

# ICANN Contracted Parties Satisfaction Survey

Tuesday, July 20, 2017

# Survey Demographics and Response

The survey was conducted using a scale of 1 to 5 with 1 = strongly agree and 5 = strongly disagree. As a result, scores in the range of 2.0 to 2.9 are good scores and indicate a positive view. Survey conducted April 28 – June 2 and interviews conducted June 23 – August 7.

Type of business	Response	Job Function	Response
Registry	46%	Business	57%
Registrar	53%	Legal/Policy	26%
Backend Registry	1%	Technical	17%

Regions	Response	Regions	Response
Asia/Pacific	45%	India	22%
Africa	15%	Middle East	18%
Latin & South Am	24%	North America	47%
Europe	65%		

Registration Services	Response	Service Offering	Response
Retail	87%	Domain Name Reg	97%
Wholesale	62%	Domain Name Hosting	72%
Aftermarket	24%	Proxy Registration	66%
Secondary	22%	Online Marketing	22%
		Email	66%
		Website Development	33%

Action	Response	Action	Response
Total Invites	100% [1,539]	Unique Response	11.3% [174]
Open Rate	46.1%	Completed Surveys	10.6% [163]
Click through Rate	17.1%	Invited Interviews	22
Response Rate	12.7% [196]	Completed Interviews	12

# Overview of Findings

Scale: 1 = Strongly Agree, 2 = Agree, 3 = Neutral, 4 = Disagree, 5 = Strongly Disagree

**ICANN’s contracted parties believe that ICANN is adequately performing it’s mission and supporting the community (figure 1).** The contacted parties expressed strong agreement that they want to participation in the policy and implementation process and that while ICANN has a hard job, ICANN performs its mission better than other similar organizations. They also tend to moderately agree that ICANN is responsive to the contracted parties, makes sound decisions and has the ability to meet its mission. Although a recurring theme was a lack of understanding of the industry and lack of industry operator experience.

Figure 1 – Leans toward Moderately Agree

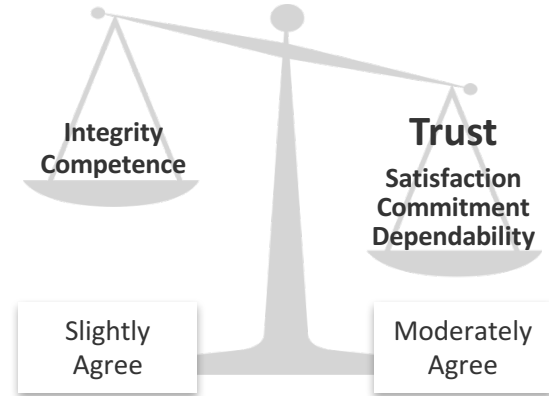
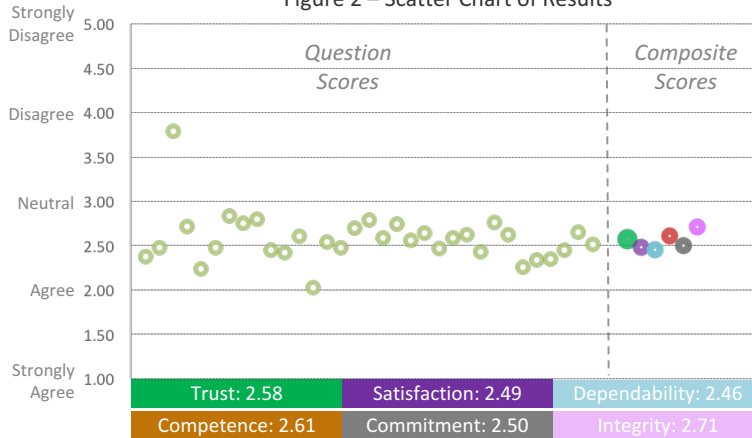


Figure 2 – Scatter Chart of Results



Results indicate the contracted parties strongly believe ICANN adequately performs its mission

The tight grouping of the responses around 2.5 with a small standard deviation of 0.28 (figure 2) indicates that the parties moderately agree or endorse ICANN’s performance and are satisfied with ICANN’s participation in the community. This balance likely results from the belief that ICANN has a hard job, that the organization has delivered valuable policies and programs and that it is valuable to participate in the ICANN process.

# Overview of Findings

Scale: 1 = Strongly Agree, 2 = Agree, 3 = Neutral, 4 = Disagree, 5 = Strongly Disagree

## **Trust Score 2.58 (Moderately Agree):**

Contracted parties tend to believe ICANN is doing an adequate job fulfilling its mission, generally treats the parties fairly and often delivers on its commitments. However, contracted parties often believe ICANN tends to unevenly bordering on unfairly their unique concerns and issues. In addition, they believe ICANN can often be painful to deal with and doesn't understand the market.

## **Satisfaction 2.49 (Moderately Agree):**

Contracted parties tend to agree that they benefit from a relationship with ICANN and that in general ICANN's policies are useful to the contracted parties. However, they only slightly agree they enjoy dealing with ICANN.

## **Dependability 2.46 (Moderately Agree):**

Contracted parties strongly believe they need to observe ICANNs work due to their limited trust in the ICANN policy process consistently resulting in the appropriate outcomes. Parties also tend to believe ICANN takes in to account community input when making policies.

## **Integrity 2.72 (Slightly Agree):**

Contracted parties slightly agree that ICANN takes into account their concerns when making a decision, but moderately agree ICANN treats the parties fairly and encourages them to participate, yet strongly agree ICANN pushes its own agenda.

