

ICANN Global **Registrant** Survey Outline 4/24/16

**N=3,300 online consumers, 24 countries**

**Field dates: TBD**

**15 minute online survey but runs 25 minutes**

<b>Landing Page Title</b>	[Tell us your thoughts on website domain names]	
<b>Job no (Q19)</b>	[J45961b]	
<b>LOI for ISQ section (Q229/1)</b>	[15] (minutes)	
<b>Sample source (Q75)</b> <i>Default is 990. Only add code(s) here if you have sample <u>not</u> coming through the router. Please refer to the ppr site for a list of codes.</i>	Q75/998 Client supplied sample	
<b>Hlpoints in the survey (Q77) (NOTE: HPOL ONLY)</b> <i>In case of non-standard logic, please specify updated conditions here. Similarly, update values and logic if additional points amounts.</i>		
<b>Digital Fingerprinting (Q9432)</b> <i>If not using <u>any</u> type of DF, please change to OFF.</i>	On	
<b>Termination based on Digital Fingerprinting and Fraud Score</b> 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. <i>To turn off termination based on DF or Fraud Score, indicate "Do Not Terminate DF" or "Do Not Terminate Fraud Score."</i>	Terminate DF Terminate Fraud Score	
<b>Mode of survey (Q148/Q149)</b> <i>Modes for which the survey is designed, please indicate yes.</i>	1 - Web  Yes	2 - CATI/COW
<b>Thank You Pages</b> <i>In case of custom thank you page needs, change to "Custom" and indicate at the end of the QNR the custom wording needs.</i>	Standard	
<b>Other notes OR use for client summary</b> Ex: [PN: DISPLAY NOT SURE AND REFUSED FOR PHONE/F2F ONLY UNLESS OTHERWISE NOTED]	None	

## OVERVIEW:

Survey: Online, 15 mins but runs 25 minutes, HPOL and Vendor sample

Sample: HPOL and Vendor - Toluna, AiP, Empanel and Critical Mix

Target: Ages 18+, Registered a domain name, 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 and Primary decision maker

Quotas: n=3330

1. US (Q264/244, Q280/18+ AND Q625/1)	[QUOTA = 250]
2. CANADA (Q264/42, Q280/18+ AND Q625/1)	[QUOTA = 100]
3. MEXICO (Q264/157, Q280/18+ AND Q625/1)	[QUOTA = 100]
4. ITALY (Q264/123, Q280/18+ AND Q625/1)	[QUOTA = 50]
5. TURKEY (Q264/235, Q280/18+ AND Q625/1)	[QUOTA = 50]
6. SPAIN (Q264/215, Q280/18+ AND Q625/1)	[QUOTA = 50]
7. POLAND (Q264/189, Q280/18+ AND Q625/1)	[QUOTA = 50]
8. UNITED KINGDOM (Q264/243, Q280/18+ AND Q625/1)	[QUOTA = 100]
9. FRANCE (Q264/76, Q280/18+ AND Q625/1)	[QUOTA = 100]
10. GERMANY (Q264/85, Q280/18+ AND Q625/1)	[QUOTA = 125]
11. CHINA (Q264/48, Q280/18+ AND Q625/1)	[QUOTA = 550]
12. VIETNAM (Q264/249, Q280/18+ AND Q625/1)	[QUOTA = 50]
13. PHILIPPINES (Q264/187, Q280/18+ AND Q625/1)	[QUOTA = 100]
14. JAPAN (Q264/126, Q280/18+ AND Q625/1)	[QUOTA = 175]
15. SOUTH KOREA (Q264/214, Q280/18+ AND Q625/1)	[QUOTA = 100]
16. RUSSIA (Q264/196, Q280/18+ AND Q625/1)	[QUOTA = 125]
17. INDIA (Q264/116, Q280/18+ AND Q625/1)	[QUOTA = 325]
18. INDONESIA (Q264/117, Q280/18+ AND Q625/1)	[QUOTA = 100]
19. NIGERIA (Q264/174, Q280/18+ AND Q625/1)	[QUOTA = 200]
20. SOUTH AFRICA (Q264/193, Q280/18+ AND Q625/1)	[QUOTA = 100]
21. EGYPT (Q264/66, Q280/18+ AND Q625/1)	[QUOTA = 100]
22. COLOMBIA (Q264/51, Q280/18+ AND Q625/1)	[QUOTA = 125]
23. ARGENTINA (Q264/10, Q280/18+ AND Q625/1)	[QUOTA = 100]
24. BRAZIL (Q264/33, Q280/18+ AND Q625/1)	[QUOTA = 175]

## Deliverables:

- Coding: 10 open end and 6 other specify
  - Open ends to be coded: tbc
  - No other specify' s will be coded
- No weighting
- 5 banners of cross tabs
- SPSS datafile
- Report (ppt)

**Yellow highlight = unique to registrant questionnaire, not in consumer questionnaire**

**SECTION 600: SAMPLE PRELOAD AND SCREENING QUESTIONS**

**BASE: ALL RESPONDENTS**

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

244	US
42	CANADA
157	MEXICO
123	ITALY
235	TURKEY
215	SPAIN
189	POLAND
243	UK
76	FRANCE
85	GERMANY
48	CHINA
249	VIETNAM
187	PHILIPPINES
126	JAPAN
214	SOUTH KOREA
196	RUSSIA
116	INDIA
117	INDONESIA
174	NIGERIA
193	SOUTH AFRICA
66	EGYPT
51	COLOMBIA
10	ARGENTINA
33	BRAZIL
22	[BLANK]

**BASE: ALL RESPONDENTS**

**Q620 – HIDDEN QUESTION (PRELOAD FOR LANGUAGE)**

1	AMERICAN ENGLISH
2	SPAIN_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

**BASE: ALL RESPONDENTS**

- Q149** FINAL SURVEY MODE  
[PROGRAMMER NOTE: CAPTURE CURRENT/FINAL MODE OF SURVEY]  
1 WEB  
2 CATI-COW

**BASE: ALL RESPONDENTS**

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

Thank you for agreeing to take this survey. Our first few questions will help us to determine which questions to ask you.

In which country or region do you currently reside?

[PROGRAMMER: DISPLAY CODES IN ALPHABETICAL ORDER]

**BASE: ALL RESPONDENTS**

**Q264** [HIDDEN QUESTION – FINAL COUNTRY QUESTION FOR SURVEY LOGIC]  
[SEE MASTER DEMOGRAPHIC DOCUMENT FOR CODE FRAME]

[PN: Q268 AND Q270 PRESENTED ON SAME SCREEN.]

**BASE: ALL RESPONDENTS**

**Q268** I identify my gender as...?

- 1 Male
- 2 Female
- 3 Other/refuse

**BASE: ALL RESPONDENTS**

**Q271** In what month were you born?

- 1 January
- 2 February
- 3 March
- 4 April
- 5 May
- 6 June
- 7 July
- 8 August
- 9 September
- 10 October
- 11 November
- 12 December

**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]

**BASE: ALL RESPONDENTS 18+**

**Q605** Have you ever registered a domain name? (By domain name we mean the name and extension that would be used for a website or similar usage. Registering a domain name typically involves providing your business or personal information and paying a fee.)

