



# IANA Engagement Survey 2022

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January 2023

[echoresearch.com](https://echoresearch.com)

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## Introduction and Objectives

- Echo Research has worked with IANA since 2013 to host and manage their annual Customer Engagement Survey.
- The sample was provided by IANA, with response rates varying by audience. In 2022 all those eligible to participate were sent individual invitations directly.
- This is a report of the findings from the 2022 Engagement Survey conducted between October and November 2022 and includes a comparison to the 2021 study.
- The main objectives of the study are to monitor engagement and satisfaction among IANA's customers and external stakeholders.
- There are 22 key statements on which respondents rate IANA across different criteria across; credibility, transparency, attentiveness, fairness, timeliness, accountability and their relationship with IANA.
- Each statement was rated on an agreement scale from Strongly Agree to Strongly Disagree, including an option for those who Don't know. The average ratings have been utilized throughout this report.
- The survey also provides the opportunity for IANA to gather qualitative and targeted feedback on its current engagement approach.

# Summary

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# 2022 IANA Engagement Survey – Key Highlights

## METHODOLOGY & TOP FINDINGS



The survey was conducted between October - November 2022

98

total surveys completed



Overall response has remained consistent at **9% (2021) and 9% in 2022** \*\*



Overall score among customer segments **increased to 4.1** from 4.0 in 2021

## STANDOUT RATINGS



Community leadership have scored IANA highest, rising from 2021, surrounding its overall credibility (**4.4**) and transparency (**4.3**). Perceptions are lowest for fairness (**4.1**).



Perceptions among operations customers are highest surrounding its credibility (**4.2**), while lowest when considering IANAs accountability (**3.9**).

# Methodology

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### Method of obtaining customer feedback

Echo Research hosted the 2022 Engagement Survey – managing customer responses in nine (9) customer groups. The online survey was made available to 1,117 customers between 24 October – 24 November 2022.

Prior to Echo Research's email invitation, the IANA team alerted customers of the upcoming survey and introduced Echo Research as the independent research firm commissioned to oversee the work. Reminder emails were also sent to customers who did not respond to the initial email invitation.

In 2022, it was agreed that we would not offer URLs for IANA managers to send to two (2) customer mailing lists – Root DNSSEC Community and IETF Community (Internet Engineering Task Force) as previous uptake was minimal.

The 2022 IANA engagement survey is separated into four (4) sections. Customers were directed to the relevant sections depending on customer group. All respondents were asked the same profiling questions at the start, and open-ended/ qualitative questions at the end.

Average time to complete survey: Mean: 11 minutes; Median: 7.0 minutes. There were 12 outliers with a survey length of over 30 minutes.

Email disposition

Email invitations were sent to 1,117 IANA customers. The participation rate for each method is shown below:

Disposition	2021*	2022
Number of customers invited by email (Unique links)	1209	<b>1117</b>
Completed surveys	106	<b>98</b>
Participation rate	9%	<b>9%</b>

\* Disposition for 2021 adjusted to reflect the removal of Root DNSSEC Community and IETF Community (Internet Engineering Task Force) open URL links to allow for comparison

## METHODOLOGY

### Customer participation

103 completed the survey, with the following splits and response below:

Group numbers	Community group	Total sample 2022	Total completes 2022 <sup>1</sup>	% achieved this year	% achieved last year	% change vs. last year
S1	Customer Standing Committee	8	5	63%	56%	+7%
S2	ccTLD Operators	427	42	10%	10%	0%
S3	ccNSO Council	18	7	39%	38%	+1%
S4	gTLD Operators	562	23	4%	5%	-1%
S5	gNSO Council + RySG chair	21	2	10%	7%	+3%
S6	Trusted Community Representatives	27	9	33%	21%	+12%
S8	Root Server Operators	21	5	24%	8%	+16%
S9	Internet Numbers Resources Leadership and Oversight	14	7	50%	53%	-3%
S10	IETF Leadership	19	3	16%	42%	-26%



### Participants have been analyzed based on the following splits

#### **Community Leadership (29 respondents):**

- IANA Naming Function:
  - Customer Standing Committee
  - ccNSO Council
  - gNSO Council + RySG chair
  - Trusted Community Representatives
- IANA Protocol Parameter Function
  - IETF Leadership
- IANA Numbering Function:
  - Internet Numbers Resources Leadership and Oversight



#### **Operations Customers (70 respondents):**

- IANA Naming Function:
  - ccTLD Operators
  - gTLD Operators
  - Root Server Operators

**1 respondent can be classified into both Community Leadership and Operations Customers roles**

# Participants Demographics

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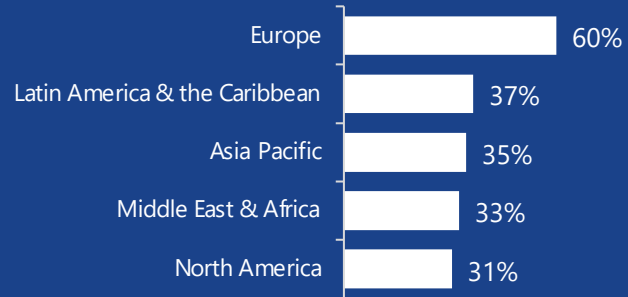
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## 2022 IANA ENGAGEMENT SURVEY – KEY HIGHLIGHTS

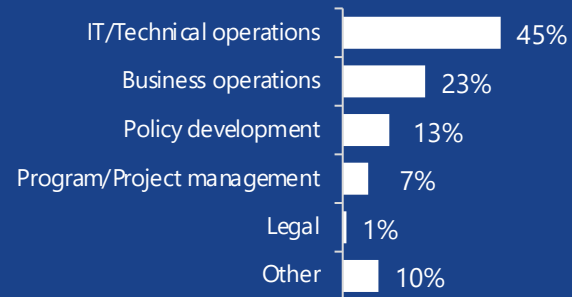
Participants profile has remained broadly consistent, with an increase in the proportion with experience of ICANN meetings (65% attending at least one event compared to 58% the previous year)

### WHO TOOK PART

#### Markets your organization/does business in

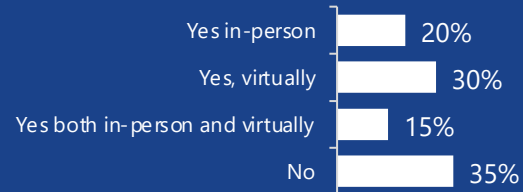


#### Job description



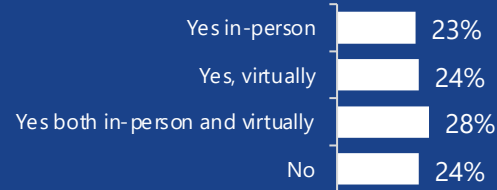
### PARTICIPATED IN ICANN MEETINGS

#### (Last 12 months)

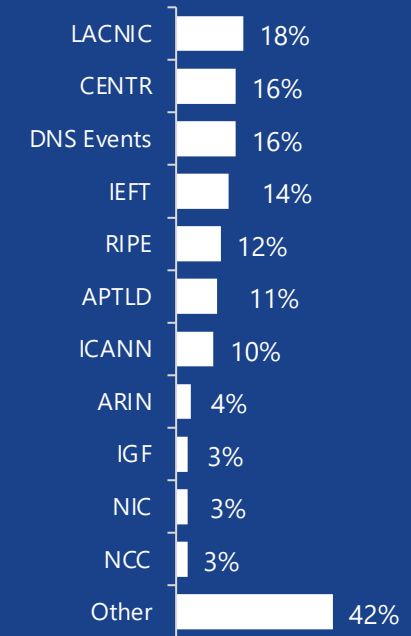


### ATTENDANCE TO OTHER INDUSTRY EVENTS

#### (Last 12 months)



### WHICH OTHER INDUSTRY EVENTS ATTENDED



# Overall Results

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## PERCEPTIONS OF IANA – ENGAGEMENT WITH CUSTOMERS/ STAKEHOLDER GROUPS

