nielsen

ICANN
GLOBAL CONSUMER RESEARCH
WAVE 2

JUNE 2016

ICANN

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BACKGROUND

- ICANN's New gTLD Program was developed as part of a community-driven policy development process that spanned several years and aims to **enhance competition** and **consumer choice** for both registrants and Internet users.
- To assess the current gTLD landscape, as well as measure factors such as consumer awareness, experience, choice, and trust with new gTLDs and the domain name system in general, audience tracking research was implemented among two groups:
  - Global online **consumer end-users**
  - Global domain name **registrants**, who were interviewed and will be reported separately

This report focuses on the 2016 (wave 2) results among the Consumer Segment.

METHODOLOGY

Qualifying criteria

- Adults 18+; Teens 15-17 (added in 2016 (wave 2))
- 5+ hours spent per week on Internet
- Demographically projectable to each region's online population – representing 75% of global users

Total of **5,452 Consumers**, representing **Asia, Europe, Africa, North America, and South America**. Drawn from **24 countries**, administered in 18 languages

- Countries: China, India, Indonesia, Japan, Philippines, Russia, South Korea, Vietnam, France, Germany, Italy, Poland, Spain, Turkey, United Kingdom, Egypt, Nigeria, South Africa, Canada, Mexico, United States, Argentina, Brazil, Colombia
- Languages: English, Spanish, Portuguese (Brazil), Simplified Chinese, French, German, Italian, Japanese, Korean, Russian, Arabic, Vietnamese, Tagalog, Turkish, Polish, LATAM Spanish, British English, Bahasa

Significance testing is performed at a 95% confidence level throughout this report:

- Letters denote where a region is significantly higher than the region whose column is marked with that letter
- Green and red circles denote where a region is significantly ● higher or ● lower than the Total
- Arrows denote significant differences 2016 vs 2015.

ONLINE SURVEY

April 12-May 2

2016

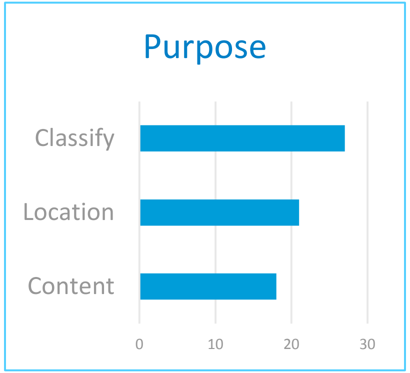
SURVEY COMMISSIONED BY ICANN AND CONDUCTED BY NIELSEN

EXECUTIVE SUMMARY

THE DOMAIN SYSTEM IS SEEN TO PROVIDE STRUCTURE, INTENT

The domain system provides structure

When asked why websites have different extensions, 1 in 5 are unsure, but the majority of responses focus on providing some form of structure, i.e. to classify by the type of site, the purpose, the location or region affiliated with it or to give an indication of the content that site contains.



Better structure, recognizability/assigning companies to fields of activity. (EUR)

As time has gone by, demand for Web pages increases. Out of concern, more must be created. (LAC)

So that more people or companies can create their own pages for their businesses or services. (LAC)

New gTLDs are expected to continue this function, as well as meet demand

And when asked why the new gTLDs were created, for many, it's to further the same goals and improve the structure. But other common themes relate to improving credibility and meeting demand.

Because of the demand on the Internet and sites and to make sure of their credibility (Africa)

AVERAGE AWARENESS AND VISITATION ON THE RISE

For legacy gTLDs, an upward trend

Awareness and visitation rates have grown wave-over-wave for all three tiers of legacy gTLDs.

New gTLDs show less movement

Among the reference set of new gTLDs that were shown in both waves, average awareness has only ticked up slightly and reported visitation has actually decreased. However, the new gTLDs added in this wave have higher average awareness and visitation than the reference set.

New gTLDs stronger outside of NA and EUR

We see strong regional differences for the new gTLDs—awareness of any new gTLD in AP, Africa and LAC is as much as 20 points higher than in North America and EUR.

LEGACY TLDS	2015	2016	
AVERAGE AWARENESS (%)			
High	79%	89%	(76%-99% across regions)
Moderate	36%	43%	(20%-64% across regions)
Low	9%	13%	(5%-12% across regions)
Geographically Targeted ccTLDs	86%	88%	(51%-99% across country)
AVERAGE VISITATION (%)			
High	71%	81%	(63%-97% across regions)
Moderate	22%	27%	(11%-44% across regions)
Low	4%	7%	(2%-32% across regions)
Geographically Targeted ccTLDs	81%	81%	(29%-98% across country)

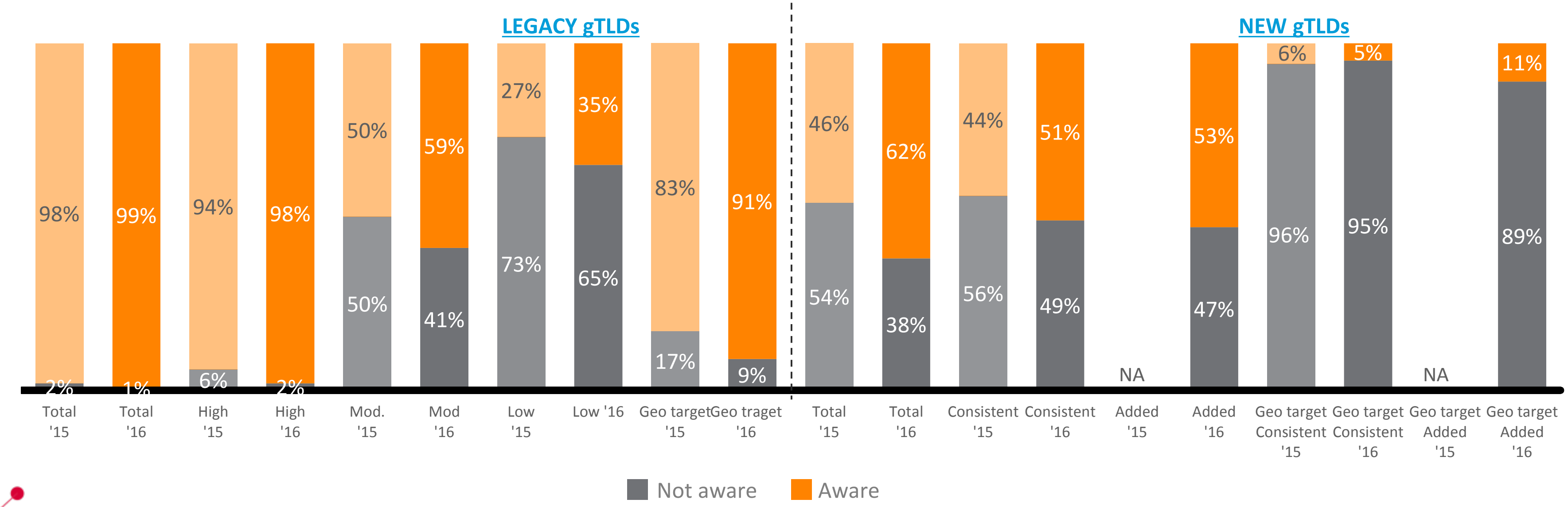
High .com, .net, .org
Moderate: .info, .biz
Low: .mobi, .pro, .tel, .asia, .coop
Geographically Targeted: based on only those shown in that region

NEW TLDS	2015	2016	
AVERAGE AWARENESS (%)			
Consistent gTLDs	14%	16%	(2%-39% across regions)
Added gTLDs	NA	20%	(7%-37% across regions)
Geographically Targeted gTLDs	10%	13%	(1%-34% across country)
AVERAGE VISITATION (%)			
Generic Extensions	15%	12%	(2%-37% across regions)
Added gTLDs	NA	15%	(2%-34% across regions)
Geographically Targeted gTLDs	12%	9%	(1%-23% across country)

Consistent—shown in both waves: .email, .photography, .link, .guru, .realtor, .club, .xyz
Added: new in this wave: .news, .online, .website, .site, .space, .pics, .top
Geographically Targeted: based on only those shown in that region

TOTAL AWARENESS OF gTLDs

Awareness of any of the legacy gTLDs has increased over the last year and awareness of those new gTLDs shown in both survey waves is also up.



High .com, .net, .org
Moderate: .info, .biz
Low: .mobi, .pro, .tel, .asia, .coop
Geographically Targeted: based on only those shown in that region

Consistent—shown in both waves: .email, .photography, .link, .guru, .realtor, .club, .xyz
Added to the survey in 2016: .news, .online, .website, .site, .space, .pics, .top
Geographically Targeted: based on only those shown in that region

REGISTRATION RESTRICTIONS AND TRUST

Trust levels are stable

And the new set of gTLDs added this wave have higher trust levels than the reference set, showing trust can vary based on interpretation.

gTLDs TRUST	2015	2016	
AVERAGE TRUST (T2B%)			
Legacy Extensions	90%	91%	(80%-98% across regions)
ccTLDs/IDNs	94%	95%	(75%-99% across country)
New gTLD Consistent	49%	45%	(17%-67% across regions)
New gTLD Added	NA	52%	(24%-79% across regions)
ccTLDs/IDNs	53%	52%	(14%-76% across country)

Legacy: .com, .net, .org
Consistent—shown in both waves: .email**,** .photography**,** .link**,** .guru**,** .realtor**,** .club**,** .xyz
Added: new in this wave: .news, .online, .website, .site, .space, .pics, .top (for restriction question, .bank, .pharmacy, .builder)
Geographically Targeted: based on only those shown in that region

T2B% = % who say very/somewhat trustworthy

Restrictions are increasingly expected

The percentage of consumers who say that registering of domain names should be unrestricted has decreased and a clear majority feel that there should be at least some level of restrictions on who can register—for both new and old gTLDs. Restrictions include credentials, location and consistent use.

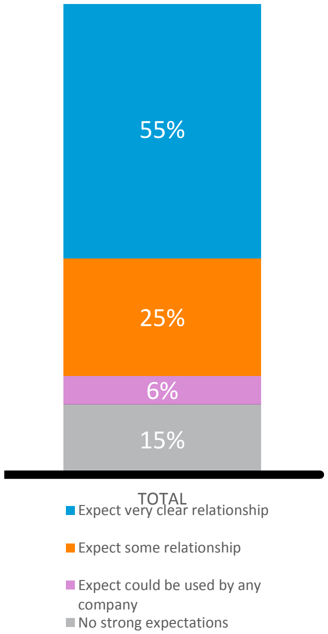
RESTRICTIONS	2015	2016
% SOME OR STRICT		
Legacy Extensions	63%	72%
ccTLDs/IDNs	62%	70%
New gTLD Consistent	67%	73%
New gTLD Added	NA	82%
ccTLDs/IDNs	67%	77%

Do restrictions increase trust?

70% Yes 2016
56% Yes 2015

And domains should reflect the intent of the gTLDs

While slightly weaker in Europe and AP, there is nonetheless a strong sense that the website should have a clear relationship to the gTLD under which it is registered.



IMPACT OF TRUST ON BEHAVIOR

Overall, trust of the industry relative to other tech companies has improved

Trust is highest compared to Internet Service Providers (ISPs). The most common justification for this trust is that it is in the industry's own best interest to protect their reputation. Trust is also a key theme when people talk about the domain system in general. Positive associations with the domain system have increased since 2015.

Comfort levels with online activities are high

Respondents tend to report at least being "somewhat" comfortable doing a wide range of activities online. The lowest comfort level is around putting personal information about family or activities on social media sites.

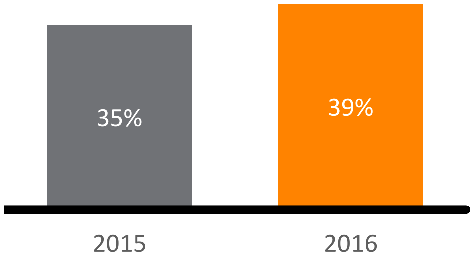
Fear is not driving a change in online behavior

There is no significant rise in the percentage of people who have limited their online behavior out of fear, and in fact the level of action taken to protect against abusive behaviors in general is largely the same as last year.

Comfort level is lower with new gTLDs and higher for ccTLDs.

When we examine types of information a site may request, we see wide acceptance of inputting email, and then progressively less for data like financial information or health care info. Typically, comfort for these tasks is on par for .com vs the respondents' ccTLD (especially if in a localized language); substantially lower for a new gTLD.

RELATIVE TRUST IN DOMAIN NAME INDUSTRY



It is their business so they protect their name and reputation. (AP)

COMFORT LEVELS
(% Very/somewhat)

92% Info Search

76% Banking

63% Social Media

GLOBALLY, TEENS SHOW SIMILAR PATTERNS TO ADULTS

Teens are more similar than dissimilar on most metrics

By and large, we don't see dramatically different results for teens compared to adult Internet users. A detailed recap of statistically significant variations is found later in the report.

Awareness tips toward newer gTLDs, lower visitation of less common legacy gTLDs

For legacy gTLDs like .net, .org and .biz, teens slow slightly lower awareness and visitation rates; .biz is the most affected with a 12 point drop in awareness and a 9 point drop in visitation. Trust is also lower for .net, .org, .pro and .coop—about 4 percentage points. However when we look at the new gTLDs, there is a general pattern for increased awareness among teens.

Mores apps and wikis, less reliance on gTLDs

Teens are more likely to use smartphones to surf (increase of 6 points), see the value in using apps, to have used QR codes and URL shorteners and to get information from an online encyclopedia than use more traditional search methods. Teens are more likely (8 points) to say that they don't pay attention to the domain extension.

Less likely to expect restrictions and enforcement

Teens are more likely to advocate for no restrictions on registration by about 5 percentage points (leaving the strong majority still in favor of restrictions.) The pattern is seen with both new and legacy gTLDs. However, they are less likely to believe restrictions will be enforced—by a margin of 7 to 14 points, depending on the nature of the restriction.

Teen comfort levels tend to be lower

There is a general pattern that teens are less comfortable with online behaviors such as shopping or accessing medical information and especially online banking (where they may just lack experience). The exception is for social media, where teens are more comfortable entering information about friends and family than are adults (71% to 63%). However, when it comes to abusive behaviors like spam, malware and phishing attacks, teens tend to be less aware, concerned or fearful than adults.

UNDERSTANDING OF AND EXPERIENCE WITH LEGACY gTLDs

KEY TAKEAWAYS – LEGACY gTLDs

This section focuses on legacy gTLDs, exploring consumer perceptions in the established domain extension space. It also provides/establishes a baseline to interpret findings as compared to new gTLDs.

1 Traditional extensions maintain strong position

When we look at the legacy extensions, we see the same pattern as in last year's wave--.com, .org and .net have strong awareness while the other legacy gTLDs are much less well known. However, awareness and visitation show a steady increase across the board, and the top three legacy gTLDS are widely considered to be trustworthy.

2 ccTLDs also stay strong

Consistent with last year's wave, the country code TLDs also maintain their strong position, especially outside of the United States. Most have broad awareness and are seen as trustworthy by 9 in 10.

3 While trust and related behaviors are stable, expectations for restrictions increase

While there is no increase in distrust about the legacy gTLDs, there is a growing expectation that at least *some* restrictions should be placed on who can register domains names using these gTLDs. The percentage who said there should be no restrictions drops an average of 8.5 percentage points across legacy gTLDs. And, the presence of restrictions is even more likely to improve trust compared to a year ago.

4 Familiarity breeds trust

When asked what makes these gTLDs trustworthy, the top responses focus around it being a recognizable or well known gTLD or being from a group, agency or place of origin that inspires trust.

5 The purpose is to convey intent

When asked why there are different gTLDs at all, the reasons provided focus on communicating something specific—type of entity behind the site, country of origin, intended content/purpose.

6 Views about the domain name system continue to be largely positive

However, while still the least common terms associated with the domain structure, negative sentiments indicating the system is "confusing" or "technical" are on the rise.

AWARENESS OF DOMAIN EXTENSIONS

Awareness beyond the common legacy extensions - .com, .net, and .org –typically 50% or less across the regions. Compared to last year, however, awareness has improved across the board.

TOTAL AWARENESS BY DOMAIN EXTENSION





	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Aware of any below	98%	**99%** ↑	98%	**99%**	99%	**100% ACE** ↑	97%	**99%** ↑	98%	**100% ACE** ↑	98%	**99%** ↑
.com	89%	95% ↑	92%	96% C ↑	90%	95% ↑	89%	94% ↑	91%	99% ABCE ↑	88%	96% C ↑
.net	77%	88% ↑	85%	94% CE ↑	82%	92% CE ↑	80%	86% ↑	78%E	93% CE ↑	73%	87% ↑
.org	71%	83% ↑	89%	95% CE ↑	80%	94% CE ↑	79%	85% E ↑	76%	93% CE ↑	61%	76% ↑
.info	41%	50% ↑	33%	37% ↑	44%	52% A ↑	48%	53% A ↑	50%	64% ABCE ↑	40%	52% A ↑
.biz	31%	36% ↑	33%	36% B	18%	20%	36%	38% B	41%	53% ABCE ↑	29%	36% B ↑
.mobi	14%	18% ↑	8%	11% ↑	9%	14%	12%	14%	40%	49% ABCE ↑	14%	18% ABC ↑
.pro	10%	13% ↑	5%	6%	8%	10% A	8%	10% A	3%	9% A ↑	13%	18% ABCD ↑
.tel	9%	14% ↑	8%	9%	12%	11%	8%	10%	7%	14% AC	10%	17% ABC ↑
.asia	9%	13% ↑	3%	5% ↑	5%	4%	6%	9% AB ↑	6%	8% AB	12%	19% ABCD ↑
.coop	5%	8% ↑	3%	4%	8%	11% ACD	4%	6% A ↑	2%	6% ↑	6%	11% ACD ↑

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

Letters indicate significantly higher than region. Region vs. Total Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

DOMAIN NAME EXTENSIONS VISITED

Currently, only the three common legacy extensions are highly visited. Compared to last year, however, self-reported visitation has improved across the board.

TOTAL VISITATION BY DOMAIN EXTENSION

	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Aware of any below	99%	99%	98%	99%	99%	100% ACE	98%	99%	99%	99%	98%	99%
.com	88%	94%	91%E	95% C	88%	95% C	86%	89%	91%	97% CE	87%	94% C
.net	65%	76%	71%	79% C	65%	81% CE	63%	67%	71%	84% ACE	63%	76% C
.org	61%	72%	80%	87% CE	73%	90% ACE	64%	68% E	72%	90% CE	50%	63%
.info	27%	34%	17%	21%	25%	33% A	34%	35% A	35%	44% ABCE	27%	35% A
.biz	17%	20%	13%	13%	9%	11%	22%	21% AB	27%	34% ABCE	17%	22% AB
.mobi	8%	11%	3%	6%	3%	7%	6%	8%	31%	32% ABCE	8%	11% ABC
.pro	4%	7%	2%	2%	3%	6% A	3%	4% A	1%	4% A	6%	9% ABCD
.asia	4%	6%	1%	1%	2%	2%	2%	3% A	1%	4% A	6%	10% ABCD
.tel	4%	7%	2%	3%	4%	5% A	3%	4%	2%	6% A	4%	9% ABCD
.coop	2%	4%	1%	2%	5%	6% ACD	2%	3% A	0%	2%	3%	5% ACD

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

Letters indicate significantly higher than region. Region vs. Total Higher Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

AWARENESS OF GEOGRAPHICALLY TARGETED DOMAIN EXTENSIONS

By country, awareness of most geographically targeted extensions is quite high and many have improved over last year. Only .us (US) and .eu (Spain, UK, France, Italy, Germany) report moderate awareness in 2016.

2015

HIGH AWARENESS

- .mx (Mexico)
- .ca (Canada)
- .it (Italy)
- .tr (Turkey)
- .es (Spain)
- .pl (Poland)
- .uk (UK)
- .fr (France)
- .de (Germany)
- .za (South Africa)
- .ng (Nigeria)
- .vn (Vietnam)
- .cn (China)
- .jp (Japan)
- .kr (Korea)
- .ph (Philippines)
- .ru (Russia)
- .id (Indonesia)
- .in (India)
- .co (Colombia)
- .ar (Argentina)
- .br (Brazil)

MODERATE AWARENESS

- .us (United States)
- .eg (Egypt)

2016

HIGH AWARENESS

- .mx (Mexico) ↑
- .ca (Canada)
- .it (Italy)
- .tr (Turkey)
- .es (Spain)
- .pl (Poland) ↑
- .uk (UK)
- .fr (France)
- .de (Germany)
- .eu (Poland)
- .za (South Africa)
- .ng (Nigeria) ↑
- .eg (Egypt) ↑
- .vn (Vietnam) ↑
- .cn (China) ↑
- .jp (Japan)
- .kr (Korea) ↑
- .ph (Philippines) ↑
- .ru (Russia)
- .id (Indonesia) ↑
- .in (India) ↑
- .co (Colombia)
- .ar (Argentina) ↑
- .br (Brazil) ↑

MODERATE AWARENESS

- .us (United States)
- .eu (Spain, UK, France, Italy, Germany) (not asked 2015)

80% or more Aware

50%-79% Aware

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

GEOGRAPHICALLY TARGETED DOMAIN EXTENSIONS VISITED

Overall, awareness of the geographically targeted extensions is translating to reported visitation. However, visitation is particularly low for .us (US) and .eu (in UK and France). Compared to 2015, self-reported visitation has improved for about half of the extensions.

2015

HIGH VISITATION

- .mx (Mexico)
- .ca (Canada)
- .it (Italy)
- .tr (Turkey)
- .es (Spain)
- .pl (Poland)
- .uk (UK)
- .fr (France)
- .de (Germany)
- .za (South Africa)
- .ng (Nigeria)
- .vn (Vietnam)
- .cn (China)
- .jp (Japan)
- .kr (Korea)
- .ru (Russia)
- .in (India)
- .co (Colombia)
- .ar (Argentina)
- .br (Brazil)

MODERATE VISITATION

- .ph (Philippines)
- .id (Indonesia)
- .eg (Egypt)

LOW VISITATION

- .us (United States)

2016

HIGH VISITATION

- .mx (Mexico) ↑
- .ca (Canada)
- .it (Italy)
- .tr (Turkey)
- .es (Spain)
- .pl (Poland) ↑
- .uk (UK)
- .fr (France)
- .de (Germany)
- .za (South Africa)
- .ng (Nigeria) ↑
- .eg (Egypt) ↑
- .vn (Vietnam) ↑
- .cn (China) ↑
- .jp (Japan) ↑
- .kr (Korea) ↑
- .ph (Philippines) ↑
- .ru (Russia)
- .id (Indonesia) ↑
- .in (India) ↑
- .co (Colombia) ↑
- .ar (Argentina) ↑
- .br (Brazil) ↑

MODERATE VISITATION

- .eu (Poland, Italy, Germany, Spain)

LOW VISITATION

- .us (United States)
- .eu (UK, France)

75% or more have Visited

40%-74% have Visited

35% or less have Visited

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

DOMAIN EXTENSION TRUSTWORTHINESS

As would be expected, common extensions such as .com and .org are highly trusted across all regions.

By country (with one exception), a very high 90% or more trust their ccTLD as well. In the US, it's still high at 76%.

70% or more rated extension Very/Somewhat Trustworthy

NORTH AMERICA

General Extensions
.com
.org
.net

Geographically Targeted Extensions
.mx
.ca
.us

SOUTH AMERICA

General Extensions
.com
.org
.net

Geographically Targeted Extensions
.ar
.co
.br

EUROPE

General Extensions
.com
.org ↓
.net

Geographically Targeted Extensions
.pl .es
.de .uk
.it .tr
.fr

AFRICA

General Extensions
.com
.org
.net
.info ↓

Geographically Targeted Extensions
.ng
.za
.eg

ASIA

General Extensions
.com
.org
.net

Geographically Targeted Extensions
.id .vn
.ph .cn ↑
.in .jp
.ru .kr

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

Arrows indicate significantly higher/lower than wave 1 at a 95% confidence level.

WHAT MAKES DOMAIN NAME EXTENSIONS TRUSTWORTHY

When consumers are asked what makes an extension seem trustworthy as an open ended question, their responses focus on reputation and familiarity with the extension, oftentimes mentioning specific extensions.

NET categories are the roll-up of related sub-categories. Key subcategories are show for each NET

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Reputation (NET)	36%	36%	45% ACE 🟢	32% 🔴	42% ACE 🟢	35%
Well known	24%	22%	24% C	19% 🔴	29% AC 🟢	25% C 🟢
Dependable/Reliable	2%	2%	12% ACDE 🟢	2%	1%	1% 🔴
Specific Extensions (NET)	28%	27% C	27% C	20% 🔴	32% C	30% C 🟢
.com	13%	11% C 🔴	13% C	7% 🔴	19% ABC 🟢	16% AC 🟢
.org	6%	8% CE 🟢	7% CE	3% 🔴	10% CE 🟢	5% 🔴
Usage (NET)	24%	34% BCDE 🟢	27% CDE	19% 🔴	20%	22% C 🔴
Familiar/I use extension	11%	16% BCDE 🟢	10%	10%	8% 🔴	11%
Website Origin (NET)	8%	8% D	8% D	12% ABDE 🟢	4% 🔴	7% D 🔴
Saftey/Security (NET)	6%	5%	8% AE 🟢	7% E	11% ACE 🟢	4% 🔴
Safety/Security/Padlock	5%	4%	7% E	6% E	10% ACE 🟢	4% 🔴

Mentions of 10% or greater shown.

Letters indicate significantly higher than region. Region vs. Total 🟢 Higher 🔴 Lower

WHAT MAKES DOMAIN NAME EXTENSIONS TRUSTWORTHY

Reputation	Specific Extension	Usage	Website Origin	Safety/Security
Because it's already an old extension with a very good reputation. (LAC)	Its extension represents influential and authoritative agencies and organizations. (AP)	Experience of usage of these websites. These are official websites of organizations. (AP)	That it's from my country of origin. (LAC)	Security seal and large organizations use it. (LAC)
They belong to domains with a good reputation. (NA)	.com, probably, is the most common extension in the world, especially in the US and Europe, and possibly in Russia. (AP)	Used it several times and never had negative experiences. (Eur)	The country of origin, the type of organization or entity that offers it. (Eur)	Because it uses the latest technology for safety. (AP)
Its competitiveness, reputation and history give people positive impression. (AP)	The .com extension is the first one I knew of, the international and the most famous. (Eur)	When it's used on the majority of sites. (LAC)	It originates from Poland or I know the extension. (Eur)	Because they are the most used by many people, so I think there is greater control of security. (LAC)

WHY WEBSITES HAVE DIFFERENT EXTENSIONS

While 1 in 5 consumers don't know why websites have different extensions, many others feel it's to properly identify and classify the domains or that it identifies its location or content.

NET categories are the roll-up of related sub-categories. Key subcategories are show for each NET

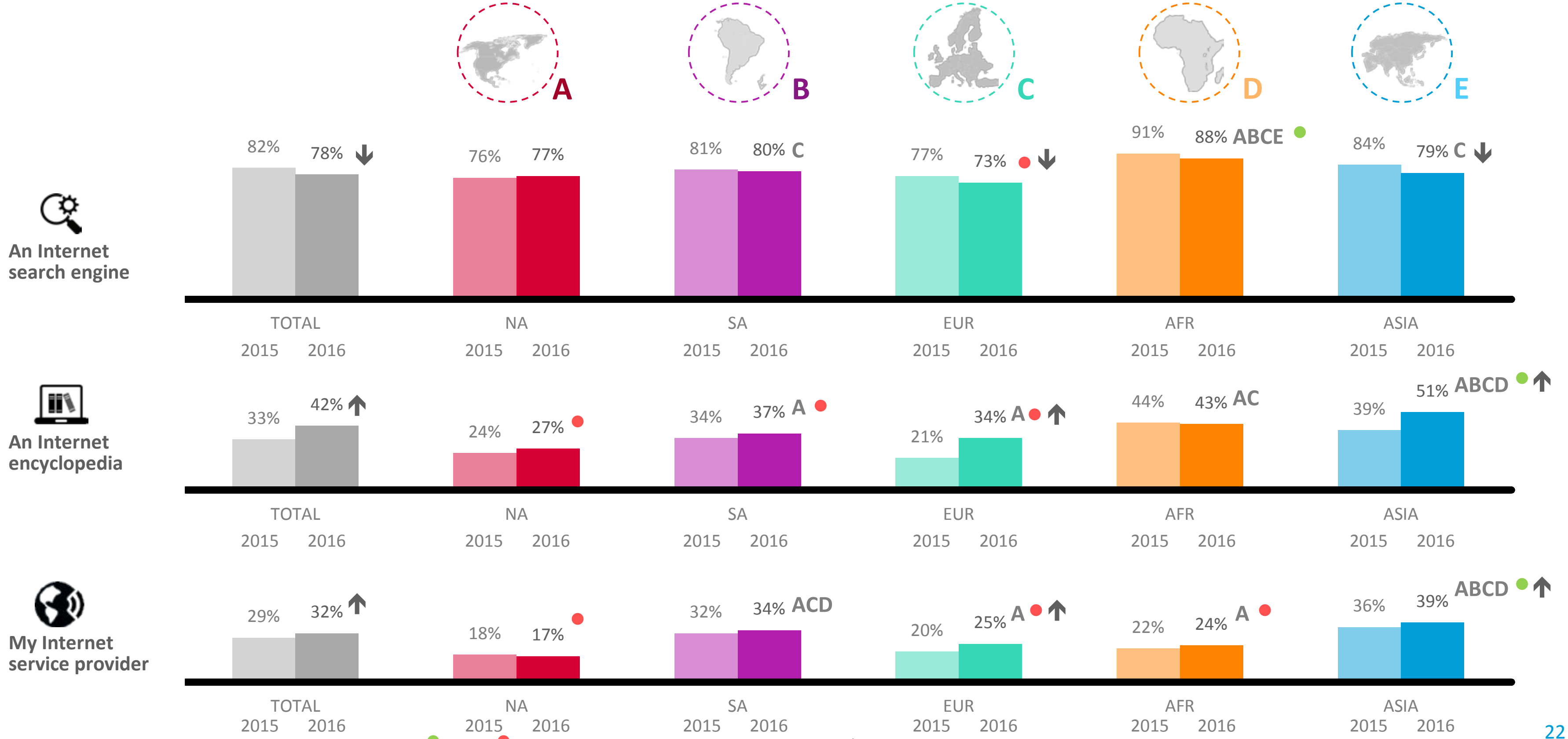
	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Identification (NET)	47%	51% E	48%	49%	46%	45%
To indicate country/different countries	12%	8%	13% AE	23% ABDE	10%	9%
To differentiate/determine type of business/work/organization/fields	11%	14% BCE	10%	8%	16% BCE	11% C
To differentiate between other sites/domains	11%	11%	11% C	8%	8%	13% CD
To indicate location/area extensions	7%	9% E	9% E	10% E	11% E	4%
Content (NET)	18%	17% C	27% ACE	10%	28% CE	17% C
Different purposes/content/features of website	15%	13% C	21% ACE	9%	21% ACE	15% C

Mentions of 10% or greater shown.

Letters indicate significantly higher than region. Region vs. Total Higher Lower

PREFERRED SOURCES FOR MORE INFORMATION

Internet search is by and large the primary means consumers would use to learn more about domain name extensions. But Internet encyclopedia and Internet provider are growing in popularity – notably in Europe and Asia.



Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

IMAGERY PERCEPTIONS OF LEGACY gTLDs

Consumers describe the common gTLDs in terms of functionality and trust - Useful, “informative”, “practical”, “helpful” and “trustworthy”. Compared to 2015 however, mentions of a couple of the more negative descriptors are on the rise: “technical” and “confusing”.

Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

gTLD RESTRICTIONS

While relatively few feel that strict purchase restrictions should be required on these gTLDs, consumer views are changing – fewer say ‘no restrictions’ while more say ‘strict restrictions.”





	TOTAL	TOTAL	NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
Strict purchase restrictions should be required	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
.com	19%	28% ↑	13%	24% C 🔴 ↑	15%	26% C ↑	13%	19% 🔴 ↑	24%	36% ABCE 🟢 ↑	24%	30% AC 🟢 ↑
.info	16%	22% ↑	16%	25% CE 🟢 ↑	15%	24% CE ↑	13%	18% 🔴 ↑	18%	29% CE 🟢 ↑	16%	20% 🔴 ↑
.net	16%	23% ↑	12%	23% C ↑	13%	23% C ↑	10%	18% 🔴 ↑	21%	30% ABCE 🟢 ↑	18%	24% C 🟢 ↑
.org	25%	34% ↑	26%	40% CE 🟢 ↑	26%	39% CE 🟢 ↑	18%	26% 🔴 ↑	29%	40% CE 🟢 ↑	26%	33% C ↑
Some purchase restrictions should be required												
.com	40%	40%	38%	41% D	40%	36%	40%	44% BDE 🟢	34%	31% 🔴	41%	40% D
.info	49%	51% ↑	48%	46% 🔴	45%	45% 🔴	48%	52% BD	40%	42% 🔴	51%	54% ABD 🟢 ↑
.net	47%	49%	44%	48%	42%	45%	45%	51% BD	45%	42% 🔴	50%	49% D
.org	44%	43%	40%	37% 🔴	39%	32% 🔴	44%	48% ABD 🟢	37%	39% B	47%	46% ABD 🟢
No purchase restrictions should be required												
com	41%	33% ↓	49%	35% E ↓	45%	37% E 🟢 ↓	47%	36% E 🟢 ↓	42%	34% ↓	35%	30% 🔴 ↓
.info	36%	28% ↓	37%	29% ↓	40%	31% E ↓	39%	30% E ↓	42%	30% ↓	32%	26% 🔴 ↓
.net	38%	28% ↓	44%	30% E ↓	45%	33% E 🟢 ↓	45%	31% E 🟢 ↓	33%	28%	32%	26% 🔴 ↓
.org	31%	23% ↓	34%	23% ↓	35%	29% ADE 🟢 ↓	38%	26% DE 🟢 ↓	34%	21% ↓	27%	21% 🔴 ↓

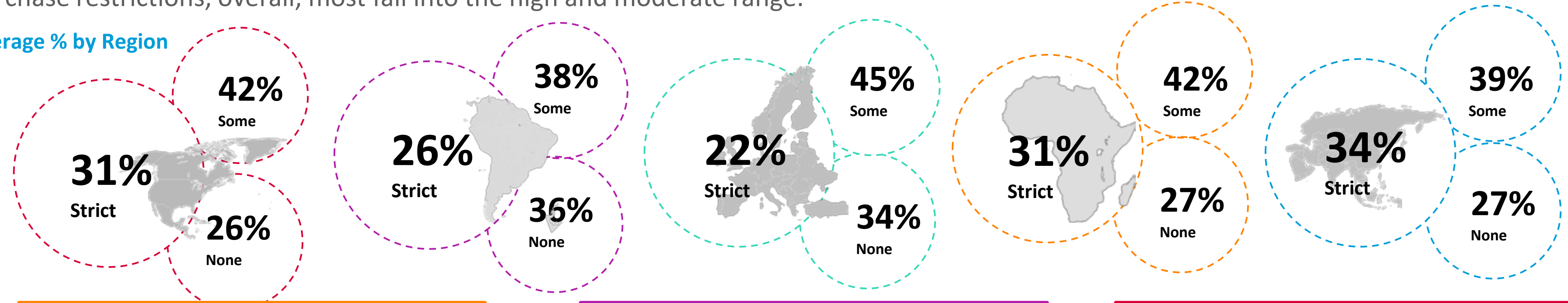
Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

Letters indicate significantly higher than region. Region vs. Total 🟢 Higher 🔴 Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

EXPECTATIONS FOR gTLD RESTRICTIONS

Roughly one quarter of consumers favor strict purchase restrictions on the geo specific gTLDs. Of those who favor strict purchase restrictions, overall, most fall into the high and moderate range.

