ICANN
GLOBAL CONSUMER RESEARCH

APRIL 2015

TABLE OF CONTENTS

BACKGROUND

- ICANN's New TLD Program was developed as part of a community-driven policy development process that spanned several years and aims to **enhance competition** and **consumer choice** for both registrants and Internet users.
- To assess the current TLD landscape, as well as measure factors such as consumer awareness, experience, choice, and trust with new TLDs and the domain name system in general, audience tracking research was implemented among two groups:
  - Global online **consumer end-users** (including prospective registrants)
  - Global domain name **registrants**, who were interviewed and will be reported separately

This report focuses on wave 1 results among the Consumer Segment.
A second comparison wave will be conducted in approximately a years time and will provide a set of comparison data.

METHODOLOGY

Qualifying criteria

- Adults 18+
- 5+ hours spent per week on Internet
- Demographically projectable to each region's online population – representing 75% of global users

Total of **6144 Consumers**, representing **Asia, Europe, Africa, North America, and South America**. Drawn from **24 countries**, administered in 18 languages

- Countries: China, India, Indonesia, Japan, Philippines, Russia, South Korea, Vietnam, France, Germany, Italy, Poland, Spain, Turkey, United Kingdom, Egypt, Nigeria, South Africa, Canada, Mexico, United States, Argentina, Brazil, Colombia
- Languages: English, Spanish, Portuguese (Brazil), Simplified Chinese, French, German, Italian, Japanese, Korean, Russian, Arabic, Vietnamese, Tagalog, Turkish, Polish, Latam_Spanish, British English, Bahasa

Significance testing is performed at a 95% confidence level throughout this report:

- Letters denote where a region is significantly higher than the region whose column in marked that that letter
- Green and red circles denote where a region is significantly ●higher or ● lower than the Total

ONLINE SURVEY
February 2-19
2015

SURVEY COMMISSIONED BY ICANN AND CONDUCTED BY NIELSEN

SUMMARY OF HIGH LEVEL METRICS

AVERAGE AWARENESS AND VISITATION

Familiarity—real or perceived—differentiates extensions

Among legacy TLDs, a small number of extensions lead awareness. Despite differences in number of registrations, .com, .net and .org have similar awareness—the virtue of longevity and relevance (they are the sites people most often say they visit.)

New TLDs have room to grow

It is interesting that our reference set of new extensions has higher average awareness and reported visitation than the low tier legacy extensions. This reflects a pattern in this research that interpretability of the extension breeds a sense of familiarity.

LEGACY TLDS	TOTAL	
AVERAGE AWARENESS (%)		
High	79%	(74%-89% across regions)
Moderate	36%	(31%-45% across regions)
Low	9%	(5%-12% across regions)
Geographically Targeted TLDs	86%	(52%-95% across country)
AVERAGE VISITATION (%)		
High	71%	(66%-81% across regions)
Moderate	22%	(15%-31% across regions)
Low	4%	(2%-7% across regions)
Geographically Targeted TLDs	81%	(31%-94% across country)

High .com, .net, .org
Moderate: .info, .biz
Low: .mobi, .pro, .tel, .asia, .coop
Geographically Targeted: based on only those shown in that region

NEW TLDS	TOTAL	
AVERAGE AWARENESS (%)		
Generic Extensions	14%	(8%-17% across regions)
Geographically Targeted TLDs	7%	(1%-18% across country)
AVERAGE VISITATION (%)		
Generic Extensions	15%	(10%-17% across regions)
Geographically Targeted TLDs	7%	(0%-16% across country)

Generic: .email, .photography, .link, .guru, .realtor, .club, .xyz

Geographically Targeted: based on only those shown in that region

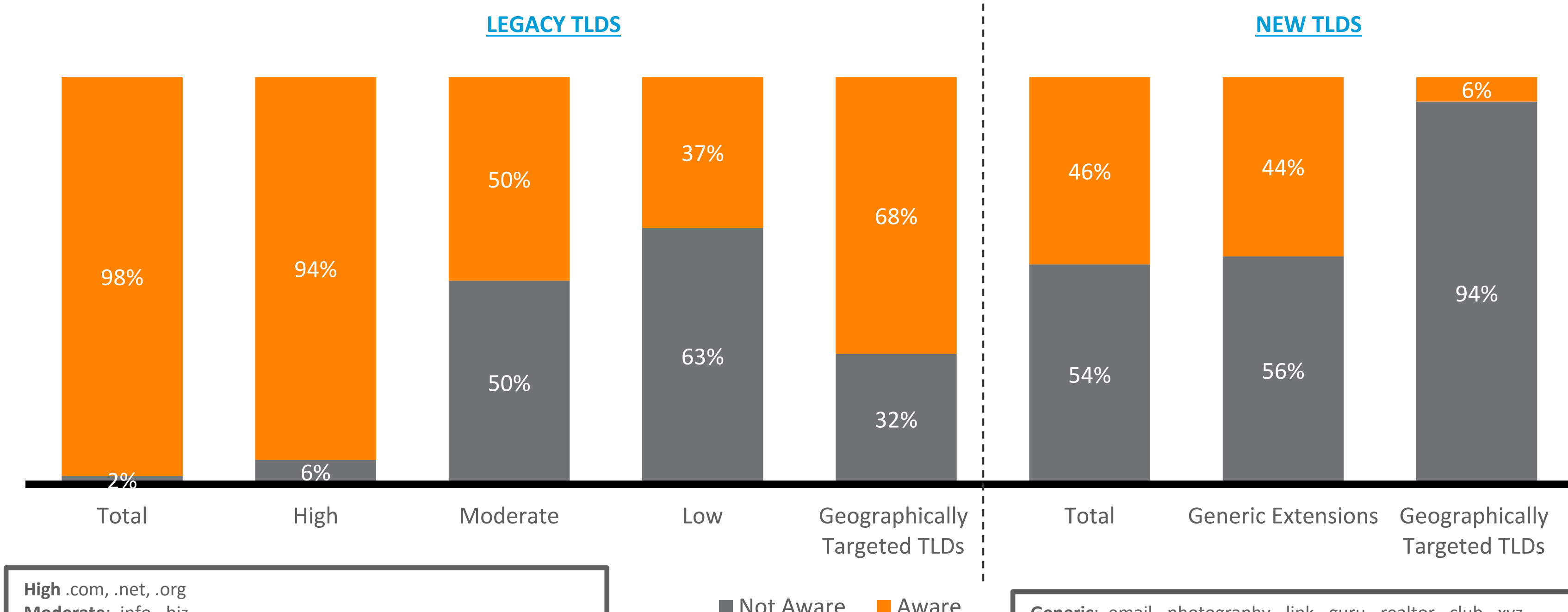
AWARENESS OF TLDS

Traditional extensions clearly lead awareness

A small number of extensions lead awareness—the virtue of longevity and being among a limited set of early TLDs.

Consumers are moderately aware of newer TLDs

The new TLDs have yet to elicit high awareness levels, but do enjoy aggregate awareness similar to that of moderate legacy extensions - .info and .biz.



High .com, .net, .org
Moderate: .info, .biz
Low: .mobi, .pro, .tel, .asia, .coop
Geographically Targeted: based on only those shown in that region

Generic: .email, .photography, .link, .guru, .realtor, .club, .xyz

Geographically Targeted: based on only those shown in that region

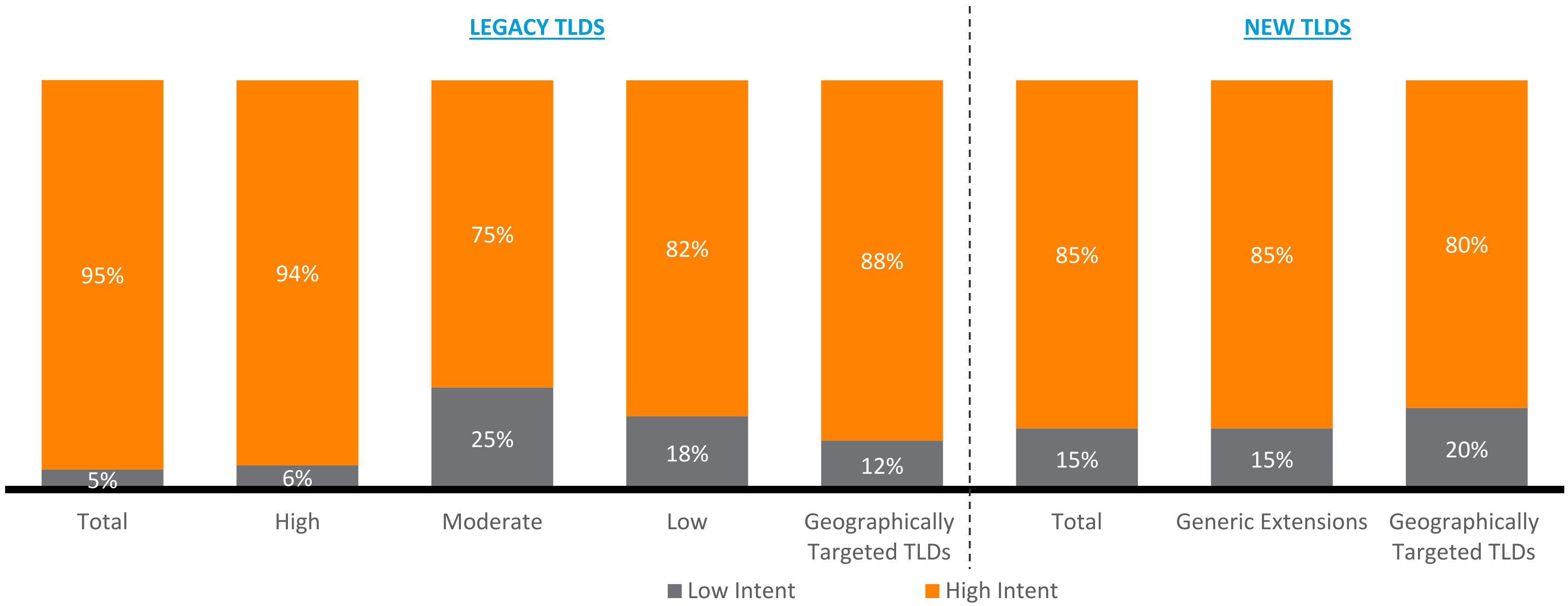
INTENT TO VISIT AMONG THOSE AWARE

Awareness generally translates to visitation

When we look at the relationship between awareness and visitation, we see relatively few internet citizens who are aware of a TLD but who have low intent to visit it.

Relevance appears key

This pattern reflects other findings in the research that shows perceived relevance of a site with a specific extension is key motivation for intended visitation. Familiarity and perceived relevance also appear to be stronger motivating factors for visiting new TLDs than concerns of legitimacy or trustworthiness – about a quarter or more of consumers say they are likely to visit a new TLD if it has the information they are seeking and about one in four cite a lack of relevancy as a reason for low intent to visit.



TRUST IN TLDS

Newer TLDs have yet to establish high levels of trust

Relative to the top tier legacy TLDs, or to the industry in general, the reference set of new TLDs has relatively lower trust levels.

Trust can be improved by having some level of purchase restrictions

While there is a general sense that domain registration should have only light or no purchase restrictions, have some level of purchase restriction does increase the perceived trustworthiness of a particular TLD. And internet users generally have a positive sense that the industry takes reasonable precautions to protect consumers.

Still, most modify their behavior

Regardless of a general sense of trustworthiness, most take some personal actions to improve their online security—most commonly installing anti-virus software and modifying their online behavior.

LEGACY TLDS	TOTAL	
AVERAGE TRUST (T2B%)		
Legacy Extensions	90%	(88%-96% across regions)
Geographically Targeted TLDs	94%	(75%-98% across country)

NEW TLDS	TOTAL	
AVERAGE TRUST (T2B%)		
New Extensions	49%	(39%-53% across regions)
Geographically Targeted TLDs	47%	(26%-64% across country)

Top: .com, .net, .org

New: .email, .photography, .link, .guru, .realtor, .club, .xyz

Geographically Targeted: based on only those shown in that region

T2B% = % who say very/somewhat trustworthy

TRUST IN THE DOMAIN NAME INDUSTRY

Online users generally expect the domain industry to be diligent

Overall, three-quarters of respondents trust the domain industry to take precautions about who gets a name, to screen registrants, and/or to give consumers what they expect.

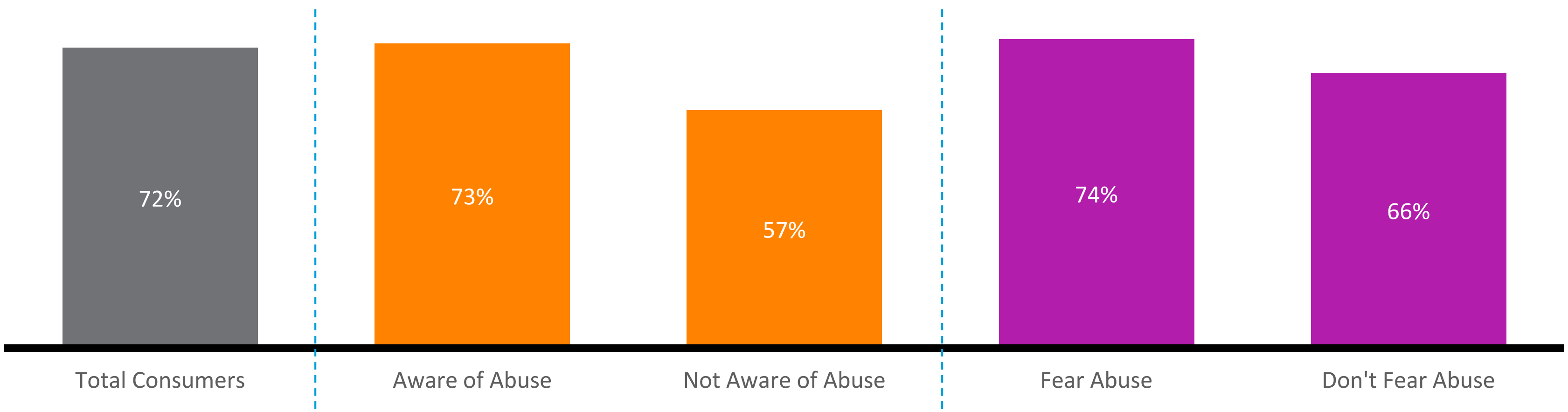
Awareness of abuse is generally high

Malware, phishing and stolen credentials are all things that at least three quarters of the respondents are aware of—cybersquatting is the only bad behavior that the majority are unfamiliar with— only 1 in 3 are aware. Interestingly though, awareness of these bad behaviors is correlated with higher trust in the domain industry. Very possibly, these common behaviors are not associated with domain names. And, it may be that generally more knowledgeable citizens have greater confidence in the system. Programs to educate internet users may help to further improve perceptions of the industry.

Fear stems from targeted attacks

Some bad behaviors, such as spamming, are well recognized annoyances but do not really create widespread strong fear in the online populace. But having ones' online credentials stolen, or falling victim to malware or phishing, are widespread and relatively strong worries. Again though, those with more concern are those who also tend to trust the industry to use due diligence when assigning domain names. This may reflect the fact that stolen credentials are not typically seen to be a problem with the industry, rather a matter for criminal authorities to address.

TRUST IN DOMAIN NAME INDUSTRY



AN UNCOMMON SENSE OF THE CONSUMER™

UNDERSTANDING OF AND EXPERIENCE WITH LEGACY TLDS

KEY TAKEAWAYS – LEGACY TLDS

This section focuses on legacy TLDs, exploring consumer perceptions in the established domain extension space; also creating a base of knowledge for reference in interpretation of findings relative to the new TLDs and understanding DNS changes.

1 Traditional extensions clearly lead awareness

Based on the number of registrations and traffic patterns, a small number of extensions lead awareness. Despite differences in number of registrations, .com, .net and .org have similar awareness—the virtue of longevity and being among a limited set of early TLDs.

2 Learn from the top 3

Looking at what contributes to the difference between top and mid-tier extensions in terms of awareness, for example, .com and .info, could help understand factors that may affect acceptance of new TLDs. Similarly, understanding what drives the relative success of extensions like .mobi or .pro could provide additional clues to successful extension adoption.

3 Potential for extensions that make implicit sense

It may be that the strong intent stated in this research to visit domains like .pro, .coop and .tel is in part because they are easy to interpret and impart an aura of legitimacy—whereas other extensions that may not be easily recognized as a word or part of a word may suffer from lack of interpretability.

4 Interest in lesser known extensions is higher outside US/Europe

When setting up a new domain, even among legacy TLDs there is a preference for the most common extensions and hesitancy to use less familiar ones—however willingness does increase in Asia, South America and Africa.

5 Country level names are trustworthy

The most trusted TLDs, as reported by consumers, are those with longer history—but within regions, country level names have inherent trust —possibly due to national association/pride. The web had early acceptance in the US with the most heavily trafficked sites originating in the US. Geographically targeted extensions are breaching the top ranks, suggesting that local relevance is becoming an important factor.

6 Restriction has pros and cons

While restrictions on domain purchases generally provide a boost in the perception of trustworthiness, many feel that there should not be any or only limited purchase restrictions. This would likely change in specific scenarios where negative intent is more apparent, for example, a site advocating racism, but it demonstrates the difficult balance needed in managing site registration.

7 Education is needed

When website abuse occurs, most are at a loss for where to turn—or they may turn to potentially inappropriate resources. There is an opportunity to educate the online world about how to handle suspected abuse.

AWARENESS OF DOMAIN EXTENSIONS

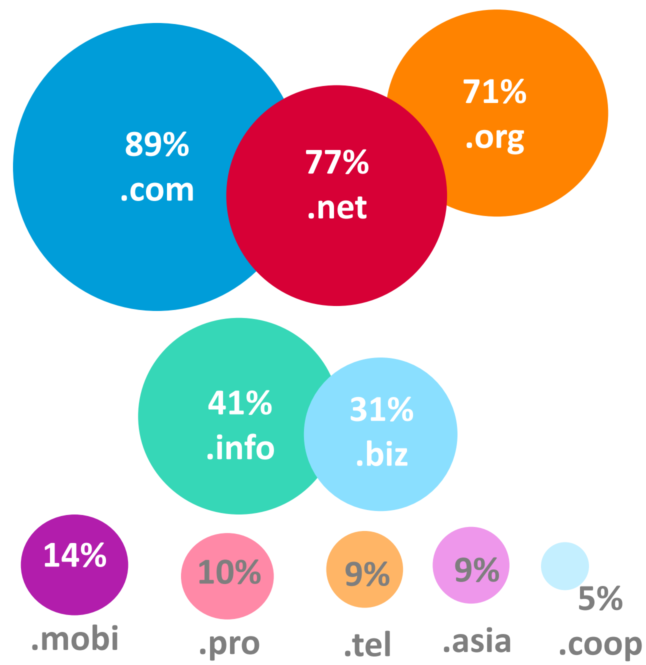
Awareness beyond the common legacy extensions - .com, .net, and .org – is relatively low; half or less of consumers across all regions.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Aware of any below	**98%**	**99% ACE** 🟢	**97%**	**98%**	**98%**
.com	92% E 🟢	90%	89%	91%	88% 🔴
.net	85% CDE 🟢	82% E 🟢	80% E 🟢	78% E	73% 🔴
.org	89% BCDE 🟢	80% E 🟢	79% E 🟢	76% E 🟢	61% 🔴
.info	33% 🔴	44% A	48% AE 🟢	50% AE 🟢	40% A 🔴
.biz	33% BE	18% 🔴	36% BE 🟢	41% ABE 🟢	29% B 🔴
.mobi	8% 🔴	9% 🔴	12% A 🔴	40% ABCE 🟢	14% AB
.pro	5% 🔴	8% AD	8% AD 🔴	3% 🔴	13%ABCD 🟢
.tel	8%	12% ACD 🟢	8%	7%	10%
.asia	3% 🔴	5% A 🔴	6% A 🔴	6% A 🔴	12% ABCD 🟢
.coop	3% 🔴	8% ACD 🟢	4% AD	2% 🔴	6% ACD 🟢

Letters indicate significantly higher than region. Region vs. Total 🟢 Higher 🔴 Lower

TOTAL AWARENESS BY DOMAIN EXTENSION – TOTAL

98% Aware of Any (Net)



Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

AWARENESS OF GEOGRAPHICALLY TARGETED DOMAIN EXTENSIONS

By country, awareness of the common legacy extensions is fairly consistent. And awareness of most geographically targeted extensions is quite high; only the US and Egypt report moderate awareness.