- 1 Yes
- 2 No [TERMINATE]

**(NOTE: REGISTRANT QUESTIONNAIRE ONLY)**

**BASE: HAS REGISTERED DOMAIN NAME (605/1)**

**Q610** What was your role in the domain registration decision?

- 1 I was the primary decision maker
- 2 It was a shared decision between myself and others
- 3 I had no say in the decision [TERMINATE]

**BASE: HAS REGISTERED DOMAIN NAME (605/1)**

**Q615** For what purpose(s) did you register a domain name? Select all that apply.

[MULTIPLE RESPONSE]

[RANDOMIZE]

- 1 Business use
- 2 Personal use, i.e. a blog, family site, clubs, volunteer/advocacy work, hobbies (e.g. photography, recipes) etc.
- 3 For use by an educational institution/group
- 4 Non-profit group
- 5 Political group
- 6 Other
- 7 Unsure [TERMINATE] [A, E]

**BASE: REGISTERED FOR BUSINESS USE (615/1)**

**Q625** For which types of business(es) did you register a domain name? Please select **all** that apply.

[MULTIPLE RESPONSE]

[RANDOMIZE]

- 10 Small business with 9 or fewer employees
- 11 Smaller business with 10- 49 employees
- 12 Business with 50 to 99 employees
- 13 Business with 100-499 employees
- 14 Business with 500 or more employees
- 9 Other (specify) \_\_\_\_\_ [ANCHOR]

**BASE: HAS REGISTERED DOMAIN NAME (605/1)**

**Q635** How many total domains have you personally registered, including domains that may no longer be active? If you have registered multiples, your best estimate is fine.

[NUMERICAL TEXT BOX #1-500]

**BASE: HAS REGISTERED DOMAIN NAME (605/1)**

**Q640** Have you ever registered duplicate domain names? This is when you register the same domain name under two or more suffixes or extensions. For example, mycompany.com, mycompany.eu, and mycompany.biz

1 Yes

2 No

**BASE: ALL RESPONDENTS 18+**

**Q645** HIDDEN QUESTION TO DETERMINE QUALIFICATION STATUS

GET CODE 1 (QUALIFIED) IF:

- AGE 18+ (Q280/18+)
- REGISTERED A DOMAIN NAME (Q605/1)
- 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, 123, 235, 215, 189, 243, 76, 85, 48, 249, 187, 126, 214, 196, 116, 117, 174, 193, 66, 51, 10, OR 33)
- PRIMARY DECISION MAKER (Q610/1-2)
- 

GET CODE 2 FOR ALL OTHERS

1. QUALIFIED
2. NOT QUALIFIED

**BASE: ALL QUALIFIED (Q645/1)**

**Q650** QUOTA CHECK (DOES NOT APPEAR ON SCREEN)

CHECK QUOTA AT Q645

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

**BASE: ALL QUALIFIED (Q645/1 AND Q650/2-3)**

**Q655** COUNTRY QUOTAS

1. US (Q264/244 AND Q645/1) [QUOTA = 250]
2. CANADA (Q264/42 AND Q645/1) [QUOTA = 100]
3. MEXICO (Q264/157 AND Q645/1) [QUOTA = 100]
4. ITALY (Q264/123 AND Q645/1) [QUOTA = 50]
5. TURKEY (Q264/235 AND Q645/1) [QUOTA = 50]
6. SPAIN (Q264/215 AND Q645/1) [QUOTA = 50]
7. POLAND (Q264/189 AND Q645/1) [QUOTA = 50]
8. UNITED KINGDOM (Q264/243 AND Q645/1) [QUOTA = 100]
9. FRANCE (Q264/76 AND Q645/1) [QUOTA = 100]
10. GERMANY (Q264/85 AND Q645/1) [QUOTA = 125]
11. CHINA (Q264/48 AND Q645/1) [QUOTA = 550]
12. VIETNAM (Q264/249 AND Q645/1) [QUOTA = 50]
13. PHILIPPINES (Q264/187 AND Q645/1) [QUOTA = 100]
14. JAPAN (Q264/126 AND Q645/1) [QUOTA = 175]
15. SOUTH KOREA (Q264/214 AND Q645/1) [QUOTA = 100]
16. RUSSIA (Q264/196 AND Q645/1) [QUOTA = 125]
17. INIDA (Q264/116 AND Q645/1) [QUOTA = 325]
18. INDONESIA (Q264/117 AND Q645/1) [QUOTA = 100]
19. NIGERIA (Q264/174 AND Q645/1) [QUOTA = 200]
20. SOUTH AFRICA (Q264/193 AND Q645/1) [QUOTA = 100]
21. EGYPT (Q264/66 AND Q645/1) [QUOTA = 100]
22. COLOMBIA (Q264/51 AND Q645/1) [QUOTA = 125]
23. ARGENTINA (Q264/10 AND Q645/1) [QUOTA = 100]
24. BRAZIL (Q264/33 AND Q645/1) [QUOTA = 175]

**BASE: QUALIFIED (Q655/1-24)**

**Q660** QUOTA CHECK (DOES NOT APPEAR ON SCREEN)

CHECK QUOTA AT Q655

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

**BASE: ALL RESPONDENTS**

**Q98** END OF SCREENER DISPOSITION STATUS OF RESPONDENT

QMS Over quota	1
Screener Not Qualified #1 Under Age	25
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	26
Screener Not Qualified #3 Q280/ NE 18+	27
Screener Not Qualified #4 Q605/NE 1	28
Screener Not Qualified #5 Q610/NE 1 OR 2	29
Screener Not Qualified #6 Q625/NE 1-9	30
Screener Not Qualified #7 Q630/NE 1-35	31
Screener Not Qualified #8 Q635/99	32
Screener Not Qualified #9 Q640/NE 1,2,98	33
Screener Not Qualified #20 Q645/2	44
<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)



**SECTION 700: UNDERSTANDING OF/EXPERIENCE WITH LEGACY GTLDS**

[PN: DISPLAY Q700 AND Q701 ON THE SAME SCREEN]

**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]

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

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

**Q700** Which of the following domain name extensions, if any, have you heard of? Please select **all** that apply.

MASTER LEGACY gTLD LIST: RANDOMIZE; 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
36. [ITALY, SPAIN, POLAND, UK, FRANCE, GERMANY ONLY] .eu
35. I am not aware of any of these (ANCHOR)

**BASE: HAS HEARD OF EXTENSIONS Q99/1 AND Q700/1-34,36**

**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
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
36. [ITALY, SPAIN, POLAND, UK, FRANCE, GERMANY ONLY] .eu
- 35 None of these above [PN: ALWAYS DISPLAY. ANCHOR, EXCLUSIVE]