Average % by Region



HIGH

- .us (United States)
- .ca (Canada)
- .tr (Turkey)
- .za (South Africa)
- .ng (Nigeria)
- .ph (Philippines)
- .in (India)
- .vn (Vietnam)
- .kr (Korea)
- .cn (China)

MODERATE

- .mx (Mexico)
- .uk (UK)
- .de (Germany)
- .eg (Egypt)
- .id (Indonesia)
- .jp (Japan)
- .ru (Russia)
- .br (Brazil)
- .co (Colombia)
- .ar (Argentina)

LOW

- .pl (Poland)
- .it (Italy)
- .es (Spain)
- .fr (France)

30% or more say Strict restrictions required

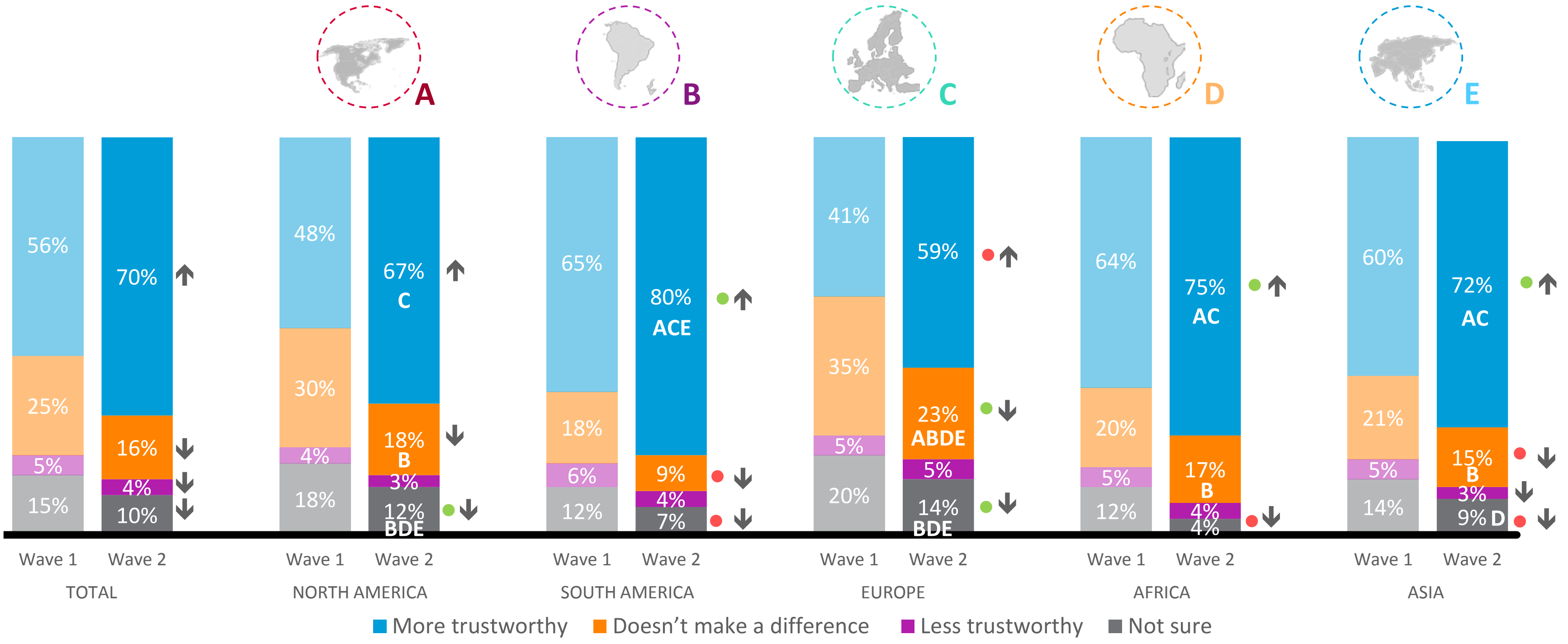
20%-29% say Strict restrictions required

Less than 20% say Strict restrictions required

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

IMPACT OF PURCHASE RESTRICTIONS ON TRUST

It is clear that having purchase restrictions or requirements do contribute to a sense of trust around the globe, especially among consumers in South America, Africa, and Asia. And this view is even stronger this year.



Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

ENFORCEMENT OF RESTRICTIONS

Supporting the consumers' desire for restrictions, 3 in 4 (or more) feel noted requirements below should be enforced.

% Yes	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Validation that the person or company registering the site **meets intended parameters**	82%	85% CE	81%	81%	82%	81%
Requirements for validated **credentials** related to the gTLD	80%	78% B	72%	78% B	78% B	82% ABC
Requirements for use of the **name** to be **consistent with** the **meaning** of the gTLD	79%	82% CD	78%	76%	76%	80% C
Requirements for local presence within specific city, country, or region for a domain related to that place	76%	75% B	68%	76% B	74%	77% B

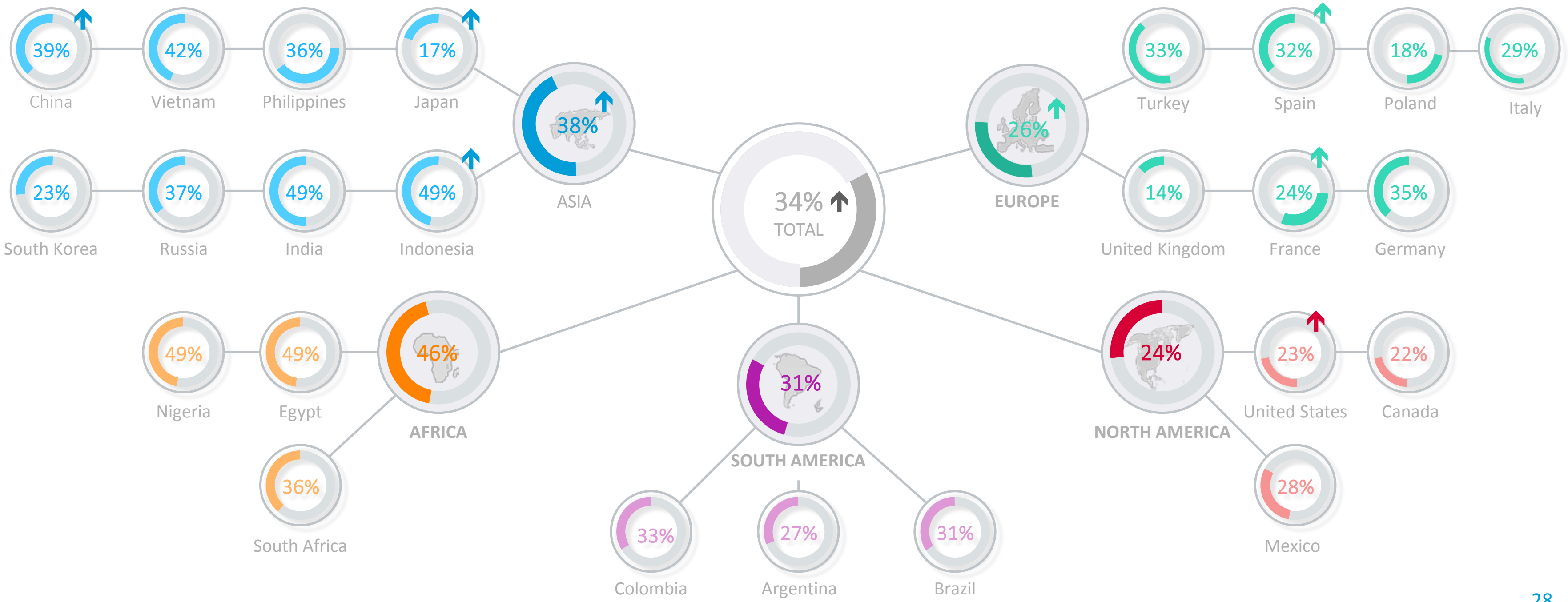
Letters indicate significantly higher than region. Region vs. Total Higher Lower

IDENTIFYING WEBSITE CREATORS

Consumers in Africa are far more likely to have tried to identify the registrant of a website than those in any other region, Nigeria and Egypt in particular. The practice is least prevalent among North Americans and Europeans.

Compared to last year, consumers are more likely to have tried to verify in a few regions: Asia (notably China, Japan, and Indonesia), Europe (Spain and France) and the US.

% Have Tried

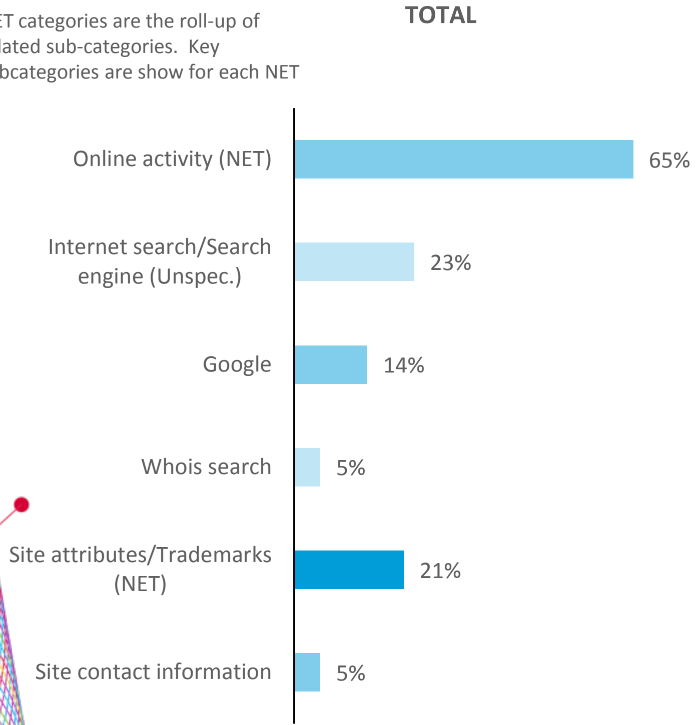


Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

SOURCES USED TO IDENTIFY WEBSITE CREATORS

Among those who tried to identify a website, the majority of consumers searched online for more info via some form of search.

NET categories are the roll-up of related sub-categories. Key subcategories are show for each NET



	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Online activity (NET)	65%	72% E	67%	75% AE	63%
Internet search/Search engine (Unspec.)	22%	29% E	25%	22%	22%
Google	18% E	19% E	14%	25% CE	11%
Whois search	9% BE	3%	11% BE	7% BE	4%
Site attributes/Trademarks (NET)	26% E	24%	27% E	21%	18%
Site contact information	10% E	6% E	11% E	6% E	3%

Mentions of 10% or greater shown.
Letters indicate significantly higher than region. Region vs. Total Higher Lower

SOURCES USED TO IDENTIFY WEBSITE CREATORS

Online Activity	Site Attributes/Trademarks
By using a Google search, for example using the key words "Who is the creator of Google site?". (AP)	Searching for trademarks or copyright. Using tools available on Google Analytics and informative pages about registration, hosting and domains. (Eur)
By looking at Internet search information to find out who hosts the site. (LAC)	Go to "contact us" or "about us" pages. (Africa)
By looking at the website information or, as necessary, by going to find the information through various Google Internet searches. (Eur)	Telephone contact and via a reliable site I've already accessed by asking about the site. (LAC)
By doing research using a search site or Internet encyclopedia. (AP)	1. Contact form provided on the website. 2. Telephone line that appears on it (provided that the call is local). (LAC)
Investigating on and tracking through the search engine. (NA)	The address in the address bar, the contact details on the website.(Eur)
By consulting the WHOIS registry and seeing in what name the domain is registered. (Eur)	I asked their social media contact person. (Africa)

HOW WEBSITE LEGITIMACY IS DETERMINED

While 1 in 5 consumers say they don't know how to determine if a website is legitimate, others say they can tell by doing research, seeing its appearance or content, by its domain name/extension, or safety measures in place such as antivirus software, security certificate, or alerts they receive.

NET categories are the roll-up of related sub-categories. Key subcategories are show for each NET

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Research (NET)	22%	23% C	19% C	14%	27% BC	25% BC
Researching online/Internet searches	10%	15% CE	12% CE	8%	16% CE	8%
Appearance/Content (NET)	17%	20% CE	22% CE	16%	22% CE	15%
Content/Information on site	7%	8% C	13% ACE	5%	9% C	7% C
Domain/Name/Extension (NET)	14%	15% C	20% ACE	11%	17% C	14% C
Safety measures (NET)	14%	15%	19% ACE	13%	20% ACE	13%
Don't know	18%	16%	18% D	25% ABDE	12%	17% D

Mentions of 10% or greater shown.

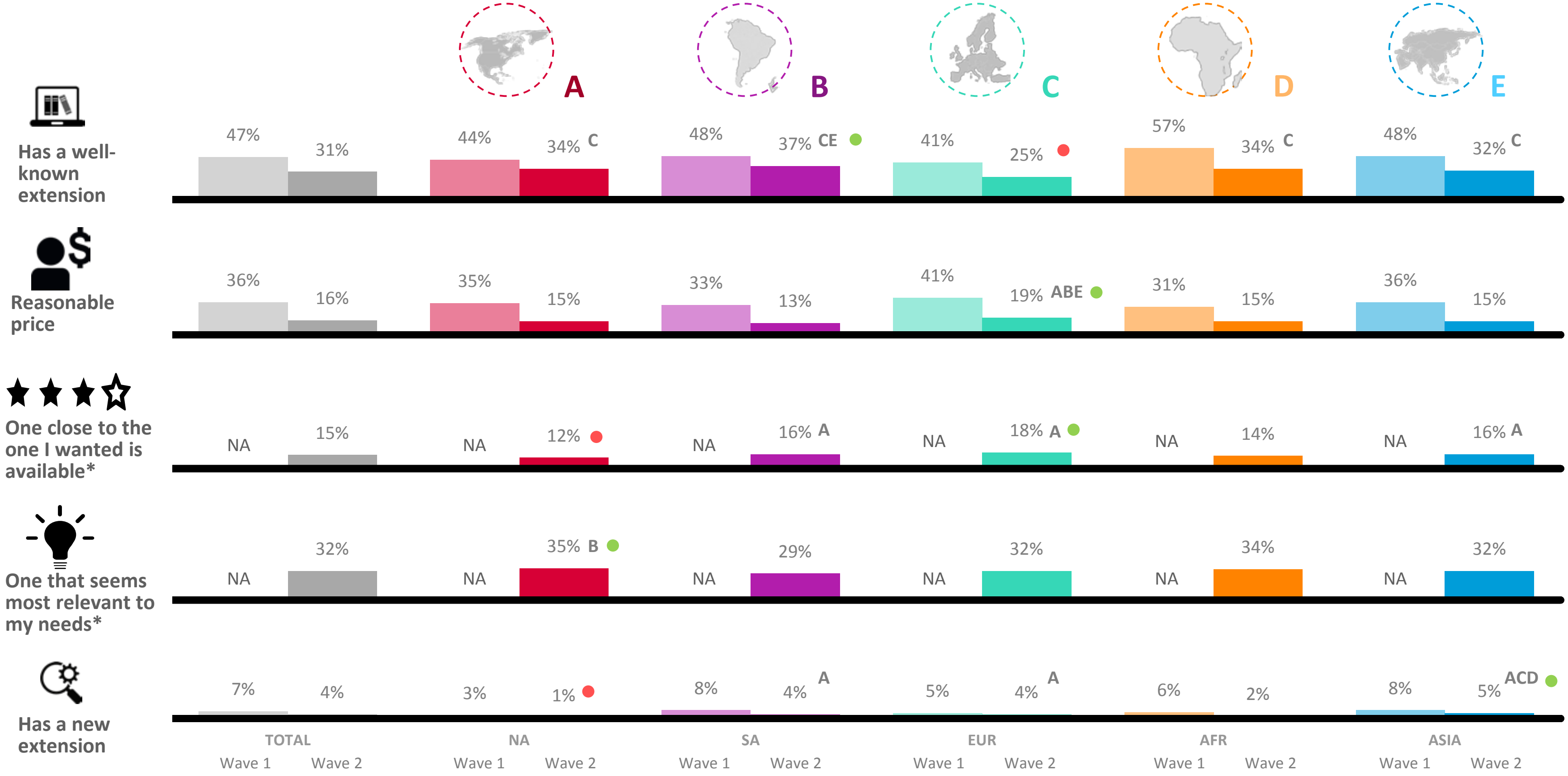
Letters indicate significantly higher than region. Region vs. Total Higher Lower

HOW WEBSITE LEGITIMACY IS DETERMINED

Research	Appearance/Content	Domain/Name/Extension	Safety Measures
I research other sources outside the Internet. (LAC)	You can see this from its content and appearance. Legitimate sites are often more presentable and look as if they were made by professionals.(AP)	By the domain and extension used on it and, if this is not sufficient, I use search forums. (LAC)	I look for the safety certificate. (Africa)
I will first research, both the website and the company, to see whether they can be trusted. (AP)	By looking at its appearance, domain, etc. (AP)	By the domain extension and the domain name. (Eur)	Install software that judges site safety on the computer I use. (AP)
Research on the Internet and reviews. (NA)	By the coherent and true content with regard to the site's owner. (LAC)	By the type of domain that is linked, .com, .net. (LAC)	The safety key on the link (Africa)

FACTORS IN gTLD PURCHASE

Having a well-known extension and one that seems most relevant are the main factors across the board in determining which gTLD to purchase. Compared to last year, consumers were less likely to cite having a well-known extension or price.



Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower *Added wave 2016

AN UNCOMMON SENSE OF THE CONSUMER™

UNDERSTANDING OF AND EXPERIENCE WITH NEW gTLDs

KEY TAKEAWAYS – NEW gTLDs

This section is focused on consumer perceptions and experience with newer TLDs. It also explores levels of awareness and visitation, intent to visit and what affects this willingness.

1 Awareness slowly improving; visitation not following suit

For those new gTLDs that appeared in both waves of the survey, awareness has increased slightly. The pace is slow, only an average of two percentage points. However, given the targeted nature of many new gTLDs, widespread awareness may be less likely.

2 New gTLDs gaining awareness more quickly outside of NA and EU

It can also vary by country within region. Among the countries in the European region, the UK is particularly weak for the new gTLDs This also fits with sentiments within some regions that the original structure did not sufficiently meet the needs of the global Internet.

3 Meaningful relationships—and enforcement—are expected

In thinking about new gTLDs, consumers expect that the content of the site closely match the implied meaning of the domain name. And, compared to the questions in last wave about restrictions, there is an expectation of at least some level of enforcement will be made to ensure this alignment.

4 Not as strong as .com, but making inroads

When asked about the likelihood of viewing a website with a .com extension or a new gTLD, the .com versions consistently get higher scores, but the new gTLDs are acceptable to the majority.

5 Familiarity is the issue more than trust

Preference for traditional extensions appears to be driven more by the positive effect of familiarity, not distrust of the new gTLDs. And, the actual effect may be somewhat overstated as people increasingly use search engine results to guide them and may not actually pay that much attention to the gTLD.

WHY NEW gTLDs HAVE BEEN CREATED

Nearly a third of consumers don't have an explanation for why new gTLDs have been created. Others say it's about consumer demand and providing structure to the Internet.

NET categories are the roll-up of related sub-categories. Key subcategories are show for each NET

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Consumer demand (Net)	30%	35% BCDE	24%	29% B	27%	31% B
Availability/Ran out/Shortage of…	11%	17% BCDE	3%	11% B	10% B	12% B
It's needed/Growing demand	10%	12%	9%	10%	11%	10%
Provide structure (Net)	18%	20% C	22% CE	13%	20% C	18% C
To identify/differentiate between businesses/sites	8%	7%	12% ACE	5%	8% C	8% C
Improve credibility (Net)	8%	6%	12% ACE	7%	9%	8%
Improve business (Net)	6%	5%	4%	4%	10% ABCE	7% ABC
Don't know	28%	28% E	33% DE	36% ADE	26%	25%

Mentions of 10% or greater shown.

Letters indicate significantly higher than region. Region vs. Total Higher Lower

WHY NEW gTLDs HAVE BEEN CREATED

Consumer Demand	Provide Structure	Improve Credibility	Improve Business
Because demand can't be fulfilled with only the American controlled domain names we've had up until now. (AP)	Better structure, recognizability/assigning companies to fields of activity. (Eur)	To raise the degree of credibility. (AP)	So that more people or companies can create their own pages for their businesses or services. (LAC)
As time has gone by, demand for Web pages increases. Out of concern, more must be created. (LAC)	Diversification of the structure and situation of the Internet. (AP)	Because of the demand on the Internet and sites and to make sure of their credibility (Africa)	The continuous development of business and industry demand. (AP)
Because of the increased demand on websites. (Africa)	To revise the structure of current global Internet use at a deep level, will have a major influence on global Internet development. (AP)		Because there is demand and it's a business. I don't think it's due to saturation. (NA)

CRITERIA FOR VISITING WEBSITES WITH UNKNOWN EXTENSION

Consumers say they visit websites with unknown extensions based on usage (popular domain name or used site previously), site appeal or interest, and brand image (e.g., reputable, good reviews, recommendations).

NET categories are the roll-up of related sub-categories. Key subcategories are show for each NET

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Need based usage/redirected/popular	20%	19% C	22% C	14% 🔴	20% C	22% AC 🟢
Site appeal (NET)	19%	16% 🔴	24% AE 🟢	22% AE 🟢	24% AE 🟢	18% 🔴
Interesting	7%	7%	10% DE 🟢	9% DE 🟢	4% 🔴	6% 🔴
Out of curiosity	7%	4% 🔴	9% AE 🟢	10% AE 🟢	12% AE 🟢	5% 🔴
Content (NET)	17%	18% C	20% C	10% 🔴	27% ABCE 🟢	17% C
Information	11%	13% C	10% C	6% 🔴	16% BCE 🟢	11% C
Brand image (NET)	14%	17% CE 🟢	17% E 🟢	14%	15%	12% 🔴
Recommend/Asked to visit it	6%	8% E	12% ACDE 🟢	6%	6%	5% 🔴

Mentions of 10% or greater shown.

Letters indicate significantly higher than region. Region vs. Total 🟢 Higher 🔴 Lower

CRITERIA FOR VISITING WEBSITES WITH UNKNOWN EXTENSION

Usage	Site Appeal	Content	Brand Image
Usage of the website. (AP)	The website is appealing. (Eur)	Depending on the content. (LAC)	If they are reliable or a recognized brand backs them. (NA)
When I have no other choice but visit or use the websites, I feel like exploring them. (AP)	Unique, interesting, innovative, creative, trusted. (AP)	For its content, presentation, its reliability. (NA)	When the website brand is famous, trustworthy. (AP)
A lot of people use it and have reviewed it. (AP)	Curiosity for new sites. (Africa)	I clearly know its content and properties, and know about it. (AP)	A new domain name for a familiar brand. (AP)

REASONS FOR AVOIDING UNFAMILIAR DOMAIN EXTENSIONS

Concerns for security dominate the reasons for avoiding unfamiliar domain name extensions, followed by lack of familiarity or previous usage.

NET categories are the roll-up of related sub-categories. Key subcategories are show for each NET

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Security (NET)	29%	25%	29% C	22%	27% C	33% ACE
Viruses	13%	12% C	16% ACD	9%	11%	14% C
Not safe/secure	10%	6%	7%	9% A	9%	11% ABC
Lack of familiarity	16%	17% C	18% C	12%	16%	16% C
Site not common/Avoid it	10%	12% C	11% C	8%	9%	10% C
Brand image (NET)	13%	15% E	15% E	15% E	16% E	11%
It doesn't seem legitimate	5%	5% C	4%	3%	10% ABCE	5% C
Content (NET)	9%	13% CE	15% CE	4%	17% ACE	8% C
Site appeal (NET)	8%	11% E	10% E	10% E	8%	6%

Mentions of 10% or greater shown.
Letters indicate significantly higher than region. Region vs. Total Higher Lower

REASONS FOR AVOIDING UNFAMILIAR DOMAIN EXTENSIONS

Security	Usage	Brand Image	Content	Site Appeal
Computer security software alerts me of risks. (AP)	For unfamiliarity, distrust. (LAC)	The type of images that it presents. (NA)	If the website's content is not relevant to me, and I'm not interested in that content. (AP)	Unfamiliar to me, lack of appeal and security. (Eur)
Data security if the site does not have a double asymmetric cryptography, for example. (Eur)	I don't actively use them. (AP)	The fear that a website may not be legitimate and that I may be robbed of my valuable personal information. (AP)	If there is content without an access source and if there is no information that adds to intellectual growth. (LAC)	Because it looks questionable to me or the extension or even the title of the website does not look right to me in its color, form, presentation, spelling, similarity to other websites that are more appealing and better written, and above all, safer. Furthermore I think that it is better to get information beforehand on an unknown extension before using it. (Eur)
For precaution. It may contain a virus or pages that I don't want to see. (NA)	I think I'd be concerned because it's not familiar. (AP)	I feel that foreign sites have a dangerous image. (AP)	Immoral content; reports about its users without consent; damages. (Africa)	

AWARENESS OF NEW gTLDs

For those new gTLDs measured in both waves, awareness is up slightly for most. While increased compared to last year, awareness is lowest in North America and Europe.

Among the new gTLDs added to the list this year, .news and .online have the highest level of awareness.

TOTAL AWARENESS BY NEW DOMAIN EXTENSION

	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Aware of any in both years**	46%	52% ↑	29%	38% ↑	54%	59% ACD	33%	45% A ↑	48%	52% AC	53%	58% ACD ↑
.news*	NA	33%	NA	22%	NA	34% AC	NA	25%	NA	39% AC	NA	37% AC
.email	28%	32% ↑	16%	22% ↑	39%	39% ACDE	22%	29% A ↑	31%	31% A	32%	34% AC
.online*	NA	30%	NA	17%	NA	37% ACE	NA	31% A	NA	36% A	NA	31% A
.link	24%	27% ↑	14%	16%	35%	36% ACE	13%	17% ↑	31%	31% AC	28%	31% AC ↑
.website*	NA	21%	NA	15%	NA	39% ACDE	NA	20% A	NA	24% A	NA	20% A
.site*	NA	20%	NA	13%	NA	29% ACE	NA	13%	NA	25% AC	NA	22% AC
.club	13%	16% ↑	5%	6%	11%	14% AC	7%	9% A ↑	12%	13% AC	17%	21% ABCD ↑

*Added in 2016 **2016 Awareness based on gTLDs shown in 2015

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

Letters indicate significantly higher than region. Region vs. Total Higher Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

AWARENESS OF NEW gTLDs (CONT'D)

TOTAL AWARENESS BY NEW DOMAIN EXTENSION

	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
.space*	NA	15%	NA	11%	NA	23% ACDE	NA	12%	NA	18% AC	NA	15% AC
.guru	11%	12% ↑	6%	8%	15%	14% AC	4%	7% ↑	15%	17% ACE	13%	13% AC
.pics*	NA	11%	NA	8%	NA	10%	NA	7%	NA	15% ABC	NA	13% AC
.photography	9%	11% ↑	3%	6% ↑	12%	15% AC	6%	9% A ↑	9%	11% A	11%	12% AC
.top*	NA	11%	NA	2%	NA	8% A	NA	7% A	NA	5% A	NA	16% ABCD
.realtor	6%	6%	7%	8% BC	5%	2% ↓	2%	2%	4%	5% BC	7%	7% BC
.xyz	5%	9% ↑	2%	3%	5%	5% A	2%	7% A ↑	4%	9% AB ↑	7%	12% ABC ↑

*Added in 2016

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

AWARENESS OF NEW gTLDs – BY COUNTRY

Awareness varies widely by country. US and Canada are driving the lower North America numbers, UK is notably low in Europe, and Japan is lowest of any country in the Asia region.

While not shown, awareness of the new geographically targeted TLDs (.wang, .nyc, etc) is universally low: below 8% in all cases.

AWARENESS	TOTAL	NA	US	CA	MX	SA	CO	AR	BR	EUR	IT	TR	ES	PL	UK	FR	DE	AFR	NG	ZA	EG	ASIA	CN	VN	PH	JP	KR	RU	IN	ID
Aware of any below**	52%	38%	38%	30%	70%	59%	82%	57%	53%	45%	53%	66%	55%	48%	22%	38%	50%	52%	56%	39%	58%	58%	62%	62%	56%	37%	53%	67%	57%	70%
.news*	33%	22%	16%	22%	35%	34%	47%	30%	32%	25%	30%	36%	33%	32%	9%	20%	30%	39%	45%	36%	30%	37%	34%	44%	48%	17%	26%	45%	42%	59%
.email	32%	22%	14%	14%	49%	39%	57%	30%	37%	29%	43%	54%	42%	35%	7%	28%	25%	31%	28%	23%	45%	34%	38%	31%	27%	19%	28%	42%	34%	35%
.online*	30%	17%	9%	10%	43%	37%	57%	31%	32%	31%	26%	42%	36%	36%	7%	28%	45%	36%	40%	26%	38%	31%	28%	44%	31%	13%	24%	41%	38%	39%
.link	27%	16%	7%	10%	46%	36%	60%	32%	31%	17%	23%	39%	25%	21%	4%	13%	14%	31%	31%	20%	41%	31%	34%	32%	32%	19%	37%	31%	28%	41%
.website*	21%	15%	7%	8%	43%	39%	52%	29%	39%	20%	27%	40%	34%	26%	4%	20%	12%	24%	22%	21%	32%	20%	18%	27%	20%	10%	20%	14%	27%	34%
.site*	20%	13%	7%	9%	31%	29%	40%	22%	28%	13%	12%	33%	22%	10%	3%	17%	9%	25%	28%	17%	28%	22%	19%	39%	21%	10%	20%	18%	28%	38%
.club	16%	6%	4%	3%	15%	14%	17%	14%	13%	9%	10%	21%	9%	12%	2%	12%	6%	13%	16%	8%	13%	21%	27%	29%	14%	11%	18%	26%	17%	23%
.space*	15%	11%	5%	7%	29%	23%	46%	22%	17%	12%	17%	22%	18%	14%	2%	15%	8%	18%	26%	9%	10%	15%	17%	14%	16%	4%	12%	18%	18%	18%
.guru	12%	8%	6%	5%	17%	14%	38%	16%	7%	7%	8%	13%	10%	5%	5%	4%	9%	17%	28%	8%	5%	13%	8%	12%	21%	3%	7%	16%	26%	14%
.pics*	11%	8%	7%	4%	14%	10%	14%	12%	8%	7%	13%	11%	8%	7%	4%	7%	7%	15%	16%	14%	11%	13%	11%	9%	13%	5%	8%	9%	22%	14%
.photography	11%	6%	4%	3%	13%	15%	22%	6%	15%	9%	9%	20%	11%	17%	4%	6%	5%	11%	13%	9%	9%	12%	11%	13%	11%	5%	11%	13%	16%	21%
.top*	11%	2%	1%	2%	5%	8%	16%	2%	7%	7%	4%	12%	5%	17%	2%	6%	6%	5%	4%	2%	8%	16%	25%	14%	7%	9%	10%	20%	9%	10%
.xyz	9%	3%	2%	4%	3%	5%	9%	2%	5%	7%	4%	16%	6%	12%	7%	5%	4%	9%	10%	8%	6%	12%	11%	17%	11%	12%	9%	12%	11%	19%
.realtor	6%	8%	10%	12%	2%	2%	6%	1%	1%	2%	2%	6%	3%	0%	2%	2%	1%	5%	7%	6%	2%	7%	6%	4%	9%	2%	3%	5%	12%	4%

*Added 2016 **Significance 2015 vs. 2016 unable to be shown due to additional TLDs added in 2016
Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

Green/red font indicate 2016 significantly higher/lower than 2016 at a 95% confidence level.

AWARENESS OF NEW gTLDs – GEO-TARGETED

Awareness of the geo-targeted gTLDs is quite low – particularly in North America, with the vast majority showing less than 20% awareness. A few standouts (20% or greater) in the other regions include .bogota, .Istanbul, .berlin, .cairo, toyko and .seoul. Further, comparing where possible to last year, awareness of 2 of China's 4 IDNs declined.

NORTH AMERICA

Geographically Targeted Extensions

.nyc (9%) (6%)
.toronto (8%)
.guadalajara (7%)

SOUTH AMERICA

Geographically Targeted Extensions

.bogota (24%)
.rio (7%)
.cordoba (4%)

EUROPE

Geographically Targeted Extensions

.istanbul (34%)
.berlin (23%) (18%)
.madrid (16%)
.warszawa (15%)
.london (12%) (16%)
.paris (12%)
.roma (6%)
.ovh (2%) (1%)

AFRICA

Geographically Targeted Extensions

.cairo (20%)
.capetown (16%)
.abuja (8%)

ASIA

Geographically Targeted Extensions

.toyko (23%)
.seoul (20%)
.hanoi (19%)
.mockba (18%)
.jakarta (14%)
.delhi (12%)
.wang (12%) (11%)
.manilla (11%)
.foshan (9%)
.xn_55qx5d(company) ↓ (7%) (9%)
.xn-ses554g (network address) (5%) (10%) ↓

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level. (Gray percent=2015)

NEW gTLDs VISITED

7 in 10 consumers who are aware of at least one new gTLD say they have visited one of them.   LAC and AP lead on visitation while North America and Europe are more moderate.
Compared to last year, self-reported visitation levels are down for .email and .link across nearly all regions.

VISITATION BY NEW DOMAIN EXTENSION

	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Visited of any below**	65%	**50%** ↓	55%	**41%** 🔴 ↓	70%	**54% AC** 🟢 ↓	49%	**42%** 🔴 ↓	63%	**48%** ↓	70%	**54% AC** 🟢 ↓
.news*	NA	29%	NA	19% 🔴	NA	25%	NA	21% 🔴	NA	33% ABC	NA	33% ABC 🟢
.email	38%	28% ↓	29%	22% 🔴	46%	37% ACDE 🟢 ↓	33%	26% ↓	36%	27% ↓	39%	29% A ↓
.online*	NA	24%	NA	16% 🔴	NA	34% ACDE 🟢	NA	23% A	NA	25% A	NA	24% A
.link	26%	20% ↓	24%	14% 🔴 ↓	34%	25% AC 🟢 ↓	14%	13% 🔴	30%	23% AC	27%	22% AC 🟢 ↓
.website*	NA	17%	NA	13% 🔴	NA	30% ACDE 🟢	NA	15%	NA	21% ACE	NA	16% 🔴
.site*	NA	14%	NA	10% 🔴	NA	21% ACE 🟢	NA	9% 🔴	NA	19% ACE 🟢	NA	14% AC
.club	12%	10%	7%	5% 🔴	8%	9% C	8%	5% 🔴	11%	8%	15%	14% ABCD 🟢

*Added in 2016   **2016 Visitation based on gTLDs shown in 2015

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

Letters indicate significantly higher than region.   Region vs. Total 🟢 Higher 🔴 Lower   Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

NEW gTLDs VISITED (CONT'D)

VISITATION BY NEW DOMAIN EXTENSION

	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
.space*	NA	8%	NA	7%	NA	13% ACE	NA	7%	NA	11%	NA	8%
.guru	10%	8% ↓	4%	5%	14%	9% AC	4%	5%	14%	12% AC	11%	8% AC ↓
.pics*	NA	7%	NA	4%	NA	5%	NA	4%	NA	7%	NA	8% ABC
.photography	9%	7% ↓	3%	6%	8%	8% D	8%	7% D	8%	3% ↓	10%	8% D ↓
.top*	NA	7%	NA	2%	NA	3%	NA	4% A	NA	2%	NA	10% ABCD
.realtor	5%	3% ↓	7%	5% BC	6%	1% ↓	2%	2%	2%	4% B	6%	4% BC ↓
.xyz	5%	7% ↑	1%	2%	5%	3%	1%	5% A ↑	5%	8% AB	6%	8% ABC ↑

*Added in 2016

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

VISITATION OF NEW gTLDS – BY COUNTRY

As was the case with awareness, self-reported visitation by country varies widely and follows the same country-by-country patterns.

While not shown, visitation of the new geographically targeted TLDs (.wang, .nyc, etc) is universally low; below 5% in all cases.

VISITATION	TOTAL	NA	US	CA	MX	SA	CO	AR	BR	EUR	IT	TR	ES	PL	UK	FR	DE	AFR	NG	ZA	EG	ASIA	CN	VN	PH	JP	KR	RU	IN	ID
Aware of any below**	**50%**	**41%**	**34%**	**34%**	**52%**	**54%**	**60%**	**39%**	**57%**	**42%**	**50%**	**63%**	**43%**	**51%**	**35%**	**40%**	**29%**	**48%**	**43%**	**40%**	**64%**	**54%**	**61%**	**51%**	**41%**	**30%**	**54%**	**53%**	**51%**	**68%**
.news*	29%	19%	16%	19%	23%	25%	28%	20%	25%	21%	21%	26%	27%	25%	14%	20%	17%	33%	40%	29%	23%	33%	30%	44%	44%	14%	28%	32%	37%	50%
.email	28%	22%	14%	10%	37%	37%	44%	23%	39%	26%	41%	50%	28%	25%	12%	27%	12%	27%	23%	20%	38%	29%	33%	30%	18%	13%	23%	32%	31%	32%
.online*	24%	16%	7%	11%	29%	34%	52%	23%	30%	23%	14%	30%	24%	23%	9%	17%	30%	25%	31%	22%	15%	24%	21%	33%	22%	10%	19%	25%	32%	30%
.link	20%	14%	3%	7%	30%	25%	33%	17%	24%	13%	11%	33%	13%	18%	2%	11%	6%	23%	21%	18%	32%	22%	24%	20%	24%	14%	28%	15%	17%	32%
.website*	17%	13%	7%	5%	24%	30%	40%	12%	32%	15%	14%	27%	19%	12%	7%	19%	8%	21%	20%	13%	27%	16%	13%	23%	10%	9%	11%	6%	23%	29%
.site*	14%	10%	5%	8%	16%	21%	22%	18%	21%	9%	5%	21%	9%	7%	7%	15%	3%	19%	20%	13%	20%	14%	12%	27%	14%	6%	15%	6%	15%	28%
.club	10%	5%	5%	3%	7%	9%	10%	6%	9%	5%	4%	14%	3%	2%	0%	7%	3%	8%	10%	7%	5%	14%	19%	14%	7%	9%	13%	16%	9%	12%
.space*	8%	7%	3%	3%	14%	13%	25%	8%	10%	7%	14%	14%	4%	7%	5%	8%	3%	11%	13%	9%	8%	8%	9%	6%	9%	3%	10%	7%	8%	10%
.guru	8%	5%	3%	4%	8%	9%	21%	9%	4%	5%	4%	9%	3%	4%	5%	3%	5%	12%	19%	4%	3%	8%	6%	4%	13%	2%	5%	7%	17%	7%
.photography	7%	6%	5%	3%	8%	8%	7%	3%	10%	7%	5%	13%	7%	14%	9%	3%	4%	3%	2%	7%	2%	8%	6%	9%	5%	3%	9%	8%	12%	8%
.top*	7%	2%	1%	1%	3%	3%	2%	0%	4%	4%	4%	7%	3%	7%	2%	5%	2%	2%	2%	2%	0%	10%	17%	7%	5%	8%	5%	8%	5%	6%
.xyz	7%	2%	1%	7%	1%	3%	2%	0%	4%	5%	2%	10%	6%	7%	7%	5%	3%	8%	7%	9%	9%	8%	9%	13%	6%	7%	6%	4%	6%	20%
.pics*	7%	4%	3%	1%	6%	5%	6%	3%	5%	4%	9%	7%	4%	4%	0%	4%	2%	7%	7%	7%	5%	8%	8%	3%	2%	6%	5%	3%	15%	7%
.realtor	3%	5%	7%	12%	1%	1%	0%	0%	1%	2%	4%	1%	0%	0%	5%	3%	1%	4%	4%	7%	3%	4%	4%	3%	6%	1%	1%	1%	6%	3%

*Added 2016 **Significance 2015 vs. 2016 unable to be shown due to additional TLDs added in 2016
Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

Green/red font indicate 2016 significantly higher/lower than 2016 at a 95% confidence level.

VISITATION OF NEW gTLDs – GEOGRAPHIC EXTENSIONS

Very similar to awareness, visitation of the geographically targeted gTLDs is quite low – particularly in North America – with all but one (.Istanbul) with less than 20% awareness.

Further, comparing where possible to last year, visitation of 3 of China's 4 IDNs declined.

NORTH AMERICA

Geographically Targeted Extensions

.nyc (9%) (8%)
.toronto (5%)
.guadalajara (3%)

SOUTH AMERICA

Geographically Targeted Extensions

.bogota (17%)
.rio (5%)
.cordoba (2%)

EUROPE

Geographically Targeted Extensions

.istanbul (23%)
.london (16%) (16%)
.madrid (15%)
.warszawa (11%)
.paris (9%)
.berlin (9%) (6%)
.roma (5%)
.ovh (1%) (0%)

AFRICA

Geographically Targeted Extensions

.cairo (17%)
.capetown (7%)
.abuja (7%)

ASIA

Geographically Targeted Extensions

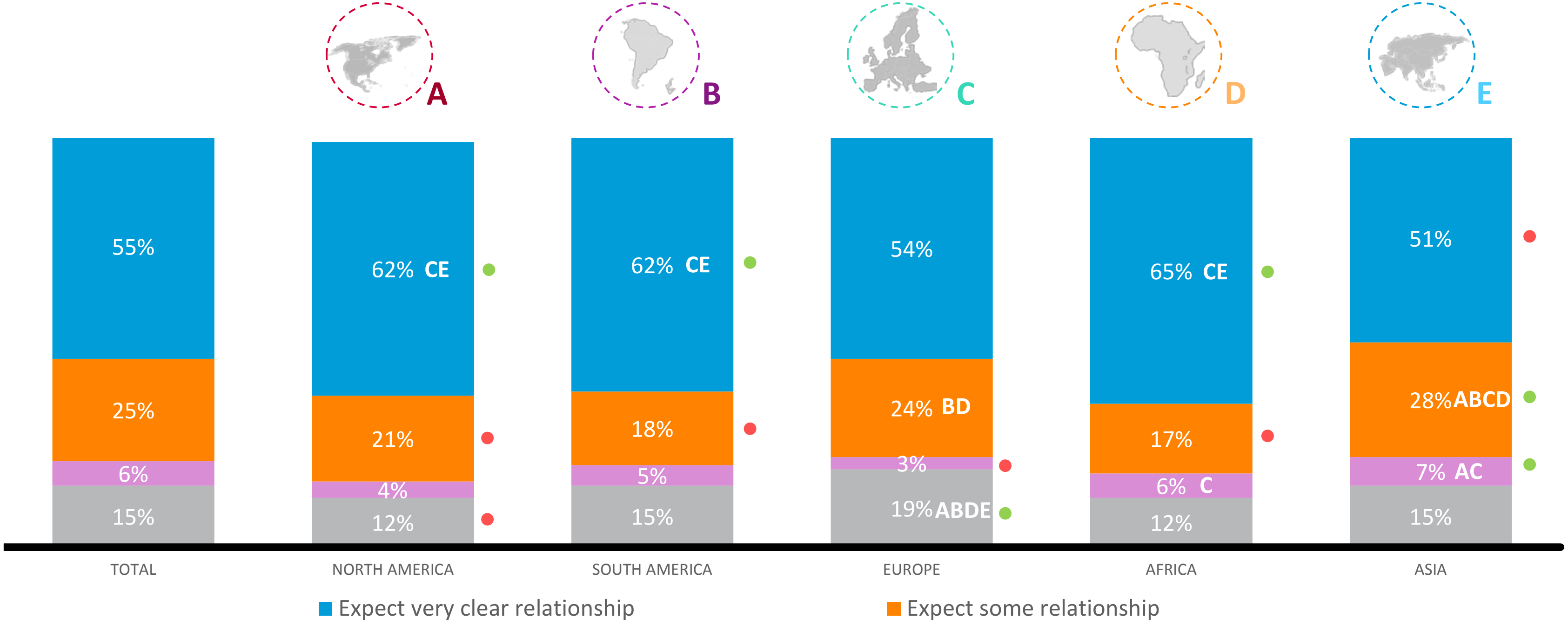
.seoul (18%)
.toyko (16%)
.hanoi (10%)
.jakarta (10%)
.mockba (9%)
.delhi (8%)
.wang (8%) (12%) ↓
.foshan (6%)
.manilla (4%)
.xn_55qx5d (company (3%) (10%) ↓
.xn-ses554g (network address) (3%) (12%) ↓

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level. (Gray percent=2015)

EXPECTED RELATIONSHIP OF REGISTERED SITES TO NEW gTLDs

More than half of consumers expect a very clear relationship between the content of the website and its extension. 8 in 10 expect very clear or some relationship between the two.   This expectation is slightly weaker in Europe and Asia.

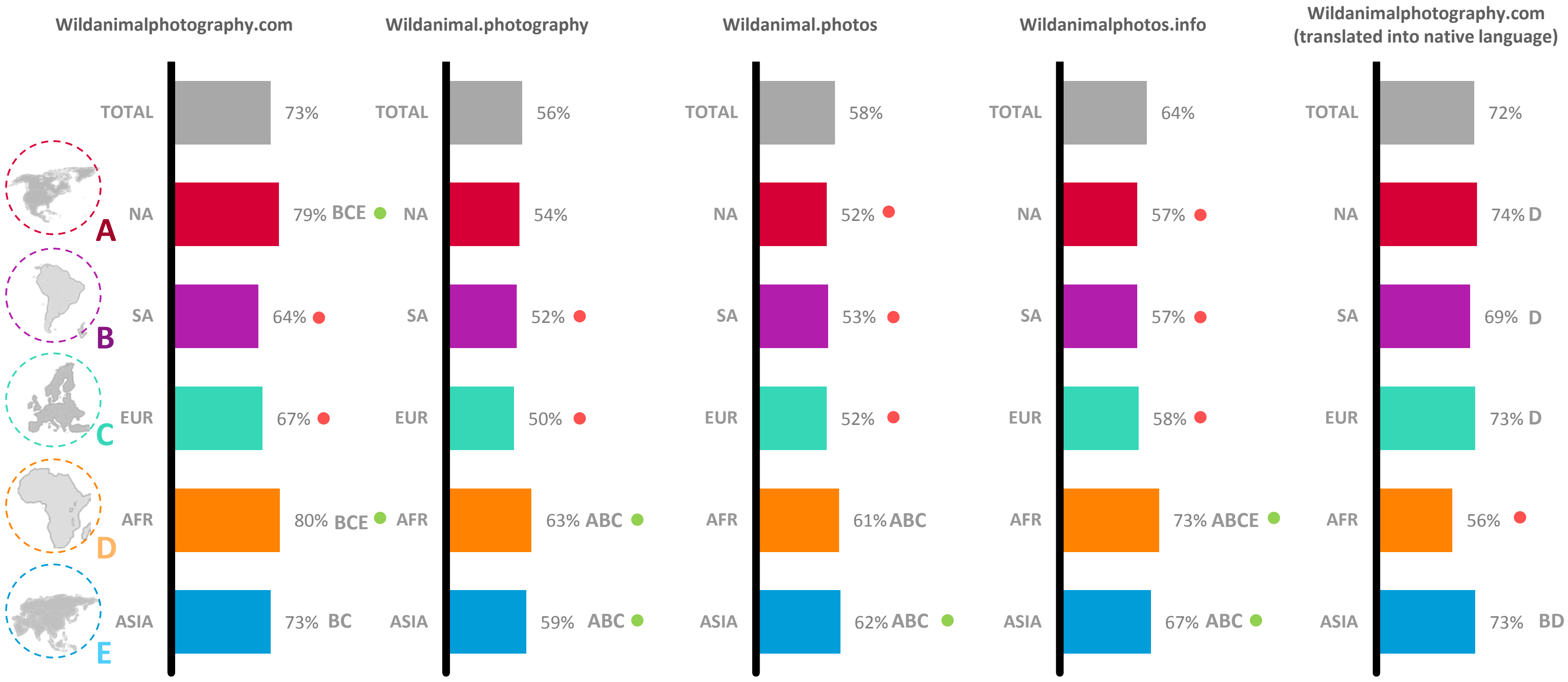


Letters indicate significantly higher than region.   Region vs. Total   Higher   Lower

LIKELIHOOD TO VISIT gTLDs– INFO ON WILDLIFE PHOTOGRAPHY

Consumers are more likely to visit the .com versions (English or native language) of a wildlife photography website – notably so in North America and Africa over the other regions.

Top 2 Box (Very/Somewhat likely to visit sites)

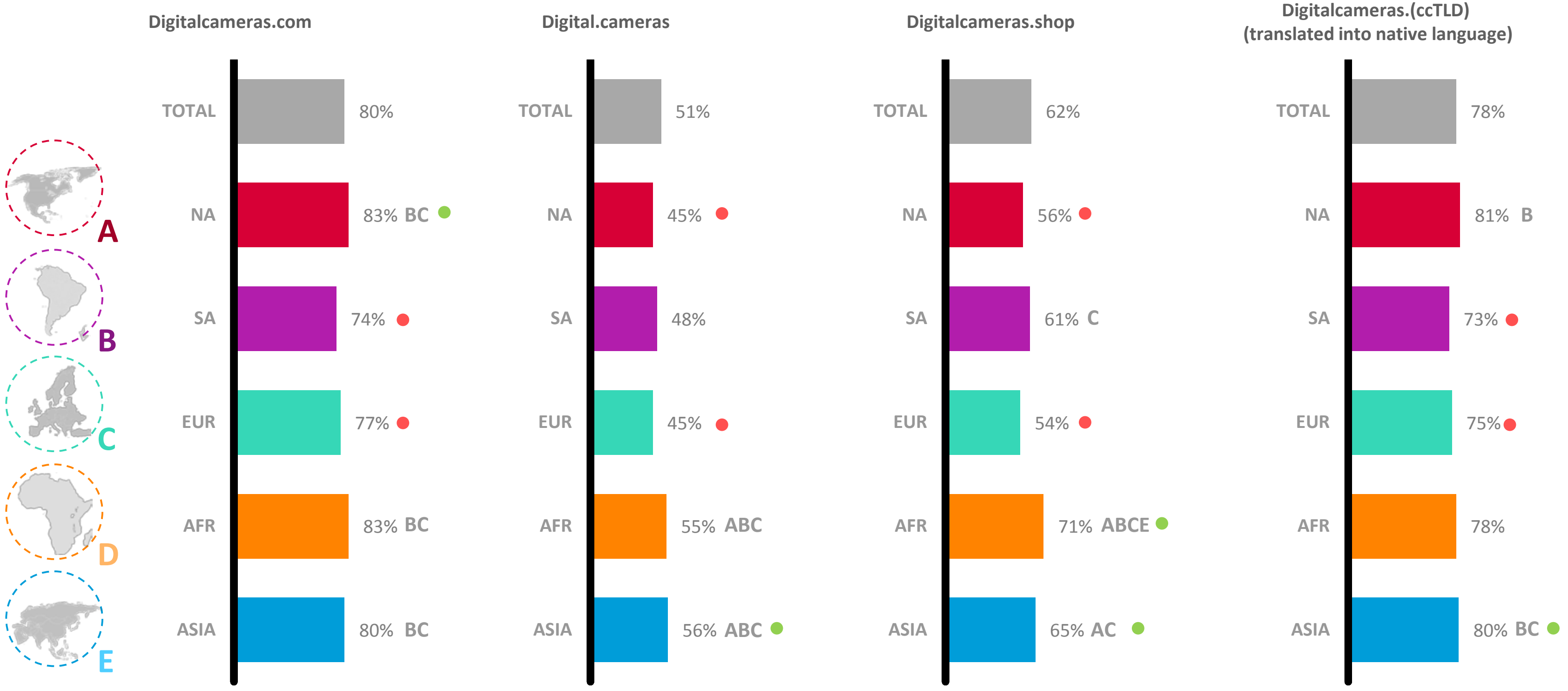


Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower

LIKELIHOOD TO VISIT WEBSITES – BUYING NEW CAMERA

This preference for .com holds true for versions of the digital photography ecommerce websites. Africa and Asia appear more open to new gTLDs. However, translating the website name and using the ccTLD instead of .com provides results very close to .com

Top 2 Box (Very/Somewhat likely to visit sites)

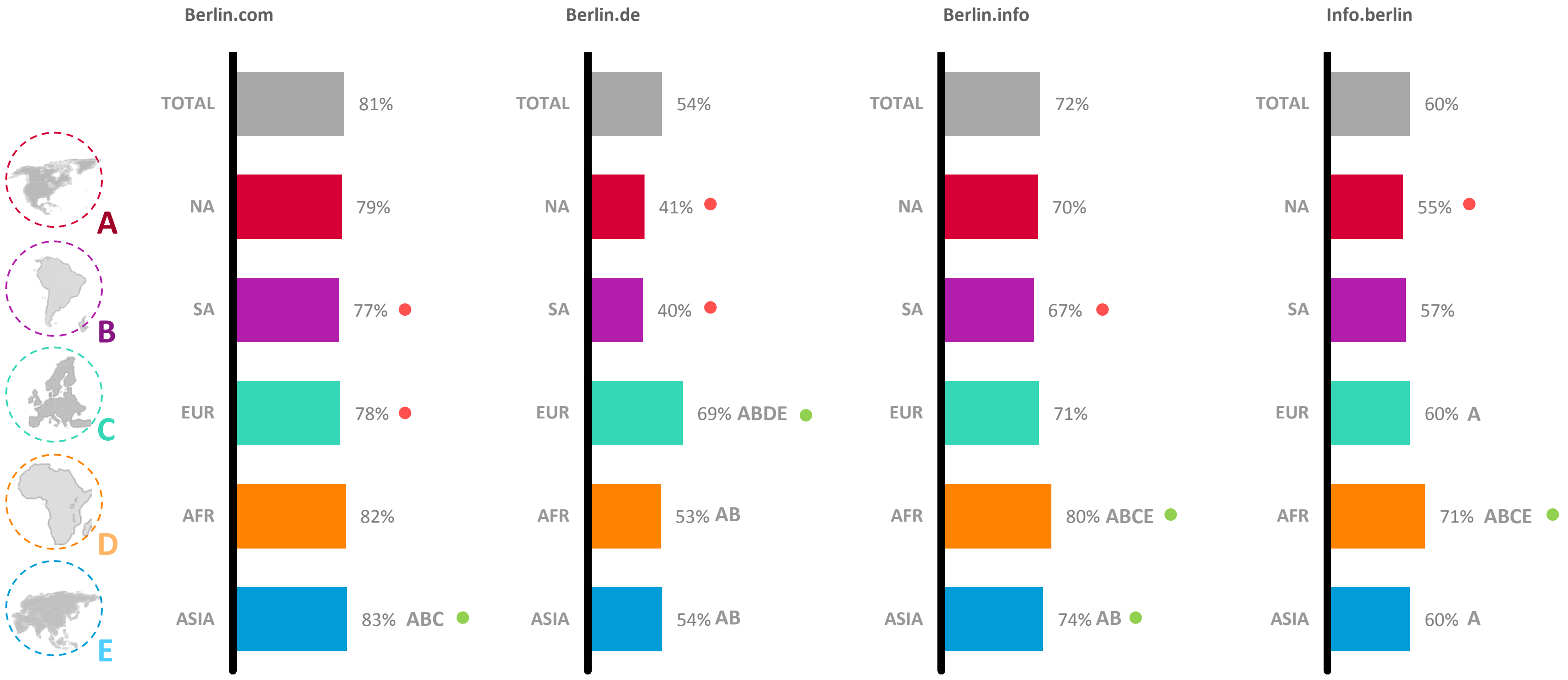


Letters indicate significantly higher than region. Region vs. Total Higher Lower

LIKELIHOOD TO VISIT WEBSITES – TRAVEL TO BERLIN

Consumers who would want to look for information on Berlin, Germany, would also be more inclined to visit the .com version of the website – followed by the .info version of the site. The ccTLD is more like to be visited from within Europe.

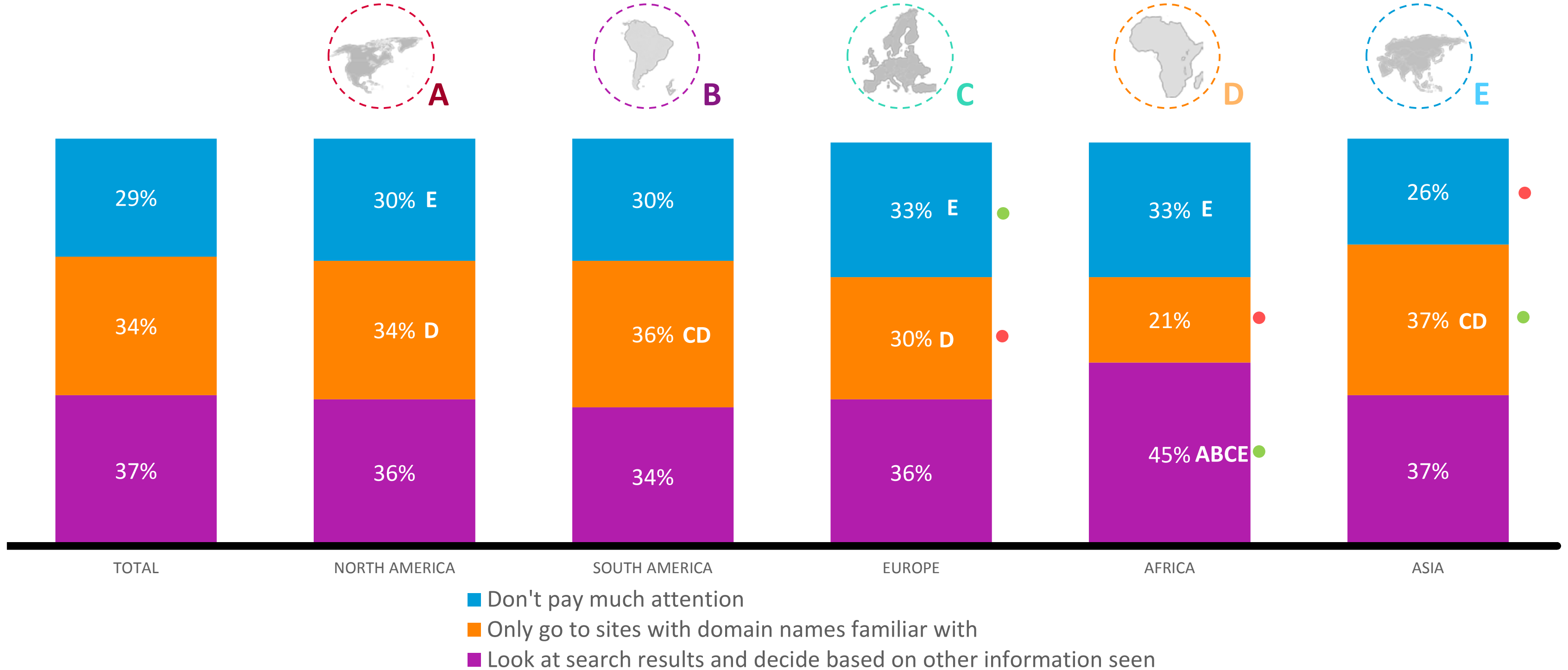
Top 2 Box (Very/Somewhat likely to visit sites)



Letters indicate significantly higher than region. Region vs. Total Higher Lower

ATTENTION PAID TO DOMAIN EXTENSION

Results are mixed as to how much attention consumers would pay to a domain extension. Overall, around two-thirds do not restrict themselves to familiar domains. Search results can have a sizeable impact.



Letters indicate significantly higher than region.   Region vs. Total   Higher   Lower

NEW gTLD TRUSTWORTHINESS

Trust perceptions of the new gTLDs are divided, with about half of consumers reporting high levels of trust in most of the new gTLDs. In all regions, .news is seen as the most trustworthy.

The majority of the new geographically targeted gTLDs, particularly those in Africa, are seen as trustworthy by about half of consumers as well.

50% or more rated extension Very/Somewhat Trustworthy

NORTH AMERICA

General Extensions

.news
.photography
.email
.realtor

Geographically Targeted Extensions

.toronto

SOUTH AMERICA

General Extensions

.news
.email
.website
.online
.link ↓
.site

Geographically Targeted Extensions

.bogota

EUROPE

General Extensions

.news
.online
.email
.website
.photography ↑

Geographically Targeted Extensions

.berlin
.madrid
.istanbul
.london
.warszawa

AFRICA

General Extensions

.news
.online
.email
.link
.website
.photography ↑
.pics
.site
.space

Geographically Targeted Extensions

.capetown
.cairo
.abuja

ASIA

General Extensions

.news
.email
.online
.link
.website
.photography ↑
.site
.club ↓
.pics
.space

Geographically Targeted Extensions

.jakarta
.seoul
.hanoi
.delhi
.foshan
.mockba

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

WHAT MAKES UNFAMILIAR EXTENSIONS FEEL TRUSTWORTHY

Relevant or appealing extensions help make consumers feel more trust with an unfamiliar domain name extension.

NET categories are the roll-up of related sub-categories. Key subcategories are show for each NET

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Extension appeal (Net)	17%	19% CD	18% C	13%	13%	18% CD
Information (NET)	11%	12% C	16% ACE	8%	14% CE	11% C
Content/Information provided	8%	8%	11% C	7%	11% C	8%
Reputation (NET)	11%	10%	13%	11%	10%	11%
Extension (NET)	11%	12% C	13% CE	8%	16% CE	10% C
Usage (NET)	11%	15% BCE	7%	6%	12% BC	11% BC

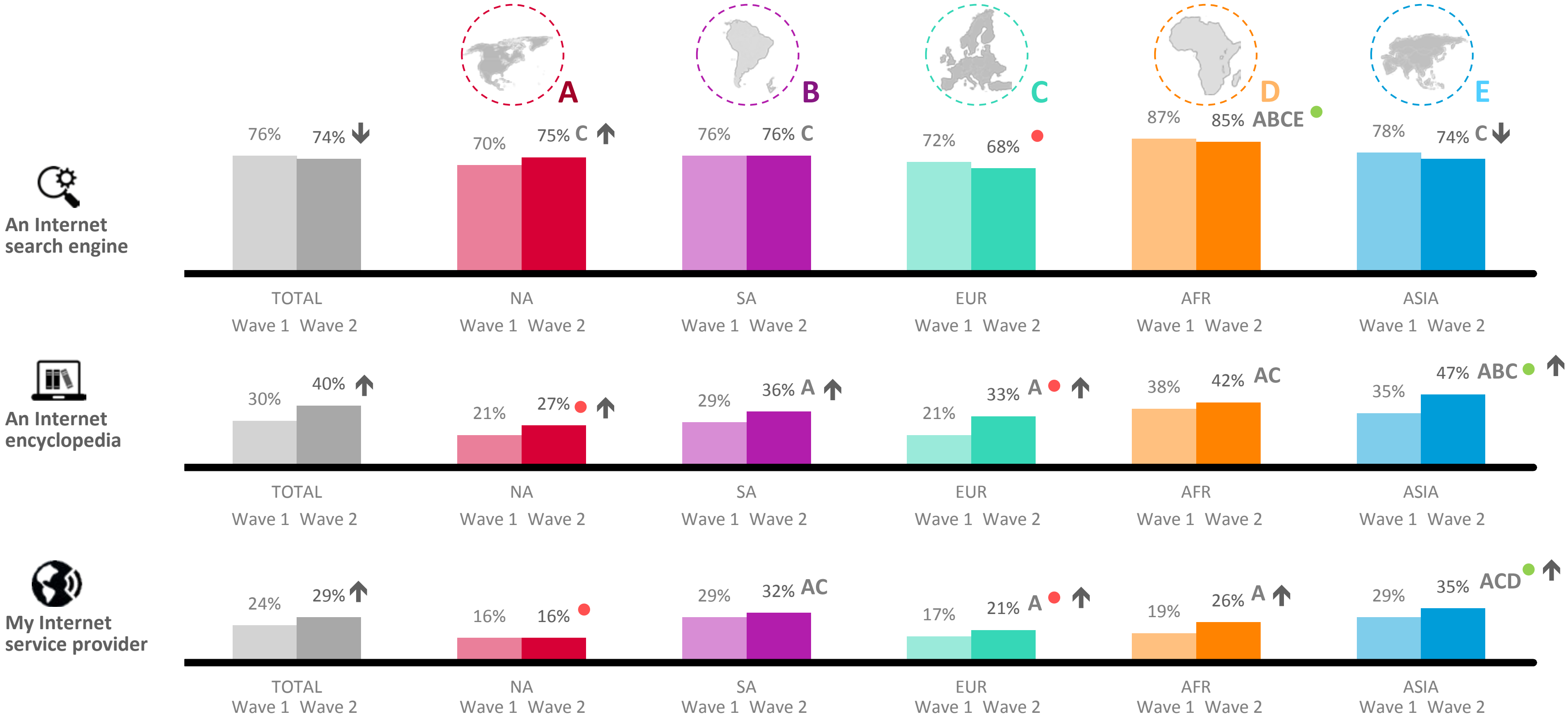
Mentions of 10% or greater shown.
Letters indicate significantly higher than region. Region vs. Total Higher Lower

WHAT MAKES AN UNFAMILIAR EXTENSION FEEL TRUSTWORTHY

Extension Appeal	Information	Reputation	Extension	Usage
Matching of the extension and the subject of the website. (AP)	The information at the start of the page. (LAC)	A good reputation from the site. (LAC)	The domain extension name is a bit trustworthy; more easily identified when the format is convenient. (AP)	Site usage, the people. (AP)
Popularity of this extension. (AP)	The information contained in the search engine description. (NA)	If I look it up on the Internet and it didn't have a bad reputation. (AP)	The English letters and numbers before the extension. (AP)	Volume of usage. (AP)
Suitability of the extension to the website objective. (Eur)	The provided content; a good content usually takes away my discomfort about the domain. (AP)	Its reputation, the images on the website, the number of visitors. (Eur)	The extension being composed of a abbreviation of the domain. (Eur)	User visits, likes, site quality, interesting products or services. (LAC)

PREFERRED SOURCES FOR MORE INFORMATION ON NEW gTLDs

Internet search remains the dominant method for online populations to locate information about new gTLDs, although Internet encyclopedias and ISPs gain ground this year, particularly in Asia.

