2%	-	2 2%	-	-	-	2 2%	-	-	-	2 1%	2 1%	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	1 *	-	-	-	-	1 1%	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	1 1%	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	6 3%	1 7%	1 2%	-	-	4 3%	5 4%	1 1%	1 3%	3 3%	2 3%	-	-	4 3%	2 3%	-	-	6 3%	5 4%	1 1%	1 2%	-
USAGE (NET)	20 9%	-	3 7%	-	4 18%	13 11%	11 9%	9 9%	2 6%	11 12%	5 7%	2 20%	-	13 11%	5 7%	2 13%	4 10%	16 9%	12 9%	8 11%	6 11%	2 11%
COUNTRIES (SUB-NET)	1 *	-	-	-	1 5%	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base, ** very small base (under 30) ineligible for sig testing

Q840_3. What made your experience with .link very positive?

14 Mar 2015
Table 441

3. .link

Base: Very Positive Experience

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	212	14**	43*	10**	22**	123	116	96*	31*	92*	74*	10**	5**	123	74*	15**	39*	173	140	72*	53*	19**
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	1	-	-	-	1	-	1	-	-	1	-	-	-	1	-	-	-	1	1	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	3	-	1	-	-	2	-	3	-	-	3	-	-	-	3	-	1	2	2	1	1	2
Business/Work website usage	1%	-	2%	-	-	2%	-	3%	-	-	4%	-	-	-	4%	-	3%	1%	1%	1%	2%	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q840_3. What made your experience with .link very positive?

14 Mar 2015
Table 441

3. .link

Base: Very Positive Experience

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	212	14**	43*	10**	22**	123	116	96*	31*	92*	74*	10**	5**	123	74*	15**	39*	173	140	72*	53*	19**
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	1*	-	2%	-	-	-	1%	-	-	1%	-	-	-	-	1%	-	-	1%	-	1%	1%	2%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	14 7%	-	2 5%	-	2 9%	10 8%	8 7%	6 6%	2 6%	8 9%	2 3%	20 20%	-	10 8%	2 3%	13 13%	2 5%	12 7%	7 5%	7 10%	6 11%	1 5%
Always use it/The one I use most/frequently	5 2%	-	1 2%	-	1 5%	3 2%	2 2%	3 3%	1 3%	2 2%	2 3%	-	-	3 2%	2 3%	-	-	5 3%	3 2%	2 3%	2 4%	-
Familiar with website/Have visited/used before/in the past	9 4%	-	1 2%	-	1 5%	7 6%	6 5%	3 3%	1 3%	6 7% K	-	2 20%	-	7 6% O	-	2 13%	2 5%	7 4%	4 3%	5 7%	4 8%	1 5%
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	3 1%	-	1 2%	-	1 5%	1 1%	2 2%	1 1%	-	2 2%	1 1%	-	-	2 2%	1 1%	-	1 3%	2 1%	2 1%	1 1%	-	1 5%
Allows for searching/browsing	1*	-	-	-	-	1 1%	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	-	-
Diversity/Multi-purpose website	1*	-	1 2%	-	-	-	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	1 3% R	-	-	1 1%	-	1 5%
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q840_3. What made your experience with .link very positive?
3. .link

14 Mar 2015
Table 441

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	212	14**	43*	10**	22**	123	116	96*	31*	92*	74*	10**	5**	123	74*	15**	39*	173	140	72*	53*	19**
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	1	-	-	-	1 5%	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	1 1%	-	-	-
MISCELLANEOUS (NET)	30 14%	7 50%	5 12%	-	3 14%	15 12%	18 16%	12 13%	4 13%	14 15%	10 14%	2 20%	-	18 15%	10 14%	2 13%	5 13%	25 14%	20 14%	10 14%	6 11%	4 21%
Convenient	4 2%	-	-	-	-	4 3%	4 3%	-	-	3 3%	1 1%	-	-	3 2%	1 1%	-	1 3%	3 2%	4 3%	-	-	-
Meets my expectations/needs/Always find what I need/want	13 6%	6 43%	3 7%	-	2 9%	2 2%	5 4%	8 8%	4 13%	4 4%	3 4%	2 20%	-	8 7%	3 4%	2 13%	2 5%	11 6%	6 4%	7 10%	4 8%	3 16%
Positive/Just was	9 4%	1 7%	2 5%	-	-	6 5%	7 6%	2 2%	-	4 4%	5 7%	-	-	4 3%	5 7%	-	1 3%	8 5%	7 5%	2 3%	2 4%	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	4 2%	-	-	-	1 5%	3 2%	2 2%	2 2%	-	3 3%	1 1%	-	-	3 2%	1 1%	-	1 3%	3 2%	3 2%	1 1%	-	1 5%
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	4 2%	-	-	2 20%	1 5%	1 1%	3 3%	1 1%	-	2 2%	2 3%	-	-	2 2%	2 3%	-	-	4 2%	1 1%	3 4%	3 6%	-
Declined to answer	11 5%	-	2 5%	1 10%	-	8 7%	7 6%	4 4%	3 10%	4 4%	4 5%	-	-	7 6%	4 5%	-	2 5%	9 5%	8 6%	3 4%	2 4%	1 5%
Sigma	255 120%	17 121%	57 133%	11 110%	26 118%	144 117%	141 122%	114 119%	41 132%	108 117%	87 118%	12 120%	7 140%	149 121%	87 118%	19 127%	49 126%	206 119%	173 124%	82 114%	60 113%	22 116%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q840_4. What made your experience with .guru very positive?

14 Mar 2015
Table 442

Base: Very Positive Experience

4. .guru

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	91*	-**	14**	4**	11**	62*	53*	38*	11**	38*	36*	6**	-**	49*	36*	6**	8**	83*	69*	22**	19**	3**
Weighted Base	91*	-**	14**	4**	11**	62*	53*	38*	11**	38*	36*	6**	-**	49*	36*	6**	8**	83*	69*	22**	19**	3**
BRAND/QUALITY (NET)	16 18%	-	2 14%	-	1 9%	13 21%	8 15%	8 21%	2 18%	3 8%	11 31%	-	-	5 10%	11 31%	-	1 13%	15 18%	12 17%	4 18%	4 21%	-
Good quality brand/product	1 1%	-	1 7%	-	-	-	-	1 3%	-	1 3%	-	-	-	1 3%	-	-	-	1 1%	1 1%	-	-	-
Honest/trustworthy	10 11%	-	1 7%	-	-	9 15%	6 11%	4 11%	2 18%	2 5%	6 17%	-	-	4 8%	6 17%	-	1 13%	9 11%	7 10%	3 14%	3 16%	-
It's a legitimate/credible site/domain	1 1%	-	-	-	-	1 2%	1 2%	-	-	1 3%	-	-	-	1 3%	-	-	-	1 1%	1 1%	-	-	-
Pioneer/One of the first website extensions	1 1%	-	-	-	-	1 2%	-	1 3%	-	1 3%	-	-	-	1 3%	-	-	-	1 1%	-	1 5%	1 5%	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	5 5%	-	-	-	1 9%	4 6%	3 6%	2 5%	-	2 5%	3 8%	-	-	2 4%	3 8%	-	-	5 6%	4 6%	1 5%	1 5%	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	17 19%	-	-	-	4 36%	13 21%	11 21%	6 16%	5 45%	10 26%	2 6%	-	-	15 31%	2 6%	-	2 25%	15 18%	14 20%	3 14%	2 11%	1 33%
INFORMATION (SUB-NET)	13 14%	-	-	-	4 36%	9 15%	9 17%	4 11%	5 45%	6 16%	2 6%	-	-	11 22%	2 6%	-	2 25%	11 13%	10 14%	3 14%	2 11%	1 33%
Accurate/Authentic information	2 2%	-	-	-	2 18%	-	2 4%	-	-	2 5%	-	-	-	2 4%	-	-	1 13%	1 1%	1 1%	1 5%	-	1 33%
Comprehensive/Can search all information in one place	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Helpful information	5 5%	-	-	-	1 9%	4 6%	3 6%	2 5%	3 27%	2 5%	-	-	-	5 10%	-	-	-	5 6%	4 6%	1 5%	1 5%	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q840_4. What made your experience with .guru very positive?

14 Mar 2015
Table 442

Base: Very Positive Experience

4. .guru

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	91*	-**	14**	4**	11**	62*	53*	38*	11**	38*	36*	6**	-**	49*	36*	6**	8**	83*	69*	22**	19**	3**
Information/Informative	5 5%	-	-	-	1 9%	4 6%	3 6%	2 5%	2 18%	2 5%	1 3%	-	-	4 8%	1 3%	-	-	5 6%	5 7%	-	-	-
Other information mentions	1 1%	-	-	-	-	1 2%	1 2%	-	-	-	1 3%	-	-	-	1 3%	-	1 13%	-	-	1 5%	1 5%	-
MISCELLANEOUS CONTENT (SUB-NET)	5 5%	-	-	-	-	5 8%	2 4%	3 8%	1 9%	4 11%	-	-	-	5 10%	-	-	-	5 6%	5 7%	-	-	-
Good/Like the content	1 1%	-	-	-	-	1 2%	1 2%	-	-	1 3%	-	-	-	1 2%	-	-	-	1 1%	1 1%	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	4 4%	-	-	-	-	4 6%	1 2%	3 8%	1 9%	3 8%	-	-	-	4 8%	-	-	-	4 5%	4 6%	-	-	-
FUNCTIONALITY (NET)	11 12%	-	3 21%	-	-	8 13%	4 8%	7 18%	1 9%	11 11%	5 14%	1 17%	-	5 10%	5 14%	1 17%	1 13%	10 12%	10 14%	1 5%	1 5%	-
Accessible/Easy to access/find	2 2%	-	1 7%	-	-	1 2%	1 2%	1 3%	-	1 3%	1 3%	-	-	1 2%	1 3%	-	-	2 2%	2 3%	-	-	-
Easy to use/navigate	4 4%	-	-	-	-	4 6%	1 2%	3 8%	1 9%	-	3 8%	-	-	1 2%	3 8%	-	1 13%	3 4%	3 4%	1 5%	1 5%	-
Practical/Useful/Helpful	4 4%	-	1 7%	-	-	3 5%	1 2%	3 8%	-	3 8%	1 3%	-	-	3 6%	1 3%	-	-	4 5%	4 6%	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	2 2%	-	1 7%	-	-	1 2%	1 2%	1 3%	-	-	1 3%	1 17%	-	-	1 3%	1 17%	1 13%	1 1%	2 3%	-	-	-
PERFORMANCE (NET)	10 11%	-	1 7%	2 50%	-	7 11%	6 11%	4 11%	1 9%	6 16%	2 6%	1 17%	-	7 14%	2 6%	1 17%	-	10 12%	7 10%	3 14%	2 11%	1 33%
Fast/Good speed	4 4%	-	1 7%	1 25%	-	2 3%	2 4%	2 5%	-	3 8%	1 3%	-	-	3 6%	1 3%	-	-	4 5%	3 4%	1 5%	-	1 33%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q840_4. What made your experience with .guru very positive?

14 Mar 2015
Table 442

Base: Very Positive Experience

4. .guru

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	91*	-**	14**	4**	11**	62*	53*	38*	11**	38*	36*	6**	-**	49*	36*	6**	8**	83*	69*	22**	19**	3**
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	3 3%	-	-	-	-	3 5%	1 2%	2 5%	1 9%	2 5%	-	-	-	3 6%	-	-	-	3 4%	2 3%	1 5%	1 5%	-
Reliable	3 3%	-	-	2 50%	-	1 2%	3 6%	-	-	2 5%	1 3%	-	-	2 4%	1 3%	-	-	3 4%	1 1%	2 9%	1 5%	1 33%
Worked/Effective	1 1%	-	-	-	-	1 2%	1 2%	-	-	-	-	1 17%	-	-	-	1 17%	-	1 1%	1 1%	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	6 7%	-	2 14%	-	1 9%	3 5%	5 9%	1 3%	1 9%	2 5%	2 6%	1 17%	-	3 6%	2 6%	1 17%	1 13%	5 6%	5 7%	1 5%	1 5%	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Good security	6 7%	-	2 14%	-	1 9%	3 5%	5 9%	1 3%	1 9%	2 5%	2 6%	1 17%	-	3 6%	2 6%	1 17%	1 13%	5 6%	5 7%	1 5%	1 5%	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	18 20%	-	4 29%	1 25%	2 18%	11 18%	11 21%	7 18%	3 27%	9 24%	5 14%	1 17%	-	12 24%	5 14%	1 17%	2 25%	16 19%	14 20%	4 18%	4 21%	-
Descriptive/Indicates what it stands for	1 1%	-	1 7%	-	-	-	1 2%	-	1 9%	-	-	-	-	1 2%	-	-	-	1 1%	-	1 5%	1 5%	-
Different/Unique	1 1%	-	-	-	-	1 2%	1 2%	-	1 9%	-	-	-	-	1 2%	-	-	1 13%	-	1 1%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base, ** very small base (under 30) ineligible for sig testing

Q840_4. What made your experience with .guru very positive?

14 Mar 2015
Table 442

Base: Very Positive Experience

4. .guru

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	91*	-**	14**	4**	11**	62*	53*	38*	11**	38*	36*	6**	-**	49*	36*	6**	8**	83*	69*	22**	19**	3**
Everything/Good/Like site	6 7%	-	1 7%	-	-	5 8%	4 8%	2 5%	-	2 5%	3 8%	1 17%	-	2 4%	3 8%	1 17%	1 13%	5 6%	5 7%	1 5%	1 5%	-
Interesting websites	2 2%	-	-	1 25%	-	1 2%	-	2 5%	-	2 5%	-	-	-	2 4%	-	-	-	2 2%	1 1%	1 5%	1 5%	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	2 2%	-	-	-	-	2 3%	1 2%	3 3%	1 9%	1 3%	-	-	-	2 4%	-	-	1 13%	1 1%	2 3%	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	8 9%	-	3 21%	-	2 18%	3 5%	6 11%	2 5%	2 18%	4 11%	2 6%	-	-	6 12%	2 6%	-	-	8 10%	6 9%	2 9%	2 11%	-
USAGE (NET)	8 9%	-	1 7%	-	1 9%	6 10%	5 9%	3 8%	-	2 5%	5 14%	1 17%	-	2 4%	5 14%	1 17%	-	8 10%	5 7%	3 14%	3 16%	-
COUNTRIES (SUB-NET)	1 1%	-	-	-	-	1 2%	1 2%	-	-	1 3%	-	-	-	1 2%	-	-	-	1 1%	-	1 5%	1 5%	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base, ** very small base (under 30) ineligible for sig testing

Q840_4. What made your experience with .guru very positive?

14 Mar 2015
Table 442

4. .guru

Base: Very Positive Experience

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	91*	-**	14**	4**	11**	62*	53*	38*	11**	38*	36*	6**	-**	49*	36*	6**	8**	83*	69*	22**	19**	3**
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	1 1%	-	-	-	-	1 2%	1 2%	-	-	1 3%	-	-	-	1 2%	-	-	-	1 1%	-	1 5%	1 5%	-
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	2 2%	-	-	-	-	2 3%	2 4%	-	-	2 6%	-	-	-	-	2 6%	-	-	2 2%	2 3%	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	1 1%	-	-	-	-	1 2%	1 2%	-	-	1 3%	-	-	-	-	1 3%	-	-	1 1%	1 1%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q840_4. What made your experience with .guru very positive?

14 Mar 2015
Table 442

4. .guru

Base: Very Positive Experience

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	91*	**	14**	4**	11**	62*	53*	38*	11**	38*	36*	6**	**	49*	36*	6**	8**	83*	69*	22**	19**	3**
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	1%	-	-	-	-	1%	2%	-	-	1%	3%	-	-	-	1%	3%	-	1%	1%	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	1%	-	-	-	1%	9%	-	1%	3%	-	-	1%	17%	-	-	1%	17%	1%	1%	-	-	-
Always use it/The one I use most/frequently	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	1%	-	-	-	1%	9%	-	1%	3%	-	-	1%	17%	-	-	1%	17%	1%	1%	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	4%	-	1%	7%	-	3%	5%	2%	4%	2%	5%	-	-	1%	2%	3%	8%	-	4%	5%	2%	9%
Allows for searching/browsing	1%	-	-	-	-	1%	2%	2%	4%	2%	5%	-	-	1%	2%	3%	8%	-	1%	1%	-	-
Diversity/Multi-purpose website	1%	-	-	-	-	1%	2%	-	3%	-	1%	3%	-	-	1%	3%	-	1%	1%	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q840_4. What made your experience with .guru very positive?

14 Mar 2015
Table 442

Base: Very Positive Experience

4. .guru

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	91*	-**	14**	4**	11**	62*	53*	38*	11**	38*	36*	6**	-**	49*	36*	6**	8**	83*	69*	22**	19**	3**
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	2 2%	-	1 7%	-	-	1 2%	1 2%	1 3%	-	-	2 6%	-	-	-	2 6%	-	-	2 2%	-	2 9%	2 11%	-
MISCELLANEOUS (NET)	7 8%	-	-	-	2 18%	5 8%	6 11%	1 3%	-	3 8%	4 11%	-	-	3 6%	4 11%	-	-	7 8%	3 4%	4 18%	4 21%	-
Convenient	1 1%	-	-	-	-	1 2%	1 2%	-	-	-	1 3%	-	-	-	1 3%	-	-	1 1%	1 1%	-	-	-
Meets my expectations/needs/Always find what I need/want	2 2%	-	-	-	2 18%	-	2 4%	-	-	1 3%	1 3%	-	-	1 2%	1 3%	-	-	2 2%	-	2 9%	2 11%	-
Positive/Just was	4 4%	-	-	-	-	4 6%	3 6%	1 3%	-	2 5%	2 6%	-	-	2 4%	2 6%	-	-	4 5%	2 3%	2 9%	2 11%	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	8 9%	-	1 7%	1 25%	1 9%	5 8%	3 6%	5 13%	-	4 11%	3 8%	1 17%	-	4 8%	3 8%	1 17%	1 13%	7 8%	6 9%	2 9%	1 5%	1 33%
Sigma	108 119%	-	15 107%	5 125%	12 109%	76 123%	64 121%	44 116%	16 145%	45 118%	41 114%	6 100%	-	61 124%	41 114%	6 100%	10 125%	98 118%	80 116%	28 127%	24 126%	4 133%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q840_5. What made your experience with .realtor very positive?
5. .realtor

14 Mar 2015
Table 443

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	51*	3**	8**	3**	3**	34*	28**	23**	4**	26**	18**	3**	-**	30*	18**	3**	2**	49*	42*	9**	8**	1**
Weighted Base	51*	3**	8**	3**	3**	34*	28**	23**	4**	26**	18**	3**	-**	30*	18**	3**	2**	49*	42*	9**	8**	1**
BRAND/QUALITY (NET)	9 18%	1 33%	3 38%	-	-	5 15%	5 18%	4 17%	1 25%	4 15%	4 22%	-	-	5 17%	4 22%	-	-	9 18%	9 21%	-	-	-
Good quality brand/product	2 4%	-	1 13%	-	-	1 3%	1 4%	1 4%	-	-	2 11%	-	-	-	2 11%	-	-	2 4%	2 5%	-	-	-
Honest/trustworthy	4 8%	-	2 25%	-	-	2 6%	2 7%	2 9%	1 25%	2 8%	1 6%	-	-	3 10%	1 6%	-	-	4 8%	4 10%	-	-	-
It's a legitimate/credible site/domain	3 6%	1 33%	-	-	-	2 6%	2 7%	1 4%	-	2 8%	1 6%	-	-	2 7%	1 6%	-	-	3 6%	3 7%	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	5 10%	-	-	-	1 33%	4 12%	3 11%	2 9%	-	4 15%	1 6%	-	-	4 13%	1 6%	-	-	5 10%	4 10%	1 11%	1 13%	-
INFORMATION (SUB-NET)	3 6%	-	-	-	1 33%	2 6%	2 7%	1 4%	-	2 8%	1 6%	-	-	2 7%	1 6%	-	-	3 6%	2 5%	1 11%	1 13%	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comprehensive/Can search all information in one place	2 4%	-	-	-	-	2 6%	1 4%	1 4%	-	1 4%	1 6%	-	-	1 3%	1 6%	-	-	2 4%	1 2%	1 11%	1 13%	-
Good/Helpful information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q840_5. What made your experience with .realtor very positive?
5. .realtor

14 Mar 2015
Table 443

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	51*	3**	8**	3**	3**	34*	28**	23**	4**	26**	18**	3**	-**	30*	18**	3**	2**	49*	42*	9**	8**	1**
Information/Informative	1 2%	-	-	-	1 33%	-	4%	-	-	1 4%	-	-	-	1 3%	-	-	-	1 2%	1 2%	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	2 4%	-	-	-	-	2 6%	1 4%	1 4%	-	2 8%	-	-	-	2 7%	-	-	-	2 4%	2 5%	-	-	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	2 4%	-	-	-	-	2 6%	1 4%	1 4%	-	2 8%	-	-	-	2 7%	-	-	-	2 4%	2 5%	-	-	-
FUNCTIONALITY (NET)	6 12%	-	2 25%	-	-	4 12%	3 11%	3 13%	-	4 15%	2 11%	-	-	4 13%	2 11%	-	-	6 12%	4 10%	2 22%	2 25%	-
Accessible/Easy to access/find	2 4%	-	1 13%	-	-	1 3%	1 4%	1 4%	-	1 4%	1 6%	-	-	1 3%	1 6%	-	-	2 4%	1 2%	1 11%	1 13%	-
Easy to use/navigate	3 6%	-	-	-	-	3 9%	2 7%	1 4%	-	2 8%	1 6%	-	-	2 7%	1 6%	-	-	3 6%	2 5%	1 11%	1 13%	-
Practical/Useful/Helpful	1 2%	-	1 13%	-	-	-	-	1 4%	-	1 4%	-	-	-	1 3%	-	-	-	1 2%	1 2%	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	2 4%	-	-	-	-	2 6%	1 4%	1 4%	-	1 4%	1 6%	-	-	1 3%	1 6%	-	-	2 4%	-	2 22%	2 25%	-
Fast/Good speed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q840_5. What made your experience with .realtor very positive?
5. .realtor

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	51*	3**	8**	3**	3**	34*	28**	23**	4**	26**	18**	3**	-**	30*	18**	3**	2**	49*	42*	9**	8**	1**
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	2 4%	-	-	-	-	2 6%	1 4%	1 4%	-	1 4%	1 6%	-	-	1 3%	1 6%	-	-	2 4%	-	2 22%	2 25%	-
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	6 12%	1 33%	2 25%	-	1 33%	2 6%	4 14%	2 9%	1 25%	1 4%	2 11%	2 67%	-	2 7%	2 11%	2 67%	1 50%	5 10%	5 12%	1 11%	1 13%	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Good security	6 12%	1 33%	2 25%	-	1 33%	2 6%	4 14%	2 9%	1 25%	1 4%	2 11%	2 67%	-	2 7%	2 11%	2 67%	1 50%	5 10%	5 12%	1 11%	1 13%	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	1 2%	-	-	-	-	1 3%	-	1 4%	1 25%	-	-	-	-	1 3%	-	-	-	1 2%	1 2%	-	-	-
Good service/customer service/support	1 2%	-	-	-	-	1 3%	-	1 4%	1 25%	-	-	-	-	1 3%	-	-	-	1 2%	1 2%	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	8 16%	1 33%	1 13%	1 33%	-	5 15%	5 18%	3 13%	-	5 19%	3 17%	-	-	5 17%	3 17%	-	-	8 16%	5 12%	3 33%	2 25%	1 100%
Descriptive/Indicates what it stands for	1 2%	1 33%	-	-	-	-	1 4%	-	-	-	1 6%	-	-	-	1 6%	-	-	1 2%	-	1 11%	-	1 100%
Different/Unique	1 2%	-	-	-	-	1 3%	1 4%	-	-	-	1 6%	-	-	-	1 6%	-	-	1 2%	-	1 11%	1 13%	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base, ** very small base (under 30) ineligible for sig testing

Q840_5. What made your experience with .realtor very positive?
5. .realtor

14 Mar 2015
Table 443

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	51*	3**	8**	3**	3**	34*	28**	23**	4**	26**	18**	3**	-**	30*	18**	3**	2**	49*	42*	9**	8**	1**
Everything/Good/Like site	5 10%	-	1 13%	-	-	4 12%	3 11%	2 9%	-	4 15%	1 6%	-	-	4 13%	1 6%	-	-	5 10%	5 12%	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	1 2%	-	-	1 33%	-	-	-	1 4%	-	1 4%	-	-	-	1 3%	-	-	-	1 2%	-	1 11%	1 13%	-
USAGE (NET)	5 10%	-	-	-	-	5 15%	4 14%	1 4%	-	3 12%	2 11%	-	-	3 10%	2 11%	-	-	5 10%	5 12%	-	-	-
COUNTRIES (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base, ** very small base (under 30) ineligible for sig testing

Q840_5. What made your experience with .realtor very positive?
5. .realtor

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	51*	3**	8**	3**	3**	34*	28**	23**	4**	26**	18**	3**	-**	30*	18**	3**	2**	49*	42*	9**	8**	1**
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	2 4%	-	-	-	-	2 6%	2 7%	-	-	1 4%	1 6%	-	-	1 3%	1 6%	-	-	2 4%	2 5%	-	-	-
Business/Work website usage	1 2%	-	-	-	-	1 3%	1 4%	-	-	1 4%	-	-	-	1 3%	-	-	-	1 2%	1 2%	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q840_5. What made your experience with .realtor very positive?
5. .realtor

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	51*	3**	8**	3**	3**	34*	28**	23**	4**	26**	18**	3**	-**	30*	18**	3**	2**	49*	42*	9**	8**	1**
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	1 2%	-	-	-	-	1 3%	1 4%	-	-	1 6%	-	-	-	1 6%	-	-	-	1 2%	1 2%	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	2 4%	-	-	-	-	2 6%	1 4%	1 4%	-	1 4%	1 6%	-	-	1 3%	1 6%	-	-	2 4%	2 5%	-	-	-
Always use it/The one I use most/frequently	1 2%	-	-	-	-	1 3%	1 4%	-	-	1 6%	-	-	-	1 6%	-	-	-	1 2%	1 2%	-	-	-
Familiar with website/Have visited/used before/in the past	1 2%	-	-	-	-	1 3%	-	1 4%	-	1 4%	-	-	-	1 3%	-	-	-	1 2%	1 2%	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	1 2%	-	-	-	-	1 3%	1 4%	-	-	1 4%	-	-	-	1 3%	-	-	-	1 2%	1 2%	-	-	-
Allows for searching/browsing	1 2%	-	-	-	-	1 3%	1 4%	-	-	1 4%	-	-	-	1 3%	-	-	-	1 2%	1 2%	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q840_5. What made your experience with .realtor very positive?
5. .realtor

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	51*	3**	8**	3**	3**	34*	28**	23**	4**	26**	18**	3**	-**	30*	18**	3**	2**	49*	42*	9**	8**	1**
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	7 14%	1 33%	-	-	1 33%	5 15%	5 18%	2 9%	-	4 15%	2 11%	1 33%	-	4 13%	2 11%	1 33%	-	7 14%	6 14%	1 11%	-	1 100%
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Meets my expectations/needs/Always find what I need/want	1 2%	1 33%	-	-	-	-	1 4%	-	-	-	1 6%	-	-	-	1 6%	-	-	1 2%	-	1 11%	-	1 100%
Positive/Just was	4 8%	-	-	-	-	4 12%	2 7%	2 9%	-	3 12%	1 6%	-	-	3 10%	1 6%	-	-	4 8%	4 10%	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	2 4%	-	-	-	1 33%	1 3%	2 7%	-	-	1 4%	-	1 33%	-	1 3%	-	1 33%	-	2 4%	2 5%	-	-	-
None	1 2%	-	-	-	-	1 3%	-	1 4%	-	-	1 6%	-	-	-	1 6%	-	-	1 2%	1 2%	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	5 10%	-	1 13%	2 67%	-	2 6%	2 7%	3 13%	1 25%	1 4%	3 17%	-	-	2 7%	3 17%	-	1 50%	4 8%	3 7%	2 22%	2 25%	-
Sigma	55 108%	4 133%	9 113%	3 100%	3 100%	36 106%	32 114%	23 100%	4 100%	27 104%	21 117%	3 100%	-	31 103%	21 117%	3 100%	2 100%	53 108%	43 102%	12 133%	10 125%	2 200%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q840_6. What made your experience with .club very positive?

14 Mar 2015
Table 444

6. .club

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	94*	3**	12**	7**	5**	67*	51*	43*	9**	48*	30*	6**	1**	57*	30*	7**	8**	86*	79*	15**	13**	2**
Weighted Base	94*	3**	12**	7**	5**	67*	51*	43*	9**	48*	30*	6**	1**	57*	30*	7**	8**	86*	79*	15**	13**	2**
BRAND/QUALITY (NET)	12 13%	-	2 17%	1 14%	-	9 13%	8 16%	4 9%	2 22%	5 10%	5 17%	-	-	7 12%	5 17%	-	1 13%	11 13%	11 14%	1 7%	1 8%	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Honest/trustworthy	7 7%	-	2 17%	-	-	5 7%	5 10%	2 5%	1 11%	3 6%	3 10%	-	-	4 7%	3 10%	-	-	7 8%	7 9%	-	-	-
It's a legitimate/credible site/domain	3 3%	-	-	-	-	3 4%	2 4%	1 2%	1 11%	-	2 7%	-	-	1 2%	2 7%	-	-	3 3%	3 4%	-	-	-
Pioneer/One of the first website extensions	1 1%	-	-	1 14%	-	-	-	1 2%	-	1 2%	-	-	-	1 2%	-	-	1 13%	-	-	1 7%	1 8%	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	2 2%	-	-	-	-	2 3%	2 4%	-	-	1 2%	1 3%	-	-	1 2%	1 3%	-	-	2 2%	2 3%	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	6 6%	-	1 8%	-	2 40%	3 4%	4 8%	2 5%	1 11%	3 6%	2 7%	-	-	4 7%	2 7%	-	-	6 7%	6 8%	-	-	-
INFORMATION (SUB-NET)	4 4%	-	1 8%	-	2 40%	1 1%	2 4%	2 5%	1 11%	1 2%	2 7%	-	-	2 4%	2 7%	-	-	4 5%	4 5%	-	-	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comprehensive/Can search all information in one place	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Helpful information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q840_6. What made your experience with .club very positive?

14 Mar 2015
Table 444

6. .club

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	94*	3**	12**	7**	5**	67*	51*	43*	9**	48*	30*	6**	1**	57*	30*	7**	8**	86*	79*	15**	13**	2**
Information/Informative	4 4%	-	1 8%	-	2 40%	1 1%	2 4%	2 5%	1 11%	1 2%	2 7%	-	-	2 4%	2 7%	-	-	4 5%	4 5%	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	2 2%	-	-	-	-	2 3%	2 4%	-	-	2 4%	-	-	-	2 4%	-	-	-	2 2%	2 3%	-	-	-
Good/Like the content	1 1%	-	-	-	-	1 1%	1 2%	-	-	1 2%	-	-	-	1 2%	-	-	-	1 1%	1 1%	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	1 1%	-	-	-	-	1 1%	1 2%	-	-	1 2%	-	-	-	1 2%	-	-	-	1 1%	1 1%	-	-	-
FUNCTIONALITY (NET)	9 10%	-	2 17%	1 14%	-	6 9%	7 14%	2 5%	-	4 8%	13 13%	1 17%	-	4 7%	13 13%	1 14%	1 13%	8 9%	7 9%	13 13%	15 15%	-
Accessible/Easy to access/find	1 1%	-	1 8%	-	-	-	1 2%	-	-	-	1 3%	-	-	-	1 3%	-	1 13%	-	1 1%	-	-	-
Easy to use/navigate	4 4%	-	-	1 14%	-	3 4%	3 6%	1 2%	-	2 4%	2 7%	-	-	2 4%	2 7%	-	-	4 5%	3 4%	1 7%	1 8%	-
Practical/Useful/Helpful	1 1%	-	1 8%	-	-	-	-	1 2%	-	1 2%	-	-	-	1 2%	-	-	-	1 1%	1 1%	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	3 3%	-	-	-	-	3 4%	3 6%	-	-	1 2%	1 3%	1 17%	-	1 2%	1 3%	1 14%	-	3 3%	2 3%	1 7%	1 8%	-
PERFORMANCE (NET)	12 13%	2 67%	-	1 14%	-	9 13%	6 12%	6 14%	1 11%	8 17%	2 7%	1 17%	-	9 16%	2 7%	1 14%	1 13%	11 13%	8 10%	4 27%	3 23%	1 50%
Fast/Good speed	4 4%	-	-	-	-	4 6%	3 6%	1 2%	-	4 8%	-	-	-	4 7%	-	-	-	4 5%	4 5%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q840_6. What made your experience with .club very positive?
6. .club

14 Mar 2015
Table 444

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	94*	3**	12**	7**	5**	67*	51*	43*	9**	48*	30*	6**	1**	57*	30*	7**	8**	86*	79*	15**	13**	2**
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	3 3%	1 33%	-	1 14%	-	1 1%	2 2%	5 5%	-	2 4%	-	1 17%	-	2 4%	-	1 14%	-	3 3%	1 1%	2 13%	1 8%	1 50%
Reliable	3 3%	1 33%	-	-	-	2 3%	2 4%	1 2%	1 11%	1 2%	1 3%	-	-	2 4%	1 3%	-	-	3 3%	1 1%	2 13%	2 15%	-
Worked/Effective	1 1%	-	-	-	-	1 1%	-	2 2%	-	1 2%	-	-	-	1 2%	-	-	-	1 1%	1 1%	-	-	-
Other performance mentions	1 1%	-	-	-	-	1 1%	-	2 2%	-	-	1 3%	-	-	-	1 3%	-	1 13%	-	1 1%	-	-	-
SECURITY (NET)	9 10%	-	3 25%	-	1 20%	5 7%	8 16% H	1 2%	1 11%	3 6%	4 13%	1 17%	-	4 7%	4 13%	1 14%	2 25%	7 8%	8 10%	1 7%	1 8%	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Good security	9 10%	-	3 25%	-	1 20%	5 7%	8 16% H	1 2%	1 11%	3 6%	4 13%	1 17%	-	4 7%	4 13%	1 14%	2 25%	7 8%	8 10%	1 7%	1 8%	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	23 24%	1 33%	5 42%	3 43%	1 20%	13 19%	13 25%	10 23%	2 22%	11 23%	7 23%	2 33%	1 100%	13 23%	7 23%	3 43%	2 25%	21 24%	16 20%	7 47%	6 46%	1 50%
Descriptive/Indicates what it stands for	1 1%	-	-	-	-	1 1%	1 2%	-	-	-	1 3%	-	-	-	1 3%	-	-	1 1%	1 1%	-	-	-
Different/Unique	2 2%	-	-	1 14%	-	1 1%	2 4%	-	-	1 2%	1 3%	-	-	1 2%	1 3%	-	-	2 2%	2 3%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q840_6. What made your experience with .club very positive?
6. .club

14 Mar 2015
Table 444

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	94*	3**	12**	7**	5**	67*	51*	43*	9**	48*	30*	6**	1**	57*	30*	7**	8**	86*	79*	15**	13**	2**
Everything/Good/Like site	11 12%	1 33%	3 25%	1 14%	-	6 9%	6 12%	5 12%	2 22%	5 10%	4 13%	-	-	7 12%	4 13%	-	1 13%	10 12%	6 8%	5 33%	4 31%	1 50%
Interesting websites	3 3%	-	1 8%	-	1 20%	1 1%	3 6%	-	-	1 2%	-	1 17%	1 100%	1 2%	-	2 29%	1 13%	2 2%	2 3%	1 7%	1 8%	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	1 1%	-	-	-	-	1 1%	-	2 2%	-	1 2%	-	-	-	1 2%	-	-	-	1 1%	1 1%	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	1 1%	-	-	-	-	1 1%	2 2%	-	-	1 2%	-	-	-	1 2%	-	-	-	1 1%	1 1%	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	5 5%	-	1 8%	1 14%	-	3 4%	1 2%	4 9%	-	2 4%	1 3%	2 33%	-	2 4%	1 3%	2 29%	-	5 6%	4 5%	1 7%	1 8%	-
USAGE (NET)	13 14%	-	-	1 14%	-	12 18%	5 10%	8 19%	1 11%	8 17%	4 13%	-	-	9 16%	4 13%	-	-	13 15%	13 16%	-	-	-
COUNTRIES (SUB-NET)	1 1%	-	-	-	-	1 1%	-	1 2%	-	1 2%	-	-	-	1 2%	-	-	-	1 1%	1 1%	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base, ** very small base (under 30) ineligible for sig testing

Q840_6. What made your experience with .club very positive?
6. .club

14 Mar 2015
Table 444

Base: Very Positive Experience

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	94*	3**	12**	7**	5**	67*	51*	43*	9**	48*	30*	6**	1**	57*	30*	7**	8**	86*	79*	15**	13**	2**
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	1 1%	-	-	-	-	1 1%	-	2 2%	-	1 2%	-	-	-	1 2%	-	-	-	1 1%	1 1%	-	-	-
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	3 3%	-	-	-	-	3 4%	1 2%	2 5%	-	3 6%	-	-	-	3 5%	-	-	-	3 3%	3 4%	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	1 1%	-	-	-	-	1 1%	1 2%	-	-	1 2%	-	-	-	1 2%	-	-	-	1 1%	1 1%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q840_6. What made your experience with .club very positive?

14 Mar 2015
Table 444

6. .club

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	94*	3**	12**	7**	5**	67*	51*	43*	9**	48*	30*	6**	1**	57*	30*	7**	8**	86*	79*	15**	13**	2**
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	1 1%	-	-	-	-	1 1%	-	2 2%	-	1 2%	-	-	-	1 2%	-	-	-	1 1%	1 1%	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	1 1%	-	-	-	-	1 1%	-	1 2%	-	1 2%	-	-	-	1 2%	-	-	-	1 1%	1 1%	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	6 6%	-	-	-	-	6 9%	2 4%	4 9%	-	3 6%	3 10%	-	-	3 5%	3 10%	-	-	6 7%	6 8%	-	-	-
Always use it/The one I use most/frequently	1 1%	-	-	-	-	1 1%	-	1 2%	-	1 2%	-	-	-	1 2%	-	-	-	1 1%	1 1%	-	-	-
Familiar with website/Have visited/used before/in the past	5 5%	-	-	-	-	5 7%	2 4%	3 7%	-	2 4%	3 10%	-	-	2 4%	3 10%	-	-	5 6%	5 6%	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	4 4%	-	-	1 14%	-	3 4%	2 4%	2 5%	1 11%	2 4%	1 3%	-	-	3 5%	1 3%	-	-	4 5%	4 5%	-	-	-
Allows for searching/browsing	1 1%	-	-	-	-	1 1%	1 2%	-	-	1 2%	-	-	-	1 2%	-	-	-	1 1%	1 1%	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	1 1%	-	-	1 14%	-	-	1 2%	-	-	-	1 3%	-	-	-	1 3%	-	-	1 1%	1 1%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q840_6. What made your experience with .club very positive?

14 Mar 2015
Table 444

6. .club

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	94*	3**	12**	7**	5**	67*	51*	43*	9**	48*	30*	6**	1**	57*	30*	7**	8**	86*	79*	15**	13**	2**
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	2 2%	-	-	-	-	2 3%	-	2 5%	1 11%	1 2%	-	-	-	2 4%	-	-	-	2 2%	2 3%	-	-	-
MISCELLANEOUS (NET)	12 13%	-	-	1 14%	1 20%	10 15%	7 14%	5 12%	1 11%	6 13%	4 13%	1 17%	-	7 12%	4 13%	1 14%	2 25%	10 12%	11 14%	1 7%	1 8%	-
Convenient	1 1%	-	-	-	-	1 1%	1 2%	-	-	-	1 3%	-	-	-	1 3%	-	-	1 1%	1 1%	-	-	-
Meets my expectations/needs/Always find what I need/want	3 3%	-	-	-	-	3 4%	1 2%	2 5%	-	1 2%	2 7%	-	-	1 2%	2 7%	-	1 13%	2 2%	3 4%	-	-	-
Positive/Just was	5 5%	-	-	1 14%	-	4 6%	3 6%	2 5%	1 11%	2 4%	1 3%	1 17%	-	3 5%	1 3%	1 14%	-	5 6%	5 6%	-	-	-
Negative experience mentions	1 1%	-	-	-	-	1 1%	-	1 2%	-	1 2%	-	-	-	1 2%	-	-	-	1 1%	1 1%	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	2 2%	-	-	-	1 20%	1 1%	2 4%	-	-	2 4%	-	-	-	2 4%	-	-	1 13%	1 1%	1 1%	1 7%	1 8%	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	5 5%	-	1 8%	-	-	4 6%	-	5 12%	-	4 8%	1 3%	-	-	4 7%	1 3%	-	-	5 6%	5 6%	-	-	-
Sigma	104 111%	3 100%	14 117%	8 114%	5 100%	74 110%	60 118%	44 102%	9 100%	53 110%	34 113%	7 117%	1 100%	62 109%	34 113%	8 114%	9 113%	95 110%	88 111%	16 107%	14 108%	2 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q840_7. What made your experience with .xyz very positive?

14 Mar 2015
Table 445

7. .xyz

Base: Very Positive Experience

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	31*	**	6**	1**	4**	20**	17**	14**	2**	19**	9**	1**	**	21**	9**	1**	1**	30*	27**	4**	4**	**
Weighted Base	31*	**	6**	1**	4**	20**	17**	14**	2**	19**	9**	1**	**	21**	9**	1**	1**	30*	27**	4**	4**	**
BRAND/QUALITY (NET)	7 23%	-	3 50%	-	1 25%	3 15%	4 24%	3 21%	1 50%	3 16%	3 33%	-	-	4 19%	3 33%	-	1 100%	6 20%	7 26%	-	-	-
Good quality brand/product	1 3%	-	1 17%	-	-	-	-	1 7%	-	-	1 11%	-	-	-	1 11%	-	-	1 3%	1 4%	-	-	-
Honest/trustworthy	5 16%	-	2 33%	-	-	3 15%	3 18%	2 14%	1 50%	2 11%	2 22%	-	-	3 14%	2 22%	-	1 100%	4 13%	5 19%	-	-	-
It's a legitimate/credible site/domain	1 3%	-	-	-	1 25%	-	1 6%	-	-	1 5%	-	-	-	1 5%	-	-	-	1 3%	1 4%	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	2 6%	-	-	-	1 25%	1 5%	2 12%	-	-	2 11%	-	-	-	2 10%	-	-	-	2 7%	2 7%	-	-	-
INFORMATION (SUB-NET)	1 3%	-	-	-	1 25%	-	1 6%	-	-	1 5%	-	-	-	1 5%	-	-	-	1 3%	1 4%	-	-	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comprehensive/Can search all information in one place	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Helpful information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q840_7. What made your experience with .xyz very positive?

14 Mar 2015
Table 445

7. .xyz

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	31*	-**	6**	1**	4**	20**	17**	14**	2**	19**	9**	1**	-**	21**	9**	1**	1**	30*	27**	4**	4**	-**
Information/Informative	1 3%	-	-	-	1 25%	-	1 6%	-	-	1 5%	-	-	-	1 5%	-	-	-	1 3%	1 4%	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	1 3%	-	-	-	-	1 5%	1 6%	-	-	1 5%	-	-	-	1 5%	-	-	-	1 3%	1 4%	-	-	-
Good/Like the content	1 3%	-	-	-	-	1 5%	1 6%	-	-	1 5%	-	-	-	1 5%	-	-	-	1 3%	1 4%	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	5 16%	-	1 17%	-	-	4 20%	1 6%	4 29%	-	4 21%	1 11%	-	-	4 19%	1 11%	-	-	5 17%	3 11%	2 50%	2 50%	-
Accessible/Easy to access/find	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	2 6%	-	-	-	-	2 10%	1 6%	1 7%	-	2 11%	-	-	-	2 10%	-	-	-	2 7%	1 4%	1 25%	1 25%	-
Practical/Useful/Helpful	2 6%	-	1 17%	-	-	1 5%	-	2 14%	-	1 5%	1 11%	-	-	1 5%	1 11%	-	-	2 7%	2 7%	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	1 3%	-	-	-	-	1 5%	-	1 7%	-	1 5%	-	-	-	1 5%	-	-	-	1 3%	-	1 25%	1 25%	-
PERFORMANCE (NET)	5 16%	-	-	-	-	5 25%	3 18%	2 14%	-	5 26%	-	-	-	5 24%	-	-	-	5 17%	3 11%	2 50%	2 50%	-
Fast/Good speed	1 3%	-	-	-	-	1 5%	1 6%	-	-	1 5%	-	-	-	1 5%	-	-	-	1 3%	1 4%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q840_7. What made your experience with .xyz very positive?

14 Mar 2015
Table 445

7. .xyz

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	31*	-**	6**	1**	4**	20**	17**	14**	2**	19**	9**	1**	-**	21**	9**	1**	1**	30*	27**	4**	4**	-**
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	2 6%	-	-	-	-	2 10%	1 6%	1 7%	-	2 11%	-	-	-	2 10%	-	-	-	2 7%	-	2 50%	2 50%	-
Reliable	2 6%	-	-	-	-	2 10%	1 6%	1 7%	-	2 11%	-	-	-	2 10%	-	-	-	2 7%	2 7%	-	-	-
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	4 13%	-	1 17%	-	1 25%	2 10%	2 12%	2 14%	1 50%	1 5%	2 22%	-	-	2 10%	2 22%	-	-	4 13%	4 15%	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Good security	4 13%	-	1 17%	-	1 25%	2 10%	2 12%	2 14%	1 50%	1 5%	2 22%	-	-	2 10%	2 22%	-	-	4 13%	4 15%	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	5 16%	-	-	1 100%	1 25%	3 15%	4 24%	1 7%	-	3 16%	2 22%	-	-	3 14%	2 22%	-	-	5 17%	3 11%	2 50%	2 50%	-
Descriptive/Indicates what it stands for	1 3%	-	-	-	1 25%	-	1 6%	-	-	1 5%	-	-	-	1 5%	-	-	-	1 3%	1 4%	-	-	-
Different/Unique	1 3%	-	-	1 100%	-	-	1 6%	-	-	-	1 11%	-	-	-	1 11%	-	-	1 3%	1 4%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q840_7. What made your experience with .xyz very positive?

14 Mar 2015
Table 445

7. .xyz

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	31*	-**	6**	1**	4**	20**	17**	14**	2**	19**	9**	1**	-**	21**	9**	1**	1**	30*	27**	4**	4**	-**
Everything/Good/Like site	1 3%	-	-	-	-	1 5%	-	1 7%	-	1 5%	-	-	-	1 5%	-	-	-	1 3%	-	1 25%	1 25%	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	2 6%	-	-	-	-	2 10%	2 12%	-	-	1 5%	1 11%	-	-	1 5%	1 11%	-	-	2 7%	1 4%	1 25%	1 25%	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
USAGE (NET)	4 13%	-	-	-	1 25%	3 15%	3 18%	1 7%	-	2 11%	2 22%	-	-	2 10%	2 22%	-	-	4 13%	4 15%	-	-	-
COUNTRIES (SUB-NET)	2 6%	-	-	-	1 25%	1 5%	2 12%	-	-	1 5%	1 11%	-	-	1 5%	1 11%	-	-	2 7%	2 7%	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base, ** very small base (under 30) ineligible for sig testing

Q840_7. What made your experience with .xyz very positive?

14 Mar 2015
Table 445

7. .xyz

Base: Very Positive Experience

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	31*	-**	6**	1**	4**	20**	17**	14**	2**	19**	9**	1**	-**	21**	9**	1**	1**	30*	27**	4**	4**	-**
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	13%	-	-	-	-	15%	16%	-	-	-	11%	-	-	-	11%	-	-	13%	14%	-	-	-
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	13%	-	-	-	125%	-	16%	-	-	15%	-	-	-	15%	-	-	-	13%	14%	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q840_7. What made your experience with .xyz very positive?

14 Mar 2015
Table 445

7. .xyz

Base: Very Positive Experience

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	31*	-**	6**	1**	4**	20**	17**	14**	2**	19**	9**	1**	-**	21**	9**	1**	1**	30*	27**	4**	4**	-**
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Always use it/The one I use most/frequently	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	3 10%	-	-	-	1 25%	2 10%	2 12%	1 7%	-	2 11%	1 11%	-	-	2 10%	1 11%	-	-	3 10%	3 11%	-	-	-
Allows for searching/browsing	1 3%	-	-	-	-	1 5%	1 6%	-	-	1 5%	-	-	-	1 5%	-	-	-	1 3%	1 4%	-	-	-
Diversity/Multi-purpose website	1 3%	-	-	-	-	1 5%	-	1 7%	-	-	1 11%	-	-	-	1 11%	-	-	1 3%	1 4%	-	-	-
Email usage	1 3%	-	-	-	1 25%	-	1 6%	-	-	1 5%	-	-	-	1 5%	-	-	-	1 3%	1 4%	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q840_7. What made your experience with .xyz very positive?

14 Mar 2015
Table 445

7. .xyz

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	31*	-**	6**	1**	4**	20**	17**	14**	2**	19**	9**	1**	-**	21**	9**	1**	1**	30*	27**	4**	4**	-**
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	1 3%	-	-	-	-	1 5%	-	1 7%	-	1 5%	-	-	-	1 5%	-	-	-	1 3%	1 4%	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Meets my expectations/needs/Always find what I need/want	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive/Just was	1 3%	-	-	-	-	1 5%	-	1 7%	-	1 5%	-	-	-	1 5%	-	-	-	1 3%	1 4%	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1 3%	-	-	-	-	1 5%	-	1 7%	-	1 5%	-	-	-	1 5%	-	-	-	1 3%	1 4%	-	-	-
Declined to answer	3 10%	-	1 17%	-	-	2 10%	1 6%	2 14%	-	1 5%	1 11%	1 100%	-	1 5%	1 11%	1 100%	-	3 10%	3 11%	-	-	-
Sigma	38 123%	-	6 100%	1 100%	6 150%	25 125%	21 124%	17 121%	2 100%	24 126%	11 122%	1 100%	-	26 124%	11 122%	1 100%	1 100%	37 123%	32 119%	6 150%	6 150%	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q840_8. What made your experience with .berlin very positive?
8. .berlin

14 Mar 2015
Table 446

Base: Very Positive Experience

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2**	-**	-**	2**	-**	-**	2**	-**	-**	1**	-**	-**	1**	1**	-**	1**	1**	1**	2**	-**	-**	-**
Weighted Base	2**	-**	-**	2**	-**	-**	2**	-**	-**	1**	-**	-**	1**	1**	-**	1**	1**	1**	2**	-**	-**	-**
BRAND/QUALITY (NET)	1/50%	-	-	1/50%	-	-	1/50%	-	-	1/100%	-	-	-	1/100%	-	-	-	1/100%	1/50%	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Honest/trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's a legitimate/credible site/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	1/50%	-	-	1/50%	-	-	1/50%	-	-	1/100%	-	-	-	1/100%	-	-	-	1/100%	1/50%	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	1/50%	-	-	1/50%	-	-	1/50%	-	-	1/100%	-	-	-	1/100%	-	-	-	1/100%	1/50%	-	-	-
INFORMATION (SUB-NET)	1/50%	-	-	1/50%	-	-	1/50%	-	-	1/100%	-	-	-	1/100%	-	-	-	1/100%	1/50%	-	-	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comprehensive/Can search all information in one place	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Helpful information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_8. What made your experience with .berlin very positive?
8. .berlin

14 Mar 2015
Table 446

Base: Very Positive Experience

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2**	-**	-**	2**	-**	-**	2**	-**	-**	1**	-**	-**	1**	1**	-**	1**	1**	1**	2**	-**	-**	-**
Information/Informative	1 50%	-	-	1 50%	-	-	1 50%	-	-	1 100%	-	-	-	1 100%	-	-	-	1 100%	1 50%	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accessible/Easy to access/find	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Practical/Useful/Helpful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fast/Good speed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_8. What made your experience with .berlin very positive?
8. .berlin

14 Mar 2015
Table 446

Base: Very Positive Experience

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2**	-.**	-.**	2**	-.**	-.**	2**	-.**	-.**	1**	-.**	-.**	1**	1**	-.**	1**	1**	1**	2**	-.**	-.**	-.**
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Good security	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_8. What made your experience with .berlin very positive?
8. .berlin

14 Mar 2015
Table 446

Base: Very Positive Experience

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2**	-.**	-.**	2**	-.**	-.**	2**	-.**	-.**	1**	-.**	-.**	1**	1**	-.**	1**	1**	1**	2**	-.**	-.**	-.**
Everything/Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
USAGE (NET)	1 50%	-	-	1 50%	-	-	1 50%	-	-	-	-	-	1 100%	-	-	1 100%	1 100%	-	1 50%	-	-	-
COUNTRIES (SUB-NET)	1 50%	-	-	1 50%	-	-	1 50%	-	-	-	-	-	1 100%	-	-	1 100%	1 100%	-	1 50%	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_8. What made your experience with .berlin very positive?
8. .berlin

14 Mar 2015
Table 446

Base: Very Positive Experience

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2**	-.**	-.**	2**	-.**	-.**	2**	-.**	-.**	1**	-.**	-.**	1**	1**	-.**	1**	1**	1**	2**	-.**	-.**	-.**
German based website	1 50%	-	-	1 50%	-	-	1 50%	-	-	-	-	-	1 100%	-	-	1 100%	1 100%	-	1 50%	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_8. What made your experience with .berlin very positive?
8. .berlin

14 Mar 2015
Table 446

Base: Very Positive Experience

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2**	**	**	2**	**	**	2**	**	**	1**	**	**	1**	1**	**	1**	1**	1**	2**	**	**	**
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Always use it/The one I use most/frequently	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	1 50%	-	-	1 50%	-	-	1 50%	-	-	-	-	-	1 100%	-	-	1 100%	1 100%	-	1 50%	-	-	-
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	1 50%	-	-	1 50%	-	-	1 50%	-	-	-	-	-	1 100%	-	-	1 100%	1 100%	-	1 50%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_8. What made your experience with .berlin very positive?
8. .berlin

14 Mar 2015
Table 446

Base: Very Positive Experience

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)	
Weighted Base	2**	-**	-**	2**	-**	-**	2**	-**	-**	1**	-**	-**	1**	1**	-**	1**	1**	1**	2**	-**	-**	-**	
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Meets my expectations/needs/Always find what I need/want	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Positive/Just was	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sigma	4 200%	-	-	4 200%	-	-	4 200%	-	-	2 200%	-	-	2 200%	2 200%	-	2 200%	2 200%	2 200%	4 200%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_9. What made your experience with .ovh very positive?

14 Mar 2015
Table 447

9. .ovh

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base
Weighted Base
BRAND/QUALITY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Honest/trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's a legitimate/credible site/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INFORMATION (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comprehensive/Can search all information in one place	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Helpful information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_9. What made your experience with .ovh very positive?
9. .ovh

14 Mar 2015
Table 447

Base: Very Positive Experience

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Information/Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accessible/Easy to access/find	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Practical/Useful/Helpful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fast/Good speed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. **.** very small base (under 30) ineligible for sig testing

Q840_9. What made your experience with .ovh very positive?
9. .ovh

14 Mar 2015
Table 447

Base: Very Positive Experience

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Good security	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_9. What made your experience with .ovh very positive?

14 Mar 2015
Table 447

9. .ovh

Base: Very Positive Experience

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base
Everything/Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
USAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
COUNTRIES (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_9. What made your experience with .ovh very positive?
9. .ovh

14 Mar 2015
Table 447

Base: Very Positive Experience

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_9. What made your experience with .ovh very positive?
9. .ovh

14 Mar 2015
Table 447

Base: Very Positive Experience

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Always use it/The one I use most/frequently	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. **.** very small base (under 30) ineligible for sig testing

Q840_9. What made your experience with .ovh very positive?

14 Mar 2015
Table 447

9. .ovh

Base: Very Positive Experience

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Meets my expectations/needs/Always find what I need/want	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive/Just was	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. **.** very small base (under 30) ineligible for sig testing

Q840_10. What made your experience with .london very positive?
10. .london

14 Mar 2015
Table 448

Base: Very Positive Experience

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	9**	-**	-**	9**	-**	-**	5**	4**	1**	2**	6**	-**	-**	3**	6**	-**	-**	9**	5**	4**	2**	2**
Weighted Base	9**	-**	-**	9**	-**	-**	5**	4**	1**	2**	6**	-**	-**	3**	6**	-**	-**	9**	5**	4**	2**	2**
BRAND/QUALITY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Honest/trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's a legitimate/credible site/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	2 22%	-	-	2 22%	-	-	1 20%	1 25%	-	-	2 33%	-	-	-	2 33%	-	-	2 22%	-	2 50%	1 50%	1 50%
INFORMATION (SUB-NET)	1 11%	-	-	1 11%	-	-	1 20%	-	-	-	1 17%	-	-	-	1 17%	-	-	1 11%	-	1 25%	-	1 50%
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comprehensive/Can search all information in one place	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Helpful information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_10. What made your experience with .london very positive?
10. .london

14 Mar 2015
Table 448

Base: Very Positive Experience

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	9**	9**	5**	4**	1**	2**	6**	3**	6**	9**	5**	4**	2**	2**
Information/Informative	1 11%	-	-	1 11%	-	-	1 20%	-	-	-	1 17%	-	-	-	1 17%	-	-	1 11%	-	1 25%	-	1 50%
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	1 11%	-	-	1 11%	-	-	-	1 25%	-	-	1 17%	-	-	-	1 17%	-	-	1 11%	-	1 25%	1 50%	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	1 11%	-	-	1 11%	-	-	-	1 25%	-	-	1 17%	-	-	-	1 17%	-	-	1 11%	-	1 25%	1 50%	-
FUNCTIONALITY (NET)	5 56%	-	-	5 56%	-	-	2 40%	3 75%	1 100%	-	4 67%	-	-	1 33%	4 67%	-	-	5 56%	3 60%	2 50%	1 50%	1 50%
Accessible/Easy to access/find	1 11%	-	-	1 11%	-	-	1 20%	-	1 100%	-	-	-	-	1 33%	-	-	-	1 11%	1 20%	-	-	-
Easy to use/navigate	2 22%	-	-	2 22%	-	-	1 20%	1 25%	-	-	2 33%	-	-	-	2 33%	-	-	2 22%	1 20%	1 25%	-	1 50%
Practical/Useful/Helpful	2 22%	-	-	2 22%	-	-	-	2 50%	-	-	2 33%	-	-	-	2 33%	-	-	2 22%	1 20%	1 25%	1 50%	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	1 11%	-	-	1 11%	-	-	1 20%	-	-	-	1 17%	-	-	-	1 17%	-	-	1 11%	-	1 25%	-	1 50%
Fast/Good speed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_10. What made your experience with .london very positive?
10. .london

14 Mar 2015
Table 448

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	9**	-.**	-.**	9**	-.**	-.**	5**	4**	1**	2**	6**	-.**	-.**	3**	6**	-.**	-.**	9**	5**	4**	2**	2**
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	11%	-	-	11%	-	-	20%	-	-	-	17%	-	-	-	17%	-	-	11%	-	25%	-	50%
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Good security	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	33%	-	-	33%	-	-	40%	25%	-	100%	17%	-	-	67%	17%	-	-	33%	20%	50%	50%	50%
Descriptive/Indicates what it stands for	11%	-	-	11%	-	-	-	25%	-	50%	-	-	-	33%	-	-	-	11%	-	25%	50%	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_10. What made your experience with .london very positive?
10. .london

Base: Very Positive Experience

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	9**	9**	5**	4**	1**	2**	6**	3**	6**	9**	5**	4**	2**	2**
Everything/Good/Like site	1 11%	-	-	1 11%	-	-	1 20%	-	-	1 50%	-	-	-	1 33%	-	-	-	1 11%	1 20%	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	1 11%	-	-	1 11%	-	-	1 20%	-	-	1 17%	-	-	-	1 17%	-	-	-	1 11%	-	1 25%	-	1 50%
USAGE (NET)	1 11%	-	-	1 11%	-	-	1 20%	-	-	1 17%	-	-	-	1 17%	-	-	-	1 11%	-	1 25%	-	1 50%
COUNTRIES (SUB-NET)	1 11%	-	-	1 11%	-	-	1 20%	-	-	1 17%	-	-	-	1 17%	-	-	-	1 11%	-	1 25%	-	1 50%
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_10. What made your experience with .london very positive?
10. .london

14 Mar 2015
Table 448

Base: Very Positive Experience

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	9**	-.**	-.**	9**	-.**	-.**	5**	4**	1**	2**	6**	-.**	-.**	3**	6**	-.**	-.**	9**	5**	4**	2**	2**
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	11%	-	-	11%	-	-	20%	-	-	-	17%	-	-	-	17%	-	-	11%	-	25%	-	50%
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_10. What made your experience with .london very positive?
10. .london

Base: Very Positive Experience

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Weighted Base	9**	..**	..**	9**	..**	..**	5**	4**	1**	2**	6**	..**	..**	3**	6**	..**	..**	9**	5**	4**	2**	2**	
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Always use it/The one I use most/frequently	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_10. What made your experience with .london very positive?
10. .london

14 Mar 2015
Table 448

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	9**	-**	-**	9**	-**	-**	5**	4**	1**	2**	6**	-**	-**	3**	6**	-**	-**	9**	5**	4**	2**	2**
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Meets my expectations/needs/Always find what I need/want	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive/Just was	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	1 11%	-	-	1 11%	-	-	1 20%	-	-	1 17%	-	-	-	1 17%	-	-	-	1 11%	1 20%	-	-	-
Sigma	13 144%	-	-	13 144%	-	-	8 160%	5 125%	1 100%	2 100%	10 167%	-	-	3 100%	10 167%	-	-	13 144%	5 100%	8 200%	3 150%	5 250%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_11. What made your experience with .nyc very positive?
11. .nyc

Base: Very Positive Experience

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	1**	1**	-.**	-.**	-.**	-.**	1**	-.**	-.**	1**	-.**	-.**	-.**	1**	-.**	-.**	-.**	1**	-.**	1**	1**	-.**
Weighted Base	1**	1**	-.**	-.**	-.**	-.**	1**	-.**	-.**	1**	-.**	-.**	-.**	1**	-.**	-.**	-.**	1**	-.**	1**	1**	-.**
BRAND/QUALITY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Honest/trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's a legitimate/credible site/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INFORMATION (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comprehensive/Can search all information in one place	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Helpful information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_11. What made your experience with .nyc very positive?

14 Mar 2015
Table 449

11. .nyc

Base: Very Positive Experience

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	1**	1**	-.**	-.**	-.**	-.**	1**	-.**	-.**	1**	-.**	-.**	-.**	1**	-.**	-.**	-.**	1**	-.**	1**	1**	-.**
Information/Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accessible/Easy to access/find	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Practical/Useful/Helpful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fast/Good speed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_11. What made your experience with .nyc very positive?
11. .nyc

14 Mar 2015
Table 449

Base: Very Positive Experience

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	1**	1**	-.**	-.**	-.**	-.**	1**	-.**	-.**	1**	-.**	-.**	-.**	1**	-.**	-.**	-.**	1**	-.**	1**	1**	-.**
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Good security	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	100%	100%	-	-	-	-	100%	-	-	100%	-	-	-	100%	-	-	-	100%	-	100%	100%	-
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_11. What made your experience with .nyc very positive?
11. .nyc

14 Mar 2015
Table 449

Base: Very Positive Experience

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	1**	1**	-.**	-.**	-.**	-.**	1**	-.**	-.**	1**	-.**	-.**	-.**	1**	-.**	-.**	-.**	1**	-.**	1**	1**	-.**
Everything/Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	100%	100%	-	-	-	-	100%	-	-	100%	-	-	-	100%	-	-	-	100%	-	100%	100%	-
USAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
COUNTRIES (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_11. What made your experience with .nyc very positive?

14 Mar 2015
Table 449

11. .nyc

Base: Very Positive Experience

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	1**	1**	-.**	-.**	-.**	-.**	1**	-.**	-.**	1**	-.**	-.**	-.**	1**	-.**	-.**	-.**	1**	-.**	1**	1**	-.**
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_11. What made your experience with .nyc very positive?
11. .nyc

Base: Very Positive Experience

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	1**	1**	-.**	-.**	-.**	-.**	1**	-.**	-.**	1**	-.**	-.**	-.**	1**	-.**	-.**	-.**	1**	-.**	1**	1**	-.**
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Always use it/The one I use most/frequently	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_11. What made your experience with .nyc very positive?

14 Mar 2015
Table 449

11. .nyc

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	1**	1**	-.**	-.**	-.**	-.**	1**	-.**	-.**	1**	-.**	-.**	-.**	1**	-.**	-.**	-.**	1**	-.**	1**	1**	-.**
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Meets my expectations/needs/Always find what I need/want	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive/Just was	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1 100%	1 100%	-	-	-	-	1 100%	-	-	1 100%	-	-	-	1 100%	-	-	-	1 100%	-	1 100%	1 100%	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_12. What made your experience with .wang very positive?
12. .wang

14 Mar 2015
Table 450

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	26**	**	**	**	**	26**	17**	9**	1**	17**	8**	**	**	18**	8**	**	2**	24**	17**	9**	9**	**
Weighted Base	26**	**	**	**	**	26**	17**	9**	1**	17**	8**	**	**	18**	8**	**	2**	24**	17**	9**	9**	**
BRAND/QUALITY (NET)	3 12%	-	-	-	-	3 12%	1 6%	2 22%	-	2 12%	1 13%	-	-	2 11%	1 13%	-	-	3 13%	1 6%	2 22%	2 22%	-
Good quality brand/product	1 4%	-	-	-	-	1 4%	-	1 11%	-	-	1 13%	-	-	-	1 13%	-	-	1 4%	1 6%	-	-	-
Honest/trustworthy	1 4%	-	-	-	-	1 4%	-	1 11%	-	1 6%	-	-	-	1 6%	-	-	-	1 4%	-	1 11%	1 11%	-
It's a legitimate/credible site/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	1 4%	-	-	-	-	1 4%	1 6%	-	-	1 6%	-	-	-	1 6%	-	-	-	1 4%	-	1 11%	1 11%	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	2 8%	-	-	-	-	2 8%	1 6%	1 11%	-	2 12%	-	-	-	2 11%	-	-	-	2 8%	2 12%	-	-	-
INFORMATION (SUB-NET)	1 4%	-	-	-	-	1 4%	-	1 11%	-	1 6%	-	-	-	1 6%	-	-	-	1 4%	1 6%	-	-	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comprehensive/Can search all information in one place	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Helpful information	1 4%	-	-	-	-	1 4%	-	1 11%	-	1 6%	-	-	-	1 6%	-	-	-	1 4%	1 6%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_12. What made your experience with .wang very positive?
12. .wang

14 Mar 2015
Table 450

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	26**	**	**	**	**	26**	17**	9**	1**	17**	8**	**	**	18**	8**	**	2**	24**	17**	9**	9**	**
Information/Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	14%	-	-	-	-	14%	16%	-	-	16%	-	-	-	16%	-	-	-	14%	16%	-	-	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	14%	-	-	-	-	14%	16%	-	-	16%	-	-	-	16%	-	-	-	14%	16%	-	-	-
FUNCTIONALITY (NET)	519%	-	-	-	-	519%	318%	222%	-	424%	113%	-	-	422%	113%	-	-	521%	318%	222%	222%	-
Accessible/Easy to access/find	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	28%	-	-	-	-	28%	16%	11%	-	212%	-	-	-	211%	-	-	-	28%	16%	11%	11%	-
Practical/Useful/Helpful	14%	-	-	-	-	14%	16%	-	-	16%	-	-	-	16%	-	-	-	14%	16%	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	28%	-	-	-	-	28%	16%	11%	-	16%	13%	-	-	16%	13%	-	-	28%	16%	11%	11%	-
PERFORMANCE (NET)	519%	-	-	-	-	519%	318%	222%	1100%	424%	-	-	-	528%	-	-	150%	417%	318%	222%	222%	-
Fast/Good speed	28%	-	-	-	-	28%	16%	11%	1100%	16%	-	-	-	211%	-	-	150%	4%	212%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_12. What made your experience with .wang very positive?
12. .wang

14 Mar 2015
Table 450

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	26**	-**	-**	-**	-**	26**	17**	9**	1**	17**	8**	-**	-**	18**	8**	-**	2**	24**	17**	9**	9**	-**
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	2 8%	-	-	-	-	2 8%	1 6%	1 11%	-	2 12%	-	-	-	2 11%	-	-	-	2 8%	-	2 22%	2 22%	-
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	1 4%	-	-	-	-	1 4%	1 6%	-	-	1 6%	-	-	-	1 6%	-	-	-	1 4%	1 6%	-	-	-
SECURITY (NET)	1 4%	-	-	-	-	1 4%	1 6%	-	-	1 6%	-	-	-	1 6%	-	-	-	1 4%	1 6%	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Good security	1 4%	-	-	-	-	1 4%	1 6%	-	-	1 6%	-	-	-	1 6%	-	-	-	1 4%	1 6%	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	3 12%	-	-	-	-	3 12%	3 18%	-	-	1 6%	2 25%	-	-	1 6%	2 25%	-	-	3 13%	2 12%	1 11%	1 11%	-
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_12. What made your experience with .wang very positive?
12. .wang

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	26**	**	**	**	**	26**	17**	9**	1**	17**	8**	**	**	18**	8**	**	2**	24**	17**	9**	9**	**
Everything/Good/Like site	3 12%	-	-	-	-	3 12%	3 18%	-	-	1 6%	2 25%	-	-	1 6%	2 25%	-	-	3 13%	2 12%	1 11%	1 11%	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
USAGE (NET)	4 15%	-	-	-	-	4 15%	3 18%	1 11%	-	2 12%	2 25%	-	-	2 11%	2 25%	-	1 50%	3 13%	3 18%	1 11%	1 11%	-
COUNTRIES (SUB-NET)	1 4%	-	-	-	-	1 4%	1 6%	-	-	1 6%	-	-	-	1 6%	-	-	-	1 4%	1 6%	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	1 4%	-	-	-	-	1 4%	1 6%	-	-	1 6%	-	-	-	1 6%	-	-	-	1 4%	1 6%	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_12. What made your experience with .wang very positive?
12. .wang

14 Mar 2015
Table 450

Base: Very Positive Experience

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	26**	-.**	-.**	-.**	-.**	26**	17**	9**	1**	17**	8**	-.**	-.**	18**	8**	-.**	2**	24**	17**	9**	9**	-.**
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_12. What made your experience with .wang very positive?
12. .wang

14 Mar 2015
Table 450

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	26**	**	**	**	**	26**	17**	9**	1**	17**	8**	**	**	18**	8**	**	2**	24**	17**	9**	9**	**
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	3 12%	-	-	-	-	3 12%	2 12%	1 11%	-	1 6%	2 25%	-	-	1 6%	2 25%	-	1 50%	2 8%	2 12%	1 11%	1 11%	-
Always use it/The one I use most/frequently	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	3 12%	-	-	-	-	3 12%	2 12%	1 11%	-	1 6%	2 25%	-	-	1 6%	2 25%	-	1 50%	2 8%	2 12%	1 11%	1 11%	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_12. What made your experience with .wang very positive?
12. .wang

14 Mar 2015
Table 450

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	26**	**	**	**	**	26**	17**	9**	1**	17**	8**	**	**	18**	8**	**	2**	24**	17**	9**	9**	**
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	5 19%	-	-	-	-	5 19%	4 24%	1 11%	-	3 18%	2 25%	-	-	3 17%	2 25%	-	-	5 21%	4 24%	1 11%	1 11%	-
Convenient	1 4%	-	-	-	-	1 4%	1 6%	-	-	1 6%	-	-	-	1 6%	-	-	-	1 4%	1 6%	-	-	-
Meets my expectations/needs/Always find what I need/want	1 4%	-	-	-	-	1 4%	1 6%	-	-	-	1 13%	-	-	-	1 13%	-	-	1 4%	1 6%	-	-	-
Positive/Just was	1 4%	-	-	-	-	1 4%	1 6%	-	-	-	1 13%	-	-	-	1 13%	-	-	1 4%	-	1 11%	1 11%	-
Negative experience mentions	1 4%	-	-	-	-	1 4%	-	1 11%	-	1 6%	-	-	-	1 6%	-	-	-	1 4%	1 6%	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	1 4%	-	-	-	-	1 4%	1 6%	-	-	1 6%	-	-	-	1 6%	-	-	-	1 4%	1 6%	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	2 8%	-	-	-	-	2 8%	1 6%	1 11%	-	2 12%	-	-	-	2 11%	-	-	-	2 8%	2 12%	-	-	-
Sigma	30 115%	-	-	-	-	30 115%	20 118%	10 111%	1 100%	21 124%	8 100%	-	-	22 122%	8 100%	-	2 100%	28 117%	21 124%	9 100%	9 100%	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_13. What made your experience with .xn-ses554g (Chinese for network address) very positive?
13. .xn-ses554g (Chinese for network address)

14 Mar 2015
Table 451

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	25**	**	**	**	**	25**	13**	12**	**	16**	9**	**	**	16**	9**	**	**	25**	17**	8**	8**	**
Weighted Base	25**	**	**	**	**	25**	13**	12**	**	16**	9**	**	**	16**	9**	**	**	25**	17**	8**	8**	**
BRAND/QUALITY (NET)	6 24%	-	-	-	-	6 24%	3 23%	3 25%	-	3 19%	3 33%	-	-	3 19%	3 33%	-	-	6 24%	4 24%	2 25%	2 25%	-
Good quality brand/product	2 8%	-	-	-	-	2 8%	-	2 17%	-	1 6%	1 11%	-	-	1 6%	1 11%	-	-	2 8%	2 12%	-	-	-
Honest/trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's a legitimate/credible site/domain	2 8%	-	-	-	-	2 8%	1 8%	1 8%	-	1 6%	1 11%	-	-	1 6%	1 11%	-	-	2 8%	2 12%	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	1 4%	-	-	-	-	1 4%	1 8%	-	-	1 6%	-	-	-	1 6%	-	-	-	1 4%	-	1 13%	1 13%	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	1 4%	-	-	-	-	1 4%	1 8%	-	-	-	1 11%	-	-	-	1 11%	-	-	1 4%	-	1 13%	1 13%	-
CONTENT (NET)	1 4%	-	-	-	-	1 4%	1 8%	-	-	1 6%	-	-	-	1 6%	-	-	-	1 4%	-	1 13%	1 13%	-
INFORMATION (SUB-NET)	1 4%	-	-	-	-	1 4%	1 8%	-	-	1 6%	-	-	-	1 6%	-	-	-	1 4%	-	1 13%	1 13%	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comprehensive/Can search all information in one place	1 4%	-	-	-	-	1 4%	1 8%	-	-	1 6%	-	-	-	1 6%	-	-	-	1 4%	-	1 13%	1 13%	-
Good/Helpful information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_13. What made your experience with .xn-ses554g (Chinese for network address) very positive?
13. .xn-ses554g (Chinese for network address)

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	25**	**	**	**	**	25**	13**	12**	**	16**	9**	**	**	16**	9**	**	**	25**	17**	8**	8**	**
Information/Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	28%	-	-	-	-	28%	18%	18%	-	16%	11%	-	-	16%	11%	-	-	28%	12%	-	-	-
Accessible/Easy to access/find	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	14%	-	-	-	-	14%	-	18%	-	16%	-	-	-	16%	-	-	-	14%	16%	-	-	-
Practical/Useful/Helpful	14%	-	-	-	-	14%	18%	-	-	11%	-	-	-	-	11%	-	-	14%	16%	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	14%	-	-	-	-	14%	-	18%	-	16%	-	-	-	16%	-	-	-	14%	-	13%	13%	-
Fast/Good speed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_13. What made your experience with .xn-ses554g (Chinese for network address) very positive?
13. .xn-ses554g (Chinese for network address)

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	25**	**	**	**	**	25**	13**	12**	**	16**	9**	**	**	16**	9**	**	**	25**	17**	8**	8**	**
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	1 4%	-	-	-	-	1 4%	-	1 8%	-	1 6%	-	-	-	1 6%	-	-	-	1 4%	-	1 13%	1 13%	-
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	3 12%	-	-	-	-	3 12%	3 23%	-	-	1 6%	2 22%	-	-	1 6%	2 22%	-	-	3 12%	2 12%	1 13%	1 13%	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Good security	3 12%	-	-	-	-	3 12%	3 23%	-	-	1 6%	2 22%	-	-	1 6%	2 22%	-	-	3 12%	2 12%	1 13%	1 13%	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	4 16%	-	-	-	-	4 16%	1 8%	3 25%	-	2 13%	2 22%	-	-	2 13%	2 22%	-	-	4 16%	3 18%	1 13%	1 13%	-
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_13. What made your experience with .xn-ses554g (Chinese for network address) very positive?
13. .xn-ses554g (Chinese for network address)

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	25**	**	**	**	**	25**	13**	12**	**	16**	9**	**	**	16**	9**	**	**	25**	17**	8**	8**	**
Everything/Good/Like site	3 12%	-	-	-	-	3 12%	1 8%	2 17%	-	1 6%	2 22%	-	-	1 6%	2 22%	-	-	3 12%	2 12%	1 13%	1 13%	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	1 4%	-	-	-	-	1 4%	-	1 8%	-	1 6%	-	-	-	1 6%	-	-	-	1 4%	1 6%	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
USAGE (NET)	5 20%	-	-	-	-	5 20%	4 31%	1 8%	-	4 25%	1 11%	-	-	4 25%	1 11%	-	-	5 20%	2 12%	3 38%	3 38%	-
COUNTRIES (SUB-NET)	3 12%	-	-	-	-	3 12%	2 15%	1 8%	-	3 19%	-	-	-	3 19%	-	-	-	3 12%	1 6%	2 25%	2 25%	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	2 8%	-	-	-	-	2 8%	1 8%	1 8%	-	2 13%	-	-	-	2 13%	-	-	-	2 8%	-	2 25%	2 25%	-
Country specific (Unspec.)	1 4%	-	-	-	-	1 4%	1 8%	-	-	1 6%	-	-	-	1 6%	-	-	-	1 4%	1 6%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_13. What made your experience with .xn-ses554g (Chinese for network address) very positive?
13. .xn-ses554g (Chinese for network address)

14 Mar 2015
Table 451

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	25**	**	**	**	**	25**	13**	12**	**	16**	9**	**	**	16**	9**	**	**	25**	17**	8**	8**	**
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	14%	-	-	-	-	14%	18%	-	-	16%	-	-	-	16%	-	-	-	14%	-	13%	13%	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_13. What made your experience with .xn-ses554g (Chinese for network address) very positive?
13. .xn-ses554g (Chinese for network address)

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	25**	**	**	**	**	25**	13**	12**	**	16**	9**	**	**	16**	9**	**	**	25**	17**	8**	8**	**
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	14%	-	-	-	-	14%	8%	-	-	16%	-	-	-	16%	-	-	-	14%	-	13%	13%	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	14%	-	-	-	-	14%	8%	-	-	11%	-	-	-	11%	-	-	-	14%	6%	-	-	-
Always use it/The one I use most/frequently	14%	-	-	-	-	14%	8%	-	-	11%	-	-	-	11%	-	-	-	14%	6%	-	-	-
Familiar with website/Have visited/used before/in the past	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	14%	-	-	-	-	14%	8%	-	-	16%	-	-	-	16%	-	-	-	14%	-	13%	13%	-
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	14%	-	-	-	-	14%	8%	-	-	16%	-	-	-	16%	-	-	-	14%	-	13%	13%	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_13. What made your experience with .xn-ses554g (Chinese for network address) very positive?
13. .xn-ses554g (Chinese for network address)

14 Mar 2015
Table 451

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	25**	**	**	**	**	25**	13**	12**	**	16**	9**	**	**	16**	9**	**	**	25**	17**	8**	8**	**
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	1 4%	-	-	-	-	1 4%	1 8%	-	-	1 6%	-	-	-	1 6%	-	-	-	1 4%	-	1 13%	1 13%	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Meets my expectations/needs/Always find what I need/want	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive/Just was	1 4%	-	-	-	-	1 4%	1 8%	-	-	1 6%	-	-	-	1 6%	-	-	-	1 4%	-	1 13%	1 13%	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	1 4%	-	-	-	-	1 4%	-	1 8%	-	1 6%	-	-	-	1 6%	-	-	-	1 4%	1 6%	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	3 12%	-	-	-	-	3 12%	1 8%	2 17%	-	3 19%	-	-	-	3 19%	-	-	-	3 12%	3 18%	-	-	-
Sigma	28 112%	-	-	-	-	28 112%	16 123%	12 100%	-	19 119%	9 100%	-	-	19 119%	9 100%	-	-	28 112%	17 100%	11 138%	11 138%	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_14. What made your experience with .xn-55qx5d (Chinese for company) very positive?
14. .xn-55qx5d (Chinese for company)

14 Mar 2015
Table 452

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	26**	**	**	**	**	26**	15**	11**	**	19**	6**	1**	**	19**	6**	1**	**	26**	16**	10**	9**	1**
Weighted Base	26**	**	**	**	**	26**	15**	11**	**	19**	6**	1**	**	19**	6**	1**	**	26**	16**	10**	9**	1**
BRAND/QUALITY (NET)	6 23%	-	-	-	-	6 23%	4 27%	2 18%	-	4 21%	2 33%	-	-	4 21%	2 33%	-	-	6 23%	3 19%	3 30%	2 22%	1 100%
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Honest/trustworthy	3 12%	-	-	-	-	3 12%	2 13%	1 9%	-	2 11%	1 17%	-	-	2 11%	1 17%	-	-	3 12%	1 6%	2 20%	1 11%	1 100%
It's a legitimate/credible site/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	1 4%	-	-	-	-	1 4%	1 7%	-	-	1 5%	-	-	-	1 5%	-	-	-	1 4%	-	1 10%	1 11%	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	2 8%	-	-	-	-	2 8%	1 7%	1 9%	-	1 5%	1 17%	-	-	1 5%	1 17%	-	-	2 8%	2 13%	-	-	-
CONTENT (NET)	2 8%	-	-	-	-	2 8%	2 13%	-	-	2 11%	-	-	-	2 11%	-	-	-	2 8%	2 13%	-	-	-
INFORMATION (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comprehensive/Can search all information in one place	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Helpful information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_14. What made your experience with .xn-55qx5d (Chinese for company) very positive?
14. .xn-55qx5d (Chinese for company)

14 Mar 2015
Table 452

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	26**	**	**	**	**	26**	15**	11**	**	19**	6**	1**	**	19**	6**	1**	**	26**	16**	10**	9**	1**
Information/Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	2 8%	-	-	-	-	2 8%	2 13%	-	-	2 11%	-	-	-	2 11%	-	-	-	2 8%	2 13%	-	-	-
Good/Like the content	1 4%	-	-	-	-	1 4%	1 7%	-	-	1 5%	-	-	-	1 5%	-	-	-	1 4%	1 6%	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	1 4%	-	-	-	-	1 4%	1 7%	-	-	1 5%	-	-	-	1 5%	-	-	-	1 4%	1 6%	-	-	-
FUNCTIONALITY (NET)	3 12%	-	-	-	-	3 12%	2 13%	1 9%	-	2 11%	1 17%	-	-	2 11%	1 17%	-	-	3 12%	2 13%	1 10%	1 11%	-
Accessible/Easy to access/find	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	1 4%	-	-	-	-	1 4%	-	1 9%	-	1 5%	-	-	-	1 5%	-	-	-	1 4%	1 6%	-	-	-
Practical/Useful/Helpful	2 8%	-	-	-	-	2 8%	2 13%	-	-	1 5%	1 17%	-	-	1 5%	1 17%	-	-	2 8%	1 6%	1 10%	1 11%	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	4 15%	-	-	-	-	4 15%	2 13%	2 18%	-	4 21%	-	-	-	4 21%	-	-	-	4 15%	1 6%	3 30%	3 33%	-
Fast/Good speed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_14. What made your experience with .xn-55qx5d (Chinese for company) very positive?
14. .xn-55qx5d (Chinese for company)

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	26**	-**	-**	-**	-**	26**	15**	11**	-**	19**	6**	1**	-**	19**	6**	1**	-**	26**	16**	10**	9**	1**
Good results/search results	4%	-	-	-	-	4%	-	9%	-	5%	-	-	-	5%	-	-	-	4%	6%	-	-	-
No problems/Good experience with website	4%	-	-	-	-	4%	-	9%	-	5%	-	-	-	5%	-	-	-	4%	-	10%	11%	-
Reliable	8%	-	-	-	-	8%	13%	-	-	11%	-	-	-	11%	-	-	-	8%	-	20%	22%	-
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	4 15%	-	-	-	-	4 15%	4 27%	-	-	2 11%	2 33%	-	-	2 11%	2 33%	-	-	4 15%	1 6%	3 30%	2 22%	1 100%
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Good security	3 12%	-	-	-	-	3 12%	3 20%	-	-	2 11%	1 17%	-	-	2 11%	1 17%	-	-	3 12%	1 6%	2 20%	2 22%	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	4%	-	-	-	-	4%	7%	-	-	17%	-	-	-	17%	-	-	-	4%	-	10%	-	100%
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	4 15%	-	-	-	-	4 15%	1 7%	3 27%	-	3 16%	1 17%	-	-	3 16%	1 17%	-	-	4 15%	3 19%	1 10%	1 11%	-
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_14. What made your experience with .xn-55qx5d (Chinese for company) very positive?
14. .xn-55qx5d (Chinese for company)

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	26**	-**	-**	-**	-**	26**	15**	11**	-**	19**	6**	1**	-**	19**	6**	1**	-**	26**	16**	10**	9**	1**
Everything/Good/Like site	3 12%	-	-	-	-	3 12%	-	3 27%	-	2 11%	1 17%	-	-	2 11%	1 17%	-	-	3 12%	2 13%	1 10%	1 11%	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	1 4%	-	-	-	-	1 4%	1 7%	-	-	1 5%	-	-	-	1 5%	-	-	-	1 4%	1 6%	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
USAGE (NET)	5 19%	-	-	-	-	5 19%	4 27%	1 9%	-	4 21%	-	1 100%	-	4 21%	-	1 100%	-	5 19%	3 19%	2 20%	2 22%	-
COUNTRIES (SUB-NET)	4 15%	-	-	-	-	4 15%	4 27%	-	-	4 21%	-	-	-	4 21%	-	-	-	4 15%	3 19%	1 10%	1 11%	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	4 15%	-	-	-	-	4 15%	4 27%	-	-	4 21%	-	-	-	4 21%	-	-	-	4 15%	3 19%	1 10%	1 11%	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_14. What made your experience with .xn-55qx5d (Chinese for company) very positive?
14. .xn-55qx5d (Chinese for company)

Base: Very Positive Experience

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	26**	**	**	**	**	26**	15**	11**	**	19**	6**	1**	**	19**	6**	1**	**	26**	16**	10**	9**	1**
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	28%	-	-	-	-	28%	13%	-	-	21%	-	-	-	21%	-	-	-	28%	16%	10%	11%	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_14. What made your experience with .xn-55qx5d (Chinese for company) very positive?
14. .xn-55qx5d (Chinese for company)

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	26**	**	**	**	**	26**	15**	11**	**	19**	6**	1**	**	19**	6**	1**	**	26**	16**	10**	9**	1**
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	2 8%	-	-	-	-	2 8%	2 13%	-	-	2 11%	-	-	-	2 11%	-	-	-	2 8%	1 6%	1 10%	1 11%	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	1 4%	-	-	-	-	1 4%	1 7%	-	-	1 5%	-	-	-	1 5%	-	-	-	1 4%	-	1 10%	1 11%	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	1 4%	-	-	-	-	1 4%	-	1 9%	-	-	-	1 100%	-	-	-	1 100%	-	1 4%	-	1 10%	1 11%	-
Always use it/The one I use most/frequently	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	1 4%	-	-	-	-	1 4%	-	1 9%	-	-	-	1 100%	-	-	-	1 100%	-	1 4%	-	1 10%	1 11%	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q840_14. What made your experience with .xn-55qx5d (Chinese for company) very positive?
14. .xn-55qx5d (Chinese for company)

14 Mar 2015
Table 452

Base: Very Positive Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	26**	-**	-**	-**	-**	26**	15**	11**	-**	19**	6**	1**	-**	19**	6**	1**	-**	26**	16**	10**	9**	1**
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	2 8%	-	-	-	-	2 8%	1 7%	1 9%	-	1 5%	1 17%	-	-	1 5%	1 17%	-	-	2 8%	-	2 20%	2 22%	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Meets my expectations/needs/Always find what I need/want	1 4%	-	-	-	-	1 4%	-	1 9%	-	1 5%	-	-	-	1 5%	-	-	-	1 4%	-	1 10%	1 11%	-
Positive/Just was	1 4%	-	-	-	-	1 4%	1 7%	-	-	1 17%	-	-	-	-	1 17%	-	-	1 4%	-	1 10%	1 11%	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	2 8%	-	-	-	-	2 8%	1 7%	1 9%	-	2 11%	-	-	-	2 11%	-	-	-	2 8%	2 13%	-	-	-
Sigma	35 135%	-	-	-	-	35 135%	24 160%	11 100%	-	27 142%	7 117%	1 100%	-	27 142%	7 117%	1 100%	-	35 135%	18 113%	17 170%	15 167%	2 200%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q845_1. What made your experience with .email very negative?

