UNITED STATES

DIVERSITY, EQUITY, & INCLUSION IMAGERY TOOLKIT

Driving authentic representation in marketing and communications, one image at a time.

Presented By:

citi | **getty**images

INTRODUCTION

Citi embraces equity and inclusion as a core mission. When we educate our teams to celebrate diversity, we move the culture forward.

Together, Citi and Getty images created this Diversity, Equity, & Inclusion Imagery Toolkit to set a standard for authentic representation, celebrate identity, and improve our understanding of different cultures.

We've leveraged Getty Images' proprietary data and expertise as the world's leading visual content provider, accessing hundreds of millions of annual downloads and billions of annual searches, and tapping into the consumer perspective with their Getty Images Visual GPS research. We've also utilized data and insights from the leading research agency Kantar, to round out these findings with a deeper understanding of cultural attitudes, behaviors, and stereotypes.

This toolkit will help global marketers and communicators recognize the pressing issues in underrepresented communities, using a lens of equity to accelerate change in local marketing and advertising. It will help move messaging beyond the superficial, such as with tokenism, or including a certain group merely for symbolic purposes. This is often seen in regards to race, but is also applied to the other lenses of identity. The toolkit raises important questions: what do we see, what is the demographic and psychographic landscape of a country, and where are there opportunities for representation? It also brings forward observations on questions to ask when selecting visuals.

This resource is intended to help global marketers and communicators to infuse authenticity into visual storytelling across all communication channels and platforms.

We hope these actionable insights help to positively influence global marketing and messaging.

THE TOOLKIT

WHAT?

A roadmap for incorporating authentic and multi-faceted depictions of people in advertising, marketing, communications, and creative assets globally, while also identifying biases and stereotypes through specific lenses of identity

WHY?

To help foster meaningful, authentic, and inclusive representation across creative assets and communications globally

WHO?

For marketers, communicators, and other creative-facing stakeholders

DEFINING THE LENSES OF IDENTITY

RACE & ETHNICITY

Race may be defined as "a category of humankind that shares certain distinctive physical traits," while the term ethnicity may be more broadly defined as "large groups of people classed according to common racial, national, tribal, religious, linguistic, or cultural origin or background." There is no scientific basis for race, but it has become a broadly accepted social categorization especially within the United States. It is important to remember that race and ethnicity are not mutually exclusive categorizations and can overlap for certain communities.

GENDER

Gender has been most widely understood as the characteristics, attitudes, feelings, roles, and behaviors typically associated with one's sex. In reality, gender is much more complex and nuanced. Here are three important lenses to view gender through: biological sex which refers to the physical body created by chromosomes, genes, hormones; gender identity which describes one's internal sense of their gender; and gender expression, which describes the external appearance of one's gender identity.

SEXUAL ORIENTATION

Sexual Orientation refers to a person's inherent or immutable enduring emotional, romantic, or sexual attraction to other people. It is focused on a person's relationships and is separate from gender identity, so some parts of the LGBTQ+ acronym (lesbian, gay, bisexual, transgender, and queer or questioning, and more) may not apply. The L, G, B, and Q are used to describe a person's sexual orientation, while the T refers to gender identity.

AGE

Age is defined as the length of time that a person has lived. A person's experience socially, culturally, economically, etc. can often be impacted by how young or old they are.

DISABILITY

A disability can be described as any condition of the body or mind that makes it more difficult for the person with the condition to do certain activities and interact with the world around them. There are many types of disabilities, such as those that affect a person's: vision, movement, thinking, remembering, learning, communicating, hearing and/or mental health. It is recommended that when referring to disability, language remains human-first, i.e., a person with a disability rather than a disabled person.

BODIES

Bodies cover all aspects of a person's physical appearance. It's especially connected to body image, which refers to a subjective picture of one's own physical appearance established both by self-observation and by noting the reactions of others.

RELIGION

Religion can be explained as a set of beliefs concerning the cause, nature, and purpose of the universe, especially when considered as the creation of a superhuman agency or agencies, usually involving devotional and ritual observances, and often containing a moral code governing the conduct of human affairs. There are several religions and religious denominations around the world with varying customs that may affect the way people dress, what they eat, what activities they do, how they marry and raise children, and much more.

THE STATE OF DIVERSITY & INCLUSION IN THE UNITED STATES

A reckoning has taken hold in the United States, focused on diversity, equity, and inclusion across the full spectrum of identity—and largely kickstarted by the inception of social media in the late aughts.

Social media has been the driving force in the rising movements of justice, sociopolitical change, and cultural upheaval: from Black Lives Matter and #MeToo to the pivotal 2016 presidential campaign and subsequent election of Donald Trump. With consumers perceiving social media as a vehicle for inclusive visual storytelling, its users are more likely to report seeing diversity of all kinds on social media than on other channels. Being able to see diversity helps create change across all forms of identity.

Race & ethnicity. Diversity and inclusion conversations became mainstream in the U.S. in the summer of 2020 with the rise of mass protests against police brutality following the murders of Breonna Taylor and George Floyd.

A persistent narrative of a potential majority-minority future is now more clearly being seen as an oversimplified forecasting of a racially-blended society based on demographic projections. In reality, the U.S. is becoming more polycultural than multicultural, with immigration expanding the number of cultures living side by side and an increase in racial blending is weaving new connective threads between different ethnicities across the country.

Historical injustices and stereotypes continue to persist in representing racialized people, which can flatten identities in a singular way that lacks depth or nuance.

Gender. Women's rights have been foundational in conversations about equality, equity, and inclusion over the last century. While great strides have been made, stereotypes continue to permeate advertising and media, and women of color are often not included when progress is made.

A more expansive understanding of gender is gaining in the culture, even as rights of transgender people are being challenged in many state legislatures. People across the U.S. are increasingly more supportive of all expressions of gender identity, with a majority believing "people should be free to express their gender through clothing, hairstyles, mannerisms" and that "society should not try to enforce conformity to traditional gender roles."

Sexual Orientation. The legalization of marriage equality in 2015 opened the door to increased understanding and representation of the LGBTQ+ community; however, overall inclusion remains limited and, in some cases, may be viewed as one-dimensional or stereotypical.

The younger generation may be the driver of LGBTQ+ diversity and inclusion change, with 16% of Gen Zers identifying as something other than straight, according to a 2020 Gallup poll.

Disability. This aspect of identity is the least represented in advertising, given its size in the U.S. population: it is estimated that 1 in 4 adults lives with some form of disability, yet fewer than 1% are represented in advertising. At the same time, cultural conversations about representation and the importance of disability rights are growing.

Aging, body inclusivity, and religion. Other identities are growing areas for representation and inclusion, even as the fight for equity continues in all other aspects of identity.

While this toolkit is divided into individual lenses, it is important to recognize their intersections as well. The more we understand about them, the more authentically we can portray people's actuality.

