

Q75. Sample source

Base: All Respondents

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
HPOL	1573 26% BEIK	800 15% FJL	702 76% AEIK	642 78% BFHJL	-	-	871 80% HACEIK	158 16% FJL	-	-	-	-
Novartis	1	-	-	-	-	-	1	-	-	-	-	-
Toluna	-	-	-	-	-	-	-	-	-	-	-	-
AIP	-	-	-	-	-	-	-	-	-	-	-	-
Survey Router Federated	4570 74% CG	4652 85% AD	223 24% G	184 22%	599 100% ACG	507 100% BDH	214 20%	805 84% GD	409 100% ACG	378 100% BDH	3125 100% ACG	2778 100% BDH
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

Q616. COUNTRY

Base: All Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
US	502 8%	461 8%	502 54%	461 56%	-	-	-	-	-	-	-	-
	EGIK	FHJL	AEGIK	BFHJL								
CANADA	200 3%	181 3%	200 22%	181 22%	-	-	-	-	-	-	-	-
	EGIK	FHJL	AEGIK	BFHJL								
MEXICO	223 4%	184 3%	223 24%	184 22%	-	-	-	-	-	-	-	-
	EGIK	FHJL	AEGIK	BFHJL								
ITALY	101 2%	90 2%	-	-	-	-	101 9%	90 9%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
TURKEY	102 2%	95 2%	-	-	-	-	102 9%	95 10%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
SPAIN	100 2%	97 2%	-	-	-	-	100 9%	97 10%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
POLAND	112 2%	92 2%	-	-	-	-	112 10%	92 10%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
UK	220 4%	180 3%	-	-	-	-	220 20%	180 19%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
FRANCE	201 3%	181 3%	-	-	-	-	201 19%	181 19%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
GERMANY	250 4%	228 4%	-	-	-	-	250 23%	228 24%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
CHINA	1110 18%	996 18%	-	-	-	-	-	-	-	-	1110 36%	996 36%
	CEGI	DFHJ									ACEGI	BDFHJ
VIETNAM	100 2%	93 2%	-	-	-	-	-	-	-	-	100 3%	93 3%
	CEGI	DFHJ									ACEGI	BDFHJ
PHILIPPINES	206 3%	184 3%	-	-	-	-	-	-	-	-	206 7%	184 7%
	CEGI	DFHJ									ACEGI	BDFHJ
JAPAN	358 6%	315 6%	-	-	-	-	-	-	-	-	358 11%	315 11%
	CEGI	DFHJ									ACEGI	BDFHJ
SOUTH KOREA	204 3%	183 3%	-	-	-	-	-	-	-	-	204 7%	183 7%
	CEGI	DFHJ									ACEGI	BDFHJ
RUSSIA	253 4%	231 4%	-	-	-	-	-	-	-	-	253 8%	231 8%
	CEGI	DFHJ									ACEGI	BDFHJ

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

Q616. COUNTRY

Base: All Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
INDIA	687 11%	595 11%	-	-	-	-	-	-	-	-	687 22%	595 21%
	CEGI	DFHJ									ACEGI	BDFHJ
INDONESIA	207 3%	181 3%	-	-	-	-	-	-	-	-	207 7%	181 7%
	CEGI	DFHJ									ACEGI	BDFHJ
NIGERIA	201 3%	192 4%	-	-	-	-	-	-	201 49%	192 51%	-	-
	CEGK	DFHL							ACEGK	BDFHL		
SOUTH AFRICA	105 2%	90 2%	-	-	-	-	-	-	105 26%	90 24%	-	-
	CEGK	DFHL							ACEGK	BDFHL		
EGYPT	103 2%	96 2%	-	-	-	-	-	-	103 25%	96 25%	-	-
	CEGK	DFHL							ACEGK	BDFHL		
COLOMBIA	119 2%	93 2%	-	-	119 20%	93 18%	-	-	-	-	-	-
	CGIK	DHJL			ACGIK	BDHJL						
ARGENTINA	110 2%	93 2%	-	-	110 18%	93 18%	-	-	-	-	-	-
	CGIK	DHJL			ACGIK	BDHJL						
BRAZIL	370 6%	321 6%	-	-	370 62%	321 63%	-	-	-	-	-	-
	CGIK	DHJL			ACGIK	BDHJL						
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

Q620. LANGUAGE

Base: All Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
AMERICAN ENGLISH	502 8%	461 8%	502 54%	461 56%	-	-	-	-	-	-	-	-
	EGIK	FHJL	AEGIK	BFHJL								
SPAIN_SPANISH	100 2%	97 2%	-	-	-	-	100 9%	97 10%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
PORTUGUESE (BRAZIL)	370 6%	321 6%	-	-	370 62%	321 63%	-	-	-	-	-	-
	CGIK	DHJL			ACGIK	BDHJL						
SIMPLIFIED CHINESE	1110 18%	996 18%	-	-	-	-	-	-	-	-	1110 36%	996 36%
	CEGI	DFHJ									ACEGI	BDFHJ
FRENCH (FRANCE)	201 3%	181 3%	-	-	-	-	201 19%	181 19%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
GERMAN	250 4%	228 4%	-	-	-	-	250 23%	228 24%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
ITALIAN	101 2%	90 2%	-	-	-	-	101 9%	90 9%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
JAPANESE	358 6%	315 6%	-	-	-	-	-	-	-	-	358 11%	315 11%
	CEGI	DFHJ									ACEGI	BDFHJ
KOREAN	204 3%	183 3%	-	-	-	-	-	-	-	-	204 7%	183 7%
	CEGI	DFHJ									ACEGI	BDFHJ
RUSSIAN	253 4%	231 4%	-	-	-	-	-	-	-	-	253 8%	231 8%
	CEGI	DFHJ									ACEGI	BDFHJ
ARABIC	103 2%	96 2%	-	-	-	-	-	-	103 25%	96 25%	-	-
	CEGK	DFHL							ACEGK	BDFHL		
VIETNAMESE	100 2%	93 2%	-	-	-	-	-	-	-	-	100 3%	93 3%
	CEGI	DFHJ									ACEGI	BDFHJ
TAGALOG	206 3%	184 3%	-	-	-	-	-	-	-	-	206 7%	184 7%
	CEGI	DFHJ									ACEGI	BDFHJ
TURKISH	102 2%	95 2%	-	-	-	-	102 9%	95 10%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
POLISH	112 2%	92 2%	-	-	-	-	112 10%	92 10%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
LATAM_SPANISH	452 7%	370 7%	223 24%	184 22%	229 38%	186 37%	-	-	-	-	-	-
	GIK	HJL	AGIK	BHJL	ACGIK	BDHJL						

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

Q620. LANGUAGE

Base: All Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
BRITISH ENGLISH	1413 23%	1238 23%	200 22%	181 22%	-	-	220 20%	180 19%	306 75%	282 75%	687 22%	595 21%
	EG	FHL	E	F	-	-	E	F	ACEGK	BDFHL	E	F
BAHASA	207 3%	181 3%	-	-	-	-	-	-	-	-	207 7%	181 7%
	CEGI	DFHJ	-	-	-	-	-	-	-	-	ACEGI	BDFHJ
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

Base: All Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
Argentina	110 2%	93 2%	-	-	110 18%	93 18%	-	-	-	-	-	-
	CGIK	DHJL			ACGIK	BDHJL						
Brazil	370 6%	321 6%	-	-	370 62%	321 63%	-	-	-	-	-	-
	CGIK	DHJL			ACGIK	BDHJL						
Canada	200 3%	181 3%	200 22%	181 22%	-	-	-	-	-	-	-	-
	EGIK	FHJL	AEGIK	BFHJL								
China	1110 18%	996 18%	-	-	-	-	-	-	-	-	1110 36%	996 36%
	CEGI	DFHJ									ACEGI	BDFHJ
Colombia	119 2%	93 2%	-	-	119 20%	93 18%	-	-	-	-	-	-
	CGIK	DHJL			ACGIK	BDHJL						
Egypt	103 2%	96 2%	-	-	-	-	-	-	103 25%	96 25%	-	-
	CEGK	DFHL							ACEGK	BDFHL		
France	201 3%	181 3%	-	-	-	-	201 19%	181 19%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
Germany	250 4%	228 4%	-	-	-	-	250 23%	228 24%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
India	687 11%	595 11%	-	-	-	-	-	-	-	-	687 22%	595 21%
	CEGI	DFHJ									ACEGI	BDFHJ
Indonesia	207 3%	181 3%	-	-	-	-	-	-	-	-	207 7%	181 7%
	CEGI	DFHJ									ACEGI	BDFHJ
Italy	101 2%	90 2%	-	-	-	-	101 9%	90 9%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
Japan	358 6%	315 6%	-	-	-	-	-	-	-	-	358 11%	315 11%
	CEGI	DFHJ									ACEGI	BDFHJ
Mexico	223 4%	184 3%	223 24%	184 22%	-	-	-	-	-	-	-	-
	EGIK	FHJL	AEGIK	BFHJL								
Nigeria	201 3%	192 4%	-	-	-	-	-	-	201 49%	192 51%	-	-
	CEGK	DFHL							ACEGK	BDFHL		
Philippines	206 3%	184 3%	-	-	-	-	-	-	-	-	206 7%	184 7%
	CEGI	DFHJ									ACEGI	BDFHJ
Poland	112 2%	92 2%	-	-	-	-	112 10%	92 10%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				

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

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

Base: All Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
South Africa	105 2%	90 2%	-	-	-	-	-	-	105 26%	90 24%	-	-
	CEGK	DFHL							ACEGK	BDFHL		
Russian Federation	253 4%	231 4%	-	-	-	-	-	-	-	-	253 8%	231 8%
	CEGI	DFHJ									ACEGI	BDFHJ
South Korea	204 3%	183 3%	-	-	-	-	-	-	-	-	204 7%	183 7%
	CEGI	DFHJ									ACEGI	BDFHJ
Spain	100 2%	97 2%	-	-	-	-	100 9%	97 10%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
Turkey	102 2%	95 2%	-	-	-	-	102 9%	95 10%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
United Kingdom	220 4%	180 3%	-	-	-	-	220 20%	180 19%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
United States	502 8%	461 8%	502 54%	461 56%	-	-	-	-	-	-	-	-
	EGIK	FHJL	AEGIK	BFHJL								
Vietnam	100 2%	93 2%	-	-	-	-	-	-	-	-	100 3%	93 3%
	CEGI	DFHJ									ACEGI	BDFHJ
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

Base: All Respondents

Q268. I identify my gender as ...?

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
Male	3402 55% CE	2944 54% H	423 46% C	431 52% C	306 51% C	316 62% EBDHL	604 56% HC	488 51% JACEGK	291 71% DH	221 58% LACE	1778 57% LACE	1488 54% KF
Female	2742 45% IK	2506 46% F	502 54% DAEGIK	394 48% FJ	293 49% FAIK	191 38% I	482 44% GBFJ	475 49% I	118 29% I	157 42% I	1347 43% I	1289 46% KF
Other/refuse	-	2	-	1	-	-	-	-	-	-	-	1
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

Q280. Respondent Age.

Base: All Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
18 - 19	146 2% G	193 4% AH	15 2%	28 3% CH	28 5% ACGK	33 7% BDHL	13 1%	15 2%	12 3% G	19 5% H	78 2% G	98 4% KH
20 - 24	699 11% CG	708 13% ADH	80 9%	73 9%	67 11% G	92 18% EBDH	77 7%	65 7%	68 17% ACEGK	62 16% BDH	407 13% ACG	416 15% KBDH
25 - 29	842 14% BCG	669 12% H	99 11% G	92 11% H	84 14% G	52 10% G	86 8%	73 8%	92 22% ACEGK	69 18% BDFHL	481 15% ACG	383 14% BDFH
30 - 34	928 15% BCG	656 12% DFH	116 13% DG	78 9%	90 15% FG	38 7%	97 9%	67 7%	91 22% ACEGK	75 20% BDFHL	534 17% LACG	398 14% BDFH
35 - 39	848 14% C	739 14% DF	104 11%	91 11%	78 13% F	46 9%	149 14%	133 14% F	53 13%	65 17% BDF	464 15% AC	404 15% BDF
40 - 44	687 11% BC	496 9% FJ	86 9%	74 9%	65 11% F	31 6%	146 13% ACI	124 13% BDFJL	38 9%	23 6%	352 11% L	244 9% F
45 - 49	592 10% I	557 10% J	94 10% I	92 11% J	63 11% I	60 12% J	122 11% IK	118 12% BJL	26 6%	19 5%	287 9%	268 10% J
50 - 54	417 7% IK	410 8% L	71 8% IK	53 6% I	39 7% I	50 10% EBDJL	119 11% ACEIK	99 10% BDJL	14 3%	20 5%	174 6%	188 7%
55 - 59	394 6% IK	402 7% AJL	75 8% AIK	56 7% J	42 7% I	62 12% EBDJL	97 9% AIK	109 11% BDJL	7 2%	11 3%	173 6% I	164 6% J
60 - 64	287 5% IK	270 5% JL	67 7% AEIK	70 8% BFJL	19 3% I	18 4% I	90 8% AEIK	76 8% BFJL	6 1%	6 2%	105 3% I	100 4% J
65 and over	304 5% IK	352 6% AJL	118 13% AEGIK	119 14% BFHJL	24 4% IK	25 5% IK	90 8% AEIK	84 9% BFJL	2 *	9 2% I	70 2% I	115 4% K
MEAN	39.4 IK	39.9 AJL	44.2 AEIK	44.3 BFJL	38.4 IK	39.5 JL	44.5 AEIK	44.9 BFJL	33.0	34.0	37.2 I	37.7 J
STD. DEV.	13.51	14.33	15.69	16.47	13.35	15.03	13.80	13.74	9.95	11.45	12.11	13.20
STD. ERR.	0.17	0.19	0.52	0.57	0.55	0.67	0.42	0.44	0.49	0.59	0.22	0.25
MEDIAN	37	38	43	43	36	38	44	45	32	31	35	35
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

Base: All Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
0 hours to less than 1 hour	-	-	-	-	-	-	-	-	-	-	-	-
1-4 hours	-	-	-	-	-	-	-	-	-	-	-	-
5-10 hours	1180 19% K	971 18% H	180 19%	138 17% H	159 27% ACGK	152 30% BDHJL	220 20% HK	128 13%	95 23% AK	83 22% BDHL	526 17%	470 17% H
11-15 hours	911 15% K	772 14% L	163 18% AEIK	120 15%	80 13%	69 14%	189 17% AEIK	177 18% BDFJL	53 13%	47 12%	426 14%	359 13%
16-20 hours	929 15% IK	908 17% AF	178 19% AEIK	160 19% BFL	81 14%	62 12%	188 17% AEIK	187 19% BFL	48 12%	63 17% I	434 14%	436 16% F
More than 20 hours	3124 51% CEG	2801 51% F	404 44%	408 49% C	279 47%	224 44%	489 45%	471 49%	213 52% CG	185 49%	1739 56% ACEG	1513 54% BDFHJ
Don't Know	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

Q640. COUNTRY QUOTAS

Base: All Qualified

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
US ADULTS	502 8%	461 8%	502 54%	461 56%	-	-	-	-	-	-	-	-
	EGIK	FHJL	AEGIK	BFHJL								
CANADA ADULTS	200 3%	181 3%	200 22%	181 22%	-	-	-	-	-	-	-	-
	EGIK	FHJL	AEGIK	BFHJL								
MEXICO ADULTS	223 4%	184 3%	223 24%	184 22%	-	-	-	-	-	-	-	-
	EGIK	FHJL	AEGIK	BFHJL								
ITALY ADULTS	101 2%	90 2%	-	-	-	-	101 9%	90 9%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
TURKEY ADULTS	102 2%	95 2%	-	-	-	-	102 9%	95 10%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
SPAIN ADULTS	100 2%	97 2%	-	-	-	-	100 9%	97 10%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
POLAND ADULTS	112 2%	92 2%	-	-	-	-	112 10%	92 10%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
UNITED KINGDOM ADULTS	220 4%	180 3%	-	-	-	-	220 20%	180 19%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
FRANCE ADULTS	201 3%	181 3%	-	-	-	-	201 19%	181 19%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
GERMANY ADULTS	250 4%	228 4%	-	-	-	-	250 23%	228 24%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
CHINA ADULTS	1110 18%	996 18%	-	-	-	-	-	-	-	-	1110 36%	996 36%
	CEGI	DFHJ									ACEGI	BDFHJ
VIETNAM ADULTS	100 2%	93 2%	-	-	-	-	-	-	-	-	100 3%	93 3%
	CEGI	DFHJ									ACEGI	BDFHJ
PHILIPPINES ADULTS	206 3%	184 3%	-	-	-	-	-	-	-	-	206 7%	184 7%
	CEGI	DFHJ									ACEGI	BDFHJ
JAPAN ADULTS	358 6%	315 6%	-	-	-	-	-	-	-	-	358 11%	315 11%
	CEGI	DFHJ									ACEGI	BDFHJ
SOUTH KOREA ADULTS	204 3%	183 3%	-	-	-	-	-	-	-	-	204 7%	183 7%
	CEGI	DFHJ									ACEGI	BDFHJ
RUSSIA ADULTS	253 4%	231 4%	-	-	-	-	-	-	-	-	253 8%	231 8%
	CEGI	DFHJ									ACEGI	BDFHJ

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

Q640. COUNTRY QUOTAS

Base: All Qualified

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
INDIA ADULTS	687 11%	595 11%	-	-	-	-	-	-	-	-	687 22%	595 21%
	CEGI	DFHJ									ACEGI	BDFHJ
INDONESIA ADULTS	207 3%	181 3%	-	-	-	-	-	-	-	-	207 7%	181 7%
	CEGI	DFHJ									ACEGI	BDFHJ
NIGERIA ADULTS	201 3%	192 4%	-	-	-	-	-	-	201 49%	192 51%	-	-
	CEGK	DFHL							ACEGK	BDFHL		
SOUTH AFRICA ADULTS	105 2%	90 2%	-	-	-	-	-	-	105 26%	90 24%	-	-
	CEGK	DFHL							ACEGK	BDFHL		
EGYPT ADULTS	103 2%	96 2%	-	-	-	-	-	-	103 25%	96 25%	-	-
	CEGK	DFHL							ACEGK	BDFHL		
COLOMBIA ADULTS	119 2%	93 2%	-	-	119 20%	93 18%	-	-	-	-	-	-
	CGIK	DHJL			ACGIK	BDHJL						
ARGENTINA ADULTS	110 2%	93 2%	-	-	110 18%	93 18%	-	-	-	-	-	-
	CGIK	DHJL			ACGIK	BDHJL						
BRAZIL ADULTS	370 6%	321 6%	-	-	370 62%	321 63%	-	-	-	-	-	-
	CGIK	DHJL			ACGIK	BDHJL						
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 - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used.

Q640. COUNTRY QUOTAS

Base: All Qualified

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
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 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
HIGH (NET)	5749 94% K	5332 98% AH	888 96% AGK	817 99% CBHL	575 96% AGK	500 99% EH	1005 93% G	931 97% G	386 94% IBHL	377 100% IBHL	2895 93% K	2707 97% K
.com	5481 89% K	5204 95% AH	848 92% AK	793 96% CH	537 90% E	482 95% E	969 89% G	903 94% G	373 91% IBDFHL	373 99% IBDFHL	2754 88% K	2653 96% KH
.net	4759 77% K	4824 88% AHL	786 85% AGIK	774 94% CBHL	491 82% AK	464 92% EBHL	872 80% AK	826 86% G	321 78% K	351 93% IBHL	2289 73% K	2409 87% K
.org	4387 71% K	4533 83% AL	825 89% AEGIK	784 95% CBHL	482 80% AK	479 94% EBHL	854 79% AK	819 85% GL	310 76% AK	353 93% IBHL	1916 61% K	2098 76% K
GEOGRAPHICALLY TARGETED (NET)	5113 83% C	4967 91% AD	652 70% -	606 73% -	515 86% CI	477 94% EBD	989 91% ACEIK	915 95% GBD	326 80% C	364 96% IBD	2631 84% ACI	2605 94% KBD
.cn	909 15% CEGI	910 17% ADFHJ	-	-	-	-	-	-	-	-	909 29% ACEGI	910 33% KBDFHJ
.eu	-	571 10% ADFJL	-	-	-	-	-	571 59% GBDFJL	-	-	-	-
.in	558 9% CEGI	557 10% ADFHJ	-	-	-	-	-	-	-	-	558 18% ACEGI	557 20% KBDFHJ
.jp	330 5% CEGI	299 5% DFHJ	-	-	-	-	-	-	-	-	330 11% ACEGI	299 11% BDFHJ
.br	311 5% CGIK	298 5% DHJL	-	-	311 52% ACGIK	298 59% EBDHJL	-	-	-	-	-	-
.us	261 4% EGIK	255 5% FHJL	261 28% AEGIK	255 31% BFHJL	-	-	-	-	-	-	-	-
.ru	237 4% CEGI	225 4% DFHJ	-	-	-	-	-	-	-	-	237 8% ACEGI	225 8% BDFHJ
.de	234 4% CEIK	219 4% DFJL	-	-	-	-	234 22% ACEIK	219 23% BDFJL	-	-	-	-
.ng	165 3% CEGK	190 3% ADFHJ	-	-	-	-	-	-	165 40% ACEGK	190 50% IBDFHL	-	-
.mx	201 3% EGIK	180 3% FHJL	201 22% AEGIK	180 22% BFHJL	-	-	-	-	-	-	-	-
.kr	179 3% CEGI	179 3% DFHJ	-	-	-	-	-	-	-	-	179 6% ACEGI	179 6% BDFHJ

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
.id	165 3%	174 3%	-	-	-	-	-	-	-	-	165 5%	174 6%
	CEGI	DFHJ									ACEGI	BDFHJ
.ca	190 3%	171 3%	190 21%	171 21%	-	-	-	-	-	-	-	-
	EGIK	FHJL	AEGIK	BFHJL								
.fr	179 3%	169 3%	-	-	-	-	179 16%	169 18%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
.ph	166 3%	169 3%	-	-	-	-	-	-	-	-	166 5%	169 6%
	CEGI	DFHJ									ACEGI	BDFHJ
.uk	203 3%	167 3%	-	-	-	-	203 19%	167 17%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
.es	94 2%	92 2%	-	-	-	-	94 9%	92 10%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
.vn	87 1%	92 2%	-	-	-	-	-	-	-	-	87 3%	92 3%
	CEGI	DFHJ									ACEGI	BDFHJ
.pl	102 2%	91 2%	-	-	-	-	102 9%	91 9%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
.ar	96 2%	90 2%	-	-	96 16%	90 18%	-	-	-	-	-	-
	CGIK	DHJL			ACGIK	BDHJL						
.co	108 2%	89 2%	-	-	108 18%	89 18%	-	-	-	-	-	-
	CGIK	DHJL			ACGIK	BDHJL						
.eg	66 1%	88 2%	-	-	-	-	-	-	66 16%	88 23%	-	-
	CEGK	ADFHL							ACEGK	IBDFHL		
.it	94 2%	87 2%	-	-	-	-	94 9%	87 9%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
.za	95 2%	86 2%	-	-	-	-	-	-	95 23%	86 23%	-	-
	CEGK	DFHL							ACEGK	BDFHL		
.tr	83 1%	82 2%	-	-	-	-	83 8%	82 9%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
MODERATE (NET)	3077 50% K	3219 59% AD	448 48%	434 53%	296 49%	292 58% E	605 56% ACEK	582 60% GD	245 60% ACEK	292 77% IBDFHL	1483 47%	1619 58% KD
.info	2542 41% CK	2753 50% AD	301 33%	309 37% C	264 44% C	264 52% ED	520 48% ACK	506 53% GD	203 50% ACK	242 64% IBDFHL	1254 40% C	1432 52% KD
.biz	1890 31% EK	1979 36% AF	306 33% EK	298 36% F	105 18%	99 20%	392 36% AEK	370 38% F	166 41% ACEK	200 53% IBDFHL	921 29% E	1012 36% KF

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
LOW (NET)	1635 27%	1888 35%	169 18%	178 22%	138 23%	150 30%	243 22%	248 26%	180 44%	214 57%	905 29%	1098 40%
.mobi	CEG 866 14%	ADFH 998 18%	73 8%	93 11%	54 9%	71 14%	131 12%	136 14%	ACEGK 165 40%	IBDFHL 186 49%	ACEG 443 14%	KBDFH 512 18%
.tel	CEG 563 9%	ADFH 746 14%	75 8%	71 9%	70 12%	54 11%	87 8%	92 10%	29 7%	53 14%	302 10%	476 17%
.pro	CGI 587 10%	ADFHJ 733 13%	45 5%	46 6%	49 8%	50 10%	85 8%	94 10%	14 3%	35 9%	394 13%	508 18%
.asia	CEGI 533 9%	ADFHJ 708 13%	25 3%	41 5%	31 5%	20 4%	64 6%	84 9%	24 6%	32 8%	389 12%	531 19%
.coop	CI 319 5%	ADHJ 462 8%	24 3%	32 4%	49 8%	54 11%	46 4%	60 6%	7 2%	21 6%	193 6%	295 11%
I am not aware of any of these	BE 121 2%	DE 42 1%	DE 21 2%	1 1%	1 1%	2 2%	29 3%	9 1%	8 2%	-	59 2%	24 1%
Sigma	27161 442%	28512 523%	3981 430%	3854 467%	2651 443%	2516 496%	5038 464%	5377 558%	1946 476%	2210 585%	13545 433%	14555 524%

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

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

Base: Heard Of Extensions

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6023	5410	904	819	595	505	1057	954	401	378	3066	2754
.com	5290 88% K	5074 94% AH	826 91% AGK	781 95% CBH	526 88% EH	478 95% EH	912 86% G	852 89% G	366 91% AGK	367 97% IBHL	2660 87% K	2596 94% KH
.net	3904 65% K	4102 76% AH	639 71% AEGK	645 79% CBH	384 65% EH	411 81% EBHL	671 63% G	635 67% G	293 71% AEGK	318 84% IBDHL	1927 63% K	2093 76% KH
.org	3646 61% K	3890 72% AHL	719 80% AEGK	710 87% CBHL	436 73% AGK	456 90% EBDHL	678 64% AK	647 68% L	288 72% AGK	339 90% IBHL	1525 50% K	1738 63% K
.info	1622 27% C	1824 34% AD	158 17% E	176 21% C	151 25% C	167 33% ED	356 34% ACEK	336 35% D	142 35% ACEK	168 44% IBDFHL	815 27% C	977 35% KBD
.biz	1038 17% CE	1106 20% ADF	115 13% E	107 13% C	52 9% G	55 11% G	230 22% ACEK	200 21% DF	109 27% ACEGK	130 34% IBDFHL	532 17% CE	614 22% KBD
.cn	846 14% CEGI	853 16% ADFHJ	-	-	-	-	-	-	-	-	846 28% ACEGI	853 31% KBD
.mobi	481 8% CEG	572 11% ADFH	29 3% G	46 6% C	17 3% G	36 7% E	64 6% CE	75 8% G	125 31% ACEGK	121 32% BDFHL	246 8% CEG	294 11% KDFH
.in	517 9% CEGI	523 10% ADFHJ	-	-	-	-	-	-	-	-	517 17% ACEGI	523 19% KBD
.eu	-	366 7% ADFJL	-	-	-	-	-	366 38% GBDFJL	-	-	-	-
.pro	241 4% CGI	359 7% ADHJ	18 2% G	16 2% I	17 3% I	30 6% ED	30 3% I	40 4% D	4 1% ID	16 4% ID	172 6% ACEGI	257 9% KBD
.tel	217 4% C	352 7% ADH	17 2% G	23 3% C	25 4% C	25 5% D	36 3% C	35 4% C	9 2% ID	21 6% ID	130 4% AC	248 9% KBD
.asia	230 4% CEGI	338 6% ADFH	6 1% G	10 1% C	14 2% C	11 2% C	22 2% C	30 3% D	6 1% ID	17 4% ID	182 6% ACEGI	270 10% KBD
.br	296 5% CGIK	294 5% DHJL	-	-	296 50% ACGIK	294 58% EBDHJL	-	-	-	-	-	-
.jp	300 5% CEGI	281 5% DFHJ	-	-	-	-	-	-	-	-	300 10% ACEGI	281 10% BDFHJ
.coop	140 2% CI	224 4% ADJ	5 1% G	13 2% C	28 5% ACGIK	29 6% DHJ	20 2% C	33 3% GD	2 0% G	6 2% G	85 3% ACI	143 5% KBD
.ru	236 4% CEGI	222 4% DFHJ	-	-	-	-	-	-	-	-	236 8% ACEGI	222 8% BDFHJ

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

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

Base: Heard Of Extensions

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6023	5410	904	819	595	505	1057	954	401	378	3066	2754
.de	227 4%	212 4%	-	-	-	-	227 21%	212 22%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
.ng	157 3%	187 3%	-	-	-	-	-	-	157 39%	187 49%	-	-
	CEGK	ADFHL							ACEGK	IBDFHL		
.mx	188 3%	179 3%	188 21%	179 22%	-	-	-	-	-	-	-	-
	EGIK	FHJL	AEGIK	BFHJL								
.ca	185 3%	169 3%	185 20%	169 21%	-	-	-	-	-	-	-	-
	EGIK	FHJL	AEGIK	BFHJL								
.id	150 2%	168 3%	-	-	-	-	-	-	-	-	150 5%	168 6%
	CEGI	ADFHJ									ACEGI	KBDFHJ
.kr	161 3%	166 3%	-	-	-	-	-	-	-	-	161 5%	166 6%
	CEGI	DFHJ									ACEGI	BDFHJ
.ph	151 3%	163 3%	-	-	-	-	-	-	-	-	151 5%	163 6%
	CEGI	DFHJ									ACEGI	BDFHJ
.fr	168 3%	160 3%	-	-	-	-	168 16%	160 17%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
.uk	191 3%	159 3%	-	-	-	-	191 18%	159 17%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
.us	149 2%	146 3%	149 16%	146 18%	-	-	-	-	-	-	-	-
	EGIK	FHJL	AEGIK	BFHJL								
.es	91 2%	90 2%	-	-	-	-	91 9%	90 9%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
.pl	99 2%	89 2%	-	-	-	-	99 9%	89 9%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
.vn	82 1%	88 2%	-	-	-	-	-	-	-	-	82 3%	88 3%
	CEGI	DFHJ									ACEGI	BDFHJ
.ar	91 2%	88 2%	-	-	91 15%	88 17%	-	-	-	-	-	-
	CGIK	DHJL			ACGIK	BDHJL						
.co	100 2%	87 2%	-	-	100 17%	87 17%	-	-	-	-	-	-
	CGIK	DHJL			ACGIK	BDHJL						
.it	93 2%	85 2%	-	-	-	-	93 9%	85 9%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
.za	90 1%	83 2%	-	-	-	-	-	-	90 22%	83 22%	-	-
	CEGK	DFHL							ACEGK	BDFHL		

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

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

Base: Heard Of Extensions

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6023	5410	904	819	595	505	1057	954	401	378	3066	2754
.eg	57 1%	78 1%	-	-	-	-	-	-	57 14%	78 21%	-	-
	CEGK	ADFHL							ACEGK	IBDFHL		
.tr	80 1%	76 1%	-	-	-	-	80 8%	76 8%	-	-	-	-
	CEIK	DFJL					ACEIK	BDFJL				
None of these above	89 1%	58 1%	15 2%	8 1%	4 1%	2 *	20 2%	13 1%	3 1%	3 1%	47 2%	32 1%
Sigma	21603 359%	22911 423%	3069 339%	3029 370%	2141 360%	2169 430%	3988 377%	4133 433%	1641 409%	1854 490%	10764 351%	11726 426%

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
.ar	108 98%	92 99%	-	-	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%	-	-	-	-	-	-	-	-	202 98%	177 98%
.de	243 97%	222 97%	-	-	-	-	243 97%	222 97%	-	-	-	-
.in	662 96%	579 97%	-	-	-	-	-	-	-	-	662 96%	579 97%
.ru	243 96%	224 97%	-	-	-	-	-	-	-	-	243 96%	224 97%
.ng	194 97%	186 97%	-	-	-	-	-	-	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% K
.co	115 97%	89 96%	-	-	115 97%	89 96%	-	-	-	-	-	-
.ph	199 97%	176 96%	-	-	-	-	-	-	-	-	199 97%	176 96%
.com	5857 95%	5212 96% H	879 95%	785 95%	578 96%	483 95%	1026 94%	909 94%	401 98% ACGK	364 96%	2973 95%	2671 96% BH

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
.za	99 94%	86 96%	-	-	-	-	-	-	99 94%	86 96%	-	-
.kr	186 91%	173 95%	-	-	-	-	-	-	-	-	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%	-	-	-	-	-	-	90 87%	89 93%	-	-
.jp	332 93%	292 93%	-	-	-	-	-	-	-	-	332 93%	292 93%
.br	344 93%	297 93%	-	-	344 93%	297 93%	-	-	-	-	-	-
.net	5443 89% EG	4856 89% FH	826 89%	748 91% FH	516 86%	435 86%	941 87%	817 85%	387 95% ACEGK	352 93% BFH	2773 89%	2504 90% BFH
.org	5288 86% K	4720 87% HL	876 95% AGK	792 96% BHL	563 94% AGK	477 94% BHL	953 88% HK	810 84%	390 95% AGK	363 96% BHL	2506 80%	2278 82%
.us	375 75%	349 76%	375 75%	349 76%	-	-	-	-	-	-	-	-
.info	4492 73% BCK	3688 68% D	651 70% D	528 64%	442 74% F	325 64%	832 77% HACK	647 67%	351 86% JACEGK	286 76% BDFHL	2216 71% L	1902 68% D
.pro	-	2364 43% DFH	-	323 39% F	-	169 33%	-	388 40% F	-	150 40%	-	1334 48% BDFHJ
.tel	-	2290 42% DFH	-	312 38%	-	172 34%	-	351 36%	-	171 45% DFH	-	1284 46% BDFH
.asia	-	2184 40% DFH	-	246 30%	-	131 26%	-	266 28%	-	156 41% DFH	-	1385 50% BDFHJ
.coop	-	2109 39% DH	-	294 36%	-	181 36%	-	334 35%	-	146 39%	-	1154 42% BDFH

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

Q726. Please rate the following domain name extensions by how trustworthy you feel they are.

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
.coop	-	3343 61% L	-	532 64% BL	-	326 64% L	-	629 65% BL	-	232 61% L	-	1624 58% L
.asia	-	3268 60% L	-	580 70% BJL	-	376 74% BJL	-	697 72% BJL	-	222 59% L	-	1393 50% L
.tel	-	3162 58% L	-	514 62% BJL	-	335 66% BJL	-	612 64% BJL	-	207 55% L	-	1494 54% L
.pro	-	3088 57% L	-	503 61% BL	-	338 67% BDHL	-	575 60% BL	-	228 60% L	-	1444 52% L
.info	1652 27% GI	1764 32% AJ	274 30% AGI	298 36% CBJL	157 26% I	182 36% EJ	254 23% I	316 33% GJ	58 14% L	92 24% I	909 29% AGI	876 32% KJ
.us	127 25% L	112 24% L	127 25% L	112 24% L	-	-	-	-	-	-	-	-
.org	856 14% CEI	732 13% DFJ	49 5% L	34 4% L	36 6% L	30 6% L	133 12% CEI	153 16% GBDFJ	19 5% L	15 4% L	619 20% ACEGI	500 18% BDFJ
.net	701 11% I	596 11% JL	99 11% I	78 9% L	83 14% AI	72 14% BDJL	145 13% AI	146 15% BDJL	22 5% L	26 7% L	352 11% I	274 10% L
.br	26 7% L	24 7% L	-	-	26 7% L	24 7% L	-	-	-	-	-	-
.jp	26 7% L	23 7% L	-	-	-	-	-	-	-	-	26 7% L	23 7% L
.eg	13 13% L	7 7% L	-	-	-	-	-	-	13 13% L	7 7% L	-	-
.fr	6 3% L	12 7% L	-	-	-	-	6 3% L	12 7% L	-	-	-	-
.uk	10 5% L	11 6% L	-	-	-	-	10 5% L	11 6% L	-	-	-	-
.ca	8 4% L	11 6% L	8 4% L	11 6% L	-	-	-	-	-	-	-	-
.kr	18 9% L	10 5% L	-	-	-	-	-	-	-	-	18 9% L	10 5% L
.za	6 6% L	4 4% L	-	-	-	-	-	-	6 6% L	4 4% L	-	-

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
.com	287 5%	240 4%	46 5%	41 5%	21 4%	24 5%	60 6%	54 6%	8 2%	14 4%	152 5%	107 4%
.ph	7 3%	8 4%	-	-	-	-	-	-	-	-	7 3%	8 4%
.co	4 3%	4 4%	-	-	4 3%	4 4%	-	-	-	-	-	-
.cn	68 6%	40 4%	-	-	-	-	-	-	-	-	68 6%	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%	-	-	-	-	-	-	7 3%	6 3%	-	-
.ru	10 4%	7 3%	-	-	-	-	-	-	-	-	10 4%	7 3%
.in	25 4%	16 3%	-	-	-	-	-	-	-	-	25 4%	16 3%
.de	7 3%	6 3%	-	-	-	-	7 3%	6 3%	-	-	-	-
.id	5 2%	4 2%	-	-	-	-	-	-	-	-	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%	-	-	2 2%	1 1%	-	-	-	-	-	-

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	5857 95%	5212 96% H	879 95%	785 95%	578 96%	483 95%	1026 94%	909 94%	401 98% ACGK	364 96%	2973 95%	2671 96% BH
Very trustworthy	3534 58% G	3376 62% ADH	507 55% G	453 55% H	398 66% ACGK	347 68% BDH	439 40%	467 48% G	320 78% ACEGK	298 79% BDFHL	1870 60% ACG	1811 65% KBDH
Somewhat trustworthy	2323 38% BEIK	1836 34% FJL	372 40% EIK	332 40% BFJL	180 30% I	136 27% J	587 54% HACEIK	442 46% BDFJL	81 20%	66 17%	1103 35% LEI	860 31% J
BOTTOM 2 BOX (NET)	287 5% I	240 4% L	46 5% I	41 5% I	21 4% I	24 5% I	60 6% I	54 6% BL	8 2%	14 4%	152 5% I	107 4%
Not very trustworthy	230 4% I	181 3% L	36 4% I	26 3% I	14 2% I	17 3% I	47 4% EI	41 4% I	6 1%	11 3% I	127 4% LEI	86 3% I
Not at all trustworthy	57 1% I	59 1% L	10 1% I	15 2% BL	7 1% I	7 1% I	13 1% I	13 1% I	2 I	3 1% I	25 1% I	21 1% I
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

2. .net

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	5443 89% EG	4856 89% FH	826 89%	748 91% FH	516 86%	435 86%	941 87%	817 85%	387 95% ACEGK	352 93% BFH	2773 89%	2504 90% BFH
Very trustworthy	2200 36% G	2239 41% AH	345 37% G	329 40% H	224 37% G	199 39% H	256 24%	274 28% G	223 55% ACEGK	199 53% BDFHL	1152 37% G	1238 45% KBDFH
Somewhat trustworthy	3243 53% BEI	2617 48% JL	481 52% I	419 51% JL	292 49% I	236 47%	685 63% HACEIK	543 56% BDFJL	164 40%	153 40%	1621 52% LI	1266 46%
BOTTOM 2 BOX (NET)	701 11% I	596 11% JL	99 11%	78 9%	83 14% AI	72 14% BDJL	145 13% AI	146 15% BDJL	22 5%	26 7%	352 11% I	274 10%
Not very trustworthy	602 10% I	485 9% DJ	78 8%	55 7%	68 11% I	58 11% BDJL	126 12% ACI	114 12% BDJL	20 5%	22 6%	310 10% I	236 8%
Not at all trustworthy	99 2% I	111 2% L	21 2% IK	23 3% L	15 3% IK	14 3% L	19 2%	32 3% GBJL	2 1%	4 1%	42 1% I	38 1%
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

3. .info

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	4492 73% BCK	3688 68% D	651 70% D	528 64% D	442 74% F	325 64% F	832 77% HACK	647 67% HACK	351 86% JACEGK	286 76% BDFHL	2216 71% L	1902 68% D
Very trustworthy	1109 18% C	987 18% DH	136 15% D	120 15% D	153 26% FACGK	95 19% D	175 16% D	148 15% D	108 26% ACGK	102 27% BDFHL	537 17% D	522 19% DH
Somewhat trustworthy	3383 55% BEK	2701 50% F	515 56% DE	408 49% D	289 48% D	230 45% D	657 60% HACEK	499 52% F	243 59% JEK	184 49% D	1679 54% LE	1380 50% D
BOTTOM 2 BOX (NET)	1652 27% GI	1764 32% AJ	274 30% AGI	298 36% CBLJ	157 26% J	182 36% EJ	254 23% I	316 33% GJ	58 14% I	92 24% I	909 29% AGI	876 32% KJ
Not very trustworthy	1433 23% GI	1392 26% AJ	226 24% GI	217 26% J	129 22% I	115 23% I	217 20% I	242 25% GJ	53 13% I	70 19% I	808 26% AEGI	748 27% BFJ
Not at all trustworthy	219 4% I	372 7% AL	48 5% AGIK	81 10% CBLJ	28 5% I	67 13% EBHJL	37 3% I	74 8% GL	5 1% I	22 6% I	101 3% I	128 5% K
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

4. .org

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	5288 86% K	4720 87% HL	876 95% AGK	792 96% BHL	563 94% AGK	477 94% BHL	953 88% HK	810 84% BHL	390 95% AGK	363 96% BHL	2506 80% BHL	2278 82% BHL
Very trustworthy	2547 41% GK	2622 48% AHL	499 54% AGK	511 62% CBHL	356 59% ACGK	326 64% BHL	351 32% G	358 37% G	254 62% ACGK	246 65% BHL	1087 35% BHL	1181 43% KH
Somewhat trustworthy	2741 45% BCEI	2098 38% DFJ	377 41% DEI	281 34% DEI	207 35% DEI	151 30% HACEIK	602 55% BDFJL	452 47% BDFJL	136 33% BDFJL	117 31% LCEI	1419 45% LCEI	1097 39% DFJ
BOTTOM 2 BOX (NET)	856 14% CEI	732 13% DFJ	49 5% DFJ	34 4% DFJ	36 6% DFJ	30 6% CEI	133 12% CEI	153 16% GBDFJ	19 5% CEI	15 4% GBDFJ	619 20% ACEGI	500 18% BDFJ
Not very trustworthy	730 12% CEGI	607 11% DFJ	31 3% DFJ	20 2% DFJ	26 4% DFJ	18 4% CEI	107 10% CEI	120 12% DFJ	18 4% DFJ	14 4% DFJ	548 18% ACEGI	435 16% BDFHJ
Not at all trustworthy	126 2% I	125 2% J	18 2% I	14 2% J	10 2% I	12 2% J	26 2% I	33 3% BDJ	1 0% I	1 0% I	71 2% I	65 2% J
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

29. .tel

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	2290 42% DFH	-	312 38%	-	172 34%	-	351 36%	-	171 45% DFH	-	1284 46% BDFH
Very trustworthy	-	366 7% H	-	47 6%	-	25 5%	-	50 5%	-	19 5%	-	225 8% BDFHJ
Somewhat trustworthy	-	1924 35% DFH	-	265 32%	-	147 29%	-	301 31%	-	152 40% BDFH	-	1059 38% BDFH
BOTTOM 2 BOX (NET)	-	3162 58% L	-	514 62% BJL	-	335 66% BJL	-	612 64% BJL	-	207 55%	-	1494 54%
Not very trustworthy	-	2335 43%	-	353 43%	-	204 40%	-	433 45%	-	154 41%	-	1191 43%
Not at all trustworthy	-	827 15% L	-	161 19% BJL	-	131 26% BDHJL	-	179 19% BJL	-	53 14%	-	303 11%
Sigma	-	5452 100%	-	826 100%	-	507 100%	-	963 100%	-	378 100%	-	2778 100%

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	2184	-	246	-	131	-	266	-	156	-	1385
		40%		30%		26%		28%		41%		50%
		DFH								DFH		BDFHJ
Very trustworthy	-	364	-	23	-	21	-	41	-	17	-	262
		7%		3%		4%		4%		4%		9%
		DFH										BDFHJ
Somewhat trustworthy	-	1820	-	223	-	110	-	225	-	139	-	1123
		33%		27%		22%		23%		37%		40%
		DFH		F						DFH		BDFH
BOTTOM 2 BOX (NET)	-	3268	-	580	-	376	-	697	-	222	-	1393
		60%		70%		74%		72%		59%		50%
		L		BJL		BJL		BJL		L		
Not very trustworthy	-	2227	-	329	-	200	-	422	-	157	-	1119
		41%		40%		39%		44%		42%		40%
								B				
Not at all trustworthy	-	1041	-	251	-	176	-	275	-	65	-	274
		19%		30%		35%		29%		17%		10%
		L		BJL		BHJL		BJL		L		
Sigma	-	5452	-	826	-	507	-	963	-	378	-	2778
		100%		100%		100%		100%		100%		100%

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

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

8 Jun 2016
Table 19

31. .pro

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	2364 43% DFH	-	323 39% F	-	169 33%	-	388 40% F	-	150 40%	-	1334 48% BDFHJ
Very trustworthy	-	375 7% DH	-	39 5%	-	29 6%	-	52 5%	-	24 6%	-	231 8% BDFH
Somewhat trustworthy	-	1989 36% F	-	284 34% F	-	140 28%	-	336 35% F	-	126 33%	-	1103 40% BDFHJ
BOTTOM 2 BOX (NET)	-	3088 57% L	-	503 61% BL	-	338 67% BDHL	-	575 60% BL	-	228 60% L	-	1444 52%
Not very trustworthy	-	2321 43%	-	347 42%	-	203 40%	-	420 44%	-	165 44%	-	1186 43%
Not at all trustworthy	-	767 14% L	-	156 19% BL	-	135 27% BDHJL	-	155 16% BL	-	63 17% L	-	258 9%
Sigma	-	5452 100%	-	826 100%	-	507 100%	-	963 100%	-	378 100%	-	2778 100%

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

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

32. .coop

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	2109	-	294	-	181	-	334	-	146	-	1154
		39% DH		36%		36%		35%		39%		42% BDFH
Very trustworthy	-	325	-	42	-	36	-	50	-	16	-	181
		6%		5%		7%		5%		4%		7%
Somewhat trustworthy	-	1784	-	252	-	145	-	284	-	130	-	973
		33% FH		31%		29%		29%		34%		35% BDFH
BOTTOM 2 BOX (NET)	-	3343	-	532	-	326	-	629	-	232	-	1624
		61% L		64% BL		64% L		65% BL		61%		58% L
Not very trustworthy	-	2407	-	335	-	200	-	432	-	147	-	1293
		44% DFJ		41%		39%		45% FJ		39%		47% BDFJ
Not at all trustworthy	-	936	-	197	-	126	-	197	-	85	-	331
		17% L		24% BL		25% BL		20% BL		22% BL		12% L
Sigma	-	5452	-	826	-	507	-	963	-	378	-	2778
		100%		100%		100%		100%		100%		100%

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

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

5. .cn

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1110	996	**	**	**	**	**	**	**	**	1110	996
TOP 2 BOX (NET)	1042 94%	956 96% A	-	-	-	-	-	-	-	-	1042 94%	956 96% K
Very trustworthy	538 48%	569 57% A	-	-	-	-	-	-	-	-	538 48%	569 57% K
Somewhat trustworthy	504 45% B	387 39%	-	-	-	-	-	-	-	-	504 45% L	387 39%
BOTTOM 2 BOX (NET)	68 6% B	40 4%	-	-	-	-	-	-	-	-	68 6% L	40 4%
Not very trustworthy	56 5% B	32 3%	-	-	-	-	-	-	-	-	56 5% L	32 3%
Not at all trustworthy	12 1%	8 1%	-	-	-	-	-	-	-	-	12 1%	8 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 - A/C/E/G/I/K - B/D/F/H/J/L
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.

8 Jun 2016
Table 22

6. .vn

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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 - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	206	184	**	**	**	**	**	**	**	**	206	184
TOP 2 BOX (NET)	199 97%	176 96%	-	-	-	-	-	-	-	-	199 97%	176 96%
Very trustworthy	138 67%	129 70%	-	-	-	-	-	-	-	-	138 67%	129 70%
Somewhat trustworthy	61 30%	47 26%	-	-	-	-	-	-	-	-	61 30%	47 26%
BOTTOM 2 BOX (NET)	7 3%	8 4%	-	-	-	-	-	-	-	-	7 3%	8 4%
Not very trustworthy	5 2%	8 4%	-	-	-	-	-	-	-	-	5 2%	8 4%
Not at all trustworthy	2 1%	-	-	-	-	-	-	-	-	-	2 1%	-
Sigma	206 100%	184 100%	-	-	-	-	-	-	-	-	206 100%	184 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	358	315	**	**	**	**	**	**	**	**	358	315
TOP 2 BOX (NET)	332 93%	292 93%	-	-	-	-	-	-	-	-	332 93%	292 93%
Very trustworthy	95 27%	117 37% A	-	-	-	-	-	-	-	-	95 27%	117 37% K
Somewhat trustworthy	237 66% B	175 56%	-	-	-	-	-	-	-	-	237 66% L	175 56%
BOTTOM 2 BOX (NET)	26 7%	23 7%	-	-	-	-	-	-	-	-	26 7%	23 7%
Not very trustworthy	24 7%	19 6%	-	-	-	-	-	-	-	-	24 7%	19 6%
Not at all trustworthy	2 1%	4 1%	-	-	-	-	-	-	-	-	2 1%	4 1%
Sigma	358 100%	315 100%	-	-	-	-	-	-	-	-	358 100%	315 100%

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

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

9. .kr

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	204	183	**	**	**	**	**	**	**	**	204	183
TOP 2 BOX (NET)	186 91%	173 95%	-	-	-	-	-	-	-	-	186 91%	173 95%
Very trustworthy	85 42%	89 49%	-	-	-	-	-	-	-	-	85 42%	89 49%
Somewhat trustworthy	101 50%	84 46%	-	-	-	-	-	-	-	-	101 50%	84 46%
BOTTOM 2 BOX (NET)	18 9%	10 5%	-	-	-	-	-	-	-	-	18 9%	10 5%
Not very trustworthy	18 9%	9 5%	-	-	-	-	-	-	-	-	18 9%	9 5%
Not at all trustworthy	-	1 1%	-	-	-	-	-	-	-	-	-	1 1%
Sigma	204 100%	183 100%	-	-	-	-	-	-	-	-	204 100%	183 100%

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

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

8 Jun 2016
Table 26

10. .ru

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	253	231	**	**	**	**	**	**	**	**	253	231
TOP 2 BOX (NET)	243 96%	224 97%	-	-	-	-	-	-	-	-	243 96%	224 97%
Very trustworthy	197 78%	172 74%	-	-	-	-	-	-	-	-	197 78%	172 74%
Somewhat trustworthy	46 18%	52 23%	-	-	-	-	-	-	-	-	46 18%	52 23%
BOTTOM 2 BOX (NET)	10 4%	7 3%	-	-	-	-	-	-	-	-	10 4%	7 3%
Not very trustworthy	7 3%	5 2%	-	-	-	-	-	-	-	-	7 3%	5 2%
Not at all trustworthy	3 1%	2 1%	-	-	-	-	-	-	-	-	3 1%	2 1%
Sigma	253 100%	231 100%	-	-	-	-	-	-	-	-	253 100%	231 100%

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

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

8 Jun 2016
Table 27

11. .in

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	687	595	**	**	**	**	**	**	**	**	687	595
TOP 2 BOX (NET)	662 96%	579 97%	-	-	-	-	-	-	-	-	662 96%	579 97%
Very trustworthy	449 65%	427 72% A	-	-	-	-	-	-	-	-	449 65%	427 72% K
Somewhat trustworthy	213 31% B	152 26%	-	-	-	-	-	-	-	-	213 31% L	152 26%
BOTTOM 2 BOX (NET)	25 4%	16 3%	-	-	-	-	-	-	-	-	25 4%	16 3%
Not very trustworthy	21 3%	12 2%	-	-	-	-	-	-	-	-	21 3%	12 2%
Not at all trustworthy	4 1%	4 1%	-	-	-	-	-	-	-	-	4 1%	4 1%
Sigma	687 100%	595 100%	-	-	-	-	-	-	-	-	687 100%	595 100%

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

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

12. .id

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	207	181	**	**	**	**	**	**	**	**	207	181
TOP 2 BOX (NET)	202 98%	177 98%	-	-	-	-	-	-	-	-	202 98%	177 98%
Very trustworthy	161 78%	151 83%	-	-	-	-	-	-	-	-	161 78%	151 83%
Somewhat trustworthy	41 20%	26 14%	-	-	-	-	-	-	-	-	41 20%	26 14%
BOTTOM 2 BOX (NET)	5 2%	4 2%	-	-	-	-	-	-	-	-	5 2%	4 2%
Not very trustworthy	3 1%	3 2%	-	-	-	-	-	-	-	-	3 1%	3 2%
Not at all trustworthy	2 1%	1 1%	-	-	-	-	-	-	-	-	2 1%	1 1%
Sigma	207 100%	181 100%	-	-	-	-	-	-	-	-	207 100%	181 100%

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

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

8 Jun 2016
Table 29

13. .ng

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	201	192	**	**	**	**	**	**	201	192	**	**
TOP 2 BOX (NET)	194 97%	186 97%	-	-	-	-	-	-	194 97%	186 97%	-	-
Very trustworthy	116 58%	127 66%	-	-	-	-	-	-	116 58%	127 66%	-	-
Somewhat trustworthy	78 39%	59 31%	-	-	-	-	-	-	78 39%	59 31%	-	-
BOTTOM 2 BOX (NET)	7 3%	6 3%	-	-	-	-	-	-	7 3%	6 3%	-	-
Not very trustworthy	7 3%	5 3%	-	-	-	-	-	-	7 3%	5 3%	-	-
Not at all trustworthy	-	1 1%	-	-	-	-	-	-	-	1 1%	-	-
Sigma	201 100%	192 100%	-	-	-	-	-	-	201 100%	192 100%	-	-

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

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

8 Jun 2016
Table 30

14. .za

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	105	90*	**	**	**	**	**	**	105	90*	**	**
TOP 2 BOX (NET)	99 94%	86 96%	-	-	-	-	-	-	99 94%	86 96%	-	-
Very trustworthy	64 61%	49 54%	-	-	-	-	-	-	64 61%	49 54%	-	-
Somewhat trustworthy	35 33%	37 41%	-	-	-	-	-	-	35 33%	37 41%	-	-
BOTTOM 2 BOX (NET)	6 6%	4 4%	-	-	-	-	-	-	6 6%	4 4%	-	-
Not very trustworthy	6 6%	4 4%	-	-	-	-	-	-	6 6%	4 4%	-	-
Not at all trustworthy	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	105 100%	90 100%	-	-	-	-	-	-	105 100%	90 100%	-	-

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

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

8 Jun 2016
Table 31

15. .eg

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	103	96*	**	**	**	**	**	**	103	96*	**	**
TOP 2 BOX (NET)	90 87%	89 93%	-	-	-	-	-	-	90 87%	89 93%	-	-
Very trustworthy	47 46%	48 50%	-	-	-	-	-	-	47 46%	48 50%	-	-
Somewhat trustworthy	43 42%	41 43%	-	-	-	-	-	-	43 42%	41 43%	-	-
BOTTOM 2 BOX (NET)	13 13%	7 7%	-	-	-	-	-	-	13 13%	7 7%	-	-
Not very trustworthy	10 10%	5 5%	-	-	-	-	-	-	10 10%	5 5%	-	-
Not at all trustworthy	3 3%	2 2%	-	-	-	-	-	-	3 3%	2 2%	-	-
Sigma	103 100%	96 100%	-	-	-	-	-	-	103 100%	96 100%	-	-

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

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

8 Jun 2016
Table 32

16. .co

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	119	93*	**	**	119	93*	**	**	**	**	**	**
TOP 2 BOX (NET)	115 97%	89 96%	-	-	115 97%	89 96%	-	-	-	-	-	-
Very trustworthy	89 75%	67 72%	-	-	89 75%	67 72%	-	-	-	-	-	-
Somewhat trustworthy	26 22%	22 24%	-	-	26 22%	22 24%	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	4 3%	4 4%	-	-	4 3%	4 4%	-	-	-	-	-	-
Not very trustworthy	4 3%	3 3%	-	-	4 3%	3 3%	-	-	-	-	-	-
Not at all trustworthy	-	1 1%	-	-	-	1 1%	-	-	-	-	-	-
Sigma	119 100%	93 100%	-	-	119 100%	93 100%	-	-	-	-	-	-

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

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

8 Jun 2016
Table 33

17. .ar

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	110	93*	**	**	110	93*	**	**	**	**	**	**
TOP 2 BOX (NET)	108 98%	92 99%	-	-	108 98%	92 99%	-	-	-	-	-	-
Very trustworthy	69 63%	71 76% A	-	-	69 63%	71 76% E	-	-	-	-	-	-
Somewhat trustworthy	39 35% B	21 23%	-	-	39 35% F	21 23%	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	2 2%	1 1%	-	-	2 2%	1 1%	-	-	-	-	-	-
Not very trustworthy	2 2%	-	-	-	2 2%	-	-	-	-	-	-	-
Not at all trustworthy	-	1 1%	-	-	-	1 1%	-	-	-	-	-	-
Sigma	110 100%	93 100%	-	-	110 100%	93 100%	-	-	-	-	-	-

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

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

8 Jun 2016
Table 34

18. .br

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	370	321	**	**	370	321	**	**	**	**	**	**
TOP 2 BOX (NET)	344 93%	297 93%	-	-	344 93%	297 93%	-	-	-	-	-	-
Very trustworthy	221 60%	196 61%	-	-	221 60%	196 61%	-	-	-	-	-	-
Somewhat trustworthy	123 33%	101 31%	-	-	123 33%	101 31%	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	26 7%	24 7%	-	-	26 7%	24 7%	-	-	-	-	-	-
Not very trustworthy	19 5%	22 7%	-	-	19 5%	22 7%	-	-	-	-	-	-
Not at all trustworthy	7 2%	2 1%	-	-	7 2%	2 1%	-	-	-	-	-	-
Sigma	370 100%	321 100%	-	-	370 100%	321 100%	-	-	-	-	-	-

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

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

8 Jun 2016
Table 35

19. .it

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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 - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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 - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

8 Jun 2016
Table 37

21. .es

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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% G	-	-	-	-
Somewhat trustworthy	68 68% B	45 46%	-	-	-	-	68 68% H	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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

8 Jun 2016
Table 38

22. .pl

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

8 Jun 2016
Table 39

23. .uk

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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 - A/C/E/G/I/K - B/D/F/H/J/L
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.

8 Jun 2016
Table 40

24. .fr

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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% H	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% G	-	-	-	-
Not at all trustworthy	2 1%	1 1%	-	-	-	-	2 1%	1 1%	-	-	-	-
Sigma	201 100%	181 100%	-	-	-	-	201 100%	181 100%	-	-	-	-

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

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

8 Jun 2016
Table 41

25. .de

Base: All Qualified Respondents

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
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% G	-	-	-	-
Somewhat trustworthy	125 50% B	65 29%	-	-	-	-	125 50% H	65 29%	-	-	-	-
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

8 Jun 2016
Table 42

26. .us

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

8 Jun 2016
Table 43

27. .ca

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

8 Jun 2016
Table 44

28. .mx

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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% C	-	-	-	-	-	-	-	-
Somewhat trustworthy	100 45% B	53 29%	100 45% D	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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
REPUTATION (NET)	-	1963 36% H	-	295 36%	-	230 45% BDHL	-	309 32%	-	159 42% BDHL	-	970 35%
Well known/Most commonly used	-	1291 24% H	-	181 22%	-	122 24% H	-	187 19%	-	108 29% BDH	-	693 25% BH
Legitimate/Genuine/Authentic	-	186 3% H	-	26 3%	-	25 5% H	-	20 2%	-	19 5% H	-	96 3% H
Good experience/Never had a problem	-	178 3% L	-	40 5% BJL	-	25 5% BL	-	62 6% BJL	-	9 2%	-	42 2%
Dependable/Reliable	-	135 2% L	-	15 2%	-	60 12% BDHJL	-	17 2%	-	5 1%	-	38 1%
Trustworthy	-	117 2% H	-	11 1%	-	7 1%	-	11 1%	-	6 2%	-	82 3% BDFH
Good company/reputation/track record	-	72 1% L	-	15 2% L	-	14 3% BHL	-	8 1%	-	9 2% HL	-	26 1%
Depends on company/website behind the name	-	63 1% FL	-	15 2% FL	-	1 *	-	12 1% F	-	16 4% BDFHL	-	19 1%
Tested/Proven/Verified	-	33 1%	-	5 1%	-	3 1%	-	7 1%	-	3 1%	-	15 1%
No scams/fraud	-	19 * L	-	5 1% L	-	2 *	-	4 *	-	4 1% BL	-	4 *
Knowledgeable/Area of expertise/It's their business	-	11 *	-	3 *	-	-	-	1 *	-	1 *	-	6 *
Top level/High ranking	-	11 *	-	1 *	-	1 *	-	1 *	-	-	-	8 *
Good management/Operation of site	-	6 *	-	-	-	-	-	-	-	-	-	6 *
Other reputation mentions	-	40 1% L	-	6 1%	-	12 2% BDHL	-	4 *	-	4 1%	-	14 1%
EXTENSION (NET)	-	1506 28% H	-	220 27% H	-	135 27% H	-	195 20%	-	120 32% H	-	836 30% BH
.com	-	721 13% DH	-	87 11% H	-	68 13% H	-	64 7%	-	70 19% BDFH	-	432 16% BDH

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	5452	-**	826	-**	507	-**	963	-**	378	-**	2778
.org	-	303 6%	-	69 8%	-	37 7%	-	33 3%	-	37 10%	-	127 5%
Domain name/extension (Unspec.)	-	153 3%	-	17 2%	-	8 2%	-	23 2%	-	11 3%	-	94 3%
.net	-	105 2% H	-	13 2%	-	9 2%	-	10 1%	-	16 4% BDFHL	-	57 2% H
.ru	-	84 2% DFHJ	-	-	-	-	-	-	-	-	-	84 3% BDFHJ
.in	-	77 1% DFHJ	-	1	-	-	-	-	-	-	-	76 3% BDFHJ
.gov	-	65 1% H	-	25 3% BFHJL	-	2	-	5 1%	-	1	-	32 1%
.cn	-	46 1% DFH	-	-	-	-	-	-	-	-	-	46 2% BDFHJ
.co	-	36 1% D	-	1	-	9 2% BDHL	-	4	-	3 1%	-	19 1%
.fr	-	26 L	-	1	-	-	-	25 3% BDFJL	-	-	-	-
Https	-	24	-	5 1%	-	3 1%	-	1	-	4 1% H	-	11
.info	-	16	-	1	-	1	-	1	-	3 1% H	-	10
Other extension mentions	-	278 5% L	-	45 5%	-	34 7% L	-	57 6% L	-	29 8% BL	-	113 4%
USAGE (NET)	-	1287 24% HL	-	278 34% BFHJL	-	136 27% HJL	-	179 19%	-	76 20%	-	618 22% H
More familiar/l use extension	-	625 11% J	-	132 16% BFHJL	-	50 10%	-	101 10%	-	31 8%	-	311 11%
Government use	-	219 4% H	-	50 6% BHL	-	30 6% BHL	-	17 2%	-	15 4% H	-	107 4% H
Used by organizations	-	165 3% H	-	37 4% BHL	-	18 4% H	-	15 2%	-	15 4% H	-	80 3% H
Business/Company use	-	101 2% H	-	11 1%	-	12 2% H	-	8 1%	-	5 1%	-	65 2% BH

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	5452	-**	826	-**	507	-**	963	-**	378	-**	2778
Depends on use (Unspec.)	-	57 1%	-	15 2% BL	-	4 1%	-	12 1%	-	5 1%	-	21 1%
Non profit use	-	41 1% L	-	20 2% BFHJL	-	4 1%	-	5 1%	-	-	-	12*
Commercial use	-	30 1% L	-	11 1% BHL	-	7 1% BHL	-	2*	-	3 1%	-	7*
Educational use	-	28 1% L	-	9 1% BHL	-	2*	-	2*	-	2 1%	-	13*
Public use	-	26*	-	3*	-	3 1%	-	3*	-	2 1%	-	15 1%
Not familiar	-	25 L	-	10 1% BFHL	-	1*	-	3*	-	3 1%	-	8*
Helpful/Useful	-	19*	-	2*	-	1*	-	1*	-	1*	-	14 1%
Efficient/Work well	-	10*	-	2*	-	2*	-	1*	-	1*	-	4*
I would try it	-	4*	-	-	-	-	-	2*	-	-	-	2*
Necessary/Needed to access internet	-	2*	-	-	-	1*	-	-	-	-	-	1*
Other usage mentions	-	95 2% L	-	13 2%	-	19 4% BDHL	-	19 2%	-	9 2%	-	35 1%
EXTENSION APPEAL (NET)	-	452 8% DJ	-	53 6%	-	38 7%	-	85 9% J	-	19 5%	-	257 9% BDJ
Gut feeling/My opinion	-	78 1% DFJ	-	3*	-	1*	-	25 3% BDFJ	-	1*	-	48 2% DFJ
Professional	-	50 1% L	-	8 1%	-	2*	-	9 1%	-	1*	-	30 1%
Good/Like domain	-	45 1% L	-	6 1%	-	3 1%	-	5 1%	-	1*	-	30 1% B
Relevant to topic/Specific to the domain	-	36 1% L	-	2*	-	3 1%	-	4*	-	3 1%	-	24 1%
Believable/Confidence/Convincing	-	29 1% L	-	7 1% L	-	5 1% L	-	6 1%	-	3 1%	-	8*

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
Ordinary/Traditional/Conventional	-	21*	-	2*	-	6 1% BDHJL	-	2*	-	-	-	11*
Short wording	-	21*	-	-	-	1*	-	1*	-	1*	-	18 1% BDH
Same/Similar to others	-	20*	-	7 1% BL	-	3 1%	-	3*	-	-	-	7*
All/Everything	-	17*	-	-	-	3 1% D	-	2*	-	-	-	12*
Better/Best	-	11*	-	5 1% BHL	-	2*	-	-	-	-	-	4*
Accurate	-	11*	-	2*	-	-	-	1*	-	-	-	8*
Wording makes sense	-	11*	-	1*	-	-	-	3*	-	1*	-	6*
Depends on language	-	9*	-	1*	-	1*	-	4*	-	-	-	3*
It's meaning/Meaningful	-	8*	-	-	-	-	-	-	-	-	-	8*
Nothing looks/sounds suspicious	-	6*	-	2*	-	1*	-	1*	-	1*	-	1*
Curiosity/Interesting	-	3*	-	-	-	-	-	-	-	1*	-	2*
I don't pay attention/Wouldn't notice	-	1*	-	-	-	-	-	-	-	-	-	1*
Other extension appeal mentions	-	90 2%	-	8 1%	-	7 1%	-	19 2%	-	9 2%	-	47 2%
WEBSITE ORIGIN (NET)	-	448 8% JL	-	66 8% J	-	39 8% J	-	120 12% BDFJL	-	15 4% J	-	208 7% J
Country/State of origin (Unspec.)	-	109 2% J	-	19 2% J	-	8 2% J	-	33 3% BFJL	-	2 1% J	-	47 2% J
Worldwide/International usage	-	101 2%	-	9 1%	-	11 2%	-	14 1%	-	8 2%	-	59 2%
Represents my country	-	42 1% L	-	10 1% L	-	10 2% BL	-	14 1% BL	-	2 1% J	-	6*

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
Russian origin	-	36 1% DH	-	-	-	-	-	-	-	-	-	36 1% BDFHJ
Other website origin mentions	-	179 3% L	-	33 4% JL	-	12 2%	-	61 6% BDFJL	-	6 2%	-	67 2%
SAFETY/SECURITY (NET)	-	316 6% L	-	43 5%	-	43 8% BDL	-	68 7% L	-	42 11% BDHL	-	120 4%
Safety/Security/Padlock	-	263 5% L	-	37 4%	-	33 7% L	-	54 6% L	-	38 10% BDHL	-	101 4%
Not being exposed to virus	-	33 1%	-	3	-	7 1% BDL	-	9 1%	-	2 1%	-	12
Ensures privacy of personal information	-	16	-	1	-	1	-	3	-	2 1%	-	9
Check with anti virus software	-	10 L	-	2 L	-	4 1% BL	-	2 L	-	2 1% L	-	-
Other safety/security mentions	-	1	-	-	-	-	-	-	-	-	-	1
CONVENIENCE (NET)	-	178 3% DH	-	15 2%	-	19 4% DH	-	19 2%	-	22 6% BDHL	-	103 4% DH
Clear/Easy to understand/differentiate	-	55 1%	-	4	-	2	-	8 1%	-	2 1%	-	39 1% BD
Easy to use/access	-	48 1% D	-	2	-	7 1% D	-	5 1%	-	13 3% BDFHL	-	21 1%
Faster/Quicker service	-	30 1% H	-	3	-	3 1%	-	1	-	5 1% BH	-	18 1% H
Harder to obtain/Requires certain criteria	-	24	-	6 1%	-	3 1%	-	4	-	2 1%	-	9
Other convenience mentions	-	38 1% H	-	2	-	4 1% H	-	1	-	3 1% H	-	28 1% BDH
INFORMATION (NET)	-	142 3%	-	16 2%	-	21 4% BDHL	-	18 2%	-	17 4% BDHL	-	70 3%
Content/Information provided	-	121 2%	-	14 2%	-	16 3% H	-	14 1%	-	14 4% BDH	-	63 2%
Has what I am looking for	-	14	-	1	-	2	-	3	-	3 1% BL	-	5

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

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	Region											
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
Other information mentions	-	9	-	1	-	3	-	1	-	-	-	4
						BL						
Illegible data	-	131	-	15	-	6	-	48	-	8	-	54
		2% L		2%		1%		5% BDFJL		2%		2%
WEBSITE (NET)	-	86	-	6	-	3	-	11	-	10	-	56
		2% D		1%		1%		1%		3% DFH		2% BDF
Web based use/Used by major websites	-	10	-	-	-	-	-	-	-	-	-	10
		*										B
Linked from a trusted site	-	-	-	-	-	-	-	-	-	-	-	-
Other website mentions	-	76	-	6	-	3	-	11	-	10	-	46
		1%		1%		1%		1%		3% BDFH		2% D
SEARCH (NET)	-	77	-	7	-	10	-	5	-	15	-	40
		1% H		1%		2% H		1%		4% BDHL		1% H
Google search	-	49	-	3	-	4	-	3	-	12	-	27
		1% H				1%				3% BDFHL		1% H
Researched it/Check out source first	-	15	-	3	-	6	-	2	-	1	-	3
		L				1% BHL						
Search engine/Found through searching	-	6	-	1	-	-	-	-	-	1	-	4
		*		*						*		*
Other search mentions	-	8	-	-	-	-	-	-	-	1	-	7
WEBSITE APPEAL (NET)	-	60	-	1	-	9	-	8	-	3	-	39
		1% D		*		2% D		1% D		1%		1% BD
Design/Layout/Way it looks	-	32	-	1	-	3	-	2	-	2	-	24
		1% D		*		1% D		*		1% D		1% BDH
Few/No pop-ups/advertisements	-	29	-	-	-	7	-	6	-	1	-	15
		1% D				1% BDL		1% D		*		1% D
MISCELLANEOUS (NET)	-	211	-	16	-	29	-	44	-	14	-	108
		4% D		2% D		6% BD		5% D		4% D		4% D
Authorized/Regulated	-	137	-	13	-	15	-	26	-	7	-	76
		3% D		2% D		3% D		3% D		2% D		3% D
Recommended by others	-	30	-	1	-	5	-	8	-	3	-	13
		1% D		*		1% D		1% D		1% D		*

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

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Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	5452	-**	826	-**	507	-**	963	-**	378	-**	2778
Good quality	-	16*	-	1*	-	6 1%	-	4*	-	-	-	5*
Advertised/Promoted	-	8*	-	-	-	3 1% BDL	-	2*	-	-	-	3*
Good technology/innovation	-	6*	-	-	-	-	-	-	-	1*	-	5*
Provide good services	-	5*	-	1*	-	-	-	-	-	3 1% BFHL	-	1*
Other	-	12*	-	-	-	1*	-	5 1% BD	-	-	-	6*
ECONOMY (NET)	-	40 1%	-	4*	-	2*	-	3*	-	4 1%	-	27 1% BH
It's paid for/Fee based	-	17*	-	-	-	1*	-	2*	-	1*	-	13 D
Other economy mentions	-	23*	-	4*	-	1*	-	1*	-	3 1% H	-	14 1%
None	-	196 4% F	-	43 5% BFJL	-	7 1%	-	42 4% F	-	8 2%	-	96 3% F
Don't know	-	269 5% FJL	-	48 6% FJL	-	15 3%	-	105 11% BDFJL	-	9 2%	-	92 3%
Declined to answer	-	43 1%	-	16 2% BFHL	-	1*	-	7 1%	-	2 1%	-	17 1%
Sigma	-	8257 151%	-	1260 153%	-	845 167%	-	1334 139%	-	649 172%	-	4169 150%

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
IDENTIFICATION (NET)	2623 43% K	2572 47% AL	461 50% AGK	418 51% BL	290 48% AGK	245 48% G	439 40% G	472 49% G	199 49% AGK	174 46% G	1234 39% G	1263 45% K
CLASSIFICATION (SUB-NET)	1608 26% G	1491 27% H	306 33% AGK	257 31% BFH	183 31% AGK	129 25% H	202 19% H	192 20% G	121 30% G	106 28% H	796 25% G	807 29% KBH
To differentiate/Determine type of business/work/organization/fields	648 11% GK	614 11% H	152 16% AEGK	116 14% BFHL	68 11% G	50 10% G	87 8% G	79 8% G	63 15% AGK	60 16% BFHL	278 9% G	309 11% KH
To differentiate between other sites/domains	691 11% G	612 11% HJ	111 12% G	89 11% G	102 17% FACGK	57 11% H	90 8% G	78 8% G	49 12% JG	29 8% G	339 11% G	359 13% KBHJ
To determine categories/groupings (Unspec)	195 3% GI	148 3% H	34 4% GI	39 5% BFHL	12 2% G	13 3% G	22 2% G	17 2% G	4 1% G	9 2% G	123 4% LAEGI	70 3% G
To determine classification/status	108 2% G	122 2% H	14 2% G	17 2% G	7 1% G	8 2% G	7 1% G	13 1% G	8 2% G	5 1% G	72 2% AG	79 3% BH
Other classification mentions	15 0% G	67 1% AL	2 0% G	12 1% C	3 1% G	11 2% EL	3 0% G	13 1% G	- 0% G	8 2% IL	7 0% G	23 1% K
LOCATION (SUB-NET)	1091 18% K	1163 21% AL	182 20% K	171 21% L	108 18% K	123 24% EL	272 25% ACEK	328 34% GBDFJL	96 23% AEK	81 21% L	433 14% G	460 17% K
To indicate country/different countries	650 11% K	638 12% DL	122 13% DAK	69 8% G	63 11% K	67 13% DL	191 18% ACEIK	226 23% GBDFJL	45 11% K	37 10% G	229 7% G	239 9% G
To indicate location/area extensions	309 5% K	374 7% AL	46 5% G	75 9% CBL	33 6% G	46 9% EBL	57 5% G	95 10% GBL	48 12% ACEGK	42 11% BL	125 4% G	116 4% G
To indicate region/different regions	157 3% G	219 4% AH	20 2% G	33 4% C	15 3% G	16 3% G	22 2% G	24 2% G	7 2% G	9 2% G	93 3% A	137 5% KBHJ
Other location mentions	30 0% G	18 0% G	2 0% G	3 0% G	- 0% G	2 0% G	7 1% E	4 0% G	4 1% E	- 0% G	17 1% G	9 0% G
TYPES OF EXTENSIONS (SUB-NET)	288 5% GK	405 7% AHL	87 9% AEGIK	102 12% CBHL	36 6% GK	49 10% EBHL	33 3% G	46 5% G	21 5% G	37 10% IHL	111 4% G	171 6% K
Business/Commercial	91 1% G	174 3% AL	23 2% AGK	39 5% CBL	10 2% G	16 3% G	9 1% G	29 3% G	7 2% G	17 4% IL	42 1% G	73 3% K
Government extension	82 1% GK	128 2% AHL	28 3% AGK	47 6% CBHJL	20 3% AGK	24 5% BHL	7 1% G	12 1% G	6 1% G	11 3% HL	21 1% G	34 1% K
Profit Vs. Non profit	108 2% GK	111 2% H	46 5% AEGIK	41 5% BFHL	14 2% GK	9 2% H	7 1% G	4 0% G	7 2% G	10 3% H	34 1% G	47 2% KH

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
Education extension	40 1% K	68 1% AH	16 2% AEGK	29 4% CBFHJL	3 1%	3 1%	3 1%	5 1%	4 1%	4 1%	14 1%	27 1% K
Network	16 1%	51 1% A	5 1%	11 1%	2 1%	2 1%	2 1%	5 1%	-	3 1%	7 1%	30 1% K
Other type of extensions mentions	94 2%	113 2% AH	18 2%	13 2%	8 1%	17 3% EBDH	12 1%	12 1%	9 2%	9 2%	47 2%	62 2% K
MISCELLANEOUS IDENTIFICATION (SUB-NET)	107 2% C	113 2%	7 1%	18 2% C	10 2%	11 2%	19 2% C	13 1%	4 1%	7 2%	67 2% AC	64 2%
Form of identity/identification (Unspec.)	63 1% C	71 1%	4 1%	9 1%	7 1%	7 1%	8 1%	10 1%	4 1%	6 2%	40 1% C	39 1%
Due to language/different languages	17 1%	14 1%	2 1%	2 1%	1 1%	1 1%	3 1%	2 1%	-	1 1%	11 1%	8 1%
Other miscellaneous identification mentions	27 1%	29 1% H	1 1%	7 1% CH	2 1%	3 1%	8 1% HC	1 1%	-	-	16 1%	18 1% H
CONTENT (NET)	1207 20% BG	962 18% H	195 21% DG	137 17% H	170 28% ACGK	139 27% BDHL	149 14% H	99 10% H	104 25% AGK	105 28% BDHL	589 19% G	482 17% H
Different purposes/content/features of website	890 14% G	794 15% H	128 14% G	104 13% H	131 22% ACGIK	107 21% BDHL	106 10% H	84 9% H	61 15% G	78 21% IBDHL	464 15% G	421 15% H
Based on the type of information they provide	266 4% BK	100 2% L	63 7% DAGK	24 3% BHL	33 6% FGK	14 3% HL	36 3% H	12 1% H	29 7% JAGK	13 3% BHL	105 3% L	37 1% K
Based on the type of service they provide	58 1% K	85 2% AHL	7 1%	11 1%	11 2% AK	22 4% EBDHL	9 1%	6 1%	15 4% ACGK	18 5% BDHL	16 1%	28 1% K
Other content mentions	22 1%	13 1%	2 1%	3 1%	-	3 1% H	2 1%	-	1 1%	1 1%	17 1% LA	6 1%
TECHNOLOGY DRIVEN (NET)	149 2% CG	241 4% AD	9 1%	25 3% C	19 3% CG	22 4% CG	17 2% G	34 4% G	12 3% C	20 5% C	92 3% ACG	140 5% KBD
Different network/service providers	32 1%	113 2% A	2 1%	16 2% C	2 1%	8 2% E	4 1%	15 2% G	2 1%	11 3% I	22 1%	63 2% K
Different servers	68 1%	110 2% AD	6 1%	7 1%	12 2% AC	13 3% D	12 1%	18 2%	4 1%	7 2%	34 1%	65 2% KD
Other technology driven mentions	51 1% BCG	19 1%	1 1%	2 1%	5 1% CG	1 1%	1 1%	2 1%	6 1% CG	2 1%	38 1% LACG	12 1%
ACCESSIBILITY (NET)	163 3% CG	181 3% AH	7 1%	19 2% C	9 2%	12 2%	7 1%	18 2% G	19 5% ACEG	28 7% BDFHL	121 4% ACEG	104 4% DH

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
To simplify search/easy to use	48 1% C	71 1% AF	1*	8 1% C	2*	1*	4*	7 1%	3 1%	8 2% FH	38 1% ACG	47 2% BFH
For easy/quick accessibility	60 1% CG	59 1% H	3*	9 1%	3 1%	3 1%	3*	4*	14 3% ACEGK	17 4% BDFHL	37 1% CG	26 1%
Convenience	45 1% BCG	17*	-	1*	1*	-	-	-	-	-	44 1% LACEGI	16 1% BH
Other accessibility mentions	19*	36 1% A	3*	2*	3 1% G	8 2% BDL	-	8 1% G	3 1% G	3 1%	10*	15 1%
Illegible data	-	170 3% AJ	-	17 2% CJ	-	15 3% EJ	-	55 6% GBDFJL	-	2 1%	-	81 3% KJ
SITE/STORAGE SIZE (NET)	188 3% EK	144 3% F	49 5% AEK	32 4% BFL	5 1%	2*	40 4% EK	27 3% F	15 4% E	13 3% F	79 3% E	70 3% F
Ran out of space on the other domains/extensions	166 3% EK	123 2% F	46 5% AEGK	30 4% BFHL	4 1%	2*	33 3% E	20 2% F	13 3% E	12 3% F	70 2% E	59 2% F
Size of site	20*	4*	2*	-	1*	-	7 1%	2*	2*	1*	8*	1*
Other site/storage size mentions	2*	18 A	1	2*	-	-	-	5 1% G	-	-	1*	11 K
SITE CHARACTERISTICS (NET)	164 3% CG	138 3% A	11 1%	15 2%	12 2%	13 3%	19 2%	16 2%	9 2%	11 3%	113 4% ACEG	83 3% BH
To be different/unique	129 2% BC	62 1%	4*	12 1% C	7 1%	8 2%	16 1% C	6 1%	6 1% C	3 1%	96 3% LACEG	33 1%
Reliability/Trustworthiness of website	-	26 AH	-	1*	-	3 1%	-	1*	-	2 1%	-	19 1% KBH
Other site characteristics mentions	35 1% AD	53 1% AD	7 1%	3*	5 1%	2*	3*	9 1%	3 1%	6 2% D	17 1%	33 1% KD
INCREASE TRAFFIC/ATTRACT CUSTOMERS (NET)	177 3% G	129 2% G	19 2%	17 2%	11 2%	9 2%	20 2%	19 2%	20 5% ACEG	17 4% BDFHL	107 3% LACEG	67 2%
To attract customers/increase traffic	60 1% C	41 1%	2*	6 1%	2*	5 1%	10 1% C	6 1%	8 2% ACE	7 2% BHL	38 1% LC	17 1%
Attract a variety/different target audience(s)	52 1% B	29 1%	10 1%	5 1%	6 1%	1*	7 1%	4*	6 1%	4 1%	23 1%	15 1%
Popularity of site	32 1%	28 1%	4*	3*	1*	1*	2*	4*	4 1% G	3 1%	21 1%	17 1%

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
To make it easy to remember	25 _*	19 _*	1 _*	3 _*	1 _*	-	1 _*	4 _*	2 _*	2 _{1%}	20 _{1%}	10 _*
Other increase traffic/attract customers mentions	10 _*	17 _*	2 _*	1 _*	1 _*	2 _*	-	2 _*	1 _*	2 _{1%}	6 _*	10 _*
SECURITY (NET)	138 _{2% C}	96 _{2% D}	12 _{1%}	5 _{1%}	15 _{3%}	12 _{2% D}	21 _{2%}	15 _{2%}	19 _{5% ACGK}	13 _{3% BDHL}	71 _{2%}	51 _{2% D}
Safety/Security reasons	107 _{2% C}	77 _{1% D}	8 _{1%}	3 _*	14 _{2% C}	9 _{2% D}	18 _{2%}	13 _{1% D}	15 _{4% ACGK}	12 _{3% BDHL}	52 _{2%}	40 _{1% D}
Other security mentions	31 _{1%}	20 _*	4 _*	2 _*	1 _*	3 _{1%}	3 _*	2 _*	4 _{1%}	2 _{1%}	19 _{1%}	11 _*
MISCELLANEOUS (NET)	337 _{5% C}	367 _{7% A}	37 _{4%}	61 _{7% C}	24 _{4%}	24 _{5%}	54 _{5%}	57 _{6%}	22 _{5%}	29 _{8%}	200 _{6% ACE}	196 _{7%}
Costs/Different costs	104 _{2%}	106 _{2%}	14 _{2%}	16 _{2%}	8 _{1%}	6 _{1%}	24 _{2%}	21 _{2%}	7 _{2%}	10 _{3%}	51 _{2%}	53 _{2%}
To expand the registrable domain names	-	68 _{1% A}	-	19 _{2% CBL}	-	5 _{1% E}	-	11 _{1% G}	-	5 _{1% I}	-	28 _{1% K}
Rules/Regulations	57 _{1%}	53 _{1%}	9 _{1%}	6 _{1%}	3 _{1%}	2 _*	6 _{1%}	9 _{1%}	3 _{1%}	4 _{1%}	36 _{1%}	32 _{1%}
To eliminate competitors registering same domain name	-	45 _{1% A}	-	11 _{1% C}	-	2 _*	-	6 _{1% G}	-	1 _*	-	25 _{1% K}
Specific website names	10 _*	14 _*	-	1 _*	1 _*	1 _*	-	-	-	1 _*	9 _*	11 _*
Other mentions	175 _{3% BC}	93 _{2%}	16 _{2%}	12 _{1%}	12 _{2%}	8 _{2%}	25 _{2% H}	11 _{1%}	12 _{3%}	9 _{2%}	110 _{4% LACG}	53 _{2%}
DECISION MAKING (NET)	124 _{2% B}	69 _{1%}	14 _{2%}	13 _{2%}	10 _{2%}	3 _{1%}	24 _{2% H}	7 _{1%}	19 _{5% JACEGK}	6 _{2%}	57 _{2%}	40 _{1%}
Depends on/determined by the owner	114 _{2% B}	57 _{1% H}	13 _{1%}	13 _{2% H}	10 _{2%}	3 _{1%}	23 _{2% H}	4 _*	17 _{4% JACEGK}	4 _{1%}	51 _{2%}	33 _{1% H}
Other decision making mentions	10 _*	12 _*	1 _*	-	-	-	1 _*	3 _*	2 _*	2 _{1% D}	6 _*	7 _*
None	97 _{2% EI}	100 _{2% J}	11 _{1%}	13 _{2% J}	2 _*	6 _{1% J}	22 _{2% EI}	19 _{2% J}	1 _*	-	61 _{2% AEI}	62 _{2% BJ}
Don't know	1347 _{22% BEIK}	1079 _{20% JL}	221 _{24% EIK}	183 _{22% JL}	101 _{17%}	105 _{21% J}	353 _{33% HACEIK}	252 _{26% BDFJL}	52 _{13%}	47 _{12%}	620 _{20% LI}	492 _{18% J}

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
Declined to answer	293 5%	43 1%	28 3%	17 2%	24 4%	3 1%	62 6%	7 1%	4 1%	-	175 6%	16 1%
	BCI		I	BFHJL	FI		HCI				LACI	
Sigma	7776 127%	7345 135%	1266 137%	1217 147%	777 130%	724 143%	1338 123%	1261 131%	565 138%	559 148%	3830 123%	3584 129%

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
An Internet search engine to find articles, posts or similar information	5013 82% BCG	4268 78% H	703 76% CG	635 77% CG	487 81% CG	407 80% H	836 77% H	702 73% H	374 91% ACEGK	333 88% BDFHL	2613 84% LACG	2191 79% H
An Internet encyclopedia	2044 33% CG	2303 42% ADFH	224 24% CG	222 27% CG	202 34% CG	187 37% D	225 21% D	327 34% GD	178 44% ACEG	162 43% DH	1215 39% ACEG	1405 51% KBDFHJ
My Internet service provider	1789 29% CGI	1727 32% ADHJ	165 18% K	141 17% K	194 32% CGI	172 34% DHJ	220 20% K	241 25% GD	90 22% AK	91 24% L	1120 36% ACGI	1082 39% KBDFHJ
Other	158 3% K	151 3% L	32 3% K	25 3% K	21 4% K	25 5% BHL	32 3% K	28 3% K	18 4% AK	16 4% L	55 2% I	57 2% I
Not sure	453 7% EIK	376 7% FJL	120 13% AEIK	94 11% BFJL	24 4% K	24 5% K	128 12% AEIK	97 10% BFJL	11 3% I	14 4% I	170 5% I	147 5% I
Sigma	9457 154%	8825 162%	1244 134%	1117 135%	928 155%	815 161%	1441 133%	1395 145%	671 164%	616 163%	5173 166%	4882 176%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
Useful	5141 84% G	4573 84% FH	777 84% G	689 83% FH	519 87% FAG	401 79%	845 78%	750 78%	378 92% ACEGK	341 90% BDFHL	2622 84% G	2392 86% KBFH
Informative	5069 83% G	4483 82% FH	767 83% G	666 81%	513 86% FAG	396 78%	823 76%	747 78%	379 93% JACEGK	328 87% BDFH	2587 83% G	2346 84% BDFH
Practical	4972 81% G	4428 81% H	752 81% G	683 83% FH	508 85% FAGK	396 78%	827 76%	758 79%	358 88% JACGK	307 81% G	2527 81% G	2284 82% FH
Helpful	4956 81% CG	4387 80% FH	721 78%	644 76% FH	492 82% FCG	355 70%	814 75%	710 74%	369 90% ACEGK	324 86% BDFH	2580 82% ACG	2354 85% KBDFFH
Trustworthy	4924 80% CG	4385 80% DFH	711 77%	626 76%	497 83% FCG	384 76%	814 75%	731 76%	358 88% ACEGK	332 88% BDFHL	2544 81% ACG	2312 83% BDFH
Technical	4630 75% CG	4200 77% ADH	649 70%	598 72%	473 79% ACG	385 76% H	749 69%	677 70%	332 81% ACG	296 78% DH	2427 78% ACG	2244 81% KBDFFH
For people like me	4611 75% G	4011 74% FH	715 77% DG	592 72% F	454 76% FG	328 65%	747 69%	649 67%	345 84% JACEGK	295 78% BDFH	2350 75% G	2147 77% BDFH
Interesting	4431 72% CG	3873 71% DH	610 66%	525 64%	454 76% ACG	359 71% DH	732 67%	633 66%	348 85% JACEGK	292 77% BDFH	2287 73% CG	2064 74% BDH
Innovative	4139 67% CEG	3696 68% DFH	547 59%	481 58%	377 63%	296 58%	633 58%	568 59%	351 86% JACEGK	301 80% BDFHL	2231 71% ACEG	2050 74% KBDFFH
Cutting edge	3841 63% CE	3395 62% DF	457 49%	391 47%	314 52% F	215 42%	651 60% CE	583 61% DF	305 75% ACEGK	271 72% BDFH	2114 68% ACEG	1935 70% BDFH
Exciting	3358 55% CG	2916 53% DFH	403 44%	339 41%	319 53% FCG	230 45%	459 42%	396 41%	326 80% JACEGK	270 71% BDFHL	1851 59% ACEG	1681 61% BDFH
Overwhelming	2835 46% CEG	2487 46% DFH	274 30% D	202 24%	173 29%	141 28%	294 27%	277 29% D	267 65% JACEGK	214 57% BDFH	1827 58% ACEG	1653 60% BDFH
Extreme	2738 45% CEG	2362 43% DFH	337 36% DG	217 26%	215 36%	156 31%	339 31%	325 34% D	266 65% JACEGK	217 57% BDFH	1581 51% ACEG	1447 52% BDFH
Unconventional	2347 38% CG	2173 40% DH	222 24%	290 35% C	280 47% ACGK	213 42% DH	345 32% C	317 33%	201 49% ACGK	174 46% BDH	1299 42% ACG	1179 42% BDH
Confusing	1768 29% CEI	1682 31% AFJ	231 25%	234 28%	146 24%	121 24%	293 27% I	296 31% FJ	90 22% ACEGI	91 24%	1008 32% ACEGI	940 34% BDFJ

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
Confusing	4376 71% BK	3770 69% L	694 75% AK	592 72% L	453 76% AK	386 76% BHL	793 73% K	667 69% AGK	319 78% AGK	287 76% BHL	2117 68% BHL	1838 66% BHL
Unconventional	3797 62% EIK	3279 60% JL	703 76% DAEIK	536 65% BFJL	319 53% JL	294 58% AEIK	741 68% AEIK	646 67% BFJL	208 51% JL	204 54% JL	1826 58% EI	1599 58% EI
Extreme	3406 55% IK	3090 57% JL	588 64% AIK	609 74% CBHJL	384 64% AIK	351 69% BJL	747 69% ACIK	638 66% BJL	143 35% JL	161 43% JL	1544 49% JL	1331 48% JL
Overwhelming	3309 54% IK	2965 54% JL	651 70% AIK	624 76% CBHJL	426 71% AIK	366 72% BJL	792 73% AIK	686 71% BJL	142 35% JL	164 43% JL	1298 42% JL	1125 40% JL
Exciting	2786 45% IK	2536 47% JL	522 56% AEIK	487 59% BJL	280 47% IK	277 55% EBJL	627 58% AEIK	567 59% BJL	83 20% JL	108 29% JL	1274 41% JL	1097 39% JL
Cutting edge	2303 37% IK	2057 38% JL	468 51% AGIK	435 53% BHJL	285 48% AGIK	292 58% EBHJL	435 40% IK	380 39% JL	104 25% JL	107 28% JL	1011 32% JL	843 30% JL
Innovative	2005 33% IK	1756 32% JL	378 41% AIK	345 42% BJL	222 37% AIK	211 42% BJL	453 42% AIK	395 41% BJL	58 14% JL	77 20% JL	894 29% LI	728 26% JL
Interesting	1713 28% EI	1579 29% JL	315 34% AEIK	301 36% BFJL	145 24% JL	148 29% J	354 33% AEIK	330 34% BFJL	61 15% JL	86 23% JL	838 27% JL	714 26% JL
For people like me	1533 25% JL	1441 26% JL	210 23% JL	234 28% CJL	145 24% JL	179 35% EBDJL	339 31% ACEIK	314 33% BJL	64 16% JL	83 22% JL	775 25% JL	631 23% JL
Technical	1514 25% BEIK	1252 23% L	276 30% AEIK	228 28% BJL	126 21% JL	122 24% L	337 31% AEIK	286 30% BFJL	77 19% JL	82 22% JL	698 22% L	534 19% JL
Trustworthy	1220 20% IK	1067 20% JL	214 23% AEIK	200 24% BJL	102 17% JL	123 24% EBJL	272 25% AEIK	232 24% BJL	51 12% JL	46 12% JL	581 19% JL	466 17% JL
Helpful	1188 19% IK	1065 20% JL	204 22% AEIK	182 22% JL	107 18% JL	152 30% EBDJL	272 25% AEIK	253 26% BDJL	40 10% JL	54 14% JL	565 18% LI	424 15% JL
Practical	1172 19% EI	1024 19% JL	173 19% JL	143 17% JL	91 15% JL	111 22% EDL	259 24% ACEIK	205 21% BDL	51 12% JL	71 19% JL	598 19% EI	494 18% JL
Informative	1075 17% EI	969 18% JL	158 17% JL	160 19% JL	86 14% JL	111 22% EBJL	263 24% ACEIK	216 21% BJL	30 7% JL	50 13% JL	538 17% JL	432 16% JL
Useful	1003 16% EI	879 16% JL	148 16% JL	137 17% JL	80 13% JL	106 21% EBDJL	241 22% ACEIK	213 22% BDJL	31 8% JL	37 10% JL	503 16% LI	386 14% JL

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

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

1. Innovative

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	4139 67%	3696 68%	547 59%	481 58%	377 63%	296 58%	633 58%	568 59%	351 86%	301 80%	2231 71%	2050 74%
Describes very well	1340 22% CEG	1272 23% DFH	148 16% G	132 16% G	134 22% CG	106 21% DH	127 12% CG	136 14% JACEGK	192 47% JACEGK	141 37% BDFHL	739 24% ACG	757 27% KBDFH
Describes somewhat well	2799 46% EI	2424 44% F	399 43% F	349 42% F	243 41% F	190 37% EI	506 47% EI	432 45% F	159 39% F	160 42% ACEI	1492 48% ACEI	1293 47% BDF
BOTTOM 2 BOX (NET)	2005 33% IK	1756 32% JL	378 41% AIK	345 42% BJL	222 37% AIK	211 42% BJL	453 42% AIK	395 41% BJL	58 14% I	77 20% I	894 29% LI	728 26% J
Does not describe very well	1465 24% I	1271 23% JL	245 26% AIK	214 26% JL	150 25% I	128 25% J	312 29% AIK	284 29% BJL	36 9% I	48 13% I	722 23% I	597 21% J
Does not describe at all	540 9% IK	485 9% L	133 14% AIK	131 16% BHJL	72 12% AIK	83 16% EBHJL	141 13% AIK	111 12% BJL	22 5% I	29 8% L	172 6% I	131 5% J
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	3841 63%	3395 62%	457 49%	391 47%	314 52%	215 42%	651 60%	583 61%	305 75%	271 72%	2114 68%	1935 70%
Describes very well	1151 19%	1097 20%	113 12%	104 13%	94 16%	70 14%	123 11%	142 15%	140 34%	114 30%	681 22%	667 24%
Describes somewhat well	2690 44%	2298 42%	344 37%	287 35%	220 37%	145 29%	528 49%	441 46%	165 40%	157 42%	1433 46%	1268 46%
BOTTOM 2 BOX (NET)	2303 37%	2057 38%	468 51%	435 53%	285 48%	292 58%	435 40%	380 39%	104 25%	107 28%	1011 32%	843 30%
Does not describe very well	1667 27%	1483 27%	293 32%	277 34%	183 31%	154 30%	297 27%	275 29%	70 17%	72 19%	824 26%	705 25%
Does not describe at all	636 10%	574 11%	175 19%	158 19%	102 17%	138 27%	138 13%	105 11%	34 8%	35 9%	187 6%	138 5%
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

3. Extreme

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	2738 45%	2362 43%	337 36%	217 26%	215 36%	156 31%	339 31%	325 34%	266 65%	217 57%	1581 51%	1447 52%
Describes very well	808 13%	700 13%	104 11%	42 5%	58 10%	39 8%	57 5%	72 7%	132 32%	90 24%	457 15%	457 16%
Describes somewhat well	1930 31%	1662 30%	233 25%	175 21%	157 26%	117 23%	282 26%	253 26%	134 33%	127 34%	1124 36%	990 36%
BOTTOM 2 BOX (NET)	3406 55%	3090 57%	588 64%	609 74%	384 64%	351 69%	747 69%	638 66%	143 35%	161 43%	1544 49%	1331 48%
Does not describe very well	2099 34%	1913 35%	294 32%	325 39%	219 37%	173 34%	392 36%	366 38%	86 21%	100 26%	1108 35%	949 34%
Does not describe at all	1307 21%	1177 22%	294 32%	284 34%	165 28%	178 35%	355 33%	272 28%	57 14%	61 16%	436 14%	382 14%
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

4. Trustworthy

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	4924 80% CG	4385 80% DFH	711 77%	626 76%	497 83% FCG	384 76%	814 75%	731 76%	358 88% ACEGK	332 88% BDFHL	2544 81% ACG	2312 83% BDFH
Describes very well	1846 30% CG	1848 34% ADH	240 26% G	227 27% H	221 37% ACGK	194 38% BDH	195 18%	213 22% G	212 52% ACEGK	188 50% BDFHL	978 31% ACG	1026 37% KBDH
Describes somewhat well	3078 50% BEI	2537 47% FJ	471 51% I	399 48% FJ	276 46% FI	190 37%	619 57% ACEIK	518 54% BDFJL	146 36%	144 38%	1566 50% LI	1286 46% FJ
BOTTOM 2 BOX (NET)	1220 20% IK	1067 20% JL	214 23% AEIK	200 24% BJL	102 17% I	123 24% EBJL	272 25% AEIK	232 24% BJL	51 12%	46 12%	581 19% I	466 17% J
Does not describe very well	926 15% EI	805 15% J	144 16% I	137 17% J	72 12% J	72 14% J	190 17% AEI	174 18% BJL	35 9%	33 9%	485 16% EI	389 14% J
Does not describe at all	294 5% K	262 5% L	70 8% AEIK	63 8% BJL	30 5% K	51 10% EBHJL	82 8% AEIK	58 6% L	16 4%	13 3%	96 3% 3%	77 3% 3%
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

5. Unconventional

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	2347 38% CG	2173 40% DH	222 24%	290 35% C	280 47% ACGK	213 42% DH	345 32% C	317 33%	201 49% ACGK	174 46% BDH	1299 42% ACG	1179 42% BDH
Describes very well	622 10% CG	569 10% H	37 4%	82 10% CH	99 17% ACGK	83 16% BDHL	57 5%	58 6%	75 18% ACGK	52 14% BH	354 11% ACG	294 11% H
Describes somewhat well	1725 28% C	1604 29% DF	185 20%	208 25% C	181 30% C	130 26%	288 27% C	259 27%	126 31% C	122 32% DFH	945 30% ACG	885 32% BDFH
BOTTOM 2 BOX (NET)	3797 62% EIK	3279 60% JL	703 76% DAEGIK	536 65% BFJL	319 53%	294 58%	741 68% AEIK	646 67% BFJL	208 51%	204 54%	1826 58% EI	1599 58%
Does not describe very well	2352 38% EI	2116 39% DF	366 40% EI	294 36% F	172 29%	146 29%	436 40% EI	401 42% BDFJ	126 31%	129 34%	1252 40% AEI	1146 41% BDFJ
Does not describe at all	1445 24% BK	1163 21% L	337 36% DAEGIK	242 29% BJL	147 25% K	148 29% BJL	305 28% AIK	245 25% BJL	82 20%	75 20%	574 18% L	453 16%
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

6. Practical

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	4972 81% G	4428 81% H	752 81% G	683 83% FH	508 85% FAGK	396 78% FAGK	827 76% FAGK	758 79% FAGK	358 88% JACGK	307 81% JACGK	2527 81% G	2284 82% FH
Describes very well	1849 30% GK	1710 31% H	291 31% G	256 31% H	251 42% ACGK	196 39% BDHL	226 21% ACGK	210 22% ACGK	198 48% ACEGK	158 42% BDHL	883 28% G	890 32% KH
Describes somewhat well	3123 51% EI	2718 50% FJ	461 50% EI	427 52% FJ	257 43% FJ	200 39% FJ	601 55% ACEI	548 57% BDFJL	160 39% ACEI	149 39% ACEI	1644 53% AEI	1394 50% FJ
BOTTOM 2 BOX (NET)	1172 19% EI	1024 19% I	173 19% I	143 17% I	91 15% I	111 22% EDL	259 24% ACEIK	205 21% BDL	51 12% BDL	71 19% I	598 19% EI	494 18% EI
Does not describe very well	866 14% CEI	751 14% D	104 11% I	83 10% I	59 10% I	69 14% D	175 16% ACEI	140 15% D	32 8% I	52 14% I	496 16% ACEI	407 15% D
Does not describe at all	306 5% K	273 5% L	69 7% AK	60 7% BL	32 5% K	42 8% BL	84 8% AIK	65 7% BL	19 5% I	19 5% I	102 3% I	87 3% I
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

7. Technical

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	4630 75% CG	4200 77% ADH	649 70% CG	598 72% ADH	473 79% ACG	385 76% H	749 69% ACG	677 70% ACG	332 81% DH	296 78% DH	2427 78% ACG	2244 81% KBDFH
Describes very well	1575 26% CG	1557 29% ADH	197 21% G	202 24% H	214 36% ACGK	188 37% BDHL	165 15% ACG	184 19% G	165 40% ACGK	149 39% BDHL	834 27% CG	834 30% KBDH
Describes somewhat well	3055 50% EI	2643 48% FJ	452 49% EI	396 48% FJ	259 43% FJ	197 39% ACEI	584 54% ACEI	493 51% FJ	167 41% FJ	147 39% FJ	1593 51% AEI	1410 51% BFJ
BOTTOM 2 BOX (NET)	1514 25% BEIK	1252 23% L	276 30% AEIK	228 28% BJL	126 21% L	122 24% L	337 31% AEIK	286 30% BFJL	77 19% BFJL	82 22% BFJL	698 22% L	534 19% L
Does not describe very well	1145 19% EI	948 17% L	181 20% EI	159 19% FL	90 15% FL	74 15% AEIK	239 22% AEIK	215 22% BFJL	59 14% BFJL	62 16% BFJL	576 18% LEI	438 16% LEI
Does not describe at all	369 6% K	304 6% L	95 10% AEIK	69 8% BL	36 6% K	48 9% EBJL	98 9% AEIK	71 7% BL	18 4% BFJL	20 5% BFJL	122 4% BFJL	96 3% BFJL
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

8. Confusing

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	1768 29%	1682 31%	231 25%	234 28%	146 24%	121 24%	293 27%	296 31%	90 22%	91 24%	1008 32%	940 34%
Describes very well	436 7%	456 8%	50 5%	58 7%	43 7%	42 8%	62 6%	75 8%	40 10%	37 10%	241 8%	244 9%
Describes somewhat well	1332 22%	1226 22%	181 20%	176 21%	103 17%	79 16%	231 21%	221 23%	50 12%	54 14%	767 25%	696 25%
BOTTOM 2 BOX (NET)	4376 71%	3770 69%	694 75%	592 72%	453 76%	386 76%	793 73%	667 69%	319 78%	287 76%	2117 68%	1838 66%
Does not describe very well	2395 39%	2100 39%	366 40%	304 37%	220 37%	177 35%	399 37%	377 39%	140 34%	129 34%	1270 41%	1113 40%
Does not describe at all	1981 32%	1670 31%	328 35%	288 35%	233 39%	209 41%	394 36%	290 30%	179 44%	158 42%	847 27%	725 26%
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	2835 46% CEG	2487 46% DFH	274 30% D	202 24% D	173 29% D	141 28% D	294 27% D	277 29% D	267 65% JACEGK	214 57% BDFH	1827 58% ACEG	1653 60% BDFH
Describes very well	859 14% CEG	832 15% DFH	54 6% D	57 7% D	45 8% G	45 9% H	49 5% D	54 6% D	127 31% ACEGK	112 30% BDFHL	584 19% ACEG	564 20% BDFH
Describes somewhat well	1976 32% BCEG	1655 30% DFH	220 24% D	145 18% D	128 21% D	96 19% D	245 23% D	223 23% D	140 34% JCEG	102 27% DF	1243 40% ACEGI	1089 39% BDFHJ
BOTTOM 2 BOX (NET)	3309 54% IK	2965 54% JL	651 70% AIK	624 76% CBHJL	426 71% AIK	366 72% BJL	792 73% AIK	686 71% BJL	142 35% D	164 43% I	1298 42% I	1125 40% I
Does not describe very well	1987 32% IK	1805 33% JL	342 37% AIK	325 39% BJL	209 35% IK	191 38% BJL	389 36% AIK	366 38% BJL	93 23% D	102 27% D	954 31% I	821 30% I
Does not describe at all	1322 22% IK	1160 21% JL	309 33% AIK	299 36% BJL	217 36% AIK	175 35% BJL	403 37% AIK	320 33% BJL	49 12% D	62 16% L	344 11% I	304 11% I
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

10. Useful

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	5141 84% G	4573 84% FH	777 84% G	689 83% FH	519 87% FAG	401 79%	845 78%	750 78%	378 92% ACEGK	341 90% BDFHL	2622 84% G	2392 86% KBFH
Describes very well	2191 36% G	1945 36% H	343 37% G	279 34% H	264 44% ACGK	211 42% BDH	236 22%	211 22%	245 60% JACEGK	192 51% BDFHL	1103 35% G	1052 38% KBDH
Describes somewhat well	2950 48% EI	2628 48% FJ	434 47% I	410 50% FJ	255 43% I	190 37%	609 56% ACEIK	539 56% BDFJL	133 33%	149 39% I	1519 49% EI	1340 48% FJ
BOTTOM 2 BOX (NET)	1003 16% EI	879 16% JL	148 16% I	137 17% J	80 13%	106 21% EBDJL	241 22% ACEIK	213 22% BDJL	31 8%	37 10% I	503 16% LI	386 14% J
Does not describe very well	728 12% EI	653 12% J	96 10% I	87 11% J	50 8%	65 13% EJ	156 14% ACEI	158 16% BDJL	20 5%	26 7% I	406 13% ACEI	317 11% J
Does not describe at all	275 4% K	226 4% L	52 6% IK	50 6% BJL	30 5% K	41 8% EBJL	85 8% AEIK	55 6% BJL	11 3%	11 3% I	97 3% I	69 2% I
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

11. For people like me

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	4611 75% G	4011 74% FH	715 77% DG	592 72% F	454 76% FG	328 65% FG	747 69% FG	649 67% FG	345 84% JACEGK	295 78% BDFH	2350 75% G	2147 77% BDFH
Describes very well	1663 27% G	1492 27% H	259 28% G	210 25% H	195 33% AGK	160 32% BDH	182 17% AEI	170 18% JACEGK	211 52% JACEGK	166 44% BDFHL	816 26% G	786 28% H
Describes somewhat well	2948 48% EI	2519 46% FJ	456 49% EI	382 46% FJ	259 43% FI	168 33% AEI	565 52% AEI	479 50% BFJ	134 33% BFJ	129 34% BFJ	1534 49% EI	1361 49% BFJ
BOTTOM 2 BOX (NET)	1533 25% I	1441 26% JL	210 23% I	234 28% CJL	145 24% I	179 35% EBDJL	339 31% ACEIK	314 33% BJL	64 16% I	83 22% I	775 25% I	631 23% I
Does not describe very well	1072 17% CEI	1024 19% J	125 14% I	149 18% C	85 14% C	97 19% E	219 20% ACEI	211 22% BDJL	42 10% I	55 15% I	601 19% ACEI	512 18% I
Does not describe at all	461 8% K	417 8% L	85 9% AIK	85 10% BL	60 10% AIK	82 16% EBDHJL	120 11% AIK	103 11% BL	22 5% I	28 7% L	174 6% L	119 4% L
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	4431 72% CG	3873 71% DH	610 66%	525 64%	454 76% ACG	359 71% DH	732 67%	633 66%	348 85% JACEGK	292 77% BDFH	2287 73% CG	2064 74% BDH
Describes very well	1465 24% CG	1314 24% DH	165 18% G	153 19%	171 29% ACG	137 27% DH	136 13%	156 16% G	188 46% JACEGK	142 38% BDFHL	805 26% ACG	726 26% BDH
Describes somewhat well	2966 48% I	2559 47% J	445 48% I	372 45%	283 47% I	222 44%	596 55% HACEIK	477 50% FJ	160 39%	150 40%	1482 47% I	1338 48% J
BOTTOM 2 BOX (NET)	1713 28% EI	1579 29% JL	315 34% AEIK	301 36% BFJL	145 24% I	148 29% J	354 33% AEIK	330 34% BFJL	61 15%	86 23% I	838 27% I	714 26% I
Does not describe very well	1256 20% EI	1158 21% FJ	214 23% AEI	200 24% BFJ	93 16% I	84 17%	235 22% EI	225 23% FJ	41 10%	64 17% I	673 22% AEI	585 21% F
Does not describe at all	457 7% IK	421 8% L	101 11% AIK	101 12% BJL	52 9% IK	64 13% EBJL	119 11% AIK	105 11% BJL	20 5%	22 6%	165 5%	129 5%
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

13. Exciting

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	3358 55% CG	2916 53% DFH	403 44%	339 41%	319 53% FCG	230 45%	459 42%	396 41%	326 80% JACEGK	270 71% BDFHL	1851 59% ACEG	1681 61% BDFH
Describes very well	1034 17% CG	952 17% DH	86 9% G	80 10%	94 16% CG	86 17% DH	68 6%	89 9% G	163 40% ACEGK	127 34% BDFHL	623 20% ACEG	570 21% BDH
Describes somewhat well	2324 38% BC	1964 36% DFH	317 34%	259 31%	225 38% F	144 28%	391 36% H	307 32%	163 40%	143 38% DFH	1228 39% AC	1111 40% BDFH
BOTTOM 2 BOX (NET)	2786 45% IK	2536 47% JL	522 56% AEIK	487 59% BJL	280 47% IK	277 55% EBJL	627 58% AEIK	567 59% BJL	83 20%	108 29% I	1274 41% I	1097 39% J
Does not describe very well	1867 30% I	1691 31% JL	302 33% I	283 34% BFJL	172 29% I	138 27% J	386 36% AEIK	370 38% BFJL	53 13%	72 19% I	954 31% I	828 30% J
Does not describe at all	919 15% IK	845 15% JL	220 24% AEIK	204 25% BHJL	108 18% AIK	139 27% EBHJL	241 22% AEIK	197 20% BJL	30 7%	36 10% I	320 10% I	269 10% I
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

14. Helpful

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	4956 81% CG	4387 80% FH	721 78%	644 78% FH	492 82% FCG	355 70%	814 75%	710 74%	369 90% ACEGK	324 86% BDFH	2560 82% ACG	2354 85% KBDFH
Describes very well	1931 31% CG	1729 32% DH	259 28% G	223 27% H	237 40% FACGK	148 29% H	218 20%	202 21%	228 56% JACEGK	180 48% BDFHL	989 32% CG	976 35% KBDFH
Describes somewhat well	3025 49% EI	2658 49% FJ	462 50% EI	421 51% FJ	255 43% I	207 41%	596 55% ACEIK	508 53% BFJ	141 34%	144 38%	1571 50% EI	1378 50% FJ
BOTTOM 2 BOX (NET)	1188 19% IK	1065 20% JL	204 22% AEIK	182 22% JL	107 18% I	152 30% EBDJL	272 25% AEIK	253 26% BDJL	40 10%	54 14%	565 18% LI	424 15%
Does not describe very well	863 14% I	775 14% JL	127 14% I	123 15% J	74 12% I	89 18% EBJL	189 17% ACEIK	179 19% BDJL	28 7%	37 10%	445 14% LI	347 12%
Does not describe at all	325 5% IK	290 5% L	77 8% AEIK	59 7% BL	33 6%	63 12% EBDHJL	83 8% AIK	74 8% BJL	12 3%	17 4%	120 4% L	77 3%
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

15. Informative

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	5069 83% G	4483 82% FH	767 83% G	666 81% FAG	513 86% FAG	396 78% FAG	823 76% FAG	747 78% FAG	379 93% JACEGK	328 87% BDFH	2587 83% G	2346 84% BDFH
Describes very well	2130 35% G	1869 34% DH	308 33% G	242 29% H	252 42% ACGK	202 40% BDH	224 21% FAG	212 22% FAG	247 60% JACEGK	192 51% BDFHL	1099 35% G	1021 37% BDH
Describes somewhat well	2939 48% EI	2614 48% FJ	459 50% EI	424 51% BFJ	261 44% I	194 38% ACEIK	599 55% ACEIK	535 56% BFJL	132 32% FAG	136 36% BDFHL	1488 48% I	1325 48% FJ
BOTTOM 2 BOX (NET)	1075 17% EI	969 18% JL	158 17% I	160 19% JL	86 14% I	111 22% EBJL	263 24% ACEIK	216 22% BJL	30 7% FAG	50 13% I	538 17% I	432 16% I
Does not describe very well	797 13% CEI	715 13% J	98 11% I	99 12% I	56 9% I	69 14% E	185 17% ACEIK	154 16% BDJL	19 5% FAG	36 10% I	439 14% ACEI	357 13% FJ
Does not describe at all	278 5% K	254 5% L	60 6% AIK	61 7% BJL	30 5% K	42 8% EBJL	78 7% AIK	62 6% BL	11 3% FAG	14 4% FAG	99 3% FAG	75 3% FAG
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
Strict purchase restrictions should be required	1181 19% CEG	1500 28% ADH	119 13%	202 24% CH	88 15%	134 26% EH	137 13%	187 19% G	98 24% ACEG	135 36% IBDFHL	739 24% ACEG	842 30% KBDH
Some purchase restrictions should be required	2467 40% I	2163 40% J	354 38%	337 41% J	239 40%	185 36%	439 40% I	426 44% BFJL	141 34%	116 31%	1294 41% AI	1099 40% J
No purchase restrictions should be required	2496 41% BK	1789 33% L	452 49% DAIK	287 35% L	272 45% FAK	188 37% BL	510 47% HAK	350 36% BL	170 42% JK	127 34%	1092 35% L	837 30%
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
Strict purchase restrictions should be required	955 16% CEG	1260 23% AH	111 12%	186 23% CH	76 13%	115 23% EH	107 10%	170 18% G	86 21% ACEG	114 30% IBDFHL	575 18% ACEG	675 24% KBH
Some purchase restrictions should be required	2884 47% CE	2648 49% J	406 44%	394 48%	251 42%	227 45%	487 45%	493 51% GFJ	186 45%	160 42%	1554 50% ACEG	1374 49% J
No purchase restrictions should be required	2305 38% BK	1544 28% L	408 44% DAIK	246 30% L	272 45% FAIK	165 33% BL	492 45% HAIK	300 31% BL	137 33%	104 28%	996 32% L	729 26%
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
Strict purchase restrictions should be required	957 16% G	1174 22% AHL	146 16%	208 25% CBHL	92 15%	124 24% EHL	139 13%	178 18% G	73 18% G	108 29% IBHL	507 16% G	556 20% K
Some purchase restrictions should be required	3001 49% EI	2772 51% ADFJ	440 48% I	380 46%	268 45%	227 45%	522 48% I	498 52% DFJ	164 40%	158 42%	1607 51% ACEI	1509 54% KBDFJ
No purchase restrictions should be required	2186 36% BK	1506 28% L	339 37% DK	238 29%	239 40% FAK	156 31% L	425 39% HAK	287 30% L	172 42% JAK	112 30%	1011 32% L	713 26%
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
Strict purchase restrictions should be required	1534 25% G	1852 34% AH	241 26% G	332 40% CBHL	158 26% G	199 39% EBHL	196 18% G	249 26% G	119 29% AG	152 40% IBHL	820 26% AG	920 33% KH
Some purchase restrictions should be required	2696 44% CEI	2359 43% DF	374 40% G	303 37% G	232 39% F	163 32% G	479 44% EI	462 48% BDFJ	152 37% G	147 39% F	1459 47% ACEI	1284 46% BDFJ
No purchase restrictions should be required	1914 31% BK	1241 23% L	310 34% DK	191 23% G	209 35% FAK	145 29% BDJL	411 38% HACK	252 26% BJL	138 34% JK	79 21% G	846 27% L	574 21% G
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1110	996	**	**	**	**	**	**	**	**	1110	996
Strict purchase restrictions should be required	258 23%	299 30% A	-	-	-	-	-	-	-	-	258 23%	299 30% K
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%	-	-	-	-	-	-	-	-	377 34% L	272 27%
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 - A/C/E/G/I/K - B/D/F/H/J/L
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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	206	184	**	**	**	**	**	**	**	**	206	184
Strict purchase restrictions should be required	63 31%	97 53% A	-	-	-	-	-	-	-	-	63 31%	97 53% K
Some purchase restrictions should be required	102 50% B	67 36%	-	-	-	-	-	-	-	-	102 50% L	67 36%
No purchase restrictions should be required	41 20% B	20 11%	-	-	-	-	-	-	-	-	41 20% L	20 11%
Sigma	206 100%	184 100%	-	-	-	-	-	-	-	-	206 100%	184 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	358	315	**	**	**	**	**	**	**	**	358	315
Strict purchase restrictions should be required	56 16%	79 25% A	-	-	-	-	-	-	-	-	56 16%	79 25% K
Some purchase restrictions should be required	205 57% B	149 47%	-	-	-	-	-	-	-	-	205 57% L	149 47%
No purchase restrictions should be required	97 27%	87 28%	-	-	-	-	-	-	-	-	97 27%	87 28%
Sigma	358 100%	315 100%	-	-	-	-	-	-	-	-	358 100%	315 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	204	183	**	**	**	**	**	**	**	**	204	183
Strict purchase restrictions should be required	46 23%	59 32% A	-	-	-	-	-	-	-	-	46 23%	59 32% K
Some purchase restrictions should be required	95 47% B	61 33%	-	-	-	-	-	-	-	-	95 47% L	61 33%
No purchase restrictions should be required	63 31%	63 34%	-	-	-	-	-	-	-	-	63 31%	63 34%
Sigma	204 100%	183 100%	-	-	-	-	-	-	-	-	204 100%	183 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	253	231	**	**	**	**	**	**	**	**	253	231
Strict purchase restrictions should be required	32 13%	50 22% A	-	-	-	-	-	-	-	-	32 13%	50 22% K
Some purchase restrictions should be required	120 47% B	68 29%	-	-	-	-	-	-	-	-	120 47% L	68 29%
No purchase restrictions should be required	101 40%	113 49% A	-	-	-	-	-	-	-	-	101 40%	113 49% K
Sigma	253 100%	231 100%	-	-	-	-	-	-	-	-	253 100%	231 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	687	595	**	**	**	**	**	**	**	**	687	595
Strict purchase restrictions should be required	197 29%	245 41% A	-	-	-	-	-	-	-	-	197 29%	245 41% K
Some purchase restrictions should be required	300 44% B	219 37%	-	-	-	-	-	-	-	-	300 44% L	219 37%
No purchase restrictions should be required	190 28% B	131 22%	-	-	-	-	-	-	-	-	190 28% L	131 22%
Sigma	687 100%	595 100%	-	-	-	-	-	-	-	-	687 100%	595 100%

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	207	181	**	**	**	**	**	**	**	**	207	181
Strict purchase restrictions should be required	44 21%	52 29%	-	-	-	-	-	-	-	-	44 21%	52 29%
Some purchase restrictions should be required	80 39%	69 38%	-	-	-	-	-	-	-	-	80 39%	69 38%
No purchase restrictions should be required	83 40%	60 33%	-	-	-	-	-	-	-	-	83 40%	60 33%
Sigma	207 100%	181 100%	-	-	-	-	-	-	-	-	207 100%	181 100%

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
Unweighted Base	201	192	**	**	**	**	**	**	201	192	**	**
Strict purchase restrictions should be required	48 24%	74 39% A	-	-	-	-	-	-	48 24%	74 39% I	-	-
Some purchase restrictions should be required	79 39%	76 40%	-	-	-	-	-	-	79 39%	76 40%	-	-
No purchase restrictions should be required	74 37% B	42 22%	-	-	-	-	-	-	74 37% J	42 22%	-	-
Sigma	201 100%	192 100%	-	-	-	-	-	-	201 100%	192 100%	-	-

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

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

14. .za

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	105	90*	**	**	**	**	**	**	105	90*	**	**
Strict purchase restrictions should be required	22 21%	27 30%	-	-	-	-	-	-	22 21%	27 30%	-	-
Some purchase restrictions should be required	46 44%	39 43%	-	-	-	-	-	-	46 44%	39 43%	-	-
No purchase restrictions should be required	37 35%	24 27%	-	-	-	-	-	-	37 35%	24 27%	-	-
Sigma	105 100%	90 100%	-	-	-	-	-	-	105 100%	90 100%	-	-

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

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

15. .eg

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	103	96*	**	**	**	**	**	**	103	96*	**	**
Strict purchase restrictions should be required	27 26%	24 25%	-	-	-	-	-	-	27 26%	24 25%	-	-
Some purchase restrictions should be required	50 49%	41 43%	-	-	-	-	-	-	50 49%	41 43%	-	-
No purchase restrictions should be required	26 25%	31 32%	-	-	-	-	-	-	26 25%	31 32%	-	-
Sigma	103 100%	96 100%	-	-	-	-	-	-	103 100%	96 100%	-	-

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	119	93*	**	**	119	93*	**	**	**	**	**	**
Strict purchase restrictions should be required	18 15%	24 26%	-	-	18 15%	24 26%	-	-	-	-	-	-
Some purchase restrictions should be required	41 34%	40 43%	-	-	41 34%	40 43%	-	-	-	-	-	-
No purchase restrictions should be required	60 50% B	29 31%	-	-	60 50% F	29 31%	-	-	-	-	-	-
Sigma	119 100%	93 100%	-	-	119 100%	93 100%	-	-	-	-	-	-

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
Unweighted Base	110	93*	**	**	110	93*	**	**	**	**	**	**
Strict purchase restrictions should be required	8 7%	22 24% A	-	-	8 7%	22 24% E	-	-	-	-	-	-
Some purchase restrictions should be required	41 37%	32 34%	-	-	41 37%	32 34%	-	-	-	-	-	-
No purchase restrictions should be required	61 55%	39 42%	-	-	61 55%	39 42%	-	-	-	-	-	-
Sigma	110 100%	93 100%	-	-	110 100%	93 100%	-	-	-	-	-	-

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	370	321	**	**	370	321	**	**	**	**	**	**
Strict purchase restrictions should be required	60 16%	88 27% A	-	-	60 16%	88 27% E	-	-	-	-	-	-
Some purchase restrictions should be required	178 48% B	117 36%	-	-	178 48% F	117 36%	-	-	-	-	-	-
No purchase restrictions should be required	132 36%	116 36%	-	-	132 36%	116 36%	-	-	-	-	-	-
Sigma	370 100%	321 100%	-	-	370 100%	321 100%	-	-	-	-	-	-

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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% H	34 38%	-	-	-	-
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 - A/C/E/G/I/K - B/D/F/H/J/L
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	102	95*	**	**	**	**	102	95*	**	**	**	**
Strict purchase restrictions should be required	18 18%	37 39% A	-	-	-	-	18 18%	37 39% G	-	-	-	-
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% H	23 24%	-	-	-	-
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 - A/C/E/G/I/K - B/D/F/H/J/L
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
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% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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% G	-	-	-	-
No purchase restrictions should be required	62 55% B	31 34%	-	-	-	-	62 55% H	31 34%	-	-	-	-
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 - A/C/E/G/I/K - B/D/F/H/J/L
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
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% H	47 26%	-	-	-	-
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 - A/C/E/G/I/K - B/D/F/H/J/L
 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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	201	181	**	**	**	**	201	181	**	**	**	**
Strict purchase restrictions should be required	14 7%	24 13% A	-	-	-	-	14 7%	24 13% G	-	-	-	-
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% H	71 39%	-	-	-	-
Sigma	201 100%	181 100%	-	-	-	-	201 100%	181 100%	-	-	-	-

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	250	228	**	**	**	**	250	228	**	**	**	**
Strict purchase restrictions should be required	31 12%	48 21% A	-	-	-	-	31 12%	48 21% G	-	-	-	-
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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%	163 32% D	101 22%	-	-	-	-	-	-	-	-
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 - A/C/E/G/I/K - B/D/F/H/J/L
 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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	223	184	223	184	**	**	**	**	**	**	**	**
Strict purchase restrictions should be required	35 16%	53 29% A	35 16%	53 29% C	-	-	-	-	-	-	-	-
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% D	60 33%	-	-	-	-	-	-	-	-
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 - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
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%	-	700 85% BHL	-	411 81%	-	780 81%	-	309 82%	-	2263 81%
Requirements for validated credentials related to the gTLD (e.g., must be a licensed contractor to register a .builder domain)	-	4336 80% F	-	645 78% F	-	365 72%	-	754 78% F	-	296 78% F	-	2276 82% BDFH
Requirements for use of the name to be consistent with the meaning of the gTLD (e.g., use of a .net name must be for network operations purposes)	-	4318 79% H	-	681 82% BHJ	-	396 78%	-	734 76%	-	288 76%	-	2219 80% H
Requirements for local presence within a specific city, country, or region for a domain related to that place.	-	4121 76% F	-	616 75% F	-	346 68%	-	735 76% F	-	278 74%	-	2146 77% BF

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

Q767_1. 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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
Yes	-	4336 80% F	-	645 78% F	-	365 72%	-	754 78% F	-	296 78% F	-	2276 82% BDFH
No	-	1116 20% L	-	181 22% L	-	142 28% BDHJL	-	209 22% L	-	82 22%	-	502 18%
Sigma	-	5452 100%	-	826 100%	-	507 100%	-	963 100%	-	378 100%	-	2778 100%

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

Q767_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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
Yes	-	4463 82%	-	700 85% BHL	-	411 81%	-	780 81%	-	309 82%	-	2263 81%
No	-	989 18% D	-	126 15%	-	96 19%	-	183 19% D	-	69 18%	-	515 19% D
Sigma	-	5452 100%	-	826 100%	-	507 100%	-	963 100%	-	378 100%	-	2778 100%

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

Q767_3. 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

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
Yes	-	4121 76% F	-	616 75% F	-	346 68%	-	735 76% F	-	278 74%	-	2146 77% BF
No	-	1331 24% L	-	210 25%	-	161 32% BDHL	-	228 24%	-	100 26%	-	632 23%
Sigma	-	5452 100%	-	826 100%	-	507 100%	-	963 100%	-	378 100%	-	2778 100%

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

Q767_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)

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
Yes	-	4318 79% H	-	681 82% BHJ	-	396 78%	-	734 76%	-	288 76%	-	2219 80% H
No	-	1134 21% D	-	145 18%	-	111 22%	-	229 24% BDL	-	90 24% D	-	559 20%
Sigma	-	5452 100%	-	826 100%	-	507 100%	-	963 100%	-	378 100%	-	2778 100%

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
More trustworthy	3422 56% CG	3830 70% AH	447 48% G	557 67% CH	390 65% ACGK	406 80% EBDHL	445 41% G	570 59% G	261 64% ACG	283 75% IBDH	1879 60% ACG	2014 72% KBDH
Doesn't make a difference	1506 25% BEIK	899 16% FL	280 30% DAEIK	147 18% F	105 18% F	44 9% F	378 35% HACEIK	217 23% BDFJL	80 20% F	63 17% F	663 21% LE	428 15% F
Less trustworthy	288 5% B	197 4% F	34 4% F	25 3% F	34 6% F	22 4% F	50 5% F	44 5% F	20 5% F	15 4% F	150 5% L	91 3% F
Not sure	928 15% BEIK	526 10% FJL	164 18% DAEIK	97 12% BFJL	70 12% F	35 7% F	213 20% HAEIK	132 14% BFJL	48 12% J	17 4% F	433 14% L	245 9% J
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
RESEARCH (NET)	927 15%	1205 22% AH	107 12% G	192 23% CH	67 11% G	96 19% EH	86 8% G	132 14% G	80 20% ACEG	102 27% IBFH	587 19% ACEG	683 25% KBFH
Researching online/Internet searches	506 8% G	556 10% AHL	87 9% G	125 15% CBHL	43 7% G	63 12% EHL	55 5% G	75 8% G	48 12% AEGK	60 16% BHL	273 9% G	233 8% G
Check registration/If it's registered	151 2% CEG	265 5% ADFH	2 G	15 2% C	1 G	10 2% E	4 G	13 1% G	5 1% CE	15 4% IDH	139 4% ACEGI	212 8% KBDHFJ
Sites credibility/Being legitimate/trustworthy	115 2% C	187 3% AH	1 G	37 4% CH	9 2% C	14 3% C	14 1% C	23 2% C	8 2% C	10 3% C	83 3% ACG	103 4% K
Using specific sites that classify/provide information on sites (i.e., whois.org)	118 2% G	138 3% ADH	12 1% G	9 1% G	8 1% G	7 1% G	8 1% G	15 2% G	18 4% ACEGK	10 3% D	72 2% AG	97 3% KBDHFH
If it's verified/Can be verified	56 1% G	75 1% A	6 1% G	9 1% G	6 1% G	5 1% G	4 G	8 1% G	4 1% G	6 2% G	36 1% G	47 2% B
Other research mentions	31 1% G	53 1% AH	3 G	8 1% G	2 G	3 1% G	3 G	4 G	2 G	8 2% IBFH	21 1% G	30 1% G
APPEARANCE/CONTENT (NET)	1522 25% BG	931 17% L	241 26% DG	162 20% BHL	163 27% FG	111 22% BHL	231 21% H	150 16% G	144 35% JACEGK	82 22% BHL	743 24% L	426 15% L
Content/Information on site	862 14% BG	403 7% H	137 15% DG	64 8% H	100 17% AG	65 13% BDHL	119 11% H	45 5% G	75 18% JAGK	33 9% H	431 14% LG	196 7% H
Initial appearance/layout/design	164 3% K	157 3% L	37 4% AK	35 4% BL	21 4% K	24 5% BL	38 3% K	40 4% BL	8 2% G	11 3% G	60 2% G	47 2% G
Look for contact information/Ability to contact site	138 2% BG	82 2% H	15 2% G	9 1% G	12 2% G	12 2% H	15 1% G	7 1% G	17 4% ACEG	9 2% H	79 3% LG	45 2% H
Finding something wrong/suspicious/illegal	143 2% BCEG	53 1% H	13 1% G	5 1% G	6 1% G	2 G	10 1% G	4 G	16 4% JACEG	3 G	98 3% LACEG	39 1% BH
Accuracy of information	69 1% G	52 1% G	6 1% G	6 1% G	9 2% G	5 1% G	7 1% G	7 1% G	6 1% G	7 2% G	41 1% G	27 1% G
Correct spelling/grammar	56 1% K	41 1% L	18 2% AIK	17 2% BFHL	6 1% K	2 G	20 2% HAK	8 1% L	2 G	6 2% L	10 G	8 G
Owner/Registered owner of site	59 1% G	41 1% G	8 1% G	10 1% G	3 1% G	3 1% G	14 1% G	5 1% G	4 1% G	5 1% G	30 1% G	18 1% G
Look for "About Us" section	-	35 1% AL	-	2 G	-	2 G	-	27 3% GBDFJL	-	2 1% L	-	2 G

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
From the services/What is offered	82 1% BK	32 1%	10 1%	8 1%	8 1%	6 1% HL	28 3% HACK	3 *	14 3% JACEK	3 1%	22 1%	12 *
Information/Personal information requested	71 1% BK	16 L	20 2% DAGK	2 *	9 2%	3 1% L	9 1%	3 *	8 2% K	4 1% BL	25 1% L	4 *
Site requesting payments	43 1% B	13 *	5 1%	3 *	3 1%	-	4 *	4 *	9 2% JACEGK	2 1%	22 1% L	4 *
Other appearance/content mentions	42 1% K	168 3% A	4 *	37 4% CBHL	7 1% K	14 3%	11 1% K	25 3% G	7 2% ACK	14 4%	13 *	78 3% K
DOMAIN/NAME/EXTENSION (NET)	565 9%	785 14% AH	75 8%	121 15% CH	70 12% ACG	101 20% EBDHL	88 8%	110 11% G	44 11%	64 17% IH	288 9% L	389 14% KH
Domain/Domain name/Name	235 4% CG	370 7% AH	24 3%	55 7% CH	15 3%	34 7% EH	24 2%	32 3% G	22 5% CEG	27 7% H	150 5% ACEG	222 8% KBH
By it's extension	92 1%	199 4% AL	12 1%	29 4% C	13 2%	35 7% EBDHL	17 2%	35 4% G	4 1%	18 5% I	46 1% L	82 3% K
If it has "https"/Make sure the "S" is in the "https" link	129 2% K	163 3% AL	24 3% K	32 4% L	22 4% AK	22 4% L	30 3% K	35 4% L	12 3% K	20 5% BL	41 1% L	54 2%
Web address (Unspec.)	97 2% BK	48 1%	10 1%	4 *	24 4% ACGIK	12 2% BDHJL	17 2%	7 1%	6 1% J	-	40 1% L	25 1%
Through URL	37 1%	29 1%	10 1%	6 1%	4 1%	7 1% BL	5 *	5 1%	1 *	1 *	17 1% L	10 *
SSL/SSL certificate	-	8 A	-	1 *	-	2 *	-	2 *	-	-	-	3 *
Other domain/name/extension mentions	6 *	15 A	-	-	-	2 *	-	3 *	-	1 *	6 A	9 *
SAFETY PROTOCOLS (NET)	957 16% BK	775 14% L	150 16% K	123 15%	146 24% FACGIK	98 19% BDHL	180 17% K	130 13%	72 18% K	75 20% BDHL	409 13% L	349 13%
INTERNET SAFETY (SUB-NET)	252 4% K	245 4%	35 4%	33 4%	37 6% ACK	33 7% BDHL	57 5% AK	34 4%	14 3% IBDHL	26 7% L	109 3% L	119 4%
Security certificate	109 2%	157 3% A	11 1%	18 2%	14 2%	21 4% DH	23 2%	21 2%	8 2%	13 3%	53 2% L	84 3% K
Security (Unspec.)	86 1% K	73 1%	16 2%	12 1%	15 3% AIK	9 2%	20 2% K	10 1%	3 1%	12 3% IBDHL	32 1% L	30 1%
Other internet safety mentions	65 1% B	15 *	10 1%	3 *	9 2%	3 1%	15 1% H	3 *	4 1%	1 *	27 1% L	5 *

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
HARDWARE/SOFTWARE (SUB-NET)	323 5% B	228 4% J	57 6% C	54 7% BHJL	42 7% AK	26 5% J	54 5% G	37 4% H	20 5% I	8 2% J	150 5% L	103 4% M
Use of anti-virus software/virus protection	242 4% B	152 3% C	39 4% C	29 4% J	37 6% AGK	21 4% J	39 4% G	24 2% H	15 4% I	5 1% J	112 4% L	73 3% M
Use of protection software/filter/program	35 1% A	58 1% A	6 1% C	18 2% CBFJL	2 * A	2 * A	9 1% G	11 1% H	1 * I	1 * J	17 1% K	26 1% L
Malware/Spyware/Spam software	44 1% B	9 * A	15 2% DAEGK	3 * D	3 1% E	1 * F	5 * G	- * H	3 1% I	1 * J	18 1% L	4 * M
Other hardware/software mentions	11 * A	14 * L	- * C	7 1% CBL	1 * E	2 * F	3 * G	2 * H	1 * I	1 * J	6 * K	2 * L
SYMBOLS/LOGOS (SUB-NET)	154 3% K	143 3% L	27 3% K	28 3% L	48 8% ACGIK	32 6% BDHL	34 3% K	34 4% L	11 3% K	16 4% BL	34 1% K	33 1% L
Padlock symbol	94 2% K	96 2% L	22 2% AK	18 2% L	41 7% ACGIK	28 6% BDHL	17 2% K	23 2% L	6 1% K	12 3% BL	8 * K	15 1% L
Security logos/symbols (Unspec.)	33 1% L	37 1% L	3 * C	10 1% CL	4 1% E	3 1% F	9 1% G	9 1% H	1 * I	2 1% J	16 1% K	13 * L
Other symbols/logos mentions	29 B	10 * A	2 * C	- * D	3 1% E	1 * F	9 1% G	2 * H	4 1% I	2 1% J	11 * K	5 * L
SITE SECURITY (SUB-NET)	133 2% C	114 2% D	12 1% C	9 1% D	15 3% C	5 1% D	20 2% C	16 2% D	22 5% ACEGK	19 5% BDFHL	64 2% D	65 2% D
Terms and conditions	56 1% C	36 1% D	- * C	4 * C	5 1% C	1 * D	13 1% C	8 1% D	12 3% ACEGK	5 1% F	26 1% C	18 1% D
Trademarks/Copyright	30 G	28 1% DH	2 * C	- * D	3 1% G	- * H	- * I	1 * J	8 2% ACEGK	3 1% DFH	17 1% G	24 1% BDFH
Other site security mentions	51 1% A	52 1% B	10 1% C	6 1% D	8 1% E	4 1% F	7 1% G	7 1% H	2 * I	11 3% IBDFHL	24 1% K	24 1% L
ALERTS/FLAGS/POP-UPS (SUB-NET)	166 3% B	96 2% D	33 4% D	11 1% E	14 2% F	8 2% G	28 3% H	21 2% I	10 2% J	12 3% BDL	81 3% L	44 2% M
Browser flags/Alerts if site is unsafe	69 1% A	42 1% B	6 1% C	4 * D	8 1% E	6 1% F	9 1% G	10 1% H	2 * I	3 1% J	44 1% LA	19 1% M
Warnings/Warning tabs	34 1% A	29 1% B	13 1% DAEGK	4 * D	2 * E	- * F	5 * G	5 1% H	1 * I	5 1% BF	13 * K	15 1% L
If site has pop-ups/unwanted offers	61 1% B	20 * A	15 2% DAK	3 * D	4 1% E	- * F	11 1% G	5 1% H	7 2% I	3 1% F	24 1% L	9 * M

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
Other alerts/flags/pop-up mentions	5	5	1	-	-	2	3	1	-	1	1	1
PUBLIC AWARENESS/RECOMMENDATIONS (NET)	567 9%	579 11%	110 12%	116 14%	53 9%	54 11%	83 8%	87 9%	32 8%	48 13%	289 9%	274 10%
Reviews/Comments/Complaints/Compliments	288 5%	269 5%	50 5%	56 7%	23 4%	30 6%	38 3%	37 4%	21 5%	26 7%	156 5%	120 4%
How well known site is/Reputation	139 2%	217 4%	33 4%	37 4%	18 3%	15 3%	22 2%	34 4%	6 1%	10 3%	60 2%	121 4%
Family/Friends referral/recommendations	83 1%	59 1%	22 2%	22 3%	12 2%	6 1%	11 1%	10 1%	2	4 1%	36 1%	17 1%
Through forums/blogs/articles	45 1%	39 1%	3	4	1	4 1%	12 1%	7 1%	2	6 2%	27 1%	18 1%
Other public awareness/recommendations mentions	55 1%	33 1%	8 1%	9 1%	2	1	8 1%	3	2	5 1%	35 1%	15 1%
USAGE (NET)	405 7%	298 5%	73 8%	61 7%	44 7%	22 4%	50 5%	47 5%	25 6%	14 4%	213 7%	154 6%
By trying it out/visiting it	125 2%	128 2%	16 2%	20 2%	16 3%	7 1%	14 1%	22 2%	4 1%	9 2%	75 2%	70 3%
Prior use/experience with it	94 2%	89 2%	22 2%	28 3%	8 1%	4 1%	18 2%	15 2%	2	1	44 1%	41 1%
Through site usage/Activity through users	100 2%	28 1%	11 1%	4	8 1%	4 1%	4	3	17 4%	1	60 2%	16 1%
Problems with links/broken links	35 1%	20	10 1%	6 1%	8 1%	3 1%	5 1%	-	1	1	11	10
Other usage mentions	56 1%	34 1%	15 2%	3	5 1%	4 1%	9 1%	7 1%	1	2 1%	26 1%	18 1%
MISCELLANEOUS (NET)	688 11%	500 9%	126 14%	65 8%	43 7%	44 9%	141 13%	129 13%	30 7%	27 7%	348 11%	235 8%
Don't/Cannot determine if a website is legitimate	231 4%	263 5%	21 2%	19 2%	14 2%	19 4%	67 6%	78 8%	10 2%	14 4%	119 4%	133 5%
Common sense/Gut feeling	178 3%	103 2%	37 4%	29 4%	5 1%	2	34 3%	25 3%	4 1%	4 1%	98 3%	43 2%
Through ads/advertisement	55 1%	53 1%	12 1%	6 1%	5 1%	9 2%	7 1%	13 1%	4 1%	3 1%	27 1%	22 1%

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
Quality/Reliability of site	36 1% K	36 1% L	9 1% K	7 1% K	11 2% AGK	7 1% BL	6 1% H	8 1% H	3 1% H	3 1% H	7 * LE	11 * LE
Other mentions	192 3% BE	47 1% BE	47 5% DAEGIK	4 * CJ	8 1% CJ	7 1% E	29 3% H	7 1% H	10 2% H	3 1% H	98 3% LE	26 1% LE
Illegible data	- -	183 3% ADFJ	- -	17 2% CJ	- -	6 1% E	- -	60 6% GBDFJL	- -	2 1% H	- -	98 4% KDFJ
None	104 2% CEI	122 2% AFJ	7 1% C	15 2% C	1 * C	5 1% CEI	20 2% CEI	19 2% CEI	1 * H	2 1% H	75 2% ACEI	81 3% BFJ
Don't know	1153 19% K	972 18% JL	204 22% DAIK	131 16% C	116 19% K	91 18% J	273 25% AEIK	244 25% BDFJL	64 16% H	44 12% H	496 16% H	462 17% J
Declined to answer	282 5% BCI	53 1% F	30 3% I	20 2% BFHL	20 3% FI	- -	81 7% HACEIK	7 1% H	3 1% H	3 1% F	148 5% LI	23 1% F
Sigma	7607 124%	6780 124%	1192 129%	1104 134%	771 129%	682 135%	1311 121%	1176 122%	531 130%	499 132%	3802 122%	3319 119%

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
Yes	1929 31% CG	1841 34% ADH	209 23%	198 24%	189 32% CG	156 31% D	242 22%	252 26% G	191 47% ACEGK	174 46% BDFHL	1098 35% ACG	1061 38% KBDFH
No	4215 69% BIK	3611 66% JL	716 77% AEIK	628 76% BFJL	410 68% I	351 69% JL	844 78% HAEIK	711 74% BJL	218 53%	204 54%	2027 65% LI	1717 62% J
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

Base: Tried To Identify

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1929	1841	209	198	189	156	242	252	191	174	1098	1061
ONLINE ACTIVITY (NET)	1191 62% K	1205 65% AL	153 73% AGK	129 65%	132 70% AK	112 72% L	147 61%	169 67%	141 74% AGK	130 75% BDL	618 56%	665 63% K
SPECIFIC SITE SEARCH (SUB-NET)	400 21% K	514 28% A	51 24%	56 28%	32 17%	41 26% E	51 21%	74 29% G	62 32% AEGK	62 36% BL	204 19%	281 26% K
Google	192 10% K	259 14% AL	23 11%	35 18% L	26 14% GK	30 19% L	17 7%	36 14% G	35 18% ACGK	44 25% BHL	91 8%	114 11%
Whois search	152 8% BEK	101 5% L	30 14% AEK	17 9% BFL	5 3%	4 3%	34 14% AEK	27 11% BFL	27 14% JAEK	13 7% FL	56 5%	40 4%
Baidu search	59 3% CEGI	81 4% ADFHJ	-	-	-	-	-	-	-	-	59 5% ACEGI	81 8% KBDFHJ
Go Daddy	-	8 A	-	3 2% BL	-	-	-	1 *	-	1 1%	-	3 *
DNS records	-	1 *	-	-	-	-	-	-	-	-	-	1 *
Other specific site search mentions	10 1% K	101 5% A	1 *	8 4% C	1 1%	10 6% E	1 *	16 6% G	1 1%	8 5% I	6 1%	59 6% K
GENERAL ONLINE ACTIVITY (SUB-NET)	435 23% G	487 26% A	56 27% G	49 25%	40 21%	55 35% EBDJL	41 17%	72 29% G	48 25% G	44 25%	250 23% G	267 25%
Internet search/Search engine (Unspec.)	362 19%	421 23% A	40 19%	43 22%	30 16%	46 29% EBL	35 14%	64 25% G	42 22% G	39 22%	215 20%	229 22%
Wikipedia/Web Encyclopedia	22 1% K	31 2%	2 1%	3 2%	1 1%	2 1%	1 *	3 1%	5 3%	2 1%	13 1%	21 2%
Online/Internet tools (Unspec.)	-	20 1% A	-	-	-	5 3% EBDL	-	3 1%	-	1 1%	-	11 1% K
Email	27 1% BK	5	7 3% AGK	2 1%	7 4% AGK	1 1%	1 *	-	3 2%	-	9 1% L	2 *
Other general online activity mentions	35 2% E	15 1%	9 4% DAIK	2 1%	4 2%	1 1%	4 2%	4 2%	1 1%	2 1%	17 2% L	6 1%
SOURCE OF SEARCH (SUB-NET)	456 24% BK	290 16% L	66 32% DAK	35 18%	69 37% FAIK	30 19%	68 28% HK	37 15%	46 24%	39 22% BHL	207 19% L	149 14%
Domain/IP Address Search	93 5%	87 5%	12 6%	8 4%	13 7%	9 6%	13 5%	9 4%	8 4%	14 8% BHL	47 4%	47 4%