HIGH AWARENESS		MODERATE AWARENESS
• .mx (Mexico)	• .vn (Vietnam)	• .us (United States)
• .ca (Canada)	• .cn (China)	• .eg (Egypt)
	• .jp (Japan)	
• .it (Italy)	• .kr (Korea)	
• .tr (Turkey)	• .ph (Philippines)	
• .es (Spain)	• .ru (Russia)	
• .pl (Poland)	• .id (Indonesia)	
• .uk (UK)	• .in (India)	
• .fr (France)		
• .de (Germany)	• .co (Colombia)	
	• .ar (Argentina)	
• .za (South Africa)	• .br (Brazil)	
• .ng (Nigeria)		

80% or more Aware

50%-65% Aware

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

DOMAIN NAME EXTENSIONS VISITED

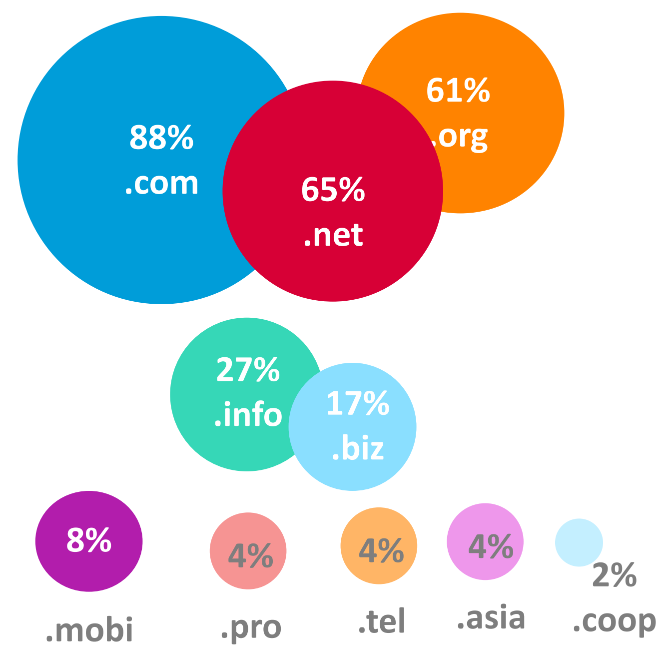
Similarly, only the three common legacy extensions are highly visited currently. Awareness and visitation of .info and .biz extensions is most prevalent in Europe and Africa, along with .mobi in Africa.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Visited any below	**98%**	**99% C**	**98%**	**99%**	**98%**
.com	91% CE 🟢	88%	86%	91% CE 🟢	87% 🔴
.net	71% BCE 🟢	65%	63%	71% BCE 🟢	63% 🔴
.org	80% BCDE 🟢	73% CE 🟢	64% E 🟢	72% CE 🟢	50% 🔴
.info	17% 🔴	25% A	34% ABE 🟢	35% ABE 🟢	27% A
.biz	13% B 🔴	9% 🔴	22% ABE 🟢	27% ABCE 🟢	17% AB
.mobi	3% 🔴	3% 🔴	6% AB 🔴	31% ABCE 🟢	8% ABC
.pro	2% 🔴	3% D	3% D 🔴	1% 🔴	6% ABCD 🟢
.asia	1% 🔴	2% A 🔴	2% A 🔴	1% 🔴	6% ABCD 🟢
.tel	2% 🔴	4% A	3% A	2%	4% A 🟢
.coop	1% 🔴	5% ACDE 🟢	2% A	0% 🔴	3% AD 🟢

Letters indicate significantly higher than region. Region vs. Total 🟢 Higher 🔴 Lower

VISITATION BY DOMAIN EXTENSION - TOTAL

99% Visited Any (Net)



Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

DOMAIN EXTENSIONS LIKELY TO VISIT IN NEXT 6 MONTHS

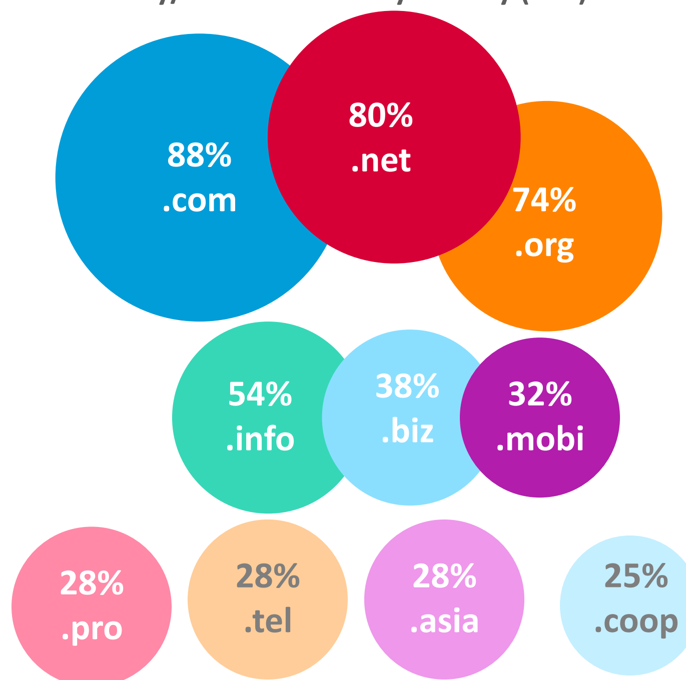
Future intent scores are optimistic, with notable increases from current visitation levels for many. The North American and European regions express lower intent relative to their counterparts.

Top 2 Box (Very/ Somewhat Likely)	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Very/Somewhat Likely for ANY below	**94%**	**92%**	**92%**	**99% ABCE**	**96% ABC**
.com	89% BC	84%	85%	95% ABCE	89% BC
.net	79% C	78%	75%	90% ABCE	81% C
.org	84% CE	81% CE	71%	90% ABCE	69%
.info	41%	55% A	51% A	65% ABCE	57% AC
.biz	28%	35% A	31%	48% ABC	44% ABC
.mobi	17%	30% AC	21% A	53% ABCE	37% ABC
.tel	18%	33% ACD	21%	22%	34% ACD
.pro	15%	30% ACD	21% A	22% A	34% ACD
.asia	11%	27% ACD	16% A	16% A	36% ABCD
.coop	13%	31% ACD	17% A	15%	31% ACD

Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower

FUTURE VISITATION BY DOMAIN EXTENSION - TOTAL

94% Very/Somewhat Likely for Any (Net)



Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

GEOGRAPHICALLY TARGETED DOMAIN EXTENSIONS VISITED

Overall, awareness of the geographically targeted extensions is translating to visitation; however, visitation is particularly low in the US. About 8 in 10 consumers report likelihood to visit their geographically targeted extension in the next 6 months; the exception being the US at 4 in 10.

HIGH VISITATION

- .mx (Mexico)
- .ca (Canada)

- .it (Italy)
- .tr (Turkey)
- .es (Spain)
- .pl (Poland)
- .uk (UK)
- .fr (France)
- .de (Germany)

- .za (South Africa)
- .ng (Nigeria)

- .vn (Vietnam)
- .cn (China)
- .jp (Japan)
- .kr (Korea)
- .ru (Russia)
- .in (India)

- .co (Colombia)
- .ar (Argentina)
- .br (Brazil)

MODERATE VISITATION

- .ph (Philippines)
- .id (Indonesia)
- .eg (Egypt)

LOW VISITATION

- .us (United States)

75% or more have Visited

60%-74% have visited

35% or less have Visited

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

REASONS VERY LIKELY/UNLIKELY TO VISIT WEBSITE - TOTAL

Top drivers of visitation are largely consistent across extension – familiarity with the type of site being the most notable. Secondary are trust, need, and perceptions of legitimacy.

Reasons likely to visit (among those who said they are likely to visit each extension)

Reasons unlikely to visit (among those who said they are unlikely to visit each extension)

TOTAL	Have never been to this type of website before	Have been to this type of website before	Don't trust this extension	Trust this extension	Have no reason to go there	Has information I'm seeking	Doesn't seem legitimate	Seems legitimate	It's where you go for specific information	Afraid of my information being stolen if I go there	Not afraid of my info being stolen if I go here
.com	9%	56%	7%	44%	17%	43%	4%	34%	33%	11%	17%
.org	24%	54%	6%	41%	28%	40%	7%	34%	33%	10%	19%
.net	20%	53%	7%	39%	27%	38%	6%	33%	28%	9%	15%
.info	37%	42%	11%	31%	36%	37%	8%	28%	33%	8%	17%
.biz	44%	38%	15%	29%	38%	31%	11%	29%	27%	10%	18%
.mobi	47%	34%	14%	27%	41%	28%	13%	25%	25%	10%	16%
.asia	48%	29%	17%	29%	42%	28%	13%	33%	26%	11%	22%
.tel	46%	26%	14%	26%	40%	25%	11%	30%	23%	10%	17%
.pro	48%	25%	15%	27%	37%	25%	11%	32%	23%	9%	19%
.coop	49%	22%	15%	28%	40%	26%	13%	29%	21%	10%	17%

No notable differences observed between regions

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

CONSIDERATION OF LEGACY TLD FOR OWN WEBSITE

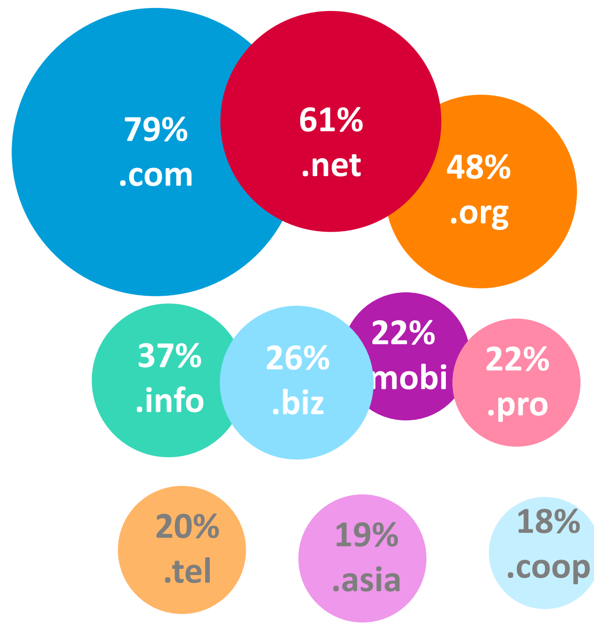
If setting up a website, North Americans and Europeans are less likely to consider one of the less common extensions, while roughly a quarter or so of consumers in South America, Africa, and Asia are more open.

Top 2 Box (Very/ Somewhat Likely)	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Very/Somewhat Likely for ANY below	**85%**	**92% ACE**	**84%**	**98% ABCE**	**88% AC**
.com	79% C	86% ACE	67%	92% ABCE	80% C
.net	56% C	62% AC	48%	73% ABCE	65% AC
.org	46% C	52% AC	40%	72% ABCE	48% C
.info	23%	40% AC	30% A	47% ABC	42% AC
.biz	17%	21% AC	16%	38% ABCE	32% ABC
.pro	13%	21% ACD	15%	15%	27% ABCD
.mobi	9%	20% AC	13% A	33% ABCE	27% ABC
.tel	10%	22% ACD	14% A	13%	26% ABCD
.asia	7%	17% ACD	10% A	8%	28% ABCD
.coop	8%	23% ACD	11% A	12% A	24% ACD

Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower

PURCHASE CONSIDERATION BY DOMAIN EXTENSION - TOTAL

88% Likely for Any (Net)



Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

CONSIDERATION OF LEGACY TLD FOR OWN WEBSITE– BY COUNTRY

In North America, US and Canada are driving the lower North America numbers. Within Europe, Turkey and Poland are particularly open to the lesser known TLDs relative to the rest of the region.

Aside from the US and Japan, about three-quarters or more of consumers would consider their geographically targeted extension.

Consideration	TOTAL	NA	US	CA	MX	SA	CO	AR	BR	EUR	IT	TR	ES	PL	UK	FR	DE	AFR	NG	ZA	EG	ASIA	CN	VN	PH	JP	KR	RU	IN	ID
T2B for any below	**88%**	**85%**	**78%**	**89%**	**97%**	**92%**	**96%**	**96%**	**90%**	**84%**	**86%**	**95%**	**85%**	**96%**	**83%**	**76%**	**79%**	**98%**	**98%**	**95%**	**100%**	**88%**	**85%**	**93%**	**94%**	**66%**	**87%**	**97%**	**98%**	**96%**
.com	79%	79%	74%	77%	94%	86%	93%	87%	84%	67%	66%	92%	77%	87%	69%	61%	46%	92%	96%	80%	96%	80%	78%	87%	85%	52%	80%	81%	91%	94%
.net	61%	56%	55%	40%	72%	62%	68%	56%	62%	48%	47%	78%	51%	59%	46%	49%	31%	73%	81%	50%	83%	65%	60%	72%	71%	39%	74%	64%	77%	79%
.org	48%	46%	42%	40%	61%	52%	61%	48%	50%	40%	37%	75%	32%	52%	49%	38%	18%	72%	84%	54%	66%	48%	36%	56%	58%	19%	38%	54%	76%	65%
.info	37%	23%	17%	16%	43%	40%	43%	44%	37%	30%	37%	59%	24%	50%	28%	18%	19%	47%	54%	29%	51%	42%	33%	54%	53%	21%	33%	54%	60%	49%
.biz	26%	17%	16%	14%	21%	21%	14%	16%	25%	16%	13%	41%	14%	21%	18%	11%	8%	38%	51%	27%	24%	32%	25%	29%	37%	16%	29%	33%	47%	40%
.pro	22%	13%	10%	14%	21%	21%	15%	11%	26%	15%	10%	28%	14%	28%	14%	17%	7%	15%	15%	8%	20%	27%	27%	25%	24%	12%	23%	36%	37%	27%
.mobi	22%	9%	7%	6%	18%	20%	18%	12%	23%	13%	8%	27%	14%	22%	14%	9%	6%	33%	30%	50%	22%	27%	26%	29%	23%	11%	22%	28%	37%	30%
.tel	20%	10%	7%	7%	22%	22%	21%	12%	25%	14%	9%	27%	14%	22%	14%	12%	6%	13%	14%	8%	17%	26%	27%	22%	20%	11%	22%	24%	34%	27%
.asia	19%	7%	5%	6%	13%	17%	13%	5%	22%	10%	7%	24%	12%	20%	9%	6%	4%	8%	7%	4%	14%	28%	26%	19%	33%	11%	22%	21%	43%	31%
.coop	18%	8%	6%	7%	15%	23%	19%	22%	24%	11%	9%	25%	12%	20%	13%	6%	6%	12%	11%	6%	18%	24%	25%	21%	20%	10%	24%	23%	30%	23%

T2B% = % who say very/somewhat likely

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

DOMAIN EXTENSION TRUSTWORTHINESS

As would be expected, the common extensions, such as .com and .org, are highly trusted across all regions.

By country, three-quarters or more trust their geographically targeted extension as well, including the US.

70% or more rated extension Very/Somewhat Trustworthy

NORTH AMERICA

General Extensions
.com
.org
.net
.info

Geographically Targeted Extensions
.mx
.ca
.us

SOUTH AMERICA

General Extensions
.com
.org
.net
.info

Geographically Targeted Extensions
.ar
.co
.br

EUROPE

General Extensions
.com
.org
.net
.info

Geographically Targeted Extensions
.pl .es
.de .uk
.it .tr
.fr

AFRICA

General Extensions
.com
.org
.net
.info

Geographically Targeted Extensions
.ng
.za
.eg

ASIA

General Extensions
.com
.org
.net
.info

Geographically Targeted Extensions
.id .vn
.ph .cn
.in .jp
.ru .kr

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

LEGACY TLD EXPERIENCE

Very few negative user experiences are reported for any extension within any region.

75% or more had Very/Somewhat Positive experience with extension

NORTH AMERICA

General Extensions
.com
.org
.net
.info
.biz

Geographically Targeted Extensions
.mx
.ca
.us

SOUTH AMERICA

General Extensions
.com
.org
.net
.info
.biz

Geographically Targeted Extensions
.co
.br
.ar

EUROPE

General Extensions
.com .mobi
.org .tel
.net .pro
.info
.biz

Geographically Targeted Extensions
.it
.tr
.de
.pl
.uk
.es
.fr

AFRICA

General Extensions
.com
.org
.net
.info
.biz
.mobi

Geographically Targeted Extensions
.za
.eg
.ng

ASIA

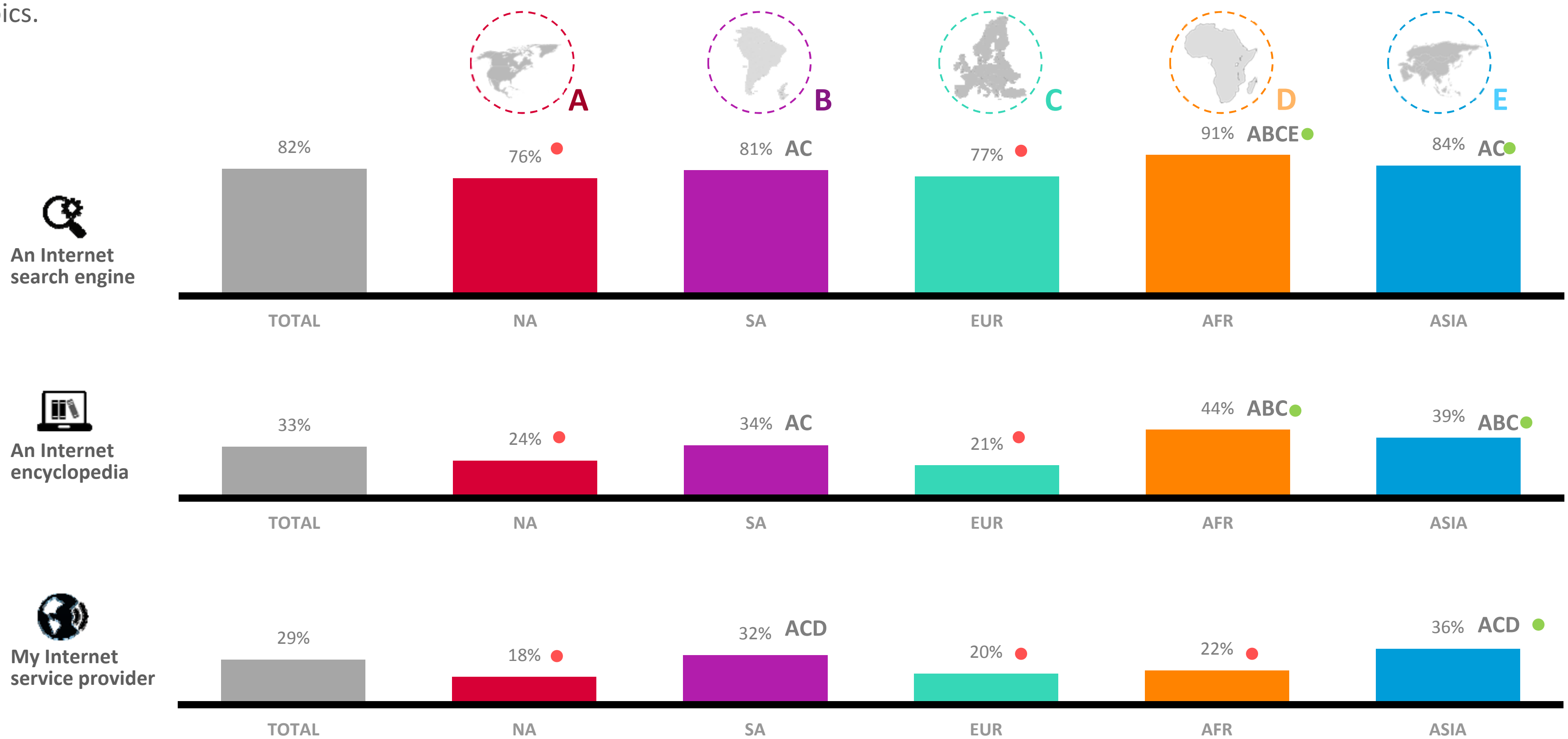
General Extensions
.com .mobi
.org .tel
.net .pro
.info .asia
.biz .coop

Geographically Targeted Extensions
.ph .jp
.id .cn
.vn
.kr
.ru
.in

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.
* Only those with base over 30 reported

PREFERRED SOURCES FOR MORE INFORMATION

Internet search is by and large the primary means consumers would use to learn more about domain name extensions. This is no surprise, as we consistently see Internet search is the dominant method for online populations to locate information about most topics.



Letters indicate significantly higher than region. Region vs. Total Higher Lower

IMAGERY PERCEPTIONS OF LEGACY TLDS

Many consumers aren't acutely aware of why websites have different extensions, but many of those who do believe it is to classify sites, differentiate purpose or content, and identify the geographic location.

The common TLDs are seen as functional - Useful, Informative, and Helpful - by consumers.

TLD RESTRICTIONS

Few feel that strict purchase restrictions are required on these TLDs.