Source: Getty Images Visual GPS 2020, Washington Post

CONTENTS

RACE & ETHNICITY

01 RACE & ETHNICITY

// Demographics: A breakdown of the US population by racial and/or ethnic identity

The United States Polyculture

In 10 years, the under-50 population will be majority non-white.

Non-white populations skew younger, making Millennials and Gen Z the most racially-diverse generations in history.

More Asians than Hispanic/Latino Americans have migrated to the U.S. since 2010. This trend will continue, with estimates indicating that by 2065, Asians will make up 38% of all immigrants.

Source: Pew Research; Data pulled from 2010 Census

White Americans
(alone, not including Latinos)

60.6%

Hispanic/Latino Americans
(including Puerto Ricans)

16.3%

Black/African Americans

13.6%

Asian Americans
(incl. those identifying in combination with another race)

5.6%

Native Americans & Alaska Natives
(categorized as 'American Indian and Alaska Native' in the Census)

1.7%

Arab & other Middle Eastern Americans

0.5%

Native Hawai'ians & other Pacific Islanders
(with 0.2% identifying solely in this category)

0.4%
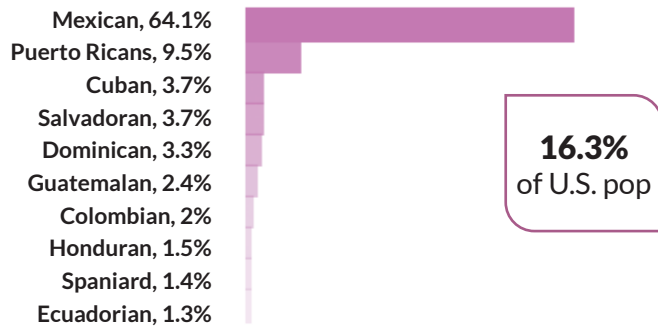
Source: CIA Factbook; Pew Research

01 RACE & ETHNICITY

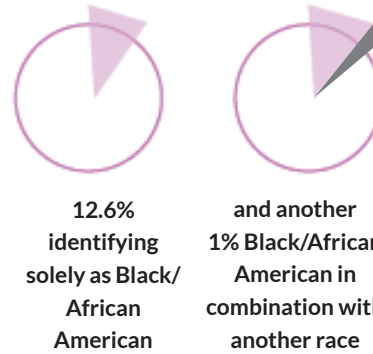// Demographics: A breakdown of the US population by racial and/or ethnic identity

Even within broad racial or ethnic categories, diversity exists across nationalities and cultures.
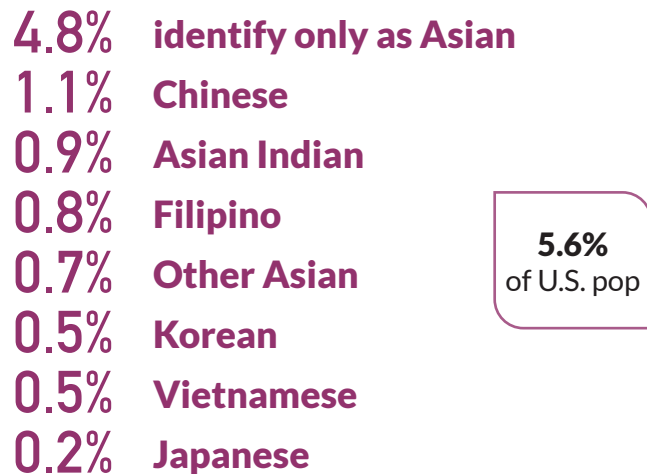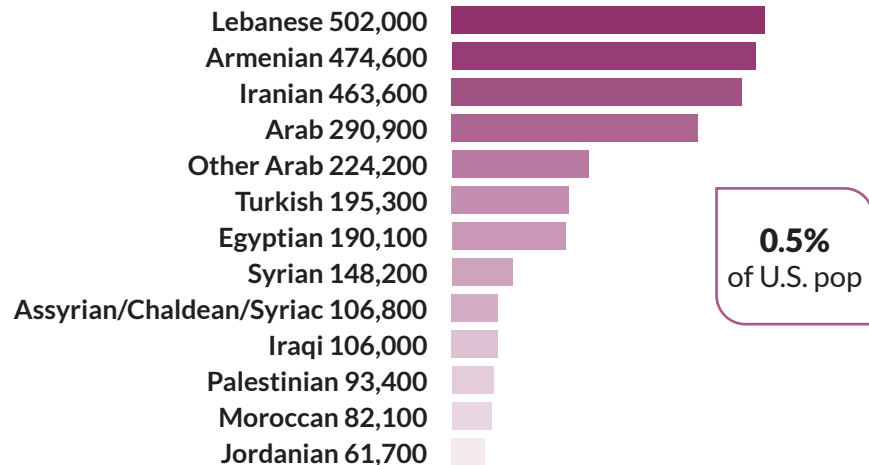
Hispanic/Latino population

Mexican, 64.1%
Puerto Ricans, 9.5%
Cuban, 3.7%
Salvadoran, 3.7%
Dominican, 3.3%
Guatemalan, 2.4%
Colombian, 2%
Honduran, 1.5%
Spaniard, 1.4%
Ecuadorian, 1.3%

16.3%
of U.S. pop

Black population

12.6% identifying solely as Black/African American

and another 1% Black/African American in combination with another race

*10% of Black people in the U.S. are foreign born

13.6%
of U.S. pop

Asian population

4.8% identify only as Asian
1.1% Chinese
0.9% Asian Indian
0.8% Filipino
0.7% Other Asian
0.5% Korean
0.5% Vietnamese
0.2% Japanese

5.6%
of U.S. pop

Middle Eastern population

Lebanese 502,000
Armenian 474,600
Iranian 463,600
Arab 290,900
Other Arab 224,200
Turkish 195,300
Egyptian 190,100
Syrian 148,200
Assyrian/Chaldean/Syriac 106,800
Iraqi 106,000
Palestinian 93,400
Moroccan 82,100
Jordanian 61,700

0.5%
of U.S. pop

Source: 2021 CIA Factbook; 2021 Pew Research

01 RACE & ETHNICITY

// Visual Landscape: The norms seen in popular visuals, advertising, media, and consumer research

Of the most popular visuals featuring a people of any race or ethnicity, nearly half include people of color.

Here's how this content breaks down in descending order:

Black/African-American 27%

Hispanic/Latino 14%

Mixed race 11%

East Asian 9%

Southeast Asian 4%

Indian 1.9%

Middle Eastern 1.7%

....

Native American 0.4%

Pacific Islander 0.3%

Insights ...

Some communities of color are clearly emphasized, while others remain less visible.

