

2020 ICANN Org Contracted Parties Satisfaction Survey Overview of Results

Background

On 12 February 2020, the Global Domains Division (GDD) of ICANN org launched the fourth annual Contracted Parties Satisfaction Survey. This year GDD contracted with the independent firm, [eBallot](#), to administer and manage the survey.

As with the previous years, the 2020 survey was conducted to enable participants to respond anonymously. The objectives for the 2020 survey: produce actionable feedback from the contracted parties, measure improvement on sentiment from the three previous surveys, and increase participation among the contracted parties. The format of the questions for the 2020 survey was designed to provide a thorough insight into the contracted parties' sentiment across a variety of topics.

Methodology and Survey Structure

Survey invitations were sent to 1,003 registries and registrars, with a response period from 12 February to 25 March 2020. Seventy-two responses were received, which is a significant decrease from previous years participation rates. The decrease in response rate is likely due to the global COVID-19 pandemic.

In response to feedback from respondents in the 2019 survey, some questions from the previous year's survey were updated from "True/False" statements to a 4-point scale format (1 - "Always", 2 - "Most of the Time", 3 - "Some of the Time", and 4 - "Never"), with a follow-up question added if the respondent replied in the negative. The follow-up question provided for an open-ended response to achieve a more precise understanding of the respondent's sentiments. Some questions were carried over in the 5-point sliding scale format (1 - "Strongly Agree" to 5 - "Strongly Disagree") to provide year-over-year performance indicators.

Respondents for the survey self-identified as sixty-one (61) percent representing a Registrar, thirty-two (32) percent as representing a Registry, and six (6) percent as representing a Registry Service Provider (more than one option could be selected). The respondents represented a global distribution of regions and functions within their organizations:

Distribution of Regions:

Regions Served	*Response Rate
Asia/Pacific	40%
Europe	28%
North America	22%
Latin/South America	7%
Africa	3%

**More than one region could be selected*

Functions by organization represented:

Job Function	Response Rate
Operations	32%
Legal/Policy	18%
Technical	13%
Proj/Prog Mgmt	13%
Product Mgmt	10%
Sales/Marketing	10%
Finance	4%

Respondents were asked about their organization's involvement in the stakeholder groups and respondents identified their affiliation with the Registrars Stakeholder Group (47 percent), the Registries Stakeholder Group (32 percent), GeoTLD Group (14 percent), and Brand Registry Group (7 percent) while 40 percent of respondents did not participate in any group listed. The 40 percent is consistent with the findings from 2019 and is a significant point as it shows the survey captured the sentiments and opinions of contracted parties not represented elsewhere.

The survey results also indicate that 56 percent of respondents actively participate in ICANN meetings, with 63 percent responding they attend ICANN meetings in person. Of the ICANN meetings attended, the largest percentage of the respondents indicated that they attend the ICANN Annual General Meeting (31 percent), 23 percent attend both the ICANN Community Forum and GDD Summit, and 22 percent attend the ICANN Policy Forum.

Findings

The 2020 Contracted Parties Satisfaction Survey included a range of questions designed to understand the contracted parties' opinions and sentiment toward a variety of areas where they interact with GDD on a regular basis. The questions included asking about GDD's perceived knowledge of the domain industry and challenges faced by the contracted parties, GDD's responsiveness to requests, and opinions on the tools and responsiveness of GDD to the contracted parties.

In general, respondents believe GDD has a clear understanding of the current domain industry and the challenges faced by the contracted parties. Further, respondents agree that they value the relationship that GDD has established with their organizations and GDD's ability to collaborate with the contracted parties to find a solution when a concern is raised.

As to areas where the GDD could improve, responses included the need to open the survey to other parts of the ICANN organization for feedback such as Finance and Contractual Compliance, more in person meetings, and additional language support in Korean and Vietnamese and account management support in Spanish. In addition, 81 percent of respondents stated they can do more to voice their opinions to the GDD and 83 percent found the results of the annual Contracted Parties Satisfaction Survey informative and useful.

The Contracted Parties Satisfaction Survey is one way for GDD to understand areas of improvement when working with the contracted parties and the GDD welcomes the feedback and suggestions to improve. While the 2020 survey did not meet the objective to increase overall participation, the GDD team appreciates the input and thanks those who responded to the survey.