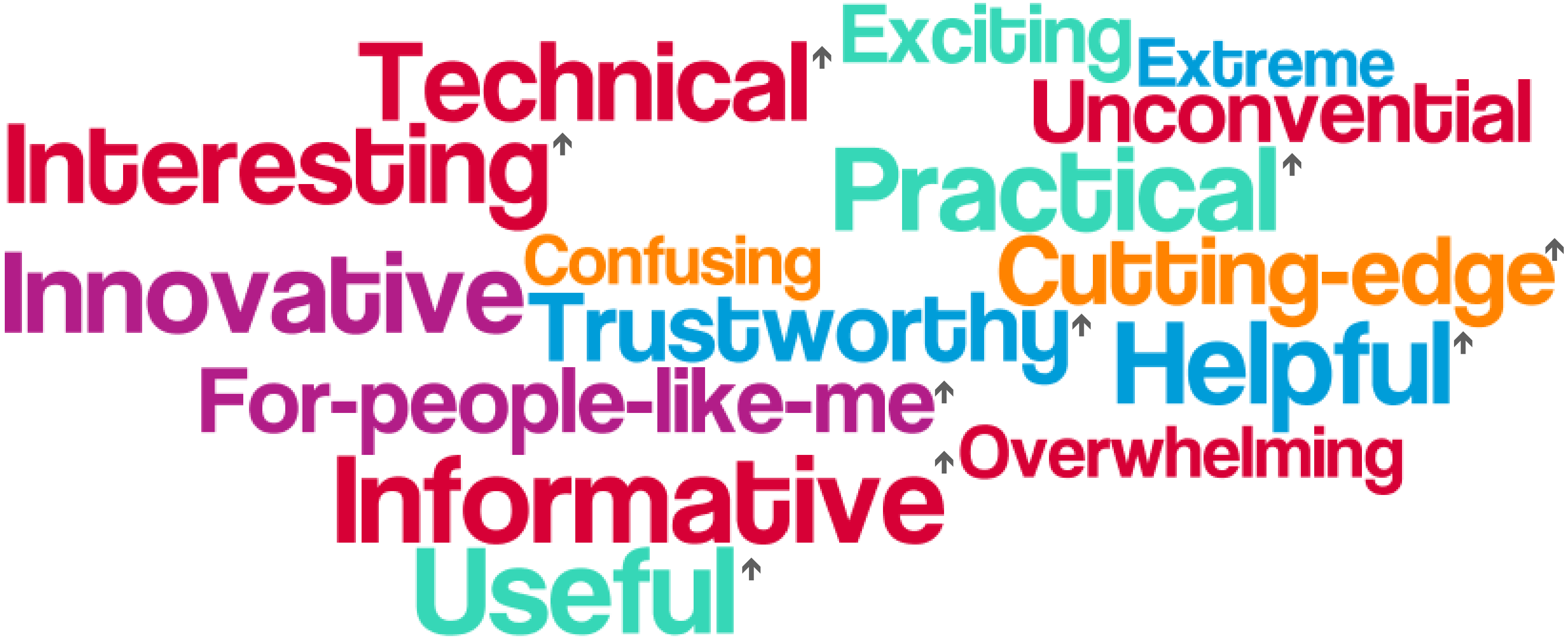


Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

IMAGE PERCEPTIONS OF NEW gTLDs

The majority of consumers see the new gTLDs as informative, useful, practical and helpful. Compared to 2015, use of these top descriptors has increased.

Negative descriptors – overwhelming, extreme and confusing – are much less likely than positive ones to be used as adjectives and 2016 results are stable to 2015.



Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

NEW gTLD RESTRICTIONS

Roughly half of consumers favor light purchase restrictions on the new gTLDs, but preference for strict purchase requirements is on the rise while there are fewer who feel there should be no restrictions. The geo-specific gTLDs (not shown) follow this pattern of roughly half the respondents showing preference for light restrictions.

Both LAC and North America are generally more prone to favor <u>strict</u> restrictions (with North America more likely to favor strict restrictions on sites like .realtor, .bank, .pharmacy and .builder).

Strict purchase restrictions should be required	TOTAL WAVE 1	TOTAL WAVE 2
.email	20%	29% ↑
.link	18%	22% ↑
.club	18%	23% ↑
.guru	18%	22% ↑
.photography	18%	22% ↑
.realtor	19%	27% ↑
.xyz	18%	21% ↑
.bank	NA	50%
.pharmacy	NA	42%
.builder	NA	28%

Some purchase restrictions should be required	TOTAL WAVE 1	TOTAL WAVE 2
.email	48%	46%
.link	49%	50%
.club	50%	53% ↑
.guru	48%	49%
.photography	50%	53% ↑
.realtor	49%	49%
.xyz	46%	44%
.bank	NA	36%
.pharmacy	NA	41%
.builder	NA	50%

No purchase restrictions should be required	TOTAL WAVE 1	TOTAL WAVE 2
.email	32%	24% ↓
.link	33%	28% ↓
.club	32%	25% ↓
.guru	34%	30% ↓
.photography	32%	24% ↓
.realtor	32%	24% ↓
.xyz	37%	35%
.bank	NA	14%
.pharmacy	NA	18%
.builder	NA	21%

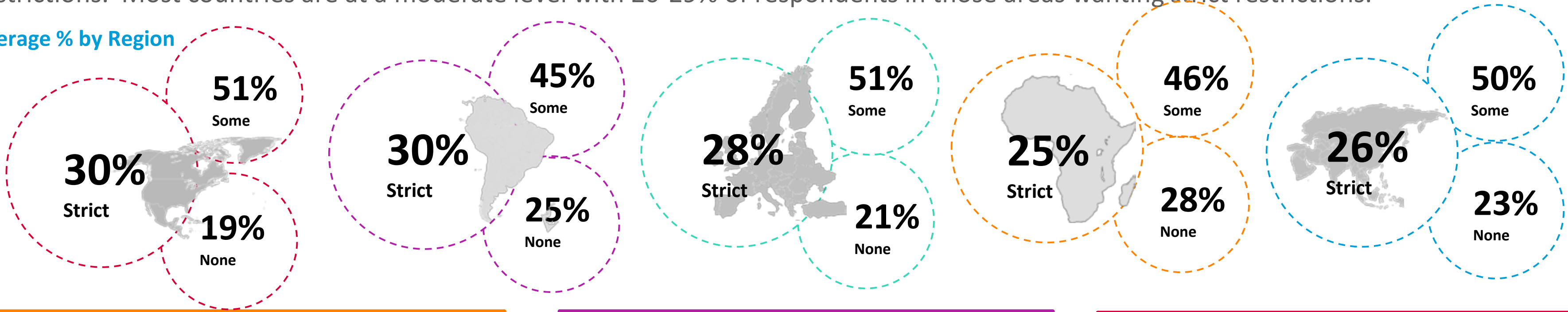
Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

NEW gTLD RESTRICTIONS

Roughly one quarter of consumers favor strict purchase restrictions on the geo specific new gTLDs and most favor at least some restrictions. Most countries are at a moderate level with 20-29% of respondents in those areas wanting strict restrictions.

Average % by Region



HIGH	MODERATE	LOW
• .toronto (Canada) • .instanbul (Turkey) • .paris (France) • .capetown (South Africa) • .manilla (Philippines) • .seoul (Korea) • .delhi (India) • .bogota (Colombia) • .rio (Brazil)	• .nyc (United States) • .guadalajara (Mexico) • .madrid (Spain) • .warszawa (Poland) • .berlin (Germany) • .london (UK) • .abuja (Nigeria) • .cairo (Egypt) • .Hanoi (Vietnam) • .jakarta (Indonesia) • .foshan (China) • .tokyo (Japan) • .mockba (Russia) • .xn-55qx5d (Company)(China) • .Cordoba (Argentina)	• .ovh (Germany) • .roma (Italy) • .wang (China) • .xn-ses554g (Network Address) (China)

30% or more say Strict restrictions required

20%-29% say Strict restrictions required

Less than 20% say Strict restrictions required

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

TRUST AND EXPERIENCE WITH THE DOMAIN NAME SYSTEM

KEY TAKEAWAYS – DOMAIN NAME SYSTEM

This section explores findings related to perceptions of the domain name system compared to other technology-based industries.

1 Overall, trust levels have improved since 2015

The global total has improved against all of the 5 reference industries, wave over wave, by an average of just over 4 percentage points. Ratings from Africa and South America are the most stable, only showing improvement against ISPs.

2 Trust in the domain name system is highest relative to ISPs

The relative levels of trust compared to other industries is very similar to last wave. Nearly 50% trust the domain name system more than ISPs, while e-Commerce and web-based marketing companies are closer to the domain name industry's trust levels, with one in three respondents trusting the domain name system more.

3 Trust in restriction enforcement relatively strong

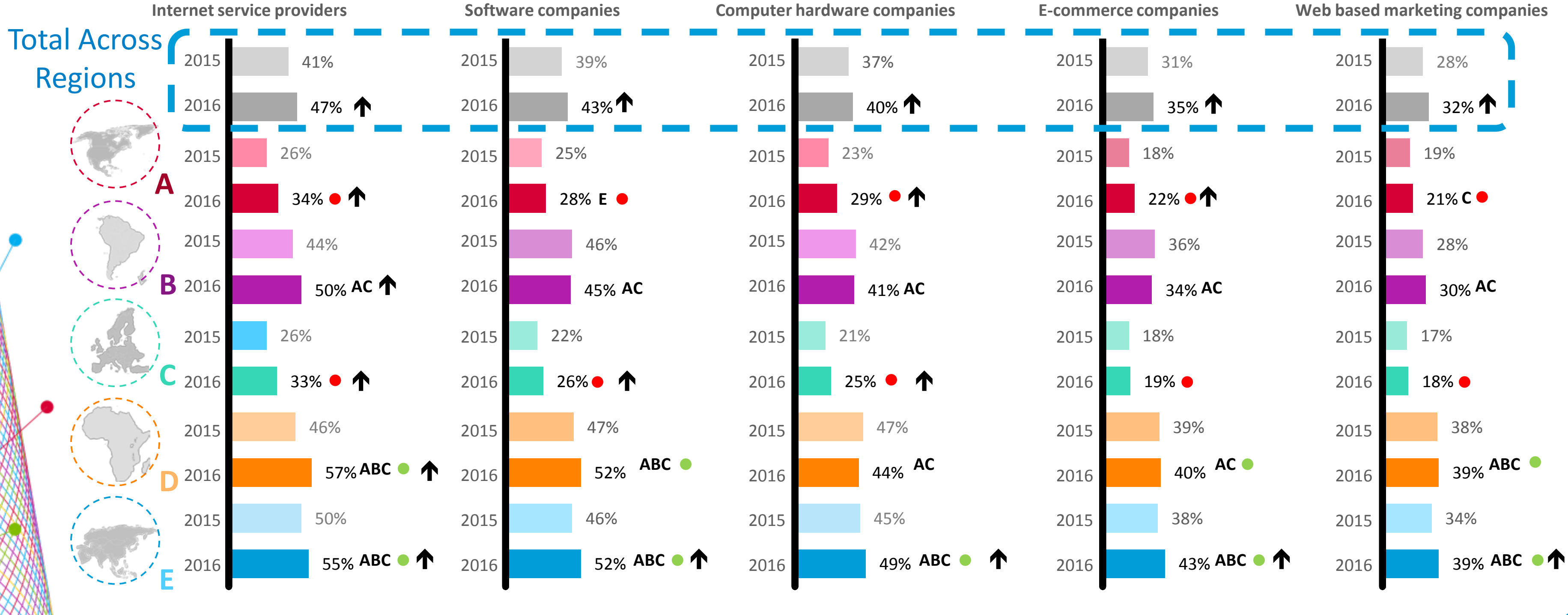
Globally, 70% feel either high to moderate levels of trust that restrictions will actually be enforced.

TRUST IN THE DOMAIN NAME INDUSTRY VS. OTHER INDUSTRIES

Overall, trust among consumers for the Domain Name industry is improved vs. 2015.

Africa and Asia, more so than the other regions, say they trust the domain name industry.

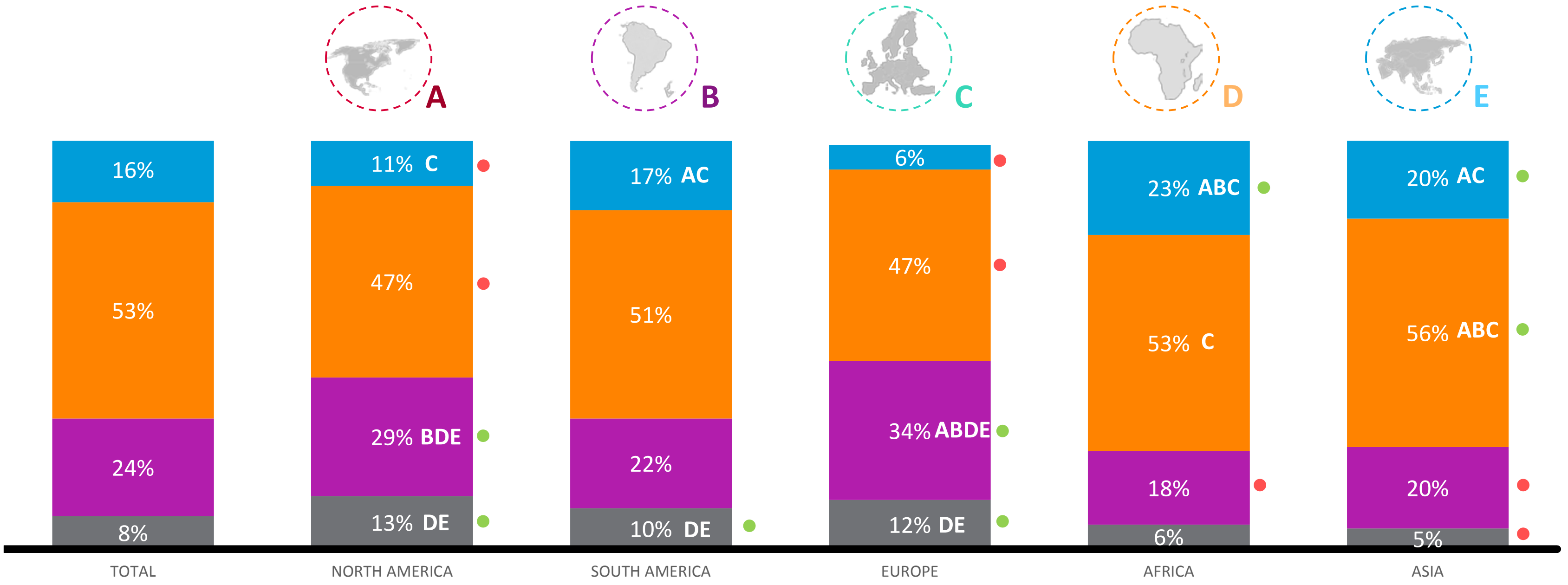
Top 2 Box (Trust **Domain Name Industry** much more/somewhat more)



Letters indicate significantly higher than region. Region vs. Total Higher Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

TRUST THAT RESTRICTIONS WILL BE ENFORCED

7 in 10 consumers feel high to moderate levels of trust that the restrictions will actually be enforced, although this is somewhat tempered in Europe and North America.



Letters indicate significantly higher than region. Region vs. Total Higher Lower

WHY TRUST DOMAIN NAME INDUSTRY MORE THAN OTHERS

Reputation is the number one reason why consumers trust the domain name industry more than other industries.

NET categories are the roll-up of related sub-categories. Key subcategories are show for each NET

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Reputation (NET)	38%	40% E	46% E 🟢	42% E 🟢	41%	35% 🔴
Knowledgeable/Area of expertise/It's their business	11%	13% E	14% E 🟢	15% E 🟢	13% E	8% 🔴
Extension appeal (NET)	16%	11% 🔴	11% 🔴	13% 🔴	10% 🔴	20% ABCD 🟢
Usage (NET)	12%	10%	12% C	8% 🔴	12% C	13% C 🟢

Mentions of 10% or greater shown.

Letters indicate significantly higher than region.   Region vs. Total 🟢 Higher 🔴 Lower

WHY TRUST DOMAIN NAME INDUSTRY MORE THAN OTHERS

Reputation	Extension Appeal	Usage
Because normally they are big companies, so their reputation and ethics are injured if they do something bad. They also have a bigger team to resolve problems. (Eur)	This extension is highly famous. (AP)	Because they come from trusted domain usage. (AP)
Because they care about their reputation. (Africa)	Because there is a correlation between the extension and the information they provide. (AP)	Easy to use. (AP)
It is their business so they protect their name and reputation. (AP)	Because they have to be responsible for the extensions they supply. (LAC)	For their seriousness and the quantity of users that use the domain names sector. (LAC)

WHY TRUST DOMAIN NAME INDUSTRY LESS THAN OTHERS

Reputation (including factors pertaining to transparency or honesty) along with usage and unfamiliarity are the top reasons cited for why consumers trust the domain industry less than other technology based industries.

NET categories are the roll-up of related sub-categories. Key subcategories are show for each NET

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Reputation (NET)	39%	40%	42%	38%	48% CE ●	37%
Untrustworthy/Less transparent/honest	8%	8%	8%	10%	6%	7%
Not legitimate/genuine	3%	3%	2%	2%	10% ABCE ●	3%
Usage (NET)	16%	18% C	16%	13%	16%	17%
Not familiar/Have not used	9%	12% BC ●	7%	7%	8%	10%
Domain Appeal (NET)	13%	13%	13%	8% ●	9%	16% CD ●
Safety/Security (NET)	11%	17% CE ●	16% CE ●	9%	13% E	7% ●
Not regulated/No background checks	5%	11% BCE ●	5%	4%	6%	3% ●

Mentions of 10% or greater shown.

Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower

WHY TRUST DOMAIN NAME INDUSTRY LESS THAN OTHERS

Reputation	Usage	Domain Appeal	Safety/Security
Because I have never used it, and the reputation is not good. (AP)	It's that I find it unfamiliar and they don't cause confidence. (LAC)	Domains were created only to attract. (AP)	Anyone can misuse an Internet extension or name while the Internet provider, to a certain extent, is concerned for the user's safety, providing security suites. (LAC)
Because the mentioned companies at times have themselves a questionable reputation. (Eur)	The use is not very standardized. (AP)	Domain names need to have credibility on the market. (LAC)	The extent to which attention is paid to security, in relation to personal information. (AP)
I think the reputation of the domain name industry is worse now. (AP)	Use of data is not specified. (Eur)	Being able to get an advisor in house as needed is more appealing than doing everything virtually. (Eur)	It tends to play tricks and there is less security in that environment. (Eur)

REACHING THE INTENDED WEBSITE

KEY TAKEAWAYS – REACHING WEBSITES

This section focuses on general Internet behaviors, such as device usage, preference for accessing websites, and experience with URL shorteners and QR codes.

1 Navigation has not changed appreciably

For general navigation, we see an expected, gradual trend toward mobile devices, especially outside of NA and Europe. Beyond this, the dominant method for locating a web resource remains the search engine—little has changed here. Use of QR codes is up slightly, but frequency of use is still low.

2 But there are different pathways depending on the situation

It is when we look at specific activities on the web vs general information seeking that we see differences in behaviors. Apps, for example, are seen as the safest when people are looking to access personal information and often easier as well. Bookmarked sites are seen to be the faster way to get there for any purpose—information, shopping, etc.

3 Navigation shows some regional differences

The perceived value of apps is consistently seen to be higher in Africa than other regions. North Americans are most likely to feel that safety is found by typing the name into the browser. Europe is more likely to default to search engines or be unsure which method is safest, fastest or easiest.

URL shortening is an Internet technique in which a URL may be made substantially shorter in length and still direct to the required page.

A **QR code** consists of black dots arranged in a square grid on a white background, which can be read by an imaging device (such as a camera). Reading the QR code with your Smartphone takes you to a website or ad for more information.

DEVICES USED FOR INTERNET ACCESS

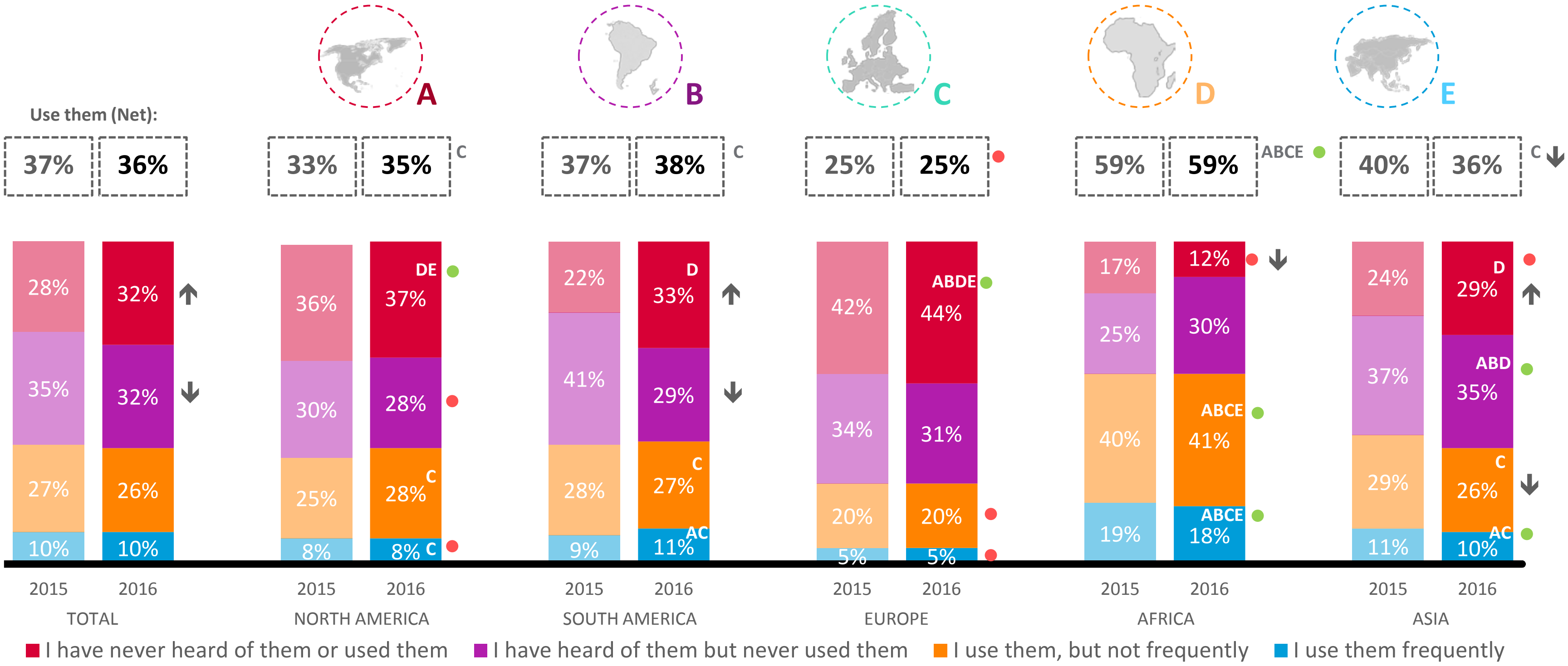
Roughly 7 in 10 consumers use laptops, desktops and smartphones to access the Internet, with smartphone (as well as tablet) usage increasing over the last year.
Smartphone use is less prevalent in North America and Europe compared to their regional counterparts.

DEVICES USED	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Laptop computer	74%	75%	72%	74%	72%	76%	74%	72%	80%	84% ABCE	73%	75%
Desktop computer	72%	70% ↓	64%	65%	79%	74% ACD	65%	63%	70%	61% ↓	75%	74% ACD
Smartphone	69%	73% ↑	58%	67% C ↑	72%	78% AC ↑	62%	61%	77%	82% ACE	73%	77% AC ↑
Tablet	44%	46% ↑	47%	50% BC	43%	42%	40%	43%	42%	47%	44%	46%
Other	1%	1%	1%	2% BE	1%	<1%	1%	1%	1%	1%	1%	1%

Letters indicate significantly higher than region. Region vs. Total Higher Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

URL SHORTENER USAGE

Usage of URL shorteners is consistent with last year and low overall, at least in part due to lack of awareness. Africa reports above average usage, with lower penetration in Europe, where respondents are more inclined to say they have never heard of them.



URL shortening is an Internet technique in which a URL may be made substantially shorter in length and still direct to the required page.

Letters indicate significantly higher than region.   Region vs. Total   Higher   Lower   Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

REASONS FOR USING/NOT USING URL SHORTENER

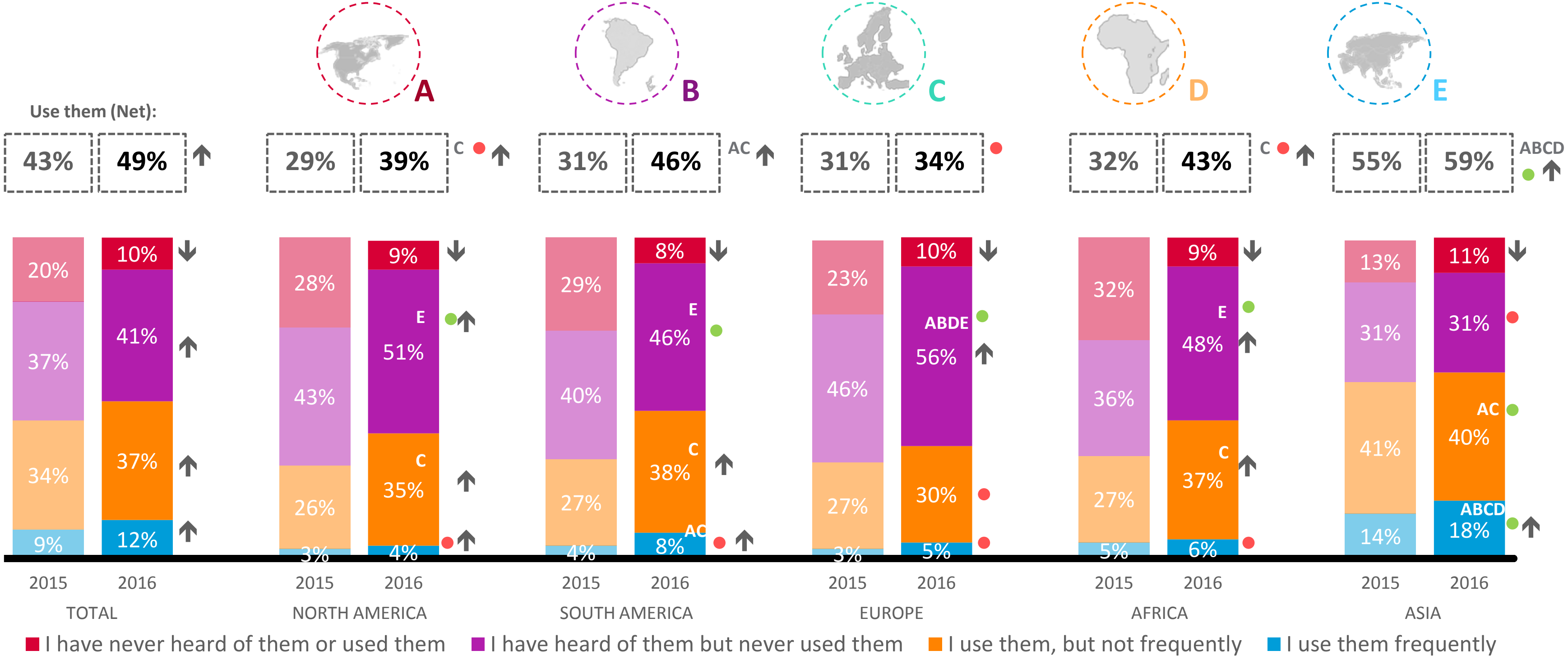
Convenience and time savings are key benefits to using URL shorteners, while lack of need is the main reason cited for non-use, followed by a lack of awareness and confusion.

	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Reasons for Using												
They are convenient	64%	64%	61%	54% 🔴	61%	51% 🔴	58%	63% AB	60%	57% 🔴	67%	70% ABCD 🟢 ↑
They save me time	57%	49%	56%	40% 🔴 ↓	44%	48%	54%	44% ↓	58%	46% ↓	59%	53% AC 🟢 ↓
It's the latest thing	21%	25% ↑	7%	14% 🔴 ↑	19%	22% A	8%	16% 🔴 ↑	18%	21% A	28%	31% ABCD 🟢
Other	5%	8% ↑	11%	19% BCDE 🟢 ↑	5%	7%	6%	8%	5%	11% E ↑	3%	5% 🔴 ↑
Reasons for Not Using												
Never needed to	43%	39% ↓	35%	34% 🔴	49%	35% ↓	46%	41% A ↓	46%	48% ABE 🟢	43%	40% A ↓
Never heard of them	35%	30% ↓	48%	39% BDE 🟢 ↓	32%	29% D	41%	35% DE 🟢 ↓	34%	18% 🔴 ↓	29%	26% D 🔴 ↓
Confused about website I'm going to	21%	30% ↑	14%	24% 🔴 ↑	16%	26% ↑	14%	24% 🔴 ↑	14%	31% ↑	29%	34% ABC 🟢 ↑
Don't trust them	8%	11% ↑	6%	13% C ↑	8%	9%	6%	9% 🔴 ↑	11% C	10%	9%	12% C ↑
Don't like them	7%	8% ↑	5%	7%	7%	8%	5%	8% ↑	4%	6%	8%	8%

Letters indicate significantly higher than region. Region vs. Total 🟢 Higher 🔴 Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

EXPERIENCE WITH QR CODES

While QR code usage is low, it appears to be on the rise, with all regions increasing this year versus last except Europe. Consumers in Asia, particularly China, Vietnam, Japan and South Korea, are far more prone to the practice than the remaining regions.



A **QR code** consists of black dots arranged in a square grid on a white background, which can be read by an imaging device (such as a camera). Reading the QR code with your Smartphone takes you to a website or ad for more information.

Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

REASONS FOR USING/NOT USING QR CODES

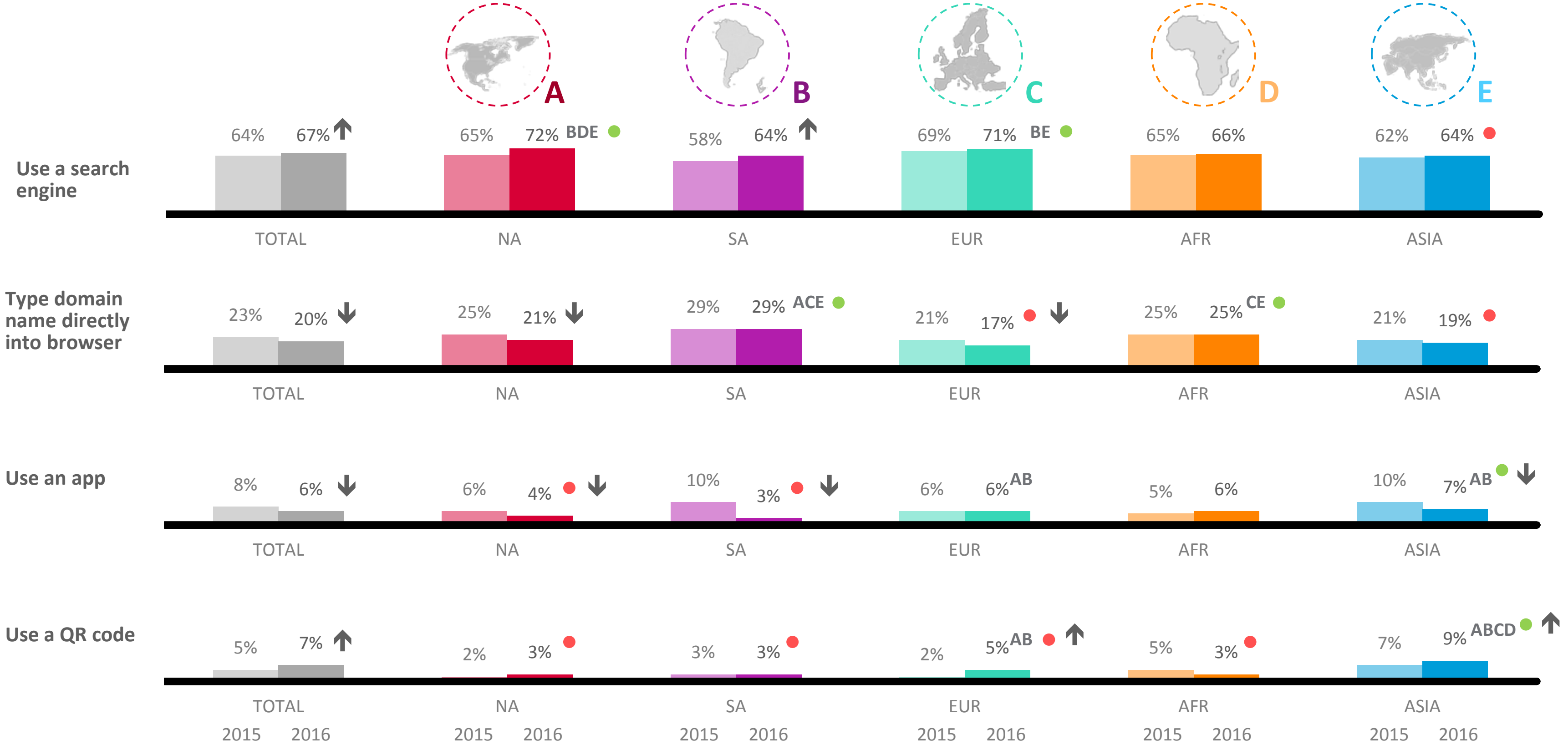
Similar to last year using QR codes is seen as a convenient time saver, but about a third of consumers are drawn to the novelty. Those that have not used QR codes see no need to do so.

