

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

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

Landing Page Title	[Tell us your thoughts on website domain names]	
Job no (Q19)	[J45961a]	
LOI for ISQ section (Q229/1)	[15] (minutes)	
Sample source (Q75) <i>Default is 990. Only add code(s) here if you have sample <u>not</u> coming through the router. Please refer to the ppr site for a list of codes.</i>	1 HPOL 8 Toluna 9 AiP Empanel 990 Routed Non-HPOL sample Q75/990 Survey Router Federated	
HiPoints in the survey (Q77) (NOTE: HPOL ONLY) <i>In case of non-standard logic, please specify updated conditions here. Similarly, update values and logic if additional points amounts.</i>	100 [For Qualified (Q99/1)] 15 [All Others]	
Digital Fingerprinting (Q9432) <i>If not using <u>any</u> type of DF, please change to OFF.</i>	On	
Termination based on Digital Fingerprinting and Fraud Score <i>By default, surveys will terminate any respondents who fail both of these tests. This is mandatory for HPOL sample. For client sample or vendor sample, the termination of DF or Fraud Score can be turned off if desired. To turn off termination based on DF or Fraud Score, indicate "Do Not Terminate DF" or "Do Not Terminate Fraud Score."</i>	Terminate DF Terminate Fraud Score	
Mode of survey (Q148/Q149) <i>Modes for which the survey is designed, please indicate yes.</i>	1 - Web Yes	2 - CATI/COW
Thank You Pages <i>In case of custom thank you page needs, change to "Custom" and indicate at the end of the QNR the custom wording needs.</i>	Standard	
Other notes OR use for client summary Ex: [PN: DISPLAY NOT SURE AND REFUSED FOR PHONE/F2F ONLY UNLESS OTHERWISE NOTED]	None	

SECTION 600: SAMPLE PRELOAD AND SCREENING QUESTIONS

BASE: ALL RESPONDENTS

Q616 – HIDDEN QUESTION (PRELOAD FOR COUNTRY)

244	US	.nyc
42	CANADA	. T toronto
157	MEXICO	. q uadalajara
123	ITALY	.roma
235	TURKEY	.istanbul
215	SPAIN	.madrid
189	POLAND	.warszawa
243	UK	.london
76	FRANCE	.paris
85	GERMANY	.berlin
48	CHINA	佛山 (Foshan)
249	VIETNAM	.hanoi
187	PHILIPPINES	.manilla
126	JAPAN	.kyoto
214	SOUTH KOREA	.seoul
196	RUSSIA	. MOCKBA
116	INDIA	.delhi
117	INDONESIA	.jakarta
174	NIGERIA	.abuja
193	SOUTH AFRICA	.capetown
66	EGYPT	.cairo
51	COLOMBIA	.bogota
10	ARGENTINA	.cordoba
33	BRAZIL	.rio
22	[BLANK]	

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

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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

Commented [DD2]: Let's add a question that allows them to confirm this is their preferred language, and if not, allow them to select one of the other languages.

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
- 23 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, 123, 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

Commented [DD3]: This will be modified to 15+ unless there are any country specific limitations, and we will place a maximum of 10% in any single country

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BASE: ALL QUALIFIED (Q625/1 AND Q630/2-3)

Q640 COUNTRY QUOTAS

1. US (Q264/244 AND Q625/1)	[QUOTA = 500]
2. CANADA (Q264/42 AND Q625/1)	[QUOTA = 200]
3. MEXICO (Q264/157 AND Q625/1)	[QUOTA = 200]
4. ITALY (Q264/123 AND Q625/1)	[QUOTA = 100]
5. TURKEY (Q264/235 AND Q625/1)	[QUOTA = 100]
6. SPAIN (Q264/215 AND Q625/1)	[QUOTA = 100]
7. POLAND (Q264/189 AND Q625/1)	[QUOTA = 100]
8. UNITED KINGDOM (Q264/243 AND Q625/1)	[QUOTA = 200]
9. FRANCE (Q264/76 AND Q625/1)	[QUOTA = 200]
10. GERMANY (Q264/85 AND Q625/1)	[QUOTA = 250]
11. CHINA (Q264/48 AND Q625/1)	[QUOTA = 1100]
12. VIETNAM (Q264/249 AND Q625/1)	[QUOTA = 100]
13. PHILIPPINES (Q264/187 AND Q625/1)	[QUOTA = 200]
14. JAPAN (Q264/126 AND Q625/1)	[QUOTA = 350]
15. SOUTH KOREA (Q264/214 AND Q625/1)	[QUOTA = 200]
16. RUSSIA (Q264/196 AND Q625/1)	[QUOTA = 250]
17. INIDA (Q264/116 AND Q625/1)	[QUOTA = 650]
18. INDONESIA (Q264/117 AND Q625/1)	[QUOTA = 200]
19. NIGERIA (Q264/174 AND Q625/1)	[QUOTA = 200]
20. SOUTH AFRICA (Q264/193 AND Q625/1)	[QUOTA = 100]
21. EGYPT (Q264/66 AND Q625/1)	[QUOTA = 100]
22. COLOMBIA (Q264/51 AND Q625/1)	[QUOTA = 100]
23. ARGENTINA (Q264/10 AND Q625/1)	[QUOTA = 100]
24. BRAZIL (Q264/33 AND Q625/1)	[QUOTA = 350]