Below populational proportions in the U.S. based on current demographics

01 RACE & ETHNICITY

// **Visual Landscape: The norms seen in popular visuals, advertising, media, and consumer research**

Tokenism noun

the practice of making only a perfunctory or symbolic effort to be inclusive to members of marginalized and/or underrepresented groups.

Insights ...

92% of brands showed people of color. However, only...

15% were represented culturally beyond skin color.

Tokenism continues to be prevalent

When combined, non-white ethnicities — or people of color (POC) — make up a smaller percentage of visuals featuring people, yet are more likely to appear in multi-ethnic groups.

21% ●●●●●●●●●●
of white people appear in multi-ethnic groups vs.

31% ●●●●●●●●●●
of people of color (POC)

Those percentages vary widely based on the racial/ethnic group, with tokenism more common for some racial/ethnic groups than others.

41%
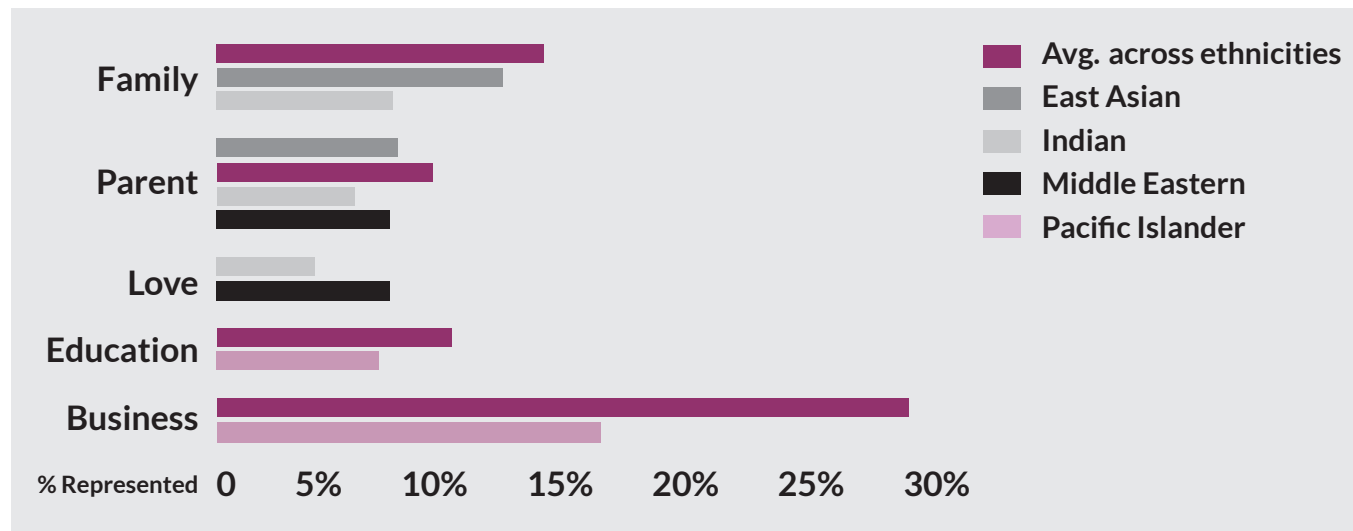of visuals with multi-ethnic groups include Black people.

Conversely only

23%
of visuals with multi-ethnic groups feature those of East Asian descent

01 RACE & ETHNICITY

// Visual Landscape: The norms seen in popular visuals, advertising, media, and consumer research

Lack of authenticity and depth in storytelling

The communities less represented in visuals (East Asian, Indian, Middle Eastern, Pacific Islander) are also less likely to appear in more humanizing and authentic everyday scenarios, such as:

Legend:
- **Avg. across ethnicities**
- East Asian
- Indian
- Middle Eastern
- Pacific Islander

X-axis categories: Family, Parent, Love, Education, Business
% Represented: 0, 5%, 10%, 15%, 20%, 25%, 30%

8 in 10
people of color encounter bias or discrimination

6 in 10
believe it's due to their race/ethnicity

3 in 10
believe it's due to assumptions about their lifestyles

Source: Getty Images Visual GPS

Additionally, some stereotypes still play out across the board for all communities of color:

3X For example, nearly 3x more white people than people of color appear in visuals for popular search term "adventure."

15% In visuals that show Black people in coupled relationships, 15% include a white partner—higher than the national average of intermarrying Black/white partners (10%). For LGBTQ+ couples, this number is much higher at 63%.

01 RACE & ETHNICITY

// Visual Landscape: The norms seen in popular visuals, advertising, media, and consumer research

Colorism noun

discrimination based on skin color (also known as racism, colorism, or shadeism) is a form of prejudice in which people who are usually members of the same race are treated differently based on the social implications which come with the cultural meanings which are attached to skin color.
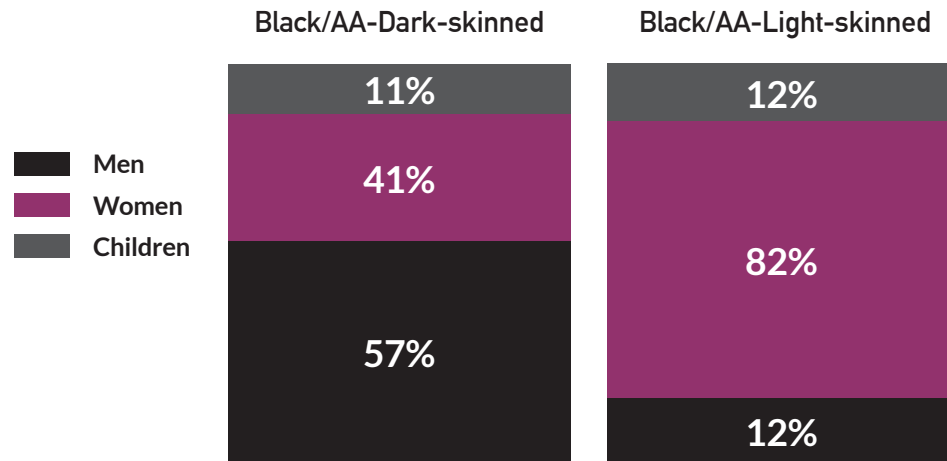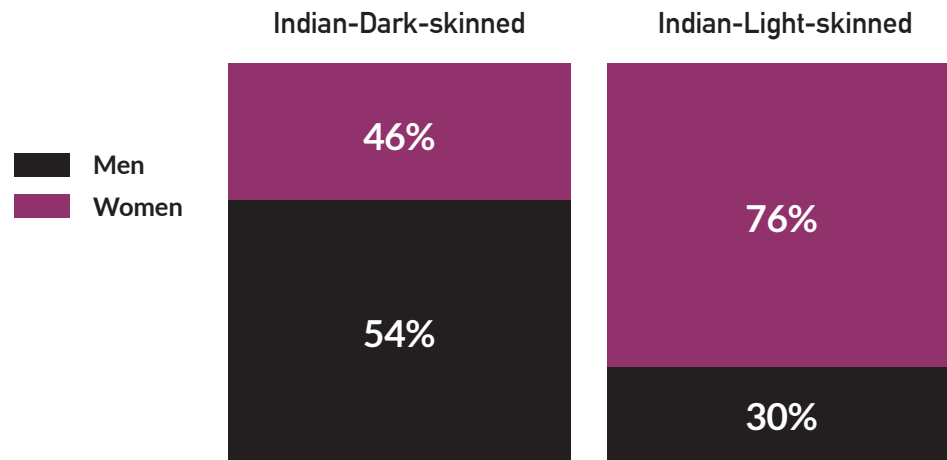
7 in 10

people of color feel they experience discrimination due to their skin color

Source: Getty Images Visual GPS 2020

Increased visibility often hides a tendency toward colorism.