**HAS HEARD OF EXTENSIONS Q99/1 AND Q700/1-34,36**

**Q630** In which of the following TLD(s) have you registered domain names? Please select **all** that apply.

[MULTIPLE RESPONSE]; [RANDOMIZE]

- 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 [ITALY, TURKEY, SPAIN, POLAND, UK, FRANCE, GERMANY ONLY] .eu
- 37 Other (specify) \_\_\_\_\_ [ANCHOR]

**BASE: HAS REGISTERED MORE THAN ONE DOMAIN NAME (Q635>1)**

**Q795** Of the (INSERT Q635 RESPONSE) domains you have registered, how many are in each of the following categories?

[INSERT NUMERIC TEXT BOXES FOR THE RESPONDENT TO ENTER NUMBER FOR EACH; RESPONSES SHOULD ADD UP TO Q635 RESPONSE; ALLOW RESPONDENT TO MOVE FORWARD IF ONE OR MORE OF THE BOXES ARE BLANK AND TOTAL RESPONSE ADDS UP TO Q635 RESPONSE]

- 1 Parked (registered and reserved for your use, but not in active service. The site displays a placeholder webpage like “under development” or similar term.
- 2 Redirected to an active website—if you enter the URL, it redirects to another URL.
- 3 Used for an active website
- 4 Actively used for some purpose other than a website
- 5 Expired—no longer registered in your or your company’s name
- 6 Other

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

**Q720** 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]

**Q721**

- 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
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- 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 [ITALY, SPAIN, POLAND, UK, FRANCE, GERMANY ONLY] .eu

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

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

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

1 Very trustworthy	2 Somewhat trustworthy	3 Not very trustworthy	4 Not at all trustworthy
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[PN: DISPLAY SCALE 4 TO 1]; RANDOMIZE

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

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

[NEW; CODED]

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

[MANDATORY TEXT BOX]

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

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

[MANDATORY TEXT BOX]

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

**Q748** How would you describe your satisfaction with the types of common domain names we've mentioned so far?

- 1 Very dissatisfied
- 2 Somewhat dissatisfied
- 3 Somewhat satisfied
- 4 Very satisfied

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

**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]**

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

**Q753** 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.



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

**Q755** How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

1 Does not describe at all	2 Does not describe very well	3 Describes somewhat well	4 Describes very well
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RANDOMIZE; REPEAT THE SCALE AT THE BOTTOM OF THE GRID

- 1 Innovative
- 2 Cutting edge
- 3 Extreme
- 4 Trustworthy
- 5 Unconventional
- 6 Practical
- 7 Technical
- 8 Confusing
- 9 Overwhelming
- 10 Useful
- 11 For people like me
- 12 Interesting
- 13 Exciting
- 14 Helpful
- 15 Informative

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

**Q765** As you may know, people can purchase or register rights to a name using a gTLD for a purpose like creating a website (e.g., “yourwebsite.org”). This typically includes ensuring that the domain name is not already in use, providing information about the person or company registering to establish eligibility to register and then paying a fee.

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

1 No purchase restrictions should be required	2 Some purchase restrictions should be required	3 Strict purchase restrictions should be required
--	--	--

RANDOMIZE

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

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

[NEW]

**Q767** We'd like to ask you another question about restrictions on registration of a gTLD. Do you feel each of the following restrictions should be enforced?

- 1 Yes
- 2 No

1. Requirements for validated credentials related to the gTLD (e.g., must be a licensed contractor to register a .builder domain)
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)
3. Requirements for local presence within a specific city, country, or region for a domain related to that place.
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)

**[PN: DISPLAY Q770 AND Q780 ON THE SAME SCREEN]**

**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]

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**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]

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**SECTION 800: UNDERSTANDING OF/EXPERIENCE WITH NEW GTLDS**

[PN: DISPLAY Q801 AND Q830X1 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)**

[TREND; CODED]

**Q830x1** To the best of your knowledge, why have [new gTLDs](#) been created?  
[MANDATORY TEXT BOX]

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**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
- 16 .top
- 17 .pics
- 18 .online
- 19 .space
- 20 .website
- 21 .news
- 22 .site
- 23 .toronto [ONLY IN CANADA]
- 24 .guadalajara [ONLY IN MEXICO]
- 25 .roma [ONLY IN ITALY]
- 26 .istanbul [ONLY IN TURKEY]
- 27 .madrid [ONLY IN SPAIN]
- 28 .warszawa [ONLY IN POLAND]
- 29 .paris [ONLY IN FRANCE]
- 30 佛山 [ONLY IN CHINA] (Foshan)
- 31 .hanoi [ONLY IN VIETNAM]
- 32 .manilla ONLY IN PHILIPPINES]
- 33 .tokyo [ONLY IN JAPAN]
- 34 .seoul [ONLY IN SOUTH KOREA]
- 35 .москва [ONLY IN RUSSIA]
- 36 .delhi [ONLY IN INDIA]
- 37 .jakarta [ONLY IN INDONESIA]
- 38 .abuja [ONLY IN NIGERIA]
- 39 .capetown [ONLY IN SOUTH AFRICA]
- 40 .cairo [ONLY IN EGYPT]
- 41 .bogota [ONLY IN COLOMBIA]
- 42 .cordoba [ONLY IN ARGENTINA]
- 43 .rio [ONLY IN BRAZIL]
- 8 .berlin [ONLY in Germany]
- 9 .ovh [ONLY in Germany]
- 10 .london [ONLY in UK]
- 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]
- 15 I am not aware of any of these (ANCHOR)

**BASE: HAS HEARD OF NEW GTLDS (Q99/1 & Q800/1-14, 16-43)**

**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
- 16 .top
- 17 .pics
- 18 .online
- 19 .space
- 20 .website
- 21 .news
- 22 .site
- 23 .toronto [ONLY IN CANADA]
- 24 .guadalajara [ONLY IN MEXICO]
- 25 .roma [ONLY IN ITALY]
- 26 .istanbul [ONLY IN TURKEY]
- 27 .madrid [ONLY IN SPAIN]
- 28 .warszawa [ONLY IN POLAND]
- 29 .paris [ONLY IN FRANCE]
- 30 佛山 [ONLY IN CHINA] (Foshan)
- 31 .hanoi [ONLY IN VIETNAM]
- 32 .manilla ONLY IN PHILIPPINES]
- 33 .tokyo [ONLY IN JAPAN]
- 34 .seoul [ONLY IN SOUTH KOREA]
- 35 .москва [ONLY IN RUSSIA]
- 36 .delhi [ONLY IN INDIA]
- 37 .jakarta [ONLY IN INDONESIA]
- 38 .abuja [ONLY IN NIGERIA]
- 39 .capetown [ONLY IN SOUTH AFRICA]
- 40 .cairo [ONLY IN EGYPT]
- 41 .bogota [ONLY IN COLOMBIA]
- 42 .cordoba [ONLY IN ARGENTINA]
- 43 .rio [ONLY IN BRAZIL]
- 8 .berlin [ONLY in Germany]
- 9 .ovh [ONLY in Germany]
- 10 .london [ONLY in UK]
- 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]
- 15 I am not aware of any of these (ANCHOR)