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, NI, SA, EG, CO, AR, BR	26
Screener Not Qualified #3 Less than 5 hours in Internet (Q600/1-2,7)	27
Dispo term not specified	98
COMPLETE	99
DF Fail	996
Failed ISQ	998
Fraud Score Failure	997

BASE: ALL RESPONDENTS

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

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

BASE: ALL QUALIFIED RESPONDENTS

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

- Yes
- No

BASE: IF HAVEN'T REGISTERED A DOMAIN NAME

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

- Yes
- No

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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

Commented [EA4]: Perhaps add "political group?"

Commented [DD5R4]: Dropping from this survey but will expand in the registrant survey to include "political group/entity"

SECTION 2: 700 UNDERSTANDING OF/EXPERIENCE WITH LEGACY GTLDS

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

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

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

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

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

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

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

MASTER LEGACY gTLD LIST:

RANDOMIZE

MULTIPE RESPONSE

- 1 .biz
- 2 .com
- 3 .info
- 4 .mobi
- 5 .net
- 6 .org
- 7 .tel
- 8 .asia
- 9 .pro
- 10 .coop
- 11 [CHINA ONLY] .cn
- 12 [VIETNAM ONLY] .vn
- 13 [PHILIPPINES ONLY] .ph
- 14 [JAPAN ONLY] .jp
- 15 [SOUTH KOREA ONLY] .kr
- 16 [RUSSIA ONLY] .ru
- 17 [INDIA ONLY] .in
- 18 [INDONESIA ONLY] .id
- 19 [NIGERIA ONLY] .ng
- 20 [SOUTH AFRICA ONLY] .za
- 21 [EGYPT ONLY] .eg
- 22 [COLOMBIA ONLY] .co
- 23 [ARGENTINA ONLY] .ar
- 24 [BRAZIL ONLY] .br
- 25 [ITALY ONLY] .it
- 26 [TURKEY ONLY] .tr
- 27 [SPAIN ONLY] .es
- 28 [POLAND ONLY] .pl
- 29 [UNITED KINGDOM ONLY] .uk
- 30 [FRANCE ONLY] .fr
- 31 [GERMANY ONLY] .de
- 32 [UNITED STATES ONLY] .us
- 33 [CANADA ONLY] .ca
- 34 [MEXICO ONLY] .mx
- 3435 [ITALY, SPAIN, POLAND, UK, FRANCE, GERMANY ONLY] .eu
- 99 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]

- 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
- 3435 [ITALY, SPAIN, POLAND, UK, FRANCE, GERMANY ONLY] .eu

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]

Q711

- 1 — .biz
- 1 — .com
- 1 — .info
- 1 — .mobi
- 1 — .net
- 1 — .org
- 1 — .tel
- 1 — .asia
- 1 — .pro
- 1 — .coop
- 1 — [CHINA ONLY] .cn
- 1 — [VIETNAM ONLY] .vn
- 1 — [PHILIPPINES ONLY] .ph
- 1 — [JAPAN ONLY] .jp
- 1 — [SOUTH KOREA ONLY] .kr
- 1 — [RUSSIA ONLY] .ru
- 1 — [INDIA ONLY] .in
- 1 — [INDONESIA ONLY] .id
- 1 — [NIGERIA ONLY] .ng
- 1 — [SOUTH AFRICA ONLY] .za
- 1 — [EGYPT ONLY] .eg
- 1 — [COLOMBIA ONLY] .co
- 1 — [ARGENTINA ONLY] .ar
- 1 — [BRAZIL ONLY] .br
- 1 — [ITALY ONLY] .it
- 1 — [TURKEY ONLY] .tr
- 1 — [SPAIN ONLY] .es
- 1 — [POLAND ONLY] .pl
- 1 — [UNITED KINGDOM ONLY] .uk
- 1 — [FRANCE ONLY] .fr
- 1 — [GERMANY ONLY] .de
- 1 — [UNITED STATES ONLY] .us
- 1 — [CANADA ONLY] .ca
- 1 — [MEXICO ONLY] .mx

- 0 — Very unlikely
- 0 — Somewhat unlikely
- 0 — Somewhat likely
- 0 — Very likely
- 0 — Not sure

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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?