Strict purchase restrictions should be required	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
.com	19%	13%	15%	13%	24% ABC	24% ABC
.info	16%	16%	15%	13%	18% C	16%C
.net	16%	12%	13%	10%	21% ABC	18% ABC
.org	25%	26% C	26% C	18%	29% C	26% C

Some purchase restrictions should be required	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
.com	40%	38%	40%	40% D	34%	41% D
.info	49%	48% D	45%	48% D	40%	51% ABD
.net	47%	44%	42%	45%	45%	50% ABC
.org	44%	40%	39%	44% BD	37%	47% ABD

No purchase restrictions should be required	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
.com	41%	49% DE	45% E	47% E	42% E	35%
.info	36%	37% E	40% E	39% E	42% E	32%
.net	38%	44% DE	45% DE	45% DE	33%	32%
.org	31%	34% E	35% E	38% AE	34% E	27%

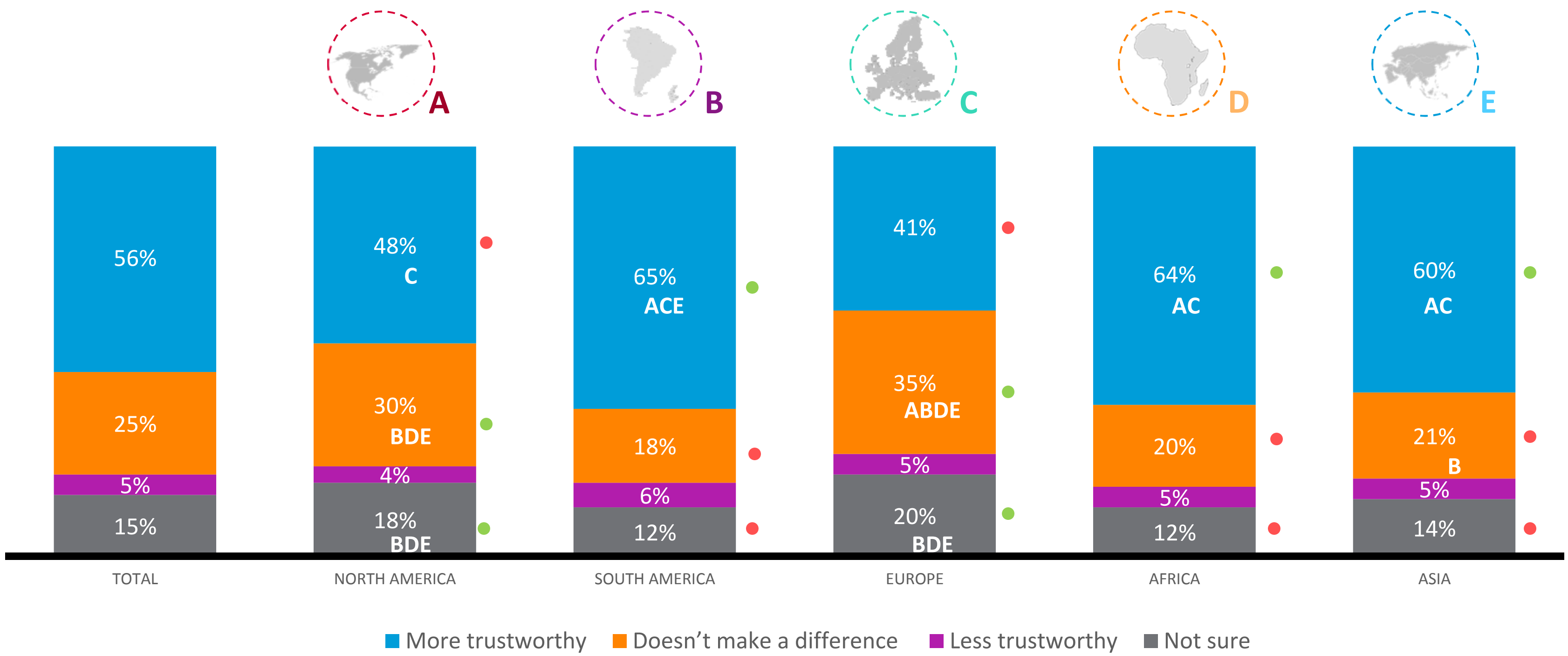
Letters indicate significantly higher than region. Region vs. Total Higher Lower

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

In several countries, including Colombia, Argentina, Italy, Poland, France, Germany, and Mexico, roughly half of consumers feel there should be no restrictions on their geographically targeted domain extensions

IMPACT OF PURCHASE RESTRICTIONS ON TRUST

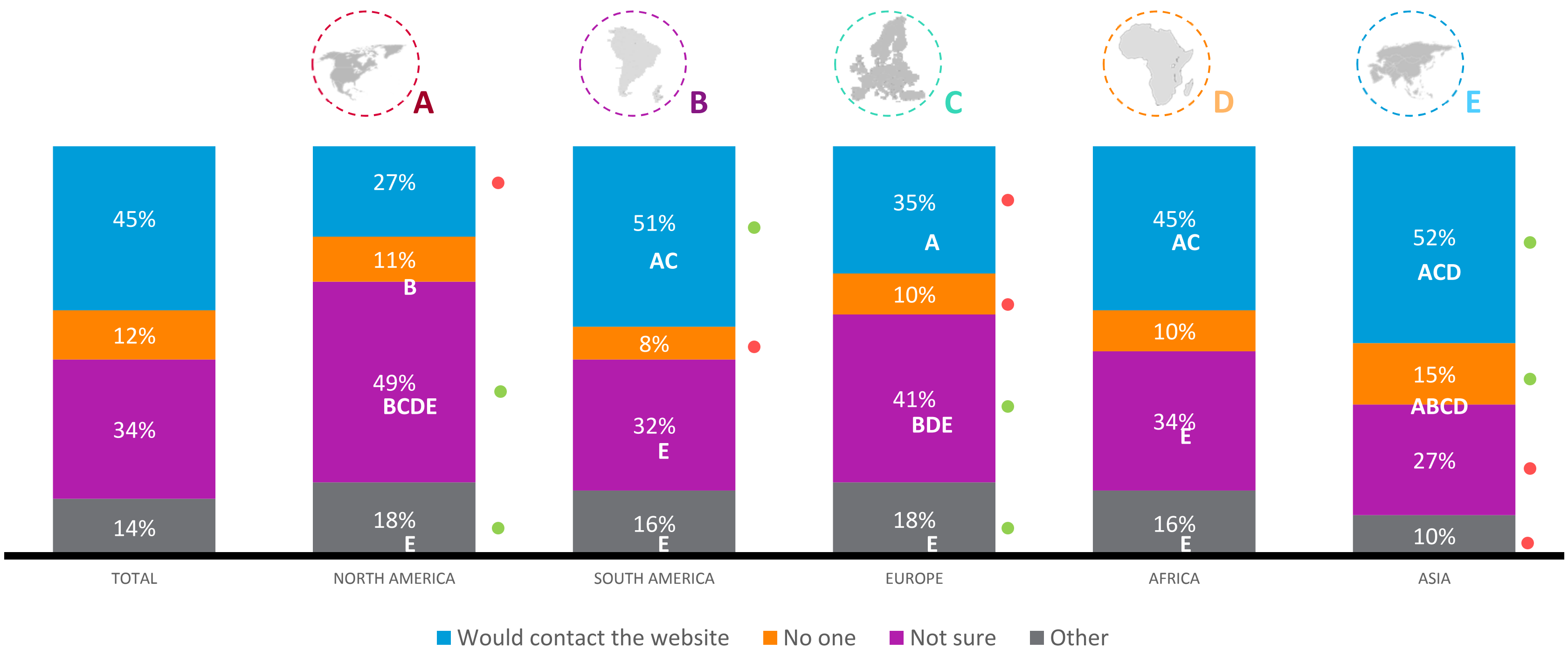
It is clear that having some purchase restrictions does contribute to a sense of trust around the globe, especially among consumers in South America, Africa, and Asia.



Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower

REPORTING SITE ABUSE

Many consumers are unsure of how they would report an improperly run site. Consumers in South America and Asia are more inclined to contact the website than other regions. Other cited options include the police or authorities.

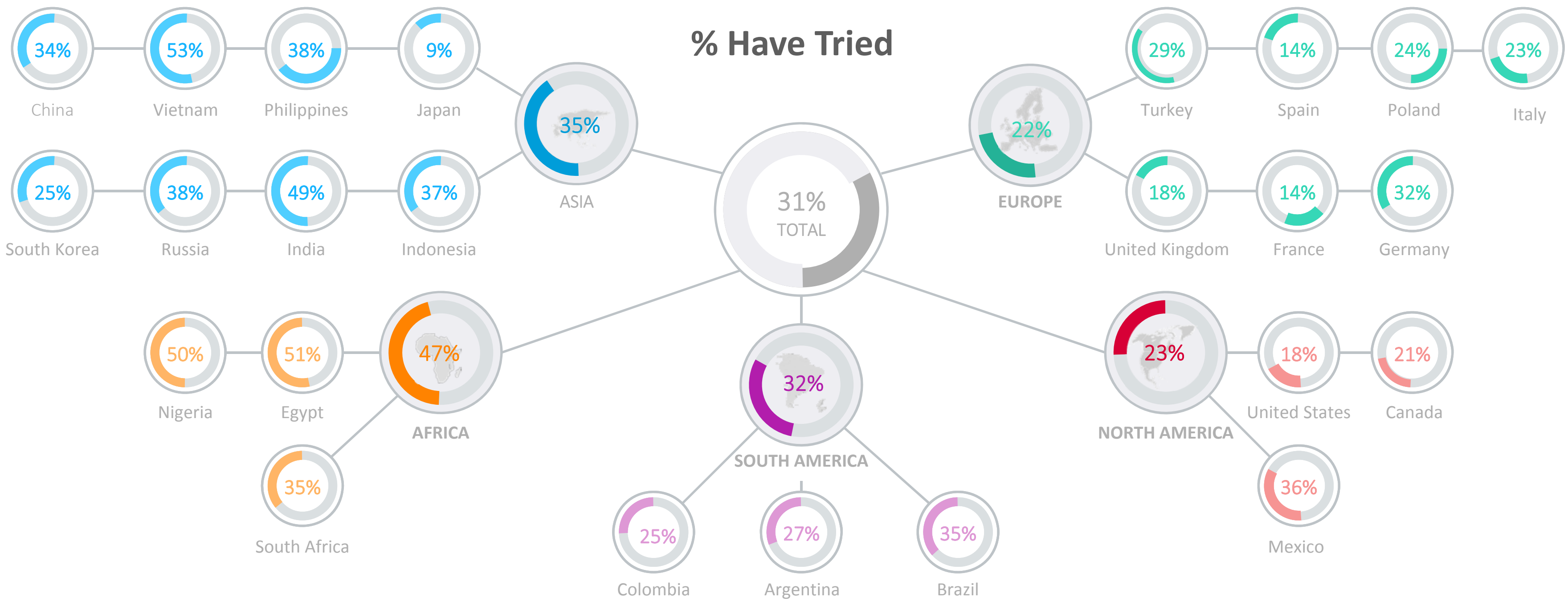


Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower

IDENTIFYING WEBSITE CREATORS

Consumers in Africa are far more likely to have tried to identify the registrant of a website than any other region, Nigeria and Egypt in particular. The practice is least prevalent among North Americans and Europeans.

Prevalent methods for doing so include doing an Internet search or looking on the website itself.



AN UNCOMMON SENSE OF THE CONSUMER™

UNDERSTANDING OF AND EXPERIENCE WITH NEW TLDS

KEY TAKEAWAYS – NEW TLDS

This section is focused on consumer perceptions and experience with newer TLDs. In addition to exploring levels of awareness and visitation, intent to visit and what affects this willingness, we also look at factors related to purchase of extensions.

1 New TLDs seem to benefit from implied familiarity

The new TLDs that lead in awareness are those that appear to convey a purpose to the common user—as we saw in the prior section. If this is true, this may be somewhat false awareness.

However, if supposed awareness can be generated by familiar sounding extensions, choosing domain names based on what they suggest they are about could be key in improving early acceptance.

2 Trust and Relevance are key

The ability to trust the legitimacy of the domain is key for consumers— but they first have to feel they have a reason to visit. Lack of familiarity and perceived relevance appear to be stronger inhibitors for visiting new TLDs than concerns of legitimacy or trustworthiness.

3 Interpretability is powerful

While the new TLDs carry a connotation of innovation, that is likely to be a relatively short term association. As they settle in, the goal will be for new TLDs to strengthen the sense that they provide more information (interpretability again) rather than adding to confusion.

4 Price cannot be forgotten

It is also important to note that consumers see price as a major consideration in purchasing a TLD. We should expect that some buyers may choose meaningful and relevant new TLDs for cost advantages.

AWARENESS OF NEW TLDS

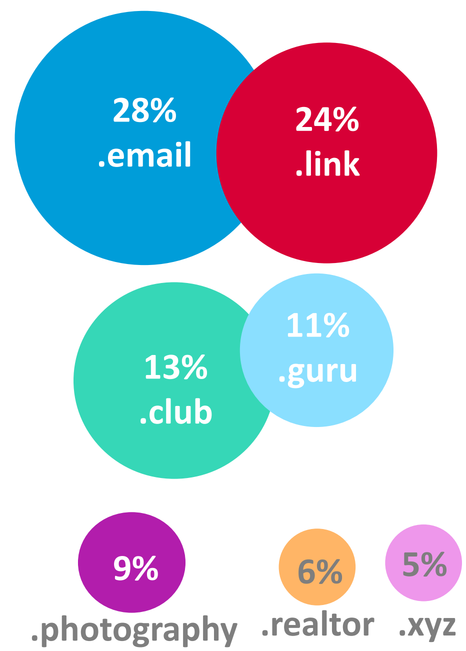
Awareness of new TLDs is particularly low in North America, due to very low awareness in the US and Canada, as well as in much of Europe. Awareness is notably heightened in South America and Asia, mostly for .email and .link.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Aware of any below	**29%**	**54% AC**	**33%**	**48% AC**	**53% AC**
.email	16%	39% ACDE	22% A	31% AC	32% AC
.link	14%	35% ACE	13%	31% AC	28% AC
.club	5%	11% AC	7%	12% AC	17% ABCD
.guru	6% C	15% AC	4%	15% AC	13% AC
.photography	3%	12% AC	6% A	9% AC	11% AC
.realtor	7% BCD	5% C	2%	4% C	7% BCD
.xyz	2%	5% AC	2%	4%	7% ABCD

Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower

TOTAL AWARENESS BY NEW DOMAIN EXTENSION – TOTAL

46% Aware of Any (Net)



Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

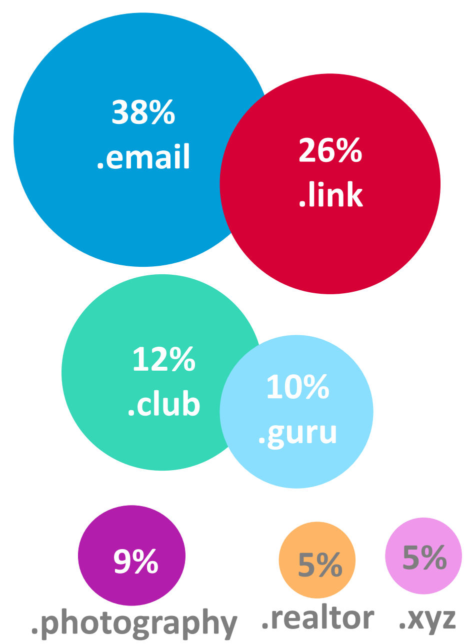
NEW TLDS VISITED

7 in 10 consumers in South America and Asia who are aware say they have visited one of the new TLDs, most notably .email and .link. Reported visitation is more moderate in the other regions.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Visited any below	**55%** 🔴	**70% AC**	**49%** 🔴	**63% C**	**70% AC**
.email	29% 🔴	46% ACDE 🟢	33% 🔴	36%	39% AC
.link	24% C	34% ACE 🟢	14% 🔴	30% C	27% C
.club	7% 🔴	8% 🔴	8% 🔴	11%	15% ABC 🟢
.guru	4% 🔴	14% AC 🟢	4% 🔴	14% AC	11% AC 🟢
.photography	3% 🔴	8% A	8% A	8% A	10% A 🟢
.realtor	7% CD	6% C	2% 🔴	2% 🔴	6% CD 🟢
.xyz	1% 🔴	5% AC	1% 🔴	5% AC	6% AC 🟢

VISITATION BY NEW DOMAIN EXTENSION - TOTAL

65% Visited Any (Net)



Letters indicate significantly higher than region. Region vs. Total 🟢 Higher 🔴 Lower

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

AWARENESS AND VISITATION OF NEW TLDS – BY COUNTRY

By country, awareness and visitation varies widely. Scores in Japan are lower than seen in the rest of Asia and US and Canada are driving the lower North America numbers.

Awareness and visitation of the new geographically targeted TLDs (.wang, .nyc, etc) is universally low; below 20% in all cases.

AWARENESS	TOTAL	NA	US	CA	MX	SA	CO	AR	BR	EUR	IT	TR	ES	PL	UK	FR	DE	AFR	NG	ZA	EG	ASIA	CN	VN	PH	JP	KR	RU	IN	ID
Aware of any below	**46%**	**29%**	**21%**	**27%**	**50%**	**54%**	**70%**	**58%**	**47%**	**33%**	**30%**	**69%**	**23%**	**41%**	**33%**	**17%**	**32%**	**48%**	**47%**	**37%**	**63%**	**53%**	**52%**	**66%**	**50%**	**23%**	**53%**	**62%**	**63%**	**62%**
.email	28%	16%	9%	11%	35%	39%	46%	40%	36%	22%	26%	49%	17%	31%	20%	10%	18%	31%	26%	20%	52%	32%	31%	39%	24%	13%	33%	43%	40%	34%
.link	24%	14%	6%	8%	37%	35%	50%	53%	25%	13%	12%	37%	11%	15%	14%	10%	7%	31%	30%	22%	42%	28%	23%	41%	28%	13%	28%	33%	34%	44%
.club	13%	5%	2%	4%	14%	11%	8%	8%	13%	7%	10%	17%	4%	7%	7%	2%	6%	12%	14%	5%	16%	17%	18%	26%	16%	5%	20%	22%	18%	18%
.guru	11%	6%	4%	8%	9%	15%	35%	7%	11%	4%	4%	7%	1%	1%	7%	2%	2%	15%	22%	15%	3%	13%	7%	14%	17%	3%	9%	15%	25%	18%
.photography	9%	3%	2%	3%	5%	12%	13%	14%	11%	6%	6%	21%	0%	13%	4%	1%	3%	9%	7%	9%	12%	11%	8%	18%	10%	3%	10%	14%	17%	17%
.realtor	6%	7%	8%	11%	3%	5%	4%	4%	5%	2%	1%	4%	0%	4%	3%	0%	1%	4%	5%	6%	1%	7%	5%	7%	10%	1%	6%	8%	12%	8%
.xyz	5%	2%	2%	3%	2%	5%	3%	5%	5%	2%	2%	5%	1%	3%	0%	1%	3%	4%	5%	0%	4%	7%	8%	11%	6%	6%	7%	5%	8%	8%

VISITATION	TOTAL	NA	US	CA	MX	SA	CO	AR	BR	EUR	IT	TR	ES*	PL	UK	FR	DE	AFR	NG	ZA	EG	ASIA	CN	VN	PH	JP	KR	RU	IN	ID
Visit any below	**65%**	**55%**	**34%**	**37%**	**84%**	**70%**	**65%**	**62%**	**75%**	**49%**	**53%**	**67%**	**48%**	**76%**	**45%**	**38%**	**24%**	**63%**	**63%**	**51%**	**71%**	**70%**	**72%**	**79%**	**68%**	**39%**	**67%**	**59%**	**73%**	**80%**
.email	38%	29%	16%	17%	46%	46%	36%	39%	53%	33%	50%	49%	35%	46%	27%	18%	15%	36%	29%	31%	51%	39%	38%	48%	27%	22%	37%	37%	44%	43%
.link	26%	24%	8%	6%	48%	34%	31%	52%	29%	14%	17%	27%	4%	13%	12%	15%	4%	30%	32%	26%	29%	27%	26%	41%	30%	20%	31%	19%	24%	40%
.club	12%	7%	1%	6%	13%	8%	1%	5%	12%	8%	17%	14%	4%	4%	8%	0%	4%	11%	10%	5%	15%	15%	17%	18%	13%	6%	18%	14%	12%	16%
.guru	10%	4%	5%	2%	5%	14%	22%	6%	13%	4%	7%	6%	4%	0%	7%	0%	3%	14%	22%	10%	5%	11%	7%	15%	15%	6%	7%	5%	18%	16%
.photography	9%	3%	1%	6%	4%	8%	6%	9%	9%	8%	10%	19%	0%	15%	5%	6%	0%	8%	6%	10%	9%	10%	9%	12%	8%	5%	8%	11%	13%	13%
.realtor	5%	7%	10%	11%	2%	6%	4%	2%	8%	2%	3%	3%	0%	4%	1%	0%	0%	2%	3%	3%	0%	6%	6%	6%	7%	2%	5%	3%	8%	5%
.xyz	5%	1%	0%	2%	2%	5%	0%	2%	8%	1%	0%	3%	4%	2%	0%	0%	1%	5%	6%	0%	5%	6%	8%	11%	4%	5%	7%	2%	4%	8%

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.
* Base below 30

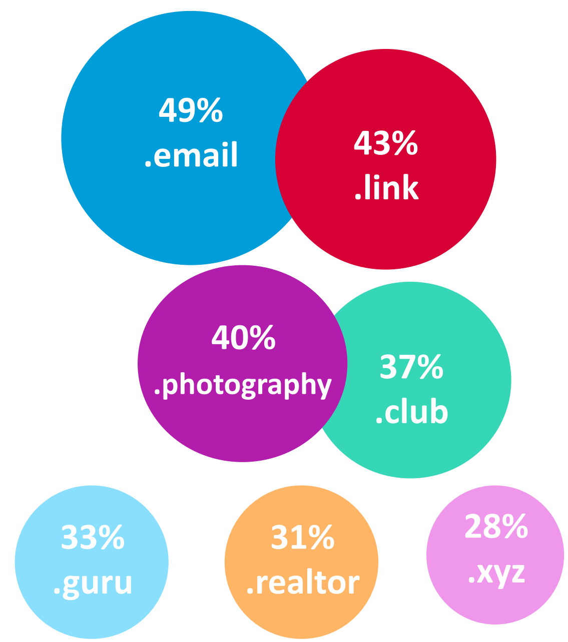
LIKELY TO VISIT NEW TLDS IN NEXT 6 MONTHS

Future intent to visit new TLDs is moderate in North America and Europe, but 7 in 10 in the remaining regions say they are likely to visit in the next 6 months, with a quarter or more reporting intent for any of the TLDs.