**BASE: HAS HEARD OF NEW GTLDS (Q99/1 & Q800/1-14, 16-43)**

**Q807** And have you personally registered a domain name using any of these new gTLDs?.

[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
- 16 .top
- 17 .pics
- 18 .online
- 19 .space
- 20 .website
- 21 .news
- 22 .site
- 23 .toronto [ONLY IN CANADA]
- 24 .guadalajara [ONLY IN MEXICO]
- 25 .roma [ONLY IN ITALY]
- 26 .istanbul [ONLY IN TURKEY]
- 27 .madrid [ONLY IN SPAIN]
- 28 .warszawa [ONLY IN POLAND]
- 29 .paris [ONLY IN FRANCE]
- 30 佛山 [ONLY IN CHINA] (Foshan)
- 31 .hanoi [ONLY IN VIETNAM]
- 32 .manilla [ONLY IN PHILIPPINES]
- 33 .tokyo [ONLY IN JAPAN]
- 34 .seoul [ONLY IN SOUTH KOREA]
- 35 .москва [ONLY IN RUSSIA]
- 36 .delhi [ONLY IN INDIA]
- 37 .jakarta [ONLY IN INDONESIA]
- 38 .abuja [ONLY IN NIGERIA]
- 39 .capetown [ONLY IN SOUTH AFRICA]
- 40 .cairo [ONLY IN EGYPT]
- 41 .bogota [ONLY IN COLOMBIA]
- 42 .cordoba [ONLY IN ARGENTINA]
- 43 .rio [ONLY IN BRAZIL]
- 8 .berlin [ONLY in Germany]
- 9 .ovh [ONLY in Germany]
- 10 .london [ONLY in UK]
- 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]
- 15 I have not registered a new gTLD domain (ANCHOR)
- 16 None of these, but I have registered a different new gTLD SPECIFY (ANCHOR)

**BASE: HAS REGISTERED NEW GTLDS AND REGISTERED MORE THAN ONE GTLD ((Q635>1) & (Q807<>15))**

**Q809** Of the (INSERT Q635 RESPONSE) domains you have registered, how many are of these new gTLDs?

[INSERT TEXT BOX; RANGE 0-500]

**BASE: HAS REGISTERED NEW GTLDS (Q87<>15)**

**Q812** Would you say that your primary reason for registering new gTLD was?

- 1 To protect my existing domain(s) and ensure no one else got a domain similar to one I already have registered
- 2 Because they will appeal to new internet users or new types of customers—they will be effective and provide benefits
- 3 Because the name I wanted was not available using one of the older gTLDs

**BASE: HAS REGISTERED NEW GTLDS (Q807<>15)**

**Q813** Please indicate how each of the following statements apply to your registration of new gTLDs?

1	2	3
DOES NOT apply to any of my new gTLD registrations	Applies to SOME of my new gTLD registrations	Applies to ALL of my new gTLD registrations

- 1 I gave up a legacy gTLD registration when I registered the new gTLD
- 2 I kept an existing gTLD registration(s) similar to the new gTLD
- 3 This was a completely new registration, no prior domain was registered for this use

**BASE: HAS NOT REGISTERED NEW GTLDS (Q807=15)**

**Q827** Have you considered switching from your existing registered domain name to one of the new gTLDs?

- 1 Yes, I considered switching and may do so
- 2 Yes, I considered switching but decided not to
- 3 No, have not considered

**BASE: HAS NOT REGISTERED NEW GTLDS (Q807=15) AND CONSIDERED SWITCHING (Q827=1OR 2)**

**Q828** Why have you considered switching?

- 1 The new gTLDs will be more effective
- 2 New gTLDs better target specific groups of people/communities
- 3 The new gTLDs are modern
- 4 The new gTLDs allow a greater range of characters/symbols in their names
- 5 The new gTLDs allow more flexibility to use my language in their names
- 6 The new gTLDs are a good value/priced well
- 7 The new gTLDs are better focused on specific topics versus general uses
- 8 Something else SPECIFY \_\_\_\_\_



**BASE: HAS NOT REGISTERED NEW GTLDS (Q807=15) AND CONSIDERED SWITCHING BUT DID NOT (Q827=2)**

**Q829** Why did you decide not to switch?

- 1 New gTLDs will not be as effective as hoped
- 2 Waiting until new gTLDs get more popular
- 3 Cost to switch to new gTLDs was too high
- 4 New gTLDs did not seem relevant to my needs
- 5 Something else [SPECIFY]

**BASE: HAS NOT REGISTERED NEW GTLDS (Q807=15) AND HAS NOT CONSIDERED SWITCHING (Q827=3)**

**Q831** Why have you not considered switching?

- 1 New gTLDs will not be as effective as hoped
- 2 New gTLDs are too new and need to be proven
- 3 Cost to switch to new gTLDs is too high
- 4 We are satisfied with the performance of our domains on existing gTLDs
- 5 Just not a high enough business priority for us at this time
- 6 Something else [SPECIFY]

**BASE: HAS HEARD OF NEW GTLDS (Q99/1 & Q800/1-14)**

**Q820** If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?

MULTIPLE RESPONSE

Q821

[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
- 16 .top
- 17 .pics
- 18 .online
- 19 .space
- 20 .website
- 21 .news
- 22 .site
- 23 .toronto [ONLY IN CANADA]
- 24 .guadalajara [ONLY IN MEXICO]
- 25 .roma [ONLY IN ITALY]
- 26 .istanbul [ONLY IN TURKEY]
- 27 .madrid [ONLY IN SPAIN]
- 28 .warszawa [ONLY IN POLAND]
- 29 .paris [ONLY IN FRANCE]
- 30 佛山 [ONLY IN CHINA] (Foshan)
- 31 .hanoi [ONLY IN VIETNAM]
- 32 .manilla [ONLY IN PHILIPPINES]
- 33 .tokyo [ONLY IN JAPAN]
- 34 .seoul [ONLY IN SOUTH KOREA]
- 35 .mockba [ONLY IN RUSSIA]
- 36 .delhi [ONLY IN INDIA]
- 44 .jakarta [ONLY IN INDONESIA]
- 37 .abuja [ONLY IN NIGERIA]
- 38 .capetown [ONLY IN SOUTH AFRICA]
- 39 .cairo [ONLY IN EGYPT]
- 40 .bogota [ONLY IN COLOMBIA]
- 41 .cordoba [ONLY IN ARGENTINA]
- 42 .rio [ONLY IN BRAZIL]
- 8 .berlin [ONLY in Germany]
- 9 .ovh [ONLY in Germany]
- 10 .london [ONLY in UK]
- 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]
- 43 None, would not register a new gTLD (ANCHOR)
- 44 None of these, but I would register a different new gTLD SPECIFY \_\_\_\_\_ (ANCHOR)

