P124162 - ICANN Application Process
Nielsen
Banner 1

Page 1

16 Dec 2016
Table 1

Q8801. SAMPLE GROUP

Base: All Respondents

	Total	Application Status					Overall Satisfaction		
		In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved	Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	53*	8**	45*	11**	2**	5**	21**	12**	20**
CLIENT SAMPLE SEGMENT 1	53 100%	8 100%	45 100%	11 100%	2 100%	5 100%	21 100%	12 100%	20 100%
Sigma	53 100%	8 100%	45 100%	11 100%	2 100%	5 100%	21 100%	12 100%	20 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 2

16 Dec 2016
Table 2

Q8802. AWARD FORMAT

Base: All Respondents

	Total	Application Status						Overall Satisfaction		
		In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved		Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)		(G)	(H)	(I)
Unweighted Base	53*	8**	45*	11**	2**	5**		21**	12**	20**
project bid for cash	-	-	-	-	-	-		-	-	-
	-	-	-	-	-	-		-	-	-
straight Amazon.com gift card	-	-	-	-	-	-		-	-	-
	-	-	-	-	-	-		-	-	-
straight Prepaid Visa Reward	53 100%	8 100%	45 100%	11 100%	2 100%	5 100%		21 100%	12 100%	20 100%
straight Starbucks card eGift	-	-	-	-	-	-		-	-	-
	-	-	-	-	-	-		-	-	-
NO AWARD	-	-	-	-	-	-		-	-	-
	-	-	-	-	-	-		-	-	-
Sigma	53 100%	8 100%	45 100%	11 100%	2 100%	5 100%		21 100%	12 100%	20 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 3

16 Dec 2016
Table 3

Q1600. LANGUAGE

Base: All Respondents

	Total	Application Status					Overall Satisfaction		
		In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved	Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	53*	8**	45*	11**	2**	5**	21**	12**	20**
US_English	16 30%	5 63%	13 29%	4 36%	- -	3 60%	3 14%	3 25%	10 50%
UK_English	37 70%	3 38%	32 71%	7 64%	2 100%	2 40%	18 86%	9 75%	10 50%
Sigma	53 100%	8 100%	45 100%	11 100%	2 100%	5 100%	21 100%	12 100%	20 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 4

16 Dec 2016
Table 4

Q264. In which country or region do you currently reside?

Base: All Respondents

	Total	Application Status					Overall Satisfaction		
		In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved	Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	53*	8**	45*	11**	2**	5**	21**	12**	20**
Australia	2 4%	- -	2 4%	1 9%	- -	- -	1 5%	1 8%	- -
Belgium	1 2%	- -	1 2%	- -	- -	- -	- -	1 8%	- -
Brazil	3 6%	- -	3 7%	- -	- -	- -	1 5%	2 17%	- -
China	5 9%	- -	4 9%	1 9%	- -	- -	4 19%	- -	1 5%
France	4 8%	2 25%	3 7%	- -	- -	- -	3 14%	1 8%	- -
Germany	7 13%	- -	6 13%	1 9%	- -	- -	4 19%	2 17%	1 5%
Japan	1 2%	- -	1 2%	- -	- -	- -	1 5%	- -	- -
Netherlands	3 6%	- -	3 7%	- -	- -	- -	1 5%	1 8%	1 5%
Portugal	1 2%	- -	- -	- -	1 50%	- -	1 5%	- -	- -
Russian Federation	1 2%	- -	1 2%	- -	- -	- -	- -	- -	1 5%
Spain	1 2%	- -	1 2%	- -	- -	- -	- -	- -	1 5%
United Kingdom	6 11%	- -	5 11%	1 9%	- -	- -	1 5%	1 8%	4 20%
United States	18 34%	6 75%	15 33%	7 64%	1 50%	5 100%	4 19%	3 25%	11 55%
Sigma	53 100%	8 100%	45 100%	11 100%	2 100%	5 100%	21 100%	12 100%	20 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 5
16 Dec 2016
Table 5

Q280. Respondent Age.

Base: All Respondents

	Total	Application Status						Overall Satisfaction		
		In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved	Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	53*	8**	45*	11**	2**	5**	21**	12**	20**
18 - 19	- -	- -	- -	- -	- -	- -	- -	- -	- -
20 - 24	1 2%	1 13%	1 2%	1 9%	-	-	1 5%	-	-
25 - 29	- -	- -	- -	- -	- -	- -	- -	- -	- -
30 - 34	6 11%	- -	5 11%	1 9%	-	-	3 14%	-	3 15%
35 - 39	4 8%	1 13%	3 7%	1 9%	2 100%	1 20%	2 10%	-	2 10%
40 - 44	12 23%	1 13%	9 20%	4 36%	-	-	5 24%	2 17%	5 25%
45 - 49	13 25%	2 25%	11 24%	2 18%	-	1 20%	5 24%	6 50%	2 10%
50 - 54	10 19%	2 25%	10 22%	1 9%	-	2 40%	3 14%	1 8%	6 30%
55 - 59	2 4%	-	2 4%	-	-	-	-	1 8%	1 5%
60 - 64	3 6%	1 13%	2 4%	-	-	-	1 5%	1 8%	1 5%
65 and over	2 4%	-	2 4%	1 9%	-	1 20%	1 5%	1 8%	-
MEAN	45.7	44.9	45.9	43.2	37.0	50.8	44.0	49.3	45.3
STD. DEV.	9.35	12.08	9.36	12.03	2.83	12.81	10.37	8.16	8.71
STD. ERR.	1.28	4.27	1.40	3.63	2.00	5.73	2.26	2.36	1.95
MEDIAN	45	47	45	43	37	51	43	46	45
Sigma	53 100%	8 100%	45 100%	11 100%	2 100%	5 100%	21 100%	12 100%	20 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 6

16 Dec 2016
Table 6

Q600. To confirm, has your organization applied for a new gTLD or are you in the process of applying?

Base: All Respondents 18+

		Application Status					Overall Satisfaction		
	Total	In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved	Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	53*	8**	45*	11**	2**	5**	21**	12**	20**
Yes	53 100%	8 100%	45 100%	11 100%	2 100%	5 100%	21 100%	12 100%	20 100%
No	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	53 100%	8 100%	45 100%	11 100%	2 100%	5 100%	21 100%	12 100%	20 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 7

16 Dec 2016
Table 7

Q605. Were you personally involved in the application process?

Base: Applied For New gTLD

| | Total | Application Status | | | | | Overall Satisfaction | | |
		In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved	Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	53*	8**	45*	11**	2**	5**	21**	12**	20**
Yes	53 100%	8 100%	45 100%	11 100%	2 100%	5 100%	21 100%	12 100%	20 100%
No	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	53 100%	8 100%	45 100%	11 100%	2 100%	5 100%	21 100%	12 100%	20 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 8

16 Dec 2016
Table 9

Q700. How would you describe your organization's primary business or activity?

Base: All Qualified Respondents

		Application Status					Overall Satisfaction		
	Total	In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved	Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	53*	8**	45*	11**	2**	5**	21**	12**	20**
Registry	17 32%	2 25%	16 36%	5 45%	1 50%	3 60%	7 33%	5 42%	5 25%
Corporate brand	17 32%	2 25%	13 29%	3 27%	1 50%	1 20%	7 33%	1 8%	9 45%
Non-profit organization	5 9%	1 13%	5 11%	- -	- -	- -	3 14%	2 17%	- -
Consultancy	3 6%	1 13%	3 7%	1 9%	- -	- -	1 5%	2 17%	- -
Registrar	3 6%	- -	2 4%	1 9%	- -	- -	1 5%	1 8%	1 5%
Registry service (back-end) provider	2 4%	1 13%	1 2%	- -	- -	- -	- -	1 8%	1 5%
Community organization	1 2%	1 13%	1 2%	- -	- -	1 20%	- -	- -	1 5%
Law firm	1 2%	- -	- -	1 9%	- -	- -	- -	- -	1 5%
Government agency	1 2%	- -	1 2%	- -	- -	- -	- -	- -	1 5%
Educational institution	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	3 6%	- -	3 7%	- -	- -	- -	2 10%	- -	1 5%
Sigma	53 100%	8 100%	45 100%	11 100%	2 100%	5 100%	21 100%	12 100%	20 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base;` ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 9

16 Dec 2016
Table 10

Q705. For approximately how many new gTLDs have you applied?