14 Mar 2015
Table 453

1. .email

Base: Very Negative Experience

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	17**	2**	1**	2**	1**	11**	9**	8**	6**	5**	6**	-**	-**	11**	6**	-**	2**	15**	10**	7**	3**	4**
Weighted Base	17**	2**	1**	2**	1**	11**	9**	8**	6**	5**	6**	-**	-**	11**	6**	-**	2**	15**	10**	7**	3**	4**
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	2 12%	-	-	-	-	2 18%	-	2 25%	2 33%	-	-	-	-	2 18%	-	-	-	2 13%	1 10%	1 14%	1 33%	-
A lot of junk mail/spam	1 6%	-	-	-	-	1 9%	-	1 13%	1 17%	-	-	-	-	1 9%	-	-	-	1 7%	-	1 14%	1 33%	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	1 6%	-	-	-	-	1 9%	-	1 13%	1 17%	-	-	-	-	1 9%	-	-	-	1 7%	1 10%	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	2 12%	-	1 100%	-	1 100%	-	1 11%	1 13%	-	1 20%	1 17%	-	-	1 9%	1 17%	-	-	2 13%	1 10%	1 14%	1 33%	-
Contains viruses	1 6%	-	1 100%	-	-	-	1 11%	-	-	1 20%	-	-	-	1 9%	-	-	-	1 7%	1 10%	-	-	-
Not safe/secure	1 6%	-	-	-	1 100%	-	-	1 13%	-	-	1 17%	-	-	-	1 17%	-	-	1 7%	-	1 14%	1 33%	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q845_1. What made your experience with .email very negative?
1. .email

14 Mar 2015
Table 453

Base: Very Negative Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	17**	2**	1**	2**	1**	11**	9**	8**	6**	5**	6**	-**	-**	11**	6**	-**	2**	15**	10**	7**	3**	4**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	5 29%	-	-	-	-	5 45%	3 33%	2 25%	2 33%	2 40%	1 17%	-	-	4 36%	1 17%	-	1 50%	4 27%	4 40%	1 14%	-	1 25%
Positive experience mentions	3 18%	-	-	-	-	3 27%	2 22%	1 13%	2 33%	-	1 17%	-	-	2 18%	1 17%	-	1 50%	2 13%	2 20%	1 14%	-	1 25%
Other mentions	2 12%	-	-	-	-	2 18%	1 11%	1 13%	-	2 40%	-	-	-	2 18%	-	-	-	2 13%	2 20%	-	-	-
None	1 6%	-	-	-	-	1 9%	1 11%	-	1 17%	-	-	-	-	1 9%	-	-	-	1 7%	-	1 14%	-	1 25%
Don't know	2 12%	-	-	1 50%	-	1 9%	1 11%	1 13%	-	1 20%	1 17%	-	-	1 9%	1 17%	-	-	2 13%	1 10%	1 14%	1 33%	-
Declined to answer	5 29%	2 100%	-	1 50%	-	2 18%	3 33%	2 25%	1 17%	1 20%	3 50%	-	-	2 18%	3 50%	-	1 50%	4 27%	3 30%	2 29%	-	2 50%
Sigma	17 100%	2 100%	1 100%	2 100%	1 100%	11 100%	9 100%	8 100%	6 100%	5 100%	6 100%	-	-	11 100%	6 100%	-	2 100%	15 100%	10 100%	7 100%	3 100%	4 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q845_2. What made your experience with .photography very negative?
2. .photography

14 Mar 2015
Table 454

Base: Very Negative Experience

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	10**	1**	-**	-**	1**	8**	5**	5**	5**	3**	2**	-**	-**	8**	2**	-**	4**	6**	6**	4**	1**	3**
Weighted Base	10**	1**	-**	-**	1**	8**	5**	5**	5**	3**	2**	-**	-**	8**	2**	-**	4**	6**	6**	4**	1**	3**
BRAND IMAGE (NET)	1 10%	-	-	-	-	1 13%	1 20%	-	-	1 33%	-	-	-	1 13%	-	-	-	1 17%	1 17%	-	-	-
Baseless domain name	1 10%	-	-	-	-	1 13%	1 20%	-	-	1 33%	-	-	-	1 13%	-	-	-	1 17%	1 17%	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	1 10%	-	-	-	-	1 13%	-	1 20%	-	-	1 50%	-	-	-	1 50%	-	1 25%	-	-	1 25%	-	1 33%
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	1 10%	-	-	-	-	1 13%	-	1 20%	-	-	1 50%	-	-	-	1 50%	-	1 25%	-	-	1 25%	-	1 33%
SAFETY (NET)	1 10%	-	-	-	-	1 13%	-	1 20%	-	1 33%	-	-	-	1 13%	-	-	-	1 17%	1 17%	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	1 10%	-	-	-	-	1 13%	-	1 20%	-	1 33%	-	-	-	1 13%	-	-	-	1 17%	1 17%	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q845_2. What made your experience with .photography very negative?
2. .photography

14 Mar 2015
Table 454

Base: Very Negative Experience

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	10**	1**	**	**	1**	8**	5**	5**	5**	3**	2**	**	**	8**	2**	**	4**	6**	6**	4**	1**	3**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	1 10%	-	-	-	-	1 13%	1 20%	-	1 20%	-	-	-	-	1 13%	-	-	-	1 17%	1 17%	-	-	-
Positive experience mentions	1 10%	-	-	-	-	1 13%	1 20%	-	1 20%	-	-	-	-	1 13%	-	-	-	1 17%	1 17%	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	1 10%	-	-	-	-	1 13%	1 20%	-	-	1 33%	-	-	-	1 13%	-	-	1 25%	-	-	1 25%	-	1 33%
Don't know	1 10%	-	-	-	-	1 13%	1 20%	-	-	-	1 50%	-	-	-	1 50%	-	-	1 17%	-	1 25%	1 100%	-
Declined to answer	4 40%	1 100%	-	-	1 100%	2 25%	1 20%	3 60%	4 80%	-	-	-	-	4 50%	-	-	2 50%	2 33%	3 50%	1 25%	-	1 33%
Sigma	10 100%	1 100%	-	-	1 100%	8 100%	5 100%	5 100%	5 100%	3 100%	2 100%	-	-	8 100%	2 100%	-	4 100%	6 100%	6 100%	4 100%	1 100%	3 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q845_3. What made your experience with .link very negative?

14 Mar 2015
Table 455

3. .link

Base: Very Negative Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	9**	-**	2**	1**	1**	5**	9**	-**	4**	2**	3**	-**	-**	6**	3**	-**	2**	7**	6**	3**	2**	1**
Weighted Base	9**	-**	2**	1**	1**	5**	9**	-**	4**	2**	3**	-**	-**	6**	3**	-**	2**	7**	6**	3**	2**	1**
BRAND IMAGE (NET)	2 22%	-	1 50%	-	-	1 20%	2 22%	-	-	1 50%	1 33%	-	-	1 17%	1 33%	-	-	2 29%	2 33%	-	-	-
Baseless domain name	1 11%	-	-	-	-	1 20%	1 11%	-	-	1 50%	-	-	-	1 17%	-	-	-	1 14%	1 17%	-	-	-
Not well known/familiar	1 11%	-	1 50%	-	-	-	1 11%	-	-	-	1 33%	-	-	-	1 33%	-	-	1 14%	1 17%	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	2 22%	-	1 50%	-	-	1 20%	2 22%	-	1 25%	-	1 33%	-	-	1 17%	1 33%	-	1 50%	1 14%	2 33%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q845_3. What made your experience with .link very negative?
3. .link

14 Mar 2015
Table 455

Base: Very Negative Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	9**	-**	2**	1**	1**	5**	9**	-**	4**	2**	3**	-**	-**	6**	3**	-**	2**	7**	6**	3**	2**	1**
Irrelevant websites	1 11%	-	1 50%	-	-	-	1 11%	-	-	-	1 33%	-	-	-	1 33%	-	1 50%	-	1 17%	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	1 11%	-	-	-	-	1 20%	1 11%	-	1 25%	-	-	-	-	1 17%	-	-	-	1 14%	1 17%	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	1 11%	-	-	-	1 100%	-	1 11%	-	-	1 50%	-	-	-	1 17%	-	-	-	1 14%	1 17%	-	-	-
Positive experience mentions	1 11%	-	-	-	1 100%	-	1 11%	-	-	1 50%	-	-	-	1 17%	-	-	-	1 14%	1 17%	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1 11%	-	-	-	-	1 20%	1 11%	-	-	-	1 33%	-	-	-	1 33%	-	-	1 14%	-	1 33%	1 50%	-
Declined to answer	3 33%	-	-	1 100%	-	2 40%	3 33%	-	3 75%	-	-	-	-	3 50%	-	-	1 50%	2 29%	1 17%	2 67%	1 50%	1 100%
Sigma	9 100%	-	2 100%	1 100%	1 100%	5 100%	9 100%	-	4 100%	2 100%	3 100%	-	-	6 100%	3 100%	-	2 100%	7 100%	6 100%	3 100%	2 100%	1 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q845_4. What made your experience with .guru very negative?

14 Mar 2015
Table 456

Base: Very Negative Experience

4. .guru

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	11**	1**	2**	1**	-**	7**	10**	1**	3**	4**	4**	-**	-**	7**	4**	-**	1**	10**	8**	3**	2**	1**
Weighted Base	11**	1**	2**	1**	-**	7**	10**	1**	3**	4**	4**	-**	-**	7**	4**	-**	1**	10**	8**	3**	2**	1**
BRAND IMAGE (NET)	2 18%	-	1 50%	-	-	1 14%	2 20%	-	-	1 25%	1 25%	-	-	1 14%	1 25%	-	-	2 20%	2 25%	-	-	-
Baseless domain name	1 9%	-	-	-	-	1 14%	1 10%	-	-	1 25%	-	-	-	1 14%	-	-	-	1 10%	1 13%	-	-	-
Not well known/familiar	1 9%	-	1 50%	-	-	-	1 10%	-	-	-	1 25%	-	-	-	1 25%	-	-	1 10%	1 13%	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	2 18%	-	-	1 100%	-	1 14%	1 10%	1 100%	-	1 25%	1 25%	-	-	1 14%	1 25%	-	-	2 20%	2 25%	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	2 18%	-	-	1 100%	-	1 14%	1 10%	1 100%	-	1 25%	1 25%	-	-	1 14%	1 25%	-	-	2 20%	2 25%	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q845_4. What made your experience with .guru very negative?

14 Mar 2015
Table 456

4. .guru

Base: Very Negative Experience

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	11**	1**	2**	1**	-**	7**	10**	1**	3**	4**	4**	-**	-**	7**	4**	-**	1**	10**	8**	3**	2**	1**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	2 18%	-	-	-	-	2 29%	2 20%	-	2 67%	-	-	-	-	2 29%	-	-	-	2 20%	2 25%	-	-	-
Positive experience mentions	2 18%	-	-	-	-	2 29%	2 20%	-	2 67%	-	-	-	-	2 29%	-	-	-	2 20%	2 25%	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	1 9%	-	-	-	-	1 14%	1 10%	-	-	1 25%	-	-	-	1 14%	-	-	-	1 10%	1 13%	-	-	-
Don't know	3 27%	-	1 50%	-	-	2 29%	3 30%	-	1 33%	1 25%	1 25%	-	-	2 29%	1 25%	-	1 100%	2 20%	1 13%	2 67%	2 100%	-
Declined to answer	1 9%	1 100%	-	-	-	-	1 10%	-	-	-	1 25%	-	-	-	1 25%	-	-	1 10%	-	1 33%	-	1 100%
Sigma	11 100%	1 100%	2 100%	1 100%	-	7 100%	10 100%	1 100%	3 100%	4 100%	4 100%	-	-	7 100%	4 100%	-	1 100%	10 100%	8 100%	3 100%	2 100%	1 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q845_5. What made your experience with .realtor very negative?
5. .realtor

14 Mar 2015
Table 457

Base: Very Negative Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	8**	-**	2**	1**	-**	5**	7**	1**	3**	2**	3**	-**	-**	5**	3**	-**	1**	7**	4**	4**	3**	1**
Weighted Base	8**	-**	2**	1**	-**	5**	7**	1**	3**	2**	3**	-**	-**	5**	3**	-**	1**	7**	4**	4**	3**	1**
BRAND IMAGE (NET)	2 25%	-	1 50%	-	-	1 20%	2 29%	-	-	1 50%	1 33%	-	-	1 20%	1 33%	-	-	2 29%	2 50%	-	-	-
Baseless domain name	1 13%	-	-	-	-	1 20%	1 14%	-	-	1 50%	-	-	-	1 20%	-	-	-	1 14%	1 25%	-	-	-
Not well known/familiar	1 13%	-	1 50%	-	-	-	1 14%	-	-	-	1 33%	-	-	-	1 33%	-	-	1 14%	1 25%	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	2 25%	-	-	-	-	2 40%	2 29%	-	2 67%	-	-	-	-	2 40%	-	-	-	2 29%	1 25%	1 25%	1 33%	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q845_5. What made your experience with .realtor very negative?
5. .realtor

14 Mar 2015
Table 457

Base: Very Negative Experience

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	8**	-**	2**	1**	-**	5**	7**	1**	3**	2**	3**	-**	-**	5**	3**	-**	1**	7**	4**	4**	3**	1**
Irrelevant websites	1 13%	-	-	-	-	1 20%	1 14%	-	1 33%	-	-	-	-	1 20%	-	-	-	1 14%	-	1 25%	1 33%	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	1 13%	-	-	-	-	1 20%	1 14%	-	1 33%	-	-	-	-	1 20%	-	-	-	1 14%	1 25%	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	3 38%	-	1 50%	-	-	2 40%	2 29%	1 100%	1 33%	1 50%	1 33%	-	-	2 40%	1 33%	-	1 100%	2 29%	-	3 75%	2 67%	1 100%
Declined to answer	1 13%	-	-	1 100%	-	-	1 14%	-	-	-	1 33%	-	-	-	1 33%	-	-	1 14%	1 25%	-	-	-
Sigma	8 100%	-	2 100%	1 100%	-	5 100%	7 100%	1 100%	3 100%	2 100%	3 100%	-	-	5 100%	3 100%	-	1 100%	7 100%	4 100%	4 100%	3 100%	1 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q845_6. What made your experience with .club very negative?
6. .club

14 Mar 2015
Table 458

Base: Very Negative Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6**	-**	-**	1**	-**	5**	6**	-**	3**	1**	2**	-**	-**	4**	2**	-**	1**	5**	4**	2**	2**	-**
Weighted Base	6**	-**	-**	1**	-**	5**	6**	-**	3**	1**	2**	-**	-**	4**	2**	-**	1**	5**	4**	2**	2**	-**
BRAND IMAGE (NET)	1 17%	-	-	-	-	1 20%	1 17%	-	-	1 100%	-	-	-	1 25%	-	-	-	1 20%	1 25%	-	-	-
Baseless domain name	1 17%	-	-	-	-	1 20%	1 17%	-	-	1 100%	-	-	-	1 25%	-	-	-	1 20%	1 25%	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q845_6. What made your experience with .club very negative?
6. .club

14 Mar 2015
Table 458

Base: Very Negative Experience

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	6**	-.**	-.**	1**	-.**	5**	6**	-.**	3**	1**	2**	-.**	-.**	4**	2**	-.**	1**	5**	4**	2**	2**	-.**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	2 33%	-	-	-	-	2 40%	2 33%	-	2 67%	-	-	-	-	2 50%	-	-	-	2 40%	2 50%	-	-	-
Positive experience mentions	2 33%	-	-	-	-	2 40%	2 33%	-	2 67%	-	-	-	-	2 50%	-	-	-	2 40%	2 50%	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2 33%	-	-	-	-	2 40%	2 33%	-	1 33%	-	1 50%	-	-	1 25%	1 50%	-	1 100%	1 20%	-	2 100%	2 100%	-
Declined to answer	1 17%	-	-	1 100%	-	-	1 17%	-	-	-	1 50%	-	-	-	1 50%	-	-	1 20%	1 25%	-	-	-
Sigma	6 100%	-	-	1 100%	-	5 100%	6 100%	-	3 100%	1 100%	2 100%	-	-	4 100%	2 100%	-	1 100%	5 100%	4 100%	2 100%	2 100%	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q845_7. What made your experience with .xyz very negative?

14 Mar 2015
Table 459

7. .xyz

Base: Very Negative Experience

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	5**	-**	-**	-**	-**	5**	4**	1**	4**	-**	1**	-**	-**	4**	1**	-**	-**	5**	2**	3**	2**	1**
Weighted Base	5**	-**	-**	-**	-**	5**	4**	1**	4**	-**	1**	-**	-**	4**	1**	-**	-**	5**	2**	3**	2**	1**
BRAND IMAGE (NET)	1 20%	-	-	-	-	1 20%	-	1 100%	1 25%	-	-	-	-	1 25%	-	-	-	1 20%	1 50%	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	1 20%	-	-	-	-	1 20%	-	1 100%	1 25%	-	-	-	-	1 25%	-	-	-	1 20%	1 50%	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	2 40%	-	-	-	-	2 40%	1 25%	1 100%	2 50%	-	-	-	-	2 50%	-	-	-	2 40%	1 50%	1 33%	1 50%	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	2 40%	-	-	-	-	2 40%	1 25%	1 100%	2 50%	-	-	-	-	2 50%	-	-	-	2 40%	1 50%	1 33%	1 50%	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q845_7. What made your experience with .xyz very negative?

14 Mar 2015
Table 459

7. .xyz

Base: Very Negative Experience

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	5**	..**	..**	..**	..**	5**	4**	1**	4**	..**	1**	..**	..**	4**	1**	..**	..**	5**	2**	3**	2**	1**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	2 40%	-	-	-	-	2 40%	2 50%	-	2 50%	-	-	-	-	2 50%	-	-	-	2 40%	1 50%	1 33%	-	1 100%
Positive experience mentions	1 20%	-	-	-	-	1 20%	1 25%	-	1 25%	-	-	-	-	1 25%	-	-	-	1 20%	1 50%	-	-	-
Other mentions	1 20%	-	-	-	-	1 20%	1 25%	-	1 25%	-	-	-	-	1 25%	-	-	-	1 20%	-	1 33%	-	1 100%
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1 20%	-	-	-	-	1 20%	1 25%	-	-	-	1 100%	-	-	-	1 100%	-	-	1 20%	-	1 33%	1 50%	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	6 120%	-	-	-	-	6 120%	4 100%	2 200%	5 125%	-	1 100%	-	-	5 125%	1 100%	-	-	6 120%	3 150%	3 100%	2 100%	1 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q845_8. What made your experience with .berlin very negative?
8. .berlin

Base: Very Negative Experience

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base
Weighted Base
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q845_8. What made your experience with .berlin very negative?
8. .berlin

14 Mar 2015
Table 460

Base: Very Negative Experience

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. **. ** very small base (under 30) ineligible for sig testing

Q845_9. What made your experience with .ovh very negative?
9. .ovh

14 Mar 2015
Table 461

Base: Very Negative Experience

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base
Weighted Base
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q845_9. What made your experience with .ovh very negative?
9. .ovh

14 Mar 2015
Table 461

Base: Very Negative Experience

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. **.** very small base (under 30) ineligible for sig testing

Q845_10. What made your experience with .london very negative?
10. .london

14 Mar 2015
Table 462

Base: Very Negative Experience

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base
Weighted Base
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q845_10. What made your experience with .london very negative?
10. .london

14 Mar 2015
Table 462

Base: Very Negative Experience

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. **.** very small base (under 30) ineligible for sig testing

Q845_11. What made your experience with .nyc very negative?
11. .nyc

14 Mar 2015
Table 463

Base: Very Negative Experience

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base
Weighted Base
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q845_11. What made your experience with .nyc very negative?
11. .nyc

14 Mar 2015
Table 463

Base: Very Negative Experience

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. **.** very small base (under 30) ineligible for sig testing

Q845_12. What made your experience with .wang very negative?
12. .wang

14 Mar 2015
Table 464

Base: Very Negative Experience

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2**	-**	-**	-**	-**	2**	2**	-**	1**	-**	1**	-**	-**	1**	1**	-**	-**	2**	1**	1**	1**	-**
Weighted Base	2**	-**	-**	-**	-**	2**	2**	-**	1**	-**	1**	-**	-**	1**	1**	-**	-**	2**	1**	1**	1**	-**
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q845_12. What made your experience with .wang very negative?
12. .wang

14 Mar 2015
Table 464

Base: Very Negative Experience

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	2**	-.**	-.**	-.**	-.**	2**	2**	-.**	1**	-.**	1**	-.**	-.**	1**	1**	-.**	-.**	2**	1**	1**	1**	-.**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	1 50%	-	-	-	-	1 50%	1 50%	-	1 100%	-	-	-	-	1 100%	-	-	-	1 50%	1 100%	-	-	-
Positive experience mentions	1 50%	-	-	-	-	1 50%	1 50%	-	1 100%	-	-	-	-	1 100%	-	-	-	1 50%	1 100%	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1 50%	-	-	-	-	1 50%	1 50%	-	-	-	1 100%	-	-	-	1 100%	-	-	1 50%	-	1 100%	1 100%	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2 100%	-	-	-	-	2 100%	2 100%	-	1 100%	-	1 100%	-	-	1 100%	1 100%	-	-	2 100%	1 100%	1 100%	1 100%	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q845_13. What made your experience with .xn-ses554g (Chinese for network address) very negative?
13. .xn-ses554g (Chinese for network address)

14 Mar 2015
Table 465

Base: Very Negative Experience

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2**	-**	-**	-**	-**	2**	2**	-**	1**	-**	1**	-**	-**	1**	1**	-**	-**	2**	1**	1**	1**	-**
Weighted Base	2**	-**	-**	-**	-**	2**	2**	-**	1**	-**	1**	-**	-**	1**	1**	-**	-**	2**	1**	1**	1**	-**
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q845_13. What made your experience with .xn-ses554g (Chinese for network address) very negative?
13. .xn-ses554g (Chinese for network address)

14 Mar 2015
Table 465

Base: Very Negative Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	2**	-.**	-.**	-.**	-.**	2**	2**	-.**	1**	-.**	1**	-.**	-.**	1**	1**	-.**	-.**	2**	1**	1**	1**	-.**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	1 50%	-	-	-	-	1 50%	1 50%	-	1 100%	-	-	-	-	1 100%	-	-	-	1 50%	1 100%	-	-	-
Positive experience mentions	1 50%	-	-	-	-	1 50%	1 50%	-	1 100%	-	-	-	-	1 100%	-	-	-	1 50%	1 100%	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1 50%	-	-	-	-	1 50%	1 50%	-	-	-	1 100%	-	-	-	1 100%	-	-	1 50%	-	1 100%	1 100%	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2 100%	-	-	-	-	2 100%	2 100%	-	1 100%	-	1 100%	-	-	1 100%	1 100%	-	-	2 100%	1 100%	1 100%	1 100%	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q845_14. What made your experience with .xn-55qx5d (Chinese for company) very negative?
14. .xn-55qx5d (Chinese for company)

14 Mar 2015
Table 466

Base: Very Negative Experience

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	3**	-**	-**	-**	-**	3**	3**	-**	1**	-**	1**	1**	-**	1**	1**	1**	-**	3**	2**	1**	1**	-**
Weighted Base	3**	-**	-**	-**	-**	3**	3**	-**	1**	-**	1**	1**	-**	1**	1**	1**	-**	3**	2**	1**	1**	-**
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q845_14. What made your experience with .xn-55qx5d (Chinese for company) very negative?
14. .xn-55qx5d (Chinese for company)

Base: Very Negative Experience

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	3**	-.**	-.**	-.**	-.**	3**	3**	-.**	1**	-.**	1**	1**	-.**	1**	1**	1**	-.**	3**	2**	1**	1**	-.**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	2 67%	-	-	-	-	2 67%	2 67%	-	1 100%	-	-	1 100%	-	1 100%	-	1 100%	-	2 67%	2 100%	-	-	-
Positive experience mentions	1 33%	-	-	-	-	1 33%	1 33%	-	1 100%	-	-	-	-	1 100%	-	-	-	1 33%	1 50%	-	-	-
Other mentions	1 33%	-	-	-	-	1 33%	1 33%	-	-	-	-	1 100%	-	-	-	1 100%	-	1 33%	1 50%	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1 33%	-	-	-	-	1 33%	1 33%	-	-	-	1 100%	-	-	-	1 100%	-	-	1 33%	-	1 100%	1 100%	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3 100%	-	-	-	-	3 100%	3 100%	-	1 100%	-	1 100%	1 100%	-	1 100%	1 100%	1 100%	-	3 100%	2 100%	1 100%	1 100%	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q848. How would you describe your satisfaction with the new gTLDs?

14 Mar 2015
Table 467

Base: Registrants

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2369	210	246	281	200	1432	1468	901	360	812	951	187	59*	1172	951	246	360	2009	2369	**	**	**
Weighted Base	2369	210	246	281	200	1432	1468	901	360	812	951	187	59*	1172	951	246	360	2009	2369	**	**	**
TOP 2 BOX (NET)	1368 58% BD	100 48%	132 54% D	121 43%	104 52%	911 64% ABCDE	824 56%	544 60% G	212 59% LM	522 64% KLM	536 56% LM	83 44% M	15 25%	734 63% OP	536 56% P	98 40%	199 55%	1169 58%	1368 58%	-	-	-
Very satisfied	382 16% BD	21 10%	51 21% ABDE	23 8%	26 13%	261 18% ABD	213 15%	169 19% G	52 14% M	164 20% IKLM	145 15% LM	18 10%	3 5%	216 18% P	145 15% P	21 9%	37 10%	345 17% Q	382 16%	-	-	-
Somewhat satisfied	986 42% CD	79 38%	81 33%	98 35%	78 39%	650 45% ABCD	611 42%	375 42% LM	160 44% LM	358 44% LM	391 41% M	65 35% M	12 20%	518 44% P	391 41% P	77 31%	162 45%	824 41%	986 42%	-	-	-
BOTTOM 2 BOX (NET)	358 15% E	35 17% E	45 18% E	55 20% AEF	20 10%	203 14%	253 17% H	105 12% JKLM	71 20% JKLM	117 14%	143 15%	22 12%	5 8%	188 16% P	143 15% P	27 11%	67 19% R	291 14%	358 15%	-	-	-
Somewhat dissatisfied	279 12% E	21 10%	34 14% E	44 16% AE	12 6%	168 12% E	197 13% H	82 9%	50 14% L	87 11% L	124 13% L	13 7%	5 8%	137 12% P	124 13% P	18 7%	53 15%	226 11%	279 12%	-	-	-
Very dissatisfied	79 3% F	14 7% AF	11 4%	11 4%	8 4%	35 2% AF	56 4%	23 3%	21 6% K	30 4% K	19 2%	9 5% K	- 2%	51 4% O	19 2% O	9 4%	14 4%	65 3%	79 3%	-	-	-
No experience with them	643 27% F	75 36% AF	69 28% F	105 37% ACF	76 38% ACF	318 22%	391 27%	252 28%	77 21%	173 21%	272 29% IJ	82 44% IJK	39 66% IJKL	250 21% N	272 29% NO	121 49% NO	94 26%	549 27%	643 27%	-	-	-
Sigma	2369 100%	210 100%	246 100%	281 100%	200 100%	1432 100%	1468 100%	901 100%	360 100%	812 100%	951 100%	187 100%	59 100%	1172 100%	951 100%	246 100%	360 100%	2009 100%	2369 100%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q850. If you wanted more information about one of the new gTLDs, where would you go?

14 Mar 2015
Table 468

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
An Internet search engine	4668 76% BD	645 70%	455 76% B	780 72% ABCD	355 87% ABCD	2433 78% ABD	2621 77% H	2047 75%	652 77% LM	1416 80% KLM	1929 76% LM	469 69%	202 66%	2068 79% OP	1929 76% P	671 68%	835 71%	3833 77% Q	1858 78% T	2810 74%	1115 82% V	1695 70%
An Internet encyclopedia	1859 30% BD	195 21%	172 29% BD	230 21% ABC	157 38% ABCD	1105 35% ABCD	1091 32% H	768 28%	277 33% KLM	613 35% KLM	722 28%	176 26%	71 23%	890 34% OP	722 28% P	247 25%	309 26%	1550 31% Q	902 38% T	957 25%	457 33% V	500 21%
My Internet service provider	1487 24% BDE	146 16%	175 29% ABDE	186 17%	77 19%	903 29% ABDE	897 26% H	590 22%	190 22%	438 25%	626 25%	159 23%	74 24%	628 24%	626 25%	233 24%	260 22%	1227 25%	800 34% T	687 18%	357 26% V	330 14%
Friend/Colleague/Family members	33 1% F	12 1% AF	4 1%	9 1% F	1	7	15	18 1%	3	5	16 1%	7 1% J	2 1%	8	16 1%	9 1% N	6 1%	27 1%	16 1%	17	5	12
Google	21	5 1%	4 1% D	1	3 1% D	8	9	12	3	6	7	3	2 1%	9	7	5 1%	4	17	7	14	7 1%	7
Computer/web/IT specialist/expert	21 F	5 1% F	6 1% AF	3	2	5	8	13	-	5	8	6 1% IJK	2 1% I	5	8	8 1% NO	5	16	7	14	4	10
Domain provider/DNS reseller	7	3 F	-	3 F	1 F	-	5	2	1	1	4	1	-	2	4	1	-	7	7 T	-	-	-
Books/Magazines/Newspaper	5	2	-	-	1	2	2	3	-	1	1	2	1	1	1	3 NO	-	5	3	2	-	2
Register.com/ search	5	2	-	1	-	2	4	1	-	1	3	1	-	1	3	1	-	5	4	1	-	1
Whois search	5	1	-	-	2 ADF	2	4	1	1	-	4	-	-	1	4	-	-	5	4	1	-	1
GoDaddy search	4	2	-	-	-	2	4	-	1	1	1	-	1	2	1	1	-	4	3	1	1	-
Not interested/Would not look for information	4	3 AF	-	1	-	-	3	1	-	-	3	-	1 J	-	3	1	2	2	1	3	-	3
Baidu	2	-	-	-	-	2	1	1	-	-	1	1	-	-	1	1	-	2	-	2	-	2
Domain.com	2	-	-	-	1 A	1	-	2	-	-	1	1	-	-	1	1	-	2	2	-	-	-
Knowledgeable people/people who use domains	2	1	-	1	-	-	-	2	1	-	1	-	-	1	1	-	-	2	-	2	1	1
Domain.org	1	-	-	1	-	-	-	1	-	-	1	-	-	-	1	-	-	1	1	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q850. If you wanted more information about one of the new gTLDs, where would you go?

14 Mar 2015
Table 468

Base: All Qualified Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Network solutions	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	1	-	-	-
Blogs/Forums	1	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	-	-	-
ICANN	1	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	-	1
.info	1	-	-	1	-	-	1	-	-	-	-	-	1	-	-	1	1	-	1	-	-	-
Registro.br	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specialized websites/tools	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nic/Nic.br	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Denic	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ask.com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yahoo.com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	12	2	1	2	2	5	8	4	3	-	7	2	-	3	7	2	3	9	7	5	4	1
Not sure	688 11% CEF	162 18% ACEF	42 7% AF	178 16% ACEF	19 5%	287 9% E	329 10%	359 13% G	68 8%	135 8%	306 12% IJ	112 16% IJK	67 22% IJKL	203 8%	306 12% N	179 18% NO	151 13%	537 11%	152 6%	536 14% S	69 5%	467 19% U
Nowhere	1	-	-	1	-	-	-	1	1	-	-	-	-	1	-	-	-	1	-	1	-	1
Declined to answer	2	-	-	1	-	1	1	1	1	1	-	-	-	2	-	-	2	-	-	2	-	2
Sigma	8833 144%	1188 128%	860 144%	1399 129%	621 152%	4765 152%	5004 147%	3829 140%	1202 142%	2623 148%	3643 143%	941 138%	424 139%	3825 146%	3643 143%	1365 139%	1579 134%	7254 146%	3777 159%	5056 134%	2020 148%	3036 126%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q856. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

14 Mar 2015
Table 469

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Innovative	3902 64% BD	530 57%	385 64% BD	575 53%	282 69% ABD	2130 68% ABD	2101 62%	1801 66% G	536 63% LM	1190 67% KLM	1627 64% LM	394 53% M	155 51%	1726 66% P	1627 64% P	549 56%	711 60%	3191 64% Q	1643 69% T	2259 60%	952 70% V	1307 54%
Useful	3848 63% D	568 61% D	376 63% D	544 50%	269 66% D	2091 67% ABCD	2078 61%	1770 65% G	526 62% M	1134 64% M	1607 63% M	413 61%	168 55%	1660 63% P	1607 63% P	581 59%	703 60%	3145 63% Q	1633 69% T	2215 59%	918 67% V	1297 54%
Informative	3835 62% D	575 62% D	365 61% D	570 52%	265 65% D	2060 66% ABCD	2079 61%	1756 64% G	511 60%	1134 64% LM	1616 64% LM	401 59%	173 57%	1645 63% P	1616 64% P	574 58%	709 60%	3126 63% Q	1616 68% T	2219 59%	922 68% V	1297 54%
Helpful	3712 60% BD	504 54% D	354 59% D	516 48%	265 65% BD	2073 66% ABCD	2028 60%	1684 61% G	517 61% M	1085 61% M	1556 61% M	396 58%	158 52%	1602 61% P	1556 61% P	554 56%	684 58%	3028 61% Q	1584 67% T	2128 56%	912 67% V	1216 50%
Practical	3704 60% D	538 58% D	367 61% D	524 48%	263 64% BD	2012 64% ABD	2011 59%	1693 62% G	494 58% M	1104 62% LM	1562 61% LM	388 57%	156 51%	1598 61% P	1562 61% P	544 55%	683 58%	3021 61% Q	1581 67% T	2123 56%	892 65% V	1231 51%
Interesting	3690 60% BD	516 56% D	365 61% BD	534 49%	272 67% ABD	2003 64% ABD	1986 58%	1704 62% G	536 65% KLM	1157 65% KLM	1509 59% LM	353 52% M	135 44%	1693 65% OP	1509 59% P	488 50%	668 57%	3022 61% Q	1596 67% T	2094 55%	909 67% V	1185 49%
Technical	3600 59% BD	500 54% D	366 61% BD	515 47%	247 60% BD	1972 63% ABD	1955 57%	1645 60% G	494 58% L	1092 62% LM	1497 59% LM	357 52%	160 53%	1586 61% P	1497 59% P	517 52%	673 57%	2927 59% Q	1511 64% T	2089 55%	883 65% V	1206 50%
Cutting edge	3185 52% BCD	431 47%	266 44%	495 46%	222 54% BCD	1771 57% ABCD	1717 50%	1468 54% G	422 50% LM	1007 57% IKLM	1327 52% LM	303 44%	126 41%	1429 55% P	1327 52% P	429 44%	591 50%	2594 52% Q	1404 59% T	1781 47%	757 55% V	1024 42%
Trustworthy	3066 50% BD	386 42%	309 52% BD	407 37%	213 52% BD	1751 56% ABCD	1665 49%	1401 51% G	439 52% LM	939 53% LM	1284 50% LM	298 44% M	106 35%	1378 53% P	1284 50% P	404 41%	576 49%	2490 50% Q	1376 58% T	1690 45%	763 56% V	927 38%
Unconventional	3036 49% BD	404 44%	342 57% ABDF	489 45%	215 53% BD	1586 51% ABD	1656 49%	1380 50% G	412 49% LM	958 54% IKLM	1280 50% LM	283 42% M	103 34%	1370 52% P	1280 50% P	386 39%	555 47%	2481 50% Q	1273 54% T	1763 47%	708 52% V	1055 44%
Exciting	2811 46% BD	320 35%	261 44% BD	341 31%	239 58% ABCDF	1650 53% ABCD	1544 45%	1267 46% G	435 51% KLM	929 52% KLM	1140 45% LM	223 33%	84 28%	1364 52% OP	1140 45% P	307 31%	533 45%	2278 46% Q	1269 54% T	1542 41%	730 53% V	812 34%
For people like me	2805 46% BD	321 35%	288 48% BD	351 32%	210 51% ABD	1635 45% ABD	1512 44%	1293 47% G	396 47% LM	902 51% KLM	1159 46% LM	257 38% M	91 30%	1298 50% OP	1159 46% P	348 35%	526 45%	2279 46% Q	1283 54% T	1522 40%	717 53% V	805 33%
Confusing	2470 40% C	346 37%	211 35%	410 38%	146 36% ABCDE	1357 43% ABCD	1361 40%	1109 40% G	364 43% KLM	797 45% KLM	986 39% L	222 33%	101 33%	1161 44% OP	986 39% P	323 33%	483 41%	1987 40% Q	1008 43% T	1462 39%	527 39% V	935 39%
Extreme	2412 39% BCD	308 33% D	210 35% D	297 27%	182 44% ABCD	1415 45% ABCD	1340 39%	1072 39% G	344 41% LM	811 46% IKLM	985 39% LM	205 30% M	67 22%	1155 44% OP	985 39% P	272 28%	447 38%	1965 40% Q	1109 47% T	1303 35%	583 43% V	720 30%
Overwhelming	2389 39% BCD	307 33% D	184 31% D	275 25%	188 46% ABCD	1435 46% ABCD	1322 39%	1067 39% G	335 40% LM	800 45% IKLM	980 39% LM	200 29%	74 24%	1135 43% OP	980 39% P	274 28%	470 40%	1919 39% Q	1107 47% T	1282 34%	560 41% V	722 30%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q856. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

14 Mar 2015
Table 470

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Overwhelming	3755 61% EF	618 67% AEF	415 69% AEF	811 75% ABCEF	221 54% F	1690 54% F	2080 61% F	1675 61% F	510 60% J	970 55% J	1564 61% J	481 71% IJK	230 76% IJK	1480 57% F	1564 61% N	711 72% NO	710 60% F	3045 61% F	1262 53% S	2493 66% S	805 59% F	1688 70% U
Extreme	3732 61% EF	617 67% AEF	389 65% AEF	789 73% ABCEF	227 56% F	1710 55% F	2062 61% F	1670 61% F	501 59% J	959 54% J	1559 61% J	476 70% IJK	237 78% IJK	1460 56% F	1559 61% N	713 72% NO	733 62% F	2999 60% F	1260 53% S	2472 65% S	782 57% F	1690 70% U
Confusing	3674 60% F	579 63% F	388 65% AF	676 62% F	263 64% F	1768 57% F	2041 60% F	1633 60% F	481 57% J	973 55% J	1558 61% J	459 67% IJK	203 67% IJ	1454 56% F	1558 61% N	662 67% NO	697 59% F	2977 60% F	1361 57% S	2313 61% S	838 61% F	1475 61% F
For people like me	3339 54% EF	604 65% ACEF	311 52% F	735 68% ACEF	199 49% F	1490 48% F	1890 56% H	1449 53% F	449 53% J	868 49% J	1385 54% J	424 62% IJK	213 70% IJKL	1317 50% F	1385 54% N	637 65% NO	654 55% F	2685 54% F	1086 46% S	2253 60% S	648 47% F	1605 67% U
Exciting	3333 54% EF	605 65% ACEF	338 56% EF	745 69% ACEF	170 42% F	1475 47% E	1858 55% F	1475 54% F	410 49% J	841 48% J	1404 55% IJ	458 67% IJK	220 72% IJK	1251 48% F	1404 55% N	678 69% NO	647 55% F	2686 54% F	1100 46% S	2233 59% S	635 47% F	1598 66% U
Unconventional	3108 51% CF	521 56% ACEF	257 43% F	597 55% ACEF	194 47% F	1539 49% C	1746 51% F	1362 50% J	433 51% J	812 46% J	1264 50% J	398 58% IJK	201 66% IJKL	1245 48% F	1264 50% F	599 61% NO	625 53% F	2483 50% F	1096 46% S	2012 53% S	657 48% F	1355 56% U
Trustworthy	3078 50% F	539 58% ACEF	290 48% F	679 63% ACEF	196 48% F	1374 44% F	1737 51% F	1341 49% F	406 48% J	831 47% J	1260 50% J	383 56% IJK	198 65% IJKL	1237 47% F	1260 50% F	581 59% NO	604 51% F	2474 50% F	993 42% S	2085 55% S	602 44% F	1483 62% U
Cutting edge	2959 48% F	494 53% AEF	333 56% AEF	591 54% AEF	187 46% F	1354 43% F	1685 50% H	1274 46% J	423 50% J	763 43% J	1217 48% J	378 56% IJK	178 59% IJK	1186 45% F	1217 48% F	556 56% NO	589 50% F	2370 48% F	965 41% S	1994 53% S	608 45% F	1386 58% U
Technical	2544 41% F	425 46% ACEF	233 39% F	571 53% ABCEF	162 40% F	1153 37% F	1447 43% H	1097 40% F	351 42% J	678 38% J	1047 41% J	324 48% IJK	144 47% JK	1029 39% F	1047 41% F	468 48% NO	507 43% F	2037 41% F	858 36% S	1686 45% S	482 35% F	1204 50% U
Interesting	2454 40% EF	409 44% ACEF	234 39% F	552 51% ABCEF	137 33% F	1122 36% F	1416 42% H	1038 38% F	309 37% J	613 35% J	1035 41% IJ	328 48% IJK	169 56% IJKL	922 35% F	1035 41% N	497 50% NO	512 43% R	1942 39% F	773 33% S	1681 45% S	456 33% F	1225 51% U
Practical	2440 40% F	387 42% EF	232 39% F	562 52% ABCEF	146 36% F	1113 36% F	1391 41% H	1049 38% F	351 42% J	666 38% J	982 39% J	293 43% JK	148 49% IJK	1017 39% F	982 39% F	441 45% NO	497 42% F	1943 39% F	788 33% S	1652 44% S	473 35% F	1179 49% U
Helpful	2432 40% F	421 46% AEF	245 41% F	570 52% ABCEF	144 35% F	1052 34% F	1374 40% H	1058 39% F	328 39% J	685 39% J	988 39% J	285 42% IJK	146 48% IJK	1013 39% F	988 39% F	431 44% NO	496 42% F	1936 39% F	785 33% S	1647 44% S	453 33% F	1194 50% U
Informative	2309 38% F	350 38% F	234 39% F	516 48% ABCEF	144 35% F	1065 34% F	1323 39% H	986 36% F	334 40% J	636 36% J	928 36% J	280 41% JK	131 43% JK	970 37% F	928 36% F	411 42% NO	471 40% F	1838 37% F	753 32% S	1556 41% S	443 32% F	1113 46% U
Useful	2296 37% F	357 39% F	223 37% F	542 50% ABCEF	140 34% F	1034 33% F	1324 39% H	972 35% F	319 36% J	636 36% J	937 37% J	268 39% IJK	136 45% IJK	955 37% F	937 37% F	404 41% NO	477 40% R	1819 37% F	736 31% S	1560 41% S	447 33% F	1113 46% U
Innovative	2242 36% EF	395 43% ACEF	214 36% F	511 47% ACEF	127 31% F	995 32% F	1301 38% H	941 34% F	309 37% J	580 33% J	917 36% J	287 42% IJK	149 49% IJKL	889 34% F	917 36% F	436 44% NO	469 40% R	1773 36% F	726 31% S	1516 40% S	413 30% F	1103 46% U

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q856_1. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

14 Mar 2015
Table 471

1. Innovative

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	3902 64% BD	530 57%	385 64% BD	575 53%	282 69% ABD	2130 68% ABD	2101 62%	1801 66% G	536 63% LM	1190 67% KLM	1627 64% LM	394 58% M	155 51%	1726 66% P	1627 64% P	549 56%	711 60%	3191 64% Q	1643 69% T	2259 60%	952 70% V	1307 54%
Describes very well	1019 17% BD	87 9%	121 20% ABD	80 7%	113 28% ABCDE	618 20% ABD	575 17%	444 16%	167 20% KLM	348 20% KLM	414 16% LM	70 10%	20 7%	515 20% OP	414 16% P	90 9%	178 15%	841 17%	543 23% T	476 13%	257 19% V	219 9%
Describes somewhat well	2883 47% E	443 48% E	264 44% ABD	495 46%	169 41% AE	1512 48% AE	1526 45%	1357 49% G	369 44% I	842 48%	1213 48%	324 48%	135 44%	1211 46%	1213 48%	459 47%	533 45%	2350 47%	1100 46%	1783 47%	695 51% V	1088 45%
BOTTOM 2 BOX (NET)	2242 36% EF	395 43% ACEF	214 36%	511 47% ACEF	127 31%	995 32%	1301 38% H	941 34%	309 37%	580 33%	917 36% J	287 42% IJK	149 49% IJKL	889 34%	917 36% NO	436 44% NO	469 40% R	1773 36%	726 31%	1516 40% S	413 30%	1103 46% U
Does not describe very well	1505 24% F	238 26%	133 22% ABCEF	324 30%	85 21%	725 23%	860 25%	645 24%	206 24%	397 22%	642 25% J	176 26%	84 28% J	603 23%	642 25%	260 26% N	294 25%	1211 24%	495 21%	1010 27% S	292 21%	718 30% U
Does not describe at all	737 12% F	157 17% AEF	81 14% F	187 17% ACEF	42 10%	270 9%	441 13% H	296 11%	103 12%	183 10%	275 11%	111 16% IJK	65 21% IJK	286 11%	275 11% NO	176 18% NO	175 15% R	562 11%	231 10%	506 13% S	121 9%	385 16% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q856_2. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

2. Cutting edge

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	3185 52% BCD	431 47%	266 44%	495 46%	222 54% BCD	1771 57% ABCD	1717 50% G	1468 54% G	422 50% LM	1007 57% IKLM	1327 52% LM	303 44%	126 41%	1429 55% P	1327 52% P	429 44%	591 50%	2594 52%	1404 59% T	1781 47%	757 55% V	1024 42%
Describes very well	760 12% BD	80 9%	68 11% D	91 8%	72 18% ABCD	449 14% ABD	409 12%	351 13%	122 14% LM	269 15% KLM	302 12% LM	48 7%	19 6%	391 15% OP	302 12% P	67 7%	135 11%	625 13%	417 18% T	343 9%	185 14% V	159 7%
Describes somewhat well	2425 39% C	351 38%	198 33%	404 37%	150 37% ABCDE	1322 42% ABCDE	1308 38%	1117 41%	300 36%	738 42% IM	1025 40% I	255 37%	107 35%	1038 40%	1025 40%	362 37%	456 39%	1969 40%	987 42% T	1438 38%	572 42% V	866 36%
BOTTOM 2 BOX (NET)	2959 48% F	494 53% AEF	333 56% AEF	591 54% AEF	187 46%	1354 43%	1685 50% H	1274 46%	423 50% J	763 43% J	1217 48% J	378 56% IJK	178 59% IJK	1186 45%	1217 48% NO	556 56% NO	589 50%	2370 48%	965 41%	1994 53% S	608 45%	1386 58% U
Does not describe very well	2018 33% C	297 32%	201 34%	363 33%	125 31%	1032 33%	1140 34%	878 32%	288 34% J	531 30%	853 34% J	243 36% J	103 34%	819 31%	853 34% N	346 35% N	391 33%	1627 33%	669 28% S	1349 36% S	437 32% U	912 38% U
Does not describe at all	941 15% F	197 21% AEF	132 22% AEF	228 21% AEF	62 15% F	322 10%	545 16%	396 14%	135 16% J	232 13%	364 14%	135 20% JK	75 25% IJK	367 14%	364 14% NO	210 21% NO	198 17%	743 15%	296 12% S	645 17% S	171 13% U	474 20% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q856_3. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

14 Mar 2015
Table 473

3. Extreme

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	2412 39% BCD	308 33% D	210 35% D	297 27% D	182 44% ABCD	1415 45% ABCD	1340 39% D	1072 39% D	344 41% LM	811 46% IKLM	985 39% LM	205 30% M	67 22% M	1155 44% OP	985 39% P	272 28% P	447 38% P	1965 40% P	1109 47% T	1303 35% T	583 43% V	720 30% V
Describes very well	535 9% BD	59 6% D	53 9% D	40 4% D	64 16% ABCD	319 10% ABD	280 8% D	255 9% D	88 10% KLM	197 11% KLM	208 8% LM	33 5% M	9 3% M	285 11% OP	208 8% P	42 4% P	87 7% P	448 9% P	300 13% T	235 6% T	127 9% V	108 4% V
Describes somewhat well	1877 31% BCD	249 27% D	157 26% D	257 24% D	118 29% D	1096 35% ABCDE	1060 31% D	817 30% D	256 30% LM	614 35% IKLM	777 31% LM	172 25% M	58 19% M	870 33% OP	777 31% P	230 23% P	360 31% P	1517 31% P	809 34% T	1068 28% T	456 33% V	612 25% V
BOTTOM 2 BOX (NET)	3732 61% EF	617 67% AEF	389 65% AEF	789 73% ABCEF	227 56% D	1710 55% D	2062 61% D	1670 61% D	501 59% J	959 54% JK	1559 61% JK	476 70% IJK	237 78% IJKL	1460 56% N	1559 61% N	713 72% NO	733 62% P	2999 60% P	1260 53% P	2472 65% S	782 57% S	1690 70% U
Does not describe very well	2380 39% EF	342 37% D	219 37% D	440 41% D	148 36% D	1231 39% D	1301 38% D	1079 39% D	313 37% J	642 36% JK	1033 41% JK	279 41% J	113 37% JK	955 37% N	1033 41% N	392 40% NO	450 38% P	1930 39% P	819 35% P	1561 41% S	546 40% S	1015 42% U
Does not describe at all	1352 22% F	275 30% AEF	170 28% AEF	349 32% AEF	79 19% F	479 15% F	761 22% D	591 22% D	188 22% J	317 18% JK	526 21% JK	197 29% IJK	124 41% IJKL	505 19% N	526 21% NO	321 33% NO	283 24% P	1069 22% P	441 19% P	911 24% S	236 17% S	675 28% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q856_4. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

14 Mar 2015
Table 474

4. Trustworthy

Base: All Qualified Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	3066 50% BD	386 42%	309 52% BD	407 37%	213 52% BD	1751 56% ABCD	1665 49%	1401 51%	439 52% LM	939 53% LM	1284 50% LM	298 44% M	106 35%	1378 53% P	1284 50% P	404 41%	576 49%	2490 50%	1376 58% T	1690 45%	763 56% V	927 38%
Describes very well	694 11% BD	49 5%	86 14% ABD	48 4%	72 18% ABD	439 14% ABD	383 11%	311 11%	121 14% KLM	234 13% KLM	283 11% LM	44 6%	12 4%	355 14% OP	283 11% P	56 6%	129 11%	565 11%	383 16% T	311 8%	190 14% V	121 5%
Describes somewhat well	2372 39% D	337 36%	223 37%	359 33%	141 34%	1312 42% ABCDE	1282 38%	1090 40%	318 38% M	705 40% M	1001 39% M	254 37%	94 31%	1023 39% P	1001 39% P	348 35%	447 38%	1925 39%	993 42% T	1379 37%	573 42% V	806 33%
BOTTOM 2 BOX (NET)	3078 50% F	539 58% ACEF	290 48% F	679 63% ACEF	196 48%	1374 44%	1737 51%	1341 49%	406 48%	831 47%	1260 50%	383 56% IJK	198 65% IJKL	1237 47%	1260 50%	581 59% NO	604 51%	2474 50%	993 42%	2085 55% S	602 44%	1483 62% U
Does not describe very well	2142 35% F	343 37% CF	190 32%	436 40% ACEF	130 32%	1043 33%	1183 35%	959 35%	279 33%	585 33%	922 36% J	239 35%	117 38%	864 33%	922 36% N	356 36%	411 35%	1731 35%	693 29%	1449 38% S	441 32%	1008 42% U
Does not describe at all	936 15% F	196 21% ACEF	100 17% F	243 22% ACEF	66 16% F	331 11%	554 16% H	382 14%	127 15%	246 14%	338 13%	144 21% IJK	81 27% IJK	373 14%	338 13% NO	225 23% NO	193 16%	743 15%	300 13%	636 17% S	161 12%	475 20% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q856_5. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?
5. Unconventional

14 Mar 2015
Table 475

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	3036 49% BD	404 44% ABDF	342 57% ABDF	489 45% ABDF	215 53% BD	1586 51% ABD	1656 49% BD	1380 50% LM	412 49% LM	958 54% IKLM	1280 50% LM	283 42% M	103 34% P	1370 52% P	1280 50% P	386 39% P	555 47% P	2481 50% T	1273 54% T	1763 47% T	708 52% V	1055 44% V
Describes very well	754 12% BD	85 9% ABDF	110 18% ABDF	87 8% ABDF	77 19% ABDF	395 13% BD	433 13% BD	321 12% KLM	123 15% KLM	271 15% KLM	299 12% LM	42 6% M	19 6% P	394 15% OP	299 12% P	61 6% P	139 12% P	615 12% T	360 15% T	394 10% T	195 14% V	199 8% V
Describes somewhat well	2282 37% CF	319 34% ACEF	232 39% ACEF	402 37% ACEF	138 34% B	1191 38% B	1223 36% G	1059 39% G	289 34% M	687 39% IM	981 39% IM	241 35% M	84 28% P	976 37% P	981 39% P	325 33% P	416 35% P	1866 38% P	913 39% P	1369 36% P	513 38% P	856 36% P
BOTTOM 2 BOX (NET)	3108 51% CF	521 56% ACEF	257 43% ACEF	597 55% ACEF	194 47% C	1539 49% C	1746 51% C	1362 50% J	433 51% J	812 46% J	1264 50% J	398 58% IJK	201 66% IJKL	1245 48% NO	1264 50% NO	599 61% NO	625 53% NO	2483 50% NO	1096 46% NO	2012 53% S	657 48% S	1355 56% U
Does not describe very well	2065 34% CE	308 33% C	150 25% C	371 34% C	119 29% C	1117 36% ACE	1137 33% ACE	928 34% G	286 34% M	566 32% M	856 34% M	246 36% M	111 37% P	852 33% P	856 34% P	357 36% N	405 34% P	1660 33% P	742 31% P	1323 35% S	462 34% S	861 36% U
Does not describe at all	1043 17% F	213 23% ACF	107 18% F	226 21% AF	75 18% F	422 14% AF	609 18% H	434 16% H	147 17% J	246 14% J	408 16% J	152 22% IJK	90 30% IJKL	393 15% NO	408 16% NO	242 25% NO	220 19% NO	823 17% NO	354 15% NO	689 18% S	195 14% S	494 20% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q856_6. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

14 Mar 2015
Table 476

6. Practical

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	3704 60% D	538 58% D	367 61% D	524 48% D	263 64% BD	2012 64% ABD	2011 59% G	1693 62% G	494 58% M	1104 62% LM	1562 61% LM	388 57% I	156 51% I	1598 61% P	1562 61% P	544 55% P	683 58% P	3021 61% P	1581 67% T	2123 56% T	892 65% V	1231 51% V
Describes very well	885 14% BD	93 10% BD	106 18% ABD	83 8% ABCD	99 24% ABCD	504 16% ABD	489 14% G	396 14% KLM	143 17% KLM	290 16% KLM	360 14% LM	63 9% I	29 10% I	433 17% OP	360 14% P	92 9% P	144 12% Q	741 15% Q	476 20% T	409 11% T	230 17% V	179 7% V
Describes somewhat well	2819 46% DE	445 48% DE	261 44% ABD	441 41% ABCD	164 40% ACDE	1508 48% ACDE	1522 45% G	1297 47% G	351 42% I	814 46% I	1202 47% I	325 48% I	127 42% I	1165 45% P	1202 47% P	452 46% P	539 46% P	2280 46% P	1105 47% P	1714 45% P	662 48% V	1052 44% V
BOTTOM 2 BOX (NET)	2440 40% F	387 42% EF	232 39% ABCE	562 52% ABCE	146 36% ACDE	1113 36% ACDE	1391 41% H	1049 38% G	351 42% I	666 38% I	982 39% JK	293 43% JK	148 49% IJK	1017 39% JK	982 39% NO	441 45% NO	497 42% P	1943 39% P	788 33% S	1652 44% S	473 35% U	1179 49% U
Does not describe very well	1667 27% C	236 26% EF	138 23% ABCE	360 33% ABCE	98 24% ACDE	835 27% ACDE	932 27% G	735 27% G	238 28% I	473 27% I	691 27% I	178 26% I	87 29% I	711 27% P	691 27% P	265 27% P	331 28% P	1336 27% P	539 23% S	1128 30% S	344 25% U	784 33% U
Does not describe at all	773 13% F	151 16% AEF	94 16% AF	202 19% AEF	48 12% ACDE	278 9% ACDE	459 13% H	314 11% G	113 13% I	193 11% I	291 11% JK	115 17% JK	61 20% IJK	306 12% JK	291 11% NO	176 18% NO	166 14% P	607 12% P	249 11% S	524 14% S	129 9% U	395 16% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q856_7. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

14 Mar 2015
Table 477

7. Technical

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	3600 59% BD	500 54% D	366 61% BD	515 47% BD	247 60% BD	1972 63% ABD	1955 57% G	1645 60% G	494 58% L	1092 62% LM	1497 59% LM	357 52% L	160 53% L	1586 61% P	1497 59% P	517 52% P	673 57% P	2927 59% T	1511 64% T	2089 55% V	883 65% V	1206 50% V
Describes very well	891 15% BD	100 11% D	100 17% BD	83 8% ABD	84 21% ABD	524 17% ABD	507 15% G	384 14% LM	144 17% LM	285 16% LM	366 14% L	63 9% L	33 11% L	429 16% OP	366 14% P	96 10% P	160 14% P	731 15% T	458 19% T	433 11% V	235 17% V	198 8% V
Describes somewhat well	2709 44% D	400 43% D	266 44% BD	432 40% BD	163 40% ABD	1448 46% ADE	1448 43% G	1261 46% G	350 41% I	807 46% I	1131 44% I	294 43% L	127 42% L	1157 44% P	1131 44% P	421 43% P	513 43% P	2196 44% T	1053 44% T	1656 44% V	648 47% V	1008 42% V
BOTTOM 2 BOX (NET)	2544 41% F	425 46% ACEF	233 39% ABCEF	571 53% ABCEF	162 40% ABD	1153 37% ABD	1447 43% H	1097 40% H	351 42% I	678 38% LM	1047 41% LM	324 48% IJK	144 47% JK	1029 39% JK	1047 41% NO	468 48% NO	507 43% P	2037 41% T	858 36% S	1686 45% S	482 35% U	1204 50% U
Does not describe very well	1773 29% C	269 29% C	144 24% ABCEF	376 35% ABCEF	112 27% ABD	872 28% ABD	990 29% G	783 29% G	247 29% I	479 27% I	750 29% I	208 31% L	89 29% L	726 28% P	750 29% P	297 30% P	344 29% P	1429 29% T	612 26% T	1161 31% V	354 26% V	807 33% V
Does not describe at all	771 13% F	156 17% AEF	89 15% F	195 18% AEF	50 12% F	281 9% AEF	457 13% H	314 11% H	104 12% I	199 11% I	297 12% I	116 17% IJK	55 18% IJK	303 12% JK	297 12% NO	171 17% NO	163 14% P	608 12% T	246 10% S	525 14% S	128 9% U	397 16% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q856_8. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

14 Mar 2015
Table 478

8. Confusing

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	2470 40% C	346 37%	211 35%	410 38%	146 36%	1357 43% ABCDE	1361 40%	1109 40%	364 43% KLM	797 45% KLM	986 39% L	222 33%	101 33%	1161 44% OP	986 39% P	323 33%	483 41%	1987 40%	1008 43% T	1462 39%	527 30%	935 39%
Describes very well	606 10%	89 10%	60 10%	106 10%	44 11%	307 10%	334 10%	272 10%	98 12% KM	194 11% M	235 9%	60 9%	19 6%	292 11% OP	235 9%	79 8%	117 10%	489 10%	260 11% T	346 9%	133 10%	213 9%
Describes somewhat well	1864 30% CE	257 28%	151 25%	304 28%	102 25%	1050 34% ABCDE	1027 30%	837 31%	266 31% L	603 34% KLM	751 30% L	162 24%	82 27%	869 33% OP	751 30% P	244 25%	366 31%	1498 30%	748 32% T	1116 30%	394 29%	722 30%
BOTTOM 2 BOX (NET)	3674 60% F	579 63% F	388 65% AF	676 62% F	263 64% F	1768 57%	2041 60%	1633 60%	481 57%	973 55% IJ	1558 61% IJ	459 67% IJK	203 67% IJ	1454 56% S	1558 61% NO	662 67% NO	697 59%	2977 60%	1361 57% S	2313 61% S	838 61%	1475 61%
Does not describe very well	2270 37%	327 35%	220 37%	390 36%	143 35%	1190 38%	1245 37%	1025 37%	316 37%	630 36%	958 38%	267 39% M	99 33%	946 36%	958 38%	366 37%	410 35%	1860 37%	844 36%	1426 38%	538 39%	888 37%
Does not describe at all	1404 23% F	252 27% AF	168 28% AF	286 26% AF	120 29% AF	578 18%	796 23%	608 22%	165 20%	343 19% IJ	600 24% IJK	192 28% IJK	104 34% IJK	508 19%	600 24% N	296 30% NO	287 24%	1117 23%	517 22% S	887 23%	300 22%	587 24%
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q856_9. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?
9. Overwhelming

14 Mar 2015
Table 479

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	2389 39% BCD	307 33% D	184 31% D	275 25% D	188 46% ABCD	1435 46% ABCD	1322 39% D	1067 39% D	335 40% LM	800 45% IKLM	980 39% LM	200 29% D	74 24% D	1135 43% OP	980 39% P	274 28% D	470 40% D	1919 39% D	1107 47% T	1282 34% D	560 41% V	722 30% D
Describes very well	559 9% BD	64 7% D	42 7% D	55 5% D	60 15% ABCDE	338 11% ABCD	313 9% D	246 9% D	83 10% LM	188 11% LM	227 9% M	46 7% D	15 5% D	271 10% P	227 9% P	61 6% D	91 8% D	468 9% D	283 12% T	276 7% D	142 10% V	134 6% D
Describes somewhat well	1830 30% BCD	243 26% D	142 24% D	220 20% D	128 31% CD	1097 35% ABCD	1009 30% D	821 30% D	252 30% LM	612 35% IKLM	753 30% LM	154 23% D	59 19% D	864 33% OP	753 30% P	213 22% D	379 32% D	1451 29% D	824 35% T	1006 27% D	418 31% V	588 24% D
BOTTOM 2 BOX (NET)	3755 61% EF	618 67% AEF	415 69% AEF	811 75% ABCEF	221 54% D	1690 54% D	2080 61% D	1675 61% D	510 60% J	970 55% D	1564 61% J	481 71% IJK	230 76% IJK	1480 57% D	1564 61% N	711 72% NO	710 60% D	3045 61% D	1262 53% D	2493 66% S	805 59% D	1688 70% U
Does not describe very well	2324 38% D	338 37% D	210 35% D	426 39% D	140 34% D	1210 39% D	1286 38% D	1038 38% D	326 39% D	636 36% D	980 39% D	275 40% J	107 35% D	962 37% D	980 39% D	382 39% D	413 35% D	1911 38% Q	784 33% D	1540 41% S	540 40% D	1000 41% D
Does not describe at all	1431 23% F	280 30% AEF	205 34% AEF	385 35% ABEF	81 20% F	480 15% D	794 23% D	637 23% D	184 22% D	334 19% D	584 23% J	206 30% IJK	123 40% IJKL	518 20% D	584 23% N	329 33% NO	297 25% D	1134 23% D	478 20% D	953 25% S	265 19% D	688 29% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q856_10. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?
10. Useful

Base: All Qualified Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	3848 63% D	568 61% D	376 63% D	544 50% D	269 66% D	2091 67% ABCD	2078 61% G	1770 65% G	526 62% M	1134 64% M	1607 63% M	413 61% M	168 55% M	1660 63% P	1607 63% P	581 59% P	703 60% Q	3145 63% Q	1633 69% T	2215 59% T	918 67% V	1297 54% V
Describes very well	985 16% BD	107 12% D	131 22% ABDF	70 6% D	109 27% ABDF	568 18% ABD	541 16% G	444 16% G	159 19% KLM	322 18% KLM	394 15% LM	81 12% M	29 10% M	481 18% OP	394 15% P	110 11% P	175 15% Q	810 16% Q	523 22% T	462 12% T	248 18% V	214 9% V
Describes somewhat well	2863 47% CDE	461 50% ACDE	245 41% F	474 44% ABCE	160 39% F	1523 49% ACDE	1537 45% G	1326 48% G	367 43% I	812 46% I	1213 48% I	332 49% I	139 46% I	1179 45% N	1213 48% N	471 48% N	528 45% R	2335 47% R	1110 47% S	1753 46% S	670 49% U	1083 45% U
BOTTOM 2 BOX (NET)	2296 37% F	357 39% F	223 37% F	542 50% ABCE	140 34% F	1034 33% ACDE	1324 39% H	972 35% H	319 38% I	636 36% I	937 37% I	268 39% I	136 45% IJK	955 37% NO	937 37% NO	404 41% NO	477 40% R	1819 37% R	736 31% S	1560 41% S	447 33% U	1113 46% U
Does not describe very well	1584 26% F	230 25% F	140 23% F	341 31% ABCE	90 22% F	783 25% ACDE	896 26% G	688 25% G	225 27% I	453 26% I	660 26% I	164 24% I	82 27% I	678 26% N	660 26% N	246 25% N	311 26% Q	1273 26% Q	512 22% S	1072 28% S	322 24% U	750 31% U
Does not describe at all	712 12% F	127 14% AF	83 14% F	201 19% ABCE	50 12% F	251 8% ACDE	428 13% H	284 10% H	94 11% I	183 10% I	277 11% I	104 15% IJK	54 18% IJK	277 11% NO	277 11% NO	158 16% NO	166 14% R	546 11% R	224 9% S	488 13% S	125 9% U	363 15% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q856_11. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?
11. For people like me

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	2805 46% BD	321 35%	288 48% BD	351 32%	210 51% ABD	1635 52% ABD	1512 44%	1293 47% G	396 47% LM	902 51% KLM	1159 46% LM	257 38% M	91 30%	1298 50% OP	1159 46% P	348 35%	526 45%	2279 46%	1283 54% T	1522 40%	717 53% V	805 33%
Describes very well	674 11% BD	49 5%	73 12% BD	48 4%	81 20% ABCDEF	423 14% ABD	375 11%	299 11%	119 14% KLM	236 13% KLM	255 10% LM	48 7%	16 5%	355 14% OP	255 10% P	64 6%	112 9%	562 11%	368 16% T	306 8%	183 13% V	123 5%
Describes somewhat well	2131 35% BD	272 29%	215 36% BD	303 28%	129 32%	1212 39% ABDE	1137 33%	994 36% G	277 33% M	666 38% ILM	904 36% LM	209 31%	75 25%	943 36% P	904 36% P	284 29%	414 35%	1717 35%	915 39% T	1216 32%	534 39% V	682 28%
BOTTOM 2 BOX (NET)	3339 54% EF	604 65% ACEF	311 52%	735 68% ACEF	199 49%	1490 48%	1890 56% H	1449 53%	449 53%	868 49%	1385 54% J	424 62% IJK	213 70% IJKL	1317 50%	1385 54% N	637 65% NO	654 55%	2685 54%	1086 46%	2253 60% S	648 47%	1605 67% U
Does not describe very well	2130 35% CE	360 39% ACEF	172 29%	420 39% ACEF	122 30%	1056 34% C	1208 36%	922 34%	308 36% J	572 32%	905 36% J	235 35%	110 36%	880 34%	905 36% P	345 35%	386 33%	1744 35%	730 31%	1400 37% S	442 32%	958 40% U
Does not describe at all	1209 20% F	244 26% AEF	139 23% AF	315 29% ACEF	77 19% F	434 14%	682 20%	527 19%	141 17%	296 17%	480 19%	189 28% IJK	103 34% IJK	437 17%	480 19% N	292 30% NO	268 23% R	941 19%	356 15%	853 23% S	206 15%	647 27% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q856_12. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

14 Mar 2015
Table 482

12. Interesting

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	3690 60% BD	516 56% D	365 61% BD	534 49% BD	272 67% ABD	2003 64% ABD	1986 58% G	1704 62% G	536 63% KLM	1157 65% KLM	1509 59% LM	353 52% M	135 44% M	1693 65% OP	1509 59% P	488 50% P	668 57% P	3022 81% Q	1596 67% T	2094 55% T	909 67% V	1185 49% V
Describes very well	884 14% BD	79 9% E	103 17% ABD	68 6% ABD	105 26% ABD	529 17% ABD	488 14% G	396 14% G	145 17% KLM	312 18% KLM	348 14% LM	59 9% M	20 7% M	457 17% OP	348 14% P	79 8% P	172 15% P	712 14% Q	478 20% T	406 11% T	229 17% V	177 7% V
Describes somewhat well	2806 46% DE	437 47% E	262 44% ABD	466 43% ABD	167 41% ABD	1474 47% ABD	1498 44% G	1308 48% G	391 46% KLM	845 48% KLM	1161 46% LM	294 43% M	115 38% M	1236 47% OP	1161 46% P	409 42% P	496 42% P	2310 47% Q	1118 47% Q	1688 45% T	680 50% V	1008 42% V
BOTTOM 2 BOX (NET)	2454 40% EF	409 44% ACEF	234 39% ABD	552 51% ABD	137 33% ABD	1122 36% ABD	1416 42% H	1038 38% H	309 37% KLM	613 35% KLM	1035 41% IJ	328 48% IJK	169 56% IJKL	922 35% N	1035 41% N	497 50% NO	512 43% R	1942 39% R	773 33% S	1681 45% S	456 33% U	1225 51% U
Does not describe very well	1670 27% E	243 26% E	151 25% ABD	341 31% ABD	90 22% ABD	845 27% ABD	960 28% H	710 26% H	209 25% KLM	421 24% KLM	733 29% IJ	200 29% IJK	107 35% IJK	630 24% N	733 29% N	307 31% N	333 28% R	1337 27% R	549 23% S	1121 30% S	326 24% U	795 33% U
Does not describe at all	784 13% F	166 18% ACEF	83 14% F	211 19% ACEF	47 11% ACEF	277 9% ACEF	456 13% H	328 12% H	100 12% KLM	192 11% KLM	302 12% IJ	128 19% IJK	62 20% IJK	292 11% N	302 12% N	190 19% NO	179 15% R	605 12% R	224 9% S	560 15% S	130 10% U	430 18% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q856_13. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

13. Exciting

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	2811 46% BD	320 35%	261 44% BD	341 31% ABCD	239 58% ABCD	1650 53% ABCD	1544 45% ABCD	1267 46% ABCD	435 51% KLM	929 52% KLM	1140 45% LM	223 33% KLM	84 28% LM	1364 52% OP	1140 45% P	307 31% OP	533 45% OP	2278 46% T	1269 54% T	1542 41% T	730 53% V	812 34% V
Describes very well	677 11% BD	45 5% BD	74 12% BD	47 4% ABCD	85 21% ABCD	426 14% ABD	386 11% ABD	291 11% KLM	114 13% KLM	246 14% LM	266 10% LM	40 6% LM	11 4% LM	360 14% OP	266 10% P	51 5% P	121 10% P	556 11% T	381 16% T	296 8% T	178 13% V	118 5% V
Describes somewhat well	2134 35% BD	275 30% BD	187 31% BD	294 27% BCD	154 38% BCD	1224 39% ABCD	1158 34% ABCD	976 36% ABCD	321 38% LM	683 39% LM	874 34% LM	183 27% LM	73 24% LM	1004 38% OP	874 34% P	256 26% P	412 35% P	1722 35% T	888 37% T	1246 33% T	552 40% V	694 29% V
BOTTOM 2 BOX (NET)	3333 54% EF	605 65% ACEF	338 56% EF	745 69% ACEF	170 42% ACEF	1475 47% E	1858 55% E	1475 54% E	410 49% IJ	841 48% IJK	1404 55% IJK	458 67% IJK	220 72% IJK	1251 48% IJK	1404 55% N	678 69% NO	647 55% NO	2686 54% NO	1100 46% NO	2233 59% S	635 47% S	1598 66% U
Does not describe very well	2146 35% EF	343 37% E	204 34% E	435 40% ACEF	110 27% ACEF	1054 34% E	1181 35% E	965 35% E	265 31% IJ	570 32% IJK	922 36% IJK	279 41% IJK	110 36% IJK	835 32% N	922 36% N	389 39% N	388 33% N	1758 35% R	724 31% R	1422 38% S	440 32% S	982 41% U
Does not describe at all	1187 19% EF	262 28% ACEF	134 22% AEF	310 29% ACEF	60 15% ACEF	421 13% E	677 20% E	510 19% E	145 17% IJ	271 15% IJK	482 19% IJK	179 26% IJK	110 36% IJKL	416 16% IJKL	482 19% N	289 29% NO	259 22% R	928 19% R	376 16% R	811 21% S	195 14% S	616 26% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q856_14. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

14 Mar 2015
Table 484

14. Helpful

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	3712 60% BD	504 54% D	354 59% D	516 48% D	265 65% BD	2073 66% ABCD	2028 60% D	1684 61% D	517 61% M	1085 61% M	1556 61% M	396 58% M	158 52% M	1602 61% P	1556 61% P	554 56% P	684 58% P	3028 61% P	1584 67% T	2128 56% T	912 67% V	1216 50% V
Describes very well	914 15% BD	85 9% D	116 19% ABD	67 6% D	104 25% ABCD	542 17% ABD	510 15% D	404 15% D	142 17% LM	305 17% KLM	378 15% LM	63 9% M	26 9% M	447 17% OP	378 15% P	89 9% P	164 14% P	750 15% P	491 21% T	423 11% T	242 18% V	181 8% V
Describes somewhat well	2798 46% CDE	419 45% CE	238 40% ABD	449 41% D	161 39% ABCD	1531 49% ABCDE	1518 45% D	1280 47% D	375 44% D	780 44% D	1178 46% D	333 49% J	132 43% J	1155 44% D	1178 46% D	465 47% D	520 44% D	2278 46% D	1093 46% D	1705 45% D	670 49% V	1035 43% V
BOTTOM 2 BOX (NET)	2432 40% F	421 46% AEF	245 41% F	570 52% ABCEF	144 35% D	1052 34% ABD	1374 40% D	1058 39% D	328 39% D	685 39% D	988 39% D	285 42% D	146 48% IJK	1013 39% D	988 39% D	431 44% NO	496 42% D	1936 39% D	785 33% D	1647 44% S	453 33% D	1194 50% U
Does not describe very well	1645 27% EF	271 29% EF	157 26% F	350 32% ACEF	92 22% D	775 25% ABD	912 27% D	733 27% D	218 26% D	475 27% D	697 27% D	166 24% D	89 29% D	693 27% D	697 27% D	255 26% D	332 28% D	1313 26% D	538 23% D	1107 29% S	316 23% D	791 33% U
Does not describe at all	787 13% F	150 16% AF	88 15% F	220 20% ABCEF	52 13% D	277 9% ABD	462 14% D	325 12% D	110 13% D	210 12% D	291 11% D	119 17% IJK	57 19% IJK	320 12% D	291 11% D	176 18% NO	164 14% D	623 13% D	247 10% D	540 14% S	137 10% D	403 17% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q856_15. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?
15. Informative

14 Mar 2015
Table 485

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	3835 62% D	575 62% D	365 61% D	570 52% D	265 65% D	2060 66% ABCD	2079 61% G	1756 64% G	511 60% I	1134 64% LM	1616 64% LM	401 59% M	173 57% M	1645 63% P	1616 64% P	574 58% P	709 60% Q	3126 63% R	1616 68% T	2219 59% V	922 68% V	1297 54% W
Describes very well	1020 17% BD	101 11% BD	123 21% ABD	93 9% ABCD	112 27% ABCD	591 19% ABD	553 16% G	467 17% G	167 20% KLM	323 18% LM	407 16% M	91 13% M	32 11% M	490 19% OP	407 16% P	123 12% P	185 16% Q	835 17% R	527 22% T	493 13% V	273 20% V	220 9% W
Describes somewhat well	2815 46% CE	474 51% ACDEF	242 40% F	477 44% E	153 37% E	1469 47% CE	1526 45% H	1289 47% H	344 41% I	811 46% I	1209 48% I	310 46% M	141 46% M	1155 44% N	1209 48% N	451 46% P	524 44% Q	2291 46% R	1089 46% T	1726 46% V	649 48% W	1077 45% X
BOTTOM 2 BOX (NET)	2309 38% F	350 38% F	234 39% F	516 48% ABCEF	144 35% E	1065 34% ABD	1323 39% H	986 36% H	334 40% I	636 36% I	928 36% I	280 41% JK	131 43% JK	970 37% N	928 36% N	411 42% NO	471 40% Q	1838 37% R	753 32% S	1556 41% S	443 32% U	1113 46% U
Does not describe very well	1581 26% B	212 23% B	150 25% F	312 29% AB	98 24% E	809 26% CE	885 26% H	696 25% H	226 27% I	449 25% I	650 26% I	176 26% M	80 26% M	675 26% N	650 26% N	256 26% P	313 27% Q	1268 26% R	520 22% T	1061 28% S	320 23% U	741 31% U
Does not describe at all	728 12% F	138 15% AF	84 14% F	204 19% ABCEF	46 11% E	256 8% ABD	438 13% H	290 11% H	108 13% I	187 11% I	278 11% I	104 15% JK	51 17% JK	295 11% N	278 11% N	155 16% NO	158 13% Q	570 11% R	233 10% T	495 13% S	123 9% U	372 15% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q866_1. Do you expect there to be restrictions on purchasing the following new gTLDs?

14 Mar 2015
Table 486

1. .email

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Strict purchase restrictions should be required	1247 20% D	185 20% D	129 22% D	166 15% ABDF	106 26% ABDF	661 21% D	705 21% D	542 20% D	197 23% JK	351 20% JK	477 19% JK	143 21% JK	79 26% JK	548 21% O	477 19% O	222 23% O	225 19% O	1022 21% T	524 22% T	723 19% T	277 20% T	446 19% T
Some purchase restrictions should be required	2939 48% E	449 49% E	296 49% E	514 47% E	158 39% E	1522 49% E	1546 45% E	1393 51% G	395 47% G	904 51% ILM	1225 48% L	285 42% L	130 43% L	1299 50% P	1225 48% P	415 42% P	579 49% P	2360 48% P	1102 47% P	1837 49% P	618 45% U	1219 51% U
No purchase restrictions should be required	1958 32% F	291 31% F	174 29% F	406 37% ABCF	145 35% CF	942 30% CF	1151 34% H	807 29% H	253 30% J	515 29% J	842 33% J	253 37% JK	95 31% JK	768 29% N	842 33% N	348 35% N	376 32% N	1582 32% N	743 31% N	1215 32% N	470 34% V	745 31% V
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q866_2. Do you expect there to be restrictions on purchasing the following new gTLDs?
2. .photography

14 Mar 2015
Table 487

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Strict purchase restrictions should be required	1130 18%	177 19%	118 20%	192 18%	81 20%	562 18%	632 19%	498 18%	165 20%	318 18%	426 17%	149 22% JK	72 24% JK	483 18%	426 17%	221 22% NO	218 18%	912 18%	478 20% T	652 17%	244 18%	408 17%
Some purchase restrictions should be required	3064 50% E	467 50% E	321 54% DE	522 48%	176 43%	1578 50% E	1579 46% G	1485 54% G	401 47%	922 52% ILM	1296 51% L	307 45%	138 45%	1323 51% P	1296 51% P	445 45%	607 51%	2457 49%	1149 49%	1915 51%	656 48%	1259 52% U
No purchase restrictions should be required	1950 32% G	281 30%	160 27%	372 34% C	152 37% ABC	985 32% C	1191 35% H	759 28%	279 33%	530 30%	822 32%	225 33%	94 31%	809 31%	822 32%	319 32%	355 30%	1595 32%	742 31%	1208 32%	465 34% V	743 31%
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q866_3. Do you expect there to be restrictions on purchasing the following new gTLDs?

14 Mar 2015
Table 488

3. .link

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Strict purchase restrictions should be required	1115 18% D	149 16% D	117 20% D	166 15% D	89 22% BD	594 19% BD	615 18% H	500 18% H	182 22% JK	313 18% JL	421 17% KL	137 20% K	62 20% M	495 19% O	421 17% O	199 20% O	212 18% Q	903 18% R	480 20% T	635 17% T	232 17% U	403 17% V
Some purchase restrictions should be required	2988 49% E	440 48% E	305 51% E	504 46% E	165 40% E	1574 50% ADE	1561 46% H	1427 52% G	380 45% I	906 51% IL	1261 50% IL	301 44% L	140 46% M	1286 49% P	1261 50% P	441 45% P	576 49% Q	2412 49% R	1117 47% S	1871 50% T	657 48% U	1214 50% V
No purchase restrictions should be required	2041 33% CF	336 36% ACF	177 30% ACF	416 38% ACF	155 38% ACF	957 31% ACF	1226 36% H	815 30% H	283 33% I	551 31% JL	862 34% KL	243 36% J	102 34% M	834 32% N	862 34% O	345 35% P	392 33% Q	1649 33% R	772 33% S	1269 34% T	476 35% U	793 33% V
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q866_4. Do you expect there to be restrictions on purchasing the following new gTLDs?
4. .guru

14 Mar 2015
Table 489

Base: All Qualified Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Strict purchase restrictions should be required	1105 18%	150 16%	117 20%	190 17%	82 20%	566 18%	624 18%	481 18%	143 17%	317 18%	424 17%	149 22% IJK	72 24% IJK	460 18%	424 17%	221 22% NO	216 18%	889 18%	472 20% T	633 17%	228 17%	405 17%
Some purchase restrictions should be required	2969 48% DE	445 48% E	316 53% ADE	492 45%	163 40%	1553 50% ADE	1523 45% G	1446 53% G	395 47%	873 49% L	1262 50% L	301 44%	138 45% IJK	1268 48% P	1262 50% P	439 45%	575 49%	2394 48%	1121 47%	1848 49%	633 46%	1215 50% U
No purchase restrictions should be required	2070 34% CF	330 36% CF	166 28% ACF	404 37% ACF	164 40% ACF	1006 32% C	1255 37% H	815 30%	307 36%	580 33%	858 34%	231 34%	94 31%	887 34%	858 34%	325 33%	389 33%	1681 34%	776 33%	1294 34%	504 37% V	790 33%
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q866_5. Do you expect there to be restrictions on purchasing the following new gTLDs?
5. .realtor

14 Mar 2015
Table 490

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Strict purchase restrictions should be required	1198 19% DF	243 26% ACDF	124 21% D	177 16% E	92 22% DF	562 18% F	656 19% G	542 20% H	165 20% I	326 18% J	466 18% K	155 23% JK	86 28% LJK	491 19% N	466 18% O	241 24% NO	239 20% Q	959 19% R	496 21% T	702 19% U	241 18% V	461 19% W
Some purchase restrictions should be required	2992 49% E	428 46% ACDE	319 53% ABDE	512 47% E	168 41% DF	1565 50% ABE	1552 46% G	1440 53% H	389 46% I	899 51% JLM	1259 49% K	311 46% L	134 44% M	1288 49% N	1259 49% O	445 45% P	582 49% Q	2410 49% R	1136 48% S	1856 49% T	635 47% U	1221 51% V
No purchase restrictions should be required	1954 32% BC	254 27% AC	156 26% ABCE	397 37% ABCF	149 36% ABC	998 32% BC	1194 35% H	760 28% I	291 34% M	545 31% J	819 32% K	215 32% L	84 28% M	836 32% N	819 32% O	299 30% P	359 30% Q	1595 32% R	737 31% S	1217 32% T	489 36% U	728 30% V
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q866_6. Do you expect there to be restrictions on purchasing the following new gTLDs?
6. .club

14 Mar 2015
Table 491

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Strict purchase restrictions should be required	1113 18%	173 19%	114 19%	178 16%	81 20%	567 18%	624 18%	489 18%	158 19%	298 17%	439 17%	146 21% JK	72 24% JK	456 17%	439 17%	218 22% NO	209 18%	904 18%	469 20% T	644 17%	233 17%	411 17%
Some purchase restrictions should be required	3059 50% E	448 48% E	321 54% BDE	517 48% E	165 40%	1608 51% ADE	1589 47%	1470 54% G	400 47%	941 53% IKL	1260 50%	312 46%	146 48%	1341 51% P	1260 50%	458 46%	583 49%	2476 50%	1157 49%	1902 50%	650 48%	1252 52% U
No purchase restrictions should be required	1972 32% CF	304 33% C	164 27% ACF	391 36% ACF	163 40% ABCF	950 30%	1189 35% H	783 29%	287 34% J	531 30%	845 33% J	223 33%	86 28%	818 31%	845 33%	309 31%	388 33%	1584 32%	743 31%	1229 33%	482 35% V	747 31%
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q866_7. Do you expect there to be restrictions on purchasing the following new gTLDs?

14 Mar 2015
Table 492

7. .xyz

Base: All Qualified Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Strict purchase restrictions should be required	1076 18%	146 16%	120 20% BD	174 16%	79 19%	557 18%	614 18%	462 17%	142 17%	297 17%	426 17%	142 21% IJK	69 23% IJK	439 17%	426 17%	211 21% NO	217 18%	859 17%	453 19% T	623 17%	229 17%	394 16%
Some purchase restrictions should be required	2823 46% E	403 44% E	307 51% ABDE	481 44% E	136 33%	1496 48% ABDE	1443 42%	1380 50% G	360 43%	855 48% IL	1187 47% IL	283 42%	138 45% P	1215 48% P	1187 47% P	421 43%	540 46%	2283 46%	1059 45%	1764 47%	608 45%	1156 48% U
No purchase restrictions should be required	2245 37% CF	376 41% ACF	172 29% ACF	431 40% ACF	194 47% ABCF	1072 34% C	1345 40% H	900 33%	343 41% JKM	618 35%	931 37%	256 38%	97 32%	961 37%	931 37%	353 36%	423 36%	1822 37%	857 36%	1388 37%	528 39%	860 36%
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q866_8. Do you expect there to be restrictions on purchasing the following new gTLDs?
8. .berlin

14 Mar 2015
Table 493

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	250	**	**	250	**	**	159	91*	2**	16**	131	75*	26**	18**	131	101	48*	202	78*	172	11**	161
Weighted Base	250	**	**	250	**	**	159	91*	2**	16**	131	75*	26**	18**	131	101	48*	202	78*	172	11**	161
Strict purchase restrictions should be required	55 22%	-	-	55 22%	-	-	38 24%	17 19%	-	2 13%	30 23%	19 25%	4 15%	2 11%	30 23%	23 23%	13 27%	42 21%	23 29%	32 19%	4 36%	28 17%
Some purchase restrictions should be required	124 50%	-	-	124 50%	-	-	72 45%	52 57%	1 50%	11 69%	67 51%	32 43%	13 50%	12 67%	67 51%	45 45%	19 40%	105 52%	35 45%	89 52%	4 36%	85 53%
No purchase restrictions should be required	71 28%	-	-	71 28%	-	-	49 31%	22 24%	1 50%	3 19%	34 26%	24 32%	9 35%	4 22%	34 26%	33 33%	16 33%	55 27%	20 26%	51 30%	3 27%	48 30%
Sigma	250 100%	-	-	250 100%	-	-	159 100%	91 100%	2 100%	16 100%	131 100%	75 100%	26 100%	18 100%	131 100%	101 100%	48 100%	202 100%	78 100%	172 100%	11 100%	161 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q866_9. Do you expect there to be restrictions on purchasing the following new gTLDs?
9. .ovh

14 Mar 2015
Table 494

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	250	**	**	250	**	**	159	91*	2**	16**	131	75*	26**	18**	131	101	48*	202	78*	172	11**	161
Weighted Base	250	**	**	250	**	**	159	91*	2**	16**	131	75*	26**	18**	131	101	48*	202	78*	172	11**	161
Strict purchase restrictions should be required	47 19%	-	-	47 19%	-	-	27 17%	20 22%	-	1 6%	21 16%	21 28% K	4 15%	1 6%	21 16%	25 25%	7 15%	40 20%	19 24%	28 16%	3 27%	25 16%
Some purchase restrictions should be required	109 44%	-	-	109 44%	-	-	65 41%	44 48%	1 50%	9 56%	59 45%	26 35%	14 54%	10 56%	59 45%	40 40%	14 29%	95 47% Q	25 32%	84 49% S	3 27%	81 50%
No purchase restrictions should be required	94 38%	-	-	94 38%	-	-	67 42%	27 30%	1 50%	6 38%	51 39%	28 37%	8 31%	7 39%	51 39%	36 36%	27 56% R	67 33%	34 44%	60 35%	5 45%	55 34%
Sigma	250 100%	-	-	250 100%	-	-	159 100%	91 100%	2 100%	16 100%	131 100%	75 100%	26 100%	18 100%	131 100%	101 100%	48 100%	202 100%	78 100%	172 100%	11 100%	161 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q866_10. Do you expect there to be restrictions on purchasing the following new gTLDs?
10. .london

14 Mar 2015
Table 495

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1086	**	**	1086	**	**	604	482	90*	183	536	187	90*	273	536	277	220	866	281	805	154	651
Weighted Base	1086	**	**	1086	**	**	604	482	90*	183	536	187	90*	273	536	277	220	866	281	805	154	651
Strict purchase restrictions should be required	191 18%	-	-	191 18%	-	-	121 20% H	70 15%	16 18%	19 10%	89 17% J	50 27% JK	17 19%	35 13%	89 17%	67 24% NO	34 15%	157 18%	64 23% T	127 16%	19 12%	108 17%
Some purchase restrictions should be required	545 50%	-	-	545 50%	-	-	290 48%	255 53%	32 36%	102 56% IL	285 53% IL	78 42%	48 53%	134 49%	285 53% P	126 45%	110 50%	435 50%	124 44%	421 52% S	69 45%	352 54% U
No purchase restrictions should be required	350 32%	-	-	350 32%	-	-	193 32%	157 33%	42 47% JKLM	62 34%	162 30%	59 32%	25 28%	104 38% O	162 30%	84 30%	76 35%	274 32%	93 33%	257 32%	66 43% V	191 29%
Sigma	1086 100%	-	-	1086 100%	-	-	604 100%	482 100%	90 100%	183 100%	536 100%	187 100%	90 100%	273 100%	536 100%	277 100%	220 100%	866 100%	281 100%	805 100%	154 100%	651 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q866_11. Do you expect there to be restrictions on purchasing the following new gTLDs?

14 Mar 2015
Table 496

11. .nyc

Base: All Qualified Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	502	502	**	**	**	**	198	304	35*	103	191	85*	88*	138	191	173	94*	408	73*	429	28**	401
Weighted Base	502	502	**	**	**	**	198	304	35*	103	191	85*	88*	138	191	173	94*	408	73*	429	28**	401
Strict purchase restrictions should be required	107 21%	107 21%	-	-	-	-	44 22%	63 21%	7 20%	24 23%	33 17%	18 21%	25 28% K	31 22%	33 17%	43 25%	14 15%	93 23%	25 34% T	82 19%	8 29%	74 18%
Some purchase restrictions should be required	248 49%	248 49%	-	-	-	-	93 47%	155 51%	16 46%	56 54%	101 53%	35 41%	40 45%	72 52%	101 53%	75 43%	49 52%	199 49%	30 41%	218 51%	15 54%	203 51%
No purchase restrictions should be required	147 29%	147 29%	-	-	-	-	61 31%	86 28%	12 34%	23 22%	57 30%	32 38% J	23 26%	35 25%	57 30%	55 32%	31 33%	116 28%	18 25%	129 30%	5 18%	124 31%
Sigma	502 100%	502 100%	-	-	-	-	198 100%	304 100%	35 100%	103 100%	191 100%	85 100%	88 100%	138 100%	191 100%	173 100%	94 100%	408 100%	73 100%	429 100%	28 100%	401 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q866_12. Do you expect there to be restrictions on purchasing the following new gTLDs?
12. .wang

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1110	**	**	**	**	1110	664	446	57*	358	515	154	26**	415	515	180	118	992	458	652	262	390
Weighted Base	1110	**	**	**	**	1110	664	446	57*	358	515	154	26**	415	515	180	118	992	458	652	262	390
Strict purchase restrictions should be required	182 16%	-	-	-	-	182 16%	106 16%	76 17%	13 23%	59 16%	84 16%	24 16%	2 8%	72 17%	84 16%	26 14%	20 17%	162 16%	83 18%	99 15%	40 15%	59 15%
Some purchase restrictions should be required	523 47%	-	-	-	-	523 47%	300 45%	223 50%	29 51%	189 53% K	225 44%	71 46%	9 35%	218 53% O	225 44%	80 44%	60 51%	463 47%	215 47%	308 47%	120 46%	188 48%
No purchase restrictions should be required	405 36%	-	-	-	-	405 36%	258 39% H	147 33%	15 26%	110 31%	206 40% J	59 38%	15 58%	125 30%	206 40% N	74 41% N	38 32%	367 37%	160 35%	245 38%	102 39%	143 37%
Sigma	1110 100%	-	-	-	-	1110 100%	664 100%	446 100%	57 100%	358 100%	515 100%	154 100%	26 100%	415 100%	515 100%	180 100%	118 100%	992 100%	458 100%	652 100%	262 100%	390 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q866_13. Do you expect there to be restrictions on purchasing the following new gTLDs?
13. .xn-ses554g (Chinese for network address)

14 Mar 2015
Table 498

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1110	**	**	**	**	1110	664	446	57*	358	515	154	26**	415	515	180	118	992	458	652	262	390
Weighted Base	1110	**	**	**	**	1110	664	446	57*	358	515	154	26**	415	515	180	118	992	458	652	262	390
Strict purchase restrictions should be required	206 19%	-	-	-	-	206 19%	118 18%	88 20%	14 25%	69 19%	92 18%	27 18%	4 15%	83 20%	92 18%	31 17%	19 16%	187 19%	93 20%	113 17%	47 18%	66 17%
Some purchase restrictions should be required	530 48%	-	-	-	-	530 48%	301 45%	229 51% G	29 51%	186 52% K	232 45%	73 47%	10 38%	215 52% O	232 45%	83 46%	65 55%	465 47%	222 48%	308 47%	115 44%	193 49%
No purchase restrictions should be required	374 34%	-	-	-	-	374 34%	245 37% H	129 29%	14 25%	103 29%	191 37% J	54 35%	12 46%	117 28%	191 37% N	66 37% N	34 29%	340 34%	143 31%	231 35%	100 38%	131 34%
Sigma	1110 100%	-	-	-	-	1110 100%	664 100%	446 100%	57 100%	358 100%	515 100%	154 100%	26 100%	415 100%	515 100%	180 100%	118 100%	992 100%	458 100%	652 100%	262 100%	390 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q866_14. Do you expect there to be restrictions on purchasing the following new gTLDs?
14. .xn-55qx5d (Chinese for company)

14 Mar 2015
Table 499

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1110	**	**	**	**	1110	664	446	57*	358	515	154	26**	415	515	180	118	992	458	652	262	390
Weighted Base	1110	**	**	**	**	1110	664	446	57*	358	515	154	26**	415	515	180	118	992	458	652	262	390
Strict purchase restrictions should be required	216 19%	-	-	-	-	216 19%	120 18%	96 22%	12 21%	73 20%	98 19%	29 19%	4 15%	85 20%	98 19%	33 18%	20 17%	196 20%	98 21%	118 18%	48 18%	70 18%
Some purchase restrictions should be required	504 45%	-	-	-	-	504 45%	292 44%	212 46%	28 49%	175 49%	222 43%	69 45%	10 38%	203 49%	222 43%	79 44%	63 53%	441 44%	200 44%	304 47%	116 44%	188 48%
No purchase restrictions should be required	390 35%	-	-	-	-	390 35%	252 38%	138 31%	17 30%	110 31%	195 38%	56 38%	12 46%	127 31%	195 38%	68 38%	35 30%	355 36%	160 35%	230 35%	98 37%	132 34%
Sigma	1110 100%	-	-	-	-	1110 100%	664 100%	446 100%	57 100%	358 100%	515 100%	154 100%	26 100%	415 100%	515 100%	180 100%	118 100%	992 100%	458 100%	652 100%	262 100%	390 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q900. How would you describe the processing of registering a domain?

14 Mar 2015
Table 500

Base: Registrants

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2369	210	246	281	200	1432	1468	901	360	812	951	187	59*	1172	951	246	360	2009	2369	**	**	**
Weighted Base	2369	210	246	281	200	1432	1468	901	360	812	951	187	59*	1172	951	246	360	2009	2369	**	**	**
TOP 2 BOX (NET)	1240 52% F	137 65% ACF	131 53% F	182 65% ACF	138 69% ACF	652 46% F	790 54% F	450 50% F	156 43% F	417 51% I	532 56% I	106 57% I	29 49% I	573 49% N	532 56% N	135 55% P	160 44% Q	1080 54% Q	1240 52% S	-	-	-
Very easy	322 14% F	37 18% DF	38 15% F	31 11% ACF	38 19% ADF	178 12% F	209 14% F	113 13% F	37 10% I	118 15% I	135 14% K	23 12% L	9 15% M	155 13% N	135 14% O	32 13% P	37 10% Q	285 14% Q	322 14% S	-	-	-
Somewhat easy	918 39% F	100 48% ACF	93 38% F	151 54% ACF	100 50% ACF	474 33% F	581 40% F	337 37% F	119 33% I	299 37% I	397 42% IJ	83 44% I	20 34% M	418 36% N	397 42% N	103 42% P	123 34% Q	795 40% Q	918 39% S	-	-	-
BOTTOM 2 BOX (NET)	1129 48% BDE	73 35% ACF	115 47% BDE	99 35% ACF	62 31% ACF	780 54% ACF	678 46% F	451 50% F	204 57% JKL	395 49% JKL	419 44% K	81 43% L	30 51% M	599 51% N	419 44% O	111 45% P	200 56% R	929 46% R	1129 48% S	-	-	-
Somewhat difficult	963 41% BDE	59 28% ACF	89 36% BDE	93 33% ACF	55 28% ACF	667 47% ACF	580 40% F	383 43% F	172 48% JKL	337 42% JKL	364 38% K	69 37% L	21 36% M	509 43% N	364 38% O	90 37% P	172 48% R	791 39% R	963 41% S	-	-	-
Very difficult	166 7% DE	14 7% D	26 11% ADE	6 2% ACF	7 4% ACF	113 8% ADE	98 7% F	68 8% F	32 9% K	58 7% J	55 6% K	12 6% L	9 15% JKL	90 8% N	55 6% O	21 9% P	28 8% Q	138 7% Q	166 7% S	-	-	-
Sigma	2369 100%	210 100%	246 100%	281 100%	200 100%	1432 100%	1468 100%	901 100%	360 100%	812 100%	951 100%	187 100%	59 100%	1172 100%	951 100%	246 100%	360 100%	2009 100%	2369 100%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q905. What, if anything, would you change about the domain name purchase process?

14 Mar 2015
Table 501

Base: Registrants

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2369	210	246	281	200	1432	1468	901	360	812	951	187	59*	1172	951	246	360	2009	2369	**	**	**
Weighted Base	2369	210	246	281	200	1432	1468	901	360	812	951	187	59*	1172	951	246	360	2009	2369	**	**	**
Price	1313 55% C	103 49%	109 44%	165 59% BC	122 61% BC	814 57% BC	851 58% H	462 51%	208 58% L	459 57% L	537 56% L	80 43%	29 49%	667 57% P	537 56% P	109 44%	184 51%	1129 56%	1313 55%	-	-	-
Make it less complicated	1181 50% BD	63 30%	112 46% BD	85 30%	99 50% BD	822 57% ABCDE	721 49%	460 51%	186 52%	413 51%	468 49%	85 45%	29 49%	599 51%	468 49%	114 46%	181 50%	1000 50%	1181 50%	-	-	-
Make it quicker	1152 49% BD	76 36%	115 47% BD	86 31%	103 52% BD	772 54% ABCD	703 48%	449 50%	181 50% L	436 54% KLM	450 47% L	62 33%	23 39%	617 53% OP	450 47% P	85 35%	174 48%	978 49%	1152 49%	-	-	-
Make it easier to register in multiple TLDs	836 35% BD	60 29%	88 36% D	67 24%	66 33% D	555 39% ABD	523 36%	313 35%	124 34% LM	314 39% LM	340 36% LM	47 25%	11 19%	438 37% P	340 36% P	58 24%	123 34%	713 35%	836 35%	-	-	-
Verification of identity	5 F	1	1	1	1 1%	1	2	3	-	-	5 1% J	-	-	-	5 1% N	-	-	5	5	-	-	-
More trustworthy	4	1	-	1	-	2	2	2	-	3	1	-	-	3	1	-	-	4	4	-	-	-
Make it free	3	1	1	-	-	1	1	2	-	1	-	2 1% JK	-	1	-	2 1% NO	2 1% R	1	3	-	-	-
More/better regulations	2	1 F	1 F	-	-	-	2	-	1	-	1	-	-	1	1	-	-	2	2	-	-	-
Other	9	1	-	1	3 2% AF	4	6	3	-	4	4	1 1%	-	4	4	1	-	9	9	-	-	-
Nothing	200 8% F	38 18% ACEF	24 10% F	44 16% ACEF	14 7%	80 6%	125 9%	75 8%	14 4%	41 5%	91 10% IJ	41 22% IJK	13 22% IJK	55 5%	91 10% N	54 22% NO	19 5%	181 9% Q	200 8%	-	-	-
Don't know	3	1 F	1 F	1 F	-	-	1	2	-	-	1	2 1% JK	-	-	1	2 1% NO	1	2	3	-	-	-
Sigma	4708 199%	346 165%	452 184%	451 160%	408 204%	3051 213%	2937 200%	1771 197%	714 198%	1671 206%	1898 200%	320 171%	105 178%	2385 203%	1898 200%	425 173%	684 190%	4024 200%	4708 199%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q911. How much do you trust the entities that offer domain names to do each of the following?
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Take precautions regarding who gets a domain name	4475 73% BD	632 68% D	429 72% D	697 64% D	308 75% BD	2409 77% ABCD	2408 71% G	2067 75% G	629 74% LM	1365 77% KLM	1852 73% LM	469 69% M	160 53% M	1994 76% OP	1852 73% P	629 64% P	813 69% Q	3662 74% Q	1816 77% T	2659 70% T	1094 80% V	1565 63% V
Give consumers what they think they're getting	4365 71% D	645 70% D	417 70% D	705 65% D	306 75% D	2292 73% ABD	2395 70% G	1970 72% G	584 69% M	1315 74% ILM	1840 72% LM	448 66% M	178 59% M	1899 73% P	1840 72% P	626 64% P	793 67% Q	3572 72% Q	1802 76% T	2563 68% T	1051 77% V	1512 63% V
Screen individuals/companies who register for certain special domain names	4357 71% BD	611 66% D	410 68% D	646 59% D	324 79% ABCD	2366 76% ABCD	2371 70% G	1986 72% G	609 72% LM	1333 75% KLM	1797 71% M	459 67% M	159 52% M	1942 74% OP	1797 71% P	618 63% P	800 68% Q	3557 72% Q	1778 75% T	2579 68% T	1063 78% V	1516 63% V

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q911. How much do you trust the entities that offer domain names to do each of the following?
SUMMARY TABLE OF BOTTOM 2 BOX

14 Mar 2015
Table 503

Base: All Qualified Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Screen individuals/companies who register for certain special domain names	1787 29% EF	314 34% AEF	189 32% EF	440 41% ABCEF	85 21%	759 24%	1031 30% H	756 28%	236 28%	437 25%	747 29% J	222 33% IJ	145 48% IJKL	673 26%	747 29% N	367 37% NO	380 32% R	1407 28%	591 25%	1196 32% S	302 22%	894 37% U
Give consumers what they think they're getting	1779 29% F	280 30% F	182 30%	381 35% ABEF	103 25%	833 27%	1007 30%	772 28%	261 31% J	455 26%	704 28%	233 34% JK	126 41% IJKL	716 27%	704 28%	359 36% NO	387 33% R	1392 28%	567 24%	1212 32% S	314 23%	898 37% U
Take precautions regarding who gets a domain name	1669 27% F	293 32% AEF	170 28% F	389 36% ACEF	101 25%	716 23%	994 29% H	675 25%	216 26%	405 23%	692 27% J	212 31% IJK	144 47% IJKL	621 24%	692 27% N	356 36% NO	367 31% R	1302 26%	553 23%	1116 30% S	271 20%	845 35% U

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q911_1. How much do you trust the entities that offer domain names to do each of the following?
1. Take precautions regarding who gets a domain name

14 Mar 2015
Table 504

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	4475 73% BD	632 68% D	429 72% D	697 64% D	308 75% BD	2409 77% ABCD	2408 71% G	2067 75% G	629 74% LM	1365 77% KLM	1852 73% LM	469 69% M	160 53% M	1994 76% OP	1852 73% P	629 64% P	813 69% Q	3662 74% Q	1816 77% T	2659 70% T	1094 80% V	1565 65% V
Very trustworthy	1218 20% BD	161 17% D	134 22% BD	137 13% BD	144 35% ABCD	642 21% BD	622 18% G	596 22% G	195 23% KLM	423 24% KLM	480 19% LM	90 13% M	30 10% M	618 24% OP	480 19% P	120 12% P	216 18% R	1002 20% T	568 24% T	650 17% T	344 25% V	306 13% V
Somewhat trustworthy	3257 53% E	471 51% E	295 49% E	560 52% E	164 40% ABCD	1767 57% ABCDE	1786 52% H	1471 54% H	434 51% M	942 53% M	1372 54% M	379 56% M	130 43% M	1376 53% N	1372 54% N	509 52% NO	597 51% R	2660 54% R	1248 53% S	2009 53% S	750 55% U	1259 52% U
BOTTOM 2 BOX (NET)	1669 27% F	293 32% AEF	170 28% F	389 36% ACEF	101 25% F	716 23% ACEF	994 29% H	675 25% H	216 26% J	405 23% J	692 27% J	212 31% IJK	144 47% IJKL	621 24% N	692 27% N	356 36% NO	367 31% R	1302 26% R	553 23% S	1116 30% S	271 20% U	845 35% U
Not very trustworthy	1282 21% F	196 21% AEF	120 20% ABCE	283 26% ACEF	75 18% F	608 19% ACEF	773 23% H	509 19% H	162 19% J	320 18% J	532 21% J	159 23% IJ	109 36% IJKL	482 18% N	532 21% N	268 27% NO	271 23% R	1011 20% R	428 18% S	854 23% S	209 15% U	645 27% U
Not at all trustworthy	387 6% F	97 10% AEF	50 8% AF	106 10% AEF	26 6% F	108 3% F	221 6% H	166 6% H	54 6% J	85 5% J	160 6% J	53 8% J	35 12% IJK	139 5% N	160 6% NO	88 9% NO	96 8% R	291 6% R	125 5% S	262 7% S	62 5% U	200 8% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q911_2. How much do you trust the entities that offer domain names to do each of the following?
2. Give consumers what they think they're getting

14 Mar 2015
Table 505

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	4365 71% D	645 70% D	417 70% D	705 65% D	306 75% D	2292 73% ABD	2395 70% D	1970 72% D	584 69% M	1315 74% ILM	1840 72% LM	448 66% M	178 59% D	1899 73% P	1840 72% P	626 64% D	793 67% Q	3572 72% Q	1802 76% T	2563 68% D	1051 77% V	1512 63% D
Very trustworthy	991 16% BD	120 13% D	118 20% ABD	104 10% D	97 24% ABDF	552 18% ABD	549 16% D	442 16% D	162 19% KLM	347 20% KLM	378 15% LM	78 11% D	26 9% D	509 19% OP	378 15% P	104 11% D	176 15% D	815 16% D	502 21% T	489 13% D	282 21% V	207 9% D
Somewhat trustworthy	3374 55% C	525 57% C	299 50% D	601 55% C	209 51% D	1740 56% C	1846 54% D	1528 56% D	422 50% D	968 55% I	1462 57% IM	370 54% D	152 50% D	1390 53% D	1462 57% NP	522 53% D	617 52% Q	2757 56% Q	1300 55% D	2074 55% D	769 56% D	1305 54% D
BOTTOM 2 BOX (NET)	1779 29% F	280 30% F	182 30% D	381 35% ABEF	103 25% D	833 27% D	1007 30% D	772 28% D	261 31% J	455 26% D	704 28% D	233 34% JK	126 41% IJKL	716 27% D	704 28% D	359 36% NO	387 33% R	1392 28% D	567 24% D	1212 32% S	314 23% D	898 37% U
Not very trustworthy	1385 23% F	193 21% F	128 21% D	296 27% ABCEF	78 19% D	690 22% D	788 23% D	597 22% D	196 23% D	365 21% D	549 22% D	182 27% JK	93 31% IJK	561 21% D	549 22% D	275 28% NO	289 24% D	1096 22% D	452 19% D	933 25% S	252 18% D	681 28% U
Not at all trustworthy	394 6% F	87 9% AEF	54 9% AF	85 8% AF	25 6% D	143 5% D	219 6% D	175 6% D	65 8% J	90 5% D	155 6% D	51 7% J	33 11% JK	155 6% D	155 6% D	84 9% NO	98 8% R	296 6% D	115 5% D	279 7% S	62 5% D	217 9% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q911_3. How much do you trust the entities that offer domain names to do each of the following?
3. Screen individuals/companies who register for certain special domain names

14 Mar 2015
Table 506

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	4357 71% BD	611 66% D	410 68% D	646 59% D	324 79% ABCD	2366 76% ABCD	2371 70% G	1986 72% G	609 72% LM	1333 75% KLM	1797 71% M	459 67% M	159 52% M	1942 74% OP	1797 71% P	618 63% P	800 68% Q	3557 72% Q	1778 75% T	2579 68% T	1063 78% V	1516 63% V
Very trustworthy	1154 19% BD	142 15% D	125 21% BD	115 11% BD	122 30% ABCD	650 21% ABD	612 18% G	542 20% G	177 21% LM	402 23% KLM	459 18% LM	84 12% LM	32 11% LM	579 22% OP	459 18% P	116 12% P	210 18% P	944 19% Q	550 23% T	604 16% T	327 24% V	277 11% V
Somewhat trustworthy	3203 52% CD	469 51% D	285 48% D	531 49% D	202 49% ABCD	1716 55% ABCDE	1759 52% G	1444 53% G	432 51% M	931 53% M	1338 53% M	375 55% M	127 42% M	1363 52% M	1338 53% M	502 51% M	590 50% M	2613 53% M	1228 52% M	1975 52% M	736 54% M	1239 51% M
BOTTOM 2 BOX (NET)	1787 29% EF	314 34% AEF	189 32% EF	440 41% ABCEF	85 21% E	759 24% E	1031 30% H	756 28% H	236 28% H	437 25% J	747 29% J	222 33% IJ	145 48% IJKL	673 26% J	747 29% N	367 37% NO	380 32% R	1407 28% R	591 25% S	1196 32% S	302 22% U	894 37% U
Not very trustworthy	1388 23% EF	218 24% E	136 23% E	327 30% ABCEF	64 16% E	643 21% E	809 24% H	579 21% H	181 21% H	346 20% J	583 23% J	172 25% J	106 35% IJKL	527 20% J	583 23% N	278 28% NO	286 24% NO	1102 22% R	456 19% S	932 25% S	244 18% U	688 29% U
Not at all trustworthy	399 6% F	96 10% AEF	53 9% AEF	113 10% AEF	21 5% E	116 4% E	222 7% G	177 6% G	55 7% H	91 5% H	164 6% J	50 7% J	39 13% IJKL	146 6% J	164 6% N	89 9% NO	94 8% R	305 6% R	135 6% S	264 7% S	58 4% U	206 9% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q916. How much do you trust the Domain Name industry compared to these other industries?
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Internet service providers	2528 41% BD	299 26%	261 44% BD	279 26%	189 46% ABD	1560 50% ABCD	1461 43% H	1067 39%	396 47% KLM	792 45% KLM	1025 40% LM	240 35% M	75 25%	1188 45% OP	1025 40% P	315 32%	447 38%	2081 42% Q	1207 51% T	1321 35%	661 48% V	660 27%
Software companies	2382 39% BD	235 25%	273 46% ABD	238 22%	192 47% ABD	1444 46% ABD	1356 40% H	1026 37%	391 46% KLM	786 44% KLM	944 37% LM	201 30% M	60 20%	1177 45% OP	944 37% P	261 26%	441 37%	1941 39%	1149 49% T	1233 33%	647 47% V	586 24%
Computer hardware companies	2281 37% BD	217 23%	251 42% ABD	224 21%	192 47% ABD	1397 45% ABD	1322 39% H	959 35%	349 41% KLM	730 41% KLM	933 37% LM	204 30% M	65 21%	1079 41% OP	933 37% P	269 27%	390 33%	1891 38% Q	1121 47% T	1160 31%	597 44% V	563 23%
E-commerce companies	1930 31% BD	162 18%	214 36% ABD	199 18%	161 39% ABD	1194 38% ABD	1142 34% H	788 29%	307 36% KLM	646 36% KLM	770 30% LM	165 24% M	42 14%	953 36% OP	770 30% P	207 21%	339 29%	1591 32% Q	1000 42% T	930 25%	498 36% V	432 18%
Web based marketing companies	1743 28% BD	175 19%	168 28% BD	184 17%	155 38% ABCD	1061 34% ABCD	1016 30% H	727 27%	259 31% LM	600 34% KLM	709 28% LM	131 19%	44 14%	859 33% OP	709 28% P	175 18%	306 26%	1437 29% Q	916 39% T	827 22%	446 33% V	381 16%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q916. How much do you trust the Domain Name industry compared to these other industries?
SUMMARY TABLE OF BOTTOM 2 BOX

14 Mar 2015
Table 508

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Web based marketing companies	1559 25% EF	233 25%	181 30% ABEF	354 33% ABEF	86 21%	705 23%	852 25%	707 26%	248 29% JK	380 21%	612 24% J	208 31% JK	111 37% IJK	628 24%	612 24%	319 32% NO	337 29% R	1222 25%	528 22%	1031 27% S	303 22%	728 30% U
E-commerce companies	1342 22% F	236 26% AEF	138 23% F	318 29% ACEF	81 20%	569 18%	749 22%	593 22%	192 23% J	320 18%	547 22% J	178 26% JK	105 35% IJKL	512 20%	547 22%	283 29% NO	292 25% R	1050 21%	437 18%	905 24% S	252 18%	653 27% U
Computer hardware companies	1146 19% F	250 27% ACEF	108 18% F	268 25% ACEF	66 16%	454 15%	643 19%	503 18%	173 20% J	281 16%	455 18%	140 21% J	97 32% IJKL	454 17%	455 18%	237 24% NO	246 21% R	900 18%	343 14%	803 21% S	202 15%	601 25% U
Software companies	1061 17% F	239 26% ACEF	94 16% F	243 22% ACEF	63 15%	422 14%	594 17%	467 17%	135 16% J	244 14%	433 17% J	152 22% IJK	97 32% IJKL	379 14%	433 17% N	249 25% NO	220 19%	841 17%	296 12%	765 20% S	182 13%	583 24% U
Internet service providers	1034 17% F	229 25% ACEF	102 17% F	249 23% ACEF	55 13%	399 13%	575 17%	459 17%	159 19% JK	243 14%	394 15%	138 20% JK	100 33% IJKL	402 15%	394 15%	238 24% NO	218 18%	816 16%	310 13%	724 19% S	176 13%	548 23% U

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q916_1. How much do you trust the Domain Name industry compared to these other industries?
1. Internet service providers

14 Mar 2015
Table 509

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	2528 41% BD	239 26% BD	261 44% BD	279 26% BD	189 46% ABD	1560 50% ABCD	1461 43% H	1067 39% KLM	396 47% KLM	792 45% KLM	1025 40% LM	240 35% M	75 25% M	1188 45% OP	1025 40% P	315 32% P	447 38% Q	2081 42% Q	1207 51% T	1321 35% T	661 48% V	660 27% V
Trust much more	815 13% BD	69 7% BD	80 13% BD	65 6% ABCD	88 22% ABCD	513 16% ABD	490 14% H	325 12% KLM	138 16% KLM	271 15% KLM	333 13% LM	55 8% M	18 6% M	409 16% OP	333 13% P	73 7% P	157 13% Q	658 13% Q	448 19% T	367 10% T	209 15% V	158 7% V
Trust somewhat more	1713 28% BD	170 18% BD	181 30% BD	214 20% BD	101 25% BD	1047 34% ABDE	971 29% G	742 27% G	258 31% M	521 29% M	692 27% M	185 27% M	57 19% M	779 30% OP	692 27% OP	242 25% OP	290 25% Q	1423 29% Q	759 32% T	954 25% T	452 33% V	502 21% V
Trust the same	2582 42% F	457 49% ACEF	236 39% ACEF	558 51% ACEF	165 40% ACEF	1166 37% ACEF	1366 40% G	1216 44% G	290 34% H	735 42% I	1125 44% I	303 44% I	129 42% I	1025 39% J	1125 44% N	432 44% N	515 44% N	2067 42% N	852 36% S	1730 46% S	528 39% S	1202 50% U
BOTTOM 2 BOX (NET)	1034 17% F	229 25% ACEF	102 17% F	249 23% ACEF	55 13% ACEF	399 13% ACEF	575 17% JK	459 17% JK	159 19% JK	243 14% JK	394 15% JKL	138 20% JK	100 33% IJKL	402 15% JKL	394 15% NO	238 24% NO	218 18% NO	816 16% NO	310 13% NO	724 19% S	176 13% S	548 23% U
Trust somewhat less	788 13% F	164 18% ACEF	82 14% F	183 17% AEF	40 10% AEF	319 10% AEF	434 13% J	354 13% J	119 14% J	190 11% J	304 12% JK	106 16% JK	69 23% IJKL	309 12% JKL	304 12% NO	175 18% NO	157 13% NO	631 13% NO	242 10% NO	546 14% S	146 11% S	400 17% U
Trust much less	246 4% F	65 7% ACEF	20 3% F	66 6% ACF	15 4% ACF	80 3% ACF	141 4% J	105 4% J	40 5% J	53 3% J	90 4% JKL	32 5% JKL	31 10% IJKL	93 4% NO	90 4% NO	63 6% NO	61 5% R	185 4% R	68 3% S	178 5% S	30 2% U	148 6% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q916_2. How much do you trust the Domain Name industry compared to these other industries?
2. Web based marketing companies

14 Mar 2015
Table 510

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	1743 28% BD	175 19%	168 28% BD	184 17%	155 38% ABCD	1061 34% ABCD	1016 30% H	727 27%	259 31% LM	600 34% KLM	709 28% LM	131 19%	44 14%	859 33% OP	709 28% P	175 18%	306 26%	1437 29% Q	916 39% T	827 22%	446 33% V	381 16%
Trust much more	473 8% BD	44 5% D	43 7% BD	33 3%	43 11% ABD	310 10% ABCD	260 8%	213 8%	74 9% LM	160 9% LM	207 8% LM	21 3%	11 4%	234 9% P	207 8% P	32 3%	90 8%	383 8% T	279 12% T	194 5%	123 9% V	71 3%
Trust somewhat more	1270 21% BD	131 14%	125 21% BD	151 14%	112 27% ABCD	751 24% ABD	756 22% H	514 19%	185 22% LM	440 25% KLM	502 20% LM	110 16% M	33 11%	625 24% OP	502 20% P	143 15%	216 18%	1054 21% Q	637 27% T	633 17% V	323 24% V	310 13%
Trust the same	2842 46% CEF	517 56% ACDEF	250 42%	548 50% ACEF	168 41%	1359 43% H	1534 45%	1308 48% G	338 40%	790 45% I	1223 48% IJ	342 50% IJ	149 49% I	1128 43%	1223 48% N	491 50% N	537 46%	2305 46% R	925 39% S	1917 51% S	616 45% U	1301 54% U
BOTTOM 2 BOX (NET)	1559 25% EF	233 25%	181 30% ABEF	354 33% ABEF	86 21%	705 23% H	852 25%	707 26%	248 29% JK	380 21% J	612 24% J	208 31% JK	111 37% IJK	628 24%	612 24% NO	319 32% NO	337 29% R	1222 25% S	528 22% S	1031 27% S	303 22% U	728 30% U
Trust somewhat less	1182 19% EF	167 18%	136 23% ABEF	251 23% ABEF	59 14%	569 18% H	639 19%	543 20%	176 21% J	304 17% J	464 18% JK	157 23% JK	81 27% IJK	480 18% NO	464 18% NO	238 24% NO	246 21% R	936 19% S	411 17% S	771 20% S	233 17% U	538 22% U
Trust much less	377 6% F	66 7% F	45 8% F	103 9% AF	27 7% F	136 4% H	213 6%	164 6%	72 9% JK	76 4% J	148 6% JK	51 7% JK	30 10% JK	148 6% NO	148 6% NO	81 8% NO	91 8% R	286 6% S	117 5% S	260 7% S	70 5% U	190 8% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q916_3. How much do you trust the Domain Name industry compared to these other industries?
3. E-commerce companies

14 Mar 2015
Table 511

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	1930 31% BD	162 18% ABD	214 36% ABD	199 18% ABD	161 39% ABD	1194 38% ABD	1142 34% H	788 29% H	307 36% KLM	646 36% KLM	770 30% LM	165 24% M	42 14% M	953 36% OP	770 30% P	207 21% P	339 29% Q	1591 32% Q	1000 42% T	930 25% V	498 36% V	432 18% V
Trust much more	552 9% BD	48 5% BD	60 10% BD	39 4% BD	56 14% ABD	349 11% ABD	339 10% H	213 8% H	100 12% KLM	201 11% KLM	214 8% LM	27 4% LM	10 3% LM	301 12% OP	214 8% P	37 4% P	103 9% Q	449 9% Q	324 14% T	228 6% T	152 11% V	76 3% V
Trust somewhat more	1378 22% BD	114 12% BD	154 26% ABD	160 15% ABD	105 28% BD	845 27% ABD	803 24% H	575 21% H	207 25% LM	445 25% KLM	556 22% M	138 20% M	32 11% M	652 25% OP	556 22% P	170 17% P	236 20% Q	1142 23% Q	676 29% T	702 19% T	346 25% V	356 15% V
Trust the same	2872 47% CEF	527 57% ACDEF	247 41% F	569 52% ACEF	167 41% F	1362 44% F	1511 44% H	1361 50% G	346 41% I	804 45% I	1227 48% I	338 50% I	157 52% IJ	1150 44% I	1227 48% N	495 50% N	549 47% N	2323 47% Q	932 39% S	1940 51% S	615 45% S	1325 55% U
BOTTOM 2 BOX (NET)	1342 22% F	236 26% AEF	138 23% F	318 29% ACEF	81 20% F	569 18% F	749 22% H	593 22% H	192 23% J	320 18% J	547 22% J	178 26% JK	105 35% IJKL	512 20% IJKL	547 22% NO	283 29% NO	292 25% R	1050 21% R	437 18% S	905 24% S	252 18% S	653 27% U
Trust somewhat less	1029 17% F	169 18% F	109 18% F	230 21% AEF	68 17% F	453 14% F	577 17% H	452 16% H	138 16% I	253 14% I	431 17% J	132 19% J	75 25% IJK	391 15% IJK	431 17% NO	207 21% NO	217 18% R	812 16% R	349 15% S	680 18% S	201 15% S	479 20% U
Trust much less	313 5% F	67 7% AEF	29 5% F	88 8% ACEF	13 3% F	116 4% F	172 5% H	141 5% H	54 6% JK	67 4% JK	116 5% JK	46 7% JK	30 10% IJK	121 5% IJK	116 5% NO	76 8% NO	75 6% R	238 5% R	88 4% S	225 6% S	51 4% U	174 7% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q916_4. How much do you trust the Domain Name industry compared to these other industries?
4. Software companies

14 Mar 2015
Table 512

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	2382 39% BD	235 25% ABD	273 46% ABD	238 22% ABD	192 47% ABD	1444 46% ABD	1356 40% ABD	1026 37% KLM	391 46% KLM	786 44% KLM	944 37% LM	201 30% M	60 20% OP	1177 45% OP	944 37% P	261 26% P	441 37% P	1941 39% T	1149 49% T	1233 33% V	647 47% V	586 24% V
Trust much more	745 12% BD	64 7% D	84 14% BD	44 4% ABCD	79 19% ABCD	474 15% ABD	423 12% ABD	322 12% KLM	134 16% KLM	259 15% KLM	290 11% LM	48 7% LM	14 5% OP	393 15% OP	290 11% P	62 6% P	141 12% P	604 12% T	409 17% T	336 9% V	201 15% V	135 6% V
Trust somewhat more	1637 27% BD	171 18% BD	189 32% ABD	194 18% ABD	113 28% BD	970 31% ABD	933 27% ABD	704 26% KLM	257 30% KLM	527 30% KLM	654 26% M	153 22% M	46 15% OP	784 30% OP	654 25% P	199 20% P	300 25% P	1337 27% T	740 31% T	897 24% V	446 33% V	451 19% V
Trust the same	2701 44% CEF	451 49% ACEF	232 39% ABCEF	605 56% ABCEF	154 38% ABD	1259 40% ABD	1452 43% ABD	1249 46% G	319 38% I	740 42% IJ	1167 46% IJ	328 48% IJ	147 48% IJ	1059 40% N	1167 46% N	475 48% N	519 44% N	2182 44% S	924 39% S	1777 47% S	536 39% U	1241 51% U
BOTTOM 2 BOX (NET)	1061 17% F	239 26% ACEF	94 16% ACEF	243 22% ACEF	63 15% ACEF	422 14% ACEF	594 17% ACEF	467 17% J	135 16% J	244 14% JK	433 17% JK	152 22% IJK	97 32% IJKL	379 14% IJKL	433 17% N	249 25% NO	220 19% NO	841 17% S	296 12% S	765 20% S	182 13% U	583 24% U
Trust somewhat less	795 13% F	177 19% ACEF	68 11% ACEF	173 16% ACEF	46 11% ACEF	331 11% ACEF	453 13% ACEF	342 12% J	95 11% J	194 11% JK	325 13% JK	113 17% IJK	68 22% IJKL	289 11% IJKL	325 13% N	181 18% NO	154 13% NO	641 13% S	224 9% S	571 15% S	140 10% U	431 18% U
Trust much less	266 4% F	62 7% AF	26 4% AF	70 6% AF	17 4% AF	91 3% AF	141 4% AF	125 5% J	40 5% J	50 3% JK	108 4% JK	39 6% IJK	29 10% IJKL	90 3% IJKL	108 4% NO	68 7% NO	66 6% R	200 4% S	72 3% S	194 5% S	42 3% U	152 6% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q916_5. How much do you trust the Domain Name industry compared to these other industries?
5. Computer hardware companies

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	2281 37% BD	217 23%	251 42% ABD	224 21%	192 47% ABD	1397 45% ABD	1322 39% H	959 35%	349 41% KLM	730 41% KLM	933 37% LM	204 30% M	65 21%	1079 41% OP	933 37% P	269 27%	390 33%	1891 38% Q	1121 47% T	1160 31%	597 44% V	563 23%
Trust much more	680 11% BD	64 7% D	74 12% BD	46 4%	76 19% ABCD	420 13% ABD	411 12% H	269 10%	107 13% LM	228 13% LM	281 11% LM	53 8% M	11 4%	335 13% P	281 11% P	64 6%	110 9%	570 11% Q	383 16% T	297 8%	183 13% V	114 5%
Trust somewhat more	1601 26% BD	153 17%	177 30% ABD	178 16%	116 28% BD	977 31% ABD	911 27%	690 25%	242 29% LM	502 28% KLM	652 26% M	151 22%	54 18%	744 28% OP	652 26% P	205 21%	280 24%	1321 27% Q	738 31% T	863 23% V	414 30% V	449 19%
Trust the same	2717 44% CEF	458 50% ACEF	240 40%	594 55% ABCEF	151 37%	1274 41%	1437 42%	1280 47% G	323 38%	759 43% I	1156 45% I	337 49% IJ	142 47% I	1082 41%	1156 45% N	479 49% N	544 46%	2173 44%	905 38%	1812 48% S	566 41%	1246 52% U
BOTTOM 2 BOX (NET)	1146 19% F	250 27% ACEF	108 18% F	268 25% ACEF	66 16%	454 15%	643 19%	503 18%	173 20% J	281 16%	455 18%	140 21% J	97 32% IJKL	454 17%	455 18%	237 24% NO	246 21% R	900 18%	343 14%	803 21% S	202 15% U	601 25% U
Trust somewhat less	839 14% F	173 19% ACEF	78 13%	194 18% ACEF	48 12%	346 11%	472 14%	367 13%	117 14%	215 12% IJKL	333 13%	102 15% IJKL	72 24% IJKL	332 13%	333 13% NO	174 18% NO	180 15%	659 13% S	263 11% S	576 15% S	152 11% U	424 18% U
Trust much less	307 5% F	77 8% ACEF	30 5%	74 7% AF	18 4%	108 3%	171 5%	136 5%	56 7% JK	66 4%	122 5%	38 6% J	25 8% JK	122 5%	122 5% N	63 6% N	66 6%	241 5% S	80 3% S	227 6% S	50 4% U	177 7% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q1000. Which devices do you use to access the Internet?

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Laptop computer	4533 74%	668 72%	432 72%	809 74%	328 80% ABCD	2296 73%	2527 74%	2006 73%	646 76% LM	1363 77% KLM	1889 74% LM	469 69% M	166 55%	2009 77% OP	1889 74% P	635 64%	820 69%	3713 75% Q	1874 79% T	2659 70%	1041 76% V	1618 67%
Desktop computer	4414 72% BD	594 64%	471 79% ABDE	710 65%	287 70% B	2352 75% ABDE	2562 75% H	1852 68%	518 61%	1246 70% I	1913 75% IJ	499 73% I	238 78% IJ	1764 67%	1913 75% N	737 75% N	802 68%	3612 73% Q	1783 75% T	2631 70%	1010 74% V	1621 67%
Smartphone	4221 69% BD	533 58%	429 72% BD	675 62% B	314 77% ABD	2270 73% ABD	2328 68%	1893 69%	621 73% LM	1377 78% IKLM	1782 70% LM	347 51% M	94 31%	1998 76% OP	1782 70% P	441 45%	742 63%	3479 70% Q	1721 73% T	2500 66%	1042 76% V	1458 60%
Tablet	2673 44% D	434 47% AD	255 43%	438 40%	171 42%	1375 44% D	1458 43%	1215 44%	313 37%	873 49% IKLM	1159 46% ILM	227 33%	101 33%	1186 45% P	1159 46% P	328 33%	449 38%	2224 45% Q	1196 50% T	1477 39%	619 45% V	858 36%
Notebook	12	-	2	1	-	9	5	7	2	1	3	2	4 1% IJK	3	3	6 1% NO	3	9	5	7	-	7 U
Game system (i.e. PSP, Wii, Xbox 360, etc.)	10 F	4 AF	-	3	1	2	9 H	1	3	3	4	-	-	6	4	-	1	9	3	7	2	5
Regular mobile phone (Not Smartphone)	9	1	1	2	2 F	3	4	5	4	-	3	2 JK	-	4	3	2	4	5	3	6	1	5
Ipod	2	1	-	-	-	1	1	1	-	1	1	-	-	1	1	-	1	1	-	2	-	2
Smart TV	2	1	-	1	-	-	2	-	-	-	1	1	-	-	1	1	-	2	-	2	-	2
Other	4	1	1	-	-	2	3	1	1	-	1	1	1	1	1	2	1	3	-	4	2	2
Declined to answer	1	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	1	-	1	-	1
Sigma	15881 258%	2238 242%	1591 266%	2639 243%	1103 270%	8310 266%	8900 262%	6981 255%	2108 249%	4864 275%	6757 266%	1548 227%	604 199%	6972 267%	6757 266%	2152 218%	2823 239%	13058 263%	6585 278%	9296 246%	3717 272%	5579 231%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q1005. What is your experience with URL shorteners?

14 Mar 2015
Table 515

Base: All Qualified Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
USE THEM (NET)	2270 37% BD	313 34% D	219 37% D	266 24% ABCD	239 58% ABCD	1233 39% ABD	1328 39% H	942 34% H	391 46% KLM	829 47% KLM	841 33% LM	161 24% M	48 16% M	1220 47% OP	841 33% P	209 21% P	385 33% Q	1885 38% Q	1136 48% T	1134 30% T	498 36% V	636 26% V
I use them frequently	592 10% D	78 8% D	52 9% D	54 5% ABCD	77 19% ABCD	331 11% AD	327 10% H	265 10% H	116 14% KLM	237 13% KLM	202 8% LM	26 4% M	11 4% M	353 13% OP	202 8% P	37 4% P	87 7% Q	505 10% Q	351 15% T	241 6% T	114 8% V	127 5% V
I use them, but not frequently	1678 27% D	235 25% D	167 28% D	212 20% ABCD	162 40% ABCD	902 29% ABD	1001 29% H	677 25% H	275 33% KLM	592 33% KLM	639 25% LM	135 20% M	37 12% M	867 33% OP	639 25% P	172 17% P	298 25% Q	1380 28% Q	785 33% T	893 24% T	384 28% V	509 21% V
NEVER USES THEM (NET)	3874 63% EF	612 66% AEF	380 63% E	820 76% ABCE	170 42% ABCE	1892 61% E	2074 61% H	1800 66% G	454 54% KLM	941 53% KLM	1703 67% IJ	520 76% IJK	256 84% IJKL	1395 53% OP	1703 67% N	776 79% NO	795 67% R	3079 62% R	1233 52% T	2641 70% S	867 64% S	1774 74% U
I have heard of them but never used them	2146 35% BE	276 30% ABDE	248 41% ABDE	367 34% E	102 25% E	1153 37% ABE	1191 35% H	955 35% H	267 32% KLM	601 34% KLM	941 37% IJ	238 35% M	99 33% M	868 33% OP	941 37% N	337 34% P	445 38% R	1701 34% R	837 35% T	1309 35% T	579 42% V	730 30% V
I have never heard of them or used them	1728 28% CEF	336 36% ACEF	132 22% E	453 42% ABCE	68 17% E	739 24% E	883 26% H	845 31% G	187 22% KLM	340 19% KLM	762 30% IJ	282 41% IJK	157 52% IJKL	527 20% OP	762 30% N	439 45% NO	350 30% Q	1378 28% R	396 17% T	1332 35% S	288 21% S	1044 43% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q1010. Why haven't you used URL shorteners?

14 Mar 2015
Table 516

Base: Not Used URL Shorteners

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	3874	612	380	820	170	1892	2074	1800	454	941	1703	520	256	1395	1703	776	795	3079	1233	2641	867	1774	
Weighted Base	3874	612	380	820	170	1892	2074	1800	454	941	1703	520	256	1395	1703	776	795	3079	1233	2641	867	1774	
Never needed to	1677 43% B	217 35%	186 49% ABF	377 46% B	78 46% B	819 43% B	938 45% H	739 41%	202 44% M	411 44% M	756 44% M	214 41%	94 37%	613 44%	756 44% P	308 40%	320 40%	1357 44%	578 47% T	1099 42%	403 46% V	696 39%	
I have never heard of them	1364 35% F	294 48% ACDEF	120 32%	337 41% ACF	58 34%	555 29%	690 33%	674 37% G	140 31%	274 29%	585 34% J	228 44% IJK	137 54% IJKL	414 30%	585 34% N	365 47% NO	285 36%	1079 35%	318 26%	1046 40% S	222 26%	824 46% U	
Confused about which website I'm going to	826 21% BCDE	88 14%	61 16%	111 14%	24 14%	542 29% ABCDE	443 21%	383 21%	110 24% LM	249 26% KLM	363 21% LM	75 14%	29 11%	359 26% OP	363 21% P	104 13%	153 19%	673 22%	331 27% T	495 19%	241 28% V	254 14%	
Don't trust them	303 8%	39 6%	30 8%	52 6%	18 11% D	164 9% D	187 9% H	116 6%	50 11% KLM	101 11% KLM	124 7% LM	22 4%	6 2%	151 11% OP	124 7% P	28 4%	74 9%	229 7%	146 12% T	157 6%	62 7%	95 5%	
Don't like them	258 7% D	31 5%	26 7%	42 5%	7 4%	152 8% ABD	165 8% H	93 5%	42 9% KLM	81 9% KLM	98 6%	27 5%	10 4%	123 9% OP	98 6%	37 5%	57 7%	201 7%	125 10% T	133 5%	57 7% V	76 4%	
Don't know how to use them	15 *	4 1%	2 1%	2 *	- *	7 *	5 *	10 1%	3 1%	1 *	11 1% J	- *	- *	4 *	11 1% P	- *	5 1%	10 *	2 *	13 *	3 *	10 1%	
Have used URL shorteners before	4 *	1 *	- *	- *	1 1% D	2 *	2 *	2 *	- *	1 *	2 *	1 *	- *	1 *	2 *	1 *	- *	4 *	- *	4 *	2 *	2 *	
Might have used/not sure	2 *	2 *	- *	- *	- *	- *	- *	2 *	1 *	- *	1 *	- *	- *	1 *	1 *	- *	- *	2 *	- *	2 *	- *	2 *	
Other	7 *	2 *	- *	- *	1 1% D	4 *	4 *	3 *	1 *	3 *	1 *	2 *	- *	4 *	1 *	2 *	2 *	5 *	4 *	3 *	- *	3 *	
None	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	
Don't know	2 *	- *	1 *	1 *	- *	- *	1 *	1 *	- *	1 *	- *	1 *	- *	1 *	- *	1 *	1 *	1 *	1 *	- *	2 *	- *	2 *
Declined to answer	3 *	2 *	1 *	- *	- *	- *	2 *	1 *	1 *	- *	1 *	- *	1 *	1 *	1 *	1 *	1 *	2 *	- *	3 *	1 *	2 *	
Sigma	4461 115%	680 111%	427 112%	922 112%	187 110%	2245 119%	2437 118%	2024 112%	550 121%	1122 119%	1942 114%	570 110%	277 108%	1672 120%	1942 114%	847 109%	898 113%	3563 116%	1504 122%	2957 112%	991 114%	1966 111%	

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q1015. Why do you use URL shorteners?

14 Mar 2015
Table 517

Base: Have Used URL Shorteners

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2270	313	219	266	239	1233	1328	942	391	829	841	161	48*	1220	841	209	385	1885	1136	1134	498	636
Weighted Base	2270	313	219	266	239	1233	1328	942	391	829	841	161	48*	1220	841	209	385	1885	1136	1134	498	636
They are convenient	1446 64% D	192 61%	134 61%	154 58%	144 60%	822 67% AD	850 64%	596 63%	256 65% M	540 65% M	529 63%	97 60%	24 50%	796 65% P	529 63%	121 58%	216 56%	1230 65% Q	752 66% T	694 61%	314 63%	380 60%
They save me time	1285 57% C	175 56% C	97 44%	144 54% C	139 58% C	730 59% AC	734 55%	551 58%	216 55%	475 57%	487 58%	85 53%	22 46%	691 57%	487 58%	107 51%	213 55%	1072 57% T	671 59% T	614 54%	294 59% V	320 50%
It's the latest thing	471 21% BD	22 7%	42 19% BD	22 8%	44 18% BD	341 28% ABCDE	277 21%	194 21%	86 22% LM	190 23% LM	174 21% LM	20 12% M	1 2%	276 23% P	174 21% P	21 10%	66 17%	405 21% T	295 26% T	176 16%	106 21% V	70 11%
To shorten address/save space/use where there are character limits	25 1%	8 3% ACF	-	3 1%	3 1%	11 1%	18 1%	7 1%	4 1%	13 2%	6 1%	1 1%	1 2%	17 1%	6 1%	2 1%	7 2%	18 1%	10 1%	15 1%	3 1%	12 2%
For social media such as Twitter/Facebook	17 1% F	2 2% AF	2 1%	2 1%	2 1%	4 *	9 1%	8 1%	-	10 1% I	5 1%	1 1%	2 1% I	10 1%	5 1%	2 1%	2 1%	15 1% S	4 *	13 1% S	4 1%	9 1%
Some sites require/provide it that way	12 1% F	4 1% F	2 1%	4 2% AF	-	2 *	9 1%	3 *	2 1%	6 1%	2 1%	-	4 *	6 1%	2 1%	3 1%	9 *	6 1% T	6 1% T	2 *	4 1%	
As a link/to click/share/post the link	12 1% AF	5 2% AF	-	3 1%	-	4 *	8 1%	4 *	1 *	4 *	5 1%	1 1%	1 2%	5 *	5 1% T	2 1% T	3 1% T	9 *	5 *	7 1% T	2 *	5 1% T
Generates earnings/income	9 *	2 1% *	1 *	-	3 1% AF	3 *	6 *	3 *	6 2% JK	-	3 *	-	-	6 *	3 *	-	1 *	8 *	4 *	5 *	3 1% *	2 *
For confidentiality/to keep hidden/protect affiliate links	8 *	-	1 *	-	2 1% *	5 *	6 *	2 *	-	3 *	5 1% *	-	-	3 *	5 1% *	-	2 1% *	6 *	2 *	6 1% *	3 1% *	3 *
For advertising	4 *	1 *	-	-	1 *	2 *	2 *	2 *	-	2 *	2 *	-	-	2 *	2 *	-	1 *	3 *	1 *	3 *	2 *	1 *
Use out of need/am required to	4 *	2 1% F	1 F	1 F	-	-	4 *	-	1 *	2 *	-	1 1% K	-	3 *	-	1 O	2 1% O	2 *	1 *	3 *	1 *	2 *
Looks better/more professional	3 *	-	1 *	-	-	2 *	2 *	1 *	1 *	1 *	1 *	-	-	2 *	1 *	-	-	3 *	3 *	-	-	-
Easy to remember	3 *	1 *	-	-	1 *	1 *	1 *	2 *	-	1 *	2 *	-	-	1 *	2 *	-	-	3 *	2 *	1 *	-	1 *
To try it/for fun	2 *	-	1 *	-	-	1 *	2 *	-	-	1 *	1 *	-	-	1 *	1 *	-	-	2 *	1 *	1 *	-	1 *
For trusted sites/correspondence	2 *	1 *	-	-	-	1 *	1 *	1 *	-	-	1 *	1 1% J	-	-	1 *	1 N	-	2 *	1 *	1 *	1 *	-
Used passively/seldom	2 *	1 *	-	-	-	1 *	2 *	-	-	-	1 *	-	1 2% JK	-	1 *	1 N	-	2 *	-	2 *	1 *	1 *

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base

Q1015. Why do you use URL shorteners?

14 Mar 2015
Table 517

Base: Have Used URL Shorteners

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	2270	313	219	266	239	1233	1328	942	391	829	841	161	48*	1220	841	209	385	1885	1136	1134	498	636
Do not use URL shorteners	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	-	1	-	1	-	1
Other	11	2	2	2	-	5	6	5	3	2	3	1	2	5	3	3	-	11	5	6	1	5
Don't know	6	-	3	1	1	1	2	4	-	4	1	1	-	4	1	1	2	4	2	4	1	3
Declined to answer	2	1	-	1	-	-	1	1	-	-	1	1	-	-	1	1	1	1	1	1	-	1
Sigma	3325 146%	424 135%	287 131%	338 127%	340 142%	1936 157%	1941 146%	1384 147%	576 147%	1250 151%	1234 147%	212 132%	53 110%	1826 150%	1234 147%	265 127%	519 135%	2806 149%	1766 155%	1559 137%	738 148%	821 129%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base

Q1020. What is your experience with QR codes?

14 Mar 2015
Table 518

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
USE THEM (NET)	2649 43%	270 29%	186 31%	333 31%	130 32%	1730 55%	1556 46%	1093 40%	408 48%	864 49%	1091 43%	225 33%	61 20%	1272 49%	1091 43%	286 29%	419 36%	2230 45%	1198 51%	1451 38%	571 42%	880 37%
I use them frequently	552 9%	25 3%	25 4%	35 3%	21 5%	446 14%	326 10%	226 8%	78 9%	237 13%	198 8%	32 5%	7 2%	315 12%	198 8%	39 4%	61 5%	491 10%	304 13%	248 7%	111 8%	137 6%
I use them, but not frequently	2097 34%	245 26%	161 27%	298 27%	109 27%	1284 41%	1230 36%	867 32%	330 39%	627 35%	893 35%	193 28%	54 18%	957 37%	893 35%	247 25%	358 30%	1739 35%	894 38%	1203 32%	460 34%	743 31%
NEVER USES THEM (NET)	3495 57%	655 71%	413 69%	753 69%	279 68%	1395 45%	1846 54%	1649 60%	437 52%	906 51%	1453 57%	456 67%	243 80%	1343 51%	1453 57%	699 71%	761 64%	2734 55%	1171 49%	2324 62%	794 58%	1530 63%
I have heard of them but never used them	2269 37%	399 43%	240 40%	501 46%	149 36%	980 31%	1240 36%	1029 38%	276 33%	613 35%	958 38%	295 43%	127 42%	889 34%	958 38%	422 43%	452 38%	1817 37%	840 35%	1429 38%	504 37%	925 38%
I have never heard of them or used them	1226 20%	256 28%	173 29%	252 23%	130 32%	415 13%	606 18%	620 23%	161 19%	293 17%	495 19%	161 24%	116 38%	454 17%	495 19%	277 28%	309 26%	917 18%	331 14%	895 24%	290 21%	605 25%
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q1025. Why haven't you used QR codes?

Base: Not Used QR Codes

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	3495	655	413	753	279	1395	1846	1649	437	906	1453	456	243	1343	1453	699	761	2734	1171	2324	794	1530
Weighted Base	3495	655	413	753	279	1395	1846	1649	437	906	1453	456	243	1343	1453	699	761	2734	1171	2324	794	1530
Never needed to	1987 57% E	352 54%	217 53%	471 63% ABCEF	141 51%	806 58% E	1063 58%	924 56%	234 54%	520 57% M	844 58% M	271 59% M	118 49%	754 56%	844 58%	389 56%	410 54%	1577 58%	667 57%	1320 57%	448 56%	872 57%
I have never heard of them or seen them	918 26% DF	203 31% ADF	145 35% ADF	156 21%	100 36% ADF	314 23%	454 25%	464 28% G	128 29%	227 25%	363 25%	112 25%	88 36% JKL	355 26%	363 25%	200 29%	225 30% R	693 25%	277 24%	641 28% S	227 29%	414 27%
Don't like them	390 11% BE	52 8%	37 9%	96 13% BE	14 5%	191 14% ABCE	235 13% H	155 9%	60 14% LM	117 13% LM	157 11%	38 8%	18 7%	177 13% P	157 11% P	56 8%	85 11%	305 11%	167 14% T	223 10%	81 10%	142 9%
Don't trust them	358 10% BC	38 6%	30 7%	67 9% B	27 10% B	196 14% ABCDE	217 12% H	141 9%	51 12% LM	107 12% LM	157 11% LM	32 7%	11 5%	158 12% P	157 11% P	43 6%	70 9%	288 11%	158 13% T	200 9%	87 11% V	113 7%
Don't own smartphone/device required	95 3% CF	45 7% ACDEF	4 1%	29 4% ACEF	3 1%	14 1%	31 2%	64 4% G	3 1%	15 2%	36 2% I	25 5% IJK	16 7% IJK	18 1%	36 2% N	41 6% NO	15 2%	80 3%	20 2%	75 3% S	5 1%	70 5% U
Hard to use/don't know how to use them	36 1%	8 1%	4 1%	5 1%	6 2% D	13 1%	15 1%	21 1%	7 2%	7 1%	15 1%	4 1%	3 1%	14 1%	15 1%	7 1%	8 1%	28 1%	11 1%	25 1%	8 1%	17 1%
Never thought about it/Just didn't	12 2	2	-	2	2 1%	6	10 1% H	2	2	2	6	1	1	4	6	2	3	9	5	7	5 1% V	2
Couldn't get it to work	7	2	-	2	-	3	3	4	2	-	4	1	-	2	4	1	1	6	2	5	-	5
I have used QR codes	5	1	-	2	-	2	3	2	-	-	4	1	-	-	4	1	-	5	3	2	-	2
Not interested/Don't want to/Prefer another method	4	1	2 AF	-	1 F	-	2	2	1	1	-	1	1	2 K	-	2 O	1	3	2	2	2 V	-
Too busy/haven't had time	2	-	-	-	-	2	-	2	-	1	1	-	-	1	1	-	-	2	1	1	-	1
No internet access on smartphone/device	2	1	-	1	-	-	1	1	-	-	2	-	-	-	2	-	-	2	-	2	-	2
Can get a virus/Trojan/worm from it	1	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	1	-	1	-	1
Other	9	2	1	2	2 1%	2	6	3	-	2	4	3 1%	-	2	4	3	1	8	6 1% T	3	1	2
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	4	-	1	1	-	2	2	2	-	3	1	-	-	3	1	-	1	3	-	4	-	4

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q1025. Why haven't you used QR codes?

14 Mar 2015
Table 519

Base: Not Used QR Codes

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	3495	655	413	753	279	1395	1846	1649	437	906	1453	456	243	1343	1453	699	761	2734	1171	2324	794	1530
Declined to answer	1	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	1	-	1	-	1
Sigma	3831 110%	709 108%	441 107%	834 111%	296 106%	1551 111%	2044 111%	1787 108%	488 112%	1002 111%	1596 110%	489 107%	256 105%	1490 111%	1596 110%	745 107%	820 108%	3011 110%	1319 113%	2512 108%	864 109%	1648 108%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q1030. Why do you use QR codes?

Base: Used QR Codes

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2649	270	186	333	130	1730	1556	1093	408	864	1091	225	61*	1272	1091	286	419	2230	1198	1451	571	880
Weighted Base	2649	270	186	333	130	1730	1556	1093	408	864	1091	225	61*	1272	1091	286	419	2230	1198	1451	571	880
They are convenient	1773 67% BCD	152 56%	112 60%	201 60%	81 62%	1227 71% ABCDE	1048 67%	725 66%	269 66%	560 65%	737 68%	164 73%	43 70%	829 65%	737 68%	207 72% N	254 61%	1519 68% Q	805 67%	968 67%	381 67%	587 67%
They save me time	1341 51% B	116 43%	91 49%	166 50%	72 55% B	896 52% B	827 53% H	514 47%	217 53% LM	446 52%	553 51%	101 45%	24 39%	663 52% P	553 51% P	125 44%	202 48%	1139 51%	663 55% T	678 47%	303 53% V	375 43%
It's the latest thing	915 35% BCD	73 27%	51 27%	69 21%	44 34% D	678 39% ABCD	524 34%	391 36%	152 37% KM	335 39% KM	347 32% M	74 33% M	11 7%	487 38% OP	347 32%	81 28%	122 29%	793 36% Q	478 40% T	437 30%	215 38% V	222 25%
No choice/No other options available	23 1%	6 2% AF	2 1%	2 1%	2 2%	11 1%	13 1%	10 1%	3 1%	7 1%	11 1%	2 1%	-	10 1%	11 1%	2 1%	1	22 1%	10 1%	13 1%	4 1%	9 1%
Informative/Access to needed information	16 1% F	7 3% ACF	-	4 1% F	-	5	8 1%	8 1%	1	6 1%	7 1%	1	1 2%	7 1%	7 1%	2 1%	3 1%	13 1%	5	11 1%	5 1%	6 1%
Curiosity/To try/test it out	12 F	4 1% AF	1 1%	5 2% AF	1 1% F	1	6	6 1%	1	3	6 1%	1	1 2%	4	6 1%	2 1%	3 1%	9	4	8 1%	1	7 1%
Security/Hides identity	4	-	-	-	-	4	3	1	-	3	1	-	-	3	1	-	2	2	3	1	1	-
Practicality	3	-	1 1% F	2 1% AF	-	-	2	1	-	1	-	1 K	1 2% JK	1	-	2 1% NO	-	3	-	3	-	3
Registration/Verification of a product	3	1	-	1	-	1	2	1	-	1	2	-	-	1	2	-	1	2	1	2	1	1
For promotions	3	1	-	1	-	1	2	1	-	2	1	-	-	2	1	-	-	3	1	2	-	2
Use at work/for my job	3	1 F	-	2 1% AF	-	-	1	2	-	-	3	-	-	-	3	-	-	3	1	2	1	1
Don't use QR codes	3	1 F	-	2 1% AF	-	-	2	1	-	3	-	-	-	3	-	-	1	2	1	2	1	1
It's Interesting	2	-	-	-	1 1% AF	1	2	-	-	1	1	-	-	1	1	-	-	2	2	-	-	-
Availability	2	-	1 1% AF	-	1 1% AF	-	1	1	-	1	-	1 K	-	1	-	1	-	2	1	1	-	1
Compact/Don't have to type out a long website URL	2	1	-	-	-	1	1	1	-	2	-	-	-	2	-	-	-	2	1	1	-	1
For coupons/sweepstakes	2	2 1% AF	-	-	-	-	-	2	-	1	1	-	-	1	1	-	-	2	-	2	-	2

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base

Q1030. Why do you use QR codes?

14 Mar 2015
Table 520

Base: Used QR Codes

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2649	270	186	333	130	1730	1556	1093	408	864	1091	225	61*	1272	1091	286	419	2230	1198	1451	571	880
Benefits/Many benefits	2	-	-	-	-	2	1	1	-	-	2	-	-	-	2	-	-	2	-	2	2	-
Certain Applications/Web pages only provide two dimensional connection	2	-	-	-	-	2	2	-	-	1	1	-	-	1	1	-	-	2	-	2	-	2
It's Fun	2	-	-	1	-	1	1	1	-	1	-	1	-	1	-	1	-	2	-	2	1	1
Other	9	3 1%	-	2 1%	-	4	3	6 1%	1	3	3	1	1 2%	4	3	2 1%	-	9	4	5	1	4
None	2	1	-	-	-	1	2	-	-	2	-	-	-	2	-	-	-	2	-	2	1	1
Don't know	1	-	-	1	-	-	-	1	-	1	-	-	-	1	-	-	-	1	1	-	-	-
Declined to answer	2	-	-	1	-	1	1	1	-	-	2	-	-	-	2	-	-	2	-	2	-	2
Sigma	4127 156%	369 137%	259 139%	460 138%	202 155%	2837 164%	2452 158%	1675 153%	644 158%	1380 160%	1678 154%	347 154%	78 128%	2024 159%	1678 154%	425 149%	589 141%	3538 159%	1981 165%	2146 148%	918 161%	1228 140%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base

Q1035. Which of these is the safest way to access a specific website?

