

Q75. Sample source

Base: All Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
HPOL	1573 26%	800 15%	502 100%	461 100%	200 100%	181 100%	-	-	101 100%	-	-	-	100 100%	-	-	-	220 100%	158 88%	201 100%	-	249 100%	-	-	-	-	-
Novartis	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 AW	-	-	-	-	-
Toluna	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
AIP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Survey Router Federated	4570 74%	4652 85%	-	-	-	-	223 100%	184 100%	-	90 100%	102 100%	95 100%	-	97 100%	112 100%	92 100%	-	22 12%	-	181 100%	-	228 100%	1110 100%	996 100%	100 100%	93 100%
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%

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

Q616. COUNTRY

Base: All Respondents

	Country																										
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*	
US	502 8%	461 8%	502 100%	461 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CANADA	200 3%	181 3%	-	-	200 100%	181 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEXICO	223 4%	184 3%	-	-	-	-	223 100%	184 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ITALY	101 2%	90 2%	-	-	-	-	-	-	101 100%	90 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TURKEY	102 2%	95 2%	-	-	-	-	-	-	-	-	102 100%	95 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SPAIN	100 2%	97 2%	-	-	-	-	-	-	-	-	-	-	100 100%	97 100%	-	-	-	-	-	-	-	-	-	-	-	-	-
POLAND	112 2%	92 2%	-	-	-	-	-	-	-	-	-	-	-	-	112 100%	92 100%	-	-	-	-	-	-	-	-	-	-	-
UK	220 4%	180 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	220 100%	180 100%	-	-	-	-	-	-	-	-	-
FRANCE	201 3%	181 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	201 100%	181 100%	-	-	-	-	-	-	-
GERMANY	250 4%	228 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	250 100%	228 100%	-	-	-	-	-
CHINA	1110 18%	996 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1110 100%	996 100%	-	-	
VIETNAM	100 2%	93 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100 100%	93 100%	
PHILIPPINES	206 3%	184 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
JAPAN	358 6%	315 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
SOUTH KOREA	204 3%	183 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
RUSSIA	253 4%	231 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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

Q616. COUNTRY

Base: All Respondents

	Country																										
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*	
INDIA	687 11%	595 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INDONESIA	207 3%	181 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NIGERIA	201 3%	192 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SOUTH AFRICA	105 2%	90 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EGYPT	103 2%	96 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
COLOMBIA	119 2%	93 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ARGENTINA	110 2%	93 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAZIL	370 6%	321 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%	

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

Q620. LANGUAGE

Base: All Respondents

	Country																										
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*	
AMERICAN ENGLISH	502 8%	461 8%	502 100%	461 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SPAIN_SPANISH	100 2%	97 2%	-	-	-	-	-	-	-	-	-	-	100 100%	97 100%	-	-	-	-	-	-	-	-	-	-	-	-	-
PORTUGUESE (BRAZIL)	370 6%	321 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SIMPLIFIED CHINESE	1110 18%	996 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1110 100%	996 100%	-	-	-
FRENCH (FRANCE)	201 3%	181 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	201 100%	181 100%	-	-	-	-	-	-	-
GERMAN	250 4%	228 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	250 100%	228 100%	-	-	-	-	-
ITALIAN	101 2%	90 2%	-	-	-	-	-	-	101 100%	90 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
JAPANESE	358 6%	315 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
KOREAN	204 3%	183 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
RUSSIAN	253 4%	231 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ARABIC	103 2%	96 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VIETNAMESE	100 2%	93 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100 100%	93 100%	
TAGALOG	206 3%	184 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TURKISH	102 2%	95 2%	-	-	-	-	-	-	-	-	102 100%	95 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
POLISH	112 2%	92 2%	-	-	-	-	-	-	-	-	-	-	-	-	112 100%	92 100%	-	-	-	-	-	-	-	-	-	-	-
LATAM_SPANISH	452 7%	370 7%	-	-	-	-	223 100%	184 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q620. LANGUAGE

Base: All Respondents

	Country																										
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (18+) (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)	
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*	
BRITISH ENGLISH	1413	1238	-	-	200	181	-	-	-	-	-	-	-	-	-	-	220	180	-	-	-	-	-	-	-	-	-
	23%		23%		100%		100%										100%		100%								
BAHASA	207	181	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	3%		3%																								
Sigma	6144	5452	502	461	200	181	223	184	101	90	102	95	100	97	112	92	220	180	201	181	250	228	1110	996	100	93	
	100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		

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

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

Base: All Respondents

	Country																										
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*	
Argentina	110 2%	93 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazil	370 6%	321 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canada	200 3%	181 3%	-	-	200 100%	181 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China	1110 18%	996 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1110 100%	996 100%	-	-	-
Colombia	119 2%	93 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Egypt	103 2%	96 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
France	201 3%	181 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	201 100%	181 100%	-	-	-	-	-	-	-
Germany	250 4%	228 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	250 100%	228 100%	-	-	-	-	-
India	687 11%	595 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesia	207 3%	181 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Italy	101 2%	90 2%	-	-	-	-	-	-	101 100%	90 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan	358 6%	315 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico	223 4%	184 3%	-	-	-	-	223 100%	184 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria	201 3%	192 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines	206 3%	184 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poland	112 2%	92 2%	-	-	-	-	-	-	-	-	-	-	-	-	112 100%	92 100%	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All Respondents

	Country																										
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*	
South Africa	105 2%	90 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russian Federation	253 4%	231 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South Korea	204 3%	183 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spain	100 2%	97 2%	-	-	-	-	-	-	-	-	-	-	100 100%	97 100%	-	-	-	-	-	-	-	-	-	-	-	-	-
Turkey	102 2%	95 2%	-	-	-	-	-	-	-	-	102 100%	95 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
United Kingdom	220 4%	180 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	220 100%	180 100%	-	-	-	-	-	-	-	-	-
United States	502 8%	461 8%	502 100%	461 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnam	100 2%	93 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100 100%	93 100%	
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%	

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

Base: All Respondents

Q268. I identify my gender as ...?

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
Male	3402 55% CS	2944 54% PT	198 39%	242 52% CPT	99 50% C	90 50%	126 57%	99 54% PT	60 59% CS	56 62% PRT	61 60% CS	47 49% T	63 63% CEOS	57 59% PT	54 48%	35 38%	125 57% CS	86 48% T	82 41%	66 36% ACEOS	159 64%	141 62% BDFLPRTX	664 60% XACEOS	527 53% PT	59 59% CS	61 66% BDFLPRTX
Female	2742 45% UW	2506 46% VZ	304 61% DHEGRMQUWY	218 47% VZ	101 51% MUW	91 50% VZ	97 43%	85 46%	41 41%	34 38%	41 40%	48 51% VZ	37 37%	40 41%	58 52% MUW	57 62% BDHLNVXZ	95 43%	94 52% JVZ	119 59% AGIKMQLWY	115 64% BDHLNVXZ	91 36%	87 38% BDFLPRTX	446 40% XACEOS	469 47% WVZ	41 41%	32 34%
Other/refuse	-	2	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%

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

Q280. Respondent Age.

Base: All Respondents

	Country																										
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*	
18 - 19	146 2%	193 4%	4 1%	11 2%	6 3%	9 5%	5 2%	8 4%	1 1%	-	3 3%	3 3%	-	1 1%	4 4%	3 3%	5 2%	1 1%	-	3 2%	-	4 2%	6 1%	24 2%	9 9%	10 11%	
20 - 24	699 11%	708 13%	31 6%	27 6%	13 7%	17 9%	36 16%	29 16%	2 2%	5 6%	19 19%	19 20%	1 1%	7 7%	18 16%	14 15%	28 13%	5 3%	7 3%	10 6%	2 1%	5 2%	51 5%	140 14%	49 49%	16 17%	
25 - 29	842 14%	669 12%	37 7%	52 11%	18 9%	17 9%	44 20%	23 13%	10 10%	10 11%	21 21%	16 17%	7 7%	3 3%	12 11%	10 11%	22 10%	16 9%	7 3%	7 4%	7 3%	11 5%	138 12%	167 17%	28 28%	13 14%	
30 - 34	928 15%	656 12%	66 13%	42 9%	21 11%	15 8%	29 13%	21 11%	9 9%	9 10%	19 19%	11 12%	9 9%	5 5%	10 9%	8 8%	21 10%	13 7%	20 10%	12 7%	9 4%	9 4%	220 20%	179 18%	6 6%	13 14%	
35 - 39	848 14%	739 14%	60 12%	50 11%	16 8%	20 11%	28 13%	21 11%	16 16%	10 11%	19 19%	11 12%	25 25%	28 29%	20 18%	14 13%	9 9%	24 11%	16 9%	24 12%	23 13%	21 8%	33 14%	182 16%	168 17%	4 4%	15 16%
40 - 44	687 11%	496 9%	41 8%	40 9%	16 8%	14 8%	29 13%	20 11%	16 16%	14 16%	6 6%	10 11%	25 25%	19 20%	14 13%	12 13%	20 9%	20 11%	31 15%	21 12%	34 14%	28 12%	145 13%	89 9%	3 3%	7 8%	
45 - 49	592 10%	557 10%	56 11%	55 12%	18 9%	15 8%	20 9%	22 12%	15 15%	6 7%	8 8%	9 9%	11 11%	9 9%	6 5%	10 10%	21 10%	20 11%	21 10%	33 18%	40 16%	31 14%	121 11%	94 9%	1 1%	4 4%	
50 - 54	417 7%	410 8%	34 7%	27 6%	21 11%	16 9%	16 7%	10 5%	11 11%	10 11%	2 2%	5 5%	10 10%	11 11%	9 8%	8 9%	27 12%	17 9%	24 12%	17 9%	36 14%	31 14%	67 6%	57 6%	-	7 8%	
55 - 59	394 6%	402 7%	44 9%	28 6%	23 12%	10 6%	8 4%	18 8%	5 5%	12 13%	3 3%	8 8%	4 4%	6 6%	9 8%	8 7%	16 7%	17 9%	16 8%	23 13%	44 18%	35 15%	91 8%	36 4%	-	2 2%	
60 - 64	287 5%	270 5%	41 8%	43 9%	21 11%	19 10%	5 2%	8 4%	8 8%	5 6%	2 2%	3 3%	5 5%	6 6%	7 6%	4 4%	12 5%	18 10%	25 12%	16 9%	31 12%	24 11%	63 6%	21 2%	-	4 4%	
65 and over	304 5%	352 6%	88 18%	86 19%	27 14%	29 16%	3 1%	4 2%	8 8%	9 10%	-	-	3 3%	2 2%	3 3%	3 3%	24 11%	37 21%	26 13%	16 9%	26 10%	17 7%	26 2%	21 2%	-	2 2%	
MEAN	39.4 GKY	39.9 ALXZ	47.0 AGKMOQWY	46.5 BHLNPTVXZ	46.4 AGKMOQWY	44.8 BHLX	36.0 KY	38.3 XZ	44.4 AGKMOQWY	44.6 BHLXZ	33.1 Y	35.8 AGKOY	42.5 HLXZ	42.0 AGKMOQWY	38.6 KY	39.3 XZ	43.0 AGKMOQWY	49.2 QBHLNPTVXZ	48.0 AGKMOQWY	46.6 BHLNPTVXZ	50.9 VACEGIMQSUWY	47.5 BHLNPTVXZ	40.4 XAGKY	35.9	25.1	34.2 Y	
STD. DEV.	13.51	14.33	15.96	16.71	15.69	17.11	11.74	13.55	12.36	13.52	9.84	12.38	10.06	10.99	13.49	13.34	15.87	14.60	13.31	13.29	10.99	12.62	11.60	11.42	5.80	12.45	
STD. ERR.	0.17	0.19	0.71	0.78	1.11	1.27	0.79	1.00	1.23	1.42	0.97	1.27	1.01	1.12	1.27	1.39	1.07	1.09	0.94	0.99	0.69	0.84	0.35	0.36	0.58	1.29	
MEDIAN	37	38	46	45	48	44	34	37	43	44	32	34	40	40	38	39	42	49	47	46	52	48	38	34	24	32	
Sigma	6144	5452	502	461	200	181	223	184	101	90	102	95	100	97	112	92	220	180	201	181	250	228	1110	996	100	93	

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

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

Base: All Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
0 hours to less than 1 hour	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1-4 hours	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5-10 hours	1180 19% W	971 18% DTX	94 19% DW	60 13% W	41 21% DJLTX	37 20% W	45 20% W	41 22% DJLRTVX	21 21% JW	9 10% W	18 18% W	10 11% W	22 22% W	14 14% ACEGKQSUW	35 31% X	18 20% W	37 17% W	25 14% TW	39 19% TW	20 11% W	48 19% W	32 14% W	118 11% W	100 10% W	21 21% W	20 22% DJLTX
11-15 hours	911 15% W	772 14% X	89 18% W	72 16% X	34 17% W	26 14% W	40 18% W	22 12% W	10 10% W	10 11% W	11 11% W	13 14% W	20 20% IW	17 18% X	14 13% W	16 17% AIKW	46 21% BHJX	39 22% W	38 19% IW	39 22% BHJX	50 20% AIKW	43 19% BX	129 12% W	106 11% W	18 18% W	14 15% DJLTX
16-20 hours	929 15% W	908 17% A	91 18% KW	90 20% C	37 19% K	36 20% AKOWY	50 22% W	34 18% W	19 19% K	24 27% BXZ	9 9% W	19 20% K	16 16% W	16 16% W	14 13% W	15 16% W	38 17% K	33 18% AKOWY	44 22% W	37 20% KW	48 19% KW	43 19% W	148 13% W	174 17% W	12 12% W	11 12% W
More than 20 hours	3124 51% CEGSU	2801 51% W	228 45% W	239 52% C	88 44% W	82 45% W	88 39% W	87 47% W	51 50% W	47 52% ACEGMOGSU	64 63% W	53 56% W	42 42% W	50 52% W	49 44% W	43 47% W	99 45% W	83 46% W	80 40% W	85 47% W	104 42% W	110 48% W	715 64% ACEGMOGSU	616 62% BDPHNPRTV	49 49% W	48 52% W
Don't Know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%

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

Q640. COUNTRY QUOTAS

Base: All Qualified

	Country																										
	2015 Total Consumers (A)	2016 Total Consumers (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)	
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*	
US ADULTS	502 8%	461 8%	502 100%	461 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CANADA ADULTS	200 3%	181 3%	-	-	200 100%	181 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEXICO ADULTS	223 4%	184 3%	-	-	-	-	223 100%	184 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ITALY ADULTS	101 2%	90 2%	-	-	-	-	-	-	101 100%	90 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TURKEY ADULTS	102 2%	95 2%	-	-	-	-	-	-	-	-	102 100%	95 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SPAIN ADULTS	100 2%	97 2%	-	-	-	-	-	-	-	-	-	-	100 100%	97 100%	-	-	-	-	-	-	-	-	-	-	-	-	-
POLAND ADULTS	112 2%	92 2%	-	-	-	-	-	-	-	-	-	-	-	-	112 100%	92 100%	-	-	-	-	-	-	-	-	-	-	-
UNITED KINGDOM ADULTS	220 4%	180 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	220 100%	180 100%	-	-	-	-	-	-	-	-	-
FRANCE ADULTS	201 3%	181 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	201 100%	181 100%	-	-	-	-	-	-	-
GERMANY ADULTS	250 4%	228 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	250 100%	228 100%	-	-	-	-	-
CHINA ADULTS	1110 18%	996 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1110 100%	996 100%	-	-	
VIETNAM ADULTS	100 2%	93 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100 100%	93 100%	
PHILIPPINES ADULTS	206 3%	184 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
JAPAN ADULTS	358 6%	315 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
SOUTH KOREA ADULTS	204 3%	183 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
RUSSIA ADULTS	253 4%	231 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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

Q640. COUNTRY QUOTAS

Base: All Qualified

	Country																										
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*	
INDIA ADULTS	687 11%	595 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INDONESIA ADULTS	207 3%	181 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NIGERIA ADULTS	201 3%	192 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SOUTH AFRICA ADULTS	105 2%	90 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EGYPT ADULTS	103 2%	96 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
COLOMBIA ADULTS	119 2%	93 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ARGENTINA ADULTS	110 2%	93 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAZIL ADULTS	370 6%	321 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
US TEENS 15-17	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CANADA TEENS 15-17	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEXICO TEENS 15-17	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ITALY TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TURKEY TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SPAIN TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
POLAND TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UNITED KINGDOM TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FRANCE TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q640. COUNTRY QUOTAS

Base: All Qualified

	Country																										
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*	
GERMANY TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CHINA TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VIETNAM TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PHILIPPINES TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
JAPAN TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SOUTH KOREA TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
RUSSIA TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INDIA TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INDONESIA TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NIGERIA TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SOUTH AFRICA TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EGYPT TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
COLOMBIA TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ARGENTINA TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAZIL TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	6144	5452	502	461	200	181	223	184	101	90	102	95	100	97	112	92	220	180	201	181	250	228	1110	996	100	93	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

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

Base: All Qualified Respondents

	Country																										
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*	
HIGH (NET)	5749 94%	5332 98%	480 96%	455 99%	194 97%	178 98%	214 96%	184 100%	93 92%	88 98%	97 95%	95 100%	94 94%	95 98%	106 95%	90 98%	214 97%	174 97%	176 88%	172 95%	225 90%	217 95%	1042 94%	972 98%	92 92%	92 99%	
.com	5481 89%	5204 95%	466 93%	445 97%	189 95%	171 94%	193 94%	177 96%	89 88%	86 96%	92 90%	92 97%	91 91%	94 97%	103 92%	90 98%	209 95%	170 94%	166 83%	163 90%	219 88%	208 91%	993 89%	951 95%	87 87%	87 94%	
.net	4759 77%	4824 88%	434 86%	434 94%	178 89%	164 91%	174 78%	176 96%	83 82%	81 90%	84 82%	82 86%	82 82%	87 90%	88 79%	81 88%	189 86%	158 88%	153 76%	141 78%	193 77%	196 86%	793 71%	842 85%	74 74%	85 91%	
.org	4387 71%	4533 83%	456 91%	436 95%	182 91%	168 83%	187 84%	180 98%	84 83%	79 88%	79 77%	87 92%	87 87%	90 93%	88 79%	76 83%	193 88%	160 89%	143 71%	143 79%	180 72%	184 81%	594 54%	671 67%	79 79%	84 90%	
GEOGRAPHICALLY TARGETED (NET)	5113 83%	4967 91%	261 52%	255 55%	190 95%	171 94%	201 91%	180 98%	84 83%	87 97%	83 81%	82 86%	84 94%	102 87%	91 91%	203 92%	168 93%	179 89%	171 94%	234 94%	222 97%	222 82%	909 82%	910 91%	87 87%	92 96%	
.cn	909 15%	910 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	909 82%	910 91%	-	-
.eu	-	571 10%	-	-	-	-	-	-	-	69 77%	-	-	-	55 57%	-	76 83%	-	110 61%	-	92 51%	-	169 74%	-	-	-	-	-
.in	558 9%	557 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.jp	330 5%	299 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.br	311 5%	298 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.us	261 4%	255 5%	261 52%	255 55%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ru	237 4%	225 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.de	234 4%	219 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	234 94%	219 96%	-	-	-	-	-
.ng	165 3%	190 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.mx	201 3%	180 3%	-	-	-	-	201 90%	180 98%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.kr	179 3%	179 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All Qualified Respondents

	Country																										
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*	
.id	165 3%	174 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ca	190 3%	171 3%	-	-	190 95%	171 94%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.fr	179 3%	169 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	179 89%	169 93%	-	-	-	-	-	-	-	-
.ph	166 3%	169 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.uk	203 3%	167 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	203 92%	167 93%	-	-	-	-	-	-	-	-	-
.es	94 2%	92 2%	-	-	-	-	-	-	-	-	-	94 94%	92 95%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.vn	87 1%	92 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	87 87%	92 99%	
.pl	102 2%	91 2%	-	-	-	-	-	-	-	-	-	-	-	-	102 91%	91 99%	-	-	-	-	-	-	-	-	-	-	-
.ar	96 2%	90 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.co	108 2%	89 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.eg	66 1%	88 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.it	94 2%	87 2%	-	-	-	-	-	-	94 93%	87 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.za	95 2%	86 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.tr	83 1%	82 2%	-	-	-	-	-	-	-	-	83 81%	82 86%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MODERATE (NET)	3077 50%	3219 59%	249 50%	235 51%	103 52%	98 54%	96 43%	101 55%	70 69%	66 73%	67 66%	69 73%	57 57%	70 72%	83 74%	73 79%	120 55%	92 51%	66 33%	62 34%	142 57%	150 66%	365 33%	458 46%	73 73%	76 82%	
.info	2542 41%	2753 50%	147 29%	147 32%	69 35%	66 36%	85 38%	96 52%	59 58%	58 64%	59 58%	60 63%	57 57%	69 71%	71 63%	65 71%	88 40%	64 36%	52 26%	56 31%	134 54%	134 59%	323 29%	420 42%	70 70%	75 81%	
.biz	1890 31%	1979 36%	195 39%	191 41%	78 39%	68 38%	33 15%	39 21%	54 53%	41 46%	36 35%	47 49%	24 24%	30 31%	55 49%	48 52%	89 40%	71 39%	41 20%	29 16%	93 37%	104 46%	160 14%	217 22%	45 45%	40 43%	

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

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

Base: All Qualified Respondents

	Country																										
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*	
LOW (NET)	1635	1888	71	86	56	40	42	52	21	22	30	34	18	31	36	28	62	39	36	44	40	50	291	418	40	38	
	27%	35%	14%	19%	28%	22%	19%	28%	21%	24%	29%	36%	18%	32%	32%	30%	28%	22%	18%	24%	16%	22%	26%	42%	40%	41%	
.mobi	CGMSU	ADFJRTV		CGSU				GD		CGSU	DFRTV			MD	CGMSU	D	CGSU					CGSU	WBDFHJRTV	ACEGIMQSUW	DFHJRTV		
	866	998	33	51	23	17	17	25	11	13	16	21	14	19	18	16	40	22	11	18	21	27	112	168	26	25	
	14%	18%	7%	11%	12%	9%	8%	14%	11%	14%	16%	22%	14%	20%	16%	17%	18%	12%	5%	10%	8%	12%	10%	17%	26%	41%	
.tel	CGSUW	ADFRTV		C	CS			G		CGSU	DFRTV		CS	DFT	CGSUW		CGSUW						CS	WDFT	ACEGIMQSUW	BDFHJRTVX	
	563	746	29	32	27	18	19	21	10	8	16	14	3	9	8	9	21	9	10	16	19	27	124	225	4	12	
	9%	14%	6%	7%	14%	10%	9%	11%	10%	9%	16%	15%	3%	9%	7%	10%	10%	5%	5%	9%	8%	12%	11%	23%	4%	13%	
.pro	CMS	ADR		ACMSUY				R	M	ACMSUY	DR						M					DR	ACMSY	WBDFHJRTVZ	YR		
	587	733	17	27	15	7	13	12	7	6	10	22	2	7	20	15	15	10	22	27	9	7	134	214	20	17	
	10%	13%	3%	6%	8%	4%	6%	7%	7%	7%	10%	23%	2%	7%	18%	16%	7%	6%	11%	15%	4%	3%	12%	21%	20%	18%	
.asia	CMU	ADFHVR		C						CMU	KBDFHJNRV				ACEGIMQJ	DFHJRV	C		CMU	DFHRV			ACGMQJ	WBDFHJRTV	ACEGIMQSUW	DFHJNRV	
	533	708	15	23	7	10	3	8	5	6	8	15	3	6	7	9	20	13	9	12	12	23	111	176	19	18	
	9%	13%	3%	5%	4%	6%	1%	4%	5%	7%	8%	16%	3%	6%	6%	10%	9%	7%	4%	7%	5%	10%	10%	18%	19%	19%	
.coop	CEGMSU	ADFHNR								CG	DFHNRT						CEG					G	UDH	CEGMSU	WBDFHJRTV	ACEGIMQSUW	DFHJNRV
	319	462	12	15	6	7	6	10	6	9	3	8	3	10	3	3	17	10	4	7	10	13	71	124	4	8	
	5%	8%	2%	3%	3%	4%	3%	5%	6%	10%	3%	8%	3%	10%	3%	3%	8%	6%	2%	4%	4%	6%	6%	12%	4%	9%	
I am not aware of any of these	CS	ADFT								DFT		D		MDFT		CEGS							ACGS	WBDFHJRTV		D	
	121	42	18	5	2	2	1	-	1	1	2	-	2	1	-	1	2	2	13	2	9	2	28	12	2	-	
	2%	1%	4%	1%	1%	1%	*	-	1%	1%	2%	-	2%	1%	-	1%	1%	1%	6%	1%	4%	1%	3%	1%	2%	-	
Sigma	27161	28512	2083	2061	966	869	932	924	503	544	488	530	462	569	563	580	1086	966	803	875	1133	1313	4352	4930	517	543	
	442%	523%	415%	447%	483%	480%	418%	502%	498%	604%	478%	558%	462%	587%	503%	630%	494%	537%	400%	483%	453%	453%	576%	392%	495%	517%	584%

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

Q705. Have you personally visited websites with any of the following domain extensions?

Base: Heard Of Extensions

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany	2015 China	2016 China	2015 Vietnam	2016 Vietnam
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6023	5410	484	456	198	179	222	184	100	89*	100	95*	98*	96*	112	91*	218	178	188	179	241	226	1082	984	98*	93*
.com	5290 88% S	5074 94% ATV	451 93% AGIOSUWY	439 96% CBRTVZ	185 93% AGIOSUY	169 94% TV	190 86% GTV	173 94% IT	85 85% S	84 94% IT	89 89% S	89 94% T	90 92% S	94 98% RTVZ	94 84% OT	85 92% GOSU	200 90% T	161 90% T	150 80% T	143 80% T	204 85% T	196 87% T	971 90% ASU	936 95% WRTV	84 86% OSU	84 90% YFJPRTVX
.net	3904 65% OS	4102 76% APRTV	366 80% AGOSUW	364 80% BFJPRTVX	136 69% OSU	128 72% T	137 62% T	153 83% GDFJPRTVX	67 67% T	62 70% T	79 79% T	70 74% T	67 68% O	78 81% MPRTV	61 54% T	60 66% OSU	148 68% OSU	113 63% T	107 57% T	99 55% T	142 59% T	153 68% T	693 64% O	732 74% WRTV	69 70% OSU	78 84% YFJPRTVX
.org	3646 61% UW	3890 72% ATVX	403 83% AGKMSUWY	398 87% BFJPRTVZ	153 77% AOSUW	143 80% BPRTVX	163 73% AOSUW	169 92% GDFJPRTVZ	73 73% ASUW	65 73% TVX	72 72% ASUW	79 83% BPRTVX	70 71% ASUW	79 82% BPRTVX	70 82% UW	61 67% X	171 78% AOSUW	126 71% TVX	101 57% W	100 56% W	121 50% W	137 61% UX	485 45% W	516 52% ASUW	72 73% ASUW	73 78% TVX
.info	1622 17% CESW	1824 34% ADFRTX	69 14% W	79 17% HT	35 18% W	33 18% HT	54 24% CSW	64 35% GDFRTX	41 41% ACEGQSUW	37 42% DFRTX	41 41% ACEGQSUW	41 43% BDFRTX	39 40% ACEGQSUW	50 52% BDFHRTX	49 44% ACEGQSUW	51 56% CESW	59 27% CESW	38 21% T	28 15% T	26 15% T	99 41% ACEGQSUW	93 41% BDFRTX	194 18% WDFTX	257 26% ACEGKMSUW	65 68% BDFHRTX	60 65% BDFHRTX
.biz	1038 17% CGW	1106 20% ADFRTX	67 14% W	67 15% HT	28 14% W	26 15% HT	20 9% T	8 8% ACEGMSW	28 28% DFHRTX	24 27% ACEGMSW	27 27% BDFHRTX	28 29% BDFHRTX	14 14% HTX	21 30% ACEGMSW	34 33% BDFHRTX	30 20% CGSW	44 20% HT	29 16% T	24 13% T	14 8% ACEGMSW	59 24% DFHRTX	54 24% DFHRTX	93 9% W	116 12% ACEGMSW	30 31% BDFHRTX	29 31% BDFHRTX
.cn	846 14% CEGKMSUWY	853 16% ADFRHRTVZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	846 78% ACEGMSUWY	853 87% WDFHRTVZ	-	-
.mobi	481 8% CGSUW	572 11% ADFRTVX	9 2% C	25 5% C	11 6% C	9 5% C	9 4% C	12 7% DV	5 5% CSU	10 11% DFHRTVX	9 9% CS	15 16% CS	7 7% CS	9 9% CS	8 7% CS	23 11% CGSUW	14 8% T	14 8% T	4 2% T	11 6% T	8 3% T	10 4% T	65 6% CS	82 8% WV	16 16% ACEGMSUW	14 15% DFHRTVX
.in	517 9% CEGKMSUWY	523 10% ADFRHRTVZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.eu	-	366 7% ADFRHRTVZ	-	-	-	-	-	-	-	51 57% BDFHRTVZ	-	-	-	40 42% MBDFHRTVZ	-	59 65% BDFHRTVZ	-	52 29% QBDFHRTVZ	-	56 31% SBDFHRTVZ	-	108 48% UBDFHRTVZ	-	-	-	-
.pro	241 4% CU	359 7% ADFRNV	6 1% T	5 1% T	5 3% T	3 2% T	7 3% DV	8 4% DV	3 3% T	2 2% DFJNRV	3 3% DFJNRV	9 9% T	1 1% T	1 1% T	10 9% ACEGMSU	9 10% DFJNRV	6 3% T	5 3% T	4 2% SDFNV	4 2% SDFNV	3 1% T	2 1% T	58 5% ACU	103 10% WDFHRTVZ	6 6% CU	11 12% BDFHRTVZ
.tel	217 4% C	352 7% ADFRV	4 1% T	9 2% T	3 2% T	5 3% T	10 5% C	9 5% D	5 5% C	2 2% CESU	6 6% DFJRTV	9 9% T	1 1% T	6 6% DV	7 3% CESU	3 5% C	10 5% T	5 3% T	3 2% T	6 3% T	4 2% T	4 2% T	52 5% ACESU	122 12% WDFHRTVZ	1 1% T	5 5% T
.asia	230 4% CEGSU	338 6% ADFRV	3 1% T	7 2% T	2 1% T	3 2% T	1 * T	-	2 2% H	2 2% DFHV	6 6% T	1 1% T	2 2% T	5 4% CGS	2 2% H	8 4% CGS	6 3% H	6 3% H	1 1% SDH	8 4% SDH	3 1% T	4 2% T	59 5% ACEGSU	86 9% WDFHRTVZ	5 5% CEGSU	9 9% DFHRTVZ
.br	296 5% CEGKMSUWY	294 5% DFHRTVZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.jp	300 5% CEGKMSUWY	281 5% DFHRTVZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.coop	140 2% C	224 4% ADF	3 1% T	7 2% T	1 1% T	2 1% T	1 * T	4 2% CEG	4 4% DFTV	6 7% DFTV	1 1% KDFTV	6 6% T	1 1% DFTV	6 6% DFTV	2 2% T	1 1% CEG	7 3% T	7 4% T	2 1% T	3 2% T	3 1% T	4 2% T	36 3% ACEG	54 5% WBDFTV	2 2% T	5 5% DF
.ru	236 4% CEGKMSUWY	222 4% DFHRTVZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q705. Have you personally visited websites with any of the following domain extensions?

Base: Heard Of Extensions

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France (18+)	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China (18+)	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6023	5410	484	456	198	179	222	184	100	89*	100	95*	98*	96*	112	91*	218	178	188	179	241	226	1082	984	98*	93*
.de	227 4%	212 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	227 94%	212 94%	-	-	-	-
.ng	157 3%	187 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.mx	188 3%	179 3%	-	-	-	-	188 85%	179 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ca	185 3%	169 3%	-	-	185 93%	169 94%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.id	150 2%	168 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.kr	161 3%	166 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ph	151 3%	163 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.fr	168 3%	160 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	168 89%	160 89%	-	-	-	-	-	-
.uk	191 3%	159 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	191 88%	159 89%	-	-	-	-	-	-	-	-
.us	149 2%	146 3%	149 31%	146 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.es	91 2%	90 2%	-	-	-	-	-	-	-	-	-	-	91 93%	90 94%	-	-	-	-	-	-	-	-	-	-	-	-
.pl	99 2%	89 2%	-	-	-	-	-	-	-	-	-	-	-	-	99 88%	89 98%	-	-	-	-	-	-	-	-	-	-
.vn	82 1%	88 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	82 84%	88 95%	
.ar	91 2%	88 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.co	100 2%	87 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.it	93 2%	85 2%	-	-	-	-	-	-	93 93%	85 96%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.za	90 1%	83 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q705. Have you personally visited websites with any of the following domain extensions?

Base: Heard Of Extensions

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6023	5410	484	456	198	179	222	184	100	89*	100	95*	98*	96*	112	91*	218	178	188	179	241	226	1082	984	98*	93*
.eg	57 1%	78 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CW	AD	X																								
.tr	80 1%	76 1%	-	-	-	-	-	-	-	-	80 80%	76 80%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CW	DX																									
None of these above	89 1%	58 1%	11 2%	6 1%	4 2%	2 1%	-	-	1 1%	1 1%	1 1%	-	2 2%	-	2 2%	-	2 1%	2 1%	8 4%	6 3%	4 2%	4 2%	19 2%	14 1%	-	1 1%
Sigma	21603 359%	22911 423%	1541 318%	1552 340%	748 378%	692 387%	780 351%	785 427%	407 407%	431 484%	410 410%	428 451%	384 392%	476 496%	441 394%	456 501%	869 399%	717 403%	600 319%	644 360%	877 364%	981 434%	3571 330%	3871 393%	432 441%	457 491%

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

Q726. Please rate the following domain name extensions by how trustworthy you feel they are.
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																										
	2015 Total Consumers	2016 Total Consumers	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany	2015 China	2016 China	2015 Vietnam	2016 Vietnam	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*	
.ar	108 98%	92 99%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.es	97 97%	95 98%	-	-	-	-	-	-	-	-	-	-	97 97%	95 98%	-	-	-	-	-	-	-	-	-	-	-	-	-
.vn	94 94%	91 98%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	94 94%	91 98%	
.id	202 98%	177 98%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.de	243 97%	222 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	243 97%	222 97%	-	-	-	-	
.in	662 96%	579 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.ru	243 96%	224 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.ng	194 97%	186 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.tr	93 91%	92 97%	-	-	-	-	-	-	-	-	93 91%	92 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.pl	110 98%	89 97%	-	-	-	-	-	-	-	-	-	-	-	-	110 98%	89 97%	-	-	-	-	-	-	-	-	-	-	
.mx	217 97%	178 97%	-	-	-	-	217 97%	178 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.it	98 97%	87 97%	-	-	-	-	-	-	98 97%	87 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.cn	1042 94%	956 96% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1042 94%	956 96% W	-	
.co	115 97%	89 96%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.ph	199 97%	176 96%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.com	5857 95% U	5212 96% V	471 94%	433 94%	190 95%	171 94%	218 98% CKMOU	181 98% DFLTV	99 98% U	87 97%	95 93%	89 94%	93 93%	93 96%	104 93%	87 95%	214 97% U	172 96%	192 96%	170 94%	229 92%	211 93%	1059 95% U	956 96% V	94 94%	92 99% DV	

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

Q726. Please rate the following domain name extensions by how trustworthy you feel they are.
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																										
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*	
.za	99 94%	86 96%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.kr	186 91%	173 95%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ca	192 96%	170 94%	-	-	192 96%	170 94%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.uk	210 95%	169 94%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	210 95%	169 94%	-	-	-	-	-	-	-	-	-
.fr	195 97%	169 93%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	195 97%	169 93%	-	-	-	-	-	-	-
.eg	90 87%	89 93%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.jp	332 93%	292 93%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.br	344 93%	297 93%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.net	5443 89% OU	4856 89% RTV	457 91% OU	417 90% RTV	176 88%	165 91% TV	193 87%	166 90% V	90 89%	77 86%	93 91% OU	84 88%	91 91% OU	90 93% RTV	91 81%	77 84%	195 89% U	152 84%	177 88%	151 83%	204 82%	186 82%	988 89% OU	911 91% BPRTV	85 85%	84 90%	
.org	5288 86% UW	4720 87% TVX	473 94% AOSUWY	439 95% BJNPTVX	191 96% AOSUWY	173 96% BJNPTVX	212 95% AOSUWY	180 98% BJNPTVX	93 92% UW	76 84% V	92 90% UW	89 94% BJTVX	93 93% AOUW	86 89% VX	94 84%	80 87% V	209 95% AOSUWY	168 93% BJTVX	174 87% UW	145 80%	198 79%	166 73%	860 77%	785 79% V	86 86% W	89 96% YBJPTVX	
.us	375 75%	349 76%	375 75%	349 76%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.info	4492 73% BCW	3688 68% DX	346 69% DW	286 62% J	142 71% W	122 67%	163 73% W	120 65% JACEGOSUWY	88 87%	65 72%	78 76% W	62 65%	80 80% CW	72 74% DTX	86 77% W	74 80% BDFHLRTVX	164 75% RW	114 63%	145 72% TW	111 61%	191 76% VCW	149 65%	704 63%	632 63%	76 76% W	75 81% BDFHLRTVX	
.pro	-	2364 43% HJV	-	197 43% HJV	-	76 42% HV	-	50 27%	-	27 30%	-	35 37%	-	37 38%	-	42 46% HJV	-	79 44% HJV	-	99 55% BDFHLNRVZ	-	69 30%	-	537 54% BDFHLNRVZ	-	34 37%	
.tel	-	2290 42% HVZ	-	175 38% HVZ	-	80 44% HVZ	-	57 31%	-	29 32%	-	35 37%	-	33 34%	-	36 39% HJV	-	72 40% HJV	-	74 41% HZ	-	72 32%	-	526 53% BDFHLNRVZ	-	26 28%	
.asia	-	2184 40% DHJNRTV	-	140 30% J	-	63 35% HJNV	-	43 23%	-	18 20%	-	32 34% J	-	21 22%	-	29 32% J	-	56 31% HJV	-	56 31% HVZ	-	54 24%	-	533 54% BDFHLNRVZ	-	49 53% BDFHLNRVZ	
.coop	-	2109 39% HVZ	-	176 38% HV	-	69 38% HV	-	49 27%	-	30 33%	-	31 33%	-	36 37%	-	34 37% HVZ	-	74 41% HVZ	-	67 37% HV	-	62 27%	-	464 47% BDFHLTVZ	-	26 28%	

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

Q726. Please rate the following domain name extensions by how trustworthy you feel they are.
SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																										
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*	
.coop	-	3343 61% X	-	285 62% X	-	112 62% X	-	135 73% BDFRTX	-	60 67% X	-	64 67% X	-	61 63% X	-	58 63% X	-	106 59% X	-	114 63% X	-	166 73% BDFRTX	-	532 53% X	-	67 72% BRX	
.asia	-	3268 60% XZ	-	321 70% BXZ	-	118 65% XZ	-	141 77% BFXZ	-	72 80% BDFLXZ	-	63 66% XZ	-	76 78% BFXZ	-	63 68% XZ	-	124 69% BXZ	-	125 69% BXZ	-	174 76% BFXZ	-	463 46% X	-	44 47% X	
.tel	-	3162 58% X	-	286 62% X	-	101 56% X	-	127 69% BFTX	-	61 68% X	-	60 63% X	-	64 66% X	-	56 61% X	-	108 60% X	-	107 59% X	-	156 68% BFX	-	470 47% X	-	67 72% BFTX	
.pro	-	3088 57% TX	-	264 57% TX	-	105 58% TX	-	134 73% BDFPRTX	-	63 70% BDPRTX	-	60 63% TX	-	60 62% TX	-	50 54% X	-	101 56% TX	-	82 45% X	-	159 70% BDFPRTX	-	459 46% X	-	59 63% TX	
.info	1652 27% I	1764 32% APZ	156 31% AIMU	175 38% CBNPZ	58 29% I	59 33% PZ	60 27% I	64 35% PZ	13 13% I	25 28% I	24 24% PZ	33 35% PZ	20 20% I	25 26% I	26 23% I	18 20% I	56 25% I	66 37% QZ	56 28% I	70 39% SNPZ	59 24% I	79 35% UPZ	406 37% ACEGIMOSLY	364 37% BNPZ	24 24% I	18 19% I	
.us	127 25% I	112 24% I	127 25% I	112 24% I	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.org	856 14% CEGMO	732 13% DFHLRZ	29 6% I	22 5% I	9 5% I	8 4% I	11 5% I	4 2% I	8 8% DFHLRZ	14 16% DFHLRZ	10 10% I	6 6% I	7 7% I	11 11% DFH	18 16% CEGMQ	12 13% DFHZ	11 5% I	12 7% H	27 13% CEGQ	36 20% BDFHLRZ	52 21% ACEGIMOS	62 27% BDFHLRZ	250 23% BDFHLRZ	211 21% ZCEGQ	14 14% I	4 4% I	
.net	701 11% I	596 11% X	45 9% I	44 10% I	24 12% I	16 9% I	30 13% I	18 10% I	11 11% I	13 14% I	9 9% I	11 12% I	9 9% I	7 7% ACKMW	21 19% I	15 16% X	25 11% BDNX	28 16% I	24 12% BDFNX	30 17% ACKMQW	46 18% BDFHNX	42 18% I	122 11% I	85 9% I	15 15% I	9 10% I	
.br	26 7% I	24 7% I	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.jp	26 7% I	23 7% I	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.eg	13 13% I	7 7% I	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.fr	6 3% I	12 7% I	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 3% I	12 7% I	-	-	-	-	-	-	-
.uk	10 5% I	11 6% I	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 5% I	11 6% I	-	-	-	-	-	-	-	-
.ca	8 4% I	11 6% I	-	-	8 4% I	11 6% I	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.kr	18 9% I	10 5% I	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.za	6 6% I	4 4% I	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q726. Please rate the following domain name extensions by how trustworthy you feel they are.
SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																										
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*	
.com	287 5%	240 4%	31 6% G	28 6% HZ	10 5%	10 6% H	5 2%	3 2%	2 2%	3 3%	7 7% G	6 6% H	7 7% G	4 4%	8 7% G	5 5%	6 3%	8 4%	9 4%	11 6% H	21 8% AGIQW	17 7% BHXZ	51 5%	40 4%	6 6%	1 1%	
.ph	7 3%	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.co	4 3%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cn	68 6% B	40 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	68 6% X	40 4%	-	-	
.it	3 3%	3 3%	-	-	-	-	-	-	3 3%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.pl	2 2%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	3 3%	-	-	-	-	-	-	-	-	-	-	-
.mx	6 3%	6 3%	-	-	-	-	6 3%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.tr	9 9%	3 3%	-	-	-	-	-	-	-	-	9 9%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.ng	7 3%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.ru	10 4%	7 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.in	25 4%	16 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.de	7 3%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 3%	6 3%	-	-	-	-	
.id	5 2%	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.vn	6 6%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 6%	2 2%	
.es	3 3%	2 2%	-	-	-	-	-	-	-	-	-	-	3 3%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	
.ar	2 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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

Q726_1. Please rate the following domain name extensions by how trustworthy you feel they are.

1. .com

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Spain	2015 Spain (18+)	2016 Poland	2015 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	5857 95% U	5212 96% V	471 94%	433 94%	190 95%	171 94%	218 98%	181 98%	99 98%	87 97%	95 93%	89 94%	93 93%	93 96%	104 93%	87 95%	214 97%	172 96%	192 96%	170 94%	229 92%	211 93%	1059 95%	956 96%	94 94%	92 99% DV
Very trustworthy	3534 58%	3376 62%	248 49%	218 47%	129 65%	101 56%	130 58%	134 73%	42 42%	50 56%	62 61%	52 55%	27 27%	55 57%	50 45%	40 43%	123 56%	88 49%	60 30%	67 37%	75 30%	115 50%	620 56%	610 61%	60 60%	71 76%
Somewhat trustworthy	2323 38%	1836 34%	223 44%	215 47%	61 31%	70 39%	88 39%	47 26%	57 56%	37 41%	33 32%	37 39%	66 66%	38 39%	54 48%	47 51%	91 41%	84 47%	132 66%	103 57%	154 62%	96 42%	439 40%	346 35%	34 34%	21 23%
BOTTOM 2 BOX (NET)	287 5%	240 4%	31 6%	28 6%	10 5%	10 6%	5 2%	3 2%	2 2%	3 3%	7 7%	6 6%	7 7%	4 4%	8 7%	5 5%	6 3%	8 4%	9 4%	11 6%	21 8%	17 7%	51 5%	40 4%	6 6%	1 1%
Not very trustworthy	230 4%	181 3%	23 5%	18 4%	8 4%	7 4%	5 2%	1 1%	2 2%	2 2%	7 7%	5 5%	5 5%	4 4%	7 6%	4 4%	4 2%	7 4%	7 3%	8 4%	15 6%	11 5%	42 4%	33 3%	4 4%	1 1%
Not at all trustworthy	57 1%	59 1%	8 2%	10 2%	2 1%	3 2%	-	2 1%	-	1 1%	-	1 1%	2 2%	-	1 1%	1 1%	2 1%	1 1%	2 1%	3 2%	6 2%	6 3%	9 1%	7 1%	2 2%	-
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%

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

Q726_2. Please rate the following domain name extensions by how trustworthy you feel they are.

2. .net

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	5443 89% OU	4856 89% RTV	457 91% OU	417 90% RTV	176 88% OU	165 91% TV	193 87% TV	166 90% V	90 89% OU	77 86% OU	93 91% OU	84 88% OU	91 91% OU	90 93% RTV	91 81% OU	77 84% OU	195 89% U	152 84% U	177 88% U	151 83% U	204 82% U	186 82% U	988 89% OU	911 91% BPRTV	85 85% BPRTV	84 90% BPRTV
Very trustworthy	2200 36% IMOSUW	2239 41% AJPRTV	197 39% IMOSUW	180 39% JPRT	71 36% IMOSU	65 36% PRT	77 35% IMOSU	84 46% GJNPRTV	21 21% GJNPRTV	23 26% GJNPRTV	43 43% IMOSU	41 43% JPRT	15 15% IMOSU	32 33% MP	24 21% MP	17 18% MP	68 31% MSU	44 24% MSU	39 19% MSU	43 24% MSU	46 18% MSU	74 32% UP	368 33% IMOSU	431 43% WJPRTV	39 39% IMOSU	43 46% JPRTV
Somewhat trustworthy	3243 53% B	2617 48% X	260 52% B	237 51% X	105 53% B	100 55% BH	116 52% BH	82 45% ACEGKQWY	69 68% ACEGKQWY	54 60% BHLXZ	50 49% BHLXZ	43 45% BHLXZ	76 76% Y	58 60% Y	67 65% BDHLVXZ	60 65% BDHLVXZ	127 58% BHLVXZ	108 60% BHLVXZ	138 69% ACEGKQWY	108 60% BHLVXZ	158 63% VACEGKQWY	112 49% VACEGKQWY	620 56% XA	480 48% XA	46 46% XA	41 44% XA
BOTTOM 2 BOX (NET)	701 11% C	596 11% DX	45 9% C	44 10% C	24 12% C	16 9% C	30 13% C	18 10% C	11 11% C	13 14% C	9 9% C	11 12% C	9 9% C	7 9% ACKMW	21 19% ACKMW	15 16% X	25 11% BDNX	28 16% BDNX	24 12% BDFNX	30 18% ACKMQW	46 18% BDFHNX	42 18% BDFHNX	122 11% XC	85 9% XC	15 15% XC	9 10% XC
Not very trustworthy	602 10% C	485 9% DX	31 6% C	28 6% C	19 10% C	13 7% C	28 13% C	14 8% C	11 11% C	9 10% C	8 8% C	9 9% C	9 9% C	7 7% ACEKQW	20 18% D	11 12% D	22 10% DX	21 12% DX	21 10% BDFHX	26 14% ACW	35 14% BDFX	31 14% XC	108 10% XC	72 7% XC	12 12% C	8 9% C
Not at all trustworthy	99 2% AW	111 2% BX	14 3% AW	16 3% BX	5 3% BX	3 2% BX	2 1% BX	4 2% BX	- - INX	4 4% INX	1 1% INX	2 2% INX	- - INX	- - INX	1 1% NX	4 4% NX	3 1% NX	7 4% X	3 1% X	4 2% AGIMW	11 4% BNX	11 5% BNX	14 1% BNX	13 1% BNX	3 3% BNX	1 1% BNX
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%

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

Q726_3. Please rate the following domain name extensions by how trustworthy you feel they are.

3. .info

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	4492	3688	346	286	142	122	163	120	88	65	78	62	80	72	86	74	164	114	145	111	191	149	704	632	76	75
Very trustworthy	1109	987	58	58	37	22	41	40	12	16	28	23	15	16	23	19	52	18	16	11	29	45	102	136	19	30
Somewhat trustworthy	3383	2701	288	228	105	100	122	80	76	49	50	39	65	56	63	55	112	96	129	100	162	104	602	496	57	45
BOTTOM 2 BOX (NET)	1652	1764	156	175	58	59	60	64	13	25	24	33	20	25	26	18	56	66	56	70	59	79	406	364	24	18
Not very trustworthy	1433	1392	128	135	46	45	52	37	13	17	21	25	20	24	24	13	47	51	46	55	46	57	367	321	21	16
Not at all trustworthy	219	372	28	40	12	14	8	27	-	8	3	8	-	1	2	5	9	15	10	15	13	22	39	43	3	2
Sigma	6144	5452	502	461	200	181	223	184	101	90	102	95	100	97	112	92	220	180	201	181	250	228	1110	996	100	93

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

Q726_4. Please rate the following domain name extensions by how trustworthy you feel they are.

8 Jun 2016
Table 16

4. .org

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	5288 86% UW	4720 87% TVX	473 94% AOSUWY	439 95% BJNPVTX	191 96% AOSUWY	173 96% BJNPVTX	212 95% AOSUWY	180 98% BJNPRTVX	93 92% UW	76 84% V	92 90% UW	89 94% BJTVX	93 93% AOUW	86 89% VX	94 84% V	80 87% V	209 95% AOSUWY	168 93% BJTVX	174 87% UW	145 80% UW	198 79% UW	166 73% U	860 77% U	785 79% V	86 86% W	89 96% YBJPVTX
Very trustworthy	2547 41% IMSUW	2622 48% AJPTVX	275 55% AIMOSUWY	269 58% BJNPRTVX	106 53% AIMOSUWY	105 58% BJNPRTVX	118 53% AIMOSUWY	137 74% GDFJAPRTVX	28 28% U	26 29% U	60 59% AIMOSUWY	60 63% BJNPRTVX	20 20% MJPT	42 43% MU	39 35% MU	24 26% AIMOSUWY	111 50% JPTV	77 43% U	54 27% U	56 31% U	39 16% U	73 32% U	323 29% U	366 37% WP	40 40% MSUW	57 61% YBJNPRTVX
Somewhat trustworthy	2741 45% BCK	2098 38% H	198 39% H	170 37% H	85 43% H	68 38% H	94 42% H	43 23% ACEGKQOQWY	65 64% BDFHLVXZ	50 56% BDFHLVXZ	32 31% NAGEGKQOQWY	29 31% NAGEGKQOQWY	73 73% HL	44 45% K	55 49% BDFHLVXZ	56 61% K	98 45% BDFHLVXZ	91 51% TACEGKQOQWY	120 60% BDFHLZ	89 49% VACEGKQOQWY	159 64% H	93 41% H	537 48% XACK	419 42% BHL	46 46% K	32 34% K
BOTTOM 2 BOX (NET)	856 14% CEGQ	732 13% DFHLRZ	29 6% CEGQ	22 5% DFHLRZ	9 5% DFHLRZ	8 4% DFHLRZ	11 5% DFHLRZ	4 2% DFHLRZ	8 8% DFHLRZ	14 16% DFHLRZ	10 10% DFHLRZ	6 6% DFHLRZ	7 7% DFHLRZ	11 11% DFH	18 16% CEGQ	12 13% DFHZ	11 5% DFHZ	12 7% H	27 13% CEGQ	36 20% BDFHLRZ	52 21% ACEGKQOQWY	62 27% BDFHLRZ	250 23% ACEGKQOQWY	211 21% BDFHLRZ	14 14% ZCEGQ	4 4% ZCEGQ
Not very trustworthy	730 12% CEGQ	607 11% DFHRZ	14 3% CEGQ	14 3% DFHRZ	7 4% DFHRZ	5 3% DFHRZ	10 4% H	1 1% H	6 6% DFHRZ	11 12% DFHRZ	9 9% CQ	5 5% H	7 7% C	10 10% DFH	18 16% CEGQ	10 11% DFHRZ	7 3% DFHRZ	8 4% H	22 11% CEGQ	29 16% BDFHLRZ	38 15% CEGIMQ	47 21% BDFHLRZ	228 21% ACEGKQOQWY	193 19% BDFHLRZ	12 12% CEGQ	4 4% H
Not at all trustworthy	126 2% G	125 2% G	15 3% G	8 2% G	2 1% G	3 2% G	1 1% G	3 2% G	2 2% G	3 3% G	1 1% G	1 1% G	- - G	1 1% G	- - G	2 2% G	4 2% G	4 2% G	5 2% G	7 4% G	14 6% AEGMOQW	15 7% BDFHLRZ	22 2% G	18 2% G	2 2% G	- - G
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%

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

Q726_29. Please rate the following domain name extensions by how trustworthy you feel they are.

8 Jun 2016
Table 17

29. .tel

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US (18+)	2016 US (18+)	2015 Canada (18+)	2016 Canada (18+)	2015 Mexico (18+)	2016 Mexico (18+)	2015 Italy (18+)	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain (18+)	2016 Spain (18+)	2015 Poland (18+)	2016 Poland (18+)	2015 UK (18+)	2016 UK (18+)	2015 France (18+)	2016 France (18+)	2015 Germany (18+)	2016 Germany (18+)	2015 China (18+)	2016 China (18+)	2015 Vietnam (18+)	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	2290 42%	-	175 38%	-	80 44%	-	57 31%	-	29 32%	-	35 37%	-	33 34%	-	36 39%	-	72 40%	-	74 41%	-	72 32%	-	526 53%	-	26 28%
Very trustworthy	-	366 7% HVZ	-	24 5% P	-	13 7% HVZ	-	10 5% P	-	7 8% PZ	-	11 12% DPRTVZ	-	5 5% P	-	-	-	9 5% P	-	8 4% P	-	10 4% P	-	114 11% BDHJLNPRTVZ	-	1 1% BDHJLNPRTVZ
Somewhat trustworthy	-	1924 35% HJLV	-	151 33% P	-	67 37% HJLV	-	47 26% P	-	22 24% PZ	-	24 25% DPRTVZ	-	28 29% P	-	36 39% HJLV	-	63 35% P	-	66 36% HJV	-	62 27% P	-	412 41% BDHJLNPRTVZ	-	25 27% BDHJLNPRTVZ
BOTTOM 2 BOX (NET)	-	3162 58% X	-	286 62% X	-	101 56% X	-	127 69% BFTX	-	61 68% X	-	60 63% X	-	64 66% X	-	56 61% X	-	108 60% X	-	107 59% X	-	156 68% BFX	-	470 47% X	-	67 72% BFTX
Not very trustworthy	-	2335 43% X	-	198 43% X	-	74 41% X	-	81 44% BFTX	-	40 44% BNX	-	42 44% X	-	54 56% BDFPRX	-	35 38% BNX	-	77 43% X	-	82 45% X	-	103 45% BFTX	-	413 41% X	-	52 56% BDFPRX
Not at all trustworthy	-	827 15% X	-	88 19% BNX	-	27 15% X	-	46 25% BFTX	-	21 23% BNX	-	18 19% X	-	10 10% BNX	-	21 23% BNX	-	31 17% X	-	25 14% X	-	53 23% BFTX	-	57 6% X	-	15 16% X
Sigma	-	5452 100%	-	461 100%	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q726_30. Please rate the following domain name extensions by how trustworthy you feel they are.
30. .asia

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US (18+)	2016 US (18+)	2015 Canada (18+)	2016 Canada (18+)	2015 Mexico (18+)	2016 Mexico (18+)	2015 Italy (18+)	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain (18+)	2016 Spain (18+)	2015 Poland (18+)	2016 Poland (18+)	2015 UK (18+)	2016 UK (18+)	2015 France (18+)	2016 France (18+)	2015 Germany (18+)	2016 Germany (18+)	2015 China (18+)	2016 China (18+)	2015 Vietnam (18+)	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	2184	-	140	-	63	-	43	-	18	-	32	-	21	-	29	-	56	-	56	-	54	-	533	-	49
Very trustworthy	-	364	-	14	-	7	-	2	-	3	-	9	-	2	-	1	-	7	-	13	-	6	-	92	-	5
Somewhat trustworthy	-	1820	-	126	-	56	-	41	-	15	-	23	-	19	-	28	-	49	-	43	-	48	-	441	-	44
BOTTOM 2 BOX (NET)	-	3268	-	321	-	118	-	141	-	72	-	63	-	76	-	63	-	124	-	125	-	174	-	463	-	44
Not very trustworthy	-	2227	-	178	-	72	-	79	-	42	-	43	-	60	-	32	-	76	-	81	-	88	-	394	-	38
Not at all trustworthy	-	1041	-	143	-	46	-	62	-	30	-	20	-	16	-	31	-	48	-	44	-	86	-	69	-	6
Sigma	-	5452	-	461	-	181	-	184	-	90	-	95	-	97	-	92	-	180	-	181	-	228	-	996	-	93

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

Q726_31. Please rate the following domain name extensions by how trustworthy you feel they are.

31. .pro

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 US (18+)	2016 US (18+)	2015 Canada (18+)	2016 Canada (18+)	2015 Mexico (18+)	2016 Mexico (18+)	2015 Italy (18+)	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain (18+)	2016 Spain (18+)	2015 Poland (18+)	2016 Poland (18+)	2015 UK (18+)	2016 UK (18+)	2015 France (18+)	2016 France (18+)	2015 Germany (18+)	2016 Germany (18+)	2015 China (18+)	2016 China (18+)	2015 Vietnam (18+)	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	2364	-	197	-	76	-	50	-	27	-	35	-	37	-	42	-	79	-	99	-	69	-	537	-	34
		43%		43%		42%		27%		30%		37%		38%		46%		44%		55%		30%		54%		37%
Very trustworthy	-	375	-	25	-	9	-	5	-	3	-	10	-	3	-	3	-	9	-	12	-	12	-	105	-	5
		7%		5%		5%		3%		3%		11%		3%		3%		5%		7%		5%		11%		5%
Somewhat trustworthy	-	1989	-	172	-	67	-	45	-	24	-	25	-	34	-	39	-	70	-	87	-	57	-	432	-	29
		36%		37%		37%		24%		27%		26%		35%		42%		39%		48%		25%		43%		31%
BOTTOM 2 BOX (NET)	-	3088	-	264	-	105	-	134	-	63	-	60	-	60	-	50	-	101	-	82	-	159	-	459	-	59
		57%		57%		58%		73%		70%		63%		62%		54%		56%		45%		70%		46%		63%
Not very trustworthy	-	2321	-	184	-	78	-	85	-	47	-	47	-	50	-	34	-	67	-	62	-	113	-	403	-	47
		43%		40%		43%		46%		52%		49%		52%		37%		37%		34%		50%		40%		51%
Not at all trustworthy	-	767	-	80	-	27	-	49	-	16	-	13	-	10	-	16	-	34	-	20	-	46	-	56	-	12
		14%		17%		15%		27%		18%		14%		10%		17%		19%		11%		20%		6%		13%
Sigma	-	5452	-	461	-	181	-	184	-	90	-	95	-	97	-	92	-	180	-	181	-	228	-	996	-	93
		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%

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

Q726_32. Please rate the following domain name extensions by how trustworthy you feel they are.
32. .coop

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 US (18+)	2016 US (18+)	2015 Canada (18+)	2016 Canada (18+)	2015 Mexico (18+)	2016 Mexico (18+)	2015 Italy (18+)	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain (18+)	2016 Spain (18+)	2015 Poland (18+)	2016 Poland (18+)	2015 UK (18+)	2016 UK (18+)	2015 France (18+)	2016 France (18+)	2015 Germany (18+)	2016 Germany (18+)	2015 China (18+)	2016 China (18+)	2015 Vietnam (18+)	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	2109	-	176	-	69	-	49	-	30	-	31	-	36	-	34	-	74	-	67	-	62	-	464	-	26
Very trustworthy	-	325	-	28	-	7	-	7	-	6	-	9	-	3	-	1	-	10	-	10	-	11	-	82	-	3
Somewhat trustworthy	-	1784	-	148	-	62	-	42	-	24	-	22	-	33	-	33	-	64	-	57	-	51	-	382	-	23
BOTTOM 2 BOX (NET)	-	3343	-	285	-	112	-	135	-	60	-	64	-	61	-	58	-	106	-	114	-	166	-	532	-	67
Not very trustworthy	-	2407	-	186	-	80	-	69	-	42	-	48	-	53	-	30	-	74	-	85	-	100	-	455	-	48
Not at all trustworthy	-	936	-	99	-	32	-	66	-	18	-	16	-	8	-	28	-	32	-	29	-	66	-	77	-	19
Sigma	-	5452	-	461	-	181	-	184	-	90	-	95	-	97	-	92	-	180	-	181	-	228	-	996	-	93
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

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

Q726_5. Please rate the following domain name extensions by how trustworthy you feel they are.

5. .cn

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	1110	996	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1110	996	**	**
TOP 2 BOX (NET)	1042 94%	956 96% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1042 94%	956 96% W	-	-
Very trustworthy	538 48%	569 57% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	538 48%	569 57% W	-	-
Somewhat trustworthy	504 45% B	387 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	504 45% X	387 39%	-	-
BOTTOM 2 BOX (NET)	68 6% B	40 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	68 6% X	40 4%	-	-
Not very trustworthy	56 5% B	32 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	56 5% X	32 3%	-	-
Not at all trustworthy	12 1%	8 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12 1%	8 1%	-	-
Sigma	1110 100%	996 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1110 100%	996 100%	-	-

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

Q726_6. Please rate the following domain name extensions by how trustworthy you feel they are.

6. .vn

Base: All Qualified Respondents

	Country																										
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	100	93*	100	93*	
TOP 2 BOX (NET)	94 94%	91 98%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	94 94%	91 98%
Very trustworthy	71 71%	69 74%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	71 71%	69 74%
Somewhat trustworthy	23 23%	22 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23 23%	22 24%
BOTTOM 2 BOX (NET)	6 6%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 6%	2 2%
Not very trustworthy	4 4%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	2 2%
Not at all trustworthy	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-
Sigma	100 100%	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100 100%	93 100%

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

Q726_7. Please rate the following domain name extensions by how trustworthy you feel they are.

8 Jun 2016
Table 23

7. .ph

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	206	184	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	199 97%	176 96%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	138 67%	129 70%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	61 30%	47 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	7 3%	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	5 2%	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	206 100%	184 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q726_8. Please rate the following domain name extensions by how trustworthy you feel they are.

8 Jun 2016
Table 24

8. .jp

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	358	315	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	332 93%	292 93%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	95 27%	117 37% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	237 66% B	175 56%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	26 7%	23 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	24 7%	19 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	2 1%	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	358 100%	315 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q726_9. Please rate the following domain name extensions by how trustworthy you feel they are.

8 Jun 2016
Table 25

9. .kr

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	204	183	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	186 91%	173 95%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	85 42%	89 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	101 50%	84 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	18 9%	10 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	18 9%	9 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	204 100%	183 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q726_10. Please rate the following domain name extensions by how trustworthy you feel they are.

10. .ru

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	253	231	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	243 96%	224 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	197 78%	172 74%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	46 18%	52 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	10 4%	7 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	7 3%	5 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	3 1%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	253 100%	231 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q726_11. Please rate the following domain name extensions by how trustworthy you feel they are.

11. .in

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	687	595	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	662 96%	579 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	449 65%	427 72% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	213 31% B	152 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	25 4%	16 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	21 3%	12 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	4 1%	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	687 100%	595 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q726_12. Please rate the following domain name extensions by how trustworthy you feel they are.

12. .id

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	207	181	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	202 98%	177 98%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	161 78%	151 83%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	41 20%	26 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	5 2%	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	3 1%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	2 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	207 100%	181 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q726_13. Please rate the following domain name extensions by how trustworthy you feel they are.

13. .ng

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	201	192	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	194 97%	186 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	116 58%	127 66%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	78 39%	59 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	7 3%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	7 3%	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	201 100%	192 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q726_14. Please rate the following domain name extensions by how trustworthy you feel they are.

14. .za

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	105	90*
TOP 2 BOX (NET)	99 94%	86 96%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	64 61%	49 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	35 33%	37 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	6 6%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	6 6%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	105 100%	90 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q726_15. Please rate the following domain name extensions by how trustworthy you feel they are.

15. .eg

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	103	96*
TOP 2 BOX (NET)	90 87%	89 93%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	47 46%	48 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	43 42%	41 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	13 13%	7 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	10 10%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	3 3%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	103 100%	96 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q726_16. Please rate the following domain name extensions by how trustworthy you feel they are.

16. .co

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	119	93*
TOP 2 BOX (NET)	115 97%	89 96%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	89 75%	67 72%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	26 22%	22 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	4 3%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	4 3%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	119 100%	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q726_17. Please rate the following domain name extensions by how trustworthy you feel they are.

17. .ar

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	110	93*
TOP 2 BOX (NET)	108 98%	92 99%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	69 63%	71 76% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	39 35% B	21 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	2 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	110 100%	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q726_18. Please rate the following domain name extensions by how trustworthy you feel they are.

18. .br

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	370	321	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	344 93%	297 93%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	221 60%	196 61%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	123 33%	101 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	26 7%	24 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	19 5%	22 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	7 2%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	370 100%	321 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q726_19. Please rate the following domain name extensions by how trustworthy you feel they are.

19. .it

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	101	90*	101	90*
TOP 2 BOX (NET)	98 97%	87 97%	-	-	-	-	-	-	98 97%	87 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	53 52%	57 63%	-	-	-	-	-	-	53 52%	57 63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	45 45%	30 33%	-	-	-	-	-	-	45 45%	30 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	3 3%	3 3%	-	-	-	-	-	-	3 3%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	3 3%	2 2%	-	-	-	-	-	-	3 3%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	101 100%	90 100%	-	-	-	-	-	-	101 100%	90 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q726_20. Please rate the following domain name extensions by how trustworthy you feel they are.

8 Jun 2016
Table 36

20. .tr

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	102	95*	**	**	**	**	**	**	**	**	102	95*	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	93 91%	92 97%	-	-	-	-	-	-	-	-	93 91%	92 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	64 63%	66 69%	-	-	-	-	-	-	-	-	64 63%	66 69%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	29 28%	26 27%	-	-	-	-	-	-	-	-	29 28%	26 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	9 9%	3 3%	-	-	-	-	-	-	-	-	9 9%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	8 8%	2 2%	-	-	-	-	-	-	-	-	8 8%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	1 1%	1 1%	-	-	-	-	-	-	-	-	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	102 100%	95 100%	-	-	-	-	-	-	-	-	102 100%	95 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q726_21. Please rate the following domain name extensions by how trustworthy you feel they are.

21. .es

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	100	97*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	100	97*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	97 97%	95 98%	-	-	-	-	-	-	-	-	-	-	97 97%	95 98%	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	29 29%	50 52% A	-	-	-	-	-	-	-	-	-	-	29 29%	50 52% M	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	68 68% B	45 46%	-	-	-	-	-	-	-	-	-	-	68 68% N	45 46%	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	3 3%	2 2%	-	-	-	-	-	-	-	-	-	-	3 3%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	3 3%	2 2%	-	-	-	-	-	-	-	-	-	-	3 3%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	97 100%	-	-	-	-	-	-	-	-	-	-	100 100%	97 100%	-	-	-	-	-	-	-	-	-	-	-	-

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

Q726_22. Please rate the following domain name extensions by how trustworthy you feel they are.

22. .pl

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	112	92*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	112	92*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	110 98%	89 97%	-	-	-	-	-	-	-	-	-	-	-	-	110 98%	89 97%	-	-	-	-	-	-	-	-	-	-
Very trustworthy	63 56%	42 46%	-	-	-	-	-	-	-	-	-	-	-	-	63 56%	42 46%	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	47 42%	47 51%	-	-	-	-	-	-	-	-	-	-	-	-	47 42%	47 51%	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	2 2%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	3 3%	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	2 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	1 1%	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-
Sigma	112 100%	92 100%	-	-	-	-	-	-	-	-	-	-	-	-	112 100%	92 100%	-	-	-	-	-	-	-	-	-	-

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

Q726_23. Please rate the following domain name extensions by how trustworthy you feel they are.

23. .uk

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	220	180	**	**	**	**	**	**	**	**	**	**	**	**	**	**	220	180	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	210 95%	169 94%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	210 95%	169 94%	-	-	-	-	-	-	-	-
Very trustworthy	126 57%	87 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	126 57%	87 48%	-	-	-	-	-	-	-	-
Somewhat trustworthy	84 38%	82 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	84 38%	82 46%	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	10 5%	11 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 5%	11 6%	-	-	-	-	-	-	-	-
Not very trustworthy	8 4%	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 4%	8 4%	-	-	-	-	-	-	-	-
Not at all trustworthy	2 1%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	3 2%	-	-	-	-	-	-	-	-
Sigma	220 100%	180 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	220 100%	180 100%	-	-	-	-	-	-	-	-

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

Q726_24. Please rate the following domain name extensions by how trustworthy you feel they are.

24. .fr

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	201	181	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	201	181	**	**	**	**	**	**
TOP 2 BOX (NET)	195 97%	169 93%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	195 97%	169 93%	-	-	-	-	-	-
Very trustworthy	80 40%	86 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80 40%	86 48%	-	-	-	-	-	-
Somewhat trustworthy	115 57% B	83 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	115 57% T	83 46%	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	6 3%	12 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 3%	12 7%	-	-	-	-	-	-
Not very trustworthy	4 2%	11 6% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 2%	11 6% S	-	-	-	-	-	-
Not at all trustworthy	2 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	1 1%	-	-	-	-	-	-
Sigma	201 100%	181 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	201 100%	181 100%	-	-	-	-	-	-

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

Q726_25. Please rate the following domain name extensions by how trustworthy you feel they are.

25. .de

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	250	228	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	250	228	**	**	**	**
TOP 2 BOX (NET)	243 97%	222 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	243 97%	222 97%	-	-	-	-
Very trustworthy	118 47%	157 69% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	118 47%	157 69% U	-	-	-	-
Somewhat trustworthy	125 50% B	65 29% V	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	125 50% V	65 29% U	-	-	-	-
BOTTOM 2 BOX (NET)	7 3%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 3%	6 3%	-	-	-	-
Not very trustworthy	3 1%	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	3 1%	-	-	-	-
Not at all trustworthy	4 2%	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 2%	3 1%	-	-	-	-
Sigma	250 100%	228 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	250 100%	228 100%	-	-	-	-

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

Q726_26. Please rate the following domain name extensions by how trustworthy you feel they are.

26. .us

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	502	461	502	461	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	375 75%	349 76%	375 75%	349 76%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	89 18%	105 23%	89 18%	105 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	286 57%	244 53%	286 57%	244 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	127 25%	112 24%	127 25%	112 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	98 20%	82 18%	98 20%	82 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	29 6%	30 7%	29 6%	30 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	502 100%	461 100%	502 100%	461 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q726_27. Please rate the following domain name extensions by how trustworthy you feel they are.

27. .ca

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	200	181	**	**	200	181	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	192 96%	170 94%	-	-	192 96%	170 94%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	140 70%	112 62%	-	-	140 70%	112 62%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	52 26%	58 32%	-	-	52 26%	58 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	8 4%	11 6%	-	-	8 4%	11 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	6 3%	9 5%	-	-	6 3%	9 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	2 1%	2 1%	-	-	2 1%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	200 100%	181 100%	-	-	200 100%	181 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q726_28. Please rate the following domain name extensions by how trustworthy you feel they are.

28. .mx

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	223	184	**	**	**	**	223	184	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	217 97%	178 97%	-	-	-	-	217 97%	178 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	117 52%	125 68% A	-	-	-	-	117 52%	125 68% G	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	100 45% B	53 29%	-	-	-	-	100 45% H	53 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	6 3%	6 3%	-	-	-	-	6 3%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	4 2%	3 2%	-	-	-	-	4 2%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	2 1%	3 2%	-	-	-	-	2 1%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	223 100%	184 100%	-	-	-	-	223 100%	184 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q727 Thinking about an extension that you felt was more trustworthy, what about that domain name extension makes it seem trustworthy?

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
REPUTATION (NET)	-	1963 36% P	-	164 36%	-	65 36%	-	66 36%	-	28 31%	-	30 32%	-	35 36%	-	23 25%	-	53 29%	-	64 35%	-	76 33%	-	357 36% P	-	30 32%
Well known/Most commonly used	-	1291 24% DV	-	92 20%	-	40 22%	-	49 27% V	-	19 21%	-	19 20%	-	19 20%	-	15 16%	-	34 19%	-	45 25% V	-	36 16%	-	247 25% DV	-	19 20%
Legitimate/Genuine/Authentic	-	186 3% V	-	16 3% V	-	5 3%	-	5 3%	-	-	-	6 6% JV	-	2 2%	-	2 2%	-	5 3%	-	4 2%	-	1 *	-	47 5% BJV	-	2 2%
Good experience/Never had a problem	-	178 3% X	-	28 6% BHXZ	-	9 5% X	-	3 2%	-	5 6% X	-	3 3% X	-	4 4% X	-	3 3% X	-	7 4% X	-	9 5% X	-	31 14% BDFHLPRRTXZ	-	9 1% BJV	-	1 1%
Dependable/Reliable	-	135 2% RVX	-	7 2%	-	2 1%	-	6 3% RVX	-	6 7% BDFLRTVX	-	1 1%	-	7 7% BDFLPRTX	-	1 1%	-	-	-	1 1%	-	1 *	-	12 1% BDFJPTV	-	2 2% R
Trustworthy	-	117 2% D	-	4 1%	-	1 1%	-	6 3% DV	-	-	-	3 3% V	-	2 2%	-	-	-	3 2%	-	2 1%	-	1 *	-	48 5% BDFJPTV	-	1 1%
Good company/reputation/track record	-	72 1%	-	10 2% VX	-	4 2% V	-	1 1%	-	1 1%	-	-	-	2 2% V	-	-	-	3 2%	-	2 1%	-	-	-	7 1%	-	2 2% V
Depends on company/website behind the name	-	63 1% X	-	7 2% X	-	7 4% BHTX	-	1 1%	-	-	-	-	-	1 1% X	-	-	-	4 2% X	-	1 1%	-	6 3% BX	-	1 *	-	1 1% X
Tested/Proven/Verified	-	33 1% X	-	3 1% X	-	-	-	2 1% X	-	1 1% X	-	-	-	-	-	2 2% FRTX	-	-	-	-	-	4 2% BX	-	-	-	2 2% FRTX
No scams/fraud	-	19 *	-	3 1%	-	2 1% X	-	-	-	-	-	-	-	1 1% X	-	-	-	1 1%	-	1 1%	-	1 *	-	1 *	-	-
Knowledgeable/Area of expertise/It's their business	-	11 *	-	2 *	-	-	-	1 1%	-	-	-	-	-	1 1% X	-	-	-	-	-	-	-	-	-	1 *	-	1 1% X
Top level/High ranking	-	11 *	-	1 *	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	2 *	-	-
Good management/Operation of site	-	6 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *	-	3 3% BDFHRTVX
Other reputation mentions	-	40 1%	-	3 1%	-	2 1%	-	1 1%	-	-	-	1 1%	-	1 1%	-	-	-	-	-	1 1%	-	1 *	-	7 1%	-	1 1%
EXTENSION (NET)	-	1506 28% LPRVX	-	113 25% LRV	-	41 23% LRV	-	66 36% BDFJLPRVX	-	18 20% V	-	10 11%	-	59 61% BDFHLPRTX	-	14 15%	-	24 13% LPRV	-	49 27% LPRV	-	21 9% LPRV	-	214 21% LRV	-	50 54% BDFHLPRVX
.com	-	721 13% DFJLPRVX	-	42 9% PV	-	12 7% V	-	33 18% DFJLPRVX	-	5 6% V	-	3 3%	-	34 35% BDFHLPRTX	-	2 2%	-	9 5% V	-	9 5% V	-	2 1% LPRTV	-	101 10% LPRTV	-	28 30% BDFHLPRVX

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

Q727 Thinking about an extension that you felt was more trustworthy, what about that domain name extension makes it seem trustworthy?

8 Jun 2016
Table 45

Base: All Qualified Respondents

	Country																										
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*	
.org	-	303 6%	-	40 9%	-	10 6%	-	19 10%	-	4 4%	-	2 2%	-	9 9%	-	3 3%	-	4 2%	-	9 5%	-	2 1%	-	40 4%	-	9 10%	
Domain name/extension (Unspec.)	-	153 3%	-	9 2%	-	5 3%	-	3 2%	-	-	-	2 2%	-	2 2%	-	6 7%	-	1 1%	-	2 1%	-	10 4%	-	33 3%	-	2 2%	
.net	-	105 2%	-	6 1%	-	4 2%	-	3 2%	-	-	-	-	-	3 3%	-	-	-	-	-	5 3%	-	2 1%	-	13 1%	-	5 5%	
.ru	-	84 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.in	-	77 1%	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	
.gov	-	65 1%	-	23 5%	-	2 1%	-	-	-	-	-	1 1%	-	1 1%	-	2 2%	-	-	-	1 1%	-	-	-	-	17 2%	-	2 2%
.cn	-	46 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46 5%	-	-	
.co	-	36 1%	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	4 2%	-	-	-	-	2	-	-	
.fr	-	26 X	-	-	-	1 X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25 14%	-	-	-	-	-	
Https	-	24	-	4 X	-	1 1%	-	-	-	-	-	-	-	1 X	-	-	-	-	-	-	-	-	-	-	1	-	
.info	-	16	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	2	-	
Other extension mentions	-	278 5%	-	13 3%	-	18 10%	-	14 8%	-	11 12%	-	2 2%	-	15 15%	-	5 5%	-	14 8%	-	2 1%	-	8 4%	-	10 1%	-	24 26%	
USAGE (NET)	-	1287 24%	-	164 36%	-	60 33%	-	54 29%	-	10 11%	-	18 19%	-	19 20%	-	21 23%	-	44 24%	-	28 15%	-	39 17%	-	244 24%	-	20 22%	
More familiar/I use extension	-	625 11%	-	81 18%	-	34 19%	-	17 9%	-	3 3%	-	7 7%	-	5 5%	-	13 14%	-	31 17%	-	9 5%	-	33 14%	-	105 11%	-	7 8%	
Government use	-	219 4%	-	30 7%	-	8 4%	-	12 7%	-	-	-	2 2%	-	3 3%	-	2 2%	-	4 2%	-	6 3%	-	-	-	69 7%	-	5 5%	
Used by organizations	-	165 3%	-	22 5%	-	10 6%	-	5 3%	-	1 1%	-	2 2%	-	5 5%	-	2 2%	-	1 1%	-	2 1%	-	2 1%	-	33 3%	-	4 4%	
Business/Company use	-	101 2%	-	5 1%	-	4 2%	-	2 1%	-	1 1%	-	-	-	3 3%	-	-	-	2 1%	-	2 1%	-	-	-	24 2%	-	-	

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

Q727 Thinking about an extension that you felt was more trustworthy, what about that domain name extension makes it seem trustworthy?

8 Jun 2016
Table 45

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany	2015 China	2016 China	2015 Vietnam	2016 Vietnam
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	461	-**	181	-**	184	-**	90*	-**	95*	-**	97*	-**	92*	-**	180	-**	181	-**	228	-**	996	-**	93*
Depends on use (Unspec.)	-	57 1%	-	8 2%	-	2 1%	-	5 3%	-	-	-	2 2%	-	-	-	5 5%	-	2 1%	-	2 1%	-	1	-	10 1%	-	1 1%
Non profit use	-	41 1%	-	17 4%	-	-	-	3 2%	-	2 2%	-	1 1%	-	-	-	-	-	2 1%	-	-	-	-	-	-	9 1%	-
Commercial use	-	30 1%	-	2 X	-	3 2%	-	6 3%	-	-	-	-	-	1 X	-	-	-	1 X	-	-	-	-	-	-	-	-
Educational use	-	28 1%	-	5 1%	-	2 1%	-	2 1%	-	-	-	1 1%	-	-	-	1 1%	-	-	-	-	-	-	-	-	6 1%	1 1%
Public use	-	26 X	-	1 *	-	1 X	-	1 X	-	-	-	-	-	2 2%	-	-	-	-	-	1 X	-	-	-	-	-	-
Not familiar	-	25 X	-	7 2%	-	3 2%	-	-	-	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-	1 *	-	1 *	-	-
Helpful/Useful	-	19 *	-	1 *	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	7 1%	-
Efficient/Work well	-	10 *	-	1 *	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	1 *	-
I would try it	-	4 *	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	1 *	-
Necessary/Needed to access internet	-	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *	-
Other usage mentions	-	95 2%	-	4 1%	-	3 2%	-	6 3%	-	1 1%	-	6 6%	-	2 2%	-	-	-	-	-	8 4%	-	2 1%	-	6 1%	-	5 5%
EXTENSION APPEAL (NET)	-	452 8%	-	36 8%	-	7 4%	-	10 5%	-	13 14%	-	7 7%	-	6 6%	-	6 7%	-	17 9%	-	12 7%	-	24 11%	-	108 11%	-	3 3%
Gut feeling/My opinion	-	78 1%	-	1 *	-	1 1%	-	1 1%	-	2 2%	-	1 1%	-	1 1%	-	-	-	3 2%	-	-	-	18 8%	-	21 2%	-	-
Professional	-	50 1%	-	8 2%	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	1 1%	-	5 3%	-	1 *	-	24 2%	-	-
Good/Like domain	-	45 1%	-	5 1%	-	-	-	1 1%	-	3 3%	-	-	-	-	-	-	-	1 1%	-	-	-	1 *	-	8 1%	-	1 1%
Relevant to topic/Specific to the domain	-	36 1%	-	2 *	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	3 2%	-	-	-	-	-	-	6 1%	1 1%
Believable/Confidence/Convincing	-	29 1%	-	-	-	-	-	7 4%	-	4 4%	-	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-	3 *	-

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

Q727 Thinking about an extension that you felt was more trustworthy, what about that domain name extension makes it seem trustworthy?

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
Ordinary/Traditional/Conventional	-	21	-	1	-	-	-	1%	-	-	-	-	-	2% BDV	-	-	-	-	-	-	-	-	-	6% 1%	-	-
Short wording	-	21	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	12% BD	-	-
Same/Similar to others	-	20*	-	4% 1%	-	3% 2% BX	-	-	-	-	-	-	-	1%	-	-	-	1%	-	-	-	1%	-	4%	-	-
All/Everything	-	17*	-	-	-	-	-	-	-	1% D	-	-	-	-	-	-	-	1%	-	-	-	-	-	4%	-	-
Better/Best	-	11*	-	3% 1% B	-	2% 1% BX	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-
Accurate	-	11*	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	1%	-	1% X
Wording makes sense	-	11*	-	1%	-	-	-	-	-	-	-	-	-	-	-	1%	-	1%	-	-	-	1%	-	5% 1% B	-	-
Depends on language	-	9*	-	1%	-	-	-	-	-	-	-	-	-	1% BX	-	1% BX	-	-	-	1%	-	1%	-	1%	-	-
It's meaning/Meaningful	-	8*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6% 1% B	-	-
Nothing looks/sounds suspicious	-	6*	-	2% BX	-	-	-	-	-	-	-	-	-	-	-	-	-	1% X	-	-	-	-	-	-	-	-
Curiosity/Interesting	-	3*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-
I don't pay attention/Wouldn't notice	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other extension appeal mentions	-	90% 2%	-	7% 2%	-	1% 1%	-	-	-	1% 1%	-	5% 5%	-	-	-	3% 3% HV	-	3% 2%	-	6% 3% HVX	-	1%	-	13% 1%	-	-
WEBSITE ORIGIN (NET)	-	448% 8% DX	-	15% 3%	-	24% 13% BDX	-	27% 15% BDX	-	15% 17% BDX	-	11% 12% DX	-	15% 15% BDX	-	12% 13% DX	-	21% 12% DX	-	20% 11% DX	-	26% 11% DX	-	57% 6% D	-	14% 15% BDX
Country/State of origin (Unspec.)	-	109% 2% X	-	5% 1%	-	9% 5% BDX	-	5% 3%	-	2% 2%	-	9% 9%	-	1% 1%	-	1% 1%	-	3% 2%	-	5% 3%	-	12% 5% BDX	-	12% 1%	-	4% 4% DX
Worldwide/International usage	-	101% 2% D	-	2% *	-	1% 1%	-	6% 3% DTV	-	2% 2% T	-	1% 1%	-	5% 5% BDFRTVX	-	3% 3% DTV	-	2% 1%	-	-	-	1% *	-	20% 2% D	-	3% 3% DTV
Represents my country	-	42% 1% X	-	1%	-	-	-	9% 5% BDFLPTVXZ	-	2% 2% DFVX	-	-	-	3% 3% BDFVX	-	-	-	8% 4% BDFLPTVXZ	-	1% 1% X	-	-	-	-	-	-

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

Q727 Thinking about an extension that you felt was more trustworthy, what about that domain name extension makes it seem trustworthy?

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
Russian origin	-	36 1% X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other website origin mentions	-	179 3% D	-	8 2%	-	15 8% BDLX	-	10 5% DX	-	10 11% BDLX	-	1 1%	-	6 6% DX	-	8 9% BDLX	-	9 5% D	-	14 8% BDLX	-	13 6% BDX	-	25 3%	-	8 9% BDLX
SAFETY/SECURITY (NET)	-	316 6% PX	-	28 6%	-	5 3%	-	10 5%	-	5 6%	-	17 18% BDFHJPRTVZ	-	12 12% BDFHPRX	-	1 1%	-	6 3%	-	13 7% PX	-	14 6% BDX	-	38 4%	-	7 8% P
Safety/Security/Padlock	-	263 5% F	-	25 5% F	-	3 2%	-	9 5%	-	4 4%	-	14 15% BDFHJPRTVX	-	11 11% BDFHPRX	-	1 1%	-	6 3%	-	11 6% F	-	7 3% BDX	-	38 4%	-	6 6% F
Not being exposed to virus	-	33 1% X	-	2 X	-	1 1% X	-	-	-	1 1% X	-	3 3% BDHRX	-	1 1% X	-	-	-	-	-	2 1% X	-	2 1% X	-	-	-	-
Ensures privacy of personal information	-	16 *	-	-	-	-	-	1 1% X	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1% BDX	-	-	-	-
Check with anti virus software	-	10 *	-	1 *	-	1 1% X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1% BX	-	-	-	-
Other safety/security mentions	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% BDX
CONVENIENCE (NET)	-	178 3% FV	-	9 2%	-	-	-	6 3% FV	-	2 2% F	-	4 4% FV	-	2 2% FV	-	4 4% FV	-	3 2% FV	-	3 2% FV	-	1 *	-	44 4% BDFV	-	4 4% FV
Clear/Easy to understand/differentiate	-	55 1%	-	3 1%	-	-	-	1 1%	-	-	-	1 1%	-	-	-	3 3% BDFV	-	1 1%	-	2 1%	-	1 *	-	20 2% B	-	1 1%
Easy to use/access	-	48 1%	-	1 *	-	-	-	1 1%	-	-	-	3 3% BDFRVX	-	1 1%	-	-	-	-	-	1 1%	-	-	-	4 †	-	1 1%
Faster/Quicker service	-	30 1%	-	-	-	-	-	3 2% D	-	-	-	-	-	-	-	1 1% D	-	-	-	-	-	-	-	7 1%	-	1 1% D
Harder to obtain/Requires certain criteria	-	24 *	-	5 1% B	-	-	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	2 1%	-	-	-	-	-	5 1%	-	-
Other convenience mentions	-	38 1%	-	1 *	-	-	-	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	15 2% BD	-	1 1%
INFORMATION (NET)	-	142 3% X	-	7 2%	-	2 1%	-	7 4%	-	1 1%	-	3 3%	-	1 1%	-	2 2%	-	2 1%	-	2 1%	-	7 3%	-	17 2%	-	3 3%
Content/Information provided	-	121 2%	-	6 1%	-	1 1%	-	7 4% DFR	-	-	-	2 2%	-	1 1%	-	2 2%	-	1 1%	-	2 1%	-	6 3%	-	17 2%	-	3 3%
Has what I am looking for	-	14 *	-	-	-	1 1% X	-	-	-	1 1% DX	-	1 1% DX	-	-	-	-	-	1 1% X	-	-	-	-	-	-	-	-

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

Q727 Thinking about an extension that you felt was more trustworthy, what about that domain name extension makes it seem trustworthy?

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
Other information mentions	-	9	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
																						X				
Illegible data	-	131	-	10	-	5	-	-	-	5	-	2	-	3	-	6	-	3	-	11	-	18	-	16	-	-
		H		H		H				H		H		H		H		H		H		H		H		
		2%		2%		3%				6%		2%		3%		7%		2%		6%		8%		2%		
WEBSITE (NET)	-	86	-	1	-	3	-	2	-	-	-	2	-	2	-	-	-	-	-	6	-	1	-	14	-	-
		D		*		D		1%			D		D							3%		*		D		
Web based use/Used by major websites	-	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8	-	-
		*																						1%		
Linked from a trusted site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other website mentions	-	76	-	1	-	3	-	2	-	-	-	2	-	2	-	-	-	-	-	6	-	1	-	6	-	-
		DX		*		D		1%			D		D							3%		*		1%		
SEARCH (NET)	-	77	-	3	-	2	-	2	-	1	-	1	-	1	-	-	-	1	-	-	-	1	-	8	-	1
		1%		1%		1%		1%		1%		1%		1%				1%				*		1%		1%
Google search	-	49	-	-	-	1	-	2	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	1
		DX				X		DX						DX				X				X				DX
Researched it/Check out source first	-	15	-	3	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		*		1%						X		X														
Search engine/Found through searching	-	6	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-
		*				1%																		*		
Other search mentions	-	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	-	-
																								1%		
WEBSITE APPEAL (NET)	-	60	-	-	-	-	-	1	-	-	-	2	-	-	-	-	-	-	-	1	-	5	-	20	-	-
		D						1%			D									1%		2%		2%		
Design/Layout/Way it looks	-	32	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	14	-	-
		1%						1%														1%		1%		
Few/No pop-ups/advertisements	-	29	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	1	-	3	-	6	-	-
		1%									2%									1%		1%		1%		
MISCELLANEOUS (NET)	-	211	-	9	-	6	-	1	-	6	-	7	-	3	-	2	-	6	-	7	-	13	-	63	-	3
		DH		2%		3%		1%		7%		7%		3%		2%		3%		4%		6%		6%		3%
Authorized/Regulated	-	137	-	7	-	5	-	1	-	4	-	3	-	1	-	2	-	5	-	7	-	4	-	50	-	1
		3%		2%		3%		1%		4%		3%		1%		2%		3%		4%		2%		5%		1%
Recommended by others	-	30	-	-	-	1	-	-	-	1	-	2	-	-	-	-	-	-	-	-	-	5	-	7	-	-
		1%				1%				1%		2%										2%		1%		
										D		BDH										BDHRTX				

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

Q727 Thinking about an extension that you felt was more trustworthy, what about that domain name extension makes it seem trustworthy?

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	461	-**	181	-**	184	-**	90*	-**	95*	-**	97*	-**	92*	-**	180	-**	181	-**	228	-**	996	-**	93*
Good quality	-	16	-	1	-	-	-	-	-	-	-	2%	-	1%	-	-	-	-	-	-	-	1	-	2	-	1%
Advertised/Promoted	-	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	1	-	1	-	-
Good technology/innovation	-	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	1%
Provide good services	-	5	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	12	-	-	-	-	-	-	-	1%	-	-	-	1%	-	-	-	-	-	1%	-	2%	-	2	-	-
ECONOMY (NET)	-	40	-	3	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	1	-	2%	-	3	-	-
It's paid for/Fee based	-	17	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	1%	-	-	-	1	-	-
Other economy mentions	-	23	-	3	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	2	-	-
None	-	196	-	32	-	9	-	2	-	2	-	1	-	1	-	8	-	12	-	9	-	9	-	36	-	-
Don't know	-	269	-	29	-	16	-	3	-	8	-	5	-	5	-	15	-	31	-	15	-	26	-	49	-	2
Declined to answer	-	43	-	14	-	2	-	-	-	-	-	-	-	-	-	2	-	4	-	1	-	-	-	5	-	-
Sigma	-	8257	-	697	-	278	-	285	-	121	-	127	-	179	-	122	-	241	-	253	-	291	-	1416	-	166
	-	151%	-	151%	-	154%	-	155%	-	134%	-	134%	-	185%	-	133%	-	134%	-	140%	-	128%	-	142%	-	178%

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

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

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
IDENTIFICATION (NET)	2623 43%	2572 47%	203 40%	207 45%	119 60%	95 52%	139 62%	116 63%	37 37%	47 52%	38 37%	42 44%	47 47%	57 59%	31 28%	42 46%	114 52%	74 41%	58 29%	75 41%	114 46%	135 59%	381 34%	468 47%	40 40%	39 42%
CLASSIFICATION (SUB-NET)	1608 26%	1491 27%	155 31%	147 32%	55 28%	49 27%	96 43%	61 33%	11 11%	24 27%	25 25%	31 33%	23 23%	24 25%	18 16%	17 18%	54 25%	31 17%	23 11%	29 16%	48 19%	36 16%	272 25%	339 34%	21 21%	26 28%
To differentiate/Determine type of business/work/organization/fields	648 11%	614 11%	89 18%	68 15%	27 14%	23 13%	36 16%	25 14%	3 3%	8 9%	11 11%	9 9%	10 10%	9 9%	3 3%	6 7%	37 17%	20 11%	7 3%	7 4%	16 6%	20 9%	100 9%	148 15%	7 7%	8 9%
To differentiate between other sites/domains	691 11%	612 11%	50 10%	46 10%	20 10%	15 8%	41 18%	28 15%	6 6%	10 11%	9 9%	15 16%	10 10%	11 11%	13 12%	10 11%	14 6%	5 3%	13 6%	17 9%	25 10%	10 4%	88 8%	144 14%	12 12%	17 18%
To determine categories/groupings (Unspec)	195 3%	148 3%	16 3%	23 5%	7 4%	11 6%	11 5%	5 3%	3 3%	1 1%	6 6%	3 3%	-	2 2%	-	-	3 1%	5 3%	3 1%	1 1%	7 3%	5 2%	65 6%	12 1%	2 2%	2 2%
To determine classification/status	108 2%	122 2%	4 1%	8 2%	2 1%	2 2%	8 4%	6 3%	-	1 1%	-	2 2%	3 3%	2 2%	2 2%	2 2%	1 1%	-	1 1%	4 2%	-	2 1%	25 2%	44 4%	-	-
Other classification mentions	15 0%	67 1%	1 0%	6 1%	-	4 2%	1 1%	2 1%	-	4 4%	-	3 3%	-	2 2%	-	-	1 1%	2 1%	-	1 1%	2 1%	1 1%	2 1%	6 1%	-	1 1%
LOCATION (SUB-NET)	1091 18%	1163 21%	35 7%	43 9%	94 47%	61 34%	53 24%	67 36%	23 23%	28 31%	11 11%	12 12%	33 33%	41 42%	12 11%	26 28%	79 36%	58 32%	42 21%	50 28%	72 29%	113 50%	113 10%	138 14%	14 14%	22 24%
To indicate country/different countries	650 11%	638 12%	23 5%	19 4%	65 33%	28 15%	34 15%	22 12%	15 15%	17 19%	9 9%	7 7%	28 28%	26 27%	11 10%	18 20%	44 20%	35 19%	27 13%	34 19%	57 23%	89 39%	35 3%	54 5%	6 6%	14 15%
To indicate location/area extensions	309 5%	374 7%	12 2%	19 4%	24 12%	27 15%	10 4%	29 16%	6 6%	12 13%	1 1%	5 5%	4 4%	15 15%	-	6 7%	29 13%	22 12%	11 5%	15 8%	6 2%	20 9%	30 3%	24 2%	3 3%	5 5%
To indicate region/different regions	157 3%	219 4%	1 0%	7 2%	7 4%	8 4%	12 5%	18 10%	1 1%	3 3%	1 1%	-	1 1%	3 3%	1 1%	2 2%	7 3%	3 2%	2 2%	3 2%	7 3%	10 4%	47 4%	85 9%	6 6%	5 5%
Other location mentions	30 0%	18 0%	1 0%	2 0%	-	-	1 1%	1 1%	-	2 2%	-	-	-	1 1%	-	-	2 1%	1 1%	-	1 1%	2 1%	1 1%	11 1%	3 0%	1 1%	-
TYPES OF EXTENSIONS (SUB-NET)	288 5%	405 7%	58 12%	58 13%	15 8%	26 14%	14 6%	18 10%	5 5%	10 11%	6 6%	4 4%	1 1%	5 5%	2 2%	6 7%	10 5%	9 5%	1 1%	3 2%	8 3%	9 4%	31 3%	33 3%	2 2%	6 6%
Business/Commercial	91 1%	174 3%	14 3%	20 4%	5 3%	14 8%	4 2%	5 3%	3 3%	8 9%	2 2%	3 3%	-	2 2%	-	4 4%	-	4 2%	1 1%	2 1%	3 1%	6 3%	11 1%	12 1%	1 1%	2 2%
Government extension	82 1%	128 2%	21 4%	27 6%	2 2%	7 4%	4 2%	13 7%	-	1 1%	1 1%	-	-	1 1%	-	3 3%	5 2%	5 3%	-	-	1 1%	1 1%	10 1%	15 2%	1 1%	-
Profit Vs. Non profit	108 2%	111 2%	31 6%	28 6%	11 6%	10 6%	4 2%	3 2%	2 2%	-	1 1%	1 1%	-	-	-	1 1%	3 1%	2 1%	1 1%	-	-	-	6 1%	5 1%	1 1%	-

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

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

Base: All Qualified Respondents

	Country																										
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*	
Education extension	40 1%	68 1% A ASUW	12 2% BTWX	17 4%	2 1%	8 4% EBJNTVX	2 1%	4 2% TV	-	-	1 1%	1 1%	-	-	-	2 2% TV	1 1%	2 1%	-	-	1 1%	-	4 1%	7 1%	-	3 3% TVX	
Network	16 2%	51 1% A	3 1%	6 1%	1 1%	4 2%	1 1%	1 1%	-	-	1 1% W	-	-	1 1%	-	2 2% T	-	1 1%	-	-	1 1%	1 1%	1 1%	8 1% W	1 1% W	1 1%	1 1%
Other type of extensions mentions	94 2%	113 2% AX	11 2% S	8 2%	2 1%	3 2%	5 2% S	2 1%	-	4 4% IPRTX	3 3% S	2 2%	1 1%	1 1%	2 2%	-	3 1%	-	-	1 1%	3 1%	4 2%	15 1%	12 1%	1 1%	3 3% R	
MISCELLANEOUS IDENTIFICATION (SUB-NET)	107 2% C	113 2% X	3 1%	10 2% C	1 1%	4 2%	3 1%	4 2%	3 3% C	1 1%	2 2%	2 2%	2 2%	1 1%	3 3% C	1 1%	4 2%	2 1%	2 1%	1 1%	3 1%	5 2%	16 1%	10 1%	4 4% CE	3 3%	
Form of identity/identification (Unspec.)	63 1%	71 1%	3 1%	5 1%	-	2 1%	1 1%	2 1%	1 1%	-	-	2 2%	1 1%	1 1%	2 2%	1 1%	2 1%	2 1%	1 1%	1 1%	1 1%	3 1%	6 1%	7 1%	1 1%	1 1%	
Due to language/different languages	17 2%	14 2%	-	1 1%	-	1 1%	2 1% C	-	-	1 1% C	1 1% C	-	-	-	1 1% C	-	-	-	-	-	1 1%	1 1%	5 1%	2 1%	-	-	
Other miscellaneous identification mentions	27 2%	29 1% X	-	4 1% CX	1 1%	1 1%	-	2 1% X	2 2% ACG	-	1 1% C	-	1 1% C	-	-	-	2 1% C	-	1 1%	-	1 1%	1 1%	5 1%	1 1%	3 3% ACGUW	3 3% BRTVX	
CONTENT (NET)	1207 20% BQSU	962 18% DFNRTV	82 16% DU	54 12% V	35 18% FU	17 9% ACEKQGSUW	78 35% BDFJLNRTVX	66 36% CKQSUW	27 27% TV	14 16% TV	14 14% U	19 20% DFNRTV	24 24% NQSU	9 9% U	18 16% U	16 17% RTV	26 12% U	15 8% U	24 12% U	12 7% U	16 6% U	14 6% U	196 18% QSU	163 16% DFRTV	23 23% QSU	24 26% BDFNRTVX	
Different purposes/content/features of website	890 14% CQSU	794 15% DFNRTV	57 11% U	39 8% U	24 12% U	14 7% ACEQGSUW	47 21% BDFJLNRTVX	51 28% ACEQGSUW	22 22% DFRTV	14 16% DFRTV	13 13% U	18 19% DFNRTV	18 18% NQSU	7 7% U	13 12% TV	12 13% U	18 8% U	12 7% U	14 7% U	9 5% U	8 3% U	12 5% ACQSU	189 17% DFNRTV	157 16% DFNRTV	17 17% QSU	20 22% DFNRTV	
Based on the type of information they provide	266 4% BW	100 2% X	25 5% DQW	9 2% X	10 5% W	3 2% X	28 13% HACEKQGSUW	12 7% BDFJLNRTVX	5 5% JW	-	1 1%	-	6 6% QW	1 1%	3 1% W	4 4% JLVX	4 2% W	2 1% W	10 5% W	3 2% X	7 3% W	2 1% W	2 1% W	2 1% W	5 5% W	4 4% JLVX	
Based on the type of service they provide	58 1% W	85 2% AX	3 1%	6 1% X	-	-	4 2% W	5 3% FTVX	1 1%	-	-	1 1%	1 1%	1 1%	-	3 3% FTVX	5 2% ACEW	1 1%	1 1%	-	1 1%	-	3 1%	2 1%	-	1 1%	
Other content mentions	22 2%	13 2%	-	2 1%	1 1%	-	1 1%	1 1%	-	-	-	-	-	-	-	2 2% ACQUW	-	-	-	-	-	-	4 1%	2 1% C	1 1% C	-	
TECHNOLOGY DRIVEN (NET)	149 3% CQS	241 4% ADJL	4 1%	12 3% C	3 2%	6 3% G	2 1% G	7 4% G	1 1%	-	2 2% QS	-	2 2% QS	3 3% ACEGIQSUW	8 7% BDFJLNRTVX	10 11% QJL	-	8 4% QJL	-	3 2% Q	4 2% Q	2 1% Q	10 4% JL	41 4% ACGQS	48 5% DJI	7 7% ACEGIQSUW	11 12% BDFJLNRTVX
Different network/service providers	32 1% A	113 2% A	2 2%	9 2% C	-	5 3% E	-	2 1%	-	-	-	-	-	2 2% U	1 1% BHJLTVX	5 5% Q	-	4 2% Q	-	1 1%	3 1%	1 1%	3 1% UDF	9 1% W	4 4% W	6 6% BDHJLTVX	
Different servers	68 1% AD	110 2% AD	2 2%	3 1%	2 1%	-	2 1% F	4 2% F	1 1%	-	1 1% C	-	2 2% QS	1 1%	7 6% ACEGIQGSUW	6 7% BDFJLNRTVX	-	3 2% Q	-	2 1% Q	1 1%	6 3% UDF	16 1% DF	26 3% DF	2 2% QS	2 2% F	
Other technology driven mentions	51 1% BC	19 1%	-	-	1 1%	1 1%	-	1 1%	-	-	1 1% C	-	-	-	-	-	-	-	1 1%	-	-	-	1 1% XACU	17 2% CGQSU	4 4% CGQSU	3 3% BDTVX	
ACCESSIBILITY (NET)	163 3% CQ	181 3% AFVX	4 1%	10 2% C	1 1%	1 1%	2 1% GFJV	8 4% GFJV	-	-	1 1%	2 2%	-	6 6% MDFJRVX	1 1%	1 1%	1 1%	3 2%	2 1%	4 2%	2 1%	2 1%	33 3% CEQ	22 2% CEQ	11 11% ACEGIKMOGSUW	5 5% FJV	

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

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

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
To simplify search/easy to use	48 1 C	71 1 A	-	5 1 C	-	-	1	3 2%	-	-	-	-	-	4 4%	-	1 1%	-	-	2 1 C	1 1%	2 1 C	1	6 1%	9 1%	5 5%	4 4%
For easy/quick accessibility	60 1 W	59 1 X	2	5 1 X	1	-	-	4 2%	-	-	1 1%	2 2 VX	-	1 1 X	1 1%	-	1 1%	-	-	-	-	-	5	1	5 5%	1 1 X
Convenience	45 1 B	17 1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23 2%	6 1%	1 1 C	-
Other accessibility mentions	19 1	36 1 A	2	-	-	1 1%	1	1 1%	-	-	-	-	-	1 1 D	-	-	-	2 1 D	-	4 2 SBDX	-	1	1	6 1 W	1 1 W	-
Illegible data	-	170 3 AH	-	12 3 CH	-	5 3 EH	-	-	-	5 6 IHZ	-	2 2 H	-	2 2	-	5 5 OHZ	-	5 3 QH	-	15 8 SBDXHLNRXZ	-	21 9 UBDFHLNRXZ	-	29 3 WH	-	-
SITE/STORAGE SIZE (NET)	188 3 W	144 3 AGMSWY	31 6 BHJTX	24 5 AGMSWY	16 8 AGMSWY	6 3 EH	2 1	2 1	3 3	-	5 5 GMW	2 2	-	1 1	4 4 W	1 1 AGMSWY	15 7 BHJTX	10 6 AGMSWY	3 1	2 1	10 4 GMW	11 5 BHJTX	13 1	23 2 W	1 1 HJT	5 5%
Ran out of space on the other domains/extensions	166 3 GSW	123 2 AGMSWY	29 6 AGMSWY	23 5 AGMSWY	16 8 AGMSWY	6 3	1	1	3 3	-	4 4 GMSW	2 2	-	-	3 3	1 1 AGMSWY	14 6 AGMSWY	5 3	1	2 1	8 3 GSW	10 4 BHJN	11 1	22 2 W	1 1 BHJN	5 5%
Size of site	20 1 B	4 1	1	-	-	-	1	-	-	-	1 1	-	-	-	1 1	-	1 1	1 1	2 1	-	2 1	1 1 X	2	-	-	-
Other site/storage size mentions	2 1	18 1 A	1	1	-	-	-	1 1	-	-	-	-	-	1 1	-	-	-	-	4 2 QBDFTVX	-	-	-	-	2	-	-
SITE CHARACTERISTICS (NET)	164 3 C	138 3 HX	2	11 2 CH	3 2	4 2 H	6 3 HC	-	1 1	1 1	3 3 C	1 1	1 1	1 1	1 1	1 1	3 1	5 3 H	5 2 C	4 2 H	5 2 C	3 1	22 2 C	12 1 ACEOQW	6 6 HVX	5 5%
To be different/unique	129 2 BC	62 1 CVX	1	9 2 CVX	2 1	3 2	1	-	1 1	1 1	2 2 C	1 1	1 1	-	-	-	3 1	3 2	4 2 C	1 1	5 2 VC	-	19 2 XC	7 1 ACEGOW	5 5%	1 1
Reliability/Trustworthiness of website	-	26 1 A	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1	-	-	2	-	3 3 BDFHRVX
Other site characteristics mentions	35 1	53 1 AX	1	1	1	2 1 HACQUW	5 2	-	-	-	1 1	-	-	1 1	1 1	1 1	-	2 1	1	2 1	-	3 1	3	4	1 1 DHX	2 2%
INCREASE TRAFFIC/ATTRACT CUSTOMERS (NET)	177 3 CQU	129 2	6 1	7 2	7 4 CQU	6 3	6 3 U	4 2	3 3 U	1 1	3 3 U	2 2	-	-	7 6 ACMQW	3 3	1	1	5 2	7 4 R	1	5 2	30 3 QU	17 2 CMQU	5 5%	3 3%
To attract customers/increase traffic	60 1 C	41 1	-	2	1	3 2 X	1	1	-	1 1	2 2 CQU	1	-	-	4 4 ACEGQU	-	-	1	4 2 CQU	2 1	-	1	14 1 XC	3	1 1 C	1 1
Attract a variety/different target audience(s)	52 1 B	29 1	3 1	3 1 ACQW	5 3	2 1	2 1	-	3 3 ACQW	-	-	-	-	-	2 2 Q	-	-	-	1	3 2 B	1	1	8 1	5 1	-	1 1
Popularity of site	32 1	28 1	2	1	-	1 1	2 1	1 1	-	-	-	1 1	-	-	1 1	1 1	1	-	-	1 1	-	1	5	4	2 2 AESU	1 1

