

NameCoach ResearchStory Report

Omnibus 210709
2021-07-13
Crosstabs

Crosstab Questions

The closed-ended questions in the survey were cross-tabulated using the questions listed below. Crosstabs with significant differences are featured here. See the Excel spreadsheet for all of the crosstabs.

- Are you currently employed full-time, part-time, or not employed?
- Which of the following categories best describes the industry you work in?
- Approximately how many employees work at your organization (all locations)?
- Census Region
- How would you characterize the area you live in?
- Do you describe yourself as a man, a woman, or in some other way?
- Derived (Generation): What is your birth year?
- Derived - Age Range: What is your birth year?
- What is your marital or relationship status?
- Household Size
- Children at Home
- Education Recategorized
- Race Ethnicity Variable
- Which category represents the total combined income of all members of your family during the past 12 months?
- Ideology
- Derived: Generally speaking, do you usually think of yourself as a Republican, Democrat, Independent, or what?
- Registered Voter
- Derived: Would you describe yourself as a "born-again" or evangelical Christian, or not?

Crosstab Methodology

While we cross-tabulated closed-ended questions by all of the listed questions, we only report cross-tabulations with statistically significant differences that might have some practical value:

- A statistically significant difference is one that cannot be attributed to chance at a 95% confidence level: 19 times out of 20 the differences would exist in the target population.
- A practical difference, in our opinion, is at least a 10 percentage-point difference between two groups: while a 2-point difference might for large cell sizes be statistically significant it is unlikely to make any practical difference to most business plans.
- Demographic questions against demographic questions are typically ignored, as they offer little insight (e.g., older people are more likely to be retired, Gen Xers are more likely to have children than Millennials, those with college degrees have higher incomes than those without, and so on).
- Occasionally, for editorial reasons or if a cross-tabulation seems redundant, we omitted including it in this report.
- See the accompanying spreadsheet for all tables.

Rather than compare subgroups to other subgroups individually, we compare each subgroup to the aggregate of all other subgroups. This is easier to present and visualize than column comparisons (which require tagging each column with a letter) and differentiates at the low end as well as the high end. Since this approach uses the entire sample, rather than a subsample of two subgroups, it provides greater statistical power and reduces the chance that differences are false discoveries

If the difference is higher at a statistically significant level, the cell is marked with the up - arrow symbol ↑. If it is lower, the down-arrow symbol ↓ is used. Differences you may observe between cells unmarked by arrows were not statistically significant: they exist in the survey sample but are not presumed to exist in the target population.

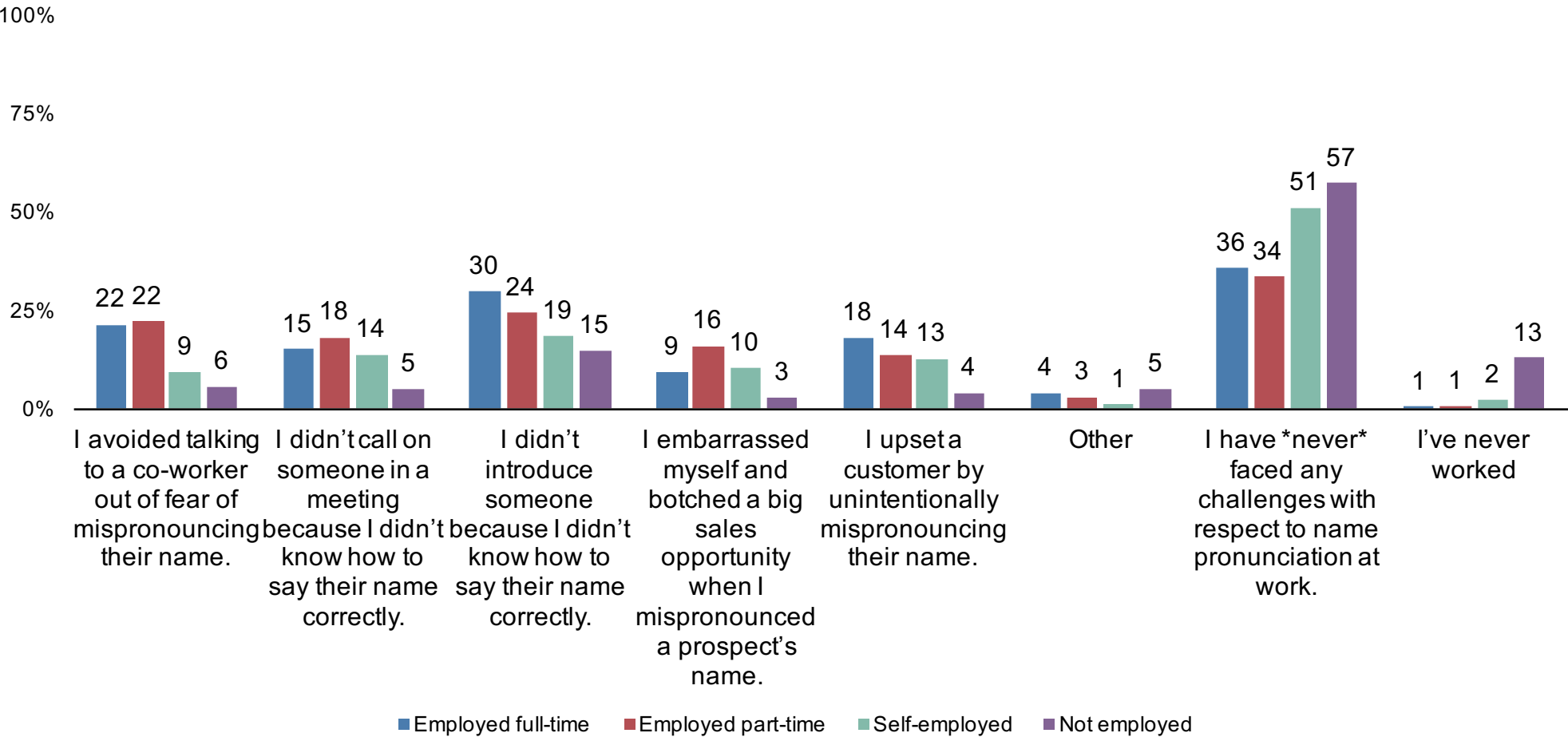
Crosstab Notes

Crosstab Notes:

- Only crosstabs with significant differences of at least 10 percentage points are included here.
- Columns with fewer than 30 responses (i.e. degrees of freedom) are ignored for statistical significance comparisons.
- Crosstabs with no significant difference greater than 10 percentage points are not presented.
- To fit onto the page, some crosstabs have had columns without differences omitted. See the spreadsheet for the full crosstabs.
- Crosstabs show only unweighted results

Selected Crosstabs for: Are you currently employed full-time, part-time, or not employed?

Which struggles have you ever faced at work with respect to name mispronunciation?



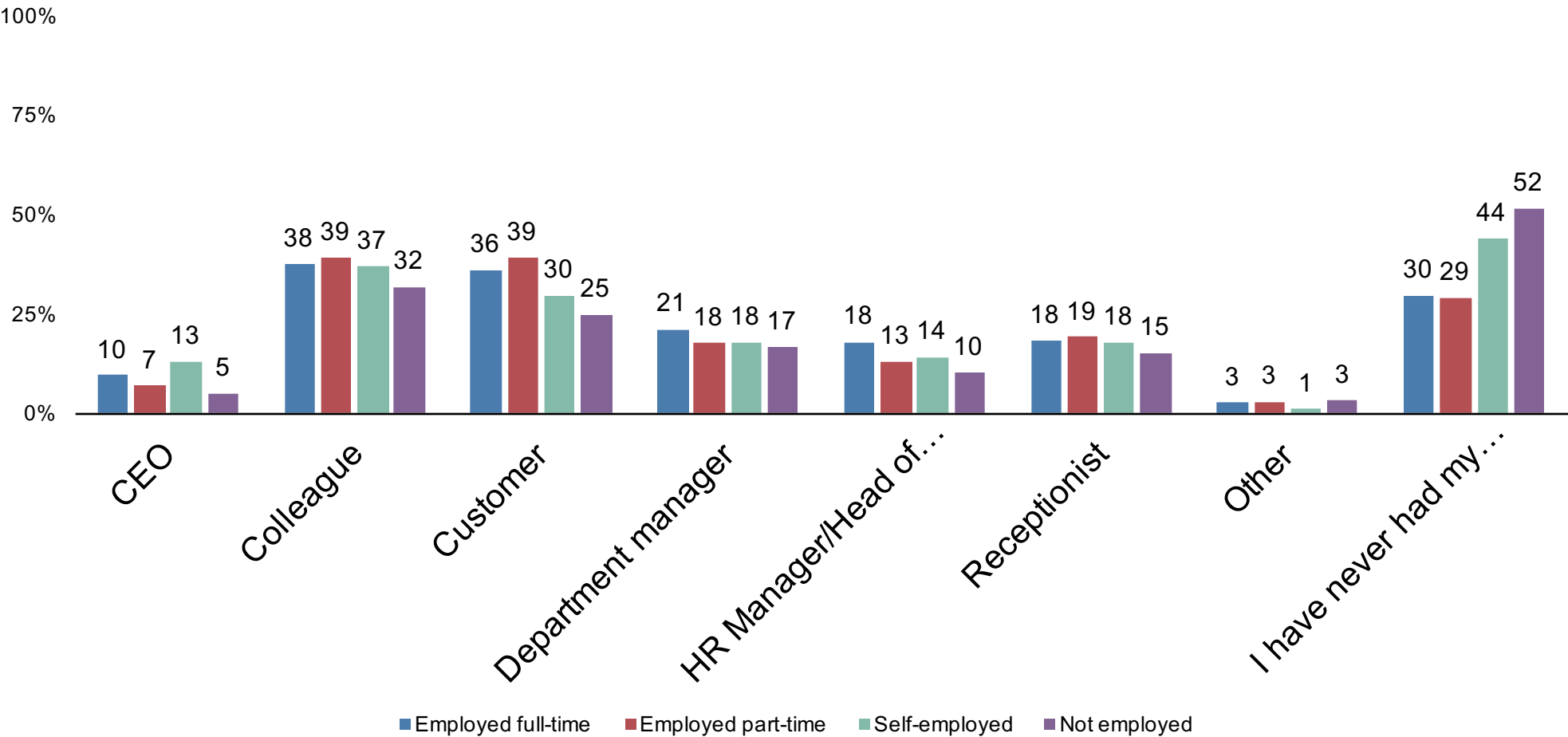
Base: 1,060 (All respondents)

Which struggles have you ever faced at work with respect to name mispronunciation?

	Are you currently employed full-time, part-time, or not employed?			
%	Employed full-time	Employed part-time	Self-employed	Not employed
I avoided talking to a co-worker out of fear of mispronouncing their name.	↑ 22	↑ 22	9	↓ 6
I didn't call on someone in a meeting because I didn't know how to say their name correctly.	↑ 15	↑ 18	14	↓ 5
I didn't introduce someone because I didn't know how to say their name correctly.	↑ 30	24	19	↓ 15
I embarrassed myself and botched a big sales opportunity when I mispronounced a prospect's name.	9	↑ 16	10	↓ 3
I upset a customer by unintentionally mispronouncing their name.	↑ 18	14	13	↓ 4
Other	4	3	1	5
I have <i>*never*</i> faced any challenges with respect to name pronunciation at work.	↓ 36	↓ 34	51	↑ 57
I've never worked	↓ 1	↓ 1	2	↑ 13
Base	n=534	n=131	n=86	n=309

Base: 1,000 (All respondents)

Who has mispronounced your name in the workplace?



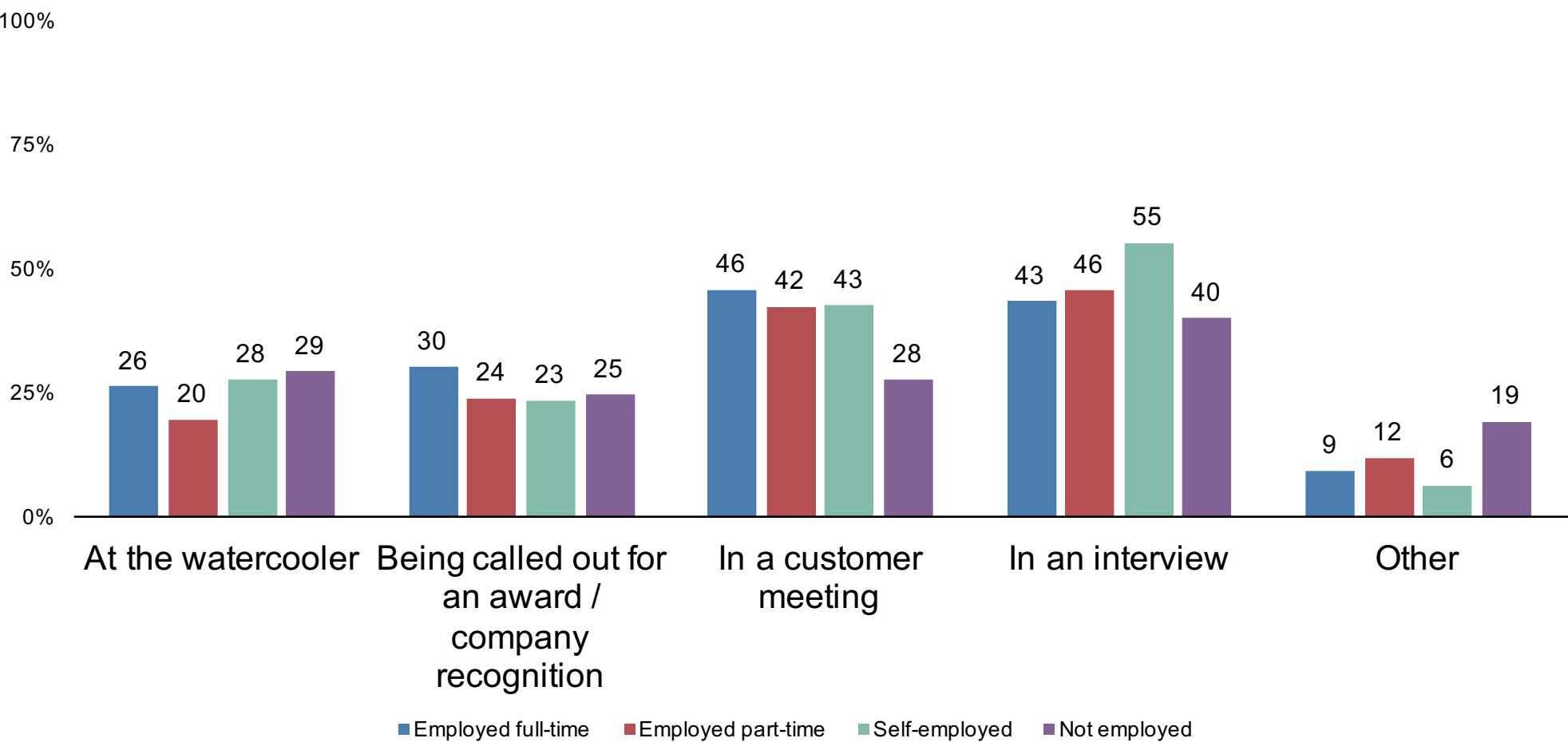
Base: 1,014 (96% of respondents)

Who has mispronounced your name in the workplace?

	Are you currently employed full-time, part-time, or not employed?			
%	Employed full-time	Employed part-time	Self-employed	Not employed
CEO	10	7	13	↓ 5
Colleague	38	39	37	32
Customer	↑ 36	39	30	↓ 25
Department manager	21	18	18	17
HR Manager/Head of HR/Chief Culture Officer	↑ 18	13	14	↓ 10
Receptionist	18	19	18	15
Other	3	3	1	3
I have never had my name mispronounced at work	↓ 30	29	44	↑ 52
Base	n=531	n=130	n=84	n=269

Base: 1,014 (96% of respondents)

In what circumstances has your name been mispronounced at work?



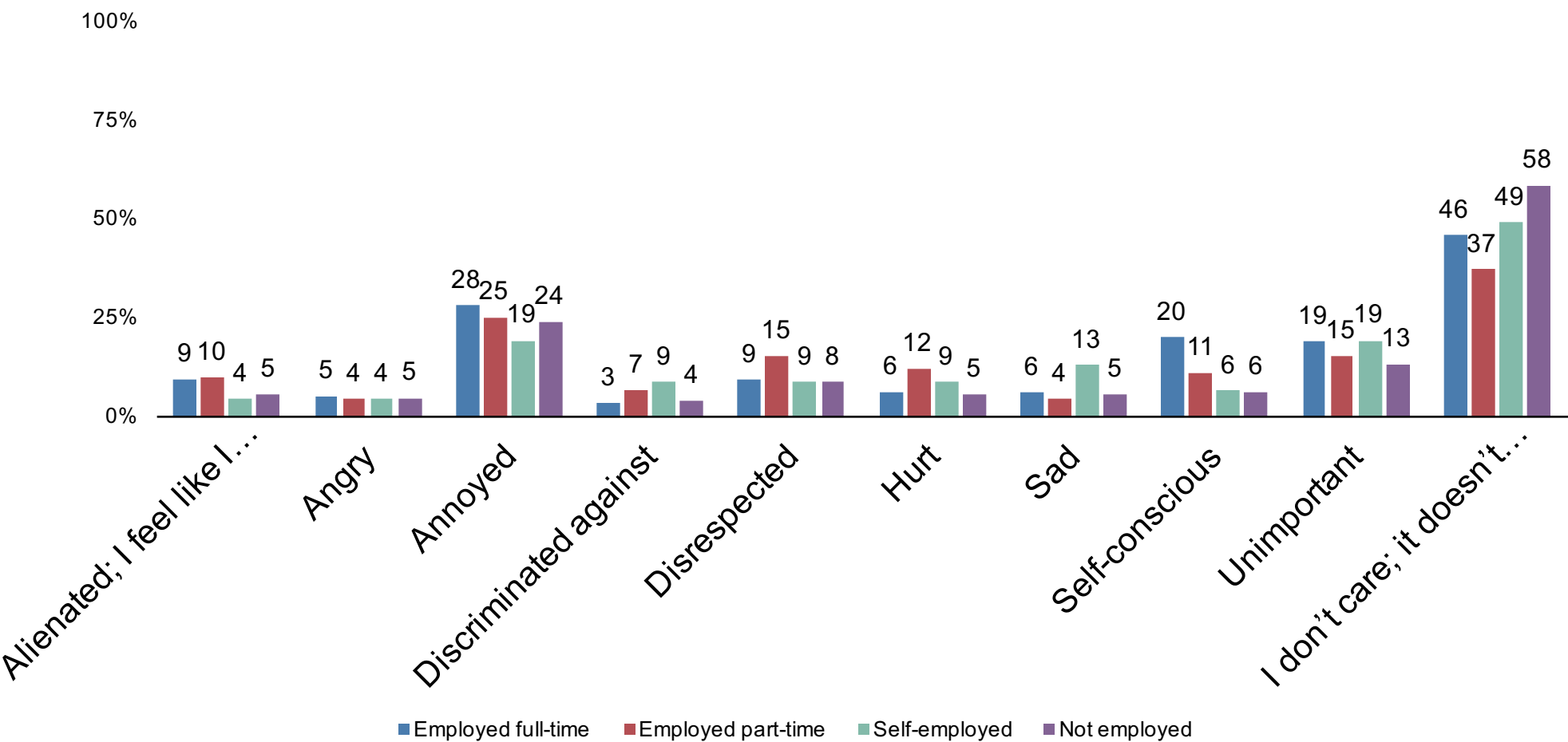
Base: 642 (61% of respondents)

In what circumstances has your name been mispronounced at work?

	Are you currently employed full-time, part-time, or not employed?			
%	Employed full-time	Employed part-time	Self-employed	Not employed
At the watercooler	26	20	28	29
Being called out for an award / company recognition	30	24	23	25
In a customer meeting	↑ 46	42	43	↓ 28
In an interview	43	46	55	40
Other	↓ 9	12	6	↑ 19
Base	n=373	n=92	n=47	n=130

Base: 642 (61% of respondents)

How do you feel when someone mispronounces your name in the following work situations?



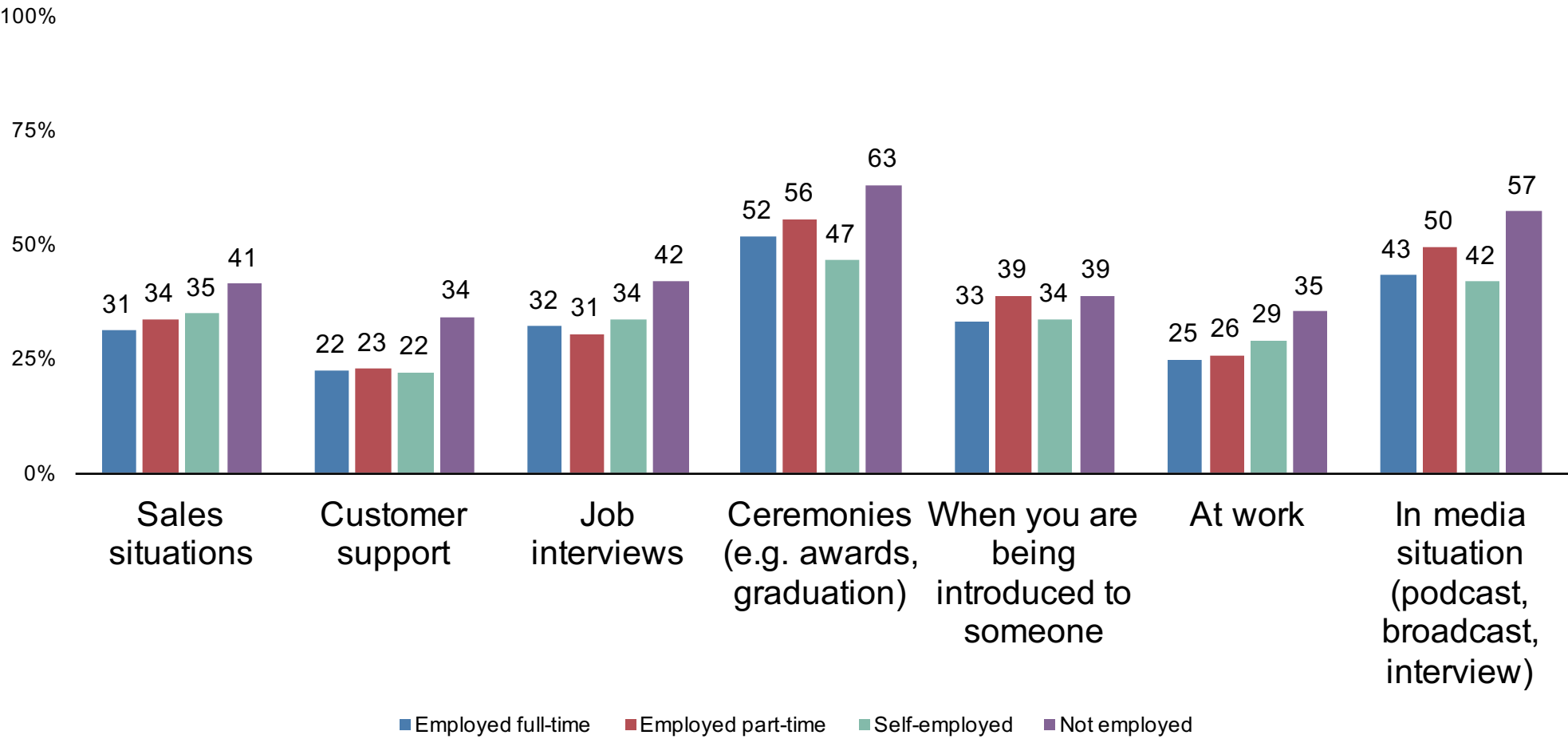
Base: 642 (61% of respondents)

How do you feel when someone mispronounces your name in the following work situations?

	Are you currently employed full-time, part-time, or not employed?			
%	Employed full-time	Employed part-time	Self-employed	Not employed
Alienated; I feel like I don't belong	9	10	4	5
Angry	5	4	4	5
Annoyed	28	25	19	24
Discriminated against	3	7	9	4
Disrespected	9	15	9	8
Hurt	6	↑ 12	9	5
Sad	6	4	↑ 13	5
Self-conscious	↑ 20	11	6	↓ 6
Unimportant	19	15	19	13
I don't care; it doesn't bother me at all	46	↓ 37	49	↑ 58
Base	n=373	n=92	n=47	n=130

Base: 642 (61% of respondents)

How acceptable do you think it is to mispronounce a name in the following situations?



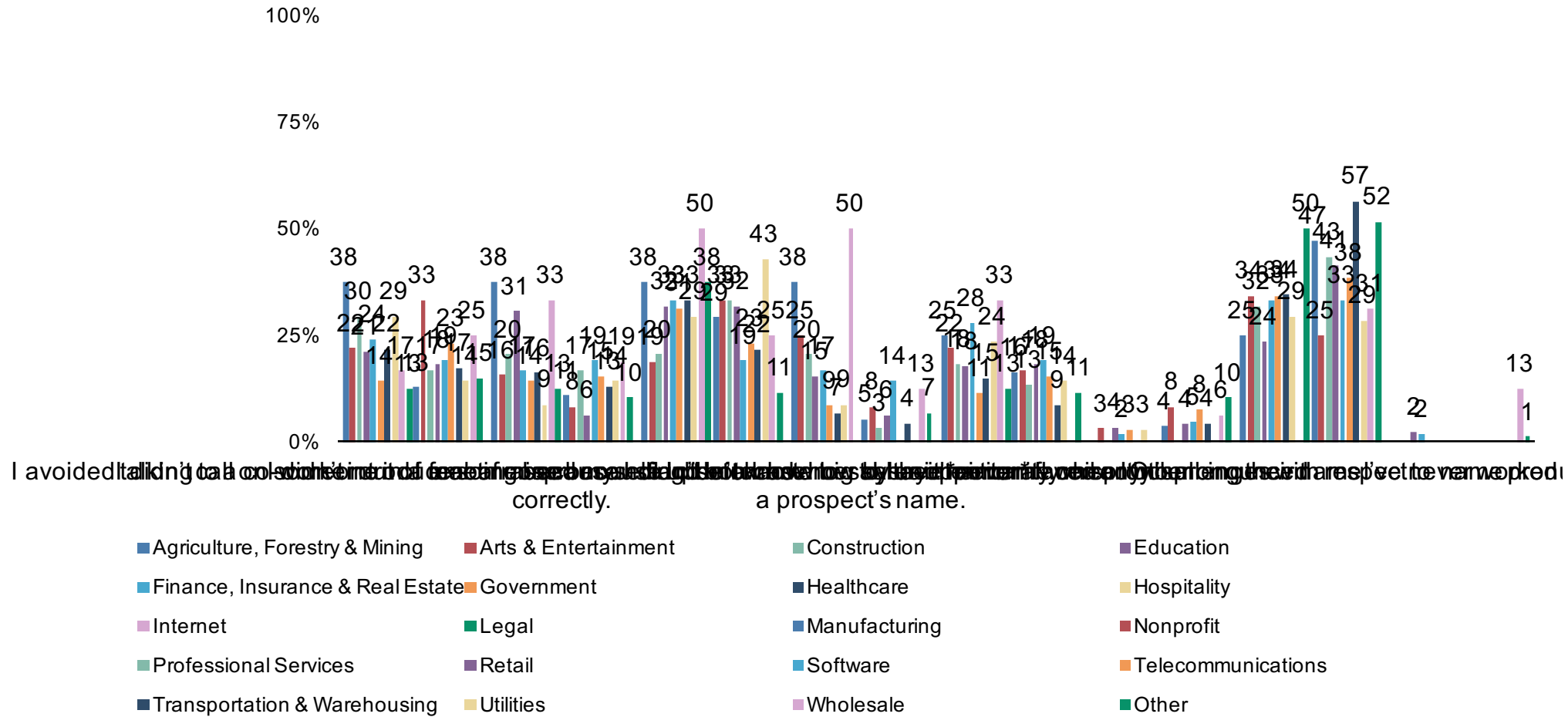
Base: 1,060 (All respondents)

How acceptable do you think it is to mispronounce a name in the following situations?

	Are you currently employed full-time, part-time, or not employed?			
[Somewhat unacceptable + Completely unacceptable (to mispronounce a name)]	Employed full-time	Employed part-time	Self-employed	Not employed
Sales situations	↓ 31	34	35	↑ 41
Customer support	↓ 22	23	22	↑ 34
Job interviews	↓ 32	31	34	↑ 42
Ceremonies (e.g. awards, graduation)	↓ 52	56	47	↑ 63
When you are being introduced to someone	33	39	34	39
At work	↓ 25	26	29	↑ 35
In media situation (podcast, broadcast, interview)	↓ 43	50	42	↑ 57

Selected Crosstabs for: Which of the following categories best describes the industry you work in?

Which struggles have you ever faced at work with respect to name mispronunciation?



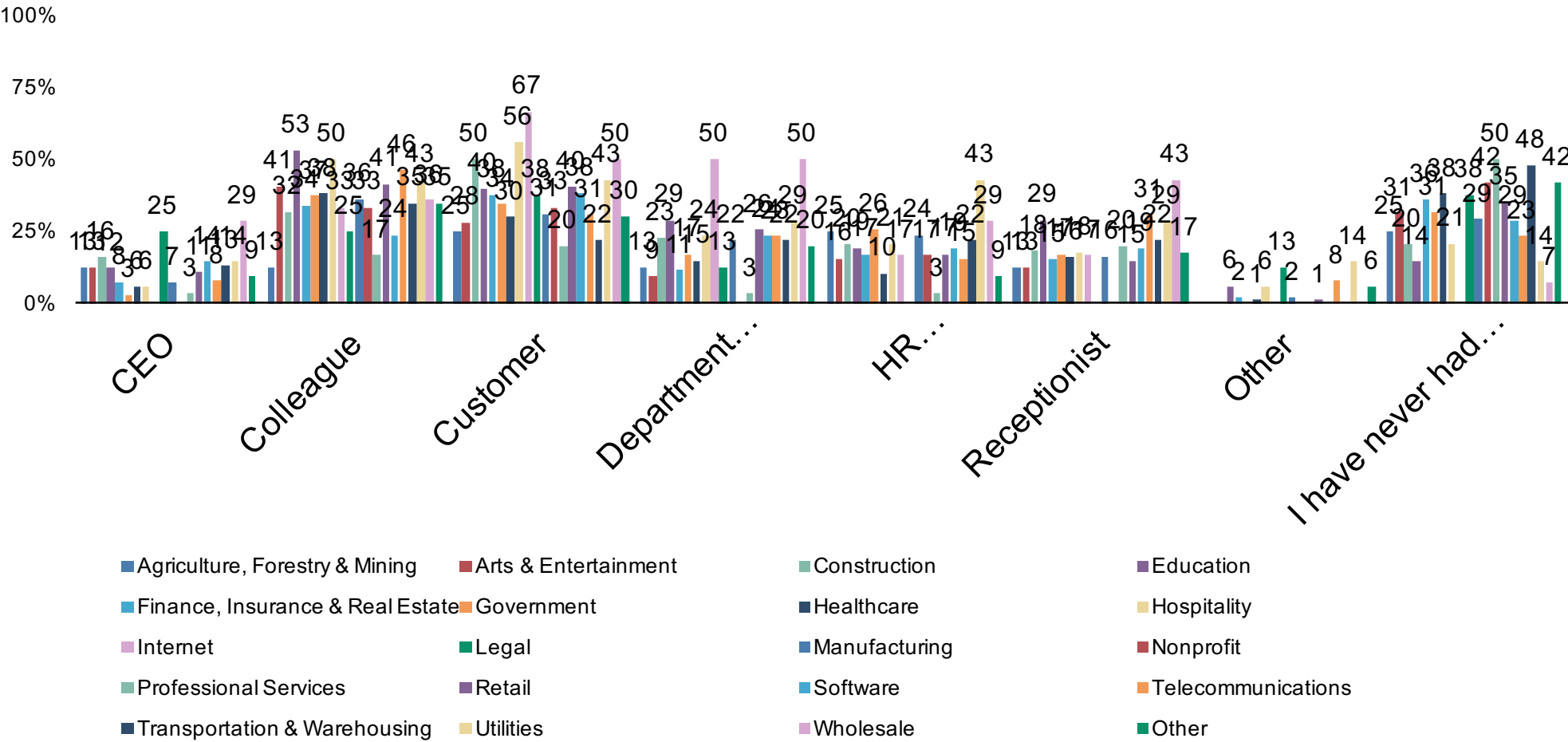
Base: 751 (71% of respondents)

Which struggles have you ever faced at work with respect to name mispronunciation?

	Which of the following categories best describes the industry you work in?																			
%	Agriculture, Forestry & Mining	Arts & Entertainment	Construction	Education	Finance, Insurance & Real Estate	Government	Healthcare	Hospitality	Internet	Legal	Manufacturing	Nonprofit	Professional Services	Retail	Software	Telecommunications	Transportation & Warehousing	Utilities	Wholesale	Other
I avoided talking to a co-worker out of fear of mispronouncing their name.	38	22	30	21	24	14	22	29	17	12	13	33	17	18	19	23	17	14	25	15
I didn't call on someone in a	38	16	20	↑31	17	14	16	9	33	12	11	8	17	↓6	19	15	13	14	19	10

Based on 731 (71% of respondents)

Who has mispronounced your name in the workplace?



