



TO: Interested Parties
FROM: Jonathan Ingram, Ingram Market Research
DATE: June 27, 2024
RE: African American Adults’ Opinions on “Inclusive” Language in the Medical Setting

Ingram Market Research conducted a survey on Black adults’ opinions about “inclusive” and “gender-neutral” language in the medical setting. We interviewed 500 Black adults from June 25, 2024, to June 26, 2024. The survey’s margin of error is ± 4.38 percentage points.

This memo reviews the survey’s results.

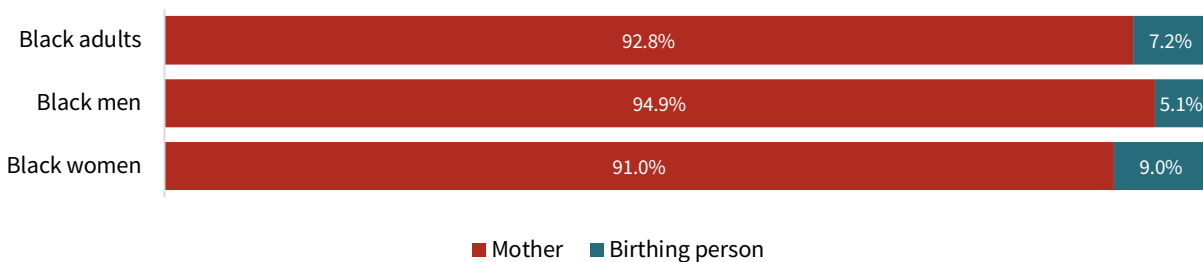
- Nearly 93 percent of Black adults prefer the term “mother” to the term “birthing person.”
- Black adults are significantly less likely to trust medical professionals who use the terms “birthing people” or “people with uteruses” instead of mothers.
- Nearly 94 percent of Black adults prefer the term “breastfeeding” to the term “chestfeeding.”
- Black adults are significantly less comfortable with medical professionals who introduce themselves with pronouns.
- More than 88 percent of Black adults say having a medical professional who is highly competent matters more than one who looks like them.

Black adults overwhelmingly prefer the term “mother” to the term “birthing person

Numerous federal, state, and local officials have begun replacing the term “mothers” with “birthing people” or “people with uteruses” in self-described “inclusivity” efforts. These efforts have included Congressional hearings and committee reports on Black maternal mortality, President Biden’s budget proposals, official “style guides” for the National Institutes of Health, state and local health statistics dashboards, and required continuing education courses on “anti-racism training and implicit bias” for medical professionals.

But the overwhelming majority of Black adults prefer the term “mother” to “birthing person.” Nearly 93 percent of Black adults prefer the term “mother,” compared to just 7 percent who prefer the term “birthing person.”

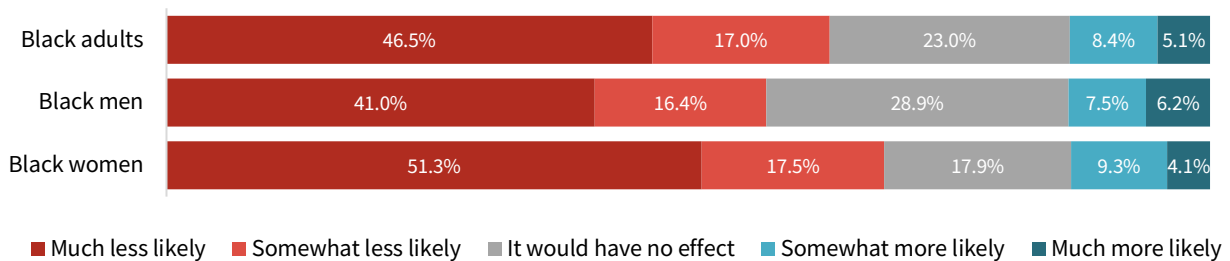
Some medical professionals have stopped using the word mother and started using the term “birthing person” to refer to pregnant women and women with children. Which of these terms do you prefer?