INSERT MANDATORY TEXT BOX

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?

INSERT MANDATORY TEXT BOX

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

_____ [REPEAT SCALE AT THE BOTTOM OF THE GRID]

- 5 _____ .biz
- 5 _____ .com
- 5 _____ .info
- 5 _____ .mobi
- 5 _____ .net
- 5 _____ .org
- 5 _____ .tel
- 5 _____ .asia
- 5 _____ .pro
- 5 _____ .coop
- 5 _____ [CHINA ONLY] .cn
- 5 _____ [VIETNAM ONLY] .vn
- 5 _____ [PHILIPPINES ONLY] .ph
- 5 _____ [JAPAN ONLY] .jp
- 5 _____ [SOUTH KOREA ONLY] .kr
- 5 _____ [RUSSIA ONLY] .ru
- 5 _____ [INDIA ONLY] .in
- 5 _____ [INDONESIA ONLY] .id
- 5 _____ [NIGERIA ONLY] .ng
- 5 _____ [SOUTH AFRICA ONLY] .za
- 5 _____ [EGYPT ONLY] .eg
- 5 _____ [COLOMBIA ONLY] .co
- 5 _____ [ARGENTINA ONLY] .ar
- 5 _____ [BRAZIL ONLY] .br
- 5 _____ [ITALY ONLY] .it
- 5 _____ [TURKEY ONLY] .tr
- 5 _____ [SPAIN ONLY] .es
- 5 _____ [POLAND ONLY] .pl
- 5 _____ [UNITED KINGDOM ONLY] .uk
- 5 _____ [FRANCE ONLY] .fr
- 5 _____ [GERMANY ONLY] .de
- 5 _____ [UNITED STATES ONLY] .us
- 5 _____ [CANADA ONLY] .ca
- 5 _____ [MEXICO ONLY] .mx

- 0 _____ Very unlikely

Commented [DD6]: Moved to q803 AND 804

Commented [DD7]: We discussed keeping this but in the end I believe we decided that we could get this from the registrant survey

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- 0 — Somewhat unlikely
- 0 — Somewhat likely
- 0 — Very likely
- 0 — 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

[PN: DISPLAY SCALE 4 TO 1]
RANDOMIZE

- 1 .com
- 2 .net
- 3 .info
- 4 .org
- 5 .tel
- 6 .asia
- 7 .pro
- 48 .coop
- 59 [CHINA ONLY] .cn
- 610 [VIETNAM ONLY] .vn
- 711 [PHILIPPINES ONLY] .ph
- 812 [JAPAN ONLY] .jp
- 913 [SOUTH KOREA ONLY] .kr
- 1014 [RUSSIA ONLY] .ru
- 1115 [INDIA ONLY] .in
- 1216 [INDONESIA ONLY] .id
- 1317 [NIGERIA ONLY] .ng
- 1418 [SOUTH AFRICA ONLY] .za
- 1519 [EGYPT ONLY] .eg
- 1620 [COLOMBIA ONLY] .co
- 1721 [ARGENTINA ONLY] .ar
- 1822 [BRAZIL ONLY] .br
- 1923 [ITALY ONLY] .it
- 2024 [TURKEY ONLY] .tr
- 2125 [SPAIN ONLY] .es
- 2226 [POLAND ONLY] .pl
- 2327 [UNITED KINGDOM ONLY] .uk
- 2428 [FRANCE ONLY] .fr
- 2529 [GERMANY ONLY] .de
- 2630 [UNITED STATES ONLY] .us
- 2731 [CANADA ONLY] .ca
- 2832 [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]

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q753 What we have been describing as domain name extensions are officially known as **generic top-level domains**, or **gTLDs** for short. For example, .com, .net and .org are all gTLDs.

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

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

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

RANDOMIZE
REPEAT THE SCALE AT THE BOTTOM OF THE GRID

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

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BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

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

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

Commented [EA10]: I'm not certain that the average Joe or Jane will understand what is meant by "purchasing gTLDs." Also, what is meant by "restrictions?" There is no context to help understand what is meant by this term.

RANDOMIZE

- 1 .com
- 2 .net
- 3 .info
- 4 .org
- 5 [CHINA ONLY] .cn
- 6 [VIETNAM ONLY] .vn
- 7 [PHILIPPINES ONLY] .ph
- 8 [JAPAN ONLY] .jp
- 9 [SOUTH KOREA ONLY] .kr
- 10 [RUSSIA ONLY] .ru
- 11 [INDIA ONLY] .in
- 12 [INDONESIA ONLY] .id
- 13 [NIGERIA ONLY] .ng
- 14 [SOUTH AFRICA ONLY] .za
- 15 [EGYPT ONLY] .eg
- 16 [COLOMBIA ONLY] .co
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- 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

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BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

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?