14 Mar 2015
Table 521

Base: All Qualified Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Typing the domain name into a browser	1886 31% F	355 38% ADF	227 38% ADF	345 32% F	163 40% ADF	796 25% ABC	1075 32% ABC	811 30% ABC	254 30% KLM	549 31% M	773 30% M	207 30% M	103 34% M	803 31% OP	773 30% OP	310 31% OP	394 33% R	1492 30% R	724 31% R	1162 31% R	451 33% V	711 30% V
Finding via an Internet search engine	1877 31% B	232 25% B	163 27% B	332 31% B	152 37% BCDF	998 32% ABC	1016 30% ABC	861 31% ABC	259 31% KLM	537 30% M	777 31% M	216 32% M	88 29% M	796 30% OP	777 31% OP	304 31% OP	355 30% R	1522 31% R	723 31% R	1154 31% R	432 32% V	722 30% V
Accessing via a bookmark	591 10% BDE	64 7% BDE	63 11% BDE	70 6% BDE	20 5% BDE	374 12% ABDE	358 11% H	233 8% H	79 9% KLM	170 10% M	253 10% M	60 9% M	29 10% M	249 10% OP	253 10% OP	89 9% OP	90 8% Q	501 10% Q	248 10% Q	343 9% Q	119 9% Q	224 9% Q
Accessing via a QR code	584 10% BDE	48 5% B	48 8% B	69 6% B	25 6% B	394 13% ABCDE	331 10% ABCDE	253 9% ABCDE	107 13% KLM	183 10% M	225 9% M	58 9% M	11 4% M	290 11% OP	225 9% OP	69 7% OP	102 9% R	482 10% R	294 12% T	290 8% T	158 12% V	132 5% V
Using an app	554 9% BDE	70 8% BDE	43 7% BDE	91 8% BDE	28 7% BDE	322 10% ABCE	317 9% ABCE	237 9% ABCE	100 12% KLM	176 10% LM	226 9% LM	38 6% LM	14 5% LM	276 11% OP	226 9% OP	52 5% OP	108 9% R	446 9% R	268 11% T	286 8% T	113 8% T	173 7% T
Not sure	652 11% EF	156 17% ACEF	55 9% E	179 16% ACEF	21 5% E	241 8% ACEF	305 9% ACEF	347 13% G	46 5% I	155 9% I	290 11% IJ	102 15% IJK	59 19% IJK	201 8% IJK	290 11% N	161 16% NO	131 11% NO	521 10% NO	112 5% NO	540 14% S	92 7% S	448 19% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q1040. How often do you remember the address of the website you want to visit so you can type it directly into the browser?

Base: All Qualified Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
TOP 2 BOX (NET)	2315 38% F	362 39% F	266 44% ABDF	403 37% ABDF	209 51% ABDF	1075 34% ABDF	1358 40% H	957 35% H	368 44% KLM	742 42% KLM	888 35% KLM	222 33% KLM	95 31% KLM	1110 42% OP	888 35% OP	317 32% OP	390 33% OP	1925 39% Q	1031 44% T	1284 34% T	555 41% V	729 30% V
Always	430 7% D	59 6% D	45 8% D	56 5% ABDF	51 12% ABDF	219 7% D	247 7% H	183 7% H	82 10% KLM	154 9% KLM	154 6% L	26 4% L	14 5% L	236 9% OP	154 6% P	40 4% P	70 6% P	360 7% Q	207 9% T	223 6% T	120 9% V	103 4% V
Often	1885 31% F	303 33% F	221 37% ADF	347 32% F	158 39% ABDF	856 27% ABDF	1111 33% H	774 28% H	286 34% KLM	588 33% KLM	734 29% KLM	196 29% KLM	81 27% KLM	874 33% OP	734 29% OP	277 28% OP	320 27% OP	1565 32% Q	824 35% T	1061 28% T	435 32% V	626 26% V
Sometimes	2323 38% G	358 39% G	218 36% G	427 39% G	156 38% G	1164 37% G	1246 37% G	1077 39% G	300 36% M	677 38% M	988 39% M	264 39% M	94 31% M	977 37% M	988 39% M	358 36% M	464 39% M	1859 37% S	859 36% S	1464 39% S	529 39% S	935 39% S
BOTTOM 2 BOX (NET)	1506 25% CE	205 22% E	115 19% E	256 24% CE	44 11% ABCDE	886 28% ABCDE	798 23% H	708 26% G	177 21% G	351 20% G	668 26% IJ	195 29% IJ	115 38% IJKL	528 20% IJKL	668 26% N	310 31% NO	326 28% R	1180 24% R	479 20% S	1027 27% S	281 21% U	746 31% U
Rarely	1175 19% E	158 17% E	97 16% E	203 19% E	36 9% ABCDE	681 22% ABCDE	631 19% H	544 20% H	135 16% H	281 16% H	523 21% IJ	149 22% IJ	87 29% IJKL	416 16% IJKL	523 21% N	236 24% NO	239 20% NO	936 19% R	389 16% S	786 21% S	247 18% U	539 22% U
Never	331 5% CE	47 5% E	18 3% E	53 5% E	8 2% ACDE	205 7% ACDE	167 5% H	164 6% H	42 5% H	70 4% H	145 6% J	46 7% J	28 9% IJK	112 4% IJK	145 6% N	74 8% NO	87 7% R	244 5% R	90 4% S	241 6% S	34 2% U	207 9% U
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q1045. What was your preferred way of finding websites 2-3 years ago?

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Use a search engine	4237 69% BC	600 65%	371 62%	805 74% ABCF	304 74% ABCF	2157 69% BC	2422 71% H	1815 66%	575 68%	1209 68%	1767 69%	479 70%	207 68%	1784 68%	1767 69%	686 70%	775 66%	3462 70% Q	1575 66%	2662 71% S	943 69%	1719 71%
Type the domain name directly into my browser and see if it comes up	1373 22% DF	269 29% ADEF	175 29% ADEF	208 19%	89 22%	632 20% BC	668 20%	705 26% G	187 22%	376 21%	563 22%	168 25%	79 26%	563 22%	563 22%	247 25% N	294 25% R	1079 22%	519 22%	854 23%	299 22%	555 23%
Use an app	302 5% BE	28 3%	38 6% BE	46 4% E	6 1%	184 6% ABDE	179 5%	123 4%	40 5% L	109 6% L	126 5% L	16 2%	11 4%	149 6% P	126 5% P	27 3%	65 6%	237 5%	147 6% T	155 4%	81 6% V	74 3%
Use a QR code	192 3% BDE	14 2%	11 2%	19 2%	6 1%	142 5% ABCDE	112 3%	80 3%	41 5% KLM	69 4% LM	72 3% L	7 1%	3 1%	110 4% OP	72 3% P	10 1%	35 3%	157 3% T	124 5% T	68 2%	32 2%	36 1%
Use Bookmarks/Favorites/Saved It	16 F	5 1% F	1	4	3 1% F	3	7	9	1	1	7	6 1% IJK	1	2	7	7 1% N	4	12	1	15 S	4	11
Use Google	5	2	2 AF	-	-	1	4	1	1	2	-	-	2 1% JKL	3	-	2 O	3 R	2	-	5	4 V	1
Didn't have internet	3	-	1	-	-	2	2	1	-	-	2	1	-	-	2	1	-	3	-	3	2	1
Make it my home page	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	-	1	-	1	-	1
Create a shortcut	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2	1	-	-	-	1	1	1	-	1	1	-	-	1	1	-	1	1	1	1	-	1
None	6	3 AF	-	2 F	1 F	-	3	3	-	2	3	1	-	2	3	1	2	4	1	5	-	5
Don't know	5	1	-	2	-	2	2	3	-	1	1	2	1	1	1	3 NO	1	4	1	4	-	4
Declined to answer	2	2 AF	-	-	-	-	1	1	-	-	1	1	-	-	1	1	-	2	-	2	-	2
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q1050. What is your preferred way of finding websites now?

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Use a search engine	3904 64% CF	599 65% C	345 58% ABC	752 69% ABCF	265 65% C	1943 62% C	2227 65% H	1677 61% H	508 60% I	1097 62% J	1660 65% IJ	440 65% K	199 65% L	1605 61% M	1660 65% N	639 65% O	725 61% P	3179 64% Q	1396 59% R	2508 66% S	839 61% T	1669 69% U
Type the domain name directly into my browser and see if it comes up	1396 23% F	233 25% DF	176 29% ADF	229 21% F	104 25% F	654 21% F	723 21% F	673 25% G	207 24% G	392 22% G	553 22% G	166 24% G	78 26% G	599 23% G	553 22% G	244 25% G	309 26% R	1087 22% R	526 22% R	870 23% R	321 24% R	549 23% R
Use an app	503 8% BDE	60 6% BDE	57 10% BDE	69 6% BDE	19 5% BDE	298 10% ABDE	256 8% ABDE	247 9% G	75 9% M	166 9% LM	202 8% LM	44 6% M	16 5% M	241 9% P	202 8% P	60 6% P	100 8% R	403 8% R	245 10% T	258 7% T	137 10% V	121 5% V
Use a QR code	298 5% BCD	20 2% BCD	17 3% BCD	25 2% BCD	19 5% BD	217 7% ABCD	171 5% ABCD	127 5% LM	51 6% LM	107 6% KLM	117 5% LM	19 3% LM	4 1% LM	158 6% OP	117 5% P	23 2% P	40 3% Q	258 5% Q	193 8% T	105 3% T	63 5% V	42 2% V
Use Bookmarks/Favorites/Saved It	26 1% F	8 1% AF	1 1% AF	8 1% F	1 1% F	8 1% F	15 1% F	11 1% F	2 1% F	6 1% F	6 1% F	9 1% IJK	3 1% K	8 1% K	6 1% K	12 1% NO	4 1% NO	22 1% NO	7 1% NO	19 1% NO	2 1% NO	17 1% U
Use Google	4 1% ABDF	- 1% ABDF	3 1% ABDF	- 1% ABDF	1 1% F	- 1% F	3 1% F	1 1% F	1 1% F	- 1% F	1 1% F	1 1% F	1 1% F	1 1% J	1 1% J	2 1% J	1 1% J	3 1% J	1 1% J	3 1% J	3 1% V	- 1% V
Create a shortcut	2 1% ABDF	1 1% ABDF	- 1% ABDF	- 1% ABDF	- 1% ABDF	1 1% ABDF	1 1% ABDF	1 1% ABDF	- 1% ABDF	1 1% ABDF	- 1% ABDF	1 1% ABDF	- 1% ABDF	1 1% ABDF	- 1% ABDF	1 1% ABDF	- 1% ABDF	2 1% ABDF	- 1% ABDF	2 1% ABDF	- 1% ABDF	2 1% ABDF
Make it my home page	1 1% ABDF	- 1% ABDF	- 1% ABDF	- 1% ABDF	- 1% ABDF	1 1% ABDF	1 1% ABDF	- 1% ABDF	- 1% ABDF	- 1% ABDF	1 1% ABDF	- 1% ABDF	- 1% ABDF	- 1% ABDF	1 1% ABDF	- 1% ABDF	- 1% ABDF	1 1% ABDF	- 1% ABDF	1 1% ABDF	- 1% ABDF	1 1% ABDF
Didn't have internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	3 1% JKL	1 1% JKL	- 1% JKL	- 1% JKL	- 1% JKL	2 1% JKL	1 1% JKL	2 1% JKL	1 1% JKL	- 1% JKL	- 1% JKL	- 1% JKL	2 1% JKL	1 1% JKL	- 1% JKL	2 1% JKL	- 1% JKL	3 1% JKL	1 1% JKL	2 1% JKL	- 1% JKL	2 1% JKL
None	3 1% JKL	1 1% JKL	- 1% JKL	2 1% JKL	- 1% JKL	- 1% JKL	1 1% JKL	2 1% JKL	- 1% JKL	1 1% JKL	1 1% JKL	1 1% JKL	- 1% JKL	1 1% JKL	1 1% JKL	1 1% JKL	1 1% JKL	2 1% JKL	- 1% JKL	3 1% JKL	- 1% JKL	3 1% JKL
Don't know	1 1% JKL	- 1% JKL	- 1% JKL	- 1% JKL	- 1% JKL	1 1% JKL	- 1% JKL	1 1% JKL	- 1% JKL	- 1% JKL	- 1% JKL	- 1% JKL	- 1% JKL	1 1% JKL	- 1% JKL	1 1% JKL	- 1% JKL	1 1% JKL	- 1% JKL	1 1% JKL	- 1% JKL	1 1% JKL
Declined to answer	3 1% JKL	2 1% JKL	- 1% JKL	1 1% JKL	- 1% JKL	- 1% JKL	3 1% JKL	- 1% JKL	- 1% JKL	- 1% JKL	3 1% JKL	- 1% JKL	- 1% JKL	- 1% JKL	3 1% JKL	- 1% JKL	- 1% JKL	3 1% JKL	- 1% JKL	3 1% JKL	- 1% JKL	3 1% JKL
Sigma	6144 100%	925 100%	599 100%	1086 100%	409 100%	3125 100%	3402 100%	2742 100%	845 100%	1770 100%	2544 100%	681 100%	304 100%	2615 100%	2544 100%	985 100%	1180 100%	4964 100%	2369 100%	3775 100%	1365 100%	2410 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q1100. Which types of abusive Internet behavior, if any, are you aware of?

14 Mar 2015
Table 525

Base: All Qualified Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Spamming - The use of electronic messaging systems to send unsolicited messages.	4853 79% F	808 87% ACDF	482 80% F	855 79% F	344 84% ADF	2364 76%	2681 79%	2172 79%	626 74%	1350 76%	2054 81% IJ	563 83% IJ	260 86% IJK	1976 76%	2054 81% N	823 84% N	878 74%	3975 80% Q	1824 77%	3029 80% S	1106 81%	1923 80%
Malware - Short for "malicious software", used to disrupt computer operations, gather sensitive information or gain access to private computer systems.	4670 76% F	794 86% ACDEF	463 77% F	823 76%	313 77%	2277 73%	2678 79% H	1992 73%	618 73%	1338 76%	1963 77% I	513 75%	238 78%	1956 75%	1963 77% N	751 76%	819 69%	3851 78% Q	1814 77%	2856 76%	1035 76%	1821 76%
Phishing - The attempt to acquire sensitive information such as usernames, passwords, and credit card details by masquerading as a trustworthy entity in electronic communication.	4558 74% C	747 81% ACDEF	372 62%	799 74% C	309 76% C	2331 75% C	2586 76% H	1972 72%	544 64%	1280 72% I	1960 77% IJ	530 78% IJ	244 80% IJ	1824 70%	1960 77% N	774 79% N	767 65%	3791 76% Q	1754 74%	2804 74%	981 72%	1823 76% U
Stolen credentials - When hackers steal personal information stored online such as usernames, passwords, social security numbers, credit cards numbers, etc.	4116 67% CF	685 74% ACDEF	376 63%	747 69% CF	264 65%	2044 65%	2256 66%	1860 68%	537 64%	1172 66%	1740 68% I	461 68%	206 68%	1709 65%	1740 68% N	667 68%	693 59%	3423 69% Q	1609 68%	2507 66%	886 65%	1621 67%
Cyber squatting - Registering or using a domain name with bad faith intent to profit from the goodwill of a trademark belonging to someone else.	2455 40% CD	345 37% CD	186 31%	319 29%	203 50% ABCD	1402 45% ABCD	1492 44% H	963 35%	311 37% M	750 42% ILM	1056 42% ILM	248 36% M	90 30%	1061 41% P	1056 42% P	338 34%	388 33%	2067 42% Q	1128 48% T	1327 35%	565 41% V	762 32%
None of the above	376 6% F	46 5% 5	37 6% ABCE	108 10% ABCE	20 5% 5	165 5% 5	197 6% 6	179 7% 7	56 7% 7	89 5% 5	147 6% 6	59 9% JK	25 8% J	145 6% 6	147 6% 6	84 9% NO	108 9% R	268 5% 5	82 3% 3	294 8% S	62 5% 5	232 10% U
Sigma	21028 342%	3425 370%	1916 320%	3651 336%	1453 355%	10583 339%	11890 350%	9138 333%	2692 319%	5979 338%	8920 351%	2374 349%	1063 350%	8671 332%	8920 351%	3437 349%	3653 310%	17375 350%	8211 347%	12817 340%	4635 340%	8182 340%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q1105. What do you think are the source(s) for each type of abusive Internet behavior?
SUMMARY TABLE OF ORGANIZED GROUPS

14 Mar 2015
Table 526

Base: Aware Of Abusive Internet Behavior

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	5768	879	562	978	389	2960	3205	2563	789	1681	2397	622	279	2470	2397	901	1072	4696	2287	3481	1303	2178
Weighted Base	5768	879	562	978	389	2960	3205	2563	789	1681	2397	622	279	2470	2397	901	1072	4696	2287	3481	1303	2178
Malware	3114 67% CE	551 89% CE	277 60% CE	561 88% CE	174 56% CE	1551 88% ACE	1853 89% H	1261 63% H	372 60% I	871 65% I	1353 69% IJ	362 71% IJ	156 66% I	1243 64% I	1353 69% N	518 69% N	491 60% Q	2623 68% Q	1246 69% T	1868 65% T	680 66% U	1188 65% U
Stolen credentials	2691 65% CE	466 68% CE	228 61% CE	513 69% ACE	141 53% E	1343 66% E	1515 67% H	1176 63% H	309 58% I	737 63% I	1193 69% IJ	316 69% IJ	136 66% I	1046 61% I	1193 69% N	452 68% N	413 60% Q	2278 67% Q	1098 68% T	1593 64% T	554 63% U	1039 64% U
Cyber squatting	1575 64% E	226 66% E	110 59% E	212 66% E	114 56% E	913 65% E	986 66% H	589 61% H	200 64% I	458 61% I	713 68% JM	155 63% I	49 54% I	658 62% I	713 68% NP	204 60% N	227 59% Q	1348 65% Q	735 65% T	840 63% T	360 64% U	480 63% U
Phishing	2876 63% CE	474 63% CE	199 53% ACE	541 68% ACE	159 51% E	1503 64% ACE	1674 65% H	1202 61% H	307 56% I	769 60% I	1281 65% IJ	369 70% IJM	150 61% I	1076 59% I	1281 65% N	519 67% N	446 58% Q	2430 64% Q	1145 65% T	1731 62% T	591 60% U	1140 63% U
Spamming	3035 63% CE	538 67% ACE	259 54% ACE	572 67% ACE	168 49% E	1498 63% CE	1759 66% H	1276 59% H	351 56% I	827 61% I	1316 64% I	376 67% IJ	165 63% I	1178 60% I	1316 64% N	541 66% N	487 55% Q	2548 64% Q	1172 64% T	1863 62% T	657 59% U	1206 63% U

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base

Q1105. What do you think are the source(s) for each type of abusive Internet behavior?
SUMMARY TABLE OF INDIVIDUALS

14 Mar 2015
Table 527

Base: Aware Of Abusive Internet Behavior

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	5768	879	562	978	389	2960	3205	2563	789	1681	2397	622	279	2470	2397	901	1072	4696	2287	3481	1303	2178
Weighted Base	5768	879	562	978	389	2960	3205	2563	789	1681	2397	622	279	2470	2397	901	1072	4696	2287	3481	1303	2178
Stolen credentials	2411 59% D	463 68% ACDEF	212 56%	404 54%	141 53%	1191 58% D	1374 61% H	1037 56%	308 57%	703 60% L	1035 59% L	248 54%	117 57%	1011 59% P	1035 59% P	365 55%	370 53%	2041 60% Q	965 60%	1446 58%	510 58%	936 58%
Phishing	2630 58% DE	506 68% ACDEF	212 57%	412 52%	153 50%	1347 58% DE	1551 60% H	1079 55%	304 56%	778 61% L	1140 58% L	273 52%	135 55%	1082 59% P	1140 58% P	408 53%	398 52%	2232 59% Q	1063 61% T	1567 56%	555 57%	1012 56%
Cyber squatting	1410 57% E	225 65% ACDEF	97 52%	182 57% E	87 43%	819 58% E	870 58%	540 56%	164 53%	445 59% I	616 58% L	134 54%	51 57%	609 57%	616 58% P	185 55%	206 53%	1204 58% R	672 60% T	738 56%	316 56%	422 55%
Spamming	2774 57% D	499 62% ADE	284 59% D	424 50%	186 54%	1381 58% D	1563 58%	1211 56%	357 57% L	818 61% L	1181 57% L	276 49%	142 55%	1175 59% P	1181 57% P	418 51%	477 54%	2297 58% R	1113 61% T	1661 55%	622 56%	1039 54%
Malware	2586 55% E	508 64% ACDEF	252 54% E	438 53% E	145 46%	1243 55% E	1535 57% H	1051 53%	333 54%	749 56% L	1121 57% L	257 50%	126 53%	1082 55% P	1121 57% P	383 51%	435 53%	2151 56% R	1044 58% T	1542 54%	541 52%	1001 55%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base

Q1105_1. What do you think are the source(s) for each type of abusive Internet behavior?
1. Phishing

Base: Aware Of Abusive Internet Behavior

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	4558	747	372	799	309	2331	2586	1972	544	1280	1960	530	244	1824	1960	774	767	3791	1754	2804	981	1823
Weighted Base	4558	747	372	799	309	2331	2586	1972	544	1280	1960	530	244	1824	1960	774	767	3791	1754	2804	981	1823
ORGANIZED GROUPS (NET)	2876 63% CE	474 63% CE	199 53%	541 68% ACE	159 51%	1503 64% ACE	1674 65% H	1202 61%	307 56%	769 60%	1281 65% IJ	369 70% IJM	150 61%	1076 59%	1281 65% N	519 67% N	446 58%	2430 64% Q	1145 65% T	1731 62%	591 60%	1140 63%
Organized groups from outside my country	2370 52% CEF	430 58% ACEF	157 42%	480 60% ACEF	125 40%	1178 51% CE	1394 54% H	976 49%	218 40%	632 49% I	1076 55% IJ	315 59% IJ	129 53%	850 47%	1076 55% N	444 57% N	349 46%	2021 53% Q	909 52%	1461 52%	471 48%	990 54% U
Organized groups from within my country	2185 48% CE	386 52% ACE	144 39%	404 51% CE	99 32%	1152 49% ACE	1248 48% H	937 48%	234 43%	563 44%	1003 51% IJM	278 52% IJM	107 44%	797 44%	1003 51% N	385 50% N	335 44%	1850 49% Q	841 48%	1344 48%	443 45%	901 49%
INDIVIDUALS (NET)	2630 58% DE	506 68% ACDEF	212 57%	412 52%	153 50%	1347 58% DE	1551 60% H	1079 55%	304 56%	778 61% L	1140 58% L	273 52%	135 55%	1082 59% P	1140 58% P	408 53%	398 52%	2232 59% Q	1063 61% T	1567 56%	555 57%	1012 56%
Individuals from outside my country	2160 47% EF	452 61% ACDEF	159 43%	379 47% E	123 40%	1047 45% DE	1288 50% H	872 44%	215 40%	620 48% I	959 49% I	248 47% I	118 48%	835 46%	959 49% P	366 47%	315 41%	1845 49% Q	828 47% T	1332 48%	438 45%	894 49% U
Individuals from my country	2026 44% DE	420 56% ACDEF	162 44% E	321 40% E	97 31%	1026 44% E	1182 46% H	844 43%	236 43%	578 45%	895 46% L	214 40%	103 42%	814 45%	895 46% P	317 41%	290 38%	1736 46% Q	784 45% T	1242 44%	420 43%	822 45%
Don't know	770 17% F	127 17%	72 19% F	151 19% F	73 24% ABF	347 15% H	376 15% H	394 20% G	98 18%	204 16%	332 17%	87 16%	49 20%	302 17%	332 17% S	136 18%	147 19%	623 16% S	204 12% S	566 20% S	161 16% S	405 22% U
Sigma	9511 209%	1815 243%	694 187%	1735 217%	517 167%	4750 204%	5488 212%	4023 204%	1001 184%	2597 203%	4265 218%	1142 215%	506 207%	3598 197%	4265 218%	1648 213%	1436 187%	8075 213%	3566 203%	5945 212%	1933 197%	4012 220%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q1105_2. What do you think are the source(s) for each type of abusive Internet behavior?
2. Spamming

14 Mar 2015
Table 529

Base: Aware Of Abusive Internet Behavior

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	4853	808	482	855	344	2364	2681	2172	626	1350	2054	563	260	1976	2054	823	878	3975	1824	3029	1106	1923
Weighted Base	4853	808	482	855	344	2364	2681	2172	626	1350	2054	563	260	1976	2054	823	878	3975	1824	3029	1106	1923
ORGANIZED GROUPS (NET)	3035 63% CE	538 67% ACE	259 54% ACE	572 67% ACE	168 49% CE	1498 63% CE	1759 66% H	1276 59% H	351 56% I	827 61% I	1316 64% I	376 67% IJ	165 63% I	1178 60% I	1316 64% N	541 66% N	487 55% Q	2548 64% Q	1172 64% Q	1863 62% Q	657 59% Q	1206 63% Q
Organized groups from within my country	2452 51% CE	455 56% ACEF	207 43% E	485 57% ACEF	102 30% CE	1203 51% CE	1401 52% H	1051 48% H	267 43% I	653 48% IJ	1080 53% IJ	318 56% IJ	134 52% I	920 47% I	1080 53% N	452 55% N	387 44% Q	2065 52% Q	907 50% Q	1545 51% Q	515 47% Q	1030 54% U
Organized groups from outside my country	2342 48% CEF	453 56% ACEF	195 40% ACEF	473 55% ACEF	135 39% CE	1086 46% CE	1364 51% H	978 45% H	258 41% I	625 46% IJ	1049 51% IJ	288 51% I	122 47% I	883 45% I	1049 51% N	410 50% N	363 41% Q	1979 50% Q	892 49% Q	1450 48% Q	486 44% Q	964 50% U
INDIVIDUALS (NET)	2774 57% D	499 62% ADE	284 59% D	424 50% D	186 54% D	1381 58% D	1563 58% H	1211 56% H	357 57% L	818 61% L	1181 57% L	276 49% L	142 55% L	1175 59% P	1181 57% P	418 51% P	477 54% Q	2297 58% Q	1113 61% T	1661 55% T	622 56% T	1039 54% T
Individuals from outside my country	2237 46% CD	447 55% ACDEF	198 41% D	355 42% D	144 42% D	1093 46% CD	1287 48% H	950 44% H	242 39% L	647 48% IL	995 48% IL	242 43% L	111 43% L	889 45% L	995 48% NP	353 43% P	359 41% Q	1878 47% Q	861 47% Q	1376 45% Q	489 44% Q	887 46% U
Individuals from my country	2148 44% EF	424 52% ADE	239 50% ADE	366 43% E	116 34% E	1003 42% E	1194 45% H	954 44% H	276 44% L	606 45% L	937 46% L	213 38% L	116 45% L	882 45% P	937 46% P	329 40% P	358 41% Q	1790 45% Q	826 45% Q	1322 44% Q	462 42% Q	860 45% U
Don't know	774 16% F	138 17% F	80 17% F	155 18% F	68 20% AF	333 14% AF	375 14% H	399 18% G	100 16% I	193 14% I	339 17% I	98 17% L	44 17% L	293 15% L	339 17% P	142 17% P	167 19% R	607 15% R	200 11% S	574 19% S	168 15% T	406 21% U
Sigma	9953 205%	1917 237%	919 191%	1834 215%	565 164%	4718 200%	5621 210%	4332 199%	1143 183%	2724 202%	4400 214%	1159 206%	527 203%	3867 196%	4400 214%	1686 205%	1634 186%	8319 209%	3686 202%	6267 207%	2120 192%	4147 216%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q1105_3. What do you think are the source(s) for each type of abusive Internet behavior?
3. Cyber squatting

14 Mar 2015
Table 530

Base: Aware Of Abusive Internet Behavior

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2455	345	186	319	203	1402	1492	963	311	750	1056	248	90*	1061	1056	338	388	2067	1128	1327	565	762
Weighted Base	2455	345	186	319	203	1402	1492	963	311	750	1056	248	90*	1061	1056	338	388	2067	1128	1327	565	762
ORGANIZED GROUPS (NET)	1575 64% E	226 66% E	110 59%	212 66% E	114 56%	913 65% E	986 66% H	589 61%	200 64%	458 61%	713 68% JM	155 63%	49 54%	658 62%	713 68% NP	204 60%	227 59%	1348 65% Q	735 65%	840 63%	360 64%	480 63%
Organized groups from within my country	1237 50% CE	195 57% ACE	73 39%	176 55% CE	71 35%	722 51% CE	771 52%	466 48%	136 44%	365 49%	573 54% IJL	117 47%	46 51%	501 47%	573 54% N	163 48%	172 44%	1065 52% Q	553 49%	684 52%	277 49%	407 53%
Organized groups from outside my country	1220 50% F	201 58% AEF	92 49%	182 57% AEF	88 43%	657 47%	766 51% H	454 47%	145 47%	335 45%	570 54% IJ	128 52%	42 47%	480 45%	570 54% N	170 50%	173 45%	1047 51% Q	544 48%	676 51%	277 49%	399 52%
INDIVIDUALS (NET)	1410 57% E	225 65% ACDEF	97 52%	182 57% E	87 43%	819 58% E	870 58%	540 56%	164 53%	445 59%	616 58%	134 54%	51 57%	609 57%	616 58%	185 55%	206 53%	1204 58%	672 60% T	738 56%	316 56%	422 55%
Individuals from outside my country	1185 48% E	204 59% ACDEF	82 44%	156 49% E	70 34%	673 48% E	745 50% H	440 46%	126 41%	369 49%	525 50% I	120 48%	45 50%	495 47%	525 50%	165 49%	163 42%	1022 49% Q	552 49%	633 48%	262 46%	371 49%
Individuals from my country	1037 42% E	187 54% ACDEF	66 35% E	146 46% CE	53 26%	585 42% E	643 43%	394 41%	111 36%	316 42%	476 45% I	97 39%	37 41%	427 40%	476 45% N	134 40%	146 38%	891 43% Q	471 42%	566 43%	231 41%	335 44%
Don't know	386 16% F	56 16%	35 19%	56 18%	47 23% ABF	192 14%	211 14%	175 18% G	43 14%	114 15%	160 15%	46 19%	23 26% IJK	157 15%	160 15%	69 20% NO	68 18%	318 15%	139 12%	247 19% S	87 15%	160 21% U
Sigma	5065 206%	843 244%	348 187%	716 224%	329 162%	2829 202%	3136 210%	1929 200%	561 180%	1499 200%	2304 218%	508 205%	193 214%	2060 194%	2304 218%	701 207%	722 186%	4343 210%	2259 200%	2806 211%	1134 201%	1672 219%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base

Q1105_4. What do you think are the source(s) for each type of abusive Internet behavior?
4. Stolen credentials

Base: Aware Of Abusive Internet Behavior

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	4116	685	376	747	264	2044	2256	1860	537	1172	1740	461	206	1709	1740	667	693	3423	1609	2507	886	1621
Weighted Base	4116	685	376	747	264	2044	2256	1860	537	1172	1740	461	206	1709	1740	667	693	3423	1609	2507	886	1621
ORGANIZED GROUPS (NET)	2691 65% CE	466 68% CE	228 61%	513 69% ACE	141 53%	1343 66% E	1515 67% H	1176 63%	309 58%	737 63% I	1193 69% J	316 69% K	136 66% L	1046 61%	1193 69% N	452 68% N	413 60%	2278 67% Q	1098 68% T	1593 64%	554 63%	1039 64%
Organized groups from within my country	2168 53% E	395 58% ACEF	187 50% E	409 55% E	90 34%	1087 53% E	1211 54%	957 51%	253 47%	575 49%	977 56% J	255 55% K	108 52% L	828 48%	977 56% N	363 54% N	318 46%	1850 54% Q	861 54% T	1307 52%	437 49%	870 54% U
Organized groups from outside my country	2165 53% CE	422 62% ACEF	168 45%	452 61% ACEF	111 42%	1012 50% E	1234 55% H	931 50%	221 41%	578 49% I	986 57% J	264 57% K	116 56% L	799 47%	986 57% N	380 57% N	319 46%	1846 54% Q	855 53%	1310 52%	421 48%	889 55% U
INDIVIDUALS (NET)	2411 59% D	463 68% ACDEF	212 56%	404 54%	141 53%	1191 58% D	1374 61% H	1037 56%	308 57%	703 60% L	1035 59% L	248 54%	117 57%	1011 59% P	1035 59% P	365 55%	370 53%	2041 60% Q	965 60%	1446 58%	510 58%	936 58%
Individuals from outside my country	2020 49% CEF	420 61% ACDEF	157 42%	369 49% C	112 42%	962 47% D	1164 52% H	856 46%	234 44%	574 49% I	887 51% I	220 48%	105 51%	808 47%	887 51% N	325 49%	297 43%	1723 50% Q	792 49%	1228 49%	409 46%	819 51% U
Individuals from my country	1912 46% EF	410 60% ACDEF	179 48% E	342 46% E	99 38%	882 43% H	1083 48% H	829 45%	231 43%	528 45% I	857 49% JL	198 43%	98 48%	759 44%	857 49% NP	296 44%	293 42%	1619 47% Q	729 45%	1183 47%	387 44%	796 49% U
Don't know	658 16% F	105 15%	62 16%	137 18% F	55 21% ABF	299 15%	314 14%	344 18% G	88 16%	181 15%	271 16%	81 18%	37 18%	269 16%	271 16% S	118 18%	128 18%	530 15%	181 11%	477 19% S	139 16%	338 21% U
Sigma	8923 217%	1752 256%	753 200%	1709 229%	467 177%	4242 208%	5006 222%	3917 211%	1027 191%	2436 208%	3978 229%	1018 221%	464 225%	3463 203%	3978 229%	1482 222%	1355 196%	7568 221%	3418 212%	5505 220%	1793 202%	3712 229%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q1105_5. What do you think are the source(s) for each type of abusive Internet behavior?
5. Malware

14 Mar 2015
Table 532

Base: Aware Of Abusive Internet Behavior

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	4670	794	463	823	313	2277	2678	1992	618	1338	1963	513	238	1956	1963	751	819	3851	1814	2856	1035	1821
Weighted Base	4670	794	463	823	313	2277	2678	1992	618	1338	1963	513	238	1956	1963	751	819	3851	1814	2856	1035	1821
ORGANIZED GROUPS (NET)	3114 67%	551 69%	277 60%	561 68%	174 56%	1551 68%	1853 69%	1261 63%	372 60%	871 65%	1353 69%	362 71%	156 66%	1243 64%	1353 69%	518 69%	491 60%	2623 88%	1246 69%	1868 65%	680 66%	1188 65%
Organized groups from outside my country	2585 55%	493 62%	230 50%	492 60%	154 49%	1216 53%	1562 58%	1023 51%	298 48%	701 52%	1148 58%	312 61%	126 53%	999 51%	1148 58%	438 58%	404 49%	2181 57%	997 55%	1588 56%	565 55%	1023 56%
Organized groups from within my country	2389 51%	446 56%	206 44%	446 54%	85 27%	1206 53%	1384 52%	1005 50%	267 43%	648 48%	1070 55%	287 56%	117 49%	915 47%	1070 55%	404 54%	367 45%	2022 53%	923 51%	1466 51%	495 48%	971 53%
INDIVIDUALS (NET)	2586 55%	508 64%	252 54%	438 53%	145 46%	1243 55%	1535 57%	1051 53%	333 54%	749 56%	1121 57%	257 50%	126 53%	1082 55%	1121 57%	383 51%	435 53%	2151 56%	1044 58%	1542 54%	541 52%	1001 55%
Individuals from outside my country	2236 48%	459 58%	205 44%	397 48%	129 41%	1046 46%	1356 51%	880 44%	249 40%	630 47%	1000 51%	246 48%	111 47%	879 45%	1000 51%	357 48%	360 44%	1876 49%	864 48%	1372 48%	471 46%	901 49%
Individuals from my country	1984 42%	432 54%	200 43%	362 44%	85 27%	905 40%	1144 43%	840 42%	257 42%	555 41%	874 45%	196 38%	102 43%	812 42%	874 45%	298 40%	330 40%	1654 43%	761 42%	1223 43%	400 39%	823 45%
Don't know	811 17%	129 16%	85 18%	160 19%	71 23%	366 16%	396 15%	415 21%	108 17%	217 16%	336 17%	99 19%	51 21%	325 17%	336 17%	150 20%	161 20%	650 17%	227 13%	584 20%	177 17%	407 22%
Sigma	10005 214%	1959 247%	926 200%	1857 226%	524 167%	4739 208%	5842 218%	4163 209%	1179 191%	2751 206%	4428 226%	1140 222%	507 213%	3930 201%	4428 226%	1647 219%	1622 198%	8383 218%	3772 208%	6233 218%	2108 204%	4125 227%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q1110_1. Who should be responsible for stopping these various types of abusive Internet behavior?

14 Mar 2015
Table 533

1. Phishing

Base: Aware Of Abusive Internet Behavior

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	4558	747	372	799	309	2331	2586	1972	544	1280	1960	530	244	1824	1960	774	767	3791	1754	2804	981	1823
Weighted Base	4558	747	372	799	309	2331	2586	1972	544	1280	1960	530	244	1824	1960	774	767	3791	1754	2804	981	1823
National law enforcement	1876 41% BC	138 18%	134 36% B	346 43% BC	114 37% B	1144 49% ABCDE	1148 44% H	728 37%	194 36%	511 40% M	859 44% IJM	234 44% IM	78 32%	705 39%	859 44% N	312 40%	283 37%	1593 42% Q	769 44% T	1107 39%	443 45% V	664 36%
Consumer protection agency	1435 31% F	258 35% DF	113 30%	230 29% ABCDF	138 45% B	696 30% ABCDEF	780 30%	655 33% G	159 29%	442 35% IK	578 29%	170 32%	86 35%	601 33% O	578 29%	256 33%	240 31%	1195 32%	574 33%	861 31%	332 34% V	529 29%
Interpol	1372 30% B	199 27%	122 33% B	273 34% ABF	100 32%	678 29%	841 33% H	531 27%	113 21%	364 28% I	662 34% IJM	173 33% IM	60 25%	477 26%	662 34% N	233 30% N	198 26%	1174 31% Q	572 33% T	800 29%	312 32% V	488 27%
Local police	1178 26% BD	112 15%	82 22% BD	135 17%	67 22% B	782 34% ABCDE	707 27% H	471 24%	121 22%	352 28% IM	529 27% IM	136 26% M	40 16%	473 26%	529 27% P	176 23%	141 18%	1037 27% Q	487 28% T	691 25%	266 27% V	425 23%
Federal police	1057 23% BF	116 16%	150 40% ABDEF	265 33% ABEF	74 24% B	452 19% B	654 25% H	403 20%	138 25% M	285 22% M	485 25% LM	109 21%	40 16%	423 23% P	485 25% P	149 19%	162 21%	895 24%	450 26% T	607 22%	245 25% V	362 20%
ICANN	1000 22% BCD	111 15% D	47 13%	89 11% CD	60 19% CD	693 30% ABCDE	605 23% H	395 20%	103 19% M	332 26% ILM	461 24% ILM	93 18% M	11 5%	435 24% P	461 24% P	104 13%	129 17%	871 23% Q	497 28% T	503 18%	223 23% V	280 15%
Private security companies	671 15% D	126 17% D	69 19% AD	80 10%	54 17% D	342 15% D	365 14%	306 16%	128 24% JKLM	230 18% KLM	238 12% M	61 12% M	14 6%	358 20% OP	238 12% P	75 10%	121 16%	550 15%	311 18% T	360 13% V	160 16% V	200 11%
FBI	170 4% CDEF	170 23% ACDEF	-	-	-	-	77 3%	93 5% G	8 1%	34 3% I	62 3% IJK	37 7% IJKL	29 12% IJKL	42 2%	62 3% NO	66 9% NO	28 4%	142 4%	26 1%	144 5% S	12 1%	132 7% U
CIA	74 2% CDEF	74 10% ACDEF	-	-	-	-	27 1%	47 2% G	3 1%	18 1% IJK	26 1% IJK	16 3% IJK	11 5% IJK	21 1%	26 1% NO	27 3% NO	11 1%	63 2%	12 1%	62 2% S	6 1% U	56 3% U
Don't know	815 18% EF	217 29% ACDEF	56 15%	185 23% ACEF	42 14%	315 14%	404 16%	411 21% G	87 16%	217 17%	370 19%	92 17%	49 20%	304 17%	370 19%	141 18%	143 19%	672 18%	211 12%	604 22% S	117 12%	487 27% U
Sigma	9648 212%	1521 204%	773 208%	1603 201%	649 210%	5102 219%	5608 217%	4040 205%	1054 194%	2785 218%	4270 218%	1121 212%	418 171%	3839 210%	4270 218%	1539 199%	1456 190%	8192 216%	3909 223%	5739 205%	2116 216%	3623 199%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q1110_2. Who should be responsible for stopping these various types of abusive Internet behavior?

14 Mar 2015
Table 534

2. Spamming

Base: Aware Of Abusive Internet Behavior

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	4853	808	482	855	344	2364	2681	2172	626	1350	2054	563	260	1976	2054	823	878	3975	1824	3029	1106	1923
Weighted Base	4853	808	482	855	344	2364	2681	2172	626	1350	2054	563	260	1976	2054	823	878	3975	1824	3029	1106	1923
Consumer protection agency	1710 35% F	317 39% AF	182 38% F	317 37% F	152 44% ADF	742 31% 31% 42% ABCDE	920 34% 34%	790 36% 36%	205 33% 33%	462 34% 34%	713 35% 35%	217 39% 39%	113 43% 43%	667 34% 34%	713 35% 35%	330 40% 40%	304 35% 35%	1406 35% 35%	635 35% 35%	1075 35% 35%	428 39% 39%	647 34% 34%
National law enforcement	1633 34% BC	102 13% BC	133 28% B	288 34% BC	107 31% B	1003 42% 37% ABCDE	983 37% 37%	650 30% 30%	174 28% 28%	435 32% 32%	738 36% 36%	214 38% 38%	72 28% 28%	609 31% 31%	738 36% 36%	286 35% 35%	259 29% 29%	1374 35% 35%	690 38% 38%	943 31% 31%	383 35% 35%	560 29% 29%
ICANN	1010 21% BCD	128 16% CD	55 11% CD	103 12% CD	62 18% CD	662 28% 28% ABCDE	600 22% 22%	410 19% 19%	118 19% 19%	319 24% 24%	463 23% 23%	94 17% 17%	16 6% 6%	437 22% 22%	463 23% 23%	110 13% 13%	152 17% 17%	858 22% 22%	484 27% 27%	526 17% 17%	249 23% 23%	277 14% 14%
Interpol	983 20% BCDE	146 18% BCDE	83 17% BCDE	185 22% BCDE	75 22% 22%	494 21% 21% ABCDE	610 23% 23%	373 17% 17%	88 14% 14%	269 20% 20%	476 23% 23%	118 21% 21%	32 12% 12%	357 18% 18%	476 23% 23%	150 18% 18%	167 19% 19%	816 21% 21%	431 24% 24%	552 18% 18%	211 19% 19%	341 18% 18%
Local police	896 18% BCDE	95 12% BCDE	59 12% BCDE	109 13% BCDE	48 14% 14%	585 25% 25% ABCDE	524 20% 20%	372 17% 17%	88 14% 14%	270 20% 20%	412 20% 20%	98 17% 17%	28 11% 11%	358 18% 18%	412 20% 20%	126 15% 15%	121 14% 14%	775 19% 19%	384 21% 21%	512 17% 17%	193 17% 17%	319 17% 17%
Federal police	836 17% BF	82 10% BF	139 29% ABDEF	194 23% ABF	61 18% B	360 15% B	506 19% B	330 15% 15%	109 17% M	246 18% LM	378 18% LM	76 13% 13%	27 10% 10%	355 18% P	378 18% P	103 13% 13%	136 15% 15%	700 18% 18%	372 20% T	464 15% 15%	184 17% 17%	280 15% 15%
Private security companies	735 15% D	130 16% D	81 17% D	79 9% D	66 19% AD	379 16% D	411 15% 15%	324 15% 15%	154 25% JKLM	235 17% KLM	267 13% M	62 11% M	17 7% 7%	389 20% OP	267 13% P	79 10% 10%	127 14% 14%	608 15% 15%	342 19% T	393 13% 13%	194 18% V	199 10% 10%
FBI	135 3% CDEF	135 17% ACDEF	-	-	-	-	54 2%	81 4%	5 1%	27 2%	51 2%	27 5%	25 10%	32 2%	51 2%	52 6%	21 2%	114 3%	18 1%	117 4%	8 1%	109 6%
CIA	71 1% CDEF	71 9% ACDEF	-	-	-	-	23 1%	48 2%	2 1%	18 1%	26 1%	14 2%	11 4%	20 1%	26 1%	25 3%	11 1%	60 2%	13 1%	58 2%	4 1%	54 3%
Don't know	970 20% EF	243 30% ACDEF	96 20% F	212 25% ACEF	51 15% 15%	368 16% 16%	474 18% 18%	496 23% G	126 20% 20%	266 20% 20%	419 20% 20%	106 19% 19%	53 20% 20%	392 20% 20%	419 20% 20%	159 19% 19%	186 21% 21%	784 20% 20%	251 14% 14%	719 24% S	165 15% 15%	554 29% U
Sigma	8979 185%	1449 179%	828 172%	1487 174%	622 181%	4593 194%	5105 190%	3874 178%	1069 171%	2547 189%	3943 192%	1026 182%	394 152%	3616 183%	3943 192%	1420 173%	1484 169%	7495 189%	3620 198%	5359 177%	2019 183%	3340 174%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q1110_3. Who should be responsible for stopping these various types of abusive Internet behavior?
3. Cyber squatting

14 Mar 2015
Table 535

Base: Aware Of Abusive Internet Behavior

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2455	345	186	319	203	1402	1492	963	311	750	1056	248	90*	1061	1056	338	388	2067	1128	1327	565	762
Weighted Base	2455	345	186	319	203	1402	1492	963	311	750	1056	248	90*	1061	1056	338	388	2067	1128	1327	565	762
National law enforcement	929 38% BC	55 16%	57 31% B	127 40% BC	77 38% B	613 44% ABC	585 39%	344 36%	110 35%	269 36%	419 40%	102 41%	29 32%	379 36%	419 40%	131 39%	133 34%	796 39%	469 42% T	460 35%	216 38% V	244 32%
Consumer protection agency	793 32%	119 34%	56 30%	101 32%	79 39% AF	438 31%	457 31%	336 35% G	101 32%	251 33%	322 30%	85 34%	34 38%	352 33%	322 30%	119 35%	119 31%	674 33%	385 34%	408 31%	186 33%	222 29%
ICANN	787 32% BCDE	93 27% C	29 16%	71 22%	52 26% C	542 39% ABCDE	502 34% H	285 30%	87 28%	236 31% M	375 36% ILM	70 28%	19 21%	323 30%	375 36% NP	89 26%	82 21%	705 34% Q	406 36% T	381 29%	170 30%	211 28%
Interpol	658 27% BF	73 21%	56 30% B	111 35% ABF	72 35% ABF	346 25% ABCD	400 27%	258 27%	50 16%	190 25% IJ	317 30% IJ	76 31%	25 28% I	240 23%	317 30% N	101 30% N	93 24%	565 27%	341 30% T	317 24%	128 23%	189 25%
Local police	555 23% B	48 14%	34 18%	60 19%	48 24% B	365 26% ABCD	338 23%	217 23%	52 17%	185 25% I	252 24% I	50 20%	16 18%	237 22%	252 24% P	66 20%	77 20%	478 23%	287 25% T	268 20%	121 21%	147 19%
Federal police	544 22% BF	51 15%	76 41% ABDEF	102 32% ABF	61 30% ABF	254 18% ABCD	341 23%	203 21%	82 26% LM	169 23% M	235 22% M	47 19%	11 12%	251 24% P	235 22% P	58 17%	83 21%	461 22%	285 25% T	259 20%	118 21%	141 19%
Private security companies	420 17%	61 18%	41 22% D	45 14%	40 20%	233 17%	233 16%	187 19% G	81 26% JKLM	150 20% KLM	150 14%	29 12%	10 11%	231 22% OP	150 14%	39 12%	68 18%	352 17%	218 19% T	202 15%	103 18% V	99 13%
FBI	67 3% CDEF	67 19% ACDEF	-	-	-	-	30 2%	37 4% G	3 1%	14 2%	28 3%	11 4% IJ	11 12% IJKL	17 2%	28 3%	22 7% NO	9 2%	58 3%	14 1%	53 4% S	3 1%	50 7% U
CIA	28 1% F	28 8% ACDEF	-	-	-	-	7	21 2% G	2 1%	9 1%	8 1%	4 2%	5 6% IJKL	11 1%	8 1%	9 3% NO	6 2%	22 1%	7 1%	21 2% S	1	20 3% U
Don't know	357 15% F	83 24% ACEF	28 15%	67 21% AEF	21 10%	158 11%	206 14%	151 16%	38 12%	111 15%	153 14%	39 16%	16 18%	149 14%	153 14%	55 16%	63 16%	294 14%	108 10%	249 19% S	76 13%	173 23% U
Sigma	5138 209%	678 197%	377 203%	684 214%	450 222%	2949 210%	3099 208%	2039 212%	606 195%	1584 211%	2259 214%	513 207%	176 196%	2190 206%	2259 214%	689 204%	733 189%	4405 213%	2520 223%	2618 197%	1122 199%	1496 196%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base

Q1110_4. Who should be responsible for stopping these various types of abusive Internet behavior?
4. Stolen credentials

14 Mar 2015
Table 536

Base: Aware Of Abusive Internet Behavior

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	4116	685	376	747	264	2044	2256	1860	537	1172	1740	461	206	1709	1740	667	693	3423	1609	2507	886	1621
Weighted Base	4116	685	376	747	264	2044	2256	1860	537	1172	1740	461	206	1709	1740	667	693	3423	1609	2507	886	1621
National law enforcement	1776 43% BC	146 21%	144 38% B	379 51% ABCE	105 40% B	1002 49% ABCE	1044 46% H	732 39%	194 36%	494 42% I	802 46% IJM	214 46% IM	72 35%	688 40%	802 46% N	286 43%	276 40%	1500 44%	760 47% T	1016 41%	387 44% V	629 39%
Interpol	1396 34%	216 32%	127 34%	290 39% ABF	96 36%	667 33%	812 36% H	584 31%	141 26%	364 31% I	651 37% IJM	181 39% IJM	59 29%	505 30%	651 37% N	240 36% N	224 32%	1172 34%	584 36% T	812 32%	312 35% V	500 31%
Local police	1259 31% BCD	176 26%	93 25%	182 24%	71 27%	737 36% ABCDE	726 32% H	533 29%	123 23%	362 31% I	563 32% I	156 34%	55 27%	485 28%	563 32% N	211 32%	158 23%	1101 32% Q	509 32%	750 30%	266 30%	484 30%
Consumer protection agency	1225 30% CD	229 33% ACDF	95 25%	192 26%	108 41% ABCD	601 29%	642 28%	583 31% G	160 30%	356 30%	508 29%	133 29%	68 33%	516 30%	508 29%	201 30%	197 28%	1028 30%	486 30%	739 29%	298 34% V	441 27%
Federal police	1157 28% BF	133 19%	180 48% ABDEF	276 37% ABF	88 33% BF	480 23% B	676 30% H	481 26%	169 31% LM	335 29% M	498 29% M	116 25%	39 19%	504 29% P	498 29% P	155 23%	180 26%	977 29%	496 31% T	661 26%	268 30% V	393 24%
ICANN	876 21% BCD	103 15%	53 14%	87 12% CD	53 20% CD	580 28% ABCDE	500 22%	376 20%	116 22% LM	293 25% LM	388 22% LM	66 14% M	13 6%	409 24% P	388 22% P	79 12%	115 17%	761 22% Q	435 27% T	441 18%	206 23% V	235 14%
Private security companies	666 16% D	119 17% D	65 17% D	77 10%	58 22% ADF	347 17% D	360 16%	306 16%	133 25% JKLM	218 19% KLM	244 14% M	55 12%	16 8%	351 21% OP	244 14% P	71 11%	102 15%	564 16%	304 19% T	362 14%	155 17% V	207 13%
FBI	198 5% CDEF	198 29% ACDEF	-	-	-	-	78 3%	120 6% G	11 2%	40 3% I	72 4% I	40 9% IJK	35 17% IJKL	51 3% IJKL	72 4% NO	75 11% NO	31 4%	167 5%	30 2%	168 7% S	11 1%	157 10% U
CIA	86 2% CDEF	86 13% ACDEF	-	-	-	-	30 1%	56 3% G	6 1%	21 2% G	28 2% G	18 4% IJK	13 6% IJK	27 2% NO	28 2% NO	31 5% NO	14 2%	72 2%	14 1%	72 3% S	5 1%	67 4% U
Don't know	649 16% F	167 24% ACDEF	48 13%	141 19% ACEF	31 12%	262 13%	327 14%	322 17% G	80 15%	181 15%	282 16%	70 15%	36 17%	261 15%	282 16%	106 16%	114 16%	535 16%	172 11%	477 19% S	101 11%	376 23% U
Sigma	9288 226%	1573 230%	805 214%	1624 217%	610 231%	4676 229%	5195 230%	4093 220%	1133 211%	2664 227%	4036 232%	1049 228%	406 197%	3797 222%	4036 232%	1455 218%	1411 204%	7877 230%	3790 236%	5498 219%	2009 227%	3489 215%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q1110_5. Who should be responsible for stopping these various types of abusive Internet behavior?

14 Mar 2015
Table 537

5. Malware

Base: Aware Of Abusive Internet Behavior

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	4670	794	463	823	313	2277	2678	1992	618	1338	1963	513	238	1956	1963	751	819	3851	1814	2856	1035	1821
Weighted Base	4670	794	463	823	313	2277	2678	1992	618	1338	1963	513	238	1956	1963	751	819	3851	1814	2856	1035	1821
National law enforcement	1765 38% BCE	125 16%	140 30% B	355 43% ABCE	96 31% B	1049 46% ABCE	1086 41% H	679 34%	181 29%	471 35% I	826 42% IJM	217 42% IJM	70 29%	652 33%	826 42% N	287 38% N	284 35%	1481 38% Q	737 41% T	1028 36%	412 40% V	616 34%
Consumer protection agency	1469 31% D	272 34% D	143 31%	226 27% ABCE	130 42% C	698 31%	812 30%	657 33%	190 31%	436 33%	596 30%	170 33%	77 32%	626 32%	596 30%	247 33%	249 30%	1220 32%	598 33%	871 30%	355 34% V	516 28%
Interpol	1251 27% C	202 25%	105 23% AC	245 30% AC	91 29% C	608 27%	790 29% H	461 23%	116 19%	321 24% I	607 31% IJM	152 30% J	55 23%	437 22%	607 31% N	207 28% N	202 25%	1049 27%	531 29% T	720 25%	269 26%	451 25%
ICANN	1061 23% BCD	142 18% CD	58 13%	111 13% CD	72 23% C	678 30% ABCDE	640 24% H	421 21%	136 22% M	339 25% LM	466 24% M	101 20% M	19 8%	475 24% P	466 24% P	120 16%	149 18%	912 24% Q	506 28% T	555 19%	253 24% V	302 17%
Local police	1013 22% BCDE	103 13%	70 15%	126 15% ABCE	46 15% C	668 29% ABCDE	617 23% H	396 20%	111 18%	308 23% IM	458 23% IM	104 20% M	32 13%	419 21%	458 23% P	136 18%	127 16%	886 23% Q	427 24% T	586 21%	224 22%	362 20%
Federal police	976 21% BF	104 13%	169 37% ABDEF	240 29% ABEF	60 19% B	403 18% B	607 23% H	369 19%	130 21%	274 20%	442 23% LM	93 18%	37 16%	404 21%	442 23% P	130 17%	161 20%	815 21% Q	428 24% T	548 19%	223 22% V	325 18%
Private security companies	814 17% D	146 18% D	95 21% D	109 13% ABDF	75 24% D	389 17% D	473 18%	341 17%	159 26% JKLM	250 19% KM	302 15% M	79 15% M	24 10%	409 21% OP	302 15% P	103 14%	157 19%	657 17% Q	380 21% T	434 15% T	187 18% V	247 14%
FBI	168 4% CDEF	168 21% ACDEF	-	-	-	-	74 3%	94 5% G	9 1%	33 2% I	60 3% I	38 7% IJK	28 12% IJK	42 2% IJK	60 3% NO	66 9% NO	27 3%	141 4% S	25 1% S	143 5% S	8 1% U	135 7% U
CIA	90 2% CDEF	90 11% ACDEF	-	-	-	-	31 1%	59 3% G	5 1%	23 2% G	32 2% G	16 3% IK	14 6% IJK	28 1% IJK	32 2% NO	30 4% NO	18 2%	72 2% S	16 1% S	74 3% S	7 1% U	67 4% U
Don't know	894 19% F	225 28% ACDEF	86 19% F	195 24% ACEF	48 15% F	340 15% F	450 17%	444 22% G	108 17%	258 19% G	373 19% G	97 19% IK	58 24% IK	366 19% IK	373 19% IK	155 21% IK	165 20% IK	729 19% S	235 13% S	659 23% S	153 15% U	506 28% U
Sigma	9501 203%	1577 199%	866 187%	1607 195%	618 197%	4833 212%	5580 208%	3921 197%	1145 185%	2713 203%	4162 212%	1067 208%	414 174%	3858 197%	4162 212%	1481 197%	1539 188%	7962 207%	3883 214%	5618 197%	2091 202%	3527 194%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q1117. How common do you feel each type of abusive Internet behavior is?
SUMMARY TABLE OF TOP 2 BOX

Base: Aware Of Abusive Internet Behavior

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	5768	879	562	978	389	2960	3205	2563	789	1681	2397	622	279	2470	2397	901	1072	4696	2287	3481	1303	2178
Weighted Base	5768	879	562	978	389	2960	3205	2563	789	1681	2397	622	279	2470	2397	901	1072	4696	2287	3481	1303	2178
Spamming	4504 93% D	763 94% ADF	457 95% D	779 91%	322 94%	2183 92%	2484 93%	2020 93%	565 90%	1243 92%	1923 94%	526 93%	247 95%	1808 91%	1923 94% N	773 94% N	793 90%	3711 93% Q	1699 93%	2805 93%	1024 93%	1781 93%
Malware	4166 89% D	734 92% ADF	426 92% ADF	709 86%	284 91% D	2013 88%	2389 89%	1777 89%	539 87%	1183 88%	1785 91% IJM	456 89%	203 85%	1722 88%	1785 91% NP	659 88%	719 88%	3447 90%	1646 91% T	2520 88%	921 89%	1599 88%
Phishing	3909 86%	663 89% ADF	323 87%	672 84%	275 89% DF	1976 85%	2198 85%	1711 87%	428 79%	1112 87%	1696 87% I	460 87% I	213 87% I	1540 84%	1696 87%	673 87%	635 83%	3274 86% Q	1521 87%	2388 85%	828 84%	1560 86%
Stolen credentials	3320 81% D	587 86% ADF	327 87% ADF	555 74%	226 86% ADF	1625 80% D	1788 79%	1532 82% G	431 80% L	957 82% L	1417 81% L	340 74%	175 85% L	1388 81% P	1417 81% P	515 77%	569 82%	2751 80% Q	1318 82%	2002 80%	713 80%	1289 80%
Cyber squatting	1904 78% D	273 79% D	145 78%	231 72%	169 83% AD	1086 77%	1138 76%	766 80%	239 77%	597 80% L	829 79% L	173 70%	66 73%	836 79% P	829 79% P	239 71%	306 79%	1598 77%	904 80% T	1000 75%	442 78% V	558 73%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base

Q1117. How common do you feel each type of abusive Internet behavior is?
SUMMARY TABLE OF BOTTOM 2 BOX

14 Mar 2015
Table 539

Base: Aware Of Abusive Internet Behavior

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	5768	879	562	978	389	2960	3205	2563	789	1681	2397	622	279	2470	2397	901	1072	4696	2287	3481	1303	2178
Weighted Base	5768	879	562	978	389	2960	3205	2563	789	1681	2397	622	279	2470	2397	901	1072	4696	2287	3481	1303	2178
Cyber squatting	403 16%	45 13%	33 18%	55 17%	25 12%	245 17% B	276 18%	127 13%	58 19%	113 15%	165 16%	52 21% JK	15 17%	171 16%	165 16%	67 20%	55 14%	348 17%	182 16%	221 17%	89 16%	132 17%
Stolen credentials	575 14% BC	60 9%	34 9%	124 17% ABCE	30 11%	327 16% ABC	356 16% H	219 12%	86 16%	156 13%	226 13%	85 18% JKM	22 11%	242 14%	226 13%	107 16%	81 12%	494 14%	235 15%	340 14%	133 15%	207 13%
Phishing	410 9% B	36 5%	34 9% B	58 7% B	20 6%	262 11% ABDE	271 10% H	139 7%	87 16% JKLM	110 9%	150 8%	43 8%	20 8%	197 11% OP	150 8%	63 8%	83 11%	327 9%	177 10% T	233 8%	105 11% V	128 7%
Malware	292 6% B	23 3%	20 4%	55 7% B	18 6% B	176 8% ABC	182 7%	110 6%	47 8% K	93 7% K	99 5%	31 6%	22 9% K	140 7% O	99 5%	53 7% O	60 7%	232 6%	111 6%	181 6%	75 7%	106 6%
Spamming	165 3% B	10 1%	10 2%	25 3% B	9 3%	111 5% ABCD	96 4%	69 3%	34 5% KL	53 4%	56 3%	15 3%	7 3%	87 4% OP	56 3%	22 3%	38 4%	127 3%	76 4% T	89 3%	45 4% V	44 2%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base

Q1117_1. How common do you feel each type of abusive Internet behavior is?
1. Phishing

14 Mar 2015
Table 540

Base: Aware Of Abusive Internet Behavior

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	4558	747	372	799	309	2331	2586	1972	544	1280	1960	530	244	1824	1960	774	767	3791	1754	2804	981	1823
Weighted Base	4558	747	372	799	309	2331	2586	1972	544	1280	1960	530	244	1824	1960	774	767	3791	1754	2804	981	1823
TOP 2 BOX (NET)	3909 86%	663 89% ADF	323 87%	672 84%	275 89% DF	1976 85%	2198 85%	1711 87%	428 79%	1112 87%	1696 87%	460 87%	213 87%	1540 84%	1696 87%	673 87%	635 83%	3274 86% Q	1521 87%	2388 85%	828 84%	1560 86%
Very common	2222 49% F	479 64% ACDEF	210 56% ADF	398 50% F	171 55% AF	964 41%	1237 48%	985 50%	213 39%	625 49%	970 49%	275 52%	139 57% IJK	838 46%	970 49%	414 53% N	377 49%	1845 49%	876 50%	1346 48%	436 44%	910 50% U
Somewhat common	1687 37% BC	184 25%	113 30% B	274 34% B	104 34% B	1012 43% ABCDE	961 37%	726 37%	215 40% M	487 38% M	726 37% M	185 35%	74 30%	702 38% P	726 37%	259 33%	258 34%	1429 38% Q	645 37%	1042 37%	392 40% V	650 36%
BOTTOM 2 BOX (NET)	410 9% B	36 5%	34 9% B	58 7% B	20 6%	262 11% ABCDE	271 10% H	139 7%	87 16% JKLM	110 9%	150 8%	43 8%	20 8%	197 11% OP	150 8%	63 8%	83 11%	327 9%	177 10% T	233 8%	105 11% V	128 7%
Not very common	346 8% B	34 5%	24 6%	51 6%	15 5%	222 10% ABDE	227 9% H	119 6%	68 13% JKL	93 7%	126 6%	39 7%	20 8%	161 9% O	126 6%	59 8%	69 9%	277 7%	141 8%	205 7%	88 9% V	117 6%
Not at all common	64 1% B	2 *	10 3% ABD	7 1%	5 2% B	40 2% B	44 2%	20 1%	19 3% JKLM	17 1%	24 1%	4 1%	-	36 2% P	24 1%	4 1%	14 2%	50 1%	36 2% T	28 1%	17 2% V	11 1%
Don't know	239 5% F	48 6% F	15 4% ACEF	69 9%	14 5%	93 4%	117 5%	122 6% G	29 5%	58 5%	114 6%	27 5%	11 5%	87 5%	114 6%	38 5%	49 6%	190 5%	56 3%	183 7% S	48 5%	135 7% U
Sigma	4558 100%	747 100%	372 100%	799 100%	309 100%	2331 100%	2586 100%	1972 100%	544 100%	1280 100%	1960 100%	530 100%	244 100%	1824 100%	1960 100%	774 100%	767 100%	3791 100%	1754 100%	2804 100%	981 100%	1823 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q1117_2. How common do you feel each type of abusive Internet behavior is?
2. Spamming

14 Mar 2015
Table 541

Base: Aware Of Abusive Internet Behavior

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	4853	808	482	855	344	2364	2681	2172	626	1350	2054	563	260	1976	2054	823	878	3975	1824	3029	1106	1923
Weighted Base	4853	808	482	855	344	2364	2681	2172	626	1350	2054	563	260	1976	2054	823	878	3975	1824	3029	1106	1923
TOP 2 BOX (NET)	4504 93% D	763 94% ADF	457 95% D	779 91% D	322 94% D	2183 92% D	2484 93% D	2020 93% D	565 90% D	1243 92% D	1923 94% D	526 93% D	247 95% D	1808 91% D	1923 94% D	773 94% D	793 90% D	3711 93% D	1699 93% D	2805 93% D	1024 93% D	1781 93% D
Very common	3664 75% F	669 83% ADF	409 85% ADEF	644 75% F	269 78% F	1673 71% F	2023 75% F	1641 76% F	449 72% F	1001 74% F	1577 77% F	431 77% F	206 79% F	1450 73% F	1577 77% F	637 77% F	630 72% F	3034 76% F	1373 75% F	2291 76% F	816 74% F	1475 77% F
Somewhat common	840 17% BC	94 12% BC	48 10% BC	135 16% BC	53 15% C	510 22% ABCDE	461 17% C	379 17% C	116 19% C	242 18% C	346 17% C	95 17% C	41 16% C	358 18% C	346 17% C	136 17% C	163 19% C	677 17% C	326 18% C	514 17% C	208 19% C	306 16% C
BOTTOM 2 BOX (NET)	165 3% B	10 1% B	10 2% B	25 3% B	9 3% B	111 5% ABCD	96 4% B	69 3% B	34 5% KL	53 4% KL	56 3% KL	15 3% KL	7 3% KL	87 4% OP	56 3% OP	22 3% OP	38 4% OP	127 3% OP	76 4% T	89 3% T	45 4% V	44 2% V
Not very common	120 2% B	9 1% B	6 1% B	19 2% B	8 2% B	78 3% ABC	70 3% ABC	50 2% ABC	25 4% KL	38 3% KL	43 2% KL	9 2% KL	5 2% KL	63 3% OP	43 2% OP	14 2% OP	25 3% OP	95 2% OP	52 3% OP	68 2% OP	34 3% V	34 2% V
Not at all common	45 1% B	1 * B	4 1% B	6 1% B	1 * B	33 1% AB	26 1% AB	19 1% AB	9 1% KL	15 1% KL	13 1% KL	6 1% KL	2 1% KL	24 1% OP	13 1% OP	8 1% OP	13 1% OP	32 1% OP	24 1% T	21 1% T	11 1% V	10 1% V
Don't know	184 4% F	35 4% F	15 3% F	51 6% ACF	13 4% F	70 3% F	101 4% F	83 4% F	27 4% F	54 4% F	75 4% F	22 4% F	6 2% F	81 4% F	75 4% F	28 3% F	47 5% R	137 3% F	49 3% F	135 4% S	37 3% F	98 5% U
Sigma	4853 100%	808 100%	482 100%	855 100%	344 100%	2364 100%	2681 100%	2172 100%	626 100%	1350 100%	2054 100%	563 100%	260 100%	1976 100%	2054 100%	823 100%	878 100%	3975 100%	1824 100%	3029 100%	1106 100%	1923 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q1117_3. How common do you feel each type of abusive Internet behavior is?
3. Cyber squatting

14 Mar 2015
Table 542

Base: Aware Of Abusive Internet Behavior

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2455	345	186	319	203	1402	1492	963	311	750	1056	248	90*	1061	1056	338	388	2067	1128	1327	565	762
Weighted Base	2455	345	186	319	203	1402	1492	963	311	750	1056	248	90*	1061	1056	338	388	2067	1128	1327	565	762
TOP 2 BOX (NET)	1904 78% D	273 79% D	145 78% D	231 72% D	169 83% AD	1086 77% AD	1138 76% D	766 80% D	239 77% D	597 80% L	829 79% L	173 70% D	66 73% D	836 79% P	829 79% P	239 71% D	306 79% D	1598 77% D	904 80% T	1000 75% D	442 78% V	558 73% D
Very common	873 36% DF	143 41% ADF	83 45% ADF	96 30% ABDF	103 51% ABDF	448 32% ABDF	500 34% D	373 39% G	105 34% D	294 39% L	372 35% D	73 29% D	29 32% D	399 38% P	372 35% D	102 30% D	136 35% D	737 36% D	426 38% T	447 34% D	201 36% D	246 32% D
Somewhat common	1031 42% CE	130 38% D	62 33% D	135 42% CE	66 33% D	638 46% ABCE	638 43% D	393 41% D	134 43% D	303 40% D	457 43% D	100 40% D	37 41% D	437 41% D	457 43% D	137 41% D	170 44% D	861 42% D	478 42% D	553 42% D	241 43% D	312 41% D
BOTTOM 2 BOX (NET)	403 16% D	45 13% D	33 18% D	55 17% D	25 12% D	245 17% B	276 18% H	127 13% D	58 19% D	113 15% D	165 16% D	52 21% JK	15 17% D	171 16% D	165 16% D	67 20% D	55 14% D	348 17% D	182 16% D	221 17% D	89 16% D	132 17% D
Not very common	363 15% D	43 12% D	25 13% D	51 16% D	24 12% D	220 16% D	248 17% H	115 12% D	54 17% J	94 13% D	153 14% D	49 20% JK	13 14% D	148 14% D	153 14% D	62 18% N	43 11% D	320 15% Q	160 14% D	203 15% D	80 14% D	123 16% D
Not at all common	40 2% D	2 1% D	8 4% ABDEF	4 1% D	1 * D	25 2% D	28 2% D	12 1% D	4 1% D	19 3% K	12 1% D	3 1% D	2 2% D	23 2% D	12 1% D	5 1% D	12 3% R	28 1% D	22 2% D	18 1% D	9 2% D	9 1% D
Don't know	148 6% F	27 8% F	8 4% ACEF	33 10% ACEF	9 4% D	71 5% D	78 5% D	70 7% G	14 5% D	40 5% D	62 6% D	23 9% IJ	9 10% I	54 5% D	62 6% D	32 9% NO	27 7% D	121 6% D	42 4% D	106 8% S	34 6% D	72 9% U
Sigma	2455 100%	345 100%	186 100%	319 100%	203 100%	1402 100%	1492 100%	963 100%	311 100%	750 100%	1056 100%	248 100%	90 100%	1061 100%	1056 100%	338 100%	388 100%	2067 100%	1128 100%	1327 100%	565 100%	762 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base

Q1117_4. How common do you feel each type of abusive Internet behavior is?
4. Stolen credentials

14 Mar 2015
Table 543

Base: Aware Of Abusive Internet Behavior

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	4116	685	376	747	264	2044	2256	1860	537	1172	1740	461	206	1709	1740	667	693	3423	1609	2507	886	1621
Weighted Base	4116	685	376	747	264	2044	2256	1860	537	1172	1740	461	206	1709	1740	667	693	3423	1609	2507	886	1621
TOP 2 BOX (NET)	3320 81% D	587 86% ADF	327 87% ADF	555 74% ADF	226 86% ADF	1625 80% D	1788 79% G	1532 82% G	431 80% L	957 82% L	1417 81% L	340 74% L	175 85% L	1388 81% P	1417 81% P	515 77% P	569 82% P	2751 80% P	1318 82% P	2002 80% P	713 80% P	1289 80% P
Very common	1734 42% DF	354 52% ADF	194 52% ADF	277 37% ADF	141 53% ADF	768 38% D	905 40% G	829 45% G	198 37% J	509 43% J	753 43% J	180 39% J	94 46% J	707 41% J	753 43% J	274 41% J	301 43% J	1433 42% J	698 43% J	1036 41% J	361 41% J	675 42% J
Somewhat common	1586 39% BE	233 34% BE	133 35% BE	278 37% BE	85 32% BE	857 42% BCDE	883 39% H	703 38% H	233 43% JKL	448 38% JKL	664 38% JKL	160 35% JKL	81 39% JKL	681 40% JKL	664 38% JKL	241 36% JKL	268 39% JKL	1318 39% JKL	620 39% JKL	966 39% JKL	352 40% JKL	614 38% JKL
BOTTOM 2 BOX (NET)	575 14% BC	60 9% BC	34 9% BC	124 17% ABCE	30 11% BC	327 16% ABC	356 16% H	219 12% H	86 16% H	156 13% H	226 13% H	85 18% JKM	22 11% JKM	242 14% JKM	226 13% JKM	107 16% JKM	81 12% JKM	494 14% JKM	235 15% JKM	340 14% JKM	133 15% JKM	207 13% JKM
Not very common	526 13% BC	57 8% BC	30 8% BC	114 15% ABC	28 11% ABC	297 15% ABC	325 14% H	201 11% H	78 15% M	139 12% M	212 12% M	80 17% JKM	17 8% JKM	217 13% JKM	212 12% JKM	97 15% JKM	72 10% JKM	454 13% Q	211 13% Q	315 13% Q	121 14% Q	194 12% Q
Not at all common	49 1% B	3 * B	4 1% B	10 1% B	2 1% B	30 1% B	31 1% B	18 1% B	8 1% B	17 1% B	14 1% B	5 1% B	5 2% K	25 1% K	14 1% K	10 1% K	9 1% K	40 1% K	24 1% K	25 1% K	12 1% K	13 1% K
Don't know	221 5% F	38 6% F	15 4% F	68 9% ABCEF	8 3% F	92 5% F	112 5% F	109 6% F	20 4% F	59 5% F	97 6% F	36 8% IJ	9 4% IJ	79 5% IJ	97 6% IJ	45 7% N	43 6% N	178 5% N	56 3% N	165 7% S	40 5% S	125 8% U
Sigma	4116 100%	685 100%	376 100%	747 100%	264 100%	2044 100%	2256 100%	1860 100%	537 100%	1172 100%	1740 100%	461 100%	206 100%	1709 100%	1740 100%	667 100%	693 100%	3423 100%	1609 100%	2507 100%	886 100%	1621 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q1117_5. How common do you feel each type of abusive Internet behavior is?
5. Malware

14 Mar 2015
Table 544

Base: Aware Of Abusive Internet Behavior

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	4670	794	463	823	313	2277	2678	1992	618	1338	1963	513	238	1956	1963	751	819	3851	1814	2856	1035	1821
Weighted Base	4670	794	463	823	313	2277	2678	1992	618	1338	1963	513	238	1956	1963	751	819	3851	1814	2856	1035	1821
TOP 2 BOX (NET)	4166 89% D	734 92% ADF	426 92% ADF	709 86% ADF	284 91% D	2013 88% ADF	2389 89% ADF	1777 89% ADF	539 87% ADF	1183 88% ADF	1785 91% IJM	456 89% IJM	203 85% IJM	1722 88% IJM	1785 91% NP	659 88% NP	719 88% NP	3447 90% NP	1646 91% T	2520 88% T	921 89% T	1599 88% T
Very common	2832 61% DF	553 70% ADF	329 71% ADF	455 55% ADF	216 69% ADF	1279 56% ADF	1634 61% ADF	1198 60% ADF	374 61% L	812 61% L	1229 63% L	276 54% L	141 59% L	1186 61% P	1229 63% P	417 56% P	492 60% P	2340 61% P	1129 62% P	1703 60% P	645 62% V	1058 58% V
Somewhat common	1334 29% BCE	181 23% BCE	97 21% BCE	254 31% BCE	68 22% BCE	734 32% BCE	755 28% BCE	579 29% BCE	165 27% BCE	371 28% BCE	556 28% IJKM	180 35% IJKM	62 26% IJKM	536 27% IJKM	556 28% NO	242 32% NO	227 28% NO	1107 29% NO	517 29% NO	817 29% NO	276 27% NO	541 30% NO
BOTTOM 2 BOX (NET)	292 6% B	23 3% B	20 4% B	55 7% B	18 6% B	176 8% ABC	182 7% ABC	110 6% ABC	47 8% K	93 7% K	99 5% K	31 6% K	22 9% K	140 7% O	99 5% O	53 7% O	60 7% O	232 6% O	111 6% O	181 6% O	75 7% O	106 6% O
Not very common	252 5% BC	20 3% BC	12 3% BC	50 6% BC	17 5% BC	153 7% ABC	158 6% ABC	94 5% ABC	41 7% K	79 6% K	86 4% K	26 5% K	20 8% K	120 6% O	86 4% O	46 6% O	48 6% O	204 5% O	92 5% O	160 6% O	64 6% O	96 5% O
Not at all common	40 1% R	3 * R	8 2% AB	5 1% AB	1 * AB	23 1% AB	24 1% AB	16 1% AB	6 1% AB	14 1% AB	13 1% AB	5 1% AB	2 1% AB	20 1% AB	13 1% AB	7 1% AB	12 1% R	28 1% R	19 1% R	21 1% R	11 1% R	10 1% R
Don't know	212 5% F	37 5% F	17 4% ABCE	59 7% ABCE	11 4% ABCE	88 4% ABCE	107 4% ABCE	105 5% G	32 5% G	62 5% G	79 4% G	26 5% G	13 5% G	94 5% G	79 4% G	39 5% G	40 5% G	172 4% G	57 3% G	155 5% S	39 4% S	116 6% U
Sigma	4670 100%	794 100%	463 100%	823 100%	313 100%	2277 100%	2678 100%	1992 100%	618 100%	1338 100%	1963 100%	513 100%	238 100%	1956 100%	1963 100%	751 100%	819 100%	3851 100%	1814 100%	2856 100%	1035 100%	1821 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q1121. Have you ever been impacted by any of these types of abusive Internet behaviors?
SUMMARY TABLE OF YES

14 Mar 2015
Table 545

Base: Aware Of Abusive Internet Behavior

	Region																				Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No														
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)														
Unweighted Base	5768	879	562	978	389	2960	3205	2563	789	1681	2397	622	279	2470	2397	901	1072	4696	2287	3481	1303	2178														
Weighted Base	5768	879	562	978	389	2960	3205	2563	789	1681	2397	622	279	2470	2397	901	1072	4696	2287	3481	1303	2178														
Spamming	3527 73% B	550 68% ABDF	387 80% ABDF	625 73% B	258 75% B	1707 72% B	1984 74% H	1543 71% H	450 72% M	999 74% M	1499 73% M	405 72% M	174 67% M	1449 73% M	1499 73% M	579 70% M	591 67% M	2936 74% Q	1395 76% T	2132 70% T	825 75% V	1307 68% V														
Malware	2800 60% D	452 57% ABDF	309 67% ABDF	444 54% ABDF	195 62% D	1400 61% ABD	1717 64% H	1083 54% H	381 62% M	803 60% M	1183 60% M	308 60% M	125 53% M	1184 61% M	1183 60% M	433 58% M	456 56% M	2344 61% Q	1187 65% T	1613 56% T	656 63% V	957 53% V														
Phishing	1365 30% D	204 27% ABDF	141 38% ABDF	204 26% ABDF	102 33% D	714 31% D	814 31% H	551 28% H	123 23% M	417 33% I	581 30% I	166 31% I	78 32% I	540 30% M	581 30% M	244 32% M	228 30% M	1137 30% Q	626 36% T	739 26% T	295 30% V	444 24% V														
Stolen credentials	816 20% BD	104 15% BD	83 22% BD	94 13% BD	59 22% BD	476 23% ABD	474 21% H	342 18% H	93 17% M	249 21% L	364 21% L	74 16% L	36 17% L	342 20% P	364 21% P	110 16% P	116 17% P	700 20% Q	409 25% T	407 16% T	161 18% V	246 15% V														
Cyber squatting	442 18% D	52 15% ABDF	49 26% ABDF	33 10% ABDF	37 18% D	271 19% D	290 19% H	152 16% H	48 15% M	167 22% IKL	183 17% IKL	32 13% IKL	12 13% IKL	215 20% P	183 17% P	44 13% P	69 18% P	373 18% Q	282 25% T	160 12% T	87 15% V	73 10% V														

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base

Q1121_1. Have you ever been impacted by any of these types of abusive Internet behaviors?
1. Phishing