IANA's engagement ratings have remained broadly consistent over the past 12 months, showing a slight increase in credibility, transparency and timeliness



## COMMUNITY LEADERSHIP

### Perceptions of IANA as credible and transparent have risen highest among Community Leadership customers



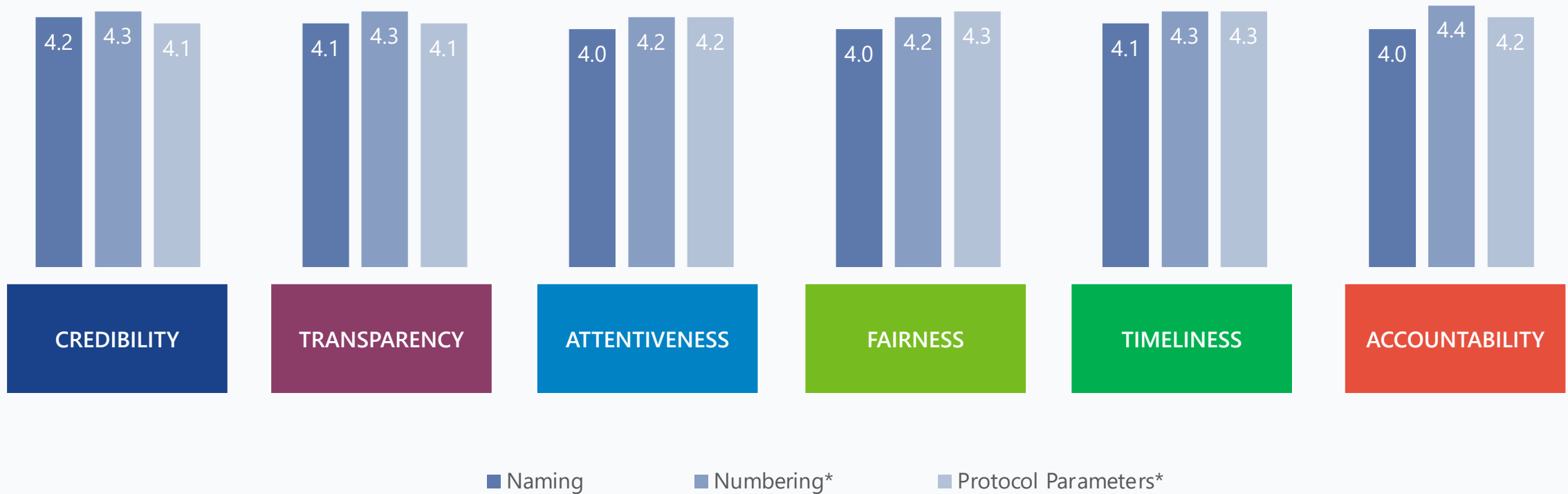
## OPERATIONS CUSTOMERS

### Operations Customers' improved perceptions have focused on IANAs credibility and commitment to fairness



## OVERALL RESULTS BY IANA FUNCTION

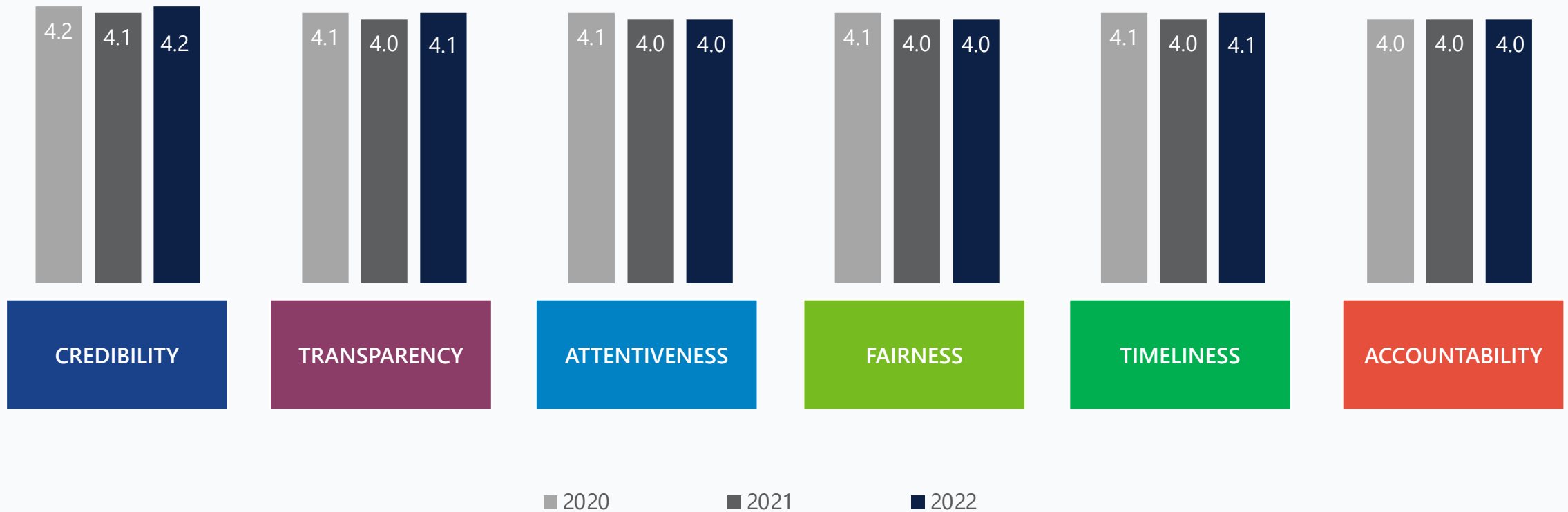
Customers from the Numbering function rate IANA the highest for its accountability to its customers





## PERCEPTIONS OF IANA: 2020-2022

Reviewing overall ratings across the past three years, perceptions of IANA's ratings have improved to mirror 2020 ratings



