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

<table>
<thead>
<tr>
<th>Sample source (Q75)</th>
<th><strong>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.</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 HPOL</td>
</tr>
<tr>
<td></td>
<td>8 Toluna</td>
</tr>
<tr>
<td></td>
<td>9 AiP</td>
</tr>
<tr>
<td></td>
<td>990 Routed Non-HPOL sample</td>
</tr>
<tr>
<td></td>
<td><strong>Q75/990 Survey Router Federated</strong></td>
</tr>
</tbody>
</table>

| HPOL points in the survey (Q77) (NOTE: HPOL ONLY) | **100 [For Qualified (Q99/1)]** |
| Similar, update values and logic if additional points amounts. | **15 [All Others]** |

<table>
<thead>
<tr>
<th>Digital Fingerprinting (Q9432)</th>
<th><strong>If not using any type of DF, please change to OFF.</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>On</strong></td>
</tr>
</tbody>
</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.”** |
|                                                             | **Terminate DF**                                      |
|                                                             | **Terminate Fraud Score**                             |

| Mode of survey (Q148/Q149) | **1 - Web** |
|                           | **2 - CATI/COW**                                    |
|                           | **Yes**                                               |

<table>
<thead>
<tr>
<th>Thank You Pages</th>
<th><strong>In case of custom thank you page needs, change to “Custom” and indicate at the end of the QNR the custom wording needs.</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Standard</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Other notes OR use for client summary</th>
<th><strong>Ex: [PN: DISPLAY NOT SURE AND REFUSED FOR PHONE/F2F ONLY UNLESS OTHERWISE NOTED]</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>None</strong></td>
</tr>
</tbody>
</table>
### SECTION 600: SAMPLE PRELOAD AND SCREENING QUESTIONS

**BASE:** ALL RESPONDENTS

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

<table>
<thead>
<tr>
<th>Country</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>.nyc</td>
</tr>
<tr>
<td>Canada</td>
<td>.toronto</td>
</tr>
<tr>
<td>Mexico</td>
<td>.mexico</td>
</tr>
<tr>
<td>Italy</td>
<td>.roma</td>
</tr>
<tr>
<td>Turkey</td>
<td>.istanbul</td>
</tr>
<tr>
<td>Spain</td>
<td>.madrid</td>
</tr>
<tr>
<td>Poland</td>
<td>.warszawa</td>
</tr>
<tr>
<td>UK</td>
<td>.london</td>
</tr>
<tr>
<td>France</td>
<td>.paris</td>
</tr>
<tr>
<td>Germany</td>
<td>.berlin</td>
</tr>
<tr>
<td>China</td>
<td>(佛山 (Foshan))</td>
</tr>
<tr>
<td>Vietnam</td>
<td>.hanoi</td>
</tr>
<tr>
<td>Philippines</td>
<td>.manilla</td>
</tr>
<tr>
<td>Japan</td>
<td>.kyoto</td>
</tr>
<tr>
<td>South Korea</td>
<td>.seoul</td>
</tr>
<tr>
<td>Russia</td>
<td>.mosква</td>
</tr>
<tr>
<td>India</td>
<td>.delhi</td>
</tr>
<tr>
<td>Indonesia</td>
<td>.jakarta</td>
</tr>
<tr>
<td>Nigeria</td>
<td>.abuja</td>
</tr>
<tr>
<td>South Africa</td>
<td>.capetown</td>
</tr>
<tr>
<td>Egypt</td>
<td>.cairo</td>
</tr>
<tr>
<td>Colombia</td>
<td>.bogota</td>
</tr>
<tr>
<td>Argentina</td>
<td>.cordoba</td>
</tr>
<tr>
<td>Brazil</td>
<td>.rio</td>
</tr>
<tr>
<td>Argentina</td>
<td>[BLANK]</td>
</tr>
</tbody>
</table>

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

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

1. AMERICAN ENGLISH
2. 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

Q149 FINAL SURVEY MODE

1. WEB
2. CATI-COW

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]

Q264 [HIDDEN QUESTION – FINAL COUNTRY QUESTION FOR SURVEY LOGIC]

[SEE MASTER DEMOGRAPHIC DOCUMENT FOR CODE FRAME]

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

Q268 Are you identify my gender as...

