J45961a ICANN Global Consumer Survey Outline 1/27/16

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

<table>
<thead>
<tr>
<th>Landing Page Title</th>
<th>[Tell us your thoughts on website domain names]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job no (Q19)</td>
<td>[J45961a]</td>
</tr>
<tr>
<td>LOI for ISQ section (Q229/1)</td>
<td>(15) (minutes)</td>
</tr>
</tbody>
</table>

Sample source (Q75)
Default is 990. Only add code(s) here if you have sample not coming through the router. Please refer to the ppr site for a list of codes.

<table>
<thead>
<tr>
<th></th>
<th>HPOL</th>
<th>Toluna</th>
<th>AIP</th>
<th>Empanel</th>
<th>Routed Non-HPOL sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>990</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q75/990 Survey Router Federated</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Hi/points in the survey (Q77) (NOTE: HPOL ONLY)
In case of non-standard logic, please specify updated conditions here.
Similarly, update values and logic if additional points amounts.

<table>
<thead>
<tr>
<th></th>
<th>100</th>
<th>15</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>[For Qualified (Q99/1)]</td>
<td>[All Others]</td>
</tr>
</tbody>
</table>

Digital Fingerprinting (Q9432)
If not using any type of DF, please change to OFF.

<table>
<thead>
<tr>
<th></th>
<th>On</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Terminate DF</td>
</tr>
</tbody>
</table>

Termination based on Digital Fingerprinting and Fraud Score
By default, surveys will terminate any respondents who fail both of these tests. This is mandatory for HPOL sample. For client sample or vendor sample, the termination of DF or Fraud Score can be turned off if desired.
To turn off termination based on DF or Fraud Score, indicate “Do Not Terminate DF” or “Do Not Terminate Fraud Score.”

Mode of survey (Q148/Q149)
Modes for which the survey is designed, please indicate yes.

<table>
<thead>
<tr>
<th></th>
<th>1 - Web</th>
<th>2 - CATI/COW</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td></td>
</tr>
</tbody>
</table>

Thank You Pages
In case of custom thank you page needs, change to “Custom” and indicate at the end of the QNR the custom wording needs.

<table>
<thead>
<tr>
<th></th>
<th>Standard</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Other notes OR use for client summary
Ex: [PN: DISPLAY NOT SURE AND REFUSED FOR PHONE/F2F ONLY UNLESS OTHERWISE NOTED]

<table>
<thead>
<tr>
<th></th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**SECTION 600: SAMPLE PRELOAD AND SCREENING QUESTIONS**

**BASE:** ALL RESPONDENTS

**Q616 – HIDDEN QUESTION (PRELOAD FOR COUNTRY)**

<table>
<thead>
<tr>
<th>Country</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>244</td>
</tr>
<tr>
<td>Canada</td>
<td>42</td>
</tr>
<tr>
<td>Mexico</td>
<td>157</td>
</tr>
<tr>
<td>Italy</td>
<td>123</td>
</tr>
<tr>
<td>Turkey</td>
<td>235</td>
</tr>
<tr>
<td>Spain</td>
<td>215</td>
</tr>
<tr>
<td>Poland</td>
<td>189</td>
</tr>
<tr>
<td>UK</td>
<td>243</td>
</tr>
<tr>
<td>France</td>
<td>76</td>
</tr>
<tr>
<td>Germany</td>
<td>85</td>
</tr>
<tr>
<td>China</td>
<td>48</td>
</tr>
<tr>
<td>Vietnam</td>
<td>249</td>
</tr>
<tr>
<td>Philippines</td>
<td>187</td>
</tr>
<tr>
<td>Japan</td>
<td>126</td>
</tr>
<tr>
<td>South Korea</td>
<td>214</td>
</tr>
<tr>
<td>Russia</td>
<td>196</td>
</tr>
<tr>
<td>India</td>
<td>116</td>
</tr>
<tr>
<td>Indonesia</td>
<td>117</td>
</tr>
<tr>
<td>Nigeria</td>
<td>174</td>
</tr>
<tr>
<td>South Africa</td>
<td>193</td>
</tr>
<tr>
<td>Egypt</td>
<td>66</td>
</tr>
<tr>
<td>Colombia</td>
<td>51</td>
</tr>
<tr>
<td>Argentina</td>
<td>10</td>
</tr>
<tr>
<td>Brazil</td>
<td>33</td>
</tr>
<tr>
<td>[BLANK]</td>
<td>22</td>
</tr>
</tbody>
</table>
Q620 – HIDDEN QUESTION (PRELOAD FOR LANGUAGE)

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

Q149 FORMAL SURVEY MODE  
[PROGRAMMER NOTE: CAPTURE CURRENT/FINAL MODE OF SURVEY]

WEB  
CATI-COW

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

First we would like to ask some classification questions so that we can customize the survey for you.

In which country or region do you currently reside?

[PROGRAMMER: DISPLAY CODES IN ALPHABETICAL ORDER]

Q268 Are you...?

1. Male  
2. Female

Commented [EA1]: Should we add "prefer not to say" and "other"? How does Nielsen handle this in other surveys?
BASE: ALL RESPONDENTS
Q270 In what year were you born? Please enter your response as a four-digit number (for example, 1977).
   [RANGE: 1900 TO CURRENT YEAR-6]
   |__|__|__|__|
BASE: ALL RESPONDENTS
Q280 [HIDDEN QUESTION - FINAL AGE FOR SURVEY LOGIC AND/OR QUOTAS]

(Note: Consumer Questionnaire only)

BASE: ALL RESPONDENTS
Q600 How many hours per week do you spend using the Internet?

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

BASE: ALL RESPONDENTS
Q625 HIDDEN QUESTION TO DETERMINE QUALIFICATION STATUS
GET CODE 1 (QUALIFIED) IF:
   • Age 18+ (Q280/18+)
   • Lives in US, Canada, Mexico, Italy, Turkey, Spain, Poland, UK, France, Germany, China, Vietnam, Philippines, Japan, South Korea, Russia, India, Indonesia, Nigeria, South Africa, Egypt, Colombia, Argentina or Brazil (Q264/244, 42, 157, 235, 215, 189, 243, 76, 85, 48, 249, 187, 126, 214, 196, 116, 117, 174, 193, 66, 51, 10, or 33)
   • Spends 5 or more hours per week using the internet (Q600/3-6)
GET CODE 2 FOR ALL OTHERS
1. QUALIFIED
2. NOT QUALIFIED