# Results by Segment

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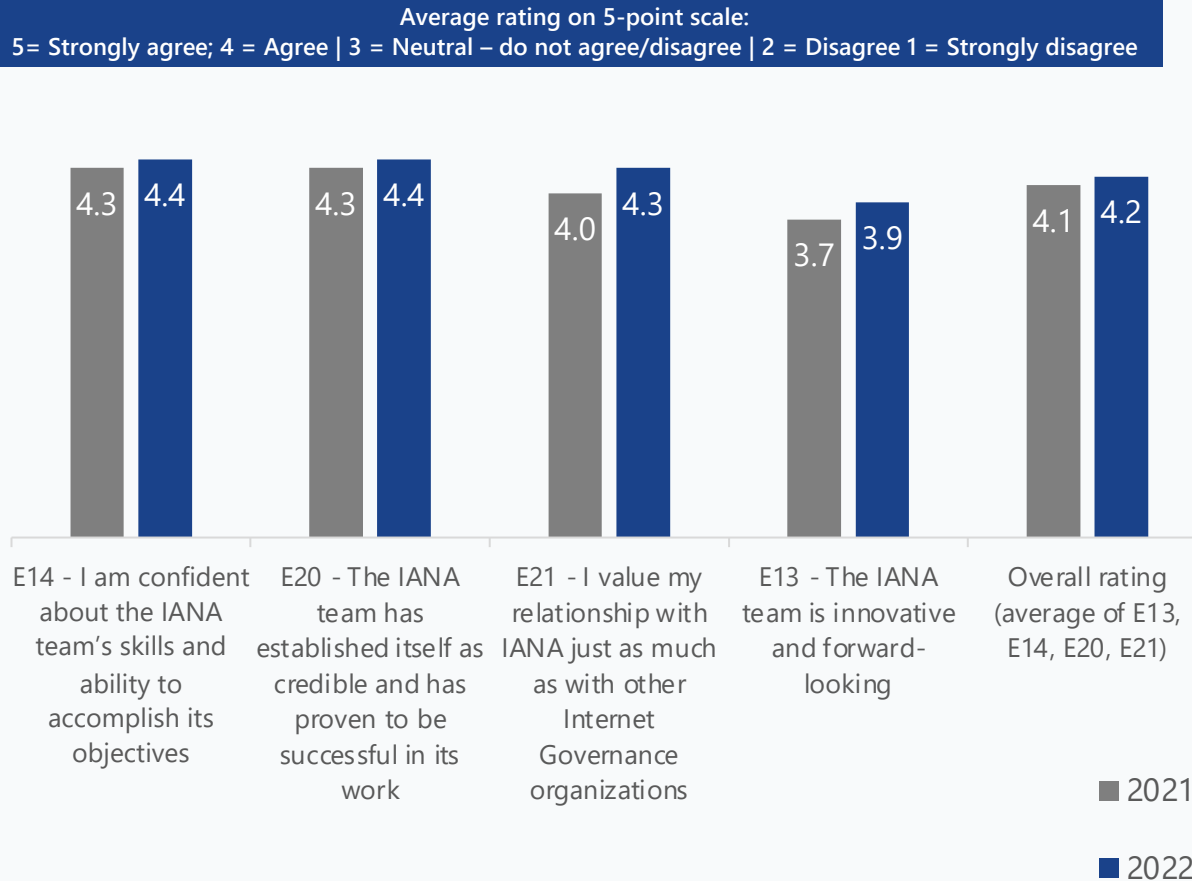
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## PERCEPTIONS OF IANA – CREDIBILITY

IANA’s credibility has risen in the past 12 months, highest surrounding the ability to accomplish its objectives



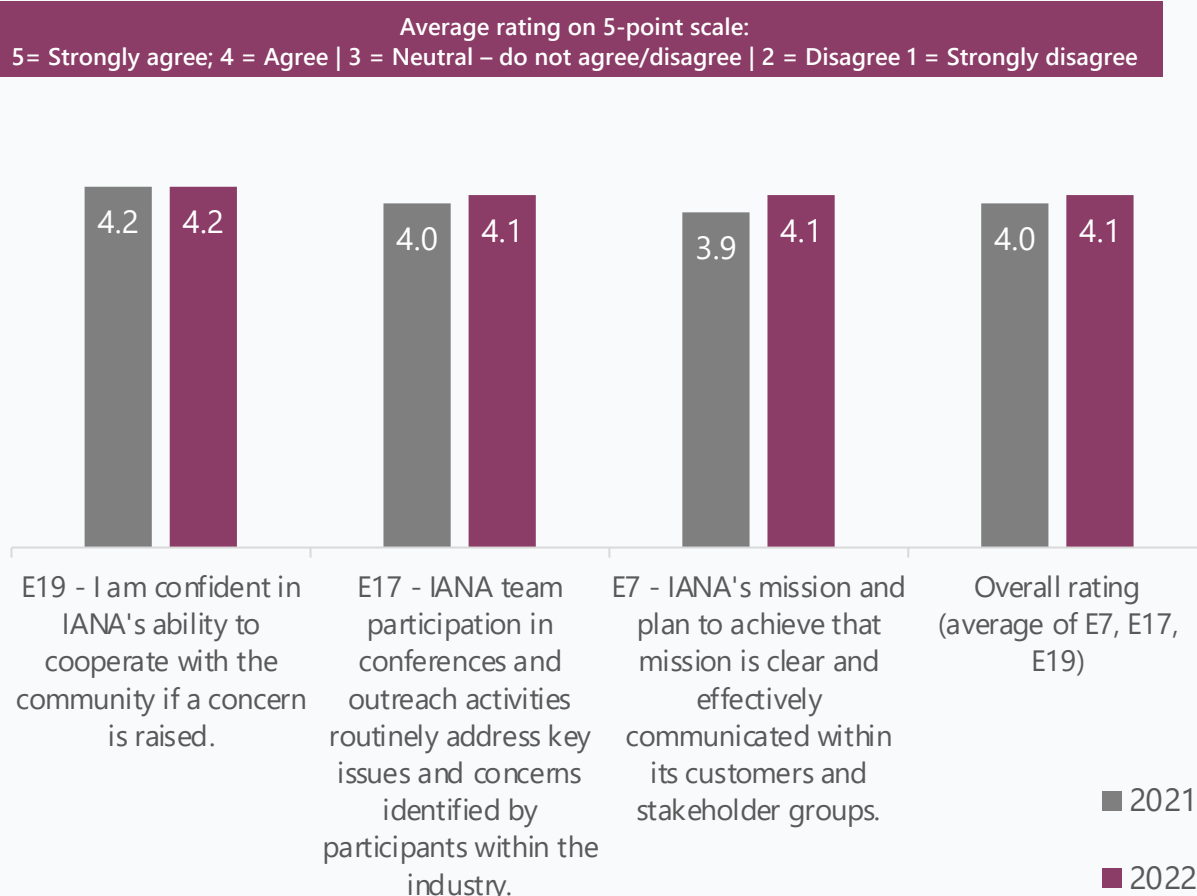
Average ratings on 5-point scale [2022]	E14	E20	E21	E13	Overall Rating
S1: Customer Standing Committee	4.6	4.4	4.6	4.2	4.5
S2: ccTLD Operators	4.4	4.3	4.3	3.8	4.2
S3: ccNSO Council	4.6	4.3	4.1	3.9	4.2
S4: gTLD Operators	4.2	4.2	4.0	3.6	4.0
S5: gNSO Council + RySG chair*	4.5	5.0	5.0	4.0	4.6
S6: Trusted Community Representatives	4.7	4.6	4.3	4.3	4.5
S8: Root Server Operators	4.8	4.8	4.6	4.4	4.7
S9: Internet Numbers Resources Leadership and Oversight	4.5	4.3	4.3	3.8	4.3
S10: IETF Leadership**	4.3	4.3	4.0	3.7	4.1