Base: All Qualified Respondents

		Application Status					Overall Satisfaction		
	Total	In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved	Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	53*	8**	45*	11**	2**	5**	21**	12**	20**
(1) 1	24 45%	1 13%	21 47%	2 18%	- -	- -	8 38%	7 58%	9 45%
(3.5) 2-5	20 38%	3 38%	16 36%	3 27%	1 50%	1 20%	9 43%	4 33%	7 35%
(8) 6-10	3 6%	- -	3 7%	1 9%	- -	1 20%	3 14%	- -	- -
(15.5) 11-20	2 4%	1 13%	1 2%	1 9%	- -	- -	- -	1 8%	1 5%
(35.5) 21-50	- -	- -	- -	- -	- -	- -	- -	- -	- -
(63) 51-75	1 2%	- -	1 2%	1 9%	- -	1 20%	- -	- -	1 5%
(87.5) 76-99	3 6%	3 38%	3 7%	3 27%	1 50%	2 40%	1 5%	- -	2 10%
(100) 100+	- -	- -	- -	- -	- -	- -	- -	- -	- -
MEAN	9.0	36.2	9.8	32.9	45.5	49.9	7.2	3.0	14.4
STD. DEV.	21.32	42.71	22.98	39.24	59.40	41.56	18.55	4.10	28.56
STD. ERR.	2.93	15.10	3.43	11.83	42.00	18.58	4.05	1.18	6.39
Sigma	53 100%	8 100%	45 100%	11 100%	2 100%	5 100%	21 100%	12 100%	20 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 10

16 Dec 2016
Table 11

Q705_1 For approximately how many new gTLDs have you applied?

1. Registry

Base: All Registry

	Total	Application Status						Overall Satisfaction		
		In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved		Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)		(G)	(H)	(I)
Unweighted Base	17**	2**	16**	5**	1**	3**		7**	5**	5**
(1) 1	5 29%	1 50%	4 25%	- -	- -	- -		2 29%	1 20%	2 40%
(3.5) 2-5	6 35%	- -	6 38%	1 20%	- -	- -		2 29%	4 80%	- -
(8) 6-10	3 18%	- -	3 19%	1 20%	- -	1 33%		3 43%	- -	- -
(15.5) 11-20	1 6%	- -	1 6%	1 20%	- -	- -		- -	- -	1 20%
(35.5) 21-50	- -	- -	- -	- -	- -	- -		- -	- -	- -
(63) 51-75	1 6%	- -	1 6%	1 20%	- -	1 33%		- -	- -	1 20%
(87.5) 76-99	1 6%	1 50%	1 6%	1 20%	1 100%	1 33%		- -	- -	1 20%
(100) 100+	- -	- -	- -	- -	- -	- -		- -	- -	- -
MEAN	12.7	44.3	13.4	35.5	87.5	52.8		4.7	3.0	33.6
STD. DEV.	24.23	61.16	24.83	37.55	-	40.71		3.24	1.12	39.44
STD. ERR.	5.88	43.25	6.21	16.79	-	23.51		1.22	0.50	17.64
Sigma	17 100%	2 100%	16 100%	5 100%	1 100%	3 100%		7 100%	5 100%	5 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 11

16 Dec 2016
Table 12

Q705_2 For approximately how many new gTLDs have you applied?

2. Everyone Else

Base: Everyone Else

		Application Status					Overall Satisfaction		
	Total	In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved	Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	36*	6**	29**	6**	1**	2**	14**	7**	15**
(1) 1	19 53%	- -	17 59%	2 33%	- -	- -	6 43%	6 86%	7 47%
(3.5) 2-5	14 39%	3 50%	10 34%	2 33%	1 100%	1 50%	7 50%	- -	7 47%
(8) 6-10	- -	- -	- -	- -	- -	- -	- -	- -	- -
(15.5) 11-20	1 3%	1 17%	- -	- -	- -	- -	- -	1 14%	- -
(35.5) 21-50	- -	- -	- -	- -	- -	- -	- -	- -	- -
(63) 51-75	- -	- -	- -	- -	- -	- -	- -	- -	- -
(87.5) 76-99	2 6%	2 33%	2 7%	2 33%	- -	1 50%	1 7%	- -	1 7%
(100) 100+	- -	- -	- -	- -	- -	- -	- -	- -	- -
MEAN	7.2	33.5	7.8	30.7	3.5	45.5	8.4	3.1	7.9
STD. DEV.	19.92	42.09	22.10	44.04	-	59.40	22.79	5.48	22.05
STD. ERR.	3.32	17.18	4.10	17.98	-	42.00	6.09	2.07	5.69
Sigma	36 100%	6 100%	29 100%	6 100%	1 100%	2 100%	14 100%	7 100%	15 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 12

16 Dec 2016
Table 13

Q710. Prior to applying for a new gTLD, did you or your firm previously operate one or more TLDs?

Base: All Qualified Respondents

	Total	Application Status					Overall Satisfaction		
		In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved	Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	53*	8**	45*	11**	2**	5**	21**	12**	20**
Yes	13 25%	3 38%	11 24%	3 27%	1 50%	2 40%	4 19%	6 50%	3 15%
No	40 75%	5 63%	34 76%	8 73%	1 50%	3 60%	17 81%	6 50%	17 85%
Sigma	53 100%	8 100%	45 100%	11 100%	2 100%	5 100%	21 100%	12 100%	20 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 13

16 Dec 2016
Table 14

Q720. What is the current status of your application?

Base: Applied For One New gTLD

		Application Status					Overall Satisfaction		
	Total	In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved	Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	24**	1**	21**	2**	-**	-**	8**	7**	9**
IN-PROGRESS (NET)	1 4%	1 100%	- -	- -	- -	- -	- -	- -	1 11%
Active: Proceeding toward delegation	- -	- -	- -	- -	- -	- -	- -	- -	- -
Active: Engaged in a Dispute Resolution Procedure	1 4%	1 100%	- -	- -	- -	- -	- -	- -	1 11%
Delegated (Indicates the gTLD for this application has been delegated in the Root Zone of the DNS.)	21 88%	- -	21 100%	- -	- -	- -	7 88%	6 86%	8 89%
Withdrawn	2 8%	- -	- -	2 100%	- -	- -	1 13%	1 14%	- -
Terminated	- -	- -	- -	- -	- -	- -	- -	- -	- -
NO OFFICIAL DETERMINATION/NOT YET RESOLVED (NET)	- -	- -	- -	- -	- -	- -	- -	- -	- -
No official determination yet, but we do not expect to proceed	- -	- -	- -	- -	- -	- -	- -	- -	- -
Not yet resolved/unsure	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	24 100%	1 100%	21 100%	2 100%	- -	- -	8 100%	7 100%	9 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 14

16 Dec 2016
Table 15

Q722. What is the current status of your applications?

Base: Applied For More Than One New gTLD

	Total	Application Status					Overall Satisfaction		
		In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved	Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	29**	7**	24**	9**	2**	5**	13**	5**	11**
IN-PROGRESS (NET)	7 24%	7 100%	5 21%	3 33%	1 50%	3 60%	3 23%	1 20%	3 27%
Active: Proceeding toward delegation	5 17%	5 71%	3 13%	2 22%	1 50%	1 20%	3 23%	1 20%	1 9%
Active: Engaged in a Dispute Resolution Procedure	3 10%	3 43%	3 13%	2 22%	1 50%	3 60%	-	-	3 27%
Delegated (Indicates the gTLD for this application has been delegated in the Root Zone of the DNS.)	24 83%	5 71%	24 100%	7 78%	1 50%	5 100%	11 85%	4 80%	9 82%
Withdrawn	9 31%	3 43%	7 29%	9 100%	1 50%	4 80%	3 23%	-	6 55%
Terminated	2 7%	1 14%	1 4%	1 11%	2 100%	1 20%	1 8%	-	1 9%
NO OFFICIAL DETERMINATION/NOT YET RESOLVED (NET)	5 17%	3 43%	5 21%	4 44%	1 50%	5 100%	1 8%	-	4 36%
No official determination yet, but we do not expect to proceed	2 7%	1 14%	2 8%	2 22%	1 50%	2 40%	-	-	2 18%
Not yet resolved/unsure	5 17%	3 43%	5 21%	4 44%	1 50%	5 100%	1 8%	-	4 36%
Sigma	50 172%	21 300%	45 188%	27 300%	8 400%	21 420%	19 146%	5 100%	26 236%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 15

16 Dec 2016
Table 16

Q720/Q722. What is the current status of your application?