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

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

RANDOMIZE

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

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

**Q825** Please rate the following gTLDs by how **trustworthy** you feel they are. [PN: DISPLAY SCALE CODES 4-1]

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

- 1 .email
- 2 .photography
- 3 .link
- 4 .guru
- 5 .realtor
- 6 .club
- 7 .xyz
- 16 .top
- 17 .pics
- 18 .online
- 19 .space
- 20 .website
- 21 .news
- 22 .site
- 23 .toronto [ONLY IN CANADA]
- 24 .guadalajara [ONLY IN MEXICO]
- 25 .roma [ONLY IN ITALY]
- 26 .istanbul [ONLY IN TURKEY]
- 27 .madrid [ONLY IN SPAIN]
- 28 .warszawa [ONLY IN POLAND]
- 29 .paris [ONLY IN FRANCE]
- 30 佛山 [ONLY IN CHINA] (Foshan)
- 31 .hanoi [ONLY IN VIETNAM]
- 32 .manilla ONLY IN PHILIPPINES]
- 33 .tokyo [ONLY IN JAPAN]
- 34 .seoul [ONLY IN SOUTH KOREA]
- 35 .москва [ONLY IN RUSSIA]
- 36 .delhi [ONLY IN INDIA]
- 37 .jakarta [ONLY IN INDONESIA]
- 38 .abuja [ONLY IN NIGERIA]
- 39 .capetown [ONLY IN SOUTH AFRICA]
- 40 .cairo [ONLY IN EGYPT]
- 41 .bogota [ONLY IN COLOMBIA]
- 42 .cordoba [ONLY IN ARGENTINA]
- 43 .rio [ONLY IN BRAZIL]
- 8 .berlin [ONLY in Germany]
- 9 .ovh [ONLY in Germany]
- 10 .london [ONLY in UK]
- 11 .nyc [ONLY in US]
- 12 .wang [ONLY IN CHINA]
- 13 .xn—ses554g (Chinese for network address) [ONLY in China]

**BASE: HAS REGISTERED NEW GTLDS (Q807/<>15)**

**Q848** As a registrant, how would you describe your satisfaction with the new gTLDs?

- 1 Very dissatisfied
- 2 Somewhat dissatisfied
- 3 Somewhat satisfied
- 4 Very satisfied
- 5 No experience with them

**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/agency that provides my internet access
- 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?

1 Does not describe at all	2 Does not describe very well	3 Describes somewhat well	4 Describes very well
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RANDOMIZE

- 1 Innovative
- 2 Cutting edge
- 3 Extreme
- 4 Trustworthy
- 5 Unconventional
- 6 Practical
- 7 Technical
- 8 Confusing
- 9 Overwhelming
- 10 Useful
- 11 For people like me
- 12 Interesting
- 13 Exciting
- 14 Helpful
- 15 Informative

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

**Q865** 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 No purchase restrictions should be required	2 Some purchase restrictions should be required	3 Strict purchase restrictions should be required
1	.email	
2	.photography	
3	.link	
4	.guru	
5	.realtor	
6	.club	
7	.xyz	
44	.bank	
45	.pharmacy	
46	.builder	
23	.toronto	[ONLY IN CANADA]
24	quadalajara	[ONLY IN MEXICO]
25	.roma	[ONLY IN ITALY]
26	.istanbul	[ONLY IN TURKEY]
27	.madrid	[ONLY IN SPAIN]
28	.warszawa	[ONLY IN POLAND]
29	.paris	[ONLY IN FRANCE]
30	佛山	[ONLY IN CHINA] (Foshan)
31	.hanoi	[ONLY IN VIETNAM]
32	.manilla	ONLY IN PHILIPPINES]
33	.tokyo	[ONLY IN JAPAN]
34	.seoul	[ONLY IN SOUTH KOREA]
35	.mockba	[ONLY IN RUSSIA]
36	.delhi	[ONLY IN INDIA]
37	.jakarta	[ONLY IN INDONESIA]
38	.abuja	[ONLY IN NIGERIA]
39	.capetown	[ONLY IN SOUTH AFRICA]
40	.cairo	[ONLY IN EGYPT]
41	.bogota	[ONLY IN COLOMBIA]
42	.cordoba	[ONLY IN ARGENTINA]
43	.rio	[ONLY IN BRAZIL]
8	.berlin	[ONLY in Germany]
9	.ovh	[ONLY in Germany]
10	.london	[ONLY in UK/]
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]

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

[NO TREND]

**Q910** And, how much do you trust that the restrictions on this new registration will actually be enforced?  
[PN: DISPLAY SCALE CODES 1-4]

1 Very low level of trust	2 Low level of trust	3 Moderate level of trust	4 High level of trust
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**SECTION 900: TRUST/EXPERIENCE WITH THE DOMAIN NAME SYSTEM**

[PN: DISPLAY Q901 AND Q900 ON THE SAME SCREEN]

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

**Q901** Now some questions about the process for registering a domain name.

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

**Q900** How would you describe the processing of registering a domain?

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

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

**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)**

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

Q916 **RANDOMIZE**

- 1 Internet service providers/the agency that provides my internet access
  - 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 OTHER INDUSTRIES MUCH/SOMEWHAT MORE (Q915/4,5 AND Q916/1-5)** [NEW; CODED]

**Q917** You said that you trust the domain name industry more than (insert options rated Q915/4,5; if Q916/1 is to be inserted, shorten the wording to display Internet service providers). Why do you trust the domain name industry more than these other industries?

[MANDATORY TEXT BOX]

**BASE: TRUST OTHER INDUSTRIES MUCH/SOMEWHAT LESS (Q915/1,2 AND Q916/1-5)** [NEW; CODED]

**Q919** You said that you trust the domain name industry less than (insert options rated Q915/1,2; if Q916/1 is to be inserted, shorten the wording to display Internet service providers). Why do you trust the domain name industry less than these other industries?

[MANDATORY TEXT BOX]

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**SECTION 1000: REACHING THE INTENDED INFORMATION SUPPLIER**

[PN: DISPLAY Q1001 AND Q1000 ON THE SAME SCREEN]

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

**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. For example, the url <http://www.doctorswithoutborders.org/support-us/corporate-support> could be shortened to <http://bit.ly/1Um526Q>.

- 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

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

**Q1020** 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. Here is an example—this is a QR code for <http://www.doctorswithoutborders.org/support-us/corporate-support>



- 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 QR CODES (Q1020/1-2)**

**Q1025** Why haven't you used QR codes?

RANDOMIZE; MULTIPLE RESPONSE

- 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) (ANCHOR)

**BASE: HAVE USED QR CODES (Q1020/3-4)**

**Q1030** Why do you use QR codes?

RANDOMIZE; MULTIPLE RESPONSE

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

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

[TREND]

**Q1050** In general, what is your preferred way of finding websites now?

RANDOMIZE

- 1 Use a search engine
- 2 Type the domain name directly into my browser and see if it comes up
- 3 Use an app instead of going to websites themselves
- 4 Use a QR code
- 5 Other (specify) \_\_\_\_\_ [ANCHOR]

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

[NO TREND]

**Q1036** Please think about [looking for information about a topic on the internet](#). 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?

