**J45961a ICANN Global Consumer Survey Outline 1/27/16**

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

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

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

<table>
<thead>
<tr>
<th>Sample source</th>
<th>HPOL</th>
<th>Toluna</th>
<th>AiP</th>
<th>Empanel</th>
<th>Routed Non-HPOL sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>9</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>990</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

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

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

<table>
<thead>
<tr>
<th>Digital Fingerprinting</th>
<th>On</th>
</tr>
</thead>
</table>

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

<table>
<thead>
<tr>
<th>Termination DF</th>
<th>Terminate Fraud Score</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Mode of survey</th>
<th>1 - Web</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2 - CATI/COW</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Thank You Pages</th>
<th>Standard</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

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

**BASE: ALL RESPONDENTS**

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

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>244</td>
<td>US</td>
<td>nyc</td>
</tr>
<tr>
<td>42</td>
<td>CANADA</td>
<td>Toronto</td>
</tr>
<tr>
<td>157</td>
<td>MEXICO</td>
<td>Guadalajara</td>
</tr>
<tr>
<td>123</td>
<td>ITALY</td>
<td>Roma</td>
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<td>235</td>
<td>TURKEY</td>
<td>Istanbul</td>
</tr>
<tr>
<td>215</td>
<td>SPAIN</td>
<td>Madrid</td>
</tr>
<tr>
<td>189</td>
<td>POLAND</td>
<td>Warszawa</td>
</tr>
<tr>
<td>243</td>
<td>UK</td>
<td>London</td>
</tr>
<tr>
<td>76</td>
<td>FRANCE</td>
<td>Paris</td>
</tr>
<tr>
<td>85</td>
<td>GERMANY</td>
<td>Berlin</td>
</tr>
<tr>
<td>48</td>
<td>CHINA</td>
<td>(Foshan)</td>
</tr>
<tr>
<td>249</td>
<td>VIETNAM</td>
<td>Hanoi</td>
</tr>
<tr>
<td>187</td>
<td>PHILIPPINES</td>
<td>Manila</td>
</tr>
<tr>
<td>126</td>
<td>JAPAN</td>
<td>Kyoto</td>
</tr>
<tr>
<td>214</td>
<td>SOUTH KOREA</td>
<td>Seoul</td>
</tr>
<tr>
<td>196</td>
<td>RUSSIA</td>
<td>Moscow</td>
</tr>
<tr>
<td>116</td>
<td>INDIA</td>
<td>Delhi</td>
</tr>
<tr>
<td>117</td>
<td>INDONESIA</td>
<td>Jakarta</td>
</tr>
<tr>
<td>174</td>
<td>NIGERIA</td>
<td>Abuja</td>
</tr>
<tr>
<td>193</td>
<td>SOUTH AFRICA</td>
<td>Cape Town</td>
</tr>
<tr>
<td>66</td>
<td>EGYPT</td>
<td>Cairo</td>
</tr>
<tr>
<td>51</td>
<td>COLOMBIA</td>
<td>Bogota</td>
</tr>
<tr>
<td>10</td>
<td>ARGENTINA</td>
<td>Cordoba</td>
</tr>
<tr>
<td>33</td>
<td>BRAZIL</td>
<td>Rio</td>
</tr>
<tr>
<td>22</td>
<td>[BLANK]</td>
<td></td>
</tr>
</tbody>
</table>

*Commented [EA1]: Looks like a Q. Should be G.*

*Formatted Table*
BASE: ALL RESPONDENTS
Q620 – HIDDEN QUESTION (PRELOAD FOR LANGUAGE)
1. AMERICAN ENGLISH
2. SPAIN_SPANISH
3. PORTUGUESE (BRAZIL)
4. SIMPLIFIED CHINESE
5. FRENCH (FRANCE)
6. GERMAN
7. ITALIAN
8. JAPANESE
9. KOREAN
10. RUSSIAN
11. ARABIC
12. VIETNAMESE
13. TAGALOG
14. TURKISH
15. POLISH
16. LATAM_SPANISH
17. BRITISH ENGLISH
18. BAHASA

BASE: ALL RESPONDENTS
Q149 FINAL SURVEY MODE
[PROGRAMMER NOTE: CAPTURE CURRENT/FINAL MODE OF SURVEY]
1. WEB
2. CATI-COW

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

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

In which country or region do you currently reside?

[PROGRAMMER: DISPLAY CODES IN ALPHABETICAL ORDER]

BASE: ALL RESPONDENTS
Q264 [HIDDEN QUESTION – FINAL COUNTRY QUESTION FOR SURVEY LOGIC]
[SEE MASTER DEMOGRAPHIC DOCUMENT FOR CODE FRAME]

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

BASE: ALL RESPONDENTS
Q268 Are you identify my gender as...
1. Male
2. Female
3. Other/refuse
BASE: ALL RESPONDENTS

Q270 In what year were you born? Please enter your response as a four-digit number (for example, 1977).
[RANGE: 1900 TO CURRENT YEAR-6]

BASE: ALL RESPONDENTS

Q280 [HIDDEN QUESTION - FINAL AGE FOR SURVEY LOGIC AND/OR QUOTAS]

(Note: CONSUMER QUESTIONNAIRE ONLY)

BASE: ALL RESPONDENTS

Q600 How many hours PER WEEK do you spend using the Internet?

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

BASE: ALL RESPONDENTS

Q625 HIDDEN QUESTION TO DETERMINE QUALIFICATION STATUS

GET CODE 1 (QUALIFIED) IF:
1 AGE 18+ (Q280/18+)
2 LIVES IN US, CANADA, MEXICO, ITALY, TURKEY, SPAIN, POLAND, UK, FRANCE, GERMANY, CHINA,
   VIETNAM, PHILIPPINES, JAPAN, SOUTH KOREA, RUSSIA, INDIA, INDONESIA, NIGERIA, SOUTH AFRICA,
   EGYPT, COLOMBIA, ARGENTINA OR BRAZIL (Q264/244, 42, 157, 235, 215, 189, 243, 76, 85, 48,
   249, 187, 126, 214, 196, 116, 117, 174, 193, 66, 51, 10, OR 33)
3 SPENDS 5 OR MORE HOURS PER WEEK USING THE INTERNET (Q600/3-6)

GET CODE 2 FOR ALL OTHERS
1 QUALIFIED
2 NOT QUALIFIED

BASE: ALL QUALIFIED (Q625/1)

Q630 QUOTA CHECK (DOES NOT APPEAR ON SCREEN)

CHECK QUOTA AT Q660

1 QUOTA CELL CLOSED
2 QUOTA CELL OPEN
3 QUOTA CELL NOT FOUND
### Country Quotas

<table>
<thead>
<tr>
<th>Country</th>
<th>Quota</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>USA</strong> (Q625/1)</td>
<td>500</td>
</tr>
<tr>
<td><strong>Canada</strong> (Q625/1)</td>
<td>200</td>
</tr>
<tr>
<td><strong>Mexico</strong> (Q625/1)</td>
<td>200</td>
</tr>
<tr>
<td><strong>Italy</strong> (Q625/1)</td>
<td>100</td>
</tr>
<tr>
<td><strong>Turkey</strong> (Q625/1)</td>
<td>100</td>
</tr>
<tr>
<td><strong>Spain</strong> (Q625/1)</td>
<td>100</td>
</tr>
<tr>
<td><strong>Poland</strong> (Q625/1)</td>
<td>100</td>
</tr>
<tr>
<td><strong>United Kingdom</strong> (Q625/1)</td>
<td>200</td>
</tr>
<tr>
<td><strong>France</strong> (Q625/1)</td>
<td>200</td>
</tr>
<tr>
<td><strong>Germany</strong> (Q625/1)</td>
<td>250</td>
</tr>
<tr>
<td><strong>China</strong> (Q625/1)</td>
<td>1100</td>
</tr>
<tr>
<td><strong>Vietnam</strong> (Q625/1)</td>
<td>100</td>
</tr>
<tr>
<td><strong>Philippines</strong> (Q625/1)</td>
<td>200</td>
</tr>
<tr>
<td><strong>Japan</strong> (Q625/1)</td>
<td>350</td>
</tr>
<tr>
<td><strong>South Korea</strong> (Q625/1)</td>
<td>200</td>
</tr>
<tr>
<td><strong>Russia</strong> (Q625/1)</td>
<td>250</td>
</tr>
<tr>
<td><strong>Indonesia</strong> (Q625/1)</td>
<td>200</td>
</tr>
<tr>
<td><strong>Nigeria</strong> (Q625/1)</td>
<td>200</td>
</tr>
<tr>
<td><strong>South Africa</strong> (Q625/1)</td>
<td>100</td>
</tr>
<tr>
<td><strong>Egypt</strong> (Q625/1)</td>
<td>100</td>
</tr>
<tr>
<td><strong>Colombia</strong> (Q625/1)</td>
<td>100</td>
</tr>
<tr>
<td><strong>Argentina</strong> (Q625/1)</td>
<td>100</td>
</tr>
<tr>
<td><strong>Brazil</strong> (Q625/1)</td>
<td>350</td>
</tr>
</tbody>
</table>
BASE: QUALIFIED (Q640/1-24)

Q645 QUOTA CHECK (DOES NOT APPEAR ON SCREEN)

CHECK QUOTA AT Q670

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

BASE: ALL RESPONDENTS

Q98 END OF SCREENER DISPOSITION STATUS OF RESPONDENT

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

BASE: ALL RESPONDENTS

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

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

BASE: ALL QUALIFIED RESPONDENTS

Q60 Have you ever registered a domain name? Registration of a domain name typically requires providing your personal or business information and paying a fee.

1 Yes
2 No

BASE: IF HAVEN'T REGISTERED A DOMAIN NAME

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

1 Yes
2 No
BASE: IF PLAN TO REGISTER A DOMAIN NAME (Q610/1)

Q615 For what purpose do you plan to register a domain name? Select all that apply.

1) Business use
2) Personal use
3) For use by an educational institution/group
4) Non-profit group
5) Other

