

# Online Trust Survey

Recap Report  
July 2015

# Overview

---

The online trust survey was designed to gauge consumer sentiment toward and trust of domains – .org in particular. This survey has been conducted every two years since 2011 – with a few new questions added for 2015. This report details the results of the 2015 survey, illustrates key findings and assess how responses have changed over the years.

## Survey questions included:

1. If you have a cause (like environmental or health) that you are passionate about and you need to buy a domain name, which extension are you most likely to purchase?
2. Assuming there are four websites, all having similar content, but each with a different domain name, which one are you likely to trust the most?
3. Please rank the following items from 1-3 with 1 being the most trustworthy, 2 being the second most trustworthy and the 3 being the third most trustworthy place to find information about a charity or social causes\*
4. When you are looking for information in a time of crisis (e.g. recall information, disaster relief information, donations), where are you most likely to find this information online.
5. Which website address are you most comfortable entering your credit card information to make an online donation?
6. Which word do you most commonly associate with the .ORG domain?\*
7. Which groups do you most commonly associate with the .ORG domain? Rank them in order from 1-5 with 1 being the group you most commonly associate with the .ORG domain, and 5 being the least.\*

*NOTE: Questions marked with an asterisk (\*) were surveyed Jul 30-Aug 2. All other questions were surveyed Jul 23- 26. Full methodology is on the following slide.*

# Methodology

---

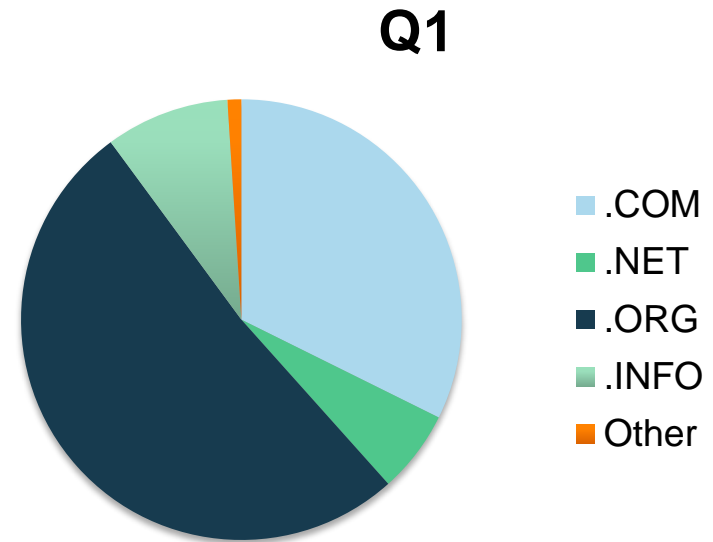
This survey was conducted July 23-July 26 when 1,021 adults (510 men and 511 women) answered questions 1,2,4 and 5, and July 30 - August 2 when 1,015 adults (506 men and 509 women) answered questions 3, 6 and 7.

- Completed interviews are weighted by five variables: age, sex, geographic region, race and education to ensure reliable and accurate representation of the total U.S. population, 18 years of age and older.
- Respondents for this survey were selected from among those who have volunteered to participate in online surveys and polls. The data have been weighted to reflect the demographic composition of the 18+ population.
- Because the sample is based on those who initially self-selected for participation, no estimates of sampling error can be calculated. All sample surveys and polls may be subject to multiple sources of error, including, but not limited to sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments.
- The survey was conducted by ORC International. ORC's online omnibus study is conducted twice a week among a demographically representative U.S. sample of approximately 1,000 adults 18 years of age and older.

# Survey Results

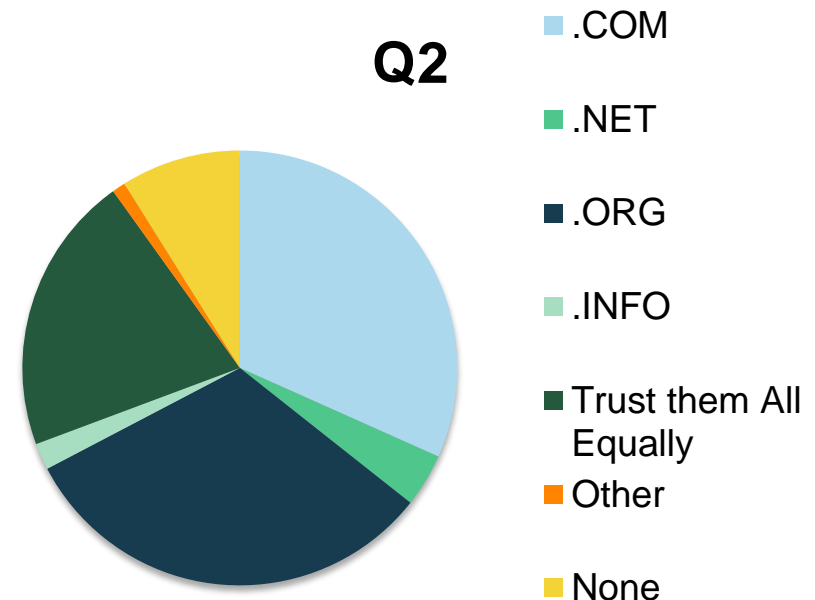
**Q1** If you have a cause (like environmental or health) that you are passionate about and you need to buy a domain name, which extension are you most likely to purchase?

