

2018 ICANN Contracted Parties Satisfaction Survey

8 May 2018

Survey Demographics and Response

Type of business	Response	Job Function	Response
Registry	38%	Business	25%
Registrar	62%	Operations	24%
		Technical	16%
		Legal Policy	14%
		Marketing	11%
		Project Mgmt.	9%

Registration Services	Response	Service Offering	Response
Retail	87%	Domain Name Reg.	100%
Wholesale	63%	Domain Name Hosting	72%
Aftermarket	20%	Proxy Registration	61%
Secondary	14%	Online Marketing	19%
		Email	65%
		Website Development	32%

Regions Served	Response	Regions Served	Response
Asia/Pacific	30%	Latin/S. Amer.	10%
Africa	8%	North America	40%
Europe	53%		

2018
172 Total Responses

Survey launched: 7 March 2018
Survey closed: 13 April 2018

Registries:
- 542 – 63 resp. – 11.6%

Registrars list:
- 393 – 96 resp. – 24.4%

Registrar Families:
- 60 – 13 resp. – 21.7%

Total:
995 – 172 resp. – 17.3%
[Adj. participation rate: 17.6%]

N.B.: 2018 Survey had 1:1 ratio of Invitees to Contracted Parties which resulted in fewer invites but approximately the same number of Parties included.

2017
196 Total Responses

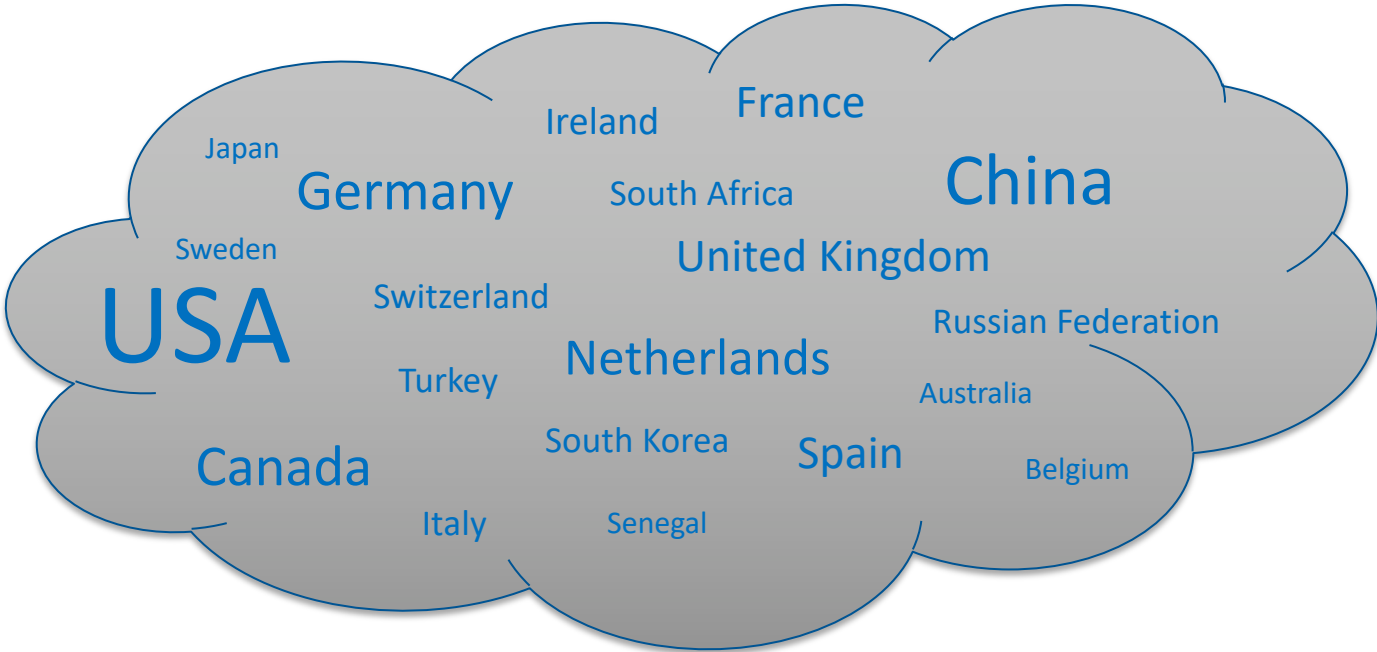
Survey launched: 28 April 2017
Survey closed: 2 June 2017

Registry Operators:
- 1,075 – 105 responses – 9.8%

Registrars:
- 468 – 91 responses – 19.4%

Total:
1,543 – 196 resp. – 12.7%
[Adj. participation rate: 12.9%]

