

Q75. Sample source

Base: All Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
HPOL	800 15%	71 12%	642 78%	70 78% FHL	-	-	158 16% H	1 1%	-	-	-	-
Novatris	-	-	-	-	-	-	-	-	-	-	-	-
Toluna	-	-	-	-	-	-	-	-	-	-	-	-
AIP	-	-	-	-	-	-	-	-	-	-	-	-
Survey Router Federated	4652 85%	529 88%	184 22%	20 22%	507 100%	66 100% D	805 84%	107 99% GD	378 100%	28 100%	2778 100%	308 100% D
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q616. COUNTRY

Base: All Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
US	461 8%	50 8%	461 56%	50 56% FHL	-	-	-	-	-	-	-	-
CANADA	181 3%	20 3%	181 22%	20 22% FHL	-	-	-	-	-	-	-	-
MEXICO	184 3%	20 3%	184 22%	20 22% FHL	-	-	-	-	-	-	-	-
ITALY	90 2%	10 2%	-	-	-	-	90 9%	10 9% DFL	-	-	-	-
TURKEY	95 2%	10 2%	-	-	-	-	95 10%	10 9% DFL	-	-	-	-
SPAIN	97 2%	11 2%	-	-	-	-	97 10%	11 10% DFL	-	-	-	-
POLAND	92 2%	10 2%	-	-	-	-	92 10%	10 9% DFL	-	-	-	-
UK	180 3%	21 4%	-	-	-	-	180 19%	21 19% DFL	-	-	-	-
FRANCE	181 3%	21 4%	-	-	-	-	181 19%	21 19% DFL	-	-	-	-
GERMANY	228 4%	25 4%	-	-	-	-	228 24%	25 23% DFL	-	-	-	-
CHINA	996 18%	110 18%	-	-	-	-	-	-	-	-	996 36%	110 36% DFH
VIETNAM	93 2%	11 2%	-	-	-	-	-	-	-	-	93 3%	11 4% H
PHILIPPINES	184 3%	22 4%	-	-	-	-	-	-	-	-	184 7%	22 7% DFH
JAPAN	315 6%	35 6%	-	-	-	-	-	-	-	-	315 11%	35 11% DFH
SOUTH KOREA	183 3%	20 3%	-	-	-	-	-	-	-	-	183 7%	20 6% DFH
RUSSIA	231 4%	25 4%	-	-	-	-	-	-	-	-	231 8%	25 8% DFH

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

Q616. COUNTRY

Base: All Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
INDIA	595 11%	65 11%	-	-	-	-	-	-	-	-	595 21%	65 21% DFH
INDONESIA	181 3%	20 3%	-	-	-	-	-	-	-	-	181 7%	20 6% DFH
NIGERIA	192 4% B	8 1%	-	-	-	-	-	-	192 51%	8 29%	-	-
SOUTH AFRICA	90 2%	10 2%	-	-	-	-	-	-	90 24%	10 36%	-	-
EGYPT	96 2%	10 2%	-	-	-	-	-	-	96 25%	10 36%	-	-
COLOMBIA	93 2%	18 3% A	-	-	93 18%	18 27% DHL	-	-	-	-	-	-
ARGENTINA	93 2%	10 2%	-	-	93 18%	10 15% DHL	-	-	-	-	-	-
BRAZIL	321 6%	38 6%	-	-	321 63%	38 58% DHL	-	-	-	-	-	-
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q620. LANGUAGE

Base: All Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
AMERICAN ENGLISH	461 8%	50 8%	461 56%	50 56% FHL	-	-	-	-	-	-	-	-
SPAIN_SPANISH	97 2%	11 2%	-	-	-	-	97 10%	11 10% DFL	-	-	-	-
PORTUGUESE (BRAZIL)	321 6%	38 6%	-	-	321 63%	38 58% DHL	-	-	-	-	-	-
SIMPLIFIED CHINESE	996 18%	110 18%	-	-	-	-	-	-	-	-	996 36%	110 36% DFH
FRENCH (FRANCE)	181 3%	21 4%	-	-	-	-	181 19%	21 19% DFL	-	-	-	-
GERMAN	228 4%	25 4%	-	-	-	-	228 24%	25 23% DFL	-	-	-	-
ITALIAN	90 2%	10 2%	-	-	-	-	90 9%	10 9% DFL	-	-	-	-
JAPANESE	315 6%	35 6%	-	-	-	-	-	-	-	-	315 11%	35 11% DFH
KOREAN	183 3%	20 3%	-	-	-	-	-	-	-	-	183 7%	20 6% DFH
RUSSIAN	231 4%	25 4%	-	-	-	-	-	-	-	-	231 8%	25 8% DFH
ARABIC	96 2%	10 2%	-	-	-	-	-	-	96 25%	10 36%	-	-
VIETNAMESE	93 2%	11 2%	-	-	-	-	-	-	-	-	93 3%	11 4% H
TAGALOG	184 3%	22 4%	-	-	-	-	-	-	-	-	184 7%	22 7% DFH
TURKISH	95 2%	10 2%	-	-	-	-	95 10%	10 9% DFL	-	-	-	-
POLISH	92 2%	10 2%	-	-	-	-	92 10%	10 9% DFL	-	-	-	-
LATAM_SPANISH	370 7%	48 8%	184 22%	20 22% HL	186 37%	28 42% DHL	-	-	-	-	-	-

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

Q620. LANGUAGE

Base: All Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
BRITISH ENGLISH	1238 23%	124 21%	181 22%	20 22% F	-	-	180 19%	21 19% F	282 75%	18 64%	595 21%	65 21% F
BAHASA	181 3%	20 3%	-	-	-	-	-	-	-	-	181 7%	20 6% DFH
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

Base: All Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Argentina	93 2%	10 2%	-	-	93 18%	10 15% DHL	-	-	-	-	-	-
Brazil	321 6%	38 6%	-	-	321 63%	38 58% DHL	-	-	-	-	-	-
Canada	181 3%	20 3%	181 22%	20 22% FHL	-	-	-	-	-	-	-	-
China	996 18%	110 18%	-	-	-	-	-	-	-	-	996 36%	110 36% DFH
Colombia	93 2%	18 3% A	-	-	93 18%	18 27% DHL	-	-	-	-	-	-
Egypt	96 2%	10 2%	-	-	-	-	-	-	96 25%	10 36%	-	-
France	181 3%	21 4%	-	-	-	-	181 19%	21 19% DFL	-	-	-	-
Germany	228 4%	25 4%	-	-	-	-	228 24%	25 23% DFL	-	-	-	-
India	595 11%	65 11%	-	-	-	-	-	-	-	-	595 21%	65 21% DFH
Indonesia	181 3%	20 3%	-	-	-	-	-	-	-	-	181 7%	20 6% DFH
Italy	90 2%	10 2%	-	-	-	-	90 9%	10 9% DFL	-	-	-	-
Japan	315 6%	35 6%	-	-	-	-	-	-	-	-	315 11%	35 11% DFH
Mexico	184 3%	20 3%	184 22%	20 22% FHL	-	-	-	-	-	-	-	-
Nigeria	192 4% B	8 1%	-	-	-	-	-	-	192 51%	8 29%	-	-
Philippines	184 3%	22 4%	-	-	-	-	-	-	-	-	184 7%	22 7% DFH
Poland	92 2%	10 2%	-	-	-	-	92 10%	10 9% DFL	-	-	-	-

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

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

Base: All Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
South Africa	90 2%	10 2%	-	-	-	-	-	-	90 24%	10 36%	-	-
Russian Federation	231 4%	25 4%	-	-	-	-	-	-	-	-	231 8%	25 8% DFH
South Korea	183 3%	20 3%	-	-	-	-	-	-	-	-	183 7%	20 6% DFH
Spain	97 2%	11 2%	-	-	-	-	97 10%	11 10% DFL	-	-	-	-
Turkey	95 2%	10 2%	-	-	-	-	95 10%	10 9% DFL	-	-	-	-
United Kingdom	180 3%	21 4%	-	-	-	-	180 19%	21 19% DFL	-	-	-	-
United States	461 8%	50 8%	461 56%	50 56% FHL	-	-	-	-	-	-	-	-
Vietnam	93 2%	11 2%	-	-	-	-	-	-	-	-	93 3%	11 4% H
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Base: All Respondents

Q268. I identify my gender as ...?

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Male	2944 54% B	277 46%	431 52% D	23 26%	316 62% F	26 39%	488 51%	61 56% DF	221 58%	21 75%	1488 54% L	146 47% D
Female	2506 46%	320 53% A	394 48%	67 74% CHL	191 38%	40 61% EH	475 49%	46 43%	157 42%	7 25%	1289 46%	160 52%
Other/refuse	2 %	3 1% A	1 %	-	-	-	-	1 1% G	-	-	1 %	2 1% K
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q280. Respondent Age.

Base: All Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
13 - 17	-	600 100% A	-	90 100% C	-	66 100% E	-	108 100% G	-	28 100%	-	308 100% K
18 - 19	193 4% B	-	28 3% D	-	33 7% F	-	15 2% H	-	19 5% I	-	98 4% L	-
20 - 24	708 13% B	-	73 9% D	-	92 18% F	-	65 7% H	-	62 16% I	-	416 15% L	-
25 - 29	669 12% B	-	92 11% D	-	52 10% F	-	73 8% H	-	69 18% I	-	383 14% L	-
30 - 34	656 12% B	-	78 9% D	-	38 7% F	-	67 7% H	-	75 20% I	-	398 14% L	-
35 - 39	739 14% B	-	91 11% D	-	46 9% F	-	133 14% H	-	65 17% I	-	404 15% L	-
40 - 44	496 9% B	-	74 9% D	-	31 6% F	-	124 13% H	-	23 6% I	-	244 9% L	-
45 - 49	557 10% B	-	92 11% D	-	60 12% F	-	118 12% H	-	19 5% I	-	268 10% L	-
50 - 54	410 8% B	-	53 6% D	-	50 10% F	-	99 10% H	-	20 5% I	-	188 7% L	-
55 - 59	402 7% B	-	56 7% D	-	62 12% F	-	109 11% H	-	11 3% I	-	164 6% L	-
60 - 64	270 5% B	-	70 8% D	-	18 4% F	-	76 8% H	-	6 2% I	-	100 4% L	-
65 and over	352 6% B	-	119 14% D	-	25 5% F	-	84 9% H	-	9 2% I	-	115 4% L	-
MEAN	39.9 B	16.2	44.3 D	16.5 HL	39.5 F	16.4 H	44.9 H	15.9	34.0	16.1	37.7 L	16.2 H
STD. DEV.	14.33	0.80	16.47	0.71	15.03	0.74	13.74	0.79	11.45	0.94	13.20	0.79
STD. ERR.	0.19	0.03	0.57	0.07	0.67	0.09	0.44	0.08	0.59	0.18	0.25	0.04
MEDIAN	38	16	43	17	38	17	45	16	31	16	35	16
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

Base: All Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
0 hours to less than 1 hour	-	-	-	-	-	-	-	-	-	-	-	-
1-4 hours	-	-	-	-	-	-	-	-	-	-	-	-
5-10 hours	971 18%	147 25% A	138 17%	28 31% CH	152 30%	22 33% H	128 13%	17 16%	83 22%	8 29%	470 17%	72 23% K
11-15 hours	772 14%	118 20% A	120 15%	11 12%	69 14%	10 15%	177 18%	16 15%	47 12%	11 39%	359 13%	70 23% KD
16-20 hours	908 17%	107 18%	160 19%	15 17%	62 12%	9 14%	187 19%	25 23%	63 17%	4 14%	436 16%	54 18%
More than 20 hours	2801 51% B	228 38%	408 49%	36 40%	224 44%	25 38%	471 49%	50 46%	185 49%	5 18%	1513 54% L	112 36%
Don't Know	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q640. COUNTRY QUOTAS

Base: All Qualified

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
US ADULTS	461 8% B	-	461 56% D	-	-	-	-	-	-	-	-	-
CANADA ADULTS	181 3% B	-	181 22% D	-	-	-	-	-	-	-	-	-
MEXICO ADULTS	184 3% B	-	184 22% D	-	-	-	-	-	-	-	-	-
ITALY ADULTS	90 2% B	-	-	-	-	-	90 9% H	-	-	-	-	-
TURKEY ADULTS	95 2% B	-	-	-	-	-	95 10% H	-	-	-	-	-
SPAIN ADULTS	97 2% B	-	-	-	-	-	97 10% H	-	-	-	-	-
POLAND ADULTS	92 2% B	-	-	-	-	-	92 10% H	-	-	-	-	-
UNITED KINGDOM ADULTS	180 3% B	-	-	-	-	-	180 19% H	-	-	-	-	-
FRANCE ADULTS	181 3% B	-	-	-	-	-	181 19% H	-	-	-	-	-
GERMANY ADULTS	228 4% B	-	-	-	-	-	228 24% H	-	-	-	-	-
CHINA ADULTS	996 18% B	-	-	-	-	-	-	-	-	-	996 36% L	-
VIETNAM ADULTS	93 2% B	-	-	-	-	-	-	-	-	-	93 3% L	-
PHILIPPINES ADULTS	184 3% B	-	-	-	-	-	-	-	-	-	184 7% L	-
JAPAN ADULTS	315 6% B	-	-	-	-	-	-	-	-	-	315 11% L	-
SOUTH KOREA ADULTS	183 3% B	-	-	-	-	-	-	-	-	-	183 7% L	-
RUSSIA ADULTS	231 4% B	-	-	-	-	-	-	-	-	-	231 8% L	-

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

Q640. COUNTRY QUOTAS

Base: All Qualified

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
INDIA ADULTS	595 11% B	-	-	-	-	-	-	-	-	-	595 21% L	-
INDONESIA ADULTS	181 3% B	-	-	-	-	-	-	-	-	-	181 7% L	-
NIGERIA ADULTS	192 4% B	-	-	-	-	-	-	-	192 51%	-	-	-
SOUTH AFRICA ADULTS	90 2% B	-	-	-	-	-	-	-	90 24%	-	-	-
EGYPT ADULTS	96 2% B	-	-	-	-	-	-	-	96 25%	-	-	-
COLOMBIA ADULTS	93 2% B	-	-	-	93 18% F	-	-	-	-	-	-	-
ARGENTINA ADULTS	93 2% B	-	-	-	93 18% F	-	-	-	-	-	-	-
BRAZIL ADULTS	321 6% B	-	-	-	321 63% F	-	-	-	-	-	-	-
US TEENS 15-17	-	50 8% A	-	50 56% CFHL	-	-	-	-	-	-	-	-
CANADA TEENS 15-17	-	20 3% A	-	20 22% CFHL	-	-	-	-	-	-	-	-
MEXICO TEENS 15-17	-	20 3% A	-	20 22% CFHL	-	-	-	-	-	-	-	-
ITALY TEENS	-	10 2% A	-	-	-	-	-	10 9% GDFL	-	-	-	-
TURKEY TEENS	-	10 2% A	-	-	-	-	-	10 9% GDFL	-	-	-	-
SPAIN TEENS	-	11 2% A	-	-	-	-	-	11 10% GDFL	-	-	-	-
POLAND TEENS	-	10 2% A	-	-	-	-	-	10 9% GDFL	-	-	-	-
UNITED KINGDOM TEENS	-	21 4% A	-	-	-	-	-	21 19% GDFL	-	-	-	-
FRANCE TEENS	-	21 4% A	-	-	-	-	-	21 19% GDFL	-	-	-	-

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

Q640. COUNTRY QUOTAS

Base: All Qualified

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
GERMANY TEENS	-	25 4% A	-	-	-	-	-	25 23% GDFL	-	-	-	-
CHINA TEENS	-	110 18% A	-	-	-	-	-	-	-	-	-	110 36% KDFH
VIETNAM TEENS	-	11 2% A	-	-	-	-	-	-	-	-	-	11 4% KH
PHILIPPINES TEENS	-	22 4% A	-	-	-	-	-	-	-	-	-	22 7% KDFH
JAPAN TEENS	-	35 6% A	-	-	-	-	-	-	-	-	-	35 11% KDFH
SOUTH KOREA TEENS	-	20 3% A	-	-	-	-	-	-	-	-	-	20 6% KDFH
RUSSIA TEENS	-	25 4% A	-	-	-	-	-	-	-	-	-	25 8% KDFH
INDIA TEENS	-	65 11% A	-	-	-	-	-	-	-	-	-	65 21% KDFH
INDONESIA TEENS	-	20 3% A	-	-	-	-	-	-	-	-	-	20 6% KDFH
NIGERIA TEENS	-	8 1% A	-	-	-	-	-	-	-	8 29%	-	-
SOUTH AFRICA TEENS	-	10 2% A	-	-	-	-	-	-	-	10 36%	-	-
EGYPT TEENS	-	10 2% A	-	-	-	-	-	-	-	10 36%	-	-
COLOMBIA TEENS	-	18 3% A	-	-	-	18 27% EDHL	-	-	-	-	-	-
ARGENTINA TEENS	-	10 2% A	-	-	-	10 15% EDHL	-	-	-	-	-	-
BRAZIL TEENS	-	38 6% A	-	-	-	38 58% EDHL	-	-	-	-	-	-
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
HIGH (NET)	5332 98%	586 98%	817 99%	90 100%	500 99%	66 100%	931 97%	106 98%	377 100%	26 93%	2707 97%	298 97%
.com	5204 95%	576 96%	793 96%	88 98%	482 95%	66 100%	903 94%	102 94%	373 99%	26 93%	2653 96%	294 95%
.net	4824 88% B	509 85%	774 94%	85 94% L	464 92%	64 97% HL	826 86%	95 88%	351 93%	20 71%	2409 87% L	245 80%
.org	4533 83% B	462 77%	784 95%	88 98% HL	479 94%	65 98% HL	819 85%	92 85% L	353 93%	20 71%	2098 76% L	197 64%
GEOGRAPHICALLY TARGETED (NET)	4967 91%	543 91%	606 73%	76 84% C	477 94%	65 98% DL	915 95%	103 95% D	364 96%	22 79%	2605 94% L	277 90%
.cn	910 17%	93 16%	-	-	-	-	-	-	-	-	910 33%	93 30% DFH
.eu	571 10%	71 12%	-	-	-	-	571 59%	71 66% DFL	-	-	-	-
.in	557 10%	58 10%	-	-	-	-	-	-	-	-	557 20%	58 19% DFH
.jp	299 5%	34 6%	-	-	-	-	-	-	-	-	299 11%	34 11% DFH
.br	298 5%	37 6%	-	-	298 59%	37 56% DHL	-	-	-	-	-	-
.us	255 5%	37 6%	255 31%	37 41% CFHL	-	-	-	-	-	-	-	-
.ru	225 4%	24 4%	-	-	-	-	-	-	-	-	225 8%	24 8% DFH
.de	219 4%	25 4%	-	-	-	-	219 23%	25 23% DFL	-	-	-	-
.ng	190 3% B	7 1%	-	-	-	-	-	-	190 50%	7 25%	-	-
.mx	180 3%	20 3%	180 22%	20 22% FHL	-	-	-	-	-	-	-	-
.kr	179 3%	19 3%	-	-	-	-	-	-	-	-	179 6%	19 6% DFH

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
.id	174 3%	18 3%	-	-	-	-	-	-	-	-	174 6%	18 6% DFH
.ca	171 3%	19 3%	171 21%	19 21% FHL	-	-	-	-	-	-	-	-
.fr	169 3%	19 3%	-	-	-	-	169 18%	19 18% DFL	-	-	-	-
.ph	169 3%	21 4%	-	-	-	-	-	-	-	-	169 6%	21 7% DFH
.uk	167 3%	21 4%	-	-	-	-	167 17%	21 19% DFL	-	-	-	-
.es	92 2%	9 2%	-	-	-	-	92 10%	9 8% DFL	-	-	-	-
.vn	92 2%	10 2%	-	-	-	-	-	-	-	-	92 3%	10 3%
.pl	91 2%	10 2%	-	-	-	-	91 9%	10 9% DFL	-	-	-	-
.ar	90 2%	10 2%	-	-	90 18%	10 15% DHL	-	-	-	-	-	-
.co	89 2%	18 3% A	-	-	89 18%	18 27% DHL	-	-	-	-	-	-
.eg	88 2%	5 1%	-	-	-	-	-	-	88 23%	5 18%	-	-
.it	87 2%	10 2%	-	-	-	-	87 9%	10 9% DFL	-	-	-	-
.za	86 2%	10 2%	-	-	-	-	-	-	86 23%	10 36%	-	-
.tr	82 2%	8 1%	-	-	-	-	82 9%	8 7% DFL	-	-	-	-
MODERATE (NET)	3219 59%	343 57%	434 53%	60 67% CL	292 58%	42 64%	582 60%	60 56%	292 77%	15 54%	1619 58%	166 54%
.info	2753 50%	306 51%	309 37%	53 59% C	264 52%	39 59%	506 53%	53 49%	242 64%	12 43%	1432 52%	149 48%
.biz	1979 36% B	142 24%	298 36% D	23 26%	99 20%	9 14%	370 38%	32 30% F	200 53%	10 36%	1012 36% L	68 22%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
LOW (NET)	1888 35%	250 42% A	178 22%	27 30%	150 30%	23 35%	248 26%	38 35% G	214 57%	14 50%	1098 40%	148 48% KDH
.mobi	998 18%	127 21%	93 11%	14 16%	71 14%	11 17%	136 14%	18 17%	186 49%	14 50%	512 18%	70 23%
.tel	746 14%	88 15%	71 9%	14 16% C	54 11%	8 12%	92 10%	13 12%	53 14%	3 11%	476 17%	50 16%
.pro	733 13%	95 16%	46 6%	9 10%	50 10%	8 12%	94 10%	10 9%	35 9%	2 7%	508 18%	66 21% DH
.asia	708 13%	82 14%	41 5%	6 7%	20 4%	3 5%	84 9%	14 13%	32 8%	3 11%	531 19%	56 18% DF
.coop	462 8%	42 7%	32 4%	1 1%	54 11%	7 11% D	60 6%	9 8% D	21 6%	-	295 11%	25 8% D
I am not aware of any of these	42 1%	3 1%	7 1%	-	2	-	9 1%	-	-	-	24 1%	3 1%
Sigma	28512 523%	3045 508%	3854 467%	457 508%	2516 496%	345 523%	5377 558%	611 566%	2210 585%	132 471%	14555 524%	1500 487%

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

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

Base: Heard Of Extensions

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5410	597	819	90*	505	66*	954	108	378	28**	2754	305
.com	5074 94%	565 95%	781 95%	87 97%	478 95%	66 100% HL	852 89%	99 92%	367 97%	26 93%	2596 94%	287 94%
.net	4102 76% B	417 70%	645 79%	74 82% HL	411 81%	55 83% HL	635 67%	68 63%	318 84%	13 46%	2093 76% L	207 68%
.org	3890 72% B	384 64%	710 87%	83 92% HL	456 90%	55 83% HL	647 68%	71 66% L	339 90%	18 64%	1738 63% L	157 51%
.info	1824 34%	196 33%	176 21%	33 37% C	167 33%	29 44%	336 35%	32 30%	168 44%	4 14%	977 35% L	98 32%
.biz	1106 20% B	64 11%	107 13%	8 9%	55 11%	5 8%	200 21%	19 18% L	130 34%	6 21%	614 22% L	26 9%
.cn	853 16%	86 14%	-	-	-	-	-	-	-	-	853 31% L	86 28% DFH
.mobi	572 11%	70 12%	46 6%	8 9%	36 7%	5 8%	75 8%	6 6%	121 32%	14 50%	294 11% L	37 12%
.in	523 10%	55 9%	-	-	-	-	-	-	-	-	523 19% L	55 18% DFH
.eu	366 7%	38 6%	-	-	-	-	366 38%	38 35% DFL	-	-	-	-
.pro	359 7%	45 8%	16 2%	1 1%	30 6%	4 6%	40 4%	3 3%	16 4%	2 7%	257 9% L	35 11% DH
.tel	352 7%	46 8%	23 3%	8 9% C	25 5%	5 8%	35 4%	9 8% G	21 6%	1 4%	248 9% L	23 8%
.asia	338 6%	34 6%	10 1%	1 1%	11 2%	1 2%	30 3%	4 4%	17 4%	1 4%	270 10% L	27 9% DF
.br	294 5%	37 6%	-	-	294 58%	37 56% DHL	-	-	-	-	-	-
.jp	281 5%	33 6%	-	-	-	-	-	-	-	-	281 10% L	33 11% DFH
.coop	224 4%	16 3%	13 2%	-	29 6%	3 5% D	33 3%	4 4%	6 2%	-	143 5% L	9 3%
.ru	222 4%	24 4%	-	-	-	-	-	-	-	-	222 8% L	24 8% DFH

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

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

Base: Heard Of Extensions

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5410	597	819	90*	505	66*	954	108	378	28**	2754	305
.de	212 4%	25 4%	-	-	-	-	212 22%	25 23% DFL	-	-	-	-
.ng	187 3% B	6 1%	-	-	-	-	-	-	187 49%	6 21%	-	-
.mx	179 3%	18 3%	179 22%	18 20% FHL	-	-	-	-	-	-	-	-
.ca	169 3%	19 3%	169 21%	19 21% FHL	-	-	-	-	-	-	-	-
.id	168 3%	16 3%	-	-	-	-	-	-	-	-	168 6%	16 5% DH
.kr	166 3%	16 3%	-	-	-	-	-	-	-	-	166 6%	16 5% DH
.ph	163 3%	20 3%	-	-	-	-	-	-	-	-	163 6%	20 7% DFH
.fr	160 3%	19 3%	-	-	-	-	160 17%	19 18% DFL	-	-	-	-
.uk	159 3%	20 3%	-	-	-	-	159 17%	20 19% DFL	-	-	-	-
.us	146 3%	24 4%	146 18%	24 27% CFHL	-	-	-	-	-	-	-	-
.es	90 2%	9 2%	-	-	-	-	90 9%	9 8% DFL	-	-	-	-
.pl	89 2%	10 2%	-	-	-	-	89 9%	10 9% DFL	-	-	-	-
.vn	88 2%	10 2%	-	-	-	-	-	-	-	-	88 3%	10 3%
.ar	88 2%	10 2%	-	-	88 17%	10 15% DHL	-	-	-	-	-	-
.co	87 2%	18 3% A	-	-	87 17%	18 27% EDHL	-	-	-	-	-	-
.it	85 2%	9 2%	-	-	-	-	85 9%	9 8% DFL	-	-	-	-
.za	83 2%	9 2%	-	-	-	-	-	-	83 22%	9 32%	-	-

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

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

Base: Heard Of Extensions

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5410	597	819	90*	505	66*	954	108	378	28**	2754	305
.eg	78 1%	5 1%	-	-	-	-	-	-	78 21%	5 18%	-	-
.tr	76 1%	6 1%	-	-	-	-	76 8%	6 6% DL	-	-	-	-
None of these above	58 1%	5 1%	8 1%	-	2 *	-	13 1%	2 2%	3 1%	-	32 1%	3 1%
Sigma	22911 423%	2384 399%	3029 370%	364 404%	2169 430%	293 444%	4133 433%	453 419%	1854 490%	105 375%	11726 426%	1169 383%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
.ar	92 99%	9 90%	-	-	92 99%	9 90%	-	-	-	-	-	-
.es	95 98%	11 100%	-	-	-	-	95 98%	11 100%	-	-	-	-
.vn	91 98%	11 100%	-	-	-	-	-	-	-	-	91 98%	11 100%
.id	177 98%	20 100%	-	-	-	-	-	-	-	-	177 98%	20 100%
.de	222 97%	25 100%	-	-	-	-	222 97%	25 100%	-	-	-	-
.in	579 97%	62 95%	-	-	-	-	-	-	-	-	579 97%	62 95%
.ru	224 97%	25 100%	-	-	-	-	-	-	-	-	224 97%	25 100%
.ng	186 97%	8 100%	-	-	-	-	-	-	186 97%	8 100%	-	-
.tr	92 97%	8 80%	-	-	-	-	92 97%	8 80%	-	-	-	-
.pl	89 97%	10 100%	-	-	-	-	89 97%	10 100%	-	-	-	-
.mx	178 97%	19 95%	178 97%	19 95%	-	-	-	-	-	-	-	-
.it	87 97%	10 100%	-	-	-	-	87 97%	10 100%	-	-	-	-
.cn	956 96% B	101 92%	-	-	-	-	-	-	-	-	956 96% L	101 92%
.co	89 96%	18 100%	-	-	89 96%	18 100%	-	-	-	-	-	-
.ph	176 96%	18 82%	-	-	-	-	-	-	-	-	176 96%	18 82%
.com	5212 96%	573 96%	785 95% D	80 89%	483 95%	63 95%	909 94%	103 95%	364 96%	27 96%	2671 96%	300 97% D

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
.za	86 96%	8 80%	-	-	-	-	-	-	86 96%	8 80%	-	-
.kr	173 95%	19 95%	-	-	-	-	-	-	-	-	173 95%	19 95%
.ca	170 94%	19 95%	170 94%	19 95%	-	-	-	-	-	-	-	-
.uk	169 94%	21 100%	-	-	-	-	169 94%	21 100%	-	-	-	-
.fr	169 93%	19 90%	-	-	-	-	169 93%	19 90%	-	-	-	-
.eg	89 93%	8 80%	-	-	-	-	-	-	89 93%	8 80%	-	-
.jp	292 93%	34 97%	-	-	-	-	-	-	-	-	292 93%	34 97%
.br	297 93%	35 92%	-	-	297 93%	35 92%	-	-	-	-	-	-
.net	4856 89% B	513 86%	748 91% D	73 81%	435 86%	53 80%	817 85%	92 85%	352 93%	23 82%	2504 90%	272 88%
.org	4720 87%	508 85%	792 96%	89 99% HL	477 94%	62 94% L	810 84%	97 90% L	363 96%	22 79%	2278 82% L	238 77%
.us	349 76%	41 82%	349 76%	41 82%	-	-	-	-	-	-	-	-
.info	3688 68%	423 71%	528 64%	65 72%	325 64%	48 73%	647 67%	69 64%	286 76%	14 50%	1902 68%	227 74%
.pro	2364 43% B	232 39%	323 39%	26 29%	169 33%	15 23%	388 40% H	32 30%	150 40%	5 18%	1334 48%	154 50% DFH
.tel	2290 42%	243 41%	312 38%	31 34%	172 34%	18 27%	351 36%	31 29%	171 45%	6 21%	1284 46%	157 51% DFH
.asia	2184 40%	221 37%	246 30% D	17 19% F	131 26% F	5 8%	266 28%	31 29% F	156 41%	8 29%	1385 50%	160 52% DFH
.coop	2109 39% B	196 33%	294 36%	23 26%	181 36% F	12 18%	334 35% H	24 22%	146 39%	4 14%	1154 42%	133 43% DFH

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
.coop	3343 61%	404 67% A	532 64%	67 74% L	326 64%	54 82% EL	629 65%	84 78% GL	232 61%	24 86%	1624 58%	175 57%
.asia	3268 60%	379 63%	580 70%	73 81% CL	376 74%	61 92% EDHL	697 72%	77 71% L	222 59%	20 71%	1393 50%	148 48%
.tel	3162 58%	357 60%	514 62%	59 66% L	335 66%	48 73% L	612 64%	77 71% L	207 55%	22 79%	1494 54%	151 49%
.pro	3088 57%	368 61% A	503 61%	64 71% L	338 67%	51 77% L	575 60%	76 70% GL	228 60%	23 82%	1444 52%	154 50%
.info	1764 32%	177 30%	298 36%	25 28%	182 36%	18 27%	316 33%	39 36%	92 24%	14 50%	876 32%	81 26%
.us	112 24%	9 18%	112 24%	9 18%	-	-	-	-	-	-	-	-
.org	732 13%	92 15%	34 4%	1 1%	30 6%	4 6%	153 16%	11 10% D	15 4%	6 21%	500 18%	70 23% KDFH
.net	596 11%	87 15% A	78 9%	17 19% C	72 14%	13 20%	146 15%	16 15%	26 7%	5 18%	274 10%	36 12%
.br	24 7%	3 8%	-	-	24 7%	3 8%	-	-	-	-	-	-
.jp	23 7%	1 3%	-	-	-	-	-	-	-	-	23 7%	1 3%
.eg	7 7%	2 20%	-	-	-	-	-	-	7 7%	2 20%	-	-
.fr	12 7%	2 10%	-	-	-	-	12 7%	2 10%	-	-	-	-
.uk	11 6%	-	-	-	-	-	11 6%	-	-	-	-	-
.ca	11 6%	1 5%	11 6%	1 5%	-	-	-	-	-	-	-	-
.kr	10 5%	1 5%	-	-	-	-	-	-	-	-	10 5%	1 5%
.za	4 4%	2 20%	-	-	-	-	-	-	4 4%	2 20%	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
.com	240 4%	27 5%	41 5%	10 11% CL	24 5%	3 5%	54 6%	5 5%	14 4%	1 4%	107 4%	8 3%
.ph	8 4%	4 18%	-	-	-	-	-	-	-	-	8 4%	4 18%
.co	4 4%	-	-	-	4 4%	-	-	-	-	-	-	-
.cn	40 4%	9 8% A	-	-	-	-	-	-	-	-	40 4%	9 8% K
.it	3 3%	-	-	-	-	-	3 3%	-	-	-	-	-
.pl	3 3%	-	-	-	-	-	3 3%	-	-	-	-	-
.mx	6 3%	1 5%	6 3%	1 5%	-	-	-	-	-	-	-	-
.tr	3 3%	2 20%	-	-	-	-	3 3%	2 20%	-	-	-	-
.ng	6 3%	-	-	-	-	-	-	-	6 3%	-	-	-
.ru	7 3%	-	-	-	-	-	-	-	-	-	7 3%	-
.in	16 3%	3 5%	-	-	-	-	-	-	-	-	16 3%	3 5%
.de	6 3%	-	-	-	-	-	6 3%	-	-	-	-	-
.id	4 2%	-	-	-	-	-	-	-	-	-	4 2%	-
.vn	2 2%	-	-	-	-	-	-	-	-	-	2 2%	-
.es	2 2%	-	-	-	-	-	2 2%	-	-	-	-	-
.ar	1 1%	1 10%	-	-	1 1%	1 10%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	5212 96%	573 96%	785 95% D	80 89%	483 95%	63 95%	909 94%	103 95%	364 96%	27 96%	2671 96%	300 97% D
Very trustworthy	3376 62%	405 68% A	453 55%	42 47%	347 68%	52 79% D	467 48%	74 69% GD	298 79%	20 71%	1811 65%	217 70% D
Somewhat trustworthy	1836 34% B	168 28%	332 40%	38 42% FHL	136 27%	11 17%	442 46% H	29 27%	66 17%	7 25%	860 31%	83 27%
BOTTOM 2 BOX (NET)	240 4%	27 5%	41 5%	10 11% CL	24 5%	3 5%	54 6%	5 5%	14 4%	1 4%	107 4%	8 3%
Not very trustworthy	181 3%	22 4%	26 3%	10 11% CL	17 3%	3 5%	41 4%	5 5% L	11 3%	-	86 3%	4 1%
Not at all trustworthy	59 1%	5 1%	15 2%	-	7 1%	-	13 1%	-	3 1%	1 4%	21 1%	4 1%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

8 Jun 2016
Table 14

2. .net

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	4856 89% B	513 86%	748 91% D	73 81%	435 86%	53 80%	817 85%	92 85%	352 93%	23 82%	2504 90%	272 88%
Very trustworthy	2239 41%	231 39%	329 40%	27 30%	199 39%	20 30%	274 28%	42 39% G	199 53%	10 36%	1238 45%	132 43% D
Somewhat trustworthy	2617 48%	282 47%	419 51%	46 51%	236 47%	33 50%	543 56% H	50 46%	153 40%	13 46%	1266 46%	140 45%
BOTTOM 2 BOX (NET)	596 11%	87 15% A	78 9%	17 19% C	72 14%	13 20%	146 15%	16 15%	26 7%	5 18%	274 10%	36 12%
Not very trustworthy	485 9%	73 12% A	55 7%	15 17% C	58 11%	13 20% L	114 12%	13 12%	22 6%	3 11%	236 8%	29 9%
Not at all trustworthy	111 2%	14 2%	23 3%	2 2%	14 3%	-	32 3%	3 3%	4 1%	2 7%	38 1%	7 2%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	3688 68%	423 71%	528 64%	65 72%	325 64%	48 73%	647 67%	69 64%	286 76%	14 50%	1902 68%	227 74%
Very trustworthy	987 18%	129 22% A	120 15%	20 22%	95 19%	17 26%	148 15%	21 19%	102 27%	4 14%	522 19%	67 22%
Somewhat trustworthy	2701 50%	294 49%	408 49%	45 50%	230 45%	31 47%	499 52%	48 44%	184 49%	10 36%	1380 50%	160 52%
BOTTOM 2 BOX (NET)	1764 32%	177 30%	298 36%	25 28%	182 36%	18 27%	316 33%	39 36%	92 24%	14 50%	876 32%	81 26%
Not very trustworthy	1392 26%	138 23%	217 26%	21 23%	115 23%	12 18%	242 25%	32 30%	70 19%	10 36%	748 27%	63 20%
Not at all trustworthy	372 7%	39 7%	81 10%	4 4%	67 13%	6 9%	74 8%	7 6%	22 6%	4 14%	128 5%	18 6%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

8 Jun 2016
Table 16

4. .org

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	4720 87%	508 85%	792 96%	89 99% HL	477 94%	62 94% L	810 84%	97 90% L	363 96%	22 79%	2278 82% L	238 77%
Very trustworthy	2622 48%	281 47%	511 62%	64 71% HL	326 64%	40 61% L	358 37%	50 46%	246 65%	14 50%	1181 43% L	113 37%
Somewhat trustworthy	2098 38%	227 38%	281 34%	25 28%	151 30%	22 33%	452 47%	47 44% D	117 31%	8 29%	1097 39%	125 41% D
BOTTOM 2 BOX (NET)	732 13%	92 15%	34 4%	1 1%	30 6%	4 6%	153 16%	11 10% D	15 4%	6 21%	500 18%	70 23% KDFH
Not very trustworthy	607 11%	73 12%	20 2%	1 1%	18 4%	3 5%	120 12%	9 8% D	14 4%	1 4%	435 16%	59 19% DFH
Not at all trustworthy	125 2%	19 3%	14 2%	-	12 2%	1 2%	33 3%	2 2%	1	5 18%	65 2%	11 4%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

8 Jun 2016
Table 17

29. .tel

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	2290 42%	243 41%	312 38%	31 34%	172 34%	18 27%	351 36%	31 29%	171 45%	6 21%	1284 46%	157 51% DFH
Very trustworthy	366 7%	46 8%	47 6%	1 1%	25 5%	5 8% D	50 5%	7 6%	19 5%	1 4%	225 8%	32 10% D
Somewhat trustworthy	1924 35%	197 33%	265 32%	30 33%	147 29%	13 20%	301 31%	24 22%	152 40%	5 18%	1059 38%	125 41% FH
BOTTOM 2 BOX (NET)	3162 58%	357 60%	514 62%	59 66% L	335 66%	48 73% L	612 64%	77 71% L	207 55%	22 79%	1494 54%	151 49%
Not very trustworthy	2335 43%	256 43%	353 43%	42 47%	204 40%	38 58% EL	433 45%	56 52% L	154 41%	10 36%	1191 43%	110 36%
Not at all trustworthy	827 15%	101 17%	161 19%	17 19%	131 26%	10 15%	179 19%	21 19%	53 14%	12 43%	303 11%	41 13%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	2184 40%	221 37%	246 30% D	17 19% F	131 26% F	5 8%	266 28%	31 29% F	156 41%	8 29%	1385 50%	160 52% DFH
Very trustworthy	364 7%	46 8%	23 3%	1 1%	21 4%	-	41 4%	5 5%	17 4%	1 4%	262 9%	39 13% DFH
Somewhat trustworthy	1820 33% B	175 29%	223 27%	16 18%	110 22% F	5 8%	225 23%	26 24% F	139 37%	7 25%	1123 40%	121 39% DFH
BOTTOM 2 BOX (NET)	3268 60%	379 63%	580 70%	73 81% CL	376 74%	61 92% EDHL	697 72%	77 71% L	222 59%	20 71%	1393 50%	148 48%
Not very trustworthy	2227 41%	246 41%	329 40%	49 54% CL	200 39%	33 50% L	422 44%	48 44%	157 42%	10 36%	1119 40%	106 34%
Not at all trustworthy	1041 19%	133 22%	251 30%	24 27% L	176 35%	28 42% DHL	275 29%	29 27% L	65 17%	10 36%	274 10%	42 14% K
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

31. .pro

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	2364 43% B	232 39%	323 39%	26 29%	169 33%	15 23%	388 40% H	32 30%	150 40%	5 18%	1334 48%	154 50% DFH
Very trustworthy	375 7%	55 9% A	39 5%	6 7%	29 6%	1 2%	52 5%	8 7%	24 6%	-	231 8%	40 13% KF
Somewhat trustworthy	1989 36% B	177 30%	284 34% D	20 22%	140 28%	14 21%	336 35% H	24 22%	126 33%	5 18%	1103 40%	114 37% DFH
BOTTOM 2 BOX (NET)	3088 57% A	368 61% A	503 61%	64 71% L	338 67%	51 77% L	575 60%	76 70% GL	228 60%	23 82%	1444 52%	154 50%
Not very trustworthy	2321 43%	274 46%	347 42%	47 52% L	203 40%	38 58% EL	420 44%	61 56% GL	165 44%	15 54%	1186 43%	113 37%
Not at all trustworthy	767 14%	94 16%	156 19%	17 19%	135 27%	13 20%	155 16%	15 14%	63 17%	8 29%	258 9%	41 13% K
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

32. .coop

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	2109 39% B	196 33%	294 36%	23 26%	181 36% F	12 18%	334 35% H	24 22%	146 39%	4 14%	1154 42%	133 43% DFH
Very trustworthy	325 6%	42 7%	42 5%	2 2%	36 7%	2 3%	50 5%	5 5%	16 4%	1 4%	181 7%	32 10% KD
Somewhat trustworthy	1784 33% B	154 26%	252 31%	21 23%	145 29% F	10 15%	284 29% H	19 18%	130 34%	3 11%	973 35%	101 33% FH
BOTTOM 2 BOX (NET)	3343 61%	404 67% A	532 64%	67 74% L	326 64%	54 82% EL	629 65%	84 78% GL	232 61%	24 86%	1624 58%	175 57%
Not very trustworthy	2407 44%	267 45%	335 41%	47 52% CL	200 39%	32 48%	432 45%	52 48%	147 39%	12 43%	1293 47%	124 40%
Not at all trustworthy	936 17%	137 23% A	197 24%	20 22%	126 25%	22 33% L	197 20%	32 30% GL	85 22%	12 43%	331 12%	51 17% K
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

5. .cn

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	996	110	**	**	**	**	**	**	**	**	996	110
TOP 2 BOX (NET)	956 96% B	101 92%	-	-	-	-	-	-	-	-	956 96% L	101 92%
Very trustworthy	569 57%	63 57%	-	-	-	-	-	-	-	-	569 57%	63 57%
Somewhat trustworthy	387 39%	38 35%	-	-	-	-	-	-	-	-	387 39%	38 35%
BOTTOM 2 BOX (NET)	40 4%	9 8% A	-	-	-	-	-	-	-	-	40 4%	9 8% K
Not very trustworthy	32 3%	7 6%	-	-	-	-	-	-	-	-	32 3%	7 6%
Not at all trustworthy	8 1%	2 2%	-	-	-	-	-	-	-	-	8 1%	2 2%
Sigma	996 100%	110 100%	-	-	-	-	-	-	-	-	996 100%	110 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	93*	11**	**	**	**	**	**	**	**	**	93*	11**
TOP 2 BOX (NET)	91 98%	11 100%	-	-	-	-	-	-	-	-	91 98%	11 100%
Very trustworthy	69 74%	10 91%	-	-	-	-	-	-	-	-	69 74%	10 91%
Somewhat trustworthy	22 24%	1 9%	-	-	-	-	-	-	-	-	22 24%	1 9%
BOTTOM 2 BOX (NET)	2 2%	-	-	-	-	-	-	-	-	-	2 2%	-
Not very trustworthy	2 2%	-	-	-	-	-	-	-	-	-	2 2%	-
Not at all trustworthy	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	93 100%	11 100%	-	-	-	-	-	-	-	-	93 100%	11 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	184	22**	**	**	**	**	**	**	**	**	184	22**
TOP 2 BOX (NET)	176 96%	18 82%	-	-	-	-	-	-	-	-	176 96%	18 82%
Very trustworthy	129 70%	9 41%	-	-	-	-	-	-	-	-	129 70%	9 41%
Somewhat trustworthy	47 26%	9 41%	-	-	-	-	-	-	-	-	47 26%	9 41%
BOTTOM 2 BOX (NET)	8 4%	4 18%	-	-	-	-	-	-	-	-	8 4%	4 18%
Not very trustworthy	8 4%	4 18%	-	-	-	-	-	-	-	-	8 4%	4 18%
Not at all trustworthy	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	184 100%	22 100%	-	-	-	-	-	-	-	-	184 100%	22 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	315	35*	**	**	**	**	**	**	**	**	315	35*
TOP 2 BOX (NET)	292 93%	34 97%	-	-	-	-	-	-	-	-	292 93%	34 97%
Very trustworthy	117 37%	20 57% A	-	-	-	-	-	-	-	-	117 37%	20 57% K
Somewhat trustworthy	175 56%	14 40%	-	-	-	-	-	-	-	-	175 56%	14 40%
BOTTOM 2 BOX (NET)	23 7%	1 3%	-	-	-	-	-	-	-	-	23 7%	1 3%
Not very trustworthy	19 6%	1 3%	-	-	-	-	-	-	-	-	19 6%	1 3%
Not at all trustworthy	4 1%	-	-	-	-	-	-	-	-	-	4 1%	-
Sigma	315 100%	35 100%	-	-	-	-	-	-	-	-	315 100%	35 100%

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

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

8 Jun 2016
Table 25

9. .kr

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	183	20**	**	**	**	**	**	**	**	**	183	20**
TOP 2 BOX (NET)	173 95%	19 95%	-	-	-	-	-	-	-	-	173 95%	19 95%
Very trustworthy	89 49%	7 35%	-	-	-	-	-	-	-	-	89 49%	7 35%
Somewhat trustworthy	84 46%	12 60%	-	-	-	-	-	-	-	-	84 46%	12 60%
BOTTOM 2 BOX (NET)	10 5%	1 5%	-	-	-	-	-	-	-	-	10 5%	1 5%
Not very trustworthy	9 5%	1 5%	-	-	-	-	-	-	-	-	9 5%	1 5%
Not at all trustworthy	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-
Sigma	183 100%	20 100%	-	-	-	-	-	-	-	-	183 100%	20 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	231	25**	**	**	**	**	**	**	**	**	231	25**
TOP 2 BOX (NET)	224 97%	25 100%	-	-	-	-	-	-	-	-	224 97%	25 100%
Very trustworthy	172 74%	22 88%	-	-	-	-	-	-	-	-	172 74%	22 88%
Somewhat trustworthy	52 23%	3 12%	-	-	-	-	-	-	-	-	52 23%	3 12%
BOTTOM 2 BOX (NET)	7 3%	-	-	-	-	-	-	-	-	-	7 3%	-
Not very trustworthy	5 2%	-	-	-	-	-	-	-	-	-	5 2%	-
Not at all trustworthy	2 1%	-	-	-	-	-	-	-	-	-	2 1%	-
Sigma	231 100%	25 100%	-	-	-	-	-	-	-	-	231 100%	25 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	595	65*	**	**	**	**	**	**	**	**	595	65*
TOP 2 BOX (NET)	579 97%	62 95%	-	-	-	-	-	-	-	-	579 97%	62 95%
Very trustworthy	427 72%	48 74%	-	-	-	-	-	-	-	-	427 72%	48 74%
Somewhat trustworthy	152 26%	14 22%	-	-	-	-	-	-	-	-	152 26%	14 22%
BOTTOM 2 BOX (NET)	16 3%	3 5%	-	-	-	-	-	-	-	-	16 3%	3 5%
Not very trustworthy	12 2%	3 5%	-	-	-	-	-	-	-	-	12 2%	3 5%
Not at all trustworthy	4 1%	-	-	-	-	-	-	-	-	-	4 1%	-
Sigma	595 100%	65 100%	-	-	-	-	-	-	-	-	595 100%	65 100%

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

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

12. .id

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	181	20**	**	**	**	**	**	**	**	**	181	20**
TOP 2 BOX (NET)	177 98%	20 100%	-	-	-	-	-	-	-	-	177 98%	20 100%
Very trustworthy	151 83%	15 75%	-	-	-	-	-	-	-	-	151 83%	15 75%
Somewhat trustworthy	26 14%	5 25%	-	-	-	-	-	-	-	-	26 14%	5 25%
BOTTOM 2 BOX (NET)	4 2%	-	-	-	-	-	-	-	-	-	4 2%	-
Not very trustworthy	3 2%	-	-	-	-	-	-	-	-	-	3 2%	-
Not at all trustworthy	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-
Sigma	181 100%	20 100%	-	-	-	-	-	-	-	-	181 100%	20 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	192	8**	**	**	**	**	**	**	192	8**	**	**
TOP 2 BOX (NET)	186 97%	8 100%	-	-	-	-	-	-	186 97%	8 100%	-	-
Very trustworthy	127 66%	5 63%	-	-	-	-	-	-	127 66%	5 63%	-	-
Somewhat trustworthy	59 31%	3 38%	-	-	-	-	-	-	59 31%	3 38%	-	-
BOTTOM 2 BOX (NET)	6 3%	-	-	-	-	-	-	-	6 3%	-	-	-
Not very trustworthy	5 3%	-	-	-	-	-	-	-	5 3%	-	-	-
Not at all trustworthy	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-
Sigma	192 100%	8 100%	-	-	-	-	-	-	192 100%	8 100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	90*	10**	**	**	**	**	**	**	90*	10**	**	**
TOP 2 BOX (NET)	86 96%	8 80%	-	-	-	-	-	-	86 96%	8 80%	-	-
Very trustworthy	49 54%	4 40%	-	-	-	-	-	-	49 54%	4 40%	-	-
Somewhat trustworthy	37 41%	4 40%	-	-	-	-	-	-	37 41%	4 40%	-	-
BOTTOM 2 BOX (NET)	4 4%	2 20%	-	-	-	-	-	-	4 4%	2 20%	-	-
Not very trustworthy	4 4%	2 20%	-	-	-	-	-	-	4 4%	2 20%	-	-
Not at all trustworthy	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	90 100%	10 100%	-	-	-	-	-	-	90 100%	10 100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	96*	10**	-**	-**	-**	-**	-**	-**	96*	10**	-**	-**
TOP 2 BOX (NET)	89 93%	8 80%	-	-	-	-	-	-	89 93%	8 80%	-	-
Very trustworthy	48 50%	4 40%	-	-	-	-	-	-	48 50%	4 40%	-	-
Somewhat trustworthy	41 43%	4 40%	-	-	-	-	-	-	41 43%	4 40%	-	-
BOTTOM 2 BOX (NET)	7 7%	2 20%	-	-	-	-	-	-	7 7%	2 20%	-	-
Not very trustworthy	5 5%	2 20%	-	-	-	-	-	-	5 5%	2 20%	-	-
Not at all trustworthy	2 2%	-	-	-	-	-	-	-	2 2%	-	-	-
Sigma	96 100%	10 100%	-	-	-	-	-	-	96 100%	10 100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	93*	18**	**	**	93*	18**	**	**	**	**	**	**
TOP 2 BOX (NET)	89 96%	18 100%	-	-	89 96%	18 100%	-	-	-	-	-	-
Very trustworthy	67 72%	13 72%	-	-	67 72%	13 72%	-	-	-	-	-	-
Somewhat trustworthy	22 24%	5 28%	-	-	22 24%	5 28%	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	4 4%	-	-	-	4 4%	-	-	-	-	-	-	-
Not very trustworthy	3 3%	-	-	-	3 3%	-	-	-	-	-	-	-
Not at all trustworthy	1 1%	-	-	-	1 1%	-	-	-	-	-	-	-
Sigma	93 100%	18 100%	-	-	93 100%	18 100%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	93*	10**	-**	-**	93*	10**	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	92 99%	9 90%	-	-	92 99%	9 90%	-	-	-	-	-	-
Very trustworthy	71 76%	6 60%	-	-	71 76%	6 60%	-	-	-	-	-	-
Somewhat trustworthy	21 23%	3 30%	-	-	21 23%	3 30%	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	1 1%	1 10%	-	-	1 1%	1 10%	-	-	-	-	-	-
Not very trustworthy	-	1 10%	-	-	-	1 10%	-	-	-	-	-	-
Not at all trustworthy	1 1%	-	-	-	1 1%	-	-	-	-	-	-	-
Sigma	93 100%	10 100%	-	-	93 100%	10 100%	-	-	-	-	-	-

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

18. .br

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	321	38*	**	**	321	38*	**	**	**	**	**	**
TOP 2 BOX (NET)	297 93%	35 92%	-	-	297 93%	35 92%	-	-	-	-	-	-
Very trustworthy	196 61%	27 71%	-	-	196 61%	27 71%	-	-	-	-	-	-
Somewhat trustworthy	101 31%	8 21%	-	-	101 31%	8 21%	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	24 7%	3 8%	-	-	24 7%	3 8%	-	-	-	-	-	-
Not very trustworthy	22 7%	3 8%	-	-	22 7%	3 8%	-	-	-	-	-	-
Not at all trustworthy	2 1%	-	-	-	2 1%	-	-	-	-	-	-	-
Sigma	321 100%	38 100%	-	-	321 100%	38 100%	-	-	-	-	-	-

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

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

8 Jun 2016
Table 35

19. .it

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	90*	10**	**	**	**	**	90*	10**	**	**	**	**
TOP 2 BOX (NET)	87 97%	10 100%	-	-	-	-	87 97%	10 100%	-	-	-	-
Very trustworthy	57 63%	4 40%	-	-	-	-	57 63%	4 40%	-	-	-	-
Somewhat trustworthy	30 33%	6 60%	-	-	-	-	30 33%	6 60%	-	-	-	-
BOTTOM 2 BOX (NET)	3 3%	-	-	-	-	-	3 3%	-	-	-	-	-
Not very trustworthy	2 2%	-	-	-	-	-	2 2%	-	-	-	-	-
Not at all trustworthy	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-
Sigma	90 100%	10 100%	-	-	-	-	90 100%	10 100%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	95*	10**	-**	-**	-**	-**	95*	10**	-**	-**	-**	-**
TOP 2 BOX (NET)	92 97%	8 80%	-	-	-	-	92 97%	8 80%	-	-	-	-
Very trustworthy	66 69%	4 40%	-	-	-	-	66 69%	4 40%	-	-	-	-
Somewhat trustworthy	26 27%	4 40%	-	-	-	-	26 27%	4 40%	-	-	-	-
BOTTOM 2 BOX (NET)	3 3%	2 20%	-	-	-	-	3 3%	2 20%	-	-	-	-
Not very trustworthy	2 2%	1 10%	-	-	-	-	2 2%	1 10%	-	-	-	-
Not at all trustworthy	1 1%	1 10%	-	-	-	-	1 1%	1 10%	-	-	-	-
Sigma	95 100%	10 100%	-	-	-	-	95 100%	10 100%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	97*	11**	**	**	**	**	97*	11**	**	**	**	**
TOP 2 BOX (NET)	95 98%	11 100%	-	-	-	-	95 98%	11 100%	-	-	-	-
Very trustworthy	50 52%	8 73%	-	-	-	-	50 52%	8 73%	-	-	-	-
Somewhat trustworthy	45 46%	3 27%	-	-	-	-	45 46%	3 27%	-	-	-	-
BOTTOM 2 BOX (NET)	2 2%	-	-	-	-	-	2 2%	-	-	-	-	-
Not very trustworthy	2 2%	-	-	-	-	-	2 2%	-	-	-	-	-
Not at all trustworthy	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	97 100%	11 100%	-	-	-	-	97 100%	11 100%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	92*	10**	**	**	**	**	92*	10**	**	**	**	**
TOP 2 BOX (NET)	89 97%	10 100%	-	-	-	-	89 97%	10 100%	-	-	-	-
Very trustworthy	42 46%	9 90%	-	-	-	-	42 46%	9 90%	-	-	-	-
Somewhat trustworthy	47 51%	1 10%	-	-	-	-	47 51%	1 10%	-	-	-	-
BOTTOM 2 BOX (NET)	3 3%	-	-	-	-	-	3 3%	-	-	-	-	-
Not very trustworthy	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-
Not at all trustworthy	2 2%	-	-	-	-	-	2 2%	-	-	-	-	-
Sigma	92 100%	10 100%	-	-	-	-	92 100%	10 100%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	180	21**	**	**	**	**	180	21**	**	**	**	**
TOP 2 BOX (NET)	169 94%	21 100%	-	-	-	-	169 94%	21 100%	-	-	-	-
Very trustworthy	87 48%	15 71%	-	-	-	-	87 48%	15 71%	-	-	-	-
Somewhat trustworthy	82 46%	6 29%	-	-	-	-	82 46%	6 29%	-	-	-	-
BOTTOM 2 BOX (NET)	11 6%	-	-	-	-	-	11 6%	-	-	-	-	-
Not very trustworthy	8 4%	-	-	-	-	-	8 4%	-	-	-	-	-
Not at all trustworthy	3 2%	-	-	-	-	-	3 2%	-	-	-	-	-
Sigma	180 100%	21 100%	-	-	-	-	180 100%	21 100%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	181	21**	**	**	**	**	181	21**	**	**	**	**
TOP 2 BOX (NET)	169 93%	19 90%	-	-	-	-	169 93%	19 90%	-	-	-	-
Very trustworthy	86 48%	16 76%	-	-	-	-	86 48%	16 76%	-	-	-	-
Somewhat trustworthy	83 46%	3 14%	-	-	-	-	83 46%	3 14%	-	-	-	-
BOTTOM 2 BOX (NET)	12 7%	2 10%	-	-	-	-	12 7%	2 10%	-	-	-	-
Not very trustworthy	11 6%	2 10%	-	-	-	-	11 6%	2 10%	-	-	-	-
Not at all trustworthy	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-
Sigma	181 100%	21 100%	-	-	-	-	181 100%	21 100%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	228	25**	**	**	**	**	228	25**	**	**	**	**
TOP 2 BOX (NET)	222 97%	25 100%	-	-	-	-	222 97%	25 100%	-	-	-	-
Very trustworthy	157 69%	18 72%	-	-	-	-	157 69%	18 72%	-	-	-	-
Somewhat trustworthy	65 29%	7 28%	-	-	-	-	65 29%	7 28%	-	-	-	-
BOTTOM 2 BOX (NET)	6 3%	-	-	-	-	-	6 3%	-	-	-	-	-
Not very trustworthy	3 1%	-	-	-	-	-	3 1%	-	-	-	-	-
Not at all trustworthy	3 1%	-	-	-	-	-	3 1%	-	-	-	-	-
Sigma	228 100%	25 100%	-	-	-	-	228 100%	25 100%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	461	50*	461	50*	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	349 76%	41 82%	349 76%	41 82%	-	-	-	-	-	-	-	-
Very trustworthy	105 23%	14 28%	105 23%	14 28%	-	-	-	-	-	-	-	-
Somewhat trustworthy	244 53%	27 54%	244 53%	27 54%	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	112 24%	9 18%	112 24%	9 18%	-	-	-	-	-	-	-	-
Not very trustworthy	82 18%	8 16%	82 18%	8 16%	-	-	-	-	-	-	-	-
Not at all trustworthy	30 7%	1 2%	30 7%	1 2%	-	-	-	-	-	-	-	-
Sigma	461 100%	50 100%	461 100%	50 100%	-	-	-	-	-	-	-	-

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

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

8 Jun 2016
Table 43

27. .ca

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	181	20**	181	20**	-**	-**	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	170 94%	19 95%	170 94%	19 95%	-	-	-	-	-	-	-	-
Very trustworthy	112 62%	13 65%	112 62%	13 65%	-	-	-	-	-	-	-	-
Somewhat trustworthy	58 32%	6 30%	58 32%	6 30%	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	11 6%	1 5%	11 6%	1 5%	-	-	-	-	-	-	-	-
Not very trustworthy	9 5%	1 5%	9 5%	1 5%	-	-	-	-	-	-	-	-
Not at all trustworthy	2 1%	-	2 1%	-	-	-	-	-	-	-	-	-
Sigma	181 100%	20 100%	181 100%	20 100%	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	184	20**	184	20**	-**	-**	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	178 97%	19 95%	178 97%	19 95%	-	-	-	-	-	-	-	-
Very trustworthy	125 68%	11 55%	125 68%	11 55%	-	-	-	-	-	-	-	-
Somewhat trustworthy	53 29%	8 40%	53 29%	8 40%	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	6 3%	1 5%	6 3%	1 5%	-	-	-	-	-	-	-	-
Not very trustworthy	3 2%	1 5%	3 2%	1 5%	-	-	-	-	-	-	-	-
Not at all trustworthy	3 2%	-	3 2%	-	-	-	-	-	-	-	-	-
Sigma	184 100%	20 100%	184 100%	20 100%	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
REPUTATION (NET)	1963 36%	253 42% A	295 36%	43 48% C	230 45%	34 52%	309 32%	40 37%	159 42%	6 21%	970 35%	130 42% K
Well known/Most commonly used	1291 24%	165 28% A	181 22%	23 26%	122 24%	23 35% H	187 19%	21 19%	108 29%	4 14%	693 25%	94 31% KH
Legitimate/Genuine/Authentic	186 3%	24 4%	26 3%	7 8% C	25 5%	2 3%	20 2%	4 4%	19 5%	-	96 3%	11 4%
Good experience/Never had a problem	178 3% B	9 2%	40 5%	1 1%	25 5%	1 2%	62 6%	5 5% L	9 2%	1 4%	42 2%	1 *
Dependable/Reliable	135 2%	25 4% A	15 2%	6 7% C	60 12%	6 9% L	17 2%	4 4%	5 1%	-	38 1%	9 3% K
Trustworthy	117 2%	22 4% A	11 1%	2 2%	7 1%	2 3%	11 1%	1 1%	6 2%	-	82 3%	17 6% KH
Good company/reputation/track record	72 1%	13 2%	15 2%	1 1%	14 3%	3 5%	8 1%	4 4% G	9 2%	-	26 1%	5 2%
Depends on company/website behind the name	63 1%	5 1%	15 2%	2 2%	1 *	-	12 1%	1 1%	16 4%	-	19 1%	2 1%
Tested/Proven/Verified	33 1%	2 *	5 1%	1 1%	3 1%	-	7 1%	-	3 1%	-	15 1%	1 *
No scams/fraud	19 *	2 *	5 1%	-	2 *	1 2% L	4 *	-	4 1%	1 4%	4 *	-
Knowledgeable/Area of expertise/It's their business	11 *	2 *	3 *	2 2% CL	-	-	1 *	-	1 *	-	6 *	-
Top level/High ranking	11 *	3 1%	1 *	-	1 *	-	1 *	1 1%	-	-	8 *	2 1%
Good management/Operation of site	6 *	-	-	-	-	-	-	-	-	-	6 *	-
Other reputation mentions	40 1%	6 1%	6 1%	2 2%	12 2%	1 2%	4 *	2 2%	4 1%	-	14 1%	1 *
EXTENSION (NET)	1506 28%	162 27%	220 27%	29 32%	135 27%	17 26%	195 20%	26 24%	120 32%	14 50%	836 30% L	76 25%
.com	721 13%	88 15%	87 11%	9 10%	68 13%	14 21% H	64 7%	10 9%	70 19%	8 29%	432 16%	47 15%

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

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

8 Jun 2016
Table 45

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
.org	303 6%	27 5%	69 8%	14 16% CHL	37 7%	5 8% HL	33 3%	1 1%	37 10%	3 11%	127 5% L	4 1%
Domain name/extension (Unspec.)	153 3%	16 3%	17 2%	3 3%	8 2%	1 2%	23 2%	4 4%	11 3%	-	94 3%	8 3%
.net	105 2%	11 2%	13 2%	-	9 2%	1 2%	10 1%	1 1%	16 4%	1 4%	57 2%	8 3%
.ru	84 2%	4 1%	-	-	-	-	-	-	-	-	84 3%	4 1%
.in	77 1%	6 1%	1	-	-	-	-	-	-	-	76 3%	6 2%
.gov	65 1%	4 1%	25 3%	2 2%	2	-	5 1%	1 1%	1	-	32 1%	1
.cn	46 1%	1	-	-	-	-	-	-	-	-	46 2%	1
.co	36 1%	3 1%	1	-	9 2%	2 3% L	4	-	3 1%	-	19 1%	1
.fr	26	7 1% A	1	-	-	-	25 3%	7 6% GDFL	-	-	-	-
Https	24	1	5 1%	-	3 1%	-	1	-	4 1%	-	11	1
.info	16	3 1%	1	-	1	-	1	1 1%	3 1%	-	10	2 1%
Other extension mentions	278 5%	27 5%	45 5%	6 7%	34 7%	2 3%	57 6%	7 6%	29 8%	2 7%	113 4%	10 3%
USAGE (NET)	1287 24%	123 21%	278 34%	24 27% L	136 27%	17 26%	179 19%	22 20%	76 20%	8 29%	618 22% L	52 17%
More familiar/I use extension	625 11%	71 12%	132 16%	9 10%	50 10%	8 12%	101 10%	16 15%	31 8%	4 14%	311 11%	34 11%
Government use	219 4%	15 3%	50 6%	4 4%	30 6%	3 5%	17 2%	2 2%	15 4%	1 4%	107 4% L	5 2%
Used by organizations	165 3%	10 2%	37 4%	4 4% HL	18 4%	2 3%	15 2%	-	15 4%	2 7%	80 3% L	2 1%
Business/Company use	101 2%	6 1%	11 1%	2 2%	12 2%	-	8 1%	1 1%	5 1%	1 4%	65 2%	2 1%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Depends on use (Unspec.)	57 1%	4 1%	15 2%	1 1%	4 1%	1 2%	12 1%	-	5 1%	-	21 1%	2 1%
Non profit use	41 1%	4 1%	20 2%	1 1%	4 1%	-	5 1%	-	-	1 4%	12 *	2 1%
Commercial use	30 1%	-	11 1%	-	7 1%	-	2 *	-	3 1%	-	7 *	-
Educational use	28 1%	4 1%	9 1%	2 2%	2 *	-	2 *	-	2 1%	1 4%	13 *	1 *
Public use	26 *	3 1%	3 *	-	3 1%	1 2%	3 *	1 1%	2 1%	-	15 1%	1 *
Not familiar	25	2 *	10 1%	-	1 *	-	3	2 2% GL	3 1%	-	8	-
Helpful/Useful	19 *	1 *	2 *	-	1 *	1 2% L	1	-	1 *	-	14 1%	-
Efficient/Work well	10 *	3 1%	2 *	-	2 *	1 2%	1	-	1 *	-	4 *	2 1%
I would try it	4 *	1	-	-	-	-	2	-	-	-	2 *	1
Necessary/Needed to access internet	2 *	1	-	-	1 *	-	-	-	-	-	1	1 *
Other usage mentions	95 2%	9 2%	13 2%	3 3%	19 4%	3 5% HL	19 2%	-	9 2%	-	35 1%	3 1%
EXTENSION APPEAL (NET)	452 8%	60 10%	53 6%	13 14% C	38 7%	6 9%	85 9%	9 8%	19 5%	3 11%	257 9%	29 9%
Gut feeling/My opinion	78 1%	5 1%	3	2 2% C	1	-	25 3%	-	1	-	48 2%	3 1%
Professional	50 1%	6 1%	8 1%	2 2%	2 *	1 2%	9 1%	1 1%	1 *	1 4%	30 1%	1 *
Good/Like domain	45 1%	1 *	6 1%	-	3 1%	-	5 1%	-	1 *	-	30 1%	1 *
Relevant to topic/Specific to the domain	36 1%	5 1%	2 *	2 2% C	3 1%	-	4 *	-	3 1%	-	24 1%	3 1%
Believable/Confidence/C onvincing	29 1%	6 1%	7 1%	-	5 1%	3 5% EDL	6 1%	1 1%	3 1%	-	8 *	2 1%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Ordinary/Traditional/Conventional	21*	3 1%	2*	1 1%	6 1%	1 2% L	2*	1 1%	-	-	11*	-
Short wording	21*	3 1%	-	-	1*	-	1*	-	1*	-	18 1%	3 1%
Same/Similar to others	20*	2*	7 1%	1 1%	3 1%	-	3*	-	-	-	7*	1*
All/Everything	17*	1*	-	-	3 1%	-	2*	-	-	-	12*	1*
Better/Best	11*	-	5 1%	-	2*	-	-	-	-	-	4*	-
Accurate	11*	3 1%	2*	1 1%	-	-	1*	-	-	-	8*	2 1%
Wording makes sense	11*	4 1% A	1*	-	-	-	3*	1 1%	1*	-	6*	3 1% K
Depends on language	9*	1*	1*	-	1*	-	4*	-	-	-	3*	1*
It's meaning/Meaningful	8*	3 1%	-	-	-	1 2% E	-	-	-	-	8*	2 1%
Nothing looks/sounds suspicious	6*	3 1% A	2*	1 1%	1*	-	1*	1 1%	1*	-	1*	1*
Curiosity/Interesting	3*	1*	-	-	-	-	-	-	1*	-	2*	1*
I don't pay attention/Wouldn't notice	1*	-	-	-	-	-	-	-	-	-	1*	-
Other extension appeal mentions	90 2%	16 3%	8 1%	3 3%	7 1%	-	19 2%	4 4%	9 2%	2 7%	47 2%	7 2%
WEBSITE ORIGIN (NET)	448 8%	39 7%	66 8%	5 6%	39 8%	5 8%	120 12%	11 10%	15 4%	2 7%	208 7%	16 5%
Country/State of origin (Unspec.)	109 2%	8 1%	19 2%	1 1%	8 2%	1 2%	33 3%	2 2%	2 1%	1 4%	47 2%	3 1%
Worldwide/International usage	101 2%	12 2%	9 1%	-	11 2%	3 5% D	14 1%	1 1%	8 2%	-	59 2%	8 3%
Represents my country	42 1%	6 1%	10 1%	3 3% L	10 2%	1 2%	14 1%	1 1%	2 1%	-	6*	1*

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Russian origin	36 1%	1 *	-	-	-	-	-	-	-	-	36 1%	1 *
Other website origin mentions	179 3%	13 2%	33 4%	1 1%	12 2%	-	61 6%	7 6% FL	6 2%	1 4%	67 2%	4 1%
SAFETY/SECURITY (NET)	316 6%	37 6%	43 5%	4 4%	43 8%	9 14% DL	68 7%	9 8%	42 11%	2 7%	120 4%	13 4%
Safety/Security/Padlock	263 5%	28 5%	37 4%	1 1%	33 7%	6 9% D	54 6%	6 6%	38 10%	2 7%	101 4%	13 4%
Not being exposed to virus	33 1%	6 1%	3 *	3 3% CL	7 1%	3 5% HL	9 1%	-	2 1%	-	12 *	-
Ensures privacy of personal information	16 *	2 *	1 *	-	1 *	-	3 *	2 2% GL	2 1%	-	9 *	-
Check with anti virus software	10 *	-	2 *	-	4 1%	-	2 *	-	2 1%	-	-	-
Other safety/security mentions	1 *	1 *	-	-	-	-	-	1 1% G	-	-	1 *	-
CONVENIENCE (NET)	178 3%	31 5% A	15 2%	4 4%	19 4%	2 3%	19 2%	4 4%	22 6%	3 11%	103 4%	18 6%
Clear/Easy to understand/differentiate	55 1%	14 2% A	4 *	2 2%	2 *	-	8 1%	3 3%	2 1%	1 4%	39 1%	8 3%
Easy to use/access	48 1%	4 1%	2 *	-	7 1%	1 2%	5 1%	1 1%	13 3%	-	21 1%	2 1%
Faster/Quicker service	30 1%	1 *	3 *	-	3 1%	-	1 *	-	5 1%	-	18 1%	1 *
Harder to obtain/Requires certain criteria	24 *	2 *	6 1%	1 1%	3 1%	-	4 *	-	2 1%	-	9 *	1 *
Other convenience mentions	38 1%	10 2% A	2 *	1 1%	4 1%	1 2%	1 *	-	3 1%	2 7%	28 1%	6 2%
INFORMATION (NET)	142 3%	37 6% A	16 2%	10 11% CH	21 4%	8 12% EH	18 2%	2 2%	17 4%	-	70 3%	17 6% K
Content/Information provided	121 2%	29 5% A	14 2%	7 8% CH	16 3%	7 11% EHL	14 1%	2 2%	14 4%	-	63 2%	13 4% K
Has what I am looking for	14 *	6 1% A	1 *	2 2% C	2 *	1 2%	3 *	-	3 1%	-	5 *	3 1% K

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

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

8 Jun 2016
Table 45

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Other information mentions	9	4 1% A	1	3 3% CL	3 1%	-	1	-	-	-	4	1
Illegible data	131 2%	11 2%	15 2%	4 4%	6 1%	-	48 5%	3 3%	8 2%	-	54 2%	4 1%
WEBSITE (NET)	86 2%	23 4% A	6 1%	2 2%	3 1%	5 8% E	11 1%	4 4% G	10 3%	2 7%	56 2%	10 3%
Web based use/Used by major websites	10	3 1%	-	-	-	-	-	-	-	-	10	3 1%
Linked from a trusted site	-	2 A	-	-	-	2 3% EL	-	-	-	-	-	-
Other website mentions	76 1%	18 3% A	6 1%	2 2%	3 1%	3 5% E	11 1%	4 4% G	10 3%	2 7%	46 2%	7 2%
SEARCH (NET)	77 1%	16 3% A	7 1%	4 4% C	10 2%	-	5 1%	2 2%	15 4%	1 4%	40 1%	9 3% K
Google search	49 1%	13 2% A	3	3 3% C	4 1%	-	3	2 2% G	12 3%	1 4%	27 1%	7 2% K
Researched it/Check out source first	15	-	3	-	6 1%	-	2	-	1	-	3	-
Search engine/Found through searching	6	3 1% A	1	1 1%	-	-	-	-	1	-	4	2 1%
Other search mentions	8	-	-	-	-	-	-	-	1	-	7	-
WEBSITE APPEAL (NET)	60 1%	9 2%	1	-	9 2%	2 3%	8 1%	1 1%	3 1%	1 4%	39 1%	5 2%
Design/Layout/Way it looks	32 1%	7 1%	1	-	3 1%	1 2%	2	-	2 1%	1 4%	24 1%	5 2%
Few/No pop-ups/advertisements	29 1%	2	-	-	7 1%	1 2% L	6 1%	1 1%	1	-	15 1%	-
MISCELLANEOUS (NET)	211 4%	18 3%	16 2%	4 4%	29 6%	1 2%	44 5%	2 2%	14 4%	1 4%	108 4%	10 3%
Authorized/Regulated	137 3%	11 2%	13 2%	3 3%	15 3%	1 2%	26 3%	1 1%	7 2%	-	76 3%	6 2%
Recommended by others	30 1%	2	1	1 1%	5 1%	-	8 1%	-	3 1%	1 4%	13	-

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Good quality	16*	-	1*	-	6 1%	-	4*	-	-	-	5*	-
Advertised/Promoted	8*	3 1%	-	-	3 1%	-	2*	-	-	-	3*	3 1% K
Good technology/innovation	6*	-	-	-	-	-	-	-	1*	-	5*	-
Provide good services	5*	1*	1*	-	-	-	-	-	3 1%	-	1*	1*
Other	12*	1*	-	-	1*	-	5 1%	1 1%	-	-	6*	-
ECONOMY (NET)	40 1%	8 1%	4*	-	2*	1 2%	3*	1 1%	4 1%	-	27 1%	6 2%
It's paid for/Fee based	17*	2*	-	-	1*	1 2%	2*	-	1*	-	13*	1*
Other economy mentions	23*	6 1%	4*	-	1*	-	1*	1 1%	3 1%	-	14 1%	5 2% K
None	196 4%	24 4%	43 5%	1 1%	7 1%	-	42 4%	2 2%	8 2%	-	96 3%	21 7% KDF
Don't know	269 5%	22 4%	48 6% D	-	15 3%	-	105 11%	12 11% DFL	9 2%	2 7%	92 3%	8 3%
Declined to answer	43 1%	3 1%	16 2%	1 1%	1*	-	7 1%	1 1%	2 1%	-	17 1%	1*
Sigma	8257 151%	954 159%	1260 153%	161 179%	845 167%	123 186%	1334 139%	160 148%	649 172%	47 168%	4169 150%	463 150%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - D/F/H/J/L
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q730 To the best of your knowledge, why do websites have different extensions?

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
IDENTIFICATION (NET)	2572 47%	303 51%	418 51%	54 60% L	245 48%	38 58% L	472 49%	59 55%	174 46%	17 61%	1263 45%	135 44%
CLASSIFICATION (SUB-NET)	1491 27%	166 28%	257 31%	29 32% H	129 25%	22 33% H	192 20%	21 19%	106 28%	10 36%	807 29%	84 27%
To differentiate/Determine type of business/work/organization/fields	614 11%	57 10%	116 14%	14 16% H	50 10%	6 9%	79 8%	7 6%	60 16%	3 11%	309 11%	27 9%
To differentiate between other sites/domains	612 11%	75 13%	89 11%	8 9%	57 11%	12 18%	78 8%	11 10%	29 8%	4 14%	359 13%	40 13%
To determine categories/groupings (Unspec)	148 3%	14 2%	39 5%	5 6% L	13 3%	2 3%	17 2%	1 1%	9 2%	1 4%	70 3%	5 2%
To determine classification/status	122 2%	16 3%	17 2%	-	8 2%	-	13 1%	1 1%	5 1%	2 7%	79 3%	13 4% D
Other classification mentions	67 1%	11 2%	12 1%	3 3%	11 2%	3 5% L	13 1%	2 2%	8 2%	-	23 1%	3 1%
LOCATION (SUB-NET)	1163 21%	136 23%	171 21%	24 27% L	123 24%	12 18%	328 34%	42 39% FL	81 21%	6 21%	460 17%	52 17%
To indicate country/different countries	638 12%	73 12%	69 8%	7 8%	67 13%	7 11%	226 23%	27 25% DFL	37 10%	4 14%	239 9%	28 9%
To indicate location/area extensions	374 7%	46 8%	75 9%	11 12% L	46 9%	4 6%	95 10%	15 14% L	42 11%	1 4%	116 4%	15 5%
To indicate region/different regions	219 4%	24 4%	33 4%	7 8%	16 3%	1 2%	24 2%	4 4%	9 2%	1 4%	137 5%	11 4%
Other location mentions	18 1%	1 1%	3 1%	-	2 1%	-	4 1%	1 1%	-	-	9 1%	-
TYPES OF EXTENSIONS (SUB-NET)	405 7%	39 7%	102 12%	11 12% L	49 10%	6 9%	46 5%	6 6%	37 10%	4 14%	171 6%	12 4%
Business/Commercial	174 3%	13 2%	39 5%	4 4%	16 3%	1 2%	29 3%	2 2%	17 4%	-	73 3%	6 2%
Government extension	128 2%	12 2%	47 6%	4 4% L	24 5%	4 6% L	12 1%	1 1%	11 3%	1 4%	34 1%	2 1%
Profit Vs. Non profit	111 2%	13 2%	41 5%	6 7% FL	9 2%	-	4 1%	2 2%	10 3%	1 4%	47 2%	4 1%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - D/F/H/J/L
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	Region											
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Education extension	68 1%	7 1%	29 4%	3 3%	3 1%	-	5 1%	-	4 1%	-	27 1%	4 1%
Network	51 1%	5 1%	11 1%	2 2%	2	-	5 1%	-	3 1%	1 4%	30 1%	2 1%
Other type of extensions mentions	113 2%	17 3%	13 2%	3 3%	17 3%	3 5%	12 1%	4 4%	9 2%	2 7%	62 2%	5 2%
MISCELLANEOUS IDENTIFICATION (SUB-NET)	113 2%	15 3%	18 2%	2 2%	11 2%	5 8%	13 1%	2 2%	7 2%	1 4%	64 2%	5 2%
Form of identity/identification (Unspec.)	71 1%	10 2%	9 1%	2 2%	7 1%	3 5%	10 1%	-	6 2%	-	39 1%	5 2%
Due to language/different languages	14	2	2	-	1	1 2%	2	1 1%	1	-	8	-
Other miscellaneous identification mentions	29 1%	3 1%	7 1%	-	3 1%	1 2%	1	1 1%	-	1 4%	18 1%	-
CONTENT (NET)	962 18%	151 25% A	137 17%	33 37% CHL	139 27%	20 30% H	99 10%	15 14%	105 28%	7 25%	482 17%	76 25% KH
Different purposes/content/features of website	794 15%	122 20% A	104 13%	25 28% CH	107 21%	15 23%	84 9%	14 13%	78 21%	4 14%	421 15%	64 21% K
Based on the type of information they provide	100 2%	17 3%	24 3%	5 6%	14 3%	2 3%	12 1%	1 1%	13 3%	-	37 1%	9 3% K
Based on the type of service they provide	85 2%	14 2%	11 1%	4 4% CH	22 4%	3 5% H	6 1%	-	18 5%	3 11%	28 1%	4 1%
Other content mentions	13	3 1%	3	1 1%	3 1%	1 2% L	-	1 1% G	1	-	6	-
TECHNOLOGY DRIVEN (NET)	241 4%	23 4%	25 3%	4 4%	22 4%	4 6%	34 4%	4 4%	20 5%	1 4%	140 5%	10 3%
Different network/service providers	113 2%	13 2%	16 2%	2 2%	8 2%	2 3%	15 2%	3 3%	11 3%	1 4%	63 2%	5 2%
Different servers	110 2%	7 1%	7 1%	2 2%	13 3%	1 2%	18 2%	1 1%	7 2%	-	65 2%	3 1%
Other technology driven mentions	19	3 1%	2	-	1	1 2%	2	-	2 1%	-	12	2 1%
ACCESSIBILITY (NET)	181 3%	17 3%	19 2%	2 2%	12 2%	3 5%	18 2%	1 1%	28 7%	1 4%	104 4%	10 3%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - D/F/H/J/L
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q730 To the best of your knowledge, why do websites have different extensions?

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	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
To simplify search/easy to use	71 1%	7 1%	8 1%	1 1%	1 *	2 3% E	7 1%	-	8 2%	1 4%	47 2%	3 1%
For easy/quick accessibility	59 1%	4 1%	9 1%	-	3 1%	1 2%	4 *	1 1%	17 4%	-	26 1%	2 1%
Convenience	17 *	4 1%	1 *	-	-	-	-	-	-	-	16 1%	4 1%
Other accessibility mentions	36 1%	2 *	2 *	1 1%	8 2%	-	8 1%	-	3 1%	-	15 1%	1 *
Illegible data	170 3%	14 2%	17 2%	5 6% CL	15 3%	1 2%	55 6%	4 4%	2 1%	-	81 3%	4 1%
SITE/STORAGE SIZE (NET)	144 3% B	6 1%	32 4%	1 1%	2 *	-	27 3%	4 4% L	13 3%	-	70 3% L	1 *
Ran out of space on the other domains/extensions	123 2% B	5 1%	30 4%	1 1%	2 *	-	20 2%	4 4% L	12 3%	-	59 2% L	-
Size of site	4 *	1 *	-	-	-	-	2 *	-	1 *	-	1 *	1 *
Other site/storage size mentions	18 *	-	2 *	-	-	-	5 1%	-	-	-	11 *	-
SITE CHARACTERISTICS (NET)	138 3%	18 3%	15 2%	2 2%	13 3%	1 2%	16 2%	1 1%	11 3%	1 4%	83 3%	13 4%
To be different/unique	62 1%	9 2%	12 1%	1 1%	8 2%	-	6 1%	-	3 1%	1 4%	33 1%	7 2%
Reliability/Trustworthiness of website	26 *	3 1%	1 *	1 1%	3 1%	-	1 *	-	2 1%	-	19 1%	2 1%
Other site characteristics mentions	53 1%	7 1%	3 *	-	2 *	1 2%	9 1%	1 1%	6 2%	-	33 1%	5 2%
INCREASE TRAFFIC/ATTRACT CUSTOMERS (NET)	129 2%	21 4%	17 2%	1 1%	9 2%	1 2%	19 2%	5 5%	17 4%	2 7%	67 2%	12 4%
To attract customers/increase traffic	41 1%	4 1%	6 1%	-	5 1%	-	6 1%	2 2%	7 2%	-	17 1%	2 1%
Attract a variety/different target audience(s)	29 1%	5 1%	5 1%	-	1 *	-	4 *	1 1%	4 1%	-	15 1%	4 1%
Popularity of site	28 1%	4 1%	3 *	1 1%	1 *	-	4 *	1 1%	3 1%	-	17 1%	2 1%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
To make it easy to remember	19*	2*	3*	-	-	-	4*	-	2 1%	-	10*	2 1%
Other increase traffic/attract customers mentions	17*	7 1% A	1*	-	2*	1 2%	2*	1 1%	2 1%	2 7%	10*	3 1%
SECURITY (NET)	96 2%	12 2%	5 1%	1 1%	12 2%	1 2%	15 2%	3 3%	13 3%	-	51 2%	7 2%
Safety/Security reasons	77 1%	9 2%	3*	1 1%	9 2%	1 2%	13 1%	1 1%	12 3%	-	40 1%	6 2%
Other security mentions	20*	3 1%	2*	-	3 1%	-	2*	2 2% G	2 1%	-	11*	1*
MISCELLANEOUS (NET)	367 7%	36 6%	61 7%	5 6%	24 5%	5 8%	57 6%	7 6%	29 8%	2 7%	196 7%	17 6%
Costs/Different costs	106 2%	9 2%	16 2%	2 2%	6 1%	-	21 2%	4 4%	10 3%	-	53 2%	3 1%
To expand the registrable domain names	68 1%	10 2%	19 2%	1 1%	5 1%	1 2%	11 1%	2 2%	5 1%	-	28 1%	6 2%
Rules/Regulations	53 1%	4 1%	6 1%	-	2*	1 2%	9 1%	-	4 1%	-	32 1%	3 1%
To eliminate competitors registering same domain name	45 1%	4 1%	11 1%	-	2*	1 2%	6 1%	1 1%	1*	1 4%	25 1%	1*
Specific website names	14*	2*	1*	-	1*	-	-	-	1*	-	11*	2 1%
Other mentions	93 2%	7 1%	12 1%	2 2%	8 2%	2 3%	11 1%	-	9 2%	1 4%	53 2%	2 1%
DECISION MAKING (NET)	69 1%	16 3% A	13 2%	7 8% CHL	3 1%	1 2%	7 1%	-	6 2%	-	40 1%	8 3%
Depends on/determined by the owner	57 1%	12 2% A	13 2%	4 4% H	3 1%	1 2%	4*	-	4 1%	-	33 1%	7 2%
Other decision making mentions	12*	4 1% A	-	3 3% CL	-	-	3*	-	2 1%	-	7*	1*
None	100 2%	19 3% A	13 2%	-	6 1%	-	19 2%	1 1%	-	-	62 2%	18 6% KDFH
Don't know	1079 20% B	73 12%	183 22% D	5 6%	105 21%	7 11%	252 26% H	17 16% D	47 12%	3 11%	492 18%	41 13% D

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Declined to answer	43 1%	2 *	17 2%	1 1%	3 1%	-	7 1%	1 1%	-	-	16 1%	-
Sigma	7345 135%	814 136%	1217 147%	148 164%	724 143%	93 141%	1261 131%	144 133%	559 148%	39 139%	3584 129%	390 127%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
An Internet search engine to find articles, posts or similar information	4268 78%	472 79%	635 77%	76 84%	407 80%	52 79%	702 73%	83 77%	333 88%	22 79%	2191 79%	239 78%
An Internet encyclopedia	2303 42%	296 49%	222 27%	36 40%	187 37%	39 59% EDH	327 34%	46 43%	162 43%	10 36%	1405 51%	165 54% D
My Internet service provider	1727 32% B	154 26% A	141 17%	15 17%	172 34% F	14 21%	241 25% H	16 15%	91 24%	9 32%	1082 39% L	100 32% DH
Other	151 3%	16 3%	25 3%	3 3%	25 5%	4 6% L	28 3%	2 2%	16 4%	2 7%	57 2%	5 2%
Not sure	376 7% B	27 5%	94 11% D	2 2%	24 5%	3 5%	97 10%	6 6%	14 4%	2 7%	147 5%	14 5%
Sigma	8825 162%	965 161%	1117 135%	132 147%	815 161%	112 170%	1395 145%	153 142%	616 163%	45 161%	4882 176%	523 170%

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Useful	4573 84%	511 85%	689 83%	79 88%	401 79%	57 86%	750 78%	86 80%	341 90%	24 86%	2392 86%	265 86%
Informative	4483 82%	509 85%	666 81%	78 87%	396 78%	57 86%	747 78%	85 79%	328 87%	24 86%	2346 84%	265 86%
Practical	4428 81%	486 81%	683 83%	77 86% H	396 78%	57 86% H	758 79%	78 72%	307 81%	20 71%	2284 82%	254 82% H
Helpful	4387 80%	500 83%	644 78%	78 87%	355 70%	53 80%	710 74%	86 80%	324 86%	26 93%	2354 85%	257 83%
Trustworthy	4385 80%	494 82%	626 76%	70 78%	384 76%	58 88% E	731 76%	83 77%	332 88%	21 75%	2312 83%	262 85%
Technical	4200 77%	472 79%	598 72%	68 76%	385 76%	54 82%	677 70%	75 69%	296 78%	16 57%	2244 81%	259 84% H
For people like me	4011 74%	436 73%	592 72%	66 73%	328 65%	45 68%	649 67%	75 69%	295 78%	19 68%	2147 77%	231 75%
Interesting	3873 71%	441 74%	525 64%	59 66%	359 71%	52 79%	633 66%	73 68%	292 77%	18 64%	2064 74%	239 78% DH
Innovative	3696 68%	411 69%	481 58%	44 49%	296 58%	43 65% D	568 59%	62 57%	301 80%	20 71%	2050 74%	242 79% DFH
Cutting edge	3395 62%	368 61%	391 47%	37 41%	215 42%	24 36%	583 61%	65 60% DF	271 72%	20 71%	1935 70%	222 72% DFH
Exciting	2916 53%	318 53%	339 41%	37 41%	230 45%	37 56%	396 41%	45 42%	270 71%	11 39%	1681 61%	188 61% DH
Overwhelming	2487 46%	258 43%	202 24%	21 23%	141 28%	17 26%	277 29%	28 26%	214 57%	16 57%	1653 60%	176 57% DFH
Extreme	2362 43%	244 41%	217 26%	16 18%	156 31%	20 30%	325 34%	36 33% D	217 57%	14 50%	1447 52%	158 51% DFH
Unconventional	2173 40%	250 42%	290 35%	25 28%	213 42%	29 44% D	317 33%	37 34%	174 46%	10 36%	1179 42%	149 48% KDH
Confusing	1682 31%	206 34%	234 28%	27 30%	121 24%	13 20%	296 31%	29 27%	91 24%	7 25%	940 34%	130 42% KDFH

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Confusing	3770 69%	394 66%	592 72%	63 70% L	386 76%	53 80% L	667 69%	79 73% L	287 76%	21 75%	1838 66% L	178 58%
Unconventional	3279 60%	350 58%	536 65%	65 72% FL	294 58%	37 56%	646 67%	71 66% L	204 54%	18 64%	1599 58% L	159 52%
Extreme	3090 57%	356 59%	609 74%	74 82% HL	351 69%	46 70% L	638 66%	72 67% L	161 43%	14 50%	1331 48% L	150 49%
Overwhelming	2965 54%	342 57%	624 76%	69 77% L	366 72%	49 74% L	686 71%	80 74% L	164 43%	12 43%	1125 40% L	132 43%
Exciting	2536 47%	282 47%	487 59%	53 59% L	277 55%	29 44%	567 59%	63 58% L	108 29%	17 61%	1097 39% L	120 39%
Cutting edge	2057 38%	232 39%	435 53%	53 59% HL	292 58%	42 64% HL	380 39%	43 40% L	107 28%	8 29%	843 30% L	86 28%
Innovative	1756 32%	189 32%	345 42%	46 51% FL	211 42%	23 35% L	395 41%	46 43% L	77 20%	8 29%	728 26% L	66 21%
Interesting	1579 29%	159 27%	301 36%	31 34% L	148 29%	14 21%	330 34%	35 32% L	86 23%	10 36%	714 26% L	69 22%
For people like me	1441 26%	164 27%	234 28%	24 27%	179 35%	21 32%	314 33%	33 31%	83 22%	9 32%	631 23% L	77 25%
Technical	1252 23%	128 21%	228 28%	22 24%	122 24%	12 18%	286 30%	33 31% L	82 22%	12 43%	534 19% L	49 16%
Trustworthy	1067 20%	106 18%	200 24%	20 22%	123 24% F	8 12%	232 24%	25 23% L	46 12%	7 25%	466 17% L	46 15%
Helpful	1065 20%	100 17%	182 22%	12 13%	152 30%	13 20%	253 26%	22 20% L	54 14%	2 7%	424 15% L	51 17%
Practical	1024 19%	114 19%	143 17%	13 14%	111 22%	9 14%	205 21% DFL	30 28% L	71 19%	8 29%	494 18% L	54 18%
Informative	969 18%	91 15%	160 19%	12 13%	111 22%	9 14%	216 22%	23 21% L	50 13%	4 14%	432 16% L	43 14%
Useful	879 16%	89 15%	137 17%	11 12%	106 21%	9 14%	213 22%	22 20% L	37 10%	4 14%	386 14% L	43 14%

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	3696 68%	411 69%	481 58%	44 49%	296 58%	43 65% D	568 59%	62 57%	301 80%	20 71%	2050 74%	242 79% DFH
Describes very well	1272 23%	155 26%	132 16%	12 13%	106 21%	12 18%	136 14%	19 18%	141 37%	7 25%	757 27%	105 34% KDFH
Describes somewhat well	2424 44%	256 43%	349 42%	32 36%	190 37%	31 47%	432 45%	43 40%	160 42%	13 46%	1293 47%	137 44%
BOTTOM 2 BOX (NET)	1756 32%	189 32%	345 42%	46 51% FL	211 42%	23 35% L	395 41%	46 43% L	77 20%	8 29%	728 26%	66 21%
Does not describe very well	1271 23%	136 23%	214 26%	34 38% CFL	128 25%	14 21%	284 29%	33 31% L	48 13%	5 18%	597 21% L	50 16%
Does not describe at all	485 9%	53 9%	131 16%	12 13% L	83 16%	9 14% L	111 12%	13 12% L	29 8%	3 11%	131 5%	16 5%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	3395 62%	368 61%	391 47%	37 41%	215 42%	24 36%	583 61%	65 60% DF	271 72%	20 71%	1935 70%	222 72% DFH
Describes very well	1097 20%	114 19%	104 13%	6 7%	70 14%	5 8%	142 15%	19 18% D	114 30%	8 29%	667 24%	76 25% DF
Describes somewhat well	2298 42%	254 42%	287 35%	31 34%	145 29%	19 29%	441 46%	46 43%	157 42%	12 43%	1268 46%	146 47% DF
BOTTOM 2 BOX (NET)	2057 38%	232 39%	435 53%	53 59% HL	292 58%	42 64% HL	380 39%	43 40% L	107 28%	8 29%	843 30%	86 28%
Does not describe very well	1483 27%	164 27%	277 34%	37 41% L	154 30%	23 35% L	275 29%	33 31%	72 19%	5 18%	705 25%	66 21%
Does not describe at all	574 11%	68 11%	158 19%	16 18% L	138 27%	19 29% HL	105 11%	10 9%	35 9%	3 11%	138 5%	20 6%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	2362 43%	244 41%	217 26%	16 18%	156 31%	20 30%	325 34%	36 33% D	217 57%	14 50%	1447 52%	158 51% DFH
Describes very well	700 13%	87 15%	42 5%	4 4%	39 8%	8 12%	72 7%	7 6%	90 24%	7 25%	457 16%	61 20% DH
Describes somewhat well	1662 30% B	157 26%	175 21%	12 13%	117 23%	12 18%	253 26%	29 27% D	127 34%	7 25%	990 36%	97 31% DF
BOTTOM 2 BOX (NET)	3090 57%	356 59%	609 74%	74 82% HL	351 69%	46 70% L	638 66%	72 67% L	161 43%	14 50%	1331 48%	150 49%
Does not describe very well	1913 35%	206 34%	325 39%	37 41%	173 34%	26 39%	366 38%	37 34%	100 26%	6 21%	949 34%	100 32%
Does not describe at all	1177 22%	150 25%	284 34%	37 41% L	178 35%	20 30% L	272 28%	35 32% L	61 16%	8 29%	382 14%	50 16%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	4385 80%	494 82%	626 76%	70 78%	384 76%	58 88% E	731 76%	83 77%	332 88%	21 75%	2312 83%	262 85%
Describes very well	1848 34%	224 37%	227 27%	27 30%	194 38%	28 42% H	213 22%	30 28%	188 50%	11 39%	1026 37%	128 42% DH
Describes somewhat well	2537 47%	270 45%	399 48%	43 48%	190 37%	30 45%	518 54%	53 49%	144 38%	10 36%	1286 46%	134 44%
BOTTOM 2 BOX (NET)	1067 20%	106 18%	200 24%	20 22%	123 24% F	8 12%	232 24%	25 23%	46 12%	7 25%	466 17%	46 15%
Does not describe very well	805 15%	83 14%	137 17%	18 20% FL	72 14%	5 8%	174 18%	18 17%	33 9%	6 21%	389 14%	36 12%
Does not describe at all	262 5%	23 4%	63 8%	2 2%	51 10%	3 5%	58 6%	7 6%	13 3%	1 4%	77 3%	10 3%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	2173 40%	250 42%	290 35%	25 28%	213 42%	29 44% D	317 33%	37 34%	174 46%	10 36%	1179 42%	149 48% KDH
Describes very well	569 10%	74 12%	82 10%	7 8%	83 16%	8 12%	58 6%	8 7%	52 14%	2 7%	294 11%	49 16% KH
Describes somewhat well	1604 29%	176 29%	208 25%	18 20%	130 26%	21 32%	259 27%	29 27%	122 32%	8 29%	885 32%	100 32% D
BOTTOM 2 BOX (NET)	3279 60%	350 58%	536 65%	65 72% FL	294 58%	37 56%	646 67%	71 66% L	204 54%	18 64%	1599 58% L	159 52%
Does not describe very well	2116 39% B	205 34%	294 36%	31 34%	146 29%	14 21%	401 42%	45 42% F	129 34%	9 32%	1146 41% L	106 34% F
Does not describe at all	1163 21%	145 24%	242 29%	34 38% HL	148 29%	23 35% L	245 25%	26 24%	75 20%	9 32%	453 16%	53 17%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	4428 81%	486 81%	683 83%	77 86% H	396 78%	57 86% H	758 79%	78 72%	307 81%	20 71%	2284 82%	254 82% H
Describes very well	1710 31%	207 35%	256 31%	30 33%	196 39%	33 50% DHL	210 22%	26 24%	158 42%	10 36%	890 32%	108 35% H
Describes somewhat well	2718 50%	279 47%	427 52%	47 52%	200 39%	24 36%	548 57%	52 48%	149 39%	10 36%	1394 50%	146 47%
BOTTOM 2 BOX (NET)	1024 19%	114 19%	143 17%	13 14%	111 22%	9 14%	205 21%	30 28% DFL	71 19%	8 29%	494 18%	54 18%
Does not describe very well	751 14%	91 15%	83 10%	10 11%	69 14%	7 11%	140 15%	21 19%	52 14%	6 21%	407 15%	47 15%
Does not describe at all	273 5%	23 4%	60 7%	3 3%	42 8%	2 3%	65 7%	9 8% L	19 5%	2 7%	87 3%	7 2%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	4200 77%	472 79%	598 72%	68 76%	385 76%	54 82%	677 70%	75 69%	296 78%	16 57%	2244 81%	259 84% H
Describes very well	1557 29%	196 33% A	202 24%	20 22%	188 37%	28 42% DH	184 19%	26 24%	149 39%	9 32%	834 30%	113 37% KDH
Describes somewhat well	2643 48%	276 46%	396 48%	48 53%	197 39%	26 39%	493 51%	49 45%	147 39%	7 25%	1410 51%	146 47%
BOTTOM 2 BOX (NET)	1252 23%	128 21%	228 28%	22 24%	122 24%	12 18%	286 30%	33 31% L	82 22%	12 43%	534 19%	49 16%
Does not describe very well	948 17%	98 16%	159 19%	20 22% L	74 15%	10 15%	215 22%	25 23% L	62 16%	8 29%	438 16% L	35 11%
Does not describe at all	304 6%	30 5%	69 8% D	2 2%	48 9%	2 3%	71 7%	8 7%	20 5%	4 14%	96 3% L	14 5%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	1682 31%	206 34%	234 28%	27 30%	121 24%	13 20%	296 31%	29 27%	91 24%	7 25%	940 34%	130 42%
Describes very well	456 8%	67 11% A	58 7%	8 9%	42 8%	6 9%	75 8%	8 7%	37 10%	1 4%	244 9%	44 14% K
Describes somewhat well	1226 22%	139 23%	176 21%	19 21%	79 16%	7 11%	221 23%	21 19%	54 14%	6 21%	696 25%	86 28% F
BOTTOM 2 BOX (NET)	3770 69%	394 66%	592 72%	63 70% L	386 76%	53 80% L	667 69%	79 73% L	287 76%	21 75%	1838 66% L	178 58%
Does not describe very well	2100 39%	230 38%	304 37%	39 43%	177 35%	27 41%	377 39%	45 42%	129 34%	9 32%	1113 40%	110 36%
Does not describe at all	1670 31%	164 27%	288 35%	24 27%	209 41%	26 39% L	290 30%	34 31%	158 42%	12 43%	725 26%	68 22%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	2487 46%	258 43%	202 24%	21 23%	141 28%	17 26%	277 29%	28 26%	214 57%	16 57%	1653 60%	176 57% DFH
Describes very well	832 15%	80 13%	57 7%	3 3%	45 9%	2 3%	54 6%	4 4%	112 30%	7 25%	564 20%	64 21% DFH
Describes somewhat well	1655 30%	178 30%	145 18%	18 20%	96 19%	15 23%	223 23%	24 22%	102 27%	9 32%	1089 39%	112 36% DFH
BOTTOM 2 BOX (NET)	2965 54%	342 57%	624 76%	69 77% L	366 72%	49 74% L	686 71%	80 74% L	164 43%	12 43%	1125 40%	132 43%
Does not describe very well	1805 33%	196 33%	325 39%	36 40% L	191 38%	22 33%	366 38%	48 44% L	102 27%	5 18%	821 30%	85 28%
Does not describe at all	1160 21%	146 24%	299 36%	33 37% L	175 35%	27 41% L	320 33%	32 30% L	62 16%	7 25%	304 11%	47 15% K
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	4573 84%	511 85%	689 83%	79 88%	401 79%	57 86%	750 78%	86 80%	341 90%	24 86%	2392 86%	265 86%
Describes very well	1945 36%	232 39%	279 34%	31 34%	211 42%	30 45% H	211 22%	28 26%	192 51%	13 46%	1052 38%	130 42% H
Describes somewhat well	2628 48%	279 47%	410 50%	48 53%	190 37%	27 41%	539 56%	58 54%	149 39%	11 39%	1340 48%	135 44%
BOTTOM 2 BOX (NET)	879 16%	89 15%	137 17%	11 12%	106 21%	9 14%	213 22%	22 20%	37 10%	4 14%	386 14%	43 14%
Does not describe very well	653 12%	70 12%	87 11%	9 10%	65 13%	6 9%	158 16%	16 15%	26 7%	2 7%	317 11%	37 12%
Does not describe at all	226 4%	19 3%	50 6%	2 2%	41 8%	3 5%	55 6%	6 6%	11 3%	2 7%	69 2%	6 2%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	4011 74%	436 73%	592 72%	66 73%	328 65%	45 68%	649 67%	75 69%	295 78%	19 68%	2147 77%	231 75%
Describes very well	1492 27%	201 34% A	210 25%	30 33% H	160 32%	28 42% H	170 18%	22 20%	166 44%	9 32%	786 28%	112 36% KH
Describes somewhat well	2519 46% B	235 39%	382 46%	36 40%	168 33%	17 26%	479 50%	53 49% F	129 34%	10 36%	1361 49% L	119 39% F
BOTTOM 2 BOX (NET)	1441 26%	164 27%	234 28%	24 27%	179 35%	21 32%	314 33%	33 31%	83 22%	9 32%	631 23%	77 25%
Does not describe very well	1024 19%	119 20%	149 18%	19 21%	97 19%	13 20%	211 22%	22 20%	55 15%	6 21%	512 18%	59 19%
Does not describe at all	417 8%	45 8%	85 10%	5 6%	82 16%	8 12%	103 11%	11 10%	28 7%	3 11%	119 4%	18 6%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	3873 71%	441 74%	525 64%	59 66%	359 71%	52 79%	633 66%	73 68%	292 77%	18 64%	2064 74%	239 78% DH
Describes very well	1314 24%	174 29% A	153 19%	21 23%	137 27%	24 36% H	156 16%	20 19%	142 38%	7 25%	726 26%	102 33% KH
Describes somewhat well	2559 47%	267 45%	372 45%	38 42%	222 44%	28 42%	477 50%	53 49%	150 40%	11 39%	1338 48%	137 44%
BOTTOM 2 BOX (NET)	1579 29%	159 27%	301 36%	31 34% L	148 29%	14 21%	330 34%	35 32% L	86 23%	10 36%	714 26%	69 22%
Does not describe very well	1158 21%	116 19%	200 24%	24 27% L	84 17%	10 15%	225 23%	25 23%	64 17%	6 21%	585 21%	51 17%
Does not describe at all	421 8%	43 7%	101 12%	7 8%	64 13%	4 6%	105 11%	10 9%	22 6%	4 14%	129 5%	18 6%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	2916 53%	318 53%	339 41%	37 41%	230 45%	37 56%	396 41%	45 42%	270 71%	11 39%	1681 61%	188 61% DH
Describes very well	952 17%	112 19%	80 10%	6 7%	86 17%	6 9%	89 9%	10 9%	127 34%	5 18%	570 21%	85 28% KDFH
Describes somewhat well	1964 36%	206 34%	259 31%	31 34%	144 28%	31 47% EL	307 32%	35 32%	143 38%	6 21%	1111 40% L	103 33%
BOTTOM 2 BOX (NET)	2536 47%	282 47%	487 59%	53 59% L	277 55%	29 44%	567 59%	63 58% L	108 29%	17 61%	1097 39%	120 39%
Does not describe very well	1691 31%	189 32%	283 34%	36 40%	138 27%	18 27%	370 38%	45 42% L	72 19%	9 32%	828 30%	81 26%
Does not describe at all	845 15%	93 16%	204 25%	17 19%	139 27%	11 17%	197 20%	18 17%	36 10%	8 29%	269 10%	39 13%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	4387 80%	500 83%	644 78%	78 87%	355 70%	53 80%	710 74%	86 80%	324 86%	26 93%	2354 85%	257 83%
Describes very well	1729 32%	218 36% A	223 27%	30 33%	148 29%	19 29%	202 21%	26 24%	180 48%	19 68%	976 35%	124 40% H
Describes somewhat well	2658 49%	282 47%	421 51%	48 53%	207 41%	34 52%	508 53%	60 56% L	144 38%	7 25%	1378 50% L	133 43%
BOTTOM 2 BOX (NET)	1065 20%	100 17%	182 22%	12 13%	152 30%	13 20%	253 26%	22 20%	54 14%	2 7%	424 15%	51 17%
Does not describe very well	775 14%	81 14%	123 15%	11 12%	89 18%	10 15%	179 19%	16 15%	37 10%	2 7%	347 12%	42 14%
Does not describe at all	290 5% B	19 3%	59 7% D	1 1%	63 12%	3 5%	74 8%	6 6%	17 4%	-	77 3%	9 3%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	4483 82%	509 85%	666 81%	78 87%	396 78%	57 86%	747 78%	85 79%	328 87%	24 86%	2346 84%	265 86%
Describes very well	1869 34%	241 40% A	242 29%	29 32%	202 40%	34 52% DH	212 22%	30 28%	192 51%	14 50%	1021 37%	134 44% KH
Describes somewhat well	2614 48%	268 45%	424 51%	49 54% FL	194 38%	23 35%	535 56%	55 51% F	136 36%	10 36%	1325 48%	131 43%
BOTTOM 2 BOX (NET)	969 18%	91 15%	160 19%	12 13%	111 22%	9 14%	216 22%	23 21%	50 13%	4 14%	432 16%	43 14%
Does not describe very well	715 13%	74 12%	99 12%	11 12%	69 14%	6 9%	154 16%	17 16%	36 10%	4 14%	357 13%	36 12%
Does not describe at all	254 5% B	17 3%	61 7% D	1 1%	42 8%	3 5%	62 6%	6 6%	14 4%	-	75 3%	7 2%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

1. .com

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Strict purchase restrictions should be required	1500 28%	155 26%	202 24%	18 20%	134 26%	16 24%	187 19%	18 17%	135 36%	6 21%	842 30%	97 31% DH
Some purchase restrictions should be required	2163 40%	223 37%	337 41%	38 42%	185 36%	24 36%	426 44%	41 38%	116 31%	9 32%	1099 40%	111 36%
No purchase restrictions should be required	1789 33%	222 37% A	287 35%	34 38%	188 37%	26 39%	350 36%	49 45% L	127 34%	13 46%	837 30%	100 32%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Strict purchase restrictions should be required	1260 23% B	110 18%	186 23% D	12 13%	115 23%	11 17%	170 18% H	11 10%	114 30%	6 21%	675 24%	70 23% H
Some purchase restrictions should be required	2648 49%	312 52%	394 48%	57 63% CHL	227 45%	35 53%	493 51%	53 49%	160 42%	11 39%	1374 49%	156 51%
No purchase restrictions should be required	1544 28%	178 30%	246 30%	21 23%	165 33%	20 30%	300 31%	44 41% GDL	104 28%	11 39%	729 26%	82 27%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Strict purchase restrictions should be required	1174 22%	126 21%	208 25%	27 30% HL	124 24%	25 38% EHL	178 18%	16 15%	108 29%	7 25%	556 20%	51 17%
Some purchase restrictions should be required	2772 51% B	270 45%	380 46%	39 43%	227 45%	23 35%	498 52%	46 43%	158 42%	14 50%	1509 54% L	148 48%
No purchase restrictions should be required	1506 28%	204 34% A	238 29%	24 27%	156 31%	18 27%	287 30%	46 43% GDF	112 30%	7 25%	713 26%	109 35% K
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

4. .org

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Strict purchase restrictions should be required	1852 34%	180 30%	332 40%	54 60% CFHL	199 39%	21 32% H	249 26% H	18 17%	152 40%	8 29%	920 33% L	79 26%
Some purchase restrictions should be required	2359 43%	260 43%	303 37%	24 27%	163 32%	25 38%	462 48%	51 47% D	147 39%	13 46%	1284 46%	147 48% D
No purchase restrictions should be required	1241 23%	160 27% A	191 23% D	12 13%	145 29%	20 30% D	252 26%	39 36% GD	79 21%	7 25%	574 21%	82 27% KD
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	996	110	**	**	**	**	**	**	**	**	996	110
Strict purchase restrictions should be required	299 30%	37 34%	-	-	-	-	-	-	-	-	299 30%	37 34%
Some purchase restrictions should be required	425 43%	39 35%	-	-	-	-	-	-	-	-	425 43%	39 35%
No purchase restrictions should be required	272 27%	34 31%	-	-	-	-	-	-	-	-	272 27%	34 31%
Sigma	996 100%	110 100%	-	-	-	-	-	-	-	-	996 100%	110 100%

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

6. .vn

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	93*	11**	-**	-**	-**	-**	-**	-**	-**	-**	93*	11**
Strict purchase restrictions should be required	35 38%	4 36%	-	-	-	-	-	-	-	-	35 38%	4 36%
Some purchase restrictions should be required	45 48%	6 55%	-	-	-	-	-	-	-	-	45 48%	6 55%
No purchase restrictions should be required	13 14%	1 9%	-	-	-	-	-	-	-	-	13 14%	1 9%
Sigma	93 100%	11 100%	-	-	-	-	-	-	-	-	93 100%	11 100%

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

7. .ph

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	184	22**	**	**	**	**	**	**	**	**	184	22**
Strict purchase restrictions should be required	97 53%	9 41%	-	-	-	-	-	-	-	-	97 53%	9 41%
Some purchase restrictions should be required	67 36%	11 50%	-	-	-	-	-	-	-	-	67 36%	11 50%
No purchase restrictions should be required	20 11%	2 9%	-	-	-	-	-	-	-	-	20 11%	2 9%
Sigma	184 100%	22 100%	-	-	-	-	-	-	-	-	184 100%	22 100%

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	315	35*	**	**	**	**	**	**	**	**	315	35*
Strict purchase restrictions should be required	79 25%	6 17%	-	-	-	-	-	-	-	-	79 25%	6 17%
Some purchase restrictions should be required	149 47%	16 46%	-	-	-	-	-	-	-	-	149 47%	16 46%
No purchase restrictions should be required	87 28%	13 37%	-	-	-	-	-	-	-	-	87 28%	13 37%
Sigma	315 100%	35 100%	-	-	-	-	-	-	-	-	315 100%	35 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - D/F/H/J/L
Overlap formulae used. * small base; ** 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	183	20**	**	**	**	**	**	**	**	**	183	20**
Strict purchase restrictions should be required	59 32%	4 20%	-	-	-	-	-	-	-	-	59 32%	4 20%
Some purchase restrictions should be required	61 33%	11 55%	-	-	-	-	-	-	-	-	61 33%	11 55%
No purchase restrictions should be required	63 34%	5 25%	-	-	-	-	-	-	-	-	63 34%	5 25%
Sigma	183 100%	20 100%	-	-	-	-	-	-	-	-	183 100%	20 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	231	25**	**	**	**	**	**	**	**	**	231	25**
Strict purchase restrictions should be required	50 22%	1 4%	-	-	-	-	-	-	-	-	50 22%	1 4%
Some purchase restrictions should be required	68 29%	11 44%	-	-	-	-	-	-	-	-	68 29%	11 44%
No purchase restrictions should be required	113 49%	13 52%	-	-	-	-	-	-	-	-	113 49%	13 52%
Sigma	231 100%	25 100%	-	-	-	-	-	-	-	-	231 100%	25 100%

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

11. .in

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	595	65*	**	**	**	**	**	**	**	**	595	65*
Strict purchase restrictions should be required	245 41%	19 29%	-	-	-	-	-	-	-	-	245 41%	19 29%
Some purchase restrictions should be required	219 37%	29 45%	-	-	-	-	-	-	-	-	219 37%	29 45%
No purchase restrictions should be required	131 22%	17 26%	-	-	-	-	-	-	-	-	131 22%	17 26%
Sigma	595 100%	65 100%	-	-	-	-	-	-	-	-	595 100%	65 100%

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

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

8 Jun 2016
Table 76

12. .id

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	181	20**	**	**	**	**	**	**	**	**	181	20**
Strict purchase restrictions should be required	52 29%	8 40%	-	-	-	-	-	-	-	-	52 29%	8 40%
Some purchase restrictions should be required	69 38%	7 35%	-	-	-	-	-	-	-	-	69 38%	7 35%
No purchase restrictions should be required	60 33%	5 25%	-	-	-	-	-	-	-	-	60 33%	5 25%
Sigma	181 100%	20 100%	-	-	-	-	-	-	-	-	181 100%	20 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	192	8**	**	**	**	**	**	**	192	8**	**	**
Strict purchase restrictions should be required	74 39%	2 25%	-	-	-	-	-	-	74 39%	2 25%	-	-
Some purchase restrictions should be required	76 40%	4 50%	-	-	-	-	-	-	76 40%	4 50%	-	-
No purchase restrictions should be required	42 22%	2 25%	-	-	-	-	-	-	42 22%	2 25%	-	-
Sigma	192 100%	8 100%	-	-	-	-	-	-	192 100%	8 100%	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	90*	10**	-**	-**	-**	-**	-**	-**	90*	10**	-**	-**
Strict purchase restrictions should be required	27 30%	-	-	-	-	-	-	-	27 30%	-	-	-
Some purchase restrictions should be required	39 43%	5 50%	-	-	-	-	-	-	39 43%	5 50%	-	-
No purchase restrictions should be required	24 27%	5 50%	-	-	-	-	-	-	24 27%	5 50%	-	-
Sigma	90 100%	10 100%	-	-	-	-	-	-	90 100%	10 100%	-	-

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

8 Jun 2016
 Table 79

15. .eg

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	96*	10**	-**	-**	-**	-**	-**	-**	96*	10**	-**	-**
Strict purchase restrictions should be required	24 25%	3 30%	-	-	-	-	-	-	24 25%	3 30%	-	-
Some purchase restrictions should be required	41 43%	3 30%	-	-	-	-	-	-	41 43%	3 30%	-	-
No purchase restrictions should be required	31 32%	4 40%	-	-	-	-	-	-	31 32%	4 40%	-	-
Sigma	96 100%	10 100%	-	-	-	-	-	-	96 100%	10 100%	-	-

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

16. .co

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	93*	18**	-**	-**	93*	18**	-**	-**	-**	-**	-**	-**
Strict purchase restrictions should be required	24 26%	4 22%	-	-	24 26%	4 22%	-	-	-	-	-	-
Some purchase restrictions should be required	40 43%	9 50%	-	-	40 43%	9 50%	-	-	-	-	-	-
No purchase restrictions should be required	29 31%	5 28%	-	-	29 31%	5 28%	-	-	-	-	-	-
Sigma	93 100%	18 100%	-	-	93 100%	18 100%	-	-	-	-	-	-

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

8 Jun 2016
Table 81

17. .ar

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	93*	10**	-**	-**	93*	10**	-**	-**	-**	-**	-**	-**
Strict purchase restrictions should be required	22 24%	2 20%	-	-	22 24%	2 20%	-	-	-	-	-	-
Some purchase restrictions should be required	32 34%	5 50%	-	-	32 34%	5 50%	-	-	-	-	-	-
No purchase restrictions should be required	39 42%	3 30%	-	-	39 42%	3 30%	-	-	-	-	-	-
Sigma	93 100%	10 100%	-	-	93 100%	10 100%	-	-	-	-	-	-

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

18. .br

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	321	38*	**	**	321	38*	**	**	**	**	**	**
Strict purchase restrictions should be required	88 27%	10 26%	-	-	88 27%	10 26%	-	-	-	-	-	-
Some purchase restrictions should be required	117 36%	12 32%	-	-	117 36%	12 32%	-	-	-	-	-	-
No purchase restrictions should be required	116 36%	16 42%	-	-	116 36%	16 42%	-	-	-	-	-	-
Sigma	321 100%	38 100%	-	-	321 100%	38 100%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - D/F/H/J/L
Overlap formulae used. * small base; ** 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	90*	10**	-**	-**	-**	-**	90*	10**	-**	-**	-**	-**
Strict purchase restrictions should be required	15 17%	3 30%	-	-	-	-	15 17%	3 30%	-	-	-	-
Some purchase restrictions should be required	41 46%	4 40%	-	-	-	-	41 46%	4 40%	-	-	-	-
No purchase restrictions should be required	34 38%	3 30%	-	-	-	-	34 38%	3 30%	-	-	-	-
Sigma	90 100%	10 100%	-	-	-	-	90 100%	10 100%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	95*	10**	-**	-**	-**	-**	95*	10**	-**	-**	-**	-**
Strict purchase restrictions should be required	37 39%	2 20%	-	-	-	-	37 39%	2 20%	-	-	-	-
Some purchase restrictions should be required	35 37%	4 40%	-	-	-	-	35 37%	4 40%	-	-	-	-
No purchase restrictions should be required	23 24%	4 40%	-	-	-	-	23 24%	4 40%	-	-	-	-
Sigma	95 100%	10 100%	-	-	-	-	95 100%	10 100%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	97*	11**	-**	-**	-**	-**	97*	11**	-**	-**	-**	-**
Strict purchase restrictions should be required	15 15%	1 9%	-	-	-	-	15 15%	1 9%	-	-	-	-
Some purchase restrictions should be required	49 51%	3 27%	-	-	-	-	49 51%	3 27%	-	-	-	-
No purchase restrictions should be required	33 34%	7 64%	-	-	-	-	33 34%	7 64%	-	-	-	-
Sigma	97 100%	11 100%	-	-	-	-	97 100%	11 100%	-	-	-	-

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

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 Table 86

22. .pl

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	92*	10**	-**	-**	-**	-**	92*	10**	-**	-**	-**	-**
Strict purchase restrictions should be required	17 18%	1 10%	-	-	-	-	17 18%	1 10%	-	-	-	-
Some purchase restrictions should be required	44 48%	5 50%	-	-	-	-	44 48%	5 50%	-	-	-	-
No purchase restrictions should be required	31 34%	4 40%	-	-	-	-	31 34%	4 40%	-	-	-	-
Sigma	92 100%	10 100%	-	-	-	-	92 100%	10 100%	-	-	-	-

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

8 Jun 2016
Table 87

23. .uk

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	180	21**	**	**	**	**	180	21**	**	**	**	**
Strict purchase restrictions should be required	51 28%	2 10%	-	-	-	-	51 28%	2 10%	-	-	-	-
Some purchase restrictions should be required	82 46%	11 52%	-	-	-	-	82 46%	11 52%	-	-	-	-
No purchase restrictions should be required	47 26%	8 38%	-	-	-	-	47 26%	8 38%	-	-	-	-
Sigma	180 100%	21 100%	-	-	-	-	180 100%	21 100%	-	-	-	-

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

24. .fr

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	181	21**	**	**	**	**	181	21**	**	**	**	**
Strict purchase restrictions should be required	24 13%	4 19%	-	-	-	-	24 13%	4 19%	-	-	-	-
Some purchase restrictions should be required	86 48%	10 48%	-	-	-	-	86 48%	10 48%	-	-	-	-
No purchase restrictions should be required	71 39%	7 33%	-	-	-	-	71 39%	7 33%	-	-	-	-
Sigma	181 100%	21 100%	-	-	-	-	181 100%	21 100%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	228	25**	**	**	**	**	228	25**	**	**	**	**
Strict purchase restrictions should be required	48 21%	6 24%	-	-	-	-	48 21%	6 24%	-	-	-	-
Some purchase restrictions should be required	83 36%	7 28%	-	-	-	-	83 36%	7 28%	-	-	-	-
No purchase restrictions should be required	97 43%	12 48%	-	-	-	-	97 43%	12 48%	-	-	-	-
Sigma	228 100%	25 100%	-	-	-	-	228 100%	25 100%	-	-	-	-

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

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Table 90

26. .us

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	461	50*	461	50*	**	**	**	**	**	**	**	**
Strict purchase restrictions should be required	156 34%	18 36%	156 34%	18 36%	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	204 44%	24 48%	204 44%	24 48%	-	-	-	-	-	-	-	-
No purchase restrictions should be required	101 22%	8 16%	101 22%	8 16%	-	-	-	-	-	-	-	-
Sigma	461 100%	50 100%	461 100%	50 100%	-	-	-	-	-	-	-	-

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

27. .ca

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	181	20**	181	20**	-**	-**	-**	-**	-**	-**	-**	-**
Strict purchase restrictions should be required	57 31%	8 40%	57 31%	8 40%	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	80 44%	8 40%	80 44%	8 40%	-	-	-	-	-	-	-	-
No purchase restrictions should be required	44 24%	4 20%	44 24%	4 20%	-	-	-	-	-	-	-	-
Sigma	181 100%	20 100%	181 100%	20 100%	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	184	20**	184	20**	-**	-**	-**	-**	-**	-**	-**	-**
Strict purchase restrictions should be required	53 29%	4 20%	53 29%	4 20%	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	71 39%	6 30%	71 39%	6 30%	-	-	-	-	-	-	-	-
No purchase restrictions should be required	60 33%	10 50%	60 33%	10 50%	-	-	-	-	-	-	-	-
Sigma	184 100%	20 100%	184 100%	20 100%	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
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% B	433 72%	700 85%	81 90% FHL	411 81%	47 71%	780 81%	81 75%	309 82%	21 75%	2263 81% L	203 66%
Requirements for validated credentials related to the gTLD (e.g., must be a licensed contractor to register a .builder domain)	4336 80% B	428 71%	645 78%	64 71%	365 72%	41 62%	754 78%	81 75%	296 78%	16 57%	2276 82% L	226 73%
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% B	433 72%	681 82%	69 77%	396 78%	48 73%	734 76%	78 72%	288 76%	22 79%	2219 80% L	216 70%
Requirements for local presence within a specific city, country, or region for a domain related to that place.	4121 76% B	370 62%	616 75% D	57 63% F	346 68% F	30 45%	735 76% H	70 65% F	278 74%	18 64%	2146 77% L	195 63% F

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

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Yes	4336 80% B	428 71%	645 78%	64 71%	365 72%	41 62%	754 78%	81 75%	296 78%	16 57%	2276 82% L	226 73%
No	1116 20%	172 29% A	181 22%	26 29%	142 28%	25 38%	209 22%	27 25%	82 22%	12 43%	502 18%	82 27% K
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Yes	4463 82% B	433 72%	700 85%	81 90% FHL	411 81%	47 71%	780 81%	81 75%	309 82%	21 75%	2263 81% L	203 66%
No	989 18%	167 28% A	126 15%	9 10%	96 19%	19 29% D	183 19%	27 25% D	69 18%	7 25%	515 19%	105 34% KD
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Yes	4121 76% B	370 62%	616 75% D	57 63% F	346 68% F	30 45%	735 76% H	70 65% F	278 74%	18 64%	2146 77% L	195 63% F
No	1331 24%	230 38% A	210 25%	33 37% C	161 32%	36 55% EDH	228 24%	38 35% G	100 26%	10 36%	632 23%	113 37% K
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Yes	4318 79% B	433 72%	681 82%	69 77%	396 78%	48 73%	734 76%	78 72%	288 76%	22 79%	2219 80% L	216 70%
No	1134 21%	167 28% A	145 18%	21 23%	111 22%	18 27%	229 24%	30 28%	90 24%	6 21%	559 20%	92 30% K
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
More trustworthy	3830 70%	400 67%	557 67%	61 68%	406 80%	52 79% HL	570 59%	66 61%	283 75%	17 61%	2014 72% L	204 66%
Doesn't make a difference	899 16%	113 19%	147 18%	15 17% F	44 9%	3 5%	217 23%	27 25% F	63 17%	6 21%	428 15%	62 20% KF
Less trustworthy	197 4%	28 5%	25 3%	5 6%	22 4%	2 3%	44 5%	4 4%	15 4%	1 4%	91 3%	16 5%
Not sure	526 10%	59 10%	97 12%	9 10%	35 7%	9 14%	132 14%	11 10%	17 4%	4 14%	245 9%	26 8%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
RESEARCH (NET)	1205 22%	121 20%	192 23%	20 22% H	96 19%	13 20%	132 14%	10 9%	102 27%	5 18%	683 25%	73 24% H
Researching online/Internet searches	556 10%	53 9%	125 15%	10 11%	63 12%	3 5%	75 8%	7 6%	60 16%	2 7%	233 8%	31 10%
Check registration/If it's registered	265 5%	19 3%	15 2%	1 1%	10 2%	1 2%	13 1%	-	15 4%	1 4%	212 8%	16 5% H
Sites credibility/Being legitimate/trustworthy	187 3%	34 6% A	37 4%	8 9%	14 3%	5 8% E	23 2%	3 3%	10 3%	2 7%	103 4%	16 5%
Using specific sites that classify/provide information on sites (i.e., whois.org)	138 3%	8 1%	9 1%	-	7 1%	-	15 2%	1 1%	10 3%	-	97 3%	7 2%
If it's verified/Can be verified	75 1%	4 1%	9 1%	-	5 1%	2 3%	8 1%	-	6 2%	-	47 2%	2 1%
Other research mentions	53 1%	9 2%	8 1%	2 2%	3 1%	3 5% EH	4 *	-	8 2%	-	30 1%	4 1%
APPEARANCE/CONTENT (NET)	931 17%	141 24% A	162 20%	42 47% CHL	111 22%	22 33% EL	150 16%	28 26% GL	82 22%	7 25%	426 15%	42 14%
Content/Information on site	403 7%	55 9%	64 8%	13 14% CL	65 13%	9 14%	45 5%	10 9% G	33 9%	2 7%	196 7%	21 7%
Initial appearance/layout/design	157 3%	41 7% A	35 4%	11 12% CL	24 5%	7 11% EL	40 4%	11 10% GL	11 3%	3 11%	47 2%	9 3%
Look for contact information/Ability to contact site	82 2% B	3 1%	9 1%	1 1%	12 2%	-	7 1%	1 1%	9 2%	-	45 2%	1 *
Finding something wrong/suspicious/illegal	53 1%	6 1%	5 1%	-	2 *	2 3% E	4 *	1 1%	3 1%	-	39 1%	3 1%
Accuracy of information	52 1%	8 1%	6 1%	4 4% CL	5 1%	2 3% L	7 1%	1 1%	7 2%	-	27 1%	1 *
Correct spelling/grammar	41 1%	6 1%	17 2%	3 3% L	2 *	-	8 1%	1 1%	6 2%	-	8 *	2 1%
Owner/Registered owner of site	41 1%	11 2% A	10 1%	8 9% CHL	3 1%	2 3% EL	5 1%	-	5 1%	-	18 1%	1 *
Look for "About Us" section	35 1%	3 1%	2 *	1 1%	2 *	-	27 3%	1 1%	2 1%	-	2 *	1 *

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
From the services/What is offered	32 1%	6 1%	8 1%	4 4% CL	6 1%	-	3*	2 2% GL	3 1%	-	12*	-
Information/Personal information requested	16*	3 1%	2*	-	3 1%	-	3*	1 1%	4 1%	1 4%	4*	1*
Site requesting payments	13*	3 1%	3*	-	-	-	4*	-	2 1%	-	4*	3 1% K
Other appearance/content mentions	168 3%	29 5% A	37 4%	10 11% CL	14 3%	4 6%	25 3%	6 6%	14 4%	1 4%	78 3%	8 3%
DOMAIN/NAME/EXTENSION (NET)	785 14%	76 13%	121 15%	15 17%	101 20%	13 20% L	110 11%	17 16%	64 17%	2 7%	389 14% L	29 9%
Domain/Domain name/Name	370 7%	45 8%	55 7%	11 12% L	34 7%	8 12%	32 3%	8 7% G	27 7%	-	222 8%	18 6%
By it's extension	199 4%	20 3%	29 4%	4 4%	35 7%	4 6%	35 4%	3 3%	18 5%	1 4%	82 3%	8 3%
If it has "https"/Make sure the "S" is in the "https" link	163 3% B	7 1%	32 4%	-	22 4%	-	35 4%	4 4% L	20 5%	1 4%	54 2%	2 1%
Web address (Unspec.)	48 1%	2*	4*	-	12 2%	1 2% L	7 1%	1 1%	-	-	25 1%	-
Through URL	29 1%	4 1%	6 1%	-	7 1%	1 2%	5 1%	1 1%	1*	-	10*	2 1%
SSL/SSL certificate	8	-	1*	-	2*	-	2*	-	-	-	3	-
Other domain/name/extension mentions	15*	2*	-	-	2*	-	3*	1 1%	1*	-	9*	1*
SAFETY PROTOCOLS (NET)	775 14%	93 16%	123 15%	11 12%	98 19%	18 27% DHL	130 13%	16 15%	75 20%	6 21%	349 13%	42 14%
INTERNET SAFETY (SUB-NET)	245 4%	35 6%	33 4%	5 6%	33 7%	3 5%	34 4%	6 6%	26 7%	2 7%	119 4%	19 6%
Security certificate	157 3%	28 5% A	18 2%	3 3%	21 4%	2 3%	21 2%	5 5%	13 3%	2 7%	84 3%	16 5% K
Security (Unspec.)	73 1%	6 1%	12 1%	2 2%	9 2%	1 2%	10 1%	1 1%	12 3%	-	30 1%	2 1%
Other internet safety mentions	15*	1*	3*	-	3 1%	-	3*	-	1*	-	5*	1*

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
HARDWARE/SOFTWARE (SUB-NET)	228 4%	27 5%	54 7%	3 3%	26 5%	7 11% HL	37 4%	3 3%	8 2%	1 4%	103 4%	13 4%
Use of anti-virus software/virus protection	152 3%	19 3%	29 4%	2 2%	21 4%	7 11% EDHL	24 2%	1 1%	5 1%	-	73 3%	9 3%
Use of protection software/filter/program	58 1%	8 1%	18 2%	1 1%	2*	-	11 1%	2 2%	1*	1 4%	26 1%	4 1%
Malware/Spyware/Spam software	9*	1*	3*	-	1*	-	-	-	1*	-	4*	1*
Other hardware/software mentions	14*	1*	7 1%	1 1%	2*	-	2*	-	1*	-	2*	-
SYMBOLS/LOGOS (SUB-NET)	143 3%	12 2%	28 3%	2 2%	32 6%	1 2%	34 4%	5 5% L	16 4%	2 7%	33 1%	2 1%
Padlock symbol	96 2%	10 2%	18 2%	2 2%	28 6%	1 2%	23 2%	4 4% L	12 3%	2 7%	15 1%	1*
Security logos/symbols (Unspec.)	37 1% B	-	10 1%	-	3 1%	-	9 1%	-	2 1%	-	13*	-
Other symbols/logos mentions	10	2*	-	-	1*	-	2*	1 1%	2 1%	-	5*	1*
SITE SECURITY (SUB-NET)	114 2%	12 2%	9 1%	1 1%	5 1%	7 11% EDHL	16 2%	-	19 5%	1 4%	65 2%	3 1%
Terms and conditions	36 1%	6 1%	4*	1 1%	1*	2 3% E	8 1%	-	5 1%	-	18 1%	3 1%
Trademarks/Copyright	28 1%	1*	-	-	-	-	1*	-	3 1%	1 4%	24 1%	-
Other site security mentions	52 1%	5 1%	6 1%	-	4 1%	5 8% EDHL	7 1%	-	11 3%	-	24 1%	-
ALERTS/FLAGS/POP-UPS (SUB-NET)	96 2%	10 2%	11 1%	1 1%	8 2%	-	21 2%	2 2%	12 3%	-	44 2%	7 2%
Browser flags/Alerts if site is unsafe	42 1%	2*	4*	-	6 1%	-	10 1%	-	3 1%	-	19 1%	2 1%
Warnings/Warning tabs	29 1%	6 1%	4*	1 1%	-	-	5 1%	1 1%	5 1%	-	15 1%	4 1%
If site has pop-ups/unwanted offers	20*	2*	3*	-	-	-	5 1%	1 1%	3 1%	-	9*	1*

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Other alerts/flags/pop-up mentions	5	-	-	-	2	-	1	-	1	-	1	-
PUBLIC AWARENESS/RECOMMENDATIONS (NET)	579 11%	93 16% A	116 14%	13 14%	54 11%	11 17%	87 9%	17 16% G	48 13%	5 18%	274 10%	47 15% K
Reviews/Comments/Complaints/Compliments	269 5%	51 9% A	56 7%	7 8%	30 6%	8 12%	37 4%	9 8% G	26 7%	3 11%	120 4%	24 8% K
How well known site is/Reputation	217 4%	35 6% A	37 4%	7 8%	15 3%	3 5%	34 4%	5 5%	10 3%	2 7%	121 4%	18 6%
Family/Friends referral/recommendations	59 1%	12 2% A	22 3%	-	6 1%	3 5% ED	10 1%	1 1%	4 1%	-	17 1%	8 3% K
Through forums/blogs/articles	39 1%	3 1%	4	-	4 1%	-	7 1%	2 2%	6 2%	-	18 1%	1
Other public awareness/recommendations mentions	33 1%	1	9 1%	-	1	-	3	-	5 1%	-	15 1%	1
USAGE (NET)	298 5%	44 7%	61 7%	7 8%	22 4%	4 6%	47 5%	5 5%	14 4%	3 11%	154 6%	25 8%
By trying it out/visiting it	128 2%	23 4% A	20 2%	4 4%	7 1%	2 3%	22 2%	2 2%	9 2%	1 4%	70 3%	14 5% K
Prior use/experience with it	89 2%	8 1%	28 3%	2 2%	4 1%	-	15 2%	2 2%	1	-	41 1%	4 1%
Through site usage/Activity through users	28 1%	5 1%	4	-	4 1%	1 2%	3	-	1	-	16 1%	4 1%
Problems with links/broken links	20	4 1%	6 1%	1 1%	3 1%	-	-	1 1% G	1	1 4%	10	1
Other usage mentions	34 1%	4 1%	3	-	4 1%	1 2%	7 1%	-	2 1%	1 4%	18 1%	2 1%
MISCELLANEOUS (NET)	500 9%	56 9%	65 8%	11 12%	44 9%	7 11%	129 13%	11 10%	27 7%	1 4%	235 8%	26 8%
Don't/Cannot determine if a website is legitimate	263 5%	24 4%	19 2%	3 3%	19 4%	1 2%	78 8%	6 6%	14 4%	-	133 5%	14 5%
Common sense/Gut feeling	103 2%	5 1%	29 4%	1 1%	2	-	25 3%	-	4 1%	-	43 2%	4 1%
Through ads/advertisement	53 1%	20 3% A	6 1%	5 6% C	9 2%	4 6% E	13 1%	3 3%	3	1 4%	22 1%	7 2% K

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Quality/Reliability of site	36 1%	5 1%	7 1%	2 2% L	7 1%	1 2% L	8 1%	2 2% L	3 1%	-	11*	-
Other mentions	47 1%	2*	4*	-	7 1%	1 2%	7 1%	-	3 1%	-	26 1%	1*
Illegible data	183 3%	14 2%	17 2%	3 3%	6 1%	-	60 6%	5 5%	2 1%	-	98 4%	6 2%
None	122 2%	25 4% A	15 2%	-	5 1%	-	19 2%	3 3%	2 1%	1 4%	81 3%	21 7% KDF
Don't know	972 18% B	71 12%	131 16% D	5 6%	91 18%	6 9%	244 25%	20 19% D	44 12%	2 7%	462 17%	38 12%
Declined to answer	53 1% B	1	20 2%	-	-	-	7 1%	1 1%	3 1%	-	23 1%	-
Sigma	6780 124%	792 132%	1104 134%	144 160%	682 135%	103 156%	1176 122%	142 131%	499 132%	32 114%	3319 119%	371 120%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Yes	1841 34%	201 34%	198 24%	40 44% CFL	156 31%	17 26%	252 26%	39 36% G	174 46%	14 50%	1061 38% L	91 30%
No	3611 66%	399 67%	628 76% D	50 56%	351 69%	49 74% D	711 74% H	69 64%	204 54%	14 50%	1717 62%	217 70% KD
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

Base: Tried To Identify

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1841	201	198	40*	156	17**	252	39*	174	14**	1061	91*
ONLINE ACTIVITY (NET)	1205 65%	133 66%	129 65%	22 55%	112 72%	11 65%	169 67%	28 72%	130 75%	9 64%	665 63%	63 69%
SPECIFIC SITE SEARCH (SUB-NET)	514 28%	52 26%	56 28%	9 23%	41 26%	3 18%	74 29%	9 23%	62 36%	4 29%	281 26%	27 30%
Google	259 14%	31 15%	35 18%	7 18%	30 19%	2 12%	36 14%	4 10%	44 25%	4 29%	114 11%	14 15%
Whois search	101 5%	5 2%	17 9%	-	4 3%	-	27 11%	3 8%	13 7%	-	40 4%	2 2%
Baidu search	81 4%	9 4%	-	-	-	-	-	-	-	-	81 8%	9 10% DH
Go Daddy	8 *	-	3 2%	-	-	-	1 *	-	1 1%	-	3 *	-
DNS records	1 *	-	-	-	-	-	-	-	-	-	1 *	-
Other specific site search mentions	101 5%	8 4%	8 4%	2 5%	10 6%	1 6%	16 6%	2 5%	8 5%	-	59 6%	3 3%
GENERAL ONLINE ACTIVITY (SUB-NET)	487 26%	65 32%	49 25%	9 23%	55 35%	8 47%	72 29%	14 36%	44 25%	4 29%	267 25%	30 33%
Internet search/Search engine (Unspec.)	421 23%	51 25%	43 22%	8 20%	46 29%	7 41%	64 25%	10 26%	39 22%	3 21%	229 22%	23 25%
Wikipedia/Web Encyclopedia	31 2%	8 4% A	3 2%	-	2 1%	-	3 1%	3 8% G	2 1%	-	21 2%	5 5% K
Online/Internet tools (Unspec.)	20 1%	6 3% A	-	1 3% C	5 3%	-	3 1%	2 5%	1 1%	1 7%	11 1%	2 2%
Email	5 *	2 1%	2 1%	-	1 1%	1 6%	-	-	-	-	2 *	1 1%
Other general online activity mentions	15 1%	-	2 1%	-	1 1%	-	4 2%	-	2 1%	-	6 1%	-
SOURCE OF SEARCH (SUB-NET)	290 16% B	21 10%	35 18%	5 13%	30 19%	-	37 15%	7 18%	39 22%	1 7%	149 14%	8 9%
Domain/IP Address Search	87 5%	8 4%	8 4%	1 3%	9 6%	-	9 4%	3 8%	14 8%	1 7%	47 4%	3 3%

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

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

Base: Tried To Identify

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1841	201	198	40*	156	17**	252	39*	174	14**	1061	91*
Check website itself	59 3%	6 3%	14 7%	2 5%	5 3%	-	6 2%	2 5%	4 2%	-	30 3%	2 2%
HTML/Source Code	44 2%	2 1%	6 3%	1 3%	5 3%	-	10 4%	-	6 3%	-	17 2%	1 1%
Using specific sites that classify/provide information on sites	38 2%	1*	1 1%	1 3%	2 1%	-	4 2%	-	11 6%	-	20 2%	-
Social media/blogs	14 1%	1*	1 1%	-	3 2%	-	1*	1 3%	1 1%	-	8 1%	-
Hosting options	11 1%	-	1 1%	-	1 1%	-	2 1%	-	1 1%	-	6 1%	-
Online forums	8 0%	1	-	-	-	-	2 1%	-	2 1%	-	4 0%	1 1%
Other source of search mentions	53 3%	2 1%	8 4%	-	6 4%	-	4 2%	1 3%	3 2%	-	32 3%	1 1%
SITE ATTRIBUTES/TRAD EMARKS (NET)	384 21%	49 24%	51 26%	19 48% CL	37 24%	2 12%	67 27%	11 28%	37 21%	2 14%	192 18%	15 16%
Site contact information	95 5%	14 7%	20 10%	5 13% L	10 6%	1 6%	28 11%	5 13% L	10 6%	-	27 3%	3 3%
Owner of site/Who programmed/developed the website	66 4%	13 6% A	11 6%	3 8%	8 5%	-	8 3%	4 10% G	8 5%	1 7%	31 3%	5 5%
Company details/information	63 3%	4 2%	4 2%	2 5%	10 6%	-	19 8%	-	6 3%	-	24 2%	2 2%
Through the footer/Bottom of page	60 3%	13 6% A	12 6%	10 25% CHL	8 5%	-	6 2%	1 3%	14 8%	1 7%	20 2%	1 1%
Sites credibility/being legitimate/trustworthy	55 3%	6 3%	5 3%	2 5%	-	1 6%	1*	-	1 1%	-	48 5%	3 3%
Check registration/if it's registered/certificate	30 2%	-	4 2%	-	2 1%	-	4 2%	-	2 1%	-	18 2%	-
Security/Security certificate	14 1%	-	-	-	-	-	1*	-	-	-	13 1%	-
Trademarks/Copyright	10 1%	3 1%	3 2%	2 5% L	-	-	1*	-	1 1%	1 7%	5*	-
Age/History of website	9*	1*	2 1%	1 3%	1 1%	-	1*	-	-	-	5*	-

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

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

Base: Tried To Identify

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1841	201	198	40*	156	17**	252	39*	174	14**	1061	91*
Website's administrator	5	-	-	-	1	-	-	-	-	-	4	-
Credits for the page/website	1	1	-	-	-	-	1	-	-	-	-	1
Site's legal conditions	1	-	-	-	-	-	1	-	-	-	-	-
Privacy information link	-	-	-	-	-	-	-	-	-	-	-	-
Other site attributes/trademarks mentions	32 2%	3 1%	1 1%	-	2 1%	-	5 2%	2 5%	3 2%	-	21 2%	1 1%
Illegible data	52 3%	2 1%	1 1%	-	3 2%	-	15 6%	1 3%	1 1%	-	32 3%	1 1%
RESEARCH (NET)	28 2%	5 2%	3 2%	1 3%	5 3%	-	2 1%	1 3%	6 3%	1 7%	12 1%	2 2%
Research (Unspec.)	20 1%	4 2%	1 1%	1 3%	4 3%	-	2 1%	1 3%	3 2%	1 7%	10 1%	1 1%
Other research mentions	9	2 1%	2 1%	-	1 1%	-	-	-	4 2%	-	2	2 2%
MISCELLANEOUS (NET)	221 12% B	12 6%	23 12%	1 3%	17 11%	1 6%	12 5%	1 3%	16 9%	1 7%	153 14%	8 9%
Use of software/filter/program	52 3%	2 1%	4 2%	-	4 3%	-	1	-	1 1%	-	42 4%	2 2%
Reviews/Comments/Complaints/Compliments	24 1%	1	1 1%	-	2 1%	-	2 1%	1 3%	3 2%	-	16 2%	-
Good/Positive response mentions	21 1%	-	5 3%	-	-	-	1	-	3 2%	-	12 1%	-
Curiosity/I just wanted to know	20 1%	4 2%	2 1%	-	-	-	1	-	1 1%	-	16 2%	4 4%
Friend/Family Help	19 1%	-	4 2%	-	3 2%	-	2 1%	-	3 2%	-	7 1%	-
Tools/Development tools (Unspec.)	17 1%	2 1%	1 1%	-	1 1%	1 6%	-	-	2 1%	-	13 1%	1 1%
Information (Unspec.)	15 1%	1	-	-	1 1%	-	2 1%	-	-	-	12 1%	1 1%

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

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

Base: Tried To Identify

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1841	201	198	40*	156	17**	252	39*	174	14**	1061	91*
Various means/ways	14 1%	-	-	-	2 1%	-	2 1%	-	-	-	10 1%	-
Records/Record information	-	-	-	-	-	-	-	-	-	-	-	-
Other	42 2%	2 1%	6 3%	1 3%	4 3%	-	1	-	4 2%	1 7%	27 3%	-
OFFLINE ACTIVITY (NET)	17 1%	3 1%	1 1%	1 3%	5 3%	2 12%	2 1%	-	1 1%	-	8 1%	-
Telephone	11 1%	2 1%	1 1%	1 3%	5 3%	1 6%	-	-	-	-	5	-
Other offline activity mentions	6	1	-	-	-	1 6%	2 1%	-	1 1%	-	3	-
None	48 3%	5 2%	5 3%	-	-	2 12%	4 2%	-	-	-	39 4%	3 3%
Don't know	43 2%	6 3%	6 3%	1 3%	2 1%	-	7 3%	1 3%	-	1 7%	28 3%	3 3%
Declined to answer	26 1%	2 1%	7 4%	-	-	-	4 2%	-	1 1%	1 7%	14 1%	1 1%
Sigma	2237 122%	235 117%	260 131%	52 130%	204 131%	18 106%	314 125%	47 121%	224 129%	16 114%	1235 116%	102 112%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
CONSUMER DEMAND (NET)	1659 30%	171 29%	290 35%	38 42% HL	121 24%	25 38% EHL	280 29%	24 22%	102 27%	5 18%	866 31% L	79 26%
Availability/Ran out/Shortage of names/domains	621 11% B	51 9%	137 17%	18 20% FHL	17 3%	2 3%	104 11%	8 7%	36 10%	-	327 12% L	23 7%
It's needed/Growing demand	560 10% B	43 7%	97 12% D	2 2%	47 9%	7 11% D	92 10%	5 5%	40 11%	1 4%	284 10% D	28 9% D
Create new/additional domains/websites	275 5%	44 7% A	33 4%	8 9% C	28 6%	11 17% EL	45 5%	8 7%	13 3%	1 4%	156 6% D	16 5%
Provide/Offer new/variety /choices/options	185 3%	31 5% A	29 4%	9 10% CL	17 3%	5 8%	34 4%	5 5%	16 4%	1 4%	89 3% D	11 4%
To customize/add personality/meet specific needs	150 3%	19 3%	25 3%	3 3%	17 3%	3 5%	21 2%	2 2%	9 2%	2 7%	78 3% D	9 3%
Other consumer demand mentions	10	2	-	-	1	-	2	-	-	-	7	2 1%
PROVIDE STRUCTURE (NET)	988 18%	113 19%	167 20%	20 22%	112 22%	18 27% H	130 13%	15 14%	76 20%	2 7%	503 18% L	58 19%
To identify/differentiate between businesses/sites	414 8%	51 9%	60 7%	9 10%	59 12%	9 14% H	51 5%	5 5%	31 8%	-	213 8% L	28 9%
Too many/Large volume of sites/domains	282 5%	21 4%	59 7%	3 3%	24 5%	1 2%	44 5%	5 5%	24 6%	-	131 5% L	12 4%
To organize/categorize the internet	204 4%	30 5%	38 5%	4 4%	20 4%	6 9%	27 3%	3 3%	11 3%	2 7%	108 4% L	15 5%
Reduce redundancy/sites with the same name	70 1%	7 1%	9 1%	4 4% CHL	6 1%	1 2%	11 1%	-	6 2%	-	38 1% L	2 1%
To differentiate different locations/countries	48 1%	2	8 1%	-	6 1%	-	2	2 2% GL	4 1%	-	28 1% L	-
Other provide structure mentions	64 1%	9 2%	13 2%	-	4 1%	2 3%	6 1%	2 2%	7 2%	-	34 1% L	5 2%
IMPROVE CREDIBILITY (NET)	438 8%	59 10%	51 6%	7 8%	62 12%	12 18% L	72 7%	10 9%	35 9%	2 7%	218 8% L	28 9%
Improve security/Make it safer	265 5%	32 5%	30 4%	3 3%	45 9%	7 11% L	49 5%	9 8%	22 6%	-	119 4% L	13 4%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
More reliable/trustworthy	86 2%	12 2%	8 1%	1 1%	14 3%	3 5% H	9 1%	-	6 2%	-	49 2%	8 3%
More legitimate/credible	70 1%	8 1%	12 1%	2 2%	6 1%	1 2%	9 1%	-	8 2%	2 7%	35 1%	3 1%
Improve reputation/More known	31 1%	5 1%	3	-	-	-	4	1 1%	2 1%	-	22 1%	4 1%
Other improve credibility mentions	16	2	1	1 1%	1	1 2% L	2	-	2 1%	-	10	-
IMPROVE BUSINESS (NET)	347 6%	28 5%	43 5%	1 1%	20 4%	3 5%	39 4%	3 3%	39 10%	1 4%	206 7%	20 6% D
For business purposes (Unspec.)	96 2%	5 1%	17 2%	-	4 1%	-	11 1%	-	13 3%	1 4%	51 2%	4 1%
To advertise/market/attract new customers	87 2%	7 1%	6 1%	1 1%	5 1%	-	7 1%	-	11 3%	-	58 2%	6 2%
Competition/To compete	61 1%	2	5 1%	-	3 1%	1 2%	5 1%	-	10 3%	-	38 1%	1
Economic interests/Make money/Profits	58 1%	7 1%	10 1%	-	3 1%	-	15 2%	3 3%	5 1%	-	25 1%	4 1%
Industry demand/New business types/development	58 1%	4 1%	6 1%	-	5 1%	2 3%	3	-	2 1%	-	42 2%	2 1%
Other improve business mentions	12	3 1%	1	-	-	-	1	-	1	-	9	3 1%
ACCESSIBILITY (NET)	251 5%	41 7% A	27 3%	8 9% CH	39 8%	7 11% H	30 3%	2 2%	13 3%	1 4%	142 5%	23 7% H
Easy/Easy to use/access the web	133 2%	24 4% A	16 2%	5 6% CH	25 5%	7 11% HL	20 2%	-	7 2%	1 4%	65 2%	11 4% H
Convenience	50 1%	8 1%	2	-	-	-	-	-	1	-	47 2%	8 3%
Improve search function/Making searching easier	34 1%	3 1%	3	-	10 2%	-	6 1%	-	2 1%	1 4%	13	2 1%
Other accessibility mentions	44 1%	7 1%	7 1%	3 3% CL	8 2%	-	5 1%	2 2%	4 1%	-	20 1%	2 1%
INNOVATION/DEVELOPMENT (NET)	248 5%	27 5%	14 2%	5 6% C	20 4%	-	10 1%	4 4% G	29 8%	-	175 6%	18 6% F

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Progress/Improved development/Make it better	78 1%	13 2%	5 1%	1 1%	4 1%	-	3 *	3 3% G	8 2%	-	58 2%	9 3%
Innovation	74 1%	9 2%	4 *	2 2%	8 2%	-	1 *	1 1%	12 3%	-	49 2%	6 2%
Good/Improve quality	51 1%	3 1%	3 *	2 2% C	4 1%	-	3 *	-	3 1%	-	38 1%	1 *
Good/Improved technology	39 1%	5 1%	2 *	-	4 1%	-	1 *	1 1%	6 2%	-	26 1%	4 1%
Other innovation/development mentions	12 *	1 *	1 *	-	-	-	2 *	-	1 *	-	8 *	1 *
Illegible data	147 3%	13 2%	11 1%	4 4% CL	7 1%	-	60 6%	5 5% L	2 1%	1 4%	67 2%	3 1%
MISCELLANEOUS (NET)	245 4%	38 6% A	34 4%	9 10% CH	15 3%	5 8%	20 2%	2 2%	19 5%	3 11%	157 6%	19 6%
To be unique/different	71 1%	12 2%	9 1%	2 2%	4 1%	2 3%	1 *	1 1%	3 1%	1 4%	54 2%	6 2%
Information/More information	67 1%	11 2%	17 2%	4 4% H	4 1%	1 2%	4 *	-	13 3%	2 7%	29 1%	4 1%
Keep up with the market/trend	36 1%	9 2% A	1 *	2 2% C	1 *	1 2%	-	-	-	-	34 1%	6 2%
Cheaper/More affordable	17 *	1 *	3 *	1 1%	2 *	-	1 *	-	2 1%	-	9 *	-
Other mentions	58 1%	6 1%	5 1%	-	5 1%	1 2%	14 1%	1 1%	1 *	1 4%	33 1%	3 1%
IMPROVE EFFICIENCY (NET)	118 2%	16 3%	20 2%	3 3%	9 2%	2 3%	16 2%	3 3%	19 5%	2 7%	54 2%	6 2%
Lack of space/To create more space	72 1%	6 1%	17 2%	3 3% L	7 1%	-	16 2%	1 1%	14 4%	1 4%	18 1%	1 *
For use/To use/Usability	21 *	8 1% A	1 *	-	1 *	2 3% E	-	1 1% G	1 *	-	18 1%	5 2%
Other improve efficiency mentions	25 *	3 1%	2 *	-	1 *	-	-	2 2% GL	4 1%	1 4%	18 1%	-
None	125 2%	26 4% A	13 2%	-	5 1%	-	21 2%	3 3%	6 2%	-	80 3%	23 7% KDF

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Don't know	1536 28%	148 25%	234 28% D	13 14%	167 33% F	13 20%	350 36%	42 39% DFL	97 26%	13 46%	688 25%	67 22%
Declined to answer	41 1%	1	20 2%	1 1%	-	-	4	-	1	-	16 1%	-
Sigma	6454 118%	714 119%	983 119%	111 123%	599 118%	89 135%	1066 111%	121 112%	467 124%	32 114%	3339 120%	361 117%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
USAGE (NET)	1090 20%	122 20%	156 19%	28 31% CHL	114 22%	14 21%	131 14%	13 12%	74 20%	6 21%	615 22%	61 20%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	195 4%	22 4%	28 3%	2 2%	8 2%	2 3%	33 3%	2 2%	16 4%	1 4%	110 4%	15 5%
Most popular/common domain name	98 2%	9 2%	8 1%	-	4 1%	-	17 2%	1 1%	11 3%	1 4%	58 2%	7 2%
Familiar/Use this site	74 1%	9 2%	18 2%	1 1%	2 *	2 3% E	11 1%	-	5 1%	-	38 1%	6 2%
Not familiar with websites	17 *	3 1%	1 *	1 1%	2 *	-	3 *	1 1%	-	-	11 *	1 *
I've been to this type of website before	1 *	-	-	-	-	-	1 *	-	-	-	-	-
My own domain is registered to extension	1 *	-	-	-	-	-	-	-	-	-	1 *	-
Other familiarity/previous usage mentions	8 *	1 *	1 *	-	-	-	2 *	-	-	-	5 *	1 *
BUSINESSES/ORGANIZATIONS (SUB-NET)	113 2%	19 3%	24 3%	9 10% CL	6 1%	2 3%	11 1%	4 4% G	7 2%	-	65 2%	4 1%
For business use	68 1%	7 1%	11 1%	1 1%	2 *	-	4 *	3 3% G	4 1%	-	47 2%	3 1%
Schools/education	24 *	12 2% A	8 1%	8 9% CHL	4 1%	2 3% L	1 *	1 1%	1 *	-	10 *	1 *
Government site/usage	15 *	-	2 *	-	-	-	2 *	-	1 *	-	10 *	-
Organization website/extension	5 *	-	3 *	-	-	-	1 *	-	-	-	1 *	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	9 *	-	2 *	-	1 *	-	4 *	-	1 *	-	1 *	-
COUNTRIES (SUB-NET)	33 1%	3 1%	8 1%	2 2%	4 1%	-	5 1%	-	1 *	-	15 1%	1 *

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Global/Universal	4	-	-	-	-	-	-	-	-	-	4	-
Specific to my country/state	1	1	-	1% C	-	-	-	-	-	-	1	-
Other countries mentions	29 1%	2*	8 1%	1 1%	4 1%	-	5 1%	-	1*	-	11*	1*
MISCELLANEOUS USAGE (SUB-NET)	791 15%	81 14%	103 12%	17 19% H	98 19%	11 17% H	90 9%	7 6%	53 14%	5 18%	447 16%	41 13%
Need based/necessity	379 7%	41 7%	31 4%	6 7%	40 8%	2 3%	32 3%	4 4%	19 5%	2 7%	257 9%	27 9%
Redirected/Links from an already viewed/searched website	120 2%	10 2%	31 4%	5 6% HL	8 2%	1 2%	15 2%	-	14 4%	1 4%	52 2%	3 1%
Would not visit this type of website/domain	94 2%	11 2%	17 2%	1 1%	18 4%	1 2%	11 1%	1 1%	3 1%	-	45 2%	8 3%
Allows for searching/browsing	82 2%	5 1%	6 1%	1 1%	16 3%	1 2% L	14 1%	1 1%	9 2%	2 7%	37 1% L	-
To do research	32 1%	7 1%	8 1%	3 3% L	10 2%	3 5% L	5 1%	1 1%	2 1%	-	7*	-
Shopping	28 1%	3 1%	4*	2 2% L	3 1%	1 2% L	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%	8 1%	6 1%	1 1%	4 1%	4 6% EHL	7 1%	-	5 1%	-	32 1%	3 1%
SITE APPEAL (NET)	1048 19%	129 22%	131 16%	20 22%	124 24%	13 20% L	210 22%	31 29% L	90 24%	8 29%	493 18%	57 19%
Interesting	370 7%	47 8%	56 7%	9 10%	49 10%	4 6%	89 9%	10 9%	15 4%	2 7%	161 6%	22 7%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Out of curiosity	363 7%	38 6%	34 4%	5 6%	45 9%	2 3%	99 10%	14 13% FL	46 12%	1 4%	139 5%	16 5%
New/Innovative	86 2%	7 1%	9 1%	-	4 1%	1 2%	6 1%	-	8 2%	-	59 2%	6 2%
Website has what I'm looking for	54 1%	7 1%	7 1%	1 1%	7 1%	-	9 1%	1 1%	9 2%	1 4%	22 1%	4 1%
No alternative/Only place I can find what I'm looking for	51 1%	15 3% A	10 1%	3 3%	5 1%	-	7 1%	5 5% G	4 1%	2 7%	25 1%	5 2%
Initial appearance/layout/design of website	37 1%	7 1%	3	1 1%	8 2%	3 5% L	3	1 1%	2 1%	-	21 1%	2 1%
Different/Not common	36 1%	1	4	-	2	-	-	-	2 1%	1 4%	28 1%	-
Good/Like site	26 1%	3 1%	5 1%	-	1	1 2%	2	1 1%	2 1%	-	16 1%	1
Professional/Professional image	5	2	-	-	-	1 2% E	1	-	3 1%	-	1	1
Updated	4	1	1	-	1	1 2% L	-	-	-	-	2	-
Other site appeal mentions	67 1%	6 1%	6 1%	1 1%	6 1%	2 3% L	2	1 1%	9 2%	1 4%	44 2%	1
CONTENT (NET)	913 17%	121 20% A	148 18%	25 28% CH	100 20%	16 24%	99 10%	15 14%	102 27%	4 14%	464 17%	61 20%
INFORMATION (SUB-NET)	590 11%	77 13%	105 13%	19 21% CHL	52 10%	9 14%	59 6%	9 8%	62 16%	3 11%	312 11%	37 12%
It has information I'm seeking	274 5%	32 5%	58 7%	6 7%	17 3%	5 8%	17 2%	4 4%	33 9%	1 4%	149 5%	16 5%
Informative	187 3%	26 4%	26 3%	9 10% CHL	20 4%	3 5%	25 3%	3 3%	20 5%	-	96 3%	11 4%
It's where you go for specific information	48 1%	5 1%	10 1%	3 3% L	8 2%	-	9 1%	1 1%	3 1%	-	18 1%	1
Only website where I can find information needed	48 1%	12 2% A	7 1%	2 2%	6 1%	1 2%	6 1%	1 1%	2 1%	1 4%	27 1%	7 2% K
Other information mentions	38 1%	5 1%	4	-	1	1 2%	4	-	4 1%	1 4%	25 1%	3 1%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
MISCELLANEOUS CONTENT (SUB-NET)	347 6%	47 8%	49 6%	8 9%	52 10%	7 11%	43 4%	6 6%	44 12%	1 4%	159 6%	25 8%
Good/Like the content	205 4%	29 5%	23 3%	6 7% C	25 5%	4 6%	28 3%	4 4%	27 7%	1 4%	102 4%	14 5%
Good/Like the ads/advertising	82 2%	12 2%	10 1%	1 1%	18 4%	2 3%	7 1%	1 1%	12 3%	-	35 1%	8 3%
Other miscellaneous content mentions	65 1%	7 1%	17 2%	1 1%	10 2%	1 2%	8 1%	1 1%	6 2%	-	24 1%	4 1%
BRAND IMAGE (NET)	754 14%	81 14%	141 17%	17 19%	85 17%	16 24% HL	131 14%	11 10%	55 15%	3 11%	342 12%	34 11%
Recommend/Asked to visit it	351 6%	40 7%	66 8%	9 10% L	62 12%	11 17% HL	61 6%	5 5%	23 6%	2 7%	139 5%	13 4%
I trust this extension	234 4%	20 3%	39 5%	5 6%	14 3%	1 2%	48 5%	3 3%	18 5%	-	115 4%	11 4%
Reputable/Good reviews	107 2%	19 3% A	25 3%	4 4%	9 2%	5 8% EL	23 2%	2 2%	10 3%	-	40 1%	8 3%
It seems legitimate	101 2%	7 1%	24 3%	2 2%	4 1%	-	7 1%	1 1%	7 2%	1 4%	59 2%	3 1%
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	2	3	-	3 1%	-	2	-	2 1%	-	9	2 1%
SECURITY (NET)	327 6%	33 6%	36 4%	4 4%	41 8%	6 9%	46 5%	5 5%	20 5%	-	184 7%	18 6%
Safe/Secured	229 4%	20 3%	26 3%	2 2%	24 5%	2 3%	34 4%	4 4%	12 3%	-	133 5%	12 4%
Virus/Malware protected	56 1%	8 1%	8 1%	1 1%	13 3%	3 5% L	7 1%	1 1%	2 1%	-	26 1%	3 1%
I'm not afraid of my information being stolen if I go here	3	-	1	-	-	-	1	-	-	-	1	-
Other security mentions	59 1%	6 1%	8 1%	1 1%	8 2%	1 2%	6 1%	1 1%	6 2%	-	31 1%	3 1%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
DOMAIN/NAME/EXTENSION (NET)	191 4%	14 2%	26 3%	1 1%	13 3%	3 5% H	22 2%	-	18 5%	-	112 4%	10 3%
Good/Like name	46 1%	4 1%	7 1%	1 1%	3 1%	-	6 1%	-	10 3%	-	20 1%	3 1%
Site name (Spec.)	11 *	2 *	2 *	-	-	1 2% E	1 *	-	-	-	8 *	1 *
Easy to remember name	5 *	-	-	-	-	-	-	-	-	-	5 *	-
Other domain/name/extension mentions	135 2%	9 2%	18 2%	-	11 2%	2 3%	15 2%	-	8 2%	-	83 3%	7 2%
RESEARCH (NET)	187 3%	17 3%	35 4%	1 1%	15 3%	2 3%	27 3%	2 2%	15 4%	2 7%	95 3%	10 3%
Researching website online/Internet/Google search on website	161 3%	14 2%	32 4%	1 1%	14 3%	1 2%	22 2%	2 2%	14 4%	1 4%	79 3%	9 3%
Other research mentions	26 *	3 1%	3 *	-	1 *	1 2%	5 1%	-	1 *	1 4%	16 1%	1 *
Illegible data	169 3%	20 3%	17 2%	3 3%	7 1%	1 2%	68 7%	9 8% L	1	1 4%	76 3%	6 2%
PERFORMANCE (NET)	132 2%	11 2%	25 3%	3 3%	16 3%	2 3%	19 2%	3 3%	16 4%	-	56 2%	3 1%
Reliable/No problems	70 1%	4 1%	13 2%	1 1%	16 3%	2 3% L	13 1%	-	7 2%	-	21 1%	1 *
Good results/search results	42 1%	6 1%	12 1%	2 2%	-	-	4 *	2 2%	5 1%	-	21 1%	2 1%
High speed/fast	16 *	1 *	-	-	-	-	2 *	1 1%	5 1%	-	9 *	-
Other performance mentions	7 *	-	-	-	-	-	-	-	1 *	-	6 *	-
FUNCTIONALITY (NET)	95 2%	7 1%	8 1%	2 2%	6 1%	1 2%	9 1%	1 1%	14 4%	-	58 2%	3 1%
Practical/Useful/Helpful website	63 1%	6 1%	6 1%	2 2%	3 1%	1 2%	6 1%	1 1%	8 2%	-	40 1%	2 1%
Easy to use/navigate	14 *	1 *	1 *	-	2 *	-	-	-	3 1%	-	8 *	1 *

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

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

8 Jun 2016
Table 103

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Easy to access	14*	-	1*	-	1*	-	2*	-	1*	-	9*	-
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	6*	-	1*	-	-	-	1*	-	2* 1%	-	2*	-
MISCELLANEOUS (NET)	238 4%	33 6%	29 4%	4 4%	23 5%	4 6%	28 3%	5 5%	13 3%	-	145 5%	20 6%
Negative mentions	47 1%	9 2%	3*	-	8 2%	1 2%	6 1%	1 1%	1*	-	29 1%	7 2%
Unintentionally end up there	44 1%	3 1%	4*	1 1%	1*	-	6 1%	1 1%	1*	-	32 1%	1*
I visit websites with any extensions/Domain name extension doesn't matter to me	38 1%	10 2% A	4*	1 1%	4 1%	1 2%	5 1%	1 1%	2 1%	-	23 1%	7 2% K
Depends on the site	32 1%	2*	9 1%	1 1%	3 1%	-	4*	1 1%	3 1%	-	13*	-
Other	77 1%	9 2%	9 1%	1 1%	7 1%	2 3%	7 1%	1 1%	6 2%	-	48 2%	5 2%
ECONOMY (NET)	23	2	4	-	1	-	2	-	3 1%	-	13	2 1%
Expensive/Not cheap	-	-	-	-	-	-	-	-	-	-	-	-
Other economy mentions	23	2	4	-	1	-	2	-	3 1%	-	13	2 1%
None	461 8%	54 9%	67 8%	4 4%	31 6%	4 6%	106 11%	8 7%	13 3%	2 7%	244 9%	36 12% D
Not sure	536 10%	47 8%	114 14% D	3 3%	23 5%	4 6%	162 17%	15 14% DL	14 4%	4 14%	223 8%	21 7%
Declined to answer	51 1%	1*	20 2%	1 1%	1*	-	10 1%	-	4 1%	-	16 1%	-
Sigma	6464 119%	720 120%	1005 122%	126 140%	627 124%	93 141%	1108 115%	121 112%	479 127%	30 107%	3245 117%	350 114%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
SECURITY (NET)	1581 29% B	143 24%	208 25%	18 20%	148 29%	22 33%	211 22%	26 24%	102 27%	7 25%	912 33%	70 23%
Viruses	693 13%	83 14%	99 12%	12 13%	83 16%	15 23% L	83 9%	18 17% G	40 11%	4 14%	388 14%	34 11%
Not safe/secure	524 10% B	37 6%	53 6%	2 2%	35 7%	4 6%	86 9%	6 6%	35 9%	2 7%	315 11% L	23 7%
Warning/Alerts tabs	94 2%	6 1%	18 2%	-	4 1%	2 3%	14 1%	-	3 1%	-	55 2%	4 1%
Fear of hackers	71 1%	4 1%	10 1%	1 1%	9 2%	-	6 1%	1 1%	11 3%	1 4%	35 1%	1
Use of protection software/filter/program	67 1%	3 1%	13 2%	1 1%	3 1%	-	4	-	1	-	46 2%	2 1%
I'm afraid of my information being stolen if I go here	65 1% B	1	6 1%	-	12 2%	-	8 1%	1 1%	1	-	38 1% L	-
Risk of phishing	52 1%	3 1%	4	-	1	1 2%	8 1%	-	1	-	38 1%	2 1%
Fear of malware/spyware	47 1%	5 1%	15 2%	2 2%	4 1%	1 2%	2	-	7 2%	-	19 1%	2 1%
Because of Harkers/surname	1	-	-	-	-	-	-	-	1	-	-	-
Other security mentions	102 2%	8 1%	18 2%	1 1%	13 3%	1 2%	13 1%	1 1%	12 3%	-	46 2%	5 2%
USAGE (NET)	864 16%	100 17%	144 17%	12 13%	90 18%	13 20%	118 12%	14 13%	59 16%	2 7%	453 16%	59 19%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	546 10%	62 10%	100 12%	6 7%	58 11%	11 17%	74 8%	11 10%	35 9%	1 4%	279 10%	33 11%
Not familiar with this type of domain/Don't know enough about it	339 6%	35 6%	77 9%	3 3%	39 8%	4 6%	42 4%	7 6%	20 5%	1 4%	161 6%	20 6%
Site is not a common/popular domain name	110 2%	10 2%	16 2%	-	14 3%	3 5% D	26 3%	2 2%	9 2%	-	45 2%	5 2%
I have no reason to go there	69 1%	14 2% A	5 1%	2 2%	4 1%	3 5% E	2	2 2% G	2 1%	-	56 2%	7 2%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
I've never been to this type of website before	8*	3 1%	-	-	-	2 3% EL	-	-	-	-	8*	1*
Rarely Visit	2*	-	-	-	-	-	-	-	-	-	2*	-
Other familiarity/previous usage mentions	23*	2*	3*	1 1%	1*	-	4*	-	4 1%	-	11*	1*
COUNTRIES (SUB-NET)	78 1%	6 1%	31 4%	3 3% L	10 2%	2 3% L	23 2%	1 1%	3 1%	-	11*	-
Foreign/Not in preferred language	40 1%	5 1%	16 2%	3 3% L	4 1%	1 2% L	12 1%	1 1%	2 1%	-	6*	-
Would be in foreign language (DO NOT USE/USE CODE 16)	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	39 1%	1*	15 2%	-	6 1%	1 2% L	12 1%	-	1*	-	5*	-
MISCELLANEOUS USAGE (SUB-NET)	261 5%	34 6%	19 2%	3 3%	24 5%	1 2%	24 2%	2 2%	22 6%	1 4%	172 6%	27 9% FH
Avoid it/Will not visit website/go to another website	167 3%	27 5%	11 1%	2 2%	13 3%	1 2%	16 2%	1 1%	17 4%	-	110 4%	23 7% KH
Have used/likely to visit/Positive mentions	56 1%	5 1%	-	-	5 1%	-	4*	1 1%	5 1%	1 4%	42 2%	3 1%
Prefer other sites	2*	-	-	-	-	-	-	-	-	-	2*	-
Don't have mobiles devices	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous usage mentions	38 1%	2*	9 1%	1 1%	6 1%	-	4*	-	-	-	19 1%	1*
BRAND IMAGE (NET)	708 13%	89 15%	124 15%	19 21% L	75 15%	11 17%	141 15%	15 14%	61 16%	6 21%	307 11%	38 12%
It doesn't seem legitimate (Not credible/fraud/scam)	283 5%	26 4%	44 5%	6 7%	20 4%	1 2%	33 3%	2 2%	36 10%	4 14%	150 5%	13 4%
I don't trust this extension	218 4%	32 5%	33 4%	8 9% C	28 6%	2 3%	56 6%	7 6%	6 2%	1 4%	95 3%	14 5%
Bad reviews/Poor reputation/track record	202 4%	36 6% A	46 6%	9 10% L	29 6%	9 14% EHL	55 6%	5 5%	17 4%	2 7%	55 2%	11 4%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Other brand image mentions	21*	1*	5 1%	-	1*	-	3*	1 1%	2 1%	-	10*	-
CONTENT (NET)	516 9%	75 13% A	104 13%	20 22% CHL	76 15%	10 15%	40 4%	12 11% G	66 17%	3 11%	230 8%	30 10%
INFORMATION (SUB-NET)	185 3%	23 4%	33 4%	11 12% CHL	40 8%	3 5%	16 2%	3 3%	26 7%	-	70 3%	6 2%
Content/Information	134 2%	17 3%	20 2%	6 7% CL	29 6%	2 3%	13 1%	3 3%	20 5%	-	52 2%	6 2%
Lack of information	37 1%	5 1%	7 1%	5 6% CHL	8 2%	-	2*	-	6 2%	-	14 1%	-
Other information mentions	19*	2*	8 1%	1 1%	4 1%	1 2% L	1	-	-	-	6*	-
MISCELLANEOUS CONTENT (SUB-NET)	343 6%	52 9% A	74 9%	9 10%	39 8%	7 11%	24 2%	9 8% G	41 11%	3 11%	165 6%	24 8%
Ads/Too many commercials/advertising/Pop-ups	136 2%	34 6% A	27 3%	7 8% C	19 4%	3 5%	6 1%	6 6% G	12 3%	2 7%	72 3%	16 5% K
Inappropriate content (i.e., violence, porn, etc.)	109 2%	13 2%	17 2%	3 3%	10 2%	4 6% EL	9 1%	1 1%	20 5%	4 14%	53 2%	4 1%
Spam (i.e., unsolicited link/don't know who sent me the link)	87 2%	6 1%	31 4%	1 1%	5 1%	-	6 1%	2 2%	6 2%	-	39 1%	3 1%
Other miscellaneous content mentions	27*	1*	2*	-	6 1%	-	3*	-	6 2%	-	10*	1*
SITE APPEAL (NET)	444 8%	70 12% A	94 11%	16 18% L	49 10%	10 15%	95 10%	13 12%	31 8%	4 14%	175 6%	27 9%
Looks suspicious	178 3%	21 4%	45 5%	6 7% F	8 2%	-	53 6%	5 5%	12 3%	1 4%	60 2%	9 3%
Not interesting	76 1%	9 2%	11 1%	2 2%	14 3%	2 3%	11 1%	2 2%	7 2%	1 4%	33 1%	2 1%
Initial appearance/layout/design of website	33 1%	13 2% A	8 1%	3 3% L	5 1%	4 6% EL	9 1%	4 4% GL	1*	-	10*	2 1%
Curiosity	31 1%	3 1%	2*	-	8 2%	-	10 1%	2 2%	-	-	11*	1*
Not professional (i.e., tacky, amateurish, etc.)	15*	4 1%	7 1%	3 3% CL	-	-	3*	-	1*	-	4*	1*

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Site doesn't have what I am looking for	12*	6 1% A	3*	1 1%	4 1%	2 3% L	-	-	1*	2 7%	4*	1*
Other site appeal mentions	110 2%	14 2%	22 3%	1 1%	11 2%	2 3%	10 1%	-	9 2%	-	58 2%	11 4% H
DOMAIN/NAME/EXTENSION (NET)	266 5%	43 7% A	60 7%	10 11% L	21 4%	10 15% EL	42 4%	8 7%	30 8%	1 4%	113 4%	14 5%
Poor/Dislike website name/Domain name is suspicious looking	138 3%	26 4% A	33 4%	9 10% CL	11 2%	4 6%	24 2%	5 5%	16 4%	1 4%	54 2%	7 2%
By its extension/Poor/Dislike extension	26*	5 1%	6 1%	-	3 1%	2 3% EL	3*	2 2% G	6 2%	-	8*	1*
Other domain/name/extension mentions	116 2%	13 2%	23 3%	1 1%	11 2%	4 6%	17 2%	2 2%	9 2%	-	56 2%	6 2%
Illegible data	202 4%	18 3%	19 2%	3 3%	18 4%	-	71 7%	7 6% FL	1*	2 7%	93 3%	6 2%
RESEARCH (NET)	167 3%	14 2%	30 4%	3 3%	15 3%	1 2%	25 3%	-	13 3%	-	84 3%	10 3%
Researching website online/Internet searches	120 2%	10 2%	24 3%	1 1%	12 2%	1 2%	17 2%	-	12 3%	-	55 2%	8 3%
Other research mentions	51 1%	4 1%	6 1%	2 2%	3 1%	-	8 1%	-	1*	-	33 1%	2 1%
PERFORMANCE (NET)	106 2%	15 3%	11 1%	2 2%	20 4%	6 9% HL	11 1%	1 1%	11 3%	-	53 2%	6 2%
Not reliable	69 1%	11 2%	9 1%	2 2%	14 3%	5 8% EHL	11 1%	1 1%	7 2%	-	28 1%	3 1%
Due to errors	13*	2*	-	-	3 1%	1 2%	-	-	-	-	10*	1*
Other performance mentions	24*	2*	2*	-	3 1%	-	-	-	4 1%	-	15 1%	2 1%
MISCELLANEOUS (NET)	208 4%	15 3%	22 3%	3 3%	16 3%	-	36 4%	3 3%	17 4%	-	117 4%	9 3%
Intuition/Uncertainty/Fear of the unknown	107 2%	6 1%	14 2%	1 1%	10 2%	-	29 3%	1 1%	3 1%	-	51 2%	4 1%
Other	102 2%	9 2%	8 1%	2 2%	6 1%	-	8 1%	2 2%	14 4%	-	66 2%	5 2%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
FUNCTIONALITY (NET)	34 1%	4 1%	2 *	1 1%	3 1%	1 2%	5 1%	- -	4 1%	- -	20 1%	2 1%
Not helpful/useful	10 *	- -	1 *	- -	- -	- -	1 *	- -	2 1%	- -	6 *	- -
Other functionality mentions	24 *	4 1%	1 *	1 1%	3 1%	1 2%	4 *	- -	2 1%	- -	14 1%	2 1%
None	528 10%	70 12%	62 8%	5 6%	34 7%	2 3%	107 11%	15 14% F	28 7%	1 4%	297 11%	47 15% KDF
Not sure	458 8%	42 7%	74 9% D	1 1%	31 6%	2 3%	150 16%	13 12% DF	17 4%	3 11%	186 7%	23 7% D
Declined to answer	57 1%	3 1%	21 3%	1 1%	- -	- -	8 1%	- -	2 1%	- -	26 1%	2 1%
Sigma	6382 117%	722 120%	1029 125%	122 136%	627 124%	93 141%	1087 113%	129 119%	458 121%	30 107%	3181 115%	348 113%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
NEW (NET)	2882 53%	352 59% A	298 36%	51 57% C	318 63%	43 65%	460 48%	65 60% G	222 59%	15 54%	1584 57%	178 58%
.news	1775 33%	223 37% A	179 22%	33 37% C	174 34%	23 35%	243 25%	44 41% G	147 39%	10 36%	1032 37%	113 37%
.online	1612 30%	179 30%	138 17%	23 26% C	186 37%	30 45% DL	296 31%	39 36% L	135 36%	11 39%	857 31% L	76 25%
.website	1171 21%	151 25% A	125 15%	20 22%	200 39%	29 44% DL	191 20%	32 30% GL	92 24%	8 29%	563 20%	62 20%
.site	1086 20%	151 25% A	105 13%	21 23% C	146 29%	21 32%	130 13%	25 23% G	95 25%	9 32%	610 22%	75 24%
.space	819 15%	91 15%	89 11%	9 10%	118 23% F	7 11%	117 12%	16 15%	67 18%	4 14%	428 15%	55 18%
.pics	592 11%	82 14% A	66 8%	15 17% CF	51 10%	4 6%	71 7%	16 15% G	55 15%	6 21%	349 13%	41 13%
.top	573 11%	80 13% A	17 2%	6 7% C	40 8%	5 8%	63 7%	12 11%	18 5%	2 7%	435 16%	55 18% DF
CONSISTENT (NET)	2792 51%	350 58% A	300 36%	39 43%	300 59%	43 65% D	396 41%	66 61% GD	198 52%	18 64%	1598 58%	184 60% D
.email	1719 32%	234 39% A	178 22%	25 28%	199 39%	36 55% EDL	284 29%	44 41% G	118 31%	14 50%	940 34%	115 37%
.link	1463 27%	202 34% A	134 16%	27 30% C	185 36%	35 53% EDHL	164 17%	35 32% G	116 31%	12 43%	864 31%	93 30%
.club	852 16%	109 18%	51 6%	4 4%	72 14%	13 20% D	88 9%	14 13% D	49 13%	3 11%	592 21%	75 24% DH
.guru	646 12%	60 10%	67 8%	6 7%	72 14%	4 6%	70 7%	8 7%	65 17%	4 14%	372 13%	38 12%
.photography	587 11%	65 11%	48 6%	10 11%	75 15%	9 14%	83 9%	10 9%	41 11%	5 18%	340 12%	31 10%
.xyz	482 9%	61 10%	23 3%	7 8% C	27 5%	3 5%	67 7%	16 15% GF	33 9%	2 7%	332 12%	33 11%
.realtor	306 6%	36 6%	70 8%	8 9%	11 2%	1 2%	21 2%	5 5%	20 5%	2 7%	184 7%	20 6%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
GEOGRAPHICALLY TARGETED (NET)	830 15%	96 16%	68 8%	11 12%	47 9%	4 6%	164 17%	21 19% F	48 13%	5 18%	503 18%	55 18% F
GEOGRAPHICALLY TARGETED (NEW IN 2016) (SUB-NET)	594 11%	56 9%	27 3%	3 3%	47 9%	4 6%	88 9%	12 11% D	48 13%	5 18%	384 14%	32 10% D
.foshan	93 2%	10 2%	-	-	-	-	-	-	-	-	93 3%	10 3%
.tokyo	74 1%	6 1%	-	-	-	-	-	-	-	-	74 3%	6 2%
.delhi	73 1%	5 1%	-	-	-	-	-	-	-	-	73 3%	5 2%
.mockba	42 1%	2	-	-	-	-	-	-	-	-	42 2%	2 1%
.seoul	37 1%	3 1%	-	-	-	-	-	-	-	-	37 1%	3 1%
.istanbul	32 1%	2	-	-	-	-	32 3%	2 2% L	-	-	-	-
.jakarta	26	2	-	-	-	-	-	-	-	-	26 1%	2 1%
.bogota	22	3 1%	-	-	22 4%	3 5% DHL	-	-	-	-	-	-
.paris	21	7 1% A	-	-	-	-	21 2%	7 6% GDFL	-	-	-	-
.manilla	21	2	-	-	-	-	-	-	-	-	21 1%	2 1%
.rio	21	1	-	-	21 4%	1 2% L	-	-	-	-	-	-
.cairo	19	3 1%	-	-	-	-	-	-	19 5%	3 11%	-	-
.hanoi	18	2	-	-	-	-	-	-	-	-	18 1%	2 1%
.madrid	16	2	-	-	-	-	16 2%	2 2% L	-	-	-	-
.abuja	15	-	-	-	-	-	-	-	15 4%	-	-	-

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
.toronto	15*	2*	15 2%	2 2% L	-	-	-	-	-	-	-	-
.capetown	14*	2*	-	-	-	-	-	14 4%	2 7%	-	-	-
.warszawa	14*	1*	-	-	-	-	14 1%	1 1%	-	-	-	-
.guadalajara	12*	1*	12 1%	1 1%	-	-	-	-	-	-	-	-
.roma	5*	-	-	-	-	-	5 1%	-	-	-	-	-
.cordoba	4*	-	-	-	4 1%	-	-	-	-	-	-	-
GEOGRAPHICALLY TARGETED (CONSISTENT) (SUB-NET)	286 5%	46 8% A	41 5%	8 9% F	-	-	76 8%	9 8% F	-	-	169 6%	29 9% KF
.wang	124 2%	19 3%	-	-	-	-	-	-	-	-	124 4%	19 6% DFH
.xn-55qx5d (Chinese for company)	65 1%	12 2%	-	-	-	-	-	-	-	-	65 2%	12 4% H
.berlin	53 1%	8 1%	-	-	-	-	53 6%	8 7% DFL	-	-	-	-
.xn-ses554g (Chinese for network address)	46 1%	8 1%	-	-	-	-	-	-	-	-	46 2%	8 3%
.nyc	41 1%	8 1%	41 5%	8 9% FHL	-	-	-	-	-	-	-	-
.london	22*	1*	-	-	-	-	22 2%	1 1%	-	-	-	-
.ovh	5*	-	-	-	-	-	5 1%	-	-	-	-	-
I am not aware of any of these	2061 38% B	190 32%	456 55% D	38 42% L	159 31%	18 27%	428 44% H	32 30%	133 35%	7 25%	885 32%	95 31%
Sigma	16694 306%	2026 338%	1814 220%	263 292%	1762 348%	242 367%	2484 258%	369 342%	1232 326%	104 371%	9402 338%	1048 340%

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

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

8 Jun 2016
Table 106

Base: Has Heard Of New Extensions

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3391	410	370	52*	348	48*	535	76*	245	21**	1893	213
.news	980 29%	109 27%	71 19%	16 31%	87 25%	12 25%	112 21%	21 28%	81 33%	4 19%	629 33%	56 26%
.email	963 28%	123 30%	82 22%	9 17%	129 37%	18 38% D	140 26%	24 32%	65 27%	7 33%	547 29%	65 31%
.online	819 24%	99 24%	61 16%	11 21%	118 34%	18 38% L	122 23%	25 33% L	62 25%	6 29%	456 24%	39 18%
.link	673 20%	101 25% A	52 14%	8 15%	87 25%	16 33% D	68 13%	19 25% G	57 23%	5 24%	409 22%	53 25%
.website	580 17%	77 19%	49 13%	10 19%	104 30% F	4 8%	80 15%	17 22% F	51 21%	3 14%	296 16%	43 20%
.site	463 14%	71 17% A	36 10%	8 15%	72 21%	7 15%	49 9%	12 16%	46 19%	7 33%	260 14%	37 17%
.club	355 10%	47 11%	20 5%	2 4%	30 9%	4 8%	26 5%	6 8%	19 8%	1 5%	260 14%	34 16% D
.space	288 8%	29 7%	26 7%	1 2%	45 13%	5 10%	39 7%	5 7%	26 11%	2 10%	152 8%	16 8%
.guru	264 8%	24 6%	19 5%	2 4%	32 9%	1 2%	25 5%	1 1%	29 12%	1 5%	159 8%	19 9% H
.photography	238 7%	33 8%	22 6%	6 12%	28 8%	6 13%	38 7%	3 4%	7 3%	3 14%	143 8%	15 7%
.top	234 7%	27 7%	6 2%	1 2%	10 3%	1 2%	22 4%	4 5%	4 2%	1 5%	192 10%	20 9%
.xyz	226 7%	33 8%	8 2%	4 8% C	11 3%	1 2%	28 5%	8 11%	19 8%	2 10%	160 8%	18 8%
.pics	224 7%	31 8%	15 4%	3 6%	17 5%	1 2%	22 4%	4 5%	16 7%	2 10%	154 8%	21 10%
.realtor	112 3%	14 3%	20 5%	3 6%	3 1%	1 2%	10 2%	4 5%	10 4%	1 5%	69 4%	5 2%
.wang	59 2%	13 3% A	-	-	-	-	-	-	-	-	59 3%	13 6% KH
.Foshan	41 1%	4 1%	-	-	-	-	-	-	-	-	41 2%	4 2%

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

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

Base: Has Heard Of New Extensions

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3391	410	370	52*	348	48*	535	76*	245	21**	1893	213
.delhi	30 1%	1 *	-	-	-	-	-	-	-	-	30 2%	1 *
.tokyo	25 1%	1 *	-	-	-	-	-	-	-	-	25 1%	1 *
.xn-55qx5d (Chinese for company)	23 1%	3 1%	-	-	-	-	-	-	-	-	23 1%	3 1%
.seoul	20 1%	1 *	-	-	-	-	-	-	-	-	20 1%	1 *
.xn-ses554g (Chinese for network address)	18 1%	4 1%	-	-	-	-	-	-	-	-	18 1%	4 2%
.mockba	17 1%	-	-	-	-	-	-	-	-	-	17 1%	-
.istanbul	16 *	-	-	-	-	-	16 3%	-	-	-	-	-
.jakarta	14 *	1 *	-	-	-	-	-	-	-	-	14 1%	1 *
.bogota	14 *	2 *	-	-	14 4%	2 4% L	-	-	-	-	-	-
.nyc	14 *	1 *	14 4%	1 2% L	-	-	-	-	-	-	-	-
.berlin	13 *	3 1%	-	-	-	-	13 2%	3 4% L	-	-	-	-
.cairo	11 *	2 *	-	-	-	-	-	-	11 4%	2 10%	-	-
.rio	10 *	1 *	-	-	10 3%	1 2% L	-	-	-	-	-	-
.madrid	10 *	1 *	-	-	-	-	10 2%	1 1%	-	-	-	-
.paris	9 *	5 1% A	-	-	-	-	9 2%	5 7% GL	-	-	-	-
.abuja	9 *	-	-	-	-	-	-	-	9 4%	-	-	-
.hanoi	7 *	1 *	-	-	-	-	-	-	-	-	7 *	1 *

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

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

Base: Has Heard Of New Extensions

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3391	410	370	52*	348	48*	535	76*	245	21**	1893	213
.london	7*	-	-	-	-	-	7 1%	-	-	-	-	-
.warszawa	6*	-	-	-	-	-	6 1%	-	-	-	-	-
.manilla	5*	1*	-	-	-	-	-	-	-	-	5*	1*
.guadalajara	5*	-	5 1%	-	-	-	-	-	-	-	-	-
.toronto	4*	2*	4 1%	2 4% L	-	-	-	-	-	-	-	-
.capetown	3*	1*	-	-	-	-	-	-	3 1%	1 5%	-	-
.roma	3*	-	-	-	-	-	3 1%	-	-	-	-	-
.ovh	1*	-	-	-	-	-	1*	-	-	-	-	-
.cordoba	1*	-	-	-	1*	-	-	-	-	-	-	-
None of the above	1025 30%	122 30%	161 44%	20 38%	90 26%	15 31%	203 38%	21 28%	76 31%	9 43%	495 26%	57 27%
Sigma	7839 231%	988 241%	671 181%	107 206%	888 255%	113 235%	1049 196%	183 241%	591 241%	57 271%	4640 245%	528 248%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
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%	306 51%	515 62%	52 58%	315 62%	40 61% L	517 54%	53 49%	244 65%	17 61%	1411 51%	144 47%
I would expect there to be some relationship, but it could include sites for entities that are not themselves banks	1337 25%	170 28% A	173 21%	27 30% C	93 18%	16 24%	235 24%	33 31%	63 17%	5 18%	773 28%	89 29%
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%	46 8% A	36 4%	6 7%	25 5%	3 5%	30 3%	6 6%	24 6%	3 11%	188 7%	28 9%
I don't have any strong expectations, I'll probably just look at search results and figure it out	810 15%	78 13%	102 12%	5 6%	74 15%	7 11%	181 19%	16 15% D	47 12%	3 11%	406 15%	47 15% D
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

8 Jun 2016
Table 108

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Wildanimalphotography.com [ENGLISH]	3955 73%	442 74%	649 79%	70 78% F	326 64%	41 62%	644 67%	77 71%	304 80%	21 75%	2032 73%	233 76% F
Wildanimalphotography.com	2708 72% B	283 66%	137 74%	5 25%	348 69%	43 65%	569 73%	55 63%	54 56%	3 30%	1600 73%	177 73%
Wildanimalphotos.info	3470 64% B	350 58%	474 57%	46 51%	290 57% F	29 44%	560 58%	58 54%	277 73%	13 46%	1869 67%	204 66% DFH
Wildanimal.photos	3144 58%	345 58%	431 52%	46 51%	270 53%	30 45%	498 52%	60 56%	229 61%	14 50%	1716 62%	195 63% DF
Wildanimal.photography	3070 56%	344 57%	446 54%	49 54%	263 52%	33 50%	477 50%	60 56%	237 63%	17 61%	1647 59%	185 60%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Wildanimal.photography	1625 30%	180 30%	256 31%	31 34%	187 37%	23 35%	330 34%	41 38% L	105 28%	7 25%	747 27%	78 25%
Wildanimal.photos	1591 29%	186 31%	274 33%	35 39% L	193 38%	25 38% L	319 33%	40 37% L	116 31%	11 39%	689 25%	75 24%
Wildanimalphotos.info	1322 24%	187 31% A	245 30%	38 42% CL	172 34%	26 39% L	262 27%	42 39% GL	72 19%	10 36%	571 21%	71 23%
Wildanimalphotography.com [ENGLISH]	982 18%	104 17%	118 14%	16 18%	137 27%	18 27% L	210 22%	26 24% L	65 17%	3 11%	452 16%	41 13%
Wildanimalphotography.com	665 18%	100 23% A	33 18%	14 70%	122 24%	16 24% L	126 16%	20 23% L	30 31%	7 70%	354 16%	43 18%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	3955 73%	442 74%	649 79%	70 78% F	326 64%	41 62%	644 67%	77 71%	304 80%	21 75%	2032 73%	233 76% F
Very likely	2531 46%	284 47%	448 54%	43 48%	220 43%	24 36%	380 39%	49 45%	243 64%	18 64%	1240 45%	150 49%
Somewhat likely	1424 26%	158 26%	201 24%	27 30%	106 21%	17 26%	264 27%	28 26%	61 16%	3 11%	792 29%	83 27%
BOTTOM 2 BOX (NET)	982 18%	104 17%	118 14%	16 18%	137 27%	18 27% L	210 22%	26 24% L	65 17%	3 11%	452 16%	41 13%
Somewhat unlikely	487 9% B	31 5%	45 5%	4 4%	41 8%	2 3%	99 10%	9 8%	22 6%	2 7%	280 10% L	14 5%
Very unlikely	495 9%	73 12% A	73 9%	12 13%	96 19%	16 24% L	111 12%	17 16% L	43 11%	1 4%	172 6%	27 9%
Not sure	515 9%	54 9%	59 7%	4 4%	44 9%	7 11%	109 11% H	5 5%	9 2%	4 14%	294 11%	34 11%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

8 Jun 2016
Table 111

2. Wildanimal.photography

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	3070 56%	344 57%	446 54%	49 54%	263 52%	33 50%	477 50%	60 56%	237 63%	17 61%	1647 59%	185 60%
Very likely	1225 22%	136 23%	157 19%	15 17%	124 24%	15 23%	180 19%	27 25%	113 30%	8 29%	651 23%	71 23%
Somewhat likely	1845 34%	208 35%	289 35%	34 38%	139 27%	18 27%	297 31%	33 31%	124 33%	9 32%	996 36%	114 37%
BOTTOM 2 BOX (NET)	1625 30%	180 30%	256 31%	31 34%	187 37%	23 35%	330 34%	41 38% L	105 28%	7 25%	747 27%	78 25%
Somewhat unlikely	1039 19%	120 20%	144 17%	23 26%	96 19%	13 20%	212 22%	30 28% L	58 15%	2 7%	529 19%	52 17%
Very unlikely	586 11%	60 10%	112 14%	8 9%	91 18%	10 15%	118 12%	11 10%	47 12%	5 18%	218 8%	26 8%
Not sure	757 14%	76 13%	124 15%	10 11%	57 11%	10 15%	156 16% H	7 6%	36 10%	4 14%	384 14%	45 15% H
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

8 Jun 2016
Table 112

3. Wildanimal.photos

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	3144 58%	345 58%	431 52%	46 51%	270 53%	30 45%	498 52%	60 56%	229 61%	14 50%	1716 62%	195 63% DF
Very likely	1317 24%	128 21%	165 20%	13 14%	130 26%	15 23%	188 20%	21 19%	99 26%	5 18%	735 26%	74 24%
Somewhat likely	1827 34%	217 36%	266 32%	33 37%	140 28%	15 23%	310 32%	39 36%	130 34%	9 32%	981 35%	121 39% F
BOTTOM 2 BOX (NET)	1591 29%	186 31%	274 33%	35 39% L	193 38%	25 38% L	319 33%	40 37% L	116 31%	11 39%	689 25%	75 24%
Somewhat unlikely	1007 18%	121 20%	161 19%	24 27% L	93 18%	16 24%	197 20%	24 22%	69 18%	6 21%	487 18%	51 17%
Very unlikely	584 11%	65 11%	113 14%	11 12%	100 20%	9 14%	122 13%	16 15% L	47 12%	5 18%	202 7%	24 8%
Not sure	717 13%	69 12%	121 15%	9 10%	44 9%	11 17% E	146 15% H	8 7%	33 9%	3 11%	373 13%	38 12%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

8 Jun 2016
Table 113

4. Wildanimalphotos.info

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	3470 64% B	350 58%	474 57%	46 51%	290 57% F	29 44%	560 58%	58 54%	277 73%	13 46%	1869 67%	204 66% DFH
Very likely	1504 28%	145 24%	180 22%	14 16%	142 28%	12 18%	217 23%	20 19%	162 43%	5 18%	803 29%	94 31% DFH
Somewhat likely	1966 36%	205 34%	294 36%	32 36%	148 29%	17 26%	343 36%	38 35%	115 30%	8 29%	1066 38%	110 36%
BOTTOM 2 BOX (NET)	1322 24%	187 31% A	245 30%	38 42% CL	172 34%	26 39% L	262 27%	42 39% GL	72 19%	10 36%	571 21%	71 23%
Somewhat unlikely	856 16%	113 19% A	142 17%	24 27% CL	91 18%	12 18%	169 18%	29 27% GL	44 12%	4 14%	410 15%	44 14%
Very unlikely	466 9%	74 12% A	103 12%	14 16%	81 16%	14 21% L	93 10%	13 12%	28 7%	6 21%	161 6%	27 9% K
Not sure	660 12%	63 11%	107 13%	6 7%	45 9%	11 17% E	141 15% H	8 7%	29 8%	5 18%	338 12%	33 11%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

8 Jun 2016
Table 114

5. Wildanimalphotography.com

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3753	426	184	20**	507	66*	783	87*	96*	10**	2183	243
TOP 2 BOX (NET)	2708 72% B	283 66%	137 74%	5 25%	348 69%	43 65%	569 73%	55 63%	54 56%	3 30%	1600 73%	177 73%
Very likely	1779 47% B	176 41%	99 54%	3 15%	281 55%	34 52%	361 46%	35 40%	36 38%	3 30%	1002 46%	101 42%
Somewhat likely	929 25%	107 25%	38 21%	2 10%	67 13%	9 14%	208 27%	20 23%	18 19%	-	598 27%	76 31% F
BOTTOM 2 BOX (NET)	665 18%	100 23% A	33 18%	14 70%	122 24%	16 24%	126 16%	20 23%	30 31%	7 70%	354 16%	43 18%
Somewhat unlikely	332 9%	38 9%	14 8%	4 20%	42 8%	5 8%	63 8%	7 8%	15 16%	3 30%	198 9%	19 8%
Very unlikely	333 9%	62 15% A	19 10%	10 50%	80 16%	11 17%	63 8%	13 15% G	15 16%	4 40%	156 7%	24 10%
Not sure	380 10%	43 10%	14 8%	1 5%	37 7%	7 11%	88 11%	12 14%	12 13%	-	229 10%	23 9%
Sigma	3753 100%	426 100%	184 100%	20 100%	507 100%	66 100%	783 100%	87 100%	96 100%	10 100%	2183 100%	243 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Digitalcameras.com	4344 80%	471 79%	686 83%	71 79%	377 74%	49 74%	738 77%	79 73%	314 83%	21 75%	2229 80%	251 81%
Digitalcameras	3900 78%	429 78%	294 81%	30 75%	369 73%	45 68%	727 75%	84 78%	296 78%	20 71%	2214 80%	250 81% F
Digitalcameras.shop	3368 62%	387 65%	462 56%	58 64%	307 61%	41 62%	523 54%	61 56%	268 71%	17 61%	1808 65%	210 68% H
Digital.cameras	2792 51%	285 48%	369 45%	37 41%	243 48%	24 36%	429 45%	47 44%	208 55%	11 39%	1543 56%	166 54% DF

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

8 Jun 2016
Table 116

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Digital.cameras	1903 35%	240 40% A	331 40%	44 49% L	209 41%	30 45% L	384 40%	53 49% L	126 33%	15 54%	853 31%	98 32%
Digitalcameras.shop	1432 26%	162 27%	255 31%	26 29%	146 29%	18 27%	304 32%	41 38% L	83 22%	10 36%	644 23%	67 22%
Digitalcameras	657 13%	74 13%	47 13%	7 18%	106 21%	14 21% L	138 14%	18 17% L	60 16%	6 21%	306 11%	29 9%
Digitalcameras.com	696 13%	88 15%	89 11%	16 18% C	102 20%	12 18%	137 14%	22 20% L	52 14%	6 21%	316 11%	32 10%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	4344 80%	471 79%	686 83%	71 79%	377 74%	49 74%	738 77%	79 73%	314 83%	21 75%	2229 80%	251 81%
Very likely	2955 54%	330 55%	493 60%	53 59%	301 59%	38 58%	443 46%	50 46%	261 69%	18 64%	1457 52%	171 56%
Somewhat likely	1389 25%	141 24%	193 23%	18 20%	76 15%	11 17%	295 31%	29 27%	53 14%	3 11%	772 28%	80 26%
BOTTOM 2 BOX (NET)	696 13%	88 15%	89 11%	16 18% C	102 20%	1 2%	137 14%	22 20% L	52 14%	6 21%	316 11%	32 10%
Somewhat unlikely	351 6%	34 6%	38 5%	6 7%	27 5%	1 2%	63 7%	11 10% FL	19 5%	2 7%	204 7%	14 5%
Very unlikely	345 6%	54 9% A	51 6%	10 11%	75 15%	11 17% L	74 8%	11 10%	33 9%	4 14%	112 4%	18 6%
Not sure	412 8%	41 7%	51 6%	3 3%	28 6%	5 8%	88 9%	7 6%	12 3%	1 4%	233 8%	25 8%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	2792 51%	285 48%	369 45%	37 41%	243 48%	24 36%	429 45%	47 44%	208 55%	11 39%	1543 56%	166 54% DF
Very likely	988 18%	91 15%	106 13% D	3 3%	95 19% F	5 8%	147 15%	13 12% D	86 23%	3 11%	554 20%	67 22% DFH
Somewhat likely	1804 33%	194 32%	263 32%	34 38%	148 29%	19 29%	282 29%	34 31%	122 32%	8 29%	989 36%	99 32%
BOTTOM 2 BOX (NET)	1903 35%	240 40% A	331 40%	44 49% L	209 41%	30 45% L	384 40%	53 49% L	126 33%	15 54%	853 31%	98 32%
Somewhat unlikely	1253 23%	141 24%	194 23%	25 28% L	112 22%	18 27%	250 26%	36 33% L	79 21%	8 29%	618 22%	54 18%
Very unlikely	650 12%	99 17% A	137 17%	19 21%	97 19%	12 18%	134 14%	17 16%	47 12%	7 25%	235 8%	44 14% K
Not sure	757 14%	75 13%	126 15%	9 10%	55 11%	12 18% H	150 16% H	8 7%	44 12%	2 7%	382 14%	44 14%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	3368 62%	387 65%	462 56%	58 64%	307 61%	41 62%	523 54%	61 56%	268 71%	17 61%	1808 65%	210 68% H
Very likely	1496 27%	201 34% A	192 23%	33 37% C	166 33%	25 38%	223 23%	29 27%	152 40%	5 18%	763 27%	109 35% K
Somewhat likely	1872 34%	186 31%	270 33%	25 28%	141 28%	16 24%	300 31%	32 30%	116 31%	12 43%	1045 38%	101 33%
BOTTOM 2 BOX (NET)	1432 26%	162 27%	255 31%	26 29%	146 29%	18 27%	304 32%	41 38% L	83 22%	10 36%	644 23%	67 22%
Somewhat unlikely	925 17%	102 17%	149 18%	14 16% F	78 15% F	3 5%	197 20%	31 29% GDFL	51 13%	6 21%	450 16%	48 16% F
Very unlikely	507 9%	60 10%	106 13%	12 13% L	68 13% L	15 23% EHL	107 11%	10 9%	32 8%	4 14%	194 7%	19 6%
Not sure	652 12% B	51 9%	109 13%	6 7%	54 11%	7 11%	136 14% H	6 6%	27 7%	1 4%	326 12%	31 10%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4991	550	365	40*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	3900 78%	429 78%	294 81%	30 75%	369 73%	45 68%	727 75%	84 78%	296 78%	20 71%	2214 80%	250 81% F
Very likely	2388 48%	255 46%	206 56%	21 53%	258 51% F	25 38%	465 48%	46 43%	190 50%	15 54%	1269 46%	148 48%
Somewhat likely	1512 30%	174 32%	88 24%	9 23%	111 22%	20 30%	262 27%	38 35%	106 28%	5 18%	945 34%	102 33%
BOTTOM 2 BOX (NET)	657 13%	74 13%	47 13%	7 18%	106 21%	14 21% L	138 14%	18 17% L	60 16%	6 21%	306 11%	29 9%
Somewhat unlikely	357 7%	39 7%	19 5%	1 3%	43 8%	7 11%	63 7%	8 7%	30 8%	5 18%	202 7%	18 6%
Very unlikely	300 6%	35 6%	28 8%	6 15% L	63 12%	7 11% L	75 8%	10 9% L	30 8%	1 4%	104 4%	11 4%
Not sure	434 9%	47 9%	24 7%	3 8%	32 6%	7 11%	98 10%	6 6%	22 6%	2 7%	258 9%	29 9%
Sigma	4991 100%	550 100%	365 100%	40 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
berlin.com	4402 81%	471 79%	655 79%	71 79%	392 77%	46 70%	748 78%	85 79%	311 82%	18 64%	2296 83%	251 81% F
berlin.info	3948 72%	460 77% A	579 70%	76 84% C	342 67%	48 73%	680 71%	85 79%	301 80%	19 68%	2046 74%	232 75%
info.berlin	3269 60%	379 63%	455 55%	64 71% CF	290 57%	30 45%	579 60%	71 66% F	268 71%	16 57%	1677 60%	198 64% F
berlin.de	2918 54%	319 53%	341 41%	40 44% F	205 40% F	15 23%	667 69%	76 70% DFL	202 53%	11 39%	1503 54%	177 57% DF

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

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

8 Jun 2016
Table 122

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
berlin.de	1762 32%	209 35%	342 41%	43 48% HL	237 47%	43 65% EDHL	198 21%	26 24%	133 35%	14 50%	852 31%	83 27%
info.berlin	1481 27%	167 28%	263 32%	23 26%	164 32%	29 44% DL	259 27%	32 30%	80 21%	9 32%	715 26%	74 24%
berlin.info	969 18%	93 16%	162 20%	10 11%	132 26%	12 18%	186 19%	17 16%	54 14%	6 21%	435 16%	48 16%
berlin.com	654 12%	86 14%	113 14%	17 19% L	89 18%	15 23% L	141 15%	16 15%	52 14%	5 18%	259 9%	33 11%

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

Q828_1. And, what if you were looking for information about Berlin, Germany or thinking about travelling there?
How likely would you be to visit each of the following?

8 Jun 2016
Table 123

1. berlin.com

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	4402 81%	471 79%	655 79%	71 79%	392 77%	46 70%	748 78%	85 79%	311 82%	18 64%	2296 83%	251 81%
Very likely	3012 55%	326 54%	469 57% D	35 39%	310 61%	35 53%	457 47%	54 50%	242 64%	15 54%	1534 55%	187 61% D
Somewhat likely	1390 25%	145 24%	186 23%	36 40% CFL	82 16%	11 17%	291 30%	31 29%	69 18%	3 11%	762 27% L	64 21%
BOTTOM 2 BOX (NET)	654 12%	86 14%	113 14%	17 19% L	89 18%	15 23% L	141 15%	16 15%	52 14%	5 18%	259 9%	33 11%
Somewhat unlikely	345 6%	39 7%	64 8%	7 8%	24 5%	5 8%	78 8%	7 6%	20 5%	2 7%	159 6%	18 6%
Very unlikely	309 6%	47 8% A	49 6%	10 11% L	65 13%	10 15% L	63 7%	9 8%	32 8%	3 11%	100 4%	15 5%
Not sure	396 7%	43 7%	58 7%	2 2%	26 5%	5 8%	74 8%	7 6%	15 4%	5 18%	223 8%	24 8%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q828_2. And, what if you were looking for information about Berlin, Germany or thinking about travelling there?
How likely would you be to visit each of the following?

8 Jun 2016
Table 124

2. berlin.de

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	2918 54%	319 53%	341 41%	40 44% F	205 40% F	15 23%	667 69%	76 70% DFL	202 53%	11 39%	1503 54%	177 57% DF
Very likely	1399 26%	147 25%	148 18%	16 18% F	95 19% F	2 3%	439 46%	52 48% DFL	97 26%	8 29%	620 22%	69 22% F
Somewhat likely	1519 28%	172 29%	193 23%	24 27%	110 22%	13 20%	228 24%	24 22%	105 28%	3 11%	883 32%	108 35% FH
BOTTOM 2 BOX (NET)	1762 32%	209 35%	342 41%	43 48% HL	237 47%	43 65% EDHL	198 21%	26 24%	133 35%	14 50%	852 31%	83 27%
Somewhat unlikely	1127 21%	120 20%	191 23%	24 27% L	121 24%	21 32% HL	119 12%	19 18%	72 19%	9 32%	624 22% L	47 15%
Very unlikely	635 12%	89 15% A	151 18%	19 21% HL	116 23%	22 33% HL	79 8%	7 6%	61 16%	5 18%	228 8%	36 12% K
Not sure	772 14%	72 12%	143 17% D	7 8%	65 13%	8 12%	98 10%	6 6%	43 11%	3 11%	423 15%	48 16% H
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q828_3. And, what if you were looking for information about Berlin, Germany or thinking about travelling there?
How likely would you be to visit each of the following?

8 Jun 2016
Table 125

3. berlin.info

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	3948 72%	460 77% A	579 70%	76 84% C	342 67%	48 73%	680 71%	85 79%	301 80%	19 68%	2046 74%	232 75%
Very likely	2065 38%	256 43% A	248 30%	41 46% C	208 41%	30 45%	355 37%	47 44%	213 56%	11 39%	1041 37%	127 41%
Somewhat likely	1883 35%	204 34%	331 40%	35 39%	134 26%	18 27%	325 34%	38 35%	88 23%	8 29%	1005 36%	105 34%
BOTTOM 2 BOX (NET)	969 18%	93 16%	162 20%	10 11%	132 26%	12 18%	186 19%	17 16%	54 14%	6 21%	435 16%	48 16%
Somewhat unlikely	610 11%	55 9%	88 11%	5 6%	71 14%	5 8%	117 12%	12 11%	30 8%	1 4%	304 11%	32 10%
Very unlikely	359 7%	38 6%	74 9%	5 6%	61 12%	7 11%	69 7%	5 5%	24 6%	5 18%	131 5%	16 5%
Not sure	535 10%	47 8%	85 10%	4 4%	33 7%	6 9%	97 10%	6 6%	23 6%	3 11%	297 11%	28 9%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q828_4. And, what if you were looking for information about Berlin, Germany or thinking about travelling there?
How likely would you be to visit each of the following?

8 Jun 2016
Table 126

4. info.berlin

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	3269 60%	379 63%	455 55%	64 71% CF	290 57%	30 45%	579 60%	71 66% F	268 71%	16 57%	1677 60%	198 64% F
Very likely	1463 27%	184 31% A	188 23%	35 39% C	165 33%	21 32%	268 28%	33 31%	167 44%	8 29%	675 24%	87 28%
Somewhat likely	1806 33%	195 33%	267 32%	29 32% F	125 25% F	9 14%	311 32%	38 35% F	101 27%	8 29%	1002 36%	111 36% F
BOTTOM 2 BOX (NET)	1481 27%	167 28%	263 32%	23 26%	164 32%	29 44% DL	259 27%	32 30%	80 21%	9 32%	715 26%	74 24%
Somewhat unlikely	914 17%	103 17%	147 18%	13 14%	82 16%	19 29% EDL	160 17%	23 21%	44 12%	4 14%	481 17%	44 14%
Very unlikely	567 10%	64 11%	116 14%	10 11%	82 16%	10 15%	99 10%	9 8%	36 10%	5 18%	234 8%	30 10%
Not sure	702 13% B	54 9%	108 13% D	3 3%	53 10%	7 11%	125 13% H	5 5%	30 8%	3 11%	386 14%	36 12% DH
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
I don't pay much attention, I just look at the search result/link	1581 29%	224 37% A	249 30%	30 33%	153 30%	30 45% E	322 33%	45 42%	126 33%	15 54%	731 26%	104 34% K
I only go to sites with domain extensions I am familiar with	1862 34% B	164 27%	278 34% D	18 20%	181 36% F	9 14%	291 30%	24 22%	81 21%	7 25%	1031 37%	106 34% DFH
I look at the search results and decide based on other information I see	2009 37%	212 35%	299 36%	42 47% L	173 34%	27 41%	350 36%	39 36%	171 45%	6 21%	1016 37%	98 32%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
One that seems most relevant to my needs	1756 32%	194 32%	291 35%	38 42% L	146 29%	25 38%	306 32%	35 32%	127 34%	11 39%	886 32%	85 28%
Has a well-known extension	1708 31%	172 29%	277 34% D	20 22%	187 37%	22 33%	241 25%	33 31%	127 34%	8 29%	876 32%	89 29%
Reasonable price	852 16%	110 18%	124 15%	17 19%	68 13%	8 12%	184 19%	24 22%	57 15%	5 18%	419 15%	56 18%
One that is close to the one I wanted and is available to register	842 15%	90 15%	102 12%	14 16%	83 16%	8 12%	170 18%	14 13%	54 14%	3 11%	433 16%	51 17%
Has a new extension	216 4%	31 5%	10 1%	1 1%	19 4%	3 5%	34 4%	1 1%	9 2%	1 4%	144 5%	25 8% KDH
Other	78 1%	3 1%	22 3%	- -	4 1%	- -	28 3%	1 1%	4 1%	- -	20 1%	2 1%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
.jakarta	137 76%	14 70%	-	-	-	-	-	-	-	-	137 76%	14 70%
.news	3879 71%	439 73%	578 70%	70 78%	322 64%	43 65%	584 61%	80 74% G	298 79%	15 54%	2097 75%	231 75%
.berlin	153 67%	16 64%	-	-	-	-	153 67%	16 64%	-	-	-	-
.toronto	118 65%	9 45%	118 65%	9 45%	-	-	-	-	-	-	-	-
.madrid	62 64%	7 64%	-	-	-	-	62 64%	7 64%	-	-	-	-
.capetown	57 63%	4 40%	-	-	-	-	-	-	57 63%	4 40%	-	-
.bogota	58 62%	7 39%	-	-	58 62%	7 39%	-	-	-	-	-	-
.seoul	114 62%	14 70%	-	-	-	-	-	-	-	-	114 62%	14 70%
.email	3396 62%	412 69% A	439 53%	50 56%	316 62%	50 76% EDH	543 56%	61 56%	241 64%	16 57%	1857 67%	235 76% KDH
.hanoi	56 60%	3 27%	-	-	-	-	-	-	-	-	56 60%	3 27%
.cairo	57 59%	5 50%	-	-	-	-	-	-	57 59%	5 50%	-	-
.online	3227 59%	361 60%	367 44%	42 47%	285 56%	38 58%	555 58%	61 56%	257 68%	16 57%	1763 63%	204 66% D
.istanbul	56 59%	2 20%	-	-	-	-	56 59%	2 20%	-	-	-	-
.delhi	350 59% B	28 43%	-	-	-	-	-	-	-	-	350 59% L	28 43%
.abuja	108 56%	3 38%	-	-	-	-	-	-	108 56%	3 38%	-	-
.Foshan	553 56%	78 71% A	-	-	-	-	-	-	-	-	553 56%	78 71% K

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
.mockba	128 55%	12 48%	-	-	-	-	-	-	-	-	128 55%	12 48%
.photography	3006 55%	354 59%	452 55%	50 56%	247 49%	37 56%	488 51%	59 55%	226 60%	12 43%	1593 57%	196 64% K
.website	3003 55%	375 63% A	370 45%	41 46%	310 61%	45 68% DH	487 51%	57 53%	226 60%	18 64%	1610 58%	214 69% KDH
.link	2954 54%	333 56%	346 42%	38 42%	276 54%	38 58% H	416 43%	40 37%	227 60%	10 36%	1689 61%	207 67% KDH
.site	2784 51%	333 56% A	333 40%	43 48%	263 52%	40 61%	423 44%	53 49%	208 55%	12 43%	1557 56%	185 60% DH
.warszawa	46 50%	4 40%	-	-	-	-	46 50%	4 40%	-	-	-	-
.london	90 50%	11 52%	-	-	-	-	90 50%	11 52%	-	-	-	-
.tokyo	155 49%	23 66%	-	-	-	-	-	-	-	-	155 49%	23 66%
.paris	89 49%	12 57%	-	-	-	-	89 49%	12 57%	-	-	-	-
.wang	489 49%	74 67% A	-	-	-	-	-	-	-	-	489 49%	74 67% K
.roma	43 48%	3 30%	-	-	-	-	43 48%	3 30%	-	-	-	-
.nyc	214 46%	25 50%	214 46%	25 50%	-	-	-	-	-	-	-	-
.manilla	83 45%	9 41%	-	-	-	-	-	-	-	-	83 45%	9 41%
.space	2458 45%	256 43%	319 39%	27 30%	221 44%	22 33%	336 35%	38 35%	192 51%	7 25%	1390 50%	162 53% DFH
.pics	2452 45%	272 45%	349 42%	39 43%	160 32%	23 35%	317 33%	37 34%	211 56%	7 25%	1415 51%	166 54% FH
.club	2377 44%	259 43%	249 30%	24 27%	194 38%	28 42% DH	317 33%	30 28%	177 47%	7 25%	1440 52%	170 55% DH
.xn-55qx5d (Chinese for company)	416 42%	75 68% A	-	-	-	-	-	-	-	-	416 42%	75 68% K

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
.xn--ses554g (Chinese for network address)	410 41%	71 65% A	-	-	-	-	-	-	-	-	410 41%	71 65% K
.top	2122 39%	249 42%	200 24%	20 22%	135 27%	16 24%	285 30%	29 27%	160 42%	7 25%	1342 48%	177 57% KDFH
.realtor	2106 39%	214 36%	432 52% D	37 41% FH	119 23%	13 20%	236 25%	29 27%	179 47%	6 21%	1140 41%	129 42% FH
.guadalajara	71 39%	5 25%	71 39%	5 25%	-	-	-	-	-	-	-	-
.rio	113 35%	15 39%	-	-	113 35%	15 39%	-	-	-	-	-	-
.guru	1919 35%	200 33%	212 26%	15 17%	143 28%	14 21%	214 22%	21 19%	163 43%	7 25%	1187 43%	143 46% DFH
.cordoba	31 33%	1 10%	-	-	31 33%	1 10%	-	-	-	-	-	-
.xyz	1551 28%	180 30%	143 17%	14 16%	102 20%	11 17%	183 19%	27 25%	127 34%	3 11%	996 36%	125 41% DFH
.ovh	32 14%	5 20%	-	-	-	-	32 14%	5 20%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
.ovh	196 86%	20 80%	-	-	-	-	196 86%	20 80%	-	-	-	-
.xyz	3901 72%	420 70%	683 83%	76 84% L	405 80%	55 83% L	780 81%	81 75% L	251 66%	25 89%	1782 64%	183 59%
.cordoba	62 67%	9 90%	-	-	62 67%	9 90%	-	-	-	-	-	-
.guru	3533 65%	400 67%	614 74%	75 83% L	364 72%	52 79% L	749 78%	87 81% L	215 57%	21 75%	1591 57%	165 54%
.rio	208 65%	23 61%	-	-	208 65%	23 61%	-	-	-	-	-	-
.guadalajara	113 61%	15 75%	113 61%	15 75%	-	-	-	-	-	-	-	-
.realtor	3346 61%	386 64%	394 48%	53 59% C	388 77%	53 80% DL	727 75%	79 73% DL	199 53%	22 79%	1638 59%	179 58%
.top	3330 61%	351 59%	626 76%	70 78% L	372 73%	50 76% L	678 70%	79 73% L	218 58%	21 75%	1436 52% L	131 43%
.xn-ses554g (Chinese for network address)	586 59% B	39 35%	-	-	-	-	-	-	-	-	586 59% L	39 35%
.xn-55qx5d (Chinese for company)	580 58% B	35 32%	-	-	-	-	-	-	-	-	580 58% L	35 32%
.club	3075 56%	341 57%	577 70%	66 73% FL	313 62%	38 58%	646 67%	78 72% FL	201 53%	21 75%	1338 48%	138 45%
.pics	3000 55%	328 55%	477 58%	51 57%	347 68%	43 65% L	646 67%	71 66% L	167 44%	21 75%	1363 49%	142 46%
.space	2994 55%	344 57%	507 61%	63 70% L	286 56%	44 67% L	627 65%	70 65% L	186 49%	21 75%	1388 50%	146 47%
.manilla	101 55%	13 59%	-	-	-	-	-	-	-	-	101 55%	13 59%
.nyc	247 54%	25 50%	247 54%	25 50%	-	-	-	-	-	-	-	-
.roma	47 52%	7 70%	-	-	-	-	47 52%	7 70%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
.wang	507 51% B	36 33%	-	-	-	-	-	-	-	-	507 51% L	36 33%
.paris	92 51%	9 43%	-	-	-	-	92 51%	9 43%	-	-	-	-
.tokyo	160 51%	12 34%	-	-	-	-	-	-	-	-	160 51%	12 34%
.warszawa	46 50%	6 60%	-	-	-	-	46 50%	6 60%	-	-	-	-
.london	90 50%	10 48%	-	-	-	-	90 50%	10 48%	-	-	-	-
.site	2668 49% B	267 45%	493 60%	47 52% L	244 48%	26 39%	540 56%	55 51% L	170 45%	16 57%	1221 44%	123 40%
.link	2498 46%	267 45%	480 58%	52 58% L	231 46%	28 42%	547 57%	68 63% FL	151 40%	18 64%	1089 39% L	101 33%
.website	2449 45% B	225 38%	456 55%	49 54% FL	197 39%	21 32%	476 49%	51 47% FL	152 40%	10 36%	1168 42% L	94 31%
.photography	2446 45%	246 41%	374 45%	40 44%	260 51%	29 44%	475 49%	49 45%	152 40%	16 57%	1185 43% L	112 36%
.mockba	103 45%	13 52%	-	-	-	-	-	-	-	-	103 45%	13 52%
.Foshan	443 44% B	32 29%	-	-	-	-	-	-	-	-	443 44% L	32 29%
.abuja	84 44%	5 63%	-	-	-	-	-	-	84 44%	5 63%	-	-
.delhi	245 41%	37 57% A	-	-	-	-	-	-	-	-	245 41%	37 57% K
.istanbul	39 41%	8 80%	-	-	-	-	39 41%	8 80%	-	-	-	-
.online	2225 41%	239 40%	459 56%	48 53% L	222 44%	28 42%	408 42%	47 44%	121 32%	12 43%	1015 37%	104 34%
.cairo	39 41%	5 50%	-	-	-	-	-	-	39 41%	5 50%	-	-
.hanoi	37 40%	8 73%	-	-	-	-	-	-	-	-	37 40%	8 73%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
.email	2056 38% B	188 31%	387 47%	40 44% FL	191 38% F	16 24%	420 44%	47 44% FL	137 36%	12 43%	921 33% L	73 24%
.seoul	69 38%	6 30%	-	-	-	-	-	-	-	-	69 38%	6 30%
.bogota	35 38%	11 61%	-	-	35 38%	11 61%	-	-	-	-	-	-
.capetown	33 37%	6 60%	-	-	-	-	-	-	33 37%	6 60%	-	-
.madrid	35 36%	4 36%	-	-	-	-	35 36%	4 36%	-	-	-	-
.toronto	63 35%	11 55%	63 35%	11 55%	-	-	-	-	-	-	-	-
.berlin	75 33%	9 36%	-	-	-	-	75 33%	9 36%	-	-	-	-
.news	1573 29%	161 27%	248 30%	20 22%	185 36%	23 35%	379 39% H	28 26%	80 21%	13 46%	681 25%	77 25%
.jakarta	44 24%	6 30%	-	-	-	-	-	-	-	-	44 24%	6 30%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	3396 62%	412 69% A	439 53%	50 56%	316 62%	50 76% EDH	543 56%	61 56%	241 64%	16 57%	1857 67%	235 76% KDH
Very trustworthy	981 18%	152 25% A	93 11%	8 9%	103 20%	28 42% EDH	104 11%	17 16%	71 19%	6 21%	610 22%	93 30% KDH
Somewhat trustworthy	2415 44%	260 43%	346 42%	42 47%	213 42%	22 33%	439 46%	44 41%	170 45%	10 36%	1247 45%	142 46%
BOTTOM 2 BOX (NET)	2056 38% B	188 31%	387 47%	40 44% FL	191 38% F	16 24%	420 44%	47 44% FL	137 36%	12 43%	921 33% L	73 24%
Not very trustworthy	1596 29% B	139 23%	285 35%	29 32% L	137 27%	13 20%	316 33%	37 34% FL	102 27%	6 21%	756 27% L	54 18%
Not at all trustworthy	460 8%	49 8%	102 12%	11 12%	54 11%	3 5%	104 11%	10 9%	35 9%	6 21%	165 6% L	19 6%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	3006 55%	354 59%	452 55%	50 56%	247 49%	37 56%	488 51%	59 55%	226 60%	12 43%	1593 57%	196 64% K
Very trustworthy	602 11%	77 13%	64 8%	6 7%	46 9%	10 15%	59 6%	10 9%	45 12%	2 7%	388 14%	49 16% D
Somewhat trustworthy	2404 44%	277 46%	388 47%	44 49%	201 40%	27 41%	429 45%	49 45%	181 48%	10 36%	1205 43%	147 48%
BOTTOM 2 BOX (NET)	2446 45%	246 41%	374 45%	40 44%	260 51%	29 44%	475 49%	49 45%	152 40%	16 57%	1185 43% L	112 36%
Not very trustworthy	1907 35% B	179 30%	282 34%	29 32%	185 36%	18 27%	355 37%	37 34%	120 32%	8 29%	965 35% L	87 28%
Not at all trustworthy	539 10%	67 11%	92 11%	11 12%	75 15%	11 17% L	120 12%	12 11%	32 8%	8 29%	220 8%	25 8%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	2954 54%	333 56%	346 42%	38 42%	276 54%	38 58% H	416 43%	40 37%	227 60%	10 36%	1689 61%	207 67% KDH
Very trustworthy	659 12%	93 16% A	53 6%	6 7%	70 14%	13 20% DH	56 6%	9 8%	57 15%	3 11%	423 15%	62 20% KDH
Somewhat trustworthy	2295 42%	240 40%	293 35%	32 36%	206 41%	25 38%	360 37%	31 29%	170 45%	7 25%	1266 46%	145 47% H
BOTTOM 2 BOX (NET)	2498 46%	267 45%	480 58%	52 58% L	231 46%	28 42%	547 57%	68 63% FL	151 40%	18 64%	1089 39% L	101 33%
Not very trustworthy	1884 35%	189 32%	340 41%	37 41% FL	157 31%	17 26%	397 41%	53 49% FL	115 30%	11 39%	875 31% L	71 23%
Not at all trustworthy	614 11%	78 13%	140 17%	15 17%	74 15%	11 17%	150 16%	15 14%	36 10%	7 25%	214 8%	30 10%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

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4. .guru

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	1919 35%	200 33%	212 26%	15 17%	143 28%	14 21%	214 22%	21 19%	163 43%	7 25%	1187 43%	143 46% DFH
Very trustworthy	361 7%	41 7%	26 3%	-	30 6%	4 6% D	28 3%	3 3%	24 6%	2 7%	253 9%	32 10% DH
Somewhat trustworthy	1558 29%	159 27%	186 23%	15 17%	113 22%	10 15%	186 19%	18 17%	139 37%	5 18%	934 34%	111 36% DFH
BOTTOM 2 BOX (NET)	3533 65%	400 67%	614 74%	75 83% L	364 72%	52 79% L	749 78%	87 81% L	215 57%	21 75%	1591 57%	165 54%
Not very trustworthy	2424 44%	254 42%	388 47%	44 49%	204 40%	30 45%	451 47%	55 51% L	156 41%	10 36%	1225 44% L	115 37%
Not at all trustworthy	1109 20%	146 24% A	226 27%	31 34% L	160 32%	22 33% L	298 31%	32 30% L	59 16%	11 39%	366 13% L	50 16%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	2106 39%	214 36%	432 52% D	37 41% FH	119 23%	13 20%	236 25%	29 27%	179 47%	6 21%	1140 41%	129 42% FH
Very trustworthy	320 6%	40 7%	51 6% D	1 1%	13 3%	3 5%	28 3%	3 3%	20 5%	-	208 7%	33 11% KDH
Somewhat trustworthy	1786 33%	174 29%	381 46%	36 40% FH	106 21%	10 15%	208 22%	26 24%	159 42%	6 21%	932 34%	96 31% F
BOTTOM 2 BOX (NET)	3346 61%	386 64%	394 48%	53 59% C	388 77%	53 80% DL	727 75%	79 73% DL	199 53%	22 79%	1638 59%	179 58%
Not very trustworthy	2403 44%	268 45%	280 34%	38 42%	241 48%	36 55%	464 48%	51 47%	137 36%	12 43%	1281 46%	131 43%
Not at all trustworthy	943 17%	118 20%	114 14%	15 17%	147 29%	17 26% L	263 27%	28 26% L	62 16%	10 36%	357 13%	48 16%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	2377 44%	259 43%	249 30%	24 27%	194 38%	28 42% DH	317 33%	30 28%	177 47%	7 25%	1440 52%	170 55% DH
Very trustworthy	408 7%	49 8%	24 3%	-	35 7%	7 11% DH	36 4%	3 3%	19 5%	2 7%	294 11%	37 12% DH
Somewhat trustworthy	1969 36%	210 35%	225 27%	24 27%	159 31%	21 32%	281 29%	27 25%	158 42%	5 18%	1146 41%	133 43% DH
BOTTOM 2 BOX (NET)	3075 56%	341 57%	577 70%	66 73% FL	313 62%	38 58%	646 67%	78 72% FL	201 53%	21 75%	1338 48%	138 45%
Not very trustworthy	2300 42%	246 41%	418 51%	45 50% L	213 42%	29 44%	448 47%	58 54% L	150 40%	12 43%	1071 39%	102 33%
Not at all trustworthy	775 14%	95 16%	159 19%	21 23% L	100 20%	9 14%	198 21%	20 19%	51 13%	9 32%	267 10%	36 12%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

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Table 137

7. .xyz

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	1551 28%	180 30%	143 17%	14 16%	102 20%	11 17%	183 19%	27 25%	127 34%	3 11%	996 36%	125 41% DFH
Very trustworthy	280 5%	45 8% A	22 3%	2 2%	11 2%	2 3%	25 3%	5 5%	18 5%	1 4%	204 7%	35 11% KDFH
Somewhat trustworthy	1271 23%	135 23%	121 15%	12 13%	91 18%	9 14%	158 16%	22 20%	109 29%	2 7%	792 29%	90 29% DF
BOTTOM 2 BOX (NET)	3901 72%	420 70%	683 83%	76 84% L	405 80%	55 83% L	780 81%	81 75% L	251 66%	25 89%	1782 64%	183 59%
Not very trustworthy	2370 43%	247 41%	368 45%	41 46%	212 42%	28 42%	438 45%	47 44%	150 40%	10 36%	1202 43%	121 39%
Not at all trustworthy	1531 28%	173 29%	315 38%	35 39% L	193 38%	27 41% L	342 36%	34 31% L	101 27%	15 54%	580 21%	62 20%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

16. .top

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	2122 39%	249 42%	200 24%	20 22%	135 27%	16 24%	285 30%	29 27%	160 42%	7 25%	1342 48%	177 57%
Very trustworthy	360 7%	52 9%	21 3%	2 2%	20 4%	3 5%	36 4%	4 4%	23 6%	-	260 9%	43 14%
Somewhat trustworthy	1762 32%	197 33%	179 22%	18 20%	115 23%	13 20%	249 26%	25 23%	137 36%	7 25%	1082 39%	134 44%
BOTTOM 2 BOX (NET)	3330 61%	351 59%	626 76%	70 78% L	372 73%	50 76% L	678 70%	79 73% L	218 58%	21 75%	1436 52% L	131 43%
Not very trustworthy	2431 45%	247 41%	413 50%	48 53%	236 47%	37 56% L	472 49%	59 55% L	153 40%	13 46%	1157 42% L	90 29%
Not at all trustworthy	899 16%	104 17%	213 26%	22 24% L	136 27%	13 20%	206 21%	20 19%	65 17%	8 29%	279 10% L	41 13%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	2452 45%	272 45%	349 42%	39 43%	160 32%	23 35%	317 33%	37 34%	211 56%	7 25%	1415 51%	166 54% FH
Very trustworthy	434 8%	59 10%	38 5%	3 3%	17 3%	5 8%	48 5%	3 3%	37 10%	1 4%	294 11%	47 15% KDH
Somewhat trustworthy	2018 37%	213 36%	311 38%	36 40%	143 28%	18 27%	269 28%	34 31%	174 46%	6 21%	1121 40%	119 39%
BOTTOM 2 BOX (NET)	3000 55%	328 55%	477 58%	51 57%	347 68%	43 65% L	646 67%	71 66% L	167 44%	21 75%	1363 49%	142 46%
Not very trustworthy	2219 41%	242 40%	336 41%	38 42%	230 45%	28 42%	439 46%	52 48% L	126 33%	13 46%	1088 39%	111 36%
Not at all trustworthy	781 14%	86 14%	141 17%	13 14%	117 23%	15 23% L	207 21%	19 18% L	41 11%	8 29%	275 10%	31 10%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	3227 59%	361 60%	367 44%	42 47%	285 56%	38 58%	555 58%	61 56%	257 68%	16 57%	1763 63%	204 66% D
Very trustworthy	821 15%	103 17%	73 9%	3 3%	93 18%	15 23% D	106 11%	13 12% D	77 20%	4 14%	472 17%	68 22% KDH
Somewhat trustworthy	2406 44%	258 43%	294 36%	39 43%	192 38%	23 35%	449 47%	48 44%	180 48%	12 43%	1291 46%	136 44%
BOTTOM 2 BOX (NET)	2225 41%	239 40%	459 56%	48 53% L	222 44%	28 42%	408 42%	47 44%	121 32%	12 43%	1015 37%	104 34%
Not very trustworthy	1727 32%	178 30%	325 39%	32 36%	163 32%	25 38% L	308 32%	35 32%	94 25%	7 25%	837 30%	79 26%
Not at all trustworthy	498 9%	61 10%	134 16%	16 18% FL	59 12%	3 5%	100 10%	12 11%	27 7%	5 18%	178 6%	25 8%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

19. .space

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	2458 45%	256 43%	319 39%	27 30%	221 44%	22 33%	336 35%	38 35%	192 51%	7 25%	1390 50%	162 53% DFH
Very trustworthy	477 9%	51 9%	45 5% D	-	41 8%	5 8% D	47 5%	9 8% D	38 10%	2 7%	306 11%	35 11% D
Somewhat trustworthy	1981 36%	205 34%	274 33%	27 30%	180 36%	17 26%	289 30%	29 27%	154 41%	5 18%	1084 39%	127 41% FH
BOTTOM 2 BOX (NET)	2994 55%	344 57%	507 61%	63 70% L	286 56%	44 67% L	627 65%	70 65% L	186 49%	21 75%	1388 50%	146 47%
Not very trustworthy	2254 41%	244 41%	357 43%	46 51% L	193 38%	34 52% EL	441 46%	50 46% L	138 37%	12 43%	1125 40%	102 33%
Not at all trustworthy	740 14%	100 17% A	150 18%	17 19%	93 18%	10 15%	186 19%	20 19%	48 13%	9 32%	263 9%	44 14% K
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	3003 55%	375 63% A	370 45%	41 46%	310 61%	45 68% DH	487 51%	57 53%	226 60%	18 64%	1610 58%	214 69% KDH
Very trustworthy	699 13%	91 15%	62 8% D	1 1%	88 17%	15 23% DH	77 8%	12 11% D	66 17%	3 11%	406 15%	60 19% KDH
Somewhat trustworthy	2304 42%	284 47% A	308 37%	40 44%	222 44%	30 45%	410 43%	45 42%	160 42%	15 54%	1204 43%	154 50% K
BOTTOM 2 BOX (NET)	2449 45% B	225 38%	456 55%	49 54% FL	197 39%	21 32%	476 49%	51 47% FL	152 40%	10 36%	1168 42% L	94 31%
Not very trustworthy	1861 34% B	156 26%	320 39%	32 36% L	135 27%	16 24%	346 36%	34 31%	118 31%	6 21%	942 34% L	68 22%
Not at all trustworthy	588 11%	69 12%	136 16%	17 19% FL	62 12%	5 8%	130 13%	17 16% L	34 9%	4 14%	226 8% L	26 8%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	3879 71%	439 73%	578 70%	70 78%	322 64%	43 65%	584 61%	80 74% G	298 79%	15 54%	2097 75%	231 75%
Very trustworthy	1071 20%	143 24% A	109 13%	11 12%	89 18%	15 23%	106 11%	18 17%	97 26%	7 25%	670 24%	92 30% KDH
Somewhat trustworthy	2808 52%	296 49%	469 57%	59 66% FL	233 46%	28 42%	478 50%	62 57% L	201 53%	8 29%	1427 51% L	139 45%
BOTTOM 2 BOX (NET)	1573 29%	161 27%	248 30%	20 22%	185 36%	23 35%	379 39% H	28 26%	80 21%	13 46%	681 25%	77 25%
Not very trustworthy	1231 23% B	111 19%	183 22% D	9 10%	125 25%	16 24% D	293 30% H	17 16%	61 16%	7 25%	569 20%	62 20% D
Not at all trustworthy	342 6%	50 8%	65 8%	11 12% L	60 12%	7 11%	86 9%	11 10%	19 5%	6 21%	112 4%	15 5%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	2784 51%	333 56% A	333 40%	43 48%	263 52%	40 61%	423 44%	53 49%	208 55%	12 43%	1557 56%	185 60% DH
Very trustworthy	563 10%	70 12%	43 5%	4 4%	58 11%	13 20% DH	56 6%	7 6%	49 13%	1 4%	357 13%	45 15% DH
Somewhat trustworthy	2221 41%	263 44%	290 35%	39 43%	205 40%	27 41%	367 38%	46 43%	159 42%	11 39%	1200 43%	140 45%
BOTTOM 2 BOX (NET)	2668 49% B	267 45%	493 60%	47 52% L	244 48%	26 39%	540 56%	55 51% L	170 45%	16 57%	1221 44%	123 40%
Not very trustworthy	2019 37% B	195 33%	352 43%	35 39%	172 34%	18 27%	390 40%	34 31%	135 36%	9 32%	970 35%	99 32%
Not at all trustworthy	649 12%	72 12%	141 17%	12 13%	72 14%	8 12%	150 16%	21 19% L	35 9%	7 25%	251 9%	24 8%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	181	20**	181	20**	-**	-**	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	118 65%	9 45%	118 65%	9 45%	-	-	-	-	-	-	-	-
Very trustworthy	13 7%	1 5%	13 7%	1 5%	-	-	-	-	-	-	-	-
Somewhat trustworthy	105 58%	8 40%	105 58%	8 40%	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	63 35%	11 55%	63 35%	11 55%	-	-	-	-	-	-	-	-
Not very trustworthy	45 25%	7 35%	45 25%	7 35%	-	-	-	-	-	-	-	-
Not at all trustworthy	18 10%	4 20%	18 10%	4 20%	-	-	-	-	-	-	-	-
Sigma	181 100%	20 100%	181 100%	20 100%	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	184	20**	184	20**	-**	-**	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	71 39%	5 25%	71 39%	5 25%	-	-	-	-	-	-	-	-
Very trustworthy	14 8%	1 5%	14 8%	1 5%	-	-	-	-	-	-	-	-
Somewhat trustworthy	57 31%	4 20%	57 31%	4 20%	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	113 61%	15 75%	113 61%	15 75%	-	-	-	-	-	-	-	-
Not very trustworthy	66 36%	11 55%	66 36%	11 55%	-	-	-	-	-	-	-	-
Not at all trustworthy	47 26%	4 20%	47 26%	4 20%	-	-	-	-	-	-	-	-
Sigma	184 100%	20 100%	184 100%	20 100%	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	90*	10**	-**	-**	-**	-**	90*	10**	-**	-**	-**	-**
TOP 2 BOX (NET)	43 48%	3 30%	-	-	-	-	43 48%	3 30%	-	-	-	-
Very trustworthy	9 10%	-	-	-	-	-	9 10%	-	-	-	-	-
Somewhat trustworthy	34 38%	3 30%	-	-	-	-	34 38%	3 30%	-	-	-	-
BOTTOM 2 BOX (NET)	47 52%	7 70%	-	-	-	-	47 52%	7 70%	-	-	-	-
Not very trustworthy	36 40%	6 60%	-	-	-	-	36 40%	6 60%	-	-	-	-
Not at all trustworthy	11 12%	1 10%	-	-	-	-	11 12%	1 10%	-	-	-	-
Sigma	90 100%	10 100%	-	-	-	-	90 100%	10 100%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	95*	10**	-**	-**	-**	-**	95*	10**	-**	-**	-**	-**
TOP 2 BOX (NET)	56 59%	2 20%	-	-	-	-	56 59%	2 20%	-	-	-	-
Very trustworthy	19 20%	1 10%	-	-	-	-	19 20%	1 10%	-	-	-	-
Somewhat trustworthy	37 39%	1 10%	-	-	-	-	37 39%	1 10%	-	-	-	-
BOTTOM 2 BOX (NET)	39 41%	8 80%	-	-	-	-	39 41%	8 80%	-	-	-	-
Not very trustworthy	33 35%	4 40%	-	-	-	-	33 35%	4 40%	-	-	-	-
Not at all trustworthy	6 6%	4 40%	-	-	-	-	6 6%	4 40%	-	-	-	-
Sigma	95 100%	10 100%	-	-	-	-	95 100%	10 100%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	97*	11**	-**	-**	-**	-**	97*	11**	-**	-**	-**	-**
TOP 2 BOX (NET)	62 64%	7 64%	-	-	-	-	62 64%	7 64%	-	-	-	-
Very trustworthy	9 9%	1 9%	-	-	-	-	9 9%	1 9%	-	-	-	-
Somewhat trustworthy	53 55%	6 55%	-	-	-	-	53 55%	6 55%	-	-	-	-
BOTTOM 2 BOX (NET)	35 36%	4 36%	-	-	-	-	35 36%	4 36%	-	-	-	-
Not very trustworthy	29 30%	4 36%	-	-	-	-	29 30%	4 36%	-	-	-	-
Not at all trustworthy	6 6%	-	-	-	-	-	6 6%	-	-	-	-	-
Sigma	97 100%	11 100%	-	-	-	-	97 100%	11 100%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	92*	10**	-**	-**	-**	-**	92*	10**	-**	-**	-**	-**
TOP 2 BOX (NET)	46 50%	4 40%	-	-	-	-	46 50%	4 40%	-	-	-	-
Very trustworthy	4 4%	-	-	-	-	-	4 4%	-	-	-	-	-
Somewhat trustworthy	42 46%	4 40%	-	-	-	-	42 46%	4 40%	-	-	-	-
BOTTOM 2 BOX (NET)	46 50%	6 60%	-	-	-	-	46 50%	6 60%	-	-	-	-
Not very trustworthy	30 33%	2 20%	-	-	-	-	30 33%	2 20%	-	-	-	-
Not at all trustworthy	16 17%	4 40%	-	-	-	-	16 17%	4 40%	-	-	-	-
Sigma	92 100%	10 100%	-	-	-	-	92 100%	10 100%	-	-	-	-

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	181	21**	**	**	**	**	181	21**	**	**	**	**
TOP 2 BOX (NET)	89 49%	12 57%	-	-	-	-	89 49%	12 57%	-	-	-	-
Very trustworthy	11 6%	6 29%	-	-	-	-	11 6%	6 29%	-	-	-	-
Somewhat trustworthy	78 43%	6 29%	-	-	-	-	78 43%	6 29%	-	-	-	-
BOTTOM 2 BOX (NET)	92 51%	9 43%	-	-	-	-	92 51%	9 43%	-	-	-	-
Not very trustworthy	68 38%	8 38%	-	-	-	-	68 38%	8 38%	-	-	-	-
Not at all trustworthy	24 13%	1 5%	-	-	-	-	24 13%	1 5%	-	-	-	-
Sigma	181 100%	21 100%	-	-	-	-	181 100%	21 100%	-	-	-	-

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	996	110	**	**	**	**	**	**	**	**	996	110
TOP 2 BOX (NET)	553 56%	78 71% A	-	-	-	-	-	-	-	-	553 56%	78 71% K
Very trustworthy	118 12%	25 23% A	-	-	-	-	-	-	-	-	118 12%	25 23% K
Somewhat trustworthy	435 44%	53 48%	-	-	-	-	-	-	-	-	435 44%	53 48%
BOTTOM 2 BOX (NET)	443 44% B	32 29%	-	-	-	-	-	-	-	-	443 44% L	32 29%
Not very trustworthy	354 36% B	28 25%	-	-	-	-	-	-	-	-	354 36% L	28 25%
Not at all trustworthy	89 9%	4 4%	-	-	-	-	-	-	-	-	89 9%	4 4%
Sigma	996 100%	110 100%	-	-	-	-	-	-	-	-	996 100%	110 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	93*	11**	-**	-**	-**	-**	-**	-**	-**	-**	93*	11**
TOP 2 BOX (NET)	56 60%	3 27%	-	-	-	-	-	-	-	-	56 60%	3 27%
Very trustworthy	9 10%	-	-	-	-	-	-	-	-	-	9 10%	-
Somewhat trustworthy	47 51%	3 27%	-	-	-	-	-	-	-	-	47 51%	3 27%
BOTTOM 2 BOX (NET)	37 40%	8 73%	-	-	-	-	-	-	-	-	37 40%	8 73%
Not very trustworthy	34 37%	5 45%	-	-	-	-	-	-	-	-	34 37%	5 45%
Not at all trustworthy	3 3%	3 27%	-	-	-	-	-	-	-	-	3 3%	3 27%
Sigma	93 100%	11 100%	-	-	-	-	-	-	-	-	93 100%	11 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	184	22**	**	**	**	**	**	**	**	**	184	22**
TOP 2 BOX (NET)	83 45%	9 41%	-	-	-	-	-	-	-	-	83 45%	9 41%
Very trustworthy	21 11%	-	-	-	-	-	-	-	-	-	21 11%	-
Somewhat trustworthy	62 34%	9 41%	-	-	-	-	-	-	-	-	62 34%	9 41%
BOTTOM 2 BOX (NET)	101 55%	13 59%	-	-	-	-	-	-	-	-	101 55%	13 59%
Not very trustworthy	73 40%	8 36%	-	-	-	-	-	-	-	-	73 40%	8 36%
Not at all trustworthy	28 15%	5 23%	-	-	-	-	-	-	-	-	28 15%	5 23%
Sigma	184 100%	22 100%	-	-	-	-	-	-	-	-	184 100%	22 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	315	35*	**	**	**	**	**	**	**	**	315	35*
TOP 2 BOX (NET)	155 49%	23 66%	-	-	-	-	-	-	-	-	155 49%	23 66%
Very trustworthy	19 6%	6 17% A	-	-	-	-	-	-	-	-	19 6%	6 17% K
Somewhat trustworthy	136 43%	17 49%	-	-	-	-	-	-	-	-	136 43%	17 49%
BOTTOM 2 BOX (NET)	160 51%	12 34%	-	-	-	-	-	-	-	-	160 51%	12 34%
Not very trustworthy	142 45% B	9 26%	-	-	-	-	-	-	-	-	142 45% L	9 26%
Not at all trustworthy	18 6%	3 9%	-	-	-	-	-	-	-	-	18 6%	3 9%
Sigma	315 100%	35 100%	-	-	-	-	-	-	-	-	315 100%	35 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - D/F/H/J/L
Overlap formulae used. * small base; ** 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	183	20**	**	**	**	**	**	**	**	**	183	20**
TOP 2 BOX (NET)	114 62%	14 70%	-	-	-	-	-	-	-	-	114 62%	14 70%
Very trustworthy	26 14%	3 15%	-	-	-	-	-	-	-	-	26 14%	3 15%
Somewhat trustworthy	88 48%	11 55%	-	-	-	-	-	-	-	-	88 48%	11 55%
BOTTOM 2 BOX (NET)	69 38%	6 30%	-	-	-	-	-	-	-	-	69 38%	6 30%
Not very trustworthy	59 32%	6 30%	-	-	-	-	-	-	-	-	59 32%	6 30%
Not at all trustworthy	10 5%	-	-	-	-	-	-	-	-	-	10 5%	-
Sigma	183 100%	20 100%	-	-	-	-	-	-	-	-	183 100%	20 100%

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	231	25**	**	**	**	**	**	**	**	**	231	25**
TOP 2 BOX (NET)	128 55%	12 48%	-	-	-	-	-	-	-	-	128 55%	12 48%
Very trustworthy	26 11%	1 4%	-	-	-	-	-	-	-	-	26 11%	1 4%
Somewhat trustworthy	102 44%	11 44%	-	-	-	-	-	-	-	-	102 44%	11 44%
BOTTOM 2 BOX (NET)	103 45%	13 52%	-	-	-	-	-	-	-	-	103 45%	13 52%
Not very trustworthy	64 28%	7 28%	-	-	-	-	-	-	-	-	64 28%	7 28%
Not at all trustworthy	39 17%	6 24%	-	-	-	-	-	-	-	-	39 17%	6 24%
Sigma	231 100%	25 100%	-	-	-	-	-	-	-	-	231 100%	25 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	595	65*	**	**	**	**	**	**	**	**	595	65*
TOP 2 BOX (NET)	350 59% B	28 43%	-	-	-	-	-	-	-	-	350 59% L	28 43%
Very trustworthy	100 17%	9 14%	-	-	-	-	-	-	-	-	100 17%	9 14%
Somewhat trustworthy	250 42% B	19 29%	-	-	-	-	-	-	-	-	250 42% L	19 29%
BOTTOM 2 BOX (NET)	245 41%	37 57% A	-	-	-	-	-	-	-	-	245 41%	37 57% K
Not very trustworthy	177 30%	27 42%	-	-	-	-	-	-	-	-	177 30%	27 42%
Not at all trustworthy	68 11%	10 15%	-	-	-	-	-	-	-	-	68 11%	10 15%
Sigma	595 100%	65 100%	-	-	-	-	-	-	-	-	595 100%	65 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - D/F/H/J/L
Overlap formulae used. * small base; ** 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	181	20**	**	**	**	**	**	**	**	**	181	20**
TOP 2 BOX (NET)	137 76%	14 70%	-	-	-	-	-	-	-	-	137 76%	14 70%
Very trustworthy	32 18%	5 25%	-	-	-	-	-	-	-	-	32 18%	5 25%
Somewhat trustworthy	105 58%	9 45%	-	-	-	-	-	-	-	-	105 58%	9 45%
BOTTOM 2 BOX (NET)	44 24%	6 30%	-	-	-	-	-	-	-	-	44 24%	6 30%
Not very trustworthy	39 22%	3 15%	-	-	-	-	-	-	-	-	39 22%	3 15%
Not at all trustworthy	5 3%	3 15%	-	-	-	-	-	-	-	-	5 3%	3 15%
Sigma	181 100%	20 100%	-	-	-	-	-	-	-	-	181 100%	20 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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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Table 160

38. .abuja

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	192	8**	**	**	**	**	**	**	192	8**	**	**
TOP 2 BOX (NET)	108 56%	3 38%	-	-	-	-	-	-	108 56%	3 38%	-	-
Very trustworthy	17 9%	1 13%	-	-	-	-	-	-	17 9%	1 13%	-	-
Somewhat trustworthy	91 47%	2 25%	-	-	-	-	-	-	91 47%	2 25%	-	-
BOTTOM 2 BOX (NET)	84 44%	5 63%	-	-	-	-	-	-	84 44%	5 63%	-	-
Not very trustworthy	65 34%	4 50%	-	-	-	-	-	-	65 34%	4 50%	-	-
Not at all trustworthy	19 10%	1 13%	-	-	-	-	-	-	19 10%	1 13%	-	-
Sigma	192 100%	8 100%	-	-	-	-	-	-	192 100%	8 100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	90*	10**	-**	-**	-**	-**	-**	-**	90*	10**	-**	-**
TOP 2 BOX (NET)	57 63%	4 40%	-	-	-	-	-	-	57 63%	4 40%	-	-
Very trustworthy	7 8%	2 20%	-	-	-	-	-	-	7 8%	2 20%	-	-
Somewhat trustworthy	50 56%	2 20%	-	-	-	-	-	-	50 56%	2 20%	-	-
BOTTOM 2 BOX (NET)	33 37%	6 60%	-	-	-	-	-	-	33 37%	6 60%	-	-
Not very trustworthy	24 27%	1 10%	-	-	-	-	-	-	24 27%	1 10%	-	-
Not at all trustworthy	9 10%	5 50%	-	-	-	-	-	-	9 10%	5 50%	-	-
Sigma	90 100%	10 100%	-	-	-	-	-	-	90 100%	10 100%	-	-

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	96*	10**	-**	-**	-**	-**	-**	-**	96*	10**	-**	-**
TOP 2 BOX (NET)	57 59%	5 50%	-	-	-	-	-	-	57 59%	5 50%	-	-
Very trustworthy	11 11%	3 30%	-	-	-	-	-	-	11 11%	3 30%	-	-
Somewhat trustworthy	46 48%	2 20%	-	-	-	-	-	-	46 48%	2 20%	-	-
BOTTOM 2 BOX (NET)	39 41%	5 50%	-	-	-	-	-	-	39 41%	5 50%	-	-
Not very trustworthy	28 29%	3 30%	-	-	-	-	-	-	28 29%	3 30%	-	-
Not at all trustworthy	11 11%	2 20%	-	-	-	-	-	-	11 11%	2 20%	-	-
Sigma	96 100%	10 100%	-	-	-	-	-	-	96 100%	10 100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	93*	18**	-**	-**	93*	18**	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	58 62%	7 39%	-	-	58 62%	7 39%	-	-	-	-	-	-
Very trustworthy	16 17%	1 6%	-	-	16 17%	1 6%	-	-	-	-	-	-
Somewhat trustworthy	42 45%	6 33%	-	-	42 45%	6 33%	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	35 38%	11 61%	-	-	35 38%	11 61%	-	-	-	-	-	-
Not very trustworthy	19 20%	7 39%	-	-	19 20%	7 39%	-	-	-	-	-	-
Not at all trustworthy	16 17%	4 22%	-	-	16 17%	4 22%	-	-	-	-	-	-
Sigma	93 100%	18 100%	-	-	93 100%	18 100%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	93*	10**	-**	-**	93*	10**	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	31 33%	1 10%	-	-	31 33%	1 10%	-	-	-	-	-	-
Very trustworthy	3 3%	-	-	-	3 3%	-	-	-	-	-	-	-
Somewhat trustworthy	28 30%	1 10%	-	-	28 30%	1 10%	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	62 67%	9 90%	-	-	62 67%	9 90%	-	-	-	-	-	-
Not very trustworthy	35 38%	7 70%	-	-	35 38%	7 70%	-	-	-	-	-	-
Not at all trustworthy	27 29%	2 20%	-	-	27 29%	2 20%	-	-	-	-	-	-
Sigma	93 100%	10 100%	-	-	93 100%	10 100%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	321	38*	**	**	321	38*	**	**	**	**	**	**
TOP 2 BOX (NET)	113 35%	15 39%	-	-	113 35%	15 39%	-	-	-	-	-	-
Very trustworthy	18 6%	3 8%	-	-	18 6%	3 8%	-	-	-	-	-	-
Somewhat trustworthy	95 30%	12 32%	-	-	95 30%	12 32%	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	208 65%	23 61%	-	-	208 65%	23 61%	-	-	-	-	-	-
Not very trustworthy	134 42%	18 47%	-	-	134 42%	18 47%	-	-	-	-	-	-
Not at all trustworthy	74 23%	5 13%	-	-	74 23%	5 13%	-	-	-	-	-	-
Sigma	321 100%	38 100%	-	-	321 100%	38 100%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - D/F/H/J/L
Overlap formulae used. * small base; ** 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	228	25**	**	**	**	**	228	25**	**	**	**	**
TOP 2 BOX (NET)	153 67%	16 64%	-	-	-	-	153 67%	16 64%	-	-	-	-
Very trustworthy	30 13%	3 12%	-	-	-	-	30 13%	3 12%	-	-	-	-
Somewhat trustworthy	123 54%	13 52%	-	-	-	-	123 54%	13 52%	-	-	-	-
BOTTOM 2 BOX (NET)	75 33%	9 36%	-	-	-	-	75 33%	9 36%	-	-	-	-
Not very trustworthy	50 22%	7 28%	-	-	-	-	50 22%	7 28%	-	-	-	-
Not at all trustworthy	25 11%	2 8%	-	-	-	-	25 11%	2 8%	-	-	-	-
Sigma	228 100%	25 100%	-	-	-	-	228 100%	25 100%	-	-	-	-

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

8 Jun 2016
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9. .ovh

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	228	25**	**	**	**	**	228	25**	**	**	**	**
TOP 2 BOX (NET)	32 14%	5 20%	-	-	-	-	32 14%	5 20%	-	-	-	-
Very trustworthy	5 2%	-	-	-	-	-	5 2%	-	-	-	-	-
Somewhat trustworthy	27 12%	5 20%	-	-	-	-	27 12%	5 20%	-	-	-	-
BOTTOM 2 BOX (NET)	196 86%	20 80%	-	-	-	-	196 86%	20 80%	-	-	-	-
Not very trustworthy	105 46%	13 52%	-	-	-	-	105 46%	13 52%	-	-	-	-
Not at all trustworthy	91 40%	7 28%	-	-	-	-	91 40%	7 28%	-	-	-	-
Sigma	228 100%	25 100%	-	-	-	-	228 100%	25 100%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	180	21**	**	**	**	**	180	21**	**	**	**	**
TOP 2 BOX (NET)	90 50%	11 52%	-	-	-	-	90 50%	11 52%	-	-	-	-
Very trustworthy	17 9%	1 5%	-	-	-	-	17 9%	1 5%	-	-	-	-
Somewhat trustworthy	73 41%	10 48%	-	-	-	-	73 41%	10 48%	-	-	-	-
BOTTOM 2 BOX (NET)	90 50%	10 48%	-	-	-	-	90 50%	10 48%	-	-	-	-
Not very trustworthy	70 39%	7 33%	-	-	-	-	70 39%	7 33%	-	-	-	-
Not at all trustworthy	20 11%	3 14%	-	-	-	-	20 11%	3 14%	-	-	-	-
Sigma	180 100%	21 100%	-	-	-	-	180 100%	21 100%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	461	50*	461	50*	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	214 46%	25 50%	214 46%	25 50%	-	-	-	-	-	-	-	-
Very trustworthy	32 7%	2 4%	32 7%	2 4%	-	-	-	-	-	-	-	-
Somewhat trustworthy	182 39%	23 46%	182 39%	23 46%	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	247 54%	25 50%	247 54%	25 50%	-	-	-	-	-	-	-	-
Not very trustworthy	176 38%	18 36%	176 38%	18 36%	-	-	-	-	-	-	-	-
Not at all trustworthy	71 15%	7 14%	71 15%	7 14%	-	-	-	-	-	-	-	-
Sigma	461 100%	50 100%	461 100%	50 100%	-	-	-	-	-	-	-	-

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	996	110	**	**	**	**	**	**	**	**	996	110
TOP 2 BOX (NET)	489 49%	74 67% A	-	-	-	-	-	-	-	-	489 49%	74 67% K
Very trustworthy	93 9%	22 20% A	-	-	-	-	-	-	-	-	93 9%	22 20% K
Somewhat trustworthy	396 40%	52 47%	-	-	-	-	-	-	-	-	396 40%	52 47%
BOTTOM 2 BOX (NET)	507 51% B	36 33%	-	-	-	-	-	-	-	-	507 51% L	36 33%
Not very trustworthy	419 42% B	30 27%	-	-	-	-	-	-	-	-	419 42% L	30 27%
Not at all trustworthy	88 9%	6 5%	-	-	-	-	-	-	-	-	88 9%	6 5%
Sigma	996 100%	110 100%	-	-	-	-	-	-	-	-	996 100%	110 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	996	110	**	**	**	**	**	**	**	**	996	110
TOP 2 BOX (NET)	410 41%	71 65% A	-	-	-	-	-	-	-	-	410 41%	71 65% K
Very trustworthy	92 9%	25 23% A	-	-	-	-	-	-	-	-	92 9%	25 23% K
Somewhat trustworthy	318 32%	46 42% A	-	-	-	-	-	-	-	-	318 32%	46 42% K
BOTTOM 2 BOX (NET)	586 59% B	39 35%	-	-	-	-	-	-	-	-	586 59% L	39 35%
Not very trustworthy	439 44% B	31 28%	-	-	-	-	-	-	-	-	439 44% L	31 28%
Not at all trustworthy	147 15% B	8 7%	-	-	-	-	-	-	-	-	147 15% L	8 7%
Sigma	996 100%	110 100%	-	-	-	-	-	-	-	-	996 100%	110 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	996	110	**	**	**	**	**	**	**	**	996	110
TOP 2 BOX (NET)	416 42%	75 68% A	-	-	-	-	-	-	-	-	416 42%	75 68% K
Very trustworthy	95 10%	25 23% A	-	-	-	-	-	-	-	-	95 10%	25 23% K
Somewhat trustworthy	321 32%	50 45% A	-	-	-	-	-	-	-	-	321 32%	50 45% K
BOTTOM 2 BOX (NET)	580 58% B	35 32%	-	-	-	-	-	-	-	-	580 58% L	35 32%
Not very trustworthy	438 44% B	26 24%	-	-	-	-	-	-	-	-	438 44% L	26 24%
Not at all trustworthy	142 14%	9 8%	-	-	-	-	-	-	-	-	142 14%	9 8%
Sigma	996 100%	110 100%	-	-	-	-	-	-	-	-	996 100%	110 100%

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
EXTENSION APPEAL (NET)	910 17%	122 20% A	154 19%	24 27%	90 18%	11 17%	121 13%	24 22% G	49 13%	4 14%	496 18%	59 19%
Relevant to topic/Specific to the domain	305 6%	43 7%	72 9%	11 12%	43 8%	6 9%	39 4%	7 6%	25 7%	-	126 5%	19 6%
Wording makes sense	117 2%	21 4% A	22 3%	6 7% CF	12 2%	-	20 2%	5 5%	2 1%	1 4%	61 2%	9 3%
Gut feeling/My opinion	69 1%	8 1%	5 1%	-	3 1%	-	7 1%	2 2%	2 1%	-	52 2%	6 2%
Short wording	62 1%	12 2%	6 1%	3 3% C	7 1%	2 3%	2	1 1%	2 1%	1 4%	45 2%	5 2%
Nothing looks/sounds suspicious	54 1%	5 1%	18 2%	2 2%	2	-	9 1%	2 2%	4 1%	-	21 1%	1
It's meaning/Meaningful	41 1%	4 1%	1	-	3 1%	-	-	1 1% G	-	-	37 1%	3 1%
Believable/Confidence/Convincing	33 1%	3 1%	2	-	7 1%	-	3	2 2% G	-	-	21 1%	1
I don't pay attention/Wouldn't notice	32 1%	5 1%	4	-	3 1%	2 3% E	7 1%	1 1%	1	-	17 1%	2 1%
Good/Like domain	31 1%	1	5 1%	-	2	-	5 1%	-	2 1%	1 4%	17 1%	-
Depends on language	28 1%	4 1%	3	-	-	-	3	1 1%	-	-	22 1%	3 1%
Professional	23	7 1% A	2	4 4% CL	-	-	5 1%	1 1%	1	1 4%	15 1%	1
Curiosity/Interesting	23	5 1%	1	-	3 1%	-	6 1%	2 2%	-	-	13	3 1%
Same/Similar to others	16	2	1	-	3 1%	1 2%	1	-	6 2%	-	5	1
Ordinary/Traditional/Conventional	14	1	-	-	-	-	2	-	1	-	11	1
Accurate	11	2	1	1 1%	-	-	-	1 1% G	-	-	10	-

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

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

8 Jun 2016
Table 173

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
All/Everything	9	-	2	-	2	-	3	-	-	-	2	-
Better/Best	2	-	-	-	-	-	-	-	-	-	2	-
Other extension appeal mentions	140 3%	14 2%	25 3%	1 1%	10 2%	1 2%	16 2%	3 3%	6 2%	1 4%	83 3%	8 3%
INFORMATION (NET)	606 11%	86 14% A	95 12%	22 24% CHL	81 16%	12 18%	80 8%	9 8%	54 14%	6 21%	296 11%	37 12%
Content/Information provided	463 8%	66 11% A	66 8%	15 17% CH	54 11%	8 12%	64 7%	7 6%	43 11%	5 18%	236 8%	31 10%
Has what I am looking for	127 2%	21 4%	29 4%	7 8% CHL	26 5%	4 6%	14 1%	2 2%	9 2%	2 7%	49 2%	6 2%
Other information mentions	26	1	3	-	1	-	5 1%	-	3 1%	-	14 1%	1
REPUTATION (NET)	599 11%	78 13%	86 10%	17 19% CH	68 13%	14 21% HL	102 11%	6 6%	38 10%	6 21%	305 11%	35 11%
Well known/Most commonly used	237 4%	35 6%	24 3%	7 8% C	25 5%	5 8%	53 6%	4 4%	15 4%	2 7%	120 4%	17 6%
Legitimate/Genuine/Authentic	113 2%	19 3%	24 3%	7 8% CHL	4 1%	3 5% E	15 2%	1 1%	9 2%	1 4%	61 2%	7 2%
Trustworthy	50 1%	6 1%	1	-	4 1%	1 2%	9 1%	-	6 2%	2 7%	30 1%	3 1%
Dependable/Reliable	47 1%	9 2%	5 1%	2 2%	25 5%	6 9% HL	4	-	2 1%	-	11	1
Depends on company/website behind the name	47 1%	1	11 1%	1 1%	4 1%	-	9 1%	-	2 1%	-	21 1%	-
Good company/reputation/track record	33 1%	8 1% A	8 1%	-	2	2 3% E	7 1%	1 1%	1	-	15 1%	5 2% K
Tested/Proven/Verified	32 1%	-	-	-	1	-	9 1%	-	2 1%	-	20 1%	-
Top level/High ranking	23	3 1%	3	1 1%	6 1%	1 2%	1	-	1	-	12	1
Good experience/Never had a problem	19	-	4	-	1	-	5 1%	-	3 1%	-	6	-

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
No scams/fraud	14	-	9 1%	-	1	-	2	-	-	-	2	-
Knowledgeable/Area of expertise/It's their business	3	1	-	1 C	-	-	-	-	-	-	3	-
Good management/Operation of site	2	-	-	-	-	-	-	-	-	-	2	-
Other reputation mentions	21	4 1%	3	1 1%	1	-	1	-	2 1%	1 4%	14 1%	2 1%
EXTENSION (NET)	590 11%	70 12%	100 12%	11 12%	68 13%	11 17%	76 8%	15 14% G	60 16%	2 7%	286 10%	31 10%
Domain name/extension (Unspec.)	298 5%	35 6%	43 5%	6 7%	28 6%	4 6%	45 5%	7 6%	35 9%	2 7%	147 5%	16 5%
.com	109 2%	14 2%	22 3%	2 2%	17 3%	3 5%	9 1%	2 2%	11 3%	-	50 2%	7 2%
Https	40 1%	3 1%	8 1%	-	5 1%	-	7 1%	-	3 1%	-	17 1%	3 1%
.org	27	2	6 1%	-	6 1%	1 2% L	-	1 1% G	4 1%	-	11	-
.net	24	1	7 1%	-	2	-	1	-	4 1%	-	10	1
.in	13	1	-	-	-	-	-	-	-	-	13	1
.info	10	1	5 1%	-	1	-	1	-	1	-	2	1
.co	9	-	-	-	8 2%	-	-	-	-	-	1	-
.gov	9	-	3	-	3 1%	-	-	-	1	-	2	-
.ru	4	-	-	-	-	-	-	-	-	-	4	-
.cn	3	-	-	-	-	-	-	-	-	-	3	-
.fr	3	1	1	-	-	-	2	1 1%	-	-	-	-

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Other extension mentions	124 2%	19 3%	24 3%	3 3%	14 3%	5 8% EL	15 2%	6 6% GL	13 3%	-	58 2%	5 2%
USAGE (NET)	574 11%	60 10%	127 15%	16 18% FH	37 7%	1 2%	62 6%	9 8%	44 12%	2 7%	304 11%	32 10% F
More familiar/I use extension	230 4%	23 4%	43 5%	4 4%	17 3%	-	13 1%	2 2%	15 4%	1 4%	142 5%	16 5%
Not familiar	155 3%	14 2%	59 7%	9 10% FHL	3 1%	-	24 2%	2 2%	19 5%	1 4%	50 2%	2 1%
I would try it	63 1%	8 1%	6 1%	-	8 2%	-	8 1%	2 2%	3 1%	-	38 1%	6 2%
Depends on use (Unspec.)	43 1%	4 1%	5 1%	-	2 *	1 2%	4 *	-	5 1%	-	27 1%	3 1%
Necessary/Needed to access internet	11	-	1	-	1	-	1	-	-	-	8	-
Helpful/Useful	11	3 1%	-	1 1% C	-	-	1	-	1	-	9	2 1%
Used by organizations	10	-	2	-	-	-	-	-	-	-	8	-
Government use	9	1	3	1 1%	-	-	-	-	1	-	5	-
Efficient/Work well	7	3 1% A	-	-	1	-	-	-	-	-	6	3 1% K
Public use	6	1	-	-	-	-	-	1 1% G	-	-	6	-
Business/Company use	6	-	2	-	-	-	-	-	-	-	4	-
Non profit use	1	-	1	-	-	-	-	-	-	-	-	-
Educational use	1	-	-	-	1	-	-	-	-	-	-	-
Commercial use	1	-	1	-	-	-	-	-	-	-	-	-
Other usage mentions	32 1%	4 1%	6 1%	2 2% L	4 1%	-	11 1%	2 2% L	1	-	10	-

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

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

8 Jun 2016
Table 173

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
SEARCH (NET)	319 6% B	21 4%	44 5%	3 3%	34 7%	3 5%	62 6%	4 4%	24 6%	1 4%	155 6%	10 3%
Researched it/Check out source first	156 3% B	8 1%	22 3%	1 1%	20 4%	2 3%	25 3%	2 2%	11 3%	1 4%	78 3% L	2 1%
Search engine/Found through searching	95 2%	12 2%	14 2%	1 1%	6 1%	1 2%	18 2%	2 2%	9 2%	-	48 2%	8 3%
Google search	64 1% B	1 *	9 1%	1 1%	9 2%	-	18 2%	-	7 2%	-	21 1%	-
Other search mentions	12 *	-	1 *	-	-	-	1 *	-	-	-	10 *	-
SAFETY/SECURITY (NET)	258 5%	24 4%	40 5% D	-	29 6%	4 6% D	45 5%	5 5% D	30 8%	-	114 4%	15 5% D
Safety/Security/Padlock	136 2%	16 3%	21 3%	-	16 3%	1 2%	26 3%	5 5% D	19 5%	-	54 2%	10 3%
Check with anti virus software	86 2%	4 1%	14 2%	-	10 2%	-	12 1%	-	6 2%	-	44 2%	4 1%
Not being exposed to virus	28 1%	3 1%	4 *	-	2 *	3 5% EDHL	7 1%	-	2 1%	-	13 *	-
Ensures privacy of personal information	9 *	1 *	3 *	-	-	-	2 *	-	1 *	-	3 *	1 *
Other safety/security mentions	5 *	-	1 *	-	1 *	-	1 *	-	2 1%	-	-	-
Illegible data	220 4%	25 4%	21 3%	3 3%	14 3%	1 2%	69 7%	8 7%	10 3%	1 4%	106 4%	12 4%
CONVENIENCE (NET)	183 3%	13 2%	22 3%	2 2%	13 3%	1 2%	21 2%	4 4%	5 1%	-	122 4% L	6 2%
Clear/Easy to understand/differentiate	146 3%	11 2%	17 2%	2 2%	11 2%	-	18 2%	4 4%	1 *	-	99 4%	5 2%
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/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - D/F/H/J/L
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Other convenience mentions	13	2	-	-	-	1 2% E	1	-	1	-	11	1
WEBSITE APPEAL (NET)	103 2%	23 4% A	5 1%	4 4% C	12 2%	3 5%	16 2%	4 4%	13 3%	-	57 2%	12 4% K
Design/Layout/Way it looks	87 2%	17 3% A	2	3 3% C	9 2%	2 3%	15 2%	2 2%	10 3%	-	51 2%	10 3%
Few/No pop-ups/advertisements	17	7 1% A	3	1 1%	3 1%	1 2%	1	3 3% G	3 1%	-	7	2 1%
WEBSITE (NET)	90 2%	8 1%	14 2%	1 1%	12 2%	1 2%	11 1%	2 2%	7 2%	-	46 2%	4 1%
Linked from a trusted site	46 1%	3 1%	9 1%	1 1%	7 1%	1 2%	3	-	4 1%	-	23 1%	1
Web based use/Used by major websites	1	1	-	-	-	-	-	-	-	-	1	1
Other website mentions	43 1%	4 1%	5 1%	-	5 1%	-	8 1%	2 2%	3 1%	-	22 1%	2 1%
WEBSITE ORIGIN (NET)	85 2%	8 1%	16 2%	3 3% L	9 2%	-	18 2%	3 3% L	7 2%	1 4%	35 1%	1
Country/State of origin (Unspec.)	47 1%	2	11 1%	1 1%	7 1%	-	8 1%	1 1%	6 2%	-	15 1%	-
Russian origin	5	-	1	-	-	-	-	-	-	-	4	-
Worldwide/International usage	5	1	-	-	-	-	-	-	-	-	5	1
Represents my country	1	-	1	-	-	-	-	-	-	-	-	-
Other website origin mentions	28 1%	5 1%	4	2 2% L	2	-	10 1%	2 2% L	1	1 4%	11	-
MISCELLANEOUS (NET)	251 5%	31 5%	23 3%	-	21 4%	4 6% D	59 6%	7 6% D	21 6%	-	127 5%	20 6% D
Recommended by others	148 3%	12 2%	13 2%	-	14 3%	2 3%	40 4%	4 4%	15 4%	-	66 2%	6 2%
Authorized/Regulated	67 1%	15 3% A	6 1%	-	3 1%	1 2%	10 1%	2 2%	4 1%	-	44 2%	12 4% K

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

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

8 Jun 2016
Table 173

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Advertised/Promoted	19	2	-	-	1	-	2	1%	-	-	16%	1
Good quality	6	2	2	-	2	1%	2	-	-	-	-	1
Good technology/innovation	3	-	1	-	-	-	1	-	-	-	1	-
Provide good services	1	-	-	-	-	-	-	-	1	-	-	-
Other	12	-	1	-	1	-	6%	-	1	-	3	-
ECONOMY (NET)	9	2	1	-	1	1%	3	-	1	-	3	1
It's paid for/Fee based	1	-	-	-	-	-	-	-	-	-	1	-
Other economy mentions	8	2	1	-	1	1%	3	-	1	-	2	1
None	779 14%	99 17%	97 12%	6 7%	85 17%	10 15%	131 14%	15 14%	56 15%	3 11%	410 15%	65 21% KD
Don't know	758 14% B	59 10%	125 15% D	5 6%	60 12%	4 6%	189 20%	17 16% D	34 9%	4 14%	350 13%	29 9%
Declined to answer	108 2%	9 2%	25 3%	3 3%	2	1 2%	21 2%	2 2%	2 1%	1 4%	58 2%	2 1%
Sigma	6712 123%	772 129%	1047 127%	128 142%	669 132%	89 135%	1118 116%	142 131%	480 127%	33 118%	3398 122%	380 123%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
An Internet search engine to find articles, posts or similar information	4039 74% B	412 69%	623 75%	77 86% CFHL	387 76% F	41 62%	658 68%	78 72%	320 85%	21 75%	2051 74% L	195 63%
An Internet encyclopedia	2178 40%	281 47% A	220 27%	38 42% C	185 36%	38 58% EH	314 33%	41 38%	157 42%	9 32%	1302 47%	155 50% H
My Internet service provider/agency that provides my internet access	1570 29% B	128 21%	135 16%	10 11%	162 32%	16 24% D	205 21%	16 15%	99 26%	11 39%	969 35% L	75 24% DH
Other	114 2%	10 2%	23 3%	3 3%	23 5%	2 3%	21 2%	1 1%	12 3%	-	35 1%	4 1%
Not sure	421 8%	48 8%	96 12% D	3 3%	28 6%	6 9%	110 11%	9 8%	14 4%	-	173 6%	30 10% K
Sigma	8322 153%	879 147%	1097 133%	131 146%	785 155%	103 156%	1308 136%	145 134%	602 159%	41 146%	4530 163%	459 149%

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Informative	3796 70%	418 70%	554 67%	60 67%	341 67%	47 71%	622 65%	65 60%	273 72%	17 61%	2006 72%	229 74% H
Useful	3762 69%	419 70%	555 67%	54 60%	347 68%	54 82% EDH	605 63%	59 55%	271 72%	20 71%	1984 71%	232 75% DH
Practical	3640 67%	388 65%	530 64%	55 61%	322 64%	48 73% H	615 64%	59 55%	267 71%	19 68%	1906 69%	207 67% H
Helpful	3595 66%	409 68%	506 61%	54 60%	286 56%	45 68%	573 60%	60 56%	275 73%	19 68%	1955 70%	231 75% DH
Innovative	3541 65%	407 68%	471 57%	56 62%	295 58%	46 70%	574 60%	62 57%	268 71%	21 75%	1933 70%	222 72% H
Interesting	3483 64%	419 70% A	472 57%	60 67%	314 62%	51 77% EH	566 59%	63 58%	256 68%	19 68%	1875 67%	226 73% KH
Technical	3427 63%	381 64%	463 56%	47 52%	309 61%	47 71% DH	554 58%	53 49%	249 66%	14 50%	1852 67%	220 71% DH
Trustworthy	2977 55%	349 58%	358 43%	30 33%	271 53%	38 58% D	460 48%	53 49% D	235 62%	19 68%	1653 60%	209 68% KDH
Cutting edge	2956 54%	325 54%	376 46%	40 44%	202 40%	21 32%	527 55%	55 51% F	218 58%	14 50%	1633 59%	195 63% DFH
For people like me	2829 52%	329 55%	358 43%	35 39%	239 47%	38 58% D	429 45%	48 44%	218 58%	12 43%	1585 57%	196 64% KDH
Unconventional	2699 50%	322 54%	413 50%	54 60%	253 50%	30 45%	427 44%	53 49%	214 57%	14 50%	1392 50%	171 56%
Exciting	2552 47%	310 52% A	276 33%	37 41%	181 36%	32 48% E	347 36%	47 44%	234 62%	15 54%	1514 54%	179 58% DH
Overwhelming	2209 41%	270 45% A	263 32%	41 46% CFH	137 27%	17 26%	300 31%	33 31%	170 45%	12 43%	1339 48%	167 54% KFH
Extreme	2151 39%	257 43%	215 26%	23 26%	164 32%	24 36%	290 30%	37 34%	185 49%	9 32%	1297 47%	164 53% KDFH
Confusing	2115 39%	269 45% A	347 42%	49 54% CF	145 29%	20 30%	350 36%	48 44%	133 35%	9 32%	1140 41%	143 46% F

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

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

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SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Confusing	3337 61% B	331 55%	479 58% D	41 46%	362 71%	46 70% DL	613 64%	60 56%	245 65%	19 68%	1638 59%	165 54%
Extreme	3301 61%	343 57%	611 74%	67 74% L	343 68%	42 64% L	673 70%	71 66% L	193 51%	19 68%	1481 53% L	144 47%
Overwhelming	3243 59% B	330 55%	563 68% D	49 54%	370 73%	49 74% DL	663 69%	75 69% DL	208 55%	16 57%	1439 52% L	141 46%
Exciting	2900 53% B	290 48%	550 67%	53 59%	326 64%	34 52%	616 64%	61 56% L	144 38%	13 46%	1264 46% L	129 42%
Unconventional	2753 50%	278 46%	413 50%	36 40%	254 50%	36 55%	536 56%	55 51%	164 43%	14 50%	1386 50% L	137 44%
For people like me	2623 48%	271 45%	468 57%	55 61% FL	268 53%	28 42%	534 55%	60 56% L	160 42%	16 57%	1193 43% L	112 36%
Cutting edge	2496 46%	275 46%	450 54%	50 56% L	305 60%	45 68% HL	436 45%	53 49% L	160 42%	14 50%	1145 41% L	113 37%
Trustworthy	2475 45%	251 42%	468 57%	60 67% FHL	236 47%	28 42%	503 52%	55 51% L	143 38%	9 32%	1125 40% L	99 32%
Technical	2025 37%	219 37%	363 44%	43 48% FL	198 39%	19 29%	409 42%	55 51% FL	129 34%	14 50%	926 33% L	88 29%
Interesting	1969 36% B	181 30%	354 43%	30 33%	193 38% F	15 23%	397 41%	45 42% FL	122 32%	9 32%	903 33% L	82 27%
Innovative	1911 35%	193 32%	355 43%	34 38%	212 42%	20 30%	389 40%	46 43% L	110 29%	7 25%	845 30% L	86 28%
Helpful	1857 34%	191 32%	320 39%	36 40% L	221 44%	21 32%	390 40%	48 44% L	103 27%	9 32%	823 30% L	77 25%
Practical	1812 33%	212 35%	296 36%	35 39%	185 36%	18 27%	348 36%	49 45% FL	111 29%	9 32%	872 31% L	101 33%
Useful	1690 31%	181 30%	271 33%	36 40% FL	160 32% F	12 18%	358 37%	49 45% FL	107 28%	8 29%	794 29% L	76 25%
Informative	1656 30%	182 30%	272 33%	30 33%	166 33%	19 29%	341 35%	43 40% L	105 28%	11 39%	772 28% L	79 26%

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

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

8 Jun 2016
Table 177

1. Innovative

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	3541 65%	407 68%	471 57%	56 62%	295 58%	46 70%	574 60%	62 57%	268 71%	21 75%	1933 70%	222 72% H
Describes very well	998 18%	130 22% A	95 12%	6 7%	101 20%	21 32% ED	89 9%	21 19% GD	103 27%	6 21%	610 22%	76 25% D
Describes somewhat well	2543 47%	277 46%	376 46%	50 56% FH	194 38%	25 38%	485 50% H	41 38%	165 44%	15 54%	1323 48%	146 47%
BOTTOM 2 BOX (NET)	1911 35%	193 32%	355 43%	34 38%	212 42%	20 30%	389 40%	46 43% L	110 29%	7 25%	845 30%	86 28%
Does not describe very well	1391 26%	133 22%	256 31%	25 28%	130 26%	11 17%	273 28%	32 30% L	75 20%	3 11%	657 24%	62 20%
Does not describe at all	520 10%	60 10%	99 12%	9 10%	82 16%	9 14%	116 12%	14 13%	35 9%	4 14%	188 7%	24 8%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	2956 54%	325 54%	376 46%	40 44%	202 40%	21 32%	527 55%	55 51% F	218 58%	14 50%	1633 59%	195 63% DFH
Describes very well	746 14%	92 15%	81 10% D	2 2%	53 10%	6 9%	88 9%	14 13% D	70 19%	5 18%	454 16%	65 21% KDF
Describes somewhat well	2210 41%	233 39%	295 36%	38 42% F	149 29%	15 23%	439 46%	41 38% F	148 39%	9 32%	1179 42%	130 42% F
BOTTOM 2 BOX (NET)	2496 46%	275 46%	450 54%	50 56% L	305 60%	45 68% HL	436 45%	53 49% L	160 42%	14 50%	1145 41%	113 37%
Does not describe very well	1769 32%	191 32%	295 36%	37 41% L	163 32%	25 38%	299 31%	37 34%	109 29%	8 29%	903 33%	84 27%
Does not describe at all	727 13%	84 14%	155 19%	13 14%	142 28%	20 30% DHL	137 14%	16 15%	51 13%	6 21%	242 9%	29 9%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

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Table 179

3. Extreme

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	2151 39%	257 43%	215 26%	23 26%	164 32%	24 36%	290 30%	37 34%	185 49%	9 32%	1297 47%	164 53% KDFH
Describes very well	530 10%	71 12%	38 5%	2 2%	43 8%	5 8%	45 5%	7 6%	59 16%	5 18%	345 12%	52 17% KDH
Describes somewhat well	1621 30%	186 31%	177 21%	21 23%	121 24%	19 29%	245 25%	30 28%	126 33%	4 14%	952 34%	112 36% D
BOTTOM 2 BOX (NET)	3301 61%	343 57%	611 74%	67 74% L	343 68%	42 64% L	673 70%	71 66% L	193 51%	19 68%	1481 53% L	144 47%
Does not describe very well	2198 40% B	201 34%	368 45%	40 44% FL	191 38%	19 29%	416 43%	43 40% L	127 34%	14 50%	1096 39% L	85 28%
Does not describe at all	1103 20%	142 24% A	243 29%	27 30% L	152 30%	23 35% L	257 27%	28 26%	66 17%	5 18%	385 14%	59 19% K
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

4. Trustworthy

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	2977 55%	349 58%	358 43%	30 33%	271 53%	38 58% D	460 48%	53 49% D	235 62%	19 68%	1653 60%	209 68% KDH
Describes very well	791 15%	111 19% A	73 9%	5 6%	88 17%	13 20% D	70 7%	10 9%	70 19%	6 21%	490 18%	77 25% KDH
Describes somewhat well	2186 40%	238 40%	285 35%	25 28%	183 36%	25 38%	390 40%	43 40%	165 44%	13 46%	1163 42%	132 43% D
BOTTOM 2 BOX (NET)	2475 45%	251 42%	468 57%	60 67% FHL	236 47%	28 42%	503 52%	55 51% L	143 38%	9 32%	1125 40% L	99 32%
Does not describe very well	1890 35%	186 31%	334 40%	47 52% CFL	151 30%	18 27%	375 39%	43 40% L	107 28%	6 21%	923 33% L	72 23%
Does not describe at all	585 11%	65 11%	134 16%	13 14%	85 17%	10 15%	128 13%	12 11%	36 10%	3 11%	202 7% L	27 9%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

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Table 181

5. Unconventional

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	2699 50%	322 54%	413 50%	54 60%	253 50%	30 45%	427 44%	53 49%	214 57%	14 50%	1392 50%	171 56%
Describes very well	667 12%	108 18% A	100 12%	16 18%	83 16%	13 20%	78 8%	12 11%	59 16%	4 14%	347 12%	63 20% KH
Describes somewhat well	2032 37%	214 36%	313 38%	38 42% F	170 34%	17 26%	349 36%	41 38%	155 41%	10 36%	1045 38%	108 35%
BOTTOM 2 BOX (NET)	2753 50%	278 46%	413 50%	36 40%	254 50%	36 55%	536 56%	55 51%	164 43%	14 50%	1386 50%	137 44%
Does not describe very well	1913 35% B	182 30%	281 34%	27 30%	139 27%	19 29%	359 37%	38 35%	120 32%	7 25%	1014 37% L	91 30%
Does not describe at all	840 15%	96 16%	132 16%	9 10%	115 23%	17 26% DL	177 18%	17 16%	44 12%	7 25%	372 13%	46 15%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	3640 67%	388 65%	530 64%	55 61%	322 64%	48 73% H	615 64%	59 55%	267 71%	19 68%	1906 69%	207 67% H
Describes very well	963 18%	125 21%	109 13%	9 10%	102 20%	18 27% D	111 12%	17 16%	99 26%	6 21%	542 20%	75 24% KD
Describes somewhat well	2677 49% B	263 44%	421 51%	46 51%	220 43%	30 45%	504 52% H	42 39%	168 44%	13 46%	1364 49% L	132 43%
BOTTOM 2 BOX (NET)	1812 33%	212 35%	296 36%	35 39%	185 36%	18 27%	348 36%	49 45% FL	111 29%	9 32%	872 31%	101 33%
Does not describe very well	1363 25%	147 25%	217 26%	23 26%	126 25%	13 20%	242 25%	34 31%	88 23%	4 14%	690 25%	73 24%
Does not describe at all	449 8%	65 11% A	79 10%	12 13%	59 12%	5 8%	106 11%	15 14%	23 6%	5 18%	182 7%	28 9%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

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Table 183

7. Technical

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	3427 63%	381 64%	463 56%	47 52%	309 61%	47 71% DH	554 58%	53 49%	249 66%	14 50%	1852 67%	220 71% DH
Describes very well	917 17%	129 22% A	106 13%	8 9%	114 22%	14 21% D	89 9%	16 15%	76 20%	7 25%	532 19%	84 27% KDH
Describes somewhat well	2510 46%	252 42%	357 43%	39 43%	195 38%	33 50% H	465 48% H	37 34%	173 46%	7 25%	1320 48%	136 44%
BOTTOM 2 BOX (NET)	2025 37%	219 37%	363 44%	43 48% FL	198 39%	19 29%	409 42%	55 51% FL	129 34%	14 50%	926 33%	88 29%
Does not describe very well	1516 28%	154 26%	250 30%	31 34% FL	124 24%	12 18%	287 30%	37 34% FL	98 26%	7 25%	757 27% L	67 22%
Does not describe at all	509 9%	65 11%	113 14%	12 13% L	74 15%	7 11%	122 13%	18 17% L	31 8%	7 25%	169 6%	21 7%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

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Table 184

8. Confusing

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	2115 39%	269 45% A	347 42%	49 54% CF	145 29%	20 30%	350 36%	48 44%	133 35%	9 32%	1140 41%	143 46% F
Describes very well	526 10%	74 12% A	92 11%	12 13%	36 7%	7 11%	84 9%	12 11%	34 9%	4 14%	280 10%	39 13%
Describes somewhat well	1589 29%	195 33%	255 31%	37 41% CF	109 21%	13 20%	266 28%	36 33%	99 26%	5 18%	860 31%	104 34% F
BOTTOM 2 BOX (NET)	3337 61% B	331 55%	479 58% D	41 46%	362 71%	46 70% DL	613 64%	60 56%	245 65%	19 68%	1638 59%	165 54%
Does not describe very well	2138 39% B	200 33%	287 35%	27 30%	187 37%	20 30%	393 41%	39 36%	154 41%	13 46%	1117 40%	101 33%
Does not describe at all	1199 22%	131 22%	192 23%	14 16%	175 35%	26 39% DHL	220 23%	21 19%	91 24%	6 21%	521 19%	64 21%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

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Table 185

9. Overwhelming

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	2209 41%	270 45% A	263 32%	41 46% CFH	137 27%	17 26%	300 31%	33 31%	170 45%	12 43%	1339 48%	167 54% KFH
Describes very well	558 10%	87 15% A	58 7%	7 8%	30 6%	2 3%	65 7%	9 8%	52 14%	4 14%	353 13%	65 21% KDFH
Describes somewhat well	1651 30%	183 31%	205 25%	34 38% CFH	107 21%	15 23%	235 24%	24 22%	118 31%	8 29%	986 35%	102 33% H
BOTTOM 2 BOX (NET)	3243 59% B	330 55%	563 68% D	49 54%	370 73%	49 74% DL	663 69%	75 69% DL	208 55%	16 57%	1439 52% L	141 46%
Does not describe very well	2087 38% B	202 34%	329 40%	33 37%	197 39%	25 38%	374 39%	47 44% L	136 36%	9 32%	1051 38% L	88 29%
Does not describe at all	1156 21%	128 21%	234 28% D	16 18%	173 34%	24 36% DL	289 30%	28 26% L	72 19%	7 25%	388 14%	53 17%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	3762 69%	419 70%	555 67%	54 60%	347 68%	54 82% EDH	605 63%	59 55%	271 72%	20 71%	1984 71%	232 75% DH
Describes very well	1059 19%	145 24% A	118 14%	7 8%	118 23%	19 29% DH	107 11%	10 9%	98 26%	9 32%	618 22%	100 32% KDH
Describes somewhat well	2703 50%	274 46%	437 53%	47 52%	229 45%	35 53%	498 52%	49 45%	173 46%	11 39%	1366 49% L	132 43%
BOTTOM 2 BOX (NET)	1690 31%	181 30%	271 33%	36 40% FL	160 32% F	12 18%	358 37%	49 45% FL	107 28%	8 29%	794 29%	76 25%
Does not describe very well	1278 23%	124 21%	194 23%	23 26% F	104 21% F	6 9%	258 27%	34 31% FL	84 22%	4 14%	638 23%	57 19%
Does not describe at all	412 8%	57 10%	77 9%	13 14% L	56 11% L	6 9%	100 10%	15 14% L	23 6%	4 14%	156 6%	19 6%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	2829 52%	329 55%	358 43%	35 39%	239 47%	38 58% D	429 45%	48 44%	218 58%	12 43%	1585 57%	196 64% KDH
Describes very well	749 14%	105 18% A	70 8%	5 6%	86 17%	13 20% DH	71 7%	9 8%	83 22%	3 11%	439 16%	75 24% KDH
Describes somewhat well	2080 38%	224 37%	288 35%	30 33%	153 30%	25 38%	358 37%	39 36%	135 36%	9 32%	1146 41%	121 39%
BOTTOM 2 BOX (NET)	2623 48%	271 45%	468 57%	55 61% FL	268 53%	28 42%	534 55%	60 56% L	160 42%	16 57%	1193 43% L	112 36%
Does not describe very well	1832 34% B	174 29%	310 38%	35 39% FL	159 31% F	12 18%	349 36%	40 37% FL	109 29%	10 36%	905 33% L	77 25%
Does not describe at all	791 15%	97 16%	158 19%	20 22% L	109 21%	16 24% L	185 19%	20 19%	51 13%	6 21%	288 10%	35 11%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	3483 64%	419 70% A	472 57%	60 67%	314 62%	51 77% EH	566 59%	63 58%	256 68%	19 68%	1875 67%	226 73% KH
Describes very well	922 17%	147 25% A	79 10%	10 11%	95 19%	23 35% EDH	91 9%	11 10%	98 26%	8 29%	559 20%	95 31% KDH
Describes somewhat well	2561 47%	272 45%	393 48%	50 56% L	219 43%	28 42%	475 49%	52 48%	158 42%	11 39%	1316 47%	131 43%
BOTTOM 2 BOX (NET)	1969 36% B	181 30%	354 43%	30 33%	193 38% F	15 23%	397 41%	45 42% FL	122 32%	9 32%	903 33% L	82 27%
Does not describe very well	1444 26% B	113 19%	248 30% D	18 20%	124 24% F	8 12%	275 29%	30 28% FL	87 23%	4 14%	710 26% L	53 17%
Does not describe at all	525 10%	68 11%	106 13%	12 13%	69 14%	7 11%	122 13%	15 14%	35 9%	5 18%	193 7%	29 9%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	2552 47%	310 52% A	276 33%	37 41%	181 36%	32 48% E	347 36%	47 44%	234 62%	15 54%	1514 54%	179 58% DH
Describes very well	660 12%	95 16% A	50 6%	3 3%	54 11%	7 11%	54 6%	11 10%	73 19%	8 29%	429 15%	66 21% KDFH
Describes somewhat well	1892 35%	215 36%	226 27%	34 38% C	127 25%	25 38% E	293 30%	36 33%	161 43%	7 25%	1085 39%	113 37%
BOTTOM 2 BOX (NET)	2900 53% B	290 48%	550 67%	53 59% L	326 64% F	34 52%	616 64%	61 56% L	144 38%	13 46%	1264 46%	129 42%
Does not describe very well	1977 36% B	175 29%	355 43%	33 37% L	187 37% F	15 23%	382 40%	40 37% L	107 28%	7 25%	946 34% L	80 26%
Does not describe at all	923 17%	115 19%	195 24%	20 22%	139 27%	19 29% L	234 24%	21 19%	37 10%	6 21%	318 11%	49 16% K
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	3595 66%	409 68%	506 61%	54 60%	286 56%	45 68%	573 60%	60 56%	275 73%	19 68%	1955 70%	231 75% DH
Describes very well	982 18%	135 23% A	100 12%	9 10%	82 16%	16 24% D	97 10%	18 17% G	95 25%	7 25%	608 22%	85 28% KDH
Describes somewhat well	2613 48%	274 46%	406 49%	45 50%	204 40%	29 44%	476 49% H	42 39%	180 48%	12 43%	1347 48%	146 47%
BOTTOM 2 BOX (NET)	1857 34%	191 32%	320 39%	36 40% L	221 44%	21 32%	390 40%	48 44% L	103 27%	9 32%	823 30%	77 25%
Does not describe very well	1387 25% B	130 22%	228 28%	24 27% L	138 27%	13 20%	279 29%	36 33% L	81 21%	5 18%	661 24%	52 17%
Does not describe at all	470 9%	61 10%	92 11%	12 13%	83 16%	8 12%	111 12%	12 11%	22 6%	4 14%	162 6%	25 8%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

8 Jun 2016
Table 191

15. Informative

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	3796 70%	418 70%	554 67%	60 67%	341 67%	47 71%	622 65%	65 60%	273 72%	17 61%	2006 72%	229 74% H
Describes very well	1114 20%	140 23%	130 16%	13 14%	134 26%	19 29% DH	121 13%	15 14%	116 31%	7 25%	613 22%	86 28% KDH
Describes somewhat well	2682 49%	278 46%	424 51%	47 52%	207 41%	28 42%	501 52%	50 46%	157 42%	10 36%	1393 50%	143 46%
BOTTOM 2 BOX (NET)	1656 30%	182 30%	272 33%	30 33%	166 33%	19 29%	341 35%	43 40% L	105 28%	11 39%	772 28%	79 26%
Does not describe very well	1253 23%	130 22%	198 24%	20 22%	107 21%	13 20%	236 25%	33 31% L	79 21%	7 25%	633 23%	57 19%
Does not describe at all	403 7%	52 9%	74 9%	10 11%	59 12%	6 9%	105 11%	10 9%	26 7%	4 14%	139 5%	22 7%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

8 Jun 2016
Table 192

1. .email

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Strict purchase restrictions should be required	1598 29%	169 28%	237 29%	24 27%	190 37%	23 35% H	218 23%	22 20%	119 31%	6 21%	834 30%	94 31% H
Some purchase restrictions should be required	2534 46%	263 44%	381 46%	44 49%	189 37%	28 42%	491 51%	51 47%	156 41%	10 36%	1317 47%	130 42%
No purchase restrictions should be required	1320 24%	168 28% A	208 25%	22 24%	128 25%	15 23%	254 26%	35 32%	103 27%	12 43%	627 23%	84 27%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Strict purchase restrictions should be required	1221 22%	123 21%	167 20%	21 23%	135 27%	20 30% H	214 22%	17 16%	80 21%	1 4%	625 22%	64 21%
Some purchase restrictions should be required	2897 53%	294 49%	461 56%	47 52%	242 48%	31 47%	525 55%	51 47%	190 50%	11 39%	1479 53%	154 50%
No purchase restrictions should be required	1334 24%	183 31% A	198 24%	22 24%	130 26%	15 23%	224 23%	40 37% G	108 29%	16 57%	674 24%	90 29%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

8 Jun 2016
Table 194

3. .link

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Strict purchase restrictions should be required	1201 22% B	108 18%	142 17% D	5 6%	134 26%	16 24% DH	197 20% H	11 10%	80 21%	3 11%	648 23%	73 24% DH
Some purchase restrictions should be required	2714 50%	295 49%	418 51%	43 48%	214 42%	33 50%	478 50%	59 55%	181 48%	16 57%	1423 51%	144 47%
No purchase restrictions should be required	1537 28%	197 33% A	266 32%	42 47% CFL	159 31%	17 26%	288 30%	38 35%	117 31%	9 32%	707 25%	91 30%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

8 Jun 2016
Table 195

4. .guru

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Strict purchase restrictions should be required	1181 22% B	98 16%	164 20% D	4 4%	145 29%	14 21% D	234 24% H	15 14% D	73 19%	4 14%	565 20%	61 20% D
Some purchase restrictions should be required	2662 49%	277 46%	391 47%	43 48%	197 39%	25 38%	470 49%	47 44%	160 42%	14 50%	1444 52%	148 48%
No purchase restrictions should be required	1609 30%	225 38% A	271 33%	43 48% CL	165 33%	27 41%	259 27%	46 43% G	145 38%	10 36%	769 28%	99 32%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Strict purchase restrictions should be required	1496 27% B	127 21%	337 41%	31 34% FHL	139 27%	12 18%	252 26% H	14 13%	108 29%	5 18%	660 24%	65 21%
Some purchase restrictions should be required	2666 49%	293 49%	372 45%	44 49%	230 45%	29 44%	455 47%	52 48%	171 45%	13 46%	1438 52%	155 50%
No purchase restrictions should be required	1290 24%	180 30% A	117 14%	15 17%	138 27%	25 38% D	256 27%	42 39% GDL	99 26%	10 36%	680 24%	88 29% D
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Strict purchase restrictions should be required	1228 23%	123 21%	158 19% D	9 10%	151 30%	18 27% D	207 21%	19 18%	71 19%	-	641 23%	77 25% D
Some purchase restrictions should be required	2879 53% B	284 47%	451 55%	46 51%	237 47%	34 52%	531 55% H	45 42%	184 49%	12 43%	1476 53%	147 48%
No purchase restrictions should be required	1345 25%	193 32% A	217 26%	35 39% CFL	119 23%	14 21%	225 23%	44 41% GFL	123 33%	16 57%	661 24%	84 27%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Strict purchase restrictions should be required	1130 21% B	98 16%	155 19% D	5 6%	141 28%	17 26% D	221 23%	21 19% D	59 16%	2 7%	554 20%	53 17% D
Some purchase restrictions should be required	2408 44%	257 43%	339 41%	33 37%	195 38%	23 35%	418 43%	48 44%	151 40%	11 39%	1305 47%	142 46%
No purchase restrictions should be required	1914 35%	245 41% A	332 40%	52 58% CFHL	171 34%	26 39%	324 34%	39 36%	168 44%	15 54%	919 33%	113 37%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Strict purchase restrictions should be required	2723 50% B	249 42%	482 58%	57 63% HL	274 54%	32 48%	440 46% H	38 35%	230 61%	11 39%	1297 47% L	111 36%
Some purchase restrictions should be required	1946 36%	223 37%	245 30%	26 29%	147 29%	20 30%	382 40%	39 36%	99 26%	10 36%	1073 39%	128 42% D
No purchase restrictions should be required	783 14%	128 21% A	99 12%	7 8%	86 17%	14 21% D	141 15%	31 29% GD	49 13%	7 25%	408 15%	69 22% KD
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

8 Jun 2016
Table 200

45. .pharmacy

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Strict purchase restrictions should be required	2280 42%	237 40%	469 57%	60 67% FHL	231 46%	27 41%	423 44%	41 38%	204 54%	10 36%	953 34%	99 32%
Some purchase restrictions should be required	2217 41%	237 40%	257 31%	24 27%	174 34%	27 41%	381 40%	42 39%	117 31%	12 43%	1288 46%	132 43% D
No purchase restrictions should be required	955 18%	126 21% A	100 12%	6 7%	102 20%	12 18% D	159 17%	25 23% D	57 15%	6 21%	537 19%	77 25% KD
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

8 Jun 2016
Table 201

46. .builder

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Strict purchase restrictions should be required	1551 28% B	142 24%	300 36% D	21 23%	167 33%	19 29%	265 28%	27 25%	124 33%	4 14%	695 25%	71 23%
Some purchase restrictions should be required	2753 50%	298 50%	379 46%	48 53%	212 42%	33 50%	507 53%	51 47%	172 46%	15 54%	1483 53%	151 49%
No purchase restrictions should be required	1148 21%	160 27% A	147 18%	21 23%	128 25%	14 21%	191 20%	30 28%	82 22%	9 32%	600 22%	86 28% K
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

8 Jun 2016
Table 202

23. .toronto

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	181	20**	181	20**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Strict purchase restrictions should be required	62 34%	5 25%	62 34%	5 25%	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	94 52%	9 45%	94 52%	9 45%	-	-	-	-	-	-	-	-
No purchase restrictions should be required	25 14%	6 30%	25 14%	6 30%	-	-	-	-	-	-	-	-
Sigma	181 100%	20 100%	181 100%	20 100%	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	184	20**	184	20**
Strict purchase restrictions should be required	52 28%	3 15%	52 28%	3 15%	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	97 53%	9 45%	97 53%	9 45%	-	-	-	-	-	-	-	-
No purchase restrictions should be required	35 19%	8 40%	35 19%	8 40%	-	-	-	-	-	-	-	-
Sigma	184 100%	20 100%	184 100%	20 100%	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	90*	10**	-.**	-.**	-.**	-.**	90*	10**	-.**	-.**	-.**	-.**
Strict purchase restrictions should be required	13 14%	1 10%	-	-	-	-	13 14%	1 10%	-	-	-	-
Some purchase restrictions should be required	57 63%	5 50%	-	-	-	-	57 63%	5 50%	-	-	-	-
No purchase restrictions should be required	20 22%	4 40%	-	-	-	-	20 22%	4 40%	-	-	-	-
Sigma	90 100%	10 100%	-	-	-	-	90 100%	10 100%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	95*	10**	-**	-**	-**	-**	95*	10**	-**	-**	-**	-**
Strict purchase restrictions should be required	31 33%	-	-	-	-	-	31 33%	-	-	-	-	-
Some purchase restrictions should be required	44 46%	6 60%	-	-	-	-	44 46%	6 60%	-	-	-	-
No purchase restrictions should be required	20 21%	4 40%	-	-	-	-	20 21%	4 40%	-	-	-	-
Sigma	95 100%	10 100%	-	-	-	-	95 100%	10 100%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	97*	11**	-**	-**	-**	-**	97*	11**	-**	-**	-**	-**
Strict purchase restrictions should be required	28 29%	2 18%	-	-	-	-	28 29%	2 18%	-	-	-	-
Some purchase restrictions should be required	49 51%	6 55%	-	-	-	-	49 51%	6 55%	-	-	-	-
No purchase restrictions should be required	20 21%	3 27%	-	-	-	-	20 21%	3 27%	-	-	-	-
Sigma	97 100%	11 100%	-	-	-	-	97 100%	11 100%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	92*	10**	-.**	-.**	-.**	-.**	92*	10**	-.**	-.**	-.**	-.**
Strict purchase restrictions should be required	24 26%	1 10%	-	-	-	-	24 26%	1 10%	-	-	-	-
Some purchase restrictions should be required	51 55%	5 50%	-	-	-	-	51 55%	5 50%	-	-	-	-
No purchase restrictions should be required	17 18%	4 40%	-	-	-	-	17 18%	4 40%	-	-	-	-
Sigma	92 100%	10 100%	-	-	-	-	92 100%	10 100%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	181	21**	**	**	**	**	181	21**	**	**	**	**
Strict purchase restrictions should be required	55 30%	7 33%	-	-	-	-	55 30%	7 33%	-	-	-	-
Some purchase restrictions should be required	89 49%	8 38%	-	-	-	-	89 49%	8 38%	-	-	-	-
No purchase restrictions should be required	37 20%	6 29%	-	-	-	-	37 20%	6 29%	-	-	-	-
Sigma	181 100%	21 100%	-	-	-	-	181 100%	21 100%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	996	110	**	**	**	**	**	**	**	**	996	110
Strict purchase restrictions should be required	258 26%	35 32%	-	-	-	-	-	-	-	-	258 26%	35 32%
Some purchase restrictions should be required	504 51%	56 51%	-	-	-	-	-	-	-	-	504 51%	56 51%
No purchase restrictions should be required	234 23%	19 17%	-	-	-	-	-	-	-	-	234 23%	19 17%
Sigma	996 100%	110 100%	-	-	-	-	-	-	-	-	996 100%	110 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	93*	11**	-**	-**	-**	-**	-**	-**	-**	-**	93*	11**
Strict purchase restrictions should be required	26 28%	3 27%	-	-	-	-	-	-	-	-	26 28%	3 27%
Some purchase restrictions should be required	50 54%	6 55%	-	-	-	-	-	-	-	-	50 54%	6 55%
No purchase restrictions should be required	17 18%	2 18%	-	-	-	-	-	-	-	-	17 18%	2 18%
Sigma	93 100%	11 100%	-	-	-	-	-	-	-	-	93 100%	11 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	184	22**	**	**	**	**	**	**	**	**	184	22**
Strict purchase restrictions should be required	69 38%	7 32%	-	-	-	-	-	-	-	-	69 38%	7 32%
Some purchase restrictions should be required	83 45%	10 45%	-	-	-	-	-	-	-	-	83 45%	10 45%
No purchase restrictions should be required	32 17%	5 23%	-	-	-	-	-	-	-	-	32 17%	5 23%
Sigma	184 100%	22 100%	-	-	-	-	-	-	-	-	184 100%	22 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	315	35*	**	**	**	**	**	**	**	**	315	35*
Strict purchase restrictions should be required	80 25%	6 17%	-	-	-	-	-	-	-	-	80 25%	6 17%
Some purchase restrictions should be required	174 55% B	12 34%	-	-	-	-	-	-	-	-	174 55% L	12 34%
No purchase restrictions should be required	61 19%	17 49% A	-	-	-	-	-	-	-	-	61 19%	17 49% K
Sigma	315 100%	35 100%	-	-	-	-	-	-	-	-	315 100%	35 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - D/F/H/J/L
Overlap formulae used. * small base; ** 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	183	20**	**	**	**	**	**	**	**	**	183	20**
Strict purchase restrictions should be required	69 38%	4 20%	-	-	-	-	-	-	-	-	69 38%	4 20%
Some purchase restrictions should be required	82 45%	10 50%	-	-	-	-	-	-	-	-	82 45%	10 50%
No purchase restrictions should be required	32 17%	6 30%	-	-	-	-	-	-	-	-	32 17%	6 30%
Sigma	183 100%	20 100%	-	-	-	-	-	-	-	-	183 100%	20 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	231	25**	**	**	**	**	**	**	**	**	231	25**
Strict purchase restrictions should be required	49 21%	4 16%	-	-	-	-	-	-	-	-	49 21%	4 16%
Some purchase restrictions should be required	118 51%	10 40%	-	-	-	-	-	-	-	-	118 51%	10 40%
No purchase restrictions should be required	64 28%	11 44%	-	-	-	-	-	-	-	-	64 28%	11 44%
Sigma	231 100%	25 100%	-	-	-	-	-	-	-	-	231 100%	25 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	595	65*	**	**	**	**	**	**	**	**	595	65*
Strict purchase restrictions should be required	179 30%	23 35%	-	-	-	-	-	-	-	-	179 30%	23 35%
Some purchase restrictions should be required	302 51%	29 45%	-	-	-	-	-	-	-	-	302 51%	29 45%
No purchase restrictions should be required	114 19%	13 20%	-	-	-	-	-	-	-	-	114 19%	13 20%
Sigma	595 100%	65 100%	-	-	-	-	-	-	-	-	595 100%	65 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - D/F/H/J/L
Overlap formulae used. * small base; ** 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	181	20**	**	**	**	**	**	**	**	**	181	20**
Strict purchase restrictions should be required	47 26%	7 35%	-	-	-	-	-	-	-	-	47 26%	7 35%
Some purchase restrictions should be required	90 50%	10 50%	-	-	-	-	-	-	-	-	90 50%	10 50%
No purchase restrictions should be required	44 24%	3 15%	-	-	-	-	-	-	-	-	44 24%	3 15%
Sigma	181 100%	20 100%	-	-	-	-	-	-	-	-	181 100%	20 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	192	8**	**	**	**	**	**	**	192	8**	**	**
Strict purchase restrictions should be required	48 25%	2 25%	-	-	-	-	-	-	48 25%	2 25%	-	-
Some purchase restrictions should be required	88 46%	4 50%	-	-	-	-	-	-	88 46%	4 50%	-	-
No purchase restrictions should be required	56 29%	2 25%	-	-	-	-	-	-	56 29%	2 25%	-	-
Sigma	192 100%	8 100%	-	-	-	-	-	-	192 100%	8 100%	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	90*	10**	-**	-**	-**	-**	-**	-**	90*	10**	-**	-**
Strict purchase restrictions should be required	27 30%	6 60%	-	-	-	-	-	-	27 30%	6 60%	-	-
Some purchase restrictions should be required	40 44%	1 10%	-	-	-	-	-	-	40 44%	1 10%	-	-
No purchase restrictions should be required	23 26%	3 30%	-	-	-	-	-	-	23 26%	3 30%	-	-
Sigma	90 100%	10 100%	-	-	-	-	-	-	90 100%	10 100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	96*	10**	-**	-**	-**	-**	-**	-**	96*	10**	-**	-**
Strict purchase restrictions should be required	20 21%	3 30%	-	-	-	-	-	-	20 21%	3 30%	-	-
Some purchase restrictions should be required	47 49%	4 40%	-	-	-	-	-	-	47 49%	4 40%	-	-
No purchase restrictions should be required	29 30%	3 30%	-	-	-	-	-	-	29 30%	3 30%	-	-
Sigma	96 100%	10 100%	-	-	-	-	-	-	96 100%	10 100%	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	93*	18**	-**	-**	93*	18**	-**	-**	-**	-**	-**	-**
Strict purchase restrictions should be required	31 33%	5 28%	-	-	31 33%	5 28%	-	-	-	-	-	-
Some purchase restrictions should be required	42 45%	8 44%	-	-	42 45%	8 44%	-	-	-	-	-	-
No purchase restrictions should be required	20 22%	5 28%	-	-	20 22%	5 28%	-	-	-	-	-	-
Sigma	93 100%	18 100%	-	-	93 100%	18 100%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	93*	10**	-**	-**	93*	10**	-**	-**	-**	-**	-**	-**
Strict purchase restrictions should be required	26 28%	4 40%	-	-	26 28%	4 40%	-	-	-	-	-	-
Some purchase restrictions should be required	43 46%	6 60%	-	-	43 46%	6 60%	-	-	-	-	-	-
No purchase restrictions should be required	24 26%	-	-	-	24 26%	-	-	-	-	-	-	-
Sigma	93 100%	10 100%	-	-	93 100%	10 100%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	321	38*	**	**	321	38*	**	**	**	**	**	**
Strict purchase restrictions should be required	95 30%	8 21%	-	-	95 30%	8 21%	-	-	-	-	-	-
Some purchase restrictions should be required	142 44%	15 39%	-	-	142 44%	15 39%	-	-	-	-	-	-
No purchase restrictions should be required	84 26%	15 39%	-	-	84 26%	15 39%	-	-	-	-	-	-
Sigma	321 100%	38 100%	-	-	321 100%	38 100%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - D/F/H/J/L
Overlap formulae used. * small base; ** 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	228	25**	**	**	**	**	228	25**	**	**	**	**
Strict purchase restrictions should be required	72 32%	7 28%	-	-	-	-	72 32%	7 28%	-	-	-	-
Some purchase restrictions should be required	114 50%	12 48%	-	-	-	-	114 50%	12 48%	-	-	-	-
No purchase restrictions should be required	42 18%	6 24%	-	-	-	-	42 18%	6 24%	-	-	-	-
Sigma	228 100%	25 100%	-	-	-	-	228 100%	25 100%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	228	25**	**	**	**	**	228	25**	**	**	**	**
Strict purchase restrictions should be required	59 26%	6 24%	-	-	-	-	59 26%	6 24%	-	-	-	-
Some purchase restrictions should be required	90 39%	12 48%	-	-	-	-	90 39%	12 48%	-	-	-	-
No purchase restrictions should be required	79 35%	7 28%	-	-	-	-	79 35%	7 28%	-	-	-	-
Sigma	228 100%	25 100%	-	-	-	-	228 100%	25 100%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	180	21**	**	**	**	**	180	21**	**	**	**	**
Strict purchase restrictions should be required	60 33%	5 24%	-	-	-	-	60 33%	5 24%	-	-	-	-
Some purchase restrictions should be required	96 53%	14 67%	-	-	-	-	96 53%	14 67%	-	-	-	-
No purchase restrictions should be required	24 13%	2 10%	-	-	-	-	24 13%	2 10%	-	-	-	-
Sigma	180 100%	21 100%	-	-	-	-	180 100%	21 100%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	461	50*	461	50*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Strict purchase restrictions should be required	129 28% B	6 12%	129 28% D	6 12%	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	228 49% A	35 70% A	228 49% C	35 70% C	-	-	-	-	-	-	-	-
No purchase restrictions should be required	104 23%	9 18%	104 23%	9 18%	-	-	-	-	-	-	-	-
Sigma	461 100%	50 100%	461 100%	50 100%	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - D/F/H/J/L
 Overlap formulae used. * small base; ** 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	996	110	**	**	**	**	**	**	**	**	996	110
Strict purchase restrictions should be required	190 19%	31 28% A	-	-	-	-	-	-	-	-	190 19%	31 28% K
Some purchase restrictions should be required	484 49%	51 46%	-	-	-	-	-	-	-	-	484 49%	51 46%
No purchase restrictions should be required	322 32%	28 25%	-	-	-	-	-	-	-	-	322 32%	28 25%
Sigma	996 100%	110 100%	-	-	-	-	-	-	-	-	996 100%	110 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	996	110	**	**	**	**	**	**	**	**	996	110
Strict purchase restrictions should be required	186 19%	33 30% A	-	-	-	-	-	-	-	-	186 19%	33 30% K
Some purchase restrictions should be required	516 52%	54 49%	-	-	-	-	-	-	-	-	516 52%	54 49%
No purchase restrictions should be required	294 30%	23 21%	-	-	-	-	-	-	-	-	294 30%	23 21%
Sigma	996 100%	110 100%	-	-	-	-	-	-	-	-	996 100%	110 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	996	110	**	**	**	**	**	**	**	**	996	110
Strict purchase restrictions should be required	198 20%	34 31% A	-	-	-	-	-	-	-	-	198 20%	34 31% K
Some purchase restrictions should be required	507 51%	53 48%	-	-	-	-	-	-	-	-	507 51%	53 48%
No purchase restrictions should be required	291 29%	23 21%	-	-	-	-	-	-	-	-	291 29%	23 21%
Sigma	996 100%	110 100%	-	-	-	-	-	-	-	-	996 100%	110 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	1725 32%	187 31%	347 42%	32 36% L	163 32%	19 29%	449 47%	53 49% FL	90 24%	6 21%	676 24%	77 25%
Very low level of trust	424 8%	56 9%	104 13%	8 9%	51 10%	8 12%	117 12%	15 14% L	21 6%	3 11%	131 5%	22 7%
Low level of trust	1301 24%	131 22%	243 29%	24 27%	112 22%	11 17%	332 34%	38 35% FL	69 18%	3 11%	545 20%	55 18%
BOTTOM 2 BOX (NET)	3727 68%	413 69%	479 58%	58 64%	344 68%	47 71% H	514 53%	55 51%	288 76%	22 79%	2102 76%	231 75% DH
Moderate level of trust	2870 53%	335 56%	392 47%	52 58%	260 51%	37 56%	456 47%	51 47%	202 53%	20 71%	1560 56%	175 57%
High level of trust	857 16%	78 13%	87 11%	6 7%	84 17%	10 15% H	58 6%	4 4%	86 23%	2 7%	542 20%	56 18% DH
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Internet service providers/the agency that provides my internet access	2581 47%	277 46%	278 34%	36 40%	251 50%	36 55% H	316 33%	34 31%	215 57%	13 46%	1521 55%	158 51% H
Software companies	2340 43%	271 45%	231 28%	33 37% H	229 45%	38 58% DH	247 26%	25 23%	196 52%	14 50%	1437 52%	161 52% DH
Computer hardware companies	2205 40%	243 41%	240 29%	29 32%	206 41%	31 47% H	242 25%	22 20%	168 44%	15 54%	1349 49%	146 47% DH
E-commerce companies	1883 35%	207 35%	181 22%	15 17%	172 34%	21 32% D	187 19%	24 22%	150 40%	12 43%	1193 43%	135 44% DH
Web based marketing companies	1722 32%	213 36%	177 21%	19 21%	150 30%	22 33%	170 18%	28 26% G	146 39%	14 50%	1079 39%	130 42% DH

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Web based marketing companies	1365 25%	160 27%	237 29%	33 37% L	172 34%	28 42% HL	285 30%	28 26%	95 25%	9 32%	576 21%	62 20%
E-commerce companies	1156 21%	146 24%	207 25%	28 31% L	146 29%	24 36% L	252 26%	28 26%	83 22%	9 32%	468 17%	57 19%
Computer hardware companies	950 17%	122 20%	180 22%	20 22%	106 21%	13 20%	206 21%	31 29% L	71 19%	7 25%	387 14%	51 17%
Software companies	880 16%	117 20% A	173 21%	26 29% FL	96 19%	10 15%	207 21%	29 27% L	61 16%	5 18%	343 12%	47 15%
Internet service providers/the agency that provides my internet access	777 14%	116 19% A	152 18%	16 18%	89 18%	13 20%	179 19%	34 31% GDL	48 13%	6 21%	309 11%	47 15% K

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	2581 47%	277 46%	278 34%	36 40%	251 50%	36 55% H	316 33%	34 31%	215 57%	13 46%	1521 55%	158 51% H
Trust much more	931 17%	97 16%	93 11%	9 10%	105 21%	11 17%	87 9%	10 9%	102 27%	7 25%	544 20%	60 19% DH
Trust somewhat more	1650 30%	180 30%	185 22%	27 30%	146 29%	25 38% H	229 24%	24 22%	113 30%	6 21%	977 35%	98 32%
Trust the same	2094 38%	207 35%	396 48%	38 42% F	167 33%	17 26%	468 49% H	40 37%	115 30%	9 32%	948 34%	103 33%
BOTTOM 2 BOX (NET)	777 14%	116 19% A	152 18%	16 18%	89 18%	13 20%	179 19%	34 31% GDL	48 13%	6 21%	309 11%	47 15% K
Trust somewhat less	574 11%	68 11%	108 13%	10 11%	61 12%	10 15%	129 13%	18 17% L	34 9%	2 7%	242 9%	28 9%
Trust much less	203 4%	48 8% A	44 5%	6 7%	28 6%	3 5%	50 5%	16 15% GFL	14 4%	4 14%	67 2%	19 6% K
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	1722 32%	213 36%	177 21%	19 21%	150 30%	22 33%	170 18%	28 26% G	146 39%	14 50%	1079 39%	130 42% DH
Trust much more	502 9%	64 11%	36 4%	5 6%	49 10%	4 6%	34 4%	4 4%	54 14%	3 11%	329 12%	48 16% DFH
Trust somewhat more	1220 22%	149 25%	141 17%	14 16%	101 20%	18 27%	136 14%	24 22% G	92 24%	11 39%	750 27%	82 27% D
Trust the same	2365 43% B	227 38%	412 50%	38 42% F	185 36%	16 24%	508 53%	52 48% F	137 36%	5 18%	1123 40%	116 38% F
BOTTOM 2 BOX (NET)	1365 25%	160 27%	237 29%	33 37% L	172 34%	28 42% HL	285 30%	28 26%	95 25%	9 32%	576 21%	62 20%
Trust somewhat less	1024 19%	113 19%	167 20%	29 32% CHL	130 26%	18 27% HL	206 21%	16 15%	70 19%	5 18%	451 16%	45 15%
Trust much less	341 6%	47 8%	70 8%	4 4%	42 8%	10 15% DL	79 8%	12 11%	25 7%	4 14%	125 4%	17 6%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	1883 35%	207 35%	181 22%	15 17%	172 34%	21 32% D	187 19%	24 22%	150 40%	12 43%	1193 43%	135 44% DH
Trust much more	544 10%	68 11%	31 4%	5 6%	57 11%	7 11%	29 3%	6 6%	62 16%	2 7%	365 13%	48 16% DH
Trust somewhat more	1339 25%	139 23%	150 18%	10 11%	115 23%	14 21%	158 16%	18 17%	88 23%	10 36%	828 30%	87 28% DH
Trust the same	2413 44%	247 41%	438 53%	47 52% FL	189 37%	21 32%	524 54%	56 52% FL	145 38%	7 25%	1117 40%	116 38%
BOTTOM 2 BOX (NET)	1156 21%	146 24%	207 25%	28 31% L	146 29%	24 36% L	252 26%	28 26%	83 22%	9 32%	468 17%	57 19%
Trust somewhat less	871 16%	111 19%	154 19%	22 24% HL	103 20%	22 33% EHL	177 18%	14 13%	59 16%	7 25%	378 14%	46 15%
Trust much less	285 5%	35 6%	53 6%	6 7%	43 8%	2 3%	75 8%	14 13% FL	24 6%	2 7%	90 3%	11 4%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	2340 43%	271 45%	231 28%	33 37% H	229 45%	38 58% DH	247 26%	25 23%	196 52%	14 50%	1437 52%	161 52% DH
Trust much more	777 14%	90 15%	70 8%	5 6%	92 18%	15 23% DH	64 7%	7 6%	83 22%	6 21%	468 17%	57 19% DH
Trust somewhat more	1563 29%	181 30%	161 19%	28 31% CH	137 27%	23 35% H	183 19%	18 17%	113 30%	8 29%	969 35%	104 34% H
Trust the same	2232 41% B	212 35%	422 51% D	31 34%	182 36%	18 27%	509 53%	54 50% DFL	121 32%	9 32%	998 36%	100 32%
BOTTOM 2 BOX (NET)	880 16%	117 20% A	173 21%	26 29% FL	96 19%	10 15%	207 21%	29 27% L	61 16%	5 18%	343 12%	47 15%
Trust somewhat less	676 12%	78 13%	135 16%	21 23% FL	68 13%	6 9%	154 16%	14 13%	47 12%	1 4%	272 10%	36 12%
Trust much less	204 4%	39 7% A	38 5%	5 6%	28 6%	4 6%	53 6%	15 14% GL	14 4%	4 14%	71 3%	11 4%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	2205 40%	243 41%	240 29%	29 32%	206 41%	31 47% H	242 25%	22 20%	168 44%	15 54%	1349 49%	146 47% DH
Trust much more	692 13%	82 14%	68 8%	8 9%	80 16%	12 18% H	64 7%	8 7%	54 14%	7 25%	426 15%	47 15% H
Trust somewhat more	1513 28%	161 27%	172 21%	21 23%	126 25%	19 29% H	178 18%	14 13%	114 30%	8 29%	923 33%	99 32% H
Trust the same	2297 42%	235 39%	406 49%	41 46%	195 38%	22 33%	515 53%	55 51% FL	139 37%	6 21%	1042 38%	111 36%
BOTTOM 2 BOX (NET)	950 17%	122 20%	180 22%	20 22%	106 21%	13 20%	206 21%	31 29% L	71 19%	7 25%	387 14%	51 17%
Trust somewhat less	716 13%	82 14%	130 16%	15 17%	72 14%	10 15%	149 15%	15 14%	54 14%	4 14%	311 11%	38 12%
Trust much less	234 4%	40 7% A	50 6%	5 6%	34 7%	3 5%	57 6%	16 15% GDFL	17 4%	3 11%	76 3%	13 4%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

Base: Trust Other Industries Much/Somewhat More

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3530	420	405	48*	351	53*	439	56*	269	25**	2066	238
REPUTATION (NET)	1332 38%	155 37%	162 40%	18 38%	163 46%	34 64% EDHL	185 42%	17 30%	109 41%	12 48%	713 35%	74 31%
Knowledgeable/Area of expertise/It's their business	372 11%	36 9%	53 13%	7 15% L	48 14%	8 15% L	64 15%	7 13% L	35 13%	2 8%	172 8%	12 5%
Well known/Most commonly used	206 6%	40 10% A	25 6%	4 8%	29 8%	7 13%	18 4%	3 5%	18 7%	3 12%	116 6%	23 10% K
Trustworthy	173 5%	18 4%	13 3%	1 2%	16 5%	5 9%	17 4%	1 2%	6 2%	1 4%	121 6%	10 4%
Legitimate/Genuine/Authentic	123 3%	11 3%	17 4%	1 2%	12 3%	3 6%	14 3%	-	12 4%	2 8%	68 3%	5 2%
Dependable/Reliable	117 3%	25 6% A	15 4%	1 2%	21 6%	13 25% EDHL	15 3%	-	12 4%	2 8%	54 3%	9 4%
Good experience/Never had a problem	91 3% B	3 1%	9 2%	2 4% L	18 5%	-	24 5%	1 2% L	5 2%	-	35 2% L	-
Good company/reputation/track record	91 3%	8 2%	14 3%	-	8 2%	1 2%	6 1%	3 5% G	6 2%	-	57 3%	4 2%
No scams/fraud	41 1%	4 1%	11 3%	1 2%	6 2%	-	5 1%	-	6 2%	2 8%	13 1%	1*
Tested/Proven/Verified	38 1%	2*	3 1%	-	2 1%	-	11 3%	-	3 1%	-	19 1%	2 1%
Depends on company/website behind the name	19 1%	3 1%	-	-	1*	1 2%	3 1%	-	1*	-	14 1%	2 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%	15 4%	17 4%	2 4%	17 5%	3 6%	23 5%	3 5%	15 6%	-	88 4%	7 3%
EXTENSION APPEAL (NET)	578 16%	59 14%	44 11%	5 10%	38 11%	5 9%	57 13%	8 14%	28 10%	2 8%	411 20%	39 16%
Gut feeling/My opinion	154 4%	20 5%	4 1%	-	9 3%	1 2%	19 4%	4 7%	2 1%	-	120 6%	15 6%

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

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

Base: Trust Other Industries Much/Somewhat More

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3530	420	405	48*	351	53*	439	56*	269	25**	2066	238
Professional	132 4%	11 3%	-	-	2 1%	-	10 2%	2 4%	4 1%	-	116 6%	9 4%
Good/Like domain	50 1%	3 1%	9 2%	-	3 1%	-	3 1%	-	1 1%	1 4%	34 2%	2 1%
Relevant to topic/Specific to the domain	50 1%	6 1%	3 1%	2 4% C	4 1%	1 2%	6 1%	-	5 2%	-	32 2%	3 1%
Believable/Confidence/Convincing	33 1%	6 1%	9 2%	-	8 2%	1 2%	6 1%	2 4%	2 1%	-	8 1%	3 1%
Accurate	13 1%	2 1%	1 1%	1 2%	1 1%	-	1 1%	-	2 1%	-	8 1%	1 1%
Better/Best	11 1%	1 1%	2 1%	-	1 1%	1 2% L	-	-	1 1%	-	7 1%	-
Ordinary/Traditional/Conventional	11 1%	1 1%	2 1%	-	-	-	2 1%	-	-	-	7 1%	1 1%
Curiosity/Interesting	10 1%	2 1%	-	-	1 1%	1 2%	1 1%	-	-	-	8 1%	1 1%
Same/Similar to others	8 1%	2 1%	1 1%	-	1 1%	1 2%	-	-	1 1%	-	5 1%	1 1%
Nothing looks/sounds suspicious	4 1%	-	1 1%	-	-	-	-	-	-	-	3 1%	-
Wording makes sense	4 1%	1 1%	-	-	-	-	-	1 2% GL	-	-	4 1%	-
All/Everything	3 1%	-	-	-	1 1%	-	1 1%	-	-	-	1 1%	-
It's meaning/Meaningful	2 1%	-	-	-	-	-	-	-	-	-	2 1%	-
I don't pay attention/Wouldn't notice	-	-	-	-	-	-	-	-	-	-	-	-
Short wording	-	-	-	-	-	-	-	-	-	-	-	-
Depends on language	-	-	-	-	-	-	-	-	-	-	-	-
Other extension appeal mentions	105 3%	7 2%	13 3%	2 4%	8 2%	-	12 3%	-	10 4%	1 4%	62 3%	4 2%

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

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

Base: Trust Other Industries Much/Somewhat More

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3530	420	405	48*	351	53*	439	56*	269	25**	2066	238
USAGE (NET)	416 12%	56 13%	41 10%	4 8%	43 12%	4 8%	34 8%	7 13%	33 12%	7 28%	265 13%	34 14%
More familiar/I use extension	218 6%	32 8%	20 5%	2 4%	21 6%	2 4%	16 4%	4 7%	12 4%	2 8%	149 7%	22 9%
Helpful/Useful	43 1%	9 2%	2*	1 2%	2 1%	-	2*	1 2%	8 3%	4 16%	29 1%	3 1%
Efficient/Work well	29 1%	5 1%	2*	-	4 1%	-	1*	1 2%	4 1%	-	18 1%	4 2%
Necessary/Needed to access internet	20 1%	5 1%	1*	-	4 1%	1 2%	2*	1 2%	2 1%	-	11 1%	3 1%
Business/Company use	18 1%	2*	1*	-	-	2 4% EL	3 1%	-	1*	-	13 1%	-
Commercial use	13*	1*	2*	-	2 1%	-	2*	-	1*	-	6*	1*
Depends on use (Unspec.)	11*	1*	2*	-	1*	1 2% L	2*	-	1*	-	5*	-
Not familiar	10*	1*	4 1%	-	-	-	1*	-	1*	1 4%	4*	-
Public use	8*	-	1*	-	1*	-	-	-	-	-	6*	-
Used by organizations	5*	1*	-	-	-	1 2% EL	1*	-	-	-	4*	-
I would try it	4*	2*	1*	-	-	-	-	-	1*	-	2*	2 1% K
Government use	4*	-	-	-	-	-	-	-	-	-	4*	-
Educational use	2*	-	1*	-	-	-	-	-	-	-	1*	-
Non profit use	1*	-	1*	-	-	-	-	-	-	-	-	-
Other usage mentions	39 1%	3 1%	3 1%	1 2%	9 3%	-	4 1%	-	2 1%	-	21 1%	2 1%
CONVENIENCE (NET)	212 6%	18 4%	18 4%	3 6%	23 7%	-	13 3%	3 5%	23 9%	-	135 7%	12 5%

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

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

Base: Trust Other Industries Much/Somewhat More

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3530	420	405	48*	351	53*	439	56*	269	25**	2066	238
Harder to obtain/Requires certain criteria	105 3% B	4 1%	14 3%	1 2%	9 3%	-	5 1%	-	10 4%	-	67 3%	3 1%
Clear/Easy to understand/differentiate	48 1%	8 2%	-	1 2% C	6 2%	-	2	1 2%	5 2%	-	35 2%	6 3%
Easy to use/access	31 1%	5 1%	3 1%	1 2%	4 1%	-	4 1%	1 2%	2 1%	-	18 1%	3 1%
Faster/Quicker service	9	1	-	-	1	-	-	-	4 1%	-	4	1
Other convenience mentions	25 1%	2	1	-	3 1%	-	2	1 2%	2 1%	-	17 1%	1
SAFETY/SECURITY (NET)	195 6%	28 7%	24 6%	2 4%	26 7%	5 9%	27 6%	8 14% GL	22 8%	1 4%	96 5%	12 5%
Safety/Security/Padlock	167 5%	27 6%	19 5%	2 4%	23 7%	5 9%	22 5%	7 13% GL	17 6%	1 4%	86 4%	12 5%
Ensures privacy of personal information	18 1%	1	3 1%	-	2 1%	-	3 1%	1 2% L	3 1%	-	7	-
Not being exposed to virus	9	-	2	-	1	-	2	-	3 1%	-	1	-
Check with anti virus software	2	-	-	-	-	-	-	-	-	-	2	-
Other safety/security mentions	2	-	1	-	1	-	-	-	-	-	-	-
INFORMATION (NET)	144 4%	18 4%	14 3%	2 4%	9 3%	7 13% EHL	15 3%	-	20 7%	2 8%	86 4%	7 3%
Content/Information provided	118 3%	14 3%	13 3%	2 4%	6 2%	5 9% EHL	10 2%	-	19 7%	2 8%	70 3%	5 2%
Has what I am looking for	14	1	-	-	3 1%	1 2% L	2	-	1	-	8	-
Other information mentions	13	4 1%	1	-	1	2 4% E	3 1%	-	-	-	8	2 1%
EXTENSION (NET)	99 3%	13 3%	7 2%	1 2%	7 2%	5 9% EL	6 1%	1 2%	5 2%	-	74 4%	6 3%
Domain name/extension (Unspec.)	63 2%	8 2%	3 1%	1 2%	6 2%	4 8% EHL	5 1%	-	4 1%	-	45 2%	3 1%

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

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

Base: Trust Other Industries Much/Somewhat More

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3530	420	405	48*	351	53*	439	56*	269	25**	2066	238
.com	8	1	1	-	-	-	-	-	-	-	7	1
.org	4	-	1	-	-	-	1	-	-	-	2	-
.in	2	-	-	-	-	-	-	-	-	-	2	-
.gov	-	-	-	-	-	-	-	-	-	-	-	-
.co	-	-	-	-	-	-	-	-	-	-	-	-
.info	-	-	-	-	-	-	-	-	-	-	-	-
.net	-	-	-	-	-	-	-	-	-	-	-	-
.cn	-	-	-	-	-	-	-	-	-	-	-	-
.ru	-	-	-	-	-	-	-	-	-	-	-	-
Https	-	-	-	-	-	-	-	-	-	-	-	-
.fr	-	-	-	-	-	-	-	-	-	-	-	-
Other extension mentions	26 1%	4 1%	4 1%	-	1 *	1 2%	-	1 2% G	1 *	-	20 1%	2 1%
Illegible data	98 3%	9 2%	8 2%	2 4%	9 3%	-	31 7%	1 2%	1 *	-	49 2%	6 3%
ECONOMY (NET)	60 2%	5 1%	6 1%	-	7 2%	-	3 1%	3 5% GL	6 2%	-	38 2%	2 1%
It's paid for/Fee based	13 *	1 *	2 *	-	-	-	-	1 2% GL	1 *	-	10 *	-
Other economy mentions	48 1%	4 1%	4 1%	-	7 2%	-	3 1%	2 4% G	5 2%	-	29 1%	2 1%
SEARCH (NET)	31 1%	4 1%	2 *	-	6 2%	-	-	-	-	-	23 1%	4 2%

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

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

Base: Trust Other Industries Much/Somewhat More

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3530	420	405	48*	351	53*	439	56*	269	25**	2066	238
Researched it/Check out source first	18 1%	2*	2*	-	4 1%	-	-	-	-	-	12 1%	2 1%
Search engine/Found through searching	7*	2*	-	-	1*	-	-	-	-	-	6*	2 1%
Google search	3*	-	-	-	1*	-	-	-	-	-	2*	-
Other search mentions	3*	-	-	-	-	-	-	-	-	-	3*	-
WEBSITE ORIGIN (NET)	30 1%	1*	4 1%	-	6 2%	-	-	-	1*	-	19 1%	1*
Worldwide/International usage	13*	-	2*	-	2 1%	-	-	-	1*	-	8*	-
Country/State of origin (Unspec.)	11*	1*	1*	-	3 1%	-	-	-	-	-	7*	1*
Russian origin	-	-	-	-	-	-	-	-	-	-	-	-
Represents my country	-	-	-	-	-	-	-	-	-	-	-	-
Other website origin mentions	8*	-	2*	-	1*	-	-	-	-	-	5*	-
WEBSITE (NET)	17*	4 1%	1*	-	1*	-	-	1 2% G	-	-	15 1%	3 1%
Web based use/Used by major websites	6*	2*	-	-	-	-	-	1 2% G	-	-	6*	1*
Linked from a trusted site	-	-	-	-	-	-	-	-	-	-	-	-
Other website mentions	11*	2*	1*	-	1*	-	-	-	-	-	9*	2 1%
MISCELLANEOUS (NET)	405 11% B	28 7%	47 12%	4 8%	37 11%	6 11%	39 9%	3 5%	36 13%	-	246 12% L	15 6%
Authorized/Regulated	221 6% B	15 4%	30 7%	3 6%	15 4%	3 6%	26 6%	-	18 7%	-	132 6%	9 4%
Good technology/innovation	52 1%	2*	6 1%	-	1*	2 4% EL	7 2%	-	4 1%	-	34 2% L	-

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

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

Base: Trust Other Industries Much/Somewhat More

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3530	420	405	48*	351	53*	439	56*	269	25**	2066	238
Provide good services	35 1%	2*	4 1%	-	8 2%	-	-	1 2% G	8 3%	-	15 1%	1*
Recommended by others	34 1%	4 1%	5 1%	-	3 1%	1 2%	2*	1 2%	1*	-	23 1%	2 1%
Good quality	16*	2*	1*	1 2%	1*	-	2*	-	1*	-	11 1%	1*
Advertised/Promoted	14*	-	3 1%	-	-	-	1*	-	-	-	10*	-
Other	42 1%	5 1%	1*	1 2%	11 3%	1 2%	2*	1 2%	4 1%	-	24 1%	2 1%
WEBSITE APPEAL (NET)	16*	4 1%	2*	-	-	-	-	-	1*	1 4%	13 1%	3 1%
Design/Layout/Way it looks	8*	3 1%	-	-	-	-	-	-	-	1 4%	8*	2 1%
Few/No pop-ups/advertisements	8*	1*	2*	-	-	-	-	-	1*	-	5*	1*
None	236 7%	44 10% A	44 11%	8 17% F	20 6%	2 4%	20 5%	3 5%	22 8%	2 8%	130 6%	29 12% K
Don't know	203 6%	26 6%	28 7%	2 4%	23 7%	4 8%	42 10%	5 9%	13 5%	1 4%	97 5%	14 6%
Declined to answer	65 2%	10 2%	16 4%	5 10% CFL	6 2%	-	9 2%	1 2%	5 2%	-	29 1%	4 2%
Sigma	4305 122%	506 120%	492 121%	58 121%	446 127%	85 160%	503 115%	63 113%	336 125%	28 112%	2528 122%	272 114%

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

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

Base: Trust Other Industries Much/Somewhat Less

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2200	293	368	52*	263	42*	428	58*	162	15**	979	126
REPUTATION (NET)	863 39%	106 36%	147 40%	20 38%	111 42%	23 55% HL	164 38%	20 34%	77 48%	5 33%	364 37%	38 30%
Untrustworthy/Less transparent/honest	175 8%	19 6%	30 8%	3 6%	21 8%	4 10%	41 10%	5 9%	10 6%	1 7%	73 7%	6 5%
Fraud/Scams	127 6%	17 6%	23 6%	6 12% H	22 8%	3 7% H	14 3%	-	13 8%	2 13%	55 6%	6 5%
Greed/Only in it for the money	84 4% B	4 1%	27 7%	2 4% L	5 2%	-	13 3%	1 2%	10 6%	1 7%	29 3%	-
Not legitimate/genuine	64 3%	8 3%	11 3%	-	5 2%	3 7% EH	7 2%	-	16 10%	-	25 3%	5 4%
Not well known/Less popular	62 3%	8 3%	6 2%	-	10 4%	1 2%	14 3%	1 2%	10 6%	1 7%	22 2%	5 4%
Less reputable	58 3%	6 2%	15 4%	1 2%	7 3%	1 2%	13 3%	1 2%	4 2%	-	19 2%	3 2%
Less reliable/dependable	42 2%	13 4% A	6 2%	2 4%	14 5%	6 14% EL	5 1%	2 3%	4 2%	-	13 1%	3 2%
Always trying to up-sell/Pushing products	38 2%	3 1%	9 2%	-	9 3%	1 2%	8 2%	2 3% L	2 1%	-	10 1%	-
Not established/Hasn't been around a long time	34 2%	1	12 3%	-	2 1%	-	5 1%	-	4 2%	-	11 1%	1 1%
Less business oriented/professional	31 1%	1	3 1%	1 2%	2 1%	-	7 2%	-	2 1%	-	17 2%	-
Previous poor experience	29 1%	1	5 1%	-	5 2%	-	5 1%	1 2%	3 2%	-	11 1%	-
Markets their customers/Vetting names to other companies	22 1%	5 2%	9 2%	2 4%	1	1 2%	3 1%	1 2%	4 2%	-	5 1%	1 1%
Less/Not accountable/responsible	22 1%	2 1%	3 1%	-	4 2%	1 2%	6 1%	-	-	-	9 1%	1 1%
Based on size of company	16 1%	4 1%	3 1%	1 2%	3 1%	-	1	1 2%	1 1%	-	8 1%	2 2%
Poor performance/Better performance from others	15 1%	4 1%	-	-	6 2%	-	1	3 5% G	-	-	8 1%	1 1%

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

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

Base: Trust Other Industries Much/Somewhat Less

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2200	293	368	52*	263	42*	428	58*	162	15**	979	126
Less knowledgeable/Lacks expertise	13 1%	1 *	-	-	4 2%	1 2%	4 1%	-	-	-	5 1%	-
Low credibility/Not believable	11 1%	2 1%	-	-	2 1%	-	1 *	2 2%	1 1%	-	7 1%	1 1%
Not sure rules are followed	11 1%	3 1%	5 1%	1 2%	1 *	1 2%	3 1%	1 2%	-	-	2 *	-
Not developed enough	10 *	3 1%	-	1 2% C	-	-	-	1 2% G	1 1%	-	9 1%	1 1%
Poor quality/Sub-standard products	10 *	3 1%	1 *	-	3 1%	1 2%	-	-	1 1%	-	5 1%	2 2%
Other reputation mentions	117 5%	8 3%	18 5%	2 4%	11 4%	1 2%	27 6%	2 3%	6 4%	1 7%	55 6%	2 2%
USAGE (NET)	352 16%	54 18%	67 18%	12 23%	41 16%	4 10%	56 13%	12 21%	26 16%	5 33%	162 17%	21 17%
Not familiar/Have not used	203 9%	37 13%	45 12%	8 15%	19 7%	2 5%	31 7%	10 17% G	13 8%	2 13%	95 10%	15 12%
Anyone can access/register	49 2%	7 2%	11 3%	2 4%	6 2%	1 2%	11 3%	1 2%	3 2%	-	18 2%	3 2%
Dislike online/web based marketing	45 2%	3 1%	7 2%	-	6 2%	1 2%	7 2%	1 2%	4 2%	1 7%	21 2%	-
Commercial use	17 1%	1 *	2 1%	1 2%	2 1%	-	5 1%	-	-	-	8 1%	-
Useless/Not helpful	10 *	5 2% A	1 *	1 2%	3 1%	-	-	-	1 1%	2 13%	5 1%	2 2%
Other usage mentions	32 1%	2 1%	2 1%	-	5 2%	-	3 1%	-	5 3%	-	17 2%	2 2%
DOMAIN APPEAL (NET)	283 13%	37 13%	46 13%	9 17%	33 13%	6 14%	36 8%	4 7%	15 9%	1 7%	153 16%	17 13%
Just my opinion/Gut instinct	73 3%	10 3%	8 2%	1 2%	5 2%	1 2%	14 3%	1 2%	1 1%	-	45 5%	7 6%
Not clear/Hard to understand	43 2%	2 1%	5 1%	2 4% L	9 3%	-	6 1%	-	2 1%	-	21 2%	-
Uncertainty/Hard to judge	33 2%	5 2%	3 1%	1 2%	3 1%	-	2 *	1 2%	1 1%	-	24 2%	3 2%

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

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

Base: Trust Other Industries Much/Somewhat Less

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2200	293	368	52*	263	42*	428	58*	162	15**	979	126
Not as specific	26 1%	2 1%	4 1%	-	3 1%	-	4 1%	1 2%	5 3%	-	10 1%	1 1%
Too new	13 1%	1	4 1%	-	2 1%	-	1	2%	-	-	6 1%	-
Names are not meaningful/relevant	12 1%	3 1%	1	2 4% C	-	-	3 1%	-	1 1%	-	7 1%	1 1%
Accuracy	11 1%	2 1%	3 1%	-	1	1 2%	-	-	1 1%	-	6 1%	1 1%
Other domain appeal mentions	78 4%	12 4%	23 6%	3 6%	10 4%	4 10% H	6 1%	-	4 2%	1 7%	35 4%	4 3%
SAFETY/SECURITY (NET)	232 11%	22 8%	63 17%	5 10%	41 16%	4 10%	40 9%	4 7%	21 13%	1 7%	67 7%	8 6%
Not regulated/No background checks	104 5%	7 2%	39 11%	2 4%	12 5%	1 2%	17 4%	2 3%	9 6%	-	27 3%	2 2%
Poor safety/security	86 4%	11 4%	18 5%	2 4%	13 5%	1 2%	17 4%	2 3%	8 5%	1 7%	30 3%	5 4%
Risk of viruses	20 1%	3 1%	4 1%	1 2%	8 3%	1 2%	3 1%	-	1 1%	-	4	1 1%
Other safety/security mentions	27 1%	1	5 1%	-	8 3%	1 2%	3 1%	-	3 2%	-	8 1%	-
MISCELLANEOUS (NET)	259 12%	34 12%	40 11%	6 12%	33 13%	2 5%	46 11%	9 16%	16 10%	2 13%	124 13%	15 12%
Less information about domain	59 3%	5 2%	13 4%	1 2%	11 4%	1 2%	11 3%	1 2%	2 1%	-	22 2%	2 2%
Too many websites/companies/options	27 1%	2 1%	1	-	2 1%	-	9 2%	1 2%	1 1%	-	14 1%	1 1%
Cannot physically test product/No physical store	18 1%	3 1%	5 1%	1 2%	2 1%	-	2	1 2%	2 1%	-	7 1%	1 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%	1	2 1%	-	2 1%	-	-	-	1 1%	-	8 1%	1 1%
Other	133 6%	24 8%	18 5%	5 10%	13 5%	1 2%	25 6%	6 10%	9 6%	2 13%	68 7%	10 8%

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

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

Base: Trust Other Industries Much/Somewhat Less

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2200	293	368	52*	263	42*	428	58*	162	15**	979	126
Illegible data	93 4%	15 5%	6 2%	1 2%	6 2%	-	33 8%	5 9%	2 1%	2 13%	46 5%	7 6%
None	76 3%	18 6% A	8 2%	1 2%	5 2%	1 2%	8 2%	3 5%	8 5%	-	47 5%	13 10% K
Don't know	192 9%	33 11%	39 11%	6 12%	15 6%	2 5%	56 13%	7 12%	9 6%	1 7%	73 7%	17 13% K
Declined to answer	78 4%	6 2%	17 5%	-	3 1%	3 7% EH	18 4%	-	5 3%	1 7%	35 4%	2 2%
Sigma	2579 117%	337 115%	483 131%	63 121%	314 119%	47 112%	475 111%	67 116%	195 120%	19 127%	1112 114%	141 112%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Laptop computer	4098 75% B	370 62%	614 74%	80 89% CFHL	386 76% F	38 58%	695 72%	75 69% L	317 84%	17 61%	2086 75% L	160 52%
Smartphone	3995 73%	474 79% A	555 67%	79 88% CHL	393 78%	59 89% EHL	591 61%	83 77% G	311 82%	23 82%	2145 77%	230 75%
Desktop computer	3820 70% B	393 66%	541 65%	56 62%	376 74%	51 77% DH	608 63%	66 61%	231 61%	17 61%	2064 74% L	203 66%
Tablet	2495 46% B	241 40%	409 50%	45 50% FL	214 42%	21 32%	415 43%	46 43%	177 47%	14 50%	1280 46% L	115 37%
Other	41 1%	5 1%	15 2%	2 2%	2	2 3% EL	8 1%	-	2 1%	-	14 1%	1
Sigma	14449 265%	1483 247%	2134 258%	262 291%	1371 270%	171 259%	2317 241%	270 250%	1038 275%	71 254%	7589 273%	709 230%

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

Q1005. What is your experience with URL shorteners?

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
USE THEM (NET)	1948 36%	248 41% A	290 35%	47 52% CL	192 38%	29 44%	236 25%	45 42% G	222 59%	18 64%	1008 36%	109 35%
I use them frequently	522 10%	80 13% A	62 8%	12 13%	54 11%	10 15%	48 5%	9 8%	67 18%	9 32%	291 10%	40 13%
I use them, but not frequently	1426 26%	168 28% A	228 28%	35 39% CL	138 27%	19 29%	188 20%	36 33% GL	155 41%	9 32%	717 26%	69 22%
NEVER USES THEM (NET)	3504 64% B	352 59%	536 65% D	43 48%	315 62%	37 56%	727 75% H	63 58%	156 41%	10 36%	1770 64%	199 65% D
I have heard of them but never used them	1761 32%	178 30%	229 28%	27 30%	148 29%	17 26%	303 31%	36 33%	112 30%	4 14%	969 35%	94 31%
I have never heard of them or used them	1743 32%	174 29%	307 37% D	16 18%	167 33%	20 30%	424 44% H	27 25%	44 12%	6 21%	801 29%	105 34% D
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q1010. Why haven't you used URL shorteners?

Base: Have Not Used URL Shorteners

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3504	352	536	43*	315	37*	727	63*	156	10**	1770	199
Never needed to	1367 39%	149 42%	184 34%	17 40%	111 35%	15 41%	296 41%	35 56% GL	75 48%	5 50%	701 40%	77 39%
Confused about which website I'm going to	1042 30% B	87 25%	127 24%	15 35%	83 26%	8 22%	176 24%	14 22%	49 31%	1 10%	607 34% L	49 25%
I have never heard of them	1041 30%	98 28%	209 39%	13 30%	91 29%	13 35% H	253 35% H	11 17%	28 18%	1 10%	460 26%	60 30% H
Don't trust them	395 11%	45 13%	68 13%	7 16%	29 9%	3 8%	67 9%	9 14%	16 10%	-	215 12%	26 13%
Don't like them	277 8%	47 13% A	39 7%	8 19% C	25 8%	4 11%	56 8%	7 11%	9 6%	3 30%	148 8%	25 13% K
Other	64 2%	8 2%	13 2%	1 2%	16 5%	4 11% HL	9 1%	1 2%	5 3%	-	21 1%	2 1%
Sigma	4186 119%	434 123%	640 119%	61 142%	355 113%	47 127%	857 118%	77 122%	182 117%	10 100%	2152 122%	239 120%

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

Q1015. Why do you use URL shorteners?

Base: Have Used URL Shorteners

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1948	248	290	47*	192	29**	236	45*	222	18**	1008	109
They are convenient	1238 64%	146 59%	157 54%	32 66%	98 51%	10 34%	148 63%	28 62%	126 57%	11 61%	709 70% L	65 60%
They save me time	945 49%	109 44%	117 40%	13 26%	92 45%	18 62%	104 44%	14 31%	102 46%	12 67%	530 53%	52 48% D
It's the latest thing	484 25%	48 19%	40 14%	5 11%	43 22%	5 17%	38 16%	7 16%	47 21%	4 22%	316 31%	27 25% D
Other	165 8%	33 13% A	55 19%	9 19%	14 7%	1 3%	18 8%	6 13%	25 11%	1 6%	53 5%	16 15% K
Sigma	2832 145%	336 135%	369 127%	59 126%	247 129%	34 117%	308 131%	55 122%	300 135%	28 156%	1608 160%	160 147%

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

Q1020. What is your experience with QR codes?

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
USE THEM (NET)	2682 49%	325 54% A	326 39%	45 50%	235 46%	43 65% EH	330 34%	52 48% G	163 43%	15 54%	1628 59%	170 55%
I use them frequently	654 12%	64 11%	37 4%	5 6%	40 8%	2 3%	44 5%	11 10% G	22 6%	1 4%	511 18%	45 15% DF
I use them, but not frequently	2028 37%	261 44% A	289 35%	40 44%	195 38%	41 62% EDHL	286 30%	41 38%	141 37%	14 50%	1117 40%	125 41%
NEVER USES THEM (NET)	2770 51% B	275 46%	500 61%	45 50%	272 54% F	23 35%	633 66% H	56 52% F	215 57%	13 46%	1150 41%	138 45%
I have heard of them but never used them	2229 41% B	197 33%	422 51%	38 42% L	231 46% F	20 30%	537 56% H	49 45% L	181 48%	7 25%	858 31%	83 27%
I have never heard of them or used them	541 10%	78 13% A	78 9%	7 8%	41 8%	3 5%	96 10%	7 6%	34 9%	6 21%	292 11%	55 18% KDFH
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q1025. Why haven't you used QR codes?

Base: Have Not Used QR Codes

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2770	275	500	45*	272	23**	633	56*	215	13**	1150	138
Never needed to	1820 66% B	163 59%	327 65%	31 69% L	195 72%	14 61%	431 68%	43 77% L	149 69%	7 54%	718 62% L	68 49%
Don't like them	356 13%	47 17% A	53 11%	6 13%	21 8%	4 17%	95 15%	8 14%	19 9%	1 8%	168 15%	28 20%
Don't trust them	327 12%	31 11%	57 11%	2 4%	17 6%	3 13%	67 11%	2 4%	13 6%	1 8%	173 15%	23 17% DH
I have never heard of them or seen them	322 12%	39 14%	49 10%	5 11%	29 11%	4 17%	54 9%	4 7%	29 13%	4 31%	161 14%	22 16%
Other	196 7%	14 5%	50 10%	4 9%	21 8%	1 4%	39 6%	3 5%	18 8%	-	68 6%	6 4%
Sigma	3021 109%	294 107%	536 107%	48 107%	283 104%	26 113%	686 108%	60 107%	228 106%	13 100%	1288 112%	147 107%

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

Q1030. Why do you use QR codes?

Base: Have Used QR Codes

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2682	325	326	45*	235	43*	330	52*	163	15**	1628	170
They are convenient	1770 66% B	190 58%	171 52%	26 58%	108 46%	24 56%	217 66% H	23 44%	83 51%	7 47%	1191 73% L	110 65% H
They save me time	1421 53%	171 53%	149 46%	21 47%	122 52%	22 51%	159 48%	27 52%	102 63%	13 87%	889 55%	88 52%
It's the latest thing	876 33%	113 35%	62 19%	16 36% C	88 37%	17 40%	67 20%	19 37% G	59 36%	4 27%	600 37%	57 34%
Other	136 5%	24 7%	39 12%	7 16%	18 8%	4 9%	16 5%	2 4%	10 6%	-	53 3%	11 6% K
Sigma	4203 157%	498 153%	421 129%	70 156%	336 143%	67 156%	459 139%	71 137%	254 156%	24 160%	2733 168%	266 156%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Use a search engine	3644 67%	381 64%	597 72%	67 74% FL	326 64% F	34 52%	682 71%	73 68% F	249 66%	21 75%	1790 64%	186 60%
Type the domain name directly into my browser and see if it comes up	1107 20%	126 21%	172 21%	16 18%	146 29%	24 36% DHL	166 17%	20 19%	94 25%	5 18%	529 19%	61 20%
Use a QR code	358 7%	40 7%	21 3%	3 3%	14 3%	2 3%	48 5%	6 6%	12 3%	1 4%	263 9%	28 9%
Use an app instead of going to websites themselves	313 6%	52 9% A	29 4%	4 4%	17 3%	6 9% E	61 6%	9 8%	22 6%	1 4%	184 7%	32 10% K
Other	30 1%	1	7 1%	-	4 1%	-	6 1%	-	1	-	12	1
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q1036_1. Which of these is the safest, which is the fastest, and which is the easiest way to navigate to a website that may have the information you are looking for?

8 Jun 2016
Table 248

1. Safest

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Using an app instead of going to the website itself-for example, an app provided by an airline or a bank	1020 19%	120 20%	145 18%	20 22%	105 21%	16 24%	124 13%	21 19%	91 24%	3 11%	555 20%	60 19%
Accessing via a QR code	685 13%	82 14%	68 8%	4 4%	81 16%	17 26% EDHL	88 9%	7 6%	57 15%	6 21%	391 14%	48 16% DH
Typing the domain name into a browser	1267 23%	148 25%	222 27%	22 24%	112 22%	14 21%	235 24%	36 33% GL	81 21%	7 25%	617 22%	69 22%
Finding via an Internet search engine	1254 23%	126 21%	188 23%	17 19%	95 19%	12 18%	247 26%	29 27%	82 22%	6 21%	642 23%	62 20%
Accessing via a bookmark	599 11%	69 12%	77 9%	13 14% F	53 10%	3 5%	109 11%	7 6%	37 10%	5 18%	323 12%	41 13% F
Not sure	627 12%	55 9%	126 15%	14 16%	61 12%	4 6%	160 17% H	8 7%	30 8%	1 4%	250 9%	28 9%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

2. Fastest

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Using an app instead of going to the website itself-for example, an app provided by an airline or a bank	732 13%	87 15%	114 14%	16 18%	62 12%	7 11%	147 15%	13 12%	67 18%	1 4%	342 12%	50 16% K
Accessing via a QR code	1176 22%	127 21%	141 17%	19 21%	75 15%	11 17%	178 18%	29 27% G	72 19%	6 21%	710 26% L	62 20%
Typing the domain name into a browser	779 14%	90 15%	124 15%	7 8%	92 18%	21 32% EDHL	116 12%	19 18% D	54 14%	7 25%	393 14%	36 12%
Finding via an Internet search engine	1127 21%	136 23%	165 20%	22 24%	126 25%	12 18%	210 22%	30 28%	99 26%	6 21%	527 19%	66 21%
Accessing via a bookmark	1243 23%	127 21%	200 24%	22 24% H	123 24%	13 20%	191 20% H	12 11%	69 18%	6 21%	660 24%	74 24% H
Not sure	395 7%	33 6%	82 10%	4 4%	29 6%	2 3%	121 13% H	5 5%	17 4%	2 7%	146 5%	20 6%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

3. Easiest

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Using an app instead of going to the website itself-for example, an app provided by an airline or a bank	744 14%	97 16%	134 16%	11 12%	78 15%	10 15%	133 14%	19 18%	68 18%	8 29%	331 12%	49 16% K
Accessing via a QR code	852 16%	105 18%	110 13%	9 10%	61 12%	11 17%	124 13%	21 19%	45 12%	3 11%	512 18%	61 20% D
Typing the domain name into a browser	751 14%	94 16%	86 10%	7 8%	91 18%	18 27% DHL	117 12%	14 13%	67 18%	5 18%	390 14%	50 16% D
Finding via an Internet search engine	1620 30%	159 27%	235 28%	44 49% CFHL	155 31%	14 21%	308 32%	25 23%	113 30%	5 18%	809 29% L	71 23%
Accessing via a bookmark	1029 19%	109 18%	159 19%	16 18%	84 17%	9 14%	145 15%	17 16%	68 18%	6 21%	573 21%	61 20%
Not sure	456 8% B	36 6%	102 12% D	3 3%	38 7%	4 6%	136 14%	12 11% DL	17 4%	1 4%	163 6%	16 5%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

1. Safest

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Using an app instead of going to a website-for example, an app provided by an airline or a bank	1206 22%	174 29% A	159 19%	28 31% C	131 26%	19 29%	163 17%	27 25% G	108 29%	9 32%	645 23%	91 30% K
Accessing via a QR code	649 12%	61 10%	55 7%	2 2%	71 14%	7 11% D	72 7%	6 6%	58 15%	5 18%	393 14%	41 13% DH
Typing the domain name into a browser	1242 23%	140 23%	240 29%	19 21%	108 21%	22 33% EL	239 25%	32 30% L	80 21%	5 18%	575 21%	62 20%
Finding via an Internet search engine	1065 20%	119 20%	148 18%	17 19%	93 18%	11 17%	213 22%	24 22%	60 16%	4 14%	551 20%	63 20%
Accessing via a bookmark	669 12%	59 10%	90 11%	13 14% F	55 11% F	2 3%	114 12%	8 7%	39 10%	5 18%	371 13%	31 10%
Not sure	621 11% B	47 8%	134 16%	11 12%	49 10%	5 8%	162 17%	11 10%	33 9%	-	243 9%	20 6%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

2. Fastest

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Using an app instead of going to a website-for example, an app provided by an airline or a bank	858 16%	91 15%	136 16%	18 20%	78 15%	11 17%	152 16%	12 11%	76 20%	3 11%	416 15%	47 15%
Accessing via a QR code	1011 19%	123 21%	101 12%	12 13%	61 12%	10 15%	153 16%	25 23%	55 15%	5 18%	641 23%	71 23% D
Typing the domain name into a browser	824 15%	99 17%	137 17%	10 11%	96 19%	16 24% D	134 14%	21 19%	65 17%	4 14%	392 14%	48 16%
Finding via an Internet search engine	1163 21%	126 21%	159 19%	23 26%	119 23%	12 18%	203 21%	28 26%	99 26%	8 29%	583 21%	55 18%
Accessing via a bookmark	1177 22%	122 20%	190 23%	20 22%	116 23%	13 20%	198 21%	14 13%	61 16%	6 21%	612 22%	69 22% H
Not sure	419 8%	39 7%	103 12%	7 8%	37 7%	4 6%	123 13%	8 7%	22 6%	2 7%	134 5%	18 6%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

3. Easiest

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Using an app instead of going to a website-for example, an app provided by an airline or a bank	850 16%	106 18%	139 17%	22 24%	66 13%	9 14%	139 14%	15 14%	92 24%	7 25%	414 15%	53 17%
Accessing via a QR code	798 15%	75 13%	91 11%	5 6%	49 10%	7 11%	111 12%	14 13%	40 11%	5 18%	507 18%	44 14% D
Typing the domain name into a browser	809 15%	94 16%	109 13%	7 8%	93 18%	18 27% DHL	148 15%	16 15%	53 14%	5 18%	406 15%	48 16%
Finding via an Internet search engine	1498 27%	162 27%	199 24%	33 37% CL	156 31%	20 30%	284 29%	31 29%	107 28%	7 25%	752 27%	71 23%
Accessing via a bookmark	982 18%	123 21%	167 20%	17 19%	93 18%	6 9%	129 13%	23 21% GF	62 16%	2 7%	531 19%	75 24% KF
Not sure	515 9% B	40 7%	121 15% D	6 7%	50 10%	6 9%	152 16% H	9 8%	24 6%	2 7%	168 6%	17 6%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q1060_1. Lastly, think about a website you go to regularly and where you will access your personal information, like banking or healthcare information?
Which of these is the safest, which is the easiest, and which is the fastest method?

8 Jun 2016
Table 254

Base: All Qualified Respondents

1. Safest

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Using an app provided by the website owner-for example, an app provided by an airline or a bank	1409 26%	195 33% A	217 26%	39 43% CL	148 29%	19 29%	203 21%	33 31% G	133 35%	8 29%	708 25%	96 31% K
Accessing via a QR code	643 12%	55 9%	55 7%	4 4%	65 13%	7 11%	82 9%	7 6%	48 13%	2 7%	393 14%	35 11%
Typing the domain name into a browser	1158 21%	122 20%	197 24%	18 20%	121 24%	18 27%	216 22%	28 26% L	87 23%	5 18%	537 19%	53 17%
Finding via an Internet search engine	869 16%	105 18%	92 11%	11 12%	54 11%	12 18%	180 19%	23 21%	50 13%	6 21%	493 18%	53 17%
Accessing via a bookmark	763 14%	74 12%	136 16%	9 10%	68 13%	4 6%	127 13%	11 10%	37 10%	4 14%	395 14%	46 15%
Not sure	610 11% B	49 8%	129 16%	9 10%	51 10%	6 9%	155 16% H	6 6%	23 6%	3 11%	252 9%	25 8%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q1060_2. Lastly, think about a website you go to regularly and where you will access your personal information, like banking or healthcare information?
Which of these is the safest, which is the easiest, and which is the fastest method?

Base: All Qualified Respondents

2. Fastest

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Using an app provided by the website owner-for example, an app provided by an airline or a bank	885 16%	113 19%	143 17%	16 18%	80 16%	15 23%	156 16%	23 21%	79 21%	4 14%	427 15%	55 18%
Accessing via a QR code	927 17%	109 18%	85 10%	11 12%	66 13%	8 12%	131 14%	18 17%	46 12%	10 36%	599 22%	62 20%
Typing the domain name into a browser	850 16%	102 17%	117 14%	11 12%	102 20%	17 26% DL	147 15%	24 22%	63 17%	6 21%	421 15%	44 14%
Finding via an Internet search engine	1016 19%	110 18%	141 17%	15 17%	101 20%	9 14%	188 20%	18 17%	80 21%	5 18%	506 18%	63 20%
Accessing via a bookmark	1285 24%	121 20%	225 27%	27 30% H	116 23%	11 17%	208 22%	16 15%	87 23%	2 7%	649 23%	65 21%
Not sure	489 9%	45 8%	115 14%	10 11%	42 8%	6 9%	133 14%	9 8%	23 6%	1 4%	176 6%	19 6%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q1060_3. Lastly, think about a website you go to regularly and where you will access your personal information, like banking or healthcare information?
Which of these is the safest, which is the easiest, and which is the fastest method?

Base: All Qualified Respondents

3. Easiest

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Using an app provided by the website owner-for example, an app provided by an airline or a bank	902 17%	98 16%	161 19%	12 13%	83 16%	10 15%	140 15%	23 21%	88 23%	9 32%	430 15%	44 14%
Accessing via a QR code	693 13%	82 14%	71 9%	6 7%	42 8%	11 17% E	100 10%	14 13%	35 9%	1 4%	445 16%	50 16% D
Typing the domain name into a browser	810 15%	97 16%	119 14%	12 13%	83 16%	13 20%	148 15%	14 13%	72 19%	6 21%	388 14%	52 17%
Finding via an Internet search engine	1311 24%	151 25%	156 19%	27 30% C	135 27%	16 24%	252 26%	31 29%	88 23%	4 14%	680 24%	73 24%
Accessing via a bookmark	1156 21%	121 20%	186 23%	24 27%	105 21%	9 14%	181 19%	17 16%	74 20%	6 21%	610 22%	65 21%
Not sure	580 11%	51 9%	133 16%	9 10%	59 12%	7 11%	142 15%	9 8%	21 6%	2 7%	225 8%	24 8%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Searching for information	4997 92% B	527 88%	789 96%	84 93% H	448 88%	59 89%	848 88%	88 81%	352 93%	19 68%	2560 92%	277 90% H
Shopping online	4618 85% B	481 80%	706 85%	72 80% F	397 78% F	40 61%	797 83%	90 83% F	314 83%	24 86%	2404 87%	255 83% F
Banking online	4143 76% B	373 62%	634 77% D	49 54% F	330 65% F	23 35%	702 73%	71 66% F	296 78%	19 68%	2181 79% L	211 69% DF
Accessing medical information online	4105 73% B	418 70%	593 72% D	54 60%	350 69%	42 64%	655 68%	73 68%	307 81%	21 75%	2200 79% L	228 74% D
Using social media to talk about your activities or family	3444 63%	426 71% A	530 64%	66 73%	321 63%	50 76% E	591 61%	78 72% G	208 55%	18 64%	1794 65%	214 69%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Using social media to talk about your activities or family	2008 37% B	174 29%	296 36%	24 27%	186 37% F	16 24%	372 39% H	30 28%	170 45%	10 36%	984 35%	94 31%
Accessing medical information online	1347 25%	181 30% A	233 28%	36 40% CL	157 31%	24 36%	308 32%	35 32%	71 19%	7 25%	578 21%	79 26% K
Banking online	1309 24%	227 38% A	192 23%	41 46% CL	177 35%	43 65% EDHL	261 27%	37 34%	82 22%	9 32%	597 21%	97 31% K
Shopping online	834 15%	119 20% A	120 15%	18 20%	110 22%	26 39% EDHL	166 17%	18 17%	64 17%	4 14%	374 13%	53 17%
Searching for information	455 8%	73 12% A	37 4%	6 7%	59 12%	7 11%	115 12%	20 19% DL	26 7%	9 32%	218 8%	31 10%

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

Q1140_1. Overall, how comfortable are you with each of the following online behaviors?
1. Searching for information

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	4997 92% B	527 88%	789 96%	84 93% H	448 88%	59 89%	848 88%	88 81%	352 93%	19 68%	2560 92%	277 90% H
Very comfortable	3023 55%	308 51%	547 66%	69 77% CFHL	355 70% F	38 58% L	474 49%	50 46%	250 66%	15 54%	1397 50% L	136 44%
Somewhat comfortable	1974 36%	219 37%	242 29% D	15 17%	93 18%	21 32% ED	374 39%	38 35% D	102 27%	4 14%	1163 42%	141 46% DF
BOTTOM 2 BOX (NET)	455 8%	73 12% A	37 4%	6 7%	59 12%	7 11%	115 12%	20 19% DL	26 7%	9 32%	218 8%	31 10%
Not very comfortable	282 5%	35 6%	21 3%	2 2%	27 5%	2 3%	59 6%	9 8%	13 3%	4 14%	162 6%	18 6%
Not at all comfortable	173 3%	38 6% A	16 2%	4 4%	32 6%	5 8%	56 6%	11 10% L	13 3%	5 18%	56 2%	13 4% K
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q1140_2. Overall, how comfortable are you with each of the following online behaviors?
2. Using social media to talk about your activities or family

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	3444 63%	426 71% A	530 64%	66 73%	321 63%	50 76% E	591 61%	78 72% G	208 55%	18 64%	1794 65%	214 69%
Very comfortable	1443 26%	219 37% A	260 31%	36 40%	185 36%	34 52% EL	215 22%	41 38% G	90 24%	7 25%	693 25%	101 33% K
Somewhat comfortable	2001 37%	207 35%	270 33%	30 33%	136 27%	16 24%	376 39%	37 34%	118 31%	11 39%	1101 40%	113 37%
BOTTOM 2 BOX (NET)	2008 37% B	174 29%	296 36%	24 27%	186 37% F	16 24%	372 39% H	30 28%	170 45%	10 36%	984 35%	94 31%
Not very comfortable	1272 23%	139 23%	133 16%	20 22%	114 22%	13 20%	214 22%	27 25%	120 32%	10 36%	691 25%	69 22%
Not at all comfortable	736 13% B	35 6%	163 20% D	4 4%	72 14% F	3 5%	158 16% H	3 3%	50 13%	-	293 11%	25 8%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q1140_3. Overall, how comfortable are you with each of the following online behaviors?
3. Shopping online

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	4618 85% B	481 80%	706 85%	72 80% F	397 78% F	40 61%	797 83%	90 83% F	314 83%	24 86%	2404 87%	255 83% F
Very comfortable	2190 40% B	204 34%	326 39% D	25 28%	196 39% F	14 21%	326 34%	38 35%	136 36%	10 36%	1206 43%	117 38% F
Somewhat comfortable	2428 45%	277 46%	380 46%	47 52%	201 40%	26 39%	471 49%	52 48%	178 47%	14 50%	1198 43%	138 45%
BOTTOM 2 BOX (NET)	834 15%	119 20% A	120 15%	18 20%	110 22%	26 39% EDHL	166 17%	18 17%	64 17%	4 14%	374 13%	53 17%
Not very comfortable	648 12%	94 16% A	79 10%	13 14%	78 15%	22 33% EDHL	126 13%	16 15%	47 12%	4 14%	318 11%	39 13%
Not at all comfortable	186 3%	25 4%	41 5%	5 6%	32 6%	4 6%	40 4%	2 2%	17 4%	-	56 2%	14 5% K
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q1140_4. Overall, how comfortable are you with each of the following online behaviors?
4. Banking online

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	4143 76% B	373 62% B	634 77% D	49 54% F	330 65% F	23 35% F	702 73% F	71 66% F	296 78% F	19 68% F	2181 79% L	211 69% DF
Very comfortable	1973 36% B	149 25% B	320 39% D	14 16% F	188 37% F	7 11% F	322 33% DF	31 29% DF	150 40% F	9 32% F	993 36% L	88 29% DF
Somewhat comfortable	2170 40% A	224 37% A	314 38% A	35 39% A	142 28% A	16 24% A	380 39% A	40 37% A	146 39% A	10 36% A	1188 43% A	123 40% F
BOTTOM 2 BOX (NET)	1309 24% A	227 38% A	192 23% A	41 46% CL	177 35% A	43 65% EDHL	261 27% A	37 34% A	82 22% A	9 32% A	597 21% A	97 31% K
Not very comfortable	832 15% A	155 26% A	90 11% A	24 27% C	94 19% A	30 45% EDHL	153 16% A	23 21% A	62 16% A	6 21% A	433 16% A	72 23% K
Not at all comfortable	477 9% A	72 12% A	102 12% A	17 19% L	83 16% A	13 20% L	108 11% A	14 13% A	20 5% A	3 11% A	164 6% A	25 8% A
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	599	826	90*	507	66*	963	108	378	28**	2778	307
TOP 2 BOX (NET)	4105 75% B	418 70%	593 72% D	54 60%	350 69%	42 64%	655 68%	73 68%	307 81%	21 75%	2200 79% L	228 74% D
Very comfortable	1518 28% B	134 22%	237 29% D	7 8%	176 35% F	11 17%	222 23%	27 25% D	141 37%	10 36%	742 27%	79 26% D
Somewhat comfortable	2587 47%	284 47%	356 43%	47 52%	174 34%	31 47% E	433 45%	46 43%	166 44%	11 39%	1458 52%	149 49%
BOTTOM 2 BOX (NET)	1347 25%	181 30% A	233 28%	36 40% CL	157 31%	24 36%	308 32%	35 32%	71 19%	7 25%	578 21%	79 26% K
Not very comfortable	1012 19%	123 21%	162 20%	25 28% L	105 21%	13 20%	218 23%	26 24%	54 14%	5 18%	473 17%	54 18%
Not at all comfortable	335 6%	58 10% A	71 9%	11 12%	52 10%	11 17% L	90 9%	9 8%	17 4%	2 7%	105 4%	25 8% K
Sigma	5452 100%	599 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	307 100%

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

Q1145_1. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.
How comfortable would you be doing each of these activities on each website?

1. Inputting your email address
SUMMARY TABLE OF TOP BOX

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults) (A)	2016 Total Consumers (Teens) (B)	2016 North America (Adults) (C)	2016 North America (Teens) (D)	2016 South America (Adults) (E)	2016 South America (Teens) (F)	2016 Europe (Adults) (G)	2016 Europe (Teens) (H)	2016 Africa (Adults) (I)	2016 Africa (Teens) (J)	2016 Asia (Adults) (K)	2016 Asia (Teens) (L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
.com	2907 53%	360 60% A	452 55%	50 56%	335 66%	51 77% DHL	357 37%	51 47% G	261 69%	17 61%	1502 54%	191 62% KH
gTLDs	2546 51%	280 51%	200 55%	24 60%	317 63%	42 64% L	455 47%	55 51%	193 51%	11 39%	1381 50%	148 48%
.club or .bank	673 12%	61 10%	68 8%	4 4%	58 11%	6 9%	90 9%	11 10%	56 15%	2 7%	401 14%	38 12% D

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

Q1145_1. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.
How comfortable would you be doing each of these activities on each website?

1. Inputting your email address
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
gTLDs	4635 93% B	494 90%	338 93%	34 85%	466 92%	60 91%	886 92%	94 87%	343 91%	23 82%	2602 94%	283 92%
.com	5021 92%	553 92%	759 92%	82 91%	461 91%	61 92%	841 87%	93 86%	353 93%	26 93%	2607 94%	291 94% H
.club or .bank	2625 48% B	253 42%	343 42%	30 33%	236 47%	25 38%	353 37%	41 38%	190 50%	8 29%	1503 54%	149 48% D

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

Q1145_1_1. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.
How comfortable would you be doing each of these activities on each website?

1. Inputting your email address

1. .com

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	5021 92%	553 92%	759 92%	82 91%	461 91%	61 92%	841 87%	93 86%	353 93%	26 93%	2607 94%	291 94%
Very comfortable	2907 53%	360 60% A	452 55%	50 56%	335 66%	51 77% DHL	357 37%	51 47% G	261 69%	17 61%	1502 54%	191 62% KH
Somewhat comfortable	2114 39% B	193 32%	307 37%	32 36% F	126 25%	10 15%	484 50% H	42 39% F	92 24%	9 32%	1105 40% L	100 32% F
BOTTOM 2 BOX (NET)	431 8%	47 8%	67 8%	8 9%	46 9%	5 8%	122 13%	15 14% L	25 7%	2 7%	171 6%	17 6%
Not very comfortable	301 6%	25 4%	41 5%	5 6%	22 4%	2 3%	91 9%	8 7% L	12 3%	1 4%	135 5%	9 3%
Not at all comfortable	130 2%	22 4%	26 3%	3 3%	24 5%	3 5%	31 3%	7 6%	13 3%	1 4%	36 1%	8 3%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q1145_1_2. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.
How comfortable would you be doing each of these activities on each website?

1. Inputting your email address

2. gTLDs

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4991	550	365	40*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	4635 93% B	494 90%	338 93%	34 85%	466 92%	60 91%	886 92%	94 87%	343 91%	23 82%	2602 94%	283 92%
Very comfortable	2546 51%	280 51%	200 55%	24 60%	317 63%	42 64% L	455 47%	55 51%	193 51%	11 39%	1381 50%	148 48%
Somewhat comfortable	2089 42%	214 39%	138 38%	10 25%	149 29%	18 27%	431 45%	39 36%	150 40%	12 43%	1221 44%	135 44% DF
BOTTOM 2 BOX (NET)	356 7%	56 10% A	27 7%	6 15%	41 8%	6 9%	77 8%	14 13%	35 9%	5 18%	176 6%	25 8%
Not very comfortable	296 6%	41 7%	17 5%	4 10%	31 6%	5 8%	62 6%	11 10%	28 7%	2 7%	158 6%	19 6%
Not at all comfortable	60 1%	15 3% A	10 3%	2 5%	10 2%	1 2%	15 2%	3 3%	7 2%	3 11%	18 1%	6 2% K
Sigma	4991 100%	550 100%	365 100%	40 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q1145_1_3. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.
How comfortable would you be doing each of these activities on each website?

1. Inputting your email address

3. .club or .bank

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	2625 48% B	253 42%	343 42%	30 33%	236 47%	25 38%	353 37%	41 38%	190 50%	8 29%	1503 54%	149 48% D
Very comfortable	673 12%	61 10%	68 8%	4 4%	58 11%	6 9%	90 9%	11 10%	56 15%	2 7%	401 14%	38 12% D
Somewhat comfortable	1952 36%	192 32%	275 33%	26 29%	178 35%	19 29%	263 27%	30 28%	134 35%	6 21%	1102 40%	111 36%
BOTTOM 2 BOX (NET)	2827 52%	347 58% A	483 58%	60 67% L	271 53%	41 62%	610 63%	67 62%	188 50%	20 71%	1275 46%	159 52%
Not very comfortable	2056 38%	247 41%	328 40%	44 49%	164 32%	30 45% E	396 41%	46 43%	127 34%	12 43%	1041 37%	115 37%
Not at all comfortable	771 14%	100 17%	155 19%	16 18%	107 21%	11 17%	214 22%	21 19%	61 16%	8 29%	234 8%	44 14% K
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q1145_2. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.
 How comfortable would you be doing each of these activities on each website?

2. Inputting your home address
 SUMMARY TABLE OF TOP BOX

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults) (A)	2016 Total Consumers (Teens) (B)	2016 North America (Adults) (C)	2016 North America (Teens) (D)	2016 South America (Adults) (E)	2016 South America (Teens) (F)	2016 Europe (Adults) (G)	2016 Europe (Teens) (H)	2016 Africa (Adults) (I)	2016 Africa (Teens) (J)	2016 Asia (Adults) (K)	2016 Asia (Teens) (L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
.com	2343 43%	294 49% A	363 44%	33 37%	281 55%	43 65% DH	273 28%	37 34%	206 54%	15 54%	1220 44%	166 54% KDH
gTLDs	2070 41%	226 41%	170 47%	20 50%	255 50%	35 53% H	351 36%	36 33%	158 42%	12 43%	1136 41%	123 40%
.club or .bank	607 11%	52 9%	72 9%	3 3%	52 10%	4 6%	66 7%	6 6%	50 13%	4 14%	367 13%	35 11% D

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

Q1145_2. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.
How comfortable would you be doing each of these activities on each website?

2. Inputting your home address
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
gTLDs	4204 84%	456 83%	317 87%	32 80%	417 82%	57 86%	780 81%	83 77%	302 80%	22 79%	2388 86%	262 85%
.com	4535 83%	503 84%	678 82% D	64 71%	414 82%	59 89% DH	725 75%	80 74%	312 83%	23 82%	2406 87%	277 90% DH
.club or .bank	2388 44%	262 44%	304 37% D	22 24%	209 41%	29 44% D	315 33%	39 36%	168 44%	12 43%	1392 50%	160 52% DH

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

Q1145_2_1. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.
How comfortable would you be doing each of these activities on each website?

8 Jun 2016
Table 271

2. Inputting your home address

1. .com

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	4535 83%	503 84%	678 82% D	64 71%	414 82%	59 89% DH	725 75%	80 74%	312 83%	23 82%	2406 87%	277 90% DH
Very comfortable	2343 43%	294 49% A	363 44%	33 37%	281 55%	43 65% DH	273 28%	37 34%	206 54%	15 54%	1220 44%	166 54% KDH
Somewhat comfortable	2192 40% B	209 35%	315 38%	31 34%	133 26%	16 24%	452 47%	43 40% F	106 28%	8 29%	1186 43% L	111 36%
BOTTOM 2 BOX (NET)	917 17%	97 16%	148 18%	26 29% CFL	93 18%	7 11%	238 25%	28 26% FL	66 17%	5 18%	372 13%	31 10%
Not very comfortable	626 11%	64 11%	91 11%	19 21% CFL	58 11%	4 6%	160 17%	15 14% L	36 10%	3 11%	281 10%	23 7%
Not at all comfortable	291 5%	33 6%	57 7%	7 8% L	35 7%	3 5%	78 8%	13 12% L	30 8%	2 7%	91 3%	8 3%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q1145_2_2. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.
How comfortable would you be doing each of these activities on each website?

8 Jun 2016
Table 272

2. Inputting your home address

2. gTLDs

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4991	550	365	40*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	4204 84%	456 83%	317 87%	32 80%	417 82%	57 86%	780 81%	83 77%	302 80%	22 79%	2388 86%	262 85%
Very comfortable	2070 41%	226 41%	170 47%	20 50%	255 50%	35 53% H	351 36%	36 33%	158 42%	12 43%	1136 41%	123 40%
Somewhat comfortable	2134 43%	230 42%	147 40%	12 30%	162 32%	22 33%	429 45%	47 44%	144 38%	10 36%	1252 45%	139 45%
BOTTOM 2 BOX (NET)	787 16%	94 17%	48 13%	8 20%	90 18%	9 14%	183 19%	25 23%	76 20%	6 21%	390 14%	46 15%
Not very comfortable	588 12%	68 12%	34 9%	6 15%	62 12%	7 11%	130 13%	17 16%	53 14%	4 14%	309 11%	34 11%
Not at all comfortable	199 4%	26 5%	14 4%	2 5%	28 6%	2 3%	53 6%	8 7%	23 6%	2 7%	81 3%	12 4%
Sigma	4991 100%	550 100%	365 100%	40 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q1145_2_3. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.
How comfortable would you be doing each of these activities on each website?

2. Inputting your home address

3. .club or .bank

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	2388 44%	262 44%	304 37% D	22 24%	209 41%	29 44% D	315 33%	39 36%	168 44%	12 43%	1392 50%	160 52% DH
Very comfortable	607 11%	52 9%	72 9%	3 3%	52 10%	4 6%	66 7%	6 6%	50 13%	4 14%	367 13%	35 11% D
Somewhat comfortable	1781 33%	210 35%	232 28%	19 21%	157 31%	25 38% D	249 26%	33 31%	118 31%	8 29%	1025 37%	125 41% D
BOTTOM 2 BOX (NET)	3064 56%	338 56%	522 63%	68 76% CFL	298 59%	37 56%	648 67%	69 64% L	210 56%	16 57%	1386 50%	148 48%
Not very comfortable	1986 36%	197 33%	323 39%	42 47% L	168 33%	22 33%	357 37%	37 34%	131 35%	7 25%	1007 36% L	89 29%
Not at all comfortable	1078 20%	141 24% A	199 24%	26 29% L	130 26%	15 23%	291 30%	32 30% L	79 21%	9 32%	379 14%	59 19% K
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q1145_3. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.
How comfortable would you be doing each of these activities on each website?

3. Inputting your telephone number

SUMMARY TABLE OF TOP BOX

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults) (A)	2016 Total Consumers (Teens) (B)	2016 North America (Adults) (C)	2016 North America (Teens) (D)	2016 South America (Adults) (E)	2016 South America (Teens) (F)	2016 Europe (Adults) (G)	2016 Europe (Teens) (H)	2016 Africa (Adults) (I)	2016 Africa (Teens) (J)	2016 Asia (Adults) (K)	2016 Asia (Teens) (L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
.com	1966 36%	259 43% A	283 34%	25 28%	244 48%	37 56% DH	196 20%	32 30% G	189 50%	11 39%	1054 38%	154 50% KDH
gTLDs	1716 34%	201 37%	140 38%	17 43%	205 40%	28 42%	251 26%	35 32%	146 39%	9 32%	974 35%	112 36%
.club or .bank	617 11%	55 9%	68 8%	5 6%	63 12%	4 6%	61 6%	10 9%	65 17%	1 4%	360 13%	35 11%

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

Q1145_3. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.
How comfortable would you be doing each of these activities on each website?

3. Inputting your telephone number
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
gTLDs	3765 75%	417 76%	267 73%	27 68%	368 73%	53 80% H	639 66%	70 65%	291 77%	21 75%	2200 79%	246 80% H
.com	4100 75%	464 77%	587 71%	56 62%	369 73%	53 80% D	599 62%	73 68%	305 81%	22 79%	2240 81%	260 84% DH
.club or .bank	2201 40%	242 40%	269 33%	24 27%	189 37%	29 44% D	269 28%	34 31%	171 45%	10 36%	1303 47%	145 47% DH

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

Q1145_3_1. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.
How comfortable would you be doing each of these activities on each website?

3. Inputting your telephone number

1. .com

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	4100 75%	464 77%	587 71%	56 62%	369 73%	53 80% D	599 62%	73 68%	305 81%	22 79%	2240 81%	260 84% DH
Very comfortable	1966 36%	259 43% A	283 34%	25 28%	244 48%	37 56% DH	196 20%	32 30% G	189 50%	11 39%	1054 38%	154 50% KDH
Somewhat comfortable	2134 39% B	205 34%	304 37%	31 34%	125 25%	16 24%	403 42%	41 38%	116 31%	11 39%	1186 43% L	106 34%
BOTTOM 2 BOX (NET)	1352 25%	136 23%	239 29%	34 38% FL	138 27%	13 20%	364 38%	35 32% L	73 19%	6 21%	538 19%	48 16%
Not very comfortable	877 16%	82 14%	150 18%	24 27% FL	69 14%	6 9%	225 23%	17 16%	41 11%	1 4%	392 14%	34 11%
Not at all comfortable	475 9%	54 9%	89 11%	10 11% L	69 14%	7 11%	139 14%	18 17% L	32 8%	5 18%	146 5%	14 5%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q1145_3_2. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.
How comfortable would you be doing each of these activities on each website?

3. Inputting your telephone number

2. gTLDs

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4991	550	365	40*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	3765 75%	417 76%	267 73%	27 68%	368 73%	53 80% H	639 66%	70 65%	291 77%	21 75%	2200 79%	246 80% H
Very comfortable	1716 34%	201 37%	140 38%	17 43%	205 40%	28 42%	251 26%	35 32%	146 39%	9 32%	974 35%	112 36%
Somewhat comfortable	2049 41%	216 39%	127 35%	10 25%	163 32%	25 38%	388 40%	35 32%	145 38%	12 43%	1226 44%	134 44% DH
BOTTOM 2 BOX (NET)	1226 25%	133 24%	98 27%	13 33%	139 27%	13 20%	324 34%	38 35% FL	87 23%	7 25%	578 21%	62 20%
Not very comfortable	841 17%	85 15%	61 17%	8 20%	81 16%	8 12%	202 21%	20 19%	54 14%	4 14%	443 16%	45 15%
Not at all comfortable	385 8%	48 9%	37 10%	5 13%	58 11%	5 8%	122 13%	18 17% L	33 9%	3 11%	135 5%	17 6%
Sigma	4991 100%	550 100%	365 100%	40 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q1145_3_3. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.
How comfortable would you be doing each of these activities on each website?

3. Inputting your telephone number

3. .club or .bank

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	2201 40%	242 40%	269 33%	24 27%	189 37%	29 44% D	269 28%	34 31%	171 45%	10 36%	1303 47%	145 47% DH
Very comfortable	617 11%	55 9%	68 8%	5 6%	63 12%	4 6%	61 6%	10 9%	65 17%	1 4%	360 13%	35 11%
Somewhat comfortable	1584 29%	187 31%	201 24%	19 21%	126 25%	25 38% EDH	208 22%	24 22%	106 28%	9 32%	943 34%	110 36% DH
BOTTOM 2 BOX (NET)	3251 60%	358 60%	557 67%	66 73% FL	318 63%	37 56%	694 72%	74 69% L	207 55%	18 64%	1475 53%	163 53%
Not very comfortable	1963 36%	196 33%	306 37%	38 42% H	146 29%	20 30%	353 37%	31 29%	124 33%	9 32%	1034 37%	98 32%
Not at all comfortable	1288 24%	162 27%	251 30%	28 31% L	172 34%	17 26%	341 35%	43 40% L	83 22%	9 32%	441 16%	65 21% K
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q1145_4. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.
How comfortable would you be doing each of these activities on each website?

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

SUMMARY TABLE OF TOP BOX

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
.com	1463 27%	199 33% A	221 27%	20 22%	166 33%	23 35%	144 15%	26 24% G	140 37%	10 36%	792 29%	120 39% KDH
gTLDs	1255 25%	165 30% A	98 27%	9 23%	150 30%	18 27%	179 19%	31 29% G	105 28%	7 25%	723 26%	100 32% K
.club or .bank	583 11%	70 12%	56 7%	6 7%	54 11%	4 6%	56 6%	12 11% G	52 14%	7 25%	365 13%	41 13%

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

Q1145_4. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.
How comfortable would you be doing each of these activities on each website?

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

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
gTLDs	3114 62%	356 65%	220 60%	18 45%	288 57%	39 59%	560 58%	65 60%	211 56%	20 71%	1835 66%	214 69% D
.com	3395 62%	381 64%	509 62% D	42 47%	296 58%	39 59%	498 52%	63 58%	236 62%	17 61%	1856 67%	220 71% DFH
.club or .bank	1974 36%	255 43% A	221 27%	24 27%	162 32%	20 30%	229 24%	38 35% G	145 38%	11 39%	1217 44%	162 53% KDFH

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

Q1145_4_1. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.
How comfortable would you be doing each of these activities on each website?

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

1. .com

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	3395 62%	381 64%	509 62% D	42 47%	296 58%	39 59%	498 52%	63 58%	236 62%	17 61%	1856 67%	220 71% DFH
Very comfortable	1463 27%	199 33% A	221 27%	20 22%	166 33%	23 35%	144 15%	26 24% G	140 37%	10 36%	792 29%	120 39% KDH
Somewhat comfortable	1932 35% B	182 30%	288 35% D	22 24%	130 26%	16 24%	354 37%	37 34%	96 25%	7 25%	1064 38% L	100 32%
BOTTOM 2 BOX (NET)	2057 38%	219 37%	317 38%	48 53% CL	211 42%	27 41% L	465 48%	45 42% L	142 38%	11 39%	922 33%	88 29%
Not very comfortable	1116 20%	126 21%	176 21%	32 36% CFHL	92 18%	12 18%	230 24%	24 22%	73 19%	7 25%	545 20%	51 17%
Not at all comfortable	941 17%	93 16%	141 17%	16 18%	119 23%	15 23% L	235 24%	21 19%	69 18%	4 14%	377 14%	37 12%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q1145_4_2. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.
How comfortable would you be doing each of these activities on each website?

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4991	550	365	40*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	3114 62%	356 65%	220 60%	18 45%	288 57%	39 59%	560 58%	65 60%	211 56%	20 71%	1835 66%	214 69% D
Very comfortable	1255 25%	165 30% A	98 27%	9 23%	150 30%	18 27%	179 19%	31 29% G	105 28%	7 25%	723 26%	100 32% K
Somewhat comfortable	1859 37%	191 35%	122 33%	9 23%	138 27%	21 32%	381 40%	34 31%	106 28%	13 46%	1112 40%	114 37%
BOTTOM 2 BOX (NET)	1877 38%	194 35%	145 40%	22 55% L	219 43%	27 41%	403 42%	43 40%	167 44%	8 29%	943 34%	94 31%
Not very comfortable	1061 21%	119 22%	76 21%	15 38% CL	107 21%	14 21%	203 21%	25 23%	91 24%	7 25%	584 21%	58 19%
Not at all comfortable	816 16%	75 14%	69 19%	7 18%	112 22%	13 20%	200 21%	18 17%	76 20%	1 4%	359 13%	36 12%
Sigma	4991 100%	550 100%	365 100%	40 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q1145_4_3. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.
How comfortable would you be doing each of these activities on each website?

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

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	1974 36%	255 43% A	221 27%	24 27%	162 32%	20 30%	229 24%	38 35% G	145 38%	11 39%	1217 44%	162 53% KDFH
Very comfortable	583 11%	70 12%	56 7%	6 7%	54 11%	4 6%	56 6%	12 11% G	52 14%	7 25%	365 13%	41 13%
Somewhat comfortable	1391 26%	185 31% A	165 20%	18 20%	108 21%	16 24%	173 18%	26 24%	93 25%	4 14%	852 31%	121 39% KDFH
BOTTOM 2 BOX (NET)	3478 64% B	345 58%	605 73%	66 73% L	345 68%	46 70% L	734 76% H	70 65% L	233 62%	17 61%	1561 56% L	146 47%
Not very comfortable	1679 31% B	140 23%	270 33%	26 29%	128 25%	21 32%	302 31% H	22 20%	103 27%	5 18%	876 32% L	66 21%
Not at all comfortable	1799 33%	205 34%	335 41%	40 44% L	217 43%	25 38%	432 45%	48 44% L	130 34%	12 43%	685 25%	80 26%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q1145_5. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.
How comfortable would you be doing each of these activities on each website?

5. Inputting an ID number like a social security number, passport or government ID number

SUMMARY TABLE OF TOP BOX

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
.com	1442 26%	178 30%	173 21%	15 17%	162 32%	21 32% D	148 15%	21 19%	151 40%	7 25%	808 29%	114 37% KDH
gTLDs	1314 26%	157 29%	92 25%	12 30%	150 30%	15 23%	178 18%	29 27% G	124 33%	11 39%	770 28%	90 29%
.club or .bank	577 11%	67 11%	45 5%	6 7%	48 9%	7 11%	57 6%	6 6%	47 12%	6 21%	380 14%	42 14% H

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

Q1145_5. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.
How comfortable would you be doing each of these activities on each website?

5. Inputting an ID number like a social security number, passport or government ID number

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
gTLDs	3063 61%	359 65%	197 54%	16 40%	295 58%	37 56%	515 53%	61 56%	241 64%	19 68%	1815 65%	226 73% KDFH
.com	3231 59%	361 60%	385 47% D	28 31%	298 59%	39 59% D	464 48%	55 51% D	252 67%	18 64%	1832 66%	221 72% KDFH
.club or .bank	1869 34%	228 38%	169 20%	18 20%	159 31%	19 29%	221 23%	30 28%	135 36%	13 46%	1185 43%	148 48% DFH

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

Q1145_5_1. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.
How comfortable would you be doing each of these activities on each website?

5. Inputting an ID number like a social security number, passport or government ID number

1. .com

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	3231 59%	361 60%	385 47% D	28 31%	298 59%	39 59% D	464 48%	55 51% D	252 67%	18 64%	1832 66%	221 72% KDFH
Very comfortable	1442 26%	178 30%	173 21%	15 17%	162 32%	21 32% D	148 15%	21 19%	151 40%	7 25%	808 29%	114 37% KDH
Somewhat comfortable	1789 33%	183 31%	212 26% D	13 14%	136 27%	18 27% D	316 33%	34 31% D	101 27%	11 39%	1024 37%	107 35% D
BOTTOM 2 BOX (NET)	2221 41%	239 40%	441 53%	62 69% CFHL	209 41%	27 41% L	499 52%	53 49% L	126 33%	10 36%	946 34% L	87 28%
Not very comfortable	1112 20%	105 18%	171 21%	15 17%	97 19%	15 23%	252 26%	27 25% L	69 18%	5 18%	523 19% L	43 14%
Not at all comfortable	1109 20%	134 22%	270 33%	47 52% CFHL	112 22%	12 18%	247 26%	26 24% L	57 15%	5 18%	423 15%	44 14%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q1145_5_2. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.
How comfortable would you be doing each of these activities on each website?

5. Inputting an ID number like a social security number, passport or government ID number
2. gTLDs

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4991	550	365	40*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	3063 61%	359 65%	197 54%	16 40%	295 58%	37 56%	515 53%	61 56%	241 64%	19 68%	1815 65%	226 73% KDFH
Very comfortable	1314 26%	157 29%	92 25%	12 30%	150 30%	15 23%	178 18%	29 27% G	124 33%	11 39%	770 28%	90 29%
Somewhat comfortable	1749 35%	202 37%	105 29% D	4 10%	145 29%	22 33% D	337 35%	32 30% D	117 31%	8 29%	1045 38%	136 44% KDH
BOTTOM 2 BOX (NET)	1928 39%	191 35%	168 46%	24 60% L	212 42%	29 44% L	448 47%	47 44% L	137 36%	9 32%	963 35% L	82 27%
Not very comfortable	1053 21%	101 18%	73 20%	12 30% L	107 21%	17 26% L	228 24%	26 24% L	82 22%	5 18%	563 20% L	41 13%
Not at all comfortable	875 18%	90 16%	95 26%	12 30% L	105 21%	12 18%	220 23%	21 19%	55 15%	4 14%	400 14%	41 13%
Sigma	4991 100%	550 100%	365 100%	40 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q1145_5_3. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.
How comfortable would you be doing each of these activities on each website?

5. Inputting an ID number like a social security number, passport or government ID number
3. .club or .bank

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	1869 34%	228 38%	169 20%	18 20%	159 31%	19 29%	221 23%	30 28%	135 36%	13 46%	1185 43%	148 48%
Very comfortable	577 11%	67 11%	45 5%	6 7%	48 9%	7 11%	57 6%	6 6%	47 12%	6 21%	380 14%	42 14%
Somewhat comfortable	1292 24%	161 27%	124 15%	12 13%	111 22%	12 18%	164 17%	24 22%	88 23%	7 25%	805 29%	106 34%
BOTTOM 2 BOX (NET)	3583 66%	372 62%	657 80%	72 80% L	348 69%	47 71% L	742 77%	78 72% L	243 64%	15 54%	1593 57%	160 52%
Not very comfortable	1710 31% B	156 26%	224 27%	17 19%	135 27%	20 30%	331 34%	32 30%	124 33%	7 25%	896 32% L	80 26%
Not at all comfortable	1873 34%	216 36%	433 52%	55 61% FHL	213 42%	27 41% L	411 43%	46 43% L	119 31%	8 29%	697 25%	80 26%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q1145_6. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.
How comfortable would you be doing each of these activities on each website?

6. Inputting healthcare information, like inputting a list of prescription drugs you use, or your medical history

SUMMARY TABLE OF TOP BOX

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
.com	1618 30%	215 36% A	206 25%	15 17%	195 38%	28 42% DH	159 17%	25 23%	163 43%	10 36%	895 32%	137 44% KDH
gTLDs	1432 29%	182 33% A	98 27%	13 33%	182 36%	24 36%	181 19%	29 27% G	135 36%	11 39%	836 30%	105 34%
.club or .bank	614 11%	73 12%	51 6%	6 7%	73 14%	8 12%	65 7%	5 5%	56 15%	4 14%	369 13%	50 16% DH

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

Q1145_6. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.
How comfortable would you be doing each of these activities on each website?

6. Inputting healthcare information, like inputting a list of prescription drugs you use, or your medical history

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults) (A)	2016 Total Consumers (Teens) (B)	2016 North America (Adults) (C)	2016 North America (Teens) (D)	2016 South America (Adults) (E)	2016 South America (Teens) (F)	2016 Europe (Adults) (G)	2016 Europe (Teens) (H)	2016 Africa (Adults) (I)	2016 Africa (Teens) (J)	2016 Asia (Adults) (K)	2016 Asia (Teens) (L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
gTLDs	3485 70%	399 73%	233 64% D	19 48%	349 69%	45 68% D	543 56%	70 65%	278 74%	16 57%	2082 75%	249 81% KDFH
.com	3724 68%	431 72%	498 60% D	42 47%	346 68%	45 68% D	507 53%	73 68% GD	283 75%	18 64%	2090 75%	253 82% KDFH
.club or .bank	2183 40%	263 44%	230 28%	26 29%	193 38%	25 38%	239 25%	32 30%	172 46%	11 39%	1349 49%	169 55% KDFH

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

Q1145_6_1. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.
How comfortable would you be doing each of these activities on each website?

6. Inputting healthcare information, like inputting a list of prescription drugs you use, or your medical history

1. .com

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	3724 68%	431 72%	498 60% D	42 47%	346 68%	45 68% D	507 53%	73 68% GD	283 75%	18 64%	2090 75%	253 82% KDFH
Very comfortable	1618 30%	215 36% A	206 25%	15 17%	195 38%	28 42% DH	159 17%	25 23%	163 43%	10 36%	895 32%	137 44% KDH
Somewhat comfortable	2106 39%	216 36%	292 35%	27 30%	151 30%	17 26%	348 36%	48 44% DF	120 32%	8 29%	1195 43%	116 38%
BOTTOM 2 BOX (NET)	1728 32%	169 28%	328 40%	48 53% CFHL	161 32%	21 32% L	456 47% H	35 32% L	95 25%	10 36%	688 25% L	55 18%
Not very comfortable	1053 19%	106 18%	180 22%	32 36% CFHL	102 20%	13 20%	238 25%	21 19% L	56 15%	5 18%	477 17% L	35 11%
Not at all comfortable	675 12%	63 11%	148 18%	16 18% L	59 12%	8 12%	218 23% H	14 13% L	39 10%	5 18%	211 8% L	20 6%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q1145_6_2. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.
How comfortable would you be doing each of these activities on each website?

6. Inputting healthcare information, like inputting a list of prescription drugs you use, or your medical history
2. gTLDs

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4991	550	365	40*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	3485 70%	399 73%	233 64% D	19 48%	349 69%	45 68% D	543 56%	70 65%	278 74%	16 57%	2082 75%	249 81% KDFH
Very comfortable	1432 29%	182 33% A	98 27%	13 33%	182 36%	24 36%	181 19%	29 27% G	135 36%	11 39%	836 30%	105 34%
Somewhat comfortable	2053 41%	217 39%	135 37% D	6 15%	167 33%	21 32%	362 38%	41 38% D	143 38%	5 18%	1246 45%	144 47% DF
BOTTOM 2 BOX (NET)	1506 30%	151 27%	132 36%	21 53% CFL	158 31%	21 32% L	420 44%	38 35% L	100 26%	12 43%	696 25% L	59 19%
Not very comfortable	945 19%	106 19%	72 20%	17 43% CFL	99 20%	13 20%	218 23%	28 26% L	62 16%	7 25%	494 18% L	41 13%
Not at all comfortable	561 11% B	45 8%	60 16%	4 10%	59 12%	8 12%	202 21% H	10 9%	38 10%	5 18%	202 7%	18 6%
Sigma	4991 100%	550 100%	365 100%	40 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q1145_6_3. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.
How comfortable would you be doing each of these activities on each website?

6. Inputting healthcare information, like inputting a list of prescription drugs you use, or your medical history
3. .club or .bank

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	2183 40%	263 44%	230 28%	26 29%	193 38%	25 38%	239 25%	32 30%	172 46%	11 39%	1349 49%	169 55%
Very comfortable	614 11%	73 12%	51 6%	6 7%	73 14%	8 12%	65 7%	5 5%	56 15%	4 14%	369 13%	50 16%
Somewhat comfortable	1569 29%	190 32%	179 22%	20 22%	120 24%	17 26%	174 18%	27 25%	116 31%	7 25%	980 35%	119 39%
BOTTOM 2 BOX (NET)	3269 60%	337 56%	596 72%	64 71% L	314 62%	41 62% L	724 75%	76 70% L	206 54%	17 61%	1429 51% L	139 45%
Not very comfortable	1839 34% B	174 29%	279 34%	26 29%	150 30%	21 32%	338 35%	31 29%	125 33%	7 25%	947 34%	89 29%
Not at all comfortable	1430 26%	163 27%	317 38%	38 42% L	164 32%	20 30% L	386 40%	45 42% L	81 21%	10 36%	482 17%	50 16%
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q1100a. How would you describe your familiarity with each of the following abusive internet behaviors?
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Spamming - The use of electronic messaging systems to send unsolicited messages.	3156 58% B	318 53%	514 62%	59 66% FHL	291 57%	31 47%	498 52%	52 48%	252 67%	17 61%	1601 58% L	159 52%
Malware - Short for "malicious software", used to disrupt computer operations, gather sensitive information or gain access to private computer systems.	2634 48% B	263 44%	408 49%	40 44% F	229 45% F	17 26%	407 42%	43 40%	227 60%	13 46%	1363 49%	150 49% F
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% B	212 35%	369 45%	31 34% F	163 32% F	11 17%	387 40%	33 31% F	213 56%	15 54%	1227 44%	122 40% F
Stolen credentials - When hackers steal personal information stored online such as usernames, passwords, social security numbers, credit cards numbers, etc.	2248 41%	231 39%	351 42%	42 47% FH	177 35%	16 24%	337 35%	34 31%	207 55%	14 50%	1176 42%	125 41% F
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%	148 25%	163 20%	17 19%	98 19%	12 18%	203 21%	19 18%	134 35%	9 32%	856 31%	91 30% DH

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

Q1100a. How would you describe your familiarity with each of the following abusive internet behaviors?
SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
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%	283 47%	423 51%	47 52%	297 59%	36 55%	530 55%	59 55% L	130 34%	10 36%	979 35%	131 43% K
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%	213 36% A	187 23%	32 36% C	214 42%	39 59% EDHL	237 25%	34 31%	73 19%	7 25%	572 21%	101 33% K
Stolen credentials - When hackers steal personal information stored online such as usernames, passwords, social security numbers, credit cards numbers, etc.	1243 23%	176 29% A	165 20%	21 23%	172 34%	29 44% DHL	240 25%	27 25%	76 20%	9 32%	590 21%	90 29% K
Malware - Short for "malicious software", used to disrupt computer operations, gather sensitive information or gain access to private computer systems.	1067 20%	164 27% A	142 17%	21 23%	126 25%	27 41% EDHL	209 22%	28 26%	60 16%	9 32%	530 19%	79 26% K
Spamming - The use of electronic messaging systems to send unsolicited messages.	817 15%	120 20% A	96 12%	8 9%	85 17%	18 27% ED	182 19%	24 22% D	55 15%	5 18%	399 14%	65 21% KD

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

Q1100a_1. How would you describe your familiarity with each of the following abusive internet behaviors?

1. Phishing - The attempt to acquire sensitive information such as usernames, passwords, and credit card details by masquerading as a trustworthy entity in electronic communication.

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	2359 43% B	212 35%	369 45%	31 34% F	163 32% F	11 17%	387 40%	33 31% F	213 56%	15 54%	1227 44%	122 40% F
Extremely familiar	867 16%	89 15%	138 17%	10 11%	60 12%	3 5%	144 15%	13 12%	86 23%	7 25%	439 16%	56 18% F
Very familiar	1492 27% B	123 21%	231 28%	21 23%	103 20%	8 12%	243 25%	20 19%	127 34%	8 29%	788 28% L	66 21%
Somewhat familiar	1810 33% B	175 29%	270 33%	27 30%	130 26%	16 24%	339 35%	41 38% L	92 24%	6 21%	979 35% L	85 28%
BOTTOM 2 BOX (NET)	1283 24%	213 36% A	187 23%	32 36% C	214 42%	39 59% EDHL	237 25%	34 31%	73 19%	7 25%	572 21%	101 33% K
Just know the name	908 17%	103 17%	131 16%	16 18%	112 22%	19 29% HL	181 19%	17 16%	41 11%	2 7%	443 16%	49 16%
Never heard of	375 7%	110 18% A	56 7%	16 18% C	102 20%	20 30% HL	56 6%	17 16% G	32 8%	5 18%	129 5%	52 17% K
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q1100a_2. How would you describe your familiarity with each of the following abusive internet behaviors?
2. Spamming - The use of electronic messaging systems to send unsolicited messages.

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	3156 58% B	318 53%	514 62%	59 66% FHL	291 57%	31 47%	498 52%	52 48%	252 67%	17 61%	1601 58% L	159 52%
Extremely familiar	1328 24%	144 24%	221 27%	28 31%	123 24%	18 27%	191 20%	22 20%	125 33%	3 11%	668 24%	73 24%
Very familiar	1828 34% B	174 29%	293 35%	31 34% F	168 33% F	13 20%	307 32%	30 28%	127 34%	14 50%	933 34% L	86 28%
Somewhat familiar	1479 27%	162 27%	216 26%	23 26%	131 26%	17 26%	283 29%	32 30%	71 19%	6 21%	778 28%	84 27%
BOTTOM 2 BOX (NET)	817 15%	120 20% A	96 12%	8 9%	85 17%	18 27% ED	182 19%	24 22% D	55 15%	5 18%	399 14%	65 21% KD
Just know the name	554 10%	67 11%	69 8%	4 4%	59 12%	10 15% D	119 12%	15 14% D	25 7%	4 14%	282 10%	34 11%
Never heard of	263 5%	53 9% A	27 3%	4 4%	26 5%	8 12% E	63 7%	9 8%	30 8%	1 4%	117 4%	31 10% K
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q1100a_3. How would you describe your familiarity with each of the following abusive internet behaviors?

3. Cyber squatting - Registering or using a domain name with bad faith intent to profit from the goodwill of a trademark belonging to someone else.

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	1454 27%	148 25%	163 20%	17 19%	98 19%	12 18%	203 21%	19 18%	134 35%	9 32%	856 31%	91 30% DH
Extremely familiar	487 9%	65 11%	60 7%	5 6%	37 7%	3 5%	64 7%	8 7%	55 15%	4 14%	271 10%	45 15% KDF
Very familiar	967 18% B	83 14%	103 12%	12 13%	61 12%	9 14%	139 14%	11 10%	79 21%	5 18%	585 21% L	46 15%
Somewhat familiar	1639 30%	169 28%	240 29%	26 29%	112 22%	18 27%	230 24%	30 28%	114 30%	9 32%	943 34% L	86 28%
BOTTOM 2 BOX (NET)	2359 43%	283 47%	423 51%	47 52%	297 59%	36 55%	530 55%	59 55%	130 34%	10 36%	979 35% L	131 43% K
Just know the name	1079 20%	124 21%	151 18%	15 17%	106 21%	12 18%	237 25%	29 27%	47 12%	5 18%	538 19%	63 20%
Never heard of	1280 23%	159 27%	272 33%	32 36% L	191 38%	24 36% L	293 30%	30 28%	83 22%	5 18%	441 16%	68 22% K
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q1100a_4. How would you describe your familiarity with each of the following abusive internet behaviors?

4. Stolen credentials - When hackers steal personal information stored online such as usernames, passwords, social security numbers, credit cards numbers, etc.

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	2248 41%	231 39%	351 42%	42 47% FH	177 35%	16 24%	337 35%	34 31%	207 55%	14 50%	1176 42%	125 41% F
Extremely familiar	809 15%	78 13%	129 16%	10 11%	61 12%	6 9%	109 11%	11 10%	86 23%	5 18%	424 15%	46 15%
Very familiar	1439 26%	153 26%	222 27%	32 36% FH	116 23%	10 15%	228 24%	23 21%	121 32%	9 32%	752 27%	79 26%
Somewhat familiar	1961 36%	193 32%	310 38%	27 30%	158 31%	21 32%	386 40%	47 44% L	95 25%	5 18%	1012 36% L	93 30%
BOTTOM 2 BOX (NET)	1243 23%	176 29% A	165 20%	21 23%	172 34%	29 44% DHL	240 25%	27 25%	76 20%	9 32%	590 21%	90 29% K
Just know the name	953 17%	114 19%	121 15%	16 18%	125 25%	17 26%	188 20%	15 14%	52 14%	7 25%	467 17%	59 19%
Never heard of	290 5%	62 10% A	44 5%	5 6%	47 9%	12 18% ED	52 5%	12 11% G	24 6%	2 7%	123 4%	31 10% K
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q1100a_5. How would you describe your familiarity with each of the following abusive internet behaviors?

5. Malware - Short for "malicious software", used to disrupt computer operations, gather sensitive information or gain access to private computer systems.

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
TOP 2 BOX (NET)	2634 48% B	263 44%	408 49%	40 44% F	229 45% F	17 26%	407 42%	43 40%	227 60%	13 46%	1363 49%	150 49% F
Extremely familiar	995 18%	115 19%	158 19%	17 19%	81 16%	6 9%	135 14%	19 18%	110 29%	7 25%	511 18%	66 21% F
Very familiar	1639 30% B	148 25%	250 30%	23 26%	148 29% F	11 17%	272 28%	24 22%	117 31%	6 21%	852 31%	84 27%
Somewhat familiar	1751 32%	173 29%	276 33%	29 32%	152 30%	22 33%	347 36%	37 34%	91 24%	6 21%	885 32% L	79 26%
BOTTOM 2 BOX (NET)	1067 20%	164 27% A	142 17%	21 23%	126 25%	27 41% EDHL	209 22%	28 26%	60 16%	9 32%	530 19%	79 26% K
Just know the name	727 13%	87 15%	106 13%	11 12%	76 15%	12 18%	154 16%	20 19%	35 9%	3 11%	356 13%	41 13%
Never heard of	340 6%	77 13% A	36 4%	10 11% C	50 10%	15 23% EHL	55 6%	8 7%	25 7%	6 21%	174 6%	38 12% K
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q1105. What do you think are the source(s) for each type of abusive Internet behavior?
SUMMARY TABLE OF ORGANIZED GROUPS

Base: Familiar With Abusive Internet Behavior

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5014	541	762	86*	456	55*	851	96*	354	27**	2591	277
Phishing	2755 66% B	220 57%	417 65%	32 55%	158 54%	12 44%	503 69% H	42 57%	156 51%	9 43%	1521 69% L	125 60%
Malware	2875 66% B	253 58%	449 66%	43 62%	206 54%	17 44%	509 68%	54 68% F	176 55%	8 42%	1535 68% L	131 57%
Stolen credentials	2750 65% B	251 59%	430 65%	44 64% F	176 53%	16 43%	489 68%	53 65% F	162 54%	11 58%	1493 68% L	127 58%
Spamming	2976 64% B	276 58%	483 66%	46 56%	220 52%	24 50%	519 66%	53 63%	162 50%	13 57%	1592 67% L	140 58%
Cyber squatting	1929 62% B	166 52%	247 61%	24 56%	98 47%	14 47%	281 65%	33 67% L	129 52%	12 67%	1174 65% L	83 47%

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

Q1105. What do you think are the source(s) for each type of abusive Internet behavior?
SUMMARY TABLE OF INDIVIDUALS

Base: Familiar With Abusive Internet Behavior

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5014	541	762	86*	456	55*	851	96*	354	27**	2591	277
Spamming	2386 51%	250 52%	421 58%	57 70% CFHL	206 49%	24 50%	372 48%	42 50%	158 49%	13 57%	1229 52%	114 47%
Stolen credentials	2165 51%	221 52%	408 62%	39 57%	167 50%	21 57%	361 50%	43 53%	124 41%	12 63%	1105 51%	106 49%
Phishing	2129 51%	193 50%	388 61%	38 66% L	154 53%	15 56%	351 48%	39 53%	128 42%	11 52%	1108 50%	90 43%
Malware	2174 50%	214 49%	392 57%	42 61% L	174 46%	20 51%	372 49%	41 51%	127 40%	12 63%	1109 49%	99 43%
Cyber squatting	1473 48%	147 46%	222 55%	27 63% HL	96 46%	13 43%	193 45%	20 41%	94 38%	7 39%	868 48%	80 45%

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

Q1105_1. What do you think are the source(s) for each type of abusive Internet behavior?

1. Phishing

Base: Familiar With Abusive Internet Behavior

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4169	387	639	58*	293	27**	726	74*	305	21**	2206	207
ORGANIZED GROUPS (NET)	2755 66% B	220 57%	417 65%	32 55%	158 54%	12 44%	503 69% H	42 57%	156 51%	9 43%	1521 69% L	125 60%
Organized groups from within my country	2091 50% B	166 43%	342 54%	29 50%	114 39%	7 26%	396 55%	37 50%	101 33%	7 33%	1138 52% L	86 42%
Organized groups from outside my country	2009 48% B	144 37%	331 52%	26 45%	109 37%	11 41%	403 56% H	26 35%	110 36%	7 33%	1056 48% L	74 36%
INDIVIDUALS (NET)	2129 51%	193 50%	388 61%	38 66% L	154 53%	15 56%	351 48%	39 53%	128 42%	11 52%	1108 50%	90 43%
Individuals from outside my country	1738 42%	148 38%	337 53%	32 55% L	106 36%	12 44%	310 43%	34 46% L	99 32%	7 33%	886 40% L	63 30%
Individuals from my country	1539 37%	138 36%	303 47%	31 53% L	110 38%	10 37%	268 37%	27 36%	78 26%	9 43%	780 35% L	61 29%
Don't know	641 15%	70 18%	111 17%	9 16%	53 18%	6 22%	120 17%	12 16%	82 27%	6 29%	275 12% L	37 18% K
Sigma	8018 192%	666 172%	1424 223%	127 219%	492 168%	46 170%	1497 206%	136 184%	470 154%	36 171%	4135 187%	321 155%

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4635	480	730	82*	422	48*	781	84*	323	23**	2379	243
ORGANIZED GROUPS (NET)	2976 64% B	276 58%	483 66%	46 56%	220 52%	24 50%	519 66%	53 63%	162 50%	13 57%	1592 67% L	140 58%
Organized groups from within my country	2265 49%	222 46%	392 54%	44 54%	167 40%	19 40%	432 55%	43 51%	96 30%	9 39%	1178 50%	107 44%
Organized groups from outside my country	2121 46% B	175 36%	368 50%	35 43%	138 33%	17 35%	397 51%	35 42%	119 37%	9 39%	1099 46% L	79 33%
INDIVIDUALS (NET)	2386 51%	250 52%	421 58%	57 70% CFHL	206 49%	24 50%	372 48%	42 50%	158 49%	13 57%	1229 52%	114 47%
Individuals from outside my country	1844 40%	173 36%	338 46%	43 52% FHL	121 29%	16 33%	320 41%	29 35%	121 37%	10 43%	944 40%	75 31%
Individuals from my country	1772 38%	198 41%	353 48%	51 62% CFHL	173 41%	18 38%	285 36%	33 39%	98 30%	9 39%	863 36%	87 36%
Don't know	691 15%	77 16%	123 17%	13 16%	74 18%	8 17%	139 18%	11 13%	65 20%	3 13%	290 12%	42 17% K
Sigma	8693 188%	845 176%	1574 216%	186 227%	673 159%	78 163%	1573 201%	151 180%	499 154%	40 174%	4374 184%	390 160%

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3093	317	403	43*	210	30*	433	49*	248	18**	1799	177
ORGANIZED GROUPS (NET)	1929 62% B	166 52%	247 61%	24 56%	98 47%	14 47%	281 65%	33 67% L	129 52%	12 67%	1174 65% L	83 47%
Organized groups from within my country	1394 45% B	117 37%	195 48%	23 53% L	73 35%	12 40%	213 49%	22 45% L	69 28%	11 61%	844 47% L	49 28%
Organized groups from outside my country	1352 44% B	100 32%	199 49%	16 37%	65 31%	6 20%	214 49%	21 43% F	96 39%	6 33%	778 43% L	51 29%
INDIVIDUALS (NET)	1473 48%	147 46%	222 55%	27 63% HL	96 46%	13 43%	193 45%	20 41%	94 38%	7 39%	868 48%	80 45%
Individuals from outside my country	1222 40% B	105 33%	197 49%	23 53% FL	74 35%	8 27%	166 38%	17 35%	73 29%	5 28%	712 40% L	52 29%
Individuals from my country	973 31%	92 29%	170 42%	21 49% HL	61 29%	12 40%	140 32%	13 27%	57 23%	5 28%	545 30% L	41 23%
Don't know	543 18%	66 21%	81 20%	9 21%	53 25%	7 23%	85 20%	6 12%	66 27%	3 17%	258 14% L	41 23% K
Sigma	5484 177%	480 151%	842 209%	92 214%	326 155%	45 150%	818 189%	79 161%	361 146%	30 167%	3137 174%	234 132%

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

Q1105_4. What do you think are the source(s) for each type of abusive Internet behavior?
4. Stolen credentials

Base: Familiar With Abusive Internet Behavior

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4209	424	661	69*	335	37*	723	81*	302	19**	2188	218
ORGANIZED GROUPS (NET)	2750 65% B	251 59%	430 65%	44 64% F	176 53%	16 43%	489 68%	53 65% F	162 54%	11 58%	1493 68% L	127 58%
Organized groups from within my country	2082 49%	201 47%	344 52%	38 55% F	134 40%	12 32%	395 55%	43 53% F	104 34%	6 32%	1105 51%	102 47%
Organized groups from outside my country	1976 47% B	151 36%	346 52%	29 42%	106 32%	12 32%	392 54%	37 46% L	108 36%	9 47%	1024 47% L	64 29%
INDIVIDUALS (NET)	2165 51%	221 52%	408 62%	39 57%	167 50%	21 57%	361 50%	43 53%	124 41%	12 63%	1105 51%	106 49%
Individuals from outside my country	1671 40%	158 37%	334 51%	31 45%	99 30%	14 38%	308 43%	33 41%	79 26%	8 42%	851 39%	72 33%
Individuals from my country	1657 39%	167 39%	344 52%	32 46%	133 40%	17 46%	286 40%	34 42%	91 30%	8 42%	803 37%	76 35%
Don't know	629 15%	68 16%	103 16%	12 17%	59 18%	6 16%	127 18%	10 12%	74 25%	1 5%	266 12%	39 18% K
Sigma	8015 190%	745 176%	1471 223%	142 206%	531 159%	61 165%	1508 209%	157 194%	456 151%	32 168%	4049 185%	353 162%

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4385	436	684	69*	381	39*	754	80*	318	19**	2248	229
ORGANIZED GROUPS (NET)	2875 66% B	253 58%	449 66%	43 62%	206 54%	17 44%	509 68%	54 68% F	176 55%	8 42%	1535 68% L	131 57%
Organized groups from outside my country	2225 51% B	181 42%	377 55%	34 49%	153 40%	12 31%	415 55%	37 46%	146 46%	7 37%	1134 50% L	91 40%
Organized groups from within my country	2026 46%	186 43%	329 48%	36 52% L	130 34%	14 36%	410 54%	45 56% FL	82 26%	7 37%	1075 48% L	84 37%
INDIVIDUALS (NET)	2174 50%	214 49%	392 57%	42 61% L	174 46%	20 51%	372 49%	41 51%	127 40%	12 63%	1109 49%	99 43%
Individuals from outside my country	1807 41%	161 37%	346 51%	34 49%	124 33%	13 33%	325 43%	35 44% L	109 34%	10 53%	903 40% L	69 30%
Individuals from my country	1533 35%	151 35%	306 45%	32 46% L	123 32%	16 41%	286 38%	29 36%	61 19%	8 42%	757 34% L	66 29%
Don't know	701 16%	84 19%	120 18%	13 19%	79 21%	8 21%	132 18%	10 13%	76 24%	5 26%	294 13% L	48 21% K
Sigma	8292 189%	763 175%	1478 216%	149 216%	609 160%	63 162%	1568 208%	156 195%	474 149%	37 195%	4163 185%	358 156%

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

Q1117. How common do you feel each type of abusive Internet behavior is?
SUMMARY TABLE OF TOP 2 BOX

Base: Familiar With Abusive Internet Behavior

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5014	541	762	86*	456	55*	851	96*	354	27**	2591	277
Spamming	4240 91% B	424 88%	688 94%	79 96% FL	381 90%	41 85%	684 88%	75 89%	300 93%	19 83%	2187 92% L	210 86%
Malware	3855 88% B	355 81%	633 93%	62 90% F	321 84% F	27 69%	641 85%	69 86% F	284 89%	12 63%	1976 88% L	185 81%
Phishing	3561 85% B	296 76%	573 90%	52 90% L	236 81%	16 59%	593 82%	61 82%	256 84%	14 67%	1903 86% L	153 74%
Stolen credentials	3444 82% B	307 72%	582 88%	57 83% FL	268 80% F	24 65%	553 76%	62 77%	261 86%	14 74%	1780 81% L	150 69%
Cyber squatting	2353 76%	227 72%	319 79%	34 79%	147 70%	20 67%	297 69%	38 78%	209 84%	13 72%	1381 77% L	122 69%

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

Q1117. How common do you feel each type of abusive Internet behavior is?
SUMMARY TABLE OF BOTTOM 2 BOX

Base: Familiar With Abusive Internet Behavior

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5014	541	762	86*	456	55*	851	96*	354	27**	2591	277
Cyber squatting	483 16%	57 18%	43 11%	7 16%	33 16%	7 23%	81 19%	8 16%	19 8%	4 22%	307 17%	31 18%
Stolen credentials	520 12%	82 19% A	43 7%	10 14% C	38 11%	8 22%	107 15%	15 19%	29 10%	4 21%	303 14%	45 21% K
Phishing	364 9%	55 14% A	29 5%	4 7%	29 10%	5 19%	71 10%	7 9%	27 9%	5 24%	208 9%	34 16% K
Malware	302 7%	51 12% A	15 2%	6 9% C	24 6%	8 21% E	56 7%	8 10%	22 7%	4 21%	185 8%	25 11% K
Spamming	192 4%	29 6%	12 2%	1 1%	17 4%	2 4%	34 4%	7 8% D	16 5%	4 17%	113 5%	15 6%

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

Q1117_1. How common do you feel each type of abusive Internet behavior is?
1. Phishing

Base: Familiar With Abusive Internet Behavior

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4169	387	639	58*	293	27**	726	74*	305	21**	2206	207
TOP 2 BOX (NET)	3561 85% B	296 76%	573 90%	52 90% L	236 81%	16 59%	593 82%	61 82%	256 84%	14 67%	1903 86% L	153 74%
Very common	2147 51% B	125 32%	398 62% D	24 41%	141 48%	5 19%	367 51% H	24 32%	183 60%	7 33%	1058 48% L	65 31%
Somewhat common	1414 34%	171 44% A	175 27%	28 48% C	95 32%	11 41%	226 31%	37 50% G	73 24%	7 33%	845 38%	88 43%
BOTTOM 2 BOX (NET)	364 9%	55 14% A	29 5%	4 7%	29 10%	5 19%	71 10%	7 9%	27 9%	5 24%	208 9%	34 16% K
Not very common	313 8%	46 12% A	28 4%	4 7%	25 9%	5 19%	55 8%	6 8%	24 8%	3 14%	181 8%	28 14% K
Not at all common	51 1%	9 2%	1	-	4 1%	-	16 2%	1 1%	3 1%	2 10%	27 1%	6 3% K
Don't know	244 6%	36 9% A	37 6%	2 3%	28 10%	6 22%	62 9%	6 8%	22 7%	2 10%	95 4%	20 10% K
Sigma	4169 100%	387 100%	639 100%	58 100%	293 100%	27 100%	726 100%	74 100%	305 100%	21 100%	2206 100%	207 100%

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

Q1117_2. How common do you feel each type of abusive Internet behavior is?
2. Spamming

Base: Familiar With Abusive Internet Behavior

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4635	480	730	82*	422	48*	781	84*	323	23**	2379	243
TOP 2 BOX (NET)	4240 91% B	424 88%	688 94%	79 96% FL	381 90%	41 85%	684 88%	75 89%	300 93%	19 83%	2187 92% L	210 86%
Very common	3328 72% B	311 65%	576 79%	63 77% HL	339 80% F	32 67%	546 70%	52 62%	249 77%	16 70%	1618 68% L	148 61%
Somewhat common	912 20%	113 24% A	112 15%	16 20%	42 10%	9 19%	138 18%	23 27% G	51 16%	3 13%	569 24%	62 26%
BOTTOM 2 BOX (NET)	192 4%	29 6%	12 2%	1 1%	17 4%	2 4%	34 4%	7 8% D	16 5%	4 17%	113 5%	15 6%
Not very common	144 3%	15 3%	11 2%	-	10 2%	1 2%	21 3%	5 6% D	14 4%	2 9%	88 4%	7 3%
Not at all common	48 1%	14 3% A	1	1 1%	7 2%	1 2%	13 2%	2 2%	2 1%	2 9%	25 1%	8 3% K
Don't know	203 4%	27 6%	30 4%	2 2%	24 6%	5 10%	63 8%	2 2%	7 2%	-	79 3%	18 7% K
Sigma	4635 100%	480 100%	730 100%	82 100%	422 100%	48 100%	781 100%	84 100%	323 100%	23 100%	2379 100%	243 100%

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

Q1117_3. How common do you feel each type of abusive Internet behavior is?
3. Cyber squatting

Base: Familiar With Abusive Internet Behavior

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3093	317	403	43*	210	30*	433	49*	248	18**	1799	177
TOP 2 BOX (NET)	2353 76%	227 72%	319 79%	34 79%	147 70%	20 67%	297 69%	38 78%	209 84%	13 72%	1381 77% L	122 69%
Very common	1047 34%	92 29%	162 40%	11 26%	83 40%	8 27%	134 31%	17 35%	118 48%	2 11%	550 31%	54 31%
Somewhat common	1306 42%	135 43%	157 39%	23 53%	64 30%	12 40%	163 38%	21 43%	91 37%	11 61%	831 46% L	68 38%
BOTTOM 2 BOX (NET)	483 16%	57 18%	43 11%	7 16%	33 16%	7 23%	81 19%	8 16%	19 8%	4 22%	307 17%	31 18%
Not very common	424 14%	48 15%	41 10%	6 14%	28 13%	5 17%	63 15%	8 16%	17 7%	2 11%	275 15%	27 15%
Not at all common	59 2%	9 3%	2 1%	1 2%	5 2%	2 7%	18 4%	-	2 1%	2 11%	32 2%	4 2%
Don't know	257 8%	33 10%	41 10%	2 5%	30 14%	3 10%	55 13%	3 6%	20 8%	1 6%	111 6%	24 14% K
Sigma	3093 100%	317 100%	403 100%	43 100%	210 100%	30 100%	433 100%	49 100%	248 100%	18 100%	1799 100%	177 100%

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

Q1117_4. How common do you feel each type of abusive Internet behavior is?
4. Stolen credentials

Base: Familiar With Abusive Internet Behavior

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4209	424	661	69*	335	37*	723	81*	302	19**	2188	218
TOP 2 BOX (NET)	3444 82% B	307 72% A	582 88% D	57 83% FL	268 80% F	24 65% E	553 76% G	62 77% H	261 86% I	14 74% J	1780 81% L	150 69% M
Very common	1827 43% B	129 30% A	351 53% D	24 35% FL	159 47% F	10 27% E	277 38% G	21 26% H	161 53% I	3 16% J	879 40% L	71 33% M
Somewhat common	1617 38% C	178 42% A	231 35% D	33 48% C	109 33% E	14 38% F	276 38% G	41 51% GL	100 33% I	11 58% J	901 41% L	79 36% M
BOTTOM 2 BOX (NET)	520 12% A	82 19% A	43 7% C	10 14% C	38 11% E	8 22% F	107 15% G	15 19% H	29 10% I	4 21% J	303 14% L	45 21% K
Not very common	441 10% A	65 15% A	39 6% C	9 13% C	31 9% E	6 16% F	84 12% G	11 14% H	22 7% I	2 11% J	265 12% L	37 17% K
Not at all common	79 2% A	17 4% A	4 1% C	1 1% C	7 2% E	2 5% F	23 3% G	4 5% H	7 2% I	2 11% J	38 2% L	8 4% K
Don't know	245 6% A	35 8% A	36 5% C	2 3% C	29 9% E	5 14% D	63 9% G	4 5% H	12 4% I	1 5% J	105 5% L	23 11% K
Sigma	4209 100%	424 100%	661 100%	69 100%	335 100%	37 100%	723 100%	81 100%	302 100%	19 100%	2188 100%	218 100%

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

Q1117_5. How common do you feel each type of abusive Internet behavior is?
5. Malware

Base: Familiar With Abusive Internet Behavior

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4385	436	684	69*	381	39*	754	80*	318	19**	2248	229
TOP 2 BOX (NET)	3855 88% B	355 81%	633 93%	62 90% F	321 84% F	27 69%	641 85%	69 86% F	284 89%	12 63%	1976 88% L	185 81%
Very common	2579 59% B	203 47%	456 67% D	37 54%	240 63% F	17 44%	407 54%	36 45%	216 68%	6 32%	1260 56% L	107 47%
Somewhat common	1276 29%	152 35% A	177 26%	25 36%	81 21%	10 26%	234 31%	33 41%	68 21%	6 32%	716 32%	78 34%
BOTTOM 2 BOX (NET)	302 7%	51 12% A	15 2%	6 9% C	24 6%	8 21% E	56 7%	8 10%	22 7%	4 21%	185 8%	25 11%
Not very common	254 6%	39 9% A	13 2%	4 6% C	16 4%	8 21% EDHL	45 6%	6 8%	18 6%	1 5%	162 7%	20 9%
Not at all common	48 1%	12 3% A	2 -	2 3% C	8 2%	-	11 1%	2 3%	4 1%	3 16%	23 1%	5 2%
Don't know	228 5%	30 7%	36 5%	1 1%	36 9%	4 10% D	57 8%	3 4%	12 4%	3 16%	87 4%	19 8% KD
Sigma	4385 100%	436 100%	684 100%	69 100%	381 100%	39 100%	754 100%	80 100%	318 100%	19 100%	2248 100%	229 100%

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5014	541	762	86*	456	55*	851	96*	354	27**	2591	277
Spamming	3224 70% B	306 64%	511 70%	65 79% HL	346 82% F	32 67%	508 65%	55 65%	235 73%	13 57%	1624 68% L	141 58%
Malware	2481 57% B	199 46%	403 59%	37 54%	241 63% F	14 36%	373 49%	40 50%	170 53%	8 42%	1294 58% L	100 44%
Phishing	1311 31% B	93 24%	198 31% D	8 14%	84 29%	3 11%	209 29%	20 27%	85 28%	4 19%	735 33% L	58 28% D
Stolen credentials	857 20%	74 17%	110 17% D	5 7%	56 17%	5 14%	96 13%	14 17%	54 18%	3 16%	541 25% L	47 22% D
Cyber squatting	516 17%	45 14%	42 10%	3 7%	37 18%	4 13%	41 9%	2 4%	44 18%	3 17%	352 20% L	33 19% H

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

Q1121_1. Have you ever been affected by any of these types of abusive Internet behaviors?

8 Jun 2016
 Table 316

1. Phishing

Base: Familiar With Abusive Internet Behavior

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4169	387	639	58*	293	27**	726	74*	305	21**	2206	207
Yes	1311 31% B	93 24%	198 31% D	8 14%	84 29%	3 11%	209 29%	20 27%	85 28%	4 19%	735 33%	58 28% D
No	2291 55%	238 61% A	339 53%	41 71% C	159 54%	15 56%	419 58%	45 61%	175 57%	14 67%	1199 54%	123 59%
Not sure	567 14%	56 14%	102 16%	9 16%	50 17%	9 33%	98 13%	9 12%	45 15%	3 14%	272 12%	26 13%
Sigma	4169 100%	387 100%	639 100%	58 100%	293 100%	27 100%	726 100%	74 100%	305 100%	21 100%	2206 100%	207 100%

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4635	480	730	82*	422	48*	781	84*	323	23**	2379	243
Yes	3224 70% B	306 64%	511 70%	65 79% HL	346 82% F	32 67%	508 65%	55 65%	235 73%	13 57%	1624 68% L	141 58%
No	1063 23%	133 28% A	158 22%	13 16%	53 13%	10 21%	203 26%	24 29%	70 22%	6 26%	579 24%	80 33% KD
Not sure	348 8%	41 9%	61 8%	4 5%	23 5%	6 13%	70 9%	5 6%	18 6%	4 17%	176 7%	22 9%
Sigma	4635 100%	480 100%	730 100%	82 100%	422 100%	48 100%	781 100%	84 100%	323 100%	23 100%	2379 100%	243 100%

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

Q1121_3. Have you ever been affected by any of these types of abusive Internet behaviors?
3. Cyber squatting

8 Jun 2016
Table 318

Base: Familiar With Abusive Internet Behavior

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3093	317	403	43*	210	30*	433	49*	248	18**	1799	177
Yes	516 17%	45 14%	42 10%	3 7%	37 18%	4 13%	41 9%	2 4%	44 18%	3 17%	352 20%	33 19% H
No	2071 67%	220 69%	286 71%	34 79% F	128 61%	14 47%	311 72%	41 84% FL	163 66%	13 72%	1183 66%	118 67% F
Not sure	506 16%	52 16%	75 19%	6 14%	45 21%	12 40% EDHL	81 19%	6 12%	41 17%	2 11%	264 15%	26 15%
Sigma	3093 100%	317 100%	403 100%	43 100%	210 100%	30 100%	433 100%	49 100%	248 100%	18 100%	1799 100%	177 100%

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

Q1121_4. Have you ever been affected by any of these types of abusive Internet behaviors?
4. Stolen credentials

Base: Familiar With Abusive Internet Behavior

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4209	424	661	69*	335	37*	723	81*	302	19**	2188	218
Yes	857 20%	74 17%	110 17% D	5 7%	56 17%	5 14%	96 13%	14 17%	54 18%	3 16%	541 25%	47 22% D
No	2761 66%	292 69%	474 72%	54 78% L	234 70%	24 65%	525 73%	60 74%	210 70%	14 74%	1318 60%	140 64%
Not sure	591 14%	58 14%	77 12%	10 14%	45 13%	8 22%	102 14%	7 9%	38 13%	2 11%	329 15%	31 14%
Sigma	4209 100%	424 100%	661 100%	69 100%	335 100%	37 100%	723 100%	81 100%	302 100%	19 100%	2188 100%	218 100%

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

Q1121_5. Have you ever been affected by any of these types of abusive Internet behaviors?
5. Malware

Base: Familiar With Abusive Internet Behavior

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4385	436	684	69*	381	39*	754	80*	318	19**	2248	229
Yes	2481 57% B	199 46%	403 59%	37 54%	241 63% F	14 36%	373 49%	40 50%	170 53%	8 42%	1294 58% L	100 44%
No	1413 32%	181 42% A	199 29%	20 29%	93 24%	14 36%	286 38%	31 39%	105 33%	10 53%	730 32%	106 46% KD
Not sure	491 11%	56 13%	82 12%	12 17%	47 12%	11 28% EHL	95 13%	9 11%	43 14%	1 5%	224 10%	23 10%
Sigma	4385 100%	436 100%	684 100%	69 100%	381 100%	39 100%	754 100%	80 100%	318 100%	19 100%	2248 100%	229 100%

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

Q1126. How scared are you of each of the following?
SUMMARY TABLE OF TOP 2 BOX

Base: Familiar With Abusive Internet Behavior

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5014	541	762	86*	456	55*	851	96*	354	27**	2591	277
Stolen credentials	3651 87% B	344 81%	551 83%	59 86%	295 88%	33 89%	604 84%	62 77%	265 88%	15 79%	1936 88% L	175 80%
Malware	3589 82% B	319 73%	510 75%	47 68%	309 81%	28 72%	600 80% H	54 68%	259 81%	12 63%	1911 85% L	178 78%
Phishing	3306 79% B	281 73%	426 67%	41 71%	244 83%	22 81%	542 75% H	47 64%	237 78%	14 67%	1857 84% L	157 76% H
Cyber squatting	2077 67%	206 65%	229 57%	23 53%	164 78% F	16 53%	271 63%	32 65%	182 73%	13 72%	1231 68%	122 69%
Spamming	2780 60% B	238 50%	339 46% D	21 26%	219 52%	23 48% D	425 54% H	32 38%	187 58%	12 52%	1610 68%	150 62% DH

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

Q1126. How scared are you of each of the following?
SUMMARY TABLE OF BOTTOM 2 BOX

Base: Familiar With Abusive Internet Behavior

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5014	541	762	86*	456	55*	851	96*	354	27**	2591	277
Spamming	1855 40%	242 50% A	391 54%	61 74% CFL	203 48%	25 52%	356 46%	52 62% GL	136 42%	11 48%	769 32%	93 38%
Cyber squatting	1016 33%	111 35%	174 43%	20 47%	46 22%	14 47% E	162 37%	17 35%	66 27%	5 28%	568 32%	55 31%
Phishing	863 21%	106 27% A	213 33%	17 29%	49 17%	5 19%	184 25%	27 36% GL	68 22%	7 33%	349 16%	50 24% K
Malware	796 18%	117 27% A	174 25%	22 32%	72 19%	11 28%	154 20%	26 33% G	59 19%	7 37%	337 15%	51 22% K
Stolen credentials	558 13%	80 19% A	110 17%	10 14%	40 12%	4 11%	119 16%	19 23%	37 12%	4 21%	252 12%	43 20% K

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

Q1126_1. How scared are you of each of the following?

1. Phishing

Base: Familiar With Abusive Internet Behavior

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4169	387	639	58*	293	27**	726	74*	305	21**	2206	207
TOP 2 BOX (NET)	3306 79% B	281 73%	426 67%	41 71%	244 83%	22 81%	542 75% H	47 64%	237 78%	14 67%	1857 84% L	157 76% H
Very scared	1671 40% B	123 32%	179 28%	15 26%	147 50%	13 48%	251 35% H	16 22%	116 38%	8 38%	978 44% L	71 34% H
Somewhat scared	1635 39%	158 41%	247 39%	26 45%	97 33%	9 33%	291 40%	31 42%	121 40%	6 29%	879 40%	86 42%
BOTTOM 2 BOX (NET)	863 21%	106 27% A	213 33%	17 29%	49 17%	5 19%	184 25%	27 36% GL	68 22%	7 33%	349 16%	50 24% K
Not very scared	651 16%	71 18%	165 26%	13 22%	33 11%	3 11%	127 17%	19 26%	45 15%	3 14%	281 13%	33 16%
Not at all scared	212 5%	35 9% A	48 8%	4 7%	16 5%	2 7%	57 8%	8 11%	23 8%	4 19%	68 3%	17 8% K
Sigma	4169 100%	387 100%	639 100%	58 100%	293 100%	27 100%	726 100%	74 100%	305 100%	21 100%	2206 100%	207 100%

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

Q1126_2. How scared are you of each of the following?

2. Spamming

Base: Familiar With Abusive Internet Behavior

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4635	480	730	82*	422	48*	781	84*	323	23**	2379	243
TOP 2 BOX (NET)	2780 60% B	238 50%	339 46% D	21 26%	219 52%	23 48% D	425 54% H	32 38%	187 58%	12 52%	1610 68%	150 62% DH
Very scared	1011 22% B	79 16%	98 13%	6 7%	87 21%	7 15%	130 17%	8 10%	79 24%	8 35%	617 26%	50 21% DH
Somewhat scared	1769 38% B	159 33%	241 33% D	15 18%	132 31%	16 33%	295 38%	24 29%	108 33%	4 17%	993 42%	100 41% DH
BOTTOM 2 BOX (NET)	1855 40%	242 50% A	391 54%	61 74% CFL	203 48%	25 52%	356 46%	52 62% GL	136 42%	11 48%	769 32%	93 38%
Not very scared	1304 28%	156 33% A	265 36%	36 44% L	127 30%	14 29%	252 32%	36 43% L	80 25%	6 26%	580 24%	64 26%
Not at all scared	551 12%	86 18% A	126 17%	25 30% CL	76 18%	11 23% L	104 13%	16 19%	56 17%	5 22%	189 8%	29 12% K
Sigma	4635 100%	480 100%	730 100%	82 100%	422 100%	48 100%	781 100%	84 100%	323 100%	23 100%	2379 100%	243 100%

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

Q1126_3. How scared are you of each of the following?
3. Cyber squatting

Base: Familiar With Abusive Internet Behavior

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3093	317	403	43*	210	30*	433	49*	248	18**	1799	177
TOP 2 BOX (NET)	2077 67%	206 65%	229 57%	23 53%	164 78% F	16 53%	271 63%	32 65%	182 73%	13 72%	1231 68%	122 69%
Very scared	881 28%	86 27%	100 25%	11 26%	81 39% F	4 13%	109 25%	13 27%	82 33%	6 33%	509 28%	52 29%
Somewhat scared	1196 39%	120 38%	129 32%	12 28%	83 40%	12 40%	162 37%	19 39%	100 40%	7 39%	722 40%	70 40%
BOTTOM 2 BOX (NET)	1016 33%	111 35%	174 43%	20 47%	46 22%	14 47% E	162 37%	17 35%	66 27%	5 28%	568 32%	55 31%
Not very scared	725 23%	78 25%	107 27%	14 33%	26 12%	10 33% E	110 25%	10 20%	46 19%	2 11%	436 24%	42 24%
Not at all scared	291 9%	33 10%	67 17%	6 14%	20 10%	4 13%	52 12%	7 14%	20 8%	3 17%	132 7%	13 7%
Sigma	3093 100%	317 100%	403 100%	43 100%	210 100%	30 100%	433 100%	49 100%	248 100%	18 100%	1799 100%	177 100%

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

Q1126_4. How scared are you of each of the following?
4. Stolen credentials

Base: Familiar With Abusive Internet Behavior

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4209	424	661	69*	335	37*	723	81*	302	19**	2188	218
TOP 2 BOX (NET)	3651 87% B	344 81%	551 83%	59 86%	295 88%	33 89%	604 84%	62 77%	265 88%	15 79%	1936 88% L	175 80%
Very scared	2191 52% B	195 46%	318 48%	36 52% H	204 61%	23 62% HL	356 49% H	29 36%	164 54%	12 63%	1149 53% L	95 44%
Somewhat scared	1460 35%	149 35%	233 35%	23 33%	91 27%	10 27%	248 34%	33 41%	101 33%	3 16%	787 36%	80 37%
BOTTOM 2 BOX (NET)	558 13%	80 19% A	110 17%	10 14%	40 12%	4 11%	119 16%	19 23%	37 12%	4 21%	252 12%	43 20% K
Not very scared	416 10%	61 14% A	86 13%	6 9%	28 8%	3 8%	79 11%	15 19% G	24 8%	3 16%	199 9%	34 16% K
Not at all scared	142 3%	19 4%	24 4%	4 6%	12 4%	1 3%	40 6%	4 5%	13 4%	1 5%	53 2%	9 4%
Sigma	4209 100%	424 100%	661 100%	69 100%	335 100%	37 100%	723 100%	81 100%	302 100%	19 100%	2188 100%	218 100%

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

Q1126_5. How scared are you of each of the following?

5. Malware

Base: Familiar With Abusive Internet Behavior

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	4385	436	684	69*	381	39*	754	80*	318	19**	2248	229
TOP 2 BOX (NET)	3589 82% B	319 73%	510 75%	47 68%	309 81%	28 72%	600 80% H	54 68%	259 81%	12 63%	1911 85% L	178 78%
Very scared	1733 40% B	148 34%	199 29%	20 29%	165 43%	14 36%	261 35%	20 25%	126 40%	8 42%	982 44%	86 38% H
Somewhat scared	1856 42%	171 39%	311 45%	27 39%	144 38%	14 36%	339 45%	34 43%	133 42%	4 21%	929 41%	92 40%
BOTTOM 2 BOX (NET)	796 18%	117 27% A	174 25%	22 32%	72 19%	11 28%	154 20%	26 33% G	59 19%	7 37%	337 15%	51 22% K
Not very scared	604 14%	83 19% A	132 19%	15 22%	44 12%	7 18%	116 15%	21 26% GL	40 13%	5 26%	272 12%	35 15%
Not at all scared	192 4%	34 8% A	42 6%	7 10%	28 7%	4 10%	38 5%	5 6%	19 6%	2 11%	65 3%	16 7% K
Sigma	4385 100%	436 100%	684 100%	69 100%	381 100%	39 100%	754 100%	80 100%	318 100%	19 100%	2248 100%	229 100%

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

Q1130_1. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

8 Jun 2016
Table 328

1. Phishing

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Purchased antivirus software for my computer	2382 44% B	204 34%	336 41% D	24 27%	170 34%	18 27%	428 44%	43 40%	148 39%	11 39%	1300 47% L	108 35%
Changed my Internet habits	1309 24%	136 23%	221 27%	21 23%	133 26%	20 30%	211 22%	26 24%	101 27%	7 25%	643 23%	62 20%
Purchased an identity protection plan	699 13%	92 15%	69 8%	12 13%	44 9%	7 11%	78 8%	10 9%	43 11%	7 25%	465 17%	56 18% H
Stopped making purchases online	520 10%	75 13% A	48 6%	9 10%	28 6%	4 6%	56 6%	11 10%	37 10%	6 21%	351 13%	45 15%
Other	345 6%	35 6%	54 7%	2 2%	30 6%	3 5%	67 7%	5 5%	27 7%	1 4%	167 6%	24 8%
None	1244 23%	179 30% A	237 29%	39 43% CHL	152 30%	25 38%	268 28%	28 26%	80 21%	7 25%	507 18%	80 26% K
Sigma	6499 119%	721 120%	965 117%	107 119%	557 110%	77 117%	1108 115%	123 114%	436 115%	39 139%	3433 124%	375 122%

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

Q1130_2. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

2. Spamming

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Purchased antivirus software for my computer	2236 41% B	194 32%	343 42% D	26 29%	202 40% F	18 27%	414 43% H	35 32%	136 36%	8 29%	1141 41% L	107 35%
Changed my Internet habits	1329 24%	194 32% A	218 26%	36 40% CL	133 26%	32 48% EHL	193 20%	29 27%	129 34%	12 43%	656 24%	85 28%
Purchased an identity protection plan	620 11%	76 13%	60 7%	6 7%	32 6%	4 6%	70 7%	7 6%	36 10%	7 25%	422 15%	52 17% DFH
Stopped making purchases online	458 8%	68 11% A	44 5%	6 7%	40 8%	5 8%	47 5%	11 10% G	26 7%	5 18%	301 11%	41 13%
Other	419 8%	43 7%	58 7%	5 6%	38 7%	7 11%	72 7%	10 9%	34 9%	1 4%	217 8%	20 6%
None	1302 24%	141 24%	228 28%	26 29%	117 23%	11 17%	284 29%	25 23%	76 20%	5 18%	597 21%	74 24%
Sigma	6364 117%	716 119%	951 115%	105 117%	562 111%	77 117%	1080 112%	117 108%	437 116%	38 136%	3334 120%	379 123%

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

Q1130_3. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?
3. Cyber squatting

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Purchased antivirus software for my computer	1899 35% B	170 28%	284 34%	22 24%	147 29%	12 18%	355 37%	40 37% F	118 31%	12 43%	995 36% L	84 27%
Changed my Internet habits	1025 19%	122 20%	155 19%	16 18%	126 25%	21 32% DL	142 15%	25 23% G	101 27%	4 14%	501 18%	56 18%
Purchased an identity protection plan	626 11%	80 13%	53 6%	8 9%	38 7%	7 11%	71 7%	9 8%	48 13%	4 14%	416 15%	52 17% H
Stopped making purchases online	453 8%	74 12% A	41 5%	11 12% C	30 6%	5 8%	44 5%	8 7%	31 8%	9 32%	307 11%	41 13%
Other	284 5%	36 6%	31 4%	2 2%	26 5%	1 2%	53 6%	5 5%	20 5%	2 7%	154 6%	26 9% KDF
None	1943 36%	219 37%	359 43%	46 51% HL	188 37%	28 42%	392 41%	34 31%	112 30%	6 21%	892 32%	105 34%
Sigma	6230 114%	701 117%	923 112%	105 117%	555 109%	74 112%	1057 110%	121 112%	430 114%	37 132%	3265 118%	364 118%

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

Q1130_4. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?
4. Stolen credentials

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Purchased antivirus software for my computer	2298 42% B	194 32%	300 36% D	21 23%	175 35%	18 27%	441 46%	44 41% D	125 33%	11 39%	1257 45% L	100 32%
Changed my Internet habits	1348 25%	161 27%	237 29%	27 30%	138 27%	23 35% L	204 21%	34 31% GL	122 32%	10 36%	647 23%	67 22%
Purchased an identity protection plan	887 16%	95 16%	114 14%	9 10%	63 12%	6 9%	95 10%	13 12%	63 17%	4 14%	552 20%	63 20% DF
Stopped making purchases online	539 10%	101 17% A	61 7%	10 11%	34 7%	9 14% E	64 7%	12 11%	42 11%	8 29%	338 12%	62 20% KH
Other	319 6%	31 5%	51 6%	3 3%	25 5%	3 5%	61 6%	7 6%	29 8%	-	153 6%	18 6%
None	1187 22%	152 25% A	225 27%	34 38% CHL	136 27%	21 32% H	254 26% H	17 16%	74 20%	5 18%	498 18%	75 24% K
Sigma	6578 121%	734 122%	988 120%	104 116%	571 113%	80 121%	1119 116%	127 118%	455 120%	38 136%	3445 124%	385 125%

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

Q1130_5. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

5. Malware

Base: All Qualified Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Purchased antivirus software for my computer	3195 59% B	308 51%	489 59%	51 57% F	259 51% F	25 38%	563 58%	65 60% F	250 66%	13 46%	1634 59% L	154 50%
Changed my Internet habits	1065 20%	133 22%	183 22%	29 32% CL	117 23%	23 35% EHL	169 18%	22 20%	67 18%	9 32%	529 19%	50 16%
Purchased an identity protection plan	629 12%	77 13%	61 7%	6 7%	39 8%	5 8%	76 8%	9 8%	33 9%	4 14%	420 15%	53 17% DH
Stopped making purchases online	435 8%	67 11% A	32 4%	6 7%	23 5%	7 11% E	53 6%	6 6%	23 6%	5 18%	304 11%	43 14% H
Other	281 5%	34 6%	48 6%	3 3%	20 4%	1 2%	61 6%	10 9% F	16 4%	2 7%	136 5%	18 6%
None	906 17%	117 20%	157 19%	18 20%	110 22%	20 30% HL	187 19%	14 13%	50 13%	6 21%	402 14%	59 19% K
Sigma	6511 119%	736 123%	970 117%	113 126%	568 112%	81 123%	1109 115%	126 117%	439 116%	39 139%	3425 123%	377 122%

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

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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
Consumer protection agency	1703 31% B	155 26%	234 28%	28 31%	197 39%	28 42% HL	273 28% H	21 19%	127 34%	8 29%	872 31% L	70 23%
Local police	1621 30% B	152 25%	183 22%	17 19%	171 34%	19 29%	322 33%	33 31%	62 16%	7 25%	883 32% L	76 25%
Contact the website owner/operator	1335 24%	148 25%	148 18%	23 26% H	101 20%	14 21%	185 19%	15 14%	99 26%	8 29%	802 29% L	88 29% H
National law enforcement	1151 21%	117 20%	66 8%	5 6%	103 20%	21 32% EDH	226 23%	18 17% D	71 19%	9 32%	685 25% L	64 21% D
A national intelligence agency	760 14%	102 17% A	42 5%	10 11% C	75 15%	17 26% EDH	61 6%	9 8%	75 20%	7 25%	507 18% L	59 19% H
Federal police	743 14%	101 17% A	77 9%	10 11%	164 32%	19 29% DL	171 18%	27 25% DL	56 15%	7 25%	275 10% L	38 12% H
ICANN	584 11%	71 12%	35 4%	3 3%	23 5%	6 9%	54 6%	8 7%	45 12%	7 25%	427 15% L	47 15% DH
Private security companies	534 10%	93 16% A	62 8%	12 13%	45 9%	20 30% EDHHL	52 5%	10 9%	50 13%	7 25%	325 12% L	44 14% H
Interpol	512 9%	70 12%	45 5%	8 9%	52 10%	13 20% EL	62 6%	12 11%	44 12%	7 25%	309 11% L	30 10% H
FBI	89 2%	8 1%	89 11%	8 9% FHL	-	-	-	-	-	-	-	-
Intelligence agency like the CIA or NSA	35 1%	7 1%	35 4%	7 8% FHL	-	-	-	-	-	-	-	-
Don't know	1686 31%	184 31%	367 44%	38 42% FL	139 27%	17 26%	278 29%	36 33%	142 38%	5 18%	760 27% L	88 29% H
Sigma	10753 197%	1208 201%	1383 167%	169 188%	1070 211%	174 264%	1684 175%	189 175%	771 204%	72 257%	5845 210% L	604 196% H

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

Q318. In what state, province or territory do you currently reside?

Base: Have Region Codes And Region Question To Be Asked

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2151	238	642	70*	**	**	963	108	**	**	546	60*
Alabama	5	-	5 1%	-	-	-	-	-	-	-	-	-
Alaska	1	-	1	-	-	-	-	-	-	-	-	-
Arizona	5	1	5 1%	1 1%	-	-	-	-	-	-	-	-
Arkansas	3	-	3	-	-	-	-	-	-	-	-	-
California	39 2%	5 2%	39 6%	5 7% HL	-	-	-	-	-	-	-	-
Colorado	10	-	10 2%	-	-	-	-	-	-	-	-	-
Connecticut	8	1	8 1%	1 1%	-	-	-	-	-	-	-	-
Delaware	4	-	4 1%	-	-	-	-	-	-	-	-	-
District of Columbia	1	-	1	-	-	-	-	-	-	-	-	-
Florida	30 1%	5 2%	30 5%	5 7% HL	-	-	-	-	-	-	-	-
Georgia	10	2 1%	10 2%	2 3%	-	-	-	-	-	-	-	-
Idaho	4	-	4 1%	-	-	-	-	-	-	-	-	-
Illinois	17 1%	-	17 3%	-	-	-	-	-	-	-	-	-
Indiana	5	-	5 1%	-	-	-	-	-	-	-	-	-
Iowa	7	-	7 1%	-	-	-	-	-	-	-	-	-
Kansas	5	1	5 1%	1 1%	-	-	-	-	-	-	-	-

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

Q318. In what state, province or territory do you currently reside?

Base: Have Region Codes And Region Question To Be Asked

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2151	238	642	70*	**	**	963	108	**	**	546	60*
Kentucky	5*	-	5 1%	-	-	-	-	-	-	-	-	-
Louisiana	5*	-	5 1%	-	-	-	-	-	-	-	-	-
Maine	1*	-	1*	-	-	-	-	-	-	-	-	-
Maryland	9*	4 2% A	9 1%	4 6% CH	-	-	-	-	-	-	-	-
Massachusetts	10*	-	10 2%	-	-	-	-	-	-	-	-	-
Michigan	17 1%	-	17 3%	-	-	-	-	-	-	-	-	-
Minnesota	10*	-	10 2%	-	-	-	-	-	-	-	-	-
Mississippi	7*	-	7 1%	-	-	-	-	-	-	-	-	-
Missouri	15 1%	4 2%	15 2%	4 6% H	-	-	-	-	-	-	-	-
Montana	3*	-	3*	-	-	-	-	-	-	-	-	-
Nebraska	2*	-	2*	-	-	-	-	-	-	-	-	-
Nevada	4*	1*	4 1%	1 1%	-	-	-	-	-	-	-	-
New Hampshire	5*	-	5 1%	-	-	-	-	-	-	-	-	-
New Jersey	21 1%	-	21 3%	-	-	-	-	-	-	-	-	-
New Mexico	2*	-	2*	-	-	-	-	-	-	-	-	-
New York	31 1%	4 2%	31 5%	4 6% H	-	-	-	-	-	-	-	-
North Carolina	16 1%	-	16 2%	-	-	-	-	-	-	-	-	-

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

Q318. In what state, province or territory do you currently reside?

Base: Have Region Codes And Region Question To Be Asked

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2151	238	642	70*	**	**	963	108	**	**	546	60*
Ohio	29 1%	1 *	29 5%	1 1%	-	-	-	-	-	-	-	-
Oklahoma	3	2 1% A	3	2 3% C	-	-	-	-	-	-	-	-
Oregon	3	3 1% A	3	3 4% CH	-	-	-	-	-	-	-	-
Pennsylvania	15 1%	-	15 2%	-	-	-	-	-	-	-	-	-
South Carolina	5	-	5 1%	-	-	-	-	-	-	-	-	-
Tennessee	13 1%	3 1%	13 2%	3 4% H	-	-	-	-	-	-	-	-
Texas	25 1%	6 3%	25 4%	6 9% HL	-	-	-	-	-	-	-	-
Utah	2	-	2	-	-	-	-	-	-	-	-	-
Virginia	22 1%	2 1%	22 3%	2 3%	-	-	-	-	-	-	-	-
Washington	11 1%	3 1%	11 2%	3 4% H	-	-	-	-	-	-	-	-
West Virginia	5	-	5 1%	-	-	-	-	-	-	-	-	-
Wisconsin	10	2 1%	10 2%	2 3%	-	-	-	-	-	-	-	-
Wyoming	1	-	1	-	-	-	-	-	-	-	-	-
Alberta	21 1%	1 *	21 3%	1 1%	-	-	-	-	-	-	-	-
British Columbia	14 1%	3 1%	14 2%	3 4% H	-	-	-	-	-	-	-	-
Manitoba	10	-	10 2%	-	-	-	-	-	-	-	-	-
New Brunswick	7	3 1% A	7 1%	3 4% CH	-	-	-	-	-	-	-	-

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

Q318. In what state, province or territory do you currently reside?

Base: Have Region Codes And Region Question To Be Asked

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2151	238	642	70*	**	**	963	108	**	**	546	60*
Newfoundland	3	-	3	-	-	-	-	-	-	-	-	-
Nova Scotia	14 1%	-	14 2%	-	-	-	-	-	-	-	-	-
Ontario	76 4%	7 3%	76 12%	7 10% HL	-	-	-	-	-	-	-	-
Prince Edward Island	1	-	1	-	-	-	-	-	-	-	-	-
Quebec	26 1%	4 2%	26 4%	4 6% H	-	-	-	-	-	-	-	-
Saskatchewan	9	2 1%	9 1%	2 3%	-	-	-	-	-	-	-	-
Alsace	6	2 1%	-	-	-	-	6 1%	2 2%	-	-	-	-
Aquitaine	7	2 1%	-	-	-	-	7 1%	2 2%	-	-	-	-
Auvergne	4	-	-	-	-	-	4	-	-	-	-	-
Lower Normandy	3	-	-	-	-	-	3	-	-	-	-	-
Burgundy	7	-	-	-	-	-	7 1%	-	-	-	-	-
Brittany	12 1%	-	-	-	-	-	12 1%	-	-	-	-	-
Centre	9	-	-	-	-	-	9 1%	-	-	-	-	-
Champagne-Ardenne	5	2 1%	-	-	-	-	5 1%	2 2%	-	-	-	-
Franche-Comte	2	-	-	-	-	-	2	-	-	-	-	-
Upper Normandy	2	-	-	-	-	-	2	-	-	-	-	-
Ile de France (Paris)	30 1%	7 3%	-	-	-	-	30 3%	7 6% DL	-	-	-	-

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

Q318. In what state, province or territory do you currently reside?

Base: Have Region Codes And Region Question To Be Asked

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2151	238	642	70*	**	**	963	108	**	**	546	60*
Languedoc-Roussillon	5	-	-	-	-	-	5 1%	-	-	-	-	-
Limousin	3	1	-	-	-	-	3 1%	1 1%	-	-	-	-
Lorraine	10	-	-	-	-	-	10 1%	-	-	-	-	-
Midi-Pyrenees	9	1	-	-	-	-	9 1%	1 1%	-	-	-	-
North Calais	9	-	-	-	-	-	9 1%	-	-	-	-	-
Pays de la Loire	12 1%	2 1%	-	-	-	-	12 1%	2 2%	-	-	-	-
Picardy	1	-	-	-	-	-	1	-	-	-	-	-
Poitou-Charentes	2	-	-	-	-	-	2	-	-	-	-	-
Provence-Alpes-Cote-D'azur	19 1%	3 1%	-	-	-	-	19 2%	3 3%	-	-	-	-
Rhone-Alps	24 1%	1	-	-	-	-	24 2%	1 1%	-	-	-	-
Baden-Wurttemberg	22 1%	2 1%	-	-	-	-	22 2%	2 2%	-	-	-	-
Bavaria	26 1%	3 1%	-	-	-	-	26 3%	3 3%	-	-	-	-
Berlin	19 1%	3 1%	-	-	-	-	19 2%	3 3%	-	-	-	-
Brandenburg	12 1%	-	-	-	-	-	12 1%	-	-	-	-	-
Bremen	2	-	-	-	-	-	2	-	-	-	-	-
Hamburg	2	-	-	-	-	-	2	-	-	-	-	-
Hesse	20 1%	3 1%	-	-	-	-	20 2%	3 3%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - D/F/H/J/L
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	Region											
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2151	238	642	70*	**	**	963	108	**	**	546	60*
Mecklenburg-Western Pomerania	4	-	-	-	-	-	4	-	-	-	-	-
Lower Saxony	17 1%	2 1%	-	-	-	-	17 2%	2 2%	-	-	-	-
North Rhine-Westphalia	49 2%	5 2%	-	-	-	-	49 5%	5 5%	-	-	-	-
Rhineland-Palatinate	11 1%	1	-	-	-	-	11 1%	1 1%	-	-	-	-
Saarland	3	1	-	-	-	-	3	1 1%	-	-	-	-
Saxony	17 1%	2 1%	-	-	-	-	17 2%	2 2%	-	-	-	-
Saxony-Anhalt	6	1	-	-	-	-	6 1%	1 1%	-	-	-	-
Schleswig-Holstein	8	1	-	-	-	-	8 1%	1 1%	-	-	-	-
Thuringia	9	1	-	-	-	-	9 1%	1 1%	-	-	-	-
Abruzzo	2	-	-	-	-	-	2	-	-	-	-	-
Basilicata	-	1 A	-	-	-	-	-	1 G	-	-	-	-
Calabria	1	-	-	-	-	-	1	-	-	-	-	-
Campania	9	2 1%	-	-	-	-	9 1%	2 2%	-	-	-	-
Emilia-Romagna	5	1	-	-	-	-	5 1%	1 1%	-	-	-	-
Friuli-Venezia Giulia	-	1 A	-	-	-	-	-	1 G	-	-	-	-
Lazio	13 1%	2 1%	-	-	-	-	13 1%	2 2%	-	-	-	-
Liguria	3	1	-	-	-	-	3	1 1%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - D/F/H/J/L
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	Region											
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2151	238	642	70*	**	**	963	108	**	**	546	60*
Lombardy	12 1%	2 1%	-	-	-	-	12 1%	2 2%	-	-	-	-
Marche	3	-	-	-	-	-	3	-	-	-	-	-
Piedmont	4	-	-	-	-	-	4	-	-	-	-	-
Apulia	8	-	-	-	-	-	8 1%	-	-	-	-	-
Sardinia	5	-	-	-	-	-	5 1%	-	-	-	-	-
Sicily	12 1%	-	-	-	-	-	12 1%	-	-	-	-	-
Tuscany	8	-	-	-	-	-	8 1%	-	-	-	-	-
Umbria	2	-	-	-	-	-	2	-	-	-	-	-
Veneto	3	-	-	-	-	-	3	-	-	-	-	-
Andalusia	11 1%	4 2% A	-	-	-	-	11 1%	4 4% G	-	-	-	-
Aragon	2	-	-	-	-	-	2	-	-	-	-	-
Balearic Islands	1	-	-	-	-	-	1	-	-	-	-	-
Canary Islands	4	-	-	-	-	-	4	-	-	-	-	-
Cantabria	1	-	-	-	-	-	1	-	-	-	-	-
Castilla-Leon	5	-	-	-	-	-	5 1%	-	-	-	-	-
Castilla-La Mancha	1	-	-	-	-	-	1	-	-	-	-	-
Catalonia	21 1%	2 1%	-	-	-	-	21 2%	2 2%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - D/F/H/J/L
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2151	238	642	70*	**	**	963	108	**	**	546	60*
Extremadura	1	-	-	-	-	-	1	-	-	-	-	-
Galicia	7	-	-	-	-	-	7 1%	-	-	-	-	-
Madrid	16 1%	3 1%	-	-	-	-	16 2%	3 3%	-	-	-	-
Murcia	2	-	-	-	-	-	2	-	-	-	-	-
Navarra	4	-	-	-	-	-	4	-	-	-	-	-
Basque Country	7	-	-	-	-	-	7 1%	-	-	-	-	-
Valencia	14 1%	2 1%	-	-	-	-	14 1%	2 2%	-	-	-	-
East of England	14 1%	2 1%	-	-	-	-	14 1%	2 2%	-	-	-	-
East Midlands	17 1%	-	-	-	-	-	17 2%	-	-	-	-	-
London	21 1%	1	-	-	-	-	21 2%	1 1%	-	-	-	-
North East	7	1	-	-	-	-	7 1%	1 1%	-	-	-	-
North West	18 1%	3 1%	-	-	-	-	18 2%	3 3%	-	-	-	-
Northern Ireland	3	-	-	-	-	-	3	-	-	-	-	-
Scotland	10	4 2% A	-	-	-	-	10 1%	4 4% G	-	-	-	-
South East	33 2%	2 1%	-	-	-	-	33 3%	2 2%	-	-	-	-
South West	16 1%	2 1%	-	-	-	-	16 2%	2 2%	-	-	-	-
Wales	7	1	-	-	-	-	7 1%	1 1%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - D/F/H/J/L
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2151	238	642	70*	**	**	963	108	**	**	546	60*
West Midlands	18 1%	2 1%	-	-	-	-	18 2%	2 2%	-	-	-	-
Yorkshire and the Humber	16 1%	3 1%	-	-	-	-	16 2%	3 3%	-	-	-	-
Hokkaido	15 1%	-	-	-	-	-	-	-	-	-	15 3%	-
Aomori	2	-	-	-	-	-	-	-	-	-	2	-
Iwate	4	2 1%	-	-	-	-	-	-	-	-	4 1%	2 3%
Miyagi	4	2 1%	-	-	-	-	-	-	-	-	4 1%	2 3%
Akita	3	-	-	-	-	-	-	-	-	-	3 1%	-
Yamagata	2	-	-	-	-	-	-	-	-	-	2	-
Fukushima	3	-	-	-	-	-	-	-	-	-	3 1%	-
Tochigi	7	-	-	-	-	-	-	-	-	-	7 1%	-
Gunma	2	-	-	-	-	-	-	-	-	-	2	-
Ibaraki	8	-	-	-	-	-	-	-	-	-	8 1%	-
Saitama	18 1%	2 1%	-	-	-	-	-	-	-	-	18 3%	2 3%
Chiba	19 1%	-	-	-	-	-	-	-	-	-	19 3%	-
Tokyo	40 2%	8 3%	-	-	-	-	-	-	-	-	40 7%	8 13% DH
Kanagawa	26 1%	1	-	-	-	-	-	-	-	-	26 5%	1 2%
Yamanashi	3	1	-	-	-	-	-	-	-	-	3 1%	1 2%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - D/F/H/J/L
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2151	238	642	70*	**	**	963	108	**	**	546	60*
Nagano	5	-	-	-	-	-	-	-	-	-	5 1%	-
Niigata	2	2 1% A	-	-	-	-	-	-	-	-	2	2 3% K
Toyama	1	1	-	-	-	-	-	-	-	-	1	1 2%
Ishikawa	3	-	-	-	-	-	-	-	-	-	3 1%	-
Shizuoka	6	-	-	-	-	-	-	-	-	-	6 1%	-
Gifu	2	-	-	-	-	-	-	-	-	-	2	-
Aichi	16 1%	3 1%	-	-	-	-	-	-	-	-	16 3%	3 5% H
Mie	1	2 1% A	-	-	-	-	-	-	-	-	1	2 3% K
Shiga	4	1	-	-	-	-	-	-	-	-	4 1%	1 2%
Kyoto	8	-	-	-	-	-	-	-	-	-	8 1%	-
Osaka	29 1%	3 1%	-	-	-	-	-	-	-	-	29 5%	3 5% H
Hyogo	11 1%	1	-	-	-	-	-	-	-	-	11 2%	1 2%
Nara	10	-	-	-	-	-	-	-	-	-	10 2%	-
Tottori	6	-	-	-	-	-	-	-	-	-	6 1%	-
Shimane	1	-	-	-	-	-	-	-	-	-	1	-
Okayama	4	2 1%	-	-	-	-	-	-	-	-	4 1%	2 3%
Hiroshima	8	-	-	-	-	-	-	-	-	-	8 1%	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - D/F/H/J/L
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2151	238	642	70*	**	**	963	108	**	**	546	60*
Tokushima	1	-	-	-	-	-	-	-	-	-	1	-
Kagawa	4	1	-	-	-	-	-	-	-	-	4 1%	1 2%
Ehime	7	-	-	-	-	-	-	-	-	-	7 1%	-
Kochi	1	-	-	-	-	-	-	-	-	-	1	-
Fukuoka	19 1%	1	-	-	-	-	-	-	-	-	19 3%	1 2%
Saga	-	1 A	-	-	-	-	-	-	-	-	-	1 2% K
Nagasaki	2	-	-	-	-	-	-	-	-	-	2	-
Kumamoto	2	-	-	-	-	-	-	-	-	-	2	-
Oita	3	-	-	-	-	-	-	-	-	-	3 1%	-
Miyazaki	-	1 A	-	-	-	-	-	-	-	-	-	1 2% K
Kagoshima	1	-	-	-	-	-	-	-	-	-	1	-
Okinawa	2	-	-	-	-	-	-	-	-	-	2	-
Lower Silesia	6	2 1%	-	-	-	-	6 1%	2 2%	-	-	-	-
Kuyavia-Pomerania	5	-	-	-	-	-	5 1%	-	-	-	-	-
Lodz	7	1	-	-	-	-	7 1%	1 1%	-	-	-	-
Lublin	7	-	-	-	-	-	7 1%	-	-	-	-	-
Lubusz	2	1	-	-	-	-	2	1 1%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - D/F/H/J/L
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2151	238	642	70*	**	**	963	108	**	**	546	60*
Lesser Poland	14 1%	1 *	-	-	-	-	14 1%	1 1%	-	-	-	-
Masovia	6 *	1 *	-	-	-	-	6 1%	1 1%	-	-	-	-
Subcarpathia	7 *	-	-	-	-	-	7 1%	-	-	-	-	-
Podlaskie	5 *	-	-	-	-	-	5 1%	-	-	-	-	-
Pomerania	3 *	-	-	-	-	-	3 *	-	-	-	-	-
Silesia	14 1%	1 *	-	-	-	-	14 1%	1 1%	-	-	-	-
Swietokrzyskie (Holy Cross)	1 *	2 1% A	-	-	-	-	1 *	2 2% G	-	-	-	-
Warmia-Masuria	4 *	-	-	-	-	-	4 *	-	-	-	-	-
Greater Poland	8 *	1 *	-	-	-	-	8 1%	1 1%	-	-	-	-
West Pomerania	3 *	-	-	-	-	-	3 *	-	-	-	-	-
Altay Republic	1 *	-	-	-	-	-	-	-	-	-	1 *	-
Bashkortostan Republic	1 *	1 *	-	-	-	-	-	-	-	-	1 *	1 2%
Dagestan Republic	1 *	-	-	-	-	-	-	-	-	-	1 *	-
Kabardino-Balkariya Republic	1 *	-	-	-	-	-	-	-	-	-	1 *	-
Mariy-El Republic	-	1 * A	-	-	-	-	-	-	-	-	-	1 2% K
Tatarstan Republic	10 *	-	-	-	-	-	-	-	-	-	10 2%	-
Udmurtiya Republic	3 *	-	-	-	-	-	-	-	-	-	3 1%	-

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8 Jun 2016
Table 334

Base: Have Region Codes And Region Question To Be Asked

	Region											
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2151	238	642	70*	**	**	963	108	**	**	546	60*
Chuvashiya Republic	2*	2 1% A	-	-	-	-	-	-	-	-	2*	2 3% K
Krasnodar Kray	7*	-	-	-	-	-	-	-	-	-	7 1%	-
Krasnoyarsk Kray	1*	-	-	-	-	-	-	-	-	-	1*	-
Khabarovsk Kray	1*	-	-	-	-	-	-	-	-	-	1*	-
Arkhangelsk Oblast	3*	-	-	-	-	-	-	-	-	-	3 1%	-
Astrakhan Oblast	-	1 A	-	-	-	-	-	-	-	-	-	1 2% K
Belgorod Oblast	1*	-	-	-	-	-	-	-	-	-	1*	-
Bryansk Oblast	2*	-	-	-	-	-	-	-	-	-	2*	-
Vladimir Oblast	1*	-	-	-	-	-	-	-	-	-	1*	-
Volgograd Oblast	3*	-	-	-	-	-	-	-	-	-	3 1%	-
Vologda Oblast	1*	-	-	-	-	-	-	-	-	-	1*	-
Voronezh Oblast	6*	1*	-	-	-	-	-	-	-	-	6 1%	1 2%
Irkutsk Oblast	1*	-	-	-	-	-	-	-	-	-	1*	-
Kaliningrad Oblast	2*	1*	-	-	-	-	-	-	-	-	2*	1 2%
Kaluga Oblast	-	3 1% A	-	-	-	-	-	-	-	-	-	3 5% KH
Kemerovo Oblast	2*	-	-	-	-	-	-	-	-	-	2*	-
Kirov Oblast	1*	-	-	-	-	-	-	-	-	-	1*	-

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2151	238	642	70*	**	**	963	108	**	**	546	60*
Kostroma Oblast	1	-	-	-	-	-	-	-	-	-	1	-
Kurgan Oblast	1	1	-	-	-	-	-	-	-	-	1	12%
Kursk Oblast	1	1	-	-	-	-	-	-	-	-	1	12%
Leningrad Oblast	5	-	-	-	-	-	-	-	-	-	51%	-
Lipetsk Oblast	1	-	-	-	-	-	-	-	-	-	1	-
Moscow Oblast	181%	-	-	-	-	-	-	-	-	-	183%	-
Murmansk Oblast	1	-	-	-	-	-	-	-	-	-	1	-
Nizhny Novgorod Oblast	6	1	-	-	-	-	-	-	-	-	61%	12%
Novgorod Oblast	1	-	-	-	-	-	-	-	-	-	1	-
Novosibirsk Oblast	2	21% A	-	-	-	-	-	-	-	-	2	23% K
Omsk Oblast	1	-	-	-	-	-	-	-	-	-	1	-
Orenburg Oblast	3	1	-	-	-	-	-	-	-	-	31%	12%
Orel Oblast	1	-	-	-	-	-	-	-	-	-	1	-
Penza Oblast	2	-	-	-	-	-	-	-	-	-	2	-
Perm Kray	1	1	-	-	-	-	-	-	-	-	1	12%
Pskov Oblast	1	-	-	-	-	-	-	-	-	-	1	-
Rostov Oblast	2	1	-	-	-	-	-	-	-	-	2	12%

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

Q318. In what state, province or territory do you currently reside?

Base: Have Region Codes And Region Question To Be Asked

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2151	238	642	70*	**	**	963	108	**	**	546	60*
Ryazan Oblast	1*	-	-	-	-	-	-	-	-	-	1*	-
Samara Oblast	9*	-	-	-	-	-	-	-	-	-	9 2%	-
Saratov Oblast	2*	-	-	-	-	-	-	-	-	-	2*	-
Sakhalin Oblast	1*	-	-	-	-	-	-	-	-	-	1*	-
Sverdlovsk Oblast	9*	1*	-	-	-	-	-	-	-	-	9 2%	1 2%
Smolensk Oblast	3*	-	-	-	-	-	-	-	-	-	3 1%	-
Tambov Oblast	2*	-	-	-	-	-	-	-	-	-	2*	-
Tver Oblast	1*	-	-	-	-	-	-	-	-	-	1*	-
Tomsk Oblast	2*	-	-	-	-	-	-	-	-	-	2*	-
Tula Oblast	4*	2 1%	-	-	-	-	-	-	-	-	4 1%	2 3%
Tyumen Oblast	4*	-	-	-	-	-	-	-	-	-	4 1%	-
Ulyanovsk Oblast	1*	-	-	-	-	-	-	-	-	-	1*	-
Chelyabinsk Oblast	6*	-	-	-	-	-	-	-	-	-	6 1%	-
Zabaykalsk (Chita) Kray	-	1 A	-	-	-	-	-	-	-	-	-	1 2% K
Yaroslavl Oblast	3*	-	-	-	-	-	-	-	-	-	3 1%	-
Moscow	59 3%	2 1%	-	-	-	-	-	-	-	-	59 11%	2 3%
Saint Petersburg	24 1%	-	-	-	-	-	-	-	-	-	24 4%	-

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

Q318. In what state, province or territory do you currently reside?

Base: Have Region Codes And Region Question To Be Asked

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2151	238	642	70*	**	**	963	108	**	**	546	60*
Khanty-Mansi Autonomous Okrug	1	-	-	-	-	-	-	-	-	-	1	-
Adana Province	2	-	-	-	-	-	2	-	-	-	-	-
Ankara Province	9	-	-	-	-	-	9 1%	-	-	-	-	-
Antalya Province	1	-	-	-	-	-	1	-	-	-	-	-
Balikesir Province	1	-	-	-	-	-	1	-	-	-	-	-
Bilecik Province	-	1 A	-	-	-	-	-	1 G	-	-	-	-
Bitis Province	1	-	-	-	-	-	1	-	-	-	-	-
Bursa Province	1	-	-	-	-	-	1	-	-	-	-	-
Diyarbakir Province	-	1 A	-	-	-	-	-	1 G	-	-	-	-
Edirne Province	1	-	-	-	-	-	1	-	-	-	-	-
Erzurum Province	1	-	-	-	-	-	1	-	-	-	-	-
Eskisehir Province	4	-	-	-	-	-	4	-	-	-	-	-
Gaziantep Province	3	-	-	-	-	-	3	-	-	-	-	-
Mersin Province	5	-	-	-	-	-	5 1%	-	-	-	-	-
Istanbul Province	32 1%	3 1%	-	-	-	-	32 3%	3 3%	-	-	-	-
Izmir Province	17 1%	3 1%	-	-	-	-	17 2%	3 3%	-	-	-	-
Kastamonu Province	1	-	-	-	-	-	1	-	-	-	-	-

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

Q318. In what state, province or territory do you currently reside?

Base: Have Region Codes And Region Question To Be Asked

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	2151	238	642	70*	-**	-**	963	108	-**	-**	546	60*
Kayseri Province	1	-	-	-	-	-	1	-	-	-	-	-
Kirklareli Province	2	-	-	-	-	-	2	-	-	-	-	-
Kocaeli Province	3	-	-	-	-	-	3	-	-	-	-	-
Konya Province	1	-	-	-	-	-	1	-	-	-	-	-
Manisa Province	1	-	-	-	-	-	1	-	-	-	-	-
Kahramanmaras Province	1	1	-	-	-	-	1	1%	-	-	-	-
Mugla Province	2	-	-	-	-	-	2	-	-	-	-	-
Nevsehir Province	1	1	-	-	-	-	1	1%	-	-	-	-
Siirt Province	1	-	-	-	-	-	1	-	-	-	-	-
Sinop Province	1	-	-	-	-	-	1	-	-	-	-	-
Usak Province	1	-	-	-	-	-	1	-	-	-	-	-
Duzce Province	1	-	-	-	-	-	1	-	-	-	-	-
Other place	1	1	-	-	-	-	1	-	-	-	-	1 2% K
Sigma	2151 100%	238 100%	642 100%	70 100%	-	-	963 100%	108 100%	-	-	546 100%	60 100%

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

Q320. U.S. Region-Harris Interactive Definition.

Base: All U.S. Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	461	50*	461	50*	-**	-**	-**	-**	-**	-**	-**	-**
East	110 24%	9 18%	110 24%	9 18%	-	-	-	-	-	-	-	-
Midwest	117 25%	8 16%	117 25%	8 16%	-	-	-	-	-	-	-	-
South	149 32%	20 40%	149 32%	20 40%	-	-	-	-	-	-	-	-
West	85 18%	13 26%	85 18%	13 26%	-	-	-	-	-	-	-	-
Sigma	461 100%	50 100%	461 100%	50 100%	-	-	-	-	-	-	-	-

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

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	461	46*	461	46*	-**	-**	-**	-**	-**	-**	-**	-**
HIGH SCHOOL OR LESS (NET)	65 14%	45 98% A	65 14%	45 98% C	-	-	-	-	-	-	-	-
Less than high school	1	2% A	1	2% C	-	-	-	-	-	-	-	-
Completed some high school	9 2%	38 83% A	9 2%	38 83% C	-	-	-	-	-	-	-	-
Completed high school	55 12%	6 13% A	55 12%	6 13% C	-	-	-	-	-	-	-	-
ATTENDED COLLEGE OR COLLEGE DEGREE (NET)	255 55% B	1 2% A	255 55% D	1 2% C	-	-	-	-	-	-	-	-
Some college, but no degree	81 18% B	1 2% A	81 18% D	1 2% C	-	-	-	-	-	-	-	-
Associate Degree	49 11% B	-	49 11% D	-	-	-	-	-	-	-	-	-
College (such as B.A., B.S.)	125 27% B	-	125 27% D	-	-	-	-	-	-	-	-	-
ATTENDED GRADUATE SCHOOL OR GRADUATE DEGREE (NET)	113 25% B	-	113 25% D	-	-	-	-	-	-	-	-	-
Some graduate school, but no degree	23 5%	-	23 5%	-	-	-	-	-	-	-	-	-
Graduate degree (such as MBA, MS, M.D., Ph.D.)	90 20% B	-	90 20% D	-	-	-	-	-	-	-	-	-
Job-specific training program(s) after high school	28 6%	-	28 6%	-	-	-	-	-	-	-	-	-
Sigma	461 100%	46 100%	461 100%	46 100%	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1047	-**	181	-**	-**	-**	776	-**	90*	-**	-**	-**
Middle School	14 1%	-	-	-	-	-	14 2%	-	-	-	-	-
HS Diploma	32 3%	-	-	-	-	-	32 4%	-	-	-	-	-
Some high school	3	-	-	-	-	-	-	-	3 3%	-	-	-
High school completed	21 2%	-	-	-	-	-	-	-	21 23%	-	-	-
Some University/Technikon college	24 2%	-	-	-	-	-	-	-	24 27%	-	-	-
University/Technikon college completed	38 4%	-	-	-	-	-	-	-	38 42%	-	-	-
Other post-matric qualification	4	-	-	-	-	-	-	-	4 4%	-	-	-
Less Than Secondary School (high school)	1	-	1 1%	-	-	-	-	-	-	-	-	-
Completed some Secondary School (high school)	6 1%	-	6 3%	-	-	-	-	-	-	-	-	-
Graduated from Secondary School (high school)	32 3%	-	32 18%	-	-	-	-	-	-	-	-	-
Trade Certificate or diploma	10 1%	-	10 6%	-	-	-	-	-	-	-	-	-
Certificate or Diploma from Community College, Institution, CEGEP	41 4%	-	41 23%	-	-	-	-	-	-	-	-	-
Teaching Certificate from Provincial Department of Education	1	-	1 1%	-	-	-	-	-	-	-	-	-
Completed some university study, but no degree	23 2%	-	23 13%	-	-	-	-	-	-	-	-	-
University Certificate or Diploma below Bachelor Level	8 1%	-	8 4%	-	-	-	-	-	-	-	-	-
Bachelor or first professional degree	35 3%	-	35 19%	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1047	-**	181	-**	-**	-**	776	-**	90*	-**	-**	-**
Graduate or Professional Degree above Bachelor Level	24 2%	-	24 13%	-	-	-	-	-	-	-	-	-
CAP / BEP (Vocational training certificate/Technical education certificate)	40 4%	-	-	-	-	-	40 5%	-	-	-	-	-
High school diploma	43 4%	-	-	-	-	-	43 6%	-	-	-	-	-
2-year college degree/Associate's degree	33 3%	-	-	-	-	-	33 4%	-	-	-	-	-
3-year college degree/Bachelor's degree	22 2%	-	-	-	-	-	22 3%	-	-	-	-	-
4-year college degree/Master's degree	17 2%	-	-	-	-	-	17 2%	-	-	-	-	-
DESS/DEA /Master (5-year college degree)	15 1%	-	-	-	-	-	15 2%	-	-	-	-	-
Doctorate	7 1%	-	-	-	-	-	7 1%	-	-	-	-	-
Still studying	1	-	-	-	-	-	1	-	-	-	-	-
Did not graduate	3	-	-	-	-	-	3	-	-	-	-	-
Lower Secondary Education (5th - 9 or 10th)	11 1%	-	-	-	-	-	11 1%	-	-	-	-	-
HS Diploma	36 3%	-	-	-	-	-	36 5%	-	-	-	-	-
University Entrance Exam	25 2%	-	-	-	-	-	25 3%	-	-	-	-	-
University of Applied Sciences	34 3%	-	-	-	-	-	34 4%	-	-	-	-	-
Finished University	44 4%	-	-	-	-	-	44 6%	-	-	-	-	-
Doctorate	2	-	-	-	-	-	2	-	-	-	-	-
Completed Apprenticeship	64 6%	-	-	-	-	-	64 8%	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1047	-**	181	-**	-**	-**	776	-**	90*	-**	-**	-**
Master Craftsman Diploma	5	-	-	-	-	-	5 1%	-	-	-	-	-
Other Qualification	3	-	-	-	-	-	3	-	-	-	-	-
Student	3	-	-	-	-	-	3	-	-	-	-	-
No Completed Qualifications	1	-	-	-	-	-	1	-	-	-	-	-
Some College	10 1%	-	-	-	-	-	10 1%	-	-	-	-	-
Short Bachelor, 2-3 Year	3	-	-	-	-	-	3	-	-	-	-	-
Bachelor, 4-5 Year	20 2%	-	-	-	-	-	20 3%	-	-	-	-	-
post-bachelor	3	-	-	-	-	-	3	-	-	-	-	-
Doctorate	7 1%	-	-	-	-	-	7 1%	-	-	-	-	-
Still studying	1	-	-	-	-	-	1	-	-	-	-	-
Secondary	12 1%	-	-	-	-	-	12 2%	-	-	-	-	-
Baccalaureate	18 2%	-	-	-	-	-	18 2%	-	-	-	-	-
Not finalized University studies	17 2%	-	-	-	-	-	17 2%	-	-	-	-	-
Diploma	13 1%	-	-	-	-	-	13 2%	-	-	-	-	-
Degree	18 2%	-	-	-	-	-	18 2%	-	-	-	-	-
Masters/Postgraduate/Doctorate/PHD	14 1%	-	-	-	-	-	14 2%	-	-	-	-	-
Still studying	3	-	-	-	-	-	3	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	1047	-**	181	-**	-**	-**	776	-**	90*	-**	-**	-**
No formal education	2 *	-	-	-	-	-	2 *	-	-	-	-	-
GCSE/O-Level/CSE	46 4%	-	-	-	-	-	46 6%	-	-	-	-	-
Vocational qualifications	5 *	-	-	-	-	-	5 1%	-	-	-	-	-
A-Level/Scottish Higher or equivalent	40 4%	-	-	-	-	-	40 5%	-	-	-	-	-
Bachelor Degree or equivalent	56 5%	-	-	-	-	-	56 7%	-	-	-	-	-
Masters/PhD or equivalent	24 2%	-	-	-	-	-	24 3%	-	-	-	-	-
No formal qualifications	8 1%	-	-	-	-	-	8 1%	-	-	-	-	-
Other	1 *	-	-	-	-	-	1 *	-	-	-	-	-
Sigma	1047 100%	-	181 100%	-	-	-	776 100%	-	90 100%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5175	50*	826	50*	507	-**	963	-**	378	-**	2501	-**
Employed full time	2859 55% B	1 2%	352 43% D	1 2%	192 38%	-	443 46%	-	200 53%	-	1672 67%	-
Employed part time	423 8%	5 10%	74 9%	5 10%	44 9%	-	98 10%	-	33 9%	-	174 7%	-
Self-employed full time	402 8% B	-	55 7%	-	86 17%	-	53 6%	-	44 12%	-	164 7%	-
Not employed, but looking for work	203 4%	4 8%	42 5%	4 8%	33 7%	-	85 9%	-	12 3%	-	31 1%	-
Not employed and not looking for work	58 1%	1 2%	6 1%	1 2%	2	-	20 2%	-	5 1%	-	25 1%	-
Retired	398 8% B	-	129 16% D	-	45 9%	-	122 13%	-	9 2%	-	93 4%	-
Not employed, unable to work due to a disability or illness	68 1%	-	27 3%	-	2	-	29 3%	-	1	-	9	-
Student	358 7%	38 76% A	66 8%	38 76% C	51 10%	-	35 4%	-	44 12%	-	162 6%	-
Stay-at-home spouse or partner	229 4%	-	51 6%	-	16 3%	-	45 5%	-	7 2%	-	110 4%	-
Self-employed part time	177 3%	1 2%	24 3%	1 2%	36 7%	-	33 3%	-	23 6%	-	61 2%	-
Sigma	5175 100%	50 100%	826 100%	50 100%	507 100%	-	963 100%	-	378 100%	-	2501 100%	-

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

Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3471	46*	826	46*	321	-**	782	-**	-**	-**	1542	-**
Less than \$15,000	28 1%	4 9% A	28 3%	4 9%	-	-	-	-	-	-	-	-
\$15,000 to \$24,999	31 1%	-	31 4%	-	-	-	-	-	-	-	-	-
\$25,000 to \$34,999	42 1%	1 2%	42 5%	1 2%	-	-	-	-	-	-	-	-
\$35,000 to \$49,999	45 1%	6 13% A	45 5%	6 13% C	-	-	-	-	-	-	-	-
\$50,000 to \$74,999	93 3%	4 9% A	93 11%	4 9%	-	-	-	-	-	-	-	-
\$75,000 to \$99,999	69 2%	6 13% A	69 8%	6 13%	-	-	-	-	-	-	-	-
\$100,000 to \$124,999	41 1%	7 15% A	41 5%	7 15% C	-	-	-	-	-	-	-	-
\$125,000 to \$149,999	33 1%	1 2%	33 4%	1 2%	-	-	-	-	-	-	-	-
\$150,000 to \$199,999	29 1%	3 7% A	29 4%	3 7%	-	-	-	-	-	-	-	-
\$200,000 to \$249,999	6 *	-	6 1%	-	-	-	-	-	-	-	-	-
\$250,000 or more	8 *	1 2% A	8 1%	1 2%	-	-	-	-	-	-	-	-
Less than \$15,000 (in Canadian dollars)	12 *	-	12 1%	-	-	-	-	-	-	-	-	-
\$15,000 to \$24,999 (in Canadian dollars)	20 1%	-	20 2%	-	-	-	-	-	-	-	-	-
\$25,000 to \$34,999 (in Canadian dollars)	12 *	-	12 1%	-	-	-	-	-	-	-	-	-
\$35,000 to \$49,999 (in Canadian dollars)	23 1%	-	23 3%	-	-	-	-	-	-	-	-	-
\$50,000 to \$74,999 (in Canadian dollars)	30 1%	-	30 4%	-	-	-	-	-	-	-	-	-

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

Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3471	46*	826	46*	321	**	782	**	**	**	1542	**
\$75,000 to \$99,999 (in Canadian dollars)	34 1%	-	34 4%	-	-	-	-	-	-	-	-	-
\$100,000 to \$124,999 (in Canadian dollars)	13 _‡	-	13 2%	-	-	-	-	-	-	-	-	-
\$125,000 to \$149,999 (in Canadian dollars)	6 _*	-	6 1%	-	-	-	-	-	-	-	-	-
\$150,000 to \$199,999 (in Canadian dollars)	10 _*	-	10 1%	-	-	-	-	-	-	-	-	-
\$200,000 to \$249,999 (in Canadian dollars)	1 _‡	-	1 _*	-	-	-	-	-	-	-	-	-
\$250,000 or more (in Canadian dollars)	6 _‡	-	6 1%	-	-	-	-	-	-	-	-	-
Less than 10,000 yuan	10 _‡	-	-	-	-	-	-	-	-	-	10 1%	-
10,000 to 19,999 yuan	14 _‡	-	-	-	-	-	-	-	-	-	14 1%	-
20,000 to 29,999 yuan	16 _‡	-	-	-	-	-	-	-	-	-	16 1%	-
30,000 to 39,999 yuan	19 1%	-	-	-	-	-	-	-	-	-	19 1%	-
40,000 to 49,999 yuan	17 _‡	-	-	-	-	-	-	-	-	-	17 1%	-
50,000 to 59,999 yuan	28 1%	-	-	-	-	-	-	-	-	-	28 2%	-
60,000 to 79,999 yuan	58 2%	-	-	-	-	-	-	-	-	-	58 4%	-
80,000 to 99,999 yuan	100 3%	-	-	-	-	-	-	-	-	-	100 6%	-
100,000 to 124,999 yuan	239 7%	-	-	-	-	-	-	-	-	-	239 15%	-
125,000 to 149,999 yuan	184 5%	-	-	-	-	-	-	-	-	-	184 12%	-
150,000 or more yuan	304 9% B	-	-	-	-	-	-	-	-	-	304 20%	-

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

Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3471	46*	826	46*	321	**	782	**	**	**	1542	**
Less than 1,000,000 yen	8	-	-	-	-	-	-	-	-	-	8 1%	-
1,000,000 to 1,499,999 yen	9	-	-	-	-	-	-	-	-	-	9 1%	-
1,500,000 to 1,999,999 yen	10	-	-	-	-	-	-	-	-	-	10 1%	-
2,000,000 to 2,999,999 yen	31 1%	-	-	-	-	-	-	-	-	-	31 2%	-
3,000,000 to 3,999,999 yen	36 1%	-	-	-	-	-	-	-	-	-	36 2%	-
4,000,000 to 4,999,999 yen	29 1%	-	-	-	-	-	-	-	-	-	29 2%	-
5,000,000 to 5,999,999 yen	32 1%	-	-	-	-	-	-	-	-	-	32 2%	-
6,000,000 to 6,999,999 yen	22 1%	-	-	-	-	-	-	-	-	-	22 1%	-
7,000,000 to 7,999,999 yen	30 1%	-	-	-	-	-	-	-	-	-	30 2%	-
8,000,000 to 9,999,999 yen	32 1%	-	-	-	-	-	-	-	-	-	32 2%	-
10,000,000 or more yen	47 1%	-	-	-	-	-	-	-	-	-	47 3%	-
Less than 4,000 real	72 2%	-	-	-	72 22%	-	-	-	-	-	-	-
4,000 to 7,999 real	50 1%	-	-	-	50 16%	-	-	-	-	-	-	-
8,000 to 11,999 real	17 *	-	-	-	17 5%	-	-	-	-	-	-	-
12,000 to 15,999 real	17 *	-	-	-	17 5%	-	-	-	-	-	-	-
16,000 to 19,999 real	15 *	-	-	-	15 5%	-	-	-	-	-	-	-
20,000 to 29,999 real	20 1%	-	-	-	20 6%	-	-	-	-	-	-	-

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

Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3471	46*	826	46*	321	-**	782	-**	-**	-**	1542	-**
30,000 to 39,999 real	18 1%	-	-	-	18 6%	-	-	-	-	-	-	-
40,000 to 49,999 real	22 1%	-	-	-	22 7%	-	-	-	-	-	-	-
50,000 to 74,999 real	27 1%	-	-	-	27 8%	-	-	-	-	-	-	-
75,000 to 99,999 real	18 1%	-	-	-	18 6%	-	-	-	-	-	-	-
100,000 or more real	26 1%	-	-	-	26 8%	-	-	-	-	-	-	-
Less than 50,000 Mexican pesos	23 1%	-	23 3%	-	-	-	-	-	-	-	-	-
50,000 to 74,999 Mexican pesos	21 1%	-	21 3%	-	-	-	-	-	-	-	-	-
75,000 to 99,999 Mexican pesos	11 *	-	11 1%	-	-	-	-	-	-	-	-	-
100,000 to 149,999 Mexican pesos	25 1%	-	25 3%	-	-	-	-	-	-	-	-	-
150,000 to 199,999 Mexican pesos	17 *	-	17 2%	-	-	-	-	-	-	-	-	-
200,000 to 249,999 Mexican pesos	12 *	-	12 1%	-	-	-	-	-	-	-	-	-
250,000 to 299,999 Mexican pesos	13 *	-	13 2%	-	-	-	-	-	-	-	-	-
300,000 to 399,999 Mexican pesos	19 1%	-	19 2%	-	-	-	-	-	-	-	-	-
400,000 to 499,999 Mexican pesos	8 *	-	8 1%	-	-	-	-	-	-	-	-	-
500,000 to 999,999 Mexican pesos	11 *	-	11 1%	-	-	-	-	-	-	-	-	-
1,000,000 Mexican pesos or more	2 *	-	2 *	-	-	-	-	-	-	-	-	-
Less than 5.000 Euros	14 *	-	-	-	-	-	14 2%	-	-	-	-	-

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

Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3471	46*	826	46*	321	**	782	**	**	**	1542	**
5,000 Euros - 9,999 Euros	23 1%	-	-	-	-	-	23 3%	-	-	-	-	-
10,000 Euros - 19,999 Euros	56 2%	-	-	-	-	-	56 7%	-	-	-	-	-
20,000 Euros - 29,999 Euros	83 2%	-	-	-	-	-	83 11%	-	-	-	-	-
30,000 Euros - 39,999 Euros	69 2%	-	-	-	-	-	69 9%	-	-	-	-	-
40,000 Euros - 49,999 Euros	51 1%	-	-	-	-	-	51 7%	-	-	-	-	-
50,000 Euros - 74,999 Euros	48 1%	-	-	-	-	-	48 6%	-	-	-	-	-
75,000 Euros - 99,999 Euros	29 1%	-	-	-	-	-	29 4%	-	-	-	-	-
100,000 Euros - 149,999 Euros	3	-	-	-	-	-	3	-	-	-	-	-
150,000 Euros - 199,999 Euros	4	-	-	-	-	-	4 1%	-	-	-	-	-
200,000 Euros or more	4	-	-	-	-	-	4 1%	-	-	-	-	-
Less than 10,000 ZL	5	-	-	-	-	-	5 1%	-	-	-	-	-
10,000 ZL - 19,999 ZL	10	-	-	-	-	-	10 1%	-	-	-	-	-
20,000 ZL - 29,999 ZL	6	-	-	-	-	-	6 1%	-	-	-	-	-
30,000 ZL - 39,999 ZL	5	-	-	-	-	-	5 1%	-	-	-	-	-
40,000 ZL - 49,999 ZL	7	-	-	-	-	-	7 1%	-	-	-	-	-
50,000 ZL - 59,999 ZL	13	-	-	-	-	-	13 2%	-	-	-	-	-
60,000 ZL - 79,999 ZL	19 1%	-	-	-	-	-	19 2%	-	-	-	-	-

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

Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3471	46*	826	46*	321	-**	782	-**	-**	-**	1542	-**
80,000 ZL - 99,999 ZL	7*	-	-	-	-	-	7 1%	-	-	-	-	-
100,000 ZL - 149,999 ZL	6*	-	-	-	-	-	6 1%	-	-	-	-	-
150,000 ZL - 199,999 ZL	1*	-	-	-	-	-	1*	-	-	-	-	-
300,000 ZL or more	1*	-	-	-	-	-	1*	-	-	-	-	-
Less than 5,000 TRY	10*	-	-	-	-	-	10 1%	-	-	-	-	-
5,000 TRY - 9,999 TRY	3*	-	-	-	-	-	3*	-	-	-	-	-
10,000 TRY - 19,999 TRY	6*	-	-	-	-	-	6 1%	-	-	-	-	-
20,000 TRY - 29,999 TRY	8*	-	-	-	-	-	8 1%	-	-	-	-	-
30,000 TRY - 39,999 TRY	10*	-	-	-	-	-	10 1%	-	-	-	-	-
40,000 TRY - 49,999 TRY	11*	-	-	-	-	-	11 1%	-	-	-	-	-
50,000 TRY - 74,999 TRY	19 1%	-	-	-	-	-	19 2%	-	-	-	-	-
75,000 TRY - 99,999 TRY	9*	-	-	-	-	-	9 1%	-	-	-	-	-
100,000 TRY - 149,999 TRY	6*	-	-	-	-	-	6 1%	-	-	-	-	-
150,000 TRY - 199,999 TRY	4*	-	-	-	-	-	4 1%	-	-	-	-	-
200,000 TRY - 249,999 TRY	2*	-	-	-	-	-	2*	-	-	-	-	-
Less than 2000 RUB	2*	-	-	-	-	-	-	-	-	-	2*	-
2000 RUB - 4000 RUB	1*	-	-	-	-	-	-	-	-	-	1*	-

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

Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3471	46*	826	46*	321	-**	782	-**	-**	-**	1542	-**
4001 RUB - 6000 RUB	1	-	-	-	-	-	-	-	-	-	1	-
6001 RUB - 8000 RUB	1	-	-	-	-	-	-	-	-	-	1	-
8001 RUB - 10000 RUB	1	-	-	-	-	-	-	-	-	-	1	-
10001 RUB - 15000 RUB	7	-	-	-	-	-	-	-	-	-	7	-
15001 RUB - 25000 RUB	32 1%	-	-	-	-	-	-	-	-	-	32 2%	-
More than 25000 RUB	175 5%	-	-	-	-	-	-	-	-	-	175 11%	-
Up to 4,499 GBP	1	-	-	-	-	-	1	-	-	-	-	-
4,500 to 6,499 GBP	5	-	-	-	-	-	5 1%	-	-	-	-	-
6,500 to 7,499 GBP	1	-	-	-	-	-	1	-	-	-	-	-
7,500 to 9,499 GBP	6	-	-	-	-	-	6 1%	-	-	-	-	-
9,500 to 11,499 GBP	5	-	-	-	-	-	5 1%	-	-	-	-	-
11,500 to 13,499 GBP	5	-	-	-	-	-	5 1%	-	-	-	-	-
13,500 to 15,499 GBP	10	-	-	-	-	-	10 1%	-	-	-	-	-
15,500 to 17,499 GBP	4	-	-	-	-	-	4 1%	-	-	-	-	-
17,500 to 24,999 GBP	36 1%	-	-	-	-	-	36 5%	-	-	-	-	-
25,000 to 29,999 GBP	19 1%	-	-	-	-	-	19 2%	-	-	-	-	-
30,000 to 39,999 GBP	33 1%	-	-	-	-	-	33 4%	-	-	-	-	-

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

Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	3471	46*	826	46*	321	-**	782	-**	-**	-**	1542	-**
40,000 to 49,999 GBP	20 1%	-	-	-	-	-	20 3%	-	-	-	-	-
50,000 to 74,999 GBP	13 _‡	-	-	-	-	-	13 2%	-	-	-	-	-
75,000 to 99,999 GBP	3 _‡	-	-	-	-	-	3 _‡	-	-	-	-	-
100,000 or more GBP	8 _‡	-	-	-	-	-	8 1%	-	-	-	-	-
Decline to answer	199 6%	13 28% A	72 9%	13 28% C	19 6%	-	61 8%	-	-	-	47 3%	-
Sigma	3471 100%	46 100%	826 100%	46 100%	321 100%	-	782 100%	-	-	-	1542 100%	-

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

Q485. Racial Background.