- **.COM – 32%**
- **.NET – 6%**
- **.ORG – 51%** (up 2%)
- **.INFO – 9%**
- **Other – 1%**



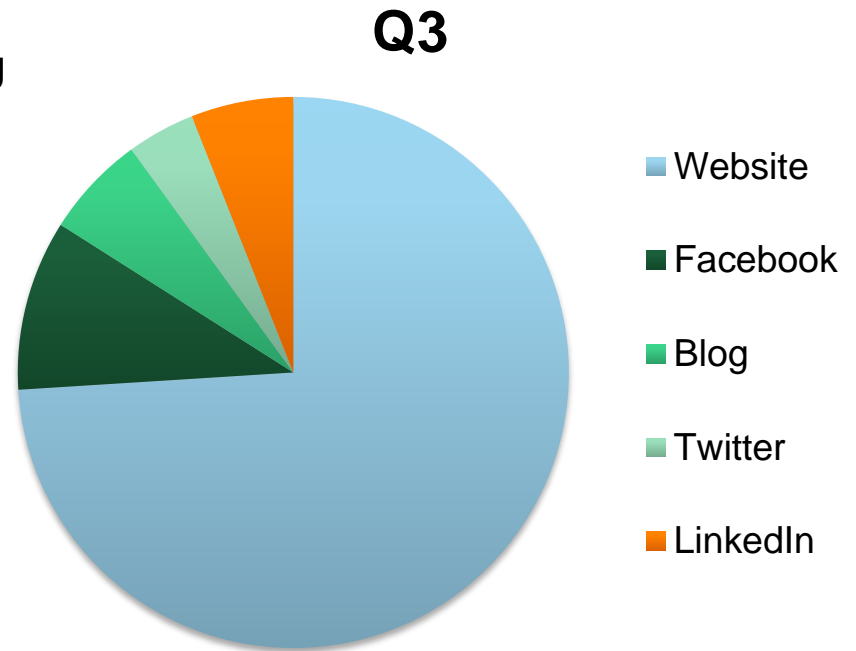
**Q2** Assuming there are four websites, all having similar content, but each with a different domain name, which one are you likely to trust the most?

- **.COM – 32%**
- **.NET – 4%**
- **.ORG – 32%** (down 7%)
- **.INFO – 2%**
- **I trust them all equally – 21%**
- **Other – 1%**
- **None – 9%**



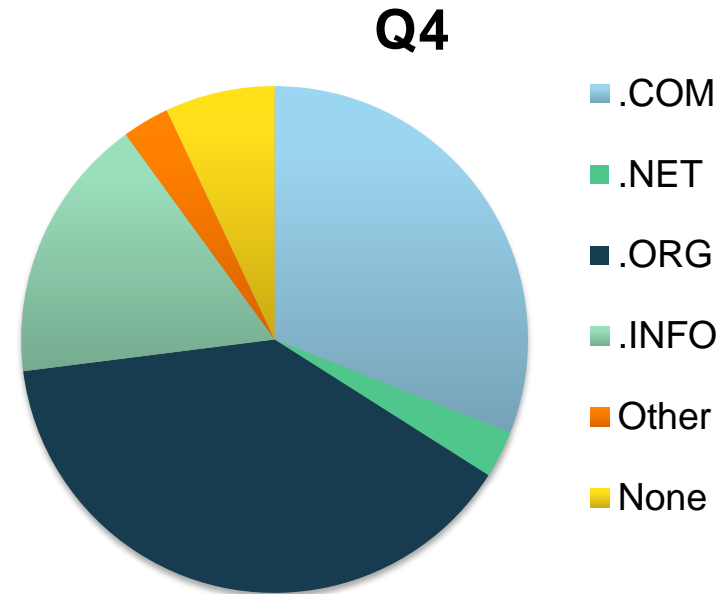
**Q3** Please rank the following items from 1-3 with 1 being the most trustworthy, 2 being the second most trustworthy and the 3 being the third most trustworthy place to find information about a charity or social causes. Please leave the remaining two items blank. The results of respondents choosing 1 as the most trustworthy include:

- **An organization's website – 74%**
- **An organization's Facebook page – 10%**
- **An organization's blog – 6%**
- **An organization's Twitter page – 4%**
- **An organization's LinkedIn page – 6%**



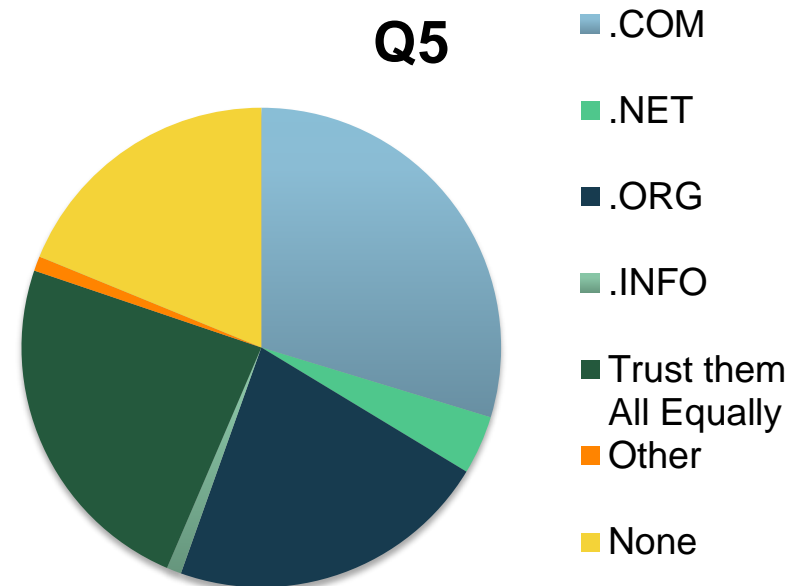
**Q4** When you are looking for information in a time of crisis (e.g. recall information, disaster relief information, donations), where are you most likely to find this information online. [Select one answer for 01-05. Randomize 01-04]

