

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

Landing Page Title	[Tell us your thoughts on website domain names]	
Job no (Q19)	[145961b]	
LOI for ISQ section (Q229/1)	[15] (minutes)	
Sample source (Q75) <i>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.</i>	Q75/998 Client supplied sample	
Hipoints in the survey (Q77) (NOTE: HPOL ONLY) <i>In case of non-standard logic, please specify updated conditions here. Similarly, update values and logic if additional points amounts.</i>		
Digital Fingerprinting (Q9432) <i>If not using any type of DF, please change to OFF.</i>	On	
Termination based on Digital Fingerprinting and Fraud Score <i>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."</i>	Terminate DF Terminate Fraud Score	
Mode of survey (Q148/Q149) <i>Modes for which the survey is designed, please indicate yes.</i>	1 - Web Yes	2 - CATI/COW
Thank You Pages <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	
Other notes OR use for client summary 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 Panel Partner

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 [ASK SUB BRANCH]

Deleted: 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: HAS NOT REGISTERED DOMAIN NAME (605/2)

Q690 Which of the following online identities do you have, and which do you use to promote a business or organization, or to promote a personal activity or interest?

PN: "HAVE" COLUMN: ALLOW MULTIPLE FOR 1-3, 9 IS EXCLUSIVE
"PROMOTE" COLS – ALLOW MULTIPLE ACROSS IF SELECTED IN "HAVE" COLUMN

	Have	Promote Business	Promote Organization	Promote Personal
Social media accounts, such as Facebook, QZone, LinkedIn or Twitter	1	1	1	1
Blogging or publishing account separate from social media account, such as Blogger, Instagram, Pinterest Tumblr or WordPress	2	2	2	2
A web page created through a third party service of some form. Examples could be as part of online application like Google Apps, Office 365, review sites like TripAdvisor or Yelp, or online marketing services like HomeAway	3	3	3	3
None of the above	9	9	9	9

BASE: HAS ALTERNATE ONLINE IDENTITIES (690-HAVE/1-3)

Q695 How would you say your use of these alternative identities has impacted your decision to register a domain name, if at all?

- 1 I currently use these instead of having a registered domain, but I may register one in the future.
- 2 I thought about registering a domain name, but decided that I did not need one because I use these other online identities.
- 3 My decision not to register a domain name was unaffected by my other online identities.
- 4 I've never even considered registering a domain name.

BASE: REGISTRATION DECISION AFFECTED (Q695/1,2)

Q696 What value do these alternative online identities provide over registering a domain name? Please select all that apply.

RANDOMIZE

- 1 Lower cost.
- 2 Easier to set up.
- 3 Integrate more easily with other tools—e.g. show my Twitter feed.
- 4 Easier to communicate to interested people—they can "follow me"
- 5 Easier to access them on mobile devices (for example, I can use an app)
- 6 No registration process to go through
- 7 They are more credible
- 8 Other SPECIFY _____

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
Dispo term not specified	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 (IPN: 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
- 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, 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	2	3	4
Does not describe at all	Does not describe very well	Describes somewhat well	Describes very well

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]

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 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]

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 .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]
- 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 .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]
- 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 .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]
- 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 .москва [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	2	3	4
Very trustworthy	Somewhat trustworthy	Not very trustworthy	Not at all trustworthy

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]		
14	.xn—55qx5d (Chinese for company) [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	2	3	4
Does not describe at all	Does not describe very well	Describes somewhat well	Describes very well

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)

Q890 Which of the following online identities do you have, and which to you use to promote a business or organization, or to promote a personal activity or interest?

PN: "HAVE" COLUMN: ALLOW MULTIPLE FOR 1-3, 9 IS EXCLUSIVE
 "PROMOTE" COLS – ALLOW MULTIPLE ACROSS IF SELECTED IN "HAVE" COLUMN

	Have	Promote Business	Promote Organization	Promote Personal
Social media accounts, such as Facebook, QZone, LinkedIn or Twitter	1	1	1	1
Blogging or publishing account separate from social media account, such as Blogger, Instagram, Pinterest Tumblr or WordPress	2	2	2	2
A web page created through a third party service of some form. Examples could be as part of online application like Google Apps, Office 365, review sites like TripAdvisor or Yelp, or online marketing services like HomeAway	3	3	3	3
None of the above	9	9	9	9

BASE: HAS ALTERNATE ONLINE IDENTITIES (890 "HAVE"/1-36)

Q895 How would you say your use of these alternative identities has impacted your decision to register a domain name, if at all?

- 1 I have made a decision to **not register additional domain names** and use these other online identities instead.
- 2 I have decided to **not renew** one or more domain names and use these other identities instead.
- 3 I am **considering letting a domain registration lapse** and use these other online identities instead.
- 4 My decision to register domain names is **unaffected by my other online identities**.

BASE: HAS ALTERNATE ONLINE IDENTITIES (890 "HAVE"/1-36)

Q896 And, do you expect these online identities to have an impact on domain registrations in the future?

- 1 I will be less likely to register a new domain name.
- 2 I will be less likely to renew domain names I have already registered.
- 3 These other identities won't affect my decision to register a domain name—they serve different purposes.

BASE: REGISTRATION DECISION AFFECTED (Q896/1,2)

Q897 What value do these alternative online identities provide over registering a domain name? Please select all that apply.