## **Commitment 2.50 (Moderately Agree):**

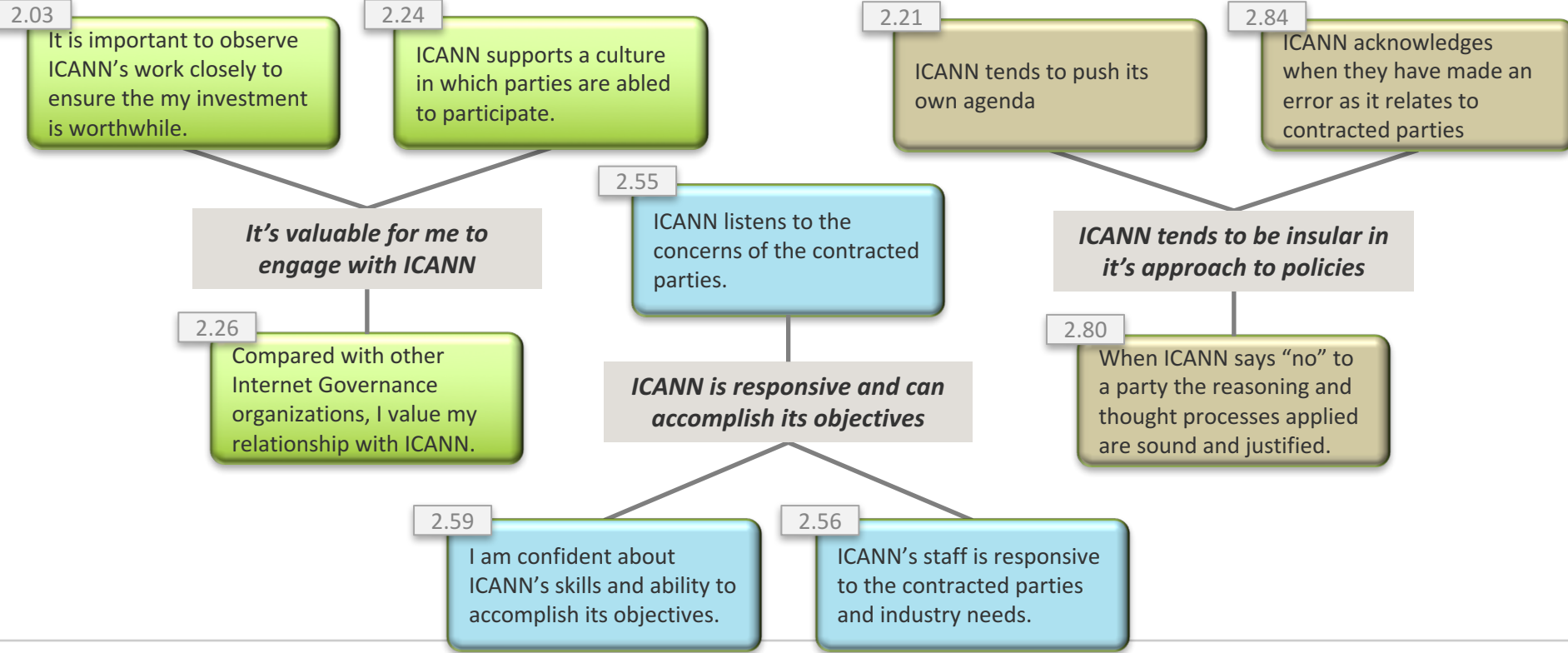
While contracted parties slightly agree that ICANN understands the domain name marketplace, they strongly believe that compared to other organizations ICANN plays a valuable role.

## **Competence 2.61 (Slightly Agree):**

Contracted parties tend to agree ICANN has the competency to achieve its mission, but only slightly believe ICANN is innovative, easy to communicate with, positively address a party's concern and understands how registrants use domains.

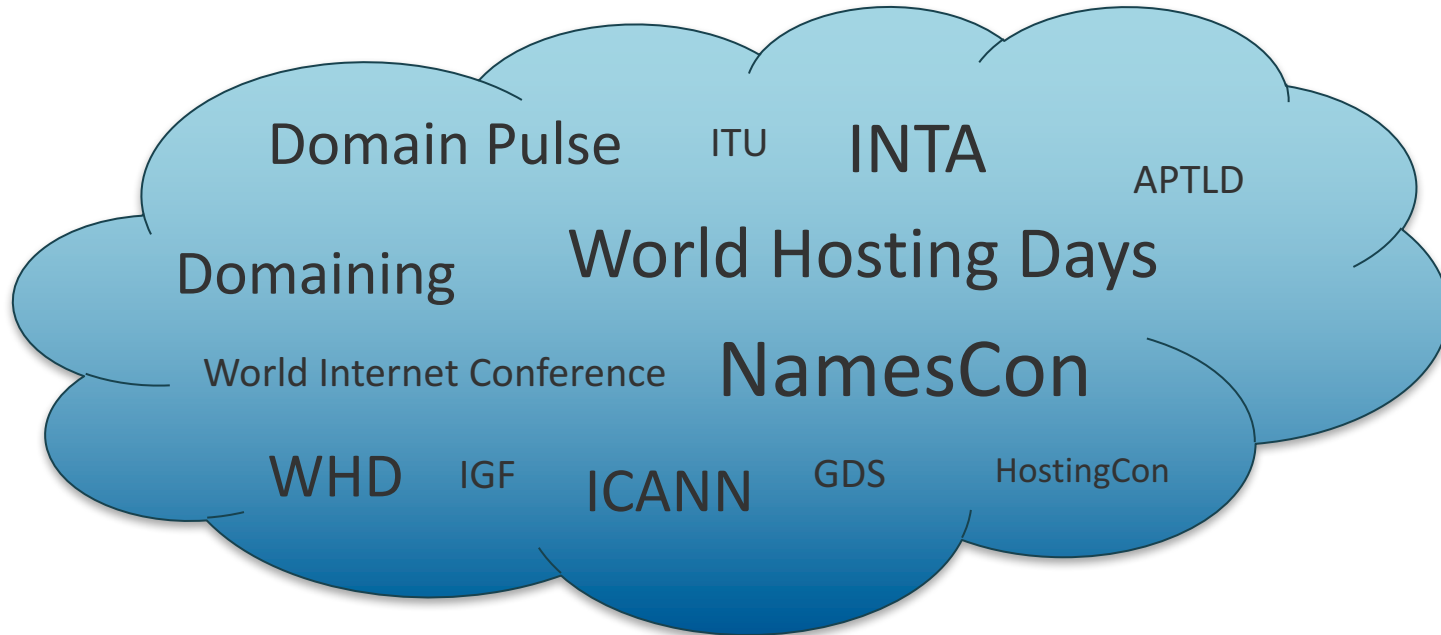
# Overview of Findings

Scale: 1 = Strongly Agree, 2 = Agree, 3 = Neutral, 4 = Disagree, 5 = Strongly Disagree