\* S5 was answered by two respondents

\*\* S10 was answered by three respondents

## PERCEPTIONS OF IANA – TRANSPARENCY

# Perceptions of transparency for IANA have marginally improved, with ratings highest among Root Server Operators



Average ratings on 5-point scale [2022]	E19	E17	E7	Overall Rating
S1: Customer Standing Committee	4.4	4.4	4.0	4.3
S2: ccTLD Operators	4.2	4.0	4.1	4.1
S3: ccNSO Council	4.0	4.3	4.0	4.1
S4: gTLD Operators	3.9	3.7	3.7	3.8
S5: gNSO Council + RySG chair*	4.0	5.0	5.0	4.7
S6: Trusted Community Representatives	4.3	4.3	4.1	4.3
S8: Root Server Operators	4.8	4.8	4.8	4.8
S9: Internet Numbers Resources Leadership and Oversight	4.4	4.0	4.3	4.3
S10: IETF Leadership**	4.3	4.0	4.0	4.1

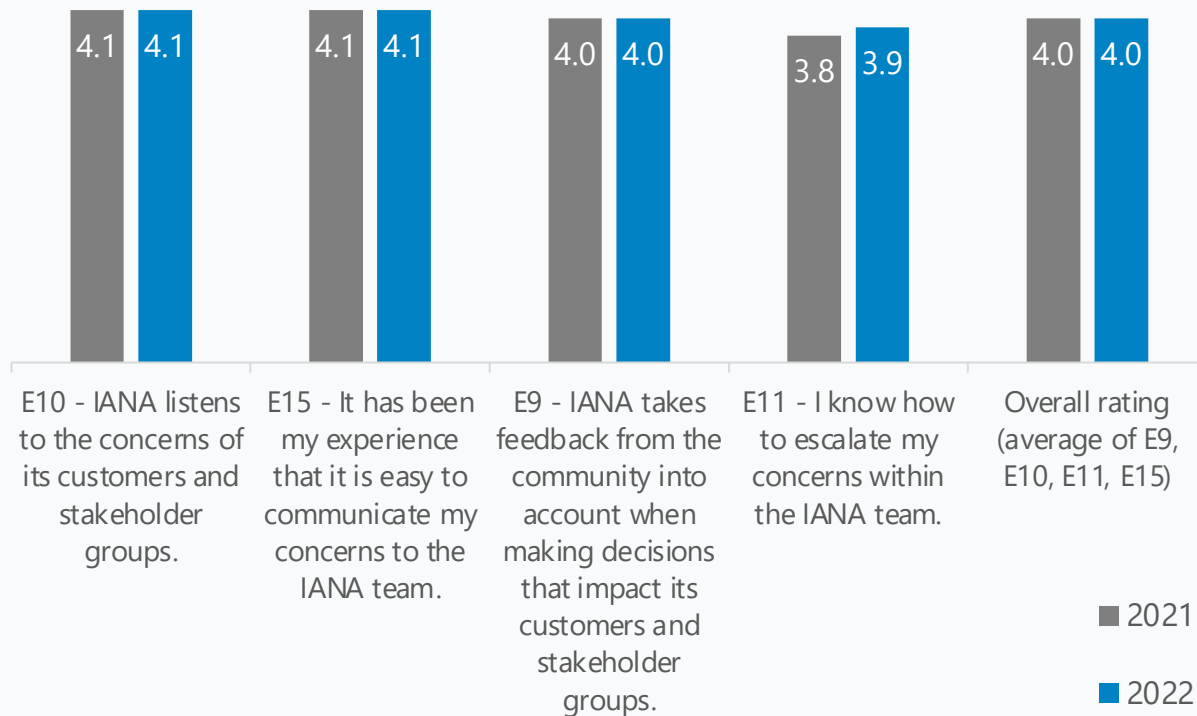
\* S5 was answered by two respondents

\*\* S10 was answered by three respondents

## PERCEPTIONS OF IANA – ATTENTIVENESS

### Agreement surrounding IANA’s attentiveness continues to be positively perceived among customers

Average rating on 5-point scale:  
5= Strongly agree; 4 = Agree | 3 = Neutral – do not agree/disagree | 2 = Disagree 1 = Strongly disagree



Average ratings on 5-point scale [2022]	E10	E15	E9	E11	Overall Rating
S1: Customer Standing Committee	4.4	4.2	4.4	4.4	4.4
S2: ccTLD Operators	4.0	3.9	3.9	3.9	3.9
S3: ccNSO Council	4.0	4.1	4.0	4.0	4.0
S4: gTLD Operators	4.0	4.0	3.9	3.6	3.8
S5: gNSO Council + RySG chair*	4.0	4.0	3.0	4.5	3.9
S6: Trusted Community Representatives	4.4	4.3	4.2	3.9	4.2
S8: Root Server Operators	4.6	4.6	4.8	4.5	4.6
S9: Internet Numbers Resources Leadership and Oversight	4.2	4.5	4.5	3.7	4.2
S10: IETF Leadership**	4.3	4.3	4.3	3.7	4.2

\* S5 was answered by two respondents

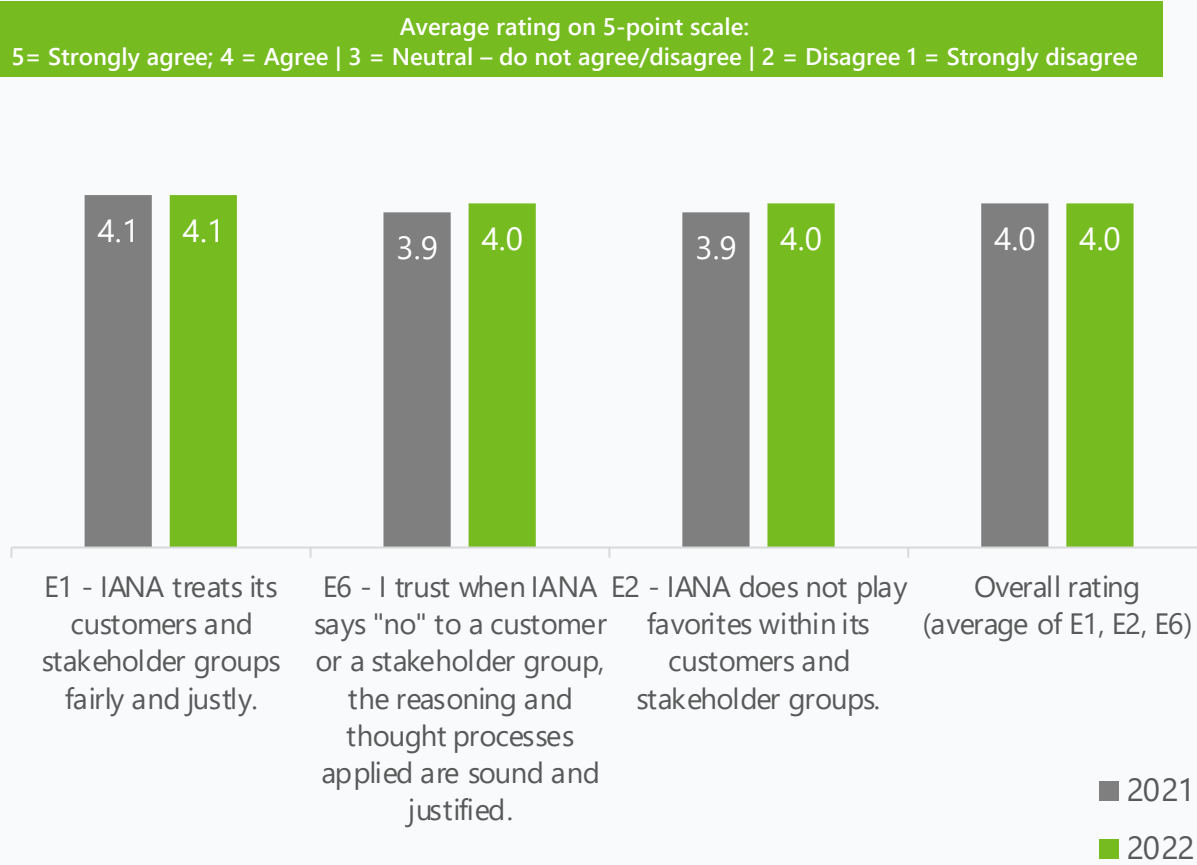
\*\* S10 was answered by three respondents



