

## Applicant Survey Questions:

1. Current status of your application?
  - a. Active
  - b. Delegated
  - c. Withdrawn
  - d. Other – TEXT BOX?
2. Why did you apply for a new gTLD?
3. How did you hear about the program?
4. Were you previously involved in ICANN?
5. Did you use a consulting service or other outside firm to submit your application?  
(Alternatively: Are you a consulting firm?)
6. For how many TLDs did you apply?
7. Were you aware of the Applicant Support Program?
  - a. Did you apply for the Applicant Support Program?
8. Did your application receive GAC advice? Early warning?
  - a. What impact did GAC advice/EW have on you/your application?
9. What challenges did you face during the application process? (Broad – narrow down to categories? Open text box?)

IF WITHDRAWN, SAME AS ABOVE, BUT ADD:

1. Why did you withdraw your application?
  - a. Money
  - b. Tech requirements
  - c. Contention
  - d. Open text box
2. At what point in the process did you withdraw your application?
  - a. Evaluation
  - b. Contracting
  - c. PDT
  - d. Other

## From Nielsen:

First, here's our understanding of the requirements:

- Sample: ICANN's sample of ~1930 records (~570 withdrew, ~1000 contracts, ~360 in progress)
  - Complication: same parent company applied for 6300-400 TLDs
- Survey: 20-30 questions w/ a couple of open ends (and are they willing for more in-depth follow-up contact); online and all in English
- Want to interview as many as possible
- ICANN will send contacts an alert and encourage participation
- Nielsen to look into what incentives could be offered (fyi offering incentives is challenging internationally – would need to a list of all countries involved and look into this on a by-country basis)

Reviewing this and thinking it through, we feel that quantitative will be a challenge – since our starting point is only n=1900 contacts to begin with. Even with encouraging participation, we feel we will likely get, at best, a 5% participation rate. That's only about a total n=100. This n-size will not allow us to break out the results by the 3 segments (withdraw, contracted, in-progress). So it will be difficult to assess and make projections from the results.

So some questions for you:

- 1) What are you hoping to get from quantitative that you feel you cannot get from qualitative?
- 2) Are you open to doing qualitative instead of quantitative? We could do the following:
  - A smaller set of in-depth phone interviewers with 8-10 per group (so 24-30 interviews in total)
  - A large set of in-depth phone interviewers with 18-20 per group (so 54-60 interviews in total) – not though that I'm not sure we could reach this larger amount of those who withdrew or those in-progress but we would do a best effort

I can certainly price out the quantitative assessment – we're just concerned that it would not give you what you need in the end. If we get what we think we'll get, it's not going to allow us to split the results most likely so the result will just be directional. But maybe we'll get lucky and have higher participation.