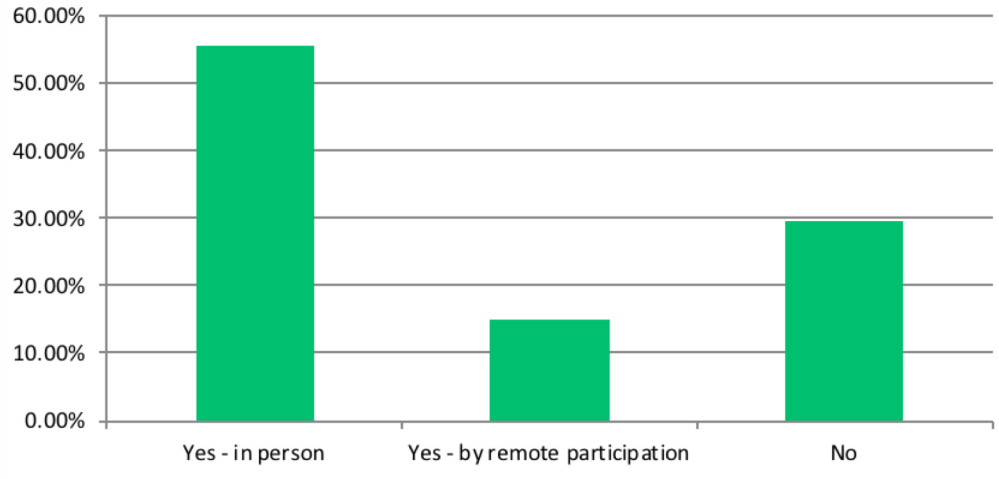
Survey Demographics – Location of Respondents



Q4: Where is your company headquartered?

Survey Response – ICANN Meeting Participation

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



Answer Choices	Responses	
Yes – in person	55.6%	90
Yes – by remote participation	14.81%	24
No	29.63%	48
Total		162

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

Survey Demographics – Top Industry Events Attended



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

Review of Survey Scoring Methodology

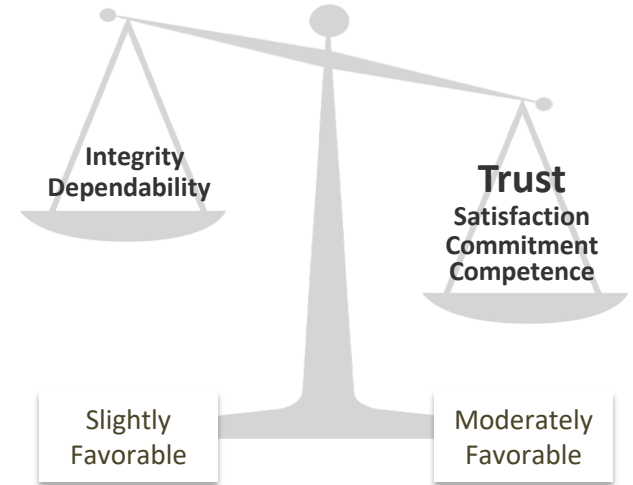
As with the 2017 survey, this year's survey findings were measured on a sliding 5-point scale with 1 = Very Favorable, 3 = Neutral and 5 = Very Displeased. The survey questions were presented across five categories:

- Integrity
- Dependability
- Competence
- Commitment, and
- Satisfaction.

The scores from the questions for each category were gathered into a weighted average for each category. The category scores were in turn averaged into an overall Trust Score.

For the most part, the scores were very similar to the 2017 survey with minor changes. Contracted Parties give ICANN's GDD strong marks in Commitment, Competence and Satisfaction (2.47, 2.51 and 2.55 respectively). And while Integrity and Dependability received lower rankings their scores stayed in the Favorable range (2.65 for both).

The biggest changes were in the Dependability score (increased from 2.46 to 2.65) and in the Integrity score (decreased from 2.72 to 2.65).



Summary of Findings

Trust Score 2.58 (Moderately Favorable):

Contracted Parties give ICANN's GDD largely favorable grades and an overall score consistently in line with 2017's results. The biggest change in scores was in Dependability – which went from the strongest category in 2017 to the weakest in 2018. Commitment and Competence went from the bottom of the scores in 2017 to first and second overall in 2018.

Commitment 2.47 (Favorable):

Contracted Parties believe that ICANN's GDD understands the domain name industry, has a clear and consistent mission and is a highly valued Internet governance organization that compares well with similar organizations.

Competence 2.51 (Favorable):

Respondents gave GDD's staff strong marks for their responsiveness to the needs of the registry/registrar community and noted confidence in GDD's abilities to address concerns raised within the industry. Weakest grades in this category were for innovation and communication.

Satisfaction 2.55 (Moderately Favorable):

The Contracted Parties generally have favorable working relationship with GDD. GDD should note with concern that the Parties' belief that "nothing of value" has been accomplished has increased to a nearly Neutral ranking.

Integrity 2.65 (Slightly Favorable):

This category saw pleasant gains this year (from 2.72 in 2017) but also saw the second worst individual score for the survey as respondents still believe that GDD tends to "push its own agenda." This trait scored a 3.47 (past Neutral) which is actually an improvement over the 2017 score of 3.79.

Dependability 2.65 (Slightly Favorable):

This category saw the greatest change from 2017 – from 1st to last place – and had the highest score for an individual trait for the survey that was also the highest swing year-over-year. Respondents noted concern with the value of their time investment in GDD work (from 2.03 in 2017 to 3.73 in 2018!).