BASE: ALL QUALIFIED (Q625/1)
Q630 QUOTA CHECK (DOES NOT APPEAR ON SCREEN)
CHECK QUOTA AT Q660

1 QUOTA CELL CLOSED
2 QUOTA CELL OPEN
3 QUOTA CELL NOT FOUND
## BASE: ALL QUALIFIED (Q625/1 AND Q630/2-3)

### Country Quotas

<table>
<thead>
<tr>
<th>Country</th>
<th>Quota Details</th>
<th>Quota</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>(Q264/244 AND Q625/1)</td>
<td>500</td>
</tr>
<tr>
<td>Canada</td>
<td>(Q264/42 AND Q625/1)</td>
<td>200</td>
</tr>
<tr>
<td>Mexico</td>
<td>(Q264/157 AND Q625/1)</td>
<td>200</td>
</tr>
<tr>
<td>Italy</td>
<td>(Q264/123 AND Q625/1)</td>
<td>100</td>
</tr>
<tr>
<td>Turkey</td>
<td>(Q264/235 AND Q625/1)</td>
<td>100</td>
</tr>
<tr>
<td>Spain</td>
<td>(Q264/215 AND Q625/1)</td>
<td>100</td>
</tr>
<tr>
<td>Poland</td>
<td>(Q264/189 AND Q625/1)</td>
<td>100</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>(Q264/243 AND Q625/1)</td>
<td>200</td>
</tr>
<tr>
<td>France</td>
<td>(Q264/76 AND Q625/1)</td>
<td>200</td>
</tr>
<tr>
<td>Germany</td>
<td>(Q264/85 AND Q625/1)</td>
<td>250</td>
</tr>
<tr>
<td>China</td>
<td>(Q264/48 AND Q625/1)</td>
<td>1100</td>
</tr>
<tr>
<td>Vietnam</td>
<td>(Q264/249 AND Q625/1)</td>
<td>100</td>
</tr>
<tr>
<td>Philippines</td>
<td>(Q264/187 AND Q625/1)</td>
<td>200</td>
</tr>
<tr>
<td>Japan</td>
<td>(Q264/126 AND Q625/1)</td>
<td>350</td>
</tr>
<tr>
<td>South Korea</td>
<td>(Q264/214 AND Q625/1)</td>
<td>200</td>
</tr>
<tr>
<td>Russia</td>
<td>(Q264/196 AND Q625/1)</td>
<td>250</td>
</tr>
<tr>
<td>Indonesia</td>
<td>(Q264/117 AND Q625/1)</td>
<td>200</td>
</tr>
<tr>
<td>Nigeria</td>
<td>(Q264/174 AND Q625/1)</td>
<td>200</td>
</tr>
<tr>
<td>South Africa</td>
<td>(Q264/193 AND Q625/1)</td>
<td>100</td>
</tr>
<tr>
<td>Egypt</td>
<td>(Q264/66 AND Q625/1)</td>
<td>100</td>
</tr>
<tr>
<td>Colombia</td>
<td>(Q264/51 AND Q625/1)</td>
<td>100</td>
</tr>
<tr>
<td>Argentina</td>
<td>(Q264/10 AND Q625/1)</td>
<td>100</td>
</tr>
<tr>
<td>Brazil</td>
<td>(Q264/33 AND Q625/1)</td>
<td>350</td>
</tr>
</tbody>
</table>

**Commented [EA6]:** How are quota numbers determined? What's the statistical power of the samples relevant to the Internet populations in each country (particularly for the relatively low quota sizes)?
BASE: QUALIFIED (Q640/1-24)

Q645  QUOTA CHECK (DOES NOT APPEAR ON SCREEN)

CHECK QUOTA AT Q670

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

BASE: ALL RESPONDENTS

Q98  END OF SCREENER DISPOSITION STATUS OF RESPONDENT

<table>
<thead>
<tr>
<th>QMS Over quota</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Screener Not Qualified #1 Under Age</td>
<td>25</td>
</tr>
<tr>
<td>Screener Not Qualified #4 AGE/NE 18+</td>
<td>28</td>
</tr>
<tr>
<td>Screener Not Qualified #2 Not US, CA, MX, IT, TU, SP, PO, UK, FR, DE, CH, VI, PH, JA, SK, RU, IN, NL, SA, EG, CO, AR, BR</td>
<td>26</td>
</tr>
<tr>
<td>Screener Not Qualified #3 Less than 5 hours in Internet (Q600/1-2,7)</td>
<td>27</td>
</tr>
</tbody>
</table>
<font color="red">Dispo term not specified</font> | 98 |
| COMPLETE             | 99 |
| DF Fail              | 996 |
| Failed ISQ           | 998 |
| Fraud Score Failure  | 997 |

BASE: ALL RESPONDENTS

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

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

BASE: ALL QUALIFIED RESPONDENTS

Q605  Have you ever registered a domain name? Registration of a domain name typically requires providing your personal or business information and paying a fee

1 Yes
2 No

BASE: IF HAVEN'T REGISTERED A DOMAIN NAME

Q610  Do you plan to register a domain name in the next 6-12 months?

1 Yes
2 No

Commented [EA7]: Can we include a better explanation of this? An expectation among group that a reasonable number of both false positives and false negatives without a better explanation of what it means to register a domain name. (At a minimum, can we clarify what a domain name is as part of this question or earlier?)

Commented [EA8R7]: Add a better explanation. Work w/Nielsen on this.
BASE: IF PLAN TO REGISTER A DOMAIN NAME (Q610/1)
Q615 For what purpose do you plan to register a domain name? Select all that apply.

- Business use
- Personal use
- For use by an educational institution/group
- Non-profit group
- Other

SECTION 2: UNDERSTANDING OF/EXPERIENCE WITH LEGACY GTLDS

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q701 As you are probably aware, website domain names can have different suffixes or extensions. For example, some domain names end with .com, while other common extensions are .org or .net. For the website [INSERT WEBSITE FOR REGION], “[INSERT SECOND LEVEL DOMAIN FOR REGION]” is the domain name and “[INSERT TLD FOR REGION]” is the domain name extension.

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

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

Commented [EA9]: Perhaps add “political group?”
Which of the following domain name extensions, if any, have you heard of? Please select all that apply.

MASTER LEGACY gTLD LIST:
MULTIPLE RESPONSE

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

Commented [EA10]: For questions 700, 705, 710, 720, 725 and 765 it is important to add .eu to the list of ccTLD recognition for respondents from Italy, Spain, Poland, U.K., France and Germany. It is the EU-wide ccTLD which residents in those EU countries should also recognize and/or use in addition to or instead of their national ccTLD.

Further for the questions regarding .berlin these should not be limited to respondents from Germany but as with London extended to the other European respondents as mentioned above.

Commented [EA11R10]: This list does not include certain legacy gTLDs (e.g., .travel, .jobs, .post). What is the reasoning behind including only some of these legacy gTLDs? Is this list intended to be illustrative rather than comprehensive?
BASE: HAS HEARD OF EXTENSIONS Q99/1 AND Q700/1-34

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

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

1. .biz
2. .com
3. .info
4. .mobi
5. .net
6. .org
7. .tel
8. .asia
9. .pro
10. .coop

[CHINA ONLY] .cn
[VIETNAM ONLY] .vn
[JAPAN ONLY] .jp
[SOUTH KOREA ONLY] .kr
[RUSSIA ONLY] .ru
[INDIA ONLY] .in
[INDONESIA ONLY] .id
[NIGERIA ONLY] .ng
[SOUTH AFRICA ONLY] .za
[EGYPT ONLY] .eg
[COLOMBIA ONLY] .co
[ARGENTINA ONLY] .ar
[BRAZIL ONLY] .br
[ITALY ONLY] .it
[SPAIN ONLY] .es
[POLAND ONLY] .pl
[UNITED KINGDOM ONLY] .uk
[FRANCE ONLY] .fr
[GERMANY ONLY] .de
[UNITED STATES ONLY] .us
[CANADA ONLY] .ca
[MEXICO ONLY] .mx

99 None of these above [PN: ALWAYS DISPLAY. ANCHOR, EXCLUSIVE]
Q710 How likely are you to visit websites with the following domain name extensions in the next 6 months?