1. Male
2. Female
23. Other/refuse

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
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+)
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
<table>
<thead>
<tr>
<th>Country</th>
<th>Base Qualifications</th>
<th>Quota</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>Q625/1 and Q625/3</td>
<td>500</td>
</tr>
<tr>
<td>Canada</td>
<td>Q625/1 and Q625/3</td>
<td>200</td>
</tr>
<tr>
<td>Mexico</td>
<td>Q625/1 and Q625/3</td>
<td>200</td>
</tr>
<tr>
<td>Italy</td>
<td>Q625/1 and Q625/3</td>
<td>100</td>
</tr>
<tr>
<td>Turkey</td>
<td>Q625/1 and Q625/3</td>
<td>100</td>
</tr>
<tr>
<td>Spain</td>
<td>Q625/1 and Q625/3</td>
<td>100</td>
</tr>
<tr>
<td>Poland</td>
<td>Q625/1 and Q625/3</td>
<td>100</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>Q625/1 and Q625/3</td>
<td>200</td>
</tr>
<tr>
<td>France</td>
<td>Q625/1 and Q625/3</td>
<td>200</td>
</tr>
<tr>
<td>Germany</td>
<td>Q625/1 and Q625/3</td>
<td>250</td>
</tr>
<tr>
<td>China</td>
<td>Q625/1 and Q625/3</td>
<td>1100</td>
</tr>
<tr>
<td>Vietnam</td>
<td>Q625/1 and Q625/3</td>
<td>100</td>
</tr>
<tr>
<td>Philippines</td>
<td>Q625/1 and Q625/3</td>
<td>200</td>
</tr>
<tr>
<td>Japan</td>
<td>Q625/1 and Q625/3</td>
<td>350</td>
</tr>
<tr>
<td>South Korea</td>
<td>Q625/1 and Q625/3</td>
<td>200</td>
</tr>
<tr>
<td>Russia</td>
<td>Q625/1 and Q625/3</td>
<td>250</td>
</tr>
<tr>
<td>Indonesia</td>
<td>Q625/1 and Q625/3</td>
<td>650</td>
</tr>
<tr>
<td>Nigeria</td>
<td>Q625/1 and Q625/3</td>
<td>200</td>
</tr>
<tr>
<td>South Africa</td>
<td>Q625/1 and Q625/3</td>
<td>100</td>
</tr>
<tr>
<td>Egypt</td>
<td>Q625/1 and Q625/3</td>
<td>100</td>
</tr>
<tr>
<td>Colombia</td>
<td>Q625/1 and Q625/3</td>
<td>100</td>
</tr>
<tr>
<td>Argentina</td>
<td>Q625/1 and Q625/3</td>
<td>100</td>
</tr>
<tr>
<td>Brazil</td>
<td>Q625/1 and Q625/3</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

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</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 #4 AGE/ NE 18+</td>
<td>28</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

**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.

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: 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]