## Overview of Findings

### Top Industry Events Attended by the Respondents

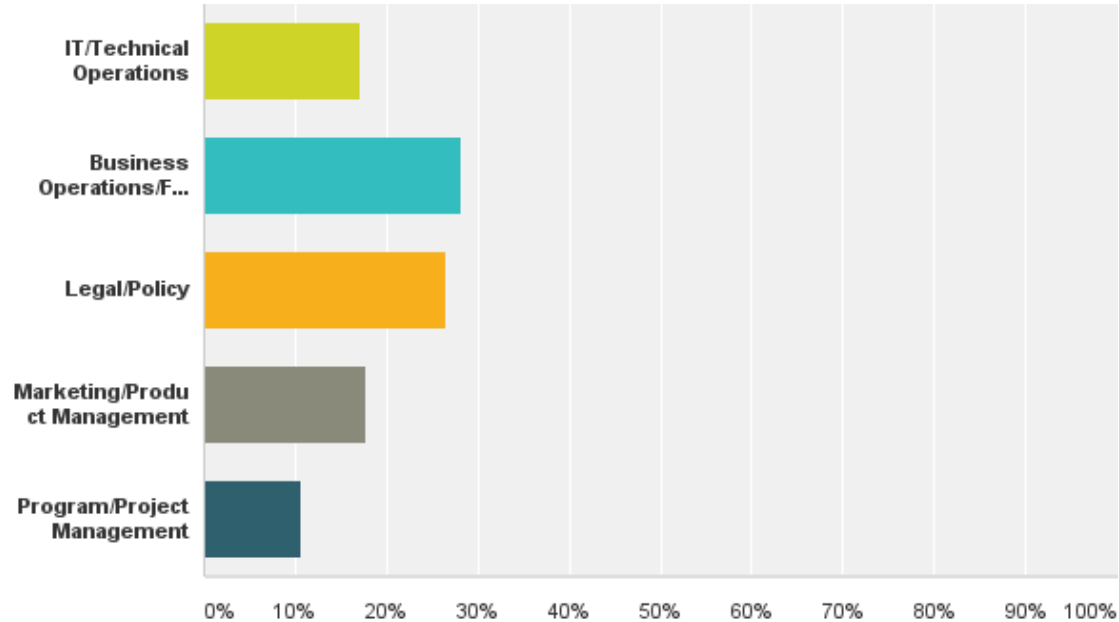


# Findings

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# Q1: Which of the following best describes your current role within your organization:

Answered: 170 Skipped: 26





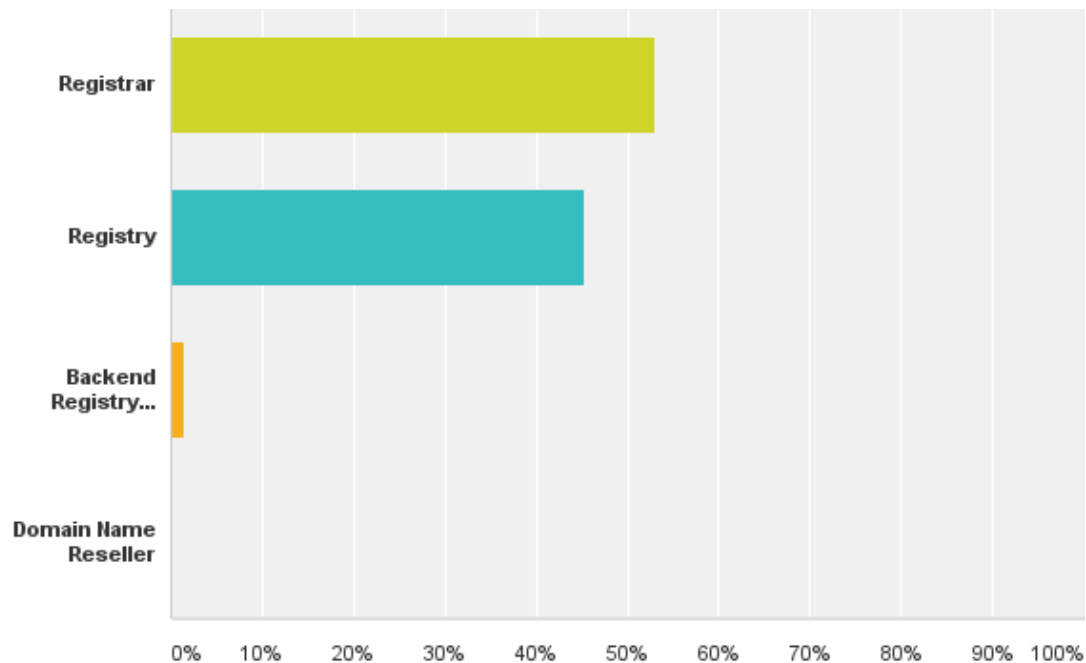
# Q1: Which of the following best describes your current role within your organization:

Answered: 170 Skipped: 26

Answer Choices	Responses
IT/Technical Operations	17.06% 29
Business Operations/Finance	28.24% 48
Legal/Policy	26.47% 45
Marketing/Product Management	17.65% 30
Program/Project Management	10.59% 18
<b>Total</b>	<b>170</b>

## Q2: Which of the following best characterizes your organization? (Select all that apply)

Answered: 192 Skipped: 4



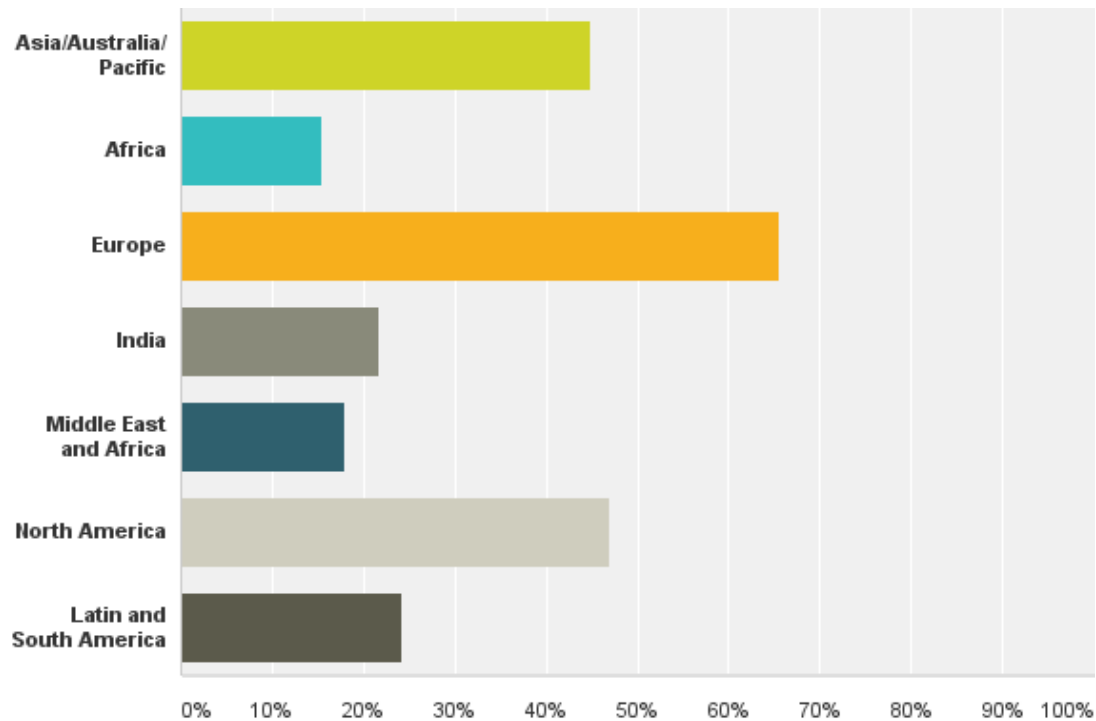
## Q2: Which of the following best characterizes your organization? (Select all that apply)

Answered: 192 Skipped: 4

Answer Choices	Responses	
Registrar	53.13%	102
Registry	45.31%	87
Backend Registry Services Operator	1.56%	3
Domain Name Reseller	0.00%	0
<b>Total</b>		<b>192</b>

### Q3: In which geographic markets does your company primarily do business? (Select all that apply)

Answered: 194 Skipped: 2



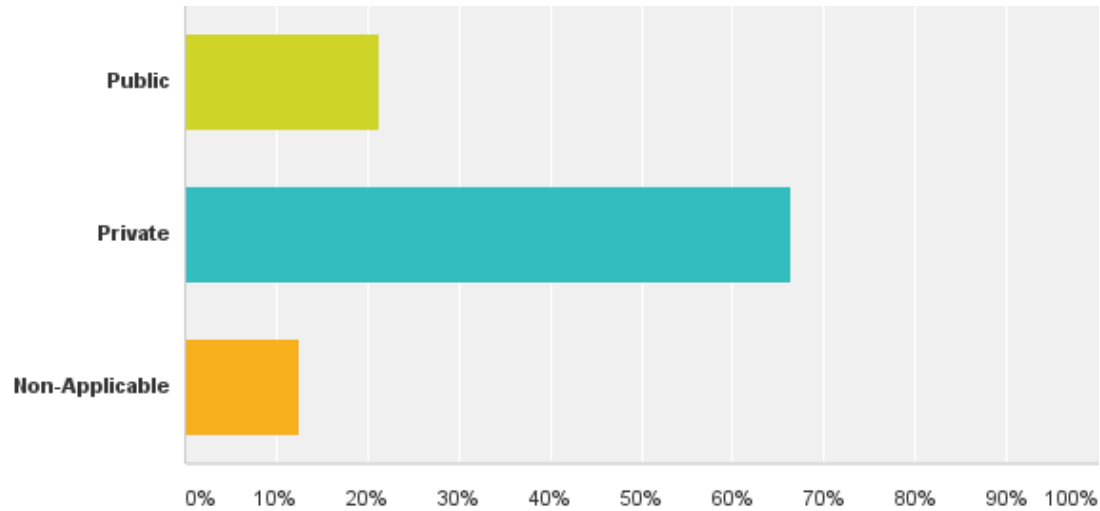
### Q3: In which geographic markets does your company primarily do business? (Select all that apply)

Answered: 194 Skipped: 2

Answer Choices	Responses	
Asia/Australia/Pacific	44.85%	87
Africa	15.46%	30
Europe	65.46%	127
India	21.65%	42
Middle East and Africa	18.04%	35
North America	46.91%	91
Latin and South America	24.23%	47
<b>Total Respondents: 194</b>		

## Q5: Is your company public or privately held?

Answered: 193 Skipped: 3



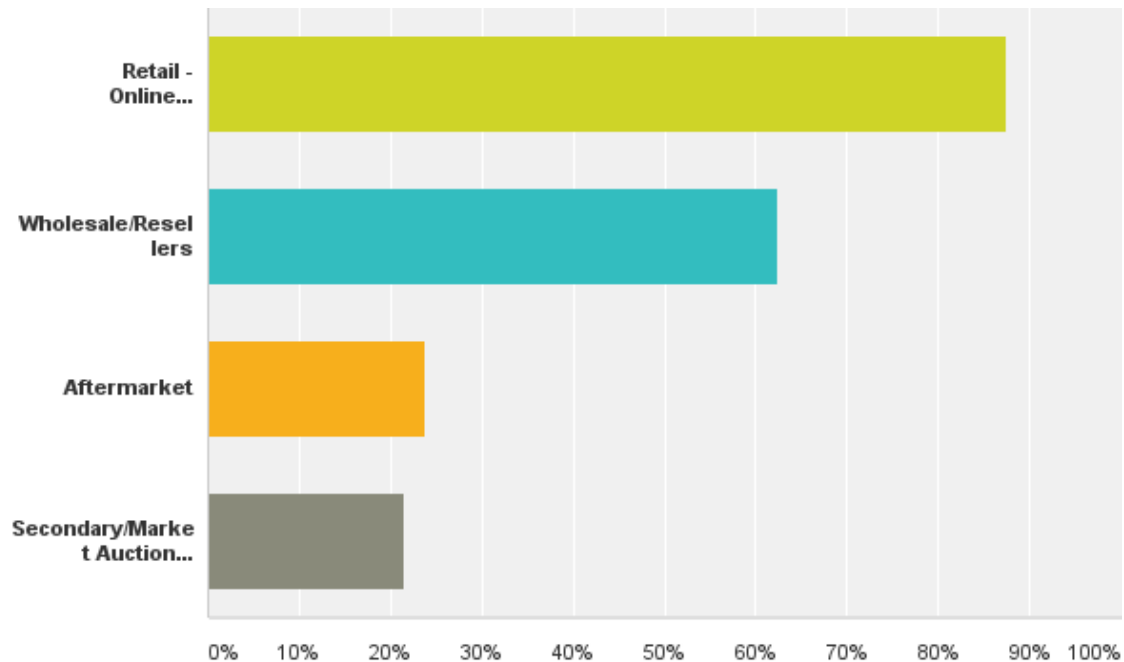
## Q5: Is your company public or privately held?

Answered: 193 Skipped: 3

Answer Choices	Responses
Public	21.24% 41
Private	66.32% 128
Non-Applicable	12.44% 24
<b>Total</b>	<b>193</b>

## Q6: Does your company offer domain name registrations? (Select all that apply)

Answered: 88 Skipped: 108





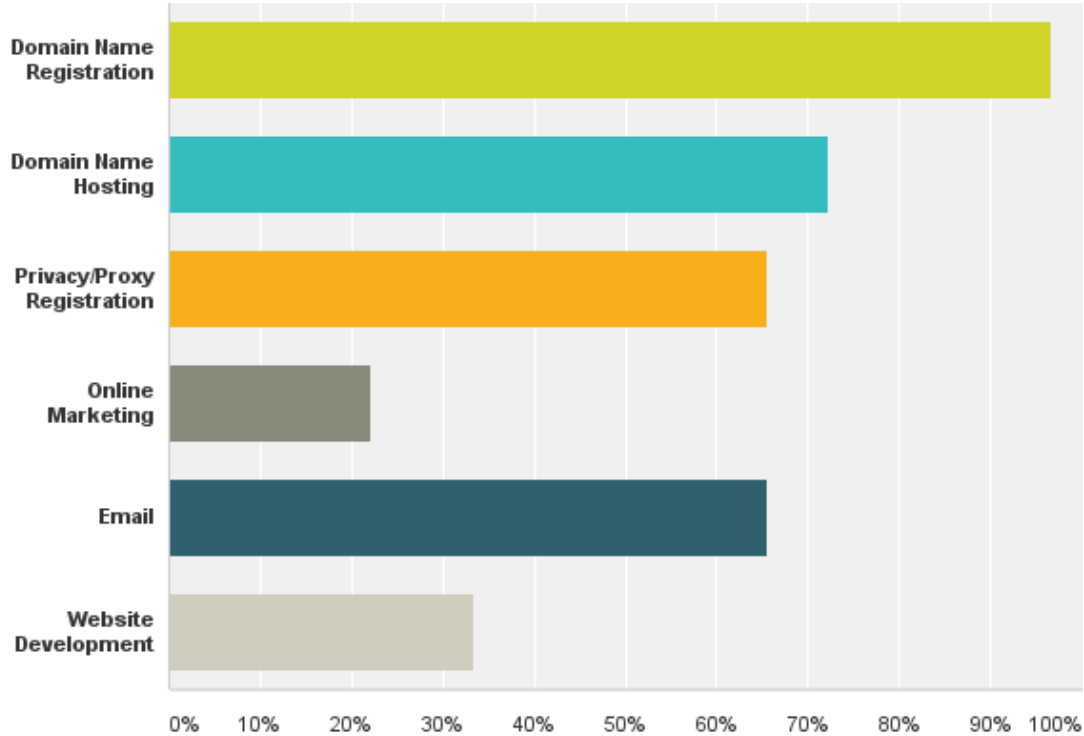
## Q6: Does your company offer domain name registrations? (Select all that apply)

Answered: 88 Skipped: 108

Answer Choices	Responses	
Retail - Online Storefront	<b>87.50%</b>	77
Wholesale/Resellers	<b>62.50%</b>	55
Aftermarket	<b>23.86%</b>	21
Secondary/Market Auction Services	<b>21.59%</b>	19
<b>Total Respondents: 88</b>		