Q1. To what extent do you agree or disagree with the following statements about IANA’s...  
Categories represent average rating on 5-point scale  
Base: All respondents (n=103), excluding Don’t know

## PERCEPTIONS OF IANA – FAIRNESS

Fairness perceptions of IANA have improved surrounding its ability to say no to customer groups, and ensuring that it does not display favoritism



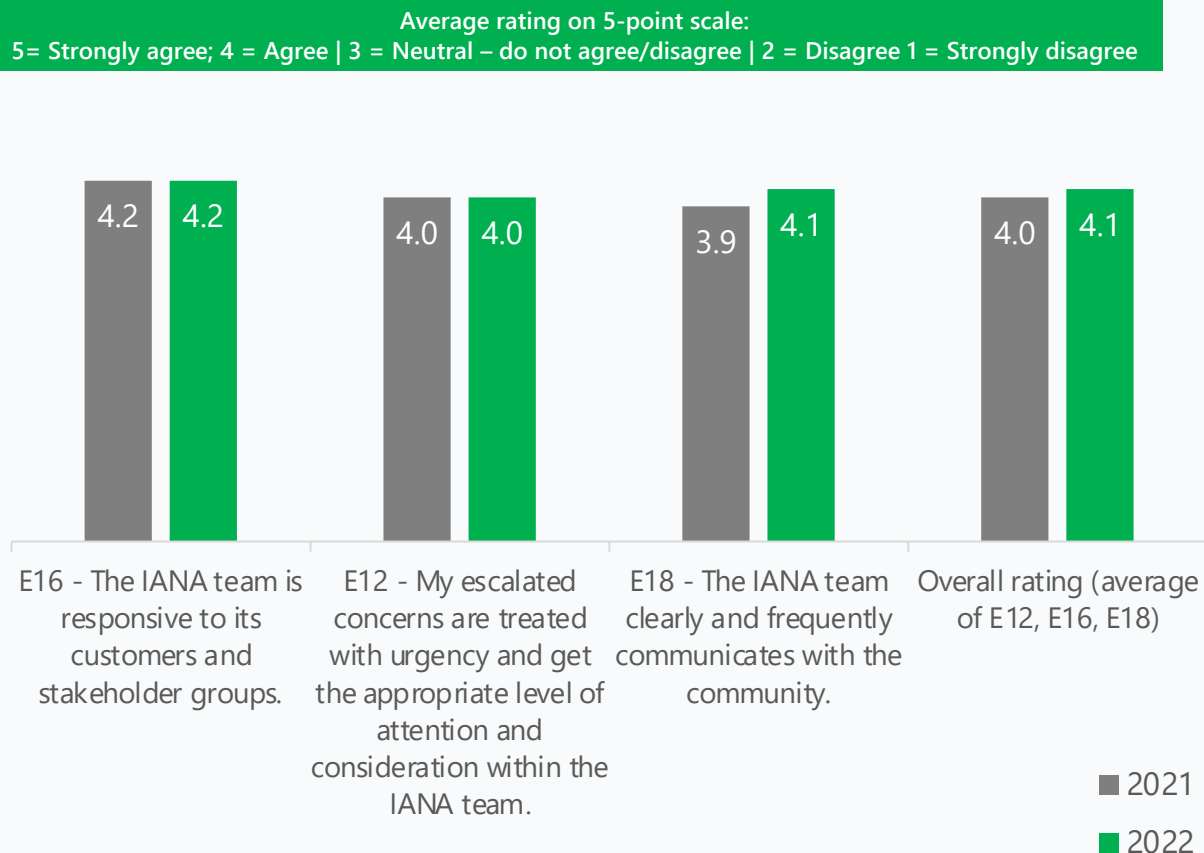
Average ratings on 5-point scale [2022]	E1	E6	E2	Overall Rating
S1: Customer Standing Committee	4.2	4.2	4.0	4.1
S2: ccTLD Operators	4.2	4.0	4.0	4.1
S3: ccNSO Council	3.7	3.4	3.4	3.5
S4: gTLD Operators	3.8	3.8	3.7	3.8
S5: gNSO Council + RySG chair*	4.0	3.5	5.0	4.2
S6: Trusted Community Representatives	4.3	4.1	4.1	4.2
S8: Root Server Operators	4.6	4.8	4.6	4.6
S9: Internet Numbers Resources Leadership and Oversight	4.3	4.3	4.1	4.2
S10: IETF Leadership**	4.3	4.3	4.3	4.3

\* S5 was answered by two respondents

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## PERCEPTIONS OF IANA – TIMELINESS