Skin tone is a critical area to explore more deeply for communities of color. For Black/African-American people - the second most featured racial group in visuals - overall, darker skin is slightly more represented than lighter skin (21% more). However, when looking at skin tone representation across intersections of identity such as gender or age, more visual biases emerge.

Black/AA-Dark-skinned

- Children: 11%
- Women: 41%
- Men: 57%

Black/AA-Light-skinned

- Children: 12%
- Women: 82%
- Men: 12%

Legend:
- Men (black)
- Women (magenta)
- Children (gray)

However, colorism isn't just about the Black/African-American community. Visuals depicting people who are Indian-Americans reveal similar struggles.

Indian-Dark-skinned

- Women: 46%
- Men: 54%

Indian-Light-skinned

- Women: 76%
- Men: 30%

Legend:
- Men (black)
- Women (magenta)

01 RACE & ETHNICITY

// **What's missing in visuals: Areas of opportunity within the current visual landscape**

Multi-racial groups that do not center white people

People of color in learning, teaching or other educational scenarios

Native American or Pacific Islander communities

Romantic coupled relationships centering people of color (without white partners)

People of color in their communities as members of a family, as parents, as children

Interracial romantic coupled relationships without a white partner

People of color at work or in business settings

Dark-skinned Black women in all possible settings and situations

Dark-skinned Black children with families, at play, at school

Adventure and play with people of color

Dark-skinned Indian women in all possible settings and situations
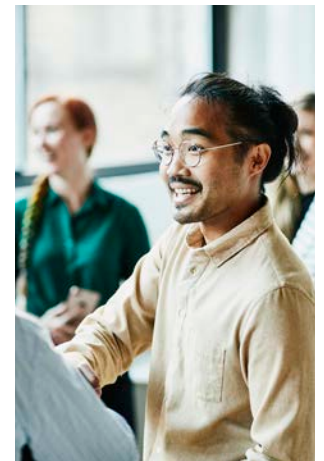
Images shown are examples only; they are not exhaustive and representative of everything that needs to be represented. All images must adhere to brand guidelines.

01 RACE & ETHNICITY

// Inclusivity Questions: Question-based visual guidance to develop inclusive and bias-disrupting creative work

When addressing race and ethnicity representation, here are some questions around inclusivity to consider.

Are you intentionally approaching representation of non-white races/ethnicities individually or lumping identities together?

Are you relying on "tokenism" and making a symbolic and/or minimum effort to depict race/ethnicity? Or are you humanizing them and telling robust, authentic stories of communities of color?

Are we actively representing people in ways that break or diminish stereotypes? Are you checking the ways settings, behaviors, expressions, clothing, etc. are depicted?

Are people of color featured in a variety of roles and professions (e.g., employer AND employee, different industries)? Are they displaying a variety of hobbies, interests or lifestyles?

Are you showing a range of skin tones, facial features, hair textures, and authentically reflecting the diversity within communities of color?

Are you showing a person's race/ethnicity alongside other intersections of their identity? (e.g., disabilities, gender identity or expression, age, etc.)

Are you reflecting the cultural nuances and traditions of different races/ethnicities (around food, celebrations, activities, etc.)?

GENDER

02 GENDER

// Demographics: A breakdown of the US population by gender identity

48.9% MEN   51.1% WOMEN
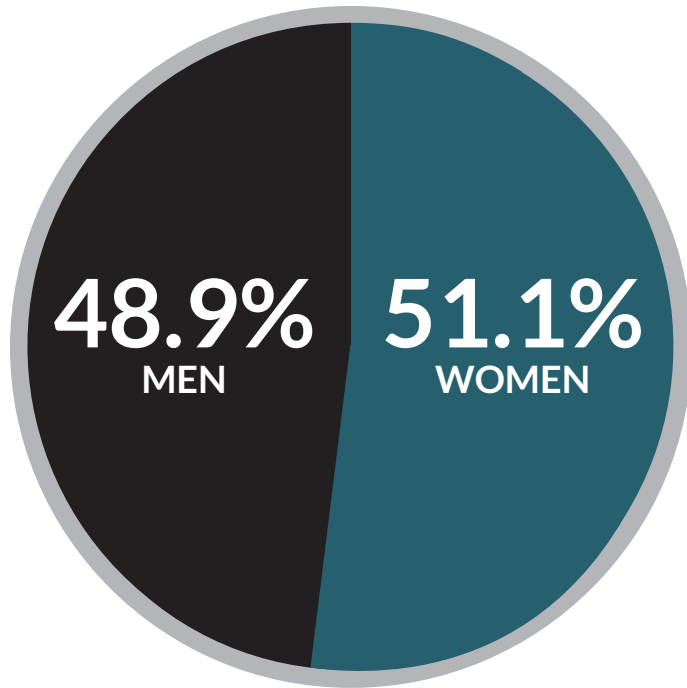
Looking at the population, the gender ratio in the United States favors females, though the gender gap is remaining stable.

In 2010, there were 7.43 million more women, with the difference projected to decrease to 7.42 million by 2025. There are only 10 states where the gender ratio favors men.

Additionally, 0.6% or 1.4 million adults in the United States identify as transgender.

Sources: Statista; Pew Research Center, Sept 2018; Kantar 2020 US Monitor

Attitudes on Gender are Changing

41%
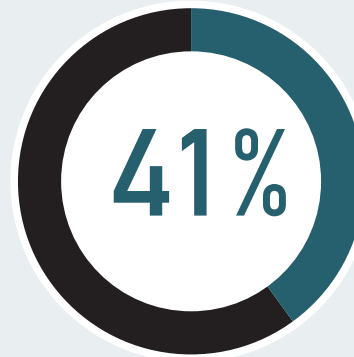
41% of U.S. adults say that society is not accepting enough of people who don't identify as either a man or a woman.

Gen Z (b. 1997-2012) leads the way on openness and inclusivity, particularly when it comes to gender.