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

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

Base: Tried To Identify

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1929	1841	209	198	189	156	242	252	191	174	1098	1061
Check website itself	207 11% BK	59 3% DAK	36 17% DAK	14 7% BHJL	34 18% FAGK	5 3% FAGK	27 11% H	6 2% H	24 13% JK	4 2% JK	86 8% L	30 3% L
HTML/Source Code	37 2% K	44 2% L	5 2% L	6 3% L	7 4% IK	5 3% IK	11 5% AIK	10 4% L	1 1% L	6 3% I	13 1% L	17 2% L
Using specific sites that classify/provide information on sites	100 5% B	38 2% L	8 4% D	1 1% D	14 7% F	2 1% F	19 8% HK	4 2% HK	11 6% BDFHL	11 6% BDFHL	48 4% L	20 2% L
Social media/blogs	20 1% L	14 1% L	1 1% L	1 1% L	2 1% L	3 2% L	3 1% L	1 1% L	3 2% L	1 1% L	11 1% L	8 1% L
Hosting options	- - A	11 1% A	- - A	1 1% A	- - A	1 1% A	- - A	2 1% A	- - A	1 1% A	- - A	6 1% K
Online forums	11 1% L	8 1% L	2 1% L	- - L	1 1% L	- - L	1 1% L	2 1% L	2 1% L	2 1% L	5 1% L	4 1% L
Other source of search mentions	12 1% L	53 3% A	5 2% AEIK	8 4% L	- - L	6 4% E	1 1% L	4 2% L	- - L	3 2% L	6 1% L	32 3% K
SITE ATTRIBUTES/TRAD EMARKS (NET)	348 18% EK	384 21% AL	44 21% EK	51 26% L	24 13% L	37 24% E	69 29% AEK	67 27% BL	43 23% EK	37 21% L	168 15% L	192 18% L
Site contact information	83 4% K	95 5% L	20 10% AEGK	20 10% BL	7 4% L	10 6% L	5 2% L	28 11% GBL	19 10% AEGK	10 6% L	32 3% L	27 3% L
Owner of site/Who programmed/developed the website	71 4% L	66 4% L	6 3% L	11 6% L	6 3% L	8 5% L	6 2% L	8 3% L	10 5% L	8 5% L	43 4% L	31 3% L
Company details/information	65 3% K	63 3% L	7 3% K	4 2% L	3 2% L	10 6% EBDL	42 17% HACEIK	19 8% BDL	2 1% L	6 3% L	11 1% L	24 2% K
Through the footer/Bottom of page	- - L	60 3% AL	- - L	12 6% CBHL	- - L	8 5% EL	- - L	6 2% G	- - L	14 8% IBHL	- - L	20 2% K
Sites credibility/being legitimate/trustworthy	47 2% G	55 3% FHJ	5 2% L	5 3% F	1 1% L	- - L	1 1% L	1 1% L	4 2% L	1 1% L	36 3% AEG	48 5% BFHJ
Check registration/if it's registered/certificate	29 2% L	30 2% L	1 1% L	4 2% L	5 3% L	2 1% L	8 3% ACIK	4 2% L	1 1% L	2 1% L	14 1% L	18 2% L
Security/Security certificate	15 1% L	14 1% L	4 2% K	- - L	1 1% L	- - L	2 1% L	1 1% L	2 1% L	- - L	6 1% L	13 1% B
Trademarks/Copyright	14 1% L	10 1% L	3 1% L	3 2% L	- - L	- - L	1 1% L	1 1% L	4 2% AEK	1 1% L	6 1% L	5 1% L
Age/History of website	11 1% L	9 1% L	3 1% L	2 1% L	- - L	1 1% L	1 1% L	1 1% L	2 1% L	- - L	5 1% L	5 1% L

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

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

Base: Tried To Identify

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1929	1841	209	198	189	156	242	252	191	174	1098	1061
Website's administrator	11 1%	5*	1*	-	-	1 1%	1*	-	4 2% AEK	-	5*	4*
Credits for the page/website	-	1*	-	-	-	-	-	1 L	-	-	-	-
Site's legal conditions	9 B	1*	-	-	-	-	5 2% ACEK	1 L	1 1%	-	3*	-
Privacy information link	-	-	-	-	-	-	-	-	-	-	-	-
Other site attributes/trademarks mentions	38 2%	32 2%	6 3%	1 1%	2 1%	2 1%	4 2%	5 2%	3 2%	3 2%	23 2%	21 2%
Illegible data	-	52 3% AD	-	1 1%	-	3 2%	-	15 6% GBDJL	-	1 1%	-	32 3% KD
RESEARCH (NET)	84 4% BI	28 2%	5 2%	3 2%	9 5%	5 3% L	8 3% H	2 1%	2 1%	6 3% BHL	60 5% LAI	12 1%
Research (Unspec.)	81 4% BI	20 1%	5 2%	1 1%	9 5% I	4 3%	8 3% H	2 1%	2 1%	3 2%	57 5% LAI	10 1%
Other research mentions	3	9 L	-	2 1%	-	1 1%	-	-	-	4 2% IBHL	3	2
MISCELLANEOUS (NET)	241 12% CEG	221 12% H	16 8%	23 12% H	14 7%	17 11% H	20 8%	12 5%	17 9%	16 9%	174 16% ACEGI	153 14% BH
Use of software/filter/program	43 2% CG	52 3% H	-	4 2% C	1 1%	4 3%	1*	1*	1 1%	1 1%	40 4% ACEGI	42 4% BHJ
Reviews/Comments/Complaints/Compliments	27 1%	24 1%	6 3% K	1 1%	6 3% AK	2 1%	3 1%	2 1%	1 1%	3 2%	11 1%	16 2%
Good/Positive response mentions	18 1%	21 1%	1*	5 3% F	2 1%	-	2 1%	1*	-	3 2%	13 1%	12 1%
Curiosity/I just wanted to know	21 1%	20 1%	1*	2 1%	-	-	2 1%	1*	-	1 1%	18 2% A	16 2%
Friend/Family Help	30 2%	19 1% L	4 2%	4 2%	-	3 2%	4 2%	2 1%	5 3% E	3 2%	17 2% L	7 1%
Tools/Development tools (Unspec.)	-	17 1% A	-	1 1%	-	1 1%	-	-	-	2 1%	-	13 1% K
Information (Unspec.)	7*	15 1%	-	-	-	1 1%	1*	2 1%	2 1%	-	4*	12 1% K

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

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

Base: Tried To Identify

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1929	1841	209	198	189	156	242	252	191	174	1098	1061
Various means/ways	8 *	14 1%	-	-	1 1%	2 1%	-	2 1%	-	-	7 1%	10 1%
Records/Record information	-	-	-	-	-	-	-	-	-	-	-	-
Other	91 5% B	42 2% H	5 2%	6 3% H	4 2%	4 3%	7 3% H	1 *	8 4%	4 2%	67 6% LACEG	27 3% H
OFFLINE ACTIVITY (NET)	42 2% B	17 1%	4 2%	1 1%	7 4%	5 3% BL	7 3%	2 1%	5 3%	1 1%	19 2% L	8 1%
Telephone	18 1%	11 1%	-	1 1%	6 3% ACGK	5 3% BHJL	-	-	2 1%	-	10 1%	5 *
Other offline activity mentions	26 1% BK	6 *	4 2%	-	2 1%	-	7 3% AK	2 1%	3 2%	1 1%	10 1%	3 *
None	45 2%	48 3% FJ	1 *	5 3% FJ	2 1%	-	3 1%	4 2%	2 1%	-	37 3% AC	39 4% BFJ
Don't know	47 2%	43 2% J	4 2%	6 3% J	8 4%	2 1%	3 1%	7 3% J	2 1%	-	30 3%	28 3% J
Declined to answer	108 6% BI	26 1%	12 6% I	7 4% BFL	8 4% F	-	14 6% HI	4 2%	2 1%	1 1%	72 7% LAI	14 1%
Sigma	2305 119%	2237 122%	280 134%	260 131%	219 116%	204 131%	299 124%	314 125%	245 128%	224 129%	1262 115%	1235 116%

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
CONSUMER DEMAND (NET)	2002 33% BGK	1659 30% F	383 41% DAEGIK	290 35% BFHJL	206 34% FG	121 24% FG	313 29% FG	280 29% F	133 33% F	102 27% F	967 31% F	866 31% F
Availability/Ran out/Shortage of names/domains	950 15% BEIK	621 11% F	240 26% DAEGIK	137 17% BFHJL	53 9% F	17 3% F	171 16% HEI	104 11% F	43 11% F	36 10% F	443 14% LEI	327 12% F
It's needed/Growing demand	486 8% G	560 10% A	69 7% G	97 12% C	58 10% G	47 9% G	64 6% G	92 10% G	34 8% G	40 11% G	261 8% G	284 10% K
Create new/additional domains/websites	367 6% B	275 5% B	58 6% D	33 4% D	37 6% D	28 6% D	59 5% D	45 5% D	39 10% JACEGK	13 3% J	174 6% K	156 6% K
Provide/Offer new/variety /choices/options	230 4% K	185 3% K	31 3% K	29 4% K	57 10% FACGK	17 3% K	31 3% K	34 4% K	22 5% GK	16 4% K	89 3% K	89 3% K
To customize/add personality/meet specific needs	50 1% A	150 3% A	6 1% A	25 3% C	5 1% A	17 3% E	5 1% A	21 2% G	3 1% A	9 2% A	31 1% K	78 3% K
Other consumer demand mentions	17 * A	10 * A	1 * A	- * A	5 1% ACGK	1 * A	2 * A	2 * A	1 * A	- * A	8 * A	7 * A
PROVIDE STRUCTURE (NET)	949 15% G	988 18% AH	159 17% G	167 20% H	108 18% G	112 22% BHL	133 12% G	130 13% G	65 16% G	76 20% H	484 15% G	503 18% KH
To identify/differentiate between businesses/sites	675 11% BG	414 8% H	107 12% DG	60 7% G	86 14% AGK	59 12% BDHL	96 9% H	51 5% H	52 13% JG	31 8% H	334 11% L	213 8% H
Too many/Large volume of sites/domains	99 2% A	282 5% A	23 2% AEK	59 7% CBHL	6 1% A	24 5% E	19 2% G	44 5% G	5 1% A	24 6% I	46 1% K	131 5% K
To organize/categorize the internet	134 2% G	204 4% A	31 3% AG	38 5% H	13 2% G	20 4% G	9 1% A	27 3% G	8 2% A	11 3% A	73 2% G	108 4% K
Reduce redundancy/sites with the same name	54 1% A	70 1% A	11 1% A	9 1% A	2 1% A	6 1% A	9 1% A	11 1% A	4 1% A	6 2% A	28 1% A	38 1% A
To differentiate different locations/countries	- * A	48 1% AH	- * A	8 1% CH	- * A	6 1% EH	- * A	2 1% A	- * A	4 1% IH	- * A	28 1% KH
Other provide structure mentions	38 1% A	64 1% A	4 1% A	13 2% C	7 1% I	4 1% A	8 1% A	6 1% A	- * A	7 2% IH	19 1% K	34 1% K
IMPROVE CREDIBILITY (NET)	209 3% G	438 8% AD	26 3% G	51 6% C	27 5% G	62 12% EBDHL	22 2% G	72 7% G	10 2% A	35 9% I	124 4% AG	218 8% K
Improve security/Make it safer	120 2% A	265 5% AL	16 2% A	30 4% C	23 4% ACGIK	45 9% EBDHL	16 1% A	49 5% G	3 1% A	22 6% I	62 2% K	119 4% K

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
More reliable/trustworthy	34 1%	86 2% A	4 *	8 1%	-	14 3% EBDH	3 *	9 1%	2 *	6 2%	25 1% AE	49 2% K
More legitimate/credible	-	70 1% A	-	12 1% C	-	6 1% E	-	9 1% G	-	8 2% I	-	35 1% K
Improve reputation/More known	24 *	31 1%	3 *	3 *	2 *	-	1 *	4 *	4 1% G	2 1%	14 *	22 1% BF
Other improve credibility mentions	34 1% B	16 *	4 *	1 *	2 *	1 *	2 *	2 *	1 *	2 1%	25 1% LAG	10 *
IMPROVE BUSINESS (NET)	358 6% K	347 6% FH	45 5%	43 5%	34 6%	20 4%	76 7% HCK	39 4%	40 10% ACEK	39 10% BDFHL	163 5%	206 7% KBDFH
For business purposes (Unspec.)	50 1% C	96 2% A	2 *	17 2% C	6 1% C	4 1%	6 1%	11 1%	7 2% ACG	13 3% BFHL	29 1% C	51 2% K
To advertise/market/attract new customers	121 2%	87 2% DH	13 1%	6 1%	8 1%	5 1%	24 2% H	7 1%	13 3% CE	11 3% BDFH	63 2%	58 2% BDH
Competition/To compete	81 1% GK	61 1% H	19 2% DAGK	5 1%	11 2% G	3 1%	5 *	5 1%	14 3% AGK	10 3% BDFH	32 1%	38 1% H
Economic interests/Make money/Profits	112 2% BK	58 1%	12 1%	10 1%	8 1%	3 1%	41 4% HACEK	15 2%	9 2%	5 1%	42 1%	25 1%
Industry demand/New business types/development	-	58 1% AH	-	6 1% C	-	5 1% E	-	3 *	-	2 1%	-	42 2% KBH
Other improve business mentions	7	12	-	1	1	-	-	1	-	1	6	9
ACCESSIBILITY (NET)	221 4% CG	251 5% ADH	20 2%	27 3%	28 5% CG	39 8% EBDHJL	14 1%	30 3% G	23 6% ACG	13 3%	136 4% ACG	142 5% DH
Easy/Easy to use/access the web	83 1% CG	133 2% A	5 1%	16 2% C	16 3% ACG	25 5% EBDHJL	4	20 2% G	9 2% CG	7 2%	49 2% CG	65 2% K
Convenience	32 1% C	50 1% ADFH	1 *	2 *	3 1%	-	2 *	-	1 *	1 *	25 1% ACG	47 2% KBDFHJ
Improve search function/Making searching easier	76 1% BG	34 1%	13 1% DG	3 *	8 1% G	10 2% BDHL	5 *	6 1%	8 2% G	2 1%	42 1% LG	13 *
Other accessibility mentions	36 1% C	44 1%	1 *	7 1% C	2 *	8 2% EH	4 *	5 1%	6 1% ACEG	4 1%	23 1% C	20 1%
INNOVATION/DEVELOPMENT (NET)	243 4% CG	248 5% DH	7 1%	14 2%	22 4% CG	20 4% DH	10 1%	10 1%	25 6% ACG	29 8% BDFH	179 6% ACEG	175 6% BDFH

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
Progress/Improved development/Make it better	118 2% BCG	78 1% DH	1 *	5 1% C	8 1% CG	4 1% E	3 *	3 *	9 2% CG	8 2% DH	97 3% LACE	58 2% BDFH
Innovation	68 1% G	74 1% DH	5 1% C	4 *	8 1% G	8 2% DH	3 *	1 *	7 2% CG	12 3% BDH	45 1% ACG	49 2% BDH
Good/Improve quality	13 *	51 1% AH	- *	3 *	3 1% CG	4 1% E	- *	3 *	3 1% ACG	3 1% E	7 *	38 1% KBDH
Good/Improved technology	46 1% C	39 1% H	1 *	2 *	2 *	4 1% H	4 *	1 *	5 1% C	6 2% BDH	34 1% ACG	26 1% DH
Other innovation/development mentions	5 *	12 *	- *	1 *	1 *	- *	- *	2 *	2 *	1 *	2 *	8 *
Illegible data	-	147 3% ADJ	-	11 1% C	-	7 1% E	-	60 6% GBDFJL	-	2 1% E	-	67 2% KJ
MISCELLANEOUS (NET)	338 6% BC	245 4% H	37 4% C	34 4% H	26 4% E	15 3% H	47 4% H	20 2% E	33 8% ACEG	19 5% H	195 6% ACG	157 6% BFH
To be unique/different	81 1% E	71 1% H	10 1% C	9 1% H	2 *	4 1% H	10 1% H	1 *	10 2% AEG	3 1% H	49 2% E	54 2% BH
Information/More information	67 1% H	67 1% H	7 1% C	17 2% CBHL	7 1% E	4 1% E	6 1% H	4 *	8 2% G	13 3% BFHL	39 1% E	29 1% E
Keep up with the market/trend	38 1% B	36 1% DH	2 *	1 *	3 1% E	1 *	6 1% H	- *	3 1% E	- *	24 1% L	34 1% BDFHJ
Cheaper/More affordable	61 1% B	17 *	11 1% C	3 *	6 1% E	2 *	7 1% H	1 *	7 2% E	2 1% E	30 1% L	9 *
Other mentions	95 2% BC	58 1% E	7 1% C	5 1% E	8 1% E	5 1% E	18 2% H	14 1% E	6 1% E	1 *	56 2% C	33 1% E
IMPROVE EFFICIENCY (NET)	201 3% BK	118 2% E	42 5% DAGK	20 2% E	31 5% FAGK	9 2% E	29 3% H	16 2% E	22 5% AGK	19 5% BDFHL	77 2% E	54 2% E
Lack of space/To create more space	124 2% BK	72 1% L	34 4% DAK	17 2% L	15 3% K	7 1% E	24 2% K	16 2% L	16 4% AK	14 4% BFHL	35 1% E	18 1% E
For use/To use/Usability	45 1% BG	21 *	4 *	1 *	12 2% FACGK	1 *	3 *	- *	5 1% G	1 *	21 1% E	18 1% BH
Other improve efficiency mentions	33 1% E	25 1% H	4 *	2 *	5 1% G	1 *	2 *	- *	1 *	4 1% H	21 1% E	18 1% BH
None	127 2% E	125 2% F	13 1% C	13 2% E	7 1% E	5 1% E	18 2% H	21 2% E	7 2% E	6 2% E	82 3% ACE	80 3% BDF

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
Don't know	1678 27% K	1536 28% L	243 26%	234 28% L	149 25%	167 33% EBJL	398 37% ACEIK	350 36% BDJL	101 25%	97 26% J	787 25% K	688 25% L
Declined to answer	364 6% BI	41 1%	45 5% DI	20 2% BFHJL	26 4% F	-	94 9% HACEIK	4	10 2% J	1	189 6% LI	16 1%
Sigma	6873 112%	6454 118%	1061 115%	983 119%	681 114%	599 118%	1182 109%	1066 111%	488 119%	467 124%	3461 111%	3339 120%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	5452	-**	826	-**	507	-**	963	-**	378	-**	2778
USAGE (NET)	-	1090 20% H	-	156 19% H	-	114 22% H	-	131 14% H	-	74 20% H	-	615 22% BDH
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	-	195 4% F	-	28 3% F	-	8 2% F	-	33 3% F	-	16 4% F	-	110 4% F
Most popular/common domain name	-	98 2% D	-	8 1% F	-	4 1% F	-	17 2% F	-	11 3% DF	-	58 2% DF
Familiar/Use this site	-	74 1% F	-	18 2% BF	-	2 * F	-	11 1% F	-	5 1% F	-	38 1% F
Not familiar with websites	-	17 * F	-	1 * F	-	2 * F	-	3 * F	-	- * F	-	11 * F
I've been to this type of website before	-	1 * F	-	- * F	-	- * F	-	1 * F	-	- * F	-	- * F
My own domain is registered to extension	-	1 * F	-	- * F	-	- * F	-	- * F	-	- * F	-	1 * F
Other familiarity/previous usage mentions	-	8 * F	-	1 * F	-	- * F	-	2 * F	-	- * F	-	5 * F
BUSINESSES/ORGANIZATIONS (SUB-NET)	-	113 2% H	-	24 3% FH	-	6 1% H	-	11 1% H	-	7 2% H	-	65 2% H
For business use	-	68 1% H	-	11 1% H	-	2 * F	-	4 * F	-	4 1% H	-	47 2% BFH
Schools/education	-	24 * F	-	8 1% BHL	-	4 1% H	-	1 * F	-	1 * F	-	10 * F
Government site/usage	-	15 * F	-	2 * F	-	- * F	-	2 * F	-	1 * F	-	10 * F
Organization website/extension	-	5 * F	-	3 * BL	-	- * F	-	1 * F	-	- * F	-	1 * F
Non-Profit site	-	- * F	-	- * F	-	- * F	-	- * F	-	- * F	-	- * F
Other businesses/organizations mentions	-	9 L	-	2 * F	-	1 * F	-	4 * L	-	1 * F	-	1 * F
COUNTRIES (SUB-NET)	-	33 1% F	-	8 1% F	-	4 1% F	-	5 1% F	-	1 * F	-	15 1% F

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
Global/Universal	-	4	-	-	-	-	-	-	-	-	-	4
Specific to my country/state	-	1	-	-	-	-	-	-	-	-	-	1
Other countries mentions	-	29 1%	-	8 1%	-	4 1%	-	5 1%	-	1	-	11
MISCELLANEOUS USAGE (SUB-NET)	-	791 15% H	-	103 12% H	-	98 19% BDHJ	-	90 9%	-	53 14% H	-	447 16% BDH
Need based/necessity	-	379 7% DH	-	31 4%	-	40 8% DH	-	32 3%	-	19 5%	-	257 9% BDHJ
Redirected/Links from an already viewed/searched website	-	120 2%	-	31 4% BFHL	-	8 2%	-	15 2%	-	14 4% BFHL	-	52 2%
Would not visit this type of website/domain	-	94 2%	-	17 2%	-	18 4% BHJL	-	11 1%	-	3 1%	-	45 2%
Allows for searching/browsing	-	82 2% D	-	6 1%	-	16 3% BDHL	-	14 1%	-	9 2% D	-	37 1%
To do research	-	32 1% L	-	8 1% L	-	10 2% BHL	-	5 1%	-	2 1%	-	7
Shopping	-	28 1%	-	4	-	3 1%	-	7 1%	-	3 1%	-	11
Never visited such website	-	12	-	2	-	1	-	-	-	-	-	9
Use for email	-	5	-	1	-	1	-	1	-	-	-	2
Internet access	-	3	-	-	-	-	-	1	-	-	-	2
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous usage mentions	-	54 1%	-	6 1%	-	4 1%	-	7 1%	-	5 1%	-	32 1%
SITE APPEAL (NET)	-	1048 19% DL	-	131 16%	-	124 24% BDL	-	210 22% BDL	-	90 24% BDL	-	493 18%
Interesting	-	370 7% JL	-	56 7%	-	49 10% BJL	-	89 9% BJL	-	15 4%	-	161 6%

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
Out of curiosity	-	363 7% DL	-	34 4%	-	45 9% BDL	-	99 10% BDL	-	46 12% BDL	-	139 5%
New/Innovative	-	86 2% H	-	9 1%	-	4 1%	-	6 1%	-	8 2% H	-	59 2% BFH
Website has what I'm looking for	-	54 1%	-	7 1%	-	7 1%	-	9 1%	-	9 2% BDHL	-	22 1%
No alternative/Only place I can find what I'm looking for	-	51 1%	-	10 1%	-	5 1%	-	7 1%	-	4 1%	-	25 1%
Initial appearance/layout/design of website	-	37 1%	-	3	-	8 2% BDH	-	3	-	2 1%	-	21 1%
Different/Not common	-	36 1% H	-	4 H	-	2	-	-	-	2 1% H	-	28 1% BH
Good/Like site	-	26	-	5 1%	-	1	-	2	-	2 1%	-	16 1%
Professional/Professional image	-	5	-	-	-	-	-	1	-	3 1% BDFHL	-	1
Updated	-	4	-	1	-	1	-	-	-	-	-	2
Other site appeal mentions	-	67 1% H	-	6 1%	-	6 1% H	-	2	-	9 2% BDH	-	44 2% BH
CONTENT (NET)	-	913 17% H	-	148 18% H	-	100 20% H	-	99 10%	-	102 27% BDFHL	-	464 17% H
INFORMATION (SUB-NET)	-	590 11% H	-	105 13% H	-	52 10% H	-	59 6%	-	62 16% BFHL	-	312 11% H
It has information I'm seeking	-	274 5% H	-	58 7% BFH	-	17 3%	-	17 2%	-	33 9% BFHL	-	149 5% H
Informative	-	187 3%	-	26 3%	-	20 4%	-	25 3%	-	20 5% BH	-	96 3%
It's where you go for specific information	-	48 1% L	-	10 1%	-	8 2% L	-	9 1%	-	3 1%	-	18 1%
Only website where I can find information needed	-	48 1%	-	7 1%	-	6 1%	-	6 1%	-	2 1%	-	27 1%
Other information mentions	-	38 1%	-	4	-	1	-	4	-	4 1%	-	25 1%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
MISCELLANEOUS CONTENT (SUB-NET)	-	347	-	49	-	52	-	43	-	44	-	159
	-	6%	-	6%	-	10%	-	4%	-	12%	-	6%
Good/Like the content	-	205	-	23	-	25	-	28	-	27	-	102
	-	4%	-	3%	-	5%	-	3%	-	7%	-	4%
						DH				BDHL		
Good/Like the ads/advertising	-	82	-	10	-	18	-	7	-	12	-	35
	-	2%	-	1%	-	4%	-	1%	-	3%	-	1%
						BDHL				BDHL		
Other miscellaneous content mentions	-	65	-	17	-	10	-	8	-	6	-	24
	-	1%	-	2%	-	2%	-	1%	-	2%	-	1%
				BHL		L						
BRAND IMAGE (NET)	-	754	-	141	-	85	-	131	-	55	-	342
	-	14%	-	17%	-	17%	-	14%	-	15%	-	12%
				BHL		BL						
Recommend/Asked to visit it	-	351	-	66	-	62	-	61	-	23	-	139
	-	6%	-	8%	-	12%	-	6%	-	6%	-	5%
				L		BDHJL						
I trust this extension	-	234	-	39	-	14	-	48	-	18	-	115
	-	4%	-	5%	-	3%	-	5%	-	5%	-	4%
						F						
Reputable/Good reviews	-	107	-	25	-	9	-	23	-	10	-	40
	-	2%	-	3%	-	2%	-	2%	-	3%	-	1%
				BL		L						
It seems legitimate	-	101	-	24	-	4	-	7	-	7	-	59
	-	2%	-	3%	-	1%	-	1%	-	2%	-	2%
				BFH								FH
Root domain/Main source for a group of domains/sites	-	1	-	-	-	-	-	-	-	-	-	1
Pioneer/First domain name used on internet	-	1	-	-	-	-	-	-	-	-	-	1
Other credibility mentions	-	19	-	3	-	3	-	2	-	2	-	9
	-	*	-	*	-	1%	-	*	-	1%	-	*
SECURITY (NET)	-	327	-	36	-	41	-	46	-	20	-	184
	-	6%	-	4%	-	8%	-	5%	-	5%	-	7%
		D				BDH						DH
Safe/Secured	-	229	-	26	-	24	-	34	-	12	-	133
	-	4%	-	3%	-	5%	-	4%	-	3%	-	5%
												BD
Virus/Malware protected	-	56	-	8	-	13	-	7	-	2	-	26
	-	1%	-	1%	-	3%	-	1%	-	1%	-	1%
						BDHJL						
I'm not afraid of my information being stolen if I go here	-	3	-	1	-	-	-	1	-	-	-	1
	-	*	-	*	-			*	-		-	*
Other security mentions	-	59	-	8	-	8	-	6	-	6	-	31
	-	1%	-	1%	-	2%	-	1%	-	2%	-	1%

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	5452	-**	826	-**	507	-**	963	-**	378	-**	2778
DOMAIN/NAME/EXTENSION (NET)	-	191 4% H	-	26 3%	-	13 3%	-	22 2%	-	18 5% H	-	112 4% BH
Good/Like name	-	46 1%	-	7 1%	-	3 1%	-	6 1%	-	10 3% BDFHL	-	20 1%
Site name (Spec.)	-	11 *	-	2 *	-	-	-	1 *	-	-	-	8 *
Easy to remember name	-	5 *	-	-	-	-	-	-	-	-	-	5 *
Other domain/name/extension mentions	-	135 2% H	-	18 2%	-	11 2%	-	15 2%	-	8 2%	-	83 3% BH
RESEARCH (NET)	-	187 3%	-	35 4%	-	15 3%	-	27 3%	-	15 4%	-	95 3%
Researching website online/Internet/Google search on website	-	161 3%	-	32 4%	-	14 3%	-	22 2%	-	14 4%	-	79 3%
Other research mentions	-	26 *	-	3 *	-	1 *	-	5 1%	-	1 *	-	16 1%
Illegible data	-	169 3% FJ	-	17 2% J	-	7 1%	-	68 7% BDFJL	-	1 *	-	76 3% J
PERFORMANCE (NET)	-	132 2% L	-	25 3%	-	16 3%	-	19 2%	-	16 4% BHL	-	56 2%
Reliable/No problems	-	70 1% L	-	13 2% L	-	16 3% BHL	-	13 1%	-	7 2% L	-	21 1%
Good results/search results	-	42 1% F	-	12 1% BFH	-	-	-	4 *	-	5 1% F	-	21 1% F
High speed/fast	-	16 *	-	-	-	-	-	2 *	-	5 1% BDFHL	-	9 *
Other performance mentions	-	7 *	-	-	-	-	-	-	-	1 *	-	6 *
FUNCTIONALITY (NET)	-	95 2% H	-	8 1%	-	6 1%	-	9 1%	-	14 4% BDFHL	-	58 2% DH
Practical/Useful/Helpful website	-	63 1%	-	6 1%	-	3 1%	-	6 1%	-	8 2% DFH	-	40 1% H
Easy to use/navigate	-	14 *	-	1 *	-	2 *	-	-	-	3 1% BH	-	8 *

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
Easy to access	-	14*	-	1*	-	1*	-	2*	-	1*	-	9*
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	6*	-	1*	-	-	-	1*	-	2 BL	-	2*
MISCELLANEOUS (NET)	-	238 4% H	-	29 4%	-	23 5%	-	28 3%	-	13 3%	-	145 5% BDH
Negative mentions	-	47 1%	-	3*	-	8 2% D	-	6 1%	-	1*	-	29 1%
Unintentionally end up there	-	44 1%	-	4*	-	1	-	6 1%	-	1*	-	32 1% BF
I visit websites with any extensions/Domain name extension doesn't matter to me	-	38 1%	-	4*	-	4 1%	-	5 1%	-	2 1%	-	23 1%
Depends on the site	-	32 1%	-	9 1% L	-	3 1%	-	4*	-	3 1%	-	13*
Other	-	77 1% H	-	9 1%	-	7 1%	-	7 1%	-	6 2%	-	48 2% H
ECONOMY (NET)	-	23	-	4*	-	1	-	2	-	3 1%	-	13*
Expensive/Not cheap	-	-	-	-	-	-	-	-	-	-	-	-
Other economy mentions	-	23	-	4*	-	1	-	2*	-	3 1%	-	13*
None	-	461 8% FJ	-	67 8% J	-	31 6%	-	106 11% BDFJL	-	13 3%	-	244 9% FJ
Not sure	-	536 10% FJL	-	114 14% BFJL	-	23 5%	-	162 17% BFJL	-	14 4%	-	223 8% FJ
Declined to answer	-	51 1% L	-	20 2% BFHL	-	1*	-	10 1%	-	4 1%	-	16 1%
Sigma	-	6464 119%	-	1005 122%	-	627 124%	-	1108 115%	-	479 127%	-	3245 117%

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
SECURITY (NET)	-	1581 29% DH	-	208 25%	-	148 29% H	-	211 22%	-	102 27% H	-	912 33% BDHJ
Viruses	-	693 13%	-	99 12% H	-	83 16% BDHJ	-	83 9%	-	40 11%	-	388 14% BH
Not safe/secure	-	524 10% DF	-	53 6%	-	35 7%	-	86 9% D	-	35 9%	-	315 11% BDFH
Warning/Alerts tabs	-	94 2%	-	18 2%	-	4 1%	-	14 1%	-	3 1%	-	55 2%
Fear of hackers	-	71 1% H	-	10 1%	-	9 2% H	-	6 1%	-	11 3% BDHL	-	35 1%
Use of protection software/filter/program	-	67 1% H	-	13 2% HJ	-	3 1%	-	4 *	-	1 *	-	46 2% BHJ
I'm afraid of my information being stolen if I go here	-	65 1%	-	6 1%	-	12 2% BDHJ	-	8 1%	-	1 *	-	38 1%
Risk of phishing	-	52 1%	-	4 *	-	1 *	-	8 1%	-	1 *	-	38 1% BDF
Fear of malware/spyware	-	47 1% H	-	15 2% BHL	-	4 1%	-	2 *	-	7 2% BHL	-	19 1%
Because of Harkers/surname	-	1 *	-	-	-	-	-	-	-	1 *	-	-
Other security mentions	-	102 2%	-	18 2%	-	13 3%	-	13 1%	-	12 3% HL	-	46 2%
USAGE (NET)	-	864 16% H	-	144 17% H	-	90 18% H	-	118 12% H	-	59 16% H	-	453 16% H
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	-	546 10% H	-	100 12% BH	-	58 11% H	-	74 8% H	-	35 9% H	-	279 10% H
Not familiar with this type of domain/Don't know enough about it	-	339 6% H	-	77 9% BHJL	-	39 8% H	-	42 4% H	-	20 5% H	-	161 6% H
Site is not a common/popular domain name	-	110 2% L	-	16 2% L	-	14 3% L	-	26 3% L	-	9 2% L	-	45 2% L
I have no reason to go there	-	69 1% H	-	5 1% H	-	4 1% H	-	2 *	-	2 1% H	-	56 2% BDHJ

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
Unweighted Base	-**	5452	-**	826	-**	507	-**	963	-**	378	-**	2778
I've never been to this type of website before	-	8	-	-	-	-	-	-	-	-	-	8
Rarely Visit	-	2	-	-	-	-	-	-	-	-	-	2
Other familiarity/previous usage mentions	-	23	-	3	-	1	-	4	-	4	-	11
COUNTRIES (SUB-NET)	-	78	-	31	-	10	-	23	-	3	-	11
Foreign/Not in preferred language	-	40	-	16	-	4	-	12	-	2	-	6
Would be in foreign language (DO NOT USE/USE CODE 16)	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	39	-	15	-	6	-	12	-	1	-	5
MISCELLANEOUS USAGE (SUB-NET)	-	261	-	19	-	24	-	24	-	22	-	172
Avoid it/Will not visit website/go to another website	-	167	-	11	-	13	-	16	-	17	-	110
Have used/likely to visit/Positive mentions	-	56	-	-	-	5	-	4	-	5	-	42
Prefer other sites	-	2	-	-	-	-	-	-	-	-	-	2
Don't have mobiles devices	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous usage mentions	-	38	-	9	-	6	-	4	-	-	-	19
BRAND IMAGE (NET)	-	708	-	124	-	75	-	141	-	61	-	307
It doesn't seem legitimate (Not credible/fraud/scam)	-	283	-	44	-	20	-	33	-	36	-	150
I don't trust this extension	-	218	-	33	-	28	-	56	-	6	-	95
Bad reviews/Poor reputation/track record	-	202	-	46	-	29	-	55	-	17	-	55

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
Other brand image mentions	-	21	-	5 1%	-	1	-	3	-	2 1%	-	10
CONTENT (NET)	-	516 9%	-	104 13%	-	76 15%	-	40 4%	-	66 17%	-	230 8%
INFORMATION (SUB-NET)	-	185 3%	-	33 4%	-	40 8%	-	16 2%	-	26 7%	-	70 3%
Content/Information	-	134 2%	-	20 2%	-	29 6%	-	13 1%	-	20 5%	-	52 2%
Lack of information	-	37 1%	-	7 1%	-	8 2%	-	2	-	6 2%	-	14 1%
Other information mentions	-	19	-	8 1%	-	4 1%	-	1	-	-	-	6
MISCELLANEOUS CONTENT (SUB-NET)	-	343 6%	-	74 9%	-	39 8%	-	24 2%	-	41 11%	-	165 6%
Ads/Too many commercials/advertising/Pop-ups	-	136 2%	-	27 3%	-	19 4%	-	6 1%	-	12 3%	-	72 3%
Inappropriate content (i.e., violence, porn, etc.)	-	109 2%	-	17 2%	-	10 2%	-	9 1%	-	20 5%	-	53 2%
Spam (i.e., unsolicited link/don't know who sent me the link)	-	87 2%	-	31 4%	-	5 1%	-	6 1%	-	6 2%	-	39 1%
Other miscellaneous content mentions	-	27	-	2	-	6 1%	-	3	-	6 2%	-	10
SITE APPEAL (NET)	-	444 8%	-	94 11%	-	49 10%	-	95 10%	-	31 8%	-	175 6%
Looks suspicious	-	178 3%	-	45 5%	-	8 2%	-	53 6%	-	12 3%	-	60 2%
Not interesting	-	76 1%	-	11 1%	-	14 3%	-	11 1%	-	7 2%	-	33 1%
Initial appearance/layout/design of website	-	33 1%	-	8 1%	-	5 1%	-	9 1%	-	1	-	10
Curiosity	-	31 1%	-	2	-	8 2%	-	10 1%	-	-	-	11
Not professional (i.e., tacky, amateurish, etc.)	-	15	-	7 1%	-	-	-	3	-	1	-	4

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
Site doesn't have what I am looking for	-	12*	-	3*	-	4	-	-	-	1*	-	4*
	-		-		-	BHL	-		-		-	
Other site appeal mentions	-	110	-	22	-	11	-	10	-	9	-	58
	-	2% H	-	3% H	-	2%	-	1%	-	2%	-	2% H
DOMAIN/NAME/EXTENSION (NET)	-	266	-	60	-	21	-	42	-	30	-	113
	-	5% L	-	7% BFHL	-	4%	-	4%	-	8% BFHL	-	4% H
Poor/Dislike website name/Domain name is suspicious looking	-	138	-	33	-	11	-	24	-	16	-	54
	-	3% L	-	4% BL	-	2%	-	2%	-	4% BL	-	2% H
By its extension/Poor/Dislike extension	-	26*	-	6	-	3	-	3*	-	6	-	8*
	-	L	-	1%	-	1%	-	*	-	2% BHL	-	*
Other domain/name/extension mentions	-	116	-	23	-	11	-	17	-	9	-	56
	-	2% H	-	3% H	-	2% H	-	2% H	-	2% H	-	2% H
Illegible data	-	202	-	19	-	18	-	71	-	1*	-	93
	-	4% DJ	-	2% J	-	4% J	-	7% BDFJL	-	*	-	3% J
RESEARCH (NET)	-	167	-	30	-	15	-	25	-	13	-	84
	-	3% H	-	4% H	-	3% H	-	3% H	-	3% H	-	3% H
Researching website online/Internet searches	-	120	-	24	-	12	-	17	-	12	-	55
	-	2% H	-	3% H	-	2% H	-	2% H	-	3% H	-	2% H
Other research mentions	-	51	-	6	-	3	-	8	-	1*	-	33
	-	1% H	-	1% H	-	1% H	-	1% H	-	*	-	1% H
PERFORMANCE (NET)	-	106	-	11	-	20	-	11	-	11	-	53
	-	2% H	-	1% H	-	4% BDHL	-	1% H	-	3% H	-	2% H
Not reliable	-	69	-	9	-	14	-	11	-	7	-	28
	-	1% H	-	1% H	-	3% BDHL	-	1% H	-	2% H	-	1% H
Due to errors	-	13*	-	-	-	3	-	-	-	-	-	10*
	-	*	-		-	1% DH	-		-		-	*
Other performance mentions	-	24*	-	2*	-	3	-	-	-	4	-	15
	-	H	-	*	-	1% H	-	-	-	1% H	-	1% H
MISCELLANEOUS (NET)	-	208	-	22	-	16	-	36	-	17	-	117
	-	4% H	-	3% H	-	3% H	-	4% H	-	4% H	-	4% D
Intuition/Uncertainty/Fear of the unknown	-	107	-	14	-	10	-	29	-	3	-	51
	-	2% H	-	2% H	-	2% H	-	3% BJL	-	1% H	-	2% H
Other	-	102	-	8	-	6	-	8	-	14	-	66
	-	2% DH	-	1% H	-	1% H	-	1% H	-	4% BDFH	-	2% BDH

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	5452	-**	826	-**	507	-**	963	-**	378	-**	2778
FUNCTIONALITY (NET)	-	34 1%	-	2 *	-	3 1%	-	5 1%	-	4 1%	-	20 1%
Not helpful/useful	-	10 *	-	1 *	-	-	-	1 *	-	2 1%	-	6 *
Other functionality mentions	-	24 *	-	1 *	-	3 1%	-	4 *	-	2 1%	-	14 1%
None	-	528 10% DF	-	62 8%	-	34 7%	-	107 11% DFJ	-	28 7%	-	297 11% BDFJ
Not sure	-	458 8% FJL	-	74 9% JL	-	31 6%	-	150 16% BDFJL	-	17 4%	-	186 7%
Declined to answer	-	57 1% F	-	21 3% BFHJL	-	-	-	8 1% F	-	2 1%	-	26 1% F
Sigma	-	6382 117%	-	1029 125%	-	627 124%	-	1087 113%	-	458 121%	-	3181 115%

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
NEW (NET)	-	2882 53%	-	298 36%	-	318 63%	-	460 48%	-	222 59%	-	1584 57%
.news	-	1775 33%	-	179 22%	-	174 34%	-	243 25%	-	147 39%	-	1032 37%
.online	-	1612 30%	-	138 17%	-	186 37%	-	296 31%	-	135 36%	-	857 31%
.website	-	1171 21%	-	125 15%	-	200 39%	-	191 20%	-	92 24%	-	563 20%
.site	-	1086 20%	-	105 13%	-	146 29%	-	130 13%	-	95 25%	-	610 22%
.space	-	819 15%	-	89 11%	-	118 23%	-	117 12%	-	67 18%	-	428 15%
.pics	-	592 11%	-	66 8%	-	51 10%	-	71 7%	-	55 15%	-	349 13%
.top	-	573 11%	-	17 2%	-	40 8%	-	63 7%	-	18 5%	-	435 16%
CONSISTENT (NET)	2698 44%	2792 51%	259 28%	300 36%	322 54%	300 59%	314 29%	396 41%	198 48%	198 52%	1605 51%	1598 58%
.email	1750 28%	1719 32%	147 16%	178 22%	231 39%	199 39%	235 22%	284 29%	128 31%	118 31%	1009 32%	940 34%
.link	1484 24%	1463 27%	130 14%	134 16%	211 35%	185 36%	145 13%	164 17%	127 31%	116 31%	871 28%	864 31%
.club	774 13%	852 16%	50 5%	51 6%	67 11%	72 14%	72 7%	88 9%	49 12%	49 13%	536 17%	592 21%
.guru	647 11%	646 12%	55 6%	67 8%	90 15%	72 14%	40 4%	70 7%	63 15%	65 17%	399 13%	372 13%
.photography	534 9%	587 11%	26 3%	48 6%	70 12%	75 15%	61 6%	83 9%	36 9%	36 11%	341 11%	340 12%
.xyz	309 5%	482 9%	19 2%	23 3%	29 5%	27 5%	21 2%	67 7%	15 4%	33 9%	225 7%	332 12%
.realtor	352 6%	306 6%	69 7%	70 8%	27 5%	11 2%	19 2%	21 2%	17 4%	20 5%	220 7%	184 7%

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
GEOGRAPHICALLY TARGETED (NET)	360 6%	830 15%	29 3%	68 8%	-	47 9%	103 9%	164 17%	-	48 13%	228 7%	503 18%
GEOGRAPHICALLY TARGETED (NEW IN 2016) (SUB-NET)	-	594 11%	-	27 3%	-	47 9%	-	88 9%	-	48 13%	-	384 14%
.foshan	-	93 2%	-	-	-	-	-	-	-	-	-	93 3%
.tokyo	-	74 1%	-	-	-	-	-	-	-	-	-	74 3%
.delhi	-	73 1%	-	-	-	-	-	-	-	-	-	73 3%
.mockba	-	42 1%	-	-	-	-	-	-	-	-	-	42 2%
.seoul	-	37 1%	-	-	-	-	-	-	-	-	-	37 1%
.istanbul	-	32 1%	-	-	-	-	-	32 3%	-	-	-	-
.jakarta	-	26 1%	-	-	-	-	-	-	-	-	-	26 1%
.bogota	-	22 1%	-	-	-	22 4%	-	-	-	-	-	-
.paris	-	21 1%	-	-	-	-	-	21 2%	-	-	-	-
.manilla	-	21 1%	-	-	-	-	-	-	-	-	-	21 1%
.rio	-	21 1%	-	-	-	21 4%	-	-	-	-	-	-
.cairo	-	19 1%	-	-	-	-	-	-	-	19 5%	-	-
.hanoi	-	18 1%	-	-	-	-	-	-	-	-	-	18 1%
.madrid	-	16 1%	-	-	-	-	-	16 2%	-	-	-	-
.abuja	-	15 1%	-	-	-	-	-	-	-	15 4%	-	-

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

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Base: All Qualified Respondents

	Region											
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
.toronto	-	15*	-	15 2%	-	-	-	-	-	-	-	-
	-	AL	-	CBFHJL	-	-	-	-	-	-	-	-
.capetown	-	14*	-	-	-	-	-	-	-	14 4%	-	-
	-	AL	-	-	-	-	-	-	-	IBDFHL	-	-
.warszawa	-	14*	-	-	-	-	-	14 1%	-	-	-	-
	-	AL	-	-	-	-	-	GBDFJL	-	-	-	-
.guadalajara	-	12*	-	12 1%	-	-	-	-	-	-	-	-
	-	AL	-	CBFHJL	-	-	-	-	-	-	-	-
.roma	-	5*	-	-	-	-	-	5 1%	-	-	-	-
	-	A	-	-	-	-	-	GBDL	-	-	-	-
.cordoba	-	4*	-	-	-	4 1%	-	-	-	-	-	-
	-	A	-	-	-	EBDHL	-	-	-	-	-	-
GEOGRAPHICALLY TARGETED (CONSISTENT) (SUB-NET)	360 6%	286 5%	29 3%	41 5%	-	-	103 9%	76 8%	-	-	228 7%	169 6%
	CEI	FJ	EI	FJ	-	-	ACEIK	BDFJ	-	-	ACEI	BFJ
.wang	124 2%	124 2%	-	-	-	-	-	-	-	-	124 4%	124 4%
	CEGI	DFHJ	-	-	-	-	-	-	-	-	ACEGI	BDFHJ
.xn-55qx5d (Chinese for company)	105 2%	65 1%	-	-	-	-	-	-	-	-	105 3%	65 2%
	BCEGI	DFHJ	-	-	-	-	-	-	-	-	LACEGI	BDFHJ
.berlin	46 1%	53 1%	-	-	-	-	46 4%	53 6%	-	-	-	-
	CEK	DFL	-	-	-	-	ACEIK	BDFJL	-	-	-	-
.xn-ses554g (Chinese for network address)	114 2%	46 1%	-	-	-	-	-	-	-	-	114 4%	46 2%
	BCEGI	DFH	-	-	-	-	-	-	-	-	LACEGI	BDFHJ
.nyc	29	41 1%	29 3%	41 5%	-	-	-	-	-	-	-	-
	GK	HL	AEGIK	BFHJL	-	-	-	-	-	-	-	-
.london	72 1%	22	-	-	-	-	72 7%	22 2%	-	-	-	-
	BCEIK	L	-	-	-	-	HACEIK	BDFJL	-	-	-	-
.ovh	2	5	-	-	-	-	2	5 1%	-	-	-	-
			-	-	-	-	AK	BDL	-	-	-	-
I am not aware of any of these	3346 54%	2061 38%	656 71%	456 55%	277 46%	159 31%	731 67%	428 44%	211 52%	133 35%	1471 47%	885 32%
	BEK	FL	DAEIK	BFHJL	F		HAEIK	BFJL	J		L	
Sigma	9688 158%	16694 306%	1181 128%	1814 220%	1002 167%	1762 348%	1444 133%	2484 258%	646 158%	1232 326%	5415 173%	9402 338%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2798	3391	269	370	322	348	355	535	198	245	1654	1893
.news	-	980 29% ADH	-	71 19% C	-	87 25% E	-	112 21% G	-	81 33% IDFH	-	629 33% KBDFH
.email	1052 38% BCG	963 28% D	77 29%	82 22%	148 46% FACGIK	129 37% BDHJL	116 33% H	140 26% J	72 36% K	65 27%	639 39% LCG	547 29% D
.online	-	819 24% AD	-	61 16% C	-	118 34% EBDHJL	-	122 23% GD	-	62 25% ID	-	456 24% KD
.link	726 26% BG	673 20% DH	65 24% DG	52 14%	110 34% FACGK	87 25% BDH	48 14%	68 13% G	59 30% G	57 23% DH	444 27% LG	409 22% BDH
.website	-	580 17% ADL	-	49 13% C	-	104 30% EBDHJL	-	80 15% G	-	51 21% IDHL	-	296 16% K
.site	-	463 14% ADH	-	36 10% C	-	72 21% EBDHJL	-	49 9% G	-	19 19% IBDHL	-	260 14% KDH
.club	337 12% CEG	355 10% DH	19 7%	20 5%	25 8%	30 9% H	27 8%	26 5%	21 11%	19 8%	245 15% ACEG	260 14% BDFHJ
.space	-	288 8% A	-	26 7% C	-	45 13% EBDHL	-	39 7% G	-	26 11% I	-	152 8% K
.guru	284 10% BCG	264 8% DH	12 4%	19 5%	45 14% ACG	32 9% DH	14 4%	25 5%	28 14% CG	29 12% BDH	185 11% LACG	159 8% DH
.photography	249 9% BC	238 7% J	9 3%	22 6%	26 8% C	28 8% J	29 8% C	38 7% J	16 8% JC	7 3%	169 10% LAC	143 8% J
.top	-	234 7% ADFHJ	-	6 2% C	-	10 3% E	-	22 4% GD	-	4 2%	-	192 10% KBDFHJ
.xyz	130 5% CG	226 7% ADF	3 1%	8 2%	15 5% CG	11 3%	5 1%	28 5% GD	9 5% CG	19 8% DF	98 6% ACG	160 8% KBDFH
.pics	-	224 7% ADH	-	15 4% C	-	17 5% E	-	22 4% G	-	16 7% I	-	154 8% KBDFH
.realtor	146 5% BGI	112 3% FH	18 7% GI	20 5% BFH	18 5% FG	3 1%	6 2%	10 2%	4 2%	10 4% F	100 6% LAGI	69 4% FH
.wang	70 3% BCEGI	59 2% DFHJ	-	-	-	-	-	-	-	-	70 4% ACEGI	59 3% BDFHJ
.Foshan	-	41 1% ADFH	-	-	-	-	-	-	-	-	-	41 2% KBDFHJ

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2798	3391	269	370	322	348	355	535	198	245	1654	1893
.delhi	-	30 1% AH	-	-	-	-	-	-	-	-	-	30 2% KBDFHJ
.tokyo	-	25 1% AH	-	-	-	-	-	-	-	-	-	25 1% KBDFH
.xn-55qx5d (Chinese for company)	55 2% BCEGI	23 1%	-	-	-	-	-	-	-	-	55 3% LACEGI	23 1% BDFH
.seoul	-	20 1% A	-	-	-	-	-	-	-	-	-	20 1% KBDH
.xn-ses554g (Chinese for network address)	70 3% BCEGI	18 1%	-	-	-	-	-	-	-	-	70 4% LACEGI	18 1% BH
.mockba	-	17 1% A	-	-	-	-	-	-	-	-	-	17 1% KBH
.istanbul	-	16 AL	-	-	-	-	-	16 3% GBDFJL	-	-	-	-
.jakarta	-	14 A	-	-	-	-	-	-	-	-	-	14 1% KBH
.bogota	-	14 AL	-	-	-	14 4% EBDHJL	-	-	-	-	-	-
.nyc	8 K	14 L	8 3% AEGIK	14 4% BFHJL	-	-	-	-	-	-	-	-
.berlin	5	13 L	-	-	-	-	5 1% AEK	13 2% BDFJL	-	-	-	-
.cairo	-	11 AL	-	-	-	-	-	-	-	11 4% IBDFHL	-	-
.rio	-	10 AL	-	-	-	10 3% EBDHJL	-	-	-	-	-	-
.madrid	-	10 AL	-	-	-	-	-	10 2% GBDFJL	-	-	-	-
.paris	-	9 AL	-	-	-	-	-	9 2% GBDFJL	-	-	-	-
.abuja	-	9 AL	-	-	-	-	-	-	-	9 4% IBDFHL	-	-
.hanoi	-	7 A	-	-	-	-	-	-	-	-	-	7 KB

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2798	3391	269	370	322	348	355	535	198	245	1654	1893
.london	26 1% BK	7 * L	-	-	-	-	26 7% HACEIK	7 1% BDFL	-	-	-	-
.warszawa	-	6 * A	-	-	-	-	-	6 1% GBDFL	-	-	-	-
.manilla	-	5 * A	-	-	-	-	-	-	-	-	-	5 * K
.guadalajara	-	5 * A	-	5 1% BFHL	-	-	-	-	-	-	-	-
.toronto	-	4 * A	-	4 1% BHL	-	-	-	-	-	-	-	-
.capetown	-	3 * A	-	-	-	-	-	-	-	3 1% BDFHL	-	-
.roma	-	3 * A	-	-	-	-	-	3 1% BL	-	-	-	-
.ovh	-	1 * A	-	-	-	-	-	1 * A	-	-	-	-
.cordoba	-	1 * A	-	-	-	1 BL	-	-	-	-	-	-
None of the above	972 35% BK	1025 30% L	120 45% AEK	161 44% BFJL	97 30% A	90 26% A	181 51% HAEIK	203 38% BFL	73 37% A	76 31% A	501 30% L	495 26% A
Sigma	4130 148%	7839 231%	331 123%	671 181%	484 150%	888 255%	457 129%	1049 196%	282 142%	591 241%	2576 156%	4640 245%

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

Q890. 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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
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% L	-	515 62% BHL	-	315 62% BHL	-	517 54%	-	244 65% BHL	-	1411 51%
I would expect there to be some relationship, but it could include sites for entities that are not themselves banks	-	1337 25% DFJ	-	173 21%	-	93 18%	-	235 24% FJ	-	63 17%	-	773 28% BDFHJ
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% H	-	36 4%	-	25 5%	-	30 3%	-	24 6% H	-	188 7% BDH
I don't have any strong expectations, I'll probably just look at search results and figure it out	-	810 15% D	-	102 12%	-	74 15%	-	181 19% BDFJL	-	47 12%	-	406 15%
Sigma	-	5452 100%	-	826 100%	-	507 100%	-	963 100%	-	378 100%	-	2778 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
Wildanimalphotography.com [ENGLISH]	-	3955 73% FH	-	649 79% BFHL	-	326 64%	-	644 67%	-	304 80% BFHL	-	2032 73% FH
Wildanimalphotography.com	-	2708 72% J	-	137 74% J	-	348 69% J	-	569 73% J	-	54 56%	-	1600 73% FJ
Wildanimalphotos.info	-	3470 64% DFH	-	474 57%	-	290 57%	-	560 58%	-	277 73% BDFHL	-	1869 67% BDFH
Wildanimal.photos	-	3144 58% DFH	-	431 52%	-	270 53%	-	498 52%	-	229 61% DFH	-	1716 62% BDFH
Wildanimal.photography	-	3070 56% FH	-	446 54%	-	263 52%	-	477 50%	-	237 63% BDFH	-	1647 59% BDFH

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
Wildanimal.photography	-	1625 30% L	-	256 31% L	-	187 37% BDJL	-	330 34% BJL	-	105 28%	-	747 27%
Wildanimal.photos	-	1591 29% L	-	274 33% BL	-	193 38% BJL	-	319 33% BL	-	116 31% L	-	689 25%
Wildanimalphotos.info	-	1322 24% JL	-	245 30% BJL	-	172 34% BHJL	-	262 27% BJL	-	72 19%	-	571 21%
Wildanimalphotography.com [ENGLISH]	-	982 18% DL	-	118 14%	-	137 27% BDHJL	-	210 22% BDL	-	65 17%	-	452 16%
Wildanimalphotography.com	-	665 18% L	-	33 18%	-	122 24% BHL	-	126 16%	-	30 31% BDHL	-	354 16%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	3955	-	649	-	326	-	644	-	304	-	2032
	-	73% FH	-	79% BFHL	-	64% BFHL	-	67% 67%	-	80% BFHL	-	73% FH
Very likely	-	2531	-	448	-	220	-	380	-	243	-	1240
	-	46% HL	-	54% BFHL	-	43% BFHL	-	39% 39%	-	64% BDFHL	-	45% H
Somewhat likely	-	1424	-	201	-	106	-	264	-	61	-	792
	-	26% FJ	-	24% J	-	21% 21%	-	27% FJ	-	16% 16%	-	29% BDFJ
BOTTOM 2 BOX (NET)	-	982	-	118	-	137	-	210	-	65	-	452
	-	18% DL	-	14% 14%	-	27% BDHJL	-	22% BDL	-	17% 17%	-	16% 16%
Somewhat unlikely	-	487	-	45	-	41	-	99	-	22	-	280
	-	9% DJ	-	5% 5%	-	8% 8%	-	10% DJ	-	6% 6%	-	10% BDJ
Very unlikely	-	495	-	73	-	96	-	111	-	43	-	172
	-	9% L	-	9% L	-	19% BDHJL	-	12% BL	-	11% L	-	6% 6%
Not sure	-	515	-	59	-	44	-	109	-	9	-	294
	-	9% DJ	-	7% J	-	9% J	-	11% BDJ	-	2% 2%	-	11% BDJ
Sigma	-	5452	-	826	-	507	-	963	-	378	-	2778
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	3070 56% FH	-	446 54%	-	263 52%	-	477 50%	-	237 63% BDFH	-	1647 59% BDFH
Very likely	-	1225 22% DH	-	157 19%	-	124 24% DH	-	180 19%	-	113 30% BDHL	-	651 23% DH
Somewhat likely	-	1845 34% FH	-	289 35% F	-	139 27%	-	297 31%	-	124 33%	-	996 36% BFH
BOTTOM 2 BOX (NET)	-	1625 30% L	-	256 31% L	-	187 37% BDJL	-	330 34% BJL	-	105 28%	-	747 27%
Somewhat unlikely	-	1039 19%	-	144 17%	-	96 19%	-	212 22% BDJL	-	58 15%	-	529 19%
Very unlikely	-	586 11% L	-	112 14% BL	-	91 18% BDHJL	-	118 12% L	-	47 12% L	-	218 8%
Not sure	-	757 14% J	-	124 15% J	-	57 11%	-	156 16% BFJ	-	36 10%	-	384 14% J
Sigma	-	5452 100%	-	826 100%	-	507 100%	-	963 100%	-	378 100%	-	2778 100%

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	3144 58% DFH	-	431 52%	-	270 53%	-	498 52%	-	229 61% DFH	-	1716 62% BDFH
Very likely	-	1317 24% DH	-	165 20%	-	130 26% DH	-	188 20%	-	99 26% DH	-	735 26% BDH
Somewhat likely	-	1827 34% F	-	266 32%	-	140 28%	-	310 32%	-	130 34% F	-	981 35% BF
BOTTOM 2 BOX (NET)	-	1591 29% L	-	274 33% BL	-	193 38% BJL	-	319 33% BL	-	116 31% L	-	689 25%
Somewhat unlikely	-	1007 18%	-	161 19%	-	93 18%	-	197 20% L	-	69 18%	-	487 18%
Very unlikely	-	584 11% L	-	113 14% BL	-	100 20% BDHJL	-	122 13% BL	-	47 12% L	-	202 7%
Not sure	-	717 13% FJ	-	121 15% FJ	-	44 9%	-	146 15% BFJ	-	33 9%	-	373 13% FJ
Sigma	-	5452 100%	-	826 100%	-	507 100%	-	963 100%	-	378 100%	-	2778 100%

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

Q812_4. 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 113

4. Wildanimalphotos.info

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	3470 64% DFH	-	474 57%	-	290 57%	-	560 58%	-	277 73% BDFHL	-	1869 67% BDFH
Very likely	-	1504 28% DH	-	180 22%	-	142 28% DH	-	217 23%	-	162 43% BDFHL	-	803 29% BDH
Somewhat likely	-	1966 36% FJ	-	294 36% F	-	148 29%	-	343 36% F	-	115 30%	-	1066 38% BFJ
BOTTOM 2 BOX (NET)	-	1322 24% JL	-	245 30% BJL	-	172 34% BHJL	-	262 27% BJL	-	72 19%	-	571 21%
Somewhat unlikely	-	856 16% JL	-	142 17% J	-	91 18% J	-	169 18% JL	-	44 12%	-	410 15%
Very unlikely	-	466 9% L	-	103 12% BJL	-	81 16% BHJL	-	93 10% L	-	28 7%	-	161 6%
Not sure	-	660 12% FJ	-	107 13% FJ	-	45 9%	-	141 15% BFJL	-	29 8%	-	338 12% FJ
Sigma	-	5452 100%	-	826 100%	-	507 100%	-	963 100%	-	378 100%	-	2778 100%

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

Q812_5. 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 114

5. Wildanimalphotography.com

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	3753	**	184	**	507	**	783	**	96*	**	2183
TOP 2 BOX (NET)	-	2708 72% J	-	137 74% J	-	348 69% J	-	569 73% J	-	54 56% J	-	1600 73% FJ
Very likely	-	1779 47% JL	-	99 54% JL	-	281 55% BHJL	-	361 46% J	-	36 38% J	-	1002 46% JL
Somewhat likely	-	929 25% F	-	38 21% F	-	67 13% F	-	208 27% F	-	18 19% F	-	598 27% BDF
BOTTOM 2 BOX (NET)	-	665 18% L	-	33 18% L	-	122 24% BHL	-	126 16% L	-	30 31% BDHL	-	354 16% L
Somewhat unlikely	-	332 9% L	-	14 8% L	-	42 8% L	-	63 8% L	-	15 16% BDFHL	-	198 9% L
Very unlikely	-	333 9% L	-	19 10% L	-	80 16% BHL	-	63 8% L	-	15 16% BHL	-	156 7% L
Not sure	-	380 10% F	-	14 8% F	-	37 7% F	-	88 11% F	-	12 13% F	-	229 10% F
Sigma	-	3753 100%	-	184 100%	-	507 100%	-	783 100%	-	96 100%	-	2183 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
Digitalcameras.com	-	4344 80% FH	-	686 83% BFH	-	377 74%	-	738 77%	-	314 83% FH	-	2229 80% FH
Digitalcameras	-	3900 78% FH	-	294 81% F	-	369 73%	-	727 75%	-	296 78%	-	2214 80% BFH
Digitalcameras.shop	-	3368 62% DH	-	462 56%	-	307 61% H	-	523 54%	-	268 71% BDFHL	-	1808 65% BDH
Digital.cameras	-	2792 51% DH	-	369 45%	-	243 48%	-	429 45%	-	208 55% DFH	-	1543 56% BDFH

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
Digital.cameras	-	1903 35% L	-	331 40% BJL	-	209 41% BJL	-	384 40% BJL	-	126 33% L	-	853 31% L
Digitalcameras.shop	-	1432 26% JL	-	255 31% BJL	-	146 29% JL	-	304 32% BJL	-	83 22% L	-	644 23% L
Digitalcameras	-	657 13% L	-	47 13% L	-	106 21% BDHL	-	138 14% L	-	60 16% L	-	306 11% L
Digitalcameras.com	-	696 13% L	-	89 11% L	-	102 20% BDHJL	-	137 14% DL	-	52 14% L	-	316 11% L

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

8 Jun 2016
Table 117

1. Digitalcameras.com

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	4344	-	686	-	377	-	738	-	314	-	2229
	-	80% FH	-	83% BFH	-	74% FH	-	77% FH	-	83% FH	-	80% FH
Very likely	-	2955	-	493	-	301	-	443	-	261	-	1457
	-	54% HL	-	60% BHL	-	59% BHL	-	46% BHL	-	69% BDFHL	-	52% H
Somewhat likely	-	1389	-	193	-	76	-	295	-	53	-	772
	-	25% FJ	-	23% FJ	-	15% FJ	-	31% BDFJ	-	14% FJ	-	28% BDFJ
BOTTOM 2 BOX (NET)	-	696	-	89	-	102	-	137	-	52	-	316
	-	13% L	-	11% L	-	20% BDHJL	-	14% DL	-	14% L	-	11% L
Somewhat unlikely	-	351	-	38	-	27	-	63	-	19	-	204
	-	6% D	-	5% D	-	5% D	-	7% D	-	5% D	-	7% BD
Very unlikely	-	345	-	51	-	75	-	74	-	33	-	112
	-	6% L	-	6% L	-	15% BDHJL	-	8% L	-	9% BL	-	4% L
Not sure	-	412	-	51	-	28	-	88	-	12	-	233
	-	8% J	-	6% J	-	6% J	-	9% BDFJ	-	3% J	-	8% BDFJ
Sigma	-	5452	-	826	-	507	-	963	-	378	-	2778
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	2792	-	369	-	243	-	429	-	208	-	1543
	-	51% DH	-	45%	-	48%	-	45%	-	55% DFH	-	56% BDFH
Very likely	-	988	-	106	-	95	-	147	-	86	-	554
	-	18% DH	-	13%	-	19% D	-	15%	-	23% BDH	-	20% BDH
Somewhat likely	-	1804	-	263	-	148	-	282	-	122	-	989
	-	33% FH	-	32%	-	29%	-	29%	-	32%	-	36% BDFH
BOTTOM 2 BOX (NET)	-	1903	-	331	-	209	-	384	-	126	-	853
	-	35% L	-	40% BJL	-	41% BJL	-	40% BJL	-	33%	-	31%
Somewhat unlikely	-	1253	-	194	-	112	-	250	-	79	-	618
	-	23%	-	23%	-	22%	-	26% BL	-	21%	-	22%
Very unlikely	-	650	-	137	-	97	-	134	-	47	-	235
	-	12% L	-	17% BL	-	19% BHJL	-	14% BL	-	12% L	-	8%
Not sure	-	757	-	126	-	55	-	150	-	44	-	382
	-	14% F	-	15% F	-	11%	-	16% F	-	12%	-	14%
Sigma	-	5452	-	826	-	507	-	963	-	378	-	2778
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	3368 62% DH	-	462 56%	-	307 61% H	-	523 54%	-	268 71% BDFHL	-	1808 65% BDH
Very likely	-	1496 27% DH	-	192 23%	-	166 33% BDHL	-	223 23%	-	152 40% BDFHL	-	763 27% DH
Somewhat likely	-	1872 34% FH	-	270 33%	-	141 28%	-	300 31%	-	116 31%	-	1045 38% BDFHJ
BOTTOM 2 BOX (NET)	-	1432 26% JL	-	255 31% BJL	-	146 29% JL	-	304 32% BJL	-	83 22%	-	644 23%
Somewhat unlikely	-	925 17%	-	149 18% J	-	78 15%	-	197 20% BFJL	-	51 13%	-	450 16%
Very unlikely	-	507 9% L	-	106 13% BJL	-	68 13% BJL	-	107 11% BL	-	32 8%	-	194 7%
Not sure	-	652 12% J	-	109 13% J	-	54 11%	-	136 14% BJ	-	27 7%	-	326 12% J
Sigma	-	5452 100%	-	826 100%	-	507 100%	-	963 100%	-	378 100%	-	2778 100%

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	4991	**	365	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	3900 78% FH	-	294 81% F	-	369 73%	-	727 75%	-	296 78%	-	2214 80% BFH
Very likely	-	2388 48% L	-	206 56% BHL	-	258 51% L	-	465 48%	-	190 50%	-	1269 46%
Somewhat likely	-	1512 30% DFH	-	88 24%	-	111 22%	-	262 27% F	-	106 28% F	-	945 34% BDFHJ
BOTTOM 2 BOX (NET)	-	657 13% L	-	47 13%	-	106 21% BDHL	-	138 14% L	-	60 16% L	-	306 11%
Somewhat unlikely	-	357 7%	-	19 5%	-	43 8%	-	63 7%	-	30 8%	-	202 7%
Very unlikely	-	300 6% L	-	28 8% L	-	63 12% BDHJL	-	75 8% BL	-	30 8% L	-	104 4%
Not sure	-	434 9% FJ	-	24 7%	-	32 6%	-	98 10% DFJ	-	22 6%	-	258 9% FJ
Sigma	-	4991 100%	-	365 100%	-	507 100%	-	963 100%	-	378 100%	-	2778 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
berlin.com	-	4402 81% FH	-	655 79%	-	392 77%	-	748 78%	-	311 82%	-	2296 83% BDFH
berlin.info	-	3948 72% F	-	579 70%	-	342 67%	-	680 71%	-	301 80% BDFHL	-	2046 74% BDF
info.berlin	-	3269 60% D	-	455 55%	-	290 57%	-	579 60% D	-	268 71% BDFHL	-	1677 60% D
berlin.de	-	2918 54% DF	-	341 41%	-	205 40%	-	667 69% BDFJL	-	202 53% DF	-	1503 54% DF

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

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 122

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
berlin.de	-	1762 32% HL	-	342 41% BHJL	-	237 47% BHJL	-	198 21%	-	133 35% H	-	852 31% H
info.berlin	-	1481 27% JL	-	263 32% BHJL	-	164 32% BHJL	-	259 27% J	-	80 21%	-	715 26%
berlin.info	-	969 18% L	-	162 20% JL	-	132 26% BDHJL	-	186 19% JL	-	54 14%	-	435 16%
berlin.com	-	654 12% L	-	113 14% L	-	89 18% BL	-	141 15% BL	-	52 14% L	-	259 9%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	4402 81% FH	-	655 79%	-	392 77%	-	748 78%	-	311 82%	-	2296 83% BDFH
Very likely	-	3012 55% H	-	469 57% H	-	310 61% BHL	-	457 47%	-	242 64% BDHL	-	1534 55% H
Somewhat likely	-	1390 25% DFJ	-	186 23% F	-	82 16%	-	291 30% BDFJ	-	69 18%	-	762 27% BDFJ
BOTTOM 2 BOX (NET)	-	654 12% L	-	113 14% L	-	89 18% BL	-	141 15% BL	-	52 14% L	-	259 9%
Somewhat unlikely	-	345 6%	-	64 8% FL	-	24 5%	-	78 8% BFL	-	20 5%	-	159 6%
Very unlikely	-	309 6% L	-	49 6% L	-	65 13% BDHJL	-	63 7% L	-	32 8% BL	-	100 4%
Not sure	-	396 7% FJ	-	58 7% J	-	26 5%	-	74 8% J	-	15 4%	-	223 8% BFJ
Sigma	-	5452 100%	-	826 100%	-	507 100%	-	963 100%	-	378 100%	-	2778 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	2918	-	341	-	205	-	667	-	202	-	1503
		54% DF		41% BHJL		40% BDFJL		69% BDFJL		53% DF		54% DF
Very likely	-	1399	-	148	-	95	-	439	-	97	-	620
		26% DFL		18% DFL		19% BDFJL		46% BDFJL		26% DF		22% D
Somewhat likely	-	1519	-	193	-	110	-	228	-	105	-	883
		28% DFH		23% DFH		22% DFH		24% F		28% F		32% BDFH
BOTTOM 2 BOX (NET)	-	1762	-	342	-	237	-	198	-	133	-	852
		32% HL		41% BHJL		47% BHJL		21% H		35% H		31% H
Somewhat unlikely	-	1127	-	191	-	121	-	119	-	72	-	624
		21% H		23% H		24% H		12% H		19% H		22% BH
Very unlikely	-	635	-	151	-	116	-	79	-	61	-	228
		12% HL		18% BHL		23% BDHJL		8% H		16% BHL		8% BHL
Not sure	-	772	-	143	-	65	-	98	-	43	-	423
		14% H		17% BFHJ		13% BFHJ		10% H		11% H		15% BHJ
Sigma	-	5452	-	826	-	507	-	963	-	378	-	2778
		100%		100%		100%		100%		100%		100%

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

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?

8 Jun 2016
Table 125

3. berlin.info

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	3948	-	579	-	342	-	680	-	301	-	2046
		72% F		70%		67%		71%		80% BDFHL		74% BDF
Very likely	-	2065	-	248	-	208	-	355	-	213	-	1041
		38% D		30%		41% D		37% D		56% BDFHL		37% D
Somewhat likely	-	1883	-	331	-	134	-	325	-	88	-	1005
		35% FJ		40% BFHJL		26%		34% FJ		23%		36% BFJ
BOTTOM 2 BOX (NET)	-	969	-	162	-	132	-	186	-	54	-	435
		18% L		20% JL		26% BDHJL		19% JL		14%		16%
Somewhat unlikely	-	610	-	88	-	71	-	117	-	30	-	304
		11% J		11%		14% BJL		12% J		8%		11%
Very unlikely	-	359	-	74	-	61	-	69	-	24	-	131
		7% L		9% BL		12% BHJL		7% L		6%		5%
Not sure	-	535	-	85	-	33	-	97	-	23	-	297
		10% FJ		10% FJ		7%		10% FJ		6%		11% BFJ
Sigma	-	5452	-	826	-	507	-	963	-	378	-	2778
		100%		100%		100%		100%		100%		100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	3269 60% D	-	455 55%	-	290 57%	-	579 60% D	-	268 71% BDFHL	-	1677 60% D
Very likely	-	1463 27% DL	-	188 23%	-	165 33% BDL	-	268 28% DL	-	167 44% BDFHL	-	675 24%
Somewhat likely	-	1806 33% FJ	-	267 32% F	-	125 25%	-	311 32% FJ	-	101 27%	-	1002 36% BDFHJ
BOTTOM 2 BOX (NET)	-	1481 27% JL	-	263 32% BHJL	-	164 32% BHJL	-	259 27% J	-	80 21%	-	715 26%
Somewhat unlikely	-	914 17% J	-	147 18% J	-	82 16%	-	160 17% J	-	44 12%	-	481 17% J
Very unlikely	-	567 10% L	-	116 14% BHJL	-	82 16% BHJL	-	99 10%	-	36 10%	-	234 8%
Not sure	-	702 13% J	-	108 13% J	-	53 10%	-	125 13% J	-	30 8%	-	386 14% BFJ
Sigma	-	5452 100%	-	826 100%	-	507 100%	-	963 100%	-	378 100%	-	2778 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
I don't pay much attention, I just look at the search result/link	-	1581 29% L	-	249 30% L	-	153 30%	-	322 33% BL	-	126 33% L	-	731 26%
I only go to sites with domain extensions I am familiar with	-	1862 34% HJ	-	278 34% J	-	181 36% HJ	-	291 30% J	-	81 21%	-	1031 37% BHJ
I look at the search results and decide based on other information I see	-	2009 37%	-	299 36%	-	173 34%	-	350 36%	-	171 45% BDFHL	-	1016 37%
Sigma	-	5452 100%	-	826 100%	-	507 100%	-	963 100%	-	378 100%	-	2778 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
One that seems most relevant to my needs	-	1756 32% A	-	291 35% CBF	-	146 29% E	-	306 32% G	-	127 34% I	-	886 32% K
Has a well-known extension	2850 46% BCG	1708 31% H	400 43% D	277 34% H	287 48% FG	187 37% BHL	444 41% H	241 25% J	231 56% JACEGK	127 34% H	1488 48% LACG	876 32% H
Reasonable price	2215 36% BEI	852 16% D	327 35% D	124 15% C	194 32% F	68 13% F	449 41% HACEIK	184 19% BDFL	124 30% J	57 15% L	1121 36% LI	419 15% L
One that is close to the one I wanted and is available to register	-	842 15% AD	-	102 12% C	-	83 16% ED	-	170 18% GBD	-	54 14% I	-	433 16% KD
Has a new extension	412 7% BCG	216 4% D	26 3% D	10 1% C	50 8% FCG	19 4% D	57 5% C	34 4% D	23 6% JC	9 2% L	256 8% LACG	144 5% BDHJ
All of my other preferred gTLDs are unavailable	486 8% BK	-	104 11% DAGIK	-	53 9% F	-	93 9% H	-	23 6% J	-	213 7% L	-
Other	181 3% BK	78 1% L	68 7% DAEGIK	22 3% BFL	15 3% F	4 1% F	43 4% AK	28 3% BFJL	8 2% L	4 1% L	47 2% L	20 1% L
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
.jakarta	-	137 76%	-	-	-	-	-	-	-	-	-	137 76%
.news	-	3879 71% FH	-	578 70% FH	-	322 64%	-	584 61%	-	298 79% BDFH	-	2097 75% BDFH
.berlin	159 64%	153 67%	-	-	-	-	159 64%	153 67%	-	-	-	-
.toronto	-	118 65%	-	118 65%	-	-	-	-	-	-	-	-
.madrid	-	62 64%	-	-	-	-	-	62 64%	-	-	-	-
.capetown	-	57 63%	-	-	-	-	-	-	-	57 63%	-	-
.bogota	-	58 62%	-	-	-	58 62%	-	-	-	-	-	-
.seoul	-	114 62%	-	-	-	-	-	-	-	-	-	114 62%
.email	3851 63% CG	3396 62% DH	520 56%	439 53%	384 64% CG	316 62% DH	602 55%	543 56%	257 63% CG	241 64% DH	2088 67% ACG	1857 67% BDFH
.hanoi	-	56 60%	-	-	-	-	-	-	-	-	-	56 60%
.cairo	-	57 59%	-	-	-	-	-	-	-	57 59%	-	-
.online	-	3227 59% D	-	367 44%	-	285 56% D	-	555 58% D	-	257 68% BDFH	-	1763 63% BDFH
.istanbul	-	56 59%	-	-	-	-	-	56 59%	-	-	-	-
.delhi	-	350 59%	-	-	-	-	-	-	-	-	-	350 59%
.abuja	-	108 56%	-	-	-	-	-	-	-	108 56%	-	-
.Foshan	-	553 56%	-	-	-	-	-	-	-	-	-	553 56%

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

Q826. Please rate the following gTLDs by how trustworthy you feel they are.