- ~~1-1~~ Yes
- ~~2-2~~ No

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- 1. Requirements for validated credentials related to the TLD (e.g., must be a licensed contractor to register a .BUILDER domain)
- ~~1-2~~ 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)
- ~~2-3~~ Requirements for local presence within a specific city, country, or region for a domain related to that place.
- ~~3-4~~ 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)

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Commented [DD11]: We talked about adding this, but it actually overlaps with q865 so don't think it is needed. Please see my wording change at q865

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

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

ROTATE OPTIONS 1 AND 3

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

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

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

[TEXT BOX]

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q785 Have you ever tried to identify who created a particular website?

- 1 Yes
- 2 No

BASE: TRIED TO IDENTIFY (Q785/1)

Q790 What did you use to try and figure this out?

[TEXT BOX]

SECTION 3: 800 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?

[MANDATORY TEXT BOX]

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?

INSERT MANDATORY TEXT BOX

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q722 What, if anything, might make cause you to avoid a websites with **certain** and **unfamiliar** domain name extensions?

INSERT MANDATORY TEXT BOX

Commented [EA12]: Think this should be 'an' unfamiliar domain name extension or just delete 'and.'

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](#)
- 1-16 [.top](#)
- 1-17 [.win](#)
- 2-18 [.science](#)
- 3-19 [.party](#)
- 4-20 [.click](#)
- 5-21 [.space](#)
- 6-22 [.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 [.hanoi](#) [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 [.bogota](#) [ONLY COLOMBIA]
- 29 [.cordoba](#) [ONLY ARGENTINA]
- 30 [.rio](#) [BRAZIL]
- 831 [.ovh](#) [ONLY in Germany]
- 932 [.wang](#) [ONLY IN CHINA]
- 1033 [.xn—ses54g](#) (Chinese for network address) [ONLY in China]
- 1134 [.xn—55qx5d](#) (Chinese for company) [ONLY in China]
- 99 [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 (58)
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.

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BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

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]

1-1 [.UPDATE LIST TO MATCH Q800 WHEN FINAL](#)

2-2 _____.

3-3 _____.

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

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

Q813

1-1 [Wildanimalphotography.com](#)

2-2 [Wildanimal.photography](#)

3-3 [Wildanimal.photos](#)

4 [Wildanimalphotography.info](#)

4-5 [INSERT LOCAL TRANSLATION FOR WILDANIMALPHOTOGRAPHY.COM](#)

1-1 [Very unlikely](#)

2-2 [Somewhat unlikely](#)

3-3 [Somewhat likely](#)

4-4 [Very likely](#)

5-5 [Not sure](#)

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

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

Q827

1-1 [Digitalcameras.com](#)

2-2 [Digital.cameras](#)

3-3 [Digitalcameras.shop](#)

4-4 [Digitalcameras.\(INSERT COUNTRYTLD\)](#)

1-1 [Very unlikely](#)

1-2 [Somewhat unlikely](#)

2-3 [Somewhat likely](#)

3-4 [Very likely](#)

4-5 [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?

Q829

- 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)?

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

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

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

Q832

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

- 1. Very unlikely
- 1. Somewhat unlikely
- 1. Somewhat likely
- 1. Very likely
- 1. Not sure

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BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

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

RANDOMIZE

- 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
- ~~4~~6 One that seems most relevant to my needs
- ~~4~~5 Other (specify) _____ (ANCHOR)

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

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

[PN: DISPLAY SCALE CODES 4-1]

RANDOMIZE

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

- 1 UPDATE LIST TO MATCH Q800 WHEN FINAL
- 2 _____
- 3 _____
- ~~4~~ _____

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BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

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 ~~an~~-this unfamiliar domain name extension would make it feel trustworthy?

[MANDATORY TEXT BOX]

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

Q848 How would you describe your satisfaction with the new gTLDs?

- 1 Very dissatisfied
- 2 Somewhat dissatisfied
- 2 Somewhat satisfied
- 2 Very satisfied
- 2 No experience with them

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BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

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

RANDOMIZE
MULTIPLI RESPONSE

- 1 An Internet search engine to find articles, posts or similar information
- 2 An Internet encyclopedia
- 3 My Internet service provider/[agency that provides my internet access](#)
- 4 Other (specify) _____ (ANCHOR)
- 5 Not sure (ANCHOR)

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

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

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

RANDOMIZE
DISPLAY SCALE AT THE BOTTOM OF THE GRID

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

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BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q865 [Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be restrictions on purchasing the following new gTLDs?](#)

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

- 1 .email
- 2 .photography
- 3 .link
- 4 .guru
- 5 .realtor
- 6 .club
- 7 .xyz
- 8 .bank
- 79 .pharmacy
- 810 .berlin (INSERT APPROPRIATE CITY gTLD FOR COUNTRY)
- 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]

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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
- Give consumers what they think they're getting
- 2 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.