- **.COM – 31%**
- **.NET – 3%**
- **.ORG – 39%**
- **.INFO – 17%**
- **Other [Please specify] – 3 %**
- **None – 7%**



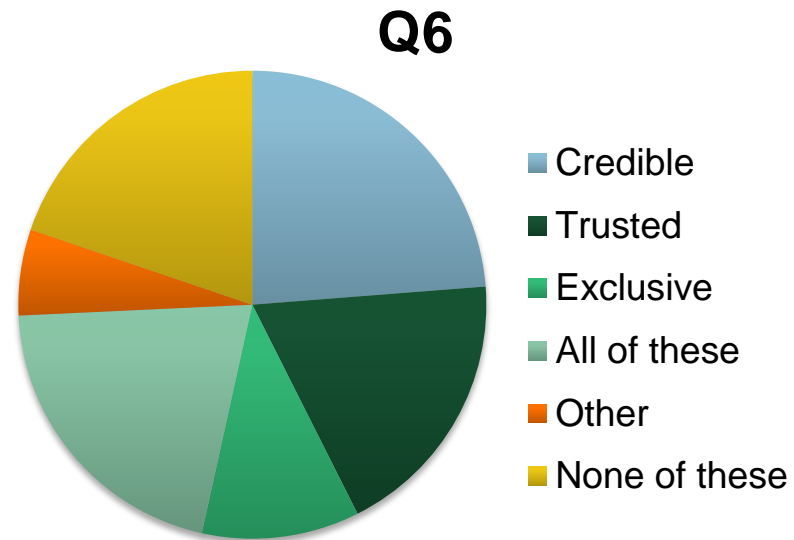
**Q5** Which website address are you most comfortable entering your credit card information to make an online donation?

- **.COM – 30%**
- **.NET – 4%**
- **.ORG – 22% (down 1%)**
- **.INFO – 1%**
- **I trust them all equally – 24%**
- **Other – ~1%**
- **None – 19%**



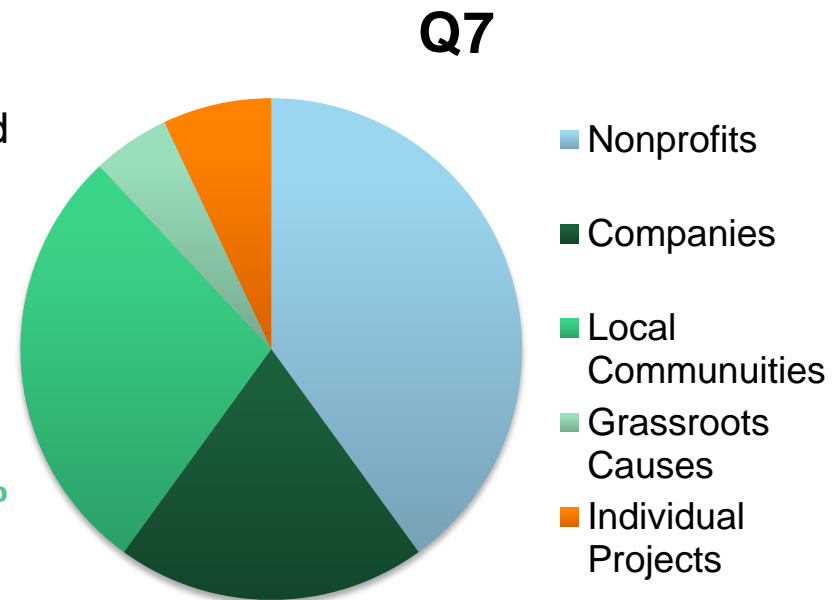
**Q6** Which word do you most commonly associate with the .ORG domain?

- **Credible – 24%**
- **Trusted – 19%**
- **Exclusive – 11%**
- **All of these – 21%**
- **Other -- 6%**
- **None of these – 20%**



**Q7** Which groups do you most commonly associate with the .ORG domain? Rank them in order from 1-5 with 1 being the group you most commonly associate with the .ORG domain, and 5 being the least. The results of respondents choosing 1 as the most commonly associated with the .ORG domain include:

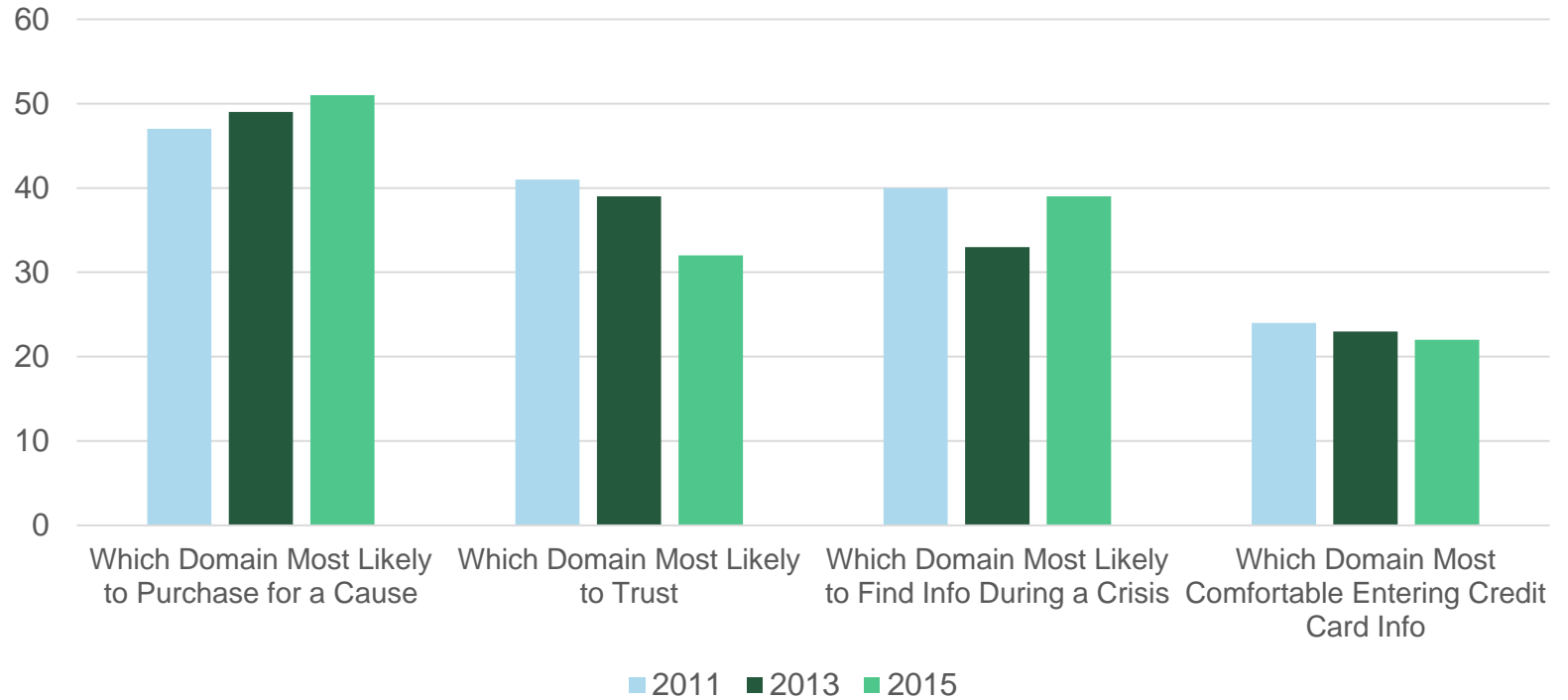
- **Nonprofits – 40%**
- **Companies – 20%**
- **Local communities & organizations – 28%**
- **Grassroots causes – 5%**
- **Individual projects – 7%**



