

2019 ICANN Contracted Parties Satisfaction Survey

May 2019

Review of Survey Scoring Methodology - 2019

- 2017/2018 relied on “sliding scale” weighted average (scale of 1 to 5) responses; from this a “Trust Score” was calculated.
- Impact of the 2019 Methodology Change on Survey Scoring – y/y comparisons
 - Weighted average questions reduced to help improve the experience of the respondents while also allowing GDD the ability to add questions to the overall survey.
 - Introduced binary (True/False) questions with follow-up open-ended response fields in an effort to achieve greater precision and deeper understanding of the respondents’ sentiments
 - If a T/F was answered in the negative, a follow-up question was posed to ask what improvements could be made

2019 Overall Summary

- | | |
|---|---|
| • The GDD’s adherence to Mission: | Favorable (net neutral compared to 2018) |
| • Confidence in the GDD’s abilities: | Favorable (slight net gain compared to 2018) |
| • The GDD’s Commitment to contracted parties: | Favorable (net neutral compared to 2018) |

Respondent Firmographics and Response Rates

Type of Business	Response Rate
Registry	34.2%
Registrar	55.4%
Vertically Integrated	10.4%

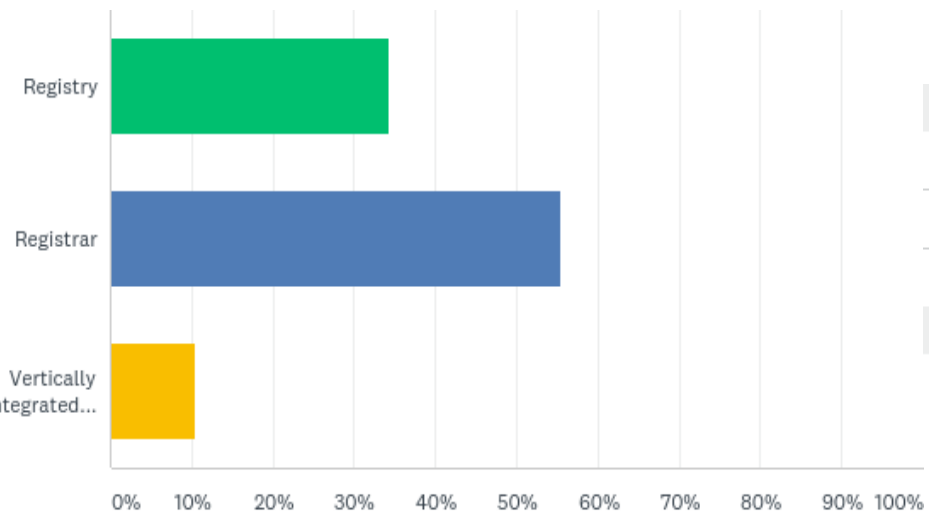
Regions Served	*Response Rate
Europe	46.0%
Asia/Pacific	34.8%
North America	33.9%
Latin/South America	8.9%
Africa	6.3%

Job Function	Response Rate
Business	25.1%
Operations	22.9%
Finance	17.9%
Legal/Policy	14.8%
Marketing	14.4%
Technical	11.7%
Proj/Prog Mgmt	9.42%

**More than one region could be selected*

Q1: Which of the following best characterizes your organization:

Answered: 222 Skipped: 22

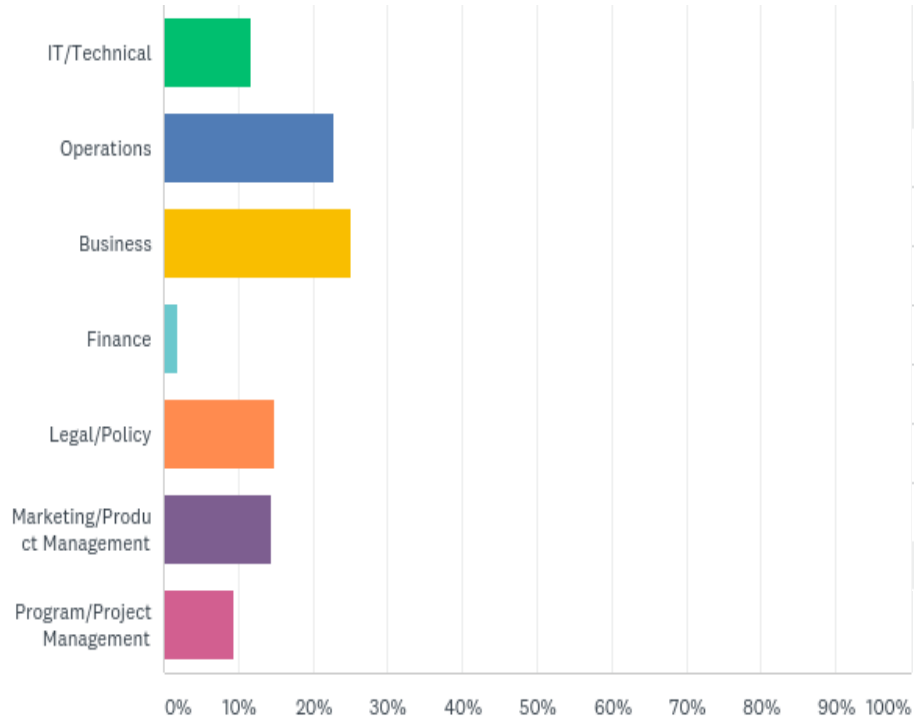


ANSWER CHOICES	RESPONSES	
Registry	34.23%	76
Registrar	55.41%	123
Vertically integrated Registry/Registrar	10.36%	23
TOTAL		222

*in 2018, 38% of the respondents were from Registrars

Q2: Which of the following best describes your current role within your organization:

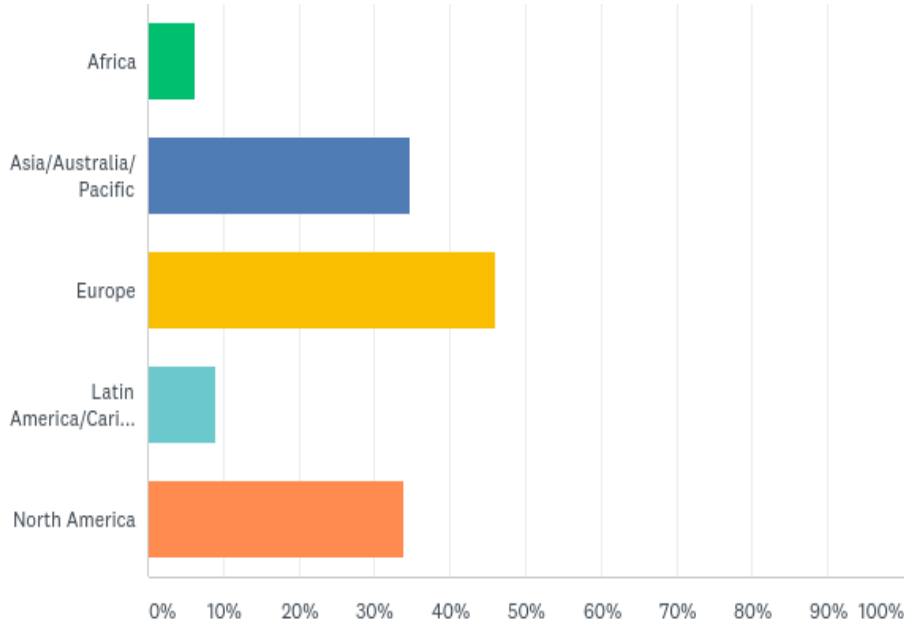
Answered: 223 Skipped: 21



ANSWER CHOICES	RESPONSES	
IT/Technical	11.66%	26
Operations	22.87%	51
Business	25.11%	56
Finance	1.79%	4
Legal/Policy	14.80%	33
Marketing/Product Management	14.35%	32
Program/Project Management	9.42%	21
TOTAL		223

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

Answered: 224 Skipped: 20

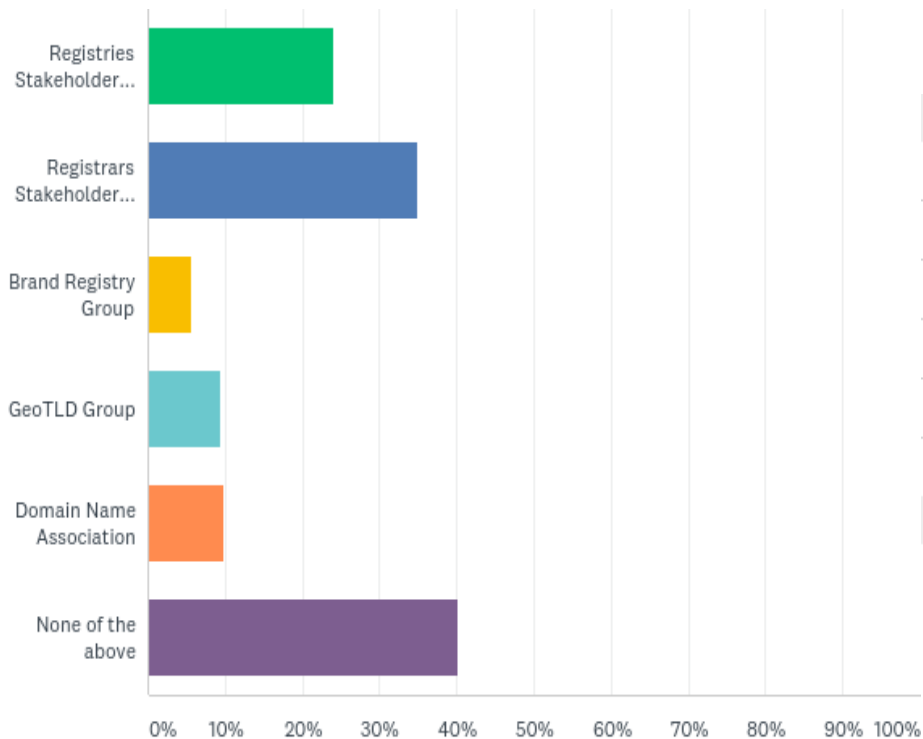


ANSWER CHOICES	RESPONSES
Africa	6.25% 14
Asia/Australia/Pacific	34.82% 78
Europe	45.98% 103
Latin America/Caribbean	8.93% 20
North America	33.93% 76
Total Respondents: 224	

*slight increase in APAC respondents; with slight decrease in EU and NA

Q4: Which, if any, of the following groups are you a member (check all that apply)

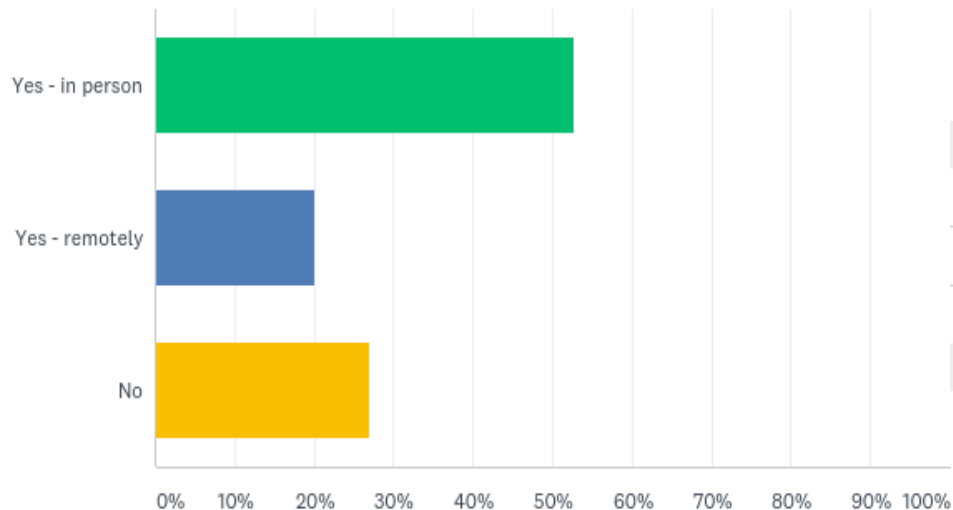
Answered: 212 Skipped: 32



ANSWER CHOICES	RESPONSES	
Registries Stakeholder Group	24.06%	51
Registrars Stakeholder Group	34.91%	74
Brand Registry Group	5.66%	12
GeoTLD Group	9.43%	20
Domain Name Association	9.91%	21
None of the above	40.09%	85
Total Respondents: 212		

Q5: Do you or someone from your company actively participate in ICANN meetings?