60%
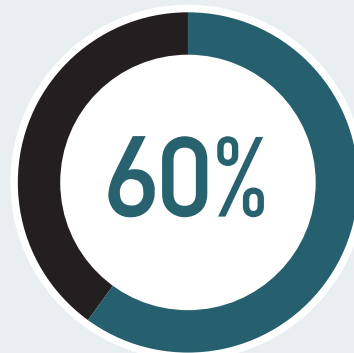
In fact, Gen Z are 60% more likely than Millennials (b. 1981-1996) to know someone who identifies as transgender or nonbinary. They also do not believe there's any "right way" to behave as male or female; they look to break free of restrictive gender rules.

02 GENDER

// **Visual Landscape: The norms seen in popular visuals, advertising, media, and consumer research**

Gender stereotypes are still pervasive for both men and women

█ MEN   █ WOMEN

Though women are included in 17% more visuals, men are more likely to appear in scenarios related to business, leadership or innovation.

+4%
business

+6%
leadership

+16%
innovation

Conversely, 31% more visuals feature women in activities related to domestic life. Women are more likely than men to be depicted doing chores, cooking or cleaning. Additionally, they make up a larger portion of remote work scenarios related to parenting, with 23% more women featured parenting while working and 88% more women focused on homeschooling children.

+31%
domestic life

+23%
parenting while working

+88%
homeschooling children

Insights ...

94%

of brands showed women in a primary role within the advertisement, but most instances were stereotypical, such as empathetic mom, devoted-wife, or boy-crazy girl

Source: Deloitte Heat

-24%
happiness

-16%
emotion

-18%
love

+27%
anger

Lastly, women are not the only ones boxed in.
Men are less likely to be shown as emotionally expressive (-16%). They make up a smaller portion of visuals related to love or happiness. In contrast, they make up much larger portions of visuals related to anger.

02 GENDER

// Visual Landscape: The norms seen in popular visuals, advertising, media, and consumer research
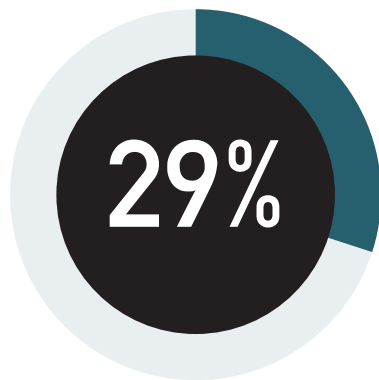
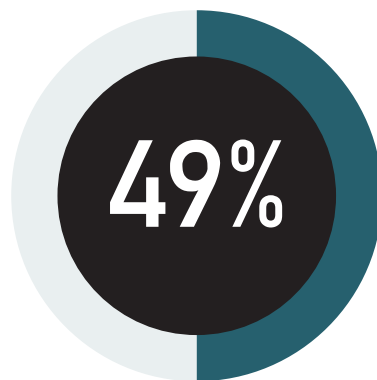## Struggles exist in moving beyond the binary and represent variant gender identities and expressions

<1%

Gender identity diversity appears in less than 1% of visuals:

Transgender: 0.10%
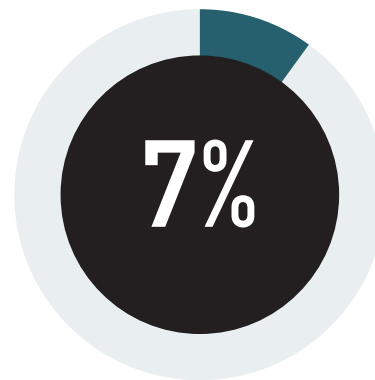Nonbinary: 0.03%
Genderfluid: 0.03%
Androgynous: 0.03%

Transgender, nonbinary (NB) and gender nonconforming (GNC) people are almost always seen alone, without community or with some sort of pride or trans symbolism:

More than half of American consumers believe that people should accept that there are more than two genders. Women are more likely than men to share this belief.

29%
Portrait

49%
Pride (flags, march)

7%
Trans symbolism

Trans women and trans men are **5x** more likely to be represented than trans men. Young adults are the most likely age group to appear in transgender, nonbinary and gender non-conforming visuals.

Source: Getty Images Visual GPS 2020

02 GENDER

// **What's missing in visuals: Areas of opportunity within the current visual landscape**

Women in business and leadership roles

Men showing thoughtful, softer emotions

Women as innovators, creative thinkers, inventors

Men at home doing domestic activities (e.g., cleaning, cooking, etc.)

Trans women of all ethnic backgrounds in everyday living scenarios (e.g., at home, at work, at school, etc.)

Trans men of all ethnic backgrounds in everyday living scenarios (e.g., at home, at work, at school, etc.)

Men homeschooling children of all ages while working remotely

Non-binary and gender non-conforming people in everyday living (e.g., at home, at work, at school, etc.)

Men as single parents caring for children of all ages

Older trans, non-binary or gender non-conforming people (50+)

Images shown are examples only; they are not exhaustive and representative of everything that needs to be represented. All images must adhere to brand guidelines.

02 GENDER

// Inclusivity Questions: Question-based visual guidance to develop inclusive and bias-disrupting creative work

When addressing gender representation, here are some questions around inclusivity to consider.

◉ Are you considering images that help counter gender reinforcing stereotypes?

◉ Are the roles depicted in the imagery you choose equally attributable to women and men? (e.g., who is the caregiver, who is featured in a role of power, what activities are they doing?)

◉ Are you embracing people of all gender identities as possible choices for your portrayal of people, including trans, nonbinary and other gender non-conforming people?

◉ Have you considered the scenarios you're representing trans and gender non-conforming people in? Are they being featured within a community, in everyday activities, as well-rounded humans?

◉ Are you depicting diverse gender expressions and presentations in terms of dress, grooming choices, etc.?

◉ When focusing on children, are you conscious of stereotypes related to their perceived gender?

◉ Have you considered the ways in which other layers of identity (e.g., race, age, ability, etc.) intersect with gender?