Base: Applied For New gTLD

	Total	Application Status						Overall Satisfaction		
		In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved		Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)		(G)	(H)	(I)
Unweighted Base	53*	8**	45*	11**	2**	5**		21**	12**	20**
IN-PROGRESS (NET)	8 15% C	8 100%	5 11%	3 27%	1 50%	3 60%		3 14%	1 8%	4 20%
Active: Proceeding toward delegation	5 9%	5 63%	3 7%	2 18%	1 50%	1 20%		3 14%	1 8%	1 5%
Active: Engaged in a Dispute Resolution Procedure	4 8%	4 50%	3 7%	2 18%	1 50%	3 60%		-	-	4 20%
Delegated (Indicates the gTLD for this application has been delegated in the Root Zone of the DNS.)	45 85%	5 63%	45 100% A	7 64%	1 50%	5 100%		18 86%	10 83%	17 85%
Withdrawn	11 21% C	3 38%	7 16%	11 100%	1 50%	4 80%		4 19%	1 8%	6 30%
Terminated	2 4%	1 13%	1 2%	1 9%	2 100%	1 20%		1 5%	-	1 5%
NO OFFICIAL DETERMINATION/NOT YET RESOLVED (NET)	5 9%	3 38%	5 11%	4 36%	1 50%	5 100%		1 5%	-	4 20%
No official determination yet, but we do not expect to proceed	2 4%	1 13%	2 4%	2 18%	1 50%	2 40%		-	-	2 10%
Not yet resolved/unsure	5 9%	3 38%	5 11%	4 36%	1 50%	5 100%		1 5%	-	4 20%
Sigma	74 140%	22 275%	66 147%	29 264%	8 400%	21 420%		27 129%	12 100%	35 175%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 16

16 Dec 2016
Table 17

Q725. APPLICATION STATUS

Base: All Qualified Respondents

	Total	Application Status					Overall Satisfaction		
		In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved	Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	53*	8**	45*	11**	2**	5**	21**	12**	20**
In-progress	8 15% C	8 100%	5 11%	3 27%	1 50%	3 60%	3 14%	1 8%	4 20%
Completed	45 85%	5 63%	45 100% A	7 64%	1 50%	5 100%	18 86%	10 83%	17 85%
Withdrawn	11 21% C	3 38%	7 16%	11 100%	1 50%	4 80%	4 19%	1 8%	6 30%
Terminated	2 4%	1 13%	1 2%	1 9%	2 100%	1 20%	1 5%	-	1 5%
No official determination/Not yet resolved	5 9%	3 38%	5 11%	4 36%	1 50%	5 100%	1 5%	-	4 20%
Sigma	71 134%	20 250%	63 140%	26 236%	6 300%	18 360%	27 129%	12 100%	32 160%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used.   * small base; ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 17

16 Dec 2016
Table 18

Q735. Have any of your applications been part of a contention set? A contention set is a set
of two or more applications containing identical or confusingly similar gTLD strings.

Base: All Qualified Respondents

		Application Status					Overall Satisfaction		
	Total	**In-progress**	**Comple-ted**	**Withdra-wn**	**Termina-ted**	**No official determi-nation/ Not yet resolved**	**Very/ Somewhat Satisfied**	**Neutral**	**Very Somewhat Dis-satisfied**
	(A)	**(B)**	**(C)**	**(D)**	**(E)**	**(F)**	**(G)**	**(H)**	**(I)**
Unweighted Base	53*	8**	45*	11**	2**	5**	21**	12**	20**
Yes	15 28%	5 63%	12 27%	8 73%	1 50%	5 100%	5 24%	2 17%	8 40%
No	38 72%	3 38%	33 73%	3 27%	1 50%	- -	16 76%	10 83%	12 60%
Sigma	53 100%	8 100%	45 100%	11 100%	2 100%	5 100%	21 100%	12 100%	20 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 18

16 Dec 2016
Table 19

Q740. Was your application placed in a contention set because:

Base: Applications Part Of Contention Set

	Total	Application Status					Overall Satisfaction		
		In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved	Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	15**	5**	12**	8**	1**	5**	5**	2**	8**
The applied-for string was an identical match to another applied-for string	12 80%	3 60%	9 75%	5 63%	-	3 60%	5 100%	2 100%	5 63%
The string was determined to be confusingly similar to another applied-for string	3 20%	2 40%	3 25%	3 38%	1 100%	2 40%	-	-	3 38%
Sigma	15 100%	5 100%	12 100%	8 100%	1 100%	5 100%	5 100%	2 100%	8 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 19

16 Dec 2016
Table 20

Q745. If it was determined to be confusingly similar to another string (including existing gTLDs, reserved names, other applied-for strings and requested IDN ccTLD and applied-for IDN gTLD strings), was the determination made by:

Base: String Determined To Be Confusingly Similar

| | Total | Application Status | | | | | | Overall Satisfaction | | |
		In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved	Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	3**	2**	3**	3**	1**	2**	-**	-**	3**
The String Similarity Panel	1 33%	- -	1 33%	1 33%	- -	- -	- -	- -	1 33%
A dispute resolution panel for a string confusion objection filed by another party	2 67%	2 100%	2 67%	2 67%	1 100%	2 100%	- -	- -	2 67%
Sigma	3 100%	2 100%	3 100%	3 100%	1 100%	2 100%	- -	- -	3 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 20

16 Dec 2016
Table 21

Q750. Did you file a reconsideration request or use another other avenue for recourse to settle disputes for any of your applications?

Base: All Qualified Respondents

		Application Status					Overall Satisfaction		
	Total	In-progress	Completed	Withdrawn	Terminated	No official determination/ Not yet resolved	Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	53*	8**	45*	11**	2**	5**	21**	12**	20**
Yes	6 11%	4 50%	4 9%	4 36%	1 50%	4 80%	2 10%	- -	4 20%
No	47 89%	4 50%	41 91%	7 64%	1 50%	1 20%	19 90%	12 100%	16 80%
Sigma	53 100%	8 100%	45 100%	11 100%	2 100%	5 100%	21 100%	12 100%	20 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 21

16 Dec 2016
Table 22

Q760. How would you rate your satisfaction with the reconsideration request process?

Base: Filed A Reconsideration Request

	Total	Application Status					Overall Satisfaction		
		In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved	Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	6**	4**	4**	4**	1**	4**	2**	-**	4**
TOP 2 BOX (NET)	1 17%	- -	1 25%	1 25%	- -	1 25%	1 50%	- -	- -
Very satisfied	1 17%	- -	1 25%	1 25%	- -	1 25%	1 50%	- -	- -
Somewhat satisfied	- -	- -	- -	- -	- -	- -	- -	- -	- -
Neither satisfied nor dissatisfied	- -	- -	- -	- -	- -	- -	- -	- -	- -
BOTTOM 2 BOX (NET)	5 83%	4 100%	3 75%	3 75%	1 100%	3 75%	1 50%	- -	4 100%
Somewhat dissatisfied	1 17%	1 25%	1 25%	1 25%	- -	1 25%	- -	- -	1 25%
Very dissatisfied	4 67%	3 75%	2 50%	2 50%	1 100%	2 50%	1 50%	- -	3 75%
Sigma	6 100%	4 100%	4 100%	4 100%	1 100%	4 100%	2 100%	- -	4 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 22

16 Dec 2016
Table 23

Q770. How was the contention resolved?