### Perceptions of IANAs timeliness has been positively impacted by its clear and frequent communication



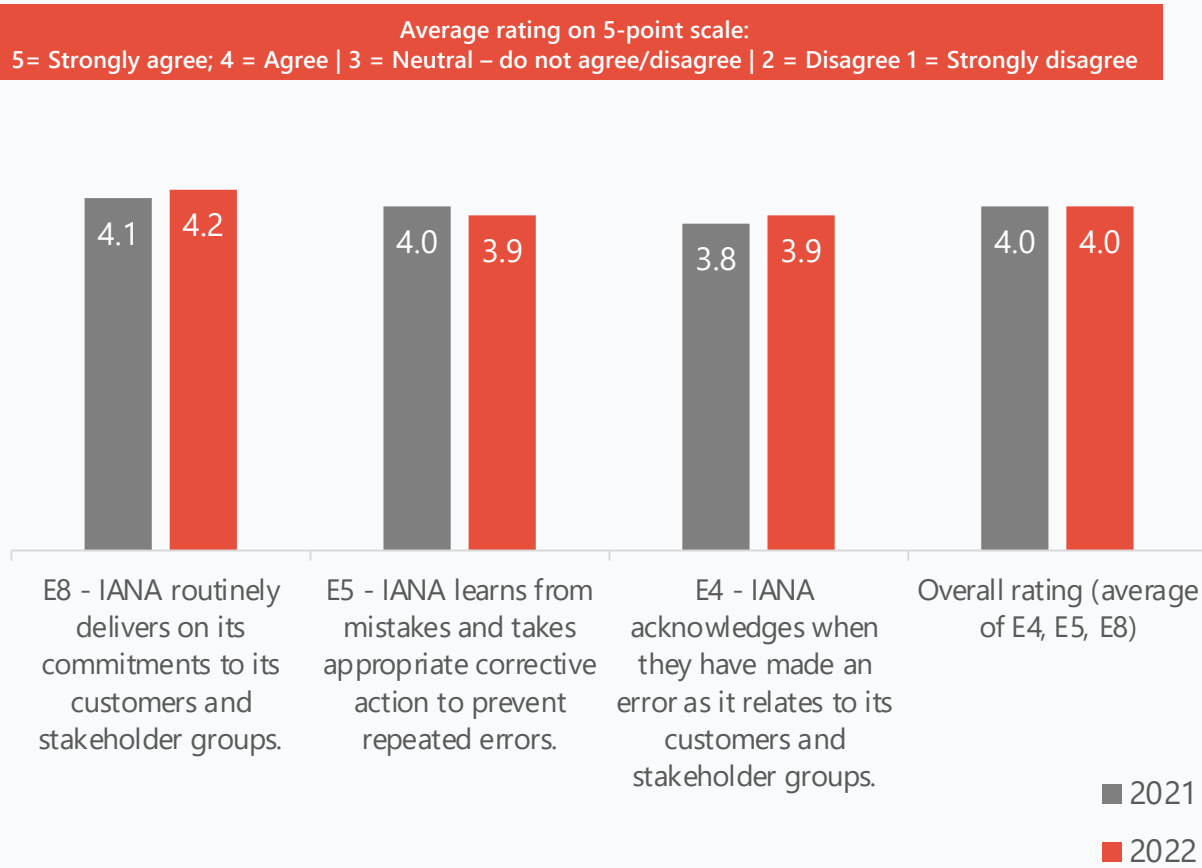
Average ratings on 5-point scale [2022]	E16	E12	E18	Overall Rating
S1: Customer Standing Committee	4.4	4.0	3.8	4.1
S2: ccTLD Operators	4.2	3.9	4.1	4.1
S3: ccNSO Council	3.8	4.0	4.3	4.1
S4: gTLD Operators	4.1	3.8	3.7	3.8
S5: gNSO Council + RySG chair*	3.5	4.0	4.5	4.0
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S9: Internet Numbers Resources Leadership and Oversight	4.3	4.2	4.2	4.3
S10: IETF Leadership**	4.3	4.5	4.0	4.3

\* S5 was answered by two respondents

\*\* S10 was answered by three respondents

## PERCEPTIONS OF IANA – ACCOUNTABILITY

While IANA is considered to deliver on its promises, improvements could focus on showing how it learns from any mistakes particularly among gNSO Council + RySG chair and ccNSO Council customers



Average ratings on 5-point scale [2022]	E8	E5	E4	Overall Rating
S1: Customer Standing Committee	4.2	4.2	4.2	4.2
S2: ccTLD Operators	4.2	3.9	3.8	4.0
S3: ccNSO Council	4.3	3.7	3.6	3.9
S4: gTLD Operators	3.9	3.6	3.6	3.7
S5: gNSO Council + RySG chair*	5.0	3.5	3.5	4.0
S6: Trusted Community Representatives	4.2	4.3	4.2	4.3
S8: Root Server Operators	4.6	4.6	4.5	4.6
S9: Internet Numbers Resources Leadership and Oversight	4.4	4.0	4.8	4.4
S10: IETF Leadership**	4.3	4.0	4.3	4.2

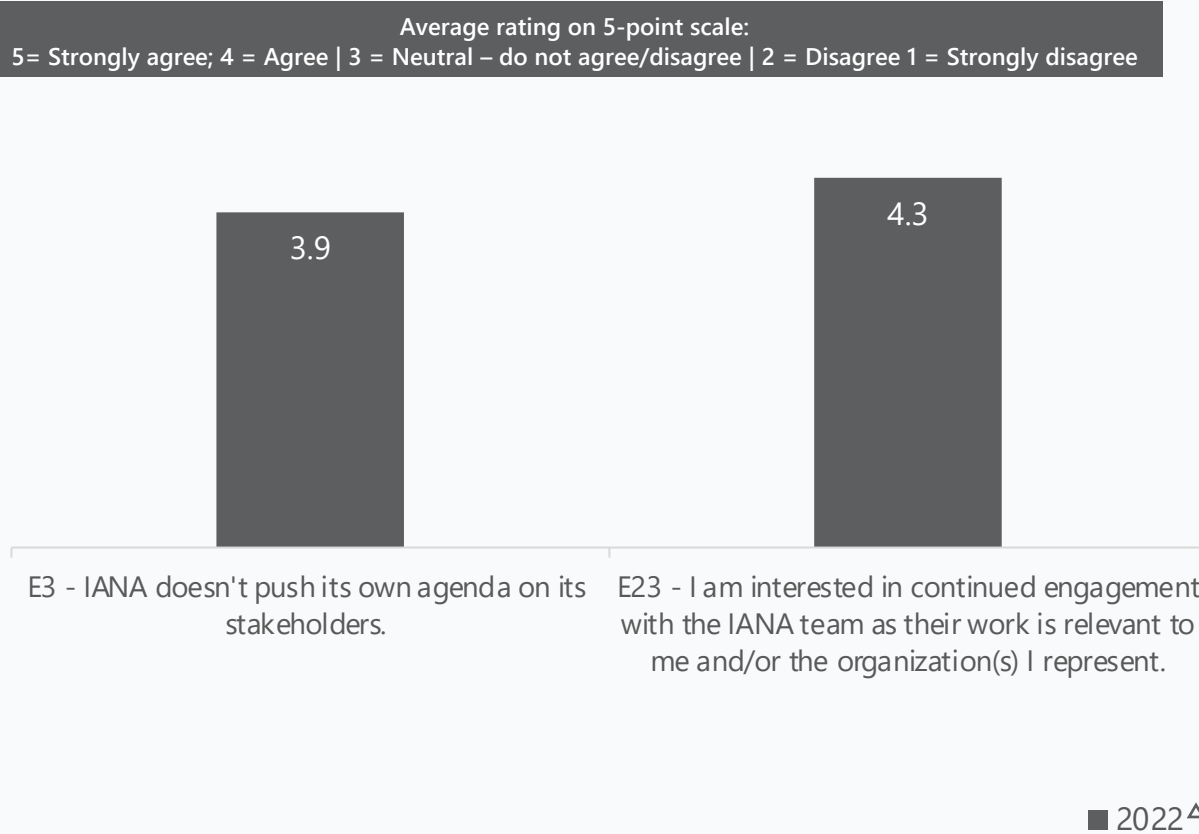
\* S5 was answered by two respondents

\*\* S10 was answered by three respondents



## PERCEPTIONS OF IANA – RELATIONSHIP WITH IANA

### Customers perceive their relationship with IANA positively



Average ratings on 5-point scale [2022]	E3	E23
S1: Customer Standing Committee	4.0	4.6
S2: ccTLD Operators	3.9	4.4
S3: ccNSO Council	3.7	4.4
S4: gTLD Operators	3.6	4.0
S5: gNSO Council + RySG chair*	4.0	4.5
S6: Trusted Community Representatives	4.1	4.2
S8: Root Server Operators	4.8	4.6
S9: Internet Numbers Resources Leadership and Oversight	4.2	4.2
S10: IETF Leadership**	4.7	4.3