[SHOW CODES IN SAME ORDER AS Q700]
[REPEAT SCALE AT THE BOTTOM OF THE GRID]

Q711
1. .biz
2. .com
3. .info
4. .mobi
5. .net
6. .org
7. .tel
8. .asia
9. .pro
10. .coop
11. [CHINA ONLY] .cn
12. [VIETNAM ONLY] .vn
13. [PHILIPPINES ONLY] .ph
14. [JAPAN ONLY] .jp
15. [SOUTH KOREA ONLY] .kr
16. [RUSSIA ONLY] .ru
17. [INDIA ONLY] .in
18. [INDONESIA ONLY] .id
19. [NIGERIA ONLY] .ng
20. [SOUTH AFRICA ONLY] .za
21. [EGYPT ONLY] .eg
22. [COLOMBIA ONLY] .co
23. [ARGENTINA ONLY] .ar
24. [BRAZIL ONLY] .br
25. [ITALY ONLY] .it
26. [TURKEY ONLY] .tr
27. [SPAIN ONLY] .es
28. [POLAND ONLY] .pl
29. [UNITED KINGDOM ONLY] .uk
30. [FRANCE ONLY] .fr
31. [GERMANY ONLY] .de
32. [UNITED STATES ONLY] .us
33. [CANADA ONLY] .ca
34. [MEXICO ONLY] .mx

1. Very unlikely
2. Somewhat unlikely
3. Somewhat likely
4. Very likely
5. Not sure
What criteria or situations might make you decide to visit websites with a domain name extension you have not seen before?

What might make you avoid websites with certain domain name extensions?

If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

[REPEAT SCALE AT THE BOTTOM OF THE GRID]
**BASE: ALL QUALIFIED RESPONDENTS (Q99/1)**

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

<table>
<thead>
<tr>
<th>Trustworthiness</th>
<th>Domain Extensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very trustworthy</td>
<td>.com</td>
</tr>
<tr>
<td>Somewhat trustworthy</td>
<td>.net</td>
</tr>
<tr>
<td>Not very trustworthy</td>
<td>.info</td>
</tr>
<tr>
<td>Not at all trustworthy</td>
<td>.org</td>
</tr>
<tr>
<td></td>
<td>[CHINA ONLY] .cn</td>
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<tr>
<td></td>
<td>[VIETNAM ONLY] .vn</td>
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<td></td>
<td>[PHILIPPINES ONLY] .ph</td>
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<td></td>
<td>[JAPAN ONLY] .jp</td>
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<td></td>
<td>[SOUTH KOREA ONLY] .kr</td>
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<tr>
<td></td>
<td>[RUSSIA ONLY] .ru</td>
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<tr>
<td></td>
<td>[INDIA ONLY] .in</td>
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<td></td>
<td>[INDONESIA ONLY] .id</td>
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<td></td>
<td>[NIGERIA ONLY] .ng</td>
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<td>[SOUTH AFRICA ONLY] .za</td>
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<td>[EGYPT ONLY] .eg</td>
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<td></td>
<td>[COLOMBIA ONLY] .co</td>
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<td></td>
<td>[ARGENTINA ONLY] .ar</td>
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<td></td>
<td>[BRAZIL ONLY] .br</td>
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<td></td>
<td>[ITALY ONLY] .it</td>
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<td>[TURKEY ONLY] .tr</td>
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<td></td>
<td>[SPAIN ONLY] .es</td>
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<td>[POLAND ONLY] .pl</td>
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<td>[UNITED KINGDOM ONLY] .uk</td>
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<td>[GERMANY ONLY] .de</td>
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<td></td>
<td>[UNITED STATES ONLY] .us</td>
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<td></td>
<td>[CANADA ONLY] .ca</td>
</tr>
<tr>
<td></td>
<td>[MEXICO ONLY] .mx</td>
</tr>
</tbody>
</table>

Commented [EA16]: Why do we include the 2000-round TLDs in previous questions but not in this one? i.e. TEL, ASIA, PRO, COOP

Commented [EA17]: “Trustworthy” can mean different things to different folks. What do we want to measure here? Perhaps questions asking about specific behavior would be more useful. Such as: How likely would you be to provide a website with the following domain extension with your: 1) address; 2) phone number; 3) credit card or financial account information; 4) DOB, SS, or gov’t ID #; 5) email address; etc.)
Q727  Thinking about an extension that you felt was more trustworthy, what about that domain name extension makes it seem trustworthy? 

[MANDATORY TEXT BOX]

Q730  To the best of your knowledge, why do websites have different extensions? 

[MANDATORY TEXT BOX]

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

RANDOMIZE
MULTIPLE RESPONSE

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

[PN: DISPLAY Q753 AND Q755 ON THE SAME SCREEN]
What we have been describing as domain name extensions are officially known as **generic top-level domains**, or **gTLDs** for short. For example, .com, .net and .org are all gTLDs.

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

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Does not describe at all</td>
<td>Does not describe very well</td>
<td>Describes somewhat well</td>
<td>Describes very well</td>
</tr>
</tbody>
</table>

Innovative
Cutting edge
Extreme
Trustworthy
Unconventional
Practical
Technical
Confusing
Overwhelming
Useful
For people like me
Interesting
Exciting
Helpful
Informative

Commented [EA19]: Is there a reason we do this transition midway through the survey?

Commented [EA20]: Not sure how this will be interpreted/defined.
BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q765 What are your expectations about restrictions on purchasing gTLDs with the following extensions?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>No purchase restrictions should be required</td>
</tr>
<tr>
<td>2</td>
<td>Some purchase restrictions should be required</td>
</tr>
<tr>
<td>3</td>
<td>Strict purchase restrictions should be required</td>
</tr>
</tbody>
</table>

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q767 We’d like to ask you another question about restrictions. Do you feel each of the following restrictions should be enforced?

1. Yes
2. No

1. Requirements for validated credentials related to the TLD (e.g., must be a licensed contractor to register a .BUILDER domain)
2. Requirements for local presence within a specific city, country, or region for a domain related to that place
3. Requirements for use of the name to be consistent with the meaning of the TLD (e.g., use of a .NET name must be for network operations purposes)

Commented [EA21]: I’m not certain that the average Joe or Jane will understand what is meant by “purchasing gTLDs.” Also, what is meant by “restrictions?” There is no context to help understand what is meant by this term.

Commented [EA22]: “Builder” is choice that would not raise the same level of concern as say “Bank” or “Pharmacy.” Consider adding examples that would relate to situations where the public provides sensitive information.
BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q770  Does having purchase restrictions or requirements on a particular gTLD make it...?

   ROTATE OPTIONS 1 AND 3

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

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q780  How do you determine whether a website is legitimate or not?

   [TEXT BOX]

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q785  Have you ever tried to identify who created a particular website?

   1  Yes
   2  No

BASE: TRIED TO IDENTIFY (Q785/1)
Q790  What did you use to try and figure this out?

   [TEXT BOX]
SECTION 3: UNDERSTANDING OF/EXPERIENCE WITH NEW GTLDS

[PN: DISPLAY Q801 AND Q800 ON THE SAME SCREEN]

**BASE: ALL QUALIFIED RESPONDENTS (Q99/1)**

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

**BASE: ALL QUALIFIED RESPONDENTS (Q99/1)**

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

**MASTER NEW TLD LIST:**

RANDOMIZE

MULTIPLE RESPONSE

1. email
2. photography
3. link
4. guru
5. realtor
6. club
7. xyz
8. top
9. win
10. science
11. party
12. click
13. space
14. loan
15. berlin [ONLY in Germany]
16. ovh [ONLY in Germany]
17. london [ONLY in Italy/Turkey/Spain/Poland/UK/France/Germany]
18. nyc [ONLY in US]
19. wang [ONLY IN CHINA]
20. xn—ses554g [Chinese for network address] [ONLY in China]
21. xn—55qx5d [Chinese for company] [ONLY in China]
22. I am not aware of any of these (ANCHOR)

**Commented [EA23]:** Should in include one geo TLD for each country, when applicable? Brazil for example has .br, and it is not listed here. The team would also like more details on how this list was constructed.