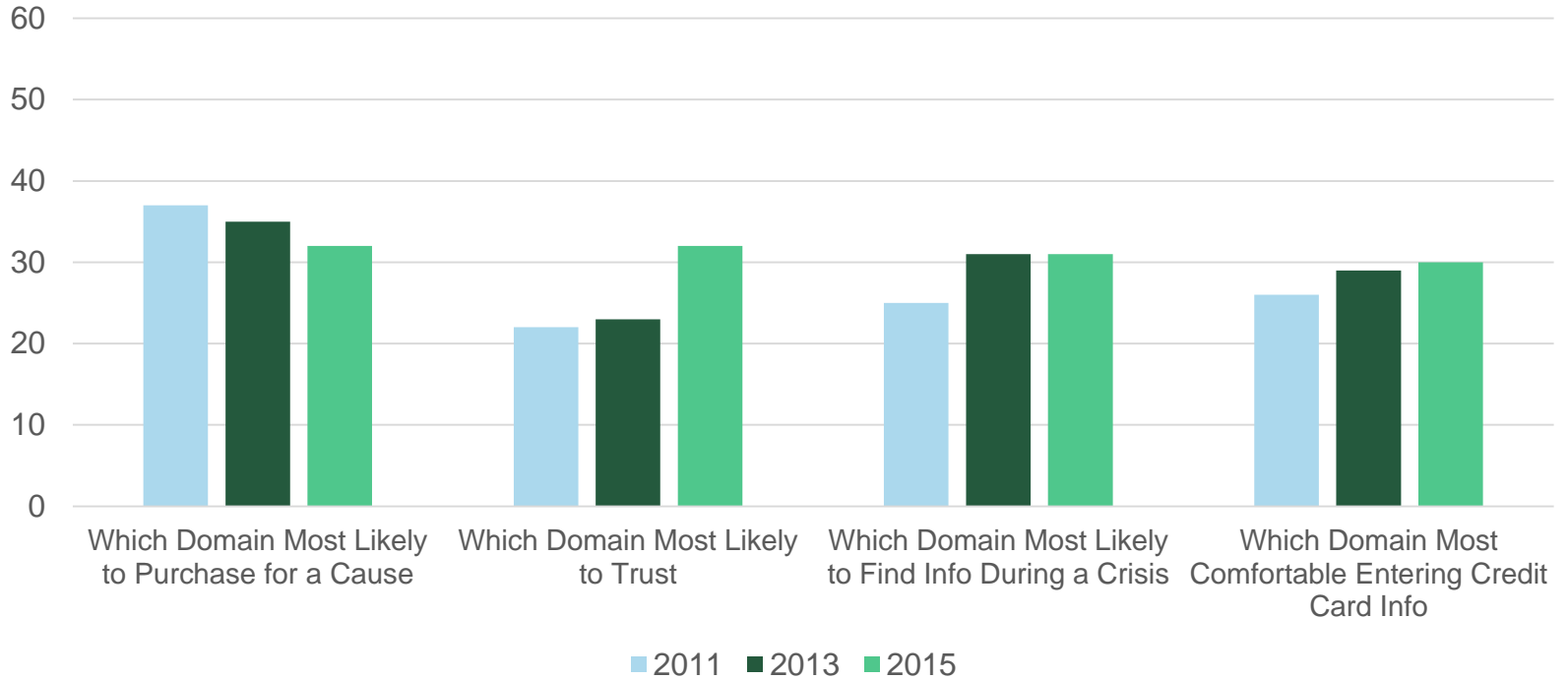


# **Year Over Year Results**

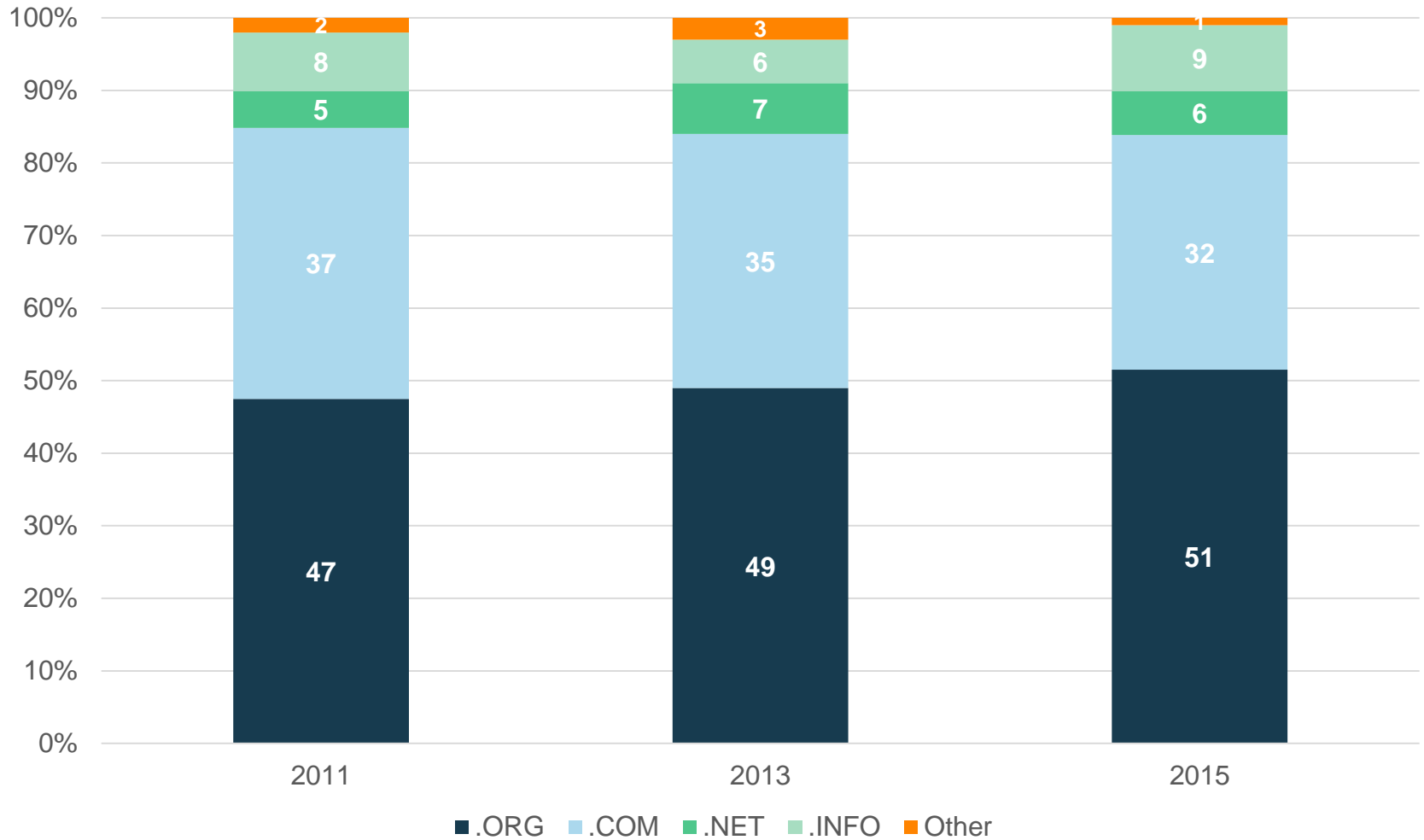
## .ORG Year Over Year Results



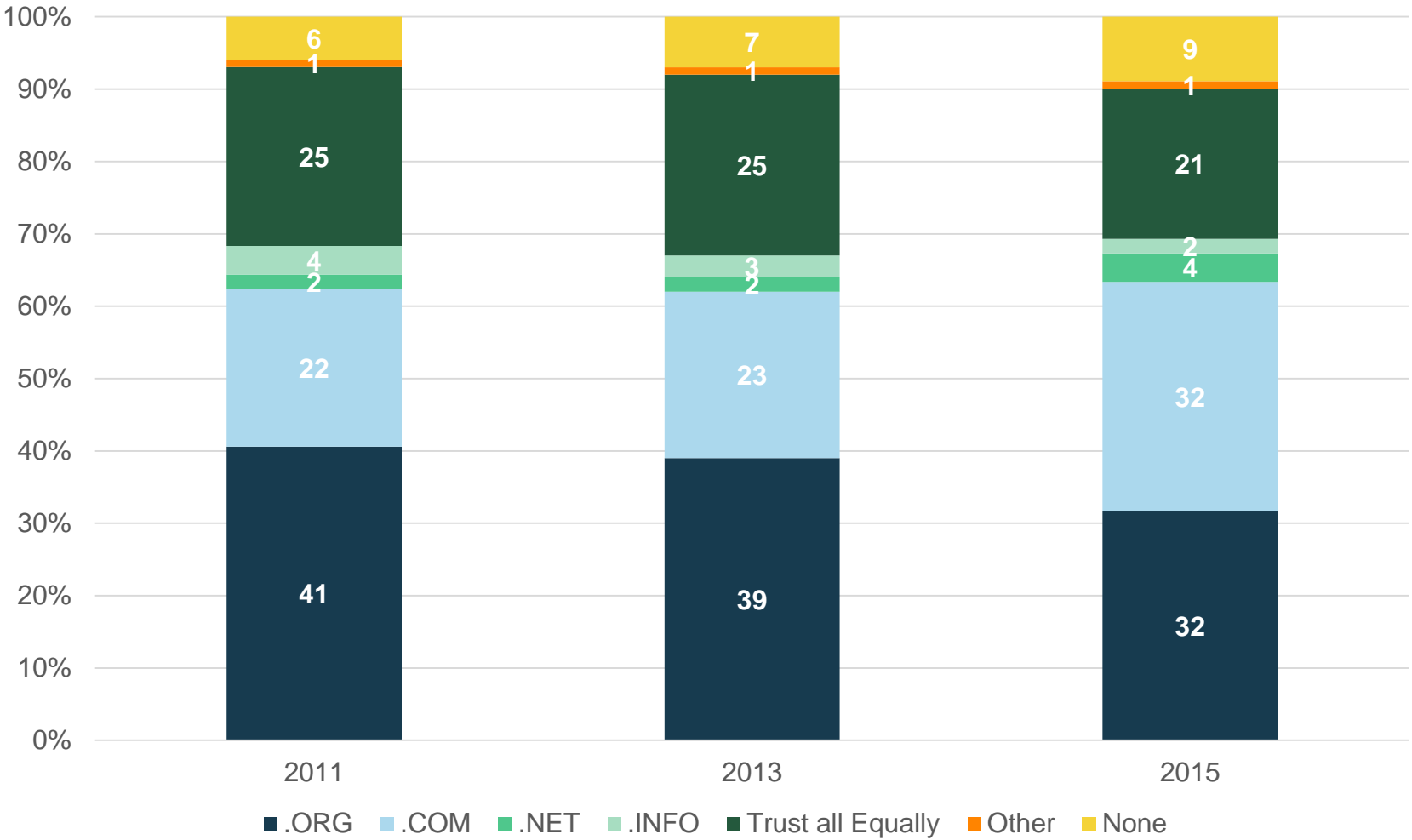