<sup>Δ</sup>Wording for both statements E3 and E23 changed in 2022

\* S5 was answered by two respondents  
\*\* S10 was answered by three respondents

# Community Leadership Feedback

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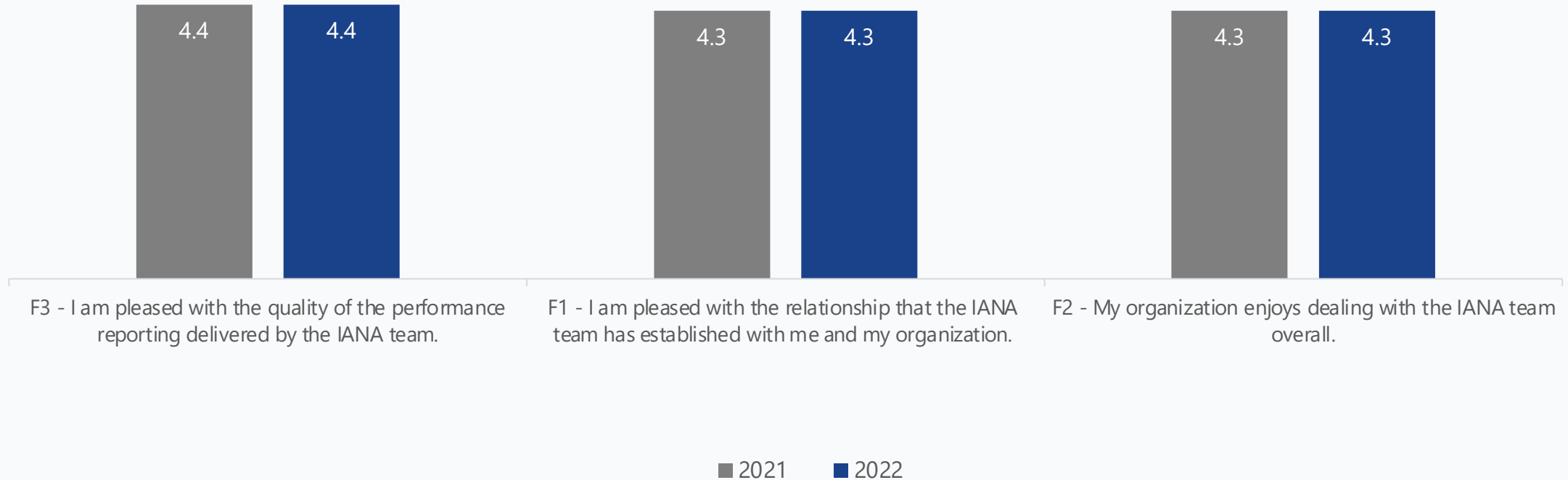
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## RELATIONSHIP WITH IANA – COMMUNITY LEADERSHIP GROUP’ SATISFACTION

### IANA has maintained the high positive relationship with Community Leadership

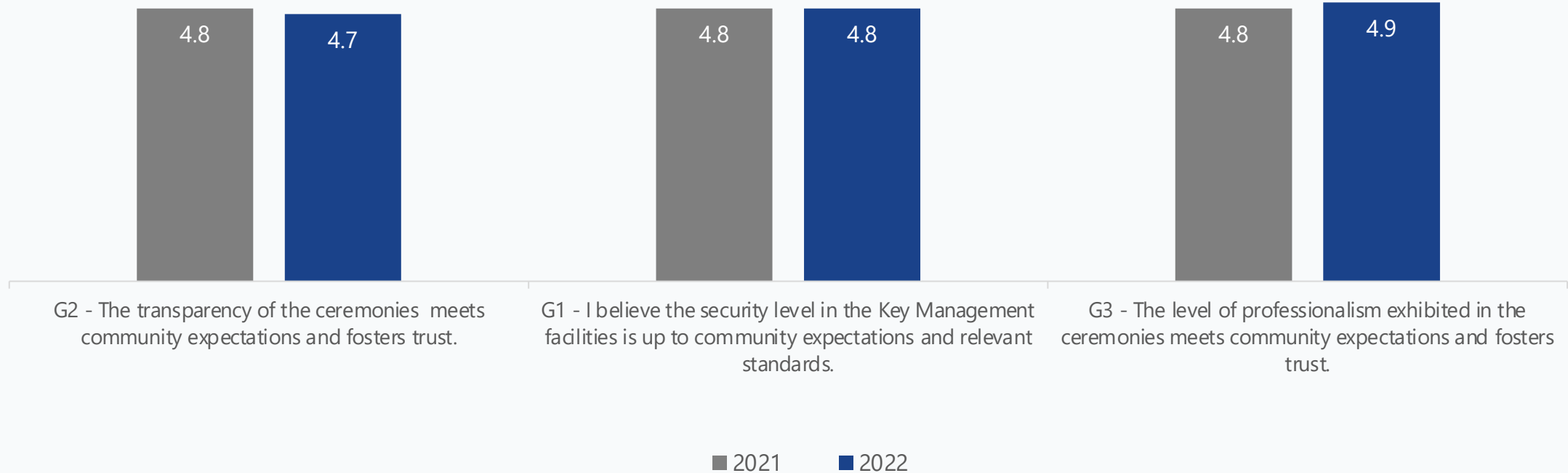
Average rating on 5-point scale:  
5= Strongly agree; 4 = Agree | 3 = Neutral – do not agree/disagree | 2 = Disagree 1 = Strongly disagree



## RELATIONSHIP WITH IANA – KEY CEREMONY EXPECTATIONS

Experience of IANA at key ceremonies has been positively received, with improvements made when considering the level of professionalism exhibited

Average rating on 5-point scale:  
5 = Strongly agree; 4 = Agree | 3 = Neutral – do not agree/disagree | 2 = Disagree 1 = Strongly disagree



# Open Ended Comments

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## KEY CEREMONY EXPECTATIONS

### Trusted community representatives have referenced prioritizing the algorithm rollover project

#### PROJECTS/TASKS TO BE PRIORITIZED

- ✓ Establishment of another KSK Ceremony Facility outside USA. Preferably in Europe (Netherlands/Switzerland) and/or Japan.
- ✓ KSK algorithm rollover.
- ✓ Algorithm Rollover.
- ✓ When pandemic becomes better, find a chance to let 7 RKSH to come together and merge the 7 keys, and prove the concept of the recovery key.
- ✓ HSM alternatives supporting the open protocol standards KMIP and newer cryptographic algorithms, specially EDDSA.

