



 **gay**

Audience Perceptions

REPORT SUMMARY | OCTOBER 2019

Top Level Design is thrilled to offer **.gay**, which is a historic and important platform. We aim to lift up LGBTQ voices and create more gay-friendly space on the internet. .Gay domains tell LGBTQ stories, foster authentic engagement, and support lasting community impact.

We understand that there is no single, all-encompassing gay experience or worldview that applies to everyone across the globe, so it was imperative that we engage the community at-large and learn from a variety of lived experiences before launching .gay. In addition to years of preparation and listening to our friends, family and colleagues, we intentionally surveyed and listened to individuals who self-identify as LGBTQ.

We also surveyed allies, business owners, and people who do not identify as allies, in an effort to capture the perspectives of the broader population who will be exposed to .gay’s messaging, including dissenting voices.

Through this process, we discovered that **more than half of LGBTQ community members said they would likely use a .gay site because they see it adding value to their overall online experiences.**

Audience

LGBTQ
LGBTQ Allies
Past/Future Website
Purchasers
Non-LGBTQ/Allies

Sample Size

1,000 Gen Pop:
400 LGBTQ
300 LGBTQ Allies
150 Website Purchasers
150 Non-LGBTQ/Allies

Timing

Survey fielded from October
17, 2019 – October 23, 2019

Method

20-minute online survey
conducted by Edelman Intelligence

Margin of Error: $\pm 3.1\%$ at the
95% confidence level

Key Findings

61%

61% of LGBTQ community members state they would be more likely to use a .gay site because of the value they see for their communities.

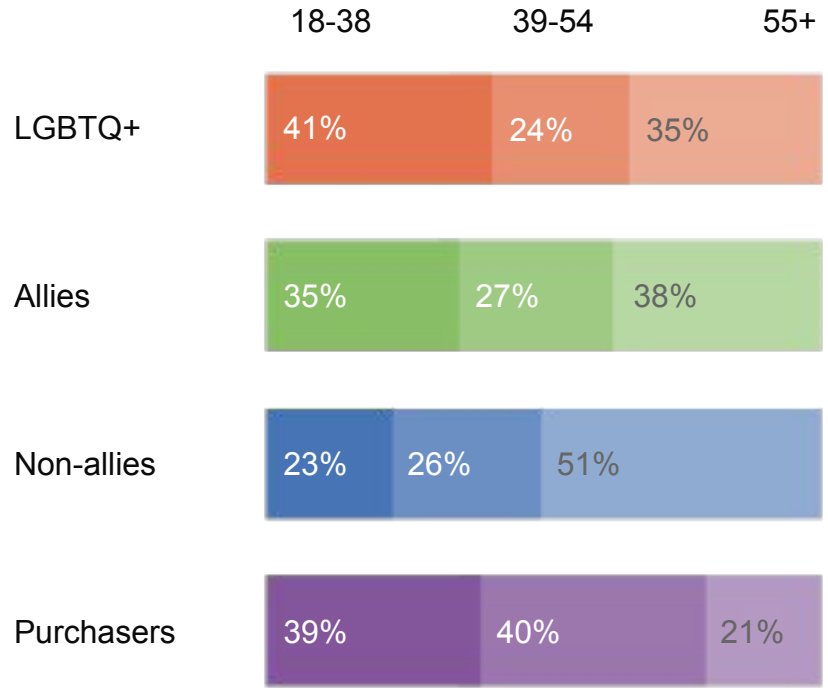
59%

59% of LGBTQ community members state they see .gay as creating an even better online experience.

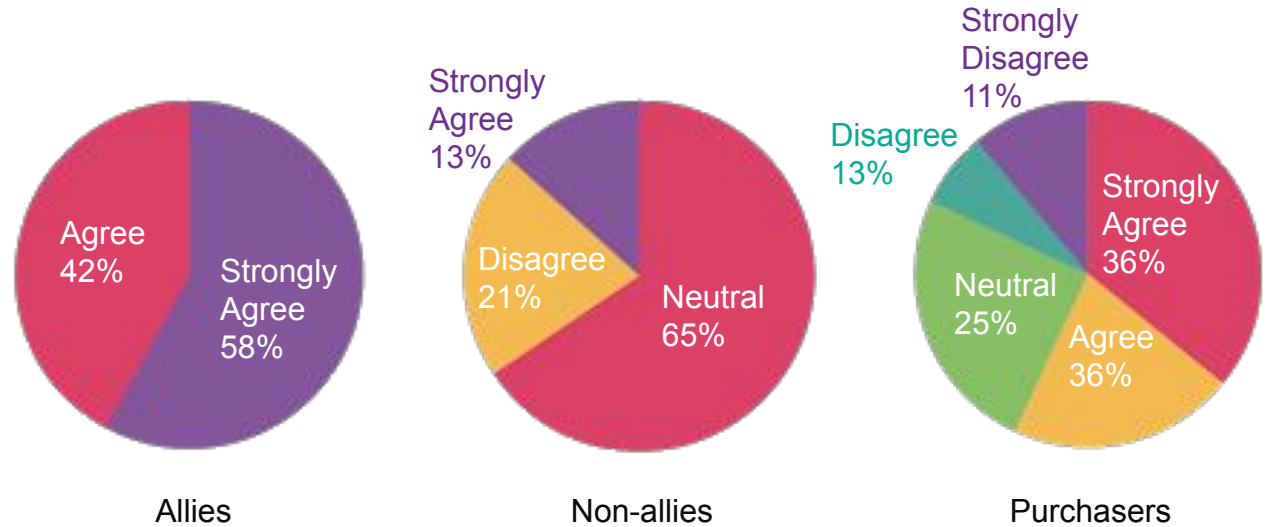
57%

57% of LGBTQ community members and allies state that they see .gay changing freedom of self-expression for the better.

Who We Talked To



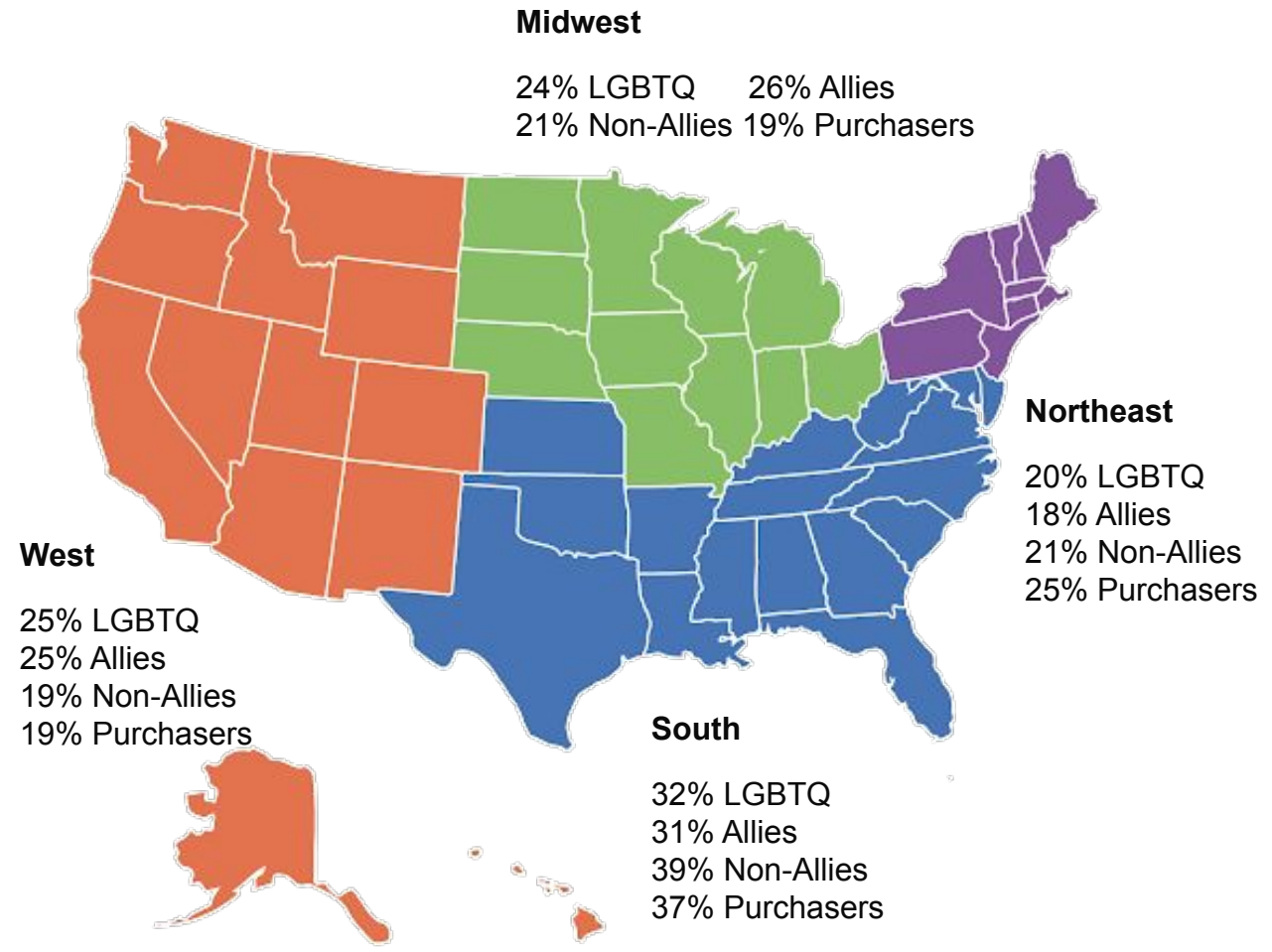
“I consider myself an ally to individuals who are diverse genders and sexualities, because I speak up, accept, embrace, or stand in support of their freedom to be who they are.”



S3.What is your current age? S4.What state do you currently live in? S7.Which of the following best represents how you think of yourself? (n=1000) S8.How much do you agree or disagree with the following statement? (n=850)

Who We Talked To

	LGBTQ	Allies	Non-allies	Purchasers
Lesbian	18%			1%
Gay	33%			1%
Bisexual	41%			4%
Transgender	2%			1%
Questioning	4%			0%
Queer	4%			0%
Intersex	2%			1%
Asexual	6%			0%
Two Spirit	2%			0%
Heterosexual	1%	93%	93%	91%
Other	1%	2%	1%	1%
Prefer not to say		5%	6%	1%



S3.What is your current age? S4.What state do you currently live in? S7.Which of the following best represents how you think of yourself? (n=1000)
S8.How much do you agree or disagree with the following statement? (n=850)

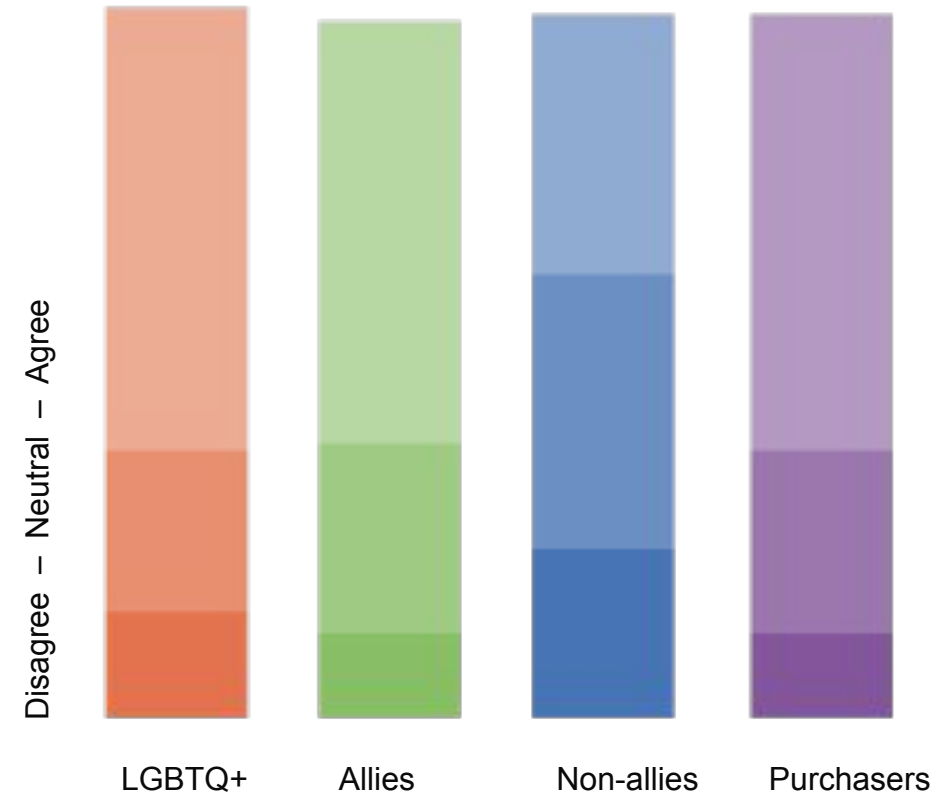
The majority of people see .gay as inclusive...

Ours is a diverse community — composed of people of a variety of identities, which we should all be proud.

While our product is proudly .gay, we will always use LGBTQ to describe and reflect the diversity of the community and our audience. This term is also preferred and used by GLAAD, one of our nonprofit beneficiaries. Our goal is to create the most diverse and inclusive .gay possible.



“A domain such as ‘.gay’ would be inclusive and representative of people who identify as LGBTQ”



Q21: how much do you agree with the following: “A domain such as “.gay” would be inclusive and representative of people who identify as lesbian, gay, bisexual, transgender, asexual, etc.” , Q22: Can you please indicate why you do not agree with the statement below? “A domain such as “.gay” would be inclusive and representative of people who identify as lesbian, gay, bisexual, transgender, asexual, etc.” , Base: N All=1000, Non-purchasers=850

... and believe it would strengthen LGBTQ communities...

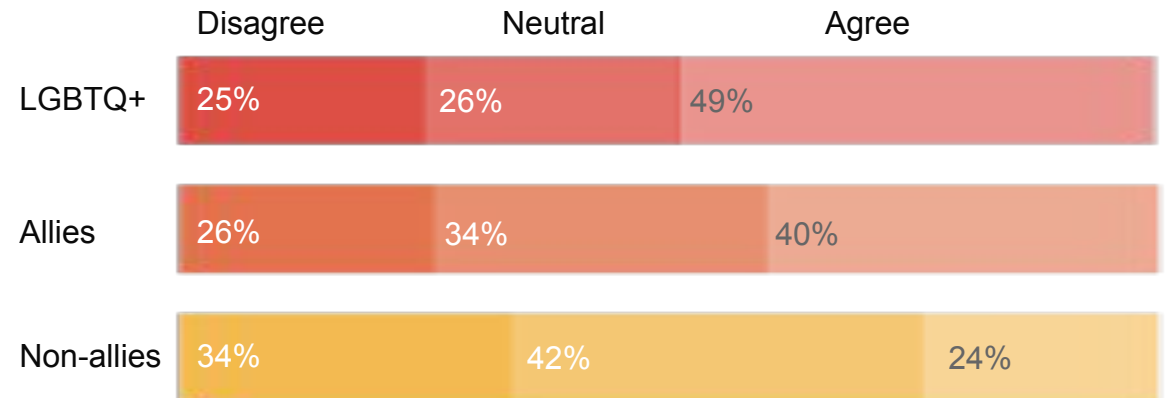
Notably, the same amount of LGBTQ members saw .gay as benefiting the wider LGBTQ communities as well as the more specific gay community.

While allies are slightly more hesitant to endorse a product for the LGBTQ community, we believe that allies will follow the lead of any public LGBTQ support during launch.

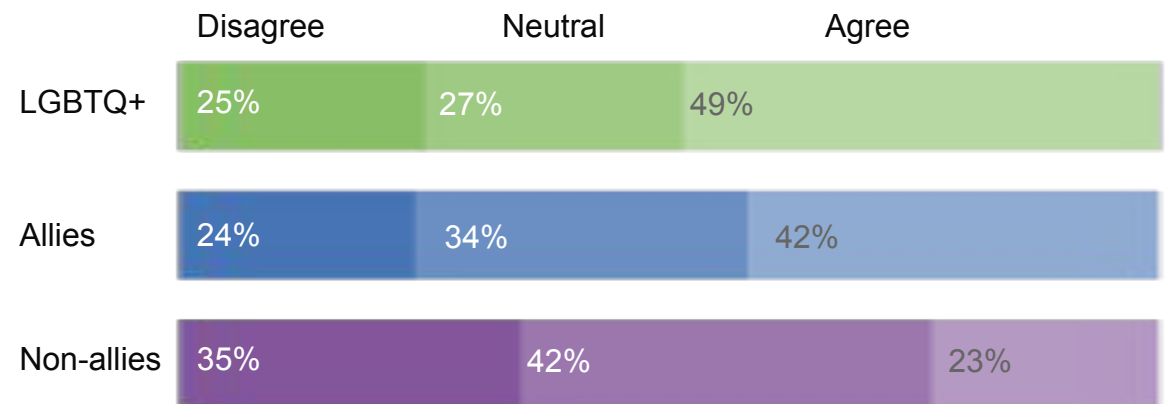
In both cases, LGBTQ-identifying people and allies said that .gay would strengthen both communities.



“The domain “.gay” would strengthen the overall LGBTQ communities.”



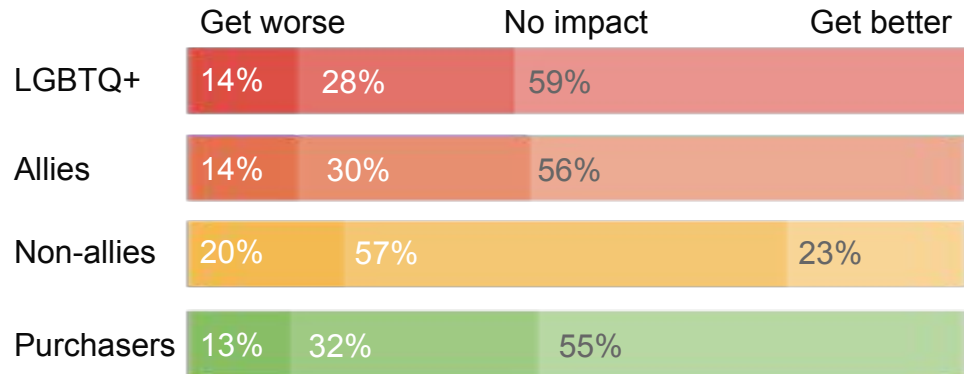
“The domain “.gay” would strengthen the gay community.”



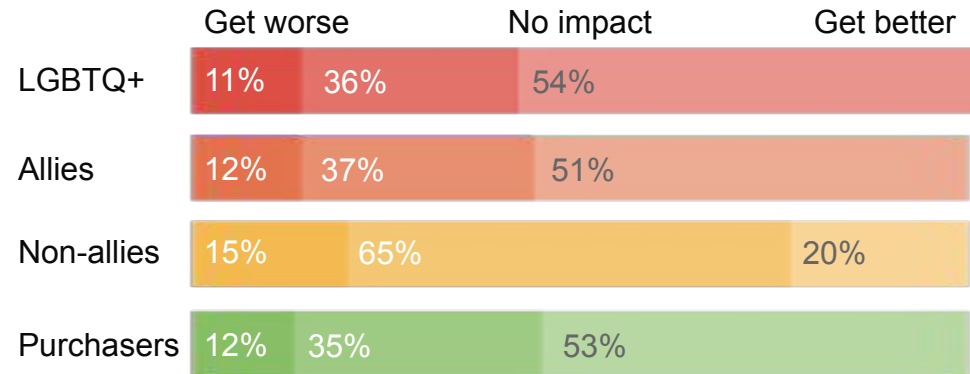
Q15: How much do you agree with each of the following statements? (n = 850)

... as well as add value in four key areas

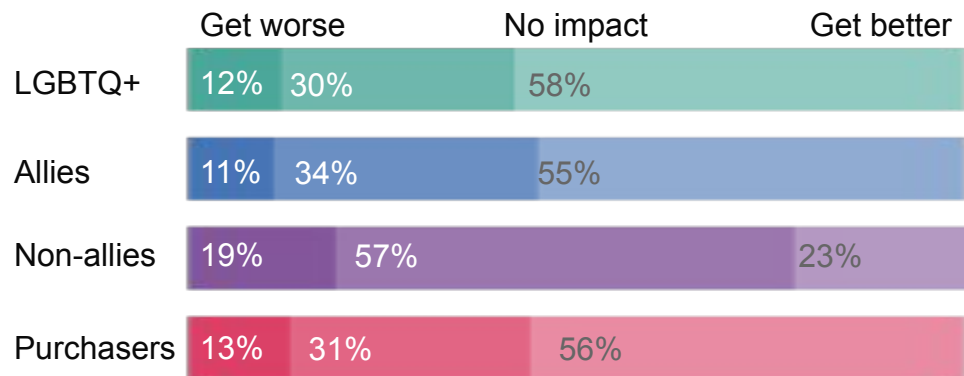
Accurate online representation of the LGBTQ communities' experiences



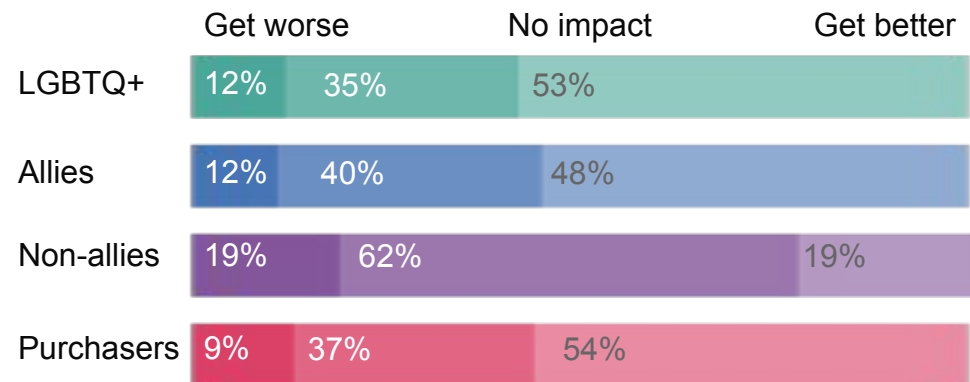
Access to information



Freedom of self expression



Recreation



Q20: Thinking about each of these experiences online, please rate how much you think they might change with the introduction of a domain such as ".gay" (n = 1,000)



Get worse

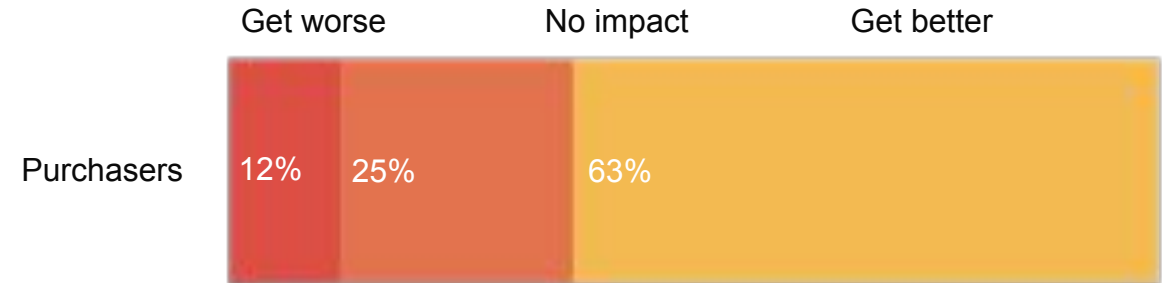
No impact

Get better

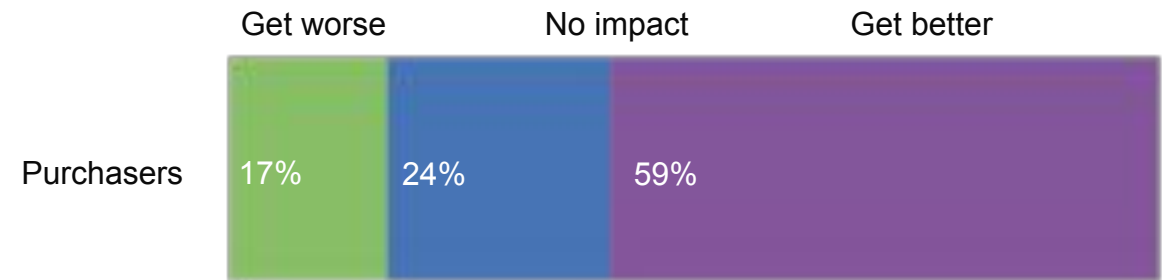
Additionally, .gay allows the business community to show they stand with LGBTQ people and for something bigger

How much do you agree with these needs?

“The domain ".gay" allows businesses or organizations to demonstrate that they are inclusive of the gay community”



“The domain ".gay" allows businesses or organizations to demonstrate that they are inclusive of the LGBTQ communities”



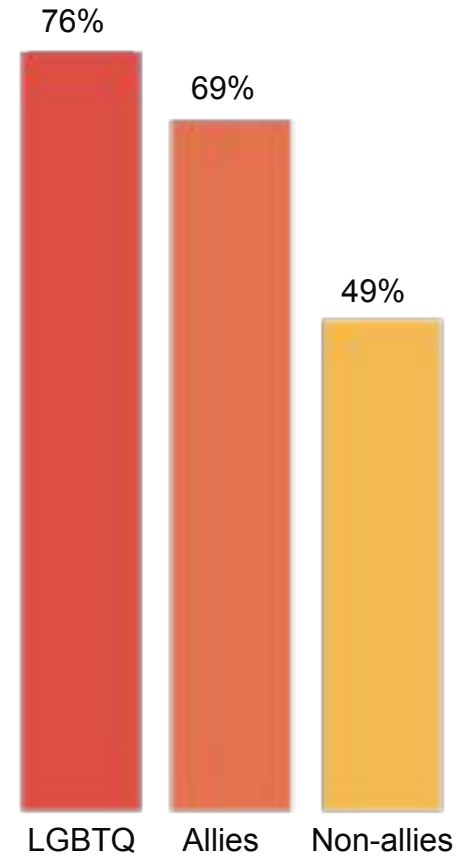
Q16: How much do you agree with each of the following statements? (n = 150)

Overall, our research shows .gay has a clear value proposition - especially for LGBTQ community members

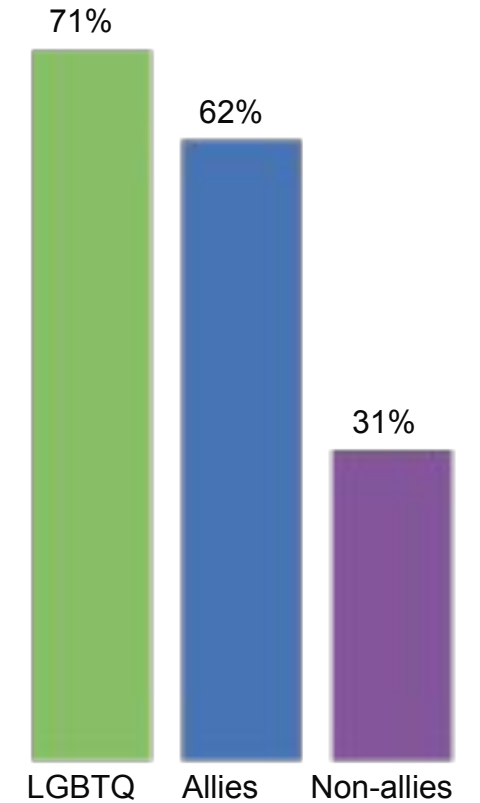
The majority of LGBTQ individuals surveyed state that they expect .gay to have content specific to their community and help them find community and allied websites more easily.

How do you expect .gay websites to be used?

Have content specific to the LGBTQ+ communities



Help me find websites friendly to the LGBTQ+ communities more easily



Q28: For each of the following, please indicate whether you agree or disagree with the following statements? , Q29: For each of the following, please indicate whether you agree or disagree with the following statements. , Base: N Gen pop=850, LGBTQ+=400, Allies =300, Non-Allies =150, Purchasers=150