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BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

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

Q916 RANDOMIZE

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

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

BASE: TRUST 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: 1000 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.](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 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>](#)



- 41 I have never heard of them or used them
- 52 I have heard of them but never used them
- 63 I use them, but not frequently
- 74 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 \(specify\) \[ANCHOR\]](#)

Commented [EA17]: Are we going to show an image of a QR code to respondents?

Commented [EA18]: There's concern that an app is not actually how people reach websites, but rather how they access content online. That being said, the team understands the intent behind the question and asks if Nielsen has research that indicates this is a colloquialism that people may be more familiar with when talking about what they do online. If not, they may suggest other wording for these responses.

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1035 [Which of these is the safest, the easiest, and the fastest way to access a specific website?](#) [Please think about looking for information about a topic on the internet. Which of these is the safest, which is the fastest, and which is the easiest way to navigate to a website that may have the information you are looking for?](#)

RANDOMIZE

SINGLE RESPONSE

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

- 1 Using an app 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)

[1-1 Safest](#)

[1-2 Fastest](#)

[2-3 Easiest](#)

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1040 [Now think about buying things over the internet. Which of these are the fastest, easiest and safest way to get to the website you want to buy from?](#)

RANDOMIZE

SINGLE RESPONSE

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

- 1 [Using an app 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](#)

Commented [EA19]: Similar comment as above on 1050.

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1045 Lastly, think about a website you go to regularly and where you will access your personal information, like banking or healthcare [information]? Which of these is the safest, which is the easiest, and which is the fastest method?

 RANDOMIZE

 SINGLE RESPONSE

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

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

- 1 Safest
- 2 Fastest
- 3 Easiest

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
- Rarely
- 2 Sometimes
- 2 Often
- 2 Always

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

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

 RANDOMIZE

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

Commented [EA20]: Can we add, "Or inputting information about your prescription drugs?" here? This is another questions the team suggests moving up earlier.

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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 EXTENSION] 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](#)

Commented [DD21]: Note to Nielsen team—this will be a complicated question to set up, if need be, we can split into 5 questions, one for each activity (e.g. inputting email). Important to keep the relative comparison by activity

Commented [EA22]: Can we add 6. Inputting a list of your prescription drugs?

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.

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- 4 Stolen credentials – When hackers steal personal information stored online such as usernames, passwords, social security numbers, credit cards numbers, etc.
- 5 Malware – Short for “malicious software”, used to disrupt computer operations, gather sensitive information or gain access to private computer systems.

- ~~1-1~~ Never heard of
- ~~2-2~~ Just know the name
- ~~3-3~~ Somewhat familiar
- ~~4-4~~ Very familiar
- ~~5-5~~ Extremely familiar

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

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

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

Q1106

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

MULTIPLE RESPONSE

- 1 Individuals from my country
- 2 Individuals from outside my country
- 3 Organized groups from within my country
- 4 Organized groups from outside my country
- 5 Don't know [EXCLUSIVE]

BASE: FAMILIAR WITH ABUSIVE INTERNET BEHAVIOR (Q1100/1-5 AND Q1101/3-5) Q1110 WHO SHOULD BE RESPONSIBLE FOR STOPPING THESE VARIOUS TYPES OF ABUSIVE INTERNET BEHAVIOR?

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

Q1111

- 1 Phishing
- Spamming
- 2 Cyber squatting
- 2 Stolen credentials
- 2 Malware

RANDOMIZE

- 1 Local police
- 1 Interpol
- 1 ICANN
- 1 Private security companies
- 1 Consumer protection agency
- 1 (US ONLY) FBI
- 1 (US ONLY) CIA
- 1 (NON US ONLY) Federal police
- 1 (NON US ONLY) National law enforcement
- 1 Don't know [EXCLUSIVE]

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

Q1115 How common do you feel each type of abusive Internet behavior is?

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

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

Q1120 Have you ever been impacted by any of these types of abusive Internet behaviors?

Commented [EA23]: Suggest changing to "affected" instead of "impacted."