# Q7: Which services does your company offer? (Select all that apply)

Answered: 90 Skipped: 106



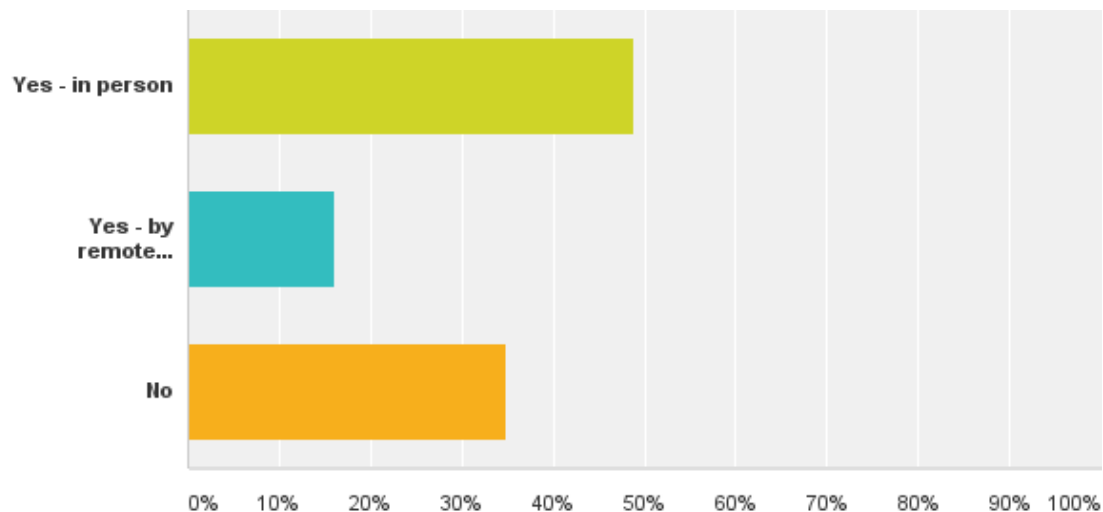
## Q7: Which services does your company offer? (Select all that apply)

Answered: 90 Skipped: 106

Answer Choices	Responses
Domain Name Registration	96.67% 87
Domain Name Hosting	72.22% 65
Privacy/Proxy Registration	65.56% 59
Online Marketing	22.22% 20
Email	65.56% 59
Website Development	33.33% 30
<b>Total Respondents: 90</b>	

## Q8: Do you or someone from your company actively participate in ICANN meetings?

Answered: 186 Skipped: 10



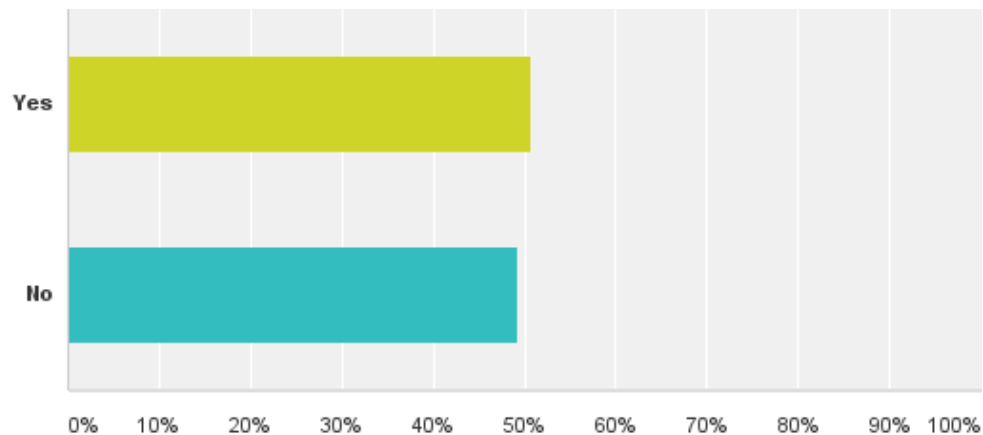
## Q8: Do you or someone from your company actively participate in ICANN meetings?

Answered: 186 Skipped: 10

Answer Choices	Responses
Yes - in person	48.92% 91
Yes - by remote participation	16.13% 30
No	34.95% 65
<b>Total</b>	<b>186</b>

## Q9: Did you or someone from your organization attend ICANN57 or ICANN58 meetings?

Answered: 183 Skipped: 13



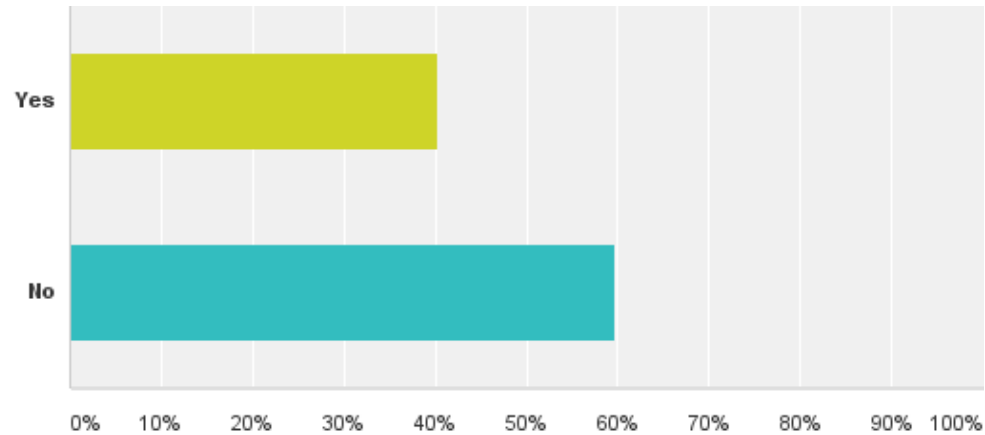
## Q9: Did you or someone from your organization attend ICANN57 or ICANN58 meetings?

Answered: 183 Skipped: 13

Answer Choices	Responses
Yes	50.82% 93
No	49.18% 90
<b>Total</b>	<b>183</b>

# Q10: Will you or someone from your organization attend, or did you or someone from your organization attend, the ICANN GDD Summit in Madrid in May 2017?

Answered: 184 Skipped: 12





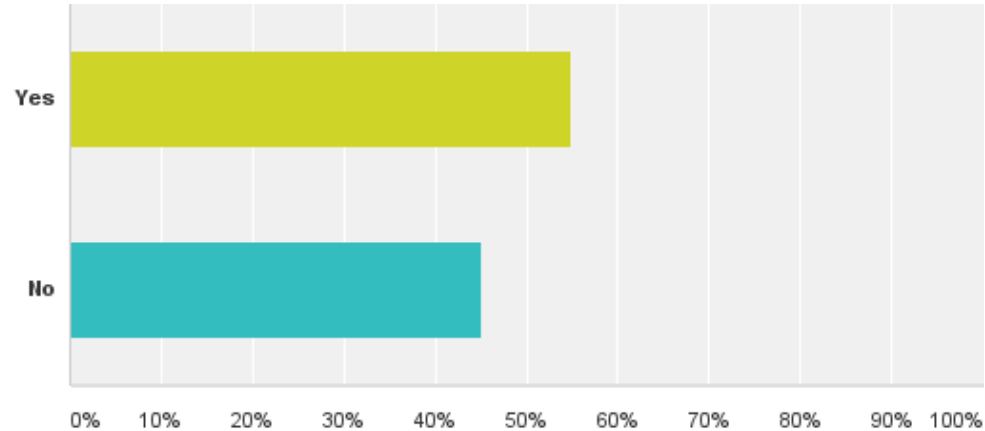
# Q10: Will you or someone from your organization attend, or did you or someone from your organization attend, the ICANN GDD Summit in Madrid in May 2017?

Answered: 184 Skipped: 12

Answer Choices	Responses	
Yes	40.22%	74
No	59.78%	110
<b>Total</b>	<b>184</b>	

# Q11: Do you or someone from your organization attend other domain name industry events? (e.g., ARIN, INTA, ITU, HostingCon, NamesCon, World Hosting Days)

Answered: 184 Skipped: 12



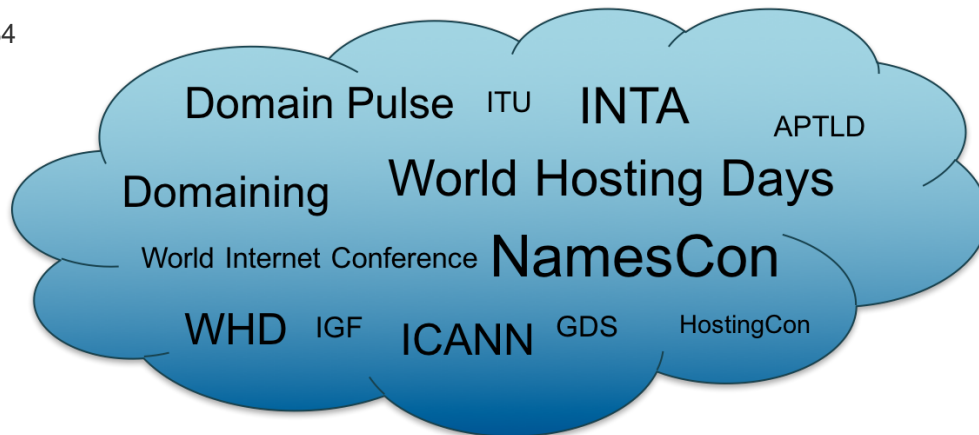
## Q11: Do you or someone from your organization attend other domain name industry events? (e.g., ARIN, INTA, ITU, HostingCon, NamesCon, World Hosting Days)

Answered: 184 Skipped: 12

Answer Choices	Responses	
Yes	54.89%	101
No	45.11%	83
<b>Total</b>		<b>184</b>

## Q12: Which domain name industry events do you/your organization attend?

Answered: 112 Skipped: 84



# Q13: Please tell us how strongly you agree or disagree with each statement below:

Answered: 171 Skipped: 25

## Integrity

	Strongly Agree (1)	Agree (2)	Neutral (3)	Disagree (4)	Strongly Disagree (5)	Total	Weighted Average*
ICANN organization treats its contracted parties fairly and justly.	14.04% 24	47.37% 81	27.49% 47	8.77% 15	2.34% 4	171	2.38
ICANN organization does not play favorites between the contracted parties.	14.04% 24	43.27% 74	26.90% 46	12.28% 21	3.51% 6	171	2.48
ICANN organization tends to push its own agenda.	22.81% 39	39.77% 68	31.58% 54	5.26% 9	0.58% 1	171	2.21
When ICANN organization makes an important decision regarding contracted parties I feel that my concerns were at least considered or taken into account during the process.	6.51% 11	39.05% 66	36.09% 61	12.43% 21	5.92% 10	169	2.72

\*Weighted Average = average response for each statement weighted by rank across all respondents.