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

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

Base: All Qualified Respondents

	Country																										
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*	
To make it easy to remember	25	19	-	2	-	-	1	1%	-	-	1	-	-	-	-	2	-	-	-	1%	-	1	2	3	2	2%	-
Other increase traffic/attract customers mentions	10	17	1	-	1%	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	1%	-	1	1	4	-	-	
SECURITY (NET)	138	96	6	4	3	1	3	-	-	-	8	3	-	3	1	2	2	1	7	3	3	3	19	12	4	4	
Safety/Security reasons	107	77	4	3	1	-	3	-	-	-	7	3	-	2	1	2	2	1	5	2	3	3	11	10	4	2	
Other security mentions	31	20	2	1	2	1	-	-	-	-	1	-	-	1	-	-	-	-	2	1	-	-	8	2	-	2	
MISCELLANEOUS (NET)	337	367	21	45	8	8	8	8	1	6	9	11	6	9	12	4	10	13	7	6	9	8	57	40	11	12	
Costs/Different costs	104	106	6	9	5	3	3	4	1	1	5	6	4	3	5	2	5	7	2	1	2	1	5	3	6	3	
To expand the registrable domain names	-	68	-	14	-	3	-	2	-	2	-	2	-	2	-	-	-	4	-	-	-	1	-	10	-	3	
Rules/Regulations	57	53	7	5	-	-	2	1	-	1	2	1	-	3	1	2	-	-	-	1	3	1	15	13	-	4	
To eliminate competitors registering same domain name	-	45	-	10	-	1	-	-	-	1	-	2	-	-	-	1	-	-	-	1	-	1	-	5	-	2	
Specific website names	10	14	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	1	-	-	
Other mentions	175	93	10	10	3	1	3	1	-	1	3	-	2	1	6	-	5	2	5	3	4	4	35	10	5	-	
DECISION MAKING (NET)	124	69	10	5	1	2	3	6	-	2	1	-	1	2	5	-	4	-	2	1	11	2	9	7	3	-	
Depends on/determined by the owner	114	57	9	5	1	2	3	6	-	2	1	-	1	1	5	-	3	-	2	-	11	1	6	5	3	-	
Other decision making mentions	10	12	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	1	-	1	3	2	-	-	
None	97	100	5	9	1	3	5	1	3	1	1	1	3	6	-	2	4	3	5	3	6	3	32	25	-	-	
Don't know	1347	1079	155	116	47	46	19	21	32	23	28	22	33	17	36	28	58	62	100	63	66	37	249	196	15	8	

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

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

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
Declined to answer	293	43	21	13	5	4	2	-	6	-	2	-	1	-	7	-	12	4	3	-	31	3	101	4	4	-
BGS	5%	1%	4%	3%	3%	2%	1%	-	6%	-	2%	-	1%	-	6%	-	5%	2%	1%	-	12%	1%	9%	4%	4%	-
Sigma	7776	7345	644	644	307	279	315	294	121	123	128	119	131	136	135	135	291	239	234	212	298	297	1276	1193	138	144
	127%	135%	128%	140%	154%	154%	141%	160%	120%	137%	125%	125%	131%	140%	121%	147%	132%	133%	116%	117%	119%	130%	115%	120%	138%	155%

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

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

8 Jun 2016
Table 47

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
An Internet search engine to find articles, posts or similar information	5013 82% BCEISU	4268 78% LNRX	358 71% R	348 75% R	146 73% R	132 73% ACEIMQSUW	199 89% BDFLNRTX	155 84% R	74 73% R	70 78% R	86 84% LCES	65 68% R	79 79% R	67 69% R	96 86% CEISU	72 78% R	170 77% R	117 65% R	142 71% R	133 73% R	189 76% R	178 78% R	929 84% XACEIQSU	714 72% R	89 89% R	79 85% DFLNRTX
An Internet encyclopedia	2044 33% CEIKMQSU	2303 42% ADFNRTV	88 18% C	105 23% C	53 27% CS	42 23% CEIKMQSU	83 37% DFRV	75 41% DFRV	21 21% IDFR	34 38% IDFR	20 20% KDFNRTV	48 51% KDFNRTV	20 20% R	30 31% R	36 32% CKMQSU	49 53% OBFJNRTV	48 22% R	34 19% R	30 15% SDFR	61 34% SDFR	50 20% SDFR	71 31% UDR	459 41% ACEIKMQSU	603 61% WBDJNRTV	45 45% R	43 46% DFNRTV
My Internet service provider	1789 29% CEMOQSU	1727 32% ADFHJPRTV	67 13% W	66 14% X	27 14% W	29 16% CEMOQSU	71 32% DFR	46 25% DFR	22 22% C	18 20% CEMOQSU	34 33% WBDJNRTV	61 64% WBDJNRTV	15 15% MDFJPRTV	34 35% W	20 18% W	19 21% X	29 13% W	23 13% X	45 22% W	39 22% X	55 22% W	47 21% DR	413 37% ACEIKMQSU	448 45% WBDJNRTV	53 53% R	47 51% DFNRTV
Other	158 3% W	151 3% X	19 4% W	12 3% X	9 5% W	7 4% X	4 2% W	6 3% X	1 1% W	1 1% W	1 1% W	1 1% W	3 3% W	1 1% W	6 5% W	3 3% X	5 2% W	6 3% X	8 4% W	7 4% X	8 3% W	9 4% X	6 1% X	6 1% X	2 2% X	3 3% X
Not sure	453 7% GY	376 7% HZ	91 18% DAGKMQSUW	61 13% BHJLPXZ	27 14% AGKOWY	28 15% BHJLPXZ	2 1% JAGKWY	5 13% JAGKWY	13 13% JAGKWY	3 3% GY	4 4% GY	5 5% GY	9 9% GY	6 6% GY	7 6% GY	5 5% AGKWY	26 12% AGKWY	39 22% GSDHJNRTV	31 15% AGKOWY	20 11% BHJXZ	38 15% VAGKOWY	19 8% HZ	69 6% GY	65 7% HZ	1 1% HZ	1 1% HZ
Sigma	9457 154%	8825 162%	623 124%	592 128%	262 131%	238 131%	359 161%	287 156%	131 130%	126 140%	145 142%	180 189%	126 126%	138 142%	165 147%	148 161%	278 126%	219 122%	256 127%	260 144%	340 136%	324 142%	1876 169%	1836 184%	190 190%	173 186%

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

Q756. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico (18+)	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France (18+)	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China (18+)	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
Useful	5141 84% SU	4573 84% FRT	415 83% SU	380 82% RT	162 81% U	141 78% U	200 90% ACEKQSUW	168 91% BDFJPRTV	90 89% JQSU	69 77% U	82 80% U	80 84% RT	86 86% SU	84 87% RT	93 83% U	73 79% U	174 79% U	127 71% U	152 76% U	133 73% U	168 67% U	184 81% UR	921 83% SU	865 87% WBDJFPRTV	84 84% U	86 92% BDFJPRTV
Informative	5069 83% QSU	4483 82% DFRT	406 81% U	359 78% R	159 80% U	137 76% U	202 91% ACEKQSUW	170 92% BDFJPRTV	82 81% U	74 82% R	82 80% U	79 83% R	80 80% U	86 89% DFRTV	94 84% U	75 82% R	169 77% RU	121 67% U	155 77% U	133 73% U	161 64% U	179 79% UR	899 81% U	822 83% DFRT	85 85% U	82 88% DFRTV
Practical	4972 81% CUWY	4428 81% RZ	386 77% U	369 80% Z	159 80% U	143 79% U	207 93% ACEKQSUW	171 93% BDFJPRTV	80 79% U	74 82% Z	76 75% Z	71 87% CKQUWY	87 87% BDFJPRTV	87 90% U	90 80% U	72 78% U	167 76% U	132 73% U	159 79% U	142 78% U	168 67% U	180 79% U	857 77% U	818 82% WRZ	71 71% U	64 69% U
Helpful	4956 81% EMU	4387 80% DFR	392 78% U	347 75% R	143 72% U	133 73% R	186 83% EMU	164 89% BDFJPRTV	80 79% U	69 77% R	83 81% MU	76 80% R	67 67% U	80 82% MR	94 84% EMU	68 74% R	170 77% RU	106 59% U	161 80% EMU	139 77% R	159 64% U	172 75% UR	892 80% EMU	850 85% WBDJFPRTV	79 79% U	83 89% BDFJPRTV
Trustworthy	4924 80% CESUY	4385 80% DFRV	367 73% U	333 72% U	146 73% U	131 72% U	198 89% ACEKQSUW	162 88% BDFJPRTV	86 85% CESUY	71 79% R	86 84% CEUY	81 85% DFRV	81 81% U	81 84% DFR	91 84% UY	68 77% RU	170 67% U	121 67% U	150 75% U	138 76% U	150 60% U	171 75% U	885 80% CEUY	815 82% DFRV	69 69% U	77 83% YDR
Technical	4630 75% CEQU	4200 77% ADFJRT	335 67% U	319 69% U	122 61% U	122 67% U	192 86% ACEKQSUW	157 85% BDFJLRTV	71 70% U	58 64% CEQU	81 79% U	71 75% U	76 76% EU	80 82% DFJRTV	80 71% JRT	72 78% U	143 65% U	117 65% U	142 71% E	115 64% U	156 62% U	164 72% U	833 75% CEQU	797 80% WBDJFRTV	73 73% E	74 80% DFJRT
For people like me	4611 75% UW	4011 74% DFRV	375 75% DU	316 69% U	149 75% U	121 67% U	191 86% ACEKQSUW	155 84% BDFJPRTV	73 72% U	62 69% U	73 72% U	72 76% RV	76 76% U	80 82% BDFJPRTV	89 79% U	62 67% U	155 70% RU	109 61% U	139 69% U	125 69% U	142 57% U	139 61% U	803 72% U	785 79% WBDJFRTV	75 75% U	70 75% RV
Interesting	4431 72% CEQUW	3873 71% DFRV	309 62% R	271 59% R	120 60% U	107 59% U	181 81% ACEKQSUW	147 80% BDFJLRTV	85 84% JACEKQSUW	65 72% DFR	71 70% U	62 65% R	74 74% CEU	78 80% BDFJPRTV	76 68% U	61 66% R	139 63% R	89 49% CEQUW	148 74% DFR	130 72% U	139 56% U	148 65% UR	736 66% U	702 70% WDFR	78 78% CEQUW	74 80% DFLPRV
Innovative	4139 67% CEQSU	3696 68% DFRTV	279 56% U	243 53% U	95 48% U	96 53% U	173 78% ACEKQSUW	142 77% BDFJPRTV	66 65% EQU	57 63% R	74 73% CEQSU	70 74% DFPRTV	61 61% E	68 70% DFRTV	68 61% E	54 59% U	113 51% U	85 47% U	119 59% E	102 56% U	132 53% U	132 58% R	789 71% ACEMOGSU	766 77% WBDJFRTV	69 69% U	70 75% DFPRTV
Cutting edge	3841 63% CEQ	3395 62% DFR	218 43% U	188 41% U	81 41% U	74 41% U	158 71% ACEMQW	129 70% BDFR	67 66% CEQ	55 61% DFR	75 74% ACEMQW	73 77% BDFJNPT	56 56% CEQ	61 63% DFR	73 65% CEQ	62 62% DFR	87 40% U	67 37% U	136 68% CEMQ	113 62% DFR	157 63% CEQ	157 69% BDFR	705 64% CEQ	684 69% WBDFR	68 68% CEQ	71 76% BDFJNPT
Exciting	3358 55% CEOQSU	2916 53% DFPRTV	202 40% U	159 34% U	70 35% U	71 39% R	131 59% CEOQSU	109 59% DFJPRTV	55 54% CEOQU	41 46% DRV	61 58% CEOQSU	58 61% DFJPRTV	49 49% EU	56 58% DFPRTV	43 38% U	37 40% RU	92 42% U	52 29% U	96 48% EU	79 44% DRV	63 25% U	73 32% H	681 61% ACEMOGSU	639 64% BDFJPRTV	67 67% ACEMOGSU	70 75% BDFJLNPRTV
Overwhelming	2835 46% CEKMOGSU	2487 46% DFHJLNPRTV	126 26% U	121 26% U	44 22% U	46 25% U	104 47% HCEKMOGSU	35 19% DFRVZ	23 23% U	18 20% H	22 22% H	29 31% DFHJR	30 30% DFHJR	36 37% U	21 25% U	38 25% U	56 25% U	43 24% U	64 32% E	63 35% DHJR	68 27% U	65 29% H	862 78% ACEKMOGSU	787 79% BDFJLNPRTV	58 58% U	44 47% DFHJLNPRTV
Extreme	2738 45% CEKMOGSU	2362 43% DFJRTVZ	117 23% U	103 22% U	42 21% U	45 25% U	178 80% HCEKMOGSU	69 38% DFRVZ	28 28% U	23 26% U	34 33% CE	41 43% DFJRVZ	63 63% ACEKMOGSU	74 76% WBDJFPRTV	40 36% CEU	35 38% DFRVZ	61 28% U	36 20% U	55 27% U	58 27% U	58 23% U	58 25% U	649 58% ACEKMOGSU	639 64% BDFJPRTV	25 25% U	22 24% DFHJLNPRTV
Unconventional	2347 38% CEKQSU	2173 40% DFLNRT	111 22% U	107 23% U	34 17% U	44 24% U	77 35% CEKQSU	139 76% BDFJLNPRTV	31 31% EQ	31 34% DR	21 21% R	27 28% R	30 30% E	28 29% R	64 57% ACEKMOGSU	49 53% BDFJLNPRTV	44 20% U	31 17% U	61 30% CEQ	54 30% R	94 30% CEKQ	97 43% DFLNRT	477 43% ACEKMOGSU	437 44% BDFLNRT	33 33% CEKQ	32 34% DR
Confusing	1768 29% CE	1682 31% AHJZ	121 24% U	142 31% CHJ	45 23% U	58 32% EHJ	65 29% H	34 18% U	22 22% U	18 20% U	27 26% U	27 28% U	24 24% U	25 26% U	31 28% U	22 24% U	59 27% U	67 37% QHJPZ	54 27% U	54 35% HJZ	76 30% U	375 32% HJ	345 34% ACEIMQ	35 35% BHJPZ	37 37% ZCEIM	20 22% U

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

Q756. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?
SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
Confusing	4376 71% BW	3770 69% X DAWY	381 76% DAWY	319 69% FAWY	155 78% FAWY	123 68% FAWY	158 71% GBDFRTVX	150 82% WY BDFRTVX	79 78% WY BDFRTVX	72 80% WY BDFRTVX	75 74% WY BDFRTVX	68 72% WY BDFRTVX	76 76% WY BDFRTVX	72 74% WY BDFRTVX	81 74% WY BDFRTVX	70 76% RX	161 73% RW	113 63% RW	147 73% RW	117 65% RW	174 70% RW	155 68% RW	735 66% RW	651 65% RW	63 63% RW	73 78% YBRTX
Unconventional	3797 62% OW	3279 60% HPX	391 78% BHPVX	354 77% BHPVX	166 83% BHPVX	137 76% BHPVX	146 65% HOW	45 24% HOW	70 69% OW	59 66% HP	81 79% AGUWY	68 72% BHPVX	70 70% OW BHPVX	69 71% OW BHPVX	48 43% OW BHPVX	43 47% H	176 80% AGIOSUWY	149 83% BHLNPTVX	140 70% AOW	127 70% BHPVX	156 62% O	131 57% H	633 57% O	559 56% H	67 67% O	61 66% HP
Extreme	3406 55% GMW	3090 57% NX	385 77% AGKMOV	358 78% BHLNPTX	158 79% AGKMOV	136 75% BHLNPTX	45 20% GNX	115 63% AGMW	73 72% AGMW	67 74% BLNX	68 67% AGMW	54 72% NX	37 37% NG	23 24% GMW	72 64% GMW	57 62% NX	159 72% AGMW	144 80% BHLNPTX	146 73% AGMW	123 68% BNX	192 77% AGMOW	170 75% BHLNPTX	461 42% XG	357 36% N	75 75% AGMW	71 76% BHLNPTX
Overwhelming	3309 54% WY	2965 54% X	376 75% AGWY	340 74% AGSWY	156 78% BNXZ	135 75% BNXZ	119 53% W	149 81% G	78 77% AGWY	72 80% BNTXZ	80 78% AGWY	66 69% BXZ	70 70% AGWY	61 63% X	81 72% AGWY	69 75% BXZ	164 75% AGWY	137 76% AGWY	137 68% AGWY	118 65% BNX	182 73% AGWY	163 71% BXZ	248 22% BXZ	209 21% W	42 42% W	49 53% X
Exciting	2786 45% WY	2536 47% XZ	300 60% AGIKWY	302 66% BHLNPTX	130 65% AGIKWY	110 61% BHLNPTX	92 41% Z	75 41% Z	46 46% HLXZ	49 54% HLXZ	41 40% Z	37 39% Z	51 51% WY	41 42% Z	69 62% AGIKWY	55 60% BHLNPTX	128 58% AGIKWY	128 71% BHLNPTX	105 52% AGWY	102 56% BHLNPTX	187 75% ACEGIMOSWY	155 68% BHLNPTX	429 39% Z	357 36% Z	33 33% Z	23 25% Z
Cutting edge	2303 37% GK	2057 38% HLVXZ	284 57% AGKMOV	273 59% BHLNPTX	119 60% AGKMOV	107 59% BHLNPTX	65 29% G	50 35% LZ	34 34% LZ	35 39% LZ	27 26% LZ	22 23% GKS	44 44% GKS	36 37% LZ	39 35% LZ	44 38% LZ	107 60% AGKMOV	95 63% BHLNPTX	82 41% AGWY	79 44% BHLNPTX	118 47% AGIKWY	93 37% BHLNPTX	405 31% XGK	312 31% XGK	32 32% XGK	22 24% XGK
Innovative	2005 33% GW	1756 32% HX	223 44% AGKWY	218 47% BHLNPTX	105 53% AGKMOV	85 47% BHLNPTX	50 22% G	42 23% G	35 35% G	33 37% HX	28 27% HX	25 26% G	39 39% GW	29 30% GW	44 39% HLXZ	38 41% AGIKWY	107 49% BHLNPTX	95 53% AGWY	82 41% AGWY	79 44% BHLNPTX	118 47% AGIKWY	96 42% BHLNPTX	321 29% XG	230 23% XG	31 31% XG	23 25% XG
Interesting	1713 28% GI	1579 29% HN	193 38% AGIMSY	190 41% BHJNTXZ	80 40% AGIMSY	74 41% BHJNTXZ	42 19% G	37 20% G	16 16% I	25 28% I	31 30% HNZ	33 35% HNZ	26 26% G	19 20% GI	36 32% HNZ	31 34% AGISY	81 37% AGISY	91 51% AGISY	53 26% I	51 28% VAGEGIMOSWY	111 44% BHNZ	111 44% XAGISY	374 35% HN	294 30% HN	22 22% HN	19 20% HN
For people like me	1533 25% G	1441 26% HNX	127 25% G	145 31% CBHXX	51 26% G	60 33% BHNX	32 14% G	29 16% G	28 28% G	28 31% HNX	29 28% G	23 24% G	24 24% G	17 18% G	23 21% HNX	30 30% G	65 30% G	71 39% G	62 31% G	56 31% HNX	108 43% ACEGIMOSWY	89 39% BDHLNPTX	307 28% XAG	211 21% XAG	25 25% G	23 25% G
Technical	1514 25% BG	1252 23% HX	167 33% AGKW	142 31% BHNXZ	78 39% AGKMOV	59 33% BHNXZ	31 14% G	27 15% G	30 30% G	32 36% BHNPTXZ	21 21% H	24 24% H	24 24% G	17 18% G	32 29% G	20 22% AGKW	77 35% BHNPTXZ	63 35% BHNPTXZ	59 29% G	66 36% BHNPTXZ	94 38% VAGKMW	64 28% HNX	277 25% XG	199 20% XG	27 27% G	19 20% G
Trustworthy	1220 20% G	1067 20% H	135 27% AGIKW	128 28% BHLNPTX	54 27% AGIKW	50 28% BHLNPTX	25 11% G	22 12% G	15 15% H	19 21% H	16 16% H	14 15% H	19 19% G	16 16% G	21 19% G	24 26% H	50 23% G	59 33% G	51 25% AGI	43 24% VAGEGIMOSWY	100 40% BHLNPTX	57 25% G	225 20% G	181 18% H	31 31% ZAGIKOW	16 17% G
Helpful	1188 19% HXZ	1065 20% HXZ	110 22% BHXX	114 25% AGOSW	57 29% BHXZ	48 27% BHXZ	37 17% G	20 11% G	21 21% HXZ	21 23% HXZ	19 19% NACGKOSWY	19 20% G	33 33% G	17 18% G	18 16% HXZ	24 26% HXZ	50 23% G	74 41% G	40 20% HXZ	42 23% VAGEGIMOSWY	91 36% HXZ	56 25% HXZ	218 20% X	146 15% X	21 21% X	10 11% X
Practical	1172 19% G	1024 19% HN	116 23% AGM	92 20% HN	41 21% HN	38 21% HN	16 7% G	13 7% G	21 21% G	16 18% H	26 25% GM	24 25% HN	13 13% HN	10 10% G	22 22% G	20 22% GM	53 24% BHNXZ	48 27% BHNXZ	42 21% G	82 33% HN	48 22% HN	253 21% HN	178 18% H	29 29% AGM	29 31% BDHJNX	
Informative	1075 17% G	969 18% H	96 19% G	102 22% BHNXZ	41 21% G	44 24% BHNXZ	21 9% G	14 8% G	19 19% G	16 18% H	20 20% G	16 17% G	20 20% G	11 11% G	18 16% H	17 17% AG	51 23% AG	59 33% BHNXZ	46 27% AG	48 27% BHNXZ	89 36% VAGEGIMOSWY	49 21% HNZ	211 19% G	174 17% H	15 15% H	11 12% H
Useful	1003 16% G	879 16% HXZ	87 17% G	81 18% HXZ	38 19% BHXZ	40 22% BHXZ	23 10% G	16 9% G	11 11% HXZ	21 23% HXZ	20 20% G	15 16% G	14 14% G	13 13% G	19 17% HXZ	19 21% G	46 21% BDHLNPTXZ	53 29% AGIMW	49 24% BDHLNPTXZ	48 27% VAGEGIMOSWY	82 33% HXZ	44 19% XG	189 17% XG	131 13% XG	7 8% XG	

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

Q756_1. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

8 Jun 2016
Table 50

1. Innovative

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	4139 67%	3696 68%	279 56%	243 53%	95 48%	96 53%	173 78%	142 77%	66 65%	57 63%	74 73%	70 74%	61 61%	68 70%	68 61%	54 59%	113 51%	85 47%	119 59%	102 56%	132 53%	132 58%	789 71%	766 77%	69 69%	70 75%
Describes very well	1340 22%	1272 23%	52 10%	62 13%	25 13%	18 10%	71 32%	52 28%	8 8%	9 10%	25 25%	34 36%	5 5%	22 23%	19 17%	12 13%	32 15%	12 7%	16 8%	15 8%	22 9%	32 14%	191 17%	260 26%	22 22%	21 23%
Describes somewhat well	2799 46%	2424 44%	227 45%	181 39%	70 35%	78 43%	102 46%	90 49%	58 57%	48 53%	49 48%	36 38%	56 56%	46 47%	49 44%	42 46%	81 37%	73 41%	103 51%	87 48%	110 44%	100 44%	598 54%	506 51%	47 47%	49 53%
BOTTOM 2 BOX (NET)	2005 33%	1756 32%	223 44%	218 47%	105 53%	85 47%	50 22%	42 23%	35 35%	33 37%	28 27%	25 26%	39 39%	29 30%	44 39%	38 41%	107 49%	95 53%	82 41%	79 44%	118 47%	96 42%	321 29%	230 23%	31 31%	23 25%
Does not describe very well	1465 24%	1271 23%	142 28%	135 29%	68 34%	48 27%	35 16%	31 17%	29 29%	29 27%	18 18%	23 24%	32 32%	23 24%	30 27%	25 27%	69 31%	61 34%	56 28%	56 31%	78 31%	72 32%	274 25%	199 20%	19 19%	19 20%
Does not describe at all	540 9%	485 9%	81 16%	83 18%	37 19%	37 20%	15 7%	11 6%	6 6%	9 10%	10 10%	2 2%	7 7%	6 6%	14 13%	13 14%	38 17%	34 19%	26 13%	23 13%	40 16%	24 11%	47 4%	31 3%	12 12%	4 4%
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%

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

Q756_2. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

2. Cutting edge

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	3841	3395	218	188	81	74	158	129	67	55	75	73	56	61	73	57	87	67	136	113	157	157	705	684	68	71
Describes very well	1151	1097	43	41	19	13	51	50	11	10	27	31	2	13	20	6	18	9	21	26	24	47	174	227	27	25
Describes somewhat well	2690	2298	175	147	62	61	107	79	56	45	48	42	54	48	53	51	69	58	115	87	133	110	531	457	41	46
BOTTOM 2 BOX (NET)	2303	2057	284	273	119	107	65	55	34	35	27	22	44	36	39	35	133	113	65	68	93	71	405	312	32	22
Does not describe very well	1667	1483	171	167	72	66	50	44	29	29	20	18	38	30	25	25	77	70	43	52	65	51	351	268	21	19
Does not describe at all	636	574	113	106	47	41	15	11	5	6	7	4	6	6	14	10	56	43	22	16	28	20	54	44	11	3
Sigma	6144	5452	502	461	200	181	223	184	101	90	102	95	100	97	112	92	220	180	201	181	250	228	1110	996	100	93

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

Q756_3. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

3. Extreme

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	2738 45%	2362 43%	117 23%	103 22%	42 21%	45 25%	178 80%	69 38%	28 28%	23 26%	34 33%	41 43%	63 63%	74 76%	40 36%	35 38%	61 28%	36 20%	55 27%	58 32%	58 23%	58 25%	649 58%	639 64%	25 25%	22 24%
Describes very well	808 13%	700 13%	26 5%	20 4%	8 4%	8 4%	70 31%	14 8%	6 6%	4 4%	9 9%	11 12%	5 5%	22 23%	10 9%	3 3%	15 7%	5 3%	4 2%	11 6%	8 3%	16 7%	157 14%	203 20%	6 6%	5 5%
Describes somewhat well	1930 31%	1662 30%	91 18%	83 18%	34 17%	37 20%	108 48%	30 30%	22 22%	19 21%	25 25%	30 32%	58 58%	52 54%	30 27%	32 35%	46 21%	31 17%	51 25%	26 26%	50 20%	42 18%	492 44%	436 44%	19 19%	17 18%
BOTTOM 2 BOX (NET)	3406 55%	3090 57%	385 77%	358 78%	158 79%	136 75%	45 20%	115 63%	73 72%	67 74%	68 67%	54 57%	37 37%	23 24%	72 64%	57 62%	159 72%	144 80%	146 73%	123 68%	192 77%	170 75%	461 42%	357 36%	75 75%	71 76%
Does not describe very well	2099 34%	1913 35%	183 36%	176 38%	73 37%	72 40%	38 17%	77 42%	32 32%	44 49%	47 46%	39 41%	31 31%	19 20%	38 34%	34 37%	72 33%	63 35%	80 40%	82 45%	92 37%	85 37%	388 35%	314 32%	35 35%	34 37%
Does not describe at all	1307 21%	1177 22%	202 40%	182 39%	85 43%	64 35%	7 3%	38 21%	41 41%	23 26%	21 21%	15 16%	6 6%	4 4%	34 30%	23 25%	87 40%	81 45%	66 33%	41 23%	100 40%	85 37%	73 7%	43 4%	40 40%	37 40%
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90* 100%	102 100%	95* 100%	100 100%	97* 100%	112 100%	92* 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93* 100%

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

Q756_4. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

4. Trustworthy

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	4924	4385	367	333	146	131	198	162	86	71	86	81	81	81	91	68	170	121	150	138	150	171	885	815	69	77
Describes very well	1846	1848	109	94	47	49	84	84	20	24	37	34	14	27	20	16	48	33	27	27	29	52	265	327	23	32
Describes somewhat well	3078	2537	258	239	99	82	114	78	66	47	49	47	67	54	71	52	122	88	123	111	121	119	620	488	46	45
BOTTOM 2 BOX (NET)	1220	1067	135	128	54	50	25	22	15	19	16	14	19	16	21	24	50	59	51	43	100	57	225	181	31	16
Does not describe very well	926	805	89	85	35	34	20	18	12	15	10	12	16	13	13	17	34	44	35	31	70	42	199	159	21	11
Does not describe at all	294	262	46	43	19	16	5	4	3	4	6	2	3	3	8	7	16	15	16	12	30	15	26	22	10	5
Sigma	6144	5452	502	461	200	181	223	184	101	90	102	95	100	97	112	92	220	180	201	181	250	228	1110	996	100	93

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

Q756_5. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

8 Jun 2016
Table 54

5. Unconventional

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	2347	2173	111	107	34	44	77	139	31	31	21	27	30	28	64	49	44	31	61	54	94	97	477	437	33	32
Describes very well	38% CEKQS	40% DFLNRT	22%	23%	17%	24%	35% CEKQ	76% GDFJLNRTYZ	31% EQ	34% DR	21%	28% R	30% E	29% R	57% ACEGKMQSUWY	53% BDFJLNRTZ	20%	17% CEQ	30% R	38% CEKQ	43% DFLNRT	43% ACEGKMQSUWY	44% BDFLNRT	33% CEKQ	33% DR	
Describes somewhat well	62% CEMSU	56% DFNRT	16% 3%	17% 4%	4% 2%	4% 2%	17% 8% CEMS	61% 33% GDFJLNRTYZ	5% M	4% 4%	5% 5%	7% 7%	- F	2% 2%	12% 11% CEMS	9% 10% DFNR	14% 6% CEM	6% 3%	5% 2%	11% 6% CEM	16% 6% DFNR	19% 8% CEMS	102% 9% DFJNRT	111% 11% CEIKMQSU	13% 13% CEKQ	6% 6% DR
BOTTOM 2 BOX (NET)	1725	1604	95	90	30	40	60	78	26	27	16	20	30	26	52	40	30	25	56	43	78	78	375	326	20	26
Does not describe very well	28% CEKQ	29% DFR	19%	20%	15%	22% R	27% CEKQ	42% GDFJLNRTYZ	26% EQ	30% DR	16% 16%	21% 21%	30% 30%	27% R	46% 46% CEKQ	43% 43% BDFJLNRTZ	14% 14%	14% 14%	28% 28% CEKQ	31% 31% R	34% 34% DFLRT	34% 34% ACEGKQY	33% 33% BDFLRT	20% 20% R	28% 28% R	
Does not describe at all	3797	3279	391	354	166	137	146	45	70	59	81	68	70	69	48	43	176	149	140	127	156	131	633	559	67	61
Does not describe at all	62% OW	60% HPX	78% AGOSUWY	77% BHJNPTVX	83% AGIMOSUWY	76% BHPVX	65% HOW	24% OW	69% HP	66% AGOUWY	79% BHPVX	72% OW	70% BHPVX	71% H	43% H	47% AGIOSUWY	80% BHJLNPTVXZ	83% AOW	70% BHPVX	83% O	62% H	57% H	57% O	56% H	67% O	66% HP
Sigma	2352	2116	194	184	78	76	94	34	39	41	45	33	49	45	28	33	90	81	92	84	93	84	478	426	31	32
Does not describe at all	38% O	39% H	39% O	40% H	39% O	42% H	42% HO	18% O	39% O	46% H	44% O	35% H	49% AOUY	46% H	25% H	36% H	41% O	45% H	46% AOY	46% BH	37% O	37% H	43% AOY	43% BH	31% H	34% H
Sigma	1445	1163	197	170	88	61	52	11	31	18	36	35	21	24	20	10	86	68	48	43	63	47	155	133	36	29
Does not describe at all	24% BW	21% HPX	39% AGMOSUWY	37% BHJNPTVX	44% FAGIMOSUWY	34% BHJPTVX	23% HW	6% OW	31% H	20% AGMOSUWY	35% BHJPTVX	37% H	21% HPX	25% H	18% H	11% AGMOSUWY	39% BHJNPTVX	38% W	24% HPX	24% W	25% HPX	21% W	14% HPX	13% H	36% AGMOSUWY	31% BHPVX
Sigma	6144	5452	502	461	200	181	223	184	101	90	102	95	100	97	112	92	220	180	201	181	250	228	1110	996	100	93
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

Q756_6. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

8 Jun 2016
Table 55

6. Practical

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	4972	4428	386	369	159	143	207	171	80	74	76	71	87	87	90	72	167	132	159	142	168	180	857	818	71	64
Describes very well	1849	1710	141	119	58	43	92	94	29	17	27	31	21	30	22	16	52	33	38	32	37	51	214	277	21	20
Describes somewhat well	3123	2718	245	250	101	100	115	77	51	57	49	40	66	57	68	56	115	99	121	110	131	129	643	541	50	44
BOTTOM 2 BOX (NET)	1172	1024	116	92	41	38	16	13	21	16	26	24	13	10	22	20	53	48	42	39	82	48	253	178	29	29
Does not describe very well	866	751	73	50	21	25	10	8	18	11	19	19	10	8	11	11	35	31	26	27	56	33	219	150	22	22
Does not describe at all	306	273	43	42	20	13	6	5	3	5	7	5	3	2	11	9	18	17	16	12	26	15	34	28	7	7
Sigma	6144	5452	502	461	200	181	223	184	101	90	102	95	100	97	112	92	220	180	201	181	250	228	1110	996	100	93

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

Q756_7. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

7. Technical

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	4630	4200	335	319	122	122	192	157	71	58	81	71	76	80	80	72	143	117	142	115	156	164	833	797	73	74
Describes very well	75% CEQU	77% ADFJRT	67% CEQU	69% ADFJRT	61% T	67% MSU	86% ACEMOGSUW	85% BDFJLRTV	70% CEQU	64% CEQU	79% CEQU	75% CEQU	76% EU	82% DFJRTV	71% JRT	78% JRT	65% JRT	65% E	71% E	64% E	62% E	72% U	75% CEQU	80% WDFJRTV	73% E	80% DFJRT
Describes somewhat well	1575 26% CIMOGSUW	1557 29% ADFJRTV	82 16% E	97 21% E	42 21% T	34 19% MSU	73 33% ACEMOGSUW	71 39% BDFJLRTV	15 15% CEQU	12 13% CEQU	29 28% CEQU	30 32% DFJRTV	10 10% CEQU	24 25% MT	17 15% E	15 16% E	38 17% E	28 16% E	26 13% E	25 14% E	30 12% E	50 22% U	224 20% MSU	268 27% WDFJRTV	28 28% CIMOGSUW	24 26% JRT
BOTTOM 2 BOX (NET)	1514	1252	167	142	78	59	31	27	30	32	21	24	24	17	32	20	77	63	59	66	94	64	277	199	27	19
Does not describe very well	25% BG	23% HX	33% AGKW	31% BHNXZ	39% AGKMSWY	33% BHNXZ	14% AGKMSWY	15% BHNXZ	30% G	36% BHNXPXZ	21% H	25% H	24% G	18% G	29% G	22% G	35% AGKW	35% BHNXPXZ	29% G	36% BHNXPXZ	38% VAGKMW	28% H	25% XG	20% H	27% G	20% G
Does not describe at all	1145 19% G	948 17% H	106 21% G	100 22% BH	52 26% AGK	40 22% H	23 10% AG	19 10% AG	27 27% AG	27 30% BHNXPXZ	16 16% H	22 23% H	20 20% G	16 16% G	20 18% G	13 14% G	48 22% G	41 23% H	39 19% G	49 27% G	69 28% ACGKOSWY	47 21% H	242 22% XAG	174 17% H	17 17% H	15 16% G
Sigma	369 6% W	304 6% NX	61 12% AGIKMW	42 9% BHLNX	26 13% AGIKMW	19 10% BHLNX	8 4% AGIKMW	8 4% BHLNX	3 3% AGIKMW	5 6% BHLNX	5 5% AGIKMW	2 2% AGIKMW	4 4% AGIKMW	1 1% AGIKMW	12 11% AGIKMW	7 8% AGIKMW	29 13% AGIKMW	22 12% BHLNXZ	20 10% AGIKMW	17 9% BLNX	25 10% AGIKMW	17 7% NX	35 3% AGIKMW	25 3% AGIKMW	10 10% GIW	4 4% AGIKMW
	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%

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

Q756_8. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

8 Jun 2016
Table 57

8. Confusing

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	1768 29%	1682 31%	121 24%	142 31%	45 23%	58 32%	65 29%	34 18%	22 22%	18 20%	27 26%	27 28%	24 24%	25 26%	31 28%	22 24%	59 27%	67 37%	54 27%	64 35%	76 30%	73 32%	375 34%	345 35%	37 37%	20 22%
Describes very well	436 7%	456 8%	26 5%	38 8%	8 4%	10 6%	16 7%	10 5%	4 4%	6 7%	6 6%	8 8%	1 1%	6 6%	8 7%	5 5%	18 8%	19 11%	7 3%	14 8%	18 7%	17 7%	76 7%	90 9%	13 13%	5 5%
Describes somewhat well	1332 22%	1226 22%	95 19%	104 23%	37 19%	48 27%	49 22%	24 13%	18 18%	12 13%	21 21%	19 20%	23 23%	19 20%	23 21%	17 18%	41 19%	48 27%	47 23%	50 28%	58 23%	56 25%	299 27%	255 26%	24 24%	15 16%
BOTTOM 2 BOX (NET)	4376 71%	3770 69%	381 76%	319 69%	155 78%	123 68%	158 71%	150 82%	79 78%	72 80%	75 74%	68 72%	76 76%	72 74%	81 72%	70 76%	161 73%	113 63%	147 73%	117 65%	174 70%	155 68%	735 66%	651 65%	63 63%	73 78%
Does not describe very well	2395 39%	2100 39%	196 39%	169 37%	74 37%	62 34%	96 43%	73 40%	33 33%	38 42%	42 41%	48 51%	42 42%	48 49%	42 38%	38 41%	77 35%	62 34%	76 38%	62 34%	87 35%	81 36%	465 42%	414 42%	34 34%	40 43%
Does not describe at all	1981 32%	1670 31%	185 37%	150 33%	81 41%	61 34%	62 28%	77 42%	46 46%	34 38%	33 32%	20 21%	34 34%	24 25%	39 35%	32 35%	84 38%	51 28%	71 35%	55 30%	87 35%	74 32%	270 24%	237 24%	29 29%	33 35%
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%

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

Q756_9. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

9. Overwhelming

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	2835 46%	2487 46%	126 25%	121 26%	44 22%	46 25%	104 47%	35 19%	23 23%	18 20%	22 22%	29 31%	30 30%	36 37%	31 28%	23 25%	56 25%	43 24%	64 32%	63 35%	68 27%	65 29%	862 78%	787 79%	58 58%	44 47%
Describes very well	859 14%	832 15%	23 5%	35 8%	6 3%	10 6%	25 11%	12 7%	3 3%	4 4%	4 4%	5 5%	2 2%	5 5%	8 7%	5 5%	13 6%	8 4%	12 6%	17 9%	7 3%	10 4%	292 26%	300 30%	25 25%	15 16%
Describes somewhat well	1976 32%	1655 30%	103 21%	86 19%	38 19%	36 20%	79 35%	23 13%	20 20%	14 16%	18 18%	24 25%	28 28%	31 32%	23 21%	18 20%	43 20%	35 19%	52 26%	46 25%	61 24%	55 24%	570 51%	487 49%	33 33%	29 31%
BOTTOM 2 BOX (NET)	3309 54%	2965 54%	376 75%	340 74%	156 78%	135 75%	119 53%	149 81%	78 77%	72 80%	80 78%	66 69%	70 70%	61 63%	81 72%	69 75%	164 75%	137 76%	137 68%	118 65%	182 73%	163 71%	248 22%	209 21%	42 42%	49 53%
Does not describe very well	1987 32%	1805 33%	181 36%	171 37%	83 42%	77 43%	78 35%	77 42%	39 39%	38 42%	48 47%	36 38%	39 39%	40 41%	33 29%	37 40%	74 34%	64 36%	65 32%	70 39%	91 36%	81 36%	216 19%	183 18%	27 27%	39 42%
Does not describe at all	1322 22%	1160 21%	195 39%	169 37%	73 37%	58 32%	41 18%	72 39%	39 39%	34 38%	32 31%	30 32%	31 31%	21 22%	48 43%	32 35%	90 41%	73 41%	72 36%	48 27%	91 36%	82 36%	32 3%	26 3%	15 15%	10 11%
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%

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

Q756_10. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

10. Useful

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	5141	4573	415	380	162	141	200	168	90	69	82	80	86	84	93	73	174	127	152	133	168	184	921	865	84	86
Describes very well	2191	1945	163	126	70	44	110	109	28	19	37	36	21	31	29	15	60	26	27	26	34	58	304	350	38	38
Describes somewhat well	2950	2628	252	254	92	97	90	59	62	50	45	44	65	53	64	58	114	101	125	107	134	126	617	515	46	48
BOTTOM 2 BOX (NET)	1003	879	87	81	38	40	23	16	11	21	20	15	14	13	19	19	46	53	49	48	82	44	189	131	16	7
Does not describe very well	728	653	54	48	24	26	18	13	9	16	11	14	12	11	12	12	25	38	32	34	55	33	162	107	12	7
Does not describe at all	275	226	33	33	14	14	5	3	2	5	9	1	2	2	7	7	21	15	17	14	27	11	27	24	4	-
Sigma	6144	5452	502	461	200	181	223	184	101	90	102	95	100	97	112	92	220	180	201	181	250	228	1110	996	100	93

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

Q756_11. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

8 Jun 2016
Table 60

11. For people like me

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	4611	4011	375	316	149	121	191	155	73	62	73	72	76	80	89	62	155	109	139	125	142	139	803	785	75	70
Describes very well	1663	1492	137	103	54	35	68	72	16	18	31	31	13	22	23	11	54	25	22	30	23	33	201	241	29	27
Describes somewhat well	2948	2519	238	213	95	86	123	83	57	44	42	41	63	58	66	51	101	84	117	95	119	106	602	544	46	43
BOTTOM 2 BOX (NET)	1533	1441	127	145	51	60	32	29	28	28	29	23	24	17	23	30	65	71	62	56	108	89	307	211	25	23
Does not describe very well	1072	1024	71	89	29	36	25	24	19	20	22	17	19	14	13	20	40	43	38	40	68	57	248	179	16	19
Does not describe at all	461	417	56	56	22	24	7	5	9	8	7	6	5	3	10	10	25	28	24	16	40	32	59	32	9	4
Sigma	6144	5452	502	461	200	181	223	184	101	90	102	95	100	97	112	92	220	180	201	181	250	228	1110	996	100	93

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

Q756_12. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

12. Interesting

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	4431	3873	309	271	120	107	181	147	85	65	71	62	74	78	76	61	139	89	148	130	139	148	736	702	78	74
Describes very well	1465	1314	69	66	27	25	69	62	17	16	21	25	7	17	17	14	28	13	24	28	22	43	169	186	29	33
Describes somewhat well	2966	2559	240	205	93	82	112	85	68	49	50	37	67	61	59	47	111	76	124	102	117	105	567	516	49	41
BOTTOM 2 BOX (NET)	1713	1579	193	190	80	74	42	37	16	25	31	33	26	19	36	31	81	91	53	51	111	80	374	294	22	19
Does not describe very well	1256	1158	129	122	49	46	36	32	13	18	21	29	21	15	24	18	47	54	31	37	78	54	310	248	15	14
Does not describe at all	457	421	64	68	31	28	6	5	3	7	10	4	5	4	12	13	34	37	22	14	33	26	64	46	7	5
Sigma	6144	5452	502	461	200	181	223	184	101	90	102	95	100	97	112	92	220	180	201	181	250	228	1110	996	100	93

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

Q756_13. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

13. Exciting

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	3358	2916	202	159	70	71	131	109	55	41	61	58	49	56	43	37	92	52	96	79	63	73	681	639	67	70
Describes very well	1034	952	40	43	13	12	33	25	8	6	15	24	2	17	10	4	18	9	11	11	4	18	168	188	24	30
Describes somewhat well	2324	1964	162	116	57	59	98	84	47	35	46	34	39	47	33	74	43	85	68	59	55	513	451	43	40	
BOTTOM 2 BOX (NET)	2786	2536	300	302	130	110	92	75	46	49	41	37	51	41	69	55	128	128	105	102	187	155	429	357	33	23
Does not describe very well	1867	1691	172	169	69	64	61	50	35	36	30	32	38	34	43	36	72	66	65	71	103	95	357	303	25	18
Does not describe at all	919	845	128	133	61	46	31	25	11	13	11	5	13	7	26	19	56	62	40	31	84	60	72	54	8	5
Sigma	6144	5452	502	461	200	181	223	184	101	90	102	95	100	97	112	92	220	180	201	181	250	228	1110	996	100	93

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

Q756_14. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

14. Helpful

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	4956	4387	392	347	143	133	186	164	80	69	83	76	67	80	94	68	170	106	161	139	159	172	892	850	79	83
Describes very well	1931	1729	137	108	51	39	71	76	18	19	36	34	14	19	26	15	59	23	35	39	30	53	252	309	36	48
Describes somewhat well	3025	2658	255	239	92	94	115	88	62	50	47	42	53	61	68	53	111	83	126	100	129	119	640	541	43	35
BOTTOM 2 BOX (NET)	1188	1065	110	114	57	48	37	20	21	21	19	19	33	17	18	24	50	74	40	42	91	56	218	146	21	10
Does not describe very well	863	775	61	76	35	30	31	17	16	14	14	17	30	14	12	14	34	50	23	32	60	38	179	123	12	8
Does not describe at all	325	290	49	38	22	18	6	3	5	7	5	2	3	3	6	10	16	24	17	10	31	18	39	23	9	2
Sigma	6144	5452	502	461	200	181	223	184	101	90	102	95	100	97	112	92	220	180	201	181	250	228	1110	996	100	93

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

Q756_15. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

15. Informative

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	5069	4483	406	359	159	137	202	170	82	74	82	79	80	86	94	75	169	121	155	133	161	179	899	822	85	82
Describes very well	2130	1869	149	106	60	40	99	96	27	17	27	31	21	28	28	20	56	30	32	30	33	56	337	332	36	44
Describes somewhat well	2939	2614	257	253	99	97	103	74	55	57	55	48	59	58	66	55	113	91	123	103	128	123	562	490	49	38
BOTTOM 2 BOX (NET)	1075	969	96	102	41	44	21	14	19	16	20	16	20	11	18	17	51	59	46	48	89	49	211	174	15	11
Does not describe very well	797	715	60	63	23	26	15	10	15	14	16	14	17	8	11	11	34	40	30	36	62	31	184	149	10	10
Does not describe at all	278	254	36	39	18	18	6	4	4	2	4	2	3	3	7	6	17	19	16	12	27	18	27	25	5	1
Sigma	6144	5452	502	461	200	181	223	184	101	90	102	95	100	97	112	92	220	180	201	181	250	228	1110	996	100	93

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

Q766_1. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016
Table 65

1. .com

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
Strict purchase restrictions should be required	1181 19% CGIMSU	1500 28% AJNTV	64 13% S	110 24% CT	32 16% S	49 27% EJNT	23 10%	43 23% GT	11 11%	13 14%	18 18% S	21 22% T	10 10%	15 15%	14 13% S	21 23% T	44 20% CGIMSU	47 26% JNT	12 6%	22 12% S	28 11%	48 21% UT	258 23% ACEGIMOSU	288 29% WDJNTV	38 38% ACEGIMOSU	28 30% JNT
Some purchase restrictions should be required	2467 40% GKY	2163 40% AJNTV	195 39% S	190 41% CT	85 43% GKY	76 42% EJNT	74 33%	71 39% GT	37 37%	47 52% IBHX	30 29%	39 41% T	45 45% GKY	43 44%	42 38%	42 46% T	85 39% CGIMSU	79 44% JNT	87 43% GKY	84 46% S	113 45% GKY	92 40% UT	441 40% ACEGIMOSU	387 39% WDJNTV	29 29% ACEGIMOSU	45 48% Y
No purchase restrictions should be required	2496 41% BW	1789 33% Z	243 48% DAWY	161 35% Z	83 42% F	56 31% HACEQUWY	126 57%	70 38% Z	53 52% JAWY	30 33% LAWY	54 53% Z	35 37% Z	45 45% Z	39 40% Z	56 50% PAWY	29 32% Z	91 41% R	54 30% AWY	102 51% BFRXZ	75 41% Z	109 44% Z	88 39% Z	411 37% X	321 32% Z	33 33% Z	20 22% Z
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%

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

Q766_2. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?
2. .net

8 Jun 2016
Table 66

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
Strict purchase restrictions should be required	955 16% CGOSU	1260 23% AJPT	60 12% S	111 24% CJPT	30 15% SU	39 22% T	21 9% G	36 20% G	10 10% G	11 12% G	10 10% KT	22 23% KT	9 9% G	17 18% G	9 8% G	13 14% GOSU	36 16% GOSU	44 24% QJPT	12 6% S	22 12% S	21 8% U	41 18% U	208 19% ACGKRMOSU	242 24% WJPTV	30 30% ACEGKRMOSU	19 20% Y
Some purchase restrictions should be required	2884 47% IO	2648 49% O	222 44% O	207 45% O	92 46% O	92 51% O	92 41% O	95 52% G	36 36% G	51 57% ID	44 43% ID	44 46% IO	51 51% IO	50 52% IO	38 34% OD	52 57% OD	105 48% IO	92 51% IO	89 44% SD	100 55% SD	124 50% IO	104 46% IO	535 48% IO	483 48% IO	41 41% Y	52 56% Y
No purchase restrictions should be required	2305 38% BW	1544 28% DAQWY	220 44% DAQWY	143 31% F	78 39% F	50 28% HAEQWY	110 49% HAEQWY	53 29% JAEMQWY	55 54% JAEMQWY	28 31% LAWY	48 47% LAWY	29 31% LAWY	40 40% LAWY	30 31% PACEMQWY	65 58% PACEMQWY	27 29% R	79 36% R	44 24% TAEQWY	100 50% TAEQWY	59 33% WY	105 42% WY	83 36% BRXZ	367 33% X	271 27% X	29 29% Y	22 24% Y
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%

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

Q766_3. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016
Table 67

3. .info

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
Strict purchase restrictions should be required	957 16% S	1174 22% AX	79 16% S	123 27% CBLNVTX	38 19% S	48 27% NTX	29 13% S	37 20%	13 13%	18 20%	12 12%	16 17%	13 13%	14 14%	15 13%	17 18%	37 17% S	38 21%	14 7%	31 17% S	35 14% S	44 19%	169 15% S	162 16%	21 21% S	16 17%
Some purchase restrictions should be required	3001 49% IY	2772 51% AD	236 47% I	211 46% I	102 51% I	85 47%	102 46% I	84 46%	34 34%	42 47%	43 42%	50 53%	53 53% IY	50 52%	49 44%	47 51%	109 50% I	99 55% D	109 54% IKY	96 53%	125 50% I	114 50%	568 51% IY	597 60% WBDFHJV	39 39% YBDFHJ	57 61%
No purchase restrictions should be required	2186 36% B	1506 28% X	187 37% D	127 28%	60 30%	48 27%	92 41% EW	63 34% BRXZ	54 53% JACGOMSLW	30 33% X	47 46% LAEQW	29 31%	34 34%	33 34% X	48 43% EW	28 30%	74 34% R	43 24%	78 39%	54 30%	90 36%	70 31% X	373 34% X	237 24%	40 40% Z	20 22%
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%

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

Q766_4. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016
Table 68

4. .org

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
Strict purchase restrictions should be required	1534 25% IKSU	1852 34% AJNPTV	129 26% IKSU	189 41% CBJNPTVX	57 29% IKOSU	75 41% EBJNPTV	55 25% IKS	68 37% GJNPTV	14 14% G	18 20% G	15 15% KJNPTV	39 41% KJNPTV	20 20% S	21 22% S	20 18% S	21 23% IKOSU	62 28% JNPTV	64 36% JNPTV	21 10% S	38 21% S	44 18% S	48 21% S	342 31% AGIKMOSU	347 35% WJNPTV	29 29% IKSU	29 31% IKSU
Some purchase restrictions should be required	2696 44% G	2359 43% DL	213 42% DG	161 35% DG	86 43% G	70 39% G	75 34% G	72 39% G	36 36% DL	44 49% DL	44 43% DL	31 33% DL	47 47% DFHL	50 52% DFHL	45 40% OBDFHLRX	53 58% OBDFHLRX	85 39% OBDFHLRX	76 42% OBDFHLRX	96 48% GI	94 52% BDFHL	126 50% ACGIQW	114 50% BDFHL	474 43% G	464 47% BDFL	47 47% G	51 55% BDFHLR
No purchase restrictions should be required	1914 31% BW	1241 23% XZ	160 32% DW	111 24% XZ	57 29% XZ	36 20% HACEUWY	93 42% HACEUWY	44 24% JACEUWY	51 50% JACEUWY	28 31% FXZ	43 42% LACEWY	25 26% Z	33 33% Z	26 27% Z	47 42% PACEWY	18 20% RW	73 33% RW	40 22% RW	84 42% TACEUWY	49 27% XZ	80 32% XZ	66 29% BFXZ	294 26% X	185 19% X	24 24% X	13 14% X
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%

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

Q766_5. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016
Table 69

5. .cn

Base: All Qualified Respondents

	Country																										
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	1110	996	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1110	996	**	**	
Strict purchase restrictions should be required	258 23%	299 30% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	258 23%	299 30% W	-	-
Some purchase restrictions should be required	475 43%	425 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	475 43%	425 43%	-	-
No purchase restrictions should be required	377 34% B	272 27% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	377 34% X	272 27% X	-	-
Sigma	1110 100%	996 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1110 100%	996 100%	-	-

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

Q766_6. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016
Table 70

6. .vn

Base: All Qualified Respondents

	Country																										
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	100	93*	100	93*	
Strict purchase restrictions should be required	38 38%	35 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	38 38%	35 38%
Some purchase restrictions should be required	39 39%	45 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	39 39%	45 48%
No purchase restrictions should be required	23 23%	13 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23 23%	13 14%
Sigma	100 100%	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100 100%	93 100%

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

Q766_7. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016
Table 71

7. .ph

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	206	184	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Strict purchase restrictions should be required	63 31%	97 53% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	102 50% B	67 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	41 20% B	20 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	206 100%	184 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q766_8. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016
Table 72

8. .jp

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	358	315	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Strict purchase restrictions should be required	56 16%	79 25% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	205 57% B	149 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	97 27%	87 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	358 100%	315 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q766_9. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016
Table 73

9. .kr

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	204	183	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Strict purchase restrictions should be required	46 23%	59 32% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	95 47% B	61 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	63 31%	63 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	204 100%	183 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q766_10. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016
Table 74

10. .ru

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	253	231	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Strict purchase restrictions should be required	32 13%	50 22% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	120 47% B	68 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	101 40%	113 49% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	253 100%	231 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q766_11. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016
Table 75

11. .in

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	687	595	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Strict purchase restrictions should be required	197 29%	245 41% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	300 44% B	219 37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	190 28% B	131 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	687 100%	595 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q766_12. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016
Table 76

12. .id

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	207	181	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Strict purchase restrictions should be required	44 21%	52 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	80 39%	69 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	83 40%	60 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	207 100%	181 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q766_13. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016
Table 77

13. .ng

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	201	192	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Strict purchase restrictions should be required	48 24%	74 39% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	79 39%	76 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	74 37% B	42 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	201 100%	192 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q766_14. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016
Table 78

14. .za

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	105	90*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Strict purchase restrictions should be required	22 21%	27 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	46 44%	39 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	37 35%	24 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	105 100%	90 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q766_15. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016
Table 79

15. .eg

Base: All Qualified Respondents

	Country																										
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	103	96*	
Strict purchase restrictions should be required	27 26%	24 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	50 49%	41 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	26 25%	31 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	103 100%	96 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q766_16. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016
Table 80

16. .co

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	119	93*
Strict purchase restrictions should be required	18 15%	24 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	41 34%	40 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	60 50% B	29 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	119 100%	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q766_17. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016
Table 81

17. .ar

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	110	93*
Strict purchase restrictions should be required	8 7%	22 24% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	41 37%	32 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	61 55%	39 42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	110 100%	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q766_18. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016
Table 82

18. .br

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	370	321	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Strict purchase restrictions should be required	60 16%	88 27% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	178 48% B	117 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	132 36%	116 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	370 100%	321 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q766_19. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016
Table 83

19. .it

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	101	90*	-. **	-. **	-. **	-. **	-. **	-. **	101	90*	-. **	-. **	-. **	-. **	-. **	-. **	-. **	-. **	-. **	-. **	-. **	-. **	-. **	-. **	-. **	-. **
Strict purchase restrictions should be required	11 11%	15 17%	-	-	-	-	-	-	11 11%	15 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	32 32%	41 46%	-	-	-	-	-	-	32 32%	41 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	58 57% B	34 38%	-	-	-	-	-	-	58 57% J	34 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	101 100%	90 100%	-	-	-	-	-	-	101 100%	90 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q766_20. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016
Table 84

20. .tr

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	102	95*	102	95*
Strict purchase restrictions should be required	18 18%	37 39% A	-	-	-	-	-	-	-	-	18 18%	37 39% K	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	42 41%	35 37%	-	-	-	-	-	-	-	-	42 41%	35 37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	42 41% B	23 24%	-	-	-	-	-	-	-	-	42 41% L	23 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	102 100%	95 100%	-	-	-	-	-	-	-	-	102 100%	95 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q766_21. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016
Table 85

21. .es

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	100	97*	100	97*
Strict purchase restrictions should be required	12 12%	15 15%	-	-	-	-	-	-	-	-	-	-	12 12%	15 15%	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	48 48%	49 51%	-	-	-	-	-	-	-	-	-	-	48 48%	49 51%	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	40 40%	33 34%	-	-	-	-	-	-	-	-	-	-	40 40%	33 34%	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	97 100%	-	-	-	-	-	-	-	-	-	-	100 100%	97 100%	-	-	-	-	-	-	-	-	-	-	-	-

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

Q766_22. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016
Table 86

22. .pl

Base: All Qualified Respondents

	Country																										
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)	
Unweighted Base	112	92*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	112	92*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Strict purchase restrictions should be required	20 18%	17 18%	-	-	-	-	-	-	-	-	-	-	-	-	20 18%	17 18%	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	30 27%	44 48% A	-	-	-	-	-	-	-	-	-	-	-	-	30 27%	44 48% O	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	62 55% B	31 34%	-	-	-	-	-	-	-	-	-	-	-	-	62 55% P	31 34%	-	-	-	-	-	-	-	-	-	-	-
Sigma	112 100%	92 100%	-	-	-	-	-	-	-	-	-	-	-	-	112 100%	92 100%	-	-	-	-	-	-	-	-	-	-	-

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

Q766_23. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?
23. .uk

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	220	180	**	**	**	**	**	**	**	**	**	**	**	**	**	**	220	180	**	**	**	**	**	**	**	**
Strict purchase restrictions should be required	45 20%	51 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	45 20%	51 28%	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	90 41%	82 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	90 41%	82 46%	-	-	-	-	-	-	-	-
No purchase restrictions should be required	85 39% B	47 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	85 39% R	47 26%	-	-	-	-	-	-	-	-
Sigma	220 100%	180 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	220 100%	180 100%	-	-	-	-	-	-	-	-

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

Q766_24. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016
Table 88

24. .fr

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	201	181	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	201	181	**	**	**	**	**	**
Strict purchase restrictions should be required	14 7%	24 13% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14 7%	24 13% S	-	-	-	-	-	-
Some purchase restrictions should be required	87 43%	86 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	87 43%	86 48%	-	-	-	-	-	-
No purchase restrictions should be required	100 50% B	71 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100 50% T	71 39%	-	-	-	-	-	-
Sigma	201 100%	181 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	201 100%	181 100%	-	-	-	-	-	-

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

Q766_25. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?
25. .de

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	250	228	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	250	228	**	**	**	**
Strict purchase restrictions should be required	31 12%	48 21% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	31 12%	48 21% U	-	-	-	-
Some purchase restrictions should be required	100 40%	83 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100 40%	83 36%	-	-	-	-
No purchase restrictions should be required	119 48%	97 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	119 48%	97 43%	-	-	-	-
Sigma	250 100%	228 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	250 100%	228 100%	-	-	-	-

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

Q766_26. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016
Table 90

26. .us

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	502	461	502	461	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Strict purchase restrictions should be required	104 21%	156 34% A	104 21%	156 34% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	235 47%	204 44%	235 47%	204 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	163 32% B	101 22% D	163 32% D	101 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	502 100%	461 100%	502 100%	461 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q766_27. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016
Table 91

27. .ca

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	200	181	**	**	200	181	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Strict purchase restrictions should be required	46 23%	57 31%	-	-	46 23%	57 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	95 48%	80 44%	-	-	95 48%	80 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	59 30%	44 24%	-	-	59 30%	44 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	200 100%	181 100%	-	-	200 100%	181 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q766_28. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016
Table 92

28. .mx

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	223	184	**	**	**	**	223	184	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Strict purchase restrictions should be required	35 16%	53 29% A	-	-	-	-	35 16%	53 29% G	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	87 39%	71 39%	-	-	-	-	87 39%	71 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	101 45% B	60 33%	-	-	-	-	101 45% H	60 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	223 100%	184 100%	-	-	-	-	223 100%	184 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q767. Do you feel each of the following restrictions should be enforced?
SUMMARY TABLE OF YES

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
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)	-	4463 82% V	-	393 85% BPVZ	-	143 79%	-	164 89% BFNPTVXZ	-	81 90% BFNPTVXZ	-	83 87% PVZ	-	76 78%	-	70 76%	-	155 86% PVZ	-	144 80%	-	171 75%	-	813 82% V	-	69 74%
Requirements for validated credentials related to the gTLD (e.g., must be a licensed contractor to register a .builder domain)	-	4336 80% V	-	369 80% V	-	134 74%	-	142 77%	-	76 84% V	-	83 87% FHNTV	-	72 74%	-	73 79%	-	154 86% BFHNTV	-	137 76%	-	159 70%	-	842 85% BDFHNTV	-	75 81% V
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)	-	4318 79% V	-	380 82% PV	-	147 81% V	-	154 84% PV	-	74 82% V	-	78 82% V	-	75 77% V	-	67 73%	-	153 85% PVZ	-	142 78% V	-	145 64%	-	842 85% BPTVZ	-	69 74%
Requirements for local presence within a specific city, country, or region for a domain related to that place.	-	4121 76% L	-	337 73%	-	138 76%	-	141 77%	-	72 80% L	-	63 66%	-	70 72%	-	66 72%	-	156 87% BDFHLNPTVZ	-	138 76%	-	170 75%	-	811 81% BDLNPVZ	-	67 72%

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

Q767_1. Do you feel each of the following restrictions should be enforced?

1. Requirements for validated credentials related to the gTLD (e.g., must be a licensed contractor to register a .builder domain)

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
Yes	-	4336 80% V	-	369 80% V	-	134 74%	-	142 77%	-	76 84% V	-	83 87% FHNTV	-	72 74%	-	73 79%	-	154 86% BFHNTV	-	137 76%	-	159 70%	-	842 85% BDFHNTV	-	75 81% V
No	-	1116 20% RX	-	92 20% X	-	47 26% LRX	-	42 23% LRX	-	14 16%	-	12 13%	-	25 26% LRX	-	19 21%	-	26 14%	-	44 24% LRX	-	69 30% BDJLRXZ	-	154 15%	-	18 19%
Sigma	-	5452 100%	-	461 100%	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q767_2. Do you feel each of the following restrictions should be enforced?

2. Validation that the person or company registering the site meets intended parameters (e.g. must be involved in the pharmaceutical industry to register a .pharmacy domain)

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
Yes	-	4463 82% V	-	393 85% BPVZ	-	143 79%	-	164 89% BFNPTVXZ	-	81 90% BFNPTVXZ	-	83 87% PVZ	-	76 78%	-	70 76%	-	155 86% PVZ	-	144 80%	-	171 75%	-	813 82% V	-	69 74%
No	-	989 18% DHJ	-	68 15%	-	38 21% HJ	-	20 11%	-	9 10%	-	12 13%	-	21 22% HJ	-	22 24% DHJLR	-	25 14%	-	37 20% HJ	-	57 25% BDHJLRX	-	183 18% HJ	-	24 26% DHJLR
Sigma	-	5452 100%	-	461 100%	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q767_3. Do you feel each of the following restrictions should be enforced?

3. Requirements for local presence within a specific city, country, or region for a domain related to that place.

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
Yes	-	4121 76% L	-	337 73%	-	138 76%	-	141 77%	-	72 80% L	-	63 66%	-	70 72%	-	66 72%	-	156 87% BDFHLNPTVZ	-	138 76%	-	170 75%	-	811 81% BDLNPVZ	-	67 72%
No	-	1331 24% RX	-	124 27% RX	-	43 24% R	-	43 23% R	-	18 20%	-	32 34% BJRX	-	27 28% RX	-	26 28% RX	-	24 13%	-	43 24% R	-	58 25% RX	-	185 19%	-	26 28% RX
Sigma	-	5452 100%	-	461 100%	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q767_4. Do you feel each of the following restrictions should be enforced?

8 Jun 2016
Table 97

4. Requirements for use of the name to be consistent with the meaning of the gTLD (e.g., use of a .net name must be for network operations purposes)

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
Yes	-	4318 79% V	-	380 82% PV	-	147 81% V	-	154 84% PV	-	74 82% V	-	78 82% V	-	75 77% V	-	67 73%	-	153 85% PVZ	-	142 78% V	-	145 64%	-	842 85% BPTVZ	-	69 74%
No	-	1134 21% X	-	81 18%	-	34 19%	-	30 16%	-	16 18%	-	17 18%	-	22 23%	-	25 27% DHRX	-	27 15%	-	39 22% X	-	83 36% BDFHJLNRTX	-	154 15%	-	24 26% RX
Sigma	-	5452 100%	-	461 100%	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

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

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
More trustworthy	3422 56%	3830 70%	188 37%	287 62%	104 52%	110 61%	155 70%	160 87%	40 40%	60 67%	60 59%	64 67%	56 56%	68 70%	57 51%	52 57%	99 45%	103 57%	59 29%	112 62%	74 30%	111 49%	640 58%	751 75%	79 79%	84 90%
Doesn't make a difference	1506 25%	899 16%	166 33%	94 20%	64 32%	47 26%	50 22%	6 3%	39 39%	21 23%	29 28%	12 13%	36 36%	18 19%	29 26%	27 29%	66 30%	35 19%	77 38%	41 23%	102 41%	63 28%	246 22%	148 15%	12 12%	7 8%
Less trustworthy	288 5%	197 4%	22 4%	11 2%	3 2%	6 3%	9 4%	8 4%	5 5%	2 2%	8 8%	10 11%	2 2%	4 4%	9 8%	3 3%	5 2%	1 1%	11 5%	9 5%	10 4%	15 7%	28 3%	17 2%	3 3%	1 1%
Not sure	928 15%	526 10%	126 25%	69 15%	29 15%	18 10%	9 4%	10 5%	17 17%	7 8%	5 5%	9 9%	6 6%	7 7%	17 15%	10 11%	50 23%	41 23%	54 27%	19 10%	64 26%	39 17%	196 18%	80 8%	6 6%	1 1%
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%

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

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

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France (18+)	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
RESEARCH (NET)	927 15%	1205 22%	66 13%	108 23%	28 14%	52 29%	13 6%	32 17%	13 13%	18 20%	14 14%	12 13%	5 5%	19 20%	14 13%	14 15%	21 10%	35 19%	5 2%	19 10%	14 6%	15 7%	277 25%	318 32%	14 14%	25 27%
Researching online/Internet searches	506 8%	556 10%	55 11%	71 15%	23 12%	39 22%	9 4%	15 8%	9 9%	12 13%	10 10%	4 4%	3 3%	9 9%	8 7%	8 9%	17 8%	26 14%	2 1%	8 4%	6 2%	8 4%	69 6%	64 6%	8 8%	12 13%
Check registration/If it's registered	151 2%	265 5%	1 1%	5 1%	1 1%	5 3%	-	3 3%	1 1%	1 1%	1 1%	3 3%	-	1 1%	1 1%	2 2%	-	3 2%	-	2 1%	1 1%	1 1%	117 11%	155 16%	5 5%	10 11%
Sites credibility/Being legitimate/trustworthy	115 2%	187 3%	-	22 5%	1 1%	7 4%	-	8 4%	2 2%	3 3%	1 1%	3 3%	1 1%	5 5%	2 2%	-	1 1%	5 3%	3 3%	5 3%	4 2%	2 1%	51 5%	35 4%	-	2 2%
Using specific sites that classify/provide information on sites (i.e., whois.org)	118 2%	138 3%	8 2%	6 1%	3 2%	-	1 1%	3 2%	2 2%	2 2%	2 2%	-	-	5 5%	1 1%	2 2%	2 1%	3 2%	-	2 1%	1 1%	1 1%	29 3%	54 5%	1 1%	1 1%
If it's verified/Can be verified	56 1%	75 1%	2 1%	5 1%	2 1%	1 1%	2 1%	3 2%	-	-	-	1 1%	-	-	2 2%	-	1 1%	1 1%	-	3 2%	1 1%	3 1%	18 2%	23 2%	-	-
Other research mentions	31 1%	53 1%	2 1%	3 1%	-	3 2%	1 1%	2 1%	-	-	-	1 1%	1 1%	-	-	2 2%	1 1%	-	-	1 1%	1 1%	-	14 1%	10 1%	-	1 1%
APPEARANCE/CONTENT (NET)	1522 25%	931 17%	96 19%	79 17%	47 24%	27 15%	98 44%	56 30%	19 19%	8 9%	21 21%	13 14%	29 29%	15 15%	11 10%	5 5%	43 20%	21 12%	52 26%	22 12%	56 22%	66 29%	189 17%	87 9%	43 43%	24 26%
Content/Information on site	862 14%	403 7%	41 8%	24 5%	21 11%	9 5%	75 34%	31 17%	10 10%	4 4%	15 15%	7 7%	14 14%	4 4%	8 7%	2 2%	15 7%	4 2%	32 16%	6 3%	25 10%	18 8%	109 10%	47 5%	30 30%	11 12%
Initial appearance/layout/design	164 3%	157 3%	18 4%	21 5%	6 3%	6 3%	13 6%	8 4%	-	-	1 1%	1 1%	4 4%	5 5%	2 2%	1 1%	11 5%	5 3%	5 2%	3 2%	15 6%	25 11%	9 1%	4 1%	2 2%	4 4%
Look for contact information/Ability to contact site	138 2%	82 2%	6 1%	3 1%	2 1%	3 2%	7 3%	3 2%	2 2%	-	-	1 1%	1 1%	2 2%	-	-	4 2%	2 1%	3 1%	2 1%	5 2%	-	8 1%	2 1%	4 4%	3 3%
Finding something wrong/suspicious/illegal	143 2%	53 1%	7 1%	2 1%	4 2%	2 1%	2 1%	1 1%	3 3%	-	2 2%	2 2%	-	-	-	1 1%	2 1%	-	3 1%	1 1%	-	-	49 4%	10 1%	5 5%	2 2%
Accuracy of information	69 1%	52 1%	3 1%	3 1%	2 1%	1 1%	1 1%	2 1%	-	1 1%	-	-	-	2 2%	-	-	1 1%	-	5 2%	4 2%	1 1%	1 1%	7 1%	7 1%	3 3%	2 2%
Correct spelling/grammar	56 1%	41 1%	9 2%	11 2%	8 4%	2 1%	1 1%	4 2%	1 1%	1 1%	-	-	1 1%	-	1 1%	-	5 2%	2 1%	5 2%	1 1%	7 3%	4 2%	1 1%	1 1%	1 1%	-
Owner/Registered owner of site	59 1%	41 1%	6 1%	3 1%	-	3 2%	2 1%	4 2%	-	-	-	1 1%	-	1 1%	-	1 1%	-	1 1%	-	1 1%	14 6%	-	7 1%	3 3%	3 3%	1 1%
Look for "About Us" section	-	35 1%	-	1 1%	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-	1 1%	-	25 11%	-	-	-	-

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

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

Base: All Qualified Respondents

	Country																										
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*	
From the services/What is offered	82 1%	32 1%	5 1%	3 1%	3 2%	2 1%	2 1%	3 2%	5 5%	-	4 4%	-	9 9%	1 1%	1 1%	-	2 2%	-	5 2%	1 1%	2 1%	1	3	1	1	1	1
Information/Personal information requested	71 1%	16 1%	9 2%	1 1%	4 2%	-	7 3%	1 1%	-	-	-	-	2 2%	-	-	-	4 2%	2 1%	-	-	3 1%	1 1%	6 1%	-	2 2%	1 1%	
Site requesting payments	43 1%	13 1%	2 1%	2 1%	1 1%	-	2 1%	1 1%	-	1 1%	-	-	-	-	-	-	3 1%	-	-	1 1%	1 1%	2 1%	4 1%	-	1 1%	-	
Other appearance/content mentions	42 1%	168 3%	1 1%	19 4%	1 1%	6 3%	2 1%	12 7%	-	1 1%	-	2 2%	-	2 2%	1 1%	-	6 3%	6 3%	2 1%	8 4%	2 1%	6 3%	3	15 2%	2 2%	4 4%	
DOMAIN/NAME/EXTENSION (NET)	565 9%	785 14%	27 5%	47 10%	14 7%	20 11%	34 15%	54 29%	6 6%	5 6%	10 10%	22 22%	6 6%	15 15%	4 4%	1 1%	23 10%	22 12%	19 9%	16 9%	20 8%	30 13%	73 7%	116 12%	10 10%	23 25%	
Domain/Domain name/Name	235 4%	370 7%	8 2%	18 4%	4 2%	7 4%	12 5%	30 16%	1 1%	2 2%	3 3%	2 2%	1 1%	7 7%	1 1%	1 1%	9 4%	5 3%	4 2%	5 3%	5 2%	10 4%	58 5%	89 9%	8 8%	16 17%	
By it's extension	92 1%	199 4%	2 1%	8 2%	2 1%	4 2%	8 4%	17 9%	1 1%	1 1%	5 5%	14 15%	2 2%	3 3%	1 1%	-	1 1%	2 1%	2 1%	4 2%	5 2%	11 5%	21 2%	5 5%	21 2%	1 1%	
If it has "https"/Make sure the "S" is in the "https" link	129 2%	163 3%	10 2%	15 3%	4 2%	6 3%	10 4%	11 6%	3 3%	3 3%	2 2%	2 2%	1 1%	6 6%	2 2%	-	5 2%	11 6%	7 3%	8 4%	10 4%	5 2%	1 1%	1 1%	-	3 3%	
Web address (Unspec.)	97 2%	48 1%	5 1%	2 1%	1 1%	2 1%	4 2%	-	1 1%	-	2 2%	1 1%	1 1%	-	1 1%	-	6 3%	4 2%	5 2%	-	1 1%	2 1%	6 1%	2 1%	1 1%	1 1%	
Through URL	37 1%	29 1%	2 1%	4 1%	4 2%	1 1%	4 2%	1 1%	-	-	-	1 1%	1 1%	-	-	-	3 1%	1 1%	1 1%	-	-	3 1%	-	1 1%	-	1 1%	
SSL/SSL certificate	-	8 A	-	1 1%	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other domain/name/extension mentions	6 A	15 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	5 A	4 A	1 AC	1 D	
SAFETY PROTOCOLS (NET)	957 16%	775 14%	64 13%	73 16%	41 21%	18 10%	45 20%	32 17%	13 13%	9 10%	24 24%	14 15%	17 17%	21 22%	19 17%	11 12%	52 24%	33 18%	23 11%	17 9%	32 13%	25 11%	150 14%	160 16%	8 8%	5 5%	
INTERNET SAFETY (SUB-NET)	252 4%	245 4%	12 2%	20 4%	9 5%	4 2%	14 6%	9 5%	2 2%	2 2%	11 11%	2 2%	5 5%	9 9%	7 6%	3 3%	15 7%	8 4%	8 4%	4 2%	9 4%	6 3%	37 3%	64 6%	1 1%	1 1%	
Security certificate	109 2%	157 3%	4 1%	14 3%	3 2%	1 1%	4 2%	3 2%	-	1 1%	8 8%	2 2%	-	5 5%	2 2%	3 3%	6 3%	4 2%	3 1%	1 1%	4 2%	5 2%	24 2%	53 5%	1 1%	1 1%	
Security (Unspec.)	86 1%	73 1%	4 1%	3 1%	5 3%	3 2%	7 3%	6 3%	2 2%	-	2 2%	-	4 4%	3 3%	-	-	6 3%	4 2%	5 2%	3 2%	1 1%	-	4 1%	11 1%	-	-	
Other internet safety mentions	65 1%	15 1%	5 1%	3 1%	2 1%	-	3 1%	-	-	1 1%	1 1%	-	1 1%	1 1%	5 4%	-	4 2%	-	-	-	4 2%	1 1%	9 1%	-	-	-	

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

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

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
HARDWARE/SOFTWARE (SUB-NET)	323 5%	228 4%	24 5%	38 8%	17 9%	8 4%	16 7%	8 4%	6 6%	4 4%	5 5%	3 3%	5 5%	5 5%	7 6%	3 3%	13 6%	10 6%	7 3%	3 2%	11 4%	9 4%	61 5%	54 5%	2 2%	1 1%
Use of anti-virus software/virus protection	242 4%	152 3%	15 3%	19 4%	11 6%	5 3%	13 6%	5 3%	5 5%	3 3%	5 5%	2 2%	5 5%	4 4%	5 4%	2 2%	7 3%	4 2%	6 3%	2 1%	6 2%	7 3%	47 4%	38 4%	2 2%	1 1%
Use of protection software/filter/program	35 1%	58 1%	4 1%	12 3%	1 1%	3 2%	1 1%	3 2%	-	1 1%	-	1 1%	-	1 1%	2 2%	-	3 1%	6 3%	-	1 1%	4 2%	1 1%	11 1%	16 2%	-	-
Malware/Spyware/Spam software	44 1%	9 1%	6 1%	2 1%	6 3%	-	3 1%	1 1%	1 1%	-	-	-	-	-	-	-	3 1%	-	-	-	1 1%	-	-	-	-	-
Other hardware/software mentions	11 1%	14 1%	-	7 2%	-	-	-	-	2 2%	-	-	-	-	-	-	1 1%	-	-	1 1%	-	-	1 1%	3 1%	-	-	-
SYMBOLS/LOGOS (SUB-NET)	154 3%	143 3%	12 2%	16 3%	3 2%	4 2%	12 5%	8 4%	2 2%	2 2%	5 5%	4 4%	3 3%	8 8%	1 1%	2 2%	16 7%	11 6%	4 2%	5 3%	3 1%	2 1%	13 1%	4 1%	1 1%	2 2%
Padlock symbol	94 2%	96 2%	10 2%	10 2%	2 1%	2 1%	10 4%	6 3%	-	2 2%	2 2%	2 2%	3 3%	5 5%	1 1%	8 4%	1 1%	8 5%	3 1%	4 2%	-	-	-	-	-	1 1%
Security logos/symbols (Unspec.)	33 1%	37 1%	1 1%	6 1%	-	2 1%	2 1%	2 1%	1 1%	-	1 1%	2 2%	-	3 3%	-	-	5 2%	2 1%	-	-	2 1%	2 1%	6 1%	3 1%	1 1%	1 1%
Other symbols/logos mentions	29 1%	10 1%	1 1%	-	1 1%	-	-	-	1 1%	-	2 2%	-	1 1%	-	-	1 1%	3 1%	-	1 1%	1 1%	1 1%	-	7 1%	1 1%	-	-
SITE SECURITY (SUB-NET)	133 2%	114 2%	6 1%	1 1%	-	1 1%	6 3%	7 4%	2 2%	-	1 1%	2 2%	1 1%	-	5 4%	3 3%	4 2%	-	5 2%	5 3%	2 1%	6 3%	10 1%	23 2%	2 2%	2 2%
Terms and conditions	56 1%	36 1%	-	-	-	1 1%	-	3 2%	-	-	1 1%	1 1%	-	-	4 4%	3 3%	1 1%	-	5 2%	2 1%	2 1%	2 1%	2 1%	4 1%	-	-
Trademarks/Copyright	30 1%	28 1%	1 1%	-	-	-	1 1%	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	4 1%	14 1%	2 2%
Other site security mentions	51 1%	52 1%	5 1%	1 1%	-	-	5 2%	5 3%	2 2%	-	-	-	1 1%	-	1 1%	-	3 1%	-	-	3 2%	-	4 2%	4 1%	5 1%	-	1 1%
ALERTS/FLAGS/POP-UPS (SUB-NET)	166 3%	96 2%	16 3%	7 2%	14 7%	3 2%	3 1%	1 1%	1 1%	1 1%	2 2%	3 3%	3 3%	2 2%	2 2%	2 2%	9 4%	6 3%	1 1%	1 1%	10 4%	6 3%	35 3%	18 2%	2 2%	1 1%
Browser flags/Alerts if site is unsafe	69 1%	42 1%	2 1%	4 1%	3 2%	-	1 1%	-	-	1 1%	-	-	2 2%	2 2%	-	1 1%	1 1%	2 1%	1 1%	1 1%	5 2%	3 1%	19 2%	9 1%	-	-
Warnings/Warning tabs	34 1%	29 1%	10 2%	1 1%	2 1%	2 1%	1 1%	1 1%	-	-	1 1%	2 2%	-	-	2 2%	1 1%	1 1%	1 1%	-	-	1 1%	1 1%	7 1%	7 1%	2 2%	1 1%
If site has pop-ups/unwanted offers	61 1%	20 1%	5 1%	2 1%	9 5%	1 1%	1 1%	-	-	-	1 1%	-	1 1%	-	-	-	6 3%	3 2%	-	-	3 1%	2 1%	8 1%	2 1%	-	-

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

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

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico (18+)	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
Other alerts/flags/pop-up mentions	5	5	-	-	1	-	-	-	1	-	-	1	-	-	-	-	1	-	-	-	1	-	1	-	-	-
PUBLIC AWARENESS/RECOMMENDATIONS (NET)	567	579	60	60	26	37	24	19	3	2	2	9	9	9	9	5	34	20	16	25	10	17	56	58	6	8
Reviews/Comments/Complaints/Compliments	288	269	28	27	10	16	12	13	2	2	-	6	5	1	5	1	15	11	6	6	5	10	24	23	1	1
How well known site is/Reputation	139	217	16	20	10	14	7	3	1	-	-	2	2	5	2	-	8	7	7	16	2	4	17	30	2	5
Family/Friends referral/recommendations	83	59	14	11	4	5	4	2	-	-	-	1	1	1	1	3	6	3	2	1	1	1	4	2	1	-
Through forums/blogs/articles	45	39	-	2	1	1	2	1	-	-	1	3	1	1	1	1	3	1	2	2	2	1	1	2	1	2
Other public awareness/recommendations mentions	55	33	5	7	3	2	-	-	-	-	1	-	-	1	-	-	5	-	1	1	1	1	12	4	1	-
USAGE (NET)	405	298	41	48	14	8	18	5	3	3	4	4	3	8	2	5	12	8	9	5	17	14	59	43	7	4
By trying it out/visiting it	125	128	12	13	1	4	3	3	1	2	1	3	-	2	2	4	5	5	4	1	1	5	30	22	1	-
Prior use/experience with it	94	89	15	27	3	1	4	-	1	-	-	-	1	2	-	1	5	3	3	-	8	9	12	11	1	1
Through site usage/Activity through users	100	28	5	2	1	1	2	1	-	-	1	-	-	1	-	-	1	-	1	2	1	1	11	2	4	1
Problems with links/broken links	35	20	2	3	5	2	3	1	-	-	-	1	-	-	-	-	-	-	1	-	3	-	4	3	-	-
Other usage mentions	56	34	8	3	4	-	3	-	1	1	2	1	1	3	-	-	1	-	-	2	4	-	3	5	2	2
MISCELLANEOUS (NET)	688	500	77	34	27	23	22	8	9	7	8	12	4	9	38	32	18	25	22	15	42	29	121	67	8	7
Don't/Cannot determine if a website is legitimate	231	263	16	9	5	7	-	3	4	1	4	7	1	4	31	30	3	12	3	9	21	15	52	35	2	2
Common sense/Gut feeling	178	103	24	19	11	10	2	-	3	2	-	1	1	2	4	1	8	9	6	3	12	7	36	13	1	3
Through ads/advertisement	55	53	4	-	2	3	6	3	1	1	1	2	-	1	-	-	3	3	-	2	2	4	5	4	-	-

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

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

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
Quality/Reliability of site	36 1%	36 1%	-	3 1%	4 2%	2 1%	5 2%	2 1%	-	2 2%	-	1 1%	1 1%	1 1%	-	-	-	1 1%	5 2%	-	-	3 1%	1	4	-	2 2%
Other mentions	192 3%	47 1%	33 7%	3 1%	5 3%	1 1%	9 4%	-	1 1%	1 1%	3 3%	1 1%	2 2%	1 1%	3 3%	1 1%	5 2%	2 1%	8 4%	1 1%	7 3%	-	27 2%	11 1%	5 5%	-
Illegible data	-	183 3%	-	9 2%	-	7 4%	-	1 1%	-	3 3%	-	3 3%	-	3 3%	-	8 9%	-	6 3%	-	17 9%	-	20 9%	-	34 3%	-	1 1%
None	104 2%	122 2%	4 1%	13 3%	2 1%	2 1%	1	-	3 3%	1 1%	1 1%	1 1%	-	-	2 2%	2 2%	4 2%	3 2%	7 3%	5 3%	3 1%	7 3%	28 3%	30 3%	-	3 3%
Don't know	1153 19%	972 18%	130 26%	77 17%	52 26%	32 18%	22 10%	22 12%	33 33%	41 46%	26 25%	16 17%	37 37%	19 20%	10 9%	14 15%	49 22%	45 25%	66 33%	63 35%	52 21%	46 20%	230 21%	181 18%	18 18%	13 14%
Declined to answer	282 5%	53 1%	24 5%	16 3%	4 2%	3 2%	2 1%	1 1%	5 5%	-	3 3%	-	4 4%	-	13 12%	-	10 5%	5 3%	7 3%	-	39 16%	2 1%	52 5%	2	3 3%	-
Sigma	7607 124%	6780 124%	615 123%	601 130%	270 135%	246 136%	307 138%	257 140%	112 111%	98 109%	116 114%	107 113%	120 120%	125 129%	128 114%	99 108%	288 131%	236 131%	238 118%	216 119%	309 124%	295 129%	1284 116%	1130 113%	129 129%	121 130%

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

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

8 Jun 2016
Table 100

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
Yes	1929 31% CEMOS ADFPRT	1841 34% ADFPRT	88 18% CR	107 23% CR	41 21% R	40 22% R	80 36% CEIMQOS	51 28% R	23 23% R	26 29% R	30 29% CMQS	31 33% PR	14 14% MPR	31 32% MPR	27 24% S	17 18% S	39 18% S	25 14% S	28 14% SR	43 24% CEMQS	81 32% CEMQS	79 35% DFPRT	375 34% CEIMQOS	391 39% WBDFHPRT	53 53% ACEIKMOOSUW	39 42% DFHPRT
No	4215 69% BY	3611 66% X	414 82% DAGKUWY	354 77% BVXZ	159 80% AGUWY	141 78% BVXZ	143 64% Y	133 72% XZ	78 77% GWY	64 71% Y	72 71% Y	64 67% NAGKUWY	86 86% NAGKUWY	66 68% GWY	85 76% BLNVXZ	75 82% BLNVXZ	181 82% AGKUWY	155 86% BOFHUNYXZ	173 86% TAGKOUWY	138 76% BVXZ	169 68% Y	149 65% Y	735 66% XY	605 61% XY	47 47% XY	54 58% XY
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%

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

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

Base: Tried To Identify

	Country																										
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	1929	1841	88*	107	41*	40*	80*	51*	23**	26**	30*	31*	14**	31*	27**	17**	39*	25**	28**	43*	81*	79*	375	391	53*	39*	
ONLINE ACTIVITY (NET)	1191 62% W	1205 65% A	63 72% UW	63 59% FAKQUW	33 80% HT	24 60% HT	57 71% W	42 82% BDFTX	19 83%	21 81%	16 53%	25 81% KDT	9 64%	23 74%	17 63%	11 65%	21 54%	12 48%	19 68%	23 53%	46 57%	54 68%	186 50%	254 65% W	34 64% W	26 67%	
SPECIFIC SITE SEARCH (SUB-NET)	400 21%	514 28% AHT	21 24%	36 34% HT	18 44% ACGKUWY	14 35% HT	12 15%	6 12%	6 26%	7 27%	6 20%	10 32% H	3 21%	9 29%	3 11%	5 29%	13 33% GUW	8 32%	8 29%	6 14%	12 15%	29 37% UHT	72 19%	121 31% WHT	11 21%	10 26%	
Google	192 10% W	259 14% AX	8 9% W	19 18% X	9 22% ACGKUW	12 30% BHTX	6 8% W	4 8%	1 4%	3 12%	1 3%	6 19% X	1 7%	6 19% X	1 4%	1 6% AGKUW	8 21%	4 16%	1 4%	4 9%	4 5%	12 15% UX	7 2%	14 4%	9 17% UW	10 26% BHX	
Whois search	152 8% BW	101 5% X	14 16% AWY	14 13% BHXZ	10 24% FAGUWY	2 5%	6 8% W	1 2%	5 22%	3 12%	5 17% WY	3 10% X	2 14%	3 10% X	2 7%	4 24%	5 13% W	4 16%	7 25%	2 5%	8 10% W	8 10% XZ	8 2%	7 2%	2 4%	-	
Baidu search	59 3%	81 4% AD	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	59 16% ACEGKQVY	81 21% BDFHLTVZ	-	-	
Go Daddy	-	8 A	-	3 3% BX	-	-	-	-	-	-	-	1 3% BX	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
DNS records	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other specific site search mentions	10 1%	101 5% A	-	5 5% C	1 2%	1 3%	-	2 4%	-	1 4%	-	1 3%	-	1 3%	-	-	1 3%	1 4%	-	-	-	12 15% UBDFHTXZ	3 1%	25 6% W	-	1 3%	
GENERAL ONLINE ACTIVITY (SUB-NET)	435 23% U	487 26% AD	17 19%	16 15%	9 22%	9 23% ACQUWY	30 38% BDFVXZ	24 47%	8 35%	11 42%	7 23%	13 42% BDVX	2 14%	9 29%	7 26%	6 35%	4 10%	4 16%	4 14%	12 28%	9 11%	17 22%	83 22% U	97 25% D	7 13%	9 23%	
Internet search/Search engine (Unspec.)	362 19% U	421 23% AD	10 11%	15 14%	8 20%	7 18% ACQU	22 28% BDFVXZ	21 41%	6 26%	8 31%	6 20% BDFVXZ	13 42% BDVXZ	1 7%	9 29%	7 26%	4 24%	3 8%	4 16%	4 14%	10 23%	8 10%	16 20%	77 21% CU	86 22%	7 13%	5 13%	
Wikipedia/Web Encyclopedia	22 1% W	31 2% W	1 1% W	-	-	2 5% DVX	1 1% W	1 2%	-	2 8%	-	-	-	-	-	-	1 8% W	3 3% W	-	-	-	-	-	-	3 1%	-	1 3%
Online/Internet tools (Unspec.)	-	20 1% A	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	2 5% BD	-	-	-	6 2% W	-	2 5% BDV	
Email	27 1% BW	5 1% W	1 2% W	-	1 2% W	-	5 6% AUW	2 4% BDX	-	-	1 3% W	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other general online activity mentions	35 2% B	15 1% DAW	6 7% DAW	1 1%	1 2%	-	2 3%	1 2%	2 9%	2 8%	-	-	1 7%	-	-	1 6%	-	-	-	-	1 4%	1 1%	6 2%	2 1%	-	1 3%	
SOURCE OF SEARCH (SUB-NET)	456 24% BW	290 16% X	33 38% DAGKW	15 14% FAGKW	16 39% FAGKW	7 18%	17 21% W	13 25% X	6 26%	4 15%	5 17%	3 10%	5 36%	7 23% X	7 26%	3 18%	9 23% W	2 8%	7 25%	7 16% VAGW	29 36% VAGW	11 14%	31 8%	40 10%	18 34% W	9 23% X	
Domain/IP Address Search	93 5%	87 5%	6 7%	4 4%	2 5%	2 5%	4 5%	2 4%	1 4%	1 4%	2 7%	1 3%	3 21%	3 10%	-	2 12%	4 10%	-	-	-	3 4%	2 3%	14 4%	17 4%	3 6%	2 5%	

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

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

Base: Tried To Identify

	Country																										
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	1929	1841	88*	107	41*	40*	80*	51*	23**	26**	30*	31*	14**	31*	27**	17**	39*	25**	28**	43*	81*	79*	375	391	53*	39*	
Check website itself	207 11% BW	59 3% DAUW	20 23% W	6 6% X	6 15% W	3 8% X	10 13% W	5 10% BTWX	2 9% W	2 8% W	2 7% W	2 6% W	2 14% W	1 3% W	6 22% W	-	4 10% W	-	5 18% W	-	6 7% W	1 1% W	6 2% W	7 2% ZAUW	11 21% W	2 5% W	
HTML/Source Code	37 2% W	44 2% X	2 2% W	3 3% X	1 2% W	1 3% W	2 3% W	2 4% X	2 9% W	2 8% W	3 9% W	-	1 7% W	-	-	-	1 3% W	1 4% W	1 4% W	2 5% X	5 6% AW	5 6% BX	-	2 1% W	2 4% W	1 3% W	
Using specific sites that classify/provide information on sites	100 5% BGW	38 2% W	3 3% W	-	5 12% FAGW	-	-	1 2% W	1 4% W	-	-	-	-	2 6% DX	-	-	1 3% W	1 4% W	1 4% W	-	16 20% VACGKQWY	1 1% W	9 2% W	4 1% W	4 1% W	2 4% W	
Social media/blogs	20 1% W	14 1% W	-	-	1 2% W	-	-	1 2% W	-	-	-	-	-	-	1 4% ACGUW	6% W	2 5% W	-	-	-	-	-	2 1% W	3 1% W	-	-	
Hosting options	-	11 1% A	-	-	-	-	-	1 2% W	-	-	-	-	-	-	-	-	-	-	-	1 2% W	-	1 1% W	-	1 1% W	-	-	
Online forums	11 1% W	8 * W	-	-	1 2% W	-	1 1% W	-	-	-	-	-	-	-	-	-	-	-	-	1 2% W	1 1% W	1 1% W	-	1 1% W	-	1 3% X	
Other source of search mentions	12 1% W	53 3% A	4 5% AW	4 4% W	1 2% W	1 3% W	-	3 6% GV	-	-	-	-	-	1 3% W	-	-	-	-	1 4% W	3 7% V	-	-	-	8 2% W	-	3 8% YVX	
SITE ATTRIBUTES/TRAD EMARKS (NET)	348 18% W	384 21% ALX	20 23% W	25 23% LX	7 17% W	16 40% EBDHLXZ	17 21% W	10 20% X	2 9% W	19% W	3 10% W	2 6% W	4 29% W	7 23% X	11 3% W	4 24% W	8 21% W	7 28% W	6 21% X	10 23% ACEGKQWY	43 53% BDHLXZ	32 41% W	10 3% W	26 7% W	8 15% W	7 18% X	
Site contact information	83 4% W	95 5% X	9 10% AUW	8 8% X	1 2% W	10 25% EBDHLXZ	10 13% HAKUWY	1 2% W	-	-	-	1 7% W	1 3% W	-	1 6% W	2 5% UW	2 8% W	2 7% W	3 7% X	-	-	21 27% UBDHLXZ	-	3 1% W	1 2% W	1 3% W	
Owner of site/Who programmed/developed the website	71 4% W	66 4% X	5 6% GW	5 5% X	1 2% W	4 10% BVX	-	2 4% X	-	1 4% W	-	-	-	2 6% X	-	1 6% GW	3 8% W	2 8% W	-	1 2% X	3 4% W	1 1% X	-	-	2 4% W	3 8% X	
Company details/information	65 3% W	63 3% X	2 2% W	-	2 5% W	2 5% DX	3 4% W	2 2% DX	-	1 4% W	-	-	-	-	1 6% W	1 3% W	3 12% W	2 7% W	2 9% BDX	39 48% VACEGKQWY	10 13% BDLNX	1 1% W	1 1% W	1 2% WB	3 8% DX		
Through the footer/Bottom of page	-	60 3% AX	-	8 7% CBVX	-	2 5% VX	-	2 4% X	-	2 8% W	-	1 3% X	-	1 3% X	-	1 6% W	-	1 4% W	-	-	-	-	-	1 1% W	-	2 5% VX	
Sites credibility/being legitimate/trustworthy	47 2% W	55 3% X	2 2% W	4 4% X	2 5% UW	1 3% X	1 1% W	-	-	-	-	-	1 7% W	1 3% X	-	-	-	-	-	-	-	-	-	-	-	-	-
Check registration/if it's registered/certificate	29 2% W	30 2% W	-	3 3% W	-	-	1 1% W	1 2% W	1 4% W	1 4% W	2 7% ACW	-	-	-	2 6% BV	1 4% W	-	1 3% W	1 4% W	-	-	3 4% W	-	4 1% WB	14 4% WB	2 4% W	-
Security/Security certificate	15 1% W	14 1% W	1 1% W	-	1 2% W	-	2 3% W	-	-	-	-	-	-	1 3% W	-	-	1 3% W	-	1 4% W	-	-	-	1 1% WB	7 2% WB	-	-	
Trademarks/Copyright	14 1% W	10 1% W	2 2% W	2 2% X	1 2% W	1 3% X	-	-	-	-	-	-	-	1 3% BX	1 4% W	-	-	-	-	-	-	-	-	-	-	1 3% X	
Age/History of website	11 1% W	9 * W	2 2% AW	-	-	-	1 1% W	2 4% BDX	-	-	-	-	1 7% W	-	-	1 6% W	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: Tried To Identify

	Country																										
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	1929	1841	88*	107	41*	40*	80*	51*	23**	26**	30*	31*	14**	31*	27**	17**	39*	25**	28**	43*	81*	79*	375	391	53*	39*	
Website's administrator	11 1%	5	1 W	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	1 2%	-	
Credits for the page/website	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	
Site's legal conditions	9 B	1	-	-	-	-	-	-	-	-	-	-	2 14%	-	-	-	-	-	3 11%	1 2%	-	-	2 1%	-	-	-	
Privacy information link	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other site attributes/trademarks mentions	38 2%	32 2%	4 5%	-	-	-	2 3%	1 2%	1 4%	-	1 3%	1 3%	1 7%	-	1 4%	-	-	-	-	4 9%	-	-	2 1%	1 *	1 2%	1 3%	
Illegible data	-	52 3%	-	-	-	1 3%	-	-	-	-	-	-	-	1 3%	-	2 12%	-	2 8%	-	6 14%	-	4 5%	-	14 4%	-	-	
RESEARCH (NET)	84 4%	28 2%	2 2%	-	-	1 3%	3 4%	2 4%	-	-	3 10%	-	2 14%	1 3%	-	-	1 3%	-	1 4%	1 2%	1 1%	-	35 9%	-	3 6%	4 10%	
Research (Unspec.)	81 4%	20 1%	2 2%	-	-	-	3 4%	1 2%	-	-	3 10%	-	2 14%	1 3%	-	-	1 3%	-	1 4%	1 2%	1 1%	-	34 9%	-	3 6%	3 8%	
Other research mentions	3	9	-	-	-	1 3%	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1 3%	
MISCELLANEOUS (NET)	241 12%	221 12%	6 7%	16 15%	4 10%	3 8%	6 8%	4 8%	-	-	4 13%	3 10%	-	1 3%	3 11%	-	8 21%	4 16%	3 11%	2 5%	2 2%	2 3%	83 22%	63 16%	5 9%	6 15%	
Use of software/filter/program	43 2%	52 3%	-	1 1%	-	1 3%	-	2 4%	-	-	-	1 3%	-	-	-	-	-	1 3%	-	-	-	-	-	33 9%	36 9%	-	-
Reviews/Comments/Complaints/Compliments	27 1%	24 1%	2 W	-	2 5%	1 3%	2 3%	-	-	-	1 3%	-	-	-	-	-	-	1 3%	1 4%	1 4%	-	-	1 1%	1 *	2 1%	2 4%	3 8%
Good/Positive response mentions	18 1%	21 1%	-	4 4%	-	1 3%	1 1%	-	-	-	-	-	-	-	-	-	-	2 5%	-	-	1 2%	-	-	1 3%	3 1%	-	
Curiosity/I just wanted to know	21 1%	20 1%	1 1%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3%	1 4%	-	-	1 1%	-	5 1%	3 1%	-	
Friend/Family Help	30 2%	19 1%	1 1%	4 4%	1 2%	-	2 3%	-	-	-	-	1 3%	-	-	2 7%	-	2 5%	1 4%	-	-	-	-	5 1%	1	1 2%	-	
Tools/Development tools (Unspec.)	-	17 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11 3%	-	-	
Information (Unspec.)	7	15 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	1 2%	-	1 1%	2 1%	3 1%	1 2%	-	

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

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

Base: Tried To Identify

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (18+) (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	1929	1841	88*	107	41*	40*	80*	51*	23**	26**	30*	31*	14**	31*	27**	17**	39*	25**	28**	43*	81*	79*	375	391	53*	39*
Various means/ways	8	14 1%	-	-	-	-	-	-	-	-	-	1 3% X	-	-	-	-	-	1 4%	-	-	-	-	1	1	1 2%	2 5% BDVX
Records/Record information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	91 5% B	42 2%	2 2%	4 4%	2 5%	-	1 1%	2 4%	-	-	3 10% GU	-	-	1 3%	-	-	1 3%	-	2 7%	-	1 1%	-	37 10% XACGU	5 1%	1 2%	1 3%
OFFLINE ACTIVITY (NET)	42 2% BW	17 1%	2 2%	-	-	1 3%	2 3%	-	-	-	1 3%	-	-	-	-	-	1 3%	1 4%	1 4%	-	4 5% W	1 1%	3 1%	3 1%	5 9% AEW	1 3%
Telephone	18 1%	11 1%	-	-	-	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	2 1% ACGUW	3 6% ACGUW	1 3%
Other offline activity mentions	26 1% B	6 *	2 2%	-	-	-	2 3%	-	-	-	1 3%	-	-	-	-	-	-	1 3%	1 4%	1 4%	-	4 5% AW	1 1%	2 1%	1 *	3 6% AW
None	45 2%	48 3%	-	5 5% C	-	-	1 1%	-	-	1 4%	-	-	-	-	-	-	-	2 5% CU	-	1 4%	3 7% V	-	-	24 6% ACU	23 6% BV	1 2%
Don't know	47 2%	43 2%	2 2%	6 6% B	2 5% G	-	-	-	-	1 4%	-	1 3%	-	-	-	2 12%	1 3%	2 8%	-	-	2 2%	1 1%	16 4% A	22 6% B	1 2%	-
Declined to answer	108 6% B	26 1% X	7 8%	5 5% BX	2 5%	1 3% X	3 4%	1 2%	2 9%	-	3 10%	-	-	-	5 19%	-	2 5%	2 8%	-	1 2%	2 2%	1 1%	30 8% XA	1 *	2 4%	1 3% X
Sigma	2305 119%	2237 122%	122 139%	137 128%	64 156%	58 145%	94 118%	65 127%	24 104%	32 123%	32 107%	33 106%	19 136%	38 123%	28 104%	23 135%	53 136%	35 140%	35 125%	52 121%	108 133%	101 128%	394 105%	422 108%	63 119%	52 133%

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

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

8 Jun 2016
Table 102

Base: All Qualified Respondents

	Country																										
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*	
CONSUMER DEMAND (NET)	2002 33% BS	1659 30% T	193 38% AIMQS	159 34% BPT	100 50% ACGDMQSWY	74 41% BHJLNPT	90 40% AIMQS	57 31% T	27 27% T	23 26% T	33 32% S	26 27% T	25 25% T	27 28% T	37 33% S	22 24% T	65 30% S	54 30% T	37 18% T	32 18% T	89 36% S	96 42% S	393 35% AMS	360 36% BJPT	35 35% S	44 47% BDHJLNPTX	
Availability/Ran out/Shortage of names/domains	950 15% BSY	621 11% HT	125 25% DANKMOQSWY	89 19% BHJLNPT	73 37% FACGDMQSWY	36 20% BHJLNPT	42 19% HSY	12 7% Y	16 16% Y	7 8% Y	15 15% Y	8 8% Y	15 15% Y	9 9% Y	16 14% Y	9 10% Y	35 16% Y	24 13% HT	20 10% TY	7 4% TY	54 22% ASY	40 18% BHJLT	213 19% ASY	165 17% BHJLT	3 3% YT	11 12% YT	
It's needed/Growing demand	486 8% A	560 10% A	30 6% C	46 10% C	12 6% E	25 14% EJT	27 12% ACEIMQS	26 14% JT	3 3% JT	5 6% IS	10 10% IS	12 13% M	3 3% M	10 10% M	8 9% S	8 9% S	14 6% S	21 12% S	5 2% S	11 6% S	8 8% S	25 11% ACEIMQS	123 11% WBDJT	146 15% WBDJT	20 20% ACEKMOQSWY	24 26% BDHJLNPTX	
Create new/additional domains/websites	367 6% BW	275 5% DW	35 7% DW	17 4% X	11 6% X	9 5% X	12 5% X	7 4% X	6 6% X	7 7% X	7 7% X	3 3% X	4 4% X	2 2% X	7 6% X	3 3% X	11 5% X	6 3% X	11 5% X	7 4% X	13 5% X	17 7% D	45 4% A	53 5% W	10 10% W	5 5% W	
Provide/Offer new/variety /choices/options	230 4% CUW	185 3% X	8 2% X	13 3% X	10 5% CUW	4 2% CSUW	13 6% BDFPRX	12 7% X	2 2% PX	4 4% CUW	5 5% CUW	3 3% W	4 4% W	6 6% PRX	5 4% PW	- - W	8 4% W	3 2% W	4 2% W	5 3% W	3 1% UPRX	13 6% A	9 1% A	13 1% A	2 2% PRX	6 6% PRX	
To customize/add personality/meet specific needs	50 1% A	150 3% A	3 1% C	12 3% C	1 1% E	8 4% E	2 1% E	5 3% E	- - E	2 2% E	- - E	3 3% E	- - E	1 1% D	1 1% D	2 2% BD	2 1% C	3 2% C	- - S	4 2% S	2 1% C	6 3% A	9 1% A	20 2% W	2 2% S	2 2% S	
Other consumer demand mentions	17	10	-	-	-	-	1	-	-	-	-	-	-	1	-	1	-	-	-	-	2	-	7	3	-	-	
PROVIDE STRUCTURE (NET)	949 15% QUW	988 18% ARV	73 15% UW	86 19% V	30 15% UW	24 13% ACEIOGSUW	56 25% BDFALPRTX	57 31% W	15 15% W	12 13% UW	17 17% UW	14 15% OQUW	20 20% OQUW	20 21% V	11 10% W	12 13% QUW	22 10% W	22 12% W	27 13% W	26 14% W	21 8% C	24 11% U	96 9% W	160 16% WV	21 21% OQUW	21 23% RV	
To identify/differentiate between businesses/sites	675 11% BQUW	414 8% V	48 10% W	33 7% UW	22 11% UW	11 6% HACOOQUW	37 17% V	16 9% V	13 13% JUW	4 4% W	11 11% W	8 8% QUW	14 14% QUW	6 6% W	9 4% W	4 4% W	14 6% W	9 5% W	21 10% W	11 6% W	14 6% W	9 4% W	51 5% W	69 7% W	15 15% QUW	8 9% RV	
Too many/Large volume of sites/domains	99 2% A	282 5% A	11 2% CX	31 7% CX	7 4% AW	12 7% AW	5 2% GBLVX	16 9% V	1 1% E	5 6% E	3 3% E	2 2% E	3 3% E	6 6% E	1 1% E	3 3% E	5 2% E	11 6% E	3 1% E	8 4% E	3 1% E	9 4% E	12 1% E	42 4% W	2 2% YL	8 9% YL	
To organize/categorize the internet	134 2% U	204 4% A	14 3% QU	23 5% FT	4 2% E	2 1% ACEIOGSUW	13 6% BFRTZ	13 7% E	2 2% E	4 4% E	2 2% E	3 3% E	1 1% E	6 6% FRT	- - E	2 2% E	1 1% E	3 3% E	3 1% E	2 1% E	2 1% E	1 1% E	7 3% U	23 2% WFT	41 4% WFT	- - E	1 1% E
Reduce redundancy/sites with the same name	54 1% AX	70 1% AW	9 2% AW	3 1% AW	1 1% E	2 1% E	1 1% VX	4 2% E	- - E	1 1% E	2 2% S	2 2% V	2 2% S	2 2% V	1 1% E	3 3% DVX	3 1% E	1 1% E	- - E	2 1% E	1 1% E	- - E	5 1% E	5 1% E	2 2% S	4 4% BDRVX	
To differentiate different locations/countries	-	48 1% A	-	3 1% A	-	-	-	5 3% GBDFRVX	-	-	-	-	-	1 1% E	-	-	-	-	-	-	1 1% E	-	-	5 1% W	-	-	
Other provide structure mentions	38 1% A	64 1% A	-	4 1% C	-	-	4 2% ACQ	9 5% BDFJLNRVX	1 1% C	-	1 1% C	-	1 1% C	-	-	1 1% C	-	-	-	2 1% C	4 2% FR	3 1% C	1 1% E	8 1% E	15 2% CEQ	2 2% CEQ	1 1% E
IMPROVE CREDIBILITY (NET)	209 3% CEOUW	438 8% ADRX	8 2% U	22 5% C	1 1% E	10 6% ACEIOGSUW	17 8% DRX	19 10% E	2 2% U	5 6% ACEIOGSUW	8 8% BDFJRTVXZ	15 16% E	4 4% EOU	18 19% MSDFJRTVXZ	-	5 5% O	2 2% U	6 3% U	4 2% U	11 6% S	-	-	12 5% U	23 2% U	55 6% W	6 6% CEOQUW	6 6% E
Improve security/Make it safer	120 2% CU	265 5% ARX	4 1% C	15 3% C	1 1% E	6 3% ACEIOGSUW	11 5% E	9 5% E	2 2% E	4 4% ACEIOGSUW	7 7% BDFHRTVXZ	11 12% E	3 3% U	13 13% MSDFJRTVXZ	-	1 1% E	3 1% E	3 2% E	1 1% E	8 4% S	-	-	9 4% U	17 2% U	31 3% W	2 2% U	3 3% E