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
.mockba	-	128 55%	-	-	-	-	-	-	-	-	-	128 55%
.photography	3223 52% G	3006 55% AFH	520 56% AGI	452 55% F	317 53% G	247 49%	502 46%	488 51% G	205 50%	226 60% IFH	1679 54% AG	1593 57% KBFH
.website	-	3003 55% DH	-	370 45%	-	310 61% BDH	-	487 51% D	-	226 60% DH	-	1610 58% BDH
.link	3463 56% BCG	2954 54% DH	485 52% DG	346 42%	362 60% FACG	276 54% DH	485 45%	416 43%	244 60% CG	227 60% BDH	1887 60% ACG	1689 61% BDFH
.site	-	2784 51% DH	-	333 40%	-	263 52% DH	-	423 44%	-	208 55% DH	-	1557 56% BDH
.warszawa	-	46 50%	-	-	-	-	-	46 50%	-	-	-	-
.london	495 46%	90 50%	-	-	-	-	495 46%	90 50%	-	-	-	-
.tokyo	-	155 49%	-	-	-	-	-	-	-	-	-	155 49%
.paris	-	89 49%	-	-	-	-	-	89 49%	-	-	-	-
.wang	585 53%	489 49%	-	-	-	-	-	-	-	-	585 53%	489 49%
.roma	-	43 48%	-	-	-	-	-	43 48%	-	-	-	-
.nyc	270 54% B	214 46%	270 54% D	214 46%	-	-	-	-	-	-	-	-
.manilla	-	83 45%	-	-	-	-	-	-	-	-	-	83 45%
.space	-	2458 45% DH	-	319 39%	-	221 44% H	-	336 35%	-	192 51% BDFH	-	1390 50% BDFH
.pics	-	2452 45% FH	-	349 42% FH	-	160 32%	-	317 33%	-	211 56% BDFH	-	1415 51% BDFH
.club	2999 49% BCEG	2377 44% DFH	415 45% DG	249 30%	268 45% FG	194 38% DH	422 39% H	317 33%	186 45% G	177 47% DFH	1708 55% LACEGI	1440 52% BDFH
.xn-55qx5d (Chinese for company)	632 57% B	416 42%	-	-	-	-	-	-	-	-	632 57% L	416 42%

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
.xn--ses554g (Chinese for network address)	624 56% B	410 41%	-	-	-	-	-	-	-	-	624 56% L	410 41%
.top	-	2122 39% DFH	-	200 24%	-	135 27%	-	285 30% D	-	160 42% DFH	-	1342 48% BDFHJ
.realtor	2612 43% BEG	2106 39% FH	492 53% AEGIK	432 52% BFHL	221 37% FG	119 23%	320 29% H	236 25%	166 41% G	179 47% BFHL	1413 45% LAEG	1140 41% BFH
.guadalajara	-	71 39%	-	71 39%	-	-	-	-	-	-	-	-
.rio	-	113 35%	-	-	-	113 35%	-	-	-	-	-	-
.guru	2551 42% BCG	1919 35% DFH	329 36% DG	212 26%	229 38% FG	143 28% H	303 28% H	214 22%	165 40% G	163 43% BDFH	1525 49% LACEGI	1187 43% BDFH
.cordoba	-	31 33%	-	-	-	31 33%	-	-	-	-	-	-
.xyz	2178 35% BCGI	1551 28% DFH	257 28% D	143 17%	200 33% FCG	102 20%	297 27% H	183 19%	116 28%	127 34% BDFH	1308 42% LACEGI	996 36% BDFH
.ovh	71 28% B	32 14%	-	-	-	-	71 28% H	32 14%	-	-	-	-

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
.ovh	179 72%	196 86% A	-	-	-	-	179 72%	196 86% G	-	-	-	-
.xyz	3966 65% K	3901 72% AJL	668 72% AEK	683 83% CBJL	399 67% K	405 80% EBJL	789 73% AEK	780 81% GBJL	293 72% AK	251 66%	1817 58%	1782 64% K
.cordoba	-	62 67%	-	-	-	62 67%	-	-	-	-	-	-
.guru	3593 58% K	3533 65% AJL	596 64% AK	614 74% CBJL	370 62% K	364 72% EBJL	783 72% ACEIK	749 78% GBFJL	244 60% K	215 57%	1600 51%	1591 57% K
.rio	-	208 65%	-	-	-	208 65%	-	-	-	-	-	-
.guadalajara	-	113 61%	-	113 61%	-	-	-	-	-	-	-	-
.realtor	3532 57% CK	3346 61% ADJL	433 47%	394 48%	378 63% ACK	388 77% EBDJL	766 71% ACEIK	727 75% GBDJL	243 59% C	199 53%	1712 55% C	1638 59% KDJ
.top	-	3330 61% L	-	626 76% BHJL	-	372 73% BJL	-	678 70% BJL	-	218 58% L	-	1436 52%
.xn-ses554g (Chinese for network address)	486 44%	586 59% A	-	-	-	-	-	-	-	-	486 44%	586 59% K
.xn-55qx5d (Chinese for company)	478 43%	580 58% A	-	-	-	-	-	-	-	-	478 43%	580 58% K
.club	3145 51% K	3075 56% AL	510 55% AK	577 70% CBFJL	331 55% AK	313 62% EBJL	664 61% ACEIK	646 67% GBFJL	223 55% K	201 53%	1417 45%	1338 48% K
.pics	-	3000 55% JL	-	477 58% JL	-	347 68% BDJL	-	646 67% BDJL	-	167 44%	-	1363 49%
.space	-	2994 55% JL	-	507 61% BJL	-	286 56% JL	-	627 65% BFJL	-	186 49%	-	1388 50%
.manilla	-	101 55%	-	-	-	-	-	-	-	-	-	101 55%
.nyc	232 46%	247 54% A	232 46%	247 54% C	-	-	-	-	-	-	-	-
.roma	-	47 52%	-	-	-	-	-	47 52%	-	-	-	-

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

Q826. Please rate the following gTLDs by how trustworthy you feel they are.

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
.wang	525 47%	507 51%	-	-	-	-	-	-	-	-	525 47%	507 51%
.paris	-	92 51%	-	-	-	-	-	92 51%	-	-	-	-
.tokyo	-	160 51%	-	-	-	-	-	-	-	-	-	160 51%
.warszawa	-	46 50%	-	-	-	-	-	46 50%	-	-	-	-
.london	591 54%	90 50%	-	-	-	-	591 54%	90 50%	-	-	-	-
.site	-	2668 49% L	-	493 60% BFJL	-	244 48%	-	540 56% BFJL	-	170 45%	-	1221 44%
.link	2681 44% EK	2498 46% AJL	440 48% AEIK	480 58% CBFJL	237 40%	231 46% EL	601 55% ACEIK	547 57% BFJL	165 40%	151 40%	1238 40%	1089 39%
.website	-	2449 45% FL	-	456 55% BFHJL	-	197 39%	-	476 49% BFJL	-	152 40%	-	1168 42%
.photography	2921 48% BCK	2446 45% L	405 44%	374 45%	282 47%	260 51% BDJL	584 54% HACEK	475 49% BJL	204 50% JC	152 40%	1446 46% L	1185 43%
.mockba	-	103 45%	-	-	-	-	-	-	-	-	-	103 45%
.Foshan	-	443 44%	-	-	-	-	-	-	-	-	-	443 44%
.abuja	-	84 44%	-	-	-	-	-	-	-	84 44%	-	-
.delhi	-	245 41%	-	-	-	-	-	-	-	-	-	245 41%
.istanbul	-	39 41%	-	-	-	-	-	39 41%	-	-	-	-
.online	-	2225 41% JL	-	459 56% BFHJL	-	222 44% JL	-	408 42% JL	-	121 32%	-	1015 37%
.cairo	-	39 41%	-	-	-	-	-	-	-	39 41%	-	-
.hanoi	-	37 40%	-	-	-	-	-	-	-	-	-	37 40%

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
.email	2293 37% K	2056 38% L	405 44% AEIK	387 47% BFJL	215 36%	191 38% L	484 45% AEIK	420 44% BFJL	152 37%	137 36%	1037 33%	921 33%
.seoul	-	69 38%	-	-	-	-	-	-	-	-	-	69 38%
.bogota	-	35 38%	-	-	-	35 38%	-	-	-	-	-	-
.capetown	-	33 37%	-	-	-	-	-	-	-	33 37%	-	-
.madrid	-	35 36%	-	-	-	-	-	35 36%	-	-	-	-
.toronto	-	63 35%	-	63 35%	-	-	-	-	-	-	-	-
.berlin	91 36%	75 33%	-	-	-	-	91 36%	75 33%	-	-	-	-
.news	-	1573 29% JL	-	248 30% JL	-	185 36% BDJL	-	379 39% BDJL	-	80 21%	-	681 25%
.jakarta	-	44 24%	-	-	-	-	-	-	-	-	-	44 24%

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

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

1. .email

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	3851 63% CG	3396 62% DH	520 56% CG	439 53% DH	384 64% CG	316 62% DH	602 55% CG	543 56% DH	257 63% CG	241 64% DH	2088 67% ACG	1857 67% BDFH
Very trustworthy	894 15% CG	981 18% ADH	77 8% CG	93 11% C	97 16% CG	103 20% DH	80 7% CG	104 11% G	80 20% ACG	71 19% DH	560 18% ACG	610 22% KBDH
Somewhat trustworthy	2957 48% BI	2415 44% BI	443 48% D	346 42% D	287 48% F	213 42% F	522 48% F	439 46% F	177 43% F	170 45% F	1528 49% LI	1247 45% LI
BOTTOM 2 BOX (NET)	2293 37% K	2056 38% L	405 44% AEIK	387 47% BFJL	215 36% BFJL	191 38% L	484 45% AEIK	420 44% BFJL	152 37% BFJL	137 36% BFJL	1037 33% BFJL	921 33% BFJL
Not very trustworthy	1649 27% AL	1596 29% AL	274 30% AEIK	285 35% CBFJL	143 24% CBFJL	137 27% CBFJL	321 30% AEIK	316 33% BFJL	98 24% BFJL	102 27% BFJL	813 26% BFJL	756 27% BFJL
Not at all trustworthy	644 10% BK	460 8% L	131 14% AK	102 12% BL	72 12% K	54 11% L	163 15% HAK	104 11% BL	54 13% K	35 9% L	224 7% L	165 6% L
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	3223 52% G	3006 55% AFH	520 56% AGI	452 55% F	317 53% G	247 49% G	502 46% G	488 51% G	205 50% G	226 60% IFH	1679 54% AG	1593 57% KBFH
Very trustworthy	470 8% CG	602 11% ADH	52 6% G	64 8% G	47 8% G	46 9% H	51 5% G	59 6% CG	36 9% CG	45 12% DH	284 9% ACG	388 14% KBDHF
Somewhat trustworthy	2753 45% G	2404 44% F	468 51% AEGIK	388 47% F	270 45% G	201 40% G	451 42% G	429 45% G	169 41% G	181 48% F	1395 45% G	1205 43% G
BOTTOM 2 BOX (NET)	2921 48% BCK	2446 45% L	405 44% G	374 45% G	282 47% G	260 51% BDJL	584 54% HACEK	475 49% BJL	204 50% JC	152 40% G	1446 46% L	1185 43% G
Not very trustworthy	2149 35% G	1907 35% G	272 29% G	282 34% G	191 32% G	185 36% G	395 36% C	355 37% G	149 36% C	120 32% G	1142 37% ACE	965 35% G
Not at all trustworthy	772 13% BK	539 10% L	133 14% DK	92 11% L	91 15% AK	75 15% BJL	189 17% HAK	120 12% BJL	55 13% JK	32 8% G	304 10% L	220 8% G
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

3. .link

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	3463 56%	2954 54%	485 52%	346 42%	362 60%	276 54%	485 45%	416 43%	244 60%	227 60%	1887 60%	1689 61%
Very trustworthy	587 10% CG	659 12% ADH	58 6% G	53 6% G	69 12% CG	70 14% DH	39 4% G	56 6% G	59 14% ACG	57 15% DH	362 12% ACG	423 15% KBDH
Somewhat trustworthy	2876 47% BG	2295 42% DH	427 46% DG	293 35% DG	293 49% FG	206 41% FG	446 41% FG	360 37% FG	185 45% DH	170 45% DH	1525 49% LAG	1266 46% BDFH
BOTTOM 2 BOX (NET)	2681 44% EK	2498 46% AJL	440 48% AEIK	480 58% CBFJL	237 40% CBFJL	231 46% EL	601 55% ACEIK	547 57% BFJL	165 40% BFJL	151 40% BFJL	1238 40% BFJL	1089 39% BFJL
Not very trustworthy	1931 31% E	1884 35% AL	281 30% AEIK	340 41% CBFJL	163 27% CBFJL	157 31% CBFJL	396 36% ACEIK	397 41% GBFJL	115 28% GBFJL	115 30% GBFJL	976 31% GBFJL	875 31% GBFJL
Not at all trustworthy	750 12% K	614 11% L	159 17% AEIK	140 17% BJL	74 12% K	74 15% BJL	205 19% HAEIK	150 16% BJL	50 12% K	36 10% K	262 8% K	214 8% K
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

4. .guru

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	2551 42%	1919 35%	329 36%	212 26%	229 38%	143 28%	303 28%	214 22%	165 40%	163 43%	1525 49%	1187 43%
Very trustworthy	367 6%	361 7%	28 3%	26 3%	39 7%	30 6%	25 2%	28 3%	25 6%	24 6%	250 8%	253 9%
Somewhat trustworthy	2184 36%	1558 29%	301 33%	186 23%	190 32%	113 22%	278 26%	186 19%	140 34%	139 37%	1275 41%	934 34%
BOTTOM 2 BOX (NET)	3593 58%	3533 65%	596 64%	614 74%	370 62%	364 72%	783 72%	749 78%	244 60%	215 57%	1600 51%	1591 57%
Not very trustworthy	2440 40%	2424 44%	363 39%	388 47%	220 37%	204 40%	443 41%	451 47%	161 39%	156 41%	1253 40%	1225 44%
Not at all trustworthy	1153 19%	1109 20%	233 25%	226 27%	150 25%	160 32%	340 31%	298 31%	83 20%	59 16%	347 11%	366 13%
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	2612 43%	2106 39%	492 53%	432 52%	221 37%	119 23%	320 29%	236 25%	166 41%	179 47%	1413 45%	1140 41%
Very trustworthy	344 6%	320 6%	68 7%	51 6%	31 5%	13 3%	24 2%	28 3%	14 3%	20 5%	207 7%	208 7%
Somewhat trustworthy	2268 37%	1786 33%	424 46%	381 46%	190 32%	106 21%	296 27%	208 22%	152 37%	159 42%	1206 39%	932 34%
BOTTOM 2 BOX (NET)	3532 57%	3346 61%	433 47%	394 48%	378 63%	388 77%	766 71%	727 75%	243 59%	199 53%	1712 55%	1638 59%
Not very trustworthy	2478 40%	2403 44%	287 31%	280 34%	238 40%	241 48%	453 42%	464 48%	164 40%	137 36%	1336 43%	1281 46%
Not at all trustworthy	1054 17%	943 17%	146 16%	114 14%	140 23%	147 29%	313 29%	263 27%	79 19%	62 16%	376 12%	357 13%
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

6. .club

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	2999 49%	2377 44%	415 45%	249 30%	268 45%	194 38%	422 39%	317 33%	186 45%	177 47%	1708 55%	1440 52%
Very trustworthy	397 6%	408 7%	41 4%	24 3%	33 6%	35 7%	31 3%	36 4%	20 5%	19 5%	272 9%	294 11%
Somewhat trustworthy	2602 42%	1969 36%	374 40%	225 27%	235 39%	159 31%	391 36%	281 29%	166 41%	158 42%	1436 46%	1146 41%
BOTTOM 2 BOX (NET)	3145 51%	3075 56%	510 55%	577 70%	331 55%	313 62%	664 61%	646 67%	223 55%	201 53%	1417 45%	1338 48%
Not very trustworthy	2257 37%	2300 42%	342 37%	418 51%	220 37%	213 42%	419 39%	448 47%	156 38%	150 40%	1120 36%	1071 39%
Not at all trustworthy	888 14%	775 14%	168 18%	159 19%	111 19%	100 20%	245 23%	198 21%	67 16%	51 13%	297 10%	267 10%
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

7. .xyz

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	2178 35% BCGI	1551 28% DFH	257 28% D	143 17% D	200 33% FCG	102 20% H	297 27% H	183 19% H	116 28% H	127 34% BDFH	1308 42% LACEGI	996 36% BDFH
Very trustworthy	274 4% CG	280 5% DFH	20 2% D	22 3% D	24 4% CG	11 2% H	25 2% H	25 3% H	11 3% H	18 5% FH	194 6% ACEGI	204 7% BDFH
Somewhat trustworthy	1904 31% BCGI	1271 23% DFH	237 26% D	121 15% D	176 29% F	91 18% H	272 25% H	158 16% H	105 26% H	109 29% BDFH	1114 36% LACEGI	792 29% BDFH
BOTTOM 2 BOX (NET)	3966 65% K	3901 72% AJL	668 72% AEK	683 83% CBJL	399 67% K	405 80% EBJL	789 73% AEK	780 81% GBJL	293 72% AK	251 66% AK	1817 58% AK	1782 64% K
Not very trustworthy	2552 42% K	2370 43% A	386 42% A	368 45% A	241 40% A	212 42% A	427 39% G	438 45% G	168 41% G	150 40% G	1330 43% G	1202 43% G
Not at all trustworthy	1414 23% K	1531 28% AL	282 30% AK	315 38% CBJL	158 26% AK	193 38% EBJL	362 33% AEK	342 36% BJL	125 31% AK	101 27% L	487 16% L	580 21% K
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

16. .top

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	2122	-	200	-	135	-	285	-	160	-	1342
		39%		24%		27%		30%		42%		48%
		DFH						D		DFH		BDFHJ
Very trustworthy	-	360	-	21	-	20	-	36	-	23	-	260
		7%		3%		4%		4%		6%		9%
		DFH						D		DFH		BDFHJ
Somewhat trustworthy	-	1762	-	179	-	115	-	249	-	137	-	1082
		32%		22%		23%		26%		36%		39%
		DFH						D		DFH		BDFH
BOTTOM 2 BOX (NET)	-	3330	-	626	-	372	-	678	-	218	-	1436
		61%		76%		73%		70%		58%		52%
		L		BHJL		BJL		BJL		L		
Not very trustworthy	-	2431	-	413	-	236	-	472	-	153	-	1157
		45%		50%		47%		49%		40%		42%
		L		BJL		L		BJL				
Not at all trustworthy	-	899	-	213	-	136	-	206	-	65	-	279
		18%		26%		27%		21%		17%		10%
		L		BHJL		BHJL		BL		L		
Sigma	-	5452	-	826	-	507	-	963	-	378	-	2778
		100%		100%		100%		100%		100%		100%

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	2452	-	349	-	160	-	317	-	211	-	1415
	-	45% FH	-	42% FH	-	32%	-	33%	-	56% BDFH	-	51% BDFH
Very trustworthy	-	434	-	38	-	17	-	48	-	37	-	294
	-	8% DFH	-	5%	-	3%	-	5%	-	10% DFH	-	11% BDFH
Somewhat trustworthy	-	2018	-	311	-	143	-	269	-	174	-	1121
	-	37% FH	-	38% FH	-	28%	-	28%	-	46% BDFHL	-	40% BFH
BOTTOM 2 BOX (NET)	-	3000	-	477	-	347	-	646	-	167	-	1363
	-	55% JL	-	58% JL	-	68% BDJL	-	67% BDJL	-	44%	-	49%
Not very trustworthy	-	2219	-	336	-	230	-	439	-	126	-	1088
	-	41% JL	-	41% J	-	45% BJL	-	46% BDJL	-	33%	-	39% J
Not at all trustworthy	-	781	-	141	-	117	-	207	-	41	-	275
	-	14% JL	-	17% BJL	-	23% BDJL	-	21% BDJL	-	11%	-	10%
Sigma	-	5452	-	826	-	507	-	963	-	378	-	2778
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	3227 59% D	-	367 44%	-	285 56% D	-	555 58% D	-	257 68% BDFH	-	1763 63% BDFH
Very trustworthy	-	821 15% DH	-	73 9%	-	93 18% BDH	-	106 11%	-	77 20% BDH	-	472 17% BDH
Somewhat trustworthy	-	2406 44% DF	-	294 36%	-	192 38%	-	449 47% DF	-	180 48% DF	-	1291 46% BDF
BOTTOM 2 BOX (NET)	-	2225 41% JL	-	459 56% BFHJL	-	222 44% JL	-	408 42% JL	-	121 32%	-	1015 37%
Not very trustworthy	-	1727 32% JL	-	325 39% BFHJL	-	163 32% J	-	308 32% J	-	94 25%	-	837 30% J
Not at all trustworthy	-	498 9% L	-	134 16% BFHJL	-	59 12% BJL	-	100 10% L	-	27 7%	-	178 6%
Sigma	-	5452 100%	-	826 100%	-	507 100%	-	963 100%	-	378 100%	-	2778 100%

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

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

19. .space

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	2458	-	319	-	221	-	336	-	192	-	1390
	-	45% DH	-	39% H	-	44% H	-	35% H	-	51% BDFH	-	50% BDFH
Very trustworthy	-	477	-	45	-	41	-	47	-	38	-	306
	-	9% DH	-	5% H	-	8% H	-	5% H	-	10% DH	-	11% BDFH
Somewhat trustworthy	-	1981	-	274	-	180	-	289	-	154	-	1084
	-	36% DH	-	33% H	-	36% H	-	30% H	-	41% DH	-	39% BDH
BOTTOM 2 BOX (NET)	-	2994	-	507	-	286	-	627	-	186	-	1388
	-	55% JL	-	61% BJL	-	56% JL	-	65% BFJL	-	49% JL	-	50% JL
Not very trustworthy	-	2254	-	357	-	193	-	441	-	138	-	1125
	-	41% J	-	43% J	-	38% J	-	46% BFJL	-	37% JL	-	40% JL
Not at all trustworthy	-	740	-	150	-	93	-	186	-	48	-	263
	-	14% L	-	18% BJL	-	18% BJL	-	19% BJL	-	13% L	-	9% L
Sigma	-	5452	-	826	-	507	-	963	-	378	-	2778
	-	100% J	-	100% J	-	100% J	-	100% J	-	100% J	-	100% J

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	3003	-	370	-	310	-	487	-	226	-	1610
	-	55% DH	-	45%	-	61% BDH	-	51% D	-	60% DH	-	58% BDH
Very trustworthy	-	699	-	62	-	88	-	77	-	66	-	406
	-	13% DH	-	8%	-	17% BDH	-	8%	-	17% BDH	-	15% BDH
Somewhat trustworthy	-	2304	-	308	-	222	-	410	-	160	-	1204
	-	42% D	-	37%	-	44% D	-	43% D	-	42%	-	43% D
BOTTOM 2 BOX (NET)	-	2449	-	456	-	197	-	476	-	152	-	1168
	-	45% FL	-	55% BFHJL	-	39%	-	49% BFJL	-	40%	-	42% F
Not very trustworthy	-	1861	-	320	-	135	-	346	-	118	-	942
	-	34% F	-	39% BFJL	-	27%	-	36% F	-	31%	-	34% F
Not at all trustworthy	-	588	-	136	-	62	-	130	-	34	-	226
	-	11% L	-	16% BFJL	-	12% L	-	13% BJL	-	9%	-	8% F
Sigma	-	5452	-	826	-	507	-	963	-	378	-	2778
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

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

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

8 Jun 2016
Table 143

21. .news

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	3879	-	578	-	322	-	584	-	298	-	2097
	-	71% FH	-	70% FH	-	64%	-	61%	-	79% BDFH	-	75% BDFH
Very trustworthy	-	1071	-	109	-	89	-	106	-	97	-	670
	-	20% DH	-	13%	-	18% DH	-	11%	-	26% BDFH	-	24% BDFH
Somewhat trustworthy	-	2808	-	469	-	233	-	478	-	201	-	1427
	-	52% F	-	57% BFHL	-	46%	-	50%	-	53% F	-	51% F
BOTTOM 2 BOX (NET)	-	1573	-	248	-	185	-	379	-	80	-	681
	-	29% JL	-	30% JL	-	36% BDJL	-	39% BDJL	-	21%	-	25% JL
Not very trustworthy	-	1231	-	183	-	125	-	293	-	61	-	569
	-	23% JL	-	22%	-	25% JL	-	30% BDFJL	-	16%	-	20% JL
Not at all trustworthy	-	342	-	65	-	60	-	86	-	19	-	112
	-	6% L	-	8% BL	-	12% BDJL	-	9% BJL	-	5%	-	4% JL
Sigma	-	5452	-	826	-	507	-	963	-	378	-	2778
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	2784	-	333	-	263	-	423	-	208	-	1557
	-	51% DH	-	40%	-	52% DH	-	44%	-	55% DH	-	56% BDH
Very trustworthy	-	563	-	43	-	58	-	56	-	49	-	357
	-	10% DH	-	5%	-	11% DH	-	6%	-	13% DH	-	13% BDH
Somewhat trustworthy	-	2221	-	290	-	205	-	367	-	159	-	1200
	-	41% D	-	35%	-	40%	-	38%	-	42% D	-	43% BDH
BOTTOM 2 BOX (NET)	-	2668	-	493	-	244	-	540	-	170	-	1221
	-	49% L	-	60% BFJL	-	48% BFJL	-	56% BFJL	-	45% BFJL	-	44% BFJL
Not very trustworthy	-	2019	-	352	-	172	-	390	-	135	-	970
	-	37% L	-	43% BFJL	-	34% BFJL	-	40% BFL	-	36% BFL	-	35% BFL
Not at all trustworthy	-	649	-	141	-	72	-	150	-	35	-	251
	-	12% L	-	17% BJL	-	14% JL	-	16% BJL	-	9% JL	-	9% JL
Sigma	-	5452	-	826	-	507	-	963	-	378	-	2778
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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 - A/C/E/G/I/K - B/D/F/H/J/L
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.
25. .roma

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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 - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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 - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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 - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

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Table 151

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

8 Jun 2016
Table 152

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	184	**	**	**	**	**	**	**	**	**	184
TOP 2 BOX (NET)	-	83 45%	-	-	-	-	-	-	-	-	-	83 45%
Very trustworthy	-	21 11%	-	-	-	-	-	-	-	-	-	21 11%
Somewhat trustworthy	-	62 34%	-	-	-	-	-	-	-	-	-	62 34%
BOTTOM 2 BOX (NET)	-	101 55%	-	-	-	-	-	-	-	-	-	101 55%
Not very trustworthy	-	73 40%	-	-	-	-	-	-	-	-	-	73 40%
Not at all trustworthy	-	28 15%	-	-	-	-	-	-	-	-	-	28 15%
Sigma	-	184 100%	-	-	-	-	-	-	-	-	-	184 100%

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	315	**	**	**	**	**	**	**	**	**	315
TOP 2 BOX (NET)	-	155 49%	-	-	-	-	-	-	-	-	-	155 49%
Very trustworthy	-	19 6%	-	-	-	-	-	-	-	-	-	19 6%
Somewhat trustworthy	-	136 43%	-	-	-	-	-	-	-	-	-	136 43%
BOTTOM 2 BOX (NET)	-	160 51%	-	-	-	-	-	-	-	-	-	160 51%
Not very trustworthy	-	142 45%	-	-	-	-	-	-	-	-	-	142 45%
Not at all trustworthy	-	18 6%	-	-	-	-	-	-	-	-	-	18 6%
Sigma	-	315 100%	-	-	-	-	-	-	-	-	-	315 100%

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	183	**	**	**	**	**	**	**	**	**	183
TOP 2 BOX (NET)	-	114 62%	-	-	-	-	-	-	-	-	-	114 62%
Very trustworthy	-	26 14%	-	-	-	-	-	-	-	-	-	26 14%
Somewhat trustworthy	-	88 48%	-	-	-	-	-	-	-	-	-	88 48%
BOTTOM 2 BOX (NET)	-	69 38%	-	-	-	-	-	-	-	-	-	69 38%
Not very trustworthy	-	59 32%	-	-	-	-	-	-	-	-	-	59 32%
Not at all trustworthy	-	10 5%	-	-	-	-	-	-	-	-	-	10 5%
Sigma	-	183 100%	-	-	-	-	-	-	-	-	-	183 100%

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

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

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Table 157

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	231	**	**	**	**	**	**	**	**	**	231
TOP 2 BOX (NET)	-	128 55%	-	-	-	-	-	-	-	-	-	128 55%
Very trustworthy	-	26 11%	-	-	-	-	-	-	-	-	-	26 11%
Somewhat trustworthy	-	102 44%	-	-	-	-	-	-	-	-	-	102 44%
BOTTOM 2 BOX (NET)	-	103 45%	-	-	-	-	-	-	-	-	-	103 45%
Not very trustworthy	-	64 28%	-	-	-	-	-	-	-	-	-	64 28%
Not at all trustworthy	-	39 17%	-	-	-	-	-	-	-	-	-	39 17%
Sigma	-	231 100%	-	-	-	-	-	-	-	-	-	231 100%

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	595	**	**	**	**	**	**	**	**	**	595
TOP 2 BOX (NET)	-	350 59%	-	-	-	-	-	-	-	-	-	350 59%
Very trustworthy	-	100 17%	-	-	-	-	-	-	-	-	-	100 17%
Somewhat trustworthy	-	250 42%	-	-	-	-	-	-	-	-	-	250 42%
BOTTOM 2 BOX (NET)	-	245 41%	-	-	-	-	-	-	-	-	-	245 41%
Not very trustworthy	-	177 30%	-	-	-	-	-	-	-	-	-	177 30%
Not at all trustworthy	-	68 11%	-	-	-	-	-	-	-	-	-	68 11%
Sigma	-	595 100%	-	-	-	-	-	-	-	-	-	595 100%

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	181	**	**	**	**	**	**	**	**	**	181
TOP 2 BOX (NET)	-	137 76%	-	-	-	-	-	-	-	-	-	137 76%
Very trustworthy	-	32 18%	-	-	-	-	-	-	-	-	-	32 18%
Somewhat trustworthy	-	105 58%	-	-	-	-	-	-	-	-	-	105 58%
BOTTOM 2 BOX (NET)	-	44 24%	-	-	-	-	-	-	-	-	-	44 24%
Not very trustworthy	-	39 22%	-	-	-	-	-	-	-	-	-	39 22%
Not at all trustworthy	-	5 3%	-	-	-	-	-	-	-	-	-	5 3%
Sigma	-	181 100%	-	-	-	-	-	-	-	-	-	181 100%

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

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

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38. .abuja

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	192	**	**	**	**	**	**	**	192	**	**
TOP 2 BOX (NET)	-	108 56%	-	-	-	-	-	-	-	108 56%	-	-
Very trustworthy	-	17 9%	-	-	-	-	-	-	-	17 9%	-	-
Somewhat trustworthy	-	91 47%	-	-	-	-	-	-	-	91 47%	-	-
BOTTOM 2 BOX (NET)	-	84 44%	-	-	-	-	-	-	-	84 44%	-	-
Not very trustworthy	-	65 34%	-	-	-	-	-	-	-	65 34%	-	-
Not at all trustworthy	-	19 10%	-	-	-	-	-	-	-	19 10%	-	-
Sigma	-	192 100%	-	-	-	-	-	-	-	192 100%	-	-

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	90*	**	**	**	**	**	**	**	90*	**	**
TOP 2 BOX (NET)	-	57 63%	-	-	-	-	-	-	-	57 63%	-	-
Very trustworthy	-	7 8%	-	-	-	-	-	-	-	7 8%	-	-
Somewhat trustworthy	-	50 56%	-	-	-	-	-	-	-	50 56%	-	-
BOTTOM 2 BOX (NET)	-	33 37%	-	-	-	-	-	-	-	33 37%	-	-
Not very trustworthy	-	24 27%	-	-	-	-	-	-	-	24 27%	-	-
Not at all trustworthy	-	9 10%	-	-	-	-	-	-	-	9 10%	-	-
Sigma	-	90 100%	-	-	-	-	-	-	-	90 100%	-	-

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

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

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Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	96*	**	**	**	**	**	**	**	96*	**	**
TOP 2 BOX (NET)	-	57 59%	-	-	-	-	-	-	-	57 59%	-	-
Very trustworthy	-	11 11%	-	-	-	-	-	-	-	11 11%	-	-
Somewhat trustworthy	-	46 48%	-	-	-	-	-	-	-	46 48%	-	-
BOTTOM 2 BOX (NET)	-	39 41%	-	-	-	-	-	-	-	39 41%	-	-
Not very trustworthy	-	28 29%	-	-	-	-	-	-	-	28 29%	-	-
Not at all trustworthy	-	11 11%	-	-	-	-	-	-	-	11 11%	-	-
Sigma	-	96 100%	-	-	-	-	-	-	-	96 100%	-	-

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

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

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Table 163

41. .bogota

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	93*	**	**	**	93*	**	**	**	**	**	**
TOP 2 BOX (NET)	-	58 62%	-	-	-	58 62%	-	-	-	-	-	-
Very trustworthy	-	16 17%	-	-	-	16 17%	-	-	-	-	-	-
Somewhat trustworthy	-	42 45%	-	-	-	42 45%	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	35 38%	-	-	-	35 38%	-	-	-	-	-	-
Not very trustworthy	-	19 20%	-	-	-	19 20%	-	-	-	-	-	-
Not at all trustworthy	-	16 17%	-	-	-	16 17%	-	-	-	-	-	-
Sigma	-	93 100%	-	-	-	93 100%	-	-	-	-	-	-

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	93*	**	**	**	93*	**	**	**	**	**	**
TOP 2 BOX (NET)	-	31 33%	-	-	-	31 33%	-	-	-	-	-	-
Very trustworthy	-	3 3%	-	-	-	3 3%	-	-	-	-	-	-
Somewhat trustworthy	-	28 30%	-	-	-	28 30%	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	62 67%	-	-	-	62 67%	-	-	-	-	-	-
Not very trustworthy	-	35 38%	-	-	-	35 38%	-	-	-	-	-	-
Not at all trustworthy	-	27 29%	-	-	-	27 29%	-	-	-	-	-	-
Sigma	-	93 100%	-	-	-	93 100%	-	-	-	-	-	-

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	321	**	**	**	321	**	**	**	**	**	**
TOP 2 BOX (NET)	-	113 35%	-	-	-	113 35%	-	-	-	-	-	-
Very trustworthy	-	18 6%	-	-	-	18 6%	-	-	-	-	-	-
Somewhat trustworthy	-	95 30%	-	-	-	95 30%	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	208 65%	-	-	-	208 65%	-	-	-	-	-	-
Not very trustworthy	-	134 42%	-	-	-	134 42%	-	-	-	-	-	-
Not at all trustworthy	-	74 23%	-	-	-	74 23%	-	-	-	-	-	-
Sigma	-	321 100%	-	-	-	321 100%	-	-	-	-	-	-

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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% G	-	-	-	-
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

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9. .ovh

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	250	228	**	**	**	**	250	228	**	**	**	**
TOP 2 BOX (NET)	71 28% B	32 14%	-	-	-	-	71 28% H	32 14%	-	-	-	-
Very trustworthy	5 2%	5 2%	-	-	-	-	5 2%	5 2%	-	-	-	-
Somewhat trustworthy	66 26% B	27 12%	-	-	-	-	66 26% H	27 12%	-	-	-	-
BOTTOM 2 BOX (NET)	179 72%	196 86% A	-	-	-	-	179 72%	196 86% G	-	-	-	-
Not very trustworthy	85 34%	105 46% A	-	-	-	-	85 34%	105 46% G	-	-	-	-
Not at all trustworthy	94 38%	91 40%	-	-	-	-	94 38%	91 40%	-	-	-	-
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 - A/C/E/G/I/K - B/D/F/H/J/L
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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1086	180	**	**	**	**	1086	180	**	**	**	**
TOP 2 BOX (NET)	495 46%	90 50%	-	-	-	-	495 46%	90 50%	-	-	-	-
Very trustworthy	47 4%	17 9% A	-	-	-	-	47 4%	17 9% G	-	-	-	-
Somewhat trustworthy	448 41%	73 41%	-	-	-	-	448 41%	73 41%	-	-	-	-
BOTTOM 2 BOX (NET)	591 54%	90 50%	-	-	-	-	591 54%	90 50%	-	-	-	-
Not very trustworthy	383 35%	70 39%	-	-	-	-	383 35%	70 39%	-	-	-	-
Not at all trustworthy	208 19% B	20 11%	-	-	-	-	208 19% H	20 11%	-	-	-	-
Sigma	1086 100%	180 100%	-	-	-	-	1086 100%	180 100%	-	-	-	-

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

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

11. .nyc

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	502	461	502	461	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	270 54% B	214 46%	270 54% D	214 46%	-	-	-	-	-	-	-	-
Very trustworthy	30 6%	32 7%	30 6%	32 7%	-	-	-	-	-	-	-	-
Somewhat trustworthy	240 48% B	182 39%	240 48% D	182 39%	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	232 46%	247 54% A	232 46%	247 54% C	-	-	-	-	-	-	-	-
Not very trustworthy	149 30%	176 38% A	149 30%	176 38% C	-	-	-	-	-	-	-	-
Not at all trustworthy	83 17%	71 15%	83 17%	71 15%	-	-	-	-	-	-	-	-
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 - A/C/E/G/I/K - B/D/F/H/J/L
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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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% L	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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1110	996	**	**	**	**	**	**	**	**	1110	996
TOP 2 BOX (NET)	624 56% B	410 41% L	-	-	-	-	-	-	-	-	624 56% L	410 41% L
Very trustworthy	100 9%	92 9%	-	-	-	-	-	-	-	-	100 9%	92 9%
Somewhat trustworthy	524 47% B	318 32% L	-	-	-	-	-	-	-	-	524 47% L	318 32% L
BOTTOM 2 BOX (NET)	486 44%	586 59% A	-	-	-	-	-	-	-	-	486 44%	586 59% K
Not very trustworthy	395 36%	439 44% A	-	-	-	-	-	-	-	-	395 36%	439 44% K
Not at all trustworthy	91 8%	147 15% A	-	-	-	-	-	-	-	-	91 8%	147 15% K
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 - A/C/E/G/I/K - B/D/F/H/J/L
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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1110	996	**	**	**	**	**	**	**	**	1110	996
TOP 2 BOX (NET)	632 57% B	416 42%	-	-	-	-	-	-	-	-	632 57% L	416 42%
Very trustworthy	105 9%	95 10%	-	-	-	-	-	-	-	-	105 9%	95 10%
Somewhat trustworthy	527 47% B	321 32%	-	-	-	-	-	-	-	-	527 47% L	321 32%
BOTTOM 2 BOX (NET)	478 43%	580 58% A	-	-	-	-	-	-	-	-	478 43%	580 58% K
Not very trustworthy	386 35%	438 44% A	-	-	-	-	-	-	-	-	386 35%	438 44% K
Not at all trustworthy	92 8%	142 14% A	-	-	-	-	-	-	-	-	92 8%	142 14% K
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 - A/C/E/G/I/K - B/D/F/H/J/L
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?

8 Jun 2016
Table 173

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
EXTENSION APPEAL (NET)	-	910 17% HJ	-	154 19% HJ	-	90 18% H	-	121 13% H	-	49 13% H	-	496 18% BHJ
Relevant to topic/Specific to the domain	-	305 6% HL	-	72 9% BHL	-	43 8% BHL	-	39 4% H	-	25 7% H	-	126 5% H
Wording makes sense	-	117 2% J	-	22 3% J	-	12 2% J	-	20 2% J	-	2 1% H	-	61 2% J
Gut feeling/My opinion	-	69 1% H	-	5 1% H	-	3 1% H	-	7 1% H	-	2 1% H	-	52 2% BDFH
Short wording	-	62 1% H	-	6 1% H	-	7 1% H	-	2 H	-	2 1% H	-	45 2% BH
Nothing looks/sounds suspicious	-	54 1% H	-	18 2% BFHL	-	2 H	-	9 1% H	-	4 1% H	-	21 1% H
It's meaning/Meaningful	-	41 1% DH	-	1 H	-	3 1% H	-	-	-	-	-	37 1% BDHJ
Believable/Confidence/Convincing	-	33 1% H	-	2 H	-	7 1% BDHJ	-	3 H	-	-	-	21 1% H
I don't pay attention/Wouldn't notice	-	32 1% H	-	4 H	-	3 1% H	-	7 1% H	-	1 H	-	17 1% H
Good/Like domain	-	31 1% H	-	5 1% H	-	2 H	-	5 1% H	-	2 1% H	-	17 1% H
Depends on language	-	28 1% H	-	3 H	-	-	-	3 H	-	-	-	22 1% BF
Professional	-	23 H	-	2 H	-	-	-	5 1% H	-	1 H	-	15 1% H
Curiosity/Interesting	-	23 H	-	1 H	-	3 1% H	-	6 1% H	-	-	-	13 H
Same/Similar to others	-	16 H	-	1 H	-	3 1% H	-	1 H	-	6 2% BDHL	-	5 H
Ordinary/Traditional/Conventional	-	14 H	-	-	-	-	-	2 H	-	1 H	-	11 H
Accurate	-	11 H	-	1 H	-	-	-	-	-	-	-	10 B

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

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	Region											
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	5452	-**	826	-**	507	-**	963	-**	378	-**	2778
All/Everything	-	9	-	2	-	2	-	3	-	-	-	2
Better/Best	-	2	-	-	-	-	-	-	-	-	-	2
Other extension appeal mentions	-	140 3% H	-	25 3% H	-	10 2% H	-	16 2% H	-	6 2% H	-	83 3% H
INFORMATION (NET)	-	606 11% H	-	95 12% H	-	81 16% BDHL	-	80 8% H	-	54 14% BHL	-	296 11% H
Content/Information provided	-	463 8% H	-	66 8% H	-	54 11% H	-	64 7% H	-	43 11% BH	-	236 8% H
Has what I am looking for	-	127 2% HL	-	29 4% BHL	-	26 5% BHJL	-	14 1% H	-	9 2% H	-	49 2% H
Other information mentions	-	26	-	3	-	1	-	5	-	3	-	14
REPUTATION (NET)	-	599 11% D	-	86 10% D	-	68 13% D	-	102 11% D	-	38 10% D	-	305 11% D
Well known/Most commonly used	-	237 4% D	-	24 3% D	-	25 5% D	-	53 6% D	-	15 4% D	-	120 4% D
Legitimate/Genuine/Authentic	-	113 2% F	-	24 3% F	-	4 1% F	-	15 2% F	-	9 2% F	-	61 2% F
Trustworthy	-	50 1% D	-	1 1% D	-	4 1% D	-	9 1% D	-	6 2% D	-	30 1% D
Dependable/Reliable	-	47 1% L	-	5 1% L	-	25 5% BDHJL	-	4 1% L	-	2 1% L	-	11 1% L
Depends on company/website behind the name	-	47 1% L	-	11 1% L	-	4 1% L	-	9 1% L	-	2 1% L	-	21 1% L
Good company/reputation/track record	-	33 1% L	-	8 1% L	-	2 1% L	-	7 1% L	-	1 1% L	-	15 1% L
Tested/Proven/Verified	-	32 1% D	-	-	-	1 1% D	-	9 1% D	-	2 1% D	-	20 1% D
Top level/High ranking	-	23 1% H	-	3 1% H	-	6 1% BHL	-	1 1% H	-	1 1% H	-	12 1% H
Good experience/Never had a problem	-	19 1% L	-	4 1% L	-	1 1% L	-	5 1% L	-	3 1% L	-	6 1% L

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

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Base: All Qualified Respondents

	Region											
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	5452	-**	826	-**	507	-**	963	-**	378	-**	2778
No scams/fraud	-	14 _L	-	9 _{1%}	-	1 _{BHJL}	-	2 _L	-	-	-	2 _L
Knowledgeable/Area of expertise/It's their business	-	3 _L	-	-	-	-	-	-	-	-	-	3 _L
Good management/Operation of site	-	2 _L	-	-	-	-	-	-	-	-	-	2 _L
Other reputation mentions	-	21 _L	-	3 _L	-	1 _L	-	1 _L	-	2 _{1%}	-	14 _{1%}
EXTENSION (NET)	-	590 _{11%}	-	100 _{12%}	-	68 _{13%}	-	76 _{8%}	-	60 _{16%}	-	286 _{10%}
Domain name/extension (Unspec.)	-	298 _{5%}	-	43 _{5%}	-	28 _{6%}	-	45 _{5%}	-	35 _{9%}	-	147 _{5%}
.com	-	109 _{2%}	-	22 _{3%}	-	17 _{3%}	-	9 _{1%}	-	11 _{3%}	-	50 _{2%}
Https	-	40 _{1%}	-	8 _{1%}	-	5 _{1%}	-	7 _{1%}	-	3 _{1%}	-	17 _{1%}
.org	-	27 _H	-	6 _{1%}	-	6 _{1%}	-	-	-	4 _{1%}	-	11 _L
.net	-	24 _L	-	7 _{1%}	-	2 _{BHJL}	-	1 _L	-	4 _{1%}	-	10 _L
.in	-	13 _L	-	-	-	-	-	-	-	-	-	13 _{BDH}
.info	-	10 _L	-	5 _{1%}	-	1 _{BL}	-	1 _L	-	1 _L	-	2 _L
.co	-	9 _L	-	-	-	8 _{2%}	-	-	-	-	-	1 _L
.gov	-	9 _L	-	3 _L	-	3 _{1%}	-	-	-	1 _L	-	2 _L
.ru	-	4 _L	-	-	-	-	-	-	-	-	-	4 _L
.cn	-	3 _L	-	-	-	-	-	-	-	-	-	3 _L
.fr	-	3 _L	-	1 _L	-	-	-	2 _L	-	-	-	-

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

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	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	5452	-**	826	-**	507	-**	963	-**	378	-**	2778
Other extension mentions	-	124 2%	-	24 3%	-	14 3%	-	15 2%	-	13 3%	-	58 2%
USAGE (NET)	-	574 11% FH	-	127 15% BFHL	-	37 7%	-	62 6%	-	44 12% FH	-	304 11% FH
More familiar/I use extension	-	230 4% H	-	43 5% H	-	17 3% H	-	13 1%	-	15 4% H	-	142 5% BH
Not familiar	-	155 3% FL	-	59 7% BFHL	-	3 1%	-	24 2% F	-	19 5% BFHL	-	50 2% F
I would try it	-	63 1%	-	6 1%	-	8 2%	-	8 1%	-	3 1%	-	38 1%
Depends on use (Unspec.)	-	43 1%	-	5 1%	-	2	-	4	-	5 1%	-	27 1%
Necessary/Needed to access internet	-	11	-	1	-	1	-	1	-	-	-	8
Helpful/Useful	-	11	-	-	-	-	-	1	-	1	-	9
Used by organizations	-	10	-	2	-	-	-	-	-	-	-	8
Government use	-	9	-	3	-	-	-	-	-	1	-	5
Efficient/Work well	-	7	-	-	-	1	-	-	-	-	-	6
Public use	-	6	-	-	-	-	-	-	-	-	-	6
Business/Company use	-	6	-	2	-	-	-	-	-	-	-	4
Non profit use	-	1	-	1	-	-	-	-	-	-	-	-
Educational use	-	1	-	-	-	1 BL	-	-	-	-	-	-
Commercial use	-	1	-	1	-	-	-	-	-	-	-	-
Other usage mentions	-	32 1% L	-	6 1%	-	4 1%	-	11 1% BL	-	1	-	10

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/M/K - B/D/F/H/J/L
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	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	5452	-**	826	-**	507	-**	963	-**	378	-**	2778
SEARCH (NET)	-	319 6%	-	44 5%	-	34 7%	-	62 6%	-	24 6%	-	155 6%
Researched it/Check out source first	-	156 3%	-	22 3%	-	20 4%	-	25 3%	-	11 3%	-	78 3%
Search engine/Found through searching	-	95 2%	-	14 2%	-	6 1%	-	18 2%	-	9 2%	-	48 2%
Google search	-	64 1% L	-	9 1%	-	9 2% L	-	18 2% BL	-	7 2% L	-	21 1%
Other search mentions	-	12 *	-	1 *	-	-	-	1 *	-	-	-	10 *
SAFETY/SECURITY (NET)	-	258 5% L	-	40 5%	-	29 6%	-	45 5%	-	30 8% BDHL	-	114 4%
Safety/Security/Padlock	-	136 2% L	-	21 3%	-	16 3%	-	26 3%	-	19 5% BDHL	-	54 2%
Check with anti virus software	-	86 2%	-	14 2%	-	10 2%	-	12 1%	-	6 2%	-	44 2%
Not being exposed to virus	-	28 1%	-	4 *	-	2 *	-	7 1%	-	2 1%	-	13 *
Ensures privacy of personal information	-	9 *	-	3 *	-	-	-	2 *	-	1 *	-	3 *
Other safety/security mentions	-	5 *	-	1 *	-	1 * L	-	1 * L	-	2 * BL	-	-
Illegible data	-	220 4% D	-	21 3%	-	14 3%	-	69 7% BDFJL	-	10 3%	-	106 4%
CONVENIENCE (NET)	-	183 3% HJ	-	22 3%	-	13 3%	-	21 2%	-	5 1%	-	122 4% BDHJ
Clear/Easy to understand/differentiate	-	146 3% J	-	17 2% J	-	11 2% J	-	18 2% J	-	1 *	-	99 4% BDHJ
Easy to use/access	-	13 *	-	3 *	-	1 *	-	1 *	-	2 1%	-	6 *
Harder to obtain/Requires certain criteria	-	8 *	-	2 *	-	-	-	1 *	-	1 *	-	4 *
Faster/Quicker service	-	5 *	-	-	-	1 *	-	-	-	-	-	4 *

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/M/K - B/D/F/H/J/L
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	5452	-**	826	-**	507	-**	963	-**	378	-**	2778
Other convenience mentions	-	13	-	-	-	-	-	1	-	1	-	11
WEBSITE APPEAL (NET)	-	103	-	5	-	12	-	16	-	13	-	57
	-	2% D	-	1%	-	2% D	-	2% D	-	3% BDH	-	2% D
Design/Layout/Way it looks	-	87	-	2	-	9	-	15	-	10	-	51
	-	2% D	-	2%	-	2% D	-	2% D	-	3% D	-	2% D
Few/No pop-ups/advertisements	-	17	-	3	-	3	-	1	-	3	-	7
	-	1%	-	1%	-	1%	-	1%	-	1% H	-	1%
WEBSITE (NET)	-	90	-	14	-	12	-	11	-	7	-	46
	-	2%	-	2%	-	2%	-	1%	-	2%	-	2%
Linked from a trusted site	-	46	-	9	-	7	-	3	-	4	-	23
	-	1% H	-	1% H	-	1% H	-	1%	-	1%	-	1%
Web based use/Used by major websites	-	1	-	-	-	-	-	-	-	-	-	1
	-	1%	-	-	-	-	-	-	-	-	-	1%
Other website mentions	-	43	-	5	-	5	-	8	-	3	-	22
	-	1% H	-	1% H	-	1% H	-	1% H	-	1% H	-	1% H
WEBSITE ORIGIN (NET)	-	85	-	16	-	9	-	18	-	7	-	35
	-	2% D	-	2% D	-	2% D	-	2% D	-	2% D	-	1% D
Country/State of origin (Unspec.)	-	47	-	11	-	7	-	8	-	6	-	15
	-	1% L	-	1% L	-	1% L	-	1% L	-	2% L	-	1% L
Russian origin	-	5	-	1	-	-	-	-	-	-	-	4
	-	1%	-	1%	-	-	-	-	-	-	-	1%
Worldwide/International usage	-	5	-	-	-	-	-	-	-	-	-	5
	-	1%	-	-	-	-	-	-	-	-	-	1%
Represents my country	-	1	-	1	-	-	-	-	-	-	-	-
	-	1%	-	1%	-	-	-	-	-	-	-	-
Other website origin mentions	-	28	-	4	-	2	-	10	-	1	-	11
	-	1% BL	-	1% BL	-	1% BL	-	1% BL	-	1% BL	-	1% BL
MISCELLANEOUS (NET)	-	251	-	23	-	21	-	59	-	21	-	127
	-	5% D	-	3% D	-	4% D	-	6% BD	-	6% D	-	5% D
Recommended by others	-	148	-	13	-	14	-	40	-	15	-	66
	-	3% D	-	2% D	-	3% D	-	4% BDL	-	4% D	-	2% D
Authorized/Regulated	-	67	-	6	-	3	-	10	-	4	-	44
	-	1% B	-	1% B	-	1% B	-	1% B	-	1% B	-	2% B

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/M/K - B/D/F/H/J/L
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8 Jun 2016
Table 173

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	Region											
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	5452	-**	826	-**	507	-**	963	-**	378	-**	2778
Advertised/Promoted	-	19	-	-	-	1	-	2	-	-	-	16 1% BD
Good quality	-	6	-	2	-	2	-	2	-	-	-	-
Good technology/innovation	-	3	-	1	-	-	-	1	-	-	-	1
Provide good services	-	1	-	-	-	-	-	-	-	1	-	-
Other	-	12	-	1	-	1	-	6 1% BL	-	1	-	3
ECONOMY (NET)	-	9	-	1	-	1	-	3	-	1	-	3
It's paid for/Fee based	-	1	-	-	-	-	-	-	-	-	-	1
Other economy mentions	-	8	-	1	-	1	-	3	-	1	-	2
None	-	779 14% D	-	97 12%	-	85 17% D	-	131 14%	-	56 15%	-	410 15% D
Don't know	-	758 14% JL	-	125 15% J	-	60 12%	-	189 20% BDFJL	-	34 9%	-	350 13% J
Declined to answer	-	108 2% FJ	-	25 3% BFJ	-	2	-	21 2% FJ	-	2 1%	-	58 2% FJ
Sigma	-	6712 123%	-	1047 127%	-	669 132%	-	1118 116%	-	480 127%	-	3398 122%

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
An Internet search engine to find articles, posts or similar information	4668 76% BCG	4039 74% H	645 70% 70%	623 75% CH	455 76% C	387 76% H	780 72% 72%	658 68% 68%	355 87% ACEGK	320 85% BDFHL	2433 78% LACG	2051 74% H
An Internet encyclopedia	1859 30% CG	2178 40% ADH	195 21% 21%	220 27% C	172 29% CG	185 36% ED	230 21% 21%	314 33% GD	157 38% ACEG	157 42% DH	1195 35% ACEG	1302 47% KBDFH
My Internet service provider/agency that provides my internet access	1487 24% CGI	1570 29% ADH	146 16% 16%	135 16% 16%	175 29% ACGI	162 32% DH	186 17% 17%	205 21% GD	77 19% 19%	99 26% ID	903 29% ACGI	969 35% KBDHJ
Other	125 2% K	114 2% L	37 4% AGK	23 3% L	17 3% K	23 5% BHL	25 2% K	21 2% L	12 3% K	12 3% L	34 1% 1%	35 1% 1%
Not sure	687 11% BEIK	421 8% FJL	162 18% DAEIK	96 12% BFJL	42 7% 7%	28 6% 6%	178 16% HAEIK	110 11% BFJL	18 4% 4%	14 4% 4%	287 9% LI	173 6% 6%
Sigma	8826 144%	8322 153%	1185 128%	1097 133%	861 144%	785 155%	1399 129%	1308 136%	619 151%	602 159%	4762 152%	4530 163%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
Informative	3835 62% G	3796 70% AH	575 62% G	554 67% C	365 61% G	341 67% E	570 52% G	622 65% G	265 65% G	273 72% IH	2060 66% ACEG	2006 72% KBDFH
Useful	3848 63% G	3762 69% AH	568 61% G	555 67% C	376 63% G	347 68% EH	544 50% G	605 63% G	269 66% G	271 72% H	2091 67% ACEG	1984 71% KBDH
Practical	3704 60% G	3640 67% AH	538 58% G	530 64% C	367 61% G	322 64% G	524 48% G	615 64% G	263 64% CG	267 71% DFH	2012 64% ACG	1906 69% KBDFH
Helpful	3712 60% CG	3595 66% ADFH	504 54% G	506 61% C	354 59% G	286 56% G	516 48% G	573 60% G	265 73% CG	275 73% IBDFH	2073 66% ACEG	1955 70% KBDFH
Innovative	3902 64% CG	3541 65% DFH	530 57% G	471 57% C	385 64% FCG	295 58% G	575 53% G	574 60% G	282 69% ACG	268 71% BDFH	2130 68% ACG	1933 70% BDFH
Interesting	3690 60% CG	3483 64% ADH	516 56% G	472 57% C	365 61% CG	314 62% G	534 49% G	566 59% G	272 67% ACG	256 68% DH	2003 64% ACG	1875 67% KBDFH
Technical	3600 59% CG	3427 63% ADH	500 54% G	463 56% C	366 61% CG	309 61% G	515 47% G	554 58% G	247 60% CG	249 66% DH	1972 63% ACG	1852 67% KBDFH
Trustworthy	3066 50% CG	2977 55% ADH	386 42% G	358 43% C	309 52% CG	271 53% DH	407 37% G	460 48% G	213 52% CG	235 62% IBDFH	1751 56% ACEG	1653 60% KBDFH
Cutting edge	3185 52% CEG	2956 54% ADF	431 47% G	376 46% F	266 44% G	202 40% G	495 46% G	527 55% GDF	222 54% CEG	218 58% DF	1771 57% ACEG	1633 59% BDFH
For people like me	2805 46% CG	2829 52% ADFH	321 35% G	358 43% C	288 48% CG	239 47% G	351 32% G	429 45% G	210 51% ACG	218 58% BDFH	1635 52% ACG	1585 57% KBDFH
Unconventional	3036 49% CG	2699 50% H	404 44% G	413 50% CH	342 57% FACGK	253 50% H	489 45% G	427 44% G	215 53% CG	214 57% BDFHL	1586 51% ACG	1392 50% H
Exciting	2811 46% CG	2552 47% DFH	320 35% G	276 33% C	261 44% FCG	181 36% G	341 31% G	347 36% G	239 58% ACEGK	234 62% BDFHL	1650 53% ACEG	1514 54% BDFH
Overwhelming	2389 39% CEG	2209 41% DFH	307 33% G	263 32% C	184 31% G	137 27% G	275 25% G	300 31% G	188 46% ACEG	170 45% DFH	1435 46% ACEG	1339 48% BDFH
Extreme	2412 39% CEG	2151 39% DFH	308 33% DG	215 26% C	210 35% G	164 32% D	297 27% G	290 30% G	182 44% ACEG	185 49% BDFH	1415 45% ACEG	1297 47% BDFH
Confusing	2470 40% E	2115 39% F	346 37% G	347 42% CBFHJ	211 35% F	145 29% G	410 38% G	350 36% F	146 36% G	133 35% F	1357 43% ACEGI	1140 41% BFHJ

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
Confusing	3674 60% K	3337 61% DL	579 63% DK	479 58%	388 65% AK	362 71% EBDHJL	676 62% K	613 64% DL	263 64% K	245 65% DL	1768 57%	1638 59%
Extreme	3732 61% IK	3301 61% JL	617 67% AIK	611 74% CBFJL	389 65% AIK	343 68% BJL	789 73% ACEIK	673 70% BJL	227 56%	193 51%	1710 55%	1481 53%
Overwhelming	3755 61% IK	3243 59% L	618 67% AIK	563 68% BJL	415 69% AIK	370 73% BJL	811 75% HACEIK	663 69% BJL	221 54%	208 55%	1690 54%	1439 52%
Exciting	3333 54% IK	2900 53% JL	605 65% AEIK	550 67% BJL	338 56% IK	326 64% EBJL	745 69% HAEIK	616 64% BJL	170 42%	144 38%	1475 47%	1264 46%
Unconventional	3108 51% EK	2753 50% J	521 56% DAEIK	413 50% J	257 43%	254 50% EJ	597 55% AEIK	536 56% BDFJL	194 47%	164 43%	1539 49%	1386 50% J
For people like me	3339 54% BIK	2623 48% JL	604 65% DAEIK	468 57% BJL	311 52%	268 53% BJL	735 68% HAEIK	534 55% BJL	199 49%	160 42%	1490 48%	1193 43%
Cutting edge	2959 48% BK	2496 46% L	494 53% AIK	450 54% BHJL	333 56% AIK	305 60% BDHJL	591 54% HAIK	436 45% L	187 46%	160 42%	1354 43%	1145 41%
Trustworthy	3078 50% BK	2475 45% JL	539 58% AEIK	468 57% BFJL	290 48% K	236 47% JL	679 63% HAEIK	503 52% BFJL	196 48% J	143 38%	1374 44%	1125 40%
Technical	2544 41% BK	2025 37% L	425 46% AEIK	363 44% BJL	233 39%	198 39% L	571 53% HACEIK	409 42% BJL	162 40%	129 34%	1153 37%	926 33%
Interesting	2454 40% BIK	1969 36% L	409 44% AEIK	354 43% BJL	234 39%	193 38% L	552 51% HACEIK	397 41% BJL	137 33%	122 32%	1122 36%	903 33%
Innovative	2242 36% IK	1911 35% JL	395 43% AEIK	355 43% BJL	214 36%	212 42% EBJL	511 47% HAEIK	389 40% BJL	127 31%	110 29%	995 32%	845 30%
Helpful	2432 40% BK	1857 34% JL	421 46% DAIK	320 39% BJL	245 41% K	221 44% BJL	570 52% HACEIK	390 40% BJL	144 35% J	103 27%	1052 34%	823 30%
Practical	2440 40% BK	1812 33% L	387 42% DIK	296 36% JL	232 39% JL	185 36% JL	562 52% HACEIK	348 36% BJL	146 36%	111 29%	1113 36%	872 31%
Useful	2296 37% BK	1690 31% L	357 39% DK	271 33% L	223 37% FK	160 32% FK	542 50% HACEIK	358 37% BFJL	140 34%	107 28%	1034 33%	794 29%
Informative	2309 38% BK	1656 30% L	350 38% DK	272 33% L	234 39% FK	166 33% L	516 48% HACEIK	341 35% BJL	144 35% J	105 28%	1065 34%	772 28%

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

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

1. Innovative

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	3902 64% CG	3541 65% DFH	530 57%	471 57%	385 64% FCG	295 58%	575 53%	574 60% G	282 69% ACG	268 71% BDFH	2130 68% ACG	1933 70% BDFH
Describes very well	1019 17% CG	998 18% ADH	87 9%	95 12%	121 20% ACG	101 20% DH	80 7%	89 9%	113 28% ACEGK	103 27% BDFHL	618 20% ACG	610 22% KBDH
Describes somewhat well	2883 47% I	2543 47% F	443 48% I	376 46% F	264 44%	194 38%	495 46%	485 50% GBDFJ	169 41%	165 44%	1512 48% AI	1323 48% F
BOTTOM 2 BOX (NET)	2242 36% IK	1911 35% JL	395 43% AEIK	355 43% BJL	214 36%	212 42% EBJL	511 47% HAEIK	389 40% BJL	127 31%	110 29%	995 32%	845 30%
Does not describe very well	1505 24% K	1391 26% JL	238 26%	256 31% CBFJL	133 22%	130 26% J	324 30% ACEIK	273 28% BJL	85 21%	75 20%	725 23%	657 24%
Does not describe at all	737 12% BK	520 10% L	157 17% DAIK	99 12% BL	81 14% K	82 16% BDHJL	187 17% HAEIK	116 12% BL	42 10%	35 9%	270 9% L	188 7%
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

2. Cutting edge

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	3185 52%	2956 54%	431 47%	376 46%	266 44%	202 40%	495 46%	527 55%	222 54%	218 58%	1771 57%	1633 59%
Describes very well	760 12%	746 14%	80 9%	81 10%	68 11%	53 10%	91 8%	88 9%	72 18%	70 19%	449 14%	454 16%
Describes somewhat well	2425 39%	2210 41%	351 38%	295 36%	198 33%	149 29%	404 37%	439 46%	150 37%	148 39%	1322 42%	1179 42%
BOTTOM 2 BOX (NET)	2959 48%	2496 46%	494 53%	450 54%	333 56%	305 60%	591 54%	436 45%	187 46%	160 42%	1354 43%	1145 41%
Does not describe very well	2018 33%	1769 32%	297 32%	295 36%	201 34%	163 32%	363 33%	299 31%	125 31%	109 29%	1032 33%	903 33%
Does not describe at all	941 15%	727 13%	197 21%	155 19%	132 22%	142 28%	228 21%	137 14%	62 15%	51 13%	322 10%	242 9%
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	2412 39%	2151 39%	308 33%	215 26%	210 35%	164 32%	297 27%	290 30%	182 44%	185 49%	1415 45%	1297 47%
Describes very well	535 9%	530 10%	59 6%	38 5%	53 9%	43 8%	40 4%	45 5%	64 16%	59 16%	319 10%	345 12%
Describes somewhat well	1877 31%	1621 30%	249 27%	177 21%	157 26%	121 24%	257 24%	245 25%	118 29%	126 33%	1096 35%	952 34%
BOTTOM 2 BOX (NET)	3732 61%	3301 61%	617 67%	611 74%	389 65%	343 68%	789 73%	673 70%	227 56%	193 51%	1710 55%	1481 53%
Does not describe very well	2380 39%	2198 40%	342 37%	368 45%	219 37%	191 38%	440 41%	416 43%	148 36%	127 34%	1231 39%	1096 39%
Does not describe at all	1352 22%	1103 20%	275 30%	243 29%	170 28%	152 30%	349 32%	257 27%	79 19%	66 17%	479 15%	385 14%
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

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4. Trustworthy

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	3066 50% CG	2977 55% ADH	386 42% CG	358 43% CG	309 52% CG	271 53% DH	407 37% CG	460 48% G	213 52% CG	235 62% IBDFH	1751 56% ACEG	1653 60% KBDFH
Describes very well	694 11% CG	791 15% ADH	49 5% CG	73 9% C	86 14% ACG	88 17% DH	48 4% CG	70 7% G	72 18% ACG	70 19% BDH	439 14% ACG	490 18% KBDH
Describes somewhat well	2372 39% G	2186 40% D	337 36% D	285 35% D	223 37% D	183 36% D	359 33% D	390 40% GD	141 34% IDF	165 44% IDF	1312 42% ACEGI	1163 42% BDF
BOTTOM 2 BOX (NET)	3078 50% BK	2475 45% JL	539 58% AEIK	468 57% BFJL	290 48% K	236 47% JL	679 63% HAEIK	503 52% BFJL	196 48% J	143 38% J	1374 44% L	1125 40% L
Does not describe very well	2142 35% K	1890 35% FJL	343 37% EK	334 40% BFJL	190 32% BFJL	151 30% AEIK	436 40% AEIK	375 39% BFJL	130 32% BFJL	107 28% BFJL	1043 33% BFJL	923 33% BFJL
Does not describe at all	936 15% BK	585 11% L	196 21% DAEIK	134 16% BJL	100 17% K	85 17% BJL	243 22% HAEIK	128 13% BL	66 16% JK	36 10% JK	331 11% L	202 7% L
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

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Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	3036 49% CG	2699 50% H	404 44%	413 50% CH	342 57% FACGK	253 50% H	489 45%	427 44%	215 53% CG	214 57% BDFHL	1586 51% ACG	1392 50% H
Describes very well	754 12% CG	667 12% H	85 9%	100 12% CH	110 18% ACGK	83 16% BDHL	87 8%	78 8%	77 19% ACGK	59 16% BH	395 13% CG	347 12% H
Describes somewhat well	2282 37%	2032 37%	319 34%	313 38%	232 39%	170 34%	402 37%	349 36%	138 34%	155 41% IF	1191 38% C	1045 38%
BOTTOM 2 BOX (NET)	3108 51% EK	2753 50% J	521 56% DAEIK	413 50% J	257 43%	254 50% EJ	597 55% AEIK	536 56% BDFJL	194 47%	164 43%	1539 49% E	1386 50% J
Does not describe very well	2065 34% EI	1913 35% F	308 33% E	281 34% F	150 25%	139 27%	371 34% E	359 37% F	119 29%	120 32%	1117 36% AEI	1014 37% BF
Does not describe at all	1043 17% BK	840 15% JL	213 23% DAEK	132 16% J	107 18% K	115 23% EBDHJL	226 21% AK	177 18% BJL	75 18% JK	44 12%	422 14%	372 13%
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	3704 60% G	3640 67% AH	538 58% G	530 64% C	367 61% G	322 64% G	524 48% G	615 64% G	263 64% CG	267 71% DFH	2012 64% ACG	1906 69% KBDFH
Describes very well	885 14% CG	963 18% ADH	93 10% G	109 13% C	106 18% ACG	102 20% DH	83 8% G	111 12% G	99 24% ACEGK	99 26% BDFHL	504 16% ACG	542 20% KBDH
Describes somewhat well	2819 46% GI	2677 49% AF	445 48% GI	421 51% FJ	261 44% G	220 43% G	441 41% GBFJ	504 52% G	164 40% G	168 44% G	1508 48% AEGI	1364 49% F
BOTTOM 2 BOX (NET)	2440 40% BK	1812 33% L	387 42% DIK	296 36% JL	232 39% G	185 36% JL	562 52% HACEIK	348 36% BJL	146 36% G	111 29% G	1113 36% L	872 31% G
Does not describe very well	1667 27% BE	1363 25% G	236 26% G	217 26% G	138 23% G	126 25% G	360 33% HACEIK	242 25% G	98 24% G	88 23% G	835 27% G	690 25% G
Does not describe at all	773 13% BK	449 8% L	151 16% DAIK	79 10% JL	94 16% AK	59 12% BJL	202 19% HAIK	106 11% BJL	48 12% J	23 6% G	278 9% L	182 7% G
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	3600 59% CG	3427 63% ADH	500 54% G	463 56% H	366 61% CG	309 61% EBDH	515 47% 8%	554 58% G	247 60% CG	249 66% DH	1972 63% ACG	1852 67% KBDFH
Describes very well	891 15% CG	917 17% ADH	100 11% G	106 13% H	100 17% CG	114 22% EBDH	83 8% 8%	89 9% 9%	84 21% ACG	76 20% DH	524 17% ACG	532 19% KBDH
Describes somewhat well	2709 44% G	2510 46% AF	400 43% E	357 43% F	266 44% F	195 38% F	432 40% 40%	465 48% GDF	163 40% 40%	173 46% F	1448 46% AGI	1320 48% BDF
BOTTOM 2 BOX (NET)	2544 41% BK	2025 37% L	425 46% AEIK	363 44% BJL	233 39% L	198 39% L	571 53% HACEIK	409 42% BJL	162 40% 40%	129 34% 34%	1153 37% L	926 33% L
Does not describe very well	1773 29% E	1516 28% E	269 29% E	250 30% F	144 24% F	124 24% F	376 35% HACEIK	287 30% F	112 27% 27%	98 26% 26%	872 28% 28%	757 27% 27%
Does not describe at all	771 13% BK	509 9% L	156 17% AIK	113 14% BJL	89 15% K	74 15% BJL	195 18% HAIK	122 13% BJL	50 12% K	31 8% 8%	281 9% L	169 6% 6%
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

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8. Confusing

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	2470 40% E	2115 39% F	346 37% CBFHJ	347 42% CBFHJ	211 35% F	145 29% F	410 38% F	350 36% F	146 36% F	133 35% F	1357 43% ACEGI	1140 41% BFHJ
Describes very well	606 10% F	526 10% F	89 10% F	92 11% F	60 10% F	36 7% F	106 10% F	84 9% F	44 11% F	34 9% F	307 10% F	280 10% F
Describes somewhat well	1864 30% EI	1589 29% F	257 28% F	255 31% F	151 25% F	109 21% F	304 28% F	266 28% F	102 25% F	99 26% F	1050 34% LACEGI	860 31% BF
BOTTOM 2 BOX (NET)	3674 60% K	3337 61% DL	579 63% DK	479 58% DK	388 65% AK	362 71% EBDHJL	676 62% K	613 64% DL	263 64% K	245 65% DL	1768 57% DL	1638 59% DL
Does not describe very well	2270 37% AD	2138 39% AD	327 35% AD	287 35% AD	220 37% AD	187 37% AD	390 36% AD	393 41% GD	143 35% GD	154 41% D	1190 38% D	1117 40% D
Does not describe at all	1404 23% K	1199 22% L	252 27% AK	192 23% L	168 28% AK	175 35% EBDHJL	286 26% AK	220 23% L	120 29% AK	91 24% L	578 18% L	521 19% L
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	2389 39%	2209 41%	307 33%	263 32%	184 31%	137 27%	275 25%	300 31%	188 46%	170 45%	1435 46%	1339 48%
Describes very well	559 9%	558 10%	64 7%	58 7%	42 7%	30 6%	55 5%	65 7%	60 15%	52 14%	338 11%	353 13%
Describes somewhat well	1830 30%	1651 30%	243 26%	205 25%	142 24%	107 21%	220 20%	235 24%	128 31%	118 31%	1097 35%	986 35%
BOTTOM 2 BOX (NET)	3755 61%	3243 59%	618 67%	563 68%	415 69%	370 73%	811 75%	663 69%	221 54%	208 55%	1690 54%	1439 52%
Does not describe very well	2324 38%	2087 38%	338 37%	329 40%	210 35%	197 39%	426 39%	374 39%	140 34%	136 36%	1210 39%	1051 38%
Does not describe at all	1431 23%	1156 21%	280 30%	234 28%	205 34%	173 34%	385 35%	289 30%	81 20%	72 19%	480 15%	388 14%
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

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Table 186

10. Useful

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	3848 63% G	3762 69% AH	568 61% G	555 67% C	376 63% G	347 68% EH	544 50% G	605 63% G	269 66% G	271 72% H	2091 67% ACEG	1984 71% KBDH
Describes very well	985 16% CG	1059 19% ADH	107 12% G	118 14% H	131 22% ACGK	118 23% BDH	70 6% G	107 11% G	109 27% ACGK	98 26% BDH	568 18% ACG	618 22% KBDH
Describes somewhat well	2863 47% EGI	2703 50% AF	461 50% AEGI	437 53% BFJ	245 41% G	229 45% G	474 44% G	498 52% GF	160 39% G	173 46% G	1523 49% AEGI	1366 49% G
BOTTOM 2 BOX (NET)	2296 37% BK	1690 31% L	357 39% DK	271 33% L	223 37% FK	160 32% G	542 50% HACEIK	358 37% BFJL	140 34% G	107 28% G	1034 33% L	794 29% G
Does not describe very well	1584 26% B	1278 23% G	230 25% G	194 23% G	140 23% G	104 21% G	341 31% HACEIK	258 27% BFJL	90 22% G	84 22% G	783 25% G	638 23% G
Does not describe at all	712 12% BK	412 8% L	127 14% DAK	77 9% BL	83 14% K	56 11% BJL	201 19% HACEIK	100 10% BJL	50 12% JK	23 6% G	251 8% L	156 6% G
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	2805 46% CG	2829 52% ADFH	321 35% C	358 43% C	288 48% CG	239 47% G	351 32% G	429 45% G	210 51% ACG	218 58% BDFH	1635 52% ACG	1585 57% KBDFH
Describes very well	674 11% CG	749 14% ADH	49 5% C	70 8% C	73 12% CG	86 17% EBDH	48 4% G	71 7% G	81 20% ACEGK	83 22% BDFH	423 14% ACG	439 16% KBDH
Describes somewhat well	2131 35% CG	2080 38% ADF	272 29% C	288 35% C	215 36% FCG	153 30% G	303 28% G	358 37% GF	129 32% G	135 36% G	1212 39% ACGI	1146 41% BDFHJ
BOTTOM 2 BOX (NET)	3339 54% BIK	2623 48% JL	604 65% DAEIK	468 57% BJL	311 52% BJL	268 53% BJL	735 68% HAEIK	534 55% BJL	199 49% G	160 42% L	1490 48% L	1193 43% L
Does not describe very well	2130 35% EI	1832 34% J	360 39% AEIK	310 38% BFJL	172 29% G	159 31% AEIK	420 39% AEIK	349 36% JL	122 30% G	109 29% G	1056 34% E	905 33% E
Does not describe at all	1209 20% BK	791 15% L	244 26% DAIK	158 19% BJL	139 23% AK	109 21% BJL	315 29% HAEIK	185 19% BJL	77 19% JK	51 13% G	434 14% L	288 10% L
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

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12. Interesting

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	3690 60% CG	3483 64% ADH	516 56% G	472 57% G	365 61% CG	314 62% CG	534 49% CG	566 59% G	272 67% ACG	256 68% DH	2003 64% ACG	1875 67% KBDFH
Describes very well	884 14% CG	922 17% ADH	79 9% G	79 10% G	103 17% ACG	95 19% DH	68 6% G	91 9% G	105 26% ACEGK	98 26% BDFHL	529 17% ACG	559 20% KBDH
Describes somewhat well	2806 46% GI	2561 47% J	437 47% I	393 48% I	262 44% I	219 43% I	466 43% GFJ	475 49% GFJ	167 41% GFJ	158 42% GFJ	1474 47% AGI	1316 47% J
BOTTOM 2 BOX (NET)	2454 40% BIK	1969 36% L	409 44% AEIK	354 43% BJL	234 39% BFJL	193 38% L	552 51% HACEIK	397 41% BJL	137 33% J	122 32% J	1122 36% L	903 33% L
Does not describe very well	1670 27% I	1444 26% L	243 26% AEIK	248 30% BFJL	151 25% BFJL	124 24% BFJL	341 31% ACEIK	275 29% J	90 22% J	87 23% J	845 27% I	710 26% I
Does not describe at all	784 13% BK	525 10% L	166 18% DAEIK	106 13% BL	83 14% K	69 14% BJL	211 19% HAEIK	122 13% BL	47 11% J	35 9% J	277 9% L	193 7% I
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

13. Exciting

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	2811 46% CG	2552 47% DFH	320 35%	276 33%	261 44% FCG	181 36%	341 31%	347 36% G	239 58% ACEGK	234 62% BDFHL	1650 53% ACEG	1514 54% BDFH
Describes very well	677 11% CG	660 12% DH	45 5%	50 6%	74 12% CG	54 11% DH	47 4%	54 6%	85 21% ACEGK	73 19% BDFH	426 14% ACG	429 15% KBDFH
Describes somewhat well	2134 35% CG	1892 35% DFH	275 30%	226 27%	187 31% F	127 25%	294 27%	293 30% F	154 38% CEG	161 43% BDFH	1224 39% ACEG	1085 39% BDFH
BOTTOM 2 BOX (NET)	3333 54% IK	2900 53% JL	605 65% AEIK	550 67% BJL	338 56% IK	326 64% EBJL	745 69% HAEIK	616 64% BJL	170 42%	144 38%	1475 47% I	1264 46% J
Does not describe very well	2146 35% IK	1977 36% JL	343 37% I	355 43% CBFJL	204 34%	187 37% J	435 40% AEIK	382 40% BJL	110 27%	107 28%	1054 34% I	946 34% J
Does not describe at all	1187 19% BIK	923 17% JL	262 28% DAEIK	195 24% BJL	134 22% AIK	139 27% BJL	310 29% HAEIK	234 24% BJL	60 15% J	37 10%	421 13% L	318 11%
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	3712 60% CG	3595 66% ADFH	504 54% G	506 61% C	354 59% G	286 56% G	516 48% G	573 60% G	265 65% CG	275 73% IBDFH	2073 66% ACEG	1955 70% KBDFH
Describes very well	914 15% CG	982 18% ADH	85 9% G	100 12% C	116 19% ACG	82 16% DH	67 6% G	97 10% G	104 25% ACEGK	95 25% BDFH	542 17% ACG	608 22% KBDFH
Describes somewhat well	2798 46% EGI	2613 48% AF	419 45% EI	406 49% F	238 40% G	204 40% G	449 41% GF	476 49% GF	161 39% IF	180 48% IF	1531 49% ACEGI	1347 48% F
BOTTOM 2 BOX (NET)	2432 40% BK	1857 34% JL	421 46% DAIK	320 39% BJL	245 41% K	221 44% BJL	570 52% HACEIK	390 40% BJL	144 35% J	103 27% L	1052 34% L	823 30% L
Does not describe very well	1645 27% IK	1387 25% L	271 29% IK	228 28% JL	157 26% JL	138 27% J	350 32% AEIK	279 29% BJL	92 22% BJL	81 21% JK	775 25% L	661 24% L
Does not describe at all	787 13% BK	470 9% JL	150 16% DAK	92 11% BJL	88 15% K	83 16% BDHJL	220 20% HACEIK	111 12% BJL	52 13% JK	22 6% L	277 9% L	162 6% L
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	3835 62% G	3796 70% AH	575 62% G	554 67% C	365 61% G	341 67% E	570 52% G	622 65% G	265 65% G	273 72% IH	2060 66% ACEG	2006 72% KBDFH
Describes very well	1020 17% CG	1114 20% ADH	101 11% G	130 16% C	123 21% ACG	134 26% EBDHL	93 9% G	121 13% G	112 27% ACEGK	116 31% BDHL	591 19% ACG	613 22% KBDH
Describes somewhat well	2815 46% EI	2682 49% AFJ	474 51% AEGIK	424 51% FJ	242 40% G	207 41% I	477 44% I	501 52% GFJ	153 37% G	157 42% BDHL	1469 47% EI	1393 50% KFJ
BOTTOM 2 BOX (NET)	2309 38% BK	1656 30% L	350 38% DK	272 33% L	234 39% FK	166 33% L	516 48% HACEIK	341 35% BJL	144 35% J	105 28% G	1065 34% L	772 28% L
Does not describe very well	1581 26% BC	1253 23% G	212 23% G	198 24% G	150 25% G	107 21% G	312 29% HAC	236 25% G	98 24% G	79 21% G	809 26% L	633 23% L
Does not describe at all	728 12% BK	403 7% L	138 15% DAK	74 9% L	84 14% K	59 12% BJL	204 19% HACEIK	105 11% BJL	46 11% JK	26 7% G	256 8% L	139 5% L
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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?