## .COM Year Over Year Results



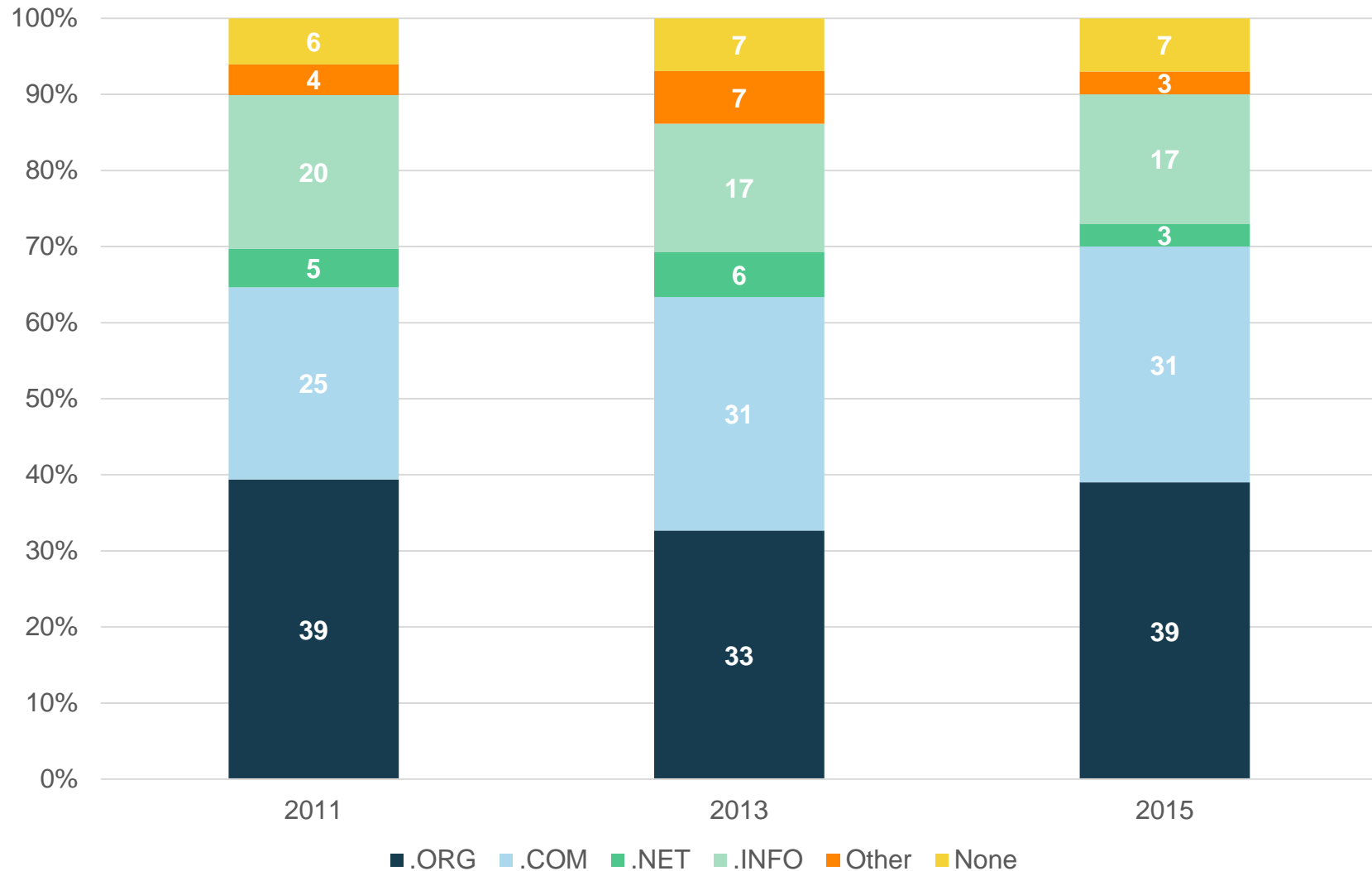
Q1 - If you have a cause (like environmental or health) that you are passionate about and you need to buy a domain name, which extension are you most likely to purchase?