Base: Applications Part Of Contention Set

	Total	Application Status						Overall Satisfaction		
		In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved	Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	15**	5**	12**	8**	1**	5**	5**	2**	8**
Private settlement	10 67%	1 20%	8 67%	7 88%	1 100%	3 60%	3 60%	2 100%	5 63%
Community Priority Evaluation	2 13%	2 40%	2 17%	-	-	1 20%	1 20%	-	1 13%
ICANN-sponsored auction	5 33%	3 60%	5 42%	3 38%	1 100%	4 80%	1 20%	-	4 50%
Contention has yet to be resolved	4 27%	3 60%	3 25%	2 25%	1 100%	3 60%	-	-	4 50%
Sigma	21 140%	9 180%	18 150%	12 150%	3 300%	11 220%	5 100%	2 100%	14 175%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used.   ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 23

16 Dec 2016
Table 24

Q775. How would you describe the TLDs for which you applied?

Base: All Qualified Respondents

		Application Status					Overall Satisfaction		
	Total	In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved	Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	53*	8**	45*	11**	2**	5**	21**	12**	20**
Brand	28 53%	5 63%	23 51%	7 64%	2 100%	3 60%	11 52%	4 33%	13 65%
Generic	18 34%	4 50%	16 36%	8 73%	1 50%	4 80%	7 33%	4 33%	7 35%
Geographic	12 23%	2 25%	11 24%	1 9%	1 50%	1 20%	4 19%	4 33%	4 20%
Community	11 21%	5 63%	8 18%	2 18%	-	1 20%	6 29%	3 25%	2 10%
IDN (Internationalized Domain Names, or those that include characters beyond the letters a-z, the digits 0-9 and a hyphen.)	7 13%	2 25%	7 16%	3 27%	1 50%	2 40%	3 14%	-	4 20%
Other	2 4%	-	2 4%	-	-	-	-	2 17%	-
Sigma	78 147%	18 225%	67 149%	21 191%	5 250%	11 220%	31 148%	17 142%	30 150%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 24

16 Dec 2016
Table 25

Q780. Why did you apply for a new gTLD?

Base: All Qualified Respondents

	Total	Application Status						Overall Satisfaction		
		In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved		Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)		(G)	(H)	(I)
Unweighted Base	53*	8**	45*	11**	2**	5**		21**	12**	20**
AWARENESS/MARKETING (NET)	16 30%	1 13%	15 33%	2 18%	- -	- -		4 19%	4 33%	8 40%
Brand/Market awareness	7 13%	- -	7 16%	1 9%	- -	- -		1 5%	1 8%	5 25%
Territorial marketing/awareness	6 11%	- -	6 13%	- -	- -	- -		2 10%	2 17%	2 10%
Marketing (Unspec.)	2 4%	- -	1 2%	1 9%	- -	- -		- -	1 8%	1 5%
Increase sense of community	2 4%	1 13%	2 4%	- -	- -	- -		1 5%	1 8%	- -
Other awareness/marketing mentions	- -	- -	- -	- -	- -	- -		- -	- -	- -
PROTECTION (NET)	15 28%	2 25%	12 27%	2 18%	1 50%	1 20%		5 24%	1 8%	9 45%
Brand/Industry protection	13 25%	1 13%	10 22%	2 18%	1 50%	- -		4 19%	1 8%	8 40%
To provide safe/secure environment	3 6%	- -	3 7%	- -	- -	- -		1 5%	- -	2 10%
Other protection mentions	2 4%	1 13%	2 4%	- -	- -	1 20%		1 5%	- -	1 5%
CLASSIFICATION/IDENTIFICATION (NET)	14 26%	3 38%	12 27%	3 27%	1 50%	1 20%		5 24%	3 25%	6 30%
Digital development/infrastructure in our region/location	7 13%	1 13%	7 16%	1 9%	1 50%	1 20%		2 10%	1 8%	4 20%
Define differences between similar names	3 6%	1 13%	3 7%	- -	- -	- -		1 5%	1 8%	1 5%
Specific brand/industry interests/needs	2 4%	1 13%	- -	1 9%	- -	- -		- -	1 8%	1 5%
Other classification/identification mentions	2 4%	- -	2 4%	1 9%	- -	- -		2 10%	- -	- -
GROWTH/OPPORTUNITY (NET)	12 23%	2 25%	10 22%	3 27%	2 100%	3 60%		5 24%	3 25%	4 20%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 25

16 Dec 2016
Table 25

Q780. Why did you apply for a new gTLD?

Base: All Qualified Respondents

	Total	Application Status						Overall Satisfaction		
		In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved		Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)		(G)	(H)	(I)
Unweighted Base	53*	8**	45*	11**	2**	5**		21**	12**	20**
Business opportunity	7 13%	1 13%	6 13%	2 18%	-	2 40%		3 14%	2 17%	2 10%
Industry/Name-space growth	4 8%	1 13%	3 7%	1 9%	2 100%	1 20%		2 10%	-	2 10%
Other growth/opportunity mentions	2 4%	-	2 4%	-	-	-		-	1 8%	1 5%
ECONOMY (NET)	4 8%	2 25%	4 9%	1 9%	1 50%	1 20%		1 5%	2 17%	1 5%
Cybersquatting	2 4%	2 25%	2 4%	1 9%	1 50%	1 20%		1 5%	-	1 5%
Generate income/return on investment	2 4%	-	2 4%	-	-	-		-	2 17%	-
Other economy mentions	- -	- -	- -	- -	- -	- -		- -	- -	- -
MISCELLANEOUS (NET)	17 32%	6 75%	14 31%	4 36%	1 50%	3 60%		8 38%	3 25%	6 30%
New/Online innovation	9 17%	3 38%	8 18%	2 18%	-	1 20%		3 14%	2 17%	4 20%
Variety/Options	4 8%	1 13%	3 7%	2 18%	1 50%	1 20%		3 14%	-	1 5%
Other mentions	5 9%	2 25%	4 9%	-	-	1 20%		3 14%	1 8%	1 5%
Sigma	84 158%	16 200%	73 162%	15 136%	6 300%	9 180%		30 143%	17 142%	37 185%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 26

16 Dec 2016
Table 26

Q785. How did you hear about the new gTLD program?

Base: All Qualified Respondents

	Total	Application Status					Overall Satisfaction		
		In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved	Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	53*	8**	45*	11**	2**	5**	21**	12**	20**
I learned about it as an active participant in the ICANN community	31 58%	6 75%	25 56%	10 91%	2 100%	5 100%	13 62%	5 42%	13 65%
Advised by professional counsel-lawyer, business consultant, etc.	11 21%	-	10 22%	-	1 50%	-	5 24%	1 8%	5 25%
I was waiting for an application window to open	10 19%	2 25%	8 18%	2 18%	-	2 40%	6 29%	2 17%	2 10%
Word of mouth	9 17%	1 13%	7 16%	2 18%	-	-	4 19%	2 17%	3 15%
I was advised to apply	5 9%	1 13%	4 9%	1 9%	-	-	4 19%	1 8%	-
I saw/heard an advertisement for the program	4 8%	1 13%	4 9%	-	-	1 20%	3 14%	-	1 5%
Another entity that manages my domain names suggested it	3 6%	-	3 7%	-	-	-	2 10%	-	1 5%
Other	6 11%	-	6 13%	-	-	-	1 5%	3 25%	2 10%
Sigma	79 149%	11 138%	67 149%	15 136%	3 150%	8 160%	38 181%	14 117%	27 135%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 27

16 Dec 2016
Table 27

Q790. Prior to applying for a new gTLD, how did you participate in the ICANN community, if at all?