Top 2 Box (Very/ Somewhat Likely)	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Very/Somewhat Likely for ANY below	**46%** 🔴	**68% AC** 🟢	**41%** 🔴	**69% AC** 🟢	**66% AC** 🟢
.email	34% 🔴	60% ACDE 🟢	33% 🔴	53% AC 🟢	55% AC 🟢
.link	27% 🔴	57% ACDE 🟢	26% 🔴	50% AC 🟢	49% AC 🟢
.photography	28% 🔴	51% ACE 🟢	26% 🔴	47% AC 🟢	45% AC 🟢
.club	22% 🔴	46% AC 🟢	21% 🔴	40% AC	46% ACD 🟢
.guru	19% 🔴	38% AC 🟢	18% 🔴	40% AC 🟢	41% AC 🟢
.realtor	24% C 🔴	37% AC 🟢	16% 🔴	34% AC	37% AC 🟢
.xyz	14% 🔴	35% ACD 🟢	16% 🔴	28% AC	36% ACD 🟢

FUTURE VISITATION BY NEW DOMAIN EXTENSION

59% Likely for Any (Net)



Letters indicate significantly higher than region. Region vs. Total 🟢 Higher 🔴 Lower

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

LIKELIHOOD TO VISIT NEW TLDS – BY COUNTRY

Japan does not share the high likelihood to visit seen in other parts of Asia. And US and Canada express well below average intent for North America. Within Europe, Turkey is particularly open to the new TLDs, as is Egypt in Africa.

In China, likelihood to visit the new geographically targeted TLDs is moderate at a little less than half of consumers; the other countries express low intent to visit their geographically targeted extensions.

Likely Visitation	TOTAL	NA	US	CA	MX	SA	CO	AR	BR	EUR	IT	TR	ES	PL	UK	FR	DE	AFR	NG	ZA	EG	ASIA	CN	VN	PH	JP	KR	RU	IN	ID
T2B for any below	**59%**	**46%**	**38%**	**38%**	**69%**	**68%**	**76%**	**66%**	**66%**	**41%**	**44%**	**72%**	**39%**	**54%**	**43%**	**28%**	**32%**	**69%**	**67%**	**63%**	**81%**	**66%**	**68%**	**74%**	**66%**	**24%**	**59%**	**71%**	**80%**	**85%**
.email	49%	34%	27%	23%	59%	60%	67%	56%	59%	33%	37%	66%	33%	46%	30%	23%	22%	53%	53%	37%	71%	55%	56%	63%	46%	20%	49%	64%	68%	76%
.link	43%	27%	18%	19%	57%	57%	69%	57%	52%	26%	31%	55%	27%	39%	20%	20%	16%	50%	45%	40%	68%	49%	48%	55%	44%	18%	41%	55%	62%	71%
.photography	40%	28%	23%	21%	48%	51%	59%	48%	49%	26%	30%	54%	28%	39%	22%	20%	16%	47%	43%	49%	51%	45%	41%	46%	45%	15%	35%	54%	59%	65%
.club	37%	22%	14%	19%	40%	46%	48%	42%	46%	21%	24%	46%	23%	30%	17%	18%	12%	40%	40%	27%	53%	46%	48%	43%	38%	16%	41%	54%	54%	61%
.guru	33%	19%	14%	14%	33%	38%	55%	27%	36%	18%	18%	39%	22%	22%	19%	13%	8%	40%	48%	29%	38%	41%	39%	32%	35%	14%	29%	48%	57%	60%
.realtor	31%	24%	23%	24%	28%	37%	44%	30%	37%	16%	16%	36%	19%	24%	12%	14%	8%	34%	35%	30%	37%	37%	39%	32%	30%	13%	24%	46%	48%	43%
.xyz	28%	14%	11%	11%	26%	35%	36%	30%	36%	16%	16%	37%	19%	21%	13%	14%	7%	28%	29%	14%	39%	36%	41%	33%	24%	14%	26%	41%	42%	44%
.wang																							42%							
.xn-55qx5d																							47%							
.xn-ses554g																							47%							
.london															30%															
.nyc			18%																											
.berlin																	22%													
.ovh																	7%													

T2B% = % who say very/somewhat likely

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

REASONS VERY LIKELY/UNLIKELY TO VISIT NEW TLD - TOTAL

Top drivers of visitation are relatively consistent across new TLDs; legitimacy and trust are key. Those who do not plan to visit are more likely to cite a lack of need or familiarity.

Reasons likely to visit (among those who said they are likely to visit each extension)

TOTAL	Doesn't seem legitimate	Seems legitimate	Don't trust this extension	Trust this extension	Have no reason to go there	Has information I'm seeking	It's where you go for specific information	Have never been to this type of website before	Have been to this type of website before	Afraid of my information being stolen if I go there	Not afraid of my info being stolen if I go here
.email	14%	39%	20%	30%	42%	28%	26%	40%	22%	13%	16%
.link	15%	38%	21%	26%	42%	27%	27%	39%	21%	12%	16%
.photography	14%	34%	21%	24%	43%	32%	30%	40%	14%	11%	12%
.club	16%	34%	20%	24%	44%	25%	28%	40%	17%	13%	17%
.realtor	15%	33%	22%	25%	43%	27%	26%	41%	17%	13%	15%
.guru	19%	31%	23%	27%	43%	27%	27%	41%	17%	14%	17%
.xyz	24%	29%	26%	23%	40%	23%	24%	40%	17%	15%	18%

Reasons unlikely to visit (among those who said they are unlikely to visit each extension)

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.
Few notable differences observed between regions

CONSIDERATION OF NEW TLD FOR OWN WEBSITE

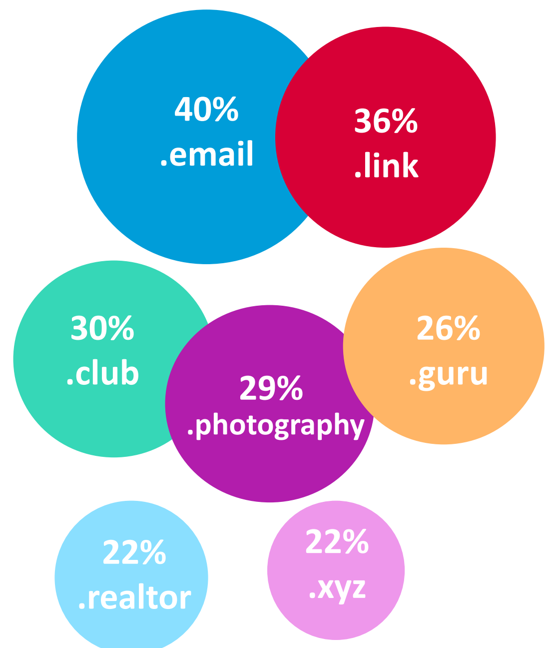
The majority of consumers in North America and Europe would not consider one of the new TLDs for their own website, while the other regions are more open, particularly to .email and .link extensions.

Top 2 Box (Very/ Somewhat Likely)	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Very/Somewhat Likely for ANY below	**36%**	**59% AC**	**35%**	**60% AC**	**60% AC**
.email	24%	49% AC	25%	43% AC	47% AC
.link	22%	46% AC	20%	42% AC	43% AC
.club	17%	36% ACD	17%	27% AC	38% ACD
.photography	17%	35% ACD	16%	28% AC	35% ACD
.guru	13%	30% AC	12%	28% AC	34% ACD
.xyz	11%	26% ACD	11%	19% AC	29% ACD
.realtor	11%	26% ACD	11%	19% AC	29% ACD

Letters indicate significantly higher than region. Region vs. Total Higher Lower

PURCHASE CONSIDERATION BY NEW DOMAIN EXTENSION - TOTAL

52% Likely for Any (Net)



Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

CONSIDERATION OF NEW TLD FOR OWN WEBSITE– BY COUNTRY

As seen previously, Japan (20%) is not as open to the new TLDs as other parts of Asia (60%). And in North America, US and Canada express intent well below Total. Within Europe, Turkey is particularly open to the new TLDs, as is Egypt in Africa.

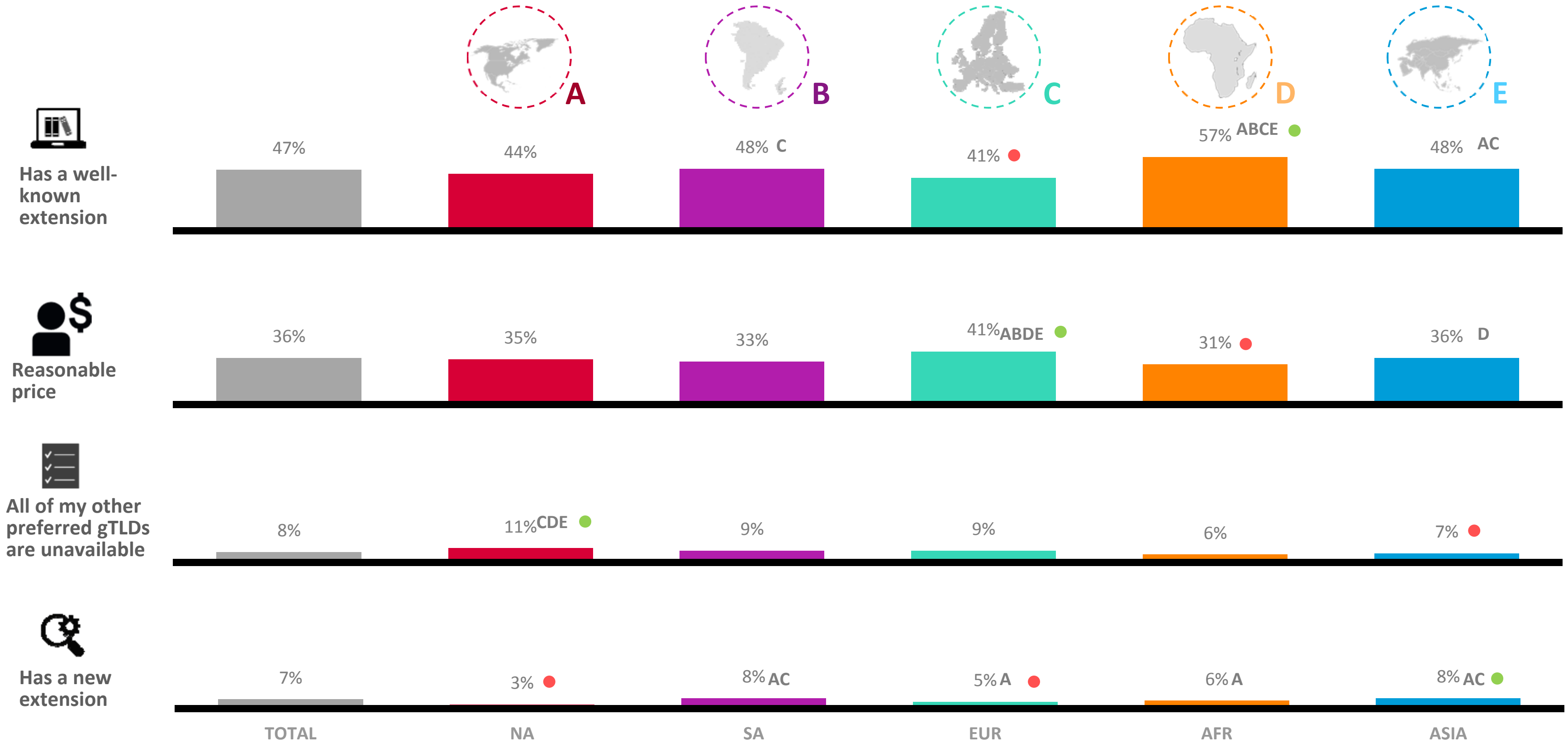
About a third of consumers in China are open to the new geographically targeted TLDs as well (.wang, .xn-55qx5d, and .xn.ses554g).

Consideration	TOTAL	NA	US	CA	MX	SA	CO	AR	BR	EUR	IT	TR	ES	PL	UK	FR	DE	AFR	NG	ZA	EG	ASIA	CN	VN	PH	JP	KR	RU	IN	ID
T2B for any below	**52%**	**36%**	**25%**	**29%**	**67%**	**59%**	**63%**	**60%**	**58%**	**35%**	**27%**	**69%**	**36%**	**48%**	**35%**	**25%**	**24%**	**60%**	**60%**	**49%**	**73%**	**60%**	**59%**	**64%**	**65%**	**20%**	**59%**	**66%**	**75%**	**75%**
.email	40%	24%	15%	17%	51%	49%	53%	48%	48%	25%	21%	55%	25%	37%	26%	18%	16%	43%	42%	28%	61%	47%	47%	52%	42%	15%	43%	51%	62%	61%
.link	36%	22%	13%	17%	48%	46%	52%	42%	45%	20%	18%	52%	22%	23%	21%	15%	8%	42%	43%	24%	60%	43%	41%	40%	43%	15%	44%	47%	54%	61%
.club	30%	17%	9%	15%	37%	36%	28%	33%	39%	17%	16%	31%	19%	29%	14%	15%	9%	27%	26%	14%	41%	38%	38%	37%	38%	11%	35%	45%	46%	50%
.photography	29%	17%	10%	12%	35%	35%	38%	29%	36%	16%	13%	41%	17%	25%	16%	11%	6%	28%	27%	23%	35%	35%	32%	36%	41%	11%	33%	35%	49%	45%
.guru	26%	13%	10%	12%	23%	30%	34%	22%	31%	12%	8%	25%	16%	21%	16%	6%	5%	28%	33%	15%	32%	34%	32%	27%	30%	9%	28%	35%	49%	45%
.realtor	22%	11%	7%	10%	19%	26%	26%	17%	29%	11%	8%	21%	11%	18%	13%	8%	5%	19%	20%	9%	28%	29%	30%	25%	27%	9%	24%	26%	39%	30%
.xyz	22%	11%	8%	8%	20%	26%	16%	15%	32%	11%	8%	25%	14%	21%	12%	8%	5%	19%	17%	10%	33%	29%	32%	27%	20%	12%	22%	25%	38%	31%
.wang																							34%							
.xn-55qx5d																							37%							
.xn-ses554g																							37%							
.london															19%															
.nyc			8%																											
.berlin																	14%													
.ovh																	4%													

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

FACTORS IN TLD PURCHASE

Having a well-known extension is the main factor across the board in determining which TLD to purchase. However, price is also a notable factor, and equally important in Europe.



Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower

NEW TLD TRUSTWORTHINESS

Trust perceptions of the new TLDs are divided, with about half of consumers reporting high levels of trust to most, while others are not seen as particularly trustworthy. However, scores in Europe are somewhat muted compared to the other regions.

The majority of the new geographically targeted TLDs, particularly those in Asia, are seen as trustworthy by about half of consumers as well.

50% or more rated extension Very/Somewhat Trustworthy

NORTH AMERICA	SOUTH AMERICA	EUROPE	AFRICA	ASIA
General Extensions	**General Extensions**	**General Extensions**	**General Extensions**	**General Extensions**
.email	.email	.email	.email	.email
.link	.link		.link	.link
.photography	.photography		.photography	.photography
.realtor				.club
Geographically Targeted Extensions		**Geographically Targeted Extensions**		**Geographically Targeted Extensions**
.nyc		.london		.xn-55qx5d
		.berlin		.xn-ses554g
				.wang

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

NEW TLD EXPERIENCE

Outside of Asia, usage of the new TLDs is quite low, but experiences so far are positive.

80% or more had Very/Somewhat Positive experience with extension

NORTH AMERICA

General Extensions
.email
.link

SOUTH AMERICA

General Extensions
.email
.link
.guru

EUROPE

General Extensions
.email
.link

AFRICA

General Extensions
.email
.link

ASIA

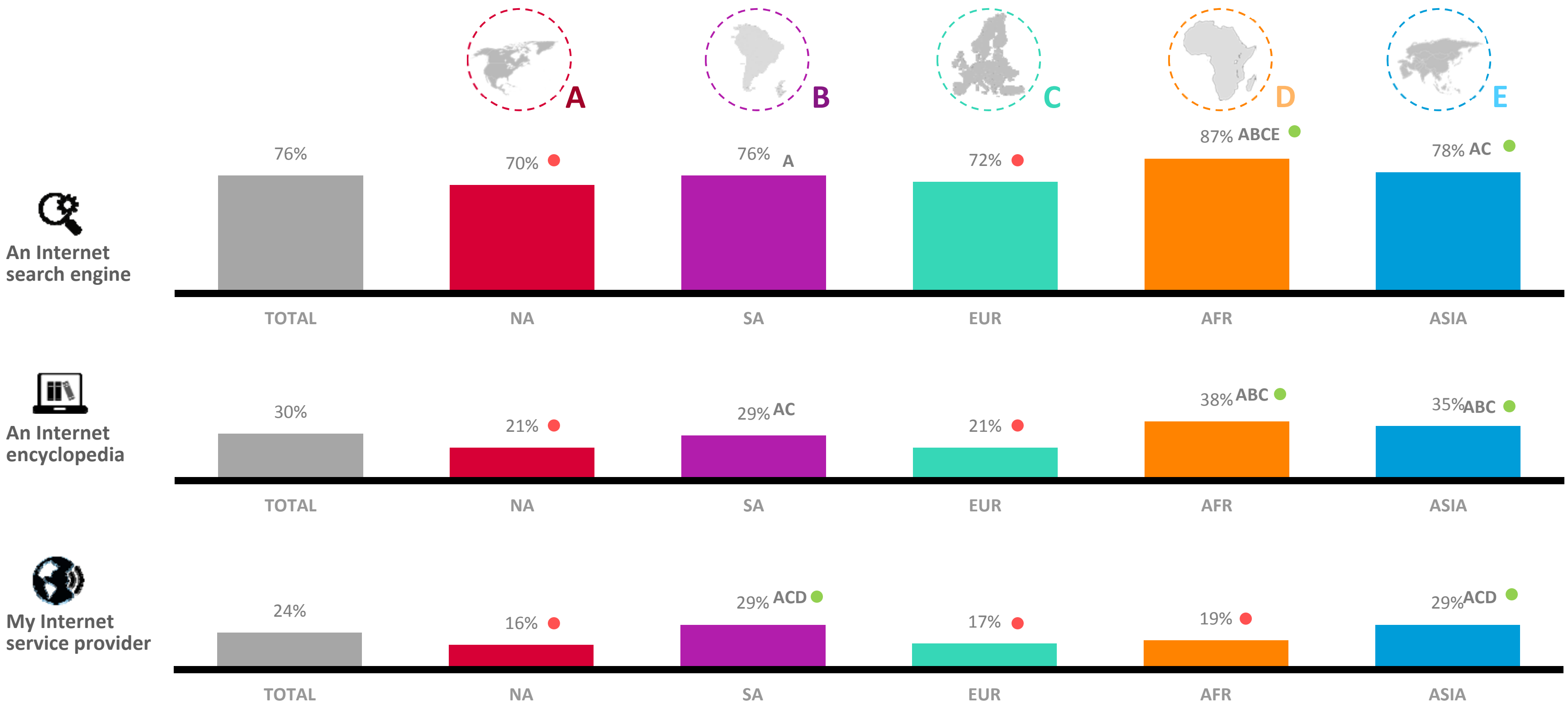
General Extensions
.email
.link
.club
.guru
.photography
.realtor
.xyz

Geographically Targeted Extensions
.xn-ses554g
.xn-55qx5d
.wang

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.
* Only extensions with base over 30 reported

PREFERRED SOURCES FOR MORE INFORMATION ON NEW TLDS

Again, we see Internet search as the dominant method for online populations to locate information about new TLDs.



Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower

IMAGERY PERCEPTIONS OF NEW TLDS

Many consumers aren't sure why new TLDs have been created, but those who do believe it is to solve consumer demand and to provide better differentiation between types of sites.

While we still see functional associations, such as Useful, Informative and Helpful, the new TLDs are equally seen as Interesting and Innovative.

NEW TLD RESTRICTIONS

Roughly half of consumers favor light purchase restrictions on the new TLDs, including the geographically targeted extensions, and another third feel there should be none.

Both Europe and Africa are generally more prone to favor less restriction.

Strict purchase restrictions should be required	TOTAL
.email	20%
.link	18%
.club	18%
.guru	18%
.photography	18%
.realtor	19%
.xyz	18%

Some purchase restrictions should be required	TOTAL
.email	48%
.link	49%
.club	50%
.guru	48%
.photography	50%
.realtor	49%
.xyz	46%

No purchase restrictions should be required	TOTAL
.email	32%
.link	33%
.club	32%
.guru	34%
.photography	32%
.realtor	32%
.xyz	37%

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

TRUST AND EXPERIENCE WITH THE DOMAIN NAME SYSTEM

KEY TAKEAWAYS – DOMAIN NAME SYSTEM

This section explores findings related to perceptions of the domain name system in more general terms—ease of registration, trust in the industry, and expectations regarding the behavior of the industry.

1 Registration is not hard, but it isn't easy either

Globally, about half of registrants would classify the process as "not easy". This may be in part due to the infrequency of the task/lack of familiarity with the process, but there is clearly room to improve the ease of the registration process.

2 A faster, cheaper, easier process is desired

Reflecting the price finding from the prior section, lower cost is the top desired change in the registration process. Then come process improvements around speed and efficiency, including ease of registering multiple domains. The new TLDs may help—providing more options for extensions so it is easier to register "your" domain at an affordable price. Supplemental data will be available from the registrant portion of the study.

3 A cautious registration approach is expected

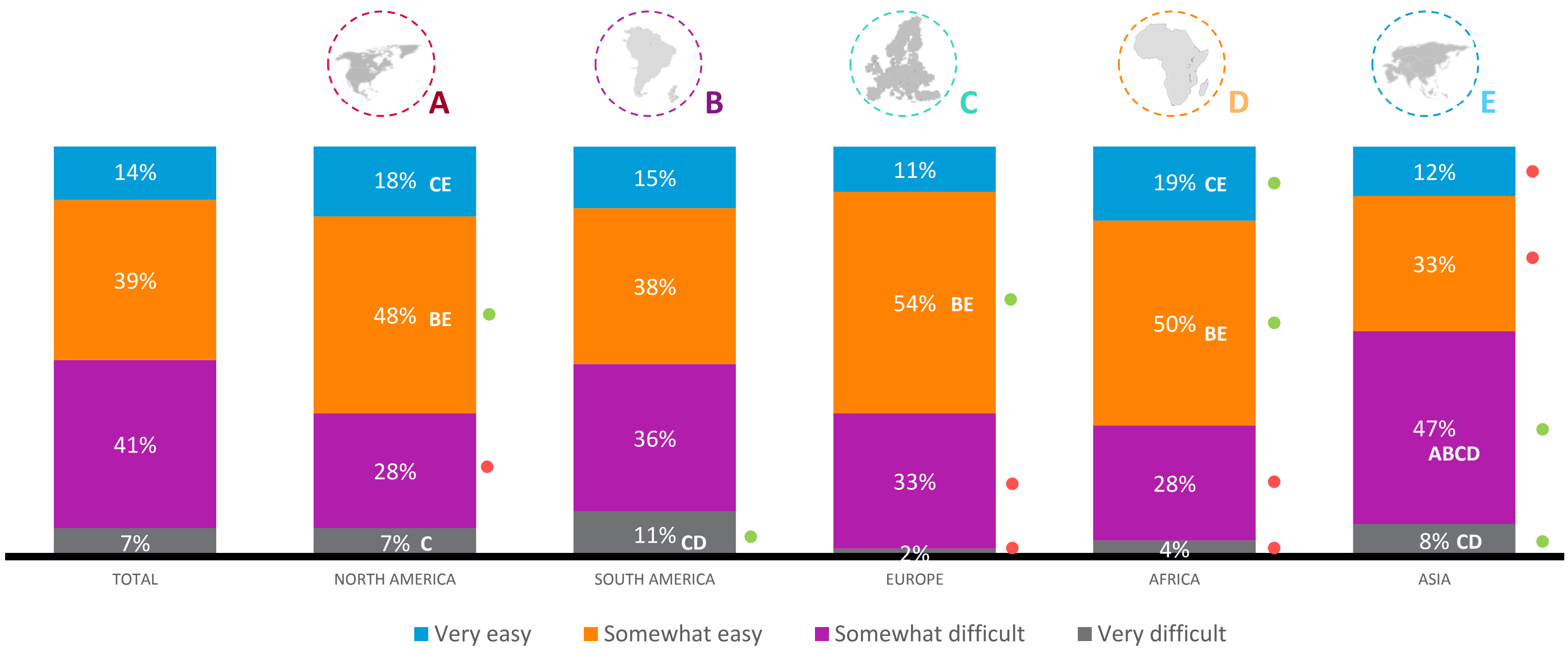
Interestingly, while restrictions are often viewed negatively, consumers seem to suggest that they expect or assume entities are validating registrants. This suggests that Internet citizens have an expectation that the industry will police itself.

4 Trust in the industry is high

Low restriction and self policing may be made acceptable by the fact that the domain registration industry is seen to be at least as credible and trustworthy as other tech oriented businesses.

EASE OF REGISTERING A DOMAIN - REGISTRANTS

Registering a domain is not seen as particularly easy or hard. Those in North America, Europe, and Africa tend to report an easier experience, while those in Asia report more difficulty, specifically Vietnam, Philippines, Japan and South Korea. South America reports some heightened difficulty perceptions as well.



Letters indicate significantly higher than region. Region vs. Total Higher Lower

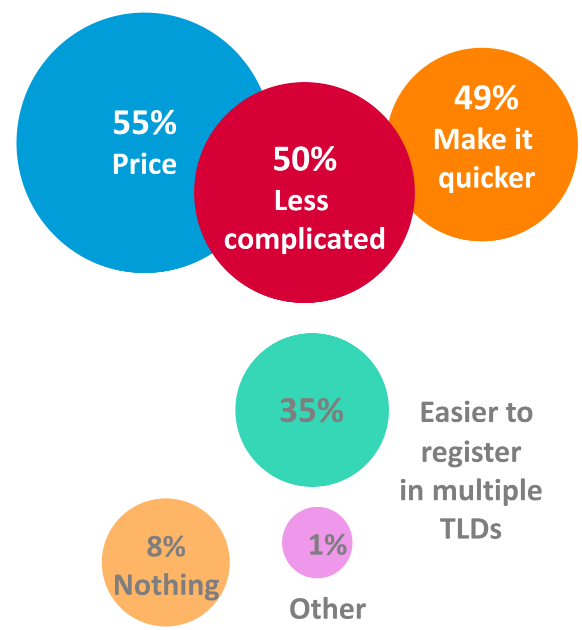
CHANGES TO THE PURCHASE PROCESS - REGISTRANTS

Half of registrants would prefer a cheaper, quicker, less complicated experience when purchasing a domain name. There is also a notable desire to make the process of registering in multiple TLDs easier; this may to be contributing to the difficulty in Asia and South America.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Price	49%	44% 🔴	59% AB	61% AB	57% AB
Make it less complicated	30% 🔴	46% AC	30% 🔴	50% AC	57% ABCD 🟢
Make it quicker	36% 🔴	47% AC	31% 🔴	52% AC	54% ABC 🟢
Make it easier to register in multiple TLDs	29% 🔴	36% C	24% 🔴	33% C	39% AC 🟢
Other	2% E 🟢	1%	1%	2% E	<1% 🔴
Nothing	18% BDE 🟢	10% E	16% BDE 🟢	7%	6% 🔴

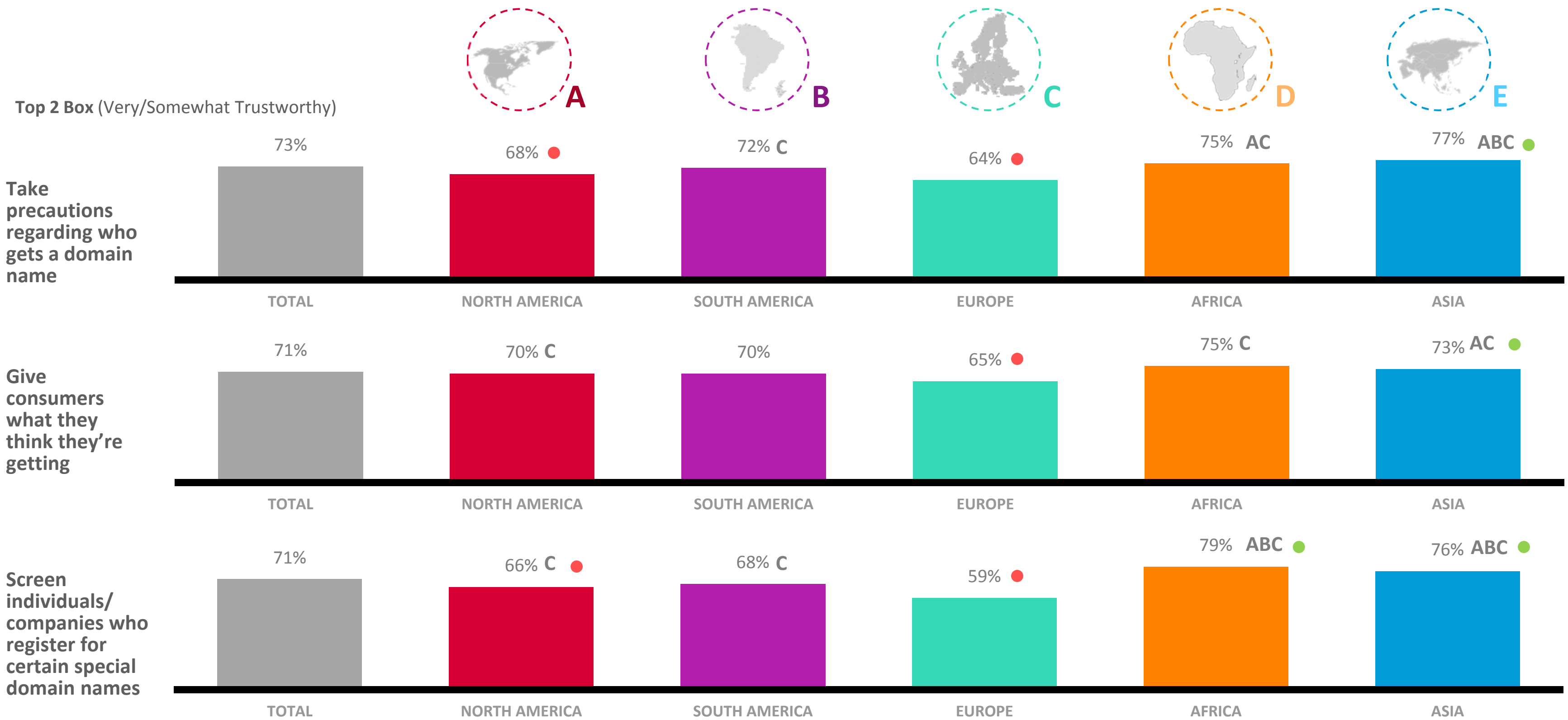
Letters indicate significantly higher than region. Region vs. Total 🟢 Higher 🔴 Lower

CHANGES TO THE DOMAIN NAME PROCESS - TOTAL



TRUSTWORTHINESS OF ENTITIES THAT OFFER DOMAIN NAMES

There are generally high levels of trust that the domain name entities will use due diligence, although somewhat tempered in North America and Europe.



Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower

TRUST IN THE DOMAIN NAME INDUSTRY VS. OTHER INDUSTRIES

Overall, about half of consumers trust the Domain Name industry just as much as those listed below, and the rest are more inclined to trust it more as opposed to less.

Africa, Asia, and South America, more so than the other regions, say they trust the Domain Name industry more comparatively.

Top 2 Box (Trust **Domain Name Industry** much more/somewhat more)

Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower

REACHING THE INTENDED WEBSITE

KEY TAKEAWAYS – REACHING WEBSITES

This section focuses on general Internet behaviors, such as device usage, preference for accessing websites, and experience with URL shorteners and QR codes.

1 Navigation has not changed appreciably

Around the globe people use a variety of devices to access the web. While a wider range of devices are being used, the way that people navigate web pages is largely the same—predominantly search engines, with direct entry into a browser a distant second.

URL shorteners and QR codes are not showing widespread adoption, with Asia being a potential exception for QR codes.

2 Most visited sites are remembered

Many consumers remember the actual URLs for the sites they visit most often. And we can expect that once a relevant site using a new TLD extension is discovered and found to be useful by an individual, the extension may become a non-issue.

URL shortening is an Internet technique in which a URL may be made substantially shorter in length and still direct to the required page.

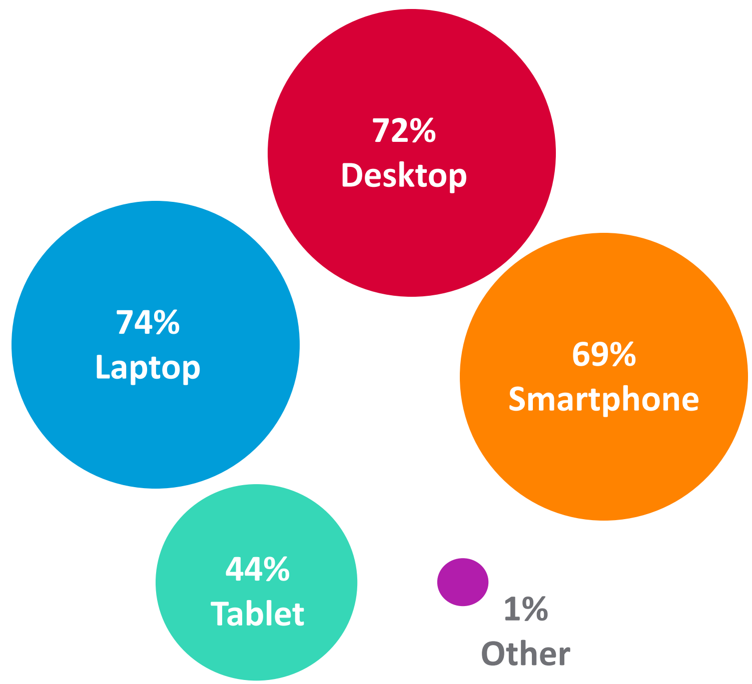
A **QR code** consists of black dots arranged in a square grid on a white background, which can be read by an imaging device (such as a camera). Reading the QR code with your Smartphone takes you to a website or ad for more information.

DEVICES USED FOR INTERNET ACCESS

Roughly 7 in 10 consumers use laptops, desktops and smartphones to access the Internet.
Smartphone use is less prevalent in North America and Europe compared to their regional counterparts.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Laptop computer	72%	72%	74%	80% ABCE	73%
Desktop computer	64%	79% ACD	65%	70% A	75% ACD
Smartphone	58%	72% AC	62% A	77% AC	73%AC
Tablet	47% C	43%	40%	42%	44% C
Other	1%	1%	1%	1%	1%

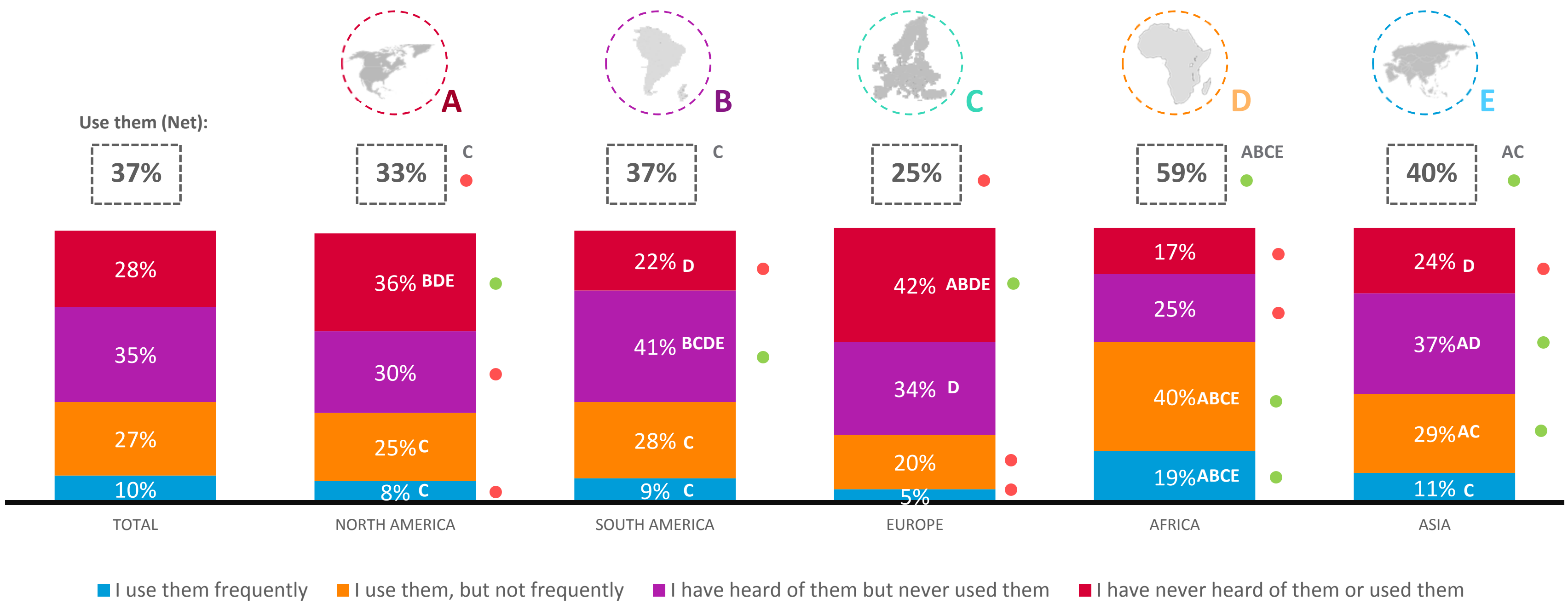
TOTAL DEVICES USED



Letters indicate significantly higher than region. Region vs. Total Higher Lower

URL SHORTENER USAGE

Usage of URL shorteners is low overall, at least in part due to lack of awareness. Africa reports above average usage, with lower penetration in North America and Europe, who are more inclined to say they have never heard of them.



URL shortening is an Internet technique in which a URL may be made substantially shorter in length and still direct to the required page.

Letters indicate significantly higher than region. Region vs. Total Higher Lower

REASONS FOR USING/NOT USING URL SHORTENER

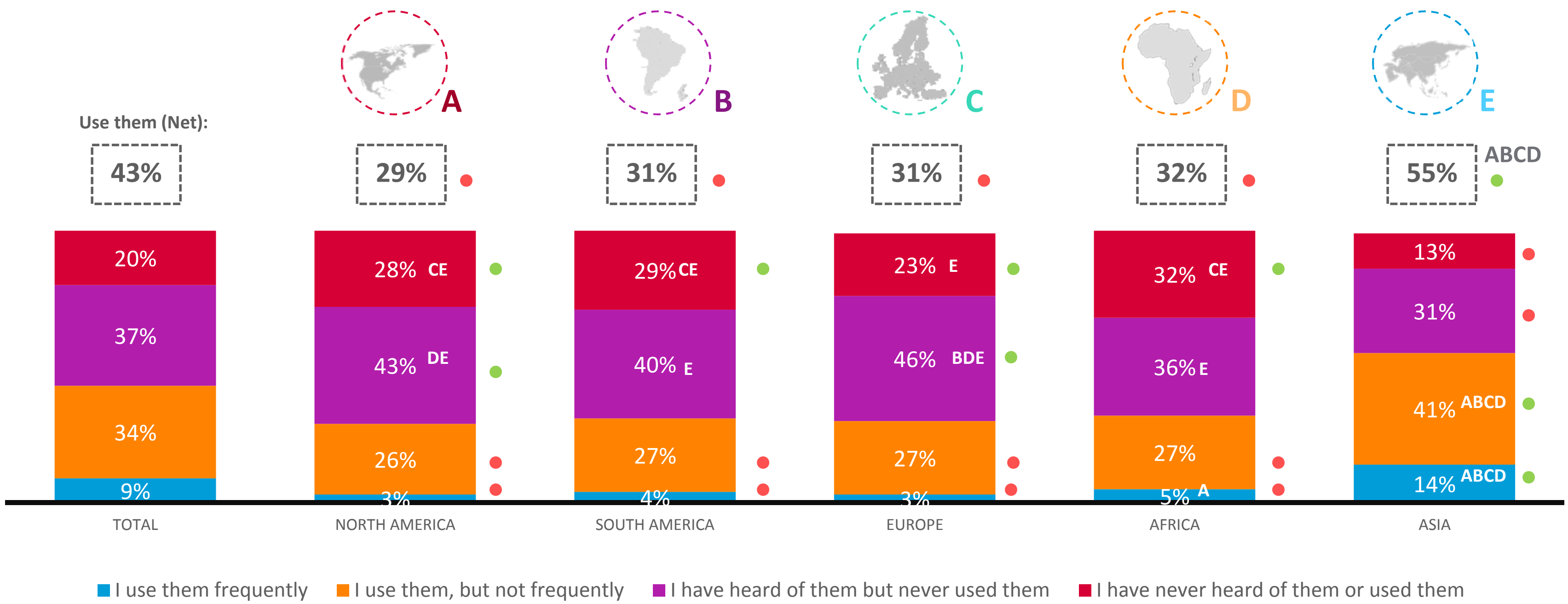
Convenience and time savings are key benefits to using URL shorteners, while lack of need is the main reason cited for non-use, followed by a lack of awareness.