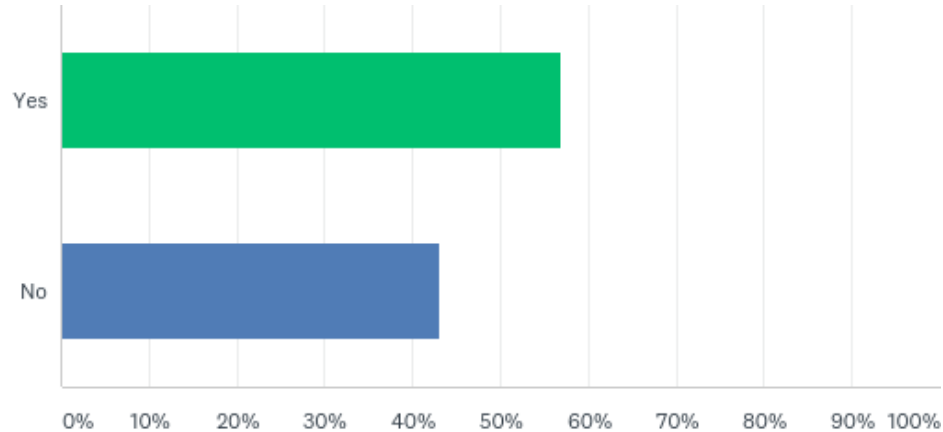
Answered: 218 Skipped: 26



ANSWER CHOICES	RESPONSES	
Yes - in person	52.75%	115
Yes - remotely	20.18%	44
No	27.06%	59
TOTAL		218

Q6: Will someone from your organization attend, or have you or someone from your organization attended, one or more GDD Summits?

Answered: 218 Skipped: 26



ANSWER CHOICES	RESPONSES	
Yes	56.88%	124
No	43.12%	94
TOTAL		218

Q7: Please tell us how strongly you agree or disagree with each statement below in regards to the ICANN Global Domains Division (GDD):