[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

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

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
------------------------	----------------------	----------------------	------------------

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

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

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BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

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

RANDOMIZE
MULTIPLE RESPONSE

Q1131

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

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- 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)

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[LOOP Q1135 FOR EACH Q1131 AND Q1130/5]

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

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

INSERT TEXT BOX

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

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

- ~~1-1~~ Contact the website owner/operator
- ~~1-2~~ Local police
- ~~2-3~~ Interpol
- ~~3-4~~ ICANN
- ~~4-5~~ Private security companies
- ~~5-6~~ Consumer protection agency
- ~~7~~ (US ONLY) FBI
- ~~6-8~~ (US ONLY) intelligence agency like the CIA or NSA
- ~~7-9~~ (NON US ONLY) Federal police
- ~~10~~ (NON US ONLY) National law enforcement
- ~~8-11~~ (Non US ONLY) a national intelligence agency
- ~~9-12~~ 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-Q466)
- 12 HISPANIC ORIGIN (Q474)
- 13 ETHNICITY (Q478-Q485)
- 15 SWEEPSTAKES (Q510-512, Q354, Q514)
- 16 SURVEY EVALUATION (Q516, Q518, Q522)
- 97 NONE E;

BASE: ALL RESPONDENTS

Q310 [HIDDEN QUESTION – OPTIONAL QUESTION SELECTION.]

[PN: GET CODE 1 ONLY]

[MULTIPLE RESPONSE]

[DO NOT ASK Q364 FOR Q264/174 NIGERIA]

- 1 OPTIONAL BATCH 1 – HOUSEHOLD QUESTIONS (Q364(MARITAL STATUS), Q368 (# IN HH), Q372 (# OF CHILDREN IN HH))
- 2 OPTIONAL BATCH 2 – HOUSEHOLD QUESTIONS AND YEAR OF BIRTH OF CHILDREN (Q364(MARITAL STATUS), Q368(# IN HH), Q372 (# OF CHILDREN IN HH), Q376-Q381(AGE OF CHILDREN IN HH))
- 3 PLACEHOLDER
- 4 OPTIONAL BATCH 4 – EMPLOYMENT AND INVESTABLE ASSETS QUESTIONS (Q424(INDUSTRY), Q428(PROFESSION), Q470(INVESTABLE ASSETS))
- 5 OPTIONAL BATCH 5 – SEXUAL ORIENTATION QUESTIONS (Q498, Q500, Q504)
- 6 OPTIONAL BATCH 6 - INTERNET CONNECTION (Q336-Q346)
- 7 OPTIONAL BATCH 7 - LANGUAGE FOR WEIGHTING (Q492)
- 8 OPTIONAL BATCH 8 - HOUSEHOLD TELEPHONES (Q358, Q360)
- 9 OPTIONAL BATCH 9 - SOCIAL CLASS (Q414, Q417, Q421)
- 10 OPTIONAL BATCH 10 - SPOKEN HH LANGUAGE (Q488-Q490)
- 99 NO OPTIONAL QUESTIONS E;

Custom Demos

BASE: ALL ARGENTINA RESPONDENTS (Q264/10)

QARREG In which region do you currently reside?

[PROGRAMMER: ALPHABETIZE LIST.]

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

BASE: ALL SOUTH KOREA RESPONDENTS (Q264/214)

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

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

BASE: ALL SOUTH KOREA RESPONDENTS (Q264/214)

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

- 1 Yes
- 2 No

BASE: ALL 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
- 21 Less than primary
- 32 Primary but less than middle
- 43 Middle but less than matric
- 54 Matric but less than graduate
- 65 Graduate or above

BASE: ALL INDIA RESPONDENTS (Q264/116)

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

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

BASE: ALL INDIA RESPONDENTS (Q264/116)

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

- 1 Metro
- 2 Non-metro

BASE: ALL INDIA RESPONDENTS (Q264/116)

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

- 1 Yes
- 2 No

BASE: ALL INDONESIA RESPONDENTS (Q264/117)

Q1500 In which province do you currently reside?

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

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

BASE: ALL INDONESIA RESPONDENTS (Q264/117)

Q1502 HIDDEN QUESTION FOR WEIGHTING – REGION CLASSIFICATION

[PROGRAMMER: IF Q1500/1-2 GET CODE 1. IF Q1500/3-8 GET CODE 2. IF Q1500/9-12 GET CODE 3. IF Q1500/13-14 GET CODE 4. IF Q1500/15-17 GET CODE 5. IF Q1500/18-23 GET CODE 6. IF Q1500/24-33 GET CODE 7.]

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

BASE: ALL NIGERIA RESPONDENTS (Q264/174)

Q1580 What is your marital status?

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

BASE: ALL NIGERIA RESPONDENTS (Q264/174)

Q1503 In which state do you currently reside?