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Reasons for Using						
They are convenient	64%	61%	61%	58%	60%	67% C
They save me time	57%	56% B	44%	54% B	58% B	59% B
It's the latest thing	21%	7%	19% AC	8%	18% AC	28% ABCD
Other	5%	11% BCDE	5%	6%	5%	3%
Reasons for Not Using						
Never needed to	43%	35%	49% AE	46% A	46% A	43% A
Never heard of them	35%	48% BCDE	32%	41% BE	34%	29%
Confused about website I'm going to	21%	14%	16%	14%	14%	29% ABCD
Don't trust them	8%	6%	8%	6%	11% C	9% C
Don't like them	7%	5%	7%	5%	4%	8% AC

Letters indicate significantly higher than region. Region vs. Total Higher Lower

EXPERIENCE WITH QR CODES

QR code usage also remains low, with less than a third reporting using one in the past across most regions. Consumers in Asia, particularly China, Vietnam, Japan and South Korea, are far more prone to the practice than the remaining regions.



A **QR code** consists of black 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.

Letters indicate significantly higher than region. Region vs. Total: Higher / Lower

REASONS FOR USING/NOT USING QR CODES

Using QR codes is seen as a convenient time saver, but about a quarter or more of consumers are drawn to the novelty. Those that have not used QR codes see no need to do so.

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Reasons for Using						
They are convenient	67%	56%	60%	60%	62%	71% ABCD
They save me time	51%	43%	49%	50%	55% A	52% A
It's the latest thing	35%	27%	27%	21%	34% C	39% ABC
Other	4%	10% BDE	3%	7% BE	4%	2%
Reasons for Not Using						
Never needed to	57%	54%	53%	63% ABDE	51%	58% D
Never heard of them	26%	31% CE	35% CE	21%	36% CE	23%
Don't like them	11%	8%	9%	13% AD	5%	14% ABD
Don't trust them	10%	6%	7%	9% A	10% A	14% ABCD
Other	5%	10% BCDE	3%	6% BE	5%	3%

Letters indicate significantly higher than region. Region vs. Total Higher Lower

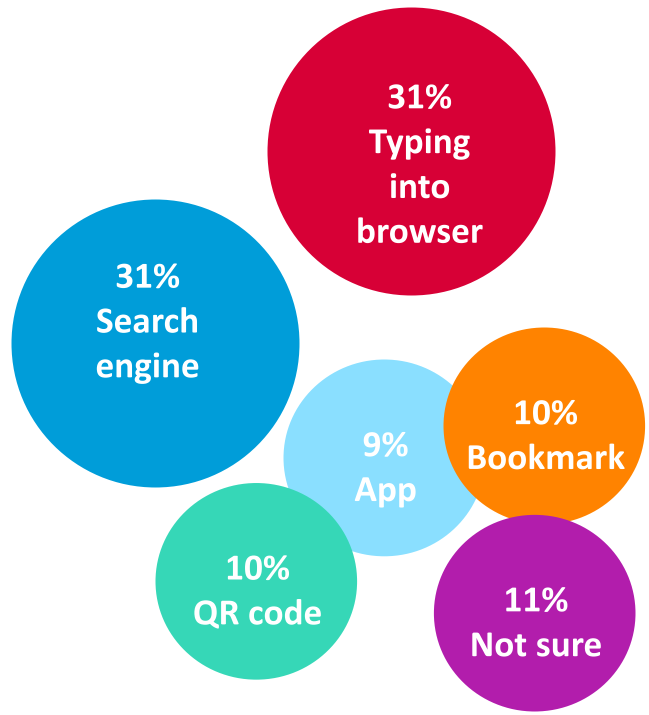
WEBSITE ACCESS SAFETY

The majority of respondents feel more comfortable accessing websites by typing the name into a browser or finding via an Internet search engine.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Typing domain name into a browser	38% CE	38% CE	32% E	40% CE	25%
Finding via an Internet search engine	25%	27%	31% A	37% ABCE	32% AB
Accessing via a bookmark	7%	11% ACD	6%	5%	12% ACD
Accessing via a QR code	5%	8% A	6%	6%	13% ABCD
Using an app	8%	7%	8%	7%	10% ABD
Not sure	17% BDE	9% D	16% BDE	5%	8%

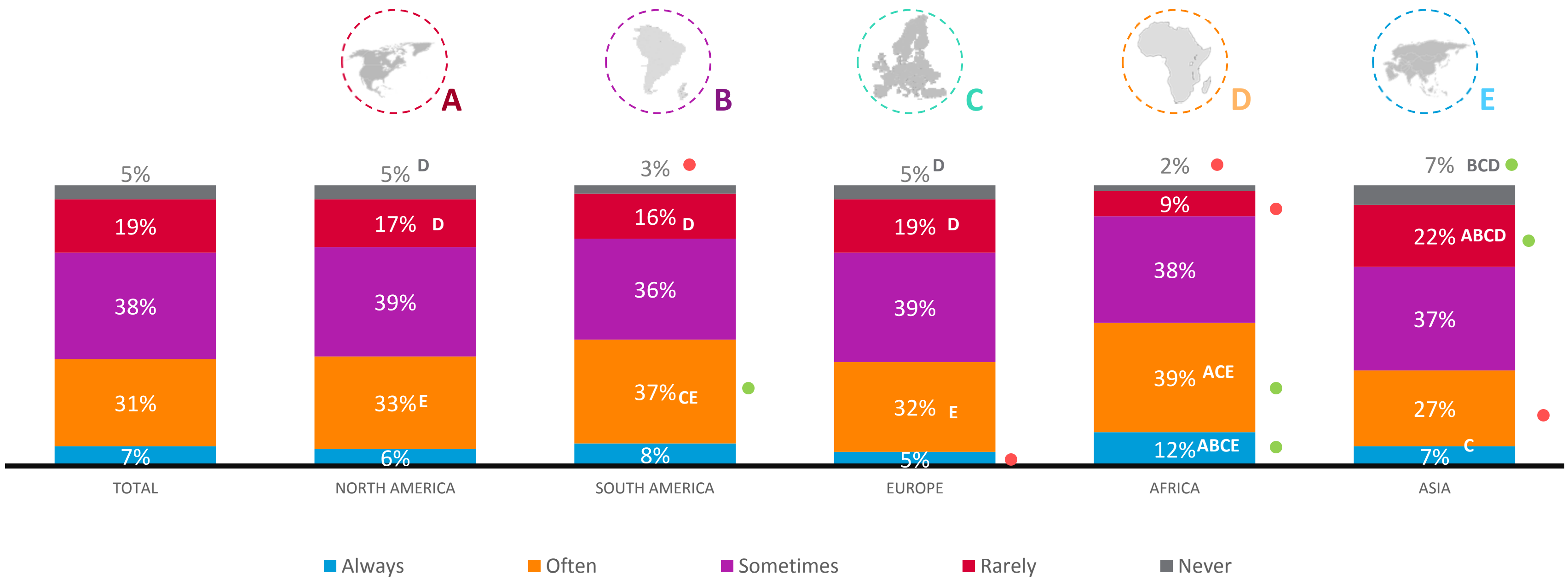
Letters indicate significantly higher than region. Region vs. Total Higher Lower

SAFEST ACCESS - TOTAL



WEBSITE ADDRESS RECALL

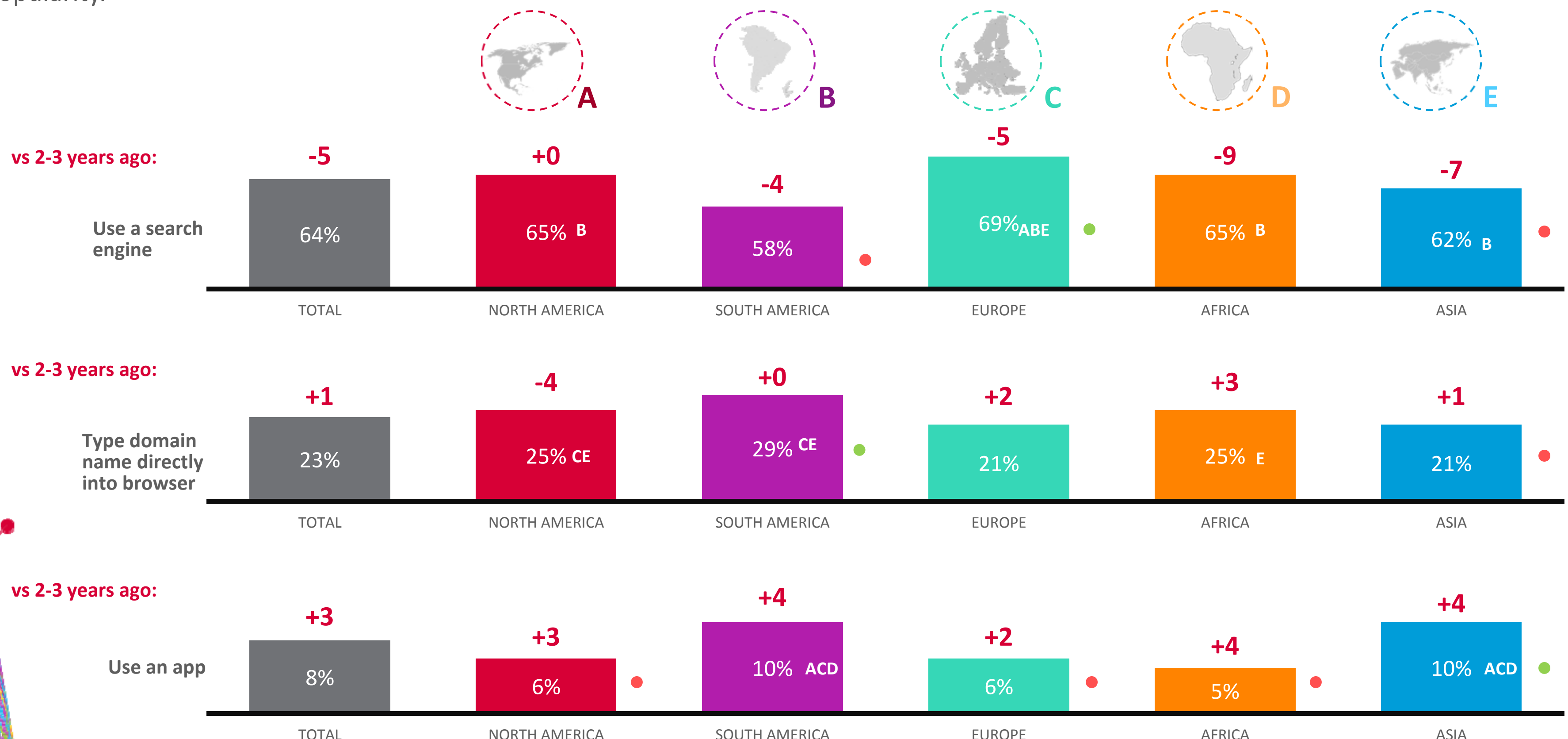
And many consumers report at least somewhat frequent recall of specific website addresses they want to visit.



Letters indicate significantly higher than region. Region vs. Total Higher Lower

PREFERRED WAY OF FINDING WEBSITES - PAST AND PRESENT

Overall, the preferred way to find a website was and remains to use a search engine. However, using an app has gained slightly in popularity.



Letters indicate significantly higher than region. Region vs. Total Higher Lower

AN UNCOMMON SENSE OF THE CONSUMER™

ABUSIVE INTERNET BEHAVIOR AND CYBER CRIME

KEY TAKEAWAYS – INTERNET ABUSE& CYBER CRIME

This section focuses on awareness, experience with, and perceptions with regard to protection against abusive Internet behavior.

1 Bad Internet behavior is the law's responsibility

This appears consistent with the general sense that domain registration should be largely unrestricted—that the responsibility to stop abuses largely lies outside of the registration industry.

2 However, a portion expect ICANN to play a role

This is especially true for cybersquatting where one in three say that ICANN is one of the entities responsible for stopping the practice. For other abusive behaviors, about 1 in 5 say that ICANN has a role—far below law enforcement and consumer protection agencies, but enough that ICANN should be seen as contributing to or at least facilitating policing actions.

3 Personal impacts are low, but fear is high

Aside from spam and malware, many have not personally experienced cyber crimes, but that does not mean they are not worried—fear is widespread, especially for theft of online credentials.

4 Anti-virus software is treated as a solution

Personal AV software is the #1 reported step for combating phishing and cybersquatting—activities against which AV software may have only limited effectiveness. This indicates a false sense of security and lack of understanding about how to protect oneself against cyber crime. More education about how to keep oneself safe online may be helpful.

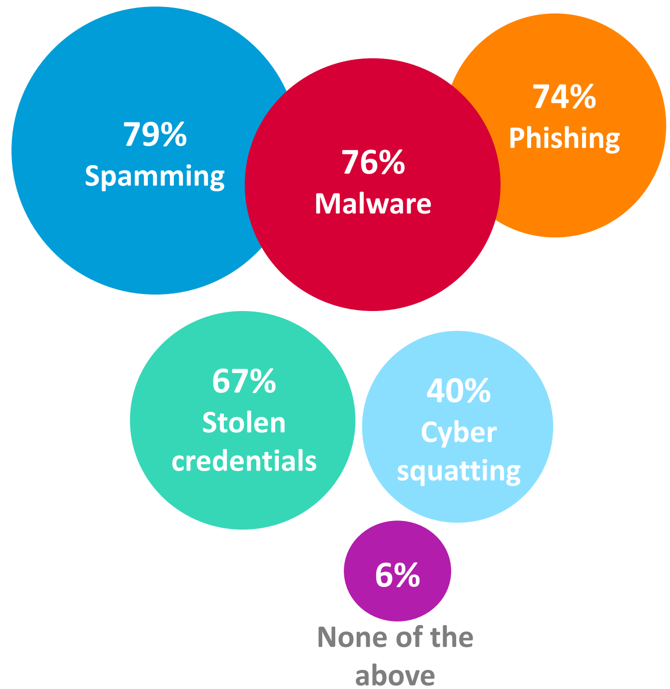
AWARENESS OF TYPES OF ABUSIVE INTERNET BEHAVIOR

The majority of consumers are attuned to most abusive Internet behavior, with the exception of cyber squatting, which is more familiar in Africa and Asia (excluding Japan and South Korea).

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Spamming	87% BCE	80% E	79% E	84% CE	76%
Malware	86% BCDE	77% E	76%	77%	73%
Phishing	81% BCDE	62%	74% B	76% B	75% B
Stolen credentials	74% BCDE	63%	69% BE	65%	65%
Cyber squatting	37% BC	31%	29%	50% ABC	45% ABC
None of the above	5%	6%	10% ABDE	5%	5%

Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower

AWARENESS OF TYPES OF ABUSIVE INTERNET BEHAVIOR – TOTAL



SOURCES OF ABUSIVE INTERNET BEHAVIOR

Consumers generally consider organized groups and individuals equally to blame for Internet abuse.

Phishing	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Organized groups (Net)	63%	63% BD	53%	68% BD	51%	64% BD
Individuals (Net)	58%	68% BCDE	57%	52%	50%	58% CD
Don't know	17%	17%	19% E	19% E	24% AE	15%
Spamming	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Organized groups (Net)	63%	67% BD	54%	67% BD	49%	63% BD
Individuals (Net)	57%	62% CD	59% C	50%	54%	58% C
Don't know	16%	17% E	17%	18% E	20% E	14%
Cyber squatting	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Organized groups (Net)	64%	66% D	59%	66% D	56%	65% D
Individuals (Net)	57%	65% BCDE	52%	57% D	43%	58% D
Don't know	16%	16%	19%	18%	23% AE	14%
Stolen credentials	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Organized groups (Net)	65%	68% BD	61%	69% BD	53%	66% D
Individuals (Net)	59%	68% BCDE	56%	54%	53%	58% C
Don't know	16%	15%	16%	18% E	21% AE	15%
Malware	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Organized groups (Net)	67%	69% BD	60%	68% BD	56%	68% BD
Individuals (Net)	55%	64% BCDE	54% D	53% D	46%	55% D
Don't know	17%	16%	18%	19% E	23% AE	16%

Letters indicate significantly higher than region. Region vs. Total Higher Lower

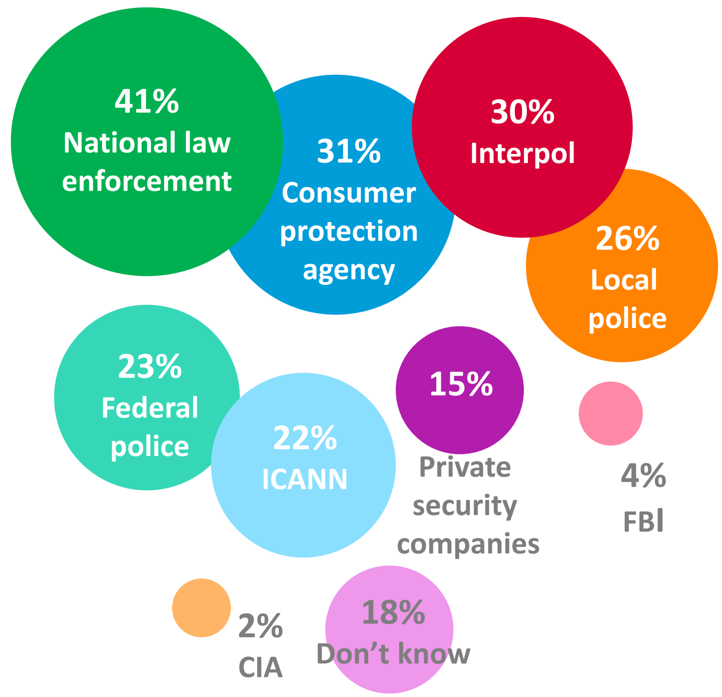
PARTY RESPONSIBLE FOR STOPPING PHISHING

In North America, consumers favor putting responsibility for protection against phishing on consumer protection agencies, while the remaining regions believe law enforcement should play a larger role. ICANN is mentioned more prevalently in Asia.

Phishing	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
National law enforcement (non-US only)	18%	36% A	43% AB	37% A	49% ABCD
Consumer protection agency	35% CE	30%	29%	45% ABCE	30%
Interpol	27%	33% A	34% AE	32%	29%
Local police	15%	22% AC	17%	22% A	34% ABCD
Federal police (non-US only)	16%	40% ACDE	33% ADE	24% A	19% A
ICANN	15% C	13%	11%	19% BC	30% ABCD
Private security companies	17% C	19% C	10%	17% C	15% C
FBI (US only)	23%	--	--	--	--
CIA (US only)	10%	--	--	--	--
Don't know	29% BCDE	15%	23% BDE	14%	14%

Letters indicate significantly higher than region. Region vs. Total: Higher / Lower

PARTY RESPONSIBLE FOR STOPPING PHISHING – TOTAL



Respondents were shown a fixed list of parties responsible for preventing abusive internet behavior and some targeted to the individual region. ICANN was not defined to respondents and could be chosen as one of many options.

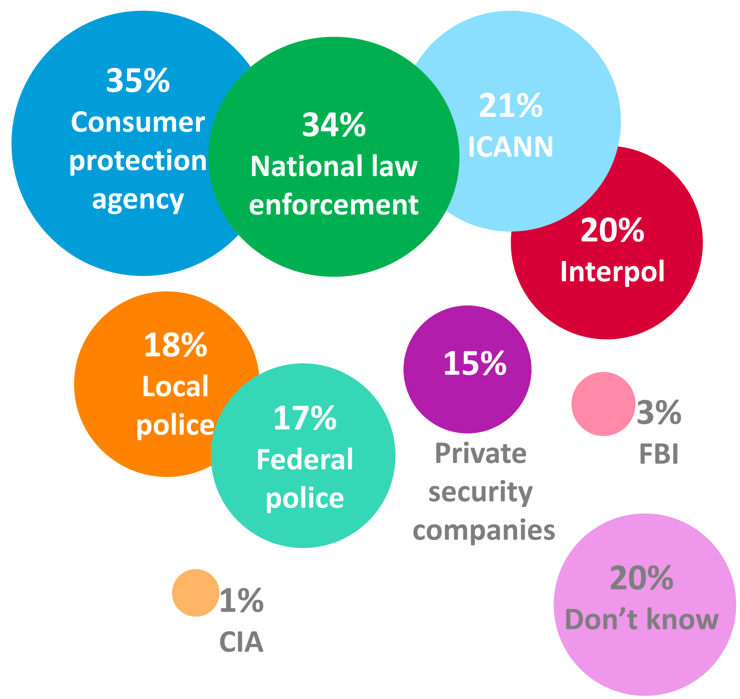
PARTY RESPONSIBLE FOR STOPPING SPAMMING

With regard to spamming, most regions agree that the consumer protection agency should be responsible, along with national law enforcement.