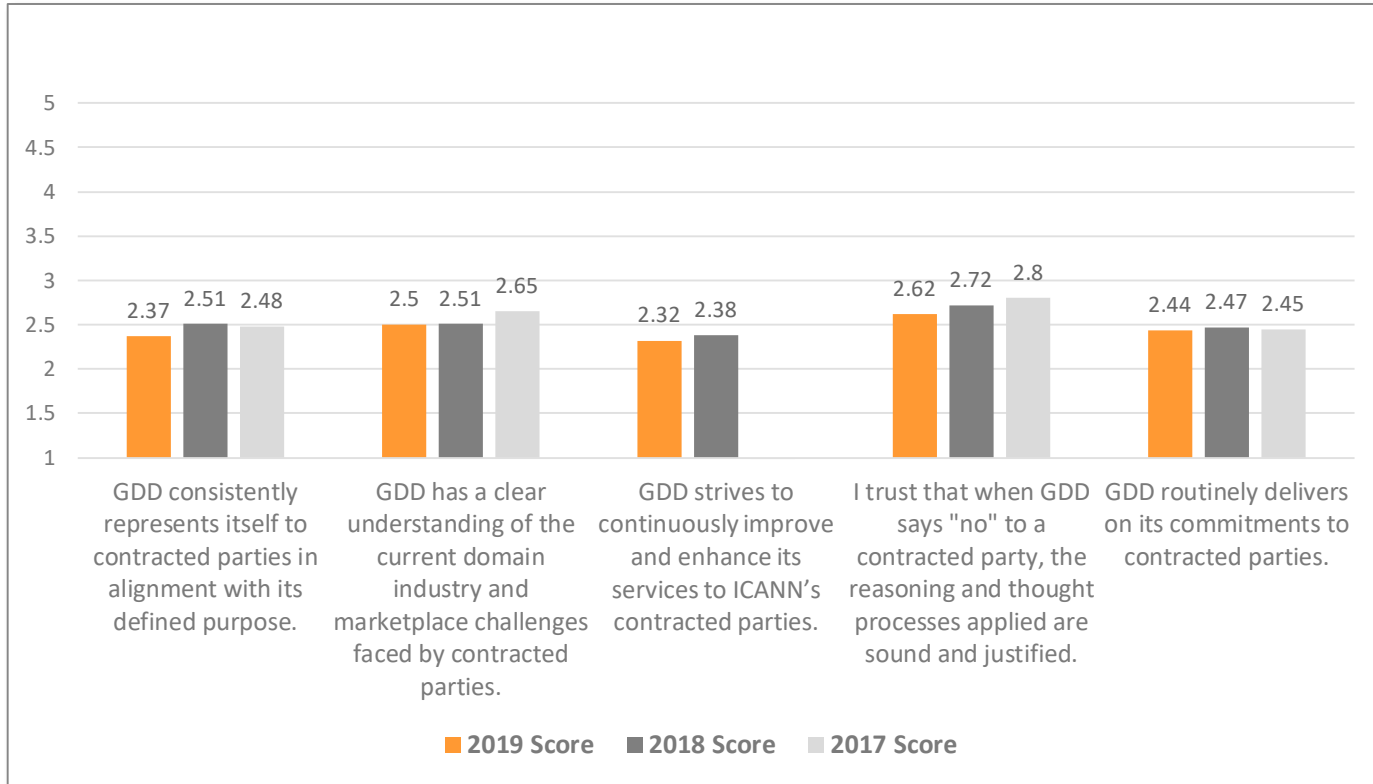
Answered: 195 Skipped: 49

	Strongly Agree (1)		Agree (2)		Neutral - do not agree or disagree (3)		Disagree (4)		Strongly Disagree (5)		2019 Score	2018 Score
GDD consistently represents itself to contracted parties in alignment with its defined purpose.	10.82%	21	49.48%	96	32.47%	63	6.70%	13	0.52%	1	2.37	2.51
GDD has a clear understanding of the current domain industry and marketplace challenges faced by contracted parties.	11.34%	22	44.33%	86	30.41%	59	10.82%	21	3.09%	6	2.5	2.51
*GDD strives to continuously improve and enhance its services to ICANN's contracted parties.	15.03%	29	48.70%	94	27.46%	53	7.25%	14	1.55%	3	2.32	2.38
I trust that when GDD says "no" to a contracted party, the reasoning and thought processes applied are sound and justified.	10.88%	21	36.27%	70	37.82%	73	9.84%	19	5.18%	10	2.62	2.72
GDD routinely delivers on its commitments to contracted parties.	11.34%	22	44.33%	86	35.05%	68	7.22%	14	2.06%	4	2.44	2.47

* The 2017 Survey did not include a corresponding question.

Q7: Please tell us how strongly you agree or disagree with each statement below in regards to the ICANN Global Domains Division (GDD):

Answered: 195 Skipped: 49



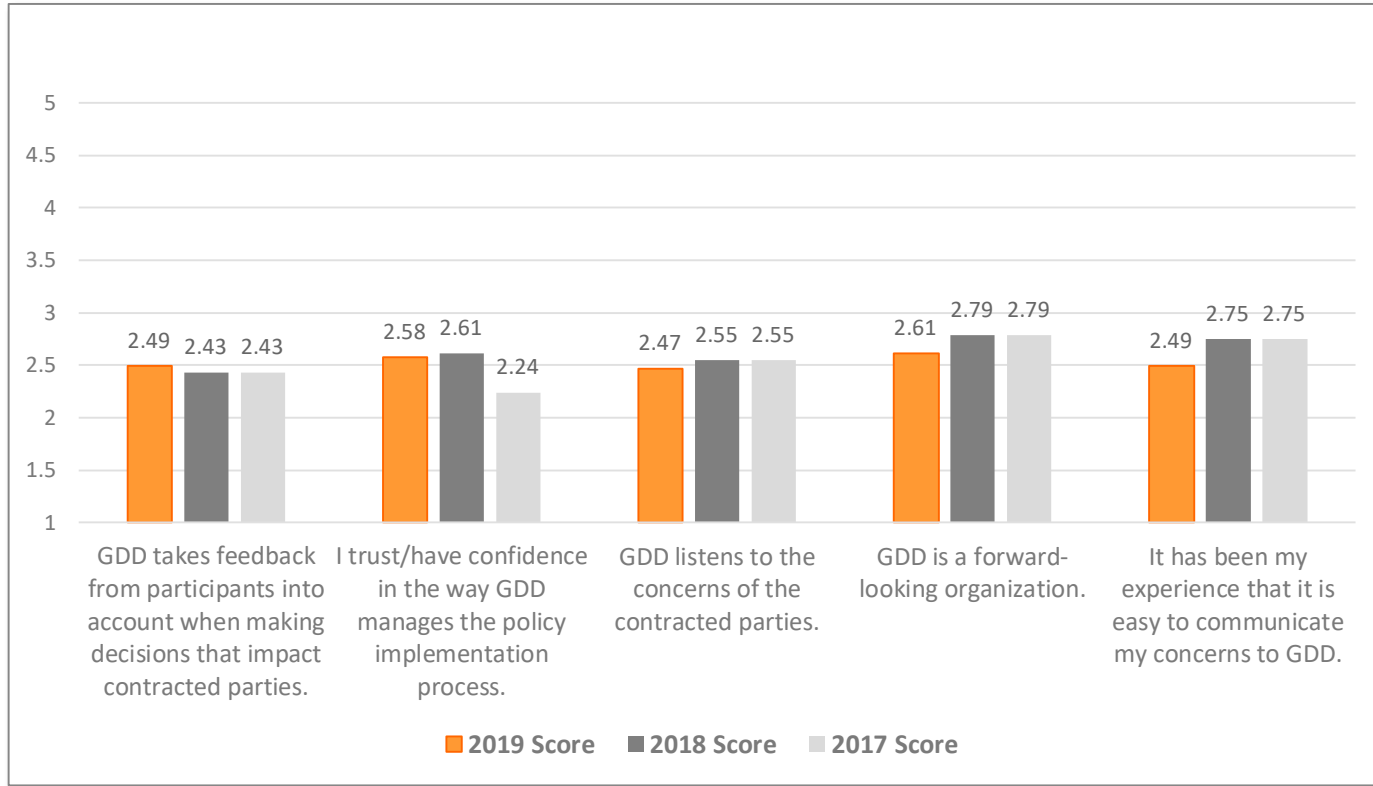
Q8: Please tell us how strongly you agree or disagree with each statement below in regards to the ICANN Global Domains Division (GDD):

Answered: 194 Skipped: 50

	Strongly Agree (1)		Agree (2)		Neutral - do not agree or disagree (3)		Disagree (4)		Strongly Disagree (5)		2019 Score	2018 Score	2017 Score
GDD takes feedback from participants into account when making decisions that impact contracted parties.	9.28%	18	43.81%	85	38.66%	75	4.64%	9	3.61%	7	2.49	2.43	2.43
I trust/have confidence in the way GDD manages the policy implementation process.	10.88%	21	40.93%	79	31.61%	61	12.95%	25	3.63%	7	2.58	2.61	2.24
GDD listens to the concerns of the contracted parties.	9.38%	18	46.35%	89	34.90%	67	6.25%	12	3.13%	6	2.47	2.55	2.55
GDD is a forward-looking organization.	9.33%	18	39.38%	76	35.75%	69	11.92%	23	3.63%	7	2.61	2.79	2.79
It has been my experience that it is easy to communicate my concerns to GDD.	12.95%	25	37.82%	73	39.90%	77	5.70%	11	3.63%	7	2.49	2.75	2.75