RANDOMIZE; SINGLE RESPONSE; [PN: MAKE SAFEST, FASTEST AND EASIEST THE COLUMNS; ALLOW ONE RESPONSE PER COLUMN]

- 1 Using an app instead of going to the website itself—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 (ANCHOR)
- 1 Safest
  - 2 Fastest
  - 3 Easiest

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

[NEW]

**Q1055** Now think about [buying things over the internet](#). Which of these are the fastest, easiest and safest way to get to the website you want to buy from?

RANDOMIZE; SINGLE RESPONSE; [PN: MAKE SAFEST, FASTEST AND EASIEST THE COLUMNS; ALLOW ONE RESPONSE PER COLUMN]

- 1 Using an app instead of going to a website—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 (ANCHOR)
- 1 Safest
  - 2 Fastest
  - 3 Easiest

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

[NEW]

**Q1060** 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?

RANDOMIZE; SINGLE RESPONSE; [PN: MAKE SAFEST, FASTEST AND EASIEST THE COLUMNS; ALLOW ONE RESPONSE PER COLUMN]

- 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 (ANCHOR)
- 1 Safest
  - 2 Fastest
  - 3 Easiest

**SECTION 6: ABUSIVE BEHAVIOR / CYBER CRIME**

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

**Q1100a** How would you describe your familiarity with each of the following abusive internet behaviors?

MULTIPLE RESPONSE; 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.
- 
- 1 Never heard of
  - 2 Just know the name
  - 3 Somewhat familiar
  - 4 Very familiar
  - 5 Extremely familiar

**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 FAMILIAR WITH IN Q1100/1-5 AND Q1101/3-5]; [RANDOMIZE IN SAME ORDER AS Q1100a]

**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]

**BASE: FAMILIAR WITH ABUSIVE INTERNET BEHAVIOR (Q1100/1-5 AND Q1101/3-5) [NO TREND]**

**Q1115** How common do you feel each type of abusive Internet behavior is?  
ONLY DISPLAY THE BEHAVIORS FAMILIAR WITH IN Q1100/1-5 AND Q1101/3-5] [RANDOMIZE IN SAME ORDER AS Q1100a]

Q1117

- 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 [EXCLUSIVE]

**BASE: FAMILIAR WITH ABUSIVE INTERNET BEHAVIOR (q1100/1-5 and Q1101/3-5) [NO TREND]**

**Q1120** Have you ever been affected by any of these types of abusive Internet behaviors?  
[ONLY DISPLAY THE BEHAVIORS FAMILIAR WITH IN Q1100/1-5 AND Q1101/3-5]  
[RANDOMIZE IN SAME ORDER AS Q1100a]

Q1121

- 1 Yes
- 2 No
- 3 Not sure

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

**BASE: FAMILIAR WITH ABUSIVE INTERNET BEHAVIOR (Q1100/1-5 AND Q1101/3-5) [NO TREND]**

**Q1125** How scared are you of each of the following?

[ONLY DISPLAY THE BEHAVIORS FAMILIAR WITH IN Q1100/1-5 AND Q1101/3-5]

[RANDOMIZE IN SAME ORDER AS Q1100a]

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

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

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

**Q1130** 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.

RANDOMIZE; MULTIPLE RESPONSE

Q1131

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

- 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)

**[LOOP Q1135 FOR EACH Q1131 AND Q1130/5]**

**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?

INSERT TEXT BOX

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

[NO TREND]

**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
- 5 Local police
- 6 Interpol
- 7 ICANN
- 8 Private security companies
- 9 Consumer protection agency
- 10 (US ONLY) FBI
- 11 (US ONLY) Intelligence agency like the CIA or NSA
- 12 (NON US ONLY) Federal police
- 13 (NON US ONLY) National law enforcement
- 14 (NON US ONLY) A national intelligence agency
- 15 Don't know [EXCLUSIVE]

## SECTION 7: DEMOGRAPHIC QUESTIONS

### BASE: REGISTERED FOR BUSINESS (615/1)

**Q300** Does the company for which you registered domains have multi-national operations?

- 1 Yes
- 2 No

### BASE: ALL RESPONDENTS

**Q308** [HIDDEN QUESTION - MANDATORY QUESTION SELECTION.]

#### [MULTIPLE RESPONSE]

[IF ONLINE SURVEY AND US USE CODES 01,03,06,08-13. IF HPOL SAMPLE GET CODES 15 AND 16.  
IF ONLINE SURVEY AND NON-US PICK CODES 1,6, 8-11.]

- 01 GEOGRAPHICAL REGION (STATE/PROVINCE/REGION) (Q318)
- 03 ZIP/POSTAL CODE (Q326) [PN: Do not ask for ANY COUNTRIES OTHER THAN US.]
- 05 ~~INTERNET USAGE (Q350)~~
- 06 **SINGLE** EMPLOYMENT (Q398, Q404, Q410)[PN: Do not ask for Vietnam and Philippines.]
- 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]

- 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), Q376-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 (all same as A version)**

**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] <U>household</U> 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 SOUTH KOREA RESPONDENTS (Q264/214)**

**QKRREG1** In which region do you currently reside?

[PROGRAMMER: DISPLAY IN 2 COLUMNS GOING DOWN; ALPHABETIZE LIST.]

- 1 Seoul
- 2 Busan
- 3 Gyeonggi-do
- 4 Ulsan
- 5 Daejeon
- 6 Gwangju
- 7 Incheon
- 8 Daegu
- 9 Jeju-do
- 10 Chungcheongbuk-do
- 11 Gangwon-do
- 12 Chungcheongnam-do
- 13 Jeollabuk-do
- 14 Jeollanam-do
- 15 Gyeongsangnam-do
- 16 Gyeongsangbuk-do

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

**QKRREG2** HIDDEN QUESTION FOR WEIGHTING – REGION CLASSIFICATION

[PROGRAMMER: IF QKRREG1/1 GET CODE 1. IF QKRREG1/2 GET CODE 2. IF QKRREG1/3 GET CODE 3. IF QKRREG1/4-8 GET CODE 4. IF QKRREG1/9-16 GET CODE 5.]

- 1 Seoul
- 2 Busan
- 3 Gyeonggi-do
- 4 All other metropolitan cities
- 5 All other provinces (do)

**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 No education
- 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] <U>household</U> income before taxes? <BR><BR>

- 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 INDIA RESPONDENTS (Q264/116)**

**QINREG1** In which division do you currently reside?

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

- 1 Uttar Pradesh
- 2 Maharashtra
- 3 Bihar
- 4 West Bengal
- 5 Andhra Pradesh
- 6 Tamil Nadu
- 7 Madhya Pradesh
- 8 Rajasthan
- 9 Karnataka
- 10 Gujarat
- 11 Orissa
- 12 Kerala
- 13 Assam
- 14 Punjab
- 15 Haryana

- 16 Jharkhand
- 17 Chhattisgarh
- 18 Jammu and Kashmir
- 19 Uttaranchal
- 20 Himachal Pradesh
- 21 Tripura
- 22 Manipur
- 23 Meghalaya
- 24 Nagaland
- 25 Goa
- 26 Arunachal Pradesh
- 27 Mizoram
- 28 Sikkim
- 29 Delhi
- 30 Pondicherry
- 31 Chandigarh
- 32 Andaman and Nicobar Islands
- 33 Dadra and Nagar Haveli
- 34 Daman and Diu
- 35 Lakshadweep

**BASE: ALL INDIA RESPONDENTS (Q264/116)**

**QINREG2** HIDDEN QUESTION FOR WEIGHTING – STATE SIZE CLASSIFICATION

[PROGRAMMER: IF QINREG1/1-15 GET CODE 1. IF QINREG1/16-28 GET CODE 2. IF QINREG1/29-35 GET CODE 3.]

- 1 Bigger State
- 2 Smaller State
- 3 Union Territories

**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

**BASE: ALL NIGERIA RESPONDENTS (Q264/174)**

**Q1504** HIDDEN QUESTION FOR WEIGHTING – STATE CLASSIFICATION

[PROGRAMMER: IF Q1503/1-2 GET CODE 1. IF Q1503/3-6 GET CODE 2. IF Q1503/7-10 GET CODE 3. IF Q1503/11-14 GET CODE 4. IF Q1503/15-19 GET CODE 5. IF Q1503/20-23 GET CODE 6. IF Q1503/24-27 GET CODE 7. IF Q1503/28-32 GET CODE 8. IF Q1503/33-37 GET CODE 9.]

- 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)**

**Q1585** Do you consider yourself...?<BR><BR>

- 1 Hausa
- 2 Yoruba
- 3 Igbo/Ibo
- 4 Fulanji
- 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 Uqsur
- 14 As Suways
- 15 Aswān
- 16 Asyūt
- 17 Al Minyā
- 18 Sūhāj
- 19 Qinā
- 20 Al Fayyūm
- 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**

[PROGRAMMER: IF Q1505/1-9 GET CODE 1. IF Q1505/10-14 GET CODE 2. IF Q1505/15-22 GET CODE 3. IF Q1505/23-27 GET CODE 4.]

- 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 mas pesos colombianos
- 99 Decline to answer

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

**QCOREG2** In which region do you live?

- 1 Central
- 2 Bogota
- 3 Pacifico Norte
- 4 Eje Cafetero
- 5 Andina Norte
- 6 Andina Sur
- 7 Pacifico Sur
- 8 Caribe
- 9 Orinoquia
- 10 Amazonia

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

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

No schooling	01
Some Kindergarten school	02
Complete Kindergarten school	03
Some Primary school (Grades 1-5)	04
Complete Primary school (Grades 1-5)	05
Some Lower Secondary school (Grades 6-9)	06
Complete Lower Secondary school (Grades 6-9)	07
Some Upper Secondary school (Grades 10-12)	08
Complete Upper Secondary school (Grades 10-12)	09
Some Professional Secondary school - Primary level	10
Complete Professional Secondary school - Primary level	11
Some Professional Secondary school - Intermediate level	12
Complete Professional Secondary school - Intermediate level	13
Some College	14
Complete College	15
Some University	16
Complete University	17
Some Post graduate degree	18
Complete Post graduate degree	19
Don't Know/ REFUSED	99

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

**Q4015** What is your current occupation?

GOVERNMENT EMPLOYEE (THE GOVERNMENT'S ORGANIZATIONS OR STATE-OWN COMPANIES)	01
Senior government official	02
Middle government official	03
Low government official	04
Production Worker	05
NON-STATE SECTOR EMPLOYEE	06
Top level management	07
Middle management	08
Low manager	09
Executive/Officer	10
<del>Production Worker</del>	<del>11</del>

EMPLOYER (owners of companies/business establishments having 'employees' on a continuous basis)	12
Owner of a company/agency/farm (10 workers or higher)	13
Owner of a company/agency/farm (1- 9 workers)	14
OWN-ACCOUNT WORKER	15
Investor (real estate, stock,...)	16
Store owner/ individual establishment owner (not having "employees" on a continuous basis)	17
Farmer, logger, fisherman (agriculture, forestry and fishing)	18
Other self-employment (professional, freelancer, own-account driver, vendor, hawker,...)	19
PART-TIME/UNPAID FAMILY WORKER/ UNEMPLOYED	20
Student/ Apprentice	21
Housewife/househusband	22
Retired	23
Family workers	24
Unemployed	25
OTHERS (UNCLASIFIABLE 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.

	Q24a	Q24b	Q24c	Q24d
	Household Income	Household Expenditure	Personal Income	Personal Expenditure
150,000,000 VND or higher	01	01	01	01
75,000,000- 149,999,999 VND	02	02	02	02
45,000,000- 74,999,999 VND	03	03	03	03
30,000,000- 44,999,999 VND	04	04	04	04
15,000,000- 29,999,999 VND	05	05	05	05
7,500,000- 14,999,999 VND	06	06	06	06
4,500,000- 7,499,999 VND	07	07	07	07
3,000,000- 4,499,999 VND	08	08	08	08
1,500,000- 2,999,999 VND	09	09	09	09
1- 1,499,999 VND	10	10	10	10
No income/ expenditure	11	11	11	11
Don't Know/NA	12	12	12	12



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

**Q4025 BTS**

RECORD SEC (SOCIO ECONOMIC CLASSIFICATION) PLEASE MATCH MONTHLY HOUSEHOLD INCOME FROM <b>Q4020</b> TO THE APPROPRIATE HOUSEHOLD INCOME BAND.	Code
Class A5 (150,000,000+)	01
Class A4 (75,000,000 - 149,999,999)	02
Class A3 (45,000,000 - 74,999,999)	03
Class A2 (30,000,000 - 44,999,999)	04
Class A1 (15,000,000 - 29,999,999)	05
Class B (7,500,000 - 14,999,999)	06
Class C (4,500,000 - 7,499,999)	07
Class D (3,000,000 - 4,499,000)	08
Class E (1,500,000 - 2,999,999)	09
Class F (1 - 1,499,999)	10

**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 .....	01
Some elementary .....	02
Complete elementary .....	03
Some high school .....	04
Completed high school.....	05
Some vocational .....	06
Completed Vocational .....	07
Some college .....	08
Completed college/ Has degree .....	09
Some post graduate degree .....	10
Completed post graduate degree .....	11
Not know/Refused .....	12

**BASE: ALL PHILIPPINES RESPONDENTS (Q264/187)**

**Q4035** At the present time, what is your occupation?

- 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

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**BASE: ALL PHILIPPINES RESPONDENTS (Q264/187)**

**Q4036** Please select the area in which you live?

Metro Manila.....	01
North / Central Luzon.....	02
South Luzon.....	03
Visayas.....	04
Mindanao.....	05

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

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

**QBRREG1** In which state do you currently reside?

[PROGRAMMER: DISPLAY IN 2 COLUMNS GOING DOWN; ALPHABETIZE LIST]

