

## *Survey of Attitudes Within The ccNSO Committee Regarding Strategic Priorities for ICANN*

Conducted For:



Reference Study 09-87006  
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## PURPOSE AND OBJECTIVES ....

This survey was conducted with the purpose of gaining insights from and measuring attitudes among members of the ccNSO Committee pertaining to the strategic priorities developed within the ICANN community for the 2009-2012 planning period.

Specific research objectives were defined as follows:

- ✓ To measure attitudes toward the defined strategic priorities generally and toward each priority specifically.
- ✓ To measure the perceived effectiveness of ICANN at addressing each of the 2009-2012 strategic plan priorities.
- ✓ To measure attitudes toward planned budget levels for selected activities.
- ✓ To measure forward-looking attitudes (next five years) among ccNSO members pertaining to...
  - ...other strategic priorities that should be considered,
  - ...perceived drivers of change in the DNS and the internet generally,
  - ...the perceived political factors that will most affect ccNSO activity,
  - ...the perceived most important things that the ccNSO should be working on,
  - ...what ICANN as an organization should be working on.
- ✓ All to the end of providing guidance for the optimum execution of the 2009-2012 strategic plan and guidance for longer-term planning.

## RESEARCH DESIGN ....

This research was conducted “on-line” over the internet among ccNSO representatives world-wide, of which there are about 100 in number. Representatives were solicited by CIRA to participate in this survey. A total of 30 representatives did participate in the study, for an effective response rate of 30%. No explicit incentive was offered to stimulate participation beyond the opportunity to provide first-hand direction.

Prospects for the study were provided a link in the e-mail invitation that allowed them to proceed to a formal questionnaire. This questionnaire comprised both highly structured scale-type questions as well as “open ended” questions.

Data collection was hosted by Opinion Search and occurred between October 2<sup>nd</sup> and October 16<sup>th</sup>, 2009. Following completion of this phase, all data was edited and “cleaned” to provide accurate aggregate tabulations of the results. Responses to open-ended questions were carefully reviewed and coded into response categories.

While the 30% response rate provides a good cross-section of the universe from which the sample was derived, it must be recognized that the absolute sample size of 30 respondents is quite small and, thus, may not be truly representative. As a result, insights from this research should be used cautiously as a guide to decision-making. In particular, coded responses to the open-ended questions have been presented in rank order of their frequency of mentions but should not be viewed as providing a basis for prioritizing future activity. They are, in effect, a list of possible topic areas for consideration for the future.

Because of the more qualitative nature of many of the insights generated in this research, an Excel file of individual verbatim responses for each of the open-ended questions has been provided to the client. These should be reviewed by the client in detail to identify any possible “gems” that might stimulate possible ideas for future strategic priorities.

## SUMMARY HIGHLIGHTS ....

- ✓ The majority of respondents generally agree that ICANN is proceeding in the right direction with the priorities defined in the 2009-2012 Strategic Plan. However, with close to one in four expressing some level of disagreement with the collective priorities as being in the right direction, a review of the utility of certain of the priorities would be appropriate.
- ✓ When asked to rate the importance of individual priorities to the overall strategic plan, some priorities are seen to be markedly less important than others. These include the implementation of new gTLD's, improving confidence in the gTLD marketplace and globalizing ICANN's operations.
- ✓ ccNSO committee members have indicated only marginal effectiveness in terms of how a number of the strategic priorities have been addressed. Almost half of respondents rate efforts to improve confidence in the gTLD marketplace as being ineffective to some degree. Similarly, six in ten respondents rate efforts to implement new gTLD's as being ineffective to some degree. ICANN did score high marks for efforts to enhance security stability and resiliency and for striving for excellence in core operations.
- ✓ Consistent with the relatively low importance ccNSO respondents ascribe to new gTLD implementation and the degree to which this activity is seen as being effectively implemented, a significant majority feel that the budget allocated for this activity is "too much". By comparison, the budget allocated for Security, Stability and Resiliency – ranking fourth in magnitude – is generally not seen to be too much, with 13% indicating that it is "too little" for this task.
- ✓ Thinking ahead to the next five years...
  - ...a strategic priority should be greater global support for the internationalization of ICANN,
  - ...the most important drivers of change are seen to be security, IDN's and increased demand and internet usage,
  - ...the most important political factors are seen to be government control, increased government involvement and regulation,
  - ...the most important things for ccNSO to be working on are IDN's, security, increasing awareness and participation, policy review and development,
  - ...ICANN as an organization should be working on accountability, clarifying its focus and strategy, coordinating with stakeholders and governments and becoming international.

