

# Gender Identity and Expression: Incl Impact of COVID-19 - US - November 2020

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“Today more people are coming to accept the gender spectrum model that supports fluid and non-binary gender identification. While gender-expansive identities remain a minority, they are most common among Gen Z and LGBTQ+ adults.”

– Lisa Dubina, Senior Culture and Identity Analyst

This report looks at the following areas:

- An overview of the Gender Landscape in American, including how consumers consider and perceive gender as a concept
- The prevalence of gender-expansive identity and expression among Americans today
- The role of gender norms and stereotypes in society today and how they impact consumers and their behaviors
- The impact of gender identity on consumer behaviour across categories, and how brands can support gender inclusivity both internally and externally

Today nearly half of Americans view gender as a spectrum rather than as a traditional binary model. While the majority continue to personally identify as male or female, many Americans are aware of and believe that a person’s gender can be a blend of or independent of these two mutually exclusive options. Regardless of how people identify or the pronouns they use, a person’s gender is an intimate and crucial aspect of who they are. It’s important that brands understand the gender spectrum paradigm and how it impacts the identity, self-expression and behavior of all consumers.

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Identity

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Surroundings

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