# Q13: Please tell us how strongly you agree or disagree with each statement below:

## Integrity

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Weighted Average
ICANN organization supports a culture in which contracted parties are enabled to participate in the policy development and implementation process.	15.20% 26	55.56% 95	21.64% 37	5.26% 9	2.34% 4	171	<b>2.24</b>
ICANN organization consistently represents itself to contracted parties in alignment with its defined bylaws, roles and responsibilities.	11.31% 19	41.67% 70	37.50% 63	7.14% 12	2.38% 4	168	<b>2.48</b>
ICANN organization acknowledges when they have made an error as it relates to contracted parties.	7.65% 13	28.82% 49	41.18% 70	16.47% 28	5.88% 10	170	<b>2.84</b>
ICANN organization learns from mistakes and takes appropriate corrective action to prevent repeated errors.	9.36% 16	30.99% 53	39.77% 68	14.04% 24	5.85% 10	171	<b>2.76</b>
I trust when ICANN says “no” to a contracted party the reasoning and thought processes applied are sound and justified.	7.60% 13	33.33% 57	37.43% 64	14.62% 25	7.02% 12	171	<b>2.80</b>

# Q14: Please tell us how strongly you agree or disagree with each statement below:

Answered: 166 Skipped: 30

## Dependability

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Weighted Average
ICANN organization routinely delivers on its commitments to contracted parties.	11.45% 19	43.98% 73	35.54% 59	6.63% 11	2.41% 4	166	<b>2.45</b>
ICANN organization takes feedback from participants and/or organizations into account when making decisions that impact contracted parties.	10.24% 17	51.20% 85	25.90% 43	10.24% 17	2.41% 4	166	<b>2.43</b>
I trust the outcomes of the policy implementation process.	6.63% 11	44.58% 74	35.54% 59	7.23% 12	6.02% 10	166	<b>2.61</b>
I think it is important to observe ICANN organization's work closely to ensure the time investment by me or my organization is worthwhile.	22.29% 37	54.22% 90	21.69% 36	1.81% 3	0.00% 0	166	<b>2.03</b>

## Q14: Please tell us how strongly you agree or disagree with each statement below:

### Dependability

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Weighted Average
ICANN organization listens to the concerns of the contracted parties.	11.45% 19	44.58% 74	26.51% 44	12.05% 20	5.42% 9	166	<b>2.55</b>
I know how to escalate my concerns within the ICANN organization.	16.97% 28	45.45% 75	16.36% 27	14.55% 24	6.67% 11	165	<b>2.48</b>
My escalated concerns are treated with urgency and get the appropriate level of attention and consideration within the ICANN organization.	9.70% 16	34.55% 57	38.18% 63	11.52% 19	6.06% 10	165	<b>2.70</b>

# Q15: Please tell us how strongly you agree or disagree with each statement below:

Answered: 162 Skipped: 34

## Competence

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Weighted Average
ICANN is an innovative and forward-looking organization.	10.49% 17	30.86% 50	32.72% 53	20.99% 34	4.94% 8	162	<b>2.79</b>
I am confident about ICANN organization's skills and ability to accomplish its objectives.	12.96% 21	35.80% 58	33.33% 54	14.81% 24	3.09% 5	162	<b>2.59</b>
It has been my experience that it is easy to communicate my concerns to the ICANN organization.	9.26% 15	36.42% 59	30.86% 50	17.28% 28	6.17% 10	162	<b>2.75</b>
ICANN organization's staff is responsive to the contracted parties and industry needs.	11.73% 19	43.21% 70	28.40% 46	10.49% 17	6.17% 10	162	<b>2.56</b>
ICANN organization understands how registrants use domain names and related services (hosting, email, etc.).	12.35% 20	39.51% 64	26.54% 43	13.58% 22	8.02% 13	162	<b>2.65</b>



# Q15: Please tell us how strongly you agree or disagree with each statement below:

## Competence

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Weighted Average
ICANN organization's conferences and outreach activities routinely address key issues and concerns identified by participants within the industry.	11.73% 19	44.44% 72	32.72% 53	7.41% 12	3.70% 6	162	<b>2.47</b>
ICANN organization clearly and frequently communicates with my organization.	9.26% 15	43.21% 70	30.86% 50	12.35% 20	4.32% 7	162	<b>2.59</b>
I am confident in ICANN organization's ability to cooperate with people/organizations if a concern is raised.	10.56% 17	39.13% 63	31.06% 50	15.53% 25	3.73% 6	161	<b>2.63</b>
ICANN organization has established itself as a credible organization and has proven to be successful in its work.	13.75% 22	44.38% 71	30.63% 49	6.88% 11	4.38% 7	160	<b>2.44</b>

# Q16: Please tell us how strongly you agree or disagree with each statement below:

Answered: 160 Skipped: 36

## Commitment

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Weighted Average
ICANN organization has a clear understanding of the current domain name industry and marketplace pressures faced by contracted parties.	13.13% 21	33.75% 54	24.38% 39	20.63% 33	8.13% 13	160	<b>2.77</b>
ICANN organization's mission and plan to achieve that mission is clear and effectively communicated within the industry.	11.25% 18	37.50% 60	30.63% 49	18.13% 29	2.50% 4	160	<b>2.63</b>
Compared with other Internet Governance organizations, I value my relationship with ICANN organization.	20.63% 33	43.75% 70	27.50% 44	5.63% 9	2.50% 4	160	<b>2.26</b>
I am indifferent to the work of ICANN organization and am not interested in participating in policy development or ICANN meetings.	5.63% 9	9.38% 15	21.25% 34	41.25% 66	22.50% 36	160	<b>3.66</b>

## Q16: Please tell us how strongly you agree or disagree with each statement below:

### Satisfaction

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Weighted Average
ICANN organization and my organization benefit from the relationship.	13.29% 21	48.73% 77	31.01% 49	3.16% 5	3.80% 6	158	<b>2.35</b>
I am pleased with the relationship that ICANN organization has established with me and my organization.	13.84% 22	42.77% 68	30.82% 49	9.43% 15	3.14% 5	159	<b>2.45</b>
My organization enjoys dealing with ICANN organization overall.	13.21% 21	33.96% 54	32.08% 51	15.09% 24	5.66% 9	159	<b>2.66</b>
In general, I believe that nothing of value has been accomplished between ICANN organization and its constituents.	8.18% 13	8.18% 13	27.04% 43	40.25% 64	16.35% 26	159	<b>3.48</b>