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Table 192

1. .email

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
Strict purchase restrictions should be required	1247 20% G	1598 29% AH	185 20% G	237 29% CH	129 22% G	190 37% EBDHL	166 15%	218 23% G	106 26% ACGK	119 31% H	661 21% G	834 30% KH
Some purchase restrictions should be required	2939 48% I	2534 46% FJ	449 49% I	381 46% F	296 49% FI	189 37% I	514 47% I	491 51% BDFJ	158 39%	156 41%	1522 49% I	1317 47% FJ
No purchase restrictions should be required	1958 32% BK	1320 24% L	291 31% D	208 25%	174 29%	128 25%	406 37% HACEK	254 26% L	145 35% JEK	103 27% L	942 30% L	627 23%
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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?

8 Jun 2016
Table 193

2. .photography

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
Strict purchase restrictions should be required	1130 18%	1221 22% A	177 19%	167 20%	118 20%	135 27% EBDL	192 18%	214 22% G	81 20%	80 21%	562 18%	625 22% K
Some purchase restrictions should be required	3064 50% I	2897 53% AF	467 50% I	461 56% CF	321 54% GI	242 48%	522 48%	525 55% GF	176 43%	190 50% I	1578 50% I	1479 53% KF
No purchase restrictions should be required	1950 32% BE	1334 24%	281 30% D	198 24%	160 27%	130 26%	372 34% HE	224 23%	152 37% JACEK	108 29% H	985 32% LE	674 24%
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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?

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Table 194

3. .link

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
Strict purchase restrictions should be required	1115 18% G	1201 22% AD	149 16%	142 17%	117 20% G	134 26% EBDH	166 15%	197 20% G	89 22% CG	80 21%	594 19% CG	648 23% KBD
Some purchase restrictions should be required	2988 49% I	2714 50% F	440 48% I	418 51% F	305 51% FI	214 42%	504 46% I	478 50% F	165 40%	181 48% I	1574 50% AGI	1423 51% BF
No purchase restrictions should be required	2041 33% BEK	1537 28% L	336 36% AEK	266 32% BL	177 30%	159 31% L	416 38% HAEK	288 30% L	155 38% JAEK	117 31% L	957 31% L	707 25%
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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?

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Table 195

4. .guru

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
Strict purchase restrictions should be required	1105 18%	1181 22% AL	150 16%	164 20% C	117 20%	145 29% EBDJL	190 17%	234 24% GBDL	82 20%	73 19%	566 18%	565 20% K
Some purchase restrictions should be required	2969 48% GI	2662 49% FJ	445 48% I	391 47% F	316 53% FAGI	197 39%	492 45%	470 49% FJ	163 40%	160 42%	1553 50% AGI	1444 52% BDFJ
No purchase restrictions should be required	2070 34% BEK	1609 30% HL	330 36% EK	271 33% BHL	166 28%	165 33% HL	404 37% HAEK	259 27%	164 40% AEK	145 38% BHL	1006 32% LE	769 28%
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
Strict purchase restrictions should be required	1198 19% GK	1496 27% AL	243 26% AEGK	337 41% CBFHJL	124 21% G	139 27% E	177 16% E	252 26% G	92 22% GK	108 29% L	562 18% L	660 24% K
Some purchase restrictions should be required	2992 49% I	2666 49% D	428 46% D	372 45% D	319 53% FACGI	230 45% I	512 47% I	455 47% I	168 41% I	171 45% I	1565 50% ACI	1438 52% BDFHJ
No purchase restrictions should be required	1954 32% BCE	1290 24% D	254 27% D	117 14% D	156 26% D	138 27% BD	397 37% HACEK	256 27% BD	149 36% JACE	99 26% D	998 32% LCE	680 24% D
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
Strict purchase restrictions should be required	1113 18%	1228 23% AD	173 19%	158 19%	114 19%	151 30% EBDHJL	178 16%	207 21% G	81 20%	71 19%	567 18%	641 23% KD
Some purchase restrictions should be required	3059 50% I	2879 53% AF	448 48% I	451 55% CF	321 54% FCGI	237 47%	517 48% I	531 55% GFJ	165 40%	184 49% I	1608 51% AGI	1476 53% F
No purchase restrictions should be required	1972 32% BEK	1345 25%	304 33% DE	217 26%	164 27%	119 23%	391 36% HAEK	225 23%	163 40% JACEK	123 33% BDFHL	950 30% L	661 24%
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
Strict purchase restrictions should be required	1076 18%	1130 21% AJ	146 16%	155 19%	120 20% CG	141 28% EBDHJL	174 16%	221 23% GDJL	79 19%	59 16%	557 18%	554 20% KJ
Some purchase restrictions should be required	2823 46% I	2408 44% DF	403 44% I	339 41%	307 51% FACGI	195 38%	481 44% I	418 43%	136 33%	151 40%	1496 48% ACGI	1305 47% BDFJ
No purchase restrictions should be required	2245 37% EK	1914 35% L	376 41% AEK	332 40% BFHL	172 29%	171 34%	431 40% HAEK	324 34%	194 47% ACEGK	168 44% BFHL	1072 34% E	919 33%
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	5452	-**	826	-**	507	-**	963	-**	378	-**	2778
Strict purchase restrictions should be required	-	2723 50% HL	-	482 58% BHL	-	274 54% HL	-	440 46%	-	230 61% BFHL	-	1297 47%
Some purchase restrictions should be required	-	1946 36% DFJ	-	245 30%	-	147 29%	-	382 40% BDFJ	-	99 26%	-	1073 39% BDFJ
No purchase restrictions should be required	-	783 14% D	-	99 12%	-	86 17% D	-	141 15%	-	49 13%	-	408 15%
Sigma	-	5452 100%	-	826 100%	-	507 100%	-	963 100%	-	378 100%	-	2778 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	5452	-**	826	-**	507	-**	963	-**	378	-**	2778
Strict purchase restrictions should be required	-	2280 42% L	-	469 57% BFHL	-	231 46% L	-	423 44% L	-	204 54% BFHL	-	953 34%
Some purchase restrictions should be required	-	2217 41% DFJ	-	257 31%	-	174 34%	-	381 40% DFJ	-	117 31%	-	1288 46% BDFHJ
No purchase restrictions should be required	-	955 18% D	-	100 12%	-	102 20% D	-	159 17% D	-	57 15%	-	537 19% BDJ
Sigma	-	5452 100%	-	826 100%	-	507 100%	-	963 100%	-	378 100%	-	2778 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	5452	-**	826	-**	507	-**	963	-**	378	-**	2778
Strict purchase restrictions should be required	-	1551 28% L	-	300 36% BHL	-	167 33% BHL	-	265 28%	-	124 33% L	-	695 25%
Some purchase restrictions should be required	-	2753 50% DFJ	-	379 46%	-	212 42%	-	507 53% DFJ	-	172 46%	-	1483 53% BDFJ
No purchase restrictions should be required	-	1148 21% D	-	147 18%	-	128 25% BDH	-	191 20%	-	82 22%	-	600 22% D
Sigma	-	5452 100%	-	826 100%	-	507 100%	-	963 100%	-	378 100%	-	2778 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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 - A/C/E/G/I/K - B/D/F/H/J/L
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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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 - A/C/E/G/I/K - B/D/F/H/J/L
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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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 - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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 - A/C/E/G/I/K - B/D/F/H/J/L
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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 - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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 - A/C/E/G/I/K - B/D/F/H/J/L
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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	996	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	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 - A/C/E/G/I/K - B/D/F/H/J/L
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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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 - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	184	-**	-**	-**	-**	-**	-**	-**	-**	-**	184
Strict purchase restrictions should be required	-	69 38%	-	-	-	-	-	-	-	-	-	69 38%
Some purchase restrictions should be required	-	83 45%	-	-	-	-	-	-	-	-	-	83 45%
No purchase restrictions should be required	-	32 17%	-	-	-	-	-	-	-	-	-	32 17%
Sigma	-	184 100%	-	-	-	-	-	-	-	-	-	184 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	315	-**	-**	-**	-**	-**	-**	-**	-**	-**	315
Strict purchase restrictions should be required	-	80 25%	-	-	-	-	-	-	-	-	-	80 25%
Some purchase restrictions should be required	-	174 55%	-	-	-	-	-	-	-	-	-	174 55%
No purchase restrictions should be required	-	61 19%	-	-	-	-	-	-	-	-	-	61 19%
Sigma	-	315 100%	-	-	-	-	-	-	-	-	-	315 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	183	-**	-**	-**	-**	-**	-**	-**	-**	-**	183
Strict purchase restrictions should be required	-	69 38%	-	-	-	-	-	-	-	-	-	69 38%
Some purchase restrictions should be required	-	82 45%	-	-	-	-	-	-	-	-	-	82 45%
No purchase restrictions should be required	-	32 17%	-	-	-	-	-	-	-	-	-	32 17%
Sigma	-	183 100%	-	-	-	-	-	-	-	-	-	183 100%

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

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?

8 Jun 2016
Table 214

35. .mockba

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	231	-**	-**	-**	-**	-**	-**	-**	-**	-**	231
Strict purchase restrictions should be required	-	49 21%	-	-	-	-	-	-	-	-	-	49 21%
Some purchase restrictions should be required	-	118 51%	-	-	-	-	-	-	-	-	-	118 51%
No purchase restrictions should be required	-	64 28%	-	-	-	-	-	-	-	-	-	64 28%
Sigma	-	231 100%	-	-	-	-	-	-	-	-	-	231 100%

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

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?

8 Jun 2016
Table 215

36. .delhi

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	595	-**	-**	-**	-**	-**	-**	-**	-**	-**	595
Strict purchase restrictions should be required	-	179 30%	-	-	-	-	-	-	-	-	-	179 30%
Some purchase restrictions should be required	-	302 51%	-	-	-	-	-	-	-	-	-	302 51%
No purchase restrictions should be required	-	114 19%	-	-	-	-	-	-	-	-	-	114 19%
Sigma	-	595 100%	-	-	-	-	-	-	-	-	-	595 100%

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

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?

8 Jun 2016
Table 216

37. .jakarta

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	181	-**	-**	-**	-**	-**	-**	-**	-**	-**	181
Strict purchase restrictions should be required	-	47 26%	-	-	-	-	-	-	-	-	-	47 26%
Some purchase restrictions should be required	-	90 50%	-	-	-	-	-	-	-	-	-	90 50%
No purchase restrictions should be required	-	44 24%	-	-	-	-	-	-	-	-	-	44 24%
Sigma	-	181 100%	-	-	-	-	-	-	-	-	-	181 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	192	-**	-**	-**	-**	-**	-**	-**	192	-**	-**
Strict purchase restrictions should be required	-	48 25%	-	-	-	-	-	-	-	48 25%	-	-
Some purchase restrictions should be required	-	88 46%	-	-	-	-	-	-	-	88 46%	-	-
No purchase restrictions should be required	-	56 29%	-	-	-	-	-	-	-	56 29%	-	-
Sigma	-	192 100%	-	-	-	-	-	-	-	192 100%	-	-

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	90*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	90*	-.**	-.**
Strict purchase restrictions should be required	-	27 30%	-	-	-	-	-	-	-	27 30%	-	-
Some purchase restrictions should be required	-	40 44%	-	-	-	-	-	-	-	40 44%	-	-
No purchase restrictions should be required	-	23 26%	-	-	-	-	-	-	-	23 26%	-	-
Sigma	-	90 100%	-	-	-	-	-	-	-	90 100%	-	-

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

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?

8 Jun 2016
Table 219

40. .cairo

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	96*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	96*	-.**	-.**
Strict purchase restrictions should be required	-	20 21%	-	-	-	-	-	-	-	20 21%	-	-
Some purchase restrictions should be required	-	47 49%	-	-	-	-	-	-	-	47 49%	-	-
No purchase restrictions should be required	-	29 30%	-	-	-	-	-	-	-	29 30%	-	-
Sigma	-	96 100%	-	-	-	-	-	-	-	96 100%	-	-

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	93*	-.**	-.**	-.**	93*	-.**	-.**	-.**	-.**	-.**	-.**
Strict purchase restrictions should be required	-	31 33%	-	-	-	31 33%	-	-	-	-	-	-
Some purchase restrictions should be required	-	42 45%	-	-	-	42 45%	-	-	-	-	-	-
No purchase restrictions should be required	-	20 22%	-	-	-	20 22%	-	-	-	-	-	-
Sigma	-	93 100%	-	-	-	93 100%	-	-	-	-	-	-

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	93*	-.**	-.**	-.**	93*	-.**	-.**	-.**	-.**	-.**	-.**
Strict purchase restrictions should be required	-	26 28%	-	-	-	26 28%	-	-	-	-	-	-
Some purchase restrictions should be required	-	43 46%	-	-	-	43 46%	-	-	-	-	-	-
No purchase restrictions should be required	-	24 26%	-	-	-	24 26%	-	-	-	-	-	-
Sigma	-	93 100%	-	-	-	93 100%	-	-	-	-	-	-

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	321	-.**	-.**	-.**	321	-.**	-.**	-.**	-.**	-.**	-.**
Strict purchase restrictions should be required	-	95 30%	-	-	-	95 30%	-	-	-	-	-	-
Some purchase restrictions should be required	-	142 44%	-	-	-	142 44%	-	-	-	-	-	-
No purchase restrictions should be required	-	84 26%	-	-	-	84 26%	-	-	-	-	-	-
Sigma	-	321 100%	-	-	-	321 100%	-	-	-	-	-	-

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	250	228	**	**	**	**	250	228	**	**	**	**
Strict purchase restrictions should be required	55 22%	72 32% A	-	-	-	-	55 22%	72 32% G	-	-	-	-
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% H	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 - A/C/E/G/I/K - B/D/F/H/J/L
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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1086	180	**	**	**	**	1086	180	**	**	**	**
Strict purchase restrictions should be required	191 18%	60 33% A	-	-	-	-	191 18%	60 33% G	-	-	-	-
Some purchase restrictions should be required	545 50%	96 53%	-	-	-	-	545 50%	96 53%	-	-	-	-
No purchase restrictions should be required	350 32% B	24 13%	-	-	-	-	350 32% H	24 13%	-	-	-	-
Sigma	1086 100%	180 100%	-	-	-	-	1086 100%	180 100%	-	-	-	-

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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%	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 - A/C/E/G/I/K - B/D/F/H/J/L
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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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% L	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 - A/C/E/G/I/K - B/D/F/H/J/L
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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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% L	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 - A/C/E/G/I/K - B/D/F/H/J/L
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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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% K
No purchase restrictions should be required	390 35% B	291 29%	-	-	-	-	-	-	-	-	390 35% L	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 - A/C/E/G/I/K - B/D/F/H/J/L
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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	5452	-**	826	-**	507	-**	963	-**	378	-**	2778
TOP 2 BOX (NET)	-	1725 32% JL	-	347 42% BFJL	-	163 32% JL	-	449 47% BFJL	-	90 24%	-	676 24%
Very low level of trust	-	424 8% L	-	104 13% BJL	-	51 10% BJL	-	117 12% BJL	-	21 6%	-	131 5%
Low level of trust	-	1301 24% JL	-	243 29% BFJL	-	112 22%	-	332 34% BDFJL	-	69 18%	-	545 20%
BOTTOM 2 BOX (NET)	-	3727 68% DH	-	479 58%	-	344 68% DH	-	514 53%	-	288 76% BDFH	-	2102 76% BDFH
Moderate level of trust	-	2870 53% DH	-	392 47%	-	260 51%	-	456 47%	-	202 53% H	-	1560 56% BDFH
High level of trust	-	857 16% DH	-	87 11% H	-	84 17% DH	-	58 6%	-	86 23% BDFH	-	542 20% BDH
Sigma	-	5452 100%	-	826 100%	-	507 100%	-	963 100%	-	378 100%	-	2778 100%

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

Q916. How much do you trust the Domain Name industry compared to these other industries?
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
Internet service providers/the agency that provides my internet access	2528 41% CG	2581 47% ADH	239 26%	278 34% C	261 44% CG	251 50% EDH	279 26%	316 33% G	189 46% ACG	215 57% IBDFH	1560 50% ACEG	1521 55% KBDFH
Software companies	2382 39% CG	2340 43% ADH	235 25%	231 28%	273 46% ACG	229 45% DH	238 22%	247 26% G	192 47% ACG	196 52% BDFH	1444 46% ACG	1437 52% KBDFH
Computer hardware companies	2281 37% CG	2205 40% ADH	217 23%	240 29% C	251 42% ACG	206 41% DH	224 21%	242 25% G	192 47% ACG	168 44% DH	1397 45% ACG	1349 49% KBDFH
E-commerce companies	1930 31% CG	1883 35% ADH	162 18%	181 22% C	214 36% ACG	172 34% DH	199 18%	187 19%	161 39% ACG	150 40% BDH	1194 38% ACG	1193 43% KBDFH
Web based marketing companies	1743 28% CG	1722 32% ADH	175 19%	177 21% H	168 28% CG	150 30% DH	184 17%	170 18%	155 38% ACEG	146 39% BDFH	1061 34% ACEG	1079 39% KBDFH

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
Web based marketing companies	1559 25% IK	1365 25% L	233 25%	237 29% BL	181 30% ACIK	172 34% BDJL	354 33% ACIK	285 30% BL	86 21%	95 25%	705 23%	576 21%
E-commerce companies	1342 22% K	1156 21% L	236 26% AIK	207 25% BL	138 23% K	146 29% EBJL	318 29% AEIK	252 26% BL	81 20%	83 22% L	569 18%	468 17%
Computer hardware companies	1146 19% K	950 17% L	250 27% DAEIK	180 22% BL	108 18% K	106 21% BL	268 25% AEIK	206 21% BL	66 16%	71 19% L	454 15%	387 14%
Software companies	1061 17% K	880 16% L	239 26% DAEIK	173 21% BL	94 16%	96 19% L	243 22% AEIK	207 21% BJL	63 15%	61 16% L	422 14%	343 12%
Internet service providers/the agency that provides my internet access	1034 17% BK	777 14% L	229 25% DAEIK	152 18% BJL	102 17% K	89 18% BJL	249 23% HAEIK	179 19% BJL	55 13%	48 13%	399 13%	309 11%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	2528 41% CG	2581 47% ADH	239 26% C	278 34% C	261 44% CG	251 50% EDH	279 26% G	316 33% ACG	189 46% IBDFH	215 57% ACEG	1560 50% ACEG	1521 55% KBDFH
Trust much more	815 13% CG	931 17% ADH	69 7% C	93 11% C	80 13% CG	105 21% EBDH	65 6% G	87 9% G	88 22% ACEGK	102 27% BDFHL	513 16% ACG	544 20% KBDH
Trust somewhat more	1713 28% CG	1650 30% ADH	170 18% C	185 22% C	181 30% CG	146 29% DH	214 20% G	229 24% G	101 25% CG	113 30% DH	1047 34% ACGI	977 35% BDFHJ
Trust the same	2582 42% BK	2094 38% FJL	457 49% AEIK	396 48% BFJL	236 39% F	167 33% AEIK	558 51% BFJL	468 49% J	165 40% J	115 30% L	1166 37% L	948 34% L
BOTTOM 2 BOX (NET)	1034 17% BK	777 14% L	229 25% DAEIK	152 18% BJL	102 17% K	89 18% BJL	249 23% HAEIK	179 19% BJL	55 13% L	48 13% L	399 13% L	309 11% L
Trust somewhat less	788 13% BK	574 11% L	164 18% DAEIK	108 13% BJL	82 14% K	61 12% L	183 17% HAEIK	129 13% BJL	40 10% L	34 9% L	319 10% L	242 9% L
Trust much less	246 4% K	203 4% L	65 7% AEIK	44 5% BL	20 3% BL	28 6% BL	66 6% AEK	50 5% BL	15 4% L	14 4% L	80 3% L	67 2% L
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	1743 28% CG	1722 32% ADH	175 19% CG	177 21% H	168 28% CG	150 30% DH	184 17% CG	170 18% DH	155 38% ACEG	146 39% BDFH	1061 34% ACEG	1079 39% KBDFH
Trust much more	473 8% CG	502 9% ADH	44 5% G	36 4% G	43 7% CG	49 10% DH	33 3% CG	34 4% DH	43 11% ACG	54 14% BDFH	310 10% ACEG	329 12% KBDH
Trust somewhat more	1270 21% CG	1220 22% ADH	131 14% CG	141 17% CG	125 21% CG	101 20% H	151 14% CG	136 14% H	112 27% ACEG	92 24% DH	751 24% ACG	750 27% KBDFH
Trust the same	2842 46% BEIK	2365 43% FJL	517 56% DAEGIK	412 50% BFJL	250 42% CG	185 36% CG	548 50% AEIK	508 53% BFJL	168 41% CG	137 36% CG	1359 43% L	1123 40% L
BOTTOM 2 BOX (NET)	1559 25% IK	1365 25% L	233 25% L	237 29% BL	181 30% ACIK	172 34% BDJL	354 33% ACIK	285 30% BL	86 21% CG	95 25% CG	705 23% CG	576 21% CG
Trust somewhat less	1182 19% IK	1024 19% L	167 18% L	167 20% L	136 23% ACIK	130 26% BDJL	251 23% ACIK	206 21% BL	59 14% CG	70 19% CG	569 18% L	451 16% L
Trust much less	377 6% K	341 6% L	66 7% K	70 8% BL	45 8% K	42 8% L	103 9% AK	79 8% BL	27 7% K	25 7% CG	136 4% CG	125 4% CG
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

Q916_3. How much do you trust the Domain Name industry compared to these other industries?
3. E-commerce companies

Base: All Qualified Respondents

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	1930 31% CG	1883 35% ADH	162 18% C	181 22% C	214 36% ACG	172 34% DH	199 18% ACG	187 19% BDH	161 39% ACG	150 40% BDH	1194 38% ACG	1193 43% KBDFH
Trust much more	552 9% CG	544 10% DH	48 5% C	31 4% C	60 10% CG	57 11% DH	39 4% ACG	29 3% ACG	56 14% ACG	62 16% BDFH	349 11% ACG	365 13% KBDH
Trust somewhat more	1378 22% CG	1339 25% ADH	114 12% C	150 18% C	154 26% ACG	115 23% DH	160 15% ACG	158 16% CG	105 26% CG	88 23% DH	845 27% ACG	828 30% KBDFHJ
Trust the same	2872 47% BEIK	2413 44% FJL	527 57% AEGIK	438 53% BFJL	247 41% K	189 37% EBJL	569 52% AEIK	524 54% BFJL	167 41% L	145 38% L	1362 44% L	1117 40% L
BOTTOM 2 BOX (NET)	1342 22% K	1156 21% L	236 26% AIK	207 25% BL	138 23% K	146 29% EBJL	318 29% AEIK	252 26% BL	81 20% L	83 22% L	569 18% L	468 17% L
Trust somewhat less	1029 17% K	871 16% L	169 18% K	154 19% BL	109 18% K	103 20% BL	230 21% AIK	177 18% BL	68 17% L	59 16% L	453 14% L	378 14% L
Trust much less	313 5% K	285 5% L	67 7% AIK	53 6% L	29 5% L	43 8% EBL	88 8% AEIK	75 8% BL	13 3% L	24 6% IL	116 4% L	90 3% L
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

Q916_4. How much do you trust the Domain Name industry compared to these other industries?

4. Software companies

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	2382 39%	2340 43%	235 25%	231 28%	273 46%	229 45%	238 22%	247 26%	192 47%	196 52%	1444 46%	1437 52%
Trust much more	745 12%	777 14%	64 7%	70 8%	84 14%	92 18%	44 4%	64 7%	79 19%	83 22%	474 15%	468 17%
Trust somewhat more	1637 27%	1563 29%	171 18%	161 19%	189 32%	137 27%	194 18%	183 19%	113 28%	113 30%	970 31%	969 35%
Trust the same	2701 44%	2232 41%	451 49%	422 51%	232 39%	182 36%	605 56%	509 53%	154 38%	121 32%	1259 40%	998 36%
BOTTOM 2 BOX (NET)	1061 17%	880 16%	239 26%	173 21%	94 16%	96 19%	243 22%	207 21%	63 15%	61 16%	422 14%	343 12%
Trust somewhat less	795 13%	676 12%	177 19%	135 16%	68 11%	68 13%	173 16%	154 16%	46 11%	47 12%	331 11%	272 10%
Trust much less	266 4%	204 4%	62 7%	38 5%	26 4%	28 6%	70 6%	53 6%	17 4%	14 4%	91 3%	71 3%
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

Q916_5. How much do you trust the Domain Name industry compared to these other industries?

5. Computer hardware companies

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
TOP 2 BOX (NET)	2281 37%	2205 40%	217 23%	240 29%	251 42%	206 41%	224 21%	242 25%	192 47%	168 44%	1397 45%	1349 49%
Trust much more	680 11%	692 13%	64 7%	68 8%	74 12%	80 16%	46 4%	64 7%	76 19%	54 14%	420 13%	426 15%
Trust somewhat more	1601 26%	1513 28%	153 17%	172 21%	177 30%	126 25%	178 16%	178 18%	116 28%	114 30%	977 31%	923 33%
Trust the same	2717 44%	2297 42%	458 50%	406 49%	240 40%	195 38%	594 55%	515 53%	151 37%	139 37%	1274 41%	1042 38%
BOTTOM 2 BOX (NET)	1146 19%	950 17%	250 27%	180 22%	108 18%	106 21%	268 25%	206 21%	66 16%	71 19%	454 15%	387 14%
Trust somewhat less	839 14%	716 13%	173 19%	130 16%	78 13%	72 14%	194 18%	149 15%	48 12%	54 14%	346 11%	311 11%
Trust much less	307 5%	234 4%	77 8%	50 6%	30 5%	34 7%	74 7%	57 6%	18 4%	17 4%	108 3%	76 3%
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

Q917 Why do you trust the domain name industry more than these other industries?

Base: Trust Other Industries Much/Somewhat More

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
Unweighted Base	-**	3530	-**	405	-**	351	-**	439	-**	269	-**	2066
REPUTATION (NET)	-	1332 38%	-	162 40%	-	163 46%	-	185 42%	-	109 41%	-	713 35%
Knowledgeable/Area of expertise/It's their business	-	372 11%	-	53 13%	-	48 14%	-	64 15%	-	35 13%	-	172 8%
Well known/Most commonly used	-	206 6%	-	25 6%	-	29 8%	-	18 4%	-	18 7%	-	116 6%
Trustworthy	-	173 5%	-	13 3%	-	16 5%	-	17 4%	-	6 2%	-	121 6%
Legitimate/Genuine/Authentic	-	123 3%	-	17 4%	-	12 3%	-	14 3%	-	12 4%	-	68 3%
Dependable/Reliable	-	117 3%	-	15 4%	-	21 6%	-	15 3%	-	12 4%	-	54 3%
Good experience/Never had a problem	-	91 3%	-	9 2%	-	18 5%	-	24 5%	-	5 2%	-	35 2%
Good company/reputation/track record	-	91 3%	-	14 3%	-	8 2%	-	6 1%	-	6 2%	-	57 3%
No scams/fraud	-	41 1%	-	11 3%	-	6 2%	-	5 1%	-	6 2%	-	13 1%
Tested/Proven/Verified	-	38 1%	-	3 1%	-	2 1%	-	11 3%	-	3 1%	-	19 1%
Depends on company/website behind the name	-	19 1%	-	-	-	1 *	-	3 1%	-	1 *	-	14 1%
Good management/Operation of site	-	18 1%	-	1	-	1	-	1	-	-	-	15 1%
Top level/High ranking	-	4 *	-	-	-	-	-	1 *	-	-	-	3 *
Other reputation mentions	-	160 5%	-	17 4%	-	17 5%	-	23 5%	-	15 6%	-	88 4%
EXTENSION APPEAL (NET)	-	578 16%	-	44 11%	-	38 11%	-	57 13%	-	28 10%	-	411 20%
Gut feeling/My opinion	-	154 4%	-	4 1%	-	9 3%	-	19 4%	-	2 1%	-	120 6%

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

Q917 Why do you trust the domain name industry more than these other industries?

Base: Trust Other Industries Much/Somewhat More

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3530	-**	405	-**	351	-**	439	-**	269	-**	2066
Professional	-	132 4% DFJ	-	-	-	2 1%	-	10 2% D	-	4 1% D	-	116 6% BDFHJ
Good/Like domain	-	50 1%	-	9 2%	-	3 1%	-	3 1%	-	1	-	34 2%
Relevant to topic/Specific to the domain	-	50 1%	-	3 1%	-	4 1%	-	6 1%	-	5 2%	-	32 2%
Believable/Confidence/Convincing	-	33 1% L	-	9 2% BL	-	8 2% BL	-	6 1% L	-	2 1%	-	8
Accurate	-	13	-	1	-	1	-	1	-	2 1%	-	8
Better/Best	-	11	-	2	-	1	-	-	-	1	-	7
Ordinary/Traditional/Conventional	-	11	-	2	-	-	-	2	-	-	-	7
Curiosity/Interesting	-	10	-	-	-	1	-	1	-	-	-	8
Same/Similar to others	-	8	-	1	-	1	-	-	-	1	-	5
Nothing looks/sounds suspicious	-	4	-	1	-	-	-	-	-	-	-	3
Wording makes sense	-	4	-	-	-	-	-	-	-	-	-	4
All/Everything	-	3	-	-	-	1	-	1	-	-	-	1
It's meaning/Meaningful	-	2	-	-	-	-	-	-	-	-	-	2
I don't pay attention/Wouldn't notice	-	-	-	-	-	-	-	-	-	-	-	-
Short wording	-	-	-	-	-	-	-	-	-	-	-	-
Depends on language	-	-	-	-	-	-	-	-	-	-	-	-
Other extension appeal mentions	-	105 3%	-	13 3%	-	8 2%	-	12 3%	-	10 4%	-	62 3%

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

Q917 Why do you trust the domain name industry more than these other industries?

Base: Trust Other Industries Much/Somewhat More

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3530	-**	405	-**	351	-**	439	-**	269	-**	2066
USAGE (NET)	-	416 12% H	-	41 10%	-	43 12% H	-	34 8%	-	33 12% H	-	265 13% BH
More familiar/I use extension	-	218 6% H	-	20 5%	-	21 6%	-	16 4%	-	12 4%	-	149 7% BH
Helpful/Useful	-	43 1%	-	2 *	-	2 1%	-	2 *	-	8 3% BDFH	-	29 1%
Efficient/Work well	-	29 1%	-	2 *	-	4 1%	-	1 *	-	4 1%	-	18 1%
Necessary/Needed to access internet	-	20 1%	-	1 *	-	4 1%	-	2 *	-	2 1%	-	11 1%
Business/Company use	-	18 1%	-	1 *	-	-	-	3 1%	-	1 *	-	13 1%
Commercial use	-	13 *	-	2 *	-	2 1%	-	2 *	-	1 *	-	6 *
Depends on use (Unspec.)	-	11 *	-	2 *	-	1 *	-	2 *	-	1 *	-	5 *
Not familiar	-	10 *	-	4 1% BL	-	-	-	1 *	-	1 *	-	4 *
Public use	-	8 *	-	1 *	-	1 *	-	-	-	-	-	6 *
Used by organizations	-	5 *	-	-	-	-	-	1 *	-	-	-	4 *
I would try it	-	4 *	-	1 *	-	-	-	-	-	1 *	-	2 *
Government use	-	4 *	-	-	-	-	-	-	-	-	-	4 *
Educational use	-	2 *	-	1 *	-	-	-	-	-	-	-	1 *
Non profit use	-	1 *	-	1 *	-	-	-	-	-	-	-	-
Other usage mentions	-	39 1%	-	3 1% BL	-	9 3% BDL	-	4 1%	-	2 1%	-	21 1%
CONVENIENCE (NET)	-	212 6% H	-	18 4%	-	23 7% H	-	13 3%	-	23 9% DH	-	135 7% H

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

Q917 Why do you trust the domain name industry more than these other industries?

Base: Trust Other Industries Much/Somewhat More

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3530	-**	405	-**	351	-**	439	-**	269	-**	2066
Harder to obtain/Requires certain criteria	-	105 3% H	-	14 3% H	-	9 3%	-	5 1%	-	10 4% H	-	67 3% H
Clear/Easy to understand/differentiate	-	48 1% D	-	-	-	6 2% D	-	2	-	5 2% D	-	35 2% D
Easy to use/access	-	31 1%	-	3 1%	-	4 1%	-	4 1%	-	2 1%	-	18 1%
Faster/Quicker service	-	9	-	-	-	1	-	-	-	4 1% BDHL	-	4
Other convenience mentions	-	25 1%	-	1	-	3 1%	-	2	-	2 1%	-	17 1%
SAFETY/SECURITY (NET)	-	195 6% L	-	24 6%	-	26 7% L	-	27 6%	-	22 8% L	-	96 5%
Safety/Security/Padlock	-	167 5%	-	19 5%	-	23 7% L	-	22 5%	-	17 6%	-	86 4%
Ensures privacy of personal information	-	18 1%	-	3 1%	-	2 1%	-	3 1%	-	3 1%	-	7
Not being exposed to virus	-	9 L	-	2 L	-	1	-	2 L	-	3 1% BL	-	1
Check with anti virus software	-	2	-	-	-	-	-	-	-	-	-	2
Other safety/security mentions	-	2	-	1 L	-	1 L	-	-	-	-	-	-
INFORMATION (NET)	-	144 4%	-	14 3%	-	9 3%	-	15 3%	-	20 7% BDFHL	-	86 4%
Content/Information provided	-	118 3%	-	13 3%	-	6 2%	-	10 2%	-	19 7% BDFHL	-	70 3%
Has what I am looking for	-	14	-	-	-	3 1%	-	2	-	1	-	8
Other information mentions	-	13	-	1	-	1	-	3 1%	-	-	-	8
EXTENSION (NET)	-	99 3% H	-	7 2%	-	7 2%	-	6 1%	-	5 2%	-	74 4% BH
Domain name/extension (Unspec.)	-	63 2%	-	3 1%	-	6 2%	-	5 1%	-	4 1%	-	45 2% B

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

Q917 Why do you trust the domain name industry more than these other industries?

Base: Trust Other Industries Much/Somewhat More

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3530	-**	405	-**	351	-**	439	-**	269	-**	2066
.com	-	8*	-	1*	-	-	-	-	-	-	-	7*
.org	-	4*	-	1*	-	-	-	1*	-	-	-	2*
.in	-	2*	-	-	-	-	-	-	-	-	-	2*
.gov	-	-	-	-	-	-	-	-	-	-	-	-
.co	-	-	-	-	-	-	-	-	-	-	-	-
.info	-	-	-	-	-	-	-	-	-	-	-	-
.net	-	-	-	-	-	-	-	-	-	-	-	-
.cn	-	-	-	-	-	-	-	-	-	-	-	-
.ru	-	-	-	-	-	-	-	-	-	-	-	-
Https	-	-	-	-	-	-	-	-	-	-	-	-
.fr	-	-	-	-	-	-	-	-	-	-	-	-
Other extension mentions	-	26 1%	-	4 1% H	-	1*	-	-	-	1*	-	20 1% H
Illegible data	-	98 3% J	-	8 2%	-	9 3% J	-	31 7% BDFJL	-	1*	-	49 2% J
ECONOMY (NET)	-	60 2%	-	6 1%	-	7 2%	-	3 1%	-	6 2%	-	38 2%
It's paid for/Fee based	-	13*	-	2*	-	-	-	-	-	1*	-	10*
Other economy mentions	-	48 1%	-	4 1%	-	7 2%	-	3 1%	-	5 2%	-	29 1%
SEARCH (NET)	-	31 1% H	-	2*	-	6 2% HJ	-	-	-	-	-	23 1% H

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

Q917 Why do you trust the domain name industry more than these other industries?

Base: Trust Other Industries Much/Somewhat More

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3530	-**	405	-**	351	-**	439	-**	269	-**	2066
Researched it/Check out source first	-	18 1%	-	2 *	-	4 1% H	-	-	-	-	-	12 1%
Search engine/Found through searching	-	7 *	-	-	-	1 *	-	-	-	-	-	6 *
Google search	-	3 *	-	-	-	1 *	-	-	-	-	-	2 *
Other search mentions	-	3 *	-	-	-	-	-	-	-	-	-	3 *
WEBSITE ORIGIN (NET)	-	30 1%	-	4 1% H	-	6 2% H	-	-	-	1 *	-	19 1% H
Worldwide/International usage	-	13 *	-	2 *	-	2 1%	-	-	-	1 *	-	8 *
Country/State of origin (Unspec.)	-	11 *	-	1 *	-	3 1%	-	-	-	-	-	7 *
Russian origin	-	-	-	-	-	-	-	-	-	-	-	-
Represents my country	-	-	-	-	-	-	-	-	-	-	-	-
Other website origin mentions	-	8 *	-	2 *	-	1 *	-	-	-	-	-	5 *
WEBSITE (NET)	-	17 *	-	1 *	-	1 *	-	-	-	-	-	15 1% B
Web based use/Used by major websites	-	6 *	-	-	-	-	-	-	-	-	-	6 *
Linked from a trusted site	-	-	-	-	-	-	-	-	-	-	-	-
Other website mentions	-	11 *	-	1 *	-	1 *	-	-	-	-	-	9 *
MISCELLANEOUS (NET)	-	405 11%	-	47 12%	-	37 11%	-	39 9%	-	36 13%	-	246 12%
Authorized/Regulated	-	221 6%	-	30 7%	-	15 4%	-	26 6%	-	18 7%	-	132 6%
Good technology/innovation	-	52 1% F	-	6 1%	-	1 *	-	7 2%	-	4 1%	-	34 2% F

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

Q917 Why do you trust the domain name industry more than these other industries?

Base: Trust Other Industries Much/Somewhat More

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	3530	-**	405	-**	351	-**	439	-**	269	-**	2066
Provide good services	-	35 1% HL	-	4 1% H	-	8 2% BHL	-	-	-	8 3% BHL	-	15 1%
Recommended by others	-	34 1%	-	5 1%	-	3 1%	-	2	-	1	-	23 1%
Good quality	-	16	-	1	-	1	-	2	-	1	-	11 1%
Advertised/Promoted	-	14	-	3 1%	-	-	-	1	-	-	-	10
Other	-	42 1%	-	1	-	11 3% BDHL	-	2	-	4 1%	-	24 1%
WEBSITE APPEAL (NET)	-	16	-	2	-	-	-	-	-	1	-	13 1%
Design/Layout/Way it looks	-	8	-	-	-	-	-	-	-	-	-	8 B
Few/No pop-ups/advertisements	-	8	-	2	-	-	-	-	-	1	-	5
None	-	236 7%	-	44 11% BFHL	-	20 6%	-	20 5%	-	22 8% H	-	130 6%
Don't know	-	203 6% L	-	28 7%	-	23 7%	-	42 10% BJL	-	13 5%	-	97 5%
Declined to answer	-	65 2% L	-	16 4% BL	-	6 2%	-	9 2%	-	5 2%	-	29 1%
Sigma	-	4305 122%	-	492 121%	-	446 127%	-	503 115%	-	336 125%	-	2528 122%

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

Q919 Why do you trust the domain name industry less than these other industries?

Base: Trust Other Industries Much/Somewhat Less

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
Unweighted Base	-**	2200	-**	368	-**	263	-**	428	-**	162	-**	979
REPUTATION (NET)	-	863 39%	-	147 40%	-	111 42%	-	164 38%	-	77 48% BHL	-	364 37%
Untrustworthy/Less transparent/honest	-	175 8%	-	30 8%	-	21 8%	-	41 10%	-	10 6%	-	73 7%
Fraud/Scams	-	127 6% H	-	23 6% H	-	22 8% H	-	14 3%	-	13 8% H	-	55 6%
Greed/Only in it for the money	-	84 4%	-	27 7% BFHL	-	5 2%	-	13 3%	-	10 6% FL	-	29 3%
Not legitimate/genuine	-	64 3%	-	11 3%	-	5 2%	-	7 2%	-	16 10% BDFHL	-	25 3%
Not well known/Less popular	-	62 3%	-	6 2%	-	10 4%	-	14 3%	-	10 6% BDL	-	22 2%
Less reputable	-	58 3%	-	15 4% L	-	7 3%	-	13 3%	-	4 2%	-	19 2%
Less reliable/dependable	-	42 2%	-	6 2%	-	14 5% BDHL	-	5 1%	-	4 2%	-	13 1%
Always trying to up-sell/Pushing products	-	38 2% L	-	9 2% L	-	9 3% BL	-	8 2%	-	2 1%	-	10 1%
Not established/Hasn't been around a long time	-	34 2%	-	12 3% BFHL	-	2 1%	-	5 1%	-	4 2%	-	11 1%
Less business oriented/professional	-	31 1%	-	3 1%	-	2 1%	-	7 2%	-	2 1%	-	17 2%
Previous poor experience	-	29 1%	-	5 1%	-	5 2%	-	5 1%	-	3 2%	-	11 1%
Markets their customers/Vetting names to other companies	-	22 1% L	-	9 2% BFHL	-	1	-	3 1%	-	4 2% L	-	5 1%
Less/Not accountable/responsible	-	22 1%	-	3 1%	-	4 2%	-	6 1%	-	-	-	9 1%
Based on size of company	-	16 1%	-	3 1%	-	3 1%	-	1	-	1 1%	-	8 1%
Poor performance/Better performance from others	-	15 1%	-	-	-	6 2% BDHL	-	1	-	-	-	8 1%

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

Q919 Why do you trust the domain name industry less than these other industries?

Base: Trust Other Industries Much/Somewhat Less

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	2200	-**	368	-**	263	-**	428	-**	162	-**	979
Less knowledgeable/Lacks expertise	-	13 1%	-	-	-	4 2% D	-	4 1%	-	-	-	5 1%
Low credibility/Not believable	-	11 1%	-	-	-	2 1%	-	1	-	1 1%	-	7 1%
Not sure rules are followed	-	11 1%	-	5 1% BL	-	1	-	3 1%	-	-	-	2
Not developed enough	-	10	-	-	-	-	-	-	-	1 1%	-	9 1% BH
Poor quality/Sub-standard products	-	10	-	1	-	3 1% H	-	-	-	1 1%	-	5 1%
Other reputation mentions	-	117 5%	-	18 5%	-	11 4%	-	27 6%	-	6 4%	-	55 6%
USAGE (NET)	-	352 16%	-	67 18% H	-	41 16%	-	56 13%	-	26 16%	-	162 17%
Not familiar/Have not used	-	203 9%	-	45 12% BFH	-	19 7%	-	31 7%	-	13 8%	-	95 10%
Anyone can access/register	-	49 2%	-	11 3%	-	6 2%	-	11 3%	-	3 2%	-	18 2%
Dislike online/web based marketing	-	45 2%	-	7 2%	-	6 2%	-	7 2%	-	4 2%	-	21 2%
Commercial use	-	17 1%	-	2 1%	-	2 1%	-	5 1%	-	-	-	8 1%
Useless/Not helpful	-	10	-	1	-	3 1% H	-	-	-	1 1%	-	5 1%
Other usage mentions	-	32 1%	-	2 1%	-	5 2%	-	3 1%	-	5 3% DH	-	17 2%
DOMAIN APPEAL (NET)	-	283 13% H	-	46 13%	-	33 13%	-	36 8%	-	15 9%	-	153 16% BHJ
Just my opinion/Gut instinct	-	73 3% J	-	8 2%	-	5 2%	-	14 3%	-	1 1%	-	45 5% BDFJ
Not clear/Hard to understand	-	43 2%	-	5 1%	-	9 3%	-	6 1%	-	2 1%	-	21 2%
Uncertainty/Hard to judge	-	33 2% H	-	3 1%	-	3 1%	-	2	-	1 1%	-	24 2% BH

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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Q919 Why do you trust the domain name industry less than these other industries?

Base: Trust Other Industries Much/Somewhat Less

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	2200	-**	368	-**	263	-**	428	-**	162	-**	979
Not as specific	-	26 1%	-	4 1%	-	3 1%	-	4 1%	-	5 3% BL	-	10 1%
Too new	-	13 1%	-	4 1%	-	2 1%	-	1	-	-	-	6 1%
Names are not meaningful/relevant	-	12 1%	-	1	-	-	-	3 1%	-	1 1%	-	7 1%
Accuracy	-	11 1%	-	3 1%	-	1	-	-	-	1 1%	-	6 1%
Other domain appeal mentions	-	78 4% H	-	23 6% BHL	-	10 4% H	-	6 1%	-	4 2%	-	35 4% H
SAFETY/SECURITY (NET)	-	232 11% L	-	63 17% BHL	-	41 16% BHL	-	40 9%	-	21 13% L	-	67 7%
Not regulated/No background checks	-	104 5% L	-	39 11% BFHL	-	12 5%	-	17 4%	-	9 6%	-	27 3%
Poor safety/security	-	86 4%	-	18 5%	-	13 5%	-	17 4%	-	8 5%	-	30 3%
Risk of viruses	-	20 1% L	-	4 1%	-	8 3% BHL	-	3 1%	-	1 1%	-	4
Other safety/security mentions	-	27 1%	-	5 1%	-	8 3% BHL	-	3 1%	-	3 2%	-	8 1%
MISCELLANEOUS (NET)	-	259 12%	-	40 11%	-	33 13%	-	46 11%	-	16 10%	-	124 13%
Less information about domain	-	59 3%	-	13 4%	-	11 4%	-	11 3%	-	2 1%	-	22 2%
Too many websites/companies/options	-	27 1%	-	1	-	2 1%	-	9 2% D	-	1 1%	-	14 1%
Cannot physically test product/No physical store	-	18 1%	-	5 1%	-	2 1%	-	2	-	2 1%	-	7 1%
Hard to contact a real person/No personal touch	-	17 1%	-	3 1%	-	3 1%	-	2	-	2 1%	-	7 1%
Poor advertisements	-	13 1%	-	2 1%	-	2 1%	-	-	-	1 1%	-	8 1%
Other	-	133 6%	-	18 5%	-	13 5%	-	25 6%	-	9 6%	-	68 7%

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

Q919 Why do you trust the domain name industry less than these other industries?

Base: Trust Other Industries Much/Somewhat Less

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	2200	-**	368	-**	263	-**	428	-**	162	-**	979
Illegible data	-	93 4% DJ	-	6 2%	-	6 2%	-	33 8% BDFJL	-	2 1%	-	46 5% DJ
None	-	76 3% H	-	8 2%	-	5 2%	-	8 2%	-	8 5% H	-	47 5% BDFH
Don't know	-	192 9%	-	39 11% F	-	15 6%	-	56 13% BFJL	-	9 6%	-	73 7%
Declined to answer	-	78 4% F	-	17 5% F	-	3 1%	-	18 4% F	-	5 3%	-	35 4% F
Sigma	-	2579 117%	-	483 131%	-	314 119%	-	475 111%	-	195 120%	-	1112 114%

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

Q1000. Which devices do you use to access the Internet?

Base: All Qualified Respondents

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
Laptop computer	4529 74%	4098 75% H	668 72%	614 74%	432 72%	386 76%	809 74%	695 72%	328 80% ACEGK	317 84% BDFHL	2292 73%	2086 75%
Smartphone	4219 69% CG	3995 73% ADH	533 58%	555 67% CH	429 72% CG	393 78% EBDH	675 62% C	591 61%	314 77% ACG	311 82% BDHL	2268 73% ACG	2145 77% KBDH
Desktop computer	4414 72% BCG	3820 70% DHJ	594 64%	541 65%	471 79% ACGI	376 74% BDHJ	710 65%	608 63%	287 70% JC	231 61%	2352 75% ACGI	2064 74% BDHJ
Tablet	2672 43% G	2495 46% A	434 47% AG	409 50% BFH	254 42%	214 42%	438 40%	415 43%	171 42%	177 47%	1375 44% G	1280 46%
Other	49 1%	41 1% L	8 1%	15 2% BFL	5 1%	2	8 1%	8 1%	3 1%	2 1%	25 1%	14 1%
Sigma	15883 259%	14449 265%	2237 242%	2134 258%	1591 266%	1371 270%	2640 243%	2317 241%	1103 270%	1038 275%	8312 266%	7589 273%

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

Q1005. What is your experience with URL shorteners?

Base: All Qualified Respondents

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
USE THEM (NET)	2270 37% CG	1948 36% H	313 34% G	290 35% H	219 37% G	192 38% H	266 24% H	236 25% H	239 58% ACEGK	222 59% BDFHL	1233 39% LACG	1008 36% H
I use them frequently	592 10% G	522 10% DH	78 8% G	62 8% H	52 9% G	54 11% DH	54 5% H	48 5% H	77 19% ACEGK	67 18% BDFHL	331 11% AG	291 10% BDH
I use them, but not frequently	1678 27% G	1426 26% H	235 25% G	228 28% H	167 28% G	138 27% H	212 20% H	188 20% H	162 40% ACEGK	155 41% BDFHL	902 29% LACG	717 26% H
NEVER USES THEM (NET)	3874 63% IK	3504 64% J	612 66% AIK	536 65% J	380 63% I	315 62% J	820 76% ACEIK	727 75% BDFJL	170 42% H	156 41% H	1892 61% I	1770 64% KJ
I have heard of them but never used them	2146 35% BCI	1761 32% D	276 30% H	229 28% H	248 41% FACGIK	148 29% H	367 34% I	303 31% H	102 25% H	112 30% H	1153 37% ACI	969 35% BDFJ
I have never heard of them or used them	1728 28% EIK	1743 32% AJL	336 36% AEIK	307 37% BJL	132 22% I	167 33% EJ	453 42% ACEIK	424 44% BDFJL	68 17% J	44 12% H	739 24% I	801 29% KJ
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

Q1010. Why haven't you used URL shorteners?

Base: Have Not Used URL Shorteners

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
Unweighted Base	3874	3504	612	536	380	315	820	727	170	156	1892	1770
Never needed to	1670 43% BC	1367 39% D	215 35%	184 34%	186 49% FACK	111 35%	375 46% HC	296 41% D	77 45% C	75 48% BDFL	817 43% LC	701 40% D
Confused about which website I'm going to	826 21% CEGI	1042 30% ADH	88 14%	127 24% C	61 16%	83 26% E	111 14%	176 24% G	24 14%	49 31% I	542 29% ACEGI	607 34% KBDFH
I have never heard of them	1348 35% BEK	1041 30% JL	293 48% DAEGIK	209 39% BFJL	114 30%	91 29% J	334 41% HAEK	253 35% BJL	57 34% J	28 18% I	550 29% L	460 26% J
Don't trust them	303 8%	395 11% AH	39 6%	68 13% CH	30 8%	29 9%	52 6% G	67 9% G	18 11% G	16 10% G	164 9% G	215 12% KH
Don't like them	257 7% G	277 8% A	31 5%	39 7%	26 7%	25 8%	41 5%	56 8% G	7 4% G	9 6% G	152 8% ACG	148 8%
Other	57 1% K	64 2% L	14 2% K	13 2% L	11 3% AGK	16 5% BDHL	9 1%	9 1% G	4 2% G	5 3% L	19 1% G	21 1%
Sigma	4461 115%	4186 119%	680 111%	640 119%	428 113%	355 113%	922 112%	857 118%	187 110%	182 117%	2244 119%	2152 122%

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

Q1015. Why do you use URL shorteners?

Base: Have Used URL Shorteners

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2270	1948	313	290	219	192	266	236	239	222	1233	1008
They are convenient	1442 64% G	1238 64% DFJ	192 61%	157 54%	134 61% F	98 51%	154 58%	148 63% DF	144 60%	126 57%	818 66% AG	709 70% KBDFHJ
They save me time	1283 57% BE	945 49% D	175 56% DE	117 40%	97 44%	92 48%	143 54% HE	104 44%	138 59% JE	102 46%	730 59% LAE	530 53% BDH
It's the latest thing	470 21% CG	484 25% ADH	22 7%	40 14% C	42 19% CG	43 22% D	22 8%	38 16% G	44 18% CG	47 21% D	340 28% ACEGI	316 31% BDFHJ
Other	118 5% K	165 8% AL	29 9% AIK	55 19% CBFHJL	14 6%	14 7%	19 7% K	18 8%	11 5%	25 11% IL	45 4%	53 5%
Sigma	3313 146%	2832 145%	418 134%	369 127%	287 131%	247 129%	338 127%	308 131%	337 141%	300 135%	1933 157%	1608 160%

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

Q1020. What is your experience with QR codes?

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
USE THEM (NET)	2649 43%	2682 49%	270 29%	326 39%	186 31%	235 46%	333 31%	330 34%	130 32%	163 43%	1730 55%	1628 59%
I use them frequently	552 9%	654 12%	25 3%	37 4%	25 4%	40 8%	35 3%	44 5%	21 5%	22 6%	446 14%	511 18%
I use them, but not frequently	2097 34%	2028 37%	245 26%	289 35%	161 27%	195 38%	298 27%	286 30%	109 27%	141 37%	1284 41%	1117 40%
NEVER USES THEM (NET)	3495 57%	2770 51%	655 71%	500 61%	413 69%	272 54%	753 69%	633 66%	279 68%	215 57%	1395 45%	1150 41%
I have heard of them but never used them	2269 37%	2229 41%	399 43%	422 51%	240 40%	231 46%	501 46%	537 56%	149 36%	181 48%	980 31%	858 31%
I have never heard of them or used them	1226 20%	541 10%	256 28%	78 9%	173 29%	41 8%	252 23%	96 10%	130 32%	34 9%	415 13%	292 11%
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

Q1025. Why haven't you used QR codes?

Base: Have Not Used QR Codes

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
Unweighted Base	3495	2770	655	500	413	272	753	633	279	215	1395	1150
Never needed to	1978 57%	1820 66% AL	350 53%	327 65% C	217 53%	195 72% EBL	469 62% ACEIK	431 68% GL	141 51%	149 69% I	801 57% I	718 62% K
Don't like them	387 11% CI	356 13% AF	52 8%	53 11%	37 9%	21 8%	94 12% CI	95 15% DFJ	14 5%	19 9%	190 14% ACEI	168 15% BDFJ
Don't trust them	358 10% CE	327 12% AFJ	38 6%	57 11% CFJ	30 7%	17 6%	67 9% C	67 11% FJ	27 10% C	13 6%	196 14% ACEGI	173 15% BDFHJ
I have never heard of them or seen them	911 26% BGK	322 12% H	201 31% DAGK	49 10%	144 35% FAGK	29 11%	156 21% H	54 9%	98 35% JAGK	29 13% H	312 22% L	161 14% BDH
Other	196 6% EK	196 7% AL	68 10% AEGIK	50 10% BHL	13 3%	21 8% E	47 6% EK	39 6%	16 6%	18 8%	52 4% K	68 6% K
Sigma	3830 110%	3021 109%	709 108%	536 107%	441 107%	283 104%	833 111%	686 108%	296 106%	228 106%	1551 111%	1288 112%

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

Q1030. Why do you use QR codes?

Base: Have Used QR Codes

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2649	2682	270	326	186	235	333	330	130	163	1730	1628
They are convenient	1773 67% CEG	1770 66% DFJ	152 56%	171 52%	112 60% F	108 46%	201 60%	217 66% DFJ	81 62%	83 51%	1227 71% ACEGI	1191 73% BDFHJ
They save me time	1341 51% C	1421 53% D	116 43%	149 46%	91 49%	122 52%	166 50%	159 48%	72 55% C	102 63% BDFH	896 52% C	889 55% BDH
It's the latest thing	915 35% CEG	876 33% DH	73 27% D	62 19%	51 27%	88 37% EDH	69 21%	67 20%	44 34% G	59 36% DH	678 39% ACEG	600 37% BDH
Other	94 4% K	136 5% AL	24 9% AEK	39 12% BHJL	5 3%	18 8% EL	24 7% AEK	16 5%	5 4%	10 6%	36 2%	53 3% K
Sigma	4123 156%	4203 157%	365 135%	421 129%	259 139%	336 143%	460 138%	459 139%	202 155%	254 156%	2837 164%	2733 168%

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

Q1050. What is your preferred way of finding websites now?

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
Use a search engine	3904 64% EK	3644 67% AL	599 65% E	597 72% CBFJL	345 58%	326 64% E	752 69% ACEK	682 71% BFL	265 65% E	249 66%	1943 62% E	1790 64%
Type the domain name directly into my browser and see if it comes up	1395 23% BK	1107 20% HL	233 25% DGK	172 21%	176 29% AGK	146 29% BDHL	229 21% H	166 17%	104 25% K	94 25% BHL	653 21%	529 19%
Use a QR code	298 5% CEG	358 7% ADFHJ	20 2%	21 3%	17 3%	14 3%	25 2%	48 5% GDF	19 5% CG	12 3%	217 7% ACEG	263 9% KBDFHJ
Use an app instead of going to websites themselves	503 8% BCGI	313 6% DF	60 6% D	29 4%	57 10% FCGI	17 3%	69 6%	61 6% DF	19 5%	22 6%	298 10% LACGI	184 7% BDF
Other	44 1% K	30 1%	13 1% AK	7 1%	4 1%	4 1%	11 1% K	6 1%	2	1	14	12
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

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?

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Table 248

1. Safest

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
Using an app instead of going to the website itself-for example, an app provided by an airline or a bank	-	1020 19% H	-	145 18% H	-	105 21% H	-	124 13%	-	91 24% BDH	-	555 20% BH
Accessing via a QR code	-	685 13% DH	-	68 8%	-	81 16% BDH	-	88 9%	-	57 15% DH	-	391 14% BDH
Typing the domain name into a browser	-	1267 23%	-	222 27% BJL	-	112 22%	-	235 24%	-	81 21%	-	617 22%
Finding via an Internet search engine	-	1254 23% F	-	188 23%	-	95 19%	-	247 26% BF	-	82 22%	-	642 23% F
Accessing via a bookmark	-	599 11%	-	77 9%	-	53 10%	-	109 11%	-	37 10%	-	323 12%
Not sure	-	627 12% JL	-	126 15% BJL	-	61 12% JL	-	160 17% BFJL	-	30 8%	-	250 9%
Sigma	-	5452 100%	-	826 100%	-	507 100%	-	963 100%	-	378 100%	-	2778 100%

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

Q1036_2. Which of these is the safest, which is the fastest, and which is the easiest way to navigate to a website that may have the information you are looking for?

2. Fastest

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
Using an app instead of going to the website itself-for example, an app provided by an airline or a bank	-	732 13% L	-	114 14%	-	62 12%	-	147 15% L	-	67 18% BFL	-	342 12%
Accessing via a QR code	-	1176 22% DFH	-	141 17%	-	75 15%	-	178 18%	-	72 19%	-	710 26% BDFHJ
Typing the domain name into a browser	-	779 14% H	-	124 15%	-	92 18% BHL	-	116 12%	-	54 14%	-	393 14%
Finding via an Internet search engine	-	1127 21% L	-	165 20%	-	126 25% BDL	-	210 22%	-	99 26% BDL	-	527 19%
Accessing via a bookmark	-	1243 23% HJ	-	200 24% HJ	-	123 24% HJ	-	191 20%	-	69 18%	-	660 24% HJ
Not sure	-	395 7% JL	-	82 10% BFJL	-	29 6%	-	121 13% BFJL	-	17 4%	-	146 5%
Sigma	-	5452 100%	-	826 100%	-	507 100%	-	963 100%	-	378 100%	-	2778 100%

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

Q1036_3. Which of these is the safest, which is the fastest, and which is the easiest way to navigate to a website that may have the information you are looking for?

3. Easiest

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
Using an app instead of going to the website itself-for example, an app provided by an airline or a bank	-	744 14% L	-	134 16% BL	-	78 15% L	-	133 14%	-	68 18% BL	-	331 12%
Accessing via a QR code	-	852 16% DFHJ	-	110 13%	-	61 12%	-	124 13%	-	45 12%	-	512 18% BDFHJ
Typing the domain name into a browser	-	751 14% D	-	86 10%	-	91 18% BDHL	-	117 12%	-	67 18% BDH	-	390 14% D
Finding via an Internet search engine	-	1620 30%	-	235 28%	-	155 31%	-	308 32%	-	113 30%	-	809 29%
Accessing via a bookmark	-	1029 19% H	-	159 19% H	-	84 17%	-	145 15%	-	68 18%	-	573 21% BFH
Not sure	-	456 8% JL	-	102 12% BFJL	-	38 7%	-	136 14% BFJL	-	17 4%	-	163 6%
Sigma	-	5452 100%	-	826 100%	-	507 100%	-	963 100%	-	378 100%	-	2778 100%

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

Q1055_1. Which of these are the fastest, easiest and safest way to get to the website you want to buy from?

1. Safest

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
Using an app instead of going to a website-for example, an app provided by an airline or a bank	-	1206 22% DH	-	159 19%	-	131 26% BDH	-	163 17%	-	108 29% BDHL	-	645 23% BDH
Accessing via a QR code	-	649 12% DH	-	55 7%	-	71 14% DH	-	72 7%	-	58 15% BDH	-	393 14% BDH
Typing the domain name into a browser	-	1242 23% L	-	240 29% BFHJL	-	108 21%	-	239 25% L	-	80 21%	-	575 21%
Finding via an Internet search engine	-	1065 20% L	-	148 18%	-	93 18%	-	213 22% BDJ	-	60 16%	-	551 20%
Accessing via a bookmark	-	669 12% L	-	90 11%	-	55 11%	-	114 12%	-	39 10%	-	371 13% B
Not sure	-	621 11% L	-	134 16% BFJL	-	49 10%	-	162 17% BFJL	-	33 9%	-	243 9%
Sigma	-	5452 100%	-	826 100%	-	507 100%	-	963 100%	-	378 100%	-	2778 100%

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

Q1055_2. Which of these are the fastest, easiest and safest way to get to the website you want to buy from?

2. Fastest

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
Using an app instead of going to a website-for example, an app provided by an airline or a bank	-	858 16%	-	136 16%	-	78 15%	-	152 16%	-	76 20% BL	-	416 15%
Accessing via a QR code	-	1011 19% DFHJ	-	101 12%	-	61 12%	-	153 16% DF	-	55 15%	-	641 23% BDFHJ
Typing the domain name into a browser	-	824 15% L	-	137 17%	-	96 19% BHL	-	134 14%	-	65 17%	-	392 14%
Finding via an Internet search engine	-	1163 21% J	-	159 19%	-	119 23%	-	203 21%	-	99 26% BDHL	-	583 21%
Accessing via a bookmark	-	1177 22% J	-	190 23% J	-	116 23% J	-	198 21%	-	61 16%	-	612 22% J
Not sure	-	419 8% L	-	103 12% BFJL	-	37 7% L	-	123 13% BFJL	-	22 6%	-	134 5%
Sigma	-	5452 100%	-	826 100%	-	507 100%	-	963 100%	-	378 100%	-	2778 100%

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

Q1055_3. Which of these are the fastest, easiest and safest way to get to the website you want to buy from?

Base: All Qualified Respondents

3. Easiest

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	5452	-**	826	-**	507	-**	963	-**	378	-**	2778
Using an app instead of going to a website-for example, an app provided by an airline or a bank	-	850 16%	-	139 17%	-	66 13%	-	139 14%	-	92 24% BDFHL	-	414 15%
Accessing via a QR code	-	798 15% DFHJ	-	91 11%	-	49 10%	-	111 12%	-	40 11%	-	507 18% BDFHJ
Typing the domain name into a browser	-	809 15%	-	109 13%	-	93 18% BDL	-	148 15%	-	53 14%	-	406 15%
Finding via an Internet search engine	-	1498 27% D	-	199 24%	-	156 31% D	-	284 29% D	-	107 28%	-	752 27%
Accessing via a bookmark	-	982 18% H	-	167 20% H	-	93 18% H	-	129 13%	-	62 16%	-	531 19% BH
Not sure	-	515 9% JL	-	121 15% BFJL	-	50 10% L	-	152 16% BFJL	-	24 6%	-	168 6%
Sigma	-	5452 100%	-	826 100%	-	507 100%	-	963 100%	-	378 100%	-	2778 100%

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

Q1060_1. 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

1. Safest

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
Using an app provided by the website owner-for example, an app provided by an airline or a bank	-	1409 26% H	-	217 26% H	-	148 29% H	-	203 21%	-	133 35% BDHL	-	708 25% H
Accessing via a QR code	-	643 12% DH	-	55 7%	-	65 13% DH	-	82 9%	-	48 13% DH	-	393 14% BDH
Typing the domain name into a browser	-	1158 21% L	-	197 24% BL	-	121 24% L	-	216 22% L	-	87 23%	-	537 19%
Finding via an Internet search engine	-	869 16% DF	-	92 11%	-	54 11%	-	180 19% BDFJ	-	50 13%	-	493 18% BDFJ
Accessing via a bookmark	-	763 14% J	-	136 16% BJ	-	68 13%	-	127 13%	-	37 10%	-	395 14% J
Not sure	-	610 11% JL	-	129 16% BFJL	-	51 10% J	-	155 16% BFJL	-	23 6%	-	252 9%
Sigma	-	5452 100%	-	826 100%	-	507 100%	-	963 100%	-	378 100%	-	2778 100%

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

Q1060_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?