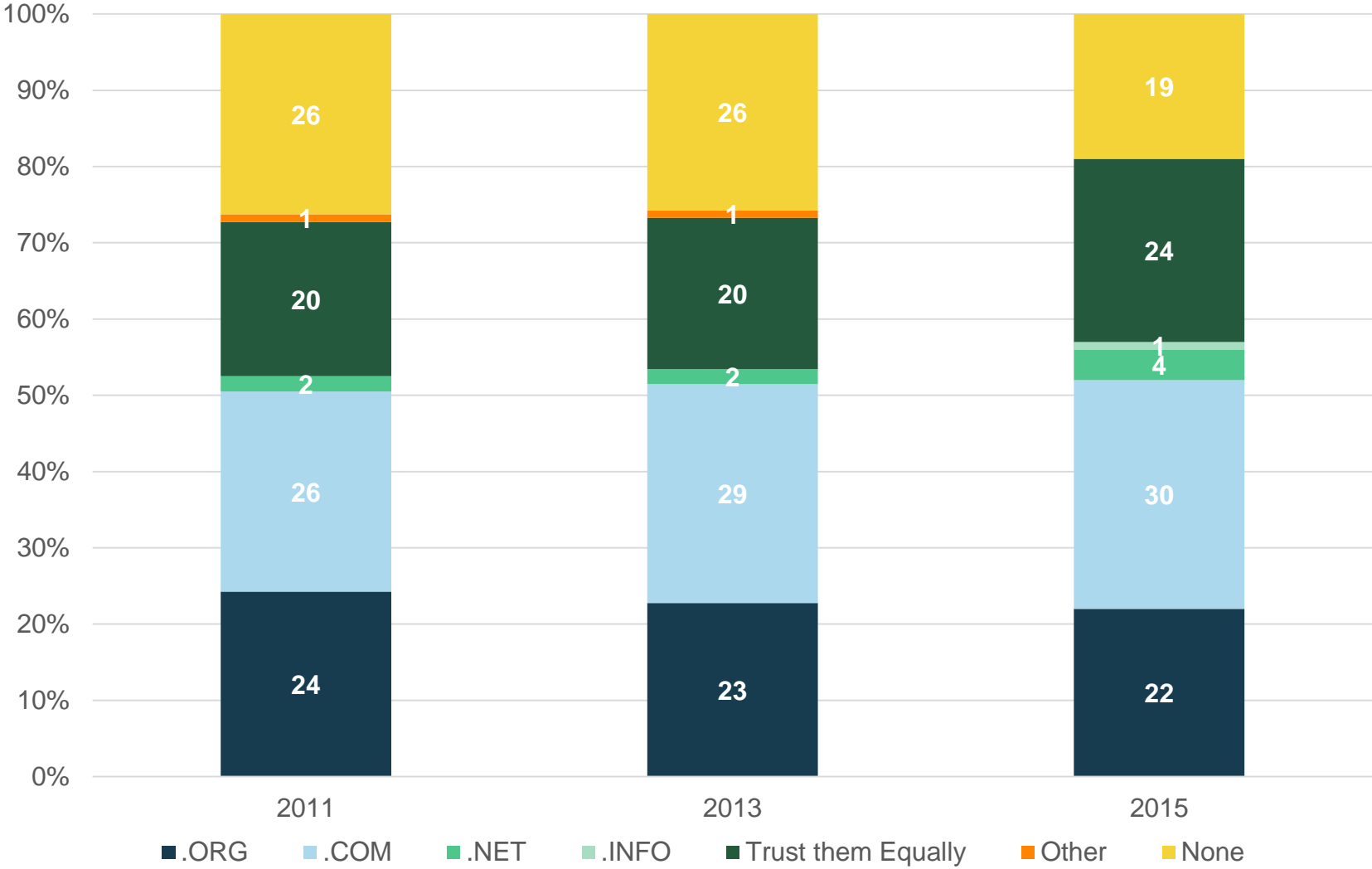
Q2 - Assuming there are four websites, all having similar content, but each with a different domain name, which one are you likely to trust the most?