Base: All Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308
White	542 10% B	33 6%	542 66% D	33 37% FHL	-	-	-	-	-	-	-	-
Hispanic	25	9 2% A	25 3%	9 10% CFHL	-	-	-	-	-	-	-	-
BLACK/AFRICAN AMERICAN (NET)	26	1	26 3%	1 1%	-	-	-	-	-	-	-	-
Black	26	1	26 3%	1 1%	-	-	-	-	-	-	-	-
Native American or Alaskan Native	2	-	2	-	-	-	-	-	-	-	-	-
Mixed Race	7	1	7 1%	1 1%	-	-	-	-	-	-	-	-
First Nation/Native Canadian	2	-	2	-	-	-	-	-	-	-	-	-
South Asian	4	-	4	-	-	-	-	-	-	-	-	-
Chinese	10	1	10 1%	1 1%	-	-	-	-	-	-	-	-
Korean	2	-	2	-	-	-	-	-	-	-	-	-
Japanese	1	-	1	-	-	-	-	-	-	-	-	-
Other Southeast Asian	5	3 A %	5 1%	3 3% CL	-	-	-	-	-	-	-	-
Filipino	3	2 A %	3	2 2% CL	-	-	-	-	-	-	-	-
Some other race	6	2	6 1%	2 2% L	-	-	-	-	-	-	-	-
Decline to Answer	7	3 A %	7 1%	3 3% CL	-	-	-	-	-	-	-	-
Unknown	4810 88%	545 91%	184 22%	35 39% C	507 100%	66 100% D	963 100%	108 100% D	378 100%	28 100%	2778 100%	308 100% D
Sigma	5452 100%	600 100%	826 100%	90 100%	507 100%	66 100%	963 100%	108 100%	378 100%	28 100%	2778 100%	308 100%

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

Q485. Racial Background.

Base: All Respondents

	Region											
	2016 Total Consumers (Adults) (A)	2016 Total Consumers (Teens) (B)	2016 North America (Adults) (C)	2016 North America (Teens) (D)	2016 South America (Adults) (E)	2016 South America (Teens) (F)	2016 Europe (Adults) (G)	2016 Europe (Teens) (H)	2016 Africa (Adults) (I)	2016 Africa (Teens) (J)	2016 Asia (Adults) (K)	2016 Asia (Teens) (L)
Unweighted Base	5452	600	826	90*	507	66*	963	108	378	28**	2778	308

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

Q364. What is your marital status?

Base: Marital Status Is To Be Presented And 18 Or Older

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	5260	43*	826	43*	507	-**	963	-**	186	-**	2778	-**
Never married	1542 29%	43 100% A	235 28%	43 100% C	157 31%	-	245 25%	-	68 37%	-	837 30%	-
Married or civil union	2986 57% B	-	423 51% D	-	216 43%	-	523 54%	-	92 49%	-	1732 62%	-
Divorced	250 5%	-	64 8%	-	33 7%	-	71 7%	-	11 6%	-	71 3%	-
Separated	90 2%	-	19 2%	-	25 5%	-	24 2%	-	2 1%	-	20 1%	-
Widow/Widower	78 1%	-	25 3%	-	10 2%	-	18 2%	-	4 2%	-	21 1%	-
Living with partner	314 6%	-	60 7%	-	66 13%	-	82 9%	-	9 5%	-	97 3%	-
Sigma	5260 100%	43 100%	826 100%	43 100%	507 100%	-	963 100%	-	186 100%	-	2778 100%	-

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

QTEENINTUSE. Overall, how often do you use the Internet?

Base: US Age 15-17

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	-.**	50*	-.**	50*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Almost constantly	-	19 38%	-	19 38%	-	-	-	-	-	-	-	-
Several times a day	-	29 58%	-	29 58%	-	-	-	-	-	-	-	-
About once a day	-	1 2%	-	1 2%	-	-	-	-	-	-	-	-
Several times a week	-	1 2%	-	1 2%	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-
Less often	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	50 100%	-	50 100%	-	-	-	-	-	-	-	-

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

QARREG. In which region do you currently reside?

Base: All Argentina Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	93*	10**	-**	-**	93*	10**	-**	-**	-**	-**	-**	-**
Buenos Aires	36 39%	4 40%	-	-	36 39%	4 40%	-	-	-	-	-	-
Buenos Aires Province (including Gran Buenos Aires)	17 18%	2 20%	-	-	17 18%	2 20%	-	-	-	-	-	-
Santa Fe	5 5%	-	-	-	5 5%	-	-	-	-	-	-	-
Cordoba	5 5%	2 20%	-	-	5 5%	2 20%	-	-	-	-	-	-
Patagonia	8 9%	1 10%	-	-	8 9%	1 10%	-	-	-	-	-	-
Other	22 24%	1 10%	-	-	22 24%	1 10%	-	-	-	-	-	-
Sigma	93 100%	10 100%	-	-	93 100%	10 100%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	183	..**	..**	..**	..**	..**	..**	..**	..**	..**	183	..**
Less than 10,000,000 Won	10 5%	-	-	-	-	-	-	-	-	-	10 5%	-
10,000,000 to 20,999,999 Won	15 8%	-	-	-	-	-	-	-	-	-	15 8%	-
21,000,000 to 29,999,999 Won	17 9%	-	-	-	-	-	-	-	-	-	17 9%	-
30,000,000 to 44,999,999 Won	31 17%	-	-	-	-	-	-	-	-	-	31 17%	-
45,000,000 to 74,999,999 Won	57 31%	-	-	-	-	-	-	-	-	-	57 31%	-
75,000,000 or more Won	45 25%	-	-	-	-	-	-	-	-	-	45 25%	-
Decline to answer	8 4%	-	-	-	-	-	-	-	-	-	8 4%	-
Sigma	183 100%	-	-	-	-	-	-	-	-	-	183 100%	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	183	-**	-**	-**	-**	-**	-**	-**	-**	-**	183	-**
Yes	179 98%	-	-	-	-	-	-	-	-	-	179 98%	-
No	4 2%	-	-	-	-	-	-	-	-	-	4 2%	-
Sigma	183 100%	-	-	-	-	-	-	-	-	-	183 100%	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	183	20**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	183	20**
Seoul	65 36%	6 30%	-	-	-	-	-	-	-	-	65 36%	6 30%
Busan	16 9%	1 5%	-	-	-	-	-	-	-	-	16 9%	1 5%
Gyeonggi-do	45 25%	6 30%	-	-	-	-	-	-	-	-	45 25%	6 30%
Ulsan	3 2%	-	-	-	-	-	-	-	-	-	3 2%	-
Daejeon	6 3%	-	-	-	-	-	-	-	-	-	6 3%	-
Gwangju	4 2%	-	-	-	-	-	-	-	-	-	4 2%	-
Incheon	9 5%	3 15%	-	-	-	-	-	-	-	-	9 5%	3 15%
Daegu	11 6%	1 5%	-	-	-	-	-	-	-	-	11 6%	1 5%
Jeju-do	-	-	-	-	-	-	-	-	-	-	-	-
Chungcheongbuk-do	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-
Gangwon-do	3 2%	2 10%	-	-	-	-	-	-	-	-	3 2%	2 10%
Chungcheongnam-do	5 3%	-	-	-	-	-	-	-	-	-	5 3%	-
Jeollabuk-do	3 2%	-	-	-	-	-	-	-	-	-	3 2%	-
Jeollanam-do	3 2%	-	-	-	-	-	-	-	-	-	3 2%	-
Gyeongsangnam-do	5 3%	1 5%	-	-	-	-	-	-	-	-	5 3%	1 5%
Gyeongsangbuk-do	4 2%	-	-	-	-	-	-	-	-	-	4 2%	-
Sigma	183 100%	20 100%	-	-	-	-	-	-	-	-	183 100%	20 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults) (A)	2016 Total Consumers (Teens) (B)	2016 North America (Adults) (C)	2016 North America (Teens) (D)	2016 South America (Adults) (E)	2016 South America (Teens) (F)	2016 Europe (Adults) (G)	2016 Europe (Teens) (H)	2016 Africa (Adults) (I)	2016 Africa (Teens) (J)	2016 Asia (Adults) (K)	2016 Asia (Teens) (L)
Unweighted Base	183	20**	183	20**

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

QKRREG2. REGION CLASSIFICATION

Base: All South Korea Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	183	20**	-**	-**	-**	-**	-**	-**	-**	-**	183	20**
Seoul	65 36%	6 30%	-	-	-	-	-	-	-	-	65 36%	6 30%
Busan	16 9%	1 5%	-	-	-	-	-	-	-	-	16 9%	1 5%
Gyeonggi-do	45 25%	6 30%	-	-	-	-	-	-	-	-	45 25%	6 30%
All other metropolitan cities	33 18%	4 20%	-	-	-	-	-	-	-	-	33 18%	4 20%
All other provinces (do)	24 13%	3 15%	-	-	-	-	-	-	-	-	24 13%	3 15%
Sigma	183 100%	20 100%	-	-	-	-	-	-	-	-	183 100%	20 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	595	..**	..**	..**	..**	..**	..**	..**	..**	..**	595	..**
No education	-	-	-	-	-	-	-	-	-	-	-	-
Less than primary	4 1%	-	-	-	-	-	-	-	-	-	4 1%	-
Primary but less than middle	12 2%	-	-	-	-	-	-	-	-	-	12 2%	-
Middle but less than matric	13 2%	-	-	-	-	-	-	-	-	-	13 2%	-
Matric but less than graduate	54 9%	-	-	-	-	-	-	-	-	-	54 9%	-
Graduate or above	512 86%	-	-	-	-	-	-	-	-	-	512 86%	-
Sigma	595 100%	-	-	-	-	-	-	-	-	-	595 100%	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	595	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	595	-.**
Less than 120,000 rupees	87 15%	-	-	-	-	-	-	-	-	-	87 15%	-
120,000 rupees or more	466 78%	-	-	-	-	-	-	-	-	-	466 78%	-
Decline to answer	42 7%	-	-	-	-	-	-	-	-	-	42 7%	-
Sigma	595 100%	-	-	-	-	-	-	-	-	-	595 100%	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	595	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	595	-.**
Metro	462 78%	-	-	-	-	-	-	-	-	-	462 78%	-
Non-metro	133 22%	-	-	-	-	-	-	-	-	-	133 22%	-
Sigma	595 100%	-	-	-	-	-	-	-	-	-	595 100%	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	595	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	595	-.**
Yes	536 90%	-	-	-	-	-	-	-	-	-	536 90%	-
No	59 10%	-	-	-	-	-	-	-	-	-	59 10%	-
Sigma	595 100%	-	-	-	-	-	-	-	-	-	595 100%	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	595	65*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	595	65*
Uttar Pradesh	17 3%	5 8% A	-	-	-	-	-	-	-	-	17 3%	5 8% K
Maharashtra	135 23%	13 20%	-	-	-	-	-	-	-	-	135 23%	13 20%
Bihar	7 1%	1 2%	-	-	-	-	-	-	-	-	7 1%	1 2%
West Bengal	48 8%	4 6%	-	-	-	-	-	-	-	-	48 8%	4 6%
Andhra Pradesh	80 13%	4 6%	-	-	-	-	-	-	-	-	80 13%	4 6%
Tamil Nadu	69 12% B	1 2%	-	-	-	-	-	-	-	-	69 12% L	1 2%
Madhya Pradesh	3 1%	4 6% A	-	-	-	-	-	-	-	-	3 1%	4 6% K
Rajasthan	10 2%	1 2%	-	-	-	-	-	-	-	-	10 2%	1 2%
Karnataka	68 11% B	1 2%	-	-	-	-	-	-	-	-	68 11% L	1 2%
Gujarat	19 3%	7 11% A	-	-	-	-	-	-	-	-	19 3%	7 11% K
Orissa	5 1%	2 3%	-	-	-	-	-	-	-	-	5 1%	2 3%
Kerala	18 3%	1 2%	-	-	-	-	-	-	-	-	18 3%	1 2%
Assam	2 0%	1 2%	-	-	-	-	-	-	-	-	2 0%	1 2%
Punjab	4 1%	5 8% A	-	-	-	-	-	-	-	-	4 1%	5 8% K
Haryana	8 1%	3 5%	-	-	-	-	-	-	-	-	8 1%	3 5%
Jharkhand	3 1%	1 2%	-	-	-	-	-	-	-	-	3 1%	1 2%

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

QINREG1. In which division do you currently reside?

8 Jun 2016
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Base: All India Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	595	65*	..**	..**	..**	..**	..**	..**	..**	..**	595	65*
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%	9 14%	-	-	-	-	-	-	-	-	84 14%	9 14%
Pondicherry	-	-	-	-	-	-	-	-	-	-	-	-
Chandigarh	5 1%	2 3%	-	-	-	-	-	-	-	-	5 1%	2 3%
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 - D/F/H/J/L
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

QINREG1. In which division do you currently reside?

Base: All India Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	595	65*	595	65*
Daman and Diu	-	-	-	-	-	-	-	-	-	-	-	-
Lakshadweep	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	595 100%	65 100%	-	-	-	-	-	-	-	-	595 100%	65 100%

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

QINREG2. STATE SIZE CLASSIFICATION

Base: All India Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	595	65*	-**	-**	-**	-**	-**	-**	-**	-**	595	65*
Bigger State	493 83%	53 82%	-	-	-	-	-	-	-	-	493 83%	53 82%
Smaller State	13 2%	1 2%	-	-	-	-	-	-	-	-	13 2%	1 2%
Union Territories	89 15%	11 17%	-	-	-	-	-	-	-	-	89 15%	11 17%
Sigma	595 100%	65 100%	-	-	-	-	-	-	-	-	595 100%	65 100%

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

Q1500. In which province do you currently reside?

Base: All Indonesia Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	181	20**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	181	20**
Irian Jaya Barat	-	-	-	-	-	-	-	-	-	-	-	-
Papua	-	-	-	-	-	-	-	-	-	-	-	-
Banten	8 4%	-	-	-	-	-	-	-	-	-	8 4%	-
Jakarta Raya	47 26%	2 10%	-	-	-	-	-	-	-	-	47 26%	2 10%
Jawa Barat	48 27%	5 25%	-	-	-	-	-	-	-	-	48 27%	5 25%
Jawa Tengah	15 8%	5 25%	-	-	-	-	-	-	-	-	15 8%	5 25%
Jawa Timur	27 15%	1 5%	-	-	-	-	-	-	-	-	27 15%	1 5%
Yogyakarta	6 3%	-	-	-	-	-	-	-	-	-	6 3%	-
Kalimantan Barat	3 2%	-	-	-	-	-	-	-	-	-	3 2%	-
Kalimantan Selatan	-	-	-	-	-	-	-	-	-	-	-	-
Kalimantan Tengah	-	-	-	-	-	-	-	-	-	-	-	-
Kalimantan Timur	3 2%	1 5%	-	-	-	-	-	-	-	-	3 2%	1 5%
Maluku	-	-	-	-	-	-	-	-	-	-	-	-
Maluku Utara	-	-	-	-	-	-	-	-	-	-	-	-
Bali	2 1%	-	-	-	-	-	-	-	-	-	2 1%	-
Nusa Tenggara Barat	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	181	20**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	181	20**
Nusa Tenggara Timur	-	-	-	-	-	-	-	-	-	-	-	-
Gorontalo	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Barat	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Selatan	2 1%	-	-	-	-	-	-	-	-	-	2 1%	-
Sulawesi Tengah	1 1%	1 5%	-	-	-	-	-	-	-	-	1 1%	1 5%
Sulawesi Tenggara	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Utara	-	-	-	-	-	-	-	-	-	-	-	-
Aceh	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-
Bangka-Belitung	-	-	-	-	-	-	-	-	-	-	-	-
Bengkulu	-	-	-	-	-	-	-	-	-	-	-	-
Jambi	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-
Kepulauan Riau	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-
Lampung	-	-	-	-	-	-	-	-	-	-	-	-
Riau	3 2%	2 10%	-	-	-	-	-	-	-	-	3 2%	2 10%
Sumatera Barat	-	-	-	-	-	-	-	-	-	-	-	-
Sumatera Selatan	6 3%	-	-	-	-	-	-	-	-	-	6 3%	-
Sumatera Utara	6 3%	3 15%	-	-	-	-	-	-	-	-	6 3%	3 15%
Sigma	181 100%	20 100%	-	-	-	-	-	-	-	-	181 100%	20 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults) (A)	2016 Total Consumers (Teens) (B)	2016 North America (Adults) (C)	2016 North America (Teens) (D)	2016 South America (Adults) (E)	2016 South America (Teens) (F)	2016 Europe (Adults) (G)	2016 Europe (Teens) (H)	2016 Africa (Adults) (I)	2016 Africa (Teens) (J)	2016 Asia (Adults) (K)	2016 Asia (Teens) (L)
Unweighted Base	181	20**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	181	20**

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	181	20**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	181	20**
Irian Jaya	-	-	-	-	-	-	-	-	-	-	-	-
Jawa	151 83%	13 65%	-	-	-	-	-	-	-	-	151 83%	13 65%
Kalimantan	6 3%	1 5%	-	-	-	-	-	-	-	-	6 3%	1 5%
Maluku	-	-	-	-	-	-	-	-	-	-	-	-
Nusa Tenggara	3 2%	-	-	-	-	-	-	-	-	-	3 2%	-
Sulawesi	3 2%	1 5%	-	-	-	-	-	-	-	-	3 2%	1 5%
Sumatera	18 10%	5 25%	-	-	-	-	-	-	-	-	18 10%	5 25%
Sigma	181 100%	20 100%	-	-	-	-	-	-	-	-	181 100%	20 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	192	..**	..**	..**	..**	..**	..**	..**	192	..**	..**	..**
Single, never married	99 52%	-	-	-	-	-	-	-	99 52%	-	-	-
Married (monogamous or polygamous)	86 45%	-	-	-	-	-	-	-	86 45%	-	-	-
Divorced	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-
Separated	2 1%	-	-	-	-	-	-	-	2 1%	-	-	-
Widowed	2 1%	-	-	-	-	-	-	-	2 1%	-	-	-
Loosely coupled	2 1%	-	-	-	-	-	-	-	2 1%	-	-	-
Sigma	192 100%	-	-	-	-	-	-	-	192 100%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	192	8**	-.**	-.**	-.**	-.**	-.**	-.**	192	8**	-.**	-.**
Lagos State	99 52%	2 25%	-	-	-	-	-	-	99 52%	2 25%	-	-
Ogun State	7 4%	1 13%	-	-	-	-	-	-	7 4%	1 13%	-	-
Oyo State	12 6%	1 13%	-	-	-	-	-	-	12 6%	1 13%	-	-
Osun State	2 1%	-	-	-	-	-	-	-	2 1%	-	-	-
Kogi State	-	-	-	-	-	-	-	-	-	-	-	-
Kwara State	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-
Delta State	5 3%	-	-	-	-	-	-	-	5 3%	-	-	-
Ondo State	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-
Edo State	6 3%	-	-	-	-	-	-	-	6 3%	-	-	-
Ekiti State	-	-	-	-	-	-	-	-	-	-	-	-
Anambra State	3 2%	-	-	-	-	-	-	-	3 2%	-	-	-
Abia State	-	1 13%	-	-	-	-	-	-	-	1 13%	-	-
Enugu State	3 2%	1 13%	-	-	-	-	-	-	3 2%	1 13%	-	-
Ebonyi State	-	-	-	-	-	-	-	-	-	-	-	-
Rivers State	15 8%	-	-	-	-	-	-	-	15 8%	-	-	-
Akwa Ibom State	4 2%	-	-	-	-	-	-	-	4 2%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	192	8**	-.**	-.**	-.**	-.**	-.**	-.**	192	8**	-.**	-.**
Imo State	2 1%	-	-	-	-	-	-	-	2 1%	-	-	-
Cross River State	-	-	-	-	-	-	-	-	-	-	-	-
Bayelsa State	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-
Borno State	-	-	-	-	-	-	-	-	-	-	-	-
Adamawa State	-	-	-	-	-	-	-	-	-	-	-	-
Taraba State	-	-	-	-	-	-	-	-	-	-	-	-
Yobe State	-	-	-	-	-	-	-	-	-	-	-	-
Kano State	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 - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	192	8**	192	8**
Niger State	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-
Plateau State	3 2%	-	-	-	-	-	-	-	3 2%	-	-	-
Nassarawa State	-	1 13%	-	-	-	-	-	-	-	1 13%	-	-
Abuja Federal Capital Territory	21 11%	1 13%	-	-	-	-	-	-	21 11%	1 13%	-	-
Sigma	192 100%	8 100%	-	-	-	-	-	-	192 100%	8 100%	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	192	8**	-.**	-.**	-.**	-.**	-.**	-.**	192	8**	-.**	-.**
Postal Code Region 1	106 55%	3 38%	-	-	-	-	-	-	106 55%	3 38%	-	-
Postal Code Region 2	15 8%	1 13%	-	-	-	-	-	-	15 8%	1 13%	-	-
Postal Code Region 3	12 6%	-	-	-	-	-	-	-	12 6%	-	-	-
Postal Code Region 4	6 3%	2 25%	-	-	-	-	-	-	6 3%	2 25%	-	-
Postal Code Region 5	22 11%	-	-	-	-	-	-	-	22 11%	-	-	-
Postal Code Region 6	-	-	-	-	-	-	-	-	-	-	-	-
Postal Code Region 7	3 2%	-	-	-	-	-	-	-	3 2%	-	-	-
Postal Code Region 8	3 2%	-	-	-	-	-	-	-	3 2%	-	-	-
Postal Code Region 9	25 13%	2 25%	-	-	-	-	-	-	25 13%	2 25%	-	-
Sigma	192 100%	8 100%	-	-	-	-	-	-	192 100%	8 100%	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	192	..**	..**	..**	..**	..**	..**	..**	192	..**	..**	..**
Hausa	6 3%	-	-	-	-	-	-	-	6 3%	-	-	-
Yoruba	79 41%	-	-	-	-	-	-	-	79 41%	-	-	-
Igbo/Ibo	56 29%	-	-	-	-	-	-	-	56 29%	-	-	-
Fulanji	2 1%	-	-	-	-	-	-	-	2 1%	-	-	-
Other	43 22%	-	-	-	-	-	-	-	43 22%	-	-	-
Decline to answer	6 3%	-	-	-	-	-	-	-	6 3%	-	-	-
Sigma	192 100%	-	-	-	-	-	-	-	192 100%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	96*	10**	-.**	-.**	-.**	-.**	-.**	-.**	96*	10**	-.**	-.**
Ad Daqahliyah	6 6%	1 10%	-	-	-	-	-	-	6 6%	1 10%	-	-
Al Buhayrah	4 4%	1 10%	-	-	-	-	-	-	4 4%	1 10%	-	-
Al Gharbiyah	5 5%	2 20%	-	-	-	-	-	-	5 5%	2 20%	-	-
Al Ismailiyah	2 2%	-	-	-	-	-	-	-	2 2%	-	-	-
Kafr ash Shaykh	3 3%	-	-	-	-	-	-	-	3 3%	-	-	-
Dumyat	2 2%	5 50%	-	-	-	-	-	-	2 2%	5 50%	-	-
Al Qalyubiyah	3 3%	-	-	-	-	-	-	-	3 3%	-	-	-
Ash Sharqiyah	4 4%	-	-	-	-	-	-	-	4 4%	-	-	-
Al Minufiyah	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-
Al Qahirah	22 23%	-	-	-	-	-	-	-	22 23%	-	-	-
Al Iskandariyah	13 14%	-	-	-	-	-	-	-	13 14%	-	-	-
Bur Said	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-
Al Uqsur	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-
As Suways	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-
Aswan	2 2%	-	-	-	-	-	-	-	2 2%	-	-	-
Asyut	2 2%	-	-	-	-	-	-	-	2 2%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	96*	10**	-.**	-.**	-.**	-.**	-.**	-.**	96*	10**	-.**	-.**
Al Minya	2 2%	1 10%	-	-	-	-	-	-	2 2%	1 10%	-	-
Suhaj	3 3%	-	-	-	-	-	-	-	3 3%	-	-	-
Qina	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-
Al Fayyum	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-
Al Jizah	13 14%	-	-	-	-	-	-	-	13 14%	-	-	-
Bani Suwayf	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-
Janub Sina	-	-	-	-	-	-	-	-	-	-	-	-
Matruh	-	-	-	-	-	-	-	-	-	-	-	-
Shamal Sina	3 3%	-	-	-	-	-	-	-	3 3%	-	-	-
Al Wadi al Jadid	-	-	-	-	-	-	-	-	-	-	-	-
Al Bahr al Ahmar	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	96 100%	10 100%	-	-	-	-	-	-	96 100%	10 100%	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	96*	10**	-**	-**	-**	-**	-**	-**	96*	10**	-**	-**
Lower	30 31%	9 90%	-	-	-	-	-	-	30 31%	9 90%	-	-
City	38 40%	-	-	-	-	-	-	-	38 40%	-	-	-
Upper	25 26%	1 10%	-	-	-	-	-	-	25 26%	1 10%	-	-
Desert	3 3%	-	-	-	-	-	-	-	3 3%	-	-	-
Sigma	96 100%	10 100%	-	-	-	-	-	-	96 100%	10 100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	93*	..**	..**	..**	93*	..**	..**	..**	..**	..**	..**	..**
Menos de \$ 6,000,000 pesos colombianos	19 20%	-	-	-	19 20%	-	-	-	-	-	-	-
\$ 6,001,000 a \$ 12,000,000 pesos colombianos	11 12%	-	-	-	11 12%	-	-	-	-	-	-	-
\$ 12,001,000 a \$ 18,000,000 pesos colombianos	8 9%	-	-	-	8 9%	-	-	-	-	-	-	-
\$ 18,001,000 a \$ 24,000,000 pesos colombianos	7 8%	-	-	-	7 8%	-	-	-	-	-	-	-
\$ 24,001,000 a \$ 30,000,000 pesos colombianos	7 8%	-	-	-	7 8%	-	-	-	-	-	-	-
\$ 30,001,000 a \$ 36,000,000 pesos colombianos	6 6%	-	-	-	6 6%	-	-	-	-	-	-	-
\$ 36,001,000 a \$ 60,000,000 pesos colombianos	9 10%	-	-	-	9 10%	-	-	-	-	-	-	-
\$ 60,001,000 a \$ 84,000,000 pesos colombianos	5 5%	-	-	-	5 5%	-	-	-	-	-	-	-
\$ 84,001,000 o mas pesos colombianos	6 6%	-	-	-	6 6%	-	-	-	-	-	-	-
Decline to answer	15 16%	-	-	-	15 16%	-	-	-	-	-	-	-
Sigma	93 100%	-	-	-	93 100%	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	93*	18**	-.**	-.**	93*	18**	-.**	-.**	-.**	-.**	-.**	-.**
Central	6 6%	4 22%	-	-	6 6%	4 22%	-	-	-	-	-	-
Bogota	42 45%	8 44%	-	-	42 45%	8 44%	-	-	-	-	-	-
Pacifico Norte	1 1%	-	-	-	1 1%	-	-	-	-	-	-	-
Eje Cafetero	6 6%	-	-	-	6 6%	-	-	-	-	-	-	-
Andina Norte	12 13%	3 17%	-	-	12 13%	3 17%	-	-	-	-	-	-
Andina Sur	8 9%	-	-	-	8 9%	-	-	-	-	-	-	-
Pacifico Sur	7 8%	1 6%	-	-	7 8%	1 6%	-	-	-	-	-	-
Caribe	9 10%	1 6%	-	-	9 10%	1 6%	-	-	-	-	-	-
Orinoquia	2 2%	1 6%	-	-	2 2%	1 6%	-	-	-	-	-	-
Amazonia	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	93 100%	18 100%	-	-	93 100%	18 100%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	93*	..**	..**	..**	..**	..**	..**	..**	..**	..**	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)	2 2%	-	-	-	-	-	-	-	-	-	2 2%	-
Complete Upper Secondary school (Grades 10-12)	6 6%	-	-	-	-	-	-	-	-	-	6 6%	-
Some Professional Secondary school - Primary level	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-
Complete Professional Secondary school - Primary level	2 2%	-	-	-	-	-	-	-	-	-	2 2%	-
Some Professional Secondary school - Intermediate level	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-
Complete Professional Secondary school - Intermediate level	6 6%	-	-	-	-	-	-	-	-	-	6 6%	-
Some College	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-
Complete College	6 6%	-	-	-	-	-	-	-	-	-	6 6%	-
Some University	11 12%	-	-	-	-	-	-	-	-	-	11 12%	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	93*	..**	..**	..**	..**	..**	..**	..**	..**	..**	93*	..**
Complete University	43 46%	-	-	-	-	-	-	-	-	-	43 46%	-
Some Post graduate degree	3 3%	-	-	-	-	-	-	-	-	-	3 3%	-
Complete Post graduate degree	9 10%	-	-	-	-	-	-	-	-	-	9 10%	-
Don't Know/ REFUSED	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-
Sigma	93 100%	-	-	-	-	-	-	-	-	-	93 100%	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	93*	..**	..**	..**	..**	..**	..**	..**	..**	..**	93*	..**
GOVERNMENT EMPLOYEE (THE GOVERNMENT'S ORGANIZATIONS OR STATE-OWN COMPANIES)	6 6%	-	-	-	-	-	-	-	-	-	6 6%	-
Senior government official	-	-	-	-	-	-	-	-	-	-	-	-
Middle government official	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-
Low government official	6 6%	-	-	-	-	-	-	-	-	-	6 6%	-
Production Worker	2 2%	-	-	-	-	-	-	-	-	-	2 2%	-
NON-STATE SECTOR EMPLOYEE	6 6%	-	-	-	-	-	-	-	-	-	6 6%	-
Top level management	-	-	-	-	-	-	-	-	-	-	-	-
Middle management	7 8%	-	-	-	-	-	-	-	-	-	7 8%	-
Low manager	6 6%	-	-	-	-	-	-	-	-	-	6 6%	-
Executive/Officer	8 9%	-	-	-	-	-	-	-	-	-	8 9%	-
EMPLOYER (owners of companies/business establishments having employees on a continuous basis)	5 5%	-	-	-	-	-	-	-	-	-	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	7 8%	-	-	-	-	-	-	-	-	-	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 - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	93*	..**	..**	..**	..**	..**	..**	..**	..**	..**	93*	..**
Store owner/ individual establishment owner (not having "employees" on a continuous basis)	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-
Farmer, logger, fisherman (agriculture, forestry and fishing)	-	-	-	-	-	-	-	-	-	-	-	-
Other self-employment (professional, freelancer, own-account driver, vendor, hawker,...)	6 6%	-	-	-	-	-	-	-	-	-	6 6%	-
PART-TIME/UNPAID FAMILY WORKER/ UNEMPLOYED	-	-	-	-	-	-	-	-	-	-	-	-
Student/ Apprentice	15 16%	-	-	-	-	-	-	-	-	-	15 16%	-
Housewife/househusband	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-
Retired	7 8%	-	-	-	-	-	-	-	-	-	7 8%	-
Family workers	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-
Unemployed	-	-	-	-	-	-	-	-	-	-	-	-
OTHERS (UNCLASSIFIABLE BY STATUS)	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-
Don't Know/ REFUSED	6 6%	-	-	-	-	-	-	-	-	-	6 6%	-
Sigma	93 100%	-	-	-	-	-	-	-	-	-	93 100%	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	93*	..**	..**	..**	..**	..**	..**	..**	..**	..**	93*	..**
150,000,000 VND or higher	6 6%	-	-	-	-	-	-	-	-	-	6 6%	-
75,000,000- 149,999,999 VND	8 9%	-	-	-	-	-	-	-	-	-	8 9%	-
45,000,000- 74,999,999 VND	5 5%	-	-	-	-	-	-	-	-	-	5 5%	-
30,000,000- 44,999,999 VND	13 14%	-	-	-	-	-	-	-	-	-	13 14%	-
15,000,000- 29,999,999 VND	26 28%	-	-	-	-	-	-	-	-	-	26 28%	-
7,500,000- 14,999,999 VND	19 20%	-	-	-	-	-	-	-	-	-	19 20%	-
4,500,000- 7,499,999 VND	5 5%	-	-	-	-	-	-	-	-	-	5 5%	-
3,000,000- 4,499,999 VND	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-
1,500,000- 2,999,999 VND	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-
1- 1,499,999 VND	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-
No income/ expenditure	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-
Don't Know/NA	7 8%	-	-	-	-	-	-	-	-	-	7 8%	-
Sigma	93 100%	-	-	-	-	-	-	-	-	-	93 100%	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	93*	..**	..**	..**	..**	..**	..**	..**	..**	..**	93*	..**
150,000,000 VND or higher	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-
75,000,000- 149,999,999 VND	5 5%	-	-	-	-	-	-	-	-	-	5 5%	-
45,000,000- 74,999,999 VND	5 5%	-	-	-	-	-	-	-	-	-	5 5%	-
30,000,000- 44,999,999 VND	2 2%	-	-	-	-	-	-	-	-	-	2 2%	-
15,000,000- 29,999,999 VND	12 13%	-	-	-	-	-	-	-	-	-	12 13%	-
7,500,000- 14,999,999 VND	31 33%	-	-	-	-	-	-	-	-	-	31 33%	-
4,500,000- 7,499,999 VND	19 20%	-	-	-	-	-	-	-	-	-	19 20%	-
3,000,000- 4,499,999 VND	6 6%	-	-	-	-	-	-	-	-	-	6 6%	-
1,500,000- 2,999,999 VND	3 3%	-	-	-	-	-	-	-	-	-	3 3%	-
1- 1,499,999 VND	3 3%	-	-	-	-	-	-	-	-	-	3 3%	-
No income/ expenditure	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know/NA	6 6%	-	-	-	-	-	-	-	-	-	6 6%	-
Sigma	93 100%	-	-	-	-	-	-	-	-	-	93 100%	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	93*	..**	..**	..**	..**	..**	..**	..**	..**	..**	93*	..**
150,000,000 VND or higher	-	-	-	-	-	-	-	-	-	-	-	-
75,000,000- 149,999,999 VND	2 2%	-	-	-	-	-	-	-	-	-	2 2%	-
45,000,000- 74,999,999 VND	2 2%	-	-	-	-	-	-	-	-	-	2 2%	-
30,000,000- 44,999,999 VND	2 2%	-	-	-	-	-	-	-	-	-	2 2%	-
15,000,000- 29,999,999 VND	14 15%	-	-	-	-	-	-	-	-	-	14 15%	-
7,500,000- 14,999,999 VND	21 23%	-	-	-	-	-	-	-	-	-	21 23%	-
4,500,000- 7,499,999 VND	21 23%	-	-	-	-	-	-	-	-	-	21 23%	-
3,000,000- 4,499,999 VND	7 8%	-	-	-	-	-	-	-	-	-	7 8%	-
1,500,000- 2,999,999 VND	10 11%	-	-	-	-	-	-	-	-	-	10 11%	-
1- 1,499,999 VND	4 4%	-	-	-	-	-	-	-	-	-	4 4%	-
No income/ expenditure	3 3%	-	-	-	-	-	-	-	-	-	3 3%	-
Don't Know/NA	7 8%	-	-	-	-	-	-	-	-	-	7 8%	-
Sigma	93 100%	-	-	-	-	-	-	-	-	-	93 100%	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	93*	..**	..**	..**	..**	..**	..**	..**	..**	..**	93*	..**
150,000,000 VND or higher	-	-	-	-	-	-	-	-	-	-	-	-
75,000,000- 149,999,999 VND	-	-	-	-	-	-	-	-	-	-	-	-
45,000,000- 74,999,999 VND	2 2%	-	-	-	-	-	-	-	-	-	2 2%	-
30,000,000- 44,999,999 VND	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-
15,000,000- 29,999,999 VND	2 2%	-	-	-	-	-	-	-	-	-	2 2%	-
7,500,000- 14,999,999 VND	7 8%	-	-	-	-	-	-	-	-	-	7 8%	-
4,500,000- 7,499,999 VND	9 10%	-	-	-	-	-	-	-	-	-	9 10%	-
3,000,000- 4,499,999 VND	25 27%	-	-	-	-	-	-	-	-	-	25 27%	-
1,500,000- 2,999,999 VND	19 20%	-	-	-	-	-	-	-	-	-	19 20%	-
1- 1,499,999 VND	19 20%	-	-	-	-	-	-	-	-	-	19 20%	-
No income/ expenditure	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know/NA	9 10%	-	-	-	-	-	-	-	-	-	9 10%	-
Sigma	93 100%	-	-	-	-	-	-	-	-	-	93 100%	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	85*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	85*	-.**
Class A5 (150,000,000+)	6 7%	-	-	-	-	-	-	-	-	-	6 7%	-
Class A4 (75,000,000 - 149,999,999)	8 9%	-	-	-	-	-	-	-	-	-	8 9%	-
Class A3 (45,000,000 - 74,999,999)	5 6%	-	-	-	-	-	-	-	-	-	5 6%	-
Class A2 (30,000,000 - 44,999,999)	13 15%	-	-	-	-	-	-	-	-	-	13 15%	-
Class A1 (15,000,000 - 29,999,999)	26 31%	-	-	-	-	-	-	-	-	-	26 31%	-
Class B (7,500,000 - 14,999,999)	19 22%	-	-	-	-	-	-	-	-	-	19 22%	-
Class C (4,500,000 - 7,499,999)	5 6%	-	-	-	-	-	-	-	-	-	5 6%	-
Class D (3,000,000 - 4,499,000)	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-
Class E (1,500,000 - 2,999,999)	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-
Class F (1 - 1,499,999)	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-
Sigma	85 100%	-	-	-	-	-	-	-	-	-	85 100%	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	93*	11**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	93*	11**
North East	14 15%	2 18%	-	-	-	-	-	-	-	-	14 15%	2 18%
Red River Delta	21 23%	2 18%	-	-	-	-	-	-	-	-	21 23%	2 18%
North Central Coast	4 4%	1 9%	-	-	-	-	-	-	-	-	4 4%	1 9%
South Central Coast	4 4%	1 9%	-	-	-	-	-	-	-	-	4 4%	1 9%
Central Highlands	1 1%	1 9%	-	-	-	-	-	-	-	-	1 1%	1 9%
South East	31 33%	3 27%	-	-	-	-	-	-	-	-	31 33%	3 27%
Mekong River Delta	17 18%	1 9%	-	-	-	-	-	-	-	-	17 18%	1 9%
North West	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-
Sigma	93 100%	11 100%	-	-	-	-	-	-	-	-	93 100%	11 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	184	..**	..**	..**	..**	..**	..**	..**	..**	..**	184	..**
No schooling	-	-	-	-	-	-	-	-	-	-	-	-
Some elementary	-	-	-	-	-	-	-	-	-	-	-	-
Complete elementary	-	-	-	-	-	-	-	-	-	-	-	-
Some high school	-	-	-	-	-	-	-	-	-	-	-	-
Completed high school	5 3%	-	-	-	-	-	-	-	-	-	5 3%	-
Some vocational	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-
Completed Vocational	6 3%	-	-	-	-	-	-	-	-	-	6 3%	-
Some college	31 17%	-	-	-	-	-	-	-	-	-	31 17%	-
Completed college/ Has degree	125 68%	-	-	-	-	-	-	-	-	-	125 68%	-
Some post graduate degree	9 5%	-	-	-	-	-	-	-	-	-	9 5%	-
Completed post graduate degree	6 3%	-	-	-	-	-	-	-	-	-	6 3%	-
Not know/Refused	1 1%	-	-	-	-	-	-	-	-	-	1 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 - 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?

Base: All Philippines Respondents 18 Or Older

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	184	..**	..**	..**	..**	..**	..**	..**	..**	..**	184	..**
Professional, technical and kindred workers	62 34%	-	-	-	-	-	-	-	-	-	62 34%	-
Farmers and farm managers	2 1%	-	-	-	-	-	-	-	-	-	2 1%	-
Manager, officials and proprietors except farm	8 4%	-	-	-	-	-	-	-	-	-	8 4%	-
Clerical and kindred workers	25 14%	-	-	-	-	-	-	-	-	-	25 14%	-
Sales workers	15 8%	-	-	-	-	-	-	-	-	-	15 8%	-
Craftsmen, foremen and kindred workers	2 1%	-	-	-	-	-	-	-	-	-	2 1%	-
Service workers except private household workers	5 3%	-	-	-	-	-	-	-	-	-	5 3%	-
Private household workers	-	-	-	-	-	-	-	-	-	-	-	-
Laborers	4 2%	-	-	-	-	-	-	-	-	-	4 2%	-
Not gainfully employed	9 5%	-	-	-	-	-	-	-	-	-	9 5%	-
Housewife	12 7%	-	-	-	-	-	-	-	-	-	12 7%	-
Student	11 6%	-	-	-	-	-	-	-	-	-	11 6%	-
Refused	4 2%	-	-	-	-	-	-	-	-	-	4 2%	-
Pensioner	10 5%	-	-	-	-	-	-	-	-	-	10 5%	-
Others	15 8%	-	-	-	-	-	-	-	-	-	15 8%	-
Sigma	184 100%	-	-	-	-	-	-	-	-	-	184 100%	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	184	22**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	184	22**
National Capital Region	72 39%	6 27%	-	-	-	-	-	-	-	-	72 39%	6 27%
Cordillera Administrative Region	2 1%	-	-	-	-	-	-	-	-	-	2 1%	-
Ilocos (Region I)	4 2%	-	-	-	-	-	-	-	-	-	4 2%	-
Cagayan Valley (Region II)	2 1%	-	-	-	-	-	-	-	-	-	2 1%	-
Central Luzon (Region III)	15 8%	3 14%	-	-	-	-	-	-	-	-	15 8%	3 14%
Southern Tagalog (Region IV)	29 16%	1 5%	-	-	-	-	-	-	-	-	29 16%	1 5%
Bicol (Region V)	5 3%	1 5%	-	-	-	-	-	-	-	-	5 3%	1 5%
Western Visayas (Region VI)	11 6%	1 5%	-	-	-	-	-	-	-	-	11 6%	1 5%
Central Visayas (Region VII)	21 11%	2 9%	-	-	-	-	-	-	-	-	21 11%	2 9%
Eastern Visayas (Region VIII)	4 2%	1 5%	-	-	-	-	-	-	-	-	4 2%	1 5%
Western Mindanao (Region IX)	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-
Northern Mindanao (Region X)	8 4%	2 9%	-	-	-	-	-	-	-	-	8 4%	2 9%
Southern Mindanao (Region XI)	5 3%	-	-	-	-	-	-	-	-	-	5 3%	-
Central Mindanao (Region XII)	2 1%	3 14%	-	-	-	-	-	-	-	-	2 1%	3 14%
Autonomous Region in Muslim Mindanao	-	-	-	-	-	-	-	-	-	-	-	-
Caraga	3 2%	2 9%	-	-	-	-	-	-	-	-	3 2%	2 9%
Sigma	184 100%	22 100%	-	-	-	-	-	-	-	-	184 100%	22 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults) (A)	2016 Total Consumers (Teens) (B)	2016 North America (Adults) (C)	2016 North America (Teens) (D)	2016 South America (Adults) (E)	2016 South America (Teens) (F)	2016 Europe (Adults) (G)	2016 Europe (Teens) (H)	2016 Africa (Adults) (I)	2016 Africa (Teens) (J)	2016 Asia (Adults) (K)	2016 Asia (Teens) (L)
Unweighted Base	184	22**	184	22**

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	288	..**	..**	..**	288	..**	..**	..**	..**	..**	..**	..**
Nenhum	1	-	-	-	1	-	-	-	-	-	-	-
Alfabetizacao	-	-	-	-	-	-	-	-	-	-	-	-
Fundamental incompleto - fundamental I (1a. serie a 4a)	2 1%	-	-	-	2 1%	-	-	-	-	-	-	-
Fundamental incompleto - fundamental II (6a. serie a 8a. serie)	7 2%	-	-	-	7 2%	-	-	-	-	-	-	-
Fundamental completo	6 2%	-	-	-	6 2%	-	-	-	-	-	-	-
Ensino Medio	104 36%	-	-	-	104 36%	-	-	-	-	-	-	-
Superior	137 48%	-	-	-	137 48%	-	-	-	-	-	-	-
Pos-graduacao (Mestrado, Doutorado ou Pos-doutorado)	31 11%	-	-	-	31 11%	-	-	-	-	-	-	-
Sigma	288 100%	-	-	-	288 100%	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	321	38*	-**	-**	321	38*	-**	-**	-**	-**	-**	-**
Distrito Federal	5 2%	-	-	-	5 2%	-	-	-	-	-	-	-
Goiás	3 1%	1 3%	-	-	3 1%	1 3%	-	-	-	-	-	-
Mato Grosso	3 1%	-	-	-	3 1%	-	-	-	-	-	-	-
Mato Grosso do Sul	-	-	-	-	-	-	-	-	-	-	-	-
Acre	1	1 3%	-	-	1	1 3%	-	-	-	-	-	-
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%	1 3%	-	-	16 5%	1 3%	-	-	-	-	-	-
Ceará	6 2%	3 8% A	-	-	6 2%	3 8% E	-	-	-	-	-	-
Maranhão	4 1%	-	-	-	4 1%	-	-	-	-	-	-	-
Paraíba	4 1%	1 3%	-	-	4 1%	1 3%	-	-	-	-	-	-

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

QBRREG1. In which state do you currently reside?

Base: All Brazil Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	321	38*	-.**	-.**	321	38*	-.**	-.**	-.**	-.**	-.**	-.**
Pernambuco	12 4%	1 3%	-	-	12 4%	1 3%	-	-	-	-	-	-
Piaui	1	-	-	-	1	-	-	-	-	-	-	-
Rio Grande do Norte	6 2%	3 8% A	-	-	6 2%	3 8% E	-	-	-	-	-	-
Sergipe	3 1%	-	-	-	3 1%	-	-	-	-	-	-	-
Parana	25 8%	2 5%	-	-	25 8%	2 5%	-	-	-	-	-	-
Rio Grande do Sul	19 6%	-	-	-	19 6%	-	-	-	-	-	-	-
Santa Catarina	13 4%	2 5%	-	-	13 4%	2 5%	-	-	-	-	-	-
Espirito Santo	7 2%	1 3%	-	-	7 2%	1 3%	-	-	-	-	-	-
Minas Gerais	29 9%	7 18%	-	-	29 9%	7 18%	-	-	-	-	-	-
Rio de Janeiro	30 9%	1 3%	-	-	30 9%	1 3%	-	-	-	-	-	-
Sao Paulo	122 38%	14 37%	-	-	122 38%	14 37%	-	-	-	-	-	-
Sigma	321 100%	38 100%	-	-	321 100%	38 100%	-	-	-	-	-	-

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

QBRREG2. REGION CLASSIFICATION

Base: All Brazil Respondents

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	321	38*	-**	-**	321	38*	-**	-**	-**	-**	-**	-**
Center-west	11 3%	1 3%	-	-	11 3%	1 3%	-	-	-	-	-	-
North	10 3%	1 3%	-	-	10 3%	1 3%	-	-	-	-	-	-
North-east	55 17%	9 24%	-	-	55 17%	9 24%	-	-	-	-	-	-
South	57 18%	4 11%	-	-	57 18%	4 11%	-	-	-	-	-	-
South-east	188 59%	23 61%	-	-	188 59%	23 61%	-	-	-	-	-	-
Sigma	321 100%	38 100%	-	-	321 100%	38 100%	-	-	-	-	-	-

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

Q1538. What is the highest level of education you have completed or the highest degree you have received?

Base: All Mexican Respondents And 21+ Years Of Age

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	171	-**	171	-**	-**	-**	-**	-**	-**	-**	-**	-**
No he estudiado	-	-	-	-	-	-	-	-	-	-	-	-
Primaria incompleta	-	-	-	-	-	-	-	-	-	-	-	-
Primaria completa	-	-	-	-	-	-	-	-	-	-	-	-
Secundaria incompleta	-	-	-	-	-	-	-	-	-	-	-	-
Secundaria completa	7 4%	-	7 4%	-	-	-	-	-	-	-	-	-
Carrera comercial	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-
Carrera tecnica	12 7%	-	12 7%	-	-	-	-	-	-	-	-	-
Preparatoria incompleta	4 2%	-	4 2%	-	-	-	-	-	-	-	-	-
Preparatoria completa	13 8%	-	13 8%	-	-	-	-	-	-	-	-	-
Licenciatura incompleta	29 17%	-	29 17%	-	-	-	-	-	-	-	-	-
Licenciatura completa	86 50%	-	86 50%	-	-	-	-	-	-	-	-	-
Diplomado/Maestría	19 11%	-	19 11%	-	-	-	-	-	-	-	-	-
Doctorado	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	171 100%	-	171 100%	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	184	20**	184	20**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Aguascalientes	2 1%	1 5%	2 1%	1 5%	-	-	-	-	-	-	-	-
Baja California Norte	7 4%	-	7 4%	-	-	-	-	-	-	-	-	-
Baja California Sur	2 1%	-	2 1%	-	-	-	-	-	-	-	-	-
Campeche	4 2%	-	4 2%	-	-	-	-	-	-	-	-	-
Chiapas	-	-	-	-	-	-	-	-	-	-	-	-
Chihuahua	5 3%	1 5%	5 3%	1 5%	-	-	-	-	-	-	-	-
Coahuila	5 3%	-	5 3%	-	-	-	-	-	-	-	-	-
Colima	-	1 5%	-	1 5%	-	-	-	-	-	-	-	-
Distrito Federal	30 16%	-	30 16%	-	-	-	-	-	-	-	-	-
Durango	-	1 5%	-	1 5%	-	-	-	-	-	-	-	-
Guanajuato	7 4%	-	7 4%	-	-	-	-	-	-	-	-	-
Guerrero	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-
Hidalgo	2 1%	-	2 1%	-	-	-	-	-	-	-	-	-
Jalisco	17 9%	1 5%	17 9%	1 5%	-	-	-	-	-	-	-	-
Mexico	21 11%	4 20%	21 11%	4 20%	-	-	-	-	-	-	-	-
Michoacan	8 4%	-	8 4%	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	184	20**	184	20**
Morelos	10 5%	1 5%	10 5%	1 5%	-	-	-	-	-	-	-	-
Nayarit	4 2%	-	4 2%	-	-	-	-	-	-	-	-	-
Nuevo Leon	6 3%	3 15%	6 3%	3 15%	-	-	-	-	-	-	-	-
Oaxaca	3 2%	2 10%	3 2%	2 10%	-	-	-	-	-	-	-	-
Puebla	8 4%	1 5%	8 4%	1 5%	-	-	-	-	-	-	-	-
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%	1 5%	3 2%	1 5%	-	-	-	-	-	-	-	-
Tabasco	3 2%	-	3 2%	-	-	-	-	-	-	-	-	-
Tamaulipas	2 1%	1 5%	2 1%	1 5%	-	-	-	-	-	-	-	-
Tlaxcala	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-
Veracruz	9 5%	-	9 5%	-	-	-	-	-	-	-	-	-
Yucatan	10 5%	2 10%	10 5%	2 10%	-	-	-	-	-	-	-	-
Zacatecas	2 1%	-	2 1%	-	-	-	-	-	-	-	-	-
Sigma	184 100%	20 100%	184 100%	20 100%	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	943	..**	..**	..**	..**	..**	..**	..**	..**	..**	943	..**
High school or less	52 6%	-	-	-	-	-	-	-	-	-	52 6%	-
College	219 23%	-	-	-	-	-	-	-	-	-	219 23%	-
Bachelor degree	594 63%	-	-	-	-	-	-	-	-	-	594 63%	-
Post graduate	78 8%	-	-	-	-	-	-	-	-	-	78 8%	-
Sigma	943 100%	-	-	-	-	-	-	-	-	-	943 100%	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	95*	-.**	-.**	-.**	-.**	-.**	95*	-.**	-.**	-.**	-.**	-.**
Primary education	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-
Middle school or junior high school	-	-	-	-	-	-	-	-	-	-	-	-
High school	25 26%	-	-	-	-	-	25 26%	-	-	-	-	-
University	60 63%	-	-	-	-	-	60 63%	-	-	-	-	-
Masters degree or doctorate	9 9%	-	-	-	-	-	9 9%	-	-	-	-	-
No schooling completed	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	95 100%	-	-	-	-	-	95 100%	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	93*	..**	..**	..**	93*	..**	..**	..**	..**	..**	..**	..**
None	-	-	-	-	-	-	-	-	-	-	-	-
Pre-school	-	-	-	-	-	-	-	-	-	-	-	-
Primary	-	-	-	-	-	-	-	-	-	-	-	-
Secondary	12 13%	-	-	-	12 13%	-	-	-	-	-	-	-
Technical/Technology	21 23%	-	-	-	21 23%	-	-	-	-	-	-	-
University	47 51%	-	-	-	47 51%	-	-	-	-	-	-	-
Post Graduate	13 14%	-	-	-	13 14%	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	93 100%	-	-	-	93 100%	-	-	-	-	-	-	-

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

Q1DED. What is the highest level of education you have completed or the highest degree you have received?

Base: All Indonesia Respondents 18 Or Older

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	181	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	181	-.**
No schooling	-	-	-	-	-	-	-	-	-	-	-	-
Some elementary school	-	-	-	-	-	-	-	-	-	-	-	-
Elementary school	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-
Junior high school	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-
High school or higher	179 99%	-	-	-	-	-	-	-	-	-	179 99%	-
Sigma	181 100%	-	-	-	-	-	-	-	-	-	181 100%	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	315	-**	-**	-**	-**	-**	-**	-**	-**	-**	315	-**
Less than high school	6 2%	-	-	-	-	-	-	-	-	-	6 2%	-
High school degree	120 38%	-	-	-	-	-	-	-	-	-	120 38%	-
Junior College degree	39 12%	-	-	-	-	-	-	-	-	-	39 12%	-
BA or University degree	150 48%	-	-	-	-	-	-	-	-	-	150 48%	-
Sigma	315 100%	-	-	-	-	-	-	-	-	-	315 100%	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	192	..**	..**	..**	..**	..**	..**	..**	192	..**	..**	..**
No level completed	-	-	-	-	-	-	-	-	-	-	-	-
Completed FSLC (first school leaving certificate)	-	-	-	-	-	-	-	-	-	-	-	-
Completed MS LC (middle school leaving certificate)	3 2%	-	-	-	-	-	-	-	3 2%	-	-	-
Vocational/COMM	-	-	-	-	-	-	-	-	-	-	-	-
JSS/O'Level	-	-	-	-	-	-	-	-	-	-	-	-
Completed O'Level/SSS (senior secondary school)	21 11%	-	-	-	-	-	-	-	21 11%	-	-	-
Completed A'Level or higher	98 51%	-	-	-	-	-	-	-	98 51%	-	-	-
Other	70 36%	-	-	-	-	-	-	-	70 36%	-	-	-
Sigma	192 100%	-	-	-	-	-	-	-	192 100%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	92*	-.**	-.**	-.**	-.**	-.**	92*	-.**	-.**	-.**	-.**	-.**
Incomplete primary or no school education	-	-	-	-	-	-	-	-	-	-	-	-
Primary	-	-	-	-	-	-	-	-	-	-	-	-
Basic vocational	6 7%	-	-	-	-	-	6 7%	-	-	-	-	-
Secondary	30 33%	-	-	-	-	-	30 33%	-	-	-	-	-
Post-secondary	8 9%	-	-	-	-	-	8 9%	-	-	-	-	-
Tertiary	48 52%	-	-	-	-	-	48 52%	-	-	-	-	-
Sigma	92 100%	-	-	-	-	-	92 100%	-	-	-	-	-

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

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Base: All Russia Respondents 18 Or Older

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	231	..**	..**	..**	..**	..**	..**	..**	..**	..**	231	..**
Incomplete secondary and lower	-	-	-	-	-	-	-	-	-	-	-	-
Secondary general	9 4%	-	-	-	-	-	-	-	-	-	9 4%	-
Secondary special	48 21%	-	-	-	-	-	-	-	-	-	48 21%	-
Incomplete higher	27 12%	-	-	-	-	-	-	-	-	-	27 12%	-
Higher (including postgraduate)	147 64%	-	-	-	-	-	-	-	-	-	147 64%	-
Sigma	231 100%	-	-	-	-	-	-	-	-	-	231 100%	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	183	-**	-**	-**	-**	-**	-**	-**	-**	-**	183	-**
Less than high school	2 1%	-	-	-	-	-	-	-	-	-	2 1%	-
High school graduate	39 21%	-	-	-	-	-	-	-	-	-	39 21%	-
College/University graduate	119 65%	-	-	-	-	-	-	-	-	-	119 65%	-
Post graduate degree	23 13%	-	-	-	-	-	-	-	-	-	23 13%	-
Sigma	183 100%	-	-	-	-	-	-	-	-	-	183 100%	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	321	..**	..**	..**	321	..**	..**	..**	..**	..**	..**	..**
Less than 24,000 real	99 31%	-	-	-	99 31%	-	-	-	-	-	-	-
24,000 to 50,999 real	100 31%	-	-	-	100 31%	-	-	-	-	-	-	-
51,000 to 119,999 real	66 21%	-	-	-	66 21%	-	-	-	-	-	-	-
120,000 real or more	26 8%	-	-	-	26 8%	-	-	-	-	-	-	-
Decline to answer	30 9%	-	-	-	30 9%	-	-	-	-	-	-	-
Sigma	321 100%	-	-	-	321 100%	-	-	-	-	-	-	-

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

QCININC. Which of the following income categories best describes your total monthly household income before taxes?

Base: All Chinese Respondents 18 Or Older

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	996	..**	..**	..**	..**	..**	..**	..**	..**	..**	996	..**
Less than 1000 RMB	5 1%	-	-	-	-	-	-	-	-	-	5 1%	-
1001-2000 RMB	9 1%	-	-	-	-	-	-	-	-	-	9 1%	-
2001-3000 RMB	9 1%	-	-	-	-	-	-	-	-	-	9 1%	-
3001-4000 RMB	29 3%	-	-	-	-	-	-	-	-	-	29 3%	-
4001-6000 RMB	75 8%	-	-	-	-	-	-	-	-	-	75 8%	-
6001-10,000 RMB	308 31%	-	-	-	-	-	-	-	-	-	308 31%	-
Over 10,000 RMB	554 56%	-	-	-	-	-	-	-	-	-	554 56%	-
Decline to answer	7 1%	-	-	-	-	-	-	-	-	-	7 1%	-
Sigma	996 100%	-	-	-	-	-	-	-	-	-	996 100%	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - 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											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted Base	90*	10**	-.**	-.**	-.**	-.**	-.**	-.**	90*	10**	-.**	-.**
Free state	3 3%	-	-	-	-	-	-	-	3 3%	-	-	-
Gauteng	42 47%	4 40%	-	-	-	-	-	-	42 47%	4 40%	-	-
KwaZulu-Natal	19 21%	2 20%	-	-	-	-	-	-	19 21%	2 20%	-	-
Limpopo	3 3%	1 10%	-	-	-	-	-	-	3 3%	1 10%	-	-
Mpumalanga	4 4%	-	-	-	-	-	-	-	4 4%	-	-	-
Northern Cape	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-
Northwest	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-
Western Cape	13 14%	2 20%	-	-	-	-	-	-	13 14%	2 20%	-	-
Eastern Cape	4 4%	1 10%	-	-	-	-	-	-	4 4%	1 10%	-	-
Sigma	90 100%	10 100%	-	-	-	-	-	-	90 100%	10 100%	-	-

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

	Region											
	2016 Total Consumers (Adults)	2016 Total Consumers (Teens)	2016 North America (Adults)	2016 North America (Teens)	2016 South America (Adults)	2016 South America (Teens)	2016 Europe (Adults)	2016 Europe (Teens)	2016 Africa (Adults)	2016 Africa (Teens)	2016 Asia (Adults)	2016 Asia (Teens)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
2016 Total Consumers (Adults)	5452 100% B	- -	826 100% D	- -	507 100% F	- -	963 100% H	- -	378 100%	- -	2778 100% L	- -
2016 Total Consumers (Teens)	-	600 100% A	-	90 100% C	-	66 100% E	-	108 100% G	-	28 100%	-	308 100% K
Region												
2016 North America (Adults)	826 15% B	-	826 100% D	-	-	-	-	-	-	-	-	-
2016 North America (Teens)	-	90 15% A	-	90 100% CFHL	-	-	-	-	-	-	-	-
2016 South America (Adults)	507 9% B	-	-	-	507 100% F	-	-	-	-	-	-	-
2016 South America (Teens)	-	66 11% A	-	-	-	66 100% EDHL	-	-	-	-	-	-
2016 Europe (Adults)	963 18% B	-	-	-	-	-	963 100% H	-	-	-	-	-
2016 Europe (Teens)	-	108 18% A	-	-	-	-	-	108 100% GDFL	-	-	-	-
2016 Africa (Adults)	378 7% B	-	-	-	-	-	-	-	378 100%	-	-	-
2016 Africa (Teens)	-	28 5% A	-	-	-	-	-	-	-	28 100%	-	-
2016 Asia (Adults)	2778 51% B	-	-	-	-	-	-	-	-	-	2778 100% L	-
2016 Asia (Teens)	-	308 51% A	-	-	-	-	-	-	-	-	-	308 100% KDFH

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

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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
277	223	Q866_8. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 8. .berlin
278	224	Q866_9. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 9. .ovh
279	225	Q866_10. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 10. .london
280	226	Q866_11. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 11. .nyc
281	227	Q866_12. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 12. .wang
282	228	Q866_13. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 13. .xn-ses554g (Chinese for network address)
283	229	Q866_14. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? 14. .xn-55qx5d (Chinese for company)
284	230	Q910. And, how much do you trust that the restrictions on this new registration will actually be enforced?
285	231	Q916. How much do you trust the Domain Name industry compared to these other industries? SUMMARY TABLE OF TOP 2 BOX
286	232	Q916. How much do you trust the Domain Name industry compared to these other industries? SUMMARY TABLE OF BOTTOM 2 BOX
287	233	Q916_1. How much do you trust the Domain Name industry compared to these other industries? 1. Internet service providers/the agency that provides my internet access
288	234	Q916_2. How much do you trust the Domain Name industry compared to these other industries? 2. Web based marketing companies
289	235	Q916_3. How much do you trust the Domain Name industry compared to these other industries? 3. E-commerce companies
290	236	Q916_4. How much do you trust the Domain Name industry compared to these other industries? 4. Software companies
291	237	Q916_5. How much do you trust the Domain Name industry compared to these other industries? 5. Computer hardware companies
292	238	Q917 Why do you trust the domain name industry more than these other industries?
299	239	Q919 Why do you trust the domain name industry less than these other industries?
303	240	Q1000. Which devices do you use to access the Internet?
304	241	Q1005. What is your experience with URL shorteners?
305	242	Q1010. Why haven't you used URL shorteners?
306	243	Q1015. Why do you use URL shorteners?
307	244	Q1020. What is your experience with QR codes?
308	245	Q1025. Why haven't you used QR codes?
309	246	Q1030. Why do you use QR codes?
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
314	251	Q1055_1. Which of these are the fastest, easiest and safest way to get to the website you want to buy from? 1. Safest
315	252	Q1055_2. Which of these are the fastest, easiest and safest way to get to the website you want to buy from? 2. Fastest
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
320	257	Q1140. Overall, how comfortable are you with each of the following online behaviors? SUMMARY TABLE OF TOP 2 BOX
321	258	Q1140. Overall, how comfortable are you with each of the following online behaviors? SUMMARY TABLE OF BOTTOM 2 BOX
322	259	Q1140_1. Overall, how comfortable are you with each of the following online behaviors? 1. Searching for information
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
324	261	Q1140_3. Overall, how comfortable are you with each of the following online behaviors? 3. Shopping online
325	262	Q1140_4. Overall, how comfortable are you with each of the following online behaviors? 4. Banking online
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
328	265	Q1145_1. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 1. Inputting your email address SUMMARY TABLE OF TOP 2 BOX
329	266	Q1145_1_1. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 1. Inputting your email address 1. .com
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
333	270	Q1145_2. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 2. Inputting your home address SUMMARY TABLE OF TOP 2 BOX
334	271	Q1145_2_1. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 2. Inputting your home address 1. .com
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
336	273	Q1145_2_3. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 2. Inputting your home address 3. .club or .bank
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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340	277	Q1145_3_2. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 3. Inputting your telephone number 2. gTLDs
341	278	Q1145_3_3. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 3. Inputting your telephone number 3. .club or .bank
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
343	280	Q1145_4. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 4. Inputting financial information (like a credit card or bank account number) SUMMARY TABLE OF TOP 2 BOX
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
346	283	Q1145_4_3. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 4. Inputting financial information (like a credit card or bank account number) 3. .club or .bank
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
348	285	Q1145_5. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 5. Inputting an ID number like a social security number, passport or government ID number SUMMARY TABLE OF TOP 2 BOX
349	286	Q1145_5_1. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 5. Inputting an ID number like a social security number, passport or government ID number 1. .com
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
357	294	Q1100a. How would you describe your familiarity with each of the following abusive internet behaviors? SUMMARY TABLE OF TOP 2 BOX
358	295	Q1100a. How would you describe your familiarity with each of the following abusive internet behaviors? SUMMARY TABLE OF BOTTOM 2 BOX

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359	296	Q1100a_1. How would you describe your familiarity with each of the following abusive internet behaviors? 1. Phishing - The attempt to acquire sensitive information such as usernames, passwords, and credit card details by masquerading as a trustworthy entity in electronic communication.
360	297	Q1100a_2. How would you describe your familiarity with each of the following abusive internet behaviors? 2. Spamming - The use of electronic messaging systems to send unsolicited messages.
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.
364	301	Q1105. What do you think are the source(s) for each type of abusive Internet behavior? SUMMARY TABLE OF ORGANIZED GROUPS
365	302	Q1105. What do you think are the source(s) for each type of abusive Internet behavior? SUMMARY TABLE OF INDIVIDUALS
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
368	305	Q1105_3. What do you think are the source(s) for each type of abusive Internet behavior? 3. Cyber squatting
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
372	309	Q1117. How common do you feel each type of abusive Internet behavior is? SUMMARY TABLE OF BOTTOM 2 BOX
373	310	Q1117_1. How common do you feel each type of abusive Internet behavior is? 1. Phishing
374	311	Q1117_2. How common do you feel each type of abusive Internet behavior is? 2. Spamming
375	312	Q1117_3. How common do you feel each type of abusive Internet behavior is? 3. Cyber squatting
376	313	Q1117_4. How common do you feel each type of abusive Internet behavior is? 4. Stolen credentials
377	314	Q1117_5. How common do you feel each type of abusive Internet behavior is? 5. Malware
378	315	Q1121. Have you ever been affected by any of these types of abusive Internet behaviors? SUMMARY TABLE OF YES
379	316	Q1121_1. Have you ever been affected by any of these types of abusive Internet behaviors? 1. Phishing
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
384	321	Q1126. How scared are you of each of the following? SUMMARY TABLE OF TOP 2 BOX
385	322	Q1126. How scared are you of each of the following? SUMMARY TABLE OF BOTTOM 2 BOX
386	323	Q1126_1. How scared are you of each of the following? 1. Phishing
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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391	328	Q1130_1. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors? 1. Phishing
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?
414	335	Q320. U.S. Region-Harris Interactive Definition.
415	336	Q437. What is the highest level of education you have completed or the highest degree you have received?
416	337	Q437. What is the highest level of education you have completed or the highest degree you have received?
420	338	Q410. Which one of the following best describes your employment status?
421	339	Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?
429	340	Q485. Racial Background.
431	341	Q364. What is your marital status?
432	342	QTEENINTUSE. Overall, how often do you use the Internet?
433	343	QARREG. In which region do you currently reside?
434	344	QKRINC. Which of the following income categories best describes your total 2015 household income before taxes?
435	345	QKRBUY. In the past 12 months, did you purchase any products or services over the Internet?
436	346	QKRREG1. In which region do you currently reside?
438	347	QKRREG2. REGION CLASSIFICATION
439	348	QINED. What is the highest level of education/literacy you have completed/obtained or the highest degree you have received?
440	349	QININC2. Which of the following income categories best describes your total 2015 household income before taxes?
441	350	QINSUB. Which of the following best describes the area in which you live?
442	351	QINBUY. In the past month, did you purchase any products or services over the Internet?
443	352	QINREG1. In which division do you currently reside?
446	353	QINREG2. STATE SIZE CLASSIFICATION
447	354	Q1500. In which province do you currently reside?
450	355	Q1502. REGION CLASSIFICATION
451	356	Q1580. What is your marital status?
452	357	Q1503. In which state do you currently reside?
455	358	Q1504. STATE CLASSIFICATION
456	359	Q1585. Do you consider yourself...?
457	360	Q1505. In which governorate do you currently reside?
459	361	Q1506. REGION CLASSIFICATION
460	362	Q4005. Which of the following income categories best describes your total 2015 household income before taxes?
461	363	QCOREG2. In which region do you live?
462	364	Q4010. What is your current education level?
464	365	Q4015. What is your current occupation?
466	366	Q4021. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Household Income
467	367	Q4022. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Household Expenditure
468	368	Q4023. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Personal Income
469	369	Q4024. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Personal Expenditure
470	370	Q4025. SOCIO ECONOMIC CLASSIFICATION
471	371	Q4027. In what region do you live?
472	372	Q4030. What is your highest educational attainment?
473	373	Q4035. At the present time, what is your occupation?
474	374	Q4036. Please select the area in which you live?
476	375	Q1507. What is the highest level of education you have completed or the highest degree you have received?
477	376	QBRREG1. In which state do you currently reside?

<u>Page</u>	<u>Table</u>	<u>Title</u>
479	377	QBRREG2. REGION CLASSIFICATION
480	378	Q1538. What is the highest level of education you have completed or the highest degree you have received?
481	379	QMXREG. In which state do you currently reside?
483	380	Q1574. What is the highest level of education you have completed or the highest degree you have received?
484	381	QTRED. What is the highest level of education you have completed or the highest degree you have received?
485	382	QCOED. What was the last year of schooling that you completed?
486	383	QIDED. What is the highest level of education you have completed or the highest degree you have received?
487	384	QJPED. What is the highest level of education you have completed or the highest degree you have received?
488	385	QNGED. What is the highest level of education you have completed or the highest degree you have received?
489	386	QPLED. What is the highest level of education you have completed or the highest degree you have received?
490	387	QRUED. What is the highest level of education you have completed or the highest degree you have received?
491	388	QKRED. What is the highest level of education you have completed or the highest degree you have received?
492	389	QBRINC. Which of the following income categories best describes your total 2015 household income before taxes?
493	390	QCNINC. Which of the following income categories best describes your total monthly household income before taxes?
494	391	QZAREG. In which region do you currently reside?
495	392	Banner * Banner