Spamming	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Consumer protection agency	39% E	38% E	37% E	44% CE	31%
National law enforcement (non-US only)	13%	28% A	34% AB	31% A	42% ABCD
ICANN	16% BC	11%	12%	18% BC	28% ABCD
Interpol	18%	17%	22%	22%	21%
Local police	12%	12%	13%	14%	25% ABCD
Federal police (non-US only)	10%	29% ACDE	23% AE	18% A	15% A
Private security companies	16% C	17% C	9%	19% C	16% C
FBI (US only)	17%	--	--	--	--
CIA (US only)	9%	--	--	--	--
Don't know	30% BCDE	20% E	25% BDE	15%	16%

Letters indicate significantly higher than region. Region vs. Total Higher Lower

PARTY RESPONSIBLE FOR STOPPING SPAMMING– TOTAL



Respondents were shown a fixed list of parties responsible for preventing abusive internet behavior and some targeted to the individual region. ICANN was not defined to respondents and could be chosen as one of many options.

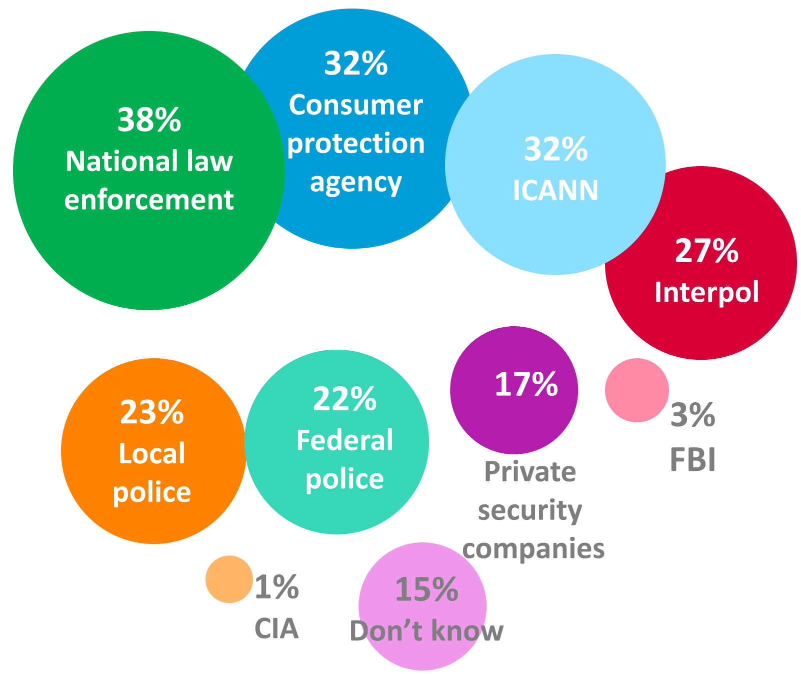
PARTY RESPONSIBLE FOR STOPPING CYBER SQUATTING

With cyber squatting, a less familiar abuse, consumers are almost equally likely to expect ICANN's involvement as much as consumer protection agency and national law enforcement.

Cyber squatting	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
National law enforcement (non-US only)	16% 🔴	31% A 🔴	40% AB	38% A	44% AB 🟢
Consumer protection agency	34%	30%	32%	39% E 🟢	31%
ICANN	27% B 🔴	16% 🔴	22% 🔴	26% B 🔴	39% ABCD 🟢
Interpol	21% 🔴	30% A	35% AE 🟢	35% AE 🟢	25% 🔴
Local police	14% 🔴	18%	19%	24% A	26% ABC 🟢
Federal police (non-US only)	15% 🔴	41% ACDE 🟢	32% AE 🟢	30% AE 🟢	18% 🔴
Private security companies	18%	22% C	14%	20%	17%
FBI (US only)	19% 🟢	--	--	--	--
CIA (US only)	8% 🟢	--	--	--	--
Don't know	24% BDE 🟢	15%	21% DE 🟢	10%	11% 🔴

Letters indicate significantly higher than region. Region vs. Total 🟢 Higher 🔴 Lower

PARTY RESPONSIBLE FOR STOPPING CYBER SQUATTING – TOTAL



Respondents were shown a fixed list of parties responsible for preventing abusive internet behavior and some targeted to the individual region. ICANN was not defined to respondents and could be chosen as one of many options.

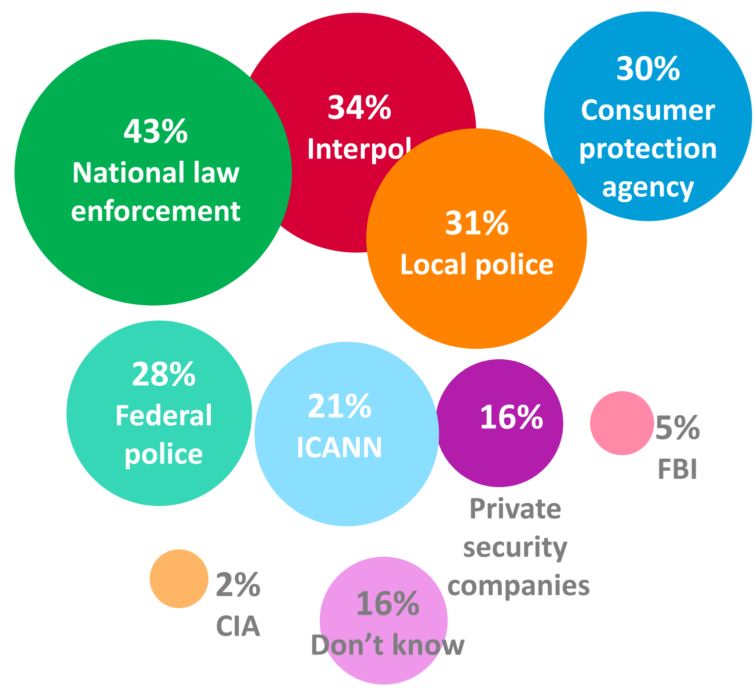
PARTY RESPONSIBLE FOR STOPPING STOLEN CREDENTIALS

A desire for law enforcement involvement is higher in the case of stolen credentials.

Stolen credentials	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
National law enforcement (non-US only)	21%	38% A	51% ABD	40% A	49% ABD
Interpol	32%	34%	39% AE	36%	33%
Local police	26%	25%	24%	27%	36% ABCD
Consumer protection agency	33% BCE	25%	26%	41% ABCE	29%
Federal police (non-US only)	19%	48% ACDE	37% AE	33% AE	23% A
ICANN	15%	14%	12%	20% BC	28% ABCD
Private security companies	17% C	17% C	10%	22% CE	17% C
FBI (US only)	29%	--	--	--	--
CIA (US only)	13%	--	--	--	--
Don't know	24% BCDE	13%	19% BDE	12%	13%

Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower

PARTY RESPONSIBLE FOR STOPPING STOLEN CREDENTIALS – TOTAL



Respondents were shown a fixed list of parties responsible for preventing abusive internet behavior and some targeted to the individual region. ICANN was not defined to respondents and could be chosen as one of many options.

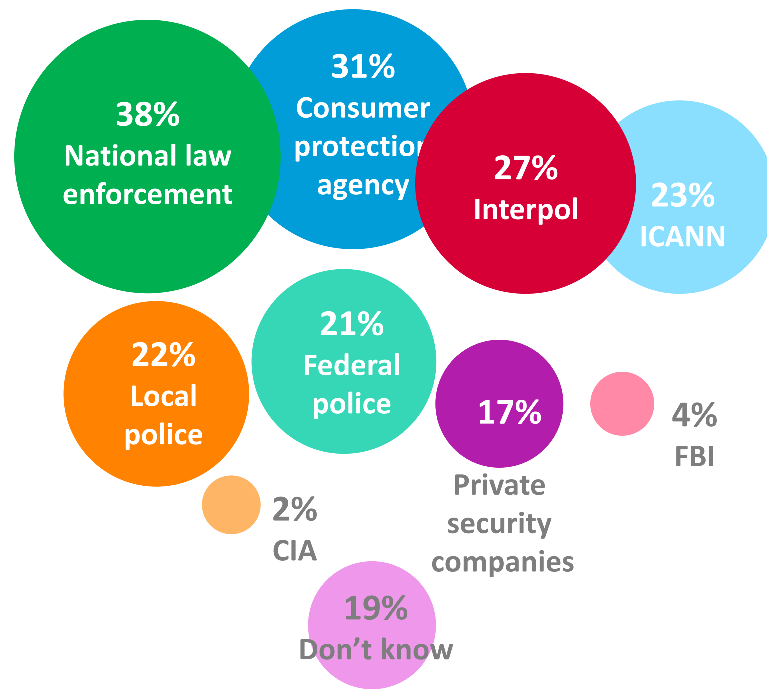
PARTY RESPONSIBLE FOR STOPPING MALWARE

As with most other Internet abuse, there is a sense that law enforcement should be responsible for malware abuses. Again, Asia reports a heightened expectation for ICANN's involvement.

Malware	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
National law enforcement (non-US only)	16%	30% A	43% ABD	31% A	46% ABD
Consumer protection agency	34% C	31%	27%	42% ABDE	31%
Interpol	25%	23%	30% B	29% B	27%
ICANN	18% BC	13%	13%	23% BC	30% ABCD
Local police	13%	15%	15%	15%	29% ABCD
Federal police (non-US only)	13%	37% ACDE	29% ADE	19% A	18% A
Private security companies	18% C	21% C	13%	24% ACE	17% C
FBI (US only)	21%	--	--	--	--
CIA (US only)	11%	--	--	--	--
Don't know	28% BCDE	19% E	24% BDE	15%	15%

Letters indicate significantly higher than region. Region vs. Total Higher Lower

PARTY RESPONSIBLE FOR STOPPING MALWARE– TOTAL



Respondents were shown a fixed list of parties responsible for preventing abusive internet behavior and some targeted to the individual region. ICANN was not defined to respondents and could be chosen as one of many options.

COMMONALITY OF ABUSIVE INTERNET BEHAVIOR

Spamming and malware are seen as the most common Internet abuses. Generally, abusive behavior is seen as less common in Europe and Asia.

Phishing	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Very common	49%	64% BCDE	56% CE	50% E	55% E	41%
Somewhat common	37%	25%	30% A	34% A	34% A	43% ABCD
Not at all/not very common	9%	5%	9% A	7% A	6%	11% ACD

Spamming	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Very common	75%	83% CE	85% CDE	75% E	78% E	71%
Somewhat common	17%	12%	10%	16% AB	15% B	22% ABCD
Not at all/not very common	3%	1%	2%	3% A	3%	5% ABC

Cyber Squatting	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Very common	36%	41% CE	45% CE	30%	51% ACE	32%
Somewhat common	42%	38%	33%	42% BD	33%	46% ABD
Not at all/not very common	16%	13%	18%	17%	12%	17% A

Stolen Credentials	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Very common	42%	52% CE	52% CE	37%	53% CE	38%
Somewhat common	39%	34%	35%	37%	32%	42% ABCD
Not at all/not very common	14%	9%	9%	17% ABD	11%	16% AB

Malware	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Very common	61%	70% CE	71% CE	55%	69% CE	56%
Somewhat common	29%	23%	21%	31% ABD	22%	32% ABD
Not at all/not very common	6%	3%	4%	7% A	6% A	8% AB

Letters indicate significantly higher than region. Region vs. Total Higher Lower

PERSONAL IMPACT OF ABUSIVE INTERNET BEHAVIOR

Around 3 in 4 say they have been impacted by spamming, and over half by malware.

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Phishing	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Yes	30%	27%	38% ACE	26%	33% C	31% C
No	54%	59% BE	43%	60% BDE	52% B	51% B
Not sure	17%	14%	19% AC	14%	15%	18% AC
Spamming	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Yes	73%	68%	80% ACE	73% A	75% A	72% A
No	19%	24% BCDE	13%	19% B	18% B	20% B
Not sure	8%	8%	7%	8%	7%	8%
Cyber Squatting	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Yes	18%	15%	26% ACE	10%	18% C	19% C
No	66%	73% BE	52%	76% BDE	65% B	64% B
Not sure	16%	12%	22% AC	14%	17%	17% A
Stolen Credentials	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Yes	20%	15%	22% AC	13%	22% AC	23% AC
No	64%	74% BDE	61%	74% BDE	66% E	58%
Not sure	16%	10%	16% A	14% A	12%	19% ACD
Malware	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Yes	60%	57%	67% ACE	54%	62% C	61% AC
No	27%	32% BDE	20%	34% BDE	25%	25% B
Not sure	13%	11%	13%	12%	13%	13%

Letters indicate significantly higher than region. Region vs. Total Higher Lower

FEAR OF BEING IMPACTED BY ABUSIVE INTERNET BEHAVIOR

Consumer fear is greatest around stolen credentials and malware. North America and Europe exhibit muted fear compared to the other regions.

Phishing	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Very Scared	34%	25%	49% ACDE	27%	35% AC	36% AC
Somewhat Scared	43%	38%	33%	41% B	39%	47% ABCD
Not Very/Not at all Scared	23%	37% BCDE	18%	32% BDE	26% BE	17%
Spamming	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Very Scared	21%	17%	23% AC	15%	23% AC	25% AC
Somewhat Scared	38%	35%	31%	32%	32%	44% ABCD
Not Very/Not at all Scared	40%	48% E	46% E	52% BDE	44% E	32%
Cyber Squatting	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Very Scared	29%	23%	46% ACE	21%	40% ACE	28% C
Somewhat Scared	37%	30%	38%	38% A	32%	39% A
Not Very/Not at all Scared	34%	47% BDE	16%	41% BDE	28% B	33% B
Stolen Credentials	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Very Scared	50%	45%	62% ACDE	45%	54% AC	51% AC
Somewhat Scared	36%	34% BD	28%	39% BD	27%	37% BD
Not Very/Not at all Scared	14%	21% BCE	10%	16% BE	19% BE	12%
Malware	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Very Scared	40%	33%	41% AC	30%	40% AC	45% AC
Somewhat Scared	41%	41%	36%	47% ABDE	37%	41%
Not Very/Not at all Scared	19%	26% E	22% E	23% E	22% E	14%

Letters indicate significantly higher than region. Region vs. Total Higher Lower

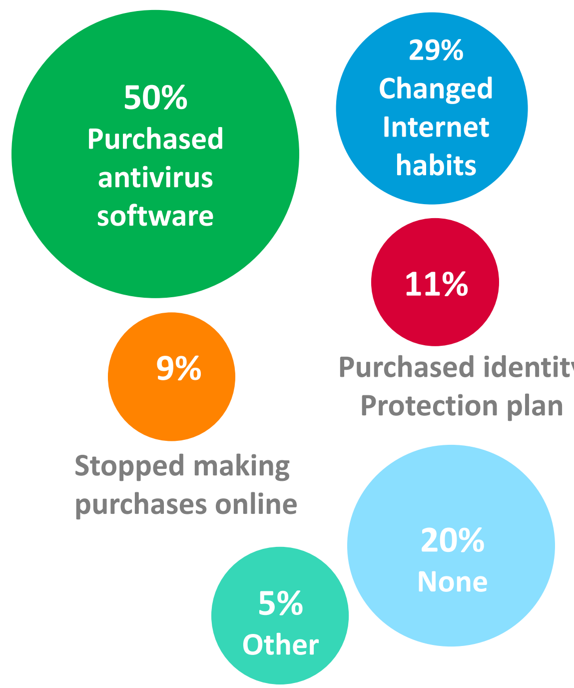
MEASURES TAKEN TO AVOID PHISHING

Only half of consumers report purchasing antivirus software and about a quarter to changing Internet habits in an attempt to protect themselves against phishing.

Phishing	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Purchased antivirus software for my computer	53% BD	44%	51% BD	45%	51% BD
Changed my Internet habits	27%	34% ACE	25%	37% ACE	29% C
Purchased an identity protection plan	9% C	8%	6%	11% C	14% ABCD
Stopped making purchases online	6%	8% C	5%	13% ABC	11% AC
Other	8% BE	2%	6% BE	6% B	4% B
None	23% DE	23% DE	25% DE	16%	16%

Letters indicate significantly higher than region. Region vs. Total Higher Lower

MEASURES TAKEN TO AVOID PHISHING – TOTAL



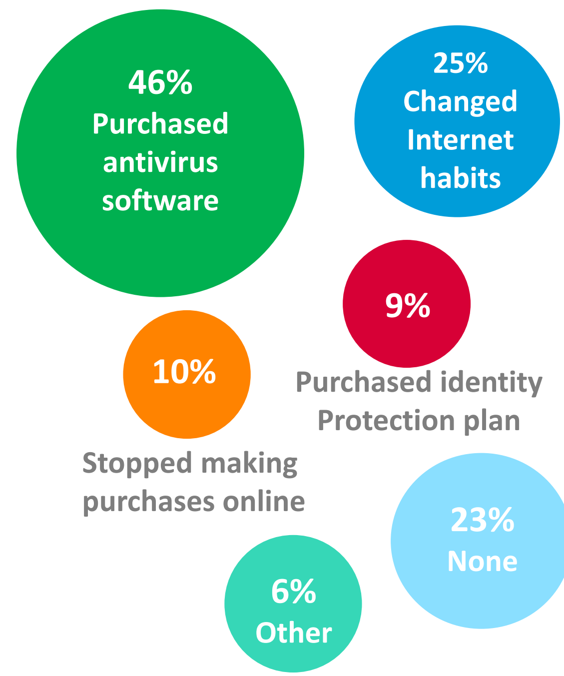
MEASURES TAKEN TO AVOID SPAMMING

Less than half of consumers report purchasing antivirus software and a quarter to changing Internet habits in an attempt to protect themselves against spamming. A quarter report doing nothing.

Spamming	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Purchased antivirus software for my computer	49% D	45%	47%	42%	46%
Changed my Internet habits	26% C	30% CE	20%	34% ACE	23% C
Stopped making purchases online	6%	7%	5%	11% ABC	13% ABC
Purchased an identity protection plan	7%	8% C	5%	13% ABC	11% ABC
Other	7% BE	2%	7% BE	7% B	5% B
None	25% DE	23% D	29% BDE	17%	21% D

Letters indicate significantly higher than region. Region vs. Total Higher Lower

MEASURES TAKEN TO AVOID SPAMMING – TOTAL



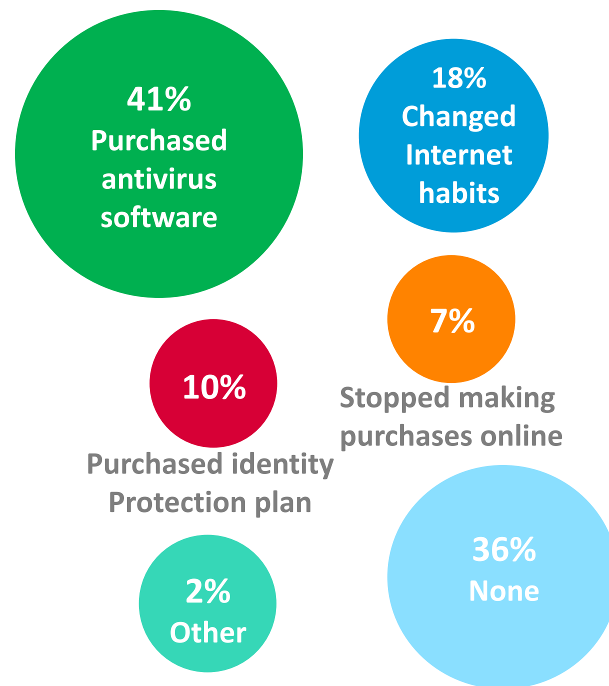
MEASURES TAKEN TO AVOID CYBER SQUATTING

Over a third of consumers report taking no action to avoid being affected by cyber squatting.