Trust Score – 2017 to 2018

ICANN Contracted Parties Satisfaction Survey
Trust Score 2017 - 2018

	Weighted Average		Impact	Trust Score	
	2017	2018		2017	2018
Integrity	2.72	2.65	0.30	0.82	0.80
Dependability	2.46	2.65	0.20	0.49	0.53
Competence	2.61	2.51	0.25	0.65	0.63
Commitment	2.50	2.47	0.15	0.38	0.37
Satisfaction	2.49	2.55	0.10	0.25	0.25
			1.00	2.59	2.58

Scale: 1 = Very Favorable; 3 = Neutral; 5 = Very Displeased

The **Trust Score for 2018** was nearly identical to the 2017 score with a **favorable result of 2.58** (Favorable/leaning Neutral).

Questions were changed to focus on the GDD specifically rather than ICANN as a whole for the 2018 survey.

The **strongest scores** (year-over-year) were recorded in **Competence, Integrity and Commitment**.

While the **greatest setbacks** were in **Dependability and Satisfaction** (increase of 0.19 and 0.05 respectively).

Findings

Scoring Report Breakout by Category

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

Integrity	Strongly Agree		Agree		Neutral - do not agree or disagree		Disagree		Strongly Disagree		Total	Weighted Average	2017 Average
	%	Count	%	Count	%	Count	%	Count	%	Count			
GDD treats its contracted parties fairly and justly.	14.39%	20	45.32%	63	34.53%	48	4.32%	6	1.44%	2	139	2.33	2.38
GDD does not play favorites between the contracted parties.	14.49%	20	37.68%	52	38.41%	53	9.42%	13	0.00%	0	138	2.43	2.48
GDD tends to push its own agenda.	9.35%	13	36.69%	51	46.76%	65	6.47%	9	0.72%	1	139	3.47	3.79
When GDD makes an important decision regarding contracted parties, I feel that my concerns were at least considered or taken into account during the process.	5.07%	7	34.06%	47	48.55%	67	10.14%	14	2.17%	3	138	2.7	2.72
GDD supports a culture in which contracted parties are enabled to participate in the policy development and implementation process.	15.83%	22	46.76%	65	32.37%	45	3.60%	5	1.44%	2	139	2.28	2.24
GDD consistently represents itself to contracted parties in alignment with its defined mission, vision, roles and responsibilities.	11.68%	16	34.31%	47	45.26%	62	8.76%	12	0.00%	0	137	2.51	2.48
GDD acknowledges when they have made an error as it relates to contracted parties.	7.97%	11	27.54%	38	48.55%	67	10.87%	15	5.07%	7	138	2.78	2.84
GDD learns from past mistakes and takes appropriate corrective action to prevent repeated errors.	9.49%	13	27.74%	38	52.55%	72	9.49%	13	0.73%	1	137	2.64	2.76
I trust when GDD says "no" to a contracted party, the reasoning and thought processes applied are sound and justified.	8.76%	12	30.66%	42	43.07%	59	14.60%	20	2.92%	4	137	2.72	2.8
												2.65	2.72

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

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

Dependability	Strongly Agree		Agree		Neutral - do not agree or disagree		Disagree		Strongly Disagree		Total	Weighted Average	2017 Average
	%	Count	%	Count	%	Count	%	Count	%	Count			
GDD routinely delivers on its commitments to contracted parties.	12.59%	17	37.04%	50	42.96%	58	5.19%	7	2.22%	3	135	2.47	2.45
GDD takes feedback from participants and/or organizations into account when making decisions that impact contracted parties.	10.37%	14	45.93%	62	34.07%	46	7.41%	10	2.22%	3	135	2.45	2.43
I trust the outcomes of the policy implementation process.	8.89%	12	43.70%	59	31.85%	43	12.59%	17	2.96%	4	135	2.57	2.61
I think it is important to observe GDD work closely to ensure the time investment by my organization or me is worthwhile.	17.04%	23	42.96%	58	37.04%	50	2.22%	3	0.74%	1	135	3.73	2.03
GDD listens to the concerns of the contracted parties.	11.85%	16	48.15%	65	31.85%	43	5.93%	8	2.22%	3	135	2.39	2.55
I know how to escalate my concerns within the GDD.	18.52%	25	37.78%	51	30.37%	41	10.37%	14	2.96%	4	135	2.41	2.48
My escalated concerns are treated with urgency and get the appropriate level of attention and consideration within the GDD.	14.18%	19	31.34%	42	44.03%	59	8.21%	11	2.24%	3	134	2.53	2.7
												2.65	2.46

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

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

Competence	Strongly Agree		Agree		Neutral - do not agree or disagree		Disagree		Strongly Disagree		Total	Weighted Average	2017 Average
	%	Count	%	Count	%	Count	%	Count	%	Count			
GDD is an innovative and forward-looking organization.	9.63%	13	28.15%	38	44.44%	60	14.81%	20	2.96%	4	135	2.73	2.79
I am confident about GDD skills and ability to accomplish its objectives.	10.45%	14	41.79%	56	38.06%	51	8.21%	11	1.49%	2	134	2.49	2.59
It has been my experience that it is easy to communicate my concerns to the GDD.	18.05%	24	35.34%	47	37.59%	50	6.02%	8	3.01%	4	133	2.41	2.75
GDD staff is responsive to the contracted parties and industry needs.	15.04%	20	38.35%	51	38.35%	51	7.52%	10	0.75%	1	133	2.41	2.56
GDD understands how registrants use domain names and related services (hosting, email, etc.).	13.74%	18	35.88%	47	38.17%	50	9.92%	13	2.29%	3	131	2.51	2.65
GDD's conferences and outreach activities routinely address key issues and concerns identified by participants within the industry.	11.28%	15	39.10%	52	42.86%	57	6.77%	9	0.00%	0	133	2.45	2.47
GDD clearly and frequently communicates with my organization.	12.78%	17	28.57%	38	42.11%	56	14.29%	19	2.26%	3	133	2.65	2.59
I am confident in GDD's ability to cooperate with people/organizations if a concern is raised.	12.03%	16	44.36%	59	34.59%	46	7.52%	10	1.50%	2	133	2.42	2.63
GDD has established itself as a credible organization and has proven to be successful in its work.	12.78%	17	36.09%	48	42.86%	57	6.77%	9	1.50%	2	133	2.48	2.44
												2.51	2.61

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

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

Commitment	Strongly Agree		Agree		Neutral - do not agree or disagree		Disagree		Strongly Disagree		Total	Weighted Average	2017 Average
GDD strives to continuously improve and enhance its services to its contracted parties. **	14.60%	20	44.53%	61	30.66%	42	8.76%	12	1.46%	2	137	2.38	--
GDD has a clear understanding of the current domain name industry and marketplace challenges faced by contracted parties.	14.50%	19	34.35%	45	33.59%	44	13.74%	18	3.82%	5	131	2.58	2.77
GDD's mission and plans to achieve that mission are clear and effectively communicated within the industry.	11.36%	15	34.85%	46	37.88%	50	13.64%	18	2.27%	3	132	2.61	2.63
Compared with other Internet Governance organizations, I value my relationship with GDD and the ICANN organization.	19.70%	26	40.15%	53	34.09%	45	4.55%	6	1.52%	2	132	2.28	2.26
I am indifferent to the work of GDD and am not interested in participating in policy development or ICANN meetings.	4.55%	6	11.36%	15	30.30%	40	34.85%	46	18.94%	25	132	2.48	2.3442
												2.47	2.50

**New question for 2018 survey.

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

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

Satisfaction	Strongly Agree		Agree		Neutral - do not agree or disagree		Disagree		Strongly Disagree		Total	Weighted Average	2017 Average
	%	Count	%	Count	%	Count	%	Count	%	Count			
GDD and my organization benefit from the relationship.	12.88%	17	43.94%	58	38.64%	51	3.79%	5	0.76%	1	132	2.36	2.35
I am pleased with the relationship that GDD has established with me and my organization.	14.50%	19	41.22%	54	32.06%	42	10.69%	14	1.53%	2	131	2.44	2.45
My organization enjoys dealing with GDD overall.	11.36%	15	33.33%	44	44.70%	59	6.82%	9	3.79%	5	132	2.58	2.66
In general, I believe that nothing of value has been accomplished between GDD and other divisions within ICANN.	6.82%	9	12.12%	16	46.21%	61	23.48%	31	11.36%	15	132	2.8	2.5159
												2.55	2.49

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

Appendix

Survey Response Metrics – 2018 v. 2017

2018

172 Total Responses

Survey launched: 7 March 2018

Survey closed: 13 April 2018

Registry list:

- 542 invited – 63 responses – 11.6%

Registrars list:

- 393 – 96 responses – 24.4%

Registrar Families list:

- 60 – 13 responses – 21.7%

Total: 995 invites – 172 resp. – 17.3%

[Adjusted participation rate: 17.6%]

2017

196 Total Responses

Survey launched: 28 April 2017

Survey closed: 2 June 2017

Registry Operators list:

- 1,075 invited – 105 responses – 9.8%

Registrars list:

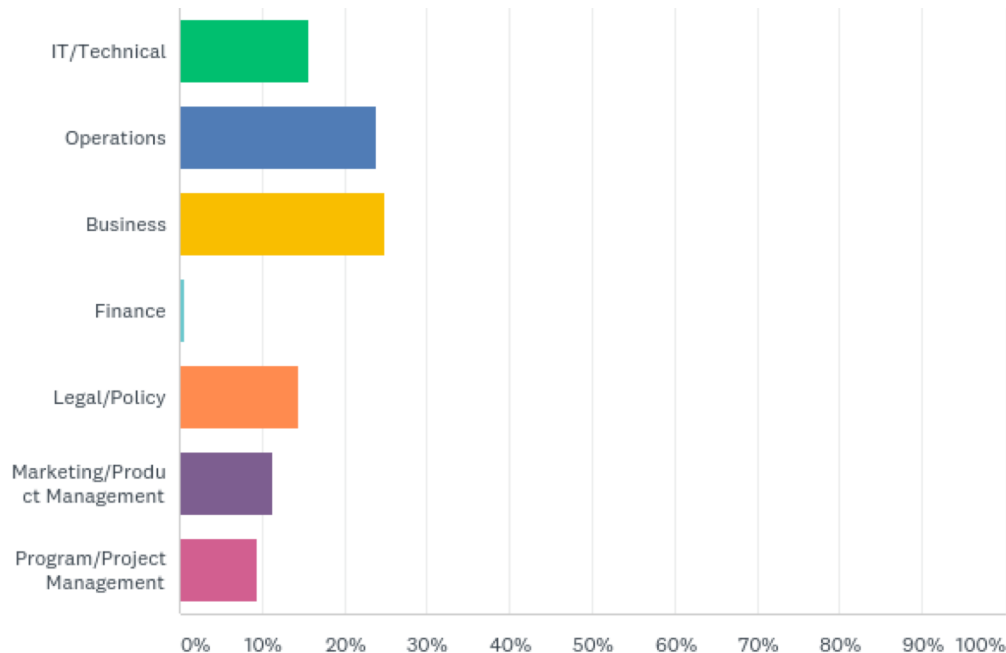
- 468 – 91 responses – 19.4%

Total: 1,543 invites – 196 resp. – 12.7%

[Adjusted participation rate: 12.9%]

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

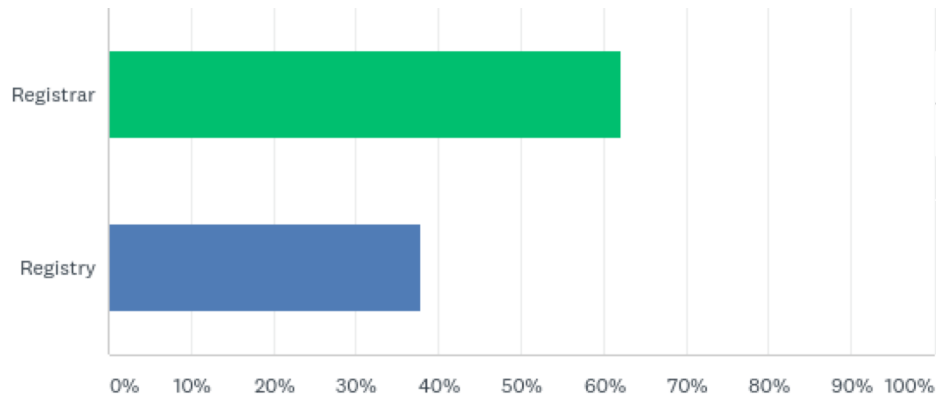
Answered: 160 Skipped: 12



ANSWER CHOICES	RESPONSES	
IT/Technical	15.63%	25
Operations	23.75%	38
Business	25.00%	40
Finance	0.63%	1
Legal/Policy	14.37%	23
Marketing/Product Management	11.25%	18
Program/Project Management	9.38%	15
TOTAL		160

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

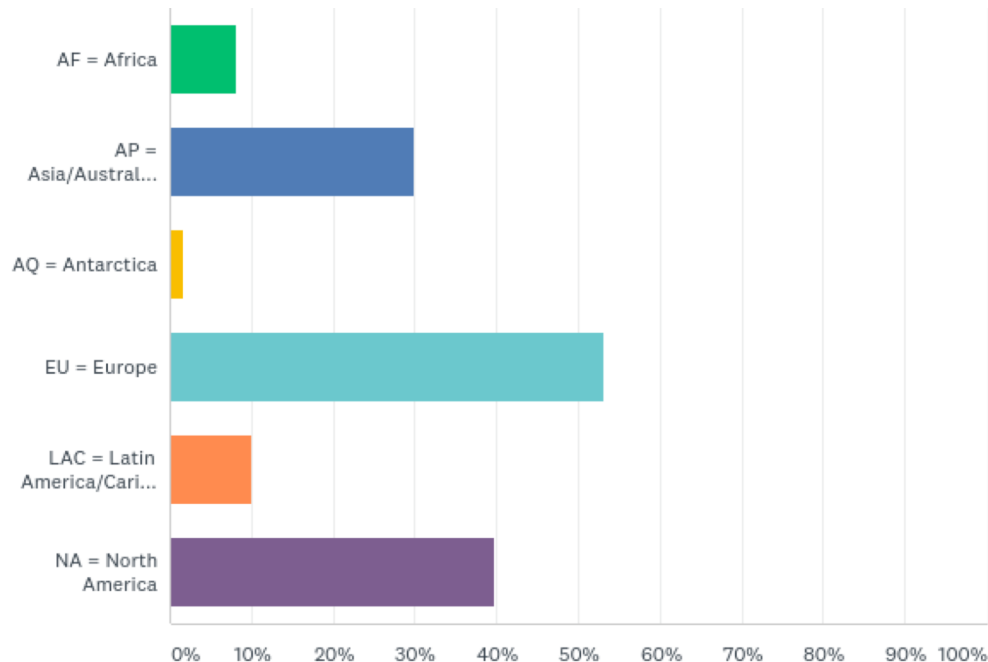
Answered: 169 Skipped: 3



ANSWER CHOICES	RESPONSES
Registrar	62.13% 105
Registry	37.87% 64
TOTAL	169

Q3: In which ICANN geographic region(s) does your company primarily do business? (Select all that apply)

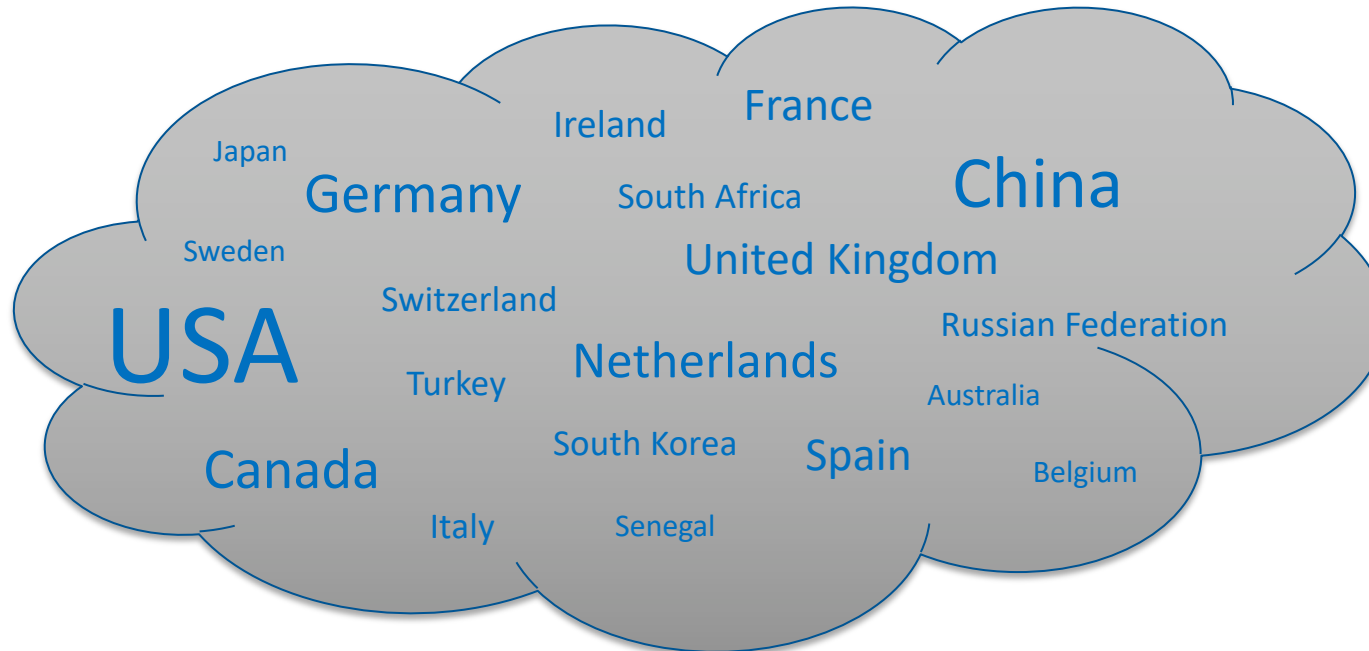
Answered: 171 Skipped: 1



ANSWER CHOICES	RESPONSES
AF = Africa	8.19% 14
AP = Asia/Australia/Pacific	29.82% 51
AQ = Antarctica	1.75% 3
EU = Europe	53.22% 91
LAC = Latin America/Caribbean Islands	9.94% 17
NA = North America	39.77% 68
Total Respondents: 171	

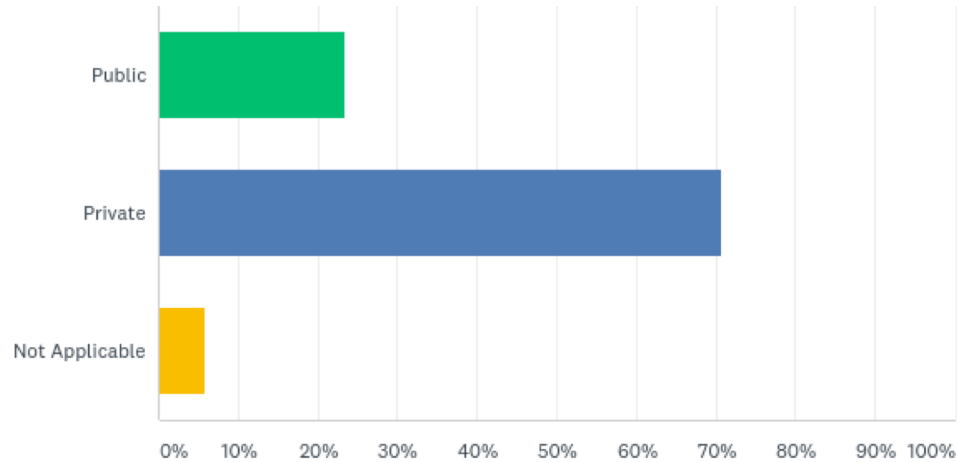
Q4: Where is your company headquartered?

Answered: 162 Skipped: 10



Q5: Is your company public or privately held?

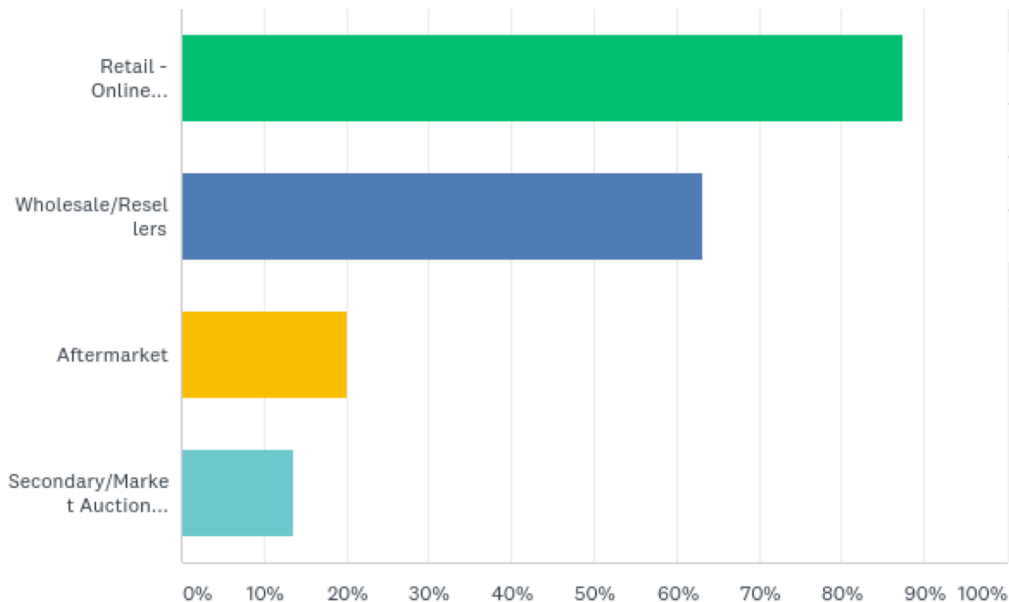
Answered: 171 Skipped: 1



ANSWER CHOICES	RESPONSES
Public	23.39% 40
Private	70.76% 121
Not Applicable	5.85% 10
TOTAL	171

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

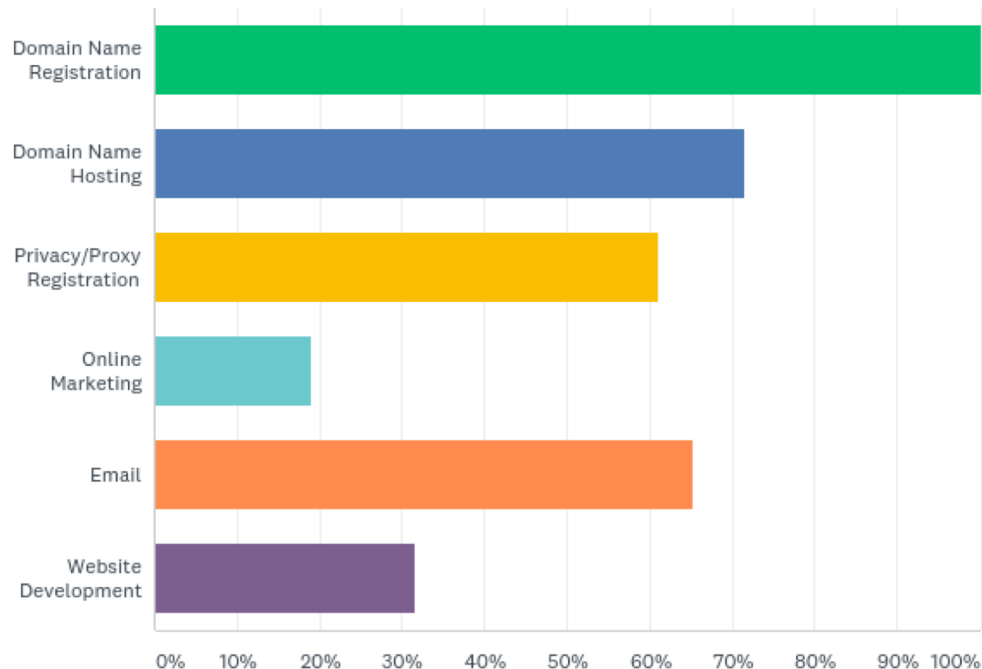
Answered: 95 Skipped: 77



ANSWER CHOICES	RESPONSES	
Retail - Online Storefront	87.37%	83
Wholesale/Resellers	63.16%	60
Aftermarket	20.00%	19
Secondary/Market Auction Services	13.68%	13
Total Respondents: 95		

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

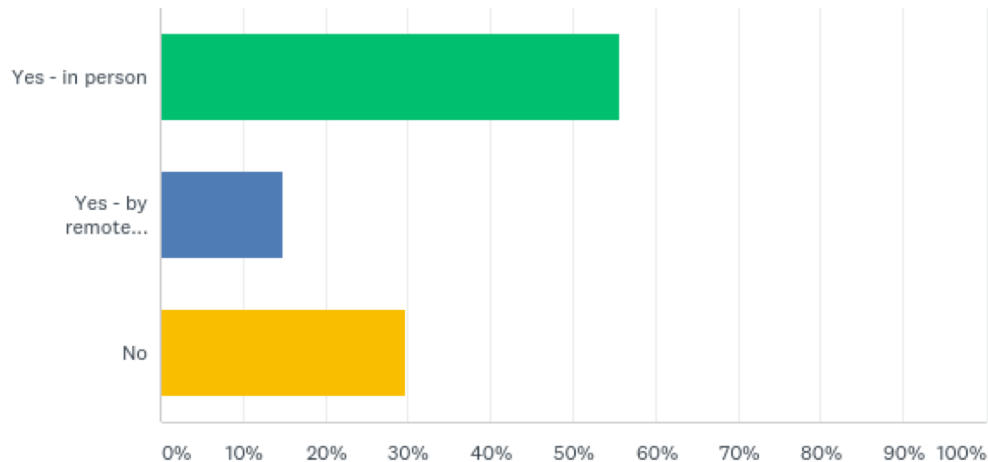
Answered: 95 Skipped: 77



ANSWER CHOICES	RESPONSES
Domain Name Registration	100.00% 95
Domain Name Hosting	71.58% 68
Privacy/Proxy Registration	61.05% 58
Online Marketing	18.95% 18
Email	65.26% 62
Website Development	31.58% 30
Total Respondents: 95	

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

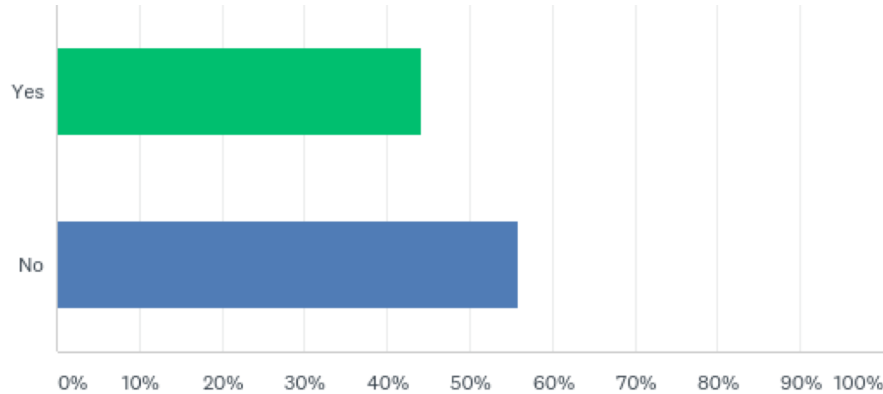
Answered: 162 Skipped: 10



ANSWER CHOICES	RESPONSES
Yes - in person	55.56% 90
Yes - by remote participation	14.81% 24
No	29.63% 48
TOTAL	162

Q9: Did you or someone from your organization attend ICANN59 or ICANN60 meetings?

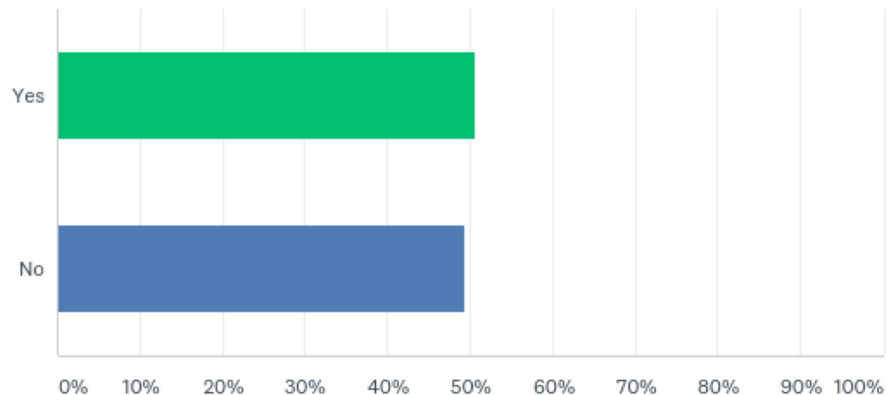
Answered: 163 Skipped: 9



ANSWER CHOICES	RESPONSES
Yes	44.17% 72
No	55.83% 91
TOTAL	163

Q10: Will you or someone from your organization attend, or did you or someone from your organization attend, the ICANN GDD Summits?

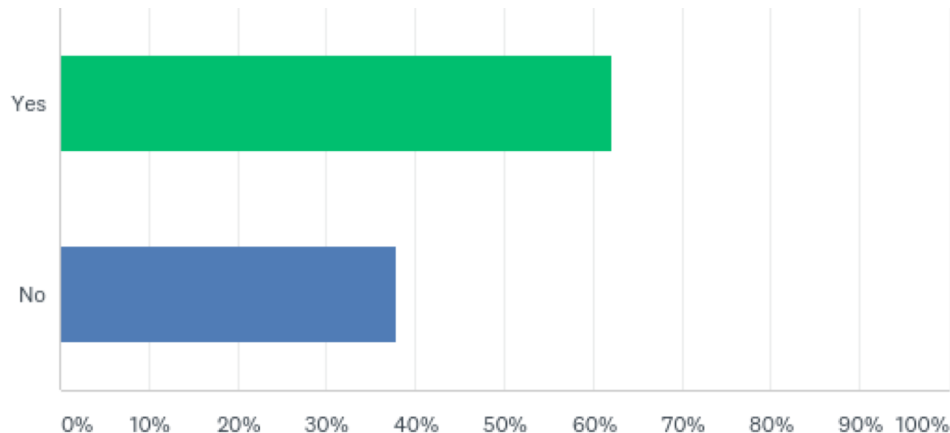
Answered: 162 Skipped: 10



ANSWER CHOICES	RESPONSES
Yes	50.62% 82
No	49.38% 80
TOTAL	162

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: 161 Skipped: 11



ANSWER CHOICES	RESPONSES	
Yes	62.11%	100
No	37.89%	61
TOTAL		161

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

Answered: 103 Skipped: 69