Base: All Qualified Respondents

		Application Status					Overall Satisfaction		
	Total	In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved	Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	53*	8**	45*	11**	2**	5**	21**	12**	20**
I regularly followed news and events from ICANN and associated constituencies	23 43%	5 63%	21 47%	7 64%	1 50%	5 100%	11 52%	3 25%	9 45%
I regularly attended ICANN meetings	22 42%	6 75%	19 42%	8 73%	1 50%	5 100%	10 48%	3 25%	9 45%
I participated in a Policy Development Process	13 25%	4 50%	11 24%	6 55%	1 50%	5 100%	4 19%	1 8%	8 40%
I submitted public comments on policy issues	13 25%	4 50%	11 24%	7 64%	1 50%	4 80%	4 19%	1 8%	8 40%
I was a member of a Supporting Organization (SO) or an Advisory Committee (AC)	12 23%	4 50%	10 22%	7 64%	1 50%	4 80%	5 24%	2 17%	5 25%
I was a contracted party with ICANN	8 15%	- -	8 18%	2 18%	- -	1 20%	4 19%	1 8%	3 15%
I did not actively participate in the ICANN community	22 42%	1 13%	18 40%	3 27%	1 50%	- -	7 33%	6 50%	9 45%
Sigma	113 213%	24 300%	98 218%	40 364%	6 300%	24 480%	45 214%	17 142%	51 255%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 28

16 Dec 2016
Table 28

Q795. Did you use a consulting service or other outside firm to submit your application?

Base: All Qualified Respondents

| | Total | Application Status | | | | | Overall Satisfaction | | |
		In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved	Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	53*	8**	45*	11**	2**	5**	21**	12**	20**
Yes	35 66%	4 50%	29 64%	4 36%	1 50%	1 20%	13 62%	8 67%	14 70%
No	18 34%	4 50%	16 36%	7 64%	1 50%	4 80%	8 38%	4 33%	6 30%
Sigma	53 100%	8 100%	45 100%	11 100%	2 100%	5 100%	21 100%	12 100%	20 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 29

16 Dec 2016
Table 29

Q800. With what portions of the application did the consulting firm assist in preparing?

Base: Used Consulting Service Or Outside Firm To Submit Application

		Application Status					Overall Satisfaction		
	Total	In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved	Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	35*	4**	29**	4**	1**	1**	13**	8**	14**
General application assistance	28 80%	3 75%	23 79%	4 100%	1 100%	1 100%	11 85%	5 63%	12 86%
Technical	25 71%	1 25%	22 76%	3 75%	-	-	10 77%	6 75%	9 64%
Financial	11 31%	1 25%	9 31%	1 25%	-	-	2 15%	4 50%	5 36%
I represent a consulting firm that helped applicants with their applications	1 3%	1 25%	-	-	-	-	1 8%	-	-
Other	1 3%	-	1 3%	-	-	-	-	-	1 7%
Sigma	66 189%	6 150%	55 190%	8 200%	1 100%	1 100%	24 185%	15 188%	27 193%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 30

16 Dec 2016
Table 30

Q805. Did your application(s) receive a GAC Early Warning?

Base: All Qualified Respondents

| | | Application Status | | | | | Overall Satisfaction | | |
	Total	In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved	Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	53*	8**	45*	11**	2**	5**	21**	12**	20**
Yes	8 15%	3 38%	7 16%	3 27%	1 50%	3 60%	5 24%	- -	3 15%
No	45 85%	5 63%	38 84%	8 73%	1 50%	2 40%	16 76%	12 100%	17 85%
Sigma	53 100%	8 100%	45 100%	11 100%	2 100%	5 100%	21 100%	12 100%	20 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 31

16 Dec 2016
Table 31

Q815. Did your application(s) receive GAC advice?

Base: All Qualified Respondents

		Application Status					Overall Satisfaction		
	Total	In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved	Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	53*	8**	45*	11**	2**	5**	21**	12**	20**
Yes	6 11%	2 25%	5 11%	4 36%	1 50%	3 60%	1 5%	2 17%	3 15%
No	47 89%	6 75%	40 89%	7 64%	1 50%	2 40%	20 95%	10 83%	17 85%
Sigma	53 100%	8 100%	45 100%	11 100%	2 100%	5 100%	21 100%	12 100%	20 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 32

16 Dec 2016
Table 32

Q825. Did you incorporate voluntary Public Interest Commitments (PICs) into your application(s)?

Base: All Qualified Respondents

	Total	Application Status					Overall Satisfaction		
		In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved	Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	53*	8**	45*	11**	2**	5**	21**	12**	20**
Yes	15 28%	4 50%	12 27%	5 45%	1 50%	3 60%	7 33%	5 42%	3 15%
No	38 72%	4 50%	33 73%	6 55%	1 50%	2 40%	14 67%	7 58%	17 85%
Sigma	53 100%	8 100%	45 100%	11 100%	2 100%	5 100%	21 100%	12 100%	20 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 33

16 Dec 2016
Table 33

Q830. Do you think that you received sufficient guidance from ICANN regarding the application process?

Base: All Qualified Respondents

	Total	Application Status					Overall Satisfaction		
		In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved	Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	53*	8**	45*	11**	2**	5**	21**	12**	20**
Yes	25 47%	3 38%	21 47%	5 45%	1 50%	2 40%	15 71%	7 58%	3 15%
No	24 45%	5 63%	21 47%	5 45%	1 50%	3 60%	3 14%	4 33%	17 85%
No opinion/not involved at that level	4 8%	- -	3 7%	1 9%	- -	- -	3 14%	1 8%	- -
Sigma	53 100%	8 100%	45 100%	11 100%	2 100%	5 100%	21 100%	12 100%	20 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 34

16 Dec 2016
Table 34

Q835. What are the biggest challenges you faced during the application and evaluation process? Were any unexpected, and if so, why?

Biggest challenges

Base: All Qualified Respondents

	Total	Application Status					Overall Satisfaction		
		In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved	Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	53*	8**	45*	11**	2**	5**	21**	12**	20**
PROCESS (NET)	27 51%	6 75%	22 49%	4 36%	2 100%	2 40%	9 43%	5 42%	13 65%
Processing order delays/Unknown schedule	7 13%	1 13%	7 16%	1 9%	-	1 20%	1 5%	1 8%	5 25%
Continued Operations Instrument (COI)	4 8%	-	4 9%	1 9%	-	-	1 5%	1 8%	2 10%
Contracting	3 6%	-	3 7%	-	-	-	1 5%	1 8%	1 5%
Overall/Learning process (Unspec.)	3 6%	1 13%	2 4%	-	-	-	1 5%	1 8%	1 5%
Banking requirements	3 6%	-	2 4%	1 9%	-	-	-	1 8%	2 10%
Too many rules/procedures	3 6%	2 25%	2 4%	-	-	-	1 5%	-	2 10%
TLD Application System (TAS) issues	2 4%	1 13%	2 4%	2 18%	1 50%	1 20%	-	-	2 10%
Applicant Guidebook (AGB) issues	2 4%	1 13%	2 4%	2 18%	1 50%	1 20%	-	-	2 10%
Other process mentions	9 17%	2 25%	7 16%	1 9%	1 50%	1 20%	4 19%	1 8%	4 20%
INCONVENIENCE (NET)	21 40%	3 38%	18 40%	5 45%	1 50%	1 20%	9 43%	3 25%	9 45%
Lack of clarity/understanding	8 15%	1 13%	7 16%	1 9%	-	-	3 14%	-	5 25%
Time consuming	7 13%	1 13%	6 13%	2 18%	-	-	4 19%	1 8%	2 10%
Too complex/intensive/technical	5 9%	-	4 9%	1 9%	-	-	2 10%	2 17%	1 5%
Other inconvenience mentions	2 4%	1 13%	2 4%	1 9%	1 50%	1 20%	1 5%	-	1 5%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q835. What are the biggest challenges you faced during the application and evaluation process? Were any unexpected, and if so, why?