- 1 Distrito Federal
- 2 Goiás
- 3 Mato Grosso
- 4 Mato Grosso do Sul
- 5 Acre
- 6 Amapá
- 7 Amazonas
- 8 Pará
- 9 Rondônia
- 10 Roraima
- 11 Tocantins
- 12 Alagoas
- 13 Bahia
- 14 Ceará
- 15 Maranhão
- 16 Paraíba
- 17 Pernambuco
- 18 Piauí
- 19 Rio Grande do Norte
- 20 Sergipe
- 21 Paraná
- 22 Rio Grande do Sul
- 23 Santa Catarina
- 24 Espírito Santo
- 25 Minas Gerais
- 26 Rio de Janeiro
- 27 São Paulo

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

**QBRREG2** HIDDEN QUESTION FOR WEIGHTING – REGION CLASSIFICATION

[PROGRAMMER: IF QBRREG1/1-4 GET CODE 1. IF QBRREG1 /5-11 GET CODE 2. IF QBRREG1 /12-20 GET CODE 3. IF QBRREG1/21-23 GET CODE 4. IF QBRREG1/24-27 GET CODE 5.]

- 1 Center-west
- 2 North
- 3 North-east
- 4 South
- 5 South-east

**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 MEXICAN RESPONDENTS (Q264/157)**

**QMXREG** In which state do you currently reside?

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

- 1 Aguascalientes**
- 2 Baja California Norte**
- 3 Baja California Sur**
- 4 Campeche**
- 5 Chiapas**
- 6 Chihuahua**
- 7 Coahuila**
- 8 Colima**
- 9 Distrito Federal**
- 10 Durango**
- 11 Guanajuato**
- 12 Guerrero**
- 13 Hidalgo**
- 14 Jalisco**
- 15 Mexico**
- 16 Michoacán**
- 17 Morelos**
- 18 Nayarit**
- 19 Nuevo León**
- 20 Oaxaca**
- 21 Puebla**
- 22 Querétaro**
- 23 Quintana Roo**
- 24 San Luis Potosí**
- 25 Sinaloa**
- 26 Sonora**
- 27 Tabasco**
- 28 Tamaulipas**
- 29 Tlaxcala**
- 30 Veracruz**
- 31 Yucatán**
- 32 Zacatecas**

**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?

- 1 High school or less
- 2 College
- 3 Bachelor degree
- 4 Post graduate

**BASE: ALL TURKEY RESPONDENTS (Q264/235)**

**QTRED** 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)**

**QCOED** 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)**

**QIDED** 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)**

**QJPED** 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)**

**QNGED** 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)**

**QPLED** 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 CHINESE RESPONDENTS (Q264/48)**

**QCNINC** Which of the following income categories best describes your total <fontcolor=blue>monthly</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

**BASE: ALL SOUTH AFRICA RESPONDENTS (Q264/193)**

**QZAREG** In which region do you currently reside?

[PROGRAMMER: ALPHABETIZE LIST.]

- 1 Free state
- 2 Gauteng
- 3 KwaZulu-Natal
- 4 Limpopo
- 5 Mpumalanga
- 6 Northern Cape
- 7 Northwest
- 8 Western Cape
- 9 Eastern Cape

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

<p><b>ISQ Metrics to be used (Q229)</b>  <i>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 HPOL surveys.</i></p>	<p><b>[PN: SELECT CODES 1, 2]</b>                  1 – MINIMUM LOI                  2 – INCORRECT RESPONSE TO RESPONDENT INSTRUCTION                  3 - STRAIGHT-LINE THROUGH GRID QUESTIONS                  4 - LESS THAN 5 CHARACTERS AT OPEN-END RESPONSE                  5 – ILLOGICAL RESPONSE TO SURVEY QUESTIONS                  9 – NONE - NOT USING ISQ IN THIS SURVEY</p>
<p><b>LOI (Q230) and LOI check (Q231)</b></p>	<p><b>LOI Check</b> = RE'S FOR THE LONGEST SURVEY PATH CONVERTED TO ESTIMATED LOI. THE MINIMUM ACCEPTABLE LOI IS 40% OF ESTIMATED LOI.]   <b>PN: MINIMUM LENGTH = 0.4 x AVG LOI OF 15 MINS=6 MINS</b></p>
<p><b>Respondent Instruction Test Result (Q232)</b></p>	<p>A STANDARD RESPONDENT INSTRUCTION QUESTION IS SHOWN BEFORE THE DEMOS IN THIS TEMPLATE AT Q9457</p>
<p><b>Straight-lining Grid Check (Q235)</b>  <i>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.</i></p>	<p><b>PN: Do not include Q235</b></p>
<p><b>Incomplete Response at Open End (Q236)</b>  <i>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.</i></p>	<p><b>[PN: CHECK FOR INCOMPLETE OE RESPONSE AT QXXX]</b>  <b>PN: Do not include Q236</b></p>
<p><b>Illogical Choice Combination (Q238)</b>  <i>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.</i></p>	<p><b>[PN – ILLOGICAL RESPONSE IF QXXX/X and QYYY/Y]</b>  <b>PN: Do not include Q238</b></p>
<p><b>Quality Checks that Failed (Q239)</b></p>	<p>1 – MINIMUM LOI                  2 – INCORRECT RESPONSE TO RESPONDENT INSTRUCTION                  3 - STRAIGHT-LINE THROUGH GRID QUESTIONS                  4 - LESS THAN 5 CHARACTERS AT OPEN-END RESPONSE                  5 – ILLOGICAL RESPONSE TO SURVEY QUESTIONS</p>
<p><b>Number of Quality Checks Failed (Q240)</b>  <i>FM/RESEARCHER: MINIMUM ISQ FAILURES IS SET TO 2</i></p>	<p>1 FAILED ONE                  2 FAILED TWO                  3 FAILED THREE                  4 FAILED FOUR                  5 FAILED FIVE                  6 FAILED NONE</p>



**[BEHIND THE SCENE] Final Disposition**

**BASE: ALL RESPONDENTS**

**Q59** STATUS OF RESPONDENT (LABELS ALSO USED IN ICW SAMPLE DISPOSITION REPORTS)

QMS Over quota	1
Screener Not Qualified #1 Under Age	25
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	26
Screener Not Qualified #3 Q280/ NE 18+	27
Screener Not Qualified #4 Q605/NE 1	28
Screener Not Qualified #5 Q610/NE 1 OR 2	29
Screener Not Qualified #6 Q625/NE 1-9	30
Screener Not Qualified #7 Q630/NE 1-35	31
Screener Not Qualified #8 Q635/99	32
Screener Not Qualified #9 Q640/NE 1,2,98	33
Screener Not Qualified #20 Q645/2	44
<font color="red">Dispo term not specified</font>	98
COMPLETE	99
DF Fail	996
Failed ISQ	998
Fraud Score Failure	997

**BASE: ALL RESPONDENTS**

**Q60** STATUS OF RESPONDENT (DOES NOT APPEAR ON SCREEN)

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