**Commented [EA24]:** Q800: This is where you certainly should include the IDNccTLDs - thought they have been around long enough that they should probably be included in the 700 range. There are also several cyrillic gTLDs that should be used for Russia. There are also several in France - .paris, .bzh, etc etc
Q805 Have you personally visited websites with any of the following new domain name extensions? Please select all that you recall having visited.

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

1. email
2. photography
3. link
4. guru
5. realtor
6. club
7. xyz
8. top
9. win
10. science
11. party
12. click
13. space
14. Ioan
15. berlin [ONLY in Germany]
16. ovh [ONLY in Germany]
17. london [ONLY in Italy/Turkey/Spain/Poland/UK/France/Germany]
18. nyc [ONLY in US]
19. wang [ONLY IN CHINA]
20. xn—ses554g (Chinese for network address) [ONLY in China]
21. xn—55qx5d (Chinese for company) [ONLY in China]
22. 99 None of the above (FN: ALWAYS SHOW, ANCHOR, EXCLUSIVE)

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

Q813

1. Wildanimalphotography.com
2. Wildanimal.photography
3. Wildanimal.photos
4. Wildanimalphotos.info

1. Very unlikely
2. Somewhat unlikely
3. Somewhat likely
4. Very likely
5. Not sure
BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q826 And if you were looking to buy a new camera, how likely would you be to visit each of the following?

Q827

1. Digitalcameras.com
2. Digital cameras
3. Digitalcameras.shop
4. Digitalcameras.(INSERT COUNTRY TLD)

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

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q828 If you were conducting an internet search for information on a topic, how much attention do you pay to the domain extension (e.g. .com or .info)?

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

BASE: IF PLAN TO REGISTER A DOMAIN NAME (Q610/1)

Q831 How likely would you be to register a domain with:

Q832

1. A common extension, like .com, .org, .info
2. A country specific extension like (INSERT LOCAL COUNTRY TLD)
3. A local extension like .nyc, .london, .paris, .tokyo
4. A topical extension like .photography, .realtor, .club, etc.

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

Commented [EA28]: We may also want to do a question in the form of "imagine you were looking for [something] in Berlin, and use .berlin as a fixed response for all of them" (obviously could do other geos, but it would be interesting to understand how people react to a geoTLD even if one isn’t available in their market).

Commented [EA29]: I suggest to change this according to country, when applicable.
Q823 Which of the following would be most important to you in determining which gTLD to register your domain name under?

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

Q825 Please rate the following gTLDs by how trustworthy you feel they are.

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

1. .email
2. .photography
3. .link
4. .guru
5. .realtor
6. .club
7. .xyz
8. .Berlin [ONLY in Germany]
9. .ovh [ONLY in Germany]
10. .London [ONLY in Italy/Turkey/Spain/Poland/UK/France/Germany]
11. .nyc [ONLY in US]
12. .wang [ONLY IN CHINA]
13. .xn--ses54g (Chinese for network address) [ONLY in China]
14. .xn--5qx5d (Chinese for company) [ONLY in China]

Q827 What about an unfamiliar domain name extension would make it feel trustworthy?

[MANDATORY TEXT BOX]

Q830 To the best of your knowledge, why have new gTLDs been created?

[MANDATORY TEXT BOX]
**BASE: REGISTRANTS (Q99/1 AND Q605/1)**

<table>
<thead>
<tr>
<th></th>
<th>How would you describe your satisfaction with the new gTLDs?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Very dissatisfied</td>
</tr>
<tr>
<td>2</td>
<td>Somewhat dissatisfied</td>
</tr>
<tr>
<td>3</td>
<td>Somewhat satisfied</td>
</tr>
<tr>
<td>4</td>
<td>Very satisfied</td>
</tr>
<tr>
<td>5</td>
<td>No experience with them</td>
</tr>
</tbody>
</table>

*Commented [EA32]:* Seems like a weird question, unless this is triggered from people who have registered/have considered registering one.
**BASE: All Qualified Respondents (Q99/1)**

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

**RANDOMIZE**

**MULTIPLE RESPONSE**

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

**BASE: All Qualified Respondents (Q99/1)**

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

<table>
<thead>
<tr>
<th></th>
<th>Does not describe at all</th>
<th>Does not describe very well</th>
<th>Describes somewhat well</th>
<th>Describes very well</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Innovative</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Cutting edge</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td><strong>Extreme</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Trustworthy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Unconventional</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Practical</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Technical</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Confusing</td>
<td></td>
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<tr>
<td>9</td>
<td>Overwhelming</td>
<td></td>
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<tr>
<td>10</td>
<td>Useful</td>
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</tr>
<tr>
<td>11</td>
<td>For people like me</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>12</td>
<td>Interesting</td>
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<tr>
<td>13</td>
<td>Exciting</td>
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<tr>
<td>14</td>
<td>Helpful</td>
<td></td>
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</tr>
<tr>
<td>15</td>
<td>Informative</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

**Commented [EA33]:** Again, a strange choice of word.
Do you expect there to be restrictions on purchasing the following new gTLDs?

<table>
<thead>
<tr>
<th>1</th>
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</tr>
</thead>
<tbody>
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</tbody>
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1. .email
2. .photography
3. .link
4. .guru
5. .realtor
6. .club
7. .xyz
8. .berlin [ONLY in Germany]
9. .ovh [ONLY in Germany]
10. .london [ONLY in Italy/Turkey/Spain/Poland/UK/France/Germany]
11. .nyc [ONLY in US]
12. .wang [ONLY IN CHINA]
13. .xn—ses554g [Chinese for network address] [ONLY in China]
14. .xn—55qx5d [Chinese for company] [ONLY in China]

Commented [EA34]: Seems weird that we don't have a TLD that registrants might strongly associate with a restriction (.realtor probably qualifies, but it's a US-only thing)

Commented [EA35]: Consider adding examples. At least this follows prior questions which did provide more context.
SECTION 4: TRUST/EXPERIENCE WITH THE DOMAIN NAME SYSTEM

[PN: DISPLAY Q901 AND Q900 ON THE SAME SCREEN IF Q905 AND Q910 ARE GOING TO BE DISPLAYED]

BASE: ALL QUALIFIED RESPONDENTS (Q99/1 AND Q605/1)
Q901 Now a few questions about the process for registering a domain name.

[PN: Q901 NEEDS TO DISPLAYED ON THE SAME SCREEN WITH Q910 IF Q900 AND Q905 ARE NOT DISPLAYED]

BASE: REGISTRANTS (Q99/1 AND Q605/1)
Q900 How would you describe the processing of registering a domain?

1 Very difficult
2 Somewhat difficult
3 Somewhat easy
4 Very easy

BASE: REGISTRANTS (Q99/1 AND Q605/1)
Q905 What, if anything, would you change about the domain name purchase process? Please select all that apply.