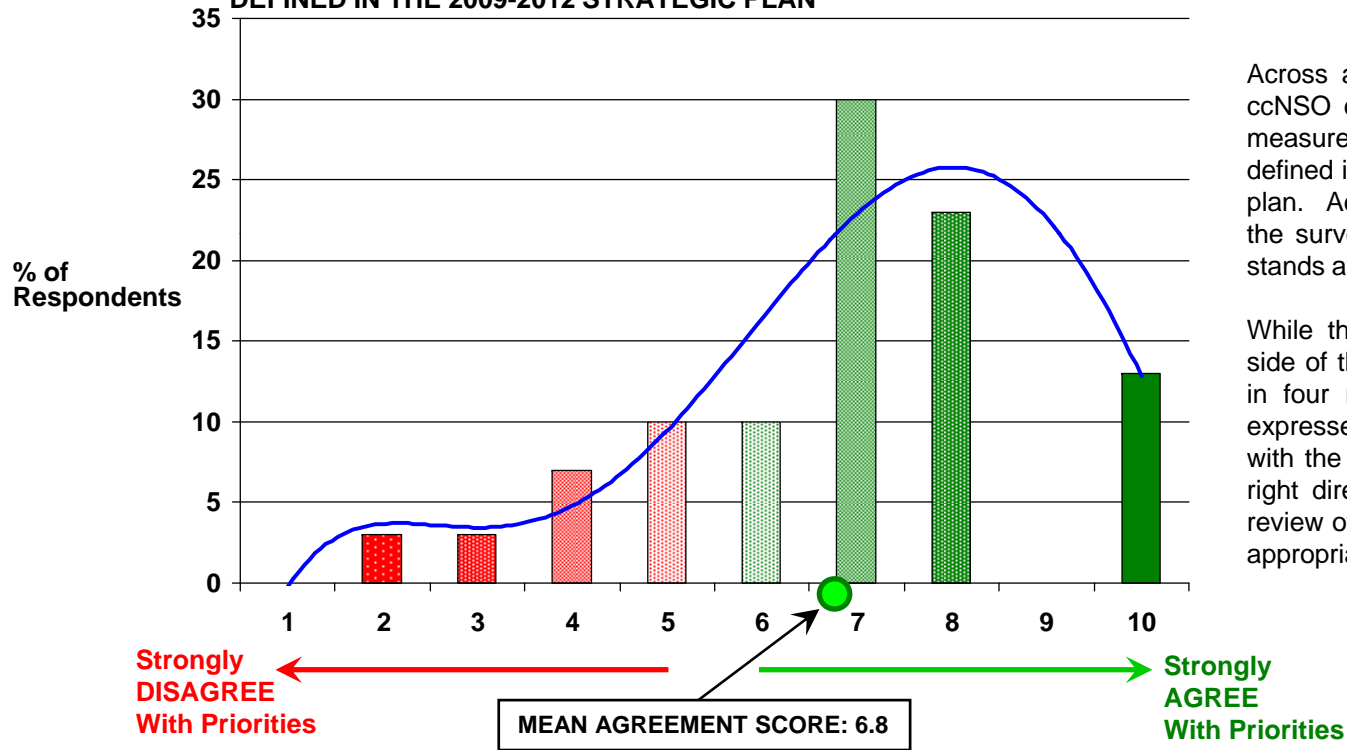
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## DETAILED REPORT ON RESEARCH

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**DEGREE TO WHICH ccNSO COMMITTEE MEMBERS AGREE OR DISAGREE THAT ICANN IS PROCEEDING IN THE RIGHT DIRECTION WITH THE PRIORITIES DEFINED IN THE 2009-2012 STRATEGIC PLAN**