SEXUAL ORIENTATION

03 SEXUAL ORIENTATION

// Demographics: A breakdown of the US population by sexual orientation / identities

15%

In total, people who identify as LGBTQ+ make up about 15% of the United States population

People who identify as LGBT make up about 7.1% of the US population

32% Gay
12% Lesbian
55% Bisexual
1% Transgender/Nonbinary

People who identify as Q+ (questioning/queer) make up about 7.5% of the US population

55% Women
45% Men

Source: Kantar 2019 Monitor

Family Structures:

543,000 Same-Sex Married Couple Households
(compared to 61.4M opposite sex HH)

469,000 Same-Sex Unmarried Couple Households
(compared to 8M opposite sex HH)

29% of LGBTQ+ individuals are raising children
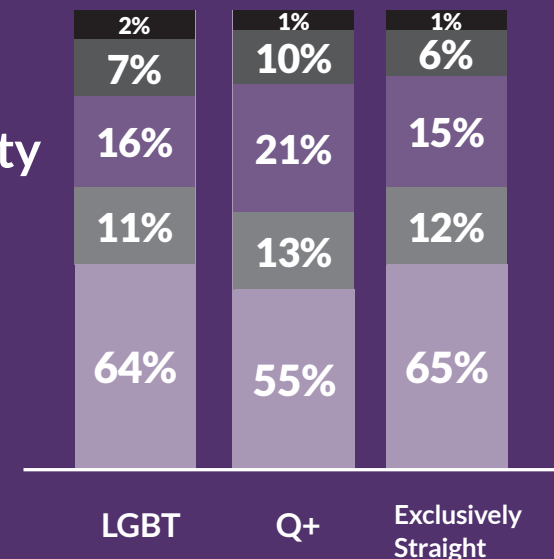
Source: US Census Bureau

By Generation

- Baby Boomers (1946-1964)
- Gen X (1965-1980)
- Millennials (1981-1996)
- Centennials (1997-2012)

	LGBT	Q+	Exclusively Straight
Baby Boomers	15%	16%	32%
Gen X	20%	22%	25%
Millennials	48%	51%	29%
Centennials	16%	7%	3%
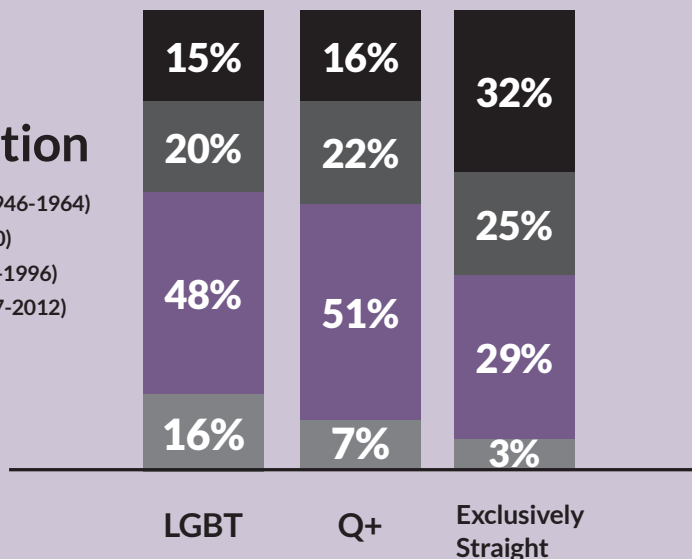
Source: Kantar 2019 Monitor

By Race & Ethnicity

- Other
- Asian American
- Hispanic
- African American
- Non-Hispanic White

	LGBT	Q+	Exclusively Straight
Other	2%	1%	1%
Asian American	7%	10%	6%
Hispanic	16%	21%	15%
African American	11%	13%	12%
Non-Hispanic White	64%	55%	65%

03 SEXUAL ORIENTATION

// **Visual Landscape: The norms seen in popular visuals, advertising, media, and consumer research**

Low representation leads to lack of authenticity

<1%

< 1% of visuals include LGBQ+ identities

34% more women appear in LGBQ+ content than men. Lesbians are the largest proportion of LGBQ+ visuals (50%), followed by Gay (26%), Bisexual (20%). Other sexualities make up the approximately 4% remaining and including asexual, pansexual and queer.

The majority of visuals feature general lifestyle and leisure activities (72%), while small proportions are in scenarios outside of those, such as business or professional settings (5%), school (1.06%) or travel (15%) —areas where LGBQ+ people may experience discrimination.

72%
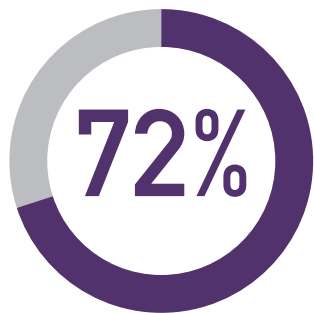
Lifestyle/
Leisure Activities

5%

Business

1%

School

15%

Travel

70%

of LGBQ+ visuals are related to couples and family structures.

The majority are lesbian couples and families (49%) followed by gay couples and families (23%). Bisexual couples and families make up only 7%.

03 SEXUAL ORIENTATION

// Visual Landscape: The norms seen in popular visuals, advertising, media, and consumer research

The visual representation of diverse sexualities is not always intersectional.

Intersectionality noun

the interconnected nature of social categorizations such as race, class, and gender as they apply to a given individual or group, regarded as creating overlapping and interdependent systems of discrimination or disadvantage.

Source: Oxford Dictionaries Online

Overall, people of color individuals appear in more than half of LGBQ+ visuals, but with a closer look, more nuanced stories emerge:

Hispanic/Latino populations are the #1 people of color identity represented in visuals featuring people identifying as Gay or Bisexual

People of Asian descent have low representation (8%)

Interracial relationships with a white partner are most likely to feature a Black/African American person (58%)

Hispanic/Latino population identities are the most likely to be partnered interracially, with other POC vs. white ethnicities

Combined, teens and young adults are one of the largest age groups represented

TEENS	YOUNG ADULTS (20'S)	MID ADULTS (30'S)	MATURE ADULTS (40'S-60'S)	SENIORS
10%	56%	14%	8%	4%
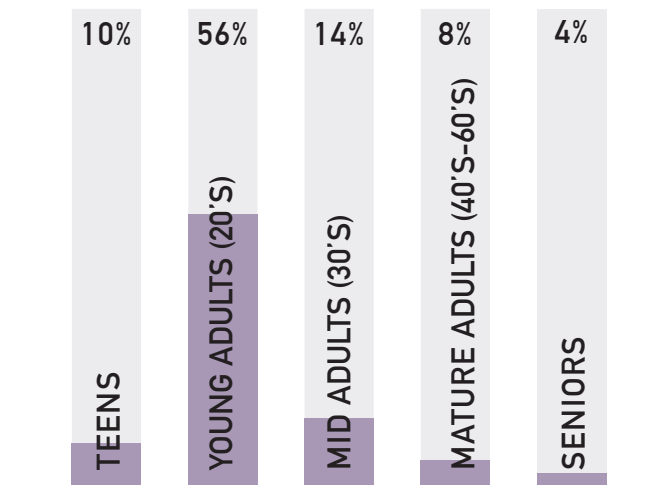
Source: Data pulled from 2010 Census

There was little to no representation of people with disabilities, or gender non-conforming people with diverse sexualities within the LGBTQ+ community.