RANDOMIZE

1 Make it less complicated
2 Make it quicker
3 Make it easier to register in multiple TLDs
4 Price
5 Other (specify) ________________ (ANCHOR HERE)
6 Nothing (ANCHOR, SINGLE MENTION)

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q910 How much do you trust the entities that offer domain name registrations to do each of the following?

[PN: DISPLAY SCALE CODES 1-4]

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

RANDOMIZE

1 Take precautions regarding who gets a domain name
2 Give consumers what they think they’re getting
3 Screen individuals/companies who register for certain special domain names

Commented [EA36]: Seems like there’s other elements of trust around making sure that personal information is used appropriately, or that the entity will act in the best interest of the registrant.

Commented [EA37]: This is rather vague language. What type of “precautions?” What do consumers think they’re getting? What is meant by “screen?”

Commented [EA38]: What’s the difference between this and #3? Would probably be helpful to work on the phrasing to make the distinction more clear.

Commented [EA39]: Do we mean registrants here, or something else?
BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q915 How much do you trust the domain name industry compared to these other industries?

Q916 RANDOMIZE
1 Internet service providers
2 Web based marketing companies
3 E-commerce companies
4 Software companies
5 Computer hardware companies

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

BASE: TRUST MUCH/SOMEWHAT MORE (Q915/4,5)

Q917 You said that you trust the domain name industry more than (insert options rated lower Q915). Why do you trust the domain name industry more than other industries?

[MANDATORY TEXT BOX]

BASE: TRUST MUCH/SOMEWHAT LESS (Q915/1,2)

Q919 You said that you trust the domain name industry more than (insert options rated lower Q915). Why do you trust the domain name industry less than other industries?

[MANDATORY TEXT BOX]
SECTION 5: REACHING THE INTENDED INFORMATION SUPPLIER

BASE: ALL QUALIFIED RESPONDENTS (Q99/1 AND Q605/1)

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

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

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

MULTIPLE RESPONSE

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

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1005 What is your experience with URL shorteners? URL shortening is an Internet technique in which a URL may be made substantially shorter in length and still direct to the required page.

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

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

Q1010 Why haven’t you used URL shorteners?

RANDOMIZE
MULTIPLE RESPONSE

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

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

Q1015 Why do you use URL shorteners?

RANDOMIZE
MULTIPLE RESPONSE

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

Commented [EA43]: Perhaps add an example to this explanation.
What is your experience with QR codes? A QR code consists of black modules (square dots) arranged in a square grid on a white background, which can be read by an imaging device (such as a camera). Reading the QR code with your Smartphone takes you to a website or ad for more information.

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

Why haven't you used QR codes?

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

Why do you use QR codes?

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

Which of these is the safest, the easiest, and the fastest way to access a specific website?

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

Commented [EA44]: Are we going to show an image of a QR code to respondents?

Commented [EA45]: I think this question needs to be substantially reformulated. 1) Facebook pages are missing (and maybe there’s other alternatives that are widely used), 2) Not all of these would get you to the website of a page, 3) presumes the goal is to get to a website as opposed to do something useful. I'd imagine we would want to look at a few different use cases like online banking, shopping or getting information about a local business and see how people would approach each of the problems.
Q1040 How often do you remember the address of the website you want to visit so you can type it directly into the browser?

1. Never
2. Rarely
3. Sometimes
4. Often
5. Always

Q1045 What was your preferred way of finding websites 2-3 years ago?

1. Finding via an Internet search engine
2. Typing the domain name directly into my browser
3. Use an app provided by the website owner—for example, an app provided by an airline or a bank
4. Accessing via a QR code
5. Accessing via bookmark
6. Other (specify) ____________________ [ANCHOR]

Q1050 What is your preferred way of finding websites now?

1. Use a search engine
2. Type the domain name directly into my browser and see if it comes up
3. Use an app
4. Use a QR code
5. Other (specify) ____________________ [ANCHOR]

Commented [EA46]: Should we repeat this question, asking for highly sensitive websites? I have in mind banking websites in particular. The argument is that in general people trust more the address, and take less precautions, while when stakes are high, they raise security standards. i.e. Focus on use cases rather than general questions.

Commented [EA47]: Seems redundant with Q1035. What are we trying to get at differently?
SECTION 6: ABUSIVE BEHAVIOR / CYBER CRIME

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1100 How would you describe your familiarity with each of the following abusive internet behaviors?

RANDOMIZE

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

BASE: FAMILIAR WITH ABUSIVE INTERNET BEHAVIOR (Q1100/1-5 AND Q1101/3-5)

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

[ONLY DISPLAY THE BEHAVIORS AWARE OF IN Q1100/1-5]

Q1106

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

MULTIPLE RESPONSE

1. Individuals from my country
2. Individuals from outside my country
3. Organized groups from within my country
4. Organized groups from outside my country
5. Don’t know [EXCLUSIVE]
Who should be responsible for stopping these various types of abusive Internet behavior?

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

Randomize

1. Local police
2. Interpol
3. Private security companies
4. Consumer protection agency
5. (US ONLY) FBI
6. (US ONLY) CIA
7. (NON US ONLY) Federal police
8. (NON US ONLY) National law enforcement
9. Don't know [EXCLUSIVE]

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

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

1. Not at all common
2. Not very common
3. Somewhat common
4. Very common
5. Don't know
Have you ever been impacted by any of these types of abusive Internet behaviors?

Q1121
1. Yes
2. No
3. Not sure

Q1125
How scared are you of each of the following?

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

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

1. Changed my Internet habits
2. Stopped making purchases online
3. Purchased antivirus software for my computer
4. Purchased an identity protection plan
5. Other (ANCHOR)
6. None (ANCHOR) (EXCLUSIVE)
BASE: OTHER MEASURES TAKEN (Q1131/1-5 AND Q1130/5)
Q1135 What other measures to avoid being affected by [INSERT Q1131 WHERE Q1130/5] have you taken?

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q775 If you felt a website was being run improperly (for example, appears to be conducting illegal activity, appears to be a fake, etc.), who would you complain to? Please select all that apply.

MULTIPLE RESPONSE
RANDOMIZE
1 Contact the website owner/operator
2 Local police
3 Interpol
4 ICANN
5 Private security companies
6 Consumer protection agency
7 (US ONLY) FBI
8 (NON US ONLY) Federal police
9 (NON US ONLY) National law enforcement
10 Don’t know [EXCLUSIVE]

SECTION 7: DEMOGRAPHIC QUESTIONS

BASE: ALL RESPONDENTS
Q308 [HIDDEN QUESTION - MANDATORY QUESTION SELECTION.]
[MULTIPLE RESPONSE]
[Need education, income, ethnicity and employment for all countries.]
[PN: IF ONLINE SURVEY PICK CODES 1, 3, 6, 8-13. IF HPOL SAMPLE GET CODES 15 AND 16 ALSO]
01 GEOGRAPHICAL REGION (STATE/PROVINCE/REGION) (Q318)
03 ZIP/POSTAL CODE (Q326) [PN: Do not ask for Vietnam, Egypt, Indonesia and Philippines.]
05 INTERNET USAGE (Q350)
06 SINGLE EMPLOYMENT (Q398, Q404, Q410) [PN: Do not ask for Vietnam and Phillippines.]
08 EDUCATION (Q434-Q437)
09 SCHOOL LOCATION (Q440)
10 PARENTAL EDUCATION (Q444, Q446)
11 INCOME (Q450-Q466)
12 HISPANIC ORIGIN (Q474)
13 ETHNICITY (Q478-Q485)
15 SWEEPSTAKES (Q510-512, Q354, Q514)
16 SURVEY EVALUATION (Q516, Q518,Q522)
97 NONE E;