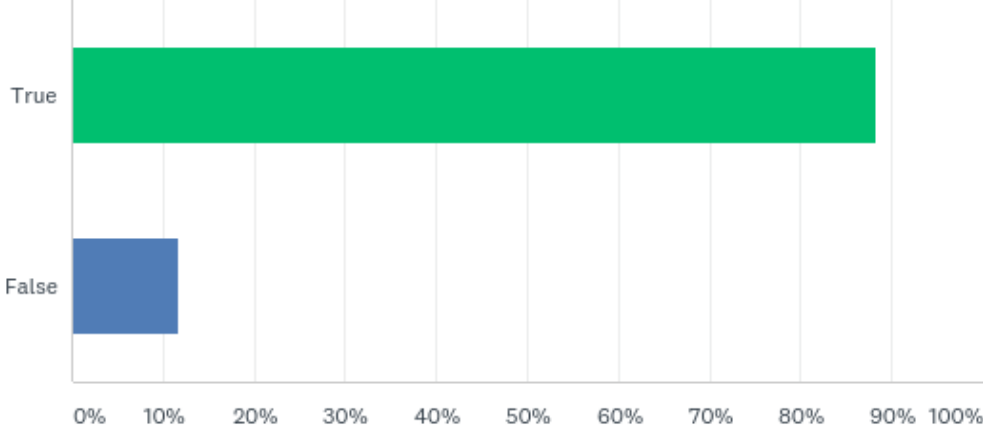
Q8: Please tell us how strongly you agree or disagree with each statement below in regards to the ICANN Global Domains Division (GDD):

Answered: 194 Skipped: 50



Q9: GDD treats its contracted parties fairly.

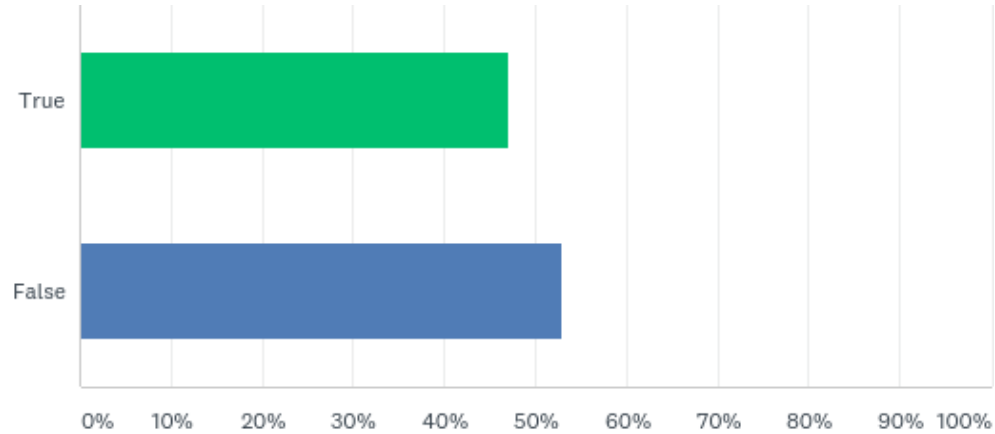
Answered: 187 Skipped: 57



ANSWER CHOICES	RESPONSES	
True	88.24%	165
False	11.76%	22
TOTAL		187

Q10: GDD tends to push its own agenda.

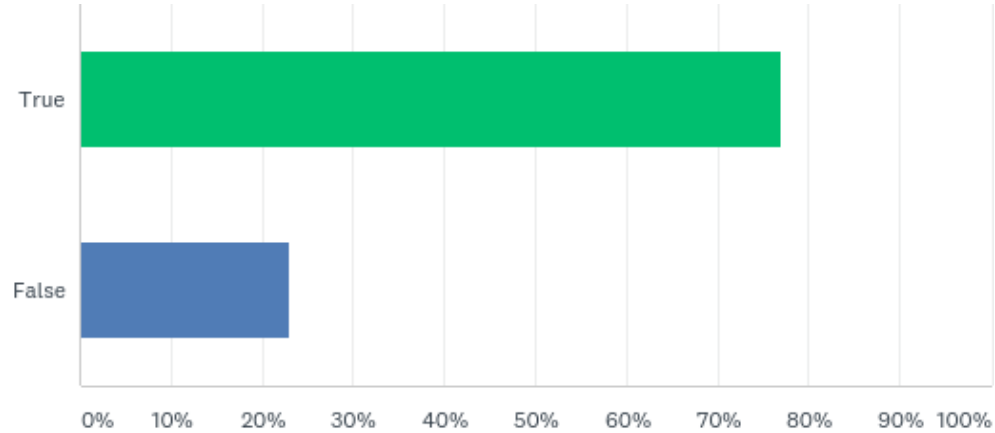
Answered: 183 Skipped: 61



ANSWER CHOICES	RESPONSES	
True	46.99%	86
False	53.01%	97
TOTAL		183

Q11: When GDD makes an important decision regarding contracted parties, I feel that my concerns are considered during the process.