<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 .cn</td>
<td></td>
</tr>
<tr>
<td>Philippines</td>
<td>Google.com.ph</td>
<td>Google .com.ph</td>
<td></td>
</tr>
<tr>
<td>Japan</td>
<td>Google.co.jp</td>
<td>Google .co.jp</td>
<td></td>
</tr>
<tr>
<td>South Korea</td>
<td>Google.co.kr</td>
<td>Google .co.kr</td>
<td></td>
</tr>
<tr>
<td>Russia</td>
<td>Google.ru</td>
<td>Google .ru</td>
<td></td>
</tr>
<tr>
<td>India</td>
<td>Google.co.in</td>
<td>Google .co.in</td>
<td></td>
</tr>
<tr>
<td>Indonesia</td>
<td>Google.co.id</td>
<td>Google .co.id</td>
<td></td>
</tr>
<tr>
<td>Nigeria</td>
<td>Google.com.ng</td>
<td>Google .com.ng</td>
<td></td>
</tr>
<tr>
<td>South Africa</td>
<td>Google.com.za</td>
<td>Google .com.za</td>
<td></td>
</tr>
<tr>
<td>Egypt</td>
<td>Google.com.eg</td>
<td>Google .com.eg</td>
<td></td>
</tr>
<tr>
<td>Colombia</td>
<td>Google.com.co</td>
<td>Google .com.co</td>
<td></td>
</tr>
<tr>
<td>Argentina</td>
<td>Google.com.ar</td>
<td>Google .com.ar</td>
<td></td>
</tr>
<tr>
<td>Brazil</td>
<td>Google.com.br</td>
<td>Google .com.br</td>
<td></td>
</tr>
<tr>
<td>Italy</td>
<td>Google.it</td>
<td>Google .it</td>
<td></td>
</tr>
<tr>
<td>Turkey</td>
<td>Google.com.tr</td>
<td>Google .com.tr</td>
<td></td>
</tr>
<tr>
<td>Spain</td>
<td>Google.es</td>
<td>Google .es</td>
<td></td>
</tr>
<tr>
<td>Poland</td>
<td>Google.pl</td>
<td>Google .pl</td>
<td></td>
</tr>
<tr>
<td>United Kingdom</td>
<td>Google.co.uk</td>
<td>Google .co.uk</td>
<td></td>
</tr>
<tr>
<td>France</td>
<td>Google.fr</td>
<td>Google .fr</td>
<td></td>
</tr>
<tr>
<td>Germany</td>
<td>Google.de</td>
<td>Google .de</td>
<td></td>
</tr>
<tr>
<td>United States</td>
<td>Google.com</td>
<td>Google .com</td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td>Google.ca</td>
<td>Google .ca</td>
<td></td>
</tr>
<tr>
<td>Mexico</td>
<td>Google.mx</td>
<td>Google .mx</td>
<td></td>
</tr>
</tbody>
</table>
BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

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

MASTER LEGACY gTLD LIST:
RANDOMIZE
MULTIPLE RESPONSE

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

<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>
</tr>
<tr>
<td>7</td>
<td>.tel</td>
</tr>
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<td>.asia</td>
</tr>
<tr>
<td>9</td>
<td>.pro</td>
</tr>
<tr>
<td>10</td>
<td>.coop</td>
</tr>
<tr>
<td>11</td>
<td>[CHINA ONLY] .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>
</tr>
<tr>
<td>18</td>
<td>[INDONESIA ONLY] .id</td>
</tr>
<tr>
<td>19</td>
<td>[NIGERIA ONLY] .ng</td>
</tr>
<tr>
<td>20</td>
<td>[SOUTH AFRICA ONLY] .za</td>
</tr>
<tr>
<td>21</td>
<td>[EGYPT ONLY] .eg</td>
</tr>
<tr>
<td>22</td>
<td>[COLOMBIA ONLY] .co</td>
</tr>
<tr>
<td>23</td>
<td>[ARGENTINA ONLY] .ar</td>
</tr>
<tr>
<td>24</td>
<td>[BRAZIL ONLY] .br</td>
</tr>
<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>
</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]

Q711
1. biz
2. com
3. info
4. mobi
5. net
6. org
7. tel
8. asia
9. pro
10. coop
11. [CHINAONLY].cn
12. [VIETNAMONLY].vn
13. [PHILIPPINESONLY].ph
14. [JAPANONLY].jp
15. [SOUTHKOREAONLY].kr
16. [RUSSIAONLY].ru
17. [INDIAONLY].in
18. [INDONESIAONLY].id
19. [NIGERIAONLY].ng
20. [SOUTHAFRICAONLY].za
21. [EGPYTOONLY].eg
22. [COLOMBIAONLY].co
23. [ARGENTINAONLY].ar
24. [BRAZILONLY].br
25. [ITALYONLY].it
26. [TURKEYONLY].tr
27. [SPAINONLY].es
28. [POLANDONLY].pl
29. [UNITED KINGDOMONLY].uk
30. [FRANCEONLY].fr
31. [GERMANYONLY].de
32. [UNITEDSTATESONLY].us
33. [CANADAONLY].ca
34. [MEXICOONLY].mx

0 Very unlikely
0 Somewhat unlikely
0 Somewhat likely
0 Very likely
0 Not sure
**What criteria or situations might make you decide to visit websites with a domain name extension you have not seen before?**

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

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?