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Table 255

Base: All Qualified Respondents

2. Fastest

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
Using an app provided by the website owner-for example, an app provided by an airline or a bank	-	885 16%	-	143 17%	-	80 16%	-	156 16%	-	79 21% BHL	-	427 15%
Accessing via a QR code	-	927 17% DFHJ	-	85 10%	-	66 13%	-	131 14% D	-	46 12%	-	599 22% BDFHJ
Typing the domain name into a browser	-	850 16%	-	117 14%	-	102 20% BDHIL	-	147 15%	-	63 17%	-	421 15%
Finding via an Internet search engine	-	1016 19%	-	141 17%	-	101 20%	-	188 20%	-	80 21%	-	506 18%
Accessing via a bookmark	-	1285 24%	-	225 27% BHL	-	116 23%	-	208 22%	-	87 23%	-	649 23%
Not sure	-	489 9% JL	-	115 14% BFJL	-	42 8%	-	133 14% BFJL	-	23 6%	-	176 6%
Sigma	-	5452 100%	-	826 100%	-	507 100%	-	963 100%	-	378 100%	-	2778 100%

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

Q1060_3. 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 256

Base: All Qualified Respondents

3. Easiest

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
Using an app provided by the website owner-for example, an app provided by an airline or a bank	-	902 17% L	-	161 19% BHL	-	83 16%	-	140 15%	-	88 23% BFHL	-	430 15%
Accessing via a QR code	-	693 13% DFHJ	-	71 9%	-	42 8%	-	100 10%	-	35 9%	-	445 16% BDFHJ
Typing the domain name into a browser	-	810 15%	-	119 14%	-	83 16%	-	148 15%	-	72 19% BDL	-	388 14%
Finding via an Internet search engine	-	1311 24% D	-	156 19%	-	135 27% D	-	252 26% D	-	88 23%	-	680 24% D
Accessing via a bookmark	-	1156 21% H	-	186 23%	-	105 21%	-	181 19%	-	74 20%	-	610 22% H
Not sure	-	580 11% JL	-	133 16% BFJL	-	59 12% JL	-	142 15% BJL	-	21 6%	-	225 8%
Sigma	-	5452 100%	-	826 100%	-	507 100%	-	963 100%	-	378 100%	-	2778 100%

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

Q1140. Overall, how comfortable are you with each of the following online behaviors?
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
Searching for information	-	4997 92% FH	-	789 96% BFHL	-	448 88%	-	848 88%	-	352 93% FH	-	2560 92% FH
Shopping online	-	4618 85% F	-	706 85% F	-	397 78%	-	797 83% F	-	314 83%	-	2404 87% BFH
Banking online	-	4143 76% FH	-	634 77% F	-	330 65%	-	702 73% F	-	296 78% FH	-	2181 79% BFH
Accessing medical information online	-	4105 75% DFH	-	593 72%	-	350 69%	-	655 68%	-	307 81% BDFH	-	2200 79% BDFH
Using social media to talk about your activities or family	-	3444 63% J	-	530 64% J	-	321 63% J	-	591 61% J	-	208 55%	-	1794 65% BJ

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

Q1140. Overall, how comfortable are you with each of the following online behaviors?
SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
Using social media to talk about your activities or family	-	2008 37% L	-	296 36%	-	186 37%	-	372 39%	-	170 45% BDFHL	-	984 35%
Accessing medical information online	-	1347 25% JL	-	233 28% BJL	-	157 31% BJL	-	308 32% BJL	-	71 19%	-	578 21%
Banking online	-	1309 24% L	-	192 23%	-	177 35% BDHJL	-	261 27% BJL	-	82 22%	-	597 21%
Shopping online	-	834 15% L	-	120 15%	-	110 22% BDHL	-	166 17% L	-	64 17%	-	374 13%
Searching for information	-	455 8% D	-	37 4%	-	59 12% BDJL	-	115 12% BDJL	-	26 7%	-	218 8% D

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	4997	-	789	-	448	-	848	-	352	-	2560
	-	92% FH	-	96% BFHL	-	88% FH	-	88% FH	-	93% FH	-	92% FH
Very comfortable	-	3023	-	547	-	355	-	474	-	250	-	1397
	-	55% HL	-	66% BHL	-	70% BHL	-	49% BHL	-	66% BHL	-	50% BHL
Somewhat comfortable	-	1974	-	242	-	93	-	374	-	102	-	1163
	-	36% DFJ	-	29% F	-	18% DFJ	-	39% DFJ	-	27% F	-	42% BDFJ
BOTTOM 2 BOX (NET)	-	455	-	37	-	59	-	115	-	26	-	218
	-	8% D	-	4% BDJL	-	12% BDJL	-	12% BDJL	-	7% BDJL	-	8% D
Not very comfortable	-	282	-	21	-	27	-	59	-	13	-	162
	-	5% D	-	3% D	-	5% D	-	6% DJ	-	3% D	-	6% BD
Not at all comfortable	-	173	-	16	-	32	-	56	-	13	-	56
	-	3% DL	-	2% DL	-	6% BDL	-	6% BDL	-	3% DL	-	2% DL
Sigma	-	5452	-	826	-	507	-	963	-	378	-	2778
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	3444	-	530	-	321	-	591	-	208	-	1794
		63% J		64% J		63% J		61% J		55% J		65% BJ
Very comfortable	-	1443	-	260	-	185	-	215	-	90	-	693
		26% HL		31% BHJL		36% BHJL		22% DFJ		24% DFJ		25% BDFJ
Somewhat comfortable	-	2001	-	270	-	136	-	376	-	118	-	1101
		37% DFJ		33% F		27% DFJ		39% DFJ		31% DFJ		40% BDFJ
BOTTOM 2 BOX (NET)	-	2008	-	296	-	186	-	372	-	170	-	984
		37% L		36% L		37% L		39% L		45% BDFHL		35% BDFHL
Not very comfortable	-	1272	-	133	-	114	-	214	-	120	-	691
		23% D		16% D		22% D		22% D		32% BDFHL		25% BD
Not at all comfortable	-	736	-	163	-	72	-	158	-	50	-	293
		13% L		20% BFJL		14% L		16% BL		13% L		11% L
Sigma	-	5452	-	826	-	507	-	963	-	378	-	2778
		100% L		100% L		100% L		100% L		100% L		100% L

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	4618	-	706	-	397	-	797	-	314	-	2404
	-	85% F	-	85% F	-	78% F	-	83% F	-	83% F	-	87% BFH
Very comfortable	-	2190	-	326	-	196	-	326	-	136	-	1206
	-	40% H	-	39% H	-	39% H	-	34% H	-	36% H	-	43% BDFHJ
Somewhat comfortable	-	2428	-	380	-	201	-	471	-	178	-	1198
	-	45% FL	-	46% F	-	40% F	-	49% BFL	-	47% F	-	43% F
BOTTOM 2 BOX (NET)	-	834	-	120	-	110	-	166	-	64	-	374
	-	15% L	-	15% L	-	22% BDHL	-	17% L	-	17% L	-	13% L
Not very comfortable	-	648	-	79	-	78	-	126	-	47	-	318
	-	12% D	-	10% D	-	15% BDL	-	13% D	-	12% D	-	11% D
Not at all comfortable	-	186	-	41	-	32	-	40	-	17	-	56
	-	3% L	-	5% BL	-	6% BL	-	4% L	-	4% L	-	2% L
Sigma	-	5452	-	826	-	507	-	963	-	378	-	2778
	-	100% L	-	100% L	-	100% L	-	100% L	-	100% L	-	100% L

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	4143	-	634	-	330	-	702	-	296	-	2181
	-	76% FH	-	77% F	-	65% F	-	73% F	-	78% FH	-	79% BFH
Very comfortable	-	1973	-	320	-	188	-	322	-	150	-	993
	-	36% H	-	39% H	-	37% H	-	33% H	-	40% H	-	36% H
Somewhat comfortable	-	2170	-	314	-	142	-	380	-	146	-	1188
	-	40% F	-	38% F	-	28% F	-	39% F	-	39% F	-	43% BDF
BOTTOM 2 BOX (NET)	-	1309	-	192	-	177	-	261	-	82	-	597
	-	24% L	-	23% L	-	35% BDHJL	-	27% BJL	-	22% L	-	21% L
Not very comfortable	-	832	-	90	-	94	-	153	-	62	-	433
	-	15% D	-	11% D	-	19% BD	-	16% D	-	16% D	-	16% D
Not at all comfortable	-	477	-	102	-	83	-	108	-	20	-	164
	-	9% JL	-	12% BJL	-	16% BDHJL	-	11% BJL	-	5% L	-	6% L
Sigma	-	5452	-	826	-	507	-	963	-	378	-	2778
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

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

Q1140_5. Overall, how comfortable are you with each of the following online behaviors?
5. Accessing medical information online

Base: All Qualified Respondents

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	4105 75% DFH	-	593 72%	-	350 69%	-	655 68%	-	307 81% BDFH	-	2200 79% BDFH
Very comfortable	-	1518 28% H	-	237 29% H	-	176 35% BDHL	-	222 23%	-	141 37% BDHL	-	742 27% H
Somewhat comfortable	-	2587 47% DF	-	356 43% F	-	174 34%	-	433 45% F	-	166 44% F	-	1458 52% BDFHJ
BOTTOM 2 BOX (NET)	-	1347 25% JL	-	233 28% BJL	-	157 31% BJL	-	308 32% BJL	-	71 19%	-	578 21%
Not very comfortable	-	1012 19% JL	-	162 20% J	-	105 21% JL	-	218 23% BJL	-	54 14%	-	473 17%
Not at all comfortable	-	335 6% L	-	71 9% BJL	-	52 10% BJL	-	90 9% BJL	-	17 4%	-	105 4%
Sigma	-	5452 100%	-	826 100%	-	507 100%	-	963 100%	-	378 100%	-	2778 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	5452	-**	826	-**	507	-**	963	-**	378	-**	2778
.com	-	2907 53% H	-	452 55% H	-	335 66% BDHL	-	357 37%	-	261 69% BDHL	-	1502 54% H
gTLDs	-	2546 51% HL	-	200 55% H	-	317 63% BDHJL	-	455 47%	-	193 51%	-	1381 50%
.club or .bank	-	673 12% DH	-	68 8%	-	58 11%	-	90 9%	-	56 15% DH	-	401 14% BDH

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	5452	-**	826	-**	507	-**	963	-**	378	-**	2778
gTLDs	-	4635 93%	-	338 93%	-	466 92%	-	886 92%	-	343 91%	-	2602 94% BJ
.com	-	5021 92% H	-	759 92% H	-	461 91% H	-	841 87%	-	353 93% H	-	2607 94% BDFH
.club or .bank	-	2625 48% DH	-	343 42% H	-	236 47% H	-	353 37%	-	190 50% DH	-	1503 54% BDFH

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	5021 92% H	-	759 92% H	-	461 91% H	-	841 87%	-	353 93% H	-	2607 94% BDFH
Very comfortable	-	2907 53% H	-	452 55% H	-	335 66% BDHL	-	357 37%	-	261 69% BDHL	-	1502 54% H
Somewhat comfortable	-	2114 39% FJ	-	307 37% FJ	-	126 25%	-	484 50% BDFJL	-	92 24%	-	1105 40% FJ
BOTTOM 2 BOX (NET)	-	431 8% L	-	67 8% L	-	46 9% L	-	122 13% BDFJL	-	25 7%	-	171 6%
Not very comfortable	-	301 6% JL	-	41 5%	-	22 4%	-	91 9% BDFJL	-	12 3%	-	135 5%
Not at all comfortable	-	130 2% L	-	26 3% L	-	24 5% BL	-	31 3% L	-	13 3% L	-	36 1%
Sigma	-	5452 100%	-	826 100%	-	507 100%	-	963 100%	-	378 100%	-	2778 100%

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

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?

8 Jun 2016
Table 267

1. Inputting your email address
2. gTLDs

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	4991	**	365	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	4635 93%	-	338 93%	-	466 92%	-	886 92%	-	343 91%	-	2602 94% BJ
Very comfortable	-	2546 51% HL	-	200 55% H	-	317 63% BDHJL	-	455 47%	-	193 51%	-	1381 50%
Somewhat comfortable	-	2089 42% F	-	138 38% F	-	149 29%	-	431 45% BDF	-	150 40% F	-	1221 44% BDF
BOTTOM 2 BOX (NET)	-	356 7% L	-	27 7%	-	41 8%	-	77 8%	-	35 9% L	-	176 6%
Not very comfortable	-	296 6%	-	17 5%	-	31 6%	-	62 6%	-	28 7%	-	158 6%
Not at all comfortable	-	60 1% L	-	10 3% BL	-	10 2% L	-	15 2% L	-	7 2% L	-	18 1%
Sigma	-	4991 100%	-	365 100%	-	507 100%	-	963 100%	-	378 100%	-	2778 100%

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

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?

8 Jun 2016
Table 268

1. Inputting your email address

3. .club or .bank

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	2625	-	343	-	236	-	353	-	190	-	1503
	-	48% DH	-	42% H	-	47% H	-	37% H	-	50% DH	-	54% BDFH
Very comfortable	-	673	-	68	-	58	-	90	-	56	-	401
	-	12% DH	-	8% H	-	11% H	-	9% H	-	15% DH	-	14% BDH
Somewhat comfortable	-	1952	-	275	-	178	-	263	-	134	-	1102
	-	36% H	-	33% H	-	35% H	-	27% H	-	35% H	-	40% BDH
BOTTOM 2 BOX (NET)	-	2827	-	483	-	271	-	610	-	188	-	1275
	-	52% L	-	58% BJL	-	53% L	-	63% BDFJL	-	50% H	-	46% H
Not very comfortable	-	2056	-	328	-	164	-	396	-	127	-	1041
	-	38% F	-	40% FJ	-	32% FJ	-	41% BFJL	-	34% F	-	37% F
Not at all comfortable	-	771	-	155	-	107	-	214	-	61	-	234
	-	14% L	-	19% BL	-	21% BL	-	22% BJL	-	16% L	-	8% L
Sigma	-	5452	-	826	-	507	-	963	-	378	-	2778
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	5452	-**	826	-**	507	-**	963	-**	378	-**	2778
.com	-	2343 43% H	-	363 44% H	-	281 55% BDHL	-	273 28%	-	206 54% BDHL	-	1220 44% H
gTLDs	-	2070 41% H	-	170 47% BHL	-	255 50% BHJL	-	351 36%	-	158 42%	-	1136 41% H
.club or .bank	-	607 11% DH	-	72 9%	-	52 10% H	-	66 7%	-	50 13% DH	-	367 13% BDH

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	5452	-**	826	-**	507	-**	963	-**	378	-**	2778
gTLDs	-	4204	-	317	-	417	-	780	-	302	-	2388
		84%		87%		82%		81%		80%		86%
		HJ		HJ								BFHJ
.com	-	4535	-	678	-	414	-	725	-	312	-	2406
		83%		82%		82%		75%		83%		87%
		H		H		H				H		BDFHJ
.club or .bank	-	2388	-	304	-	209	-	315	-	168	-	1392
		44%		37%		41%		33%		44%		50%
		DH				H				DH		BDFHJ

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

8 Jun 2016
Table 271

2. Inputting your home address

1. .com

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	4535	-	678	-	414	-	725	-	312	-	2406
	-	83% H	-	82% H	-	82% H	-	75% H	-	83% H	-	87% BDFHJ
Very comfortable	-	2343	-	363	-	281	-	273	-	206	-	1220
	-	43% H	-	44% H	-	55% BDHL	-	28% H	-	54% BDHL	-	44% H
Somewhat comfortable	-	2192	-	315	-	133	-	452	-	106	-	1186
	-	40% FJ	-	38% FJ	-	26% H	-	47% BDFJL	-	28% H	-	43% BDFJ
BOTTOM 2 BOX (NET)	-	917	-	148	-	93	-	238	-	66	-	372
	-	17% L	-	18% L	-	18% L	-	25% BDFJL	-	17% L	-	13% L
Not very comfortable	-	626	-	91	-	58	-	160	-	36	-	281
	-	11% L	-	11% L	-	11% L	-	17% BDFJL	-	10% L	-	10% L
Not at all comfortable	-	291	-	57	-	35	-	78	-	30	-	91
	-	5% L	-	7% BL	-	7% L	-	8% BL	-	8% BL	-	3% L
Sigma	-	5452	-	826	-	507	-	963	-	378	-	2778
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	4991	**	365	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	4204	-	317	-	417	-	780	-	302	-	2388
	-	84% HJ	-	87% HJ	-	82% HJ	-	81% HJ	-	80% HJ	-	86% BFHJ
Very comfortable	-	2070	-	170	-	255	-	351	-	158	-	1136
	-	41% H	-	47% BHL	-	50% BHJL	-	36% HJ	-	42% HJ	-	41% H
Somewhat comfortable	-	2134	-	147	-	162	-	429	-	144	-	1252
	-	43% F	-	40% F	-	32% F	-	45% FJ	-	38% FJ	-	45% BFJ
BOTTOM 2 BOX (NET)	-	787	-	48	-	90	-	183	-	76	-	390
	-	16% L	-	13% L	-	18% L	-	19% BDL	-	20% BDL	-	14% L
Not very comfortable	-	588	-	34	-	62	-	130	-	53	-	309
	-	12% DL	-	9% DL	-	12% DL	-	13% DL	-	14% D	-	11% DL
Not at all comfortable	-	199	-	14	-	28	-	53	-	23	-	81
	-	4% L	-	4% L	-	6% L	-	6% BL	-	6% BL	-	3% BL
Sigma	-	4991	-	365	-	507	-	963	-	378	-	2778
	-	100% L	-	100% L	-	100% L	-	100% L	-	100% L	-	100% L

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	2388	-	304	-	209	-	315	-	168	-	1392
	-	44% DH	-	37% H	-	41% H	-	33% H	-	44% DH	-	50% BDFHJ
Very comfortable	-	607	-	72	-	52	-	66	-	50	-	367
	-	11% DH	-	9% H	-	10% H	-	7% H	-	13% DH	-	13% BDH
Somewhat comfortable	-	1781	-	232	-	157	-	249	-	118	-	1025
	-	33% DH	-	28% H	-	31% H	-	26% H	-	31% H	-	37% BDFHJ
BOTTOM 2 BOX (NET)	-	3064	-	522	-	298	-	648	-	210	-	1386
	-	56% L	-	63% BJL	-	59% L	-	67% BFJL	-	56% L	-	50% L
Not very comfortable	-	1986	-	323	-	168	-	357	-	131	-	1007
	-	36% F	-	39% F	-	33% F	-	37% F	-	35% F	-	36% F
Not at all comfortable	-	1078	-	199	-	130	-	291	-	79	-	379
	-	20% L	-	24% BL	-	26% BL	-	30% BDJL	-	21% L	-	14% L
Sigma	-	5452	-	826	-	507	-	963	-	378	-	2778
	-	100% L	-	100% L	-	100% L	-	100% L	-	100% L	-	100% L

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	5452	-**	826	-**	507	-**	963	-**	378	-**	2778
.com	-	1966 36% H	-	283 34% H	-	244 48% BDHL	-	196 20%	-	189 50% BDHL	-	1054 38% BH
gTLDs	-	1716 34% H	-	140 38% H	-	205 40% BHL	-	251 26%	-	146 39% H	-	974 35% H
.club or .bank	-	617 11% DH	-	68 8%	-	63 12% DH	-	61 6%	-	65 17% BDFHL	-	360 13% BDH

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
gTLDs	-	3765	-	267	-	368	-	639	-	291	-	2200
	-	75% H	-	73% H	-	73% H	-	66% H	-	77% H	-	79% BDFH
.com	-	4100	-	587	-	369	-	599	-	305	-	2240
	-	75% DH	-	71% H	-	73% H	-	62% H	-	81% BDFH	-	81% BDFH
.club or .bank	-	2201	-	269	-	189	-	269	-	171	-	1303
	-	40% DH	-	33% H	-	37% H	-	28% H	-	45% BDFH	-	47% BDFH

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

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Table 276

3. Inputting your telephone number

1. .com

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	4100	-	587	-	369	-	599	-	305	-	2240
	-	75% DH	-	71% H	-	73% H	-	62% H	-	81% BDFH	-	81% BDFH
Very comfortable	-	1966	-	283	-	244	-	196	-	189	-	1054
	-	36% H	-	34% H	-	48% BDHL	-	20% H	-	50% BDHL	-	38% BH
Somewhat comfortable	-	2134	-	304	-	125	-	403	-	116	-	1186
	-	39% FJ	-	37% FJ	-	25% FJ	-	42% DFJ	-	31% F	-	43% BDFJ
BOTTOM 2 BOX (NET)	-	1352	-	239	-	138	-	364	-	73	-	538
	-	25% JL	-	29% BJL	-	27% JL	-	38% BDFJL	-	19% JL	-	19% JL
Not very comfortable	-	877	-	150	-	69	-	225	-	41	-	392
	-	16% JL	-	18% FJL	-	14% JL	-	23% BDFJL	-	11% JL	-	14% JL
Not at all comfortable	-	475	-	89	-	69	-	139	-	32	-	146
	-	9% L	-	11% BL	-	14% BJL	-	14% BDJL	-	8% L	-	5% L
Sigma	-	5452	-	826	-	507	-	963	-	378	-	2778
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	4991	**	365	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	3765	-	267	-	368	-	639	-	291	-	2200
	-	75% H	-	73% H	-	73% H	-	66% H	-	77% H	-	79% BDFH
Very comfortable	-	1716	-	140	-	205	-	251	-	146	-	974
	-	34% H	-	38% H	-	40% BHL	-	26% H	-	39% H	-	35% H
Somewhat comfortable	-	2049	-	127	-	163	-	388	-	145	-	1226
	-	41% DF	-	35% H	-	32% H	-	40% F	-	38% H	-	44% BDFHJ
BOTTOM 2 BOX (NET)	-	1226	-	98	-	139	-	324	-	87	-	578
	-	25% L	-	27% L	-	27% L	-	34% BDFJL	-	23% H	-	21% H
Not very comfortable	-	841	-	61	-	81	-	202	-	54	-	443
	-	17% H	-	17% H	-	16% H	-	21% BFJL	-	14% H	-	16% H
Not at all comfortable	-	385	-	37	-	58	-	122	-	33	-	135
	-	8% L	-	10% L	-	11% BL	-	13% BJL	-	9% L	-	5% H
Sigma	-	4991	-	365	-	507	-	963	-	378	-	2778
	-	100% H	-	100% H	-	100% H	-	100% H	-	100% H	-	100% H

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	2201	-	269	-	189	-	269	-	171	-	1303
		40%		33%		37%		28%		45%		47%
		DH		H		H				BDFH		BDFH
Very comfortable	-	617	-	68	-	63	-	61	-	65	-	360
		11%		8%		12%		6%		17%		13%
		DH		DH		DH				BDFHL		BDH
Somewhat comfortable	-	1584	-	201	-	126	-	208	-	106	-	943
		29%		24%		25%		22%		28%		34%
		DFH								H		BDFHJ
BOTTOM 2 BOX (NET)	-	3251	-	557	-	318	-	694	-	207	-	1475
		60%		67%		63%		72%		55%		53%
		JL		BJL		JL		BDFJL				
Not very comfortable	-	1963	-	306	-	146	-	353	-	124	-	1034
		36%		37%		29%		37%		33%		37%
		F		F		F		F				F
Not at all comfortable	-	1288	-	251	-	172	-	341	-	83	-	441
		24%		30%		34%		35%		22%		16%
		L		BJL		BJL		BDJL		L		
Sigma	-	5452	-	826	-	507	-	963	-	378	-	2778
		100%		100%		100%		100%		100%		100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	5452	-**	826	-**	507	-**	963	-**	378	-**	2778
.com	-	1463 27% H	-	221 27% H	-	166 33% BDH	-	144 15%	-	140 37% BDHL	-	792 29% BH
gTLDs	-	1255 25% H	-	98 27% H	-	150 30% BH	-	179 19%	-	105 28% H	-	723 26% H
.club or .bank	-	583 11% DH	-	56 7%	-	54 11% DH	-	56 6%	-	52 14% BDH	-	365 13% BDH

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	5452	-**	826	-**	507	-**	963	-**	378	-**	2778
gTLDs	-	3114 62% FHJ	-	220 60%	-	288 57%	-	560 58%	-	211 56%	-	1835 66% BDFHJ
.com	-	3395 62% H	-	509 62% H	-	296 58% H	-	498 52%	-	236 62% H	-	1856 67% BDFH
.club or .bank	-	1974 36% DFH	-	221 27%	-	162 32% DH	-	229 24%	-	145 38% DFH	-	1217 44% BDFHJ

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

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4. Inputting financial information (like a credit card or bank account number)

1. .com

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	5452	-**	826	-**	507	-**	963	-**	378	-**	2778
TOP 2 BOX (NET)	-	3395 62% H	-	509 62% H	-	296 58% H	-	498 52%	-	236 62% H	-	1856 67% BDFH
Very comfortable	-	1463 27% H	-	221 27% H	-	166 33% BDH	-	144 15%	-	140 37% BDHL	-	792 29% BH
Somewhat comfortable	-	1932 35% FJ	-	288 35% FJ	-	130 26%	-	354 37% FJ	-	96 25%	-	1064 38% BFJ
BOTTOM 2 BOX (NET)	-	2057 38% L	-	317 38% L	-	211 42% L	-	465 48% BDFJL	-	142 38%	-	922 33%
Not very comfortable	-	1116 20%	-	176 21%	-	92 18%	-	230 24% BFL	-	73 19%	-	545 20%
Not at all comfortable	-	941 17% L	-	141 17% L	-	119 23% BDL	-	235 24% BDJL	-	69 18% L	-	377 14%
Sigma	-	5452 100%	-	826 100%	-	507 100%	-	963 100%	-	378 100%	-	2778 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	4991	**	365	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	3114 62% FHJ	-	220 60%	-	288 57%	-	560 58%	-	211 56%	-	1835 66% BDFHJ
Very comfortable	-	1255 25% H	-	98 27% H	-	150 30% BH	-	179 19%	-	105 28% H	-	723 26% H
Somewhat comfortable	-	1859 37% FJ	-	122 33% F	-	138 27%	-	381 40% DFJ	-	106 28%	-	1112 40% BDFJ
BOTTOM 2 BOX (NET)	-	1877 38% L	-	145 40% L	-	219 43% BL	-	403 42% BL	-	167 44% BL	-	943 34%
Not very comfortable	-	1061 21%	-	76 21%	-	107 21%	-	203 21%	-	91 24%	-	584 21%
Not at all comfortable	-	816 16% L	-	69 19% L	-	112 22% BL	-	200 21% BL	-	76 20% BL	-	359 13%
Sigma	-	4991 100%	-	365 100%	-	507 100%	-	963 100%	-	378 100%	-	2778 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	1974	-	221	-	162	-	229	-	145	-	1217
	-	36%	-	27%	-	32%	-	24%	-	38%	-	44%
	-	DFH	-	DH	-	DH	-	DFH	-	DFH	-	BDFHJ
Very comfortable	-	583	-	56	-	54	-	56	-	52	-	365
	-	11%	-	7%	-	11%	-	6%	-	14%	-	13%
	-	DH	-	DH	-	DH	-	BDH	-	BDH	-	BDH
Somewhat comfortable	-	1391	-	165	-	108	-	173	-	93	-	852
	-	26%	-	20%	-	21%	-	18%	-	25%	-	31%
	-	DFH	-	H	-	H	-	H	-	H	-	BDFHJ
BOTTOM 2 BOX (NET)	-	3478	-	605	-	345	-	734	-	233	-	1561
	-	64%	-	73%	-	68%	-	76%	-	62%	-	56%
	-	L	-	BFJL	-	BJL	-	BFJL	-	L	-	L
Not very comfortable	-	1679	-	270	-	128	-	302	-	103	-	876
	-	31%	-	33%	-	25%	-	31%	-	27%	-	32%
	-	F	-	F	-	F	-	F	-	F	-	F
Not at all comfortable	-	1799	-	335	-	217	-	432	-	130	-	685
	-	33%	-	41%	-	43%	-	45%	-	34%	-	25%
	-	L	-	BJL	-	BJL	-	BJL	-	L	-	L
Sigma	-	5452	-	826	-	507	-	963	-	378	-	2778
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	5452	-**	826	-**	507	-**	963	-**	378	-**	2778
.com	-	1442 26% DH	-	173 21% H	-	162 32% BDH	-	148 15%	-	151 40% BDFHL	-	808 29% BDH
gTLDs	-	1314 26% H	-	92 25% H	-	150 30% H	-	178 18%	-	124 33% BDHL	-	770 28% BH
.club or .bank	-	577 11% DH	-	45 5%	-	48 9% DH	-	57 6%	-	47 12% DH	-	380 14% BDFH

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	5452	-**	826	-**	507	-**	963	-**	378	-**	2778
gTLDs	-	3063 61% DH	-	197 54%	-	295 58%	-	515 53%	-	241 64% DH	-	1815 65% BDFH
.com	-	3231 59% DH	-	385 47%	-	298 59% DH	-	464 48%	-	252 67% BDFH	-	1832 66% BDFH
.club or .bank	-	1869 34% DH	-	169 20%	-	159 31% DH	-	221 23%	-	135 36% DH	-	1185 43% BDFHJ

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	3231	-	385	-	298	-	464	-	252	-	1832
	-	59% DH	-	47% DH	-	59% DH	-	48% DH	-	67% BDFH	-	66% BDFH
Very comfortable	-	1442	-	173	-	162	-	148	-	151	-	808
	-	26% DH	-	21% H	-	32% BDH	-	15% BDH	-	40% BDFHL	-	29% BDH
Somewhat comfortable	-	1789	-	212	-	136	-	316	-	101	-	1024
	-	33% DFJ	-	26% DFJ	-	27% DFJ	-	33% DFJ	-	27% DFJ	-	37% BDFHJ
BOTTOM 2 BOX (NET)	-	2221	-	441	-	209	-	499	-	126	-	946
	-	41% JL	-	53% BFJL	-	41% JL	-	52% BFJL	-	33% JL	-	34% JL
Not very comfortable	-	1112	-	171	-	97	-	252	-	69	-	523
	-	20% L	-	21% L	-	19% L	-	26% BDFJL	-	18% L	-	19% L
Not at all comfortable	-	1109	-	270	-	112	-	247	-	57	-	423
	-	20% JL	-	33% BFHJL	-	22% JL	-	26% BJL	-	15% JL	-	15% JL
Sigma	-	5452	-	826	-	507	-	963	-	378	-	2778
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	4991	-**	365	-**	507	-**	963	-**	378	-**	2778
TOP 2 BOX (NET)	-	3063 61% DH	-	197 54%	-	295 58%	-	515 53%	-	241 64% DH	-	1815 65% BDFH
Very comfortable	-	1314 26% H	-	92 25% H	-	150 30% H	-	178 18%	-	124 33% BDHL	-	770 28% BH
Somewhat comfortable	-	1749 35% DF	-	105 29%	-	145 29%	-	337 35% DF	-	117 31%	-	1045 38% BDFJ
BOTTOM 2 BOX (NET)	-	1928 39% L	-	168 46% BJL	-	212 42% L	-	448 47% BJL	-	137 36%	-	963 35%
Not very comfortable	-	1053 21%	-	73 20%	-	107 21%	-	228 24% BL	-	82 22%	-	563 20%
Not at all comfortable	-	875 18% L	-	95 26% BJL	-	105 21% BJL	-	220 23% BJL	-	55 15%	-	400 14%
Sigma	-	4991 100%	-	365 100%	-	507 100%	-	963 100%	-	378 100%	-	2778 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	1869 34% DH	-	169 20%	-	159 31% DH	-	221 23%	-	135 36% DH	-	1185 43% BDFHJ
Very comfortable	-	577 11% DH	-	45 5%	-	48 9% DH	-	57 6%	-	47 12% DH	-	380 14% BDFH
Somewhat comfortable	-	1292 24% DH	-	124 15%	-	111 22% DH	-	164 17%	-	88 23% DH	-	805 29% BDFHJ
BOTTOM 2 BOX (NET)	-	3583 66% L	-	657 80% BFJL	-	348 69% L	-	742 77% BFJL	-	243 64% L	-	1593 57%
Not very comfortable	-	1710 31% DF	-	224 27%	-	135 27% BDF	-	331 34% BDF	-	124 33% DF	-	896 32% DF
Not at all comfortable	-	1873 34% L	-	433 52% BFHJL	-	213 42% BJL	-	411 43% BJL	-	119 31% L	-	697 25%
Sigma	-	5452 100%	-	826 100%	-	507 100%	-	963 100%	-	378 100%	-	2778 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
.com	-	1618 30% DH	-	206 25% H	-	195 38% BDHL	-	159 17%	-	163 43% BDHL	-	895 32% BDH
gTLDs	-	1432 29% H	-	98 27% H	-	182 36% BDHL	-	181 19%	-	135 36% BDHL	-	836 30% BH
.club or .bank	-	614 11% DH	-	51 6%	-	73 14% BDH	-	65 7%	-	56 15% BDH	-	369 13% BDH

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
gTLDs	-	3485	-	233	-	349	-	543	-	278	-	2082
	-	70% DH	-	64% H	-	69% H	-	56%	-	74% DH	-	75% BDFH
.com	-	3724	-	498	-	346	-	507	-	283	-	2090
	-	68% DH	-	60% H	-	68% DH	-	53%	-	75% BDFH	-	75% BDFH
.club or .bank	-	2183	-	230	-	193	-	239	-	172	-	1349
	-	40% DH	-	28%	-	38% DH	-	25%	-	46% BDFH	-	49% BDFH

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	3724	-	498	-	346	-	507	-	283	-	2090
		68% DH		60% H		68% DH		53%		75% BDFH		75% BDFH
Very comfortable	-	1618	-	206	-	195	-	159	-	163	-	895
		30% DH		25% H		38% BDHL		17%		43% BDHL		32% BDH
Somewhat comfortable	-	2106	-	292	-	151	-	348	-	120	-	1195
		39% DFJ		35% F		30%		36% F		32%		43% BDFHJ
BOTTOM 2 BOX (NET)	-	1728	-	328	-	161	-	456	-	95	-	688
		32% JL		40% BFJL		32% JL		47% BDFJL		25%		25% 25%
Not very comfortable	-	1053	-	180	-	102	-	238	-	56	-	477
		19% JL		22% JL		20% J		25% BFJL		15%		17% 17%
Not at all comfortable	-	675	-	148	-	59	-	218	-	39	-	211
		12% L		18% BFJL		12% L		23% BDFJL		10%		8% 8%
Sigma	-	5452	-	826	-	507	-	963	-	378	-	2778
		100%		100%		100%		100%		100%		100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	4991	**	365	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	3485	-	233	-	349	-	543	-	278	-	2082
	-	70% DH	-	64% H	-	69% H	-	56%	-	74% DH	-	75% BDFH
Very comfortable	-	1432	-	98	-	182	-	181	-	135	-	836
	-	29% H	-	27% H	-	36% BDHL	-	19%	-	36% BDHL	-	30% BH
Somewhat comfortable	-	2053	-	135	-	167	-	362	-	143	-	1246
	-	41% FH	-	37%	-	33%	-	38%	-	38%	-	45% BDFHJ
BOTTOM 2 BOX (NET)	-	1506	-	132	-	158	-	420	-	100	-	696
	-	30% L	-	36% BJL	-	31% L	-	44% BDFJL	-	26%	-	25%
Not very comfortable	-	945	-	72	-	99	-	218	-	62	-	494
	-	19% L	-	20%	-	20%	-	23% BJL	-	16%	-	18%
Not at all comfortable	-	561	-	60	-	59	-	202	-	38	-	202
	-	11% L	-	16% BFJL	-	12% L	-	21% BFJL	-	10%	-	7%
Sigma	-	4991	-	365	-	507	-	963	-	378	-	2778
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	2183	-	230	-	193	-	239	-	172	-	1349
		40%		28%		38%		25%		46%		49%
		DH				DH				BDFH		BDFH
Very comfortable	-	614	-	51	-	73	-	65	-	56	-	369
		11%		6%		14%		7%		15%		13%
		DH				BDH				BDH		BDH
Somewhat comfortable	-	1569	-	179	-	120	-	174	-	116	-	980
		29%		22%		24%		18%		31%		35%
		DFH				H				DFH		BDFH
BOTTOM 2 BOX (NET)	-	3269	-	596	-	314	-	724	-	206	-	1429
		60%		72%		62%		75%		54%		51%
		JL		BFJL		JL		BFJL				
Not very comfortable	-	1839	-	279	-	150	-	338	-	125	-	947
		34%		34%		30%		35%		33%		34%
		F						F				F
Not at all comfortable	-	1430	-	317	-	164	-	386	-	81	-	482
		26%		38%		32%		40%		21%		17%
		JL		BFJL		BJL		BFJL				
Sigma	-	5452	-	826	-	507	-	963	-	378	-	2778
		100%		100%		100%		100%		100%		100%

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

Q1100a. How would you describe your familiarity with each of the following abusive internet behaviors?
SUMMARY TABLE OF TOP 2 BOX

8 Jun 2016
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Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
Spamming - The use of electronic messaging systems to send unsolicited messages.	-	3156 58% H	-	514 62% BHL	-	291 57% H	-	498 52%	-	252 67% BFHL	-	1601 58% H
Malware - Short for "malicious software", used to disrupt computer operations, gather sensitive information or gain access to private computer systems.	-	2634 48% H	-	408 49% H	-	229 45%	-	407 42%	-	227 60% BDFHL	-	1363 49% H
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% FH	-	369 45% F	-	163 32%	-	387 40% F	-	213 56% BDFHL	-	1227 44% FH
Stolen credentials - When hackers steal personal information stored online such as usernames, passwords, social security numbers, credit cards numbers, etc.	-	2248 41% FH	-	351 42% FH	-	177 35%	-	337 35%	-	207 55% BDFHL	-	1176 42% FH
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% DFH	-	163 20%	-	98 19%	-	203 21%	-	134 35% BDFH	-	856 31% BDFH

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

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

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
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% JL	-	423 51% BJL	-	297 59% BDJL	-	530 55% BJL	-	130 34%	-	979 35%
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% JL	-	187 23%	-	214 42% BDHJL	-	237 25% JL	-	73 19%	-	572 21%
Stolen credentials - When hackers steal personal information stored online such as usernames, passwords, social security numbers, credit cards numbers, etc.	-	1243 23% DL	-	165 20%	-	172 34% BDHJL	-	240 25% DL	-	76 20%	-	590 21%
Malware - Short for "malicious software", used to disrupt computer operations, gather sensitive information or gain access to private computer systems.	-	1067 20%	-	142 17%	-	126 25% BDJL	-	209 22% DJ	-	60 16%	-	530 19%
Spamming - The use of electronic messaging systems to send unsolicited messages.	-	817 15% D	-	96 12%	-	85 17% D	-	182 19% BDL	-	55 15%	-	399 14% D

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

Q1100a_1. How would you describe your familiarity with each of the following abusive internet behaviors?

1. Phishing - The attempt to acquire sensitive information such as usernames, passwords, and credit card details by masquerading as a trustworthy entity in electronic communication.

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	2359	-	369	-	163	-	387	-	213	-	1227
	-	43% FH	-	45% F	-	32%	-	40% F	-	56% BDFHL	-	44% FH
Extremely familiar	-	867	-	138	-	60	-	144	-	86	-	439
	-	16% F	-	17% F	-	12%	-	15% F	-	23% BDFHL	-	16% F
Very familiar	-	1492	-	231	-	103	-	243	-	127	-	788
	-	27% F	-	28% F	-	20%	-	25% F	-	34% BDFHL	-	28% F
Somewhat familiar	-	1810	-	270	-	130	-	339	-	92	-	979
	-	33% FJ	-	33% FJ	-	26%	-	35% FJ	-	24% FJ	-	35% BFJ
BOTTOM 2 BOX (NET)	-	1283	-	187	-	214	-	237	-	73	-	572
	-	24% JL	-	23%	-	42% BDHJL	-	25% JL	-	19% JL	-	21% JL
Just know the name	-	908	-	131	-	112	-	181	-	41	-	443
	-	17% J	-	16% J	-	22% BDJL	-	19% JL	-	11% JL	-	16% J
Never heard of	-	375	-	56	-	102	-	56	-	32	-	129
	-	7% L	-	7% L	-	20% BDHJL	-	6% L	-	8% L	-	5% L
Sigma	-	5452	-	826	-	507	-	963	-	378	-	2778
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

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

Q1100a_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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	3156 58% H	-	514 62% BHL	-	291 57% H	-	498 52% H	-	252 67% BFHL	-	1601 58% H
Extremely familiar	-	1328 24% H	-	221 27% H	-	123 24% H	-	191 20% H	-	125 33% BDFHL	-	668 24% H
Very familiar	-	1828 34% H	-	293 35% H	-	168 33% H	-	307 32% H	-	127 34% H	-	933 34% H
Somewhat familiar	-	1479 27% J	-	216 26% J	-	131 26% J	-	283 29% J	-	71 19% J	-	778 28% J
BOTTOM 2 BOX (NET)	-	817 15% D	-	96 12% D	-	85 17% D	-	182 19% BDL	-	55 15% BDL	-	399 14% D
Just know the name	-	554 10% J	-	69 8% J	-	59 12% DJ	-	119 12% BDJ	-	25 7% BDL	-	282 10% J
Never heard of	-	263 5% DL	-	27 3% DL	-	26 5% DL	-	63 7% BDL	-	30 8% BDL	-	117 4% DL
Sigma	-	5452 100%	-	826 100%	-	507 100%	-	963 100%	-	378 100%	-	2778 100%

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

Q1100a_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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	1454 27% DFH	-	163 20%	-	98 19%	-	203 21%	-	134 35% BDFH	-	856 31% BDFH
Extremely familiar	-	487 9% H	-	60 7%	-	37 7%	-	64 7%	-	55 15% BDFHL	-	271 10% BDH
Very familiar	-	967 18% DFH	-	103 12%	-	61 12%	-	139 14%	-	79 21% DFH	-	585 21% BDFH
Somewhat familiar	-	1639 30% FH	-	240 29% FH	-	112 22%	-	230 24%	-	114 30% FH	-	943 34% BDFH
BOTTOM 2 BOX (NET)	-	2359 43% JL	-	423 51% BJL	-	297 59% BDJL	-	530 55% BJL	-	130 34%	-	979 35%
Just know the name	-	1079 20% J	-	151 18% J	-	106 21% J	-	237 25% BDJL	-	47 12%	-	538 19% J
Never heard of	-	1280 23% L	-	272 33% BJL	-	191 38% BHJL	-	293 30% BJL	-	83 22% L	-	441 16%
Sigma	-	5452 100%	-	826 100%	-	507 100%	-	963 100%	-	378 100%	-	2778 100%

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

Q1100a_4. How would you describe your familiarity with each of the following abusive internet behaviors?

4. Stolen credentials - When hackers steal personal information stored online such as usernames, passwords, social security numbers, credit cards numbers, etc.

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	2248	-	351	-	177	-	337	-	207	-	1176
	-	41% FH	-	42% FH	-	35% FH	-	35% FH	-	55% BDFHL	-	42% FH
Extremely familiar	-	809	-	129	-	61	-	109	-	86	-	424
	-	15% H	-	16% H	-	12% H	-	11% H	-	23% BDFHL	-	15% H
Very familiar	-	1439	-	222	-	116	-	228	-	121	-	752
	-	26% H	-	27% H	-	23% H	-	24% H	-	32% BFHL	-	27% FH
Somewhat familiar	-	1961	-	310	-	158	-	386	-	95	-	1012
	-	36% FJ	-	38% FJ	-	31% J	-	40% BFJL	-	25% H	-	36% FJ
BOTTOM 2 BOX (NET)	-	1243	-	165	-	172	-	240	-	76	-	590
	-	23% DL	-	20% DL	-	34% BDHJL	-	25% DL	-	20% DL	-	21% DL
Just know the name	-	953	-	121	-	125	-	188	-	52	-	467
	-	17% DJ	-	15% DJ	-	25% BDHJL	-	20% DJ	-	14% DJ	-	17% DJ
Never heard of	-	290	-	44	-	47	-	52	-	24	-	123
	-	5% L	-	5% L	-	9% BDHL	-	5% L	-	6% L	-	4% L
Sigma	-	5452	-	826	-	507	-	963	-	378	-	2778
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

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

Q1100a_5. How would you describe your familiarity with each of the following abusive internet behaviors?

5. Malware - Short for "malicious software", used to disrupt computer operations, gather sensitive information or gain access to private computer systems.

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
TOP 2 BOX (NET)	-	2634 48% H	-	408 49% H	-	229 45%	-	407 42%	-	227 60% BDFHL	-	1363 49% H
Extremely familiar	-	995 18% H	-	158 19% H	-	81 16%	-	135 14%	-	110 29% BDFHL	-	511 18% H
Very familiar	-	1639 30%	-	250 30%	-	148 29%	-	272 28%	-	117 31%	-	852 31%
Somewhat familiar	-	1751 32% J	-	276 33% J	-	152 30%	-	347 36% BFJL	-	91 24%	-	885 32% J
BOTTOM 2 BOX (NET)	-	1067 20%	-	142 17%	-	126 25% BDJL	-	209 22% DJ	-	60 16%	-	530 19%
Just know the name	-	727 13% J	-	106 13%	-	76 15% J	-	154 16% BJL	-	35 9%	-	356 13% J
Never heard of	-	340 6% D	-	36 4%	-	50 10% BDHL	-	55 6%	-	25 7%	-	174 6% D
Sigma	-	5452 100%	-	826 100%	-	507 100%	-	963 100%	-	378 100%	-	2778 100%

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

Q1105. What do you think are the source(s) for each type of abusive Internet behavior?
SUMMARY TABLE OF ORGANIZED GROUPS

Base: Familiar With Abusive Internet Behavior

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5768	5014	879	762	562	456	978	851	389	354	2960	2591
Phishing	2876 63% EI	2755 66% AFJ	474 63% EI	417 65% FJ	199 53%	158 54%	541 68% AEI	503 69% BFJ	159 51%	156 51%	1503 64% AEI	1521 69% KBFJ
Malware	3114 67% EI	2875 66% FJ	551 69% EI	449 66% FJ	277 60%	206 54%	561 68% EI	509 68% FJ	174 56%	176 55%	1551 68% AEI	1535 68% BFJ
Stolen credentials	2691 65% EI	2750 65% FJ	466 68% EI	430 65% FJ	228 61% F	176 53%	513 69% AEI	489 68% FJ	141 53%	162 54%	1343 66% I	1493 68% BFJ
Spamming	3035 63% EI	2976 64% FJ	538 67% AEI	483 66% FJ	259 54%	220 52%	572 67% AEI	519 66% FJ	168 49%	162 50%	1498 63% EI	1592 67% KBFJ
Cyber squatting	1575 64% I	1929 62% FJ	226 66% I	247 61% FJ	110 59% F	98 47%	212 66% I	281 65% FJ	114 56%	129 52%	913 65% I	1174 65% BFJ

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

Q1105. What do you think are the source(s) for each type of abusive Internet behavior?
SUMMARY TABLE OF INDIVIDUALS

Base: Familiar With Abusive Internet Behavior

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
Unweighted Base	5768	5014	879	762	562	456	978	851	389	354	2960	2591
Spamming	2774 57% BG	2386 51% H	499 62% AGI	421 58% BFHJL	284 59% FG	206 49% J	424 50% J	372 48% J	186 54% J	158 49% J	1381 58% LG	1229 52% J
Stolen credentials	2411 59% BG	2165 51% J	463 68% DAEGIK	408 62% BFHJL	212 56% J	167 50% J	404 54% J	361 50% J	141 53% J	124 41% J	1191 58% LG	1105 51% J
Phishing	2630 58% BG	2129 51% J	506 68% DAEGIK	388 61% BFHJL	212 57% J	154 53% J	412 52% J	351 48% J	153 50% J	128 42% J	1347 58% LGI	1108 50% J
Malware	2586 55% BI	2174 50% J	508 64% DAEGIK	392 57% BFHJL	252 54% FI	174 46% J	438 53% I	372 49% J	145 46% J	127 40% J	1243 55% LI	1109 49% J
Cyber squatting	1410 57% BI	1473 48% J	225 65% DAEGIK	222 55% BFHJL	97 52% J	96 46% J	182 57% HI	193 45% J	87 43% J	94 38% J	819 58% LI	868 48% J

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

Q1105_1. What do you think are the source(s) for each type of abusive Internet behavior?
1. Phishing

Base: Familiar With Abusive Internet Behavior

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4558	4169	747	639	372	293	799	726	309	305	2331	2206
ORGANIZED GROUPS (NET)	2876 63% EI	2755 66% AFJ	474 63% EI	417 65% FJ	199 53%	158 54%	541 68% AEI	503 69% BFJ	159 51%	156 51%	1503 64% AEI	1521 69% KBFJ
Organized groups from within my country	2185 48% EI	2091 50% AFJ	386 52% AEI	342 54% FJ	144 39%	114 39%	404 51% EI	396 55% BFJ	99 32%	101 33%	1152 49% AEI	1138 52% FJ
Organized groups from outside my country	2370 52% BEIK	2009 48% FJ	430 58% DAEIK	331 52% BFJ	157 42%	109 37%	480 60% AEIK	403 56% BFJL	125 40%	110 36%	1178 51% EI	1056 48% FJ
INDIVIDUALS (NET)	2630 58% BGI	2129 51% J	506 68% DAEGIK	388 61% BFHJL	212 57%	154 53% J	412 52%	351 48%	153 50%	128 42%	1347 58% LGI	1108 50% J
Individuals from outside my country	2160 47% BIK	1738 42% FJL	452 61% DAEGIK	337 53% BFHJL	159 43%	106 36%	379 47% I	310 43% J	123 40%	99 32%	1047 45% L	886 40% J
Individuals from my country	2026 44% BGI	1539 37% JL	420 56% DAEGIK	303 47% BFHJL	162 44%	110 38% J	321 40% I	268 37% J	97 31%	78 26%	1026 44% LI	780 35% J
Don't know	770 17% K	641 15% L	127 17%	111 17% L	72 19% K	53 18% L	151 19% K	120 17% L	73 24% ACK	82 27% BDFHL	347 15% L	275 12%
Sigma	9511 209%	8018 192%	1815 243%	1424 223%	694 187%	492 168%	1735 217%	1497 206%	517 167%	470 154%	4750 204%	4135 187%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4853	4635	808	730	482	422	855	781	344	323	2364	2379
ORGANIZED GROUPS (NET)	3035 63% EI	2976 64% FJ	538 67% AEI	483 66% FJ	259 54% I	220 52% J	572 67% AEI	519 66% FJ	168 49% I	162 50% J	1498 63% EI	1592 67% KBFJ
Organized groups from within my country	2452 51% EI	2265 49% FJ	455 56% AEIK	392 54% BFJL	207 43% I	167 40% J	485 57% AEIK	432 55% BFJL	102 30% I	96 30% J	1203 51% EI	1178 50% FJ
Organized groups from outside my country	2342 48% BEIK	2121 46% FJ	453 56% DAEIK	368 50% BFJL	195 40% F	138 33% J	473 55% AEIK	397 51% BFJL	135 39% I	119 37% J	1086 46% EI	1099 46% FJ
INDIVIDUALS (NET)	2774 57% BG	2386 51% H	499 62% AGI	421 58% BFHJL	284 59% FG	206 49% J	424 50% I	372 48% J	186 54% I	158 49% J	1381 58% LG	1229 52% J
Individuals from outside my country	2237 46% BEG	1844 40% F	447 55% DAEGIK	338 46% BFHJL	198 41% F	121 29% J	355 42% I	320 41% F	144 42% I	121 37% F	1093 46% LEG	944 40% F
Individuals from my country	2148 44% BIK	1772 38% JL	424 52% AGIK	353 48% BFHJL	239 50% FAGIK	173 41% J	366 43% HI	285 36% I	116 34% I	98 30% J	1003 42% LI	863 36% J
Don't know	774 16% K	691 15% L	138 17% K	123 17% L	80 17% I	74 18% L	155 18% K	139 18% BL	68 20% AK	65 20% BL	333 14% LI	290 12% J
Sigma	9953 205%	8693 188%	1917 237%	1574 216%	919 191%	673 159%	1834 215%	1573 201%	565 164%	499 154%	4718 200%	4374 184%

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

Q1105_3. What do you think are the source(s) for each type of abusive Internet behavior?

3. Cyber squatting

Base: Familiar With Abusive Internet Behavior

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2455	3093	345	403	186	210	319	433	203	248	1402	1799
ORGANIZED GROUPS (NET)	1575 64% I	1929 62% FJ	226 66% I	247 61% FJ	110 59% F	98 47% F	212 66% I	281 65% FJ	114 56% F	129 52% F	913 65% I	1174 65% BFJ
Organized groups from within my country	1237 50% BEI	1394 45% FJ	195 57% DAEI	195 48% FJ	73 39% F	73 35% F	176 55% EI	213 49% FJ	71 35% F	69 28% F	722 51% LEI	844 47% BFJ
Organized groups from outside my country	1220 50% BK	1352 44% F	201 58% DAIK	199 49% BFJL	92 49% F	65 31% F	182 57% HAIK	214 49% BFJL	88 43% F	96 39% F	657 47% L	778 43% F
INDIVIDUALS (NET)	1410 57% BI	1473 48% J	225 65% DAEGIK	222 55% BFHJL	97 52% I	96 46% I	182 57% HI	193 45% J	87 43% F	94 38% F	819 58% LI	868 48% J
Individuals from outside my country	1185 48% BI	1222 40% J	204 59% DAEGIK	197 49% BFHJL	82 44% I	74 35% I	156 49% HI	166 38% J	70 34% F	73 29% F	673 48% LI	712 40% J
Individuals from my country	1037 42% BI	973 31% J	187 54% DAEGIK	170 42% BFHJL	66 35% I	61 29% I	146 46% HEI	140 32% J	53 26% F	57 23% F	585 42% LI	545 30% J
Don't know	386 16% K	543 18% L	56 16% F	81 20% L	35 19% I	53 25% BL	56 18% F	85 20% L	47 23% ACK	66 27% BHL	192 14% F	258 14% F
Sigma	5065 206%	5484 177%	843 244%	842 209%	348 187%	326 155%	716 224%	818 189%	329 162%	361 146%	2829 202%	3137 174%

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

Q1105_4. What do you think are the source(s) for each type of abusive Internet behavior?
4. Stolen credentials

Base: Familiar With Abusive Internet Behavior

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4116	4209	685	661	376	335	747	723	264	302	2044	2188
ORGANIZED GROUPS (NET)	2691 65% EI	2750 65% FJ	466 68% EI	430 65% FJ	228 61% F	176 53% AEI	513 69% AEI	489 68% FJ	141 53% FJ	162 54% FJ	1343 66% I	1493 68% BFJ
Organized groups from within my country	2168 53% BI	2082 49% FJ	395 58% DAEIK	344 52% FJ	187 50% FI	134 40% FI	409 55% I	395 55% BFJ	90 34% FJ	104 34% FJ	1087 53% I	1105 51% FJ
Organized groups from outside my country	2165 53% BEIK	1976 47% FJ	422 62% DAEIK	346 52% BFJL	168 45% F	106 32% F	452 61% HAEIK	392 54% BFJL	111 42% FJ	108 36% FJ	1012 50% I	1024 47% FJ
INDIVIDUALS (NET)	2411 59% BG	2165 51% J	463 68% DAEGIK	408 62% BFHJL	212 56% F	167 50% J	404 54% J	361 50% J	141 53% J	124 41% J	1191 58% LG	1105 51% J
Individuals from outside my country	2020 49% BEIK	1671 40% FJ	420 61% DAEGIK	334 51% BFHJL	157 42% F	99 30% F	369 49% HE	308 43% FJ	112 42% J	79 26% FJ	962 47% L	851 39% FJ
Individuals from my country	1912 46% BIK	1657 39% JL	410 60% DAEGIK	344 52% BFHJL	179 48% FI	133 40% J	342 46% HI	286 40% J	99 38% FJ	91 30% FJ	882 43% L	803 37% J
Don't know	658 16% K	629 15% L	105 15% L	103 16% L	62 16% L	59 18% L	137 18% K	127 18% BL	55 21% ACK	74 25% BDFHL	299 15% L	266 12% L
Sigma	8923 217%	8015 190%	1752 256%	1471 223%	753 200%	531 159%	1709 229%	1508 209%	467 177%	456 151%	4242 208%	4049 185%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4670	4385	794	684	463	381	823	754	313	318	2277	2248
ORGANIZED GROUPS (NET)	3114 67% EI	2875 66% FJ	551 69% EI	449 66% FJ	277 60%	206 54%	561 68% EI	509 68% FJ	174 56%	176 55%	1551 68% AEI	1535 68% BFJ
Organized groups from outside my country	2585 55% BEIK	2225 51% F	493 62% DAEIK	377 55% BFJL	230 50% F	153 40%	492 60% AEIK	415 55% BFJL	154 49%	146 46%	1216 53% L	1134 50% F
Organized groups from within my country	2389 51% BEI	2026 46% FJ	446 56% DAEI	329 48% FJ	206 44% FI	130 34% J	446 54% EI	410 54% BDFJL	85 27%	82 26%	1206 53% LAEI	1075 48% BFJ
INDIVIDUALS (NET)	2586 55% BI	2174 50% J	508 64% DAEGIK	392 57% BFHJL	252 54% FI	174 46%	438 53% I	372 49% J	145 46%	127 40%	1243 55% LI	1109 49% J
Individuals from outside my country	2236 48% BIK	1807 41% FJ	459 58% DAEGIK	346 51% BFHJL	205 44% F	124 33%	397 48% HI	325 43% FJ	129 41%	109 34%	1046 46% L	903 40% FJ
Individuals from my country	1984 42% BIK	1533 35% J	432 54% DAEGIK	306 45% BFHJL	200 43% FI	123 32% J	362 44% HIK	286 38% JL	85 27% J	61 19%	905 40% LI	757 34% J
Don't know	811 17% K	701 16% L	129 16%	120 18% L	85 18%	79 21% BL	160 19% K	132 18% L	71 23% ACK	76 24% BDHL	366 16% L	294 13%
Sigma	10005 214%	8292 189%	1959 247%	1478 216%	926 200%	609 160%	1857 226%	1568 208%	524 167%	474 149%	4739 208%	4163 185%

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

Q1117. How common do you feel each type of abusive Internet behavior is?
SUMMARY TABLE OF TOP 2 BOX

Base: Familiar With Abusive Internet Behavior

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5768	5014	879	762	562	456	978	851	389	354	2960	2591
Spamming	4504 93% BG	4240 91% H	763 94% AGK	688 94% BFHL	457 95% FG	381 90%	779 91% H	684 88%	322 94%	300 93% H	2183 92%	2187 92% H
Malware	4166 89% G	3855 88% FH	734 92% AGK	633 93% BFHL	426 92% FAGK	321 84%	709 86%	641 85%	284 91% G	284 89%	2013 88%	1976 88% FH
Phishing	3909 86%	3561 85% FH	663 89% AGK	573 90% BFHJL	323 87% F	236 81%	672 84%	593 82%	275 89% GK	256 84%	1976 85%	1903 86% FH
Stolen credentials	3320 81% G	3444 82% H	587 86% AGK	582 88% BFHL	327 87% FAGK	268 80%	555 74%	553 76%	226 86% AGK	261 86% BFHL	1625 80% G	1780 81% H
Cyber squatting	1904 78% G	2353 76% FH	273 79% G	319 79% FH	145 78%	147 70%	231 72%	297 69%	169 83% AG	209 84% BFHL	1086 77%	1381 77% FH

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

Q1117. How common do you feel each type of abusive Internet behavior is?
SUMMARY TABLE OF BOTTOM 2 BOX

Base: Familiar With Abusive Internet Behavior

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5768	5014	879	762	562	456	978	851	389	354	2960	2591
Cyber squatting	403 16%	483 16% DJ	45 13%	43 11%	33 18%	33 16% J	55 17%	81 19% DJ	25 12%	19 8%	245 17% C	307 17% BDJ
Stolen credentials	575 14% BCE	520 12% D	60 9%	43 7%	34 9%	38 11% D	124 17% ACEI	107 15% BDJ	30 11%	29 10%	327 16% LACE	303 14% BDJ
Phishing	410 9% C	364 9% D	36 5%	29 5%	34 9% C	29 10% D	58 7% C	71 10% D	20 6%	27 9% D	262 11% LACGI	208 9% D
Malware	292 8% C	302 7% D	23 3%	15 2%	20 4%	24 6% D	55 7% C	56 7% D	18 6%	22 7% C	176 8% ACE	185 8% BD
Spamming	165 3% C	192 4% D	10 1%	12 2%	10 2%	17 4% D	25 3% C	34 4% D	9 3%	16 5% D	111 5% ACEG	113 5% BD

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

Q1117_1. How common do you feel each type of abusive Internet behavior is?

1. Phishing

Base: Familiar With Abusive Internet Behavior

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4558	4169	747	639	372	293	799	726	309	305	2331	2206
TOP 2 BOX (NET)	3909 86%	3561 85% FH	663 89% AGK	573 90% BFHJL	323 87% F	236 81%	672 84%	593 82%	275 89% GK	256 84%	1976 85%	1903 86% FH
Very common	2222 49% K	2147 51% AL	479 64% AEGIK	398 62% BFHL	210 56% FAGK	141 48%	398 50% K	367 51%	171 55% AK	183 60% BFHL	964 41%	1058 48% K
Somewhat common	1687 37% BCE	1414 34% DJ	184 25%	175 27%	113 30% C	95 32% J	274 34% C	226 31% J	104 34% JC	73 24%	1012 43% LACEGI	845 38% BDHJ
BOTTOM 2 BOX (NET)	410 9% C	364 9% D	36 5%	29 5%	34 9% C	29 10% D	58 7% C	71 10% D	20 6%	27 9% D	262 11% LACGI	208 9% D
Not very common	346 8% C	313 8% D	34 5%	28 4%	24 6%	25 9% D	51 6%	55 8% D	15 5%	24 8% D	222 10% ACGI	181 8% D
Not at all common	64 1% C	51 1% D	2 %	1 %	10 3% ACG	4 1% D	7 1%	16 2% GBD	5 2% C	3 1%	40 2% C	27 1% D
Don't know	239 5% K	244 6% L	48 6% K	37 6%	15 4%	28 10% EBDL	69 9% AEIK	62 9% BL	14 5%	22 7% L	93 4%	95 4%
Sigma	4558 100%	4169 100%	747 100%	639 100%	372 100%	293 100%	799 100%	726 100%	309 100%	305 100%	2331 100%	2206 100%

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

Q1117_2. How common do you feel each type of abusive Internet behavior is?
2. Spamming

Base: Familiar With Abusive Internet Behavior

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4853	4635	808	730	482	422	855	781	344	323	2364	2379
TOP 2 BOX (NET)	4504 93% BG	4240 91% H	763 94% AGK	688 94% BFHL	457 95% FG	381 90% H	779 91% H	684 88% H	322 94% H	300 93% H	2183 92% H	2187 92% H
Very common	3664 75% BK	3328 72% L	669 83% AGK	576 79% BHL	409 85% AGIK	339 80% BHL	644 75% HK	546 70% H	269 78% K	249 77% BHL	1673 71% L	1618 68% L
Somewhat common	840 17% CE	912 20% ADF	94 12% CF	112 15% CF	48 10% CF	42 10% CE	135 16% CE	138 18% F	53 15% E	51 16% F	510 22% ACEGI	569 24% BDFHJ
BOTTOM 2 BOX (NET)	165 3% C	192 4% D	10 1% D	12 2% D	10 2% D	17 4% D	25 3% C	34 4% D	9 3% D	16 5% D	111 5% ACEG	113 5% BD
Not very common	120 2% C	144 3% D	9 1% D	11 2% D	6 1% D	10 2% D	19 2% D	21 3% D	8 2% D	14 4% D	78 3% ACE	88 4% BD
Not at all common	45 1% C	48 1% D	1 - D	1 - D	4 1% C	7 2% D	6 1% D	13 2% D	1 - D	2 1% D	33 1% AC	25 1% D
Don't know	184 4% K	203 4% JL	35 4% K	30 4% K	15 3% K	24 6% JL	51 6% AEK	63 8% BDJL	13 4% K	7 2% K	70 3% K	79 3% K
Sigma	4853 100%	4635 100%	808 100%	730 100%	482 100%	422 100%	855 100%	781 100%	344 100%	323 100%	2364 100%	2379 100%

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

Q1117_3. How common do you feel each type of abusive Internet behavior is?
3. Cyber squatting

Base: Familiar With Abusive Internet Behavior

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2455	3093	345	403	186	210	319	433	203	248	1402	1799
TOP 2 BOX (NET)	1904 78% G	2353 76% FH	273 79% G	319 79% FH	145 78%	147 70%	231 72%	297 69%	169 83% AG	209 84% BFHL	1086 77%	1381 77% FH
Very common	873 36% GK	1047 34% L	143 41% AGK	162 40% BHL	83 45% AGK	83 40% HL	96 30%	134 31%	103 51% ACGK	118 48% BHL	448 32%	550 31%
Somewhat common	1031 42% EI	1306 42% FH	130 38%	157 39% F	62 33%	64 30%	135 42% EI	163 38%	66 33%	91 37%	638 46% ACEI	831 46% BDFHJ
BOTTOM 2 BOX (NET)	403 16%	483 16% DJ	45 13%	43 11%	33 18%	33 16% J	55 17%	81 19% DJ	25 12%	19 8%	245 17% C	307 17% BDJ
Not very common	363 15%	424 14% DJ	43 12%	41 10%	25 13%	28 13% J	51 16%	63 15% J	24 12%	17 7%	220 16% BDJ	275 15% BDJ
Not at all common	40 2%	59 2% D	2 1%	2	8 4% ACGIK	5 2% D	4 1%	18 4% GBDJL	1	2 1%	25 2%	32 2%
Don't know	148 6% K	257 8% AL	27 8% K	41 10% L	8 4%	30 14% EBJL	33 10% AEIK	55 13% BL	9 4%	20 8%	71 5%	111 6%
Sigma	2455 100%	3093 100%	345 100%	403 100%	186 100%	210 100%	319 100%	433 100%	203 100%	248 100%	1402 100%	1799 100%

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

Q1117_4. How common do you feel each type of abusive Internet behavior is?
4. Stolen credentials

Base: Familiar With Abusive Internet Behavior

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4116	4209	685	661	376	335	747	723	264	302	2044	2188
TOP 2 BOX (NET)	3320 81% G	3444 82% H	587 86% AGK	582 88% BFHL	327 87% FAGK	268 80% AGK	555 74% AGK	553 76% AGK	226 86% AGK	261 86% BFHL	1625 80% G	1780 81% H
Very common	1734 42% GK	1827 43% HL	354 52% AGK	351 53% BHL	194 52% AGK	159 47% HL	277 37% AGK	277 38% AGK	141 53% AGK	161 53% BHL	768 38% AGK	879 40% AGK
Somewhat common	1586 39% CI	1617 38% DFJ	233 34% DFJ	231 35% DFJ	133 35% DFJ	109 33% DFJ	278 37% DFJ	276 38% DFJ	85 32% DFJ	100 33% DFJ	857 42% ACEGI	901 41% BDFJ
BOTTOM 2 BOX (NET)	575 14% BCE	520 12% D	60 9% D	43 7% D	34 9% D	38 11% D	124 17% ACEI	107 15% BDJ	30 11% BDJ	29 10% BDJ	327 16% LACE	303 14% BDJ
Not very common	526 13% BCE	441 10% D	57 8% D	39 6% D	30 8% D	31 9% D	114 15% HACE	84 12% DJ	28 11% DJ	22 7% DJ	297 15% LACE	265 12% BDJ
Not at all common	49 1% C	79 2% AD	3 0% C	4 1% C	4 1% C	7 2% D	10 1% GBDL	23 3% GBDL	2 1% D	7 2% D	30 1% C	38 2% D
Don't know	221 5% K	245 6% L	38 6% K	36 5% L	15 4% K	29 9% EBJL	68 9% ACEIK	63 9% BDJL	8 3% K	12 4% L	92 5% K	105 5% L
Sigma	4116 100%	4209 100%	685 100%	661 100%	376 100%	335 100%	747 100%	723 100%	264 100%	302 100%	2044 100%	2188 100%

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

Q1117_5. How common do you feel each type of abusive Internet behavior is?
5. Malware

Base: Familiar With Abusive Internet Behavior

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4670	4385	794	684	463	381	823	754	313	318	2277	2248
TOP 2 BOX (NET)	4166 89% G	3855 88% FH	734 92% AGK	633 93% BFHL	426 92% FAGK	321 84% G	709 86% G	641 85% G	284 91% G	284 89% G	2013 88% G	1976 88% FH
Very common	2832 61% GK	2579 59% HL	553 70% AGK	456 67% BHL	329 71% FAGK	240 63% HL	455 55% HL	407 54% HL	216 69% AGK	216 68% BHL	1279 56% G	1260 56% G
Somewhat common	1334 29% CEI	1276 29% DFJ	181 23% G	177 26% G	97 21% G	81 21% G	254 31% CEI	234 31% DFJ	68 22% G	68 21% G	734 32% ACEI	716 32% BDFJ
BOTTOM 2 BOX (NET)	292 6% C	302 7% D	23 3% G	15 2% G	20 4% G	24 6% D	55 7% C	56 7% D	18 6% C	22 7% D	176 8% ACE	185 8% BD
Not very common	252 5% CE	254 6% D	20 3% G	13 2% G	12 3% G	16 4% D	50 6% CE	45 6% D	17 5% CE	18 6% D	153 7% ACE	162 7% BDF
Not at all common	40 1% D	48 1% D	3 G	2 G	8 2% AC	8 2% D	5 1% G	11 1% D	1 G	4 1% G	23 1% G	23 1% G
Don't know	212 5% K	228 5% L	37 5% G	36 5% G	17 4% G	36 9% EBDJL	59 7% ACEIK	57 8% BJL	11 4% G	12 4% G	88 4% G	87 4% G
Sigma	4670 100%	4385 100%	794 100%	684 100%	463 100%	381 100%	823 100%	754 100%	313 100%	318 100%	2277 100%	2248 100%

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

Q1121. Have you ever been affected by any of these types of abusive Internet behaviors?
SUMMARY TABLE OF YES

Base: Familiar With Abusive Internet Behavior

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5768	5014	879	762	562	456	978	851	389	354	2960	2591
Spamming	3527 73% BC	3224 70% H	550 68%	511 70% H	387 80% ACGK	346 82% BDHJL	625 73% HC	508 65%	258 75% C	235 73% H	1707 72% LC	1624 68%
Malware	2800 60% BG	2481 57% H	452 57%	403 59% H	309 67% ACGK	241 63% BHJL	444 54%	373 49%	195 62% JG	170 53%	1400 61% LACG	1294 58% H
Phishing	1365 30% G	1311 31%	204 27%	198 31%	141 38% FACGK	84 29%	204 26%	209 29%	102 33% G	85 28%	714 31% G	735 33% BH
Stolen credentials	816 20% CG	857 20% DH	104 15%	110 17%	83 22% CG	56 17%	94 13%	96 13%	59 22% CG	54 18%	476 23% ACG	541 25% BDFHJ
Cyber squatting	442 18% G	516 17% DH	52 15%	42 10%	49 26% FACGK	37 18% DH	33 10%	41 9%	37 18% G	44 18% DH	271 19% G	352 20% BDH

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

Q1121_1. Have you ever been affected by any of these types of abusive Internet behaviors?

1. Phishing

Base: Familiar With Abusive Internet Behavior

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4558	4169	747	639	372	293	799	726	309	305	2331	2206
Yes	1365 30% G	1311 31%	204 27%	198 31%	141 38% FACGK	84 29%	204 26%	209 29%	102 33% G	85 28%	714 31% G	735 33% BH
No	2439 54% EK	2291 55%	438 59% DAEK	339 53%	161 43%	159 54% E	481 60% AEIK	419 58%	162 52% E	175 57%	1197 51% E	1199 54% K
Not sure	754 17% BC	567 14% L	105 14%	102 16% L	70 19% CG	50 17% L	114 14%	98 13%	45 15%	45 15%	420 18% LACG	272 12%
Sigma	4558 100%	4169 100%	747 100%	639 100%	372 100%	293 100%	799 100%	726 100%	309 100%	305 100%	2331 100%	2206 100%

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

Q1121_2. Have you ever been affected by any of these types of abusive Internet behaviors?

2. Spamming

Base: Familiar With Abusive Internet Behavior

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4853	4635	808	730	482	422	855	781	344	323	2364	2379
Yes	3527 73% BC	3224 70% H	550 68%	511 70% H	387 80% ACGK	346 82% BDHJL	625 73% HC	508 65%	258 75% C	235 73% H	1707 72% LC	1624 68%
No	946 19% E	1063 23% AF	194 24% AEGIK	158 22% F	62 13%	53 13%	164 19% E	203 26% GBDF	63 18% E	70 22% F	463 20% E	579 24% KBF
Not sure	380 8%	348 8%	64 8%	61 8%	33 7%	23 5%	66 8%	70 9% F	23 7%	18 6%	194 8%	176 7%
Sigma	4853 100%	4635 100%	808 100%	730 100%	482 100%	422 100%	855 100%	781 100%	344 100%	323 100%	2364 100%	2379 100%

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

Q1121_3. Have you ever been affected by any of these types of abusive Internet behaviors?
3. Cyber squatting

Base: Familiar With Abusive Internet Behavior

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2455	3093	345	403	186	210	319	433	203	248	1402	1799
Yes	442 18% G	516 17% DH	52 15%	42 10%	49 26% FACGK	37 18% DH	33 10%	41 9%	37 18% G	44 18% DH	271 19% G	352 20% BDH
No	1617 66% EK	2071 67%	251 73% AEK	286 71% FL	96 52%	128 61%	242 76% AEIK	311 72% BFL	132 65% E	163 66%	896 64% E	1183 66%
Not sure	396 16% C	506 16% L	42 12%	75 19% CL	41 22% ACG	45 21% BL	44 14%	81 19% L	34 17%	41 17%	235 17% C	264 15%
Sigma	2455 100%	3093 100%	345 100%	403 100%	186 100%	210 100%	319 100%	433 100%	203 100%	248 100%	1402 100%	1799 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4116	4209	685	661	376	335	747	723	264	302	2044	2188
Yes	816 20% CG	857 20% DH	104 15%	110 17%	83 22% CG	56 17%	94 13%	96 13%	59 22% CG	54 18%	476 23% ACG	541 25% BDFHJ
No	2650 64% K	2761 66% L	510 74% AEIK	474 72% BL	231 61%	234 70% EL	550 74% AEIK	525 73% BL	174 66% K	210 70% L	1185 58%	1318 60%
Not sure	650 16% BC	591 14%	71 10%	77 12%	62 16% C	45 13%	103 14% C	102 14%	31 12%	38 13%	383 19% LACGI	329 15% D
Sigma	4116 100%	4209 100%	685 100%	661 100%	376 100%	335 100%	747 100%	723 100%	264 100%	302 100%	2044 100%	2188 100%

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

Q1121_5. Have you ever been affected by any of these types of abusive Internet behaviors?