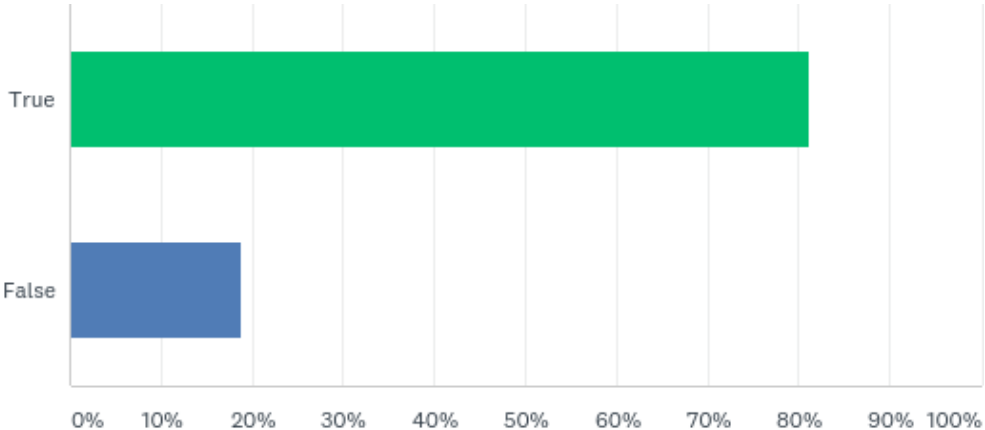
Answered: 183 Skipped: 61



ANSWER CHOICES	RESPONSES	
True	77.05%	141
False	22.95%	42
TOTAL		183

Q12: GDD takes the appropriate actions when concerns from the contracted parties are provided.

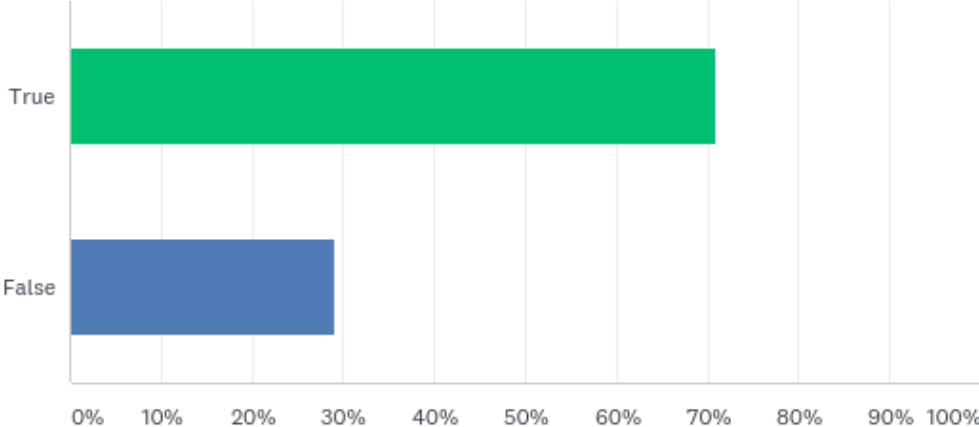
Answered: 180 Skipped: 64



ANSWER CHOICES	RESPONSES	
True	81.11%	146
False	18.89%	34
TOTAL		180

Q13: I know how to escalate my concerns within the GDD.

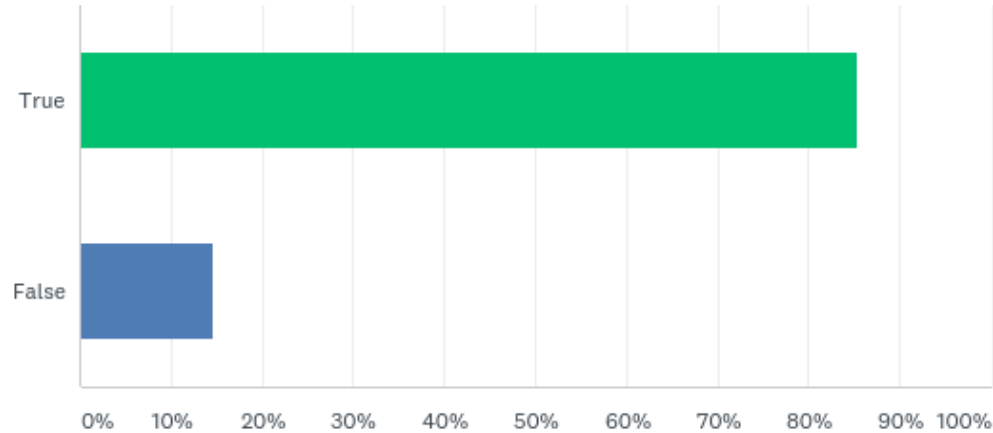
Answered: 189 Skipped: 55



ANSWER CHOICES	RESPONSES	
True	70.90%	134
False	29.10%	55
TOTAL		189

Q14: I am confident about GDD's skills and ability to accomplish its objectives.

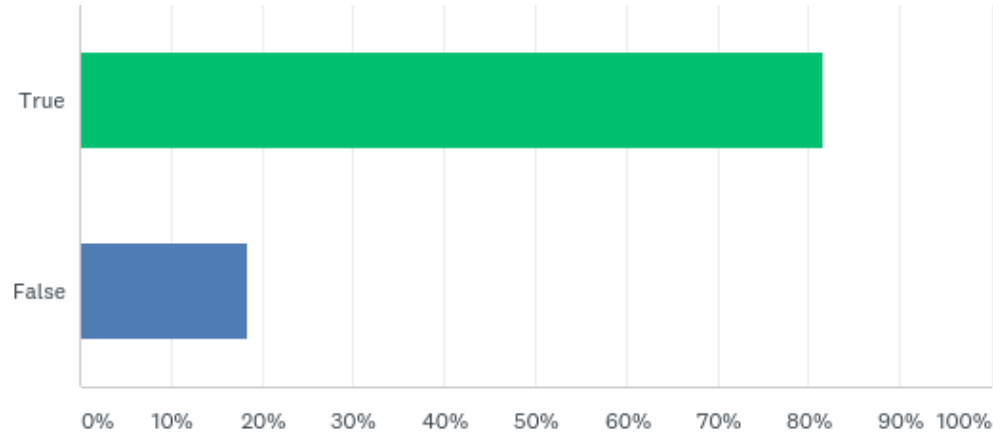
Answered: 178 Skipped: 66



ANSWER CHOICES	RESPONSES	
True	85.39%	152
False	14.61%	26
TOTAL		178

Q15: GDD staff is responsive to the contracted parties and to industry needs.