Cyber Squatting	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Purchased antivirus software for my computer	40%	42%	40%	42%	42%
Changed my Internet habits	18% C	25% ACE	14%	27% ACE	18% C
Purchased an identity protection plan	7%	9% C	5%	12% AC	12% ABC
Stopped making purchases online	5%	5%	4%	11% ABC	8% ABC
Other	2%	1%	2%	3% B	2% B
None	43% BDE	31%	44% BDE	26%	33% D

Letters indicate significantly higher than region. Region vs. Total Higher Lower

MEASURES TAKEN TO AVOID CYBER SQUATTING– TOTAL



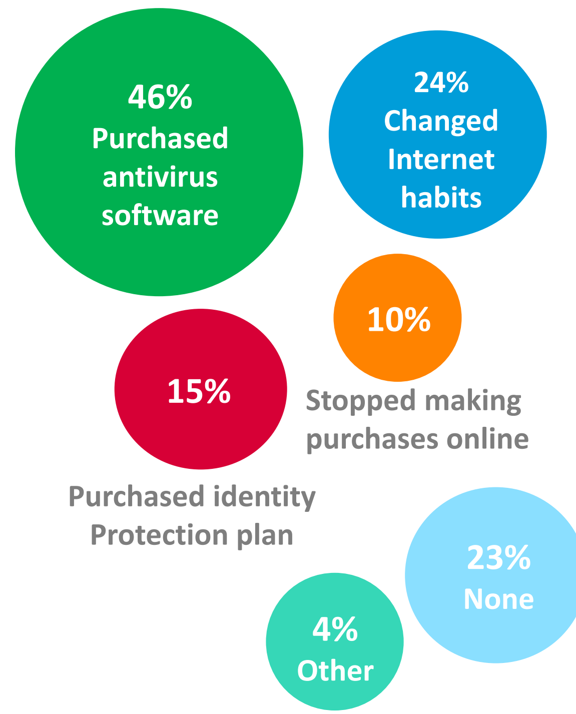
MEASURES TAKEN TO AVOID STOLEN CREDENTIALS

To protect their credentials, nearly half of consumers purchased antivirus software and a quarter changed their Internet habits.

Stolen Credentials	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Purchased antivirus software for my computer	49% BCD	40%	44%	40%	48% BCD
Changed my Internet habits	27% CE	29% CE	23%	28% E	23%
Purchased an identity protection plan	12% C	13% C	8%	16% C	19% ABC
Stopped making purchases online	8% C	9% C	5%	14% ABC	12% ABC
Other	6% BCE	2%	4% B	6% BE	3%
None	25% E	25% E	29% ABDE	21%	20%

Letters indicate significantly higher than region. Region vs. Total Higher Lower

MEASURES TAKEN TO AVOID STOLEN CREDENTIALS – TOTAL



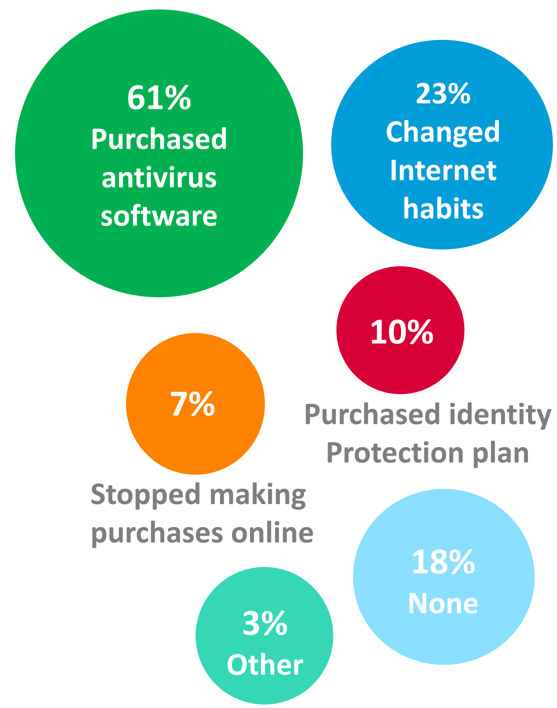
MEASURES TAKEN TO AVOID MALWARE

Nearly two-thirds of users globally say they purchased antivirus software to avoid being affected by malware.

Malware	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Purchased antivirus software for my computer	66% BCE	54%	61% B	64% B	60% B
Changed my Internet habits	25% C	27% CE	20%	25%	22%
Purchased an identity protection plan	8%	9% C	6%	11% C	13% ABC
Stopped making purchases online	5%	5%	4%	6% C	8% ABC
Other	4% BCD	2%	2%	2%	3%
None	19%	20% DE	22% DE	15%	16%

Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower

MEASURES TAKEN TO AVOID MALWARE– TOTAL



APPENDIX: GLOBAL CONSUMER SURVEY QUESTIONNAIRE

J45961a ICANN Global Consumer Survey Outline 1/26/15

N=5,950 online consumers, 24 countries
Field dates: February 2-27, 2015
15 minute online survey

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

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

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

In which country or region do you currently reside?

BASE: ALL RESPONDENTS
Q268 Are you…?

1 Male
2 Female

BASE: ALL RESPONDENTS
Q270 In what year were you born? Please enter your response as a four-digit number (for example, 1977).

|__|__|__|__|

BASE: ALL RESPONDENTS
Q280 [HIDDEN QUESTION - FINAL AGE FOR SURVEY LOGIC AND/OR QUOTAS]

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

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

<u>BASE: ALL QUALIFIED RESPONDENTS</u>

Q605 Have you ever registered a domain name?

1 Yes
2 No

<u>BASE: IF HAVEN'T REGISTERED A DOMAIN NAME</u>

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

1 Yes
2 No

SECTION 2: UNDERSTANDING OF/EXPERIENCE WITH LEGACY GTLDS

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q701 As you are probably aware, website domain names can have different suffixes or extensions. For example, some domain names end with .com, while other common extensions are .org or .net. For the website [INSERT WEBSITE FOR REGION], "[INSERT SECOND LEVEL DOMAIN FOR REGION]" is the domain name and "[INSERT TLD FOR REGION]" is the domain name extension.

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.

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

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

Q705 Which of the following domain name extensions have you personally visited when going to websites? Please select all that apply.

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

99 None of these above

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q710 How likely are you to visit websites with the following domain name extensions in the next 6 months?

Q711

1 .biz
2 .com
3 .info
4 .mobi
5 .net
6 .org
7 .tel
8 .asia
9 .pro
10 .coop
11 [CHINA ONLY] .cn
12 [VIETNAM ONLY] .vn
13 [PHILIPPINES ONLY] .ph
14 [JAPAN ONLY] .jp
15 [SOUTH KOREA ONLY] .kr
16 [RUSSIA ONLY] .ru
17 [INDIA ONLY] .in
18 [INDONESIA ONLY] .id
19 [NIGERIA ONLY] .ng
20 [SOUTH AFRICA ONLY] .za
21 [EGYPT ONLY] .eg
22 [COLOMBIA ONLY] .co
23 [ARGENTINA ONLY] .ar
24 [BRAZIL ONLY] .br
25 [ITALY ONLY] .it
26 [TURKEY ONLY] .tr
27 [SPAIN ONLY] .es
28 [POLAND ONLY] .pl
29 [UNITED KINGDOM ONLY] .uk
30 [FRANCE ONLY] .fr
31 [GERMANY ONLY] .de
32 [UNITED STATES ONLY] .us
33 [CANADA ONLY] .ca
34 [MEXICO ONLY] .mx
35 None of these

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

BASE: VERY LIKELY TO VISIT WEBSITE WITH DOMAIN NAME EXTENSION (Q711 AND Q710/4)

Q715 Why are you **very likely** to visit a website with each of these extensions in the future? Please select all that apply.

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

1 I've been to this type of website before
2 I trust this extension
3 It seems legitimate
4 I'm not afraid of my information being stolen if I go here
5 It has information I'm seeking
6 It's where you go for specific information
7 Other
8 Not sure

[LOOP Q723 FOR EACH Q716 AND Q715/4]

BASE: OTHER REASON VERY LIKELY TO VISIT WEBSITE WITH DOMAIN NAME EXTENSION (Q715/7)

Q723 Why else are you **very likely** to visit a website with the [INSERT DOMAIN NAME FROM Q715 WHERE RESPONDENT SELECTED OTHER] domain name?

BASE: VERY UNLIKELY TO VISIT WEBSITE WITH DOMAIN NAME EXTENSION (Q711 AND Q710/1)

Q717 Why are you **very unlikely** to visit a website with each of these extensions in the future? Please select all that apply.

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

1 I've never been to this type of website before
2 I don't trust this extension
3 It doesn't seem legitimate
4 I'm afraid of my information being stolen if I go here
5 I have no reason to go there
6 Other
7 Not sure

[LOOP Q724 FOR EACH Q718 AND Q717/4]

BASE: OTHER REASON VERY UNLIKELY TO VISIT WEBSITE WITH DOMAIN NAME EXTENSION (Q717/6)

Q724 Why else are you **very unlikely** to visit a website with the [INSERT DOMAIN NAME FROM Q717 WHERE RESPONDENT SELECTED OTHER] domain name?

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?

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

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

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

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q730 To the best of your knowledge, why do some websites have different extensions?

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q735 What has your experience been like with websites that have the following domain name extensions?

Q736

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

1 Very negative
2 Somewhat negative
3 Somewhat positive
4 Very positive

[LOOP Q740 FOR EACH Q736 AND Q735/4]

BASE: VERY POSITIVE EXPERIENCE WITH WEBSITES WITH DOMAIN NAME EXTENSIONS (Q736 AND Q735/4)

Q740 What made your experience with [INSERT FROM Q736 **AND q735/4**] very positive?

[LOOP Q745 FOR EACH Q736 AND Q735/1]
BASE: VERY NEGATIVE EXPERIENCE WITH WEBSITES WITH DOMAIN NAME EXTENSIONS (Q736 AND Q735/1)
Q745 What made your experience with [INSERT FROM Q735 AND **q735/1**] very negative?

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.

1 An Internet search engine
2 An Internet encyclopedia
3 My Internet service provider
4 Other (specify) ____________________
5 Not sure

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

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 Do you expect there to be restrictions on purchasing gTLDs with the following extensions?

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

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

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

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

1 More trustworthy
2 Doesn’t make a difference
3 Less trustworthy
4 Not sure

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

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

1 Would contact the website
2 Other (specify)__________________
3 No one
4 Not sure

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

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

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?

SECTION 3: UNDERSTANDING OF/EXPERIENCE WITH NEW GTLDS

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

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

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

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

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

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q805 Which of the following new gTLDs have you personally visited when going to websites? Please select all that apply.

1 .email
2 .photography
3 .link
4 .guru
5 .realtor
6 .club
7 .xyz
8 .berlin [ONLY in Germany]
9 .ovh [ONLY in Germany]
10 .london [ONLY in Italy/Turkey/Spain/Poland/UK/France/Germany]
11 .nyc [ONLY in US]
12 .wang [ONLY IN CHINA]
13 .xn—ses554g (Chinese for network address) [ONLY in China]
14 .xn—55qx5d (Chinese for company) [ONLY in China
99 None of the above

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q810 How likely are you to visit the following new gTLDs in the future?

Q811

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

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

BASE: VERY LIKELY TO VISIT NEW GTLD (Q811 AND Q810/4)

Q815 Why are you **very likely** to visit a website with each of these gTLDs in the future? Please select all that apply.

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

1 I've been to this type of website before
2 I trust this extension
3 It seems legitimate
4 I'm not afraid of my information being stolen if I go here
5 It has information I'm seeking
6 It's where you go for specific information
7 Other
8 None of the above

[LOOP Q819 FOR EACH Q816 AND Q815/7]

BASE: OTHER REASON VERY LIKELY TO VISIT NEW GTLD (Q816 AND Q815/7)

Q819 Why else are you very likely to visit a website with the [insert gTLD from q815 where respondent selected other] gTLD?

BASE: VERY LIKELY AND VERY UNLIKELY TO VIST NEW GTLD (Q811 AND Q810/ 1 AND 4)

Q824 In the next question we are going to switch gears and focus on the reasons you are very unlikely to visit websites with certain gTLDs in the future.

BASE: VERY UNLIKELY TO VISIT NEW GTLD (Q811 AND Q810/1)

Q817 Why are you **very unlikely** to visit a website with each of these gTLDs in the future? Please select all that apply.

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

1 I've never been to this type of website before
2 I don't trust this extension
3 It doesn't seem legitimate
4 I'm afraid of my information being stolen if I go here
5 I have no reason to go there
6 Other
7 None of the above

[LOOP Q822 FOR EACH Q818 AND Q817/6]

BASE: OTHER REASON VERY UNLIKELY TO VISIT NEW GTLD (Q818 AND Q817/6)

Q822 Why else are you very unlikely to visit a website with the [insert gTLD from q817 where respondent selected other] gTLD?

<u>BASE: ALL QUALIFIED RESPONDENTS (Q99/1)</u>

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

Q821

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

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

<u>BASE: ALL QUALIFIED RESPONDENTS (Q99/1)</u>

Q823 Which of the following would be most important to you in determining which gTLD to purchase

1 Reasonable price
2 Has a well-known extension
3 Has a new extension
4 All of my other preferred gTLDs are unavailable
5 Other (specify) ___________________

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q825 Please rate the following gTLDs by how **trustworthy** you feel they are.

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

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

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q830 To the best of your knowledge, why have new gTLDs been created?

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q835 What has your experience been like with websites with the following new gTLDs?

Q836
1 .email
2 .photography
3 .link
4 .guru
5 .realtor
6 .club
7 .xyz
8 .berlin [ONLY in Germany]
9 .ovh [ONLY in Germany]
10 .london [ONLY in Italy/Turkey/Spain/Poland/UK/France/Germany]
11 .nyc [ONLY in US]
12 .wang [ONLY IN CHINA]
13 .xn—ses554g (Chinese for network address) [ONLY in China]
14 .xn—55qx5d (Chinese for company) [ONLY in China

1 Very negative
2 Somewhat negative
3 Somewhat positive
4 Very positive

BASE: VERY POSITIVE EXPERIENCE (Q836 AND Q835/4)

Q840 What made your experience with [INSERT FROM Q836] very positive?

BASE: VERY NEGATIVE EXPERIENCE (Q836 AND Q835/1)

Q845 What made your experience with [INSERT FROM Q836] very negative?

BASE: REGISTRANTS (Q99/1 AND Q605/1)

Q848 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.

1 An Internet search engine
2 An Internet encyclopedia
3 My Internet service provider
4 Other (specify) ____________________
5 Not sure

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

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 Do you expect there to be restrictions 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
8 .berlin [ONLY in Germany]
9 .ovh [ONLY in Germany]
10 .london [ONLY in Italy/Turkey/Spain/Poland/UK/France/Germany]
11 .nyc [ONLY in US]
12 .wang [ONLY IN CHINA]
13 .xn—ses554g (Chinese for network address) [ONLY in China]
14 .xn—55qx5d (Chinese for company) [ONLY in China

SECTION 4: TRUST/EXPERIENCE WITH THE DOMAIN NAME SYSTEM

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q901 Now think about the Internet and how people search for various websites.

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

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

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

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

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

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

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

<u>BASE: ALL QUALIFIED RESPONDENTS (Q99/1)</u>

Q915 How much do you trust the Domain Name industry compared to these other industries?

Q916

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

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

SECTION 5: REACHING THE INTENDED INFORMATION SUPPLIER

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

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

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

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

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

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

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

Q1010 Why haven't you used URL shorteners?

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)

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

Q1015 Why do you use URL shorteners?

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

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.

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?

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)

BASE: HAVE USED QR CODES (Q1020/3-4)
Q1030 Why do you use QR codes?

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

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q1035 Which of these is the safest way to access a specific website? Please select one.

1 Using an app
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

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q1040 How often do you remember the address of the website you want to visit so you can type it directly into the browser?

1 Never
2 Rarely
3 Sometimes
4 Often
5 Always

<u>BASE: ALL QUALIFIED RESPONDENTS (Q99/1)</u>
Q1045 What was your preferred way of finding websites 2-3 years ago?

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

<u>BASE: ALL QUALIFIED RESPONDENTS (Q99/1)</u>
Q1050 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
4 Use a QR code
5 Other (specify) __________________

SECTION 6: ABUSIVE BEHAVIOR / CYBER CRIME

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1100 Which types of abusive Internet behavior, if any, are you aware of? Please select all that apply.

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.

6 None of the above

BASE: AWARE OF ABUSIVE INTERNET BEHAVIOR (Q1100/1-5)

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

Q1106
1 Phishing
2 Spamming
3 Cyber squatting
4 Stolen credentials
5 Malware

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: AWARE OF ABUSIVE INTERNET BEHAVIOR (Q1100/1-5)
Q1110 Who should be responsible for stopping these various types of abusive Internet behavior?

Q1111
1 Phishing
2 Spamming
3 Cyber squatting
4 Stolen credentials
5 Malware

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

BASE: AWARE OF ABUSIVE INTERNET BEHAVIOR (Q1100/1-5)
Q1115 How common do you feel each type of abusive Internet behavior is?

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

BASE: AWARE OF ABUSIVE INTERNET BEHAVIOR (Q1100/1-5)
Q1120 Have you ever been impacted by any of these types of abusive Internet behaviors?

Q1121
1 Yes
2 No
3 Not sure

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

BASE: AWARE OF ABUSIVE INTERNET BEHAVIOR (Q1100/1-5)
Q1125 How scared are you of each of the following?

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

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.

Q1131
1 Phishing
2 Spamming
3 Cyber squatting
4 Stolen credentials
5 Malware

1 Changed my Iinternet habits
2 Stopped making purchases online
3 Purchased antivirus software for my computer
4 Purchased an identity protection plan
5 Other
6 None

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?

SECTION 7: DEMOGRAPHIC QUESTIONS

BASE: ALL RESPONDENTS

Q308 [HIDDEN QUESTION - MANDATORY QUESTION SELECTION.]

01 GEOGRAPHICAL REGION (STATE/PROVINCE/REGION) (Q318)
03 ZIP/POSTAL CODE (Q326) [PN: Do not ask for Vietnam, Egypt, Indonesia and Philippines.]

06 **SINGLE** EMPLOYMENT (Q398, Q404, Q410) [PN: Do not ask for Vietnam and Philppines.]
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]

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 QUESTIONSE;

Custom Demos

BASE: ALL ARGENTINA RESPONDENTS (Q264/10)
QARREG In which region do you currently reside?

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

BASE: ALL SOUTH KOREA RESPONDENTS (Q264/214)
QKRINC Which of the following income categories best describes your total [INSERT LAST YEAR] household income before taxes?

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

BASE: ALL SOUTH KOREA RESPONDENTS (Q264/214)
QKRBUY In the past 12 months, did you purchase any products or services over the Internet?

1 Yes
2 No

BASE: ALL INDIA RESPONDENTS (Q264/116)
QINED What is the highest level of education/literacy you have completed/obtained or the highest degree you have received?

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

BASE: ALL INDIA RESPONDENTS (Q264/116)
QININC2 Which of the following income categories best describes your total [INSERT LAST YEAR] household income before taxes?

1 Less than 120,000 rupees
2 120,000 rupees or more
3 Decline to answer

BASE: ALL INDIA RESPONDENTS (Q264/116)
QINSUB Which of the following best describes the area in which you live?

1 Metro
2 Non-metro

BASE: ALL INDIA RESPONDENTS (Q264/116)
QINBUY In the past month, did you purchase any products or services over the Internet?

1 Yes
2 No

BASE: ALL INDONESIA RESPONDENTS (Q264/117)
Q1500 In which province do you currently reside?

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

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?

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

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

BASE: ALL NIGERIA RESPONDENTS (Q264/174)
Q1550 What is the highest level of education you have completed or the highest degree you have received?

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

BASE: ALL NIGERIA RESPONDENTS (Q264/174)
Q1585 Do you consider yourself…?

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

BASE: ALL EGYPT RESPONDENTS (Q264/66)
Q1505 In which governorate do you currently reside?

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

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 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 ORGINIZATIONS 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
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

	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?

Professional, technical and kindred workers	01
Farmers and farm managers	02
Manager, officials and proprietors except farm	03
Clerical and kindred workers	04
Sales workers	05
Craftsmen, foremen and kindred workers	06
Service workers except private household workers	07
Private household workers	08
Laborers	09
Not gainfully employed	10
Housewife	11
Student	12
Refused	13
Pensioner	14
Others	15

BASE: ALL PHILIPPINES RESPONDENTS (Q264/187)

Q4036 Please select the area in which you live?

1 National Capital Region

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

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

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

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

BASE: ALL MEXICAN RESPONDENTS AND 21+ YEARS OF AGE **(Q264/157 AND Q280/21+)**
Q1538 What is the highest level of education you have completed or the highest degree you have received?

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

BASE: ALL CHINESE RESPONDENTS AND 21+ YEARS OF AGE **(Q264/48 AND Q280/21+)**
Q1574 What is the highest level of education you have completed or the highest degree you have received?

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 BRAZIL RESPONDENTS (Q264/33)
QBRINC Which of the following income categories best describes your total [INSERT LAST YEAR] household income before taxes?

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

BASE: ALL CHINESE RESPONDENTS (Q264/48)
QCNINC Which of the following income categories best describes your total monthly household 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