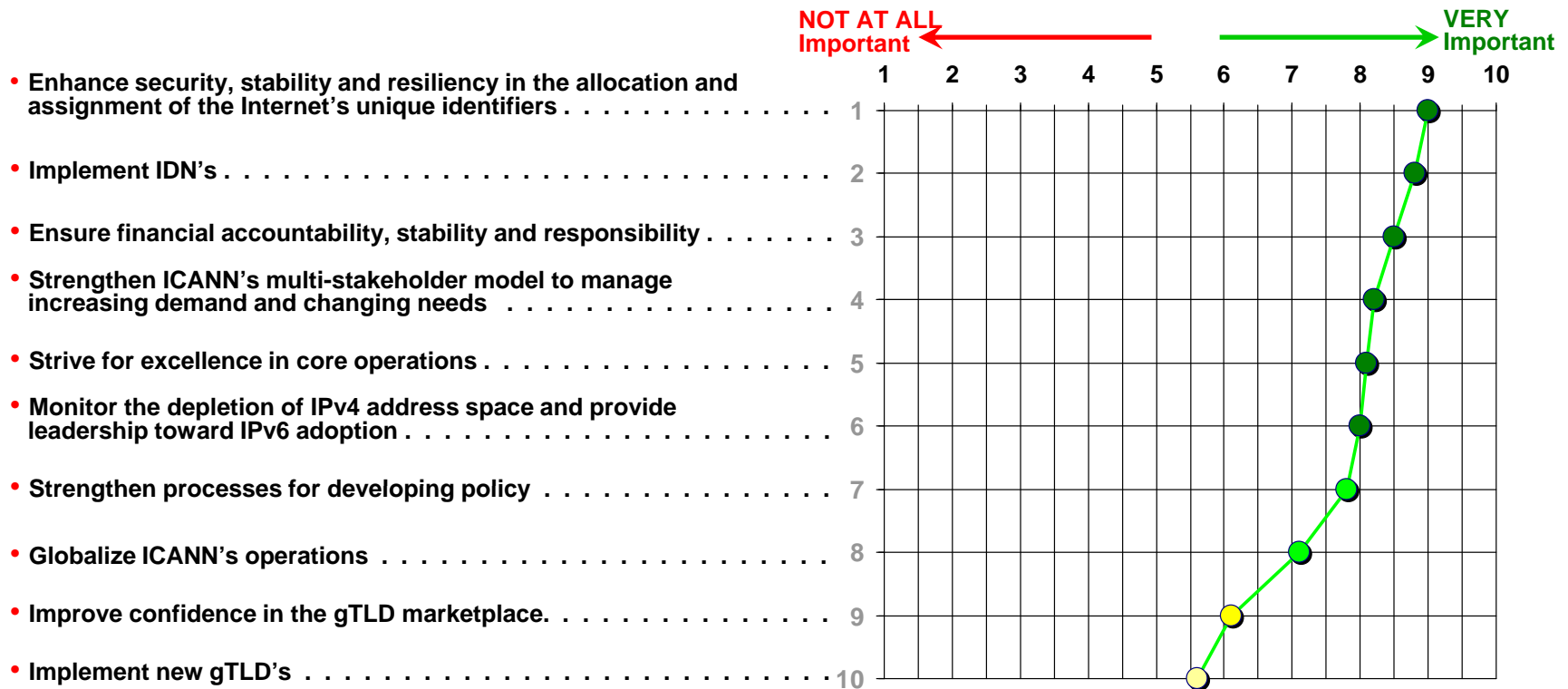


Across a 10-point scale, the majority of ccNSO committee members show some measure of agreement with the priorities defined in the 2009-2012 ICANN strategic plan. Across all members responding to the survey, the mean “agreement” score stands at 6.8 on the 10-point scale.

While this score is well on the positive side of the scale, the fact that nearly one in four responding committee members expressed some level of disagreement with the defined priorities as being in the right direction suggests that, perhaps, a review of certain of the priorities would be appropriate.