Biggest challenges

Base: All Qualified Respondents

	Total	Application Status					Overall Satisfaction		
		In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved	Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	53*	8**	45*	11**	2**	5**	21**	12**	20**
ECONOMY (NET)	8 15%	- -	6 13%	3 27%	- -	1 20%	- -	3 25%	5 25%
Cost/Capital requirement	4 8% C	- -	2 4%	3 27%	- -	1 20%	- -	- -	4 20%
Making/Processing payments	2 4%	- -	2 4%	- -	- -	- -	- -	1 8%	1 5%
Other economy mentions	2 4%	- -	2 4%	- -	- -	- -	- -	2 17%	- -
CHANGES (NET)	7 13%	1 13%	7 16%	- -	- -	1 20%	- -	2 17%	5 25%
Changes in portal/program/procedure	5 9%	- -	5 11%	- -	- -	- -	- -	1 8%	4 20%
Changes in direction/Not living up to commitments	2 4%	1 13%	2 4%	- -	- -	1 20%	- -	1 8%	1 5%
Other changes mentions	- -	- -	- -	- -	- -	- -	- -	- -	- -
MISCELLANEOUS (NET)	15 28%	3 38%	13 29%	4 36%	- -	2 40%	6 29%	4 33%	5 25%
Uncertainty/Unforeseen challenges	6 11%	2 25%	5 11%	2 18%	- -	- -	2 10%	1 8%	3 15%
Delays/Multiple delays/challenges (Unspec.)	2 4%	- -	2 4%	- -	- -	- -	- -	1 8%	1 5%
Other miscellaneous mentions	9 17%	2 25%	8 18%	3 27%	- -	2 40%	5 24%	2 17%	2 10%
None	2 4%	- -	2 4%	- -	- -	- -	2 10%	- -	- -
Sigma	92 174%	16 200%	80 178%	21 191%	4 200%	9 180%	28 133%	18 150%	46 230%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used.   * small base; ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 36

16 Dec 2016
Table 35

Q835. What are the biggest challenges you faced during the application and evaluation process? Were any unexpected, and if so, why?

Unexpected/Why

Base: All Qualified Respondents

	Total	Application Status					Overall Satisfaction		
		In-progress	Completed	Withdrawn	Terminated	No official determination/ Not yet resolved	Very/ Somewhat Satisfied	Neutral	Very Somewhat Dissatisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	53*	8**	45*	11**	2**	5**	21**	12**	20**
PROCESS (NET)	25 47%	5 63%	20 44%	5 45%	2 100%	2 40%	9 43%	5 42%	11 55%
Processing order delays/Unknown schedule	8 15%	1 13%	7 16%	-	-	-	3 14%	1 8%	4 20%
Banking issues (i.e., Laws are different between countries, wiring payment issues, etc.)	3 6%	-	2 4%	1 9%	-	-	-	2 17%	1 5%
Contention process/set	3 6% C	1 13%	1 2%	1 9%	-	-	1 5%	-	2 10%
Applicant Guidebook (AGB) issues	3 6%	3 38%	3 7%	2 18%	1 50%	2 40%	1 5%	-	2 10%
Continued Operational Instrument (COI) issues	2 4%	-	2 4%	-	-	-	-	1 8%	1 5%
The whole process/Should have been better planned	2 4%	1 13%	1 2%	-	-	-	1 5%	-	1 5%
Other process mentions	12 23%	3 38%	10 22%	2 18%	2 100%	1 20%	5 24%	2 17%	5 25%
INCONVENIENCE (NET)	13 25%	3 38%	11 24%	3 27%	-	-	6 29%	3 25%	4 20%
Lack of clarity/understanding	4 8%	1 13%	4 9%	-	-	-	3 14%	-	1 5%
Time consuming/Laborious	4 8%	1 13%	4 9%	2 18%	-	-	3 14%	-	1 5%
Not intuitive/user friendly	2 4%	1 13%	1 2%	-	-	-	-	1 8%	1 5%
Too complex/intensive/excessive	2 4%	-	1 2%	1 9%	-	-	-	1 8%	1 5%
Other convenience mentions	3 6%	-	3 7%	1 9%	-	-	2 10%	1 8%	-
ECONOMY (NET)	5 9%	1 13%	4 9%	2 18%	-	2 40%	-	1 8%	4 20%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 37

16 Dec 2016
Table 35

Q835. What are the biggest challenges you faced during the application and evaluation process? Were any unexpected, and if so, why?

Unexpected/Why

Base: All Qualified Respondents

	Total	Application Status					Overall Satisfaction		
		In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved	Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	53*	8**	45*	11**	2**	5**	21**	12**	20**
High/Unexpected cost	3 6%	-	2 4%	1 9%	-	-	-	1 8%	2 10%
Other economy mentions	2 4%	1 13%	2 4%	1 9%	-	2 40%	-	-	2 10%
CHANGES (NET)	4 8%	-	4 9%	1 9%	-	-	-	1 8%	3 15%
Changes in portal/program/procedure	3 6%	-	3 7%	1 9%	-	-	-	1 8%	2 10%
Other changes mentions	1 2%	-	1 2%	-	-	-	-	-	1 5%
MISCELLANEOUS (NET)	13 25% C	4 50%	8 18%	5 45%	1 50%	3 60%	5 24%	2 17%	6 30%
Behavior (i.e., intransigence, frustrating, unpredictable, etc.)	5 9%	2 25%	4 9%	2 18%	1 50%	2 40%	-	-	5 25%
Other miscellaneous mentions	8 15% C	2 25%	4 9%	3 27%	-	1 20%	5 24%	2 17%	1 5%
None	8 15%	-	8 18%	-	-	-	4 19%	2 17%	2 10%
Declined to answer	1 2%	-	1 2%	-	-	-	-	-	1 5%
Sigma	79 149%	17 213%	64 142%	18 164%	4 200%	8 160%	28 133%	15 125%	36 180%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 38

16 Dec 2016
Table 36

Q840. Presuming new gTLDs continue to be allocated, do you believe that staging the application periods in rounds where a certain number of new gTLDs are opened for application in a specific window, rather than all at once is an effective means of adding new gTLDs to the DNS (Domain Name System)?

Base: All Qualified Respondents

	Total	Application Status					Overall Satisfaction		
		In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved	Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	53*	8**	45*	11**	2**	5**	21**	12**	20**
Yes	31 58%	7 88%	27 60%	5 45%	2 100%	3 60%	13 62%	7 58%	11 55%
No	22 42%	1 13%	18 40%	6 55%	- -	2 40%	8 38%	5 42%	9 45%
Sigma	53 100%	8 100%	45 100%	11 100%	2 100%	5 100%	21 100%	12 100%	20 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 39

16 Dec 2016
Table 37

Q845. Why do you/Why don't you believe this is an effective means of adding new gTLDs?

Base: All Qualified Respondents

| | Total | Application Status | | | | | | Overall Satisfaction | | |
| | | In-progress | Comple-ted | Withdra-wn | Termina-ted | No official determi-nation/ Not yet resolved | Very/ Somewhat Satisfied | Neutral | Very Somewhat Dis-satisfied |
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	53*	8**	45*	11**	2**	5**	21**	12**	20**
POSITIVE (NET)	46 87%	6 75%	40 89%	8 73%	2 100%	3 60%	20 95%	10 83%	16 80%
PROCESS (SUB-NET)	35 66%	2 25%	32 71%	7 64%	1 50%	3 60%	12 57%	7 58%	16 80%
Effective/Works well (Unspec.)	7 13%	1 13%	6 13%	2 18%	-	-	1 5%	-	6 30%
Fair process of open rounds for everyone	7 13%	-	5 11%	3 27%	-	1 20%	3 14%	2 17%	2 10%
Make an open process to apply/Without rounds	7 13%	1 13%	7 16%	1 9%	1 50%	1 20%	4 19%	1 8%	2 10%
Limited/Known number of applications	4 8%	-	3 7%	1 9%	-	-	-	2 17%	2 10%
First come/First serve process	3 6%	-	3 7%	1 9%	-	1 20%	1 5%	1 8%	1 5%
Better handling of processing applications	3 6%	1 13%	3 7%	1 9%	1 50%	1 20%	1 5%	-	2 10%
Controllable development	3 6%	-	3 7%	-	-	-	1 5%	-	2 10%
Priority round for specific domain	2 4%	-	2 4%	-	-	-	1 5%	-	1 5%
More efficient marketing	2 4%	-	2 4%	-	-	-	-	1 8%	1 5%
More rounds are needed	2 4%	1 13%	1 2%	-	-	-	-	-	2 10%
Other positive process mentions	7 13%	-	7 16%	1 9%	-	-	1 5%	1 8%	5 25%
CONVENIENCE (SUB-NET)	20 38%	5 63%	17 38%	3 27%	1 50%	1 20%	9 43%	5 42%	6 30%
Allows time to gather data before loading	5 9%	2 25%	4 9%	-	-	-	3 14%	2 17%	-
Reduce flow/online entrance	5 9%	1 13%	5 11%	1 9%	-	-	1 5%	-	4 20%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 40

16 Dec 2016
Table 37

Q845. Why do you/Why don't you believe this is an effective means of adding new gTLDs?