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

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

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
More reliable/trustworthy	34 1%	86 2% AD	1	2	-	-	3 1% W	6 3% DFVX	-	-	1 1%	2 2%	-	2 2%	-	2 2% F	1	1 1%	1	1 1%	-	1	3	11 1% W	2 2% CEUW	2 2% F
More legitimate/credible	-	70 1% A	-	5 1% C	-	2 1%	-	5 3% G	-	1 1%	-	2 2%	-	1 1%	-	2 2%	-	1 1%	-	1 1%	-	1	-	10 1% W	-	-
Improve reputation/More known	24 W	31 1%	1	1	-	2 1%	2 1% W	-	-	-	-	-	1 1% W	1 1%	-	1 1%	-	-	-	1 1%	-	1	-	7 1% W	3 3% ACEQSUW	1 1%
Other improve credibility mentions	34 1% B	16	2	1	-	-	2 1%	-	-	-	-	-	-	1 1%	-	-	-	-	1 1%	2 1%	-	-	4	2	-	-
IMPROVE BUSINESS (NET)	358 6% CW	347 6% DT	15 3%	16 3%	9 5%	15 8% DTV	21 9% ACUW	12 7%	5 5%	3 3%	10 10% CW	3 3%	6 6%	5 5% ACEUW	12 11% ACEUW	4 4%	17 8% CW	11 6%	14 7% CW	5 3%	12 5%	8 4%	35 3%	54 5% W	10 10% CW	14 15% BDHJLNPRTVX
For business purposes (Unspec.)	50 1%	96 2% A	1	7 2% C	1 1%	5 3%	-	5 3% G	-	1 1%	-	-	2 2% CGU	1 1%	-	-	2 1% V	6 3% V	2 1%	2 1%	-	1	6 1%	15 2% W	3 3% ACGUW	4 4% LPVX
To advertise/market/attract new customers	121 2% C	87 2% D	2	1	3 2%	3 2% D	8 4% CSW	2 1%	2 2%	1 1%	3 3% C	1 1%	3 3% C	-	8 7% ACEQSUW	3 3% DRV	4 2%	-	1	1 1%	3 1%	1	16 1% W	12 1% W	2 2% BDHJLNPRTVX	6 6% LPVX
Competition/To compete	81 1% W	61 1% DX	4	-	3 2% W	1 1% ACEIMOSUW	12 5% DVX	4 2%	-	-	1 1% D	1 1%	-	1 1% D	-	-	1	1 1%	2 1% D	2 1% D	1	-	4	4	2 2% W	3 3% DVX
Economic interests/Make money/Profits	112 2% BW	58 1% X	8 2%	7 2% X	2 1%	3 2%	2 1%	-	3 3%	1 1% LACEGW	6 6% W	-	1	3 3% HX	4 4% W	-	10 5% ACEGW	5 3% BHX	9 4% TACEGW	1 1%	8 3% W	5 2% HX	10 1%	5 1%	3 3%	1
Industry demand/New business types/development	-	58 1% A	-	1	-	4 2% EDRT	-	1 1%	-	-	-	-	-	1 1%	-	1 1%	-	-	-	-	-	-	1	-	21 2% WBDRT	-
Other improve business mentions	7	12	-	-	-	-	-	1 1%	-	-	-	1 1% DX	-	-	-	-	-	-	-	-	-	-	4 1% A	1	1 1% AC	1 1% DX
ACCESSIBILITY (NET)	221 4% CESU	251 5% AD	5 1%	11 2%	2 1%	3 2% CEIMOSUW	13 6% DFRVX	13 7%	1 1%	2 2%	3 3% U	3 3%	1 1%	3 3%	1 1%	5 5% X	5 2%	3 2%	2 1%	9 5% S	1	5 2%	31 3% CU	38 4%	2 2% YBDFJRVX	9 10% YBDFJRVX
Easy/Easy to use/access the web	83 1% C	133 2% AX	1	8 2% C	-	2 1% CQ	4 2% X	6 3% X	1 1%	1 1%	1 1%	2 2%	-	3 3% X	1 1%	2 2%	-	2 1%	-	5 3% SX	1	5 2%	12 1%	8 1%	-	7 8% YBDFJRVX
Convenience	32 1%	50 1% A	-	1	1 1%	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	1	-	-	7 1% WBDVRTV	24 2% W	-	-
Improve search function/Making searching easier	76 1% BW	34 1% X	4 1%	-	1 1%	1 1% ACEOSUW	8 4% DX	2 1%	-	1 1% DX	-	-	-	-	-	1 1% DX	3 1% C	-	1	4 2% BDRVX	-	-	4	1	2 2% UW	2 2% DRVX
Other accessibility mentions	36 1%	44 1%	-	3 1%	-	-	1 2% BFTV	4 2%	-	-	1 1% C	1 1%	1 1% C	-	-	3 3% BDFTVX	2 1% C	1 1%	-	-	-	-	8 1%	7 1%	-	-
INNOVATION/DEVELOPMENT (NET)	243 4% CEQSU DFJNRTV	248 5% C	1	9 2% C	1 1%	1 1%	5 2% CQ	4 2% R	2 2% CQ	-	3 3% CQU	2 2%	1 1%	-	2 2% CQ	5 5% FJNRTV	-	-	1	2 1%	1	1	80 7% ACEGMOOSU	90 9% BDHJLNRTV	6 6% CEQSU	5 5% FJNRTV

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

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

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
Progress/Improved development/Make it better	118 2%	78 1%	-	3 1%	-	-	1	2 1%	1 C	-	1 C	-	1 C	-	-	3 3%	-	-	-	-	-	-	45 4%	34 3%	4 4%	2 2%
Innovation	68 1%	74 1%	1	2	1 1%	-	3 1%	2 1%	-	-	1	-	-	-	-	-	-	-	1	1 1%	1	-	22 2%	25 3%	-	1 1%
Good/Improve quality	13 *	51 1%	-	3 1%	-	-	-	-	-	-	-	1 1%	-	-	-	1 1%	-	-	-	-	-	1 *	18 2%	-	-	-
Good/Improved technology	46 1%	39 1%	-	-	-	1 1%	1	1 1%	1 C	-	1 C	1 D	-	-	2 2%	-	-	-	-	-	-	-	13 1%	15 2%	2 2%	1 1%
Other innovation/development mentions	5 *	12 *	-	1	-	-	-	-	-	-	-	-	-	-	-	1 X	-	-	-	1 1%	-	-	2 *	1 *	-	2 2%
Illegible data	-	147 3%	-	4 1%	-	6 3%	-	1 1%	-	2 2%	-	5 5%	-	2 2%	-	6 7%	-	7 4%	-	18 10%	-	20 9%	-	24 2%	-	1 1%
MISCELLANEOUS (NET)	338 6%	245 4%	18 4%	18 4%	5 3%	5 3%	14 6%	11 6%	-	-	7 7%	5 5%	7 7%	2 2%	4 4%	1 1%	16 7%	1	8 4%	3 2%	5 2%	5 4%	50 5%	50 5%	7 7%	6 6%
To be unique/different	81 1%	71 1%	6 1%	5 1%	2 1%	4 2%	2 1%	-	-	-	3 3%	1 1%	1 1%	-	1 1%	-	4 2%	-	1	-	-	-	6 1%	12 1%	3 3%	2 2%
Information/More information	67 1%	67 1%	1 *	8 2%	1 1%	-	5 2%	9 5%	-	-	-	1 1%	1 1%	2 2%	1 1%	-	2 1%	-	2 1%	-	-	1 *	12 1%	10 1%	-	4 4%
Keep up with the market/trend	38 1%	36 1%	1 *	-	-	-	1 *	1 1%	-	-	1 1%	-	-	-	1 1%	-	2 1%	-	1 *	-	1 *	-	8 1%	21 2%	1 1%	-
Cheaper/More affordable	61 1%	17 *	4 1%	2 *	1 1%	-	6 3%	1 1%	-	-	-	-	3 3%	-	-	-	2 1%	-	-	-	-	2 1%	1 *	4 *	1 *	1 1%
Other mentions	95 2%	58 1%	6 1%	3 1%	1 1%	1 1%	-	1 1%	-	-	3 3%	3 3%	2 2%	-	1 1%	1 1%	6 3%	1 1%	4 2%	3 2%	2 1%	6 3%	21 2%	7 7%	2 2%	-
IMPROVE EFFICIENCY (NET)	201 3%	118 2%	23 5%	15 3%	8 4%	1 1%	11 5%	4 2%	3 3%	2 2%	2 2%	-	1 1%	-	3 3%	-	15 7%	4 2%	3 1%	5 3%	2 1%	5 2%	13 1%	21 2%	1 1%	1 1%
Lack of space/To create more space	124 2%	72 1%	20 4%	13 3%	7 4%	1 1%	7 3%	3 2%	3 3%	2 2%	1 1%	-	1 1%	-	3 3%	-	12 5%	4 2%	2 1%	5 3%	2 1%	5 2%	2 1%	6 1%	-	-
For use/To use/Usability	45 1%	21 *	1	1	-	-	3 1%	-	-	-	1 1%	-	-	-	-	-	1	-	1	-	-	-	5	10 1%	-	1 1%
Other improve efficiency mentions	33 1%	25 *	2 *	1 *	1 1%	-	1 *	1 1%	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	6 1%	5 1%	1 1%	-
None	127 2%	125 2%	9 2%	9 2%	3 2%	3 2%	1 *	1 1%	2 2%	-	1 1%	1 1%	-	1 1%	1 1%	2 2%	3 1%	2 1%	10 5%	8 4%	1 *	7 3%	36 3%	35 4%	2 2%	-

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

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

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
Don't know	1678	1536	165	145	51	51	27	38	41	44	24	31	37	29	38	42	75	77	99	71	84	56	347	245	13	13
	27%	28%	33%	31%	26%	28%	12%	21%	41%	49%	24%	33%	37%	30%	34%	46%	34%	43%	49%	39%	34%	25%	31%	25%	13%	14%
	GY	HXZ	AGY	HXZ	GY	Z		G	AEGKY	BDFHLNVXZ	G	HZ	AEGKY	Z	GY	BDFHNVXZ	AGY	BDFHNVXZ	FACEBMOGGW	BFHVXZ	VAGY	Z	XAGY	Z		
Declined to answer	364	41	34	16	9	4	2	-	8	-	5	-	4	-	11	-	15	4	5	-	46	-	66	-	10	-
	6%	1%	7%	3%	5%	2%	1%	-	8%	-	5%	-	4%	-	10%	-	7%	2%	2%	-	18%	-	6%	-	10%	-
	BCS	X	DGS	BHTVX	G	BHTVX		JGS			LG		N		PGS		RGS	BHTVX	T		VACEBMOGGW		XGS	ZGS		
Sigma	6873	6454	561	542	230	209	270	232	108	97	120	109	108	111	120	108	243	197	214	195	269	249	1196	1205	117	127
	112%	118%	112%	118%	115%	115%	121%	126%	107%	108%	118%	115%	108%	114%	107%	117%	110%	109%	106%	108%	108%	109%	108%	121%	117%	137%

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

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

8 Jun 2016
Table 103

Base: All Qualified Respondents

	Country																										
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)	
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*	
USAGE (NET)	-	1090 PRTV 20%	-	92 PRTV 20%	-	31 17%	-	33 18% P	-	11 12%	-	22 23% PRTV	-	15 15%	-	8 9%	-	21 12%	-	24 13%	-	30 13%	-	275 28% BDFHJNPRTV	-	21 23% PRV	
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	-	195 4%	-	16 3%	-	4 2%	-	8 4%	-	1 1%	-	4 4%	-	4 4%	-	1 1%	-	2 1%	-	9 5% R	-	12 5% R	-	34 3%	-	6 6% R	
Most popular/common domain name	-	98 2%	-	5 1%	-	2 1%	-	1 1%	-	-	-	3 3%	-	3 3%	-	-	-	1 1%	-	4 2%	-	6 3%	-	19 2%	-	3 3%	
Familiar/Use this site	-	74 1%	-	11 2% X	-	2 1%	-	5 3%	-	-	-	2 2%	-	-	-	1 1%	-	1 1%	-	4 2%	-	3 1%	-	10 1%	-	2 2%	
Not familiar with websites	-	17 *	-	-	-	-	-	1 1%	-	1 1% D	-	-	-	1 1% D	-	-	-	-	-	1 1%	-	-	-	4 *	-	1 1% D	
I've been to this type of website before	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 BX	-	-	-	-	
My own domain is registered to extension	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other familiarity/previous usage mentions	-	8 *	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1% BD	-	2 *	-	-	
BUSINESSES/ORGANIZATIONS (SUB-NET)	-	113 2% V	-	12 3% V	-	6 3% V	-	6 3% V	-	-	-	1 1%	-	2 2% V	-	1 1%	-	5 3% V	-	2 1%	-	-	-	37 4% BV	-	1 1%	
For business use	-	68 1%	-	7 2%	-	1 1%	-	3 2%	-	-	-	1 1%	-	-	-	1 1%	-	2 1%	-	-	-	-	-	29 3% BTV	-	1 1%	
Schools/education	-	24 *	-	4 1%	-	2 1%	-	2 1%	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	6 1%	-	-	
Government site/usage	-	15 *	-	-	-	2 1% BD	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	1 1%	-	-	-	3 *	-	-	
Organization website/extension	-	5 *	-	1 *	-	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	1 *	-	-	
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other businesses/organizations mentions	-	9 *	-	1 *	-	-	-	1 1%	-	-	-	-	-	2 2% BDVX	-	-	-	1 1%	-	1 1%	-	-	-	-	1 *	-	-
COUNTRIES (SUB-NET)	-	33 1%	-	2 *	-	3 2% X	-	3 2% X	-	-	-	-	-	1 1%	-	-	-	3 2% X	-	1 1%	-	-	-	3 *	-	1 1%	

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

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

8 Jun 2016
Table 103

Base: All Qualified Respondents

	Country																										
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*	
Global/Universal	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1% BDX
Specific to my country/state	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	29 1%	-	2	-	3 2% BX	-	3 2% BX	-	-	-	-	-	1 1%	-	-	-	3 2% BX	-	1 1%	-	-	-	2	-	-	
MISCELLANEOUS USAGE (SUB-NET)	-	791 15% PRTV	-	64 14% T	-	21 12% BX	-	18 10% BX	-	10 11% T	-	17 18% PRTV	-	9 9% V	-	6 7% DX	-	15 8% X	-	13 7% DX	-	20 9% X	-	211 21% BDPFLNPRTVZ	-	15 16% PT	
Need based/necessity	-	379 7% DFRTV	-	18 4% T	-	4 2% DX	-	9 5% DX	-	5 6% DX	-	5 5% DX	-	6 6% V	-	4 4% DX	-	4 2% X	-	4 2% DX	-	4 2% X	-	163 16% BDPFLNPRTVZ	-	4 4% PT	
Redirected/Links from an already viewed/searched website	-	120 2% X	-	21 5% BHJVPX	-	9 5% BHJVPX	-	1 1% DX	-	-	-	4 4% HPVX	-	1 1% X	-	-	-	5 3% X	-	3 2% DX	-	2 1% X	-	7 1% X	-	4 4% HJVPX	
Would not visit this type of website/domain	-	94 2% T	-	13 3% T	-	3 2% T	-	1 1% T	-	2 2% T	-	2 2% T	-	-	-	-	-	3 2% T	-	-	-	4 2% T	-	16 2% T	-	4 4% HNPT	
Allows for searching/browsing	-	82 2% DX	-	2	-	2 1% DX	-	2 1% DX	-	3 3% DX	-	1 1% DX	-	1 1% DX	-	1 1% DX	-	2 1% DX	-	3 2% DX	-	3 1% DX	-	8 1% DX	-	1 1% DX	
To do research	-	32 1% X	-	2	-	3 2% X	-	3 2% X	-	1 1% X	-	2 2% X	-	-	-	-	-	1 1% X	-	-	-	1 1% X	-	1 1% X	-	1 1% X	
Shopping	-	28 1% X	-	1	-	2 1% X	-	1 1% X	-	-	-	1 1% X	-	1 1% X	-	-	-	1 1% X	-	-	-	4 2% BDX	-	1	-	-	
Never visited such website	-	12	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	1 1%	
Use for email	-	5	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 X	-	-	-	-	
Internet access	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% BDX	-	-	-	-	-	-	-	-	-	-	
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other miscellaneous usage mentions	-	54 1%	-	5 1%	-	-	-	1 1%	-	-	-	3 3% BFRV	-	-	-	-	-	-	-	3 2%	-	1	-	14 1%	-	-	
SITE APPEAL (NET)	-	1048 19% D	-	58 13% D	-	34 19% D	-	39 21% D	-	41 46% BDPFLNPRTVZ	-	19 20% BFRV	-	27 28% BDRTX	-	19 21% D	-	29 16% D	-	28 15% D	-	47 21% D	-	172 17% D	-	24 26% DTX	

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

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

8 Jun 2016
Table 103

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (B)	2015 US (C)	2016 US (D)	2015 Canada (E)	2016 Canada (F)	2015 Mexico (G)	2016 Mexico (H)	2015 Italy (I)	2016 Italy (J)	2015 Turkey (K)	2016 Turkey (L)	2015 Spain (M)	2016 Spain (N)	2015 Poland (O)	2016 Poland (P)	2015 UK (Q)	2016 UK (R)	2015 France (S)	2016 France (T)	2015 Germany (U)	2016 Germany (V)	2015 China (W)	2016 China (X)	2015 Vietnam (Y)	2016 Vietnam (Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
Interesting	-	370 7%	-	25 5%	-	16 9%	-	15 8%	-	6 7%	-	13 14%	-	12 12%	-	12 13%	-	11 6%	-	13 7%	-	22 10%	-	57 6%	-	7 8%
Out of curiosity	-	363 7% DX	-	13 3%	-	9 5%	-	12 7% D	-	34 38% BDFJLNPRTVXZ	-	6 6%	-	12 12% BDFRX	-	6 7%	-	9 5%	-	12 7% D	-	20 9% DX	-	44 4%	-	11 12% BDFRX
New/Innovative	-	86 2%	-	3 1%	-	2 1%	-	4 2% TV	-	1 1%	-	1 1%	-	2 2% V	-	-	-	2 1%	-	-	-	-	-	20 2% V	-	3 3% DTV
Website has what I'm looking for	-	54 1%	-	3 1%	-	-	-	4 2% FT	-	-	-	1 1%	-	-	-	1 1%	-	5 3% BDFTX	-	-	-	2 1%	-	9 1%	-	-
No alternative/Only place I can find what I'm looking for	-	51 1%	-	3 1%	-	5 3% BD	-	2 1%	-	-	-	2 2%	-	1 1%	-	-	-	1 1%	-	1 1%	-	2 1%	-	10 1%	-	-
Initial appearance/layout/design of website	-	37 1% X	-	-	-	1 1%	-	2 1% DX	-	-	-	1 1% DX	-	1 1% DX	-	-	-	-	-	1 1%	-	-	-	1 1% BDFJPRTVX	-	4 4%
Different/Not common	-	36 1%	-	3 1%	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12 1% B	-	-
Good/Like site	-	26 1%	-	5 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	1 1%	-	6 1%	-	-
Professional/Professional image	-	5 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% X	-	-	-	-	-	-
Updated	-	4 1%	-	-	-	-	-	1 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-
Other site appeal mentions	-	67 1%	-	3 1%	-	1 1%	-	2 1%	-	-	-	-	-	1 1%	-	-	-	-	-	1 1%	-	-	-	15 2%	-	2 2% RV
CONTENT (NET)	-	913 17% JPRTX	-	64 14% PT	-	32 18% JPRT	-	52 28% BDFJLNPRTVX	-	6 7%	-	13 14%	-	14 14% P	-	5 5%	-	15 8%	-	14 8%	-	32 14% PT	-	136 14% PRT	-	33 35% BDFJLNPRTVX
INFORMATION (SUB-NET)	-	590 11% JPRTVX	-	49 11% JTX	-	19 10% JT	-	37 20% BDFJLNPRTVX	-	3 3%	-	8 8%	-	11 11% JT	-	4 4%	-	11 6%	-	7 4%	-	15 7% BDFJLNPRTVX	-	75 8% BDFJLNPRTVX	-	22 24% BDFJLNPRTVX
It has information I'm seeking	-	274 5% RTV	-	35 8% BJRTVX	-	9 5% TV	-	14 8% JRTVX	-	1 1%	-	3 3% T	-	5 5% TV	-	2 2% T	-	3 2%	-	-	-	3 1%	-	41 4% TV	-	8 9% JRTVX
Informative	-	187 3% DX	-	7 2%	-	5 3%	-	14 8% BDFJPRTVX	-	2 2%	-	4 4%	-	3 3%	-	1 1%	-	3 2%	-	4 2%	-	8 4%	-	22 2% BDFJPRTVX	-	9 10% BDFJPRTVX
It's where you go for specific information	-	48 1% X	-	5 1% X	-	3 2% X	-	2 1%	-	-	-	-	-	1 1%	-	1 1%	-	3 2% X	-	2 1%	-	2 1%	-	2 1% X	-	1 1% X
Only website where I can find information needed	-	48 1% X	-	2 1% X	-	1 1% X	-	4 2% DX	-	-	-	1 1%	-	2 2% X	-	-	-	1 1%	-	1 1%	-	1 1% X	-	3 1% X	-	2 2% X

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

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

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
Other information mentions	-	38 1%	-	-	-	1 1%	-	3 2%	-	-	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	7 1%	-	2 2%
MISCELLANEOUS CONTENT (SUB-NET)	-	347 6% DR	-	17 4%	-	15 8% DPR	-	17 9% DPR1	-	4 4%	-	5 5%	-	4 4%	-	2 2%	-	4 2%	-	7 4%	-	17 7% DR	-	61 6% R	-	11 12% BDPRTX
Good/Like the content	-	205 4% D	-	9 2%	-	4 2%	-	10 5% DR	-	3 3%	-	4 4%	-	3 3%	-	2 2%	-	2 1%	-	4 2%	-	10 4%	-	41 4% DR	-	7 8% DFRT
Good/Like the ads/advertising	-	82 2% D	-	2	-	6 3% BD	-	2 1%	-	1 1%	-	1 1%	-	-	-	-	-	1 1%	-	2 1%	-	2 1%	-	15 2%	-	2 2%
Other miscellaneous content mentions	-	65 1% X	-	6 1%	-	5 3% X	-	6 3% BX	-	-	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	5 2% X	-	5 1%	-	3 3% X
BRAND IMAGE (NET)	-	754 14% J	-	81 18% BJX	-	31 17% J	-	29 16% J	-	3 3%	-	14 15% J	-	15 15% J	-	11 12% J	-	33 18% J	-	27 15% J	-	28 12% J	-	134 13% J	-	13 14% J
Recommend/Asked to visit it	-	351 6%	-	37 8%	-	11 6%	-	18 10%	-	3 3%	-	4 4%	-	6 6%	-	5 5%	-	19 11% BJVZ	-	13 7%	-	11 5%	-	75 8%	-	3 3%
I trust this extension	-	234 4%	-	27 6% HX	-	9 5%	-	3 2%	-	1 1%	-	10 11% BHJVX	-	6 6% H	-	3 3%	-	9 5%	-	10 6% H	-	9 4%	-	35 4%	-	3 3%
Reputable/Good reviews	-	107 2% X	-	15 3% BX	-	5 3% X	-	5 3% X	-	-	-	-	-	1 1%	-	2 2%	-	4 2%	-	5 3% X	-	11 5% BJLX	-	8 1%	-	5 5% BJLX
It seems legitimate	-	101 2%	-	13 3% V	-	8 4% BJLV	-	3 2%	-	-	-	-	-	1 1%	-	1 1%	-	2 1%	-	2 1%	-	1 *	-	21 2%	-	1 1%
Root domain/Main source for a group of domains/sites	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% BDX
Pioneer/First domain name used on internet	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other credibility mentions	-	19	-	-	-	1 1%	-	2 1% D	-	-	-	-	-	1 1% D	-	-	-	1 1%	-	-	-	-	-	4	-	-
SECURITY (NET)	-	327 6% DFR	-	16 3%	-	3 2%	-	17 9% DFJRV	-	2 2%	-	6 6% F	-	7 7% FR	-	7 8% FR	-	4 2%	-	12 7% FR	-	8 4%	-	87 9% BDFJRV	-	3 3%
Safe/Secured	-	229 4% F	-	12 3%	-	1 1%	-	13 7% DFRVZ	-	2 2%	-	6 6% FV	-	5 5% F	-	5 5% F	-	4 2%	-	8 4% F	-	4 2%	-	64 6% BDFRVZ	-	1 1%
Virus/Malware protected	-	56 1%	-	4 1%	-	2 1%	-	2 1%	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	3 1%	-	14 1%	-	3 3% BR
I'm not afraid of my information being stolen if I go here	-	3	-	-	-	-	-	1 1% BX	-	-	-	-	-	-	-	1 1% BDX	-	-	-	-	-	-	-	-	-	-

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

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

8 Jun 2016
Table 103

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
Other security mentions	-	59 1%	-	3 1%	-	-	-	5 3%	-	-	-	-	-	1 1%	-	1 1%	-	-	-	3 2%	-	1	-	10 1%	-	-
DOMAIN/NAME/EXTENSION (NET)	-	191 4% X	-	10 2%	-	10 6% DX	-	6 3%	-	1 1%	-	4 4%	-	1 1%	-	2 2%	-	3 2%	-	6 3%	-	5 2%	-	16 2%	-	4 4%
Good/Like name	-	46 1% X	-	2	-	4 2% BDX	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	2 1%	-	1	-	3	-	1 1%
Site name (Spec.)	-	11	-	1	-	1 1%	-	-	-	1 1% X	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1 1% X
Easy to remember name	-	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-
Other domain/name/extension mentions	-	135 2% X	-	8 2%	-	5 3%	-	5 3%	-	-	-	3 3%	-	1 1%	-	1 1%	-	2 1%	-	4 2%	-	4 2%	-	11 1%	-	3 3%
RESEARCH (NET)	-	187 3% X	-	18 4% N	-	8 4% N	-	9 5% N	-	2 2%	-	3 3%	-	-	-	2 2%	-	8 4% N	-	3 2%	-	9 4% N	-	24 2%	-	2 2%
Researching website online/Internet/Google search on website	-	161 3%	-	16 3%	-	8 4% N	-	8 4% N	-	1 1%	-	2 2%	-	-	-	1 1%	-	8 4% N	-	2 1%	-	8 4%	-	21 2%	-	2 2%
Other research mentions	-	26	-	2	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1	-	3	-	-
Illegible data	-	169 3%	-	9 2%	-	5 3%	-	3 2%	-	6 7% DHXZ	-	4 4% Z	-	3 3%	-	8 9% BDFHXZ	-	6 3%	-	19 10% BDFHNRXZ	-	22 10% BDFHNRXZ	-	27 3%	-	-
PERFORMANCE (NET)	-	132 2% X	-	11 2%	-	4 2%	-	10 5% BDRTVX	-	3 3%	-	6 6% BDRTVX	-	4 4% RT	-	1 1%	-	1 1%	-	1 1%	-	3 1%	-	15 2%	-	4 4% RTX
Reliable/No problems	-	70 1%	-	2	-	1 1%	-	10 5% BDFPRTVX	-	3 3% DRX	-	3 3% DRX	-	4 4% BDFRTVX	-	-	-	-	-	1 1%	-	2 1%	-	9 1%	-	4 4% BDFPRTVX
Good results/search results	-	42 1% X	-	9 2% BX	-	3 2% X	-	-	-	-	-	3 3% BHRTVX	-	-	-	-	-	-	-	-	-	1	-	3	-	-
High speed/fast	-	16	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% DX	-	1 1% X	-	-	-	-	-	-	-	-
Other performance mentions	-	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-
FUNCTIONALITY (NET)	-	95 2% D	-	2	-	2 1%	-	4 2% DR	-	-	-	2 2%	-	-	-	1 1%	-	-	-	3 2%	-	3 1%	-	23 2% DR	-	-
Practical/Useful/Helpful website	-	63 1%	-	2	-	1 1%	-	3 2%	-	-	-	1 1%	-	-	-	-	-	-	-	3 2%	-	2 1%	-	16 2%	-	-

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

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

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China (18+)	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
Easy to use/navigate	-	14	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-
Easy to access	-	14	-	-	-	1%	-	-	-	-	1%	D	-	-	-	1%	D	-	-	-	-	-	-	-	4	-
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	6	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-
MISCELLANEOUS (NET)	-	238	-	16	-	3	-	10	-	-	-	5	-	5	-	3	-	3	-	8	-	4	-	38	-	7
Negative mentions	-	47	-	1	-	-	-	2	-	-	-	1	-	2	-	-	-	2	-	-	-	-	1	-	4	-
Unintentionally end up there	-	44	-	3	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	4	-	-	-	9	-	4
I visit websites with any extensions/Domain name extension doesn't matter to me	-	38	-	2	-	1	-	1	-	-	-	-	-	1	-	-	-	1	-	2	-	1	-	7	-	-
Depends on the site	-	32	-	3	-	2	-	4	-	-	-	-	-	2	-	-	-	-	-	-	-	-	2	-	3	-
Other	-	77	-	7	-	-	-	2	-	-	-	3	-	-	-	2	-	-	-	2	-	-	-	15	-	1
ECONOMY (NET)	-	23	-	3	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	2	-	-
Expensive/Not cheap	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other economy mentions	-	23	-	3	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	2	-	-
None	-	461	-	48	-	14	-	5	-	10	-	4	-	7	-	3	-	25	-	25	-	32	-	71	-	1
Not sure	-	536	-	76	-	30	-	8	-	12	-	10	-	15	-	31	-	40	-	28	-	26	-	85	-	3
Declined to answer	-	51	-	15	-	5	-	-	-	-	-	-	-	-	-	-	-	7	-	-	-	3	-	-	-	-
Sigma	-	6464	-	540	-	224	-	241	-	100	-	120	-	119	-	103	-	202	-	206	-	258	-	1136	-	123
	-	119%	-	117%	-	124%	-	131%	-	111%	-	126%	-	123%	-	112%	-	112%	-	114%	-	113%	-	114%	-	132%

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

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

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	461	-**	181	-**	184	-**	90*	-**	95*	-**	97*	-**	92*	-**	180	-**	181	-**	228	-**	996	-**	93*

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

Q875 What, if anything, might cause you to avoid a website with an unfamiliar domain name extension?

8 Jun 2016
Table 104

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
SECURITY (NET)	-	1581 29%	-	111 24%	-	43 24%	-	54 29%	-	22 24%	-	31 33%	-	27 28%	-	15 16%	-	28 16%	-	26 14%	-	62 27%	-	375 38%	-	28 30%
Viruses	-	693 13%	-	49 11%	-	25 14%	-	25 14%	-	7 8%	-	19 20%	-	9 9%	-	8 9%	-	7 4%	-	6 3%	-	27 12%	-	103 10%	-	17 18%
Not safe/secure	-	524 10%	-	32 7%	-	3 2%	-	18 10%	-	10 11%	-	8 8%	-	15 15%	-	3 3%	-	14 8%	-	12 7%	-	24 11%	-	175 18%	-	8 9%
Warning/Alerts tabs	-	94 2%	-	9 2%	-	4 2%	-	5 3%	-	1 1%	-	-	-	1 1%	-	2 2%	-	3 2%	-	-	-	7 3%	-	33 3%	-	1 1%
Fear of hackers	-	71 1%	-	5 1%	-	3 2%	-	2 1%	-	-	-	1 1%	-	-	-	1 1%	-	2 1%	-	2 1%	-	-	-	1 1%	-	2 2%
Use of protection software/filter/program	-	67 1%	-	7 2%	-	5 3%	-	1 1%	-	1 1%	-	-	-	-	-	-	-	1 1%	-	1 1%	-	1 1%	-	32 3%	-	1 1%
I'm afraid of my information being stolen if I go here	-	65 1%	-	4 1%	-	-	-	2 1%	-	1 1%	-	2 2%	-	1 1%	-	1 1%	-	-	-	3 2%	-	-	-	11 1%	-	3 3%
Risk of phishing	-	52 1%	-	3 1%	-	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-	3 2%	-	3 2%	-	1 1%	-	21 2%	-	1 1%
Fear of malware/spyware	-	47 1%	-	8 2%	-	7 4%	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	1 1%	-	-
Because of Harkers/surname	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	102 2%	-	9 2%	-	2 1%	-	7 4%	-	3 3%	-	2 2%	-	2 2%	-	1 1%	-	3 2%	-	-	-	-	2 1%	-	16 2%	-
USAGE (NET)	-	864 16%	-	90 20%	-	26 14%	-	28 15%	-	9 10%	-	11 12%	-	10 10%	-	5 5%	-	27 15%	-	22 12%	-	34 15%	-	211 21%	-	13 14%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	-	546 10%	-	64 14%	-	16 9%	-	20 11%	-	4 4%	-	7 7%	-	6 6%	-	4 4%	-	16 9%	-	16 9%	-	21 9%	-	145 15%	-	10 11%
Not familiar with this type of domain/Don't know enough about it	-	339 6%	-	49 11%	-	13 7%	-	15 8%	-	3 3%	-	4 4%	-	5 5%	-	2 2%	-	7 4%	-	7 4%	-	14 6%	-	76 8%	-	6 6%
Site is not a common/popular domain name	-	110 2%	-	10 2%	-	2 1%	-	4 2%	-	1 1%	-	2 2%	-	1 1%	-	2 2%	-	7 4%	-	9 5%	-	4 2%	-	15 2%	-	2 2%
I have no reason to go there	-	69 1%	-	2 *	-	1 1%	-	2 1%	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	1 *	-	44 4%	-	-

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

Q875 What, if anything, might cause you to avoid a website with an unfamiliar domain name extension?

8 Jun 2016
Table 104

Base: All Qualified Respondents

	Country																										
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*	
I've never been to this type of website before	-	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 B	2 2%	
Rarely Visit	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	
Other familiarity/previous usage mentions	-	23	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	2 1%	-	6 1%	-	-	
COUNTRIES (SUB-NET)	-	78 1% X	-	18 4% BX	-	10 6% BHJLPXZ	-	3 2% X	-	-	-	-	-	2 2% X	-	-	-	7 4% BX	-	6 3% BX	-	8 4% BX	-	3	-	-	
Foreign/Not in preferred language	-	40 1% X	-	11 2% BX	-	4 2% BX	-	1 1%	-	-	-	-	-	1 1%	-	-	-	1 2% BX	-	3 2% X	-	4 2% X	-	2	-	-	
Would be in foreign language (DO NOT USE/USE CODE 16)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other countries mentions	-	39 1% X	-	7 2% BX	-	6 3% BX	-	2 1% X	-	-	-	-	-	1 1% X	-	-	-	3 2% X	-	4 2% BX	-	4 2% X	-	4 2% X	1	-	
MISCELLANEOUS USAGE (SUB-NET)	-	261 5% DFT	-	11 2%	-	2 1%	-	6 3%	-	5 6% FT	-	4 4% T	-	2 2%	-	1 1%	-	5 3%	-	1 1%	-	6 3%	-	71 7% BDFPRTV	-	3 3%	
Avoid it/Will not visit website/go to another website	-	167 3% DFT	-	6 1%	-	1 1%	-	4 2% T	-	4 4% DFT	-	2 2%	-	1 1%	-	1 1%	-	3 2%	-	-	-	-	5 2% T	-	32 3% DFT	-	1 1%
Have used/likely to visit/Positive mentions	-	56 1% D	-	-	-	-	-	-	-	1 1% D	-	2 2% DH	-	-	-	-	-	-	-	-	-	-	1	-	28 3% BDFHRTV	-	1 1% D
Prefer other sites	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't have mobiles devices	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other miscellaneous usage mentions	-	38 1%	-	5 1%	-	1 1%	-	3 2%	-	-	-	-	-	1 1%	-	-	-	2 1%	-	1 1%	-	-	-	11 1%	-	1 1%	
BRAND IMAGE (NET)	-	708 13% X	-	61 13% X	-	32 18% JVX	-	31 17% JVX	-	6 7%	-	15 16% X	-	16 16% JX	-	10 11%	-	32 18% JVX	-	40 22% BDJJPVXZ	-	22 10%	-	88 9%	-	9 10%	
It doesn't seem legitimate (Not credible/fraud/scam)	-	283 5% V	-	25 5% V	-	12 7% NVZ	-	7 4%	-	2 2%	-	3 3%	-	1 1%	-	2 2%	-	13 7% NVZ	-	8 4%	-	4 2%	-	48 5% V	-	1 1%	
I don't trust this extension	-	218 4% X	-	16 3% X	-	8 4% X	-	9 5% X	-	3 3%	-	11 12% BDFHJRVX	-	10 10% BDRVX	-	5 5% X	-	7 4%	-	13 7% BDX	-	7 3%	-	17 2%	-	5 5% X	
Bad reviews/Poor reputation/track record	-	202 4% X	-	20 4% JX	-	11 6% JX	-	15 8% BJLX	-	-	-	1 1%	-	4 4%	-	3 3%	-	12 7% BJLX	-	23 13% BDFJLNPVXZ	-	12 5% JX	-	20 2%	-	3 3%	

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

Q875 What, if anything, might cause you to avoid a website with an unfamiliar domain name extension?

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
Other brand image mentions	-	21	-	1	-	3	-	1	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	4	-	-
						BDX		1%		1%				1%				1%								
CONTENT (NET)	-	516	-	45	-	25	-	34	-	5	-	4	-	5	-	3	-	9	-	6	-	8	-	35	-	18
		PRTVX		10%		14%		18%		6%		4%		5%		3%		5%		3%		4%		4%		19%
INFORMATION (SUB-NET)	-	185	-	9	-	7	-	17	-	3	-	2	-	2	-	1	-	2	-	3	-	3	-	13	-	9
		X		2%		4%		9%		3%		2%		2%		1%		1%		2%		1%		1%		10%
Content/Information	-	134	-	3	-	6	-	11	-	3	-	2	-	1	-	-	-	2	-	2	-	3	-	11	-	6
		DX		1%		3%		6%		3%		2%		1%		-		1%		1%		1%		1%		6%
Lack of information	-	37	-	4	-	1	-	2	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	2
		X		1%		1%		1%		-						1%				1%						2%
Other information mentions	-	19	-	4	-	-	-	4	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	1
		X		1%				2%						1%												1%
MISCELLANEOUS CONTENT (SUB-NET)	-	343	-	37	-	18	-	19	-	2	-	2	-	3	-	2	-	7	-	3	-	5	-	22	-	10
		TVX		8%		10%		10%		2%		2%		3%		2%		4%		2%		2%		2%		11%
Ads/Too many commercials/advertising/Pop-ups	-	136	-	16	-	3	-	8	-	1	-	1	-	2	-	-	-	1	-	-	-	1	-	15	-	3
		TVX		3%		2%		4%		1%		1%		2%				1%						2%		3%
Inappropriate content (i.e., violence, porn, etc.)	-	109	-	8	-	4	-	5	-	-	-	1	-	1	-	2	-	2	-	2	-	1	-	3	-	4
		X		2%		2%		3%				1%		1%		2%		1%		1%		*		*		4%
Spam (i.e., unsolicited link/don't know who sent me the link)	-	87	-	16	-	11	-	4	-	-	-	-	-	-	-	-	-	3	-	-	-	3	-	2	-	1
		X		3%		6%		2%										2%				1%				1%
Other miscellaneous content mentions	-	27	-	-	-	-	-	2	-	1	-	-	-	-	-	-	-	1	-	1	-	-	-	2	-	2
		X						1%		1%								1%		1%						2%
SITE APPEAL (NET)	-	444	-	53	-	22	-	19	-	12	-	9	-	13	-	7	-	27	-	15	-	12	-	59	-	8
		X		11%		12%		10%		13%		9%		13%		8%		15%		8%		5%		6%		9%
Looks suspicious	-	178	-	29	-	12	-	4	-	4	-	7	-	4	-	4	-	17	-	8	-	9	-	10	-	2
		X		8%		7%		2%		4%		7%		4%		4%		9%		4%		4%		1%		2%
Not interesting	-	76	-	4	-	2	-	5	-	2	-	1	-	4	-	2	-	-	-	1	-	1	-	15	-	2
		X		1%		1%		3%		2%		1%		4%		2%				1%		*		2%		2%
Initial appearance/layout/design of website	-	33	-	4	-	-	-	4	-	1	-	-	-	-	-	1	-	5	-	1	-	1	-	1	-	1
		X		1%				2%		1%						1%		3%		1%						1%
Curiosity	-	31	-	1	-	-	-	1	-	4	-	-	-	3	-	-	-	-	-	3	-	-	-	10	-	-
		X		*				1%		4%				3%					2%				1%			
Not professional (i.e., tacky, amateurish, etc.)	-	15	-	3	-	4	-	-	-	-	-	-	-	-	-	-	-	2	-	1	-	-	-	4	-	-
		X		1%		2%												1%		1%				*		
						BHVX																				

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

Q875 What, if anything, might cause you to avoid a website with an unfamiliar domain name extension?

Base: All Qualified Respondents

	Country																										
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)	
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*	
Site doesn't have what I am looking for	-	12	-	-	-	-	-	3 BDX	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-
Other site appeal mentions	-	110 2%	-	15 3%	-	4 2%	-	3 2%	-	1 1%	-	1 1%	-	2 2%	-	-	-	3 2%	-	2 1%	-	1	-	19 2%	-	3 3%	
DOMAIN/NAME/EXTENSION (NET)	-	266 5%	-	39 8%	-	9 5%	-	12 7%	-	1 1%	-	1 1%	-	3 3%	-	4 4%	-	15 8%	-	6 3%	-	12 5%	-	23 2%	-	8 9%	
Poor/Dislike website name/Domain name is suspicious looking	-	138 3%	-	20 4%	-	7 4%	-	6 3%	-	1 1%	-	1 1%	-	1 1%	-	3 3%	-	7 4%	-	4 2%	-	7 3%	-	5 1%	-	5 5%	
By its extension/Poor/Dislike extension	-	26	-	4 1%	-	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	2 1%	-	2	-	2 2%	
Other domain/name/extension mentions	-	116 2%	-	16 3%	-	2 1%	-	5 3%	-	-	-	-	-	3 3%	-	1 1%	-	8 4%	-	1 1%	-	4 2%	-	17 2%	-	1 1%	
Illegible data	-	202 4%	-	10 2%	-	7 4%	-	2 1%	-	8 9%	-	4 4%	-	2 2%	-	8 9%	-	8 4%	-	20 11%	-	21 9%	-	25 3%	-	1 1%	
RESEARCH (NET)	-	167 3%	-	14 3%	-	7 4%	-	9 5%	-	1 1%	-	3 3%	-	5 5%	-	2 2%	-	6 3%	-	3 2%	-	5 2%	-	30 3%	-	4 4%	
Researching website online/Internet searches	-	120 2%	-	12 3%	-	7 4%	-	5 3%	-	-	-	3 3%	-	5 5%	-	-	-	4 2%	-	2 1%	-	3 1%	-	15 2%	-	4 4%	
Other research mentions	-	51 1%	-	2	-	-	-	4 2%	-	1 1%	-	-	-	-	-	2 2%	-	2 1%	-	1 1%	-	2 1%	-	15 2%	-	-	
PERFORMANCE (NET)	-	106 2%	-	4 1%	-	-	-	7 4%	-	-	-	2 2%	-	8 8%	-	1 1%	-	-	-	-	-	-	-	-	19 2%	-	5 5%
Not reliable	-	69 1%	-	2	-	-	-	7 4%	-	-	-	2 2%	-	8 8%	-	1 1%	-	-	-	-	-	-	-	-	12 1%	-	5 5%
Due to errors	-	13	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	
Other performance mentions	-	24	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-	-	
MISCELLANEOUS (NET)	-	208 4%	-	10 2%	-	5 3%	-	7 4%	-	6 7%	-	3 3%	-	4 4%	-	5 5%	-	4 2%	-	2 1%	-	12 5%	-	43 4%	-	8 9%	
Intuition/Uncertainty/Fear of the unknown	-	107 2%	-	7 2%	-	3 2%	-	4 2%	-	6 7%	-	3 3%	-	1 1%	-	5 5%	-	3 2%	-	1 1%	-	10 4%	-	15 2%	-	5 5%	
Other	-	102 2%	-	3 1%	-	2 1%	-	3 2%	-	-	-	-	-	3 3%	-	1 1%	-	1 1%	-	1 1%	-	2 1%	-	28 3%	-	3 3%	

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

Q875 What, if anything, might cause you to avoid a website with an unfamiliar domain name extension?

8 Jun 2016
Table 104

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	461	-**	181	-**	184	-**	90*	-**	95*	-**	97*	-**	92*	-**	180	-**	181	-**	228	-**	996	-**	93*
FUNCTIONALITY (NET)	-	34%	-	1%	-	-	-	1%	-	-	-	1%	-	-	-	-	-	-	-	1%	-	3%	-	5%	-	4%
Not helpful/useful	-	10%	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	1%	-	-
Other functionality mentions	-	24%	-	1%	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	3%	-	4%	-	4%
None	-	528 10% HZ	-	38 8% Z	-	14 8%	-	10 5%	-	9 10% Z	-	7 7%	-	12 12% HZ	-	13 14% HZ	-	15 8% Z	-	26 14% BDFHZ	-	25 11% HZ	-	103 10% HZ	-	2%
Not sure	-	458 8% XZ	-	41 9% Z	-	22 12% HXZ	-	11 6%	-	13 14% BHXZ	-	10 11% Z	-	11 11% Z	-	28 30% BDHJLNRTVYZ	-	30 17% BDHXZ	-	31 17% BDHXZ	-	27 12% HXZ	-	67 7%	-	2%
Declined to answer	-	57 1% X	-	16 3% BHTVX	-	5 3% BHX	-	-	-	-	-	-	-	-	-	-	-	6 3% BHVX	-	1 1%	-	1*	-	1*	-	-
Sigma	-	6382 117%	-	562 122%	-	229 127%	-	238 129%	-	94 104%	-	102 107%	-	119 123%	-	103 112%	-	214 119%	-	207 114%	-	248 109%	-	1115 112%	-	116 125%

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

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

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
NEW (NET)	-	2882	-	115	-	52	-	131	-	48	-	61	-	62	-	51	-	24	-	83	-	131	-	577	-	63
		53%		25%		29%		71%		53%		64%		64%		55%		13%		46%		57%		58%		68%
	ADFR		CR		ER		GBDFJPRTVX		IDFR		KBDFRT		MBDFRT		ODFR		Q		SDFR		UDFRT		WDFRT		YBDFJRT	
.news	-	1775	-	75	-	39	-	65	-	27	-	34	-	32	-	29	-	17	-	36	-	68	-	342	-	41
		33%		16%		22%		35%		30%		36%		33%		32%		9%		20%		30%		34%		44%
	ADFRT		CR		ER		GDFRT		IDR		KDFRT		MDFRT		ODRT		Q		SR		UDRT		WDFRT		YBDFRTV	
.online	-	1612	-	40	-	18	-	80	-	23	-	40	-	35	-	33	-	13	-	50	-	102	-	282	-	41
		30%		9%		10%		43%		26%		42%		36%		36%		7%		28%		45%		28%		44%
	ADFR		C		E		GBDFJRTX		IDFR		KBDFJRTX		MDFR		ODFR		Q		SDFR		UBDFJRTX		WDFR		YBDFJRTX	
.website	-	1171	-	31	-	15	-	79	-	24	-	38	-	33	-	24	-	7	-	37	-	28	-	179	-	25
		21%		7%		8%		43%		27%		40%		34%		26%		4%		20%		12%		18%		27%
	ADFRVX		C		E		GBDFJRTVXZ		IDFRVX		KBDFJRTVX		MBDFRTVX		ODFRV		Q		SDFRV		UDR		WDFRV		YDFRVX	
.site	-	1086	-	32	-	16	-	57	-	11	-	31	-	21	-	9	-	6	-	31	-	21	-	191	-	36
		20%		7%		9%		31%		12%		33%		22%		10%		3%		17%		9%		19%		39%
	ADFRV		C		ER		GBDFJRTVX		IR		KBDFJRTVX		MDFRV		OR		Q		SDFRV		UR		WDFRV		YBDFJRTVX	
.space	-	819	-	23	-	12	-	54	-	15	-	21	-	17	-	13	-	4	-	28	-	19	-	170	-	13
		15%		3%		7%		29%		17%		22%		18%		14%		2%		15%		8%		17%		14%
	ADFRV		C		ER		GBDFJRTVXZ		IDFRV		KDFRV		MDFRV		ODFR		Q		SDFRV		UR		WDFRV		YDFR	
.pics	-	592	-	34	-	7	-	25	-	12	-	10	-	8	-	6	-	7	-	12	-	16	-	112	-	8
		11%		7%		4%		14%		13%		11%		8%		7%		4%		7%		7%		11%		9%
	ADFR		C		E		GDFRTV		IFR		KFR		M		O		Q		S		U		WDFR		Y	
.top	-	573	-	4	-	3	-	10	-	4	-	11	-	5	-	16	-	3	-	10	-	14	-	246	-	13
		11%		1%		2%		5%		4%		12%		5%		17%		2%		6%		6%		25%		14%
	ADFHRTV		C		E		GD		ID		KDFR		MD		ODFHJRTV		Q		SDF		UDFR		WDFHJRTVZ		YDFHJRTV	
CONSISTENT (NET)	2698	2792	93	117	54	55	112	128	30	48	69	63	23	53	45	44	56	28	32	69	59	91	524	604	66	58
	44%	51%	19%	25%	27%	30%	50%	70%	30%	53%	68%	66%	23%	55%	40%	48%	25%	16%	16%	38%	24%	40%	47%	61%	66%	62%
	CEMQSU	ADFRTV	CR	CS	R	CEMQSU	GBDFJRTVX	CS	IDFRTV	ACEGMOGSUW	BDFPRTV	MDFRTV	CEMQSU	DFR	RCS		S	UDFR	ACEGMOGSU	WDFPRTV	ACEGMOGSU	BDFPRTV	ACEGMOGSU	WDFPRTV	ACEGMOGSU	BDFPRTV
.email	1750	1719	47	63	21	25	79	90	26	39	50	51	17	41	35	32	43	13	20	50	44	58	348	383	39	29
	28%	32%	9%	14%	11%	14%	35%	49%	26%	43%	49%	54%	17%	42%	31%	35%	20%	7%	10%	28%	18%	25%	31%	38%	39%	31%
	CEMQSU	ADFRV	CR	R	ACEGMOGSU	GBDFJRTVXZ	CES	IBDFRTV	ACEGMOGSUW	BDFPRTVXZ	C	MBDFRTV	CEMQSU	DFR	RCES		SDFR	CES	UDFR	ACEGMOGSU	WDFPRTV	ACEGMOGSU	DFR	UDFR	ACEGMOGSU	WDFPRTV
.link	1484	1463	32	31	16	18	82	85	12	21	38	37	11	24	17	19	30	7	20	23	17	33	259	336	41	30
	24%	27%	6%	7%	8%	10%	37%	46%	12%	23%	37%	39%	11%	25%	15%	21%	14%	4%	10%	13%	7%	14%	23%	34%	41%	32%
	CEMQSU	ADFRTV	R	ACEGMOGSUW	BDFJNRTV	IDFRTV	ACEGMOGSUW	BDFJNRTV	MDFRTV	CEU	DFR	RCU		DR		UDR	CEMQSU	WDFJRTV	ACEGMOGSU	DFRTV		UDR	CEMQSU	WDFJRTV	ACEGMOGSU	DFRTV
.club	774	852	11	17	8	6	31	28	10	9	17	20	4	9	8	11	15	4	4	21	14	14	202	267	26	27
	13%	16%	2%	4%	4%	3%	14%	15%	10%	10%	17%	21%	4%	9%	7%	12%	7%	2%	2%	12%	6%	6%	18%	27%	26%	29%
	CEMQSU	ADFRV	C	CEMQSU	DFRV	CES	DFR	CEMQSU	DFJNRTV	DFR	CS	DFR	RCS		SDFR		ACEGMOGSUW	WDFHJRTV	ACEGMOGSU	BDFHJNRTV		ACEGMOGSUW	WDFHJRTV	ACEGMOGSU	BDFHJNRTV	
.guru	647	646	20	26	16	9	19	32	4	7	7	12	1	10	1	5	16	9	5	7	6	20	74	84	14	11
	11%	12%	4%	6%	8%	5%	9%	17%	4%	8%	7%	13%	1%	10%	1%	5%	7%	5%	2%	4%	2%	9%	7%	8%	14%	12%
	CMOSUW	ADFRTVX	CMOSU	CMOSU	GBDFJRTVX	MOU	DFRT		MT		MOSU											UT	CMOSU	T	CMOSUW	DFRT
.photography	534	587	9	18	6	6	11	24	6	8	21	19	-	11	15	16	8	8	3	10	8	11	85	113	18	12
	9%	11%	2%	4%	3%	3%	5%	13%	6%	9%	21%	20%		11%	13%	17%	4%	4%	1%	6%	3%	5%	8%	11%	18%	13%
	CEGMSU	ADFRTV	C	CMS	GDFRTV	CMS	D	ACEGMOGSUW	BDFJRTVX	MDFRV	CEGMSUW	BDFRTV														
.xyz	309	482	10	11	5	7	4	5	2	4	5	15	1	6	3	11	1	12	2	9	7	10	86	112	11	16
	5%	9%	2%	2%	3%	4%	2%	3%	2	4%	5%	16%	1%	6%	3%	12%	*	7%	1%	5%	3%	4%	8%	11%	11%	17%
	CGQS	ADFHV								QS	KBDFHJRTV															
.realtor	352	306	40	46	22	21	7	3	1	2	4	6	-	3	4	-	7	4	-	3	3	3	60	62	7	4
	6%	6%	8%	10%	11%	12%	3%	2%	1%	2%	4%	6%		3%	4%		3%	2%		2%	1%	1%	5%	6%	7%	4%
	IMSU	HPRTV	AGIMOSUW	BHJNPRTVX	AGIMOSUW	BHJNPRTVXZ	S			MS	HPTV															

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

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

Base: All Qualified Respondents

	Country																										
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*	
GEOGRAPHICALLY TARGETED (NET)	360 6%	830 15%	29 6%	41 9%	-	15 8%	-	12 7%	3 3%	5 6%	7 7%	32 34%	1 1%	16 16%	4 4%	14 15%	36 16%	22 12%	4 2%	21 12%	48 19%	54 24%	228 21%	212 21%	-	18 19%	
GEOGRAPHICALLY TARGETED (NEW IN 2016) (SUB-NET)	-	594 11%	-	-	-	15 8%	-	12 7%	-	5 6%	-	32 34%	-	16 16%	-	14 15%	-	-	-	21 12%	-	-	-	-	93 9%	18 19%	
.Foshan	-	93 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	93 9%	-	-
.tokyo	-	74 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.delhi	-	73 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.mockba	-	42 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.seoul	-	37 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.istanbul	-	32 1%	-	-	-	-	-	-	-	-	-	32 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.jakarta	-	26 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.bogota	-	22 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.paris	-	21 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21 12%	-	-	-	-	-	-	-
.manilla	-	21 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.rio	-	21 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cairo	-	19 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.hanoi	-	18 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18 19%	
.madrid	-	16 A	-	-	-	-	-	-	-	-	-	-	-	16 16%	-	-	-	-	-	-	-	-	-	-	-	-	-
.abuja	-	15 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All Qualified Respondents

	Country																											
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)		
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*		
.toronto	-	15	-	-	-	15	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		A				EBDHJLNRTVYZ																						
.capetown	-	14	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		A																										
.warszawa	-	14	-	-	-	-	-	-	-	-	-	-	-	-	-	14	-	-	-	-	-	-	-	-	-	-	-	
		A														BDHFJLNRTVYZ												
.guadalajara	-	12	-	-	-	-	-	12	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		A						BDGFANPRTVYZ																				
.roma	-	5	-	-	-	-	-	-	-	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		A								IBDFLNAPRTVYZ																		
.cordoba	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		A																										
GEOGRAPHICALLY TARGETED (CONSISTENT) (SUB-NET)	360	286	29	41	-	-	-	-	3	-	7	-	1	-	4	-	36	22	4	-	48	54	228	169	-	-		
	6%	5%	6%	9%					3%		7%		1%		4%		16%	12%	2%		19%	24%	21%	17%				
	EGMSY	FHJLNPTZ	EGMSY	BFHJLNPTZ					EG		LEGMSY				EG		ACEGKMOSY	BFHJLNPTZ	EG		ACEGKMOSY	BDHFJLNRTVYZ	XACEGKMOSY	BDHFJLNRTVYZ				
.wang	124	124	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	124	124	-	-	
	2%	2%																					11%	12%				
	CEGGSU	DFHRTV																					ACEGKMOSY	BDHFJLNRTVYZ				
.xn-55qx5d (Chinese for company)	105	65	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	105	65	-	-	
	2%	1%																					9%	7%				
	BCGU	D																					XACEGKMOSY	BDHFJLNRTVYZ				
.berlin	46	53	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46	53	-	-	-	-		
	1%	1%																			18%	23%						
	W	DX																			ACEGKMOSY	BDHFJLNRTVYZ						
.xn-ses554g (Chinese for network address)	114	46	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	114	46	-	-	
	2%	1%																						10%	5%			
	BCGU	D																					XACEGKMOSY	BDHFJLNRTVYZ				
.nyc	29	41	29	41	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	1%	6%	6%	9%																								
	W	X	ACEGKMOSY	BFHJLNPTZ																								
.london	72	22	-	-	-	-	-	-	3	-	7	-	1	-	4	-	36	22	4	-	17	-	-	-	-	-		
	1%	3%							3%		7%		1%		4%		16%	12%	2%		7%							
	BCW	X							CEGW		LACEGMSY		CW		ACEGW		ACEGKMOSY	BFHJLNPTZ	CEGW		VACEGMSY							
.ovh	2	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	5	-	-		
																							1%	2%				
																							ACW	BDFHRTX				
I am not aware of any of these	3346	2081	399	309	146	108	111	39	71	34	32	25	77	30	66	35	147	137	167	86	171	81	537	298	34	23		
	54%	38%	79%	67%	73%	60%	50%	21%	70%	38%	31%	26%	77%	31%	59%	38%	67%	76%	83%	48%	68%	36%	48%	30%	34%	25%		
	BKWWY	HLXZ	DAGKODUWY	BHJLNPTVYZ	FAGKOWY	BHJLNPTVYZ	HKY	JAGKWWY		H		NAGKOWY		PKWWY		H	AGKWWY	BDHFJLNPTVYZ	TAEGKODUWY	BHJLNPTVYZ	VAGKWWY	H	XKY	H				
Sigma	9688	16694	597	801	240	325	344	688	135	245	181	402	112	301	153	273	303	273	225	434	335	556	1994	3505	190	347		
	158%	306%	119%	174%	120%	180%	154%	374%	134%	272%	177%	423%	112%	310%	137%	297%	138%	152%	112%	240%	134%	244%	180%	352%	190%	373%		

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

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

8 Jun 2016
Table 106

Base: Has Heard Of New Extensions

	Country																										
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	2798	3391	103	152	54*	73*	112	145	30*	56*	70*	70*	23**	67*	46*	57*	73*	43*	34*	95*	79*	147	573	698	66*	70*	
.news	-	980 29% ADRV	-	24 16% C	-	14 19% E	-	33 23% G	-	12 21% I	-	18 26% K	-	18 27% O	-	14 25% O	-	6 14% Q	-	19 20% S	-	25 17% U	-	209 30% WDRTV	-	31 44% YBDFJNPRVX	
.email	1052 38% BCESU	963 28% DFRV	16 16%	22 14%	9 17%	7 10%	52 46% ACEQSU	53 37% BDFRV	15 50% CEQSU	23 41% BDFRV	34 49% CEQSU	35 50% BDFRV	8 35% DFRV	19 28% PCEQSU	21 46% FV	14 25% FV	20 27% R	5 12%	6 18%	26 27% DFRV	12 15%	18 12%	218 38% XCESU	228 33% BDFRV	32 48% ZCEQSU	21 30% DFRV	
.online	-	819 24% ADFR	-	11 7% C	-	8 11% E	-	42 29% GDFJRT	-	8 14% I	-	21 30% KDFJRT	-	24 24% DF	-	13 23% OD	-	4 9% Q	-	16 17% SD	-	44 30% UDFJRTX	-	150 21% WDF	-	23 33% YDFJRTX	
.link	726 26% BCEQU	673 20% DFRTV	8 8%	4 3%	3 6%	5 7% HACEQSU	54 48% BDFJNRTV	43 30% BDFJNRTV	5 17% U	6 11% D	19 27% CEQU	23 33% BDFJNRTV	1 4%	9 13% D	6 13% DRV	10 18% DRV	9 12%	2 2%	5 15% U	10 11% D	3 4%	9 4%	147 26% CEQU	169 24% BDFJNRTV	27 41% ZACEIQSUW	14 20% DFRV	
.website	-	580 17% ADRV	-	10 7% C	-	4 5% E	-	35 24% GDFRVX	-	8 14% I	-	19 27% KDFRVX	-	13 19% DFV	-	7 12% O	-	3 7% Q	-	18 19% SDFV	-	12 8% U	-	94 13% WD	-	16 23% YDFRVX	
.site	-	463 14% ADV	-	7 5% C	-	6 8% E	-	23 18% GDJV	-	3 5% E	-	15 21% KDFJNPRVX	-	6 9% V	-	4 7% V	-	3 7% Q	-	14 15% SDV	-	4 3%	-	85 12% WDV	-	19 27% YBDFJNPRVX	
.club	337 12% CSU	355 10% DFNPRV	1 1%	8 5%	3 6%	2 3%	15 13% CSU	10 7% JCSU	5 7%	2 4%	10 14% CSU	10 14% DFJNPRV	1 4%	2 3%	2 4%	1 2%	6 8% C	-	-	7 7%	3 4%	4 3%	99 17% ACEQSU	130 19% BDFJNRTV	12 18% CEOSU	10 14% DFJNPRV	
.space	-	288 8% ADV	-	4 3%	-	2 3%	-	20 14% GBDFNV	-	8 14% IDFV	-	10 14% KDFV	-	3 4%	-	4 7% V	-	2 5% V	-	8 8% DV	-	4 3%	-	64 9% WDV	-	4 6% YDFRVX	
.guru	284 10% BEOUW	264 8% DX	5 5%	5 3%	1 2%	3 4%	6 5%	11 8% JCSU	2 7%	2 4%	4 6% CSU	6 9% DFJNPRV	1 4%	2 3%	-	2 4%	5 7%	2 5%	-	3 3%	2 3%	8 5%	39 7% ACEQSU	41 6% BDFJNRTV	10 15% ZCEGOSUW	3 4%	
.photography	249 9% BCU	238 7% DX	1 1%	8 5%	3 6% U	2 3%	5 4%	12 8% JCSU	3 10% CU	3 5% ACEQSUW	13 19% DFTVX	9 13% DFJNPRV	-	5 7%	7 15% CGU	8 14% BDFTVX	4 5% U	4 9%	2 6% U	3 3%	-	6 4%	51 8% CU	44 6% BDFJNRTV	8 12% CU	6 9%	
.top	-	234 7% ADHV	-	1 1%	-	1 1%	-	4 3%	-	2 4%	-	5 7% KD	-	2 3%	-	4 7% D	-	1 2%	-	5 5% D	-	3 2%	-	120 17% WDRTV	-	5 7% YD	
.xyz	130 5% C	226 7% ADHV	-	2 1%	1 2%	5 7% DH	2 2%	1 1%	-	1 2%	2 3% DHV	7 10% DFJNPRV	1 4%	4 6% H	1 2% DH	4 7% DH	-	3 7% QDH	-	5 5% H	1 1%	4 3%	43 8% ACGQU	65 9% BDHV	7 11% ACGQU	9 13% BDHV	
.pics	-	224 7% AV	-	5 3%	-	1 1%	-	9 6% G	-	5 9% FRV	-	5 7% K	-	3 4%	-	2 4% V	-	-	-	4 4%	-	3 2%	-	57 8% WDFV	-	2 3%	
.realtor	146 5% BU	112 3% AGQU	10 10% BHNPV	10 7% GQSU	6 11% BHLNPTVXZ	9 12% BHLNPTVXZ	2 2%	1 1%	1 3%	2 4%	2 3%	1 1%	-	-	2 4%	-	1 1%	2 5%	-	3 3%	-	2 1%	35 6% U	27 4% BDFJNRTV	4 6% U	2 3%	
.wang	70 3% B	59 2% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	70 12% XACEIQSUW	59 8% BDFJNRTV	-	-
.Foshan	-	41 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41 6% WDRTV	-	-	

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

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

8 Jun 2016
Table 106

Base: Has Heard Of New Extensions

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	2798	3391	103	152	54*	73*	112	145	30*	56*	70*	70*	23**	67*	46*	57*	73*	43*	34*	95*	79*	147	573	698	66*	70*
.delhi	-	30 1% AX	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.tokyo	-	25 1% AX	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-55qx5d (Chinese for company)	55 2% B	23 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	55 10% XACEGKQJUY	23 3% BDHV	-	-
.seoul	-	20 1% AX	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-ses54q (Chinese for network address)	70 3% B	18 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	70 12% XACEGKQJUY	18 3% BDV	-	-
.mockba	-	17 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.istanbul	-	16 * A	-	-	-	-	-	-	-	-	16 23% KBDFLNPRITVXZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.jakarta	-	14 * A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.bogota	-	14 * A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.nyc	8 *	14 * AEGKQJUY	8 8%	14 9% BFLNPRITVXZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.berlin	5	13 * A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 6% ACGKQJUY	13 9% BDFLNPRITXZ	-	-	-	
.cairo	-	11 * A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.rio	-	10 * A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.madrid	-	10 * A	-	-	-	-	-	-	-	-	-	-	10 15% BDFLNPRITVXZ	-	-	-	-	-	-	-	-	-	-	-	-	-
.paris	-	9 * A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 9% BDFLNPRITVXZ	-	-	-	-	-	-
.abuja	-	9 * A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.hanoi	-	7 * A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 10% YBDFLNPRITVX

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

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

Base: Has Heard Of New Extensions

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2798	3391	103	152	54*	73*	112	145	30*	56*	70*	70*	23**	67*	46*	57*	73*	43*	34*	95*	79*	147	573	698	66*	70*
.london	26 1%	7*	-	-	-	-	-	-	2 7%	-	4 6%	-	-	-	3 7%	-	12 16%	7 16%	2 6%	-	3 4%	-	-	-	-	-
	BW	A							ACGWY		LACGW				ACGWY		ACEGKJWY	BOFHJLNPVZ	TACGW		VACGW					
.warszawa	-	6*	-	-	-	-	-	-	-	-	-	-	-	-	-	6 11%	-	-	-	-	-	-	-	-	-	-
		A														BOFHJLNPVZ										
.manilla	-	5*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		A																								
.guadalajara	-	5*	-	-	-	-	-	-	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		A							GBDVX																	
.toronto	-	4*	-	-	-	4 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
						BDHLTVXZ																				
.capetown	-	3*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.roma	-	3*	-	-	-	-	-	-	-	3 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
										BDFHTVX																
.ovh	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-
																						BX				
.cordoba	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the above	972 35%	1025 30%	68 66%	86 57%	34 63%	36 49%	18 16%	39 27%	14 47%	21 38%	23 33%	15 21%	12 52%	21 31%	11 24%	18 32%	40 55%	26 60%	21 62%	34 36%	60 76%	68 46%	160 28%	145 21%	14 21%	13 19%
	BGWY	XZ	AGKOWY	BHJLNPVZ	AGKOWY	BHJLNPVZ		G	GOWY	XZ	G			X		AGKOWY	BHJLNPVZ	TAGKOWY	LXZ	VAGIKOWY	BHJLNPVZ		XG			
Sigma	4130 148%	7839 231%	117 114%	221 145%	60 111%	109 149%	154 138%	341 235%	47 157%	109 195%	111 159%	215 307%	24 104%	133 199%	53 115%	111 195%	97 133%	69 160%	36 106%	184 194%	89 113%	228 155%	987 172%	1769 253%	114 173%	185 264%

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

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?

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
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	-	3002 55% RX	-	283 61% BRVX	-	112 62% RVX	-	120 65% BRVX	-	57 63% RVX	-	54 57% X	-	52 54%	-	49 53%	-	85 47%	-	104 57% X	-	116 51%	-	436 44%	-	68 73% BDLNPRTVX
I would expect there to be some relationship, but it could include sites for entities that are not themselves banks	-	1337 25% DTZ	-	93 20%	-	39 22%	-	41 22% Z	-	22 24% Z	-	25 26% Z	-	31 32% DTZ	-	26 28% TZ	-	44 24% Z	-	31 17%	-	56 25% Z	-	342 34% BDFHRTVZ	-	11 12%
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	-	303 6% RT	-	19 4%	-	7 4%	-	10 5% R	-	1 1%	-	3 3%	-	6 6% RT	-	3 3%	-	2 1%	-	3 2%	-	12 5% R	-	65 7% JRT	-	3 3%
I don't have any strong expectations, I'll probably just look at search results and figure it out	-	810 15% H	-	66 14% H	-	23 13%	-	13 7%	-	10 11%	-	13 14%	-	8 8%	-	14 15% H	-	49 27% BDFHJLNFXZ	-	43 24% BDFHJLNFXZ	-	44 19% HN	-	153 15% H	-	11 12%
Sigma	-	5452 100%	-	461 100%	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q812. Assume you are looking for information about wildlife photography. How likely would you be to visit each of the following sites?
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
Wildanimalphotography.com [ENGLISH]	-	3955 73% TV	-	366 79% BRTVX	-	143 79% BRTV	-	140 76% TV	-	72 80% TV	-	72 76% TV	-	69 71% T	-	66 72% T	-	125 69% T	-	100 55% T	-	140 61% T	-	722 72% TV	-	70 75% TV
Wildanimalphotography.com	-	2708 72% T	-	-	-	-	-	137 74% T	-	68 76% T	-	74 78% T	-	74 76% T	-	77 84% BT	-	-	-	116 64% T	-	160 70% T	-	791 79% BT	-	77 83% BT
Wildanimalphotos.info	-	3470 64% DFRTV	-	248 54% T	-	101 56% T	-	125 68% DFRTV	-	56 62% T	-	59 62% T	-	70 72% DFRTV	-	65 71% DFRTV	-	91 51% T	-	94 52% T	-	125 55% T	-	680 68% BDFRTV	-	71 76% BDFJLRTV
Wildanimal.photos	-	3144 58% DFRTV	-	231 50% R	-	87 48% T	-	113 61% DFRTV	-	61 68% DFRTV	-	60 63% DFRTV	-	61 63% DFRTV	-	54 59% RV	-	71 39% T	-	87 48% T	-	104 46% T	-	652 65% BDFRTV	-	60 65% DFRTV
Wildanimalphotography	-	3070 56% DRTV	-	237 51% RTV	-	95 52% RT	-	114 62% DRTV	-	54 60% RTV	-	59 62% RTV	-	61 63% DRTV	-	57 62% RTV	-	72 40% T	-	75 41% T	-	99 43% T	-	598 60% BDRTV	-	57 61% RTV

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

Q812. Assume you are looking for information about wildlife photography. How likely would you be to visit each of the following sites?
SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	-**	5452	-**	461	-**	181	-**	184	-**	90*	-**	95*	-**	97*	-**	92*	-**	180	-**	181	-**	228	-**	996	-**	93*
Wildanimal.photography	-	1625 30% XZ	-	143 31% Z	-	60 33% Z	-	53 29%	-	26 29%	-	22 23%	-	25 26%	-	30 33%	-	58 32% Z	-	70 39% BHLNXZ	-	99 43% BDFHJLNRXZ	-	268 27%	-	19 20%
Wildanimal.photos	-	1591 29% X	-	153 33% BLX	-	67 37% BLXZ	-	54 29% X	-	23 26%	-	21 22%	-	27 28%	-	31 34% X	-	62 34% LX	-	63 35% LX	-	92 40% BHJLNXZ	-	215 22%	-	23 25%
Wildanimalphotos.info	-	1322 24% XZ	-	143 31% BLNXZ	-	57 31% BLNXZ	-	45 24% Z	-	24 27% Z	-	17 18%	-	18 19%	-	22 24% Z	-	50 28% XZ	-	57 31% BLNXZ	-	74 32% BLNXZ	-	195 20% Z	-	9 10%
Wildanimalphotography.co m [ENGLISH]	-	982 18% D	-	61 13%	-	24 13%	-	33 18%	-	12 13%	-	11 12%	-	22 23% DFL	-	21 23% DFL	-	25 14% DFL	-	53 29% BDFHJLRXZ	-	66 29% BDFHJLRXZ	-	165 17%	-	14 15%
Wildanimalphotography.co m	-	665 18% XZ	-	-	-	-	33 18% Z	-	14 16%	-	10 11%	-	14 14%	-	10 11%	-	-	-	-	39 22% LPXZ	-	39 17%	-	129 13%	-	8 9%

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

Q812_1. Assume you are looking for information about wildlife photography. How likely would you be to visit each of the following sites?

8 Jun 2016
Table 110

1. Wildanimalphotography.com [ENGLISH]

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US (18+)	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	3955	-	366	-	143	-	140	-	72	-	72	-	69	-	66	-	125	-	100	-	140	-	722	-	70
	-	73%	-	79%	-	79%	-	76%	-	80%	-	76%	-	71%	-	72%	-	69%	-	55%	-	61%	-	72%	-	75%
		TV		BRTVX		BRTV		TV		TV		TV		T		T		T		T		T		TV		TV
Very likely	-	2531	-	252	-	96	-	100	-	42	-	48	-	45	-	41	-	79	-	47	-	78	-	386	-	44
	-	46%	-	55%	-	53%	-	54%	-	47%	-	51%	-	46%	-	45%	-	44%	-	26%	-	34%	-	39%	-	47%
		TVX		BRTVX		TVX		BRTVX		TV		TVX		TV		T		TV		T		T		T		TV
Somewhat likely	-	1424	-	114	-	47	-	40	-	30	-	24	-	24	-	25	-	46	-	53	-	62	-	336	-	26
	-	26%	-	25%	-	26%	-	22%	-	33%	-	25%	-	25%	-	27%	-	26%	-	29%	-	27%	-	34%	-	28%
		H								H														BDFHR		
BOTTOM 2 BOX (NET)	-	982	-	61	-	24	-	33	-	12	-	11	-	22	-	21	-	25	-	53	-	66	-	165	-	14
	-	18%	-	13%	-	13%	-	18%	-	13%	-	12%	-	23%	-	23%	-	14%	-	29%	-	29%	-	17%	-	15%
		D								D				DFL		DFL				BDFHJLRXZ		BDFHJLRXZ				
Somewhat unlikely	-	487	-	24	-	9	-	12	-	7	-	7	-	15	-	9	-	9	-	21	-	31	-	130	-	8
	-	9%	-	5%	-	5%	-	7%	-	8%	-	7%	-	15%	-	10%	-	5%	-	12%	-	14%	-	13%	-	9%
		D								D				BDFHR						DFR		BDFHR		BDFHR		
Very unlikely	-	495	-	37	-	15	-	21	-	5	-	4	-	7	-	12	-	16	-	32	-	35	-	35	-	6
	-	9%	-	8%	-	8%	-	11%	-	6%	-	4%	-	7%	-	13%	-	9%	-	18%	-	15%	-	4%	-	6%
		X		X		X		LX						LX		LX		X		BDFJLRXZ		BDFJLRXZ		X		
Not sure	-	515	-	34	-	14	-	11	-	6	-	12	-	6	-	5	-	30	-	28	-	22	-	109	-	9
	-	9%	-	7%	-	8%	-	6%	-	7%	-	13%	-	6%	-	5%	-	17%	-	15%	-	10%	-	11%	-	10%
																		BDFHJLRXZ		BDFHJLRXZ		BDFHJLRXZ		DH		
Sigma	-	5452	-	461	-	181	-	184	-	90	-	95	-	97	-	92	-	180	-	181	-	228	-	996	-	93
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

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

Q812_2. Assume you are looking for information about wildlife photography. How likely would you be to visit each of the following sites?

8 Jun 2016
Table 111

2. Wildanimal.photography

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US (18+)	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	3070	-	237	-	95	-	114	-	54	-	59	-	61	-	57	-	72	-	75	-	99	-	598	-	57
Very likely	-	1225	-	71	-	33	-	53	-	23	-	25	-	27	-	21	-	26	-	25	-	33	-	195	-	21
Somewhat likely	-	1845	-	166	-	62	-	61	-	31	-	34	-	34	-	36	-	46	-	50	-	66	-	403	-	36
BOTTOM 2 BOX (NET)	-	1625	-	143	-	60	-	53	-	26	-	22	-	25	-	30	-	58	-	70	-	99	-	268	-	19
Somewhat unlikely	-	1039	-	74	-	39	-	31	-	18	-	17	-	21	-	21	-	36	-	34	-	65	-	217	-	12
Very unlikely	-	586	-	69	-	21	-	22	-	8	-	5	-	4	-	9	-	22	-	36	-	34	-	51	-	7
Not sure	-	757	-	81	-	26	-	17	-	10	-	14	-	11	-	5	-	50	-	36	-	30	-	130	-	17
Sigma	-	5452	-	461	-	181	-	184	-	90	-	95	-	97	-	92	-	180	-	181	-	228	-	996	-	93
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

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

Q812_3. Assume you are looking for information about wildlife photography. How likely would you be to visit each of the following sites?

8 Jun 2016
Table 112

3. Wildanimal.photos

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	3144	-	231	-	87	-	113	-	61	-	60	-	61	-	54	-	71	-	87	-	104	-	652	-	60
		58%		50%		48%		61%		68%		63%		63%		59%		39%		48%		46%		65%		65%
Very likely	-	1317	-	85	-	29	-	51	-	30	-	21	-	26	-	18	-	24	-	28	-	41	-	249	-	29
		24%		18%		16%		28%		33%		22%		27%		20%		13%		15%		18%		25%		31%
Somewhat likely	-	1827	-	146	-	58	-	62	-	31	-	39	-	35	-	36	-	47	-	59	-	63	-	403	-	31
		34%		32%		32%		34%		34%		41%		36%		39%		26%		33%		28%		40%		33%
BOTTOM 2 BOX (NET)	-	1591	-	153	-	67	-	54	-	23	-	21	-	27	-	31	-	62	-	63	-	92	-	215	-	23
		29%		33%		37%		29%		26%		22%		28%		34%		34%		35%		40%		22%		25%
Somewhat unlikely	-	1007	-	91	-	38	-	32	-	15	-	14	-	22	-	19	-	38	-	34	-	55	-	175	-	17
		18%		20%		21%		17%		17%		15%		23%		21%		21%		19%		24%		18%		18%
Very unlikely	-	584	-	62	-	29	-	22	-	8	-	7	-	5	-	12	-	24	-	29	-	37	-	40	-	6
		11%		13%		16%		12%		9%		7%		5%		13%		13%		16%		16%		4%		6%
Not sure	-	717	-	77	-	27	-	17	-	6	-	14	-	9	-	7	-	47	-	31	-	32	-	129	-	10
		13%		17%		15%		9%		7%		15%		9%		8%		26%		17%		14%		13%		11%
Sigma	-	5452	-	461	-	181	-	184	-	90	-	95	-	97	-	92	-	180	-	181	-	228	-	996	-	93
		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%

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

Q812_4. Assume you are looking for information about wildlife photography. How likely would you be to visit each of the following sites?
4. Wildanimalphotos.info

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US (18+)	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	3470	-	248	-	101	-	125	-	56	-	59	-	70	-	65	-	91	-	94	-	125	-	680	-	71
Very likely	-	1504	-	81	-	39	-	60	-	23	-	20	-	28	-	30	-	33	-	33	-	50	-	230	-	35
Somewhat likely	-	1966	-	167	-	62	-	65	-	33	-	39	-	42	-	35	-	58	-	61	-	75	-	450	-	36
BOTTOM 2 BOX (NET)	-	1322	-	143	-	57	-	45	-	24	-	17	-	18	-	22	-	50	-	57	-	74	-	195	-	9
Somewhat unlikely	-	856	-	80	-	39	-	23	-	19	-	13	-	13	-	14	-	31	-	31	-	48	-	159	-	7
Very unlikely	-	466	-	63	-	18	-	22	-	5	-	4	-	5	-	8	-	19	-	26	-	26	-	36	-	2
Not sure	-	660	-	70	-	23	-	14	-	10	-	19	-	9	-	5	-	39	-	30	-	29	-	121	-	13
Sigma	-	5452	-	461	-	181	-	184	-	90	-	95	-	97	-	92	-	180	-	181	-	228	-	996	-	93

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

Q812_5. Assume you are looking for information about wildlife photography. How likely would you be to visit each of the following sites?
5. Wildanimalphotography.com

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	3753	**	**	**	**	**	184	**	90*	**	95*	**	97*	**	92*	**	**	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	2708 72% T	-	-	-	-	-	137 74% T	-	68 76% T	-	74 78% T	-	74 76% T	-	77 84% BTV	-	-	-	116 64% T	-	160 70% T	-	791 79% BTV	-	77 83% BTV
Very likely	-	1779 47% T	-	-	-	-	-	99 54% T	-	40 44% T	-	52 55% T	-	43 44% T	-	52 57% T	-	-	-	68 38% T	-	106 46% T	-	485 49% T	-	63 68% BHJNTVX
Somewhat likely	-	929 25% Z	-	-	-	-	-	38 21% Z	-	28 31% Z	-	22 23% Z	-	31 32% HZ	-	25 27% Z	-	-	-	48 27% Z	-	54 24% Z	-	306 31% BHVZ	-	14 15% Z
BOTTOM 2 BOX (NET)	-	665 18% XZ	-	-	-	-	-	33 18% Z	-	14 16% Z	-	10 11% Z	-	14 14% Z	-	10 11% Z	-	-	-	39 22% LPXZ	-	39 17% Z	-	129 13% Z	-	8 9% Z
Somewhat unlikely	-	332 9% Z	-	-	-	-	-	14 8% Z	-	7 8% Z	-	7 7% Z	-	9 9% Z	-	8 9% Z	-	-	-	16 9% Z	-	16 7% Z	-	80 8% Z	-	7 8% Z
Very unlikely	-	333 9% LPXZ	-	-	-	-	-	19 10% LPXZ	-	7 8% Z	-	3 3% Z	-	5 5% Z	-	2 2% Z	-	-	-	23 13% LNPXZ	-	23 10% LPXZ	-	49 5% Z	-	1 1% Z
Not sure	-	380 10% X	-	-	-	-	-	14 8% X	-	8 9% X	-	11 12% X	-	9 9% X	-	5 5% X	-	-	-	26 14% HPX	-	29 13% X	-	76 8% X	-	8 9% X
Sigma	-	3753 100%	-	-	-	-	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	-	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q826X1. And if you were looking to buy a new camera, how likely would you be to visit each of the following?
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
Digitalcameras.com	-	4344 80% T	-	385 84% BRT	-	147 81% T	-	154 84% T	-	70 78% T	-	76 80% T	-	78 80% T	-	73 79% T	-	138 77% T	-	121 67% T	-	182 80% T	-	819 82% BT	-	80 86% T
Digitalcameras	-	3900 78% RT	-	-	-	146 81% RT	-	148 80% RT	-	72 80% RT	-	78 82% RT	-	80 82% RT	-	66 72% RT	-	121 67% RT	-	124 69% RT	-	186 82% RT	-	803 81% BPRT	-	78 84% PRT
Digitalcameras.shop	-	3368 62% DRT	-	233 51% RT	-	100 55% RT	-	129 70% BDFLRTV	-	63 70% DFRTV	-	55 58% RT	-	59 61% RT	-	62 67% DRT	-	76 42% RT	-	78 43% RT	-	130 57% RT	-	677 68% BDFLRTV	-	75 81% BDFLNPRTVX
Digital.cameras	-	2792 51% DFRTV	-	194 42% RT	-	73 40% DFRTV	-	102 55% DFRTV	-	40 44% DFRTV	-	55 58% DFRTV	-	59 61% DFJRTV	-	58 63% BDFJRTV	-	64 36% RT	-	72 40% RT	-	81 36% RT	-	605 61% BDFJRTV	-	60 65% BDFJRTV

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

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

8 Jun 2016
Table 116

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
Digital.cameras	-	1903 35% XZ	-	185 40% BXZ	-	81 45% BLNPXZ	-	65 35% XZ	-	37 41% XZ	-	28 29% Z	-	29 30% Z	-	27 29% Z	-	73 41% XZ	-	74 41% XZ	-	116 51% BDHLNPRXZ	-	264 27% Z	-	17 18% Z
Digitalcameras.shop	-	1432 26% XZ	-	151 33% BJXZ	-	58 32% XZ	-	46 25% Z	-	20 22% Z	-	26 27% Z	-	27 28% Z	-	23 25% Z	-	63 35% BHJXZ	-	69 38% BHJXPZ	-	76 33% BXZ	-	206 21% Z	-	13 14% Z
Digitalcameras	-	657 13% X	-	-	-	21 12% Z	-	26 14% Z	-	9 10% Z	-	8 8% Z	-	12 12% Z	-	18 20% LX	-	29 16% X	-	36 20% BFJLVXZ	-	26 11% Z	-	102 10% Z	-	9 10% Z
Digitalcameras.com	-	696 13% DX	-	45 10% Z	-	21 12% Z	-	23 13% Z	-	12 13% Z	-	9 9% Z	-	14 14% Z	-	15 16% Z	-	20 11% Z	-	36 20% BDFLRX	-	31 14% Z	-	101 10% Z	-	10 11% Z

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

Q826X1_1. And if you were looking to buy a new camera, how likely would you be to visit each of the following?
1. Digitalcameras.com

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	4344 80% T	-	385 84% BRT	-	147 81% T	-	154 84% T	-	70 78% T	-	76 80% T	-	78 80% T	-	73 79% T	-	138 77% T	-	121 67% T	-	182 80% T	-	819 82% BT	-	80 86% T
Very likely	-	2955 54% RTX	-	269 58% PRTX	-	103 57% RTX	-	121 66% BJLNPRVTX	-	47 52% T	-	48 51% T	-	49 51% T	-	43 47% T	-	81 45% T	-	56 31% T	-	119 52% T	-	469 47% T	-	58 62% PRTX
Somewhat likely	-	1389 25% H	-	116 25% H	-	44 24% H	-	33 18% H	-	23 26% H	-	28 29% H	-	29 30% H	-	30 33% H	-	57 32% H	-	65 36% BDFHZ	-	63 28% H	-	350 35% BDFHVZ	-	22 24% H
BOTTOM 2 BOX (NET)	-	696 13% DX	-	45 10% DX	-	21 12% DX	-	23 13% DX	-	12 13% DX	-	9 9% DX	-	14 14% DX	-	15 16% DX	-	20 11% DX	-	36 20% BDFLRX	-	31 14% DX	-	101 10% DX	-	10 11% DX
Somewhat unlikely	-	351 6% DR	-	19 4% DR	-	9 5% DR	-	10 5% DR	-	8 9% DR	-	6 6% DR	-	6 6% DR	-	10 11% DR	-	3 2% DR	-	12 7% DR	-	18 8% DR	-	70 7% DR	-	8 9% DR
Very unlikely	-	345 6% X	-	26 6% X	-	12 7% X	-	13 7% X	-	4 4% X	-	3 3% X	-	8 8% X	-	5 5% X	-	17 9% XZ	-	24 13% BDFJLPVXZ	-	13 6% XZ	-	31 3% XZ	-	2 2% XZ
Not sure	-	412 8% H	-	31 7% H	-	13 7% H	-	7 4% H	-	8 9% H	-	10 11% H	-	5 5% H	-	4 4% H	-	22 12% BDHPVXZ	-	24 13% BDHPVXZ	-	15 7% BDHPVXZ	-	76 8% BDHPVXZ	-	3 3% BDHPVXZ
Sigma	-	5452 100%	-	461 100%	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q826X1_2. And if you were looking to buy a new camera, how likely would you be to visit each of the following?
2. Digital cameras

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US (18+)	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France (18+)	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China (18+)	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	2792	-	194	-	73	-	102	-	40	-	55	-	59	-	58	-	64	-	72	-	81	-	605	-	60
		51%		42%		40%		55%		44%		58%		61%		63%		36%		40%		36%		61%		65%
Very likely	-	988	-	51	-	23	-	32	-	21	-	19	-	16	-	20	-	23	-	18	-	30	-	197	-	25
		18%		11%		13%		17%		23%		20%		16%		22%		13%		10%		13%		20%		27%
Somewhat likely	-	1804	-	143	-	50	-	70	-	19	-	36	-	43	-	38	-	41	-	54	-	51	-	408	-	35
		33%		31%		28%		38%		21%		38%		44%		41%		23%		30%		22%		41%		38%
BOTTOM 2 BOX (NET)	-	1903	-	185	-	81	-	65	-	37	-	28	-	29	-	27	-	73	-	74	-	116	-	264	-	17
		35%		40%		45%		35%		41%		29%		30%		29%		41%		41%		51%		27%		18%
Somewhat unlikely	-	1253	-	104	-	49	-	41	-	31	-	21	-	21	-	21	-	44	-	36	-	76	-	216	-	9
		23%		23%		27%		22%		34%		22%		22%		23%		24%		20%		33%		22%		10%
Very unlikely	-	650	-	81	-	32	-	24	-	6	-	7	-	8	-	6	-	29	-	38	-	40	-	48	-	8
		12%		18%		18%		13%		7%		7%		8%		7%		16%		21%		18%		5%		9%
Not sure	-	757	-	82	-	27	-	17	-	13	-	12	-	9	-	7	-	43	-	35	-	31	-	127	-	16
		14%		18%		15%		9%		14%		13%		9%		8%		24%		19%		14%		13%		17%
Sigma	-	5452	-	461	-	181	-	184	-	90	-	95	-	97	-	92	-	180	-	181	-	228	-	996	-	93
		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%

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

Q826X1_3. And if you were looking to buy a new camera, how likely would you be to visit each of the following?
3. Digitalcameras.shop

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (18+) (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	3368	-	233	-	100	-	129	-	63	-	55	-	59	-	62	-	76	-	78	-	130	-	677	-	75
Very likely	-	62% DRT	-	51% RT	-	55% RT	-	70% BDFLRTV	-	70% DFRTV	-	58% RT	-	61% RT	-	67% DRT	-	42% RT	-	43% RT	-	57% RT	-	68% BDFLRTV	-	81% BDFLNPRTVX
Somewhat likely	-	1496 DFRTX	-	80 17%	-	38 21%	-	74 40%	-	36 40%	-	25 26%	-	31 32%	-	23 25%	-	26 14%	-	32 18%	-	50 22%	-	244 24%	-	35 38% BDFRTVX
BOTTOM 2 BOX (NET)	-	1872 T	-	153 33%	-	62 34%	-	55 30%	-	27 30%	-	30 32%	-	28 29%	-	39 42% HRT	-	50 28%	-	46 25%	-	80 35% T	-	433 43% BDFLNRTV	-	40 43% HNRT
Somewhat unlikely	-	925 17%	-	84 18%	-	35 19%	-	30 16%	-	15 17%	-	22 23% Z	-	20 21%	-	18 20%	-	37 21%	-	38 21%	-	47 21%	-	159 16%	-	11 12%
Very unlikely	-	507 9% XZ	-	67 15% BHJLPXZ	-	23 13% LXZ	-	16 9% XZ	-	5 6%	-	4 4%	-	7 7%	-	5 5%	-	26 14% BJLPXZ	-	31 17% BHJLPXZ	-	29 13% LXZ	-	47 5% H	-	2 2%
Not sure	-	652 12% HZ	-	77 17% BHJVPXZ	-	23 13% H	-	9 5%	-	7 8%	-	14 15% HZ	-	11 11% H	-	7 8%	-	41 23% BFHJNPXZ	-	34 19% BHJVPXZ	-	22 10% H	-	113 11% H	-	5 5%
Sigma	-	5452 100%	-	461 100%	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q826X1_4. And if you were looking to buy a new camera, how likely would you be to visit each of the following?

8 Jun 2016
Table 120

4. Digitalcameras

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	4991	**	**	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	3900 78% RT	-	-	-	146 81% RT	-	148 80% RT	-	72 80% RT	-	78 82% RT	-	80 82% RT	-	66 72% RT	-	121 67% RT	-	124 69% RT	-	186 82% RT	-	803 81% BPRT	-	78 84% PRT
Very likely	-	2388 48% PRTX	-	-	-	100 55% BPRTX	-	106 58% BPRTX	-	47 52% PRT	-	60 63% BPRTX	-	50 52% PRT	-	32 35% PRT	-	70 39% PRT	-	67 37% BPRTX	-	139 61% BPRTX	-	416 42% BPRTX	-	54 58% BPRTX
Somewhat likely	-	1512 30% HLV	-	-	-	46 25% HLV	-	42 23% HLV	-	25 28% V	-	18 19% FHLV	-	30 31% V	-	34 37% FHLV	-	51 28% V	-	57 31% LV	-	47 21% BFHLRVZ	-	387 39% BFHLRVZ	-	24 26% BFHLRVZ
BOTTOM 2 BOX (NET)	-	657 13% X	-	-	-	21 12% X	-	26 14% X	-	9 10% X	-	8 8% X	-	12 12% LX	-	18 20% LX	-	29 16% X	-	36 20% BFJLVXZ	-	26 11% LX	-	102 10% LX	-	9 10% LX
Somewhat unlikely	-	357 7% F	-	-	-	7 4% F	-	12 7% F	-	6 7% F	-	7 7% F	-	4 4% F	-	10 11% F	-	9 5% F	-	15 8% F	-	12 5% F	-	76 8% F	-	6 6% F
Very unlikely	-	300 6% LX	-	-	-	14 8% LX	-	14 8% LX	-	3 3% LX	-	1 1% LX	-	8 8% LX	-	8 9% LX	-	20 11% BJLXZ	-	21 12% BJLXZ	-	14 6% LX	-	26 3% LX	-	3 3% LX
Not sure	-	434 9% H	-	-	-	14 8% H	-	10 5% H	-	9 10% H	-	9 9% H	-	5 5% BFHNVXZ	-	8 9% H	-	30 17% H	-	21 12% H	-	16 7% H	-	91 9% H	-	6 6% H
Sigma	-	4991 100%	-	-	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

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?

8 Jun 2016
Table 121

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
berlin.com	-	4402	-	355	-	151	-	149	-	74	-	75	-	88	-	79	-	134	-	125	-	173	-	865	-	85
	-	81%	-	77%	-	83%	-	81%	-	82%	-	79%	-	91%	-	86%	-	74%	-	69%	-	76%	-	87%	-	91%
		DRT		T		RT		T		T				BDHLRTV		RTV								BDHLRTV		BDHLRTV
berlin.info	-	3948	-	297	-	139	-	143	-	72	-	59	-	79	-	77	-	110	-	108	-	175	-	721	-	77
	-	72%	-	64%	-	77%	-	78%	-	80%	-	62%	-	81%	-	84%	-	61%	-	60%	-	77%	-	72%	-	83%
	-	DLRT	-		-	DLRT	-	DLRT	-	DLRT	-		-	BDLRT	-	BDLRTX	-		-		-	DLRT	-	DLRT	-	BDLRTX
info.berlin	-	3269	-	236	-	107	-	112	-	61	-	53	-	74	-	65	-	88	-	95	-	143	-	600	-	56
	-	60%	-	51%	-	59%	-	61%	-	68%	-	56%	-	76%	-	71%	-	49%	-	52%	-	63%	-	60%	-	60%
	-	DRT	-		-	DR	-	DRT	-		-		-	BDHLRTVXZ	-	BDLRT	-		-		-	DRT	-	DR	-	DR
berlin.de	-	2918	-	185	-	81	-	75	-	65	-	61	-	64	-	73	-	104	-	99	-	201	-	607	-	52
	-	54%	-	40%	-	45%	-	41%	-	72%	-	64%	-	66%	-	79%	-	58%	-	55%	-	88%	-	61%	-	56%
	-	DFH	-		-		-		-	BDHFRTXZ	-	BDFH	-	BDFH	-	BDHLNRTXZ	-	DFH	-	DH	-	BDHLNPRTXZ	-	BDFH	-	DH

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

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?

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
berlin.de	-	1762 32%	-	192 42%	-	69 38%	-	81 44%	-	16 18%	-	22 23%	-	26 27%	-	17 18%	-	46 26%	-	55 30%	-	16 7%	-	273 27%	-	20 22%
info.berlin	-	1481 27% N	-	152 33% N	-	55 30% N	-	56 30% N	-	19 21%	-	27 28% N	-	15 15%	-	22 24%	-	59 33% N	-	56 31% N	-	61 27% N	-	264 27% N	-	19 20%
berlin.info	-	969 18% Z	-	107 23% N	-	27 15%	-	28 15%	-	12 13%	-	21 22% NZ	-	11 11%	-	13 14%	-	45 25% N	-	46 25% N	-	38 17% N	-	166 17% N	-	9 10%
berlin.com	-	654 12% NXZ	-	64 14% NXZ	-	19 10%	-	30 16% NXZ	-	12 13% XZ	-	10 11%	-	5 5%	-	11 12%	-	24 13% NXZ	-	36 20% BFLNXZ	-	43 19% BFNXZ	-	69 7% N	-	4 4%

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

Q828_1. 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?

8 Jun 2016
Table 123

1. berlin.com

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	4402 81%	-	355 77%	-	151 83%	-	149 81%	-	74 82%	-	75 79%	-	88 91%	-	79 86%	-	134 74%	-	125 69%	-	173 76%	-	865 87%	-	85 91%
Very likely	-	3012 55%	-	238 52%	-	111 61%	-	120 65%	-	45 50%	-	55 58%	-	55 57%	-	47 51%	-	78 43%	-	65 36%	-	112 49%	-	549 55%	-	69 74%
Somewhat likely	-	1390 25%	-	117 25%	-	40 22%	-	29 16%	-	29 32%	-	20 21%	-	33 34%	-	32 35%	-	56 31%	-	60 33%	-	61 27%	-	316 32%	-	16 17%
BOTTOM 2 BOX (NET)	-	654 12%	-	64 14%	-	19 10%	-	30 16%	-	12 13%	-	10 11%	-	5 5%	-	11 12%	-	24 13%	-	36 20%	-	43 19%	-	69 7%	-	4 4%
Somewhat unlikely	-	345 6%	-	35 8%	-	13 7%	-	16 9%	-	9 10%	-	6 6%	-	2 2%	-	8 9%	-	11 6%	-	17 9%	-	25 11%	-	47 5%	-	3 3%
Very unlikely	-	309 6%	-	29 6%	-	6 3%	-	14 8%	-	3 3%	-	4 4%	-	3 3%	-	3 3%	-	13 7%	-	19 10%	-	18 8%	-	22 2%	-	1 1%
Not sure	-	396 7%	-	42 9%	-	11 6%	-	5 3%	-	4 4%	-	10 11%	-	4 4%	-	2 2%	-	22 12%	-	20 11%	-	12 5%	-	62 6%	-	4 4%
Sigma	-	5452 100%	-	461 100%	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q828_2. 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?

8 Jun 2016
Table 124

2. berlin.de

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	2918 54%	-	185 40%	-	81 45%	-	75 41%	-	65 72%	-	61 64%	-	64 66%	-	73 79%	-	104 58%	-	99 55%	-	201 88%	-	607 61%	-	52 56%
Very likely	-	1399 26%	-	86 19%	-	33 18%	-	29 16%	-	37 41%	-	43 45%	-	33 34%	-	45 49%	-	69 38%	-	51 28%	-	161 71%	-	228 23%	-	24 26%
Somewhat likely	-	1519 28%	-	99 21%	-	48 27%	-	46 25%	-	28 31%	-	18 19%	-	31 32%	-	28 30%	-	35 19%	-	48 27%	-	40 18%	-	379 38%	-	28 30%
BOTTOM 2 BOX (NET)	-	1762 32%	-	192 42%	-	69 38%	-	81 44%	-	1762 18%	-	22 23%	-	26 27%	-	17 18%	-	46 26%	-	55 30%	-	16 7%	-	273 27%	-	20 22%
Somewhat unlikely	-	1127 21%	-	93 20%	-	43 24%	-	55 30%	-	10 11%	-	16 17%	-	20 21%	-	9 10%	-	25 14%	-	30 17%	-	9 4%	-	225 23%	-	18 19%
Very unlikely	-	635 12%	-	99 21%	-	26 14%	-	26 14%	-	6 7%	-	6 6%	-	6 6%	-	8 9%	-	21 12%	-	25 14%	-	7 3%	-	48 5%	-	2 2%
Not sure	-	772 14%	-	84 18%	-	31 17%	-	28 15%	-	9 10%	-	12 13%	-	7 7%	-	2 2%	-	30 17%	-	27 15%	-	11 5%	-	116 12%	-	21 23%
Sigma	-	5452 100%	-	461 100%	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q828_3. 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?

3. berlin.info

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	3948 72%	-	297 64%	-	139 77%	-	143 78%	-	72 80%	-	59 62%	-	79 81%	-	77 84%	-	110 61%	-	108 60%	-	175 77%	-	721 72%	-	77 83%
Very likely	-	2065 38%	-	107 23%	-	56 31%	-	85 46%	-	41 46%	-	30 32%	-	45 46%	-	51 55%	-	44 24%	-	47 26%	-	97 43%	-	272 27%	-	43 46%
Somewhat likely	-	1883 35%	-	190 41%	-	83 46%	-	58 32%	-	31 34%	-	29 31%	-	34 35%	-	26 28%	-	66 37%	-	61 34%	-	78 34%	-	449 45%	-	34 37%
BOTTOM 2 BOX (NET)	-	969 18%	-	107 23%	-	27 15%	-	28 15%	-	12 13%	-	21 22%	-	11 11%	-	13 14%	-	45 25%	-	46 25%	-	38 17%	-	166 17%	-	9 10%
Somewhat unlikely	-	610 11%	-	56 12%	-	16 9%	-	16 9%	-	9 10%	-	17 18%	-	7 7%	-	10 11%	-	27 15%	-	24 13%	-	23 10%	-	136 14%	-	9 10%
Very unlikely	-	359 7%	-	51 11%	-	11 6%	-	12 7%	-	3 3%	-	4 4%	-	4 4%	-	3 3%	-	18 10%	-	22 12%	-	15 7%	-	30 3%	-	-
Not sure	-	535 10%	-	57 12%	-	15 8%	-	13 7%	-	6 7%	-	15 16%	-	7 7%	-	2 2%	-	25 14%	-	27 15%	-	15 7%	-	109 11%	-	7 8%
Sigma	-	5452 100%	-	461 100%	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q828_4. 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?

8 Jun 2016
Table 126

4. info.berlin

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	3269 60%	-	236 51%	-	107 59%	-	112 61%	-	61 68%	-	53 56%	-	74 76%	-	65 71%	-	88 49%	-	95 52%	-	143 63%	-	600 60%	-	56 60%
Very likely	-	1463 27%	-	80 17%	-	50 28%	-	58 32%	-	33 37%	-	26 27%	-	33 34%	-	29 32%	-	34 19%	-	40 22%	-	73 32%	-	204 20%	-	27 29%
Somewhat likely	-	1806 33%	-	156 34%	-	57 31%	-	54 29%	-	28 31%	-	27 28%	-	41 42%	-	36 39%	-	54 30%	-	55 30%	-	70 31%	-	396 40%	-	29 31%
BOTTOM 2 BOX (NET)	-	1481 27% N	-	152 33% N	-	55 30% N	-	56 30% N	-	19 21% N	-	27 28% N	-	15 15% N	-	22 24% N	-	59 33% N	-	56 31% N	-	61 27% N	-	264 27% N	-	19 20% N
Somewhat unlikely	-	914 17% N	-	82 18% N	-	33 18% N	-	32 17% N	-	14 16% N	-	19 20% N	-	8 8% N	-	18 20% N	-	33 18% N	-	33 18% N	-	35 15% N	-	197 20% BN	-	13 14% BN
Very unlikely	-	567 10% X	-	70 15% X	-	22 12% PX	-	24 13% PX	-	5 6% PX	-	8 8% PX	-	7 7% PX	-	4 4% PX	-	26 14% JPX	-	23 13% PX	-	26 11% X	-	67 7% X	-	6 6% X
Not sure	-	702 13% P	-	73 16% BHP	-	19 10% P	-	16 9% P	-	10 11% P	-	15 16% P	-	8 8% P	-	5 5% P	-	33 18% BFHNPV	-	30 17% HP	-	24 11% HP	-	132 13% P	-	18 19% FHNPV
Sigma	-	5452 100%	-	461 100%	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

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)?