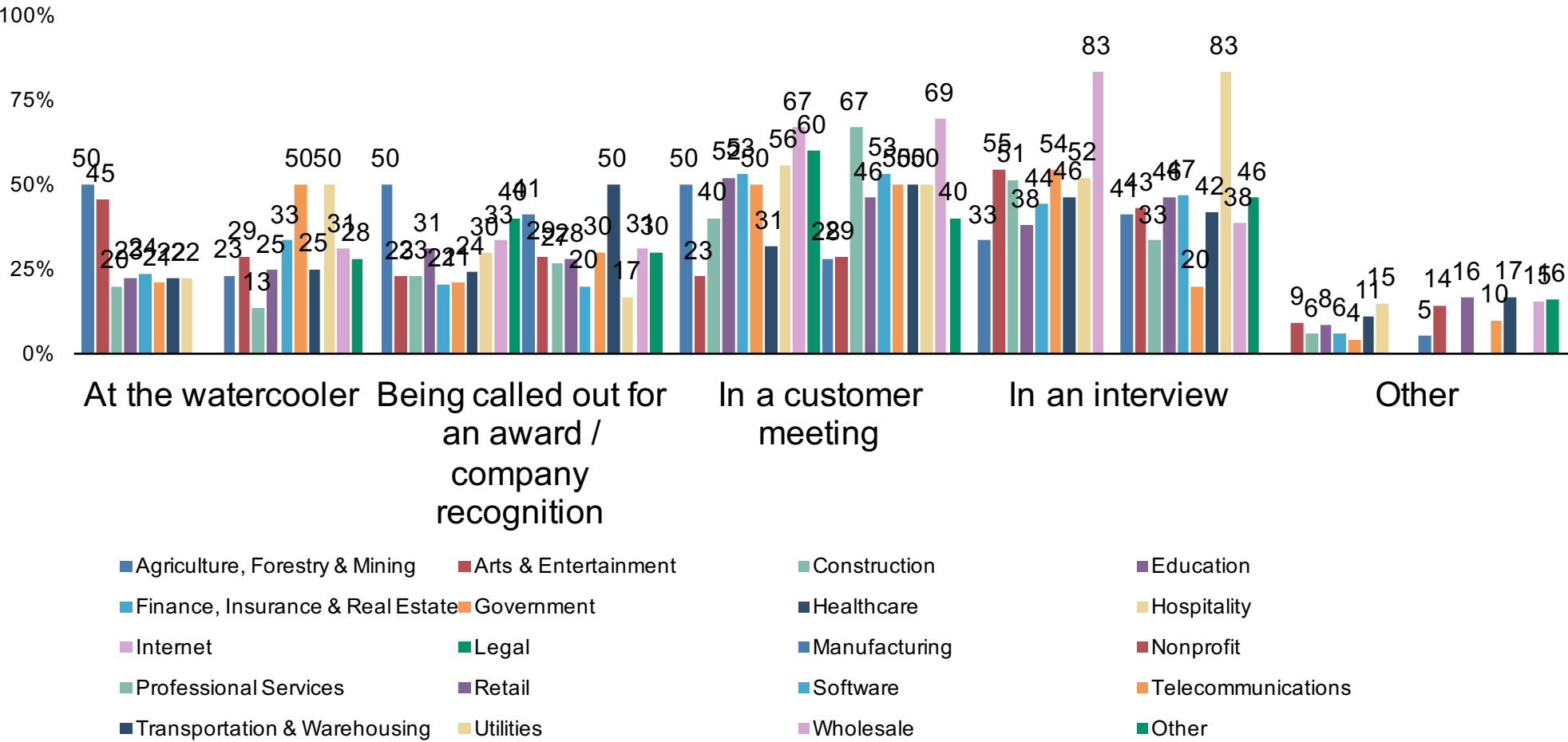
Base: 745 (70% of respondents)

Who has mispronounced your name in the workplace?

	Which of the following categories best describes the industry you work in?																			
%	Agriculture, Forestry & Mining	Arts & Entertainment	Construction	Education	Finance, Insurance & Real Estate	Government	Healthcare	Hospitality	Internet	Legal	Manufacturing	Nonprofit	Professional Services	Retail	Software	Telecommunications	Transportation & Warehousing	Utilities	Wholesale	Other
CEO	12	12	16	12	8	3	6	6	0	25	7	0	3	11	14	8	13	14	29	9
Colleague	12	41	32	↑ 53	34	37	38	50	33	25	36	33	17	41	24	46	35	43	36	35
Customer	25	28	↑ 50	40	38	34	30	↑ 56	67	38	31	33	20	40	38	31	22	43	50	30
Department manager	12	9	23	↑ 29	11	17	15	24	50	12	22	0	3	26	24	23	22	29	50	20
HR Manager /Head of HR/Chief Culture	25	16	20	19	17	26	10	21	17	0	24	17	3	17	19	15	22	43	29	↓ 9

Base: 745 (70% of respondents)

In what circumstances has your name been mispronounced at work?

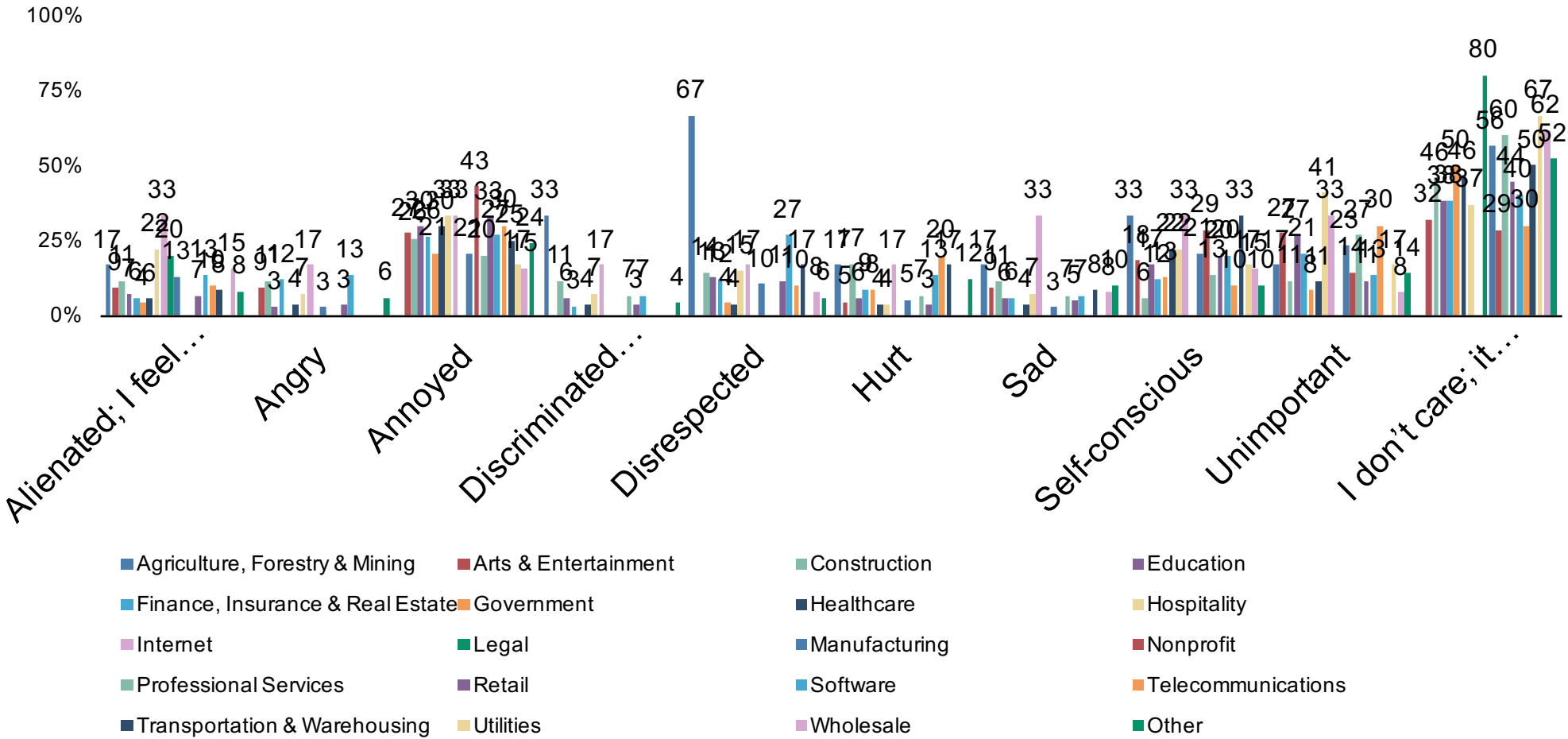


Base: 512 (48% of respondents)

In what circumstances has your name been mispronounced at work?

	Which of the following categories best describes the industry you work in?																			
%	Agriculture, Forestry & Mining	Arts & Entertainment	Construction	Education	Finance, Insurance & Real Estate	Government	Healthcare	Hospitality	Internet	Legal	Manufacturing	Nonprofit	Professional Services	Retail	Software	Telecommunications	Transportation & Warehousing	Utilities	Wholesale	Other
At the watercooler	50	45	20	23	24	21	22	22	0	0	23	29	13	25	33	50	25	50	31	28
Being called out for an award / company recognition	50	23	23	31	21	21	24	30	33	40	41	29	27	28	20	30	50	17	31	30
Base: 512 (48% of respondents)																				
In a customer meeting	50	23	40	52	53	50	↓ 31	56	67	60	↓ 28	29	67	46	53	50	50	50	69	40

How do you feel when someone mispronounces your name in the following work situations?

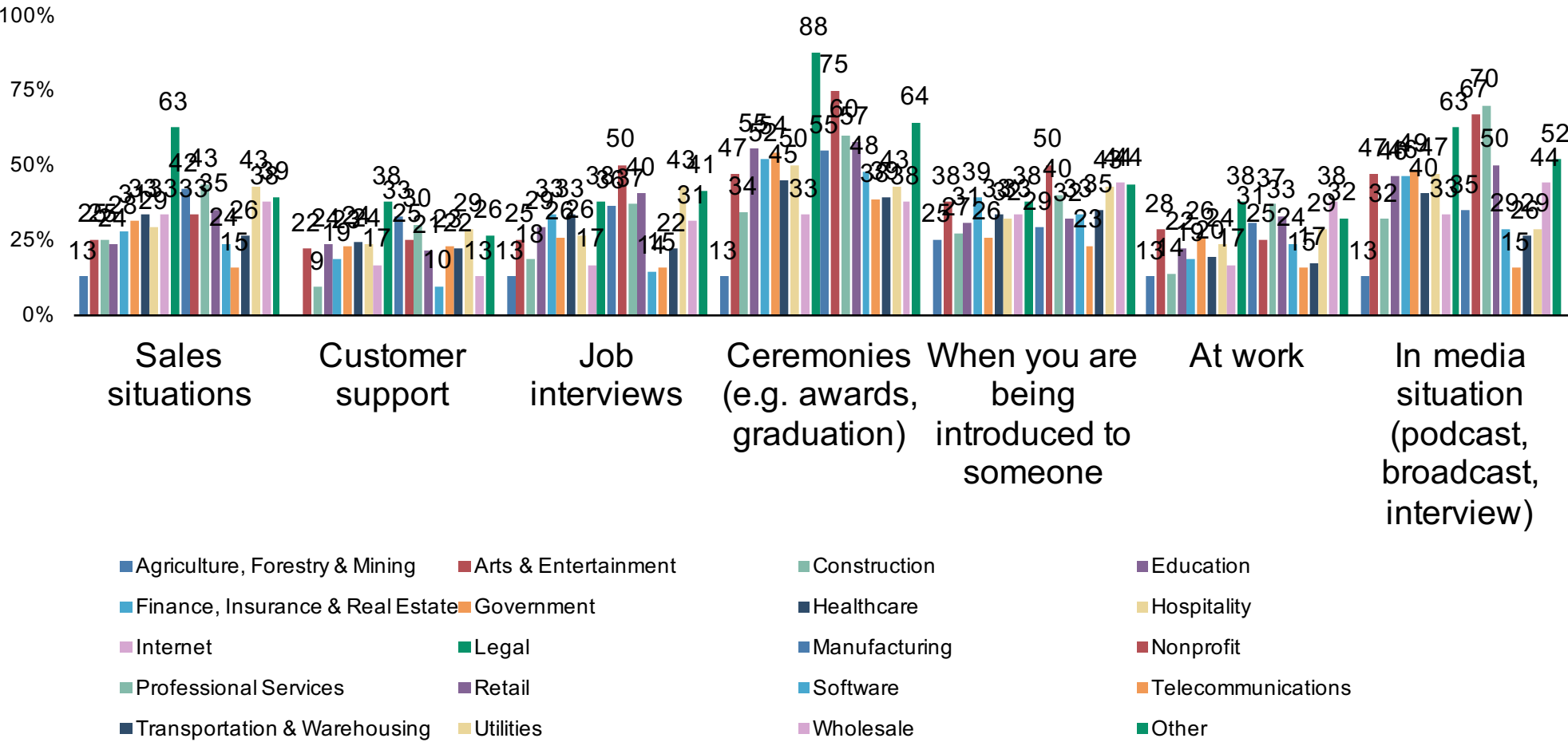


Base: 512 (48% of respondents)

How do you feel when someone mispronounces your name in the following work situations?

	Which of the following categories best describes the industry you work in?																			
%	Agriculture, Forestry & Mining	Arts & Entertainment	Construction	Education	Finance, Insurance & Real Estate	Government	Healthcare	Hospitality	Internet	Legal	Manufacturing	Nonprofit	Professional Services	Retail	Software	Telecommunications	Transportation & Warehousing	Utilities	Wholesale	Other
Alienated; I feel like I don't belong	17	9	11	7	6	4	6	22	33	20	13	0	0	7	13	10	8	0	15	8
Angry	0	9	11	3	12	0	4	7	17	0	3	0	0	3	13	0	0	0	0	6
Annoyed	0	27	26	30	26	21	30	33	33	0	21	43	20	33	27	30	25	17	15	24
Discriminated against (48% of respondents)	33	0	↑ 11	6	3	0	4	7	17	0	0	0	7	3	7	0	0	0	0	4
Disrespected	67	0	14	13	12	4	4	15	17	0	10	0	0	11	27	10	17	0	8	6
Upset	17	5	↑ 11	6	6	0	4	4	17	0	5	0	7	0	13	20	17	0	0	12

How acceptable do you think it is to mispronounce a name in the following situations?

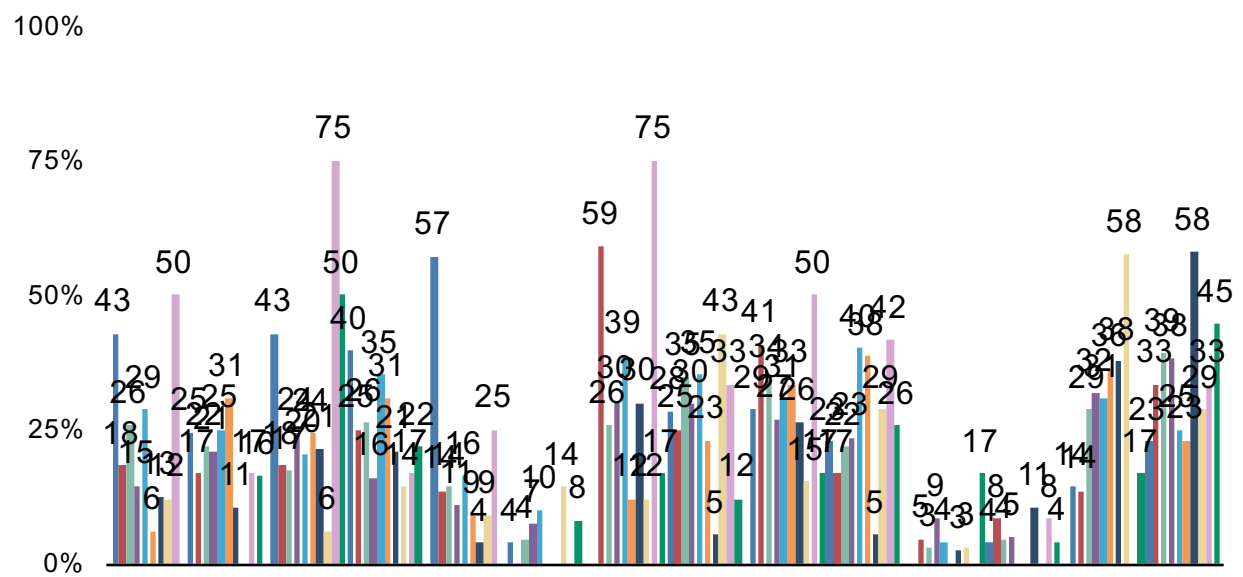


Base: 751 (71% of respondents)

How acceptable do you think it is to mispronounce a name in the following situations?

	Which of the following categories best describes the industry you work in?																			
[Somewhat unacceptable + Completely unacceptable (to mispronounce a name)]	Agriculture, Forestry & Mining	Arts & Entertainment	Construction	Education	Finance, Insurance & Real Estate	Government	Healthcare	Hospitality	Internet	Legal	Manufacturing	Nonprofit	Professional Services	Retail	Software	Telecommunications	Transportation & Warehousing	Utilities	Wholesale	Other
Sales situations	12	25	25	24	28	31	33	29	33	62	42	33	43	35	24	15	26	43	38	39
Customer support	0	22	↓ 9	24	19	23	24	24	17	38	33	25	30	21	10	23	22	29	12	26
Job interviews	12	25	↓ 18	29	33	26	33	26	17	38	36	50	37	40	14	15	22	43	31	↑ 41
Ceremonies (e.g. awards, graduation)	12	47	↓ 34	55	52	54	45	50	33	88	55	75	60	57	48	38	39	43	38	↑ 64

What would you like to see from your employer to help you solve identity and naming challenges?



Encourage employees to have HR difficult conversations privately, using tools like Zoom, Slack, Google, etc.

- Agriculture, Forestry & Mining
- Finance, Insurance & Real Estate
- Internet
- Professional Services
- Transportation & Warehousing
- Arts & Entertainment
- Government
- Retail
- Utilities
- Construction
- Healthcare
- Manufacturing
- Software
- Wholesale
- Education
- Hospitality
- Nonprofit
- Telecommunications
- Other

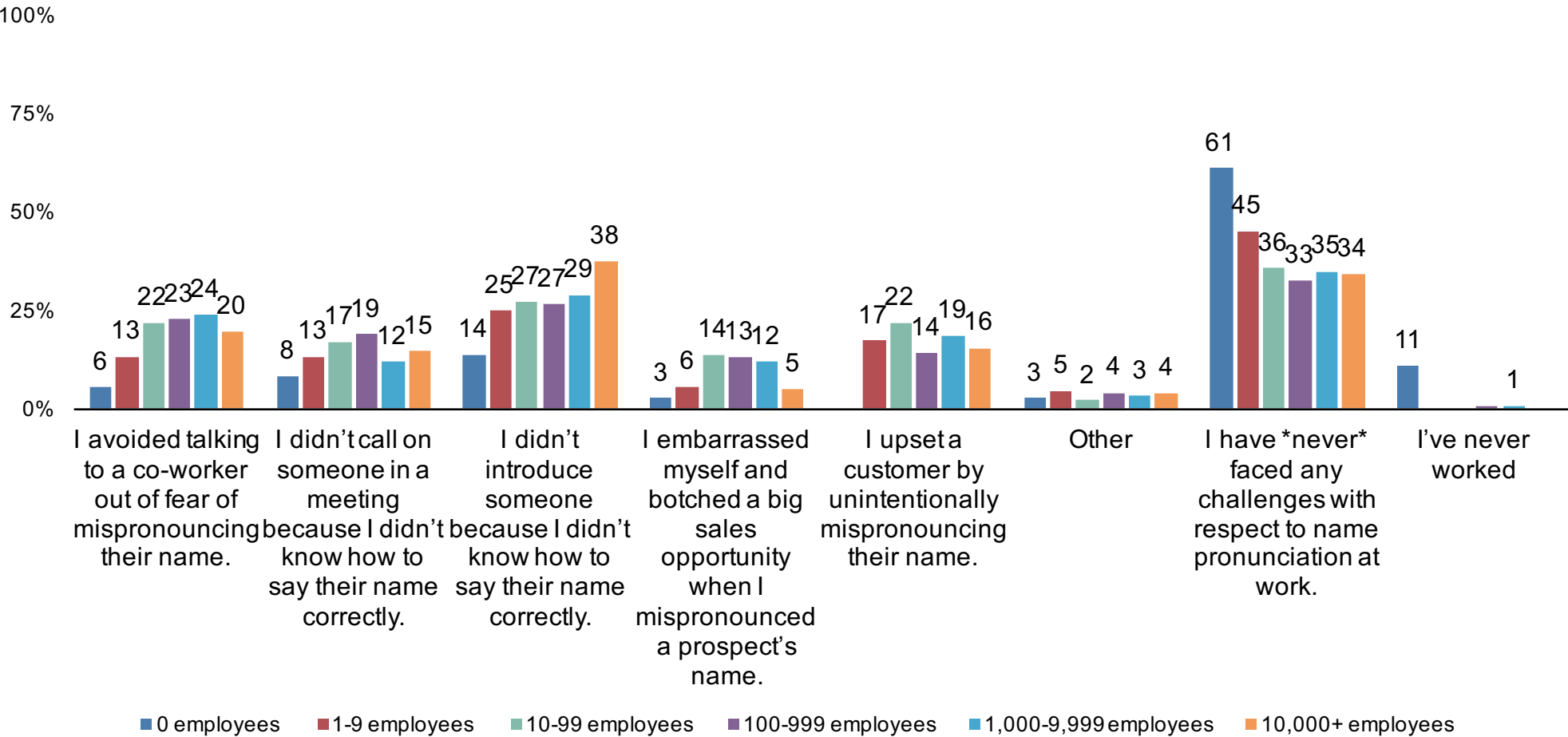
Base: 665 (63% of respondents)

What would you like to see from your employer to help you solve identity and naming challenges?

	Which of the following categories best describes the industry you work in?																			
%	Agriculture, Forestry & Mining	Arts & Entertainment	Construction	Education	Finance, Insurance & Real Estate	Government	Healthcare	Hospitality	Internet	Legal	Manufacturing	Nonprofit	Professional Services	Retail	Software	Telecommunications	Transportation & Warehousing	Utilities	Wholesale	Other
Encourage employees with difficult to pronounce names to adopt nicknames	43	18	26	15	29	6	12	12	50	0	25	17	22	21	25	31	11	0	17	16
Base: 665 (63% of respondents)																				
Have HR have a recorded	43	18	17	24	20	24	21	↓ 6	75	50	↑ 40	25	26	16	35	31	21	14	17	22

Selected Crosstabs for: Approximately how many employees work at your organization (all locations)?

Which struggles have you ever faced at work with respect to name mispronunciation?

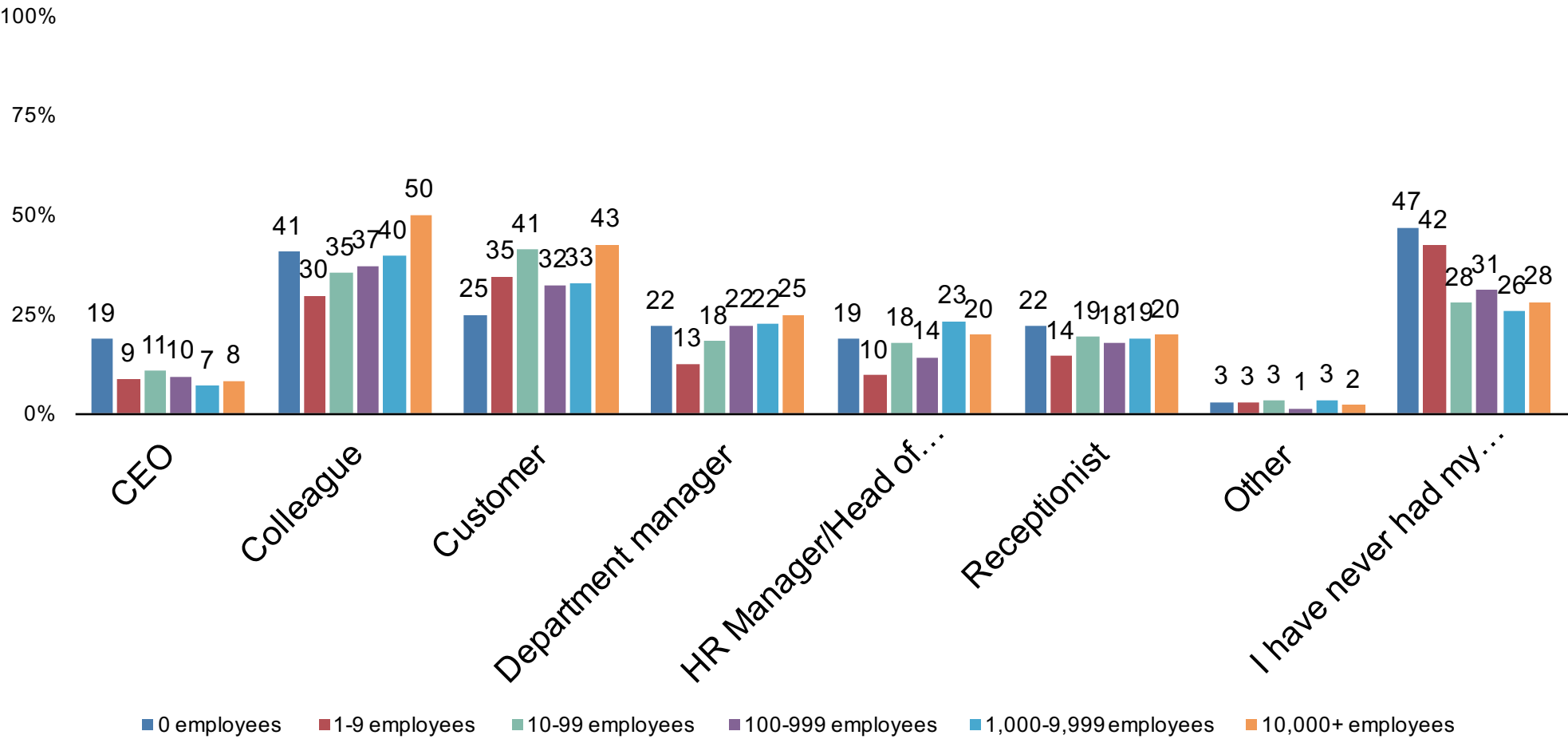


Base: 751 (71% of respondents)

Which struggles have you ever faced at work with respect to name mispronunciation?

	Approximately how many employees work at your organization (all locations)?					
%	0 employees	1-9 employees	10-99 employees	100-999 employees	1,000-9,999 employees	10,000+ employees
I avoided talking to a co-worker out of fear of mispronouncing their name.	↓ 6	13	22	23	24	20
I didn't call on someone in a meeting because I didn't know how to say their name correctly.	8	13	17	19	12	15
I didn't introduce someone because I didn't know how to say their name correctly.	14	25	27	27	29	↑ 38
I embarrassed myself and botched a big sales opportunity when I mispronounced a prospect's name.	3	6	14	13	12	5
I upset a customer by unintentionally mispronouncing their name. <small>Base: 751 (71% of respondents)</small>	0	17	↑ 22	14	19	16
Other	3	5	2	4	3	4
I have *never* faced any challenges with respect to	↑ 61	45	36	33	35	34

Who has mispronounced your name in the workplace?



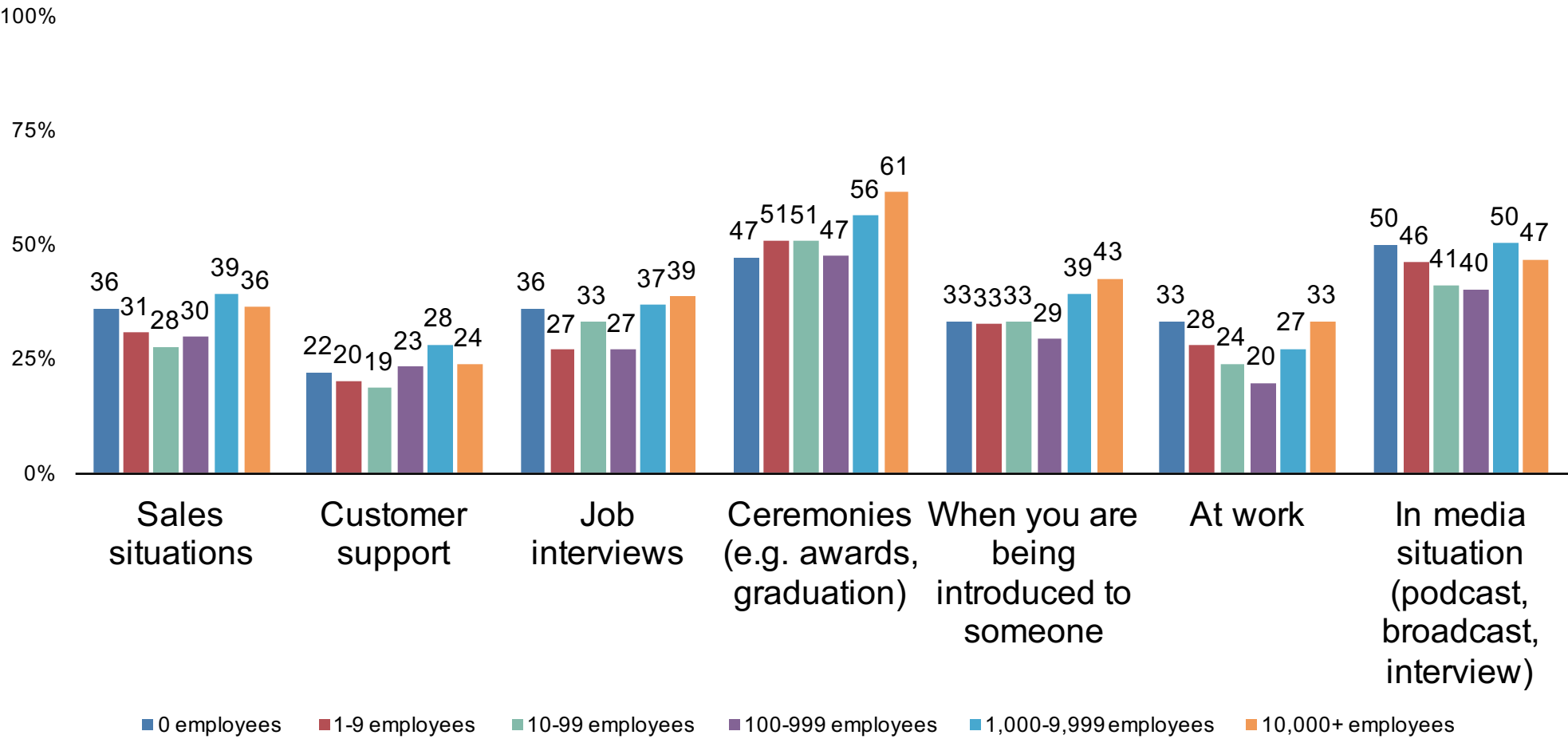
Base: 745 (70% of respondents)

Who has mispronounced your name in the workplace?

	Approximately how many employees work at your organization (all locations)?					
%	0 employees	1-9 employees	10-99 employees	100-999 employees	1,000-9,999 employees	10,000+ employees
CEO	19	9	11	10	7	8
Colleague	41	30	35	37	40	↑ 50
Customer	25	35	41	32	33	43
Department manager	22	↓ 12	18	22	22	25
HR Manager/Head of HR/Chief Culture Officer	19	↓ 10	18	14	↑ 23	20
Receptionist	22	14	19	18	19	20
Other	3	3	3	1	3	2
I have never had my name mispronounced at work	47	↑ 42	28	31	26	28
Base	n=32	n=104	n=187	n=210	n=116	n=96

Base: 745 (70% of respondents)

How acceptable do you think it is to mispronounce a name in the following situations?