SECTION 2: UNDERSTANDING OF/EXPERIENCE WITH LEGACY GTLDS

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

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

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

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

<table>
<thead>
<tr>
<th>Region</th>
<th>Website</th>
<th>Second Level Domain</th>
<th>TLD</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>Google.cn</td>
<td>Google</td>
<td>.cn</td>
</tr>
<tr>
<td>Philippines</td>
<td>Google.com.ph</td>
<td>Google</td>
<td>.com.ph</td>
</tr>
<tr>
<td>Japan</td>
<td>Google.co.jp</td>
<td>Google</td>
<td>.co.jp</td>
</tr>
<tr>
<td>South Korea</td>
<td>Google.co.kr</td>
<td>Google</td>
<td>.co.kr</td>
</tr>
<tr>
<td>Russia</td>
<td>Google.ru</td>
<td>Google</td>
<td>.ru</td>
</tr>
<tr>
<td>India</td>
<td>Google.co.in</td>
<td>Google</td>
<td>.co.in</td>
</tr>
<tr>
<td>Indonesia</td>
<td>Google.co.id</td>
<td>Google</td>
<td>.co.id</td>
</tr>
<tr>
<td>Nigeria</td>
<td>Google.com.ng</td>
<td>Google</td>
<td>.com.ng</td>
</tr>
<tr>
<td>South Africa</td>
<td>Google.com.za</td>
<td>Google</td>
<td>.com.za</td>
</tr>
<tr>
<td>Egypt</td>
<td>Google.com.eg</td>
<td>Google</td>
<td>.com.eg</td>
</tr>
<tr>
<td>Colombia</td>
<td>Google.com.co</td>
<td>Google</td>
<td>.com.co</td>
</tr>
<tr>
<td>Argentina</td>
<td>Google.com.ar</td>
<td>Google</td>
<td>.com.ar</td>
</tr>
<tr>
<td>Brazil</td>
<td>Google.com.br</td>
<td>Google</td>
<td>.com.br</td>
</tr>
<tr>
<td>Italy</td>
<td>Google.it</td>
<td>Google</td>
<td>.it</td>
</tr>
<tr>
<td>Turkey</td>
<td>Google.com.tr</td>
<td>Google</td>
<td>.com.tr</td>
</tr>
<tr>
<td>Spain</td>
<td>Google.es</td>
<td>Google</td>
<td>.es</td>
</tr>
<tr>
<td>Poland</td>
<td>Google.pl</td>
<td>Google</td>
<td>.pl</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>Google.co.uk</td>
<td>Google</td>
<td>.co.uk</td>
</tr>
<tr>
<td>France</td>
<td>Google.fr</td>
<td>Google</td>
<td>.fr</td>
</tr>
<tr>
<td>Germany</td>
<td>Google.de</td>
<td>Google</td>
<td>.de</td>
</tr>
<tr>
<td>United States</td>
<td>Google.com</td>
<td>Google</td>
<td>.com</td>
</tr>
<tr>
<td>Canada</td>
<td>Google.ca</td>
<td>Google</td>
<td>.ca</td>
</tr>
<tr>
<td>Mexico</td>
<td>Google.mx</td>
<td>Google</td>
<td>.mx</td>
</tr>
</tbody>
</table>
Which of the following domain name extensions, if any, have you heard of? Please select **all** that apply.

<table>
<thead>
<tr>
<th>Master Legacy gTLD List:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RANDOMIZE</strong></td>
</tr>
<tr>
<td><strong>MULTIPLE RESPONSE</strong></td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>2</td>
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<tr>
<td>3</td>
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<tr>
<td>33</td>
</tr>
<tr>
<td>34</td>
</tr>
<tr>
<td>35</td>
</tr>
</tbody>
</table>

I am not aware of any of these (ANCHOR)
**BASE: HAS HEARD OF EXTENSIONS Q99/1 AND Q700/1-34**

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

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

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.biz</td>
</tr>
<tr>
<td>2</td>
<td>.com</td>
</tr>
<tr>
<td>3</td>
<td>.info</td>
</tr>
<tr>
<td>4</td>
<td>.mobi</td>
</tr>
<tr>
<td>5</td>
<td>.net</td>
</tr>
<tr>
<td>6</td>
<td>.org</td>
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<td>.tel</td>
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<td>.asia</td>
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<td>10</td>
<td>.coop</td>
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<td>[.CN] .cn</td>
</tr>
<tr>
<td>12</td>
<td>[.VIETNAM ONLY] .vn</td>
</tr>
<tr>
<td>13</td>
<td>[.PHILIPPINES ONLY] .ph</td>
</tr>
<tr>
<td>14</td>
<td>[.JAPAN ONLY] .jp</td>
</tr>
<tr>
<td>15</td>
<td>[.SOUTH KOREA ONLY] .kr</td>
</tr>
<tr>
<td>16</td>
<td>[.RUSSIA ONLY] .ru</td>
</tr>
<tr>
<td>17</td>
<td>[.INDIA ONLY] .in</td>
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</tr>
<tr>
<td>23</td>
<td>[.ARGENTINA ONLY] .ar</td>
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<td>24</td>
<td>[.BRAZIL ONLY] .br</td>
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<tr>
<td>25</td>
<td>[.ITALY ONLY] .it</td>
</tr>
<tr>
<td>26</td>
<td>[.TURKEY ONLY] .tr</td>
</tr>
<tr>
<td>27</td>
<td>[.SPAIN ONLY] .es</td>
</tr>
<tr>
<td>28</td>
<td>[.POLAND ONLY] .pl</td>
</tr>
<tr>
<td>29</td>
<td>[.UNITED KINGDOM ONLY] .uk</td>
</tr>
<tr>
<td>30</td>
<td>[.FRANCE ONLY] .fr</td>
</tr>
<tr>
<td>31</td>
<td>[.GERMANY ONLY] .de</td>
</tr>
<tr>
<td>32</td>
<td>[.UNITED STATES ONLY] .us</td>
</tr>
<tr>
<td>33</td>
<td>[.CANADA ONLY] .ca</td>
</tr>
<tr>
<td>34</td>
<td>[.MEXICO ONLY] .mx</td>
</tr>
<tr>
<td>35</td>
<td>[.ITALY, SPAIN, POLAND, UK, FRANCE, GERMANY ONLY] .eu</td>
</tr>
</tbody>
</table>

99 None of these above [PN: ALWAYS DISPLAY. ANCHOR, EXCLUSIVE]
**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?

[SHOW CODES IN SAME ORDER AS Q700]

(REPEAT SCALE AT THE BOTTOM OF THE GRID)

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

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)**

**Q719** What criteria or situations might make you decide to visit websites with a domain name extension you have not seen before?