14 Mar 2015
Table 546

Base: Aware Of Abusive Internet Behavior

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	4558	747	372	799	309	2331	2586	1972	544	1280	1960	530	244	1824	1960	774	767	3791	1754	2804	981	1823
Weighted Base	4558	747	372	799	309	2331	2586	1972	544	1280	1960	530	244	1824	1960	774	767	3791	1754	2804	981	1823
Yes	1365 30% D	204 27% ABDF	141 38% ABDF	204 26% ACEF	102 33% D	714 31% D	814 31% H	551 28% H	123 23% I	417 33% J	581 30% K	166 31% L	78 32% M	540 30% N	581 30% O	244 32% P	228 30% Q	1137 30% R	626 36% S	739 26% T	295 30% U	444 24% V
No	2439 54% CF	438 59% ACF	161 43% ABDF	481 60% ACEF	162 52% C	1197 51% C	1363 53% H	1076 55% H	335 62% JKLM	677 53% J	1054 54% L	258 49% L	115 47% M	1012 55% N	1054 54% O	373 48% P	419 55% Q	2020 53% R	888 51% S	1551 55% T	509 52% U	1042 57% V
Not sure	754 17% B	105 14% BD	70 19% BD	114 14% ACEF	45 15% D	420 18% ABD	409 16% H	345 17% H	86 16% I	186 15% J	325 17% K	106 20% L	51 21% M	272 15% N	325 17% O	157 20% NO	120 16% Q	634 17% R	240 14% S	514 18% T	177 18% U	337 18% V
Sigma	4558 100%	747 100%	372 100%	799 100%	309 100%	2331 100%	2586 100%	1972 100%	544 100%	1280 100%	1960 100%	530 100%	244 100%	1824 100%	1960 100%	774 100%	767 100%	3791 100%	1754 100%	2804 100%	981 100%	1823 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q1121_2. Have you ever been impacted by any of these types of abusive Internet behaviors?
2. Spamming

14 Mar 2015
Table 547

Base: Aware Of Abusive Internet Behavior

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	4853	808	482	855	344	2364	2681	2172	626	1350	2054	563	260	1976	2054	823	878	3975	1824	3029	1106	1923
Weighted Base	4853	808	482	855	344	2364	2681	2172	626	1350	2054	563	260	1976	2054	823	878	3975	1824	3029	1106	1923
Yes	3527 73% B	550 68% ABDF	387 80% B	625 73% B	258 75% B	1707 72% B	1984 74% H	1543 71% H	450 72% M	999 74% M	1499 73% M	405 72% M	174 67% M	1449 73% M	1499 73% M	579 70% M	591 67% M	2936 74% Q	1395 76% T	2132 70% T	825 75% V	1307 68% V
No	946 19% C	194 24% ACDEF	62 13% C	164 19% C	63 18% C	463 20% C	496 19% C	450 21% C	127 20% C	242 18% C	412 20% C	110 20% C	55 21% C	369 19% C	412 20% C	165 20% C	214 24% R	732 18% R	317 17% R	629 21% S	189 17% S	440 23% U
Not sure	380 8%	64 8%	33 7%	66 8%	23 7%	194 8%	201 7%	179 8%	49 8%	109 8%	143 7%	48 9%	31 12% JK	158 8%	143 7%	79 10% O	73 8%	307 8%	112 6%	268 9% S	92 8% S	176 9% S
Sigma	4853 100%	808 100%	482 100%	855 100%	344 100%	2364 100%	2681 100%	2172 100%	626 100%	1350 100%	2054 100%	563 100%	260 100%	1976 100%	2054 100%	823 100%	878 100%	3975 100%	1824 100%	3029 100%	1106 100%	1923 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q1121_3. Have you ever been impacted by any of these types of abusive Internet behaviors?
3. Cyber squatting

14 Mar 2015
Table 548

Base: Aware Of Abusive Internet Behavior

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	2455	345	186	319	203	1402	1492	963	311	750	1056	248	90*	1061	1056	338	388	2067	1128	1327	565	762
Weighted Base	2455	345	186	319	203	1402	1492	963	311	750	1056	248	90*	1061	1056	338	388	2067	1128	1327	565	762
Yes	442 18% D	52 15%	49 26% ABDF	33 10%	37 18% D	271 19% D	290 19% H	152 16%	48 15%	167 22% IKL	183 17%	32 13%	12 13%	215 20% P	183 17%	44 13%	69 18%	373 18%	282 25% T	160 12%	87 15% V	73 10%
No	1617 66% CF	251 73% ACF	96 52%	242 76% ACEF	132 65% C	896 64% C	967 65%	650 67%	214 69%	479 64%	698 66%	170 69%	56 62%	693 65%	698 66%	226 67%	249 64%	1368 66%	714 63%	903 68% S	364 64%	539 71% U
Not sure	396 16% B	42 12%	41 22% ABD	44 14%	34 17%	235 17% B	235 16%	161 17%	49 16%	104 14%	175 17%	46 19%	22 24% J	153 14%	175 17%	68 20% N	70 18%	326 16%	132 12%	264 20% S	114 20%	150 20%
Sigma	2455 100%	345 100%	186 100%	319 100%	203 100%	1402 100%	1492 100%	963 100%	311 100%	750 100%	1056 100%	248 100%	90 100%	1061 100%	1056 100%	338 100%	388 100%	2067 100%	1128 100%	1327 100%	565 100%	762 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base

Q1121_4. Have you ever been impacted by any of these types of abusive Internet behaviors?
4. Stolen credentials

14 Mar 2015
Table 549

Base: Aware Of Abusive Internet Behavior

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	4116	685	376	747	264	2044	2256	1860	537	1172	1740	461	206	1709	1740	667	693	3423	1609	2507	886	1621
Weighted Base	4116	685	376	747	264	2044	2256	1860	537	1172	1740	461	206	1709	1740	667	693	3423	1609	2507	886	1621
Yes	816 20% BD	104 15%	83 22% BD	94 13%	59 22% BD	476 23% ABD	474 21% H	342 18%	93 17%	249 21% L	364 21% L	74 16%	36 17%	342 20% P	364 21% P	110 16%	116 17%	700 20% Q	409 25% T	407 16%	161 18%	246 15%
No	2650 64% F	510 74% ACEF	231 61%	550 74% ACEF	174 66% F	1185 58% ABDE	1425 63%	1225 66%	368 69% JK	742 63%	1094 63%	312 68%	134 65%	1110 65%	1094 63%	446 67%	459 66%	2191 64%	1004 62%	1646 66% S	555 63%	1091 67% U
Not sure	650 16% B	71 10%	62 16% B	103 14% B	31 12%	383 19% ABDE	357 16%	293 16%	76 14%	181 15%	282 16%	75 16%	36 17%	257 15%	282 16%	111 17%	118 17%	532 16%	196 12%	454 18% S	170 19%	284 18%
Sigma	4116 100%	685 100%	376 100%	747 100%	264 100%	2044 100%	2256 100%	1860 100%	537 100%	1172 100%	1740 100%	461 100%	206 100%	1709 100%	1740 100%	667 100%	693 100%	3423 100%	1609 100%	2507 100%	886 100%	1621 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q1121_5. Have you ever been impacted by any of these types of abusive Internet behaviors?
5. Malware

14 Mar 2015
Table 550

Base: Aware Of Abusive Internet Behavior

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	4670	794	463	823	313	2277	2678	1992	618	1338	1963	513	238	1956	1963	751	819	3851	1814	2856	1035	1821
Weighted Base	4670	794	463	823	313	2277	2678	1992	618	1338	1963	513	238	1956	1963	751	819	3851	1814	2856	1035	1821
Yes	2800 60% D	452 57% ABDF	309 67% ABDF	444 54% ACEF	195 62% D	1400 61% ABD	1717 64% H	1083 54% G	381 62% M	803 60% M	1183 60% M	308 60% M	125 53% M	1184 61% N	1183 60% O	433 58% P	456 56% Q	2344 61% Q	1187 65% T	1613 56% T	656 63% V	957 53% V
No	1279 27% CF	255 32% ACEF	92 20% ACEF	279 34% ACEF	78 25% E	575 25% C	659 25% G	620 31% H	164 27% I	369 28% J	544 28% K	140 27% L	62 26% M	533 27% N	544 28% O	202 27% P	258 32% R	1021 27% Q	447 25% S	832 29% T	236 23% U	596 33% V
Not sure	591 13%	87 11%	62 13%	100 12%	40 13%	302 13%	302 11%	289 15% G	73 12%	166 12%	236 12%	65 13%	51 21% IJKL	239 12%	236 12%	116 15% NO	105 13%	486 13%	180 10%	411 14% S	143 14%	268 15%
Sigma	4670 100%	794 100%	463 100%	823 100%	313 100%	2277 100%	2678 100%	1992 100%	618 100%	1338 100%	1963 100%	513 100%	238 100%	1956 100%	1963 100%	751 100%	819 100%	3851 100%	1814 100%	2856 100%	1035 100%	1821 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q1126. How scared are you of each of the following?
SUMMARY TABLE OF TOP 2 BOX

14 Mar 2015
Table 551

Base: Aware Of Abusive Internet Behavior

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	5768	879	562	978	389	2960	3205	2563	789	1681	2397	622	279	2470	2397	901	1072	4696	2287	3481	1303	2178
Weighted Base	5768	879	562	978	389	2960	3205	2563	789	1681	2397	622	279	2470	2397	901	1072	4696	2287	3481	1303	2178
Stolen credentials	3521 86% B	542 79%	338 90% ABDE	627 84% B	215 81%	1799 88% ABDE	1872 83%	1649 89% G	448 83%	984 84%	1505 86%	403 87%	181 88%	1432 84%	1505 86% N	584 88% N	598 86%	2923 85%	1363 85%	2158 86%	792 89% V	1366 84%
Malware	3784 81% BCD	589 74%	359 78%	630 77%	243 78%	1963 86% ABCDE	2094 78%	1690 85% G	453 73%	1081 81% I	1628 83% I	428 83% I	194 82% I	1534 78%	1628 83% N	622 83% N	645 79%	3139 82%	1461 81%	2323 81%	883 85% V	1440 79%
Phishing	3488 77% BD	467 63%	306 82% ABDE	543 68% B	230 74% BD	1942 83% ABDE	1911 74%	1577 80% G	382 70%	986 77% IM	1541 79% IM	407 77% I	172 70%	1368 75%	1541 79% NP	579 75%	580 76%	2908 77%	1367 78%	2121 76%	805 82% V	1316 72%
Cyber squatting	1613 66% BD	183 53%	156 84% ABDEF	189 59%	147 72% ABD	938 67% BD	938 63%	675 70% G	227 73% JKLM	494 66%	681 64%	157 63%	54 60%	721 68%	681 64%	211 62%	272 70% R	1341 65%	776 69% T	837 63%	398 70% V	439 58%
Spamming	2889 60% BCD	418 52%	262 54% D	407 48%	191 56% D	1611 68% ABCDE	1560 58%	1329 61% G	312 50%	807 60% I	1266 62% I	354 63% I	150 58% I	1119 57%	1266 62% N	504 61% N	513 58%	2376 60%	1124 62% T	1765 58%	698 63% V	1067 55%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base

Q1126. How scared are you of each of the following?
SUMMARY TABLE OF BOTTOM 2 BOX

Base: Aware Of Abusive Internet Behavior

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Unweighted Base	5768	879	562	978	389	2960	3205	2563	789	1681	2397	622	279	2470	2397	901	1072	4696	2287	3481	1303	2178
Weighted Base	5768	879	562	978	389	2960	3205	2563	789	1681	2397	622	279	2470	2397	901	1072	4696	2287	3481	1303	2178
Spamming	1964 40% F	390 48% AF	220 46% AF	448 52% ACEF	153 44% F	753 32% CF	1121 42% H	843 39% H	314 50% JKLM	543 40% I	788 38% I	209 37% I	110 42% I	857 43% OP	788 38% I	319 39% I	365 42% I	1599 40% I	700 38% I	1264 42% S	408 37% U	856 43% U
Cyber squatting	842 34% CE	162 47% ACEF	30 16% AF	130 41% ACEF	56 28% C	464 33% C	554 37% H	288 30% H	84 27% I	256 34% I	375 36% I	91 37% I	36 40% I	340 32% I	375 36% I	127 38% I	116 30% I	726 35% Q	352 31% I	490 37% S	167 30% U	323 42% U
Phishing	1070 23% CF	280 37% ACDEF	66 18% AF	256 32% ACEF	79 26% CF	389 17% CF	675 26% H	395 20% H	162 30% JKL	294 23% I	419 21% I	123 23% I	72 30% JK	456 25% O	419 21% I	195 25% O	187 24% I	883 23% I	387 22% I	683 24% I	176 18% U	507 28% U
Malware	886 19% F	205 26% AF	104 22% AF	193 23% AF	70 22% F	314 14% CF	584 22% H	302 15% H	165 27% JKLM	257 19% I	335 17% I	85 17% I	44 18% I	422 22% OP	335 17% I	129 17% I	174 21% I	712 18% I	353 19% I	533 19% I	152 15% U	381 21% U
Stolen credentials	595 14% CF	143 21% ACDF	38 10% AF	120 16% CF	49 19% CF	245 12% CF	384 17% H	211 11% H	89 17% I	188 16% I	235 14% I	58 13% I	25 12% I	277 16% OP	235 14% I	83 12% I	95 14% I	500 15% I	246 15% I	349 14% I	94 11% U	255 16% U

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base

Q1126_1. How scared are you of each of the following?

14 Mar 2015
Table 553

1. Phishing

Base: Aware Of Abusive Internet Behavior

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	4558	747	372	799	309	2331	2586	1972	544	1280	1960	530	244	1824	1960	774	767	3791	1754	2804	981	1823
Weighted Base	4558	747	372	799	309	2331	2586	1972	544	1280	1960	530	244	1824	1960	774	767	3791	1754	2804	981	1823
TOP 2 BOX (NET)	3488 77% BD	467 63%	306 82% ABDE	543 68% B	230 74% BD	1942 83% ABDE	1911 74%	1577 80% G	382 70%	986 77% IM	1541 79% IM	407 77% I	172 70%	1368 75%	1541 79% NP	579 75%	580 76%	2908 77%	1367 78%	2121 76%	805 82% V	1316 72%
Very scared	1542 34% BD	185 25%	183 49% ABDEF	216 27% BD	109 35% BD	849 36% ABD	839 32%	703 36% G	149 27%	461 36% IM	675 34% IM	194 37% IM	63 26%	610 33%	675 34% 33%	257 33%	250 33%	1292 34%	633 36% T	909 32%	398 41% V	511 28%
Somewhat scared	1946 43% BC	282 38%	123 33%	327 41% C	121 39% ABCDE	1093 47% 41%	1072 41%	874 44%	233 43%	525 41% 44%	866 44%	213 40%	109 45%	758 42%	866 44%	322 42%	330 43%	1616 43%	734 42%	1212 43%	407 41%	805 44%
BOTTOM 2 BOX (NET)	1070 23% CF	280 37% ACDEF	66 18%	256 32% ACEF	79 26% CF	389 17%	675 26% H	385 20%	162 30% JKL	294 23%	419 21%	123 23%	72 30% JK	456 25% O	419 21%	195 25% O	187 24%	883 23%	387 22%	683 24%	176 18%	507 28% U
Not very scared	786 17% CF	206 28% ACEF	44 12%	197 25% ACEF	52 17% F	287 12% H	494 19% H	292 15%	112 21% JK	203 16%	313 16%	92 17%	66 27% IJKL	315 17%	313 16%	158 20% O	142 19%	644 17%	268 15%	518 18% S	128 13% U	390 21% U
Not at all scared	284 6% F	74 10% ACF	22 6%	59 7% F	27 9% F	102 4% H	181 7% H	103 5%	50 9% KLM	91 7% KM	106 5% M	31 6% M	6 2%	141 8% OP	106 5%	37 5%	45 6%	239 6%	119 7%	165 6%	48 5% 5%	117 6%
Sigma	4558 100%	747 100%	372 100%	799 100%	309 100%	2331 100%	2586 100%	1972 100%	544 100%	1280 100%	1960 100%	530 100%	244 100%	1824 100%	1960 100%	774 100%	767 100%	3791 100%	1754 100%	2804 100%	981 100%	1823 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q1126_2. How scared are you of each of the following?

2. Spamming

Base: Aware Of Abusive Internet Behavior

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	4853	808	482	855	344	2364	2681	2172	626	1350	2054	563	260	1976	2054	823	878	3975	1824	3029	1106	1923
Weighted Base	4853	808	482	855	344	2364	2681	2172	626	1350	2054	563	260	1976	2054	823	878	3975	1824	3029	1106	1923
TOP 2 BOX (NET)	2889 60% BCD	418 52%	262 54% D	407 48%	191 56% D	1611 68% ABCDE	1560 58%	1329 61% G	312 50%	807 60% I	1266 62% I	354 63% I	150 58% I	1119 57%	1266 62% N	504 61% N	513 58%	2376 60%	1124 62% T	1765 58%	698 63% V	1067 55%
Very scared	1041 21% BD	137 17%	112 23% BD	132 15%	80 23% BD	580 25% ABD	558 21%	483 22%	98 16%	313 23%	446 22%	134 24%	50 19%	411 21%	446 22%	184 22%	193 22%	848 21%	419 23% T	622 21%	278 25% V	344 18%
Somewhat scared	1848 38% BCDE	281 35%	150 31%	275 32%	111 32%	1031 44% ABCDE	1002 37%	846 39%	214 34%	494 37%	820 40% I	220 39%	100 38%	708 36%	820 40% N	320 39%	320 36%	1528 38%	705 39%	1143 38%	420 38%	723 38%
BOTTOM 2 BOX (NET)	1964 40% F	390 48% AF	220 46% AF	448 52% ACEF	153 44% F	753 32% ACEF	1121 42% H	843 39%	314 50% JKLM	543 40%	788 38%	209 37%	110 42%	857 43% OP	788 38%	319 39%	365 42%	1599 40%	700 38%	1264 42% S	408 37%	856 45% U
Not very scared	1432 30% F	277 34% AEF	151 31% F	328 38% ACEF	96 28%	580 25%	817 30%	615 28%	213 34% JKL	379 28%	588 29%	161 29%	91 35% JK	592 30%	588 29%	252 31%	279 32%	1153 29%	502 28%	930 31% S	302 27%	628 33% U
Not at all scared	532 11% F	113 14% AF	69 14% AF	120 14% AF	57 17% AF	173 7% AF	304 11%	228 10%	101 16% JKLM	164 12% KLM	200 10%	48 9%	19 7%	265 13% OP	200 10%	67 8%	86 10%	446 11%	198 11%	334 11%	106 10%	228 12%
Sigma	4853 100%	808 100%	482 100%	855 100%	344 100%	2364 100%	2681 100%	2172 100%	626 100%	1350 100%	2054 100%	563 100%	260 100%	1976 100%	2054 100%	823 100%	878 100%	3975 100%	1824 100%	3029 100%	1106 100%	1923 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q1126_3. How scared are you of each of the following?
3. Cyber squatting

Base: Aware Of Abusive Internet Behavior

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2455	345	186	319	203	1402	1492	963	311	750	1056	248	90*	1061	1056	338	388	2067	1128	1327	565	762
Weighted Base	2455	345	186	319	203	1402	1492	963	311	750	1056	248	90*	1061	1056	338	388	2067	1128	1327	565	762
TOP 2 BOX (NET)	1613 66% BD	183 53%	156 84% ABDEF	189 59%	147 72% ABD	938 67% BD	938 63%	675 70% G	227 73% JKLM	494 66%	681 64%	157 63%	54 60%	721 68%	681 64%	211 62%	272 70% R	1341 65%	776 69% T	837 63%	398 70% V	439 58%
Very scared	707 29% BD	79 23%	85 46% ABDF	67 21%	82 40% ABDF	394 28% D	383 26%	324 34% G	98 32%	217 29%	299 28%	70 28%	23 26%	315 30%	299 28%	93 28%	131 34% R	576 28%	345 31%	362 27%	193 34% V	169 22%
Somewhat scared	906 37% B	104 30%	71 38%	122 38% B	65 32%	544 39% AB	555 37%	351 36%	129 41%	277 37%	382 36%	87 35%	31 34%	406 38%	382 36%	118 35%	141 36%	765 37%	431 38%	475 36%	205 36%	270 35%
BOTTOM 2 BOX (NET)	842 34% CE	162 47% ACEF	30 16%	130 41% ACEF	56 28% C	464 33% C	554 37% H	288 30%	84 27%	256 34% I	375 36% I	91 37% I	36 40% I	340 32%	375 36%	127 38%	116 30%	726 35% Q	352 31%	490 37% S	167 30%	323 42% U
Not very scared	582 24% CE	101 29% ACE	19 10%	80 25% CE	31 15%	351 25% CE	384 26% H	198 21%	58 19%	174 23%	264 25% I	63 25%	23 26%	232 22%	264 25%	86 25%	88 23%	494 24%	243 22%	339 26% S	130 23%	209 27%
Not at all scared	260 11% CF	61 18% ACF	11 6%	50 16% ACF	25 12% CF	113 8% CF	170 11%	90 9%	26 8%	82 11%	111 11%	28 11%	13 14%	108 10%	111 11%	41 12%	28 7%	232 11% Q	109 10%	151 11%	37 7%	114 15% U
Sigma	2455 100%	345 100%	186 100%	319 100%	203 100%	1402 100%	1492 100%	963 100%	311 100%	750 100%	1056 100%	248 100%	90 100%	1061 100%	1056 100%	338 100%	388 100%	2067 100%	1128 100%	1327 100%	565 100%	762 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base

Q1126_4. How scared are you of each of the following?
4. Stolen credentials

Base: Aware Of Abusive Internet Behavior

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	4116	685	376	747	264	2044	2256	1860	537	1172	1740	461	206	1709	1740	667	693	3423	1609	2507	886	1621
Weighted Base	4116	685	376	747	264	2044	2256	1860	537	1172	1740	461	206	1709	1740	667	693	3423	1609	2507	886	1621
TOP 2 BOX (NET)	3521 86% B	542 79% ABDE	338 90% ABDE	627 84% B	215 81% ABDE	1799 88% ABDE	1872 83% G	1649 89% G	448 83% I	984 84% J	1505 86% K	403 87% L	181 88% M	1432 84% N	1505 86% N	584 88% N	598 86% Q	2923 85% R	1363 85% S	2158 86% T	792 89% V	1366 84% V
Very scared	2055 50% BD	306 45% ABDEF	234 62% ABDEF	338 45% CE	143 54% BD	1034 51% BD	1054 47% G	1001 54% G	258 48% I	580 49% J	863 50% K	252 55% L	102 50% M	838 49% N	863 50% O	354 53% P	357 52% Q	1698 50% R	839 52% S	1216 49% T	502 57% V	714 44% V
Somewhat scared	1466 36% CE	236 34% CE	104 28% CE	289 39% CE	72 27% CE	765 37% ACE	818 36% H	648 35% H	190 35% I	404 34% J	642 37% K	151 33% L	79 38% M	594 35% N	642 37% O	230 34% P	241 35% Q	1225 36% R	524 33% S	942 38% S	290 33% U	652 40% U
BOTTOM 2 BOX (NET)	595 14% CF	143 21% ACDF	38 10% ACDF	120 16% CF	49 19% CF	245 12% CF	384 17% H	211 11% H	89 17% I	188 16% J	235 14% K	58 13% L	25 12% M	277 16% OP	235 14% O	83 12% P	95 14% Q	500 15% R	246 15% S	349 14% T	94 11% U	255 16% U
Not very scared	455 11% CF	115 17% ACDEF	24 6% ACDEF	93 12% CF	30 11% C	193 9% C	294 13% H	161 9% H	67 12% I	137 12% J	185 11% K	44 10% L	22 11% M	204 12% N	185 11% O	66 10% P	75 11% Q	380 11% R	181 11% S	274 11% T	74 8% U	200 12% U
Not at all scared	140 3% F	28 4% F	14 4% F	27 4% F	19 7% ABDF	52 3% ABDF	90 4% H	50 3% H	22 4% I	51 4% KM	50 3% K	14 3% L	3 1% M	73 4% OP	50 3% O	17 3% P	20 3% Q	120 4% R	65 4% S	75 3% T	20 2% U	55 3% U
Sigma	4116 100%	685 100%	376 100%	747 100%	264 100%	2044 100%	2256 100%	1860 100%	537 100%	1172 100%	1740 100%	461 100%	206 100%	1709 100%	1740 100%	667 100%	693 100%	3423 100%	1609 100%	2507 100%	886 100%	1621 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q1126_5. How scared are you of each of the following?

5. Malware

Base: Aware Of Abusive Internet Behavior

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	4670	794	463	823	313	2277	2678	1992	618	1338	1963	513	238	1956	1963	751	819	3851	1814	2856	1035	1821
Weighted Base	4670	794	463	823	313	2277	2678	1992	618	1338	1963	513	238	1956	1963	751	819	3851	1814	2856	1035	1821
TOP 2 BOX (NET)	3784 81% BCD	589 74%	359 78%	630 77%	243 78%	1963 86% ABCDE	2094 78%	1690 85% G	453 73%	1081 81% I	1628 83% I	428 83% I	194 82% I	1534 78%	1628 83% N	622 83% N	645 79%	3139 82%	1461 81%	2323 81%	883 85% V	1440 79%
Very scared	1853 40% BD	263 33%	191 41% BD	245 30% BD	126 40% BD	1028 45% ABD	995 37%	858 43% G	210 34%	533 40% I	781 40% I	236 46% IJK	93 39%	743 38%	781 40%	329 44% N	315 38%	1538 40%	738 41%	1115 39%	478 46% V	637 35%
Somewhat scared	1931 41% C	326 41%	168 36% ABCEF	385 47% ABCEF	117 37%	935 41%	1099 41%	832 42%	243 39%	548 41% L	847 43% L	192 37%	101 42%	791 40%	847 43%	293 39%	330 40%	1601 42%	723 40%	1208 42%	405 39% U	803 44%
BOTTOM 2 BOX (NET)	886 19% F	205 26% AF	104 22% AF	193 23% AF	70 22% F	314 14%	584 22% H	302 15%	165 27% JKLM	257 19%	335 17%	85 17%	44 18%	422 22% OP	335 17%	129 17%	174 21%	712 18%	353 19%	533 19%	152 15% U	381 21% U
Not very scared	692 15% F	167 21% AEF	78 17% F	149 18% AF	44 14%	254 11%	457 17% H	235 12%	119 19% JKL	197 15%	266 14%	70 14%	40 17%	316 16% O	266 14%	110 15%	141 17% R	551 14%	272 15%	420 15%	112 11% U	308 17% U
Not at all scared	194 4% F	38 5% F	26 6% F	44 5% F	26 8% ABF	60 3%	127 5% H	67 3%	46 7% JKLM	60 4% M	69 4%	15 3%	4 2%	106 5% OP	69 4%	19 3%	33 4%	161 4%	81 4%	113 4%	40 4% U	73 4% U
Sigma	4670 100%	794 100%	463 100%	823 100%	313 100%	2277 100%	2678 100%	1992 100%	618 100%	1338 100%	1963 100%	513 100%	238 100%	1956 100%	1963 100%	751 100%	819 100%	3851 100%	1814 100%	2856 100%	1035 100%	1821 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q1130_1. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

14 Mar 2015
Table 558

1. Phishing

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Purchased antivirus software for my computer	3093 50% CE	491 53% CE	261 44%	554 51% CE	184 45%	1603 51% CE	1773 52% CE	1320 48%	352 42%	793 45%	1373 54% IJ	389 57% IJ	186 61% IJK	1145 44%	1373 54% N	575 58% NO	546 46%	2547 51% Q	1211 51%	1882 50%	707 52% V	1175 49%
Changed my internet habits	1779 29% D	254 27%	205 34% ABDF	268 25%	151 37% ABDF	901 29% D	1035 30% H	744 27%	267 32% KLM	584 33% KLM	705 28% LM	163 24%	60 20%	851 33% OP	705 28% P	223 23%	296 25%	1483 30% Q	787 33% T	992 26%	431 32% V	561 23%
Purchased an identity protection plan	681 11% BCD	85 9% D	48 8%	64 6%	43 11% D	441 14% ABCDE	387 11%	294 11%	100 12% L	226 13% KL	270 11%	58 9%	27 9%	326 12% OP	270 11%	85 9%	111 9%	570 11% Q	381 16% T	300 8%	155 11% V	145 6%
Stopped making purchases online	548 9% BD	55 6%	49 8% D	55 5%	53 13% ABCD	336 11% ABD	350 10% H	198 7%	91 11% KM	202 11% KM	176 7%	60 9%	19 6%	293 11% OP	176 7%	79 8%	110 9%	438 9% Q	270 11% T	278 7%	140 10% V	138 6%
Avoid certain/unsecured/not trustworthy/unknown sites	50 1%	7 1%	2	7 1%	7 2% AC	27 1%	30 1%	20 1%	9 1%	15 1%	14 1%	9 1% K	3 1%	24 1%	14 1%	12 1% O	10 1%	40 1% R	20 1%	30 1%	10 1%	20 1%
Screen content/delete/don't open/respond to/forward un expected/strange/unknown emails	44 1% F	20 2% ACEF	2	12 1% F	1	9	23 1%	21 1%	2	8	22 1%	4 1% IJKL	8 3%	10	22 1% N	12 1% N	10 1%	34 1% R	12 1%	32 1%	5	27 1% U
Everything/be careful/cautious	31 1%	5 1%	-	11 1% ACF	1	14	19 1%	12	-	13 1% I	11	6 1%	1	13	11	7 1%	5	26 1% R	12 1%	19 1%	5	14 1%
Delete/don't click on/forward unknown/shortened links/attachments	30	5 1%	1	9 1%	1	14	15	15 1%	5 1%	4	13 1%	4 1%	4 1% J	9	13 1%	8 1%	2	28 1% R	14 1%	16	3	13 1%
Screen/verify sender/website/URL/company/contact them directly	27	8 1% A	1	3	1	14	16	11	3	7	15 1% L	-	2 1% L	10	15 1%	2	4	23 1% T	17 1% T	10	5	5
Don't give out/agree to further use of/be careful when entering personal information	22 D	9 1% ACDF	-	-	2 D	11	11	11	5 1%	4	7	2	4 1% JK	9	7	6 1%	3	19 1% R	6	16	8 1%	8
Change/protect/use strong/different passwords	19	3	1	2	3 1%	10	10	9	2	3	11	2	1	5	11	3	5	14 1% R	10	9	3	6
Use email client/spam filters/blockers (block/report sender)	12 F	3	1	5 AF	-	3	8	4	1	-	5	3	3 1% IJK	1	5	6 1% NO	1	11 1% R	6	6	-	6
Run/schedule scans/clean programs	5	1	-	1	-	3	3	2	1	-	4	-	-	1	4	-	1	4 1% R	4	1	-	1

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q1130_1. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

14 Mar 2015
Table 558

1. Phishing

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Change/use multiple email addresses	4	1	-	-	3 1%	-	3	1	-	2	1	1	-	2	1	1	1	3	2	2	1	1
Firewall	4	-	-	2	-	2	3	1	-	-	3	1	-	-	3	1	-	4	1	3	-	3
Change registration processes/register early/legally/don't register at all	3	-	-	1	-	2	2	1	-	1	1	1	-	1	1	1	1	2	2	1	-	1
Contact police	2	-	1	-	1	-	-	2	-	-	1	1	-	-	1	1	-	2	2	-	-	-
Update systems/software	2	-	1	-	-	1	1	1	-	-	1	1	-	-	1	1	-	2	1	1	-	1
Monitor/be careful with my credit/banking activities	2	1	-	1	-	-	-	2	-	1	1	-	-	1	1	-	-	2	-	2	-	2
Download/install wisely/not from unknown sources	1	-	-	-	-	1	1	-	1	-	-	-	-	1	-	-	-	1	1	-	-	-
Unsubscribe/don't subscribe to useless distribution lists	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	38 1%	8 1%	4 1%	7 1%	4 1%	15 1%	30 1%	8 1%	4 1%	9 1%	14 1%	6 1%	5 2%	13 2%	14 1%	11 1%	5 1%	33 1%	19 1%	19 1%	7 1%	12 1%
None	1200 20% F	217 23% AEF	139 23% AEF	269 25% AEF	65 16% AEF	510 16% AEF	564 17% AEF	636 23% G	195 23% JKL	332 19% JKL	487 19% JKL	125 18% JKL	61 20% JKL	527 20% JKL	487 19% JKL	186 19% JKL	258 22% R	942 19% R	305 13% R	895 24% S	213 16% S	682 28% U
Don't know	17	1	1	8 1%	-	7	6	11	4	5	5	2	1	9	5	3	2	15	3	14	4	10
Declined to answer	14	1	-	7 1%	-	6	8	6	2	4	7	1	-	6	7	1	2	12	4	10	4	6
Sigma	7628 124%	1175 127%	717 120%	1286 118%	520 127%	3930 126%	4298 128%	3330 121%	1044 124%	2213 125%	3147 124%	839 123%	385 127%	3257 125%	3147 124%	1224 124%	1373 116%	6255 126%	3090 130%	4538 120%	1701 125%	2837 118%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q1130_2. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

14 Mar 2015
Table 559

2. Spamming

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Purchased antivirus software for my computer	2836 46%	454 49% E	270 45%	508 47%	170 42%	1434 46%	1641 48%	1195 44%	357 42%	766 43%	1209 48% J	343 50% L	161 53% L	1123 43%	1209 48% N	504 51% N	550 47%	2286 46%	1154 49% T	1682 45%	641 47% V	1041 43%
Changed my internet habits	1509 25% DF	242 26% D	181 30% ADF	220 20%	139 34% ABDF	727 23% D	856 25%	653 24%	235 28% KLM	460 26% L	610 24%	139 20%	65 21%	695 27% OP	610 24% P	204 21%	244 21%	1265 25% Q	624 26% T	885 23%	388 28% V	497 21%
Stopped making purchases online	605 10% BCD	55 6%	40 7%	54 5%	47 11% BCD	409 13% ABCD	356 10%	249 9%	115 14% KLM	233 13% KLM	198 8% M	46 7%	13 4%	348 13% OP	198 8% P	59 6%	126 11%	479 10%	344 15% T	261 7%	140 10% U	121 5%
Purchased an identity protection plan	576 9% BD	63 7%	49 8% D	57 5%	52 13% ABCD	355 11% ABCD	326 10%	250 9%	87 10% LM	210 12% KLM	216 8%	45 7%	18 6%	297 11% OP	216 8% P	63 6%	100 8%	476 10%	332 14% T	244 6%	134 10% U	110 5%
Use email client/spam filters/blockers (block/report sender)	141 2% C	25 3% C	7 1%	28 3%	6 1%	75 2%	83 2%	58 2%	14 2%	41 2%	57 2%	19 3%	10 3%	55 2% NO	57 2% NO	29 3% NO	16 1%	125 3% Q	54 2% Q	87 2% Q	21 2% U	66 3% U
Screen content/delete/don't open/respond to/forward un expected/strange/unknown emails	67 1%	17 2% AF	4 1%	12 1%	6 1%	28 1%	35 1%	32 1%	5 1%	19 1%	25 1%	12 2% I	6 2% I	24 1%	25 1% NO	18 2% NO	12 1%	55 1% NO	24 1% NO	43 1% NO	14 1% NO	29 1% NO
Don't give out/agree to further use of/be careful when entering personal information	18 0%	2 0%	-	4 0%	4 1% ACF	8 0%	9 0%	9 0%	3 0%	6 0%	7 0%	2 0%	-	9 0%	7 0%	2 0%	2 0%	16 0%	7 0%	11 0%	7 0% U	4 0%
Everything/be careful/cautious	18 0%	3 0%	-	7 1% AC	-	8 0%	14 0%	4 0%	-	5 0%	10 0%	2 0%	1 0%	5 0%	10 0%	3 0%	4 0%	14 0%	7 0%	11 0%	1 0%	10 0%
Unsubscribe/don't subscribe to useless distribution lists	16 0% F	4 0% F	1 0%	4 0%	4 1% AF	3 0%	11 0%	5 0%	1 0%	5 0%	4 0%	3 0%	3 1% IK	6 0%	4 0%	6 1% O	3 0%	13 0%	7 0%	9 0%	2 0%	7 0%
Avoid certain/unsecured/not trustworthy/unknown sites	16 0%	4 0%	-	3 0%	2 0%	7 0%	9 0%	7 0%	4 0% K	5 0%	3 0%	4 1% K	-	9 0%	3 0%	4 0%	1 0%	15 0%	6 0%	10 0%	3 0%	7 0%
Change/use multiple email addresses	10 0%	-	-	5 0% ABF	2 0% BF	3 0%	7 0%	3 0%	-	3 0%	6 0%	1 0%	-	3 0%	6 0%	1 0%	1 0%	9 0%	5 0%	5 0%	1 0%	4 0%
Delete/don't click on/forward unknown/shortened links/attachments	8 0% F	4 0% AF	-	2 0%	1 0%	1 0%	4 0%	4 0%	1 0%	-	5 0%	1 0%	1 0% J	1 0%	5 0%	2 0%	-	8 0%	2 0%	6 0%	1 0%	5 0%
Change registration processes/register early/legally/don't register at all	6 0%	-	-	-	-	6 0% A	4 0%	2 0%	1 0%	5 0% K	-	-	-	6 0% O	-	-	1 0%	5 0%	2 0%	4 0%	2 0%	2 0%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q1130_2. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

14 Mar 2015
Table 559

2. Spamming

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Change/protect/use strong/different passwords	5	1	-	2	-	2	1	4	1	-	3	1	-	1	3	1	1	4	1	4	2	2
Screen/verify sender/website/URL/company/contact them directly	4	2	-	-	-	2	-	4	1	1	1	1	-	2	1	1	-	4	2	2	-	2
Firewall	3	-	-	1	-	2	2	1	-	1	2	-	-	1	2	-	-	3	2	1	1	-
Run/schedule scans/clean programs	3	1	-	1	1	-	1	2	-	1	1	1	-	1	1	1	-	3	1	2	-	2
Contact police	2	-	1	-	1	-	-	2	-	-	1	1	-	-	1	1	-	2	2	-	-	-
Monitor/be careful with my credit/banking activities	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Update systems/software	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Download/install wisely/not from unknown sources	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	22	5	1	8	2	6	15	7	5	3	7	3	4	8	7	7	2	20	8	14	6	8
None	1411	234	136	313	69	659	692	719	184	377	615	160	75	561	615	235	270	1141	366	1045	246	799
Don't know	16	2	1	8	1	4	6	10	1	5	3	4	3	6	3	7	1	15	5	11	3	8
Declined to answer	21	1	-	12	-	8	9	12	3	3	8	7	-	6	8	7	2	19	7	14	6	8
Sigma	7313	1119	691	1249	507	3747	4081	3232	1018	2149	2991	795	360	3167	2991	1155	1336	5977	2962	4351	1619	2732
	119%	121%	115%	115%	124%	120%	120%	118%	120%	121%	118%	117%	118%	121%	118%	117%	113%	120%	125%	115%	119%	113%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

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

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Purchased antivirus software for my computer	2546 41%	373 40%	254 42%	429 40%	171 42%	1319 42%	1458 43%	1088 40%	324 38%	729 41%	1101 43%	263 39%	129 42%	1053 40%	1101 43%	392 40%	480 41%	2066 42%	1093 46%	1453 38%	599 44%	854 35%
Changed my internet habits	1129 18% D	163 18% D	150 25% ABDF	150 14%	110 27% ABDF	556 18% D	648 19%	481 18%	189 22% KLM	372 21% KLM	437 17% M	98 14%	33 11%	561 21% OP	437 17% P	131 13%	199 17%	930 19%	511 22% T	618 16%	299 22% V	319 13%
Purchased an identity protection plan	599 10% BD	65 7%	52 9% D	55 5%	48 12% BD	379 12% ABCD	334 10%	265 10%	91 11% LM	220 12% KLM	230 9% L	38 6%	20 7%	311 12% OP	230 9% P	58 6%	121 10%	478 10%	338 14% T	261 7%	133 10% V	128 5%
Stopped making purchases online	427 7% BCD	46 5%	28 5%	45 4%	45 11% ABCD	263 8% ABCD	260 8% H	167 6%	82 10% KLM	155 9% KLM	141 6%	38 6%	11 4%	237 9% OP	141 6% P	49 5%	76 6%	351 7%	232 10% T	195 5%	103 8% V	92 4%
Avoid certain/unsecured/not trustworthy/unknown sites	18 0%	6 1% ACF	-	2	3 1% C	7	9	9	3	5	6	4 1%	-	8	6	4	2	16	5	13	5	8
Screen/verify sender/website/URL/company/contact them directly	14 0%	2	-	2	3 1% AC	7	11	3	1	7	3	2	1	8	3	3	4	10	8	6	5 V	1
Everything/be careful/cautious	13 0%	2	-	4	-	7	8	5	-	4	6	2	1	4	6	3	4	9	5	8	1	7
Change registration processes/register early/legally/don't register at all	12 0%	1	-	-	-	11 A	11 H	1	-	3	7	2	-	3	7	2	1	11	9 T	3	2	1
Change/protect/use strong/different passwords	11 0%	2	-	2	1	6	5	6	1	3	6	1	-	4	6	1	2	9	5	6	3	3
Screen content/delete/don't open/respond to/forward unexpected/strange/unknown emails	8 0%	2	2	1	-	3	3	5	1	1	5	1	-	2	5	1	2	6	2	6	1	5
Don't give out/agree to further use of/be careful when entering personal information	7 0%	2	-	-	1	4	2	5	2	3	1	-	1	5	1	1	2	5	-	7 S	3	4
Use email client/spam filters/blockers (block/report sender)	4 0%	-	-	-	1	3	4	-	1	1	2	-	-	2	2	-	1	3	3	1	1	-
Contact police	3 0%	1	1	-	-	1	-	3	-	-	1	2 J	-	-	1	2 N	-	3	2	1	-	1

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

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

14 Mar 2015
Table 560

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Unsubscribe/don't subscribe to useless distribution lists	2	-	-	1	-	1	1	1	1	-	1	-	-	1	1	-	2	-	2	-	-	-
Run/schedule scans/clean programs	2	1	-	1	-	-	2	-	-	-	1	-	1	-	1	1	-	2	-	2	-	2
Firewall	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	-	1	1	-	-	-
Change/use multiple email addresses	1	1	-	-	-	-	1	-	-	-	-	1	-	-	-	1	-	1	-	1	-	1
Monitor/be careful with my credit/banking activities	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Delete/don't click on/forward unknown/shortened links/attachments	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Update systems/software	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Download/install wisely/not from unknown sources	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	37 1%	2	3 1%	5	3 1%	24 1%	20 1%	17 1%	5 1%	16 1%	13 1%	3	-	21 1%	13 1%	3	4	33 1%	25 1%	12	8 1%	4
None	2198 36% CEF	394 43% ACEF	186 31%	477 44% ACEF	106 26%	1035 33% E	1146 34%	1052 38% G	276 33%	564 32%	933 37% IJ	287 42% IJK	138 45% IJK	840 32%	933 37% N	425 43% NO	398 34%	1800 36%	614 26% T	1584 42% S	402 29% U	1182 49% U
Don't know	34 1%	2	1	13 1% ABCF	1	17 1%	18 1%	16 1%	4	7	9	11 2% IJK	3 1%	11	9	14 1% NO	5	29 1%	12 1%	22 1%	8 1%	14 1%
Declined to answer	25 F	3	-	14 1% ABCEF	-	8	13	12	7 1%	6	8	4 1%	-	13	8	4	6 1%	19	8	17	6	11
Sigma	7091 115%	1068 115%	677 113%	1202 111%	493 121%	3651 117%	3955 116%	3136 114%	988 117%	2096 118%	2912 114%	757 111%	338 111%	3084 118%	2912 114%	1095 111%	1309 111%	5782 116%	2875 121%	4216 112%	1579 116%	2637 109%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q1130_4. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?
4. Stolen credentials

14 Mar 2015
Table 561

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Purchased antivirus software for my computer	2842 46% CE	456 49% ACDE	241 40% AD	480 44% AD	164 40% AD	1501 48% ACDE	1652 49% H	1190 43% H	340 40% I	787 44% IJ	1232 48% IJ	333 49% IJ	150 49% I	1127 43% I	1232 48% N	483 49% N	503 43% Q	2339 47% Q	1142 48% T	1700 45% T	642 47% U	1058 44% V
Changed my internet habits	1499 24% F	250 27% ADF	175 29% ADF	250 23% AD	114 28% F	710 23% H	847 25% H	652 24% H	212 25% I	468 26% LM	610 24% I	148 22% I	61 20% I	680 26% P	610 24% O	209 21% P	248 21% Q	1251 25% Q	632 27% T	867 23% T	366 27% V	501 21% V
Purchased an identity protection plan	929 15% BD	113 12% D	77 13% D	86 8% D	66 16% D	587 19% ABCD	532 16% H	397 14% H	141 17% LM	319 18% KLM	375 15% LM	63 9% I	31 10% I	460 18% OP	375 15% O	94 10% P	174 15% Q	755 15% Q	508 21% T	421 11% T	215 16% U	206 9% V
Stopped making purchases online	597 10% D	74 8% D	52 9% D	52 5% AD	58 14% ABCD	361 12% ABCD	333 10% H	264 10% H	109 13% KLM	223 13% KLM	190 7% I	56 8% I	19 6% I	332 13% OP	190 7% O	75 8% P	119 10% Q	478 10% Q	307 13% T	290 8% T	150 11% V	140 6% V
Change/protect/use strong/different passwords	49 1% F	8 1% F	2 F	14 1% F	5 1% F	20 1% H	25 1% H	24 1% H	5 1% I	11 1% I	24 1% I	7 1% I	2 1% I	16 1% P	24 1% O	9 1% P	6 1% Q	43 1% Q	22 1% T	27 1% T	4 U	23 1% U
Don't give out/agree to further use of/be careful when entering personal information	38 1% F	13 1% ACDF	1 F	4 F	7 2% ACDF	13 H	20 1% H	18 1% H	4 I	12 1% I	14 1% I	5 1% I	3 1% I	16 1% P	14 1% O	8 1% P	6 1% Q	32 1% Q	15 1% T	23 1% T	12 1% U	11 U
Avoid certain/unsecured/not trustworthy/unknown sites	26 F	7 1% F	2 F	4 F	3 1% F	10 H	13 H	13 H	3 I	7 I	11 I	3 I	2 1% I	10 I	11 I	5 1% P	1 Q	25 1% Q	11 T	15 T	6 U	9 V
Everything/be careful/cautious	24 F	4 F	- F	8 1% C	- F	12 H	18 1% H	6 H	2 I	7 I	9 I	6 1% I	- I	9 I	9 I	6 1% P	6 1% Q	18 Q	11 T	13 T	2 U	11 V
Use email client/spam filters/blockers (block/report sender)	11 F	- F	- F	1 F	1 F	9 H	6 H	5 H	- I	3 I	7 I	- I	1 I	3 I	7 I	1 P	3 Q	8 Q	7 T	4 T	3 U	1 V
Screen/verify sender/website/URL/company/contact them directly	10 F	4 F	- F	1 F	1 F	4 H	7 H	3 H	3 I	1 I	3 I	3 I	- I	4 I	3 I	3 P	1 Q	9 Q	4 T	6 T	4 U	2 V
Screen content/delete/don't open/respond to/forward unknown expected/strange/unknown emails	10 F	5 1% ADF	1 F	- F	1 F	3 H	3 H	7 H	1 I	3 I	3 I	2 I	1 I	4 I	3 I	3 P	2 Q	8 Q	4 T	6 T	2 U	4 V
Monitor/be careful with my credit/banking activities	9 F	6 1% ACDF	- F	1 F	- F	2 H	4 H	5 H	- I	1 I	3 I	2 I	3 1% IJK	1 I	3 I	5 1% NO	2 Q	7 Q	3 T	6 T	- U	6 V
Change registration processes/register early/legally/don't register at all	4 F	- F	- F	2 F	- F	2 H	3 H	1 H	- I	1 I	2 I	1 I	- I	1 I	2 I	1 P	1 Q	3 Q	2 T	2 T	- U	2 V

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

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

14 Mar 2015
Table 561

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Download/install wisely/not from unknown sources	3	-	-	-	2	1	2	1	-	-	3	-	-	-	3	-	-	3	1	2	2	-
Delete/don't click on/forward unknown/shortened links/attachments	3	1	-	-	-	2	-	3	-	-	1	1	1	-	1	2	-	3	2	1	-	1
Contact police	3	-	1	-	-	2	1	2	-	1	-	2	-	1	-	2	1	2	3	-	-	-
Change/use multiple email addresses	2	1	-	-	1	-	1	1	-	-	2	-	-	-	2	-	1	1	1	1	-	1
Update systems/software	2	1	1	-	-	-	1	1	-	-	2	-	-	-	2	-	1	1	-	2	-	2
Firewall	2	-	-	2	-	-	2	-	-	-	1	1	-	-	1	1	-	2	1	1	-	1
Run/schedule scans/clean programs	1	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	1	-	1	-	1
Unsubscribe/don't subscribe to useless distribution lists	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1
Other	43 1%	8 1%	1	10 1%	3 1%	21 1%	26 1%	17 1%	2	11 1%	20 1%	7 1%	3 1%	13	20 1%	10 1%	9 1%	34 1%	22 1%	21 1%	8 1%	13 1%
None	1432 23% F	230 25% F	152 25% F	330 30% ABCEF	85 21%	635 20%	730 21%	702 26% G	215 25% J	368 21%	581 23%	175 26% J	93 31% JK	583 22%	581 23% NO	268 27% NO	286 24%	1146 23%	380 16%	1052 28% S	255 19%	797 33% U
Don't know	24	2	1	10 1% ABF	1	10	10	14 1%	2	5	9	7 1% IJK	1	7	9	8 1% N	6 1%	18	9	15	4	11
Declined to answer	28 F	4	3 1%	11 1% AF	2	8	14	14 1%	4	10 1%	10	4 1%	-	14 1%	10	4	6 1%	22	13 1%	15	8 1%	7
Sigma	7592 124%	1188 128%	710 119%	1266 117%	514 126%	3914 125%	4252 125%	3340 122%	1043 123%	2239 126%	3113 122%	826 121%	371 122%	3282 126%	3113 122%	1197 122%	1382 117%	6210 125%	3100 131%	4492 119%	1683 123%	2809 117%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q1130_5. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

14 Mar 2015
Table 562

5. Malware

Base: All Qualified Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Purchased antivirus software for my computer	3732 61% C	609 66% ACDF	322 54% C	664 61% C	262 64% C	1875 60% C	2156 63% H	1576 57% H	484 57% H	1014 57% H	1606 53% J	434 64% J	194 64% J	1498 57% N	1606 63% N	628 64% N	683 58% Q	3049 61% Q	1492 63% T	2240 59% T	849 62% V	1391 58% V
Changed my internet habits	1384 23% C	227 25% D	159 27% ADF	221 20% D	102 25% D	675 22% C	810 24% H	574 21% H	199 24% LM	448 25% KLM	564 22% LM	123 18% L	50 16% M	647 25% OP	564 22% P	173 18% P	218 18% Q	1166 23% Q	580 24% T	804 21% T	342 25% V	462 19% V
Purchased an identity protection plan	639 10% BD	76 8% D	53 9% D	65 6% D	45 11% D	400 13% ABCD	349 10% H	290 11% H	92 11% LM	239 14% KLM	240 9% K	49 7% L	19 6% M	331 13% OP	240 9% P	68 7% P	114 10% Q	525 11% Q	360 15% T	279 7% T	139 10% V	140 6% V
Stopped making purchases online	402 7% BD	42 5% D	30 5% D	40 4% D	25 6% D	265 8% ABCD	248 7% H	154 6% H	62 7% KM	151 9% KLM	139 5% K	39 6% L	11 4% M	213 8% OP	139 5% P	50 5% P	81 7% Q	321 6% Q	214 9% T	188 5% T	97 7% V	91 4% V
Download/install wisely/not from unknown sources	36 1% C	10 1% AC	1 D	4 D	1 D	20 1% C	22 1% H	14 1% H	3 D	9 1% J	19 1% K	3 L	2 1% M	12 D	19 1% N	5 1% P	4 Q	32 1% Q	15 1% T	21 1% T	6 V	15 1% V
Avoid certain/unsecured/not trustworthy/unknown sites	24 D	5 1% D	2 D	2 D	2 D	13 D	14 D	10 D	2 D	10 1% J	9 D	1 L	2 1% M	12 D	9 D	3 P	1 Q	23 D	8 D	16 D	7 1% V	9 D
Screen content/delete/don't open/respond to/forward unexpected/strange/unknown emails	17 D	8 1% ADF	1 D	1 D	- D	7 D	5 D	12 G	- D	4 D	8 D	3 L	2 1% M	4 D	8 D	5 1% P	2 Q	15 D	5 D	12 D	5 D	7 D
Everything/be careful/cautious	16 D	3 D	- D	3 D	2 D	8 D	9 D	7 D	3 D	5 D	6 D	1 L	1 M	8 D	6 D	2 P	3 Q	13 D	7 D	9 D	1 V	8 D
Delete/don't click on/forward unknown/shortened links/attachments	12 D	4 D	- D	2 D	- D	6 D	3 D	9 G	- D	3 D	5 D	3 L	1 M	3 D	5 D	4 P	3 Q	9 D	3 D	9 D	1 V	8 D
Run/schedule scans/clean programs	9 D	3 D	- D	2 D	- D	4 D	5 D	4 D	1 D	2 D	4 D	2 L	- M	3 D	4 D	2 P	- Q	9 D	1 D	8 D	2 D	6 D
Firewall	8 D	- D	- D	4 A	- D	4 D	7 D	1 D	- D	- D	7 J	1 L	- M	- D	7 N	1 P	1 Q	7 D	4 D	4 D	- D	4 D
Update systems/software	8 F	- D	3 1% ABF	3 F	1 D	1 D	7 D	1 D	- D	- D	7 J	1 L	- M	- D	7 N	1 P	- Q	8 D	4 D	4 D	3 D	1 D
Change/protect/use strong/different passwords	5 D	1 D	- D	- D	- D	4 D	2 D	3 D	1 D	1 D	3 D	- L	- M	2 D	3 D	- P	1 Q	4 D	3 D	2 D	1 D	1 D
Use email client/spam filters/blockers (block/report sender)	5 D	1 D	- D	1 D	1 D	2 D	3 D	2 D	- D	1 D	3 D	- L	1 M	1 D	3 D	1 P	- Q	5 D	4 D	1 D	- D	1 D

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q1130_5. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?
5. Malware

14 Mar 2015
Table 562

Base: All Qualified Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Screen/verify sender/websites/URL/company/contact them directly	4	-	1	1	-	2	3	1	2	1	1	-	-	3	1	-	-	4	3	1	-	1
Don't give out/agree to further use of/be careful when entering personal information	3	-	1	1	-	1	3	-	-	-	2	1	-	-	2	1	1	2	1	2	-	2
Change registration processes/register early/legally/don't register at all	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	1	-	1	-	-	-
Contact police	1	-	1 AF	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	1	-	-	-
Unsubscribe/don't subscribe to useless distribution lists	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Monitor/be careful with my credit/banking activities	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Change/use multiple email addresses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	23	5 1%	3 1%	3	3 1%	9	13	10	3	5	10	4 1%	1	8	10	5 1%	3	20	17 1%	6	2	4
None	1109 18% F	177 19%	122 20% EF	235 22% AEF	61 15%	514 16%	529 16%	580 21% G	155 18%	299 17%	451 18%	133 20%	71 23% JK	454 17%	451 18%	204 21% NO	232 20%	877 18%	281 12%	828 22% S	200 15%	628 26% U
Don't know	25	3	2	7 1%	1	12	7	18 1% G	6 1% K	8	5	3	3 1% K	14 1% O	5	6 1% O	6 1%	19	6	19 1%	4	15 1%
Declined to answer	35 1%	2	1	10 1% B	-	22 1%	16	19 1%	7 1%	12 1%	15 1%	1	-	19 1% P	15 1%	1	5	30 1%	21 1% T	14	7 1%	7
Sigma	7498 122%	1176 127%	702 117%	1269 117%	506 124%	3845 123%	4212 124%	3286 120%	1020 121%	2213 125%	3104 122%	803 118%	358 118%	3233 124%	3104 122%	1161 118%	1359 115%	6139 124%	3031 128%	4467 118%	1666 122%	2801 116%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q318. In what state, province or territory do you currently reside?

14 Mar 2015
Table 563

Base: Have Region Codes And Region Question To Be Asked

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2399	702	**	1086	**	611	1230	1169	232	489	1076	365	237	721	1076	602	457	1942	679	1720	275	1445
Weighted Base	2399	702	**	1086	**	611	1230	1169	232	489	1076	365	237	721	1076	602	457	1942	679	1720	275	1445
Alabama	6 1%	6 1% ADF	-	-	-	-	3	3	2 1% J	-	3	1	-	2	3	1	1	5	1	5	-	5
Arizona	20 1% DF	20 3% ADF	-	-	-	-	9 1%	11 1%	1	4 1%	6 1%	2 1%	7 3% IJKL	5 1%	6 1%	9 1%	5 1%	15 1%	2	18 1%	2 1%	16 1%
Arkansas	3	3	-	-	-	-	1	2	-	-	3	-	-	-	3	-	-	3	-	3	-	3
California	45 2% DF	45 6% ADF	-	-	-	-	10 1%	35 3% G	5 2%	13 3% K	11 1%	6 2%	10 4% K	18 2% O	11 1%	16 3% O	11 2%	34 2%	12 2%	33 2%	3 1%	30 2%
Colorado	7	7 1% ADF	-	-	-	-	2	5	-	2	4	1	-	2	4	1	2	5	1	6	-	6
Connecticut	3	3 AD	-	-	-	-	3	-	-	-	-	1	2 1% JK	-	-	3 O	-	3	-	3	-	3
Delaware	2	2	-	-	-	-	1	1	-	1	1	-	-	1	1	-	-	2	-	2	-	2
District of Columbia	2	2	-	-	-	-	1	1	-	1	1	-	-	1	1	-	-	2	1	1	-	1
Florida	33 1% DF	33 5% ADF	-	-	-	-	18 1%	15 1%	-	4 1%	14 1%	2 1%	13 5% IJKL	4 1%	14 1%	15 2% N	1	32 2% Q	2	31 2% S	1	30 2%
Georgia	22 1% DF	22 3% ADF	-	-	-	-	9 1%	13 1%	1	3 1%	11 1%	3 1%	4 2%	4 1%	11 1%	7 1%	3 1%	19 1%	7 1%	15 1%	2 1%	13 1%
Hawaii	3	3 AD	-	-	-	-	2	1	-	2	-	1	-	2	1	-	2	1	1	2	-	2
Idaho	3	3 AD	-	-	-	-	1	2	1 K	1	-	1	-	2	-	1	1	2	-	3	-	3
Illinois	25 1% DF	25 4% ADF	-	-	-	-	14 1%	11 1%	1	3 1%	12 1%	1	8 3% IJKL	4 1%	12 1%	9 1%	4 1%	21 1%	3	22 1%	-	22 2% U
Indiana	9 D	9 1% ADF	-	-	-	-	2	7 1%	-	1	4	4 1%	-	1	4	4 1%	2	7	1	8	-	8 1%
Iowa	4	4 1% AD	-	-	-	-	1	3	1	1	1	-	1	2	1	1	-	4	-	4	-	4
Kansas	11 D	11 2% ADF	-	-	-	-	2	9 1% G	-	5 1%	4	-	2 1%	5 1%	4	2	-	11 1%	-	11 1% S	1	10 1%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q318. In what state, province or territory do you currently reside?

14 Mar 2015
Table 563

Base: Have Region Codes And Region Question To Be Asked

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2399	702	**	1086	**	611	1230	1169	232	489	1076	365	237	721	1076	602	457	1942	679	1720	275	1445
Kentucky	6	6 1% ADF	-	-	-	-	2	4	1	-	1	2 1%	2 1% JK	1	1	4 1% O	-	6	-	6	1	5
Louisiana	6	6 1% ADF	-	-	-	-	1	5	-	1	3	1	1	1	3	2	3 1%	3	1	5	2 1%	3
Maine	1	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	1	-	1	-	1
Maryland	8	8 1% ADF	-	-	-	-	4	4	-	-	2	5 1% JK	1	-	2	6 1% NO	1	7	1	7	1	6
Massachusetts	12 1% D	12 2% ADF	-	-	-	-	7 1%	5	1	1	7 1%	1	2 1%	2	7 1%	3	2	10 1%	2	10 1%	2 1%	8 1%
Michigan	18 1% DF	18 3% ADF	-	-	-	-	11 1%	7 1%	5 2% JK	2	6 1%	3 1%	2 1%	7 1%	6 1%	5 1%	5 1%	13 1%	2	16 1%	-	16 1%
Minnesota	7	7 1% ADF	-	-	-	-	2	5	-	2	3	1	1	2	3	2	1	6	1	6	-	6
Mississippi	5	5 1% ADF	-	-	-	-	1	4	-	1	4	-	-	1	4	-	2	3	1	4	1	3
Missouri	8	8 1% ADF	-	-	-	-	3	5	2 1%	1	4	1	-	3	4	1	3 1%	5	-	8	-	8 1%
Montana	1	1	-	-	-	-	-	1	-	1	-	-	-	1	-	-	-	1	-	1	1 V	-
Nebraska	3	3 AD	-	-	-	-	1	2	-	1	-	2 1% K	-	1	-	2	-	3	-	3	-	3
Nevada	7	7 1% ADF	-	-	-	-	3	4	1	-	1	3 1% JK	2 1% JK	1	1	5 1% O	-	7	1	6	1	5
New Hampshire	5	5 1% ADF	-	-	-	-	1	4	2 1% K	1	1	1	-	3	1	1	-	5	-	5	-	5
New Jersey	26 1% DF	26 4% ADF	-	-	-	-	13 1%	13 1%	1	4 1%	13 1%	4 1%	4 2%	5 1%	13 1%	8 1%	5 1%	21 1%	4 1%	22 1%	3 1%	19 1%
New Mexico	1	1	-	-	-	-	1	-	-	-	1	-	-	-	-	1	-	1	1	-	-	-
New York	34 1% DF	34 5% ADF	-	-	-	-	19 2%	15 1%	2 1%	7 1%	10 1%	8 2%	7 3% K	9 1%	10 1%	15 2% O	5 1%	29 1%	6 1%	28 2%	2 1%	26 2%
North Carolina	13 1% D	13 2% ADF	-	-	-	-	5	8 1%	-	4 1%	6 1%	3 1%	-	4 1%	6 1%	3	5 1%	8	1	12 1%	1	11 1%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q318. In what state, province or territory do you currently reside?

14 Mar 2015
Table 563

Base: Have Region Codes And Region Question To Be Asked

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2399	702	**	1086	**	611	1230	1169	232	489	1076	365	237	721	1076	602	457	1942	679	1720	275	1445
Ohio	20 1% DF	20 3% ADF	-	-	-	-	9 1%	11 1%	1	2	12 1%	2 1%	3 1%	3	12 1%	5 1%	3 1%	17 1%	4 1%	16 1%	1	15 1%
Oklahoma	8	1% ADF	-	-	-	-	1	7 1% G	-	4 1% K	1	1	2 1% K	4 1%	1	3	3 1%	5	2	6	1	5
Oregon	5	5 1% ADF	-	-	-	-	2	3	-	1	1	3 1% K	-	1	1	3	1	4	1	4	-	4
Pennsylvania	24 1% DF	24 3% ADF	-	-	-	-	4	20 2% G	3 1%	7 1%	7 1%	4 1%	3 1%	10 1%	7 1%	7 1%	2	22 1%	4 1%	20 1%	1	19 1%
Rhode Island	5	5 1% ADF	-	-	-	-	2	3	-	1	1	2 1%	1	1	1	3	2	3	-	5	-	5
South Carolina	5	5 1% ADF	-	-	-	-	1	4	1	-	2	2 1%	-	1	2	2	-	5	-	5	-	5
South Dakota	1	1	-	-	-	-	1	-	1 K	-	-	-	-	1	-	-	-	1	-	1	-	1
Tennessee	6	6 1% ADF	-	-	-	-	2	4	-	2	-	3 1% K	1 K	2	-	4 1% O	2	4	-	6	1	5
Texas	28 1% DF	28 4% ADF	-	-	-	-	8 1%	20 2% G	2 1%	8 2%	9 1%	5 1%	4 2%	10 1%	9 1%	9 1%	9 2%	19 1%	4 1%	24 1%	-	24 2% U
Utah	5	5 1% ADF	-	-	-	-	3	2	-	1	3	1	-	1	3	1	1	4	1	4	-	4
Virginia	15 1% D	15 2% ADF	-	-	-	-	4	11 1%	-	6 1% K	4	4 1%	1	6 1%	4	5 1%	2	13 1%	2	13 1%	-	13 1%
Washington	10 D	10 1% ADF	-	-	-	-	3	7 1%	-	2	6 1%	-	2 1%	2	6 1%	2	3 1%	7	3	7	-	7
West Virginia	1	1	-	-	-	-	-	1	-	1	-	-	-	-	1	-	-	1	-	1	-	1
Wisconsin	9 D	9 1% ADF	-	-	-	-	4	5	-	3 1%	5	-	1	3	5	1	2	7	-	9 1%	-	9 1%
Wyoming	1	1	-	-	-	-	-	1	-	1	-	-	-	1	-	-	-	1	-	1	-	1
Alberta	23 1% DF	23 3% ADF	-	-	-	-	11 1%	12 1%	2 1%	5 1%	8 1%	4 1%	4 2%	7 1%	8 1%	8 1%	5 1%	18 1%	4 1%	19 1%	1	18 1%
British Columbia	16 1% DF	16 2% ADF	-	-	-	-	5	11 1%	2 1%	3 1%	2	6 2% K	3 1% K	5 1%	2	9 1% O	5 1%	11 1%	5 1%	11 1%	2 1%	9 1%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q318. In what state, province or territory do you currently reside?

Base: Have Region Codes And Region Question To Be Asked

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2399	702	**	1086	**	611	1230	1169	232	489	1076	365	237	721	1076	602	457	1942	679	1720	275	1445
Manitoba	10	10	-	-	-	-	5	5	-	3	4	2	1	3	4	3	3	7	-	10	1	9
	D	ADF								1%		1%					1%			5%		1%
New Brunswick	8	8	-	-	-	-	2	6	1	2	3	2	-	3	3	2	2	6	2	6	-	6
		ADF										1%										
Newfoundland	5	5	-	-	-	-	2	3	-	2	-	2	1	2	-	3	1	4	2	3	-	3
		ADF										1%										
Nova Scotia	9	9	-	-	-	-	4	5	-	-	5	2	2	-	5	4	-	9	2	7	1	6
	D	ADF										1%										
Ontario	108	108	-	-	-	-	57	51	12	20	39	23	14	32	39	37	20	88	26	82	9	73
	5%	15%					5%	4%	5%	4%	4%	6%	6%	4%	4%	6%	4%	5%	4%	5%	3%	5%
	DF	ADF										K				O						
Prince Edward Island	1	1	-	-	-	-	-	1	-	1	-	-	-	1	-	-	-	1	-	1	-	1
Quebec	12	12	-	-	-	-	9	3	1	2	8	1	-	3	8	1	2	10	4	8	2	6
	1%	2%					1%				1%				1%			1%	1%		1%	
	D	ADF																				
Saskatchewan	8	8	-	-	-	-	4	4	1	1	2	2	2	2	2	4	3	5	2	6	-	6
		ADF										1%	1%			1%	1%					
Alsace	6	-	-	6	-	-	2	4	-	1	4	1	-	1	4	1	-	6	1	5	2	3
				1%																	1%	
				AB																		
Aquitaine	10	-	-	10	-	-	5	5	1	1	4	4	-	2	4	4	4	6	1	9	2	7
				1%								1%				1%	1%			1%	1%	
				ABF																		
Auvergne	6	-	-	6	-	-	3	3	-	-	3	2	1	-	3	3	-	6	-	6	2	4
				1%								1%									1%	
				AB																		
Lower Normandy	3	-	-	3	-	-	-	3	-	-	3	-	-	-	3	-	-	3	-	3	-	3
Burgundy	7	-	-	7	-	-	1	6	-	-	4	1	2	-	4	3	2	5	-	7	1	6
				1%				1%					1%									
				ABF									J									
Brittany	9	-	-	9	-	-	5	4	-	1	4	2	2	1	4	4	2	7	1	8	2	6
				1%								1%	1%			1%					1%	
				ABF																		
Centre	10	-	-	10	-	-	5	5	2	1	3	1	3	3	3	4	1	9	1	9	-	9
				1%					1%				1%			1%				1%		1%
				ABF									K									
Champagne-Ardenne	5	-	-	5	-	-	1	4	-	1	1	3	-	1	1	3	-	5	-	5	1	4
												1%										
				A																		
Corsica	1	-	-	1	-	-	-	1	-	1	-	-	-	1	-	-	-	1	-	1	1	-
																						V

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q318. In what state, province or territory do you currently reside?

14 Mar 2015
Table 563

Base: Have Region Codes And Region Question To Be Asked

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2399	702	**	1086	**	611	1230	1169	232	489	1076	365	237	721	1076	602	457	1942	679	1720	275	1445
Franche-Comte	4	-	-	4	-	-	4	-	-	1	1	2	-	1	1	2	1	3	1	3	-	3
Upper Normandy	4	-	-	4	-	-	2	2	-	-	3	1	-	-	3	1	1	3	-	4	-	4
Ile de France (Paris)	34 1% BF	-	-	34 3% ABF	-	-	15 1%	19 2%	1	1	17 2% J	10 3% IJ	5 2% J	2	17 2% N	15 2% N	6 1%	28 1%	7 1%	27 2% S	2 1%	25 2%
Languedoc-Roussillon	9	-	-	9 1% ABF	-	-	5	4	-	2	7 1%	-	-	2	7 1% P	-	3 1%	6	-	9 1%	3 1%	6
Limousin	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	-	1	-	1	-	1
Lorraine	10	-	-	10 1% ABF	-	-	2	8 1% G	-	3 1%	5	-	2 1%	3	5	2	1	9	-	10 1% S	1	9 1%
Midi-Pyrenees	11	-	-	11 1% ABF	-	-	6	5	-	1	5	3 1%	2 1%	1	5	5 1%	4 1%	7	4 1%	7	-	7
North Calais	18 1% BF	-	-	18 2% ABF	-	-	5	13 1% G	1	2	7 1%	4 1%	4 2%	3	7 1%	8 1%	1	17 1%	1	17 1% S	-	17 1%
Pays de la Loire	14 1% B	-	-	14 1% ABF	-	-	7	7 1%	-	3 1%	8 1%	2 1%	1	3	8 1%	3	4 1%	10 1%	1	13 1%	1	12 1%
Picardy	5	-	-	5 A	-	-	2	3	-	1	4	-	-	1	4	-	2	3	-	5	1	4
Poitou-Charentes	6	-	-	6 1% AB	-	-	3	3	-	2	2	2 1%	-	2	2	2	2	4	2	4	-	4
Provence-Alpes-Cote-D'a zur	11	-	-	11 1% ABF	-	-	3	8 1%	1	1	6 1%	2 1%	1	2	6 1%	3	1	10 1%	2	9 1%	-	9 1%
Rhone-Alps	17 1% BF	-	-	17 2% ABF	-	-	5	12 1%	1	4 1%	8 1%	1	3 1%	5 1%	8 1%	4 1%	4 1%	13 1%	2	15 1%	-	15 1%
Baden-Wurtemberg	21 1% BF	-	-	21 2% ABF	-	-	14 1%	7 1%	-	2	9 1%	6 2%	4 2% I	2	9 1%	10 2% N	6 1%	15 1%	4 1%	17 1%	2 1%	15 1%
Bavaria	40 2% BF	-	-	40 4% ABF	-	-	26 2%	14 1%	-	4 1%	21 2% I	12 3% IJ	3 1%	4 1%	21 2% N	15 2% N	10 2%	30 2%	15 2%	25 1%	2 1%	23 2%
Berlin	22 1% BF	-	-	22 2% ABF	-	-	15 1%	7 1%	1	2	12 1%	5 1%	2 1%	3	12 1%	7 1%	1	21 1%	9 1%	13 1%	1	12 1%
Brandenburg	5	-	-	5 A	-	-	1	4	-	-	4	1	-	-	4	1	1	4	1	4	-	4

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q318. In what state, province or territory do you currently reside?

14 Mar 2015
Table 563

Base: Have Region Codes And Region Question To Be Asked

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2399	702	**	1086	**	611	1230	1169	232	489	1076	365	237	721	1076	602	457	1942	679	1720	275	1445
Bremen	2	-	-	2	-	-	-	2	-	-	2	-	-	-	2	-	1	1	-	2	-	2
Hamburg	3	-	-	3	-	-	1	2	-	-	1	2	1%	-	1	2	-	3	-	3	-	3
Hesse	24 1% BF	-	-	24 2% ABF	-	-	16 1%	8 1%	-	-	12 1%	7 2% IJ	5 2% IJ	-	12 1% N	12 2% N	4 1%	20 1%	11 2%	13 1%	1	12 1%
Mecklenburg-Western Pomerania	3	-	-	3	-	-	2	1	-	1	2	-	-	1	2	-	1	2	1	2	-	2
Lower Saxony	21 1% BF	-	-	21 2% ABF	-	-	15 1%	6 1%	-	2	12 1%	5 1%	2 1%	2	12 1% N	7 1% N	7 2%	14 1%	3	18 1%	1	17 1%
North Rhine-Westphalia	41 2% BF	-	-	41 4% ABF	-	-	22 2%	19 2%	-	3	23 2% IJ	12 3% IJ	3 1%	3	23 2% N	15 2% N	5 1%	36 2%	15 2%	26 2%	-	26 2% U
Rhineland-Palatinate	15 1% B	-	-	15 1% ABF	-	-	10 1%	5	-	-	9 1% J	4 1% J	2 1% J	-	9 1% N	6 1% N	3 1%	12 1%	5 1%	10 1%	-	10 1%
Saarland	2	-	-	2	-	-	1	1	-	-	-	2 1% K	-	-	-	2	-	2	-	2	-	2
Saxony	23 1% BF	-	-	23 2% ABF	-	-	17 1% H	6 1%	-	2	8 1%	10 3% IJK	3 1%	2	8 1% N	13 2% NO	4 1%	19 1%	8 1%	15 1%	4 1%	11 1%
Saxony-Anhalt	7	-	-	7 1% ABF	-	-	4	3	-	-	5	-	2 1% J	-	5	2	1	6	2	5	-	5
Schleswig-Holstein	14 1% B	-	-	14 1% ABF	-	-	8 1%	6 1%	-	-	10 1% J	4 1% J	-	-	10 1% N	4 1% N	3 1%	11 1%	3	11 1%	-	11 1%
Thuringia	7	-	-	7 1% ABF	-	-	7 1% H	-	1	-	1	5 1% JK	-	1	1	5 1% O	1	6	1	6	-	6
Abruzzo	1	-	-	1	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	-	1
Calabria	2	-	-	2	-	-	1	1	-	1	-	1	-	1	-	1	-	2	2	-	-	-
Campania	7	-	-	7 1% ABF	-	-	5	2	-	2	3	-	2 1%	2	3	2	1	6	2	5	1	4
Emilia-Romagna	8	-	-	8 1% ABF	-	-	4	4	-	2	5	1	-	2	5	1	-	8	5 1% T	3	-	3
Friuli-Venezia Giulia	3	-	-	3	-	-	1	2	-	-	2	1	-	-	2	1	2	1	1	2	1	1

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q318. In what state, province or territory do you currently reside?

14 Mar 2015
Table 563

Base: Have Region Codes And Region Question To Be Asked

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2399	702	**	1086	**	611	1230	1169	232	489	1076	365	237	721	1076	602	457	1942	679	1720	275	1445
Lazio	10	-	-	10 1% ABF	-	-	5	5	-	3 1%	7 1%	-	-	3	7 1% P	-	2	8	5 1%	5	-	5
Liguria	3	-	-	3	-	-	1	2	-	-	3	-	-	-	3	-	-	3	1	2	1	1
Lombardy	25 1% BF	-	-	25 2% ABF	-	-	19 2% H	6 1%	2 1%	5 1%	11 1%	3 1%	4 2%	7 1%	11 1%	7 1%	6 1%	19 1%	5 1%	20 1%	4 1%	16 1%
Marche	1	-	-	1	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	-	1
Molise	1	-	-	1	-	-	1	-	-	-	-	-	1 K	-	-	1	-	1	-	1	-	1
Piedmont	2	-	-	2	-	-	1	1	-	1	1	-	-	1	1	-	1	1	-	2	-	2
Apulia	7	-	-	7 1% ABF	-	-	4	3	-	1	6 1%	-	-	1	6 1%	-	2	5	2	5	1	4
Sardinia	5	-	-	5 A	-	-	4	1	-	-	4	1	-	-	4	1	2	3	3	2	-	2
Sicily	8	-	-	8 1% ABF	-	-	4	4	-	2	4	2 1%	-	2	4	2	1	7	3	5	2 1%	3
Tuscany	7	-	-	7 1% ABF	-	-	5	2	-	1	5	1	-	1	5	1	2	5	1	6	2 1%	4
Trentino Alto Adige	1	-	-	1	-	-	-	1	-	1	-	-	-	-	1	-	-	1	1	-	-	-
Umbria	2	-	-	2	-	-	1	1	-	1	-	1	-	1	-	1	1	1	-	2	-	2
Veneto	8	-	-	8 1% ABF	-	-	4	4	1	-	4	2 1%	1	1	4	3	1	7	1	7	2 1%	5
Andalusia	17 1% BF	-	-	17 2% ABF	-	-	9 1%	8 1%	1	3 1%	11 1%	1	1	4 1%	11 1%	2	2	15 1%	3	14 1%	4 1%	10 1%
Aragon	3	-	-	3	-	-	3	-	-	2	1	-	-	-	2	1	-	3	2	1	-	1
Asturias	4	-	-	4	-	-	4	-	-	1	2	1	-	1	2	1	-	4	2	2	-	2
Balearic Islands	2	-	-	2	-	-	2	-	-	2	-	-	-	-	2	-	2	-	-	2	-	2

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q318. In what state, province or territory do you currently reside?

14 Mar 2015
Table 563

Base: Have Region Codes And Region Question To Be Asked

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	2399	702	**	1086	**	611	1230	1169	232	489	1076	365	237	721	1076	602	457	1942	679	1720	275	1445
Canary Islands	1	-	-	1	-	-	-	1	-	1	-	-	-	1	-	-	-	1	-	1	1	-
Cantabria	1	-	-	1	-	-	-	1	-	1	-	-	-	1	-	-	-	1	-	1	-	1
Castilla-Leon	13 1%	-	-	13 1%	-	-	10 1%	3	-	1	12 1%	-	-	1	12 1%	-	3 1%	10 1%	4 1%	9 1%	3 1%	6
Castilla-La Mancha	5	-	-	5 ABF	-	-	3	2	-	-	4 L	1	-	-	4 NP	1	1	4	1	4	-	4
Catalonia	12 1%	-	-	12 1%	-	-	5	7 1%	-	3 1%	6 1%	1	2 1%	3	6 1%	3	2	10 1%	4 1%	8	1	7
Extremadura	1	-	-	1 ABF	-	-	1	-	-	-	1	-	-	-	1	-	1 R	-	-	1	-	1
Galicia	5	-	-	5 A	-	-	4	1	-	1	4	-	-	1	4	-	1	4	2	3	2 1%	1
Madrid	19 1%	-	-	19 2%	-	-	12 1%	7 1%	-	2	15 1%	2 1%	-	2	15 1%	2	3 1%	16 1%	4 1%	15 1%	4 1%	11 1%
Murcia	1	-	-	1 ABF	-	-	1	-	-	-	1	-	-	-	1	-	1 R	-	-	1	-	1
Navarra	6	-	-	6 1%	-	-	4	2	-	3 1%	3	-	-	3	3	-	1	5	1	5	-	5
Basque Country	5	-	-	5 ABF	-	-	3	2	-	-	4	1	-	-	4	1	3 1%	2	2	3	1	2
Valencia	5	-	-	5 A	-	-	2	3	-	1	3	1	-	1	3	1	2	3	-	5	-	5
East of England	16 1%	-	-	16 1%	-	-	6	10 1%	2 1%	2	8 1%	3 1%	1	4 1%	8 1%	4 1%	3 1%	13 1%	-	16 1%	1	15 1%
East Midlands	15 1%	-	-	15 1%	-	-	7 1%	8 1%	3 1%	1	7 1%	2 1%	2 1%	4 1%	7 1%	4 1%	3 1%	12 1%	4 1%	11 1%	2 1%	9 1%
London	31 1%	-	-	31 3%	-	-	23 2%	8 1%	5 2%	10 2%	11 1%	1	4 2%	15 2%	11 1%	5 1%	8 2%	23 1%	10 1%	21 1%	3 1%	18 1%
North East	10	-	-	10 1%	-	-	6	4	2 1%	2	2	2 1%	2 1%	4 1%	2	4 1%	1	9	2	8	1	7
North West	20 1%	-	-	20 2%	-	-	13 1%	7 1%	2 1%	3 1%	10 1%	3 1%	2 1%	5 1%	10 1%	5 1%	5 1%	15 1%	4 1%	16 1%	-	16 1%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q318. In what state, province or territory do you currently reside?

