

Base: All Respondents

Q605. Have you ever registered a domain name?

	Total Not Registered Domain Name	Region				
		North America	South America	Europe	Africa	Asia
		(A)	(B)	(C)	(D)	(E)
Unweighted Base	9586	3023	715	2159	889	2800
Yes	-	-	-	-	-	-
No	9586 100%	3023 100%	715 100%	2159 100%	889 100%	2800 100%
Sigma	9586 100%	3023 100%	715 100%	2159 100%	889 100%	2800 100%

Proportions/Mean: All Columns Tested (5% risk level)
 Overlap formulae used.

Q690_1. Which of the following online identities do you have, and which do you use to promote a business or organization, or to promote a personal activity or interest?
SUMMARY TABLE OF HAVE

Base: Has Not Registered A Domain Name

	Total Not Registered Domain Name	Region				
		North America	South America	Europe	Africa	Asia
		(A)	(B)	(C)	(D)	(E)
Unweighted Base	9586	3023	715	2159	889	2800
Social media accounts, such as Facebook, QZone, LinkedIn or Twitter	7203 75% BD	2115 70% D	602 84% ABDF	1427 66% ABDF	834 94% ABDF	2225 79% ABD
Blogging or publishing account separate from social media account, such as Blogger, Instagram, Pinterest, Tumblr or WordPress	2810 29% BD	444 15% D	330 46% ABDF	411 19% B	465 52% ABDF	1160 41% ABD
A web page created through a third party service of some form. Examples could be as part of online application like Google Apps, Office 365, review sites like TripAdvisor or Yelp, or online marketing services like HomeAway	1828 19% BD	221 7% D	240 34% ABD	216 10% B	303 34% ABDF	848 30% ABD
None of the above	2298 24% CEF	893 30% ACEF	107 15% E	711 33% ABCEF	47 5% E	540 19% CE

Proportions/Mean: All Columns Tested (5% risk level)
Overlap formulae used.

Q690_2. Which of the following online identities do you have, and which do you use to promote a business or organization, or to promote a personal activity or interest?
SUMMARY TABLE OF PROMOTE BUSINESS

Base: Has Not Registered A Domain Name

	Total Not Registered Domain Name	Region				
		North America	South America	Europe	Africa	Asia
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted Base	9586	3023	715	2159	889	2800
Social media accounts, such as Facebook, QZone, LinkedIn or Twitter	719 8% BD	91 3% D	131 18% ABDF	45 2% 2%	257 29% ABCDF	195 7% BD
Blogging or publishing account separate from social media account, such as Blogger, Instagram, Pinterest, Tumblr or WordPress	367 4% BD	29 1% 1%	63 9% ABDF	30 1% 1%	120 13% ABCDF	125 4% ABD
A web page created through a third party service of some form. Examples could be as part of online application like Google Apps, Office 365, review sites like TripAdvisor or Yelp, or online marketing services like HomeAway	332 3% BD	36 1% 1%	57 8% ABDF	34 2% 2%	90 10% ABDF	115 4% ABD
None of the above	5488 57% CE	1947 64% ACEF	228 32% E	1609 75% ABCEF	115 13% 13%	1589 57% CE

Proportions/Mean: All Columns Tested (5% risk level)
Overlap formulae used.

Q690_3. Which of the following online identities do you have, and which do you use to promote a business or organization, or to promote a personal activity or interest?
SUMMARY TABLE OF PROMOTE ORGANIZATION

Base: Has Not Registered A Domain Name

	Total Not Registered Domain Name	Region				
		North America	South America	Europe	Africa	Asia
		(A)	(B)	(C)	(D)	(E)
Unweighted Base	9586	3023	715	2159	889	2800
Social media accounts, such as Facebook, QZone, LinkedIn or Twitter	474 5% BD	63 2% ABDF	82 11% ABDF	39 2% B	154 17% ABDF	136 5% BD
A web page created through a third party service of some form. Examples could be as part of online application like Google Apps, Office 365, review sites like TripAdvisor or Yelp, or online marketing services like HomeAway	259 3% BD	22 1% ABDF	49 7% ABDF	32 1% B	55 6% ABDF	101 4% ABD
Blogging or publishing account separate from social media account, such as Blogger, Instagram, Pinterest, Tumblr or WordPress	241 3% BD	19 1% ABDF	51 7% ABDF	15 1% ABDF	60 7% ABDF	96 3% ABD
None of the above	5507 57% CE	1966 65% ACEF	237 33% E	1595 74% ABCEF	117 13% CE	1592 57% CE

Proportions/Mean: All Columns Tested (5% risk level)
Overlap formulae used.