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

**Q722** What might make you avoid websites with certain domain name extensions?

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

**Q720** If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

[REPEAT SCALE AT THE BOTTOM OF THE GRID]

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

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Very trustworthy</strong></td>
<td><strong>Somewhat trustworthy</strong></td>
<td><strong>Not very trustworthy</strong></td>
<td><strong>Not at all trustworthy</strong></td>
</tr>
</tbody>
</table>

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

Commented [EA8]: “Trustworthy” can mean different things to different folks. What do we want to measure here? Perhaps questions asking about specific behavior would be more useful. Such as: How likely would you be to provide a website with the following domain extension with your: 1) address; 2) phone number; 3) credit card or financial account information; 4) DOB; SS; or gov’t ID #: 5) email address; etc.

Commented [EA9]: Is there a down side to putting more questions about behavior that may reflect trustworthiness following this question? There’s a sense that the questions focused on trust and behaviors that reflect trust are very far down in the survey and thus may be missed by some respondents. Could we move up some questions like 865 or 1110? Alternatively, could those questions (and related ones on behavior) be randomized throughout the survey?
BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

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

[MANDATORY TEXT BOX]

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

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

[MANDATORY TEXT BOX]

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

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

RANDOMIZE
MULTIPLE RESPONSE

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

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

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

<table>
<thead>
<tr>
<th></th>
<th>Does not describe at all</th>
<th>Does not describe very well</th>
<th>Describes somewhat well</th>
<th>Describes very well</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Innovative</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Cutting edge</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Extreme</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Trustworthy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Unconventional</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Practical</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Technical</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Confusing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Overwhelming</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Useful</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>For people like me</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Interesting</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Exciting</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Helpful</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Informative</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Q765 What are your expectations about restrictions on purchasing gTLDs with the following extensions?

<table>
<thead>
<tr>
<th>No purchase restrictions should be required</th>
<th>Some purchase restrictions should be required</th>
<th>Strict purchase restrictions should be required</th>
</tr>
</thead>
<tbody>
<tr>
<td>1  .com</td>
<td>2  .net</td>
<td>3  .info</td>
</tr>
<tr>
<td>4  .org</td>
<td>5  [CHINA ONLY] .cn</td>
<td>6  [VIETNAM ONLY] .vn</td>
</tr>
<tr>
<td>7  [PHILIPPINES ONLY] .ph</td>
<td>8  [JAPAN ONLY] .jp</td>
<td>9  [SOUTH KOREA ONLY] .kr</td>
</tr>
<tr>
<td>10 [RUSSIA ONLY] .ru</td>
<td>11 [INDIA ONLY] .in</td>
<td>12 [INDONESIA ONLY] .id</td>
</tr>
<tr>
<td>13 [NIGERIA ONLY] .ng</td>
<td>14 [SOUTH AFRICA ONLY] .za</td>
<td>15 [EGYPT ONLY] .eg</td>
</tr>
<tr>
<td>16 [COLOMBIA ONLY] .co</td>
<td>17 [ARGENTINA ONLY] .ar</td>
<td>18 [BRAZIL ONLY] .br</td>
</tr>
<tr>
<td>19 [ITALY ONLY] .it</td>
<td>20 [TURKEY ONLY] .tr</td>
<td>21 [SPAIN ONLY] .es</td>
</tr>
<tr>
<td>25 [GERMANY ONLY] .de</td>
<td>26 [UNITED STATES ONLY] .us</td>
<td>27 [CANADA ONLY] .ca</td>
</tr>
<tr>
<td>28 [MEXICO ONLY] .mx</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

1. Requirements for validated credentials related to the TLD (e.g., must be a licensed contractor to register a .BUILDER domain)
2. Validation that the person or company registering the site meets intended parameters (e.g., must be involved in the pharmaceutical industry to register a .pharmacy domain)
3. Requirements for local presence within a specific city, country, or region for a domain related to that place.
4. Requirements for use of the name to be consistent with the meaning of the TLD (e.g., use of a .NET name must be for network operations purposes)
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 (ANCHOR HERE) |
| 3   | Less trustworthy |
| 4   | Not sure (ANCHOR HERE) |

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

[TEXT BOX]

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

| 1   | Yes |
| 2   | No  |

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

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

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

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q801 As you may or may not know, new domain name extensions are becoming available all the time. These new extensions are called new gTLDs.

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

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q719 What criteria or situations might make you decide to visit websites with a domain name extension you have not seen before?

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q722 What, if anything, might make you avoid a website with certain unfamiliar domain name extensions?

Commented [EA12]: Think this should be ‘an’ unfamiliar domain name extension or just delete ‘and.’
Q800 Which of the following new gTLDs, if any, have you heard of? Please select all that apply.

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

**Q800**

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

**MASTER NEW TLD LIST:**

**RANDOMIZE**

**MULTIPLE RESPONSE**

1. email
2. photography
3. link
4. guru
5. realtor
6. club
7. xyz

1. top
2. win
3. science
4. party
5. click
6. space
7. loan
8. toronto [ONLY IN CANADA]
9. quadalajara [ONLY MEXICO]
10. roma [ONLY ITALY]
11. istanbul [ONLY TURKEY]
12. madrid [ONLY SPAIN]
13. warszawa [ONLY POLAND]
14. london [ONLY UK]
15. paris [ONLY FRANCE]
16. berlin [ONLY GERMANY]
17. 佛山 [ONLY CHINA] (Foshan)
18. manila [ONLY VIETNAM]
19. manilla [ONLY PHILIPPINES]
20. tokyo [ONLY JAPAN]
21. seoul [SOUTH KOREA]
22. москва [ONLY RUSSIA]
23. delhi [ONLY INDIA]
24. jakarta [ONLY INDONESIA]
25. abuja [ONLY NIGERIA]
26. capetown [ONLY SOUTH AFRICA]
27. cairo [ONLY EGYPT]
28. buea [ONLY CAMEROON]
29. cordoba [ONLY ARGENTINA]
30. rio [BRAZIL]

31. ovh [ONLY in Germany]
32. wang [ONLY IN CHINA]
33. xn—ses554g [Chinese for network address] [ONLY in China]
34. xn—55qx5d [Chinese for company] [ONLY in China]
35. I am not aware of any of these (ANCHOR)

---

Commented [DD13]: Here is what I found regarding the number of sites for each gTLD, excluding city and IDNs. The count is the number of sites found in the Alexa 1 million top sites. These are the ones with at least 100 sites.