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

O: Very unlikely
BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

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

<table>
<thead>
<tr>
<th>Domain Extension</th>
<th>Trustworthiness</th>
</tr>
</thead>
<tbody>
<tr>
<td>.com</td>
<td>Very trustworthy</td>
</tr>
<tr>
<td>.net</td>
<td>Somewhat trustworthy</td>
</tr>
<tr>
<td>.info</td>
<td>Not very trustworthy</td>
</tr>
<tr>
<td>.org</td>
<td>Not at all trustworthy</td>
</tr>
</tbody>
</table>

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 downside 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.

### Q755
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/registering a gTLDs with the following extensions?

<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></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**RANDOMIZE**

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

**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. Yes
2. No

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...?

ROTFATE 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: 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.”
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
8. .top
9. .win
10. .science
11. .party
12. .click
13. .space
14. .loan
15. .toronto [ONLY IN CANADA]
16. .quadalajara [ONLY MEXICO]
17. .realtor
18. .club
19. .xyz
20. .win
21. .science
22. .party
23. .click
24. .space
25. .loan
26. .top
27. .win
28. .science
29. .party
30. .click
31. .space
32. .loan
33. .realtor
34. .club
35. .xyz
36. .win
37. .science
38. .party
39. .click
40. .space
41. .loan
42. .realtor
43. .club
44. .xyz
45. .win
46. .science
47. .party
48. .click
49. .space
50. .loan
51. .realtor
52. .club
53. .xyz
54. .win
55. .science
56. .party
57. .click
58. .space
59. .loan
60. .realtor
61. .club
62. .xyz
63. .win
64. .science
65. .party
66. .click
67. .space
68. .loan
69. .realtor
70. .club
71. .xyz
72. .win
73. .science
74. .party
75. .click
76. .space
77. .loan
78. .realtor
79. .club
80. .xyz
81. .win
82. .science
83. .party
84. .click
85. .space
86. .loan
87. .realtor
88. .club
89. .xyz
90. .win
91. .science
92. .party
93. .click
94. .space
95. .loan
96. .realtor
97. .club
98. .xyz
99. .win
100. .science
101. .party
102. .click
103. .space
104. .loan
I am not aware of any of these (ANCHOR)
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
  1-2
  1-3

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
1-2  Wildanimal.photography
1-3  Wildanimal.photos
1-4  Wildanimalphotography.info
1-5  INSERT LOCAL TRANSLATION FOR
deadanimalphotography.com

1-1  Very unlikely
1-2  Somewhat unlikely
1-3  Somewhat likely
1-4  Very likely
1-5  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
1-2  Digital cameras
1-3  Digitalcameras.shop
1-4  Digitalcameras.(INSERT COUNTRYTLD)

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

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

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
**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?

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)

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

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

[PN: DISPLAY SCALE CODES 4-1]

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

**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 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
3. Somewhat satisfied
4. Very satisfied
5. No experience with them

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

**Q849** How would you describe your overall experience with the new gTLDs?

1. Very dissatisfied
2. Somewhat dissatisfied
3. Somewhat satisfied
4. Very satisfied
5. No experience with them
**BASE: ALL QUALIFIED RESPONDENTS (Q99/1)**

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

**RANDOMIZE**

**MULTIPLE RESPONSE**

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

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

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

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Does not describe at all</td>
<td>2</td>
<td>Does not describe very well</td>
</tr>
<tr>
<td>3</td>
<td>Describes somewhat well</td>
<td>4</td>
<td>Describes very well</td>
</tr>
</tbody>
</table>

**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
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</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>.bank [INSERT APPROPRIATE CITY gTLD FOR COUNTRY]</td>
<td>ONLY in Germany</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>.nyc</td>
<td>[ONLY in US]</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>.wang</td>
<td>[ONLY IN CHINA]</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>.xn—ses554g (Chinese for network address)</td>
<td>[ONLY in China]</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>.xn—55qcd (Chinese for company)</td>
<td>[ONLY in China]</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 DISPLAY 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.