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
I don't pay much attention, I just look at the search result/link	-	1581 29% X	-	136 30% X	-	55 30% X	-	58 32% X	-	27 30% X	-	27 28% X	-	22 23% X	-	33 36% NX	-	57 32% X	-	78 43% BDFHJLNRXZ	-	78 34% NX	-	193 19% X	-	22 24% X
I only go to sites with domain extensions I am familiar with	-	1862 34% V	-	161 35% V	-	64 35% V	-	53 29% V	-	24 27% V	-	32 34% V	-	37 38% V	-	39 42% HJRV	-	50 28% V	-	57 31% V	-	52 23% V	-	414 42% BDHJRTV	-	39 42% HJRV
I look at the search results and decide based on other information I see	-	2009 37% PT	-	164 36% PT	-	62 34% P	-	73 40% PT	-	39 43% PT	-	36 38% PT	-	38 39% PT	-	20 22% PT	-	73 41% PT	-	46 25% PT	-	98 43% PT	-	389 39% PT	-	32 34% PT
Sigma	-	5452 100%	-	461 100%	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

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

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France (18+)	2016 France (18+)	2015 Germany (18+)	2016 Germany (18+)	2015 China (18+)	2016 China (18+)	2015 Vietnam (18+)	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
One that seems most relevant to my needs	-	1756 32% ATV	-	158 34% CTV	-	72 40% EBTV	-	61 33% GT	-	25 28% I	-	37 39% KTV	-	34 35% MT	-	27 29% O	-	83 46% QBDHPTVXZ	-	42 23% S	-	58 25% U	-	343 34% WTV	-	31 33% Y
Has a well-known extension	2850 46% BCMSU	1708 31% RV	202 40% DU	154 33% LPRV	85 43% FU	53 29% HCMSU	113 51% BLNPRVX	70 38% BLNPRVX	38 38% L	28 31% L	59 58% L	21 22% L	33 33% L	24 25% L	48 49% L	21 23% L	112 51% L	41 23% L	75 37% L	54 30% L	79 32% L	52 23% L	505 45% L	304 31% L	41 41% L	34 37% L
Reasonable price	2215 36% BG	852 16% DG	191 38% DG	70 15% DG	72 36% F	31 17% H	64 29% H	23 13% H	47 47% H	21 23% H	29 28% L	11 12% L	44 44% L	14 14% L	47 42% L	20 22% L	77 35% L	21 12% L	91 45% L	45 25% L	114 46% L	52 23% L	409 37% L	138 14% L	46 46% L	15 16% L
One that is close to the one I wanted and is available to register	-	842 15% ADF	-	56 12% C	-	17 9% E	-	29 16% G	-	8 9% I	-	22 23% I	-	21 22% I	-	21 23% I	-	22 12% Q	-	23 13% S	-	53 23% U	-	150 15% WF	-	13 14% Y
Has a new extension	412 7% BCEMU	216 4% DFH	13 3% DW	8 2% DW	2 1% HE	2 1% HE	11 5% HE	-	9 9% CEMU	6 7% DFHZ	7 7% CEMU	2 2% H	1 1% H	2 2% H	10 9% CEMU	3 3% H	9 4% E	5 3% H	13 6% CEMU	8 4% HZ	8 3% H	8 4% H	104 9% H	58 6% BDFHZ	8 8% ZCEMU	-
All of my other preferred gTLDs are unavailable	486 8% B	-	48 10% DW	-	24 12% FAKOGSWY	-	32 14% HAIKOGSWY	-	6 6% J	-	4 4% X	-	19 19% NACKOGSWY	-	5 4% P	-	14 6% R	-	11 5% T	-	34 14% VAIKOGSWY	-	74 7% X	-	4 4% X	-
Other	181 3% BW	78 1% X	48 10% DAGIRMOGWY	15 3% BHX	17 9% FAGIOGWY	6 3% BX	3 1% X	1 1% J	1 1% J	2 2% X	3 3% X	2 2% X	3 3% X	2 2% X	2 2% X	-	8 4% W	8 4% W	11 5% BHPXZ	9 5% AGW	15 6% BHPXZ	5 2% VAGIOWY	18 2% X	3 1% X	1 1% X	-
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%

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

Q826. Please rate the following gTLDs by how trustworthy you feel they are.
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																										
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China (18+)	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*	
.jakarta	-	137 76%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.news	-	3879 71% LPRTV	-	316 69% RT	-	134 74% LPRTV	-	128 70% RT	-	63 70% R	-	57 60%	-	64 66%	-	56 61%	-	97 54%	-	106 59%	-	141 62%	-	764 77% BDHLPRTV	-	67 72% RT	
.berlin	159 64%	153 67%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	159 64%	153 67%	-	-	-	-	-
.toronto	-	118 65%	-	-	-	118 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.madrid	-	62 64%	-	-	-	-	-	-	-	-	-	-	-	62 64%	-	-	-	-	-	-	-	-	-	-	-	-	-
.capetown	-	57 63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.bogota	-	58 62%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.seoul	-	114 62%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.email	3851 63% CEOQS	3396 62% DFR	275 55% D	221 48% R	108 54%	89 49% R	137 61% OS	129 70% BDFRTV	58 57%	58 64% DFR	65 64% OS	69 73% BDFPRTV	56 56%	68 70% MDFRTV	56 50%	54 59% R	123 56% R	62 34%	102 51%	101 56% R	142 57%	131 57% DR	792 71% ACEGMOOSU	747 75% BDFJPRTVZ	68 68% CEOQS	59 63% DFR	
.hanoi	-	56 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	56 60%	
.cairo	-	57 59%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.online	-	3227 59% DFR	-	172 37%	-	78 43%	-	117 64% DFR	-	52 58% DFR	-	61 64% DFR	-	64 66% DFR	-	51 55% DR	-	68 38%	-	100 55% DFR	-	159 70% BDFJPRT	-	675 68% BDFPRT	-	64 69% DFRT	
.istanbul	-	56 59%	-	-	-	-	-	-	-	-	-	56 59%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.delhi	-	350 59%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.abuja	-	108 56%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.Foshan	-	553 56%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	553 56%	-	-	

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

Q826. Please rate the following gTLDs by how trustworthy you feel they are.
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																										
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*	
.mockba	-	128 55%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.photography	3223 52% OS	3006 55% ART ALMOOSUW	295 59% RT	256 56% RT	110 55% OS	91 50%	115 52%	105 57% RT	45 45%	53 59% IRT	53 52%	62 65% BFPRTVZ	45 45%	55 57% R	46 41%	46 50%	108 49%	78 43%	88 44%	82 45%	117 47%	112 49%	580 52% OS	584 59% WBFRTV	52 52%	45 48%	
.website	-	3003 55% DFPRV	-	169 37% DR	-	85 47% DR	-	116 63% BDFPRV	-	52 58% DR	-	57 60% DFPRV	-	63 65% BDFPRV	-	40 43% R	-	64 36% DFPRV	-	105 58% DFPRV	-	106 46% DR	-	609 61% BDFPRV	-	57 61% DFPRV	
.link	3463 56% BGKMOGSU	2954 54% DFRTRV	247 49% DOU	173 38% R	100 50% FO	65 36% R	138 62% CEIMOGSU	108 59% DFRTRV	45 45%	52 58% DFRTRV	57 56% OU	58 61% DFRTRV	45 45%	50 52% DFRTRV	42 38%	43 47% R	99 45% R	47 26%	95 47%	83 46% R	102 41%	83 36% R	718 65% ACEIMOGSU	687 69% WBFRTRVZ	59 59% IMOQU	49 53% DFRTRV	
.site	-	2784 51% DFRV	-	161 35% R	-	70 39% R	-	102 55% DFPRV	-	44 49% DRV	-	55 58% DFPRV	-	52 54% DFRV	-	38 41% R	-	63 35% R	-	93 51% DFRV	-	78 34% R	-	595 60% BDFJPRTV	-	47 51% DRV	
.warszawa	-	46 50% O	-	-	-	-	-	-	-	-	-	-	-	-	-	46 50% O	-	-	-	-	-	-	-	-	-	-	-
.london	495 46% O	90 50% O	-	-	-	-	-	-	42 42% O	-	38 37% O	-	44 44% O	-	29 26% O	-	125 57% AIKOS	90 50% O	80 40% O	-	137 55% AIKOS	-	-	-	-	-	-
.tokyo	-	155 49% O	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.paris	-	89 49% O	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	89 49% O	-	-	-	-	-	-	-
.wang	585 53% O	489 49% O	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	585 53% O	489 49% O	-	-	-
.roma	-	43 48% O	-	-	-	-	-	-	-	43 48% O	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.nyc	270 54% B	214 46% D	270 54% D	214 46% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.manilla	-	83 45% O	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.space	-	2458 45% DPRTV	-	165 36% V	-	74 41% RV	-	80 43% RV	-	42 47% RV	-	43 45% RV	-	42 43% RV	-	31 34% V	-	51 28% V	-	67 37% V	-	60 26% V	-	573 58% BDFPLNPRTRVZ	-	38 41% RV	
.pics	-	2452 45% HPRTV	-	218 47% HJPRTV	-	71 39% T	-	60 33% T	-	32 36% T	-	40 42% T	-	38 39% T	-	28 30% T	-	56 31% T	-	49 27% T	-	74 32% T	-	552 55% BDFPLNPRTRVZ	-	36 39% T	
.club	2999 49% BGIOQU	2377 44% DFHJNPRV	228 45% DOQ	138 30% V	93 47% FOQ	49 27%	94 42% O	62 34%	36 36%	30 33%	41 40%	43 45% DFRV	43 43% O	32 33%	33 29%	30 33%	79 36%	51 28%	88 44% O	68 38% FV	102 41% VO	63 28%	668 60% ACEIMOGSU	614 62% BDFPLNPRTRVZ	48 48% OQ	37 40% FV	

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

Q826. Please rate the following gTLDs by how trustworthy you feel they are.
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
.xn-55qx5d (Chinese for company)	632 57% B	416 42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	632 57% X	416 42%	-	-
.xn-ses554g (Chinese for network address)	624 56% B	410 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	624 56% X	410 41%	-	-
.top	-	2122 39%	-	106 23%	-	44 24%	-	50 27%	-	29 32%	-	32 34% D	-	33 34% D	-	32 35% D	-	45 25%	-	52 29%	-	62 27%	-	627 63%	-	26 28%
.realtor	2612 43%	2106 39%	312 62%	284 62%	117 59%	105 58%	63 28%	43 23%	22 22%	24 27% V	32 31%	32 34% V	30 30%	24 25%	27 24%	26 28% V	68 31%	49 27% V	64 32%	44 24% V	77 31% V	37 16%	558 50%	462 46%	34 34%	23 25%
.guadalajara	-	71 39%	-	-	-	-	-	71 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.rio	-	113 35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.guru	2551 42%	1919 35%	199 40%	122 26% TV	66 33% I	46 25%	64 29%	44 24%	19 19%	20 22%	36 35% I	34 36% HJNRTV	30 30%	18 19%	27 24%	27 29% TV	67 30% I	41 23%	56 28% T	33 18%	68 27% V	41 18%	556 50%	453 45%	38 38% IOU	28 30% TV
.cordoba	-	31 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xyz	2178 35%	1551 28%	150 30% D	82 18%	46 23%	39 22% HV	61 27% H	22 12%	21 21%	13 14%	34 33% I	30 32% DHJRTV	25 25%	19 20%	26 23%	25 27% DHJV	60 27% R	32 18%	62 31% T	33 18%	69 28% V	31 14%	562 51%	455 46%	32 32% DHJV	26 28%
.ovh	71 28% B	32 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	71 28% V	32 14%	-	-	-

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

Q826. Please rate the following gTLDs by how trustworthy you feel they are.
SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
.ovh	179 72%	196 86% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	179 72%	196 86% U	-	-	-	-
.xyz	3966 65% W	3901 72% AX	352 70% AW	379 82% CBLPXZ	154 77% AW	142 78% BX	162 73% AW	162 88% GBFLPXZ	80 79% AKW	77 86% BLPXZ	68 67% W	65 68% X	75 75% AW	78 80% X	86 77% AW	67 73% X	160 73% AW	148 82% QBLX	139 69% W	148 82% SBLX	181 72% AW	197 86% UBFLPXZ	548 49% W	541 54% W	68 68% W	67 72% X
.cordoba	-	62 67%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.guru	3593 57% W	3533 65% AX	303 60% W	339 74% CBX	134 67% AW	135 75% BX	159 71% ACW	140 76% BLX	82 81% ACEKWY	70 78% BLX	66 65% W	61 64% W	70 70% AW	79 81% BLX	85 76% ACWY	65 71% X	153 70% ACW	139 77% BLX	145 72% ACW	148 82% SBDLPXZ	182 73% ACWY	187 82% UBDLPXZ	554 50% W	543 55% W	62 62% W	65 70% X
.rio	-	208 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.guadalajara	-	113 61%	-	-	-	-	-	113 61%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.realtor	3532 57% CEW	3346 61% ADFX	190 38% W	177 38% CBLX	83 42% W	76 42% W	160 72% ACEW	141 77% BDFX	79 78% ACEW	66 64% BDFX	70 69% ACEW	63 68% DFX	70 70% ACEW	73 75% BDFX	85 78% ACEW	66 72% BDFX	152 69% ACEW	131 73% BDFX	137 68% ACEW	137 76% BDFX	173 69% ACEW	191 84% UBDFJLPRX	552 50% CE	534 54% DF	66 66% CEW	70 75% BDFX
.top	-	3330 61% X	-	355 77% BLNPX	-	137 76% BX	-	134 73% BX	-	61 68% X	-	63 66% X	-	64 66% X	-	60 65% X	-	135 75% BX	-	129 71% BX	-	166 73% BX	-	369 37% W	-	67 72% BX
.xn-ses554g (Chinese for network address)	486 44%	586 59% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	486 44%	586 59% W	-	-
.xn-55qx5d (Chinese for company)	478 43%	580 58% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	478 43%	580 58% W	-	-
.club	3145 51% W	3075 56% AX	274 55% W	323 70% CBLX	107 54% W	132 73% EBLTXZ	129 58% AW	122 66% BX	65 64% AW	60 67% BX	61 60% W	52 55% X	57 57% W	65 67% BX	79 71% ACEGMSLWY	62 67% BX	141 64% ACEWY	129 72% BLX	113 56% W	113 62% X	148 59% AW	165 72% UBLTXZ	442 40% W	382 38% W	52 52% W	56 60% X
.pics	-	3000 55% X	-	243 53% X	-	110 61% X	-	124 67% BDX	-	58 64% DX	-	55 58% X	-	59 61% X	-	64 70% BDX	-	124 69% BDX	-	132 73% BDFLNKX	-	154 68% BDX	-	444 45% W	-	57 61% X
.space	-	2994 55% X	-	296 64% BX	-	107 59% X	-	104 57% X	-	48 53% X	-	52 55% X	-	55 57% X	-	61 66% BX	-	129 72% BFHJLNKX	-	114 63% BX	-	168 74% BDFHJLNKX	-	423 42% W	-	55 59% X
.manilla	-	101 55%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.nyc	232 46%	247 54% A	232 46%	247 54% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.roma	-	47 52%	-	-	-	-	-	-	-	47 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q826. Please rate the following gTLDs by how trustworthy you feel they are.
SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
.wang	525 47%	507 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	525 47%	507 51%	-	-
.paris	-	92 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	92 51%	-	-	-	-	-	-
.tokyo	-	160 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.warszawa	-	46 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	46 50%	-	-	-	-	-	-	-	-	-	-
.london	591 54% QU	90 50%	-	-	-	-	-	-	59 58% QU	-	64 63% QU	-	56 56% Q	-	83 74% AIMQSU	-	95 43%	90 50%	121 60% QU	-	113 45%	-	-	-	-	-
.site	-	2668 49% X	-	300 65% BHLNLTZX	-	111 61% BHLNLTZX	-	82 45%	-	46 51% X	-	40 42%	-	45 46%	-	54 59% HLX	-	117 65% BHLNLTZX	-	88 49% X	-	150 66% BHLNLTZX	-	401 40%	-	46 49%
.link	2681 44% W	2498 46% AX	255 AGW	288 62% CBHJLNZX	100 50% GW	116 64% EBHJLNZX	85 38%	76 41% X	56 55% AGWY	38 42% X	45 44%	37 39%	55 55% AGWY	47 48% X	70 63% ACEGKWY	49 53% X	121 55% AGWY	133 74% BHLNLTZX	106 53% AGWY	98 54% BHLX	148 59% ACGKWY	145 64% BHLNLTZX	392 35% X	309 31%	41 41%	44 47% X
.website	-	2449 45% HNX	-	292 63% BHLNLTZX	-	96 53% BHLNLTZX	-	68 37%	-	38 42%	-	38 40%	-	34 35%	-	52 57% BHLNLTZX	-	116 64% BHLNLTZX	-	76 42%	-	122 54% BHLNLTZX	-	387 39%	-	36 39%
.photography	2921 48% BC	2446 45% LX	207 41%	205 44%	90 45%	90 50% LX	108 48%	79 43%	56 55% JC	37 41%	49 48%	33 35%	55 55% C	42 43%	66 59% ACEW	46 50% L	112 51% C	102 57% BDHJLNZX	113 56% ACEW	99 55% BDHJLX	133 53% C	116 51% LX	530 48% XC	412 41%	48 48%	48 52% L
.mockba	-	103 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.Foshan	-	443 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	443 44%	-
.abuja	-	84 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.delhi	-	245 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.istanbul	-	39 41%	-	-	-	-	-	-	-	-	-	39 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.online	-	2225 41% VX	-	289 63% BHLNLTZX	-	103 57% BHLNLTZX	-	67 36%	-	38 42% V	-	34 36%	-	33 34%	-	41 45% VX	-	112 62% BHLNLTZX	-	81 45% VXZ	-	69 30%	-	321 32%	-	29 31%
.cairo	-	39 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q826. Please rate the following gTLDs by how trustworthy you feel they are.
SUMMARY TABLE OF BOTTOM 2 BOX

8 Jun 2016
Table 130

Base: All Qualified Respondents

	Country																										
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*	
.hanoi	-	37 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	37 40%
.email	2293 37% W	2056 38% HLX	227 45% AWY	240 52% CBHLJLVXZ	92 46% AWY	92 51% BHJLVXZ	86 39% W	55 30%	43 43% W	32 36% X	37 36%	26 27%	44 44% NW	29 30%	56 50% AGKWY	38 41% LX	97 44% AWY	118 66% CBPHLJLVXZ	99 49% AGKWY	80 44% HLNX	108 43% W	97 43% HLNX	318 29%	249 25%	32 32%	34 37% X	
.seoul	-	69 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.bogota	-	35 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.capetown	-	33 37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.madrid	-	35 36%	-	-	-	-	-	-	-	-	-	-	-	35 36%	-	-	-	-	-	-	-	-	-	-	-	-	-
.toronto	-	63 35%	-	-	-	63 35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.berlin	91 36%	75 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	91 36%	75 33%	-	-	-	-	-
.news	-	1573 29% X	-	145 31% X	-	47 26%	-	56 30% X	-	27 30%	-	38 40% BFX	-	33 34% X	-	36 39% BFX	-	83 46% BDFHXZ	-	75 41% BDFHXZ	-	87 38% BFX	-	232 23%	-	26 28%	
.jakarta	-	44 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q826_1. Please rate the following gTLDs by how trustworthy you feel they are.
1. .email

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	3851 63% CEOQS	3396 62% DFR	275 55% D	221 48% R	108 54% 54%	89 49% R	137 61% OS	129 70% BDFRTV	58 57% 57%	58 64% DFR	65 64% OS	69 73% BDFPRTV	56 56% MDFRTV	68 70% 50%	56 50% 50%	54 59% R	123 56% R	62 34% 34%	102 51% 51%	101 56% R	142 57% 57%	131 57% DR	792 71% ACEGMOGSU	747 75% BDFJPRTVZ	68 68% CEOQS	59 63% DFR
Very trustworthy	894 15% CEIMOSU	981 18% ADFPRTV	31 6% S	33 7% S	14 7% S	11 6% S	32 14% CEIMOSU	49 27% GBDFNPRTV	5 5% IDFPRTV	17 19% ACEGMOGSU	24 24% DFPRTV	20 21% DFPRTV	2 2% M	12 12% M	4 4% 4%	5 5% RCIMOSU	27 12% 12%	11 6% 6%	4 2% 2%	16 9% S	14 6% 6%	23 10% CEIMOSU	174 16% WBDFNPRTV	235 24% CEIMOQSU	21 21% DFNPRTV	23 25% DFNPRTV
Somewhat trustworthy	2957 48% B	2415 44% R	244 49% D	188 41% R	94 47% 47%	78 43% R	105 47% 47%	80 43% R	53 52% 52%	41 46% R	41 40% 40%	49 52% R	54 54% BDFHRZ	56 58% 58%	52 46% 46%	49 53% DRZ	96 44% R	51 28% 28%	98 49% 49%	85 47% R	128 51% 51%	108 47% R	618 56% XACEGKQ	512 51% BDFHRZ	47 47% 47%	36 39% 39%
BOTTOM 2 BOX (NET)	2293 37% W	2056 38% HLX	227 45% AWY	240 52% CBHLNVXZ	92 46% AWY	92 51% BHJLNZ	86 39% W	55 30% W	43 43% W	32 36% X	37 36% 36%	26 27% 27%	44 44% NW	29 30% AGKWY	56 50% 50%	38 41% LX	97 44% AWY	118 66% GDFHJLNPTVZ	99 49% AGKWY	80 44% HLNX	108 43% W	97 43% HLNX	318 29% 29%	249 25% 25%	32 32% 32%	34 37% X
Not very trustworthy	1649 27% W	1596 29% AHX	149 30% W	177 38% CBHLNPVX	58 29% BHLPX	69 38% H	67 30% H	39 21% 21%	29 29% 29%	27 30% 30%	25 25% 25%	22 23% 23%	35 35% W	26 27% 27%	34 30% 30%	24 26% 26%	64 29% GDFHJLNPTVZ	88 49% AGKWY	67 33% AW	61 34% HX	67 27% 27%	68 30% HX	267 24% 24%	219 22% 22%	25 25% 25%	29 31% X
Not at all trustworthy	644 10% BW	460 8% X	78 16% AGWY	63 14% BJLNZ	34 17% AGWY	23 13% BLNX	19 9% W	16 9% X	14 14% W	5 6% W	12 12% W	4 4% 4%	9 9% 9%	3 3% AGMWY	22 20% BJLNZ	14 15% AGWY	33 15% BHJLNZ	30 17% AGWY	32 16% AGWY	19 10% NX	41 16% AGWY	29 13% BLNX	51 5% 5%	30 3% 3%	7 7% 7%	5 5% 5%
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%

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

Q826_2. Please rate the following gTLDs by how trustworthy you feel they are.
2. .photography

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	3223	3006	295	256	110	91	115	105	45	53	53	62	45	55	46	46	108	78	88	82	117	112	580	584	52	45
Very trustworthy	470	602	33	32	8	10	11	22	5	7	9	12	1	5	7	6	19	8	3	13	7	8	69	122	6	7
Somewhat trustworthy	2753	2404	262	224	102	81	104	83	40	46	44	50	44	50	39	40	89	70	85	69	110	104	511	462	46	38
BOTTOM 2 BOX (NET)	2921	2446	207	205	90	90	108	79	56	37	49	33	55	42	66	46	112	102	113	99	133	116	530	412	48	48
Not very trustworthy	2149	1907	135	148	57	72	80	62	41	25	38	24	46	39	36	34	73	78	79	73	82	82	445	349	35	43
Not at all trustworthy	772	539	72	57	33	18	28	17	15	12	9	9	3	30	12	39	24	34	26	51	34	85	63	13	5	
Sigma	6144	5452	502	461	200	181	223	184	101	90	102	95	100	97	112	92	220	180	201	181	250	228	1110	996	100	93

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

Q826_3. Please rate the following gTLDs by how trustworthy you feel they are.

3. .link

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	3463	2954	247	173	100	65	138	108	45	52	57	58	45	50	42	43	99	47	95	83	102	83	718	687	59	49
Very trustworthy	587	659	25	22	9	5	24	26	3	8	8	15	1	5	3	3	10	9	7	10	7	6	111	169	10	6
Somewhat trustworthy	2876	2295	222	151	91	60	114	82	42	44	49	43	44	45	39	40	89	38	88	73	95	77	607	518	49	43
Not very trustworthy	1931	1884	161	201	60	84	60	55	41	29	31	31	45	40	43	29	74	97	75	75	87	96	328	267	33	38
Not at all trustworthy	750	614	94	87	40	32	25	21	15	9	14	6	10	7	27	20	47	36	31	23	61	49	64	42	8	6
Sigma	6144	5452	502	461	200	181	223	184	101	90	102	95	100	97	112	92	220	180	201	181	250	228	1110	996	100	93

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

Q826_4. Please rate the following gTLDs by how trustworthy you feel they are.

4. .guru

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	2551 42%	1919 35%	199 40%	122 26%	66 33%	46 25%	64 29%	44 24%	19 19%	20 22%	36 35%	34 36%	30 30%	18 19%	27 24%	27 29%	67 30%	41 23%	56 28%	33 18%	68 27%	41 18%	556 50%	453 45%	38 38%	28 30%
Very trustworthy	367 6%	361 7%	19 4%	14 3%	3 2%	5 3%	6 3%	7 4%	2 2%	3 3%	4 4%	5 5%	1 1%	2 2%	2 2%	2 2%	10 5%	6 3%	1 *	6 3%	5 2%	4 2%	68 6%	88 9%	5 5%	5 5%
Somewhat trustworthy	2184 36%	1558 29%	180 36%	108 23%	63 32%	41 23%	58 26%	37 20%	17 17%	17 19%	32 31%	29 31%	29 29%	16 16%	25 22%	25 27%	57 26%	35 19%	55 27%	27 15%	63 25%	37 16%	488 44%	365 37%	33 33%	23 25%
BOTTOM 2 BOX (NET)	3593 58%	3533 65%	303 60%	339 74%	134 67%	135 75%	159 71%	140 76%	82 81%	70 78%	66 65%	61 64%	70 70%	79 81%	85 76%	65 71%	153 70%	139 77%	145 72%	148 82%	182 73%	187 82%	554 50%	543 55%	62 62%	65 70%
Not very trustworthy	2440 40%	2424 44%	179 36%	212 46%	79 40%	92 51%	105 47%	84 46%	51 50%	44 49%	49 48%	48 51%	54 54%	58 60%	39 35%	33 36%	94 43%	92 51%	84 42%	83 46%	72 29%	93 41%	464 42%	452 45%	43 43%	46 49%
Not at all trustworthy	1153 19%	1109 20%	124 25%	127 28%	55 28%	43 24%	54 24%	56 30%	31 31%	26 29%	17 17%	13 14%	16 16%	21 22%	46 41%	32 35%	59 27%	47 26%	61 30%	65 36%	110 44%	94 41%	90 8%	91 9%	19 19%	19 20%
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%

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

Q826_5. Please rate the following gTLDs by how trustworthy you feel they are.
5. .realtor

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	2612 43%	2106 39%	312 62%	284 62%	117 59%	105 58%	63 28%	43 23%	22 22%	24 27%	32 31%	32 34%	30 30%	24 25%	27 24%	26 28%	68 31%	49 27%	64 32%	44 24%	77 31%	37 16%	558 50%	462 46%	34 34%	23 25%
Very trustworthy	344 6%	320 6%	45 9%	34 7%	17 9%	13 7%	6 3%	4 2%	1 1%	3 3%	4 4%	5 5%	-	1 1%	-	1 1%	11 5%	8 4%	2 1%	7 4%	6 2%	3 1%	74 7%	88 9%	3 3%	1 1%
Somewhat trustworthy	2268 37%	1786 33%	267 53%	250 54%	100 50%	92 51%	57 26%	39 21%	21 21%	21 23%	28 27%	27 28%	30 30%	23 24%	27 24%	25 27%	57 26%	41 23%	62 31%	37 20%	71 28%	34 15%	484 44%	374 38%	31 31%	22 24%
BOTTOM 2 BOX (NET)	3532 57%	3346 61%	190 38%	177 38%	83 42%	76 42%	160 72%	141 77%	79 78%	66 73%	70 69%	63 66%	70 70%	73 75%	85 76%	66 72%	152 69%	131 73%	137 68%	137 76%	173 69%	191 84%	552 50%	534 54%	66 66%	70 75%
Not very trustworthy	2478 40%	2403 44%	121 24%	128 28%	51 26%	59 33%	115 52%	93 51%	47 47%	43 48%	47 46%	48 51%	52 52%	56 58%	44 39%	42 46%	91 41%	86 48%	87 43%	87 48%	85 34%	102 45%	466 42%	445 45%	47 47%	54 58%
Not at all trustworthy	1054 17%	943 17%	69 14%	49 11%	32 16%	17 9%	45 20%	48 26%	32 32%	23 26%	23 23%	15 16%	18 18%	17 18%	41 37%	24 26%	61 28%	45 25%	50 25%	50 28%	88 35%	89 39%	86 8%	89 9%	19 19%	16 17%
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%

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

Q826_6. Please rate the following gTLDs by how trustworthy you feel they are.
6. .club

8 Jun 2016
Table 136

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	2999	2377	228	138	93	49	94	62	36	30	41	43	43	32	33	30	79	51	88	68	102	63	668	614	48	37
Very trustworthy	397	408	19	14	8	4	14	6	3	3	5	8	-	2	3	2	11	6	5	6	4	9	92	139	7	3
Somewhat trustworthy	2602	1969	209	124	85	45	80	56	33	27	36	35	43	30	30	28	68	45	83	62	98	54	576	475	41	34
BOTTOM 2 BOX (NET)	3145	3075	274	323	107	132	129	122	65	60	61	52	57	65	79	62	141	129	113	113	148	165	442	382	52	56
Not very trustworthy	2257	2300	173	233	70	102	99	83	40	43	44	38	48	51	40	38	95	93	75	80	77	105	370	330	40	47
Not at all trustworthy	888	775	101	90	37	30	30	39	25	17	17	14	9	14	39	24	46	36	38	33	71	60	72	52	12	9
Sigma	6144	5452	502	461	200	181	223	184	101	90	102	95	100	97	112	92	220	180	201	181	250	228	1110	996	100	93

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

Q826_7. Please rate the following gTLDs by how trustworthy you feel they are.

7. .xyz

Base: All Qualified Respondents

	Country																										
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*	
TOP 2 BOX (NET)	2178 35% BCEGMOU	1551 28% DFHJRTV	150 30% D	82 18% D	46 23% D	39 22% HV	61 27% H	22 12% H	21 21% H	13 14% H	34 33% I	30 32% DHJRTV	25 25% I	19 20% I	26 23% DHJV	25 27% R	60 27% R	32 18% T	62 31% T	33 18% T	69 28% V	31 14% V	562 51% ACEGMSU	455 46% BDFHJLNRTVZ	32 32% DHJV	26 28% DHJV	
Very trustworthy	274 4% CGSU	280 5% DJV	13 3% D	13 3% D	4 2% D	5 3% H	3 1% H	4 2% H	3 3% H	- - H	4 4% H	4 4% H	1 1% H	1 1% H	2 2% H	1 1% H	9 4% S	8 4% J	2 1% J	7 4% J	4 2% J	4 2% J	76 7% ACEGMSU	101 10% WBDHJLNRTVZ	3 3% DHJV	2 2% DHJV	
Somewhat trustworthy	1904 31% BEIOQ	1271 23% DHJRTV	137 27% DI	69 15% DI	42 21% DI	34 19% H	58 26% H	18 10% H	18 18% H	13 14% H	30 29% DHJRTV	26 27% DHJRTV	24 24% DHJRTV	18 19% H	24 21% DHRTV	24 26% DHRTV	51 23% R	24 13% R	60 30% TEI	26 14% TEI	65 26% V	27 12% V	486 44% ACEGMSU	354 36% BDFHJLNRTVZ	29 29% DHRTV	24 26% DHRTV	
BOTTOM 2 BOX (NET)	3966 65% W	3901 72% AX	352 70% AW	379 82% CBLPXZ	154 77% AW	142 78% BX	162 73% AW	162 88% GBFLPXZ	80 79% AKW	77 86% BLPXZ	68 67% W	65 68% X	75 75% AW	78 80% X	86 77% AW	67 73% X	160 73% AW	148 82% QBLX	139 69% W	148 82% SBLX	181 69% AW	197 86% UBFLPXZ	548 49% W	541 54% W	68 68% W	67 72% X	
Not very trustworthy	2552 42% U	2370 43% A	200 40% U	211 46% U	82 41% U	82 45% OU	104 47% OU	75 41% OU	37 37% IBHPVX	49 54% IBHPVX	48 47% U	40 57% ACEGMSU	57 56% BHPVX	54 56% BHPVX	39 35% BHPVX	34 37% BHPVX	88 40% U	81 45% U	84 42% U	84 50% PV	91 30% PV	74 39% U	89 42% U	463 42% U	428 43% U	42 42% U	41 44% U
Not at all trustworthy	1414 23% W	1531 28% AX	152 30% AKMW	168 36% CBNX	72 36% AGKMW	60 33% X	58 26% W	87 47% GBDFJLNTXZ	43 43% ACGKMSWY	28 31% X	20 20% W	25 26% X	18 18% W	24 25% X	47 42% ACGKMSWY	33 36% X	72 33% AKMW	67 37% BNX	55 27% W	57 31% X	107 43% ACGKMSWY	108 47% BDFJLNTXZ	85 8% W	113 11% W	26 26% W	26 28% X	
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90* 100%	102 100%	95* 100%	100 100%	97* 100%	112 100%	92* 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93* 100%	

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

Q826_16. Please rate the following gTLDs by how trustworthy you feel they are.
16. .top

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US (18+)	2016 US (18+)	2015 Canada (18+)	2016 Canada (18+)	2015 Mexico (18+)	2016 Mexico (18+)	2015 Italy (18+)	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain (18+)	2016 Spain (18+)	2015 Poland (18+)	2016 Poland (18+)	2015 UK (18+)	2016 UK (18+)	2015 France (18+)	2016 France (18+)	2015 Germany (18+)	2016 Germany (18+)	2015 China (18+)	2016 China (18+)	2015 Vietnam (18+)	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	2122	-	106	-	44	-	50	-	29	-	32	-	33	-	32	-	45	-	52	-	62	-	627	-	26
Very trustworthy	-	360	-	11	-	4	-	6	-	3	-	7	-	6	-	1	-	8	-	8	-	3	-	140	-	4
Somewhat trustworthy	-	1762	-	95	-	40	-	44	-	26	-	25	-	27	-	31	-	37	-	44	-	59	-	487	-	22
BOTTOM 2 BOX (NET)	-	3330	-	355	-	137	-	134	-	61	-	63	-	64	-	60	-	135	-	129	-	166	-	369	-	67
Not very trustworthy	-	2431	-	232	-	91	-	90	-	43	-	51	-	54	-	39	-	90	-	89	-	106	-	322	-	58
Not at all trustworthy	-	899	-	123	-	46	-	44	-	18	-	12	-	10	-	21	-	45	-	40	-	60	-	47	-	9
Sigma	-	5452	-	461	-	181	-	184	-	90	-	95	-	97	-	92	-	180	-	181	-	228	-	996	-	93

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

Q826_17. Please rate the following gTLDs by how trustworthy you feel they are.
17. .pics

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	2452	-	218	-	71	-	60	-	32	-	40	-	38	-	28	-	56	-	49	-	74	-	552	-	36
Very trustworthy	-	45% HPRTV	-	47% HJPRTV	-	39% T	-	33%	-	36%	-	42% T	-	39% T	-	30%	-	31%	-	27%	-	32%	-	55% BDFLNPRTVZ	-	39%
Somewhat trustworthy	-	8% DFRV	-	5% 5%	-	3% 3%	-	5% 5%	-	7% 7%	-	7% 7%	-	8% 8%	-	4% 4%	-	6% 3%	-	8% 4%	-	9% 4%	-	10% 10%	-	3% 3%
BOTTOM 2 BOX (NET)	-	3000	-	243	-	110	-	124	-	58	-	55	-	59	-	64	-	124	-	132	-	154	-	444	-	57
Not very trustworthy	-	55% X	-	53% X	-	61% X	-	67% BDX	-	64% DX	-	58% X	-	61% X	-	70% BDX	-	69% BDX	-	73% BDFLNXX	-	68% BDX	-	45% 45%	-	61% X
Not at all trustworthy	-	41% X	-	38% X	-	45% X	-	43% BDNX	-	44% X	-	39% X	-	47% X	-	40% BDFNXZ	-	49% BX	-	51% BDX	-	43% BDFNXZ	-	39% 25%	-	47% X
Sigma	-	781	-	68	-	29	-	44	-	18	-	18	-	13	-	27	-	36	-	39	-	56	-	58	-	13
	-	14% X	-	15% X	-	16% X	-	24% BDNX	-	20% X	-	19% X	-	13% X	-	29% BDFNXZ	-	20% BX	-	22% BDX	-	25% BDFNXZ	-	6% 6%	-	14% X
	-	5452	-	461	-	181	-	184	-	90	-	95	-	97	-	92	-	180	-	181	-	228	-	996	-	93
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

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

Q826_18. Please rate the following gTLDs by how trustworthy you feel they are.
18. .online

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US (18+)	2016 US (18+)	2015 Canada (18+)	2016 Canada (18+)	2015 Mexico (18+)	2016 Mexico (18+)	2015 Italy (18+)	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain (18+)	2016 Spain (18+)	2015 Poland (18+)	2016 Poland (18+)	2015 UK (18+)	2016 UK (18+)	2015 France (18+)	2016 France (18+)	2015 Germany (18+)	2016 Germany (18+)	2015 China (18+)	2016 China (18+)	2015 Vietnam (18+)	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	3227	-	172	-	78	-	117	-	52	-	61	-	64	-	51	-	68	-	100	-	159	-	675	-	64
		59%		37%		43%		64%		58%		64%		66%		55%		38%		55%		70%		68%		69%
Very trustworthy	-	821	-	26	-	8	-	39	-	12	-	16	-	11	-	6	-	11	-	14	-	36	-	175	-	11
		15%		6%		4%		21%		13%		17%		11%		7%		6%		8%		16%		18%		12%
		DFPRT						BDFNPRT		DFR		DFPRT		DF								DFPRT		BDFPRT		DF
Somewhat trustworthy	-	2406	-	146	-	70	-	78	-	40	-	45	-	53	-	45	-	57	-	86	-	123	-	500	-	53
		44%		32%		39%		42%		44%		47%		55%		49%		32%		48%		54%		50%		57%
		DR						DR		DR		DR		BDFR		DR						BDFHR		BDFR		BDFHR
BOTTOM 2 BOX (NET)	-	2225	-	289	-	103	-	67	-	38	-	34	-	33	-	41	-	112	-	81	-	69	-	321	-	29
		41%		63%		57%		36%		42%		36%		34%		45%		62%		45%		30%		32%		31%
		VX		BHJLNPVXZ		BHJLNTVXZ		V		V		V		VX		BHJLNPVXZ		VXZ								
Not very trustworthy	-	1727	-	198	-	76	-	51	-	29	-	29	-	29	-	29	-	81	-	64	-	47	-	278	-	26
		32%		43%		42%		28%		32%		31%		30%		32%		45%		35%		21%		28%		28%
		VX		BHJLNPVXZ		BHNVXZ		V		V		V		V		BHJLNPVXZ		VX								
Not at all trustworthy	-	498	-	91	-	27	-	16	-	9	-	5	-	4	-	12	-	31	-	17	-	22	-	43	-	3
		9%		20%		15%		9%		10%		5%		4%		13%		17%		9%		10%		4%		3%
		XZ		BHJLNTVXZ		BLNXZ		X		X		X		NXZ		BHJLNTVXZ		X		X		X		X		X
Sigma	-	5452	-	461	-	181	-	184	-	90	-	95	-	97	-	92	-	180	-	181	-	228	-	996	-	93
		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%

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

Q826_19. Please rate the following gTLDs by how trustworthy you feel they are.

19. .space

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	2458	-	165	-	74	-	80	-	42	-	43	-	42	-	31	-	51	-	67	-	60	-	573	-	38
		45%		36%		41%		43%		47%		45%		43%		34%		28%		37%		26%		58%		41%
		DPRTV		V		RV		RV		RV		RV		RV										BDFJLNPRVZ		RV
Very trustworthy	-	477	-	22	-	5	-	18	-	5	-	10	-	4	-	1	-	10	-	9	-	8	-	129	-	5
		9%		5%		3%		10%		6%		11%		4%		1%		6%		5%		4%		13%		5%
		DFPV						DFPV				DFPV												BDFJLNPRVZ		
Somewhat trustworthy	-	1981	-	143	-	69	-	62	-	37	-	33	-	38	-	30	-	41	-	58	-	52	-	444	-	33
		36%		31%		38%		34%		41%		35%		39%		33%		23%		32%		23%		45%		35%
		DRV		RV		RV		RV		RV		RV		RV										BDFJLNPRVZ		RV
BOTTOM 2 BOX (NET)	-	2994	-	296	-	107	-	104	-	48	-	52	-	55	-	61	-	129	-	114	-	168	-	423	-	55
		55%		64%		59%		57%		53%		55%		57%		66%		72%		63%		74%		42%		59%
		X		BX		X		X		X		X		X		BX		BDFJLNPRVZ		BX		BDFJLNPRVZ		X		X
Not very trustworthy	-	2254	-	202	-	84	-	71	-	33	-	44	-	49	-	40	-	89	-	82	-	104	-	367	-	41
		41%		44%		46%		39%		37%		46%		51%		43%		49%		45%		46%		37%		44%
		X		X		X		X		X		X		X				BHJX		X		X		X		X
Not at all trustworthy	-	740	-	94	-	23	-	33	-	15	-	8	-	6	-	21	-	40	-	32	-	64	-	56	-	14
		14%		20%		13%		18%		17%		8%		6%		23%		22%		18%		28%		6%		15%
		NX		BFLNX		X		LNX		NX						BFLNX		BFLNX		LNX		BDFJLNPRVZ				NX
Sigma	-	5452	-	461	-	181	-	184	-	90	-	95	-	97	-	92	-	180	-	181	-	228	-	996	-	93
		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%

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

Q826_20. Please rate the following gTLDs by how trustworthy you feel they are.
20. .website

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US (18+)	2016 US (18+)	2015 Canada (18+)	2016 Canada (18+)	2015 Mexico (18+)	2016 Mexico (18+)	2015 Italy (18+)	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain (18+)	2016 Spain (18+)	2015 Poland (18+)	2016 Poland (18+)	2015 UK (18+)	2016 UK (18+)	2015 France (18+)	2016 France (18+)	2015 Germany (18+)	2016 Germany (18+)	2015 China (18+)	2016 China (18+)	2015 Vietnam (18+)	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	3003	-	169	-	85	-	116	-	52	-	57	-	63	-	40	-	64	-	105	-	106	-	609	-	57
		55%		37%		47%		63%		58%		60%		65%		43%		36%		58%		46%		61%		61%
Very trustworthy	-	699	-	25	-	7	-	30	-	7	-	19	-	7	-	3	-	9	-	13	-	19	-	125	-	18
		13%		5%		4%		16%		8%		20%		7%		3%		5%		7%		8%		13%		19%
Somewhat trustworthy	-	2304	-	144	-	78	-	86	-	45	-	38	-	56	-	37	-	55	-	92	-	87	-	484	-	39
		42%		31%		43%		47%		50%		40%		58%		40%		31%		51%		38%		49%		42%
BOTTOM 2 BOX (NET)	-	2449	-	292	-	96	-	68	-	38	-	38	-	34	-	52	-	116	-	76	-	122	-	387	-	36
		45%		63%		53%		37%		42%		40%		35%		57%		64%		42%		54%		39%		39%
Not very trustworthy	-	1861	-	206	-	63	-	51	-	30	-	30	-	30	-	36	-	83	-	55	-	82	-	324	-	29
		34%		45%		35%		28%		33%		32%		31%		39%		46%		30%		36%		33%		31%
Not at all trustworthy	-	588	-	86	-	33	-	17	-	8	-	8	-	4	-	16	-	33	-	21	-	40	-	63	-	7
		11%		19%		18%		9%		9%		8%		4%		17%		18%		12%		18%		6%		8%
Sigma	-	5452	-	461	-	181	-	184	-	90	-	95	-	97	-	92	-	180	-	181	-	228	-	996	-	93
		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%

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

Q826_21. Please rate the following gTLDs by how trustworthy you feel they are.
21. .news

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US (18+)	2016 US (18+)	2015 Canada (18+)	2016 Canada (18+)	2015 Mexico (18+)	2016 Mexico (18+)	2015 Italy (18+)	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain (18+)	2016 Spain (18+)	2015 Poland (18+)	2016 Poland (18+)	2015 UK (18+)	2016 UK (18+)	2015 France (18+)	2016 France (18+)	2015 Germany (18+)	2016 Germany (18+)	2015 China (18+)	2016 China (18+)	2015 Vietnam (18+)	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	3879 71% LPRTV	-	316 69% RT	-	134 74% LPRTV	-	128 70% RT	-	63 70% R	-	57 60% R	-	64 66% R	-	56 61% R	-	97 54% R	-	106 59% R	-	141 62% R	-	764 77% BDHLNPRTV	-	67 72% RT
Very trustworthy	-	1071 20% DFPRTV	-	54 12% RT	-	16 9% RT	-	39 21% DFPRTV	-	16 18% FRT	-	14 15% R	-	16 16% RT	-	9 10% R	-	13 7% R	-	14 8% R	-	24 11% R	-	218 22% DFPRTV	-	19 20% DFPRTV
Somewhat trustworthy	-	2808 52% BLR	-	262 57% BLR	-	118 65% BDHLNPRTVXZ	-	89 48% R	-	47 52% R	-	43 45% R	-	48 49% R	-	47 51% R	-	84 47% R	-	92 51% R	-	117 51% R	-	546 55% BR	-	48 52% R
BOTTOM 2 BOX (NET)	-	1573 29% X	-	145 31% X	-	47 26% X	-	56 30% X	-	27 30% X	-	38 40% BFX	-	33 34% X	-	36 39% BFX	-	83 46% BDFHJXZ	-	75 41% BDFHJXZ	-	87 38% BFX	-	232 23% X	-	26 28% X
Not very trustworthy	-	1231 23% X	-	108 23% X	-	36 20% X	-	39 21% X	-	20 22% X	-	34 36% BDFHJX	-	31 32% BFHX	-	28 30% X	-	66 37% BDFHJXZ	-	53 29% BFX	-	61 27% X	-	199 20% X	-	23 25% X
Not at all trustworthy	-	342 6% X	-	37 8% NX	-	11 6% NX	-	17 9% NX	-	7 8% X	-	4 4% X	-	2 2% X	-	8 9% NX	-	17 9% NX	-	22 12% BFLNXZ	-	26 11% BLNXZ	-	33 3% X	-	3 3% X
Sigma	-	5452 100%	-	461 100%	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q826_22. Please rate the following gTLDs by how trustworthy you feel they are.
22. .site

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US (18+)	2016 US (18+)	2015 Canada (18+)	2016 Canada (18+)	2015 Mexico (18+)	2016 Mexico (18+)	2015 Italy (18+)	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain (18+)	2016 Spain (18+)	2015 Poland (18+)	2016 Poland (18+)	2015 UK (18+)	2016 UK (18+)	2015 France (18+)	2016 France (18+)	2015 Germany (18+)	2016 Germany (18+)	2015 China (18+)	2016 China (18+)	2015 Vietnam (18+)	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	2784	-	161	-	70	-	102	-	44	-	55	-	52	-	38	-	63	-	93	-	78	-	595	-	47
		51%		35%		39%		55%		49%		58%		54%		41%		35%		51%		34%		60%		51%
Very trustworthy	-	563	-	18	-	3	-	22	-	5	-	15	-	5	-	1	-	10	-	13	-	7	-	129	-	10
		10%		4%		2%		12%		6%		16%		5%		1%		6%		7%		3%		13%		11%
Somewhat trustworthy	-	2221	-	143	-	67	-	80	-	39	-	40	-	47	-	37	-	53	-	80	-	71	-	466	-	37
		41%		31%		37%		43%		43%		42%		48%		40%		29%		44%		31%		47%		40%
BOTTOM 2 BOX (NET)	-	2668	-	300	-	111	-	82	-	46	-	40	-	45	-	54	-	117	-	88	-	150	-	401	-	46
		49%		65%		61%		45%		51%		42%		46%		59%		65%		49%		66%		40%		49%
Not very trustworthy	-	2019	-	208	-	80	-	64	-	34	-	34	-	39	-	35	-	82	-	68	-	98	-	343	-	36
		37%		45%		44%		35%		38%		36%		40%		38%		46%		38%		43%		34%		39%
Not at all trustworthy	-	649	-	92	-	31	-	18	-	12	-	6	-	6	-	19	-	35	-	20	-	52	-	58	-	10
		12%		20%		17%		10%		13%		6%		6%		21%		19%		11%		23%		6%		11%
Sigma	-	5452	-	461	-	181	-	184	-	90	-	95	-	97	-	92	-	180	-	181	-	228	-	996	-	93
		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%

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

Q826_23. Please rate the following gTLDs by how trustworthy you feel they are.
23. .toronto

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	181	**	**	**	181	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	-	118 65%	-	-	-	118 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	13 7%	-	-	-	13 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	105 58%	-	-	-	105 58%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	63 35%	-	-	-	63 35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	45 25%	-	-	-	45 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	18 10%	-	-	-	18 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	181 100%	-	-	-	181 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q826_24. Please rate the following gTLDs by how trustworthy you feel they are.

24. .guadalajara

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	184	**	**	**	**	**	184	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	-	71 39%	-	-	-	-	-	71 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	14 8%	-	-	-	-	-	14 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	57 31%	-	-	-	-	-	57 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	113 61%	-	-	-	-	-	113 61%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	66 36%	-	-	-	-	-	66 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	47 26%	-	-	-	-	-	47 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	184 100%	-	-	-	-	-	184 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q826_25. Please rate the following gTLDs by how trustworthy you feel they are.

8 Jun 2016
Table 147

25. .roma

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	..	90*	90*
TOP 2 BOX (NET)	-	43 48%	-	-	-	-	-	-	-	43 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	9 10%	-	-	-	-	-	-	-	9 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	34 38%	-	-	-	-	-	-	-	34 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	47 52%	-	-	-	-	-	-	-	47 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	36 40%	-	-	-	-	-	-	-	36 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	11 12%	-	-	-	-	-	-	-	11 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	90 100%	-	-	-	-	-	-	-	90 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q826_26. Please rate the following gTLDs by how trustworthy you feel they are.

26. .istanbul

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-.**	95*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	95*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
TOP 2 BOX (NET)	-	56 59%	-	-	-	-	-	-	-	-	-	56 59%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	19 20%	-	-	-	-	-	-	-	-	-	19 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	37 39%	-	-	-	-	-	-	-	-	-	37 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	39 41%	-	-	-	-	-	-	-	-	-	39 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	33 35%	-	-	-	-	-	-	-	-	-	33 35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	6 6%	-	-	-	-	-	-	-	-	-	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	95 100%	-	-	-	-	-	-	-	-	-	95 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q826_27. Please rate the following gTLDs by how trustworthy you feel they are.
27. .madrid

Base: All Qualified Respondents

	Country																										
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	..	97*	97*	
TOP 2 BOX (NET)	-	62 64%	-	-	-	-	-	-	-	-	-	-	-	62 64%	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	9 9%	-	-	-	-	-	-	-	-	-	-	-	9 9%	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	53 55%	-	-	-	-	-	-	-	-	-	-	-	53 55%	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	35 36%	-	-	-	-	-	-	-	-	-	-	-	35 36%	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	29 30%	-	-	-	-	-	-	-	-	-	-	-	29 30%	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	6 6%	-	-	-	-	-	-	-	-	-	-	-	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	97 100%	-	-	-	-	-	-	-	-	-	-	-	97 100%	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q826_28. Please rate the following gTLDs by how trustworthy you feel they are.

28. .warszawa

Base: All Qualified Respondents

	Country																										
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	..	92*	92*	
TOP 2 BOX (NET)	-	46 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	46 50%	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	42 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	42 46%	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	46 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	46 50%	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	30 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	30 33%	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	16 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	16 17%	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	92 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	92 100%	-	-	-	-	-	-	-	-	-	-	-

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

Q826_29. Please rate the following gTLDs by how trustworthy you feel they are.
29. .paris

Base: All Qualified Respondents

	Country																										
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)	
Unweighted Base	**	181	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	181	**	**	**	**	**	**
TOP 2 BOX (NET)	-	89 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	89 49%	-	-	-	-	-	-
Very trustworthy	-	11 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11 6%	-	-	-	-	-	-
Somewhat trustworthy	-	78 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	78 43%	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	92 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	92 51%	-	-	-	-	-	-
Not very trustworthy	-	68 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	68 38%	-	-	-	-	-	-
Not at all trustworthy	-	24 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24 13%	-	-	-	-	-	-
Sigma	-	181 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	181 100%	-	-	-	-	-	-

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

Q826_30. Please rate the following gTLDs by how trustworthy you feel they are.
30. .Foshan

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	996	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	996	**	**
TOP 2 BOX (NET)	-	553 56%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	553 56%	-	-
Very trustworthy	-	118 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	118 12%	-	-
Somewhat trustworthy	-	435 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	435 44%	-	-
BOTTOM 2 BOX (NET)	-	443 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	443 44%	-	-
Not very trustworthy	-	354 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	354 36%	-	-
Not at all trustworthy	-	89 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	89 9%	-	-
Sigma	-	996 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	996 100%	-	-

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

Q826_31. Please rate the following gTLDs by how trustworthy you feel they are.

31. .hanoi

Base: All Qualified Respondents

	Country																										
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	..	93*	93*	
TOP 2 BOX (NET)	-	56 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	56 60%
Very trustworthy	-	9 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 10%
Somewhat trustworthy	-	47 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	47 51%
BOTTOM 2 BOX (NET)	-	37 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	37 40%
Not very trustworthy	-	34 37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	34 37%
Not at all trustworthy	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%
Sigma	-	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	93 100%

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

Q826_32. Please rate the following gTLDs by how trustworthy you feel they are.
32. .manilla

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	184	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	-	83 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	21 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	62 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	101 55%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	73 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	28 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	184 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q826_33. Please rate the following gTLDs by how trustworthy you feel they are.

33. .tokyo

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	315	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	-	155 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	19 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	136 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	160 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	142 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	18 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	315 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q826_34. Please rate the following gTLDs by how trustworthy you feel they are.

34. .seoul

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	183	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	-	114 62%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	26 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	88 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	69 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	59 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	10 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	183 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q826_35. Please rate the following gTLDs by how trustworthy you feel they are.
35. .mockba

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	231	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	-	128 55%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	26 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	102 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	103 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	64 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	39 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	231 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q826_36. Please rate the following gTLDs by how trustworthy you feel they are.
36. .delhi

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	595	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	-	350 59%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	100 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	250 42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	245 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	177 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	68 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	595 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q826_37. Please rate the following gTLDs by how trustworthy you feel they are.

37. .jakarta

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-.**	181	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
TOP 2 BOX (NET)	-	137 76%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	32 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	105 58%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	44 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	39 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	181 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q826_38. Please rate the following gTLDs by how trustworthy you feel they are.

38. .abuja

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	192	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	-	108 56%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	17 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	91 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	84 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	65 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	19 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	192 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q826_39. Please rate the following gTLDs by how trustworthy you feel they are.

39. .capetown

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-.**	90*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
TOP 2 BOX (NET)	-	57 63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	7 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	50 56%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	33 37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	24 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	9 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	90 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q826_40. Please rate the following gTLDs by how trustworthy you feel they are.
40. .cairo

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	..	96*
TOP 2 BOX (NET)	-	57 59%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	11 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	46 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	39 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	28 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	11 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	96 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q826_41. Please rate the following gTLDs by how trustworthy you feel they are.

41. .bogota

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	..	93*
TOP 2 BOX (NET)	-	58 62%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	16 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	42 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	35 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	19 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	16 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q826_42. Please rate the following gTLDs by how trustworthy you feel they are.

42. .cordoba

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	..	93*
TOP 2 BOX (NET)	-	31 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	28 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	62 67%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	35 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	27 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q826_43. Please rate the following gTLDs by how trustworthy you feel they are.

43. .rio

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	321	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	-	113 35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	18 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	95 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	208 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	134 42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	74 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	321 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q826_8. Please rate the following gTLDs by how trustworthy you feel they are.
8. .berlin

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	250	228	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	250	228	**	**	**	**
TOP 2 BOX (NET)	159 64%	153 67%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	159 64%	153 67%	-	-	-	-
Very trustworthy	19 8%	30 13% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19 8%	30 13% U	-	-	-	-
Somewhat trustworthy	140 56%	123 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	140 56%	123 54%	-	-	-	-
BOTTOM 2 BOX (NET)	91 36%	75 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	91 36%	75 33%	-	-	-	-
Not very trustworthy	53 21%	50 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	53 21%	50 22%	-	-	-	-
Not at all trustworthy	38 15%	25 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	38 15%	25 11%	-	-	-	-
Sigma	250 100%	228 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	250 100%	228 100%	-	-	-	-

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

Q826_9. Please rate the following gTLDs by how trustworthy you feel they are.

8 Jun 2016
Table 167

9. .ovh

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	250	228	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	250	228	**	**	**	**
TOP 2 BOX (NET)	71 28% B	32 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	71 28% V	32 14%	-	-	-	-
Very trustworthy	5 2%	5 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 2%	5 2%	-	-	-	-
Somewhat trustworthy	66 26% B	27 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	66 26% V	27 12%	-	-	-	-
BOTTOM 2 BOX (NET)	179 72% A	196 86%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	179 72% U	196 86% U	-	-	-	-
Not very trustworthy	85 34%	105 46% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	85 34%	105 46% U	-	-	-	-
Not at all trustworthy	94 38%	91 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	94 38%	91 40%	-	-	-	-
Sigma	250 100%	228 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	250 100%	228 100%	-	-	-	-

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

Q826_10. Please rate the following gTLDs by how trustworthy you feel they are.
10. .london

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	1086	180	**	**	**	**	**	**	101	**	102	**	100	**	112	**	220	180	201	**	250	**	**	**	**	**
TOP 2 BOX (NET)	495 46% O	90 50%	-	-	-	-	-	-	42 42% O	-	38 37%	-	44 44% O	-	29 26%	-	125 57% AIKMOS	90 50%	80 40% O	-	137 55% AIKOS	-	-	-	-	-
Very trustworthy	47 4% M	17 9% A	-	-	-	-	-	-	5 5% M	-	6 6% M	-	-	-	2 2%	-	19 9% AMOSU	17 9%	5 2%	-	10 4% M	-	-	-	-	-
Somewhat trustworthy	448 41% KO	73 41%	-	-	-	-	-	-	37 37% O	-	32 31%	-	44 44% O	-	27 24%	-	106 48% AKOS	73 41%	75 37% O	-	127 51% AIKOS	-	-	-	-	-
BOTTOM 2 BOX (NET)	591 54% QU	90 50%	-	-	-	-	-	-	59 58% QU	-	64 63% QU	-	56 56% Q	-	83 74% AIMQSU	-	95 43% AKOS	90 50%	121 60% QU	-	113 45% AIKOS	-	-	-	-	-
Not very trustworthy	383 35% QU	70 39%	-	-	-	-	-	-	40 40% U	-	44 43% QU	-	45 45% AQU	-	46 41% QU	-	63 29% AKOS	70 39% Q	83 41% AQU	-	62 25% AIKOS	-	-	-	-	-
Not at all trustworthy	208 19% BMQ	20 11%	-	-	-	-	-	-	19 19%	-	20 20%	-	11 11%	-	37 33% AIKMOSU	-	32 15% AKOS	20 11%	38 19%	-	51 20% M	-	-	-	-	-
Sigma	1086 100%	180 100%	-	-	-	-	-	-	101 100%	-	102 100%	-	100 100%	-	112 100%	-	220 100%	180 100%	201 100%	-	250 100%	-	-	-	-	-

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

Q826_11. Please rate the following gTLDs by how trustworthy you feel they are.

11. .nyc

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	502	461	502	461	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	270	214	270	214	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	54%	46%	54%	46%																						
Very trustworthy	30	32	30	32	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	6%	7%	6%	7%																						
Somewhat trustworthy	240	182	240	182	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	48%	39%	48%	39%																						
BOTTOM 2 BOX (NET)	232	247	232	247	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	46%	54%	46%	54%																						
Not very trustworthy	149	176	149	176	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	30%	38%	30%	38%																						
Not at all trustworthy	83	71	83	71	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	17%	15%	17%	15%																						
Sigma	502	461	502	461	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	100%	100%	100%	100%																						

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

Q826_12. Please rate the following gTLDs by how trustworthy you feel they are.
12. .wang

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	1110	996	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1110	996	**	**
TOP 2 BOX (NET)	585 53%	489 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	585 53%	489 49%	-	-
Very trustworthy	80 7%	93 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80 7%	93 9%	-	-
Somewhat trustworthy	505 45% B	396 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	505 45% X	396 40%	-	-
BOTTOM 2 BOX (NET)	525 47%	507 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	525 47%	507 51%	-	-
Not very trustworthy	444 40%	419 42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	444 40%	419 42%	-	-
Not at all trustworthy	81 7%	88 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	81 7%	88 9%	-	-
Sigma	1110 100%	996 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1110 100%	996 100%	-	-

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

Q826_13. Please rate the following gTLDs by how trustworthy you feel they are.
13. .xn-ses554g (Chinese for network address)

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	1110	996	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1110	996	**	**
TOP 2 BOX (NET)	624	410	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	624	410	-	-
	56% B	41%																					56% X	41%		
Very trustworthy	100	92	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100	92	-	-
	9%	9%																					9%	9%		
Somewhat trustworthy	524	318	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	524	318	-	-
	47% B	32%																					47% X	32%		
BOTTOM 2 BOX (NET)	486	586	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	486	586	-	-
	44%	59% A																					44%	59% W		
Not very trustworthy	395	439	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	395	439	-	-
	36%	44% A																					36%	44% W		
Not at all trustworthy	91	147	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	91	147	-	-
	8%	15% A																					8%	15% W		
Sigma	1110	996	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1110	996	-	-
	100%	100%																					100%	100%		

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

Q826_14. Please rate the following gTLDs by how trustworthy you feel they are.
14. .xn-55qx5d (Chinese for company)

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	1110	996	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1110	996	**	**
TOP 2 BOX (NET)	632	416	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	632	416	-	-
	57%	42%																					57%	42%		
Very trustworthy	105	95	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	105	95	-	-
	9%	10%																					9%	10%		
Somewhat trustworthy	527	321	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	527	321	-	-
	47%	32%																					47%	32%		
BOTTOM 2 BOX (NET)	478	580	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	478	580	-	-
	43%	58%																					43%	58%		
Not very trustworthy	386	438	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	386	438	-	-
	35%	44%																					35%	44%		
Not at all trustworthy	92	142	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	92	142	-	-
	8%	14%																					8%	14%		
Sigma	1110	996	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1110	996	-	-
	100%	100%																					100%	100%		

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

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 unfamiliar domain name extension would make it feel trustworthy?

Base: All Qualified Respondents

	Country																										
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*	
EXTENSION APPEAL (NET)	-	910 17% LNV	-	77 17% LNV	-	37 20% LNV	-	40 22% LNV	-	11 12% N	-	8 8% N	-	4 4% N	-	16 17% N	-	31 17% LN	-	27 15% N	-	24 11% BDJLNV	-	212 21% BDJLNV	-	18 19% LNV	
Relevant to topic/Specific to the domain	-	305 6% NPVX	-	30 7% NPVX	-	14 8% NPVX	-	28 15% BDFANPRTVYZ	-	5 6% NP	-	3 3% NP	-	-	-	-	-	11 6% NP	-	14 8% NPVX	-	6 3% NP	-	38 4% NP	-	6 6% NP	
Wording makes sense	-	117 2% BDJLNTVX	-	8 2% BDJLNTVX	-	10 6% BDJLNTVX	-	4 2% BDJLNTVX	-	-	-	-	-	-	-	5 5% BDJLNV	-	10 6% BDJLNTVX	-	3 2% BDJLNTVX	-	2 1% BDJLNTVX	-	23 2% BDJLNTVX	-	2 2% BDJLNTVX	
Gut feeling/My opinion	-	69 1% D	-	1 1% D	-	4 2% DH	-	-	-	1 1% D	-	1 1% D	-	-	-	-	-	3 2% D	-	1 1% D	-	1 1% D	-	26 3% BDHV	-	-	
Short wording	-	62 1% BDRTV	-	2 1% BDRTV	-	1 1% BDRTV	-	3 2% BDRTV	-	-	-	1 1% BDRTV	-	-	-	-	-	-	-	-	-	1 1% BDRTV	-	25 3% BDRTV	-	3 3% DRTV	
Nothing looks/sounds suspicious	-	54 1% X	-	15 3% BHTVX	-	3 2% X	-	-	-	-	-	2 2% HX	-	-	2 2% HX	-	3 2% X	-	1 1% X	-	1 1% X	-	1 1% X	-	4 1% BHJNTVX	-	5 5% BHJNTVX
It's meaning/Meaningful	-	41 1% BDFRTV	-	-	-	-	1 1% BDFRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	28 3% BDFRTV	-	-	
Believable/Confidence/Convincing	-	33 1% BD	-	-	1 1% BD	-	1 1% BD	-	1 1% DRTV	-	2 2% DRTV	-	-	1 1% D	-	-	-	-	-	-	-	-	-	12 1% BD	-	-	
I don't pay attention/Wouldn't notice	-	32 1% BX	-	2 1% BX	-	1 1% BX	-	1 1% BX	-	1 1% BX	-	-	-	-	2 2% BX	-	1 1% BX	-	1 1% BX	-	2 1% BX	-	2 1% BX	-	4 1% BX	-	-
Good/Like domain	-	31 1% BD	-	5 1% BD	-	-	-	-	-	1 1% BD	-	-	-	-	-	-	-	1 1% BD	-	1 1% BD	-	2 1% BD	-	8 1% BD	-	-	
Depends on language	-	28 1% BD	-	1 1% BD	-	1 1% BD	-	1 1% BD	-	-	-	-	-	-	1 1% BD	-	-	-	-	2 1% BD	-	-	-	15 2% BD	-	-	
Professional	-	23 1% B	-	2 1% B	-	-	-	-	-	-	-	-	-	-	-	-	3 2% B	-	2 1% B	-	-	-	-	9 1% B	-	-	
Curiosity/Interesting	-	23 1% DX	-	-	-	-	1 1% DX	-	-	-	-	-	-	1 1% DX	-	1 1% DX	-	-	-	-	-	4 2% BDX	-	1 1% BDX	-	1 1% DX	
Same/Similar to others	-	16 1% BD	-	1 1% BD	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% BD	-	-	-	3 1% BD	-	-	
Ordinary/Traditional/Conventional	-	14 1% BD	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1% BD	-	-	-	11 1% BD	-	-	
Accurate	-	11 1% BD	-	-	-	1 1% BD	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 1% BD	-	-	

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

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 unfamiliar domain name extension would make it feel trustworthy?

8 Jun 2016
Table 173

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
All/Everything	-	9	-	2	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	1	-	-
Better/Best	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other extension appeal mentions	-	140	-	14	-	6	-	5	-	1	-	1	-	2	-	3	-	2	-	1	-	6	-	41	-	2
INFORMATION (NET)	-	606	-	39	-	17	-	39	-	7	-	8	-	11	-	5	-	7	-	4	-	38	-	91	-	17
Content/Information provided	-	463	-	23	-	12	-	31	-	6	-	8	-	9	-	3	-	6	-	4	-	28	-	77	-	8
Has what I am looking for	-	127	-	15	-	5	-	9	-	-	-	1	-	2	-	1	-	1	-	-	-	9	-	10	-	8
Other information mentions	-	26	-	2	-	1	-	-	-	1	-	-	-	1	-	1	-	-	-	-	-	2	-	4	-	1
REPUTATION (NET)	-	599	-	43	-	23	-	20	-	8	-	10	-	12	-	5	-	17	-	18	-	32	-	119	-	6
Well known/Most commonly used	-	237	-	7	-	10	-	7	-	3	-	8	-	2	-	2	-	8	-	13	-	17	-	41	-	4
Legitimate/Genuine/Authentic	-	113	-	15	-	3	-	6	-	1	-	1	-	1	-	2	-	5	-	-	-	5	-	33	-	1
Trustworthy	-	50	-	1	-	-	-	-	-	1	-	-	-	3	-	-	-	-	-	3	-	2	-	14	-	-
Dependable/Reliable	-	47	-	2	-	-	-	3	-	1	-	1	-	1	-	1	-	-	-	-	-	-	-	4	-	-
Depends on company/website behind the name	-	47	-	5	-	4	-	2	-	1	-	-	-	2	-	1	-	2	-	2	-	1	-	3	-	1
Good company/reputation/track record	-	33	-	5	-	2	-	1	-	-	-	-	-	3	-	-	-	-	-	2	-	2	-	6	-	-
Tested/Proven/Verified	-	32	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	7	-	13	-	-
Top level/High ranking	-	23	-	-	-	2	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-	-

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

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 unfamiliar domain name extension would make it feel trustworthy?

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
Good experience/Never had a problem	-	19*	-	4 1% X	-	-	-	-	-	1 1% X	-	1 1% X	-	2 2% BVX	-	-	-	1 1% X	-	-	-	-	-	1 1% X	-	-
No scams/fraud	-	14*	-	6 1% BX	-	3 2% BX	-	-	-	-	-	-	-	-	-	1 1% X	-	1 1% X	-	-	-	-	-	-	-	-
Knowledgeable/Area of expertise/It's their business	-	3*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good management/Operation of site	-	2*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% X	-	-
Other reputation mentions	-	21*	-	1	-	1 1% X	-	1 1% X	-	-	-	-	-	-	-	-	-	1 1% X	-	-	-	-	-	4 4% X	-	-
EXTENSION (NET)	-	590 11% VX	-	44 10% V	-	15 8% V	-	41 22% V	-	13 14% VX	-	13 14% VX	-	6 6% V	-	6 7% V	-	14 8% V	-	14 8% V	-	10 4% V	-	68 7% V	-	11 12% V
Domain name/extension (Unspec.)	-	298 5% X	-	21 5% X	-	9 5% X	-	13 7% X	-	11 12% X	-	4 4% X	-	3 3% X	-	6 7% X	-	6 3% X	-	8 4% X	-	7 3% X	-	41 4% X	-	9 10% DRVX
.com	-	109 2% VX	-	6 1% X	-	1 1% X	-	15 8% X	-	-	-	3 3% V	-	1 1% X	-	-	-	2 1% X	-	3 2% X	-	-	-	10 1% X	-	-
Https	-	40 1% X	-	6 1% X	-	-	-	2 1% X	-	-	-	2 2% X	-	1 1% X	-	-	-	2 1% X	-	1 1% X	-	1 1% X	-	-	-	-
.org	-	27*	-	2*	-	-	-	4 2% X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2% X	-	1 1% X
.net	-	24*	-	3 1% X	-	1 1% X	-	3 2% BX	-	-	-	1 1% X	-	-	-	-	-	-	-	-	-	-	-	1 1% X	-	-
.in	-	13*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.info	-	10*	-	1	-	-	-	4 2% X	-	-	-	-	-	-	-	-	-	1 1% X	-	-	-	-	-	-	-	-
.co	-	9*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.gov	-	9*	-	3 B %	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% X	-	-
.ru	-	4*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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 unfamiliar domain name extension would make it feel trustworthy?

8 Jun 2016
Table 173

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
.cn	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-
.fr	-	3	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	2%	-	-	-	-	-	-
Other extension mentions	-	124	-	10	-	4	-	10	-	2	-	4	-	2	-	-	-	3	-	2	-	2	-	12	-	1
USAGE (NET)	-	574	-	78	-	28	-	21	-	4	-	5	-	7	-	5	-	27	-	11	-	3	-	107	-	23
More familiar/I use extension	-	230	-	24	-	9	-	10	-	1	-	3	-	1	-	-	-	6	-	-	-	2	-	59	-	13
Not familiar	-	155	-	42	-	15	-	2	-	-	-	2	-	1	-	3	-	18	-	-	-	-	-	14	-	1
I would try it	-	63	-	3	-	1	-	2	-	2	-	-	-	3	-	1	-	1	-	1	-	-	-	7	-	1
Depends on use (Unspec.)	-	43	-	1	-	-	-	4	-	-	-	-	-	1	-	-	-	2	-	1	-	-	-	12	-	1
Necessary/Needed to access internet	-	11	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	3	-	4
Helpful/Useful	-	11	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	2
Used by organizations	-	10	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-	1
Government use	-	9	-	2	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-
Efficient/Work well	-	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-	-
Public use	-	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Company use	-	6	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non profit use	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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 unfamiliar domain name extension would make it feel trustworthy?

8 Jun 2016
Table 173

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
Educational use	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial use	-	1	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	32	-	5	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	9	-	-	-	5	-	-
SEARCH (NET)	-	319	-	34	-	5	-	5	-	4	-	4	-	15	-	2	-	13	-	5	-	19	-	48	-	2
Researched it/Check out source first	-	156	-	19	-	2	-	1	-	1	-	3	-	8	-	2	-	4	-	2	-	5	-	25	-	-
Search engine/Found through searching	-	95	-	10	-	1	-	3	-	1	-	1	-	3	-	-	-	4	-	3	-	6	-	15	-	-
Google search	-	64	-	6	-	2	-	1	-	2	-	-	-	4	-	-	-	4	-	-	-	8	-	-	-	2
Other search mentions	-	12	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	8	-	-
SAFETY/SECURITY (NET)	-	258	-	29	-	7	-	4	-	6	-	6	-	6	-	7	-	6	-	3	-	11	-	51	-	5
Safety/Security/Padlock	-	136	-	16	-	3	-	2	-	3	-	6	-	3	-	2	-	4	-	2	-	6	-	27	-	2
Check with anti virus software	-	86	-	9	-	3	-	2	-	2	-	-	-	4	-	1	-	-	-	1	-	4	-	23	-	1
Not being exposed to virus	-	28	-	2	-	2	-	-	-	2	-	-	-	-	-	3	-	1	-	-	-	1	-	1	-	2
Ensures privacy of personal information	-	9	-	3	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-
Other safety/security mentions	-	5	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
Illegible data	-	220	-	12	-	8	-	1	-	9	-	5	-	4	-	13	-	4	-	17	-	17	-	28	-	1
CONVENIENCE (NET)	-	183	-	6	-	7	-	9	-	2	-	2	-	-	-	1	-	2	-	7	-	7	-	67	-	2

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

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 unfamiliar domain name extension would make it feel trustworthy?

Base: All Qualified Respondents

	Country																										
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*	
Clear/Easy to understand/differentiate	-	146 3% D	-	4 1%	-	7 4% D	-	6 3% D	-	2 2%	-	1 1%	-	-	-	1 1%	-	2 1%	-	4 4% D	-	5 2%	-	58 6% BDLNRV	-	2 2%	
Easy to use/access	-	13	-	1	-	-	-	2 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	3	-	-	
Harder to obtain/Requires certain criteria	-	8	-	1	-	-	-	1 1%	-	-	-	1 1% B	-	-	-	-	-	-	-	-	-	-	-	2	-	-	
Faster/Quicker service	-	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	
Other convenience mentions	-	13	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	3	-	1 1% D	
WEBSITE APPEAL (NET)	-	103 2%	-	5 1%	-	-	-	-	-	1 1%	-	1 1%	-	2 2%	-	2 2% FH	-	2 1%	-	2 1%	-	6 3% FH	-	18 2%	-	2 2% FH	
Design/Layout/Way it looks	-	87 2% D	-	2	-	-	-	-	-	1 1%	-	1 1%	-	2 2%	-	1 1%	-	2 1%	-	2 1%	-	6 3% DFH	-	17 2% D	-	-	
Few/No pop-ups/advertisements	-	17	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	1 1% X	-	-	-	-	-	-	-	1	-	2 2% BFHRTVX	
WEBSITE (NET)	-	90 2%	-	7 2%	-	4 2% R	-	3 2%	-	-	-	2 2%	-	-	-	2 2% R	-	-	-	-	2 1%	-	5 2% R	-	12 1%	-	2 2% R
Linked from a trusted site	-	46 1%	-	4 1%	-	2 1%	-	3 2% X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	4	-	2 2% RTX
Web based use/Used by major websites	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other website mentions	-	43 1%	-	3 1%	-	2 1%	-	-	-	-	-	2 2% H	-	-	-	2 2% HR	-	-	-	-	2 1%	-	2 1%	-	8 1%	-	-
WEBSITE ORIGIN (NET)	-	85 2%	-	5 1%	-	4 2%	-	7 4% BDX	-	1 1%	-	-	-	-	-	-	-	-	6 3% DX	-	4 2%	-	7 3%	-	13 1%	-	-
Country/State of origin (Unspec.)	-	47 1%	-	3 1%	-	3 2%	-	5 3% BDX	-	1 1%	-	-	-	-	-	-	-	-	2 1%	-	1 1%	-	4 2% X	-	5 1%	-	-
Russian origin	-	5	-	-	-	1 1% X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Worldwide/International usage	-	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 B	-	-	

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

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 unfamiliar domain name extension would make it feel trustworthy?

8 Jun 2016
Table 173

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
Represents my country	-	1	-	-	-	-	-	1 BX	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other website origin mentions	-	28 1%	-	2	-	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-	4 2%	-	3 2%	-	3 1%	-	5 1%	-	-
MISCELLANEOUS (NET)	-	251 5%	-	12 3%	-	5 3%	-	6 3%	-	2 2%	-	10 11%	-	14 14%	-	-	-	9 5%	-	4 2%	-	20 9%	-	60 6%	-	3 3%
Recommended by others	-	148 3%	-	7 2%	-	3 2%	-	3 2%	-	1 1%	-	6 6%	-	10 10%	-	-	-	6 3%	-	2 1%	-	15 7%	-	20 2%	-	3 3%
Authorized/Regulated	-	67 1%	-	3 1%	-	2 1%	-	1 1%	-	1 1%	-	2 2%	-	4 4%	-	-	-	1 1%	-	-	-	2 1%	-	32 3%	-	-
Advertised/Promoted	-	19*	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	7 1%	-	-
Good quality	-	6*	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-
Good technology/innovation	-	3*	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	1*	-	-
Provide good services	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	12*	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	2 1%	-	2 1%	-	2*	-	-
ECONOMY (NET)	-	9*	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	1*	-	-
It's paid for/Fee based	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1*	-	-
Other economy mentions	-	8*	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-
None	-	779 14% HL	-	66 14% HL	-	22 12% H	-	9 5%	-	15 17% HL	-	6 6%	-	14 14% H	-	20 22% BFHLVXZ	-	27 15% HL	-	23 13% H	-	26 11% H	-	138 14% HL	-	10 11%
Don't know	-	758 14%	-	71 15%	-	34 19% HX	-	20 11%	-	17 19%	-	20 21% BHX	-	13 13%	-	14 15%	-	38 21% BHX	-	52 29% BDFHNPVXZ	-	35 15%	-	120 12%	-	11 12%
Declined to answer	-	108 2% X	-	18 4% BNTX	-	5 3%	-	2 1%	-	2 2%	-	4 4% NTX	-	-	-	1 1%	-	6 3% X	-	1 1%	-	7 3% X	-	10 1%	-	1 1%
Sigma	-	6712 123%	-	569 123%	-	233 129%	-	245 133%	-	104 116%	-	108 114%	-	113 116%	-	104 113%	-	213 118%	-	201 111%	-	275 121%	-	1219 122%	-	116 125%

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

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 unfamiliar domain name extension would make it feel trustworthy?

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*

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

Q850. If you wanted more information about one of the new gTLDs, where would you go?

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
An Internet search engine to find articles, posts or similar information	4668 76%	4039 74%	325 65%	344 75%	135 68%	128 71%	185 83%	151 82%	68 67%	68 76%	84 82%	56 59%	76 76%	71 73%	93 83%	66 72%	151 69%	109 61%	134 67%	121 67%	174 70%	167 73%	866 78%	653 66%	74 74%	76 82%
An Internet encyclopedia	1859 30%	2178 40%	83 17%	107 23%	45 23%	43 24%	67 30%	70 38%	26 26%	33 37%	17 17%	47 49%	19 19%	31 32%	42 38%	48 52%	47 21%	34 19%	24 12%	50 28%	55 22%	71 31%	427 38%	548 55%	36 36%	44 47%
My Internet service provider/agency that provides my internet access	1487 24%	1570 29%	59 12%	72 16%	29 15%	27 15%	58 26%	36 20%	19 19%	12 13%	34 33%	50 53%	14 14%	25 26%	11 10%	17 18%	30 14%	22 12%	35 17%	35 19%	43 17%	44 19%	319 29%	446 45%	44 44%	41 44%
Other	125 2%	114 2%	24 5%	13 3%	8 4%	8 4%	5 2%	2 1%	2 2%	-	1 1%	1 1%	4 4%	1 1%	5 4%	4 4%	4 2%	4 2%	5 2%	4 2%	4 2%	7 3%	4 3%	4 3%	2 2%	2 2%
Not sure	687 11%	421 8%	117 23%	66 14%	38 19%	24 13%	7 3%	6 3%	16 16%	4 4%	4 4%	6 6%	12 12%	5 5%	7 6%	5 5%	43 20%	42 23%	44 22%	24 13%	52 21%	24 11%	105 9%	72 7%	3 3%	2 2%
Sigma	8826 144%	8322 153%	608 121%	602 131%	255 128%	230 127%	322 144%	265 144%	131 130%	117 130%	140 137%	160 168%	125 125%	133 137%	158 141%	140 152%	275 125%	211 117%	242 120%	234 129%	328 131%	313 137%	1721 155%	1721 173%	159 159%	163 175%

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

Q856. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico (18+)	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China (18+)	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
Informative	3835 62% KQOSU	3796 70% ADRV	302 60% OU	294 64% OU	122 61% OU	117 65% KQOSU	151 68% GBOF,ALRTV	143 78% GBOF,ALRTV	58 57% GBOF,ALRTV	58 64% GBOF,ALRTV	52 51% GBOF,ALRTV	60 63% GBOF,ALRTV	60 60% MBDF,ALRTV	78 80% MBDF,ALRTV	55 49% GBOF,ALRTV	63 68% GBOF,ALRTV	123 56% GBOF,ALRTV	109 61% GBOF,ALRTV	105 52% GBOF,ALRTV	120 66% GBOF,ALRTV	117 47% GBOF,ALRTV	134 59% GBOF,ALRTV	756 68% WBOF,ALRTV	753 76% WBOF,ALRTV	53 53% GBOF,ALRTV	71 76% YDFRV
Useful	3848 63% EIKOSU	3762 69% ADRT	301 60% QSU	287 62% QSU	110 55% S	119 66% E	157 70% ACEIKOSU	149 81% GBOF,ALRTV	50 50% GBOF,ALRTV	58 64% I	52 51% GBOF,ALRTV	62 65% K	62 62% SU	79 81% MBDF,ALRTV	57 51% GBOF,ALRTV	55 60% GBOF,ALRTV	114 52% GBOF,ALRTV	102 57% GBOF,ALRTV	90 45% GBOF,ALRTV	105 58% S	119 48% GBOF,ALRTV	144 63% GBOF,ALRTV	787 71% WBOF,ALRTV	760 76% WBOF,ALRTV	59 59% S	68 73% YDRT
Practical	3704 60% CIKOSU	3640 67% ADRV	268 53% U	274 59% U	118 59% IKSU	117 65% ACEIKOSU	152 68% GBOF,ALRTV	139 76% GBOF,ALRTV	47 47% GBOF,ALRTV	57 63% I	44 43% GBOF,ALRTV	62 65% K	57 57% SU	78 80% MBDF,ALRTV	63 56% GBOF,ALRTV	59 50% GBOF,ALRTV	110 50% GBOF,ALRTV	105 58% GBOF,ALRTV	94 47% GBOF,ALRTV	117 65% S	109 44% GBOF,ALRTV	137 60% GBOF,ALRTV	723 65% WBOF,ALRTV	729 73% WBOF,ALRTV	53 53% GBOF,ALRTV	59 63% GBOF,ALRTV
Helpful	3712 60% CEKOSU	3595 66% ADRV	275 55% QU	267 58% QU	105 53% QU	113 62% QU	124 56% GDRV	126 68% GDRV	52 51% GDRV	56 62% GDRV	48 47% GDRV	60 63% K	51 51% MR	64 66% GDRV	57 51% OR	60 46% GDRV	101 46% GDRV	94 52% GDRV	99 49% GDRV	115 64% SR	108 43% GDRV	124 54% GDRV	762 69% WBOF,ALRTV	757 76% WBOF,ALRTV	57 57% U	70 75% YDFRV
Innovative	3902 64% CEQSU	3541 65% DFRT	276 55% U	241 52% U	100 50% U	98 54% CEKOSU	154 69% BDFRTV	132 72% BDFRTV	65 64% EQU	60 67% DR	58 57% U	65 68% DFR	62 62% QU	66 68% DFR	64 61% U	56 48% GDRV	105 48% GDRV	87 48% GDRV	113 53% U	104 57% U	108 43% GDRV	136 60% GDRV	822 74% WBOF,ALRTV	769 77% WBOF,ALRTV	53 53% YDFRT	66 71% YDFRT
Interesting	3690 60% CEKOSU	3483 64% ADFR	265 53% SU	246 53% SU	103 52% SU	95 52% ACEKOSU	148 66% BDFJRTV	131 71% BDFJRTV	57 56% SU	53 59% SU	51 50% KDFRV	62 65% QSU	61 76% MBDF,ALRTV	74 58% SU	65 63% SU	58 48% R	105 48% SU	83 46% SU	89 44% SU	103 57% SR	106 42% SU	133 58% UR	672 61% CEKOSU	679 68% WBOF,ALRTV	58 58% SU	60 65% DR
Technical	3600 59% CEKOSU	3427 63% ADFR	251 50% U	236 51% U	97 49% U	90 50% ACEIKOSU	152 68% BDFLRTV	137 74% BDFLRTV	55 54% U	60 67% DFRV	48 47% U	54 57% U	62 62% CEKOU	69 71% DFLRV	55 49% U	54 59% U	95 43% U	83 46% U	106 53% U	110 49% DFR	94 38% GDRV	124 54% GDRV	715 64% WBOF,ALRTV	712 71% WBOF,ALRTV	61 61% CEKOU	63 68% DFRV
Trustworthy	3066 50% CEIKOSU	2977 55% ADFRV	183 36% U	167 36% U	79 40% U	78 43% CEIKOSU	124 56% DFPRV	113 61% DFPRV	44 44% U	45 50% D	46 45% U	52 55% DR	42 42% U	53 55% DR	39 35% U	41 45% U	77 35% U	68 38% U	78 39% SDFR	97 54% SDFR	81 32% GDRV	104 46% UD	661 60% GDRV	632 63% GDRV	49 49% COQU	56 60% DFRV
Cutting edge	3185 52% CEQS	2956 54% ADFR	216 43% Q	184 40% Q	72 36% Q	73 40% ACEKOSU	143 64% BDFRT	119 71% BDFRT	54 53% EQ	54 60% DFR	49 48% EQ	62 65% KBDFRV	51 51% EQ	64 66% MBDFRT	55 49% EQ	53 58% DFR	77 35% U	63 35% U	89 44% U	89 49% U	120 48% EQ	142 62% UBDFRT	595 54% CEQS	577 58% WBOF,ALRTV	46 46% GDRV	56 60% DFR
For people like me	2805 46% CEIKOSU	2829 52% ADFRV	148 29% C	175 38% C	65 33% C	74 41% CEIKOSU	108 48% GBOFRTV	109 59% GBOFRTV	33 33% GBOFRTV	43 48% IR	40 39% SU	54 57% KDFRV	39 39% MDFRV	53 55% CSU	44 47% DRV	77 35% U	63 35% U	56 28% SDRV	86 48% SDRV	62 25% GDRV	83 36% U	590 53% GDRV	613 62% GDRV	50 50% CEIQSU	50 54% DFRV	
Unconventional	3036 49% CEKOSU	2699 50% FLRV	215 43% KY	210 46% RZ	83 42% K	73 40% KQY	106 48% GBOFRTV	130 71% GBOFRTV	61 60% U	48 53% FLRV	25 25% SU	33 35% SU	47 47% KY	46 58% RZ	65 57% CEKOU	84 38% K	109 54% CEKOU	86 48% LRZ	98 39% K	102 45% RZ	610 55% ACEKOSU	539 54% BDFLRTV	31 31% GDRV	27 29% GDRV		
Exciting	2811 46% CEIKOSU	2552 47% DFRV	166 33% U	128 28% U	56 28% U	59 33% V	98 44% CEKOU	89 48% DFRV	33 33% U	34 38% U	39 38% U	52 55% KDFRV	39 39% U	42 43% DRV	34 30% U	39 43% U	71 32% U	47 26% U	70 35% U	81 45% SDFRV	55 22% GDRV	52 23% GDRV	611 55% GDRV	590 59% GDRV	50 50% CEIKOSU	65 70% DFRV
Overwhelming	2389 39% CEIKOSU	2209 41% DHLV	170 34% KMU	154 33% HV	54 27% U	64 35% HV	83 37% HEKMQU	45 24% HEKMQU	33 33% MU	32 36% V	24 24% U	27 28% U	18 18% MV	31 29% U	32 34% U	62 28% U	64 34% HV	75 32% MU	42 17% HLV	43 19% GDRV	610 54% ACEKOSU	539 60% WBOF,ALRTV	38 38% KMU	32 34% V		
Extreme	2412 39% CEKOSU	2151 39% DFHRTV	144 29% E	109 24% E	39 20% E	54 30% EV	125 56% HACEKOSU	52 28% BDFRTV	34 34% E	29 32% V	28 27% U	37 39% DRVZ	38 38% EQSU	46 47% DFHRTV	33 29% E	52 24% DHRVZ	39 22% GDRV	52 22% GDRV	54 30% V	60 24% GDRV	48 21% GDRV	558 50% GDRV	538 54% GDRV	25 25% GDRV	22 24% GDRV	
Confusing	2470 40% GK	2115 39% Z	210 42% GK	210 46% BHLNPZ	78 39% GK	78 43% HZ	58 26% GDRV	59 32% GDRV	41 41% GK	32 36% GK	27 26% GK	30 32% GK	40 40% GK	31 32% G	41 37% G	29 32% G	82 37% G	70 39% Z	82 41% GK	72 40% Z	97 39% GK	86 38% Z	484 44% AGK	417 42% BHZ	38 38% ZG	22 24% ZG

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

Q856. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?
SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																										
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico (18+)	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France (18+)	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*	
Confusing	3674 60% W	3337 61% DX	292 58%	251 54%	122 61%	103 57%	165 74%	125 68% DFX	60 59%	58 64%	75 74%	65 68% D	60 60%	66 68% D	71 63%	63 68% D	138 63%	110 61%	119 59%	109 60%	153 61%	142 62%	626 56%	579 58%	62 62%	71 76% YBDFRTVX	
Extreme	3732 61% GW	3301 61% X	358 AGW	352 BLNPX	161 76% FACGIMOW	127 81% BNX	98 44% GBNPX	132 72% GW	67 66% GW	61 68% NX	74 73% AGW	58 61% X	62 62% GW	51 53%	79 71% AGW	55 60% X	168 76% AGMW	141 78% BLNPX	149 74% AGMW	127 70% BNX	190 76% AGMW	180 79% BFJLNPX	552 50%	458 46%	75 75% AGMW	71 76% BLNPX	
Overwhelming	3755 61% W	3243 59% X	332 AW	307 BX	146 AGW	117 65% X	140 63% W	139 76% GBDFRTX	68 67% W	58 64% X	78 76% ACGWY	68 72% BTX	82 82% W	67 69% X	80 AW	61 X	158 AGW	118 X	137 AW	106 X	208 ACEGIOQSWY	185 81% BDFJNPRTXZ	506 X	400 40%	62 62% W	61 66% X	
Exciting	3333 54% W	2900 53% XZ	336 67% BHLNPXZ	333 72% AGWY	144 72% BHLTXZ	122 67% W	125 56% XZ	95 52% AWY	68 67% W	56 62% LXZ	63 62% LW	43 45% Z	61 61% W	55 57% XZ	77 70% AGWY	62 57% W	53 58% XZ	149 68% AGWY	133 74% TAWY	131 X	100 55% ACGKMOQSWY	195 78% BHLNPXZ	176 77% BFJLNPXZ	499 45%	406 41%	50 50% Z	28 30% Z
Unconventional	3108 51% IW	2753 50% HX	287 AIO	251 SIOW	117 69% HX	108 60% BHJXP	117 52% HIW	54 29% W	40 40%	42 47% H	77 75% ACGMSOJWY	62 65% BHJPTX	53 53% W	51 53% H	47 40%	40 42% H	136 62% AGIOSW	120 67% BDHNPXZ	92 46%	95 52% H	152 61% AIO	126 55% HX	500 45%	457 46%	69 69% ACGMSOJWY	66 71% BDHNPXZ	
For people like me	3339 54% W	2623 48% HX	354 71% DAGOWY	286 62% BHLNPXZ	135 68% AGWY	107 59% BHLNXZ	115 52% W	75 41% JAGWY	68 67% W	47 52% X	62 61% LW	41 43% NW	61 61% W	44 45% W	68 61% W	45 49% X	143 65% AGWY	117 65% BHLNPXZ	145 72% TAGOWY	95 51% HX	188 75% VAGKMOQSWY	145 64% BHLNPXZ	520 47%	383 38%	50 50% W	43 46% W	
Cutting edge	2959 48% BG	2496 48% HLNVX	286 AGW	277 BHLNPXZ	128 60% AGIMOWY	108 60% BHLNPXZ	80 36%	65 35%	47 47%	36 40%	53 53% LG	33 35%	49 49%	33 34%	57 51% G	39 42% ACGIMOWY	143 65% AGWY	117 65% BHLNPXZ	112 56% TAGWY	92 51%	130 52% VG	86 38%	515 42%	419 42%	54 54% G	37 40%	
Trustworthy	3078 50% BW	2475 45% X	319 64% AGWY	294 64% BHLNPXZ	121 61% AGW	103 57% BHTXZ	99 44%	71 39%	57 56% GW	45 50% X	56 55% W	43 45%	58 58% GW	44 45% AGWY	73 65% W	51 55% HX	143 65% AGWY	112 62% BHLNPXZ	123 61% TAGWY	84 46% X	169 68% VAGIKWY	124 54% BHXZ	449 40%	364 37%	51 51% W	37 40% W	
Technical	2544 41% BGW	2025 37% HX	251 AGM	225 50% BHTXZ	103 52% AGMWY	91 50% BHJNTXZ	71 32%	47 26%	46 46% GW	30 33% AGMWY	54 50% HNX	41 43% W	38 38%	28 29% AGW	57 51% W	38 42% HX	125 57% AGWY	97 54% BHTXZ	95 47% GW	71 51% HX	156 62% VACEGMSOJWY	104 46% BHJNTXZ	395 36%	284 29%	39 39%	30 32% W	
Interesting	2454 40% BG	1969 36% HNX	237 AGW	215 47% BHLNXZ	97 49% AGW	86 48% BHLNXZ	75 34%	53 34%	44 44%	37 41% HN	51 50% LAGWY	33 35%	39 39%	23 24%	47 42% N	34 37% N	115 52% AGWY	97 54% BHLNPXZ	112 56% TAGGIMOWY	78 43% BHNXZ	144 58% VACGIMOWY	95 42% HNX	438 39%	317 32%	42 42% W	33 35% W	
Innovative	2242 36% W	1911 35% HX	226 45% AGW	220 48% BHLNXZ	100 50% AGIW	83 46% BHLNXZ	69 31%	52 28%	36 36% W	30 33% X	44 43% GW	30 32% W	38 38% W	31 32% X	48 43% GW	36 39% X	115 52% AGIMWY	93 52% BHLNVXZ	88 44% AGW	77 43% BHXZ	142 57% VACGIMOWY	92 40% HX	288 26%	227 23%	47 47% ZAGWY	27 29% W	
Helpful	2432 40% BW	1857 34% X	227 45% AW	194 42% BHXZ	95 48% AW	68 38% XZ	99 44% HW	58 34%	49 49%	34 38% X	54 53% LAW	35 37% X	49 49%	33 34% NW	55 49% PAW	32 35% X	119 54% ACGWY	86 48% BHNPTXZ	102 51% TAWY	66 36% X	142 57% VACGWY	104 46% BHXZ	348 31%	239 24%	43 43% W	23 25% W	
Practical	2440 40% BGW	1812 33% HNX	234 47% AGW	187 41% BHNX	82 41% HNX	71 35% XZ	45 32%	54 24%	33 53% JAEWG	58 37% HNX	53 57% LAEGWY	33 35% N	43 43% N	19 20% N	49 44% G	33 36% HN	110 50% AGW	75 42% BHNXZ	107 53% TAEWG	64 35% HNX	141 56% VACGIMOWY	91 40% BHNXZ	387 35%	267 27%	47 47% GW	34 37% HNX	
Useful	2296 37% BGW	1690 31% HNX	201 40% GW	174 38% BHNXZ	90 45% FAGWY	62 34% HNX	66 30% H	35 19%	51 50% JAGWY	32 36% HNX	50 49% LAGWY	33 38% HNX	38 38% N	18 19% AGW	55 49% W	37 40% HNX	106 48% ACGWY	78 43% BHNXZ	111 55% TACEGMSOJWY	76 42% BHNXZ	131 52% VACGMWY	84 37% HNX	323 29%	236 24%	41 41% W	25 27% W	
Informative	2309 38% BW	1656 30% HNX	200 40% BHNXZ	167 39% W	78 35% HNXZ	64 35% H	72 32%	41 22%	43 43% W	32 36% HNX	50 49% AGW	35 37% HNX	40 40% N	19 20% PACGEMWY	57 51% W	29 32% AGW	97 44% BHNXZ	71 39% TAGWY	111 48% TAEWG	76 34% HNX	133 53% VACGMSOJWY	94 41% BHNXZ	354 32% X	243 24%	47 47% ZGWY	22 24% W	

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

Q856_1. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

8 Jun 2016
Table 177

1. Innovative

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	3902 64% CEQSUY	3541 65% DFRT	276 55% U	241 52% U	100 50% U	98 54% U	154 69% CEKMOGSU	132 72% BDFRVT	65 64% EQU	60 67% DR	58 57% U	65 68% DFR	62 62% QU	66 68% DFR	64 57% U	56 61% U	105 48% U	87 48% U	113 56% U	104 57% U	108 43% U	136 60% UR	822 74% ACEKMOGSU	769 77% BDFJNPRTV	53 53% YDFRT	66 71% DFR
Describes very well	1019 17% CEKMOGSU	998 18% ADFJNPRTV	34 7% U	37 8% U	11 6% U	9 5% U	42 19% CEKMOGSU	49 27% BDFJNPRTV	14 14% CEQU	9 10% U	9 9% U	23 24% DFR	6 6% QU	9 9% DFR	10 9% U	8 9% U	14 6% U	10 6% U	14 7% U	17 9% U	13 5% U	13 6% UR	207 19% ACEKMOGSU	230 23% BDFJNPRTV	15 15% CEMQSU	16 17% DFRV
Describes somewhat well	2883 47% U	2543 47% U	242 48% U	204 44% U	89 45% U	89 49% U	112 50% UY	83 45% U	51 50% U	51 57% DR	49 48% U	42 44% U	56 56% QUY	57 59% BDHLR	54 48% U	48 52% U	91 41% U	77 43% U	99 49% U	87 48% U	95 38% U	123 54% UBDR	615 55% ACEQUY	539 54% BDHR	38 38% ZAGW	50 54% Y
BOTTOM 2 BOX (NET)	2242 36% W	1911 35% HX	226 45% AGW	220 48% BHJLNxz	100 50% AGIW	83 46% BHLNXZ	69 31% U	52 28% U	36 36% W	30 33% X	44 43% GW	30 32% U	38 38% W	31 32% X	48 43% GW	36 39% X	115 52% AGIMW	93 52% BHJLNvxz	88 44% AGW	77 43% BHXZ	142 57% VACGKIMOSW	92 40% HX	288 26% U	227 23% ZAGW	47 47% U	27 29% U
Does not describe very well	1505 24% W	1391 26% X	128 25% CBHLXZ	156 34% AGW	61 31% AGW	58 32% BHXZ	49 22% U	42 23% U	26 26% W	22 24% U	26 25% U	22 23% U	32 32% W	28 29% X	30 27% U	24 26% U	62 28% W	56 31% X	60 30% W	55 30% X	88 35% ACGW	66 29% X	236 21% U	190 19% U	28 28% U	19 20% U
Does not describe at all	737 12% BW	520 10% NX	98 20% DAGIMW	64 14% BHNX	39 20% AGIMW	25 14% BHNX	20 9% W	10 5% U	10 10% W	8 9% X	18 18% GMW	8 8% X	6 6% U	3 3% U	18 16% MW	12 13% HNX	53 24% AGIMSW	37 21% BDHLNvxz	28 14% MW	22 12% HNX	54 22% VAGIMSW	26 11% HNX	52 5% U	37 4% ZAGMW	19 19% X	8 9% X
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%

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

Q856_2. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

2. Cutting edge

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	3185	2956	216	184	72	73	143	119	54	54	49	62	51	64	55	53	77	63	89	89	120	142	595	577	46	56
Describes very well	52% 760	54% 746	43% 30	40% 32	36% 12	40% 7	64% 38	65% 42	53% 8	60% 10	48% 12	65% 19	51% 2	66% 10	49% 15	58% 3	35% 19	35% 8	44% 16	49% 12	48% 19	62% 26	54% 126	58% 151	46% 18	60% 19
Describes somewhat well	12% 760	14% 746	6% 30	7% 32	6% 12	4% 7	17% 38	23% 42	8% 8	11% 10	12% 12	20% 19	2% 2	10% 10	13% 15	3% 3	9% 19	4% 8	8% 16	7% 12	8% 19	11% 26	11% 126	15% 151	18% 18	20% 19
BOTTOM 2 BOX (NET)	2959	2496	286	277	128	108	80	65	47	36	53	33	49	33	57	39	143	117	112	92	130	86	515	419	54	37
Does not describe very well	48% 1430	46% 1769	57% 221	60% 227	64% 128	60% 108	36% 80	35% 65	47% 47	40% 36	52% 53	35% 33	49% 49	34% 33	51% 57	42% 39	65% 143	65% 117	56% 112	51% 92	52% 130	38% 86	46% 515	42% 419	54% 54	40% 37
Does not describe at all	33% 1029	32% 1769	33% 121	39% 141	38% 138	36% 126	26% 86	26% 65	34% 47	29% 36	28% 53	27% 33	40% 49	29% 33	30% 57	28% 39	34% 143	43% 117	36% 112	31% 92	32% 130	25% 86	39% 515	35% 419	25% 54	31% 37
Sigma	6144	5452	502	461	200	181	223	184	101	90	102	95	100	97	112	92	220	180	201	181	250	228	1110	996	100	93

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

Q856_3. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

3. Extreme

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	2412	2151	144	109	39	54	125	52	34	29	28	37	38	46	33	37	52	39	52	54	60	48	558	538	25	22
Describes very well	535	530	23	21	6	7	30	10	4	5	2	7	1	3	7	2	11	5	6	14	9	9	101	141	7	5
Describes somewhat well	1877	1621	121	88	33	47	95	42	30	24	26	30	37	43	26	35	41	34	46	40	51	39	457	397	18	17
BOTTOM 2 BOX (NET)	3732	3301	358	352	161	127	98	132	67	61	74	58	62	51	79	55	168	141	149	127	190	180	552	458	75	71
Does not describe very well	2380	2198	192	206	80	69	70	93	44	39	47	36	52	44	42	37	71	70	94	89	90	101	459	396	35	33
Does not describe at all	1352	1103	166	146	81	58	28	39	23	22	27	22	10	7	37	18	97	71	55	38	100	79	93	62	40	38
Sigma	6144	5452	502	461	200	181	223	184	101	90	102	95	100	97	112	92	220	180	201	181	250	228	1110	996	100	93

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

Q856_4. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

4. Trustworthy

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	3066	2977	183	167	79	78	124	113	44	45	46	52	42	53	39	41	77	68	78	97	81	104	661	632	49	56
Describes very well	50% CEOGSU 694 11%	55% ADFRV 791 15%	36% 19 4%	36% 37 8%	40% 11 6%	43% 9 5%	56% 19 9%	61% 27 15%	44% 4 4%	50% 9 10%	45% 11 11%	55% 17 18%	42% 3 3%	55% 7 7%	35% 7 6%	45% 5 5%	35% 12 5%	38% 9 5%	39% 6 3%	54% 13 7%	32% 5 2%	46% 10 4%	60% 139 13%	63% 173 17%	49% 15 15%	60% 18 19%
Describes somewhat well	39% CEIMGSU 2372 39%	40% ADFNRTV 2186 40%	33% 164 33%	28% 130 28%	34% 68 34%	38% 69 38%	47% 105 47%	47% 86 39%	40% 40 40%	40% 36 40%	34% 35 34%	35% 35 35%	39% 39 39%	47% 46 47%	29% 32 29%	39% 36 39%	30% 65 30%	33% 59 33%	36% 72 36%	46% 84 46%	68% 76 30%	41% 94 41%	47% 522 47%	46% 459 46%	34% 34 34%	41% 38 41%
BOTTOM 2 BOX (NET)	3078	2475	319	294	121	103	99	71	57	45	56	43	58	44	73	51	143	112	123	84	169	124	449	364	51	37
Does not describe very well	50% BW 2142 35%	45% X 1890 35%	64% AGWY 198 39%	64% BHLXZ 202 44%	61% AGW 71 36%	57% BHTXZ 72 40%	44% 74 33%	39% 60 33%	41% 41 41%	42% 38 42%	34% 35 34%	31% 29 31%	48% 48 48%	41% 40 41%	42% 47 42%	38% 35 38%	37% 82 37%	42% 76 42%	42% 84 42%	36% 66 36%	40% 99 40%	40% 91 40%	34% 376 34%	32% 323 32%	29% 29 29%	30% 28 30%
Does not describe at all	15% BW 936 15%	11% HNX 585 11%	24% AGMW 121 24%	20% BHLXZ 92 20%	25% AGW 50 25%	17% BHTXZ 31 17%	11% W 25 11%	6% W 11 6%	16% W 16 16%	8% W 7 8%	21% GMW 21 21%	15% HNX 14 15%	10% 10 10%	4% 4 4%	26% AGMW 26 23%	17% BHNX 16 17%	28% AGIMSW 61 28%	20% BHLXZ 36 20%	19% TGMW 39 19%	10% X 18 10%	28% VAGIMSW 70 28%	14% HNX 33 14%	7% X 73 7%	4% ZGMW 41 4%	22% 22 22%	10% X 9 10%
Sigma	6144	5452	502	461	200	181	223	184	101	90	102	95	100	97	112	92	220	180	201	181	250	228	1110	996	100	93
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

Q856_5. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?
5. Unconventional

8 Jun 2016
Table 181

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	3036 49%	2699 50%	215 43%	210 46%	83 42%	73 40%	106 48%	130 71%	61 60%	48 53%	25 25%	33 35%	47 47%	46 47%	65 58%	52 57%	84 38%	60 33%	109 54%	86 48%	98 39%	102 45%	610 55%	539 54%	31 31%	27 29%
Describes very well	754 12%	667 12%	44 9%	46 10%	23 12%	16 9%	18 8%	38 21%	14 14%	10 11%	4 4%	5 5%	8 8%	7 7%	13 12%	10 11%	19 9%	11 6%	19 9%	19 10%	10 4%	16 7%	130 12%	122 12%	10 10%	4 4%
Describes somewhat well	2282 37%	2032 37%	171 34%	164 36%	60 30%	57 31%	88 39%	92 50%	47 47%	38 42%	21 21%	28 29%	39 39%	39 40%	52 46%	42 46%	65 30%	49 27%	90 45%	67 37%	88 35%	86 38%	480 43%	417 42%	21 21%	23 25%
BOTTOM 2 BOX (NET)	3108 51%	2753 50%	287 57%	251 54%	117 59%	108 60%	117 52%	54 29%	40 40%	42 47%	77 75%	62 65%	53 53%	51 53%	47 42%	40 43%	136 62%	120 67%	92 46%	95 52%	152 61%	126 55%	500 45%	457 46%	69 69%	66 71%
Does not describe very well	2065 34%	1913 35%	157 31%	168 36%	70 35%	69 38%	81 36%	44 24%	30 30%	30 33%	47 46%	35 37%	42 42%	45 46%	29 26%	27 29%	71 32%	74 41%	63 31%	89 35%	85 36%	389 37%	360 35%	34 36%	40 34%	40 43%
Does not describe at all	1043 17%	840 15%	130 26%	83 18%	47 24%	39 22%	36 16%	10 5%	10 10%	12 13%	30 29%	27 28%	11 11%	6 6%	18 16%	13 14%	65 30%	46 26%	29 14%	32 18%	63 25%	41 18%	111 10%	97 10%	35 35%	26 28%
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%

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

Q856_6. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

6. Practical

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	3704 60%	3640 67%	268 53%	274 59%	118 59%	117 65%	152 68%	139 76%	47 47%	57 63%	44 43%	62 65%	57 57%	78 80%	63 56%	59 64%	110 50%	105 58%	94 47%	117 65%	109 44%	137 60%	723 65%	729 73%	53 53%	59 63%
Describes very well	885 14%	963 18%	39 8%	55 12%	18 9%	13 7%	36 16%	41 22%	8 8%	8 9%	11 11%	20 21%	7 7%	16 16%	9 8%	12 13%	25 11%	16 9%	10 5%	21 12%	13 5%	18 8%	142 13%	194 19%	15 15%	15 16%
Describes somewhat well	2819 46%	2677 49%	229 46%	219 48%	100 50%	104 57%	116 52%	98 53%	39 39%	49 54%	33 32%	42 44%	50 50%	62 64%	54 48%	47 51%	85 39%	89 49%	84 42%	96 53%	96 38%	119 52%	581 52%	535 54%	38 38%	44 47%
BOTTOM 2 BOX (NET)	2440 40%	1812 33%	234 47%	187 41%	82 41%	64 35%	71 32%	45 24%	54 53%	33 37%	58 57%	33 35%	43 43%	19 20%	49 44%	33 36%	110 50%	75 42%	107 53%	64 35%	141 56%	91 40%	387 35%	267 27%	47 47%	34 37%
Does not describe very well	1667 27%	1363 25%	142 28%	130 28%	43 22%	47 26%	51 23%	40 22%	42 42%	24 27%	37 36%	25 26%	38 38%	16 16%	26 23%	27 29%	60 27%	43 24%	68 34%	44 24%	89 36%	63 28%	327 29%	224 22%	26 26%	22 24%
Does not describe at all	773 13%	449 8%	92 18%	57 12%	39 20%	17 9%	20 9%	5 3%	12 12%	9 10%	21 21%	8 8%	5 5%	3 3%	23 21%	6 7%	50 23%	32 18%	39 19%	20 11%	52 21%	28 12%	60 5%	43 4%	21 21%	12 13%
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%

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

Q856_7. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

7. Technical

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	3600 59%	3427 63%	251 50%	236 51%	97 49%	90 50%	152 68%	137 74%	55 54%	60 67%	48 47%	54 57%	62 62%	69 71%	55 49%	54 59%	95 43%	83 46%	106 53%	110 61%	94 38%	124 54%	715 64%	712 71%	61 61%	63 68%
Describes very well	891 15%	917 17%	41 8%	54 12%	25 13%	9 5%	34 15%	43 23%	7 7%	10 11%	13 13%	21 22%	10 10%	7 7%	8 7%	5 5%	19 9%	12 7%	18 9%	15 8%	8 3%	19 8%	164 15%	197 20%	21 21%	14 15%
Describes somewhat well	2709 44%	2510 46%	210 42%	182 39%	72 36%	81 45%	118 53%	94 51%	48 48%	50 56%	35 34%	33 35%	52 52%	62 64%	47 42%	49 53%	76 35%	71 39%	88 44%	95 52%	86 34%	105 46%	551 50%	515 52%	40 40%	49 53%
BOTTOM 2 BOX (NET)	2544 41%	2025 37%	251 50%	225 49%	103 52%	91 50%	71 32%	47 26%	46 46%	30 33%	54 53%	41 43%	38 38%	28 29%	57 51%	38 41%	125 57%	97 54%	95 47%	71 39%	156 62%	104 46%	395 36%	284 29%	39 39%	30 32%
Does not describe very well	1773 29%	1516 28%	155 31%	154 33%	60 30%	58 32%	54 24%	38 21%	33 33%	21 23%	34 33%	31 33%	33 33%	25 26%	38 34%	24 26%	74 34%	62 34%	68 34%	50 28%	96 38%	74 32%	331 30%	243 24%	19 19%	20 22%
Does not describe at all	771 13%	509 9%	96 19%	71 15%	43 22%	33 18%	17 8%	9 5%	13 13%	9 10%	20 20%	10 11%	5 5%	3 3%	19 17%	14 15%	51 23%	35 19%	27 13%	21 12%	60 24%	30 13%	64 6%	41 4%	20 20%	
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%