I have ** those that are already in our list, which were selected based on MIN 100k registrations. Those that are on our list but not below are:

- realtor (2 sites)
- win (55)
- science (18)
- party (20)
- loan (3)

Data from https://namestat.org/

1. xyz 2801 **
2. club 910 **
3. top 300 **
4. link 283 **
5. pics 267
6. online 263
7. space 220 **
8. website 198
9. news 172
10. site 163
11. today 154
12. work 129
13. click 124 **
14. tokyo 124
15. guru 103 **

Commented [EA14R13]: The team suggests using the above list generated from Alexa as being more relevant, since it captures TLDs with actual websites/content associated with them. They suggested replacing the list from PHOTOGRAPHY to LOAN with those listed above if they are not already reflected in the existing list.

Formatted: Numbered + Level: 1 + Numbering Style: 1, 2, 3, … + Start at: 16 + Alignment: Left + Aligned at: 0.5” + Tab after: 1” + Indent at: 1” + Tab stops: Not at 0.5”

Formatted: Numbered + Level: 1 + Numbering Style: 1, 2, 3, … + Start at: 1 + Alignment: Left + Aligned at: 0.5” + Tab after: 1” + Indent at: 1”, Tab stops: Not at 0.5”

Formatted: Numbered + Level: 1 + Numbering Style: 1, 2, 3, … + Start at: 1 + Alignment: Left + Aligned at: 0.5” + Tab after: 1” + Indent at: 1”
Q805 Have you personally visited websites with any of the following new domain name extensions? Please select all that you recall having visited.

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

1. UPDATE LIST TO MATCH Q800 WHEN FINAL
2. 
3.

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

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

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

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

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

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

**Q828** And, what if you were looking for information about Berlin, Germany or thinking about travelling there? How likely would you be to visit each of the following?

1. berlin.com
2. berlin.de
3. berlin.info
4. info.berlin

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

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

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

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

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

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

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

1. Very unlikely
2. Somewhat unlikely
3. Somewhat likely
4. Very likely
5. Not sure
Q823 Which of the following would be most important to you in determining which gTLD to register your domain name under?

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

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

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

Q827 Please assume that while browsing you see a website with a domain extension (the part after the "dot") that you do not recognize. What about this unfamiliar domain name extension would make it feel trustworthy?

[MANDATORY TEXT BOX]

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
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 to find articles, posts or similar information
2. An Internet encyclopedia
3. My Internet service provider/agency that provides my internet access
4. Other (specify) ___________________ (ANCHOR)
5. Not sure (ANCHOR)

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

<table>
<thead>
<tr>
<th></th>
<th>Innovation</th>
<th>Cutting edge</th>
<th>Extreme</th>
<th>Trustworthy</th>
<th>Unconventional</th>
<th>Practical</th>
<th>Technical</th>
<th>Confusing</th>
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<th>For people like me</th>
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<tr>
<td>1</td>
<td>Does not describe at all</td>
<td>2</td>
<td>Does not describe very well</td>
<td>3</td>
<td>Describes somewhat well</td>
<td>4</td>
<td>Describes very well</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be restrictions on purchasing the following new gTLDs?

<table>
<thead>
<tr>
<th></th>
<th>No purchase restrictions should be required</th>
<th>Some purchase restrictions should be required</th>
<th>Strict purchase restrictions should be required</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.email</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>.photography</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>.link</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>.guru</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>.realtor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>.club</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>.xyz</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>.bank</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>.pharmacy [INSERT APPROPRIATE CITY gTLD FOR COUNTRY] [ONLY in Germany]</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>.berlin [INSERT APPROPRIATE CITY gTLD FOR COUNTRY] [ONLY in Italy/Turkey/Spain/Poland/UK/France/Germany]</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>.nyc [ONLY IN US]</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>.wang [ONLY IN CHINA]</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>.xn—ses554g (Chinese for network address) [ONLY in China]</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>.xn—55qx5d (Chinese for company) [ONLY in China]</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Commented [EA15]: Can we add .builder to this list?
SECTION 4: 900 TRUST/EXPERIENCE WITH THE DOMAIN NAME SYSTEM

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

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

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

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

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

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

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

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

Q905 What, if anything, would you change about the domain name purchase process? Please select all that apply.

   RANDOMIZE

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

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q910 How much do you trust the entities that offer domain name registrations to do each of the following?

   [PN: DISPLAY SCALE CODES 1-4]

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

   RANDOMIZE

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

Commented [EA16]: While the team agrees with this deletion, they’d like to see a different version of this question asked after Q865 along the lines of: “How much do you trust the restrictions on purchasing registrations in the new gTLDs identified above (in Q865) will be enforced?” Then the respondent would be presented with a scale like the 1-4 scale shown here.
Q915 How much do you trust the domain name industry compared to these other industries?

Q916 RANDOMIZE

1 Internet service providers/the agency that provides my internet access
2 Web based marketing companies
3 E-commerce companies
4 Software companies
5 Computer hardware companies

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

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

[MANDATORY TEXT BOX]

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

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

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

BASE: ALL QUALIFIED RESPONDENTS (Q99/1 AND Q605/1)
Q1001  Now please think about how you use the internet and the process you use to locate websites you may want to visit.

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q1000  Which devices do you use to access the Internet? Please select all that apply.

MULTIPLE RESPONSE

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

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q1005  What is your experience with URL shorteners? URL shortening is an Internet technique in which a URL may be made substantially shorter in length and still direct to the required page. For example, the url http://www.doctorswithoutborders.org/support-us/corporate-support could be shortened to http://bit.ly/1Um526Q.

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

BASE: NOT USED URL SHORTENERS (Q1005/1-2)
Q1010  Why haven’t you used URL shorteners?

RANDOMIZE
MULTIPLE RESPONSE

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

BASE: HAVE USED URL SHORTENERS (Q1005/3-4)
Q1015  Why do you use URL shorteners?

RANDOMIZE
MULTIPLE RESPONSE

1. They are convenient
2. They save me time
3. It’s the latest thing
4. Other (specify) ANCHOR
BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1020 What is your experience with QR codes? A QR code consists of black modules (square dots) arranged in a square grid on a white background, which can be read by an imaging device (such as a camera). Reading the QR code with your Smartphone takes you to a website or ad for more information. Here is an example—this is a QR code for http://www.doctorswithoutborders.org/support-us/corporate-support

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

BASE: NOT USED QR CODES (Q1020/1-2)

Q1025 Why haven’t you used QR codes?

RANDOMIZE
MULTIPLE RESPONSE

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

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

Q1030 Why do you use QR codes?

RANDOMIZE
MULTIPLE RESPONSE

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

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

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

RANDOMIZE

1. Use a search engine
2. Type the domain name directly into my browser and see if it comes up
3. Use an app
4. Use a QR code
5. Other (specify) (ANCHOR)
Which of these is the safest, the easiest, and the fastest way to access a specific website that may have the information you are looking for?

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

Which of these is the fastest, easiest and safest way to get to the website you want to buy from?

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

Please think about looking for information about a topic on the internet. Which of these is the safest, which is the fastest, and which is the easiest way to navigate to a website that may have the information you are looking for?
Lastly, think about a website you go to regularly and where you will access your personal information, like banking or healthcare information. Which of these is the safest, which is the easiest, and which is the fastest method?

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

1. Safest
2. Fastest
3. Easiest

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

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

1. Finding via an Internet search engine
2. Typing the domain name directly into my browser
3. Use an app provided by the website owner—for example, an app provided by an airline or a bank
4. Accessing via a QR code
5. Accessing via bookmark
6. Other (specify) _________________ (ANCHOR)
SECTION 6: 1100 ABUSIVE BEHAVIOR / CYBER CRIME

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1110 Overall, how comfortable are you with each of the following online behaviors?

1. Searching for information
2. Using social media to talk about your activities or family
3. Shopping online
4. Banking online
5. Accessing medical information online

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

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1110 Please think about three websites. One has a .com domain extension, one has a [INSERT APPROPRIATE COUNTRY EXTENTION] and one has one of the new gTLDs like .club or .bank? How comfortable would you be doing each of these activities on each website?

1. Inputting your email address
2. Inputting your home address
3. Inputting your telephone number
4. Inputting financial information (like a credit card or bank account number)
5. Inputting an ID number like a social security number, passport or government ID number

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

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

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

RANDOMIZE

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

Malware – Short for “malicious software”, used to disrupt computer operations, gather sensitive information or gain access to private computer systems.

| BASE: FAMILIAR WITH ABUSIVE INTERNET BEHAVIOR (Q1100/1-5 AND Q1101/3-5) |
| Q1105 | What do you think are the source(s) for each type of abusive Internet behavior? |

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

<table>
<thead>
<tr>
<th>Q1106</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Phishing</td>
</tr>
<tr>
<td>2</td>
<td>Spamming</td>
</tr>
<tr>
<td>3</td>
<td>Cyber squatting</td>
</tr>
<tr>
<td>4</td>
<td>Stolen credentials</td>
</tr>
<tr>
<td>5</td>
<td>Malware</td>
</tr>
</tbody>
</table>

MULTIPLE RESPONSE |

| 1 | Individuals from my country |
| 2 | Individuals from outside my country |
| 3 | Organized groups from within my country |
| 4 | Organized groups from outside my country |
| 5 | Donʼt know [EXCLUSIVE] |
Who should be responsible for stopping these various types of abusive Internet behavior?

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

Randomize:

1. Local police
2. Interpol
1. ICANN
2. Private security companies
3. Consumer protection agency
4. (US only) FBI
5. (US only) CIA
6. (Non US only) Federal police
7. (Non US only) National law enforcement
8. Don't know (exclusive)

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

1. Not at all common
2. Not very common
3. Somewhat common
4. Very common
5. Don't know
Q1120 Have you ever been impacted by any of these types of abusive Internet behaviors?

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

Q1121
1 Yes
2 No
3 Not sure

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

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

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

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

Q1130 What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors? Please select all that apply.

RANDOMIZE
MULTIPLE RESPONSE

Q1131
1 Changed my Internet habits
2 Stopped making purchases online
3 Purchased antivirus software for my computer
4 Purchased an identity protection plan
5 Other (ANCHOR)
6 None (ANCHOR) (EXCLUSIVE)
[LOOP Q1135 FOR EACH Q1131 AND Q1130/5]

BASE: OTHER MEASURES TAKEN (Q1131/1-5 AND Q1130/5)

Q1135 What other measures to avoid being affected by [INSERT Q1131 WHERE Q1130/5] have you taken?

