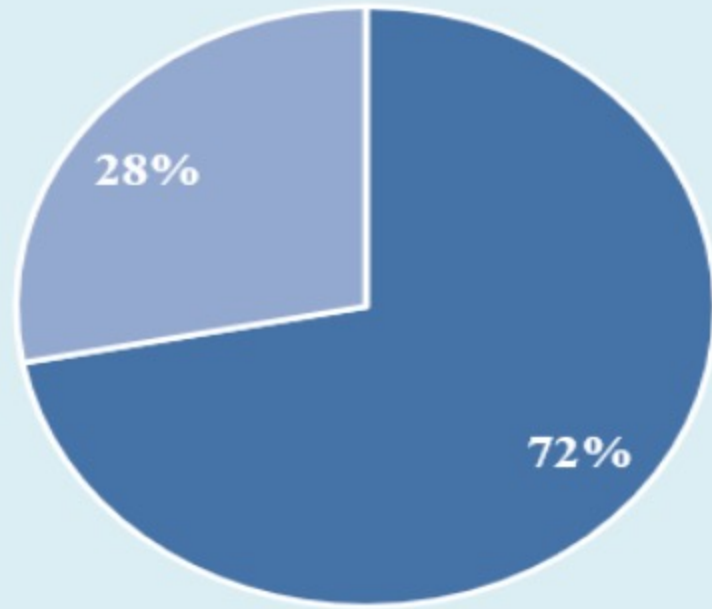


# Demand Side of IDNs

A Survey Of End Users in Hindi Speaking India

## Internet Usage