14 Mar 2015
Table 563

Base: Have Region Codes And Region Question To Be Asked

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2399	702	**	1086	**	611	1230	1169	232	489	1076	365	237	721	1076	602	457	1942	679	1720	275	1445
Northern Ireland	4	-	-	4	-	-	3	1	2 1%	-	1	-	1	2	1	1	1	3	-	4	-	4
Scotland	16 1%	-	-	16 1%	-	-	10 1%	6 1%	3 1%	4 1%	4	2 1%	3 1%	7 1%	4	5 1%	3 1%	13 1%	4 1%	12 1%	2 1%	10 1%
South East	42 2%	-	-	42 4%	-	-	23 2%	19 2%	6 3%	11 2%	18 2%	4 1%	3 1%	17 2%	18 2%	7 1%	4 1%	38 2%	10 1%	32 2%	1	31 2%
South West	16 1%	-	-	16 1%	-	-	7 1%	9 1%	2 1%	1	9	2 1%	2 1%	3	9 1%	4 1%	3 1%	13 1%	8 1%	8	2 1%	6
Wales	12 1%	-	-	12 1%	-	-	8 1%	4	3 1%	-	5	4 1%	-	3	5	4 1%	1	11 1%	2	10 1%	-	10 1%
West Midlands	21 1%	-	-	21 2%	-	-	11 1%	10 1%	3 1%	7 1%	7 1%	3 1%	1	10 1%	7 1%	4 1%	4 1%	17 1%	1	20 1%	3 1%	17 1%
Yorkshire and the Humber	17 1%	-	-	17 2%	-	-	8 1%	9 1%	-	2	10 1%	2 1%	3 1%	2	10 1%	5 1%	1	16 1%	3	14 1%	-	14 1%
Hokkaido	21 1%	-	-	-	-	21 3%	11 1%	10 1%	4 2%	3 1%	9 1%	3 1%	2 1%	7 1%	9 1%	5 1%	5 1%	16 1%	9 1%	12 1%	-	12 1%
Aomori	3	-	-	-	-	3 AD	2	1	-	1	2	-	-	1	2	-	-	3	2	1	-	1
Iwate	1	-	-	-	-	1	-	1	-	1	-	-	-	1	-	-	-	1	-	1	-	1
Miyagi	10 D	-	-	-	-	10 2%	7 1%	3	-	3 1%	5	1	1	3	5	2	2	8	6 1%	4	-	4
Akita	4	-	-	-	-	4 1%	1	3	2 1%	1	1	-	-	3	1	-	1	3	2	2	-	2
Yamagata	1	-	-	-	-	1	-	1	-	1	-	-	-	-	1	-	-	1	1	-	-	-
Fukushima	2	-	-	-	-	2	2	-	-	1	-	1	-	1	1	-	-	2	1	1	-	1
Tochigi	2	-	-	-	-	2	2	-	1	-	1	-	-	1	1	-	-	2	-	2	-	2
Gunma	1	-	-	-	-	1	-	1	-	1	-	-	-	-	1	-	-	1	-	1	-	1
Ibaraki	6	-	-	-	-	6 1%	4	2	1	1	3	1	-	2	3	1	-	6	3	3	1	2

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q318. In what state, province or territory do you currently reside?

14 Mar 2015
Table 563

Base: Have Region Codes And Region Question To Be Asked

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2399	702	**	1086	**	611	1230	1169	232	489	1076	365	237	721	1076	602	457	1942	679	1720	275	1445
Saitama	20 1% BD	-	-	-	-	20 3% ABD	18 1% H	2	3 1%	5 1%	9 1%	3 1%	-	8 1%	9 1%	3	5 1%	15 1%	6 1%	14 1%	1	13 1%
Chiba	17 1% BD	-	-	-	-	17 3% ABD	9 1%	8 1%	1	6 1%	6 1%	3 1%	1	7 1%	6 1%	4 1%	-	17 1% Q	6 1%	11 1%	1	10 1%
Tokyo	37 2% BD	-	-	-	-	37 6% ABD	25 2% H	12 1%	7 3% M	12 2% M	14 1%	4 1%	-	19 3% OP	14 1%	4 1%	7 2%	30 2%	13 2%	24 1%	3 1%	21 1%
Kanagawa	31 1% BD	-	-	-	-	31 5% ABD	14 1%	17 1%	2 1%	4 1%	18 2%	4 1%	3 1%	6 1%	18 2%	7 1%	6 1%	25 1%	9 1%	22 1%	-	22 2% U
Yamanashi	1	-	-	-	-	1	1	-	-	-	1	-	-	-	-	1	-	1	-	1	1	-
Nagano	5	-	-	-	-	5 1% ABD	2	3	2 1% K	2	1	-	-	4 1%	1	-	3 1% R	2	1	4	-	4
Niigata	9 D	-	-	-	-	9 1% ABD	5	4	-	2	3	2 1%	2 1%	2	3	4 1%	-	9	6 1% T	3	-	3
Toyama	4	-	-	-	-	4 1% ABD	4	-	1	-	1	1	1	1	1	2	1	3	1	3	-	3
Ishikawa	2	-	-	-	-	2	1	1	-	1	-	1	-	1	1	-	-	2	2 T	-	-	-
Fukui	2	-	-	-	-	2	2	-	-	1	-	1	-	1	1	1	1	1	-	2	-	2
Shizuoka	10 D	-	-	-	-	10 2% ABD	4	6 1%	1	1	3	2 1%	3 1% K	2	3	5 1%	3 1%	7	4 1%	6	-	6
Gifu	4	-	-	-	-	4 1% ABD	4	-	-	1	3	-	-	1	3	-	1	3	3 T	1	-	1
Aichi	22 1% BD	-	-	-	-	22 4% ABD	13 1%	9 1%	4 2%	5 1%	11 1%	1	1	9 1%	11 1%	2	7 2%	15 1%	8 1%	14 1%	-	14 1%
Mie	2	-	-	-	-	2	1	1	-	2	-	-	-	2	-	-	-	2	-	2	-	2
Shiga	2	-	-	-	-	2	1	1	-	2	-	-	-	2	-	-	-	2	2 T	-	-	-
Kyoto	17 1% BD	-	-	-	-	17 3% ABD	11 1%	6 1%	3 1%	3 1%	9 1%	2 1%	-	6 1%	9 1%	2	2	15 1%	8 1%	9 1%	1	8 1%
Osaka	30 1% BD	-	-	-	-	30 5% ABD	15 1%	15 1%	3 1%	5 1%	15 1%	4 1%	3 1%	8 1%	15 1%	7 1%	6 1%	24 1%	6 1%	24 1%	3 1%	21 1%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q318. In what state, province or territory do you currently reside?

14 Mar 2015
Table 563

Base: Have Region Codes And Region Question To Be Asked

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2399	702	**	1086	**	611	1230	1169	232	489	1076	365	237	721	1076	602	457	1942	679	1720	275	1445
Hyogo	23 1% BD	-	-	-	-	23 4% ABD	14 1%	9 1%	1	-	16 1% J	3 1% J	3 1% J	1	16 1% N	6 1% N	3 1%	20 1%	8 1%	15 1%	1	14 1%
Nara	7	-	-	-	-	7 1% ABD	2	5	1	1	3	-	2 1%	2	3	2	3 1%	4	3	4	-	4
Wakayama	2	-	-	-	-	2	2	-	1	-	1	-	-	1	1	-	-	2	2	-	-	-
Tottori	1	-	-	-	-	1	-	1	-	-	-	1	-	-	-	1	-	1	-	1	-	1
Shimane	3	-	-	-	-	3	3	-	1	-	2	-	-	1	2	-	-	3	1	2	-	2
Okayama	7	-	-	-	-	AD 7 1% ABD	5	2	-	1	3	2 1%	1	1	3	3	-	7	3	4	-	4
Hiroshima	5	-	-	-	-	5 1% ABD	3	2	2 1% K	2	1	-	-	4 1%	1	-	-	5	4 1% T	1	-	1
Yamaguchi	3	-	-	-	-	3 AD	2	1	1	-	2	-	-	1	2	-	-	3	2	1	-	1
Tokushima	2	-	-	-	-	2	2	-	-	1	1	-	-	1	1	-	-	2	1	1	1	-
Kagawa	8	-	-	-	-	8 1% ABD	6	2	2 1%	2	2	1	1	4 1%	2	2	1	7	4 1%	4	-	4
Ehime	2	-	-	-	-	2	1	1	-	-	2	-	-	-	2	-	-	2	-	2	-	2
Kochi	1	-	-	-	-	1	-	1	-	1	-	-	-	1	-	-	1	-	-	1	-	1
Fukuoka	10 D	-	-	-	-	10 2% ABD	4	6 1%	1	1	7 1%	1	-	2	7 1%	1	2	8	3	7	-	7
Saga	3	-	-	-	-	3 AD	3	-	-	2	-	1	-	2	1	1	1	2	2	1	-	1
Nagasaki	4	-	-	-	-	4 1% ABD	3	1	-	2	2	-	-	2	2	-	-	4	-	4	1	3
Kumamoto	3	-	-	-	-	3 AD	1	2	-	-	1	-	2 1% JK	-	1	2	-	3	-	3	-	3
Oita	5	-	-	-	-	5 1% ABD	2	3	-	3 1%	2	-	-	3	2	-	1	4	2	3	-	3

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q318. In what state, province or territory do you currently reside?

14 Mar 2015
Table 563

Base: Have Region Codes And Region Question To Be Asked

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2399	702	**	1086	**	611	1230	1169	232	489	1076	365	237	721	1076	602	457	1942	679	1720	275	1445
Miyazaki	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	-	1	-	1	-	1
Okinawa	2	-	-	-	-	2	2	-	1	-	-	-	1	1	-	1	-	2	1	1	-	1
Lower Silesia	13 1%	-	-	13 1%	-	-	4	9 1%	3 1%	4 1%	5	1	-	7 1%	5	1	7 2%	6	7 1%	6	3 1%	3
Kuyavia-Pomerania	10	-	-	10 1%	-	-	4	6 1%	2 1%	1	5	1	1	3	5	2	-	10 1%	4 1%	6	5 2%	1
Lodz	6	-	-	6 1%	-	-	4	2	-	2	2	2 1%	-	2	2	2	2	4	2	4	1	3
Lublin	6	-	-	6 1%	-	-	1	5	2 1%	1	2	1	-	3	2	1	2	4	-	6	3 1%	3
Lubusz	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	1	-	-	1	-	1
Lesser Poland	8	-	-	8 1%	-	-	5	3	1	2	2	2 1%	1	3	2	3	2	6	5 1%	3	1	2
Masovia	12 1%	-	-	12 1%	-	-	6	6 1%	1	1	7 1%	3 1%	-	2	7 1%	3	4 1%	8	7 1%	5	3 1%	2
Opole	4	-	-	4	-	-	2	2	1	-	3	-	-	1	3	-	3 1%	1	1	3	2 1%	1
Subcarpathia	10	-	-	10 1%	-	-	2	8 1%	3 1%	2	4	1	-	5 1%	4	1	4 1%	6	4 1%	6	1	5
Podlaskie	5	-	-	5	-	-	4	1	2 1%	1	2	-	-	3	2	-	-	5	-	5	2 1%	3
Pomerania	4	-	-	4	-	-	1	3	-	2	1	1	-	2	1	1	1	3	2	2	1	1
Silesia	15 1%	-	-	15 1%	-	-	10 1%	5	2 1%	2	10 1%	1	-	4 1%	10 1%	1	5 1%	10 1%	10 1%	5	3 1%	2
Swietokrzyskie (Holy Cross)	2	-	-	2	-	-	1	1	1	1	-	-	-	2	-	-	1	1	1	1	-	1
Warmia-Masuria	2	-	-	2	-	-	2	-	-	-	1	-	1	-	1	1	-	2	-	2	-	2
Greater Poland	11	-	-	11 1%	-	-	6	5	4 2%	2	3	2 1%	-	6 1%	3	2	3 1%	8	4 1%	7	5 2%	2

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q318. In what state, province or territory do you currently reside?

14 Mar 2015
Table 563

Base: Have Region Codes And Region Question To Be Asked

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2399	702	**	1086	**	611	1230	1169	232	489	1076	365	237	721	1076	602	457	1942	679	1720	275	1445
West Pomerania	3	-	-	3	-	-	1	2	-	1	1	1	-	1	1	1	-	3	1	2	1	1
Altay Republic	3	-	-	-	-	3	1	2	1	-	2	-	-	1	2	-	-	3	1	2	2	1%
Bashkortostan Republic	4	-	-	-	-	4	1	3	1	2	1	-	-	3	1	-	-	4	2	2	1	1
Kalmykiya Republic	2	-	-	-	-	2	-	2	-	2	-	-	-	2	-	-	1	1	1	1	-	1
Mariy-El Republic	1	-	-	-	-	1	-	1	-	1	-	-	-	1	-	-	1	-	1	-	-	-
Mordoviya Republic	2	-	-	-	-	2	-	2	-	2	-	-	-	2	-	-	-	2	1	1	-	1
Tatarstan Republic	7	-	-	-	-	7	3	4	1	4	2	-	-	5	2	-	1	6	3	4	3	1%
Udmurtiya Republic	5	-	-	-	-	5	4	1	1	3	1	-	-	4	1	-	-	5	3	2	1	1
Khakasiya Republic	2	-	-	-	-	2	-	2	1	1	-	-	-	2	-	-	-	2	2	-	-	-
Chuvashiya Republic	3	-	-	-	-	3	3	-	1	-	2	-	-	1	2	-	-	3	3	-	-	-
Krasnodar Kray	11	-	-	-	-	11	3	8	3	5	3	-	-	8	3	-	2	9	9	2	-	2
Krasnoyarsk Kray	6	-	-	-	-	6	2	4	3	1	1	1	-	4	1	1	2	4	4	2	-	2
Primorskiy Kray	1	-	-	-	-	1	-	1	-	-	1	-	-	-	1	-	1	-	-	1	1	-
Stavropol Kray	1	-	-	-	-	1	-	1	1	-	-	-	-	1	-	-	-	1	1	-	-	-
Khabarovsk Kray	1	-	-	-	-	1	1	-	-	1	-	-	-	-	1	-	-	1	1	-	-	-
Arkhangelsk Oblast	3	-	-	-	-	3	2	1	-	2	1	-	-	2	1	-	1	2	1	2	-	2
Astrakhan Oblast	1	-	-	-	-	1	-	1	-	1	-	-	-	1	-	-	-	1	-	1	1	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q318. In what state, province or territory do you currently reside?

14 Mar 2015
Table 563

Base: Have Region Codes And Region Question To Be Asked

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2399	702	**	1086	**	611	1230	1169	232	489	1076	365	237	721	1076	602	457	1942	679	1720	275	1445
Belgorod Oblast	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	-	1	1	-	-	-
Bryansk Oblast	1	-	-	-	-	1	-	1	-	-	1	-	-	-	1	-	-	1	1	-	-	-
Volgograd Oblast	4	-	-	-	-	4% ABD	3	1	1	-	3	-	-	1	3	-	1	3	1	3	2% V	1
Vologda Oblast	2	-	-	-	-	2	-	2	-	1	1	-	-	1	1	-	-	2	-	2	1	1
Voronezh Oblast	3	-	-	-	-	3	1	2	-	2	1	-	-	2	1	-	-	3	2	1	1	-
Ivanovo Oblast	1	-	-	-	-	AD	1	-	-	-	1	-	-	-	1	-	-	1	1	-	-	-
Irkutsk Oblast	3	-	-	-	-	AD	3	1	2	-	2	1	-	2	1	-	-	3	2	1	1	-
Kaliningrad Oblast	1	-	-	-	-	AD	1	-	1	-	-	-	-	1	-	-	-	1	1	-	-	-
Kaluga Oblast	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	1	-	1	-	-	-
Kemerovo Oblast	9	-	-	-	-	9% ABD	5	4	2% D	2	5	-	-	4% T	5	-	2	7	6% T	3	1	2
Kirov Oblast	2	-	-	-	-	2	1	1	-	1	1	-	-	1	1	-	-	2	2	-	-	-
Kostroma Oblast	2	-	-	-	-	2	1	1	-	1	-	1	-	1	-	1	1	1	1	1	1	-
Kurgan Oblast	2	-	-	-	-	2	1	1	-	1	1	-	-	1	1	-	1	1	1	1	1	1
Kursk Oblast	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	-	1	1	-	-	-
Leningrad Oblast	3	-	-	-	-	AD	2	1	1	2	-	-	-	3	-	-	1	2	3	-	-	-
Lipetsk Oblast	3	-	-	-	-	AD	3	-	3	1	1	-	-	2	1	-	2	1	1	2	-	2
Moscow Oblast	20% BD	-	-	-	-	AD	10	10	3	5	10	2	-	8	10	2	2	18	13	7	5	2

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q318. In what state, province or territory do you currently reside?

Base: Have Region Codes And Region Question To Be Asked

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2399	702	**	1086	**	611	1230	1169	232	489	1076	365	237	721	1076	602	457	1942	679	1720	275	1445
Nizhny Novgorod Oblast	8	-	-	-	-	8 1% ABD	4	4	2 1%	4 1%	2	-	-	6 1% OP	2	-	1	7	6 1% T	2	2 1% V	-
Novgorod Oblast	1	-	-	-	-	1	-	1	-	1	-	-	-	1	-	-	1	-	-	1	1 V	-
Novosibirsk Oblast	4	-	-	-	-	4 1% ABD	1	3	-	2	2	-	-	2	2	-	-	4	2	2	1	1
Omsk Oblast	3	-	-	-	-	3 AD	-	3	-	3 1% K	-	-	-	3	-	-	1	2	2	1	-	1
Orenburg Oblast	2	-	-	-	-	2	-	2	1 K	-	-	1	-	1	-	1	-	2	2 T	-	-	-
Penza Oblast	2	-	-	-	-	2	1	1	1 K	1	-	-	-	2	-	-	1	1	2 T	-	-	-
Perm Kray	5	-	-	-	-	5 1% ABD	3	2	2 1%	1	2	-	-	3	2	-	-	5	-	5	4 1% V	1
Pskov Oblast	3	-	-	-	-	3 AD	3	-	-	1	2	-	-	1	2	-	1	2	1	2	-	2
Rostov Oblast	9	-	-	-	-	9 1% ABD	4	5	1	2	6 1%	-	-	3	6 1%	-	-	9	7 1% T	2	2 1% V	-
Samara Oblast	11	-	-	-	-	11 2% ABD	7 1%	4	1	5 1%	5	-	-	6 1% P	5	-	2	9	6 1%	5	4 1% V	1
Saratov Oblast	4	-	-	-	-	4 1% ABD	2	2	1	1	2	-	-	2	2	-	1	3	2	2	-	2
Sverdlovsk Oblast	10	-	-	-	-	10 2% ABD	5	5	2 1%	2	5	1	-	4 1%	5	1	1	9	4 1%	6	3 1% V	3
Smolensk Oblast	3	-	-	-	-	3 AD	2	1	-	1	1	1	-	1	1	1	2	1	1	2	1	1
Tver Oblast	3	-	-	-	-	3 AD	-	3	-	1	2	-	-	1	2	-	-	3	1	2	1	1
Tomsk Oblast	2	-	-	-	-	2	1	1	-	-	2	-	-	-	2	-	-	2	1	1	-	1
Tula Oblast	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	-	1	-	1	1 V	-
Tyumen Oblast	6	-	-	-	-	6 1% ABD	3	3	-	4 1% K	1	1	-	4 1%	1	1	-	6	3	3	2 1% V	1

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q318. In what state, province or territory do you currently reside?

14 Mar 2015
Table 563

Base: Have Region Codes And Region Question To Be Asked

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2399	702	**	1086	**	611	1230	1169	232	489	1076	365	237	721	1076	602	457	1942	679	1720	275	1445
Ulyanovsk Oblast	1	-	-	-	-	1	-	1	-	-	1	-	-	-	1	-	-	1	1	-	-	-
Chelyabinsk Oblast	5	-	-	-	-	5 1%	-	5	1	2	2	-	-	3	2	-	1	4	2	3	3 1%	-
Yaroslavl Oblast	4	-	-	-	-	4 1%	2	2	1	1	2	-	-	2	2	-	-	4	2	2	1	1
Moscow	27 1%	-	-	-	-	27 4%	13 1%	14 1%	3 1%	6 1%	18 2%	-	-	9 1%	18 2%	-	2	25 1%	13 2%	14 1%	7 3%	7
Saint Petersburg	27 1%	-	-	-	-	27 4%	13 1%	14 1%	4 2%	11 2%	10 1%	1	1	15 2%	10 1%	2	6 1%	21 1%	14 2%	13 1%	9 3%	4
Adana Province	1	-	-	1	-	-	1	-	1	-	-	-	-	1	-	-	-	1	-	1	1	-
Ankara Province	13 1%	-	-	13 1%	-	-	12 1%	1	3 1%	3 1%	6 1%	1	-	6 1%	6 1%	1	2	11 1%	3	10 1%	5 2%	5
Antalya Province	3	-	-	3	-	-	1	2	1	1	1	-	-	2	1	-	1	2	-	3	1	2
Aydin Province	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	-	1	-	1	1	-
Balikesir Province	1	-	-	1	-	-	-	1	-	-	1	-	-	-	1	-	1	-	-	1	1	-
Bolu Province	1	-	-	1	-	-	1	-	1	-	-	-	-	1	-	-	-	1	-	1	-	1
Bursa Province	4	-	-	4	-	-	2	2	1	2	1	-	-	3	1	-	1	3	2	2	1	1
Canakkale Province	3	-	-	3	-	-	1	2	-	1	1	1	-	1	1	1	-	3	1	2	1	1
Denizli Province	1	-	-	1	-	-	-	1	-	-	1	-	-	-	1	-	1	-	-	1	-	1
Diyarbakir Province	2	-	-	2	-	-	2	-	-	1	1	-	-	1	1	-	-	2	1	1	-	1
Erzurum Province	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	1	-	-	1	1	-
Eskisehir Province	2	-	-	2	-	-	1	1	-	1	1	-	-	1	1	-	-	2	-	2	1	1

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q318. In what state, province or territory do you currently reside?

14 Mar 2015
Table 563

Base: Have Region Codes And Region Question To Be Asked

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2399	702	**	1086	**	611	1230	1169	232	489	1076	365	237	721	1076	602	457	1942	679	1720	275	1445
Gaziantep Province	1	-	-	1	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	1	-
																					V	
Hatay Province	1	-	-	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	1	-	-	-
Mersin Province	1	-	-	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	1	1	-
																					V	
Istanbul Province	37 2%	-	-	37 3%	-	-	19 2%	18 2%	10 4%	15 3%	11 1%	1	-	25 3%	11 1%	1	8 2%	29 1%	12 2%	25 1%	20 7%	5
	BF			ABF					KLM	KLM				OP	P						V	
Izmir Province	10	-	-	10 1%	-	-	4	6 1%	1	6 1%	3	-	-	7 1%	3	-	-	10 1%	2	8	4 1%	4
				ABF						KL				P							V	
Kastamonu Province	2	-	-	2	-	-	2	-	-	1	1	-	-	1	1	-	-	2	-	2	1	1
Kirklareli Province	1	-	-	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	1	-	-	-
Kocaeli Province	2	-	-	2	-	-	2	-	1 K	-	-	1	-	1	-	1	-	2	-	2	1	1
Kutahya Province	1	-	-	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1
Malatya Province	2	-	-	2	-	-	1	1	1	-	1	-	-	1	1	-	-	2	-	2	1	1
Mardin Province	1	-	-	1	-	-	1	-	-	1	-	-	-	1	-	-	1 R	-	-	1	-	1
Sakarya Province	1	-	-	1	-	-	1	-	-	-	-	1	-	-	-	1	1 R	-	-	1	-	1
Sivas Province	2	-	-	2	-	-	2	-	1 K	1	-	-	-	2	-	-	-	2	1	1	1 V	-
									K												V	
Tekirdag Province	1	-	-	1	-	-	1	-	1 K	-	-	-	-	1	-	-	-	1	1	-	-	-
Tokat Province	1	-	-	1	-	-	1	-	-	1	-	-	-	-	1	-	-	1	-	1	1 V	-
Trabzon Province	1	-	-	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	1	1 V	-
Usak Province	1	-	-	1	-	-	1	-	-	1	-	-	-	1	-	-	1 R	-	-	1	1 V	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q318. In what state, province or territory do you currently reside?

14 Mar 2015
Table 563

Base: Have Region Codes And Region Question To Be Asked

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2399	702	**	1086	**	611	1230	1169	232	489	1076	365	237	721	1076	602	457	1942	679	1720	275	1445
Aksaray Province	2	-	-	2	-	-	2	-	-	2	-	-	-	2	-	-	-	2	-	2	2	-
										K											1%	
Batman Province	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	-	1	1	-	-	-
Sigma	2399 100%	702 100%	-	1086 100%	-	611 100%	1230 100%	1169 100%	232 100%	489 100%	1076 100%	365 100%	237 100%	721 100%	1076 100%	602 100%	457 100%	1942 100%	679 100%	1720 100%	275 100%	1445 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q320. U.S. Region-Harris Interactive Definition.

14 Mar 2015
Table 564

Base: All U.S. Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	502	502	**	**	**	**	198	304	35*	103	191	85*	88*	138	191	173	94*	408	73*	429	28**	401
Weighted Base	502	502	**	**	**	**	198	304	35*	103	191	85*	88*	138	191	173	94*	408	73*	429	28**	401
East	123 25%	123 25%	-	-	-	-	56 28%	67 22%	9 26%	23 22%	45 24%	26 31%	20 23%	32 23%	45 24%	46 27%	17 18%	106 26%	18 25%	105 24%	9 32%	96 24%
Midwest	115 23%	115 23%	-	-	-	-	50 25%	65 21%	11 31%	21 20%	51 27%	14 16%	18 20%	32 23%	51 27%	32 18%	20 21%	95 23%	11 15%	104 24%	2 7%	102 25%
South	156 31%	156 31%	-	-	-	-	56 28%	100 33%	7 20%	33 32%	61 32%	27 32%	28 32%	40 29%	61 32%	55 32%	31 33%	125 31%	21 29%	135 31%	10 36%	125 31%
West	108 22%	108 22%	-	-	-	-	36 18%	72 24%	8 23%	26 25%	34 18%	18 21%	22 25%	34 25%	34 18%	40 23%	26 28%	82 20%	23 32%	85 20%	7 25%	78 19%
Sigma	502 100%	502 100%	-	-	-	-	198 100%	304 100%	35 100%	103 100%	191 100%	85 100%	88 100%	138 100%	191 100%	173 100%	94 100%	408 100%	73 100%	429 100%	28 100%	401 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q437. What is the highest level of education you have completed or the highest degree you have received?

Base: All U.S. Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	502	502	**	**	**	**	198	304	35*	103	191	85*	88*	138	191	173	94*	408	73*	429	28**	401
Weighted Base	502	502	**	**	**	**	198	304	35*	103	191	85*	88*	138	191	173	94*	408	73*	429	28**	401
HIGH SCHOOL OR LESS (NET)	89 18%	89 18%	-	-	-	-	25 13%	64 21% G	10 29%	17 17%	31 16%	16 19%	15 17%	27 20%	31 16%	31 18%	21 22%	68 17%	6 8%	83 19% S	3 11%	80 20%
Completed some high school	9 2%	9 2%	-	-	-	-	2 1%	7 2%	3 9% JKL	1 1%	1 1%	-	4 5% KL	4 3%	1 1%	4 2%	3 3%	6 1%	-	9 2%	-	9 2%
Completed high school	80 16%	80 16%	-	-	-	-	23 12%	57 19% G	7 20%	16 16%	30 16%	16 19%	11 13%	23 17%	30 16%	27 16%	18 19%	62 15%	6 8%	74 17%	3 11%	71 18%
ATTENDED COLLEGE OR COLLEGE DEGREE (NET)	286 57%	286 57%	-	-	-	-	115 58%	171 56%	21 60%	62 60%	115 60% M	47 55%	41 47%	83 60%	115 60%	88 51%	52 55%	234 57%	39 53%	247 58%	19 68%	228 57%
Some college, but no degree	91 18%	91 18%	-	-	-	-	33 17%	58 19%	10 29% JM	13 13%	37 19%	20 24%	11 13%	23 17%	37 19%	31 18%	17 18%	74 18%	14 19%	77 18%	6 21%	71 18%
Associate Degree	50 10%	50 10%	-	-	-	-	20 10%	30 10%	-	10 10%	21 11% I	9 11% I	10 11% I	10 7%	21 11%	19 11%	9 10%	41 10%	3 4%	47 11%	5 18%	42 10%
College (such as B.A., B.S.)	145 29%	145 29%	-	-	-	-	62 31%	83 27%	11 31%	39 38% LM	57 30%	18 21%	20 23%	50 36% P	57 30%	38 22%	26 28%	119 29%	22 30%	123 29%	8 29%	115 29%
ATTENDED GRADUATE SCHOOL OR GRADUATE DEGREE (NET)	108 22%	108 22%	-	-	-	-	51 26%	57 19%	3 9%	22 21%	41 21%	17 20%	25 28% I	25 18%	41 21%	42 24%	20 21%	88 22%	26 36% T	82 19%	5 18%	77 19%
Some graduate school, but no degree	28 6%	28 6%	-	-	-	-	15 8%	13 4%	2 6%	6 6%	10 5%	4 5%	6 7%	8 6%	10 5%	10 6%	7 7%	21 5%	8 11% T	20 5%	1 4%	19 5%
Graduate degree (such as MBA, MS, M.D., Ph.D.)	80 16%	80 16%	-	-	-	-	36 18%	44 14%	1 3%	16 16%	31 16% I	13 15%	19 22% I	17 12%	31 16%	32 18%	13 14%	67 16%	18 25% T	62 14%	4 14%	58 14%
Job-specific training program(s) after high school	19 4%	19 4%	-	-	-	-	7 4%	12 4%	1 3%	2 2%	4 2%	5 6%	7 8% K	3 2%	4 2%	12 7% O	1 1%	18 4%	2 3%	17 4%	1 4%	16 4%
Sigma	502 100%	502 100%	-	-	-	-	198 100%	304 100%	35 100%	103 100%	191 100%	85 100%	88 100%	138 100%	191 100%	173 100%	94 100%	408 100%	73 100%	429 100%	28 100%	401 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q437. What is the highest level of education you have completed or the highest degree you have received?

14 Mar 2015
Table 566

Base: All Non-U.S. Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1177	200	**	872	105	**	631	546	88*	195	563	216	115	283	563	331	233	944	299	878	117	761
Weighted Base	1177	200	**	872	105	**	631	546	88*	195	563	216	115	283	563	331	233	944	299	878	117	761
Middle School	6 1%	-	-	6 1%	-	-	4 1%	2	1 1%	2 1%	2	1	-	3 1%	2	1	1	5 1%	1	5 1%	1 1%	4 1%
HS Diploma	39 3% B	-	-	39 4% ABE	-	-	21 3%	18 3%	2 2%	6 3%	21 4%	5 2%	5 4%	8 3%	21 4%	10 3%	5 2%	34 4%	14 5%	25 3%	5 4%	20 3%
Some high school	4	-	-	4 4% ABD	-	-	1	3 1%	2 2% KL	1 1%	1	-	-	3 1%	1	-	2 1%	2	1	3	-	3
High school completed	24 2% BD	-	-	24 23% ABD	-	-	11 2%	13 2%	6 7% JKLM	4 2%	12 2%	2 1%	-	10 4% P	12 2%	2 1%	6 3%	18 2%	8 3%	16 2%	8 7% V	8 1%
Some University/Technikon college	27 2% BD	-	-	27 26% ABD	-	-	8 1%	19 3%	8 9% KLM	9 5% KLM	8 1%	2 1%	-	17 6% OP	8	2 1%	8 3%	19 2%	10 3%	17 2%	6 5% V	11 1%
University/Technikon college completed	43 4% BD	-	-	43 41% ABD	-	-	19 3%	24 4%	7 8% KLM	17 9% KLM	16 3%	2 1%	1 1%	24 8% OP	16 3%	3 1%	8 3%	35 4%	23 8% T	20 2%	9 8% V	11 1%
Other post-matric qualification	7 1% D	-	-	7 7% ABD	-	-	4 1%	3 1%	-	4 2% L	3 1%	-	-	4 1% P	3 1%	-	1	6 1%	3 1%	4	3 3% V	1
Less Than Secondary School (high school)	1	1 1% D	-	-	-	-	-	1	-	1 1%	-	-	-	1	-	-	1 R	-	-	1	-	1
Completed some Secondary School (high school)	10 1% D	10 5% ADE	-	-	-	-	4 1%	6 1%	3 3% K	1 1%	3 1%	2 1%	1 1%	4 1%	3 1%	3 1%	3 1%	7 1%	5 2%	5 1%	-	5 1%
Graduated from Secondary School (high school)	29 2% D	29 15% ADE	-	-	-	-	12 2%	17 3%	5 6% KL	6 3%	9 2%	3 1%	6 5% KL	11 4% O	9 2%	9 3%	10 4% R	19 2%	4 1%	25 3%	4 3%	21 3%
Trade Certificate or diploma	15 1% D	15 8% ADE	-	-	-	-	7 1%	8 1%	-	4 2%	7 1%	1	3 3%	4 1%	7 1%	4 1%	5 2%	10 1%	2 1%	13 1%	-	13 2%
Certificate or Diploma from Community College, Institution, CEGEP	37 3% D	37 19% ADE	-	-	-	-	16 3%	21 4%	3 3% M	8 4% M	18 3%	8 4% M	-	11 4%	18 3%	8 2%	7 3%	30 3%	8 3%	29 3%	3 3%	26 3%
Teaching Certificate from Provincial Department of Education	2	2 1% AD	-	-	-	-	2	-	-	-	1	1	-	-	1	1	-	2	1	1	-	1
Completed some university study, but no degree	17 1% D	17 9% ADE	-	-	-	-	9 1%	8 1%	3 3%	1 1%	6 1%	5 2%	2 2%	4 1%	6 1%	7 2%	1	16 2%	4 1%	13 1%	3 3%	10 1%
University Certificate or Diploma below Bachelor Level	8 1% D	8 4% ADE	-	-	-	-	4 1%	4 1%	-	2 1%	4 1%	1	1	2 1%	4 1%	2 1%	2 1%	6 1%	3 1%	5 1%	1 1%	4 1%
Bachelor or first professional degree	53 5% DE	53 27% ADE	-	-	-	-	26 4%	27 5%	5 6% K	13 7% K	12 2%	14 6% K	9 8% K	18 6% O	12 2%	23 7% O	9 4%	44 5%	13 4%	40 5%	4 3%	36 5%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base, ** very small base (under 30) ineligible for sig testing

Q437. What is the highest level of education you have completed or the highest degree you have received?

Base: All Non-U.S. Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	1177	200	**	872	105	**	631	546	88*	195	563	216	115	283	563	331	233	944	299	878	117	761
Graduate or Professional Degree above Bachelor Level	28 2%	28 14%	-	-	-	-	19 3%	9 2%	-	3 2%	11 2%	9 4%	5 4%	3 1%	11 2%	14 4%	3 1%	25 3%	7 2%	21 2%	1 1%	20 3%
CAP / BEP (Vocational training certificate/Technical education certificate)	35 3%	-	-	35 4%	-	-	17 3%	18 3%	-	-	17 3%	8 4%	10 9%	-	17 3%	18 5%	5 2%	30 3%	-	35 4%	4 3%	31 4%
High school diploma	44 4%	-	-	44 5%	-	-	13 2%	31 6%	2 2%	3 2%	22 4%	14 6%	3 3%	5 2%	22 4%	17 5%	7 3%	37 4%	3 1%	41 5%	6 5%	35 5%
2-year college degree/Associate's degree	41 3%	-	-	41 5%	-	-	17 3%	24 4%	-	7 4%	21 4%	7 3%	6 5%	7 2%	21 4%	13 4%	8 3%	33 3%	6 2%	35 4%	3 3%	32 4%
3-year college degree/Bachelor's degree	26 2%	-	-	26 3%	-	-	11 2%	15 3%	-	5 3%	14 2%	5 2%	2 2%	5 2%	14 2%	7 2%	5 2%	21 2%	2 1%	24 3%	3 3%	21 3%
4-year college degree/Master's degree	18 2%	-	-	18 2%	-	-	5 1%	13 2%	1 1%	3 2%	10 2%	2 1%	2 2%	4 1%	10 2%	4 1%	7 3%	11 1%	3 1%	15 2%	1 1%	14 2%
DESS/DEA /Master (5-year college degree)	25 2%	-	-	25 3%	-	-	15 2%	10 2%	-	6 3%	15 3%	3 1%	1 1%	6 2%	15 3%	4 1%	4 2%	21 2%	9 3%	16 2%	-	16 2%
Doctorate	5	-	-	5 1%	-	-	3	2	-	2 1%	-	1	2 2%	2 1%	-	3 1%	1	4	1	4	2 2%	2
Still studying	4	-	-	4	-	-	1	3 1%	4 5%	-	-	-	-	4 1%	-	-	-	4	-	4	-	4 1%
Did not graduate	3	-	-	3	-	-	-	3	-	1 1%	1	1	-	1	1	1	2 1%	1	-	3	-	3
Lower Secondary Education (5th - 9 or 10th)	10 1%	-	-	10 1%	-	-	4 1%	6 1%	-	-	5 1%	4 2%	1 1%	-	5 1%	5 2%	1	9 1%	3 1%	7 1%	1 1%	6 1%
HS Diploma	30 3%	-	-	30 3%	-	-	18 3%	12 2%	1 1%	4 2%	13 2%	11 5%	1 1%	5 2%	13 2%	12 4%	5 2%	25 3%	6 2%	24 3%	1 1%	23 3%
University Entrance Exam	18 2%	-	-	18 2%	-	-	16 3%	2	1 1%	1 1%	12 2%	4 2%	-	2 1%	12 2%	4 1%	3 1%	15 2%	8 3%	10 1%	1 1%	9 1%
University of Applied Sciences	29 2%	-	-	29 3%	-	-	23 4%	6 1%	-	-	14 2%	8 4%	7 6%	-	14 2%	15 5%	2 1%	27 3%	15 5%	14 2%	1 1%	13 2%
Finished University	34 3%	-	-	34 4%	-	-	20 3%	14 3%	-	3 2%	18 3%	10 5%	3 3%	3 1%	18 3%	13 4%	9 4%	25 3%	12 4%	22 3%	2 2%	20 3%
Doctorate	9 1%	-	-	9 1%	-	-	6 1%	3 1%	-	-	4 1%	3 1%	2 2%	-	4 1%	5 2%	3 1%	6 1%	3 1%	6 1%	1 1%	5 1%
Completed Apprenticeship	97 8%	-	-	97 11%	-	-	54 9%	43 8%	-	7 4%	57 10%	23 11%	10 9%	7 2%	57 10%	33 10%	20 9%	77 8%	23 8%	74 8%	3 3%	71 9%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q437. What is the highest level of education you have completed or the highest degree you have received?

Base: All Non-U.S. Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	1177	200	**	872	105	**	631	546	88*	195	563	216	115	283	563	331	233	944	299	878	117	761
Master Craftsman Diploma	14 1%	-	-	14 2% A	-	-	12 2% H	2	-	-	5 1%	8 4% JK	1 1%	-	5 1%	9 3% NO	1	13 1%	6 2%	8 1%	-	8 1%
Other Qualification	7 1%	-	-	7 1%	-	-	4 1%	3 1%	-	-	2	4 2% K	1 1%	-	2	5 2% N	2 1%	5 1%	2 1%	5 1%	-	5 1%
Student	2	-	-	2	-	-	2	-	-	1 1%	1	-	-	1	1	-	2 1% R	-	-	2	1 1%	1
Secondary School	6 1%	-	-	6 1%	-	-	4 1%	2	-	1 1%	4 1%	-	1 1%	1	4 1%	1	1	5 1%	2 1%	4	-	4 1%
Some College	11 1%	-	-	11 1%	-	-	5 1%	6 1%	-	1 1%	9 2%	1	-	1	9 2%	1	2 1%	9 1%	2 1%	9 1%	3 3%	6 1%
Short Bachelor, 2-3 Year	9 1%	-	-	9 1%	-	-	5 1%	4 1%	-	4 2% L	5 1%	-	-	4 1% P	5 1%	-	4 2%	5 1%	2 1%	7 1%	2 2%	5 1%
Bachelor, 4-5 Year	22 2%	-	-	22 3% AB	-	-	13 2%	9 2%	-	3 2%	13 2%	5 2%	1 1%	3 1%	13 2%	6 2%	7 3%	15 2%	7 2%	15 2%	2 2%	13 2%
post-bachelor	4	-	-	4	-	-	4 1%	-	-	1 1%	2	-	1 1%	1	2	1	1	3	1	3	1 1%	2
Doctorate	2	-	-	2	-	-	2	-	-	-	1	1	-	-	1	1	-	2	2 1% T	-	-	-
Still studying	2	-	-	2	-	-	2	-	-	1 1%	1	-	-	1	1	-	-	2	1	1	-	1
Secondary	5	-	-	5 1%	-	-	3	2	-	-	5 1%	-	-	-	5 1%	-	4 2% R	1	1	4	1 1%	3
Baccalaureate	26 2% B	-	-	26 3% AB	-	-	18 3%	8 1%	-	2 1%	19 3%	4 2%	1 1%	2 1%	19 3% N	5 2%	5 2%	21 2%	7 2%	19 2%	4 3%	15 2%
Not finalized University studies	11 1%	-	-	11 1%	-	-	6 1%	5 1%	-	1 1%	8 1%	1	1 1%	1	8 1%	2 1%	2 1%	9 1%	3 1%	8 1%	1 1%	7 1%
Diploma	24 2% B	-	-	24 3% AB	-	-	19 3% H	5 1%	1 1%	3 2%	16 3%	3 1%	1 1%	4 1%	16 3%	4 1%	6 3%	18 2%	7 2%	17 2%	4 3%	13 2%
Degree	19 2%	-	-	19 2% AB	-	-	10 2%	9 2%	-	6 3% L	13 2% L	-	-	6 2% P	13 2% P	-	4 2%	15 2%	3 1%	16 2%	5 4% V	11 1%
Masters/Postgraduate/Doctorate/PHD	13 1%	-	-	13 1% A	-	-	7 1%	6 1%	-	2 1%	10 2%	1	-	2 1%	10 2%	1	-	13 1%	4 1%	9 1%	1 1%	8 1%
Still studying	2	-	-	2	-	-	-	2	-	2 1% K	-	-	-	2 1% O	-	-	1	1	-	2	-	2

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q437. What is the highest level of education you have completed or the highest degree you have received?

14 Mar 2015
Table 566

Base: All Non-U.S. Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	1177	200	**	872	105	**	631	546	88*	195	563	216	115	283	563	331	233	944	299	878	117	761
GCSE/O-Level/CSE	45 4%	-	-	45 5%	-	-	24 4%	21 4%	11 13%	7 4%	16 3%	5 2%	6 5%	18 6%	16 3%	11 3%	9 4%	36 4%	9 3%	36 4%	-	36 5%
	BE			ABE					JKL					O								U
Vocational qualifications	20 2%	-	-	20 2%	-	-	16 3%	4 1%	1 1%	5 3%	9 2%	4 2%	1 1%	6 2%	9 2%	5 2%	4 2%	16 2%	2 1%	18 2%	1 1%	17 2%
	AB			AB			H															
A-Level/Scottish Higher or equivalent	56 5%	-	-	56 6%	-	-	29 5%	27 5%	12 14%	10 5%	26 5%	3 1%	5 4%	22 8%	26 5%	8 2%	13 6%	43 5%	13 4%	43 5%	3 3%	40 5%
	BE			ABE					JKLM		L			P								
Bachelor Degree or equivalent	58 5%	-	-	58 7%	-	-	35 6%	23 4%	5 6%	14 7%	28 5%	6 3%	5 4%	19 7%	28 5%	11 3%	4 2%	54 6%	17 6%	41 5%	7 6%	34 4%
	BE			ABE						L								Q				
Masters/PhD or equivalent	26 2%	-	-	26 3%	-	-	15 2%	11 2%	2 2%	6 3%	9 2%	7 3%	2 2%	8 3%	9 2%	9 3%	5 2%	21 2%	6 2%	20 2%	2 2%	18 2%
	B			AB																		
No formal qualifications	8 1%	-	-	8 1%	-	-	3 *	5 1%	2 2%	-	2 *	2 1%	2 2%	2 1%	2 *	4 1%	1 *	7 1%	-	8 1%	-	8 1%
									JK													
Other	7 1%	-	-	7 1%	-	-	3 *	4 1%	-	1 1%	2 *	1 *	3 3%	1 *	2 *	4 1%	1 *	6 1%	1 *	6 1%	2 2%	4 1%
													K									
Sigma	1177 100%	200 100%	-	872 100%	105 100%	-	631 100%	546 100%	88 100%	195 100%	563 100%	216 100%	115 100%	283 100%	563 100%	331 100%	233 100%	944 100%	299 100%	878 100%	117 100%	761 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q410. Which one of the following best describes your employment status?

14 Mar 2015
Table 567

Base: 18 Years Old Or Older And (Ask Sequential Employment And Single Employment Item Selected And More Than 1 Valid Code From Q406)

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	5937	925	599	1086	409	2918	3306	2631	799	1697	2469	669	303	2496	2469	972	1121	4816	2278	3659	1288	2371
Weighted Base	5937	925	599	1086	409	2918	3306	2631	799	1697	2469	669	303	2496	2469	972	1121	4816	2278	3659	1288	2371
Employed full time	3383 57% BCDE	399 43%	268 45%	563 52% BC	212 52% BC	1941 67% ABCDE	2046 62% H	1337 51%	274 34% M	1190 70% IKLM	1654 67% ILM	249 37% M	16 5%	1464 59% P	1654 67% NP	265 27%	592 53%	2791 58% Q	1467 64% T	1916 52% S	760 59% V	1156 49%
Employed part time	493 8% F	90 10% F	70 12% AF	96 9% F	38 9% 9	199 7% 7	195 6% 6	298 11% G	90 11% JK	138 8% 8	179 7% 7	60 9% 9	26 9% 9	228 9% O	179 7% 7	86 9% 9	122 11% R	371 8% 8	165 7% 7	328 9% S	112 9% 9	216 9%
Self-employed	664 11% DF	102 11% DF	141 24% ABDF	78 7% ABDF	88 22% ABDF	255 9% 9	422 13% H	242 9% 9	59 7% 7	157 9% 9	314 13% IJ	102 15% IJ	32 11% 11	216 9% 9	314 13% N	134 14% N	125 11% 11	539 11% 11	311 14% T	353 10% 10	170 13% V	183 8%
Not employed, but looking for work	202 3% F	46 5% AEF	24 4% F	61 6% AEF	8 2% 2	63 2% 2	89 3% 3	113 4% G	49 6% JKLM	56 3% 3	74 3% 3	16 2% 2	7 2% 2	105 4% OP	74 3% 3	23 2% 2	34 3% 3	168 3% 3	47 2% 2	155 4% S	41 3% 3	114 5% U
Not employed and not looking for work	60 1%	12 1%	5 1%	11 1%	1 *	31 1%	26 1%	34 1%	12 2%	16 1%	19 1%	10 1%	3 1%	28 1%	19 1%	13 1%	11 1%	49 1% 1	15 1% 1	45 1% S	4 *	41 2% U
Retired	431 7% CEF	124 13% ACEF	31 5% E	141 13% ACEF	5 1% 1	130 4% E	268 8% H	163 6% 6	8 1% J	6 *	31 1% J	180 27% IJK	206 68% IJKL	14 1% 1	31 1% N	386 40% NO	80 7% 7	351 7% 7	67 3% 3	364 10% S	60 5% 5	304 13% U
Not employed, unable to work due to a disability or illness	93 2% CEF	35 4% ACEF	1 *	39 4% ACEF	1 *	17 1% 1	40 1% 1	53 2% G	7 1% 1	13 1% 1	47 2% IJM	25 4% IJKM	1 *	20 1% 1	47 2% N	26 3% N	15 1% 1	78 2% 2	14 1% 1	79 2% S	10 1% 1	69 3% U
Student	331 6% B	36 4% 4	47 8% ABDF	48 4% ABDF	45 11% ABDF	155 5% 5	197 6% 6	134 5% 5	282 35% JKLM	39 2% KLM	8 *	1 *	1 *	321 13% OP	8 *	2 *	75 7% 7	256 5% 5	125 5% 5	206 6% 6	89 7% V	117 5%
Stay-at-home spouse or partner	280 5% CE	81 9% ACDEF	12 2% 2	49 5% C	11 3% 3	127 4% C	23 1% 1	257 10% G	18 2% 2	82 5% I	143 6% I	26 4% 4	11 4% 4	100 4% 4	143 6% NP	37 4% 4	67 6% R	213 4% 4	67 3% 3	213 6% S	42 3% 3	171 7% U
Sigma	5937 100%	925 100%	599 100%	1086 100%	409 100%	2918 100%	3306 100%	2631 100%	799 100%	1697 100%	2469 100%	669 100%	303 100%	2496 100%	2469 100%	972 100%	1121 100%	4816 100%	2278 100%	3659 100%	1288 100%	2371 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q462. Which of the following income categories best describes your total 2014 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	4059	925	370	1043	**	1721	2195	1864	402	1047	1791	543	276	1449	1791	819	704	3355	1377	2682	718	1964
Weighted Base	4059	925	370	1043	**	1721	2195	1864	402	1047	1791	543	276	1449	1791	819	704	3355	1377	2682	718	1964
Less than \$15,000	32 1% DF	32 3% ACDF	-	-	-	-	13 1%	19 1%	2	10 1%	8	10 2%	2 1%	12 1%	8	12 1%	7 1%	25 1%	6	26 1%	-	26 1%
\$15,000 to \$24,999	45 1% CDF	45 5% ACDF	-	-	-	-	15 1%	30 2%	4 1%	5	16 1%	13 2%	7 3%	9 1%	16 1%	20 2%	10 1%	35 1%	5	40 1%	4 1%	36 2%
\$25,000 to \$34,999	62 2% CDF	62 7% ACDF	-	-	-	-	20 1%	42 2%	6 1%	16 2%	18 1%	12 2%	10 4%	22 2%	18 1%	22 3%	10 1%	52 2%	7 1%	55 2%	2	53 3%
\$35,000 to \$49,999	56 1% CDF	56 6% ACDF	-	-	-	-	20 1%	36 2%	4 1%	14 1%	21 1%	9 2%	8 3%	18 1%	21 1%	17 2%	12 2%	44 1%	4	52 2%	4 1%	48 2%
\$50,000 to \$74,999	102 3% CDF	102 11% ACDF	-	-	-	-	39 2%	63 3%	7 2%	16 2%	45 3%	11 2%	23 8%	23 2%	45 3%	34 4%	12 2%	90 3%	20 1%	82 3%	9 1%	73 4%
\$75,000 to \$99,999	72 2% CDF	72 8% ACDF	-	-	-	-	30 1%	42 2%	1	19 2%	30 2%	10 2%	12 4%	20 1%	30 2%	22 3%	15 2%	57 2%	12 1%	60 2%	5 1%	55 3%
\$100,000 to \$124,999	36 1% DF	36 4% ACDF	-	-	-	-	23 1%	13 1%	5 1%	8 1%	12 1%	2	9 3%	13 1%	12 1%	11 1%	8 1%	28 1%	8 1%	28 1%	1	27 1%
\$125,000 to \$149,999	20 DF	20 2% ACDF	-	-	-	-	6	14 1%	-	1	11 1%	4 1%	4 1%	1	11 1%	8 1%	4 1%	16	4	16 1%	-	16 1%
\$150,000 to \$199,999	14 F	14 2% ACDF	-	-	-	-	4	10 1%	-	4	4	3 1%	3 1%	4	4	6 1%	3	11	2	12	-	12 1%
\$200,000 to \$249,999	8	8 1% ADF	-	-	-	-	6	2	1	1	3	2	1	2	3	3	2	6	-	8 S	1	7
\$250,000 or more	6	6 1% ADF	-	-	-	-	3	3	1	-	4	1	-	1	4	1	1	5	1	5	-	5
Less than \$15,000 (in Canadian dollars)	18 DF	18 2% ACDF	-	-	-	-	6	12 1%	9 2%	4	3	2	-	13 1%	3	2	3	15	5	13	-	13 U
\$15,000 to \$24,999 (in Canadian dollars)	12 F	12 1% ACDF	-	-	-	-	3	9	1	2	2	4 1%	3 1%	3	2	7 1%	1	11	3	9	1	8
\$25,000 to \$34,999 (in Canadian dollars)	13 F	13 1% ACDF	-	-	-	-	6	7	2	2	5	1	3 1%	4	5	4	4 1%	9	1	12 S	1	11 1%
\$35,000 to \$49,999 (in Canadian dollars)	27 DF	27 3% ACDF	-	-	-	-	8	19 1%	1	8 1%	10 1%	4 1%	4 1%	9 1%	10 1%	8 1%	5 1%	22 1%	6	21 1%	3	18 1%
\$50,000 to \$74,999 (in Canadian dollars)	40 DF	40 4% ACDF	-	-	-	-	20 1%	20 1%	1	10 1%	15 1%	10 2%	4 1%	11 1%	15 1%	14 2%	10 1%	30 1%	10 1%	30 1%	2	28 1%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q462. Which of the following income categories best describes your total 2014 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	4059	925	370	1043	**	1721	2195	1864	402	1047	1791	543	276	1449	1791	819	704	3355	1377	2682	718	1964
\$75,000 to \$99,999 (in Canadian dollars)	28 1%	28 3%	-	-	-	-	16 1%	12 1%	2	7 1%	12 1%	3 1%	4 1%	9 1%	12 1%	7 1%	5 1%	23 1%	11 1%	17 1%	3	14 1%
DF	ACDF																					
\$100,000 to \$124,999 (in Canadian dollars)	17 DF	17 ACDF	-	-	-	-	9	8	1	2	5	8 1%	1	3	5	9 1%	3	14	5	12	3	9
\$125,000 to \$149,999 (in Canadian dollars)	13 F	13 ACDF	-	-	-	-	7	6	-	1	8	3 1%	1	1	8	4	4 1%	9	1	12	2	10 1%
\$150,000 to \$199,999 (in Canadian dollars)	12 F	12 ACDF	-	-	-	-	9	3	1	1	6	2	2 1%	2	6	4	1	11	2	10	1	9
\$200,000 to \$249,999 (in Canadian dollars)	4 ADF	4	-	-	-	-	3	1	-	-	2	2	-	-	2	2	2	2	1	3	-	3
\$250,000 or more (in Canadian dollars)	4 ADF	4	-	-	-	-	4	-	-	-	1	2	1	-	1	3	-	4	-	4	-	4
Less than 10,000 yuan	8	-	-	-	-	8	5	3	1	1	4	2	-	2	4	2	-	8	-	8	6 1%	2
10,000 to 19,999 yuan	15 D	-	-	-	-	15 1%	8	7	1	4	8	2	-	5	8	2	2	13	6	9	3	6
20,000 to 29,999 yuan	22 BD	-	-	-	-	22 1%	13 1%	9	1	6 1%	8	4 1%	3 1%	7	8	7 1%	2	20 1%	10 1%	12	2	10 1%
30,000 to 39,999 yuan	32 BD	-	-	-	-	32 2%	15 1%	17 1%	2	9 1%	12 1%	9 2%	-	11 1%	12 1%	9 1%	8 1%	24 1%	14 1%	18 1%	7 1%	11 1%
40,000 to 49,999 yuan	44 BCD	-	-	-	-	44 3%	26 1%	18 1%	3 1%	5	24 1%	10 2%	2 1%	8 1%	24 1%	12 1%	11 2%	33 1%	14 1%	30 1%	8 1%	22 1%
50,000 to 59,999 yuan	55 BCD	-	-	-	-	55 3%	37 2%	18 1%	7 2%	15 1%	18 1%	11 2%	4 1%	22 2%	18 1%	15 2%	8 1%	47 1%	14 1%	41 2%	17 2%	24 1%
60,000 to 79,999 yuan	90 BCD	-	-	-	-	90 5%	52 2%	38 2%	7 2%	27 3%	38 2%	16 3%	2 1%	34 2%	38 2%	18 2%	15 2%	75 2%	25 2%	65 2%	19 3%	46 2%
80,000 to 99,999 yuan	141 BCD	-	-	-	-	141 8%	93 4%	48 3%	7 2%	40 4%	72 4%	18 3%	4 1%	47 3%	72 4%	22 3%	17 2%	124 4%	68 5%	73 3%	22 3%	51 3%
100,000 to 124,999 yuan	223 BCD	-	-	-	-	223 13%	143 7%	80 4%	15 4%	76 7%	93 5%	36 7%	3 1%	91 6%	93 5%	39 5%	18 3%	205 6%	100 7%	123 5%	51 7%	72 4%
125,000 to 149,999 yuan	145 BCD	-	-	-	-	145 8%	97 4%	48 3%	2	56 5%	70 4%	15 3%	2 1%	58 4%	70 4%	17 2%	11 2%	134 4%	65 5%	80 3%	45 6%	35 2%
150,000 or more yuan	323 BCD	-	-	-	-	323 19%	167 8%	156 8%	8 2%	117 11%	164 9%	28 5%	6 2%	125 9%	164 9%	34 4%	22 3%	301 9%	139 10%	184 7%	79 11%	105 5%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q462. Which of the following income categories best describes your total 2014 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	4059	925	370	1043	**	1721	2195	1864	402	1047	1791	543	276	1449	1791	819	704	3355	1377	2682	718	1964
Less than 1,000,000 yen	20	-	-	-	-	20 1%	13 1%	7	8 2%	2	5	2	3 1%	10 1%	5	5 1%	6 1%	14 1%	7 1%	13 1%	1	12 1%
	BD					ABCD			JKL				JK									
1,000,000 to 1,499,999 yen	9	-	-	-	-	9 1%	4	5	2	2	5	-	-	4	5	-	2	7	2	7	1	6
						ABD																
1,500,000 to 1,999,999 yen	12	-	-	-	-	12 1%	7	5	-	6 1%	1	2	3 1%	6	1	5 1%	4 1%	8	4	8	1	7
						ABD				K			IK	O		O						
2,000,000 to 2,999,999 yen	34	-	-	-	-	34 2%	18 1%	16 1%	4 1%	6 1%	13 1%	4 1%	7 3%	10 1%	13 1%	11 1%	5 1%	29 1%	10 1%	24 1%	1	23 1%
	BD					ABCD							JKL									U
3,000,000 to 3,999,999 yen	35	-	-	-	-	35 2%	25 1%	10 1%	4 1%	12 1%	10 1%	4 1%	5 2%	16 1%	10 1%	9 1%	4 1%	31 1%	10 1%	25 1%	3	22 1%
	BD					ABCD	H						K									
4,000,000 to 4,999,999 yen	38	-	-	-	-	38 2%	24 1%	14 1%	1	11	21	4 1%	1	12 1%	21 1%	5 1%	7 1%	31 1%	14 1%	24 1%	-	24 1%
	BD					ABCD																U
5,000,000 to 5,999,999 yen	39	-	-	-	-	39 2%	24 1%	15 1%	3 1%	9 1%	21 1%	4 1%	2 1%	12 1%	21 1%	6 1%	6 1%	33 1%	17 1%	22 1%	-	22 1%
	BD					ABCD																U
6,000,000 to 6,999,999 yen	31	-	-	-	-	31 2%	14 1%	17 1%	5 1%	4	19 1%	2	1	9 1%	19 1%	3	6 1%	25 1%	9 1%	22 1%	1	21 1%
	BD					ABCD																U
7,000,000 to 7,999,999 yen	36	-	-	-	-	36 2%	22 1%	14 1%	4 1%	4	22 1%	2	4 1%	8 1%	22 1%	6 1%	4	32 1%	15 1%	21 1%	2	19 1%
	BD					ABCD					J		J		N							
8,000,000 to 9,999,999 yen	33	-	-	-	-	33 2%	22 1%	11 1%	1	6 1%	19 1%	5 1%	2 1%	7	19 1%	7 1%	5 1%	28 1%	13 1%	20 1%	1	19 1%
	BD					ABCD																U
10,000,000 or more yen	41	-	-	-	-	41 2%	24 1%	17 1%	3 1%	6 1%	23 1%	9 2%	-	9 1%	23 1%	9 1%	6 1%	35 1%	20 1%	21 1%	2	19 1%
	BD					ABCD						JM										
Less than 4,000 real	45	-	45 12%	-	-	-	21 1%	24 1%	5 1%	19 2%	18 1%	2	1	24 2%	18 1%	3	17 2%	28 1%	13 1%	32 1%	16 2%	16 1%
	BDF																R					V
4,000 to 7,999 real	38	-	38 10%	-	-	-	22 1%	16 1%	7 2%	11 1%	17 1%	3 1%	-	18 1%	17 1%	3	8 1%	30 1%	20 1%	18 1%	12 2%	6
	BDF								M					P								V
8,000 to 11,999 real	12	-	12 3%	-	-	-	9	3	2	5	3	1	1	7	3	2	5 1%	7	5	7	5 1%	2
	F		ABDF														R					V
12,000 to 15,999 real	15	-	15 4%	-	-	-	6	9	6 1%	4	4	1	-	10 1%	4	1	3	12	6	9	5 1%	4
	DF		ABDF						JKLM					O								
16,000 to 19,999 real	13	-	13 4%	-	-	-	6	7	4 1%	5	3	1	-	9 1%	3	1	3	10	4	9	6 1%	3
	F		ABDF						K					O								V
20,000 to 29,999 real	37	-	37 10%	-	-	-	17 1%	20 1%	9 2%	14 1%	11 1%	2	1	23 2%	11 1%	3	8 1%	29 1%	11 1%	26 1%	15 2%	11
	BDF		ABDF						KLM					OP								V

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q462. Which of the following income categories best describes your total 2014 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	4059	925	370	1043	**	1721	2195	1864	402	1047	1791	543	276	1449	1791	819	704	3355	1377	2682	718	1964
30,000 to 39,999 real	30 1%	-	30 8%	-	-	-	15 1%	15 1%	9 2%	10 1%	9 1%	-	2 1%	19 1%	9 1%	2	9 1%	21 1%	10 1%	20 1%	9 1%	11 1%
	BDF		ABDF						KL	L			L	OP								
40,000 to 49,999 real	39 1%	-	39 11%	-	-	-	23 1%	16 1%	6 1%	16 2%	15 1%	1	1	22 2%	15 1%	2	8 1%	31 1%	15 1%	24 1%	13 2%	11 1%
	BDF		ABDF						L	L				P							V	
50,000 to 74,999 real	42 1%	-	42 11%	-	-	-	27 1%	15 1%	6 1%	13 1%	19 1%	2	2	19 1%	19 1%	4	11 2%	31 1%	20 1%	22 1%	8 1%	14 1%
	BDF		ABDF																			
75,000 to 99,999 real	34 1%	-	34 9%	-	-	-	18 1%	16 1%	6 1%	9 1%	17 1%	1	1	15 1%	17 1%	2	4 1%	30 1%	19 1%	15 1%	4 1%	11 1%
	BDF		ABDF						L	L				P	P			T	T	T		
100,000 or more real	41 1%	-	41 11%	-	-	-	22 1%	19 1%	6 1%	19 2%	9 1%	4 1%	3	25 2%	9 1%	7	8 1%	33 1%	23 2%	18 1%	13 2%	5
	BDF		ABDF						K	K				O				T	T	T	V	
Less than 50,000 Mexican pesos	18 2%	18 2%	-	-	-	-	11 1%	7	9 2%	3	5	1	-	12 1%	5	1	6 1%	12	8 1%	10	5	5
	DF	ACDF							JKLM					OP								
50,000 to 74,999 Mexican pesos	23 1%	23 2%	-	-	-	-	12 1%	11 1%	3 1%	10 1%	8	2	-	13 1%	8	2	7 1%	16	7 1%	16 1%	10 1%	6
	DF	ACDF																			V	
75,000 to 99,999 Mexican pesos	33 1%	33 4%	-	-	-	-	23 1%	10 1%	8 2%	12 1%	9 1%	2	2	20 1%	9 1%	4	8 1%	25 1%	15 1%	18 1%	11 2%	7
	DF	ACDF							KL					OP							V	
100,000 to 149,999 Mexican pesos	23 1%	23 2%	-	-	-	-	17 1%	6	4 1%	9 1%	8	1	1	13 1%	8	2	5 1%	18 1%	4	19 1%	14 2%	5
	DF	ACDF																			V	
150,000 to 199,999 Mexican pesos	31 1%	31 3%	-	-	-	-	16 1%	15 1%	3 1%	10 1%	15 1%	3	-	13 1%	15 1%	3	10 1%	21 1%	12 1%	19 1%	12 2%	7
	DF	ACDF															R				V	
200,000 to 249,999 Mexican pesos	12	12 1%	-	-	-	-	4	8	2	7 1%	3	-	-	9 1%	3	-	-	12	6	6	2	4
	F	ACDF								K				OP								
250,000 to 299,999 Mexican pesos	17 2%	17 2%	-	-	-	-	10	7	3 1%	6 1%	6	2	-	9 1%	6	2	4 1%	13	7 1%	10	5 1%	5
	DF	ACDF																				
300,000 to 399,999 Mexican pesos	23 1%	23 2%	-	-	-	-	12 1%	11 1%	5 1%	4	14 1%	-	-	9 1%	14 1%	-	2	21 1%	10 1%	13	8 1%	5
	DF	ACDF							L	L				P	P						V	
400,000 to 499,999 Mexican pesos	11 1%	11 1%	-	-	-	-	4	7	-	3	8	-	-	3	8	-	1	10	6	5	2	3
	F	ACDF																				
500,000 to 999,999 Mexican pesos	13 1%	13 1%	-	-	-	-	8	5	-	4	9 1%	-	-	4	9 1%	-	1	12	8 1%	5	3	2
	F	ACDF													P				T			
1,000,000 Mexican pesos or more	5	5 1%	-	-	-	-	4	1	1	1	2	1	-	2	2	1	-	5	3	2	-	2
		ADF																				
Less than 5.000 Euros	12	-	-	12 1%	-	-	4	8	1	6 1%	4	1	-	7	4	1	4 1%	8	2	10	1	9
	F			ABCF																		

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q462. Which of the following income categories best describes your total 2014 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	4059	925	370	1043	**	1721	2195	1864	402	1047	1791	543	276	1449	1791	819	704	3355	1377	2682	718	1964
5.000 Euros - 9.999 Euros	33 1% BF	-	-	33 3% ABCF	-	-	17 1%	16 1%	3 1%	3	17 J	8 1%	2 1%	6	17 1%	10 N	4 1%	29 1%	4	29 1% S	2	27 1% U
10.000 Euros - 19.999 Euros	92 2% BCF	-	-	92 9% ABCF	-	-	51 2%	41 2%	3 1%	13 1%	43 2% IJ	18 3% IJ	15 5% IJK	16 1%	43 2% N	33 4% NO	15 2%	77 2%	17 1%	75 3% S	9 1%	66 3% U
20.000 Euros - 29.999 Euros	112 3% BCF	-	-	112 11% ABCF	-	-	56 3%	56 3%	-	13 1%	65 4% IJ	27 5% IJ	7 3% I	13 1%	65 4% N	34 4% N	21 3%	91 3%	22 2%	90 3% S	14 2%	76 4% U
30.000 Euros - 39.999 Euros	119 3% BCF	-	-	119 11% ABCF	-	-	59 3%	60 3%	1	20 2%	66 4% IJ	18 3% I	14 5% IJ	21 1%	66 4% N	32 4% N	25 4%	94 3%	31 2%	88 3% S	12 2%	76 4% U
40.000 Euros - 49.999 Euros	66 2% BCF	-	-	66 6% ABCF	-	-	45 2% H	21 1%	-	4	31 2% IJ	20 4% IJK	11 4% IJK	4	31 2% N	31 4% NO	12 2%	54 2%	23 2%	43 2% S	3	40 2% U
50.000 Euros - 74.999 Euros	81 2% BCF	-	-	81 8% ABCF	-	-	56 3% H	25 1%	-	1	58 3% IJ	17 3% IJ	5 2% IJ	1	58 3% N	22 3% N	19 3%	62 2%	25 2%	56 2% S	6 1%	50 3% U
75.000 Euros - 99.999 Euros	21 1% BF	-	-	21 2% ABCF	-	-	16 1% H	5	1	2	13 1%	4 1%	1	3	13 1% N	5 1%	5 1%	16	11 1%	10	2	8
100.000 Euros - 149.999 Euros	5	-	-	5 ABF	-	-	3	2	-	-	3	2 J	-	-	3	2	-	5	3	2	1	1
150.000 Euros - 199.999 Euros	6	-	-	6 1% ABF	-	-	4	2	-	-	1	4 1% JK	1	-	1	5 1% NO	3 R	3	3	3	1	2
Less than 10,000 ZL	3	-	-	3 AF	-	-	1	2	1	1	1	-	-	2	1	-	2 R	1	-	3	-	3
10,000 ZL - 19,999 ZL	9	-	-	9 1% ABF	-	-	4	5	2	2	3	2	-	4	3	2	3	6	4	5	3	2
20,000 ZL - 29,999 ZL	13 F	-	-	13 1% ABCF	-	-	8	5	3 1%	2	5	3 1%	-	5	5	3	5 1% R	8	4	9	3	6
30,000 ZL - 39,999 ZL	12 F	-	-	12 1% ABCF	-	-	5	7	2	2	7	1	-	4	7	1	8 1% R	4	6	6	5 1% V	1
40,000 ZL - 49,999 ZL	17 BF	-	-	17 2% ABCF	-	-	8	9	1	6 1%	7	2	1	7	7	3	2	15	6	11	4 1%	7
50,000 ZL - 59,999 ZL	10 F	-	-	10 1% ABF	-	-	5	5	2	2	3	2	1	4	3	3	3	7	4	6	3	3
60,000 ZL - 79,999 ZL	10 F	-	-	10 1% ABF	-	-	6	4	-	1	8	1	-	1	8 N	1	4 1%	6	5	5	1	4
80,000 ZL - 99,999 ZL	10 F	-	-	10 1% ABF	-	-	3	7	1	3	6	-	-	4	6	-	1	9	5	5	4 1% V	1

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q462. Which of the following income categories best describes your total 2014 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	4059	925	370	1043	**	1721	2195	1864	402	1047	1791	543	276	1449	1791	819	704	3355	1377	2682	718	1964
100,000 ZL - 149,999 ZL	8	-	-	8 1% ABF	-	-	5	3	3 1% JK	-	3	1	1	3	3	2	2	6	5	3	2	1
150,000 ZL - 199,999 ZL	1	-	-	1	-	-	-	1	1 K	-	-	-	-	1	-	-	-	1	1	-	-	-
200,000 ZL - 249,999 ZL	1	-	-	1	-	-	-	1	-	1	-	-	-	1	-	-	1	-	-	1	1	-
250,000 ZL - 299,999 ZL	2	-	-	2	-	-	2	-	-	2	-	-	-	2	-	-	R	2	2	-	-	-
300,000 ZL or more	1	-	-	1	-	-	-	1	-	1	-	-	-	1	-	-	-	1	1	-	-	-
Less than 5,000 TRY	13 F	-	-	13 1% ABCF	-	-	10	3	6 1% JKLM	4	3	-	-	10 1% OP	3	-	1	12	2	11	7 1% V	4
5,000 TRY - 9,999 TRY	5	-	-	5 ABF	-	-	1	4	2 K	3	-	-	-	5 O	-	-	2	3	2	3	3 V	-
10,000 TRY - 19,999 TRY	7	-	-	7 1% ABF	-	-	5	2	1 K	5	1	-	-	6 O	1	-	1	6	3	4	3 V	1
20,000 TRY - 29,999 TRY	10 F	-	-	10 1% ABF	-	-	4	6	1 K	7 1% K	2	-	-	8 1% OP	2	-	-	10	1	9	4 1% V	5
30,000 TRY - 39,999 TRY	15 F	-	-	15 1% ABCF	-	-	13	2	4 1% K	7 1% K	3	1	-	11 1% OP	3	1	3	12	3	12	7 1% V	5
40,000 TRY - 49,999 TRY	10 F	-	-	10 1% ABF	-	-	6	4	1	2	6	1	-	3	6	1	2	8	2	8	3	5
50,000 TRY - 74,999 TRY	19 BF	-	-	19 2% ABCF	-	-	13	6	2	6 1% K	9 1% K	2	-	8 1% OP	9 1% K	2	5 1% K	14	6	13	10 1% V	3
75,000 TRY - 99,999 TRY	8	-	-	8 1% ABF	-	-	5	3	-	1	7	-	-	1	7	-	2	6	4	4	2	2
100,000 TRY - 149,999 TRY	4	-	-	4 AF	-	-	2	2	2 K	1	1	-	-	3	1	-	-	4	1	3	3 V	-
150,000 TRY - 199,999 TRY	1	-	-	1	-	-	-	1	-	1	-	-	-	1	-	-	-	1	-	1	1	-
200,000 TRY - 249,999 TRY	2	-	-	2	-	-	-	2	-	1	1	-	-	1	1	-	-	2	-	2	2 V	-
250,000 TRY or more	2	-	-	2	-	-	-	2	1 K	1	-	-	-	2	-	-	-	2	-	2	1	1

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q462. Which of the following income categories best describes your total 2014 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	4059	925	370	1043	**	1721	2195	1864	402	1047	1791	543	276	1449	1791	819	704	3355	1377	2682	718	1964
Less than 2000 RUB	1	-	-	-	-	1	1	-	1	-	-	-	-	1	-	-	1	-	-	1	-	1
									K								R					
2000 RUB - 4000 RUB	1	-	-	-	-	1	1	-	-	1	-	-	-	1	-	-	-	1	1	-	-	-
4001 RUB - 6000 RUB	2	-	-	-	-	2	1	1	-	-	2	-	-	-	2	-	1	1	-	2	1	1
6001 RUB - 8000 RUB	4	-	-	-	-	4	1	3	4	-	-	-	-	4	-	-	2	2	2	2	2	-
						A			JKL					O								V
10001 RUB - 15000 RUB	8	-	-	-	-	8	2	6	4	2	2	-	-	6	2	-	1	7	5	3	2	1
						ABD			JKL													
15001 RUB - 25000 RUB	32	-	-	-	-	32	14	18	11	12	8	1	-	23	8	1	6	26	25	7	3	4
	1%					2%	1%	1%	3%	1%	8%	1%		2%	8%	1%	1%	1%	2%	7%	3%	4%
More than 25000 RUB	192	-	-	-	-	192	87	105	21	75	88	7	1	96	88	8	25	167	104	88	54	34
	5%					11%	4%	6%	5%	7%	5%	1%		7%	5%	1%	4%	5%	8%	3%	8%	2%
	BCD					ABCD		G	LM	KLM	LM			OP	P				T	T	V	
Up to 4,499 GBP	10	-	-	10	-	-	4	6	4	4	1	1	-	8	1	1	2	8	3	7	-	7
	F			ABF					1%	K	K			1%								
4,500 to 6,499 GBP	5	-	-	5	-	-	2	3	3	-	1	1	-	3	1	1	1	4	-	5	-	5
				ABF					1%	JK												
6,500 to 7,499 GBP	5	-	-	5	-	-	4	1	1	2	2	-	-	3	2	-	1	4	1	4	2	2
				ABF																		
7,500 to 9,499 GBP	4	-	-	4	-	-	3	1	2	1	1	-	-	3	1	-	-	4	1	3	1	2
				AF					K													
9,500 to 11,499 GBP	9	-	-	9	-	-	4	5	-	1	6	1	1	1	6	2	1	8	2	7	-	7
				ABF					1%													
11,500 to 13,499 GBP	5	-	-	5	-	-	3	2	3	-	1	1	-	3	1	1	2	3	2	3	-	3
				ABF					1%	JK												
13,500 to 15,499 GBP	6	-	-	6	-	-	3	3	-	3	1	1	1	3	1	2	2	4	2	4	-	4
				ABF					1%													
15,500 to 17,499 GBP	9	-	-	9	-	-	4	5	2	1	5	-	1	3	5	1	1	8	1	8	2	6
				ABF					1%													
17,500 to 24,999 GBP	33	-	-	33	-	-	18	15	3	5	18	1	6	8	18	7	3	30	4	29	4	25
	1%			3%			1%	1%	1%	*	1%	2%	2%	1%	1%	1%	1%	1%	*	1%	1%	1%
	BF			ABCF										JL						S		
25,000 to 29,999 GBP	25	-	-	25	-	-	14	11	2	6	10	4	3	8	10	7	5	20	8	17	1	16
	1%			2%			1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%
	BF			ABCF																		

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q462. Which of the following income categories best describes your total 2014 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Weighted Base	4059	925	370	1043	-**	1721	2195	1864	402	1047	1791	543	276	1449	1791	819	704	3355	1377	2682	718	1964
30,000 to 39,999 GBP	27 1%	-	-	27 3%	-	-	17 1%	10 1%	2 *	4 *	12 1%	4 1%	5 2%	6 *	12 1%	9 1%	7 1%	20 1%	6 *	21 1%	1 *	20 1%
40,000 to 49,999 GBP	27 1%	-	-	27 3%	-	-	15 1%	12 1%	2 *	6 1%	11 1%	6 1%	2 1%	8 1%	11 1%	8 1%	4 1%	23 1%	5 *	22 1%	2 *	20 1%
50,000 to 74,999 GBP	15 F	-	-	15 1%	-	-	14 1%	1 H	-	4 *	6 *	4 1%	1 *	4 *	6 *	5 1%	2 *	13 *	4 *	11 *	-	11 1%
75,000 to 99,999 GBP	9 *	-	-	9 1%	-	-	5 *	4 *	-	2 *	6 *	1 *	-	2 *	6 *	1 *	-	9 *	4 *	5 *	-	5 *
100,000 or more GBP	4 *	-	-	4 *	-	-	3 *	1 *	-	-	3 *	-	1 *	-	3 *	1 *	2 *	2 *	2 *	2 *	1 *	1 *
Decline to answer	264 7%	75 8%	24 6%	110 11%	-	55 3%	128 6%	136 7%	50 12%	50 5%	102 6%	38 7%	24 9%	100 7%	102 6%	62 8%	61 9%	203 6%	65 5%	199 7%	27 4%	172 9%
Sigma	4059 100%	925 100%	370 100%	1043 100%	-	1721 100%	2195 100%	1864 100%	402 100%	1047 100%	1791 100%	543 100%	276 100%	1449 100%	1791 100%	819 100%	704 100%	3355 100%	1377 100%	2682 100%	718 100%	1964 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q485. Racial Background.

14 Mar 2015
Table 569

Base: All Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
White	567 9% CDEF	567 61% ACDEF	-	-	-	-	237 7%	330 12% G	42 5%	108 6%	204 8%	108 16% IJK	105 35% IJKL	150 6%	204 8% N	213 22% NO	98 8%	469 9%	88 4%	479 13% S	30 2%	449 19% U
Hispanic	30 DF	30 3% ACDEF	-	-	-	-	14	16 1% G	3	8	11	4 1% K	4 1% K	11	11	8 1%	6 1%	24	7	23 1%	4	19 1% U
BLACK/AFRICAN AMERICAN (NET)	40 1% CDF	40 4% ACDEF	-	-	-	-	15	25 1% G	2	13 1%	17 1%	5 1%	3 1%	15 1%	17 1%	8 1%	12 1%	28 1%	10	30 1%	4	26 1% U
Black	39 1% DF	39 4% ACDEF	-	-	-	-	15	24 1% G	2	13 1%	16 1%	5 1%	3 1%	15 1%	16 1%	8 1%	12 1%	27 1%	10	29 1%	4	25 1% U
African American	1	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	-	1
Asian or Pacific Islander	17 F	17 2% ACDEF	-	-	-	-	6	11	3	6	8	-	-	9	8	-	6 1%	11	2	15 S	1	14 1% U
Native American or Alaskan Native	5	5 1% ADF	-	-	-	-	2	3	-	-	1	4 1% IJK	-	-	1	4 NO	1	4	1	4	-	4
Mixed Race	3	3 AF	-	-	-	-	2	1	-	1	2	-	-	1	2	-	-	3	1	2	-	2
First Nation/Native Canadian	2	2 AF	-	-	-	-	1	1	-	-	2	-	-	-	2	-	1	1	-	2	1	1
South Asian	3	3 AF	-	-	-	-	-	3	-	-	1	2 J	-	-	1	2 N	-	3	-	3	1	2
Chinese	12 F	12 1% ACDEF	-	-	-	-	6	6	2	3	6	1	-	5	6	1	1	11	2	10	1	9
Korean	2	2 AF	-	-	-	-	1	1	-	-	2	-	-	-	2	-	1	1	1	1	-	1
Japanese	2	2 AF	-	-	-	-	2	-	-	1	-	1 J	-	1	1	-	-	2	1	1	1	-
Filipino	3	3 AF	-	-	-	-	2	1	-	2	1	-	-	2	1	-	2 R	1	1	2	1	1
Some other race	7	7 1% ACDF	-	-	-	-	4	3	1	1	4	1	-	2	4	1	3	4	4	3	-	3
Decline to Answer	10 F	9 1% ACDEF	-	1	-	-	5	5	1	-	3	4 1% JK	2 1% JK	1	3	6 1% NO	4	6	2	8	1	7

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q485. Racial Background.