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

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

MULTIPLE RESPONSE
RANDOMIZE

1. Contact the website owner/operator
2. Local police
3. Interpol
4. ICANN
5. Private security companies
6. Consumer protection agency
7. (US ONLY) FBI
8. (US ONLY) Intelligence agency like the CIA or NSA
9. (NON US ONLY) Federal police
10. (NON US ONLY) a national intelligence agency
11. Don’t know [EXCLUSIVE]

SECTION 7: DEMOGRAPHIC QUESTIONS

BASE: ALL RESPONDENTS

Q308 [HIDDEN QUESTION - MANDATORY QUESTION SELECTION.]

[MULTIPLE RESPONSE]

[Need education, income, ethnicity and employment for all countries.]

[PN: IF ONLINE SURVEY PICK CODES 1, 3, 6, 8-13. IF HPOL SAMPLE GET CODES 15 AND 16 ALSO]

01 GEOGRAPHICAL REGION (STATE/PROVINCE/REGION) (Q318)
03 ZIP/POSTAL CODE (Q326) [PN: Do not ask for Vietnam, Egypt, Indonesia and Philippines.]
05 INTERNET USAGE (Q350)
06 SINGLE EMPLOYMENT (Q398, Q404, Q410) [PN: Do not ask for Vietnam and Philippines.]
08 EDUCATION (Q434-Q437)
09 SCHOOL LOCATION (Q440)
10 PARENTAL EDUCATION (Q444, Q446)
11 INCOME (Q450-Q456)
12 HISPANIC ORIGIN (Q474)
13 ETHNICITY (Q478-Q485)
15 SWEEPSTAKES (Q510-512, Q354, Q514)
16 SURVEY EVALUATION (Q516, Q518, Q522)
97 NONE
E;

BASE: ALL RESPONDENTS

Q310 [HIDDEN QUESTION – OPTIONAL QUESTION SELECTION.]

[PN: GET CODE 1 ONLY]

[MULTIPLE RESPONSE]
Custom Demos

BASE: ALL ARGENTINA RESPONDENTS (Q264/10)

QARREG In which region do you currently reside?

[PROGRAMMER: ALPHABETIZE LIST.]

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

BASE: ALL SOUTH KOREA RESPONDENTS (Q264/214)

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

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?

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

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

BASE: ALL INDONESIA RESPONDENTS (Q264/117)

Q1502 HIDDEN QUESTION FOR WEIGHTING – REGION CLASSIFICATION
1. If Q1500/1-2 GET CODE 1. If Q1500/3-8 GET CODE 2. If Q1500/9-12 GET CODE 3. If Q1500/13-14 GET CODE 4. If Q1500/15-17 GET CODE 5. If Q1500/18-23 GET CODE 6. If Q1500/24-33 GET CODE 7.

1. Irian Jaya
2. Jawa
3. Kalimantan
4. Maluku
5. Nusa Tenggara
6. Sulawesi
7. Sumatera

BASE: ALL NIGERIA RESPONDENTS (Q264/174)

Q1580 What is your marital status?

1. Single, never married
2. Married (monogamous or polygamous)
3. Divorced
4. Separated
5. Widowed
6. Loosely coupled

BASE: ALL NIGERIA RESPONDENTS (Q264/174)

Q1503 In which state do you currently reside?

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

1. Lagos State
2. Ogun State
3. Oyo State
4. Osun State
5. Kogi State
6. Kwara State
7. Delta State
8. Ondo State
9. Edo State
10. Ekiti State
11. Anambra State
12. Abia State
13. Enugu State
14. Ebonyi State
15. Rivers State
16. Akwa Ibom State
17. Imo State
18. Cross River State
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
BASE: ALL NIGERIA RESPONDENTS (Q264/174)
Q1504 HIDDEN QUESTION FOR WEIGHTING – STATE CLASSIFICATION


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

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

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

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

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

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

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

1 Ad Daqahliyyah
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
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?

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

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

Q4015 What is your current occupation?

**GOVERNMENT EMPLOYEE (THE GOVERNMENT'S ORGINIZATIONS OR STATE-OWN COMPANIES)**
- Senior government official 01
- Middle government official 02
- Low government official 03
- Production Worker 04

**NON-STATE SECTOR EMPLOYEE**
- Top level management 06
- Middle management 07
- Low manager 08
- Executive/Officer 09
- Production Worker 10

**EMPLOYER (owners of companies/business establishments having 'employees' on a continuous basis)**
- Owner of a company/agency/farm (10 workers or higher) 12
- Owner of a company/agency/farm (1- 9 workers) 13
- OWN-ACCOUNT WORKER 14
- Investor (real estate, stock,...) 15
- Store owner/ individual establishment owner (not having "employees" on a continuous basis) 16
- Farmer, logger, fisherman (agriculture, forestry and fishing) 17
- Other self-employment (professional, freelancer, own-account driver, vendor, hawker,...) 18
- PART-TIME/UNPAID FAMILY WORKER/ UNEMPLOYED 19
- Student/ Apprentice 20
- Housewife/househusband 21
- Retired 22
| Family workers | 24 |
| Unemployed     | 25 |
| OTHERS (UNCLASSIFIABLE BY STATUS) | 26 |
| Don’t Know/ REFUSED | 99 |

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

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

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

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

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

**Q4025** BTS

**RECORD SEC (SOCIO ECONOMIC CLASSIFICATION)**

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

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

1. No schooling
2. Some elementary
3. Complete elementary
4. Some high school
5. Completed high school
6. Some vocational
7. Completed Vocational
8. Some college
9. Completed college/ Has degree
10. Some post graduate degree
11. Completed post graduate degree
12. Not know/Refused

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

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

1. Professional, technical and kindred workers
2. Farmers and farm managers
3. Manager, officials and proprietors except farm
4. Clerical and kindred workers
5. Sales workers
6. Craftsmen, foremen and kindred workers
7. Service workers except private household workers
8. Private household workers
9. Laborers
10. Not gainfully employed
11. Housewife
12. Student
13. Refused
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 Ensino 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

Commented [EA24]: This information is outdated and wrong. Needs to be corrected.