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

Q856_8. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

8. Confusing

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	2470	2115	210	210	78	78	58	59	41	32	27	30	40	31	41	29	82	70	82	72	97	86	484	417	38	22
Describes very well	40% GK	39% Z	42% GK	46% BHLNPZ	39% GK	43% HZ	26%	32%	41% GK	36%	26%	32%	40% GK	32%	37% G	32%	37% G	39% Z	41% GK	40% Z	39% GK	38% Z	44% AGK	42% BHZ	38% ZG	24%
Describes somewhat well	60% GK	52% JPZ	61% GKMW	61% BJNPXZ	21% GK	14% 8%	7% 3%	17% 9%	13% 13%	3% 3%	3% 7%	7% 5%	5% 4%	4% 7%	2% 6%	2% 2%	29% 13%	20% 11%	21% 10%	21% 12%	28% 11%	27% 12%	93% 8%	92% 9%	11% 11%	2%
BOTTOM 2 BOX (NET)	1864	1589	149	149	57	64	51	42	28	29	24	23	35	27	34	27	53	50	61	51	69	59	391	325	27	20
Does not describe very well	30% GQ	29% 30%	30% 30%	32% HZ	29% 29%	35% HVZ	23% 23%	23% 23%	28% 28%	32% 32%	24% 24%	24% 24%	35% GQ	28% 28%	30% 30%	29% 29%	24% 24%	28% 28%	30% 30%	28% 28%	28% 28%	26% 26%	35% ACGKQU	33% BHVZ	27% 27%	22%
Does not describe at all	60% W	61% DX	58% 58%	54% 54%	61% 61%	57% 57%	74% 74%	68% 68%	59% 59%	64% 64%	75% 74%	65% 68% D	60% 60%	66% 68% D	71% 63%	63% 68% D	138% 63%	110% 61%	119% 59%	109% 60%	153% 61%	142% 62%	626% 56%	579% 58%	62% 62%	71% 76%
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

Q856_9. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?
9. Overwhelming

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	2389	2209	170	154	54	64	83	45	33	32	24	27	18	30	32	31	62	62	64	75	42	43	604	596	38	32
Describes very well	559	558	39	41	9	8	16	9	6	4	6	5	2	7	3	4	16	18	19	19	3	8	127	172	11	8
Describes somewhat well	1830	1651	131	113	45	56	67	36	27	28	18	22	16	23	29	27	46	44	45	56	39	35	477	424	27	24
BOTTOM 2 BOX (NET)	3755	3243	332	307	146	117	140	139	68	58	78	68	82	67	80	61	158	118	137	106	208	185	506	400	62	61
Does not describe very well	2324	2087	176	178	72	73	90	78	43	38	44	38	55	43	37	35	65	60	91	68	91	92	411	337	36	39
Does not describe at all	1431	1156	156	129	74	44	50	61	25	20	34	30	27	24	43	26	93	58	46	38	117	93	95	63	26	22
Sigma	6144	5452	502	461	200	181	223	184	101	90	102	95	100	97	112	92	220	180	201	181	250	228	1110	996	100	93

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

Q856_10. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?
10. Useful

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	3848	3762	301	287	110	119	157	149	50	58	52	62	62	79	57	55	114	102	90	105	119	144	787	760	59	68
Describes very well	985	1059	42	52	21	17	44	49	7	12	7	19	5	17	10	9	22	13	8	13	11	24	173	226	18	20
Describes somewhat well	2863	2703	259	235	89	102	113	100	43	46	45	43	57	62	47	46	92	89	82	92	108	120	614	534	41	48
BOTTOM 2 BOX (NET)	2296	1690	201	174	90	62	66	35	51	32	50	33	38	18	55	37	106	78	111	76	131	84	323	236	41	25
Does not describe very well	1584	1278	124	123	58	42	48	29	39	25	29	23	32	16	36	28	56	50	77	58	72	58	272	204	26	17
Does not describe at all	712	412	77	51	32	20	18	6	12	7	21	10	6	2	19	9	50	28	34	18	59	26	51	32	15	8
Sigma	6144	5452	502	461	200	181	223	184	101	90	102	95	100	97	112	92	220	180	201	181	250	228	1110	996	100	93

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

Q856_11. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?
11. For people like me

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	2805 46% CEIOSU	2829 52% ADFRV	148 29% C	175 38% C	65 33% C	74 41% CEIQSU	108 48% GBDFRTV	109 59% GBDFRTV	33 33% IR	43 48% SU	40 39% KDFRV	54 57% KDFRV	39 39% U	53 55% MDFRV	44 39% CSU	47 51% DRV	77 35% U	63 35% U	56 28% SDRV	86 48% SDRV	62 25% U	83 36% U	590 53% ACEIKMOGSU	613 62% WBDFJRTV	50 50% CEIQSU	50 54% DFRV
Describes very well	674 11% CEMOSU	749 14% ADFRV	14 3% C	33 7% C	10 5% C	9 5% CEMOSU	25 11% DFPRV	28 15% DFPRV	5 5% M	8 9% CMSU	10 10% DFNPRV	16 17% DFNPRV	1 1% M	7 7% M	5 4% U	3 3% DRV	16 7% CMSU	7 4% U	5 2% SR	17 9% SR	6 2% S	13 6% CEMOSU	120 11% WDFPRV	138 14% ACEIKMOGSU	18 18% DFPRV	15 16% DFPRV
Describes somewhat well	2131 35% CEQSU	2080 38% ADRV	134 27% C	142 31% C	55 28% C	65 36% CEQSU	83 37% DRV	81 44% DRV	28 28% Y	35 39% Y	30 29% Y	38 40% Y	38 38% CSU	46 47% DRV	39 35% U	44 48% DRV	61 28% U	56 31% U	51 25% S	69 38% S	56 22% S	70 31% U	470 42% ACEIKOSUY	475 48% WBDFRTV	32 32% CEIQSU	35 38% DFRV
BOTTOM 2 BOX (NET)	3339 54% BW	2623 48% HX	354 71% DAGOWY	286 62% BHLNPTXZ	135 68% AGWY	107 59% BHLNXZ	115 52% H	75 41% JAGWY	68 67% X	47 52% X	62 61% LW	41 43% LW	61 61% NW	44 45% W	68 61% W	45 49% X	143 65% AGWY	117 65% BHLNPTXZ	145 72% TAGKOWY	95 52% HX	188 75% VAGMOWY	145 64% BHLNPTXZ	520 47% X	383 38% X	50 50% X	43 46% X
Does not describe very well	2130 35% AQY	1832 34% AQY	201 40% AQY	185 40% BHLX	74 37% BHLX	67 37% BHLX	85 38% BHLX	58 32% Y	42 42% Y	33 37% Y	36 35% Y	27 28% AQWY	47 47% AQWY	36 37% AQWY	41 37% AQWY	33 36% AQWY	69 31% AQWY	68 38% AQWY	83 41% AQWY	61 34% AQWY	102 41% AQWY	91 40% BX	400 36% X	317 32% X	28 28% X	33 35% X
Does not describe at all	1209 20% BGW	791 15% HX	153 30% DAGMW	101 22% BHNXZ	61 31% AGMW	40 22% BHNXZ	30 13% BHNXZ	17 9% GMW	26 26% GMW	14 16% X	26 25% GMW	14 15% X	14 14% X	8 8% PGW	27 24% PGW	12 13% X	74 34% AGMWY	49 27% BHLNPTXZ	62 31% TAGMW	34 19% HNX	86 34% VAGMWY	54 24% BHNPTXZ	120 11% X	66 7% X	22 22% ZW	10 11% ZW
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%

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

Q856_12. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?
12. Interesting

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	3690 60% CEKGSU	3483 64% ADFRT	265 53% SU	246 53% SU	103 52% SU	95 52% ACEKGSU	148 66% BDFJRTV	131 71% SU	57 56% SU	53 59% R	51 50% R	62 65% KDFR	61 61% QSU	74 76% MBDFJRTV	65 58% SU	58 63% R	105 48% R	83 46% R	89 44% SR	103 57% SR	106 42% SR	133 58% UR	672 61% CEKGSU	679 68% WBDJRTV	58 58% SU	60 65% DR
Describes very well	884 14% CEKGSU	922 17% ADFJRTV	29 6% SU	31 7% SU	16 8% M	9 5% CEKGSU	34 15% DFJRTV	39 21% M	9 9% M	7 8% M	6 6% KDFPR	16 17% KDFPR	2 2% MDFR	13 13% MDFR	11 10% M	5 5% M	17 8% M	10 6% M	10 5% S	19 10% S	13 5% S	21 9% CMSU	136 12% WDFJRTV	178 18% CEKGSU	17 17% CEKGSU	18 19% DFJRTV
Describes somewhat well	2806 46% U	2561 47% U	236 47% U	215 47% U	87 44% U	86 48% QSU	114 51% QSU	92 50% QSU	48 48% QSU	46 51% QSU	45 44% QSU	46 48% QSU	59 59% ACEKGSU	61 63% BDFHJRTVXZ	54 48% U	53 48% BR	88 40% BR	73 41% BR	79 39% BR	84 46% BR	93 37% BR	112 49% U	536 48% QSU	501 50% BR	41 41% BR	42 45% BR
BOTTOM 2 BOX (NET)	2454 40% BG	1969 36% HNX	237 47% AGW	215 47% BHLNXZ	97 49% AGW	86 48% BHLNX	75 34% BHLNX	53 29% BHLNX	44 44% BHLNX	37 41% HN	51 50% LAGW	33 35% LAGW	39 39% N	23 24% N	47 42% N	34 37% N	115 52% AGMW	97 54% BHLNPTXZ	112 56% TACGIMOWY	78 43% BHLNX	144 58% VACGIMOWY	95 42% HNX	438 39% X	317 32% X	42 42% X	33 35% X
Does not describe very well	1670 27% BNX	1444 26% BNX	138 27% BNX	146 32% BNX	57 29% BNX	57 31% N	48 22% N	45 24% N	30 30% N	29 32% N	31 30% N	24 25% N	34 34% NG	19 20% NG	30 27% NG	26 28% NG	60 27% N	58 32% N	75 37% N	57 31% N	81 32% G	62 27% XACG	363 33% XACG	260 26% XACG	24 24% XACG	23 25% XACG
Does not describe at all	784 13% BMW	525 10% HX	99 20% AGMW	69 15% BHLNX	40 20% AGMW	29 16% BHLNX	27 12% HMW	8 4% HMW	14 14% MW	8 9% LAMW	20 20% LAMW	9 9% LAMW	5 5% LAMW	4 4% LAMW	17 15% MW	8 9% AGIMOW	55 25% BDHLNPTXZ	39 22% AMW	37 18% AMW	21 12% HNX	63 25% VACGIMOWY	33 14% BHLNX	75 7% XACG	57 6% XACG	18 18% MW	10 11% H
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%

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

Q856_13. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

13. Exciting

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	2811	2552	166	128	56	59	98	89	33	34	39	52	39	42	34	39	71	47	70	81	55	52	611	590	50	65
Describes very well	46% CEIQSU 677 11%	47% DFRV 660 12%	33% U 16 3%	28% 28% 20 4%	28% 28% 9 5%	33% V 6 3%	44% CEOQU 20 9%	48% DFRV 24 13%	33% U 8 3%	38% V 3 3%	38% U 6 3%	55% KDFJRV 17 18%	39% U 3 3%	43% DRV 3 3%	30% 30% 6 6%	42% DRV 2 2%	32% U 13 6%	26% 26% 6 3%	35% U 6 3%	45% SDFRV 12 7%	22% 22% 3 1%	23% 23% 8 4%	55% ACEGKMSU 124 11%	59% BDFHJNPTV 140 14%	50% CEIQSU 14 14%	70% YBDFHJNPTVX 21 23%
Describes somewhat well	11% CEMQSU 2134 35%	12% DFJPRV 1892 35%	3% DU 150 30%	4% 23% 108 23%	5% 24% 47 24%	3% 29% 53 29%	9% CEOQU 78 35%	13% DFRV 65 35%	8% CU 25 25%	3% 34% 31 34%	3% U 33 32%	18% KDFJNPTV 17 37%	3% U 35 37%	3% 36% 36 37%	6% 23% 26 40%	2% ODRV 37 40%	6% 26% 58 26%	3% 23% 41 23%	6% 32% 64 32%	12% U 69 38%	3% 21% 52 21%	4% 19% 44 19%	11% ACEGKMSU 487 44%	14% BDFHJRV 450 45%	14% CEMQSU 36 36%	23% BDFHJNPTVX 44 47%
BOTTOM 2 BOX (NET)	3333	2900	336	333	144	122	125	95	68	56	63	43	61	55	78	53	149	133	131	100	195	176	499	406	50	28
Does not describe very well	54% W 2146 35%	53% XZ 1977 36%	67% AGWY 180 36%	72% BHLNPTXZ 333 28%	72% AGWY 203 44%	67% BHLTXZ 81 41%	56% W 79 44%	52% XZ 82 40%	67% AWY 73 45%	62% LXZ 39 43%	45% LW 42 41%	45% Z 32 34%	49% W 49 49%	44% XZ 43 44%	47% AGWY 36 42%	70% XZ 58 39%	68% AGWY 75 34%	74% BHLNPTXZ 131 39%	65% TAWY 81 40%	55% XZ 66 36%	78% ACGKMSWY 96 38%	77% 77% 96 42%	45% 45% 409 37%	41% Z 349 35%	50% Z 28 28%	30% Z 22 24%
Does not describe at all	19% BW 1187 19%	17% XZ 923 17%	31% AGMW 156 31%	28% BHLNPTXZ 130 28%	32% AGKMW 63 32%	24% BHLNXZ 43 24%	19% HW 43 19%	12% X 22 12%	23% MW 23 19%	19% XZ 17 19%	21% W 21 21%	12% X 11 12%	12% 12% 12 12%	12% 12% 12 12%	28% AMW 31 28%	18% XZ 17 18%	34% AGKMSWY 74 34%	35% BHLNPTXZ 63 35%	25% AMW 50 25%	34% XZ 34 34%	99% ACGKMSWY 99 40%	40% 40% 80 35%	8% X 90 8%	6% X 57 6%	22% ZV 22 22%	6% 6% 6 6%
Sigma	6144	5452	502	461	200	181	223	184	101	90	102	95	100	97	112	92	220	180	201	181	250	228	1110	996	100	93

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

Q856_14. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

14. Helpful

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	3712 60%	3595 66%	275 55%	267 58%	105 53%	113 62%	124 56%	126 68%	52 51%	56 62%	48 47%	60 63%	51 51%	64 66%	57 51%	60 65%	101 46%	94 52%	99 49%	115 64%	108 43%	124 54%	762 69%	757 76%	57 57%	70 75%
Describes very well	914 15%	982 18%	37 7%	54 12%	21 11%	15 8%	27 12%	31 17%	7 7%	6 7%	7 7%	21 22%	2 2%	11 11%	10 9%	8 9%	20 9%	13 7%	8 4%	18 10%	13 5%	20 9%	164 15%	219 22%	23 23%	25 27%
Describes somewhat well	2798 46%	2613 48%	238 47%	213 46%	84 42%	98 54%	97 43%	95 52%	45 45%	50 56%	41 40%	39 41%	49 49%	53 55%	47 42%	52 57%	81 37%	91 45%	97 45%	95 38%	104 46%	598 54%	538 54%	34 34%	45 48%	
BOTTOM 2 BOX (NET)	2432 40%	1857 34%	227 45%	194 42%	95 48%	68 38%	99 44%	58 32%	49 49%	34 38%	54 53%	35 37%	49 49%	33 34%	55 49%	32 35%	119 54%	86 48%	102 51%	66 36%	142 57%	104 46%	348 31%	239 24%	43 43%	23 25%
Does not describe very well	1645 27%	1387 25%	140 28%	138 30%	60 30%	44 24%	71 32%	46 25%	36 36%	27 30%	31 30%	24 25%	42 42%	27 28%	33 29%	25 27%	62 28%	51 28%	69 34%	46 25%	77 31%	79 35%	284 26%	208 21%	25 25%	15 16%
Does not describe at all	787 13%	470 9%	87 17%	56 12%	35 18%	24 13%	28 13%	12 7%	13 13%	7 8%	23 23%	11 12%	7 7%	6 6%	22 20%	7 8%	57 26%	35 19%	33 16%	20 11%	65 26%	25 11%	64 6%	31 3%	18 18%	8 9%
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%

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

Q856_15. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?
15. Informative

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	3835	3796	302	294	122	117	151	143	58	58	52	60	60	78	55	63	123	109	105	120	117	134	756	753	53	71
Describes very well	1020	1114	45	59	22	22	34	49	7	6	11	21	7	19	12	9	26	19	16	27	14	20	175	223	19	15
Describes somewhat well	2815	2682	257	235	100	95	117	94	51	52	41	39	53	59	43	54	97	90	89	93	103	114	581	530	34	56
BOTTOM 2 BOX (NET)	2309	1656	200	167	78	64	72	41	43	32	50	35	40	19	57	29	97	71	96	61	133	94	354	243	47	22
Does not describe very well	1581	1253	125	118	40	48	47	32	31	24	26	26	34	16	33	20	46	40	63	41	79	69	301	206	28	17
Does not describe at all	728	403	75	49	38	16	25	5	12	8	24	9	6	3	24	9	51	31	33	20	54	25	53	37	19	5
Sigma	6144	5452	502	461	200	181	223	184	101	90	102	95	100	97	112	92	220	180	201	181	250	228	1110	996	100	93

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

Q866_1. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions.
What level of restrictions would you expect there to be on purchasing the following new gTLDs?

8 Jun 2016
Table 192

1. .email

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
Strict purchase restrictions should be required	1247 20% MS	1598 29% AJPTV	102 20% MS	140 30% CJPTV	37 19% M	44 24% M	46 21% MS	53 29% JP	16 16% M	14 16% M	16 16% M	29 31% KJP	9 9% M	23 24% M	17 15% M	13 14% M	39 18% M	54 30% QJPTV	25 12% M	37 20% S	44 18% M	48 21% M	216 19% MS	290 29% WJPTV	27 27% MOSU	25 27% P
Some purchase restrictions should be required	2939 48% O	2534 46% O	239 48% O	200 43% O	104 52% O	89 49% O	106 48% O	92 50% O	44 44% IBDLX	53 59% IBDLX	47 46% ACEGKOZLWY	42 44% ACEGKOZLWY	64 64% ACEGKOZLWY	53 55% D	42 38% D	49 53% O	101 46% O	87 48% O	101 50% O	98 54% BD	115 46% O	109 48% O	528 48% O	473 47% O	50 50% O	50 54% O
No purchase restrictions should be required	1958 32% B	1320 24% B	161 32% D	121 26% D	59 30% D	48 27% D	71 32% H	39 21% H	41 41% JMY	23 26% JMY	39 38% Y	24 25% Y	27 27% Y	21 22% FACEGMWY	53 47% FACEGMWY	30 33% HXZ	80 36% RY	39 22% TY	75 37% TY	46 25% TY	91 36% Y	71 31% BHRXZ	366 33% XY	233 23% XY	23 23% XY	18 19% XY
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%

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

Q866_2. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions.
What level of restrictions would you expect there to be on purchasing the following new gTLDs?

2. .photography

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
Strict purchase restrictions should be required	1130 18% MW	1221 22% AJP	83 17%	95 21% J	48 24% ACKMSW	34 19% J	46 21% MW	38 21% J	17 17%	8 9%	13 13%	23 24% KJ	10 10%	24 25% MJP	23 21% M	12 13%	47 21% MW	54 30% QBDFHJPK	31 15%	39 22% J	51 20% MW	54 24% JP	169 15%	202 20% VWJ	29 29% ACIKMSW	24 26% JP
Some purchase restrictions should be required	3064 50% O	2897 53% A	262 52% IO	254 55% O	101 51% EBHRX	113 62% O	104 47% O	94 51% O	41 41%	56 62% I	53 52% O	49 52% ACEGIDQSLWY	65 65%	53 55% O	39 35%	52 57% O	99 45% O	93 52% O	102 51% O	98 54% O	123 49% O	124 54% O	541 49% O	539 54% W	44 44% W	56 60% Y
No purchase restrictions should be required	1950 32% B	1334 24% Z	157 31% D	112 24% Z	51 26% Z	34 19% Z	73 33% FRZ	52 28% ACEMUY	43 43% RZ	26 29% RZ	36 35% RZ	23 24%	25 25%	20 21% PACEGLMY	50 45% RZ	28 30% FRZ	74 34% R	33 18% R	68 34% T	44 24% Z	76 30% V	50 22% XAEM	400 36% XAEM	255 26% RZ	27 27% Z	13 14%
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90* 100%	102 100%	95* 100%	100 100%	97* 100%	112 100%	92* 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93* 100%

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

Q866_3. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions.
What level of restrictions would you expect there to be on purchasing the following new gTLDs?

8 Jun 2016
Table 194

3. .link

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
Strict purchase restrictions should be required	1115 18% CMS	1201 22% AFJP	70 14%	88 19% C	34 17% M	23 13%	45 20% CMS	31 17%	18 18% M	10 11%	16 16%	22 23% FJ	8 8%	16 16%	15 13%	12 13%	37 17% M	47 26% QFHJP	21 10%	37 20% SF	51 20% CMS	53 23% FJP	191 17% MS	222 22% WFJP	25 25% CMOS	25 27% FJP
Some purchase restrictions should be required	2988 49% I	2714 50%	240 48% I	210 46%	94 47%	96 53%	106 48% GBDLRVX	112 61%	36 36%	45 50% I	48 47%	45 47% ACEGKQOBLWY	65 65%	53 55%	45 40%	48 52% IO	97 44%	88 49%	105 52% IO	97 54%	108 43%	102 45%	546 49% I	522 52% DV	43 43%	55 59% YDV
No purchase restrictions should be required	2041 33% B	1537 28% XZ	192 38% AM	163 35% BHRTXZ	72 36% HXZ	62 34% HXZ	72 32% H	41 22% AGMWY	47 47% AGMWY	35 39% BHRTXZ	38 37%	28 29% Z	27 27%	28 29% Z	52 46% AGMWY	32 35% HXZ	86 39% RM	45 25% Z	75 37% T	47 26% Z	91 36%	73 32% HXZ	373 34% X	252 25% Z	32 32% Z	13 14%
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90* 100%	102 100%	95* 100%	100 100%	97* 100%	112 100%	92* 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93* 100%

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

Q866_4. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions.
What level of restrictions would you expect there to be on purchasing the following new gTLDs?

8 Jun 2016
Table 195

4. .guru

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
Strict purchase restrictions should be required	1105 18% MW	1181 22% APX	83 17% M	94 20% M	33 17% M	31 17% M	34 15% M	39 21% M	19 19% M	13 14% M	13 13% M	19 20% M	7 7% M	21 22% M	25 22% M	12 13% M	41 19% M	58 32% M	33 16% M	54 30% M	52 21% MW	57 25% JPX	172 15% M	163 16% M	32 32% ACEGRKMSUW	20 22% M
Some purchase restrictions should be required	2969 48% IO	2662 49% D	236 47% I	203 44% IO	100 50% IO	88 49% IO	109 49% IO	100 54% DV	35 35% M	50 56% ID	49 48% M	53 56% D	66 66% M	48 49% M	42 38% M	49 53% O	93 42% M	82 46% M	99 49% IO	87 48% M	108 43% MW	101 44% JPX	523 47% I	537 54% WBDRV	39 39% M	54 58% YDV
No purchase restrictions should be required	2070 34% B	1609 30% RT	183 36% BHLRXTZ	164 36% M	67 34% M	62 34% HRTZ	80 36% H	45 24% M	47 47% JAEMSY	27 30% M	40 39% L	23 24% M	27 27% M	28 29% M	45 40% M	31 34% RTZ	86 39% RM	40 22% M	69 34% T	40 22% M	90 36% M	70 31% M	415 37% XAM	296 30% RT	29 29% M	19 20% M
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%

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

Q866_5. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions.
What level of restrictions would you expect there to be on purchasing the following new gTLDs?

8 Jun 2016
Table 196

5. .realtor

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
Strict purchase restrictions should be required	1198 19% KMW	1496 27% AJNPF	137 27% AGIKMOSUW	210 46% GBHLNPTVZ	62 31% AGIKMOSUW	85 47% EBHLNPTVZ	44 20% KM	42 23% PX	18 18% M	14 16% M	10 10% KP	22 23% KP	7 7% NAICRMOZUWY	18 19% M	18 16% M	9 10% KMW	48 22% GBHLNPTVZ	79 44% M	31 15% SJPX	48 27% M	45 18% M	62 27% UJPF	167 15% M	163 16% AGIKMOSUW	31 31% AGIKMOSUW	23 25% PX
Some purchase restrictions should be required	2992 49% OY	2666 49% DRV	232 46% OY	187 41% DRV	92 46% OY	78 43% OY	104 47% GBDFRV	107 58% IBDFRV	40 40% IBDFRV	54 60% IBDFRV	51 50% IBDFRV	47 49% IBDFRV	66 66% IBDFRV	49 51% IBDFRV	43 38% ODRV	51 55% ODRV	95 43% ODRV	72 40% ODRV	100 50% ODRV	91 47% ODRV	117 47% ODRV	91 40% ODRV	537 48% OY	542 54% WBDFRV	38 38% OY	50 54% YDRV
No purchase restrictions should be required	1954 32% BCE	1290 24% DFR	133 26% D	64 14% D	46 23% F	18 10% F	75 34% HE	35 19% F	43 43% JACEM	22 24% DF	41 40% CEM	26 27% DFR	27 27% DFR	30 31% DFHR	51 46% ACEGMY	32 35% BDFHRTZ	77 35% RCE	29 16% RCE	70 35% TCE	42 23% DF	88 35% CE	75 33% BDFHRTZ	406 37% XACE	291 29% BDFHR	31 31% BDFHR	20 22% F
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90* 100%	102 100%	95* 100%	100 100%	97* 100%	112 100%	92* 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93* 100%

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

Q866_6. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions.
What level of restrictions would you expect there to be on purchasing the following new gTLDs?

8 Jun 2016
Table 197

6. .club

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
Strict purchase restrictions should be required	1113 18% MW	1228 23% AP	94 19% M	96 21% M	40 20% M	31 17% M	39 17% M	31 17% M	15 15% M	16 18% M	12 12% M	21 22% M	10 10% M	19 20% M	21 19% M	11 12% M	42 19% M	45 25% P	28 14% P	41 23% SP	50 20% M	54 24% P	174 16% P	215 22% WP	28 28% ACGKIMSW	23 25% P
Some purchase restrictions should be required	3059 50% O	2879 53% A	241 48% O	242 52% O	99 50% O	99 55% O	108 48% O	110 60% G	45 45% I	54 60% I	52 51% O	47 49% ACEGKQOZLWY	65 65% Y	57 59% Y	42 38% Y	51 55% O	96 44% Q	97 54% Q	100 50% O	104 57% O	117 47% O	121 53% O	565 51% OQ	547 55% OQ	45 45% Y	58 62% Y
No purchase restrictions should be required	1972 32% B	1345 25% Z	167 33% D	123 27% Z	61 31% Z	51 28% Z	76 34% H	43 23% Z	41 41% JMY	20 22% JMY	38 37% Z	27 28% Z	25 25% Z	21 22% ACEMWY	49 44% Y	30 33% RTZ	82 37% RM	38 21% TM	73 36% TM	36 20% V	83 33% V	53 23% Z	371 33% X	234 23% Z	27 27% Z	12 13% Z
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%

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

Q866_7. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions.
What level of restrictions would you expect there to be on purchasing the following new gTLDs?

8 Jun 2016
Table 198

7. .xyz

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
Strict purchase restrictions should be required	1076 18% M	1130 21% AFFX	73 15%	93 20% CP	33 17%	26 14% P	40 18% M	36 20% P	19 19% M	13 14% P	12 12%	21 22% P	9 9%	15 15% P	19 17% P	5 5%	36 16%	56 31%	27 13%	48 27% SFJNPX	52 21% CKMS	63 28% BDFJNPX	175 16%	173 17% P	30 30% ACEGKMOGSW	25 27% FJPX
Some purchase restrictions should be required	2823 46% O	2408 44% DV	217 43% D	167 36% CP	79 40%	76 42% P	107 48% O	96 52% BDRV	37 37% M	50 56% IBDFRV	48 47%	46 48% DV	63 63% NAJGKMOGSW	47 48% DV	38 34% ODV	46 50% ODV	93 42%	68 38% EIOUY	102 51% DV	86 48% DV	100 40%	75 33% HTZ	520 47% IOU	487 49% BDRV	37 37% ACEGKMOGSW	47 51% DRV
No purchase restrictions should be required	2245 37%	1914 35% HTZ	212 42% AGM	201 44% BHJLRTXZ	88 44% AGM	79 44% BHJLRTXZ	76 34% O	52 28% JM	45 45% JM	27 30% JM	42 41%	28 29%	28 28%	35 36% Z	55 49% AGMSWY	41 45% HJLRTXZ	91 41% RM	56 31%	72 36% T	47 26% M	98 39% M	90 39% HTZ	415 37% IOU	336 34% TZ	33 33%	21 23%
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%

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

Q866_44. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions.
What level of restrictions would you expect there to be on purchasing the following new gTLDs?

8 Jun 2016
Table 199

44. .bank

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
Strict purchase restrictions should be required	-	2723 50% JLXZ	-	274 59% BJLNPTVXZ	-	104 57% BJLPTVXZ	-	104 57% JLPTXZ	-	25 28%	-	36 38%	-	44 45% J	-	40 43% J	-	108 60% BJLNPTVXZ	-	79 44% J	-	108 47% J	-	426 43% J	-	36 39%
Some purchase restrictions should be required	-	1946 36% D	-	125 27% D	-	61 34% D	-	59 32% D	-	49 54% BDFHNRPTVX	-	44 46% BDFHR	-	37 38% D	-	36 39% D	-	59 33% D	-	70 39% D	-	87 38% D	-	408 41% BDHR	-	49 53% BDFHNRPTVX
No purchase restrictions should be required	-	783 14% FR	-	62 13% R	-	16 9% R	-	21 11% FR	-	16 18% FR	-	15 16% R	-	16 16% R	-	16 17% FR	-	13 7% FRZ	-	32 18% FRZ	-	33 14% R	-	162 16% FR	-	8 9%
Sigma	-	5452 100%	-	461 100%	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q866_45. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions.
What level of restrictions would you expect there to be on purchasing the following new gTLDs?

8 Jun 2016
Table 200

45. .pharmacy

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
Strict purchase restrictions should be required	-	2280 42% JX	-	279 61% BHLNPTVXZ	-	97 54% BJLPXZ	-	93 51% BJLPXZ	-	23 26% DFRT	-	31 33% X	-	40 41% JX	-	30 33% X	-	108 60% BHLNPTVXZ	-	84 46% JLPX	-	107 47% JLPX	-	217 22% BDFHRTV	-	35 38% X
Some purchase restrictions should be required	-	2217 41% DR	-	122 26% D	-	66 36% D	-	69 38% D	-	45 50% DFRT	-	43 45% DR	-	44 45% DR	-	41 45% DR	-	57 32% DFHR	-	64 35% D	-	87 38% D	-	524 53% BDFHRTV	-	47 51% DFHRTV
No purchase restrictions should be required	-	955 18% DFHR	-	60 13% DFHR	-	18 10% DFHRVZ	-	22 12% DFHRVZ	-	22 24% DFHRVZ	-	21 22% DFHR	-	13 13% DFHR	-	21 23% DFHR	-	15 8% DFHR	-	33 18% FR	-	34 15% R	-	255 26% BDFHRTVZ	-	11 12% BDFHRTVZ
Sigma	-	5452 100%	-	461 100%	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q866_46. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions.
What level of restrictions would you expect there to be on purchasing the following new gTLDs?

8 Jun 2016
Table 201

46. .builder

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
Strict purchase restrictions should be required	-	1551 28% JPX	-	184 40% BHLNPTVX	-	63 35% JLPX	-	53 29% JPX	-	13 14%	-	22 23% P	-	26 27% JP	-	9 10%	-	78 43% BHLNPTVX	-	50 28% JPX	-	67 29% JPX	-	198 20% P	-	31 33% JPX
Some purchase restrictions should be required	-	2753 50% D	-	198 43%	-	86 48%	-	95 52% D	-	56 62% BDFRV	-	52 55% D	-	54 56% D	-	54 59% DR	-	81 45% DR	-	97 54% D	-	113 50% R	-	542 54% BDR	-	47 51%
No purchase restrictions should be required	-	1148 21% DR	-	79 17%	-	32 18%	-	36 20% R	-	21 23% R	-	21 22% R	-	17 18%	-	29 32% BDFHRTVZ	-	21 12% R	-	34 19% R	-	48 21% R	-	256 26% BDFRTZ	-	15 16%
Sigma	-	5452 100%	-	461 100%	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q866_23. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

8 Jun 2016
Table 202

23. .toronto

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	181	**	**	**	181	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Strict purchase restrictions should be required	-	62 34%	-	-	-	62 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	94 52%	-	-	-	94 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	25 14%	-	-	-	25 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	181 100%	-	-	-	181 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q866_24. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions.
What level of restrictions would you expect there to be on purchasing the following new gTLDs?

8 Jun 2016
Table 203

24. quadalajara

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	..	184	184
Strict purchase restrictions should be required	-	52 28%	-	-	-	-	-	52 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	97 53%	-	-	-	-	-	97 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	35 19%	-	-	-	-	-	35 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	184 100%	-	-	-	-	-	184 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q866_25. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions.
What level of restrictions would you expect there to be on purchasing the following new gTLDs?

8 Jun 2016
Table 204

25. .roma

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-.**	90*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	90*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Strict purchase restrictions should be required	-	13 14%	-	-	-	-	-	-	-	13 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	57 63%	-	-	-	-	-	-	-	57 63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	20 22%	-	-	-	-	-	-	-	20 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	90 100%	-	-	-	-	-	-	-	90 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q866_26. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

8 Jun 2016
Table 205

26. .istanbul

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-.**	95*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	95*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Strict purchase restrictions should be required	-	31 33%	-	-	-	-	-	-	-	-	-	31 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	44 46%	-	-	-	-	-	-	-	-	-	44 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	20 21%	-	-	-	-	-	-	-	-	-	20 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	95 100%	-	-	-	-	-	-	-	-	-	95 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q866_27. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

8 Jun 2016
Table 206

27. .madrid

Base: All Qualified Respondents

	Country																										
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	..	97*	97*	
Strict purchase restrictions should be required	-	28 29%	-	-	-	-	-	-	-	-	-	-	-	28 29%	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	49 51%	-	-	-	-	-	-	-	-	-	-	-	49 51%	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	20 21%	-	-	-	-	-	-	-	-	-	-	-	20 21%	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	97 100%	-	-	-	-	-	-	-	-	-	-	-	97 100%	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q866_28. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

8 Jun 2016
Table 207

28. .warszawa

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-.**	92*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	92*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Strict purchase restrictions should be required	-	24 26%	-	-	-	-	-	-	-	-	-	-	-	-	24 26%	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	51 55%	-	-	-	-	-	-	-	-	-	-	-	-	51 55%	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	17 18%	-	-	-	-	-	-	-	-	-	-	-	-	17 18%	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	92 100%	-	-	-	-	-	-	-	-	-	-	-	-	92 100%	-	-	-	-	-	-	-	-	-	-	-

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

Q866_29. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions.
What level of restrictions would you expect there to be on purchasing the following new gTLDs?

8 Jun 2016
Table 208

29. .paris

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	181	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	181	**	**	**	**	**	**
Strict purchase restrictions should be required	-	55 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	55 30%	-	-	-	-	-	-
Some purchase restrictions should be required	-	89 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	89 49%	-	-	-	-	-	-
No purchase restrictions should be required	-	37 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	37 20%	-	-	-	-	-	-
Sigma	-	181 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	181 100%	-	-	-	-	-	-

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

Q866_30. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions.
What level of restrictions would you expect there to be on purchasing the following new gTLDs?

8 Jun 2016
Table 209

30. Foshan

Base: All Qualified Respondents

	Country																										
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	..	996	
Strict purchase restrictions should be required	-	258 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	258 26%	-	-
Some purchase restrictions should be required	-	504 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	504 51%	-	-
No purchase restrictions should be required	-	234 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	234 23%	-	-
Sigma	-	996 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	996 100%	-	-

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

Q866_31. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

8 Jun 2016
Table 210

31. .hanoi

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-.**	93*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	93*
Strict purchase restrictions should be required	-	26 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26 28%
Some purchase restrictions should be required	-	50 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	50 54%
No purchase restrictions should be required	-	17 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17 18%
Sigma	-	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	93 100%

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

Q866_32. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

8 Jun 2016
Table 211

32. .manilla

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	184	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Strict purchase restrictions should be required	-	69 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	83 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	32 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	184 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q866_33. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

8 Jun 2016
Table 212

33. .tokyo

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	315	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Strict purchase restrictions should be required	-	80 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	174 55%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	61 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	315 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q866_34. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions.
What level of restrictions would you expect there to be on purchasing the following new gTLDs?

8 Jun 2016
Table 213

34. .seoul

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	183	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Strict purchase restrictions should be required	-	69 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	82 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	32 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	183 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q866_35. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

35. .mockba

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	231	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Strict purchase restrictions should be required	-	49 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	118 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	64 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	231 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q866_36. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions.
What level of restrictions would you expect there to be on purchasing the following new gTLDs?

36. .delhi

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	595	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Strict purchase restrictions should be required	-	179 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	302 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	114 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	595 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q866_37. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

37. .jakarta

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	181	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Strict purchase restrictions should be required	-	47 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	90 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	44 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	181 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q866_38. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions.
What level of restrictions would you expect there to be on purchasing the following new gTLDs?

8 Jun 2016
Table 217

38. .abuja

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	192	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Strict purchase restrictions should be required	-	48 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	88 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	56 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	192 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q866_39. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions.
What level of restrictions would you expect there to be on purchasing the following new gTLDs?

8 Jun 2016
Table 218

39. .capetown

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-.**	90*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Strict purchase restrictions should be required	-	27 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	40 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	23 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	90 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q866_40. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions.
What level of restrictions would you expect there to be on purchasing the following new gTLDs?

40. .cairo

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	..	96*
Strict purchase restrictions should be required	-	20 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	47 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	29 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	96 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q866_41. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions.
What level of restrictions would you expect there to be on purchasing the following new gTLDs?

8 Jun 2016
Table 220

41. .bogota

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-.**	93*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Strict purchase restrictions should be required	-	31 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	42 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	20 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q866_42. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions.
What level of restrictions would you expect there to be on purchasing the following new gTLDs?

8 Jun 2016
Table 221

42. .cordoba

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-.**	93*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Strict purchase restrictions should be required	-	26 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	43 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	24 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q866_43. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

8 Jun 2016
Table 222

43. .rio

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	321	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Strict purchase restrictions should be required	-	95 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	142 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	84 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	321 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q866_8. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions.
What level of restrictions would you expect there to be on purchasing the following new gTLDs?

8 Jun 2016
Table 223

8. .berlin

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	250	228	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	250	228	**	**	**	**
Strict purchase restrictions should be required	55 22%	72 32% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	55 22%	72 32% U	-	-	-	-
Some purchase restrictions should be required	124 50%	114 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	124 50%	114 50%	-	-	-	-
No purchase restrictions should be required	71 28% B	42 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	71 28% V	42 18%	-	-	-	-
Sigma	250 100%	228 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	250 100%	228 100%	-	-	-	-

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

Q866_9. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions.
What level of restrictions would you expect there to be on purchasing the following new gTLDs?

8 Jun 2016
Table 224

9. .ovh

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	250	228	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	250	228	**	**	**	**
Strict purchase restrictions should be required	47 19%	59 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	47 19%	59 26%	-	-	-	-
Some purchase restrictions should be required	109 44%	90 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	109 44%	90 39%	-	-	-	-
No purchase restrictions should be required	94 38%	79 35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	94 38%	79 35%	-	-	-	-
Sigma	250 100%	228 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	250 100%	228 100%	-	-	-	-

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

Q866_10. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions.
What level of restrictions would you expect there to be on purchasing the following new gTLDs?

8 Jun 2016
Table 225

10. .london

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	1086	180	**	**	**	**	**	**	101	**	102	**	100	**	112	**	220	180	201	**	250	**	**	**	**	**
Strict purchase restrictions should be required	191 18% M	60 33% A	-	-	-	-	-	-	19 19% M	-	13 13%	-	7 7%	-	21 19% M	-	53 24% AKMS	60 33% Q	29 14%	-	49 20% M	-	-	-	-	-
Some purchase restrictions should be required	545 50% IO	96 53%	-	-	-	-	-	-	40 40%	-	52 51%	-	70 70% AIKQOSU	-	43 38%	-	99 45%	96 53% IO	108 54% IO	-	133 53% IO	-	-	-	-	-
No purchase restrictions should be required	350 32% BM	24 13%	-	-	-	-	-	-	42 42% AMU	-	37 36% M	-	23 23%	-	48 43% AMQU	-	68 31% R	24 13%	64 32%	-	68 27%	-	-	-	-	-
Sigma	1086 100%	180 100%	-	-	-	-	-	-	101 100%	-	102 100%	-	100 100%	-	112 100%	-	220 100%	180 100%	201 100%	-	250 100%	-	-	-	-	-

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

Q866_11. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions.
What level of restrictions would you expect there to be on purchasing the following new gTLDs?

8 Jun 2016
Table 226

11. .nyc

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	502	461	502	461	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Strict purchase restrictions should be required	107 21%	129 28% A	107 21%	129 28% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	248 49%	228 49%	248 49%	228 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	147 29% B	104 23% D	147 29% D	104 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	502 100%	461 100%	502 100%	461 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q866_12. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions.
What level of restrictions would you expect there to be on purchasing the following new gTLDs?

8 Jun 2016
Table 227

12. .wang

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	1110	996	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1110	996	**	**
Strict purchase restrictions should be required	182 16%	190 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	182 16%	190 19%	-	-
Some purchase restrictions should be required	523 47%	484 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	523 47%	484 49%	-	-
No purchase restrictions should be required	405 36% B	322 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	405 36% X	322 32%	-	-
Sigma	1110 100%	996 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1110 100%	996 100%	-	-

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

Q866_13. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions.
What level of restrictions would you expect there to be on purchasing the following new gTLDs?

8 Jun 2016
Table 228

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

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	1110	996	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1110	996	**	**
Strict purchase restrictions should be required	206 19%	186 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	206 19%	186 19%	-	-
Some purchase restrictions should be required	530 48%	516 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	530 48%	516 52%	-	-
No purchase restrictions should be required	374 34% B	294 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	374 34% X	294 30%	-	-
Sigma	1110 100%	996 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1110 100%	996 100%	-	-

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

Q866_14. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions.
What level of restrictions would you expect there to be on purchasing the following new gTLDs?

8 Jun 2016
Table 229

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

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	1110	996	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1110	996	**	**
Strict purchase restrictions should be required	216 19%	198 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	216 19%	198 20%	-	-
Some purchase restrictions should be required	504 45%	507 51% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	504 45%	507 51% W	-	-
No purchase restrictions should be required	390 35% B	291 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	390 35% X	291 29%	-	-
Sigma	1110 100%	996 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1110 100%	996 100%	-	-

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

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

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China (18+)	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	1725	-	235	-	83	-	29	-	21	-	34	-	30	-	47	-	97	-	79	-	141	-	200	-	9
	-	32%	-	51%	-	46%	-	16%	-	23%	-	36%	-	31%	-	51%	-	54%	-	44%	-	62%	-	20%	-	10%
		HXZ		BHJLNZX		BHJNXZ				Z		HXZ		HXZ		BHJLNZX		BHJLNZX		BHJNXZ		BDFHJLNZX		Z		
Very low level of trust	-	424	-	72	-	24	-	8	-	5	-	10	-	4	-	9	-	32	-	24	-	33	-	35	-	-
	-	8%	-	16%	-	13%	-	4%	-	6%	-	11%	-	4%	-	10%	-	18%	-	13%	-	14%	-	4%	-	-
	-	XZ	-	BHJNXZ	-	BHNXZ	-	Z	-	Z	-	HXZ	-	Z	-	XZ	-	BHJNXZ	-	BHNXZ	-	BHJNXZ	-		-	
Low level of trust	-	1301	-	163	-	59	-	21	-	16	-	24	-	26	-	38	-	65	-	55	-	108	-	165	-	9
	-	24%	-	35%	-	33%	-	11%	-	18%	-	25%	-	27%	-	41%	-	36%	-	30%	-	47%	-	17%	-	10%
	-	HXZ	-	BHJXZ	-	BHJXZ	-		-		-	HXZ	-	HXZ	-	BHJLNZX	-	BHJXZ	-	BHJXZ	-	BDFHJLNRTXZ	-		-	
BOTTOM 2 BOX (NET)	-	3727	-	226	-	98	-	155	-	69	-	61	-	67	-	45	-	83	-	102	-	87	-	796	-	84
	-	68%	-	49%	-	54%	-	84%	-	77%	-	64%	-	69%	-	49%	-	46%	-	56%	-	38%	-	80%	-	90%
	-	DFPRTV	-	V	-	V	-	BDFLNPRTV	-	DFPRTV	-	DPRV	-	DFPRTV	-	V	-	V	-	V	-	BDFLNPRTV	-	BDFLNPRTV	-	BDFLNPRTVX
Moderate level of trust	-	2870	-	195	-	92	-	105	-	64	-	48	-	59	-	43	-	74	-	90	-	78	-	605	-	68
	-	53%	-	42%	-	51%	-	57%	-	71%	-	51%	-	61%	-	47%	-	41%	-	50%	-	34%	-	61%	-	73%
	-	DRV	-	V	-	V	-	DRV	-	BDFHJLNRTV	-	V	-	DRV	-	V	-	V	-	V	-	BDFPRTV	-	BDFPRTV	-	BDFHJLNRTVX
High level of trust	-	857	-	31	-	6	-	50	-	5	-	13	-	8	-	2	-	9	-	12	-	9	-	191	-	16
	-	16%	-	7%	-	3%	-	27%	-	6%	-	14%	-	8%	-	2%	-	5%	-	7%	-	4%	-	19%	-	17%
	-	DFJNPRTV	-		-		-	BDFJLNPRTVX	-		-	DFPRTV	-		-		-		-		-	BDFJLNPRTV	-	BDFJLNPRTV	-	DFJNPRTV
Sigma	-	5452	-	461	-	181	-	184	-	90	-	95	-	97	-	92	-	180	-	181	-	228	-	996	-	93
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

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

Q916. How much do you trust the Domain Name industry compared to these other industries?
SUMMARY TABLE OF TOP 2 BOX

8 Jun 2016
Table 231

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
Internet service providers/the agency that provides my internet access	2528 41%	2581 47%	87 17%	130 28%	42 21%	52 29%	110 49%	96 52%	24 24%	31 34%	42 41%	45 47%	16 16%	43 44%	22 20%	21 23%	51 23%	34 19%	60 30%	60 33%	64 26%	82 36%	551 50%	585 59%	50 50%	60 65%
Software companies	2382 39%	2340 43%	74 15%	99 21%	33 17%	33 18%	128 57%	99 54%	19 19%	23 26%	35 34%	41 43%	15 15%	33 34%	26 23%	20 22%	43 20%	21 12%	38 19%	38 21%	62 25%	71 31%	480 43%	512 51%	52 52%	59 63%
Computer hardware companies	2281 37%	2205 40%	76 15%	106 23%	25 13%	35 19%	116 52%	99 54%	15 15%	23 26%	34 33%	35 37%	15 15%	30 31%	30 27%	28 30%	40 18%	21 12%	32 16%	42 23%	58 23%	63 28%	521 47%	511 51%	43 43%	43 46%
E-commerce companies	1930 31%	1883 35%	54 11%	86 19%	23 12%	24 13%	85 38%	71 39%	20 20%	19 21%	31 30%	29 31%	15 15%	29 30%	19 17%	10 11%	34 15%	17 9%	31 15%	37 20%	49 20%	46 20%	421 38%	425 43%	41 41%	45 48%
Web based marketing companies	1743 28%	1722 32%	65 13%	85 18%	29 15%	27 15%	81 36%	65 35%	20 20%	17 19%	27 26%	26 27%	12 12%	23 24%	17 15%	7 8%	37 17%	19 11%	22 11%	25 14%	49 20%	53 23%	368 33%	411 41%	25 25%	39 42%

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

Q916. How much do you trust the Domain Name industry compared to these other industries?
SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
Web based marketing companies	1559 25% W	1365 25% X	129 26% BHRX	141 31% GW	59 30% BHRX	60 33% BHRX	45 20% AGMW	36 20% HRX	26 26% AGMW	23 26% HX	35 34% RACGMW	32 34% ACGMW	21 21% BDHJNRX	21 22% AGMW	39 35% HX	28 30% RACGMW	77 35% ACGMW	37 21% ACGMW	78 39% BDHJNRX	71 39% AGW	78 31% AGW	73 32% BHRX	255 23% X	187 19% ZACEGIMUW	45 45% X	26 28% X
E-commerce companies	1342 22% GW	1156 21% X	141 28% AGMW	127 28% BHNX	59 30% AGMW	51 28% BHNX	36 16% AGMW	29 16% AGMW	22 22% HX	24 27% HX	36 35% AGMW	27 28% HNS	16 16% AGMW	16 16% AGMW	36 32% AGMW	20 22% RAGIMW	75 34% AGMW	37 21% AGMW	56 28% BHNX	51 28% BHNX	77 31% AGMW	77 34% BHNPRXZ	176 16% AGW	151 15% AGW	24 24% W	17 18% W
Computer hardware companies	1146 19% GW	950 17% HX	156 31% DAGKIMOW	111 24% BHPX	68 34% AGKIMOUW	47 26% BHPX	26 12% GW	22 12% GW	25 25% GW	16 18% GW	21 21% GW	18 19% GW	15 15% PGW	16 16% PGW	24 21% PGW	10 11% AGMW	66 30% AGMW	41 23% HPX	54 27% AGMW	42 23% BHPX	63 25% AGMW	63 28% BHNPRX	127 11% AGW	128 13% AGW	24 24% GW	20 22% HX
Software companies	1061 17% GW	880 16% X	153 30% DAGIMOUW	108 23% BHNXZ	68 34% FAGKIMOUW	41 23% BHNXZ	18 8% AGW	24 13% AGW	19 19% G	19 21% NX	23 23% GMW	18 19% X	11 11% AGW	10 10% G	19 17% G	14 15% AGMOW	64 29% BHNXZ	40 22% AGMW	52 26% BHNXZ	43 24% BHNXZ	55 22% AGMW	63 28% BHNPRXZ	148 13% G	107 11% G	20 20% G	11 12% G
Internet service providers/the agency that provides my internet access	1034 17% BGW	777 14% X	139 28% DAGIMWY	93 20% BHXZ	69 35% FAGKIMOUW	40 22% BHXZ	21 9% AGW	19 10% AGW	16 16% GW	11 12% GW	22 22% GW	17 18% XZ	15 15% AGW	13 13% AGW	23 21% GW	12 13% RAGIMWY	67 30% BHXZ	36 20% AGW	46 23% AGW	33 18% HXZ	60 24% AGW	57 25% BHJNPXZ	124 11% X	83 8% AGW	16 16% AGW	7 7% AGW

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

Q916_1. How much do you trust the Domain Name industry compared to these other industries?
1. Internet service providers/the agency that provides my internet access

Base: All Qualified Respondents

	Country																										
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*	
TOP 2 BOX (NET)	2528 41%	2581 47%	87 17%	130 28%	42 21%	52 29%	110 49%	96 52%	24 24%	31 34%	42 41%	45 47%	16 16%	43 44%	22 20%	21 23%	51 23%	34 19%	60 30%	60 33%	64 26%	82 36%	551 50%	585 59%	50 50%	60 65%	
Trust much more	815 13%	931 17%	23 5%	41 9%	8 4%	11 6%	38 17%	41 22%	2 2%	8 9%	10 10%	10 11%	2 2%	9 9%	6 5%	2 2%	16 7%	8 4%	16 8%	21 12%	13 5%	29 13%	148 13%	174 17%	23 23%	28 30%	
Trust somewhat more	1713 28%	1650 30%	64 13%	89 19%	34 17%	41 23%	72 32%	55 30%	22 22%	23 26%	32 31%	35 37%	14 14%	34 35%	16 14%	19 21%	35 16%	26 14%	44 22%	39 22%	51 20%	53 23%	403 36%	411 41%	27 27%	32 34%	
Trust the same	2582 42%	2094 38%	276 55%	238 52%	89 45%	89 49%	92 41%	69 38%	61 60%	48 53%	38 37%	33 35%	69 69%	41 42%	67 60%	59 64%	102 46%	110 61%	95 47%	88 49%	126 50%	89 39%	435 39%	328 33%	34 34%	26 28%	
BOTTOM 2 BOX (NET)	1034 17%	777 14%	139 28%	93 20%	69 35%	40 22%	21 9%	19 10%	16 16%	11 12%	22 22%	17 18%	15 15%	13 13%	23 21%	12 13%	67 30%	36 20%	46 23%	46 18%	33 24%	60 25%	57 11%	124 11%	83 8%	16 16%	7 8%
Trust somewhat less	788 13%	574 11%	103 21%	63 14%	45 23%	30 17%	16 7%	15 8%	13 13%	11 12%	16 16%	15 16%	14 14%	9 9%	19 17%	11 12%	45 20%	26 14%	31 15%	18 10%	45 18%	39 17%	106 10%	67 7%	11 11%	4 4%	
Trust much less	246 4%	203 4%	36 7%	30 7%	24 12%	10 6%	5 2%	4 2%	3 3%	-	6 6%	2 2%	1 1%	4 4%	4 4%	1 1%	22 10%	10 6%	15 7%	15 8%	15 6%	18 8%	18 2%	16 2%	5 5%	3 3%	
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%	

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

Q916_2. How much do you trust the Domain Name industry compared to these other industries?
2. Web based marketing companies

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	1743 28%	1722 32%	65 13%	85 18%	29 15%	27 15%	81 36%	65 35%	20 20%	17 19%	27 26%	26 27%	12 12%	23 24%	17 15%	7 8%	37 17%	19 11%	22 11%	25 14%	49 20%	53 23%	368 33%	411 41%	25 25%	39 42%
Trust much more	473 8%	502 9%	15 3%	19 4%	3 2%	4 2%	26 12%	13 7%	5 5%	5 6%	5 5%	6 6%	1 1%	3 3%	5 4%	-	6 3%	4 2%	3 1%	7 4%	8 3%	9 4%	79 7%	104 10%	5 5%	9 10%
Trust somewhat more	1270 21%	1220 22%	50 10%	66 14%	26 13%	23 13%	55 25%	52 28%	15 15%	12 13%	22 22%	20 21%	11 11%	20 21%	12 11%	7 8%	31 14%	15 8%	19 9%	18 10%	41 16%	44 19%	289 26%	307 31%	20 20%	30 32%
Trust the same	2842 46%	2365 43%	308 61%	235 51%	112 56%	94 52%	97 43%	83 45%	55 54%	50 56%	40 39%	37 39%	67 67%	53 55%	56 50%	57 62%	106 48%	124 69%	101 50%	85 47%	123 49%	102 45%	487 44%	398 40%	30 30%	28 30%
BOTTOM 2 BOX (NET)	1559 25%	1365 25%	129 26%	141 31%	59 30%	60 33%	45 20%	36 20%	26 26%	23 26%	35 34%	32 34%	21 21%	21 22%	39 35%	28 30%	77 35%	37 21%	78 39%	71 39%	78 31%	73 32%	255 23%	187 19%	45 45%	26 28%
Trust somewhat less	1182 19%	1024 19%	94 19%	96 21%	37 19%	40 22%	36 16%	31 17%	20 20%	19 21%	25 25%	21 22%	17 17%	15 15%	27 24%	21 23%	60 27%	25 14%	47 23%	49 27%	55 22%	56 25%	217 20%	156 16%	32 32%	17 18%
Trust much less	377 6%	341 6%	35 7%	45 10%	22 11%	20 11%	9 4%	5 3%	6 6%	4 4%	10 10%	11 12%	4 4%	6 6%	12 11%	7 8%	17 8%	12 7%	31 15%	31 12%	23 9%	17 7%	38 3%	31 3%	13 13%	9 10%
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%

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

Q916_3. How much do you trust the Domain Name industry compared to these other industries?
3. E-commerce companies

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	1930 31%	1883 35%	54 11%	86 19%	23 12%	24 13%	85 38%	71 39%	20 20%	19 21%	31 30%	29 31%	15 15%	29 30%	19 17%	10 11%	34 15%	17 9%	31 15%	37 20%	49 20%	46 20%	421 38%	425 43%	41 41%	45 48%
Trust much more	52 9%	544 10%	15 3%	13 3%	7 4%	1 1%	26 12%	17 9%	3 3%	3 3%	8 8%	9 9%	-	1 1%	3 3%	1 1%	11 5%	2 1%	6 3%	8 4%	8 3%	5 2%	86 8%	106 11%	15 15%	12 13%
Trust somewhat more	1378 22%	1339 25%	39 8%	73 16%	16 8%	23 13%	59 26%	54 29%	17 17%	16 18%	23 23%	20 21%	15 15%	28 29%	16 14%	9 10%	23 10%	15 8%	25 12%	29 16%	41 16%	41 18%	335 30%	319 32%	26 26%	33 35%
Trust the same	2872 47%	2413 44%	307 61%	248 54%	118 59%	106 59%	102 46%	84 46%	59 58%	47 52%	35 34%	39 41%	69 69%	52 54%	57 51%	62 67%	111 50%	126 70%	114 57%	93 51%	124 50%	105 46%	513 46%	420 42%	35 35%	31 33%
BOTTOM 2 BOX (NET)	1342 22%	1156 21%	141 28%	127 28%	59 30%	51 28%	36 16%	29 16%	22 22%	24 27%	36 35%	27 28%	16 16%	16 16%	36 32%	20 22%	75 34%	37 21%	56 28%	51 28%	77 31%	77 31%	176 16%	151 15%	24 24%	17 18%
Trust somewhat less	1029 17%	871 16%	99 20%	94 20%	42 21%	37 20%	28 13%	23 13%	16 16%	17 19%	21 21%	22 23%	15 15%	11 11%	29 28%	15 16%	56 25%	28 16%	42 21%	30 17%	51 20%	54 24%	150 14%	124 12%	18 18%	15 16%
Trust much less	313 5%	285 5%	42 8%	33 7%	17 9%	14 8%	8 4%	6 3%	6 6%	7 8%	15 15%	5 5%	1 1%	5 5%	7 6%	5 5%	19 9%	9 5%	14 7%	21 12%	26 10%	23 10%	26 2%	27 3%	6 6%	2 2%
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%

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

Q916_4. How much do you trust the Domain Name industry compared to these other industries?
4. Software companies

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	2382	2340	74	99	33	33	128	99	19	23	35	41	15	33	26	20	43	21	38	38	62	71	480	512	52	59
Trust much more	745	777	16	22	10	4	38	44	1	4	9	14	-	7	4	3	11	3	7	13	12	20	103	125	20	16
Trust somewhat more	1637	1563	58	77	23	29	90	55	18	19	26	27	15	26	22	17	32	18	31	25	50	51	377	387	32	43
Trust the same	2701	2232	275	254	99	107	77	61	63	48	44	36	74	54	67	58	113	119	111	100	133	94	482	377	28	23
BOTTOM 2 BOX (NET)	1061	880	153	108	68	41	18	24	19	19	23	18	11	10	19	14	64	40	52	43	55	63	148	107	20	11
Trust somewhat less	795	676	111	80	53	35	13	20	14	13	13	13	9	9	17	11	48	34	36	26	36	48	121	87	16	9
Trust much less	266	204	42	28	15	6	5	4	5	6	10	5	2	1	2	3	16	6	16	17	19	15	27	20	4	2
Sigma	6144	5452	502	461	200	181	223	184	101	90	102	95	100	97	112	92	220	180	201	181	250	228	1110	996	100	93

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

Q916_5. How much do you trust the Domain Name industry compared to these other industries?
5. Computer hardware companies

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
TOP 2 BOX (NET)	2281 37%	2205 40%	76 15%	106 23%	25 13%	35 19%	116 52%	99 54%	15 15%	23 26%	34 33%	35 37%	15 15%	30 31%	30 27%	28 30%	40 18%	21 12%	32 16%	42 23%	58 23%	63 28%	521 47%	511 51%	43 43%	43 46%
Trust much more	680 11%	692 13%	20 4%	23 5%	11 6%	5 3%	33 15%	40 22%	3 3%	7 8%	9 9%	9 9%	1 1%	8 8%	6 5%	5 5%	9 4%	2 1%	7 3%	13 7%	11 4%	20 9%	121 11%	145 15%	9 9%	14 15%
Trust somewhat more	1601 26%	1513 28%	56 11%	83 18%	14 7%	30 17%	83 37%	59 32%	12 12%	16 18%	25 25%	26 27%	14 14%	22 23%	24 21%	23 25%	31 14%	19 11%	25 12%	29 16%	47 19%	43 19%	400 36%	366 37%	34 34%	29 31%
Trust the same	2717 44%	2297 42%	270 54%	244 53%	107 54%	99 55%	81 36%	63 34%	61 60%	51 57%	47 46%	42 44%	70 70%	51 53%	58 52%	54 59%	114 52%	118 66%	115 57%	97 54%	129 52%	102 45%	462 42%	357 36%	33 33%	30 32%
BOTTOM 2 BOX (NET)	1146 19%	950 17%	156 31%	111 24%	68 24%	47 20%	26 12%	22 12%	25 25%	16 18%	21 21%	18 19%	15 15%	16 16%	24 21%	10 11%	66 30%	41 23%	54 27%	42 23%	63 25%	63 25%	127 28%	128 11%	24 13%	20 22%
Trust somewhat less	839 14%	716 13%	111 22%	75 16%	44 22%	36 20%	18 8%	19 10%	20 20%	9 10%	10 10%	17 18%	14 14%	15 15%	21 19%	8 9%	51 23%	34 19%	38 19%	27 15%	40 16%	39 17%	109 10%	108 11%	13 13%	17 18%
Trust much less	307 5%	234 4%	45 9%	36 8%	24 12%	11 6%	8 4%	3 2%	5 5%	7 8%	11 11%	1 1%	1 1%	1 1%	3 3%	2 2%	15 7%	7 4%	16 8%	15 8%	23 9%	24 11%	18 2%	20 2%	11 11%	3 3%
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%

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

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

Base: Trust Other Industries Much/Somewhat More

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	**	3530	**	196	**	75*	**	134	**	48*	**	60*	**	58*	**	38*	**	51*	**	81*	**	103	**	803	**	78*
REPUTATION (NET)	-	1332 38% X	-	62 32%	-	29 39% X	-	71 53% BDFJRTVX	-	17 35%	-	34 57% BDFJRTVX	-	31 53% BDRX	-	19 50% DX	-	15 29%	-	30 37% X	-	39 38% X	-	205 26%	-	36 46% DX
Knowledgeable/Area of expertise/It's their business	-	372 11% X	-	20 10% X	-	5 7%	-	28 21% BDFTVX	-	8 17% X	-	8 13% X	-	19 33% BDFLPTVX	-	4 11% X	-	9 18% X	-	7 9% X	-	9 9% X	-	23 3%	-	15 19% BDFVX
Well known/Most commonly used	-	206 6%	-	9 5%	-	4 5%	-	12 9% RVX	-	1 2%	-	5 8% R	-	2 3%	-	1 3%	-	-	-	7 9% RV	-	2 2%	-	36 4%	-	3 4%
Trustworthy	-	173 5%	-	7 4%	-	2 3%	-	4 3%	-	1 2%	-	4 7% V	-	3 5%	-	3 8% V	-	1 2%	-	4 5%	-	1 1%	-	41 5%	-	2 3%
Legitimate/Genuine/Authentic	-	123 3% X	-	7 4%	-	3 4%	-	7 5%	-	1 2%	-	5 8% BNTX	-	-	-	2 5%	-	1 2%	-	1 1%	-	4 4%	-	19 2%	-	2 3%
Dependable/Reliable	-	117 3%	-	3 2%	-	1 1%	-	11 8% BDFVX	-	6 13% BDFLRTVXZ	-	1 2%	-	3 5%	-	1 3%	-	1 2%	-	2 2%	-	1 1%	-	21 3%	-	2 3%
Good experience/Never had a problem	-	91 3% DX	-	-	-	4 5% DX	-	5 4% DX	-	2 4% D	-	4 7% BDX	-	1 2%	-	3 8% BDX	-	1 2%	-	2 2% D	-	11 11% BDHNTXZ	-	10 1%	-	1 1%
Good company/reputation/track record	-	91 3%	-	11 6% BHX	-	3 4% H	-	-	-	-	-	3 3% H	-	2 3% H	-	-	-	-	-	1 1%	-	1 1%	-	20 2%	-	5 6% BHVX
No scams/fraud	-	41 1%	-	6 3% BX	-	4 5% BHTXZ	-	1 1%	-	-	-	-	-	1 2%	-	1 3%	-	1 2%	-	-	-	2 2%	-	5 1%	-	-
Tested/Proven/Verified	-	38 1% X	-	-	-	-	-	3 2% DX	-	-	-	3 5% BDXZ	-	-	-	3 8% BDFNRXZ	-	-	-	3 4% BDX	-	2 2% X	-	2 *	-	-
Depends on company/website behind the name	-	19 1%	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	1 1%	-	1 1%	-	3 *	-	2 3% BDX
Good management/Operation of site	-	18 1%	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	5 1%	-	-
Top level/High ranking	-	4 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% BX	-	-	-	-	1 *	-	-
Other reputation mentions	-	160 5%	-	7 4%	-	4 5%	-	6 4%	-	1 2%	-	6 10% BDX	-	2 3%	-	3 8%	-	2 4%	-	3 4%	-	6 6%	-	34 4%	-	7 9%
EXTENSION APPEAL (NET)	-	578 16% FLRT	-	26 13%	-	4 5%	-	14 10%	-	6 13%	-	4 7%	-	10 17% FRT	-	9 24% FHLRT	-	2 4%	-	5 6%	-	21 20% FHLRT	-	218 27% BDFHLRT	-	17 22% FHLRT
Gut feeling/My opinion	-	154 4% DH	-	3 2%	-	-	-	1 1%	-	4 8% DFHLNT	-	-	-	-	-	-	-	1 2%	-	1 1%	-	13 13% BDFHLNPRITZ	-	62 8% BDFHLNT	-	2 3%

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

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

Base: Trust Other Industries Much/Somewhat More

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	**	3530	**	196	**	75*	**	134	**	48*	**	60*	**	58*	**	38*	**	51*	**	81*	**	103	**	803	**	78*
Professional	-	132 49% DHFV	-	-	-	-	-	-	-	2 4% DHFV	-	1 2%	-	3 5% DFHVV	-	3 8% DFHRV	-	-	-	1 1%	-	-	-	101 13% BDFHLRTV	-	5 6% DFHV
Good/Like domain	-	50 1%	-	9 5% BHVX	-	-	-	-	-	-	-	-	-	2 3% H	-	1 3%	-	-	-	-	-	-	-	15 2%	-	1 1%
Relevant to topic/Specific to the domain	-	50 1%	-	1 1%	-	1 1%	-	1 1%	-	-	-	1 2%	-	2 3% X	-	-	-	-	-	1 1%	-	2 2%	-	6 1%	-	2 3%
Believable/Confidence/Convincing	-	33 1% X	-	2 1% X	-	-	-	7 5% BDFXZ	-	-	-	1 2% X	-	1 2% X	-	2 5% BFXZ	-	-	-	1 1% X	-	1 1% X	-	-	-	-
Accurate	-	13*	-	1 1%	-	-	-	-	-	-	-	1 2% X	-	-	-	-	-	-	-	-	-	-	-	1*	-	1 1% X
Better/Best	-	11*	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2*	-	2 3% BX
Ordinary/Traditional/Conventional	-	11*	-	1 1%	-	-	-	1 1%	-	-	-	-	-	1 2%	-	-	-	-	-	1 1%	-	-	-	5 1%	-	-
Curiosity/Interesting	-	10*	-	-	-	-	-	-	-	1 2% BDX	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Same/Similar to others	-	8*	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2*	-	-
Nothing looks/sounds suspicious	-	4*	-	1 1% X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wording makes sense	-	4*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1*	-	1 1% BX
All/Everything	-	3*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% BX	-	-	-	-	-	-	-
It's meaning/Meaningful	-	2*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1*	-	-
I don't pay attention/Wouldn't notice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Short wording	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Depends on language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other extension appeal mentions	-	105 3%	-	7 4%	-	2 3%	-	4 3%	-	-	-	-	-	2 3%	-	3 8% LR	-	-	-	1 1%	-	6 6%	-	25 3%	-	3 4%

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

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

Base: Trust Other Industries Much/Somewhat More

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	3530	-**	196	-**	75*	-**	134	-**	48*	-**	60*	-**	58*	-**	38*	-**	51*	-**	81*	-**	103	-**	803	-**	78*
USAGE (NET)	-	416 12% V	-	16 8%	-	6 8%	-	19 14% V	-	5 10%	-	7 12% V	-	4 7%	-	2 5%	-	3 6%	-	10 12% V	-	3 3%	-	106 13% V	-	9 12% V
More familiar/I use extension	-	218 6%	-	10 5%	-	2 3%	-	8 6%	-	3 6%	-	2 3%	-	1 2%	-	-	-	2 4%	-	6 7%	-	2 2%	-	65 8% BV	-	4 5%
Helpful/Useful	-	43 1%	-	-	-	-	-	2 1%	-	1 2% D	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	11 1%	-	3 4% BDV
Efficient/Work well	-	29 1%	-	-	-	-	-	2 1%	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	5 1%	-	-
Necessary/Needed to access internet	-	20 1%	-	-	-	-	-	1 1%	-	1 2% DX	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	2 *	-	-
Business/Company use	-	18 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	2 5% BDFHTXZ	-	-	-	-	-	1 1%	-	5 1%	-	-
Commercial use	-	13 *	-	1 1%	-	-	-	1 1%	-	-	-	-	-	1 2% X	-	-	-	-	-	-	1 1% X	-	-	1 *	-	-
Depends on use (Unspec.)	-	11 *	-	1 1%	-	1 1% X	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2% BX	-	-	-	1 *	-	1 1% X
Not familiar	-	10 *	-	1 1%	-	2 3% BX	-	1 1%	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	4 *	-	-
Public use	-	8 *	-	-	-	1 1% X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *	-	-
Used by organizations	-	5 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% B	-	-	2 *	-	-
I would try it	-	4 *	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 *	-	-
Government use	-	4 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 *	-	-
Educational use	-	2 *	-	1 1% BX	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non profit use	-	1 *	-	-	-	-	-	1 1% BX	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	39 1%	-	-	-	-	-	3 2% D	-	-	-	3 5% BDTVX	-	1 2%	-	-	-	-	-	-	-	-	-	7 1%	-	1 1%
CONVENIENCE (NET)	-	212 6% DV	-	5 3%	-	2 3%	-	11 8% DV	-	1 2%	-	3 5%	-	2 3%	-	-	-	2 4%	-	4 5%	-	1 1%	-	51 6% DV	-	5 6% V

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

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

8 Jun 2016
Table 238

Base: Trust Other Industries Much/Somewhat More

	Country																									
	2015 Total Consumers	2016 Total Consumers	2015 US	2016 US	2015 Canada	2016 Canada	2015 Mexico	2016 Mexico	2015 Italy	2016 Italy	2015 Turkey	2016 Turkey	2015 Spain	2016 Spain	2015 Poland	2016 Poland	2015 UK	2016 UK	2015 France	2016 France	2015 Germany	2016 Germany	2015 China	2016 China	2015 Vietnam	2016 Vietnam
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	3530	**	196	**	75*	**	134	**	48*	**	60*	**	58*	**	38*	**	51*	**	81*	**	103	**	803	**	78*
Harder to obtain/Requires certain criteria	-	105 3%	-	5 3%	-	1 1%	-	8 6%	-	1 2%	-	-	-	1 2%	-	-	-	2 4%	-	1 1%	-	-	-	36 4%	-	1 1%
Clear/Easy to understand/differentiate	-	48 1%	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	1 1%	-	-	-	4	-	1 1%
Easy to use/access	-	31 1%	-	-	-	-	-	3 2%	-	-	-	3 5%	-	-	-	-	-	-	-	1 1%	-	-	-	3	-	2 3%
Faster/Quicker service	-	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-
Other convenience mentions	-	25 1%	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	1 1%	-	7 1%	-	1 1%
SAFETY/SECURITY (NET)	-	195 6%	-	7 4%	-	3 4%	-	14 10%	-	5 10%	-	3 5%	-	2 3%	-	-	-	3 6%	-	10 12%	-	4 4%	-	37 5%	-	2 3%
Safety/Security/Padlock	-	167 5%	-	4 2%	-	3 4%	-	12 9%	-	5 10%	-	2 3%	-	2 3%	-	-	-	-	-	10 12%	-	3 3%	-	32 4%	-	2 3%
Ensures privacy of personal information	-	18 1%	-	1 1%	-	-	-	2 1%	-	-	-	1 2%	-	-	-	-	-	1 2%	-	-	-	1 1%	-	3	-	-
Not being exposed to virus	-	9	-	1 1%	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	2 4%	-	-	-	-	1	-	-
Check with anti virus software	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-
Other safety/security mentions	-	2	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INFORMATION (NET)	-	144 4%	-	2 1%	-	5 7%	-	7 5%	-	1 2%	-	7 12%	-	1 2%	-	1 3%	-	1 2%	-	2 2%	-	2 2%	-	19 2%	-	5 6%
Content/Information provided	-	118 3%	-	2 1%	-	5 7%	-	6 4%	-	1 2%	-	5 8%	-	1 2%	-	-	-	1 2%	-	1 1%	-	1 1%	-	16 2%	-	3 4%
Has what I am looking for	-	14	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	1 1%	-	-	-	1	-	1 1%
Other information mentions	-	13	-	-	-	-	-	1 1%	-	-	-	1 2%	-	-	-	1 3%	-	-	-	-	-	1 1%	-	2	-	1 1%
EXTENSION (NET)	-	99 3%	-	2 1%	-	1 1%	-	4 3%	-	-	-	2 3%	-	1 2%	-	1 3%	-	-	-	1 1%	-	1 1%	-	12 1%	-	1 1%
Domain name/extension (Unspec.)	-	63 2%	-	1 1%	-	1 1%	-	1 1%	-	-	-	1 2%	-	1 2%	-	1 3%	-	-	-	1 1%	-	1 1%	-	7 1%	-	1 1%

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

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

Base: Trust Other Industries Much/Somewhat More

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	3530	-**	196	-**	75*	-**	134	-**	48*	-**	60*	-**	58*	-**	38*	-**	51*	-**	81*	-**	103	-**	803	-**	78*
.com	-	8	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.org	-	4	-	-	-	-	-	1%	-	-	1%	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.in	-	2	-	-	-	-	-	BX	-	-	BX	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.gov	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.co	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.info	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.net	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Https	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.fr	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other extension mentions	-	26 1%	-	1 1%	-	-	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 1%	-	-
Illegible data	-	98 3%	-	3 2%	-	3 4%	-	2 1%	-	3 6%	-	1 2%	-	3 5%	-	2 5%	-	1 2%	-	9 11%	-	12 12%	-	17 2%	-	-
ECONOMY (NET)	-	60 2%	-	2 1%	-	-	-	4 3%	-	1 2%	-	-	-	-	-	1 3%	-	-	-	1 1%	-	-	-	11 1%	-	2 3%
It's paid for/Fee based	-	13	-	1 1%	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-
Other economy mentions	-	48 1%	-	1 1%	-	-	-	3 2%	-	1 2%	-	-	-	-	-	1 3%	-	-	-	1 1%	-	-	-	10 1%	-	2 3%
SEARCH (NET)	-	31 1%	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 1%	-	1 1%

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

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

Base: Trust Other Industries Much/Somewhat More

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	3530	-**	196	-**	75*	-**	134	-**	48*	-**	60*	-**	58*	-**	38*	-**	51*	-**	81*	-**	103	-**	803	-**	78*
Researched it/Check out source first	-	18%	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	-	1%
Search engine/Found through searching	-	7*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	-	-
Google search	-	3*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other search mentions	-	3*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	-	-
WEBSITE ORIGIN (NET)	-	30%	-	1%	-	-	-	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	-	-
Worldwide/International usage	-	13*	-	1%	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	-	-
Country/State of origin (Unspec.)	-	11*	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	-	-
Russian origin	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Represents my country	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other website origin mentions	-	8*	-	-	-	-	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	-	-
								BX																		
WEBSITE (NET)	-	17*	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	-	1%
Web based use/Used by major websites	-	6*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	-	1%
																										B
Linked from a trusted site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other website mentions	-	11*	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	-	-
MISCELLANEOUS (NET)	-	405	-	23	-	7	-	17	-	6	-	7	-	7	-	-	-	9	-	5	-	5	-	122	-	13
		11%		12%		9%		13%		13%		12%		12%				18%		6%		5%		15%		17%
		PV		P				PV		P		P		P				PTV						BPTV		PTV
Authorized/Regulated	-	221	-	18	-	5	-	7	-	6	-	3	-	5	-	-	-	6	-	3	-	3	-	69	-	5
		6%		9%		7%		5%		13%		5%		9%				12%		4%		3%		9%		6%
				V						PV								PV					BV			
Good technology/innovation	-	52	-	1	-	-	-	5	-	-	-	3	-	-	-	-	-	3	-	-	-	1	-	20	-	4
		1%		1%				4%				5%						6%				1%		2%		5%
								BD				BDT						BDFT					B		BDFT	

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

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

Base: Trust Other Industries Much/Somewhat More

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	3530	-**	196	-**	75*	-**	134	-**	48*	-**	60*	-**	58*	-**	38*	-**	51*	-**	81*	-**	103	-**	803	-**	78*
Provide good services	-	35 1%	-	-	-	-	-	4 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 1%	-	1 1%
Recommended by others	-	34 1%	-	1 1%	-	2 3%	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	1 1%	-	16 2%	-	-
Good quality	-	16 *	-	-	-	-	-	1 1%	-	-	-	2 2%	-	2 2%	-	-	-	-	-	-	-	-	-	2 *	-	-
Advertised/Promoted	-	14 *	-	2 1%	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	3 *	-	1 1%
Other	-	42 1%	-	1 1%	-	-	-	-	-	-	-	-	-	2 3%	-	-	-	-	-	-	-	-	-	5 1%	-	2 3%
WEBSITE APPEAL (NET)	-	16 *	-	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 *	-	1 1%
Design/Layout/Way it looks	-	8 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 *	-	-
Few/No pop-ups/advertisements	-	8 *	-	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *	-	1 1%
None	-	236 7%	-	31 16%	-	8 11%	-	5 4%	-	-	-	1 2%	-	1 2%	-	1 3%	-	8 16%	-	4 5%	-	5 5%	-	70 9%	-	1 1%
Don't know	-	203 6% X	-	19 10% BHXZ	-	5 7% HJLNZ	-	4 3%	-	4 8%	-	2 3%	-	3 5%	-	5 13% HXZ	-	9 18% BHLNPTVZ	-	10 12% BHXZ	-	9 9% X	-	33 4% BHJZ	-	2 3%
Declined to answer	-	65 2%	-	9 5% BHX	-	6 8% BHJLTZX	-	1 1%	-	-	-	-	-	1 2%	-	2 5% Z	-	2 4%	-	1 1%	-	3 3%	-	11 1%	-	-
Sigma	-	4305 122%	-	221 113%	-	81 108%	-	190 142%	-	53 110%	-	76 127%	-	70 121%	-	45 118%	-	57 112%	-	94 116%	-	108 105%	-	954 119%	-	99 127%

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

Q919 Why do you trust the domain name industry less than these other industries?

Base: Trust Other Industries Much/Somewhat Less

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	2200	**	213	**	92*	**	63*	**	37*	**	43*	**	37*	**	38*	**	71*	**	90*	**	112	**	339	**	43*
REPUTATION (NET)	-	863 39%	-	91 43%	-	33 36%	-	23 37%	-	12 32%	-	18 42%	-	20 54% V	-	15 39%	-	28 39%	-	32 36%	-	39 35%	-	128 38%	-	19 44%
Untrustworthy/Less transparent/honest	-	175 8%	-	21 10% Z	-	7 8%	-	2 3%	-	2 5%	-	5 12% Z	-	5 14% Z	-	4 11% Z	-	8 11% Z	-	8 9% Z	-	9 8%	-	21 6%	-	-
Fraud/Scams	-	127 6% V	-	14 7% V	-	3 3%	-	6 10% RVZ	-	-	-	5 12% JRVZ	-	2 5%	-	5 5%	-	1 1%	-	3 3%	-	1 1%	-	19 6% V	-	-
Greed/Only in it for the money	-	84 4%	-	18 8% BVX	-	8 9% BVX	-	1 2%	-	2 5%	-	1 2%	-	-	-	-	-	6 8% BVX	-	3 3%	-	1 1%	-	10 3%	-	1 2%
Not legitimate/genuine	-	64 3% X	-	7 3%	-	2 2%	-	2 3%	-	-	-	1 2%	-	-	-	1 3%	-	3 4%	-	1 1%	-	1 1%	-	4 1%	-	-
Not well known/Less popular	-	62 3% X	-	2 1%	-	1 1%	-	3 5% DX	-	2 5% DX	-	-	-	1 3%	-	-	-	2 3%	-	4 4% DX	-	5 4% DX	-	2 1%	-	4 9% BDFLX
Less reputable	-	58 3%	-	11 5% B	-	4 4%	-	-	-	-	-	1 2%	-	1 3%	-	-	-	1 1%	-	1 1%	-	9 8% BHTX	-	10 3%	-	2 5%
Less reliable/dependable	-	42 2%	-	2 1%	-	1 1%	-	3 5% DTV	-	3 8% BDFRTV	-	-	-	1 3%	-	1 3%	-	-	-	-	-	-	-	11 3%	-	1 2%
Always trying to up-sell/Pushing products	-	38 2%	-	3 1%	-	2 2%	-	4 6% BDVX	-	2 5% VX	-	1 2%	-	1 3%	-	-	-	1 1%	-	3 3% X	-	-	-	2 1%	-	-
Not established/Hasn't been around a long time	-	34 2%	-	8 4% BX	-	1 1%	-	3 5% BTX	-	-	-	-	-	-	-	-	-	3 4% X	-	-	-	2 2%	-	3 1%	-	1 2%
Less business oriented/professional	-	31 1%	-	2 1%	-	1 1%	-	-	-	1 3%	-	-	-	1 3%	-	1 3%	-	-	-	2 2%	-	2 2%	-	15 4% BD	-	-
Previous poor experience	-	29 1%	-	2 1%	-	1 1%	-	2 3%	-	-	-	1 2%	-	-	-	1 3%	-	1 1%	-	1 1%	-	1 1%	-	5 1%	-	-
Markets their customers/Vetting names to other companies	-	22 1%	-	8 4% BVX	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 1% X	-	2 2% X	-	-	-	-	-	1 2% X
Less/Not accountable/responsible	-	22 1%	-	3 1%	-	-	-	-	-	1 3%	-	-	-	2 5% BFX	-	-	-	-	-	1 1%	-	2 2%	-	2 1%	-	1 2%
Based on size of company	-	16 1%	-	2 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	3 1%	-	-
Poor performance/Better performance from others	-	15 1%	-	-	-	-	-	-	-	-	-	-	-	1 3% D	-	-	-	-	-	-	-	-	-	1	-	1 2% D

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

Q919 Why do you trust the domain name industry less than these other industries?

Base: Trust Other Industries Much/Somewhat Less

	Country																											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)		
Unweighted Base	**	2200	**	213	**	92*	**	63*	**	37*	**	43*	**	37*	**	38*	**	71*	**	90*	**	112	**	339	**	43*		
Less knowledgeable/Lacks expertise	-	13%	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	-	-	-	-	-	1%	-	-	-	1%	2%	
Low credibility/Not believable	-	11%	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	3%	-	2%	5%	
Not sure rules are followed	-	11%	-	2%	-	2%	-	1%	-	-	-	-	-	1%	-	-	-	1%	-	-	-	1%	-	-	-	-	-	
Not developed enough	-	10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	-	-		
Poor quality/Sub-standard products	-	10%	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	-	1%	2%	
Other reputation mentions	-	11%	-	15%	-	3%	-	-	-	-	5%	-	12%	-	16%	-	3%	-	4%	-	4%	-	6%	-	19%	-	6%	14%
USAGE (NET)	-	35%	-	45%	-	7%	-	15%	-	6%	-	4%	-	5%	-	4%	-	19%	-	5%	-	13%	-	5%	-	16%	3%	
Not familiar/Have not used	-	20%	-	28%	-	5%	-	12%	-	1%	-	2%	-	1%	-	2%	-	14%	-	2%	-	9%	-	3%	-	12%	2%	
Anyone can access/register	-	4%	-	7%	-	2%	-	2%	-	2%	-	-	-	2%	-	1%	-	2%	-	1%	-	3%	-	4%	-	-	-	
Dislike online/web based marketing	-	4%	-	7%	-	-	-	-	-	1%	-	1%	-	1%	-	-	-	3%	-	1%	-	-	-	-	7%	-	1%	
Commercial use	-	17%	-	2%	-	-	-	-	-	1%	-	1%	-	1%	-	1%	-	-	-	-	-	1%	-	1%	-	-	-	
Useless/Not helpful	-	10%	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	
Other usage mentions	-	3%	-	1%	-	-	-	1%	-	2%	-	-	-	-	-	-	-	-	-	1%	-	-	-	4%	-	-	-	
DOMAIN APPEAL (NET)	-	28%	-	18%	-	18%	-	10%	-	4%	-	5%	-	5%	-	1%	-	2%	-	7%	-	12%	-	5%	-	11%	26%	
Just my opinion/Gut instinct	-	7%	-	4%	-	4%	-	-	-	2%	-	-	-	1%	-	-	-	1%	-	1%	-	9%	-	2%	-	7%	2%	
Not clear/Hard to understand	-	4%	-	2%	-	2%	-	1%	-	-	-	1%	-	2%	-	-	-	-	-	2%	-	1%	-	3%	-	5%	5%	
Uncertainty/Hard to judge	-	3%	-	-	-	2%	-	1%	-	-	-	-	-	-	-	-	-	-	-	1%	-	1%	-	15%	-	4%	-	

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

Q919 Why do you trust the domain name industry less than these other industries?

8 Jun 2016
Table 239

Base: Trust Other Industries Much/Somewhat Less

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	**	2200	**	213	**	92*	**	63*	**	37*	**	43*	**	37*	**	38*	**	71*	**	90*	**	112	**	339	**	43*
Not as specific	-	26 1%	-	1	-	1 1%	-	2 3% X	-	1 3%	-	1 2%	-	1 3%	-	-	-	-	-	1 1%	-	-	-	1	-	4 9%
Too new	-	13 1%	-	2 1%	-	1 1%	-	1 2% X	-	-	-	1 2% X	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Names are not meaningful/relevant	-	12 1%	-	-	-	1 1%	-	-	-	-	-	1 2% DX	-	-	-	1 3% DX	-	1 1% X	-	-	-	-	-	-	-	1 2% DX
Accuracy	-	11 1%	-	2 1%	-	-	-	1 2% X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% X
Other domain appeal mentions	-	78 4%	-	8 4%	-	10 11% BDPRTVX	-	5 8% RV	-	1 3%	-	1 2%	-	1 3%	-	-	-	-	-	2 2%	-	1 1%	-	15 4%	-	2 5%
SAFETY/SECURITY (NET)	-	232 11% X	-	37 17% BRVX	-	19 21% BPRTVXZ	-	7 11% X	-	4 11% X	-	7 16% X	-	6 16% X	-	2 5% X	-	5 7% X	-	8 9% X	-	8 7% X	-	12 4%	-	3 7%
Not regulated/No background checks	-	104 5% X	-	24 11% BTVXZ	-	13 14% BHTVXZ	-	2 3%	-	1 3%	-	2 5%	-	3 8% X	-	1 3%	-	4 6% X	-	3 3%	-	3 3%	-	5 1%	-	-
Poor safety/security	-	86 4% X	-	11 5% X	-	5 5% X	-	2 3%	-	2 5%	-	3 7% X	-	3 8% X	-	1 3%	-	1 1%	-	4 4%	-	3 3%	-	6 2%	-	1 2%
Risk of viruses	-	20 1%	-	2 1%	-	1 1%	-	1 2% X	-	1 3% X	-	1 2% X	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	1 2% X
Other safety/security mentions	-	27 1%	-	3 1%	-	-	-	2 3% X	-	-	-	1 2%	-	-	-	-	-	-	-	1 1%	-	1 1%	-	1 1%	-	1 2%
MISCELLANEOUS (NET)	-	259 12%	-	19 9%	-	9 10% DJR	-	12 19% DJR	-	1 3%	-	9 21% DJNRV	-	2 5%	-	7 18% JR	-	4 6%	-	13 14%	-	10 9%	-	46 14%	-	7 16% J
Less information about domain	-	59 3%	-	6 3%	-	2 2%	-	5 8% BTVX	-	1 3%	-	4 9% BDTVX	-	-	-	1 3%	-	3 4%	-	1 1%	-	1 1%	-	6 2%	-	1 2%
Too many websites/companies/options	-	27 1%	-	1	-	-	-	-	-	-	-	1 2%	-	1 3%	-	1 3%	-	-	-	4 4% BDF	-	2 2%	-	8 2%	-	-
Cannot physically test product/No physical store	-	18 1%	-	3 1%	-	-	-	2 3% B	-	-	-	-	-	-	-	-	-	1 1%	-	1 1%	-	-	-	4 1%	-	1 2%
Hard to contact a real person/No personal touch	-	17 1%	-	1	-	2 2% X	-	-	-	-	-	-	-	-	-	1 3% X	-	1 1% X	-	-	-	-	-	-	-	1 2% X
Poor advertisements	-	13 1%	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 1%	-	-
Other	-	133 6%	-	7 3%	-	5 5%	-	6 10% DR	-	-	-	4 9% R	-	1 3%	-	4 11% DJR	-	1 1%	-	8 9% DR	-	7 6%	-	25 7% D	-	4 9% R

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

Q919 Why do you trust the domain name industry less than these other industries?

Base: Trust Other Industries Much/Somewhat Less

	Country																									
	2015 Total Consumers (18+)	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	2200	-**	213	-**	92*	-**	63*	-**	37*	-**	43*	-**	37*	-**	38*	-**	71*	-**	90*	-**	112	-**	339	-**	43*
Illegible data	-	93 4% D	-	1	-	5 5% D	-	-	-	2 5% D	-	1 2%	-	1 3%	-	5 13% BDHXZ	-	3 4% D	-	10 11% BDHXZ	-	11 10% BDHXZ	-	14 4% D	-	-
None	-	76 3%	-	5 2%	-	3 3%	-	-	-	-	-	1 2%	-	-	-	-	-	1 1%	-	2 2%	-	4 4%	-	24 7% BDH	-	-
Don't know	-	192 9% X	-	25 12% X	-	10 11%	-	4 6%	-	7 19% BXZ	-	4 9%	-	3 8%	-	4 11%	-	11 15% BX	-	13 14% X	-	14 13% X	-	20 6%	-	2 5%
Declined to answer	-	78 4% X	-	12 6% X	-	5 5% X	-	-	-	2 5%	-	-	-	-	-	1 3%	-	6 8% BHX	-	4 4%	-	5 4%	-	5 1%	-	1 2%
Sigma	-	2579 117%	-	288 135%	-	118 128%	-	77 122%	-	40 108%	-	51 119%	-	44 119%	-	41 108%	-	85 120%	-	96 107%	-	118 105%	-	372 110%	-	49 114%

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

Q1000. Which devices do you use to access the Internet?

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
Laptop computer	4529 74% C	4098 75% JT	340 68%	330 72% J	145 73%	131 72% J	183 82% ACEIMSUV	153 83% BDFJNRTV	70 69% J	48 53% ACEIMSUV	89 87% BDFJNRTV	83 87% ACEIMSUV	71 71% J	69 71% J	89 79% C	77 84% DFJNRTV	169 77% C	128 71% J	146 73% J	124 69% J	175 70% J	166 73% J	827 75% C	769 77% DJT	78 78% C	80 86% BDFJNRTV
Smartphone	4219 69% CEOQSU	3995 73% ADFPRTV	260 52% CRT	302 66% X	107 54%	107 59% J	166 74% ACEIMSUV	146 79% BDFJNRTV	79 78% J	69 77% ACEIMSUV	86 84% BDFJNRTV	73 77% BDFJNRTV	89 89% ACEIMSUV	73 75% FRTV	66 59% J	58 63% T	137 62% RCSU	93 52% J	97 48% J	90 50% J	121 48% J	135 59% U	896 81% ACEGOSU	831 83% BDFNRTV	75 75% CEOQSU	81 87% YBDFNRTV
Desktop computer	4414 72% BCEGKOOS	3820 70% DFLPRTV	333 66% X	299 65% X	123 62%	113 62% J	138 62% ACEIMSUV	129 70% BJPTV	68 67% J	72 80% BDFLPRTV	60 59% J	52 55% J	71 71% DFLPRTV	76 78% DFLPRTV	70 63% J	54 59% J	131 60% OSU	105 58% J	129 64% J	110 61% VEGKQ	181 72% VEGKQ	139 61% U	948 85% ACEGOSU	783 79% BDFNRTV	66 66% YBDFLPRTV	74 80% YBDFLPRTV
Tablet	2672 43% U	2495 46% AP	218 43% U	227 49% PV	89 45% U	83 46% J	127 57% ACEIMSUV	99 54% BJPTV	43 43% U	36 40% U	51 50% SU	48 51% P	43 43% U	51 53% PV	42 38% J	32 35% J	109 50% OSU	83 46% J	74 37% J	74 41% J	76 30% J	91 40% U	543 49% ACOSUY	507 51% BJPTV	38 38% J	45 48% J
Other	49 1% W	41 1% X	2 0% J	7 2% X	5 3% ACW	2 1% X	1 0% J	6 3% GBVX	-	-	-	-	2 2% W	3 3% BVX	2 2% W	2 2% VX	1 0% J	2 1% X	1 0% J	1 0% J	2 1% W	-	1 0% J	-	-	-
Sigma	15883 259%	14449 265%	1153 230%	1165 253%	469 235%	436 241%	615 276%	533 290%	260 257%	225 250%	286 280%	256 269%	276 276%	272 280%	269 240%	223 242%	547 249%	411 228%	447 222%	399 220%	555 222%	531 233%	3215 290%	2890 290%	257 257%	280 301%

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

Q1005. What is your experience with URL shorteners?

8 Jun 2016
Table 241

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
USE THEM (NET)	2270 37%	1948 36%	154 31%	156 34%	60 30%	57 31%	99 44%	77 42%	29 29%	29 32%	40 39%	32 34%	26 26%	29 30%	25 22%	13 14%	62 28%	42 23%	50 25%	51 28%	34 14%	40 18%	385 35%	378 38%	53 53%	46 49%
I use them frequently	592 10%	522 10%	37 7%	33 7%	10 5%	13 7%	31 14%	16 9%	7 7%	6 7%	9 9%	9 9%	4 4%	5 5%	3 3%	4 4%	14 6%	5 3%	13 6%	9 5%	4 2%	10 4%	91 8%	116 12%	22 22%	13 14%
I use them, but not frequently	1678 27%	1426 26%	117 23%	123 27%	50 25%	44 24%	68 30%	61 33%	22 22%	23 26%	31 30%	23 24%	22 22%	24 25%	22 20%	9 10%	48 22%	37 21%	37 18%	42 23%	30 12%	30 13%	294 26%	262 26%	31 31%	33 35%
NEVER USES THEM (NET)	3874 63%	3504 64%	348 69%	305 66%	140 70%	124 69%	124 56%	107 58%	72 71%	61 68%	62 61%	63 66%	74 74%	68 70%	87 78%	79 86%	158 72%	138 77%	151 75%	130 72%	216 86%	188 82%	725 65%	618 62%	47 47%	47 51%
I have heard of them but never used them	2146 35%	1761 32%	126 25%	121 26%	60 30%	49 27%	90 40%	59 32%	32 32%	32 36%	46 45%	41 43%	37 37%	33 34%	49 44%	46 50%	78 35%	48 27%	63 31%	43 24%	62 25%	60 26%	421 38%	336 34%	29 29%	28 30%
I have never heard of them or used them	1728 28%	1743 32%	222 44%	184 40%	80 40%	75 41%	34 15%	48 26%	40 40%	29 32%	16 16%	22 23%	37 37%	35 36%	38 34%	33 36%	80 36%	90 50%	88 44%	87 48%	154 62%	128 56%	304 27%	282 28%	18 18%	19 20%
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%

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

Q1010. Why haven't you used URL shorteners?

Base: Have Not Used URL Shorteners

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico (18+)	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	3874	3504	348	305	140	124	124	107	72*	61*	62*	63*	74*	68*	87*	79*	158	138	151	130	216	188	725	618	47*	47*
Never needed to	1670 43% BC	1367 39% T	115 33%	107 35%	50 36%	38 31%	50 40%	39 36%	33 46% C	24 39%	36 58%	34 54%	27 36%	22 32%	47 54%	41 52%	69 44% C	51 37%	57 38%	39 30%	106 49% CES	85 45% DFT	316 44% C	251 41% FT	17 36%	17 36%
Confused about which website I'm going to	826 21% CEIQU	1042 30% ADHPR	37 11% I	70 23% C	15 11% I	37 30% EP	36 29% ACEIQSU	20 19%	1 1%	13 21% I	10 16% I	19 30% P	13 18% I	19 28%	16 18% CI	12 15% P	18 11% I	29 21% Q	27 18% CI	34 26% I	26 12% I	50 27% UP	180 25% ACEIQU	194 31% WDHPR	15 32% CEIQSU	16 34% HP
I have never heard of them	1348 35% BG	1041 30% L	193 55% DAGHMOORBYW	121 40% BLX	72 51% AGKOWY	50 40% BLX	28 23% GL	38 49% AGKOWY	35 49% L	22 36% L	15 24% L	6 10% GK	30 41% GK	21 31% L	30 34% L	24 30% L	68 43% AGKOWY	62 45% BLPXZ	63 42% GKY	49 38% BLX	93 43% AGKOWY	69 37% BLX	246 34% XG	174 28% L	11 23% L	13 28% L
Don't trust them	303 8% CU	395 11% A	15 4% C	38 12% C	11 8% EBNR	21 17% CU	13 10% CU	9 8%	5 7%	5 8%	3 5%	5 8%	5 7%	4 6% ACQUW	12 14% W	6 8% W	8 5% W	12 9% W	10 7% M	14 11% M	9 4% M	21 11% U	53 7% W	69 11% ACKQSUW	8 17% W	7 15% W
Don't like them	257 7% M	277 8% A	16 5% W	28 9% C	7 5% C	6 5% EBNR	8 6% M	5 5%	2 3%	4 7% ACIMSUW	8 13% W	5 8%	-	3 4%	4 5%	9 11% M	11 7% M	9 7%	6 4%	10 8%	10 5% M	16 9% M	44 6% M	39 6% ACEGMOOSUW	12 26% W	6 13% W
Other	57 1% W	64 2% X	8 2% W	5 2% C	5 4% AUW	2 2% EBNR	1 1% G	6 6% GBDRVX	-	-	-	-	2 3% W	2 3%	1 1%	2 3% W	2 1% W	1 1%	3 2% W	2 2% W	1 1% W	2 1% W	4 1% W	5 1% W	-	-
Sigma	4461 115%	4186 119%	384 110%	369 121%	160 114%	154 124%	136 110%	117 109%	76 106%	68 111%	72 116%	69 110%	77 104%	71 104%	110 126%	94 119%	176 111%	164 119%	166 110%	148 114%	245 113%	243 129%	843 116%	732 118%	63 134%	59 126%

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

Q1015. Why do you use URL shorteners?

Base: Have Used URL Shorteners

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	2270	1948	154	156	60*	57*	99*	77*	29**	29**	40*	32*	26**	29**	25**	13**	62*	42*	50*	51*	34*	40*	385	378	53*	46*
They are convenient	1442 64% KQ	1238 64% FH	97 63% KQ	100 64% FH	41 68% FKQ	22 39%	54 55%	35 45%	21 72%	20 69%	18 45%	20 63% F	16 62%	17 59%	20 80%	8 62%	26 42%	24 57%	32 64% Q	29 57%	21 62%	30 75% FH	267 69% AGKQ	279 74% BDFHRT	38 72% GKQ	29 63% F
They save me time	1283 57% B	945 49% DFR	86 56% D	63 40%	28 47%	20 35%	61 62% HS	34 44%	14 48%	13 45%	29 73% AESU	20 63% DFRV	11 42%	14 48%	14 56%	7 54%	38 61% R	13 31%	22 44%	23 45%	15 44%	14 35%	235 61% AES	214 57% BDFHRTV	40 75% ACESUW	32 70% BDFHRTV
It's the latest thing	470 21% CEGQSU	484 25% ADF	9 6%	15 10%	2 3%	7 12%	11 11%	18 23% GD	3 10%	6 21%	4 10%	5 16%	4 15%	5 17%	1 4%	1 8%	6 10%	7 17%	2 4%	9 18% S	2 6%	5 13% ACEGKQSU	136 35% BDFHRTVZ	151 40% CEGQSU	14 26%	8 17%
Other	118 5% W	165 8% AX	16 10% AW	25 16% BVXZ	6 10% W	23 40% EBDHLRTVZ	7 9% W	7 9% X	1 3%	1 3%	1 3%	1 3%	2 8%	3 10%	-	2 15%	5 8% W	7 17% VX	5 10% W	3 6% AWY	5 15%	1 3%	4 1%	8 2%	1 2%	2 4%
Sigma	3313 146%	2832 145%	208 135%	203 130%	77 128%	72 126%	133 134%	94 122%	39 134%	40 138%	52 130%	46 144%	33 127%	39 134%	35 140%	18 138%	75 121%	51 121%	61 122%	64 125%	43 126%	50 125%	642 167%	652 172%	93 175%	71 154%

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

Q1020. What is your experience with QR codes?

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
USE THEM (NET)	2649 43%	2682 49%	120 24%	177 38%	52 26%	54 30%	98 44%	95 52%	37 37%	43 48%	26 25%	28 29%	41 41%	53 55%	27 24%	24 26%	70 32%	41 23%	55 27%	59 33%	77 31%	82 36%	789 71%	758 76%	53 53%	50 54%
I use them frequently	552 9%	654 12%	8 2%	22 5%	4 2%	1 1%	13 6%	14 8%	5 5%	11 12%	3 3%	4 4%	7 7%	8 8%	5 4%	- -	8 4%	4 2%	2 1%	8 4%	5 2%	9 4%	280 25%	346 35%	13 13%	8 9%
I use them, but not frequently	2097 34%	2028 37%	112 22%	155 34%	48 24%	53 29%	85 38%	81 44%	32 32%	32 36%	23 23%	24 25%	34 34%	45 46%	22 20%	24 26%	62 28%	37 21%	53 26%	51 28%	72 29%	73 32%	509 46%	412 41%	40 40%	42 45%
NEVER USES THEM (NET)	3495 57%	2770 51%	382 76%	284 62%	148 74%	127 70%	125 56%	89 48%	64 63%	47 52%	76 75%	67 71%	59 59%	44 45%	85 76%	68 74%	150 68%	139 77%	146 73%	122 67%	173 69%	146 64%	321 29%	238 24%	47 47%	43 46%
I have heard of them but never used them	2269 37%	2229 41%	225 45%	237 51%	94 47%	107 59%	80 36%	78 42%	46 46%	43 48%	51 50%	56 59%	46 46%	37 38%	52 46%	59 64%	97 44%	119 66%	84 42%	94 52%	125 50%	129 57%	239 22%	157 16%	28 28%	36 39%
I have never heard of them or used them	1226 20%	541 10%	157 31%	47 10%	54 27%	20 11%	45 20%	11 6%	18 18%	4 4%	25 25%	11 12%	13 13%	7 7%	33 29%	9 10%	53 24%	20 11%	62 31%	28 15%	48 19%	17 7%	82 7%	81 8%	19 19%	7 8%
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%

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

Q1025. Why haven't you used QR codes?

Base: Have Not Used QR Codes

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	3495	2770	382	284	148	127	125	89*	64*	47*	76*	67*	59*	44*	85*	68*	150	139	146	122	173	146	321	238	47*	43*
Never needed to	1978 57%	1820 66% AX	199 52%	183 64% CX	78 53%	82 65% EX	73 58%	62 70% X	43 67% CW	34 72% X	48 63% BDRX	52 78%	38 64%	28 64% X	54 64%	52 76% RX	82 55%	82 59% X	81 55%	84 69% SX	123 71% ACEGQSW	99 68% X	169 53% X	104 44%	29 62%	33 77% RX
Don't like them	387 11% C	356 13% AF	30 8%	38 13% C	12 8%	9 7%	10 8%	6 7%	6 9%	7 15%	9 12%	5 7%	11 19% CEGS	7 16%	10 12%	9 13%	18 12%	18 13%	12 8%	15 12% ACEGS	28 16% BDFHLRT	34 23% ACEGS	55 17% BFHL	45 19% ACEGIOGS	12 26% FH	8 19% FH
Don't trust them	358 10% CE	327 12% A	20 5%	34 12% C	8 5%	16 13% E	10 8%	7 8%	4 6%	7 15% Z	8 11%	4 6%	3 5%	7 16% PZ	15 18% FACEGIMGS	3 4%	10 7%	11 8%	11 8%	16 13% Z	16 9% ACEGKMOBSU	19 13% Z	92 29% BDFHLNPRTYZ	78 33% ZACEGIMOSU	10 21% ZUW	1 9%
I have never heard of them or seen them	911 26% BOUW	322 12% JV	126 33%	24 8% DAIOUW	44 30% FIOUW	14 11% V	31 25% HUW	11 12% JV	10 16% J	1 2%	18 24% LUW	6 9%	12 20%	4 9%	14 16% RUW	5 7% RV	39 26% JV	17 12% TIOUW	42 29% JV	15 12% V	21 12% V	6 4% X	36 11% X	31 13% JV	14 30% ZUW	4 9%
Other	196 6% KW	196 7% AX	34 9%	27 10% AKOW	24 16% JX	17 13% ACGIMOSBY	10 8% BJLNPVX	6 7% KW	2 3%	-	-	2 3%	2 3%	1 2%	2 2%	2 3%	14 9% AKOW	17 12% BJLPX	11 8% KW	8 7% X	16 9% AKOW	9 6% X	7 2% X	4 2% X	1 2% X	2 5% X
Sigma	3830 110%	3021 109%	409 107%	306 108%	166 112%	138 109%	134 107%	92 103%	65 102%	49 104%	83 109%	69 103%	66 112%	47 107%	95 112%	71 104%	163 109%	145 104%	157 108%	138 113%	204 118%	167 114%	359 112%	262 110%	66 140%	48 112%

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

Q1030. Why do you use QR codes?

Base: Have Used QR Codes

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2649	2682	120	177	52*	54*	98*	95*	37*	43*	26**	28**	41*	53*	27**	24**	70*	41*	55*	59*	77*	82*	789	758	53*	50*
They are convenient	1773 67% GS	1770 66% DH	75 63% G	100 56% H	29 56% H	33 61% H	48 49% H	38 40% H	21 57% H	32 74% DH	14 54% H	21 75% H	25 61% H	34 64% H	19 70% H	17 71% H	43 61% H	28 68% H	29 53% H	35 59% H	50 65% G	50 61% H	610 77% ACEGIMOSU	607 80% BDFHNTV	37 70% G	35 70% H
They save me time	1341 51% C	1421 53% DF	39 33% C	77 44% D	24 46% E	19 35% F	53 54% C	53 56% F	17 46% C	17 40% C	17 65% C	17 61% C	21 51% C	26 49% C	16 59% C	9 38% C	33 47% C	21 51% C	25 45% F	32 54% F	37 48% C	37 45% AC	423 54% BDFJVV	440 58% BDFJVV	32 60% C	30 60% DF
It's the latest thing	915 35% CMQU	876 33% DFTV	27 23% U	29 16% U	15 29% U	9 17% U	31 32% U	24 25% U	9 24% U	10 23% U	8 31% U	8 29% U	7 17% U	12 23% U	4 15% U	2 8% U	16 23% U	8 20% U	16 29% U	12 20% U	9 12% U	15 18% XACEGIMOSU	356 45% BDFHNRTV	304 40% ZCIMQU	25 47% ZCIMQU	14 28% ZCIMQU
Other	94 4% W	136 5% AX	15 13% AGWY	29 16% BHNTVX	5 10% AW	7 13% BHTX	4 4% W	3 3% W	3 8% W	4 9% TX	1 4% W	-	2 5% W	3 6% X	1 4% W	1 4% W	6 9% AW	3 7% TX	3 5% W	-	8 10% AW	5 6% X	8 1% X	8 1% X	1 2% YBHTX	6 12% YBHTX
Sigma	4123 156%	4203 157%	156 130%	235 133%	73 140%	68 126%	136 139%	118 124%	50 135%	63 147%	40 154%	46 164%	55 134%	75 142%	40 148%	29 121%	98 140%	60 146%	73 133%	79 134%	104 135%	107 130%	1397 177%	1359 179%	95 179%	85 170%

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

Q1050. What is your preferred way of finding websites now?