BASE: ALL RESPONDENTS
Q310 [HIDDEN QUESTION – OPTIONAL QUESTION SELECTION.]
[PN: GET CODE 1 ONLY]
[MULTIPLE RESPONSE]
[DO NOT ASK Q364 FOR Q264/174 NIGERIA]
1 OPTIONAL BATCH 1 – HOUSEHOLD QUESTIONS (Q364(MARITAL STATUS), Q368 (# IN HH), Q372 (# OF CHILDREN IN HH))
2 OPTIONAL BATCH 2 – HOUSEHOLD QUESTIONS AND YEAR OF BIRTH OF CHILDREN (Q364(MARITAL STATUS), Q368(# IN HH), Q372 (# OF CHILDREN IN HH), Q375-Q381(AGE OF CHILDREN IN HH))
3 PLACEHOLDER
4 OPTIONAL BATCH 4 – EMPLOYMENT AND INVESTABLE ASSETS QUESTIONS (Q424(INDUSTRY), Q428(PROFESSION), Q470(INVESTABLE ASSETS))
5 OPTIONAL BATCH 5 – SEXUAL ORIENTATION QUESTIONS (Q498, Q500, Q504)
6 OPTIONAL BATCH 6 - INTERNET CONNECTION (Q336-Q346)
7 OPTIONAL BATCH 7 - LANGUAGE FOR WEIGHTING (Q492)
8 OPTIONAL BATCH 8 - HOUSEHOLD TELEPHONES (Q358, Q360)
9 OPTIONAL BATCH 9 - SOCIAL CLASS (Q414, Q417, Q421)
10 OPTIONAL BATCH 10 - SPOKEN HH LANGUAGE (Q488-Q490)
99 NO OPTIONAL QUESTIONS E;

Custom Demos

BASE: ALL ARGENTINA RESPONDENTS (Q264/10)

QARREG In which region do you currently reside?

[PROGRAMMER: ALPHABETIZE LIST.]

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

BASE: ALL SOUTH KOREA RESPONDENTS (Q264/214)

QKRINC Which of the following income categories best describes your total [INSERT LAST YEAR] household income before taxes? <BR><BR>

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

BASE: ALL SOUTH KOREA RESPONDENTS (Q264/214)

QKRBUY In the past 12 months, did you purchase any products or services over the Internet?

1 Yes
2 No

BASE: ALL INDIA RESPONDENTS (Q264/116)

QINED What is the highest level of education/literacy you have completed/obtained or the highest degree you have received?

1 Illiterate
2 Less than primary
3 Primary but less than middle
4 Middle but less than matric
5 Matric but less than graduate
6 Graduate or above

BASE: ALL INDIA RESPONDENTS (Q264/116)

QININC2 Which of the following income categories best describes your total [INSERT LAST YEAR] household income before taxes? <BR><BR>

Commented [EA53]: Why is illiterate included?
1. Less than 120,000 rupees
2. 120,000 rupees or more
3. Decline to answer

BASE: ALL INDIA RESPONDENTS (Q264/116)

QINSUB  Which of the following best describes the area in which you live?

1. Metro
2. Non-metro

BASE: ALL INDIA RESPONDENTS (Q264/116)

QINBUY  In the past month, did you purchase any products or services over the Internet?

1. Yes
2. No

BASE: ALL INDONESIA RESPONDENTS (Q264/117)

Q1500  In which province do you currently reside?

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

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

BASE: ALL INDONESIA RESPONDENTS (Q264/117)

Q1502  HIDDEN QUESTION FOR WEIGHTING – REGION CLASSIFICATION

[PROGRAMMER: IF Q1500/1-2 GET CODE 1. IF Q1500/3-8 GET CODE 2. IF Q1500/9-12 GET CODE 3. IF Q1500/13-14 GET CODE 4. IF Q1500/15-17 GET CODE 5. IF Q1500/18-23 GET CODE 6. IF Q1500/24-33 GET CODE 7.]
1 Irian Jaya
2 Jawa
3 Kalimantan
4 Maluku
5 Nusa Tenggara
6 Sulawesi
7 Sumatera

BASE: ALL NIGERIA RESPONDENTS (Q264/174)
Q1580 What is your marital status?
1 Single, never married
2 Married (monogamous or polygamous)
3 Divorced
4 Separated
5 Widowed
6 Loosely coupled

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

[PROGRAMMER: DISPLAY IN 3 COLUMNS GOING DOWN; ALPHABETIZE LIST.]
1 Lagos State
2 Ogun State
3 Oyo State
4 Osun State
5 Kogi State
6 Kwara State
7 Delta State
8 Ondo State
9 Edo State
10 Ekiti State
11 Anambra State
12 Abia State
13 Enugu State
14 Ebonyi State
15 Rivers State
16 Akwa Ibom State
17 Imo State
18 Cross River State
19 Bayelsa State
20 Borno State
21 Adamawa State
22 Taraba State
23 Yobe State
24 Kano State
25 Jigawa State
26 Bauchi State
27 Gombe State
28 Kaduna State
29 Katsina State
30 Sokoto State
31 Kebbi State
32 Zamfara State
33 Benue State
34 Niger State
35 Plateau State
36 Nassarawa State
37 Abuja Federal Capital Territory
Q1504 HIDDEN QUESTION FOR WEIGHTING – STATE CLASSIFICATION


1 Postal Code Region 1
2 Postal Code Region 2
3 Postal Code Region 3
4 Postal Code Region 4
5 Postal Code Region 5
6 Postal Code Region 6
7 Postal Code Region 7
8 Postal Code Region 8
9 Postal Code Region 9

BASE: ALL NIGERIA RESPONDENTS (Q264/174)

Q1550 What is the highest level of education you have completed or the highest degree you have received?

1 No level completed
2 Completed FSLC (first school leaving certificate)
3 Completed MSLC (middle school leaving certificate)
4 Vocational/COMM
5 JSS/O'Level
6 Completed O'Level/SSS (senior secondary school)
7 Completed A'Level or higher
8 Other

BASE: ALL NIGERIA RESPONDENTS (Q264/174)

Q1585 Do you consider yourself…?

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

BASE: ALL EGYPT RESPONDENTS (Q264/66)

Q1505 In which governorate do you currently reside?

