



What's gender got to do with it?

Beyond binary gender in market research resources

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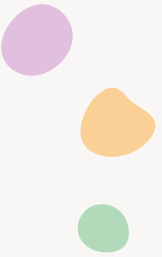
WHAT'S the problem?

There is a lack of data about trans and nonbinary consumers in most library market research databases

- Not all consumers are male/female
- Gender data can and should be inclusive
- Students deserve resources that reflect their experience

Why is it this way?

History and lack of precedent



What is **AVAILABLE?**



Market research reports/scholarly articles

Mintel databook



All	2000
Gender	
Male	957
Female	1035
Something other than exclusively male	8*



Publicly available sources

- Pulse survey (US Census)
- Pew Research Center
- Nonprofits - Reimagine Gender
- Private marketing firms with public reports

What can librarians do?



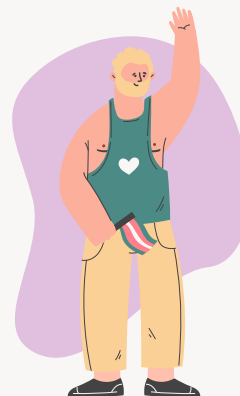
Be inclusive

Don't assume gender.
Don't use gendered examples.
Do use your pronouns.



Acknowledge

Be honest with students.
Share what exists and where they can go to learn more.



Advocate

Ask vendors about methodology.
Purchase supplemental resources when available.

THANKS!

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Resources/bibliography:



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