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
Use a search engine	3904 64%	3644 67% AJX	318 63%	345 75% CBHJNXZ	131 66%	139 77% EBHJNXZ	150 67%	113 61%	68 67%	50 56%	71 70%	70 74% HJNX	71 71%	56 58%	74 66%	65 71% J	143 65%	145 81% QBHJNTXZ	144 72% ACWY	126 70% JN	181 72% ACWY	170 75% BHJNXZ	692 62%	623 63%	57 57%	59 63%
Type the domain name directly into my browser and see if it comes up	1395 23%	1107 20% LRV	141 28% DAGKOSW	78 17%	52 26% GW	35 19%	40 18%	59 32%	23 23%	26 29%	18 18%	9 9%	19 19%	29 30%	20 18%	14 15%	51 23% R	22 12%	40 20%	35 19% L	58 23% V	31 14%	216 19%	181 18% L	22 22%	20 22% LR
Use a QR code	298 5%	358 7% ADFRV	4 1%	9 2%	3 2%	13 2%	6 3%	5 5%	5 5%	5 6% D	3 3%	10 11% KDFRV	4 4%	8 8% DFRV	5 4%	5 5%	6 3% CU	5 3%	2 1%	8 4% S	-	7 3%	89 8% ACEQSU	139 14% WBDFHPRTYZ	8 8%	5 5%
Use an app instead of going to websites themselves	503 8%	313 6% FH	31 6%	24 5% FH	10 5% F	2 1%	19 9%	3 2%	4 4%	9 10% FHR	10 10%	6 6% FH	5 5%	4 4%	13 12% CEIU	7 8% FH	16 7% RU	5 3%	13 6% FH	11 6% FH	8 3%	19 8% UFHR	110 10% XACEU	51 5% FH	13 13% CEIU	9 10% FHR
Other	44 1%	30 1% W	8 2% AW	5 1% X	4 2% AW	2 1%	1 1%	-	1 1%	-	-	-	1 1%	-	-	1 1%	4 2% W	3 2% BX	2 1%	1 1%	3 1% W	1 1%	3 1%	2 1%	-	-
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%

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

Q1036_1. Which of these is the safest, which is the fastest, and which is the easiest way to navigate to a website that may have the information you are looking for?

8 Jun 2016
Table 248

1. Safest

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
Using an app instead of going to the website itself-for example, an app provided by an airline or a bank	-	1020 19% JPRV	-	81 18% JPRV	-	30 17% RV	-	34 18% JPRV	-	8 9%	-	17 18% RV	-	26 27% BDFJPRVTZ	-	8 9%	-	16 9%	-	27 15%	-	22 10%	-	248 25% BDFJPRVTZ	-	11 12%
Accessing via a QR code	-	685 13% DFRVX	-	27 6%	-	9 5%	-	32 17% BDFRTVX	-	8 9%	-	14 15% DFRVX	-	13 13% DFR	-	12 13% DFR	-	9 5%	-	16 9%	-	16 7%	-	85 9%	-	24 26% BDFJNPRVTX
Typing the domain name into a browser	-	1267 23%	-	124 27% LZ	-	53 29% LZ	-	45 24%	-	28 31% LZ	-	15 16%	-	19 20%	-	19 21%	-	46 26%	-	51 28% LZ	-	57 25%	-	263 26% BLZ	-	15 16%
Finding via an Internet search engine	-	1254 23%	-	101 22%	-	39 22%	-	48 26%	-	29 32% BDZ	-	25 26%	-	20 21%	-	25 27%	-	45 25%	-	45 25%	-	58 25%	-	240 24%	-	16 17%
Accessing via a bookmark	-	599 11%	-	43 9%	-	19 10%	-	15 8%	-	7 8%	-	11 12%	-	7 7%	-	12 13%	-	18 10%	-	14 8%	-	40 18% BDFHJNRTX	-	97 10%	-	18 19% BDFHJNRTX
Not sure	-	627 12% HX	-	85 18% BHXZ	-	31 17% BHX	-	10 5%	-	10 11%	-	13 14% HX	-	12 12% HX	-	16 17% HX	-	46 26% BDFHJNRTX	-	28 15% HX	-	35 15% HX	-	63 6%	-	9 10%
Sigma	-	5452 100%	-	461 100%	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q1036_2. Which of these is the safest, which is the fastest, and which is the easiest way to navigate to a website that may have the information you are looking for?

8 Jun 2016
Table 249

2. Fastest

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
Using an app instead of going to the website itself-for example, an app provided by an airline or a bank	-	732 13% X	-	69 15% X	-	21 12%	-	24 13%	-	14 16% X	-	24 25% BDFHNPVTXZ	-	8 8%	-	11 12%	-	32 18% NX	-	23 13%	-	35 15% X	-	85 9%	-	12 13%
Accessing via a QR code	-	1176 22% DRV	-	72 16% R	-	31 17% R	-	38 21% R	-	23 26% DRV	-	19 20% R	-	22 23% R	-	22 24% R	-	16 9%	-	40 22% R	-	36 16% R	-	358 36% BDFHLPNRTVZ	-	16 17% R
Typing the domain name into a browser	-	779 14% JRV	-	64 14% JR	-	29 16% JLR	-	31 17% JLRV	-	5 6%	-	7 7%	-	18 19% JLRV	-	23 25% BDJLRVX	-	12 7%	-	29 16% JLR	-	22 10%	-	130 13% JR	-	14 15% JR
Finding via an Internet search engine	-	1127 21% X	-	91 20% X	-	28 15% FX	-	46 25% FX	-	18 20%	-	21 22%	-	27 28% FX	-	15 16%	-	40 22%	-	39 22%	-	50 22%	-	179 18%	-	19 20%
Accessing via a bookmark	-	1243 23% PT	-	113 25% PT	-	51 28% LPTX	-	36 20% P	-	25 28% PT	-	16 17%	-	17 18%	-	9 10%	-	43 24% PT	-	27 15%	-	54 24% PT	-	207 21% P	-	22 24% P
Not sure	-	395 7% X	-	52 11% BHX	-	21 12% BHX	-	9 5%	-	5 6%	-	8 8% X	-	5 5%	-	12 13% BHX	-	37 21% BDFHLPNRTVZ	-	23 13% BHNX	-	31 14% BHJNX	-	37 4%	-	10 11% X
Sigma	-	5452 100%	-	461 100%	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q1036_3. Which of these is the safest, which is the fastest, and which is the easiest way to navigate to a website that may have the information you are looking for?

8 Jun 2016
Table 250

3. Easiest

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
Using an app instead of going to the website itself-for example, an app provided by an airline or a bank	-	744 14% X	-	86 19% BFNX	-	22 12%	-	26 14%	-	14 16%	-	14 15%	-	8 8%	-	15 16%	-	27 15% X	-	25 14%	-	30 13%	-	98 10%	-	11 12%
Accessing via a QR code	-	852 16% R	-	61 13% R	-	23 13% R	-	26 14% R	-	12 13% R	-	13 14% R	-	20 21% R	-	14 15% R	-	10 6%	-	26 14% R	-	29 13% R	-	283 28% BDFHLPRTVZ	-	11 12%
Typing the domain name into a browser	-	751 14% DR	-	45 10%	-	24 13% R	-	17 9%	-	11 12%	-	15 16% R	-	15 15% R	-	11 12%	-	10 6%	-	21 12% R	-	34 15% DR	-	122 12% R	-	13 14% R
Finding via an Internet search engine	-	1620 30% X	-	119 26%	-	57 31% X	-	59 32% X	-	33 37% DX	-	30 32%	-	25 26%	-	36 39% BDX	-	56 31% X	-	53 29%	-	75 33% X	-	237 24%	-	27 29%
Accessing via a bookmark	-	1029 19% LPT	-	94 20% LPTV	-	25 14%	-	40 22% FLPTV	-	17 19% P	-	10 11%	-	16 16%	-	7 8%	-	39 22% LPTV	-	24 13%	-	32 14%	-	209 21% FLPTV	-	20 22% LP
Not sure	-	456 8% X	-	56 12% BJX	-	30 17% BHJX	-	16 9% X	-	3 3%	-	13 14% JX	-	13 13% JX	-	9 10% X	-	38 21% BDHJPVX	-	32 18% BHJX	-	28 12% BJX	-	47 5%	-	11 12% JX
Sigma	-	5452 100%	-	461 100%	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q1055_1. Which of these are the fastest, easiest and safest way to get to the website you want to buy from?

8 Jun 2016
Table 251

Base: All Qualified Respondents

1. Safest

Country

	2015 Total Consumers (18+)	2016 US (18+)	2016 Canada (18+)	2016 Mexico (18+)	2016 Italy (18+)	2016 Turkey (18+)	2016 Spain (18+)	2016 Poland (18+)	2016 UK (18+)	2016 France (18+)	2016 Germany (18+)	2016 China (18+)	2016 Vietnam (18+)													
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
Using an app instead of going to a website-for example, an app provided by an airline or a bank	-	1206 22% PRV	-	88 19% PV	-	30 17%	-	41 22% PRV	-	16 18%	-	23 24% PRV	-	25 26% PRV	-	8 9%	-	24 13%	-	41 23% PRV	-	26 11%	-	274 28% BDFJPRVZ	-	14 15%
Accessing via a QR code	-	649 12% DFRVX	-	20 4%	-	4 2%	-	31 17% BDFPRTVX	-	12 13% DFRV	-	13 14% DFRV	-	10 10% DFR	-	6 7% R	-	3 2%	-	15 8% DFR	-	13 6% R	-	84 8% DFR	-	25 27% BDFJLNPRTVX
Typing the domain name into a browser	-	1242 23% Z	-	134 29% BLZ	-	56 31% BLZ	-	50 27% Z	-	21 23% Z	-	16 17%	-	23 24% Z	-	23 25% Z	-	55 31% BLZ	-	44 24% Z	-	57 25% Z	-	256 26% BZ	-	11 12%
Finding via an Internet search engine	-	1065 20%	-	81 18%	-	34 19%	-	33 18%	-	20 22%	-	21 22%	-	13 13%	-	26 28% BDHNRX	-	32 18%	-	45 25% DN	-	56 25% DN	-	193 19%	-	18 19%
Accessing via a bookmark	-	669 12% T	-	48 10%	-	23 13% T	-	19 10%	-	11 12%	-	11 12%	-	14 14% T	-	10 11%	-	19 11%	-	10 6%	-	39 17% BDT	-	123 12% T	-	16 17% T
Not sure	-	621 11% HX	-	90 20% BHXZ	-	34 19% BHX	-	10 5%	-	10 11%	-	11 12%	-	12 12% HX	-	19 21% BHXZ	-	47 26% BHJLNTVXZ	-	26 14% HX	-	37 16% BHX	-	66 7%	-	9 10%
Sigma	-	5452 100%	-	461 100%	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q1055_2. Which of these are the fastest, easiest and safest way to get to the website you want to buy from?

8 Jun 2016
Table 252

2. Fastest

Base: All Qualified Respondents

Country

	2015 Total Consumers (18+)	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
Using an app instead of going to a website-for example, an app provided by an airline or a bank	-	858 16% X	-	75 16% X	-	30 17% X	-	31 17% X	-	13 14%	-	26 27% BDFHJNRTVXZ	-	11 11%	-	16 17%	-	24 13%	-	29 16% X	-	33 14%	-	108 11%	-	11 12%
Accessing via a QR code	-	1011 19% DFR	-	53 11%	-	16 9%	-	32 17% DFR	-	23 26% DFRV	-	16 17% FR	-	19 21% DFR	-	12 7%	-	31 17% FR	-	36 16% FR	-	358 36% BDFHJNRTVXZ	-	13 14% R		
Typing the domain name into a browser	-	824 15%	-	74 16%	-	34 19% LRX	-	29 16%	-	10 11%	-	9 9%	-	18 19%	-	15 16%	-	20 11%	-	33 18%	-	29 13% LRX	-	132 13%	-	13 14%
Finding via an Internet search engine	-	1163 21% DX	-	72 16%	-	35 19%	-	52 28% BDFRVX	-	20 22%	-	19 20%	-	27 28% DRX	-	20 22%	-	31 17%	-	44 24% D	-	42 18%	-	185 19%	-	29 31% BDFRVX
Accessing via a bookmark	-	1177 22% PTX	-	117 25% BHPTX	-	43 24% PT	-	30 16%	-	17 19%	-	17 18%	-	17 18%	-	10 11%	-	57 32% BHJLNPTX	-	22 12% HPTX	-	58 25% HPTX	-	184 18% T	-	22 24% PT
Not sure	-	419 8% X	-	70 15% BHXZ	-	23 13% BHX	-	10 5%	-	7 8% X	-	8 8% X	-	8 8% X	-	12 13% HX	-	36 20% BHJLNPTXZ	-	22 12% BHX	-	30 13% BHXZ	-	29 3%	-	5 5%
Sigma	-	5452 100%	-	461 100%	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q1055_3. Which of these are the fastest, easiest and safest way to get to the website you want to buy from?

3. Easiest

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
Using an app instead of going to a website-for example, an app provided by an airline or a bank	-	850 16% X	-	81 18% X	-	31 17%	-	27 15%	-	17 19%	-	17 18%	-	14 14%	-	9 10%	-	25 14%	-	25 14%	-	32 14%	-	134 13%	-	10 11%
Accessing via a QR code	-	798 15% DR	-	47 10%	-	18 10%	-	26 14% R	-	14 16% R	-	11 12%	-	14 14%	-	13 14%	-	13 7%	-	21 12%	-	25 11%	-	274 28%	-	11 12%
Typing the domain name into a browser	-	809 15% RX	-	55 12%	-	23 13%	-	31 17% R	-	9 10%	-	14 15%	-	14 14%	-	15 16%	-	17 9%	-	38 21% BDFJRX	-	41 18% DRX	-	127 13%	-	16 17%
Finding via an Internet search engine	-	1498 27% DX	-	99 21%	-	49 27%	-	51 28%	-	33 37% BDTX	-	34 36% DX	-	27 28%	-	32 35% DX	-	51 28%	-	45 25%	-	62 27%	-	230 23%	-	32 34% DX
Accessing via a bookmark	-	982 18% LT	-	105 23% BJLPTV	-	30 17% LT	-	32 17% LT	-	12 13%	-	6 6%	-	15 15% L	-	12 13%	-	33 18% LT	-	17 9%	-	34 15% L	-	188 19% LT	-	13 14%
Not sure	-	515 9% X	-	74 16% BHJX	-	30 17% BHJX	-	17 9% X	-	5 6%	-	13 14% X	-	13 13% X	-	11 12% X	-	41 23% BDHJFVXZ	-	35 19% BHJX	-	34 15% BJX	-	43 4%	-	11 12% X
Sigma	-	5452 100%	-	461 100%	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q1060_1. 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?

8 Jun 2016
Table 254

Base: All Qualified Respondents

1. Safest

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
Using an app provided by the website owner-for example, an app provided by an airline or a bank	-	1409 26% V	-	112 24% V	-	42 23% V	-	63 34% BDFRTVZ	-	23 26% V	-	26 27% V	-	28 29% V	-	23 25% V	-	36 20% V	-	42 23% V	-	25 11%	-	280 28% RVZ	-	17 18%
Accessing via a QR code	-	643 12% DFRTV	-	23 5%	-	8 4%	-	24 13% DFRV	-	13 14% DFRV	-	19 20% BDFRTVX	-	12 12% DFRV	-	9 10% R	-	3 2%	-	13 7% R	-	13 6% R	-	112 11% DFRV	-	29 31% BDFHNPRTVX
Typing the domain name into a browser	-	1158 21% LZ	-	118 26% BLZ	-	39 22% Z	-	40 22% Z	-	20 22% Z	-	12 13%	-	20 21% Z	-	19 21% Z	-	49 27% BLZ	-	35 19% Z	-	61 27% BLZ	-	220 22% LZ	-	9 10%
Finding via an Internet search engine	-	869 16% D	-	42 9%	-	23 13%	-	27 15% D	-	19 21% D	-	17 18% D	-	11 11%	-	14 15%	-	28 16% D	-	48 27% BDFHNPRTVX	-	43 19% D	-	172 17% D	-	17 18% D
Accessing via a bookmark	-	763 14% P	-	79 17% BPT	-	36 20% BHJLPTX	-	21 11%	-	8 9%	-	9 9%	-	15 15%	-	6 7%	-	27 15% P	-	18 10%	-	44 19% BHJLPTX	-	137 14% P	-	13 14%
Not sure	-	610 11% HX	-	87 19% BHJXZ	-	33 18% BHJXZ	-	9 5%	-	7 8%	-	12 13% H	-	11 11% H	-	21 23% BHJXZ	-	37 21% BHJXZ	-	25 14% HX	-	42 18% BHJXZ	-	75 8% BHJXZ	-	8 9%
Sigma	-	5452 100%	-	461 100%	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q1060_2. 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?

8 Jun 2016
Table 255

Base: All Qualified Respondents

2. Fastest

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
Using an app provided by the website owner-for example, an app provided by an airline or a bank	-	885 16% X	-	76 16% X	-	34 19% X	-	33 18% X	-	16 18%	-	26 27% BDNRTVXZ	-	14 14%	-	16 17%	-	28 16%	-	22 12%	-	34 15%	-	120 12%	-	11 12%
Accessing via a QR code	-	927 17% DFR	-	40 9%	-	13 7%	-	32 17% DFR	-	15 17% DFR	-	19 20% DFR	-	15 15% DFR	-	10 11%	-	9 5%	-	31 17% DFR	-	32 14% DFR	-	318 32% BDPULNRTVZ	-	12 13% R
Typing the domain name into a browser	-	850 16%	-	64 14%	-	19 10%	-	34 18% FLR	-	14 16%	-	9 9%	-	21 22% FLR	-	18 20% F	-	20 11%	-	35 19% FLR	-	30 13% LPTX	-	144 14%	-	14 15%
Finding via an Internet search engine	-	1016 19% D	-	66 14%	-	31 17%	-	44 24% D	-	17 19%	-	18 19%	-	18 19%	-	21 23% D	-	36 20%	-	37 20%	-	41 18% LPTX	-	180 18%	-	25 27% BDX
Accessing via a bookmark	-	1285 24% PTX	-	134 29% BHLPTX	-	56 31% BHLPTX	-	35 19%	-	22 24% P	-	15 16%	-	23 24% P	-	11 12%	-	48 27% LPTX	-	28 15%	-	61 27% LPTX	-	189 19%	-	24 26% PT
Not sure	-	489 9% HX	-	81 18% BHJLNxz	-	28 15% BHJNX	-	6 3%	-	6 7%	-	8 8%	-	6 6%	-	16 17% BHJNXz	-	39 22% BHJLNvXZ	-	28 15% BHJNX	-	30 13% BHJNX	-	45 5%	-	7 8%
Sigma	-	5452 100%	-	461 100%	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q1060_3. 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?

Base: All Qualified Respondents

3. Easiest

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
Using an app provided by the website owner-for example, an app provided by an airline or a bank	-	902 17% PX	-	90 20% PXZ	-	39 22% PXZ	-	32 17%	-	12 13%	-	17 18%	-	14 14%	-	8 9%	-	27 15%	-	25 14%	-	37 16%	-	139 14%	-	10 11%
Accessing via a QR code	-	693 13% DFR	-	34 7%	-	10 6%	-	27 15% DFR	-	14 16% DFR	-	11 12%	-	15 15% DFR	-	8 9%	-	11 6%	-	21 12% F	-	20 9%	-	243 24% BDFLNPRVZ	-	14 15% DFR
Typing the domain name into a browser	-	810 15% X	-	64 14%	-	21 12%	-	34 18% X	-	9 10%	-	15 16%	-	17 18%	-	11 12%	-	21 12%	-	39 22% BDFJRX	-	36 16%	-	112 11%	-	19 20% X
Finding via an Internet search engine	-	1311 24% DF	-	74 16%	-	31 17%	-	51 28% DF	-	28 31% DF	-	30 32% DFX	-	22 23%	-	40 43% BDFNRTVX	-	39 22%	-	42 23% D	-	51 22% D	-	223 22% D	-	31 33% BDFRVX
Accessing via a bookmark	-	1156 21% LPTZ	-	114 25% HLPTZ	-	43 24% LPTZ	-	29 16% Z	-	18 20% Z	-	12 13%	-	22 23% TZ	-	11 12%	-	46 26% HLPTZ	-	23 13%	-	49 21% PTZ	-	210 21% PTZ	-	8 9%
Not sure	-	580 11% HX	-	85 18% BHNX	-	37 20% BHJLNx	-	11 6%	-	9 10%	-	10 11%	-	7 7%	-	14 15% HX	-	36 20% BHJLNx	-	31 17% BHNx	-	35 15% BHNx	-	69 7% BHNx	-	11 12%
Sigma	-	5452 100%	-	461 100%	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q1140. Overall, how comfortable are you with each of the following online behaviors?
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
Searching for information	-	4997 92% JLPTZ	-	444 96% BJLNPTVXZ	-	168 93% JLPTZ	-	177 96% BJLNPTVXZ	-	76 84% P	-	78 82% P	-	86 89% P	-	71 77% P	-	173 96% BJLNPTVXZ	-	156 86% LP	-	208 91% LP	-	930 93% BJLPTZ	-	79 85% BJLPTZ
Shopping online	-	4618 85% FHLZ	-	423 92% BFHLNPTVZ	-	142 78% Z	-	141 77% Z	-	80 89% FHLZ	-	68 72% Z	-	78 80% Z	-	79 86% LZ	-	162 90% BFHLNPTVZ	-	146 81% Z	-	184 81% Z	-	936 94% BFHLNPTVZ	-	45 48% BFHLNPTVZ
Banking online	-	4143 76% HV	-	367 80% HLTVZ	-	146 81% HLTVZ	-	121 66% HV	-	71 79% HV	-	66 69% HV	-	71 73% HV	-	74 80% HV	-	148 82% BHLTVZ	-	127 70% BHLTVZ	-	145 64% BHLTVZ	-	873 88% BDFHLNPTVZ	-	63 68% BDFHLNPTVZ
Accessing medical information online	-	4105 75% FHNRTV	-	349 76% FHNTV	-	123 68% FHNTV	-	121 66% HNTV	-	71 79% HNTV	-	67 71% HNTV	-	63 65% HNTV	-	65 71% HNTV	-	124 69% HNTV	-	113 62% HNTV	-	152 67% HNTV	-	840 84% BDFHLNPTVZ	-	66 71% BDFHLNPTVZ
Using social media to talk about your activities or family	-	3444 63% V	-	284 62% V	-	103 57% V	-	143 78% BDFJLRTVXZ	-	56 62% V	-	62 65% V	-	67 69% FV	-	66 72% FTV	-	108 60% FV	-	107 59% FV	-	125 55% FV	-	669 67% BDFTV	-	56 60% BDFTV

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

Q1140. Overall, how comfortable are you with each of the following online behaviors?
SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
Using social media to talk about your activities or family	-	2008 37% HX	-	177 38% HX	-	78 43% HNXP	-	41 22%	-	34 38% H	-	33 35% H	-	30 31%	-	26 28%	-	72 40% H	-	74 41% HPX	-	103 45% BHNPX	-	327 33% H	-	37 40% H
Accessing medical information online	-	1347 25% X	-	112 24% X	-	58 32% BDX	-	63 34% BDJX	-	19 21%	-	28 29% X	-	34 35% BDJX	-	27 29% X	-	56 31% BX	-	68 38% BDJX	-	76 33% BDJX	-	156 16%	-	27 29% X
Banking online	-	1309 24% RX	-	94 20% X	-	35 19% X	-	63 34% BDFJPRX	-	19 21% X	-	29 31% DFRX	-	26 27% X	-	18 20% X	-	32 18% X	-	54 30% DFRX	-	83 36% BDFJPRX	-	123 12%	-	30 32% DFRX
Shopping online	-	834 15% DRX	-	38 8% BDJRX	-	39 22% BDJRX	-	43 23% BDJRX	-	10 11%	-	27 28% BDJPRX	-	19 20% DRX	-	13 14% X	-	18 10% X	-	35 19% DRX	-	44 19% DRX	-	60 6%	-	48 52% BDFJLNPRTVXZ
Searching for information	-	455 8% DHRX	-	17 4% DHRX	-	13 7% DHRX	-	7 4%	-	14 16% BDFHRX	-	17 18% BDFHRVX	-	11 11% DHR	-	21 23% BDFHRVX	-	7 4% DHR	-	25 14% BDFHRX	-	20 9% DHR	-	66 7% D	-	14 15% BDFHRX

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

Q1140_1. Overall, how comfortable are you with each of the following online behaviors?
1. Searching for information

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	4997 92%	-	444 96%	-	168 93%	-	177 96%	-	76 84%	-	78 82%	-	86 89%	-	71 77%	-	173 96%	-	156 86%	-	208 91%	-	930 93%	-	79 85%
Very comfortable	-	3023 55%	-	301 65%	-	118 65%	-	128 70%	-	52 58%	-	40 42%	-	55 57%	-	26 28%	-	115 64%	-	83 46%	-	103 45%	-	497 50%	-	29 31%
Somewhat comfortable	-	1974 36%	-	143 31%	-	50 28%	-	49 27%	-	24 27%	-	38 40%	-	31 32%	-	45 49%	-	58 32%	-	73 40%	-	105 46%	-	433 43%	-	50 54%
BOTTOM 2 BOX (NET)	-	455 8%	-	17 4%	-	13 7%	-	7 4%	-	14 16%	-	17 18%	-	11 11%	-	21 23%	-	7 4%	-	25 14%	-	20 9%	-	66 7%	-	14 15%
Not very comfortable	-	282 5%	-	12 3%	-	5 3%	-	4 2%	-	7 8%	-	9 9%	-	8 8%	-	15 16%	-	1 1%	-	14 8%	-	5 2%	-	49 5%	-	11 12%
Not at all comfortable	-	173 3%	-	5 1%	-	8 4%	-	3 2%	-	7 8%	-	8 8%	-	3 3%	-	6 7%	-	6 3%	-	11 6%	-	15 7%	-	17 2%	-	3 3%
Sigma	-	5452 100%	-	461 100%	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q1140_2. Overall, how comfortable are you with each of the following online behaviors?
2. Using social media to talk about your activities or family

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US (18+)	2016 US (18+)	2015 Canada (18+)	2016 Canada (18+)	2015 Mexico (18+)	2016 Mexico (18+)	2015 Italy (18+)	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain (18+)	2016 Spain (18+)	2015 Poland (18+)	2016 Poland (18+)	2015 UK (18+)	2016 UK (18+)	2015 France (18+)	2016 France (18+)	2015 Germany (18+)	2016 Germany (18+)	2015 China (18+)	2016 China (18+)	2015 Vietnam (18+)	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	3444 63% V	-	284 62%	-	103 57%	-	143 78%	-	56 62%	-	62 65%	-	67 69%	-	66 72%	-	108 60%	-	107 59%	-	125 55%	-	669 67%	-	56 60%
Very comfortable	-	1443 26% VZ	-	133 29% FRVZ	-	37 20%	-	90 49%	-	19 21%	-	20 21%	-	26 27% VZ	-	22 24%	-	38 21%	-	51 28% VZ	-	39 17%	-	251 25% VZ	-	14 15%
Somewhat comfortable	-	2001 37% H	-	151 33%	-	66 36%	-	53 29%	-	37 41% H	-	42 44% DHT	-	41 42% H	-	44 48% BDHT	-	70 39% H	-	56 31%	-	86 38%	-	418 42% BDHT	-	42 45% DHT
BOTTOM 2 BOX (NET)	-	2008 37% HX	-	177 38% HX	-	78 43% HNPX	-	41 22%	-	34 38% H	-	33 35% H	-	30 31%	-	26 28%	-	72 40% H	-	74 41% HPX	-	103 45% BHNPX	-	327 33% H	-	37 40% H
Not very comfortable	-	1272 23% DHR	-	64 14%	-	39 22% D	-	30 16%	-	24 27% DHR	-	27 28% DHR	-	19 20%	-	18 20%	-	29 16%	-	40 22% D	-	57 25% DHR	-	253 25% DHR	-	31 33% BDFHNPRT
Not at all comfortable	-	736 13% HLXZ	-	113 25% BHJLNPXZ	-	39 22% BHJLNPXZ	-	11 6%	-	10 11%	-	6 6%	-	11 11%	-	8 9%	-	43 24% BHJLNPXZ	-	34 19% BHLXPZ	-	46 20% BHLXPZ	-	74 7% BHLXPZ	-	6 6%
Sigma	-	5452 100%	-	461 100%	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q1140_3. Overall, how comfortable are you with each of the following online behaviors?
3. Shopping online

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	4618 85%	-	423 92%	-	142 78%	-	141 77%	-	80 89%	-	68 72%	-	78 80%	-	79 86%	-	162 90%	-	146 81%	-	184 81%	-	936 94%	-	45 48%
Very comfortable	-	2190 40%	-	206 45%	-	55 30%	-	65 35%	-	37 41%	-	23 24%	-	35 36%	-	24 26%	-	87 48%	-	66 36%	-	54 24%	-	564 57%	-	5 5%
Somewhat comfortable	-	2428 45%	-	217 47%	-	87 48%	-	76 41%	-	43 48%	-	45 47%	-	43 44%	-	55 60%	-	75 42%	-	80 44%	-	130 57%	-	372 37%	-	40 43%
BOTTOM 2 BOX (NET)	-	834 15%	-	38 8%	-	39 22%	-	43 23%	-	10 11%	-	27 28%	-	19 20%	-	13 14%	-	18 10%	-	35 19%	-	44 19%	-	60 6%	-	48 52%
Not very comfortable	-	648 12%	-	25 5%	-	23 13%	-	31 17%	-	7 8%	-	20 21%	-	13 13%	-	10 11%	-	15 8%	-	28 15%	-	33 14%	-	54 5%	-	40 43%
Not at all comfortable	-	186 3%	-	13 3%	-	16 9%	-	12 7%	-	3 3%	-	7 7%	-	6 6%	-	3 3%	-	3 2%	-	7 4%	-	11 5%	-	6 1%	-	8 9%
Sigma	-	5452 100%	-	461 100%	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q1140_4. Overall, how comfortable are you with each of the following online behaviors?
4. Banking online

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US (18+)	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	4143	-	367	-	146	-	121	-	71	-	66	-	71	-	74	-	148	-	127	-	145	-	873	-	63
		76% HV		80% HLTVZ		81% HLTVZ		66% HV		79% HV		69% HV		73% HV		80% HV		82% BHLTVZ		70% BHLTVZ		64% BHLTVZ		88% BDFHLNRTVZ		68% BDFHLNRTVZ
Very comfortable	-	1973	-	178	-	83	-	59	-	35	-	31	-	34	-	31	-	83	-	64	-	44	-	378	-	19
		36% VZ		39% VZ		46% BHLTVXZ		32% VZ		39% VZ		33% V		35% VZ		34% VZ		46% BHLTVXZ		35% VZ		19% H		38% H		20% FHT
Somewhat comfortable	-	2170	-	189	-	63	-	62	-	36	-	35	-	37	-	43	-	65	-	63	-	101	-	495	-	44
		40% RX		41% X		35% X		34% BDFJPRX		40% X		37% DFRX		38% X		47% X		36% DFRX		35% BDFJPRX		44% BDFJPRX		50% BDFHLNRT		47% FHT
BOTTOM 2 BOX (NET)	-	1309	-	94	-	35	-	63	-	19	-	29	-	26	-	18	-	32	-	54	-	83	-	123	-	30
		24% RX		20% X		19% X		34% BDFJPRX		21% X		31% DFRX		27% X		20% X		18% X		30% DFRX		36% BDFJPRX		12% DFRX		32% DFRX
Not very comfortable	-	832	-	43	-	16	-	31	-	11	-	20	-	17	-	12	-	12	-	30	-	51	-	100	-	25
		15% DFRX		9% DFRX		9% DFRX		17% DFRX		12% DFRX		21% DFRX		18% DFRX		13% DFRX		7% DFRX		17% DFRX		22% BDFJRX		10% BDFJRX		27% BDFJPRTX
Not at all comfortable	-	477	-	51	-	19	-	32	-	8	-	9	-	9	-	6	-	20	-	24	-	32	-	23	-	5
		9% X		11% X		10% X		17% BDPXZ		9% X		9% X		9% X		7% X		11% X		13% BXZ		14% BXZ		2% BXZ		5% BXZ
Sigma	-	5452	-	461	-	181	-	184	-	90	-	95	-	97	-	92	-	180	-	181	-	228	-	996	-	93
		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%

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

Q1140_5. Overall, how comfortable are you with each of the following online behaviors?
5. Accessing medical information online

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	4105 75%	-	349 76%	-	123 68%	-	121 66%	-	71 79%	-	67 71%	-	63 65%	-	65 71%	-	124 69%	-	113 62%	-	152 67%	-	840 84%	-	66 71%
Very comfortable	-	1518 28% FHNRTV PV	-	139 30% FHNTV NPVZ	-	47 26% V	-	51 28% V	-	25 28% V	-	34 36% NPTVZ	-	19 20%	-	16 17%	-	51 28% PV	-	44 24% V	-	33 14%	-	264 27% BDFHLNRTVZ V	-	18 19%
Somewhat comfortable	-	2587 47% HLT	-	210 46%	-	76 42%	-	70 38%	-	46 51% HLT	-	33 35%	-	44 45%	-	49 53% HLRT	-	73 41%	-	69 38%	-	119 52% FHLRT	-	576 58% BDFHLNRT	-	48 52% HLT
BOTTOM 2 BOX (NET)	-	1347 25% X	-	112 24% X	-	58 32% BDX	-	63 34% BDJX	-	19 21%	-	28 29% X	-	34 35% BDJX	-	27 29% X	-	56 31% BX	-	68 38% BDJX	-	76 33% BDJX	-	156 16%	-	27 29% X
Not very comfortable	-	1012 19% X	-	74 16%	-	42 23% DX	-	46 25% BDX	-	15 17%	-	21 22% X	-	22 23% X	-	21 23% X	-	35 19% X	-	42 23% DX	-	62 27% BDJX	-	135 14%	-	21 23% X
Not at all comfortable	-	335 6% X	-	38 8% X	-	16 9% X	-	17 9% X	-	4 4%	-	7 7% X	-	12 12% BX	-	6 7% X	-	21 12% BVX	-	26 14% BDJVX	-	14 6% X	-	21 2% X	-	6 6% X
Sigma	-	5452 100%	-	461 100%	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q1145_1. Please think about two/three websites. One has a .com domain extension/, one has a ... 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?

1. Inputting your email address
SUMMARY TABLE OF TOP BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
.com	-	2907 53%	-	235 51%	-	85 47%	-	132 72%	-	39 43%	-	41 43%	-	48 49%	-	19 21%	-	79 44%	-	75 41%	-	56 25%	-	529 53%	-	49 53%
gTLDs	-	2546 51%	-	-	-	95 52%	-	105 57%	-	51 57%	-	42 44%	-	48 49%	-	26 28%	-	80 44%	-	88 49%	-	120 53%	-	480 48%	-	54 58%
.club or .bank	-	673 12%	-	41 9%	-	15 8%	-	12 7%	-	14 16%	-	13 14%	-	8 8%	-	11 12%	-	18 10%	-	13 7%	-	13 6%	-	196 20%	-	8 9%

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

Q1145_1. Please think about two/three websites. One has a .com domain extension/, one has a ... 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?

1. Inputting your email address
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
gTLDs	-	4635 93% P	-	-	-	163 90%	-	175 95% P	-	86 96% P	-	85 89%	-	91 94% P	-	78 85%	-	164 91%	-	165 91%	-	217 95% FP	-	942 95% BFLP	-	90 97% FP
.com	-	5021 92% PTV	-	423 92% PTV	-	161 89% P	-	175 95% FPTV	-	81 90% P	-	85 89%	-	87 90%	-	73 79%	-	165 92% PV	-	156 86%	-	194 85%	-	951 95% BDFJLNPRTV	-	86 92% P
.club or .bank	-	2625 48% DHLPRTV	-	192 42% V	-	76 42% V	-	75 41% V	-	37 41% V	-	34 36%	-	47 48% V	-	34 37%	-	69 38% V	-	69 38% V	-	63 28%	-	694 70% BDFJLNPRTVZ	-	39 42% V

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

Q1145_1_1. Please think about two/three websites. One has a .com domain extension/, one has a ... 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?

1. Inputting your email address

1. .com

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 US (18+)	2015 US (18+)	2016 Canada (18+)	2015 Mexico (18+)	2016 Mexico (18+)	2015 Italy (18+)	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain (18+)	2016 Spain (18+)	2015 Poland (18+)	2016 Poland (18+)	2015 UK (18+)	2016 UK (18+)	2015 France (18+)	2016 France (18+)	2015 Germany (18+)	2016 Germany (18+)	2015 China (18+)	2016 China (18+)	2015 Vietnam (18+)	2016 Vietnam (18+)		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	461	-**	181	-**	184	-**	90*	-**	95*	-**	97*	-**	92*	-**	180	-**	181	-**	228	-**	996	-**	93*
TOP 2 BOX (NET)	-	5021 92% PTV	-	423 92% PTV	-	161 89% P	-	175 95% FPTV	-	81 90% P	-	85 89% P	-	87 90% P	-	73 79% P	-	165 92% PV	-	156 86% PV	-	194 85% PV	-	951 95% BDFJLNPRTV	-	86 92% P
Very comfortable	-	2907 53% LPRTV	-	235 51% PTV	-	85 47% PV	-	132 72% BDFJLNPRTV	-	39 43% PV	-	41 43% PV	-	48 49% PV	-	19 21% PV	-	79 44% PV	-	75 41% PV	-	56 25% PV	-	529 53% PRTV	-	49 53% PV
Somewhat comfortable	-	2114 39% H	-	188 41% H	-	76 42% H	-	43 23% H	-	42 47% H	-	44 46% H	-	39 40% H	-	54 59% BDFHJLNRTXZ	-	86 48% BH	-	81 45% H	-	138 61% BDFJLNRTXZ	-	422 42% BH	-	37 40% H
BOTTOM 2 BOX (NET)	-	431 8% X	-	38 8% X	-	20 11% HX	-	9 5% X	-	9 10% X	-	10 11% X	-	10 10% X	-	19 21% BDFHJLNRTXZ	-	15 8% X	-	25 14% BDHX	-	34 15% BDHRX	-	45 5% X	-	7 8% X
Not very comfortable	-	301 6% X	-	25 5% X	-	11 6% X	-	5 3% X	-	5 6% HX	-	8 8% HX	-	8 8% HX	-	17 18% BDFHJLNRTXZ	-	10 6% X	-	16 9% BH	-	27 12% BDFHRX	-	36 4% X	-	6 6% X
Not at all comfortable	-	130 2% X	-	13 3% X	-	9 5% BX	-	4 2% X	-	4 4% X	-	2 2% X	-	2 2% X	-	2 2% X	-	5 3% X	-	9 5% BX	-	7 3% X	-	9 1% X	-	1 1% X
Sigma	-	5452 100%	-	461 100%	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q1145_1_2. Please think about two/three websites. One has a .com domain extension/, one has a ... 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?

1. Inputting your email address

2. gTLDs

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	4991	-**	-**	-**	181	-**	184	-**	90*	-**	95*	-**	97*	-**	92*	-**	180	-**	181	-**	228	-**	996	-**	93*
TOP 2 BOX (NET)	-	4635 93% P	-	-	-	163 90%	-	175 95% P	-	86 96% P	-	85 89%	-	91 94% P	-	78 85%	-	164 91%	-	165 91%	-	217 95% FP	-	942 95% BFLP	-	90 97% FP
Very comfortable	-	2546 51% PX	-	-	-	95 52% P	-	105 57% LPRX	-	51 57% P	-	42 44% P	-	48 49% P	-	26 28%	-	80 44% P	-	88 49% P	-	120 53% P	-	480 48% P	-	54 58% PR
Somewhat comfortable	-	2089 42%	-	-	-	68 38%	-	70 38%	-	35 39%	-	43 45%	-	43 44%	-	52 57% BFHJTVZ	-	84 47%	-	77 43%	-	97 43%	-	462 46% BFH	-	36 39%
BOTTOM 2 BOX (NET)	-	356 7% X	-	-	-	18 10% VXZ	-	9 5%	-	4 4%	-	10 11% X	-	6 6%	-	14 15% BHJUVXZ	-	16 9%	-	16 9%	-	11 5%	-	54 5% X	-	3 3%
Not very comfortable	-	296 6% J	-	-	-	11 6%	-	6 3%	-	1 1%	-	8 8% J	-	6 6%	-	12 13% BHJUVXZ	-	12 7% J	-	13 7% J	-	10 4%	-	51 5% X	-	3 3%
Not at all comfortable	-	60 1% X	-	-	-	7 4% BVX	-	3 2% X	-	3 3% VX	-	2 2% X	-	-	-	2 2% X	-	4 2% X	-	3 2% X	-	1	-	3	-	-
Sigma	-	4991 100%	-	-	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q1145_1_3. Please think about two/three websites. One has a .com domain extension/, one has a ... 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?

1. Inputting your email address

3. .club or .bank

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 US (18+)	2016 Canada (18+)	2016 Mexico (18+)	2016 Italy (18+)	2016 Turkey (18+)	2016 Spain (18+)	2016 Poland (18+)	2016 UK (18+)	2016 France (18+)	2016 Germany (18+)	2016 China (18+)	2016 Vietnam (18+)	2015 US	2015 Canada	2015 Mexico	2015 Italy	2015 Turkey	2015 Spain	2015 Poland	2015 UK	2015 France	2015 Germany	2015 China	2015 Vietnam	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	2625 48%	-	192 42%	-	76 42%	-	75 41%	-	37 41%	-	34 36%	-	47 48%	-	34 37%	-	69 38%	-	69 38%	-	63 28%	-	694 70%	-	39 42%
Very comfortable	-	673 12%	-	41 9%	-	15 8%	-	12 7%	-	14 16%	-	13 14%	-	8 8%	-	11 12%	-	18 10%	-	13 7%	-	13 6%	-	196 20%	-	8 9%
Somewhat comfortable	-	1952 36%	-	151 33%	-	61 34%	-	63 34%	-	23 26%	-	21 22%	-	39 40%	-	23 25%	-	51 28%	-	56 31%	-	50 22%	-	498 50%	-	31 33%
BOTTOM 2 BOX (NET)	-	2827 52%	-	269 58%	-	105 58%	-	109 59%	-	53 59%	-	61 64%	-	50 52%	-	58 63%	-	111 62%	-	112 62%	-	165 72%	-	302 30%	-	54 58%
Not very comfortable	-	2056 38%	-	183 40%	-	61 34%	-	84 46%	-	37 41%	-	39 41%	-	43 44%	-	42 46%	-	63 35%	-	63 35%	-	109 48%	-	271 27%	-	46 49%
Not at all comfortable	-	771 14%	-	86 19%	-	44 24%	-	25 14%	-	16 18%	-	22 23%	-	7 7%	-	16 17%	-	48 27%	-	49 27%	-	56 25%	-	31 3%	-	8 9%
Sigma	-	5452 100%	-	461 100%	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q1145_2. Please think about two/three websites. One has a .com domain extension/, one has a ... 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?

2. Inputting your home address
SUMMARY TABLE OF TOP BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
.com	-	2343 43%	-	181 39%	-	69 38%	-	113 61%	-	32 36%	-	31 33%	-	29 30%	-	11 12%	-	58 32%	-	67 37%	-	45 20%	-	404 41%	-	42 45%
gTLDs	-	2070 41%	-	-	-	75 41%	-	95 52%	-	42 47%	-	35 37%	-	29 30%	-	20 22%	-	57 32%	-	76 42%	-	92 40%	-	392 39%	-	47 51%
.club or .bank	-	607 11%	-	40 9%	-	13 7%	-	19 10%	-	9 10%	-	12 13%	-	4 4%	-	7 8%	-	9 5%	-	14 8%	-	11 5%	-	161 16%	-	6 6%

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

Q1145_2. Please think about two/three websites. One has a .com domain extension/, one has a ... 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?

2. Inputting your home address
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
gTLDs	-	4204 84% NPR	-	-	-	151 83% NP	-	166 90% BLNPR	-	78 87% NP	-	74 78% P	-	70 72% P	-	59 64% P	-	142 79% P	-	155 86% NP	-	202 89% LNPR	-	845 85% NPR	-	82 88% NP
.com	-	4535 83% DNPV	-	366 79% NP	-	146 81% NP	-	166 90% BDFJLNPRTV	-	70 78% P	-	72 76% P	-	64 66% P	-	52 57% P	-	148 82% NP	-	150 83% NPV	-	169 74% P	-	862 87% BDFJLNPRV	-	86 92% BDFJLNPRTV
.club or .bank	-	2388 44% DRTV	-	159 34% V	-	71 39% V	-	74 40% V	-	34 38% V	-	37 39% V	-	38 39% V	-	32 35% V	-	55 31% V	-	63 35% V	-	56 25% V	-	615 62% BDFJLNPRTVZ	-	42 45% RV

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

Q1145_2_1. Please think about two/three websites. One has a .com domain extension/, one has a ... 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?

2. Inputting your home address

1. .com

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 US (18+)	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China (18+)	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	461	-**	181	-**	184	-**	90*	-**	95*	-**	97*	-**	92*	-**	180	-**	181	-**	228	-**	996	-**	93*
TOP 2 BOX (NET)	-	4535 83%	-	366 79%	-	146 81%	-	166 90%	-	70 78%	-	72 76%	-	64 66%	-	52 57%	-	148 82%	-	150 83%	-	169 74%	-	862 87%	-	86 92%
Very comfortable	-	2343 43%	-	181 39%	-	69 38%	-	113 61%	-	32 36%	-	31 33%	-	29 30%	-	11 12%	-	58 32%	-	67 37%	-	45 20%	-	404 41%	-	42 45%
Somewhat comfortable	-	2192 40%	-	185 40%	-	77 43%	-	53 29%	-	38 42%	-	41 43%	-	35 36%	-	41 45%	-	90 50%	-	83 46%	-	124 54%	-	458 46%	-	44 47%
BOTTOM 2 BOX (NET)	-	917 17%	-	95 21%	-	35 19%	-	18 10%	-	20 22%	-	23 24%	-	33 34%	-	40 43%	-	32 18%	-	31 17%	-	59 26%	-	134 13%	-	7 8%
Not very comfortable	-	626 11%	-	60 13%	-	21 12%	-	10 5%	-	12 13%	-	14 15%	-	19 20%	-	25 27%	-	22 12%	-	20 11%	-	48 21%	-	105 11%	-	6 6%
Not at all comfortable	-	291 5%	-	35 8%	-	14 8%	-	8 4%	-	8 9%	-	9 9%	-	14 14%	-	15 16%	-	10 6%	-	11 6%	-	11 5%	-	29 3%	-	1 1%
Sigma	-	5452 100%	-	461 100%	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q1145_2_2. Please think about two/three websites. One has a .com domain extension/, one has a ... 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?

8 Jun 2016
Table 272

2. Inputting your home address

2. gTLDs

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China (18+)	2016 China (18+)	2015 Vietnam (18+)			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	4991	-**	-**	-**	181	-**	184	-**	90*	-**	95*	-**	97*	-**	92*	-**	180	-**	181	-**	228	-**	996	-**	93*
TOP 2 BOX (NET)	-	4204 84% NPR	-	-	-	151 83% NP	-	166 90% BLNPR	-	78 87% NP	-	74 78% P	-	70 72% P	-	59 64% P	-	142 79% P	-	155 86% LNPR	-	202 89% LNPR	-	845 85% NPR	-	82 88% NP
Very comfortable	-	2070 41% NPR	-	-	-	75 41% P	-	95 52% BLNPRVX	-	42 47% NPR	-	35 37% P	-	29 30% P	-	20 22% P	-	57 32% NPR	-	76 42% NPR	-	92 40% P	-	392 39% P	-	47 51% NPRX
Somewhat comfortable	-	2134 43%	-	-	-	76 42%	-	71 39%	-	36 40%	-	39 41%	-	41 42%	-	39 42%	-	85 47%	-	79 44%	-	110 48%	-	453 45%	-	35 38%
BOTTOM 2 BOX (NET)	-	787 16% H	-	-	-	30 17%	-	18 10%	-	12 13%	-	21 22% HV	-	27 28% BFHJTVXZ	-	33 36% BFHJLRTVXZ	-	38 21% BHVX	-	26 14%	-	26 11%	-	151 15%	-	11 12%
Not very comfortable	-	588 12%	-	-	-	19 10%	-	15 8%	-	6 7%	-	13 14%	-	17 18% HJ	-	25 27% BFHJLRTVXZ	-	27 15% H	-	19 10%	-	23 10%	-	125 13%	-	10 11%
Not at all comfortable	-	199 4% VX	-	-	-	11 6% HVX	-	3 2%	-	6 7% HVX	-	8 8% BHVXZ	-	10 10% BHTVXZ	-	8 9% BHVXZ	-	11 6% HVX	-	7 4%	-	3 1%	-	26 3%	-	1 1%
Sigma	-	4991 100%	-	-	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q1145_2_3. Please think about two/three websites. One has a .com domain extension/, one has a ... 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?

2. Inputting your home address

3. .club or .bank

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	2388	-	159	-	71	-	74	-	34	-	37	-	38	-	32	-	55	-	63	-	56	-	615	-	42
		44%		34%		39%		40%		38%		39%		39%		35%		31%		35%		25%		62%		45%
Very comfortable	-	607	-	40	-	13	-	19	-	9	-	12	-	4	-	7	-	9	-	14	-	11	-	161	-	6
		11%		9%		7%		10%		10%		13%		4%		8%		5%		8%		5%		16%		6%
Somewhat comfortable	-	1781	-	119	-	58	-	55	-	25	-	25	-	34	-	25	-	46	-	49	-	45	-	454	-	36
		33%		26%		32%		30%		28%		26%		35%		27%		26%		27%		20%		46%		39%
BOTTOM 2 BOX (NET)	-	3064	-	302	-	110	-	110	-	56	-	58	-	59	-	60	-	125	-	118	-	172	-	381	-	51
		56%		66%		61%		60%		62%		61%		61%		65%		69%		65%		75%		38%		55%
Not very comfortable	-	1986	-	184	-	61	-	78	-	32	-	29	-	38	-	36	-	62	-	65	-	95	-	306	-	37
		36%		40%		34%		42%		36%		31%		39%		39%		34%		36%		42%		31%		40%
Not at all comfortable	-	1078	-	118	-	49	-	32	-	24	-	29	-	21	-	24	-	63	-	53	-	77	-	75	-	14
		20%		26%		27%		17%		27%		31%		22%		26%		35%		29%		34%		8%		15%
Sigma	-	5452	-	461	-	181	-	184	-	90	-	95	-	97	-	92	-	180	-	181	-	228	-	996	-	93
		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%

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

Q1145_3. Please think about two/three websites. One has a .com domain extension/, one has a ... 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?

3. Inputting your telephone number
SUMMARY TABLE OF TOP BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	461	-**	181	-**	184	-**	90*	-**	95*	-**	97*	-**	92*	-**	180	-**	181	-**	228	-**	996	-**	93*
.com	-	1966 36%	-	149 32%	-	53 29%	-	81 44%	-	23 26%	-	24 25%	-	21 22%	-	12 13%	-	41 23%	-	45 25%	-	30 13%	-	352 35%	-	39 42%
gTLDs	-	1716 34%	-	-	-	59 33%	-	81 44%	-	31 34%	-	34 36%	-	20 21%	-	15 16%	-	34 19%	-	57 31%	-	60 26%	-	311 31%	-	43 46%
.club or .bank	-	617 11%	-	39 8%	-	13 7%	-	16 9%	-	4 4%	-	9 9%	-	7 7%	-	6 7%	-	8 4%	-	15 8%	-	12 5%	-	166 17%	-	7 8%

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

Q1145_3. Please think about two/three websites. One has a .com domain extension/, one has a ... 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?

3. Inputting your telephone number
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	461	-**	181	-**	184	-**	90*	-**	95*	-**	97*	-**	92*	-**	180	-**	181	-**	228	-**	996	-**	93*
gTLDs	-	3765 75% NPRV	-	-	-	131 72% PR	-	136 74% PR	-	65 72% P	-	67 71% P	-	61 63% P	-	49 53% P	-	112 62% P	-	135 75% NPR	-	150 66% P	-	795 80% BFLNPRV	-	79 85% BFHJLNPRV
.com	-	4100 75% DNPRTV	-	320 69% NPV	-	130 72% NPV	-	137 74% NPV	-	62 69% PV	-	69 73% NPV	-	57 59% PV	-	47 51% PV	-	117 65% PV	-	123 68% PV	-	124 54% PV	-	823 83% BDFHJLNPRTV	-	82 88% BDFHJLNPRTV
.club or .bank	-	2201 40% DFHNPRTV	-	153 33% V	-	59 33% V	-	57 31% V	-	33 37% V	-	31 33% V	-	27 28% V	-	26 28% V	-	47 26% V	-	59 33% V	-	46 20% V	-	577 58% BDFHJLNPRTVZ	-	32 34% V

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

Q1145_3_1. Please think about two/three websites. One has a .com domain extension/, one has a ... 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?

3. Inputting your telephone number

1. .com

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 US (18+)	2015 Canada (18+)	2016 Mexico (18+)	2015 Italy (18+)	2016 Turkey (18+)	2015 Spain (18+)	2016 Poland (18+)	2015 UK (18+)	2016 France (18+)	2015 Germany (18+)	2016 China (18+)	2015 Vietnam (18+)	2016 US (18+)	2015 Canada (18+)	2016 Mexico (18+)	2015 Italy (18+)	2016 Turkey (18+)	2015 Spain (18+)	2016 Poland (18+)	2015 UK (18+)	2016 France (18+)	2015 Germany (18+)	2016 China (18+)	2015 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	4100 75%	-	320 69%	-	130 72%	-	137 74%	-	62 69%	-	69 73%	-	57 59%	-	47 51%	-	117 65%	-	123 68%	-	124 54%	-	823 83%	-	82 88%
Very comfortable	-	1966 36%	-	149 32%	-	53 29%	-	81 44%	-	23 26%	-	24 25%	-	21 22%	-	12 13%	-	41 23%	-	45 25%	-	30 13%	-	352 35%	-	39 42%
Somewhat comfortable	-	2134 39%	-	171 37%	-	77 43%	-	56 30%	-	39 43%	-	45 47%	-	36 37%	-	35 38%	-	76 42%	-	78 43%	-	94 41%	-	471 47%	-	43 46%
BOTTOM 2 BOX (NET)	-	1352 25%	-	141 31%	-	51 28%	-	47 26%	-	28 31%	-	26 27%	-	40 41%	-	45 49%	-	63 35%	-	58 32%	-	104 46%	-	173 17%	-	11 12%
Not very comfortable	-	877 16%	-	86 19%	-	31 17%	-	33 18%	-	18 20%	-	16 17%	-	26 27%	-	28 30%	-	38 21%	-	31 17%	-	68 30%	-	138 14%	-	7 8%
Not at all comfortable	-	475 9%	-	55 12%	-	20 11%	-	14 8%	-	10 11%	-	10 11%	-	14 14%	-	17 18%	-	25 14%	-	27 15%	-	36 16%	-	35 4%	-	4 4%
Sigma	-	5452 100%	-	461 100%	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q1145_3_2. Please think about two/three websites. One has a .com domain extension/, one has a ... 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?

3. Inputting your telephone number

2. gTLDs

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	4991	-**	-**	-**	181	-**	184	-**	90*	-**	95*	-**	97*	-**	92*	-**	180	-**	181	-**	228	-**	996	-**	93*
TOP 2 BOX (NET)	-	3765 75%	-	-	-	131 72% PR	-	136 74% PR	-	65 72% P	-	67 71% P	-	61 63%	-	49 53%	-	112 62%	-	135 75% NPR	-	150 66% P	-	795 80% BFJLNPRV	-	79 85% BFJLNPRV
Very comfortable	-	1716 34% NPRVX	-	-	-	59 33% NPR	-	81 44% BFNPRTVX	-	31 34% NPR	-	34 36% NPR	-	20 21%	-	15 16%	-	34 19%	-	57 31% PR	-	60 26%	-	311 31% NPR	-	43 46% BFNPRTVX
Somewhat comfortable	-	2049 41% H	-	-	-	72 40% H	-	55 30%	-	34 38%	-	33 35%	-	41 42% H	-	34 37%	-	78 43% H	-	78 43% H	-	90 39% H	-	484 49% BFHJLPV	-	36 39%
BOTTOM 2 BOX (NET)	-	1226 25% XZ	-	-	-	50 28% XZ	-	48 26% Z	-	25 28% Z	-	28 29% XZ	-	36 37% BTXZ	-	43 47% BFHJLTVXZ	-	68 38% BFHTXZ	-	46 25%	-	78 34% BXZ	-	201 20%	-	14 15%
Not very comfortable	-	841 17%	-	-	-	30 17%	-	31 17%	-	17 19%	-	17 18%	-	25 26% BTXZ	-	27 29% BFHTXZ	-	43 24% BTXZ	-	24 13%	-	49 21% T	-	171 17%	-	12 13%
Not at all comfortable	-	385 8% XZ	-	-	-	20 11% XZ	-	17 9% XZ	-	8 9% XZ	-	11 12% XZ	-	11 11% XZ	-	16 17% BXZ	-	25 14% BXZ	-	22 12% BXZ	-	29 13% BXZ	-	30 3%	-	2 2%
Sigma	-	4991 100%	-	-	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q1145_3_3. Please think about two/three websites. One has a .com domain extension/, one has a ... 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?

3. Inputting your telephone number

3. .club or .bank

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China (18+)	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	2201 40%	-	153 33% V	-	59 33% V	-	57 31% V	-	33 37% V	-	31 33% V	-	27 28% V	-	26 28% V	-	47 26% V	-	59 33% V	-	46 20% V	-	577 58% V	-	32 34% V
Very comfortable	-	617 11% DJRV	-	39 8% V	-	13 7% V	-	16 9% V	-	4 4% V	-	9 9% V	-	7 7% V	-	6 7% V	-	8 4% V	-	15 8% V	-	12 5% V	-	166 17% V	-	7 8% V
Somewhat comfortable	-	1584 29% DHRV	-	114 25% V	-	46 25% V	-	41 22% V	-	29 32% V	-	22 23% V	-	20 21% V	-	20 22% V	-	39 22% V	-	44 24% V	-	34 15% V	-	411 41% V	-	25 27% V
BOTTOM 2 BOX (NET)	-	3251 60% X	-	308 67% BX	-	122 67% BX	-	127 69% BX	-	57 63% X	-	64 67% X	-	70 72% BX	-	66 72% BX	-	133 74% BX	-	122 67% BX	-	182 80% BDFHJLTZX	-	419 42% V	-	61 66% X
Not very comfortable	-	1963 36% X	-	169 37% V	-	68 38% V	-	69 38% V	-	34 38% V	-	35 37% V	-	45 46% BRTX	-	36 39% V	-	61 34% V	-	55 30% V	-	87 38% V	-	322 32% V	-	43 46% BRTX
Not at all comfortable	-	1288 24% X	-	139 30% BXZ	-	54 30% BX	-	58 32% BXZ	-	23 26% X	-	29 31% X	-	25 26% X	-	30 33% BXZ	-	72 40% BDFJNXZ	-	67 37% BXZ	-	95 42% BDFHJNXZ	-	97 10% V	-	18 19% X
Sigma	-	5452 100%	-	461 100%	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q1145_4. Please think about two/three websites. One has a .com domain extension/, one has a ... 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?

4. Inputting financial information (like a credit card or bank account number)

SUMMARY TABLE OF TOP BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 US (18+)	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
.com	-	1463 27%	-	116 25%	-	43 24%	-	62 34%	-	15 17%	-	21 22%	-	19 20%	-	9 10%	-	33 18%	-	31 17%	-	16 7%	-	279 28%	-	28 30%
gTLDs	-	1255 25%	-	-	-	51 28%	-	47 26%	-	20 22%	-	24 25%	-	20 21%	-	15 16%	-	26 14%	-	35 19%	-	39 17%	-	254 26%	-	27 29%
.club or .bank	-	583 11%	-	32 7%	-	9 5%	-	15 8%	-	8 9%	-	11 12%	-	6 6%	-	4 4%	-	8 4%	-	11 6%	-	8 4%	-	156 16%	-	12 13%

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

Q1145_4. Please think about two/three websites. One has a .com domain extension/, one has a ... 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?

4. Inputting financial information (like a credit card or bank account number)

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	461	-**	181	-**	184	-**	90*	-**	95*	-**	97*	-**	92*	-**	180	-**	181	-**	228	-**	996	-**	93*
gTLDs	-	3114 62% NP	-	-	-	113 62% NP	-	107 58% P	-	54 60% P	-	60 63% P	-	48 49% P	-	41 45% P	-	108 60% P	-	119 66% NP	-	130 57% P	-	656 66% BHNPV	-	72 77% BFHLNPRTVX
.com	-	3395 62% NPV	-	283 61% NPV	-	111 61% NPV	-	115 63% NPV	-	48 53% V	-	53 56% PV	-	46 47% P	-	37 40% P	-	118 66% NPV	-	107 59% PV	-	89 39% P	-	686 69% BDFJLNPTV	-	69 74% BDFJLNPTV
.club or .bank	-	1974 36% DFHLNRTV	-	117 25% V	-	51 28% V	-	53 29% V	-	28 31% V	-	23 24% V	-	23 24% P	-	27 29% V	-	42 23% P	-	49 27% V	-	37 16% P	-	544 55% BDFHLNPRTVZ	-	38 41% DFHLNRTV

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

Q1145_4_1. Please think about two/three websites. One has a .com domain extension/, one has a ... 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?

4. Inputting financial information (like a credit card or bank account number)

1. .com

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 US (18+)	2016 US (18+)	2016 Canada (18+)	2016 Mexico (18+)	2016 Italy (18+)	2016 Italy (18+)	2016 Turkey (18+)	2016 Spain (18+)	2016 Spain (18+)	2016 Poland (18+)	2016 Poland (18+)	2016 UK (18+)	2016 UK (18+)	2016 France (18+)	2016 France (18+)	2016 Germany (18+)	2016 Germany (18+)	2016 China (18+)	2016 China (18+)	2016 Vietnam (18+)	2016 Vietnam (18+)				
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	3395	-	283	-	111	-	115	-	48	-	53	-	46	-	37	-	118	-	107	-	89	-	686	-	69
		62% NPV		81% NPV		61% NPV		63% NPV		53% V		56% PV		47%		40%		66% NPV		59% PV		39%		69% BDFJLNPV		74% BDFJLNPV
Very comfortable	-	1463	-	116	-	43	-	62	-	15	-	21	-	19	-	9	-	33	-	31	-	16	-	279	-	28
		27% JPRTV		25% PTV		24% PV		34% BDFJLNPRTV		17% V		22% PV		20%		10%		18%		17%		7%		28% JPRTV		30% JPRTV
Somewhat comfortable	-	1932	-	167	-	68	-	53	-	33	-	32	-	27	-	28	-	85	-	76	-	73	-	407	-	41
		35%		36%		38%		29%		37%		34%		28%		30%		47% BDHLNPV		42% HNV		32%		41% BHNV		44% HNV
BOTTOM 2 BOX (NET)	-	2057	-	178	-	70	-	69	-	42	-	42	-	51	-	55	-	62	-	74	-	139	-	310	-	24
		38% XZ		39% XZ		39% XZ		38%		47% XZ		44% XZ		53% BDFHRXZ		60% BDFHRXZ		34%		41% XZ		61% BDFJLRTXZ		31%		26%
Not very comfortable	-	1116	-	105	-	38	-	33	-	19	-	22	-	20	-	29	-	35	-	32	-	73	-	207	-	17
		20%		23%		21%		18%		21%		23%		21%		32% BHRTXZ		19%		18%		32% BDFHRXZ		21%		18%
Not at all comfortable	-	941	-	73	-	32	-	36	-	23	-	20	-	31	-	26	-	27	-	42	-	66	-	103	-	7
		17% XZ		16% XZ		18% XZ		20% XZ		26% BDRXZ		21% XZ		32% BDFHRXZ		28% BDFRXZ		15%		23% BDRXZ		29% BDFHRXZ		10%		8%
Sigma	-	5452	-	461	-	181	-	184	-	90	-	95	-	97	-	92	-	180	-	181	-	228	-	996	-	93
		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%

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

Q1145_4_2. Please think about two/three websites. One has a .com domain extension/, one has a ... 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?

4. Inputting financial information (like a credit card or bank account number)

2. gTLDs

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	4991	-**	-**	-**	181	-**	184	-**	90*	-**	95*	-**	97*	-**	92*	-**	180	-**	181	-**	228	-**	996	-**	93*
TOP 2 BOX (NET)	-	3114 62% NP	-	-	-	113 62% NP	-	107 58% P	-	54 60% P	-	60 63% P	-	48 49%	-	41 45%	-	108 60% P	-	119 66% NP	-	130 57% P	-	656 86% BHNVPV	-	72 77% BFJLNPRTVX
Very comfortable	-	1255 25% PRV	-	-	-	51 28% PRTV	-	47 26% RV	-	20 22%	-	24 25% R	-	20 21%	-	15 16%	-	26 14%	-	35 19%	-	39 17%	-	254 26% RV	-	27 29% PRV
Somewhat comfortable	-	1859 37%	-	-	-	62 34%	-	60 33%	-	34 38%	-	36 38%	-	28 29%	-	26 28%	-	46% BFHNP	-	84 46% BFHNP	-	91 40%	-	402 40% BHNVP	-	45 48% BFHNP
BOTTOM 2 BOX (NET)	-	1877 38% XZ	-	-	-	68 38% Z	-	77 42% XZ	-	36 40% Z	-	35 37% Z	-	49 51% BFTXZ	-	51 55% BFJLNPRTVXZ	-	72 40% Z	-	62 34% Z	-	98 43% XZ	-	340 34% Z	-	21 23%
Not very comfortable	-	1061 21%	-	-	-	37 20%	-	39 21%	-	15 17%	-	16 17%	-	22 23%	-	29 32% BFJLTVZ	-	45 25% T	-	30 17%	-	46 20%	-	241 24% BT	-	15 16%
Not at all comfortable	-	816 16% XZ	-	-	-	31 17% XZ	-	38 21% XZ	-	21 23% XZ	-	19 20% XZ	-	27 28% BFRTXZ	-	22 24% BXZ	-	27 15% XZ	-	32 18% XZ	-	52 23% BRXZ	-	99 10%	-	6 6%
Sigma	-	4991 100%	-	-	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q1145_4_3. Please think about two/three websites. One has a .com domain extension/, one has a ... 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?

4. Inputting financial information (like a credit card or bank account number)
3. .club or .bank

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US (18+)	2016 US (18+)	2015 Canada (18+)	2016 Canada (18+)	2015 Mexico (18+)	2016 Mexico (18+)	2015 Italy (18+)	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain (18+)	2016 Spain (18+)	2015 Poland (18+)	2016 Poland (18+)	2015 UK (18+)	2016 UK (18+)	2015 France (18+)	2016 France (18+)	2015 Germany (18+)	2016 Germany (18+)	2015 China (18+)	2016 China (18+)	2015 Vietnam (18+)	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	1974	-	117	-	51	-	53	-	28	-	23	-	23	-	27	-	42	-	49	-	37	-	544	-	38
		36%		25%		28%		29%		31%		24%		24%		29%		23%		27%		16%		55%		41%
Very comfortable	-	583	-	32	-	9	-	15	-	8	-	11	-	6	-	4	-	8	-	11	-	8	-	156	-	12
		11%		7%		5%		8%		9%		12%		6%		4%		4%		6%		4%		18%		13%
Somewhat comfortable	-	1391	-	85	-	42	-	38	-	20	-	12	-	17	-	23	-	34	-	38	-	29	-	388	-	26
		26%		18%		23%		21%		22%		13%		18%		25%		19%		21%		13%		39%		28%
BOTTOM 2 BOX (NET)	-	3478	-	344	-	130	-	131	-	62	-	72	-	74	-	65	-	138	-	132	-	191	-	452	-	55
		64%		75%		72%		71%		69%		76%		76%		71%		77%		73%		84%		45%		59%
Not very comfortable	-	1679	-	153	-	61	-	56	-	28	-	33	-	37	-	31	-	57	-	58	-	58	-	290	-	37
		31%		33%		34%		30%		31%		35%		38%		34%		32%		32%		25%		29%		40%
Not at all comfortable	-	1799	-	191	-	69	-	75	-	34	-	39	-	37	-	34	-	81	-	74	-	133	-	162	-	18
		33%		41%		38%		41%		38%		41%		38%		37%		45%		41%		58%		16%		19%
Sigma	-	5452	-	461	-	181	-	184	-	90	-	95	-	97	-	92	-	180	-	181	-	228	-	996	-	93
		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%

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

Q1145_5. Please think about two/three websites. One has a .com domain extension/, one has a ... 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?

5. Inputting an ID number like a social security number, passport or government ID number

SUMMARY TABLE OF TOP BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	461	-**	181	-**	184	-**	90*	-**	95*	-**	97*	-**	92*	-**	180	-**	181	-**	228	-**	996	-**	93*
.com	-	1442 26%	-	85 18%	-	29 16%	-	59 32%	-	17 19%	-	25 26%	-	20 21%	-	10 11%	-	25 14%	-	35 19%	-	16 7%	-	299 30%	-	29 31%
gTLDs	-	1314 26%	-	-	-	33 18%	-	59 32%	-	24 27%	-	23 24%	-	18 19%	-	13 14%	-	21 12%	-	43 24%	-	36 16%	-	263 26%	-	35 38%
.club or .bank	-	577 11%	-	26 6%	-	7 4%	-	12 7%	-	9 10%	-	11 12%	-	6 6%	-	5 5%	-	8 4%	-	10 6%	-	8 4%	-	168 17%	-	17 18%

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

Q1145_5. Please think about two/three websites. One has a .com domain extension/, one has a ... 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?

5. Inputting an ID number like a social security number, passport or government ID number

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 US (18+)	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	461	-**	181	-**	184	-**	90*	-**	95*	-**	97*	-**	92*	-**	180	-**	181	-**	228	-**	996	-**	93*
gTLDs	-	3063 61% FPRV	-	-	-	78 43%	-	119 65% FPRV	-	58 64% FPRV	-	56 59% FP	-	52 54%	-	39 42%	-	84 47%	-	113 62% FPRV	-	113 50%	-	684 69% BFNPRV	-	71 76% BFHLNPRTV
.com	-	3231 59% DFPRV	-	186 40%	-	75 41%	-	124 67% BDFLNPRTV	-	54 60% DFPRV	-	48 51%	-	49 51%	-	38 41%	-	84 47%	-	102 56% DFPV	-	89 39%	-	713 72% BDFLNPRTV	-	67 72% BDFLNPRTV
.club or .bank	-	1869 34% DFPRTV	-	77 17%	-	36 20%	-	56 30% DFRV	-	33 37% DFPRTV	-	26 27% DV	-	29 30% DV	-	21 23% V	-	37 21% V	-	45 25% DV	-	30 13%	-	539 54% BDFLNPRTVZ	-	38 41% DFPRTV

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

Q1145_5_1. Please think about two/three websites. One has a .com domain extension/, one has a ... 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?

5. Inputting an ID number like a social security number, passport or government ID number

1. .com

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US (18+)	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	461	-**	181	-**	184	-**	90*	-**	95*	-**	97*	-**	92*	-**	180	-**	181	-**	228	-**	996	-**	93*
TOP 2 BOX (NET)	-	3231	-	186	-	75	-	124	-	54	-	48	-	49	-	38	-	84	-	102	-	89	-	713	-	67
		59%		40%		41%		67%		60%		51%		51%		41%		47%		56%		39%		72%		72%
Very comfortable	-	1442	-	85	-	29	-	59	-	17	-	25	-	20	-	10	-	25	-	35	-	16	-	299	-	29
		26%		18%		16%		32%		19%		28%		21%		11%		14%		19%		7%		30%		31%
Somewhat comfortable	-	1789	-	101	-	46	-	65	-	37	-	23	-	29	-	28	-	59	-	67	-	73	-	414	-	38
		33%		22%		25%		35%		41%		24%		30%		30%		33%		37%		32%		42%		41%
BOTTOM 2 BOX (NET)	-	2221	-	275	-	106	-	60	-	36	-	47	-	48	-	54	-	96	-	79	-	139	-	283	-	26
		41%		60%		59%		33%		40%		49%		49%		59%		53%		44%		61%		28%		28%
Not very comfortable	-	1112	-	97	-	44	-	30	-	19	-	28	-	23	-	32	-	49	-	33	-	68	-	177	-	21
		20%		21%		24%		16%		21%		29%		24%		35%		27%		18%		30%		18%		23%
Not at all comfortable	-	1109	-	178	-	62	-	30	-	17	-	19	-	25	-	22	-	47	-	46	-	71	-	106	-	5
		20%		39%		34%		16%		19%		20%		26%		24%		26%		25%		31%		11%		5%
Sigma	-	5452	-	461	-	181	-	184	-	90	-	95	-	97	-	92	-	180	-	181	-	228	-	996	-	93
		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%

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

Q1145_5_2. Please think about two/three websites. One has a .com domain extension/, one has a ... 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?

5. Inputting an ID number like a social security number, passport or government ID number

2. gTLDs

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	4991	**	**	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	3063 61%	-	-	-	78 43%	-	119 65%	-	58 64%	-	56 59%	-	52 54%	-	39 42%	-	84 47%	-	113 62%	-	113 50%	-	684 69%	-	71 76%
Very comfortable	-	1314 26%	-	-	-	33 18%	-	59 32%	-	24 27%	-	23 24%	-	18 19%	-	13 14%	-	21 12%	-	43 24%	-	36 16%	-	263 26%	-	35 38%
Somewhat comfortable	-	1749 35%	-	-	-	45 25%	-	60 33%	-	34 38%	-	33 35%	-	34 35%	-	26 28%	-	63 35%	-	70 39%	-	77 34%	-	421 42%	-	36 39%
BOTTOM 2 BOX (NET)	-	1928 39%	-	-	-	103 57%	-	65 35%	-	32 36%	-	39 41%	-	45 46%	-	53 58%	-	96 53%	-	68 38%	-	115 50%	-	312 31%	-	22 24%
Not very comfortable	-	1053 21%	-	-	-	42 23%	-	31 17%	-	20 22%	-	18 19%	-	23 24%	-	33 36%	-	48 27%	-	31 17%	-	55 24%	-	216 22%	-	16 17%
Not at all comfortable	-	875 18%	-	-	-	61 34%	-	34 18%	-	12 13%	-	21 22%	-	22 23%	-	20 22%	-	48 27%	-	37 20%	-	60 26%	-	96 10%	-	6 6%
Sigma	-	4991 100%	-	-	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q1145_5_3. Please think about two/three websites. One has a .com domain extension/, one has a ... 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?

5. Inputting an ID number like a social security number, passport or government ID number

3. .club or .bank

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	1869	-	77	-	36	-	56	-	33	-	26	-	29	-	21	-	37	-	45	-	30	-	539	-	38
		34%		17%		20%		30%		37%		27%		30%		23%		21%		25%		13%		54%		41%
Very comfortable	-	577	-	26	-	7	-	12	-	9	-	11	-	6	-	5	-	8	-	10	-	8	-	168	-	17
		11%		6%		4%		7%		10%		12%		6%		5%		4%		6%		4%		17%		18%
Somewhat comfortable	-	1292	-	51	-	29	-	44	-	24	-	15	-	23	-	16	-	29	-	35	-	22	-	371	-	21
		24%		11%		16%		24%		27%		16%		24%		17%		16%		19%		10%		37%		23%
BOTTOM 2 BOX (NET)	-	3583	-	384	-	145	-	128	-	57	-	69	-	68	-	71	-	143	-	136	-	198	-	457	-	55
		66%		83%		80%		70%		63%		73%		70%		77%		79%		75%		87%		46%		59%
Not very comfortable	-	1710	-	112	-	55	-	57	-	33	-	35	-	34	-	39	-	56	-	62	-	72	-	313	-	36
		31%		24%		30%		31%		37%		37%		35%		42%		31%		34%		32%		31%		39%
Not at all comfortable	-	1873	-	272	-	90	-	71	-	24	-	34	-	34	-	32	-	87	-	74	-	126	-	144	-	19
		34%		59%		50%		39%		27%		36%		35%		35%		48%		41%		55%		14%		20%
Sigma	-	5452	-	461	-	181	-	184	-	90	-	95	-	97	-	92	-	180	-	181	-	228	-	996	-	93
		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%

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

Q1145_6. Please think about two/three websites. One has a .com domain extension/, one has a ... 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?

6. Inputting healthcare information, like inputting a list of prescription drugs you use, or your medical history

SUMMARY TABLE OF TOP BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 US (18+)	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	461	-**	181	-**	184	-**	90*	-**	95*	-**	97*	-**	92*	-**	180	-**	181	-**	228	-**	996	-**	93*
.com	-	1618 30%	-	95 21%	-	34 19%	-	77 42%	-	22 24%	-	24 25%	-	20 21%	-	15 16%	-	28 16%	-	38 21%	-	12 5%	-	305 31%	-	34 37%
gTLDs	-	1432 29%	-	-	-	38 21%	-	60 33%	-	22 24%	-	27 28%	-	18 19%	-	13 14%	-	30 17%	-	36 20%	-	35 15%	-	289 29%	-	31 33%
.club or .bank	-	614 11%	-	28 6%	-	7 4%	-	16 9%	-	9 10%	-	11 12%	-	6 6%	-	6 7%	-	8 4%	-	16 9%	-	9 4%	-	163 16%	-	11 12%

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

Q1145_6. Please think about two/three websites. One has a .com domain extension/, one has a ... 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?

6. Inputting healthcare information, like inputting a list of prescription drugs you use, or your medical history

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
gTLDs	-	3485 70%	-	-	-	97 54%	-	136 74%	-	58 64%	-	69 73%	-	53 55%	-	45 49%	-	93 52%	-	114 63%	-	111 49%	-	770 77%	-	77 83%
		FNPRTV						FNPRTV		PRV		FNPRTV								PRV				BFJLNPRTV		BFJLNPRTV
.com	-	3724 68%	-	262 57%	-	95 52%	-	141 77%	-	55 61%	-	62 65%	-	53 55%	-	43 47%	-	92 51%	-	106 59%	-	96 42%	-	781 78%	-	79 85%
		DFNPRTV		V		V		BDFJLNPRTV		V		FPRV		V		V		V		V				BDFJLNPRTV		BDFJLNPRTV
.club or .bank	-	2183 40%	-	111 24%	-	42 23%	-	77 42%	-	34 38%	-	34 36%	-	25 26%	-	28 30%	-	37 21%	-	51 28%	-	30 13%	-	590 59%	-	46 49%
		DFNRTV		V		V		DFNRTV		DFRV		DFRV		V		V		V		V				BDFJLNPRTV		DFNPRTV

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

Q1145_6_1. Please think about two/three websites. One has a .com domain extension/, one has a ... 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?

6. Inputting healthcare information, like inputting a list of prescription drugs you use, or your medical history
1. .com

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	3724	-	262	-	95	-	141	-	55	-	62	-	53	-	43	-	92	-	106	-	96	-	781	-	79
		68%		57%		52%		77%		61%		65%		55%		47%		51%		59%		42%		78%		85%
Very comfortable	-	1618	-	95	-	34	-	77	-	22	-	24	-	20	-	15	-	28	-	38	-	12	-	305	-	34
		30%		21%		19%		42%		24%		25%		21%		16%		16%		21%		5%		31%		37%
Somewhat comfortable	-	2106	-	167	-	61	-	64	-	33	-	38	-	33	-	28	-	64	-	68	-	84	-	476	-	45
		39%		36%		34%		35%		37%		40%		34%		30%		36%		38%		37%		48%		48%
BOTTOM 2 BOX (NET)	-	1728	-	199	-	86	-	43	-	35	-	33	-	44	-	49	-	88	-	75	-	132	-	215	-	14
		32%		43%		48%		23%		39%		35%		45%		53%		49%		41%		58%		22%		15%
Not very comfortable	-	1053	-	113	-	42	-	25	-	19	-	20	-	20	-	29	-	49	-	37	-	64	-	160	-	12
		19%		25%		23%		14%		21%		21%		21%		32%		27%		20%		28%		16%		13%
Not at all comfortable	-	675	-	86	-	44	-	18	-	16	-	13	-	24	-	20	-	39	-	38	-	68	-	55	-	2
		12%		19%		24%		10%		18%		14%		25%		22%		22%		21%		30%		6%		2%
Sigma	-	5452	-	461	-	181	-	184	-	90	-	95	-	97	-	92	-	180	-	181	-	228	-	996	-	93
		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%

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

Q1145_6_2. Please think about two/three websites. One has a .com domain extension/, one has a ... 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?

6. Inputting healthcare information, like inputting a list of prescription drugs you use, or your medical history
2. gTLDs

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	4991	**	**	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	3485 70%	-	-	-	97 54%	-	136 74%	-	58 64%	-	69 73%	-	53 55%	-	45 49%	-	93 52%	-	114 63%	-	111 49%	-	770 77%	-	77 83%
Very comfortable	-	1432 29%	-	-	-	38 21%	-	60 33%	-	22 24%	-	27 28%	-	18 19%	-	13 14%	-	30 17%	-	36 20%	-	35 15%	-	289 29%	-	31 33%
Somewhat comfortable	-	2053 41%	-	-	-	59 33%	-	76 41%	-	36 40%	-	42 44%	-	35 36%	-	32 35%	-	63 35%	-	78 43%	-	76 33%	-	481 48%	-	46 49%
BOTTOM 2 BOX (NET)	-	1506 30%	-	-	-	84 46%	-	48 26%	-	32 36%	-	26 27%	-	44 45%	-	47 51%	-	87 48%	-	67 37%	-	117 51%	-	226 23%	-	16 17%
Not very comfortable	-	945 19%	-	-	-	42 23%	-	30 16%	-	19 21%	-	15 16%	-	21 22%	-	29 32%	-	45 25%	-	31 17%	-	58 25%	-	174 17%	-	14 15%
Not at all comfortable	-	561 11%	-	-	-	42 23%	-	18 10%	-	13 14%	-	11 12%	-	23 24%	-	18 20%	-	42 23%	-	36 20%	-	59 26%	-	52 5%	-	2 2%
Sigma	-	4991 100%	-	-	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q1145_6_3. Please think about two/three websites. One has a .com domain extension/, one has a ... 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?

6. Inputting healthcare information, like inputting a list of prescription drugs you use, or your medical history
3. .club or .bank

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	2183	-	111	-	42	-	77	-	34	-	34	-	25	-	28	-	37	-	51	-	30	-	590	-	46
		40%		24%		23%		42%		38%		36%		26%		30%		21%		28%		13%		59%		49%
Very comfortable	-	614	-	28	-	7	-	16	-	9	-	11	-	6	-	6	-	8	-	16	-	9	-	163	-	11
		11%		6%		4%		9%		10%		12%		6%		7%		4%		9%		4%		16%		12%
Somewhat comfortable	-	1569	-	83	-	35	-	61	-	25	-	23	-	19	-	22	-	29	-	35	-	21	-	427	-	35
		29%		18%		19%		33%		28%		24%		20%		24%		16%		19%		9%		43%		38%
BOTTOM 2 BOX (NET)	-	3269	-	350	-	139	-	107	-	56	-	61	-	72	-	64	-	143	-	130	-	198	-	406	-	47
		60%		76%		77%		58%		62%		64%		74%		70%		79%		72%		87%		41%		51%
Not very comfortable	-	1839	-	157	-	60	-	62	-	34	-	36	-	37	-	32	-	60	-	64	-	75	-	315	-	34
		34%		34%		33%		34%		38%		38%		38%		35%		33%		35%		33%		32%		37%
Not at all comfortable	-	1430	-	193	-	79	-	45	-	22	-	25	-	35	-	32	-	83	-	66	-	123	-	91	-	13
		26%		42%		44%		24%		24%		26%		36%		35%		46%		36%		54%		9%		14%
Sigma	-	5452	-	461	-	181	-	184	-	90	-	95	-	97	-	92	-	180	-	181	-	228	-	996	-	93
		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%

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

Q1100a. How would you describe your familiarity with each of the following abusive internet behaviors?
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
Spamming - The use of electronic messaging systems to send unsolicited messages.	-	3156 PTV	-	300 BJPTV	-	106 PTV	-	108 PTV	-	45 50%	-	54 57% PV	-	67 69% BJPTV	-	38 41%	-	113 63% JPTV	-	83 46%	-	98 43%	-	598 60% PTV	-	62 67% JPTV
Malware - Short for "malicious software", used to disrupt computer operations, gather sensitive information or gain access to private computer systems.	-	2634 FPTV	-	246 BFPTV	-	70 39%	-	92 50% FPV	-	46 51% P	-	45 47% P	-	45 46% P	-	25 27%	-	84 47% P	-	73 40% P	-	89 39% P	-	493 49% FPTV	-	42 45% P
Phishing - The attempt to acquire sensitive information such as usernames, passwords, and credit card details by masquerading as a trustworthy entity in electronic communication.	-	2359 43% HNP	-	228 49% BHNPTVZ	-	79 44% P	-	62 34% P	-	40 44% P	-	44 46% HNP	-	31 32%	-	19 21%	-	98 54% BFHNPVTXZ	-	67 37% P	-	88 39% P	-	445 45% HNP	-	32 34% P
Stolen credentials - When hackers steal personal information stored online such as usernames, passwords, social security numbers, credit cards numbers, etc.	-	2248 41% HNPV	-	225 49% BFHNPVTX	-	66 36% P	-	60 33% P	-	36 40% P	-	38 40% P	-	27 28%	-	18 20%	-	73 41% NP	-	70 39% P	-	75 33% P	-	384 39% NP	-	40 43% NP
Cyber squatting - Registering or using a domain name with bad faith intent to profit from the goodwill of a trademark belonging to someone else.	-	1454 27% DFHPRV	-	102 22% F	-	27 15%	-	34 18%	-	20 22%	-	31 33% DFHPRV	-	23 24%	-	16 17%	-	33 18%	-	44 24% FV	-	36 16%	-	360 36% BDFHNPRTV	-	30 32% DFHPRV

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

Q1100a. How would you describe your familiarity with each of the following abusive internet behaviors?
SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
Cyber squatting - Registering or using a domain name with bad faith intent to profit from the goodwill of a trademark belonging to someone else.	-	2359 43% XZ	-	236 51% BLNXZ	-	91 50% XZ	-	96 52% BLNXZ	-	51 57% BLNXZ	-	36 38% X	-	38 39% X	-	45 49% XZ	-	101 56% BLNXZ	-	106 59% BLNXZ	-	153 67% BDFHLNPRXZ	-	226 23%	-	25 27%
Phishing - The attempt to acquire sensitive information such as usernames, passwords, and credit card details by masquerading as a trustworthy entity in electronic communication.	-	1283 24% DRX	-	87 19%	-	39 22% R	-	61 33% BDFJRVX	-	17 19%	-	21 22% R	-	25 26% RX	-	36 39% BDFJLRVX	-	23 13%	-	63 35% BDFJLRVX	-	52 23% RX	-	159 16%	-	28 30% DRX
Stolen credentials - When hackers steal personal information stored online such as usernames, passwords, social security numbers, credit cards numbers, etc.	-	1243 23% DRZ	-	68 15%	-	36 20%	-	61 33% BDFJRVXZ	-	13 14%	-	23 24% DZ	-	26 27% DJRZ	-	30 33% BDFJRXZ	-	30 17%	-	64 35% BDFJRVXZ	-	54 24% DZ	-	210 21% DZ	-	11 12%
Malware - Short for "malicious software", used to disrupt computer operations, gather sensitive information or gain access to private computer systems.	-	1067 20% DX	-	71 15%	-	35 19%	-	36 20%	-	16 18%	-	20 21%	-	16 16%	-	18 20%	-	29 16%	-	59 33% BDFJLNRVXZ	-	51 22% DX	-	156 16%	-	18 19%
Spamming - The use of electronic messaging systems to send unsolicited messages.	-	817 15% DNRX	-	50 11%	-	22 12%	-	24 13%	-	16 18% NRX	-	16 17% NRX	-	7 7%	-	16 17% NRX	-	15 8%	-	60 33% BDFJLNRVXZ	-	52 23% BDFHNRXZ	-	99 10%	-	9 10%

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

Q1100a_1. How would you describe your familiarity with each of the following abusive internet behaviors?

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

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US (18+)	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	2359	-	228	-	79	-	62	-	40	-	44	-	31	-	19	-	98	-	67	-	88	-	445	-	32
	-	43%	-	49%	-	44%	-	34%	-	44%	-	46%	-	32%	-	21%	-	54%	-	37%	-	39%	-	45%	-	34%
		HNP		BHNPTVZ		P		P		P		HNP						BHNPVTXZ		P		P		HNP		P
Extremely familiar	-	867	-	96	-	23	-	19	-	19	-	22	-	9	-	4	-	36	-	28	-	26	-	131	-	8
	-	16%	-	21%	-	13%	-	10%	-	21%	-	23%	-	9%	-	4%	-	20%	-	15%	-	11%	-	13%	-	9%
	-	HPX		BHNPVTXZ		P				HNPVTXZ		FHNPVTXZ						HNPVTXZ		P				P		
Very familiar	-	1492	-	132	-	56	-	43	-	21	-	22	-	22	-	15	-	62	-	39	-	62	-	314	-	24
	-	27%	-	29%	-	31%	-	23%	-	23%	-	23%	-	23%	-	16%	-	34%	-	22%	-	27%	-	32%	-	26%
	-	P		P		PT												BHNPVTXZ					P		BHPT	
Somewhat familiar	-	1810	-	146	-	63	-	61	-	33	-	30	-	41	-	37	-	59	-	51	-	88	-	392	-	33
	-	33%	-	32%	-	35%	-	33%	-	37%	-	32%	-	42%	-	40%	-	33%	-	28%	-	39%	-	39%	-	35%
	-	DT		T										DT		T						T		BDT		
BOTTOM 2 BOX (NET)	-	1283	-	87	-	39	-	61	-	17	-	21	-	25	-	36	-	23	-	63	-	52	-	159	-	28
	-	24%	-	19%	-	22%	-	33%	-	19%	-	22%	-	26%	-	39%	-	13%	-	35%	-	23%	-	16%	-	30%
	-	DRX		R		R		BDFJRVX		R		R		RX		BDFJRVX				BDFJRVX		RX				DRX
Just know the name	-	908	-	58	-	26	-	47	-	13	-	17	-	21	-	25	-	19	-	48	-	38	-	149	-	22
	-	17%	-	13%	-	14%	-	26%	-	14%	-	18%	-	22%	-	27%	-	11%	-	27%	-	17%	-	15%	-	24%
	-	DR						BDFJRVX						DR		BDFJRVX				BDFJRVX						DRX
Never heard of	-	375	-	29	-	13	-	14	-	4	-	4	-	4	-	11	-	4	-	15	-	14	-	10	-	6
	-	7%	-	6%	-	7%	-	8%	-	4%	-	4%	-	4%	-	12%	-	2%	-	8%	-	6%	-	1%	-	6%
	-	RX		RX		RX		RX		X		X		X		NRX				RX		X				X
Sigma	-	5452	-	461	-	181	-	184	-	90	-	95	-	97	-	92	-	180	-	181	-	228	-	996	-	93
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

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

Q1100a_2. How would you describe your familiarity with each of the following abusive internet behaviors?
2. Spamming - The use of electronic messaging systems to send unsolicited messages.

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US (18+)	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	3156	-	300	-	106	-	108	-	45	-	54	-	67	-	38	-	113	-	83	-	98	-	598	-	62
	-	58%	-	65%	-	59%	-	59%	-	50%	-	57%	-	69%	-	41%	-	63%	-	46%	-	43%	-	60%	-	67%
Extremely familiar	-	1328	-	139	-	39	-	43	-	20	-	23	-	24	-	10	-	52	-	29	-	33	-	227	-	28
	-	24%	-	30%	-	22%	-	23%	-	22%	-	24%	-	25%	-	11%	-	29%	-	16%	-	14%	-	23%	-	30%
Very familiar	-	1828	-	161	-	67	-	65	-	25	-	31	-	43	-	28	-	61	-	54	-	65	-	371	-	34
	-	34%	-	35%	-	37%	-	35%	-	28%	-	33%	-	44%	-	30%	-	34%	-	30%	-	29%	-	37%	-	37%
Somewhat familiar	-	1479	-	111	-	53	-	52	-	29	-	25	-	23	-	38	-	52	-	38	-	78	-	299	-	22
	-	27%	-	24%	-	29%	-	28%	-	32%	-	26%	-	24%	-	41%	-	29%	-	21%	-	34%	-	30%	-	24%
BOTTOM 2 BOX (NET)	-	817	-	50	-	22	-	24	-	16	-	16	-	7	-	16	-	15	-	60	-	52	-	99	-	9
	-	15%	-	11%	-	12%	-	13%	-	18%	-	17%	-	7%	-	17%	-	8%	-	33%	-	23%	-	10%	-	10%
Just know the name	-	554	-	37	-	14	-	18	-	9	-	9	-	7	-	11	-	14	-	34	-	35	-	91	-	6
	-	10%	-	8%	-	8%	-	10%	-	10%	-	9%	-	7%	-	12%	-	8%	-	19%	-	15%	-	9%	-	6%
Never heard of	-	263	-	13	-	8	-	6	-	7	-	7	-	-	-	5	-	1	-	26	-	17	-	8	-	3
	-	5%	-	3%	-	4%	-	3%	-	8%	-	7%	-	-	-	5%	-	1%	-	14%	-	7%	-	1%	-	3%
Sigma	-	5452	-	461	-	181	-	184	-	90	-	95	-	97	-	92	-	180	-	181	-	228	-	996	-	93
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

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

Q1100a_3. How would you describe your familiarity with each of the following abusive internet behaviors?

3. Cyber squatting - Registering or using a domain name with bad faith intent to profit from the goodwill of a trademark belonging to someone else.

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US (18+)	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	1454	-	102	-	27	-	34	-	20	-	31	-	23	-	16	-	33	-	44	-	36	-	360	-	30
		27%		22%		15%		18%		22%		33%		24%		17%		18%		24%		16%		36%		32%
Extremely familiar	-	487	-	44	-	7	-	9	-	7	-	15	-	7	-	4	-	11	-	13	-	7	-	94	-	10
		9%		10%		4%		5%		8%		16%		7%		4%		6%		7%		3%		9%		11%
Very familiar	-	967	-	58	-	20	-	25	-	13	-	16	-	16	-	12	-	22	-	31	-	29	-	266	-	20
		18%		13%		11%		14%		14%		17%		16%		13%		12%		17%		13%		27%		22%
Somewhat familiar	-	1639	-	123	-	63	-	54	-	19	-	28	-	36	-	31	-	46	-	31	-	39	-	410	-	38
		30%		27%		35%		29%		21%		29%		37%		34%		26%		17%		17%		41%		41%
BOTTOM 2 BOX (NET)	-	2359	-	236	-	91	-	96	-	51	-	36	-	38	-	45	-	101	-	106	-	153	-	226	-	25
		43%		51%		50%		52%		57%		38%		39%		49%		56%		59%		67%		23%		27%
Just know the name	-	1079	-	78	-	26	-	47	-	21	-	20	-	27	-	23	-	33	-	50	-	63	-	189	-	18
		20%		17%		14%		26%		23%		21%		28%		25%		18%		28%		28%		19%		19%
Never heard of	-	1280	-	158	-	65	-	49	-	30	-	16	-	11	-	22	-	68	-	56	-	90	-	37	-	7
		23%		34%		36%		27%		33%		17%		11%		24%		38%		31%		39%		4%		8%
Sigma	-	5452	-	461	-	181	-	184	-	90	-	95	-	97	-	92	-	180	-	181	-	228	-	996	-	93
		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%

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

Q1100a_4. How would you describe your familiarity with each of the following abusive internet behaviors?

4. Stolen credentials - When hackers steal personal information stored online such as usernames, passwords, social security numbers, credit cards numbers, etc.

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US (18+)	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China (18+)	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	2248 41%	-	225 49%	-	66 36%	-	60 33%	-	36 40%	-	38 40%	-	27 28%	-	18 20%	-	73 41%	-	70 39%	-	75 33%	-	384 39%	-	40 43%
Extremely familiar	-	809 15%	-	90 20%	-	20 11%	-	19 10%	-	15 17%	-	21 22%	-	7 7%	-	2 2%	-	25 14%	-	21 12%	-	18 8%	-	108 11%	-	14 15%
Very familiar	-	1439 26%	-	135 29%	-	46 25%	-	41 22%	-	21 23%	-	17 18%	-	20 21%	-	16 17%	-	48 27%	-	49 27%	-	57 25%	-	276 28%	-	26 28%
Somewhat familiar	-	1961 36%	-	168 36%	-	79 44%	-	63 34%	-	41 46%	-	34 36%	-	44 45%	-	44 48%	-	77 43%	-	47 26%	-	99 43%	-	402 40%	-	42 45%
BOTTOM 2 BOX (NET)	-	1243 23%	-	68 15%	-	36 20%	-	61 33%	-	13 14%	-	23 24%	-	26 27%	-	30 33%	-	30 17%	-	64 35%	-	54 24%	-	210 21%	-	11 12%
Just know the name	-	953 17%	-	44 10%	-	28 15%	-	49 27%	-	9 10%	-	18 19%	-	23 24%	-	21 23%	-	24 13%	-	52 29%	-	41 18%	-	190 19%	-	8 9%
Never heard of	-	290 5%	-	24 5%	-	8 4%	-	12 7%	-	4 4%	-	5 5%	-	3 3%	-	9 10%	-	6 3%	-	12 7%	-	13 6%	-	20 2%	-	3 3%
Sigma	-	5452 100%	-	461 100%	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

Q1100a_5. How would you describe your familiarity with each of the following abusive internet behaviors?

5. Malware - Short for "malicious software", used to disrupt computer operations, gather sensitive information or gain access to private computer systems.

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US (18+)	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
TOP 2 BOX (NET)	-	2634 48%	-	246 53%	-	70 39%	-	92 50%	-	46 51% P	-	45 47% P	-	45 46% P	-	25 27%	-	84 47% P	-	73 40% P	-	89 39% P	-	493 49% P	-	42 45% P
Extremely familiar	-	995 18% FNPVX	-	104 23% BFNRPVX	-	22 12%	-	32 17% P	-	17 19% P	-	24 25% FNPTVX	-	9 9%	-	6 7%	-	28 16% P	-	26 14%	-	25 11%	-	148 15% P	-	16 17% P
Very familiar	-	1639 30% P	-	142 31%	-	48 27%	-	60 33% P	-	29 32%	-	21 22%	-	36 37% LP	-	19 21%	-	56 31%	-	47 26%	-	64 28%	-	345 35% BFLPT	-	26 28%
Somewhat familiar	-	1751 32%	-	144 31%	-	76 42% BDHT	-	56 30%	-	28 31%	-	30 32%	-	36 37%	-	49 53% BDHUNRTVYZ	-	67 37% T	-	49 27%	-	88 39% BT	-	347 35% BT	-	33 35%
BOTTOM 2 BOX (NET)	-	1067 20% DX	-	71 15%	-	35 19%	-	36 20%	-	16 18%	-	20 21%	-	16 16%	-	18 20%	-	29 16%	-	59 33% BDHUNRTVYZ	-	51 22% DX	-	156 16%	-	18 19%
Just know the name	-	727 13%	-	55 12%	-	22 12%	-	29 16%	-	12 13%	-	13 14%	-	13 13%	-	15 16%	-	23 13%	-	45 25% BDHUNRTVYZ	-	33 14%	-	146 15%	-	8 9%
Never heard of	-	340 6% DX	-	16 3% X	-	13 7% DX	-	7 4% X	-	4 4% X	-	7 7% X	-	3 3%	-	3 3%	-	6 3% X	-	14 8% DX	-	18 8% DX	-	10 1% DHNPRX	-	10 11% DHNPRX
Sigma	-	5452 100%	-	461 100%	-	181 100%	-	184 100%	-	90 100%	-	95 100%	-	97 100%	-	92 100%	-	180 100%	-	181 100%	-	228 100%	-	996 100%	-	93 100%

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

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

8 Jun 2016
Table 301

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	5768	5014	471	426	190	166	218	170	95*	83*	94*	85*	94*	91*	103	82*	204	168	174	142	214	200	1068	953	98*	91*
Phishing	2876 63%	2755 66% A	266 62%	247 66%	112 65%	98 69%	96 64%	72 59%	59 69% Y	53 73% H	39 54%	47 64%	43 58%	43 60%	32 60%	35 63%	115 68% KY	116 74% BHNTZ	95 64%	69 58%	158 79%	140 80%	558 64%	617 74%	36 54%	39 60%
Malware	3114 67%	2875 66% T	295 67%	261 67% T	124 73% K	101 69% T	132 72% H	87 59%	62 73% HPT	56 76% HPT	41 59%	49 65%	50 62%	54 67%	56 65%	43 58%	113 68%	109 72% HPT	97 65%	69 57%	142 76% ACKMS	129 73% BHPT	598 70% A	598 71% BHPT	49 66%	46 61%
Stolen credentials	2691 65%	2750 65% T	258 65%	260 66% T	117 75% FACKWY	93 64%	91 67%	77 63%	54 68%	57 74% PT	42 60%	43 60%	40 63%	43 61%	40 67%	36 58%	109 70% BHLNPTZ	111 74% BHLNPTZ	89 65%	65 56%	139 76% ACKMSWY	134 77% BDFHLNPTXZ	459 65%	533 68% T	44 57%	49 60%
Spamming	3035 63% O	2976 64% P	281 63% O	284 69% BPTZ	132 73% ACMOWY	101 64% P	125 68% O	98 61%	60 68% O	59 80% BFLNPTXZ	48 63%	48 61%	49 56%	58 64% P	46 50%	37 49%	126 70% AMO	119 72% BHPTZ	91 66% O	71 59%	152 78% ACGKMSWY	127 72% BHPTZ	564 65% O	612 68% BPTZ	47 57%	47 56%
Cyber squatting	1575 64% K	1929 62%	107 61% K	132 59%	54 64% K	62 69% HACKW	65 76%	53 60%	22 85%	27 69%	17 43%	35 59%	25 61%	37 63%	20 65%	28 60%	47 70% K	55 70%	48 70% K	50 67%	33 73% K	49 65%	387 64% K	496 64%	38 64% K	39 57%

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

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

8 Jun 2016
Table 302

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	5768	5014	471	426	190	166	218	170	95*	83*	94*	85*	94*	91*	103	82*	204	168	174	142	214	200	1068	953	98*	91*
Spamming	2774	2386	288	260	120	88	91	73	37	24	38	41	39	42	55	41	112	101	69	60	74	63	533	525	50	45
	57% BGIMU	51% JV	65% AGIKMSU	63% BHJNTV	67% FAGIKMSU	55% JV	49% U	46% IMU	42% JV	32% GIMSU	50% BHJNV	52% U	45% JV	47% IMU	60% JV	54% GIMSU	62% BHJNV	61% U	50% JV	50% JV	38% AGIMSU	36% BHJNV	61% BHJNV	59% IMU	61% IMU	54% JV
Stolen credentials	2411	2165	274	263	110	88	79	57	40	32	34	32	29	32	33	33	92	96	86	69	90	67	432	441	46	39
	59% BMU	51% V	70% AGIKMOQUW	67% BHJLNPVX	71% AGIKMOQUW	61% BHJLNV	58% U	46% IMU	51% JV	42% GIMSU	49% BHJNV	44% JV	46% JV	45% IMU	55% JV	53% V	59% BHJLNVZ	64% MU	63% JV	59% JV	49% V	39% XKMU	62% BHJV	56% BHJV	60% IMU	48% JV
Phishing	2630	2129	293	254	124	80	89	54	36	28	32	31	36	38	34	22	104	97	83	69	87	66	547	463	41	37
	58% BIKU	51% JV	69% AGIKMSUW	68% BHJLNPVX	73% FAGIKMSUW	56% HJLPV	59% HIKU	44% IMU	42% JV	38% GIMSU	44% BHJNV	42% JV	49% JV	53% PIKU	64% V	39% IKU	62% BHJLPV	62% IU	56% HJLPV	58% HJLPV	44% XAIKMU	38% BHJLPV	62% BHJLPV	55% IU	61% IU	57% JV
Malware	2586	2174	289	242	117	87	102	63	36	30	39	38	40	37	44	35	95	92	84	67	100	73	496	471	39	38
	55% BI	50% V	66% AGIKMSUWY	62% BHJLNPVX	69% AGIKMSUWY	60% BHJNV	56% HI	43% IMU	42% JV	41% GIMSU	57% BHJNV	51% JV	49% JV	46% IMU	51% JV	47% I	57% BHJNV	61% I	56% I	55% HV	54% V	41% XAIKMU	58% I	56% BHJV	53% IMU	51% JV
Cyber squatting	1410	1473	124	140	60	53	41	29	15	17	20	25	21	27	20	13	39	47	45	37	22	27	398	433	27	28
	57% B	48% HPV	70% AGKMUY	62% BHJLNPVZ	71% AGKMUY	59% BHPVZ	48% H	33% IMU	58% JV	44% GIMSU	50% BHJNV	42% JV	51% JV	46% IMU	65% P	28% I	58% BHLPVZ	59% I	65% GY	49% HP	49% HP	36% XAGUY	65% BHLVZ	56% BHLVZ	46% IMU	41% JV

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

Q1105_1. What do you think are the source(s) for each type of abusive Internet behavior?

1. Phishing

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	4558	4169	426	374	171	142	150	123	85*	73*	72*	74*	74*	72*	53*	56*	168	157	148	118	199	176	878	837	67*	65*
ORGANIZED GROUPS (NET)	2876 63%	2755 66% A	266 62%	247 66%	112 65%	98 69%	96 64%	72 59%	59 69% Y	53 73% H	39 54%	47 64%	43 58%	43 60%	32 60%	35 63%	115 68% KY	116 74% BHNTZ	95 64%	69 58%	158 79% ACEGKMOSUWY	140 80% BDFHLNPTZ	558 64% WBDHNTZ	617 74%	36 54%	39 60%
Organized groups from within my country	2185 48% A	2091 50% AY	227 53% AY	202 54%	90 53%	77 54%	69 46%	63 51%	45 53%	38 52%	35 49%	37 50%	34 46%	35 49%	28 53%	25 45%	82 49% QBDHLNPTZ	100 64%	65 44%	53 45%	115 45% AGSY	108 61% BPT	485 55% AGSY	515 62% WBDHNTZ	27 40%	31 48%
Organized groups from outside my country	2370 52% BKW	2009 48% HX	246 58% AKWY	202 54% BHXZ	108 63% AGKOWY	86 61% BHLNPTXZ	76 51% HK	43 35%	50 59% KWY	38 52% H	23 32%	31 42%	41 55% K	33 46%	24 45%	23 41% AGKOWY	108 64% BDHLNPTXZ	110 70% KWY	87 59% KWKY	56 47% VACEGKMOSUWY	147 74% BDHLNPTXZ	112 64% BDHLNPTXZ	396 45% K	373 45% H	28 42%	25 38%
INDIVIDUALS (NET)	2630 58% BIKU	2129 51% JV	293 69% AGIKMSUW	254 68% BFHLNPTVX	124 73% FAGIKMSUW	80 56% HJLPV	89 59% HIKU	54 44%	36 42%	28 38%	32 44%	31 42%	36 49%	38 53% V	34 64% PIKU	22 39%	104 62% IKU	97 62% BHJLPV	83 56% IU	69 58% HJLPV	87 44%	66 38% XAIKMU	547 62% BHJLPV	463 55% IU	41 61% IU	37 57% JV
Individuals from outside my country	2160 47% BIK	1738 42% HLV	272 64% AGIKMSUWY	227 61% BFHLNPTVX	113 66% FAGIKMSUWY	72 51% BHJLPV	67 45% H	38 31%	30 35%	25 34%	25 35%	19 26%	33 45%	33 46% HL	31 58% PIKUY	17 30% AGIKMSUWY	98 58% BHJLPVXZ	94 60% IKY	78 53% BHJLPVZ	84 42% V	60 34% BDHLNPTXZ	429 49% IK	377 45% BHJLPV	25 37% IK	24 37% BHJLPV	
Individuals from my country	2026 44% B	1539 37% JV	253 59% AGIKMSUWY	203 54% BFHLNPTVX	99 58% FAGIKMSUWY	63 44% HJV	68 45% H	37 30%	31 36% J	14 19%	26 36%	26 35% J	30 41% J	29 40% J	23 43% J	18 32% AGIKMSUWY	76 45% BFHLNPTVX	88 56% IKY	59 40% BHJLPVZ	44 37% J	76 38% V	49 28% BDHLNPTXZ	410 47% XU	329 39% HJV	31 46% HJV	28 43% JV
Don't know	770 17% G	641 15% X	90 21% AGUW	62 17% X	27 16% G	29 20% X	20 7% GX	17 16% GX	8 20% G	18 25% GUW	12 16% X	22 30% NAEGOOUWY	9 13%	7 13%	11 20% X	26 15% G	30 19% X	34 23% AGUW	28 24% BJVX	27 14% G	22 13% G	138 16% XG	72 9% XG	10 15%	8 12%	
Sigma	9511 209%	8018 192%	1088 255%	896 240%	437 256%	327 230%	290 193%	201 163%	173 204%	123 168%	127 176%	125 169%	160 216%	139 193%	113 213%	94 168%	390 232%	422 269%	323 218%	243 206%	449 226%	351 199%	1858 212%	1666 199%	121 181%	116 178%

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

Q1105_2. What do you think are the source(s) for each type of abusive Internet behavior?