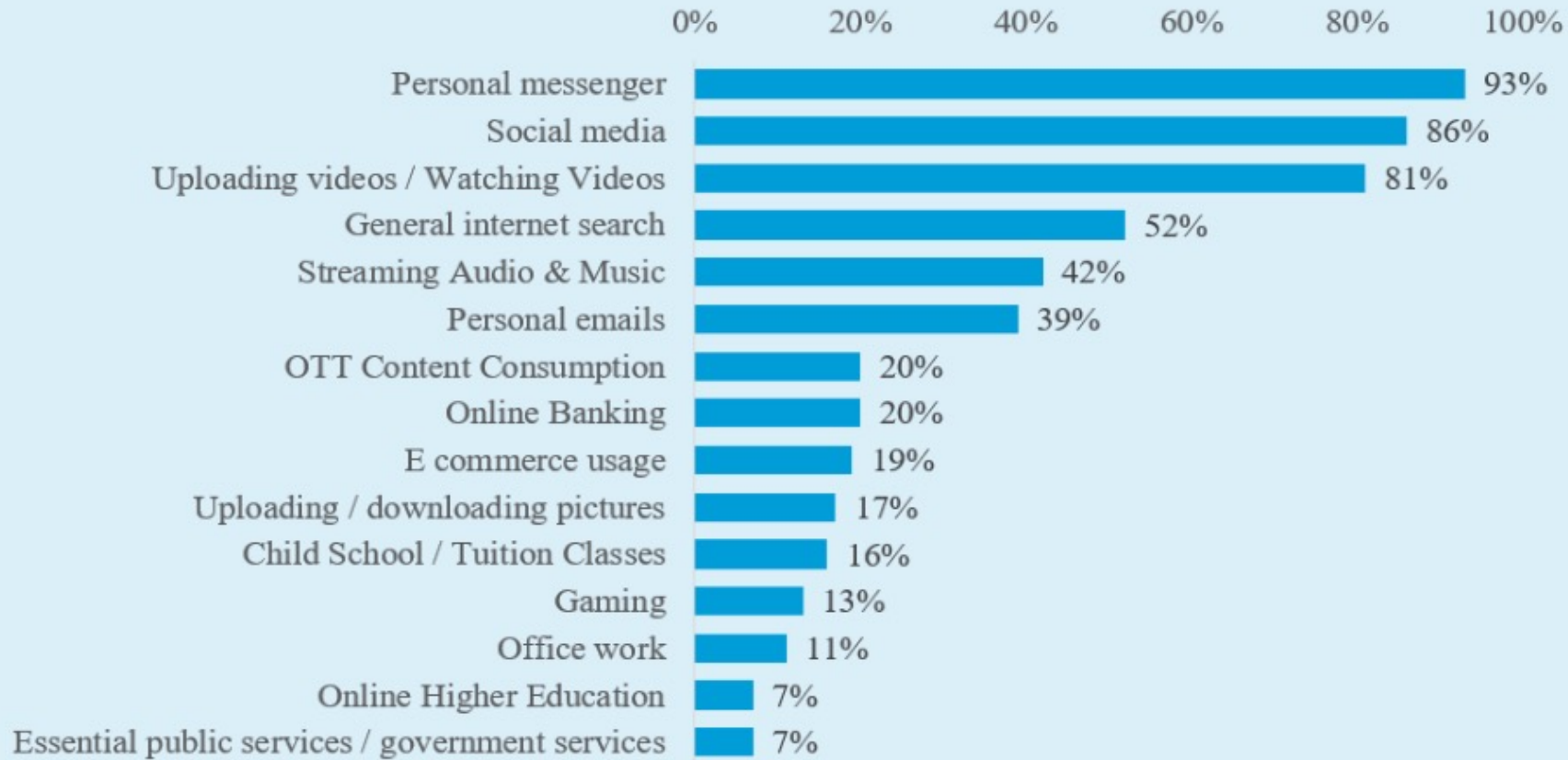


■ Internet Users   ■ Internet Non Users

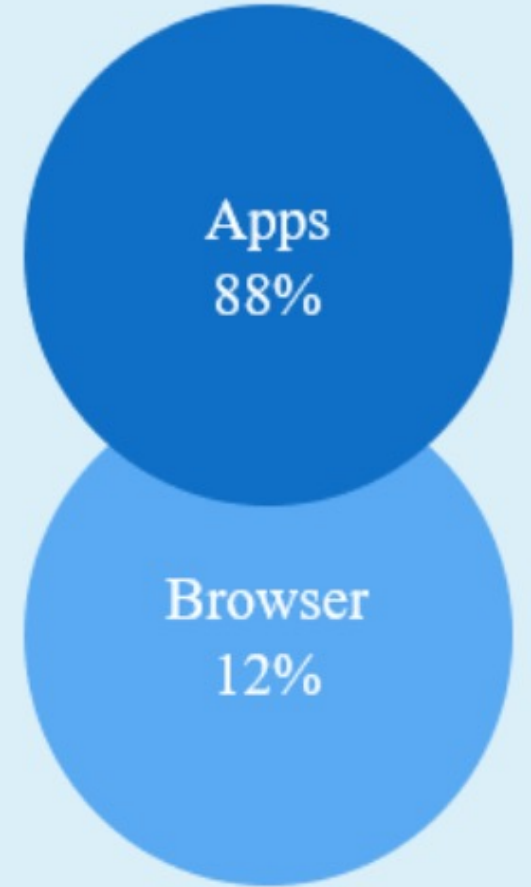
Q. Do you use the internet?