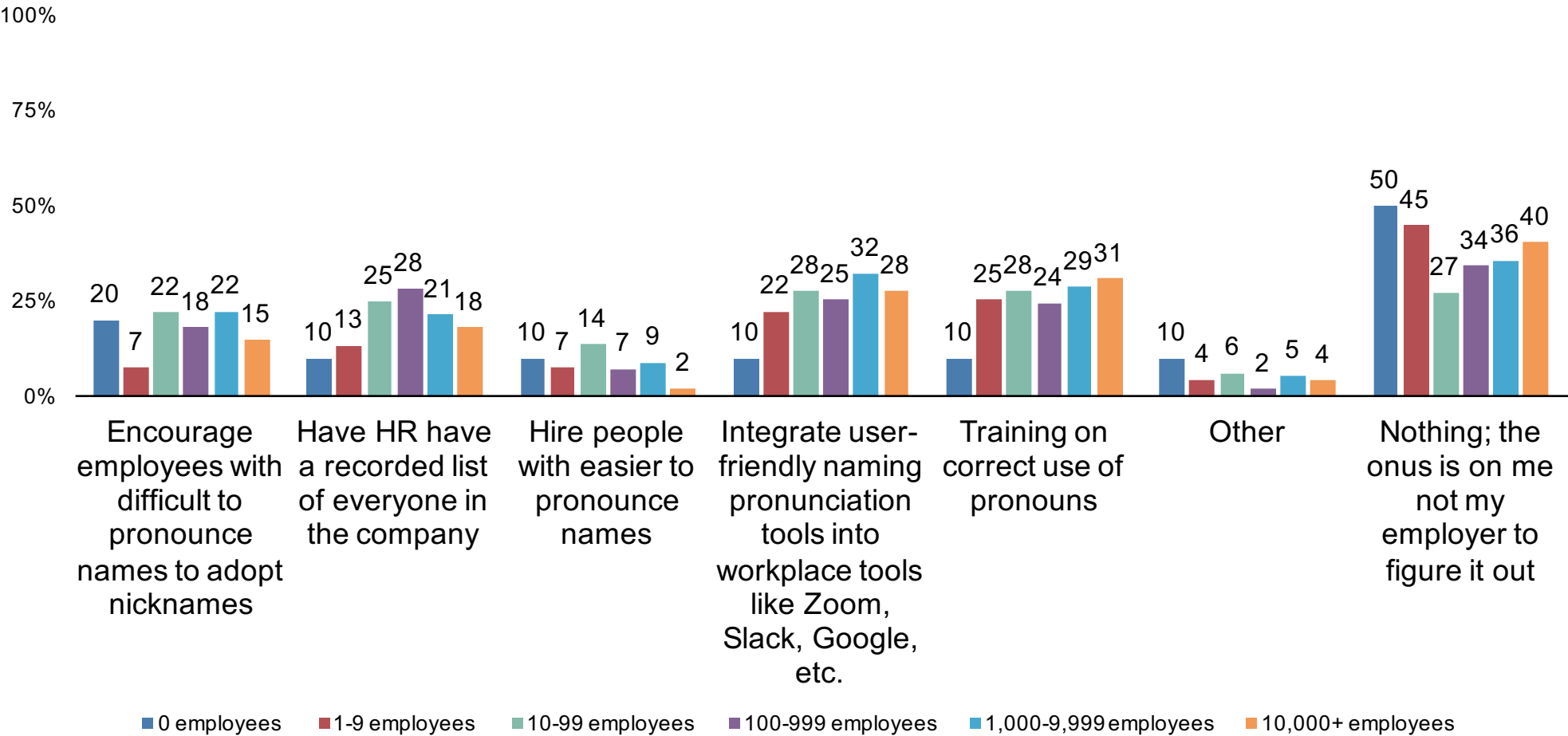
Base: 751 (71% of respondents)

How acceptable do you think it is to mispronounce a name in the following situations?

	Approximately how many employees work at your organization (all locations)?					
[Somewhat unacceptable + Completely unacceptable (to mispronounce a name)]	0 employees	1-9 employees	10-99 employees	100-999 employees	1,000-9,999 employees	10,000+ employees
Sales situations	36	31	28	30	39	36
Customer support	22	20	19	23	28	24
Job interviews	36	27	33	27	37	39
Ceremonies (e.g. awards, graduation)	47	51	51	47	56	↑ 61
When you are being introduced to someone	33	33	33	29	39	43
At work	33	28	24	↓ 20	27	33
In media situation (podcast, broadcast, interview)	50	46	41	40	50	47

Base: 751 (71% of respondents)

What would you like to see from your employer to help you solve identity and naming challenges?



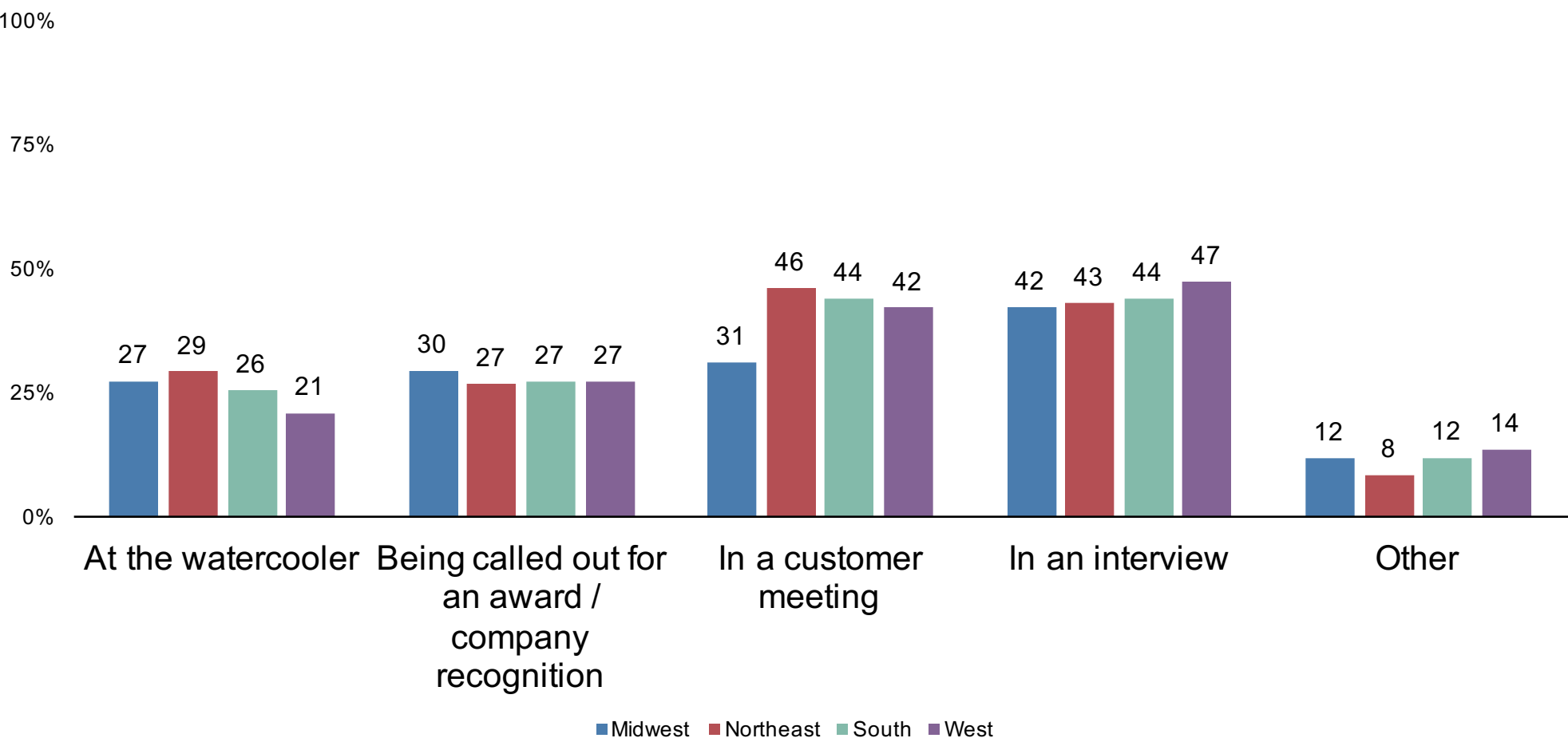
Base: 665 (63% of respondents)

What would you like to see from your employer to help you solve identity and naming challenges?

	Approximately how many employees work at your organization (all locations)?					
%	0 employees	1-9 employees	10-99 employees	100-999 employees	1,000-9,999 employees	10,000+ employees
Encourage employees with difficult to pronounce names to adopt nicknames	20	↓ 7	22	18	22	15
Have HR have a recorded list of everyone in the company	10	↓ 13	25	↑ 28	21	18
Hire people with easier to pronounce names	10	7	↑ 14	7	9	↓ 2
Integrate user-friendly naming pronunciation tools...into workplace tools like Zoom, Slack, Google, etc.	10	22	28	25	32	28
Training on correct use of pronouns	10	25	28	24	29	31
Other	10	4	6	↓ 2	5	4
Nothing; the onus is on me not my employer to figure it out	50	45	↓ 27	34	36	40
Base: 665 (63% of respondents) Base	n=10	n=67	n=177	n=205	n=112	n=94

Selected Crosstabs for: Census Region

In what circumstances has your name been mispronounced at work?



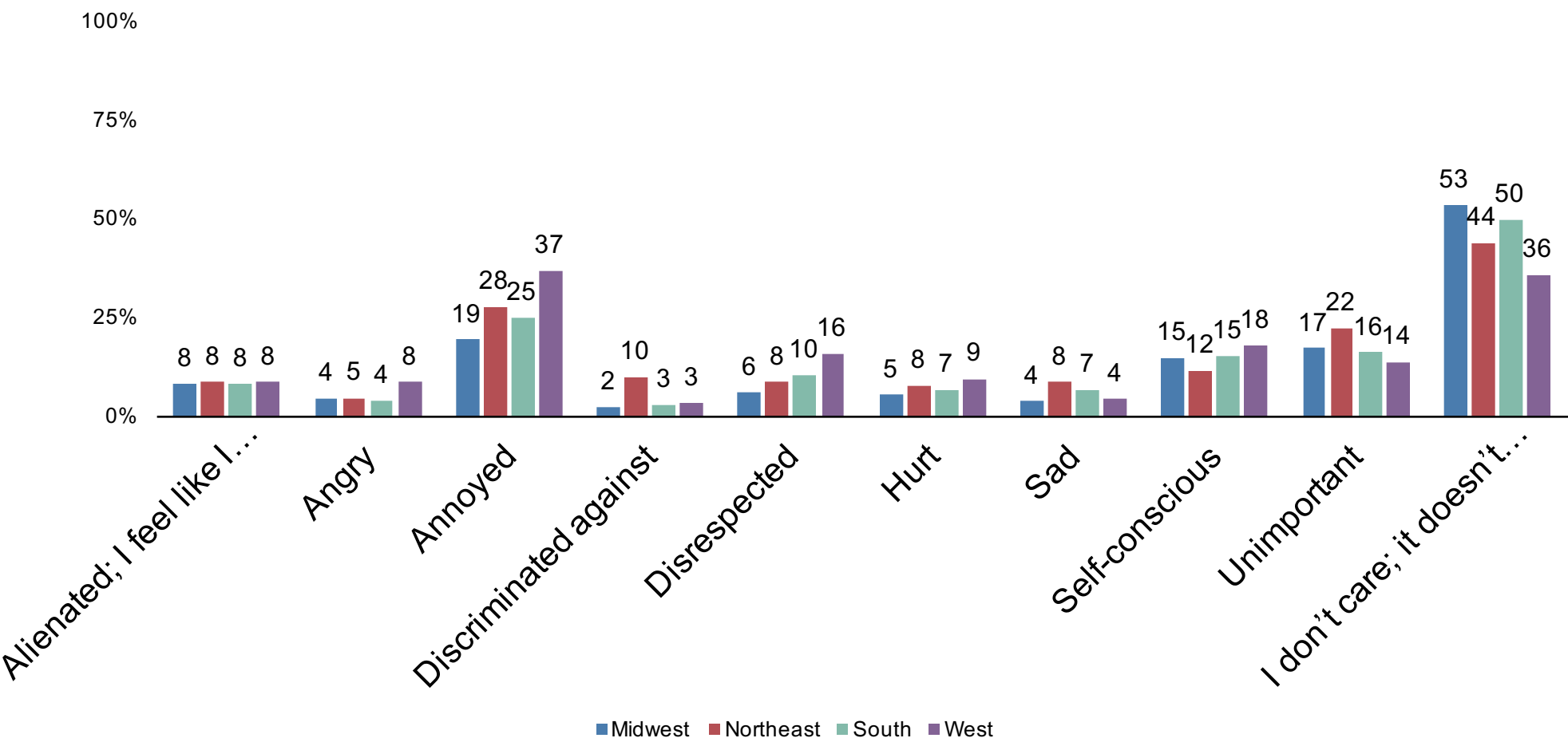
Base: 642 (61% of respondents)

In what circumstances has your name been mispronounced at work?

	Census Region			
%	Midwest	Northeast	South	West
At the watercooler	27	29	26	21
Being called out for an award / company recognition	30	27	27	27
In a customer meeting	↓ 31	46	44	42
In an interview	42	43	44	47
Other	12	8	12	14
Base	n=135	n=130	n=282	n=95

Base: 642 (61% of respondents)

How do you feel when someone mispronounces your name in the following work situations?



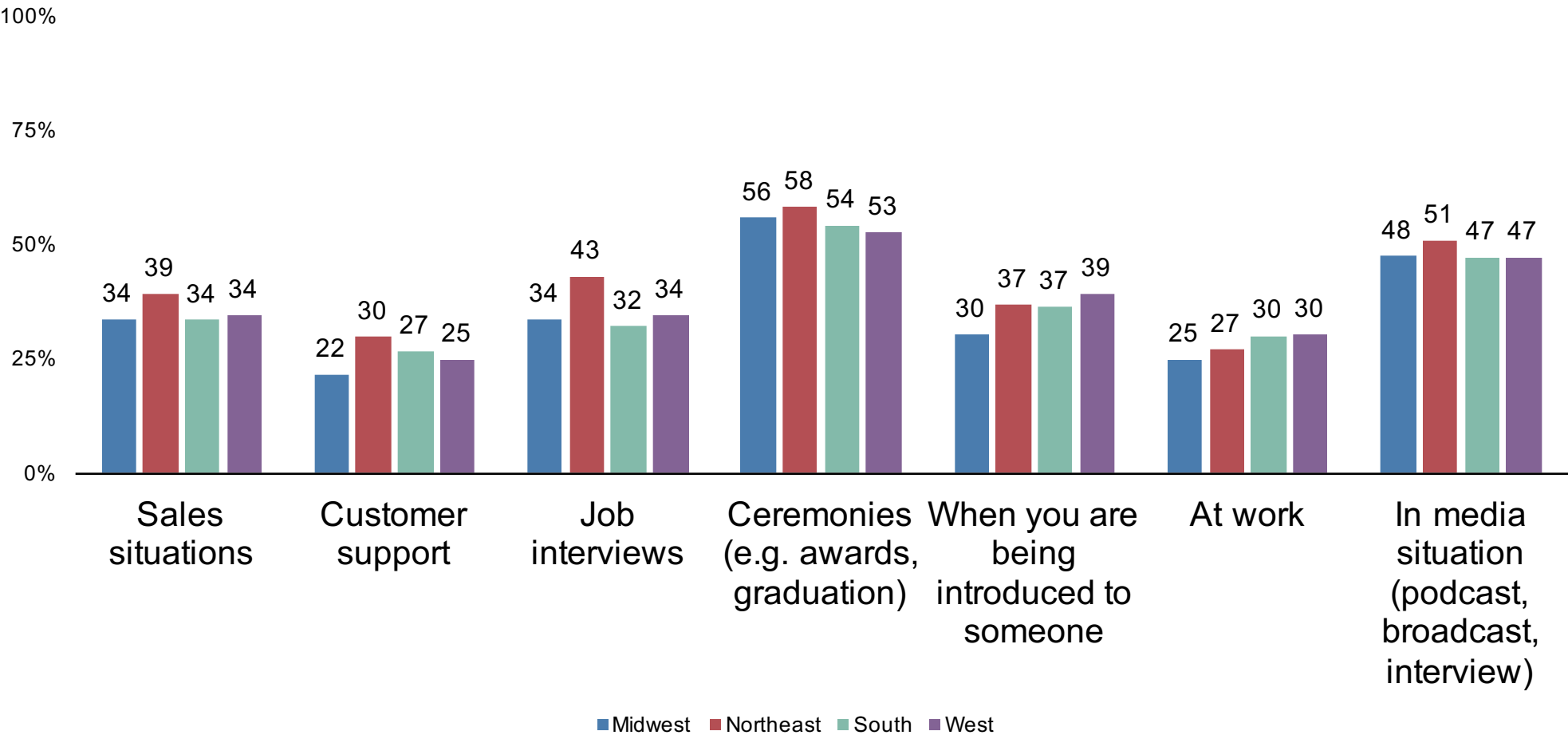
Base: 642 (61% of respondents)

How do you feel when someone mispronounces your name in the following work situations?

	Census Region			
%	Midwest	Northeast	South	West
Alienated; I feel like I don't belong	8	8	8	8
Angry	4	5	4	8
Annoyed	↓ 19	28	25	↑ 37
Discriminated against	2	↑ 10	3	3
Disrespected	6	8	10	↑ 16
Hurt	5	8	7	9
Sad	4	8	7	4
Self-conscious	15	12	15	18
Unimportant	17	22	16	14
I don't care; it doesn't bother me at all	53	44	50	↓ 36
Base	n=135	n=130	n=282	n=95

Base: 642 (61% of respondents)

How acceptable do you think it is to mispronounce a name in the following situations?



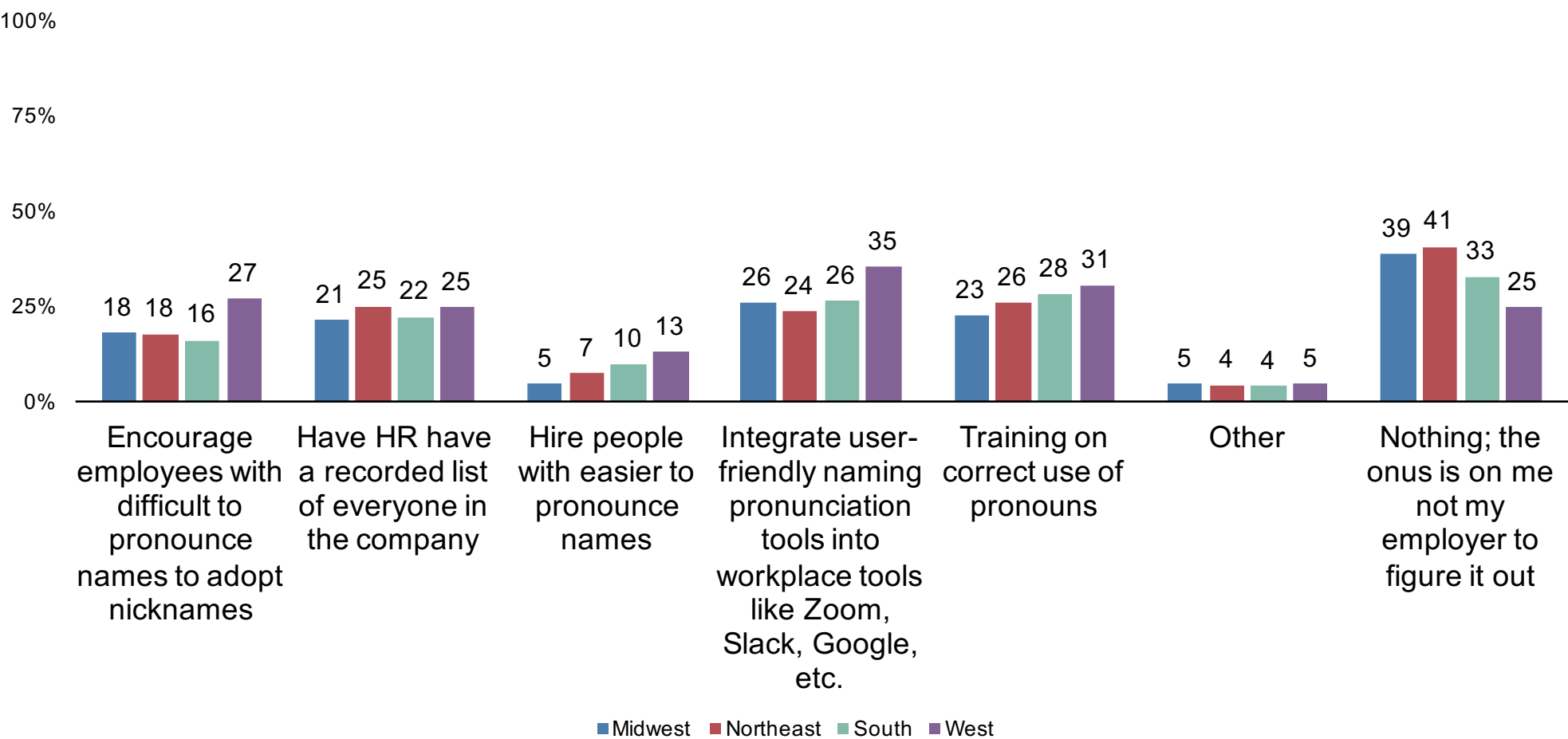
Base: 1,060 (All respondents)

How acceptable do you think it is to mispronounce a name in the following situations?

	Census Region			
[Somewhat unacceptable + Completely unacceptable (to mispronounce a name)]	Midwest	Northeast	South	West
Sales situations	34	39	34	34
Customer support	22	30	27	25
Job interviews	34	↑ 43	32	34
Ceremonies (e.g. awards, graduation)	56	58	54	53
When you are being introduced to someone	30	37	37	39
At work	25	27	30	30
In media situation (podcast, broadcast, interview)	48	51	47	47

Base: 1,060 (All respondents)

What would you like to see from your employer to help you solve identity and naming challenges?



Base: 665 (63% of respondents)

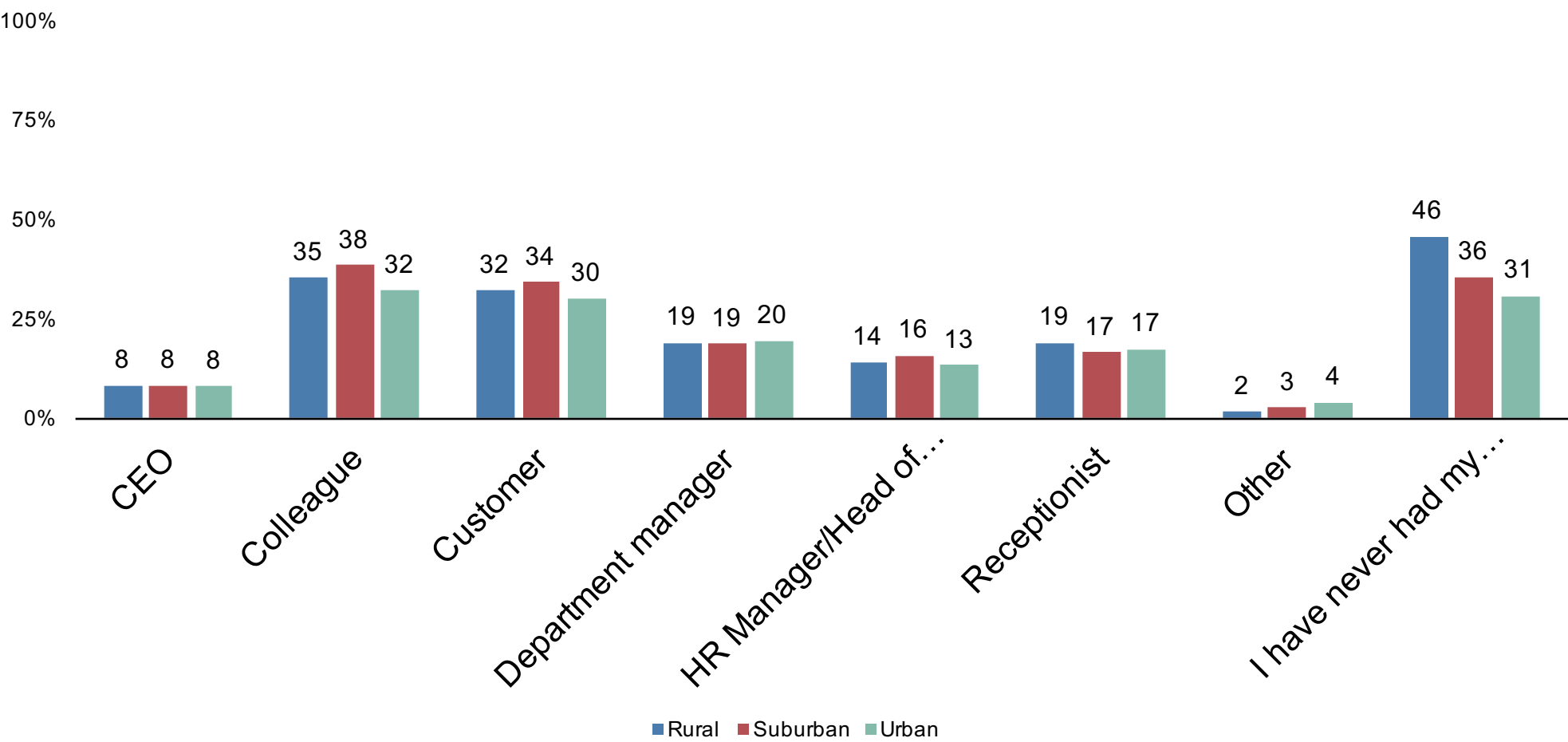
What would you like to see from your employer to help you solve identity and naming challenges?

	Census Region			
%	Midwest	Northeast	South	West
Encourage employees with difficult to pronounce names to adopt nicknames	18	18	16	↑ 27
Have HR have a recorded list of everyone in the company	21	25	22	25
Hire people with easier to pronounce names	5	7	10	13
Integrate user-friendly naming pronunciation tools...nto workplace tools like Zoom, Slack, Google, etc.	26	24	26	35
Training on correct use of pronouns	23	26	28	31
Other	5	4	4	5
Nothing; the onus is on me not my employer to figure it out	39	41	33	↓ 25
Base	n=150	n=135	n=295	n=85

Base: 665 (63% of respondents)

Selected Crosstabs for: How would you characterize the area you live in?

Who has mispronounced your name in the workplace?



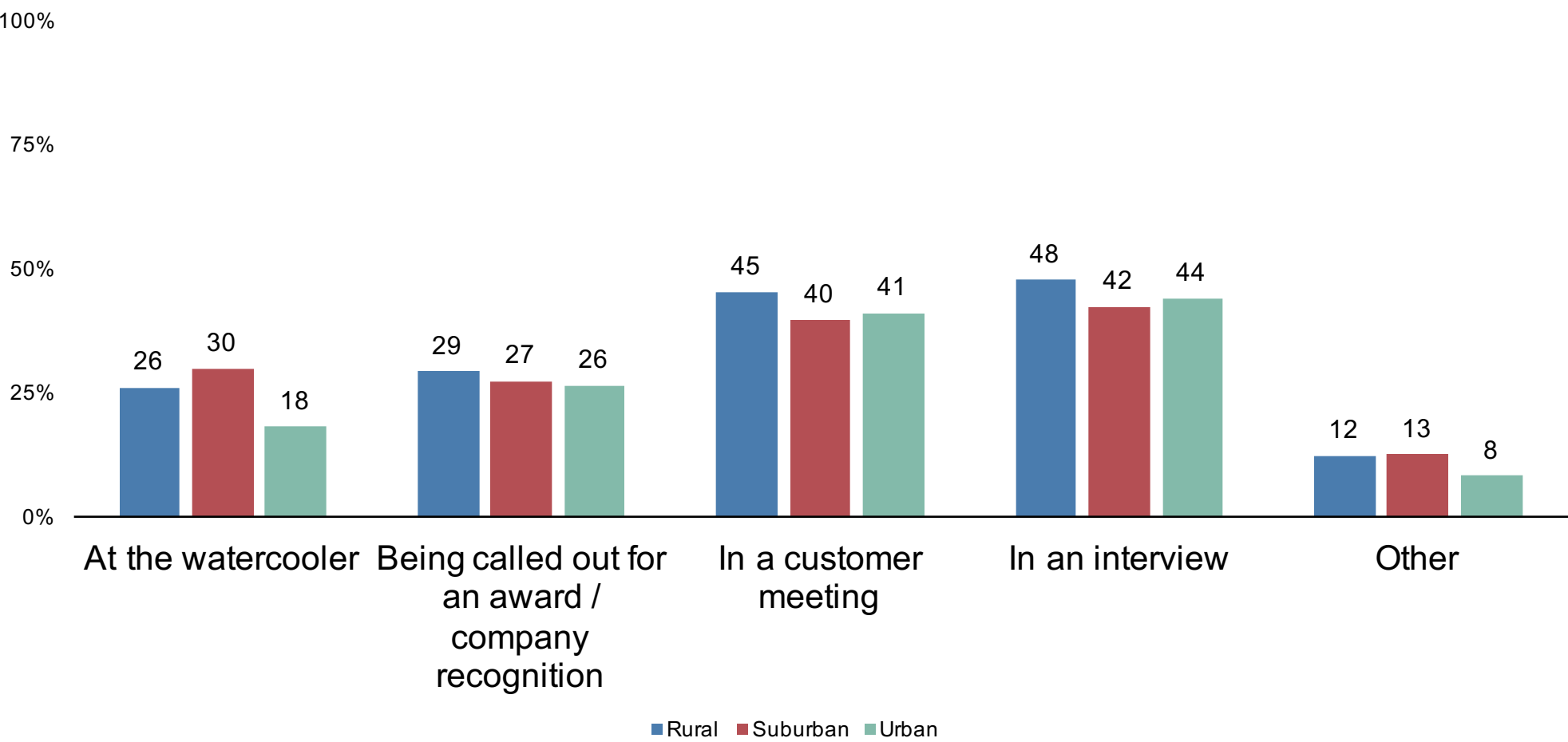
Base: 1,006 (95% of respondents)

Who has mispronounced your name in the workplace?

	How would you characterize the area you live in?		
%	Rural	Suburban	Urban
CEO	8	8	8
Colleague	35	38	32
Customer	32	34	30
Department manager	19	19	20
HR Manager/Head of HR/Chief Culture Officer	14	16	13
Receptionist	19	17	17
Other	2	3	4
I have never had my name mispronounced at work	↑ 46	36	↓ 31
Base	n=240	n=520	n=246

Base: 1,006 (95% of respondents)

In what circumstances has your name been mispronounced at work?



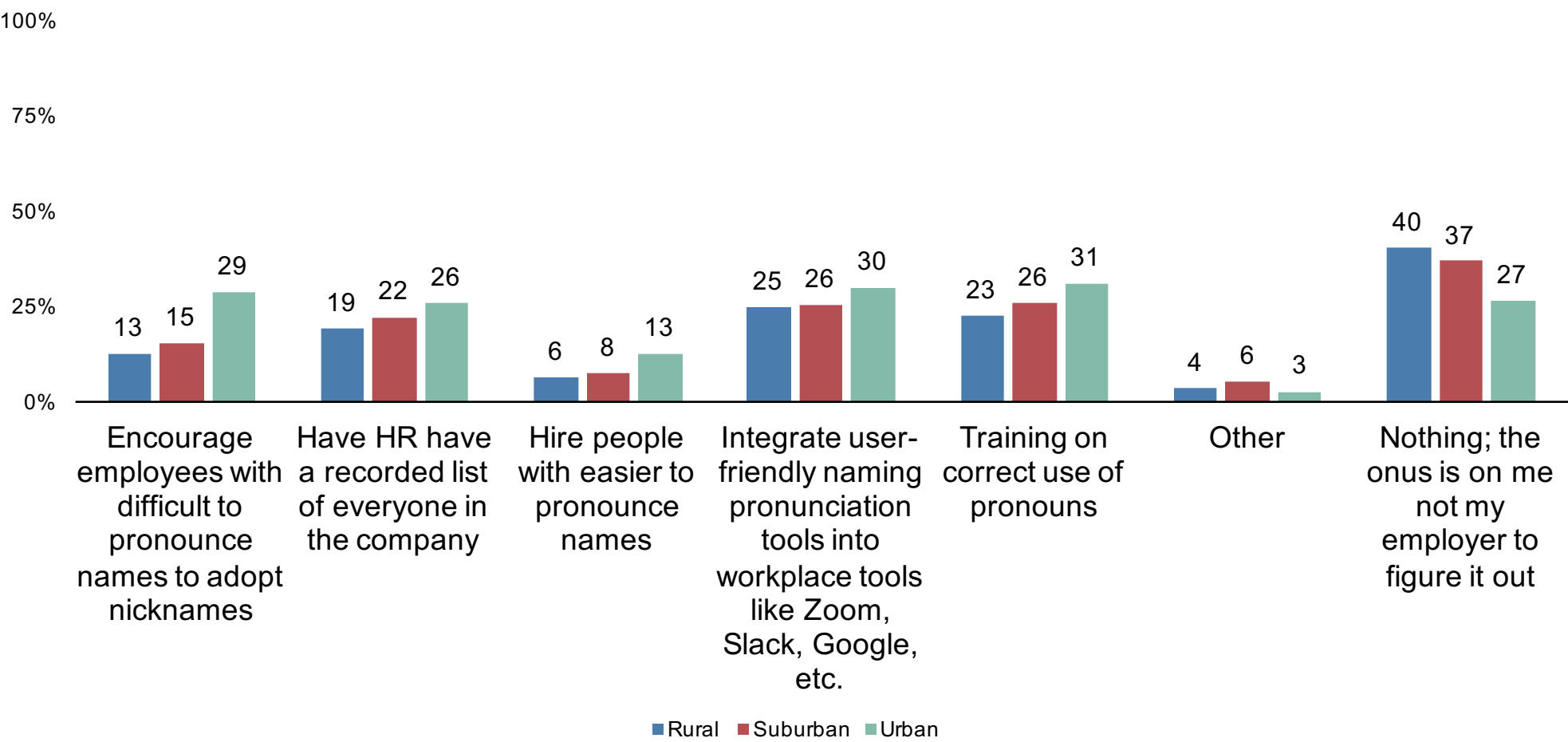
Base: 635 (60% of respondents)

In what circumstances has your name been mispronounced at work?