- RANDOMIZE**
- 1 Lower cost.
 - 2 Easier to set up.
 - 3 Integrate more easily with other tools—e.g. show my Twitter feed.
 - 4 Easier to communicate to interested people—they can "follow me" or I can invite my contacts
 - 5 Easier to access them on mobile devices (for example, I can use an app)
 - 6 No registration process to go through
 - 7 They are more credible
 - 8 Other SPECIFY _____

BASE: REGISTRATION DECISION NOT AFFECTED (Q8XX/3)

Q898 What value does a registered domain offer over these alternative identities?

RANDOMIZE

- 1 More likely to come up in search results.
- 2 The gTLD or domain name communicates the topic better e.g. pet.photography
- 3 It's more legitimate.
- 4 It's expected by customers
- 5 I have more control over design
- 6 Other SPECIFY _____

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	.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]

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)

Q910 And, how strongly to you agree or disagree with the following statements about the registration process?

- 1 Strongly disagree
 - 2 Somewhat disagree
 - 3 Neither agree nor disagree
 - 4 Somewhat agree
 - 5 Strongly agree
-
- 1 It was easy to find a domain name and extension that worked for my need
 - 2 There were plenty of choices between gTLDs that met my needs—for example, .photography and .photo, or .auto and .cars
 - 3 If I had known more about the new gTLDs, choosing a domain to register would have been a lot easier
 - 4 I did not feel like I had many alternatives that were available for registration.

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q915 **Let's switch gears and talk about trust in the industry**

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]

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: REGISTERED FOR BUSINESS (615/1)

Q305 Which of the following sectors does your business fall into?

- 1 Agriculture, forestry and fishing
- 2 Mining and quarrying
- 3 Manufacturing
- 4 Electricity, gas, steam and air conditioning supply
- 5 Water supply; sewerage, waste management and remediation activities
- 6 Construction of buildings
- 7 Civil engineering
- 8 Specialized construction activities
- 9 Wholesale and retail trade and repair of motor vehicles and motorcycles
- 10 Wholesale trade, except of motor vehicles and motorcycles
- 11 Retail trade, except of motor vehicles and motorcycles
- 12 Land transport and transport via pipelines
- 13 Water transport
- 14 Air transport
- 15 Warehousing and support activities for transportation
- 16 Postal and courier activities
- 17 Accommodations
- 18 Food and beverage service activities
- 19 Publishing activities
- 20 Motion picture, video and television program production, sound recording and music publishing activities
- 21 Programming and broadcasting activities
- 22 Telecommunications
- 23 Computer programming, consultancy and related activities
- 24 Information service activities
- 25 Financial service activities, except insurance and pension funding
- 26 Insurance, reinsurance and pension funding, except compulsory social security
- 27 Activities auxiliary to financial service and insurance activities
- 28 Real estate activities
- 29 Legal and accounting activities
- 30 Activities of head offices; management consultancy activities
- 31 Architectural and engineering activities; technical testing and analysis
- 32 Scientific research and development
- 33 Advertising and market research
- 34 Other professional, scientific and technical activities
- 35 Veterinary activities
- 36 Rental and leasing activities
- 37 Employment activities
- 38 Travel agency, tour operator, reservation service and related activities
- 39 Security and investigation activities
- 40 Services to buildings and landscape activities
- 41 Office administrative, office support and other business support activities
- 42 Public administration and defense; compulsory social security
- 43 Education
- 44 Human health activities
- 45 Residential care activities
- 46 Social work activities without accommodation
- 47 Arts, entertainment and recreation
- 48 Other service activities
- 49 Activities of households as employers; undifferentiated goods- and services-producing activities of households for own use
- 50 Activities of extraterritorial organizations and bodies
- 99 Other

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?

- 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?

- 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)

Q1504HIDDEN 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...?

- 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 Daqahliyah
- 2 Al Buhayrah
- 3 Al Gharbiyah
- 4 Al Ismā'īliyah
- 5 Kafr ash Shaykh
- 6 Dumyāt
- 7 Al Qalyūbiyah
- 8 Ash Sharqiyah
- 9 Al Minūfiyah
- 10 Al Qāhirah
- 11 Al Iskandariyah
- 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
Production Worker	11

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 Q4020 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 <U>household</U> income before taxes?

- 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>ISQ Metrics to be used (Q229) <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>[PN: SELECT CODES 1, 2] 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>LOI (Q230) and LOI check (Q231)</p>	<p>LOI Check = RE'S FOR THE LONGEST SURVEY PATH CONVERTED TO ESTIMATED LOI. THE MINIMUM ACCEPTABLE LOI IS 40% OF ESTIMATED LOI.] PN: MINIMUM LENGTH = 0.4 x AVG LOI OF 15 MINS=6 MINS</p>
<p>Respondent Instruction Test Result (Q232)</p>	<p>A STANDARD RESPONDENT INSTRUCTION QUESTION IS SHOWN BEFORE THE DEMOS IN THIS TEMPLATE AT Q9457</p>
<p>Straight-lining Grid Check (Q235) <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>PN: Do not include Q235</p>
<p>Incomplete Response at Open End (Q236) <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>[PN: CHECK FOR INCOMPLETE OE RESPONSE AT QXXX] PN: Do not include Q236</p>
<p>Illogical Choice Combination (Q238) <i>Identify 2 questions with a base of ALL QUALIFIED RESPONDENTS that contain responses that contradict each other. Identify the contradicting questions & responses. Replace PN with "NONE" if not using this check.</i></p>	<p>[PN – ILLOGICAL RESPONSE IF QXXX/X and QYYY/Y] PN: Do not include Q238</p>
<p>Quality Checks that Failed (Q239)</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>Number of Quality Checks Failed (Q240) <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
Dispo term not specified	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