Formatted: Numbered + Level: 1 + Numbering Style: 1, 2, 3... + Start at: 1 + Alignment: Left + Aligned at: 0.5" + Tab after: 1" + Indent at: 1"
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: 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
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

Why haven’t you used QR codes?

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

Why do you use QR codes?

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

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

1. Use a search engine
2. Type the domain name directly into my browser and see if it comes up
3. Use a link/URL
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.
Q1035  Which of these is the safest, the easiest, and the fastest way to access a specific piece of 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. Safest
2. Fastest
3. Easiest

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

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
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?

<table>
<thead>
<tr>
<th>Randomize</th>
<th>Single Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Using an app provided by the website owner—for example, an app provided by an airline or a bank</td>
</tr>
<tr>
<td>2</td>
<td>Accessing via a QR code</td>
</tr>
<tr>
<td>3</td>
<td>Typing the domain name into a browser</td>
</tr>
<tr>
<td>4</td>
<td>Finding via an Internet search engine</td>
</tr>
<tr>
<td>5</td>
<td>Accessing via a bookmark</td>
</tr>
<tr>
<td>6</td>
<td>Not sure (Anchor)</td>
</tr>
</tbody>
</table>

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?

<table>
<thead>
<tr>
<th>Level</th>
<th>Numbering Style</th>
<th>Start at</th>
<th>Alignment</th>
<th>Indent at</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1, 2, 3, ...</td>
<td>1</td>
<td>Left</td>
<td>0.5&quot;</td>
</tr>
<tr>
<td>1, Tab stops: Not at 0.5&quot;</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Level</th>
<th>Numbering Style</th>
<th>Start at</th>
<th>Alignment</th>
<th>Indent at</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1, 2, 3, ...</td>
<td>1</td>
<td>Left</td>
<td>0.5&quot;</td>
</tr>
<tr>
<td>1, Tab stops: Not at 0.5&quot;</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
SECTION 6: ABUSIVE BEHAVIOR / CYBER CRIME

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q110 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)
Q110 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

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q110 How would you describe your familiarity with each of the following abusive internet behaviors?

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.

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

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

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

[ONLY DISPLAY THE BEHAVIORS 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
2. 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]

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

Q1121
1 Yes
2 No
3 Not sure

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

Q1125 How scared are you of each of the following?

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

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

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**

1-1 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
8-8 (US ONLY) Intelligence agency like the CIA or NSA
7-9 (NON US ONLY) Federal police
10 (NON US ONLY) National law enforcement
11-11 (Non US ONLY) a national intelligence agency
12-12 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, Q534, Q514)
16 SURVEY EVALUATION (Q516, Q518, Q522)
97 NONE
98 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)**

QARRES In which region do you currently reside?

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

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)**

QKRBAY 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. Yogyskarta
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 Irion 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 Oye 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)
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...?\n
1 Hausa
2 Yoruba
3 Igbo/Ibo
4 Fulanji
5 Other
6 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 Buhiyrah
3 Al Gharbiyah
4 Al Ismailiyah
5 Kafr ash Shaykh
6 Dumyat
7 Al Qalyubiya
8 Ash Sharqiyya
9 Al Minufiyah
10 Al Qahirah
11 Al Iskandariyya
12 Bahr al Tilid
13 Al Uqur
14 As Suways
15 Asswan
16 Asyut
17 Al Minya
**BASE: ALL EGYPT RESPONDENTS (Q264/66)**

Q1506 HIDDEN QUESTION FOR WEIGHTING – REGION CLASSIFICATION


<table>
<thead>
<tr>
<th>Code</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lower</td>
</tr>
<tr>
<td>2</td>
<td>City</td>
</tr>
<tr>
<td>3</td>
<td>Upper</td>
</tr>
<tr>
<td>4</td>
<td>Desert</td>
</tr>
</tbody>
</table>

