

Recommendation 9 - Amended Recommendation Text:

Recommendation 9: Conduct periodic surveys of registrants.

Rationale/related findings: The inability to determine registrant motivations and behavior **hinders** efforts to study competition and choice in the TLD marketplace.

To: ICANN organization

Prerequisite or Priority Level: Prerequisite

Consensus within team: Yes

Details: The survey should be designed and continuously improved to collect registrant trends. Some initial thoughts on potential questions is in Appendix F: Possible Questions for a Future **Consumer** Survey. **To expand the benefit ICANN org recommends leveraging and aligning the survey with the requirements of the gTLD Marketplace.**

Success Measures: The availability of relevant data for use by the ICANN organization, contractors and the ICANN community for its work in evaluating competition in the DNS space.