## ATTITUDES TOWARD STRATEGIC PRIORITIES

### PERCEIVED IMPORTANCE OF INDIVIDUAL PRIORITIES DEFINED IN THE 2009-2012 STRATEGIC PLAN FOR ICANN TO BE WORKING ON



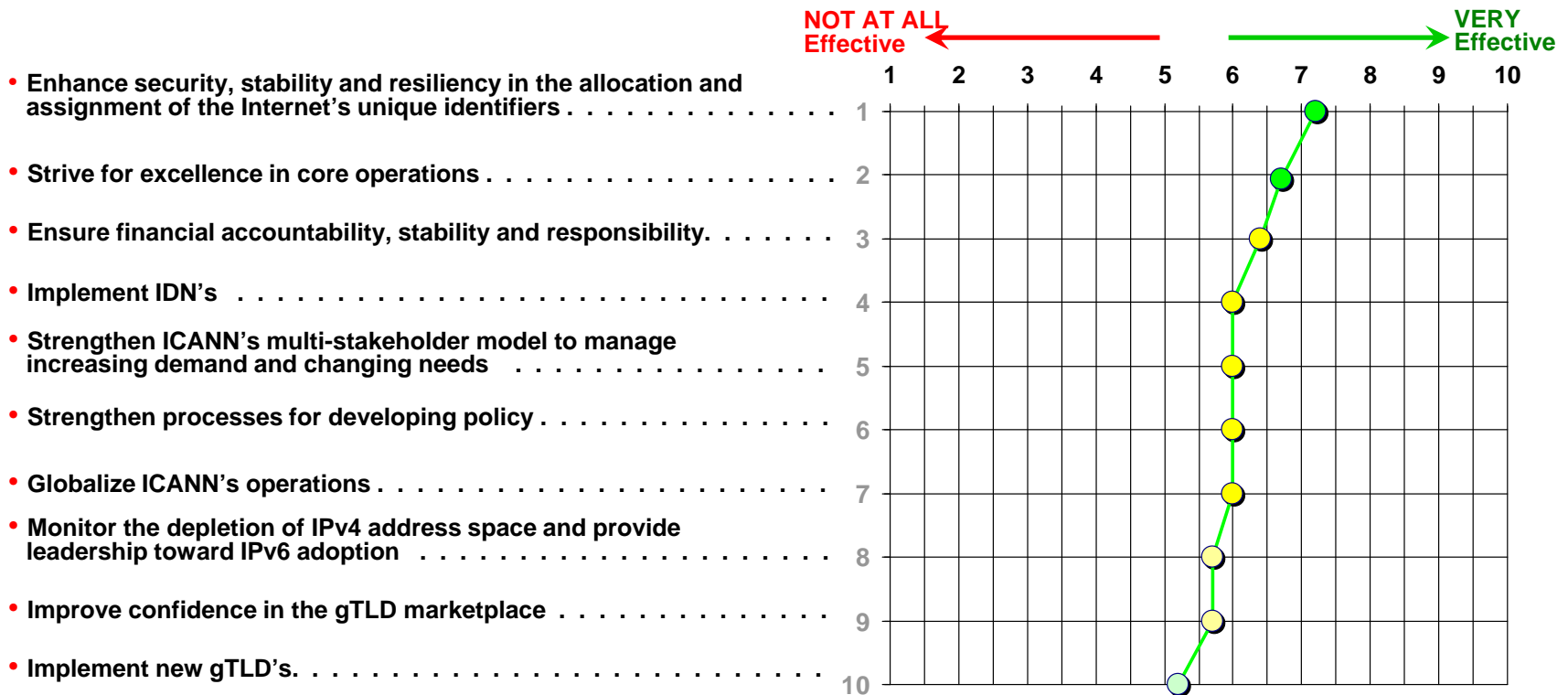
In addition to indicating their attitude toward the priorities generally in the 2009-2012 strategic plan, ccNSO committee members were also asked to rate – on 10-point scales – their perception of how important each individual priority was to achieving the overall goals and objectives of ICANN.

