

## 2008 Brand Survey of the .ORG Domain 10,000+ Internet Users, Marketing/Creative Professionals Share Opinions

### OVERVIEW

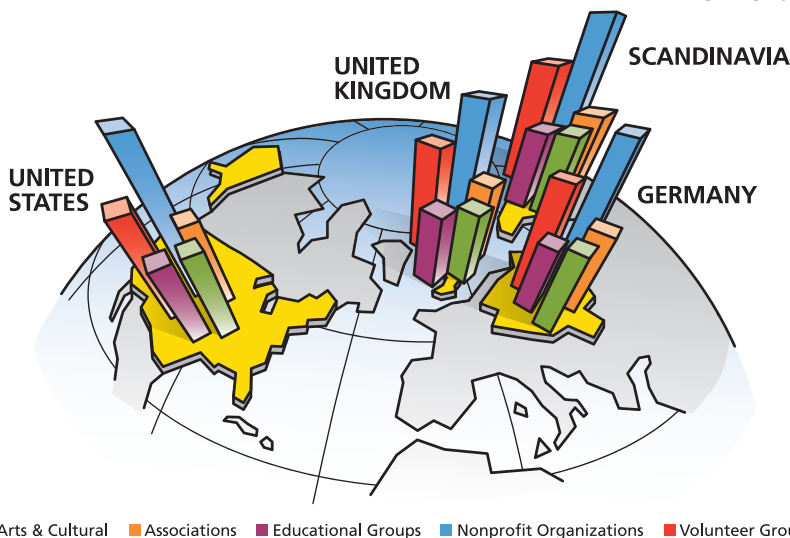
For the first time in 2008, .ORG conducted two comprehensive surveys to gauge how its brand is perceived in several key market areas, and to evaluate the demographic composition of these markets themselves.

This year's research serves as a benchmark for data that will be collected through the .ORG Domain Brand survey each year through 2011.

The first of these surveys, targeting Internet Users, drew responses from 10,000 individuals across the United States, Germany, United Kingdom and the Scandinavia region. The second polled more than 200 Marketing and Creative Professionals across 16 countries.

Two distinct areas of discovery emerged from the survey results:

- Insights into the strength and integrity of the .ORG brand spanning a variety of global markets; and,
- Perceptions about what types of organizations comprise the .ORG domain.



### Internet Users: **.ORG is 'Informative, Well-Intentioned, Trustworthy'**

*What characteristics does the .ORG brand represent to you?*

Overall, the survey's key responses indicate that—among the 10,000 respondents in the United States, Germany, United Kingdom, and the Scandinavia region—these are the top five perceptions of the .ORG brand:

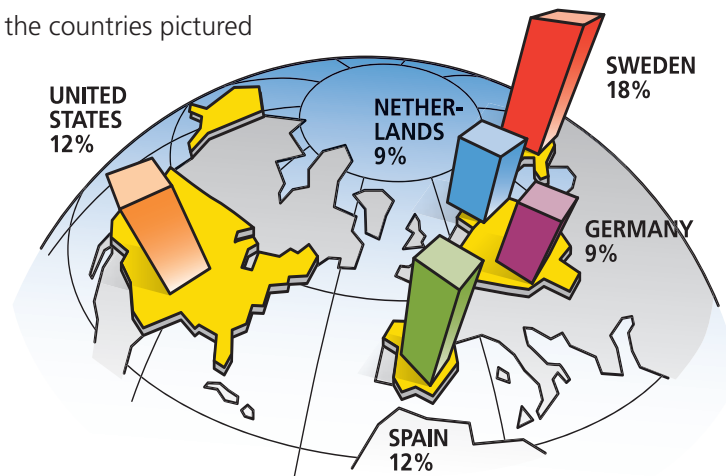
1. Informative
2. Well-Intentioned
3. Trustworthy
4. Valuable Information
5. Reliable

Across the board, Internet Users believe Nonprofit Organizations and Volunteer Groups are the entities most represented by .ORG. Internet Users chose three other categories—Associations, Arts and Cultural Groups and Educational Groups—as the types of entities .ORG generally represents.

## Marketing/Creative Professionals Weigh in on .ORG Brand

This survey gathered responses from 229 individuals in the marketing/creative field and their influencers: webmasters, designers, agencies and marketing consultants who purchase domains on behalf of their clients or employers.

Most respondents came from the countries pictured here, by percentage:



*A .ORG domain name is immediately associated with valued content.*

We asked Marketing/Creative Professionals what types of organizations they believe would be most likely to purchase a .ORG domain name. Here is how their responses stack up:

