The lived experience of people who identify as gender nonbinary
“That’s who I am”

BEING COUNTED
Our 2022 research across 16 countries in Europe and North America explores trends among gender nonbinary communities as part of Mastercard’s True Name card feature.

More than one third (35%) of nonbinary people find it annoying when they are addressed as a particular gender, compared to 11% of the general population.

59% of nonbinary people and 23% of the general population are aware that you can have your name changed on your credit or debit card, as compared with 12% of the general population.

55% of nonbinary people have been bullied, discriminated against, verbally abused or mistreated.

66% of all consumers are not bothered by the growing number of companies that are using gender neutral salutations.

SHIFTING CONSUMER ATTITUDES
“I think it’s important for society to progress to the point that we can accept people that are not within the narrow norm.” – Survey respondent

In 2022, as True Name continues to expand to more countries and regions, we’re building on our work with conducted research about perceived gender inequalities and experiences for nonbinary individuals and the broader population across 16 countries in Europe and North America.

For more information, visit mastercard.com/news/insights/2022/true-name/wsi