Black adults are significantly less likely to trust medical professionals who use the terms “birthing people” or “people with uteruses” instead of mothers

Black adults are also far less likely to trust medical professionals who use the terms “birthing people” or “people with uteruses” instead of mothers, making them less likely to take their advice. Nearly 64 percent of Black adults report that they would be either much less likely (46.5 percent) or somewhat less likely (17.0 percent) to trust and take advice from medical professionals who use the terms “birthing people” or “people with uteruses” instead of mothers. This is especially pronounced among Black women, who are nearly 69 percent less likely to trust and take advice from these medical professionals. Just 13 percent of Black adults are either much more likely (5.1 percent) or somewhat more likely (8.4 percent) to trust and take advice from these medical professionals.

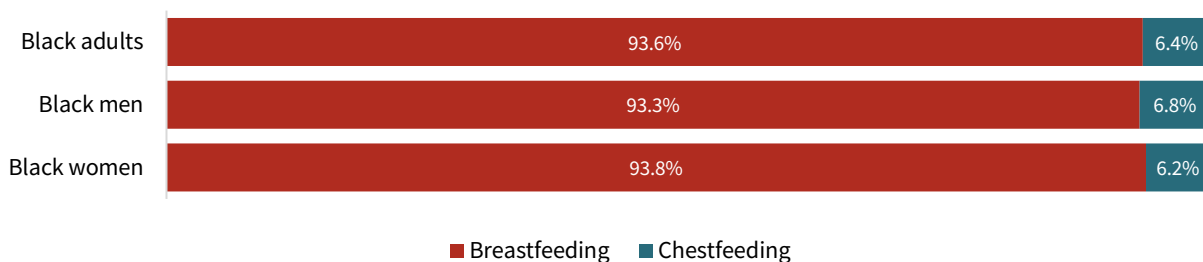
If a doctor or other medical professional called you and/or the women in your life “birthing people” or “people with uteruses” instead of “mothers,” would you be more or less likely to trust them and take their advice?



Black adults overwhelmingly prefer the term “breastfeeding” to the term “chestfeeding”

Numerous federal, state, and local officials have begun replacing the term “breastfeeding” with “chestfeeding” or “bodyfeeding” in self-described “inclusivity” efforts. But the overwhelming majority of Black adults prefer the term “breastfeeding” to “chestfeeding.” Nearly 94 percent of Black adults prefer the term “breastfeeding” compared to just 6 percent who prefer the term “chestfeeding.”

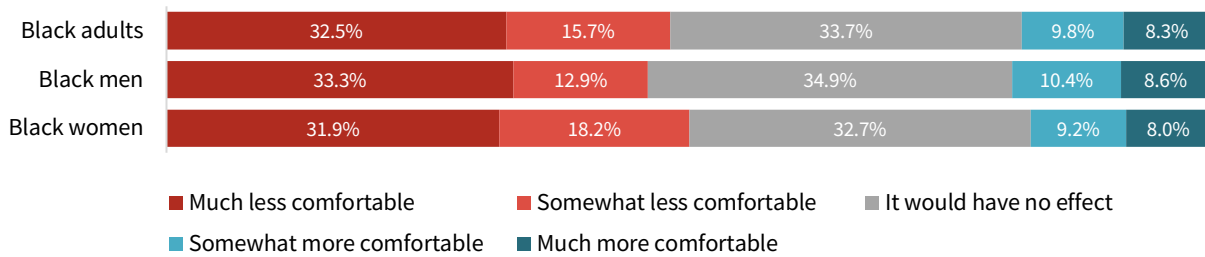
Some medical professionals have stopped using the word breastfeeding and started using the term “chestfeeding” to refer to feeding a child breastmilk. Which of these terms do you prefer?



Black adults are significantly less comfortable with medical professionals who introduce themselves with pronouns.