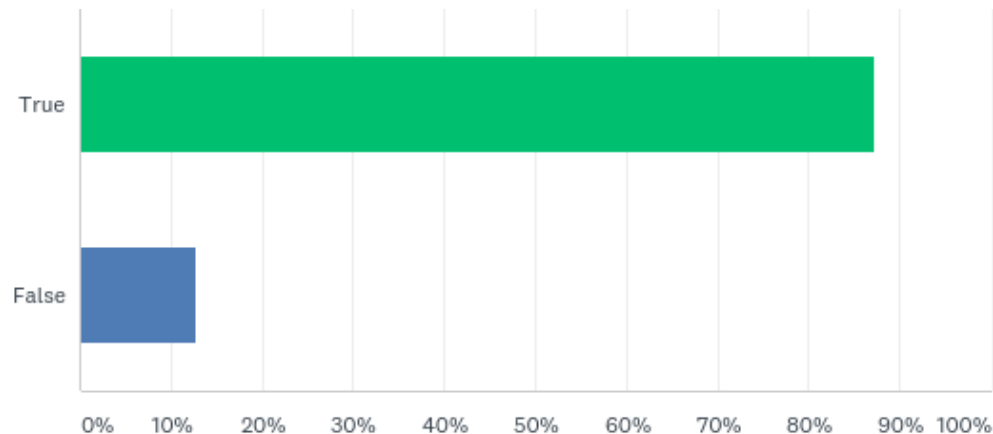
Answered: 180 Skipped: 64



ANSWER CHOICES	RESPONSES	
True	81.67%	147
False	18.33%	33
TOTAL		180

Q16: GDD's conferences and outreach activities routinely address key issues and concerns identified by participants within the industry.

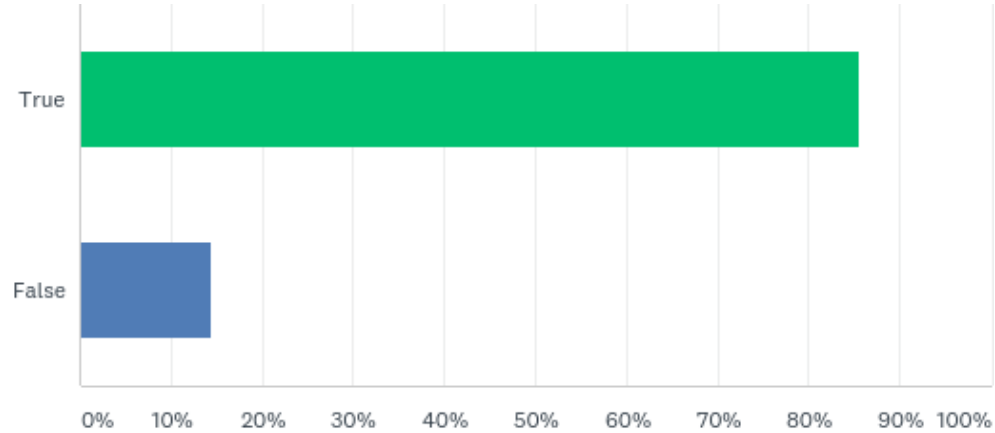
Answered: 180 Skipped: 64



ANSWER CHOICES	RESPONSES	
True	87.22%	157
False	12.78%	23
TOTAL		180

Q17: I am confident in GDD's ability to cooperate with people/organizations if a concern is raised.

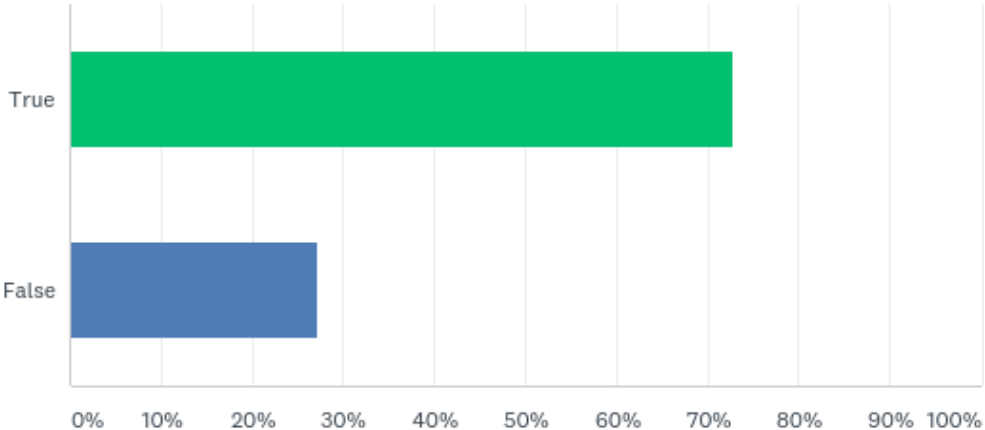
Answered: 181 Skipped: 63



ANSWER CHOICES	RESPONSES	
True	85.64%	155
False	14.36%	26
TOTAL		181

Q18: GDD's mission and plans to achieve that mission are clear and effectively communicated within the industry.