Base: All Qualified Respondents

	Total		Application Status					Overall Satisfaction		
		In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved	Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	53*	8**	45*	11**	2**	5**	21**	12**	20**
Easier process to use/partner with registries	4 8%	1 13%	4 9%	1 9%	1 50%	1 20%	1 5%	1 8%	2 10%
Simple/Less confusing	3 6%	-	3 7%	-	-	-	2 10%	-	1 5%
Release TLD's all at once	2 4%	-	1 2%	1 9%	-	-	1 5%	1 8%	-
Reduce application process timing	2 4%	-	2 4%	-	-	-	1 5%	-	1 5%
Other positive convenience mentions	3 6%	1 13%	2 4%	-	-	-	1 5%	1 8%	1 5%
MISCELLANEOUS (SUB-NET)	9 17%	1 13%	7 16%	-	1 50%	-	5 24%	3 25%	1 5%
Better protection/Less risk	5 9%	1 13%	4 9%	-	-	-	2 10%	2 17%	1 5%
Other positive miscellaneous mentions	4 8%	-	3 7%	-	1 50%	-	3 14%	1 8%	-
NEGATIVE (NET)	18 34%	4 50%	16 36%	5 45%	-	3 60%	6 29%	1 8%	11 55%
PROCESS (SUB-NET)	17 32%	4 50%	16 36%	4 36%	-	3 60%	6 29%	1 8%	10 50%
Need less negative impact (i.e., gaming, generics, technical, economic, etc.)	6 11%	-	6 13%	1 9%	-	-	2 10%	-	4 20%
Need better/consistent/sustainable development	4 8%	2 25%	3 7%	1 9%	-	-	3 14%	-	1 5%
Creates a false sense of urgency/scarcity	2 4%	-	2 4%	-	-	-	-	-	2 10%
Too many domains/Should be rare	2 4%	1 13%	2 4%	-	-	1 20%	-	1 8%	1 5%
Wastes resources	2 4%	-	2 4%	1 9%	-	1 20%	-	-	2 10%
Other negative process mentions	6 11%	2 25%	6 13%	2 18%	-	3 60%	1 5%	-	5 25%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 41

16 Dec 2016
Table 37

Q845. Why do you/Why don't you believe this is an effective means of adding new gTLDs?

Base: All Qualified Respondents

	Total	Application Status						Overall Satisfaction		
		In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved		Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)		(G)	(H)	(I)
Unweighted Base	53*	8**	45*	11**	2**	5**		21**	12**	20**
MISCELLANEOUS (SUB-NET)	6 11%	1 13%	5 11%	4 36%	-	1 20%		2 10%	-	4 20%
Other negative miscellaneous mentions	6 11%	1 13%	5 11%	4 36%	-	1 20%		2 10%	-	4 20%
NEUTRAL (NET)	3 6%	-	2 4%	2 18%	-	-		1 5%	2 17%	-
MISCELLANEOUS (SUB-NET)	3 6%	-	2 4%	2 18%	-	-		1 5%	2 17%	-
Other neutral mention	3 6%	-	2 4%	2 18%	-	-		1 5%	2 17%	-
Sigma	111 209%	16 200%	98 218%	24 218%	4 200%	11 220%		37 176%	19 158%	55 275%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 42

16 Dec 2016
Table 38

Q850. Regardless of whether you believe staging application periods in rounds is effective, do you support another means of opening application periods?

Base: All Qualified Respondents

	Total	Application Status					Overall Satisfaction		
		In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved	Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	53*	8**	45*	11**	2**	5**	21**	12**	20**
CONVENIENCE (NET)	17 32%	4 50%	15 33%	2 18%	1 50%	2 40%	6 29%	4 33%	7 35%
Make an open process to apply/Without rounds	11 21%	3 38%	10 22%	2 18%	1 50%	2 40%	5 24%	2 17%	4 20%
Defined time period of availability	4 8%	1 13%	3 7%	-	-	-	-	1 8%	3 15%
Available as soon as possible	2 4%	-	2 4%	-	-	-	2 10%	-	-
Release TLD's all at once	2 4%	-	2 4%	-	-	-	1 5%	1 8%	-
Other convenience mentions	1 2%	-	1 2%	-	-	-	-	1 8%	-
PROCESS (NET)	15 28%	2 25%	14 31%	2 18%	-	2 40%	3 14%	3 25%	9 45%
Priority rounds for specific domains	5 9%	1 13%	4 9%	-	-	-	1 5%	1 8%	3 15%
Better accrediting/vetting applicants	3 6%	-	3 7%	2 18%	-	1 20%	-	1 8%	2 10%
Limited number of applications	2 4%	1 13%	2 4%	-	-	1 20%	-	1 8%	1 5%
First come/First serve process	2 4%	-	2 4%	1 9%	-	1 20%	1 5%	-	1 5%
Process should be complex	2 4%	1 13%	2 4%	-	-	1 20%	1 5%	-	1 5%
Other process mentions	3 6%	-	3 7%	-	-	-	-	-	3 15%
MISCELLANEOUS (NET)	4 8%	-	4 9%	-	-	-	2 10%	2 17%	-
Yes/I support another means of opening application periods (Unspec.)	3 6%	-	3 7%	-	-	-	2 10%	1 8%	-

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 43

16 Dec 2016
Table 38

Q850. Regardless of whether you believe staging application periods in rounds is effective, do you support another means of opening application periods?

Base: All Qualified Respondents

		Application Status					Overall Satisfaction		
	Total	**In-progress**	**Comple-ted**	**Withdra-wn**	**Termina-ted**	**No official determi-nation/ Not yet resolved**	**Very/ Somewhat Satisfied**	**Neutral**	**Very Somewhat Dis-satisfied**
	(A)	**(B)**	**(C)**	**(D)**	**(E)**	**(F)**	**(G)**	**(H)**	**(I)**
Unweighted Base	53*	8**	45*	11**	2**	5**	21**	12**	20**
Other	1 2%	- -	1 2%	- -	- -	- -	- -	1 8%	- -
None	23 43%	3 38%	18 40%	6 55%	1 50%	1 20%	10 48%	6 50%	7 35%
Don't know	1 2%	- -	- -	1 9%	- -	- -	1 5%	- -	- -
Declined to answer	2 4%	- -	2 4%	- -	- -	- -	- -	- -	2 10%
Sigma	67 126%	10 125%	58 129%	12 109%	2 100%	7 140%	24 114%	16 133%	27 135%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 44

16 Dec 2016
Table 39

Q855. Would you apply for a new gTLD again under the same procedure used and which is outlined in the Applicant Guidebook?

Base: All Qualified Respondents

	Total	Application Status					Overall Satisfaction		
		In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved	Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	53*	8**	45*	11**	2**	5**	21**	12**	20**
Yes	32 60%	6 75%	27 60%	8 73%	1 50%	4 80%	15 71%	8 67%	9 45%
No	21 40%	2 25%	18 40%	3 27%	1 50%	1 20%	6 29%	4 33%	11 55%
Sigma	53 100%	8 100%	45 100%	11 100%	2 100%	5 100%	21 100%	12 100%	20 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 45

16 Dec 2016
Table 40

Q860. Using the scale below, how would you rate your Overall Satisfaction with the application process?