PROGRAMMER: DISPLAY IN 2 COLUMNS GOING DOWN; ALPHABETIZE LIST

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

**BASE: ALL EGYPT RESPONDENTS (Q264/66)**

**Q1506 HIDDEN QUESTION FOR WEIGHTING – REGION CLASSIFICATION**


1 Lower
2 City
3 Upper
4 Desert

**BASE: ALL COLOMBIA RESPONDENTS (Q264/51)**

**Q4005** Which of the following income categories best describes your total 2014 household income before taxes?

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

**BASE: ALL VIETNAM RESPONDENTS (Q264/249)**

**Q4010** What is your current education level?

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)
Some Upper Secondary school (Grades 10-12)
Complete Upper Secondary school (Grades 10-12)
Some Professional Secondary school - Primary level
Complete Professional Secondary school - Primary level
Some Professional Secondary school - Intermediate level
Complete Professional Secondary school - Intermediate level
<table>
<thead>
<tr>
<th>Education Level</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Some College</td>
<td>14</td>
</tr>
<tr>
<td>Complete College</td>
<td>15</td>
</tr>
<tr>
<td>Some University</td>
<td>16</td>
</tr>
<tr>
<td>Complete University</td>
<td>17</td>
</tr>
<tr>
<td>Some Post graduate degree</td>
<td>18</td>
</tr>
<tr>
<td>Complete Post graduate degree</td>
<td>19</td>
</tr>
<tr>
<td>Don't Know/ REFUSED</td>
<td>99</td>
</tr>
</tbody>
</table>

**BASE: ALL VIETNAM RESPONDENTS (Q264/249)**

**Q4015 What is your current occupation?**

- GOVERNMENT EMPLOYEE (THE GOVERNMENT'S ORGANIZATIONS OR STATE-OWN COMPANIES)
  - Senior government official
  - Middle government official
  - Low government official
  - Production Worker
- NON-STATE SECTOR EMPLOYEE
  - Top level management
  - Middle management
  - Low manager
  - Executive/Officer
- EMPLOYER (owners of companies/business establishments having 'employees' on a continuous basis)
  - Owner of a company/agency/farm (10 workers or higher)
  - Owner of a company/agency/farm (1- 9 workers)
- OWN-ACCOUNT WORKER
- Investor (real estate, stock,....)
- Store owner/ individual establishment owner (not having "employees" on a continuous basis)
- Farmer, logger, fisherman (agriculture, forestry and fishing)
- Other self-employment (professional, freelancer, own-account driver, vendor, hawker,...)
- PART-TIME/UNPAID FAMILY WORKER/ UNEMPLOYED
- Student/ Apprentice
- Housewife/househusband
- Retired
- Family workers
- Unemployed
OTHERS (UNCLASSIFIABLE BY STATUS) 26
Don't Know/ REFUSED 99

BASE: ALL VIETNAM RESPONDENTS (Q264/249)

Q4020 What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale?

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

<table>
<thead>
<tr>
<th>Household Income</th>
<th>Household Expenditure</th>
<th>Personal Income</th>
<th>Personal Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>150,000,000 VND or higher</td>
<td>01</td>
<td>01</td>
<td>01</td>
</tr>
<tr>
<td>75,000,000 - 149,999,999 VND</td>
<td>02</td>
<td>02</td>
<td>02</td>
</tr>
<tr>
<td>45,000,000 - 74,999,999 VND</td>
<td>03</td>
<td>03</td>
<td>03</td>
</tr>
<tr>
<td>30,000,000 - 44,999,999 VND</td>
<td>04</td>
<td>04</td>
<td>04</td>
</tr>
<tr>
<td>15,000,000 - 29,999,999 VND</td>
<td>05</td>
<td>05</td>
<td>05</td>
</tr>
<tr>
<td>7,500,000 - 14,999,999 VND</td>
<td>06</td>
<td>06</td>
<td>06</td>
</tr>
<tr>
<td>4,500,000 - 7,499,999 VND</td>
<td>07</td>
<td>07</td>
<td>07</td>
</tr>
<tr>
<td>3,000,000 - 4,499,999 VND</td>
<td>08</td>
<td>08</td>
<td>08</td>
</tr>
<tr>
<td>1,500,000 - 2,999,999 VND</td>
<td>09</td>
<td>09</td>
<td>09</td>
</tr>
<tr>
<td>1 - 1,499,999 VND</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>No income/ expenditure</td>
<td>11</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>Don't Know/NA</td>
<td>12</td>
<td>12</td>
<td>12</td>
</tr>
</tbody>
</table>

BASE: ALL VIETNAM RESPONDENTS (Q264/249)

Q4025 BTS RECORD SEC (SOCIO ECONOMIC CLASSIFICATION)

PLEASE MATCH MONTHLY HOUSEHOLD INCOME FROM Q4020 TO THE APPROPRIATE HOUSEHOLD INCOME BAND.

<table>
<thead>
<tr>
<th>Code</th>
<th>Class</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Class A5 (150,000,000+)</td>
</tr>
<tr>
<td>02</td>
<td>Class A4 (75,000,000 - 149,999,999)</td>
</tr>
<tr>
<td>03</td>
<td>Class A3 (45,000,000 - 74,999,999)</td>
</tr>
<tr>
<td>04</td>
<td>Class A2 (30,000,000 - 44,999,999)</td>
</tr>
<tr>
<td>05</td>
<td>Class A1 (15,000,000 - 29,999,999)</td>
</tr>
<tr>
<td>06</td>
<td>Class B (7,500,000 - 14,999,999)</td>
</tr>
<tr>
<td>07</td>
<td>Class C (4,500,000 - 7,499,999)</td>
</tr>
<tr>
<td>08</td>
<td>Class D (3,000,000 - 4,499,999)</td>
</tr>
<tr>
<td>09</td>
<td>Class E (1,500,000 - 2,999,999)</td>
</tr>
</tbody>
</table>
Class F (1 - 1,499,999)

BASE: ALL VIETNAM RESPONDENTS (Q264/249)

Q4027 In what region do you live?
1 North East
2 Red River Delta
3 North Central Coast
4 South Central Coast
5 Central Highlands
6 South East
7 Mekong River Delta
8 North West

BASE: ALL PHILIPPINES RESPONDENTS (Q264/187)

Q4030 What is your highest educational attainment?
No schooling
Some elementary
Complete elementary
Some high school
Completed high school
Some vocational
Completed vocational
Some college
Completed college/ Has degree
Some post graduate degree
Completed post graduate degree
Not know/Refused

BASE: ALL PHILIPPINES RESPONDENTS (Q264/187)

Q4035 At the present time, what is your occupation?
Professional, technical and kindred workers
Farmers and farm managers
Manager, officials and proprietors except farm
Clerical and kindred workers
Sales workers
Craftsmen, foremen and kindred workers
Service workers except private household workers
Private household workers
Laborers
Not gainfully employed
Housewife
Student
Refused
Pensioner
Others
**BASE: ALL PHILIPPINES RESPONDENTS (Q264/187)**

Q4036 Please select the area in which you live?

1. National Capital Region
2. Cordillera Administrative Region
3. Ilocos (Region I)
4. Cagayan Valley (Region II)
5. Central Luzon (Region III)
6. Southern Tagalog (Region IV)
7. Bicol (Region V)
8. Western Visayas (Region VI)
9. Central Visayas (Region VII)
10. Eastern Visayas (Region VIII)
11. Western Mindanao (Region IX)
12. Northern Mindanao (Region X)
13. Southern Mindanao (Region XI)
14. Central Mindanao (Region XII)
15. Autonomous Region in Muslim Mindanao
16. Caraga

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

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

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

**BASE: ALL MEXICAN RESPONDENTS AND 21+ YEARS OF AGE (Q264/157 AND Q280/21+)**

Q1538 What is the highest level of education you have completed or the highest degree you have received?

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

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

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

Commented [EA54]: This information is outdated and wrong. Needs to be corrected.
1 High school or less
2 College
3 Bachelor degree
4 Post graduate

BASE: ALL TURKEY RESPONDENTS (Q264/235)

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

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

BASE: ALL COLOMBIA RESPONDENTS (Q264/51)

What was the last year of schooling that you completed?