Many advocacy groups have pushed medical professionals to incorporate preferred pronouns into their practices. This can include asking patients for their preferred pronouns, sharing their own pronouns at the beginning of every appointment, listing pronouns on nametags or biographies, including pronouns in electronic health records, and more. But Black adults are significantly less comfortable with medical professionals who introduce themselves with pronouns. More than 48 percent of Black adults would be either much less comfortable (32.5 percent) or somewhat less comfortable (15.7 percent) with medical professionals who introduce themselves with their preferred pronouns or have their pronouns listed on their nametags. Just 18 percent would be either much more comfortable (8.3 percent) or somewhat more comfortable (9.8 percent) with these medical professionals.

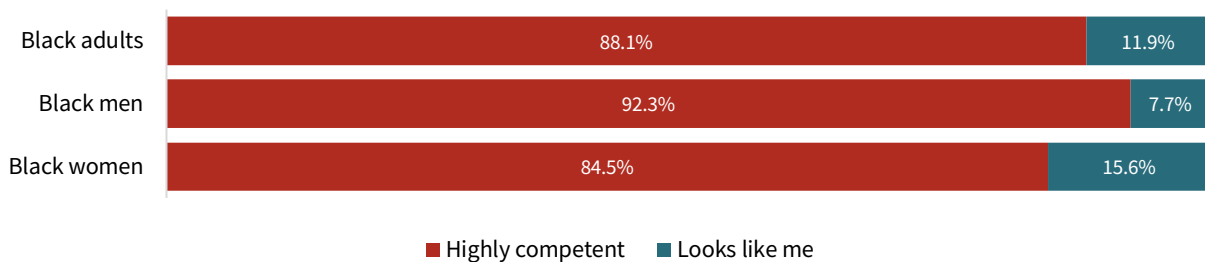
Some medical professionals have started introducing themselves with their pronouns, such as "she/her," "they/them," or "ze/zir," and having their pronouns listed on their nametags. Would you be more or less comfortable having medical professionals as your health care providers if they introduced themselves with their pronouns?



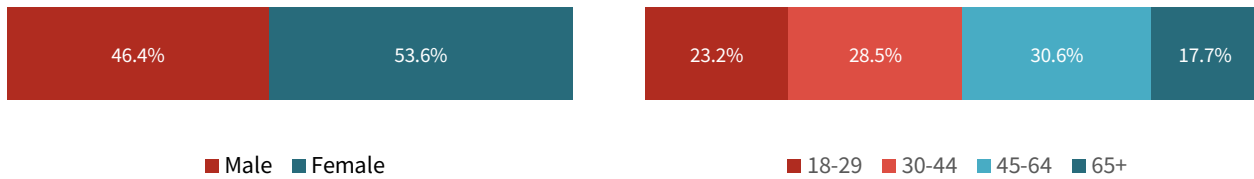
Black adults overwhelmingly say having a medical professional who is highly competent matters more than one who looks like them

Many advocacy groups have pushed “racial concordance”—where medical professionals and their patients share a racial identity—as a top priority for medical professionals. But Black adults overwhelmingly say they care more about medical professionals’ competence than their races. More than 88 percent of Black adults say it matters more to them that a medical professional is highly competent than whether they look them.

What matters more to you: a medical professional who is highly competent or one who looks like you?



Demographics



Methodology

Results for this poll are based on interviews conducted among a nationwide sample of 500 Black adults. Ingram Market Research collected data for this survey research. The surveys were conducted between June 25, 2024, and June 26, 2024.

The margin of sampling error is plus or minus 4.38 percentage points. The margin of sampling error may be higher for specific subgroups. Results presented may not always appear to total 100 percent due to rounding.

Data was sampled using weighted demographic information from the U.S. Census Bureau's most recent Current Population Survey Annual Social and Economic Supplement. Demographic information for Black adults were used to construct sample target weights.

Do No Harm paid for all costs associated with this survey.