



# **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
<b>Gender</b>	
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?



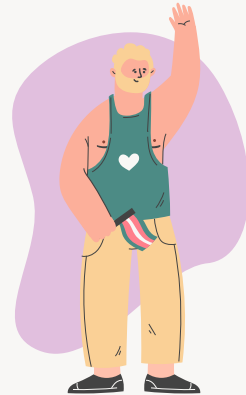
## Be inclusive

**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!

**Contact:** [piroga@uw.edu](mailto:piroga@uw.edu)

**Resources/bibliography:**



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