14 Mar 2015
Table 569

Base: All Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Unknown	5441	223	599	1085	409	3125	3105	2336	791	1628	2281	552	189	2419	2281	741	1045	4396	2249	3192	1320	1872
	89%	24%	100%	100%	100%	100%	91%	85%	94%	92%	90%	81%	62%	93%	90%	75%	89%	89%	95%	85%	97%	78%
	B		AB	AB	AB	AB	H		KLM	KLM	LM	M		OP	P			T		V		
Sigma	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

Q364. What is your marital status?

Base: Marital Status Is To Be Presented And 18 Or Older

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	5943	925	599	1086	208	3125	3240	2703	815	1662	2485	678	303	2477	2485	981	1123	4820	2273	3670	1292	2378
Weighted Base	5943	925	599	1086	208	3125	3240	2703	815	1662	2485	678	303	2477	2485	981	1123	4820	2273	3670	1292	2378
Never married	1769 30% BD	240 26%	203 34% ABD	296 27%	83 40% ABDF	947 30% B	975 30%	794 29%	662 81% JKLM	599 36% KLM	424 17% LM	64 9%	20 7%	1261 51% OP	424 17% P	84 9%	358 32%	1411 29%	660 29%	1109 30%	394 30%	715 30%
Married or civil union	3405 57% CDE	510 55% CE	291 49%	574 53%	97 47%	1933 62% ABCDE	1894 58% H	1511 56%	83 10%	915 55% I	1724 69% IJ	486 72% IJM	197 65% IJ	998 40%	1724 69% N	683 70% N	602 54%	2803 58% Q	1354 60% T	2051 56%	754 58% V	1297 55%
Divorced	256 4% F	72 8% ACF	24 4% F	82 8% ACF	11 5% F	67 2% ABCDEF	128 4%	128 5%	7 1%	16 1%	125 5% IJ	66 10% IJK	42 14% IJK	23 1%	125 5% N	108 11% NO	43 4%	213 4%	77 3%	179 5% S	38 3%	141 6% U
Separated	86 1% F	19 2% EF	21 4% AEF	22 2% EF	- -	24 1%	29 1%	57 2% G	4 *	12 1%	48 2% IJ	18 3% IJ	4 1%	16 1%	48 2% N	22 2% N	22 2%	64 1%	26 1%	60 2%	19 1%	41 2%
Widow/Widower	73 1% F	27 3% ACEF	6 1%	19 2% F	1 *	20 1%	30 1%	43 2% G	1 *	2 *	20 1% IJ	22 3% IJK	28 9% IJKL	3 *	20 1% N	50 5% NO	16 1%	57 1%	20 1%	53 1%	12 1%	41 2%
Living with partner	354 6% F	57 6% F	54 9% ABF	93 9% ABF	16 8% F	134 4%	184 6%	170 6%	58 7% L	118 7% LM	144 6% L	22 3%	12 4%	176 7% P	144 6% P	34 3%	82 7% R	272 6%	136 6%	218 6%	75 6%	143 6%
Sigma	5943 100%	925 100%	599 100%	1086 100%	208 100%	3125 100%	3240 100%	2703 100%	815 100%	1662 100%	2485 100%	678 100%	303 100%	2477 100%	2485 100%	981 100%	1123 100%	4820 100%	2273 100%	3670 100%	1292 100%	2378 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used.

QARREG. In which region do you currently reside?

14 Mar 2015
Table 571

Base: All Argentina Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	110	**	110	**	**	**	49*	61*	12**	19**	60*	14**	5**	31*	60*	19**	27**	83*	44*	66*	32*	34*
Weighted Base	110	**	110	**	**	**	49*	61*	12**	19**	60*	14**	5**	31*	60*	19**	27**	83*	44*	66*	32*	34*
Buenos Aires	41 37%	-	41 37%	-	-	-	10 20%	31 51%	3 25%	7 37%	22 37%	7 50%	2 40%	10 32%	22 37%	9 47%	9 33%	32 39%	16 36%	25 38%	10 31%	15 44%
Buenos Aires Province (including Gran Buenos Aires)	15 14%	-	15 14%	-	-	-	9 18%	6 10%	3 25%	1 5%	11 18%	-	-	4 13%	11 18%	-	3 11%	12 14%	7 16%	8 12%	8 25%	-
Santa Fe	15 14%	-	15 14%	-	-	-	4 8%	11 18%	2 17%	4 21%	7 12%	2 14%	-	6 19%	7 12%	2 11%	4 15%	11 13%	4 9%	11 17%	3 9%	8 24%
Cordoba	12 11%	-	12 11%	-	-	-	10 20%	2 3%	-	4 21%	5 8%	2 14%	1 20%	4 13%	5 8%	3 16%	4 15%	8 10%	5 11%	7 11%	4 13%	3 9%
Patagonia	4 4%	-	4 4%	-	-	-	1 2%	3 5%	2 17%	-	2 3%	-	-	2 6%	2 3%	-	-	4 5%	2 5%	2 3%	1 3%	1 3%
Other	23 21%	-	23 21%	-	-	-	15 31%	8 13%	2 17%	3 16%	13 22%	3 21%	2 40%	5 16%	13 22%	5 26%	7 26%	16 19%	10 23%	13 20%	6 19%	7 21%
Sigma	110 100%	-	110 100%	-	-	-	49 100%	61 100%	12 100%	19 100%	60 100%	14 100%	5 100%	31 100%	60 100%	19 100%	27 100%	83 100%	44 100%	66 100%	32 100%	34 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

QKRINC. Which of the following income categories best describes your total 2014 household income before taxes?

14 Mar 2015
Table 572

Base: All South Korea Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	204	**	**	**	**	204	115	89*	25**	74*	89*	13**	3**	99*	89*	16**	38*	166	108	96*	33*	63*
Weighted Base	204	**	**	**	**	204	115	89*	25**	74*	89*	13**	3**	99*	89*	16**	38*	166	108	96*	33*	63*
Less than 10,000,000 Won	17 8%	-	-	-	-	17 8%	12 10%	5 6%	6 24%	6 8%	3 3%	2 15%	-	12 12% O	3 3%	2 13%	5 13%	12 7%	4 4%	13 14% S	6 18%	7 11%
10,000,000 to 20,999,999 Won	17 8%	-	-	-	-	17 8%	10 9%	7 8%	4 16%	9 12% K	2 2%	2 15%	-	13 13% O	2 2%	2 13%	4 11%	13 8%	8 7%	9 9%	2 6%	7 11%
21,000,000 to 29,999,999 Won	26 13%	-	-	-	-	26 13%	15 13%	11 12%	5 20%	12 16%	7 8%	1 8%	1 33%	17 17%	7 8%	2 13%	9 24% R	17 10%	15 14%	11 11%	1 3%	10 16%
30,000,000 to 44,999,999 Won	49 24%	-	-	-	-	49 24%	29 25%	20 22%	3 12%	16 22%	26 29%	3 23%	1 33%	19 19%	26 29%	4 25%	5 13%	44 27%	25 23%	24 25%	7 21%	17 27%
45,000,000 to 74,999,999 Won	55 27%	-	-	-	-	55 27%	32 28%	23 26%	2 8%	17 23%	34 38% J	1 8%	1 33%	19 19%	34 38% N	2 13%	9 24%	46 28%	35 32%	20 21%	11 33% V	9 14%
75,000,000 or more Won	30 15%	-	-	-	-	30 15%	15 13%	15 17%	-	12 16%	14 16%	4 31%	-	12 12%	14 16%	4 25%	3 8%	27 16%	17 16%	13 14%	4 12%	9 14%
Decline to answer	10 5%	-	-	-	-	10 5%	2 2%	8 9% G	5 20%	2 3%	3 3%	-	-	7 7%	3 3%	-	3 8%	7 4%	4 4%	6 6%	2 6%	4 6%
Sigma	204 100%	-	-	-	-	204 100%	115 100%	89 100%	25 100%	74 100%	89 100%	13 100%	3 100%	99 100%	89 100%	16 100%	38 100%	166 100%	108 100%	96 100%	33 100%	63 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

QKRBUY. In the past 12 months, did you purchase any products or services over the Internet?

Base: All South Korea Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	204	**	**	**	**	204	115	89*	25**	74*	89*	13**	3**	99*	89*	16**	38*	166	108	96*	33*	63*
Weighted Base	204	**	**	**	**	204	115	89*	25**	74*	89*	13**	3**	99*	89*	16**	38*	166	108	96*	33*	63*
Yes	196 96%	-	-	-	-	196 96%	110 96%	86 97%	23 92%	71 96%	86 97%	13 100%	3 100%	94 95%	86 97%	16 100%	33 87%	163 98% Q	105 97%	91 95%	32 97%	59 94%
No	8 4%	-	-	-	-	8 4%	5 4%	3 3%	2 8%	3 4%	3 3%	-	-	5 5%	3 3%	-	5 13% R	3 2%	3 3%	5 5%	1 3%	4 6%
Sigma	204 100%	-	-	-	-	204 100%	115 100%	89 100%	25 100%	74 100%	89 100%	13 100%	3 100%	99 100%	89 100%	16 100%	38 100%	166 100%	108 100%	96 100%	33 100%	63 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

QINED. What is the highest level of education/literacy you have completed/obtained or the highest degree you have received?

14 Mar 2015
Table 574

Base: All India Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	687	**	**	**	**	687	401	286	156	234	243	46*	8**	390	243	54*	135	552	327	360	245	115
Weighted Base	687	**	**	**	**	687	401	286	156	234	243	46*	8**	390	243	54*	135	552	327	360	245	115
Illiterate	4 1%	-	-	-	-	4 1%	2 0%	2 1%	4 3%	-	-	-	-	4 1%	-	-	1 1%	3 1%	2 1%	2 1%	1 0%	1 1%
Less than primary	5 1%	-	-	-	-	5 1%	3 1%	2 1%	2 1%	1 0%	-	-	-	4 1%	1 0%	-	1 1%	4 1%	2 1%	3 1%	1 0%	2 2%
Primary but less than middle	11 2%	-	-	-	-	11 2%	7 2%	4 1%	5 3%	2 1%	3 1%	1 2%	-	7 2%	3 1%	2 2%	4 3%	7 1%	6 2%	5 1%	2 1%	3 3%
Middle but less than matric	12 2%	-	-	-	-	12 2%	5 1%	7 2%	5 3%	3 1%	4 2%	-	-	8 2%	4 2%	-	4 3%	8 1%	8 2%	4 1%	1 0%	3 3%
Matric but less than graduate	57 8%	-	-	-	-	57 8%	45 11%	12 4%	26 17%	10 4%	17 7%	3 7%	1 13%	36 9%	17 7%	4 7%	12 9%	45 8%	22 7%	35 10%	24 10%	11 10%
Graduate or above	598 87%	-	-	-	-	598 87%	339 85%	259 91%	114 73%	217 93%	218 90%	42 91%	7 88%	331 85%	218 90%	49 91%	113 84%	485 88%	287 88%	311 86%	216 88%	95 83%
Sigma	687 100%	-	-	-	-	687 100%	401 100%	286 100%	156 100%	234 100%	243 100%	46 100%	8 100%	390 100%	243 100%	54 100%	135 100%	552 100%	327 100%	360 100%	245 100%	115 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

QININC2. Which of the following income categories best describes your total 2014 household income before taxes?

Base: All India Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	687	**	**	**	**	687	401	286	156	234	243	46*	8**	390	243	54*	135	552	327	360	245	115
Weighted Base	687	**	**	**	**	687	401	286	156	234	243	46*	8**	390	243	54*	135	552	327	360	245	115
Less than 120,000 rupees	104 15%	-	-	-	-	104 15%	63 16%	41 14%	42 27% JK	28 12%	23 9%	10 22% K	1 13%	70 18% O	23 9%	11 20% O	33 24% R	71 13%	44 13%	60 17%	36 15%	24 21%
120,000 rupees or more	520 76%	-	-	-	-	520 76%	303 76%	217 76%	86 55% JK	195 83% I	200 82% I	33 72% I	6 75%	281 72% N	200 82% N	39 72% N	81 60% Q	439 80% Q	266 81% T	254 71%	180 73%	74 64%
Decline to answer	63 9%	-	-	-	-	63 9%	35 9%	28 10%	28 18% JK	11 5%	20 8%	3 7%	1 13%	39 10%	20 8%	4 7%	21 16% R	42 8%	17 5%	46 13% S	29 12%	17 15%
Sigma	687 100%	-	-	-	-	687 100%	401 100%	286 100%	156 100%	234 100%	243 100%	46 100%	8 100%	390 100%	243 100%	54 100%	135 100%	552 100%	327 100%	360 100%	245 100%	115 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

QINSUB. Which of the following best describes the area in which you live?

14 Mar 2015
Table 576

Base: All India Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	687	**	**	**	**	687	401	286	156	234	243	46*	8**	390	243	54*	135	552	327	360	245	115
Weighted Base	687	**	**	**	**	687	401	286	156	234	243	46*	8**	390	243	54*	135	552	327	360	245	115
Metro	514 75%	-	-	-	-	514 75%	279 70%	235 82% G	93 60%	185 79% IL	199 82% IL	30 65%	7 88%	278 71%	199 82% NP	37 69%	104 77%	410 74%	264 81% T	250 69%	174 71%	76 66%
Non-metro	173 25%	-	-	-	-	173 25%	122 30% H	51 18%	63 40% JK	49 21%	44 18%	16 35% JK	1 13%	112 29% O	44 18%	17 31% O	31 23%	142 26%	63 19%	110 31% S	71 29%	39 34%
Sigma	687 100%	-	-	-	-	687 100%	401 100%	286 100%	156 100%	234 100%	243 100%	46 100%	8 100%	390 100%	243 100%	54 100%	135 100%	552 100%	327 100%	360 100%	245 100%	115 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

QINBUY. In the past month, did you purchase any products or services over the Internet?

Base: All India Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	687	**	**	**	**	687	401	286	156	234	243	46*	8**	390	243	54*	135	552	327	360	245	115
Weighted Base	687	**	**	**	**	687	401	286	156	234	243	46*	8**	390	243	54*	135	552	327	360	245	115
Yes	621 90%	-	-	-	-	621 90%	354 88%	267 93% G	133 85%	216 92% IL	226 93% IL	38 83%	8 100%	349 89%	226 93%	46 85%	110 81%	511 93% Q	310 95% T	311 86%	219 89% V	92 80%
No	66 10%	-	-	-	-	66 10%	47 12% H	19 7%	23 15% JK	18 8%	17 7%	8 17% JK	-	41 11%	17 7%	8 15%	25 19% R	41 7%	17 5%	49 14% S	26 11%	23 20% U
Sigma	687 100%	-	-	-	-	687 100%	401 100%	286 100%	156 100%	234 100%	243 100%	46 100%	8 100%	390 100%	243 100%	54 100%	135 100%	552 100%	327 100%	360 100%	245 100%	115 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1500. In which province do you currently reside?

Base: All Indonesia Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	207	**	**	**	**	207	115	92*	55*	79*	69*	4**	**	134	69*	4**	53*	154	127	80*	55*	25**
Weighted Base	207	**	**	**	**	207	115	92*	55*	79*	69*	4**	**	134	69*	4**	53*	154	127	80*	55*	25**
Irian Jaya Barat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Papua	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Banten	14 7%	-	-	-	-	14 7%	7 6%	7 8%	2 4%	6 8%	5 7%	1 25%	-	8 6%	5 7%	1 25%	6 11%	8 5%	6 5%	8 10%	5 9%	3 12%
Jakarta Raya	40 19%	-	-	-	-	40 19%	19 17%	21 23%	9 16%	18 23%	12 17%	1 25%	-	27 20%	12 17%	1 25%	9 17%	31 20%	22 17%	18 23%	16 29%	2 8%
Jawa Barat	48 23%	-	-	-	-	48 23%	31 27%	17 18%	11 20%	17 22%	20 29%	-	-	28 21%	20 29%	-	10 19%	38 25%	35 28%	13 16%	10 18%	3 12%
Jawa Tengah	24 12%	-	-	-	-	24 12%	10 9%	14 15%	5 9%	13 16%	6 9%	-	-	18 13%	6 9%	-	1 2%	23 15% Q	19 15%	5 6%	3 5%	2 8%
Jawa Timur	25 12%	-	-	-	-	25 12%	12 10%	13 14%	8 15%	4 5%	13 19% J	-	-	12 9%	13 19% N	-	4 8%	21 14%	18 14%	7 9%	3 5%	4 16%
Yogyakarta	10 5%	-	-	-	-	10 5%	4 3%	6 7%	6 11% JK	2 3%	1 1%	25%	-	8 6%	1 1%	1 25%	3 6%	7 5%	2 2%	8 10% S	6 11%	2 8%
Kalimantan Barat	1	-	-	-	-	1	1%	-	1 2%	-	-	-	-	1 1%	-	-	1 2%	-	1 1%	-	-	-
Kalimantan Selatan	1	-	-	-	-	1	1%	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	-	-
Kalimantan Tengah	3 1%	-	-	-	-	3 1%	1 1%	2 2%	2 4%	1 1%	-	-	-	3 2%	-	-	1 2%	2 1%	1 1%	2 3%	1 2%	1 4%
Kalimantan Timur	4 2%	-	-	-	-	4 2%	4 3%	-	1 2%	1 1%	2 3%	-	-	2 1%	2 3%	-	-	4 3%	1 1%	3 4%	1 2%	2 8%
Maluku	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Maluku Utara	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bali	2 1%	-	-	-	-	2 1%	1 1%	1 1%	-	-	2 3%	-	-	-	2 3% N	-	1 2%	1 1%	-	2 3%	1 2%	1 4%
Nusa Tenggara Barat	1	-	-	-	-	1	1%	-	-	1 1%	-	-	-	1 1%	-	-	1 2%	-	1 1%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1500. In which province do you currently reside?

14 Mar 2015
Table 578

Base: All Indonesia Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	207	**	**	**	**	207	115	92*	55*	79*	69*	4**	**	134	69*	4**	53*	154	127	80*	55*	25**
Nusa Tenggara Timur	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gorontalo	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Barat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Selatan	7 3%	-	-	-	-	7 3%	5 4%	2 2%	2 4%	5 6% K	-	-	-	7 5%	-	-	3 6%	4 3%	5 4%	2 3%	1 2%	1 4%
Sulawesi Tengah	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Tenggara	2 1%	-	-	-	-	2 1%	1 1%	1 1%	1 2%	1 1%	-	-	-	2 1%	-	-	1 2%	1 1%	1 1%	1 1%	-	1 4%
Sulawesi Utara	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Aceh	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bangka-Belitung	1	-	-	-	-	1	1	-	1 2%	-	-	-	-	1 1%	-	-	1 2%	-	-	1 1%	1 2%	-
Bengkulu	3 1%	-	-	-	-	3 1%	1	2 2%	1 2%	1 1%	1 1%	-	-	2 1%	1 1%	-	1 2%	2 1%	1 1%	2 3%	1 2%	1 4%
Jambi	1	-	-	-	-	1	1	-	-	1 1%	-	-	-	-	1 1%	-	1 2%	-	1 1%	-	-	-
Kepulauan Riau	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lampung	3 1%	-	-	-	-	3 1%	3 3%	-	2 4%	-	-	1 25%	-	2 1%	-	1 25%	3 6% R	-	3 2%	-	-	-
Riau	2 1%	-	-	-	-	2 1%	-	2 2%	-	1 1%	1 1%	-	-	1 1%	1 1%	-	1 2%	1 1%	1 1%	1 1%	1 2%	-
Sumatera Barat	3 1%	-	-	-	-	3 1%	2 2%	1 1%	-	3 4%	-	-	-	3 2%	-	-	-	3 2%	2 2%	1 1%	1 2%	-
Sumatera Selatan	7 3%	-	-	-	-	7 3%	5 4%	2 2%	2 4%	3 4%	2 3%	-	-	5 4%	2 3%	-	4 8%	3 2%	5 4%	2 3%	-	2 8%
Sumatera Utara	5 2%	-	-	-	-	5 2%	4 3%	1 1%	1 2%	1 1%	3 4%	-	-	2 1%	3 4%	-	1 2%	4 3%	1 1%	4 5%	4 7%	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1500. In which province do you currently reside?

14 Mar 2015
Table 578

Base: All Indonesia Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	207	-**	-**	-**	-**	207	115	92*	55*	79*	69*	4**	-**	134	69*	4**	53*	154	127	80*	55*	25**
Sigma	207	-	-	-	-	207	115	92	55	79	69	4	-	134	69	4	53	154	127	80	55	25
	100%	-	-	-	-	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1502. REGION CLASSIFICATION

14 Mar 2015
Table 579

Base: All Indonesia Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	207	**	**	**	**	207	115	92*	55*	79*	69*	4**	**	134	69*	4**	53*	154	127	80*	55*	25**
Weighted Base	207	**	**	**	**	207	115	92*	55*	79*	69*	4**	**	134	69*	4**	53*	154	127	80*	55*	25**
Irian Jaya	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jawa	161 78%	-	-	-	-	161 78%	83 72%	78 85% G	41 75%	60 76%	57 83%	3 75%	-	101 75%	57 83%	3 75%	33 62%	128 83% Q	102 80%	59 74%	43 78%	16 64%
Kalimantan	9 4%	-	-	-	-	9 4%	7 6%	2 2%	4 7%	3 4%	2 3%	-	-	7 5%	3 3%	-	2 4%	7 5%	4 3%	5 6%	2 4%	3 12%
Maluku	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nusa Tenggara	3 1%	-	-	-	-	3 1%	2 2%	1 1%	-	1 1%	2 3%	-	-	1 1%	2 3%	-	2 4%	1 1%	1 1%	2 3%	1 2%	1 4%
Sulawesi	9 4%	-	-	-	-	9 4%	6 5%	3 3%	3 5%	6 8% K	-	-	-	9 7% O	-	-	4 8%	5 3%	6 5%	3 4%	1 2%	2 8%
Sumatera	25 12%	-	-	-	-	25 12%	17 15%	8 9%	7 13%	9 11%	8 12%	1 25%	-	16 12%	8 12%	1 25%	12 23% R	13 8%	14 11%	11 14%	8 15%	3 12%
Sigma	207 100%	-	-	-	-	207 100%	115 100%	92 100%	55 100%	79 100%	69 100%	4 100%	-	134 100%	69 100%	4 100%	53 100%	154 100%	127 100%	80 100%	55 100%	25 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1580. What is your marital status?

Base: All Nigeria Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	201	**	**	**	201	**	162	39*	30*	108	59*	3**	1**	138	59*	4**	57*	144	96*	105	73*	32*
Weighted Base	201	**	**	**	201	**	162	39*	30*	108	59*	3**	1**	138	59*	4**	57*	144	96*	105	73*	32*
Single, never married	93 46%	-	-	-	93 46%	-	72 44%	21 54%	29 97% JK	59 55% K	5 8%	-	-	88 64% O	5 8%	-	29 51%	64 44%	44 46%	49 47%	32 44%	17 53%
Married (monogamous or polygamous)	101 50%	-	-	-	101 50%	-	83 51%	18 46%	1 3%	44 41% I	52 88% IJ	3 100%	1 100%	45 33%	52 88% N	4 100%	28 49%	73 51%	48 50%	53 50%	38 52%	15 47%
Divorced	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Separated	2 1%	-	-	-	2 1%	-	2 1%	-	-	2 2%	-	-	-	2 1%	-	-	-	2 1%	-	2 2%	2 3%	-
Widowed	2 1%	-	-	-	2 1%	-	2 1%	-	-	-	2 3%	-	-	-	2 3% N	-	-	2 1%	1 1%	1 1%	1 1%	-
Loosely coupled	3 1%	-	-	-	3 1%	-	3 2%	-	-	3 3%	-	-	-	3 2%	-	-	-	3 2%	3 3%	-	-	-
Sigma	201 100%	-	-	-	201 100%	-	162 100%	39 100%	30 100%	108 100%	59 100%	3 100%	1 100%	138 100%	59 100%	4 100%	57 100%	144 100%	96 100%	105 100%	73 100%	32 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1503. In which state do you currently reside?

Base: All Nigeria Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	201	**	**	**	201	**	162	39*	30*	108	59*	3**	1**	138	59*	4**	57*	144	96*	105	73*	32*
Weighted Base	201	**	**	**	201	**	162	39*	30*	108	59*	3**	1**	138	59*	4**	57*	144	96*	105	73*	32*
Lagos State	105 52%	-	-	-	105 52%	-	83 51%	22 56%	18 60%	51 47%	34 58%	1 33%	1 100%	69 50%	34 58%	2 50%	29 51%	76 53%	51 53%	54 51%	37 51%	17 53%
Ogun State	8 4%	-	-	-	8 4%	-	8 5%	-	2 7%	2 2%	4 7%	-	-	4 3%	4 7%	-	2 4%	6 4%	4 4%	4 4%	4 5%	-
Oyo State	9 4%	-	-	-	9 4%	-	8 5%	3 3%	1 3%	7 6%	1 2%	-	-	8 6%	1 2%	-	1 2%	8 6%	5 5%	4 4%	3 4%	1 3%
Osun State	4 2%	-	-	-	4 2%	-	4 2%	-	-	1 1%	1 2%	2 67%	-	1 1%	1 2%	2 50%	2 4%	2 1%	2 2%	2 2%	1 1%	1 3%
Kogi State	1	-	-	-	1	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	-	-
Kwara State	4 2%	-	-	-	4 2%	-	4 2%	-	-	4 4%	-	-	-	4 3%	-	-	1 2%	3 2%	2 2%	2 2%	2 3%	-
Delta State	1	-	-	-	1	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	-	-
Ondo State	1	-	-	-	1	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	1 1%	-
Edo State	2 1%	-	-	-	2 1%	-	2 1%	-	-	2 2%	-	-	-	2 1%	-	-	-	2 1%	1 1%	1 1%	1 1%	-
Ekiti State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Anambra State	3 1%	-	-	-	3 1%	-	3 2%	-	2 7%	-	1 2%	-	-	2 1%	1 2%	-	2 4%	1 1%	1 1%	2 2%	2 3%	-
Abia State	2 1%	-	-	-	2 1%	-	1 1%	3 3%	-	1 1%	1 2%	-	-	1 1%	1 2%	-	-	2 1%	1 1%	1 1%	1 1%	-
Enugu State	3 1%	-	-	-	3 1%	-	3 2%	-	-	3 3%	-	-	-	3 2%	-	-	1 2%	2 1%	-	3 3%	2 3%	1 3%
Ebonyi State	1	-	-	-	1	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	-	-
Rivers State	16 8%	-	-	-	16 8%	-	12 7%	4 10%	-	9 8%	7 12%	-	-	9 7%	7 12%	-	6 11%	10 7%	7 7%	9 9%	5 7%	4 13%
Akwa Ibom State	4 2%	-	-	-	4 2%	-	4 2%	-	-	2 2%	2 3%	-	-	2 1%	2 3%	-	-	4 3%	4 4%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base, ** very small base (under 30) ineligible for sig testing

Q1503. In which state do you currently reside?

14 Mar 2015
Table 581

Base: All Nigeria Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	201	-**	-**	-**	201	-**	162	39*	30*	108	59*	3**	1**	138	59*	4**	57*	144	96*	105	73*	32*
Imo State	4 2%	-	-	-	4 2%	-	4 2%	-	-	4 4%	-	-	-	4 3%	-	-	1 2%	3 2%	2 2%	2 2%	2 3%	-
Cross River State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bayelsa State	1	-	-	-	1	-	1 1%	-	1 3%	-	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	-	-
Borno State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Adamawa State	1	-	-	-	1	-	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	1 1%	1 1%	-
Taraba State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yobe State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kano State	1	-	-	-	1	-	1 1%	-	1 3%	-	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	1 1%	-
Jigawa State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bauchi State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gombe State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kaduna State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Katsina State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sokoto State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kebbi State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Zamfara State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Benue State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1503. In which state do you currently reside?

14 Mar 2015
Table 581

Base: All Nigeria Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	201	-**	-**	-**	201	-**	162	39*	30*	108	59*	3**	1**	138	59*	4**	57*	144	96*	105	73*	32*
Niger State	3 1%	-	-	-	3 1%	-	2 1%	1 3%	-	2 2%	1 2%	-	-	2 1%	1 2%	-	1 2%	2 1%	1 1%	2 2%	1 1%	1 3%
Plateau State	3 1%	-	-	-	3 1%	-	3 2%	-	-	2 2%	1 2%	-	-	2 1%	1 2%	-	2 4%	1 1%	2 2%	1 1%	1 1%	-
Nassarawa State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Abuja Federal Capital Territory	24 12%	-	-	-	24 12%	-	14 9%	10 26% G	5 17%	14 13%	5 8%	-	-	19 14%	5 8%	-	9 16%	15 10%	9 9%	15 14%	8 11%	7 22%
Sigma	201 100%	-	-	-	201 100%	-	162 100%	39 100%	30 100%	108 100%	59 100%	3 100%	1 100%	138 100%	59 100%	4 100%	57 100%	144 100%	96 100%	105 100%	73 100%	32 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1504. STATE CLASSIFICATION

14 Mar 2015
Table 582

Base: All Nigeria Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	201	**	**	**	201	**	162	39*	30*	108	59*	3**	1**	138	59*	4**	57*	144	96*	105	73*	32*
Weighted Base	201	**	**	**	201	**	162	39*	30*	108	59*	3**	1**	138	59*	4**	57*	144	96*	105	73*	32*
Postal Code Region 1	113 56%	-	-	-	113 56%	-	91 56%	22 56%	20 67%	53 49%	38 64%	1 33%	1 100%	73 53%	38 64%	2 50%	31 54%	82 57%	55 57%	58 55%	41 56%	17 53%
Postal Code Region 2	18 9%	-	-	-	18 9%	-	17 10%	1 3%	1 3%	13 12%	2 3%	2 67%	-	14 10%	2 3%	2 50%	4 7%	14 10%	10 10%	8 8%	6 8%	2 6%
Postal Code Region 3	4 2%	-	-	-	4 2%	-	4 2%	-	-	4 4%	-	-	-	4 3%	-	-	-	4 3%	2 2%	2 2%	2 3%	-
Postal Code Region 4	9 4%	-	-	-	9 4%	-	8 5%	1 3%	2 7%	5 5%	2 3%	-	-	7 5%	2 3%	-	3 5%	6 4%	3 3%	6 6%	5 7%	1 3%
Postal Code Region 5	25 12%	-	-	-	25 12%	-	21 13%	4 10%	1 3%	15 14%	9 15%	-	-	16 12%	9 15%	-	7 12%	18 13%	14 15%	11 10%	7 10%	4 13%
Postal Code Region 6	1	-	-	-	1	-	1 1%	-	-	-	1 2%	-	-	-	1 2%	-	-	1 1%	-	1 1%	1 1%	-
Postal Code Region 7	1	-	-	-	1	-	1 1%	-	1 3%	-	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	1 1%	-
Postal Code Region 8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Postal Code Region 9	30 15%	-	-	-	30 15%	-	19 12%	11 28% G	5 17%	18 17%	7 12%	-	-	23 17%	7 12%	-	12 21%	18 13%	12 13%	18 17%	10 14%	8 25%
Sigma	201 100%	-	-	-	201 100%	-	162 100%	39 100%	30 100%	108 100%	59 100%	3 100%	1 100%	138 100%	59 100%	4 100%	57 100%	144 100%	96 100%	105 100%	73 100%	32 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1550. What is the highest level of education you have completed or the highest degree you have received?

14 Mar 2015
Table 583

Base: All Nigeria Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	201	**	**	**	201	**	162	39*	30*	108	59*	3**	1**	138	59*	4**	57*	144	96*	105	73*	32*
Weighted Base	201	**	**	**	201	**	162	39*	30*	108	59*	3**	1**	138	59*	4**	57*	144	96*	105	73*	32*
No level completed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed FSLC (first school leaving certificate)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed MSLC (middle school leaving certificate)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vocational/COMM	2 1%	-	-	-	2 1%	-	2 1%	-	-	2 2%	-	-	-	2 1%	-	-	1 2%	1 1%	2 2%	-	-	-
JSS/O'Level	3 1%	-	-	-	3 1%	-	3 2%	-	1 3%	1 1%	1 2%	-	-	2 1%	1 2%	-	2 4%	1 1%	-	3 3%	3 4%	-
Completed O'Level/SSS (senior secondary school)	22 11%	-	-	-	22 11%	-	20 12%	2 5%	11 37% JK	9 8%	2 3%	-	-	20 14% O	2 3%	-	6 11%	16 11%	11 11%	11 10%	5 7%	6 19%
Completed A'Level or higher	106 53%	-	-	-	106 53%	-	85 52%	21 54%	14 47%	56 52%	34 58%	2 67%	-	70 51%	34 58%	2 50%	28 49%	78 54%	54 56%	52 50%	40 55%	12 38%
Other	68 34%	-	-	-	68 34%	-	52 32%	16 41%	4 13%	40 37% I	22 37% J	1 33%	1 100%	44 32%	22 37%	2 50%	20 35%	48 33%	29 30%	39 37%	25 34%	14 44%
Sigma	201 100%	-	-	-	201 100%	-	162 100%	39 100%	30 100%	108 100%	59 100%	3 100%	1 100%	138 100%	59 100%	4 100%	57 100%	144 100%	96 100%	105 100%	73 100%	32 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base, ** very small base (under 30) ineligible for sig testing

Q1585. Do you consider yourself...?

Base: All Nigeria Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	201	**	**	**	201	**	162	39*	30*	108	59*	3**	1**	138	59*	4**	57*	144	96*	105	73*	32*
Weighted Base	201	**	**	**	201	**	162	39*	30*	108	59*	3**	1**	138	59*	4**	57*	144	96*	105	73*	32*
Hausa	3 1%	-	-	-	3 1%	-	3 2%	-	1 3%	2 2%	-	-	-	3 2%	-	-	-	3 2%	-	3 3%	2 3%	1 3%
Yoruba	89 44%	-	-	-	89 44%	-	75 46%	14 36%	14 47%	48 44%	24 41%	3 100%	-	62 45%	24 41%	3 75%	26 46%	63 44%	44 46%	45 43%	35 48%	10 31%
Igbo/lbo	60 30%	-	-	-	60 30%	-	47 29%	13 33%	8 27%	32 30%	20 34%	-	-	40 29%	20 34%	-	16 28%	44 31%	32 33%	28 27%	19 26%	9 28%
Fulanji	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	42 21%	-	-	-	42 21%	-	31 19%	11 28%	6 20%	25 23%	11 19%	-	-	31 22%	11 19%	-	14 25%	28 19%	16 17%	26 25%	15 21%	11 34%
Decline to answer	7 3%	-	-	-	7 3%	-	6 4%	1 3%	1 3%	1 1%	4 7%	-	1 100%	2 1%	4 7%	1 25%	1 2%	6 4%	4 4%	3 3%	2 3%	1 3%
Sigma	201 100%	-	-	-	201 100%	-	162 100%	39 100%	30 100%	108 100%	59 100%	3 100%	1 100%	138 100%	59 100%	4 100%	57 100%	144 100%	96 100%	105 100%	73 100%	32 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1505. In which governorate do you currently reside?

14 Mar 2015
Table 585

Base: All Egypt Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	103	**	**	**	103	**	86*	17**	27**	40*	32*	4**	**	67*	32*	4**	13**	90*	59*	44*	31*	13**
Weighted Base	103	**	**	**	103	**	86*	17**	27**	40*	32*	4**	**	67*	32*	4**	13**	90*	59*	44*	31*	13**
Ad Daqahlyyah	10 10%	-	-	-	10 10%	-	6 7%	4 24%	3 11%	6 15%	1 3%	-	-	9 13%	1 3%	-	1 8%	9 10%	6 10%	4 9%	3 10%	1 8%
Al Buhayrah	2 2%	-	-	-	2 2%	-	2 2%	-	2 7%	-	-	-	-	2 3%	-	-	-	2 2%	2 3%	-	-	-
Al Gharbiyah	7 7%	-	-	-	7 7%	-	6 7%	1 6%	2 7%	4 10%	1 3%	-	-	6 9%	1 3%	-	1 8%	6 7%	3 5%	4 9%	3 10%	1 8%
Al Ismailiyah	1 1%	-	-	-	1 1%	-	1 1%	-	1 4%	-	-	-	-	1 1%	-	-	-	1 1%	-	1 2%	-	1 8%
Kafr ash Shaykh	3 3%	-	-	-	3 3%	-	3 3%	-	-	3 8%	-	-	-	3 4%	-	-	1 8%	2 2%	3 5%	-	-	-
Dumyat	1 1%	-	-	-	1 1%	-	1 1%	-	-	-	1 3%	-	-	-	1 3%	-	1 8%	-	-	1 2%	1 3%	-
Al Qalyubiyah	4 4%	-	-	-	4 4%	-	4 5%	-	4 15%	-	-	-	-	4 6%	-	-	-	4 4%	4 7%	-	-	-
Ash Sharqiyah	6 6%	-	-	-	6 6%	-	6 7%	-	-	3 8%	3 9%	-	-	3 4%	3 9%	-	-	6 7%	6 10%	-	-	-
Al Minufiyah	2 2%	-	-	-	2 2%	-	2 2%	-	-	2 5%	-	-	-	2 3%	-	-	1 8%	1 1%	1 2%	1 2%	1 3%	-
Al Qahirah	27 26%	-	-	-	27 26%	-	22 26%	5 29%	5 19%	7 18%	13 41%	2 50%	-	12 18%	13 41%	2 50%	3 23%	24 27%	12 20%	15 34%	13 42%	2 15%
Al Iskandariyah	13 13%	-	-	-	13 13%	-	11 13%	2 12%	4 15%	5 13%	3 9%	1 25%	-	9 13%	3 9%	1 25%	1 8%	12 13%	8 14%	5 11%	3 10%	2 15%
Bur Said	1 1%	-	-	-	1 1%	-	1 1%	-	-	-	1 3%	-	-	-	1 3%	-	-	1 1%	1 2%	-	-	-
Al Uqsur	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
As Suways	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Aswan	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Asyut	4 4%	-	-	-	4 4%	-	3 3%	1 6%	1 4%	1 3%	2 6%	-	-	2 3%	2 6%	-	1 8%	3 3%	2 3%	2 5%	2 6%	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1505. In which governorate do you currently reside?

14 Mar 2015
Table 585

Base: All Egypt Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	103	**	**	**	103	**	86*	17**	27**	40*	32*	4**	**	67*	32*	4**	13**	90*	59*	44*	31*	13**
Al Minya	3 3%	-	-	-	3 3%	-	3 3%	-	1 4%	2 5%	-	-	-	3 4%	-	-	1 8%	2 2%	2 3%	1 2%	1 3%	-
Suhaj	1 1%	-	-	-	1 1%	-	1 1%	-	-	1 3%	-	-	-	1 1%	-	-	-	1 1%	-	1 2%	-	1 8%
Qina	1 1%	-	-	-	1 1%	-	1 1%	-	-	1 3%	-	-	-	1 1%	-	-	-	1 1%	-	1 2%	1 3%	-
Al Fayyum	1 1%	-	-	-	1 1%	-	-	1 6%	-	1 3%	-	-	-	1 1%	-	-	-	1 1%	-	1 2%	-	1 8%
Al Jizah	13 13%	-	-	-	13 13%	-	12 14%	1 6%	3 11%	3 8%	6 19%	1 25%	-	6 9%	6 19%	1 25%	1 8%	12 13%	8 14%	5 11%	3 10%	2 15%
Bani Suwayf	2 2%	-	-	-	2 2%	-	1 1%	1 6%	1 4%	-	1 3%	-	-	1 1%	1 3%	-	-	2 2%	1 2%	1 2%	-	1 8%
Janub Sina	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Matruh	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shamal Sina	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Wadi al Jadid	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Bahr al Ahmar	1 1%	-	-	-	1 1%	-	-	1 6%	-	1 3%	-	-	-	1 1%	-	-	1 8%	-	-	1 2%	-	1 8%
Sigma	103 100%	-	-	-	103 100%	-	86 100%	17 100%	27 100%	40 100%	32 100%	4 100%	-	67 100%	32 100%	4 100%	13 100%	90 100%	59 100%	44 100%	31 100%	13 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1506. REGION CLASSIFICATION

14 Mar 2015
Table 586

Base: All Egypt Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	103	**	**	**	103	**	86*	17**	27**	40*	32*	4**	**	67*	32*	4**	13**	90*	59*	44*	31*	13**
Weighted Base	103	**	**	**	103	**	86*	17**	27**	40*	32*	4**	**	67*	32*	4**	13**	90*	59*	44*	31*	13**
Lower	36 35%	-	-	-	36 35%	-	31 36%	5 29%	12 44%	18 45%	6 19%	-	-	30 45%	6 19%	-	5 38%	31 34%	25 42%	11 25%	8 26%	3 23%
City	41 40%	-	-	-	41 40%	-	34 40%	7 41%	9 33%	12 30%	17 53%	3 75%	-	21 31%	17 53%	3 75%	4 31%	37 41%	21 36%	20 45%	16 52%	4 31%
Upper	25 24%	-	-	-	25 24%	-	21 24%	4 24%	6 22%	9 23%	9 28%	1 25%	-	15 22%	9 28%	1 25%	3 23%	22 24%	13 22%	12 27%	7 23%	5 38%
Desert	1 1%	-	-	-	1 1%	-	-	1 6%	-	1 3%	-	-	-	1 1%	-	-	1 8%	-	-	1 2%	-	1 8%
Sigma	103 100%	-	-	-	103 100%	-	86 100%	17 100%	27 100%	40 100%	32 100%	4 100%	-	67 100%	32 100%	4 100%	13 100%	90 100%	59 100%	44 100%	31 100%	13 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q4005. Which of the following income categories best describes your total 2014 household income before taxes?

14 Mar 2015
Table 587

Base: All Colombia Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	119	**	119	**	**	**	65*	54*	8**	22**	54*	28**	7**	30*	54*	35*	40*	79*	49*	70*	38*	32*
Weighted Base	119	**	119	**	**	**	65*	54*	8**	22**	54*	28**	7**	30*	54*	35*	40*	79*	49*	70*	38*	32*
Menos de \$ 6.000.000 pesos colombianos	22 18%	-	22 18%	-	-	-	10 15%	12 22%	2 25%	7 32%	8 15%	4 14%	1 14%	9 30%	8 15%	5 14%	11 28%	11 14%	10 20%	12 17%	4 11%	8 25%
\$ 6.001.000 a \$ 12.000.000 pesos colombianos	11 9%	-	11 9%	-	-	-	3 5%	8 15%	1 13%	1 5%	7 13%	1 4%	1 14%	2 7%	7 13%	2 6%	4 10%	7 9%	4 8%	7 10%	3 8%	4 13%
\$ 12.001.000 a \$ 18.000.000 pesos colombianos	9 8%	-	9 8%	-	-	-	5 8%	4 7%	-	2 9%	4 7%	3 11%	-	2 7%	4 7%	3 9%	4 10%	5 6%	4 8%	5 7%	4 11%	1 3%
\$ 18.001.000 a \$ 24.000.000 pesos colombianos	11 9%	-	11 9%	-	-	-	7 11%	4 7%	2 25%	2 9%	4 7%	3 11%	-	4 13%	4 7%	3 9%	1 3%	10 13%	4 8%	7 10%	5 13%	2 6%
\$ 24.001.000 a \$ 30.000.000 pesos colombianos	11 9%	-	11 9%	-	-	-	7 11%	4 7%	2 25%	1 5%	5 9%	3 11%	-	3 10%	5 9%	3 9%	4 10%	7 9%	5 10%	6 9%	4 11%	2 6%
\$ 30.001.000 a \$ 36.000.000 pesos colombianos	9 8%	-	9 8%	-	-	-	5 8%	4 7%	-	1 5%	6 11%	1 4%	1 14%	1 3%	6 11%	2 6%	3 8%	6 8%	4 8%	5 7%	3 8%	2 6%
\$ 36.001.000 a \$ 60.000.000 pesos colombianos	9 8%	-	9 8%	-	-	-	8 12% H	1 2%	-	-	4 7%	3 11%	2 29%	-	4 7%	5 14% N	1 3%	8 10%	4 8%	5 7%	3 8%	2 6%
\$ 60.001.000 a \$ 84.000.000 pesos colombianos	4 3%	-	4 3%	-	-	-	2 3%	2 4%	-	1 5%	1 2%	1 4%	1 14%	1 3%	1 2%	2 6%	1 3%	3 4%	2 4%	2 3%	1 3%	1 3%
\$ 84.001.000 o mas pesos colombianos	9 8%	-	9 8%	-	-	-	4 6%	5 9%	-	3 14%	4 7%	1 4%	1 14%	3 10%	4 7%	2 6%	6 15% R	3 4%	2 4%	7 10%	5 13%	2 6%
Decline to answer	24 20%	-	24 20%	-	-	-	14 22%	10 19%	1 13%	4 18%	11 20%	8 29%	-	5 17%	11 20%	8 23%	5 13%	19 24%	10 20%	14 20%	6 16%	8 25%
Sigma	119 100%	-	119 100%	-	-	-	65 100%	54 100%	8 100%	22 100%	54 100%	28 100%	7 100%	30 100%	54 100%	35 100%	40 100%	79 100%	49 100%	70 100%	38 100%	32 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q4010. What is your current education level?

14 Mar 2015
Table 588

Base: All Vietnam Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	100	**	**	**	**	100	59*	41*	58*	34*	8**	**	**	92*	8**	**	21**	79*	43*	57*	31*	26**
Weighted Base	100	**	**	**	**	100	59*	41*	58*	34*	8**	**	**	92*	8**	**	21**	79*	43*	57*	31*	26**
No schooling	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some Kindergarten school	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete Kindergarten school	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some Primary school (Grades 1-5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete Primary school (Grades 1-5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some Lower Secondary school (Grades 6-9)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete Lower Secondary school (Grades 6-9)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some Upper Secondary school (Grades 10-12)	1 1%	-	-	-	-	1 1%	1 2%	-	1 2%	-	-	-	-	1 1%	-	-	-	1 1%	1 2%	-	-	-
Complete Upper Secondary school (Grades 10-12)	6 6%	-	-	-	-	6 6%	3 5%	3 7%	4 7%	2 6%	-	-	-	6 7%	-	-	2 10%	4 5%	4 9%	2 4%	-	2 8%
Some Professional Secondary school - Primary level	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete Professional Secondary school - Primary level	2 2%	-	-	-	-	2 2%	1 2%	1 2%	1 2%	1 3%	-	-	-	2 2%	-	-	-	2 3%	-	2 4%	2 6%	-
Some Professional Secondary school - Intermediate level	1 1%	-	-	-	-	1 1%	1 2%	-	1 2%	-	-	-	-	1 1%	-	-	-	1 1%	-	1 2%	-	1 4%
Complete Professional Secondary school - Intermediate level	4 4%	-	-	-	-	4 4%	1 2%	3 7%	-	3 9%	1 13%	-	-	3 3%	1 13%	-	1 5%	3 4%	1 2%	3 5%	2 6%	1 4%
Some College	4 4%	-	-	-	-	4 4%	2 3%	5 5%	4 7%	-	-	-	-	4 4%	-	-	-	4 5%	2 5%	2 4%	1 3%	1 4%
Complete College	10 10%	-	-	-	-	10 10%	7 12%	3 7%	7 12%	3 9%	-	-	-	10 11%	-	-	2 10%	8 10%	5 12%	5 9%	3 10%	2 8%
Some University	20 20%	-	-	-	-	20 20%	9 15%	11 27%	19 33%	-	1 13%	-	-	19 21%	1 13%	-	2 10%	18 23%	7 16%	13 23%	6 19%	7 27%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q4010. What is your current education level?

14 Mar 2015
Table 588

Base: All Vietnam Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	100	-**	-**	-**	-**	100	59*	41*	58*	34*	8**	-**	-**	92*	8**	-**	21**	79*	43*	57*	31*	26**
Complete University	40 40%	-	-	-	-	40 40%	26 44%	14 34%	16 28%	19 56%	5 63%	-	-	35 38%	5 63%	-	11 52%	29 37%	18 42%	22 39%	13 42%	9 35%
Some Post graduate degree	3 3%	-	-	-	-	3 3%	2 3%	1 2%	3 5%	-	-	-	-	3 3%	-	-	2 10%	1 1%	1 2%	2 4%	1 3%	1 4%
Complete Post graduate degré	8 8%	-	-	-	-	8 8%	5 8%	3 7%	1 2%	6 18%	1 13%	-	-	7 8%	1 13%	-	-	8 10%	4 9%	4 7%	2 6%	2 8%
Don't Know/ REFUSED	1 1%	-	-	-	-	1 1%	1 2%	-	1 2%	-	-	-	-	1 1%	-	-	1 5%	-	-	1 2%	1 3%	-
Sigma	100 100%	-	-	-	-	100 100%	59 100%	41 100%	58 100%	34 100%	8 100%	-	-	92 100%	8 100%	-	21 100%	79 100%	43 100%	57 100%	31 100%	26 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q4015. What is your current occupation?

14 Mar 2015
Table 589

Base: All Vietnam Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	100	**	**	**	**	100	59*	41*	58*	34*	8**	**	**	92*	8**	**	21**	79*	43*	57*	31*	26**
Weighted Base	100	**	**	**	**	100	59*	41*	58*	34*	8**	**	**	92*	8**	**	21**	79*	43*	57*	31*	26**
GOVERNMENT EMPLOYEE (THE GOVERNMENT'S ORGANIZATIONS OR STATE-OWN COMPANIES)	5 5%	-	-	-	-	5 5%	4 7%	1 2%	-	4 12%	1 13%	-	-	4 4%	1 13%	-	1 5%	4 5%	2 5%	3 5%	2 6%	1 4%
Senior government official	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Middle government official	2 2%	-	-	-	-	2 2%	1 2%	1 2%	1 2%	1 3%	-	-	-	2 2%	-	-	-	2 3%	2 5%	-	-	-
Low government official	2 2%	-	-	-	-	2 2%	1 2%	1 2%	-	2 6%	-	-	-	2 2%	-	-	2 10%	-	-	2 4%	-	2 8%
Production Worker	2 2%	-	-	-	-	2 2%	-	2 5%	1 2%	1 3%	-	-	-	2 2%	-	-	-	2 3%	1 2%	1 2%	-	1 4%
NON-STATE SECTOR EMPLOYEE	15 15%	-	-	-	-	15 15%	9 15%	6 15%	7 12%	5 15%	3 38%	-	-	12 13%	3 38%	-	3 14%	12 15%	3 7%	12 21%	7 23%	5 19%
Top level management	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Middle management	6 6%	-	-	-	-	6 6%	2 3%	4 10%	1 2%	3 9%	2 25%	-	-	4 4%	2 25%	-	1 5%	5 6%	3 7%	3 5%	2 6%	1 4%
Low manager	4 4%	-	-	-	-	4 4%	3 5%	1 2%	1 2%	1 3%	2 25%	-	-	2 2%	2 25%	-	1 5%	3 4%	2 5%	2 4%	2 6%	-
Executive/Officer	4 4%	-	-	-	-	4 4%	2 3%	2 5%	2 3%	2 6%	-	-	-	4 4%	-	-	1 5%	3 4%	4 9%	-	-	-
EMPLOYER (owners of companies/business establishments having employees on a continuous basis)	1 1%	-	-	-	-	1 1%	1 2%	-	1 2%	-	-	-	-	1 1%	-	-	1 5%	-	-	1 2%	1 3%	-
Owner of a company/agency/farm (10 workers or higher)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Owner of a company/agency/farm (1-9 workers)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OWN-ACCOUNT WORKER	9 9%	-	-	-	-	9 9%	6 10%	3 7%	2 3%	7 21%	-	-	-	9 10%	-	-	2 10%	7 9%	6 14%	3 5%	1 3%	2 8%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q4015. What is your current occupation?

14 Mar 2015
Table 589

Base: All Vietnam Respondents

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	100	-**	-**	-**	-**	100	59*	41*	58*	34*	8**	-**	-**	92*	8**	-**	21**	79*	43*	57*	31*	26**
Investor (real estate, stock,...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Store owner/ individual establishment owner (not having "employees" on a continuous basis)	1 1%	-	-	-	-	1 1%	2 2%	-	-	1 3%	-	-	-	1 1%	-	-	-	1 1%	2 2%	-	-	-
Farmer, logger, fisherman (agriculture, forestry and fishing)	1 1%	-	-	-	-	1 1%	2 2%	-	-	1 3%	-	-	-	1 1%	-	-	-	1 1%	2 2%	-	-	-
Other self-employment (professional, freelancer, own-account driver, vendor, hawker,...)	2 2%	-	-	-	-	2 2%	3 3%	-	1 2%	1 3%	-	-	-	2 2%	-	-	-	2 3%	1 2%	1 2%	1 3%	-
PART-TIME/UNPAID FAMILY WORKER/ UNEMPLOYED	3 3%	-	-	-	-	3 3%	1 2%	5 5%	3 5%	-	-	-	-	3 3%	-	-	-	3 4%	2 5%	1 2%	1 3%	-
Student/ Apprentice	27 27%	-	-	-	-	27 27%	14 24%	13 32%	27 47%	-	-	-	-	27 29%	-	-	5 24%	22 28%	10 23%	17 30%	8 26%	9 35%
Housewife/househusband	1 1%	-	-	-	-	1 1%	-	1 2%	1 2%	-	-	-	-	1 1%	-	-	1 5%	-	-	1 2%	-	1 4%
Retired	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Family workers	2 2%	-	-	-	-	2 2%	1 2%	1 2%	2 3%	-	-	-	-	2 2%	-	-	-	2 3%	1 2%	1 2%	1 3%	-
Unemployed	6 6%	-	-	-	-	6 6%	6 10% H	-	3 5%	3 9%	-	-	-	6 7%	-	-	1 5%	5 6%	1 2%	5 9%	3 10%	2 8%
OTHERS (UNCLASSIFIABLE BY STATUS)	5 5%	-	-	-	-	5 5%	2 3%	3 7%	4 7%	1 3%	-	-	-	5 5%	-	-	1 5%	4 5%	2 5%	3 5%	1 3%	2 8%
Don't Know/ REFUSED	2 2%	-	-	-	-	2 2%	2 3%	-	1 2%	1 3%	-	-	-	2 2%	-	-	1 5%	1 1%	1 2%	1 2%	1 3%	-
Sigma	100 100%	-	-	-	-	100 100%	59 100%	41 100%	58 100%	34 100%	8 100%	-	-	92 100%	8 100%	-	21 100%	79 100%	43 100%	57 100%	31 100%	26 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q4021. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Household Income

Base: All Vietnam Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	100	**	**	**	**	100	59*	41*	58*	34*	8**	**	**	92*	8**	**	21**	79*	43*	57*	31*	26**
Weighted Base	100	**	**	**	**	100	59*	41*	58*	34*	8**	**	**	92*	8**	**	21**	79*	43*	57*	31*	26**
150,000,000 VND or higher	14 14%	-	-	-	-	14 14%	5 8%	9 22%	9 16%	5 15%	-	-	-	14 15%	-	-	2 10%	12 15%	6 14%	8 14%	5 16%	3 12%
75,000,000- 149,999,999 VND	2 2%	-	-	-	-	2 2%	1 2%	1 2%	2 3%	-	-	-	-	2 2%	-	-	-	2 3%	-	2 4%	1 3%	1 4%
45,000,000- 74,999,999 VND	6 6%	-	-	-	-	6 6%	5 8%	2 2%	2 3%	4 12%	-	-	-	6 7%	-	-	-	6 8%	3 7%	3 5%	2 6%	1 4%
30,000,000- 44,999,999 VND	6 6%	-	-	-	-	6 6%	5 8%	1 2%	1 2%	4 12%	1 13%	-	-	5 5%	1 13%	-	2 10%	4 5%	5 12%	1 2%	-	1 4%
15,000,000- 29,999,999 VND	26 26%	-	-	-	-	26 26%	12 20%	14 34%	13 22%	7 21%	6 75%	-	-	20 22%	6 75%	-	5 24%	21 27%	9 21%	17 30%	12 39%	5 19%
7,500,000- 14,999,999 VND	23 23%	-	-	-	-	23 23%	16 27%	7 17%	12 21%	10 29%	1 13%	-	-	22 24%	1 13%	-	3 14%	20 25%	14 33%	9 16%	4 13%	5 19%
4,500,000- 7,499,999 VND	7 7%	-	-	-	-	7 7%	5 8%	2 5%	7 12%	-	-	-	-	7 8%	-	-	3 14%	4 5%	1 2%	6 11%	1 3%	5 19%
3,000,000- 4,499,999 VND	5 5%	-	-	-	-	5 5%	2 3%	3 7%	5 9%	-	-	-	-	5 5%	-	-	2 10%	3 4%	3 7%	2 4%	-	2 8%
1,500,000- 2,999,999 VND	2 2%	-	-	-	-	2 2%	-	2 5%	2 3%	-	-	-	-	2 2%	-	-	-	2 3%	1 2%	1 2%	1 3%	-
1- 1,499,999 VND	3 3%	-	-	-	-	3 3%	3 5%	-	3 5%	-	-	-	-	3 3%	-	-	2 10%	1 1%	-	3 5%	3 10%	-
No income/ expenditure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know/NA	6 6%	-	-	-	-	6 6%	5 8%	1 2%	2 3%	4 12%	-	-	-	6 7%	-	-	2 10%	4 5%	1 2%	5 9%	2 6%	3 12%
Sigma	100 100%	-	-	-	-	100 100%	59 100%	41 100%	58 100%	34 100%	8 100%	-	-	92 100%	8 100%	-	21 100%	79 100%	43 100%	57 100%	31 100%	26 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q4022. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Household Expenditure

Base: All Vietnam Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	100	**	**	**	**	100	59*	41*	58*	34*	8**	**	**	92*	8**	**	21**	79*	43*	57*	31*	26**
Weighted Base	100	**	**	**	**	100	59*	41*	58*	34*	8**	**	**	92*	8**	**	21**	79*	43*	57*	31*	26**
150,000,000 VND or higher	5 5%	-	-	-	-	5 5%	3 3%	2 5%	3 5%	1 3%	1 13%	-	-	4 4%	1 13%	-	2 10%	3 4%	2 5%	3 5%	2 6%	1 4%
75,000,000- 149,999,999 VND	4 4%	-	-	-	-	4 4%	1 2%	3 7%	2 3%	2 6%	-	-	-	4 4%	-	-	-	4 5%	1 2%	3 5%	1 3%	2 8%
45,000,000- 74,999,999 VND	3 3%	-	-	-	-	3 3%	1 2%	2 5%	3 5%	-	-	-	-	3 3%	-	-	-	3 4%	3 7%	-	-	-
30,000,000- 44,999,999 VND	6 6%	-	-	-	-	6 6%	4 7%	2 5%	2 3%	4 12%	-	-	-	6 7%	-	-	-	6 8%	4 9%	2 4%	-	2 8%
15,000,000- 29,999,999 VND	10 10%	-	-	-	-	10 10%	8 14%	2 5%	4 7%	5 15%	1 13%	-	-	9 10%	1 13%	-	2 10%	8 10%	4 9%	6 11%	4 13%	2 8%
7,500,000- 14,999,999 VND	21 21%	-	-	-	-	21 21%	11 19%	10 24%	11 19%	7 21%	3 38%	-	-	18 20%	3 38%	-	5 24%	16 20%	6 14%	15 26%	10 32%	5 19%
4,500,000- 7,499,999 VND	24 24%	-	-	-	-	24 24%	13 22%	11 27%	13 22%	8 24%	3 38%	-	-	21 23%	3 38%	-	4 19%	20 25%	12 28%	12 21%	8 26%	4 15%
3,000,000- 4,499,999 VND	14 14%	-	-	-	-	14 14%	10 17%	4 10%	12 21%	2 6%	-	-	-	14 15%	-	-	4 19%	10 13%	6 14%	8 14%	3 10%	5 19%
1,500,000- 2,999,999 VND	4 4%	-	-	-	-	4 4%	2 3%	2 5%	4 7%	-	-	-	-	4 4%	-	-	1 5%	3 4%	2 5%	2 4%	-	2 8%
1- 1,499,999 VND	2 2%	-	-	-	-	2 2%	1 2%	1 2%	2 3%	-	-	-	-	2 2%	-	-	-	2 3%	1 2%	1 2%	1 3%	-
No income/ expenditure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know/NA	7 7%	-	-	-	-	7 7%	5 8%	2 5%	2 3%	5 15%	-	-	-	7 8%	-	-	3 14%	4 5%	2 5%	5 9%	2 6%	3 12%
Sigma	100 100%	-	-	-	-	100 100%	59 100%	41 100%	58 100%	34 100%	8 100%	-	-	92 100%	8 100%	-	21 100%	79 100%	43 100%	57 100%	31 100%	26 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q4023. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Personal Income

14 Mar 2015
Table 592

Base: All Vietnam Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	100	**	**	**	**	100	59*	41*	58*	34*	8**	**	**	92*	8**	**	21**	79*	43*	57*	31*	26**
Weighted Base	100	**	**	**	**	100	59*	41*	58*	34*	8**	**	**	92*	8**	**	21**	79*	43*	57*	31*	26**
150,000,000 VND or higher	6 6%	-	-	-	-	6 6%	4 7%	2 5%	4 7%	2 6%	-	-	-	6 7%	-	-	3 14%	3 4%	2 5%	4 7%	2 6%	2 8%
75,000,000- 149,999,999 VND	2 2%	-	-	-	-	2 2%	2 3%	-	2 3%	-	-	-	-	2 2%	-	-	-	2 3%	2 5%	-	-	-
45,000,000- 74,999,999 VND	3 3%	-	-	-	-	3 3%	2 3%	1 2%	2 3%	1 3%	-	-	-	3 3%	-	-	-	3 4%	-	3 5%	2 6%	1 4%
30,000,000- 44,999,999 VND	3 3%	-	-	-	-	3 3%	1 2%	2 5%	1 2%	1 3%	1 13%	-	-	2 2%	1 13%	-	-	3 4%	2 5%	1 2%	1 3%	-
15,000,000- 29,999,999 VND	11 11%	-	-	-	-	11 11%	9 15%	2 5%	3 5%	7 21%	1 13%	-	-	10 11%	1 13%	-	1 5%	10 13%	6 14%	5 9%	3 10%	2 8%
7,500,000- 14,999,999 VND	14 14%	-	-	-	-	14 14%	9 15%	5 12%	2 3%	7 21%	5 63%	-	-	9 10%	5 63%	-	3 14%	11 14%	8 19%	6 11%	4 13%	2 8%
4,500,000- 7,499,999 VND	17 17%	-	-	-	-	17 17%	9 15%	8 20%	10 17%	6 18%	1 13%	-	-	16 17%	1 13%	-	4 19%	13 16%	6 14%	11 19%	5 16%	6 23%
3,000,000- 4,499,999 VND	16 16%	-	-	-	-	16 16%	9 15%	7 17%	10 17%	6 18%	-	-	-	16 17%	-	-	5 24%	11 14%	8 19%	8 14%	5 16%	3 12%
1,500,000- 2,999,999 VND	10 10%	-	-	-	-	10 10%	4 7%	6 15%	10 17%	-	-	-	-	10 11%	-	-	2 10%	8 10%	3 7%	7 12%	3 10%	4 15%
1- 1,499,999 VND	5 5%	-	-	-	-	5 5%	3 5%	2 5%	5 9%	-	-	-	-	5 5%	-	-	-	5 6%	2 5%	3 5%	2 6%	1 4%
No income/ expenditure	7 7%	-	-	-	-	7 7%	2 3%	5 12%	7 12%	-	-	-	-	7 8%	-	-	1 5%	6 8%	3 7%	4 7%	2 6%	2 8%
Don't Know/NA	6 6%	-	-	-	-	6 6%	5 8%	1 2%	2 3%	4 12%	-	-	-	6 7%	-	-	2 10%	4 5%	1 2%	5 9%	2 6%	3 12%
Sigma	100 100%	-	-	-	-	100 100%	59 100%	41 100%	58 100%	34 100%	8 100%	-	-	92 100%	8 100%	-	21 100%	79 100%	43 100%	57 100%	31 100%	26 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q4024. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Personal Expenditure

Base: All Vietnam Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	100	**	**	**	**	100	59*	41*	58*	34*	8**	**	**	92*	8**	**	21**	79*	43*	57*	31*	26**
Weighted Base	100	**	**	**	**	100	59*	41*	58*	34*	8**	**	**	92*	8**	**	21**	79*	43*	57*	31*	26**
150,000,000 VND or higher	4 4%	-	-	-	-	4 4%	2 3%	2 5%	2 3%	2 6%	-	-	-	4 4%	-	-	2 10%	2 3%	1 2%	3 5%	2 6%	1 4%
75,000,000- 149,999,999 VND	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
45,000,000- 74,999,999 VND	1 1%	-	-	-	-	1 1%	1 2%	-	1 2%	-	-	-	-	1 1%	-	-	-	1 1%	2 2%	-	-	-
30,000,000- 44,999,999 VND	2 2%	-	-	-	-	2 2%	1 2%	1 2%	1 2%	1 3%	-	-	-	2 2%	-	-	-	2 3%	-	2 4%	2 6%	-
15,000,000- 29,999,999 VND	4 4%	-	-	-	-	4 4%	3 5%	1 2%	1 2%	3 9%	-	-	-	4 4%	-	-	-	4 5%	2 5%	2 4%	1 3%	1 4%
7,500,000- 14,999,999 VND	10 10%	-	-	-	-	10 10%	8 14%	2 5%	5 9%	4 12%	1 13%	-	-	9 10%	1 13%	-	3 14%	7 9%	5 12%	5 9%	1 3%	4 15%
4,500,000- 7,499,999 VND	12 12%	-	-	-	-	12 12%	8 14%	4 10%	6 10%	3 9%	3 38%	-	-	9 10%	3 38%	-	1 5%	11 14%	8 19%	4 7%	4 13%	-
3,000,000- 4,499,999 VND	12 12%	-	-	-	-	12 12%	7 12%	5 12%	5 9%	5 15%	2 25%	-	-	10 11%	2 25%	-	1 5%	11 14%	4 9%	8 14%	5 16%	3 12%
1,500,000- 2,999,999 VND	24 24%	-	-	-	-	24 24%	11 19%	13 32%	14 24%	8 24%	2 25%	-	-	22 24%	2 25%	-	7 33%	17 22%	9 21%	15 26%	6 19%	9 35%
1- 1,499,999 VND	19 19%	-	-	-	-	19 19%	11 19%	8 20%	16 28%	3 9%	-	-	-	19 21%	-	-	2 10%	17 22%	9 21%	10 18%	6 19%	4 15%
No income/ expenditure	1 1%	-	-	-	-	1 1%	1 2%	-	1 2%	-	-	-	-	1 1%	-	-	-	1 1%	1 2%	-	-	-
Don't Know/NA	11 11%	-	-	-	-	11 11%	6 10%	5 12%	6 10%	5 15%	-	-	-	11 12%	-	-	5 24%	6 8%	3 7%	8 14%	4 13%	4 15%
Sigma	100 100%	-	-	-	-	100 100%	59 100%	41 100%	58 100%	34 100%	8 100%	-	-	92 100%	8 100%	-	21 100%	79 100%	43 100%	57 100%	31 100%	26 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q4025. SOCIO ECONOMIC CLASSIFICATION

Base: All Vietnam Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	94*	**	**	**	**	94*	54*	40*	56*	30*	8**	**	**	86*	8**	**	19**	75*	42*	52*	29**	23**
Weighted Base	94*	**	**	**	**	94*	54*	40*	56*	30*	8**	**	**	86*	8**	**	19**	75*	42*	52*	29**	23**
Class A5 (150,000,000+)	14 15%	-	-	-	-	14 15%	5 9%	9 23%	9 16%	5 17%	-	-	-	14 16%	-	-	2 11%	12 16%	6 14%	8 15%	5 17%	3 13%
Class A4 (75,000,000 - 149,999,999)	2 2%	-	-	-	-	2 2%	1 2%	1 3%	2 4%	-	-	-	-	2 2%	-	-	-	2 3%	-	2 4%	1 3%	1 4%
Class A3 (45,000,000 - 74,999,999)	6 6%	-	-	-	-	6 6%	5 9%	1 3%	2 4%	4 13%	-	-	-	6 7%	-	-	-	6 8%	3 7%	3 6%	2 7%	1 4%
Class A2 (30,000,000 - 44,999,999)	6 6%	-	-	-	-	6 6%	5 9%	1 3%	1 2%	4 13%	1 13%	-	-	5 6%	1 13%	-	2 11%	4 5%	5 12%	1 2%	-	1 4%
Class A1 (15,000,000 - 29,999,999)	26 28%	-	-	-	-	26 28%	12 22%	14 35%	13 23%	7 23%	6 75%	-	-	20 23%	6 75%	-	5 26%	21 28%	9 21%	17 33%	12 41%	5 22%
Class B (7,500,000 - 14,999,999)	23 24%	-	-	-	-	23 24%	16 30%	7 18%	12 21%	10 33%	1 13%	-	-	22 26%	1 13%	-	3 16%	20 27%	14 33%	9 17%	4 14%	5 22%
Class C (4,500,000 - 7,499,999)	7 7%	-	-	-	-	7 7%	5 9%	2 5%	7 13%	-	-	-	-	7 8%	-	-	3 16%	4 5%	1 2%	6 12%	1 3%	5 22%
Class D (3,000,000 - 4,499,000)	5 5%	-	-	-	-	5 5%	2 4%	3 8%	5 9%	-	-	-	-	5 6%	-	-	2 11%	3 4%	3 7%	2 4%	-	2 9%
Class E (1,500,000 - 2,999,999)	2 2%	-	-	-	-	2 2%	-	2 5%	2 4%	-	-	-	-	2 2%	-	-	-	2 3%	1 2%	1 2%	1 3%	-
Class F (1 - 1,499,999)	3 3%	-	-	-	-	3 3%	3 6%	-	3 5%	-	-	-	-	3 3%	-	-	2 11%	1 1%	-	3 6%	3 10%	-
Sigma	94 100%	-	-	-	-	94 100%	54 100%	40 100%	56 100%	30 100%	8 100%	-	-	86 100%	8 100%	-	19 100%	75 100%	42 100%	52 100%	29 100%	23 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q4027. In what region do you live?

14 Mar 2015
Table 595

Base: All Vietnam Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	100	**	**	**	**	100	59*	41*	58*	34*	8**	**	**	92*	8**	**	21**	79*	43*	57*	31*	26**
Weighted Base	100	**	**	**	**	100	59*	41*	58*	34*	8**	**	**	92*	8**	**	21**	79*	43*	57*	31*	26**
North East	15 15%	-	-	-	-	15 15%	6 10%	9 22%	11 19%	4 12%	-	-	-	15 16%	-	-	3 14%	12 15%	5 12%	10 18%	6 19%	4 15%
Red River Delta	19 19%	-	-	-	-	19 19%	12 20%	7 17%	10 17%	8 24%	1 13%	-	-	18 20%	1 13%	-	3 14%	16 20%	7 16%	12 21%	5 16%	7 27%
North Central Coast	7 7%	-	-	-	-	7 7%	6 10%	1 2%	3 5%	4 12%	-	-	-	7 8%	-	-	2 10%	5 6%	3 7%	4 7%	2 6%	2 8%
South Central Coast	10 10%	-	-	-	-	10 10%	5 8%	5 12%	8 14%	2 6%	-	-	-	10 11%	-	-	1 5%	9 11%	4 9%	6 11%	3 10%	3 12%
Central Highlands	2 2%	-	-	-	-	2 2%	1 2%	1 2%	1 2%	1 3%	-	-	-	2 2%	-	-	1 5%	1 1%	-	2 4%	2 6%	-
South East	34 34%	-	-	-	-	34 34%	20 34%	14 34%	21 36%	7 21%	6 75%	-	-	28 30%	6 75%	-	10 48%	24 30%	17 40%	17 30%	9 29%	8 31%
Mekong River Delta	10 10%	-	-	-	-	10 10%	6 10%	4 10%	4 7%	5 15%	1 13%	-	-	9 10%	1 13%	-	1 5%	9 11%	6 14%	4 7%	3 10%	1 4%
North West	3 3%	-	-	-	-	3 3%	3 5%	-	3 9%	-	-	-	-	3 3%	-	-	-	3 4%	1 2%	2 4%	1 3%	1 4%
Sigma	100 100%	-	-	-	-	100 100%	59 100%	41 100%	58 100%	34 100%	8 100%	-	-	92 100%	8 100%	-	21 100%	79 100%	43 100%	57 100%	31 100%	26 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base, ** very small base (under 30) ineligible for sig testing

Q4030. What is your highest educational attainment?

14 Mar 2015
Table 596

Base: All Philippines Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	206	**	**	**	**	206	95*	111	46*	72*	75*	12**	1**	118	75*	13**	59*	147	91*	115	76*	39*
Weighted Base	206	**	**	**	**	206	95*	111	46*	72*	75*	12**	1**	118	75*	13**	59*	147	91*	115	76*	39*
No schooling	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some elementary	1	-	-	-	-	1	-	1%	-	1%	-	-	-	1%	-	-	-	1%	-	1%	1%	-
Complete elementary	1	-	-	-	-	1	1%	-	-	1%	-	-	-	1%	-	-	-	1%	-	1%	-	3%
Some high school	1	-	-	-	-	1	1%	-	-	1%	-	-	-	1%	-	-	2%	-	1%	-	-	-
Completed high school	7 3%	-	-	-	-	7 3%	3 3%	4 4%	5 11% K	2 3%	-	-	-	7 6% O	-	-	2 3%	5 3%	4 4%	3 3%	3 4%	-
Some vocational	5 2%	-	-	-	-	5 2%	2 2%	3 3%	2 4%	2 3%	1 1%	-	-	4 3%	1 1%	-	2 3%	3 2%	3 3%	2 2%	1 1%	1 3%
Completed Vocational	7 3%	-	-	-	-	7 3%	4 4%	3 3%	-	4 6%	3 4%	-	-	4 3%	3 4%	-	2 3%	5 3%	1 1%	6 5%	1 1%	5 13% U
Some college	39 19%	-	-	-	-	39 19%	17 18%	22 20%	15 33% JK	12 17%	9 12%	3 25%	-	27 23%	9 12%	3 23%	13 22%	26 18%	17 19%	22 19%	13 17%	9 23%
Completed college/ Has degree	121 59%	-	-	-	-	121 59%	54 57%	67 60%	21 46%	40 56%	55 73% J	4 33%	1 100%	61 52%	55 73% N	5 38%	35 59%	86 59%	51 56%	70 61%	49 64%	21 54%
Some post graduate degree	13 6%	-	-	-	-	13 6%	8 8%	5 5%	1 2%	4 6%	5 7%	3 25%	-	5 4%	5 7%	3 23%	2 3%	11 7%	8 9%	5 4%	5 7%	-
Completed post graduate degree	10 5%	-	-	-	-	10 5%	5 5%	5 5%	2 4%	4 6%	2 3%	2 17%	-	6 5%	2 3%	2 15%	2 3%	8 5%	6 7%	4 3%	2 3%	2 5%
Not know/Refused	1	-	-	-	-	1	-	1%	-	1%	-	-	-	1%	-	-	-	1%	-	1%	1%	-
Sigma	206 100%	-	-	-	-	206 100%	95 100%	111 100%	46 100%	72 100%	75 100%	12 100%	1 100%	118 100%	75 100%	13 100%	59 100%	147 100%	91 100%	115 100%	76 100%	39 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q4035. At the present time, what is your occupation?

Base: All Philippines Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	206	**	**	**	**	206	95*	111	46*	72*	75*	12**	1**	118	75*	13**	59*	147	91*	115	76*	39*
Weighted Base	206	**	**	**	**	206	95*	111	46*	72*	75*	12**	1**	118	75*	13**	59*	147	91*	115	76*	39*
Professional, technical and kindred workers	83 40%	-	-	-	-	83 40%	46 48% H	37 33%	13 28%	32 44%	37 49%	1 8%	-	45 38%	37 49%	1 8%	23 39%	60 41%	36 40%	47 41%	26 34%	21 54% U
Farmers and farm managers	2 1%	-	-	-	-	2 1%	1 1%	1 1%	-	-	3 3%	-	-	-	2 3%	-	1 2%	1 1%	-	2 2%	1 1%	1 3%
Manager, officials and proprietors except farm	11 5%	-	-	-	-	11 5%	3 3%	8 7%	1 2%	3 4%	5 7%	17 17%	-	4 3%	5 7%	15 15%	4 7%	7 5%	4 4%	7 6%	7 9%	-
Clerical and kindred workers	16 8%	-	-	-	-	16 8%	7 7%	9 8%	4 9%	7 10%	5 7%	-	-	11 9%	5 7%	-	2 3%	14 10%	8 9%	8 7%	8 11% V	-
Sales workers	17 8%	-	-	-	-	17 8%	9 9%	8 7%	2 4%	7 10%	5 7%	25 25%	-	9 8%	5 7%	3 23%	4 7%	13 9%	6 7%	11 10%	10 13%	1 3%
Craftsmen, foremen and kindred workers	6 3%	-	-	-	-	6 3%	2 2%	4 4%	2 4%	1 1%	3 4%	-	-	3 3%	3 4%	-	1 2%	5 3%	3 3%	3 3%	2 3%	1 3%
Service workers except private household workers	4 2%	-	-	-	-	4 2%	2 2%	2 2%	1 2%	2 3%	1 1%	-	-	3 3%	1 1%	-	-	4 3%	2 2%	2 2%	-	2 5% U
Private household workers	1	-	-	-	-	1	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	1 1%	-	-	-
Laborers	2 1%	-	-	-	-	2 1%	1 1%	1 1%	1 2%	1 1%	-	-	-	2 2%	-	-	2 3% R	-	2 2%	-	-	-
Not gainfully employed	10 5%	-	-	-	-	10 5%	8 8% H	2 2%	2 4%	5 7%	3 4%	-	-	7 6%	3 4%	-	3 5%	7 5%	4 4%	6 5%	4 5%	2 5%
Housewife	16 8%	-	-	-	-	16 8%	1 1%	15 14% G	4 9%	5 7%	6 8%	1 8%	-	9 8%	6 8%	1 8%	7 12%	9 6%	9 10%	7 6%	5 7%	2 5%
Student	9 4%	-	-	-	-	9 4%	4 4%	5 5%	17% JK	1 1%	-	-	-	9 8% O	-	-	3 5%	6 4%	3 3%	6 5%	3 4%	3 8%
Refused	5 2%	-	-	-	-	5 2%	2 2%	3 3%	1 2%	2 3%	2 3%	-	-	3 3%	2 3%	-	3 5%	2 1%	1 1%	4 3%	2 3%	2 5%
Pensioner	6 3%	-	-	-	-	6 3%	2 2%	4 4%	1 2%	-	-	4 33%	1 100%	1 1%	-	5 38%	2 3%	4 3%	3 3%	3 3%	2 3%	1 3%
Others	18 9%	-	-	-	-	18 9%	7 7%	11 10%	6 13%	6 8%	5 7%	1 8%	-	12 10%	5 7%	1 8%	4 7%	14 10%	9 10%	9 8%	6 8%	3 8%
Sigma	206 100%	-	-	-	-	206 100%	95 100%	111 100%	46 100%	72 100%	75 100%	12 100%	1 100%	118 100%	75 100%	13 100%	59 100%	147 100%	91 100%	115 100%	76 100%	39 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q4036. Please select the area in which you live?

14 Mar 2015
Table 598

Base: All Philippines Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	206	**	**	**	**	206	95*	111	46*	72*	75*	12**	1**	118	75*	13**	59*	147	91*	115	76*	39*
Weighted Base	206	**	**	**	**	206	95*	111	46*	72*	75*	12**	1**	118	75*	13**	59*	147	91*	115	76*	39*
National Capital Region	96 47%	-	-	-	-	96 47%	47 49%	49 44%	17 37%	36 50%	40 53%	3 25%	-	53 45%	40 53%	3 23%	26 44%	70 48%	36 40%	60 52%	40 53%	20 51%
Cordillera Administrative Region	5 2%	-	-	-	-	5 2%	2 2%	3 3%	2 4%	-	2 3%	1 8%	-	2 2%	2 3%	1 8%	1 2%	4 3%	3 3%	2 2%	2 3%	-
Ilocos (Region I)	4 2%	-	-	-	-	4 2%	2 2%	2 2%	3 7%	-	1 1%	-	-	3 3%	1 1%	-	1 2%	3 2%	2 2%	2 2%	1 1%	1 3%
Cagayan Valley (Region II)	1	-	-	-	-	1	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	-	-
Central Luzon (Region III)	13 6%	-	-	-	-	13 6%	4 4%	9 8%	4 9%	3 4%	6 8%	-	-	7 6%	6 8%	-	4 7%	9 6%	8 9%	5 4%	4 5%	1 3%
Southern Tagalog (Region IV)	27 13%	-	-	-	-	27 13%	11 12%	16 14%	5 11%	11 15%	11 15%	-	-	16 14%	11 15%	-	11 19%	16 11%	11 12%	16 14%	11 14%	5 13%
Bicol (Region V)	6 3%	-	-	-	-	6 3%	4 4%	2 2%	1 2%	3 4%	2 3%	-	-	4 3%	2 3%	-	2 3%	4 3%	3 3%	3 3%	2 3%	1 3%
Western Visayas (Region VI)	9 4%	-	-	-	-	9 4%	5 5%	4 4%	1 2%	3 4%	3 4%	2 17%	-	4 3%	3 4%	2 15%	4 7%	5 3%	6 7%	3 3%	-	3 8%
Central Visayas (Region VII)	19 9%	-	-	-	-	19 9%	7 7%	12 11%	3 7%	8 11%	4 5%	3 25%	1 100%	11 9%	4 5%	4 31%	6 10%	13 9%	8 9%	11 10%	6 8%	5 13%
Eastern Visayas (Region VIII)	2 1%	-	-	-	-	2 1%	1 1%	1 1%	1 2%	1 1%	-	-	-	2 2%	-	-	-	2 1%	-	2 2%	2 3%	-
Western Mindanao (Region IX)	5 2%	-	-	-	-	5 2%	3 3%	2 2%	2 4%	1 1%	1 1%	1 8%	-	3 3%	1 1%	1 8%	-	5 3%	4 4%	1 1%	-	1 3%
Northern Mindanao (Region X)	9 4%	-	-	-	-	9 4%	2 2%	7 6%	5 11%	3 4%	-	1 8%	-	8 7%	-	1 8%	1 2%	8 5%	4 4%	5 4%	4 5%	1 3%
Southern Mindanao (Region XI)	5 2%	-	-	-	-	5 2%	5 5%	-	1 2%	2 3%	1 1%	1 8%	-	3 3%	1 1%	1 8%	1 2%	4 3%	2 2%	3 3%	3 4%	-
Central Mindanao (Region XII)	4 2%	-	-	-	-	4 2%	1 1%	3 3%	1 2%	-	3 4%	-	-	1 1%	3 4%	-	2 3%	2 1%	2 2%	2 2%	1 1%	1 3%
Autonomous Region in Muslim Mindanao	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Caraga	1	-	-	-	-	1	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	1 1%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base, ** very small base (under 30) ineligible for sig testing

Q4036. Please select the area in which you live?