		How would you characterize the area you live in?		
	%	Rural	Suburban	Urban
At the watercooler		26	↑ 30	↓ 18
Being called out for an award / company recognition		29	27	26
In a customer meeting		45	40	41
In an interview		48	42	44
Other		12	13	8
Base		n=130	n=335	n=170

Base: 635 (60% of respondents)

What would you like to see from your employer to help you solve identity and naming challenges?



Base: 658 (62% of respondents)

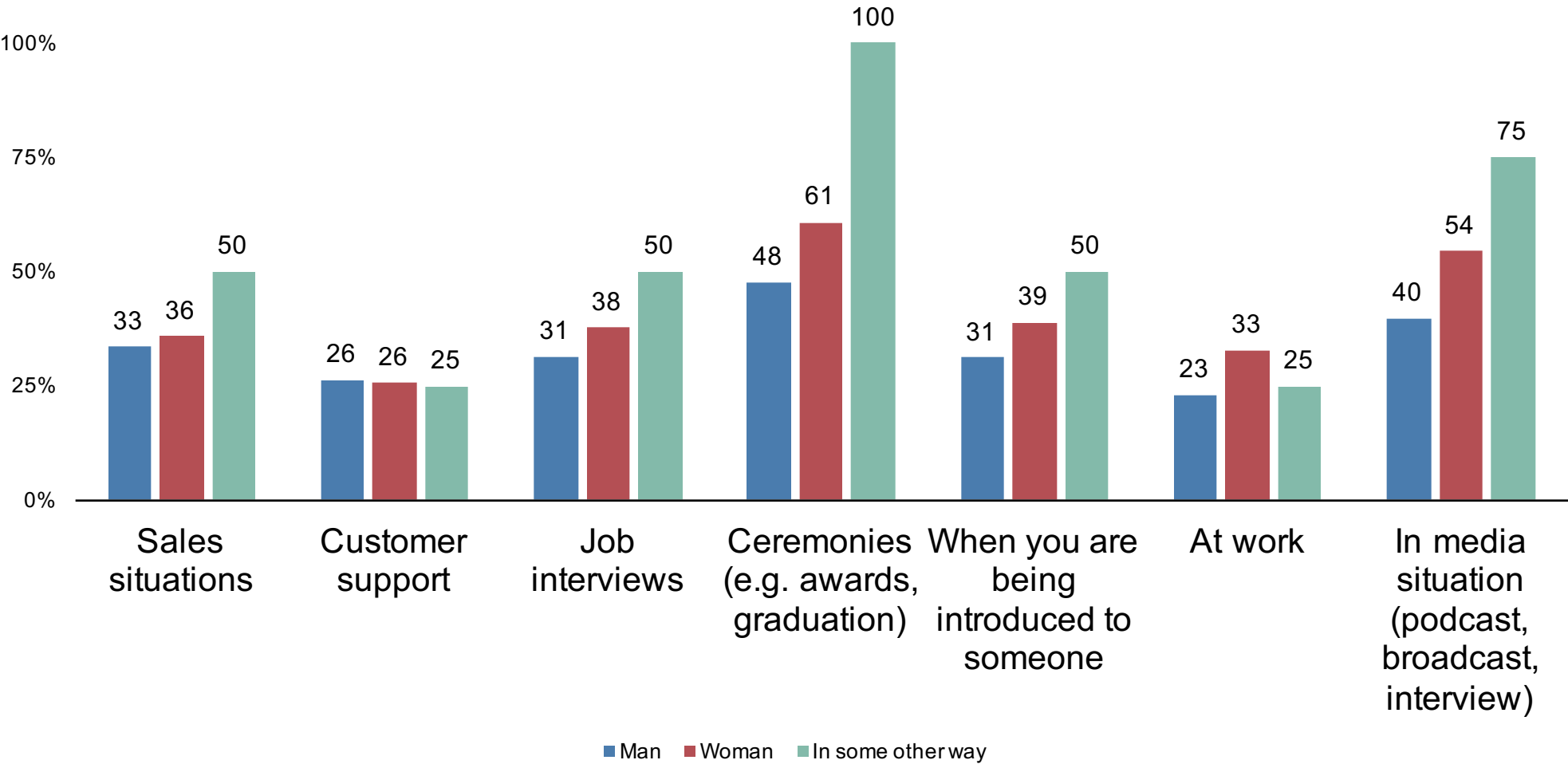
What would you like to see from your employer to help you solve identity and naming challenges?

	How would you characterize the area you live in?		
%	Rural	Suburban	Urban
Encourage employees with difficult to pronounce names to adopt nicknames	13	↓ 15	↑ 29
Have HR have a recorded list of everyone in the company	19	22	26
Hire people with easier to pronounce names	6	8	↑ 13
Integrate user-friendly naming pronunciation tools...nto workplace tools like Zoom, Slack, Google, etc.	25	26	30
Training on correct use of pronouns	23	26	31
Other	4	6	3
Nothing; the onus is on me not my employer to figure it out	40	37	↓ 27
Base	n=141	n=344	n=173

Base: 658 (62% of respondents)

Selected Crosstabs for: Do you describe yourself as a man, a woman, or in some other way?

How acceptable do you think it is to mispronounce a name in the following situations?



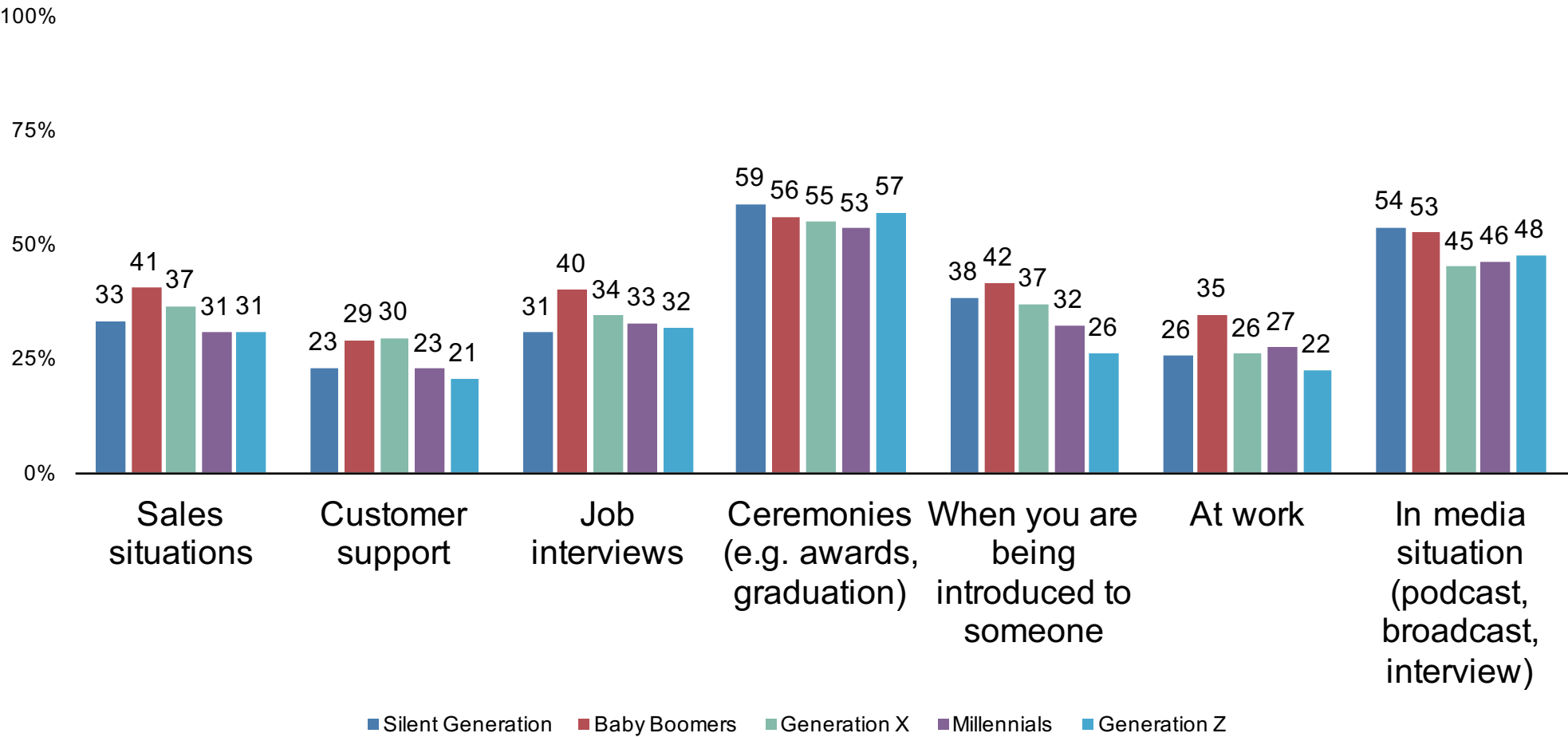
Base: 1,060 (All respondents)

How acceptable do you think it is to mispronounce a name in the following situations?

	Do you describe yourself as a man, a woman, or in some other way?		
[Somewhat unacceptable + Completely unacceptable (to mispronounce a name)]	Man	Woman	In some other way
Sales situations	33	36	50
Customer support	26	26	25
Job interviews	↓ 31	↑ 38	50
Ceremonies (e.g. awards, graduation)	↓ 48	↑ 61	100
When you are being introduced to someone	↓ 31	↑ 39	50
At work	↓ 23	↑ 33	25
In media situation (podcast, broadcast, interview)	↓ 40	↑ 54	75

Selected Crosstabs for: Derived (Generation): What is your birth year?

How acceptable do you think it is to mispronounce a name in the following situations?



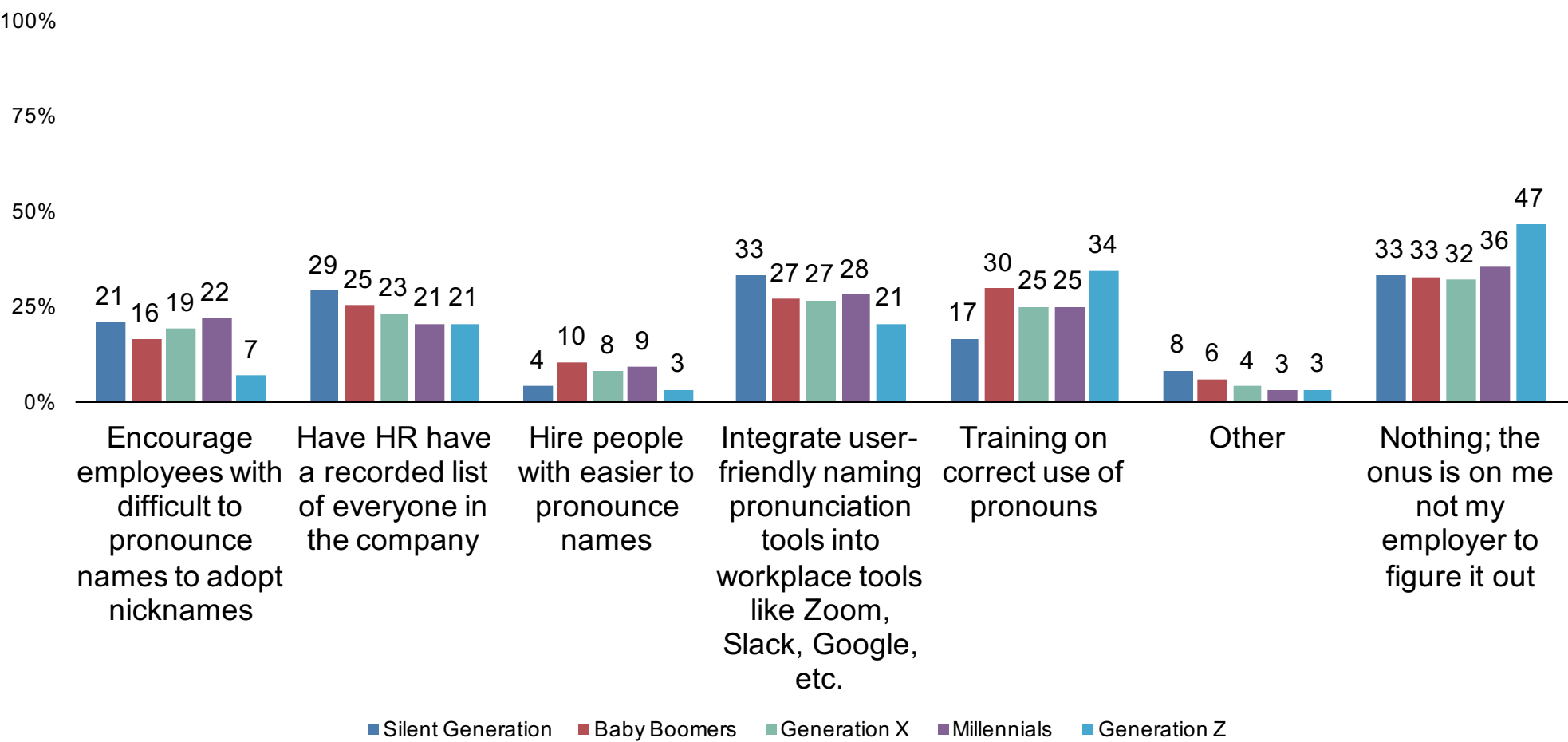
Base: 1,058 (>99% of respondents)

How acceptable do you think it is to mispronounce a name in the following situations?

	Derived (Generation): What is your birth year?				
[Somewhat unacceptable + Completely unacceptable (to mispronounce a name)]	Silent Generation	Baby Boomers	Generation X	Millennials	Generation Z
Sales situations	33	↑ 41	37	↓ 31	31
Customer support	23	29	30	23	21
Job interviews	31	↑ 40	34	33	32
Ceremonies (e.g. awards, graduation)	59	56	55	53	57
When you are being introduced to someone	38	↑ 42	37	32	↓ 26
At work	26	↑ 35	26	27	22
In media situation (podcast, broadcast, interview)	54	53	45	46	48

Base: 1,058 (>99% of respondents)

What would you like to see from your employer to help you solve identity and naming challenges?



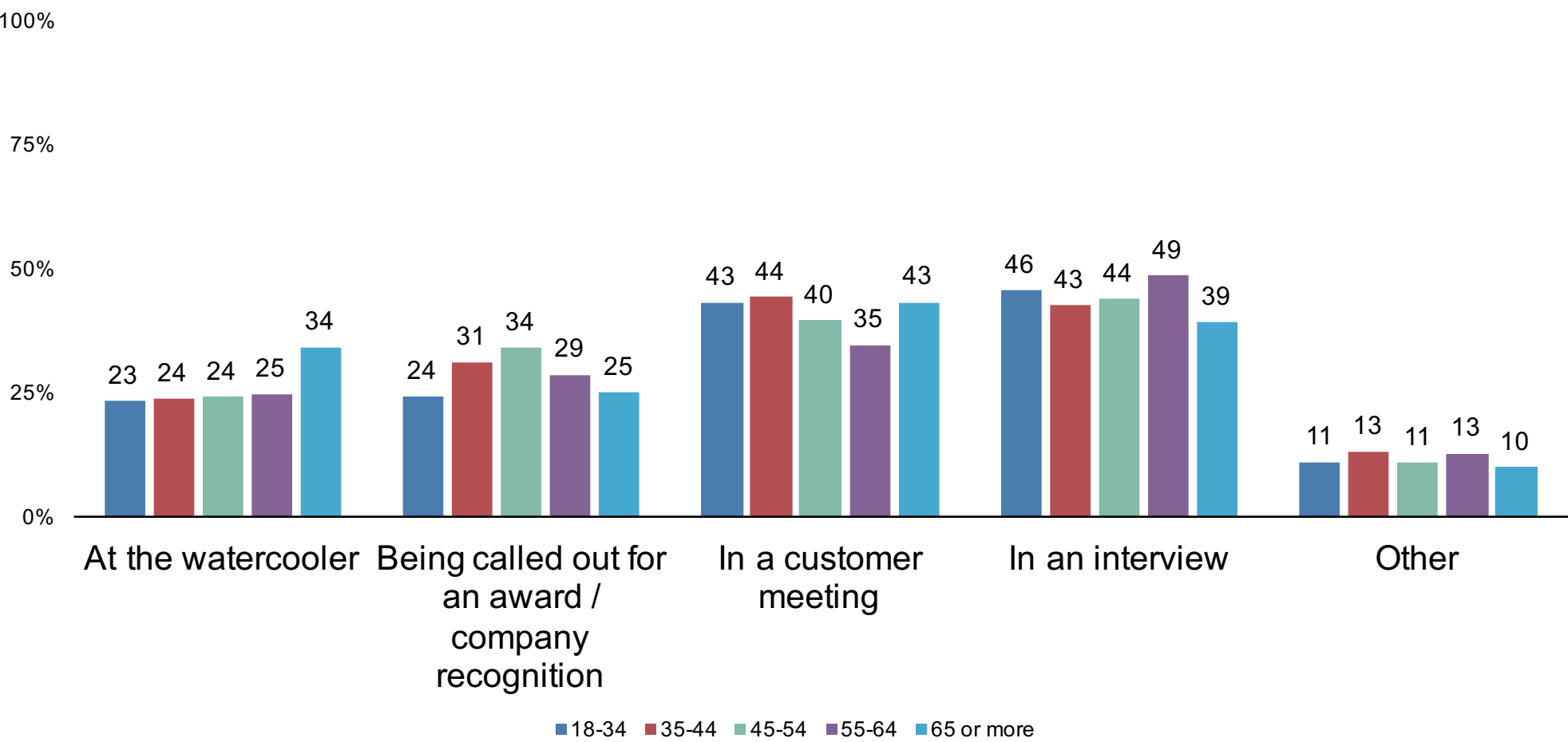
Base: 664 (63% of respondents)

What would you like to see from your employer to help you solve identity and naming challenges?

	Derived (Generation): What is your birth year?				
%	Silent Generation	Baby Boomers	Generation X	Millennials	Generation Z
Encourage employees with difficult to pronounce names to adopt nicknames	21	16	19	22	↓ 7
Have HR have a recorded list of everyone in the company	29	25	23	21	21
Hire people with easier to pronounce names	4	10	8	9	3
Integrate user-friendly naming pronunciation tools...nto workplace tools like Zoom, Slack, Google, etc.	33	27	27	28	21
Training on correct use of pronouns	17	30	25	25	34
Other	8	6	4	3	3
Nothing; the onus is on me not my employer to figure it out	33	33	32	36	↑ 47
Base: 664 (63% of respondents)	n=24	n=182	n=172	n=228	n=58

Selected Crosstabs for: Derived - Age Range:
What is your birth year?

In what circumstances has your name been mispronounced at work?



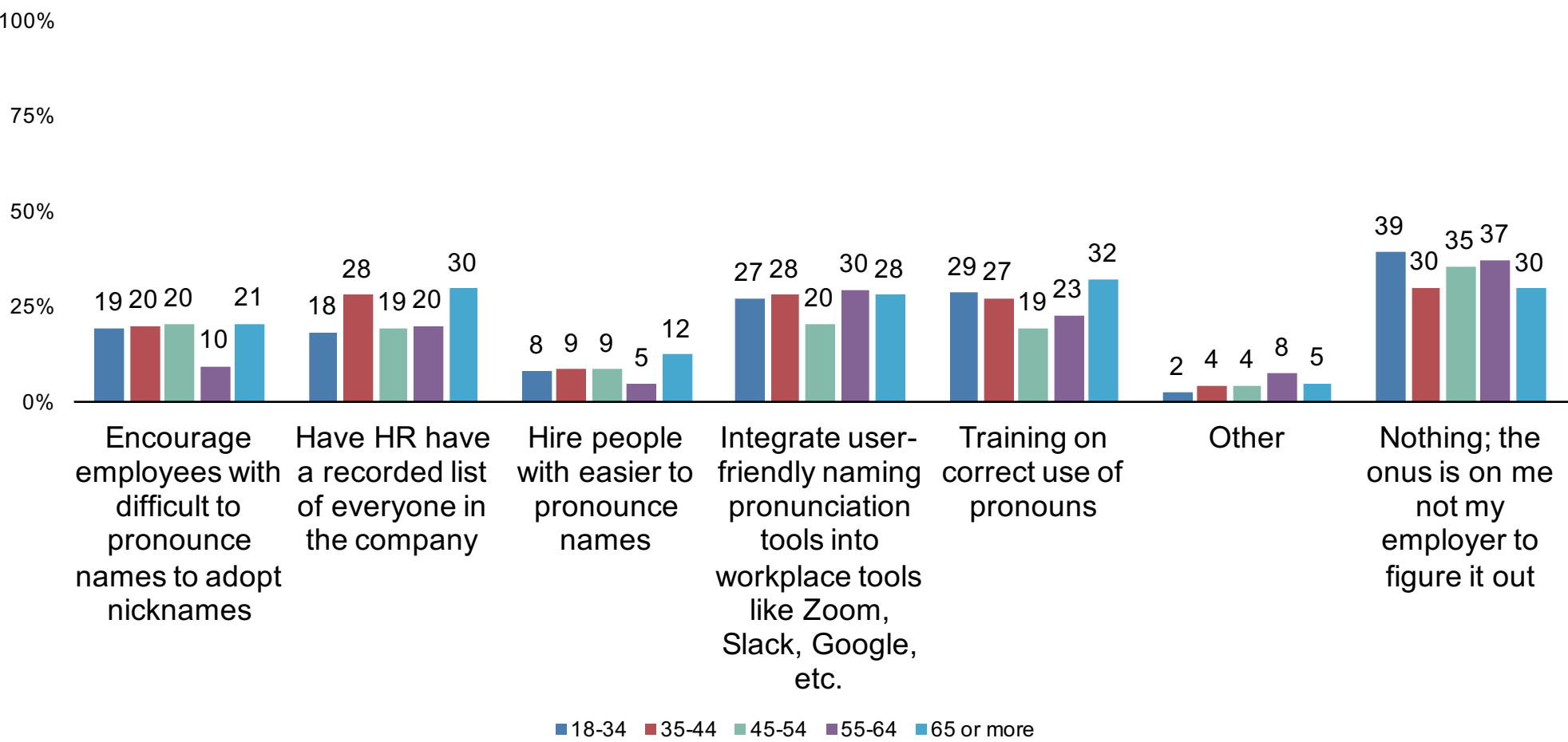
Base: 640 (60% of respondents)

In what circumstances has your name been mispronounced at work?

	Derived - Age Range: What is your birth year?				
%	18-34	35-44	45-54	55-64	65 or more
At the watercooler	23	24	24	25	↑ 34
Being called out for an award / company recognition	24	31	34	29	25
In a customer meeting	43	44	40	35	43
In an interview	46	43	44	49	39
Other	11	13	11	13	10
Base	n=206	n=122	n=91	n=101	n=120

Base: 640 (60% of respondents)

What would you like to see from your employer to help you solve identity and naming challenges?



Base: 664 (63% of respondents)

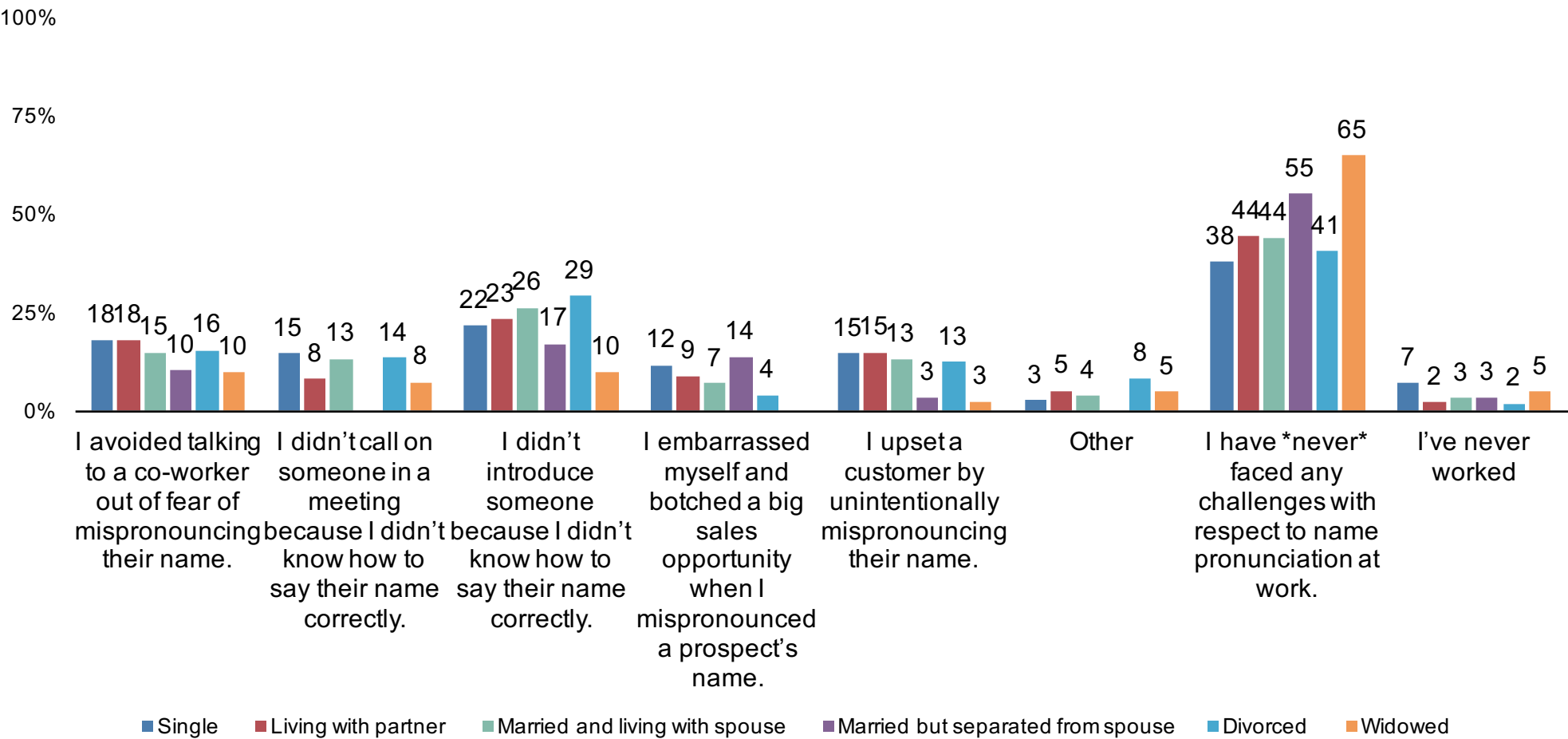
What would you like to see from your employer to help you solve identity and naming challenges?

	Derived - Age Range: What is your birth year?				
%	18-34	35-44	45-54	55-64	65 or more
Encourage employees with difficult to pronounce names to adopt nicknames	19	20	20	↓ 10	21
Have HR have a recorded list of everyone in the company	18	28	19	20	↑ 30
Hire people with easier to pronounce names	8	9	9	5	12
Integrate user-friendly naming pronunciation tools...nto workplace tools like Zoom, Slack, Google, etc.	27	28	20	30	28
Training on correct use of pronouns	29	27	19	23	32
Other	2	4	4	8	5
Nothing; the onus is on me not my employer to figure it out	39	30	35	37	30
Base	n=206	n=139	n=93	n=105	n=121

Base: 664 (63% of respondents)

Selected Crosstabs for: What is your marital or relationship status?

Which struggles have you ever faced at work with respect to name mispronunciation?



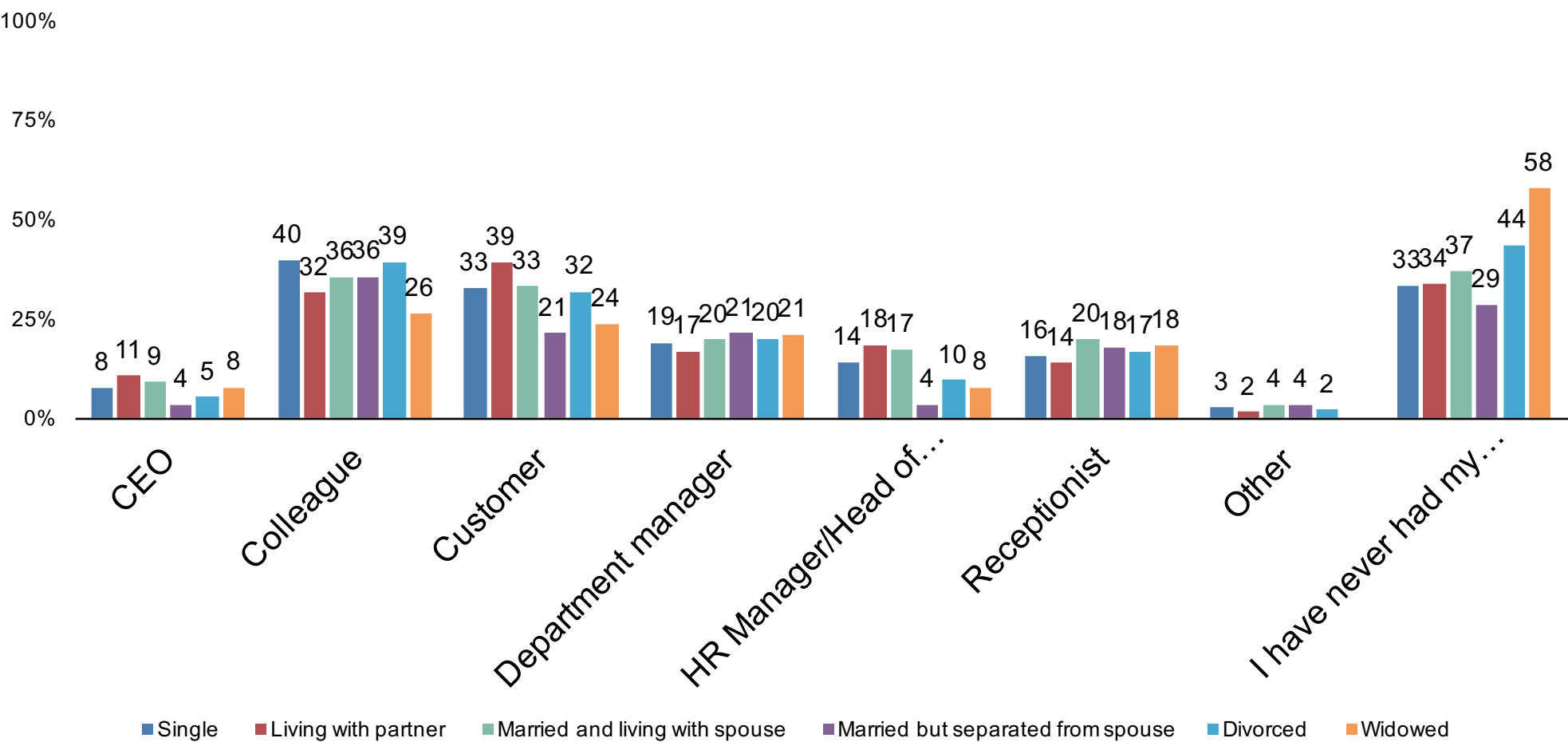
Base: 1,060 (All respondents)

Which struggles have you ever faced at work with respect to name mispronunciation?

	What is your marital or relationship status?					
%	Single	Living with partner	Married and living with spouse	Married but separated from spouse	Divorced	Widowed
I avoided talking to a co-worker out of fear of mispronouncing their name.	18	18	15	10	16	10
I didn't call on someone in a meeting because I didn't know how to say their name correctly.	15	8	13	0	14	8
I didn't introduce someone because I didn't know how to say their name correctly.	22	23	26	17	29	↓ 10
I embarrassed myself and botched a big sales opportunity when I mispronounced a prospect's name.	↑ 12	9	7	14	4	0
I upset a customer by unintentionally mispronouncing their name.	15	15	13	3	12	↓ 2
Other	3	5	4	0	↑ 8	5
I have *never* faced any	↓ 38	44	44	55	41	↑ 65

Base: 1,060 (All respondents)

Who has mispronounced your name in the workplace?



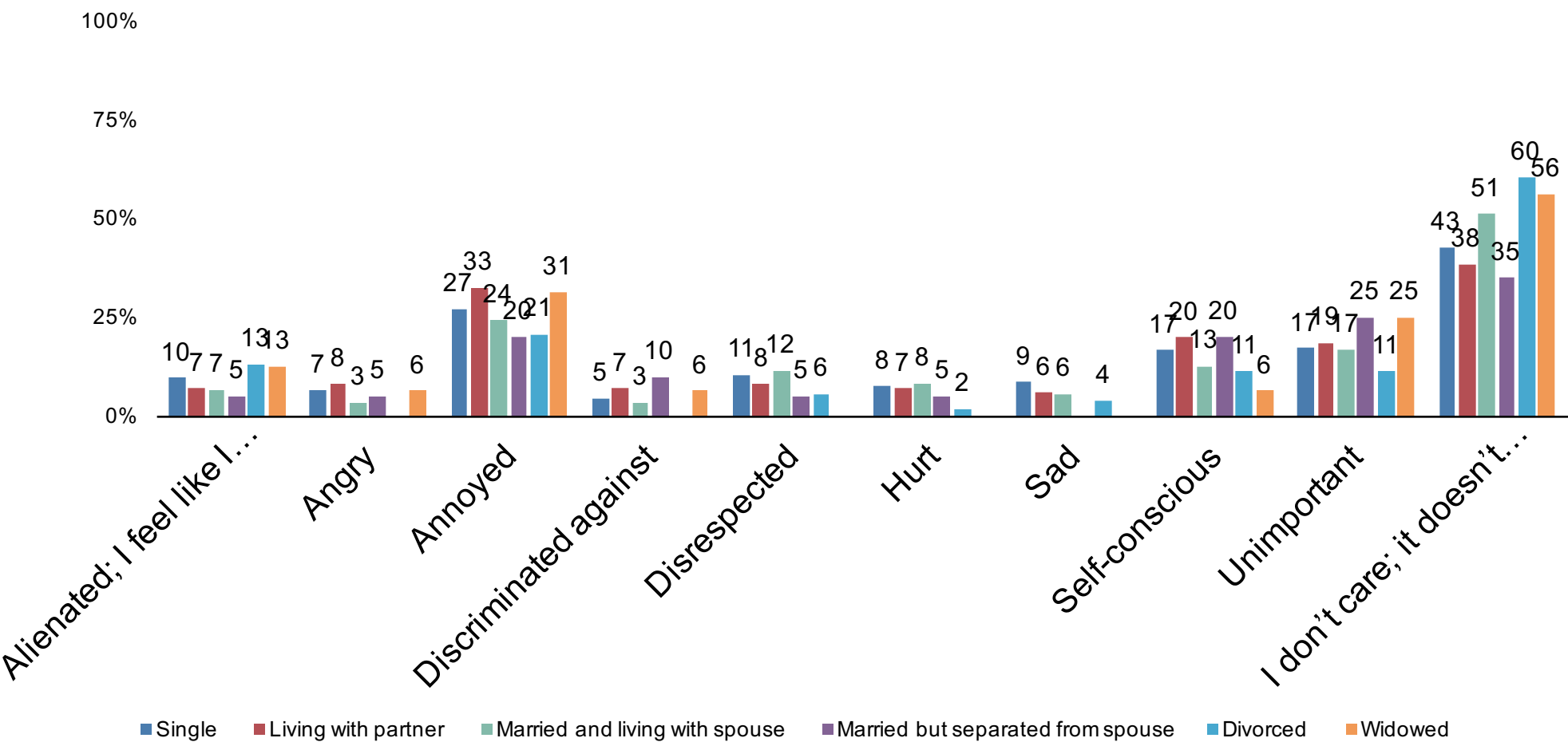
Base: 1,014 (96% of respondents)

Who has mispronounced your name in the workplace?

	What is your marital or relationship status?					
%	Single	Living with partner	Married and living with spouse	Married but separated from spouse	Divorced	Widowed
CEO	8	11	9	4	5	8
Colleague	40	32	36	36	39	26
Customer	33	39	33	21	32	24
Department manager	19	17	20	21	20	21
HR Manager/Head of HR/Chief Culture Officer	14	18	17	4	10	8
Receptionist	16	14	20	18	17	18
Other	3	2	4	4	2	0
I have never had my name mispronounced at work	33	34	37	29	44	↑ 58
Base	n=299	n=130	n=425	n=28	n=94	n=38

Base: 1,014 (96% of respondents)

How do you feel when someone mispronounces your name in the following work situations?



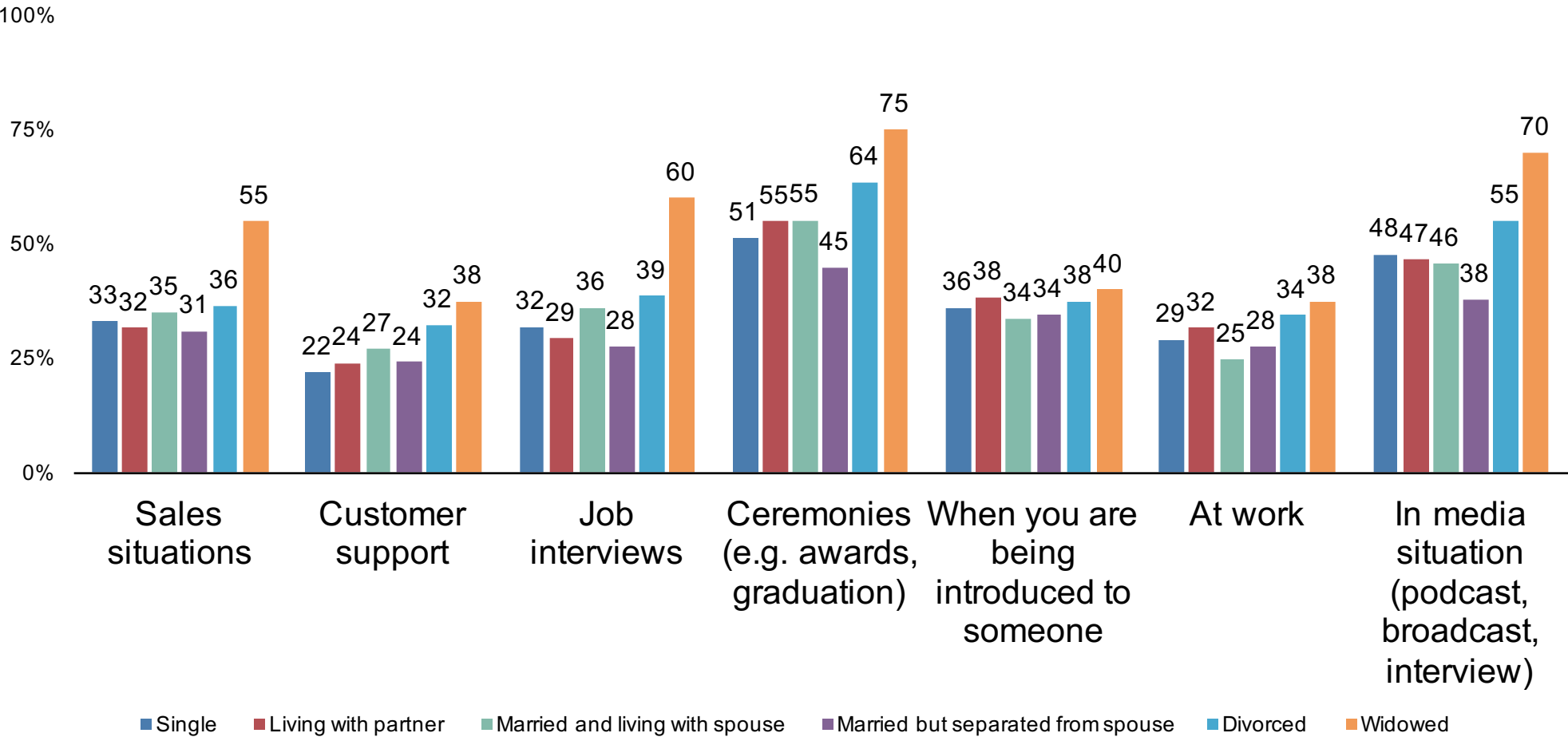
Base: 642 (61% of respondents)

How do you feel when someone mispronounces your name in the following work situations?

	What is your marital or relationship status?					
%	Single	Living with partner	Married and living with spouse	Married but separated from spouse	Divorced	Widowed
Alienated; I feel like I don't belong	10	7	7	5	13	12
Angry	7	8	3	5	0	6
Annoyed	27	33	24	20	21	31
Discriminated against	5	7	3	10	0	6
Disrespected	11	8	12	5	6	0
Hurt	8	7	8	5	2	0
Sad	9	6	6	0	4	0
Self-conscious	17	20	13	20	11	6
Unimportant	17	19	17	25	11	25
I don't care; it doesn't bother me at all	43	38	51	35	↑ 60	56
Base	n=199	n=86	n=268	n=20	n=53	n=16

Base: 642 (61% of respondents)

How acceptable do you think it is to mispronounce a name in the following situations?



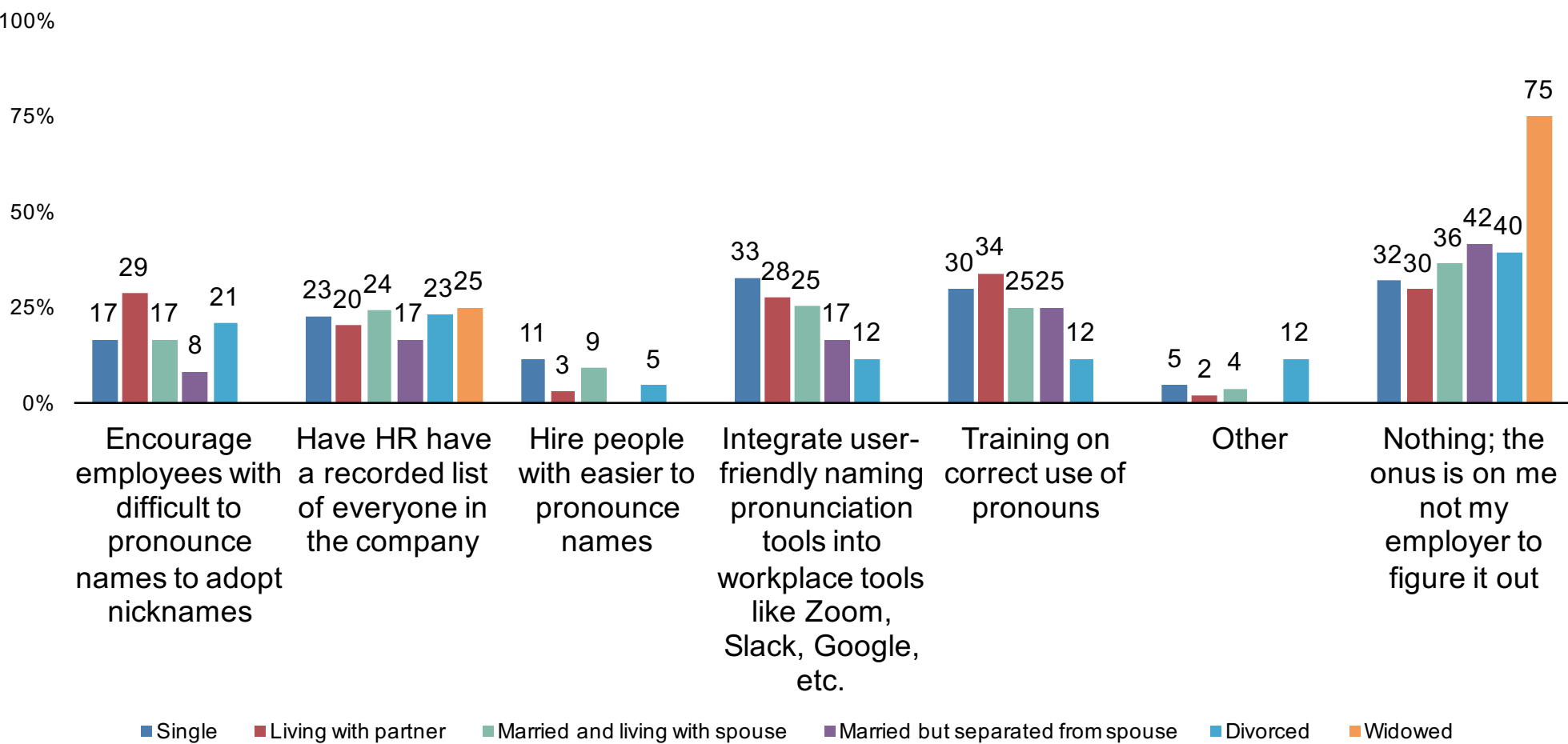
Base: 1,060 (All respondents)

How acceptable do you think it is to mispronounce a name in the following situations?

	What is your marital or relationship status?					
[Somewhat unacceptable + Completely unacceptable (to mispronounce a name)]	Single	Living with partner	Married and living with spouse	Married but separated from spouse	Divorced	Widowed
Sales situations	33	32	35	31	36	↑ 55
Customer support	22	24	27	24	32	38
Job interviews	32	29	36	28	39	↑ 60
Ceremonies (e.g. awards, graduation)	51	55	55	45	64	↑ 75
When you are being introduced to someone	36	38	34	34	38	40
At work	29	32	↓ 25	28	34	38
In media situation (podcast, broadcast, interview)	48	47	46	38	55	↑ 70

Base: 1,060 (All respondents)

What would you like to see from your employer to help you solve identity and naming challenges?



Base: 665 (63% of respondents)

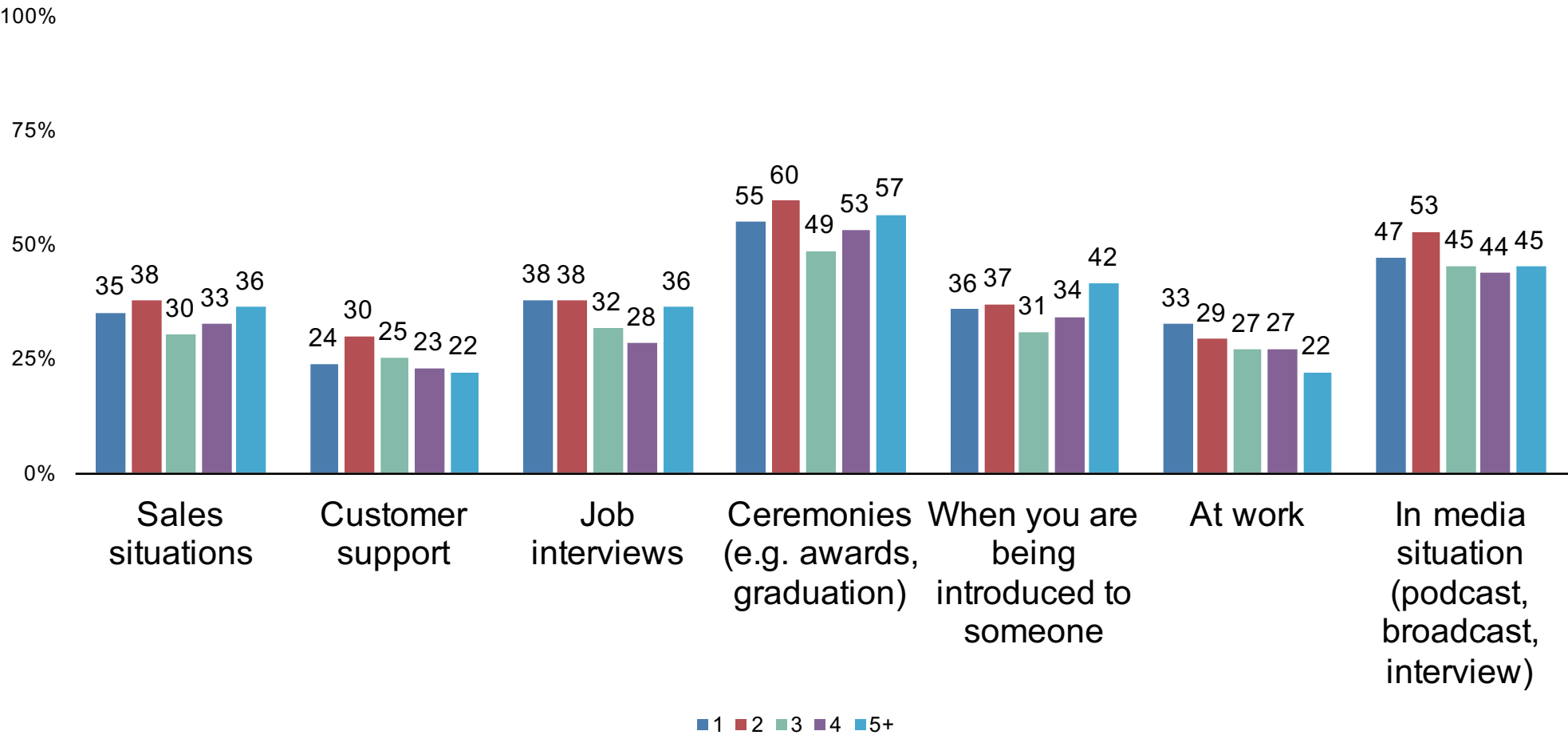
What would you like to see from your employer to help you solve identity and naming challenges?

	What is your marital or relationship status?					
%	Single	Living with partner	Married and living with spouse	Married but separated from spouse	Divorced	Widowed
Encourage employees with difficult to pronounce names to adopt nicknames	17	↑ 29	17	8	21	0
Have HR have a recorded list of everyone in the company	23	20	24	17	23	25
Hire people with easier to pronounce names	11	↓ 3	9	0	5	0
Integrate user-friendly naming pronunciation tools...nto workplace tools like Zoom, Slack, Google, etc.	↑ 33	28	25	17	↓ 12	0
Training on correct use of pronouns	30	34	25	25	↓ 12	0
Other	5	2	4	0	↑ 12	0
Nothing; the onus is on me not my employer to figure it out	32	30	36	42	40	75
Base	n=228	n=94	n=280	n=12	n=43	n=8

Base: 665 (63% of respondents)

Selected Crosstabs for: Household Size

How acceptable do you think it is to mispronounce a name in the following situations?



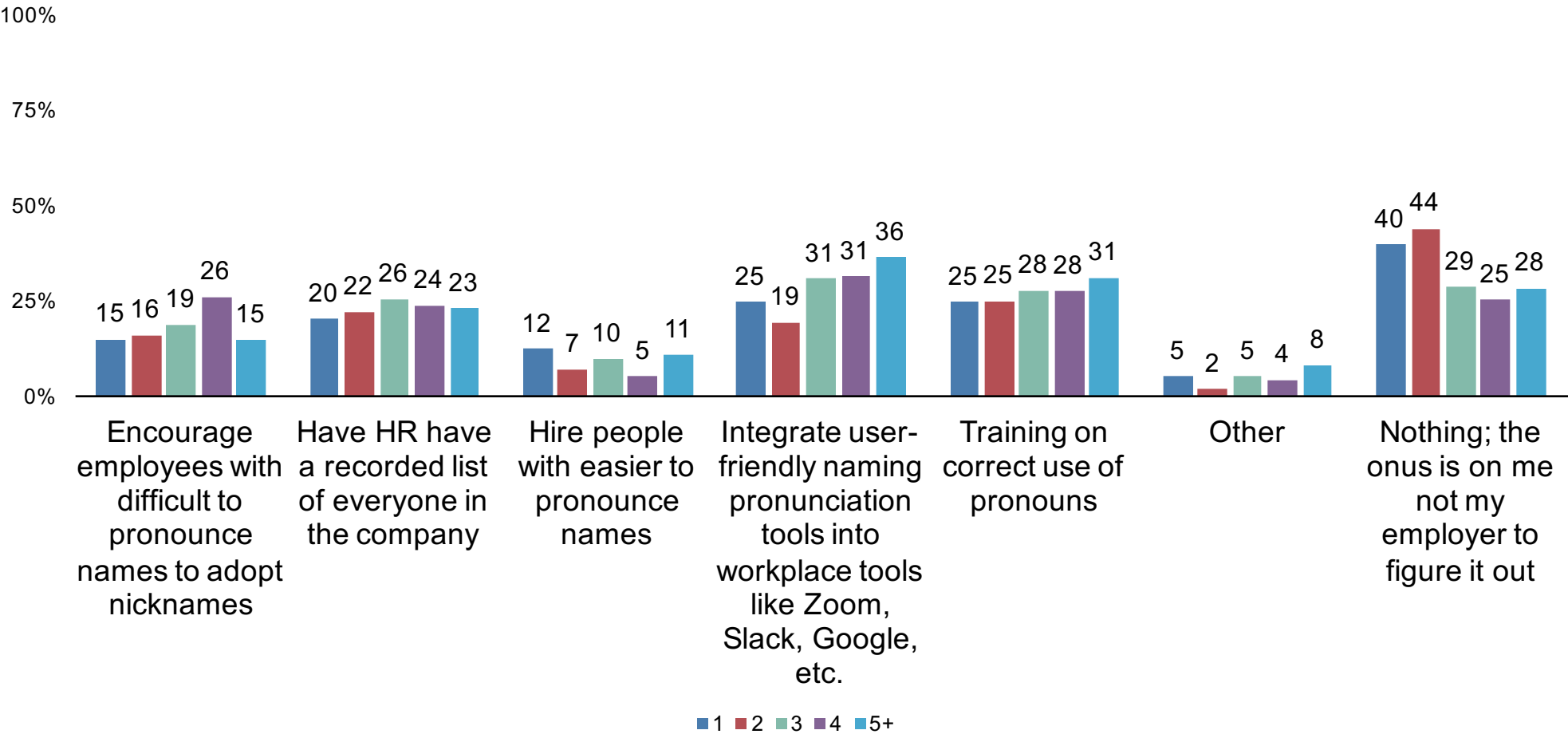
Base: 1,060 (All respondents)

How acceptable do you think it is to mispronounce a name in the following situations?

	Household Size				
[Somewhat unacceptable + Completely unacceptable (to mispronounce a name)]	1	2	3	4	5+
Sales situations	35	38	30	33	36
Customer support	24	↑ 30	25	23	22
Job interviews	38	38	32	28	36
Ceremonies (e.g. awards, graduation)	55	↑ 60	↓ 49	53	57
When you are being introduced to someone	36	37	31	34	42
At work	33	29	27	27	22
In media situation (podcast, broadcast, interview)	47	↑ 53	45	44	45

Base: 1,060 (All respondents)

What would you like to see from your employer to help you solve identity and naming challenges?



Base: 665 (63% of respondents)

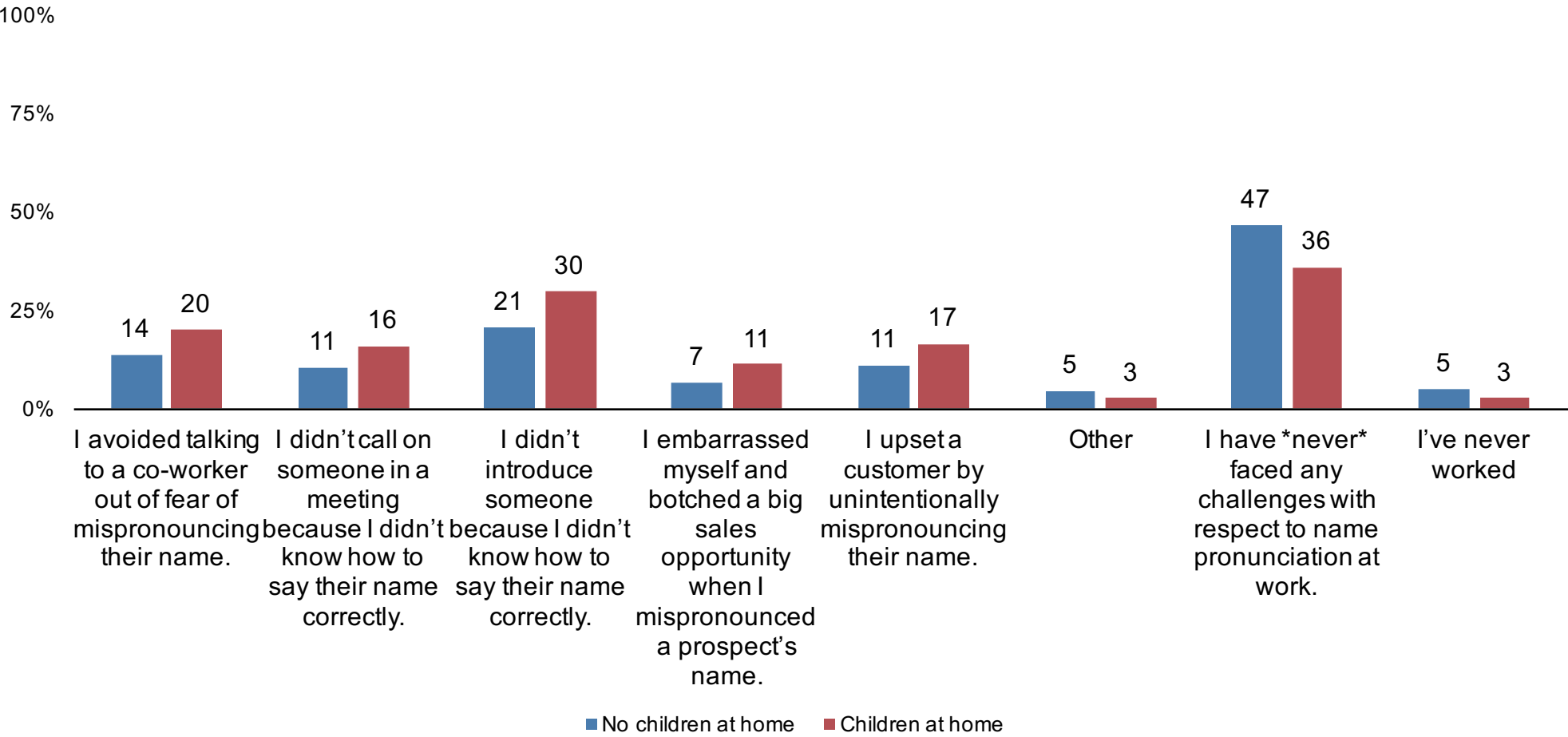
What would you like to see from your employer to help you solve identity and naming challenges?

	Household Size				
%	1	2	3	4	5+
Encourage employees with difficult to pronounce names to adopt nicknames	15	16	19	↑ 26	15
Have HR have a recorded list of everyone in the company	20	22	26	24	23
Hire people with easier to pronounce names	12	7	10	5	11
Integrate user-friendly naming pronunciation tools...nto workplace tools like Zoom, Slack, Google, etc.	25	↓ 19	31	31	↑ 36
Training on correct use of pronouns	25	25	28	28	31
Other	5	↓ 2	5	4	8
Nothing; the onus is on me not my employer to figure it out	40	↑ 44	29	↓ 25	28
Base	n=113	n=211	n=133	n=134	n=74

Base: 665 (63% of respondents)

Selected Crosstabs for: Children at Home

Which struggles have you ever faced at work with respect to name mispronunciation?



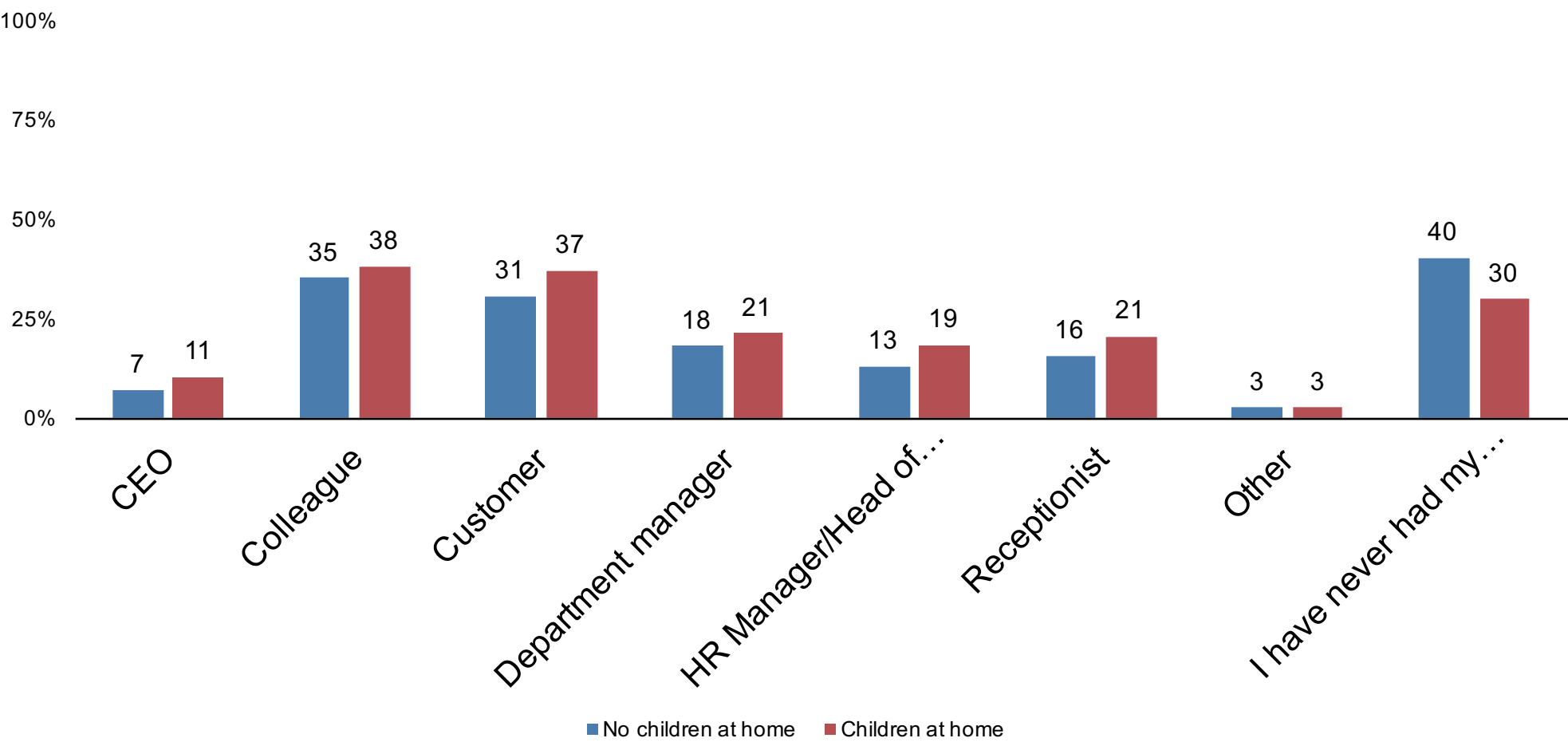
Base: 1,060 (All respondents)

Which struggles have you ever faced at work with respect to name mispronunciation?

	Children at Home	
%	No children at home	Children at home
I avoided talking to a co-worker out of fear of mispronouncing their name.	↓ 14	↑ 20
I didn't call on someone in a meeting because I didn't know how to say their name correctly.	↓ 11	↑ 16
I didn't introduce someone because I didn't know how to say their name correctly.	↓ 21	↑ 30
I embarrassed myself and botched a big sales opportunity when I mispronounced a prospect's name.	↓ 7	↑ 11
I upset a customer by unintentionally mispronouncing their name.	↓ 11	↑ 17
Other	5	3
I have <i>*never*</i> faced any challenges with respect to name pronunciation at work.	↑ 47	↓ 36
I've never worked	5	3
Base	n=689	n=371

Base: 1,060 (All respondents)

Who has mispronounced your name in the workplace?



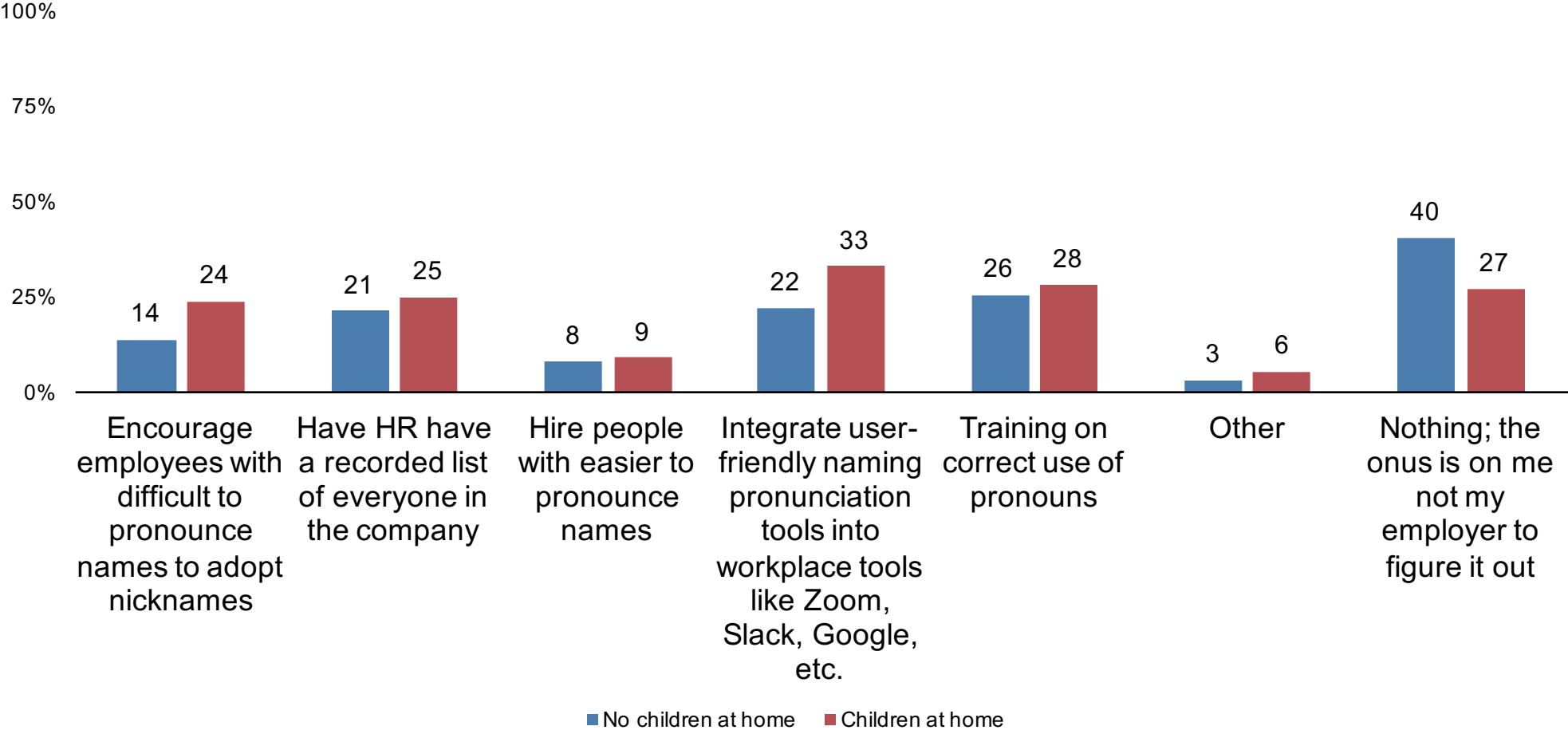
Base: 1,014 (96% of respondents)

Who has mispronounced your name in the workplace?

	Children at Home	
	No children at home	Children at home
CEO	7	11
Colleague	35	38
Customer	↓ 31	↑ 37
Department manager	18	21
HR Manager/Head of HR/Chief Culture Officer	↓ 13	↑ 19
Receptionist	↓ 16	↑ 21
Other	3	3
I have never had my name mispronounced at work	↑ 40	↓ 30
Base	n=653	n=361

Base: 1,014 (96% of respondents)

What would you like to see from your employer to help you solve identity and naming challenges?



Base: 665 (63% of respondents)

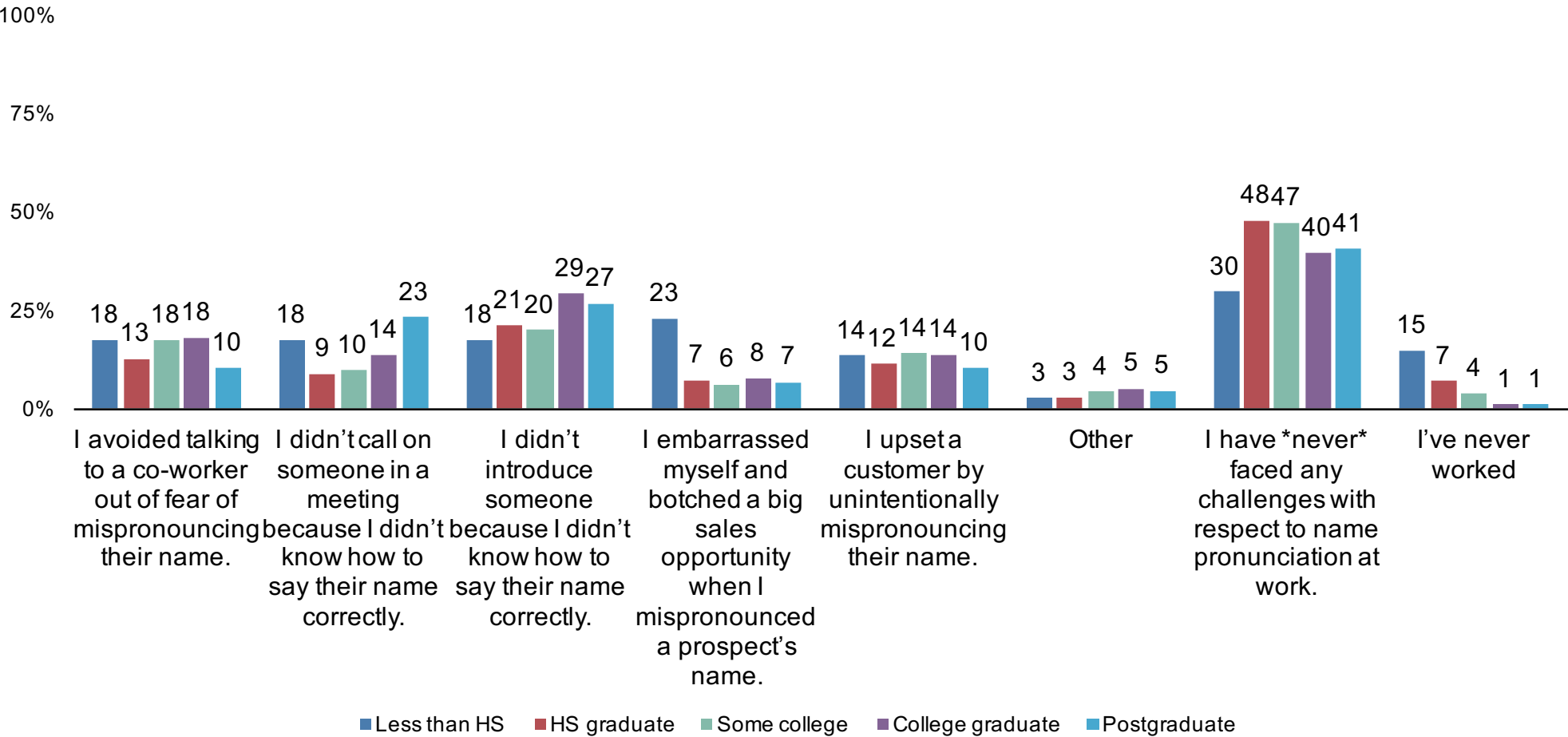
What would you like to see from your employer to help you solve identity and naming challenges?

	Children at Home	
%	No children at home	Children at home
Encourage employees with difficult to pronounce names to adopt nicknames	↓ 14	↑ 24
Have HR have a recorded list of everyone in the company	21	25
Hire people with easier to pronounce names	8	9
Integrate user-friendly naming pronunciation tools...nto workplace tools like Zoom, Slack, Google, etc.	↓ 22	↑ 33
Training on correct use of pronouns	26	28
Other	3	6
Nothing; the onus is on me not my employer to figure it out	↑ 40	↓ 27
Base	n=378	n=287

Base: 665 (63% of respondents)

Selected Crosstabs for: Education Recategorized

Which struggles have you ever faced at work with respect to name mispronunciation?



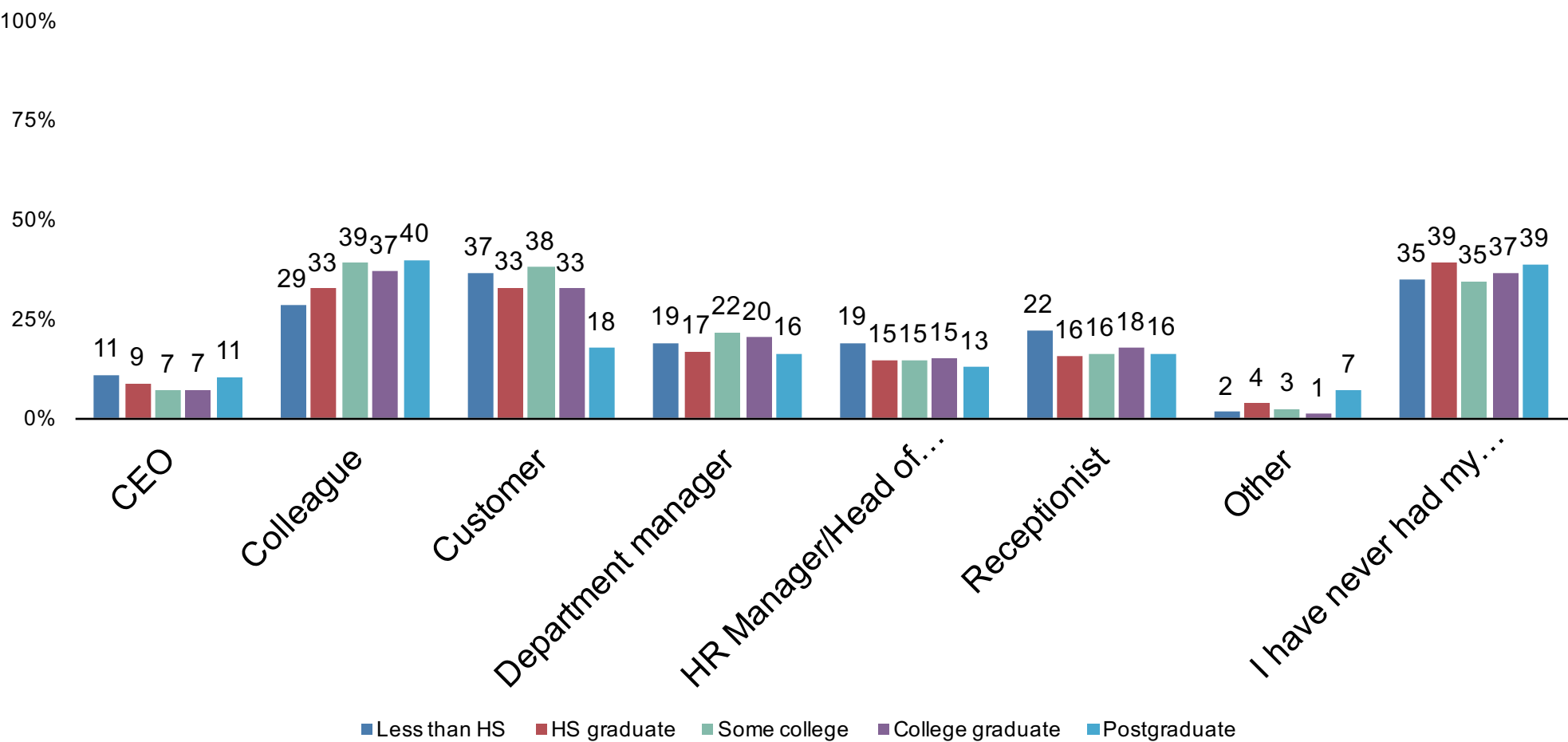
Base: 1,037 (98% of respondents)

Which struggles have you ever faced at work with respect to name mispronunciation?

	Education Recategorized				
%	Less than HS	HS graduate	Some college	College graduate	Postgraduate
I avoided talking to a co-worker out of fear of mispronouncing their name.	18	13	18	18	10
I didn't call on someone in a meeting because I didn't know how to say their name correctly.	18	↓ 9	10	14	↑ 23
I didn't introduce someone because I didn't know how to say their name correctly.	18	21	20	↑ 29	27
I embarrassed myself and botched a big sales opportunity when I mispronounced a prospect's name.	↑ 23	7	6	8	7
I upset a customer by unintentionally mispronouncing their name.	14	12	14	14	10
Other	3	3	4	5	5
I have <i>*never*</i> faced any challenges with respect to name pronunciation at work.	↓ 30	↑ 48	47	40	41
I've never worked	↑ 15	↑ 7	4	↓ 1	1

Base: 1,037 (98% of respondents)

Who has mispronounced your name in the workplace?



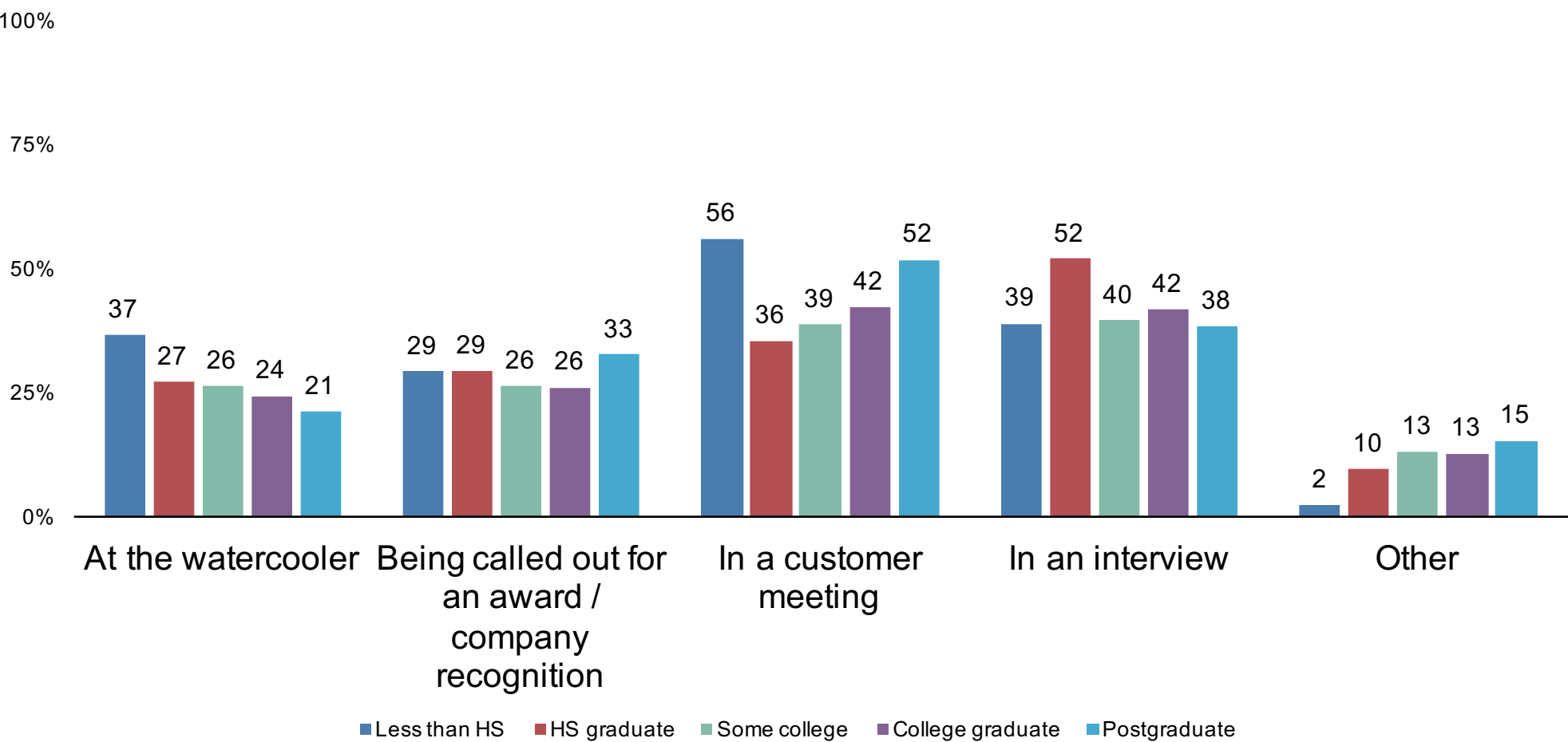
Base: 991 (93% of respondents)

Who has mispronounced your name in the workplace?

	Education Recategorized				
%	Less than HS	HS graduate	Some college	College graduate	Postgraduate
CEO	11	9	7	7	11
Colleague	29	33	39	37	40
Customer	37	33	38	33	↓ 18
Department manager	19	17	22	20	16
HR Manager/Head of HR/Chief Culture Officer	19	15	15	15	13
Receptionist	22	16	16	18	16
Other	2	4	3	↓ 1	↑ 7
I have never had my name mispronounced at work	35	39	35	37	39
Base	n=63	n=291	n=197	n=355	n=85

Base: 991 (93% of respondents)

In what circumstances has your name been mispronounced at work?



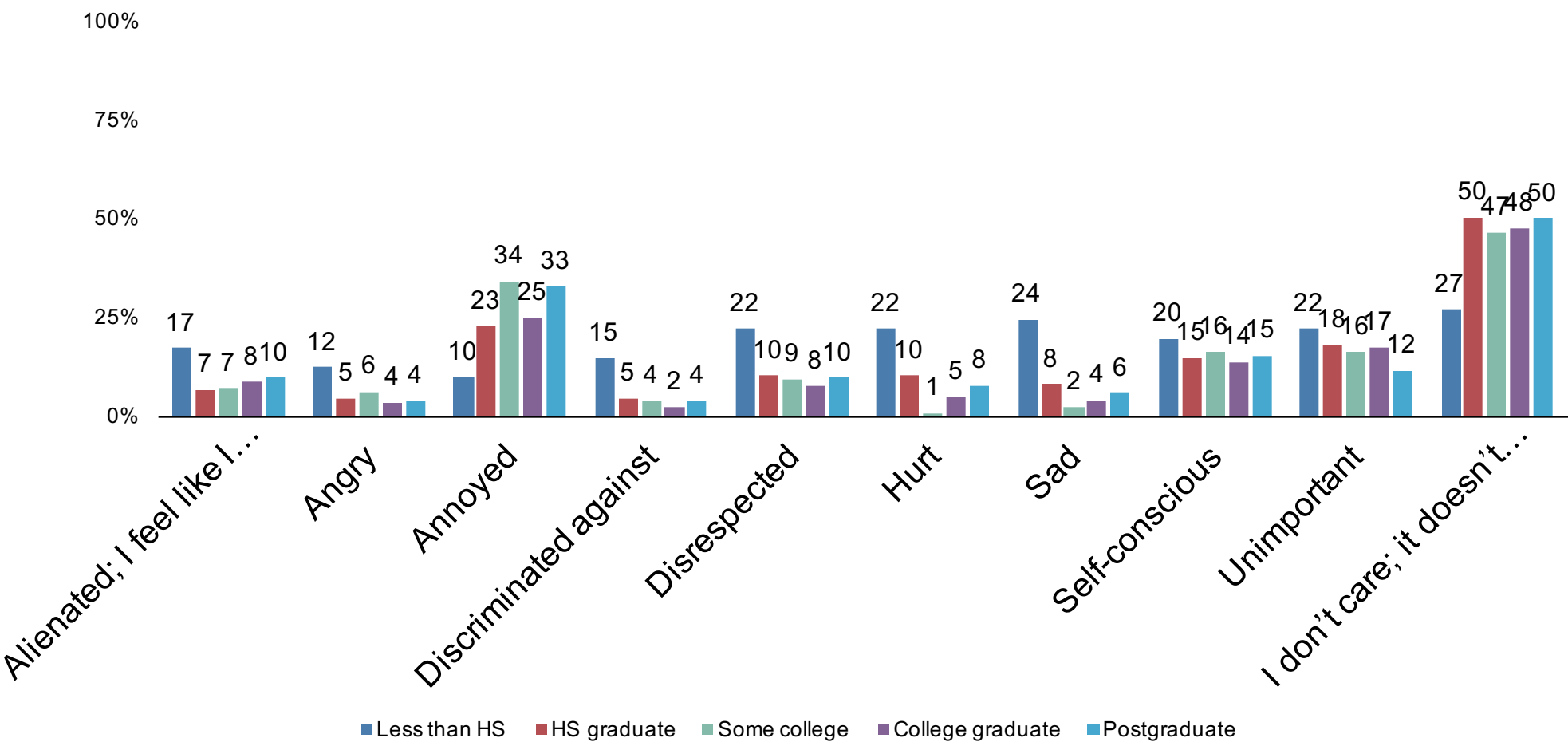
Base: 624 (59% of respondents)

In what circumstances has your name been mispronounced at work?

	Education Recategorized				
%	Less than HS	HS graduate	Some college	College graduate	Postgraduate
At the watercooler	37	27	26	24	21
Being called out for an award / company recognition	29	29	26	26	33
In a customer meeting	↑ 56	36	39	42	52
In an interview	39	↑ 52	40	42	38
Other	2	10	13	13	15
Base	n=41	n=177	n=129	n=225	n=52

Base: 624 (59% of respondents)

How do you feel when someone mispronounces your name in the following work situations?



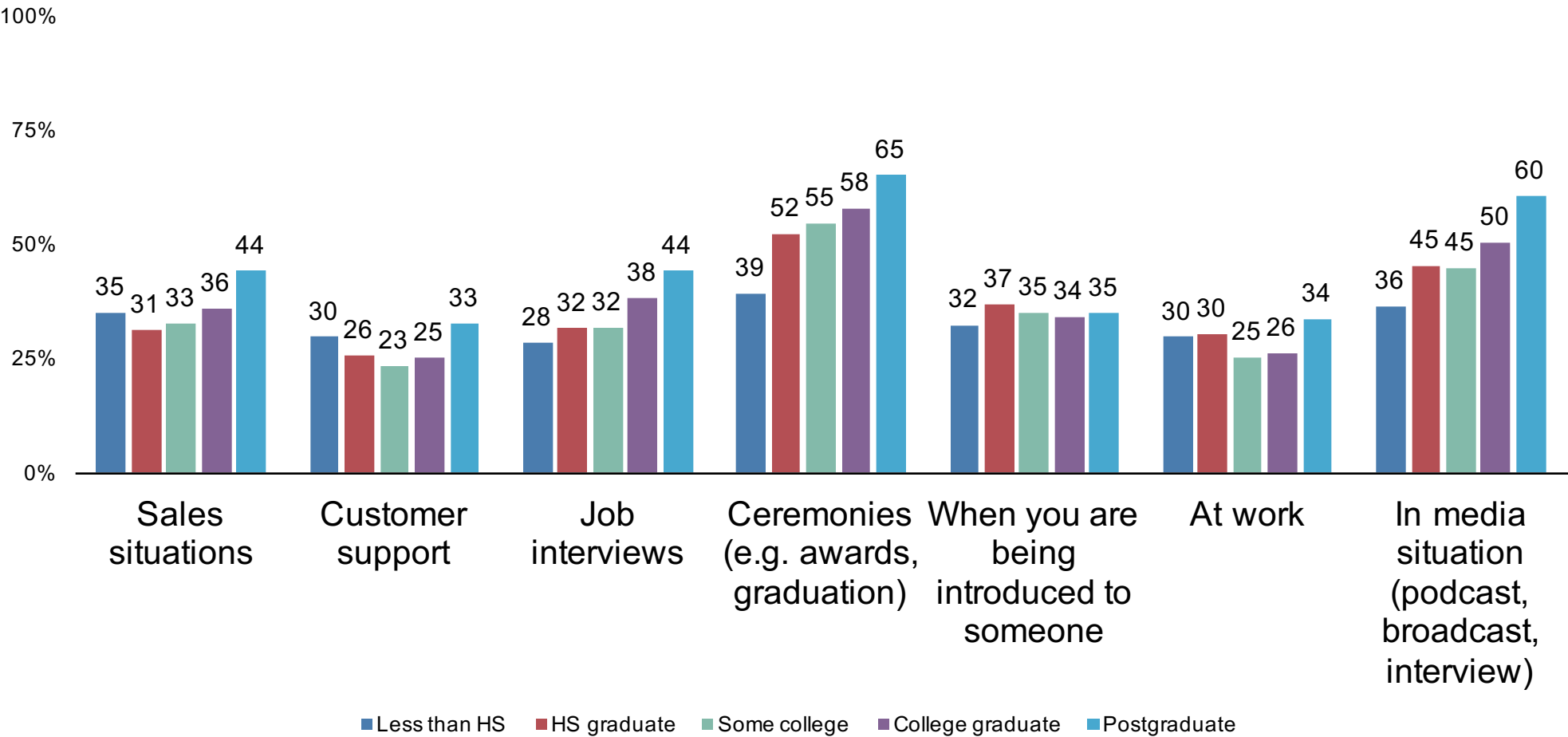
Base: 624 (59% of respondents)

How do you feel when someone mispronounces your name in the following work situations?

	Education Recategorized				
%	Less than HS	HS graduate	Some college	College graduate	Postgraduate
Alienated; I feel like I don't belong	↑ 17	7	7	8	10
Angry	↑ 12	5	6	4	4
Annoyed	↓ 10	23	↑ 34	25	33
Discriminated against	↑ 15	5	4	2	4
Disrespected	↑ 22	10	9	8	10
Hurt	↑ 22	↑ 10	↓ 1	5	8
Sad	↑ 24	8	↓ 2	4	6
Self-conscious	20	15	16	14	15
Unimportant	22	18	16	17	12
I don't care; it doesn't bother me at all	↓ 27	50	47	48	50
Base	n=41	n=177	n=129	n=225	n=52

Base: 624 (59% of respondents)

How acceptable do you think it is to mispronounce a name in the following situations?



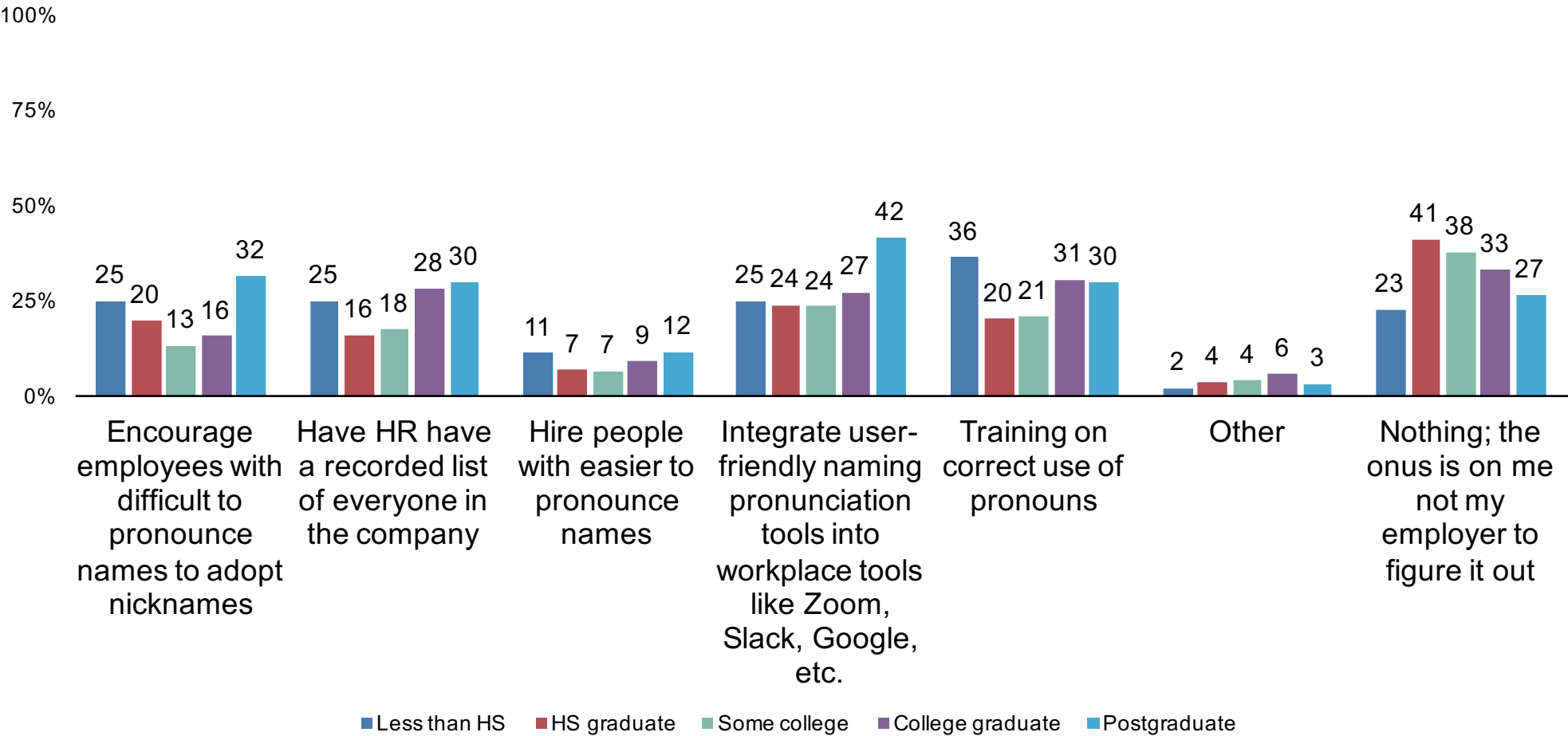
Base: 1,037 (98% of respondents)

How acceptable do you think it is to mispronounce a name in the following situations?

	Education Recategorized				
[Somewhat unacceptable + Completely unacceptable (to mispronounce a name)]	Less than HS	HS graduate	Some college	College graduate	Postgraduate
Sales situations	35	31	33	36	↑ 44
Customer support	30	26	23	25	33
Job interviews	28	32	32	38	44
Ceremonies (e.g. awards, graduation)	↓ 39	52	55	58	↑ 65
When you are being introduced to someone	32	37	35	34	35
At work	30	30	25	26	34
In media situation (podcast, broadcast, interview)	↓ 36	45	45	50	↑ 60

Base: 1,037 (98% of respondents)

What would you like to see from your employer to help you solve identity and naming challenges?



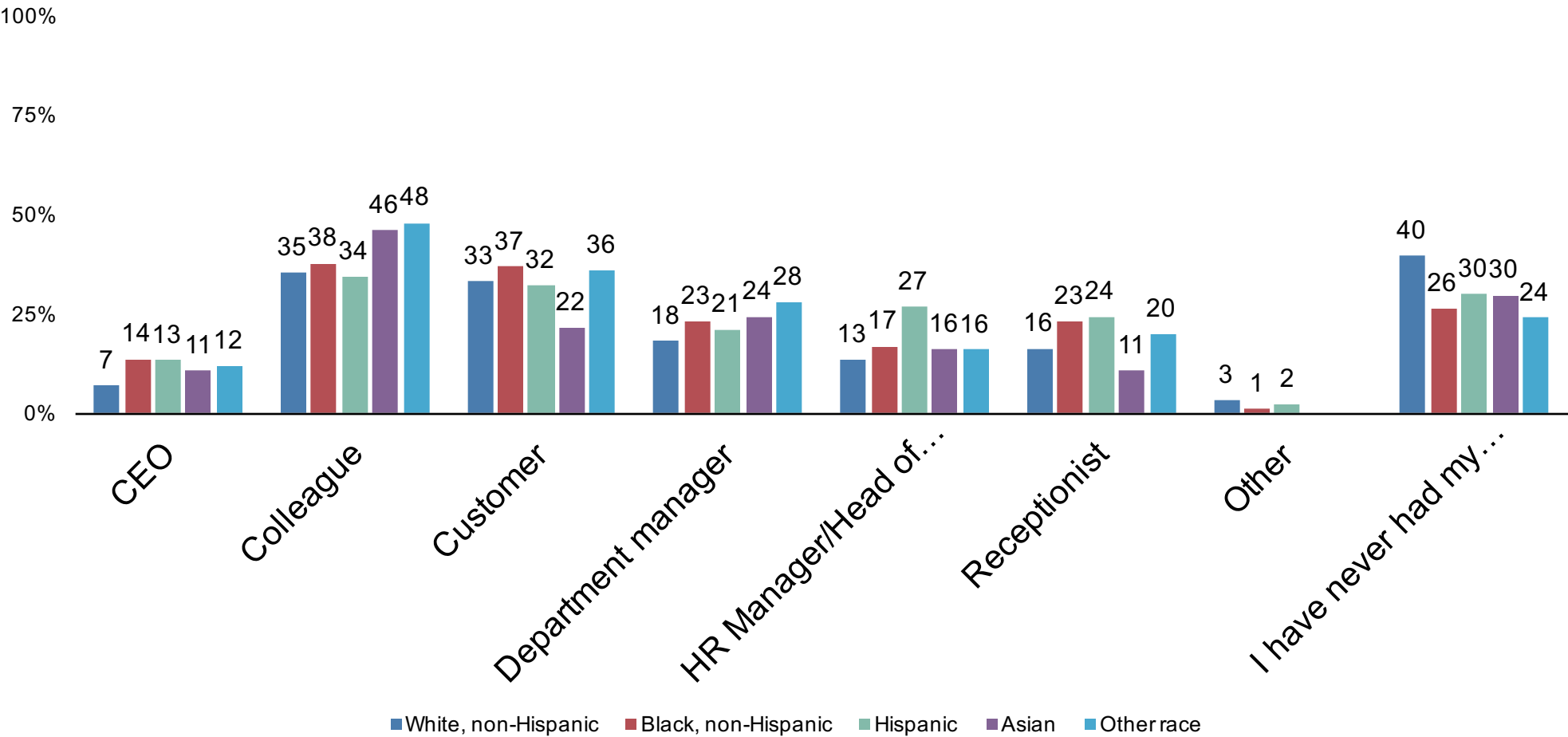
Base: 651 (61% of respondents)

What would you like to see from your employer to help you solve identity and naming challenges?

	Education Recategorized				
%	Less than HS	HS graduate	Some college	College graduate	Postgraduate
Encourage employees with difficult to pronounce names to adopt nicknames	25	20	13	16	↑ 32
Have HR have a recorded list of everyone in the company	25	↓ 16	18	↑ 28	30
Hire people with easier to pronounce names	11	7	7	9	12
Integrate user-friendly naming pronunciation tools...nto workplace tools like Zoom, Slack, Google, etc.	25	24	24	27	↑ 42
Training on correct use of pronouns	36	↓ 20	21	↑ 31	30
Other	2	4	4	6	3
Nothing; the onus is on me not my employer to figure it out	23	↑ 41	38	33	27
Base: 651 (61% of respondents)	n=44	n=187	n=119	n=241	n=60

Selected Crosstabs for: Race Ethnicity Variable

Who has mispronounced your name in the workplace?



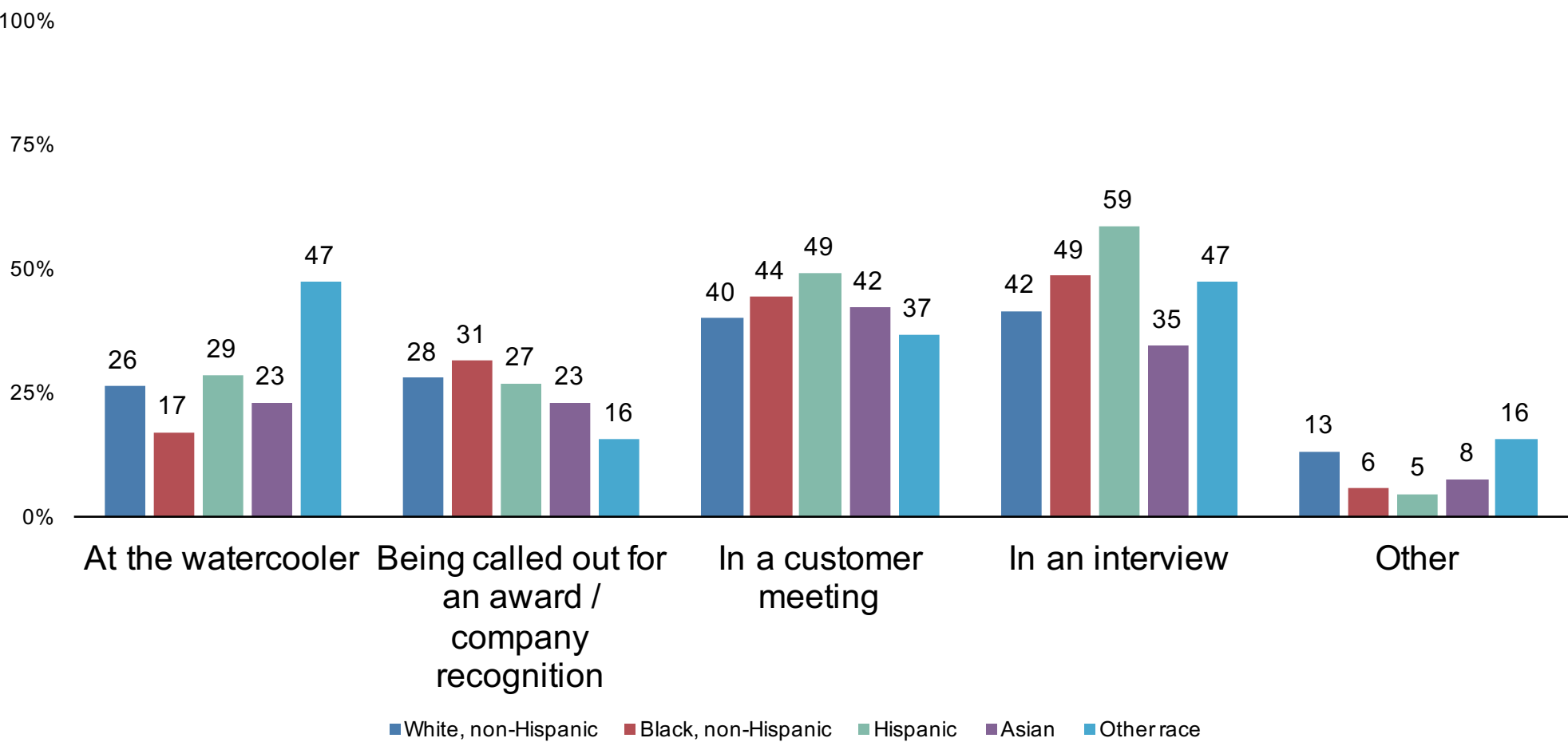
Base: 1,014 (96% of respondents)

Who has mispronounced your name in the workplace?

	Race Ethnicity Variable				
%	White, non-Hispanic	Black, non-Hispanic	Hispanic	Asian	Other race
CEO	↓ 7	14	13	11	12
Colleague	35	38	34	46	48
Customer	33	37	32	22	36
Department manager	18	23	21	24	28
HR Manager/Head of HR/Chief Culture Officer	↓ 13	17	↑ 27	16	16
Receptionist	16	23	24	11	20
Other	3	1	2	0	0
I have never had my name mispronounced at work	↑ 40	↓ 26	30	30	24
Base	n=767	n=95	n=90	n=37	n=25

Base: 1,014 (96% of respondents)

In what circumstances has your name been mispronounced at work?



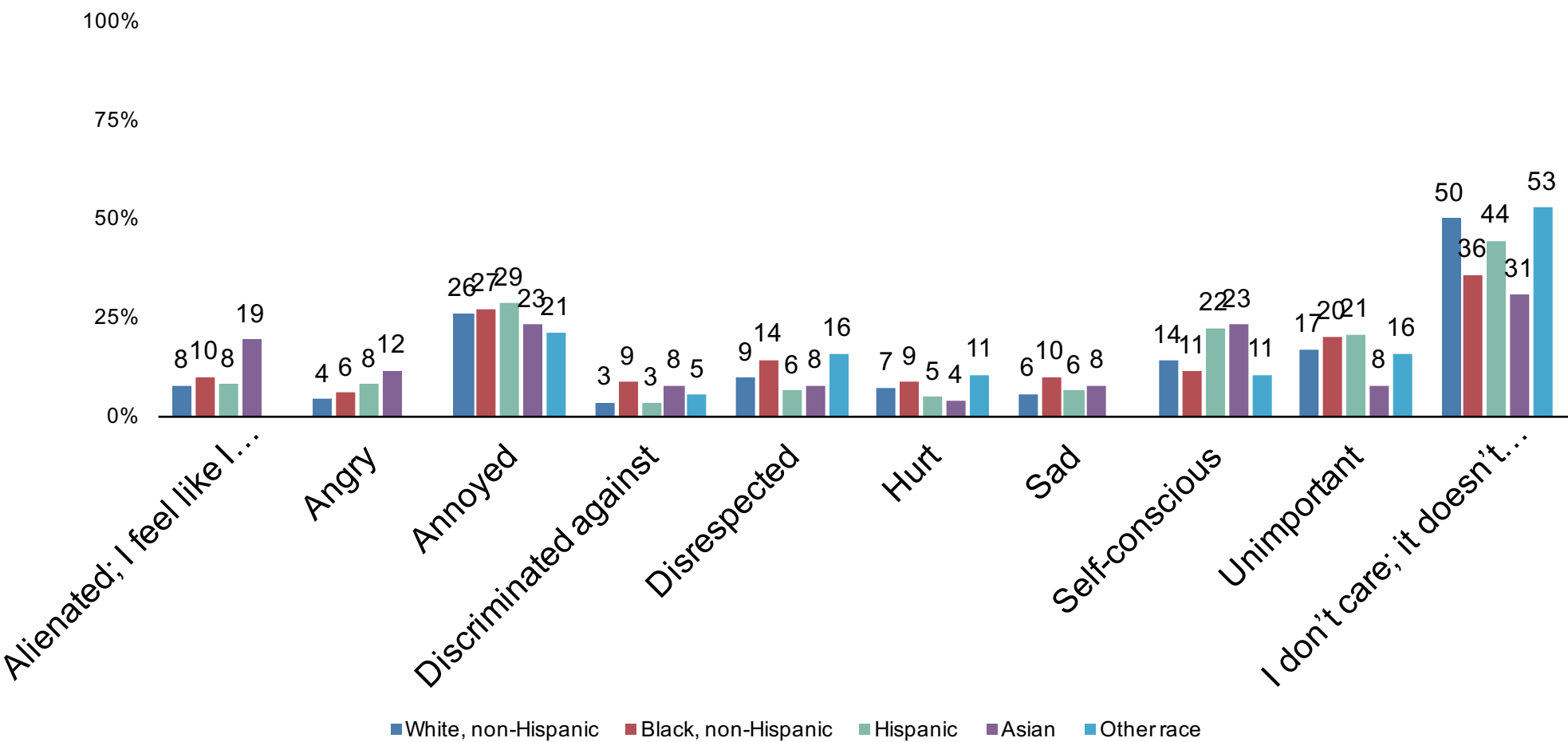
Base: 642 (61% of respondents)

In what circumstances has your name been mispronounced at work?

	Race Ethnicity Variable				
%	White, non-Hispanic	Black, non-Hispanic	Hispanic	Asian	Other race
At the watercooler	26	17	29	23	47
Being called out for an award / company recognition	28	31	27	23	16
In a customer meeting	40	44	49	42	37
In an interview	42	49	↑ 59	35	47
Other	↑ 13	6	5	8	16
Base	n=464	n=70	n=63	n=26	n=19

Base: 642 (61% of respondents)

How do you feel when someone mispronounces your name in the following work situations?



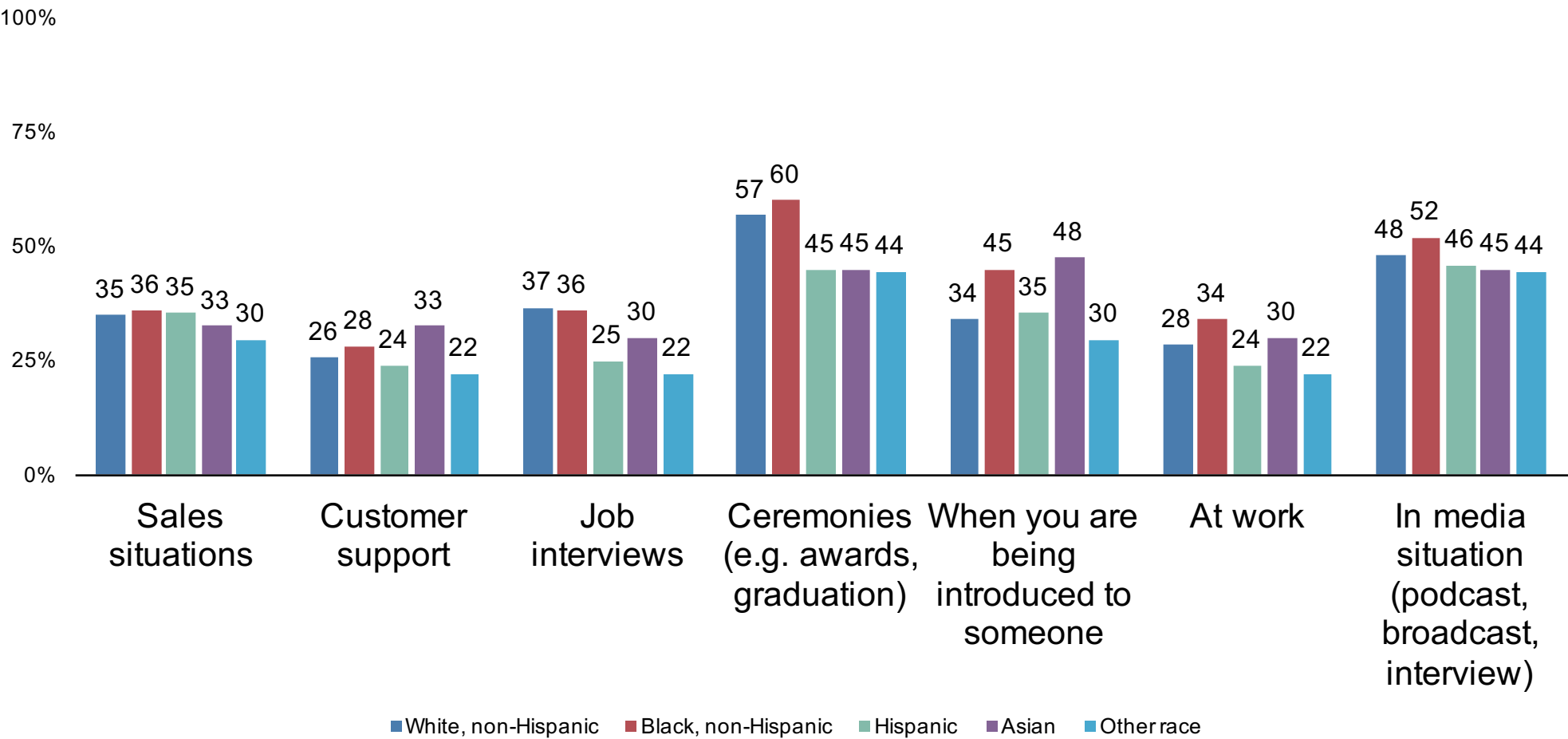
Base: 642 (61% of respondents)

How do you feel when someone mispronounces your name in the following work situations?

	Race Ethnicity Variable				
%	White, non-Hispanic	Black, non-Hispanic	Hispanic	Asian	Other race
Alienated; I feel like I don't belong	8	10	8	19	0
Angry	4	6	8	12	0
Annoyed	26	27	29	23	21
Discriminated against	3	9	3	8	5
Disrespected	9	14	6	8	16
Hurt	7	9	5	4	11
Sad	6	10	6	8	0
Self-conscious	14	11	22	23	11
Unimportant	17	20	21	8	16
I don't care; it doesn't bother me at all	↑ 50	↓ 36	44	31	53
Base	n=464	n=70	n=63	n=26	n=19

Base: 642 (61% of respondents)

How acceptable do you think it is to mispronounce a name in the following situations?



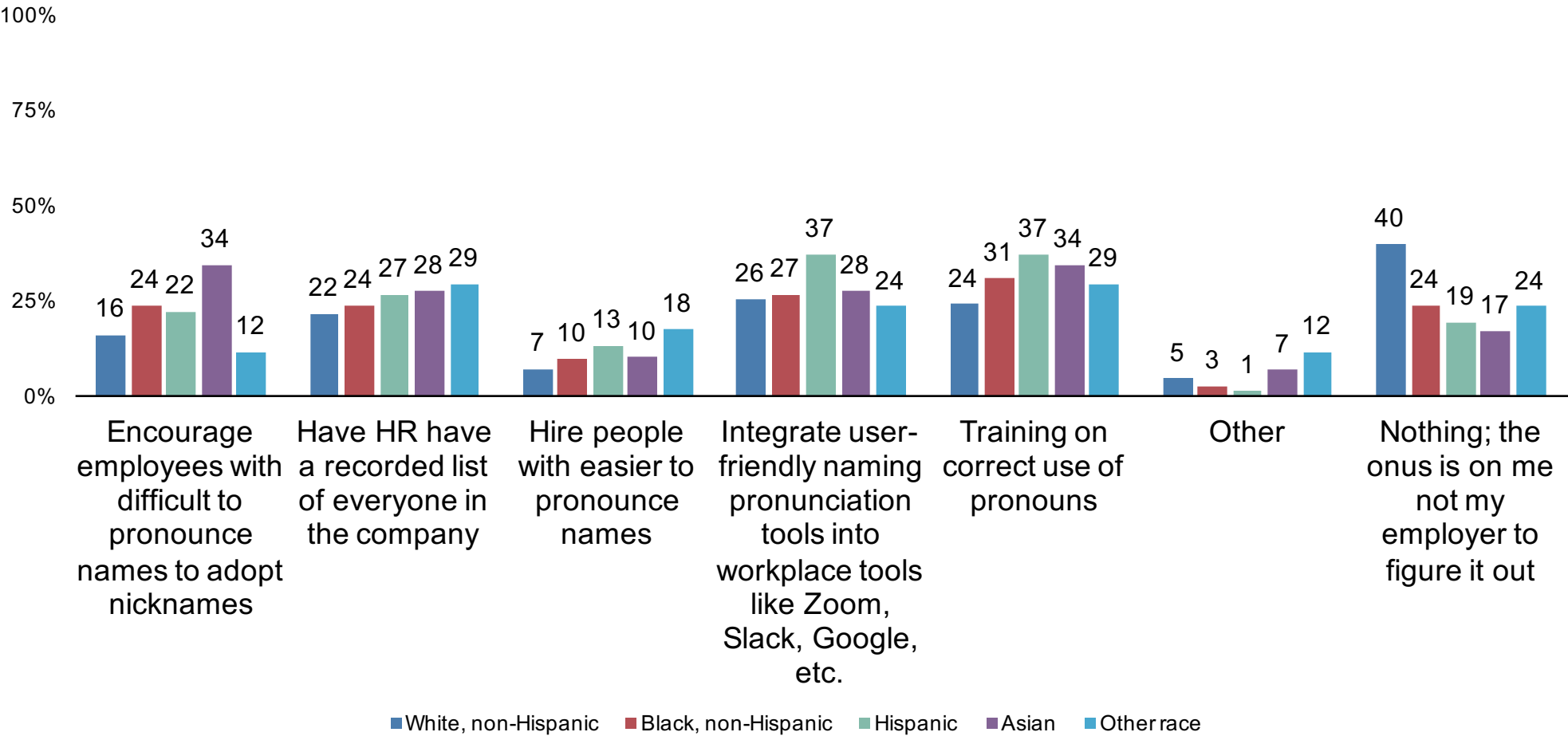
Base: 1,060 (All respondents)

How acceptable do you think it is to mispronounce a name in the following situations?

	Race Ethnicity Variable				
[Somewhat unacceptable + Completely unacceptable (to mispronounce a name)]	White, non-Hispanic	Black, non-Hispanic	Hispanic	Asian	Other race
Sales situations	35	36	35	32	30
Customer support	26	28	24	32	22
Job interviews	↑ 37	36	↓ 25	30	22
Ceremonies (e.g. awards, graduation)	57	60	↓ 45	45	44
When you are being introduced to someone	34	↑ 45	35	48	30
At work	28	34	24	30	22
In media situation (podcast, broadcast, interview)	48	52	46	45	44

Base: 1,060 (All respondents)

What would you like to see from your employer to help you solve identity and naming challenges?



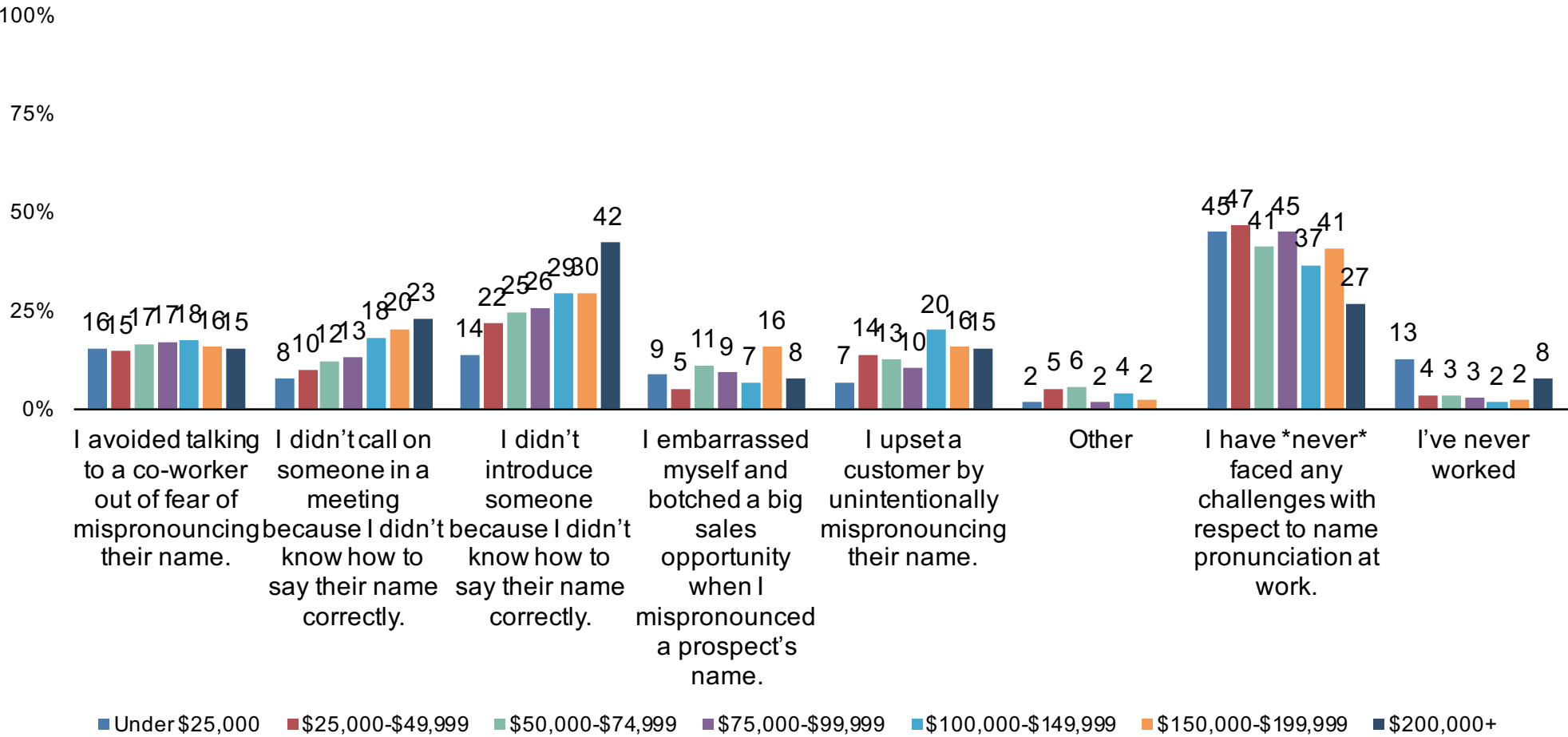
Base: 665 (63% of respondents)

What would you like to see from your employer to help you solve identity and naming challenges?

	Race Ethnicity Variable				
%	White, non-Hispanic	Black, non-Hispanic	Hispanic	Asian	Other race
Encourage employees with difficult to pronounce names to adopt nicknames	↓ 16	24	22	34	12
Have HR have a recorded list of everyone in the company	22	24	27	28	29
Hire people with easier to pronounce names	7	10	13	10	18
Integrate user-friendly naming pronunciation tools...nto workplace tools like Zoom, Slack, Google, etc.	26	27	↑ 37	28	24
Training on correct use of pronouns	↓ 24	31	↑ 37	34	29
Other	5	3	1	7	12
Nothing; the onus is on me not my employer to figure it out	↑ 40	↓ 24	↓ 19	17	24
Base: 665 (63% of respondents)	n=481	n=71	n=67	n=29	n=17

Selected Crosstabs for: Which category represents the total combined income of all members of your family during the past 12 months?

Which struggles have you ever faced at work with respect to name mispronunciation?



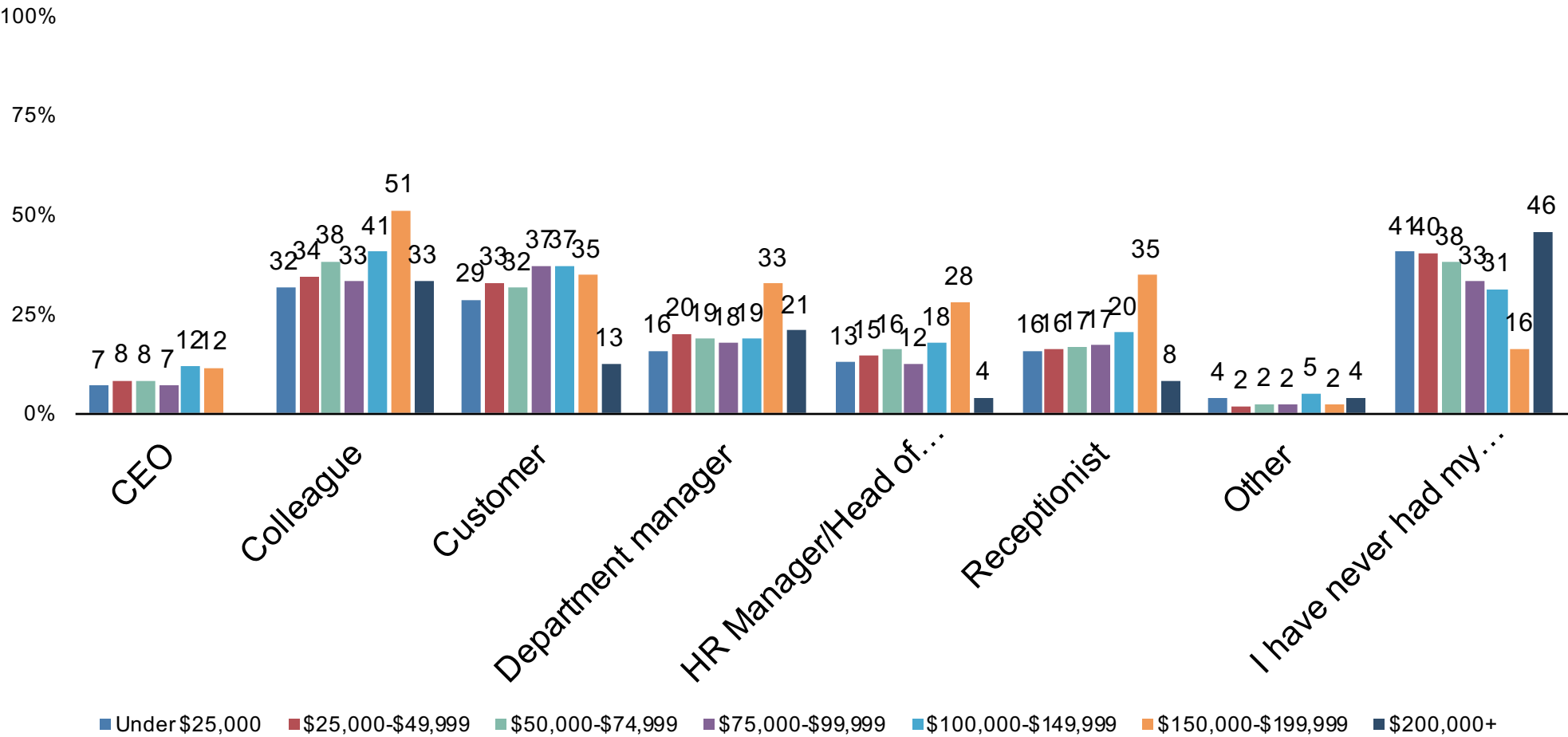
Base: 1,060 (All respondents)

Which struggles have you ever faced at work with respect to name mispronunciation?

	Which category represents the total combined income of all members of your family during the past 12 months?						
%	Under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$149,999	\$150,000-\$199,999	\$200,000+
I avoided talking to a co-worker out of fear of mispronouncing their name.	16	15	17	17	18	16	15
I didn't call on someone in a meeting because I didn't know how to say their name correctly.	8	10	12	13	↑ 18	20	23
I didn't introduce someone because I didn't know how to say their name correctly.	↓ 14	22	25	26	29	30	42
I embarrassed myself and botched a big sales opportunity when I mispronounced a prospect's name.	9	↓ 5	11	9	7	16	8
I upset a customer by unintentionally mispronouncing their name.	↓ 7	14	13	10	↑ 20	16	15

Base: 1,060 (All respondents)

Who has mispronounced your name in the workplace?



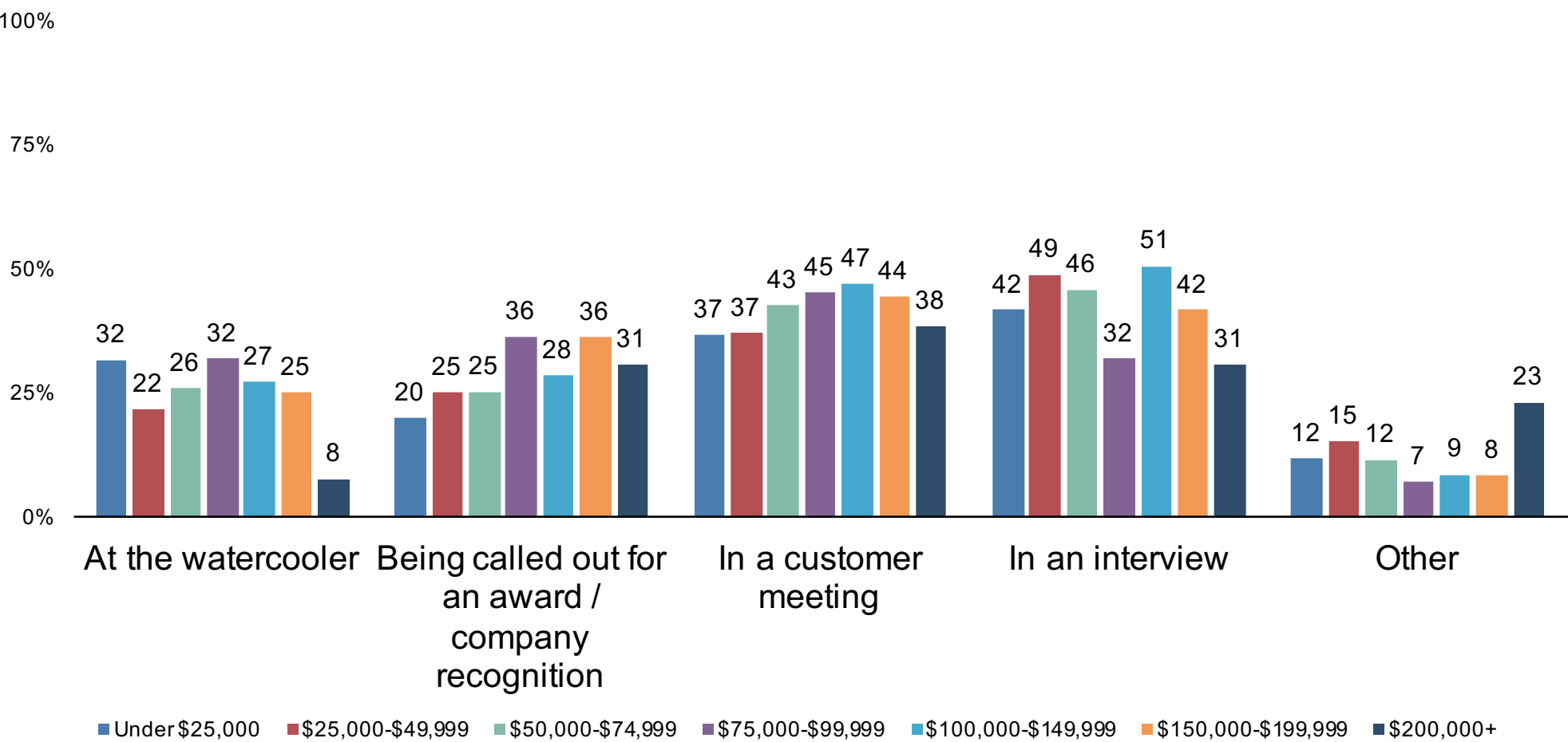
Base: 1,014 (96% of respondents)

Who has mispronounced your name in the workplace?

	Which category represents the total combined income of all members of your family during the past 12 months?						
%	Under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$149,999	\$150,000-\$199,999	\$200,000+
CEO	7	8	8	7	12	12	0
Colleague	32	34	38	33	41	↑ 51	33
Customer	29	33	32	37	37	35	12
Department manager	16	20	19	18	19	↑ 33	21
HR Manager/Head of HR/Chief Culture Officer	13	15	16	12	18	↑ 28	4
Receptionist	16	16	17	17	20	↑ 35	8
Other	4	2	2	2	5	2	4
I have never had my name mispronounced at work	41	40	38	33	31	↓ 16	46
Base	n=101	n=309	n=250	n=169	n=118	n=43	n=24

Base: 1,014 (96% of respondents)

In what circumstances has your name been mispronounced at work?



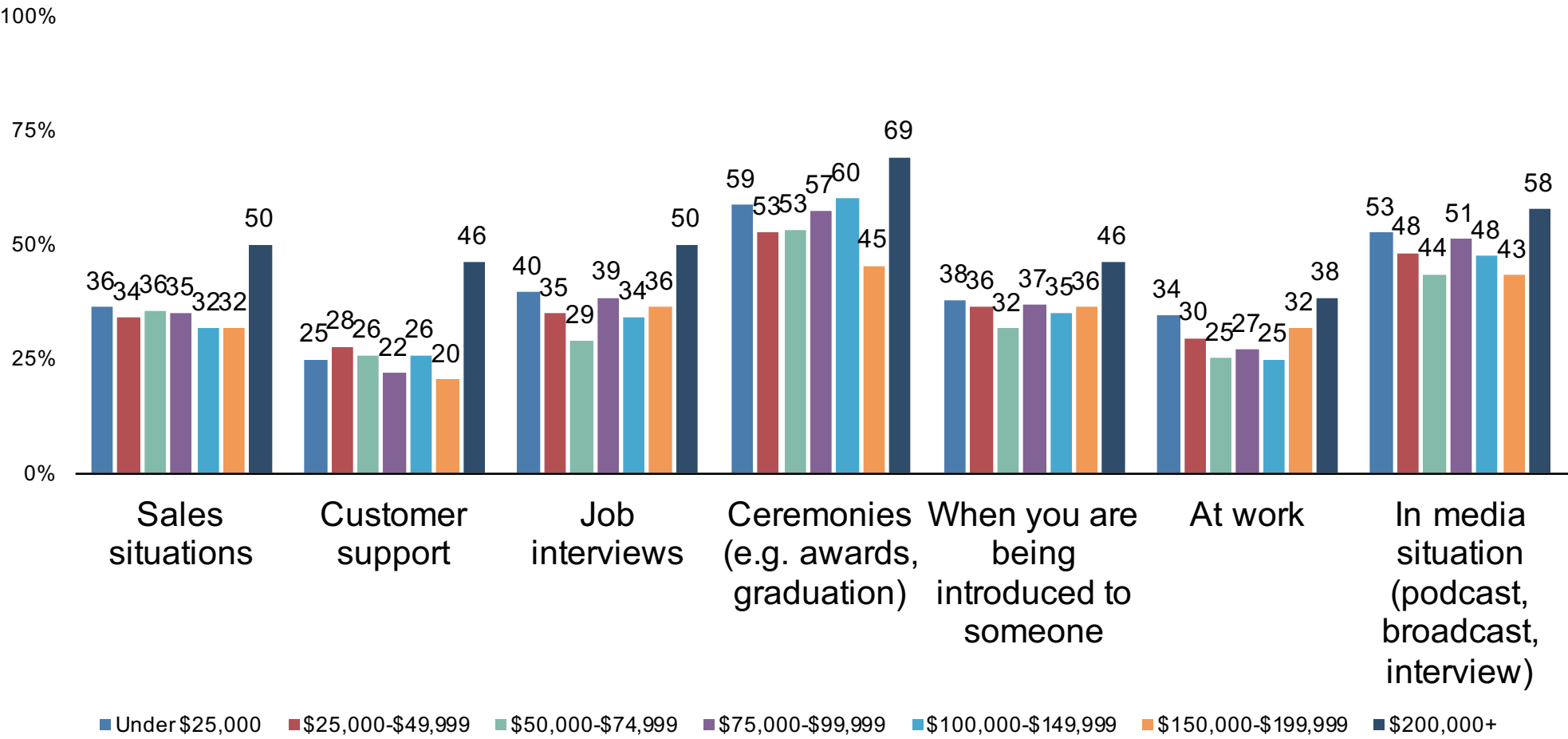
Base: 642 (61% of respondents)

In what circumstances has your name been mispronounced at work?

	Which category represents the total combined income of all members of your family during the past 12 months?						
%	Under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$149,999	\$150,000-\$199,999	\$200,000+
At the watercooler	32	22	26	32	27	25	8
Being called out for an award / company recognition	20	25	25	↑ 36	28	36	31
In a customer meeting	37	37	43	45	47	44	38
In an interview	42	49	46	↓ 32	51	42	31
Other	12	15	12	7	9	8	23
Base	n=60	n=184	n=155	n=113	n=81	n=36	n=13

Base: 642 (61% of respondents)

How acceptable do you think it is to mispronounce a name in the following situations?



Base: 1,060 (All respondents)

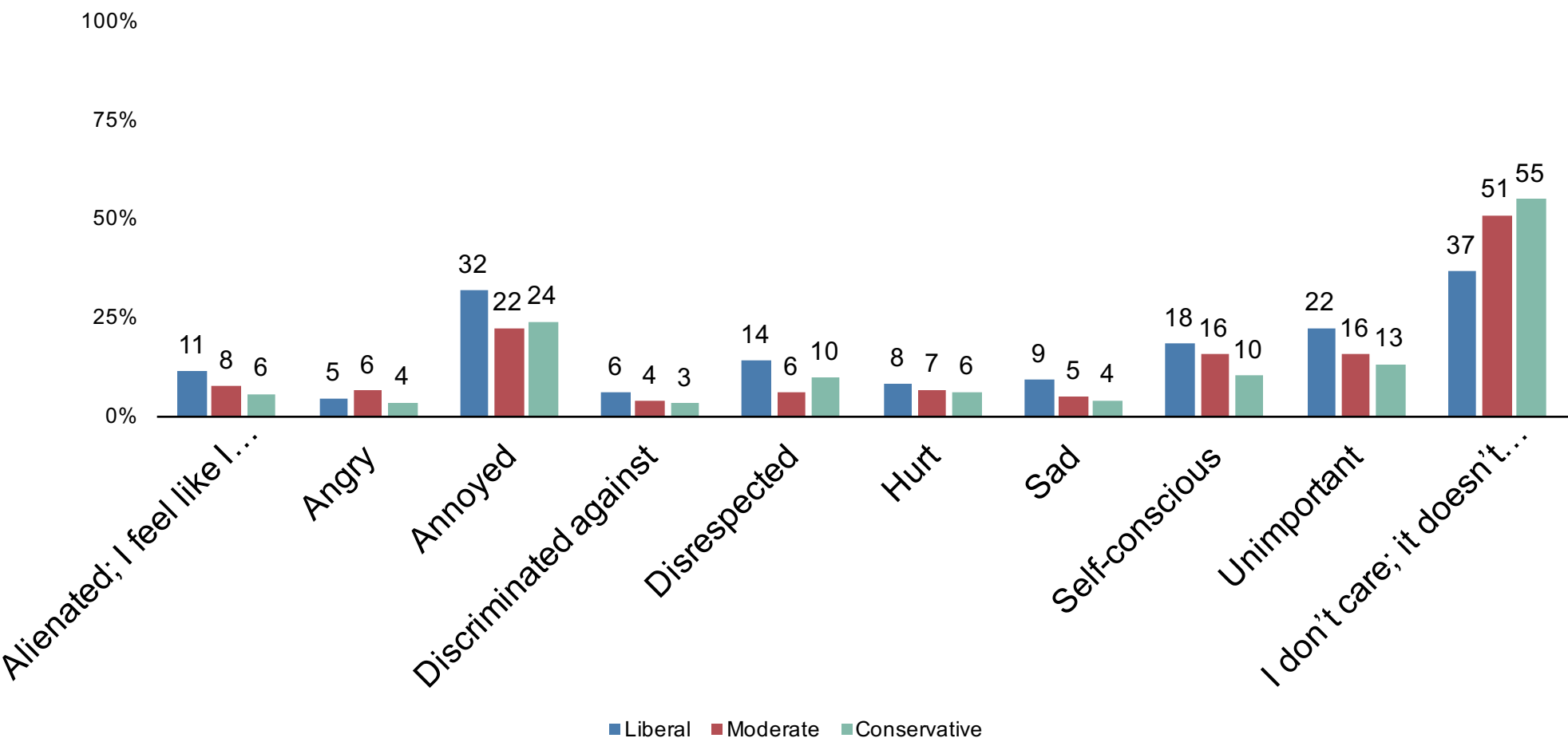
How acceptable do you think it is to mispronounce a name in the following situations?

	Which category represents the total combined income of all members of your family during the past 12 months?						
[Somewhat unacceptable + Completely unacceptable (to mispronounce a name)]	Under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$149,999	\$150,000-\$199,999	\$200,000+
Sales situations	36	34	36	35	32	32	50
Customer support	25	28	26	22	26	20	46
Job interviews	40	35	↓ 29	39	34	36	50
Ceremonies (e.g. awards, graduation)	59	53	53	57	60	45	69
When you are being introduced to someone	38	36	32	37	35	36	46
At work	34	30	25	27	25	32	38
In media situation (podcast, broadcast, interview)	53	48	44	51	48	43	58

Base: 1,060 (All respondents)

Selected Crosstabs for: Ideology

How do you feel when someone mispronounces your name in the following work situations?



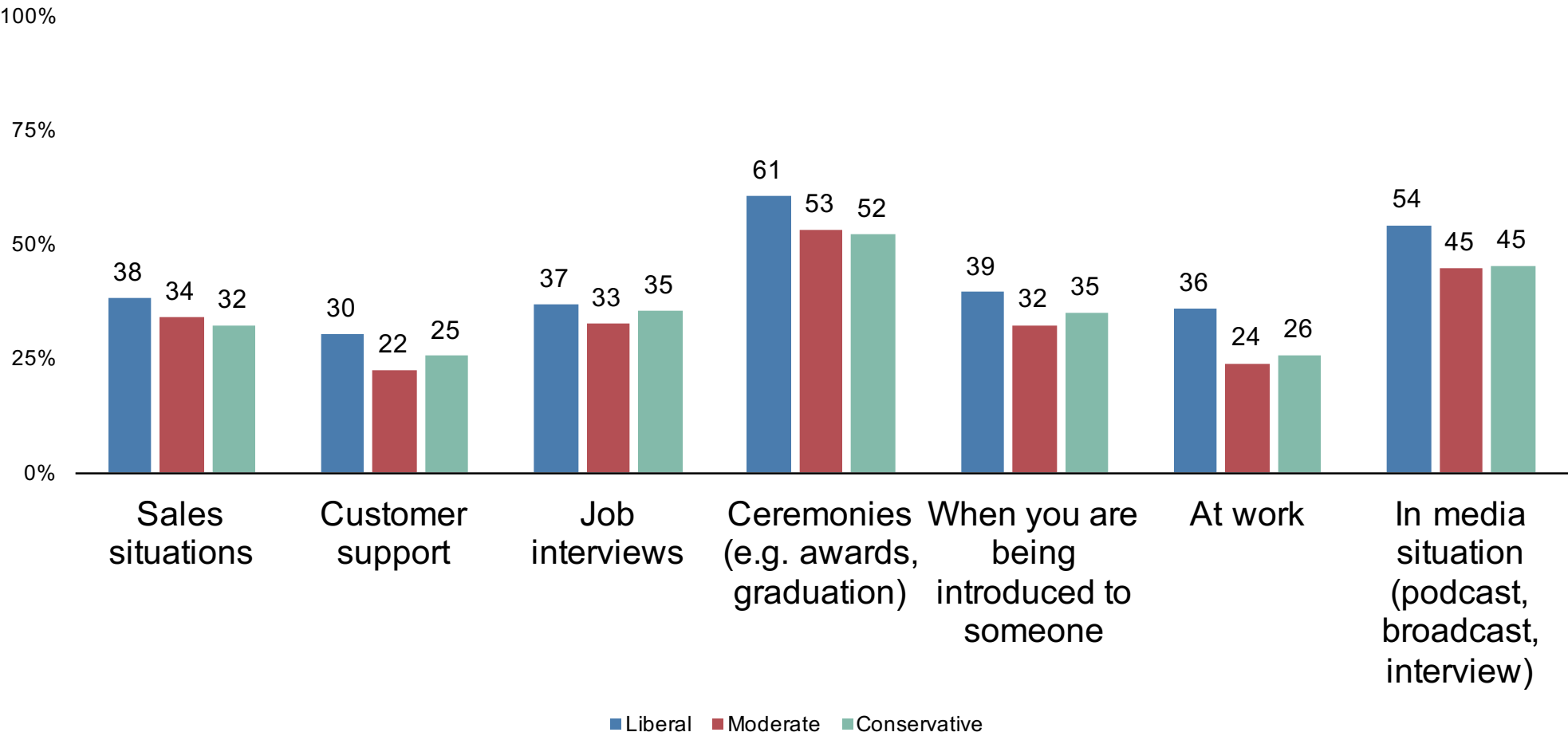
Base: 642 (61% of respondents)

How do you feel when someone mispronounces your name in the following work situations?

	Ideology		
%	Liberal	Moderate	Conservative
Alienated; I feel like I don't belong	↑ 11	8	6
Angry	5	6	4
Annoyed	↑ 32	22	24
Discriminated against	6	4	3
Disrespected	↑ 14	↓ 6	10
Hurt	8	7	6
Sad	↑ 9	5	4
Self-conscious	18	16	↓ 10
Unimportant	↑ 22	16	13
I don't care; it doesn't bother me at all	↓ 37	51	↑ 55
Base	n=221	n=224	n=197

Base: 642 (61% of respondents)

How acceptable do you think it is to mispronounce a name in the following situations?



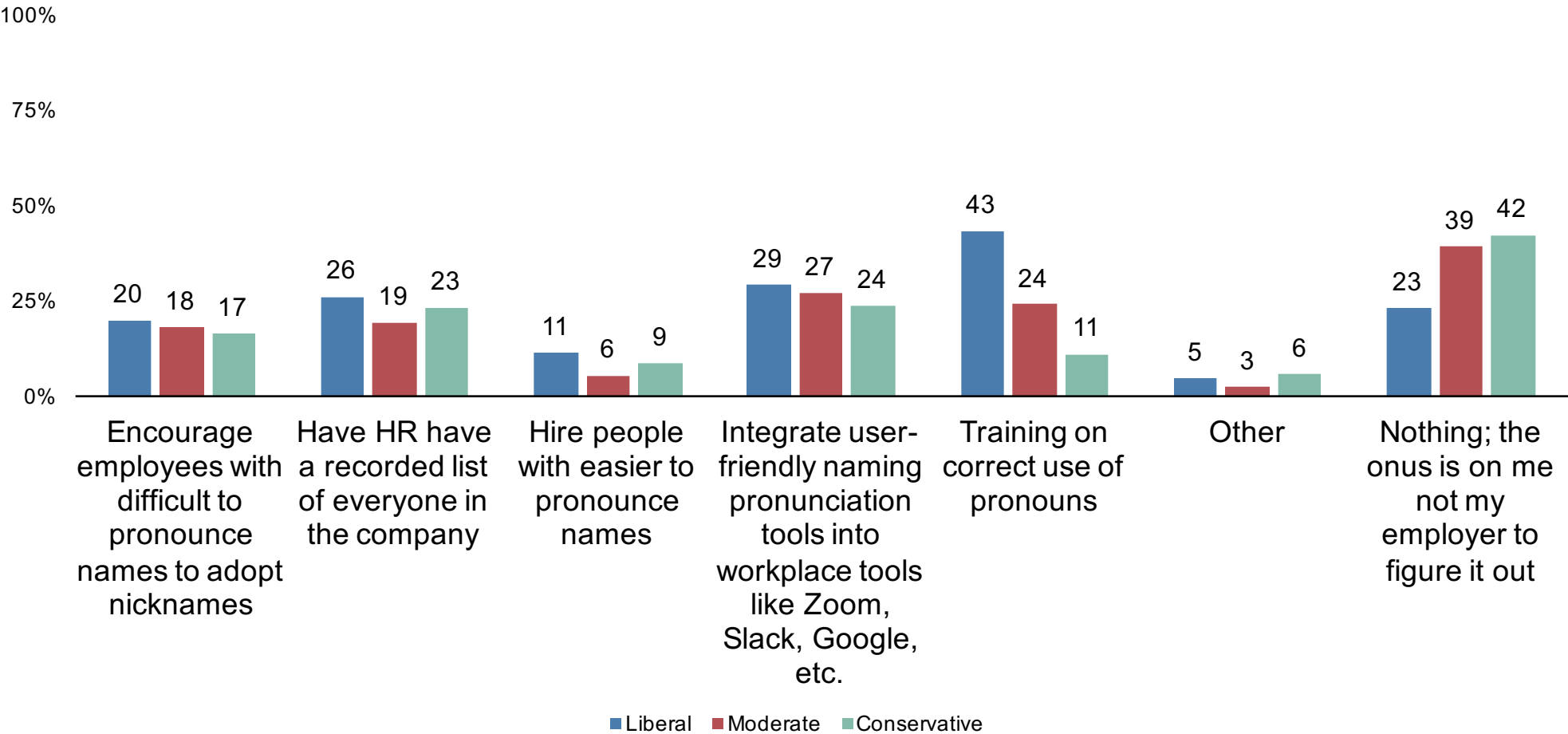
Base: 1,060 (All respondents)

How acceptable do you think it is to mispronounce a name in the following situations?

	Ideology		
[Somewhat unacceptable + Completely unacceptable (to mispronounce a name)]	Liberal	Moderate	Conservative
Sales situations	38	34	32
Customer support	↑ 30	22	25
Job interviews	37	33	35
Ceremonies (e.g. awards, graduation)	↑ 61	53	52
When you are being introduced to someone	39	32	35
At work	↑ 36	↓ 24	26
In media situation (podcast, broadcast, interview)	↑ 54	45	45

Base: 1,060 (All respondents)

What would you like to see from your employer to help you solve identity and naming challenges?



Base: 665 (63% of respondents)

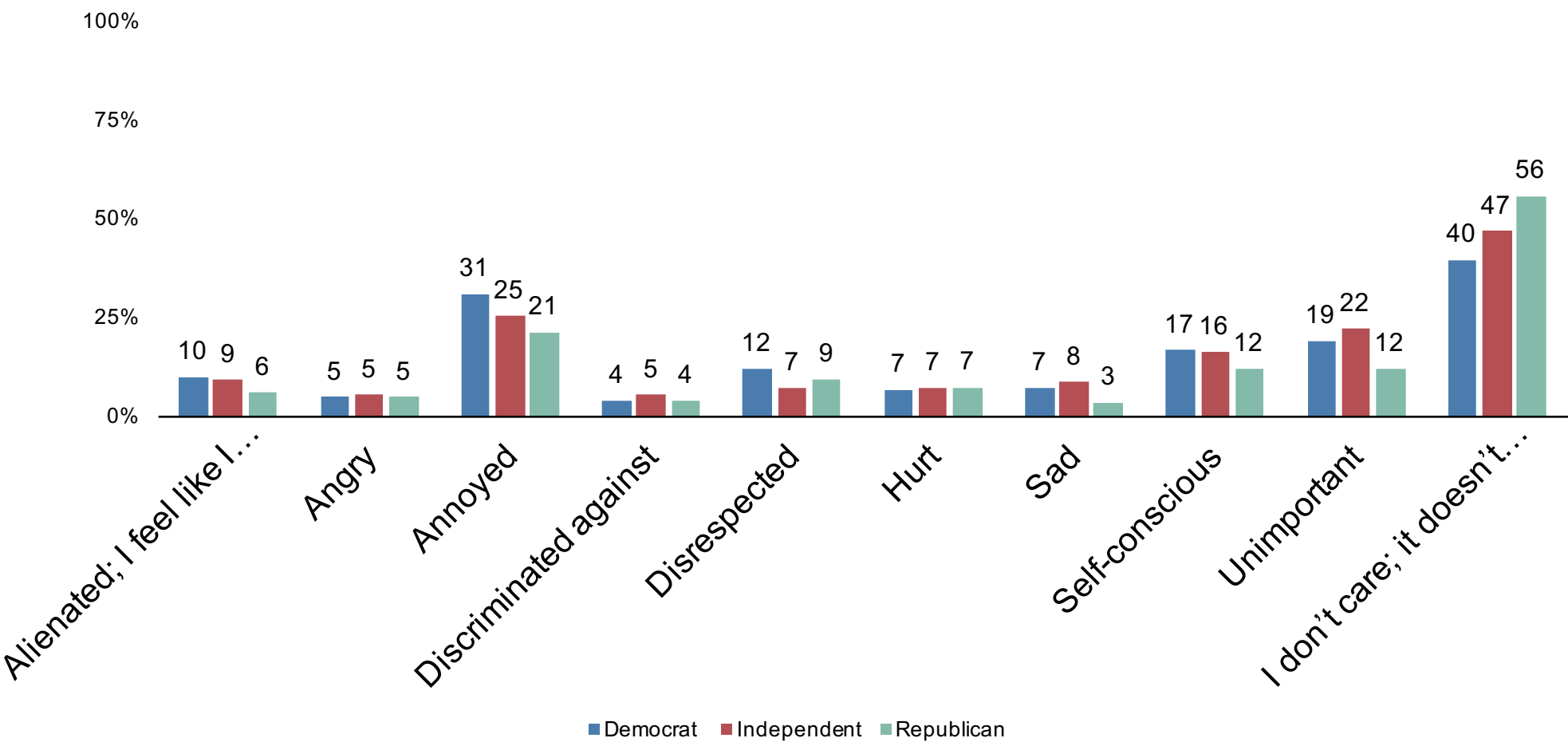
What would you like to see from your employer to help you solve identity and naming challenges?

	Ideology		
%	Liberal	Moderate	Conservative
Encourage employees with difficult to pronounce names to adopt nicknames	20	18	17
Have HR have a recorded list of everyone in the company	26	19	23
Hire people with easier to pronounce names	11	↓ 6	9
Integrate user-friendly naming pronunciation tools...nto workplace tools like Zoom, Slack, Google, etc.	29	27	24
Training on correct use of pronouns	↑ 43	24	↓ 11
Other	5	3	6
Nothing; the onus is on me not my employer to figure it out	↓ 23	39	↑ 42
Base	n=228	n=232	n=205

Base: 665 (63% of respondents)

Selected Crosstabs for: Derived: Generally speaking, do you usually think of yourself as a Republican, Democrat, Independent, or what?

How do you feel when someone mispronounces your name in the following work situations?



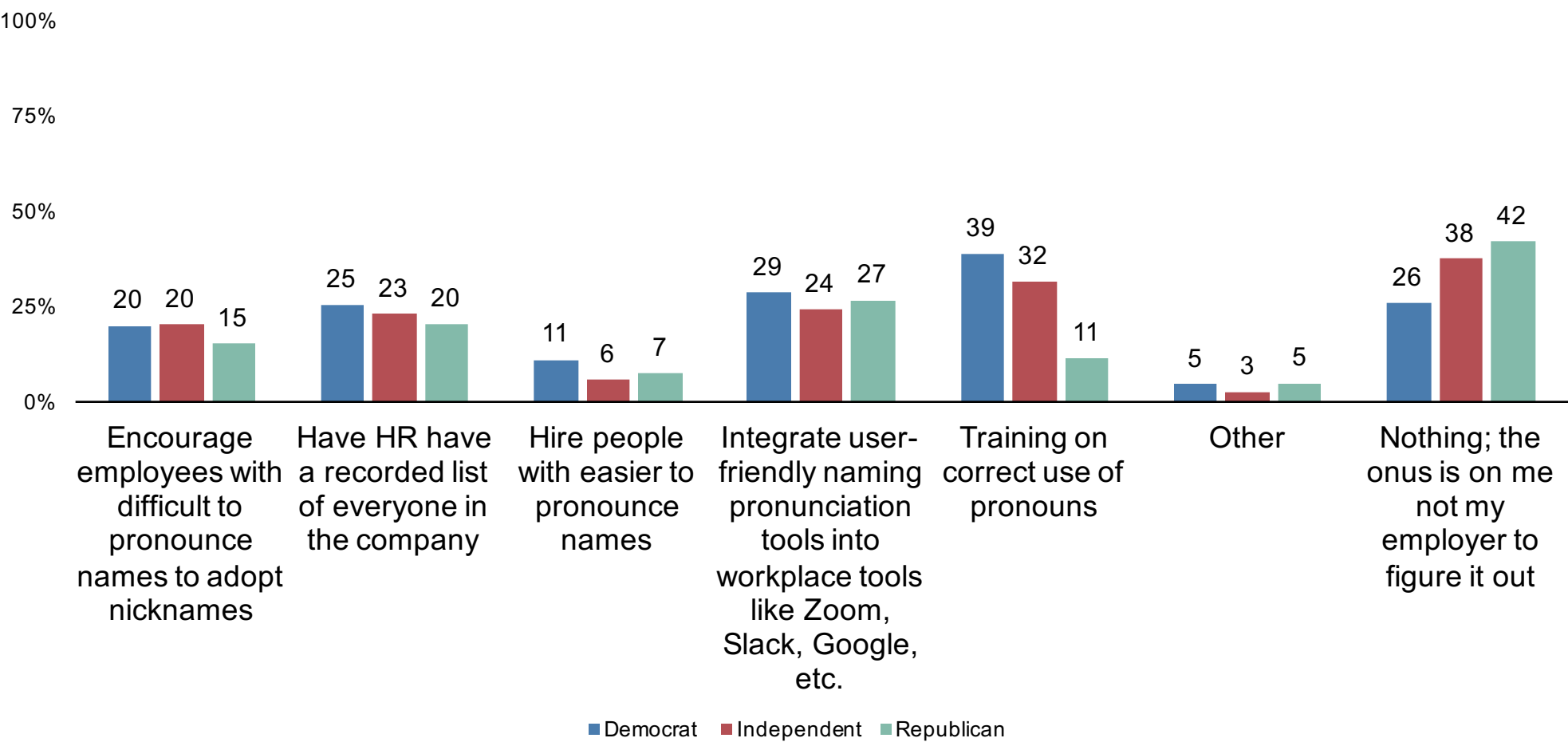
Base: 642 (61% of respondents)

How do you feel when someone mispronounces your name in the following work situations?

	Derived: Generally speaking, do you usually think of yourself as a Republican, Democrat, Independent, or what?		
%	Democrat	Independent	Republican
Alienated; I feel like I don't belong	10	9	6
Angry	5	5	5
Annoyed	↑ 31	25	↓ 21
Discriminated against	4	5	4
Disrespected	12	7	9
Hurt	7	7	7
Sad	7	8	↓ 3
Self-conscious	17	16	12
Unimportant	19	22	↓ 12
I don't care; it doesn't bother me at all	↓ 40	47	↑ 56
Base	n=253	n=154	n=235

Base: 642 (61% of respondents)

What would you like to see from your employer to help you solve identity and naming challenges?



Base: 665 (63% of respondents)

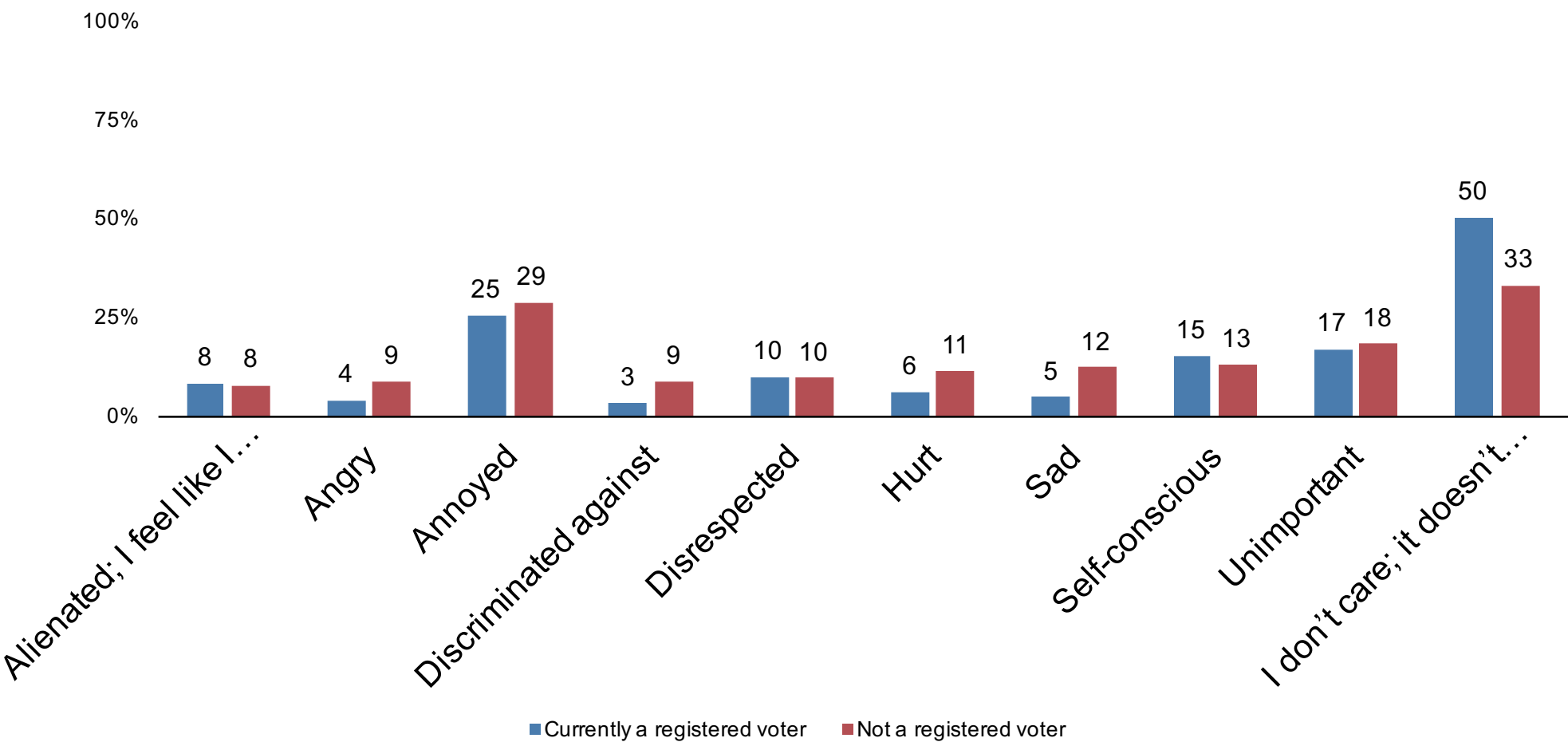
What would you like to see from your employer to help you solve identity and naming challenges?

	Derived: Generally speaking, do you usually think of yourself as a Republican, Democrat, Independent, or what?		
%	Democrat	Independent	Republican
Encourage employees with difficult to pronounce names to adopt nicknames	20	20	15
Have HR have a recorded list of everyone in the company	25	23	20
Hire people with easier to pronounce names	11	6	7
Integrate user-friendly naming pronunciation tools...nto workplace tools like Zoom, Slack, Google, etc.	29	24	27
Training on correct use of pronouns	↑ 39	32	↓ 11
Other	5	3	5
Nothing; the onus is on me not my employer to figure it out	↓ 26	38	↑ 42
Base	n=259	n=152	n=254

Base: 665 (63% of respondents)

Selected Crosstabs for: Registered Voter

How do you feel when someone mispronounces your name in the following work situations?



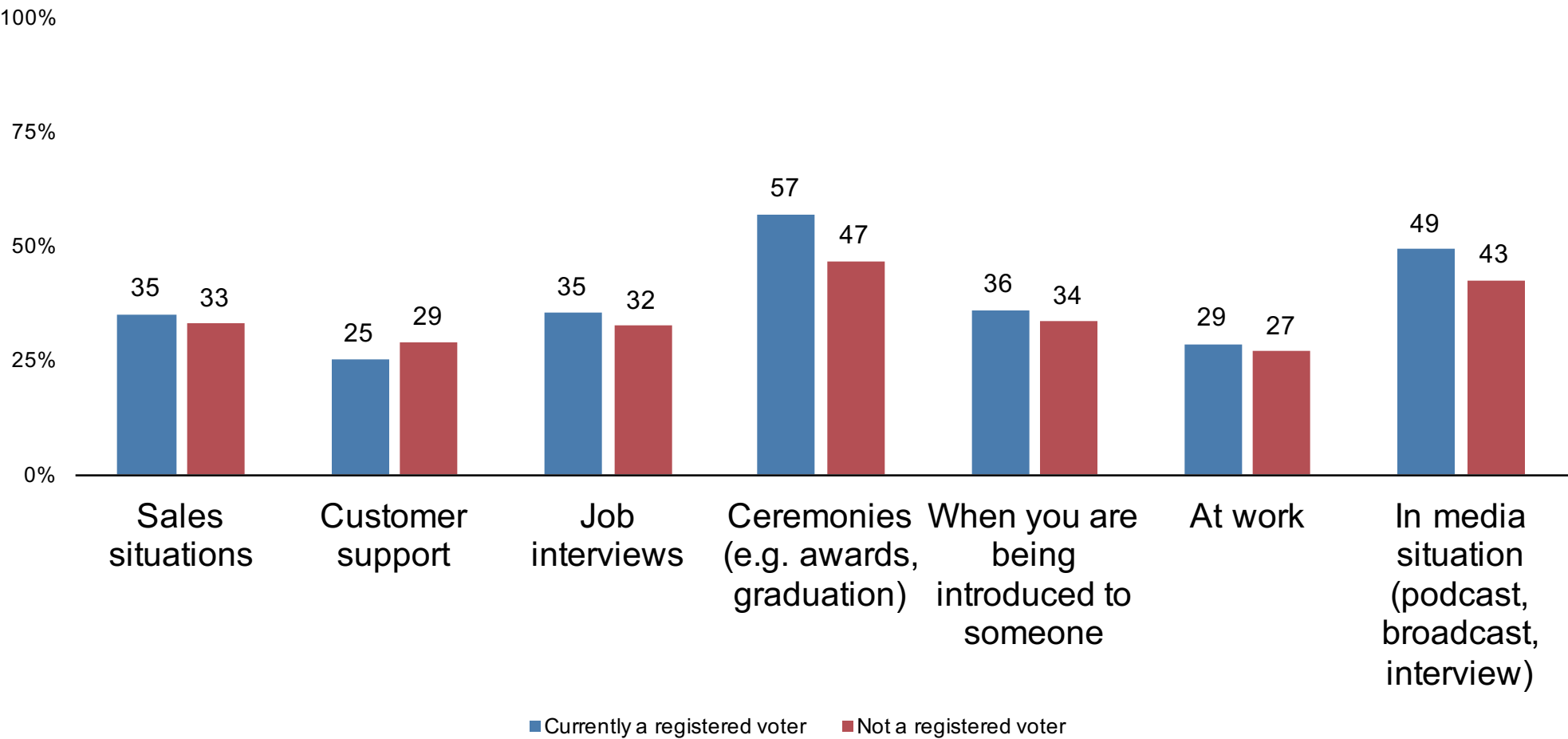
Base: 642 (61% of respondents)

How do you feel when someone mispronounces your name in the following work situations?

	Registered Voter	
	Currently a registered voter	Not a registered voter
Alienated; I feel like I don't belong	8	8
Angry	↓ 4	↑ 9
Annoyed	25	29
Discriminated against	↓ 3	↑ 9
Disrespected	10	10
Hurt	↓ 6	↑ 11
Sad	↓ 5	↑ 12
Self-conscious	15	13
Unimportant	17	18
I don't care; it doesn't bother me at all	↑ 50	↓ 33
Base	n=527	n=115

Base: 642 (61% of respondents)

How acceptable do you think it is to mispronounce a name in the following situations?



Base: 1,060 (All respondents)

How acceptable do you think it is to mispronounce a name in the following situations?

	Registered Voter	
[Somewhat unacceptable + Completely unacceptable (to mispronounce a name)]	Currently a registered voter	Not a registered voter
Sales situations	35	33
Customer support	25	29
Job interviews	35	32
Ceremonies (e.g. awards, graduation)	↑ 57	↓ 47
When you are being introduced to someone	36	34
At work	29	27
In media situation (podcast, broadcast, interview)	49	43

Selected Crosstabs for: Derived: Would you describe yourself as a "born-again" or evangelical Christian, or not?

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