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

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Menos de $ 6,000.000 pesos colombianos</td>
</tr>
<tr>
<td>02</td>
<td>$ 6.001.000 a $ 12.000.000 pesos colombianos</td>
</tr>
<tr>
<td>03</td>
<td>$ 12.001.000 a $ 18.000.000 pesos colombianos</td>
</tr>
<tr>
<td>04</td>
<td>$ 18.001.000 a $ 24.000.000 pesos colombianos</td>
</tr>
<tr>
<td>05</td>
<td>$ 24.001.000 a $ 30.000.000 pesos colombianos</td>
</tr>
<tr>
<td>06</td>
<td>$ 30.001.000 a $ 36.000.000 pesos colombianos</td>
</tr>
<tr>
<td>07</td>
<td>$ 36.001.000 a $ 60.000.000 pesos colombianos</td>
</tr>
<tr>
<td>08</td>
<td>$ 60.001.000 a $ 84.000.000 pesos colombianos</td>
</tr>
<tr>
<td>09</td>
<td>$ 84.001.000 o mas pesos colombianos</td>
</tr>
<tr>
<td>99</td>
<td>Decline to answer</td>
</tr>
</tbody>
</table>

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

Q4010 What is your current education level?

<table>
<thead>
<tr>
<th>Code</th>
<th>Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>No schooling</td>
</tr>
<tr>
<td>02</td>
<td>Some Kindergarten school</td>
</tr>
<tr>
<td>03</td>
<td>Complete Kindergarten school</td>
</tr>
<tr>
<td>04</td>
<td>Some Primary school (Grades 1-5)</td>
</tr>
<tr>
<td>05</td>
<td>Complete Primary school (Grades 1-5)</td>
</tr>
<tr>
<td>06</td>
<td>Some Lower Secondary school (Grades 6-9)</td>
</tr>
<tr>
<td>07</td>
<td>Complete Lower Secondary school (Grades 6-9)</td>
</tr>
<tr>
<td>08</td>
<td>Some Upper Secondary school (Grades 10-12)</td>
</tr>
<tr>
<td>09</td>
<td>Complete Upper secondary school (Grades 10-12)</td>
</tr>
<tr>
<td>10</td>
<td>Some Professional Secondary school - Primary level</td>
</tr>
<tr>
<td>11</td>
<td>Complete Professional Secondary school - Primary level</td>
</tr>
<tr>
<td>Education Level</td>
<td>Count</td>
</tr>
<tr>
<td>-----------------------------------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>Some Professional Secondary - Intermediate level</td>
<td>12</td>
</tr>
<tr>
<td>Complete Professional Secondary - Intermediate level</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?**

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

**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>Code</th>
<th>Household Income</th>
<th>Household Expenditure</th>
<th>Personal Income</th>
<th>Personal Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>150,000,000 VND or higher</td>
<td>01</td>
<td>01</td>
<td>01</td>
</tr>
<tr>
<td>02</td>
<td>75,000,000 - 149,999,999 VND</td>
<td>02</td>
<td>02</td>
<td>02</td>
</tr>
<tr>
<td>03</td>
<td>45,000,000 - 74,999,999 VND</td>
<td>03</td>
<td>03</td>
<td>03</td>
</tr>
<tr>
<td>04</td>
<td>30,000,000 - 44,999,999 VND</td>
<td>04</td>
<td>04</td>
<td>04</td>
</tr>
<tr>
<td>05</td>
<td>15,000,000 - 29,999,999 VND</td>
<td>05</td>
<td>05</td>
<td>05</td>
</tr>
<tr>
<td>06</td>
<td>7,500,000 - 14,999,999 VND</td>
<td>06</td>
<td>06</td>
<td>06</td>
</tr>
<tr>
<td>07</td>
<td>4,500,000 - 7,499,999 VND</td>
<td>07</td>
<td>07</td>
<td>07</td>
</tr>
<tr>
<td>08</td>
<td>3,000,000 - 4,499,999 VND</td>
<td>08</td>
<td>08</td>
<td>08</td>
</tr>
<tr>
<td>09</td>
<td>1,500,000 - 2,999,999 VND</td>
<td>09</td>
<td>09</td>
<td>09</td>
</tr>
<tr>
<td>10</td>
<td>1 - 1,499,999 VND</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>11</td>
<td>No income/ expenditure</td>
<td>11</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>12</td>
<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>02</td>
<td>Class A4 (75,000,000 - 149,999,999)</td>
<td></td>
</tr>
<tr>
<td>03</td>
<td>Class A3 (45,000,000 - 74,999,999)</td>
<td></td>
</tr>
<tr>
<td>04</td>
<td>Class A2 (30,000,000 - 44,999,999)</td>
<td></td>
</tr>
<tr>
<td>05</td>
<td>Class A1 (15,000,000 - 29,999,999)</td>
<td></td>
</tr>
<tr>
<td>06</td>
<td>Class B (7,500,000 - 14,999,999)</td>
<td></td>
</tr>
<tr>
<td>07</td>
<td>Class C (4,500,000 - 7,499,999)</td>
<td></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?

