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To whom it may concern,

I would like to voice my opposition to HB1474. Removing transgender individuals from state data collection works against us as a society.

As a working marketing professional who relies on state-provided demographic information in making strategic plans for clients, accurate vital statistics play a role in which companies are willing to spend advertising budget, open storefronts/brick-and-mortar facilities, sponsor events, and expand product lines.

In March 2022, it was estimated that the LBTQ+ community spending surpasses \$1.4 Trillion (<https://www.yahoo.com/now/us-lgbtq-spending-surpasses-1-205100102.html>). By manipulating the data sources to exclude a vital population of the United States, it will limit to the economic growth of our state. Further, it will discourage many businesses who look for human rights issues at the state level from doing business in North Dakota.

Transgender individuals also contribute to society in roles that might differ from what you might assume from birth records. For instance, transgender women are mothers, aunts, daughters, and sisters. As they interact in society, spend disposable income, receive healthcare, and serve as volunteers, they will do so as females. Not including this information in vital statistics will erase their invaluable contributions and likely misattribute their activity to another demographic.

This in turn will impact every major pillar of society and hinder our growth as a community.

Aside from the moral responsibility you hold as elected representatives to our state to represent every single individual who calls this state home, I implore you to also consider the devastating impact this will have on our economy.

Thank you for your consideration,
Annika Mitic