03 SEXUAL ORIENTATION

// **What's missing in visuals: Areas of opportunity within the current visual landscape**

LGBQ+ people at work

LGBQ+ people at school

LGBQ+ people traveling locally or globally

LGBQ+ elders in everyday living scenarios alone and within community

LGBQ+ people in everyday scenarios (except healthcare)

People of Asian descent who identify as LGBQ+

Black LGBQ+ couples

Interracial LGBQ+ couples where both partners are people of color

Trans, nonbinary or gender non-conforming people with diverse sexual orientations

Images shown are examples only; they are not exhaustive and representative of everything that needs to be represented. All images must adhere to brand guidelines.

03 SEXUAL ORIENTATION

// Inclusivity Questions: Question-based visual guidance to develop inclusive and bias-disrupting creative work

When addressing sexual orientation representation, here are some questions around inclusivity to consider.

◉ Are you using real LGBTQ+ people to represent the LGBTQ+ community in your visuals?

◉ Are you showing LGBTQ+ people of various races and ethnicities? Are you considering the race and ethnicities of their partners?

◉ Are you representing LGBTQ+ people over 40? Over 50? Over 60? Are you doing it in a positive way?

◉ Are you representing LGBQ+ people who are trans, nonbinary, who may have other gender non-conforming identities?

◉ What scenarios are LGBTQ+ people most commonly appearing in? Are you only showing LGBTQ+ people in romantic stories or as parents? What about non-partnered LGBTQ+ people living full lives? With friendship groups, parents or grandparents, at work, at home and beyond?

◉ Have you considered what gender presentations/ expressions (e.g., clothing, hair style, etc.) you default to when representing the LGBTQ+ community?

◉ Are you showing LGBTQ+ people living fulfilling, positive lives, and having shared experiences within and outside of their communities? At work? At school? Traveling?

AGE

04 AGE

// Demographics: A breakdown of the US population by age / generation

The median age in the United States is 38.5 yrs

38.5

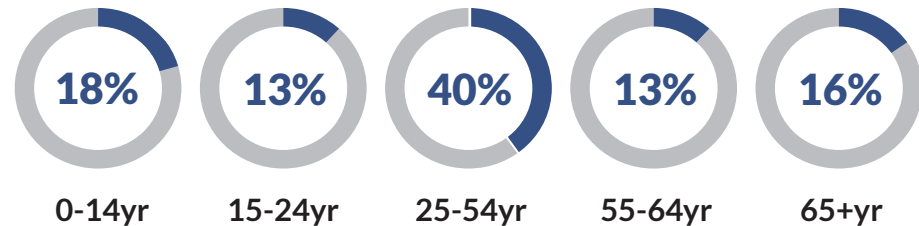Males: 37.2 yrs
Females: 39.8 yrs

Discrimination Across All Ages

72% Baby boomers (1946–1964) remain the most likely generation to feel they experience discrimination due to their age at 72%.
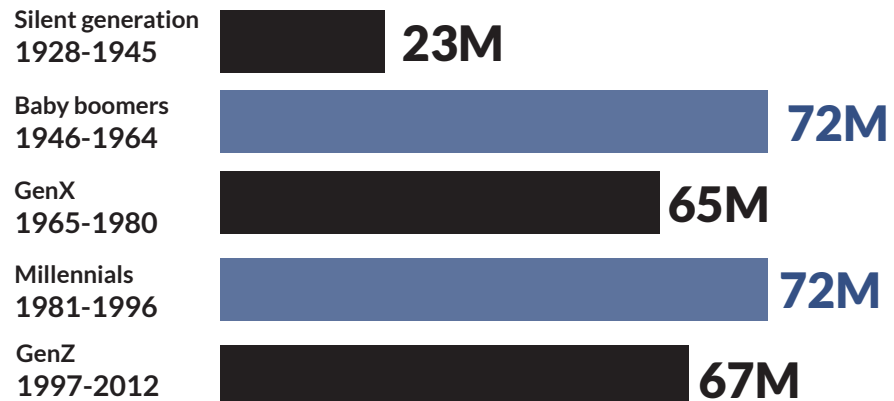
4 in 10 Younger populations also share that they experience ageism. Nearly 4 in 10 Gen Zers experience age-based discrimination.

Generational and age splits:

BY AGE

18%	13%	40%	13%	16%
0-14yr	15-24yr	25-54yr	55-64yr	65+yr

BY GENERATION

Silent generation 1928-1945	**23M**
Baby boomers 1946-1964	**72M**
GenX 1965-1980	**65M**
Millennials 1981-1996	**72M**
GenZ 1997-2012	**67M**

The population has a higher percentage of women from 55 onwards (51.6%). Individuals over the age of 65 have the largest percentage of females (55.4% compared to an average of 44.6% in other age groups).

Sources: Pew Research Center, Sept 2018; Statista; Getty Images Visual GPS 2020

04 AGE

// Visual Landscape: The norms seen in popular visuals, advertising, media, and consumer research

Young adults (20-29 years old) are the age group most represented in visuals

Seniors (60+): 12%
Mature Adults (40-59): 14%
Mid Adults (30-39): 14%

Young adults (20-29): 40%
Teens (13-19): 7%
Children (0-12): 3%

Across the most popular scenarios and themes in visuals, young adults make up the following proportions:

40% Business	**45%** Lifestyle	**45%** Leisure activities	**41%** Shopping	**48%** Exercising
40% Creativity	**45%** Innovation	**45%** Adventure	**41%** Entrepreneur	**48%** Sustainability
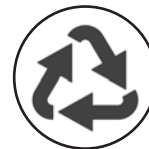
Seniors continue to be stereotyped in visuals

Most likely to appear in healthcare and medicine-related situations

34% compared to
23% of mature adults
19% of mid adults
15% of young adults

..and have the highest proportions in relationship-oriented scenarios like
22% family
17% couples
15% grandparents

Least likely to appear in scenarios related to:

25% technology
16% business
4% entrepreneurship
3% leadership
1% innovation

04 AGE

// **Visual Landscape: The norms seen in popular visuals, advertising, media, and consumer research**

When age is paired with other identity intersections, interesting patterns emerge.
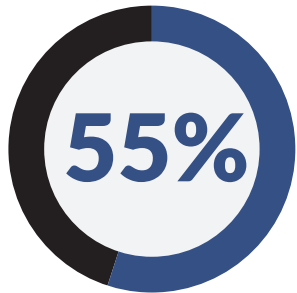
55% The largest proportion of people of color appear in mid-adult visuals (55%); however, when you break this down by individual racial/ethnic groups, young adults remain the most racially representative of all ethnicities
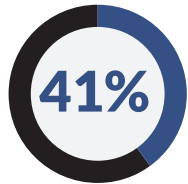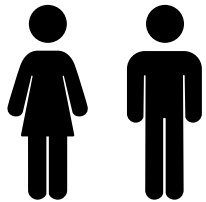
41% Seniors make up the vast majority of visuals representing disability
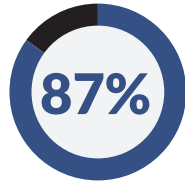
87% Women have the largest percentage proportion within seniors

Multi-ethnic groups are most likely to appear within the mid adult age group

The largest gender gap between men and women appear within young adults (74% women vs. 49% men)

THEY/ THEM Gender non-conformity is most likely to appear in younger populations
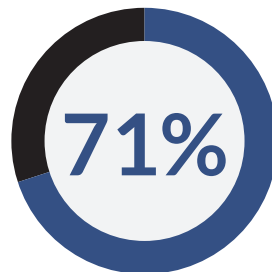
71% Young adults make up 71% of the LGBTQ+ visuals

WOMEN are more likely to encounter age bias or discrimination than men (37% vs. 25%)

WOMEN OF COLOR

face a similar gender disparity when it comes to age bias or discrimination than men (33% vs. 21%), though fewer men report this type of bias

Insights ...