2. Spamming

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	4853	4635	444	411	180	159	184	160	88*	74*	76*	79*	87*	90*	92*	76*	181	165	137	121	194	176	872	897	82*	84*
ORGANIZED GROUPS (NET)	3035 63% O	2976 64% P	281 63% O	284 69% BPTZ	132 73% ACMOWY	101 64% P	125 68% O	98 61%	60 68% O	59 80% BFHLNPTXZ	48 63%	48 61%	49 56%	58 64% P	46 50%	37 49%	126 70% AMO	119 72% BHPTZ	91 66% O	71 59% ACGKMOSWY	152 78% ACGKMOSWY	127 72% BHPTZ	564 65% O	612 68% O	47 57%	47 56% BPTZ
Organized groups from within my country	2452 51%	2265 49%	253 57% AO	243 59% BFHPT	111 62% FAGMOY	78 49%	91 49%	71 44%	49 56%	47 64% BFHPTZ	44 58%	40 51%	41 47%	47 52%	41 45%	33 43%	101 56% BFHPTZ	104 63% BFHPTZ	77 56% ACGIMOOSWY	57 47% ACGIMOOSWY	132 68% ACGIMOOSWY	104 59% BHPT	515 59% AGMOY	497 55% BHP	39 48%	40 48%
Organized groups from outside my country	2342 48% BKWY	2121 46% PZ	241 54% AKOWY	218 53% BHLPXZ	118 66% FACGKMOSWY	84 53% HLPXZ	94 51% KWY	66 41%	46 52% WY	38 51% PZ	28 37%	29 37%	46 53% KWY	41 46% P	36 39%	23 30%	111 61% AGKOWY	113 68% BOPHLNPTXZ	74 54% KOWY	53 44% VACGKMOSWY	132 68% BHLPTXZ	100 57% BHLPTXZ	344 39% AGMSU	388 43% P	30 37%	29 35%
INDIVIDUALS (NET)	2774 57% BGIMU	2386 51% JV	288 65% AGIKMSU	260 63% BHJNTV	120 67% FAGIKMSU	88 55% JV	91 49% U	73 46%	37 42%	24 32% PZ	38 50%	41 52% JV	39 45%	42 47%	55 60% IMU	41 54% JV	112 62% GIMSU	101 61% BHJNV	69 50% U	60 50% JV	74 38% VACGKMOSWY	63 36% AGMSU	533 61% BHJNV	525 59% IMU	50 61% IMU	45 54% JV
Individuals from outside my country	2237 46% BUY	1844 40% HJV	259 58% AGIKMSU	215 52% BHJVPXZ	111 62% FAGIKMSU	77 48% BHJVP	77 42% H	46 29%	35 40%	21 28% H	29 38%	34 43% H	34 39%	38 42% H	39 42% H	23 30% GIKMSUY	96 53% BFHLNPTXZ	98 59% BFHLNPTXZ	55 40% TGIU	51 42% H	67 35% VACGKMOSWY	55 31% AGMSU	442 51% BHJNV	405 45% HJV	29 35%	32 38%
Individuals from my country	2148 44% BGIU	1772 38% JV	255 57% AGIKMSU	229 56% BFHLNPTXZ	103 57% FAGIKMSU	73 46% BHJTV	66 36%	51 32%	29 33% JV	15 20% PZ	33 43% JV	30 38% JV	34 39% JV	30 33% GIUW	49 53% GIUW	34 45% JV	92 51% GIUW	90 55% BHJLNTVXZ	65 47% TGIU	41 34% J	64 33% VACGKMOSWY	45 26% AGMSU	360 41% U	361 40% HJV	43 52% GIU	33 39% JV
Don't know	774 16% G	691 15% X	96 22% DAEGUWY	66 16% X	24 13% EBVX	35 22% EBVX	18 10%	22 14%	15 17%	9 12% AEGIKUWY	12 16%	12 15%	27 31% AEGIKUWY	17 19% X	17 18% G	13 17% X	29 16% BVX	35 21% BVX	29 21% GW	32 26% BDHJVX	26 13% VACGKMOSWY	21 12% AGMSU	121 14% X	81 9% HJV	9 11%	16 19% X
Sigma	9953 205%	8693 188%	1104 249%	971 236%	467 259%	347 218%	346 188%	256 160%	174 198%	130 176%	146 192%	145 184%	182 209%	173 192%	182 198%	126 166%	429 237%	440 267%	300 219%	234 193%	421 217%	325 185%	1782 204%	1732 193%	150 183%	150 179%

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

Q1105_3. What do you think are the source(s) for each type of abusive Internet behavior?
3. Cyber squatting

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2455	3093	176	225	84*	90*	85*	88*	26**	39*	40*	59*	41*	59*	31*	47*	67*	79*	69*	75*	45*	75*	609	770	59*	68*
ORGANIZED GROUPS (NET)	1575 64% K	1929 62% K	107 61% K	132 59% K	54 64% K	62 69% HACKW	65 76% K	53 60% K	22 85% K	27 69% K	17 43% K	35 59% K	25 61% K	37 63% K	20 65% K	28 60% K	47 70% K	55 70% K	48 70% K	50 67% K	33 73% K	49 65% K	387 64% K	496 64% K	38 64% K	39 57% K
Organized groups from within my country	1237 50% BK	1394 45% K	100 57% K	106 47% K	45 54% K	51 57% B	50 59% HK	38 43% K	18 69% K	23 59% K	13 33% K	25 42% K	22 54% K	27 46% K	16 52% K	21 45% K	37 55% K	44 56% K	42 61% TK	33 44% K	28 62% K	40 53% K	340 56% AK	395 51% B	33 56% K	28 41% K
Organized groups from outside my country	1220 50% BKW	1352 44% X	96 55% KW	111 49% LX	52 62% AKWY	49 54% BLPX	53 62% HAKWY	39 44% K	18 69% K	16 41% K	11 28% K	20 34% K	23 56% K	30 51% K	16 52% K	17 36% AKWY	44 66% BDHJLNPVZ	54 68% AKWY	43 62% LPX	41 55% KW	27 60% K	36 48% K	259 43% K	300 39% K	24 41% K	27 40% K
INDIVIDUALS (NET)	1410 57% B	1473 48% HPV	124 70% AGKMUY	140 62% BHJLNPVZ	60 71% AGKMUY	53 59% BHPVZ	41 48% H	29 33% K	15 58% K	17 44% K	20 50% K	25 42% K	21 51% K	27 46% P	20 65% P	13 28% K	39 58% BHJLNPVZ	47 59% GY	45 65% HP	37 49% HP	22 49% K	27 36% XAGUY	398 65% BHJLNPVZ	433 56% BHJLNPVZ	27 46% K	28 41% K
Individuals from outside my country	1185 48% BK	1222 40% HP	110 63% AGKUY	124 55% BHJLNPVZ	58 69% FAGKODUWY	48 53% BHJLNPVZ	36 42% K	25 28% K	13 50% K	14 36% K	13 33% K	18 31% K	21 51% P	23 39% P	15 48% P	9 19% K	35 52% BHJLNPVZ	45 57% KY	40 58% HP	33 44% HP	19 42% K	24 32% XAGKY	332 55% BHJLNPVZ	353 46% BHJLNPVZ	22 37% K	22 32% K
Individuals from my country	1037 42% BGY	973 31% H	111 63% DAGKMOUWY	112 50% BHJLNPVZ	49 58% AGKWY	42 47% BHJLNPVZ	27 32% H	16 18% K	13 50% K	10 26% K	14 35% K	16 27% K	18 44% K	17 29% K	13 42% K	10 21% K	29 43% BHJLNPVZ	43 54% TGY	37 54% K	23 31% K	22 49% VY	21 28% XGY	276 45% BHPZ	280 36% K	17 29% K	14 21% K
Don't know	386 16% X	543 18% W	35 20% W	46 20% X	12 14% X	15 17% X	9 11% K	20 23% GJX	3 12% K	3 8% AEGW	12 30% K	9 15% K	10 24% G	9 15% K	4 13% K	12 26% JX	10 15% K	18 23% JX	11 16% K	18 24% JX	6 13% K	16 21% X	84 14% K	86 11% K	9 15% K	16 24% JX
Sigma	5065 206%	5484 177%	452 257%	499 222%	216 257%	205 228%	175 208%	138 157%	65 250%	66 169%	63 158%	88 149%	94 229%	106 180%	64 206%	69 147%	155 231%	204 258%	173 251%	148 197%	102 227%	137 183%	1291 212%	1414 184%	105 178%	107 157%

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

Q1105_4. What do you think are the source(s) for each type of abusive Internet behavior?
4. Stolen credentials

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	4116	4209	394	393	155	145	136	123	79*	77*	70*	72*	63*	71*	60*	62*	156	150	137	117	182	174	702	786	77*	82*
ORGANIZED GROUPS (NET)	2691 65%	2750 65% T	258 65%	260 66% T	117 75% FACKWY	93 64%	91 67%	77 63%	54 68%	57 74% PT	42 60%	43 60%	40 63%	43 61%	40 67%	36 58%	109 70%	111 74%	89 65%	65 56%	139 76% ACKMSWY	134 77% BDFHLPNTXZ	459 65%	533 68% T	44 57%	49 60%
Organized groups from within my country	2168 53% B	2082 49% AY	230 58% AY	209 53% FASY	94 61% FASY	69 48%	71 52%	66 54%	41 52%	45 58% Z	38 54%	35 49%	35 56%	31 44%	34 57%	32 52%	83 53%	95 63%	67 49%	54 46%	111 61% ASY	103 59% BFNTZ	402 57% AY	426 54% BZ	33 43%	35 43%
Organized groups from outside my country	2165 53% BKW	1976 47% HX	238 60% AKWY	217 55% BHLPTXZ	113 73% FACKMSWY	85 59% BHLPTXZ	71 52% HK	44 36%	42 53% K	39 51% H	24 34%	26 36%	37 59% K	37 52% H	34 57% PK	23 37%	102 65% AGKWY	110 73% TAKWY	84 61% TAKWY	47 40% ACGKOWY	129 71% BHLPTXZ	110 63% BHLPTXZ	326 46% XKMU	336 43% BHJV	33 43%	31 38%
INDIVIDUALS (NET)	2411 59% BMU	2165 51% V	274 70% AGKMOQUW	263 67% BHLNPVXZ	110 71% AGKMOQUW	88 61% BHJLNV	79 58%	57 46%	40 51%	32 42% H	34 49%	32 44%	29 46%	32 45%	33 55% V	33 53% BHJLNVZ	92 59% BHJLNVZ	96 64% MU	86 63% MU	69 59% JV	90 49% V	67 39% V	432 62% XKMU	441 56% BHJV	46 60%	39 48%
Individuals from outside my country	2020 49% B	1671 40% HL	250 63% AGKMOQUW	224 57% BHLNPVXZ	106 68% FACKMSWY	80 55% BHJLNPVXZ	64 47% H	30 24%	37 47% H	29 38% H	27 39% H	20 28%	29 46% H	27 38% H	26 43% H	20 32% H	82 53% BHJLNPVXZ	92 61% AGKOWY	82 60% BHLPV	57 49% BHLPV	86 47% V	63 36% H	351 50% X	345 44% BHL	31 40%	29 35%
Individuals from my country	1912 46% B	1657 39% JV	248 63% AGKMOQUW	229 58% BHLNPVXZ	100 65% FACKMSWY	67 46% JV	62 46%	48 39%	31 39% J	19 25% J	28 40% J	24 33% J	27 43% J	24 34% J	28 47% J	30 48% JV	75 48% JV	89 59% QBFLNVTXZ	70 51% J	47 40% J	83 46% V	53 30% V	309 44% X	303 39% JV	35 45%	27 33%
Don't know	658 16% G	629 15% X	76 19% G	66 17% X	21 14% G	25 17% X	8 6%	12 10%	16 20% G	10 13% G	14 20% G	11 15% AEGUW	17 27% G	12 17% G	10 17% G	12 19% X	25 16% G	30 20% HX	30 22% G	30 26% BDHJVX	25 14% G	22 13% G	114 16% XG	83 11% XG	12 16% G	12 15%
Sigma	8923 217%	8015 190%	1042 264%	945 240%	434 280%	326 225%	276 203%	200 163%	167 211%	142 184%	131 187%	116 161%	145 230%	131 185%	132 220%	117 189%	367 235%	416 277%	333 243%	235 201%	434 238%	351 202%	1502 214%	1493 190%	144 187%	134 163%

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

Q1105_5. What do you think are the source(s) for each type of abusive Internet behavior?
5. Malware

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	4670	4385	441	390	170	146	183	148	85*	74*	69*	75*	81*	81*	86*	74*	167	151	149	122	186	177	855	840	74*	75*
ORGANIZED GROUPS (NET)	3114 67%	2875 66% T	295 67%	261 67% T	124 73% K	101 69% T	132 72% H	87 59%	62 73%	56 76% HPT	41 59%	49 65%	50 62%	54 67%	56 65%	43 58%	113 68%	109 72% HPT	97 65%	69 57%	142 76% ACKMS	129 73% BHPT	598 70% A	598 71% BHPT	49 66%	46 61%
Organized groups from outside my country	2585 55% BKW	2225 51% T	261 59% KW	221 57% BHPTX	118 69% ACKMOSWY	89 61% BHLPTX	114 62% HKOW	67 45%	50 59% K	43 58% T	29 42%	35 47%	45 56%	45 56%	42 49%	31 42% AKOWY	107 64% BOHLPNTXZ	104 69% TKW	87 58% TKW	53 43%	132 71% VACKMOSWY	104 59% BHPTX	417 49%	408 49%	37 50%	39 52%
Organized groups from within my country	2389 51% B	2026 46% HZ	263 60% DAGQSY	205 53% BHZ	97 57% HZ	76 52% HZ	86 47% H	48 32%	48 56%	42 57% HZ	35 51%	37 49% HZ	42 52%	39 48% H	49 57%	37 50% HZ	84 50% QBDHLPNTZ	97 64% I	73 49%	59 48% AGQSY	115 62% AGQSY	99 56% BHZ	536 63% XAGKQSY	473 56% BHZ	33 45%	25 33%
INDIVIDUALS (NET)	2586 55% BI	2174 50% V	289 66% AGIMOSWY	242 62% BHLNPTVX	117 69% AGIMOSWY	87 60% BHJNV	102 56% HI	63 43%	36 42%	30 41%	39 57%	38 51%	40 49%	37 46%	44 51%	35 47%	95 57% I	92 61% BHJNV	84 56% I	67 55% HV	100 54% V	73 41% VI	496 58% I	471 56% BHJV	39 53%	38 51%
Individuals from outside my country	2236 48% B	1807 41% AGIKOQWY	263 60% AGIKOQWY	217 56% BHLNPTVZ	108 64% AGIMOSWY	78 53% BHJVP	88 48% H	51 34%	32 38%	27 36%	31 45%	31 41%	40 49%	34 42%	37 43%	24 32%	84 50% BHLNPTVZ	91 60% IY	78 52% IY	56 46%	95 51% VI	62 35% VI	426 50% XIY	378 45% BHPV	28 38%	32 43%
Individuals from my country	1984 42% B	1533 35% H	260 59% AGIKOQWY	204 52% BHLNPTVZ	104 61% AGIMOSWY	69 47% BHJVP	68 37% H	33 22%	28 33%	20 27%	31 45%	28 37% H	34 42%	28 35% H	36 42%	26 35% H	76 46% BHLNPTVZ	83 55% I	66 44%	47 39% H	91 49% VGIW	54 31% VI	348 41% XIY	329 39% BHJV	31 42%	21 28%
Don't know	811 17% G	701 16% X	91 21% G	75 19% JVX	26 15% G	24 16% X	12 7%	21 14%	14 16% G	7 9%	14 20% G	9 12% AEGIOUWY	24 30%	15 19% X	14 16% G	16 22% JX	32 19% G	30 20% JX	36 24% AEGUW	33 27% BFHJLVX	26 14% G	22 12% XG	148 17% XG	81 10% XG	11 15% G	13 17% X
Sigma	10005 214%	8292 189%	1138 258%	922 236%	453 266%	336 230%	368 201%	220 149%	172 202%	139 188%	140 203%	140 187%	185 228%	161 199%	178 207%	134 181%	383 229%	405 268%	340 228%	248 203%	459 247%	341 193%	1875 219%	1669 199%	140 189%	130 173%

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

Q1117. How common do you feel each type of abusive Internet behavior is?
SUMMARY TABLE OF TOP 2 BOX

8 Jun 2016
Table 308

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	5768	5014	471	426	190	166	218	170	95*	83*	94*	85*	94*	91*	103	82*	204	168	174	142	214	200	1068	953	98*	91*
Spamming	4504 93% B	4240 91% PT	414 93% BFJLPRTV	392 95% 95%	171 95% 95%	144 91% AKOSUY	178 97% LPTV	152 95% 95%	81 92% 92%	65 88% 88%	69 91% 91%	69 87% 87%	80 92% 92%	82 91% 91%	82 89% 89%	63 83% 83%	170 94% 94%	150 91% 91%	123 90% 90%	100 83% 83%	174 90% 90%	155 88% 88%	832 95% AOSUY	841 94% BLPTV	74 90% 90%	79 94% 94%
Malware	4166 89% OS	3855 88% PT	408 93% AOSU	366 94% BHPTVXZ	155 91% OS	138 95% BHPTVZ	171 93% OSU	129 87% T	80 94% OS	66 89% T	62 90% S	66 88% T	71 88% T	71 88% T	70 81% 81%	58 78% 78%	149 89% S	141 93% BPT	116 78% 78%	85 70% 70%	161 87% S	154 87% T	762 89% OS	753 90% PT	67 91% S	64 85% T
Phishing	3909 86% MOSY	3561 85% NPT	385 90% AGMOSWY	347 93% BHLNPTVXZ	154 90% MOSWY	124 87% NPT	124 83% MO	102 83% T	79 93% GMOSWY	65 89% NPT	62 86% MO	63 85% T	49 66% 66%	52 72% 70%	37 70% 70%	41 73% 73%	152 90% GMOSWY	140 89% NPT	115 78% 78%	81 69% 69%	178 89% MOSWY	151 86% NPT	736 84% MO	742 89% WBNPT	51 76% 76%	54 83% T
Stolen credentials	3320 81% MOSW	3444 82% NPT	343 87% AGIMOSW	357 91% BFJNPTVXZ	137 88% AGIMOSW	120 83% NPT	107 79% MOS	105 85% NPT	59 75% M	63 82% NPT	58 83% MOS	61 85% NPT	36 57% 57%	48 68% 68%	37 62% 62%	36 58% 58%	127 81% MOS	119 79% PT	88 64% 64%	79 68% 68%	150 82% MOSW	147 84% NPT	526 75% MOS	627 80% WNPT	69 90% AGIMOSW	64 78% P
Cyber squatting	1904 78% S	2353 76% PTZ	137 78% 78%	174 77% PTZ	61 73% 73%	71 79% PTZ	75 88% ACEMOSW	74 84% PRTVZ	20 77% 77%	30 77% T	36 90% EMOSU	49 83% PTZ	27 66% 66%	45 76% PT	20 65% 65%	27 57% 57%	51 76% 76%	56 71% T	46 67% 67%	38 51% 51%	31 69% 69%	52 69% T	475 78% S	607 79% BPTZ	45 76% 76%	43 63% 63%

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

Q1117. How common do you feel each type of abusive Internet behavior is?
SUMMARY TABLE OF BOTTOM 2 BOX

8 Jun 2016
Table 309

Base: Familiar With Abusive Internet Behavior

	Country																											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)		
Unweighted Base	5768	5014	471	426	190	166	218	170	95*	83*	94*	85*	94*	91*	103	82*	204	168	174	142	214	200	1068	953	98*	91*		
Cyber squatting	403 16%	483 16% D	21 12%	22 10%	14 17%	13 14%	10 12%	8 9%	3 12%	5 13%	3 8%	4 7%	6 15%	9 15%	7 23%	13 28% BDHLX	12 18%	13 16%	17 25% CGK	24 32% BDFHLRVX	7 16%	13 17%	107 18%	127 16% DL	11 19%	18 26% BDHLX		
Stolen credentials	575 14%	520 12% DV	26 7%	17 4%	11 7%	14 10% D	23 17% CEUY	12 10% D	13 16% CEUY	9 12% D	10 14% CU	6 8%	18 29% ACEKQUY	17 24% BDFHLV	18 30% ACEGKQY	19 31% BDFHLRVX	22 14% CEUY	20 13% D	32 23% ACEQUY	24 21% BDFHLV	11 6%	12 7% ACEUY	137 20% ACEUY	125 16% BDV	4 5%	13 16% YDV		
Phishing	410 9%	364 9% DR	11 3%	5 1%	4 2%	7 5% D	21 14% ACEIUQ	17 14% BDFJRV	2 4%	3 4%	6 8% CEU	7 9% DR	15 20% ACEIKGSU	14 19% BDFJRVX	10 19% ACEIQSU	11 20% BDFJRVX	11 7% CU	5 3%	13 9% CEU	20 17% SBDFJRVX	1 1%	11 6% UD	112 13% XACEIUQ	72 9% DR	12 18% ACEIUQ	9 14% DFJR		
Malware	292 6%	302 7% DFR	6 1%	4 1%	7 4% C	1 1% CI	10 5% DFR	10 7% DFR	-	4 5% IDF	5 7% CI	5 7% DFR	4 5% CI	4 5% DF	10 12% ACEIUQ	11 15% BDFNRVX	13 8% RCIU	2 1%	18 12% ACEGIU	20 16% BDFHLRVX	5 3%	10 6% DFR	71 8% ACIU	65 8% DFR	4 5% CI	7 9% DFR		
Spamming	165 3%	192 4% D	3 1%	2 1%	3 2%	6 4% D	4 2% D	4 3% D	2 2%	5 7% D	5 7% CEU	3 4% D	1 1%	2 2% CEUW	6 7% BDHNRXZ	7 9% BDHNRXZ	5 3% C	4 2% D	4 3% C	4 3% D	2 1%	9 5% UD	23 3% C	31 3% D	5 6% CU	1 1%		

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

Q1117_1. How common do you feel each type of abusive Internet behavior is?

8 Jun 2016
Table 310

1. Phishing

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	4558	4169	426	374	171	142	150	123	85*	73*	72*	74*	74*	72*	53*	56*	168	157	148	118	199	176	878	837	67*	65*
TOP 2 BOX (NET)	3909 86% MOSY	3561 85% NPT	385 90% AGMOSWY	347 93% BHLNPTVXZ	154 90% MOSWY	124 87% NPT	124 83% MO	102 83% T	79 93% GMOSWY	65 89% NPT	62 86% MO	63 85% T	49 66% T	52 72% T	37 70% T	41 73% GMOSWY	152 90% NPT	140 89% NPT	115 78% T	81 69% MOSWY	178 89% NPT	151 86% NPT	736 84% MO	742 89% WBNPT	51 76% T	54 83% T
Very common	2222 49% MOSWY	2147 51% ANPTX	298 70% AGMOSWY	253 68% BHLNPTXZ	118 69% AGMOSWY	87 61% BHNPTXZ	63 42% MOS	58 47% NP	46 54% MOSWY	38 52% NPT	36 50% MOSW	38 51% NPT	20 27% T	21 29% T	11 21% T	15 27% AGMOSWY	97 58% BHNPTXZ	100 64% BHNPTXZ	44 30% T	41 35% AGMOSWY	144 72% BHLNPTXZ	114 65% O	313 36% WNPT	374 45% WNPT	24 36% T	26 40% T
Somewhat common	1687 37% BCEU	1414 34% DFRV	87 20% T	94 25% T	36 21% T	37 26% CEU	61 41% CEU	44 36% DV	33 39% CEU	27 37% DV	26 36% CEU	25 34% V	29 39% CEU	31 43% DFRV	26 49% CEQU	26 46% BDFRV	55 33% CEU	40 25% TACEQU	71 48% T	40 34% V	34 17% T	37 21% ACEQU	423 48% BDFRTV	368 44% BDFRTV	27 40% CEU	28 43% DFRV
BOTTOM 2 BOX (NET)	410 9% CEIU	364 9% DR	11 3% T	5 1% T	4 2% T	7 5% D	21 14% ACEIQU	17 14% BDFJRV	2 4% T	3 4% CEU	6 8% CEU	7 9% DR	15 20% ACEIKGSU	14 19% BDFJRVX	10 19% ACEIQU	11 20% BDFJRVX	11 7% CU	5 3% CEU	13 9% SBDFJRVX	20 17% T	1 1% T	11 6% UD	112 13% XACEIQU	72 9% DR	12 18% ACEIQU	9 14% DFJR
Not very common	346 8% CEU	313 8% DR	11 3% T	5 1% T	4 2% T	6 4% D	19 13% ACEIQU	17 14% BDFJRVX	2 2% T	2 3% U	5 7% U	4 5% D	14 19% ACEIKGSU	14 19% BDFJRVX	8 15% ACEIU	8 14% DFJRV	11 7% CU	4 3% CU	10 7% BDFJRVX	16 14% T	1 1% UD	7 4% XACEIQU	105 12% DR	65 8% ACEIQU	11 16% DR	8 12% DFJRV
Not at all common	64 1% C	51 1% D	-	-	-	1 1% C	2 1% C	-	-	1 1% D	1 1% C	3 4% BDHX	1 1% C	-	2 4% CEQUW	3 5% BDFHNRX	-	1 1% CU	2 3% BDHX	4 3% T	-	4 2% UD	7 1% T	7 1% T	1 1% C	1 2% D
Don't know	239 5% W	244 6% X	30 7% W	22 6% X	13 8% W	11 8% X	5 3% X	4 3% X	4 5% X	5 7% X	4 6% X	4 5% AGQW	10 14% X	6 11% AGQW	6 7% X	4 7% AGQW	5 3% X	12 8% X	20 14% ACGIQW	17 14% BDHXZ	20 10% AGQW	14 8% X	30 3% X	23 3% X	4 6% X	2 3% X
Sigma	4558 100%	4169 100%	426 100%	374 100%	171 100%	142 100%	150 100%	123 100%	85 100%	73 100%	72 100%	74 100%	74 100%	72 100%	53 100%	56 100%	168 100%	157 100%	148 100%	118 100%	199 100%	176 100%	878 100%	837 100%	67 100%	65 100%

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

Q1117_2. How common do you feel each type of abusive Internet behavior is?
2. Spamming

8 Jun 2016
Table 311

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	4853	4635	444	411	180	159	184	160	88*	74*	76*	79*	87*	90*	92*	76*	181	165	137	121	194	176	872	897	82*	84*
TOP 2 BOX (NET)	4504 93% B	4240 91% PT	414 93% BFJLPRTV	392 95% LPTV	171 95% AKOSUY	144 91% LPTV	178 97% LPTV	152 95% LPTV	81 92% LPTV	65 88% LPTV	69 91% LPTV	69 87% LPTV	80 92% LPTV	82 91% LPTV	82 89% LPTV	63 83% LPTV	170 94% LPTV	150 91% LPTV	123 90% LPTV	100 83% LPTV	174 90% LPTV	155 88% LPTV	832 95% AOSUY	841 94% BLPTV	74 90% LPTV	79 94% PT
Very common	3664 75% BO	3328 72% JPT	366 82% AIKOSWY	327 80% BJPTX	150 83% AIKOSWY	128 81% BJPTX	153 83% AIKOSWY	121 76% JPT	61 69% LPTV	45 61% LPTV	55 72% LPTV	56 71% LPTV	72 83% IOSY	68 76% JPT	54 59% LPTV	39 51% LPTV	146 81% IOSY	124 75% JPT	97 71% LPTV	74 61% LPTV	159 82% AIOSY	140 80% BJPTX	660 76% XO	631 70% PT	56 68% LPTV	59 70% P
Somewhat common	840 17% CEMU	912 20% ADSV	48 11% CV	65 16% CV	21 12% LPTV	16 10% LPTV	25 14% LPTV	31 19% FV	20 23% CEMU	20 27% DFRV	14 18% U	13 16% LPTV	8 9% LPTV	14 16% ACEGMSUW	28 30% BDFHLNRV	24 32% LPTV	24 13% LPTV	26 16% V	26 19% CMU	26 21% FV	15 8% LPTV	15 9% LPTV	172 20% ACEMQU	210 23% BDFRV	18 22% CEMU	20 24% FV
BOTTOM 2 BOX (NET)	165 3% C	192 4% D	3 1% LPTV	2 1% LPTV	3 2% LPTV	6 4% D	4 2% LPTV	4 3% D	2 2% LPTV	5 7% CEU	5 7% D	3 4% D	1 1% LPTV	2 2% LPTV	6 7% CEUW	7 9% BDHNRXZ	5 3% C	4 2% D	4 3% C	4 3% D	2 1% LPTV	9 5% UD	23 3% C	31 3% D	5 6% CU	1 1% LPTV
Not very common	120 2% C	144 3% D	3 1% LPTV	2 1% LPTV	2 1% LPTV	5 3% D	4 2% LPTV	4 3% D	1 1% LPTV	4 5% D	4 5% CEU	2 3% LPTV	1 1% LPTV	2 2% LPTV	4 4% C	3 4% D	5 3% C	3 2% LPTV	2 1% LPTV	1 1% LPTV	2 1% LPTV	6 3% D	20 2% C	24 3% D	4 5% CU	1 1% LPTV
Not at all common	45 1% CW	48 1% D	- - LPTV	- - LPTV	1 1% LPTV	1 1% LPTV	- - LPTV	- - LPTV	1 1% C	1 1% D	1 1% C	1 1% D	- - LPTV	- - LPTV	2 2% CGQUW	4 5% BDFHNRXZ	- - LPTV	1 1% LPTV	2 1% C	3 2% DH	- - LPTV	3 2% D	3 1% LPTV	7 1% LPTV	1 1% C	- - LPTV
Don't know	184 4% GW	203 4% X	27 6% AGW	17 4% LPTV	6 3% LPTV	9 6% LPTV	2 1% LPTV	4 3% LPTV	5 6% GW	4 5% LPTV	2 3% LPTV	7 9% HX	6 7% GW	6 7% X	4 4% LPTV	6 8% X	6 3% LPTV	11 7% X	10 7% AGW	17 14% BDFHNRXZ	18 9% AEGQW	12 7% X	17 2% LPTV	25 3% LPTV	3 4% LPTV	4 5% LPTV
Sigma	4853 100%	4635 100%	444 100%	411 100%	180 100%	159 100%	184 100%	160 100%	88 100%	74 100%	76 100%	79 100%	87 100%	90 100%	92 100%	76 100%	181 100%	165 100%	137 100%	121 100%	194 100%	176 100%	872 100%	897 100%	82 100%	84 100%

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

Q1117_3. How common do you feel each type of abusive Internet behavior is?
3. Cyber squatting

8 Jun 2016
Table 312

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2455	3093	176	225	84*	90*	85*	88*	26**	39*	40*	59*	41*	59*	31*	47*	67*	79*	69*	75*	45*	75*	609	770	59*	68*
TOP 2 BOX (NET)	1904 78% S	2353 76% PTZ	137 78%	174 77% PTZ	61 73%	71 79% PTZ	75 88% ACEMOSUW	74 84% PRTVZ	20 77%	30 77% T	36 90% EMOSU	49 83% PTZ	27 66%	45 76% PT	20 65%	27 57%	51 76%	56 71% T	46 67%	38 51%	31 69%	52 69% T	475 78% S	607 79% BPTZ	45 76%	43 63%
Very common	873 36% SW	1047 34% AMOSWY	82 47% NPTXZ	89 40% NPTXZ	30 36% SW	36 40% NPTXZ	31 36% SW	37 42% NPTXZ	10 38%	12 31% MOSWY	19 48% NPTXZ	26 44%	9 22%	14 24%	6 19%	8 17%	25 37% SW	25 32%	13 19%	18 24%	14 31%	31 41% NPTXZ	152 25%	219 28%	16 27%	14 21%
Somewhat common	1031 42% C	1306 42% TV	55 31%	85 38%	31 37%	35 39% C	44 52% C	37 42% T	10 38%	18 46% T	17 43% DTV	23 39%	18 44%	31 53% DTV	14 45%	19 40%	26 39%	31 39%	33 48% TC	20 27%	17 38%	21 28% ACEQU	323 53% ACEQU	388 50% BDFTV	29 49% C	29 43% T
BOTTOM 2 BOX (NET)	403 16% D	483 16% D	21 12%	22 10%	14 17%	13 14%	10 12%	8 9%	3 12%	5 13%	3 8%	4 7%	6 15%	9 15%	7 23%	13 28% BDHLX	12 18%	13 16% CGK	17 25% BDFHJLNRVX	24 32%	7 16%	13 17%	107 18% DL	127 16% DL	11 19% BDHLX	18 26% BDHLX
Not very common	363 15%	424 14%	21 12%	22 10%	13 15%	12 13%	9 11%	7 8%	3 12%	4 10%	3 8%	3 5%	6 15%	9 15%	7 23%	9 19% L	12 18%	10 13% L	13 19% BDHL	18 24%	7 16%	10 13%	104 17% DL	118 15% DL	11 19% BDHLX	17 25% BDHLX
Not at all common	40 2% W	59 2% D	-	-	1 1%	1 1%	1 1%	1 1%	-	1 3% D	-	1 2%	-	-	-	4 9% BDFHJLN	-	3 4% D	4 6% ACQW	6 8% BDFHJLN	-	3 4% DX	3 4% DX	9 1% DL	-	1 1% DL
Don't know	148 6% G	257 8% AX	18 10% AGW	29 13% BX	9 11% GW	6 7%	-	6 7% G	3 12%	4 10%	1 3%	6 10% AGKWY	8 20%	5 8%	4 13% GW	7 15% X	4 6% G	10 13% X	6 9% G	13 17% BFHX	7 16% AGKWY	10 13% X	27 4% G	36 5% G	3 5% G	7 10% X
Sigma	2455 100%	3093 100%	176 100%	225 100%	84 100%	90 100%	85 100%	88 100%	26 100%	39 100%	40 100%	59 100%	41 100%	59 100%	31 100%	47 100%	67 100%	79 100%	69 100%	75 100%	45 100%	75 100%	609 100%	770 100%	59 100%	68 100%

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

Q1117_4. How common do you feel each type of abusive Internet behavior is?
4. Stolen credentials

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	4116	4209	394	393	155	145	136	123	79*	77*	70*	72*	63*	71*	60*	62*	156	150	137	117	182	174	702	786	77*	82*
TOP 2 BOX (NET)	3320	3444	343	357	137	120	107	105	59	63	58	61	36	48	37	36	127	119	88	79	150	147	526	627	69	64
Very common	1734	1827	217	218	80	70	57	63	26	25	35	38	10	15	15	13	77	57	29	28	85	101	215	269	34	33
Somewhat common	1586	1617	126	139	57	50	50	42	33	38	23	23	26	33	22	23	50	62	59	51	65	46	311	358	35	31
BOTTOM 2 BOX (NET)	575	520	26	17	11	14	23	12	13	9	10	6	18	17	18	19	22	20	32	24	11	12	137	125	4	13
Not very common	526	441	25	16	11	13	21	10	13	9	9	3	18	13	17	16	20	18	28	16	9	9	134	114	4	13
Not at all common	49	79	1	1	-	1	2	2	-	-	1	3	-	4	1	3	2	2	4	8	2	3	3	11	-	-
Don't know	221	245	25	19	7	11	6	6	7	5	2	5	9	6	5	7	7	11	17	14	21	15	39	34	4	5
Sigma	4116	4209	394	393	155	145	136	123	79	77	70	72	63	71	60	62	156	150	137	117	182	174	702	786	77	82

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

Q1117_5. How common do you feel each type of abusive Internet behavior is?
5. Malware

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	4670	4385	441	390	170	146	183	148	85*	74*	69*	75*	81*	81*	86*	74*	167	151	149	122	186	177	855	840	74*	75*
TOP 2 BOX (NET)	4166 89% OS	3855 88% PT	408 93% AOSU	366 94% BHPTVXZ	155 91% OS	138 95% BHPTVZ	171 93% OSU	129 87% T	80 94% OS	66 89% T	62 90% S	66 88% T	71 88% T	71 88% T	70 81% T	58 78% T	149 89% S	141 93% BPT	116 78% T	85 70% T	161 87% S	154 87% T	762 89% OS	753 90% PT	67 91% S	64 85% T
Very common	2832 61% OSW	2579 59% PTX	301 68% AOSW	269 69% BJNPRTX	124 73% PTX	91 62% AOSW	128 70% PTX	96 65% PTX	51 60% OS	41 55% PT	48 70% OSW	51 68% PTX	49 60% OS	45 56% PT	34 40% OS	26 35% OS	103 62% OSW	88 58% PT	54 36% PT	42 34% OSW	116 62% OSW	114 64% PTX	420 49% S	437 52% PT	44 59% OS	47 63% PT
Somewhat common	1334 29% CE	1276 29% CE	107 24% CE	97 25% CE	31 18% E	47 32% E	43 23% E	33 22% E	29 34% E	25 34% E	14 20% E	15 20% E	22 27% E	26 32% E	36 42% BDHLVZ	32 43% BDHLVZ	46 28% E	53 35% DHLV	62 42% DHLV	43 35% DHLV	45 24% DHLV	40 23% DHLV	342 40% BDHLVZ	316 38% BDHLVZ	23 31% E	17 23% E
BOTTOM 2 BOX (NET)	292 6% CIU	302 7% DFR	6 1% CIU	4 1% DFR	7 4% C	1 1% C	10 5% CI	10 7% DFR	- - IDFR	4 5% CI	5 7% DFR	5 7% DFR	4 5% CI	4 5% DF	10 12% ACEIU	11 15% BDFNRVX	13 8% RCIU	2 1% ACEGIU	18 12% BDFHJLRVX	20 16% BDFHJLRVX	5 3% DFR	10 6% ACIU	71 8% DFR	65 8% DFR	4 5% CI	7 9% DFR
Not very common	252 5% CI	254 6% DFR	6 1% CI	4 1% DFR	5 3% CI	1 1% DFR	9 5% CI	8 5% DFR	- - IDFR	4 5% CI	4 7% DFR	4 5% DFR	4 5% CI	4 5% DFR	8 9% CEIU	8 11% DFR	12 7% RCIU	1 1% ACEGIU	16 11% BDFNRVX	15 12% BDFNRVX	5 3% DFR	9 5% DFR	68 8% ACEIU	59 7% DFR	4 5% CI	7 9% DFR
Not at all common	40 1% D	48 1% D	- - D	- - D	2 1% C	- - C	1 1% D	2 1% D	- - D	- - D	- - D	1 1% D	- - D	- - D	2 2% CUW	3 4% BDFVX	1 1% RCIU	1 1% C	2 1% BDFVX	5 4% BDFVX	- - C	1 1% D	3 3% D	6 1% D	- - D	- - D
Don't know	212 5% GW	228 5% X	27 6% GW	20 5% X	8 5% G	7 5% G	2 1% GX	9 6% GX	5 6% G	4 5% G	2 3% GX	4 5% GX	6 7% GW	6 7% X	6 7% GW	5 7% X	5 3% GW	8 5% AGQW	15 10% BDFHRX	17 14% ACEGKQW	20 11% ACEGKQW	13 7% X	22 3% X	22 3% X	3 4% X	4 5% X
Sigma	4670 100%	4385 100%	441 100%	390 100%	170 100%	146 100%	183 100%	148 100%	85 100%	74 100%	69 100%	75 100%	81 100%	81 100%	86 100%	74 100%	167 100%	151 100%	149 100%	122 100%	186 100%	177 100%	855 100%	840 100%	74 100%	75 100%

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

Q1121. Have you ever been affected by any of these types of abusive Internet behaviors?

8 Jun 2016
Table 315

SUMMARY TABLE OF YES

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	5768	5014	471	426	190	166	218	170	95*	83*	94*	85*	94*	91*	103	82*	204	168	174	142	214	200	1068	953	98*	91*
Spamming	3527 73% BCQ	3224 70% JLR	266 60% CJ	273 66% CJ	120 67% J	109 69% J	164 89% HACEKQGSU	129 81% BDFJLPRV	65 74% J	36 49% J	56 74% LCQ	46 58% NACEIKQSU	78 90% JLR	69 77% CEQ	103 57% J	82* 68% J	204 57% J	168 59% CEQ	174 79% JR	142 71% CQ	214 73% CQ	200 69% J	1068 87% ACEIKQGSU	953 84% BDFJLPRTV	98* 88% ACEIKQU	91* 76% JLR
Malware	2800 60% BCQSU	2481 57% LRV	223 51% RV	222 57% RV	91 54% RV	85 58% RV	138 75% HACEKQGSU	96 65% BLRV	47 55% BLRV	40 54% BLRV	39 57% CQSU	34 45% CQSU	54 67% RV	49 60% RV	52 60% RV	47 64% LRV	87 52% R	61 40% R	72 48% R	66 54% R	93 50% R	200 43% ACEIKQGSU	1068 70% BDJLRTV	953 66% CQSU	98* 66% CQSU	91* 64% LRV
Phishing	1365 30% GKMU	1311 31% HNV	121 28% GKMU	126 34% HNV	58 34% GKMU	53 37% HNPV	25 15% ACGKMOSU	19 15% ACGKMOSU	38 45% HN	22 30% HN	9 13% KHJNR	21 28% KHJNR	7 9% KHJNR	10 13% KHJNR	14 26% M	12 21% M	55 33% GKMU	66 42% BHLNPNV	41 28% GKM	43 36% HNPV	40 20% M	38 22% N	333 38% ACGKMOSU	385 46% WBDHJLNPV	23 34% GKMU	25 38% HNPV
Stolen credentials	816 20% EGIKMS	857 20% HJNPRV	68 17% M	77 20% HJNR	20 13% M	21 14% HJNR	16 12% HJNR	12 10% HJNR	8 10% HJNR	7 9% HJNR	6 9% KHJNR	16 22% KHJNR	3 5% KHJNR	6 8% KHJNR	9 15% KHJNR	6 10% KHJNR	27 17% M	15 10% M	15 11% M	21 18% M	26 14% M	25 14% N	190 27% ACEIKQGSU	271 34% WBDHJLNPV	24 31% GKMU	24 29% BFHJNPRV
Cyber squatting	442 18% CS	516 17% DRTV	15 9% R	19 8% R	10 12% R	11 12% R	27 32% HACEKQSUW	12 14% R	1 4% R	5 13% R	6 15% DRV	11 19% DRV	3 7% DRV	6 10% R	5 16% R	7 15% R	9 13% R	1 1% R	4 6% R	6 8% R	5 11% R	5 7% CS	109 18% WBDHJLNPV	193 25% WBDHJLNPV	11 19% CS	8 12% R

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

Q1121_1. Have you ever been affected by any of these types of abusive Internet behaviors?

8 Jun 2016
Table 316

1. Phishing

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	4558	4169	426	374	171	142	150	123	85*	73*	72*	74*	74*	72*	53*	56*	168	157	148	118	199	176	878	837	67*	65*
Yes	1365 30% GKMU	1311 31% HNV	121 28% GKMU	126 34% HNV	58 34% GKMU	53 37% HNPV	25 17% GKMU	19 15% ACGKMSU	38 45% HN	22 30% HN	9 13% KH	21 28% KH	7 9% KH	7 10% KH	14 26% M	12 21% GKMU	55 33% GKMU	66 42% BHLNPV	41 28% GKM	43 36% HNPV	40 20% M	38 22% N	333 38% ACGKMSU	385 46% WBDHLLNPV	23 34% GKMU	25 38% HNPV
No	2439 54% WY	2291 55% FX	228 54% WY	190 51% X	94 55% WY	64 45% WY	116 77% ACEIOGSUWY	85 69% BDFLRTXZ	39 46% X	43 59% LACEIOGWY	52 72% X	40 54% ACEIOGSUWY	57 77% BDFJLPRTXZ	55 76% Y	29 55% WY	31 55% WY	92 55% WY	76 48% WY	87 59% WY	59 50% ACIWY	125 63% BDFRTXZ	115 65% BDFRTXZ	369 42% XAEGLQ	366 44% XAEGLQ	23 34% ACEGKMSUW	28 43% X
Not sure	754 17% BG	567 14% X	77 18% EG	58 16% X	19 11% RX	25 18% RX	9 6% RX	19 15% G	8 9% G	8 11% G	11 15% G	13 18% G	10 14% G	10 14% G	10 19% G	13 23% BRX	21 13% G	15 10% G	20 14% G	16 14% G	34 17% G	23 13% XAEGLQ	176 20% XAEGLQ	86 10% XAEGLQ	21 31% ACEGKMSUW	12 18% X
Sigma	4558 100%	4169 100%	426 100%	374 100%	171 100%	142 100%	150 100%	123 100%	85 100%	73 100%	72 100%	74 100%	74 100%	72 100%	53 100%	56 100%	168 100%	157 100%	148 100%	118 100%	199 100%	176 100%	878 100%	837 100%	67 100%	65 100%

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

Q1121_2. Have you ever been affected by any of these types of abusive Internet behaviors?

8 Jun 2016
Table 317

2. Spamming

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	4853	4635	444	411	180	159	184	160	88*	74*	76*	79*	87*	90*	92*	76*	181	165	137	121	194	176	872	897	82*	84*
Yes	3527 73% BCQ	3224 70% JLR	266 60% CJ	273 66% CJ	120 67% J	109 69% J	164 89% HACEIKOOSU	129 81% BDFJLPRV	65 74% J	36 49% LCQ	56 74% LCQ	46 58% NACEIKOSU	78 90% JLR	69 77% JLR	73 79% CEQ	52 68% J	103 57% J	98 59% CEQ	108 79% CEQ	86 71% JR	142 73% CQ	121 69% J	758 87% HACEIKOOSU	755 84% BDFJLPRV	72 88% ACEIKQU	64 76% JLR
No	946 19% GMOVWY	1063 23% AHXZ	132 30% AGMSUWY	100 24% HXZ	46 26% AGMOVWY	38 24% HXZ	16 9% GMOVWY	20 13% BDHFNPVXZ	18 20% GMOVWY	29 39% GMOVWY	15 20% GMWY	23 29% HNXZ	6 7% HNXZ	14 16% HNXZ	9 10% HNXZ	14 18% AGMSUWY	55 30% BDHNPXZ	54 33% GMWY	24 18% GMWY	27 22% HX	37 19% GMOVWY	42 24% HXZ	64 7% W	107 12% W	4 5% W	11 13% W
Not sure	380 8% GW	348 8% X	46 10% AGMSW	38 9% X	14 8% G	12 8% X	4 2% G	11 7% G	5 6% G	9 12% X	5 7% X	10 13% X	3 3% X	7 8% GS	10 11% GS	10 13% X	23 13% AGMSW	13 8% X	5 4% X	8 7% G	15 8% G	13 7% X	50 6% G	35 4% G	6 7% G	9 11% X
Sigma	4853 100%	4635 100%	444 100%	411 100%	180 100%	159 100%	184 100%	160 100%	88 100%	74 100%	76 100%	79 100%	87 100%	90 100%	92 100%	76 100%	181 100%	165 100%	137 100%	121 100%	194 100%	176 100%	872 100%	897 100%	82 100%	84 100%

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

Q1121_3. Have you ever been affected by any of these types of abusive Internet behaviors?
3. Cyber squatting

8 Jun 2016
Table 318

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	2455	3093	176	225	84*	90*	85*	88*	26**	39*	40*	59*	41*	59*	31*	47*	67*	79*	69*	75*	45*	75*	609	770	59*	68*
Yes	442 18% CS	516 17% DRTV	15 9%	19 8% R	10 12%	11 12% R	27 32% HACEMGSUW	12 14% R	1 4%	5 13% R	6 15%	11 19% DRV	3 7%	6 10% R	5 16%	7 15% R	9 13% R	1 1%	4 6%	6 8% R	5 11%	5 7%	109 18% CS	193 25% WBDFHRTVZ	11 19% CS	8 12% R
No	1617 66% Y	2071 67% X	134 76% AWY	163 72% X	62 74% Y	63 70%	55 65%	60 68%	19 73%	29 74% LY	32 80% LY	35 59%	30 73% Y	44 75%	20 65%	29 62%	50 75% Y	64 81% BLPXZ	57 83% AGWY	53 71%	34 76% Y	57 76% LX	413 68% XY	482 63%	31 53%	44 65%
Not sure	396 16% G	506 16% X	27 15% G	43 19% X	12 14% G	16 18%	3 4%	16 18% G	6 23%	5 13%	2 5%	13 22% KX	8 20% G	9 15%	6 19% G	11 23% X	8 12% G	14 18%	8 12%	16 21% X	6 13% G	13 17%	87 14% G	95 12% ACEGKQSW	17 29% X	16 24% X
Sigma	2455 100%	3093 100%	176 100%	225 100%	84 100%	90 100%	85 100%	88 100%	26 100%	39 100%	40 100%	59 100%	41 100%	59 100%	31 100%	47 100%	67 100%	79 100%	69 100%	75 100%	45 100%	75 100%	609 100%	770 100%	59 100%	68 100%

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

Q1121_4. Have you ever been affected by any of these types of abusive Internet behaviors?

4. Stolen credentials

Base: Familiar With Abusive Internet Behavior

Country

	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	4116	4209	394	393	155	145	136	123	79*	77*	70*	72*	63*	71*	60*	62*	156	150	137	117	182	174	702	786	77*	82*
Yes	816 20%	857 20%	68 17%	77 20%	20 13%	21 14%	16 12%	12 10%	8 10%	7 9%	6 9%	16 22%	3 5%	6 8%	9 15%	6 10%	27 17%	15 10%	15 11%	21 18%	26 14%	25 14%	190 27%	271 34%	24 31%	24 29%
No	2650 64%	2761 66%	274 70%	266 68%	121 78%	107 74%	115 85%	101 82%	59 75%	61 79%	54 77%	41 57%	51 81%	54 76%	37 62%	45 73%	112 72%	116 77%	109 80%	86 74%	128 70%	122 70%	371 53%	407 52%	29 38%	34 41%
Not sure	650 16%	591 14%	52 13%	50 13%	14 9%	17 12%	5 4%	10 8%	12 15%	9 12%	10 14%	15 21%	9 14%	11 15%	14 23%	11 18%	17 11%	19 13%	13 9%	10 9%	28 15%	27 16%	141 20%	108 14%	24 31%	24 29%
Sigma	4116 100%	4209 100%	394 100%	393 100%	155 100%	145 100%	136 100%	123 100%	79 100%	77 100%	70 100%	72 100%	63 100%	71 100%	60 100%	62 100%	156 100%	150 100%	137 100%	117 100%	182 100%	174 100%	702 100%	786 100%	77 100%	82 100%

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

Q1121_5. Have you ever been affected by any of these types of abusive Internet behaviors?

8 Jun 2016
Table 320

5. Malware

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	4670	4385	441	390	170	146	183	148	85*	74*	69*	75*	81*	81*	86*	74*	167	151	149	122	186	177	855	840	74*	75*
Yes	2800 60% BCQSU	2481 57% LRV	223 51%	222 57% RV	91 54%	85 58% RV	138 75% HACEIKOOSU	96 65% BLRV	47 55%	40 54%	39 57%	34 45%	54 67% CQSU	49 60% RV	52 60%	47 64% LRV	87 52% R	61 40%	72 48%	66 54% R	93 50%	76 43%	600 70% ACEIKOSU	556 66% BDJLRTV	49 66% CQSU	48 64% LRV
No	1279 27% GWY	1413 32% AHPXZ	158 36% AGMOWY	122 31% X	62 36% AGMOWY	42 29% X	35 19%	35 24%	29 34% GOWY	29 39% HPXZ	23 33% GOWY	31 41% HPXZ	19 23%	22 27%	16 19%	16 22% AGMOWY	62 37% BDFHNPTXZ	69 46% AGMOWY	56 38% AGMOWY	40 33% AGMOWY	74 40% BDFHNPTXZ	79 45% W	146 17% W	217 26% W	11 15%	15 20%
Not sure	591 13% BG	491 11% X	60 14% G	46 12% X	17 10%	19 13% X	10 5%	17 11% G	9 11%	5 7% G	7 10%	10 13%	8 10%	10 12% AEGQUW	18 21% X	11 15% X	18 11% X	21 14% X	21 14% G	16 13% G	19 10% G	22 12% G	109 13% XG	67 8% G	14 19% G	12 16% X
Sigma	4670 100%	4385 100%	441 100%	390 100%	170 100%	146 100%	183 100%	148 100%	85 100%	74 100%	69 100%	75 100%	81 100%	81 100%	86 100%	74 100%	167 100%	151 100%	149 100%	122 100%	186 100%	177 100%	855 100%	840 100%	74 100%	75 100%

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

Q1126. How scored are you of each of the following?
SUMMARY TABLE OF TOP 2 BOX

Base: Familiar With Abusive Internet Behavior

	Country																											
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)		
Unweighted Base	5768	5014	471	426	190	166	218	170	95*	83*	94*	85*	94*	91*	103	82*	204	168	174	142	214	200	1068	953	98*	91*		
Stolen credentials	3521 86% CEIQ	3651 87% DR	298 76% R	318 81% R	119 77% R	119 82% R	125 92% ACEIKQS	114 93% BDFRT	61 77% R	67 87% R	56 80% R	62 86% R	60 95% ACEIKQS	66 93% DFRT	55 92% CEIQ	54 87% R	117 75% R	108 72% R	114 83% R	96 82% R	164 90% CEIQ	151 87% R	623 88% ACEIKQ	696 89% DFRT	69 90% CEIQ	74 90% DR		
Malware	3784 81% CEQS	3589 82% DFRT	309 70% Q	287 74% Q	118 69% Q	106 73% HACEIKQS	162 89% R	117 79% R	65 76% Q	61 82% R	54 78% Q	59 79% R	71 88% CEQS	75 93% BDFHLPRT	71 83% CEQ	60 81% R	98 59% R	99 66% R	108 72% Q	91 75% ACEIQS	163 88% BDFHRT	155 88% HACEIKQSY	796 93% BDFHLPRT	750 89% R	64 86% CEQS	65 87% DFRT		
Phishing	3488 77% CEIQS	3306 79% ADFRTZ	244 57% Q	229 61% Q	88 51% R	87 61% HACEIKQSY	135 90% BDFRTZ	110 89% R	48 56% IDFRTZ	61 84% CEIQS	56 78% DFRT	60 81% HACEIKQSY	67 91% BDFLPRZ	67 93% Q	35 66% DFR	44 79% R	77 46% R	83 53% R	90 61% Q	79 67% HACEIKQSY	170 85% DFRTZ	148 84% HACEIKQSY	772 88% BDFRTZ	733 88% BDFRTZ	48 72% CEQ	45 69% R		
Cyber squatting	1613 66% CEQW	2077 67% DFRX	84 48% R	109 48% R	36 43% R	49 54% CEQW	63 74% BDFLRTVXZ	71 81% R	13 50% DFRX	29 74% R	24 60% R	38 64% DR	25 61% DFRX	42 71% CEQ	22 71% DFRVX	37 79% R	32 48% R	34 43% R	44 64% CE	47 63% DR	29 64% CE	44 59% R	335 55% E	431 56% DR	42 71% CEQW	45 66% DR		
Spamming	2889 60% CEIKQOS	2780 60% DFHRT	219 49% QS	188 46% R	75 42% R	74 47% HACEIKQOS	124 67% R	77 48% R	39 44% IDFHNPRZ	55 74% R	31 41% R	49 62% KDFHRT	45 52% QS	51 57% R	39 42% R	44 58% ORT	62 34% R	62 38% R	48 35% R	52 43% HACEIKQOS	143 74% DFHRT	112 64% HACEIKQOS	619 71% BDFHNPRZ	633 71% EIKOQS	49 60% R	45 54% R		

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

Q1126. How scored are you of each of the following?
SUMMARY TABLE OF BOTTOM 2 BOX

8 Jun 2016
Table 322

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	5768	5014	471	426	190	166	218	170	95*	83*	94*	85*	94*	91*	103	82*	204	168	174	142	214	200	1068	953	98*	91*
Spamming	1964 40% GUW	1855 40% JX	225 51% AGUW	223 54% BJLVX	105 58% AGUWY	85 53% BJLVX	60 33% GBJLVX	83 52% JAGUWY	49 56% LAGUWY	19 26% GUW	45 59% JX	30 38% PAGUWY	42 48% JX	39 43% PAGUWY	53 58% JX	32 42% ACGMUWY	119 66% BJLNPVXZ	103 62% ACGMUWY	89 65% BJLNPVX	69 57% BJLNPVX	51 26% U	64 36% U	253 29% U	264 29% UW	33 40% UW	39 46% JX
Cyber squatting	842 34% H	1016 33% H	92 52% AGOSUY	116 52% BHJLNPTXZ	48 57% AGOSUY	41 46% BHJNPN	22 26% H	17 19% H	13 50% H	10 26% H	16 40% H	21 36% H	16 39% H	17 29% H	9 29% H	10 21% AGOY	35 52% BHJLNPTXZ	45 57% BHJLNPTXZ	25 36% H	28 37% H	16 36% H	31 41% HP	274 45% AGY	339 44% BHJNPN	17 29% H	23 34% H
Phishing	1070 23% BGMUW	863 21% HNX	182 43% AGMUWY	145 39% BHJLNPTXZ	83 49% AGMUWY	55 39% BHJLNPTXZ	15 10% JAGKMUW	13 11% JAGKMUW	37 44% JAGKMUW	12 16% GMW	16 22% GMW	14 19% N	7 9% N	5 7% GMUW	18 34% GMUW	12 21% N	91 54% ACGMOSUWY	74 47% BHJLNPTXZ	58 39% AGKMUW	39 33% BHJLNPTXZ	29 15% W	28 16% W	106 12% W	104 12% W	19 28% GMUW	20 31% BHJNVXZ
Malware	886 19% GUW	796 18% NVX	132 30% AGMOUWY	103 26% BNVXZ	52 31% AGMOUWY	40 27% BNVXZ	21 11% W	31 21% GNVX	20 24% GUW	13 18% GW	15 22% GW	16 21% NX	10 12% NX	6 7% W	15 17% W	14 19% NX	69 41% ACGMOSUWY	52 34% BHJLNPTXZ	41 28% AGMUWY	31 25% BNVXZ	23 12% W	22 12% W	59 7% W	90 11% W	10 14% W	10 13% W
Stolen credentials	595 14% GMW	558 13% H	96 24% AGMOUWY	75 19% BHNXZ	36 23% AGMOUWY	26 18% HNX	11 8% W	9 7% AGMOUWY	18 23% AGMOUWY	10 13% GMUW	14 20% GMUW	10 14% GMUW	3 5% GMUW	5 7% GMUW	5 8% GMUW	8 13% AGMOUWY	39 25% AGMOUWY	42 28% AGMOUWY	23 17% GM	21 18% HNX	18 10% W	23 13% W	79 11% W	90 11% W	8 10% W	8 10% W

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

Q1126_1. How scared are you of each of the following?

8 Jun 2016
Table 323

1. Phishing

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	4558	4169	426	374	171	142	150	123	85*	73*	72*	74*	74*	72*	53*	56*	168	157	148	118	199	176	878	837	67*	65*
TOP 2 BOX (NET)	3488	3306	244	229	88	87	135	110	48	61	56	60	67	67	35	44	77	83	90	79	170	148	772	733	48	45
Very scared	1542	1671	72	71	27	22	86	86	8	23	31	34	40	46	16	19	12	21	29	24	80	84	383	422	19	28
Somewhat scared	1946	1635	172	158	61	65	49	24	40	38	25	26	27	21	19	25	65	62	61	55	90	64	389	311	29	17
BOTTOM 2 BOX (NET)	1070	863	182	145	83	55	15	13	37	12	16	14	7	5	18	12	91	74	58	39	29	28	106	104	19	20
Not very scared	786	651	131	115	63	40	12	10	30	6	12	10	4	5	16	8	66	51	45	23	24	24	84	88	12	17
Not at all scared	284	212	51	30	20	15	3	3	7	6	4	4	3	-	2	4	25	23	13	16	5	4	22	16	7	3
Sigma	4558	4169	426	374	171	142	150	123	85	73	72	74	74	72	53	56	168	157	148	118	199	176	878	837	67	65

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

Q1126_2. How scared are you of each of the following?

8 Jun 2016
Table 324

2. Spamming

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	4853	4635	444	411	180	159	184	160	88*	74*	76*	79*	87*	90*	92*	76*	181	165	137	121	194	176	872	897	82*	84*
TOP 2 BOX (NET)	2889	2780	219	188	75	74	124	77	39	55	31	49	45	51	39	44	62	62	48	52	143	112	619	633	49	45
Very scared	1041	1011	62	47	20	22	55	29	8	16	6	18	11	16	12	11	13	16	17	10	65	43	237	228	13	20
Somewhat scared	1848	1769	157	141	55	52	69	48	31	39	25	31	34	35	27	33	49	46	31	42	78	69	382	405	36	25
BOTTOM 2 BOX (NET)	1964	1855	225	223	105	85	60	83	49	19	45	30	42	39	53	32	119	103	89	69	51	64	253	264	33	39
Not very scared	1432	1304	147	157	77	56	53	52	36	13	34	25	36	35	39	18	80	69	59	38	44	54	214	220	26	31
Not at all scared	532	551	78	66	28	29	7	31	13	6	11	5	6	4	14	14	39	34	30	31	7	10	39	44	7	8
Sigma	4853	4635	444	411	180	159	184	160	88	74	76	79	87	90	92	76	181	165	137	121	194	176	872	897	82	84

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

Q1126_3. How scared are you of each of the following?

8 Jun 2016
Table 325

3. Cyber squatting

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2455	3093	176	225	84*	90*	85*	88*	26**	39*	40*	59*	41*	59*	31*	47*	67*	79*	69*	75*	45*	75*	609	770	59*	68*
TOP 2 BOX (NET)	1613 66% CEQW	2077 67% DFRX	84 48%	109 48%	36 43%	49 54%	63 74%	71 81%	13 50%	29 74%	24 60%	38 64%	25 61%	42 71%	22 71%	37 79%	32 48%	34 43%	44 64%	47 63%	29 64%	44 59%	335 55% E	431 56% DR	42 71% CEQW	45 66% DR
Very scared	707 29% CEQW	881 28% DFRX	35 20%	37 16%	14 17%	17 19%	30 35%	46 52%	1 4%	10 26%	9 23%	13 22%	10 24%	20 34%	9 29%	17 36%	7 10%	11 14%	16 23%	18 24%	15 33% EQW	20 27%	107 18%	139 18%	16 27% Q	22 32% DRX
Somewhat scared	906 37% CE	1196 39% DH	49 28%	72 32%	22 26%	32 36%	33 39%	25 28%	12 46%	19 49% DHR	15 38%	25 42%	15 37%	22 37%	13 42%	20 43%	25 37%	23 29%	28 41%	29 39%	14 31%	24 32%	228 37% CE	292 38% CE	26 44% CE	23 34%
BOTTOM 2 BOX (NET)	842 34% H	1016 33% AGOSUY	92 52%	116 52%	48 57%	41 46%	22 26%	17 19%	13 50%	10 26%	16 40%	21 36% H	16 39%	17 29%	9 29%	10 21%	35 52% AGOY	45 57% BHJLNPTXZ	25 36%	28 37% H	16 36%	31 41% HP	274 45% AGY	339 44% BHJNP	17 29% H	23 34% H
Not very scared	582 24% BHJP	725 23% AU	51 29%	70 31%	30 36% AU	23 26%	20 24%	14 16%	8 31%	6 15%	10 25%	13 22%	12 29%	17 29%	7 23%	6 13%	18 27% BHJP	28 35%	17 25%	20 27%	8 18%	20 27%	215 35% AGU	262 34% BHJP	14 24%	20 29% HP
Not at all scared	260 11% G	291 9% HN	41 23% AGOSWY	46 20% BHNXZ	18 21% AGWY	18 20% BHNXZ	2 2%	3 3%	5 19%	4 10% N	6 15% G	8 14% HN	4 10% N	-	2 6%	4 9% N	17 25% AGOSWY	17 22% BHNXZ	8 12% G	8 11% N	8 18% GY	11 15% HNZ	59 10% G	77 10% HN	3 5%	3 4%
Sigma	2455 100%	3093 100%	176 100%	225 100%	84 100%	90 100%	85 100%	88 100%	26 100%	39 100%	40 100%	59 100%	41 100%	59 100%	31 100%	47 100%	67 100%	79 100%	69 100%	75 100%	45 100%	75 100%	609 100%	770 100%	59 100%	68 100%

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

Q1126_4. How scared are you of each of the following?

4. Stolen credentials

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	4116	4209	394	393	155	145	136	123	79*	77*	70*	72*	63*	71*	60*	62*	156	150	137	117	182	174	702	786	77*	82*
TOP 2 BOX (NET)	3521 86% CEIQ	3651 87% DR	298 76% R	318 81% R	119 77% R	119 82% R	125 92% ACEIKQS	114 93% BDFRT	61 77% R	67 87% R	56 80% R	62 86% R	60 95% ACEIKQS	66 93% DFRT	55 92% CEIQ	54 87% R	117 75% R	108 72% R	114 83% R	96 82% CEIQ	164 90% R	151 87% R	623 89% ACEIKQ	696 89% DFRT	69 90% CEIQ	74 90% DR
Very scared	2055 50% CEIQ	2191 52% DFR	151 38% R	171 44% R	65 42% Q	58 40% R	90 66% ACEIKQS	89 72% BDFRT	30 38% R	37 48% R	34 49% Q	40 56% FR	37 59% CEIQ	43 61% DFR	34 57% CIQ	34 55% R	48 31% R	50 33% Q	65 47% Q	61 52% R	90 49% CQ	91 52% FR	350 50% CIQ	393 50% DFR	42 55% CIQ	44 54% FR
Somewhat scared	1466 36% G	1460 35% H	147 37% G	147 37% H	54 35% HT	61 42% HT	35 26% HT	25 20% HT	31 39% G	30 39% H	22 31% H	22 31% H	23 37% H	23 32% H	21 35% H	20 32% AG	69 44% AG	58 39% H	49 36% H	35 30% H	74 41% G	60 34% H	273 39% AG	303 39% BH	27 35% BH	30 37% H
BOTTOM 2 BOX (NET)	595 14% GMW	558 13% H	96 24% AGMOUWY	75 19% BHNXZ	36 23% AGMOUWY	26 18% HNX	11 8% HNX	9 7% AGMOUWY	18 23% AGMOUWY	10 13% GMUW	14 20% GMUW	10 14% GMUW	3 5% GMUW	5 7% GMUW	5 7% GMUW	8 13% AGMOUWY	39 25% BDFHLLNPRVXZ	42 28% GM	23 17% HNX	21 18% HNX	18 10% HNX	23 13% HNX	79 11% HNX	90 11% HNX	8 10% HNX	8 10% HNX
Not very scared	455 11% M	416 10% AGMOUWY	76 19% BHNTX	62 16% AGMOUWY	28 18% AGMOUWY	18 12% H	11 8% H	6 5% MUW	13 16% MUW	7 9% M	10 14% M	8 11% M	1 2% M	4 6% M	5 8% M	5 8% M	29 19% AGMUWY	28 19% BHNTVXZ	21 15% TMUW	8 7% TMUW	14 8% TMUW	19 11% TMUW	65 9% M	75 10% M	6 8% M	7 9% M
Not at all scared	140 3% GW	142 3% X	20 5% GW	13 3% GW	8 5% GW	8 6% X	- - -	3 2% GOW	5 6% GOW	3 4% GW	4 6% GW	2 3% G	2 3% G	1 1% G	- - -	3 5% AGOSW	10 6% BDHNVXZ	14 9% BDHNVXZ	2 1% SBDFHLLNPRVXZ	13 11% SBDFHLLNPRVXZ	4 2% SBDFHLLNPRVXZ	4 2% SBDFHLLNPRVXZ	14 2% SBDFHLLNPRVXZ	15 2% SBDFHLLNPRVXZ	2 3% SBDFHLLNPRVXZ	1 1% SBDFHLLNPRVXZ
Sigma	4116 100%	4209 100%	394 100%	393 100%	155 100%	145 100%	136 100%	123 100%	79 100%	77 100%	70 100%	72 100%	63 100%	71 100%	60 100%	62 100%	156 100%	150 100%	137 100%	117 100%	182 100%	174 100%	702 100%	786 100%	77 100%	82 100%

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

Q1126_5. How scared are you of each of the following?

8 Jun 2016
Table 327

5. Malware

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	4670	4385	441	390	170	146	183	148	85*	74*	69*	75*	81*	81*	86*	74*	167	151	149	122	186	177	855	840	74*	75*
TOP 2 BOX (NET)	3784	3589	309	287	118	106	162	117	65	61	54	59	71	75	71	60	98	99	108	91	163	155	796	750	64	65
Very scared	1853	1733	126	98	44	36	93	65	15	23	25	23	31	36	36	33	25	30	39	37	74	79	441	412	43	41
Somewhat scared	1931	1856	183	189	74	70	69	52	50	38	29	36	40	39	35	27	73	69	69	54	89	76	355	338	21	24
BOTTOM 2 BOX (NET)	886	796	132	103	52	40	21	31	20	13	15	16	10	6	15	14	69	52	41	31	23	22	59	90	10	10
Not very scared	692	604	107	85	42	31	18	16	15	10	11	14	8	6	10	10	53	38	33	20	19	18	49	77	7	7
Not at all scared	194	192	25	18	10	9	3	15	5	3	4	2	2	-	5	4	16	14	8	11	4	4	10	13	3	3
Sigma	4670	4385	441	390	170	146	183	148	85	74	69	75	81	81	86	74	167	151	149	122	186	177	855	840	74	75

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

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

1. Phishing

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
Purchased antivirus software for my computer	3048 50% BO	2382 44% HLZ	257 51% DO	192 42% Z	107 54% OY	79 44% Z	120 54% HOY	65 35% O	48 48% O	39 43% Z	54 53% LO	32 34% O	52 52% O	47 48% HLZ	38 34% O	33 36% O	118 54% OY	90 50% HLPZ	89 44% O	72 40% Z	145 58% AOSY	115 50% BDHLPTZ	575 52% OSY	535 54% BDFHLPTZ	41 41% Z	24 26% Z
Changed my Internet habits	1777 29% BCMS	1309 24% R	116 23% R	113 25% R	54 27% S	38 21% S	83 37% ACEIKMQSW BDFJLNPRTVXZ	70 38% R	24 24% R	24 27% R	22 23% R	20 20% R	18 19% PS	33 29% PS	16 17% RS	61 28% RS	29 16% RS	34 17% RS	44 24% S	72 29% S	58 25% R	335 30% XCMS	235 24% R	38 38% Z	19 20% Z	38 38% Z
Purchased an identity protection plan	681 11% CIKMQS	699 13% ADFJPR	41 8% Q	32 7% Q	15 8% Q	12 7% CIKMQS	29 13% DFJPR	25 14% DFJPR	4 4% DFJPR	5 6% DFJPR	8 8% DFJPR	5 5% DFJPR	9 9% DFJPR	7 6% DFJPR	4 4% DFJPR	9 4% DFJPR	9 5% DFJPR	9 4% DFJPR	18 10% S	25 10% QS	25 11% R	146 13% ACEIKMQS	164 16% WDFJLNPRTV	19 19% ACEIKMQS	21 23% BDFJLNPRTV	19 19% BDFJLNPRTV
Stopped making purchases online	547 9% CIMQSU	520 10% DJRV	16 3% R	18 4% R	16 8% CI	12 7% R	23 10% CIMQSU	18 10% DJRV	2 2% CIMU	2 2% DFJNRV	11 11% DFJNRV	14 15% DFJNRV	3 3% DFJNRV	5 5% R	7 6% R	6 7% R	11 5% R	1 1% R	10 5% DJR	17 9% DJR	10 4% DJR	11 5% R	143 13% ACIMQSU	159 16% WDFJLNPRTV	19 19% ACEIKMQS	22 24% BDFJLNPRTV
Other	393 6% H	345 6% AGQW	47 9% HN	36 8% HN	20 10% AGW	14 8% H	8 4% AGW	4 2% AGKMQWY	13 13% HN	9 10% HN	5 5% HN	5 5% HN	4 4% HN	2 2% HN	6 5% HN	6 7% HN	11 5% AGMQWY	10 6% AGMQWY	22 11% AGMQWY	13 7% H	32 13% AGKMQWY	22 10% BHNX	58 5% H	59 6% H	4 4% H	6 6% H
None	1167 19% GWY	1244 23% AX	142 28% AGKQWY	148 32% BHVXZ	47 24% GUWY	57 31% BHVX	25 11% BHVX	32 17% AGKQWY	31 31% AGKQWY	22 24% X	16 16% KX	26 27% AGKQWY	29 29% AGKQWY	31 32% BHVX	36 32% AGKQWY	37 40% BHJTVXZ	45 20% GWY	59 33% QBHVX	63 31% AGKQWY	51 28% HVX	38 15% HVX	42 18% X	138 12% X	124 12% X	11 11% YX	20 22% YX
Sigma	7613 124%	6499 119%	619 123%	539 117%	259 130%	212 117%	288 129%	214 116%	122 121%	101 112%	115 113%	107 113%	113 113%	112 115%	127 113%	102 111%	255 116%	198 110%	227 113%	215 119%	322 129%	273 120%	1395 126%	1276 128%	132 132%	112 120%

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

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

2. Spamming

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
Purchased antivirus software for my computer	2795 45% BW	2236 41% X	234 47% DW	177 38% SW	102 51% SW	79 44% SW	108 48% SW	87 47% DTXZ	41 41% LAISW	37 41% DTXZ	57 56% LAISW	36 38% DTXZ	45 45% DTXZ	48 49% DTXZ	49 44% DTXZ	41 45% DTXZ	113 51% SW	83 46% X	78 39% X	67 37% W	118 47% W	102 45% X	421 38% X	370 37% X	44 44% X	32 34% X
Changed my Internet habits	1505 24% KS	1329 24% PR	124 25% KS	120 26% NPR	53 27% KS	45 25% R	65 29% KMSW	53 29% NPR	23 23% K	19 21% K	12 12% K	19 20% K	18 18% K	16 16% K	25 22% K	14 15% K	47 21% K	29 16% K	32 16% K	43 24% K	61 24% KS	53 23% KS	249 22% KS	242 24% PR	22 22% PR	23 25% PR
Purchased an identity protection plan	576 9% CIMQ	620 11% ADFR	32 6% M	29 6% M	13 7% M	12 7% M	18 8% IM	19 10% R	2 2% R	5 6% M	8 8% M	6 6% M	- - M	6 6% M	5 4% M	7 8% M	11 5% M	7 4% M	11 5% M	18 10% R	20 8% IM	21 9% R	93 14% IM	139 15% WBDJLNR	15 15% CEMGOOSUW	20 22% BDFHJLNPRTVX
Stopped making purchases online	605 10% BCIQSU	458 8% DRV	16 3% R	20 4% R	15 8% CS	10 6% R	24 11% CIQSU	14 8% RV	4 4% RV	6 7% R	8 8% C	12 13% DFRV	5 5% R	5 5% R	8 7% R	5 5% R	12 5% R	2 1% R	6 3% RV	12 7% RV	11 4% RV	5 2% XACEMOOSU	155 14% BDFRV	110 11% ACEGKMOOSUW	24 24% BDFHJLNPRTV	15 16% BDFHJLNPRTV
Other	467 8% Q	419 8% H	50 10% AGQ	36 8% H	20 10% GQ	16 9% H	10 4% H	6 3% GQ	11 11% GQ	6 7% GQ	5 5% GQ	7 7% GQ	5 5% GQ	4 4% AGKMQ	15 13% AGKMQ	8 9% AGKMQ	8 4% AGKMQ	10 6% AGKMQ	25 12% AGKMQ	12 7% AGKMQ	45 18% VACEGKMOOWY	25 11% HN	106 10% AGQ	87 9% H	6 6% H	9 10% H
None	1359 22% Y	1302 24% AH	143 28% AGUY	149 32% BHVXZ	49 25% Y	53 29% HVXZ	38 17% Y	26 14% AGKUYWY	35 35% AGKUYWY	27 30% HZ	20 20% H	25 26% H	37 37% AEGKQJWY	25 26% H	30 27% GY	31 34% BHVXZ	56 25% GY	67 37% QBHVXZ	72 36% AEGKQJWY	62 34% BHVXZ	51 20% BHVXZ	47 21% GY	268 24% GY	224 22% H	12 12% H	15 16% H
Sigma	7307 119%	6364 117%	599 119%	531 115%	252 126%	215 119%	263 118%	205 111%	116 115%	100 111%	110 108%	105 111%	110 110%	104 107%	132 118%	106 115%	247 112%	198 110%	224 111%	214 118%	306 122%	253 111%	1292 116%	1172 118%	123 123%	114 123%

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

Q1130_3. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?
3. Cyber squatting

Base: All Qualified Respondents

	Country																										
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*	
Purchased antivirus software for my computer	2519 41% BW	1899 35% XZ	193 38% W	150 33% W	87 44% W	69 38% XZ	89 40% W	65 35% W	34 34% LMSW	31 34% LMSW	48 47% LMSW	31 33% LMSW	32 32% LMSW	36 37% LMSW	39 35% LMSW	30 33% IMSW	100 45% IMSW	71 39% XZ	69 34% XZ	72 40% XZ	101 40% W	84 37% XZ	368 33% X	282 28% X	43 43% ZW	23 25% ZW	
Changed my Internet habits	1129 18% KSUW	1025 19% RV	83 17% K	77 17% R	30 15% K	29 16% K	50 22% KQSUW	49 27% BDFLRTVXZ	17 17% RVZ	22 24% RVZ	9 9% RVZ	14 15% RVZ	14 14% RVZ	17 18% RVZ	21 19% K	18 20% R	30 14% R	18 10% R	25 12% R	27 15% R	34 14% R	26 11% R	155 14% RV	167 17% RV	21 21% K	12 13% K	
Purchased an identity protection plan	599 10% CEMOSU	626 11% ADFR	34 7% ADFR	31 7% ADFR	11 6% ADFR	6 3% ADFR	20 9% MQ	16 9% F	6 6% F	5 6% F	7 7% F	9 9% F	2 2% F	6 6% F	7 6% F	7 8% F	9 4% F	7 4% F	11 5% F	19 10% FR	13 5% FR	18 8% FR	102 9% MQU	133 13% WBDFJNRV	20 20% ACEGKMOGSUW	20 22% BDFJLNPRTVX	
Stopped making purchases online	426 7% CIQS	453 8% ADJNRV	15 3% ADJNRV	15 3% ADJNRV	12 6% I	9 5% I	19 9% CIQS	17 9% DJNRV	- - DJNRV	2 2% DJNRV	9 9% CIS	11 12% DFJNRV	3 3% DFJNRV	2 2% DFJNRV	7 6% I	4 4% I	8 4% I	3 2% I	6 3% I	14 8% SDR	12 5% I	8 4% I	8 4% I	81 7% CIQS	130 13% WBDFJNRV	15 15% ACEIMOOSUW	15 16% BDFJNPRTV
Other	350 6% M	284 5% H	26 5% H	21 5% H	8 4% H	7 4% H	11 5% H	3 2% H	7 7% M	3 3% M	8 8% MQ	5 5% MQ	1 1% MQ	1 1% MQ	9 8% HN	7 8% HN	6 3% HN	9 5% HN	21 10% TACEGMQ	8 4% ACEMQ	24 10% BDFHN	20 9% AMQ	83 7% HN	64 6% HN	4 4% HN	5 5% HN	
None	2112 34% Y	1943 36% H	228 45% AGKY	227 49% BHJLTVXZ	86 43% AGKY	81 45% BHZ	71 32% BHZ	51 28% BHZ	52 51% JAGKOWY	33 37% JAGKOWY	30 29% JAGKOWY	35 37% AEGKOOSUWY	56 56% AEGKOOSUWY	41 42% H	43 38% Y	39 42% H	85 39% Y	84 47% BHZ	87 43% AGKY	70 39% H	107 43% AGKY	90 39% H	458 41% AGKY	388 39% BH	23 23% BH	30 32% BH	
Sigma	7135 116%	6230 114%	579 115%	521 113%	234 117%	201 111%	260 117%	201 109%	116 115%	96 107%	111 109%	105 111%	108 108%	103 106%	126 113%	105 114%	238 108%	192 107%	219 109%	210 116%	291 116%	246 108%	1247 112%	1164 117%	126 126%	105 113%	

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

Q1130_4. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

4. Stolen credentials

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
Purchased antivirus software for my computer	2796 46% BS	2298 42% DH	233 46% DS	173 38% FAIOSW	108 54% W	67 37% W	107 48% HS	60 33% W	40 40% W	40 44% W	46 45% W	39 41% W	44 44% W	45 46% H	42 38% W	38 41% W	110 50% OS	89 49% BDFH	72 36% W	75 41% W	121 48% S	115 50% S	512 46% S	504 51% WBDFHTZ	47 47% W	35 38% W
Changed my Internet habits	1495 24% W	1348 25% R	125 25% W	136 30% BLNPRTX	56 28% W	43 24% W	68 30% AQSWS	58 32% BLNPRTX	25 25% W	24 27% W	21 21% W	18 19% W	20 20% W	19 20% W	28 25% W	17 18% W	47 21% W	30 17% W	43 21% W	39 22% W	63 25% W	57 25% R	225 20% W	235 24% R	22 22% W	28 30% R
Purchased an identity protection plan	929 15% IMOQS	887 16% LR	64 13% IMQS	69 15% LR	21 11% W	23 13% R	28 13% IMS	22 12% R	4 4% W	9 10% W	11 11% W	6 6% W	4 4% W	11 11% W	8 7% W	10 11% W	16 7% W	9 5% W	12 6% W	21 12% R	31 12% IMS	29 13% R	213 19% ACEGKMOGSU	177 18% LRT	28 28% ACEGKMOGSU	26 28% BDFHJLNPRTX
Stopped making purchases online	596 10% CQSU	539 10% DRV	26 5% W	20 4% W	21 11% CQSU	15 8% DR	27 12% CIQSU	26 14% DJNPRV	5 5% W	4 4% W	8 8% S	18 19% KBDFJNPRV	6 6% W	5 5% W	8 7% S	5 5% W	11 5% W	3 2% W	5 2% W	19 10% SDRV	9 4% W	10 4% W	124 11% CQSU	157 16% WBDFJNPRV	18 18% ACEGKMOGSU	14 15% DJNPRV
Other	392 6% GM	319 6% H	40 8% GMQ	33 7% H	12 6% M	14 8% H	6 3% W	4 2% W	8 8% GM	5 6% W	6 6% W	5 5% W	1 1% W	3 3% W	8 7% M	6 7% W	8 4% W	10 6% TAGMQW	22 11% W	8 4% ACEGKMQW	34 14% BHNTX	24 11% GM	77 7% GM	49 5% W	7 7% M	5 5% W
None	1385 23% WY	1187 22% VXZ	140 28% AGWY	136 30% BHVXZ	42 21% W	52 29% BVXZ	44 20% W	37 20% X	34 34% AEGUWY	19 21% W	23 23% W	25 26% VXZ	38 38% ACEGKJWY	29 30% VXZ	36 32% AEGUWY	29 32% BHVXZ	58 26% WY	58 32% BHVXZ	71 35% AEGKJWY	57 31% BHVXZ	54 22% W	37 16% W	224 20% X	143 14% W	14 14% W	10 11% W
Sigma	7593 124%	6578 121%	628 125%	567 123%	260 130%	214 118%	280 126%	207 113%	116 115%	101 112%	115 113%	111 117%	113 113%	112 115%	130 116%	105 114%	250 114%	199 111%	225 112%	219 121%	312 125%	272 119%	1375 124%	1265 127%	136 136%	118 127%

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

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

5. Malware

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
Purchased antivirus software for my computer	3605 59% S	3195 59% S	298 59% S	258 56% S	133 67% ASW	108 60% S	163 73% ACHMGOBSWY	123 67% BDLPT	61 60% S	53 59% S	59 58% S	48 51% S	62 62% S	64 66% LT	66 59% S	49 53% S	128 58% S	110 61% S	96 48% S	97 54% S	159 64% S	142 62% S	635 57% S	590 59% S	62 62% S	53 57% S
Changed my Internet habits	1381 22% B	1065 20% B	114 23% RZ	101 22% RZ	51 26% K	39 22% KSY	62 28% RZ	43 23% RZ	25 25% S	19 21% S	15 15% S	17 18% S	18 18% S	16 16% S	26 23% S	17 18% S	44 20% S	26 14% S	38 19% S	30 17% S	54 22% S	44 19% S	259 23% K	208 21% R	16 16% S	12 13% S
Purchased an identity protection plan	639 10% MQS	629 12% DHLR	40 8% M	36 8% M	15 8% M	13 7% MS	21 9% MS	12 7% MS	5 5% S	5 6% S	6 6% S	4 4% S	2 2% S	12 12% MLR	7 6% S	7 8% S	14 6% S	10 6% S	9 4% S	17 9% S	22 9% M	21 9% M	122 11% MQS	145 15% WBDFHJLRV	22 22% ACEGIMQGSUW	19 20% BDFHJLRVTV
Stopped making purchases online	402 7% CI	435 8% ADFRV	16 3% S	17 4% S	10 5% I	6 3% S	16 7% CI	9 5% S	- - S	3 3% S	5 5% I	9 9% DFRV	2 2% S	4 4% S	4 4% S	7 8% R	11 5% I	4 2% S	9 4% S	18 10% SDFRV	9 4% S	8 4% S	105 9% ACEIMQGSU	152 15% WBDFHJLRV	12 12% ACEIMQGSU	7 8% R
Other	429 7% BQ	281 5% H	38 8% Q	34 7% BHN	14 7% S	11 6% HN	9 4% S	3 2% S	5 5% S	8 9% HN	7 7% S	3 3% S	4 4% S	1 1% S	9 8% HN	7 8% S	7 3% S	9 5% AGMQ	22 11% S	14 8% HN	31 12% ACGIMQ	19 8% BHN	96 9% XAGQ	51 5% H	10 10% GQ	5 5% S
None	1067 17% GWY	906 17% HX	116 23% AGUWY	104 23% BHVX	34 17% G	35 19% HX	21 9% S	18 10% AGWY	25 25% S	14 16% S	20 20% G	24 25% BHVX	27 27% AEGUWY	16 16% S	21 19% G	20 22% HX	49 22% GWY	41 23% BHVX	47 23% AGUWY	42 23% BHVX	40 16% G	30 13% S	157 14% X	105 11% S	10 10% S	17 18% HX
Sigma	7523 122%	6511 119%	622 124%	550 119%	257 129%	212 117%	292 131%	208 113%	121 120%	102 113%	112 110%	105 111%	115 115%	113 116%	133 119%	107 116%	253 115%	200 111%	221 110%	218 120%	315 126%	264 116%	1374 124%	1251 126%	132 132%	113 122%

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

Q775. If you felt a website was being run improperly (for example, appears to be conducting illegal activity, appears to be a fake, etc.), who would you complain to?

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	461	**	181	**	184	**	90*	**	95*	**	97*	**	92*	**	180	**	181	**	228	**	996	**	93*
Consumer protection agency	-	1703 31% DJPRX	-	119 26% J	-	45 25%	-	70 38% BDFJNPRX	-	14 16%	-	36 38% DFJPRX	-	25 26%	-	16 17%	-	42 23%	-	58 32% JP	-	82 36% DFJPRX	-	272 27% JP	-	37 40% DFJNPRX
Local police	-	1621 30% DHNRT	-	90 20%	-	59 33% DHNRT	-	34 18%	-	20 22%	-	38 40% BDHJNRTZ	-	19 20%	-	33 36% DHJNRT	-	37 21%	-	36 20%	-	139 61% BDFHJNPRTXZ	-	343 34% BDHJNRT	-	23 25%
Contact the website owner/operator	-	1335 24% DFJNR	-	69 15%	-	27 15%	-	52 28% DFJNR	-	12 13%	-	20 21% N	-	9 9%	-	20 22% N	-	23 13%	-	38 21% NR	-	63 28% DFJNR	-	270 27% BDFJNR	-	37 40% BDFJNPRTXZ
National law enforcement	-	1151 21% DFR	-	-	-	20 11% D	-	46 25% DFRV	-	23 26% DFR	-	20 21% DF	-	28 29% DFRV	-	22 24% DFR	-	24 13% D	-	71 39% BDFHJLPRVXZ	-	38 17% D	-	285 29% BDFRV	-	30 32% BDFRV
A national intelligence agency	-	760 14% DFJPRV	-	-	-	16 9% DRV	-	26 14% DJPRV	-	5 6% D	-	14 15% DJPRV	-	9 9% DRV	-	4 4% D	-	6 3% D	-	17 9% DRV	-	6 3% D	-	139 14% DJPRV	-	9 10% DRV
Federal police	-	743 14% DPRTX	-	-	-	20 11% DRX	-	57 31% BDFLPRVXZ	-	49 54% BDFHJLPRVXZ	-	12 13% DRX	-	49 51% BDFHJLPRVXZ	-	5 5% D	-	7 4% D	-	11 6% DPRTX	-	38 17% DPRTX	-	63 6% D	-	10 11% DR
ICANN	-	584 11% DFHJLPRTV	-	19 4%	-	8 4%	-	8 4%	-	2 2%	-	9 9% DJRV	-	19 20% BDFHJLPRTV	-	4 4%	-	4 2%	-	11 6% V	-	5 2%	-	221 22% BDFHJLPRTV	-	16 17% BDFHJLPRTV
Private security companies	-	534 10% DRTVX	-	24 5% V	-	15 8% RV	-	23 13% DRTVX	-	5 6%	-	19 20% BDFJNPRVXZ	-	6 6% V	-	5 5%	-	4 2%	-	9 5% V	-	4 2%	-	74 7% RV	-	32 34% BDFHJLPRVXZ
Interpol	-	512 9% DFRV	-	20 4%	-	6 3%	-	19 10% DF	-	6 7%	-	11 12% DFRV	-	4 4%	-	5 5%	-	9 5%	-	15 8% DF	-	12 5%	-	91 9% DF	-	13 14% DFNRV
FBI	-	89 2% X	-	89 19% BDFHJLPRVXZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Intelligence agency like the CIA or NSA	-	35 1% X	-	35 8% BDFHJLPRVXZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	1686 31% JNVXZ	-	231 50% BHLJNPTVXZ	-	78 43% BHLJNPTVXZ	-	58 32% JVZ	-	17 19%	-	23 24%	-	20 21%	-	33 36% JNVZ	-	85 47% BHLJNPTVXZ	-	58 32% JNVZ	-	42 18%	-	264 27% V	-	18 19%
Sigma	-	10753 197%	-	696 151%	-	294 162%	-	393 214%	-	153 170%	-	202 213%	-	188 194%	-	147 160%	-	241 134%	-	324 179%	-	429 188%	-	2022 203%	-	225 242%

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

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

Base: Have Region Codes And Region Question To Be Asked

	Country																										
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	2399	2151	502	461	200	181	**	**	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	**	**	**	**	
Alabama	6	5	6 1% A	5 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alaska	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arizona	20 1% B	5 4% DAERKMOGSU	20 4% B	5 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arkansas	3	3	3 1% A	3 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
California	45 2% QU	39 2% V	45 2% AEIKMOGSU	39 8% BFJLNPRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Colorado	7	10	7 1% A	10 2% BFRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Connecticut	3	8	3 1% A	8 2% BV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Delaware	2	4	2 1% A	4 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
District of Columbia	2	1	2 1% A	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Florida	33 1% AEIKMOGSU	30 7% BFJLNPRTV	33 7% A	30 7% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Georgia	22 1% AEIKMOGSU	10 4% BFRTV	22 4% A	10 2% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hawaii	3	-	3 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Idaho	3	4	3 1% A	4 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Illinois	25 1% AEIKMOGSU	17 5% BFRTV	25 5% A	17 4% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indiana	9	5	9 2% AQU	5 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Iowa	4	7	4 1% A	7 2% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: Have Region Codes And Region Question To Be Asked

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	2399	2151	502	461	200	181	**	**	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	**	**	**	**
Kansas	11	5	11 2%	5 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			AEQSU	B																						
Kentucky	6	5	6 1%	5 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			A	B																						
Louisiana	6	5	6 1%	5 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			A	B																						
Maine	1	1	1	1	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Maryland	8	9	8 2%	9 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			AU	BV																						
Massachusetts	12 1%	10	12 2%	10 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			AEQSU BFRTV																							
Michigan	18 1%	17	18 4%	17 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			AEQSU BFRTV																							
Minnesota	7	10	7 1%	10 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			A BFRTV																							
Mississippi	5	7	5 1%	7 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			A B																							
Missouri	8	15 1%	8 2%	15 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			AU BFRTV																							
Montana	1	3	1	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			B																							
Nebraska	3	2	3 1%	2 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			A																							
Nevada	7	4	7 1%	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			A B																							
New Hampshire	5	5	5 1%	5 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			A B																							
New Jersey	26 1%	21 1%	26 5%	21 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			AEKMOGSU BFJLNPRTV																							
New Mexico	1	2	1	2 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New York	34 1%	31 1%	34 7%	31 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			AEKMOGSU BFJLNPRTV																							

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

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

8 Jun 2016
Table 334

Base: Have Region Codes And Region Question To Be Asked

	Country																										
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France (18+)	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China (18+)	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	2399	2151	502	461	200	181	**	**	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	**	**	**	**	
North Carolina	13 1%	16 1%	13 3%	16 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ohio	20 1%	29 1%	20 4%	29 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Oklahoma	8 *	3 *	8 2%	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Oregon	5 *	3 *	5 1%	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pennsylvania	24 1%	15 1%	24 5%	15 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rhode Island	5 *	-	5 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South Carolina	5 *	5 *	5 1%	5 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South Dakota	1 *	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tennessee	6 *	13 1%	6 1%	13 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Texas	28 1%	25 1%	28 6%	25 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Utah	5 *	2 *	5 1%	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virginia	15 1%	22 1%	15 3%	22 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Washington	10 *	11 1%	10 2%	11 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
West Virginia	1 *	5 *	1 *	5 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wisconsin	9 *	10 *	9 2%	10 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wyoming	1 *	1 *	1 *	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alberta	23 1%	21 1%	-	-	23 12%	21 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: Have Region Codes And Region Question To Be Asked

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Spain	2015 Spain (18+)	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France (18+)	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China (18+)	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2399	2151	502	461	200	181	**	**	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	**	**	**	**
British Columbia	16 1%	14 1%	-	-	16 8%	14 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Manitoba	10	10	-	-	10 5%	10 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New Brunswick	8	7	-	-	8 4%	7 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Newfoundland	5	3	-	-	5 3%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nova Scotia	9	14 1%	-	-	9 5%	14 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ontario	108 5%	76 4%	-	-	108 54%	76 42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prince Edward Island	1 *	1 *	-	-	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quebec	12 1%	26 1%	-	-	12 6%	26 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Saskatchewan	8	9	-	-	8 4%	9 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alsace	6	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 3%	6 3%	-	-	-	-	-	-	-
Aquitaine	10	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 5%	7 4%	-	-	-	-	-	-	-
Auvergne	6	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 3%	4 2%	-	-	-	-	-	-	-
Lower Normandy	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	3 2%	-	-	-	-	-	-	-
Burgundy	7	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 3%	7 4%	-	-	-	-	-	-	-
Brittany	9	12 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 4%	12 7%	-	-	-	-	-	-	-
Centre	10	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 5%	9 5%	-	-	-	-	-	-	-
Champagne-Ardenne	5	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 2%	5 3%	-	-	-	-	-	-	-

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

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

Base: Have Region Codes And Region Question To Be Asked

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (18+) (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (18+) (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (18+) (W)	2016 China (18+) (X)	2015 Vietnam (18+) (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	2399	2151	502	461	200	181	**	**	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	**	**	**	**
Corsica	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
																			A							
Frache-Comte	4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	2	-	-	-	-	-	-
																			ACEQU	BD						
Upper Normandy	4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	2	-	-	-	-	-	-
																			ACEQU	BD						
Ile de France (Paris)	34	30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	34	30	-	-	-	-	-	-
	1%	1%																	17%	17%						
	C	D																	ACEIKMOOU	BDFJLNPRV						
Languedoc-Roussillon	9	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9	5	-	-	-	-	-	-
																			4%	3%						
																			ACEIKMOOU	BDFRV						
Limousin	1	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	3	-	-	-	-	-	-
																			A	BD						
Lorraine	10	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10	10	-	-	-	-	-	-
																			5%	6%						
																			ACEIKMOOU	BDFJLNPRV						
Midi-Pyrenees	11	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11	9	-	-	-	-	-	-
																			5%	5%						
																			ACEIKMOOU	BDFJLNPRV						
North Calais	18	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18	9	-	-	-	-	-	-
	1%	*																	9%	5%						
																			ACEIKMOOU	BDFJLNPRV						
Pays de la Loire	14	12	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14	12	-	-	-	-	-	-
	1%	1%																	7%	7%						
																			ACEIKMOOU	BDFJLNPRV						
Picardy	5	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	1	-	-	-	-	-	-
																			ACEQU	B						
Poitou-Charentes	6	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	2	-	-	-	-	-	-
																			ACEQU	BD						
Provence-Alpes-Cote-D'azur	11	19	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11	19	-	-	-	-	-	-
		1%																	5%	10%						
		D																	ACEIKMOOU	BDFJLNPRV						
Rhone-Alps	17	24	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17	24	-	-	-	-	-	-
	1%	1%																	8%	13%						
		D																	ACEIKMOOU	BDFJLNPRV						
Baden-Wurtemberg	21	22	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21	22	-	-	-	-
	1%	1%																			8%	10%				
	C	D																	ACEIKMOOS	BDFJLNPRV						
Bavaria	40	26	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	40	26	-	-	-	-
	2%	1%																			16%	11%				
	C	D																	ACEIKMOOS	BDFJLNPRV						
Berlin	22	19	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22	19	-	-	-	-
	1%	1%																			9%	8%				
	C	D																	ACEIKMOOS	BDFJLNPRV						

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

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

Base: Have Region Codes And Region Question To Be Asked

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2399	2151	502	461	200	181	**	**	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	**	**	**	**
Brandenburg	5	12 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 2%	12 5%	-	-	-	-
Bremen	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	2 1%	-	-	-	-
Hamburg	3	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	2 1%	-	-	-	-
Hesse	24 1%	20 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24 10%	20 9%	-	-	-	-
Mecklenburg-Western Pomerania	3	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	4 2%	-	-	-	-
Lower Saxony	21 1%	17 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21 8%	17 7%	-	-	-	-
North Rhine-Westphalia	41 2%	49 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41 16%	49 21%	-	-	-	-
Rhineland-Palatinate	15 1%	11 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15 6%	11 5%	-	-	-	-
Saarland	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	3 1%	-	-	-	-
Saxony	23 1%	17 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23 9%	17 7%	-	-	-	-
Saxony-Anhalt	7	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 3%	6 3%	-	-	-	-
Schleswig-Holstein	14 1%	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14 6%	8 4%	-	-	-	-
Thuringia	7	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 3%	9 4%	-	-	-	-
Abruzzo	1	2	-	-	-	-	-	-	1 1%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Calabria	2	1	-	-	-	-	-	-	2 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Campania	7	9	-	-	-	-	-	-	7 7%	9 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Emilia-Romagna	8	5	-	-	-	-	-	-	8 8%	5 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: Have Region Codes And Region Question To Be Asked

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	2399	2151	502	461	200	181	**	**	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	**	**	**	**
Friuli-Venezia Giulia	3	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lazio	10	13	-	-	-	-	-	-	10	13	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Liguria	3	3	-	-	-	-	-	-	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lombardy	25	12	-	-	-	-	-	-	25	12	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Marche	1	3	-	-	-	-	-	-	1	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Molise	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Piedmont	2	4	-	-	-	-	-	-	2	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Apulia	7	8	-	-	-	-	-	-	7	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sardinia	5	5	-	-	-	-	-	-	5	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sicily	8	12	-	-	-	-	-	-	8	12	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tuscany	7	8	-	-	-	-	-	-	7	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trentino Alto Adige	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Umbria	2	2	-	-	-	-	-	-	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Veneto	8	3	-	-	-	-	-	-	8	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Andalusia	17	11	-	-	-	-	-	-	-	-	-	-	17	11	-	-	-	-	-	-	-	-	-	-	-	-
Aragon	3	2	-	-	-	-	-	-	-	-	-	-	3	2	-	-	-	-	-	-	-	-	-	-	-	-
Asturias	4	-	-	-	-	-	-	-	-	-	-	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: Have Region Codes And Region Question To Be Asked

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	2399	2151	502	461	200	181	**	**	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	**	**	**	**
Balearic Islands	2	1	-	-	-	-	-	-	-	-	-	-	2 ACEQSU	1 BD	-	-	-	-	-	-	-	-	-	-	-	-
Canary Islands	1	4	-	-	-	-	-	-	-	-	-	-	1 AC	4 BDFLRTV	-	-	-	-	-	-	-	-	-	-	-	-
Cantabria	1	1	-	-	-	-	-	-	-	-	-	-	1 AC	1 BD	-	-	-	-	-	-	-	-	-	-	-	-
Castilla-Leon	13 1%	5	-	-	-	-	-	-	-	-	-	-	13 13%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-
Castilla-La Mancha	5	1	-	-	-	-	-	-	-	-	-	-	5 5%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-
Catalonia	12 1%	21 1% D	-	-	-	-	-	-	-	-	-	-	12 12%	21 22%	-	-	-	-	-	-	-	-	-	-	-	-
Extremadura	1	1	-	-	-	-	-	-	-	-	-	-	1 AC	1 BD	-	-	-	-	-	-	-	-	-	-	-	-
Galicia	5	7	-	-	-	-	-	-	-	-	-	-	5 5%	7 7%	-	-	-	-	-	-	-	-	-	-	-	-
Madrid	19 1% C	16 1%	-	-	-	-	-	-	-	-	-	-	19 19%	16 16%	-	-	-	-	-	-	-	-	-	-	-	-
Murcia	1	2	-	-	-	-	-	-	-	-	-	-	1 AC	2 BDV	-	-	-	-	-	-	-	-	-	-	-	-
Navarra	6	4	-	-	-	-	-	-	-	-	-	-	6 6%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-
Basque Country	5	7	-	-	-	-	-	-	-	-	-	-	5 5%	7 7%	-	-	-	-	-	-	-	-	-	-	-	-
Valencia	5	14 1% A	-	-	-	-	-	-	-	-	-	-	5 5%	14 14%	-	-	-	-	-	-	-	-	-	-	-	-
East of England	16 1%	14 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16 7%	14 8%	-	-	-	-	-	-	-	-
East Midlands	15 1%	17 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15 7%	17 9%	-	-	-	-	-	-	-	-
London	31 1% C	21 1% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	31 14%	21 12%	-	-	-	-	-	-	-	-
North East	10	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 5%	7 4%	-	-	-	-	-	-	-	-

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

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

Base: Have Region Codes And Region Question To Be Asked

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2399	2151	502	461	200	181	**	**	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	**	**	**	**
North West	20 1%	18 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20 9%	18 10%	-	-	-	-	-	-	-	-
Northern Ireland	4 *	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 2%	3 2%	-	-	-	-	-	-	-	-
Scotland	16 1%	10 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16 7%	10 6%	-	-	-	-	-	-	-	-
South East	42 2%	33 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	42 19%	33 18%	-	-	-	-	-	-	-	-
South West	16 1%	16 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16 7%	16 9%	-	-	-	-	-	-	-	-
Wales	12 1%	7 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12 5%	7 4%	-	-	-	-	-	-	-	-
West Midlands	21 1%	18 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21 10%	18 10%	-	-	-	-	-	-	-	-
Yorkshire and the Humber	17 1%	16 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17 8%	16 9%	-	-	-	-	-	-	-	-
Hokkaido	21 1%	15 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Aomori	3 *	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Iwate	1 *	4 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Miyagi	10 *	4 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Akita	4 *	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yamagata	1 *	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fukushima	2 *	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tochigi	2 *	7 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gunma	1 *	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: Have Region Codes And Region Question To Be Asked

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2399	2151	502	461	200	181	**	**	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	**	**	**	**
Ibaraki	6	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Saitama	20 1% C	18 1% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chiba	17 1% D	19 1% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tokyo	37 2% CU	40 2% DV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kanagawa	31 1% C	26 1% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yamanashi	1	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nagano	5	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Niigata	9	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Toyama	4	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ishikawa	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fukui	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shizuoka	10	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gifu	4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Aichi	22 1% C	16 1% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mie	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shiga	2	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kyoto	17 1%	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: Have Region Codes And Region Question To Be Asked

	Country																										
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	2399	2151	502	461	200	181	**	**	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	**	**	**	**	
Osaka	30 1% C	29 1% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hyogo	23 1% C	11 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nara	7 *	10 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wakayama	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tottori	1 *	6 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shimane	3 *	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Okayama	7 *	4 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hiroshima	5 *	8 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yamaguchi	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tokushima	2 *	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kagawa	8 *	4 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ehime	2 *	7 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kochi	1 *	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fukuoka	10 *	19 1% AD	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Saga	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nagasaki	4 *	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kumamoto	3 *	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: Have Region Codes And Region Question To Be Asked

	Country																										
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	2399	2151	502	461	200	181	**	**	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	**	**	**	**	
Oita	5	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Miyazaki	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Kagoshima	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Okinawa	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Lower Silesia	13	6	-	-	-	-	-	-	-	-	-	-	-	-	13	6	-	-	-	-	-	-	-	-	-	-	
	1%	*													12%	7%											
															ACEIKMQSU	BDFJLNRTV											
Kuyavia-Pomerania	10	5	-	-	-	-	-	-	-	-	-	-	-	-	10	5	-	-	-	-	-	-	-	-	-	-	
	*	*													9%	5%											
															ACEIKMQSU	BDFJLNRTV											
Lodz	6	7	-	-	-	-	-	-	-	-	-	-	-	-	6	7	-	-	-	-	-	-	-	-	-	-	
	*	*													5%	8%											
															ACEIKMQSU	BDFJLNRTV											
Lublin	6	7	-	-	-	-	-	-	-	-	-	-	-	-	6	7	-	-	-	-	-	-	-	-	-	-	
	*	*													5%	8%											
															ACEIKMQSU	BDFJLNRTV											
Lubusz	1	2	-	-	-	-	-	-	-	-	-	-	-	-	1	2	-	-	-	-	-	-	-	-	-	-	
	*	*													1%	2%											
															AC	BDFRTV											
Lesser Poland	8	14	-	-	-	-	-	-	-	-	-	-	-	-	8	14	-	-	-	-	-	-	-	-	-	-	
	*	1%													7%	15%											
															ACEIKMQSU	BDFJLNRTV											
Masovia	12	6	-	-	-	-	-	-	-	-	-	-	-	-	12	6	-	-	-	-	-	-	-	-	-	-	
	1%	*													11%	7%											
															ACEIKMQSU	BDFJLNRTV											
Opole	4	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-	-	-	-	-	-	-	-	-	-	-	
	*														4%												
															ACEQSU												
Subcarpathia	10	7	-	-	-	-	-	-	-	-	-	-	-	-	10	7	-	-	-	-	-	-	-	-	-	-	
	*	*													9%	8%											
															ACEIKMQSU	BDFJLNRTV											
Podlaskie	5	5	-	-	-	-	-	-	-	-	-	-	-	-	5	5	-	-	-	-	-	-	-	-	-	-	
	*	*													4%	5%											
															ACEIKMQSU	BDFJLNRTV											
Pomerania	4	3	-	-	-	-	-	-	-	-	-	-	-	-	4	3	-	-	-	-	-	-	-	-	-	-	
	*	*													4%	3%											
															ACEQSU	BDFRTV											
Silesia	15	14	-	-	-	-	-	-	-	-	-	-	-	-	15	14	-	-	-	-	-	-	-	-	-	-	
	1%	1%													13%	15%											
															ACEIKMQSU	BDFJLNRTV											
Swietokrzyskie (Holy Cross)	2	1	-	-	-	-	-	-	-	-	-	-	-	-	2	1	-	-	-	-	-	-	-	-	-	-	
	*	*													2%	1%											
															ACQU	BD											

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

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

Base: Have Region Codes And Region Question To Be Asked

	Country																										
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	2399	2151	502	461	200	181	**	**	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	**	**	**	**	
Warmia-Masuria	2	4	-	-	-	-	-	-	-	-	-	-	-	-	2	4	-	-	-	-	-	-	-	-	-	-	-
															2%	4%											
															ACQU	BDFJLNRTV											
Greater Poland	11	8	-	-	-	-	-	-	-	-	-	-	-	-	11	8	-	-	-	-	-	-	-	-	-	-	-
															10%	9%											
															ACEIKMGSU	BDFJLNRTV											
West Pomerania	3	3	-	-	-	-	-	-	-	-	-	-	-	-	3	3	-	-	-	-	-	-	-	-	-	-	-
															3%	3%											
															ACEQSU	BDFRTV											
Altay Republic	3	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bashkortostan Republic	4	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dagestan Republic	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kabardino-Balkariya Republic	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kalmykiya Republic	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mariy-El Republic	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mordoviya Republic	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tatarstan Republic	7	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Udmurtiya Republic	5	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Khakasiya Republic	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chuvashiya Republic	3	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Krasnodar Kray	11	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Krasnoyarsk Kray	6	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Primorskiy Kray	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: Have Region Codes And Region Question To Be Asked

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2399	2151	502	461	200	181	**	**	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	**	**	**	**
Stavropol Krai	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Khabarovsk Krai	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arkhangelsk Oblast	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Astrakhan Oblast	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Belgorod Oblast	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bryansk Oblast	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vladimir Oblast	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Volgograd Oblast	4	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vologda Oblast	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Voronezh Oblast	3	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ivanovo Oblast	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irkutsk Oblast	3	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kaliningrad Oblast	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kaluga Oblast	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kemerovo Oblast	9	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kirov Oblast	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kostroma Oblast	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: Have Region Codes And Region Question To Be Asked

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2399	2151	502	461	200	181	**	**	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	**	**	**	**
Kurgan Oblast	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kursk Oblast	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Leningrad Oblast	3	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lipetsk Oblast	3	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Moscow Oblast	20	18	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Murmansk Oblast	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nizhny Novgorod Oblast	8	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Novgorod Oblast	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Novosibirsk Oblast	4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Omsk Oblast	3	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Orenburg Oblast	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Orel Oblast	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Penza Oblast	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Perm Kray	5	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pskov Oblast	3	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rostov Oblast	9	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ryazan Oblast	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: Have Region Codes And Region Question To Be Asked

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2399	2151	502	461	200	181	**	**	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	**	**	**	**
Samara Oblast	11	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Saratov Oblast	4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sakhalin Oblast	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sverdlovsk Oblast	10	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Smolensk Oblast	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tambov Oblast	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tver Oblast	3	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tomsk Oblast	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tula Oblast	1	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tyumen Oblast	6	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ulyanovsk Oblast	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chelyabinsk Oblast	5	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yaroslavl Oblast	4	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Moscow	27 1% C	59 3% ADFRTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Saint Petersburg	27 1% C	24 1% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Khanty-Mansi Autonomous Okrug	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Adana Province	1	2	-	-	-	-	-	-	-	-	1 AC	2 BDV	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: Have Region Codes And Region Question To Be Asked

	Country																										
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China (18+)	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	2399	2151	502	461	200	181	**	**	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	**	**	**	**	
Ankara Province	13 1%	9	-	-	-	-	-	-	-	-	13 13%	9 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Antalya Province	3	1	-	-	-	-	-	-	-	-	3 3%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Aydin Province	1	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Balikesir Province	1	1	-	-	-	-	-	-	-	-	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bitlis Province	-	1	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bolu Province	1	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bursa Province	4	1	-	-	-	-	-	-	-	-	4 4%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canakkale Province	3	-	-	-	-	-	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Denizli Province	1	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diyarbakir Province	2	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Edirne Province	-	1	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Erzurum Province	1	1	-	-	-	-	-	-	-	-	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Eskisehir Province	2	4	-	-	-	-	-	-	-	-	2 2%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gaziantep Province	1	3	-	-	-	-	-	-	-	-	1 1%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hatay Province	1	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mersin Province	1	5	-	-	-	-	-	-	-	-	1 1%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Istanbul Province	37 2%	32 1%	-	-	-	-	-	-	-	-	37 36%	32 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: Have Region Codes And Region Question To Be Asked

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China (18+)	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2399	2151	502	461	200	181	**	**	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	**	**	**	**
Izmir Province	10	17 1%	-	-	-	-	-	-	-	-	10 10%	17 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kastamonu Province	2	1	-	-	-	-	-	-	-	-	2 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kayseri Province	-	1	-	-	-	-	-	-	-	-	-	1 BD	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kirklareli Province	1	2	-	-	-	-	-	-	-	-	1 AC	2 BDV	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kocaeli Province	2	3	-	-	-	-	-	-	-	-	2 2%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Konya Province	-	1	-	-	-	-	-	-	-	-	-	1 BD	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kutahya Province	1	-	-	-	-	-	-	-	-	-	1 AC	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malatya Province	2	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Manisa Province	-	1	-	-	-	-	-	-	-	-	-	1 BD	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kahramanmaras Province	-	1	-	-	-	-	-	-	-	-	-	1 BD	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mardin Province	1	-	-	-	-	-	-	-	-	-	1 AC	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mugla Province	-	2	-	-	-	-	-	-	-	-	-	2 BDV	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nevsehir Province	-	1	-	-	-	-	-	-	-	-	-	1 BD	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sakarya Province	1	-	-	-	-	-	-	-	-	-	1 AC	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Siirt Province	-	1	-	-	-	-	-	-	-	-	-	1 BD	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sinop Province	-	1	-	-	-	-	-	-	-	-	-	1 BD	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sivas Province	2	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: Have Region Codes And Region Question To Be Asked

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2399	2151	502	461	200	181	**	**	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	**	**	**	**
Tekirdag Province	1	-	-	-	-	-	-	-	-	-	1 AC	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tokat Province	1	-	-	-	-	-	-	-	-	-	1 AC	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trabzon Province	1	-	-	-	-	-	-	-	-	-	1 AC	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Usak Province	1	1	-	-	-	-	-	-	-	-	1 AC	1 BD	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Aksaray Province	2	-	-	-	-	-	-	-	-	-	2 ACEGSU	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Batman Province	1	-	-	-	-	-	-	-	-	-	1 AC	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Duzce Province	-	1	-	-	-	-	-	-	-	-	-	1 BD	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other place	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 B	-	-	-	-
Sigma	2399 100%	2151 100%	502 100%	461 100%	200 100%	181 100%	-	-	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	-	-	-	-

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

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

Base: All U.S. Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	502	461	502	461	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
East	123 25%	110 24%	123 25%	110 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Midwest	115 23%	117 25%	115 23%	117 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South	156 31%	149 32%	156 31%	149 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
West	108 22%	85 18%	108 22%	85 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	502 100%	461 100%	502 100%	461 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q437. What is the highest level of education you have completed or the highest degree you have received?