*Base – 6193 (All), Confidence Level 99% @ +/-1.6% margin of Error*

## Usage of Internet



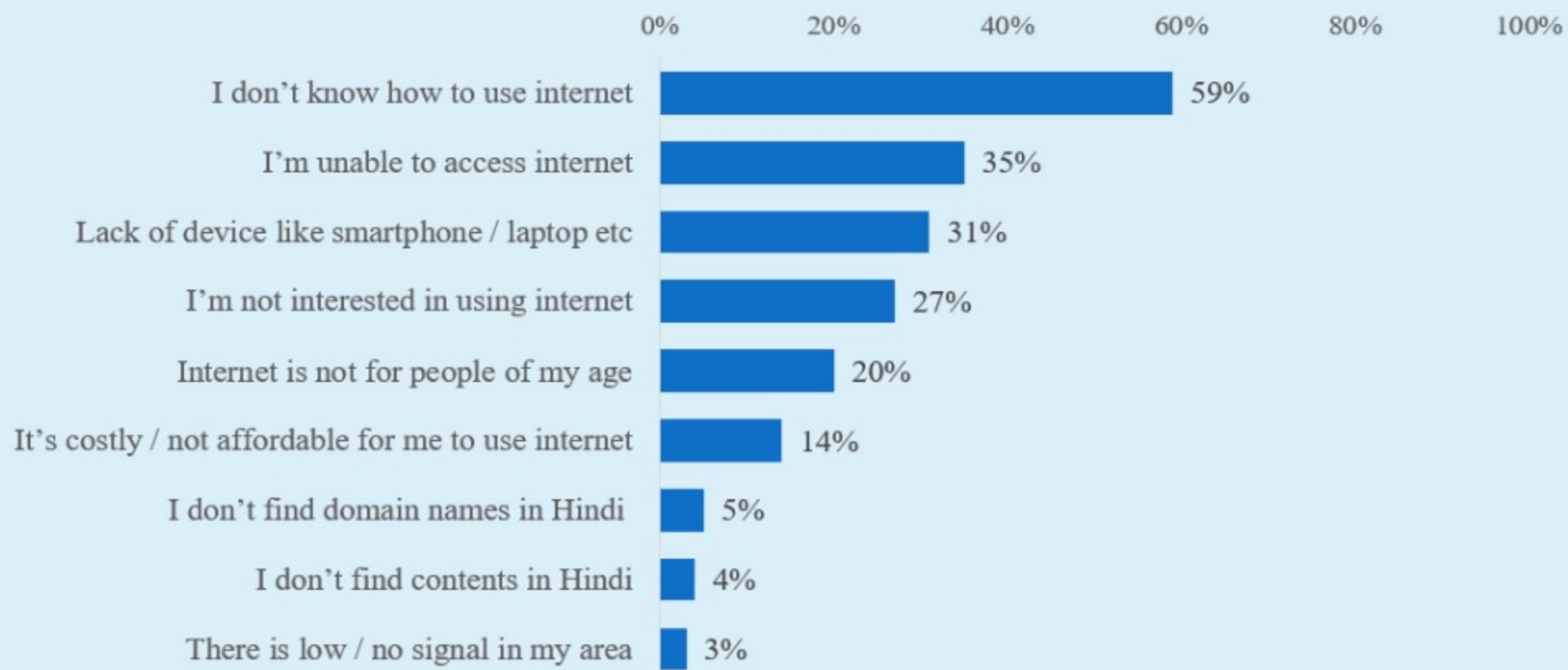
Q. What do you currently use the internet for?



Q. What do you use more often?

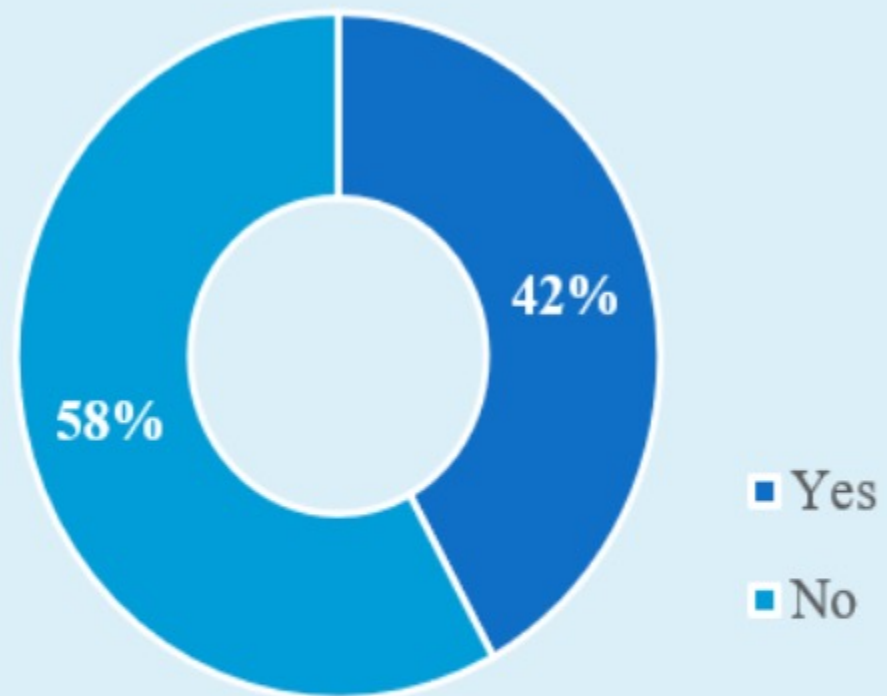
Base – 4449 (Internet Users), Confidence Level 99% (@ ±1.9% margin of Error)

