

WTF



WHAT THE **FUTURE**

GENDER

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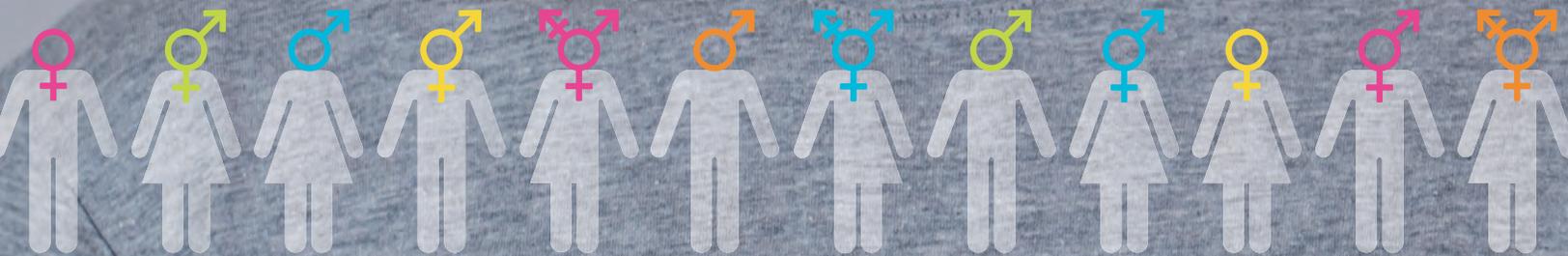
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A close-up, artistic photograph of several Barbie dolls' faces, partially obscured by a semi-transparent dark grey overlay. The dolls have various hair colors (blonde, brown) and eye colors (blue, purple). The text is overlaid on the top left and center of the image.

Gender means more than you think it does

The conversation around gender is shifting. No longer is it just about traditional gender roles. Now, it's about the role of gender itself.

No longer is it just about two genders. Now, it's about the unbundling of sex and gender and identity and the social construction of gender identities. No longer is it the empowered heterosexual white men making the rules and enforcing the definitions. Now it's about how everyone can define themselves for themselves. And, increasingly, it's about how individuals are living those definitions without much regard for how others would choose to label them.

Language itself is at the center of the conversation. Whether it's a classroom where the children choose stickers each morning with the pronouns to reflect how they feel that day — some kids always use the same, some don't. Or the protests in Argentina where teens are demanding gender-neutral nouns in Spanish, a language where every noun is assigned a gender. Or the Merriam-Webster dictionary accepting the singular "they" in its definitions to recognize its use by those who identify as nonbinary.

People are starting to really talk about gender

This isn't a conversation that everyone is having...yet. One indicator is Google trend data for searches of "gender fluid" or "nonbinary." There were essentially no searches at all until five years ago and relatively few now. A recent survey by Playboy magazine found that a majority of American adults have no idea what "gender nonbinary" even means. (If you're one of them, please see our glossary on page 4.)

Nor is it a discussion that everyone is comfortable having. In an Ipsos survey of men, 31% said they feel excluded from the gender spectrum discussion. A similar number are actively angered by the conversation. Perhaps because 44% feel they will be attacked if they say what they're thinking.

But even without talking about it, people still have opinions and those opinions are somewhat fluid depending on the language used. An Ipsos KnowledgePanel survey found that nearly six in ten think that gender is defined by the biology you were born with. Meanwhile, while more agree than disagree that a person can only be a man or a woman and not anything in between, more also agree that gender identity is a spectrum (see chart). The wording matters in research.

Not surprisingly, the LGBTQ community is more accepting of fluidity of gender. But even among this community, 16% agree that biology defines gender and another 14% neither agree nor disagree.

Contrary to conventional wisdom, the role of gender is a conversation that has been around forever. And Eastern and native cultures have recognized a gender spectrum for centuries. Western cultures have been particularly wedded to the idea that gender is binary. Yet in the last several centuries there have been cultural touchpoints, from the flamboyance of Baroque men's fashion, to musicians like gender-bending David Bowie (who, in 1974 sang, "You've got your mother in a whirl. She's not sure if you're a boy or a girl.") to the popularity of current TV shows like "RuPaul's Drag Race" or "Pose."

Media and brands are catching up

But the media is far from the only industry for whom this is becoming central. We have all been spectators in the transformation of Mattel, which expanded from binary Barbie to more fluid Creatable World dolls. And while toys might be one arena in which the shifting definition of gender has

How key points in the gender conversation stand today.

Please indicate the extent to which you agree or disagree with the following:

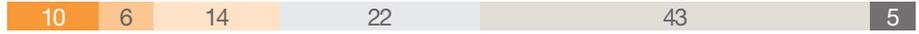
- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree
- Don't know / Refused

A person is either a man or a woman and not anything in between.

All Americans



LGBTQ



There is a spectrum of gender identities.

Male



Female



Gender is defined by the reproductive organs you are born with.

Male



Female



(Source: Study conducted between Oct. 4 and 7, 2019 on the nationally representative Ipsos KnowledgePanel, among 1,021 adults in the U.S. with an additional 285 adults gathered using demographic profiles and representative of the total LGBTQ population.)

a ready impact, the potential implications are much broader for many industries. Think about apparel and retail, which have for centuries been divided between traditional male/female splits. What are they to do when cisgender men start shopping for dresses or jewelry?

Products traditionally designed for men or for women should start rethinking whom their products serve. What would a gender-neutral muffin pan look like? What features would a gender-neutral power saw need? We might take cues from the cosmetics and beauty industry (see our Beauty issue), which has started to design cosmetics for a broader set of consumers —men, women, transgender and anyone who wants to try them out. If P&G's Always brand can remove overtly feminine symbols from its menstruation products in response to concerns from the trans community, there are probably steps your brand can take, too.

For our role in the conversation, **What the Future** tackles the issue from a number of perspectives, especially trying to give voice to the historically under-heard. We do this through data, especially by utilizing the Ipsos KnowledgePanel, giving us a nationally representative view of the issues as well as boosting the voices of the LGBTQ community. We also do it through interviews with experts who are leading voices in the discussion.

As we embark on a new decade, we sense that there is a definite shift happening. The Williams Institute at the UCLA School of Law estimates that there are about 1.5 million transgender Americans, including 150,000 youth. Add to that a growing number of gender-fluid people and you start to reach a critical mass of people who at least have personal connections. For instance, the Ipsos KnowledgePanel survey found that about 20% of Americans age 18 to 34 have an acquaintance who is transgender. In the same study, 2.5% of Americans age 18 to 24 identify as nonbinary. And while these numbers may seem small in percentage terms, this will be a conversation that grows and sparks dialogue into the future.

If you look at age splits on any of this data, you'll see divides open along generational lines. Which means if these questions had been fielded decades ago, the answers would likely have been very different. That's how quickly the conversation is changing. For this reason, we find this issue of **What the Future** perhaps our most forward looking. But that is the entire reason for **What the Future's** being: to help you get ahead of the curve.

Oscar Yuan is the president of Ipsos Strategy3.



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WHAT THE FUTURE

GENDER GLOSSARY:

Cisgender

“Cis” is the Latin prefix for “on the same side.” Cisgender refers to individuals whose gender identity matches their sex assigned at birth. “Cisgender” is a complementary concept to “transgender” and is used instead of “non-transgender.” A person assigned male at birth who identifies as male is cisgender. A person assigned female at birth who identifies as female is cisgender. This definition does not preclude the possibility that cisgender people may be gender non-conforming.

Gender, gender identity, and gender expression

Gender is a multidimensional construct that has psychological, social, and behavioral dimensions that include gender identity and gender expression. Gender identity refers to a person’s internal sense of gender (e.g., being a man, a woman, or genderqueer) and potential affiliation with a gender community (e.g., women, trans women, genderqueer). Gender expression is a behavioral dimension of gender, that is, how one expresses one’s identity through appearance and behavior. Gender may be reported in terms of a person’s felt, desired, or intended identity and expression, as well as how an individual believes that he or she is perceived by others.

Gender non-conforming / genderqueer

The term gender non-conforming refers to individuals whose gender expression does not fully conform to sex-linked social expectations (e.g., masculine girls/women, feminine boys/men). Gender non-conforming people may identify with the term transgender, trans, transsexual or any number of related community-created terms, or with an alternative, non-binary identity (e.g., as genderqueer), or may have no self-concept related to their gender expression.

Sex

The term sex refers to biological differences among male, female, and intersex people (hormones, secondary sex characteristics, reproductive anatomy) that can be altered over time through the use of hormones and surgical interventions. The assignment of individuals to a sex category by medical practitioners at birth is typically based on the appearance of external genitalia. Assigned sex at birth is then recorded on the birth certificate as male or female. The sex marker can sometimes be changed on legal documents (i.e., driver’s license, passport, birth certificate) through a complex set of legal procedures.

Transgender / Trans

Transgender describes individuals whose current gender identity is not fully congruent with their assigned sex at birth. Some individuals who fit this definition may identify with the term transgender while others, particularly some transsexual individuals, may not. Many use the shorthand “trans” in place of “transgender.”

*This abridged glossary originally appeared in a report by The GenIUSS Group, Best Practices for Asking Questions to Identify Transgender and Other Gender Minority Respondents on Population-Based Surveys. J.L. Herman (Ed.). Los Angeles, CA: The Williams Institute. Reprinted here by permission. See **future.ipsos.com** for additional definitions.*



Question: Is the future gendered?



Azsa West

Creative director
Wieden + Kennedy

She, her, hers

Azsa West is a creative director at the ad agency Wieden + Kennedy, which is often considered one of the most creative agencies out there.

She has been hailed as a creative “you need to know” by Ad Age. She’s worked locally — wherever that local may be — for global clients. When she thinks **What the Future**, she’s wondering about the messages advertisers send about gender.

48%

of Americans prefer to buy products specific to their gender.

(Source: Ipsos Global Advisor, 2019. Survey conducted between June 3 and 27, 2019 among 23,500 adults in 35 countries.)

WTF: How do you go about thinking about gender with your clients?

Azsa West: For me, I have to separate my own personal point of view as a queer-identified non-gender-conforming person. It depends on the kind of brand you're working on and the assignment and the target audience. In an ideal world, we would be nonbinary in our thinking. However, I don't think that it's necessarily a bad thing to identify with one gender identity more so than another. Where I think it's not ideal is when we start constricting ourselves and saying that there's only one right or wrong way to be.

WTF: So, you're saying basically that products can be gendered, but people don't necessarily have to be?

West: I think big picture, overall, the more diverse points of view we have, the better. However, there are people out in the world who do strongly identify with brands that project a more feminine-presenting, gendered way of doing things or a more masculine way of doing things or a more androgynous way of doing things. Brands like Old Spice, for example, play with masculinity and kind of poke fun at some of those commercial tropes.

WTF: How do you work with your clients to decide whether or not creative should be aimed more at one or the other or somewhere in between, as an expression of gender?

West: There is hard data that supports real things about gender, like, for example, women tend to do most of the purchasing or buying in the households. In general, the more we keep it open for different kinds of people to participate and connect to, that's better.

WTF: How do you tread the line if you're doing work that appeals to one gender to make sure it doesn't have an adverse reaction from another gender?

West: I am pretty picky about the brands that I do work for. If I feel like a brand is pushing me into a place that feels not very inclusive, and there's no real data to back that up, then I do my very best to help the brand evolve. Sometimes the brand doesn't want to know, and that's their prerogative. But I think that that can be very dangerous. As advertisers, we have a responsibility to put forward a message that welcomes all people and to always have representation. There should be an ethical line. I feel very grateful to work at an agency that believes that.

WTF: What does that look like?

West: There's reality, which is very diverse, and then there's the depiction of [what] we create as advertisers. The two things feed off of each other. For example, I identify as a gay person, but it took me a long time to come out of the closet because I didn't see

very many people like me where I grew up or in the advertising or magazines that I read. And a part of me does think that if I saw more people like me, maybe I would feel that it was safer to be myself and be the person that I was meant to be.

WTF: In our data, we see younger Americans being more accepting and being wider in their definitions of gender. How do you see that starting to shift the conversations?

West: It's shifting massively. You see little things like the casting and the people that we're representing, to the things that we say and to the actions that are depicted and the body language. You're seeing that happening with businesses hiring more women at the top and different kinds of voices coming out of the woodwork. I don't think we're there yet, but I think it's moving in the right direction.

WTF: Where do you think we'll be in terms of these changes in five or 10 years, as some of today's teenagers become tomorrow's adult-ish consumers?

West: We owe it to them as well as the adults who've been on the planet a little bit longer to wake up and learn from them because they're absolutely right. We can connect over the things that we have in common versus being at odds with each other over the things that make us different.

“I don't think that it's necessarily a bad thing to identify with one gender identity more so than another. Where I think it's not ideal is when we start constricting ourselves and saying that there's only one right or wrong way to be.”



WTF: You've done a "pay parity" ad for Secret. Recently there were Gillette ads that focused on ideas of masculinity. While these are gendered brands, they haven't necessarily talked about the idea of gender before. What's changed?

West: That just comes down to how everyone identifies a certain way. For some people, it is very important that the deodorant brand that they use does have a strong point of view attached to it. Like, maybe masculinity is very important to their identity. There are ways to represent in ways that do feel more conventional, that are still valid. I want to buy a razor that's more genderless and has a more gender-neutral approach — that's fine, too. I think as long as there's room out there in the marketplace for different people, that's great.

WTF: In the Ipsos global study, we see a range of opinions about binary gender roles. What have you seen in your experience?

West: I've traveled a lot. I've lived in Asia, and a big portion of my genetic makeup is Native American. When I worked in our Tokyo office, a partner of mine that I was working with had observed some interesting body language and behavior [in a client meeting. He said,] "They don't really see you as a woman. They talk to you like you're just their creative director." My dream is to just be seen for who I am as a person.



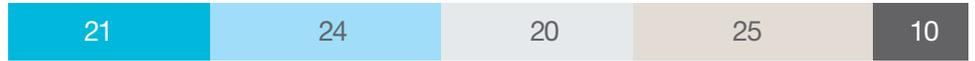
Is the future gendered? The present is evenly split.

Please indicate the extent to which you agree or disagree with the following:

■ Strongly agree ■ Tend to disagree ■ Don't know
■ Tend to agree ■ Strongly disagree

There are only two genders — male and female — and not a range of gender identities.

Canada



India



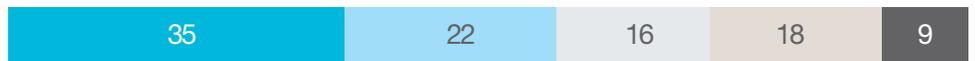
South Africa



Great Britain



U.S.

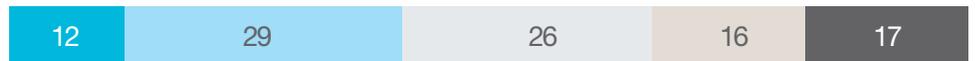


Total



I prefer to buy products that are specific to my gender, rather than nongendered products.

Canada



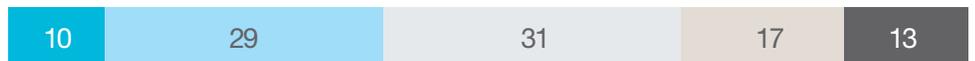
India



South Africa



Great Britain



U.S.



Total



(Source: Ipsos Global Advisor, 2019. Survey conducted between June 3 and 27, 2019 among 23,500 adults in 35 countries. For full datasets, visit future.ipsos.com)



Question:

Is the media capable of representing gender equality?



Shelley Zalis

**Founder and CEO,
The Female Quotient**

She, her, hers

Shelley Zalis has brought us all a long way in seven years. The ad hoc Girls' Lounge she started in 2012 at a technology trade show to feel less alone in a crowd of businessmen is now a global community of 20,000 women.

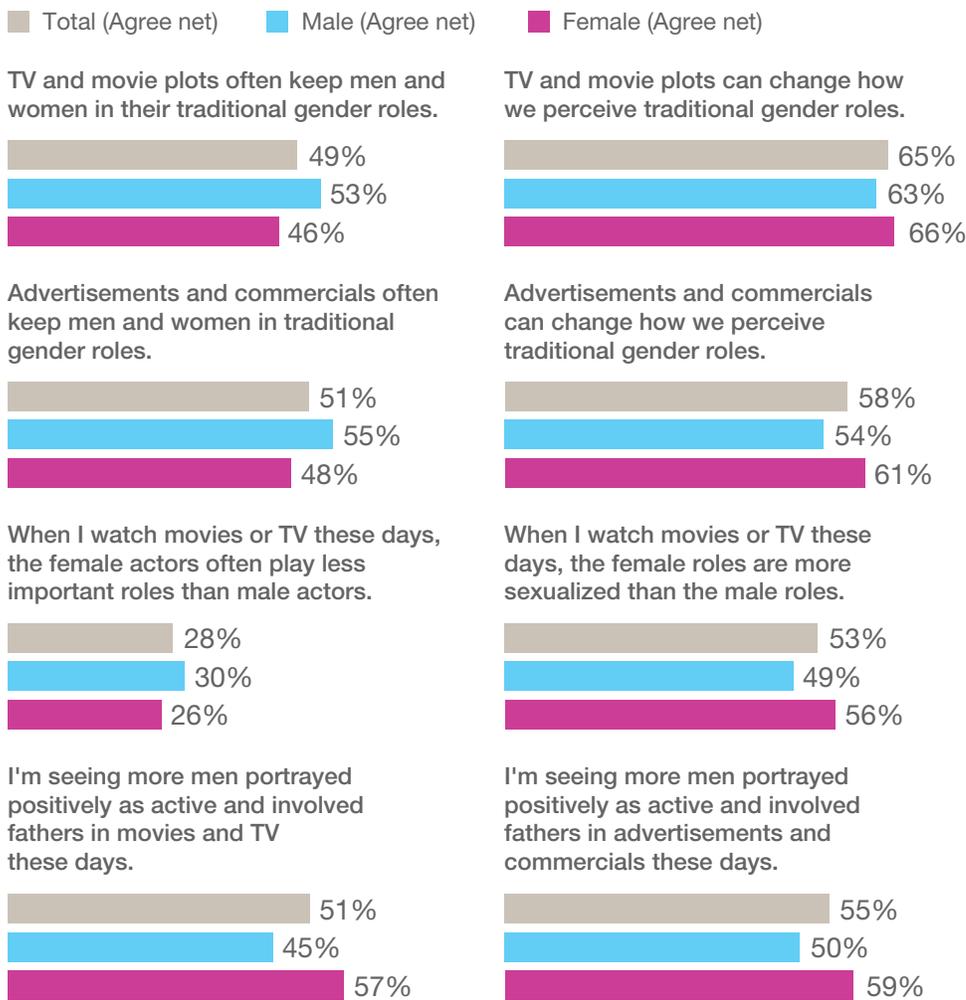
When she thinks **What The Future**, the founder and CEO of The Female Quotient wants to advance gender equality, including in the advertising industry. Already, The FQ's #SeeHer joint partnership with the Association of National Advertisers has met its 2020 goal to increase by 20 percent accurate portrayals of women and girls in the media.

44%

of Americans agree the #MeToo and #TimesUp movements have made positive changes in the workplace.

(Source: Ipsos survey conducted August 29-30, 2019 among 1,005 U.S. adults.)

Media and advertising still box people into traditional gender roles, but can play a role in changing them.



(Source: Ipsos survey conducted August 29-30, 2019 among 1,005 U.S. adults.)

WTF: Your company's purpose is to advance gender equality, particularly in the workplace. How important do you see TV, films and advertising in advancing this cause?

Shelley Zalis: It's going to be the next generation that transforms culture. Media defines culture, culture defines change and change defines action. When you look at what you see on television, that's what boys and girls, men and women believe they could be.

WTF: The Ipsos study showed that there is broad awareness about the #MeToo and #TimesUp movements, yet less agreement that they are creating positive changes for men and women.

Zalis: These kinds of movements have done a wonderful job of breaking the silence and creating consequences for bad behavior. But what we need to do more of is create positive, proactive solutions for change with measurements for accountability.

WTF: How would you do that?

Zalis: That's the work we're doing inside a company. It's not about sexual harassment training in the textbook. It really is about conscious mindset immersion. We all have bias. But it's really about making the unconscious, conscious. It's about education and awareness and realizing that we're not trying to put people on the defense. It's assuming that

most people are good. #MeToo and #TimesUp make the assumption that most men are bad. Most men are good, so it is about education and awareness because a lot of men today are just afraid to do or say the wrong thing.

WTF: In advertising and Hollywood, we are seeing more women taking leadership roles. Is that reflected in the kind of content and advertising that's being produced?

Zalis: Not yet. We're starting to see more women not just on camera, but behind the camera. That is creating a new sensitivity, a whole new awareness around the accurate, realistic portrayal of girls and women. And we have organizations like GirlGaze and Free the Work that have databases of female producers, directors, photographers, cinematographers and now people have no excuse when they say, "Well, we don't have any female directors and producers."

WTF: What are some examples of how advertising is moving in the right direction?

Zalis: We are starting to see ads where the dual partnership is sharing responsibility at home, and I think this is really for the Millennial generation, where they want double-income families. The more they start seeing it being OK in media, [the more] they start adopting those behaviors as well. We're starting to see more single-sex couples reflected in advertising. The more you see it, the more normalized it becomes.

Also, you start seeing women in boardrooms and women still responsible for the families but also very successful at work. It's not perfect. You see the blemishes, but the blemishes are what make it perfect because it makes it real. The past stereotype has been dads spend time with their boys and moms spend time with their girls and boys. But now you also see dads with their daughters. We're starting to really show a whole new modern culture.

Does advertising have a responsibility to be inclusive?



Gender roles are a prominent part of advertising and communications. Think back to the stereotypical (and now horribly misguided) housewife ads of the 1950s and 1960s. Hoover's holiday message was a housewife, draped lovingly over her new vacuum, with the text "Christmas morning (and forever after) she'll be happier with a Hoover."

Move forward and we find the trend of putting girls in bikinis and using sex to sell in every commercial for a "man's product" such as beer, cars, luxury watches or even fast food. Because who doesn't find Arby's roast beef sexually suggestive?

Men are not immune from these tropes with many complaints received about the portrayal of the "dumb dad" who can't manage to look after a child by himself.

Recently, some brands and agencies acknowledge the role they play in shaping and reinforcing stereotypes and are actively deploying countermeasures. For example, Diageo CMO Syl Saller said, "... Advertising is telling stories that are backed by billions of dollars to have them heard. I am convinced we can normalize gender equality with what we choose to show in our ads."

Gillette, for example, took a direct approach to disseminate messages it believes are for the good of society overall, with ads that addressed toxic masculinity.

This leads to an ethical question for advertisers and their agencies. Increased levels of targeting, programmatic media and the proliferation of digital advertising offer a new canvas. Advertisers can reach people on an increasingly individual level. Many see this as a real opportunity to give increasingly personalized content and "scalable creativity." We know that advertising is most effective when it is relevant to the people who view it, but the implications of increased targeting have a likely counterpoint.

What if the most effective commercials to men only feature men in prominent roles, and the most effective commercials to women only feature women as the hero? The danger is that if marketers purely chase immediate results, creative might morph such that each ad an individual sees reinforces stereotypes they already believe, instead of showing a "real world" that is more diverse than many actually see every day.

We would argue that advertising has a moral imperative to shape the culture or risk losing gained ground on diversity and inclusion. Azsa West (see page 5) clearly agrees. Major brands may be about to tell us where they stand on this question, through the creative work they share with the world.



Pedr Howard is a Senior Vice President at Ipsos.

Question:

What can brands learn from Playboy about talking to men?



Shane Michael Singh

Former executive editor of Playboy

He, him, his

In his Twitter profile, Shane Michael Singh wonders if “celibate gay Playboy editor” is enough of a pitch to get him a book deal.

It’s definitely not the expected profile of a man in his position. But he and a team of young Millennials are reinventing the iconic brand and may be shifting the idea of a certain kind of masculinity along with it. When he asks **What the Future**, he’s wondering if men feel like they’re part of the conversation about the future of gender.

46%

of respondents associate the word **Strong** with women and 82% consider it positive for women.

(Source: Ipsos survey conducted between Oct. 17 and 18, 2019 among 1,005 U.S. adults.)



“Masculinity is not one thing. It is a hybrid of many ideas and many thoughts that is reinforced by representations of it in media.”

WTF: What was Playboy founder Hugh Hefner’s idea of masculinity, and what is yours?

Shane Michael Singh: If we were going to define Hugh Hefner’s version of masculinity, it was the idea that you could be intellectual and also enjoy stimulating content around sex. That means that you could talk about sex and sexuality, but also talk about politics and read the best fiction by Ian Fleming, Margaret Atwood and Joyce Carol Oates.

If I were to diagnose or prescribe any quality to masculinity, I think there’s a stoicism. There’s a certain kind of strength with it. But there has to be vulnerability attached to that masculinity. If you were to take stoicism, strength and vulnerability, that informs the way we speak to each other. That informs how we interact with each other and that informs creating a culture in which we are respectful of each other. We need to have an open and progressive society in which everybody is free to pursue pleasure.

WTF: Is it fair to say that Playboy is targeted to men?

Singh: Are the majority of our subscribers men? Absolutely. I don’t take a gendered approach to our editorial. I have an LGBT site and a Civil Liberties site on Playboy.com. These are not gendered verticals.

WTF: In the WTF survey, we see “traditional” male traits that are still viewed positively — things like strength

and protection and being a provider. That would seem to indicate that as we’re having this conversation about what masculinity means, we don’t necessarily need to start from scratch going forward.

Singh: We don’t need to start from scratch because masculinity and femininity both have qualities and traits that are evolving. Look in the arts, look at fashion. Look at male heartthrobs ... their viewpoints on masculinity are shifting with the culture. That’s why there is unisex clothing. That’s why Harry Styles is kind of a modern-day David Bowie in terms of his expression of what masculinity is and looks like.

My personal relationship with both of those is that they are both energies that everybody has a certain ratio of. On certain days you might be feeling a little bit more masculine. On certain days you might be feeling a little bit more feminine. Right now, culture isn’t thirsty for a rulebook. Actually, the rules are being tossed out.

WTF: In the data, we see traits that are considered positive for men, like sensitivity or rationality or decisiveness, that aren’t necessarily currently associated with men. If men adopted those, would that lead to a sort of “safe, nontoxic” masculinity?

Singh: I think that nontoxic masculinity is a misnomer. Nontoxic masculinity should just be masculinity. Toxic is the qualifier there.

WTF: How long can this kind of traditional image of the “manly man” survive in today’s world?

Singh: I think that we probably are about one generation away from an entire shift. I think the iGen [demographic is] working toward a culture that we Millennials — I am a Millennial — probably won’t necessarily recognize by the time they get into their 30s and 40s. Today’s climate is so different than it was 30 or 40 years ago. I’m excited to see what the next generation pulls out in terms of their relationship with gender identity and sexuality.

WTF: Playboy has hosted several events on the topic of the future of masculinity. What are some of your takeaways from those events?

Singh: Masculinity is not one thing. It is a hybrid of many ideas and many thoughts that is reinforced by representations of it in media. Media is still important in how we digest and understand masculinity. My biggest learning is that when it comes to masculinity, men themselves have so much to say about it. I think we need more spaces to have an open conversation. It’s a conversation that I think everybody can be involved in, and that there are people who want to be involved.

WTF: How do we do that?

Singh: We evolve through education, conversation, debate and then personal experience. Masculinity isn’t a lecture. It has to be an ongoing conversation.



WTF: In our data, we see that 44% of men feel they'll be attacked if they try to speak up in the gender-equity conversation. One in three feels excluded entirely. Some would argue that men have had their say for eons. So do they need to be included?

Singh: I don't think that you can change culture by only involving 50% of the population.

WTF: What can other brands learn from Playboy?

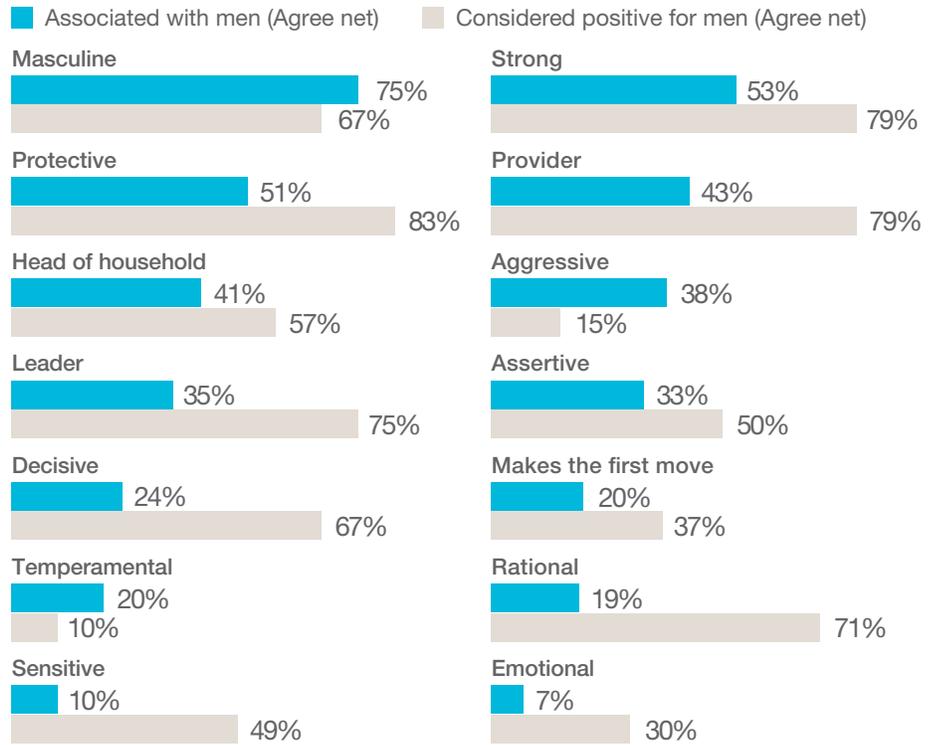
Singh: You have to have conversations. You have to know who you are. Early last year, Playboy did a lot of introspection. We as a company did a lot of work and figured out what parts of our history we are super proud of because they are quite relevant today. That's how we came out with our four brand values related to equality, freedom of speech, gender and sexuality, and the pursuit of pleasure [both sexual and nonsexual].

Because without any of those, a Playboy would not exist. We have 66 years of history of advocating for free speech, for racial equality, for sexual equality, for LGBT rights, for cannabis reform and decriminalization. We're lucky that we had a great founder and great people before us who paved the way and allow us to continue this work.

Shane Michael Singh is now with the Trevor Project, a suicide prevention organization for LGBTQ youth.

What makes a man?

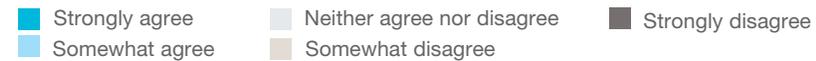
Many traditionally "manly" traits are still considered a plus, but rounding them out with sensitivity and rationality might lead to a more modern definition of "men." Percents represent those who associate a trait with men, and consider it positive for men.



(Source: Ipsos survey conducted between Oct. 17 and 18, 2019 among 1,005 U.S. adults.)

Men feel excluded by the conversation around gender as a spectrum, but feel they have a role to play in the discussion.

There is a national discussion going on about whether there are not just two genders (male and female) but if there are a spectrum of genders in between.



(Source: Ipsos survey conducted between Oct. 17 and 18, 2019 among 414 male U.S. adults.)

Will social structures evolve to support the changing role of men?



Manhood takes many forms and encompasses many labels. The Replacements made a critical distinction about one such label, singing “He might be a father, but he sure ain’t a dad.”

Today, 72% of moms are employed, and the number of households where moms are the primary, sole or equal earner has quadrupled since 1960 to four in ten. Consequently, dads are spending considerably more time being dads than they used to. (And no, it’s still not equal by any stretch, but we’re focusing on dads here.)

It’s coming at a cost, according to research Ipsos conducted for the Movember Foundation, a nonprofit focused on men’s health issues. Half of men reported that there is more pressure now to be a good dad than in the past. That’s leading to high levels of stress, with almost one in five fathers surveyed saying that they felt isolated when they first became a father.

Part of the problem is that men and fathers aren’t prioritizing friendships and don’t recognize the proven mental and physical health benefits of having close friends. Fewer than one in four lists “having close friends” as one of the top three important aspects of their lives.

Broadly, parenthood takes a significant amount of time, energy and resources. That’s true for moms and dads. But why might fatherhood be particularly isolating? In a recent column for the Chicago Tribune, Heidi Stevens succinctly summed up one potential cause. “When women become parents, our friendships are woven into our parenting and our parenting is

woven into our friendships,” she wrote. “Male friendships, on the other hand, have historically been built around time away from the kids.”

As we’ve been discussing in this issue, media representation plays a (perhaps oversized) part in how we understand gender issues. Dads are starting to see better models in the more nurturing, involved and empathetic characters on shows like “Modern Family” and the less bumbling characters in advertising. Men’s rooms are getting changing tables. Dads are getting paternity leave.

But most of that is in the context of the household itself. Maybe we need to see more depiction of dads out with other dads — and their kids. Maybe we need to see more brands showing how their products and services can support those relationships.

Because if dads can be more comfortable with each other, and with their roles, they’ll provide better and perhaps more understanding examples for their kids, and other kids.

And now if you’ll excuse me, I have to go pick up my kids from school.



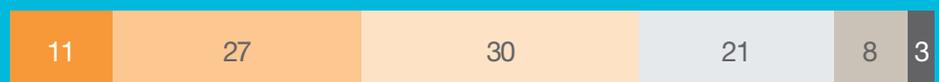
Matt Carmichael is the editor of *What the Future* and the VP, Editorial Strategy for Ipsos in North America

There is enough attention given to the well-being of first-time fathers.

Strongly agree
 Neither agree nor disagree
 Strongly disagree

 Somewhat agree
 Somewhat disagree
 Don't know / Refused

Percent



(Source: Among 381 fathers in the U.S. surveyed between May 9 and 15, 2019 by Ipsos on behalf of the Movember Foundation.)



Question: Can gender-free shopping be scaled?



Rob Smith

**CEO and founder,
The Phluid Project**

He, him, them

Clothing has defined humans for millennia, especially when it comes to gender.

But as people increasingly see gender as a spectrum, Rob Smith saw an opportunity to create The Phluid Project, a gender-free retailer in New York. When he thinks **What the Future**, Smith envisions a world where anyone can dress without binary gender rules.

WTF: Fashions from skirts to high heels have moved between male and female fashion over history. Do you see a future where clothing binaries become irrelevant?

Rob Smith: As more young people identify as nonbinary and transgender, we'll start to see more and more elimination of this binary concept around fashion.

WTF: Do you see gender-less fashion as having mainstream potential?

Smith: I don't think Walmart's going to convert to genderless fashion. It's hard to go as a sex-assigned-at-birth-male to a woman's department and buy an outfit. One, because the fit's not going to be right, and two, because there might not be acceptance and it might not be a comfortable, safe environment. You can still buy online, but every shopping experience when you come to fashion is gendered male and female.

55%

of Americans aren't sure if the people they see are male or female.

(Source: Ipsos survey conducted between Oct. 23 and 24, 2019 among 1,004 U.S. adults.)

WTF: A lot of other companies have tried and failed to market gender-neutral fashion. How can they do it better in the future?

Smith: It's hard, because whatever you do is the opposite of what people are used to, right? Everyone's used to shopping and hitting the male or female button. This is about starting with the fit, getting the fit right. It's about getting fit models that reflect the people that are buying them. People have done gender-neutral and missed it because they tend to be more masculine, like sweats and T-shirts, and not gone into categories like skirts and dresses and blazers. They try to stay in the middle, which is a little bit more masculine-presenting. It's too safe.

WTF: Even the construction of clothing is gendered, like buttons on one side for men and on the other for women. How do you reconcile that?

Smith: It's funny, we created dress shirts and they were done with the way women do buttons. It was very uncomfortable for me. I had to retrain my fingers to button a shirt. It's one of those things that doesn't have to be that way.

WTF: You're also very careful about the language you use. Should we be using other clothing terms so that they are available to anybody?

Smith: That's a good question. Is there another word for a dress? Call it a kimono. It has a little less expectation around it. Language is important.

WTF: What are some operational things that help create a more expansive environment?

Smith: We had to create gender-free mannequins. It starts with the type of people that work in the space that reflect our community. We have a conference room that at night is used for a community space. Then we put all of our marketing energy behind events and panel discussions, which creates press, which creates our marketing campaign. We don't spend any money on traditional marketing.

WTF: Could other retailers adopt these strategies?

Smith: I don't know. Probably not. Any company can elevate their social consciousness. More and more companies are doing that and a lot of them are looking at diversity and inclusion and recruitment and retention. We started building a job-readiness program for the trans and nonbinary young people that are part of the Phluid family. Then I realized once they were done, I had nowhere to place them because companies aren't ready for them. It can really be an uncomfortable and unsafe space. So, we're launching a Phluid certification, which is a training program helping companies get ready for this gender-expansive workforce, so they can recruit and keep the best talent.

WTF: On Dec. 31 you closed the brick-and-mortar Phluid store. What didn't work and how do you plan to move forward?

Smith: Brick-and-mortar ended up being 80 percent of my business. It was a struggle to maintain the brick and mortar piece as such a large percentage. It will exist again after we do pop-ups, partnerships and wholesales because then we'll have the financial funding at that point to do that.

“It's hard to go as a sex-assigned-at-birth-male to a woman's department and buy an outfit.”

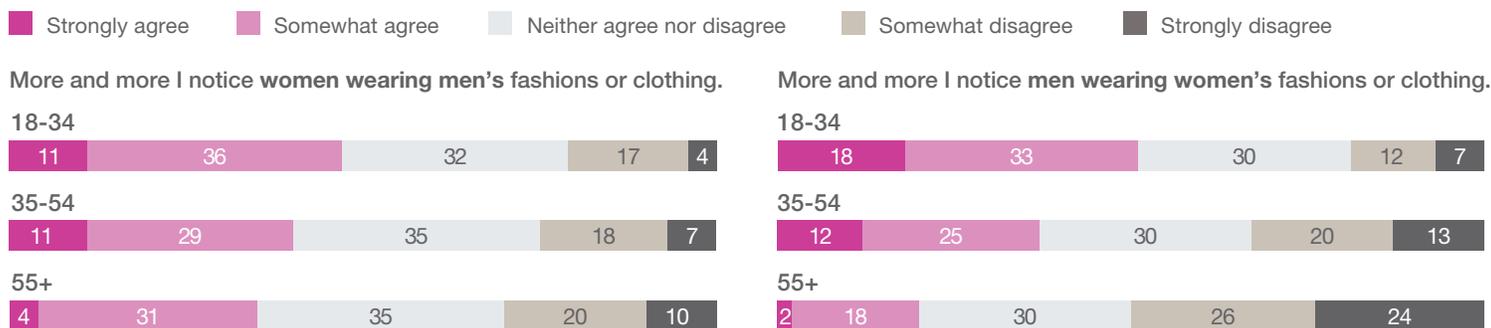
WTF: If there was a single lesson or two that you think would help propel this through the future, what do you think it would be?

Smith: It's undeniable that this is the future. It's about inclusion at its truest form. This conversation is fashion and celebrating how you show up with your full expression. It's so new and most traditional retailers that I speak to don't know how to do it. They're interested but they're incredibly afraid to do that because it means downsizing certain areas, recruiting new areas and it's already a challenging business.

WTF: Do you think that this is an idea that's ahead of its time or where do you think this idea fits with how ready society is for it today?

Smith: I worked for Les Wexner for a few years for the Limited Brands and Les used to say to me, “Rob, you never want to be the first at anything. Always be the first, second.” So, he sees it as let the first person make all the mistakes. And actually, it's how most people build their business. In some ways, Phluid is at the very, very front and that means it's harder and more challenging. But people will look back and go, “Wow.” I think in my lifetime and being in retail for over 30 years to be the first is something that's pretty exciting.

Younger Americans are more aware of women wearing men's fashions.



(Source: Ipsos survey conducted between Oct. 23 and 24, 2019 among 1,004 U.S. adults.)

The Global View:

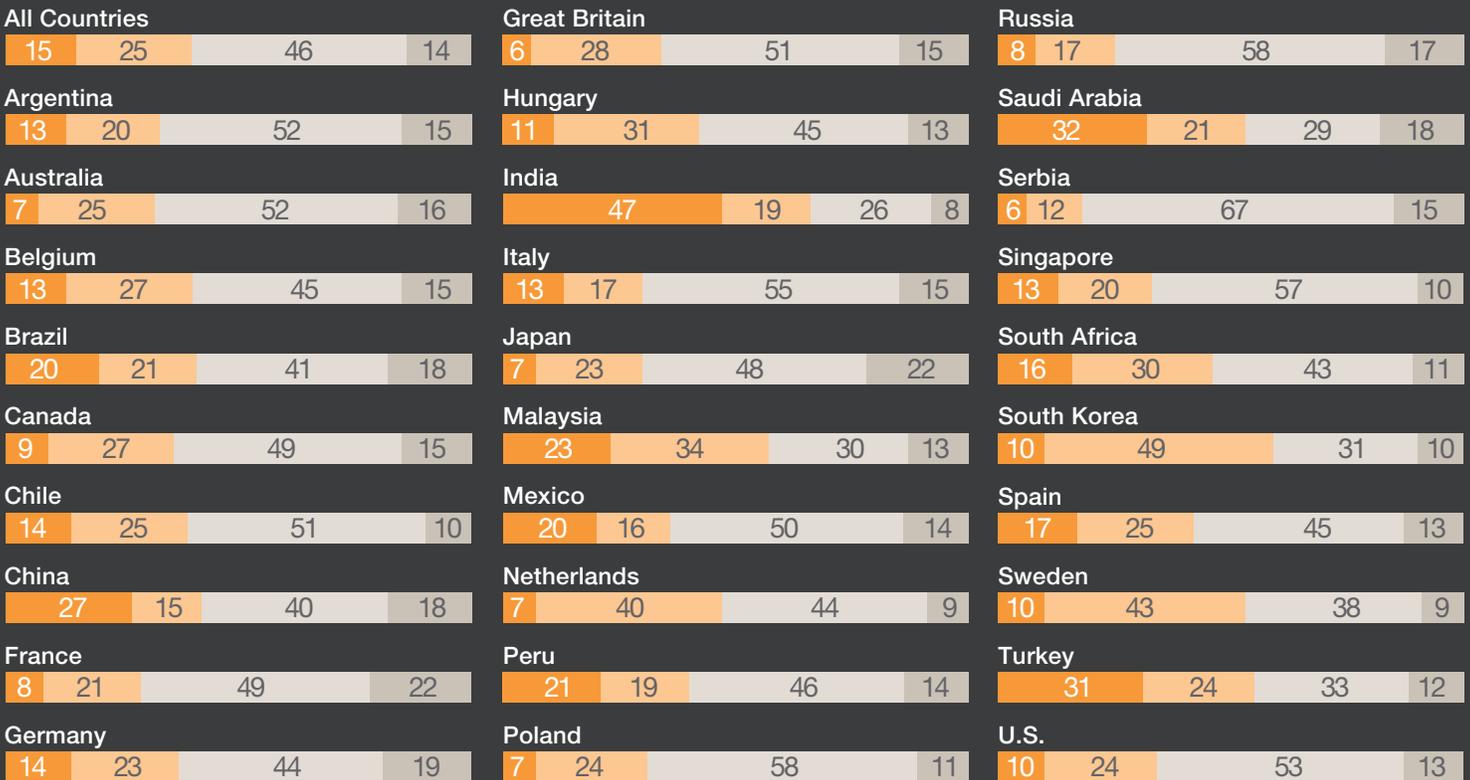
Will my country be gendered in the future?

Ipsos asked more than 20,000 adults from around the world if they think their nation will become more or less gendered in the future. The results seem to show that it's not a question many have given much thought to. But as these conversations continue to take hold, we might see a lot more opinion on the topic. In a separate survey, Americans see a lot of room for employers to help close the gender equity gap in the workplace.

Will the future be more or less gendered?

In five years from now, do you think people in [country] will associate characteristics, household tasks and occupations with one gender over another more or less than they do today?

More Less Neither more nor less Not sure



What's holding women back?

Related, of course, to the extent to which people think their country will be gendered is the discussion of equality. Ipsos conducted a survey for King's College London focused on gender and employment. Percent selecting each answer as one of the top two or three factors that have been the most important factors in stopping women from achieving equality with men in the U.S.

Employers not doing enough to close gender pay gap

25%

Employers not promoting enough women to senior positions

20%

Employers not doing enough to help women combine work and caring responsibilities

16%

Women already equal with men in my country

16%

Men do not want to help women achieve equality

16%

Government not doing enough to promote gender equality

16%

Too few women in positions of political power

13%

Men and boys not educated about importance of gender equality

13%

Media portraying women in unfair/unbalanced way

8%

(Source: Ipsos Global Advisor survey conducted among 20,448 online adults across 29 countries between Sept. 20 and Oct. 4, 2019. For full datasets, please visit <https://www.ipsos.com/en-us>)



Question: Can transgender visibility improve equality?

Sarah McBride

**National press secretary,
Human Rights Campaign**

She, her, hers

Sarah McBride isn't yet 30 and she's already a trailblazer. She famously came out in 2011 as a transgender woman at the end of her term as student body president at American University.

She successfully fought for the passage of protections like housing and employment for transgender people in Delaware. Now, McBride, who is national press secretary for the Human Rights Campaign, is running for Delaware state Senate. If elected, she would be the first openly transgender person to hold a state Senate seat in the U.S. As she thinks **What the Future**, she believes that simply knowing transgender people is a step toward equality.

9

the percentage point difference between women who strongly agree that there is a spectrum of gender identities compared to men (28% female 19% male).

(Source: Study conducted between Oct. 4 and 7, 2019 on the nationally representative Ipsos KnowledgePanel, among 1,021 adults with an additional 285 adults gathered using demographic profiles and representative of the total LGBTQ population.)



“There’s no replacement for knowing someone in your own life who is LGBTQ”

WTF: More than half of American adults say that they don’t know anyone who is transgender, and those they do know more likely are acquaintances. What does that mean for gaining equality in the future?

Sarah McBride: Ten to 15 years ago, that percentage would have been in the single digits. What’s clear is that more people are coming out. More people are sharing their identities publicly and more Americans are now able to say they know someone who’s transgender. There’s obviously significant room for growth. The fact that we’re already seeing those numbers really provides an incredibly strong foundation for us to continue to build from.

WTF: With TV shows like “Pose” on FX featuring transgender actors, and celebrities like Jonathan Van Ness of “Queer Eye” on Netflix coming out as nonbinary, how might that kind of visibility shape broader acceptance?

McBride: For a small community to be able to reach the number of people we need to reach, it is incredibly helpful to have outlets of mass consumption sharing stories of trans people. That helps to open hearts and change minds. While there’s no replacement for knowing someone in your own life who is LGBTQ, being able to learn about trans people, to relate and empathize with transgender people through art, that’s an important substitute.

WTF: Brands are also changing their practices to accept and represent transgender people. How might that translate to wider acceptance?

McBride: It communicates to broad audiences that transgender and gender-nonconforming people and LGBTQ people at large are part of the diversity of our society. That is a subtle but powerful message to the person who’s walking through a mall or into a store or an airplane. When [brands] have

public displays that include transgender people and gender-nonconforming people in their advertisements and in their spaces, that subtle message is an important cue to any uncertain person in our society as to how they should treat transgender people.

WTF: Despite progress, many companies struggle with walking the talk of change. How can companies do better?

McBride: The percentage of major companies that have gender identity and sexual orientation-inclusive, nondiscrimination policies has increased dramatically over the last 20 years. The percentage of companies that have trans-inclusive health benefits has increased dramatically over the last decade. You can have an inclusive space, but if LGBTQ people aren’t reflected in advertisements and promotional material, the message is not sent that they are fully welcomed

and valued parts of the community. Similarly, if you have LGBTQ people in advertising and promotional materials, but don't have policies and practices that are inclusive of them, it also sends the message that they're not fully welcomed by members of the community. You need both.

WTF: What will it take to convert visibility to actual equality?

McBride: There's no question that public awareness is a foundation upon which to build. Too often, discrimination and barriers to employment and housing push transgender people into the shadows on the margins of society. We need more schools and workplaces to adopt policies, benefits and practices that are inclusive of LGBTQ people. We need to make sure that we pass legislation like the Equality Act at the federal level so that LGBTQ people have clear protections from discrimination throughout daily life. And we need those who either know us in their own lives or who are beginning to empathize with us ... to say, "I don't have to necessarily know someone who is transgender or LGBTQ to fight

for a world where transgender and LGBTQ people are safe and able to come out."

WTF: In your state Senate run, what would getting elected mean?

McBride: Electing more transgender people is a critical step. But it's only a part of the solution. When LGBTQ people are walking the halls or sitting in the chamber with or sitting across the table and [caucusing] with their legislative colleagues, the conversation changes. It becomes much more difficult to dehumanize and stigmatize the person you know personally. But it also must result in tangible change, not just on issues explicitly surrounding gender identity, but all of the issues that impact each and every one of us in our daily lives.

WTF: There hasn't been as much attention given to the discrimination and violence against transgender people, particularly black trans women, including from the larger LGBTQ community. What would changing that mean for the future?

McBride: All of the progress you've seen over the last 50 years since Stonewall is built on the shoulders of trans women of color. You have to recognize transphobia and homophobia are inextricably linked. All of our rights and dignity are inextricably linked because when we let politicians or society diminish or dehumanize any one of us, we lay the foundation for them to demonize and dehumanize all of us.

WTF: One-fifth of LGBTQ people aren't registered to vote, per a recent Williams Institute survey. How important is getting them registered and to the polls?

McBride: It's critical. LGBTQ adults are larger than the margin of victory in the last several presidential elections, roughly the size of the state of Michigan. If we are registered and we turn out to vote, we will make a difference in not just the presidential election, but in critical congressional races and state legislative races.

Few Americans know someone who is transgender or gender nonconforming.

Do you know someone in your life who is...	Lesbian	Gay	Bisexual	Transgender	Nonbinary/ Nonconforming	Gender fluid	Gender questioning
Yes, I am	5%	9%	8%	0%*	1%	0%*	1%
Yes, in my immediate family	7	4	4	1	1	0*	1
Yes, in my extended family	19	21	5	2	1	0*	1
Yes, a friend	36	39	20	9	4	4	3
Yes, a co-worker	20	20	8	5	2	1	1
Yes, a neighbor	7	11	2	1	1	1	0*
Yes, an acquaintance	29	31	12	16	8	6	6
No	23	14	31	51	49	50	48
Not sure or refused	7	14	33	22	38	40	42

(Source: Study conducted between Oct. 4 and 7, 2019 on the nationally representative Ipsos KnowledgePanel, among 1,021 adults with an additional 285 adults gathered using demographic profiles and representative of the total LGBTQ population. * Values were less than .05% and rounded down to 0%)



How we research a changing gender landscape

Agree or disagree: “A person is either a man or a woman and not anything in between.”

Not that long ago, this question would not only have seemed preposterous to most Americans, but it would have more likely provoked complete confusion.

Of course there are only two genders, right? In other parts of the world, not so much. Thailand constitutionally recognizes a third gender, Kathoey, just as India officially recognizes a third gender, Hijra, and nonbinary definitions have existed in some cultures for centuries.

While U.S. policy isn't yet at that point, public opinion seems to be leading the way. Ipsos recently fielded this question in the U.S., and the data show that 35% of Americans — and 65% of the LGBTQ community — do not believe that gender is binary. In five years or 10 or another generation, how much will that shift?

For context, we look back to public opinion on a range of other issues. For example, a look back at the trajectory of public opinion on same-sex marriage finds that about the same proportion of Americans — a third — supported same-sex marriage in 1999, 16 years before the Supreme Court effectively legalized it in 2015. Now, over two-thirds support it.

This reminds us that acceptance and adjusting attitudes take time. Presently, two in five Americans believe that gender is binary: male or female. However, the way the public perceives and understands this issue is constantly evolving. We wouldn't have even asked the question a few short years ago.

So if you read between the lines of this issue of **What the Future**, you'll see that we are preparing within the market research industry for a nonbinary future. The charge to researchers is precision in measurement, and we look to the U.S.

Census for needed truths about the parameters of the populations we seek to model and measure. A challenge for this industry is, how can we accurately reflect the future of gender when our ability to do so relies on seemingly immutable federal definitions? Especially since those definitions are rooted in less inclusive times and are resistant to change so as to preserve the ability to create direct historical comparisons. Thankfully the Census is responding and recently released its estimates of same-sex couples.

Until the Census adjusts, we researchers must capture this information ourselves, to ensure we are accurately and inclusively representing the full spectrum of the population. We owe it to our clients to present an accurate picture of customers and consumers. And we owe it to citizens and survey participants to ensure they feel welcomed and see themselves reflected in our surveys and beyond.



Julia Clark is the Head of Marketing and Communications for Ipsos

Question:

Could removing gender cues in advertising change what toys kids want?



Christia Brown

Director of the Center for Equality and Social Justice, University of Kentucky

She, her, hers

28

the percentage point difference between fathers and mothers who try to buy books meant for girls for their daughters.

(Source: Ipsos survey conducted between Oct. 23 and 24, 2019 among 165 U.S. parents of boys in their households and 161 U.S. parents of girls in their households.)

While still small, the number of teens who don't define themselves with a male/female gender role is growing. This is both a result and a driver of an expanding conversation around the fluidity of gender itself.

Christia Brown, Ph.D., who authored "Parenting Beyond Pink and Blue," studies this as part of her role as an author, researcher and professor of developmental psychology at the University of Kentucky. When she thinks **What the Future**, she is considering the role of media and retail in shaping gender norms.

WTF: How has the landscape around children and gender changed in the last generation or so?

Dr. Christia Brown: There have been two trends that I've seen within the past 15 years. One is an increase in gendered color-coding of toys. There are pink and blue versions of toys that used to just have one kind of neutral coloring. In direct contrast, you see more of an emphasis in parents recognizing the gender creativity of their kids. There's more attention to the fact that kids can be trans. Language like "gender fluid" and "gender nonconforming" are now much more part of the public dialog than you saw even 10 years ago. There's more attention to pronoun use.

WTF: As a parent, if your child is not necessarily conforming to all the gender norms, how do you know if they haven't learned or aren't comfortable with expressing that they feel that they are a different gender versus that they simply don't conform?

Brown: Most evidence would suggest that the rates at which kids are actually transgender are pretty small. But there are a lot of kids who show nonstereotypical gender expression. There is a lot of individual variability in what people gravitate toward. For example, many, many 3- and 4-year-old boys want to paint their nails. That's extremely common because it's fun, right? It's up to parents to really be attuned to what their kid is feeling and to talk to them about it.

WTF: Have kids changed or have the adults' reaction to kids changed?

Brown: It's a chicken-and-egg question in that parents begin the process of gender socializing their kids from birth. By the time kids are old enough to express their own gender identity and show their own preferences, traits and abilities, they've already had three or four years of being socialized along one pathway. I don't know that 3-year-olds have changed in the past 15 years. I would suggest kids are expressing themselves, and sometimes it's more accepted by parents than in other times.

WTF: In the survey we see a sizable minority want to buy nongendered toys for their children. If all the holiday toy catalogs are any indication, they have a hard road ahead of them. How can brands help?

Raising gendered children

Please indicate the degree to which you agree or disagree with the following statements. To the degree possible, I try or tried to purchase or encourage...

■ Male (Agree net) ■ Female (Agree net)

Boys:

Toys meant for boys for my son(s)



Books meant for boys for my son(s)



TV shows meant for boys for my son(s)

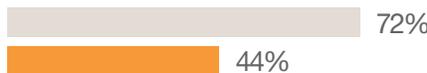


Girls:

Toys meant for girls for my daughter(s)



Books meant for girls for my daughter(s)



TV shows meant for girls for my daughter(s)



Clothing meant for boys for my son(s)



Games meant for boys for my son(s)



Clothing meant for girls for my daughter(s)



Games meant for girls for my daughter(s)



(Source: Ipsos survey conducted between Oct. 23 and 24, 2019 among 165 U.S. parents of boys in their households and 161 U.S. parents of girls in their households.)

Brown: Brands don't need to change the toys but simply put boys and girls playing with both of the toys in their catalogs. We know that kids assume if they're not seeing their gender playing with [a toy], that it's not for their gender. Toys themselves aren't gendered. It's how they're marketed. You have the marketing industry teaching kids what types of skills they need to be learning based on their gender. I think that's giving [the toy companies] way too much power.

WTF: Brands like Celine Dion's Celinununu children's clothing line are going all gender-neutral, and broader brands like Target are trying to remove gendered labels in some of the ways they sell things. Is there a risk of a backlash from people who don't see gender as a spectrum?

Brown: It's all about how this is framed. Every kid is a unique individual. We want to make sure that we're providing toys and clothes for all. This is really about letting them play with whatever speaks to them, then it becomes not this big political statement about gender identity.

WTF: Some would argue that you need the big political statement in order to make sure that everyone is included in that conversation and then move on.

Brown: Both are important. Let's try to make sure that we're being accepting of all of our kids. But even if you don't buy into that, or if that feels threatening, or if maybe you don't even relate or connect with that, then just focus on wanting your kid to be happy and healthy and well-adjusted.



Question: What does health care look like in a post-binary world?



Dr. Aletha Maybank

**Chief health equity
officer, VP, American
Medical Association**

She, her, hers

Dr. Aletha Maybank joined the American Medical Association in 2019 as its first chief health equity officer.

Her mission, simply put, is to create a framework for the physician association to help improve health for all people. So, when Dr. Maybank asks **What the Future**, she's asking how gender will matter as it interconnects with myriad social factors and institutions — in and out of the medical system — that affect people's health.

WTF: Could you give us a brief explanation of what health equity means?

Dr. Aletha Maybank: I talk about it in terms of an outcome. It's the conditions, resources, opportunities and power that allow one to achieve optimal health. You have to have all four. From the context of just human value, the human

41%

of female patients prefer to see a healthcare provider who is the same gender as them whenever there is a choice.

(Source: Study conducted between Oct. 4 and 7, 2019 on the nationally representative Ipsos KnowledgePanel, among 1,021 adults in the U.S.)



Gender might be fluidly expressed, but most still use binary pronouns.

How do you prefer to be referred to? That is, what are your preferred gender pronouns?

He/him/his/himself



She/her/hers/herself



They/them/theirs/themself



Ze/hir/hirs/hirself

0%*

Ze/zir/zirs/zirself

0%*

Other



Don't know / Refused



(Source: Study conducted between Oct. 4 and 7, 2019 on the nationally representative Ipsos KnowledgePanel, among 1,021 adults in the U.S. with an additional 285 adults gathered using demographic profiles and representative of the total LGBTQ population. *Percent was less than 0.5%.)

rights piece of it is demonstrating and saying that we all have a right to achieve optimal health and you have what it takes in order to do that. And we're very clear that not everybody has all of those things. But it's important to understand that it's a process to get to that outcome.

WTF: What does this mean for practitioners and patients?

Maybank: A lot of folks talk about diversity and inclusion, of course. But then there are also things such as if you're an institution, where do you give your money? Is that equitable? Are we supporting businesses owned by people of color or those that identify as women or LGBTQ? Are we collecting data in an equitable way? Are the systems set up so that they don't cause harm and produce inequities? Are we asking questions that we need to ask? Do we have the right people on board to ask the questions?

WTF: Among the elements that create health inequity and inequality, how does gender factor in?

Maybank: We know oppression exists as a result of systems of racism, gender oppression, as well as classism. Gender identity also has an impact on health outcomes. Oftentimes, there are stereotypes toward people depending on how they identify based on their gender. Women's experiences and symptoms don't get recognized or acknowledged and paid attention to in the way that symptoms are for folks who identify otherwise.

Also, in this modern time, we no longer consider gender identity to be binary as male and female. There is a spectrum of gender identity which can intersect with identifying as lesbian, gay, transgender, queer, gender nonconforming and nonbinary. And evidence shows that folks who don't identify as white and male—women who are black, as an

example—have worse health outcomes as they relate to mortality. Black women are eight times more likely to die as a result of complications around childbirth in New York City, and about four times more likely in the country as a whole. If you are a black transgender woman, your death rate is one of the highest in this country right now.

WTF: Your big question was, "Will gender matter in the future?" Since gender is one of the bigger factors in equality, what did you mean by that?

Maybank: Gender equity will always matter. The source of inequities in this country is rooted in our history of colonization and the formation of structures and culture that were normalized through the guise of patriarchy, supremacy and heterosexism. This normalization is so deeply embedded in our mindsets and systems in this country. In addition, we are learning more and more that gender identity can be expressed in many ways beyond its binary form of man and woman. This expression

across the spectrum of gender identity will not be static and will continue to evolve. And we as people, society and institutions will need to be responsive to the evolution and realities of people's lives to ensure that we and our systems value all people to their fullest human capacity and desires, and that they are treated with dignity and respect.

WTF: Can you talk through specific changes you'd like to see to help create equity for patients in the future?

Maybank: If the [physician's] gender is similar to the patient's, we know that it can increase probabilities of survival for things such as heart attacks for women. This is why gender equity within the ranks of who's a physician becomes important. Intake forms have to be set up so folks can identify across the spectrum of gender identity, which is inclusive of LGBTQ, nonbinary and nonconforming. And the same has to happen with race.

WTF: And what does that look like for practitioners?

Maybank: What it looks like in the [physician's] office is also important. In society, we've become very normalized to not seeing informational posters that are representative of all colors, gender identity and language. But it's amazing what it does when you start to see posters that look like you. You can identify better with what that messaging is on that poster. In addition, it's important that we have gender-free restrooms. We use them every day in our homes, and it is unfair that people have to leave their office floors and sometimes the building to find a restroom that meets their needs.

Lastly, from the provider perspective, how do we better normalize conversations around power, privilege, oppression, patriarchy and heterosexism so people get more comfortable talking about these issues and the realities? We need to make sure that our biases are not impacting how we deliver care. For a patient to walk into an office where their providers have gone through structural competency, gender oppression, racial equity and cultural responsiveness trainings is very meaningful for the patient and provider, but also the entire folk that are within that system and that practice.

How gender and privacy factor in the patient experience.

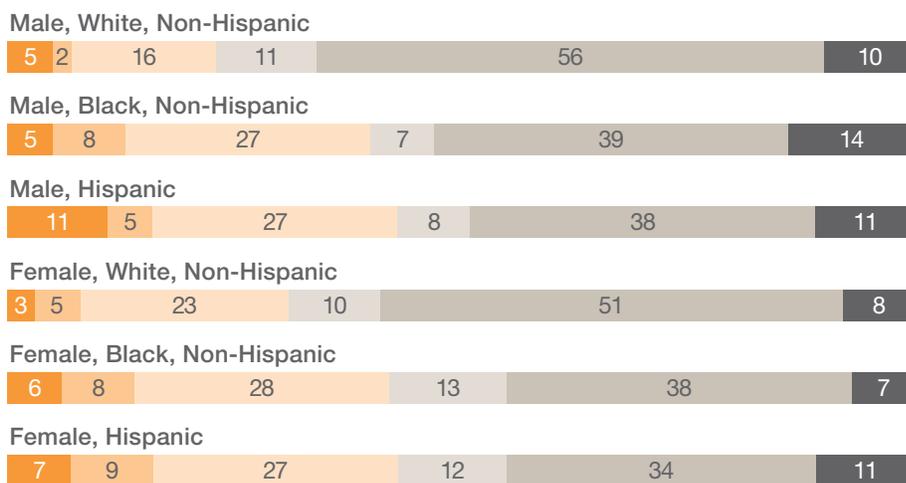
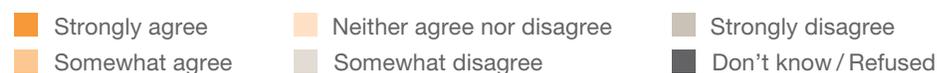
The next few questions ask about your experience of going to see your primary healthcare provider (your general practitioner or main doctor) at their office. (Agree net):



(Source: Study conducted between Oct. 4 and 7, 2019 on the nationally representative Ipsos KnowledgePanel, among 1,021 adults in the U.S. with an additional 285 adults gathered using demographic profiles and representative of the total LGBTQ population.)

White males feel the least stigmatized by their healthcare provider due to their gender identity.

When dealing with a healthcare provider, I often find that my questions or concerns are ... stigmatized due to my gender/identity.



(Source: Study conducted between Oct. 4 and 7, 2019 on the nationally representative Ipsos KnowledgePanel, among 1,021 adults in the U.S. with an additional 285 adults gathered using demographic profiles and representative of the total LGBTQ population.)

On the Fringe With Amy Webb



The future might not be female. Or male, for that matter. New technology and science breakthroughs are starting to blur the lines between gender and identity. What the Future asked quantitative futurist Amy Webb to give us some ideas of things to watch.

1. Synthetic content — You’ve probably already encountered synthetic media, such as virtual Japanese pop star Hatsune Miku (she debuted in 2007) or the British virtual band Gorillaz, a project by artist Jamie Hewlett and musician Damon Albarn that released its first track in 1998. What’s next is algorithmically created or modified media. There are a number of synthetic influencers with very large fan bases. Lil Miquela is a sort of Beyoncé of synthetic stars, with millions of followers. She is a model for brands like Prada and Calvin Klein, a musician with popular tracks on Spotify, and a paid brand ambassador with deals from enormous global companies such as Samsung. And she has friends who don’t conform to traditional gender stereotypes. In many ways, these stars are the antidote to teen icons like Lindsay Lohan and Shia LeBeouf who, for one reason or another, stray from their carefully crafted public images and cause headaches for their agents, managers and the brands or projects they represent. Synthetic stars don’t sleep. They don’t eat. They never get tired, even if they’re pushed 24 hours a day. They don’t drink alcohol or use drugs. They would never say anything off-message, and their mug shots would never go viral on the internet. (Unless it was planned, of course. Over the summer, Bermuda, another CGI character, posted her own mug shot on Instagram to “get ahead” of the press.)

2. e-athletes break the mold — Forget what you think you know about professional gamers. They aren’t all men tethered to their computers. Women make up about 35% of Fortnite’s player base, and in 2020 an all-women professional esports team will compete on the international circuit. Dating app Bumble and esports organization Gen G collaborated to form Team Bumble, which includes an impressive lineup of Kristen “KittyPlays” Valnicek, Madison “maddiesuun” Mann, Tina “TINARAES” Perez, Carlee “Carlee” Gress and Hannah “Hannah” Reyes. Gaming requires physical strength and stamina, which means that professional gamers often work out in the real world, too.

3. Biology ownership — Who owns your biology? You’re shedding biometric data every day, either intentionally or unwittingly. Every time you speak to Alexa, use your fingerprint or face to unlock a device, or allow a photo to be automatically tagged when you upload it to social media, you are voluntarily sharing your bioinformation with for-profit companies. What legal right do they have to change end-user agreements? Who is the ultimate legal guardian of that data? Can a company take ownership of your DNA and other biodata forever? Can it be given the perpetual, royalty-free worldwide license to your data? Importantly, how could that data be used to categorize you by gender and sexuality? These are big questions companies and regulators will be debating well into 2020.

Amy Webb is the founder of the Future Today Institute, a professor at New York University Stern School of Business, and author of “The Big Nine,” about the future of artificial intelligence.

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