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.

PAYMENTS EXPERIENCES

More than one third (35%) of nonbinary people find it annoying when their gender is stated on their identity card, bank card or credit card, as compared to 12% of the general population.

DISCRIMINATION

“We need more acceptance in society of gender non-conforming persons.” – Survey respondent

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 on-going 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/