	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Reasons for Using												
They are convenient	67%	68%	56%	52%	60%	46%	60%	66% ABD	62%	51%	71%	73% ABCD
They save me time	51%	53%	43%	46%	49%	52%	50%	48%	55%	63% ABC	52%	55% AC
It's the latest thing	35%	33%	27%	19%	27%	37% AC	21%	20%	34%	36% AC	39%	37% AC
Other	4%	5%	10%	12% CDE	3%	8% E	7%	5%	4%	6%	2%	3%
Reasons for Not Using												
Never needed to	57%	66%	54%	65%	53%	72% E	63%	68% E	51%	69%	58%	62%
Never heard of them	26%	12%	31%	10%	35%	11%	21%	9%	36%	13% C	23%	14% AC
Don't like them	11%	13%	8%	11%	9%	8%	13%	15% ABD	5%	9%	14%	15% ABD
Don't trust them	10%	12%	6%	11% BD	7%	6%	9%	11% BD	10%	6%	14%	15% ABCD
Other	5%	7%	10%	10% CE	3%	8%	6%	6%	5%	8%	3%	6%

Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

PREFERRED WAY OF FINDING WEBSITES

Overall, the preferred way to find a website was and remains using a search engine. Few consumers prefer to use an app or QR code. Typing directly into the browser shows small but significant declines in three of five regions.



Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

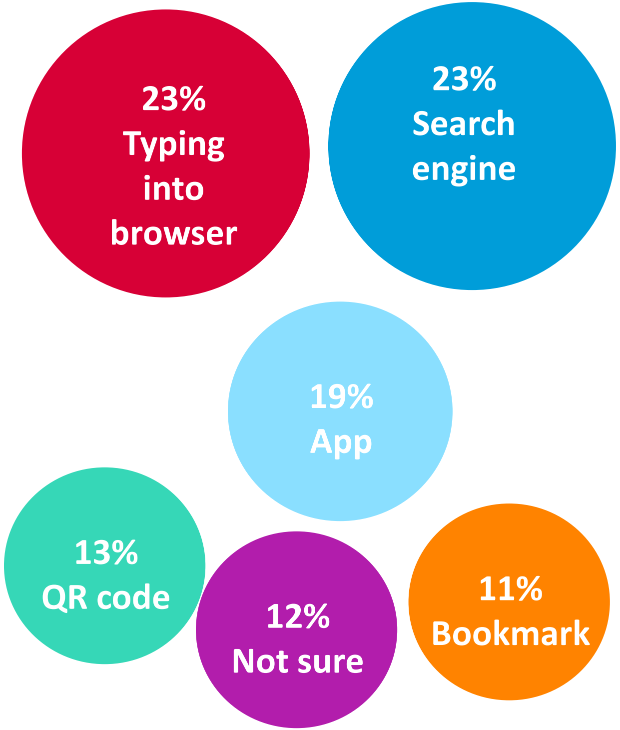
SAFEST WEBSITE ACCESS

Consumers feel the **safest** way to navigate to a website is either typing into a browser or using a search engine.
At the regional level, North America and South America are more likely to type into browser while Africa and Asia are more likely to use an app or QR code.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Typing domain name into a browser	27% DE	22%	24%	21%	22%
Finding via an Internet search engine	23%	19%	26% B	22%	23% B
Using an app	18% C	21% C	13%	24% AC	20% C
Accessing via a QR code	8%	16% AC	9%	15% AC	14% AC
Accessing via a bookmark	9%	10%	11%	10%	12%
Not sure	15% DE	12% DE	17% BDE	8%	9%

Letters indicate significantly higher than region. Region vs. Total Higher Lower

SAFEST ACCESS - TOTAL

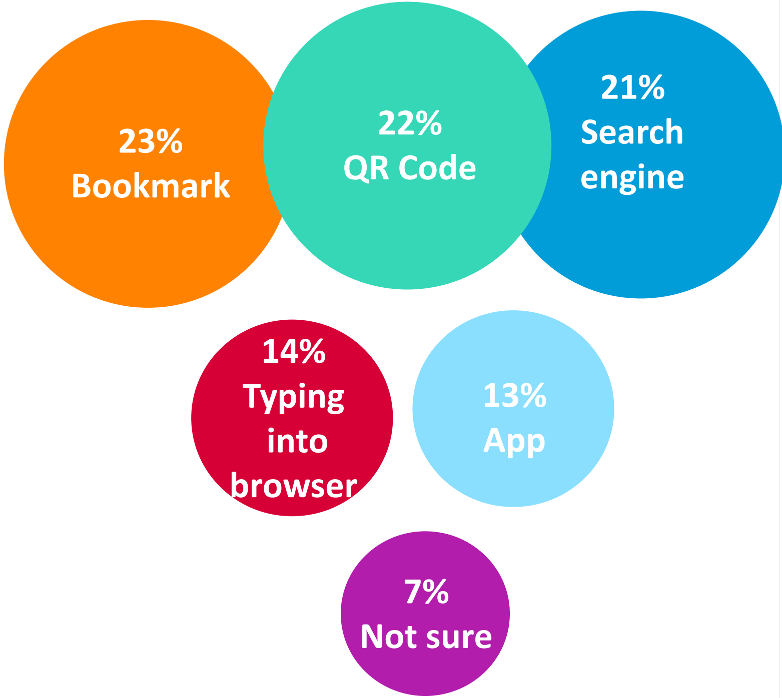


FASTEST WEBSITE ACCESS

But the **fastest** way to navigate to a website is via a bookmark, QR code, or search engine.
At the regional level, Asia is more likely to feel QR codes are the fastest way to navigate.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Accessing via a bookmark	24% CD	24% CD	20%	18%	24% CD
Accessing via a QR code	17%	15%	18%	19%	26% ABCD
Finding via an Internet search engine	20%	25% AE	22%	26% AE	19%
Typing domain name into a browser	15%	18% CE	12%	14%	14%
Using an app	14%	12%	15% E	18% BE	12%
Not sure	10% BDE	6%	13% BDE	4%	5%

FASTEST ACCESS - TOTAL



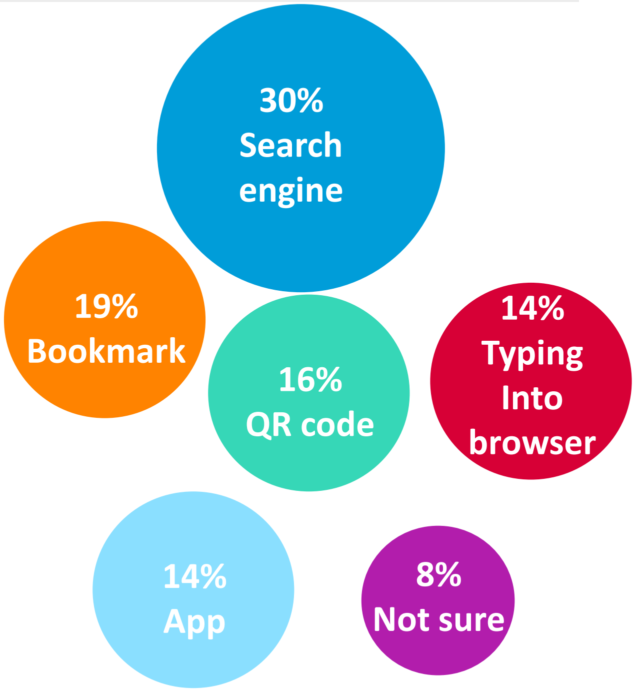
Letters indicate significantly higher than region. Region vs. Total Higher Lower

EASIEST WEBSITE ACCESS

And the **easiest** way to access a website is, by far, via search engine.
At the regional level, Asia more likely to feel QR codes are also the easiest way to navigate.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Finding via an Internet search engine	28%	31%	32%	30%	29%
Accessing via a bookmark	19% C	17%	15% 🔴	18%	21% BC 🟢
Accessing via a QR code	13% 🔴	12% 🔴	13% 🔴	12% 🔴	18% ABCD 🟢
Typing domain name into a browser	10% 🔴	18% ACE 🟢	12%	18% AC 🟢	14% A
Using an app	16% E 🟢	15% E	14%	18% E 🟢	12% 🔴
Not sure	12% BDE 🟢	7%	14% BDE 🟢	4% 🔴	6% 🔴

EASIEST ACCESS - TOTAL



Letters indicate significantly higher than region. Region vs. Total 🟢 Higher 🔴 Lower

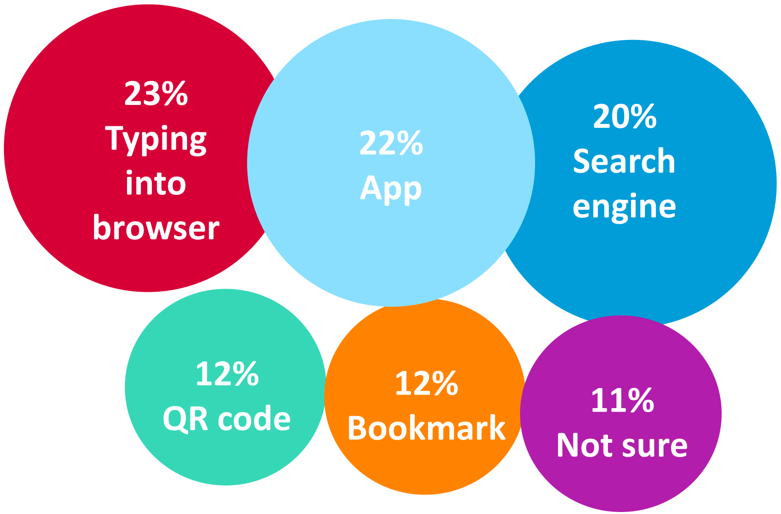
SAFEST WEBSITE ACCESS WHEN BUYING OVER THE INTERNET

When considering buying things over the Internet, consumers feel the **safest** ways to access are via typing into browser, using an app, or using a search engine. Compared to general way to access a website, using an app rises into top tier of safest ways when the online activity is purchasing something.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Typing domain name into a browser	29% BCDE	21%	25% E	21%	21%
Using an app	19%	26% AC	17%	29% ACE	23% AC
Finding via an Internet search engine	18%	18%	22% AD	16%	20%
Accessing via a QR code	7%	14% AC	7%	15% AC	14% AC
Accessing via a bookmark	11%	11%	12%	10%	13%
Not sure	16% BDE	10%	17% BDE	9%	9%

Letters indicate significantly higher than region. Region vs. Total Higher Lower

SAFEST ACCESS - TOTAL

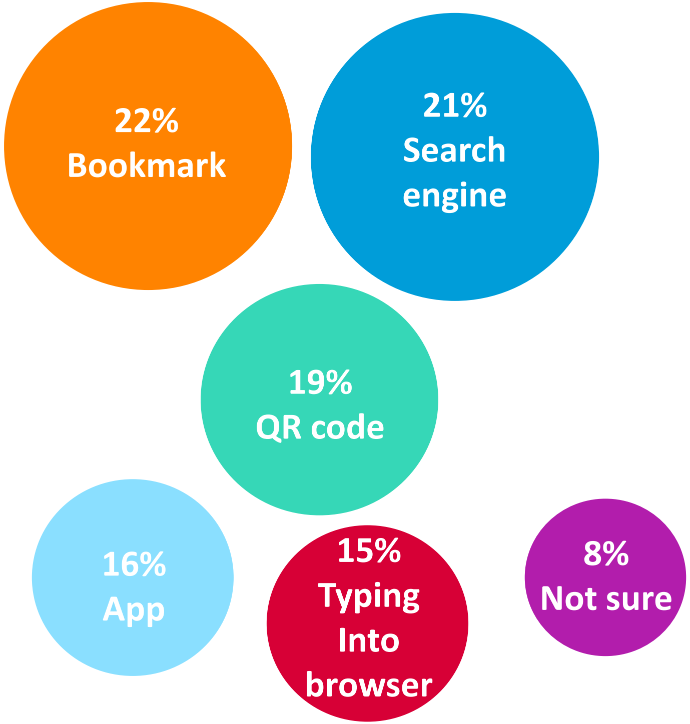


FASTEST WEBSITE ACCESS WHEN BUYING OVER THE INTERNET

The **fastest** way to access a website when **buying over the Internet** is via a bookmark or search engine, followed by QR codes.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Accessing via a bookmark	23% D	23% D	21%	16%	22% D
Finding via an Internet search engine	19%	23%	21%	26% ACE	21%
Accessing via a QR code	12%	12%	16% AB	15%	23% ABCD
Using an app	16%	15%	16%	20% E	15%
Typing domain name into a browser	17%	19% CE	14%	17%	14%
Not sure	12% BDE	7% E	13% BDE	6%	5%

FASTEST ACCESS - TOTAL



Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower

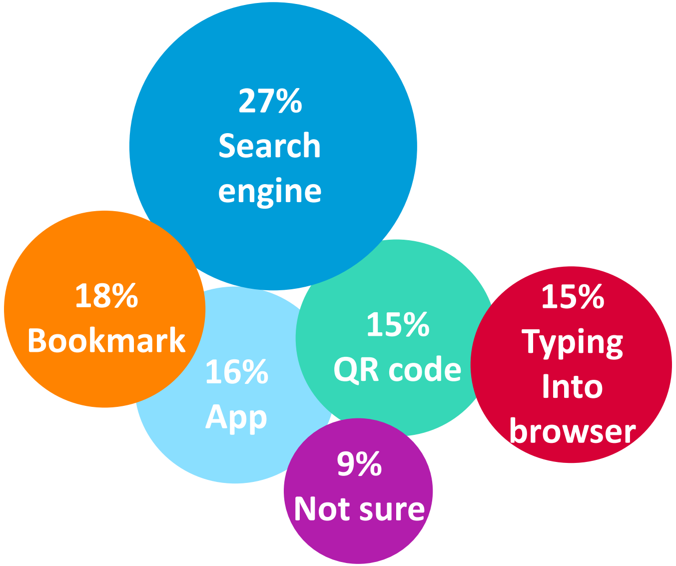
EASIEST WEBSITE ACCESS WHEN BUYING OVER THE INTERNET

As was the case with general access to a website, the **easiest** way to access a website **when buying** over the Internet is, again, via a search engine.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Finding via an Internet search engine	24%	31% A	29% A	28%	27%
Accessing via a bookmark	20% C	18% C	13%	16%	19% C
Using an app	17%	13%	14%	24% ABCE	15%
Accessing via a QR code	11%	10%	12%	11%	18% ABCD
Typing domain name into a browser	13%	18% AE	15%	14%	15%
Not sure	15% BDE	20% E	16% BDE	6%	6%

Letters indicate significantly higher than region. Region vs. Total Higher Lower

EASIEST ACCESS - TOTAL



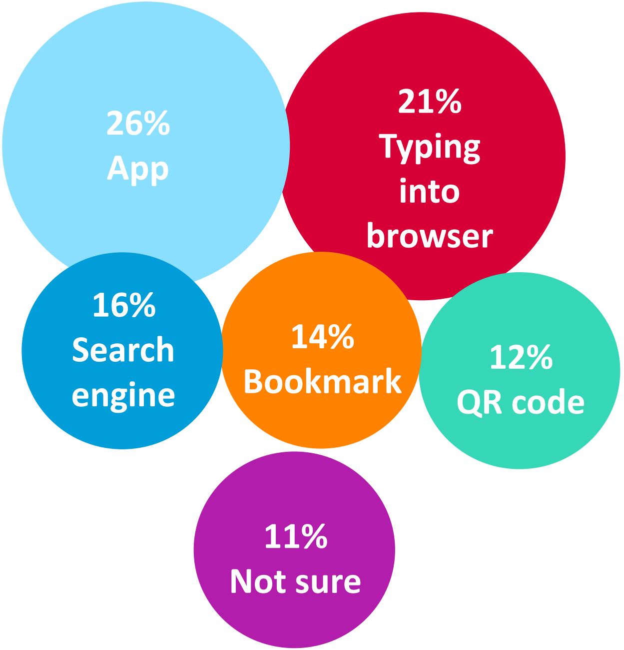
SAFEST WEBSITE ACCESS WHEN ACCESSING PERSONAL INFO

When accessing personal info, consumers feel the **safest** way is via an app, followed by typing into browser. Compared to ways to access a website when buying (or even accessing in general), using an app is more likely to be seen as the safest way when accessing personal info.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Using an app	26% C	29% C	21% 🔴	35% ACE 🟢	25% C
Typing domain name into a browser	24% E 🟢	24% E	22% E	23%	19% 🔴
Finding via an Internet search engine	11% 🔴	11% 🔴	19% ABD 🟢	13%	18% ABD 🟢
Accessing via a bookmark	16% D 🟢	13%	13%	10% 🔴	14% D
Accessing via a QR code	7% 🔴	13% AC	9% 🔴	13% AC	14% AC 🟢
Not sure	16% BDE 🟢	10% D	16% BDE 🟢	6% 🔴	9% 🔴

Letters indicate significantly higher than region. Region vs. Total 🟢 Higher 🔴 Lower

SAFEST ACCESS - TOTAL



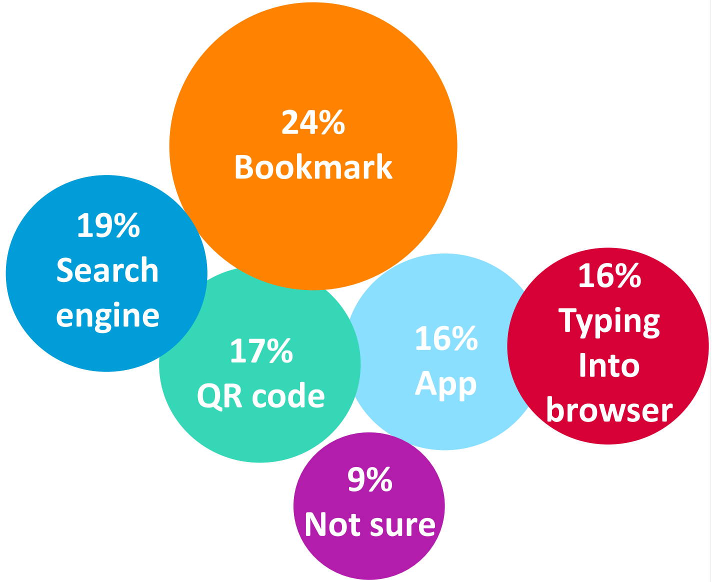
FASTEST WEBSITE ACCESS WHEN ACCESSING PERSONAL INFO

When accessing personal info, consumers feel the **fastest** way to access is via a bookmark.
Compared to general way to access a website or accessing a website when buying – search engine and QR code drop a bit as the fastest ways when accessing personal info.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Accessing via a bookmark	27% CE	23%	22%	23%	23%
Finding via an Internet search engine	17%	20%	20%	21%	18%
Accessing via a QR code	10%	13%	14% A	12%	22% ABCD
Using an app	17%	16%	16%	21% CE	15%
Typing domain name into a browser	14%	20% ACE	15%	17%	15%
Not sure	14% BDE	8%	14% BDE	6%	6%

Letters indicate significantly higher than region. Region vs. Total Higher Lower

FASTEST ACCESS - TOTAL



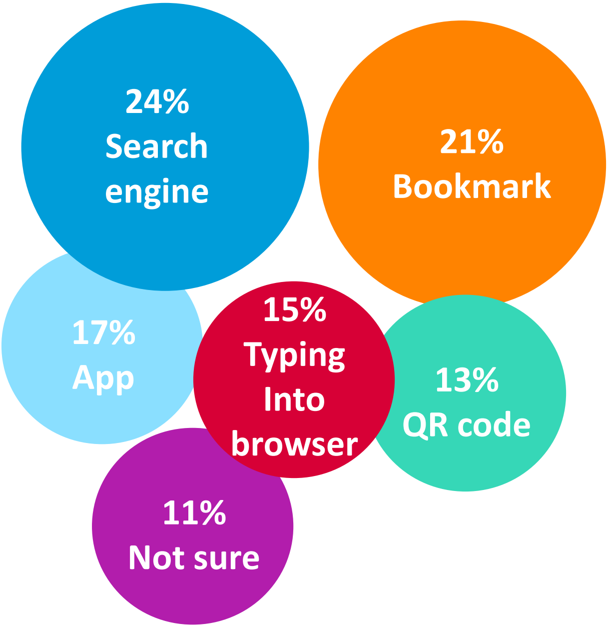
EASIEST WEBSITE ACCESS WHEN ACCESSING PERSONAL INFO

When accessing personal info, consumers feel the **easiest** way to access a website is either by search engine or by bookmark. Bookmark plays a bigger role in ease when it comes to personal info (although this is tempered a bit in Europe).

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Finding via an Internet search engine	19%	27% A	26% A	23%	24% A
Accessing via a bookmark	23%	21%	19%	20%	22% C
Using an app	19% CE	16%	15%	23% BCE	15%
Typing domain name into a browser	14%	16%	15%	19% AE	14%
Accessing via a QR code	9%	8%	10%	9%	16% ABCD
Not sure	16% BDE	12% DE	15% DE	6%	8%

Letters indicate significantly higher than region. Region vs. Total Higher Lower

EASIEST ACCESS - TOTAL



ABUSIVE INTERNET BEHAVIOR AND CYBER CRIME

KEY TAKEAWAYS – INTERNET ABUSE & CYBER CRIME

This section focuses on awareness, experience with, and perceptions with regard to protection against abusive Internet behavior.

1 Reported fear levels seem relatively stable

While question wording was altered to focus on familiarity rather than just awareness of abuses, preventing direct trending, the results for measures like personal impact and fear are very similar to what was seen in the last wave, showing no strong increase nor decline.

2 Social media is the biggest perceived risk

Respondents are generally somewhat or very comfortable doing a wide range of tasks and providing various types of information online. They are most likely to be nervous about providing personal information over social media—one in three globally express strong discomfort. About one in four worry about banking on online medical information. Respondents in Africa are especially concerned about social media (nearly half) but less worried about online banking and health.

3 However, consumers are less comfortable providing personal information to a site using a new gTLD

Compared to .com or their ccTLD, comfort levels are much lower for the new gTLDs. Acceptance is lowest in Europe and the US, highest in Asia.

4 Bad behavior is still viewed as the law's responsibility

When asked who they would report an improperly run site to, responses center on various types of government regulatory bodies or law enforcement agencies, similar to last wave.

5 Taking steps to protect oneself online shows little change

In fact, for phishing, there is an actual decrease in preventative measures. And we see no strong trend to support that users are stopping Internet commerce or otherwise modifying their online behavior.

6 Anti Virus (AV) software is still expected to do more than it probably can

While we see decreases in the purchase (not necessarily use) of AV software to protect against some abuses, it is still the dominant response.

COMFORT WITH ONLINE BEHAVIORS

Consumers are most comfortable with searching for info or shopping online. Interestingly, consumers are least comfortable with using social media to talk about activities/family. Personal safety may be playing a role in consumers' reservations.

Searching for information	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Very comfortable	55%	66% CE	70% CE	49%	66% CE	50%
Somewhat comfortable	36%	29% B	18%	39% ABD	27% B	42% ABD
Not at all/not very comfortable	8%	4%	12% ADE	12% ADE	7%	8% A
Shopping online						
Very comfortable	40%	39% C	39%	34%	36%	43% ABCD
Somewhat comfortable	45%	46% B	40%	49% BE	47% B	43%
Not at all/not very comfortable	15%	15%	22% ACE	17% E	17%	13%
Banking online						
Very comfortable	36%	39% C	37%	33%	40% C	36%
Somewhat comfortable	40%	38% B	28%	39% B	39% B	43% AB
Not at all/not very comfortable	24%	23%	35% ACDE	27% DE	22%	21%
Accessing medical info						
Very comfortable	28%	29% C	35% ACE	23%	37% ACE	27% C
Somewhat comfortable	47%	43% B	34%	45% B	44% B	52% ABCD
Not at all/not very comfortable	25%	28% DE	31% DE	32% DE	19%	21%
Using social media to talk about activities/family						
Very comfortable	26%	31% CDE	36% CDE	22%	24%	25%
Somewhat comfortable	37%	33% B	27%	39% ABD	31%	40% ABD
Not at all/not very comfortable	37%	36%	37%	39%	45% ABCE	35%

Letters indicate significantly higher than region. Region vs. Total

HOW COMFORTABLE WITH DOING ACTIVITIES ON WEBSITE

Consumers are most comfortable providing personal info to either country-specific gTLDs or .com websites. For the new gTLDs, consumers tended to say 'not very comfortable' (versus not at all comfortable).

% Very/ Somewhat Comfortable

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Inputting email address						
ccTLD (for respondent's country)	93%	93%	92%	92%	91%	94% D
.com	92%	92% C	91% C	87%	93% C	94% ABC
New gTLD	48%	42% C	47% C	37%	50% AC	54% ABC
Inputting home address						
ccTLD	84%	87% CD	82%	81%	80%	86% BCD
.com	83%	82% C	82% C	75%	83% C	87% ABCD
New gTLD	44%	37%	41% C	33%	44% AC	50% ABCD
Inputting telephone number						
ccTLD	75%	72% C	73% C	66%	77% C	79% ABC
.com	75%	71% C	73% C	62%	81% ABC	81% ABC
New gTLD	40%	33% C	37% C	28%	45% ABC	47% ABC
Inputting financial information						
ccTLD	62%	60%	57%	58%	56%	66% ABCD
.com	62%	62% C	58% C	52%	62% C	67% ABC
New gTLD	36%	27%	32% AC	24%	38% ABC	44% ABCD
Inputting ID number						
ccTLD	61%	54%	58%	53%	64% AC	65% ABC
.com	59%	47%	59% AC	48%	67% ABC	66% ABC
New gTLD	34%	20%	31% AC	23%	36% AC	43% ABCD
Inputting healthcare information						
ccTLD	70%	64% C	69% C	56%	74% AC	75% ABC
.com	68%	60% C	68% AC	53%	75% ABC	75% ABC
New gTLD	40%	28%	38% AC	25%	46% ABC	49% ABC

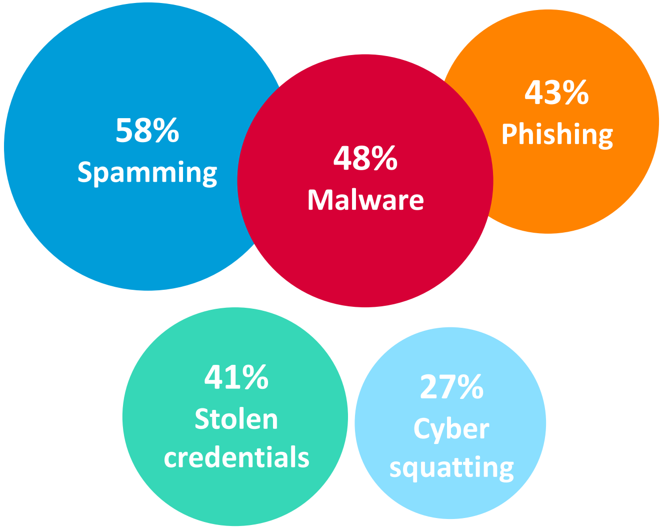
Letters indicate significantly higher than region. Region vs. Total

FAMILIARITY WITH TYPES OF ABUSIVE INTERNET BEHAVIOR

Roughly half of consumers are attuned to most abusive Internet behavior, with the exception of cyber squatting, which is more familiar in Africa and Asia (excluding Japan and South Korea).

% Extremely/ Very Familiar	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Spamming	62% CE	57% C	52%	67% BCE	58% C
Malware	49% C	45%	42%	60% ABCE	49% C
Phishing	45% B	32%	40% B	56% ABCE	44% BC
Stolen credentials	42% BC	35%	35%	55% ABCE	42% BC
Cyber squatting	20%	19%	21%	35% ABC	31% ABC

FAMILIARITY WITH TYPES OF ABUSIVE INTERNET BEHAVIOR – TOTAL



Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower

SOURCES OF ABUSIVE INTERNET BEHAVIOR

Consumers generally consider organized groups and individuals equally to blame for Internet abuse. North America consumers are more likely than other regions to think individuals are to blame.

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Phishing						
Organized groups (Net)	66%	65% BD	54%	69% BD	51%	69% BD
Individuals (Net)	51%	61% BCDE	53% D	48%	42%	50% D
Don't know	15%	17% E	18% E	17% E	27% ABCE	12%
Spamming						
Organized groups (Net)	64%	66% BD	52%	66% BD	50%	67% BD
Individuals (Net)	51%	58% BCDE	49%	48%	49%	52%
Don't know	15%	17% E	18% E	18% E	20% E	12%
Cyber squatting						
Organized groups (Net)	62%	61% BD	47%	65% BD	52%	65% BD
Individuals (Net)	48%	55% BCDE	46%	45%	38%	48% D
Don't know	18%	20% E	25% E	20% E	27% CE	14%
Stolen credentials						
Organized groups (Net)	65%	65% BD	53%	68% BD	54%	68% BD
Individuals (Net)	51%	62% BCDE	50% D	50% D	41%	51% D
Don't know	15%	16% E	18% E	18% E	25% ABCE	12%
Malware						
Organized groups (Net)	66%	66% BD	54%	68% BD	55%	68% BD
Individuals (Net)	50%	57% BCDE	46%	49% D	40%	49% D
Don't know	16%	18% E	21% E	18% E	24% ACE	13%

Letters indicate significantly higher than region. Region vs. Total Higher Lower

COMMONALITY OF ABUSIVE INTERNET BEHAVIOR

Spamming, malware, and phishing are seen as the most common Internet abuses. Generally, respondents in Europe and Asia say these activities are less common.

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Spamming						
Very common	72%	79% CE	80% CE	70%	77% CE	68%
Somewhat common	20%	15% B	10%	18% B	16% B	24% ABCD
Not at all/not very common	4%	2%	4% A	4% A	5% A	5% A
Malware						
Very common	59%	67% CE	63% CE	54%	68% CE	56%
Somewhat common	29%	26%	21%	31% ABD	21%	32% ABD
Not at all/not very common	7%	2%	6% A	7% A	7% A	8% A
Phishing						
Very common	51%	62% BCE	48%	51%	60% BCE	48%
Somewhat common	34%	27%	32% D	31% D	24%	38% ACD
Not at all/not very common	9%	5%	10% A	10% A	9% A	9% A
Stolen Credentials						
Very common	43%	53% CE	47% CE	38%	53% CE	40%
Somewhat common	38%	35%	33%	38%	33%	41% ABD
Not at all/not very common	12%	7%	11% A	15% AD	10%	14% AD
Cyber Squatting						
Very common	34%	40% CE	40% CE	31%	48% CE	31%
Somewhat common	42%	39% B	30%	38%	37%	46% ABCD
Not at all/not very common	16%	11%	16% D	19% AD	8%	17% AD

Letters indicate significantly higher than region. Region vs. Total Higher Lower

PERSONAL IMPACT OF ABUSIVE INTERNET BEHAVIOR

Around 7 in 10 say they have been impacted by spamming, and over half by malware.

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Spamming						
Yes	70%	70% C	82% ACDE	65%	73% C	68%
No	23%	22% B	13%	26% AB	22% B	24% B
Not sure	8%	8%	5%	9% B	6%	7%
Malware						
Yes	57%	59% C	63% CDE	49%	53%	58% C
No	32%	29%	24%	38% ABE	33% B	32% B
Not sure	11%	12%	12%	13% E	14%	10%
Phishing						
Yes	31%	31%	29%	29%	28%	33% C
No	55%	53%	54%	58%	57%	54%
Not sure	14%	16% E	17% E	13%	15%	12%
Stolen Credentials						
Yes	20%	17%	17%	13%	18%	25% ABCD
No	66%	72% E	70% E	73% E	70% E	60%
Not sure	14%	12%	13%	14%	13%	15% A
Cyber Squatting						
Yes	17%	10%	18% AC	9%	18% AC	20% AC
No	67%	71% BE	61%	72% BE	66%	66%
Not sure	16%	19% E	21% E	19% E	17%	15%

Letters indicate significantly higher than region. Region vs. Total Higher Lower

FEAR OF BEING IMPACTED BY ABUSIVE INTERNET BEHAVIOR

Consumer fear is greatest around stolen credentials and malware, followed by phishing. North America exhibits muted fear compared to the other regions.

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Stolen Credentials						
Very Scared	52%	48%	61% ACE	49%	54%	53% A
Somewhat Scared	35%	35% B	27%	34% B	33%	36% B
Not Very/Not at all Scared	13%	17% E	12%	16% E	12%	12%
Phishing						
Very Scared	40%	28%	50% ACD	35% A	38% A	44% ACD
Somewhat Scared	39%	39%	33%	40% B	40%	40% B
Not Very/Not at all Scared	21%	33% BCDE	17%	25% BE	22% E	16%
Malware						
Very Scared	40%	29%	43% AC	35% A	40% A	44% AC
Somewhat Scared	42%	45% B	38%	45% B	42%	41%
Not Very/Not at all Scared	18%	25% BCDE	19%	20% E	19%	15%
Cyber Squatting						
Very Scared	28%	25%	39% ACE	25%	33% AC	28%
Somewhat Scared	39%	32%	40%	37%	40% A	40% A
Not Very/Not at all Scared	33%	43% BDE	22%	37% BDE	27%	32% B
Spamming						
Very Scared	22%	13%	21% A	17%	24% AC	26% ABC
Somewhat Scared	38%	33%	31%	38% B	33%	42% ABD
Not Very/Not at all Scared	40%	54% CDE	48% E	46% E	42% E	32%

Letters indicate significantly higher than region. Region vs. Total Higher Lower

MEASURES TAKEN TO AVOID PHISHING

Less than half of consumers report purchasing antivirus software to avoid phishing, and prevalence of doing so is down in 2016. Further, only about a quarter are changing Internet habits in an attempt to protect themselves against phishing – and again this is down in 2016. Nearly one-quarter report doing nothing –most prevalent in North America, South America, and Europe.

MEASURES TAKEN TO AVOID PHISHING

Phishing	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Purchased antivirus software for my computer	50%	44%↓	53%	41% B ↓	44%	34% ↓	51%	44% B ↓	45%	39%	51%	47% ↓ ABD
Changed my Internet habits	29%	24%↓	27%	27% CE	34%	26%↓	25%	22%	37%	27%↓	29%	23% ↓
Purchased an identity protection plan	11%	13%↑	9%	8%	8%	9%	6%	8% ↑	11%	11%	14%	17% ↑ ABCD
Stopped making purchases online	9%	10%	6%	6%	8%	6%	5%	6%	13%	10% ABC	11%	13%↑ ABC
Other	5%	6%	8%	7%	2%	6%	6%	7%	6%	7%	4%	6%
None	20%	23% ↑	23%	29% ↑ DE	23%	30% ↑ DE	25%	28% ↑ DE	16%	21%	16%	18% ↑

Letters indicate significantly higher than region. Region vs. Total Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

MEASURES TAKEN TO AVOID SPAMMING

As was the case with phishing, few consumers report purchasing antivirus software in order to avoid spamming. A quarter report changing Internet habits in an attempt to protect themselves against spamming and another quarter report doing nothing.