<table>
<thead>
<tr>
<th>Educational Attainment</th>
<th>Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>No schooling</td>
<td>01</td>
</tr>
<tr>
<td>Some elementary</td>
<td>02</td>
</tr>
<tr>
<td>Complete elementary</td>
<td>03</td>
</tr>
<tr>
<td>Some high school</td>
<td>04</td>
</tr>
<tr>
<td>Completed high school</td>
<td>05</td>
</tr>
<tr>
<td>Some vocational</td>
<td>06</td>
</tr>
<tr>
<td>Completed Vocational</td>
<td>07</td>
</tr>
<tr>
<td>Some college</td>
<td>08</td>
</tr>
<tr>
<td>Completed college/ Has degree</td>
<td>09</td>
</tr>
<tr>
<td>Some post graduate degree</td>
<td>10</td>
</tr>
<tr>
<td>Completed post graduate degree</td>
<td>11</td>
</tr>
<tr>
<td>Not know/Refused</td>
<td>12</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional, technical and kindred workers</td>
<td>01</td>
</tr>
<tr>
<td>Farmers and farm managers</td>
<td>02</td>
</tr>
<tr>
<td>Manager, officials and proprietors except farm</td>
<td>03</td>
</tr>
<tr>
<td>Clerical and kindred workers</td>
<td>04</td>
</tr>
<tr>
<td>Sales workers</td>
<td>05</td>
</tr>
<tr>
<td>Craftsmen, foremen and kindred workers</td>
<td>06</td>
</tr>
<tr>
<td>Service workers except private household workers</td>
<td>07</td>
</tr>
<tr>
<td>Private household workers</td>
<td>08</td>
</tr>
<tr>
<td>Laborers</td>
<td>09</td>
</tr>
<tr>
<td>Not gainfully employed</td>
<td>10</td>
</tr>
<tr>
<td>Housewife</td>
<td>11</td>
</tr>
<tr>
<td>Student</td>
<td>12</td>
</tr>
<tr>
<td>Refused</td>
<td>13</td>
</tr>
<tr>
<td>Pensioner</td>
<td>Others</td>
</tr>
<tr>
<td>----------</td>
<td>--------</td>
</tr>
<tr>
<td>14</td>
<td>15</td>
</tr>
</tbody>
</table>

**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?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>High school or less</td>
</tr>
<tr>
<td>2</td>
<td>College</td>
</tr>
<tr>
<td>3</td>
<td>Bachelor degree</td>
</tr>
<tr>
<td>4</td>
<td>Post graduate</td>
</tr>
</tbody>
</table>

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

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

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Primary education</td>
</tr>
<tr>
<td>2</td>
<td>Middle school or junior high school</td>
</tr>
<tr>
<td>3</td>
<td>High school</td>
</tr>
<tr>
<td>4</td>
<td>University</td>
</tr>
<tr>
<td>5</td>
<td>Masters degree or doctorate</td>
</tr>
<tr>
<td>6</td>
<td>No schooling completed</td>
</tr>
</tbody>
</table>