Q4 - When you are looking for information in a time of crisis (e.g. recall information, disaster relief information, donations), where are you most likely to find this information online.



Q5 – Which website address are you most comfortable entering your credit card information to make an online donation?



# Survey Insights



**Q1:** If you have a cause (like environmental or health) that you are passionate about and you need to buy a domain name, which extension are you most likely to purchase?

---

**More respondents would choose to purchase .org as the domain of choice for a cause than any other domain**

51% of all respondents would choose the .org as the domain of choice for a cause – a 2% increase from 2013

---

Respondents across all categories were more likely to choose .org compared to all other options (.com, .info and .net)

---

Second to .org, 32% of respondents would chose to purchase the .com domain for their cause – this is a 3% decrease from 2013

---

**Q2:** Assuming there are four websites, all having similar content, but each with a different domain name, which one are you likely to trust the most?

---

**The demographic breakdown of respondents who trust .org the most include higher educated, higher household income, and women**

In total, respondents trusted .com and .org evenly at **32%**, - .org decreased from 7% while .com increased 9% from 2013

---

The results indicated that **higher educated respondents trusted .org** more than .com when compared to respondents without a college degree

---

The survey revealed respondents with a household income of \$50K or higher trusted .org compared to .com

---

When examining gender, **more women were likely to trust .org** over .com while men were more likely to choose .com instead

---

**Q3:** Please rank the following items from 1-3 with 1 being the most trustworthy, 2 being the second most trustworthy and the 3 being the third most trustworthy place to find information about a charity or social causes. Please leave the remaining two items blank.

---

**Websites continue to dominate as the most trustworthy place to find information about a charity or cause.**

**74% of respondents ranked an organization's website as the most trustworthy place to find information**

---

The study revealed 10% of respondents chose an organization's Facebook page as the most trustworthy destination

---

While an organization's website earned a mean ranking of 1.5, an organization's Facebook page and blog both earned a mean ranking of 3.1.

---

**Q4:** When you are looking for information in a time of crisis (e.g. recall information, disaster relief information, donations), where are you most likely to find this information online.

---

**.org grew as the domain of choice for respondents to visit when looking for information in a time of crisis**

**39% of all respondents go to .org** to find information in a time of crisis – up 6% compared to 2013

---

Respondents located in the **Southern and Western regions** of the U.S. are more likely to turn to the .org domain compared to the Northeast and Midwest who chose .com

---

Only 31% of respondents chose .com as their first choice for finding information in a time of crisis – the same percentage of respondents in 2013

---

## Q5: Which website address are you most comfortable entering your credit card information to make an online donation?

---

**The survey revealed an increase in trust among all domains over the last two years**

30% of respondents are most comfortable entering their information on the .com domain, which dominated across all categories

---

The survey revealed 22% of respondents were most comfortable choosing .org – a 1% decrease from 2013

---

**24% of respondents trusted all domains equally** compared to 20% revealed in 2013

---

19% of all respondents were not comfortable entering their credit card information on any domain

---

As education level increased, respondents were increasingly more comfortable going to .org with their credit card information

---

## Q6: Which word do you most commonly associate with the .ORG domain?

---

The majority of respondents believe the word **credible** best describes the .org domain.

24% of respondents associate the word **credible** with the .org domain while 21% associate all three words with .org: credible, trusted and exclusive

---

The study showed 11% of respondents associate the word exclusive with the .org domain

---

30% of higher educated respondents chose to describe the .org domain as credible compared to respondents without a college degree

---

**Q7:** Which groups do you most commonly associate with the .ORG domain? Rank them in order from 1-5 with 1 being the group you most commonly associate with the .ORG domain, and 5 being the least.

---

**Nonprofits** was the number one choice among all five groups which respondents most commonly associated with the .org domain

40% of respondents chose the **nonprofit** group as the most common group associated with the .org domain

---

The nonprofits group also had the lowest mean among all groups at 2.1 compared to individual projects which had the highest at 3.7 revealing it as the least common group associated with .org

---

The survey revealed **local communities** was the preferred second choice among 35% of respondents

---