MEASURES TAKEN TO AVOID SPAMMING

Spamming	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Purchased antivirus software for my computer	46%	41% ↓	49%	42% ↓	45%	40%	47%	43% D	42%	36%	46%	41% ↓
Changed my Internet habits	25%	24%	26%	26% C	30%	26% C	20%	20%	34%	34% ABCE	23%	24% C
Purchased an identity protection plan	9%	11% ↑	6%	7%	7%	6%	5%	7%	11%	10%	13%	15% ↑ ABCD
Stopped making purchases online	10%	8% ↓	7%	5%	8%	8% C	5%	5%	13%	7% ↓	11%	11% ↓ ABCD
Other	6%	8%	7%	7%	2%	7% ↑	7%	7% ↓	7%	9%	5%	8%
None	23%	24% ↑	25%	28% DE	23%	23%	29%	29% BDE	17%	20%	21%	21%

Letters indicate significantly higher than region. Region vs. Total Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

MEASURES TAKEN TO AVOID CYBER SQUATTING

As was the case in 2015, over a third of consumers report taking no action to avoid being affected by cybersquatting.

MEASURES TAKEN TO AVOID CYBERSQUATTING

Cyber Squatting	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Purchased antivirus software for my computer	41%	35% ↓	40%	34% B↓	42%	29% ↓	40%	37% B	42%	31% ↓	42%	36% B↓
Changed my Internet habits	18%	19%	18%	19% C	25%	25% ACE	14%	15%	27%	27% ACE	18%	18% C
Purchased an identity protection plan	10%	11% ↑	7%	6%	9%	7%	5%	7% ↑	12%	13% ABC	12%	15% ABC↑
Stopped making purchases online	7%	8% ↑	5%	5%	5%	6%	4%	5%	11%	8% AC	8%	11% ABC ↑
Other	2%	5%	2%	4%	1%	5%	2%	6%	3%	5%	2%	6% A
None	36%	36%	43%	43% BDE	31%	37% DE↑	44%	41% DE	26%	30%	33%	32%

Letters indicate significantly higher than region. Region vs. Total Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

MEASURES TAKEN TO AVOID STOLEN CREDENTIALS

Fewer consumers are taking steps to protect their credentials in 2016, with roughly 4 in 10 reportedly purchasing antivirus software and a quarter changing their Internet habits.

MEASURES TAKEN TO AVOID STOLEN CREDENTIALS

Stolen Credentials	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Purchased antivirus software for my computer	46%	42%↓	49%	36% ↓	40%	35%	44%	46% ABD	40%	33%	48%	45% ABD
Changed my Internet habits	24%	25%	27%	29% CE	29%	27% C	23%	21%	28%	32% CE	23%	23%
Purchased an identity protection plan	15%	16%	12%	14% C	13%	12%	8%	10%	16%	17% C	19%	20% ABC
Stopped making purchases online	10%	10%	8%	7%	9%	7%	5%	7%	14%	11% ABC	12%	12% ABC
Other	4%	6%	6%	6%	2%	5%	4%	6%	6%	8%	3%	6%
None	23%	22%	25%	27% DE	25%	27% DE	29%	26% DE	21%	20%	20%	18%

Letters indicate significantly higher than region. Region vs. Total Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

MEASURES TAKEN TO AVOID MALWARE

Six in ten consumers globally say they purchased antivirus software to avoid being affected by malware.

MEASURES TAKEN TO AVOID MALWARE

Malware	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Purchased antivirus software for my computer	61%	59%	66%	59% B ↓	54%	51%	61%	58% B	64%	66% ABCE	60%	59% B
Changed my Internet habits	23%	20%	25%	22% CE	27%	23% CE	20%	18%	25%	18% ↓	22%	19% ↓
Purchased an identity protection plan	10%	12%	8%	7%	9%	8%	6%	8%	11%	9%	13%	15% ↑ ABCD
Stopped making purchases online	7%	8% ↑	5%	4%	5%	5%	4%	6% ↑	6%	6%	8%	11% ↑ ABCD
Other	3%	5%	4%	6%	2%	4%	2%	6%	2%	4%	3%	5%
None	18%	17%	19%	19% DE	20%	22% DE	22%	19% DE	15%	13%	16%	14%

Letters indicate significantly higher than region. Region vs. Total Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

TAKEN ANY MEASURES TO AVOID ABUSIVE INTERNET BEHAVIORS

Consumers are most likely to take measures to avoid malware, followed by phishing, spamming, and stolen credentials. Consumers are least likely to take measures to avoid cyber squatting.

TAKEN ANY MEASURES TO AVOID ABUSIVE INTERNET BEHAVIORS

	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Malware	82%	83%	81%	81%	80%	78%	78%	81%	85%	87% ABC	84%	86% BC
Phishing	80%	77% ↓	77%	71% ↓	77%	70% ↓	75%	72%	84%	79% ABC	84%	82% ABC ↓
Spamming	77%	76%	75%	72%	77%	77% AC	71%	71%	83%	80% AC	79%	79% AC
Stolen Credentials	77%	78%	75%	73%	75%	73%	71%	74%	79%	80% ABC	80%	82% ABC
Cyber Squatting	64%	64%	57%	57%	69%	63% A ↓	56%	59%	74%	70% ABC	67%	68% ABC

Letters indicate significantly higher than region. Region vs. Total Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

REPORTING SITE ABUSE

Many consumers are unsure of how they would report an improperly run site, particularly in North America and Africa. Consumers in South America are more inclined to contact the consumer protection agency or federal police than other regions.

PARTY TO REPORT SITE ABUSE TO

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Consumer protection agency	31%	28%	39% ACE	28%	34%	31%
Local police	30%	22% D	34% AD	33% AD	16%	32% AD
Website owner/operator	24%	18%	20%	19%	26% ABC	29% ABC
National law enforcement/FBI	23%	19%	20% A	23% A	19% A	25% ABD
National intelligence agency/CIA	15%	9% C	15% AC	6%	20% ABC	18% AC
Federal police (non-US only)	14%	9%	32% ACDE	18% AE	15% AE	10%
ICANN	11%	4%	5%	6%	12% ABC	15% ABC
Private security companies	10%	8%	9% C	5%	13% ABC	12% AC
Interpol	9%	5%	10% AC	6%	12% AC	11% AC
Don't know	31%	44% BCDE	27%	29%	38% BCE	27%

Letters indicate significantly higher than region. Region vs. Total

Respondents were shown a fixed list of parties responsible for preventing abusive Internet behavior and some targeted to the individual region. ICANN was not defined to respondents and could be chosen as one of many options.

A LOOK AT THE TEENS

LEGACY gTLDs – ADULTS VS TEENS

Adults are more likely than teens to be aware, have visited, and trust some of the legacy gTLDs.

And if more information is needed, teens are more likely to use an Internet encyclopedia and less likely to contact a service provider than adults.

Teens are less likely to expect restrictions on some of the common gTLDs and also less likely to expect restrictions will be enforced.

In the US teens are more likely to have tried to find out who operates a website, opposite the pattern in Asia.

	ADULTS	TEENS
AWARENESS (%)		
.net	**88%**	85%
.org	**83%**	77%
.biz	**36%**	24%
VISITATION (%)		
.net	**76%**	70%
.org	**72%**	64%
.biz	**20%**	11%
TRUSTWORTHY (% Very/Somewhat)		
.net	**89%**	86%
.org	**87%**	85%
.pro	**43%**	39%
.coop	**39%**	33%
WHERE TO GO FOR MORE INFO(%)		
Internet encyclopedia	42%	**49%**
Service provider	**32%**	26%

	ADULTS	TEENS
EXPECTATIONS ON RESTRICTIONS (% None)		
.com	33%	**37%**
.info	28%	**34%**
.org	23%	**27%**
ENFORCE RESTICTIONS(%)		
Person/company validation	**82%**	72%
Credential validation	**80%**	71%
Name consistent w/ meaning	**79%**	72%
Local presence	**76%**	62%
TRIED TO FIND IDENTITY OF WEBSITE(%)		
US	24%	**44%**
ASIA	**38%**	30%

NEW gTLDs – ADULTS VS TEENS

Teens are more likely than adults to be aware of many of the new gTLDs (particularly in North America and Europe) but visitation rates are very similar.

However, teens are less likely to pay attention to the extension. Teen trust levels for some gTLDs are higher.

Teens simultaneously describe the new gTLDs as interesting, exciting, overwhelming and confusing.

And again they are less in favor of restrictions—they are more likely than adults to say there should be no strict strict requirements on the majority of the new gTLDs.

	ADULTS	TEENS
AWARENESS (%)		
.news	33%	**37%**
.email	32%	**39%**
.link	27%	**34%**
.website	21%	**25%**
.site	20%	**25%**
.pics	11%	**14%**
.top	11%	**13%**
Not aware of any	**38%**	32%
VISITATION (%)		
.link	20%	**25%**
.site	14%	**17%**
Pay attention to extension (%)		
Don't pay attention	29%	**37%**
TRUSTWORTHY (% Very/Somewhat)		
.email	62%	**69%**
.website	55%	**63%**
.site	51%	**56%**

	ADULTS	TEENS
WHERE TO GO FOR MORE INFO(%)		
Internet search	**74%**	69%
Internet encyclopedia	40%	**47%**
Service provider	**29%**	21%
ADJECTIVES FOR COMMON gTLDs (%)		
Interesting	64%	**70%**
Exciting	47%	**52%**
Overwhelming	41%	**45%**
Confusing	39%	**45%**
LEVEL OF RESTRICTIONS (% No strict)		
.email	24%	**28%**
.photography	24%	**31%**
.link	28%	**33%**
.guru	30%	**38%**
.realtor	24%	**30%**
.club	25%	**32%**
.xyz	35%	**41%**
.bank	14%	**21%**
.pharmacy	18%	**21%**
.builder	21%	**27%**

REACHING THE INTENDED SITE – ADULTS VS TEENS

Teens are more likely than adults to use smartphones to access the Internet and to use both shortened URLs and QR codes.

Teens are also more likely to feel an app is the safest way to make purchases or access personal info.

Adults tend to be more comfortable with online behaviors like searching, shopping, banking and accessing medical info while teens are, not surprisingly, more comfortable with social media.

Teens may simply lack experience with some of these online behaviors.

	ADULTS	TEENS
DEVICE USED TO ACCESS Internet (%)		
Smartphone	73%	**79%**
SHORTENED URLS (% TOP 2 BOX)		
Use them	36%	**41%**
WHY HAVEN'T USED THEM (%)		
Confusing	**30%**	25%
Don't like them	8%	**13%**
QR CODES (% TOP 2 BOX)		
Use them	49%	**54%**
WHY HAVEN'T USED THEM (%)		
Never needed to	**66%**	59%
Don't like them	13%	**17%**
WHY USED THEM (%)		
Convenient	**66%**	58%
SAFEST WAY TO NAVIGATE TO A WEBSITE TO MAKE PURCHASE (%)		
App	22%	**29%**
SAFEST WAY TO ACCESS PERSONAL INFO (%)		
App	26%	**33%**

	ADULTS	TEENS
COMFORT W/ ONLINE BEHAVIOR (% TOP 2 BOX)		
Search for info	**92%**	88%
Shop	**85%**	80%
Bank	**76%**	62%
Access medical info	**75%**	70%
Social media to talk about friends/family	63%	**71%**
COMFORT W/ ONLINE ACTIVITIES (% TOP 2 BOX)		
Email – legacy gTLD	**93%**	90%
Email – new gTLD	**48%**	42%
Financial info – new gTLD	36%	**43%**

ABUSIVE INTERNET BEHAVIOR AND CYBER CRIME – ADULTS VS. TEENS

Adults are more likely than teens to be familiar with abusive Internet behavior, to feel the source is more likely to be organized, and to feel it's more common, to have been affected, and to be scared.

Further, adults are more likely to use antivirus as the way to avoid abuse, while teens are more likely to stop making online purchases—however even among teens it is not a prevalent response.

	ADULTS	TEENS
FAMILIARITY (% TOP TWO)		
Spamming	**58%**	53%
Malware	**48%**	44%
Phishing	**43%**	35%
SOURCES OF ABUSE (% ORGANIZED)		
Phishing	**66%**	57%
Malware	**66%**	58%
Stolen credentials	**65%**	59%
Spamming	**64%**	58%
Cyber squatting	**62%**	52%
HOW COMMON (% TOP 2 BOX)		
Spamming	**91%**	88%
Malware	**88%**	81%
Phishing	**85%**	76%
Stolen credentials	**82%**	72%
BEEN AFFECTED (%)		
Spamming	**70%**	64%
Malware	**57%**	46%
Phishing	**31%**	24%

	ADULTS	TEENS
HOW SCARED (% TOP 2 BOX)		
Stolen credentials	**87%**	81%
Malware	**82%**	73%
Phishing	**79%**	83%
Spamming	**60%**	50%
MEASURES TO AVOID (% ANTIVIRUS)		
Phishing	**44%**	34%
Spamming	**41%**	32%
Cyber squatting	**35%**	28%
Stolen credentials	**42%**	32%
Malware	**59%**	51%
MEASURES TO AVOID (% STOPPED PURCHASING)		
Phishing	10%	**13%**
Spamming	8%	**11%**
Cyber squatting	8%	**12%**
Stolen credentials	10%	**17%**
Malware	8%	**11%**

P121866 ICANN Global Consumer Survey Outline 4/8/16

N=5,950 online consumers, 24 countries
15 minute but runs 25 minute online survey

Landing Page Title	[Tell us your thoughts on website domain names]	
Job no (Q19)	**[**P121866**]**	
LOI for ISQ section (Q229/1)	[25] (minutes)	
Sample source (Q75) *Default is 990. Only add code(s) here if you have sample not coming through the router. Please refer to the ppr site for a list of codes.*	1 HPOL 8 Toluna 9 AiP Empanel 990 Routed Non-HPOL sample Q75/990 Survey Router Federated	
HIpoints in the survey (Q77) (NOTE: HPOL ONLY) *In case of non-standard logic, please specify updated conditions here. Similarly, update values and logic if additional points amounts.*	100 [For Qualified (Q99/1)] 15 [All Others]	
Digital Fingerprinting (Q9432) *If not using any type of DF, please change to OFF.*	On	
Termination based on Digital Fingerprinting and Fraud Score By default, surveys will terminate any respondents who fail both of these tests. This is mandatory for HPOL sample. For client sample or vendor sample, the termination of DF or Fraud Score can be turned off if desired. *To turn off termination based on DF or Fraud Score, indicate "Do Not Terminate DF" or "Do Not Terminate Fraud Score."*	Terminate DF Terminate Fraud Score	
Mode of survey (Q148/Q149) *Modes for which the survey is designed, please indicate yes.*	**1 - Web** Yes	**2 - CATI/COW**
Thank You Pages *In case of custom thank you page needs, change to "Custom" and indicate at the end of the QNR the custom wording needs.*	Standard	
Other notes OR use for client summary Ex: [PN: DISPLAY NOT SURE AND REFUSED FOR PHONE/F2F ONLY UNLESS OTHERWISE NOTED]	None	

OVERVIEW:

Survey: Online, 15 mins but runs 25 minutes, HPOL and Vendor sample

Sample: HPOL and Vendor - Toluna, AiP, Empanel and Critical Mix

Target: Ages 15+, Lives In US, Canada, Mexico, Italy, Turkey, Spain, Poland, UK, France, Germany, China, Vietnam, Philippines, Japan, South Korea, Russia, India, Indonesia, Nigeria, South Africa, Egypt, Colombia, Argentina Or Brazil and Spends more than 5 hours per week using the Internet

Quotas: n=5950 (Teens 10% of total country quota)

1. US ADULTS (Q264/244, Q280/18+ AND Q625/1) [QUOTA = 450]
2. CANADA ADULTS (Q264/42, Q280/18+ AND Q625/1) [QUOTA = 180]
3. MEXICO ADULTS(Q264/157, Q280/18+ AND Q625/1) [QUOTA = 180]
4. ITALY ADULTS (Q264/123, Q280/18+ AND Q625/1) [QUOTA = 90]
5. TURKEY ADULTS (Q264/235, Q280/18+ AND Q625/1) [QUOTA = 90]
6. SPAIN ADULTS (Q264/215, Q280/18+ AND Q625/1) [QUOTA = 90]
7. POLAND ADULTS (Q264/189, Q280/18+ AND Q625/1) [QUOTA = 90]
8. UNITED KINGDOM ADULTS (Q264/243, Q280/18+ AND Q625/1) [QUOTA = 180]
9. FRANCE ADULTS (Q264/76, Q280/18+ AND Q625/1) [QUOTA = 180]
10. GERMANY ADULTS (Q264/85, Q280/18+ AND Q625/1) [QUOTA = 225]
11. CHINA ADULTS (Q264/48, Q280/18+ AND Q625/1) [QUOTA = 990]
12. VIETNAM ADULTS (Q264/249, Q280/18+ AND Q625/1) [QUOTA = 90]
13. PHILIPPINES ADULTS (Q264/187, Q280/18+ AND Q625/1) [QUOTA = 180]
14. JAPAN ADULTS (Q264/126, Q280/18+ AND Q625/1) [QUOTA = 315]
15. SOUTH KOREA ADULTS (Q264/214, Q280/18+ AND Q625/1) [QUOTA = 180]
16. RUSSIA ADULTS (Q264/196, Q280/18+ AND Q625/1) [QUOTA = 225]
17. INDIA ADULTS (Q264/116, Q280/18+ AND Q625/1) [QUOTA = 585]
18. INDONESIA ADULTS (Q264/117, Q280/18+ AND Q625/1) [QUOTA = 180]
19. NIGERIA ADULTS (Q264/174, Q280/18+ AND Q625/1) [QUOTA = 180]
20. SOUTH AFRICA ADULTS (Q264/193, Q280/18+ AND Q625/1) [QUOTA = 90]
21. EGYPT ADULTS (Q264/66, Q280/18+ AND Q625/1) [QUOTA = 90]
22. COLOMBIA ADULTS (Q264/51, Q280/18+ AND Q625/1) [QUOTA = 90]
23. ARGENTINA ADULTS (Q264/10, Q280/18+ AND Q625/1) [QUOTA = 90]
24. BRAZIL ADULTS (Q264/33, Q280/18+ AND Q625/1) [QUOTA = 315]
25. US TEENS 15-17 (Q264/244, Q280/15-17 AND Q625/1) [QUOTA = 50]
26. CANADA TEENS 15-17 (Q264/42, Q280/15-17 AND Q625/1) [QUOTA = 20]
27. MEXICO TEENS 15-17 (Q264/15-17, Q280/15-17 AND Q625/1) [QUOTA = 20]
28. ITALY TEENS (Q264/123, Q280/15-17 AND Q625/1) [QUOTA = 10]
29. TURKEY TEENS (Q264/235, Q280/15-17 AND Q625/1) [QUOTA = 10]
30. SPAIN TEENS (Q264/215, Q280/15-17 AND Q625/1) [QUOTA = 10]
31. POLAND TEENS (Q264/189, Q280/15-17 AND Q625/1) [QUOTA = 10]
32. UNITED KINGDOM TEENS (Q264/243, Q280/15-17 AND Q625/1) [QUOTA = 20]
33. FRANCE TEENS (Q264/76, Q280/15-17 AND Q625/1) [QUOTA = 20]
34. GERMANY TEENS (Q264/85, Q280/15-17 AND Q625/1) [QUOTA = 25]
35. CHINA TEENS (Q264/48, Q280/15-17 AND Q625/1) [QUOTA = 110]
36. VIETNAM TEENS (Q264/249, Q280/15-17 AND Q625/1) [QUOTA = 10]
37. PHILIPPINES TEENS (Q264/187, Q280/15-17 AND Q625/1) [QUOTA = 20]
38. JAPAN TEENS (Q264/126, Q280/15-17 AND Q625/1) [QUOTA = 35]
39. SOUTH KOREA TEENS (Q264/214, Q280/15-17 AND Q625/1) [QUOTA = 20]
40. RUSSIA TEENS (Q264/196, Q280/15-17 AND Q625/1) [QUOTA = 25]
41. INDIA TEENS (Q264/116, Q280/15-17 AND Q625/1) [QUOTA = 65]
42. INDONESIA TEENS (Q264/117, Q280/15-17 AND Q625/1) [QUOTA = 20]
43. NIGERIA TEENS (Q264/174, Q280/15-17 AND Q625/1) [QUOTA = 20]
44. SOUTH AFRICA TEENS (Q264/193, Q280/15-17 AND Q625/1) [QUOTA = 10]
45. EGYPT TEENS (Q264/66, Q280/15-17 AND Q625/1) [QUOTA = 10]
46. COLOMBIA TEENS (Q264/51, Q280/15-17 AND Q625/1) [QUOTA = 10]
47. ARGENTINA TEENS (Q264/10, Q280/15-17 AND Q625/1) [QUOTA = 10]
48. BRAZIL TEENS (Q264/33, Q280/15-17 AND Q625/1) [QUOTA = 35]

Deliverables:

- Coding: 10 open end and 6 other specify
  - Open ends to be coded: Q727, Q730, Q780, Q790, Q830x1, Q870, Q875, Q827, Q917, Q919
  - No other specify' s will be coded
- Weighting: none unless needed
- 5 banners of cross tabs
- SPSS datafile

- Report (ppt)

SECTION 600: SAMPLE PRELOAD AND SCREENING QUESTIONS

BASE: ALL RESPONDENTS

Q616 – HIDDEN QUESTION (PRELOAD FOR COUNTRY)

244	US
42	CANADA
157	MEXICO
123	ITALY
235	TURKEY
215	SPAIN
189	POLAND
243	UK
76	FRANCE
85	GERMANY
48	CHINA
249	VIETNAM
187	PHILIPPINES
126	JAPAN
214	SOUTH KOREA
196	RUSSIA
116	INDIA
117	INDONESIA
174	NIGERIA
193	SOUTH AFRICA
66	EGYPT
51	COLOMBIA
10	ARGENTINA
33	BRAZIL
22	[BLANK]

BASE: ALL RESPONDENTS

Q620 – HIDDEN QUESTION (PRELOAD FOR LANGUAGE)

1	AMERICAN ENGLISH
2	SPAIN_SPANISH
3	PORTUGUESE (BRAZIL)
4	SIMPLIFIED CHINESE
5	FRENCH (FRANCE)
6	GERMAN
7	ITALIAN
8	JAPANESE
9	KOREAN
10	RUSSIAN
11	ARABIC
12	VIETNAMESE
13	TAGALOG
14	TURKISH
15	POLISH
16	LATAM_SPANISH
17	BRITISH ENGLISH
18	BAHASA

BASE: ALL RESPONDENTS
Q149 FINAL SURVEY MODE
[PROGRAMMER NOTE: CAPTURE CURRENT/FINAL MODE OF SURVEY]
1 WEB
2 CATI-COW

BASE: ALL RESPONDENTS
Q258 The progress bar below indicates approximately what portion of the survey you have completed.

Thank you for agreeing to take this survey. Our first few questions will help us to determine which questions to ask you.

In which country or region do you currently reside?

[PROGRAMMER: DISPLAY CODES IN ALPHABETICAL ORDER]
BASE: ALL RESPONDENTS
Q264 [HIDDEN QUESTION – FINAL COUNTRY QUESTION FOR SURVEY LOGIC]
[SEE MASTER DEMOGRAPHIC DOCUMENT FOR CODE FRAME]

[PN: Q268, Q271 AND Q270 PRESENTED ON SAME SCREEN.]
BASE: ALL RESPONDENTS
Q268 I identify my gender as…?

1 Male
2 Female
3 Other/refuse

BASE: ALL RESPONDENTS
Q271 In what month were you born?

1 January
2 February
3 March
4 April
5 May
6 June
7 July
8 August
9 September
10 October
11 November
12 December

BASE: ALL RESPONDENTS
Q270 In what year were you born? Please enter your response as a four-digit number (for example, 1977).
[RANGE: 1900 TO CURRENT YEAR-6]
|__|__|__|__|
BASE: ALL RESPONDENTS
Q280 [HIDDEN QUESTION - FINAL AGE FOR SURVEY LOGIC AND/OR QUOTAS]

(NOTE: CONSUMER QUESTIONNAIRE ONLY)

BASE: ALL RESPONDENTS AGES 15+ (Q280/15+)

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

1 0 hours to less than 1 hour [TERMINATE]
2 1-4 hours [TERMINATE]
3 5-10 hours
4 11-15 hours
5 16-20 hours
6 More than 20 hours
7 Don't Know [TERMINATE]

BASE: ALL RESPONDENTS

Q625 HIDDEN QUESTION TO DETERMINE QUALIFICATION STATUS

GET CODE 1 (QUALIFIED) IF:

- AGE 15+ (Q280/15+)
- LIVES IN US, CANADA, MEXICO, ITALY, TURKEY, SPAIN, POLAND, UK, FRANCE, GERMANY, CHINA, VIETNAM, PHILIPPINES, JAPAN, SOUTH KOREA, RUSSIA, INDIA, INDONESIA, NIGERIA, SOUTH AFRICA, EGYPT, COLOMBIA, ARGENTINA OR BRAZIL (Q264/244, 42, 157, 123, 235, 215, 189, 243, 76, 85, 48, 249, 187, 126, 214, 196, 116, 117, 174, 193, 66, 51, 10, OR 33)
- SPENDS 5 OR MORE HOURS PER WEEK USING THE INTERNET (Q600/3-6)

GET CODE 2 FOR ALL OTHERS

1. QUALIFIED [QUOTA = 5950]
2. NOT QUALIFIED

BASE: ALL QUALIFIED (Q625/1)

Q630 QUOTA CHECK (DOES NOT APPEAR ON SCREEN)
CHECK QUOTA AT Q660

1 QUOTA CELL CLOSED
2 QUOTA CELL OPEN
3 QUOTA CELL NOT FOUND

BASE: ALL QUALIFIED (Q625/1 AND Q630/2-3)

Q640 COUNTRY QUOTAS

1. US ADULTS (Q264/244, Q280/18+ AND Q625/1) [QUOTA = 450]
2. CANADA ADULTS (Q264/42, Q280/18+ AND Q625/1) [QUOTA = 180]
3. MEXICO ADULTS(Q264/157, Q280/18+ AND Q625/1) [QUOTA = 180]
4. ITALY ADULTS (Q264/123, Q280/18+ AND Q625/1) [QUOTA = 90]
5. TURKEY ADULTS (Q264/235, Q280/18+ AND Q625/1) [QUOTA = 90]
6. SPAIN ADULTS (Q264/215, Q280/18+ AND Q625/1) [QUOTA = 90]
7. POLAND ADULTS (Q264/189, Q280/18+ AND Q625/1) [QUOTA = 90]
8. UNITED KINGDOM ADULTS (Q264/243, Q280/18+ AND Q625/1) [QUOTA = 180]
9. FRANCE ADULTS (Q264/76, Q280/18+ AND Q625/1) [QUOTA = 180]
10. GERMANY ADULTS (Q264/85, Q280/18+ AND Q625/1) [QUOTA = 225]
11. CHINA ADULTS (Q264/48, Q280/18+ AND Q625/1) [QUOTA = 990]
12. VIETNAM ADULTS (Q264/249, Q280/18+ AND Q625/1) [QUOTA = 90]
13. PHILIPPINES ADULTS (Q264/187, Q280/18+ AND Q625/1) [QUOTA = 180]
14. JAPAN ADULTS (Q264/126, Q280/18+ AND Q625/1) [QUOTA = 315]
15. SOUTH KOREA ADULTS (Q264/214, Q280/18+ AND Q625/1) [QUOTA = 180]
16. RUSSIA ADULTS (Q264/196, Q280/18+ AND Q625/1) [QUOTA = 225]
17. INDIA ADULTS (Q264/116, Q280/18+ AND Q625/1) [QUOTA = 585]
18. INDONESIA ADULTS (Q264/117, Q280/18+ AND Q625/1) [QUOTA = 180]
19. NIGERIA ADULTS (Q264/174, Q280/18+ AND Q625/1) [QUOTA = 180]
20. SOUTH AFRICA ADULTS (Q264/193, Q280/18+ AND Q625/1) [QUOTA = 90]
21. EGYPT ADULTS (Q264/66, Q280/18+ AND Q625/1) [QUOTA = 90]
22. COLOMBIA ADULTS (Q264/51, Q280/18+ AND Q625/1) [QUOTA = 90]
23. ARGENTINA ADULTS (Q264/10, Q280/18+ AND Q625/1) [QUOTA = 90]
24. BRAZIL ADULTS (Q264/33, Q280/18+ AND Q625/1) [QUOTA = 315]
25. US TEENS 15-17 (Q264/244, Q280/15-17 AND Q625/1) [QUOTA = 50]
26. CANADA TEENS 15-17 (Q264/42, Q280/15-17 AND Q625/1) [QUOTA = 20]
27. MEXICO TEENS 15-17 (Q264/157, Q280/15-17 AND Q625/1) [QUOTA = 20]
28. ITALY TEENS (Q264/123, Q280/15-17 AND Q625/1) [QUOTA = 10]
29. TURKEY TEENS (Q264/235, Q280/15-17 AND Q625/1) [QUOTA = 10]
30. SPAIN TEENS (Q264/215, Q280/15-17 AND Q625/1) [QUOTA = 10]
31. POLAND TEENS (Q264/189, Q280/15-17 AND Q625/1) [QUOTA = 10]
32. UNITED KINGDOM TEENS (Q264/243, Q280/15-17 AND Q625/1) [QUOTA = 20]
33. FRANCE TEENS (Q264/76, Q280/15-17 AND Q625/1) [QUOTA = 20]
34. GERMANY TEENS (Q264/85, Q280/15-17 AND Q625/1) [QUOTA = 25]
35. CHINA TEENS (Q264/48, Q280/15-17 AND Q625/1) [QUOTA = 110]

36. VIETNAM TEENS (Q264/249, Q280/15-17 AND Q625/1) [QUOTA = 10]
37. PHILIPPINES TEENS (Q264/187, Q280/15-17 AND Q625/1) [QUOTA = 20]
38. JAPAN TEENS (Q264/126, Q280/15-17 AND Q625/1) [QUOTA = 35]
39. SOUTH KOREA TEENS (Q264/214, Q280/15-17 AND Q625/1) [QUOTA = 20]
40. RUSSIA TEENS (Q264/196, Q280/15-17 AND Q625/1) [QUOTA = 25]
41. INDIA TEENS (Q264/116, Q280/15-17 AND Q625/1) [QUOTA = 65]
42. INDONESIA TEENS (Q264/117, Q280/15-17 AND Q625/1) [QUOTA = 20]
43. NIGERIA TEENS (Q264/174, Q280/15-17 AND Q625/1) [QUOTA = 20]
44. SOUTH AFRICA TEENS (Q264/193, Q280/15-17 AND Q625/1) [QUOTA = 10]
45. EGYPT TEENS (Q264/66, Q280/15-17 AND Q625/1) [QUOTA = 10]
46. COLOMBIA TEENS (Q264/51, Q280/15-17 AND Q625/1) [QUOTA = 10]
47. ARGENTINA TEENS (Q264/10, Q280/15-17 AND Q625/1) [QUOTA = 10]
48. BRAZIL TEENS (Q264/33, Q280/15-17 AND Q625/1) [QUOTA = 35]

BASE: QUALIFIED (Q640/1-48)

Q645 QUOTA CHECK (DOES NOT APPEAR ON SCREEN)
CHECK QUOTA AT Q670

1 QUOTA CELL CLOSED
2 QUOTA CELL OPEN
3 QUOTA CELL NOT FOUND

BASE: ALL RESPONDENTS

Q98 END OF SCREENER DISPOSITION STATUS OF RESPONDENT

QMS Over quota	1
Screener Not Qualified #1 Under Age	25
Screener Not Qualified #4 AGE/ NE 15+	28
Screener Not Qualified #2 Not US, CA, MX, IT, TU, SP, PO, UK, FR, DE, CH, VI, PH, JA, SK, RU, IN, NI, SA, EG, CO, AR, BR	26
Screener Not Qualified #3 Less than 5 hours in Internet (Q600/1-2,7)	27
Dispo term not specified	98
COMPLETE	99
DF Fail	996
Failed ISQ	998
Fraud Score Failure	997

BASE: ALL RESPONDENTS

Q99 SCREENER QUALIFICATION IDENTIFICATION QUESTION (DOES NOT APPEAR ON SCREEN)

1 SCREENER QUALIFIED RESPONDENTS, QUOTA OPEN [Q640/1]
3 SCREENER QUALIFIED RESPONDENTS, QUOTA CLOSED
6 NOT SCREENER QUALIFIED (Q640/2)

SECTION 700: UNDERSTANDING OF/EXPERIENCE WITH LEGACY GTLDS

[PN: DISPLAY Q700 AND Q701 ON THE SAME SCREEN]

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q701 As you are probably aware, website domain names can have different suffixes or extensions. For example, some domain names end with .com, while other common extensions are .org or .net. For the website [INSERT WEBSITE FOR REGION], "[INSERT SECOND LEVEL DOMAIN FOR REGION]" is the domain name and "[INSERT TLD FOR REGION]" is the domain name extension.

[PN: FOR EACH REGION, USE THE CHART BELOW TO INSERT WEBSITE, SECOND LEVEL DOMAIN AND TLD IN THE QUESTION WORDING]

Region	Website	Second Level Domain	TLD
China	Google.cn	Google	.cn
Vietnam	Google.com.vn	Google	.com.vn
Philippines	Google.com.ph	Google	.com.ph
Japan	Google.co.jp	Google	.co.jp
South Korea	Google.co.kr	Google	.co.kr
Russia	Google.ru	Google	.ru
India	Google.co.in	Google	.co.in
Indonesia	Google.co.id	Google	.co.id
Nigeria	Google.com.ng	Google	.com.ng
South Africa	Google.com.za	Google	.com.za
Egypt	Google.com.eg	Google	.com.eg
Colombia	Google.com.co	Google	.com.co
Argentina	Google.com.ar	Google	.com.ar
Brazil	Google.com.br	Google	.com.br
Italy	Google.it	Google	.it
Turkey	Google.com.tr	Google	.com.tr
Spain	Google.es	Google	.es
Poland	Google.pl	Google	.pl
United Kingdom	Google.co.uk	Google	.co.uk
France	Google.fr	Google	.fr
Germany	Google.de	Google	.de
United States	Google.com	Google	.com
Canada	Google.ca	Google	.ca
Mexico	Google.mx	Google	.mx

<u>BASE: ALL QUALIFIED RESPONDENTS (Q99/1)</u> [TREND]

Q700 Which of the following domain name extensions, if any, have you heard of? Please select **all** that apply.