Base: All Qualified Respondents

		Application Status					Overall Satisfaction		
	Total	In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved	Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	53*	8**	45*	11**	2**	5**	21**	12**	20**
TOP 2 BOX (NET)	21 40%	3 38%	18 40%	4 36%	1 50%	1 20%	21 100%	- -	- -
Very satisfied	2 4%	- -	1 2%	- -	1 50%	- -	2 10%	- -	- -
Somewhat satisfied	19 36%	3 38%	17 38%	4 36%	- -	1 20%	19 90%	- -	- -
Neither satisfied nor dissatisfied	12 23%	1 13%	10 22%	1 9%	- -	- -	- -	12 100%	- -
BOTTOM 2 BOX (NET)	20 38%	4 50%	17 38%	6 55%	1 50%	4 80%	- -	- -	20 100%
Somewhat dissatisfied	13 25%	2 25%	12 27%	3 27%	- -	2 40%	- -	- -	13 65%
Very dissatisfied	7 13%	2 25%	5 11%	3 27%	1 50%	2 40%	- -	- -	7 35%
Sigma	53 100%	8 100%	45 100%	11 100%	2 100%	5 100%	21 100%	12 100%	20 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 46

16 Dec 2016
Table 41

Q865. Overall, how would you rate your satisfaction with the Application Evaluation process?

Base: All Qualified Respondents

| | Total | Application Status | | | | | Overall Satisfaction | | |
| | | In-progress | Comple-ted | Withdra-wn | Termina-ted | No official determi-nation/ Not yet resolved | Very/ Somewhat Satisfied | Neutral | Very Somewhat Dis-satisfied |
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	53*	8**	45*	11**	2**	5**	21**	12**	20**
TOP 2 BOX (NET)	21 40%	3 38%	17 38%	2 18%	1 50%	-	17 81%	3 25%	1 5%
Very satisfied	7 13%	-	6 13%	-	1 50%	-	6 29%	-	1 5%
Somewhat satisfied	14 26%	3 38%	11 24%	2 18%	-	-	11 52%	3 25%	-
Neither satisfied nor dissatisfied	16 30%	1 13%	16 36%	3 27%	-	2 40%	3 14%	7 58%	6 30%
BOTTOM 2 BOX (NET)	16 30%	4 50%	12 27%	6 55%	1 50%	3 60%	1 5%	2 17%	13 65%
Somewhat dissatisfied	11 21%	2 25%	9 20%	5 45%	1 50%	2 40%	1 5%	2 17%	8 40%
Very dissatisfied	5 9%	2 25%	3 7%	1 9%	-	1 20%	-	-	5 25%
Sigma	53 100%	8 100%	45 100%	11 100%	2 100%	5 100%	21 100%	12 100%	20 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 47

16 Dec 2016
Table 42

Q870. Overall, how would you rate your satisfaction with the Transition to Delegation process, which includes contracting and pre-delegation testing?

Base: Delegated

	Total	**Application Status**					**Overall Satisfaction**		
		In-progress	**Completed**	**Withdrawn**	**Terminated**	**No official determination/ Not yet resolved**	**Very/ Somewhat Satisfied**	**Neutral**	**Very Somewhat Dissatisfied**
	(A)	**(B)**	**(C)**	**(D)**	**(E)**	**(F)**	**(G)**	**(H)**	**(I)**
Unweighted Base	31*	2**	31*	3**	1**	3**	10**	8**	13**
TOP 2 BOX (NET)	19 61%	2 100%	19 61%	2 67%	1 100%	2 67%	9 90%	4 50%	6 46%
Very satisfied	9 29%	1 50%	9 29%	1 33%	-	1 33%	6 60%	2 25%	1 8%
Somewhat satisfied	10 32%	1 50%	10 32%	1 33%	1 100%	1 33%	3 30%	2 25%	5 38%
Neither satisfied nor dissatisfied	5 16%	-	5 16%	-	-	-	1 10%	2 25%	2 15%
BOTTOM 2 BOX (NET)	7 23%	-	7 23%	1 33%	-	1 33%	-	2 25%	5 38%
Somewhat dissatisfied	6 19%	-	6 19%	1 33%	-	1 33%	-	1 13%	5 38%
Very dissatisfied	1 3%	-	1 3%	-	-	-	-	1 13%	-
Sigma	31 100%	2 100%	31 100%	3 100%	1 100%	3 100%	10 100%	8 100%	13 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 48

16 Dec 2016
Table 43

Q875. Earlier you stated that you had withdrawn one or more applications. Why did you withdraw your application?

Base: Withdrawn

	Total	Application Status					Overall Satisfaction		
		In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved	Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	11**	3**	7**	11**	1**	4**	4**	1**	6**
Contention process	5 45%	1 33%	3 43%	5 45%	1 100%	1 25%	2 50%	1 100%	2 33%
Cost	3 27%	1 33%	1 14%	3 27%	- -	- -	2 50%	1 100%	- -
The marketplace for new gTLDs no longer seemed attractive	3 27%	1 33%	1 14%	3 27%	- -	- -	1 25%	1 100%	1 17%
Length of process	1 9%	- -	- -	1 9%	- -	- -	- -	1 100%	- -
Technical requirements	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	5 45%	2 67%	4 57%	5 45%	1 100%	4 100%	1 25%	- -	4 67%
Sigma	17 155%	5 167%	9 129%	17 155%	2 200%	5 125%	6 150%	4 400%	7 117%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 49

16 Dec 2016
Table 44

Q880a. At what point in the process did you withdraw your application?

Base: Withdrawn

	Total	Application Status					Overall Satisfaction		
		In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved	Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	11**	3**	7**	11**	1**	4**	4**	1**	6**
Contention resolution	8 73%	2 67%	6 86%	8 73%	1 100%	4 100%	3 75%	1 100%	4 67%
Contracting	3 27%	1 33%	1 14%	3 27%	- -	- -	1 25%	- -	2 33%
Evaluation	1 9%	1 33%	1 14%	1 9%	1 100%	1 25%	- -	- -	1 17%
PDT (Pre-delegation testing)	- -	- -	- -	- -	- -	- -	- -	- -	- -
After delegation	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	12 109%	4 133%	8 114%	12 109%	2 200%	5 125%	4 100%	1 100%	7 117%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 50

16 Dec 2016
Table 45

Q885. Would you be willing to participate in a 15 to 20-minute telephone interview
to provide more details about your experience during the application process?

Base: All Qualified Respondents

| | Total | Application Status | | | | | Overall Satisfaction | | |
| | | In-progress | Comple-ted | Withdra-wn | Termina-ted | No official determi-nation/ Not yet resolved | Very/ Somewhat Satisfied | Neutral | Very Somewhat Dis-satisfied |
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	53*	8**	45*	11**	2**	5**	21**	12**	20**
Yes	24 45%	5 63%	20 44%	6 55%	1 50%	5 100%	7 33%	4 33%	13 65%
No	29 55%	3 38%	25 56%	5 45%	1 50%	- -	14 67%	8 67%	7 35%
Sigma	53 100%	8 100%	45 100%	11 100%	2 100%	5 100%	21 100%	12 100%	20 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

P124162 - ICANN Application Process
Nielsen
Banner 1

Page 51

16 Dec 2016
Table 46

Q895. Do you want your survey answers to remain anonymous?

Base: All Qualified Respondents

		Application Status					**Overall Satisfaction**		
	Total	In-progress	Comple-ted	Withdra-wn	Termina-ted	No official determi-nation/ Not yet resolved	Very/ Somewhat Satisfied	Neutral	Very Somewhat Dis-satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted Base	53*	8**	45*	11**	2**	5**	21**	12**	20**
Yes	46 87%	6 75%	39 87%	11 100%	2 100%	4 80%	18 86%	10 83%	18 90%
No	7 13%	2 25%	6 13%	- -	- -	1 20%	3 14%	2 17%	2 10%
Sigma	53 100%	8 100%	45 100%	11 100%	2 100%	5 100%	21 100%	12 100%	20 100%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing