

Gender Identity and Expression - US - 2022

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This report looks at the following areas:

- An updated look at the gender landscape in the US, including how consumers consider and understand gender as a concept
- The prevalence of traditional gender roles and stereotypes in society today, including in the home and in the workforce
- The growing prominence of transgender and nonbinary identities in the US, and the unique experience and challenges the population encounters in everyday life
- Consumers' expectations for brands and companies when it comes to supporting gender equality, gender diversity, and transgender rights

An estimated 5.3 million adults in the US identify as transgender and/or nonbinary, and nearly half of consumers believe gender is a spectrum rather than a binary. As gender expansive identities and expressions grows in prominence, brands need to understand consumers' evolving understanding of gender identity and their attitudes towards traditional gender norms. Many consumers, especially younger generations, have heightened expectations for brands when it comes to championing gender equality and supporting transgender and nonbinary rights.



“Traditional gender roles continue to influence social expectations and norms. Younger generations and LGBTQ+ people are more likely to recognize and feel limited by these outdated but enduring stereotypes.”

– Lisa Dubina, Associate Director | Culture and Identity

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