The above summary data shows that not all priorities are seen to be equally important. Implementing new gTLD's, improving confidence in the gTLD marketplace and globalizing ICANN's operations are seen to be markedly less important than the other priorities. Note that average ratings of between 5 and 6 on a 10-point scale indicates a neutral attitude as to how important a priority might be or, alternately, uncertainty as to its importance.



## EFFECTIVENESS AT ADDRESSING STRATEGIC PRIORITIES

### PERCEIVED EFFECTIVENESS OF ICANN AT ADDRESSING EACH OF THE 2009-2012 STRATEGIC PLAN PRIORITIES



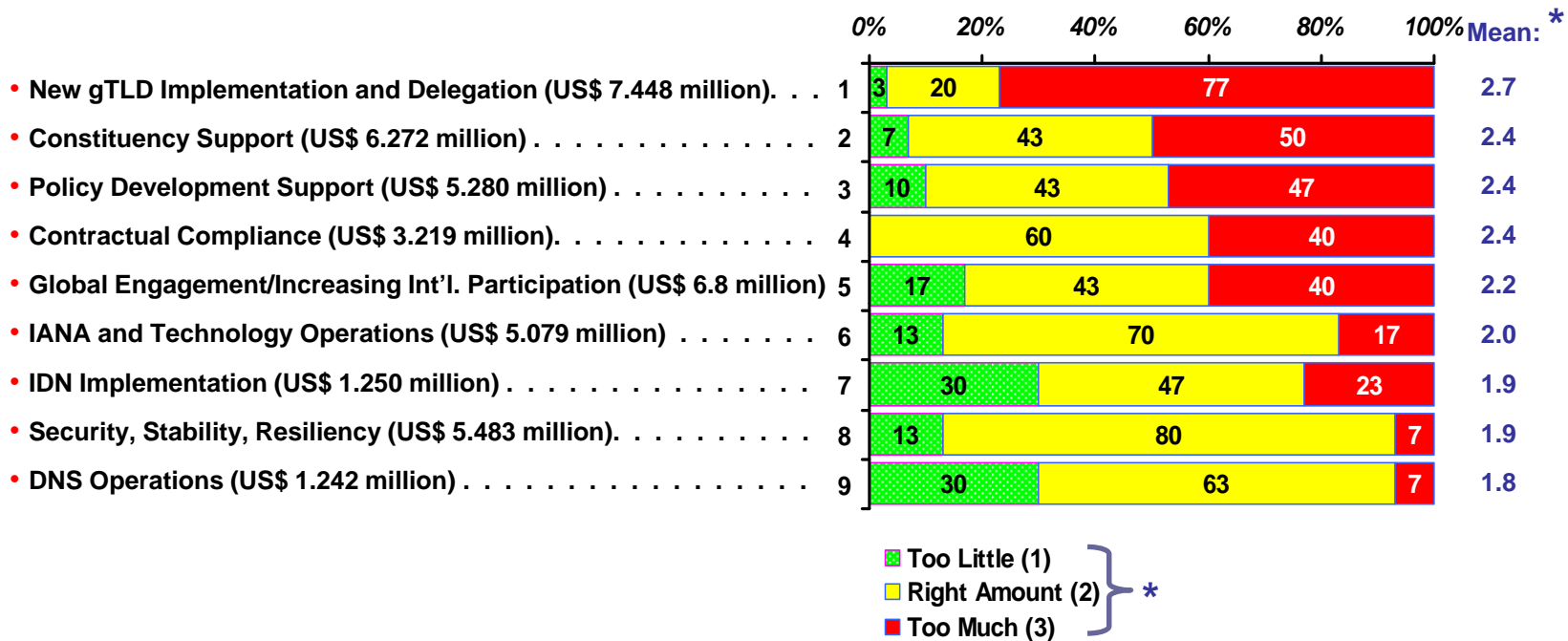
When asked to indicate how effective ICANN has been at addressing each of these priorities, ccNSO committee members have indicated only marginal effectiveness – or in some cases uncertainty – in terms of how effectively a number of the strategic priorities have been addressed.