MASTER LEGACY gTLD LIST; RANDOMIZE; MULTIPE RESPONSE

1 .biz
2 .com
3 .info
4 .mobi
5 .net
6 .org
7 .tel
8 .asia
9 .pro
10 .coop
11 [CHINA ONLY] .cn
12 [VIETNAM ONLY] .vn
13 [PHILIPPINES ONLY] .ph
14 [JAPAN ONLY] .jp
15 [SOUTH KOREA ONLY] .kr
16 [RUSSIA ONLY] .ru
17 [INDIA ONLY] .in
18 [INDONESIA ONLY] .id
19 [NIGERIA ONLY] .ng
20 [SOUTH AFRICA ONLY] .za
21 [EGYPT ONLY] .eg
22 [COLOMBIA ONLY] .co
23 [ARGENTINA ONLY] .ar
24 [BRAZIL ONLY] .br
25 [ITALY ONLY] .it
26 [TURKEY ONLY] .tr
27 [SPAIN ONLY] .es
28 [POLAND ONLY] .pl
29 [UNITED KINGDOM ONLY] .uk
30 [FRANCE ONLY] .fr
31 [GERMANY ONLY] .de
32 [UNITED STATES ONLY] .us
33 [CANADA ONLY] .ca
34 [MEXICO ONLY] .mx
36 [ITALY, SPAIN, POLAND, UK, FRANCE, GERMANY ONLY] .eu
35 I am not aware of any of these (ANCHOR)

BASE: HAS HEARD OF EXTENSIONS Q99/1 AND Q700/1-34,36 [TREND]

Q705 Have you personally visited websites with any of the following domain extensions? Please select all that you recall visiting.

[NOTE: ONLY SHOW THOSE HEARD OF IN Q700, IN SAME ORDER AS Q700]; [MULTIPLE RESPONSE]

1 .biz
2 .com
3 .info
4 .mobi
5 .net
6 .org
7 .tel
8 .asia
9 .pro
10 .coop
11 [CHINA ONLY] .cn
12 [VIETNAM ONLY] .vn
13 [PHILIPPINES ONLY] .ph
14 [JAPAN ONLY] .jp
15 [SOUTH KOREA ONLY] .kr
16 [RUSSIA ONLY] .ru
17 [INDIA ONLY] .in
18 [INDONESIA ONLY] .id
19 [NIGERIA ONLY] .ng
20 [SOUTH AFRICA ONLY] .za
21 [EGYPT ONLY] .eg
22 [COLOMBIA ONLY] .co
23 [ARGENTINA ONLY] .ar
24 [BRAZIL ONLY] .br
25 [ITALY ONLY] .it
26 [TURKEY ONLY] .tr
27 [SPAIN ONLY] .es
28 [POLAND ONLY] .pl
29 [UNITED KINGDOM ONLY] .uk
30 [FRANCE ONLY] .fr
31 [GERMANY ONLY] .de
32 [UNITED STATES ONLY] .us
33 [CANADA ONLY] .ca
34 [MEXICO ONLY] .mx
36 [ITALY, SPAIN, POLAND, UK, FRANCE, GERMANY ONLY] .eu

35 None of these above [PN: ALWAYS DISPLAY. ANCHOR, EXCLUSIVE]

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND]

Q725 Please rate the following domain name extensions by how **trustworthy** you feel they are.

1 Very trustworthy	2 Somewhat trustworthy	3 Not very trustworthy	4 Not at all trustworthy

[PN: DISPLAY SCALE 4 TO 1] RANDOMIZE

1 .com
2 .net
3 .info
4 .org
29 .tel
30 .asia
31 .pro
32 .coop
5 [CHINA ONLY] .cn
6 [VIETNAM ONLY] .vn
7 [PHILIPPINES ONLY] .ph
8 [JAPAN ONLY] .jp
9 [SOUTH KOREA ONLY] .kr
10 [RUSSIA ONLY] .ru
11 [INDIA ONLY] .in
12 [INDONESIA ONLY] .id
13 [NIGERIA ONLY] .ng
14 [SOUTH AFRICA ONLY] .za
15 [EGYPT ONLY] .eg
16 [COLOMBIA ONLY] .co
17 [ARGENTINA ONLY] .ar
18 [BRAZIL ONLY] .br
19 [ITALY ONLY] .it
20 [TURKEY ONLY] .tr
21 [SPAIN ONLY] .es
22 [POLAND ONLY] .pl
23 [UNITED KINGDOM ONLY] .uk
24 [FRANCE ONLY] .fr
25 [GERMANY ONLY] .de
26 [UNITED STATES ONLY] .us
27 [CANADA ONLY] .ca
28 [MEXICO ONLY] .mx

[PN: DISPLAY Q727 AND Q730 ON THE SAME SCREEN]

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [NEW; CODED]

Q727 Thinking about an extension that you felt was more trustworthy, what about that domain name extension makes it seem trustworthy?
[MANDATORY TEXT BOX]

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND; CODED]

Q730 To the best of your knowledge, why do websites have different extensions?
[MANDATORY TEXT BOX]

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND]

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

RANDOMIZE; MULTIPLE RESPONSE

1 An Internet search engine to find articles, posts or similar information
2 An Internet encyclopedia
3 My Internet service provider
4 Other (specify) ___________________ (ANCHOR)
5 Not sure (ANCHOR)

[PN: DISPLAY Q753 AND Q755 ON THE SAME SCREEN]

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q753 What we have been describing as domain name extensions are officially known as **generic top-level domains**, or **gTLDs** for short. For example, .com, .net and .org are all gTLDs.

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND]

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

1 Does not describe at all	2 Does not describe very well	3 Describes somewhat well	4 Describes very well

RANDOMIZE; REPEAT THE SCALE AT THE BOTTOM OF THE GRID

1 Innovative
2 Cutting edge
3 Extreme
4 Trustworthy
5 Unconventional
6 Practical
7 Technical
8 Confusing
9 Overwhelming
10 Useful
11 For people like me
12 Interesting
13 Exciting
14 Helpful
15 Informative

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND]

Q765 As you may know, people can purchase or register rights to a name using a gTLD for a purpose like creating a website (e.g., "yourwebsite.org"). This typically includes ensuring that the domain name is not already in use, providing information about the person or company registering to establish eligibility to register and then paying a fee.

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

1 No purchase restrictions should be required	2 Some purchase restrictions should be required	3 Strict purchase restrictions should be required

RANDOMIZE

1 .com
2 .net
3 .info
4 .org
5 [CHINA ONLY] .cn
6 [VIETNAM ONLY] .vn
7 [PHILIPPINES ONLY] .ph
8 [JAPAN ONLY] .jp
9 [SOUTH KOREA ONLY] .kr
10 [RUSSIA ONLY] .ru
11 [INDIA ONLY] .in
12 [INDONESIA ONLY] .id
13 [NIGERIA ONLY] .ng
14 [SOUTH AFRICA ONLY] .za
15 [EGYPT ONLY] .eg
16 [COLOMBIA ONLY] .co
17 [ARGENTINA ONLY] .ar
18 [BRAZIL ONLY] .br
19 [ITALY ONLY] .it
20 [TURKEY ONLY] .tr
21 [SPAIN ONLY] .es
22 [POLAND ONLY] .pl
23 [UNITED KINGDOM ONLY] .uk
24 [FRANCE ONLY] .fr
25 [GERMANY ONLY] .de
26 [UNITED STATES ONLY] .us
27 [CANADA ONLY] .ca
28 [MEXICO ONLY] .mx

<u>BASE: ALL QUALIFIED RESPONDENTS (Q99/1)</u> [NEW]

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

1 Yes
2 No

1. Requirements for validated credentials related to the gTLD (e.g., must be a licensed contractor to register a .builder domain)
2. Validation that the person or company registering the site meets intended parameters (e.g. must be involved in the pharmaceutical industry to register a .pharmacy domain
3. Requirements for local presence within a specific city, country, or region for a domain related to that place.
4. Requirements for use of the name to be consistent with the meaning of the gTLD (e.g., use of a .net name must be for network operations purposes)

<u>[PN: DISPLAY Q770 AND Q780 ON THE SAME SCREEN]</u>

<u>BASE: ALL QUALIFIED RESPONDENTS (Q99/1)</u> [TREND]

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

ROTATE OPTIONS 1 AND 3
1 More trustworthy
2 Doesn't make a difference (ANCHOR HERE)
3 Less trustworthy
4 Not sure (ANCHOR HERE)

<u>BASE: ALL QUALIFIED RESPONDENTS (Q99/1)</u> [TREND; CODED]

Q780 How do you determine whether a website is legitimate or not?
[TEXT BOX]

<u>BASE: ALL QUALIFIED RESPONDENTS (Q99/1)</u> [TREND]

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

1 Yes
2 No

<u>BASE: TRIED TO IDENTIFY (Q785/1)</u> [TREND; CODED]

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

[TEXT BOX]

SECTION 800: UNDERSTANDING OF/EXPERIENCE WITH NEW GTLDS

[PN: DISPLAY Q801 AND Q830X1 ON THE SAME SCREEN]

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q801 As you may or may not know, new domain name extensions are becoming available all the time. These new extensions are called new gTLDs.

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND; CODED]

Q830x1 To the best of your knowledge, why have new gTLDs been created?
[MANDATORY TEXT BOX]

[PN: DISPLAY Q870 AND Q875 ON THE SAME SCREEN]

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [NEW; CODED]

Q870 What criteria or situations might make you decide to visit websites with a domain name extension you have not seen before?
[MANDATORY TEXT BOX]

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [NEW; CODED]

Q875 What, if anything, might cause you to avoid a website with an unfamiliar domain name extension?
[MANDATORY TEXT BOX]

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND]

Q800 Which of the following new gTLDs, if any, have you heard of? Please select all that apply.

MASTER NEW TLD LIST; RANDOMIZE; MULTIPLE RESPONSE; DISPLAY LIST IN 2 COLUMNS

1 .email
2 .photography
3 .link
4 .guru
5 .realtor
6 .club
7 .xyz
16 .top
17 .pics
18 .online
19 .space
20 .website
21 .news
22 .site
23 .toronto [ONLY IN CANADA]
24 .guadalajara [ONLY IN MEXICO]
25 .roma [ONLY IN ITALY]
26 .istanbul [ONLY IN TURKEY]
27 .madrid [ONLY IN SPAIN}
28 .warszawa [ONLY IN POLAND]
29 .paris [ONLY IN FRANCE]
30 佛山 [ONLY IN CHINA] (Foshan)
31 .hanoi [ONLY IN VIETNAM]
32 .manilla ONLY IN PHILIPPINES]
33 .tokyo [ONLY IN JAPAN]
34 .seoul [ONLY IN SOUTH KOREA]
35 .москва [ONLY IN RUSSIA]
36 .delhi [ONLY IN INDIA]
37 .jakarta [ONLY IN INDONESIA]
38 .abuja [ONLY IN NIGERIA]
39 .capetown [ONLY IN SOUTH AFRICA]
40 .cairo [ONLY IN EGYPT]
41 .bogota [ONLY IN COLOMBIA]
42 .cordoba [ONLY IN ARGENTINA]
43 .rio [ONLY IN BRAZIL]
8 .berlin [ONLY in Germany]
9 .ovh [ONLY in Germany]
10 .london [ONLY in UK]
11 .nyc [ONLY in US]
12 .wang [ONLY IN CHINA]
13 .xn—ses554g (Chinese for network address) [ONLY in China]
14 .xn—55qx5d (Chinese for company) [ONLY in China
15 I am not aware of any of these (ANCHOR)

BASE: HAS HEARD OF NEW EXTENSIONS (Q99/1 AND Q800/1-14, 16-43) [TREND]

Q805 Have you personally visited websites with any of the following new domain name extensions? Please select all that you recall having visited.

[NOTE: ONLY SHOW THOSE HEARD OF IN Q800, IN SAME ORDER AS Q800]

1	.email	
2	.photography	
3	.link	
4	.guru	
5	.realtor	
6	.club	
7	.xyz	
16	.top	
17	.pics	
18	.online	
19	.space	
20	.website	
21	.news	
22	.site	
23	.toronto [ONLY IN CANADA]	
24	.guadalajara [ONLY IN MEXICO]	
25	.roma [ONLY IN ITALY]	
26	.istanbul [ONLY IN TURKEY]	
27	.madrid [ONLY IN SPAIN}	
28	.warszawa [ONLY IN POLAND]	
29	.paris [ONLY IN FRANCE]	
30	佛山 [ONLY IN CHINA] (Foshan)	
31	.hanoi [ONLY IN VIETNAM]	
32	.manilla ONLY IN PHILIPPINES]	
33	.tokyo [ONLY IN JAPAN]	
34	.seoul [ONLY IN SOUTH KOREA]	
35	.москва [ONLY IN RUSSIA]	
36	.delhi [ONLY IN INDIA]	
37	.jakarta [ONLY IN INDONESIA]	
38	.abuja [ONLY IN NIGERIA]	
39	.capetown [ONLY IN SOUTH AFRICA]	
40	.cairo [ONLY IN EGYPT]	
41	.bogota [ONLY IN COLOMBIA]	
42	.cordoba [ONLY IN ARGENTINA]	
43	.rio [ONLY IN BRAZIL]	
8	.berlin	[ONLY in Germany]
9	.ovh	[ONLY in Germany]
10	.london	[ONLY in UK]
11	.nyc	[ONLY in US]
12	.wang	[ONLY IN CHINA]
13	.xn—ses554g (Chinese for network address)	[ONLY in China]
14	.xn—55qx5d (Chinese for company)	[ONLY in China
15	None of the above [PN: ALWAYS SHOW, ANCHOR, EXCLUSIVE]	

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [NEW]

Q890 Think about accessing a website with one of the newer domain extensions (the part after the "dot"). If the domain name extension in question is descriptive of a service or item, would you expect that all websites using that domain extension have a direct relationship to it?

For example, if you go to .bank, would you expect to see registrations by banks across the globe? If you go to .paris do you expect to see domain names connected to the city of Paris? If you go to .film do you expect to see content related to films?

1. I would expect that there is a very clear relationship between the websites and the extensions—for example, .bank should only be related to banks
2. I would expect there to be some relationship, but it could include sites for entities that are not themselves banks
3. I expect that the extension could be used by just about any company that wanted to—for example, there could be a website called river.bank that might relate to fishing or flood control
4. I don't have any strong expectations, I'll probably just look at search results and figure it out

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [NEW]

Q812 Assume you are looking for information about wildlife photography. How likely would you be to visit each of the following sites?

[CODES 1-4 FOR Q813 ARE NOT TO BE TRANSLATED THEY ARE TO REMAIN IN ENGLISH ONLY FOR ALL COUNTRIES, CODE 5 IS TO BE TRANSLATED FOR ALL LANGUAGES.]

Q813

1 Wildanimalphotography.com [SHOW IN ENGLISH ONLY FOR ALL COUNTRIES]
2 Wildanimal.photography [SHOW IN ENGLISH ONLY FOR ALL COUNTRIES]
3 Wildanimal.photos [SHOW IN ENGLISH ONLY FOR ALL COUNTRIES]
4 [Wildanimalphotos.info SHOW IN ENGLISH ONLY FOR ALL COUNTRIES]
5 Wildanimalphotography.com [TRANSLATE INTO NATIVE LANGUAGE FOR EACH COUNTRY; DO NOT SHOW FOR ENGLISH SPEAKING COUNTRIES: US, UK, India, South Africa, Canada and Nigeria (Q264/244, 243, 116, 193, 42, 174]

1 Very unlikely
2 Somewhat unlikely
3 Somewhat likely
4 Very likely
5 Not sure

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [NEW]

Q826X1 And if you were looking to buy a new camera, how likely would you be to visit each of the following?

[PN: USE THE FOLLOWING LIST TO INSERT COUNTRY TLD FOR CODE 4 BELOW:]

COUNTRY	TLD
China	.cn
Vietnam	.vn
Philippines	.ph
Japan	.jp
South Korea	.kr
Russia	.ru
India	.in
Indonesia	.id
Nigeria	.ng
South Africa	.za
Egypt	.eg
Colombia	.co
Argentina	.ar
Brazil	.br
Italy	.it
Turkey	.tr
Spain	.es
Poland	.pl
United Kingdom	.uk
France	.fr
Germany	.de
United States	.com
Canada	.ca
Mexico	.mx

Q827

1 Digitalcameras.com
2 Digital.cameras
3 Digitalcameras.shop
4 Digitalcameras(INSERT COUNTRY TLD)[DO NOT SHOW FOR US]

1 Very unlikely
2 Somewhat unlikely
3 Somewhat likely
4 Very likely
5 Not sure

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [NEW]

Q828 And, what if you were looking for information about Berlin, Germany or thinking about travelling there? How likely would you be to visit each of the following?

Q829

1 berlin.com
2 berlin.de
3 berlin.info
4 info.berlin

1 Very unlikely
2 Somewhat unlikely
3 Somewhat likely
4 Very likely
5 Not sure

[PN: DISPLAY Q880 AND Q823 ON THE SAME SCREEN]

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [NEW]

Q880 If you were conducting an internet search for information on a topic, how much attention do you pay to the domain extension (e.g. .com or .info)?

1 I don't pay much attention, I just look at the search result/link
2 I only go to sites with domain extensions I am familiar with
3. I look at the search results and decide based on other information I see

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND]

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

1 Reasonable price
2 Has a well-known extension
3 Has a new extension
7 One that is close to the one I wanted and is available to register
6 One that seems most relevant to my needs
5 Other (specify) _________________(ANCHOR)

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND]

Q825 Please rate the following gTLDs by how **trustworthy** you feel they are.
[PN: DISPLAY SCALE CODES 4-1]; RANDOMIZE; REPEAT SCALE AT THE BOTTOM OF THE GRID

1 Very trustworthy	2 Somewhat trustworthy	3 Not very trustworthy	4 Not at all trustworthy

1 .email
2 .photography
3 .link
4 .guru
5 .realtor
6 .club
7 .xyz
16 .top
17 .pics
18 .online
19 .space
20 .website
21 .news
22 .site
23 .toronto [ONLY IN CANADA]
24 .guadalajara [ONLY IN MEXICO]
25 .roma [ONLY IN ITALY]
26 .istanbul [ONLY IN TURKEY]
27 .madrid [ONLY IN SPAIN}
28 .warszawa [ONLY IN POLAND]
29 .paris [ONLY IN FRANCE]
30 佛山 [ONLY IN CHINA] (Foshan)
31 .hanoi [ONLY IN VIETNAM]
32 .manilla ONLY IN PHILIPPINES]
33 .tokyo [ONLY IN JAPAN]
34 .seoul [ONLY IN SOUTH KOREA]
35 .москва [ONLY IN RUSSIA]
36 .delhi [ONLY IN INDIA]
37 .jakarta [ONLY IN INDONESIA]
38 .abuja [ONLY IN NIGERIA]
39 .capetown [ONLY IN SOUTH AFRICA]
40 .cairo [ONLY IN EGYPT]
41 .bogota [ONLY IN COLOMBIA]
42 .cordoba [ONLY IN ARGENTINA]
43 .rio [ONLY IN BRAZIL]
8 .berlin [ONLY in Germany]
9 .ovh [ONLY in Germany]
10 .london [ONLY in UK]
11 .nyc [ONLY in US]
12 .wang [ONLY IN CHINA]
13 .xn—ses554g (Chinese for network address) [ONLY in China]
14 .xn—55qx5d (Chinese for company) [ONLY in China

[PN: DISPLAY Q827 AND Q850 ON THE SAME SCREEN]

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [NEW; CODED]

Q827 Please assume that while browsing you see a website with a domain extension (the part after the "dot") that you do not recognize. What about this unfamilar domain name extension would make it feel trustworthy?

[MANDATORY TEXT BOX]

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND]

Q850 If you wanted more information about one of the new gTLDs, where would you go? Please select all that apply.

RANDOMIZE; MULTLIPE RESPONSE

1 An Internet search engine to find articles, posts or similar information
2 An Internet encyclopedia
3 My Internet service provider/agency that provides my internet access
4 Other (specify) ___________________ (ANCHOR)
5 Not sure (ANCHOR)

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND]

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

1 Does not describe at all	2 Does not describe very well	3 Describes somewhat well	4 Describes very well

RANDOMIZE; DISPLAY SCALE AT THE BOTTOM OF THE GRID

1 Innovative
2 Cutting edge
3 Extreme
4 Trustworthy
5 Unconventional
6 Practical
7 Technical
8 Confusing
9 Overwhelming
10 Useful
11 For people like me
12 Interesting
13 Exciting
14 Helpful
15 Informative

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND]

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

1	2	3
No purchase restrictions should be required	Some purchase restrictions should be required	Strict purchase restrictions should be required

1 .email
2 .photography
3 .link
4 .guru
5 .realtor
6 .club
7 .xyz
44 .bank
45 .pharmacy
46 .builder
23 .toronto [ONLY IN CANADA]
24 quadalajara [ONLY IN MEXICO]
25 .roma [ONLY IN ITALY]
26 .istanbul [ONLY IN TURKEY]
27 .madrid [ONLY IN SPAIN}
28 .warszawa [ONLY IN POLAND]
29 .paris [ONLY IN FRANCE]
30 佛山 [ONLY IN CHINA] (Foshan)
31 .hanoi [ONLY IN VIETNAM]
32 .manilla ONLY IN PHILIPPINES]
33 .tokyo [ONLY IN JAPAN]
34 .seoul [ONLY IN SOUTH KOREA]
35 .москва [ONLY IN RUSSIA]
36 .delhi [ONLY IN INDIA]
37 .jakarta [ONLY IN INDONESIA]
38 .abuja [ONLY IN NIGERIA]
39 .capetown [ONLY IN SOUTH AFRICA]
40 .cairo [ONLY IN EGYPT]
41 .bogota [ONLY IN COLOMBIA]
42 .cordoba [ONLY IN ARGENTINA]
43 .rio [ONLY IN BRAZIL]
8 .berlin [ONLY in Germany]
9 .ovh [ONLY in Germany]
10 .london [ONLY in UK]
11 .nyc [ONLY in US]
12 .wang [ONLY IN CHINA]
13 .xn—ses554g (Chinese for network address) [ONLY in China]
14 .xn—55qx5d (Chinese for company) [ONLY in China

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [NO TREND]
Q910 And, how much do you trust that the restrictions on this new registration will actually be enforced?
[PN: DISPLAY SCALE CODES 1-4]

1 Very low level of trust	2 Low level of trust	3 Moderate level of trust	4 High level of trust

SECTION 900: TRUST/EXPERIENCE WITH THE DOMAIN NAME SYSTEM

[PN: DISPLAY Q901 AND Q915 ON THE SAME SCREEN]

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q901 Now a few questions about the process for registering a domain name.

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND]
Q915 How much do you trust the domain name industry compared to these other industries?

Q916 RANDOMIZE
1 Internet service providers/the agency that provides my internet access
2 Web based marketing companies
3 E-commerce companies
4 Software companies
5 Computer hardware companies

1 Trust much less
2 Trust somewhat less
3 Trust the same
4 Trust somewhat more
5 Trust much more

BASE: TRUST OTHER INDUSTRIES MUCH/SOMEWHAT MORE (Q915/4,5 AND Q916/1-5) [NEW; CODED]
Q917 You said that you trust the domain name industry more than (insert options rated Q915/4,5; if Q916/1 is to be inserted, shorten the wording to display Internet service providers). Why do you trust the domain name industry more than these other industries?

[MANDATORY TEXT BOX]

BASE: TRUST OTHER INDUSTRIES MUCH/SOMEWHAT LESS (Q915/1,2 AND Q916/1-5) [NEW; CODED]
Q919 You said that you trust the domain name industry less than (insert options rated Q915/1,2; if Q916/1 is to be inserted, shorten the wording to display Internet service providers). Why do you trust the domain name industry less than these other industries?

[MANDATORY TEXT BOX]

SECTION 1000: REACHING THE INTENDED INFORMATION SUPPLIER

[PN: DISPLAY Q1001 AND Q1000 ON THE SAME SCREEN]

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1001 Now please think about how you use the internet and the process you use to locate websites you may want to visit.

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND]

Q1000 Which devices do you use to access the Internet? Please select all that apply.

MULTIPLE RESPONSE

1 Desktop computer
2 Laptop computer
3 Tablet
4 Smartphone
5 Other (specify)

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND]

Q1005 What is your experience with URL shorteners? URL shortening is an Internet technique in which a URL may be made substantially shorter in length and still direct to the required page. For example, the url http://www.doctorswithoutborders.org/support-us/corporate-support could be shortened to http://bit.ly/1Um526Q.

1 I have never heard of them or used them
2 I have heard of them but never used them
3 I use them, but not frequently
4 I use them frequently

BASE: NOT USED URL SHORTENERS (Q1005/1-2) [TREND]

Q1010 Why haven't you used URL shorteners?

RANDOMIZE
MULTIPLE RESPONSE

1 I have never heard of them
2 Confused about which website I'm going to
3 Never needed to
4 Don't like them
5 Don't trust them
6 Other (specify) (ANCHOR)

BASE: HAVE USED URL SHORTENERS (Q1005/3-4) [TREND]

Q1015 Why do you use URL shorteners?

RANDOMIZE
MULTIPLE RESPONSE

1 They are convenient
2 They save me time
3 It's the latest thing
4 Other (specify) ANCHOR

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND]

Q1020 What is your experience with QR codes? A QR code consists of black modules (square dots) arranged in a square grid on a white background, which can be read by an imaging device (such as a camera). Reading the QR code with your Smartphone takes you to a website or ad for more information. Here is an example—this is a QR code for http://www.doctorswithoutborders.org/support-us/corporate-support

1 I have never heard of them or used them
2 I have heard of them but never used them
3 I use them, but not frequently
4 I use them frequently

BASE: NOT USED QR CODES (Q1020/1-2) [TREND]

Q1025 Why haven't you used QR codes?

RANDOMIZE
MULTIPLE RESPONSE

1 I have never heard of them or seen them
2 Never needed to
3 Don't like them
4 Don't trust them
5 Other (specify) (ANCHOR)

BASE: HAVE USED QR CODES (Q1020/3-4) [TREND]

Q1030 Why do you use QR codes?

RANDOMIZE
MULTIPLE RESPONSE

1 They are convenient
2 They save me time
3 It's the latest thing
4 Other (specify) (ANCHOR)

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND]

Q1050 In general, what is your preferred way of finding websites now?

RANDOMIZE

1 Use a search engine
2 Type the domain name directly into my browser and see if it comes up
3 Use an app instead of going to websites themselves
4 Use a QR code
5 Other (specify) _________________[ANCHOR]

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [NO TREND]

Q1036 Please think about looking for information about a topic on the internet. Which of these is the safest, which is the fastest, and which is the easiest way to navigate to a website that may have the information you are looking for?

RANDOMIZE
SINGLE RESPONSE
[PN: MAKE SAFEST, FASTEST AND EASIEST THE COLUMNS; ALLOW ONE RESPONSE PER COLUMN]

1 Using an app instead of going to the website itself—for example, an app provided by an airline or a bank
2 Accessing via a QR code
3 Typing the domain name into a browser
4 Finding via an Internet search engine
5 Accessing via a bookmark
6 Not sure (ANCHOR)

1 Safest
2 Fastest
3 Easiest

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [NEW]

Q1055 Now think about buying things over the internet. Which of these are the fastest, easiest and safest way to get to the website you want to buy from?

RANDOMIZE
SINGLE RESPONSE
[PN: MAKE SAFEST, FASTEST AND EASIEST THE COLUMNS; ALLOW ONE RESPONSE PER COLUMN]

1 Using an app instead of going to a website—for example, an app provided by an airline or a bank
2 Accessing via a QR code
3 Typing the domain name into a browser
4 Finding via an Internet search engine
5 Accessing via a bookmark
6 Not sure (ANCHOR)

1 Safest
2 Fastest
3 Easiest

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [NEW]

Q1060 Lastly, think about a website you go to regularly and where you will access your personal information, like banking or healthcare information? Which of these is the safest, which is the easiest, and which is the fastest method?

RANDOMIZE

SINGLE RESPONSE

[PN: MAKE SAFEST, FASTEST AND EASIEST THE COLUMNS; ALLOW ONE RESPONSE PER COLUMN]

1 Using an app provided by the website owner—for example, an app provided by an airline or a bank

2 Accessing via a QR code

3 Typing the domain name into a browser

4 Finding via an Internet search engine

5 Accessing via a bookmark

6 Not sure (ANCHOR)

1 Safest

2 Fastest

3 Easiest

SECTION 1100: ABUSIVE BEHAVIOR / CYBER CRIME

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [NEW]

Q1140 Overall, how comfortable are you with each of the following online behaviors?

Q1141

1 Searching for information

2 Using social media to talk about your activities or family

3 Shopping online

4 Banking online

5 Accessing medical information online

1 Not at all comfortable

2 Not very comfortable

3 Somewhat comfortable

4 Very comfortable

BASE: **ALL QUALIFIED RESPONDENTS (Q99/1)** [NEW]

Q1145 [FOR ALL COUNTRIES OTHER THAN US]: Please think about three websites. One has a .com domain extension, one has a [INSERT APPROPRIATE COUNTRY EXTENTION] and one has one of the new gTLDs like .club or .bank? How comfortable would you be doing each of these activities on each website?

[FOR US ONLY}: Please think about two websites. One has a .com domain extension and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website?

[PN: SHOW EACH ACTIVITI ON A SEPARATE SCREEN WITH A GRID THAT HAS .COM, APPROPRIATE COUNTRY EXTENSION (SEE LIST BELOW) AND NEW gTLDs LIKE .CLUB OR .BANK AS THE THREE ROWS AND NOT AT ALL COMFORTABLE, NOT VERY COMFORTABLE, SOMEWHAT COMFORTABLE AND VERY COMFORTABLE AS THE COLUMNS.]

COUNTRY	TLD
China	.cn
Vietnam	.vn
Philippines	.ph
Japan	.jp
South Korea	.kr
Russia	.ru
India	.in
Indonesia	.id
Nigeria	.ng
South Africa	.za
Egypt	eg
Colombia	.co
Argentina	ar
Brazil	.br
Italy	.it
Turkey	.tr
Spain	.es
Poland	.pl
United Kingdom	.uk
France	.fr
Germany	.de
United States	.com
Canada	.ca
Mexico	.mx

Q1146

1 Inputting your email address
2 Inputting your home address
3 Inputting your telephone number
4 Inputting financial information (like a credit card or bank account number)
5 Inputting an ID number like a social security number, passport or government ID number
6 Inputting healthcare information, like inputting a list of prescription drugs you use, or your medical history

1 Not at all comfortable

2 Not very comfortable
3 Somewhat comfortable
4 Very comfortable

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [NO TREND]

Q1100a How would you describe your familiarity with each of the following abusive internet behaviors?

RANDOMIZE

1 Phishing - The attempt to acquire sensitive information such as usernames, passwords, and credit card details by masquerading as a trustworthy entity in electronic communication.
2 Spamming - The use of electronic messaging systems to send unsolicited messages.
3 Cyber squatting – Registering or using a domain name with bad faith intent to profit from the goodwill of a trademark belonging to someone else.
4 Stolen credentials – When hackers steal personal information stored online such as usernames, passwords, social security numbers, credit cards numbers, etc.
5 Malware – Short for “malicious software”, used to disrupt computer operations, gather sensitive information or gain access to private computer systems.

1 Never heard of
2 Just know the name
3 Somewhat familiar
4 Very familiar
5 Extremely familiar

BASE: FAMILIAR WITH ABUSIVE INTERNET BEHAVIOR (Q1100/1-5 AND Q1101/3-5) [NO TREND]

Q1105 What do you think are the source(s) for each type of abusive Internet behavior?

[ONLY DISPLAY THE BEHAVIORS FAMILIAR WITH IN Q1100/1-5 AND Q1101/3-5]
[RANDOMIZE IN SAME ORDER AS Q1100a]

Q1106
1 Phishing
2 Spamming
3 Cyber squatting
4 Stolen credentials
5 Malware

MULTIPLE RESPONSE
1 Individuals from my country
2 Individuals from outside my country
3 Organized groups from within my country
4 Organized groups from outside my country
5 Don’t know [EXCLUSIVE]

BASE: FAMILIAR WITH ABUSIVE INTERNET BEHAVIOR (Q1100/1-5 AND Q1101/3-5) [NO TREND]

Q1115 How common do you feel each type of abusive Internet behavior is?

[ONLY DISPLAY THE BEHAVIORS FAMILIAR WITH IN Q1100/1-5 AND Q1101/3-5]
[RANDOMIZE IN SAME ORDER AS Q1100a]

Q1117
1 Phishing
2 Spamming
3 Cyber squatting
4 Stolen credentials

5 Malware

1 Not at all common
2 Not very common
3 Somewhat common
4 Very common
5 Don't know

BASE: FAMILIAR WITH ABUSIVE INTERNET BEHAVIOR (q1100/1-5 and Q1101/3-5) [NO TREND]

Q1120 Have you ever been affected by any of these types of abusive Internet behaviors?

[ONLY DISPLAY THE BEHAVIORS FAMILIAR WITH IN Q1100/1-5 AND Q1101/3-5]
[RANDOMIZE IN SAME ORDER AS Q1100a]

Q1121
1 Yes
2 No
3 Not sure

1 Phishing
2 Spamming
3 Cyber squatting
4 Stolen credentials
5 Malware

BASE: FAMILIAR WITH ABUSIVE INTERNET BEHAVIOR (Q1100/1-5 AND Q1101/3-5) [NO TREND]

Q1125 How scared are you of each of the following?