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

BASE: ALL INDONESIA RESPONDENTS (Q264/117)

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

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

BASE: ALL JAPAN RESPONDENTS (Q264/126)

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

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

BASE: ALL NIGERIA RESPONDENTS (Q264/174)

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

1 No level completed
2 Completed FSLC (first school leaving certificate)
3 Completed MSLC (middle school leaving certificate)
4 Vocational/COMM
5 JSS/O'Level
6 Completed O'Level/SSS (senior secondary school)
7 Completed A'Level or higher
8 Other

BASE: ALL POLAND RESPONDENTS (Q264/189)

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

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

**BASE: ALL RUSSIA RESPONDENTS (Q264/196)**

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

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

**BASE: ALL SOUTH KOREA RESPONDENTS (Q264/214)**

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

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

**BASE: ALL BRAZIL RESPONDENTS (Q264/33)**

**QBRINC** Which of the following income categories best describes your total [INSERT LAST YEAR] <U>household</U> income before taxes? <BR><BR>

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

**BASE: ALL CHINESE RESPONDENTS (Q264/48)**

**QCNINC** Which of the following income categories best describes your total [fontcolor=blue]<U>monthly</U></font> <U>household</U> income before taxes? <BR><BR>

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

**[BEHIND THE SCENE] ISQ – IN SURVEY QUALITY METRICS**

<table>
<thead>
<tr>
<th>ISQ Metrics to be used (Q229)</th>
<th>LOI (Q230) and LOI check (Q231)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select which of the 5 ISQ metrics will be used. Codes 1 and 2 are on by default. Minimum LOI and Respondent Instruction are required for NIPOL surveys.</td>
<td><strong>LOI Check</strong> = RE'S FOR THE LONGEST SURVEY PATH CONVERTED TO ESTIMATED LOI. THE MINIMUM ACCEPTABLE LOI IS 40% OF ESTIMATED LOI. <strong>PN: MINIMUM LENGTH = 0.4 x AVG LOI OF 15 MINS=6 MINS</strong></td>
</tr>
<tr>
<td><strong>PN: SELECT CODES 1, 2</strong></td>
<td><strong>LOI Check</strong> = RE'S FOR THE LONGEST SURVEY PATH CONVERTED TO ESTIMATED LOI. THE MINIMUM ACCEPTABLE LOI IS 40% OF ESTIMATED LOI. <strong>PN: MINIMUM LENGTH = 0.4 x AVG LOI OF 15 MINS=6 MINS</strong></td>
</tr>
<tr>
<td>1 - MINIMUM LOI</td>
<td><strong>LOI Check</strong> = RE'S FOR THE LONGEST SURVEY PATH CONVERTED TO ESTIMATED LOI. THE MINIMUM ACCEPTABLE LOI IS 40% OF ESTIMATED LOI. <strong>PN: MINIMUM LENGTH = 0.4 x AVG LOI OF 15 MINS=6 MINS</strong></td>
</tr>
<tr>
<td>2 - INCORRECT RESPONSE TO RESPONDENT INSTRUCTION</td>
<td><em>Commented [EA55]: either use R$ or use Reais</em></td>
</tr>
<tr>
<td>3 - STRAIGHT-LINE THROUGH GRID QUESTIONS</td>
<td>4 - LESS THAN 5 CHARACTERS AT OPEN-END RESPONSE</td>
</tr>
<tr>
<td>5 - ILLOGICAL RESPONSE TO SURVEY QUESTIONS</td>
<td>9 - NONE - NOT USING ISO IN THIS SURVEY</td>
</tr>
<tr>
<td>9 - NONE - NOT USING ISO IN THIS SURVEY</td>
<td></td>
</tr>
<tr>
<td>Question (Q232)</td>
<td>Description</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Respondent Instruction Test Result (Q232)</td>
<td>A standard respondent instruction question is shown before the demos in this template at Q9457</td>
</tr>
<tr>
<td>Straight-lining Grid Check (Q235)</td>
<td>Identify a grid question in the survey with a base of ALL QUALIFIED RESPONDENTS. A grid with 15 attributes or more is recommended, but a grid with minimum of 5 attributes will work. This question checks for the same response across all attributes.</td>
</tr>
<tr>
<td>Incomplete Response at Open End (Q236)</td>
<td>Identify a mandatory open-end question with a base of ALL QUALIFIED RESPONDENTS. If the respondent provides less than a 5 character response, it will be flagged.</td>
</tr>
<tr>
<td>Illogical Choice Combination (Q238)</td>
<td>Identify 2 questions with a base of ALL QUALIFIED RESPONDENTS that contain responses that contradict each other. Identify the contradicting questions &amp; responses. Replace PN with “NONE” if not using this check.</td>
</tr>
<tr>
<td>Quality Checks that Failed (Q239)</td>
<td></td>
</tr>
<tr>
<td>Number of Quality Checks Failed (Q240)</td>
<td>For researcher: Minimum ISO failures is set to 2</td>
</tr>
<tr>
<td></td>
<td>1 – MINIMUM LOI</td>
</tr>
<tr>
<td></td>
<td>2 – INCORRECT RESPONSE TO RESPONDENT INSTRUCTION</td>
</tr>
<tr>
<td></td>
<td>3 – STRAIGHT-LINE THROUGH GRID QUESTIONS</td>
</tr>
<tr>
<td></td>
<td>4 – LESS THAN 5 CHARACTERS AT OPEN-END RESPONSE</td>
</tr>
<tr>
<td></td>
<td>5 – ILLOGICAL RESPONSE TO SURVEY QUESTIONS</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1 FAILED ONE</td>
</tr>
<tr>
<td></td>
<td>2 FAILED TWO</td>
</tr>
<tr>
<td></td>
<td>3 FAILED THREE</td>
</tr>
<tr>
<td></td>
<td>4 FAILED FOUR</td>
</tr>
<tr>
<td></td>
<td>5 FAILED FIVE</td>
</tr>
<tr>
<td></td>
<td>6 FAILED NONE</td>
</tr>
</tbody>
</table>
## BASE: ALL RESPONDENTS
### Q59  STATUS OF RESPONDENT (LABELS ALSO USED IN ICW SAMPLE DISPOSITION REPORTS)

<table>
<thead>
<tr>
<th>Status</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>QMS Over quota</td>
<td>1</td>
</tr>
<tr>
<td>Screener Not Qualified #1 Under Age</td>
<td>25</td>
</tr>
<tr>
<td>Screener Not Qualified #4 AGE/ NE 18+</td>
<td>28</td>
</tr>
<tr>
<td>Screener Not Qualified #2 Not US, CA, MX, IT, TU, SP, PO, UK, FR, DE, CH, VI, PH, JA, SK, RU, IN, NI, SA, EG, CO, AR, BR</td>
<td>26</td>
</tr>
<tr>
<td>Screener Not Qualified #3 Less than 5 hours in Internet (Q600/1-2,7)</td>
<td>27</td>
</tr>
<tr>
<td>&lt;font color=&quot;red&quot;&gt;Dispo term not specified&lt;/font&gt;</td>
<td>98</td>
</tr>
<tr>
<td>COMPLETE</td>
<td>99</td>
</tr>
<tr>
<td>DF Fail</td>
<td>996</td>
</tr>
<tr>
<td>Failed ISQ</td>
<td>998</td>
</tr>
<tr>
<td>Fraud Score Failure</td>
<td>997</td>
</tr>
</tbody>
</table>

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

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