In particular, six in ten respondents chose the ineffective side of the scale relative to implementation of new gTLD's, while 47% rated as ineffective to some degree efforts dealing with improving confidence in the gTLD marketplace. ICANN did score high marks on activity dealing with the enhancement of security and stability and in striving for excellence in core operations.

Note that perceived effectiveness tends to correlate with perceived importance of defined priorities.

## ATTITUDES TOWARD PLANNED BUDGETS BY ACTIVITY

### ATTITUDES TOWARD BUDGET LEVELS ASCRIBED TO SPECIFIC ACTIVITIES IN ICANN's F2010 OPERATING PLAN AND BUDGET



Consistent with the relatively low importance ccNSO respondents ascribe to new gTLD implementation and the degree to which this activity is seen as being effectively implemented, a significant majority feel that the budget allocated for this activity is “too much”. By comparison, the budget allocated for Security, Stability and Resiliency – ranking fourth in magnitude – is generally not seen to be too much, with 13% indicating that it is “too little” for this task.

*“Thinking ahead to the Strategic Plan for the next five years, are there other Strategic Priorities that we should be thinking of?”*

- ✓ Greater global support for and internationalization of ICANN
- ✓ Other verbatim ideas...
  - *“We should ensure that ICANN is acting for public benefit and putting the end user at the heart of policy-making – perhaps over commercial interests”*
  - *“Policy development cost should be covered mainly by those who benefit from the policy”*
  - *“Need to address security issues that are affecting internet trust from governments and citizens worldwide”*
  - *“ICANN should set itself a secondary strategic objective to carry out projects that encourage local and regional communities to participate in the internet”*
  - *“Need to change ICANN governance model to have real accountable IANA contract with registries”*

*“What will be the most important drivers of change in the DNS and the internet generally over the next five years?”*

- ✓ Security
- ✓ IDN’s
- ✓ Increased demand and internet usage
- ✓ Other verbatim comments...
  - *“UN regulation vs. private-sector self-regulation”*
  - *“Ever increasing demands for speed / bandwidth for mobile platforms”*
  - *“Expectations from outside the domain-name industry; in particular, law enforcement and governments”*
  - *“The next billion users”*

*“What will be the most important political factors that will affect the ccNSO’s activity over the next five years?”*

- ✓ Government control, increased government involvement and regulation
- ✓ Other verbatim comments...
  - *“Preventing ICANN from becoming more Americanized”*
  - *“After the IDN ccTLD launch, the political factor will be to define quasi geo-domains, communities domains”*
  - *“National attempts to control (censor) internet access, telecom carrier attempts to control bandwidth access”*
  - *“Law enforcement smothering relations between ccTLD’s and their governments, particularly where the ccTLD manager is not government-established or approved”*
  - *“Increased diversity of participants, with varied interests and goals regarding fair, open, free and transparent domestic internet environments”*

*“What are the most important things for the ccNSO to be working on in the next five years?”*

- ✓ IDN's, DNSSEC, IPv6
- ✓ Security
- ✓ Increasing awareness and participation
- ✓ Policy review and development
- ✓ Other verbatim suggestions...
  - *“Focusing on policy and ICANN, not on marketing, show-and-tell or other non-ICANN related issues”*
  - *“Create trust that it is a body that is able to deliver results on time”*
  - *“Maintain its narrow scope”*

*“What should ICANN as an organization be working on?”*

- ✓ Accountability
- ✓ Develop / clarify its focus and strategy
- ✓ Coordinate with stakeholders and governments
- ✓ Become international
- ✓ Other verbatim comments...
  - *“Increasing awareness programs for underdeveloped communities”*
  - *“Clarify and maintain a focus, improve delivery within the focus, be neutral on issues outside the focus”*
  - *“Less politics and more focus on the primary tasks”*
  - *“Coordinate, coordinate, coordinate”*
  - *“Net neutrality”*

*“Any other general comments for ICANN?”*

- ✓ Focus on the core mandate; on fewer things
- But, at the same time...
- ✓ Expand the operation

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