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

- 1 Lagos State
- 2 Ogun State
- 3 Oyo State
- 4 Osun State
- 5 Kogi State
- 6 Kwara State
- 7 Delta State
- 8 Ondo State
- 9 Edo State
- 10 Ekiti State
- 11 Anambra State
- 12 Abia State
- 13 Enugu State
- 14 Ebonyi State
- 15 Rivers State
- 16 Akwa Ibom State
- 17 Imo State
- 18 Cross River State
- 19 Bayelsa State
- 20 Borno State
- 21 Adamawa State
- 22 Taraba State
- 23 Yobe State
- 24 Kano State
- 25 Jigawa State
- 26 Bauchi State
- 27 Gombe State
- 28 Kaduna State
- 29 Katsina State
- 30 Sokoto State
- 31 Kebbi State
- 32 Zamfara State
- 33 Benue State
- 34 Niger State
- 35 Plateau State
- 36 Nassarawa State

BASE: ALL NIGERIA RESPONDENTS (Q264/174)

Q1504HIDDEN QUESTION FOR WEIGHTING – STATE CLASSIFICATION

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

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

BASE: ALL NIGERIA RESPONDENTS (Q264/174)

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 Daqahliyah
- 2 Al Buhayrah
- 3 Al Gharbiyah
- 4 Al Ismā'īliyah
- 5 Kafr ash Shaykh
- 6 Dumyāt
- 7 Al Qalyūbiyah
- 8 Ash Sharqiyah
- 9 Al Minūfiyah
- 10 Al Qāhirah
- 11 Al Iskandarīyah
- 12 Būr Sa'id
- 13 Al Uqsūr
- 14 As Suways
- 15 Aswān
- 16 Asyūt
- 17 Al Minyā

- 18 Sūhāj
- 19 Qīnā
- 20 Al Fayyūm
- 21 Al Jīzah
- 22 Banī Suwayf
- 23 Janūb Sīnā'
- 24 Matrūh
- 25 Shamal Sīnā'
- 26 Al Wādī al Jadīd
- 27 Al Bahr al Ahmar

BASE: ALL EGYPT RESPONDENTS (Q264/66)

Q1506 HIDDEN QUESTION FOR WEIGHTING – REGION CLASSIFICATION

[PROGRAMMER: IF Q1505/1-9 GET CODE 1. IF Q1505/10-14 GET CODE 2. IF Q1505/15-22 GET CODE 3. IF Q1500/23-27 GET CODE 4.]

- 1 Lower
- 2 City
- 3 Upper
- 4 Desert

BASE: ALL COLOMBIA RESPONDENTS (Q264/51)

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

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

BASE: ALL VIETNAM RESPONDENTS (Q264/249)

Q4010 What is your current education level?

- No schooling | 01
- Some Kindergarten school | 02
- Complete Kindergarten school | 03
- Some Primary school (Grades 1-5) | 04
- Complete Primary school (Grades 1-5) | 05
- Some Lower Secondary school (Grades 6-9) | 06
- Complete Lower Secondary school (Grades 6-9) | 07
- Some Upper Secondary school (Grades 10-12) | 08
- Complete Upper Secondary school (Grades 10-12) | 09
- Some Professional Secondary school - Primary level | 10
- Complete Professional Secondary school - Primary level | 11

Some Professional Secondary school - Intermediate level	12
Complete Professional Secondary school - Intermediate level	13
Some College	14
Complete College	15
Some University	16
Complete University	17
Some Post graduate degree	18
Complete Post graduate degree	19
Don't Know/ REFUSED	99

BASE: ALL VIETNAM RESPONDENTS (Q264/249)

Q4015 What is your current occupation?

GOVERNMENT EMPLOYEE (THE GOVERNMENT'S ORGANIZATIONS OR STATE-OWN COMPANIES)	01
Senior government official	02
Middle government official	03
Low government official	04
Production Worker	05
NON-STATE SECTOR EMPLOYEE	06
Top level management	07
Middle management	08
Low manager	09
Executive/Officer	10
Production Worker	11
EMPLOYER (owners of companies/business establishments having 'employees' on a continuous basis)	12
Owner of a company/agency/farm (10 workers or higher)	13
Owner of a company/agency/farm (1- 9 workers)	14
OWN-ACCOUNT WORKER	15
Investor (real estate, stock,...)	16
Store owner/ individual establishment owner (not having "employees" on a continuous basis)	17
Farmer, logger, fisherman (agriculture, forestry and fishing)	18
Other self-employment (professional, freelancer, own-account driver, vendor, hawker,...)	19
PART-TIME/UNPAID FAMILY WORKER/ UNEMPLOYED	20
Student/ Apprentice	21
Housewife/househusband	22
Retired	23

Family workers	24
Unemployed	25
OTHERS (UNCLASIFIABLE BY STATUS)	26
Don't Know/ REFUSED	99

BASE: ALL VIETNAM RESPONDENTS (Q264/249)

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

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

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

BASE: ALL VIETNAM RESPONDENTS (Q264/249)

Q4025 BTS

RECORD SEC (SOCIO ECONOMIC CLASSIFICATION)

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

	Code
Class A5 (150,000,000+)	01
Class A4 (75,000,000 - 149,999,999)	02
Class A3 (45,000,000 - 74,999,999)	03
Class A2 (30,000,000 - 44,999,999)	04
Class A1 (15,000,000 - 29,999,999)	05
Class B (7,500,000 - 14,999,999)	06
Class C (4,500,000 - 7,499,999)	07

Class D (3,000,000 - 4,499,000)	08
Class E (1,500,000 - 2,999,999)	09
Class F (1 - 1,499,999)	10

BASE: ALL VIETNAM RESPONDENTS (Q264/249)

Q4027 In what region do you live?