*Note – small base size all relevant comments shown*

## COMMENTS ON IANA'S CURRENT ENGAGEMENT APPROACH

### Overall, customers are happy with IANA's engagement approach

#### MEMBERS CONTINUE TO BE HAPPY WITH ICANN'S ENGAGEMENT APPROACH

<p><i>"I notice IANA staff presence at various industry meetings."</i> ccTLD Operators</p>	<p><i>"I have always appreciated having IANA team members on hand at ICANN meetings and CP summits. I feel their inclusion and availability is valuable for face-to-face meetings."</i> ccTLD Operators</p>	<p><i>"Completely satisfied. Teams know very well about their duties and responsibilities."</i> Internet Numbers Resources Leadership and Oversight</p>
<p><i>"IANA is excellent about community engagement."</i> Root Server Operators</p>	<p><i>"I greatly appreciate the work the IANA is doing."</i> ccTLD Operators</p>	<p><i>"I feel IANA's email communications are frequent enough and clear."</i> gTLD Operators (top-level domain)</p>
<p><i>"They are doing a terrific job."</i> Trusted Community Representatives</p>	<p><i>"Very effective."</i> gNSO Council + RySG chair</p>	<p><i>"I think it is pretty solid."</i> ccNSO Council</p>
<p><i>"I feel that approach that IANA's does is in the right way."</i> ccTLD Operators</p>	<p><i>"It seems tone appropriate."</i> Root Server Operators</p>	<p><i>"The team is organized, friendly, understands what we need of them, communicates clearly and often, makes reasonable suggestions."</i> IETF Leadership</p>

## SUGGESTIONS FOR IANA'S COMMUNICATIONS APPROACH

Customer comments have suggested a mix of approaches for communication, with a movement towards hybrid approaches

<b>REMOTELY</b> (9% in 2022 compared to 50% in 2021)	<b>MIX OF APPROACHES/ HYBRID</b> (60% in 2022 compared to 41% in 2021)	<b>IN-PERSON</b> (28% in 2022 compared to 17% in 2021)
<p><i>"Travel restrictions have eased but airline tickets have risen sharply so remotely is my choice."</i> ccTLD Operator</p>	<p><i>"A mix of approaches the best one."</i> Internet Numbers Resources Leadership and Oversight</p>	<p><i>"In person, a better way to connect with colleagues."</i> Trusted Community Representatives</p>
<p><i>"Remotely, due to time differences."</i> ccTLD Operator</p>	<p><i>"A mix of approaches. Mostly to avoid to much travelling."</i> Trusted Community Representatives</p>	<p><i>"In person, cross dialogue turns out to just be better in person."</i> ccNSO Council</p>
<p><i>"Remotely is an optimal approach, because of the geolocation."</i> ccTLD Operator</p>	<p><i>"A mix of approaches. Next to COVID we also have sustainable reasons not to fly as much as before."</i> ccTLD Operator</p>	<p><i>"In person. It's always easier to talk to people, when you actually meet them."</i> gTLD Operators (top-level domain)</p>
<p><i>"Remotely."</i> gTLD Operators (top-level domain)</p>	<p><i>"A mix approach: remotely as well as in person."</i> Customer Standing Committee</p>	<p><i>"Well I think that in-person is the best way, because it allows you to establish relationships with other peers in meetings."</i> ccTLD Operators</p>



## CONSIDERATIONS FOR IANA'S STRATEGIC DIRECTION

DNS Abuse, Security and Fragmentation are some of the key areas that stakeholders would like to see IANA consider for their strategic direction in the future

DNS Abuse	SECURITY	FRAGMENTATION
<i>"DNS Abuse - The Black Net/Alternative root."</i> gTLD Operators (top-level domain)	<i>"Security of the Internet."</i> ccTLD Operators	<i>"How to survive in time of fragmentation."</i> Trusted Community Representatives
<i>"NFT and domain names system."</i> gTLD Operators (top-level domain)	<i>"Contribute to setting the cyber policies of an organization to reduce the risk of vulnerability."</i> ccTLD Operators	<i>"Fragmenting the DNS root domains was likely extremely profitable, but has done nothing for actually making it easier to use Internet services. Limiting domineering (squatting) would be good, as it provides zero benefit to the Internet community."</i> ccTLD Operators
<i>"Connecting the next billion and addressing domain name abuse."</i> gTLD Operators (top-level domain)	<i>"Put a mechanism in place to unmask online criminal."</i> ccNSO Council	<i>"Avoiding Internet fragmentation."</i> Internet Numbers Resources Leadership and Oversight
<i>"What is this block-chain DNS stuff and should we be concerned about it?"</i> ccTLD Operators	<i>"The USA is laying years behind Europe in implementing 3d secure on every credit card (example given)."</i> ccTLD Operators	<i>"Fragmentation."</i> gTLD Operators (top-level domain)

## CONSIDERATIONS FOR IANA'S STRATEGIC DIRECTION

### Further recommendations include ensuring global access and monitoring the impact of global conflict

OPENNESS AND TRANSPARENCY	GEOPOLITICAL	OPERATIONS
<p><i>"Strategies to enforce global access."</i> ccTLD Operators</p>	<p><i>"The consequences and risks associated with conflicts between nations must be addressed."</i> ccTLD Operators</p>	<p><i>"Governance of ccTLDs Mastery of the ccTLD market ccTLD Evaluation Standards."</i> ccTLD Operators</p>
<p><i>"The Internet of today faces a plethora of challenges, but I think the most important ones are that we all try to work for an open and transparent internet, and that we give players at all level the tools to maintain that openness."</i> Root Server Operators</p>	<p><i>"Potential unreliability of the networks connectivity due to various economical and political reasons."</i> gNSO Council + RySG chair</p>	<p><i>"IPv6 adoption."</i> Trusted Community Representatives</p>
<p><i>"Issue of personal data protection, educating the public on cyber threats and how to prevent them."</i> ccTLD Operators</p>	<p><i>"The Internet access is controlled in many countries by governments who may decide to shut down the service for political considerations. Today the internet service has become an essential service for the populations, what are the strategies to be implemented so that the internet service is not controlled by politicians."</i> ccTLD Operators</p>	<p><i>"Bulk processing of RZM requests."</i> gTLD Operators (top-level domain)</p>
<p><i>"Keep it clean, end to end and open."</i> Trusted Community Representatives</p>		<p><i>"Given that the policy making and thus the definition of current and future IANA registries happens in the names, the numbers, or the protocol community, engaging with these groups is and remains key."</i> ccTLD Operators</p>

# About Echo

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## About Echo Research

- **Global leaders** in actionable insights into reputation and brand to drive strategic outcomes.
- **Full range of research** capabilities, all major languages, all markets.
- Responsible for **Britain's Most Admired Companies** study - the UK's longest running corporate reputation survey celebrating excellence in leadership.
- Winners of industry **awards for excellence** in communications research including top AMEC Platinum Award for the most effective media intelligence, research and insight company
- **Expert Witnesses** in image and reputation.
- Offices in **London** and **New York**.



# Echo Research Services



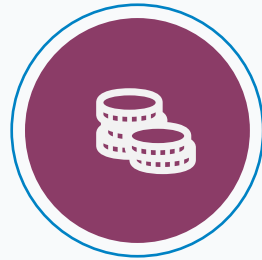
## Reputation / brand audits

How are we perceived by our stakeholders?  
How can we improve our stakeholder communications and engagement?



## Risk & issues monitoring

What issues are emerging that may impact our reputation?



## Reputation measurement & valuation

What are the metrics that matter to our senior leadership?  
How do we measure & value our reputation?



## Influencer mapping

Who are our most influential stakeholders?  
Who should we be engaging with?



## Research for publicity

How can we use great research to promote & position our brand?



## Media monitoring & analysis

What is media sentiment towards us?  
How effective is our PR? How could it be improved?



## Britain's Most Admired Companies

Based on 13 reputational drivers, who is Britain's Most Admired company & leader?



## The ESG balanced scorecard

How is ESG driving value to your organization?

## Tracey Croft | Head of Stakeholder Research



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## Alisha Bains | Research Executive



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# AIM FOR BETTER

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