### Reasons for not using internet



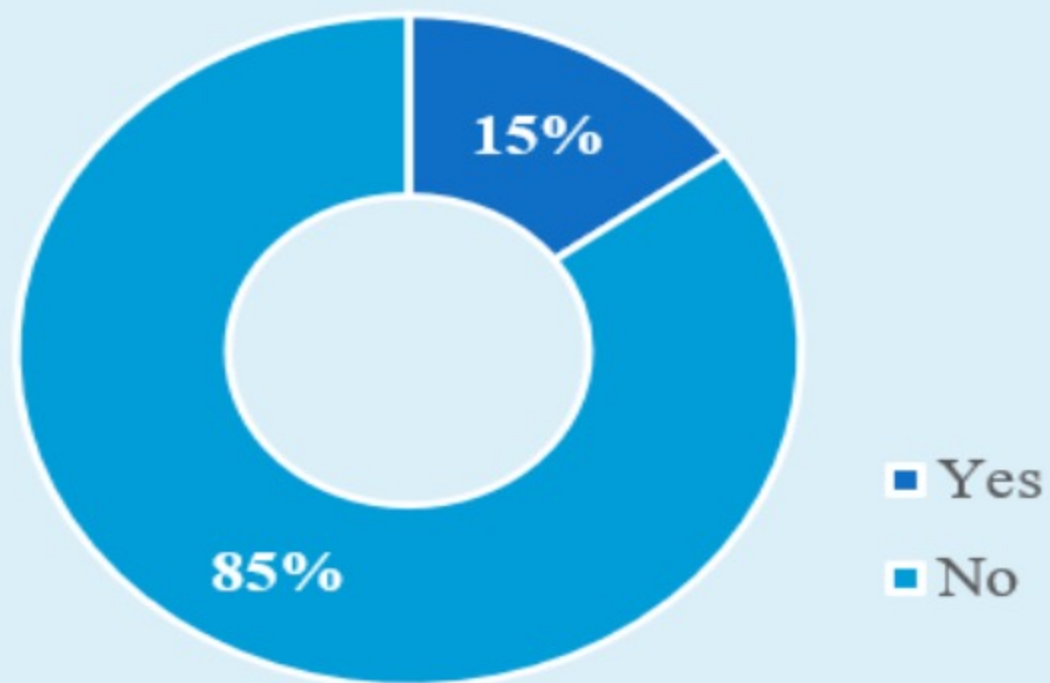
Q. What are the reasons for not using the internet?

Base – 1744 (Non- Users of Internet), Confidence Level 99% @ +-3% margin of Error



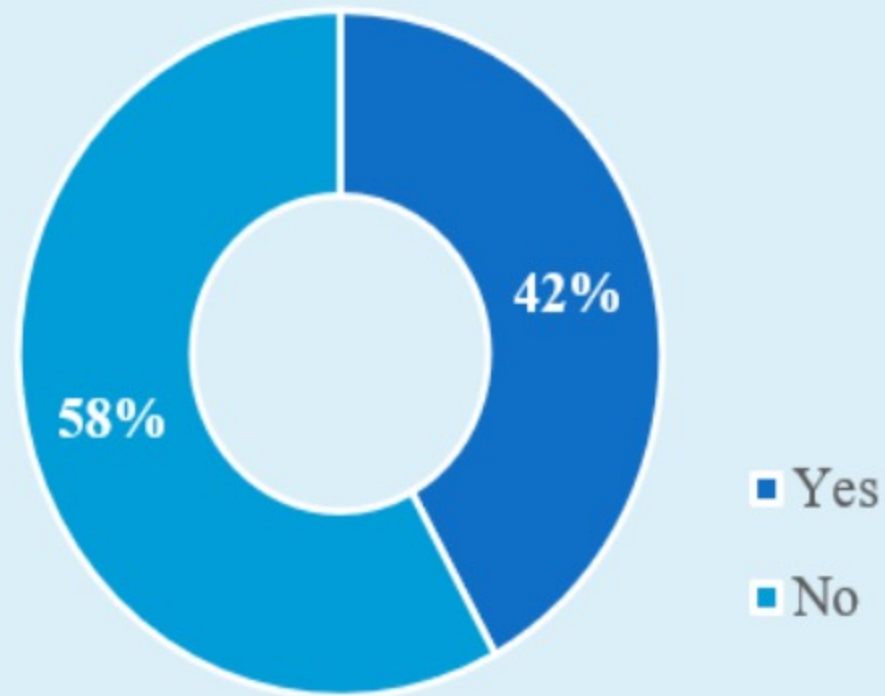
Q. Do you find it difficult to access the internet due to lack of Hindi domain names written in Devanagari script?