8 Jun 2016
Table 336

Base: All U.S. Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	502	461	502	461	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
HIGH SCHOOL OR LESS (NET)	89 18%	65 14%	89 18%	65 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less than high school	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed some high school	9 2%	9 2%	9 2%	9 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed high school	80 16%	55 12%	80 16%	55 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ATTENDED COLLEGE OR COLLEGE DEGREE (NET)	286 57%	255 55%	286 57%	255 55%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some college, but no degree	91 18%	81 18%	91 18%	81 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Associate Degree	50 10%	49 11%	50 10%	49 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
College (such as B.A., B.S.)	145 29%	125 27%	145 29%	125 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ATTENDED GRADUATE SCHOOL OR GRADUATE DEGREE (NET)	108 22%	113 25%	108 22%	113 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some graduate school, but no degree	28 6%	23 5%	28 6%	23 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Graduate degree (such as MBA, MS, M.D., Ph.D.)	80 16%	90 20%	80 16%	90 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Job-specific training program(s) after high school	19 4%	28 6%	19 4%	28 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	502 100%	461 100%	502 100%	461 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q437. What is the highest level of education you have completed or the highest degree you have received?

Base: All Non-U.S. Respondents

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (18+) (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (18+) (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (18+) (W)	2016 China (18+) (X)	2015 Vietnam (18+) (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	1177	1047	**	**	200	181	**	**	101	90*	**	**	100	97*	**	**	220	180	201	181	250	228	**	**	**	**
Middle School	6 1%	14 1% A	-	-	-	-	-	-	6 6%	14 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
HS Diploma	39 3%	32 3%	-	-	-	-	-	-	39 39%	32 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some high school	4 4%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High school completed	24 2%	21 2% V	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some University/Technikon college	27 2%	24 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
University/Technikon college completed	43 4%	38 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other post-matric qualification	7 1%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less Than Secondary School (high school)	1 1%	1 1%	-	-	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed some Secondary School (high school)	10 1%	6 1%	-	-	10 5%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Graduated from Secondary School (high school)	29 2%	32 3%	-	-	29 15%	32 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade Certificate or diploma	15 1%	10 1%	-	-	15 8%	10 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Certificate or Diploma from Community College, Institution, CEGEP	37 3%	41 4%	-	-	37 19%	41 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Teaching Certificate from Provincial Department of Education	2 2%	1 1%	-	-	2 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed some university study, but no degree	17 1%	23 2%	-	-	17 9%	23 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
University Certificate or Diploma below Bachelor Level	8 1%	8 1%	-	-	8 4%	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bachelor or first professional degree	53 5%	35 3%	-	-	53 27%	35 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q437. What is the highest level of education you have completed or the highest degree you have received?

Base: All Non-U.S. Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	1177	1047	**	**	200	181	**	**	101	90*	**	**	100	97*	**	**	220	180	201	181	250	228	**	**	**	**
Graduate or Professional Degree above Bachelor Level	28 2%	24 2%	-	-	28 14%	24 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CAP / BEP (Vocational training certificate/Technical education certificate)	35 3%	40 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	35 17%	40 22%	-	-	-	-	-	-
High school diploma	44 4%	43 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	44 22%	43 24%	-	-	-	-	-	-
2-year college degree/Associate's degree	41 3%	33 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41 20%	33 18%	-	-	-	-	-	-
3-year college degree/Bachelor's degree	26 2%	22 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26 13%	22 12%	-	-	-	-	-	-
4-year college degree/Master's degree	18 2%	17 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18 9%	17 9%	-	-	-	-	-	-
DESS/DEA /Master (5-year college degree)	25 2%	15 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25 12%	15 8%	-	-	-	-	-	-
Doctorate	5 *	7 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 2%	7 4%	-	-	-	-	-	-
Still studying	4 *	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 2%	1 1%	-	-	-	-	-	-
Did not graduate	3 *	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	3 2%	-	-	-	-	-	-
Lower Secondary Education (5th - 9 or 10th)	10 1%	11 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 4%	11 5%	-	-	-	-
HS Diploma	30 3%	36 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30 12%	36 16%	-	-	-	-
University Entrance Exam	18 2%	25 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18 7%	25 11%	-	-	-	-
University of Applied Sciences	29 2%	34 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	29 12%	34 15%	-	-	-	-
Finished University	34 3%	44 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	34 14%	44 19%	-	-	-	-
Doctorate	9 1%	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 4%	2 1%	-	-	-	-

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

Q437. What is the highest level of education you have completed or the highest degree you have received?

Base: All Non-U.S. Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	1177	1047	**	**	200	181	**	**	101	90*	**	**	100	97*	**	**	220	180	201	181	250	228	**	**	**	**
Completed Apprenticeship	97 8%	64 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	97 39%	64 28%	-	-	-	-
Master Craftsman Diploma	14 1%	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14 6%	5 2%	-	-	-	-
Other Qualification	7 1%	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 3%	3 1%	-	-	-	-
Student	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	3 1%	-	-	-	-
No Completed Qualifications	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
Secondary School	6 1%	-	-	-	-	-	-	-	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some College	11 1%	10 1%	-	-	-	-	-	-	11 11%	10 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Short Bachelor, 2-3 Year	9 1%	3	-	-	-	-	-	-	9 9%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bachelor, 4-5 Year	22 2%	20 2%	-	-	-	-	-	-	22 22%	20 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
post-bachelor	4	3	-	-	-	-	-	-	4 4%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Doctorate	2	7 1%	-	-	-	-	-	-	2 2%	7 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Still studying	2	1	-	-	-	-	-	-	2 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Secondary	5	12 1%	-	-	-	-	-	-	-	-	-	-	5 5%	12 12%	-	-	-	-	-	-	-	-	-	-	-	-
Baccalaureate	26 2%	18 2%	-	-	-	-	-	-	-	-	-	-	26 26%	18 19%	-	-	-	-	-	-	-	-	-	-	-	-
Not finalized University studies	11 1%	17 2%	-	-	-	-	-	-	-	-	-	-	11 11%	17 18%	-	-	-	-	-	-	-	-	-	-	-	-
Diploma	24 2%	13 1%	-	-	-	-	-	-	-	-	-	-	24 24%	13 13%	-	-	-	-	-	-	-	-	-	-	-	-
Degree	19 2%	18 2%	-	-	-	-	-	-	-	-	-	-	19 19%	18 19%	-	-	-	-	-	-	-	-	-	-	-	-

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

Q437. What is the highest level of education you have completed or the highest degree you have received?

Base: All Non-U.S. Respondents

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	1177	1047	**	**	200	181	**	**	101	90*	**	**	100	97*	**	**	220	180	201	181	250	228	**	**	**	**
Masters/Postgraduate/Doctorate/PHD	13 1%	14 1%	-	-	-	-	-	-	-	-	-	-	13 13%	14 14%	-	-	-	-	-	-	-	-	-	-	-	-
Still studying	2	3	-	-	-	-	-	-	-	-	-	-	2 2%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-
No formal education	-	2	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-
GCSE/O-Level/CSE	45 4%	46 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	45 20%	46 26%	-	-	-	-	-	-	-	-
Vocational qualifications	20 2%	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20 9%	5 3%	-	-	-	-	-	-	-	-
A-Level/Scottish Higher or equivalent	56 5%	40 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	56 25%	40 22%	-	-	-	-	-	-	-	-
Bachelor Degree or equivalent	58 5%	56 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	58 26%	56 31%	-	-	-	-	-	-	-	-
Masters/PhD or equivalent	26 2%	24 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26 12%	24 13%	-	-	-	-	-	-	-	-
No formal qualifications	8 1%	8 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 4%	8 4%	-	-	-	-	-	-	-	-
Other	7 1%	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 3%	1 1%	-	-	-	-	-	-	-	-
Sigma	1177 100%	1047 100%	-	-	200 100%	181 100%	-	-	101 100%	90 100%	-	-	100 100%	97 100%	-	-	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	-	-	-	-

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

Q410. Which one of the following best describes your employment status?

Base: 18 Years Old Or Older And (Ask Sequential Employment And Single Employment Item Selected And More Than 1 Valid Code From Q406)

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico (18+)	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France (18+)	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China (18+)	2016 China (18+)	2015 Vietnam (18+)	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	5937	5175	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	99*	**
Employed full time	3383 57%	2859 55%	193 38%	190 41%	79 40%	69 38%	127 57%	93 51%	56 55%	38 42%	66 65%	48 51%	65 65%	51 53%	59 53%	42 46%	92 42%	78 43%	89 44%	85 47%	136 54%	101 44%	927 84%	838 84%	22 22%	-
Employed part time	493 8%	423 8%	48 10%	40 9%	22 11%	14 8%	20 9%	20 11%	9 9%	7 8%	8 9%	9 9%	7 7%	12 12%	6 5%	7 8%	20 9%	20 11%	19 9%	16 9%	27 11%	27 12%	26 2%	18 2%	24 24%	-
Self-employed full time	664 11%	402 8%	37 7%	18 4%	30 15%	9 5%	35 16%	28 15%	13 13%	7 8%	4 4%	3 3%	4 4%	9 9%	9 8%	8 9%	19 9%	11 3%	11 5%	8 4%	18 7%	13 6%	39 4%	23 2%	26 26%	-
Not employed, but looking for work	202 3%	203 4%	28 6%	26 6%	13 7%	11 6%	5 2%	5 3%	9 9%	17 19%	2 2%	6 6%	7 7%	7 7%	10 9%	7 8%	16 7%	6 3%	11 5%	20 11%	6 2%	22 10%	2 2%	4 4%	2 2%	-
Not employed and not looking for work	60 1%	58 1%	8 2%	4 1%	4 2%	1 1%	-	1 1%	1 1%	3 3%	3 3%	4 4%	-	-	-	1 1%	2 1%	4 2%	-	2 1%	5 2%	6 3%	2 2%	3 3%	1 1%	-
Retired	431 7%	398 8%	89 18%	80 17%	28 14%	41 23%	7 3%	8 4%	7 7%	9 10%	7 7%	13 14%	9 9%	3 3%	8 7%	7 8%	27 12%	39 22%	44 22%	29 16%	39 16%	22 10%	81 7%	37 4%	12 12%	-
Not employed, unable to work due to a disability or illness	93 2%	68 1%	31 6%	20 4%	4 2%	6 3%	-	1 1%	-	-	-	-	1 1%	2 2%	5 4%	3 3%	13 6%	9 5%	9 4%	5 3%	11 4%	10 4%	-	-	4 4%	-
Student	331 6%	358 7%	14 3%	29 6%	6 3%	20 11%	16 7%	17 9%	3 3%	3 3%	12 12%	9 9%	1 1%	6 6%	11 10%	7 8%	14 6%	1 1%	5 2%	5 2%	2 1%	5 2%	15 1%	53 5%	7 7%	-
Stay-at-home spouse or partner	280 5%	229 4%	54 11%	40 9%	14 7%	4 2%	13 6%	7 4%	3 3%	3 3%	-	2 2%	6 6%	4 4%	4 4%	6 8%	17 8%	13 7%	13 6%	7 4%	6 2%	10 4%	18 2%	13 1%	1 1%	-
Self-employed part time	-	177 3%	-	14 3%	-	6 3%	-	4 2%	-	3 3%	-	1 1%	-	3 3%	-	4 4%	-	5 3%	-	5 3%	-	12 5%	-	7 1%	-	-
Sigma	5937 100%	5175 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	99 100%	-

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

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

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

	Country																										
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)	
Unweighted Base	4059	3471	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	158	**	250	228	1110	996	**	**	
Less than \$15,000	32 1% W	28 1% X <small>AEGKMOGSUW BFHJLNPRVX</small>	32 6% W	28 6% X <small>AEGKMOGSUW BFHJLNPRVX</small>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$15,000 to \$24,999	45 1% W	31 1% X <small>AEGKMOGSUW BFHJLNPRVX</small>	45 9% W	31 7% X <small>AEGKMOGSUW BFHJLNPRVX</small>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
\$25,000 to \$34,999	62 2% UW	42 1% X <small>AEGKMOGSUW BFHJLNPRVX</small>	62 12% UW	42 9% X <small>AEGKMOGSUW BFHJLNPRVX</small>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
\$35,000 to \$49,999	56 1% W	45 1% X <small>AEGKMOGSUW BFHJLNPRVX</small>	56 11% W	45 10% X <small>AEGKMOGSUW BFHJLNPRVX</small>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
\$50,000 to \$74,999	102 3% EGQSJW	93 3% FHRVX <small>AEGKMOGSUW BFHJLNPRVX</small>	102 20% EGQSJW	93 20% FHRVX <small>AEGKMOGSUW BFHJLNPRVX</small>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
\$75,000 to \$99,999	72 2% GQUW	69 2% VX <small>AEGKMOGSUW BFHJLNPRVX</small>	72 14% GQUW	69 15% VX <small>AEGKMOGSUW BFHJLNPRVX</small>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
\$100,000 to \$124,999	36 1% W	41 1% X <small>AEGKMOGSUW BFHJLNPRVX</small>	36 7% W	41 9% X <small>AEGKMOGSUW BFHJLNPRVX</small>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
\$125,000 to \$149,999	20 W	33 1% AX <small>AEGKMOGSUW CBFHJLNPRVX</small>	20 4% W	33 7% AX <small>AEGKMOGSUW CBFHJLNPRVX</small>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
\$150,000 to \$199,999	14 * W	29 1% AX <small>AEGQSJW CBFHJLNPRVX</small>	14 3% W	29 6% AX <small>AEGQSJW CBFHJLNPRVX</small>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
\$200,000 to \$249,999	8 * W	6 * AUW <small>AEGKMOGSUW CBFHJLNPRVX</small>	8 2% W	6 1% BX <small>AEGKMOGSUW CBFHJLNPRVX</small>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
\$250,000 or more	6 * W	8 * AW <small>AEGKMOGSUW CBFHJLNPRVX</small>	6 1% W	8 2% BVX <small>AEGKMOGSUW CBFHJLNPRVX</small>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Less than \$15,000 (in Canadian dollars)	18 * W	12 * W <small>ACGKMOGSUW BDHJLNPRVX</small>	-	-	18 9% W <small>ACGKMOGSUW BDHJLNPRVX</small>	12 7% W <small>ACGKMOGSUW BDHJLNPRVX</small>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
\$15,000 to \$24,999 (in Canadian dollars)	12 * W	20 1% X <small>ACGKMOGSUW BDHJLNPRVX</small>	-	-	12 6% W <small>ACGKMOGSUW BDHJLNPRVX</small>	20 11% W <small>ACGKMOGSUW BDHJLNPRVX</small>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
\$25,000 to \$34,999 (in Canadian dollars)	13 * W	12 * W <small>ACGKMOGSUW BDHJLNPRVX</small>	-	-	13 7% W <small>ACGKMOGSUW BDHJLNPRVX</small>	12 7% W <small>ACGKMOGSUW BDHJLNPRVX</small>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
\$35,000 to \$49,999 (in Canadian dollars)	27 1% W	23 1% X <small>ACGKMOGSUW BDHJLNPRVX</small>	-	-	27 14% W <small>ACGKMOGSUW BDHJLNPRVX</small>	23 13% W <small>ACGKMOGSUW BDHJLNPRVX</small>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
\$50,000 to \$74,999 (in Canadian dollars)	40 1% CW	30 1% DX <small>ACGKMOGSUW BDHJLNPRVX</small>	-	-	40 20% CW	30 17% DX <small>ACGKMOGSUW BDHJLNPRVX</small>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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

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

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

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	4059	3471	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	158	**	250	228	1110	996	**	**
\$75,000 to \$99,999 (in Canadian dollars)	28 W	34 DX	-	-	28 ACGKMOGSLW	34 BDHJLNPRVX	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$100,000 to \$124,999 (in Canadian dollars)	17 W	13	-	-	17 ACGKMOGSLW	13 BDHJLNPRVX	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$125,000 to \$149,999 (in Canadian dollars)	13 W	6	-	-	13 ACGKMOGSLW	6 BDHRVX	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$150,000 to \$199,999 (in Canadian dollars)	12 W	10	-	-	12 ACGKMOGSLW	10 BDHJLNPRVX	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$200,000 to \$249,999 (in Canadian dollars)	4 W	1	-	-	4 ACGQUW	1 BX	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$250,000 or more (in Canadian dollars)	4 W	6	-	-	4 ACGQUW	6 BDHRVX	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less than 10,000 yuan	8 W	10 W	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 A	10 BD	-	-
10,000 to 19,999 yuan	15 W	14 W	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15 AC	14 BD	-	-
20,000 to 29,999 yuan	22 W	16 W	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22 BD	16 BD	-	-
30,000 to 39,999 yuan	32 W	19 W	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	32 BDV	19 BDV	-	-
40,000 to 49,999 yuan	44 W	17 W	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	44 BDV	17 BDV	-	-
50,000 to 59,999 yuan	55 W	28 W	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	55 BDV	28 BDV	-	-
60,000 to 79,999 yuan	90 W	58 W	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	90 BDV	58 BDV	-	-
80,000 to 99,999 yuan	141 W	100 W	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	141 BDV	100 BDV	-	-
100,000 to 124,999 yuan	223 W	239 W	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	223 BDV	239 BDV	-	-
125,000 to 149,999 yuan	145 W	184 W	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	145 BDV	184 BDV	-	-
150,000 or more yuan	323 W	304 W	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	323 BDV	304 BDV	-	-

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

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

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

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	4059	3471	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	158	**	250	228	1110	996	**	**
Less than 1,000,000 yen	20	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1,000,000 to 1,499,999 yen	9	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1,500,000 to 1,999,999 yen	12	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2,000,000 to 2,999,999 yen	34 1%	31 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3,000,000 to 3,999,999 yen	35 1%	36 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4,000,000 to 4,999,999 yen	38 1%	29 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5,000,000 to 5,999,999 yen	39 1%	32 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6,000,000 to 6,999,999 yen	31 1%	22 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7,000,000 to 7,999,999 yen	36 1%	30 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8,000,000 to 9,999,999 yen	33 1%	32 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10,000,000 or more yen	41 1%	47 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less than 4,000 real	45 1%	72 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4,000 to 7,999 real	38 1%	50 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8,000 to 11,999 real	12	17	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
12,000 to 15,999 real	15	17	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
16,000 to 19,999 real	13	15	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
20,000 to 29,999 real	37 1%	20 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

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

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (18+) (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (18+) (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (18+) (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (18+) (W)	2016 China (18+) (X)	2015 Vietnam (18+) (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	4059	3471	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	158	**	250	228	1110	996	**	**
30,000 to 39,999 real	30 1% W	18 1% X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
40,000 to 49,999 real	39 1% CW	22 1% X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
50,000 to 74,999 real	42 1% CW	27 1% X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
75,000 to 99,999 real	34 1% CW	18 1% X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
100,000 or more real	41 1% CW	26 1% X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less than 50,000 Mexican pesos	18 * W	23 1% X	-	-	-	-	18 8%	23 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
50,000 to 74,999 Mexican pesos	23 1% W	21 1% X	-	-	-	-	23 10%	21 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
75,000 to 99,999 Mexican pesos	33 1% BCW	11 * X	-	-	-	-	33 15%	11 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
100,000 to 149,999 Mexican pesos	23 1% W	25 1% X	-	-	-	-	23 10%	25 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
150,000 to 199,999 Mexican pesos	31 1% CW	17 * X	-	-	-	-	31 14%	17 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
200,000 to 249,999 Mexican pesos	12 *	12 *	-	-	-	-	12 5%	12 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
250,000 to 299,999 Mexican pesos	17 * W	13 * X	-	-	-	-	17 8%	13 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
300,000 to 399,999 Mexican pesos	23 1% W	19 1% X	-	-	-	-	23 10%	19 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
400,000 to 499,999 Mexican pesos	11 *	8 *	-	-	-	-	11 5%	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
500,000 to 999,999 Mexican pesos	13 *	11 *	-	-	-	-	13 6%	11 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1,000,000 Mexican pesos or more	5 *	2 *	-	-	-	-	5 2%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less than 5.000 Euros	12 *	14 * X	-	-	-	-	-	-	4 4%	5 6%	-	-	1 1% CW	3 3% BDFHRX	-	-	-	-	2 1% ACW	-	5 2% ACEGQW	6 3% BDFHRX	-	-	-	-

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

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

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

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	4059	3471	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	158	**	250	228	1110	996	**	**
5.000 Euros - 9.999 Euros	33 1%	23 1%	-	-	-	-	-	-	5 5%	6 7%	-	-	4 4%	5 5%	-	-	-	-	9 6%	-	15 6%	12 5%	-	-	-	-
	CW	DX							ACEGKQOW	BDFHLPRX			ACEGKQOW	BDFHLPRX					ACEGKQOW		ACEGKQOW	BDFHLPRX				
10.000 Euros - 19.999 Euros	92 2%	56 2%	-	-	-	-	-	-	12 12%	13 14%	-	-	19 19%	13 13%	-	-	-	-	24 15%	-	37 15%	30 13%	-	-	-	-
	BCEGQW	DX							ACEGKQOW	BDFHLPRX			ACEGKQOW	BDFHLPRX					ACEGKQOW		ACEGKQOW	BDFHLPRX				
20.000 Euros - 29.999 Euros	112 3%	83 2%	-	-	-	-	-	-	17 17%	13 14%	-	-	23 23%	23 24%	-	-	-	-	36 23%	-	36 14%	47 21%	-	-	-	-
	CEGQW	DFHRX							ACEGKQOW	BDFHLPRX			ACEGKQOW	BDFHLPRX					ACEGKQOW		ACEGKQOW	BDFHLPRX				
30.000 Euros - 39.999 Euros	119 3%	69 2%	-	-	-	-	-	-	22 22%	14 16%	-	-	22 22%	22 23%	-	-	-	-	37 23%	-	38 15%	33 14%	-	-	-	-
	BCEGQW	DX							ACEGKQOW	BDFHLPRX			ACEGKQOW	BDFHLPRX					ACEGKQOW		ACEGKQOW	BDFHLPRX				
40.000 Euros - 49.999 Euros	66 2%	51 1%	-	-	-	-	-	-	14 14%	13 14%	-	-	7 7%	9 9%	-	-	-	-	18 11%	-	27 11%	29 13%	-	-	-	-
	CW	DX							ACEGKQOW	BDFHLPRX			ACEGKQOW	BDFHLPRX					ACEGKQOW		ACEGKQOW	BDFHLPRX				
50.000 Euros - 74.999 Euros	81 2%	48 1%	-	-	-	-	-	-	11 11%	6 7%	-	-	11 11%	7 7%	-	-	-	-	21 13%	-	38 15%	35 15%	-	-	-	-
	BCEGQW	DX							ACEGKQOW	BDFHLPRX			ACEGKQOW	BDFHLPRX					ACEGKQOW		ACEGKQOW	BDFHLPRX				
75.000 Euros - 99.999 Euros	21 1%	29 1%	-	-	-	-	-	-	4 4%	7 8%	-	-	2 2%	5 5%	-	-	-	-	3 2%	-	12 5%	17 7%	-	-	-	-
	W	DX							ACEGKQOW	BDFHLPRX			ACEGQW	BDFHLPRX					ACGQW		ACEGKQOW	BDFHLPRX				
100.000 Euros - 149.999 Euros	5	3	-	-	-	-	-	-	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	4 2%	2 1%	-	-	-	-
									ACW	BDX											ACW	BDX				
150.000 Euros - 199.999 Euros	6	4	-	-	-	-	-	-	-	1 1%	-	-	2 2%	-	-	-	-	-	1 1%	-	3 1%	3 1%	-	-	-	-
										BDX			ACEGQW						W		ACW	BDX				
200.000 Euros or more	-	4 A	-	-	-	-	-	-	-	1 1%	-	-	-	1 1%	-	-	-	-	-	-	-	2 1%	-	-	-	-
										BDX				BDX								BDX				
Less than 10,000 ZL	3	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10,000 ZL - 19,999 ZL	9	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
20,000 ZL - 29,999 ZL	13	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30,000 ZL - 39,999 ZL	12	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
40,000 ZL - 49,999 ZL	17	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	W																									
50,000 ZL - 59,999 ZL	10	13	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
60,000 ZL - 79,999 ZL	10	19 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		AX																								

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

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

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

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (18+) (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (18+) (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	4059	3471	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	158	**	250	228	1110	996	**	**
80,000 ZL - 99,999 ZL	10	7	-	-	-	-	-	-	-	-	-	-	-	-	10 9%	7 8%	-	-	-	-	-	-	-	-	-	-
100,000 ZL - 149,999 ZL	8	6	-	-	-	-	-	-	-	-	-	-	-	-	8 7%	6 7%	-	-	-	-	-	-	-	-	-	-
150,000 ZL - 199,999 ZL	1	1	-	-	-	-	-	-	-	-	-	-	-	-	1 ACW	1 BDX	-	-	-	-	-	-	-	-	-	-
200,000 ZL - 249,999 ZL	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1 ACW	-	-	-	-	-	-	-	-	-	-	-
250,000 ZL - 299,999 ZL	2	-	-	-	-	-	-	-	-	-	-	-	-	-	2 ACGQUW	-	-	-	-	-	-	-	-	-	-	-
300,000 ZL or more	1	1	-	-	-	-	-	-	-	-	-	-	-	-	1 ACW	1 BDX	-	-	-	-	-	-	-	-	-	-
Less than 5,000 TRY	13	10	-	-	-	-	-	-	-	-	13 13%	10 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5,000 TRY - 9,999 TRY	5	3	-	-	-	-	-	-	-	-	5 5%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10,000 TRY - 19,999 TRY	7	6	-	-	-	-	-	-	-	-	7 7%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
20,000 TRY - 29,999 TRY	10	8	-	-	-	-	-	-	-	-	10 10%	8 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30,000 TRY - 39,999 TRY	15	10	-	-	-	-	-	-	-	-	15 15%	10 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
40,000 TRY - 49,999 TRY	10	11	-	-	-	-	-	-	-	-	10 10%	11 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
50,000 TRY - 74,999 TRY	19	19	-	-	-	-	-	-	-	-	19 19%	19 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
75,000 TRY - 99,999 TRY	8	9	-	-	-	-	-	-	-	-	8 8%	9 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
100,000 TRY - 149,999 TRY	4	6	-	-	-	-	-	-	-	-	4 4%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
150,000 TRY - 199,999 TRY	1	4	-	-	-	-	-	-	-	-	1 ACW	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
200,000 TRY - 249,999 TRY	2	2	-	-	-	-	-	-	-	-	2 2%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

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

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	4059	3471	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	158	**	250	228	1110	996	**	**
250,000 TRY or more	2	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less than 2000 RUB	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2000 RUB - 4000 RUB	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4001 RUB - 6000 RUB	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6001 RUB - 8000 RUB	4	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8001 RUB - 10000 RUB	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10001 RUB - 15000 RUB	8	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
15001 RUB - 25000 RUB	32 1%	32 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than 25000 RUB	192 5%	175 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Up to 4,499 GBP	10 B	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 5%	1 1%	-	-	-	-	-	-	-	-
4,500 to 6,499 GBP	5	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 2%	5 3%	-	-	-	-	-	-	-	-
6,500 to 7,499 GBP	5	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 2%	1 1%	-	-	-	-	-	-	-	-
7,500 to 9,499 GBP	4	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 2%	6 3%	-	-	-	-	-	-	-	-
9,500 to 11,499 GBP	9	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 4%	5 3%	-	-	-	-	-	-	-	-
11,500 to 13,499 GBP	5	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 2%	5 3%	-	-	-	-	-	-	-	-
13,500 to 15,499 GBP	6	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 3%	10 6%	-	-	-	-	-	-	-	-
15,500 to 17,499 GBP	9	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 4%	4 2%	-	-	-	-	-	-	-	-

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

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

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

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	4059	3471	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	158	**	250	228	1110	996	**	**
17,500 to 24,999 GBP	33 1%	36 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	33 15%	36 20%	-	-	-	-	-	-	-	-
	CW	DX															ACEGAKMOSLUW BDFHLNPNVX									
25,000 to 29,999 GBP	25 1%	19 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25 11%	19 11%	-	-	-	-	-	-	-	-
	W	X															ACEGAKMOSLUW BDFHLNPNVX									
30,000 to 39,999 GBP	27 1%	33 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27 12%	33 18%	-	-	-	-	-	-	-	-
	W	DX															ACEGAKMOSLUW BDFHLNPNVX									
40,000 to 49,999 GBP	27 1%	20 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27 12%	20 11%	-	-	-	-	-	-	-	-
	W	X															ACEGAKMOSLUW BDFHLNPNVX									
50,000 to 74,999 GBP	15 W	13 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15 7%	13 7%	-	-	-	-	-	-	-	-
																	ACEGAKMOSLUW BDFHLNPNVX									
75,000 to 99,999 GBP	9 W	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 4%	3 2%	-	-	-	-	-	-	-	-
																	ACEGAKMOSLUW BDFHLNPNVX									
100,000 or more GBP	4 *	8 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 2%	8 4%	-	-	-	-	-	-	-	-
																	ACGUW BDFHLNPNVX									
Decline to answer	264 7%	199 6%	49 10%	36 8%	12 6%	14 8%	14 6%	22 12%	11 11%	10 11%	6 6%	7 7%	9 9%	9 9%	15 13%	12 13%	27 12%	11 6%	7 4%	-	35 14%	12 5%	12 1%	7 1%	-	-
	W	X	ASW	BX	W	X	W	GBVX	SW	BX	W	X	W	X	AEGSW	BVX	RAEGSW	X	W	-	VAEGKSW	X				
Sigma	4059 100%	3471 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	158 100%	-	250 100%	228 100%	1110 100%	996 100%	-	-

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

Q485. Racial Background.

8 Jun 2016
Table 340

Base: All Respondents

	Country																										
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*	
White	567 9%	542 10%	400 80%	387 84%	167 84%	155 86%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hispanic	30 W	25 X	30 6%	25 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BLACK/AFRICAN AMERICAN (NET)	40 W	26 X	37 7%	23 5%	3 W	3 BX	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Black	39 W	26 X	36 7%	23 5%	3 W	3 BX	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
African American	1 *	-	1 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Asian or Pacific Islander	17 B	-	17 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Native American or Alaskan Native	5	2	5 AW	2 BX	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mixed Race	3 *	7 *	-	-	3 ACW	7 BDHRTVX	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
First Nation/Native Canadian	2	2	-	-	2 ACW	2 BDX	1%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South Asian	3 *	4 *	-	-	3 ACW	4 BDHRTVX	2%	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chinese	12 *	10 *	-	4 1%	12 6%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Korean	2 *	2 *	-	1 1%	2 ACW	1 BX	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japanese	2	1	-	1 B	2 ACW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other Southeast Asian	-	5 A	-	5 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Filipino	3 *	3 *	-	2 BX	3 ACW	1 BX	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other race	7 *	6 *	5 1%	6 1%	2 BX	1 AW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q485. Racial Background.

8 Jun 2016
Table 340

Base: All Respondents

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	6144	5452	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
Decline to Answer	10	7	8 2% AUW	5 1% BX	1 1% W	2 1% BX	-	-	-	-	-	-	-	-	-	-	-	-	1 W	-	-	-	-	-	-	-
Unknown	5441 89% CE	4810 88% DF	-	-	-	-	223 100% ACE	184 100% BDF	101 100% ACE	90 100% BDF	102 100% ACE	95 100% BDF	100 100% ACE	97 100% BDF	112 100% ACE	92 100% BDF	220 100% ACE	180 100% BDF	200 100% ACE	181 100% BDF	250 100% ACE	228 100% BDF	1110 100% ACES	996 100% BDF	100 100% ACE	93 100% BDF
Sigma	6144 100%	5452 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%

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

Q364. What is your marital status?

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

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	5943	5260	502	461	200	181	223	184	101	90*	102	95*	100	97*	112	92*	220	180	201	181	250	228	1110	996	100	93*
Never married	1769 30% CSUW	1542 29% X	125 25% W	123 27% W	56 28% W	60 33% RX	59 26% W	52 28% SUW	34 34% SUW	23 26% CGSUW	39 38% X	31 33% X	32 32% SW	24 25% W	32 29% W	24 26% W	63 29% W	42 23% W	41 20% W	44 24% W	55 22% W	57 25% W	159 14% W	231 23% W	67 67% ZACEGRMOOSUW	32 34% X
Married or civil union	3405 57% EQUY	2986 57% FR	276 55% QY	250 54% F	97 49% Y	78 43% HEQUY	137 61% HEQUY	95 52% HEQUY	53 52% Y	48 53% Y	59 58% QY	52 55% QY	53 53% Y	56 58% F	61 54% QY	50 54% QY	91 41% Y	87 48% Y	132 66% ACEIMQUY	112 62% FHRV	125 50% Y	118 52% Y	909 82% Y	732 73% Y	29 29% Y	56 60% YF
Divorced	256 4% W	250 5% X	47 9% AGIKOOQWY	39 8% BXZ	21 11% AGIKOOQWY	17 9% BXZ	4 2% X	8 4% X	3 3% X	3 3% X	3 3% X	7 7% X	6 6% GW	5 5% X	4 4% X	6 7% X	11 5% W	20 11% QBHJXZ	16 8% AGWY	12 7% X	39 16% Y	18 8% X	23 2% X	16 2% X	2 2% X	2 2% X
Separated	86 1% W	90 2% X	5 1% X	7 2% X	8 4% ACWY	6 3% X	6 3% W	6 3% X	1 1% X	4 4% BLXZ	1 1% X	-	2 2% X	2 2% X	1 1% X	1 1% X	6 3% W	5 3% X	5 2% W	7 4% BX	6 2% W	5 2% X	5 5% X	3 3% X	-	-
Widow/Widower	73 1% W	78 1% X	19 4% AIKQWY	17 4% BX	5 3% X	6 3% BX	3 1% W	2 1% W	-	1 1% W	-	3 3% X	2 2% W	2 2% X	3 3% W	1 1% W	2 1% X	3 2% X	3 1% X	2 1% AW	9 4% X	6 3% X	3 3% X	4 4% X	-	1 1% X
Living with partner	354 6% KSW	314 6% TX	30 6% KSW	25 5% X	13 7% KSW	14 8% TX	14 6% KSW	21 11% BDLTXX	10 10% KSWY	11 12% BDLTXX	-	2 2% X	5 5% KW	8 8% TX	11 10% KSWY	10 11% BLTXX	47 21% KACEGRMOOSUW	23 13% BDLTXX	4 2% X	4 2% X	16 6% KSW	24 11% BDLTXX	11 1% X	10 1% X	2 2% X	2 2% X
Sigma	5943 100%	5260 100%	502 100%	461 100%	200 100%	181 100%	223 100%	184 100%	101 100%	90 100%	102 100%	95 100%	100 100%	97 100%	112 100%	92 100%	220 100%	180 100%	201 100%	181 100%	250 100%	228 100%	1110 100%	996 100%	100 100%	93 100%

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

QTEENINTUSE. Overall, how often do you use the Internet?

Base: US Age 15-17

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Almost constantly	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Several times a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
About once a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

QARREG. In which region do you currently reside?

Base: All Argentina Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	110	93*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Buenos Aires	41 37%	36 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Buenos Aires Province (including Gran Buenos Aires)	15 14%	17 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Santa Fe	15 14%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cordoba	12 11%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Patagonia	4 4%	8 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	23 21%	22 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	110 100%	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All South Korea Respondents 18 Or Older

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	204	183	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less than 10,000,000 Won	17 8%	10 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10,000,000 to 20,999,999 Won	17 8%	15 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
21,000,000 to 29,999,999 Won	26 13%	17 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30,000,000 to 44,999,999 Won	49 24%	31 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
45,000,000 to 74,999,999 Won	55 27%	57 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
75,000,000 or more Won	30 15%	45 25% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to answer	10 5%	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	204 100%	183 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

8 Jun 2016
Table 345

Base: All South Korea Respondents 18 Or Older

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	204	183	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Yes	196 96%	179 98%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No	8 4%	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	204 100%	183 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

QKREG1. In which region do you currently reside?

8 Jun 2016
Table 346

Base: All South Korea Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	183	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Seoul	-	65 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Busan	-	16 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gyeonggi-do	-	45 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ulsan	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Daejeon	-	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gwangju	-	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Incheon	-	9 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Daegu	-	11 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jeju-do	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chungcheongbuk-do	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gangwon-do	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chungcheongnam-do	-	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jeollabuk-do	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jeollanam-do	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gyeongsangnam-do	-	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gyeongsangbuk-do	-	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

QKRREG1. In which region do you currently reside?

Base: All South Korea Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-.**	183	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Sigma	-	183 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

QKRREG2. REGION CLASSIFICATION

Base: All South Korea Respondents

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	**	183	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Seoul	-	65 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Busan	-	16 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gyeonggi-do	-	45 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All other metropolitan cities	-	33 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All other provinces (do)	-	24 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	183 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

QINED. What is the highest level of education/literacy you have completed/obtained or the highest degree you have received?

Base: All India Respondents 18 Or Older

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	687	595	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No education	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less than primary	5 1%	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Primary but less than middle	11 2%	12 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Middle but less than matric	12 2%	13 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Matric but less than graduate	57 8%	54 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Graduate or above	598 87%	512 86%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	687 100%	595 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

QININC2. Which of the following income categories best describes your total 2015 household income before taxes?

Base: All India Respondents 18 Or Older

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	687	595	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less than 120,000 rupees	104 15%	87 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
120,000 rupees or more	520 76%	466 78%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to answer	63 9%	42 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	687 100%	595 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All India Respondents 18 Or Older

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	687	595	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Metro	514 75%	462 78%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-metro	173 25%	133 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	687 100%	595 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

QINBUY. In the past month, did you purchase any products or services over the Internet?

Base: All India Respondents 18 Or Older

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	687	595	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Yes	621 90%	536 90%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No	66 10%	59 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	687 100%	595 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

QINREG1. In which division do you currently reside?

8 Jun 2016
Table 352

Base: All India Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	595	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Uttar Pradesh	-	17 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Maharashtra	-	135 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bihar	-	7 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
West Bengal	-	48 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Andhra Pradesh	-	80 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tamil Nadu	-	69 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Madhya Pradesh	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rajasthan	-	10 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Karnataka	-	68 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gujarat	-	19 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Orissa	-	5 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kerala	-	18 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Assam	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Punjab	-	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Haryana	-	8 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jharkhand	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

QINREG1. In which division do you currently reside?

Base: All India Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-.**	595	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Chhattisgarh	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jammu and Kashmir	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Uttaranchal	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Himachal Pradesh	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tripura	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Manipur	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Meghalaya	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nagaland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Goa	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arunachal Pradesh	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mizoram	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sikkim	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Delhi	-	84 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pondicherry	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chandigarh	-	5 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Andaman and Nicobar Islands	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dadra and Nagar Haveli	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

QINREG1. In which division do you currently reside?

Base: All India Respondents

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	-**	595	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Daman and Diu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lakshadweep	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	595 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

QINREG2. STATE SIZE CLASSIFICATION

Base: All India Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	595	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Bigger State	-	493 83%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Smaller State	-	13 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Union Territories	-	89 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	595 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q1500. In which province do you currently reside?

8 Jun 2016
Table 354

Base: All Indonesia Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	207	181	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Irian Jaya Barat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Papua	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Banten	14 7%	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jakarta Raya	40 19%	47 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jawa Barat	48 23%	48 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jawa Tengah	24 12%	15 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jawa Timur	25 12%	27 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yogyakarta	10 5%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kalimantan Barat	1 *	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kalimantan Selatan	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kalimantan Tengah	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kalimantan Timur	4 2%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Maluku	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Maluku Utara	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bali	2 1%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nusa Tenggara Barat	1 *	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q1500. In which province do you currently reside?

8 Jun 2016
Table 354

Base: All Indonesia Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	207	181	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Nusa Tenggara Timur	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gorontalo	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Barat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Selatan	7 3%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Tengah	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Tenggara	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Utara	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Aceh	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bangka-Belitung	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bengkulu	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jambi	1	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kepulauan Riau	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lampung	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Riau	2 1%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sumatera Barat	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sumatera Selatan	7 3%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sumatera Utara	5 2%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q1500. In which province do you currently reside?

Base: All Indonesia Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	207	181	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Sigma	207	181	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	100%	100%																								

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

Q1502. REGION CLASSIFICATION

Base: All Indonesia Respondents

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	207	181	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Irian Jaya	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jawa	161 78%	151 83%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kalimantan	9 4%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Maluku	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nusa Tenggara	3 1%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi	9 4%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sumatera	25 12%	18 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	207 100%	181 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q1580. What is your marital status?

Base: All Nigeria Respondents 18 Or Older

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	201	192	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Single, never married	93 46%	99 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Married (monogamous or polygamous)	101 50%	86 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Divorced	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Separated	2 1%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Widowed	2 1%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Loosely coupled	3 1%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	201 100%	192 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q1503. In which state do you currently reside?

8 Jun 2016
Table 357

Base: All Nigeria Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	201	192	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Lagos State	105 52%	99 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ogun State	8 4%	7 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Oyo State	9 4%	12 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Osun State	4 2%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kogi State	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kwara State	4 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Delta State	1	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ondo State	1	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Edo State	2 1%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ekiti State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Anambra State	3 1%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Abia State	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Enugu State	3 1%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ebonyi State	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rivers State	16 8%	15 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Akwa Ibom State	4 2%	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q1503. In which state do you currently reside?

8 Jun 2016
Table 357

Base: All Nigeria Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	201	192	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Imo State	4 2%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cross River State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bayelsa State	1 *	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Borno State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Adamawa State	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Taraba State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yobe State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kano State	1 *	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jigawa State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bauchi State	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gombe State	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kaduna State	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Katsina State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sokoto State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kebbi State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Zamfara State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Benue State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q1503. In which state do you currently reside?

8 Jun 2016
Table 357

Base: All Nigeria Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	201	192	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Niger State	3 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plateau State	3 1%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nassarawa State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Abuja Federal Capital Territory	24 12%	21 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	201 100%	192 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q1504. STATE CLASSIFICATION

Base: All Nigeria Respondents

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	201	192	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Postal Code Region 1	113 56%	106 55%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Postal Code Region 2	18 9%	15 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Postal Code Region 3	4 2%	12 6% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Postal Code Region 4	9 4%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Postal Code Region 5	25 12%	22 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Postal Code Region 6	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Postal Code Region 7	1	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Postal Code Region 8	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Postal Code Region 9	30 15%	25 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	201 100%	192 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q1585. Do you consider yourself...?

Base: All Nigeria Respondents 18 Or Older

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	201	192	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Hausa	3 1%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yoruba	89 44%	79 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Igbo/Ibo	60 30%	56 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fulanji	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	42 21%	43 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to answer	7 3%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	201 100%	192 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q1505. In which governorate do you currently reside?

Base: All Egypt Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	103	96*
Ad Daqahliyah	10 10%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Buhayrah	2 2%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Gharbiyah	7 7%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Ismailiyah	1 1%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kafr ash Shaykh	3 3%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dumyat	1 1%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Qalyubiyah	4 4%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ash Sharqiyah	6 6%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Minufiyah	2 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Qahirah	27 26%	22 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Iskandariyah	13 13%	13 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bur Said	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Uqsur	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
As Suways	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Aswan	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Asyut	4 4%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q1505. In which governorate do you currently reside?

Base: All Egypt Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	103	96*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Al Minya	3 3%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Suhaj	1 1%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Qina	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Fayyum	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Jizah	13 13%	13 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bani Suwayf	2 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Janub Sina	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Matruh	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shamal Sina	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Wadi al Jadid	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Bahr al Ahmar	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	103 100%	96 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q1506. REGION CLASSIFICATION

8 Jun 2016
Table 361

Base: All Egypt Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	103	96*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Lower	36 35%	30 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
City	41 40%	38 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Upper	25 24%	25 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Desert	1 1%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	103 100%	96 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All Colombia Respondents 18 Or Older

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	119	93*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Menos de \$ 6,000,000 pesos colombianos	22 18%	19 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$ 6,001,000 a \$ 12,000,000 pesos colombianos	11 9%	11 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$ 12,001,000 a \$ 18,000,000 pesos colombianos	9 8%	8 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$ 18,001,000 a \$ 24,000,000 pesos colombianos	11 9%	7 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$ 24,001,000 a \$ 30,000,000 pesos colombianos	11 9%	7 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$ 30,001,000 a \$ 36,000,000 pesos colombianos	9 8%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$ 36,001,000 a \$ 60,000,000 pesos colombianos	9 8%	9 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$ 60,001,000 a \$ 84,000,000 pesos colombianos	4 3%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$ 84,001,000 o mas pesos colombianos	9 8%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to answer	24 20%	15 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	119 100%	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

QCOREG2. In which region do you live?

Base: All Colombia Respondents

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	**	93*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Central	-	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bogota	-	42 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pacifico Norte	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Eje Cafetero	-	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Andina Norte	-	12 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Andina Sur	-	8 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pacifico Sur	-	7 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Caribe	-	9 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Orinoquia	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Amazonia	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q4010. What is your current education level?

8 Jun 2016
Table 364

Base: All Vietnam Respondents 18 Or Older

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	100	93*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	100	93*
No schooling	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some Kindergarten school	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete Kindergarten school	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some Primary school (Grades 1-5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete Primary school (Grades 1-5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some Lower Secondary school (Grades 6-9)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete Lower Secondary school (Grades 6-9)	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%
Some Upper Secondary school (Grades 10-12)	1%	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	2%
Complete Upper Secondary school (Grades 10-12)	6%	6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	6%
Some Professional Secondary school - Primary level	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%
Complete Professional Secondary school - Primary level	2%	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	2%
Some Professional Secondary school - Intermediate level	1%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%
Complete Professional Secondary school - Intermediate level	4%	6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	6%
Some College	4%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	1%
Complete College	10%	6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	6%
Some University	20%	11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20%	11%

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

Q4010. What is your current education level?

8 Jun 2016
Table 364

Base: All Vietnam Respondents 18 Or Older

	Country																										
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	100	93*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	100	93*
Complete University	40 40%	43 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	40 40%	43 46%
Some Post graduate degree	3 3%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	3 3%
Complete Post graduate degree	8 8%	9 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 8%	9 10%
Don't Know/ REFUSED	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	1 1%
Sigma	100 100%	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100 100%	93 100%

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

Q4015. What is your current occupation?

8 Jun 2016
Table 365

Base: All Vietnam Respondents 18 Or Older

	Country																										
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	100	93*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	100	93*	
GOVERNMENT EMPLOYEE (THE GOVERNMENT'S ORGANIZATIONS OR STATE-OWN COMPANIES)	5 5%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 5%	6 6%
Senior government official	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Middle government official	2 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	1 1%
Low government official	2 2%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	6 6%
Production Worker	2 2%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	2 2%
NON-STATE SECTOR EMPLOYEE	15 15%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15 15%	6 6%
Top level management	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Middle management	6 6%	7 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 6%	7 8%
Low manager	4 4%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	6 6%
Executive/Officer	4 4%	8 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	8 9%
EMPLOYER (owners of companies/business establishments having 'employees' on a continuous basis)	1 1%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	5 5%
Owner of a company/agency/farm (10 workers or higher)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Owner of a company/agency/farm (1-9 workers)	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%
OWN-ACCOUNT WORKER	9 9%	7 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 9%	7 8%

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

Q4015. What is your current occupation?

8 Jun 2016
Table 365

Base: All Vietnam Respondents 18 Or Older

	Country																										
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)	
Unweighted Base	100	93*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	100	93*
Investor (real estate, stock,...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Store owner/ individual establishment owner (not having "employees" on a continuous basis)	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	1 1%
Farmer, logger, fisherman (agriculture, forestry and fishing)	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-
Other self-employment (professional, freelancer, own-account driver, vendor, hawker,...)	2 2%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	6 6%
PART-TIME/UNPAID FAMILY WORKER/ UNEMPLOYED	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	-
Student/ Apprentice	27 27%	15 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27 27%	15 16%
Housewife/househusband	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	1 1%
Retired	-	7 8% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 8% Y
Family workers	2 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	1 1%
Unemployed	6 6% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 6% Z	-
OTHERS (UNCLASSIFIABLE BY STATUS)	5 5%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 5%	1 1%
Don't Know/ REFUSED	2 2%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	6 6%
Sigma	100 100%	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100 100%	93 100%

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

Q4021. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Household Income

Base: All Vietnam Respondents 18 Or Older

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	100	93*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	100	93*
150,000,000 VND or higher	14 14%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14 14%	6 6%
75,000,000- 149,999,999 VND	2 2%	8 9% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	8 9% Y
45,000,000- 74,999,999 VND	6 6%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 6%	5 5%
30,000,000- 44,999,999 VND	6 6%	13 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 6%	13 14%
15,000,000- 29,999,999 VND	26 26%	26 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26 26%	26 28%
7,500,000- 14,999,999 VND	23 23%	19 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23 23%	19 20%
4,500,000- 7,499,999 VND	7 7%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 7%	5 5%
3,000,000- 4,499,999 VND	5 5%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 5%	1 1%
1,500,000- 2,999,999 VND	2 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	1 1%
1- 1,499,999 VND	3 3%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	1 1%
No income/ expenditure	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%
Don't Know/NA	6 6%	7 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 6%	7 8%
Sigma	100 100%	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100 100%	93 100%

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

Q4022. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Household Expenditure

Base: All Vietnam Respondents 18 Or Older

	Country																										
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)	
Unweighted Base	100	93*	100	93*	
150,000,000 VND or higher	5 5%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 5%	1 1%
75,000,000- 149,999,999 VND	4 4%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	5 5%
45,000,000- 74,999,999 VND	3 3%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	5 5%
30,000,000- 44,999,999 VND	6 6%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 6%	2 2%
15,000,000- 29,999,999 VND	10 10%	12 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 10%	12 13%
7,500,000- 14,999,999 VND	21 21%	31 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21 21%	31 33%
4,500,000- 7,499,999 VND	24 24%	19 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24 24%	19 20%
3,000,000- 4,499,999 VND	14 14%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14 14%	6 6%
1,500,000- 2,999,999 VND	4 4%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	3 3%
1- 1,499,999 VND	2 2%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	3 3%
No income/ expenditure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know/NA	7 7%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 7%	6 6%
Sigma	100 100%	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100 100%	93 100%

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

Q4023. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Personal Income

Base: All Vietnam Respondents 18 Or Older

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	100	93*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	100	93*
150,000,000 VND or higher	6 6%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 6%	-
75,000,000- 149,999,999 VND	2 2%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	2 2%
45,000,000- 74,999,999 VND	3 3%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	2 2%
30,000,000- 44,999,999 VND	3 3%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	2 2%
15,000,000- 29,999,999 VND	11 11%	14 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11 11%	14 15%
7,500,000- 14,999,999 VND	14 14%	21 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14 14%	21 23%
4,500,000- 7,499,999 VND	17 17%	21 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17 17%	21 23%
3,000,000- 4,499,999 VND	16 16%	7 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16 16%	7 8%
1,500,000- 2,999,999 VND	10 10%	10 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 10%	10 11%
1- 1,499,999 VND	5 5%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 5%	4 4%
No income/ expenditure	7 7%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 7%	3 3%
Don't Know/NA	6 6%	7 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 6%	7 8%
Sigma	100 100%	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100 100%	93 100%

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

Q4024. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Personal Expenditure

Base: All Vietnam Respondents 18 Or Older

	Country																										
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)	
Unweighted Base	100	93*	100	93*	
150,000,000 VND or higher	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	-
75,000,000- 149,999,999 VND	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
45,000,000- 74,999,999 VND	1 1%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	2 2%
30,000,000- 44,999,999 VND	2 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	1 1%
15,000,000- 29,999,999 VND	4 4%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	2 2%
7,500,000- 14,999,999 VND	10 10%	7 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 10%	7 8%
4,500,000- 7,499,999 VND	12 12%	9 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12 12%	9 10%
3,000,000- 4,499,999 VND	12 12%	25 27% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12 12%	25 27% Y
1,500,000- 2,999,999 VND	24 24%	19 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24 24%	19 20%
1- 1,499,999 VND	19 19%	19 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19 19%	19 20%
No income/ expenditure	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-
Don't Know/NA	11 11%	9 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11 11%	9 10%
Sigma	100 100%	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100 100%	93 100%

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

Q4025. SOCIO ECONOMIC CLASSIFICATION

Base: All Vietnam Respondents 18 Or Older

	Country																										
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	94*	85*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	94*	85*	
Class A5 (150,000,000+)	14 15%	6 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14 15%	6 7%
Class A4 (75,000,000 - 149,999,999)	2 2%	8 9% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	8 9% Y
Class A3 (45,000,000 - 74,999,999)	6 6%	5 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 6%	5 6%
Class A2 (30,000,000 - 44,999,999)	6 6%	13 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 6%	13 15%
Class A1 (15,000,000 - 29,999,999)	26 28%	26 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26 28%	26 31%
Class B (7,500,000 - 14,999,999)	23 24%	19 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23 24%	19 22%
Class C (4,500,000 - 7,499,999)	7 7%	5 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 7%	5 6%
Class D (3,000,000 - 4,499,000)	5 5%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 5%	1 1%
Class E (1,500,000 - 2,999,999)	2 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	1 1%
Class F (1 - 1,499,999)	3 3%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	1 1%
Sigma	94 100%	85 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	94 100%	85 100%

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

Q4027. In what region do you live?

Base: All Vietnam Respondents

	Country																										
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	100	93*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	100	93*	
North East	15 15%	14 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15 15%	14 15%
Red River Delta	19 19%	21 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19 19%	21 23%
North Central Coast	7 7%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 7%	4 4%
South Central Coast	10 10%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 10%	4 4%
Central Highlands	2 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	1 1%
South East	34 34%	31 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	34 34%	31 33%
Mekong River Delta	10 10%	17 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 10%	17 18%
North West	3 3%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	1 1%
Sigma	100 100%	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100 100%	93 100%

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

Q4030. What is your highest educational attainment?

8 Jun 2016
Table 372

Base: All Philippines Respondents 18 Or Older

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	206	184	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No schooling	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some elementary	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete elementary	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some high school	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed high school	7 3%	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some vocational	5 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed Vocational	7 3%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some college	39 19%	31 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed college/ Has degree	121 59%	125 68%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some post graduate degree	13 6%	9 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed post graduate degree	10 5%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not know/Refused	1	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	206 100%	184 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q4035. At the present time, what is your occupation?

8 Jun 2016
Table 373

Base: All Philippines Respondents 18 Or Older

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	206	184	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Professional, technical and kindred workers	83 40%	62 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Farmers and farm managers	2 1%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Manager, officials and proprietors except farm	11 5%	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Clerical and kindred workers	16 8%	25 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sales workers	17 8%	15 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Craftsmen, foremen and kindred workers	6 3%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Service workers except private household workers	4 2%	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private household workers	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Laborers	2 1%	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not gainfully employed	10 5%	9 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housewife	16 8%	12 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Student	9 4%	11 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	5 2%	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensioner	6 3%	10 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Others	18 9%	15 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	206 100%	184 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q4036. Please select the area in which you live?

8 Jun 2016
Table 374

Base: All Philippines Respondents

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	206	184	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
National Capital Region	96 47%	72 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cordillera Administrative Region	5 2%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ilocos (Region I)	4 2%	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cagayan Valley (Region II)	1	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Central Luzon (Region III)	13 6%	15 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Southern Tagalog (Region IV)	27 13%	29 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bicol (Region V)	6 3%	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Western Visayas (Region VI)	9 4%	11 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Central Visayas (Region VII)	19 9%	21 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Eastern Visayas (Region VIII)	2 1%	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Western Mindanao (Region IX)	5 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Mindanao (Region X)	9 4%	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Southern Mindanao (Region XI)	5 2%	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Central Mindanao (Region XII)	4 2%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Autonomous Region in Muslim Mindanao	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Caraga	1	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q4036. Please select the area in which you live?

8 Jun 2016
Table 374

Base: All Philippines Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	206	184	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sigma	206 100%	184 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

8 Jun 2016
Table 375

Base: All Brazil Respondents And 21+ Years Of Age

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	341	288	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Nenhum	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alfabetizacao	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fundamental incompleto - fundamental I (1a. serie a 4a)	1	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fundamental incompleto - fundamental II (6a. serie a 8a. serie)	2 1%	7 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fundamental completo	4 1%	6 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ensino Medio	121 35%	104 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Superior	173 51%	137 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pos-graduacao (Mestrado, Doutorado ou Pos-doutorado)	38 11%	31 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	341 100%	288 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

QBRREG1. In which state do you currently reside?

Base: All Brazil Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	321	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Distrito Federal	-	5 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Goiás	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mato Grosso	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mato Grosso do Sul	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Acre	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Amapá	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Amazonas	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Para	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rondonia	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Roraima	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tocantins	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alagoas	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bahia	-	16 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ceará	-	6 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Maranhão	-	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paraíba	-	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

QBRREG1. In which state do you currently reside?

Base: All Brazil Respondents

	Country																										
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (18+) (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)	
Unweighted Base	-**	321	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Pernambuco	-	12 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Piaui	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rio Grande do Norte	-	6 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sergipe	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Parana	-	25 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rio Grande do Sul	-	19 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Santa Catarina	-	13 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Espirito Santo	-	7 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Minas Gerais	-	29 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rio de Janeiro	-	30 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sao Paulo	-	122 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	321 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

QBRREG2. REGION CLASSIFICATION

Base: All Brazil Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	321	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Center-west	-	11 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North	-	10 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North-east	-	55 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South	-	57 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South-east	-	188 59%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	321 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q1538. What is the highest level of education you have completed or the highest degree you have received?

8 Jun 2016
Table 378

Base: All Mexican Respondents And 21+ Years Of Age

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	215	171	**	**	**	**	215	171	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No he estudiado	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Primaria incompleta	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Primaria completa	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Secundaria incompleta	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Secundaria completa	1	7 4% A	-	-	-	-	1	7 4% G	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Carrera comercial	1	1 1%	-	-	-	-	1	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Carrera tecnica	10 5%	12 7%	-	-	-	-	10 5%	12 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Preparatoria incompleta	7 3%	4 2%	-	-	-	-	7 3%	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Preparatoria completa	23 11%	13 8%	-	-	-	-	23 11%	13 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Licenciatura incompleta	38 18%	29 17%	-	-	-	-	38 18%	29 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Licenciatura completa	113 53%	86 50%	-	-	-	-	113 53%	86 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diplomado/Maestria	21 10%	19 11%	-	-	-	-	21 10%	19 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Doctorado	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	215 100%	171 100%	-	-	-	-	215 100%	171 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

QMXREG. In which state do you currently reside?

Base: All Mexican Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	184	**	**	**	**	**	184	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Aguascalientes	-	2%	-	-	-	-	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baja California Norte	-	7%	-	-	-	-	-	7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baja California Sur	-	2%	-	-	-	-	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Campeche	-	4%	-	-	-	-	-	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chiapas	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chihuahua	-	5%	-	-	-	-	-	5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Coahuila	-	5%	-	-	-	-	-	5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Colima	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Distrito Federal	-	30%	-	-	-	-	-	30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Durango	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Guanajuato	-	7%	-	-	-	-	-	7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Guerrero	-	1%	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hidalgo	-	2%	-	-	-	-	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jalisco	-	17%	-	-	-	-	-	17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico	-	21%	-	-	-	-	-	21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Michoacan	-	8%	-	-	-	-	-	8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

QMXREG. In which state do you currently reside?

Base: All Mexican Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China (18+)	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	184	**	**	**	**	**	184	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Morelos	-	10 5%	-	-	-	-	-	10 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nayarit	-	4 2%	-	-	-	-	-	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuevo Leon	-	6 3%	-	-	-	-	-	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Oaxaca	-	3 2%	-	-	-	-	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Puebla	-	8 4%	-	-	-	-	-	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Queretaro	-	3 2%	-	-	-	-	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quintana Roo	-	3 2%	-	-	-	-	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
San Luis Potosi	-	3 2%	-	-	-	-	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sinaloa	-	3 2%	-	-	-	-	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sonora	-	3 2%	-	-	-	-	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tabasco	-	3 2%	-	-	-	-	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tamaulipas	-	2 1%	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tlaxcala	-	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Veracruz	-	9 5%	-	-	-	-	-	9 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yucatan	-	10 5%	-	-	-	-	-	10 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Zacatecas	-	2 1%	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	184 100%	-	-	-	-	-	184 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All Chinese Respondents And 21+ Years Of Age

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	1098	943	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1098	943	**	**
High school or less	83 8%	52 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	83 8%	52 6%	-	-
College	289 26%	219 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	289 26%	219 23%	-	-
Bachelor degree	639 58%	594 63% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	639 58%	594 63% W	-	-
Post graduate	87 8%	78 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	87 8%	78 8%	-	-
Sigma	1098 100%	943 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1098 100%	943 100%	-	-

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

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

Base: All Turkey Respondents 18 Or Older

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey (18+)	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	102	95*	**	**	**	**	**	**	**	**	102	95*	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Primary education	2 2%	1 1%	-	-	-	-	-	-	-	-	2 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Middle school or junior high school	4 4%	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High school	26 25%	25 26%	-	-	-	-	-	-	-	-	26 25%	25 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
University	63 62%	60 63%	-	-	-	-	-	-	-	-	63 62%	60 63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Masters degree or doctorate	7 7%	9 9%	-	-	-	-	-	-	-	-	7 7%	9 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No schooling completed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	102 100%	95 100%	-	-	-	-	-	-	-	-	102 100%	95 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All Colombia Respondents 18 Or Older

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	119	93*
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pre-school	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Primary	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Secondary	8 7%	12 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Technical/Technology	40 34%	21 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
University	51 43%	47 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Post Graduate	19 16%	13 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	119 100%	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All Indonesia Respondents 18 Or Older

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	207	181	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No schooling	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some elementary school	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Elementary school	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Junior high school	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High school or higher	204	179	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	207	181	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	100%	100%																								

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

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

Base: All Japan Respondents 18 Or Older

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	358	315	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less than high school	11 3%	6 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High school degree	121 34%	120 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Junior College degree	49 14%	39 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BA or University degree	177 49%	150 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	358 100%	315 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All Nigeria Respondents 18 Or Older

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	201	192	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No level completed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed FSLC (first school leaving certificate)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed MSLC (middle school leaving certificate)	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vocational/COMM	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
JSS/O'Level	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed O'Level/SSS (senior secondary school)	21 10%	21 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed A'Level or higher	109 54%	98 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	66 33%	70 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	201 100%	192 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All Poland Respondents 18 Or Older

	Country																										
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	112	92*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	112	92*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Incomplete primary or no school education	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Primary	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-
Basic vocational	1 1%	6 7% A	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	6 7% O	-	-	-	-	-	-	-	-	-	-	-
Secondary	38 34%	30 33%	-	-	-	-	-	-	-	-	-	-	-	-	38 34%	30 33%	-	-	-	-	-	-	-	-	-	-	-
Post-secondary	10 9%	8 9%	-	-	-	-	-	-	-	-	-	-	-	-	10 9%	8 9%	-	-	-	-	-	-	-	-	-	-	-
Tertiary	59 53%	48 52%	-	-	-	-	-	-	-	-	-	-	-	-	59 53%	48 52%	-	-	-	-	-	-	-	-	-	-	-
Sigma	112 100%	92 100%	-	-	-	-	-	-	-	-	-	-	-	-	112 100%	92 100%	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All Russia Respondents 18 Or Older

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	253	231	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Incomplete secondary and lower	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Secondary general	11 4%	9 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Secondary special	41 16%	48 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Incomplete higher	31 12%	27 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Higher (including postgraduate)	169 67%	147 64%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	253 100%	231 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All South Korea Respondents 18 Or Older

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	204	183	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less than high school	3 1%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High school graduate	51 25%	39 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
College/University graduate	127 62%	119 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Post graduate degree	23 11%	23 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	204 100%	183 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All Brazil Respondents 18 Or Older

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	370	321	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less than 24,000 real	73 20%	99 31% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
24,000 to 50,999 real	117 32%	100 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
51,000 to 119,999 real	116 31% B	66 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
120,000 real or more	38 10%	26 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to answer	26 7%	30 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	370 100%	321 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base: All Chinese Respondents 18 Or Older

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	1110	996	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1110	996	**	**
Less than 1000 RMB	3	5 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	5 1%	-	-
1001-2000 RMB	4	9 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	9 1%	-	-
2001-3000 RMB	19 2%	9 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19 2%	9 1%	-	-
3001-4000 RMB	42 4%	29 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	42 4%	29 3%	-	-
4001-6000 RMB	113 10% B	75 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	113 10% X	75 8%	-	-
6001-10,000 RMB	364 33%	308 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	364 33%	308 31%	-	-
Over 10,000 RMB	555 50%	554 56% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	555 50%	554 56% W	-	-
Decline to answer	10 1%	7 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 1%	7 1%	-	-
Sigma	1110 100%	996 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1110 100%	996 100%	-	-

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

QZAREG. In which region do you currently reside?

Base: All South Africa Respondents

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 US (C)	2016 US (18+) (D)	2015 Canada (E)	2016 Canada (18+) (F)	2015 Mexico (G)	2016 Mexico (18+) (H)	2015 Italy (I)	2016 Italy (18+) (J)	2015 Turkey (K)	2016 Turkey (18+) (L)	2015 Spain (M)	2016 Spain (18+) (N)	2015 Poland (O)	2016 Poland (18+) (P)	2015 UK (Q)	2016 UK (18+) (R)	2015 France (S)	2016 France (18+) (T)	2015 Germany (U)	2016 Germany (18+) (V)	2015 China (W)	2016 China (18+) (X)	2015 Vietnam (Y)	2016 Vietnam (18+) (Z)
Unweighted Base	**	90*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Free state	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gauteng	-	42 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
KwaZulu-Natal	-	19 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Limpopo	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mpumalanga	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Cape	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northwest	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Western Cape	-	13 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Eastern Cape	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	90 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Banner * Banner

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 US	2016 US (18+)	2015 Canada	2016 Canada (18+)	2015 Mexico	2016 Mexico (18+)	2015 Italy	2016 Italy (18+)	2015 Turkey	2016 Turkey (18+)	2015 Spain	2016 Spain (18+)	2015 Poland	2016 Poland (18+)	2015 UK	2016 UK (18+)	2015 France	2016 France (18+)	2015 Germany	2016 Germany (18+)	2015 China	2016 China (18+)	2015 Vietnam	2016 Vietnam (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
2015 Total Consumers	6144	-	502	-	200	-	223	-	101	-	102	-	100	-	112	-	220	-	201	-	250	-	1110	-	100	-
2016 Total Consumers (18+)	-	5452	-	461	-	181	-	184	-	90	-	95	-	97	-	92	-	180	-	181	-	228	-	996	-	93
Country																										
2015 US	502	-	502	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2016 US (18+)	-	461	-	461	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2015 Canada	200	-	-	-	200	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2016 Canada (18+)	-	181	-	-	-	181	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2015 Mexico	223	-	-	-	-	-	223	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2016 Mexico (18+)	-	184	-	-	-	-	-	184	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2015 Italy	101	-	-	-	-	-	-	-	101	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2016 Italy (18+)	-	90	-	-	-	-	-	-	-	90	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2015 Turkey	102	-	-	-	-	-	-	-	-	-	102	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2016 Turkey (18+)	-	95	-	-	-	-	-	-	-	-	-	95	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2015 Spain	100	-	-	-	-	-	-	-	-	-	-	-	100	-	-	-	-	-	-	-	-	-	-	-	-	-
2016 Spain (18+)	-	97	-	-	-	-	-	-	-	-	-	-	-	97	-	-	-	-	-	-	-	-	-	-	-	-
2015 Poland	112	-	-	-	-	-	-	-	-	-	-	-	-	-	112	-	-	-	-	-	-	-	-	-	-	-
2016 Poland (18+)	-	92	-	-	-	-	-	-	-	-	-	-	-	-	-	92	-	-	-	-	-	-	-	-	-	-
2015 UK	220	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	220	-	-	-	-	-	-	-	-	-
2016 UK (18+)	-	180	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	180	-	-	-	-	-	-	-	-
2015 France	201	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	201	-	-	-	-	-	-	-
2016 France (18+)	-	181	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	181	-	-	-	-	-	-
2015 Germany	250	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	250	-	-	-	-	-
2016 Germany (18+)	-	228	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	228	-	-	-	-
2015 China	1110	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1110	-	-	-
2016 China (18+)	-	996	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	996	-	-
2015 Vietnam	100	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100	-
2016 Vietnam (18+)	-	93	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	93

T Test Suppressed Because No Base Row

<u>Page</u>	<u>Table</u>	<u>Title</u>
1	1	Q75. Sample source
2	2	Q616. COUNTRY
4	3	Q620. LANGUAGE
6	4	Q264. In which country or region do you currently reside?
8	5	Q268. I identify my gender as ...?
9	6	Q280. Respondent Age.
10	7	Q600. How many hours per week do you spend using the Internet?
11	8	Q640. COUNTRY QUOTAS
14	9	Q700. Which of the following domain name extensions, if any, have you heard of?
17	10	Q705. Have you personally visited websites with any of the following domain extensions?
20	11	Q726. Please rate the following domain name extensions by how trustworthy you feel they are. SUMMARY TABLE OF TOP 2 BOX
22	12	Q726. Please rate the following domain name extensions by how trustworthy you feel they are. SUMMARY TABLE OF BOTTOM 2 BOX
24	13	Q726_1. Please rate the following domain name extensions by how trustworthy you feel they are. 1. .com
25	14	Q726_2. Please rate the following domain name extensions by how trustworthy you feel they are. 2. .net
26	15	Q726_3. Please rate the following domain name extensions by how trustworthy you feel they are. 3. .info
27	16	Q726_4. Please rate the following domain name extensions by how trustworthy you feel they are. 4. .org
28	17	Q726_29. Please rate the following domain name extensions by how trustworthy you feel they are. 29. .tel
29	18	Q726_30. Please rate the following domain name extensions by how trustworthy you feel they are. 30. .asia
30	19	Q726_31. Please rate the following domain name extensions by how trustworthy you feel they are. 31. .pro
31	20	Q726_32. Please rate the following domain name extensions by how trustworthy you feel they are. 32. .coop
32	21	Q726_5. Please rate the following domain name extensions by how trustworthy you feel they are. 5. .cn
33	22	Q726_6. Please rate the following domain name extensions by how trustworthy you feel they are. 6. .vn
34	23	Q726_7. Please rate the following domain name extensions by how trustworthy you feel they are. 7. .ph
35	24	Q726_8. Please rate the following domain name extensions by how trustworthy you feel they are. 8. .jp
36	25	Q726_9. Please rate the following domain name extensions by how trustworthy you feel they are. 9. .kr
37	26	Q726_10. Please rate the following domain name extensions by how trustworthy you feel they are. 10. .ru
38	27	Q726_11. Please rate the following domain name extensions by how trustworthy you feel they are. 11. .in
39	28	Q726_12. Please rate the following domain name extensions by how trustworthy you feel they are. 12. .id
40	29	Q726_13. Please rate the following domain name extensions by how trustworthy you feel they are. 13. .ng
41	30	Q726_14. Please rate the following domain name extensions by how trustworthy you feel they are. 14. .za
42	31	Q726_15. Please rate the following domain name extensions by how trustworthy you feel they are. 15. .eg
43	32	Q726_16. Please rate the following domain name extensions by how trustworthy you feel they are. 16. .co
44	33	Q726_17. Please rate the following domain name extensions by how trustworthy you feel they are. 17. .ar
45	34	Q726_18. Please rate the following domain name extensions by how trustworthy you feel they are. 18. .br
46	35	Q726_19. Please rate the following domain name extensions by how trustworthy you feel they are. 19. .it
47	36	Q726_20. Please rate the following domain name extensions by how trustworthy you feel they are. 20. .tr

Page	Table	Title
48	37	Q726_21. Please rate the following domain name extensions by how trustworthy you feel they are. 21. .es
49	38	Q726_22. Please rate the following domain name extensions by how trustworthy you feel they are. 22. .pl
50	39	Q726_23. Please rate the following domain name extensions by how trustworthy you feel they are. 23. .uk
51	40	Q726_24. Please rate the following domain name extensions by how trustworthy you feel they are. 24. .fr
52	41	Q726_25. Please rate the following domain name extensions by how trustworthy you feel they are. 25. .de
53	42	Q726_26. Please rate the following domain name extensions by how trustworthy you feel they are. 26. .us
54	43	Q726_27. Please rate the following domain name extensions by how trustworthy you feel they are. 27. .ca
55	44	Q726_28. Please rate the following domain name extensions by how trustworthy you feel they are. 28. .mx
56	45	Q727 Thinking about an extension that you felt was more trustworthy, what about that domain name extension makes it seem trustworthy?
63	46	q730 To the best of your knowledge, why do websites have different extensions?
68	47	Q750. If you wanted more information about one of the current domain name extensions, where would you go?
69	48	Q756. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? SUMMARY TABLE OF TOP 2 BOX
70	49	Q756. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? SUMMARY TABLE OF BOTTOM 2 BOX
71	50	Q756_1. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 1. Innovative
72	51	Q756_2. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 2. Cutting edge
73	52	Q756_3. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 3. Extreme
74	53	Q756_4. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 4. Trustworthy
75	54	Q756_5. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 5. Unconventional
76	55	Q756_6. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 6. Practical
77	56	Q756_7. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 7. Technical
78	57	Q756_8. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 8. Confusing
79	58	Q756_9. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 9. Overwhelming
80	59	Q756_10. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 10. Useful
81	60	Q756_11. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 11. For people like me
82	61	Q756_12. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 12. Interesting
83	62	Q756_13. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 13. Exciting
84	63	Q756_14. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 14. Helpful
85	64	Q756_15. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 15. Informative
86	65	Q766_1. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 1. .com
87	66	Q766_2. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 2. .net
88	67	Q766_3. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 3. .info
89	68	Q766_4. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 4. .org
90	69	Q766_5. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 5. .cn
91	70	Q766_6. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 6. .vn

<u>Page</u>	<u>Table</u>	<u>Title</u>
92	71	Q766_7. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 7. .ph
93	72	Q766_8. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 8. .jp
94	73	Q766_9. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 9. .kr
95	74	Q766_10. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 10. .ru
96	75	Q766_11. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 11. .in
97	76	Q766_12. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 12. .id
98	77	Q766_13. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 13. .ng
99	78	Q766_14. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 14. .za
100	79	Q766_15. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 15. .eg
101	80	Q766_16. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 16. .co
102	81	Q766_17. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 17. .ar
103	82	Q766_18. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 18. .br
104	83	Q766_19. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 19. .it
105	84	Q766_20. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 20. .tr
106	85	Q766_21. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 21. .es
107	86	Q766_22. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 22. .pl
108	87	Q766_23. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 23. .uk
109	88	Q766_24. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 24. .fr
110	89	Q766_25. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 25. .de
111	90	Q766_26. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 26. .us
112	91	Q766_27. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 27. .ca
113	92	Q766_28. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 28. .mx
114	93	Q767. Do you feel each of the following restrictions should be enforced? SUMMARY TABLE OF YES
115	94	Q767_1. Do you feel each of the following restrictions should be enforced? 1. Requirements for validated credentials related to the gTLD (e.g., must be a licensed contractor to register a .builder domain)
116	95	Q767_2. Do you feel each of the following restrictions should be enforced? 2. Validation that the person or company registering the site meets intended parameters (e.g. must be involved in the pharmaceutical industry to register a .pharmacy domain)
117	96	Q767_3. Do you feel each of the following restrictions should be enforced? 3. Requirements for local presence within a specific city, country, or region for a domain related to that place.
118	97	Q767_4. Do you feel each of the following restrictions should be enforced? 4. Requirements for use of the name to be consistent with the meaning of the gTLD (e.g., use of a .net name must be for network operations purposes)
119	98	Q770. Does having purchase restrictions or requirements on a particular gTLD make it...?
120	99	Q780 How do you determine whether a website is legitimate or not?
125	100	Q785. Have you ever tried to identify who created a particular website?
126	101	Q790 What did you use to try and figure this out?
130	102	Q830x1 To the best of your knowledge, why have new gTLDs been created?
134	103	Q870 What criteria or situations might make you decide to visit websites with a domain name extension you have not seen before?
141	104	Q875 What, if anything, might cause you to avoid a website with an unfamiliar domain name extension?
146	105	Q800. Which of the following new gTLDs, if any, have you heard of?

Page	Table	Title
149	106	Q805. Have you personally visited websites with any of the following new domain name extensions? Please select all that you recall having visited.
152	107	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?
153	108	Q812. Assume you are looking for information about wildlife photography. How likely would you be to visit each of the following sites? SUMMARY TABLE OF TOP 2 BOX
154	109	Q812. Assume you are looking for information about wildlife photography. How likely would you be to visit each of the following sites? SUMMARY TABLE OF BOTTOM 2 BOX
155	110	Q812_1. Assume you are looking for information about wildlife photography. How likely would you be to visit each of the following sites? 1. Wildanimalphotography.com [ENGLISH]
156	111	Q812_2. Assume you are looking for information about wildlife photography. How likely would you be to visit each of the following sites? 2. Wildanimal.photography
157	112	Q812_3. Assume you are looking for information about wildlife photography. How likely would you be to visit each of the following sites? 3. Wildanimal.photos
158	113	Q812_4. Assume you are looking for information about wildlife photography. How likely would you be to visit each of the following sites? 4. Wildanimalphotos.info
159	114	Q812_5. Assume you are looking for information about wildlife photography. How likely would you be to visit each of the following sites? 5. Wildanimalphotography.com
160	115	Q826X1. And if you were looking to buy a new camera, how likely would you be to visit each of the following? SUMMARY TABLE OF TOP 2 BOX
161	116	Q826X1. And if you were looking to buy a new camera, how likely would you be to visit each of the following? SUMMARY TABLE OF BOTTOM 2 BOX
162	117	Q826X1_1. And if you were looking to buy a new camera, how likely would you be to visit each of the following? 1. Digitalcameras.com
163	118	Q826X1_2. And if you were looking to buy a new camera, how likely would you be to visit each of the following? 2. Digital.cameras
164	119	Q826X1_3. And if you were looking to buy a new camera, how likely would you be to visit each of the following? 3. Digitalcameras.shop
165	120	Q826X1_4. And if you were looking to buy a new camera, how likely would you be to visit each of the following? 4. Digitalcameras
166	121	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? SUMMARY TABLE OF TOP 2 BOX
167	122	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? SUMMARY TABLE OF BOTTOM 2 BOX
168	123	Q828_1. 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? 1. berlin.com
169	124	Q828_2. 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? 2. berlin.de
170	125	Q828_3. 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? 3. berlin.info
171	126	Q828_4. 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? 4. info.berlin
172	127	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)?
173	128	Q823. Which of the following would be most important to you in determining which gTLD to register your domain name under?
174	129	Q826. Please rate the following gTLDs by how trustworthy you feel they are. SUMMARY TABLE OF TOP 2 BOX
177	130	Q826. Please rate the following gTLDs by how trustworthy you feel they are. SUMMARY TABLE OF BOTTOM 2 BOX
180	131	Q826_1. Please rate the following gTLDs by how trustworthy you feel they are. 1. .email
181	132	Q826_2. Please rate the following gTLDs by how trustworthy you feel they are. 2. .photography
182	133	Q826_3. Please rate the following gTLDs by how trustworthy you feel they are. 3. .link
183	134	Q826_4. Please rate the following gTLDs by how trustworthy you feel they are. 4. .guru
184	135	Q826_5. Please rate the following gTLDs by how trustworthy you feel they are. 5. .realtor

<u>Page</u>	<u>Table</u>	<u>Title</u>
185	136	Q826_6. Please rate the following gTLDs by how trustworthy you feel they are. 6. .club
186	137	Q826_7. Please rate the following gTLDs by how trustworthy you feel they are. 7. .xyz
187	138	Q826_16. Please rate the following gTLDs by how trustworthy you feel they are. 16. .top
188	139	Q826_17. Please rate the following gTLDs by how trustworthy you feel they are. 17. .pics
189	140	Q826_18. Please rate the following gTLDs by how trustworthy you feel they are. 18. .online
190	141	Q826_19. Please rate the following gTLDs by how trustworthy you feel they are. 19. .space
191	142	Q826_20. Please rate the following gTLDs by how trustworthy you feel they are. 20. .website
192	143	Q826_21. Please rate the following gTLDs by how trustworthy you feel they are. 21. .news
193	144	Q826_22. Please rate the following gTLDs by how trustworthy you feel they are. 22. .site
194	145	Q826_23. Please rate the following gTLDs by how trustworthy you feel they are. 23. .toronto
195	146	Q826_24. Please rate the following gTLDs by how trustworthy you feel they are. 24. .guadalajara
196	147	Q826_25. Please rate the following gTLDs by how trustworthy you feel they are. 25. .roma
197	148	Q826_26. Please rate the following gTLDs by how trustworthy you feel they are. 26. .istanbul
198	149	Q826_27. Please rate the following gTLDs by how trustworthy you feel they are. 27. .madrid
199	150	Q826_28. Please rate the following gTLDs by how trustworthy you feel they are. 28. .warszawa
200	151	Q826_29. Please rate the following gTLDs by how trustworthy you feel they are. 29. .paris
201	152	Q826_30. Please rate the following gTLDs by how trustworthy you feel they are. 30. .Foshan
202	153	Q826_31. Please rate the following gTLDs by how trustworthy you feel they are. 31. .hanoi
203	154	Q826_32. Please rate the following gTLDs by how trustworthy you feel they are. 32. .manilla
204	155	Q826_33. Please rate the following gTLDs by how trustworthy you feel they are. 33. .tokyo
205	156	Q826_34. Please rate the following gTLDs by how trustworthy you feel they are. 34. .seoul
206	157	Q826_35. Please rate the following gTLDs by how trustworthy you feel they are. 35. .mockba
207	158	Q826_36. Please rate the following gTLDs by how trustworthy you feel they are. 36. .delhi
208	159	Q826_37. Please rate the following gTLDs by how trustworthy you feel they are. 37. .jakarta
209	160	Q826_38. Please rate the following gTLDs by how trustworthy you feel they are. 38. .abuja
210	161	Q826_39. Please rate the following gTLDs by how trustworthy you feel they are. 39. .capetown
211	162	Q826_40. Please rate the following gTLDs by how trustworthy you feel they are. 40. .cairo
212	163	Q826_41. Please rate the following gTLDs by how trustworthy you feel they are. 41. .bogota
213	164	Q826_42. Please rate the following gTLDs by how trustworthy you feel they are. 42. .cordoba
214	165	Q826_43. Please rate the following gTLDs by how trustworthy you feel they are. 43. .rio
215	166	Q826_8. Please rate the following gTLDs by how trustworthy you feel they are. 8. .berlin
216	167	Q826_9. Please rate the following gTLDs by how trustworthy you feel they are. 9. .ovh

Page	Table	Title
217	168	Q826_10. Please rate the following gTLDs by how trustworthy you feel they are. 10. .london
218	169	Q826_11. Please rate the following gTLDs by how trustworthy you feel they are. 11. .nyc
219	170	Q826_12. Please rate the following gTLDs by how trustworthy you feel they are. 12. .wang
220	171	Q826_13. Please rate the following gTLDs by how trustworthy you feel they are. 13. .xn-ses554g (Chinese for network address)
221	172	Q826_14. Please rate the following gTLDs by how trustworthy you feel they are. 14. .xn-55qx5d (Chinese for company)
222	173	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 unfamiliar domain name extension would make it feel trustworthy?
230	174	Q850. If you wanted more information about one of the new gTLDs, where would you go?
231	175	Q856. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? SUMMARY TABLE OF TOP 2 BOX
232	176	Q856. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? SUMMARY TABLE OF BOTTOM 2 BOX
233	177	Q856_1. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 1. Innovative
234	178	Q856_2. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 2. Cutting edge
235	179	Q856_3. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 3. Extreme
236	180	Q856_4. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 4. Trustworthy
237	181	Q856_5. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 5. Unconventional
238	182	Q856_6. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 6. Practical
239	183	Q856_7. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 7. Technical
240	184	Q856_8. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 8. Confusing
241	185	Q856_9. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 9. Overwhelming
242	186	Q856_10. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 10. Useful
243	187	Q856_11. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 11. For people like me
244	188	Q856_12. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 12. Interesting
245	189	Q856_13. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 13. Exciting
246	190	Q856_14. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 14. Helpful
247	191	Q856_15. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 15. Informative
248	192	Q866_1. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 1. .email
249	193	Q866_2. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 2. .photography
250	194	Q866_3. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 3. .link
251	195	Q866_4. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 4. .guru
252	196	Q866_5. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 5. .realtor
253	197	Q866_6. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 6. .club

<u>Page</u>	<u>Table</u>	<u>Title</u>
254	198	Q866_7. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 7. .xyz
255	199	Q866_44. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 44. .bank
256	200	Q866_45. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 45. .pharmacy
257	201	Q866_46. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 46. .builder
258	202	Q866_23. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 23. .toronto
259	203	Q866_24. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 24. .quadalajara
260	204	Q866_25. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 25. .roma
261	205	Q866_26. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 26. .istanbul
262	206	Q866_27. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 27. .madrid
263	207	Q866_28. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 28. .warszawa
264	208	Q866_29. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 29. .paris
265	209	Q866_30. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 30. Foshan
266	210	Q866_31. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 31. .hanoi
267	211	Q866_32. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 32. .manilla
268	212	Q866_33. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 33. .tokyo
269	213	Q866_34. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 34. .seoul
270	214	Q866_35. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 35. .mockba
271	215	Q866_36. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 36. .delhi
272	216	Q866_37. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 37. .jakarta
273	217	Q866_38. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 38. .abuja
274	218	Q866_39. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 39. .capetown
275	219	Q866_40. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 40. .cairo
276	220	Q866_41. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 41. .bogota
277	221	Q866_42. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 42. .cordoba

<u>Page</u>	<u>Table</u>	<u>Title</u>
278	222	Q866_43. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 43. .rio
279	223	Q866_8. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 8. .berlin
280	224	Q866_9. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 9. .ovh
281	225	Q866_10. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 10. .london
282	226	Q866_11. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 11. .nyc
283	227	Q866_12. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 12. .wang
284	228	Q866_13. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 13. .xn-ses554g (Chinese for network address)
285	229	Q866_14. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 14. .xn-55qx5d (Chinese for company)
286	230	Q910. And, how much do you trust that the restrictions on this new registration will actually be enforced?
287	231	Q916. How much do you trust the Domain Name industry compared to these other industries? SUMMARY TABLE OF TOP 2 BOX
288	232	Q916. How much do you trust the Domain Name industry compared to these other industries? SUMMARY TABLE OF BOTTOM 2 BOX
289	233	Q916_1. How much do you trust the Domain Name industry compared to these other industries? 1. Internet service providers/the agency that provides my internet access
290	234	Q916_2. How much do you trust the Domain Name industry compared to these other industries? 2. Web based marketing companies
291	235	Q916_3. How much do you trust the Domain Name industry compared to these other industries? 3. E-commerce companies
292	236	Q916_4. How much do you trust the Domain Name industry compared to these other industries? 4. Software companies
293	237	Q916_5. How much do you trust the Domain Name industry compared to these other industries? 5. Computer hardware companies
294	238	Q917. Why do you trust the domain name industry more than these other industries?
301	239	Q919. Why do you trust the domain name industry less than these other industries?
305	240	Q1000. Which devices do you use to access the Internet?
306	241	Q1005. What is your experience with URL shorteners?
307	242	Q1010. Why haven't you used URL shorteners?
308	243	Q1015. Why do you use URL shorteners?
309	244	Q1020. What is your experience with QR codes?
310	245	Q1025. Why haven't you used QR codes?
311	246	Q1030. Why do you use QR codes?
312	247	Q1050. What is your preferred way of finding websites now?
313	248	Q1036_1. Which of these is the safest, which is the fastest, and which is the easiest way to navigate to a website that may have the information you are looking for? 1. Safest
314	249	Q1036_2. Which of these is the safest, which is the fastest, and which is the easiest way to navigate to a website that may have the information you are looking for? 2. Fastest
315	250	Q1036_3. Which of these is the safest, which is the fastest, and which is the easiest way to navigate to a website that may have the information you are looking for? 3. Easiest
316	251	Q1055_1. Which of these are the fastest, easiest and safest way to get to the website you want to buy from? 1. Safest
317	252	Q1055_2. Which of these are the fastest, easiest and safest way to get to the website you want to buy from? 2. Fastest
318	253	Q1055_3. Which of these are the fastest, easiest and safest way to get to the website you want to buy from? 3. Easiest
319	254	Q1060_1. 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? 1. Safest

Page	Table	Title
320	255	Q1060_2. 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? 2. Fastest
321	256	Q1060_3. 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? 3. Easiest
322	257	Q1140. Overall, how comfortable are you with each of the following online behaviors? SUMMARY TABLE OF TOP 2 BOX
323	258	Q1140. Overall, how comfortable are you with each of the following online behaviors? SUMMARY TABLE OF BOTTOM 2 BOX
324	259	Q1140_1. Overall, how comfortable are you with each of the following online behaviors? 1. Searching for information
325	260	Q1140_2. Overall, how comfortable are you with each of the following online behaviors? 2. Using social media to talk about your activities or family
326	261	Q1140_3. Overall, how comfortable are you with each of the following online behaviors? 3. Shopping online
327	262	Q1140_4. Overall, how comfortable are you with each of the following online behaviors? 4. Banking online
328	263	Q1140_5. Overall, how comfortable are you with each of the following online behaviors? 5. Accessing medical information online
329	264	Q1145_1. Please think about two/three websites. One has a .com domain extension/, one has a ... 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? 1. Inputting your email address SUMMARY TABLE OF TOP BOX
330	265	Q1145_1. Please think about two/three websites. One has a .com domain extension/, one has a ... 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? 1. Inputting your email address SUMMARY TABLE OF TOP 2 BOX
331	266	Q1145_1_1. Please think about two/three websites. One has a .com domain extension/, one has a ... 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? 1. Inputting your email address 1. .com
332	267	Q1145_1_2. Please think about two/three websites. One has a .com domain extension/, one has a ... 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? 1. Inputting your email address 2. gTLDs
333	268	Q1145_1_3. Please think about two/three websites. One has a .com domain extension/, one has a ... 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? 1. Inputting your email address 3. .club or .bank
334	269	Q1145_2. Please think about two/three websites. One has a .com domain extension/, one has a ... 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? 2. Inputting your home address SUMMARY TABLE OF TOP BOX
335	270	Q1145_2. Please think about two/three websites. One has a .com domain extension/, one has a ... 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? 2. Inputting your home address SUMMARY TABLE OF TOP 2 BOX
336	271	Q1145_2_1. Please think about two/three websites. One has a .com domain extension/, one has a ... 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? 2. Inputting your home address 1. .com
337	272	Q1145_2_2. Please think about two/three websites. One has a .com domain extension/, one has a ... 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? 2. Inputting your home address 2. gTLDs
338	273	Q1145_2_3. Please think about two/three websites. One has a .com domain extension/, one has a ... 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? 2. Inputting your home address 3. .club or .bank
339	274	Q1145_3. Please think about two/three websites. One has a .com domain extension/, one has a ... 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? 3. Inputting your telephone number SUMMARY TABLE OF TOP BOX
340	275	Q1145_3. Please think about two/three websites. One has a .com domain extension/, one has a ... 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? 3. Inputting your telephone number SUMMARY TABLE OF TOP 2 BOX
341	276	Q1145_3_1. Please think about two/three websites. One has a .com domain extension/, one has a ... 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? 3. Inputting your telephone number 1. .com

Page	Table	Title
342	277	Q1145_3_2. Please think about two/three websites. One has a .com domain extension/, one has a ... 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? 3. Inputting your telephone number 2. gTLDs
343	278	Q1145_3_3. Please think about two/three websites. One has a .com domain extension/, one has a ... 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? 3. Inputting your telephone number 3. .club or .bank
344	279	Q1145_4. Please think about two/three websites. One has a .com domain extension/, one has a ... 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? 4. Inputting financial information (like a credit card or bank account number) SUMMARY TABLE OF TOP BOX
345	280	Q1145_4. Please think about two/three websites. One has a .com domain extension/, one has a ... 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? 4. Inputting financial information (like a credit card or bank account number) SUMMARY TABLE OF TOP 2 BOX
346	281	Q1145_4_1. Please think about two/three websites. One has a .com domain extension/, one has a ... 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? 4. Inputting financial information (like a credit card or bank account number) 1. .com
347	282	Q1145_4_2. Please think about two/three websites. One has a .com domain extension/, one has a ... 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? 4. Inputting financial information (like a credit card or bank account number) 2. gTLDs
348	283	Q1145_4_3. Please think about two/three websites. One has a .com domain extension/, one has a ... 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? 4. Inputting financial information (like a credit card or bank account number) 3. .club or .bank
349	284	Q1145_5. Please think about two/three websites. One has a .com domain extension/, one has a ... 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? 5. Inputting an ID number like a social security number, passport or government ID number SUMMARY TABLE OF TOP BOX
350	285	Q1145_5. Please think about two/three websites. One has a .com domain extension/, one has a ... 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? 5. Inputting an ID number like a social security number, passport or government ID number SUMMARY TABLE OF TOP 2 BOX
351	286	Q1145_5_1. Please think about two/three websites. One has a .com domain extension/, one has a ... 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? 5. Inputting an ID number like a social security number, passport or government ID number 1. .com
352	287	Q1145_5_2. Please think about two/three websites. One has a .com domain extension/, one has a ... 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? 5. Inputting an ID number like a social security number, passport or government ID number 2. gTLDs
353	288	Q1145_5_3. Please think about two/three websites. One has a .com domain extension/, one has a ... 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? 5. Inputting an ID number like a social security number, passport or government ID number 3. .club or .bank
354	289	Q1145_6. Please think about two/three websites. One has a .com domain extension/, one has a ... 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? 6. Inputting healthcare information, like inputting a list of prescription drugs you use, or your medical history SUMMARY TABLE OF TOP BOX
355	290	Q1145_6. Please think about two/three websites. One has a .com domain extension/, one has a ... 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? 6. Inputting healthcare information, like inputting a list of prescription drugs you use, or your medical history SUMMARY TABLE OF TOP 2 BOX
356	291	Q1145_6_1. Please think about two/three websites. One has a .com domain extension/, one has a ... 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? 6. Inputting healthcare information, like inputting a list of prescription drugs you use, or your medical history 1. .com
357	292	Q1145_6_2. Please think about two/three websites. One has a .com domain extension/, one has a ... 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? 6. Inputting healthcare information, like inputting a list of prescription drugs you use, or your medical history 2. gTLDs
358	293	Q1145_6_3. Please think about two/three websites. One has a .com domain extension/, one has a ... 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? 6. Inputting healthcare information, like inputting a list of prescription drugs you use, or your medical history 3. .club or .bank
359	294	Q1100a. How would you describe your familiarity with each of the following abusive internet behaviors? SUMMARY TABLE OF TOP 2 BOX
360	295	Q1100a. How would you describe your familiarity with each of the following abusive internet behaviors? SUMMARY TABLE OF BOTTOM 2 BOX

Page Table Title

361	296	Q1100a_1. How would you describe your familiarity with each of the following abusive internet behaviors? 1. Phishing - The attempt to acquire sensitive information such as usernames, passwords, and credit card details by masquerading as a trustworthy entity in electronic communication.
362	297	Q1100a_2. How would you describe your familiarity with each of the following abusive internet behaviors? 2. Spamming - The use of electronic messaging systems to send unsolicited messages.
363	298	Q1100a_3. How would you describe your familiarity with each of the following abusive internet behaviors? 3. Cyber squatting - Registering or using a domain name with bad faith intent to profit from the goodwill of a trademark belonging to someone else.
364	299	Q1100a_4. How would you describe your familiarity with each of the following abusive internet behaviors? 4. Stolen credentials - When hackers steal personal information stored online such as usernames, passwords, social security numbers, credit cards numbers, etc.
365	300	Q1100a_5. How would you describe your familiarity with each of the following abusive internet behaviors? 5. Malware - Short for "malicious software", used to disrupt computer operations, gather sensitive information or gain access to private computer systems.
366	301	Q1105. What do you think are the source(s) for each type of abusive Internet behavior? SUMMARY TABLE OF ORGANIZED GROUPS
367	302	Q1105. What do you think are the source(s) for each type of abusive Internet behavior? SUMMARY TABLE OF INDIVIDUALS
368	303	Q1105_1. What do you think are the source(s) for each type of abusive Internet behavior? 1. Phishing
369	304	Q1105_2. What do you think are the source(s) for each type of abusive Internet behavior? 2. Spamming
370	305	Q1105_3. What do you think are the source(s) for each type of abusive Internet behavior? 3. Cyber squatting
371	306	Q1105_4. What do you think are the source(s) for each type of abusive Internet behavior? 4. Stolen credentials
372	307	Q1105_5. What do you think are the source(s) for each type of abusive Internet behavior? 5. Malware
373	308	Q1117. How common do you feel each type of abusive Internet behavior is? SUMMARY TABLE OF TOP 2 BOX
374	309	Q1117. How common do you feel each type of abusive Internet behavior is? SUMMARY TABLE OF BOTTOM 2 BOX
375	310	Q1117_1. How common do you feel each type of abusive Internet behavior is? 1. Phishing
376	311	Q1117_2. How common do you feel each type of abusive Internet behavior is? 2. Spamming
377	312	Q1117_3. How common do you feel each type of abusive Internet behavior is? 3. Cyber squatting
378	313	Q1117_4. How common do you feel each type of abusive Internet behavior is? 4. Stolen credentials
379	314	Q1117_5. How common do you feel each type of abusive Internet behavior is? 5. Malware
380	315	Q1121. Have you ever been affected by any of these types of abusive Internet behaviors? SUMMARY TABLE OF YES
381	316	Q1121_1. Have you ever been affected by any of these types of abusive Internet behaviors? 1. Phishing
382	317	Q1121_2. Have you ever been affected by any of these types of abusive Internet behaviors? 2. Spamming
383	318	Q1121_3. Have you ever been affected by any of these types of abusive Internet behaviors? 3. Cyber squatting
384	319	Q1121_4. Have you ever been affected by any of these types of abusive Internet behaviors? 4. Stolen credentials
385	320	Q1121_5. Have you ever been affected by any of these types of abusive Internet behaviors? 5. Malware
386	321	Q1126. How scared are you of each of the following? SUMMARY TABLE OF TOP 2 BOX
387	322	Q1126. How scared are you of each of the following? SUMMARY TABLE OF BOTTOM 2 BOX
388	323	Q1126_1. How scared are you of each of the following? 1. Phishing
389	324	Q1126_2. How scared are you of each of the following? 2. Spamming
390	325	Q1126_3. How scared are you of each of the following? 3. Cyber squatting
391	326	Q1126_4. How scared are you of each of the following? 4. Stolen credentials
392	327	Q1126_5. How scared are you of each of the following? 5. Malware

<u>Page</u>	<u>Table</u>	<u>Title</u>
393	328	Q1130_1. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors? 1. Phishing
394	329	Q1130_2. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors? 2. Spamming
395	330	Q1130_3. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors? 3. Cyber squatting
396	331	Q1130_4. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors? 4. Stolen credentials
397	332	Q1130_5. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors? 5. Malware
398	333	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?
399	334	Q318. In what state, province or territory do you currently reside?
418	335	Q320. U.S. Region-Harris Interactive Definition.
419	336	Q437. What is the highest level of education you have completed or the highest degree you have received?
420	337	Q437. What is the highest level of education you have completed or the highest degree you have received?
424	338	Q410. Which one of the following best describes your employment status?
425	339	Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?
433	340	Q485. Racial Background.
435	341	Q364. What is your marital status?
436	342	QTEENINTUSE. Overall, how often do you use the Internet?
437	343	QARREG. In which region do you currently reside?
438	344	QKRINC. Which of the following income categories best describes your total 2015 household income before taxes?
439	345	QKRBUY. In the past 12 months, did you purchase any products or services over the Internet?
440	346	QKRREG1. In which region do you currently reside?
442	347	QKRREG2. REGION CLASSIFICATION
443	348	QINED. What is the highest level of education/literacy you have completed/obtained or the highest degree you have received?
444	349	QININC2. Which of the following income categories best describes your total 2015 household income before taxes?
445	350	QINSUB. Which of the following best describes the area in which you live?
446	351	QINBUY. In the past month, did you purchase any products or services over the Internet?
447	352	QINREG1. In which division do you currently reside?
450	353	QINREG2. STATE SIZE CLASSIFICATION
451	354	Q1500. In which province do you currently reside?
454	355	Q1502. REGION CLASSIFICATION
455	356	Q1580. What is your marital status?
456	357	Q1503. In which state do you currently reside?
459	358	Q1504. STATE CLASSIFICATION
460	359	Q1585. Do you consider yourself...?
461	360	Q1505. In which governorate do you currently reside?
463	361	Q1506. REGION CLASSIFICATION
464	362	Q4005. Which of the following income categories best describes your total 2015 household income before taxes?
465	363	QCOREG2. In which region do you live?
466	364	Q4010. What is your current education level?
468	365	Q4015. What is your current occupation?
470	366	Q4021. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Household Income
471	367	Q4022. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Household Expenditure
472	368	Q4023. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Personal Income
473	369	Q4024. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Personal Expenditure
474	370	Q4025. SOCIO ECONOMIC CLASSIFICATION
475	371	Q4027. In what region do you live?
476	372	Q4030. What is your highest educational attainment?
477	373	Q4035. At the present time, what is your occupation?
478	374	Q4036. Please select the area in which you live?
480	375	Q1507. What is the highest level of education you have completed or the highest degree you have received?
481	376	QBRREG1. In which state do you currently reside?

<u>Page</u>	<u>Table</u>	<u>Title</u>
483	377	QBRREG2. REGION CLASSIFICATION
484	378	Q1538. What is the highest level of education you have completed or the highest degree you have received?
485	379	QMXREG. In which state do you currently reside?
487	380	Q1574. What is the highest level of education you have completed or the highest degree you have received?
488	381	QTRED. What is the highest level of education you have completed or the highest degree you have received?
489	382	QCOED. What was the last year of schooling that you completed?
490	383	QIDED. What is the highest level of education you have completed or the highest degree you have received?
491	384	QJPED. What is the highest level of education you have completed or the highest degree you have received?
492	385	QNGED. What is the highest level of education you have completed or the highest degree you have received?
493	386	QPLED. What is the highest level of education you have completed or the highest degree you have received?
494	387	QRUED. What is the highest level of education you have completed or the highest degree you have received?
495	388	QKRED. What is the highest level of education you have completed or the highest degree you have received?
496	389	QBRINC. Which of the following income categories best describes your total 2015 household income before taxes?
497	390	QCNINC. Which of the following income categories best describes your total monthly household income before taxes?
498	391	QZAREG. In which region do you currently reside?
499	392	Banner * Banner