1 Not at all scared	2 Not very scared	3 Somewhat scared	4 Very scared

[ONLY DISPLAY THE BEHAVIORS FAMILIAR WITH IN Q1100/1-5 AND Q1101/3-5]
[RANDOMIZE IN SAME ORDER AS Q1100a]

1 Phishing
2 Spamming
3 Cyber squatting
4 Stolen credentials
5 Malware

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND]

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

RANDOMIZE
MULTIPLE RESPONSE

Q1131
1 Phishing
2 Spamming
3 Cyber squatting
4 Stolen credentials
5 Malware

1 Changed my Internet habits
2 Stopped making purchases online
3 Purchased antivirus software for my computer
4 Purchased an identity protection plan
5 Other (ANCHOR)
6 None (ANCHOR) (EXCLUSIVE)

[LOOP Q1135 FOR EACH Q1131 AND Q1130/5]

BASE: OTHER MEASURES TAKEN (Q1131/1-5 AND Q1130/5) [TREND]

Q1135 What other measures to avoid being affected by [INSERT Q1131 WHERE Q1130/5] have you taken?

INSERT TEXT BOX

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [NO TREND]

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? Please select all that apply.

MULTIPLE RESPONSE
RANDOMIZE

1	Contact the website owner/operator
5	Local police
6	Interpol
7	ICANN
8	Private security companies
9	Consumer protection agency
10	(US ONLY) FBI
11	(US ONLY) Intelligence agency like the CIA or NSA
12	(NON US ONLY) Federal police
13	(NON US ONLY) National law enforcement
14	(NON US ONLY) A national intelligence agency
15	Don’t know [EXCLUSIVE]

SECTION 7: DEMOGRAPHIC QUESTIONS

BASE: ALL RESPONDENTS

Q308 [HIDDEN QUESTION - MANDATORY QUESTION SELECTION.]
[MULTIPLE RESPONSE]
[Need education, income, ethnicity and employment for all countries.]
[PN: IF ONLINE SURVEY, AGE 18+ (Q280/18+) AND US (Q264/244)PICK CODES 1, 3, 6, 8-13. IF HPOL SAMPLE GET CODES 15 AND 16 ALSO. IF ONLINE SURVEY, AGE 18+ (Q280/18+) AND NON_US (Q264/NE244)PICK CODES 1, 6, 8-11. IF HPOL SAMPLE GET CODES 15 AND 16 ALSO, IF ONLINE SURVEY, AGES 15-17 (Q280/15-) 17) AND US (Q264/244) PICK CODES 1, 3, 9-10, 12-13], IF ONLINE SURVEY, AGES 15-17 (Q280/15-) 17) AND NON US (Q264/NE244) PICK CODE 1]

01 GEOGRAPHICAL REGION (STATE/PROVINCE/REGION) (Q318)
03 ZIP/POSTAL CODE (Q326) [PN: Do not ask for any countries other than US.]
~~05 INTERNET USAGE (Q350)~~
06 **SINGLE** EMPLOYMENT (Q398, Q404, Q410) [PN: Do not ask for Vietnam and Philppines.]
08 EDUCATION (Q434-Q437)
09 SCHOOL LOCATION (Q440)
10 PARENTAL EDUCATION (Q444, Q446)
11 INCOME (Q450-Q466)
12 HISPANIC ORIGIN (Q474)
13 ETHNICITY (Q478-Q485)
15 SWEEPSTAKES (Q510-512, Q354, Q514)
16 SURVEY EVALUATION (Q516, Q518,Q522)
97 NONE E;

BASE: ALL RESPONDENTS

Q310 [HIDDEN QUESTION – OPTIONAL QUESTION SELECTION.]
[PN: IF AGES 18+ (Q280/18+) GET CODE 1 ONLY; IF AGES 15-17 (Q280/15-17) GET ONLY Q368 AND Q372 FROM CODE 1]
[MULTIPLE RESPONSE]
[DO NOT ASK Q364 FOR Q264/174 NIGERIA]

1 OPTIONAL BATCH 1 – HOUSEHOLD QUESTIONS (Q364(MARITAL STATUS), Q368 (# IN HH), Q372 (# OF CHILDREN IN HH))
2 OPTIONAL BATCH 2 – HOUSEHOLD QUESTIONS AND YEAR OF BIRTH OF CHILDREN (Q364(MARITAL STATUS), Q368(# IN HH), Q372 (# OF CHILDREN IN HH), Q376-Q381(AGE OF CHILDREN IN HH))
3 PLACEHOLDER
4 OPTIONAL BATCH 4 – EMPLOYMENT AND INVESTABLE ASSETS QUESTIONS (Q424(INDUSTRY),, Q428(PROFESSION), Q470(INVESTABLE ASSETS))
5 OPTIONAL BATCH 5 – SEXUAL ORIENTATION QUESTIONS (Q498, Q500, Q504)
6 OPTIONAL BATCH 6 - INTERNET CONNECTION (Q336-Q346)
7 OPTIONAL BATCH 7 - LANGUAGE FOR WEIGHTING (Q492)
8 OPTIONAL BATCH 8 - HOUSEHOLD TELEPHONES (Q358, Q360)
9 OPTIONAL BATCH 9 - SOCIAL CLASS (Q414, Q417, Q421)
10 OPTIONAL BATCH 10 - SPOKEN HH LANGUAGE (Q488-Q490)
99 NO OPTIONAL QUESTIONSE;

<u>BASE: US AGE 15-17 (Q264/244 AND Q280/15-17)</u>
QTEENINTUSE Overall, how often do you use the Internet?

1 Almost constantly
2 Several times a day
3 About once a day
4 Several times a week
5 Once a week
6 Less often

Custom Demos

<u>BASE: ALL ARGENTINA RESPONDENTS (Q264/10)</u>
QARREG In which region do you currently reside?

[PROGRAMMER: ALPHABETIZE LIST.]

1 Buenos Aires
2 Buenos Aires Province (including Gran Buenos Aires)
3 Santa Fe
4 Cordoba
5 Patagonia
6 Other [ANCHOR]

<u>BASE: ALL SOUTH KOREA RESPONDENTS 18 OR OLDER (Q264/214 AND Q280/18+)</u>
QKRINC Which of the following income categories best describes your total [INSERT LAST YEAR] <U><u>household</u></U> income before taxes?

1 Less than 10,000,000 Won
2 10,000,000 to 20,999,999 Won
3 21,000,000 to 29,999,999 Won
4 30,000,000 to 44,999,999 Won
5 45,000,000 to 74,999,999 Won
6 75,000,000 or more Won
7 Decline to answer

<u>BASE: ALL SOUTH KOREA RESPONDENTS 18 OR OLDER (Q264/214 AND Q280/18+)</u>
QKRBUY In the past 12 months, did you purchase any products or services over the Internet?

1 Yes
2 No

<u>BASE: ALL SOUTH KOREA RESPONDENTS (Q264/214)</u>
QKRREG1 In which region do you currently reside?

[PROGRAMMER: DISPLAY IN 2 COLUMNS GOING DOWN; ALPHABETIZE LIST.]

1 Seoul
2 Busan
3 Gyeonggi-do
4 Ulsan
5 Daejeon
6 Gwangjiu
7 Incheon
8 Daegu

9 Jeju-do
10 Chungcheongbuk-do
11 Gangwon-do
12 Chungcheongnam-do
13 Jeollabuk-do
14 Jeollanam-do
15 Gyeongsangnam-do
16 Gyeongsangbuk-do

BASE: ALL SOUTH KOREA RESPONDENTS (Q264/214)
QKRREG2 HIDDEN QUESTION FOR WEIGHTING – REGION CLASSIFICATION

[PROGRAMMER: IF QKRREG1/1 GET CODE 1. IF QKRREG1/2 GET CODE 2. IF QKRREG1/3 GET CODE 3. IF QKRREG1/4-8 GET CODE 4. IF QKRREG1/9-16 GET CODE 5.]

1 Seoul
2 Busan
3 Gyeonggi-do
4 All other metropolitan cities
5 All other provinces (do)

BASE: ALL INDIA RESPONDENTS 18 OR OLDER (Q264/116 AND Q280/18+**)**
QINED What is the highest level of education/literacy you have completed/obtained or the highest degree you have received?

1 No education
2 Less than primary
3 Primary but less than middle
4 Middle but less than matric
5 Matric but less than graduate
6 Graduate or above

BASE: ALL INDIA RESPONDENTS 18 OR OLDER (Q264/116 AND Q280/18+**)**
QININC2 Which of the following income categories best describes your total [INSERT LAST YEAR] <U>household</U> income before taxes?

1 Less than 120,000 rupees
2 120,000 rupees or more
3 Decline to answer

BASE: ALL INDIA RESPONDENTS 18 OR OLDER (Q264/116 AND Q280/18+**)**
QINSUB Which of the following best describes the area in which you live?

1 Metro
2 Non-metro

BASE: ALL INDIA RESPONDENTS 18 OR OLDER (Q264/116 AND Q280/18+**)**
QINBUY In the past month, did you purchase any products or services over the Internet?

1 Yes
2 No

BASE: ALL INDIA RESPONDENTS (Q264/116)
QINREG1 In which division do you currently reside?

[PROGRAMMER: DISPLAY IN 3 COLUMNS GOING DOWN; ALPHABETIZE LIST.]

1 Uttar Pradesh
2 Maharashtra
3 Bihar
4 West Bengal
5 Andhra Pradesh
6 Tamil Nadu
7 Madhya Pradesh
8 Rajasthan
9 Karnataka
10 Gujarat
11 Orissa
12 Kerala
13 Assam
14 Punjab
15 Haryana
16 Jharkhand
17 Chhattisgarh
18 Jammu and Kashmir
19 Uttaranchal
20 Himachal Pradesh
21 Tripura
22 Manipur
23 Meghalaya
24 Nagaland
25 Goa
26 Arunachal Pradesh
27 Mizoram
28 Sikkim
29 Delhi
30 Pondicherry
31 Chandigarh
32 Andaman and Nicobar Islands
33 Dadra and Nagar Haveli
34 Daman and Diu
35 Lakshadweep

BASE: ALL INDIA RESPONDENTS (Q264/116)
QINREG2 HIDDEN QUESTION FOR WEIGHTING – STATE SIZE CLASSIFICATION

[PROGRAMMER: IF QINREG1/1-15 GET CODE 1. IF QINREG1/16-28 GET CODE 2. IF QINREG1/29-35 GET CODE 3.]

1 Bigger State
2 Smaller State
3 Union Territories

BASE: ALL INDONESIA RESPONDENTS (Q264/117)
Q1500 In which province do you currently reside?

[PROGRAMMER: DISPLAY IN 3 COLUMNS GOING DOWN; ALPHABETIZE LIST.]

1 Irian Jaya Barat

2 Papua
3 Banten
4 Jakarta Raya
5 Jawa Barat
6 Jawa Tengah
7 Jawa Timur
8 Yogyakarta
9 Kalimantan Barat
10 Kalimantan Selatan
11 Kalimantan Tengah
12 Kalimantan Timur
13 Maluku
14 Maluku Utara
15 Bali
16 Nusa Tenggara Barat
17 Nusa Tenggara Timur
18 Gorontalo
19 Sulawesi Barat
20 Sulawesi Selatan
21 Sulawesi Tengah
22 Sulawesi Tenggara
23 Sulawesi Utara
24 Aceh
25 Bangka-Belitung
26 Bengkulu
27 Jambi
28 Kepulauan Riau
29 Lampung
30 Riau
31 Sumatera Barat
32 Sumatera Selatan
33 Sumatera Utara

BASE: ALL INDONESIA RESPONDENTS (Q264/117)
Q1502 HIDDEN QUESTION FOR WEIGHTING – REGION CLASSIFICATION

[PROGRAMMER: IF Q1500/1-2 GET CODE 1. IF Q1500/3-8 GET CODE 2. IF Q1500/9-12 GET CODE 3. IF Q1500/13-14 GET CODE 4. IF Q1500/15-17 GET CODE 5. IF Q1500/18-23 GET CODE 6. IF Q1500/24-33 GET CODE 7.]

1 Irian Jaya
2 Jawa
3 Kalimantan
4 Maluku
5 Nusa Tenggara
6 Sulawesi
7 Sumatera

BASE: ALL NIGERIA RESPONDENTS 18 OR OLDER (Q264/174 AND Q280/18+**)**
Q1580 What is your marital status?

1 Single, never married
2 Married (monogamous or polygamous)
3 Divorced
4 Separated
5 Widowed

6 Loosely coupled

BASE: ALL NIGERIA RESPONDENTS (Q264/174)
Q1503 In which state do you currently reside?

[PROGRAMMER: DISPLAY IN 3 COLUMNS GOING DOWN; ALPHABETIZE LIST.]

1 Lagos State
2 Ogun State
3 Oyo State
4 Osun State
5 Kogi State
6 Kwara State
7 Delta State
8 Ondo State
9 Edo State
10 Ekiti State
11 Anambra State
12 Abia State
13 Enugu State
14 Ebonyi State
15 Rivers State
16 Akwa Ibom State
17 Imo State
18 Cross River State
19 Bayelsa State
20 Borno State
21 Adamawa State
22 Taraba State
23 Yobe State
24 Kano State
25 Jigawa State
26 Bauchi State
27 Gombe State
28 Kaduna State
29 Katsina State
30 Sokoto State
31 Kebbi State
32 Zamfara State
33 Benue State
34 Niger State
35 Plateau State
36 Nassarawa State
37 Abuja Federal Capital Territory

BASE: ALL NIGERIA RESPONDENTS (Q264/174)
Q1504HIDDEN QUESTION FOR WEIGHTING – STATE CLASSIFICATION

[PROGRAMMER: IF Q1503/1-2 GET CODE 1. IF Q1503/3-6 GET CODE 2. IF Q1503/7-10 GET CODE 3. IF Q1503/11-14 GET CODE 4. IF Q1503/15-19 GET CODE 5. IF Q1503/20-23 GET CODE 6. IF Q1503/24-27 GET CODE 7. IF Q1503/28-32 GET CODE 8. IF Q1503/33-37 GET CODE 9.]

1 Postal Code Region 1
2 Postal Code Region 2

3 Postal Code Region 3
4 Postal Code Region 4
5 Postal Code Region 5
6 Postal Code Region 6
7 Postal Code Region 7
8 Postal Code Region 8
9 Postal Code Region 9

BASE: ALL NIGERIA RESPONDENTS 18 OR OLDER (Q264/174 AND Q280/18+ **)**

Q1585 Do you consider yourself…?

1 Hausa
2 Yoruba
3 Igbo/Ibo
4 Fulanji
5 Other
9 Decline to answer

BASE: ALL EGYPT RESPONDENTS (Q264/66)

Q1505 In which governorate do you currently reside?

[PROGRAMMER: DISPLAY IN 2 COLUMNS GOING DOWN; ALPHABETIZE LIST]

1 Ad Daqahlīyah
2 Al Buhayrah
3 Al Gharbīyah
4 Al Ismā`īlīyah
5 Kafr ash Shaykh
6 Dumyāt
7 Al Qalyūbīyah
8 Ash Sharqīyah
9 Al Minūfīyah
10 Al Qāhirah
11 Al Iskandarīyah
12 Būr Sa`īd
13 Al Uqsur
14 As Suways
15 Aswān
16 Asyūt
17 Al Minyā
18 Sūhāj
19 Qinā
20 Al Fayyūm
21 Al Jīzah
22 Banī Suwayf
23 Janūb Sīnā'
24 Matrūh
25 Shamal Sīnā'
26 Al Wādī al Jadīd
27 Al Bahr al Ahmar

BASE: ALL EGYPT RESPONDENTS (Q264/66)

Q1506 HIDDEN QUESTION FOR WEIGHTING – REGION CLASSIFICATION

[PROGRAMMER: IF Q1505/1-9 GET CODE 1. IF Q1505/10-14 GET CODE 2. IF Q1505/15-22 GET CODE 3. IF Q1500/23-27 GET CODE 4.]

1 Lower
2 City
3 Upper
4 Desert

BASE: ALL COLOMBIA RESPONDENTS 18 OR OLDER (Q264/51 AND Q280/18+**)**

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

01 Menos de $ 6,000.000 pesos colombianos
02 $ 6.001.000 a $ 12.000.000 pesos colombianos
03 $ 12.001.000 a $ 18.000.000 pesos colombianos
04 $ 18.001.000 a $ 24.000.000 pesos colombianos
05 $ 24.001.000 a $ 30.000.000 pesos colombianos
06 $ 30.001.000 a $ 36.000.000 pesos colombianos
07 $ 36.001.000 a $ 60.000.000 pesos colombianos
08 $ 60.001.000 a $ 84.000.000 pesos colombianos
09 $ 84.001.000 o mas pesos colombianos
99 Decline to answer

BASE: ALL COLOMBIAN RESPONDENTS (Q264/51)

QCOREG2 In which region do you live?

1 Central
2 Bogota
3 Pacifico Norte
4 Eje Cafetero
5 Andina Norte
6 Andina Sur
7 Pacifico Sur
8 Caribe
9 Orinoquia
10 Amazonia

BASE: ALL VIETNAM RESPONDENTS 18 OR OLDER (Q264/249 AND Q280/18+**)**

Q4010 What is your current education level?

No schooling	01	
Some Kindergarten school	02	
Complete Kindergarten school	03	
Some Primary school (Grades 1-5)	04	
Complete Primary school (Grades 1-5)	05	
Some Lower Secondary school (Grades 6-9)	06	
Complete Lower Secondary school (Grades 6-9)	07	
Some Upper Secondary school (Grades 10-12)	08	
Complete Upper Secondary school (Grades 10-12)	09	
Some Professional Secondary school - Primary level	10	

Complete Professional Secondary school - Primary level	11
Some Professional Secondary school - Intermediate level	12
Complete Professional Secondary school - Intermediate level	13
Some College	14
Complete College	15
Some University	16
Complete University	17
Some Post graduate degree	18
Complete Post graduate degree	19
Don't' Know/ REFUSED	99

BASE: ALL VIETNAM RESPONDENTS 18 OR OLDER (Q264/249 AND Q280/18+)
Q4015 What is your current occupation?

GOVERNMENT EMPLOYEE (THE GOVERNMENT'S ORGINIZATIONS OR STATE-OWN COMPANIES)	01
Senior government official	02
Middle government official	03
Low government official	04
Production Worker	05
NON-STATE SECTOR EMPLOYEE	06
Top level management	07
Middle management	08
Low manager	09
Executive/Officer	10
~~Production Worker~~	~~11~~
EMPLOYER (owners of companies/business establishments having 'employees' on a continuous basis)	12
Owner of a company/agency/farm (10 workers or higher)	13
Owner of a company/agency/farm (1- 9 workers)	14
OWN-ACCOUNT WORKER	15
Investor (real estate, stock,…)	16
Store owner/ individual establishment owner (not having "employees" on a continuous basis)	17
Farmer, logger, fisherman (agriculture, forestry and fishing)	18
Other self-employment (professional, freelancer, own-account driver, vendor, hawker,...)	19
PART-TIME/UNPAID FAMILY WORKER/ UNEMPLOYED	20
Student/ Apprentice	21
Housewife/househusband	22

Retired	23
Family workers	24
Unemployed	25
OTHERS (UNCLASSIFIABLE BY STATUS)	26
Don’t Know/ REFUSED	99

BASE: ALL VIETNAM RESPONDENTS 18 OR OLDER (Q264/249 AND Q280/18+)
Q4020 What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale?

You don't have to be exact, just indicate the approximate amount based on this list.

	Q24a Household Income	Q24b Household Expenditure	Q24c Personal Income	Q24d Personal Expenditure
150,000,000 VND or higher	01	01	01	01
75,000,000- 149,999,999 VND	02	02	02	02
45,000,000- 74,999,999 VND	03	03	03	03
30,000,000- 44,999,999 VND	04	04	04	04
15,000,000- 29,999,999 VND	05	05	05	05
7,500,000- 14,999,999 VND	06	06	06	06
4,500,000- 7,499,999 VND	07	07	07	07
3,000,000- 4,499,999 VND	08	08	08	08
1,500,000- 2,999,999 VND	09	09	09	09
1- 1,499,999 VND	10	10	10	10
No income/ expenditure	11	11	11	11
Don’t Know/NA	12	12	12	12

BASE: ALL VIETNAM RESPONDENTS 18 OR OLDER (Q264/249 AND Q280/18+)
Q4025 BTS

RECORD SEC (SOCIO ECONOMIC CLASSIFICATION) PLEASE MATCH MONTHLY HOUSEHOLD INCOME FROM **Q4020** TO THE APPROPRIATE HOUSEHOLD INCOME BAND.	Code
Class A5 (150,000,000+)	01
Class A4 (75,000,000 - 149,999,999)	02
Class A3 (45,000,000 - 74,999,999)	03
Class A2 (30,000,000 - 44,999,999)	04
Class A1 (15,000,000 - 29,999,999)	05
Class B (7,500,000 - 14,999,999)	06

Class C (4,500,000 - 7,499,999)	07
Class D (3,000,000 - 4,499,000)	08
Class E (1,500,000 - 2,999,999)	09
Class F (1 - 1,499,999)	10

BASE: ALL VIETNAM RESPONDENTS (Q264/249)
Q4027 In what region do you live?

1 North East
2 Red River Delta
3 North Central Coast
4 South Central Coast
5 Central Highlands
6 South East
7 Mekong River Delta
8 North West

BASE: ALL PHILIPPINES RESPONDENTS 18 OR OLDER (Q264/187 AND Q280/18+)
Q4030 What is your highest educational attainment?

No schooling	01
Some elementary	02
Complete elementary	03
Some high school	04
Completed high school	05
Some vocational	06
Completed Vocational	07
Some college	08
Completed college/ Has degree	09
Some post graduate degree	10
Completed post graduate degree	11
Not know/Refused	12

BASE: ALL PHILIPPINES RESPONDENTS 18 OR OLDER (Q264/187 AND Q280/18+)
Q4035 At the present time, what is your occupation?

Professional, technical and kindred workers	01
Farmers and farm managers	02
Manager, officials and proprietors except farm	03
Clerical and kindred workers	04
Sales workers	05
Craftsmen, foremen and kindred workers	06
Service workers except private household workers	07
Private household workers	08
Laborers	09
Not gainfully employed	10

Housewife	11
Student	12
Refused	13
Pensioner	14
Others	15

BASE: ALL PHILIPPINES RESPONDENTS (Q264/187)

Q4036 Please select the area in which you live?

1 National Capital Region

2 Cordillera Administrative Region

3 Ilocos (Region I)

4 Cagayan Valley (Region II)

5 Central Luzon (Region III)

6 Southern Tagalog (Region IV)

7 Bicol (Region V)

8 Western Visayas (Region VI)

9 Central Visayas (Region VII)

10 Eastern Visayas (Region VIII)

11 Western Mindanao (Region IX)

12 Northern Mindanao (Region X)

13 Southern Mindanao (Region XI)

14 Central Mindanao (Region XII)

15 Autonomous Region in Muslim Mindanao

16 Caraga

BASE; ALL BRAZIL RESPONDENTS AND 21+ years of age (Q264/33 AND Q280/21+)

Q1507 What is the highest level of education you have completed or the highest degree you have received?

1 Nenhum
2 Alfabetização
3 Fundamental incompleto - fundamental I (1a. série a 4a.)
4 Fundamental incompleto - fundamental II (6a. série a 8a. série)
5 Fundamental completo
6 Ensino Médio
7 Superior
8 Pós-graduação (Mestrado, Doutorado ou Pós-doutorado)

BASE; ALL BRAZIL RESPONDENTS (Q264/33)

QBRREG1 In which state do you currently reside?

[PROGRAMMER: DISPLAY IN 2 COLUMNS GOING DOWN; ALPHABETIZE LIST]

1 Distrito Federal
2 Goiás
3 Mato Grosso
4 Mato Grosso do Sul
5 Acre
6 Amapá
7 Amazonas
8 Pará

9 Rondônia
10 Roraima
11 Tocantins
12 Alagoas
13 Bahia
14 Ceará
15 Maranhão
16 Paraíba
17 Pernambuco
18 Piauí
19 Rio Grande do Norte
20 Sergipe
21 Paraná
22 Rio Grande do Sul
23 Santa Catarina
24 Espírito Santo
25 Minas Gerais
26 Rio de Janeiro
27 São Paulo

BASE; ALL BRAZIL RESPONDENTS (Q264/33)
QBRREG2 HIDDEN QUESTION FOR WEIGHTING – REGION CLASSIFICATION

[PROGRAMMER: IF QBRREG1/1-4 GET CODE 1. IF QBRREG1 /5-11 GET CODE 2. IF QBRREG1 /12-20 GET CODE 3. IF QBRREG1/21-23 GET CODE 4. IF QBRREG1/24-27 GET CODE 5.]

1 Center-west
2 North
3 North-east
4 South
5 South-east

BASE: ALL MEXICAN RESPONDENTS AND 21+ YEARS OF AGE **(Q264/157 AND Q280/21+)**
Q1538 What is the highest level of education you have completed or the highest degree you have received?

1 No he estudiado
2 Primaria incompleta
3 Primaria completa
4 Secundaria incompleta
5 Secundaria completa
6 Carrera comercial
7 Carrera técnica
8 Preparatoria incompleta
9 Preparatoria completa
10 Licenciatura incompleta
11 Licenciatura completa
12 Diplomado/Maestría
13 Doctorado

BASE: ALL MEXICAN RESPONDENTS (Q264/157)
QMXREG In which state do you currently reside?
[PROGRAMMER: DISPLAY IN 3 COLUMNS GOING DOWN; ALPHABETIZE LIST.]

1 Aguascalientes
2 Baja California Norte
3 Baja California Sur
4 Campeche
5 Chiapas
6 Chihuahua
7 Coahuila
8 Colima
9 Distrito Federal
10 Durango
11 Guanajuato
12 Guerrero
13 Hidalgo
14 Jalisco
15 Mexico
16 Michoacán
17 Morelos
18 Nayarit
19 Nuevo León
20 Oaxaca
21 Puebla
22 Querétaro
23 Quintana Roo
24 San Luis Potosí
25 Sinaloa
26 Sonora
27 Tabasco
28 Tamaulipas
29 Tlaxcala
30 Veracruz
31 Yucatán
32 Zacatecas

BASE: ALL CHINESE RESPONDENTS AND 21+ YEARS OF AGE **(Q264/48 AND Q280/21+)**

Q1574 What is the highest level of education you have completed or the highest degree you have received?

1 High school or less
2 College
3 Bachelor degree
4 Post graduate

BASE: ALL TURKEY RESPONDENTS 18 OR OLDER (Q264/235 AND Q280/18+**)**

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

1 Primary education
2 Middle school or junior high school
3 High school
4 University
5 Masters degree or doctorate
6 No schooling completed

BASE: ALL COLOMBIA RESPONDENTS 18 OR OLDER (Q264/51 AND Q280/18+)

QCOED What was the last year of schooling that you completed?

1 None
2 Pre-school
3 Primary
4 Secondary
5 Technical/Technology
6 University
7 Post Graduate
96 Other

BASE: ALL INDONESIA RESPONDENTS 18 OR OLDER (Q264/117 AND Q280/18+**)**

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

1 No schooling
2 Some elementary school
3 Elementary school
4 Junior high school
5 High school or higher

BASE: ALL JAPAN RESPONDENTS 18 OR OLDER (Q264/126 AND Q280/18+**)**

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

1 Less than high school
2 High school degree
3 Junior College degree
4 BA or University degree

BASE: ALL NIGERIA RESPONDENTS 18 OR OLDER (Q264/174 AND Q280/18+**)**

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

1 No level completed
2 Completed FSLC (first school leaving certificate)
3 Completed MSLC (middle school leaving certificate)
4 Vocational/COMM

5 JSS/O'Level
6 Completed O'Level/SSS (senior secondary school)
7 Completed A'Level or higher
8 Other

BASE: ALL POLAND RESPONDENTS 18 OR OLDER (Q264/189 AND Q280/18+)
QPLED What is the highest level of education you have completed or the highest degree you have received?

1 Incomplete primary or no school education
2 Primary
3 Basic vocational
4 Secondary
5 Post-secondary
6 Tertiary

BASE: ALL RUSSIA RESPONDENTS 18 OR OLDER (Q264/196 AND Q280/18+)
QRUED What is the highest level of education you have completed or the highest degree you have received?

1 Incomplete secondary and lower
2 Secondary general
3 Secondary special
4 Incomplete higher
5 Higher (including postgraduate)

BASE: ALL SOUTH KOREA RESPONDENTS 18 OR OLDER (Q264/214 AND Q280/18+)
QKRED What is the highest level of education you have completed or the highest degree you have received?

1 Less than high school
2 High school graduate
3 College/University graduate
4 Post graduate degree

BASE; ALL BRAZIL RESPONDENTS 18 OR OLDER (Q264/33 AND Q280/18+)
QBRINC Which of the following income categories best describes your total [INSERT LAST YEAR] <U>household</U> income before taxes?

1 Less than 24,000 real
2 24,000 to 50,999 real
3 51,000 to 119,999 real
4 120,000 real or more
5 Decline to answer

BASE: ALL CHINESE RESPONDENTS 18 OR OLDER (Q264/48 AND Q280/18+)
QCNINC Which of the following income categories best describes your total <fontcolor=blue>monthly <U>household</U> income before taxes?

1 Less than 1000 RMB
2 1001-2000 RMB
3 2001-3000 RMB
4 3001-4000 RMB
5 4001-6000 RMB
6 6001-10,000 RMB
7 Over 10,000 RMB
99 Decline to answer

BASE: ALL SOUTH AFRICA RESPONDENTS (Q264/193)

QZAREG In which region do you currently reside?

[PROGRAMMER: ALPHABETIZE LIST.]

1 Free state
2 Gauteng
3 KwaZulu-Natal
4 Limpopo
5 Mpumalanga
6 Northern Cape
7 Northwest
8 Western Cape
9 Eastern Cape

[BEHIND THE SCENE] ISQ – IN SURVEY QUALITY METRICS

ISQ Metrics to be used (Q229) *Select which of the 5 ISQ metrics will be used. Codes 1 and 2 are on by default. Minimum LOI and Respondent Instruction are required for HPOL surveys.*	**[PN: SELECT CODES 1, 2]** 1 – MINIMUM LOI 2 – INCORRECT RESPONSE TO RESPONDENT INSTRUCTION 3 - STRAIGHT-LINE THROUGH GRID QUESTIONS 4 - LESS THAN 5 CHARACTERS AT OPEN-END RESPONSE 5 – ILLOGICAL RESPONSE TO SURVEY QUESTIONS 9 – NONE - NOT USING ISQ IN THIS SURVEY
LOI (Q230) and LOI check (Q231)	**LOI Check** = RE'S FOR THE LONGEST SURVEY PATH CONVERTED TO ESTIMATED LOI. THE MINIMUM ACCEPTABLE LOI IS 40% OF ESTIMATED LOI.] **PN: MINIMUM LENGTH = 0.4 x AVG LOI OF 15 MINS=6 MINS**
Respondent Instruction Test Result (Q232)	A STANDARD RESPONDENT INSTRUCTION QUESTION IS SHOWN BEFORE THE DEMOS IN THIS TEMPLATE AT Q9457
Straight-lining Grid Check (Q235) *Identify a grid question in the survey with a base of ALL QUALFIED RESPONDENTS. A grid with 15 attributes or more is recommended, but a grid with minimum of 5 attributes will work. This question checks for the same response across all attributes.*	**PN: Do not include Q235**
Incomplete Response at Open End (Q236) *Identify a mandatory open end question with a base of ALL QUALFIED RESPONDENTS. If the respondent provides less than a 5 character response, it will be flagged.*	[PN: CHECK FOR INCOMPLETE OE RESPONSE AT QXXX] **PN: Do not include Q236**
Illogical Choice Combination (Q238) *Identify 2 questions with a base of ALL QUALFIED RESPONDENTS that contain responses that contradict each other. Identify the contradicting questions & responses. Replace PN with "NONE" if not using this check.*	[PN – ILLOGICAL RESPONSE IF QXXX/X and QYYY/Y] **PN: Do not include Q238**
Quality Checks that Failed (Q239)	1 – MINIMUM LOI 2 – INCORRECT RESPONSE TO RESPONDENT INSTRUCTION 3 - STRAIGHT-LINE THROUGH GRID QUESTIONS 4 - LESS THAN 5 CHARACTERS AT OPEN-END RESPONSE 5 – ILLOGICAL RESPONSE TO SURVEY QUESTIONS
Number of Quality Checks Failed (Q240) *FM/RESEARCHER: MINIMUM ISQ FAILURES IS SET TO 2*	1 FAILED ONE **2 FAILED TWO** 3 FAILED THREE 4 FAILED FOUR 5 FAILED FIVE 6 FAILED NONE

[BEHIND THE SCENE] Final Disposition

BASE: **ALL RESPONDENTS**
Q59 STATUS OF RESPONDENT (LABELS ALSO USED IN ICW SAMPLE DISPOSITION REPORTS)

QMS Over quota	1
Screener Not Qualified #1 Under Age	25
Screener Not Qualified #4 AGE/ NE 15+	28
Screener Not Qualified #2 Not US, CA, MX, IT, TU, SP, PO, UK, FR, DE, CH, VI, PH, JA, SK, RU, IN, NI, SA, EG, CO, AR, BR	26
Screener Not Qualified #3 Less than 5 hours in Internet (Q600/1-2,7)	27
Dispo term not specified	98
COMPLETE	99
DF Fail	996
Failed ISQ	998
Fraud Score Failure	997

BASE: **ALL RESPONDENTS**
Q60 STATUS OF RESPONDENT (DOES NOT APPEAR ON SCREEN)

1 QUALIFIED RESPONDENTS, QUOTA OPEN (Q99/1)
3 QUALIFIED RESPONDENTS, QUOTA CLOSED (Q99/3)
6 NOT SCREENER QUALIFIED (Q99/6)
TBD NOT QUALIFIED – FAILED ISQ OR DF (Q59/??)
TBD NOT QUALIFIED