- 1 North East
- 2 Red River Delta
- 3 North Central Coast
- 4 South Central Coast
- 5 Central Highlands
- 6 South East
- 7 Mekong River Delta
- 8 North West

BASE: ALL PHILIPPINES RESPONDENTS (Q264/187)

Q4030 What is your highest educational attainment?

No schooling	01
Some elementary	02
Complete elementary.....	03
Some high school.....	04
Completed high school	05
Some vocational	06
Completed Vocational.....	07
Some college.....	08
Completed college/ Has degree	09
Some post graduate degree	10
Completed post graduate degree	11
Not know/Refused.....	12

BASE: ALL PHILIPPINES RESPONDENTS (Q264/187)

Q4035 At the present time, what is your occupation?

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 Ensino Superior
- 8 Pós-graduação (Mestrado, Doutorado ou Pós-doutorado)

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

- 1 Less than 24,000 [realreals](#)
- 2 24,000 to 50,999 [reaisl](#)
- 3 51,000 to 119,999 [reaisl](#)
- 4 120,000 [reaisl](#) or more
- 5 Decline to answer

BASE: ALL CHINESE RESPONDENTS (Q264/48)

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

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

[BEHIND THE SCENE] ISQ – IN SURVEY QUALITY METRICS

<p>ISQ Metrics to be used (Q229) <i>Select which of the 5 ISQ metrics will be used. Codes 1 and 2 are on by default. Minimum LOI and Respondent Instruction are required for HPOL surveys.</i></p>	<p>[PN: SELECT CODES 1, 2] 1 – MINIMUM LOI 2 – INCORRECT RESPONSE TO RESPONDENT INSTRUCTION 3 - STRAIGHT-LINE THROUGH GRID QUESTIONS 4 - LESS THAN 5 CHARACTERS AT OPEN-END RESPONSE 5 – ILLOGICAL RESPONSE TO SURVEY QUESTIONS 9 – NONE - NOT USING ISQ IN THIS SURVEY</p>
<p>LOI (Q230) and LOI check (Q231)</p>	<p>LOI Check = RE'S FOR THE LONGEST SURVEY PATH CONVERTED TO ESTIMATED LOI. THE MINIMUM ACCEPTABLE LOI IS 40% OF ESTIMATED LOI.]</p>

	PN: MINIMUM LENGTH = 0.4 x AVG LOI OF 15 MINS=6 MINS
	A STANDARD RESPONDENT INSTRUCTION QUESTION IS SHOWN BEFORE THE DEMOS IN THIS TEMPLATE AT Q9457
Respondent Instruction Test Result (Q232)	
Straight-lining Grid Check (Q235) <i>Identify a grid question in the survey with a base of ALL QUALIFIED RESPONDENTS. A grid with 15 attributes or more is recommended, but a grid with minimum of 5 attributes will work. This question checks for the same response across all attributes.</i>	PN: Do not include Q235
Incomplete Response at Open End (Q236) <i>Identify a mandatory open end question with a base of ALL QUALIFIED RESPONDENTS. If the respondent provides less than a 5 character response, it will be flagged.</i>	[PN: CHECK FOR INCOMPLETE OE RESPONSE AT QXXX] PN: Do not include Q236
Illogical Choice Combination (Q238) <i>Identify 2 questions with a base of ALL QUALIFIED RESPONDENTS that contain responses that contradict each other. Identify the contradicting questions & responses. Replace PN with "NONE" if not using this check.</i>	[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) <i>FM/RESEARCHER: MINIMUM ISQ FAILURES IS SET TO 2</i>	1 FAILED ONE 2 FAILED TWO 3 FAILED THREE 4 FAILED FOUR 5 FAILED FIVE 6 FAILED NONE

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"

[BEHIND THE SCENE] Final Disposition

BASE: ALL RESPONDENTS

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

QMS Over quota	1
Screener Not Qualified #1 Under Age	25
Screener Not Qualified #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, NI, SA, EG, CO, AR, BR	26
Screener Not Qualified #3 Less than 5 hours in Internet (Q600/1-2,7)	27
Dispo term not specified	98
COMPLETE	99
DF Fail	996
Failed ISQ	998
Fraud Score Failure	997

BASE: ALL RESPONDENTS

Q60 STATUS OF RESPONDENT (DOES NOT APPEAR ON SCREEN)

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