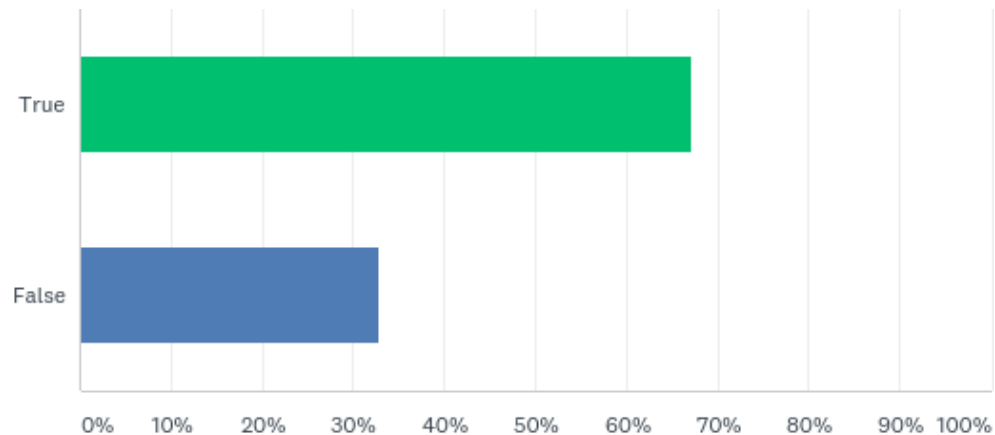
Answered: 177 Skipped: 67



ANSWER CHOICES	RESPONSES	
True	72.88%	129
False	27.12%	48
TOTAL		177

Q19: I believe I could do more as a contracted party to have my voice/opinion heard within GDD.

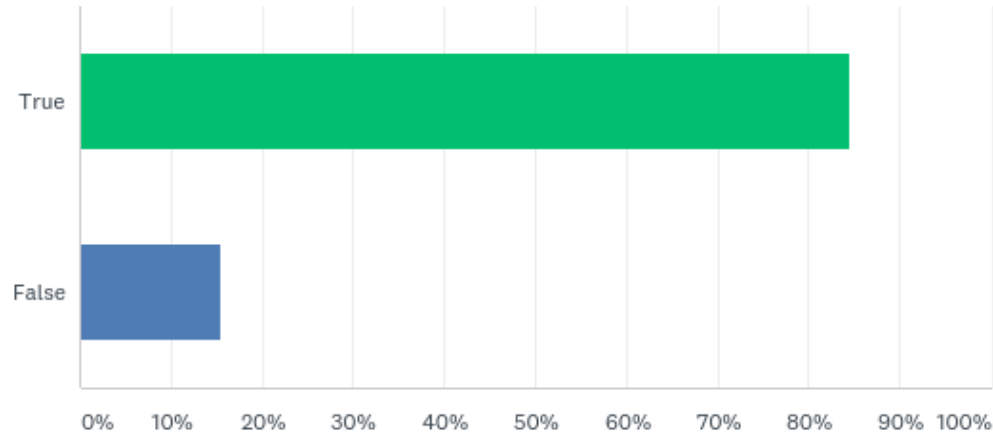
Answered: 180 Skipped: 64



ANSWER CHOICES	RESPONSES	
True	67.22%	121
False	32.78%	59
TOTAL		180

Q20: I value the relationship that GDD has established with me and my organization.

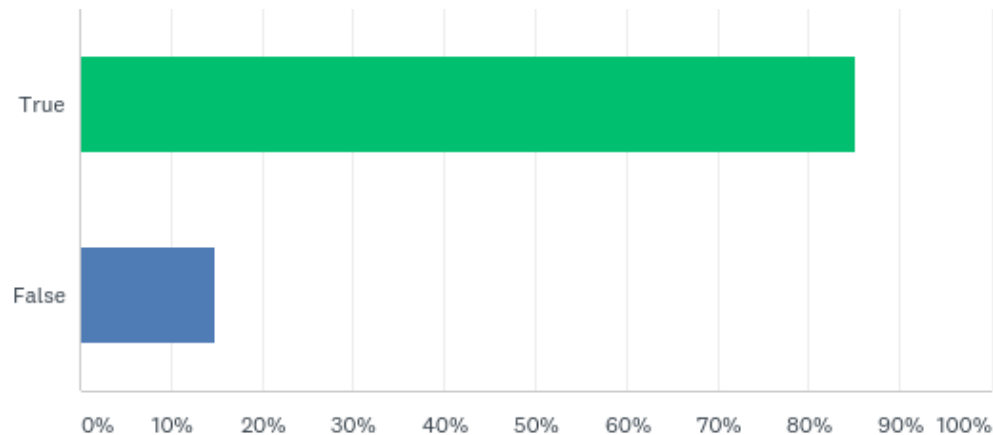
Answered: 175 Skipped: 69



ANSWER CHOICES	RESPONSES	
True	84.57%	148
False	15.43%	27
TOTAL		175

Q21: GDD provides useful information to me/my organization when I need it.

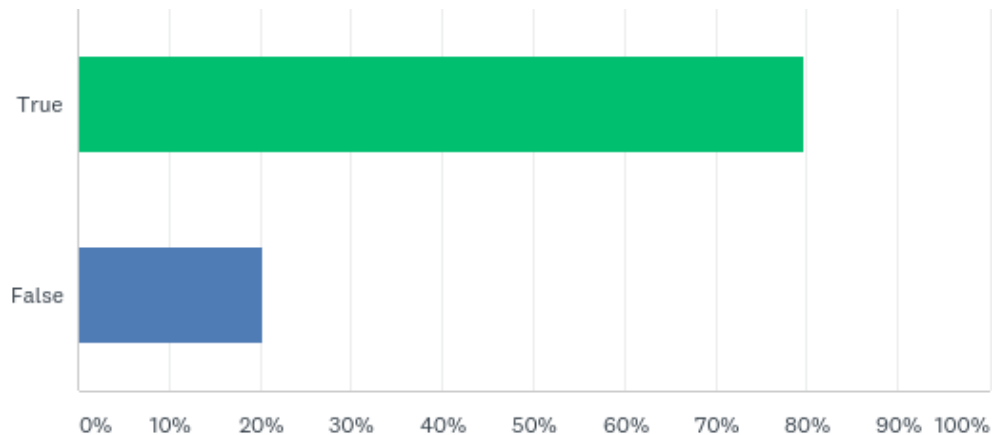
Answered: 176 Skipped: 68



ANSWER CHOICES	RESPONSES	
True	85.23%	150
False	14.77%	26
TOTAL		176

Q22: /my organization find(s) the results of the Contracted Party Survey to be informative.

Answered: 172 Skipped: 72



ANSWER CHOICES	RESPONSES	
True	79.65%	137
False	20.35%	35
TOTAL		172