



TRUE NAME

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.

2.8%

of all surveyed individuals identify as nonbinary

5.3%

of all surveyed Gen Z individuals identify as nonbinary



41%

say they know someone who is nonbinary

49%

say they understand if people don't want to identify as either male or female

44%

of people who identify as nonbinary say they are generally satisfied with themselves

PAYMENTS EXPERIENCES

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.



34%

of nonbinary people find it annoying when their gender is stated on their identity card, bank card or credit card, as compared with 12% of the general population

59%

of people who identify as nonbinary say they feel unsafe while shopping

55%

of nonbinary people and 23% of the general population are aware that you can have your named changed on your credit or debit card

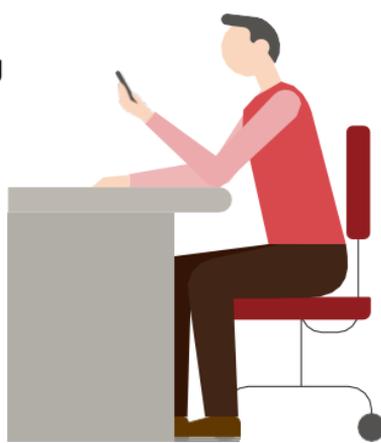


DISCRIMINATION

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

74%

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



63%

of nonbinary people feel unsafe while going out



51%

of nonbinary people feel unsafe in their own homes



44%

of nonbinary people often feel gloomy or depressed

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



37%

of all consumers find it unnecessary when a company asks about their gender



57%

of all consumers think it's important that companies and organizations address them in a way that respects their identity



66%

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

In 2022, as True Name continues to expand to more countries and regions, we're building further 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/

Source: Mastercard 2022.

The research was conducted by Mastercard in May 2022 in the Netherlands, France, Germany, Italy, Poland, Spain, Sweden, the United Kingdom, Belgium, Austria, Portugal, Israel, Czech Republic, Slovakia, the United States of America and, in each country a sample of n= 1,000 respondents was used, except for Portugal (n= 650) and Slovakia (n= 600). A total of n= 15,935 people participated in the research, of which n= 452 identify as non-binary. The research has been commissioned via Motivaction International in 16 countries across Europe and Northern America. This research is one of the first focusing on non-binary people.