*Base – 4449 (Internet Users), Confidence Level 99% @  $\pm 1.9\%$  margin of Error*



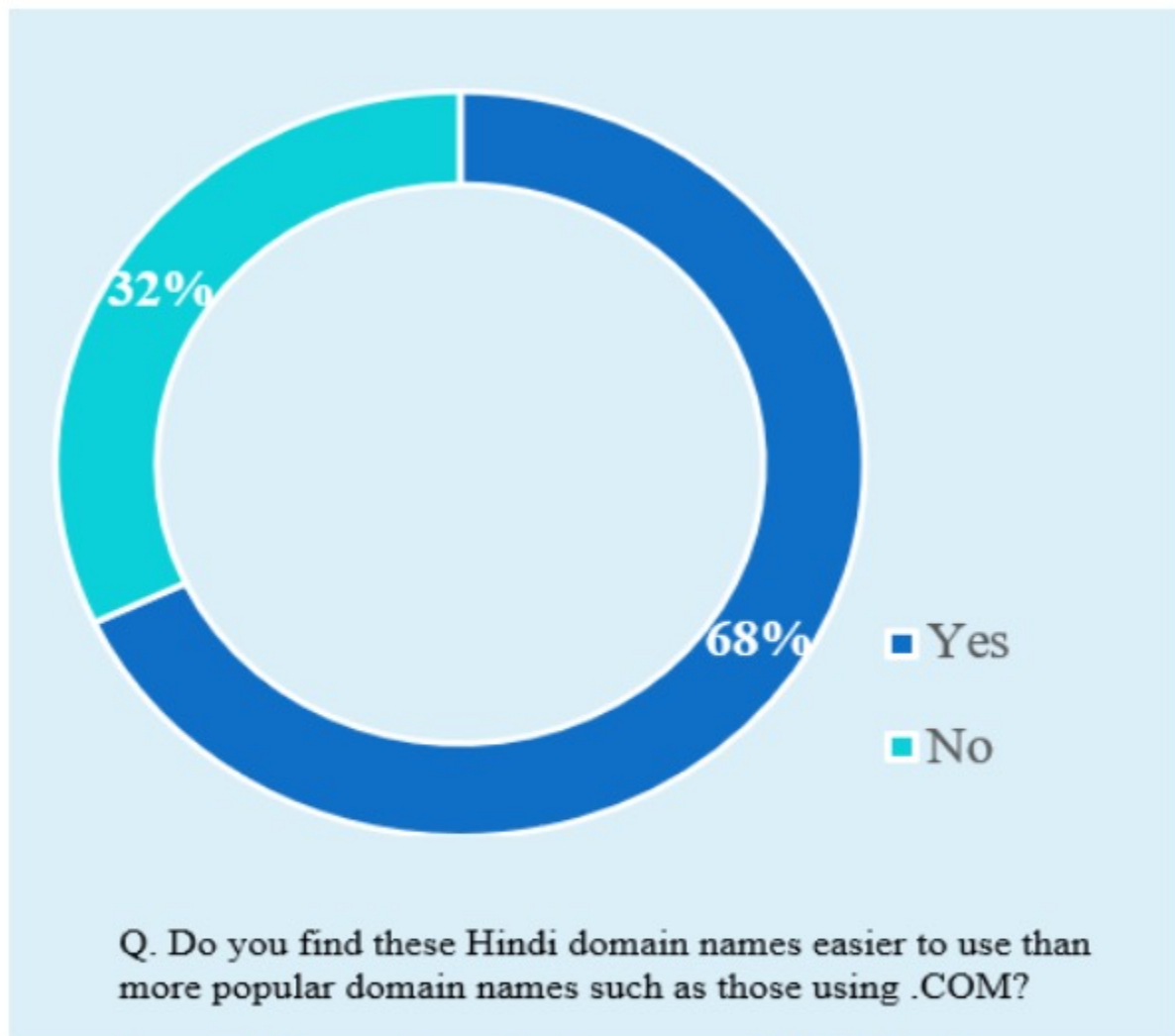
**Q. Have you ever seen Hindi domain names written in Devanagari script?**

*Base – 4449 (Internet Users), Confidence Level 99% @  $\pm 1.9\%$  margin of Error*



Q. Do you find it difficult to access the internet due to lack of Hindi domain names written in Devanagari script?

*Base – 4449 (Internet Users), Confidence Level 99% @ +/-1.9% margin of Error*



*Base – 532 Internet Users who have ever used Hindi domain names,  
Confidence Level 95% @ +/-4.1% margin of Error*