Commented [DD25R24]: We are checking into it but would like to hear your suggestions. From Wikipedia I see:
Nenhum
Educação Infantil
Ensino Fundamental
Ensino Médio
Ensino Superior
Pós-graduação
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)
QGED 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. Postgraduate 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? <BR>
   1. Less than 24,000 reais
   2. 24,000 to 50,999 reais
   3. 51,000 to 119,999 reais
   4. 120,000 reais 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? <BR>
   1. Less than 1000 RMB
   2. 1001-2000 RMB
   3. 2001-3000 RMB
   4. 3001-4000 RMB
   5. 4001-6000 RMB
   6. 6001-10,000 RMB
   7. Over 10,000 RMB
   99. Decline to answer

[BEHIND THE SCENE] ISQ – IN SURVEY QUALITY METRICS

<table>
<thead>
<tr>
<th>ISQ Metrics to be used (Q229)</th>
<th>[PN: SELECT CODES 1, 2]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select which of the 5 ISQ metrics will be used. Codes 1 and 2 are on by default. Minimum LOI and Respondent Instruction are required for HIPOL surveys.</td>
<td></td>
</tr>
<tr>
<td>1. MINIMUM LOI</td>
<td></td>
</tr>
<tr>
<td>2. INCORRECT RESPONSE TO RESPONDENT INSTRUCTION</td>
<td></td>
</tr>
<tr>
<td>3. STRAIGHT-LINE THROUGH GRID QUESTIONS</td>
<td></td>
</tr>
<tr>
<td>4. LESS THAN 5 CHARACTERS AT OPEN-END RESPONSE</td>
<td></td>
</tr>
<tr>
<td>5. ILLOGICAL RESPONSE TO SURVEY QUESTIONS</td>
<td></td>
</tr>
<tr>
<td>9. NONE - NOT USING ISQ IN THIS SURVEY</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LOI (Q230) and LOI check (Q231)</th>
<th>LOI Check = RES FOR THE LONGEST SURVEY PATH CONVERTED TO ESTIMATED LOI. THE MINIMUM ACCEPTABLE LOI IS 40% OF ESTIMATED LOI</th>
</tr>
</thead>
</table>
### Respondent Instruction Test Result (Q232)

A standard respondent instruction question is shown before the demos in this template at Q9457.

### Straight-lining Grid Check (Q235)

Identify a grid question in the survey with a base of ALL QUALIFIED RESPONDENTS. A grid with 15 attributes or more is recommended, but a grid with minimum of 5 attributes will work. This question checks for the same response across all attributes.

PN: Do not include Q235

### Incomplete Response at Open End (Q236)

Identify a mandatory open end question with a base of ALL QUALIFIED RESPONDENTS. If the respondent provides less than a 5 character response, it will be flagged.

[PN: CHECK FOR INCOMPLETE OE RESPONSE AT QXXX]

PN: Do not include Q236

### Illogical Choice Combination (Q238)

Identify 2 questions with a base of ALL QUALIFIED RESPONDENTS that contain responses that contradict each other. Identify the contradicting questions & responses. Replace PN with "NONE" if not using this check.

[PN – ILLOGICAL RESPONSE IF QXXX/X and QYYY/Y]

PN: Do not include Q238

### Quality Checks that Failed (Q239)

1 – MINIMUM LOI
2 – INCORRECT RESPONSE TO RESPONDENT INSTRUCTION
3 – STRAIGHT-LINE THROUGH GRID QUESTIONS
4 – LESS THAN 5 CHARACTERS AT OPEN-END RESPONSE
5 – ILLOGICAL RESPONSE TO SURVEY QUESTIONS

### Number of Quality Checks Failed (Q240)

FM/RESEARCHER: MINIMUM ISQ FAILURES IS SET TO 2

<table>
<thead>
<tr>
<th>Number of Quality Checks Failed</th>
<th>FM/RESEARCHER: MINIMUM ISQ FAILURES IS SET TO 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>FAILED ONE</td>
</tr>
<tr>
<td>2</td>
<td>FAILED TWO</td>
</tr>
<tr>
<td>3</td>
<td>FAILED THREE</td>
</tr>
<tr>
<td>4</td>
<td>FAILED FOUR</td>
</tr>
<tr>
<td>5</td>
<td>FAILED FIVE</td>
</tr>
<tr>
<td>6</td>
<td>FAILED NONE</td>
</tr>
</tbody>
</table>

**Formatted:** Indent: Left: -0.01", Numbered + Level: 1 + Numbering Style: 1, 2, 3, ... + Start at: 1 + Alignment: Left + Aligned at: 0.5" + Indent at: 1"
### BASE: ALL RESPONDENTS

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

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

### BASE: ALL RESPONDENTS

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

1  QUALIFIED RESPONDENTS, QUOTA OPEN (Q99/1)

3  QUALIFIED RESPONDENTS, QUOTA CLOSED (Q99/3)

6  NOT SCREENER QUALIFIED (Q99/6)

TBD  NOT QUALIFIED – FAILED ISQ OR DF (Q59/??)

TBD  NOT QUALIFIED