### BASE: ALL COLOMBIA RESPONDENTS (Q264/51)

**QCOED** What was the last year of schooling that you completed?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>None</td>
</tr>
<tr>
<td>2</td>
<td>Pre-school</td>
</tr>
<tr>
<td>3</td>
<td>Primary</td>
</tr>
<tr>
<td>4</td>
<td>Secondary</td>
</tr>
<tr>
<td>5</td>
<td>Technical/Technology</td>
</tr>
<tr>
<td>6</td>
<td>University</td>
</tr>
<tr>
<td>7</td>
<td>Post Graduate</td>
</tr>
<tr>
<td>96</td>
<td>Other</td>
</tr>
</tbody>
</table>

### BASE: ALL INDONESIA RESPONDENTS (Q264/117)

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

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>No schooling</td>
</tr>
<tr>
<td>2</td>
<td>Some elementary school</td>
</tr>
<tr>
<td>3</td>
<td>Elementary school</td>
</tr>
<tr>
<td>4</td>
<td>Junior high school</td>
</tr>
<tr>
<td>5</td>
<td>High school or higher</td>
</tr>
</tbody>
</table>

### BASE: ALL JAPAN RESPONDENTS (Q264/126)

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

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Less than high school</td>
</tr>
<tr>
<td>2</td>
<td>High school degree</td>
</tr>
<tr>
<td>3</td>
<td>Junior College degree</td>
</tr>
<tr>
<td>4</td>
<td>BA or University degree</td>
</tr>
</tbody>
</table>

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

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

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>No level completed</td>
</tr>
<tr>
<td>2</td>
<td>Completed FSLC (first school leaving certificate)</td>
</tr>
<tr>
<td>3</td>
<td>Completed MSLC (middle school leaving certificate)</td>
</tr>
<tr>
<td>4</td>
<td>Vocational/COMM</td>
</tr>
<tr>
<td>5</td>
<td>JSS/O'Level</td>
</tr>
<tr>
<td>6</td>
<td>Completed O'Level/SSS (senior secondary school)</td>
</tr>
<tr>
<td>7</td>
<td>Completed A'Level or higher</td>
</tr>
<tr>
<td>8</td>
<td>Other</td>
</tr>
</tbody>
</table>

### 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)**

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

- 1. Incomplete secondary and lower
- 2. Secondary general
- 3. Secondary special
- 4. Incomplete higher
- 5. Higher (including postgraduate)

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

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

- 1. Less than high school
- 2. High school graduate
- 3. College/University graduate
- 4. Post graduate degree

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

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

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

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

**ISQ Metrics to be used (Q229)**
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.

- 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

**LOI (Q230) and LOI check (Q231)**

**LOI Check** = RE'S FOR THE LONGEST SURVEY PATH CONVERTED TO ESTIMATED LOI. THE MINIMUM ACCEPTABLE LOI IS 40% OF ESTIMATED LOI.
| **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 QYYYY/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 ISO FAILURES IS SET TO 2 
1 = FAILED ONE 
2 = FAILED TWO 
3 = FAILED THREE 
4 = FAILED FOUR 
5 = FAILED FIVE 
6 = FAILED NONE |
### [BEHIND THE SCENE] Final Disposition

**BASE: ALL RESPONDENTS**

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

<table>
<thead>
<tr>
<th>Status Description</th>
<th>Count</th>
</tr>
</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 #4 AGE/ NE 18+</td>
<td>28</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></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)

<table>
<thead>
<tr>
<th>Status Description</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 QUALIFIED RESPONDENTS, QUOTA OPEN (Q99/1)</td>
<td></td>
</tr>
<tr>
<td>3 QUALIFIED RESPONDENTS, QUOTA CLOSED (Q99/3)</td>
<td></td>
</tr>
<tr>
<td>6 NOT SCREENER QUALIFIED (Q99/6)</td>
<td></td>
</tr>
<tr>
<td>TBD NOT QUALIFIED - FAILED ISQ OR DF (Q59/??)</td>
<td></td>
</tr>
<tr>
<td>TBD NOT QUALIFIED</td>
<td></td>
</tr>
</tbody>
</table>