Q690_4. Which of the following online identities do you have, and which do you use to promote a business or organization, or to promote a personal activity or interest?
SUMMARY TABLE OF PROMOTE PERSONAL

Base: Has Not Registered A Domain Name

	Total Not Registered Domain Name	Region				
		North America	South America	Europe	Africa	Asia
		(A)	(B)	(C)	(D)	(E)
Unweighted Base	9586	3023	715	2159	889	2800
Social media accounts, such as Facebook, QZone, LinkedIn or Twitter	2364 25% BD	558 18% D	324 45% ABDF	264 12% B	478 54% ABCDF	740 26% ABD
Blogging or publishing account separate from social media account, such as Blogger, Instagram, Pinterest, Tumblr or WordPress	977 10% BD	143 5% D	135 19% ABDF	130 6% B	214 24% ABCDF	355 13% ABD
A web page created through a third party service of some form. Examples could be as part of online application like Google Apps, Office 365, review sites like TripAdvisor or Yelp, or online marketing services like HomeAway	436 5% BD	59 2% D	84 12% ABDEF	44 2% B	77 9% ABDF	172 6% ABD
None of the above	4818 50% CEF	1726 57% ACEF	161 23% E	1498 69% ABCEF	90 10% E	1343 48% CE

Proportions/Mean: All Columns Tested (5% risk level)
Overlap formulae used.

Base: Has Alternate Online Identities

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

	Total Not Registered Domain Name	Region				
		North America	South America	Europe	Africa	Asia
		(A)	(B)	(C)	(D)	(E)
Unweighted Base	7288	2130	608	1448	842	2260
I currently use these instead of having a registered domain, but I may register one in the future	1575 22% BD	161 8%	193 32% ABD	183 13% B	389 46% ABCD	649 29% ABD
I thought about registering a domain name, but decided that I did not need one because I use these other online identities	846 12% BD	126 6%	81 13% BD	131 9% B	103 12% BD	405 18% ABCDE
My decision not to register a domain name was unaffected by my other online identities	653 9% B	166 8%	68 11% ABDE	117 8%	64 8%	238 11% ABDE
I've never even considered registering a domain name	4214 58% CEF	1677 79% ACDEF	266 44% E	1017 70% ACEF	286 34%	968 43% E
Sigma	7288 100%	2130 100%	608 100%	1448 100%	842 100%	2260 100%

Proportions/Mean: All Columns Tested (5% risk level)
Overlap formulae used.

Base: Registration Decision Affected

Q696. What value do these alternative online identities provide over registering a domain name?

	Total Not Registered Domain Name	Region				
		North America	South America	Europe	Africa	Asia
		(A)	(B)	(C)	(D)	(E)
Unweighted Base	2421	287	274	314	492	1054
EASIER (NET)	2149	247	254	249	459	940
	89% D	86% D	93% ABD	79% ABDF	93% ABDF	89% D
Easier to communicate to interested people-they can "follow me"	1391	146	175	125	345	600
	57% BD	51% D	64% ABDF	40% ABDF	70% ABDF	57% D
Easier to set up	1344	163	128	156	318	579
	56% CD	57% C	47% ABCDF	50% ABCDF	65% ABCDF	55% C
Easier to access them on mobile devices (for example, I can use an app)	1340	131	163	131	343	572
	55% BD	46% BD	59% BD	42% ABCDF	70% ABCDF	54% BD
Integrate more easily with other tools-e.g. show my Twitter feed	820	75	106	67	196	376
	34% BD	26% BD	39% BD	21% ABD	40% ABD	36% BD
Lower cost	1363	156	141	162	322	582
	56% ABCDF	54% ABCDF	51% ABCDF	52% ABCDF	65% ABCDF	55% ABCDF
No registration process to go through	794	113	78	99	146	358
	33% ACDE	39% ACDE	28% ACDE	32% ACDE	30% ACDE	34% ACDE
They are more credible	562	48	73	71	103	267
	23% B	17% B	27% B	23% B	21% B	25% AB
Other	24	2	4	3	9	6
	1% F	1% F	1% F	1% F	2% AF	1% F
Sigma	7638	834	868	814	1782	3340
	315% ACDE	291% ACDE	317% ACDE	259% ACDE	362% ACDE	317% ACDE

Proportions/Mean: All Columns Tested (5% risk level)
Overlap formulae used.

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