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5. Malware

Base: Familiar With Abusive Internet Behavior

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4670	4385	794	684	463	381	823	754	313	318	2277	2248
Yes	2800 60% BG	2481 57% H	452 57%	403 59% H	309 67% ACGK	241 63% BHJL	444 54%	373 49%	195 62% JG	170 53%	1400 61% LACG	1294 58% H
No	1279 27% EK	1413 32% AF	255 32% AEIK	199 29%	92 20%	93 24%	279 34% AEIK	286 38% BDFL	78 25%	105 33% IF	575 25% E	730 32% KF
Not sure	591 13% B	491 11% L	87 11%	82 12%	62 13%	47 12%	100 12%	95 13% L	40 13%	43 14%	302 13% L	224 10%
Sigma	4670 100%	4385 100%	794 100%	684 100%	463 100%	381 100%	823 100%	754 100%	313 100%	318 100%	2277 100%	2248 100%

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

Q1126. How scored are you of each of the following?
SUMMARY TABLE OF TOP 2 BOX

Base: Familiar With Abusive Internet Behavior

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5768	5014	879	762	562	456	978	851	389	354	2960	2591
Stolen credentials	3521 86% C	3651 87% DH	542 79%	551 83% C	338 90% ACGI	295 88%	627 84% C	604 84%	215 81%	265 88% I	1799 88% ACGI	1936 88% BDH
Malware	3784 81% CEG	3589 82% D	589 74%	510 75%	359 78%	309 81% D	630 77%	600 80% D	243 78%	259 81% D	1963 86% ACEGI	1911 85% BDH
Phishing	3488 77% CG	3306 79% ADH	467 63%	426 67%	306 82% ACGI	244 83% DH	543 68% C	542 75% GD	230 74% CG	237 78% D	1942 83% ACGI	1857 84% BDHJ
Cyber squatting	1613 66% CG	2077 67% DH	183 53%	229 57%	156 84% ACGIK	164 78% BDHL	189 59%	271 63%	147 72% ACG	182 73% BDH	938 67% CG	1231 68% DH
Spamming	2889 60% CEG	2780 60% DFH	418 52% D	339 46%	262 54% G	219 52%	407 48%	425 54% GD	191 56% G	187 58% D	1611 68% ACEGI	1610 68% BDFHJ

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

Q1126. How scored are you of each of the following?
SUMMARY TABLE OF BOTTOM 2 BOX

Base: Familiar With Abusive Internet Behavior

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5768	5014	879	762	562	456	978	851	389	354	2960	2591
Spamming	1964 40% K	1855 40% L	390 48% AK	391 54% CBHJL	220 46% AK	203 48% BL	448 52% HAEIK	356 46% BL	153 44% K	136 42% L	753 32% K	769 32% L
Cyber squatting	842 34% EI	1016 33% FJ	162 47% AEIK	174 43% BFJL	30 16% L	46 22% L	130 41% AEIK	162 37% BFJL	56 28% E	66 27% L	464 33% E	568 32% F
Phishing	1070 23% BEK	863 21% L	280 37% AEGIK	213 33% BFHJL	66 18% L	49 17% L	256 32% HAEIK	184 25% BFL	79 26% EK	68 22% L	389 17% L	349 16% L
Malware	886 19% K	796 18% L	205 26% AK	174 25% BFHJL	104 22% AK	72 19% L	193 23% AK	154 20% L	70 22% K	59 19% L	314 14% L	337 15% L
Stolen credentials	595 14% EK	558 13% L	143 21% DAEGK	110 17% BL	38 10% L	40 12% L	120 16% EK	119 16% BL	49 19% JEK	37 12% L	245 12% L	252 12% L

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

Q1126_1. How scared are you of each of the following?

1. Phishing

Base: Familiar With Abusive Internet Behavior

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4558	4169	747	639	372	293	799	726	309	305	2331	2206
TOP 2 BOX (NET)	3488 77% CG	3306 79% ADH	467 63%	426 67%	306 82% ACGI	244 83% DH	543 68% C	542 75% GD	230 74% CG	237 78% D	1942 83% ACGI	1857 84% BDHJ
Very scared	1542 34% CG	1671 40% ADH	185 25%	179 28%	183 49% ACGIK	147 50% BDHJ	216 27%	251 35% GD	109 35% CG	116 38% D	849 36% ACG	978 44% KBDHJ
Somewhat scared	1946 43% BCE	1635 39% F	282 38%	247 39%	123 33%	97 33%	327 41% E	291 40% F	121 39%	121 40%	1093 47% LACEGI	879 40% F
BOTTOM 2 BOX (NET)	1070 23% BEK	863 21% L	280 37% AEGIK	213 33% BFHJL	66 18%	49 17%	256 32% HAEIK	184 25% BFL	79 26% EK	68 22% L	389 17%	349 16%
Not very scared	786 17% BEK	651 16% FL	206 28% AEIK	165 26% BFHJL	44 12%	33 11% HAEIK	197 25% FL	127 17% K	52 17% K	45 15%	287 12%	281 13%
Not at all scared	284 6% BK	212 5% L	74 10% AEK	48 8% BL	22 6%	16 5% L	59 7% K	57 8% BL	27 9% K	23 8% BL	102 4% L	68 3%
Sigma	4558 100%	4169 100%	747 100%	639 100%	372 100%	293 100%	799 100%	726 100%	309 100%	305 100%	2331 100%	2206 100%

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

Q1126_2. How scared are you of each of the following?

2. Spamming

Base: Familiar With Abusive Internet Behavior

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4853	4635	808	730	482	422	855	781	344	323	2364	2379
TOP 2 BOX (NET)	2889 60% CEG	2780 60% DFH	418 52% D	339 46% D	262 54% G	219 52% G	407 48% G	425 54% GD	191 56% G	187 58% D	1611 68% ACEGI	1610 68% BDFHJ
Very scared	1041 21% CG	1011 22% DH	137 17% D	98 13% D	112 23% CG	87 21% D	132 15% G	130 17% G	80 23% CG	79 24% DH	580 25% ACG	617 26% BDFH
Somewhat scared	1848 38% CEGI	1769 38% DF	281 35% D	241 33% D	150 31% G	132 31% G	275 32% G	295 38% GF	111 32% G	108 33% G	1031 44% ACEGI	993 42% BDFJ
BOTTOM 2 BOX (NET)	1964 40% K	1855 40% L	390 48% AK	391 54% CBHJL	220 46% AK	203 48% BL	448 52% HAEIK	356 46% BL	153 44% K	136 42% L	753 32% L	769 32% L
Not very scared	1432 30% K	1304 28% L	277 34% AIK	265 36% BFJL	151 31% K	127 30% L	328 38% HAEIK	252 32% BJL	96 28% G	80 25% G	580 25% G	580 24% G
Not at all scared	532 11% K	551 12% L	113 14% AK	126 17% BHL	69 14% AK	76 18% BHL	120 14% AK	104 13% L	57 17% AK	56 17% BL	173 7% G	189 8% G
Sigma	4853 100%	4635 100%	808 100%	730 100%	482 100%	422 100%	855 100%	781 100%	344 100%	323 100%	2364 100%	2379 100%

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

Q1126_3. How scared are you of each of the following?
3. Cyber squatting

Base: Familiar With Abusive Internet Behavior

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2455	3093	345	403	186	210	319	433	203	248	1402	1799
TOP 2 BOX (NET)	1613 66% CG	2077 67% DH	183 53%	229 57%	156 84% ACGIK	164 78% BDHL	189 59%	271 63%	147 72% ACG	182 73% BDH	938 67% CG	1231 68% DH
Very scared	707 29% CG	881 28%	79 23%	100 25%	85 46% ACGK	81 39% BDHL	67 21%	109 25%	82 40% ACGK	82 33% DH	394 28% G	509 28%
Somewhat scared	906 37% C	1196 39% D	104 30%	129 32%	71 38%	83 40%	122 38% C	162 37%	65 32%	100 40% D	544 39% AC	722 40% BD
BOTTOM 2 BOX (NET)	842 34% EI	1016 33% FJ	162 47% AEIK	174 43% BFJL	30 16%	46 22%	130 41% AEIK	162 37% BFJL	56 28% E	66 27%	464 33% E	568 32% F
Not very scared	582 24% EI	725 23% F	101 29% AEI	107 27% FJ	19 10%	26 12%	80 25% EI	110 25% FJ	31 15%	46 19%	351 25% EI	436 24% FJ
Not at all scared	260 11% EK	291 9% L	61 18% AEK	67 17% BFJL	11 6%	20 10%	50 16% AEK	52 12% BL	25 12% EK	20 8%	113 8%	132 7%
Sigma	2455 100%	3093 100%	345 100%	403 100%	186 100%	210 100%	319 100%	433 100%	203 100%	248 100%	1402 100%	1799 100%

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

Q1126_4. How scared are you of each of the following?

4. Stolen credentials

Base: Familiar With Abusive Internet Behavior

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4116	4209	685	661	376	335	747	723	264	302	2044	2188
TOP 2 BOX (NET)	3521 86% C	3651 87% DH	542 79%	551 83% C	338 90% ACGI	295 88%	627 84% C	604 84%	215 81%	265 88% I	1799 88% ACGI	1936 88% BDH
Very scared	2055 50% CG	2191 52% D	306 45%	318 48%	234 62% ACGIK	204 61% BDHL	338 45%	356 49%	143 54% CG	164 54%	1034 51% CG	1149 53% D
Somewhat scared	1466 36% EI	1460 35% F	236 34% EI	233 35% F	104 28%	91 27%	289 39% EI	248 34% F	72 27%	101 33%	765 37% AEI	787 36% F
BOTTOM 2 BOX (NET)	595 14% EK	558 13% L	143 21% DAEGK	110 17% BL	38 10%	40 12%	120 16% EK	119 16% BL	49 19% JEK	37 12%	245 12%	252 12%
Not very scared	455 11% EK	416 10%	115 17% AEGIK	86 13% BFJL	24 6%	28 8%	93 12% EK	79 11%	30 11% E	24 8%	193 9%	199 9%
Not at all scared	140 3% K	142 3% L	28 4% K	24 4%	14 4%	12 4%	27 4%	40 6% BL	19 7% ACGK	13 4%	52 3%	53 2%
Sigma	4116 100%	4209 100%	685 100%	661 100%	376 100%	335 100%	747 100%	723 100%	264 100%	302 100%	2044 100%	2188 100%

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

Q1126_5. How scared are you of each of the following?

5. Malware

Base: Familiar With Abusive Internet Behavior

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4670	4385	794	684	463	381	823	754	313	318	2277	2248
TOP 2 BOX (NET)	3784 81% CEG	3589 82% D	589 74%	510 75%	359 78%	309 81% D	630 77%	600 80% D	243 78%	259 81% D	1963 86% ACEGI	1911 85% BDH
Very scared	1853 40% CG	1733 40% DH	263 33%	199 29%	191 41% CG	165 43% DH	245 30%	261 35% GD	126 40% CG	126 40% D	1028 45% ACG	982 44% BDH
Somewhat scared	1931 41% E	1856 42%	326 41%	311 45% F	168 36%	144 38%	385 47% ACEIK	339 45% F	117 37%	133 42%	935 41%	929 41%
BOTTOM 2 BOX (NET)	886 19% K	796 18% L	205 26% AK	174 25% BFHJL	104 22% AK	72 19%	193 23% AK	154 20% L	70 22% K	59 19%	314 14%	337 15%
Not very scared	692 15% K	604 14% L	167 21% AIK	132 19% BFJL	78 17% FK	44 12%	149 18% AK	116 15% L	44 14%	40 13%	254 11%	272 12%
Not at all scared	194 4% K	192 4% L	38 5% K	42 6% BL	26 6% K	28 7% BL	44 5% K	38 5% L	26 8% ACK	19 6% L	60 3%	65 3%
Sigma	4670 100%	4385 100%	794 100%	684 100%	463 100%	381 100%	823 100%	754 100%	313 100%	318 100%	2277 100%	2248 100%

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

Q1130_1. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

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Table 328

1. Phishing

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
Purchased antivirus software for my computer	3048 50%	2382 44%	484 52%	336 41%	251 42%	170 34%	544 50%	428 44%	183 45%	148 39%	1586 51%	1300 47%
Changed my Internet habits	1777 29%	1309 24%	253 27%	221 27%	205 34%	133 26%	268 25%	211 22%	151 37%	101 27%	900 29%	643 23%
Purchased an identity protection plan	681 11%	699 13%	85 9%	69 8%	48 8%	44 9%	64 6%	78 8%	43 11%	43 11%	441 14%	465 17%
Stopped making purchases online	547 9%	520 10%	55 6%	48 6%	49 8%	28 6%	54 5%	56 6%	53 13%	37 10%	336 11%	351 13%
Other	393 6%	345 6%	75 8%	54 7%	28 5%	30 6%	93 9%	67 7%	27 7%	27 7%	170 5%	167 6%
None	1167 19%	1244 23%	214 23%	237 29%	135 23%	152 30%	258 24%	268 28%	65 16%	80 21%	495 16%	507 18%
Sigma	7613 124%	6499 119%	1166 126%	965 117%	716 120%	557 110%	1281 118%	1108 115%	522 128%	436 115%	3928 126%	3433 124%

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

Q1130_2. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

8 Jun 2016
Table 329

2. Spamming

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
Purchased antivirus software for my computer	2795 45% B	2236 41% J	444 48% DI	343 42% H	263 44% AGK	202 40% H	501 46% H	414 43% J	167 41% ACGK	136 36% BDFHL	1420 45% L	1141 41% H
Changed my Internet habits	1505 24% GK	1329 24% H	242 26% G	218 26% H	181 30% AGK	133 26% H	218 20% H	193 20% H	139 34% ACGK	129 34% BDFHL	725 23% G	656 24% H
Purchased an identity protection plan	576 9% CG	620 11% ADFH	63 7% G	60 7% G	49 8% G	32 6% G	57 5% G	70 7% G	52 13% ACEG	36 10% ACEG	355 11% ACEG	422 15% KBDFHJ
Stopped making purchases online	605 10% BCEG	458 8% DH	55 6% E	44 5% E	40 7% E	40 8% H	54 5% H	47 5% H	47 11% JCEG	26 7% JCEG	409 13% LACEG	301 11% BDFHJ
Other	467 8% E	419 8% E	80 9% E	58 7% E	26 4% E	38 7% E	114 10% HAEIK	72 7% E	29 7% E	34 9% E	218 7% E	217 8% E
None	1359 22% IK	1302 24% AL	230 25% AIK	228 28% BJL	133 22% I	117 23% I	301 28% AEIK	284 29% BFJL	68 17% I	76 20% I	627 20% I	597 21% I
Sigma	7307 119%	6364 117%	1114 120%	951 115%	692 116%	562 111%	1245 115%	1080 112%	502 123%	437 116%	3754 120%	3334 120%

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

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

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Table 330

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
Purchased antivirus software for my computer	2519 41% B	1899 35% F	369 40% D	284 34% F	248 41% F	147 29% F	423 39% F	355 37% F	168 41% J	118 31% J	1311 42% L	995 36% F
Changed my Internet habits	1129 18% G	1025 19% H	163 18% G	155 19% H	150 25% ACGK	126 25% BDHL	150 14% G	142 15% G	110 27% ACGK	101 27% BDHL	556 18% G	501 18% H
Purchased an identity protection plan	599 10% CG	626 11% ADFH	65 7% G	53 6% G	52 9% G	38 7% G	55 5% G	71 7% G	48 12% CG	48 13% DFH	379 12% ACEG	416 15% KBDFH
Stopped making purchases online	426 7% CEG	453 8% ADFH	46 5% G	41 5% G	28 5% G	30 6% G	45 4% G	44 5% G	45 11% ACEG	31 8% DH	262 8% ACEG	307 11% KBDFH
Other	350 6% E	284 5% D	45 5% G	31 4% G	22 4% G	26 5% D	76 7% ACE	53 6% D	18 4% G	20 5% D	189 6% E	154 6% D
None	2112 34% EIK	1943 36% JL	385 42% AEIK	359 43% BFJL	180 30% G	188 37% EJL	460 42% AEIK	392 41% BJL	106 26% G	112 30% D	981 31% I	892 32% D
Sigma	7135 116%	6230 114%	1073 116%	923 112%	680 114%	555 109%	1209 111%	1057 110%	495 121%	430 114%	3678 118%	3265 118%

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

Q1130_4. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

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Table 331

4. Stolen credentials

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
Purchased antivirus software for my computer	2796 46% BEI	2298 42% DFJ	448 48% DEGI	300 36% BHL	236 39% AGK	175 35% H	475 44% AEK	441 46% BDFJ	162 40% E	125 33% DFH	1475 47% ACEG	1257 45% BDFJ
Changed my Internet habits	1495 24% K	1348 25% HL	249 27% AGK	237 29% BHL	175 29% AGK	138 27% H	247 23% AEK	204 21% ACEG	114 28% GK	122 32% BHL	710 23% ACEG	647 23% BDFH
Purchased an identity protection plan	929 15% CG	887 16% DFH	113 12% G	114 14% H	77 13% G	63 12% G	86 8% G	95 10% G	66 16% G	63 17% H	587 19% ACEG	552 20% BDFH
Stopped making purchases online	596 10% G	539 10% DFH	74 8% G	61 7% G	51 9% G	34 7% G	52 5% G	64 7% G	58 14% ACEG	42 11% DFH	361 12% ACEG	338 12% BDFH
Other	392 6% E	319 6% E	58 6% E	51 6% E	27 5% E	25 5% E	87 8% AEK	61 6% AEK	31 8% E	29 8% E	189 6% E	153 6% E
None	1385 23% K	1187 22% L	226 24% K	225 27% BJL	147 25% K	136 27% BJL	314 29% ACIK	254 26% BJL	85 21% E	74 20% E	613 20% ACEG	498 18% BDFH
Sigma	7593 124%	6578 121%	1168 126%	988 120%	713 119%	571 113%	1261 116%	1119 116%	516 126%	455 120%	3935 126%	3445 124%

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

Q1130_5. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

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Table 332

5. Malware

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
Purchased antivirus software for my computer	3605 59% E	3195 59% F	594 64% DAEGK	489 59% F	305 51%	259 51%	631 58% E	563 58% F	256 63% E	250 66% BDFHL	1819 58% E	1634 59% F
Changed my Internet habits	1381 22% B	1065 20%	227 25% G	183 22% BHL	159 27% AGK	117 23% BHL	220 20%	169 18%	101 25% J	67 18%	674 22% L	529 19%
Purchased an identity protection plan	639 10% CG	629 12% DFH	76 8%	61 7%	53 9% G	39 8%	65 6%	76 8%	45 11% G	33 9%	400 13% ACEG	420 15% KBDFHJ
Stopped making purchases online	402 7% CG	435 8% ADFH	42 5%	32 4%	30 5%	23 5%	40 4%	53 6% G	25 6% G	23 6%	265 8% ACEG	304 11% KBDFHJ
Other	429 7% B	281 5%	61 7%	48 6%	36 6%	20 4%	85 8%	61 6%	27 7%	16 4%	220 7% L	136 5%
None	1067 17% K	906 17% L	171 18% K	157 19% BJL	116 19% K	110 22% BJL	229 21% AIK	187 19% BJL	60 15%	50 13%	491 16%	402 14%
Sigma	7523 122%	6511 119%	1171 127%	970 117%	699 117%	568 112%	1270 117%	1109 115%	514 126%	439 116%	3869 124%	3425 123%

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

Q775. If you felt a website was being run improperly (for example, appears to be conducting illegal activity, appears to be a fake, etc.), who would you complain to?

Base: All Qualified Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	**	5452	**	826	**	507	**	963	**	378	**	2778
Consumer protection agency	-	1703 31% DH	-	234 28%	-	197 39% BDHL	-	273 28%	-	127 34%	-	872 31%
Local police	-	1621 30% DJ	-	183 22% J	-	171 34% BDJ	-	322 33% BDJ	-	62 16%	-	883 32% BDJ
Contact the website owner/operator	-	1335 24% DFH	-	148 18%	-	101 20%	-	185 19%	-	99 26% DFH	-	802 29% BDFH
National law enforcement	-	1151 21% D	-	66 8%	-	103 20% D	-	226 23% BD	-	71 19% D	-	685 25% BDFJ
A national intelligence agency	-	760 14% DH	-	42 5%	-	75 15% DH	-	61 6%	-	75 20% BDFH	-	507 18% BDH
Federal police	-	743 14% DL	-	77 9%	-	164 32% BDHJL	-	171 18% BDL	-	56 15% DL	-	275 10%
ICANN	-	584 11% DFH	-	35 4%	-	23 5%	-	54 6%	-	45 12% DFH	-	427 15% BDFH
Private security companies	-	534 10% DH	-	62 8%	-	45 9% H	-	52 5%	-	50 13% BDFH	-	325 12% BDH
Interpol	-	512 9% DH	-	45 5%	-	52 10% DH	-	62 6%	-	44 12% DH	-	309 11% BDH
FBI	-	89 2% FHJL	-	89 11% BFHJL	-	-	-	-	-	-	-	-
Intelligence agency like the CIA or NSA	-	35 1% HL	-	35 4% BFHJL	-	-	-	-	-	-	-	-
Don't know	-	1686 31% L	-	367 44% BFHJL	-	139 27%	-	278 29%	-	142 38% BFHL	-	760 27%
Sigma	-	10753 197%	-	1383 167%	-	1070 211%	-	1684 175%	-	771 204%	-	5845 210%

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

Q318. In what state, province or territory do you currently reside?

Base: Have Region Codes And Region Question To Be Asked

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
Unweighted Base	2399	2151	702	642	**	**	1086	963	**	**	611	546
Alabama	6	5	6 AGK 1%	5 BHL 1%	-	-	-	-	-	-	-	-
Alaska	-	1	-	1	-	-	-	-	-	-	-	-
Arizona	20 BGK 1%	5	20 DAGK 3%	5 BHL 1%	-	-	-	-	-	-	-	-
Arkansas	3	3	3 AG BH	3	-	-	-	-	-	-	-	-
California	45 GK 2%	39 HL 2%	45 AGK 6%	39 BHL 6%	-	-	-	-	-	-	-	-
Colorado	7	10	7 AGK 1%	10 BHL 2%	-	-	-	-	-	-	-	-
Connecticut	3	8	3 AG BHL	8 1%	-	-	-	-	-	-	-	-
Delaware	2	4	2 BH	4 1%	-	-	-	-	-	-	-	-
District of Columbia	2	1	2	1	-	-	-	-	-	-	-	-
Florida	33 GK 1%	30 HL 1%	33 AGK 5%	30 BHL 5%	-	-	-	-	-	-	-	-
Georgia	22 GK 1%	10 H	22 AGK 3%	10 BHL 2%	-	-	-	-	-	-	-	-
Hawaii	3	-	3 AG	-	-	-	-	-	-	-	-	-
Idaho	3	4	3 AG BH	4 1%	-	-	-	-	-	-	-	-
Illinois	25 GK 1%	17 HL 4%	25 AGK 4%	17 BHL 3%	-	-	-	-	-	-	-	-
Indiana	9 G	5	9 AGK 1%	5 BHL 1%	-	-	-	-	-	-	-	-
Iowa	4	7	4 AG 1%	7 BHL 1%	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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Q318. In what state, province or territory do you currently reside?

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2399	2151	702	642	**	**	1086	963	**	**	611	546
Kansas	11 G	5 *	11 2% AGK	5 1% BHL	-	-	-	-	-	-	-	-
Kentucky	6 *	5 *	6 1% AGK	5 1% BHL	-	-	-	-	-	-	-	-
Louisiana	6 *	5 *	6 1% AGK	5 1% BHL	-	-	-	-	-	-	-	-
Maine	1 *	1 *	1 *	1 *	-	-	-	-	-	-	-	-
Maryland	8 *	9 *	8 1% AGK	9 1% BHL	-	-	-	-	-	-	-	-
Massachusetts	12 1% G	10 *	12 2% AGK	10 2% BHL	-	-	-	-	-	-	-	-
Michigan	18 1% GK	17 1% HL	18 3% AGK	17 3% BHL	-	-	-	-	-	-	-	-
Minnesota	7 *	10 *	7 1% AGK	10 2% BHL	-	-	-	-	-	-	-	-
Mississippi	5 *	7 *	5 1% AGK	7 1% BHL	-	-	-	-	-	-	-	-
Missouri	8 *	15 1% H	8 1% AGK	15 2% BHL	-	-	-	-	-	-	-	-
Montana	1 *	3 *	1 *	3 *	-	-	-	-	-	-	-	-
Nebraska	3 *	2 *	3 *	2 *	-	-	-	-	-	-	-	-
Nevada	7 *	4 *	7 1% AGK	4 1% BH	-	-	-	-	-	-	-	-
New Hampshire	5 *	5 *	5 1% AGK	5 1% BHL	-	-	-	-	-	-	-	-
New Jersey	26 1% GK	21 1% HL	26 4% AGK	21 3% BHL	-	-	-	-	-	-	-	-
New Mexico	1 *	2 *	1 *	2 *	-	-	-	-	-	-	-	-
New York	34 1% GK	31 1% HL	34 5% AGK	31 5% BHL	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2399	2151	702	642	**	**	1086	963	**	**	611	546
North Carolina	13 1%	16 1%	13 2%	16 2%	-	-	-	-	-	-	-	-
	G	HL	AGK	BHL								
Ohio	20 1%	29 1%	20 3%	29 5%	-	-	-	-	-	-	-	-
	GK	HL	AGK	BHL								
Oklahoma	8	3	8 1%	3	-	-	-	-	-	-	-	-
			AGK	BH								
Oregon	5	3	5 1%	3	-	-	-	-	-	-	-	-
			AGK	BH								
Pennsylvania	24 1%	15 1%	24 3%	15 2%	-	-	-	-	-	-	-	-
	GK	H	AGK	BHL								
Rhode Island	5	-	5 1%	-	-	-	-	-	-	-	-	-
	B		DAGK									
South Carolina	5	5	5 1%	5 1%	-	-	-	-	-	-	-	-
			AGK	BHL								
South Dakota	1	-	1	-	-	-	-	-	-	-	-	-
Tennessee	6	13 1%	6 1%	13 2%	-	-	-	-	-	-	-	-
		H	AGK	BHL								
Texas	28 1%	25 1%	28 4%	25 4%	-	-	-	-	-	-	-	-
	GK	HL	AGK	BHL								
Utah	5	2	5 1%	2	-	-	-	-	-	-	-	-
			AGK									
Virginia	15 1%	22 1%	15 2%	22 3%	-	-	-	-	-	-	-	-
	G	HL	AGK	BHL								
Washington	10	11 1%	10 1%	11 2%	-	-	-	-	-	-	-	-
	G	H	AGK	BHL								
West Virginia	1	5	1	5 1%	-	-	-	-	-	-	-	-
				BHL								
Wisconsin	9	10	9 1%	10 2%	-	-	-	-	-	-	-	-
	G	H	AGK	BHL								
Wyoming	1	1	1	1	-	-	-	-	-	-	-	-
Alberta	23 1%	21 1%	23 3%	21 3%	-	-	-	-	-	-	-	-
	GK	HL	AGK	BHL								

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2399	2151	702	642	**	**	1086	963	**	**	611	546
British Columbia	16 1%	14 1%	16 2%	14 2%	-	-	-	-	-	-	-	-
	GK	H	AGK	BHL								
Manitoba	10	10	10	10	-	-	-	-	-	-	-	-
	G	H	AGK	BHL								
New Brunswick	8	7	8	7	-	-	-	-	-	-	-	-
	*	*	1%	1%								
			AGK	BHL								
Newfoundland	5	3	5	3	-	-	-	-	-	-	-	-
	*	*	1%									
			AGK	BH								
Nova Scotia	9	14	9	14	-	-	-	-	-	-	-	-
	*	1%	1%	2%								
	G	H	AGK	BHL								
Ontario	108 5%	76 4%	108 15%	76 12%	-	-	-	-	-	-	-	-
	GK	HL	AGK	BHL								
Prince Edward Island	1	1	1	1	-	-	-	-	-	-	-	-
	†	†	†	†								
Quebec	12 1%	26 1%	12 2%	26 4%	-	-	-	-	-	-	-	-
	G	AHL	AGK	CBHL								
Saskatchewan	8	9	8	9	-	-	-	-	-	-	-	-
	‡		1%	1%								
			AGK	BHL								
Alsace	6	6	-	-	-	-	6 1%	6 1%	-	-	-	-
	*	*					AC	BD				
Aquitaine	10	7	-	-	-	-	10 1%	7 1%	-	-	-	-
							ACK	BDL				
Auvergne	6	4	-	-	-	-	6 1%	4	-	-	-	-
	*	*					AC					
Lower Normandy	3	3	-	-	-	-	3	3	-	-	-	-
	‡	‡										
Burgundy	7	7	-	-	-	-	7 1%	7 1%	-	-	-	-
	*	*					ACK	BDL				
Brittany	9	12 1%	-	-	-	-	9 1%	12 1%	-	-	-	-
	*						ACK	BDL				
Centre	10	9	-	-	-	-	10 1%	9 1%	-	-	-	-
	*	*					ACK	BDL				
Champagne-Ardenne	5	5	-	-	-	-	5 1%	5 1%	-	-	-	-
	*	*					A	B				

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2399	2151	702	642	**	**	1086	963	**	**	611	546
Corsica	1	-	-	-	-	-	1	-	-	-	-	-
Franche-Comte	4	2	-	-	-	-	4	2	-	-	-	-
Upper Normandy	4	2	-	-	-	-	4	2	-	-	-	-
Ile de France (Paris)	34 1% CK	30 1% DL	-	-	-	-	34 1% ACK	30 3% BDL	-	-	-	-
Languedoc-Roussillon	9	5	-	-	-	-	9 1% ACK	5 1% B	-	-	-	-
Limousin	1	3	-	-	-	-	1	3	-	-	-	-
Lorraine	10	10	-	-	-	-	10 1% ACK	10 1% BDL	-	-	-	-
Midi-Pyrenees	11	9	-	-	-	-	11 1% ACK	9 1% BDL	-	-	-	-
North Calais	18 1% CK	9	-	-	-	-	18 2% ACK	9 1% BDL	-	-	-	-
Pays de la Loire	14 1% C	12 1%	-	-	-	-	14 1% ACK	12 1% BDL	-	-	-	-
Picardy	5	1	-	-	-	-	5 A	1	-	-	-	-
Poitou-Charentes	6	2	-	-	-	-	6 1% AC	2	-	-	-	-
Provence-Alpes-Cote-D'azur	11	19 1% DL	-	-	-	-	11 1% ACK	19 2% BDL	-	-	-	-
Rhone-Alps	17 1% CK	24 1% DL	-	-	-	-	17 2% ACK	24 2% BDL	-	-	-	-
Baden-Wurtemberg	21 1% CK	22 1% DL	-	-	-	-	21 2% ACK	22 2% BDL	-	-	-	-
Bavaria	40 2% CK	26 1% DL	-	-	-	-	40 4% ACK	26 3% BDL	-	-	-	-
Berlin	22 1% CK	19 1% DL	-	-	-	-	22 2% ACK	19 2% BDL	-	-	-	-

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2399	2151	702	642	**	**	1086	963	**	**	611	546
Brandenburg	5	12 1%	-	-	-	-	5	12 1%	-	-	-	-
Bremen	2	2	-	-	-	-	2	2	-	-	-	-
Hamburg	3	2	-	-	-	-	3	2	-	-	-	-
Hesse	24 1%	20 1%	-	-	-	-	24 2%	20 2%	-	-	-	-
Mecklenburg-Western Pomerania	3	4	-	-	-	-	3	4	-	-	-	-
Lower Saxony	21 1%	17 1%	-	-	-	-	21 2%	17 2%	-	-	-	-
North Rhine-Westphalia	41 2%	49 2%	-	-	-	-	41 4%	49 5%	-	-	-	-
Rhineland-Palatinate	15 1%	11 1%	-	-	-	-	15 1%	11 1%	-	-	-	-
Saarland	2	3	-	-	-	-	2	3	-	-	-	-
Saxony	23 1%	17 1%	-	-	-	-	23 2%	17 2%	-	-	-	-
Saxony-Anhalt	7	6	-	-	-	-	7 1%	6 1%	-	-	-	-
Schleswig-Holstein	14 1%	8	-	-	-	-	14 1%	8 1%	-	-	-	-
Thuringia	7	9	-	-	-	-	7 1%	9 1%	-	-	-	-
Abruzzo	1	2	-	-	-	-	1	2	-	-	-	-
Calabria	2	1	-	-	-	-	2	1	-	-	-	-
Campania	7	9	-	-	-	-	7 1%	9 1%	-	-	-	-
Emilia-Romagna	8	5	-	-	-	-	8 1%	5 1%	-	-	-	-

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2399	2151	702	642	**	**	1086	963	**	**	611	546
Friuli-Venezia Giulia	3	-	-	-	-	-	3	-	-	-	-	-
Lazio	10	13 1% D	-	-	-	-	10 ACK	13 1% BDL	-	-	-	-
Liguria	3	3	-	-	-	-	3	3	-	-	-	-
Lombardy	25 1% CK	12 1%	-	-	-	-	25 ACK	12 1% BDL	-	-	-	-
Marche	1	3	-	-	-	-	1	3	-	-	-	-
Molise	1	-	-	-	-	-	1	-	-	-	-	-
Piedmont	2	4	-	-	-	-	2	4	-	-	-	-
Apulia	7	8	-	-	-	-	7 ACK	8 1% BDL	-	-	-	-
Sardinia	5	5	-	-	-	-	5 A	5 1% B	-	-	-	-
Sicily	8	12 1%	-	-	-	-	8 ACK	12 1% BDL	-	-	-	-
Tuscany	7	8	-	-	-	-	7 ACK	8 1% BDL	-	-	-	-
Trentino Alto Adige	1	-	-	-	-	-	1	-	-	-	-	-
Umbria	2	2	-	-	-	-	2	2	-	-	-	-
Veneto	8	3	-	-	-	-	8 ACK	3 1%	-	-	-	-
Andalusia	17 1% CK	11 1%	-	-	-	-	17 ACK	11 1% BDL	-	-	-	-
Aragon	3	2	-	-	-	-	3	2	-	-	-	-
Asturias	4	-	-	-	-	-	4	-	-	-	-	-

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2399	2151	702	642	**	**	1086	963	**	**	611	546
Balearic Islands	2	1	-	-	-	-	2	1	-	-	-	-
Canary Islands	1	4	-	-	-	-	1	4	-	-	-	-
Cantabria	1	1	-	-	-	-	1	1	-	-	-	-
Castilla-Leon	13 1%	5	-	-	-	-	13 1% ACK	5 1% B	-	-	-	-
Castilla-La Mancha	5	1	-	-	-	-	5 A	1	-	-	-	-
Catalonia	12 1%	21 1% DL	-	-	-	-	12 1% ACK	21 2% BDL	-	-	-	-
Extremadura	1	1	-	-	-	-	1	1	-	-	-	-
Galicia	5	7	-	-	-	-	5 A	7 1% BDL	-	-	-	-
Madrid	19 1% CK	16 1% DL	-	-	-	-	19 2% ACK	16 2% BDL	-	-	-	-
Murcia	1	2	-	-	-	-	1	2	-	-	-	-
Navarra	6	4	-	-	-	-	6 1% AC	4	-	-	-	-
Basque Country	5	7	-	-	-	-	5 A	7 1% BDL	-	-	-	-
Valencia	5	14 1% AD	-	-	-	-	5 A	14 1% GBDL	-	-	-	-
East of England	16 1% CK	14 1% D	-	-	-	-	16 1% ACK	14 1% BDL	-	-	-	-
East Midlands	15 1% C	17 1% DL	-	-	-	-	15 1% ACK	17 2% BDL	-	-	-	-
London	31 1% CK	21 1% DL	-	-	-	-	31 3% ACK	21 2% BDL	-	-	-	-
North East	10	7	-	-	-	-	10 1% ACK	7 1% BDL	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2399	2151	702	642	**	**	1086	963	**	**	611	546
North West	20 1% CK	18 1% DL	-	-	-	-	20 2% ACK	18 2% BDL	-	-	-	-
Northern Ireland	4	3	-	-	-	-	4	3	-	-	-	-
Scotland	16 1% CK	10	-	-	-	-	16 1% ACK	10 1% BDL	-	-	-	-
South East	42 2% CK	33 2% DL	-	-	-	-	42 4% ACK	33 3% BDL	-	-	-	-
South West	16 1% CK	16 1% DL	-	-	-	-	16 1% ACK	16 2% BDL	-	-	-	-
Wales	12 1% CK	7	-	-	-	-	12 1% ACK	7 1% BDL	-	-	-	-
West Midlands	21 1% CK	18 1% DL	-	-	-	-	21 2% ACK	18 2% BDL	-	-	-	-
Yorkshire and the Humber	17 1% CK	16 1% DL	-	-	-	-	17 2% ACK	16 2% BDL	-	-	-	-
Hokkaido	21 1% CG	15 1% DH	-	-	-	-	-	-	-	-	21 3% ACG	15 3% BDH
Aomori	3	2	-	-	-	-	-	-	-	-	3 AG	2
Iwate	1	4	-	-	-	-	-	-	-	-	1 AG	4 BDH
Miyagi	10 G	4	-	-	-	-	-	-	-	-	10 2% ACG	4 BDH
Akita	4	3	-	-	-	-	-	-	-	-	4 1% ACG	3 BH
Yamagata	1	2	-	-	-	-	-	-	-	-	1	2
Fukushima	2	3	-	-	-	-	-	-	-	-	2	3 1% BH
Tochigi	2	7	-	-	-	-	-	-	-	-	2	7 1% BDH
Gunma	1	2	-	-	-	-	-	-	-	-	1	2

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	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2399	2151	702	642	**	**	1086	963	**	**	611	546
Ibaraki	6	8	-	-	-	-	-	-	-	-	6 1%	8 1%
											ACG	BDH
Saitama	20 1%	18 1%	-	-	-	-	-	-	-	-	20 3%	18 3%
	CG	DH									ACG	BDH
Chiba	17 1%	19 1%	-	-	-	-	-	-	-	-	17 3%	19 3%
	CG	DH									ACG	BDH
Tokyo	37 2%	40 2%	-	-	-	-	-	-	-	-	37 6%	40 7%
	CG	DH									ACG	BDH
Kanagawa	31 1%	26 1%	-	-	-	-	-	-	-	-	31 5%	26 5%
	CG	DH									ACG	BDH
Yamanashi	1	3	-	-	-	-	-	-	-	-	1	3 1%
											BH	
Nagano	5	5	-	-	-	-	-	-	-	-	5 1%	5 1%
											ACG	BDH
Niigata	9	2	-	-	-	-	-	-	-	-	9 1%	2
	G										ACG	
Toyama	4	1	-	-	-	-	-	-	-	-	4 1%	1
											ACG	
Ishikawa	2	3	-	-	-	-	-	-	-	-	2	3 1%
											BH	
Fukui	2	-	-	-	-	-	-	-	-	-	2	-
Shizuoka	10	6	-	-	-	-	-	-	-	-	10 2%	6 1%
	G										ACG	BDH
Gifu	4	2	-	-	-	-	-	-	-	-	4 1%	2
											ACG	
Aichi	22 1%	16 1%	-	-	-	-	-	-	-	-	22 4%	16 3%
	CG	DH									ACG	BDH
Mie	2	1	-	-	-	-	-	-	-	-	2	1
Shiga	2	4	-	-	-	-	-	-	-	-	2	4 1%
												BDH
Kyoto	17 1%	8	-	-	-	-	-	-	-	-	17 3%	8 1%
	CG										ACG	BDH

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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Unweighted Base	2399	2151	702	642	**	**	1086	963	**	**	611	546
Osaka	30 1% CG	29 1% DH	-	-	-	-	-	-	-	-	30 5% ACG	29 5% BDH
Hyogo	23 1% CG	11 1% H	-	-	-	-	-	-	-	-	23 4% ACG	11 2% BDH
Nara	7 *	10 * H	-	-	-	-	-	-	-	-	7 1% ACG	10 2% BDH
Wakayama	2 *	-	-	-	-	-	-	-	-	-	2 *	-
Tottori	1 *	6 * A	-	-	-	-	-	-	-	-	1 *	6 1% KBDH
Shimane	3 *	1 *	-	-	-	-	-	-	-	-	3 *	1 *
Okayama	7 *	4 *	-	-	-	-	-	-	-	-	7 1% ACG	4 1% BDH
Hiroshima	5 *	8 *	-	-	-	-	-	-	-	-	5 1% ACG	8 1% BDH
Yamaguchi	3 *	-	-	-	-	-	-	-	-	-	3 *	-
Tokushima	2 *	1 *	-	-	-	-	-	-	-	-	2 *	1 *
Kagawa	8 *	4 *	-	-	-	-	-	-	-	-	8 1% ACG	4 1% BDH
Ehime	2 *	7 *	-	-	-	-	-	-	-	-	2 *	7 1% BDH
Kochi	1 *	1 *	-	-	-	-	-	-	-	-	1 *	1 *
Fukuoka	10 G	19 1% ADH	-	-	-	-	-	-	-	-	10 2% ACG	19 3% KBDH
Saga	3 *	-	-	-	-	-	-	-	-	-	3 *	-
Nagasaki	4 *	2 *	-	-	-	-	-	-	-	-	4 1% ACG	2 *
Kumamoto	3 *	2 *	-	-	-	-	-	-	-	-	3 *	2 *

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2399	2151	702	642	**	**	1086	963	**	**	611	546
Oita	5	3	-	-	-	-	-	-	-	-	5 ACG	3 BH
Miyazaki	1	-	-	-	-	-	-	-	-	-	1	-
Kagoshima	-	1	-	-	-	-	-	-	-	-	-	1
Okinawa	2	2	-	-	-	-	-	-	-	-	2	2
Lower Silesia	13 1%	6	-	-	-	-	13 ACK	6 BD	-	-	-	-
Kuyavia-Pomerania	10	5	-	-	-	-	10 ACK	5 B	-	-	-	-
Lodz	6	7	-	-	-	-	6 AC	7 BDL	-	-	-	-
Lublin	6	7	-	-	-	-	6 AC	7 BDL	-	-	-	-
Lubusz	1	2	-	-	-	-	1	2	-	-	-	-
Lesser Poland	8	14 D	-	-	-	-	8 ACK	14 BDL	-	-	-	-
Masovia	12 1%	6	-	-	-	-	12 ACK	6 BD	-	-	-	-
Opole	4	-	-	-	-	-	4	-	-	-	-	-
Subcarpathia	10	7	-	-	-	-	10 ACK	7 BDL	-	-	-	-
Podlaskie	5	5	-	-	-	-	5 A	5 B	-	-	-	-
Pomerania	4	3	-	-	-	-	4	3	-	-	-	-
Silesia	15 1% C	14 1% D	-	-	-	-	15 ACK	14 BDL	-	-	-	-
Swietokrzyskie (Holy Cross)	2	1	-	-	-	-	2	1	-	-	-	-

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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Warmia-Masuria	2	4	-	-	-	-	2	4	-	-	-	-
Greater Poland	11	8	-	-	-	-	11 ACK	8 BDL	-	-	-	-
West Pomerania	3	3	-	-	-	-	3	3	-	-	-	-
Altay Republic	3	1	-	-	-	-	-	-	-	-	3 AG	1
Bashkortostan Republic	4	1	-	-	-	-	-	-	-	-	4 ACG	1
Dagestan Republic	-	1	-	-	-	-	-	-	-	-	-	1
Kabardino-Balkariya Republic	-	1	-	-	-	-	-	-	-	-	-	1
Kalmykiya Republic	2	-	-	-	-	-	-	-	-	-	2	-
Mariy-El Republic	1	-	-	-	-	-	-	-	-	-	1	-
Mordoviya Republic	2	-	-	-	-	-	-	-	-	-	2	-
Tatarstan Republic	7	10	-	-	-	-	-	-	-	-	7 ACG	10 BDH
Udmurtiya Republic	5	3	-	-	-	-	-	-	-	-	5 ACG	3 BH
Khakasiya Republic	2	-	-	-	-	-	-	-	-	-	2	-
Chuvashiya Republic	3	2	-	-	-	-	-	-	-	-	3	2
Krasnodar Kray	11	7	-	-	-	-	-	-	-	-	11 ACG	7 BDH
Krasnoyarsk Kray	6	1	-	-	-	-	-	-	-	-	6 ACG	1
Primorskiy Kray	1	-	-	-	-	-	-	-	-	-	1	-

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2399	2151	702	642	**	**	1086	963	**	**	611	546
Stavropol Krai	1	-	-	-	-	-	-	-	-	-	1	-
Khabarovsk Krai	1	1	-	-	-	-	-	-	-	-	1	1
Arkhangelsk Oblast	3	3	-	-	-	-	-	-	-	-	3	3 1%
Astrakhan Oblast	1	-	-	-	-	-	-	-	-	-	1	-
Belgorod Oblast	1	1	-	-	-	-	-	-	-	-	1	1
Bryansk Oblast	1	2	-	-	-	-	-	-	-	-	1	2
Vladimir Oblast	-	1	-	-	-	-	-	-	-	-	-	1
Volgograd Oblast	4	3	-	-	-	-	-	-	-	-	4 1%	3 1%
Vologda Oblast	2	1	-	-	-	-	-	-	-	-	2	1
Voronezh Oblast	3	6	-	-	-	-	-	-	-	-	3	6 1%
Ivanovo Oblast	1	-	-	-	-	-	-	-	-	-	1	-
Irkutsk Oblast	3	1	-	-	-	-	-	-	-	-	3	1
Kaliningrad Oblast	1	2	-	-	-	-	-	-	-	-	1	2
Kaluga Oblast	1	-	-	-	-	-	-	-	-	-	1	-
Kemerovo Oblast	9 G	2	-	-	-	-	-	-	-	-	9 ACG	2
Kirov Oblast	2	1	-	-	-	-	-	-	-	-	2	1
Kostroma Oblast	2	1	-	-	-	-	-	-	-	-	2	1

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2399	2151	702	642	**	**	1086	963	**	**	611	546
Kurgan Oblast	2 _*	1 _*	-	-	-	-	-	-	-	-	2 _*	1 _*
Kursk Oblast	1 _*	1 _*	-	-	-	-	-	-	-	-	1 _*	1 _*
Leningrad Oblast	3 _*	5 _*	-	-	-	-	-	-	-	-	3 _*	5 _{1%}
Lipetsk Oblast	3 _*	1 _*	-	-	-	-	-	-	-	-	3 _*	1 _*
Moscow Oblast	20 _{1%}	18 _{1%}	-	-	-	-	-	-	-	-	AG 20 _{3%}	18 _{3%}
Murmansk Oblast	-	1 _*	-	-	-	-	-	-	-	-	ACG	1 _*
Nizhny Novgorod Oblast	8 _*	6 _*	-	-	-	-	-	-	-	-	8 _{1%}	6 _{1%}
Novgorod Oblast	1 _*	1 _*	-	-	-	-	-	-	-	-	ACG 1 _*	1 _*
Novosibirsk Oblast	4 _*	2 _*	-	-	-	-	-	-	-	-	4 _{1%}	2 _*
Omsk Oblast	3 _*	1 _*	-	-	-	-	-	-	-	-	3 _*	1 _*
Orenburg Oblast	2 _*	3 _*	-	-	-	-	-	-	-	-	2 _*	3 _{1%}
Orel Oblast	-	1 _*	-	-	-	-	-	-	-	-	-	1 _*
Penza Oblast	2 _*	2 _*	-	-	-	-	-	-	-	-	2 _*	2 _*
Perm Kray	5 _*	1 _*	-	-	-	-	-	-	-	-	5 _{1%}	1 _*
Pskov Oblast	3 _*	1 _*	-	-	-	-	-	-	-	-	3 _*	1 _*
Rostov Oblast	9 _*	2 _*	-	-	-	-	-	-	-	-	AG 9 _{1%}	2 _*
Ryazan Oblast	-	1 _*	-	-	-	-	-	-	-	-	ACG	1 _*

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2399	2151	702	642	**	**	1086	963	**	**	611	546
Samara Oblast	11	9	-	-	-	-	-	-	-	-	11	9
	G	H	-	-	-	-	-	-	-	-	ACG	BDH
Saratov Oblast	4	2	-	-	-	-	-	-	-	-	4	2
											ACG	
Sakhalin Oblast	-	1	-	-	-	-	-	-	-	-	-	1
												*
Sverdlovsk Oblast	10	9	-	-	-	-	-	-	-	-	10	9
	G	H	-	-	-	-	-	-	-	-	ACG	BDH
Smolensk Oblast	3	3	-	-	-	-	-	-	-	-	3	3
											AG	BH
Tambov Oblast	-	2	-	-	-	-	-	-	-	-	-	2
												*
Tver Oblast	3	1	-	-	-	-	-	-	-	-	3	1
											AG	
Tomsk Oblast	2	2	-	-	-	-	-	-	-	-	2	2
												*
Tula Oblast	1	4	-	-	-	-	-	-	-	-	1	4
												BDH
Tyumen Oblast	6	4	-	-	-	-	-	-	-	-	6	4
											ACG	BDH
Ulyanovsk Oblast	1	1	-	-	-	-	-	-	-	-	1	1
												*
Chelyabinsk Oblast	5	6	-	-	-	-	-	-	-	-	5	6
											ACG	BDH
Yaroslavl Oblast	4	3	-	-	-	-	-	-	-	-	4	3
											ACG	BH
Moscow	27	59	-	-	-	-	-	-	-	-	27	59
	1%	3%	-	-	-	-	-	-	-	-	ACG	BDH
Saint Petersburg	27	24	-	-	-	-	-	-	-	-	27	24
	1%	1%	-	-	-	-	-	-	-	-	ACG	BDH
	CG	DH	-	-	-	-	-	-	-	-	ACG	BDH
Khanty-Mansi Autonomous Okrug	-	1	-	-	-	-	-	-	-	-	-	1
												*
Adana Province	1	2	-	-	-	-	1	2	-	-	-	-

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Unweighted Base	2399	2151	702	642	**	**	1086	963	**	**	611	546
Ankara Province	13 1%	9*	-	-	-	-	13 ACK	9 BDL	-	-	-	-
Antalya Province	3	1	-	-	-	-	3	1	-	-	-	-
Aydin Province	1	-	-	-	-	-	1	-	-	-	-	-
Balikesir Province	1	1	-	-	-	-	1	1	-	-	-	-
Bitlis Province	-	1	-	-	-	-	-	1	-	-	-	-
Bolu Province	1	-	-	-	-	-	1	-	-	-	-	-
Bursa Province	4	1	-	-	-	-	4	1	-	-	-	-
Canakkale Province	3	-	-	-	-	-	3	-	-	-	-	-
Denizli Province	1	-	-	-	-	-	1	-	-	-	-	-
Diyarbakir Province	2	-	-	-	-	-	2	-	-	-	-	-
Edirne Province	-	1	-	-	-	-	-	1	-	-	-	-
Erzurum Province	1	1	-	-	-	-	1	1	-	-	-	-
Eskisehir Province	2	4	-	-	-	-	2	4	-	-	-	-
Gaziantep Province	1	3	-	-	-	-	1	3	-	-	-	-
Hatay Province	1	-	-	-	-	-	1	-	-	-	-	-
Mersin Province	1	5	-	-	-	-	1	5 1% B	-	-	-	-
Istanbul Province	37 2% CK	32 1% DL	-	-	-	-	37 3% ACK	32 3% BDL	-	-	-	-

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Unweighted Base	2399	2151	702	642	**	**	1086	963	**	**	611	546
Izmir Province	10	17 DL 1%	-	-	-	-	10 ACK 1%	17 BDL 2%	-	-	-	-
Kastamonu Province	2	1	-	-	-	-	2	1	-	-	-	-
Kayseri Province	-	1	-	-	-	-	-	1	-	-	-	-
Kirklareli Province	1	2	-	-	-	-	1	2	-	-	-	-
Kocaeli Province	2	3	-	-	-	-	2	3	-	-	-	-
Konya Province	-	1	-	-	-	-	-	1	-	-	-	-
Kutahya Province	1	-	-	-	-	-	1	-	-	-	-	-
Malatya Province	2	-	-	-	-	-	2	-	-	-	-	-
Manisa Province	-	1	-	-	-	-	-	1	-	-	-	-
Kahramanmaraş Province	-	1	-	-	-	-	-	1	-	-	-	-
Mardin Province	1	-	-	-	-	-	1	-	-	-	-	-
Mugla Province	-	2	-	-	-	-	-	2	-	-	-	-
Nevşehir Province	-	1	-	-	-	-	-	1	-	-	-	-
Sakarya Province	1	-	-	-	-	-	1	-	-	-	-	-
Siirt Province	-	1	-	-	-	-	-	1	-	-	-	-
Sinop Province	-	1	-	-	-	-	-	1	-	-	-	-
Sivas Province	2	-	-	-	-	-	2	-	-	-	-	-

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8 Jun 2016
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Unweighted Base	2399	2151	702	642	-**	-**	1086	963	-**	-**	611	546
Tekirdag Province	1	-	-	-	-	-	1	-	-	-	-	-
Tokat Province	1	-	-	-	-	-	1	-	-	-	-	-
Trabzon Province	1	-	-	-	-	-	1	-	-	-	-	-
Usak Province	1	1	-	-	-	-	1	1	-	-	-	-
Aksaray Province	2	-	-	-	-	-	2	-	-	-	-	-
Batman Province	1	-	-	-	-	-	1	-	-	-	-	-
Duzce Province	-	1	-	-	-	-	-	1	-	-	-	-
Other place	-	1	-	-	-	-	-	1	-	-	-	-
Sigma	2399 100%	2151 100%	702 100%	642 100%	-	-	1086 100%	963 100%	-	-	611 100%	546 100%

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

Q320. U.S. Region-Harris Interactive Definition.

Base: All U.S. Respondents

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
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 - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q437. What is the highest level of education you have completed or the highest degree you have received?

Base: All U.S. Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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 - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q437. What is the highest level of education you have completed or the highest degree you have received?

Base: All Non-U.S. Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1177	1047	200	181	**	**	872	776	105	90*	**	**
Middle School	6 1%	14 1% A	-	-	-	-	6 1%	14 2% GB	-	-	-	-
HS Diploma	39 3% C	32 3% D	-	-	-	-	39 4% ACI	32 4% BD	-	-	-	-
Some high school	4 *	3 *	-	-	-	-	-	-	4 4% ACG	3 3% BDH	-	-
High school completed	24 2% CG	21 2% H	-	-	-	-	-	-	24 23% ACG	21 23% BDH	-	-
Some University/Technikon college	27 2% CG	24 2% DH	-	-	-	-	-	-	27 26% ACG	24 27% BDH	-	-
University/Technikon college completed	43 4% CG	38 4% DH	-	-	-	-	-	-	43 41% ACG	38 42% BDH	-	-
Other post-matric qualification	7 1% G	4 *	-	-	-	-	-	-	7 7% ACG	4 4% BDH	-	-
Less Than Secondary School (high school)	1 *	1 *	1 1% G	1 1% H	-	-	-	-	-	-	-	-
Completed some Secondary School (high school)	10 1% G	6 1% H	10 5% AGI	6 3% BH	-	-	-	-	-	-	-	-
Graduated from Secondary School (high school)	29 2% G	32 3% H	29 15% AGI	32 18% BHJ	-	-	-	-	-	-	-	-
Trade Certificate or diploma	15 1% G	10 1% H	15 8% AGI	10 6% BHJ	-	-	-	-	-	-	-	-
Certificate or Diploma from Community College, Institution, CEGEP	37 3% G	41 4% H	37 19% AGI	41 23% BHJ	-	-	-	-	-	-	-	-
Teaching Certificate from Provincial Department of Education	2 *	1 *	2 1% AG	1 1% H	-	-	-	-	-	-	-	-
Completed some university study, but no degree	17 1% G	23 2% H	17 9% AGI	23 13% BHJ	-	-	-	-	-	-	-	-
University Certificate or Diploma below Bachelor Level	8 1% G	8 1% H	8 4% AGI	8 4% BHJ	-	-	-	-	-	-	-	-
Bachelor or first professional degree	53 5% GI	35 3% H	53 27% AGI	35 19% BHJ	-	-	-	-	-	-	-	-

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

Q437. What is the highest level of education you have completed or the highest degree you have received?

Base: All Non-U.S. Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1177	1047	200	181	**	**	872	776	105	90*	**	**
Graduate or Professional Degree above Bachelor Level	28 2% G	24 2% H	28 14% AGI	24 13% BHJ	-	-	-	-	-	-	-	-
CAP / BEP (Vocational training certificate/Technical education certificate)	35 3% C	40 4% D	-	-	-	-	35 4% ACI	40 5% BDJ	-	-	-	-
High school diploma	44 4% CI	43 4% D	-	-	-	-	44 5% ACI	43 6% BDJ	-	-	-	-
2-year college degree/Associate's degree	41 3% C	33 3% D	-	-	-	-	41 5% ACI	33 4% BDJ	-	-	-	-
3-year college degree/Bachelor's degree	26 2% C	22 2% D	-	-	-	-	26 3% AC	22 3% BD	-	-	-	-
4-year college degree/Master's degree	18 2% C	17 2% D	-	-	-	-	18 2% AC	17 2% BD	-	-	-	-
DESS/DEA /Master (5-year college degree)	25 2% C	15 1% D	-	-	-	-	25 3% AC	15 2% B	-	-	-	-
Doctorate	5 * D	7 1% D	-	-	-	-	5 1% D	7 1% D	-	-	-	-
Still studying	4 * D	1 * D	-	-	-	-	4 * D	1 * D	-	-	-	-
Did not graduate	3 * D	3 * D	-	-	-	-	3 * D	3 * D	-	-	-	-
Lower Secondary Education (5th - 9 or 10th)	10 1% D	11 1% D	-	-	-	-	10 1% D	11 1% D	-	-	-	-
HS Diploma	30 3% C	36 3% D	-	-	-	-	30 3% AC	36 5% BDJ	-	-	-	-
University Entrance Exam	18 2% D	25 2% D	-	-	-	-	18 2% AC	25 3% BD	-	-	-	-
University of Applied Sciences	29 2% C	34 3% D	-	-	-	-	29 3% AC	34 4% BDJ	-	-	-	-
Finished University	34 3% C	44 4% DJ	-	-	-	-	34 4% ACI	44 6% BDJ	-	-	-	-
Doctorate	9 1% D	2 * D	-	-	-	-	9 1% D	2 * D	-	-	-	-
Completed Apprenticeship	97 8% CI	64 6% DJ	-	-	-	-	97 11% HACI	64 8% BDJ	-	-	-	-

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

Q437. What is the highest level of education you have completed or the highest degree you have received?

Base: All Non-U.S. Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1177	1047	200	181	**	**	872	776	105	90*	**	**
Master Craftsman Diploma	14 1%	5*	-	-	-	-	14 2% A	5 1%	-	-	-	-
Other Qualification	7 1%	3*	-	-	-	-	7 1%	3*	-	-	-	-
Student	2*	3*	-	-	-	-	2*	3*	-	-	-	-
No Completed Qualifications	-	1*	-	-	-	-	-	1*	-	-	-	-
Secondary School	6 1% B	-	-	-	-	-	6 1% H	-	-	-	-	-
Some College	11 1%	10 1%	-	-	-	-	11 1%	10 1%	-	-	-	-
Short Bachelor, 2-3 Year	9 1%	3*	-	-	-	-	9 1%	3*	-	-	-	-
Bachelor, 4-5 Year	22 2%	20 2%	-	-	-	-	22 3% AC	20 3% BD	-	-	-	-
post-bachelor	4*	3*	-	-	-	-	4*	3*	-	-	-	-
Doctorate	2*	7 1%	-	-	-	-	2*	7 1%	-	-	-	-
Still studying	2*	1*	-	-	-	-	2*	1*	-	-	-	-
Secondary	5*	12 1%	-	-	-	-	5 1%	12 2%	-	-	-	-
Baccalaureate	26 2% C	18 2%	-	-	-	-	26 3% AC	18 2% BD	-	-	-	-
Not finalized University studies	11 1%	17 2%	-	-	-	-	11 1%	17 2% BD	-	-	-	-
Diploma	24 2% C	13 1%	-	-	-	-	24 3% AC	13 2% B	-	-	-	-
Degree	19 2%	18 2%	-	-	-	-	19 2% AC	18 2% BD	-	-	-	-
Masters/Postgraduate/Doctorate/PHD	13 1%	14 1%	-	-	-	-	13 1% A	14 2% B	-	-	-	-

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

Q437. What is the highest level of education you have completed or the highest degree you have received?

Base: All Non-U.S. Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1177	1047	200	181	**	**	872	776	105	90*	**	**
Still studying	2 _*	3 _*	-	-	-	-	2 _*	3 _*	-	-	-	-
No formal education	-	2 _*	-	-	-	-	-	2 _*	-	-	-	-
GCSE/O-Level/CSE	45 4% CI	46 4% DJ	-	-	-	-	45 5% ACI	46 6% BDJ	-	-	-	-
Vocational qualifications	20 2% B	5 _*	-	-	-	-	20 2% HAC	5 1%	-	-	-	-
A-Level/Scottish Higher or equivalent	56 5% CI	40 4% D	-	-	-	-	56 6% ACI	40 5% BDJ	-	-	-	-
Bachelor Degree or equivalent	58 5% CI	56 5% DJ	-	-	-	-	58 7% ACI	56 7% BDJ	-	-	-	-
Masters/PhD or equivalent	26 2% C	24 2% D	-	-	-	-	26 3% AC	24 3% BD	-	-	-	-
No formal qualifications	8 1%	8 1%	-	-	-	-	8 1%	8 1%	-	-	-	-
Other	7 1% B	1	-	-	-	-	7 1% H	1	-	-	-	-
Sigma	1177 100%	1047 100%	200 100%	181 100%	-	-	872 100%	776 100%	105 100%	90 100%	-	-

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

Q410. Which one of the following best describes your employment status?

Base: 18 Years Old Or Older And (Ask Sequential Employment And Single Employment Item Selected And More Than 1 Valid Code From Q406)

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5937	5175	925	826	599	507	1086	963	409	378	2918	2501
Employed full time	3383 57%	2859 55%	399 43%	352 43%	268 45%	192 38%	563 52%	443 46%	212 52%	200 53%	1941 67%	1672 67%
Employed part time	493 8%	423 8%	90 10%	74 9%	70 12%	44 9%	96 9%	98 10%	38 9%	33 9%	199 7%	174 7%
Self-employed full time	664 11%	402 8%	102 11%	55 7%	141 24%	86 17%	78 7%	53 6%	88 22%	44 12%	255 9%	164 7%
Not employed, but looking for work	202 3%	203 4%	46 5%	42 5%	24 4%	33 7%	61 6%	85 9%	8 2%	12 3%	63 2%	31 1%
Not employed and not looking for work	60 1%	58 1%	12 1%	6 1%	5 1%	2	11 1%	20 2%	1	5 1%	31 1%	25 1%
Retired	431 7%	398 8%	124 13%	129 16%	31 5%	45 9%	141 13%	122 13%	5 1%	9 2%	130 4%	93 4%
Not employed, unable to work due to a disability or illness	93 2%	68 1%	35 4%	27 3%	1	2	39 4%	29 3%	1	1	17 1%	9
Student	331 6%	358 7%	36 4%	66 8%	47 8%	51 10%	48 4%	35 4%	45 11%	44 12%	155 5%	162 6%
Stay-at-home spouse or partner	280 5%	229 4%	81 9%	51 6%	12 2%	16 3%	49 5%	45 5%	11 3%	7 2%	127 4%	110 4%
Self-employed part time	-	177 3%	-	24 3%	-	36 7%	-	33 3%	-	23 6%	-	61 2%
Sigma	5937 100%	5175 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	2918 100%	2501 100%

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

Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4059	3471	925	826	370	321	1043	782	**	**	1721	1542
Less than \$15,000	32 1%	28 1%	32 3%	28 3%	-	-	-	-	-	-	-	-
	GK	HL	AEGK	BFHL								
\$15,000 to \$24,999	45 1%	31 1%	45 5%	31 4%	-	-	-	-	-	-	-	-
	EGK	HL	AEGK	BFHL								
\$25,000 to \$34,999	62 2%	42 1%	62 7%	42 5%	-	-	-	-	-	-	-	-
	EGK	FHL	AEGK	BFHL								
\$35,000 to \$49,999	56 1%	45 1%	56 6%	45 5%	-	-	-	-	-	-	-	-
	EGK	FHL	AEGK	BFHL								
\$50,000 to \$74,999	102 3%	93 3%	102 11%	93 11%	-	-	-	-	-	-	-	-
	EGK	FHL	AEGK	BFHL								
\$75,000 to \$99,999	72 2%	69 2%	72 8%	69 8%	-	-	-	-	-	-	-	-
	EGK	FHL	AEGK	BFHL								
\$100,000 to \$124,999	36 1%	41 1%	36 4%	41 5%	-	-	-	-	-	-	-	-
	GK	HL	AEGK	BFHL								
\$125,000 to \$149,999	20 *	33 1%	20 2%	33 4%	-	-	-	-	-	-	-	-
	GK	AHL	AEGK	CBFHL								
\$150,000 to \$199,999	14 *	29 1%	14 2%	29 4%	-	-	-	-	-	-	-	-
	K	AHL	AEGK	CBFHL								
\$200,000 to \$249,999	8 *	6 *	8 1%	6 1%	-	-	-	-	-	-	-	-
			AGK	BHL								
\$250,000 or more	6 *	8 *	6 1%	8 1%	-	-	-	-	-	-	-	-
			AGK	BHL								
Less than \$15,000 (in Canadian dollars)	18 *	12 *	18 2%	12 1%	-	-	-	-	-	-	-	-
	GK	L	AEGK	BFHL								
\$15,000 to \$24,999 (in Canadian dollars)	12 *	20 1%	12 1%	20 2%	-	-	-	-	-	-	-	-
	K	HL	AEGK	BFHL								
\$25,000 to \$34,999 (in Canadian dollars)	13 *	12 *	13 1%	12 1%	-	-	-	-	-	-	-	-
	K	L	AEGK	BFHL								
\$35,000 to \$49,999 (in Canadian dollars)	27 1%	23 1%	27 3%	23 3%	-	-	-	-	-	-	-	-
	GK	HL	AEGK	BFHL								
\$50,000 to \$74,999 (in Canadian dollars)	40 1%	30 1%	40 4%	30 4%	-	-	-	-	-	-	-	-
	GK	HL	AEGK	BFHL								

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

Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4059	3471	925	826	370	321	1043	782	**	**	1721	1542
\$75,000 to \$99,999 (in Canadian dollars)	28 1%	34 1%	28 3%	34 4%	-	-	-	-	-	-	-	-
\$100,000 to \$124,999 (in Canadian dollars)	17 GK	13 L	17 AEGK	13 BFHL	-	-	-	-	-	-	-	-
\$125,000 to \$149,999 (in Canadian dollars)	13 K	6 *	13 AEGK	6 BHL	-	-	-	-	-	-	-	-
\$150,000 to \$199,999 (in Canadian dollars)	12 K	10 L	12 AEGK	10 BFHL	-	-	-	-	-	-	-	-
\$200,000 to \$249,999 (in Canadian dollars)	4 *	1 *	4 AGK	1 *	-	-	-	-	-	-	-	-
\$250,000 or more (in Canadian dollars)	4 *	6 *	4 AGK	6 BHL	-	-	-	-	-	-	-	-
Less than 10,000 yuan	8 *	10 *	-	-	-	-	-	-	-	-	8 *	10 1%
10,000 to 19,999 yuan	15 G	14 *	-	-	-	-	-	-	-	-	15 ACG	14 BDH
20,000 to 29,999 yuan	22 CG	16 *	-	-	-	-	-	-	-	-	22 ACG	16 BDH
30,000 to 39,999 yuan	32 CG	19 DH	-	-	-	-	-	-	-	-	32 ACEG	19 BDFH
40,000 to 49,999 yuan	44 BCEG	17 DH	-	-	-	-	-	-	-	-	44 LACEG	17 BDH
50,000 to 59,999 yuan	55 BCEG	28 DH	-	-	-	-	-	-	-	-	55 LACEG	28 BDFH
60,000 to 79,999 yuan	90 CEG	58 DFH	-	-	-	-	-	-	-	-	90 LACEG	58 BDFH
80,000 to 99,999 yuan	141 CEG	100 DFH	-	-	-	-	-	-	-	-	141 ACEG	100 BDFH
100,000 to 124,999 yuan	223 CEG	239 ADFH	-	-	-	-	-	-	-	-	223 ACEG	239 KBDFH
125,000 to 149,999 yuan	145 CEG	184 ADFH	-	-	-	-	-	-	-	-	145 ACEG	184 KBDFH
150,000 or more yuan	323 CEG	304 DFH	-	-	-	-	-	-	-	-	323 ACEG	304 BDFH

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

Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4059	3471	925	826	370	321	1043	782	**	**	1721	1542
Less than 1,000,000 yen	20 CG	8*	-	-	-	-	-	-	-	-	20 LACEG	8 BDH
1,000,000 to 1,499,999 yen	9	9	-	-	-	-	-	-	-	-	9 ACG	9 BDH
1,500,000 to 1,999,999 yen	12*	10*	-	-	-	-	-	-	-	-	12 ACG	10 BDH
2,000,000 to 2,999,999 yen	34 1% CG	31 1% DH	-	-	-	-	-	-	-	-	34 2% ACEG	31 2% BDFH
3,000,000 to 3,999,999 yen	35 1% CG	36 1% DH	-	-	-	-	-	-	-	-	35 2% ACEG	36 2% BDFH
4,000,000 to 4,999,999 yen	38 1% CG	29 1% DH	-	-	-	-	-	-	-	-	38 2% ACEG	29 2% BDFH
5,000,000 to 5,999,999 yen	39 1% CG	32 1% DH	-	-	-	-	-	-	-	-	39 2% ACEG	32 2% BDFH
6,000,000 to 6,999,999 yen	31 1% CG	22 1% DH	-	-	-	-	-	-	-	-	31 2% ACEG	22 1% BDFH
7,000,000 to 7,999,999 yen	36 1% CG	30 1% DH	-	-	-	-	-	-	-	-	36 2% ACEG	30 2% BDFH
8,000,000 to 9,999,999 yen	33 1% CG	32 1% DH	-	-	-	-	-	-	-	-	33 2% ACEG	32 2% BDFH
10,000,000 or more yen	41 1% CG	47 1% DFH	-	-	-	-	-	-	-	-	41 2% ACEG	47 3% BDFH
Less than 4,000 real	45 1% CGK	72 2% ADHL	-	-	45 12% ACGK	72 22% EBDHL	-	-	-	-	-	-
4,000 to 7,999 real	38 1% CGK	50 1% ADHL	-	-	38 10% ACGK	50 16% EBDHL	-	-	-	-	-	-
8,000 to 11,999 real	12*	17*	-	-	12 3% ACGK	17 5% BDHL	-	-	-	-	-	-
12,000 to 15,999 real	15*	17*	-	-	15 4% ACGK	17 5% BDHL	-	-	-	-	-	-
16,000 to 19,999 real	13*	15*	-	-	13 4% ACGK	15 5% BDHL	-	-	-	-	-	-
20,000 to 29,999 real	37 1% CGK	20 1% DHL	-	-	37 10% ACGK	20 6% BDHL	-	-	-	-	-	-

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

Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4059	3471	925	826	370	321	1043	782	**	**	1721	1542
30,000 to 39,999 real	30 1%	18 1%	-	-	30 8%	18 6%	-	-	-	-	-	-
	CGK	DHL			ACGK	BDHL						
40,000 to 49,999 real	39 1%	22 1%	-	-	39 11%	22 7%	-	-	-	-	-	-
	CGK	DHL			ACGK	BDHL						
50,000 to 74,999 real	42 1%	27 1%	-	-	42 11%	27 8%	-	-	-	-	-	-
	CGK	DHL			ACGK	BDHL						
75,000 to 99,999 real	34 1%	18 1%	-	-	34 9%	18 6%	-	-	-	-	-	-
	CGK	DHL			ACGK	BDHL						
100,000 or more real	41 1%	26 1%	-	-	41 11%	26 8%	-	-	-	-	-	-
	CGK	DHL			ACGK	BDHL						
Less than 50,000 Mexican pesos	18 *	23 2%	18 2%	23 3%	-	-	-	-	-	-	-	-
	GK	HL	AEGK	BFHL								
50,000 to 74,999 Mexican pesos	23 1%	21 1%	23 2%	21 3%	-	-	-	-	-	-	-	-
	GK	HL	AEGK	BFHL								
75,000 to 99,999 Mexican pesos	33 1%	11 *	33 4%	11 1%	-	-	-	-	-	-	-	-
	BGK	L	DAEGK	BFHL								
100,000 to 149,999 Mexican pesos	23 1%	25 1%	23 2%	25 3%	-	-	-	-	-	-	-	-
	GK	HL	AEGK	BFHL								
150,000 to 199,999 Mexican pesos	31 1%	17 *	31 3%	17 2%	-	-	-	-	-	-	-	-
	GK	HL	AEGK	BFHL								
200,000 to 249,999 Mexican pesos	12 *	12 *	12 1%	12 1%	-	-	-	-	-	-	-	-
	K	L	AEGK	BFHL								
250,000 to 299,999 Mexican pesos	17 *	13 *	17 2%	13 2%	-	-	-	-	-	-	-	-
	GK	L	AEGK	BFHL								
300,000 to 399,999 Mexican pesos	23 1%	19 1%	23 2%	19 2%	-	-	-	-	-	-	-	-
	GK	HL	AEGK	BFHL								
400,000 to 499,999 Mexican pesos	11 *	8 *	11 1%	8 1%	-	-	-	-	-	-	-	-
	K		AEGK	BHL								
500,000 to 999,999 Mexican pesos	13 *	11 *	13 1%	11 1%	-	-	-	-	-	-	-	-
	K	L	AEGK	BFHL								
1,000,000 Mexican pesos or more	5 *	2 *	5 1%	2 *	-	-	-	-	-	-	-	-
			AGK	B								
Less than 5.000 Euros	12 *	14 *	-	-	-	-	12 1%	14 2%	-	-	-	-
	K	L					ACEK	BDFL				

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

Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4059	3471	925	826	370	321	1043	782	**	**	1721	1542
5,000 Euros - 9,999 Euros	33 1%	23 1%	-	-	-	-	33 3%	23 3%	-	-	-	-
	CK	DL					ACEK	BDFL				
10,000 Euros - 19,999 Euros	92 2%	56 2%	-	-	-	-	92 9%	56 7%	-	-	-	-
	BCEK	DFL					ACEK	BDFL				
20,000 Euros - 29,999 Euros	112 3%	83 2%	-	-	-	-	112 11%	83 11%	-	-	-	-
	CEK	DFL					ACEK	BDFL				
30,000 Euros - 39,999 Euros	119 3%	69 2%	-	-	-	-	119 11%	69 9%	-	-	-	-
	BCEK	DFL					ACEK	BDFL				
40,000 Euros - 49,999 Euros	66 2%	51 1%	-	-	-	-	66 6%	51 7%	-	-	-	-
	CEK	DFL					ACEK	BDFL				
50,000 Euros - 74,999 Euros	81 2%	48 1%	-	-	-	-	81 8%	48 6%	-	-	-	-
	BCEK	DFL					ACEK	BDFL				
75,000 Euros - 99,999 Euros	21 1%	29 1%	-	-	-	-	21 2%	29 4%	-	-	-	-
	CK	DL					ACEK	GBDFL				
100,000 Euros - 149,999 Euros	5	3	-	-	-	-	5	3	-	-	-	-
							ACK	BL				
150,000 Euros - 199,999 Euros	6	4	-	-	-	-	6 1%	4 1%	-	-	-	-
							ACK	BDL				
200,000 Euros or more	-	4 A	-	-	-	-	-	4 1%	-	-	-	-
								GBDL				
Less than 10,000 ZL	3	5	-	-	-	-	3	5	-	-	-	-
							AK	BDL				
10,000 ZL - 19,999 ZL	9	10	-	-	-	-	9 1%	10 1%	-	-	-	-
		L					ACK	BDFL				
20,000 ZL - 29,999 ZL	13	6	-	-	-	-	13 1%	6 1%	-	-	-	-
	K						ACEK	BDL				
30,000 ZL - 39,999 ZL	12	5	-	-	-	-	12 1%	5 1%	-	-	-	-
	K						ACEK	BDL				
40,000 ZL - 49,999 ZL	17	7	-	-	-	-	17 2%	7 1%	-	-	-	-
	CK						ACEK	BDL				
50,000 ZL - 59,999 ZL	10	13	-	-	-	-	10 1%	13 2%	-	-	-	-
	K	L					ACK	BDFL				
60,000 ZL - 79,999 ZL	10	19 1%	-	-	-	-	10 1%	19 2%	-	-	-	-
	K	ADL					ACK	GBDFL				

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

Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4059	3471	925	826	370	321	1043	782	**	**	1721	1542
80,000 ZL - 99,999 ZL	10 _K	7 _*	-	-	-	-	10 _{ACK}	7 _{BDL}	-	-	-	-
100,000 ZL - 149,999 ZL	8 _*	6 _*	-	-	-	-	8 _{ACK}	6 _{BDL}	-	-	-	-
150,000 ZL - 199,999 ZL	1 _*	1 _*	-	-	-	-	1 _*	1 _*	-	-	-	-
200,000 ZL - 249,999 ZL	1 _*	-	-	-	-	-	1 _*	-	-	-	-	-
250,000 ZL - 299,999 ZL	2 _*	-	-	-	-	-	2 _*	-	-	-	-	-
300,000 ZL or more	1 _*	1 _*	-	-	-	-	1 _*	1 _*	-	-	-	-
Less than 5,000 TRY	13 _K	10 _L	-	-	-	-	13 _{ACEK}	10 _{BDL}	-	-	-	-
5,000 TRY - 9,999 TRY	5 _*	3 _*	-	-	-	-	5 _*	3 _*	-	-	-	-
10,000 TRY - 19,999 TRY	7 _*	6 _*	-	-	-	-	7 _{ACK}	6 _{BDL}	-	-	-	-
20,000 TRY - 29,999 TRY	10 _K	8 _*	-	-	-	-	10 _{ACK}	8 _{BDL}	-	-	-	-
30,000 TRY - 39,999 TRY	15 _K	10 _L	-	-	-	-	15 _{ACEK}	10 _{BDL}	-	-	-	-
40,000 TRY - 49,999 TRY	10 _K	11 _L	-	-	-	-	10 _{ACK}	11 _{BDL}	-	-	-	-
50,000 TRY - 74,999 TRY	19 _{CK}	19 _{DL}	-	-	-	-	19 _{ACEK}	19 _{BDL}	-	-	-	-
75,000 TRY - 99,999 TRY	8 _*	9 _L	-	-	-	-	8 _{ACK}	9 _{BDL}	-	-	-	-
100,000 TRY - 149,999 TRY	4 _*	6 _*	-	-	-	-	4 _{AK}	6 _{BDL}	-	-	-	-
150,000 TRY - 199,999 TRY	1 _*	4 _*	-	-	-	-	1 _*	4 _{BDL}	-	-	-	-
200,000 TRY - 249,999 TRY	2 _*	2 _*	-	-	-	-	2 _*	2 _{BDL}	-	-	-	-

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

Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4059	3471	925	826	370	321	1043	782	**	**	1721	1542
250,000 TRY or more	2*	-	-	-	-	-	2*	-	-	-	-	-
Less than 2000 RUB	1*	2*	-	-	-	-	-	-	-	-	1*	2*
2000 RUB - 4000 RUB	1*	1*	-	-	-	-	-	-	-	-	1*	1*
4001 RUB - 6000 RUB	2*	1*	-	-	-	-	-	-	-	-	2*	1*
6001 RUB - 8000 RUB	4*	1*	-	-	-	-	-	-	-	-	4*	1*
8001 RUB - 10000 RUB	-	1*	-	-	-	-	-	-	-	-	A	1*
10001 RUB - 15000 RUB	8*	7*	-	-	-	-	-	-	-	-	8*	7*
15001 RUB - 25000 RUB	32 1% CG	32 1% DH	-	-	-	-	-	-	-	-	ACG 32 2%	B 32 2%
More than 25000 RUB	192 5% CEG	175 5% DFH	-	-	-	-	-	-	-	-	ACEG 192 11%	BDFH 175 11%
Up to 4,499 GBP	10 BK	1*	-	-	-	-	10 1% HACK	1*	-	-	-	-
4,500 to 6,499 GBP	5*	5*	-	-	-	-	5*	5 1% BDL	-	-	-	-
6,500 to 7,499 GBP	5*	1*	-	-	-	-	5*	1*	-	-	-	-
7,500 to 9,499 GBP	4*	6*	-	-	-	-	4*	6 1% BDL	-	-	-	-
9,500 to 11,499 GBP	9*	5*	-	-	-	-	9 1% ACK	5 1% BDL	-	-	-	-
11,500 to 13,499 GBP	5*	5*	-	-	-	-	5*	5 1% BDL	-	-	-	-
13,500 to 15,499 GBP	6*	10 L	-	-	-	-	6 1% ACK	10 1% BDFL	-	-	-	-
15,500 to 17,499 GBP	9*	4*	-	-	-	-	9 1% ACK	4 1% BDL	-	-	-	-

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

Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4059	3471	925	826	370	321	1043	782	**	**	1721	1542
17,500 to 24,999 GBP	33 1%	36 1%	-	-	-	-	33 3%	36 5%	-	-	-	-
	CK	DL					ACEK	BDFL				
25,000 to 29,999 GBP	25 1%	19 1%	-	-	-	-	25 2%	19 2%	-	-	-	-
	CK	DL					ACEK	BDFL				
30,000 to 39,999 GBP	27 1%	33 1%	-	-	-	-	27 3%	33 4%	-	-	-	-
	CK	DL					ACEK	BDFL				
40,000 to 49,999 GBP	27 1%	20 1%	-	-	-	-	27 3%	20 3%	-	-	-	-
	CK	DL					ACEK	BDFL				
50,000 to 74,999 GBP	15 *	13 *	-	-	-	-	15 1%	13 2%	-	-	-	-
	K	L					ACEK	BDFL				
75,000 to 99,999 GBP	9 ‡	3 ‡	-	-	-	-	9 1%	3 ‡	-	-	-	-
							ACK	BL				
100,000 or more GBP	4 ‡	8 ‡	-	-	-	-	4 ‡	8 1%	-	-	-	-
							AK	BDL				
Decline to answer	264 7%	199 6%	75 8%	72 9%	24 6%	19 6%	110 11%	61 8%	-	-	55 3%	47 3%
	K	L	AK	BL	K	L	HAEK	BL				
Sigma	4059 100%	3471 100%	925 100%	826 100%	370 100%	321 100%	1043 100%	782 100%	-	-	1721 100%	1542 100%

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

Q485. Racial Background.

Base: All Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
White	567 9%	542 10%	567 61%	542 66%	-	-	-	-	-	-	-	-
	EGIK	FHJL	AEGIK	BFHJL								
Hispanic	30	25	30 3%	25 3%	-	-	-	-	-	-	-	-
	GK	HL	AEGIK	BFHJL								
BLACK/AFRICAN AMERICAN (NET)	40 1%	26	40 4%	26 3%	-	-	-	-	-	-	-	-
	EGK	HL	AEGIK	BFHJL								
Black	39 1%	26	39 4%	26 3%	-	-	-	-	-	-	-	-
	GK	HL	AEGIK	BFHJL								
African American	1	-	1	-	-	-	-	-	-	-	-	-
Asian or Pacific Islander	17	-	17 2%	-	-	-	-	-	-	-	-	-
	BK	-	DAEGIK	-								
Native American or Alaskan Native	5	2	5 1%	2	-	-	-	-	-	-	-	-
			AGK	BL								
Mixed Race	3	7	3	7 1%	-	-	-	-	-	-	-	-
			AK	BFHL								
First Nation/Native Canadian	2	2	2	2	-	-	-	-	-	-	-	-
			AK	BL								
South Asian	3	4	3	4	-	-	-	-	-	-	-	-
			AK	BHL								
Chinese	12	10	12 1%	10 1%	-	-	-	-	-	-	-	-
	K	L	AEGIK	BFHJL								
Korean	2	2	2	2	-	-	-	-	-	-	-	-
			AK	BL								
Japanese	2	1	2	1	-	-	-	-	-	-	-	-
			AK									
Other Southeast Asian	-	5	-	5 1%	-	-	-	-	-	-	-	-
		A		CBHL								
Filipino	3	3	3	3	-	-	-	-	-	-	-	-
			AK	BL								
Some other race	7	6	7 1%	6 1%	-	-	-	-	-	-	-	-
			AEGK	BHL								

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

Q485. Racial Background.

Base: All Respondents

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
Unweighted Base	6144	5452	925	826	599	507	1086	963	409	378	3125	2778
Decline to Answer	10	7	9	7	-	-	1	-	-	-	-	-
	K	*	AEGIK	BFHL								
Unknown	5441 89% C	4810 88% D	223 24%	184 22%	599 100% AC	507 100% BD	1085 100% AC	963 100% BD	409 100% AC	378 100% BD	3125 100% AC	2778 100% BD
Sigma	6144 100%	5452 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	409 100%	378 100%	3125 100%	2778 100%

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

Q364. What is your marital status?

Base: Marital Status Is To Be Presented And 18 Or Older

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5943	5260	925	826	599	507	1086	963	208	186	3125	2778
Never married	1769 30% CG	1542 29% H	240 26%	235 28%	203 34% ACG	157 31% H	296 27%	245 25%	83 40% ACGK	68 37% BDH	947 30% C	837 30% H
Married or civil union	3405 57% EGI	2986 57% DFJ	510 55% EI	423 51% F	291 49% F	216 43%	574 53%	523 54% F	97 47%	92 49%	1933 62% ACEGI	1732 62% BDFHJ
Divorced	256 4% K	250 5% L	72 8% AEK	64 8% BL	24 4% K	33 7% L	82 8% AEK	71 7% BL	11 5% K	11 6% L	67 2% L	71 3% L
Separated	86 1% K	90 2% L	19 2% IK	19 2% L	21 4% AIK	25 5% BDHJL	22 2% IK	24 2% BL	-	2 1%	24 1%	20 1%
Widow/Widower	73 1% K	78 1% L	27 3% AEIK	25 3% BL	6 1%	10 2% L	19 2% K	18 2% L	1	4 2% L	20 1%	21 1%
Living with partner	354 6% K	314 6% L	57 6% K	60 7% L	54 9% ACK	66 13% EBDHJL	93 9% ACK	82 9% BL	16 8% K	9 5%	134 4%	97 3%
Sigma	5943 100%	5260 100%	925 100%	826 100%	599 100%	507 100%	1086 100%	963 100%	208 100%	186 100%	3125 100%	2778 100%

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

QTEENINTUSE. Overall, how often do you use the Internet?

Base: US Age 15-17

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
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 - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

QARREG. In which region do you currently reside?

Base: All Argentina Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	110	93*	-**	-**	110	93*	-**	-**	-**	-**	-**	-**
Buenos Aires	41 37%	36 39%	-	-	41 37%	36 39%	-	-	-	-	-	-
Buenos Aires Province (including Gran Buenos Aires)	15 14%	17 18%	-	-	15 14%	17 18%	-	-	-	-	-	-
Santa Fe	15 14%	5 5%	-	-	15 14%	5 5%	-	-	-	-	-	-
Cordoba	12 11%	5 5%	-	-	12 11%	5 5%	-	-	-	-	-	-
Patagonia	4 4%	8 9%	-	-	4 4%	8 9%	-	-	-	-	-	-
Other	23 21%	22 24%	-	-	23 21%	22 24%	-	-	-	-	-	-
Sigma	110 100%	93 100%	-	-	110 100%	93 100%	-	-	-	-	-	-

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

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

Base: All South Korea Respondents 18 Or Older

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	204	183	**	**	**	**	**	**	**	**	204	183
Less than 10,000,000 Won	17 8%	10 5%	-	-	-	-	-	-	-	-	17 8%	10 5%
10,000,000 to 20,999,999 Won	17 8%	15 8%	-	-	-	-	-	-	-	-	17 8%	15 8%
21,000,000 to 29,999,999 Won	26 13%	17 9%	-	-	-	-	-	-	-	-	26 13%	17 9%
30,000,000 to 44,999,999 Won	49 24%	31 17%	-	-	-	-	-	-	-	-	49 24%	31 17%
45,000,000 to 74,999,999 Won	55 27%	57 31%	-	-	-	-	-	-	-	-	55 27%	57 31%
75,000,000 or more Won	30 15%	45 25% A	-	-	-	-	-	-	-	-	30 15%	45 25% K
Decline to answer	10 5%	8 4%	-	-	-	-	-	-	-	-	10 5%	8 4%
Sigma	204 100%	183 100%	-	-	-	-	-	-	-	-	204 100%	183 100%

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

QKRBUY. In the past 12 months, did you purchase any products or services over the Internet?

Base: All South Korea Respondents 18 Or Older

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
Unweighted Base	204	183	-**	-**	-**	-**	-**	-**	-**	-**	204	183
Yes	196 96%	179 98%	-	-	-	-	-	-	-	-	196 96%	179 98%
No	8 4%	4 2%	-	-	-	-	-	-	-	-	8 4%	4 2%
Sigma	204 100%	183 100%	-	-	-	-	-	-	-	-	204 100%	183 100%

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

QKREG1. In which region do you currently reside?

Base: All South Korea Respondents

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
Unweighted Base	..	183	183
Seoul	-	65 36%	-	-	-	-	-	-	-	-	-	65 36%
Busan	-	16 9%	-	-	-	-	-	-	-	-	-	16 9%
Gyeonggi-do	-	45 25%	-	-	-	-	-	-	-	-	-	45 25%
Ulsan	-	3 2%	-	-	-	-	-	-	-	-	-	3 2%
Daejeon	-	6 3%	-	-	-	-	-	-	-	-	-	6 3%
Gwangju	-	4 2%	-	-	-	-	-	-	-	-	-	4 2%
Incheon	-	9 5%	-	-	-	-	-	-	-	-	-	9 5%
Daegu	-	11 6%	-	-	-	-	-	-	-	-	-	11 6%
Jeju-do	-	-	-	-	-	-	-	-	-	-	-	-
Chungcheongbuk-do	-	1 1%	-	-	-	-	-	-	-	-	-	1 1%
Gangwon-do	-	3 2%	-	-	-	-	-	-	-	-	-	3 2%
Chungcheongnam-do	-	5 3%	-	-	-	-	-	-	-	-	-	5 3%
Jeollabuk-do	-	3 2%	-	-	-	-	-	-	-	-	-	3 2%
Jeollanam-do	-	3 2%	-	-	-	-	-	-	-	-	-	3 2%
Gyeongsangnam-do	-	5 3%	-	-	-	-	-	-	-	-	-	5 3%
Gyeongsangbuk-do	-	4 2%	-	-	-	-	-	-	-	-	-	4 2%
Sigma	-	183 100%	-	-	-	-	-	-	-	-	-	183 100%

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

QKRREG1. In which region do you currently reside?

Base: All South Korea Respondents

	Region												
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
Unweighted Base	-**	183	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	183

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

QKRREG2. REGION CLASSIFICATION

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Table 347

Base: All South Korea Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	183	-**	-**	-**	-**	-**	-**	-**	-**	-**	183
Seoul	-	65 36%	-	-	-	-	-	-	-	-	-	65 36%
Busan	-	16 9%	-	-	-	-	-	-	-	-	-	16 9%
Gyeonggi-do	-	45 25%	-	-	-	-	-	-	-	-	-	45 25%
All other metropolitan cities	-	33 18%	-	-	-	-	-	-	-	-	-	33 18%
All other provinces (do)	-	24 13%	-	-	-	-	-	-	-	-	-	24 13%
Sigma	-	183 100%	-	-	-	-	-	-	-	-	-	183 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	687	595	**	**	**	**	**	**	**	**	687	595
No education	4 1%	-	-	-	-	-	-	-	-	-	4 1%	-
Less than primary	5 1%	4 1%	-	-	-	-	-	-	-	-	5 1%	4 1%
Primary but less than middle	11 2%	12 2%	-	-	-	-	-	-	-	-	11 2%	12 2%
Middle but less than matric	12 2%	13 2%	-	-	-	-	-	-	-	-	12 2%	13 2%
Matric but less than graduate	57 8%	54 9%	-	-	-	-	-	-	-	-	57 8%	54 9%
Graduate or above	598 87%	512 86%	-	-	-	-	-	-	-	-	598 87%	512 86%
Sigma	687 100%	595 100%	-	-	-	-	-	-	-	-	687 100%	595 100%

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

QININC2. Which of the following income categories best describes your total 2015 household income before taxes?

Base: All India Respondents 18 Or Older

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
Unweighted Base	687	595	-**	-**	-**	-**	-**	-**	-**	-**	687	595
Less than 120,000 rupees	104 15%	87 15%	-	-	-	-	-	-	-	-	104 15%	87 15%
120,000 rupees or more	520 76%	466 78%	-	-	-	-	-	-	-	-	520 76%	466 78%
Decline to answer	63 9%	42 7%	-	-	-	-	-	-	-	-	63 9%	42 7%
Sigma	687 100%	595 100%	-	-	-	-	-	-	-	-	687 100%	595 100%

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

QINSUB. Which of the following best describes the area in which you live?

Base: All India Respondents 18 Or Older

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
Unweighted Base	687	595	**	**	**	**	**	**	**	**	687	595
Metro	514 75%	462 78%	-	-	-	-	-	-	-	-	514 75%	462 78%
Non-metro	173 25%	133 22%	-	-	-	-	-	-	-	-	173 25%	133 22%
Sigma	687 100%	595 100%	-	-	-	-	-	-	-	-	687 100%	595 100%

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

QINBUY. In the past month, did you purchase any products or services over the Internet?

Base: All India Respondents 18 Or Older

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
Unweighted Base	687	595	**	**	**	**	**	**	**	**	687	595
Yes	621 90%	536 90%	-	-	-	-	-	-	-	-	621 90%	536 90%
No	66 10%	59 10%	-	-	-	-	-	-	-	-	66 10%	59 10%
Sigma	687 100%	595 100%	-	-	-	-	-	-	-	-	687 100%	595 100%

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

QINREG1. In which division do you currently reside?

8 Jun 2016
Table 352

Base: All India Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	..	595	595
Uttar Pradesh	-	17 3%	-	-	-	-	-	-	-	-	-	17 3%
Maharashtra	-	135 23%	-	-	-	-	-	-	-	-	-	135 23%
Bihar	-	7 1%	-	-	-	-	-	-	-	-	-	7 1%
West Bengal	-	48 8%	-	-	-	-	-	-	-	-	-	48 8%
Andhra Pradesh	-	80 13%	-	-	-	-	-	-	-	-	-	80 13%
Tamil Nadu	-	69 12%	-	-	-	-	-	-	-	-	-	69 12%
Madhya Pradesh	-	3 1%	-	-	-	-	-	-	-	-	-	3 1%
Rajasthan	-	10 2%	-	-	-	-	-	-	-	-	-	10 2%
Karnataka	-	68 11%	-	-	-	-	-	-	-	-	-	68 11%
Gujarat	-	19 3%	-	-	-	-	-	-	-	-	-	19 3%
Orissa	-	5 1%	-	-	-	-	-	-	-	-	-	5 1%
Kerala	-	18 3%	-	-	-	-	-	-	-	-	-	18 3%
Assam	-	2 0%	-	-	-	-	-	-	-	-	-	2 0%
Punjab	-	4 1%	-	-	-	-	-	-	-	-	-	4 1%
Haryana	-	8 1%	-	-	-	-	-	-	-	-	-	8 1%
Jharkhand	-	3 1%	-	-	-	-	-	-	-	-	-	3 1%

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

QINREG1. In which division do you currently reside?

Base: All India Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	595	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	595
Chhattisgarh	-	1*	-	-	-	-	-	-	-	-	-	1*
Jammu and Kashmir	-	2*	-	-	-	-	-	-	-	-	-	2*
Uttaranchal	-	2*	-	-	-	-	-	-	-	-	-	2*
Himachal Pradesh	-	1*	-	-	-	-	-	-	-	-	-	1*
Tripura	-	-	-	-	-	-	-	-	-	-	-	-
Manipur	-	-	-	-	-	-	-	-	-	-	-	-
Meghalaya	-	-	-	-	-	-	-	-	-	-	-	-
Nagaland	-	-	-	-	-	-	-	-	-	-	-	-
Goa	-	2*	-	-	-	-	-	-	-	-	-	2*
Arunachal Pradesh	-	-	-	-	-	-	-	-	-	-	-	-
Mizoram	-	1*	-	-	-	-	-	-	-	-	-	1*
Sikkim	-	1*	-	-	-	-	-	-	-	-	-	1*
Delhi	-	84 14%	-	-	-	-	-	-	-	-	-	84 14%
Pondicherry	-	-	-	-	-	-	-	-	-	-	-	-
Chandigarh	-	5 1%	-	-	-	-	-	-	-	-	-	5 1%
Andaman and Nicobar Islands	-	-	-	-	-	-	-	-	-	-	-	-
Dadra and Nagar Haveli	-	-	-	-	-	-	-	-	-	-	-	-

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

QINREG1. In which division do you currently reside?

Base: All India Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	595	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	595
Daman and Diu	-	-	-	-	-	-	-	-	-	-	-	-
Lakshadweep	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	595 100%	-	-	-	-	-	-	-	-	-	595 100%

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

QINREG2. STATE SIZE CLASSIFICATION

Base: All India Respondents

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
Unweighted Base	-**	595	-**	-**	-**	-**	-**	-**	-**	-**	-**	595
Bigger State	-	493 83%	-	-	-	-	-	-	-	-	-	493 83%
Smaller State	-	13 2%	-	-	-	-	-	-	-	-	-	13 2%
Union Territories	-	89 15%	-	-	-	-	-	-	-	-	-	89 15%
Sigma	-	595 100%	-	-	-	-	-	-	-	-	-	595 100%

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

Q1500. In which province do you currently reside?

Base: All Indonesia Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	207	181	**	**	**	**	**	**	**	**	207	181
Irian Jaya Barat	-	-	-	-	-	-	-	-	-	-	-	-
Papua	-	-	-	-	-	-	-	-	-	-	-	-
Banten	14 7%	8 4%	-	-	-	-	-	-	-	-	14 7%	8 4%
Jakarta Raya	40 19%	47 26%	-	-	-	-	-	-	-	-	40 19%	47 26%
Jawa Barat	48 23%	48 27%	-	-	-	-	-	-	-	-	48 23%	48 27%
Jawa Tengah	24 12%	15 8%	-	-	-	-	-	-	-	-	24 12%	15 8%
Jawa Timur	25 12%	27 15%	-	-	-	-	-	-	-	-	25 12%	27 15%
Yogyakarta	10 5%	6 3%	-	-	-	-	-	-	-	-	10 5%	6 3%
Kalimantan Barat	1	3 2%	-	-	-	-	-	-	-	-	1	3 2%
Kalimantan Selatan	1	-	-	-	-	-	-	-	-	-	1	-
Kalimantan Tengah	3 1%	-	-	-	-	-	-	-	-	-	3 1%	-
Kalimantan Timur	4 2%	3 2%	-	-	-	-	-	-	-	-	4 2%	3 2%
Maluku	-	-	-	-	-	-	-	-	-	-	-	-
Maluku Utara	-	-	-	-	-	-	-	-	-	-	-	-
Bali	2 1%	2 1%	-	-	-	-	-	-	-	-	2 1%	2 1%
Nusa Tenggara Barat	1	1 1%	-	-	-	-	-	-	-	-	1	1 1%

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

Q1500. In which province do you currently reside?

Base: All Indonesia Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	207	181	207	181
Nusa Tenggara Timur	-	-	-	-	-	-	-	-	-	-	-	-
Gorontalo	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Barat	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Selatan	7 3%	2 1%	-	-	-	-	-	-	-	-	7 3%	2 1%
Sulawesi Tengah	-	1 1%	-	-	-	-	-	-	-	-	-	1 1%
Sulawesi Tenggara	2 1%	-	-	-	-	-	-	-	-	-	2 1%	-
Sulawesi Utara	-	-	-	-	-	-	-	-	-	-	-	-
Aceh	-	1 1%	-	-	-	-	-	-	-	-	-	1 1%
Bangka-Belitung	1	-	-	-	-	-	-	-	-	-	1	-
Bengkulu	3 1%	-	-	-	-	-	-	-	-	-	3 1%	-
Jambi	1	1 1%	-	-	-	-	-	-	-	-	1	1 1%
Kepulauan Riau	-	1 1%	-	-	-	-	-	-	-	-	-	1 1%
Lampung	3 1%	-	-	-	-	-	-	-	-	-	3 1%	-
Riau	2 1%	3 2%	-	-	-	-	-	-	-	-	2 1%	3 2%
Sumatera Barat	3 1%	-	-	-	-	-	-	-	-	-	3 1%	-
Sumatera Selatan	7 3%	6 3%	-	-	-	-	-	-	-	-	7 3%	6 3%
Sumatera Utara	5 2%	6 3%	-	-	-	-	-	-	-	-	5 2%	6 3%
Sigma	207 100%	181 100%	-	-	-	-	-	-	-	-	207 100%	181 100%

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

Q1500. In which province do you currently reside?

Base: All Indonesia Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	207	181	207	181

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

Q1502. REGION CLASSIFICATION

Base: All Indonesia Respondents

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
Unweighted Base	207	181	**	**	**	**	**	**	**	**	207	181
Irian Jaya	-	-	-	-	-	-	-	-	-	-	-	-
Jawa	161 78%	151 83%	-	-	-	-	-	-	-	-	161 78%	151 83%
Kalimantan	9 4%	6 3%	-	-	-	-	-	-	-	-	9 4%	6 3%
Maluku	-	-	-	-	-	-	-	-	-	-	-	-
Nusa Tenggara	3 1%	3 2%	-	-	-	-	-	-	-	-	3 1%	3 2%
Sulawesi	9 4%	3 2%	-	-	-	-	-	-	-	-	9 4%	3 2%
Sumatera	25 12%	18 10%	-	-	-	-	-	-	-	-	25 12%	18 10%
Sigma	207 100%	181 100%	-	-	-	-	-	-	-	-	207 100%	181 100%

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

Q1580. What is your marital status?

Base: All Nigeria Respondents 18 Or Older

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	201	192	**	**	**	**	**	**	201	192	**	**
Single, never married	93 46%	99 52%	-	-	-	-	-	-	93 46%	99 52%	-	-
Married (monogamous or polygamous)	101 50%	86 45%	-	-	-	-	-	-	101 50%	86 45%	-	-
Divorced	-	1 1%	-	-	-	-	-	-	-	1 1%	-	-
Separated	2 1%	2 1%	-	-	-	-	-	-	2 1%	2 1%	-	-
Widowed	2 1%	2 1%	-	-	-	-	-	-	2 1%	2 1%	-	-
Loosely coupled	3 1%	2 1%	-	-	-	-	-	-	3 1%	2 1%	-	-
Sigma	201 100%	192 100%	-	-	-	-	-	-	201 100%	192 100%	-	-

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

Q1503. In which state do you currently reside?

Base: All Nigeria Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	201	192	**	**	**	**	**	**	201	192	**	**
Lagos State	105 52%	99 52%	-	-	-	-	-	-	105 52%	99 52%	-	-
Ogun State	8 4%	7 4%	-	-	-	-	-	-	8 4%	7 4%	-	-
Oyo State	9 4%	12 6%	-	-	-	-	-	-	9 4%	12 6%	-	-
Osun State	4 2%	2 1%	-	-	-	-	-	-	4 2%	2 1%	-	-
Kogi State	1	-	-	-	-	-	-	-	1	-	-	-
Kwara State	4 2%	1 1%	-	-	-	-	-	-	4 2%	1 1%	-	-
Delta State	1	5 3%	-	-	-	-	-	-	1	5 3%	-	-
Ondo State	1	1 1%	-	-	-	-	-	-	1	1 1%	-	-
Edo State	2 1%	6 3%	-	-	-	-	-	-	2 1%	6 3%	-	-
Ekiti State	-	-	-	-	-	-	-	-	-	-	-	-
Anambra State	3 1%	3 2%	-	-	-	-	-	-	3 1%	3 2%	-	-
Abia State	2 1%	-	-	-	-	-	-	-	2 1%	-	-	-
Enugu State	3 1%	3 2%	-	-	-	-	-	-	3 1%	3 2%	-	-
Ebonyi State	1	-	-	-	-	-	-	-	1	-	-	-
Rivers State	16 8%	15 8%	-	-	-	-	-	-	16 8%	15 8%	-	-
Akwa Ibom State	4 2%	4 2%	-	-	-	-	-	-	4 2%	4 2%	-	-

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

Q1503. In which state do you currently reside?

Base: All Nigeria Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	201	192	201	192
Imo State	4 2%	2 1%	-	-	-	-	-	-	4 2%	2 1%	-	-
Cross River State	-	-	-	-	-	-	-	-	-	-	-	-
Bayelsa State	1 *	1 1%	-	-	-	-	-	-	1 *	1 1%	-	-
Borno State	-	-	-	-	-	-	-	-	-	-	-	-
Adamawa State	1 *	-	-	-	-	-	-	-	1 *	-	-	-
Taraba State	-	-	-	-	-	-	-	-	-	-	-	-
Yobe State	-	-	-	-	-	-	-	-	-	-	-	-
Kano State	1 *	1 1%	-	-	-	-	-	-	1 *	1 1%	-	-
Jigawa State	-	-	-	-	-	-	-	-	-	-	-	-
Bauchi State	-	1 1%	-	-	-	-	-	-	-	1 1%	-	-
Gombe State	-	1 1%	-	-	-	-	-	-	-	1 1%	-	-
Kaduna State	-	3 2%	-	-	-	-	-	-	-	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 - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q1503. In which state do you currently reside?

Base: All Nigeria Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	201	192	**	**	**	**	**	**	201	192	**	**
Niger State	3 1%	1 1%	-	-	-	-	-	-	3 1%	1 1%	-	-
Plateau State	3 1%	3 2%	-	-	-	-	-	-	3 1%	3 2%	-	-
Nassarawa State	-	-	-	-	-	-	-	-	-	-	-	-
Abuja Federal Capital Territory	24 12%	21 11%	-	-	-	-	-	-	24 12%	21 11%	-	-
Sigma	201 100%	192 100%	-	-	-	-	-	-	201 100%	192 100%	-	-

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

Q1504. STATE CLASSIFICATION

Base: All Nigeria Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	201	192	**	**	**	**	**	**	201	192	**	**
Postal Code Region 1	113 56%	106 55%	-	-	-	-	-	-	113 56%	106 55%	-	-
Postal Code Region 2	18 9%	15 8%	-	-	-	-	-	-	18 9%	15 8%	-	-
Postal Code Region 3	4 2%	12 6% A	-	-	-	-	-	-	4 2%	12 6% I	-	-
Postal Code Region 4	9 4%	6 3%	-	-	-	-	-	-	9 4%	6 3%	-	-
Postal Code Region 5	25 12%	22 11%	-	-	-	-	-	-	25 12%	22 11%	-	-
Postal Code Region 6	1 *	-	-	-	-	-	-	-	1 *	-	-	-
Postal Code Region 7	1 *	3 2%	-	-	-	-	-	-	1 *	3 2%	-	-
Postal Code Region 8	-	3 2%	-	-	-	-	-	-	-	3 2%	-	-
Postal Code Region 9	30 15%	25 13%	-	-	-	-	-	-	30 15%	25 13%	-	-
Sigma	201 100%	192 100%	-	-	-	-	-	-	201 100%	192 100%	-	-

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

Q1585. Do you consider yourself...?

Base: All Nigeria Respondents 18 Or Older

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	201	192	-**	-**	-**	-**	-**	-**	201	192	-**	-**
Hausa	3 1%	6 3%	-	-	-	-	-	-	3 1%	6 3%	-	-
Yoruba	89 44%	79 41%	-	-	-	-	-	-	89 44%	79 41%	-	-
Igbo/Ibo	60 30%	56 29%	-	-	-	-	-	-	60 30%	56 29%	-	-
Fulanji	-	2 1%	-	-	-	-	-	-	-	2 1%	-	-
Other	42 21%	43 22%	-	-	-	-	-	-	42 21%	43 22%	-	-
Decline to answer	7 3%	6 3%	-	-	-	-	-	-	7 3%	6 3%	-	-
Sigma	201 100%	192 100%	-	-	-	-	-	-	201 100%	192 100%	-	-

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

Q1505. In which governorate do you currently reside?

Base: All Egypt Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	103	96*	-.**	-.**	-.**	-.**	-.**	-.**	103	96*	-.**	-.**
Ad Daqahliyah	10 10%	6 6%	-	-	-	-	-	-	10 10%	6 6%	-	-
Al Buhayrah	2 2%	4 4%	-	-	-	-	-	-	2 2%	4 4%	-	-
Al Gharbiyah	7 7%	5 5%	-	-	-	-	-	-	7 7%	5 5%	-	-
Al Ismailiyah	1 1%	2 2%	-	-	-	-	-	-	1 1%	2 2%	-	-
Kafr ash Shaykh	3 3%	3 3%	-	-	-	-	-	-	3 3%	3 3%	-	-
Dumyat	1 1%	2 2%	-	-	-	-	-	-	1 1%	2 2%	-	-
Al Qalyubiyah	4 4%	3 3%	-	-	-	-	-	-	4 4%	3 3%	-	-
Ash Sharqiyah	6 6%	4 4%	-	-	-	-	-	-	6 6%	4 4%	-	-
Al Minufiyah	2 2%	1 1%	-	-	-	-	-	-	2 2%	1 1%	-	-
Al Qahirah	27 26%	22 23%	-	-	-	-	-	-	27 26%	22 23%	-	-
Al Iskandariyah	13 13%	13 14%	-	-	-	-	-	-	13 13%	13 14%	-	-
Bur Said	1 1%	1 1%	-	-	-	-	-	-	1 1%	1 1%	-	-
Al Uqsar	-	1 1%	-	-	-	-	-	-	-	1 1%	-	-
As Suways	-	1 1%	-	-	-	-	-	-	-	1 1%	-	-
Aswan	-	2 2%	-	-	-	-	-	-	-	2 2%	-	-
Asyut	4 4%	2 2%	-	-	-	-	-	-	4 4%	2 2%	-	-

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

Q1505. In which governorate do you currently reside?

Base: All Egypt Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	103	96*	-.**	-.**	-.**	-.**	-.**	-.**	103	96*	-.**	-.**
Al Minya	3 3%	2 2%	-	-	-	-	-	-	3 3%	2 2%	-	-
Suhaj	1 1%	3 3%	-	-	-	-	-	-	1 1%	3 3%	-	-
Qina	1 1%	1 1%	-	-	-	-	-	-	1 1%	1 1%	-	-
Al Fayyum	1 1%	1 1%	-	-	-	-	-	-	1 1%	1 1%	-	-
Al Jizah	13 13%	13 14%	-	-	-	-	-	-	13 13%	13 14%	-	-
Bani Suwayf	2 2%	1 1%	-	-	-	-	-	-	2 2%	1 1%	-	-
Janub Sina	-	-	-	-	-	-	-	-	-	-	-	-
Matruh	-	-	-	-	-	-	-	-	-	-	-	-
Shamal Sina	-	3 3%	-	-	-	-	-	-	-	3 3%	-	-
Al Wadi al Jadid	-	-	-	-	-	-	-	-	-	-	-	-
Al Bahr al Ahmar	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-
Sigma	103 100%	96 100%	-	-	-	-	-	-	103 100%	96 100%	-	-

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

Q1506. REGION CLASSIFICATION

Base: All Egypt Respondents

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
Unweighted Base	103	96*	-**	-**	-**	-**	-**	-**	103	96*	-**	-**
Lower	36 35%	30 31%	-	-	-	-	-	-	36 35%	30 31%	-	-
City	41 40%	38 40%	-	-	-	-	-	-	41 40%	38 40%	-	-
Upper	25 24%	25 26%	-	-	-	-	-	-	25 24%	25 26%	-	-
Desert	1 1%	3 3%	-	-	-	-	-	-	1 1%	3 3%	-	-
Sigma	103 100%	96 100%	-	-	-	-	-	-	103 100%	96 100%	-	-

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

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

Base: All Colombia Respondents 18 Or Older

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	119	93*	**	**	119	93*	**	**	**	**	**	**
Menos de \$ 6,000,000 pesos colombianos	22 18%	19 20%	-	-	22 18%	19 20%	-	-	-	-	-	-
\$ 6,001,000 a \$ 12,000,000 pesos colombianos	11 9%	11 12%	-	-	11 9%	11 12%	-	-	-	-	-	-
\$ 12,001,000 a \$ 18,000,000 pesos colombianos	9 8%	8 9%	-	-	9 8%	8 9%	-	-	-	-	-	-
\$ 18,001,000 a \$ 24,000,000 pesos colombianos	11 9%	7 8%	-	-	11 9%	7 8%	-	-	-	-	-	-
\$ 24,001,000 a \$ 30,000,000 pesos colombianos	11 9%	7 8%	-	-	11 9%	7 8%	-	-	-	-	-	-
\$ 30,001,000 a \$ 36,000,000 pesos colombianos	9 8%	6 6%	-	-	9 8%	6 6%	-	-	-	-	-	-
\$ 36,001,000 a \$ 60,000,000 pesos colombianos	9 8%	9 10%	-	-	9 8%	9 10%	-	-	-	-	-	-
\$ 60,001,000 a \$ 84,000,000 pesos colombianos	4 3%	5 5%	-	-	4 3%	5 5%	-	-	-	-	-	-
\$ 84,001,000 o mas pesos colombianos	9 8%	6 6%	-	-	9 8%	6 6%	-	-	-	-	-	-
Decline to answer	24 20%	15 16%	-	-	24 20%	15 16%	-	-	-	-	-	-
Sigma	119 100%	93 100%	-	-	119 100%	93 100%	-	-	-	-	-	-

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

QCOREG2. In which region do you live?

Base: All Colombia Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	..	93*	93*
Central	-	6 6%	-	-	-	6 6%	-	-	-	-	-	-
Bogota	-	42 45%	-	-	-	42 45%	-	-	-	-	-	-
Pacifico Norte	-	1 1%	-	-	-	1 1%	-	-	-	-	-	-
Eje Cafetero	-	6 6%	-	-	-	6 6%	-	-	-	-	-	-
Andina Norte	-	12 13%	-	-	-	12 13%	-	-	-	-	-	-
Andina Sur	-	8 9%	-	-	-	8 9%	-	-	-	-	-	-
Pacifico Sur	-	7 8%	-	-	-	7 8%	-	-	-	-	-	-
Caribe	-	9 10%	-	-	-	9 10%	-	-	-	-	-	-
Orinoquia	-	2 2%	-	-	-	2 2%	-	-	-	-	-	-
Amazonia	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	93 100%	-	-	-	93 100%	-	-	-	-	-	-

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

Q4010. What is your current education level?

Base: All Vietnam Respondents 18 Or Older

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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%	-	-	-	-	-	-	-	-	-	1 1%
Some Upper Secondary school (Grades 10-12)	1 1%	2 2%	-	-	-	-	-	-	-	-	1 1%	2 2%
Complete Upper Secondary school (Grades 10-12)	6 6%	6 6%	-	-	-	-	-	-	-	-	6 6%	6 6%
Some Professional Secondary school - Primary level	-	1 1%	-	-	-	-	-	-	-	-	-	1 1%
Complete Professional Secondary school - Primary level	2 2%	2 2%	-	-	-	-	-	-	-	-	2 2%	2 2%
Some Professional Secondary school - Intermediate level	1 1%	1 1%	-	-	-	-	-	-	-	-	1 1%	1 1%
Complete Professional Secondary school - Intermediate level	4 4%	6 6%	-	-	-	-	-	-	-	-	4 4%	6 6%
Some College	4 4%	1 1%	-	-	-	-	-	-	-	-	4 4%	1 1%
Complete College	10 10%	6 6%	-	-	-	-	-	-	-	-	10 10%	6 6%
Some University	20 20%	11 12%	-	-	-	-	-	-	-	-	20 20%	11 12%

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

Q4010. What is your current education level?

Base: All Vietnam Respondents 18 Or Older

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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 - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q4015. What is your current occupation?

Base: All Vietnam Respondents 18 Or Older

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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%
Investor (real estate, stock,...)	-	-	-	-	-	-	-	-	-	-	-	-

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

Q4015. What is your current occupation?

Base: All Vietnam Respondents 18 Or Older

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	100	93*	100	93*
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% K
Family workers	2 2%	1 1%	-	-	-	-	-	-	-	-	2 2%	1 1%
Unemployed	6 6% B	-	-	-	-	-	-	-	-	-	6 6% L	-
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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% K
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 - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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 - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	100	93*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	100	93*
150,000,000 VND or higher	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/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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% K
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 - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q4025. SOCIO ECONOMIC CLASSIFICATION

Base: All Vietnam Respondents 18 Or Older

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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% K
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/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q4027. In what region do you live?

Base: All Vietnam Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q4030. What is your highest educational attainment?

8 Jun 2016
Table 372

Base: All Philippines Respondents 18 Or Older

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	206	184	**	**	**	**	**	**	**	**	206	184
No schooling	-	-	-	-	-	-	-	-	-	-	-	-
Some elementary	1	-	-	-	-	-	-	-	-	-	1	-
Complete elementary	1	-	-	-	-	-	-	-	-	-	1	-
Some high school	1	-	-	-	-	-	-	-	-	-	1	-
Completed high school	7 3%	5 3%	-	-	-	-	-	-	-	-	7 3%	5 3%
Some vocational	5 2%	1 1%	-	-	-	-	-	-	-	-	5 2%	1 1%
Completed Vocational	7 3%	6 3%	-	-	-	-	-	-	-	-	7 3%	6 3%
Some college	39 19%	31 17%	-	-	-	-	-	-	-	-	39 19%	31 17%
Completed college/ Has degree	121 59%	125 68%	-	-	-	-	-	-	-	-	121 59%	125 68%
Some post graduate degree	13 6%	9 5%	-	-	-	-	-	-	-	-	13 6%	9 5%
Completed post graduate degree	10 5%	6 3%	-	-	-	-	-	-	-	-	10 5%	6 3%
Not know/Refused	1	1	-	-	-	-	-	-	-	-	1	1
Sigma	206 100%	184 100%	-	-	-	-	-	-	-	-	206 100%	184 100%

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

Q4035. At the present time, what is your occupation?

8 Jun 2016
Table 373

Base: All Philippines Respondents 18 Or Older

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	206	184	**	**	**	**	**	**	**	**	206	184
Professional, technical and kindred workers	83 40%	62 34%	-	-	-	-	-	-	-	-	83 40%	62 34%
Farmers and farm managers	2 1%	2 1%	-	-	-	-	-	-	-	-	2 1%	2 1%
Manager, officials and proprietors except farm	11 5%	8 4%	-	-	-	-	-	-	-	-	11 5%	8 4%
Clerical and kindred workers	16 8%	25 14%	-	-	-	-	-	-	-	-	16 8%	25 14%
Sales workers	17 8%	15 8%	-	-	-	-	-	-	-	-	17 8%	15 8%
Craftsmen, foremen and kindred workers	6 3%	2 1%	-	-	-	-	-	-	-	-	6 3%	2 1%
Service workers except private household workers	4 2%	5 3%	-	-	-	-	-	-	-	-	4 2%	5 3%
Private household workers	1 *	-	-	-	-	-	-	-	-	-	1 *	-
Laborers	2 1%	4 2%	-	-	-	-	-	-	-	-	2 1%	4 2%
Not gainfully employed	10 5%	9 5%	-	-	-	-	-	-	-	-	10 5%	9 5%
Housewife	16 8%	12 7%	-	-	-	-	-	-	-	-	16 8%	12 7%
Student	9 4%	11 6%	-	-	-	-	-	-	-	-	9 4%	11 6%
Refused	5 2%	4 2%	-	-	-	-	-	-	-	-	5 2%	4 2%
Pensioner	6 3%	10 5%	-	-	-	-	-	-	-	-	6 3%	10 5%
Others	18 9%	15 8%	-	-	-	-	-	-	-	-	18 9%	15 8%
Sigma	206 100%	184 100%	-	-	-	-	-	-	-	-	206 100%	184 100%

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

Q4036. Please select the area in which you live?

8 Jun 2016
Table 374

Base: All Philippines Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	206	184	**	**	**	**	**	**	**	**	206	184
National Capital Region	96 47%	72 39%	-	-	-	-	-	-	-	-	96 47%	72 39%
Cordillera Administrative Region	5 2%	2 1%	-	-	-	-	-	-	-	-	5 2%	2 1%
Ilocos (Region I)	4 2%	4 2%	-	-	-	-	-	-	-	-	4 2%	4 2%
Cagayan Valley (Region II)	1 *	2 1%	-	-	-	-	-	-	-	-	1 *	2 1%
Central Luzon (Region III)	13 6%	15 8%	-	-	-	-	-	-	-	-	13 6%	15 8%
Southern Tagalog (Region IV)	27 13%	29 16%	-	-	-	-	-	-	-	-	27 13%	29 16%
Bicol (Region V)	6 3%	5 3%	-	-	-	-	-	-	-	-	6 3%	5 3%
Western Visayas (Region VI)	9 4%	11 6%	-	-	-	-	-	-	-	-	9 4%	11 6%
Central Visayas (Region VII)	19 9%	21 11%	-	-	-	-	-	-	-	-	19 9%	21 11%
Eastern Visayas (Region VIII)	2 1%	4 2%	-	-	-	-	-	-	-	-	2 1%	4 2%
Western Mindanao (Region IX)	5 2%	1 1%	-	-	-	-	-	-	-	-	5 2%	1 1%
Northern Mindanao (Region X)	9 4%	8 4%	-	-	-	-	-	-	-	-	9 4%	8 4%
Southern Mindanao (Region XI)	5 2%	5 3%	-	-	-	-	-	-	-	-	5 2%	5 3%
Central Mindanao (Region XII)	4 2%	2 1%	-	-	-	-	-	-	-	-	4 2%	2 1%
Autonomous Region in Muslim Mindanao	-	-	-	-	-	-	-	-	-	-	-	-
Caraga	1 *	3 2%	-	-	-	-	-	-	-	-	1 *	3 2%
Sigma	206 100%	184 100%	-	-	-	-	-	-	-	-	206 100%	184 100%

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

Q4036. Please select the area in which you live?

Base: All Philippines Respondents

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
Unweighted Base	206	184	206	184

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

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

Base: All Brazil Respondents And 21+ Years Of Age

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	341	288	**	**	341	288	**	**	**	**	**	**
Nenhum	1	1	-	-	1	1	-	-	-	-	-	-
Alfabetizacao	1	-	-	-	1	-	-	-	-	-	-	-
Fundamental incompleto - fundamental I (1a. serie a 4a)	1	2 1%	-	-	1	2 1%	-	-	-	-	-	-
Fundamental incompleto - fundamental II (6a. serie a 8a. serie)	2 1%	7 2%	-	-	2 1%	7 2%	-	-	-	-	-	-
Fundamental completo	4 1%	6 2%	-	-	4 1%	6 2%	-	-	-	-	-	-
Ensino Medio	121 35%	104 36%	-	-	121 35%	104 36%	-	-	-	-	-	-
Superior	173 51%	137 48%	-	-	173 51%	137 48%	-	-	-	-	-	-
Pos-graduacao (Mestrado, Doutorado ou Pos-doutorado)	38 11%	31 11%	-	-	38 11%	31 11%	-	-	-	-	-	-
Sigma	341 100%	288 100%	-	-	341 100%	288 100%	-	-	-	-	-	-

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

QBRREG1. In which state do you currently reside?

Base: All Brazil Respondents

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
Unweighted Base	..	321	321
Distrito Federal	-	5 2%	-	-	-	5 2%	-	-	-	-	-	-
Goiás	-	3 1%	-	-	-	3 1%	-	-	-	-	-	-
Mato Grosso	-	3 1%	-	-	-	3 1%	-	-	-	-	-	-
Mato Grosso do Sul	-	-	-	-	-	-	-	-	-	-	-	-
Acre	-	1	-	-	-	1	-	-	-	-	-	-
Amapá	-	1	-	-	-	1	-	-	-	-	-	-
Amazonas	-	3 1%	-	-	-	3 1%	-	-	-	-	-	-
Para	-	2 1%	-	-	-	2 1%	-	-	-	-	-	-
Rondonia	-	2 1%	-	-	-	2 1%	-	-	-	-	-	-
Roraima	-	1	-	-	-	1	-	-	-	-	-	-
Tocantins	-	-	-	-	-	-	-	-	-	-	-	-
Alagoas	-	3 1%	-	-	-	3 1%	-	-	-	-	-	-
Bahia	-	16 5%	-	-	-	16 5%	-	-	-	-	-	-
Ceará	-	6 2%	-	-	-	6 2%	-	-	-	-	-	-
Maranhão	-	4 1%	-	-	-	4 1%	-	-	-	-	-	-
Paraíba	-	4 1%	-	-	-	4 1%	-	-	-	-	-	-

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

QBRREG1. In which state do you currently reside?

Base: All Brazil Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	321	-.**	-.**	-.**	321	-.**	-.**	-.**	-.**	-.**	-.**
Pernambuco	-	12 4%	-	-	-	12 4%	-	-	-	-	-	-
Piaui	-	1	-	-	-	1	-	-	-	-	-	-
Rio Grande do Norte	-	6 2%	-	-	-	6 2%	-	-	-	-	-	-
Sergipe	-	3 1%	-	-	-	3 1%	-	-	-	-	-	-
Parana	-	25 8%	-	-	-	25 8%	-	-	-	-	-	-
Rio Grande do Sul	-	19 6%	-	-	-	19 6%	-	-	-	-	-	-
Santa Catarina	-	13 4%	-	-	-	13 4%	-	-	-	-	-	-
Espirito Santo	-	7 2%	-	-	-	7 2%	-	-	-	-	-	-
Minas Gerais	-	29 9%	-	-	-	29 9%	-	-	-	-	-	-
Rio de Janeiro	-	30 9%	-	-	-	30 9%	-	-	-	-	-	-
Sao Paulo	-	122 38%	-	-	-	122 38%	-	-	-	-	-	-
Sigma	-	321 100%	-	-	-	321 100%	-	-	-	-	-	-

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

QBRREG2. REGION CLASSIFICATION

Base: All Brazil Respondents

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
Unweighted Base	-**	321	-**	-**	-**	321	-**	-**	-**	-**	-**	-**
Center-west	-	11 3%	-	-	-	11 3%	-	-	-	-	-	-
North	-	10 3%	-	-	-	10 3%	-	-	-	-	-	-
North-east	-	55 17%	-	-	-	55 17%	-	-	-	-	-	-
South	-	57 18%	-	-	-	57 18%	-	-	-	-	-	-
South-east	-	188 59%	-	-	-	188 59%	-	-	-	-	-	-
Sigma	-	321 100%	-	-	-	321 100%	-	-	-	-	-	-

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

Q1538. What is the highest level of education you have completed or the highest degree you have received?

Base: All Mexican Respondents And 21+ Years Of Age

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	215	171	215	171	**	**	**	**	**	**	**	**
No he estudiado	-	-	-	-	-	-	-	-	-	-	-	-
Primaria incompleta	-	-	-	-	-	-	-	-	-	-	-	-
Primaria completa	-	-	-	-	-	-	-	-	-	-	-	-
Secundaria incompleta	-	-	-	-	-	-	-	-	-	-	-	-
Secundaria completa	1	7 4% A	1	7 4% C	-	-	-	-	-	-	-	-
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/Maestría	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 - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

QMXREG. In which state do you currently reside?

Base: All Mexican Respondents

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
Unweighted Base	..	184	..	184
Aguascalientes	-	2 1%	-	2 1%	-	-	-	-	-	-	-	-
Baja California Norte	-	7 4%	-	7 4%	-	-	-	-	-	-	-	-
Baja California Sur	-	2 1%	-	2 1%	-	-	-	-	-	-	-	-
Campeche	-	4 2%	-	4 2%	-	-	-	-	-	-	-	-
Chiapas	-	-	-	-	-	-	-	-	-	-	-	-
Chihuahua	-	5 3%	-	5 3%	-	-	-	-	-	-	-	-
Coahuila	-	5 3%	-	5 3%	-	-	-	-	-	-	-	-
Colima	-	-	-	-	-	-	-	-	-	-	-	-
Distrito Federal	-	30 16%	-	30 16%	-	-	-	-	-	-	-	-
Durango	-	-	-	-	-	-	-	-	-	-	-	-
Guanajuato	-	7 4%	-	7 4%	-	-	-	-	-	-	-	-
Guerrero	-	1 1%	-	1 1%	-	-	-	-	-	-	-	-
Hidalgo	-	2 1%	-	2 1%	-	-	-	-	-	-	-	-
Jalisco	-	17 9%	-	17 9%	-	-	-	-	-	-	-	-
Mexico	-	21 11%	-	21 11%	-	-	-	-	-	-	-	-
Michoacan	-	8 4%	-	8 4%	-	-	-	-	-	-	-	-

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

QMXREG. In which state do you currently reside?

Base: All Mexican Respondents

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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	-	-	-	-	-	-	-	-
Veracruz	-	9 5%	-	9 5%	-	-	-	-	-	-	-	-
Yucatan	-	10 5%	-	10 5%	-	-	-	-	-	-	-	-
Zacatecas	-	2 1%	-	2 1%	-	-	-	-	-	-	-	-
Sigma	-	184 100%	-	184 100%	-	-	-	-	-	-	-	-

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

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

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
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% K
Post graduate	87 8%	78 8%	-	-	-	-	-	-	-	-	87 8%	78 8%
Sigma	1098 100%	943 100%	-	-	-	-	-	-	-	-	1098 100%	943 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

Base: All Colombia Respondents 18 Or Older

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	119	93*	-**	-**	119	93*	-**	-**	-**	-**	-**	-**
None	-	-	-	-	-	-	-	-	-	-	-	-
Pre-school	-	-	-	-	-	-	-	-	-	-	-	-
Primary	1 1%	-	-	-	1 1%	-	-	-	-	-	-	-
Secondary	8 7%	12 13%	-	-	8 7%	12 13%	-	-	-	-	-	-
Technical/Technology	40 34%	21 23%	-	-	40 34%	21 23%	-	-	-	-	-	-
University	51 43%	47 51%	-	-	51 43%	47 51%	-	-	-	-	-	-
Post Graduate	19 16%	13 14%	-	-	19 16%	13 14%	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	119 100%	93 100%	-	-	119 100%	93 100%	-	-	-	-	-	-

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

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

Base: All Indonesia Respondents 18 Or Older

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	207	181	**	**	**	**	**	**	**	**	207	181
No schooling	-	-	-	-	-	-	-	-	-	-	-	-
Some elementary school	-	-	-	-	-	-	-	-	-	-	-	-
Elementary school	1	1%	-	-	-	-	-	-	-	-	1	1%
Junior high school	2	1%	-	-	-	-	-	-	-	-	2	1%
High school or higher	204	179	-	-	-	-	-	-	-	-	204	179
	99%	99%									99%	99%
Sigma	207	181	-	-	-	-	-	-	-	-	207	181
	100%	100%									100%	100%

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

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

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
Unweighted Base	358	315	**	**	**	**	**	**	**	**	358	315
Less than high school	11 3%	6 2%	-	-	-	-	-	-	-	-	11 3%	6 2%
High school degree	121 34%	120 38%	-	-	-	-	-	-	-	-	121 34%	120 38%
Junior College degree	49 14%	39 12%	-	-	-	-	-	-	-	-	49 14%	39 12%
BA or University degree	177 49%	150 48%	-	-	-	-	-	-	-	-	177 49%	150 48%
Sigma	358 100%	315 100%	-	-	-	-	-	-	-	-	358 100%	315 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	201	192	**	**	**	**	**	**	201	192	**	**
No level completed	-	-	-	-	-	-	-	-	-	-	-	-
Completed FSLC (first school leaving certificate)	-	-	-	-	-	-	-	-	-	-	-	-
Completed MSLC (middle school leaving certificate)	-	3 2%	-	-	-	-	-	-	-	3 2%	-	-
Vocational/COMM	3 1%	-	-	-	-	-	-	-	3 1%	-	-	-
JSS/O'Level	2 1%	-	-	-	-	-	-	-	2 1%	-	-	-
Completed O'Level/SSS (senior secondary school)	21 10%	21 11%	-	-	-	-	-	-	21 10%	21 11%	-	-
Completed A'Level or higher	109 54%	98 51%	-	-	-	-	-	-	109 54%	98 51%	-	-
Other	66 33%	70 36%	-	-	-	-	-	-	66 33%	70 36%	-	-
Sigma	201 100%	192 100%	-	-	-	-	-	-	201 100%	192 100%	-	-

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
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% G	-	-	-	-
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 - A/C/E/G/I/K - B/D/F/H/J/L
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	253	231	**	**	**	**	**	**	**	**	253	231
Incomplete secondary and lower	1	-	-	-	-	-	-	-	-	-	1	-
Secondary general	11 4%	9 4%	-	-	-	-	-	-	-	-	11 4%	9 4%
Secondary special	41 16%	48 21%	-	-	-	-	-	-	-	-	41 16%	48 21%
Incomplete higher	31 12%	27 12%	-	-	-	-	-	-	-	-	31 12%	27 12%
Higher (including postgraduate)	169 67%	147 64%	-	-	-	-	-	-	-	-	169 67%	147 64%
Sigma	253 100%	231 100%	-	-	-	-	-	-	-	-	253 100%	231 100%

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

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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	204	183	**	**	**	**	**	**	**	**	204	183
Less than high school	3 1%	2 1%	-	-	-	-	-	-	-	-	3 1%	2 1%
High school graduate	51 25%	39 21%	-	-	-	-	-	-	-	-	51 25%	39 21%
College/University graduate	127 62%	119 65%	-	-	-	-	-	-	-	-	127 62%	119 65%
Post graduate degree	23 11%	23 13%	-	-	-	-	-	-	-	-	23 11%	23 13%
Sigma	204 100%	183 100%	-	-	-	-	-	-	-	-	204 100%	183 100%

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

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

Base: All Brazil Respondents 18 Or Older

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	370	321	**	**	370	321	**	**	**	**	**	**
Less than 24,000 real	73 20%	99 31% A	-	-	73 20%	99 31% E	-	-	-	-	-	-
24,000 to 50,999 real	117 32%	100 31%	-	-	117 32%	100 31%	-	-	-	-	-	-
51,000 to 119,999 real	116 31% B	66 21%	-	-	116 31% F	66 21%	-	-	-	-	-	-
120,000 real or more	38 10%	26 8%	-	-	38 10%	26 8%	-	-	-	-	-	-
Decline to answer	26 7%	30 9%	-	-	26 7%	30 9%	-	-	-	-	-	-
Sigma	370 100%	321 100%	-	-	370 100%	321 100%	-	-	-	-	-	-

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

QCNINC. Which of the following income categories best describes your total monthly household income before taxes?

Base: All Chinese Respondents 18 Or Older

	Region											
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 North America (C)	2016 North America (18+) (D)	2015 South America (E)	2016 South America (18+) (F)	2015 Europe (G)	2016 Europe (18+) (H)	2015 Africa (I)	2016 Africa (18+) (J)	2015 Asia (K)	2016 Asia (18+) (L)
Unweighted Base	1110	996	**	**	**	**	**	**	**	**	1110	996
Less than 1000 RMB	3 0%	5 1%	-	-	-	-	-	-	-	-	3 0%	5 1%
1001-2000 RMB	4 0%	9 1%	-	-	-	-	-	-	-	-	4 0%	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% L	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% K
Decline to answer	10 1%	7 1%	-	-	-	-	-	-	-	-	10 1%	7 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 - A/C/E/G/I/K - B/D/F/H/J/L
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

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-**	90*	-**	-**	-**	-**	-**	-**	-**	90*	-**	-**
Free state	-	3 3%	-	-	-	-	-	-	-	3 3%	-	-
Gauteng	-	42 47%	-	-	-	-	-	-	-	42 47%	-	-
KwaZulu-Natal	-	19 21%	-	-	-	-	-	-	-	19 21%	-	-
Limpopo	-	3 3%	-	-	-	-	-	-	-	3 3%	-	-
Mpumalanga	-	4 4%	-	-	-	-	-	-	-	4 4%	-	-
Northern Cape	-	1 1%	-	-	-	-	-	-	-	1 1%	-	-
Northwest	-	1 1%	-	-	-	-	-	-	-	1 1%	-	-
Western Cape	-	13 14%	-	-	-	-	-	-	-	13 14%	-	-
Eastern Cape	-	4 4%	-	-	-	-	-	-	-	4 4%	-	-
Sigma	-	90 100%	-	-	-	-	-	-	-	90 100%	-	-

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

Banner * Banner

	Region											
	2015 Total Consumers	2016 Total Consumers (18+)	2015 North America	2016 North America (18+)	2015 South America	2016 South America (18+)	2015 Europe	2016 Europe (18+)	2015 Africa	2016 Africa (18+)	2015 Asia	2016 Asia (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
2015 Total Consumers	6144	-	925	-	599	-	1086	-	409	-	3125	-
2016 Total Consumers (18+)	-	5452	-	826	-	507	-	963	-	378	-	2778
Region												
2015 North America	925	-	925	-	-	-	-	-	-	-	-	-
2016 North America (18+)	-	826	-	826	-	-	-	-	-	-	-	-
2015 South America	599	-	-	-	599	-	-	-	-	-	-	-
2016 South America (18+)	-	507	-	-	-	507	-	-	-	-	-	-
2015 Europe	1086	-	-	-	-	-	1086	-	-	-	-	-
2016 Europe (18+)	-	963	-	-	-	-	-	963	-	-	-	-
2015 Africa	409	-	-	-	-	-	-	-	409	-	-	-
2016 Africa (18+)	-	378	-	-	-	-	-	-	-	378	-	-
2015 Asia	3125	-	-	-	-	-	-	-	-	-	3125	-
2016 Asia (18+)	-	2778	-	-	-	-	-	-	-	-	-	2778
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

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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

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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?
140	104	Q875 What, if anything, might cause you to avoid a website with an unfamiliar domain name extension?
145	105	Q800. Which of the following new gTLDs, if any, have you heard of?

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148	106	Q805. Have you personally visited websites with any of the following new domain name extensions? Please select all that you recall having visited.
151	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?
152	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
153	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
154	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]
155	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
156	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
157	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
158	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
159	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
160	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
161	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
162	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
163	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
164	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
165	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
166	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
167	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
168	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
169	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
170	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
171	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)?
172	128	Q823. Which of the following would be most important to you in determining which gTLD to register your domain name under?
173	129	Q826. Please rate the following gTLDs by how trustworthy you feel they are. SUMMARY TABLE OF TOP 2 BOX
176	130	Q826. Please rate the following gTLDs by how trustworthy you feel they are. SUMMARY TABLE OF BOTTOM 2 BOX
179	131	Q826_1. Please rate the following gTLDs by how trustworthy you feel they are. 1. .email
180	132	Q826_2. Please rate the following gTLDs by how trustworthy you feel they are. 2. .photography
181	133	Q826_3. Please rate the following gTLDs by how trustworthy you feel they are. 3. .link
182	134	Q826_4. Please rate the following gTLDs by how trustworthy you feel they are. 4. .guru
183	135	Q826_5. Please rate the following gTLDs by how trustworthy you feel they are. 5. .realtor

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184	136	Q826_6. Please rate the following gTLDs by how trustworthy you feel they are. 6. .club
185	137	Q826_7. Please rate the following gTLDs by how trustworthy you feel they are. 7. .xyz
186	138	Q826_16. Please rate the following gTLDs by how trustworthy you feel they are. 16. .top
187	139	Q826_17. Please rate the following gTLDs by how trustworthy you feel they are. 17. .pics
188	140	Q826_18. Please rate the following gTLDs by how trustworthy you feel they are. 18. .online
189	141	Q826_19. Please rate the following gTLDs by how trustworthy you feel they are. 19. .space
190	142	Q826_20. Please rate the following gTLDs by how trustworthy you feel they are. 20. .website
191	143	Q826_21. Please rate the following gTLDs by how trustworthy you feel they are. 21. .news
192	144	Q826_22. Please rate the following gTLDs by how trustworthy you feel they are. 22. .site
193	145	Q826_23. Please rate the following gTLDs by how trustworthy you feel they are. 23. .toronto
194	146	Q826_24. Please rate the following gTLDs by how trustworthy you feel they are. 24. .guadalajara
195	147	Q826_25. Please rate the following gTLDs by how trustworthy you feel they are. 25. .roma
196	148	Q826_26. Please rate the following gTLDs by how trustworthy you feel they are. 26. .istanbul
197	149	Q826_27. Please rate the following gTLDs by how trustworthy you feel they are. 27. .madrid
198	150	Q826_28. Please rate the following gTLDs by how trustworthy you feel they are. 28. .warszawa
199	151	Q826_29. Please rate the following gTLDs by how trustworthy you feel they are. 29. .paris
200	152	Q826_30. Please rate the following gTLDs by how trustworthy you feel they are. 30. .Foshan
201	153	Q826_31. Please rate the following gTLDs by how trustworthy you feel they are. 31. .hanoi
202	154	Q826_32. Please rate the following gTLDs by how trustworthy you feel they are. 32. .manilla
203	155	Q826_33. Please rate the following gTLDs by how trustworthy you feel they are. 33. .tokyo
204	156	Q826_34. Please rate the following gTLDs by how trustworthy you feel they are. 34. .seoul
205	157	Q826_35. Please rate the following gTLDs by how trustworthy you feel they are. 35. .mockba
206	158	Q826_36. Please rate the following gTLDs by how trustworthy you feel they are. 36. .delhi
207	159	Q826_37. Please rate the following gTLDs by how trustworthy you feel they are. 37. .jakarta
208	160	Q826_38. Please rate the following gTLDs by how trustworthy you feel they are. 38. .abuja
209	161	Q826_39. Please rate the following gTLDs by how trustworthy you feel they are. 39. .capetown
210	162	Q826_40. Please rate the following gTLDs by how trustworthy you feel they are. 40. .cairo
211	163	Q826_41. Please rate the following gTLDs by how trustworthy you feel they are. 41. .bogota
212	164	Q826_42. Please rate the following gTLDs by how trustworthy you feel they are. 42. .cordoba
213	165	Q826_43. Please rate the following gTLDs by how trustworthy you feel they are. 43. .rio
214	166	Q826_8. Please rate the following gTLDs by how trustworthy you feel they are. 8. .berlin
215	167	Q826_9. Please rate the following gTLDs by how trustworthy you feel they are. 9. .ovh

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216	168	Q826_10. Please rate the following gTLDs by how trustworthy you feel they are. 10. .london
217	169	Q826_11. Please rate the following gTLDs by how trustworthy you feel they are. 11. .nyc
218	170	Q826_12. Please rate the following gTLDs by how trustworthy you feel they are. 12. .wang
219	171	Q826_13. Please rate the following gTLDs by how trustworthy you feel they are. 13. .xn-ses554g (Chinese for network address)
220	172	Q826_14. Please rate the following gTLDs by how trustworthy you feel they are. 14. .xn-55qx5d (Chinese for company)
221	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?
228	174	Q850. If you wanted more information about one of the new gTLDs, where would you go?
229	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
230	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
231	177	Q856_1. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 1. Innovative
232	178	Q856_2. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 2. Cutting edge
233	179	Q856_3. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 3. Extreme
234	180	Q856_4. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 4. Trustworthy
235	181	Q856_5. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 5. Unconventional
236	182	Q856_6. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 6. Practical
237	183	Q856_7. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 7. Technical
238	184	Q856_8. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 8. Confusing
239	185	Q856_9. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 9. Overwhelming
240	186	Q856_10. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 10. Useful
241	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
242	188	Q856_12. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 12. Interesting
243	189	Q856_13. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 13. Exciting
244	190	Q856_14. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 14. Helpful
245	191	Q856_15. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 15. Informative
246	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
247	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
248	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
249	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
250	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
251	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

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252	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
253	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
254	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
255	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
256	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
257	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
258	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
259	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
260	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
261	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
262	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
263	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
264	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
265	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
266	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
267	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
268	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
269	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
270	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
271	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
272	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
273	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
274	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
275	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

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276	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
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310	247	Q1050. What is your preferred way of finding websites now?
311	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
312	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
313	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
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316	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
317	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

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318	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
319	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
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323	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
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326	263	Q1140_5. Overall, how comfortable are you with each of the following online behaviors? 5. Accessing medical information online
327	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
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330	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
331	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
332	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
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335	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
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337	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
338	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
339	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

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342	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
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344	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
345	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
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347	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
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350	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
351	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
352	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
353	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
354	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
355	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
356	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
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361	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.
362	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.
363	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.
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366	303	Q1105_1. What do you think are the source(s) for each type of abusive Internet behavior? 1. Phishing
367	304	Q1105_2. What do you think are the source(s) for each type of abusive Internet behavior? 2. Spamming
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369	306	Q1105_4. What do you think are the source(s) for each type of abusive Internet behavior? 4. Stolen credentials
370	307	Q1105_5. What do you think are the source(s) for each type of abusive Internet behavior? 5. Malware
371	308	Q1117. How common do you feel each type of abusive Internet behavior is? SUMMARY TABLE OF TOP 2 BOX
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375	312	Q1117_3. How common do you feel each type of abusive Internet behavior is? 3. Cyber squatting
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378	315	Q1121. Have you ever been affected by any of these types of abusive Internet behaviors? SUMMARY TABLE OF YES
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380	317	Q1121_2. Have you ever been affected by any of these types of abusive Internet behaviors? 2. Spamming
381	318	Q1121_3. Have you ever been affected by any of these types of abusive Internet behaviors? 3. Cyber squatting
382	319	Q1121_4. Have you ever been affected by any of these types of abusive Internet behaviors? 4. Stolen credentials
383	320	Q1121_5. Have you ever been affected by any of these types of abusive Internet behaviors? 5. Malware
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387	324	Q1126_2. How scared are you of each of the following? 2. Spamming
388	325	Q1126_3. How scared are you of each of the following? 3. Cyber squatting
389	326	Q1126_4. How scared are you of each of the following? 4. Stolen credentials
390	327	Q1126_5. How scared are you of each of the following? 5. Malware

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392	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
393	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
394	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
395	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
396	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?
397	334	Q318. In what state, province or territory do you currently reside?
416	335	Q320. U.S. Region-Harris Interactive Definition.
417	336	Q437. What is the highest level of education you have completed or the highest degree you have received?
418	337	Q437. What is the highest level of education you have completed or the highest degree you have received?
422	338	Q410. Which one of the following best describes your employment status?
423	339	Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?
431	340	Q485. Racial Background.
433	341	Q364. What is your marital status?
434	342	QTEENINTUSE. Overall, how often do you use the Internet?
435	343	QARREG. In which region do you currently reside?
436	344	QKRINC. Which of the following income categories best describes your total 2015 household income before taxes?
437	345	QKRBUY. In the past 12 months, did you purchase any products or services over the Internet?
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440	347	QKRREG2. REGION CLASSIFICATION
441	348	QINED. What is the highest level of education/literacy you have completed/obtained or the highest degree you have received?
442	349	QININC2. Which of the following income categories best describes your total 2015 household income before taxes?
443	350	QINSUB. Which of the following best describes the area in which you live?
444	351	QINBUY. In the past month, did you purchase any products or services over the Internet?
445	352	QINREG1. In which division do you currently reside?
448	353	QINREG2. STATE SIZE CLASSIFICATION
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453	356	Q1580. What is your marital status?
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458	359	Q1585. Do you consider yourself...?
459	360	Q1505. In which governorate do you currently reside?
461	361	Q1506. REGION CLASSIFICATION
462	362	Q4005. Which of the following income categories best describes your total 2015 household income before taxes?
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466	365	Q4015. What is your current occupation?
468	366	Q4021. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Household Income
469	367	Q4022. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Household Expenditure
470	368	Q4023. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Personal Income
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472	370	Q4025. SOCIO ECONOMIC CLASSIFICATION
473	371	Q4027. In what region do you live?
474	372	Q4030. What is your highest educational attainment?
475	373	Q4035. At the present time, what is your occupation?
476	374	Q4036. Please select the area in which you live?
478	375	Q1507. What is the highest level of education you have completed or the highest degree you have received?
479	376	QBRREG1. In which state do you currently reside?

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485	380	Q1574. What is the highest level of education you have completed or the highest degree you have received?
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487	382	QCOED. What was the last year of schooling that you completed?
488	383	QIDED. What is the highest level of education you have completed or the highest degree you have received?
489	384	QJPED. What is the highest level of education you have completed or the highest degree you have received?
490	385	QNGED. What is the highest level of education you have completed or the highest degree you have received?
491	386	QPLED. What is the highest level of education you have completed or the highest degree you have received?
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493	388	QKRED. What is the highest level of education you have completed or the highest degree you have received?
494	389	QBRINC. Which of the following income categories best describes your total 2015 household income before taxes?
495	390	QCNINC. Which of the following income categories best describes your total monthly household income before taxes?
496	391	QZAREG. In which region do you currently reside?
497	392	Banner * Banner