Base: All Philippines Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	206	-**	-**	-**	-**	206	95*	111	46*	72*	75*	12**	1**	118	75*	13**	59*	147	91*	115	76*	39*
Sigma	206 100%	-	-	-	-	206 100%	95 100%	111 100%	46 100%	72 100%	75 100%	12 100%	1 100%	118 100%	75 100%	13 100%	59 100%	147 100%	91 100%	115 100%	76 100%	39 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1507. What is the highest level of education you have completed or the highest degree you have received?

14 Mar 2015
Table 599

Base: All Brazil Respondents And 21+ Years Of Age

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	341	**	341	**	**	**	184	157	46*	133	131	19**	12**	179	131	31*	80*	261	140	201	102	99*
Weighted Base	341	**	341	**	**	**	184	157	46*	133	131	19**	12**	179	131	31*	80*	261	140	201	102	99*
Nenhum	1	-	1	-	-	-	1%	-	1	-	-	-	-	1%	-	-	1%	-	1%	-	-	-
Alfabetizacao	1	-	1	-	-	-	-	1%	-	1%	-	-	-	1%	-	-	1%	-	-	1	1%	-
Fundamental incompleto - fundamental I (1a. serie a 3a. serie)	1	-	1	-	-	-	-	1%	-	1%	-	-	-	1%	-	-	-	1	-	1	-	1%
Fundamental incompleto - fundamental II (4a. serie a 7a. serie)	2	-	2	-	-	-	1%	1%	-	-	2%	-	-	-	2%	-	1%	1	1%	1	-	1%
Fundamental completo	4	-	4	-	-	-	3	1%	-	2%	2%	-	-	2%	2%	-	2%	2%	3	1	-	1%
Ensino Medio	121	-	121	-	-	-	63	58	18	39	52	11	1	57	52	12	27	94	37	84	44	40
	35%	-	35%	-	-	-	34%	37%	39%	29%	40%	58%	8%	32%	40%	39%	34%	36%	26%	42%	43%	40%
Superior	173	-	173	-	-	-	94	79	26	72	60	5	10	98	60	15	43	130	75	98	47	51
	51%	-	51%	-	-	-	51%	50%	57%	46%	46%	26%	83%	55%	46%	48%	54%	50%	54%	49%	46%	52%
Pos-graduacao (Mestrado, Doutorado ou Pos-doutorado)	38	-	38	-	-	-	22	16	1	18	15	3	1	19	15	4	5	33	23	15	10	5
	11%	-	11%	-	-	-	12%	10%	2%	14%	11%	16%	8%	11%	11%	13%	6%	13%	16%	7%	10%	5%
Sigma	341	-	341	-	-	-	184	157	46	133	131	19	12	179	131	31	80	261	140	201	102	99
	100%	-	100%	-	-	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base, ** very small base (under 30) ineligible for sig testing

Q1538. What is the highest level of education you have completed or the highest degree you have received?

Base: All Mexican Respondents And 21+ Years Of Age

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos						
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)			
Unweighted Base	215	215	**	**	**	**	120	95*	33*	73*	93*	13**	3**	106	93*	16**	45*	170	88*	127	72*	55*			
Weighted Base	215	215	**	**	**	**	120	95*	33*	73*	93*	13**	3**	106	93*	16**	45*	170	88*	127	72*	55*			
No he estudiado	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Primaria incompleta	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Primaria completa	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Secundaria incompleta	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Secundaria completa	1	1	-	-	-	-	1	-	-	-	-	1	-	-	-	1	1	2%	-	-	1	1%	-	1	2%
Carrera comercial	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	1%	1	1%	1	-
Carrera tecnica	10	10	-	-	-	-	4	6	-	2	8	-	-	2	8	-	7	3	3	7	4	3	5	3	5
Preparatoria incompleta	7	7	-	-	-	-	4	3	2	2	3	-	-	4	3	-	1	6	1	6	4	2	4	2	4
Preparatoria completa	23	23	-	-	-	-	13	10	6	7	8	1	1	13	8	2	8	15	6	17	10	7	13	7	13
Licenciatura incompleta	38	38	-	-	-	-	26	12	13	12	11	2	-	25	11	2	5	33	16	22	13	9	16	16	16
Licenciatura completa	113	113	-	-	-	-	57	56	12	44	48	8	1	56	48	9	19	94	53	60	30	30	55	55	55
Diplomado/Maestria	21	21	-	-	-	-	14	7	-	6	14	-	1	6	14	1	4	17	8	13	10	3	5	3	5
Doctorado	1	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	1	1	-	-	-	-	-	-
Sigma	215	215	-	-	-	-	120	95	33	73	93	13	3	106	93	16	45	170	88	127	72	55	100	100	100

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1574. What is the highest level of education you have completed or the highest degree you have received?

14 Mar 2015
Table 601

Base: All Chinese Respondents And 21+ Years Of Age

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1098	**	**	**	**	1098	656	442	45*	358	515	154	26**	403	515	180	117	981	452	646	260	386
Weighted Base	1098	**	**	**	**	1098	656	442	45*	358	515	154	26**	403	515	180	117	981	452	646	260	386
High school or less	83 8%	-	-	-	-	83 8%	61 9% H	22 5%	1 2%	8 2%	32 6% J	36 23% IJK	6 23%	9 2%	32 6% N	42 23% NO	16 14% R	67 7%	21 5%	62 10% S	15 6%	47 12% U
College	289 26%	-	-	-	-	289 26%	175 27%	114 26%	11 24%	52 15%	158 31% J	59 38% J	9 35%	63 16%	158 31% N	68 38% N	41 35% R	248 25%	103 23%	186 29% S	70 27%	116 30%
Bachelor degree	639 58%	-	-	-	-	639 58%	366 56%	273 62% G	31 69% L	248 69% KL	295 57% L	55 36%	10 38%	279 69% OP	295 57% P	65 36%	50 43%	589 60% Q	278 62%	361 56%	160 62% V	201 52%
Post graduate	87 8%	-	-	-	-	87 8%	54 8%	33 7%	2 4%	50 14% KL	30 6%	4 3%	1 4%	52 13% OP	30 6%	5 3%	10 9%	77 8%	50 11% T	37 6%	15 6%	22 6%
Sigma	1098 100%	-	-	-	-	1098 100%	656 100%	442 100%	45 100%	358 100%	515 100%	154 100%	26 100%	403 100%	515 100%	180 100%	117 100%	981 100%	452 100%	646 100%	260 100%	386 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

QTRED. What is the highest level of education you have completed or the highest degree you have received?

14 Mar 2015
Table 602

Base: All Turkey Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	102	**	**	102	**	**	61*	41*	22**	40*	35*	5**	**	62*	35*	5**	18**	84*	26**	76*	48*	28**
Weighted Base	102	**	**	102	**	**	61*	41*	22**	40*	35*	5**	**	62*	35*	5**	18**	84*	26**	76*	48*	28**
Primary education	2 2%	-	-	2 2%	-	-	1 2%	1 2%	-	-	2 6%	-	-	-	2 6%	-	-	2 2%	1 4%	1 1%	-	1 4%
Middle school or junior high school	4 4%	-	-	4 4%	-	-	2 3%	2 5%	-	2 5%	1 3%	1 20%	-	2 3%	1 3%	1 20%	1 6%	3 4%	-	4 5%	2 4%	2 7%
High school	26 25%	-	-	26 25%	-	-	15 25%	11 27%	9 41%	7 18%	7 20%	3 60%	-	16 26%	7 20%	3 60%	4 22%	22 26%	6 23%	20 26%	14 29%	6 21%
University	63 62%	-	-	63 62%	-	-	38 62%	25 61%	12 55%	28 70%	22 63%	1 20%	-	40 65%	22 63%	1 20%	12 67%	51 61%	15 58%	48 63%	29 60%	19 68%
Masters degree or doctorate	7 7%	-	-	7 7%	-	-	5 8%	2 5%	1 5%	3 8%	3 9%	-	-	4 6%	3 9%	-	1 6%	6 7%	4 15%	3 4%	3 6%	-
No schooling completed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	102 100%	-	-	102 100%	-	-	61 100%	41 100%	22 100%	40 100%	35 100%	5 100%	-	62 100%	35 100%	5 100%	18 100%	84 100%	26 100%	76 100%	48 100%	28 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

QCOED. What was the last year of schooling that you completed?

14 Mar 2015
Table 603

Base: All Colombia Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	119	**	119	**	**	**	65*	54*	8**	22**	54*	28**	7**	30*	54*	35*	40*	79*	49*	70*	38*	32*
Weighted Base	119	**	119	**	**	**	65*	54*	8**	22**	54*	28**	7**	30*	54*	35*	40*	79*	49*	70*	38*	32*
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pre-school	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Primary	1 1%	-	1 1%	-	-	-	1 2%	-	1 13%	-	-	-	-	1 3%	-	-	1 3%	-	1 2%	-	-	-
Secondary	8 7%	-	8 7%	-	-	-	3 5%	5 9%	3 38%	1 5%	1 2%	2 7%	1 14%	4 13%	1 2%	3 9%	4 10%	4 5%	5 10%	3 4%	2 5%	1 3%
Technical/Technology	40 34%	-	40 34%	-	-	-	22 34%	18 33%	2 25%	6 27%	18 33%	13 46%	1 14%	8 27%	18 33%	14 40%	14 35%	26 33%	14 29%	26 37%	17 45%	9 28%
University	51 43%	-	51 43%	-	-	-	30 46%	21 39%	2 25%	11 50%	23 43%	11 39%	4 57%	13 43%	23 43%	15 43%	16 40%	35 44%	21 43%	30 43%	13 34%	17 53%
Post Graduate	19 16%	-	19 16%	-	-	-	9 14%	10 19%	-	4 18%	12 22%	2 7%	1 14%	4 13%	12 22%	3 9%	5 13%	14 18%	8 16%	11 16%	6 16%	5 16%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	119 100%	-	119 100%	-	-	-	65 100%	54 100%	8 100%	22 100%	54 100%	28 100%	7 100%	30 100%	54 100%	35 100%	40 100%	79 100%	49 100%	70 100%	38 100%	32 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base, ** very small base (under 30) ineligible for sig testing

QIDED. What is the highest level of education you have completed or the highest degree you have received?

14 Mar 2015
Table 604

Base: All Indonesia Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos				
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	207	**	**	**	**	207	115	92*	55*	79*	69*	4**	**	134	69*	4**	53*	154	127	80*	55*	25**	
Weighted Base	207	**	**	**	**	207	115	92*	55*	79*	69*	4**	**	134	69*	4**	53*	154	127	80*	55*	25**	
No schooling	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Some elementary school	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Elementary school	1	-	-	-	-	1	1%	-	-	1%	-	-	-	1%	-	-	1%	2%	-	-	1%	-	1%
Junior high school	2	-	-	-	-	2	2%	-	1	1%	-	-	-	2	-	-	-	2	2%	-	-	-	
High school or higher	204	-	-	-	-	204	112	92	54	77	69	4	-	131	69	4	52	152	125	79	55	24	
	99%	-	-	-	-	99%	97%	100%	98%	97%	100%	100%	-	98%	100%	100%	98%	99%	98%	99%	100%	96%	
Sigma	207	-	-	-	-	207	115	92	55	79	69	4	-	134	69	4	53	154	127	80	55	25	
	100%	-	-	-	-	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

QJPED. What is the highest level of education you have completed or the highest degree you have received?

14 Mar 2015
Table 605

Base: All Japan Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	358	**	**	**	**	358	215	143	46*	70*	171	40*	31*	116	171	71*	62*	296	135	223	14**	209
Weighted Base	358	**	**	**	**	358	215	143	46*	70*	171	40*	31*	116	171	71*	62*	296	135	223	14**	209
Less than high school	11 3%	-	-	-	-	11 3%	8 4%	3 2%	3 7%	3 4%	4 2%	1 3%	-	6 5%	4 2%	1 1%	2 3%	9 3%	6 4%	5 2%	2 14%	3 1%
High school degree	121 34%	-	-	-	-	121 34%	57 27%	64 45% G	25 54% JK	17 24%	50 29%	15 38%	14 45% J	42 36%	50 29%	29 41%	22 35%	99 33%	42 31%	79 35%	2 14%	77 37%
Junior College degree	49 14%	-	-	-	-	49 14%	19 9%	30 21% G	2 4%	7 10%	34 20% I	3 8%	3 10%	9 8%	34 20% NP	6 8%	10 16%	39 13%	18 13%	31 14%	1 7%	30 14%
BA or University degree	177 49%	-	-	-	-	177 49%	131 61% H	46 32%	16 35%	43 61% I	83 49%	21 53%	14 45%	59 51%	83 49%	35 49%	28 45%	149 50%	69 51%	108 48%	9 64%	99 47%
Sigma	358 100%	-	-	-	-	358 100%	215 100%	143 100%	46 100%	70 100%	171 100%	40 100%	31 100%	116 100%	171 100%	71 100%	62 100%	296 100%	135 100%	223 100%	14 100%	209 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

QNGED. What is the highest level of education you have completed or the highest degree you have received?

14 Mar 2015
Table 606

Base: All Nigeria Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	201	**	**	**	201	**	162	39*	30*	108	59*	3**	1**	138	59*	4**	57*	144	96*	105	73*	32*
Weighted Base	201	**	**	**	201	**	162	39*	30*	108	59*	3**	1**	138	59*	4**	57*	144	96*	105	73*	32*
No level completed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed FSLC (first school leaving certificate)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed MSLC (middle school leaving certificate)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vocational/COMM	3 1%	-	-	-	3 1%	-	3 2%	-	-	3 3%	-	-	-	3 2%	-	-	2 4%	1 1%	3 3%	-	-	-
JSS/O'Level	2 1%	-	-	-	2 1%	-	2 1%	-	-	1 1%	1 2%	-	-	1 1%	1 2%	-	1 2%	1 1%	-	2 2%	2 3%	-
Completed O'Level/SSS (senior secondary school)	21 10%	-	-	-	21 10%	-	20 12%	1 3%	12 40% JK	7 6%	2 3%	-	-	19 14% O	2 3%	-	6 11%	15 10%	9 9%	12 11%	7 10%	5 16%
Completed A'Level or higher	109 54%	-	-	-	109 54%	-	87 54%	22 56%	13 43%	60 56%	34 58%	2 67%	-	73 53%	34 58%	2 50%	31 54%	78 54%	49 51%	60 57%	47 64% V	13 41%
Other	66 33%	-	-	-	66 33%	-	50 31%	16 41%	5 17%	37 34%	22 37% I	1 33%	1 100%	42 30%	22 37%	2 50%	17 30%	49 34%	35 36%	31 30%	17 23%	14 44% U
Sigma	201 100%	-	-	-	201 100%	-	162 100%	39 100%	30 100%	108 100%	59 100%	3 100%	1 100%	138 100%	59 100%	4 100%	57 100%	144 100%	96 100%	105 100%	73 100%	32 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base, ** very small base (under 30) ineligible for sig testing

QPLED. What is the highest level of education you have completed or the highest degree you have received?

14 Mar 2015
Table 607

Base: All Poland Respondents

	Region						Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	112	**	**	112	**	**	54*	58*	22**	22**	49*	16**	3**	44*	49*	19**	35*	77*	48*	64*	31*	33*
Weighted Base	112	**	**	112	**	**	54*	58*	22**	22**	49*	16**	3**	44*	49*	19**	35*	77*	48*	64*	31*	33*
Incomplete primary or no school education	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Primary	4 4%	-	-	4 4%	-	-	3 6%	1 2%	1 5%	1 5%	1 2%	1 6%	-	2 5%	1 2%	1 5%	1 3%	3 4%	-	4 6%	2 6%	2 6%
Basic vocational	1 1%	-	-	1 1%	-	-	1 2%	-	-	-	1 2%	-	-	-	1 2%	-	1 3%	-	1 2%	-	-	-
Secondary	38 34%	-	-	38 34%	-	-	21 39%	17 29%	11 50%	5 23%	15 31%	5 31%	2 67%	16 36%	15 31%	7 37%	12 34%	26 34%	16 33%	22 34%	14 45%	8 24%
Post-secondary	10 9%	-	-	10 9%	-	-	2 4%	8 14%	1 5%	3 14%	3 6%	3 19%	-	4 9%	3 6%	3 16%	3 9%	7 9%	3 6%	7 11%	2 6%	5 15%
Tertiary	59 53%	-	-	59 53%	-	-	27 50%	32 55%	9 41%	13 59%	29 59%	7 44%	1 33%	22 50%	29 59%	8 42%	18 51%	41 53%	28 58%	31 48%	13 42%	18 55%
Sigma	112 100%	-	-	112 100%	-	-	54 100%	58 100%	22 100%	22 100%	49 100%	16 100%	3 100%	44 100%	49 100%	19 100%	35 100%	77 100%	48 100%	64 100%	31 100%	33 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

QRUED. What is the highest level of education you have completed or the highest degree you have received?

14 Mar 2015
Table 608

Base: All Russia Respondents

	Region						Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos	
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	253	**	**	**	**	253	114	139	42*	94*	107	9**	1**	136	107	10**	40*	213	143	110	63*	47*
Weighted Base	253	**	**	**	**	253	114	139	42*	94*	107	9**	1**	136	107	10**	40*	213	143	110	63*	47*
Incomplete secondary and lower	1	-	-	-	-	1	-	1	-	-	1	-	-	-	1	-	-	1	-	1	-	2
Secondary general	11 4%	-	-	-	-	11 4%	6 5%	5 4%	5 12% JK	3 3%	3 3%	-	-	8 6%	3 3%	-	5 13% R	6 3%	5 3%	6 5%	2 3%	4 9%
Secondary special	41 16%	-	-	-	-	41 16%	21 18%	20 14%	9 21%	13 14%	17 16%	2 22%	-	22 16%	17 16%	2 20%	6 15%	35 16%	21 15%	20 18%	14 22%	6 13%
Incomplete higher	31 12%	-	-	-	-	31 12%	16 14%	15 11%	14 33% JK	9 10%	8 7%	-	-	23 17% O	8 7%	-	4 10%	27 13%	24 17% T	7 6%	3 5%	4 9%
Higher (including postgraduate)	169 67%	-	-	-	-	169 67%	71 62%	98 71%	14 33% I	69 73% I	78 73% I	7 78%	1 100%	83 61%	78 73%	8 80%	25 63%	144 68%	93 65%	76 69%	44 70%	32 68%
Sigma	253 100%	-	-	-	-	253 100%	114 100%	139 100%	42 100%	94 100%	107 100%	9 100%	1 100%	136 100%	107 100%	10 100%	40 100%	213 100%	143 100%	110 100%	63 100%	47 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

QKRED. What is the highest level of education you have completed or the highest degree you have received?

Base: All South Korea Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	204	**	**	**	**	204	115	89*	25**	74*	89*	13**	3**	99*	89*	16**	38*	166	108	96*	33*	63*
Weighted Base	204	**	**	**	**	204	115	89*	25**	74*	89*	13**	3**	99*	89*	16**	38*	166	108	96*	33*	63*
Less than high school	3 1%	-	-	-	-	3 1%	-	3 3% G	1 4%	1 1%	1 1%	-	-	2 2%	1 1%	-	-	3 2%	2 2%	1 1%	-	1 2%
High school graduate	51 25%	-	-	-	-	51 25%	30 26%	21 24%	15 60%	14 19%	16 18%	6 46%	-	29 29%	16 18%	6 38%	10 26%	41 25%	16 15%	35 36% S	12 36%	23 37%
College/University graduate	127 62%	-	-	-	-	127 62%	72 63%	55 62%	9 36%	52 70%	58 65%	5 38%	3 100%	61 62%	58 65%	8 50%	26 68%	101 61%	78 72% T	49 51%	19 58%	30 48%
Post graduate degree	23 11%	-	-	-	-	23 11%	13 11%	10 11%	-	7 9%	14 16%	2 15%	-	7 7%	14 16%	2 13%	2 5%	21 13%	12 11%	11 11%	2 6%	9 14%
Sigma	204 100%	-	-	-	-	204 100%	115 100%	89 100%	25 100%	74 100%	89 100%	13 100%	3 100%	99 100%	89 100%	16 100%	38 100%	166 100%	108 100%	96 100%	33 100%	63 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

QBRINC. Which of the following income categories best describes your total 2014 household income before taxes?

14 Mar 2015
Table 610

Base: All Brazil Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	370	**	370	**	**	**	192	178	75*	133	131	19**	12**	208	131	31*	92*	278	153	217	111	106
Weighted Base	370	**	370	**	**	**	192	178	75*	133	131	19**	12**	208	131	31*	92*	278	153	217	111	106
Less than 24,000 real	73 20%	-	73 20%	-	-	-	38 20%	35 20%	12 16%	27 20%	27 21%	6 32%	1 8%	39 19%	27 21%	7 23%	29 32% R	44 16%	22 14%	51 24% S	33 30% V	18 17%
24,000 to 50,999 real	117 32%	-	117 32%	-	-	-	57 30%	60 34%	30 40%	38 29%	42 32%	3 16%	4 33%	68 33%	42 32%	7 23%	24 26%	93 33%	37 24%	80 37% S	42 38%	38 36%
51,000 to 119,999 real	116 31%	-	116 31%	-	-	-	66 34%	50 28%	19 25%	42 32%	45 34%	4 21%	6 50%	61 29%	45 34%	10 32%	24 26%	92 33%	62 41% T	54 25%	21 19%	33 31% U
120,000 real or more	38 10%	-	38 10%	-	-	-	23 12%	15 8%	4 5%	18 14%	10 8%	5 26%	1 8%	22 11%	10 8%	6 19%	7 8%	31 11%	22 14% T	16 7%	10 9%	6 6%
Decline to answer	26 7%	-	26 7%	-	-	-	8 4%	18 10% G	10 13% K	8 6%	7 5%	1 5%	-	18 9%	7 5%	1 3%	8 9%	18 6%	10 7%	16 7%	5 5%	11 10%
Sigma	370 100%	-	370 100%	-	-	-	192 100%	178 100%	75 100%	133 100%	131 100%	19 100%	12 100%	208 100%	131 100%	31 100%	92 100%	278 100%	153 100%	217 100%	111 100%	106 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

QCNINC. Which of the following income categories best describes your total monthly household income before taxes?

Base: All Chinese Respondents

	Region					Gender		Age					Age		Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos			
	Total Consumers	North America	South America	Europe	Africa	Asia	Male	Female	18-24	25-34	35-54	55-64	65+	18-34	35-54	55+	5 to 10	11 or more	Yes	No	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1110	**	**	**	**	1110	664	446	57*	358	515	154	26**	415	515	180	118	992	458	652	262	390
Weighted Base	1110	**	**	**	**	1110	664	446	57*	358	515	154	26**	415	515	180	118	992	458	652	262	390
Less than 1000 RMB	3	-	-	-	-	3	3	-	1 2%	-	2	-	-	1	2	-	1 1%	2	-	3	2 1%	1
1001-2000 RMB	4	-	-	-	-	4	2	2	-	3 1%	-	1 1%	-	3 1%	-	1 1%	-	4	2	2	1	1
2001-3000 RMB	19 2%	-	-	-	-	19 2%	12 2%	7 2%	2 4%	1 J	9 2%	5 3%	2 8%	3 1%	9 2%	7 4%	4 3%	15 2%	7 2%	12 2%	2 1%	10 3%
3001-4000 RMB	42 4%	-	-	-	-	42 4%	26 4%	16 4%	3 5%	12 3%	17 3%	10 6%	-	15 4%	17 3%	10 6%	8 7%	34 3%	14 3%	28 4%	9 3%	19 5%
4001-6000 RMB	113 10%	-	-	-	-	113 10%	57 9%	56 13%	8 14%	34 9%	43 8%	23 15%	5 19%	42 10%	43 8%	28 16%	20 17%	93 9%	42 9%	71 11%	17 6%	54 14%
6001-10,000 RMB	364 33%	-	-	-	-	364 33%	236 36%	128 29%	22 39%	108 30%	169 33%	56 36%	9 35%	130 31%	169 33%	65 36%	31 26%	333 34%	147 32%	217 33%	87 33%	130 33%
Over 10,000 RMB	555 50%	-	-	-	-	555 50%	323 49%	232 52%	19 33%	198 55%	272 53%	56 36%	10 38%	217 52%	272 53%	66 37%	49 42%	506 51%	244 53%	311 48%	142 54%	169 43%
Decline to answer	10 1%	-	-	-	-	10 1%	5 1%	5 1%	2 4%	2 1%	3 1%	3 2%	-	4 1%	3 1%	3 2%	5 4%	5 1%	2 1%	8 1%	2 1%	6 2%
Sigma	1110 100%	-	-	-	-	1110 100%	664 100%	446 100%	57 100%	358 100%	515 100%	154 100%	26 100%	415 100%	515 100%	180 100%	118 100%	992 100%	458 100%	652 100%	262 100%	390 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K/L/M - N/O/P - Q/R - S/T - U/V
Overlap formulae used. * small base, ** very small base (under 30) ineligible for sig testing

Banner * Banner

14 Mar 2015
Table 612

	Region					Gender		Age					Age			Internet usage per week		Ever registered a domain name		Plan to register in next 6-12 mos		
	Total Consumers (A)	North America (B)	South America (C)	Europe (D)	Africa (E)	Asia (F)	Male (G)	Female (H)	18-24 (I)	25-34 (J)	35-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-54 (O)	55+ (P)	5 to 10 (Q)	11 or more (R)	Yes (S)	No (T)	Yes (U)	No (V)
Total Consumers	6144	925	599	1086	409	3125	3402	2742	845	1770	2544	681	304	2615	2544	985	1180	4964	2369	3775	1365	2410
Region																						
North America	925	925	-	-	-	-	423	502	95	215	355	142	118	310	355	260	180	745	210	715	121	594
South America	599	-	599	-	-	-	306	293	95	174	245	61	24	269	245	85	159	440	246	353	181	172
Europe	1086	-	-	1086	-	-	604	482	90	183	536	187	90	273	536	277	220	866	281	805	154	651
Africa	409	-	-	-	409	-	291	118	80	183	131	13	2	263	131	15	95	314	200	209	130	79
Asia	3125	-	-	-	-	3125	1778	1347	485	1015	1277	278	70	1500	1277	348	526	2599	1432	1693	779	914
Gender																						
Male	3402	423	306	604	291	1778	3402	-	430	902	1449	428	193	1332	1449	621	615	2787	1468	1934	778	1156
Female	2742	502	293	482	118	1347	-	2742	415	868	1095	253	111	1283	1095	364	565	2177	901	1841	587	1254
Age																						
18-24	845	95	95	90	80	485	415	845	-	-	-	-	-	845	-	-	192	653	360	485	225	260
25-34	1770	215	174	183	183	1015	902	868	-	1770	-	-	-	1770	-	-	327	1443	812	958	418	540
35-54	2544	355	245	536	131	1277	1449	1095	-	-	2544	-	-	-	2544	-	478	2066	951	1593	568	1025
55-64	681	142	61	187	13	278	428	253	-	-	-	681	-	-	-	681	127	554	187	494	120	374
65+	304	118	24	90	2	70	193	111	-	-	-	-	304	-	-	304	56	248	59	245	34	211
Age																						
18-34	2615	310	269	273	263	1500	1332	1283	845	1770	-	-	-	2615	-	-	519	2096	1172	1443	643	800
35-54	2544	355	245	536	131	1277	1449	1095	-	-	2544	-	-	-	2544	-	478	2066	951	1593	568	1025
55+	985	260	85	277	15	348	621	364	-	-	-	681	304	-	-	985	183	802	246	739	154	585
Internet usage per week																						
5 to 10	1180	180	159	220	95	526	615	565	192	327	478	127	56	519	478	183	1180	-	360	820	297	523
11 or more	4964	745	440	866	314	2599	2787	2177	653	1443	2066	554	248	2096	2066	802	-	4964	2009	2955	1068	1887
Ever registered a domain name																						
Yes	2369	210	246	281	200	1432	1468	901	360	812	951	187	59	1172	951	246	360	2009	2369	-	-	-
No	3775	715	353	805	209	1693	1934	1841	485	958	1593	494	245	1443	1593	739	820	2955	-	3775	1365	2410
Plan to register in next 6-12 mos																						
Yes	1365	121	181	154	130	779	778	587	225	418	568	120	34	643	568	154	297	1068	-	1365	1365	-
No	2410	594	172	651	79	914	1156	1254	260	540	1025	374	211	800	1025	585	523	1887	-	2410	-	2410

T Test Suppressed Because No Base Row

<u>Page</u>	<u>Table</u>	<u>Title</u>
1	1	Q75. Sample source
2	2	Q616. COUNTRY
4	3	Q620. LANGUAGE
6	4	Q264. In which country or region do you currently reside?
8	5	Q268. Are you...?
9	6	Q280. Respondent Age.
10	7	Q600. How many hours per week do you spend using the Internet?
11	8	Q640. COUNTRY QUOTAS
13	9	Q605. Have you ever registered a domain name?
14	10	Q610. Do you plan to register a domain name in the next 6-12 months?
15	11	Q700. Which of the following domain name extensions, if any, have you heard of?
18	12	Q705. Which of the following domain name extensions have you personally visited when going to websites?
21	13	Q711. How likely are you to visit websites with the following domain name extensions in the next 6 months? SUMMARY TABLE OF TOP 2 BOX
24	14	Q711. How likely are you to visit websites with the following domain name extensions in the next 6 months? SUMMARY TABLE OF BOTTOM 2 BOX
27	15	Q711. How likely are you to visit websites with the following domain name extensions in the next 6 months? SUMMARY TABLE OF VERY LIKELY OR SOMEWHAT LIKELY FOR ANY DOMAIN
28	16	Q711_1. How likely are you to visit websites with the following domain name extensions in the next 6 months? 1. .biz
29	17	Q711_2. How likely are you to visit websites with the following domain name extensions in the next 6 months? 2. .com
30	18	Q711_3. How likely are you to visit websites with the following domain name extensions in the next 6 months? 3. .info
31	19	Q711_4. How likely are you to visit websites with the following domain name extensions in the next 6 months? 4. .mobi
32	20	Q711_5. How likely are you to visit websites with the following domain name extensions in the next 6 months? 5. .net
33	21	Q711_6. How likely are you to visit websites with the following domain name extensions in the next 6 months? 6. .org
34	22	Q711_7. How likely are you to visit websites with the following domain name extensions in the next 6 months? 7. .tel
35	23	Q711_8. How likely are you to visit websites with the following domain name extensions in the next 6 months? 8. .asia
36	24	Q711_9. How likely are you to visit websites with the following domain name extensions in the next 6 months? 9. .pro
37	25	Q711_10. How likely are you to visit websites with the following domain name extensions in the next 6 months? 10. .coop
38	26	Q711_11. How likely are you to visit websites with the following domain name extensions in the next 6 months? 11. .cn
39	27	Q711_12. How likely are you to visit websites with the following domain name extensions in the next 6 months? 12. .vn
40	28	Q711_13. How likely are you to visit websites with the following domain name extensions in the next 6 months? 13. .ph
41	29	Q711_14. How likely are you to visit websites with the following domain name extensions in the next 6 months? 14. .jp
42	30	Q711_15. How likely are you to visit websites with the following domain name extensions in the next 6 months? 15. .kr
43	31	Q711_16. How likely are you to visit websites with the following domain name extensions in the next 6 months? 16. .ru
44	32	Q711_17. How likely are you to visit websites with the following domain name extensions in the next 6 months? 17. .in
45	33	Q711_18. How likely are you to visit websites with the following domain name extensions in the next 6 months? 18. .id
46	34	Q711_19. How likely are you to visit websites with the following domain name extensions in the next 6 months? 19. .ng
47	35	Q711_20. How likely are you to visit websites with the following domain name extensions in the next 6 months? 20. .za
48	36	Q711_21. How likely are you to visit websites with the following domain name extensions in the next 6 months? 21. .eg
49	37	Q711_22. How likely are you to visit websites with the following domain name extensions in the next 6 months? 22. .co

<u>Page</u>	<u>Table</u>	<u>Title</u>
50	38	Q711_23. How likely are you to visit websites with the following domain name extensions in the next 6 months? 23. .ar
51	39	Q711_24. How likely are you to visit websites with the following domain name extensions in the next 6 months? 24. .br
52	40	Q711_25. How likely are you to visit websites with the following domain name extensions in the next 6 months? 25. .it
53	41	Q711_26. How likely are you to visit websites with the following domain name extensions in the next 6 months? 26. .tr
54	42	Q711_27. How likely are you to visit websites with the following domain name extensions in the next 6 months? 27. .es
55	43	Q711_28. How likely are you to visit websites with the following domain name extensions in the next 6 months? 28. .pl
56	44	Q711_29. How likely are you to visit websites with the following domain name extensions in the next 6 months? 29. .uk
57	45	Q711_30. How likely are you to visit websites with the following domain name extensions in the next 6 months? 30. .fr
58	46	Q711_31. How likely are you to visit websites with the following domain name extensions in the next 6 months? 31. .de
59	47	Q711_32. How likely are you to visit websites with the following domain name extensions in the next 6 months? 32. .us
60	48	Q711_33. How likely are you to visit websites with the following domain name extensions in the next 6 months? 33. .ca
61	49	Q711_34. How likely are you to visit websites with the following domain name extensions in the next 6 months? 34. .mx
62	50	Q716_1. Why are you very likely to visit a website with each of these extensions in the future? 1. .biz
65	51	Q716_2. Why are you very likely to visit a website with each of these extensions in the future? 2. .com
68	52	Q716_3. Why are you very likely to visit a website with each of these extensions in the future? 3. .info
71	53	Q716_4. Why are you very likely to visit a website with each of these extensions in the future? 4. .mobi
74	54	Q716_5. Why are you very likely to visit a website with each of these extensions in the future? 5. .net
77	55	Q716_6. Why are you very likely to visit a website with each of these extensions in the future? 6. .org
80	56	Q716_7. Why are you very likely to visit a website with each of these extensions in the future? 7. .tel
83	57	Q716_8. Why are you very likely to visit a website with each of these extensions in the future? 8. .asia
86	58	Q716_9. Why are you very likely to visit a website with each of these extensions in the future? 9. .pro
89	59	Q716_10. Why are you very likely to visit a website with each of these extensions in the future? 10. .coop
92	60	Q716_11. Why are you very likely to visit a website with each of these extensions in the future? 11. .cn
95	61	Q716_12. Why are you very likely to visit a website with each of these extensions in the future? 12. .vn
98	62	Q716_13. Why are you very likely to visit a website with each of these extensions in the future? 13. .ph
101	63	Q716_14. Why are you very likely to visit a website with each of these extensions in the future? 14. .jp
104	64	Q716_15. Why are you very likely to visit a website with each of these extensions in the future? 15. .kr
107	65	Q716_16. Why are you very likely to visit a website with each of these extensions in the future? 16. .ru
110	66	Q716_17. Why are you very likely to visit a website with each of these extensions in the future? 17. .in
113	67	Q716_18. Why are you very likely to visit a website with each of these extensions in the future? 18. .id
116	68	Q716_19. Why are you very likely to visit a website with each of these extensions in the future? 19. .ng
119	69	Q716_20. Why are you very likely to visit a website with each of these extensions in the future? 20. .za

<u>Page</u>	<u>Table</u>	<u>Title</u>
122	70	Q716_21. Why are you very likely to visit a website with each of these extensions in the future? 21. .eg
125	71	Q716_22. Why are you very likely to visit a website with each of these extensions in the future? 22. .co
128	72	Q716_23. Why are you very likely to visit a website with each of these extensions in the future? 23. .ar
131	73	Q716_24. Why are you very likely to visit a website with each of these extensions in the future? 24. .br
134	74	Q716_25. Why are you very likely to visit a website with each of these extensions in the future? 25. .it
137	75	Q716_26. Why are you very likely to visit a website with each of these extensions in the future? 26. .ir
140	76	Q716_27. Why are you very likely to visit a website with each of these extensions in the future? 27. .es
143	77	Q716_28. Why are you very likely to visit a website with each of these extensions in the future? 28. .pl
146	78	Q716_29. Why are you very likely to visit a website with each of these extensions in the future? 29. .uk
149	79	Q716_30. Why are you very likely to visit a website with each of these extensions in the future? 30. .fr
152	80	Q716_31. Why are you very likely to visit a website with each of these extensions in the future? 31. .de
155	81	Q716_32. Why are you very likely to visit a website with each of these extensions in the future? 32. .us
158	82	Q716_33. Why are you very likely to visit a website with each of these extensions in the future? 33. .ca
161	83	Q716_34. Why are you very likely to visit a website with each of these extensions in the future? 34. .mx
164	84	Q718_1. Why are you very unlikely to visit a website with each of these extensions in the future? 1. .biz
166	85	Q718_2. Why are you very unlikely to visit a website with each of these extensions in the future? 2. .com
168	86	Q718_3. Why are you very unlikely to visit a website with each of these extensions in the future? 3. .info
170	87	Q718_4. Why are you very unlikely to visit a website with each of these extensions in the future? 4. .mobi
172	88	Q718_5. Why are you very unlikely to visit a website with each of these extensions in the future? 5. .net
174	89	Q718_6. Why are you very unlikely to visit a website with each of these extensions in the future? 6. .org
176	90	Q718_7. Why are you very unlikely to visit a website with each of these extensions in the future? 7. .tel
178	91	Q718_8. Why are you very unlikely to visit a website with each of these extensions in the future? 8. .asia
180	92	Q718_9. Why are you very unlikely to visit a website with each of these extensions in the future? 9. .pro
182	93	Q718_10. Why are you very unlikely to visit a website with each of these extensions in the future? 10. .coop
184	94	Q718_11. Why are you very unlikely to visit a website with each of these extensions in the future? 11. .cn
186	95	Q718_12. Why are you very unlikely to visit a website with each of these extensions in the future? 12. .vn
188	96	Q718_13. Why are you very unlikely to visit a website with each of these extensions in the future? 13. .ph
190	97	Q718_14. Why are you very unlikely to visit a website with each of these extensions in the future? 14. .jp
192	98	Q718_15. Why are you very unlikely to visit a website with each of these extensions in the future? 15. .kr
194	99	Q718_16. Why are you very unlikely to visit a website with each of these extensions in the future? 16. .ru
196	100	Q718_17. Why are you very unlikely to visit a website with each of these extensions in the future? 17. .in
198	101	Q718_18. Why are you very unlikely to visit a website with each of these extensions in the future? 18. .id

Page	Table	Title
200	102	Q718_19. Why are you very unlikely to visit a website with each of these extensions in the future? 19. .ng
202	103	Q718_20. Why are you very unlikely to visit a website with each of these extensions in the future? 20. .za
204	104	Q718_21. Why are you very unlikely to visit a website with each of these extensions in the future? 21. .eg
206	105	Q718_22. Why are you very unlikely to visit a website with each of these extensions in the future? 22. .co
208	106	Q718_23. Why are you very unlikely to visit a website with each of these extensions in the future? 23. .ar
210	107	Q718_24. Why are you very unlikely to visit a website with each of these extensions in the future? 24. .br
212	108	Q718_25. Why are you very unlikely to visit a website with each of these extensions in the future? 25. .it
214	109	Q718_26. Why are you very unlikely to visit a website with each of these extensions in the future? 26. .tr
216	110	Q718_27. Why are you very unlikely to visit a website with each of these extensions in the future? 27. .es
218	111	Q718_28. Why are you very unlikely to visit a website with each of these extensions in the future? 28. .pl
220	112	Q718_29. Why are you very unlikely to visit a website with each of these extensions in the future? 29. .uk
222	113	Q718_30. Why are you very unlikely to visit a website with each of these extensions in the future? 30. .fr
224	114	Q718_31. Why are you very unlikely to visit a website with each of these extensions in the future? 31. .de
226	115	Q718_32. Why are you very unlikely to visit a website with each of these extensions in the future? 32. .us
228	116	Q718_33. Why are you very unlikely to visit a website with each of these extensions in the future? 33. .ca
230	117	Q718_34. Why are you very unlikely to visit a website with each of these extensions in the future? 34. .mx
232	118	Q721. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? SUMMARY TABLE OF TOP 2 BOX
235	119	Q721. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? SUMMARY TABLE OF BOTTOM 2 BOX
238	120	Q721. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? SUMMARY TABLE OF VERY LIKELY OR SOMEWHAT LIKELY FOR ANY DOMAIN
239	121	Q721_1. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 1. .biz
240	122	Q721_2. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 2. .com
241	123	Q721_3. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 3. .info
242	124	Q721_4. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 4. .mobi
243	125	Q721_5. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 5. .net
244	126	Q721_6. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 6. .org
245	127	Q721_7. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 7. .tel
246	128	Q721_8. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 8. .asia
247	129	Q721_9. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 9. .pro
248	130	Q721_10. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 10. .coop
249	131	Q721_11. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 11. .cn
250	132	Q721_12. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 12. .vn
251	133	Q721_13. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 13. .ph

<u>Page</u>	<u>Table</u>	<u>Title</u>
252	134	Q721_14. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 14. .jp
253	135	Q721_15. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 15. .kr
254	136	Q721_16. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 16. .ru
255	137	Q721_17. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 17. .in
256	138	Q721_18. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 18. .id
257	139	Q721_19. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 19. .ng
258	140	Q721_20. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 20. .za
259	141	Q721_21. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 21. .eg
260	142	Q721_22. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 22. .co
261	143	Q721_23. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 23. .ar
262	144	Q721_24. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 24. .br
263	145	Q721_25. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 25. .it
264	146	Q721_26. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 26. .tr
265	147	Q721_27. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 27. .es
266	148	Q721_28. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 28. .pl
267	149	Q721_29. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 29. .uk
268	150	Q721_30. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 30. .ir
269	151	Q721_31. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 31. .de
270	152	Q721_32. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 32. .us
271	153	Q721_33. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 33. .ca
272	154	Q721_34. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 34. .mx
273	155	Q726. Please rate the following domain name extensions by how trustworthy you feel they are. SUMMARY TABLE OF TOP 2 BOX
275	156	Q726. Please rate the following domain name extensions by how trustworthy you feel they are. SUMMARY TABLE OF BOTTOM 2 BOX
277	157	Q726_1. Please rate the following domain name extensions by how trustworthy you feel they are. 1. .com
278	158	Q726_2. Please rate the following domain name extensions by how trustworthy you feel they are. 2. .net
279	159	Q726_3. Please rate the following domain name extensions by how trustworthy you feel they are. 3. .info
280	160	Q726_4. Please rate the following domain name extensions by how trustworthy you feel they are. 4. .org
281	161	Q726_5. Please rate the following domain name extensions by how trustworthy you feel they are. 5. .cn
282	162	Q726_6. Please rate the following domain name extensions by how trustworthy you feel they are. 6. .vn
283	163	Q726_7. Please rate the following domain name extensions by how trustworthy you feel they are. 7. .ph
284	164	Q726_8. Please rate the following domain name extensions by how trustworthy you feel they are. 8. .jp
285	165	Q726_9. Please rate the following domain name extensions by how trustworthy you feel they are. 9. .kr

<u>Page</u>	<u>Table</u>	<u>Title</u>
286	166	Q726_10. Please rate the following domain name extensions by how trustworthy you feel they are. 10. .ru
287	167	Q726_11. Please rate the following domain name extensions by how trustworthy you feel they are. 11. .in
288	168	Q726_12. Please rate the following domain name extensions by how trustworthy you feel they are. 12. .id
289	169	Q726_13. Please rate the following domain name extensions by how trustworthy you feel they are. 13. .ng
290	170	Q726_14. Please rate the following domain name extensions by how trustworthy you feel they are. 14. .za
291	171	Q726_15. Please rate the following domain name extensions by how trustworthy you feel they are. 15. .eg
292	172	Q726_16. Please rate the following domain name extensions by how trustworthy you feel they are. 16. .co
293	173	Q726_17. Please rate the following domain name extensions by how trustworthy you feel they are. 17. .ar
294	174	Q726_18. Please rate the following domain name extensions by how trustworthy you feel they are. 18. .br
295	175	Q726_19. Please rate the following domain name extensions by how trustworthy you feel they are. 19. .it
296	176	Q726_20. Please rate the following domain name extensions by how trustworthy you feel they are. 20. .tr
297	177	Q726_21. Please rate the following domain name extensions by how trustworthy you feel they are. 21. .es
298	178	Q726_22. Please rate the following domain name extensions by how trustworthy you feel they are. 22. .pl
299	179	Q726_23. Please rate the following domain name extensions by how trustworthy you feel they are. 23. .uk
300	180	Q726_24. Please rate the following domain name extensions by how trustworthy you feel they are. 24. .fr
301	181	Q726_25. Please rate the following domain name extensions by how trustworthy you feel they are. 25. .de
302	182	Q726_26. Please rate the following domain name extensions by how trustworthy you feel they are. 26. .us
303	183	Q726_27. Please rate the following domain name extensions by how trustworthy you feel they are. 27. .ca
304	184	Q726_28. Please rate the following domain name extensions by how trustworthy you feel they are. 28. .mx
305	185	Q730. To the best of your knowledge, why do some websites have different extensions?
309	186	Q736. What has your experience been like with websites that have the following domain name extensions? SUMMARY TABLE OF TOP 2 BOX
312	187	Q736. What has your experience been like with websites that have the following domain name extensions? SUMMARY TABLE OF BOTTOM 2 BOX
315	188	Q736_1. What has your experience been like with websites that have the following domain name extensions? 1. .biz
316	189	Q736_2. What has your experience been like with websites that have the following domain name extensions? 2. .com
317	190	Q736_3. What has your experience been like with websites that have the following domain name extensions? 3. .info
318	191	Q736_4. What has your experience been like with websites that have the following domain name extensions? 4. .mobi
319	192	Q736_5. What has your experience been like with websites that have the following domain name extensions? 5. .net
320	193	Q736_6. What has your experience been like with websites that have the following domain name extensions? 6. .org
321	194	Q736_7. What has your experience been like with websites that have the following domain name extensions? 7. .tel
322	195	Q736_8. What has your experience been like with websites that have the following domain name extensions? 8. .asia
323	196	Q736_9. What has your experience been like with websites that have the following domain name extensions? 9. .pro
324	197	Q736_10. What has your experience been like with websites that have the following domain name extensions? 10. .coop
325	198	Q736_11. What has your experience been like with websites that have the following domain name extensions? 11. .cn

<u>Page</u>	<u>Table</u>	<u>Title</u>
326	199	Q736_12. What has your experience been like with websites that have the following domain name extensions? 12. .vn
327	200	Q736_13. What has your experience been like with websites that have the following domain name extensions? 13. .ph
328	201	Q736_14. What has your experience been like with websites that have the following domain name extensions? 14. .jp
329	202	Q736_15. What has your experience been like with websites that have the following domain name extensions? 15. .kr
330	203	Q736_16. What has your experience been like with websites that have the following domain name extensions? 16. .ru
331	204	Q736_17. What has your experience been like with websites that have the following domain name extensions? 17. .in
332	205	Q736_18. What has your experience been like with websites that have the following domain name extensions? 18. .id
333	206	Q736_19. What has your experience been like with websites that have the following domain name extensions? 19. .ng
334	207	Q736_20. What has your experience been like with websites that have the following domain name extensions? 20. .za
335	208	Q736_21. What has your experience been like with websites that have the following domain name extensions? 21. .eg
336	209	Q736_22. What has your experience been like with websites that have the following domain name extensions? 22. .co
337	210	Q736_23. What has your experience been like with websites that have the following domain name extensions? 23. .ar
338	211	Q736_24. What has your experience been like with websites that have the following domain name extensions? 24. .br
339	212	Q736_25. What has your experience been like with websites that have the following domain name extensions? 25. .it
340	213	Q736_26. What has your experience been like with websites that have the following domain name extensions? 26. .tr
341	214	Q736_27. What has your experience been like with websites that have the following domain name extensions? 27. .es
342	215	Q736_28. What has your experience been like with websites that have the following domain name extensions? 28. .pl
343	216	Q736_29. What has your experience been like with websites that have the following domain name extensions? 29. .uk
344	217	Q736_30. What has your experience been like with websites that have the following domain name extensions? 30. .fr
345	218	Q736_31. What has your experience been like with websites that have the following domain name extensions? 31. .de
346	219	Q736_32. What has your experience been like with websites that have the following domain name extensions? 32. .us
347	220	Q736_33. What has your experience been like with websites that have the following domain name extensions? 33. .ca
348	221	Q736_34. What has your experience been like with websites that have the following domain name extensions? 34. .mx
349	222	Q740_1. What made your experience with .biz very positive? 1. .biz
356	223	Q740_2. What made your experience with .com very positive? 2. .com
363	224	Q740_3. What made your experience with .info very positive? 3. .info
370	225	Q740_4. What made your experience with .mobi very positive? 4. .mobi
377	226	Q740_5. What made your experience with .net very positive? 5. .net
384	227	Q740_6. What made your experience with .org very positive? 6. .org
391	228	Q740_7. What made your experience with .tel very positive? 7. .tel
398	229	Q740_8. What made your experience with .asia very positive? 8. .asia
405	230	Q740_9. What made your experience with .pro very positive? 9. .pro

<u>Page</u>	<u>Table</u>	<u>Title</u>
412	231	Q740_10. What made your experience with .coop very positive? 10. .coop
419	232	Q740_11. What made your experience with .cn very positive? 11. .cn
426	233	Q740_12. What made your experience with .vn very positive? 12. .vn
433	234	Q740_13. What made your experience with .ph very positive? 13. .ph
440	235	Q740_14. What made your experience with .jp very positive? 14. .jp
447	236	Q740_15. What made your experience with .kr very positive? 15. .kr
454	237	Q740_16. What made your experience with .ru very positive? 16. .ru
461	238	Q740_17. What made your experience with .in very positive? 17. .in
468	239	Q740_18. What made your experience with .id very positive? 18. .id
475	240	Q740_19. What made your experience with .ng very positive? 19. .ng
482	241	Q740_20. What made your experience with .za very positive? 20. .za
489	242	Q740_21. What made your experience with .eg very positive? 21. .eg
496	243	Q740_22. What made your experience with .co very positive? 22. .co
503	244	Q740_23. What made your experience with .ar very positive? 23. .ar
510	245	Q740_24. What made your experience with .br very positive? 24. .br
517	246	Q740_25. What made your experience with .it very positive? 25. .it
524	247	Q740_26. What made your experience with .tr very positive? 26. .tr
531	248	Q740_27. What made your experience with .es very positive? 27. .es
538	249	Q740_28. What made your experience with .pl very positive? 28. .pl
545	250	Q740_29. What made your experience with .uk very positive? 29. .uk
552	251	Q740_30. What made your experience with .fr very positive? 30. .fr
559	252	Q740_31. What made your experience with .de very positive? 31. .de
566	253	Q740_32. What made your experience with .us very positive? 32. .us
573	254	Q740_33. What made your experience with .ca very positive? 33. .ca
580	255	Q740_34. What made your experience with .mx very positive? 34. .mx
587	256	Q745_1. What made your experience with .biz very negative? 1. .biz
589	257	Q745_2. What made your experience with .com very negative? 2. .com
591	258	Q745_3. What made your experience with .info very negative? 3. .info
593	259	Q745_4. What made your experience with .mobi very negative? 4. .mobi
595	260	Q745_5. What made your experience with .net very negative? 5. .net
597	261	Q745_6. What made your experience with .org very negative? 6. .org
599	262	Q745_7. What made your experience with .tel very negative? 7. .tel

<u>Page</u>	<u>Table</u>	<u>Title</u>
601	263	Q745_8. What made your experience with .asia very negative? 8. .asia
603	264	Q745_9. What made your experience with .pro very negative? 9. .pro
605	265	Q745_10. What made your experience with .coop very negative? 10. .coop
607	266	Q745_11. What made your experience with .cn very negative? 11. .cn
609	267	Q745_12. What made your experience with .vn very negative? 12. .vn
611	268	Q745_13. What made your experience with .ph very negative? 13. .ph
613	269	Q745_14. What made your experience with .jp very negative? 14. .jp
615	270	Q745_15. What made your experience with .kr very negative? 15. .kr
617	271	Q745_16. What made your experience with .ru very negative? 16. .ru
619	272	Q745_17. What made your experience with .in very negative? 17. .in
621	273	Q745_18. What made your experience with .id very negative? 18. .id
623	274	Q745_19. What made your experience with .ng very negative? 19. .ng
625	275	Q745_20. What made your experience with .za very negative? 20. .za
627	276	Q745_21. What made your experience with .eg very negative? 21. .eg
629	277	Q745_22. What made your experience with .co very negative? 22. .co
631	278	Q745_23. What made your experience with .ar very negative? 23. .ar
633	279	Q745_24. What made your experience with .br very negative? 24. .br
635	280	Q745_25. What made your experience with .it very negative? 25. .it
637	281	Q745_26. What made your experience with .tr very negative? 26. .tr
639	282	Q745_27. What made your experience with .es very negative? 27. .es
641	283	Q745_28. What made your experience with .pl very negative? 28. .pl
643	284	Q745_29. What made your experience with .uk very negative? 29. .uk
645	285	Q745_30. What made your experience with .fr very negative? 30. .fr
647	286	Q745_31. What made your experience with .de very negative? 31. .de
649	287	Q745_32. What made your experience with .us very negative? 32. .us
651	288	Q745_33. What made your experience with .ca very negative? 33. .ca
653	289	Q745_34. What made your experience with .mx very negative? 34. .mx
655	290	Q750. If you wanted more information about one of the current domain name extensions, where would you go?
657	291	Q756. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? SUMMARY TABLE OF TOP 2 BOX
658	292	Q756. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? SUMMARY TABLE OF BOTTOM 2 BOX
659	293	Q756_1. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 1. Innovative
660	294	Q756_2. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 2. Cutting edge
661	295	Q756_3. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 3. Extreme

<u>Page</u>	<u>Table</u>	<u>Title</u>
662	296	Q756_4. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 4. Trustworthy
663	297	Q756_5. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 5. Unconventional
664	298	Q756_6. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 6. Practical
665	299	Q756_7. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 7. Technical
666	300	Q756_8. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 8. Confusing
667	301	Q756_9. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 9. Overwhelming
668	302	Q756_10. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 10. Useful
669	303	Q756_11. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 11. For people like me
670	304	Q756_12. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 12. Interesting
671	305	Q756_13. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 13. Exciting
672	306	Q756_14. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 14. Helpful
673	307	Q756_15. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 15. Informative
674	308	Q766_1. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 1. .com
675	309	Q766_2. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 2. .net
676	310	Q766_3. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 3. .info
677	311	Q766_4. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 4. .org
678	312	Q766_5. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 5. .cn
679	313	Q766_6. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 6. .vn
680	314	Q766_7. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 7. .ph
681	315	Q766_8. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 8. .jp
682	316	Q766_9. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 9. .kr
683	317	Q766_10. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 10. .ru
684	318	Q766_11. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 11. .in
685	319	Q766_12. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 12. .id
686	320	Q766_13. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 13. .ng
687	321	Q766_14. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 14. .za
688	322	Q766_15. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 15. .eg
689	323	Q766_16. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 16. .co
690	324	Q766_17. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 17. .ar
691	325	Q766_18. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 18. .br
692	326	Q766_19. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 19. .it
693	327	Q766_20. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 20. .tr

Page	Table	Title
694	328	Q766_21. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 21. .es
695	329	Q766_22. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 22. .pl
696	330	Q766_23. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 23. .uk
697	331	Q766_24. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 24. .fr
698	332	Q766_25. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 25. .de
699	333	Q766_26. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 26. .us
700	334	Q766_27. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 27. .ca
701	335	Q766_28. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 28. .mx
702	336	Q770. Does having purchase restrictions or requirements on a particular gTLD make it...?
703	337	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?
706	338	Q780. How do you determine whether a website is legitimate or not?
711	339	Q785. Have you ever tried to identify who created a particular website?
712	340	Q790. What did you use to try and figure this out?
716	341	Q800. Which of the following new gTLDs, if any, have you heard of?
717	342	Q805. Which of the following new gTLDs have you personally visited when going to websites?
718	343	Q811. How likely are you to visit the following new gTLDs in the future? SUMMARY TABLE OF TOP 2 BOX
719	344	Q811. How likely are you to visit the following new gTLDs in the future? SUMMARY TABLE OF BOTTOM 2 BOX
720	345	Q811. How likely are you to visit the following new gTLDs in the future? SUMMARY TABLE OF VERY LIKELY OR SOMEWHAT LIKELY FOR ANY DOMAIN
721	346	Q811_1. How likely are you to visit the following new gTLDs in the future? 1. .email
722	347	Q811_2. How likely are you to visit the following new gTLDs in the future? 2. .photography
723	348	Q811_3. How likely are you to visit the following new gTLDs in the future? 3. .link
724	349	Q811_4. How likely are you to visit the following new gTLDs in the future? 4. .guru
725	350	Q811_5. How likely are you to visit the following new gTLDs in the future? 5. .realtor
726	351	Q811_6. How likely are you to visit the following new gTLDs in the future? 6. .club
727	352	Q811_7. How likely are you to visit the following new gTLDs in the future? 7. .xyz
728	353	Q811_8. How likely are you to visit the following new gTLDs in the future? 8. .berlin
729	354	Q811_9. How likely are you to visit the following new gTLDs in the future? 9. .ovh
730	355	Q811_10. How likely are you to visit the following new gTLDs in the future? 10. .london
731	356	Q811_11. How likely are you to visit the following new gTLDs in the future? 11. .nyc
732	357	Q811_12. How likely are you to visit the following new gTLDs in the future? 12. .wang
733	358	Q811_13. How likely are you to visit the following new gTLDs in the future? 13. .xn-ses554g (Chinese for network address)
734	359	Q811_14. How likely are you to visit the following new gTLDs in the future? 14. .xn-55qx5d (Chinese for company)
735	360	Q815_1. Why are you very likely to visit a website with each of these gTLDs in the future? 1. .email
738	361	Q815_2. Why are you very likely to visit a website with each of these gTLDs in the future? 2. .photography
741	362	Q815_3. Why are you very likely to visit a website with each of these gTLDs in the future? 3. .link

Page	Table	Title
744	363	Q815_4. Why are you very likely to visit a website with each of these gTLDs in the future? 4. .guru
747	364	Q815_5. Why are you very likely to visit a website with each of these gTLDs in the future? 5. .realtor
750	365	Q815_6. Why are you very likely to visit a website with each of these gTLDs in the future? 6. .club
753	366	Q815_7. Why are you very likely to visit a website with each of these gTLDs in the future? 7. .xyz
756	367	Q815_8. Why are you very likely to visit a website with each of these gTLDs in the future? 8. .berlin
759	368	Q815_9. Why are you very likely to visit a website with each of these gTLDs in the future? 9. .ovh
762	369	Q815_10. Why are you very likely to visit a website with each of these gTLDs in the future? 10. .london
765	370	Q815_11. Why are you very likely to visit a website with each of these gTLDs in the future? 11. .nyc
768	371	Q815_12. Why are you very likely to visit a website with each of these gTLDs in the future? 12. .wang
771	372	Q815_13. Why are you very likely to visit a website with each of these gTLDs in the future? 13. .xn-ses554g (Chinese for network address)
774	373	Q815_14. Why are you very likely to visit a website with each of these gTLDs in the future? 14. .xn-55qx5d (Chinese for company)
777	374	Q817_1. Why are you very unlikely to visit a website with each of these gTLDs in the future? 1. .email
779	375	Q817_2. Why are you very unlikely to visit a website with each of these gTLDs in the future? 2. .photography
781	376	Q817_3. Why are you very unlikely to visit a website with each of these gTLDs in the future? 3. .link
783	377	Q817_4. Why are you very unlikely to visit a website with each of these gTLDs in the future? 4. .guru
785	378	Q817_5. Why are you very unlikely to visit a website with each of these gTLDs in the future? 5. .realtor
787	379	Q817_6. Why are you very unlikely to visit a website with each of these gTLDs in the future? 6. .club
789	380	Q817_7. Why are you very unlikely to visit a website with each of these gTLDs in the future? 7. .xyz
791	381	Q817_8. Why are you very unlikely to visit a website with each of these gTLDs in the future? 8. .berlin
793	382	Q817_9. Why are you very unlikely to visit a website with each of these gTLDs in the future? 9. .ovh
795	383	Q817_10. Why are you very unlikely to visit a website with each of these gTLDs in the future? 10. .london
797	384	Q817_11. Why are you very unlikely to visit a website with each of these gTLDs in the future? 11. .nyc
799	385	Q817_12. Why are you very unlikely to visit a website with each of these gTLDs in the future? 12. .wang
801	386	Q817_13. Why are you very unlikely to visit a website with each of these gTLDs in the future? 13. .xn-ses554g (Chinese for network address)
803	387	Q817_14. Why are you very unlikely to visit a website with each of these gTLDs in the future? 14. .xn-55qx5d (Chinese for company)
805	388	Q821. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs? SUMMARY TABLE OF TOP 2 BOX
806	389	Q821. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs? SUMMARY TABLE OF BOTTOM 2 BOX
807	390	Q821. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs? SUMMARY TABLE OF VERY LIKELY OR SOMEWHAT LIKELY FOR ANY DOMAIN
808	391	Q821_1. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs? 1. .email
809	392	Q821_2. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs? 2. .photography
810	393	Q821_3. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs? 3. .link
811	394	Q821_4. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs? 4. .guru

Page	Table	Title
812	395	Q821_5. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs? 5. .realtor
813	396	Q821_6. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs? 6. .club
814	397	Q821_7. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs? 7. .xyz
815	398	Q821_8. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs? 8. .berlin
816	399	Q821_9. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs? 9. .ovh
817	400	Q821_10. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs? 10. .london
818	401	Q821_11. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs? 11. .nyc
819	402	Q821_12. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs? 12. .wang
820	403	Q821_13. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs? 13. .xn-ses554g (Chinese for network address)
821	404	Q821_14. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs? 14. .xn-55qx5d (Chinese for company)
822	405	Q823. Which of the following would be most important to you in determining which gTLD to purchase.
824	406	Q826. Please rate the following gTLDs by how trustworthy you feel they are. SUMMARY TABLE OF TOP 2 BOX
825	407	Q826. Please rate the following gTLDs by how trustworthy you feel they are. SUMMARY TABLE OF BOTTOM 2 BOX
826	408	Q826_1. Please rate the following gTLDs by how trustworthy you feel they are. 1. .email
827	409	Q826_2. Please rate the following gTLDs by how trustworthy you feel they are. 2. .photography
828	410	Q826_3. Please rate the following gTLDs by how trustworthy you feel they are. 3. .link
829	411	Q826_4. Please rate the following gTLDs by how trustworthy you feel they are. 4. .guru
830	412	Q826_5. Please rate the following gTLDs by how trustworthy you feel they are. 5. .realtor
831	413	Q826_6. Please rate the following gTLDs by how trustworthy you feel they are. 6. .club
832	414	Q826_7. Please rate the following gTLDs by how trustworthy you feel they are. 7. .xyz
833	415	Q826_8. Please rate the following gTLDs by how trustworthy you feel they are. 8. .berlin
834	416	Q826_9. Please rate the following gTLDs by how trustworthy you feel they are. 9. .ovh
835	417	Q826_10. Please rate the following gTLDs by how trustworthy you feel they are. 10. .london
836	418	Q826_11. Please rate the following gTLDs by how trustworthy you feel they are. 11. .nyc
837	419	Q826_12. Please rate the following gTLDs by how trustworthy you feel they are. 12. .wang
838	420	Q826_13. Please rate the following gTLDs by how trustworthy you feel they are. 13. .xn-ses554g (Chinese for network address)
839	421	Q826_14. Please rate the following gTLDs by how trustworthy you feel they are. 14. .xn-55qx5d (Chinese for company)
840	422	Q830. To the best of your knowledge, why have new gTLDs been created?
843	423	Q836. What has your experience been like with websites with the following new gTLDs? SUMMARY TABLE OF TOP 2 BOX
844	424	Q836. What has your experience been like with websites with the following new gTLDs? SUMMARY TABLE OF BOTTOM 2 BOX
845	425	Q836_1. What has your experience been like with websites with the following new gTLDs? 1. .email
846	426	Q836_2. What has your experience been like with websites with the following new gTLDs? 2. .photography
847	427	Q836_3. What has your experience been like with websites with the following new gTLDs? 3. .link

<u>Page</u>	<u>Table</u>	<u>Title</u>
848	428	Q836_4. What has your experience been like with websites with the following new gTLDs? 4. .guru
849	429	Q836_5. What has your experience been like with websites with the following new gTLDs? 5. .realtor
850	430	Q836_6. What has your experience been like with websites with the following new gTLDs? 6. .club
851	431	Q836_7. What has your experience been like with websites with the following new gTLDs? 7. .xyz
852	432	Q836_8. What has your experience been like with websites with the following new gTLDs? 8. .berlin
853	433	Q836_9. What has your experience been like with websites with the following new gTLDs? 9. .ovh
854	434	Q836_10. What has your experience been like with websites with the following new gTLDs? 10. .london
855	435	Q836_11. What has your experience been like with websites with the following new gTLDs? 11. .nyc
856	436	Q836_12. What has your experience been like with websites with the following new gTLDs? 12. .wang
857	437	Q836_13. What has your experience been like with websites with the following new gTLDs? 13. .xn-ses554g (Chinese for network address)
858	438	Q836_14. What has your experience been like with websites with the following new gTLDs? 14. .xn-55qx5d (Chinese for company)
859	439	Q840_1. What made your experience with .email very positive? 1. .email
866	440	Q840_2. What made your experience with .photography very positive? 2. .photography
873	441	Q840_3. What made your experience with .link very positive? 3. .link
880	442	Q840_4. What made your experience with .guru very positive? 4. .guru
887	443	Q840_5. What made your experience with .realtor very positive? 5. .realtor
894	444	Q840_6. What made your experience with .club very positive? 6. .club
901	445	Q840_7. What made your experience with .xyz very positive? 7. .xyz
908	446	Q840_8. What made your experience with .berlin very positive? 8. .berlin
915	447	Q840_9. What made your experience with .ovh very positive? 9. .ovh
922	448	Q840_10. What made your experience with .london very positive? 10. .london
929	449	Q840_11. What made your experience with .nyc very positive? 11. .nyc
936	450	Q840_12. What made your experience with .wang very positive? 12. .wang
943	451	Q840_13. What made your experience with .xn-ses554g (Chinese for network address) very positive? 13. .xn-ses554g (Chinese for network address)
950	452	Q840_14. What made your experience with .xn-55qx5d (Chinese for company) very positive? 14. .xn-55qx5d (Chinese for company)
957	453	Q845_1. What made your experience with .email very negative? 1. .email
959	454	Q845_2. What made your experience with .photography very negative? 2. .photography
961	455	Q845_3. What made your experience with .link very negative? 3. .link
963	456	Q845_4. What made your experience with .guru very negative? 4. .guru
965	457	Q845_5. What made your experience with .realtor very negative? 5. .realtor
967	458	Q845_6. What made your experience with .club very negative? 6. .club
969	459	Q845_7. What made your experience with .xyz very negative? 7. .xyz

<u>Page</u>	<u>Table</u>	<u>Title</u>
971	460	Q845_8. What made your experience with .berlin very negative? 8. .berlin
973	461	Q845_9. What made your experience with .ovh very negative? 9. .ovh
975	462	Q845_10. What made your experience with .london very negative? 10. .london
977	463	Q845_11. What made your experience with .nyc very negative? 11. .nyc
979	464	Q845_12. What made your experience with .wang very negative? 12. .wang
981	465	Q845_13. What made your experience with .xn-ses554g (Chinese for network address) very negative? 13. .xn-ses554g (Chinese for network address)
983	466	Q845_14. What made your experience with .xn-55qx5d (Chinese for company) very negative? 14. .xn-55qx5d (Chinese for company)
985	467	Q848. How would you describe your satisfaction with the new gTLDs?
986	468	Q850. If you wanted more information about one of the new gTLDs, where would you go?
988	469	Q856. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? SUMMARY TABLE OF TOP 2 BOX
989	470	Q856. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? SUMMARY TABLE OF BOTTOM 2 BOX
990	471	Q856_1. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 1. Innovative
991	472	Q856_2. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 2. Cutting edge
992	473	Q856_3. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 3. Extreme
993	474	Q856_4. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 4. Trustworthy
994	475	Q856_5. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 5. Unconventional
995	476	Q856_6. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 6. Practical
996	477	Q856_7. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 7. Technical
997	478	Q856_8. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 8. Confusing
998	479	Q856_9. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 9. Overwhelming
999	480	Q856_10. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 10. Useful
1000	481	Q856_11. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 11. For people like me
1001	482	Q856_12. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 12. Interesting
1002	483	Q856_13. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 13. Exciting
1003	484	Q856_14. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 14. Helpful
1004	485	Q856_15. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 15. Informative
1005	486	Q866_1. Do you expect there to be restrictions on purchasing the following new gTLDs? 1. .email
1006	487	Q866_2. Do you expect there to be restrictions on purchasing the following new gTLDs? 2. .photography
1007	488	Q866_3. Do you expect there to be restrictions on purchasing the following new gTLDs? 3. .link
1008	489	Q866_4. Do you expect there to be restrictions on purchasing the following new gTLDs? 4. .guru
1009	490	Q866_5. Do you expect there to be restrictions on purchasing the following new gTLDs? 5. .realtor
1010	491	Q866_6. Do you expect there to be restrictions on purchasing the following new gTLDs? 6. .club
1011	492	Q866_7. Do you expect there to be restrictions on purchasing the following new gTLDs? 7. .xyz

	<u>Page</u>	<u>Table</u>	<u>Title</u>
1012	493	Q866_8.	Do you expect there to be restrictions on purchasing the following new gTLDs? 8. .berlin
1013	494	Q866_9.	Do you expect there to be restrictions on purchasing the following new gTLDs? 9. .ovh
1014	495	Q866_10.	Do you expect there to be restrictions on purchasing the following new gTLDs? 10. .london
1015	496	Q866_11.	Do you expect there to be restrictions on purchasing the following new gTLDs? 11. .nyc
1016	497	Q866_12.	Do you expect there to be restrictions on purchasing the following new gTLDs? 12. .wang
1017	498	Q866_13.	Do you expect there to be restrictions on purchasing the following new gTLDs? 13. .xn-ses554g (Chinese for network address)
1018	499	Q866_14.	Do you expect there to be restrictions on purchasing the following new gTLDs? 14. .xn-55qx5d (Chinese for company)
1019	500	Q900.	How would you describe the processing of registering a domain?
1020	501	Q905.	What, if anything, would you change about the domain name purchase process?
1021	502	Q911.	How much do you trust the entities that offer domain names to do each of the following? SUMMARY TABLE OF TOP 2 BOX
1022	503	Q911.	How much do you trust the entities that offer domain names to do each of the following? SUMMARY TABLE OF BOTTOM 2 BOX
1023	504	Q911_1.	How much do you trust the entities that offer domain names to do each of the following? 1. Take precautions regarding who gets a domain name
1024	505	Q911_2.	How much do you trust the entities that offer domain names to do each of the following? 2. Give consumers what they think they're getting
1025	506	Q911_3.	How much do you trust the entities that offer domain names to do each of the following? 3. Screen individuals/companies who register for certain special domain names
1026	507	Q916.	How much do you trust the Domain Name industry compared to these other industries? SUMMARY TABLE OF TOP 2 BOX
1027	508	Q916.	How much do you trust the Domain Name industry compared to these other industries? SUMMARY TABLE OF BOTTOM 2 BOX
1028	509	Q916_1.	How much do you trust the Domain Name industry compared to these other industries? 1. Internet service providers
1029	510	Q916_2.	How much do you trust the Domain Name industry compared to these other industries? 2. Web based marketing companies
1030	511	Q916_3.	How much do you trust the Domain Name industry compared to these other industries? 3. E-commerce companies
1031	512	Q916_4.	How much do you trust the Domain Name industry compared to these other industries? 4. Software companies
1032	513	Q916_5.	How much do you trust the Domain Name industry compared to these other industries? 5. Computer hardware companies
1033	514	Q1000.	Which devices do you use to access the Internet?
1034	515	Q1005.	What is your experience with URL shorteners?
1035	516	Q1010.	Why haven't you used URL shorteners?
1036	517	Q1015.	Why do you use URL shorteners?
1038	518	Q1020.	What is your experience with QR codes?
1039	519	Q1025.	Why haven't you used QR codes?
1041	520	Q1030.	Why do you use QR codes?
1043	521	Q1035.	Which of these is the safest way to access a specific website?
1044	522	Q1040.	How often do you remember the address of the website you want to visit so you can type it directly into the browser?
1045	523	Q1045.	What was your preferred way of finding websites 2-3 years ago?
1046	524	Q1050.	What is your preferred way of finding websites now?
1047	525	Q1100.	Which types of abusive Internet behavior, if any, are you aware of?
1048	526	Q1105.	What do you think are the source(s) for each type of abusive Internet behavior? SUMMARY TABLE OF ORGANIZED GROUPS
1049	527	Q1105.	What do you think are the source(s) for each type of abusive Internet behavior? SUMMARY TABLE OF INDIVIDUALS
1050	528	Q1105_1.	What do you think are the source(s) for each type of abusive Internet behavior? 1. Phishing
1051	529	Q1105_2.	What do you think are the source(s) for each type of abusive Internet behavior? 2. Spamming
1052	530	Q1105_3.	What do you think are the source(s) for each type of abusive Internet behavior? 3. Cyber squatting

<u>Page</u>	<u>Table</u>	<u>Title</u>
1053	531	Q1105_4. What do you think are the source(s) for each type of abusive Internet behavior? 4. Stolen credentials
1054	532	Q1105_5. What do you think are the source(s) for each type of abusive Internet behavior? 5. Malware
1055	533	Q1110_1. Who should be responsible for stopping these various types of abusive Internet behavior? 1. Phishing
1056	534	Q1110_2. Who should be responsible for stopping these various types of abusive Internet behavior? 2. Spamming
1057	535	Q1110_3. Who should be responsible for stopping these various types of abusive Internet behavior? 3. Cyber squatting
1058	536	Q1110_4. Who should be responsible for stopping these various types of abusive Internet behavior? 4. Stolen credentials
1059	537	Q1110_5. Who should be responsible for stopping these various types of abusive Internet behavior? 5. Malware
1060	538	Q1117. How common do you feel each type of abusive Internet behavior is? SUMMARY TABLE OF TOP 2 BOX
1061	539	Q1117. How common do you feel each type of abusive Internet behavior is? SUMMARY TABLE OF BOTTOM 2 BOX
1062	540	Q1117_1. How common do you feel each type of abusive Internet behavior is? 1. Phishing
1063	541	Q1117_2. How common do you feel each type of abusive Internet behavior is? 2. Spamming
1064	542	Q1117_3. How common do you feel each type of abusive Internet behavior is? 3. Cyber squatting
1065	543	Q1117_4. How common do you feel each type of abusive Internet behavior is? 4. Stolen credentials
1066	544	Q1117_5. How common do you feel each type of abusive Internet behavior is? 5. Malware
1067	545	Q1121. Have you ever been impacted by any of these types of abusive Internet behaviors? SUMMARY TABLE OF YES
1068	546	Q1121_1. Have you ever been impacted by any of these types of abusive Internet behaviors? 1. Phishing
1069	547	Q1121_2. Have you ever been impacted by any of these types of abusive Internet behaviors? 2. Spamming
1070	548	Q1121_3. Have you ever been impacted by any of these types of abusive Internet behaviors? 3. Cyber squatting
1071	549	Q1121_4. Have you ever been impacted by any of these types of abusive Internet behaviors? 4. Stolen credentials
1072	550	Q1121_5. Have you ever been impacted by any of these types of abusive Internet behaviors? 5. Malware
1073	551	Q1126. How scared are you of each of the following? SUMMARY TABLE OF TOP 2 BOX
1074	552	Q1126. How scared are you of each of the following? SUMMARY TABLE OF BOTTOM 2 BOX
1075	553	Q1126_1. How scared are you of each of the following? 1. Phishing
1076	554	Q1126_2. How scared are you of each of the following? 2. Spamming
1077	555	Q1126_3. How scared are you of each of the following? 3. Cyber squatting
1078	556	Q1126_4. How scared are you of each of the following? 4. Stolen credentials
1079	557	Q1126_5. How scared are you of each of the following? 5. Malware
1080	558	Q1130_1. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors? 1. Phishing
1082	559	Q1130_2. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors? 2. Spamming
1084	560	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
1086	561	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
1088	562	Q1130_5. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors? 5. Malware

<u>Page</u>	<u>Table</u>	<u>Title</u>
1090	563	Q318. In what state, province or territory do you currently reside?
1108	564	Q320. U.S. Region-Harris Interactive Definition.
1109	565	Q437. What is the highest level of education you have completed or the highest degree you have received?
1110	566	Q437. What is the highest level of education you have completed or the highest degree you have received?
1114	567	Q410. Which one of the following best describes your employment status?
1115	568	Q462. Which of the following income categories best describes your total 2014 household income before/after taxes?
1123	569	Q485. Racial Background.
1125	570	Q364. What is your marital status?
1126	571	QARREG. In which region do you currently reside?
1127	572	QKRINC. Which of the following income categories best describes your total 2014 household income before taxes?
1128	573	QKRBUY. In the past 12 months, did you purchase any products or services over the Internet?
1129	574	QINED. What is the highest level of education/literacy you have completed/obtained or the highest degree you have received?
1130	575	QININC2. Which of the following income categories best describes your total 2014 household income before taxes?
1131	576	QINSUB. Which of the following best describes the area in which you live?
1132	577	QINBUY. In the past month, did you purchase any products or services over the Internet?
1133	578	Q1500. In which province do you currently reside?
1136	579	Q1502. REGION CLASSIFICATION
1137	580	Q1580. What is your marital status?
1138	581	Q1503. In which state do you currently reside?
1141	582	Q1504. STATE CLASSIFICATION
1142	583	Q1550. What is the highest level of education you have completed or the highest degree you have received?
1143	584	Q1585. Do you consider yourself...?
1144	585	Q1505. In which governorate do you currently reside?
1146	586	Q1506. REGION CLASSIFICATION
1147	587	Q4005. Which of the following income categories best describes your total 2014 household income before taxes?
1148	588	Q4010. What is your current education level?
1150	589	Q4015. What is your current occupation?
1152	590	Q4021. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Household Income
1153	591	Q4022. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Household Expenditure
1154	592	Q4023. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Personal Income
1155	593	Q4024. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Personal Expenditure
1156	594	Q4025. SOCIO ECONOMIC CLASSIFICATION
1157	595	Q4027. In what region do you live?
1158	596	Q4030. What is your highest educational attainment?
1159	597	Q4035. At the present time, what is your occupation?
1160	598	Q4036. Please select the area in which you live?
1162	599	Q1507. What is the highest level of education you have completed or the highest degree you have received?
1163	600	Q1538. What is the highest level of education you have completed or the highest degree you have received?
1164	601	Q1574. What is the highest level of education you have completed or the highest degree you have received?
1165	602	QTRED. What is the highest level of education you have completed or the highest degree you have received?
1166	603	QCOED. What was the last year of schooling that you completed?
1167	604	QIDED. What is the highest level of education you have completed or the highest degree you have received?
1168	605	QJPED. What is the highest level of education you have completed or the highest degree you have received?
1169	606	QNGED. What is the highest level of education you have completed or the highest degree you have received?
1170	607	QPLED. What is the highest level of education you have completed or the highest degree you have received?
1171	608	QRUED. What is the highest level of education you have completed or the highest degree you have received?
1172	609	QKRED. What is the highest level of education you have completed or the highest degree you have received?
1173	610	QBRINC. Which of the following income categories best describes your total 2014 household income before taxes?
1174	611	QCNINC. Which of the following income categories best describes your total monthly household income before taxes?
1175	612	Banner * Banner