Young adults are invariably young women

Ethnic, sexual orientation and gender diversity is most frequently seen amongst younger generations

Older people tend to be women and seniors are over represented in disability imagery

Source: Getty Images Visual GPS 2020

04 AGE

// **What's missing in visuals: Areas of opportunity within the current visual landscape**

People aged 30-40 in visuals of everyday life

Adults in their 20's-30's in healthcare/medical setting

Women of all ethnicities over 40 in visuals of everyday life

LGBTQ+ elders in visuals of everyday life

Adults in their 20's-30's with disabilities

Seniors in business and leadership

Senior men in visuals of everyday life

Seniors as entrepreneurs and small business owners

Women of color over 50-60-70
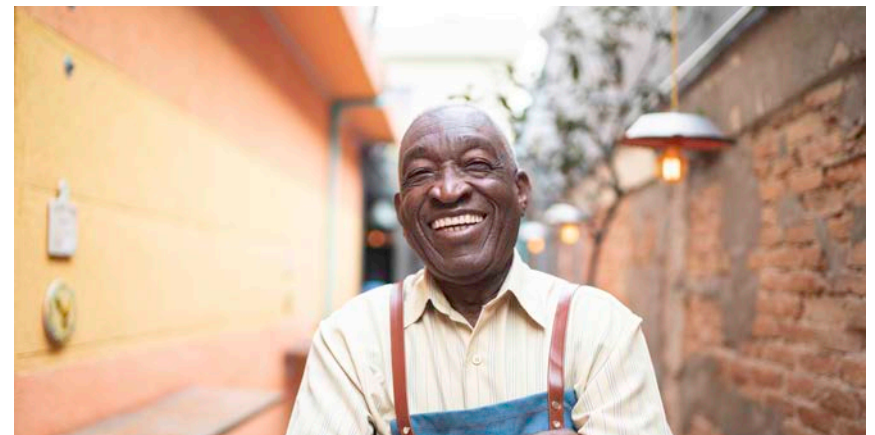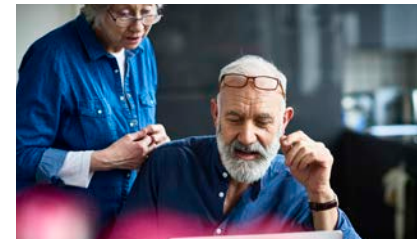
Images shown are examples only; they are not exhaustive and representative of everything that needs to be represented. All images must adhere to brand guidelines.

04 AGE

// Inclusivity Questions: Question-based visual guidance to develop inclusive and bias-disrupting creative work

When addressing age representation, here are some questions around inclusivity to consider.

○ Are you representing a multi-dimensional experience of aging for everyone? Are you focusing on what older people can't do, rather than what they can do?

○ Are you defaulting to certain scenarios for certain age groups? (e.g., mostly Millennials as business leaders or entrepreneur vs. mostly Boomers in medical exams or being cared for, etc.)

○ Have you considered that rather than being cared for, older people (Seniors in particular) might be caring for their children and/or parents?

○ Are you showing women over 40 as content, active, and fulfilled?

○ Are you taking an expansive view of the sorts of relationships people of all ages may have? (e.g., LGBTQ+ spouses/partners, friend groups, platonic companions, intergenerational relationships, etc.)

○ Are you representing older people alongside other intersections of their identities (e.g., race/ethnicity, gender identity or expression, body type, religion, etc.)?

○ Have you considered how children are represented in visuals? Are you considering that children today are the most diverse generational group so far?

DISABILITY

05 DISABILITY

// Demographics: A breakdown of the US population with disabilities

61M
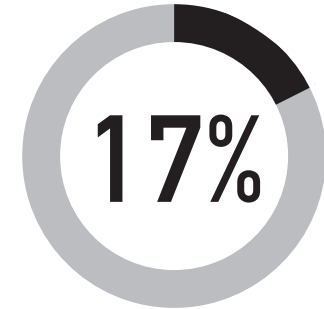### adults in the United States are living with some sort of disability

● ● ● ● ●
2 in 5 adults age 65 or older have a disability

● ● ● ● ●
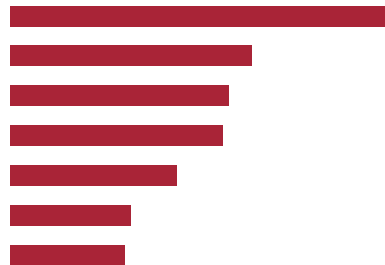**2 in 5 non-Hispanic/Latino American Indians and Alaskan Natives have a disability**

● ● ● ●
1 in 4 women have a disability

17%
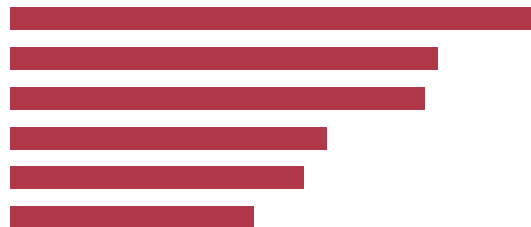**17% of children aged 3-17 have some sort of developmental disability**

Overall Disability Prevalence

Any disability, 12.6%
Ambulatory, 6.8%
Independent Living, 5.6%
Cognitive, 5.1%
Hearing, 3.6%
Self-Care, 2.6%
Visual, 2.3%

Any Disability Prevalence By Race

Native American, 17%
Black/African American, 13.7%
White, 13.1%
Other, 9.3%
Hispanic/Latino, 8.9%
Asian, 6.8%

The ADA Generation

Millennials and Gen Zers with disabilities have grown up in a culture where disabilities are accepted and celebrated. They demonstrate a greater sense of freedom and ambition than older people with disabilities.

<1%
Less than 1% of ads represent people with disabilities

>50%
More than half of people with disabilities say they are frustrated by brands that treat "people like me" as an afterthought
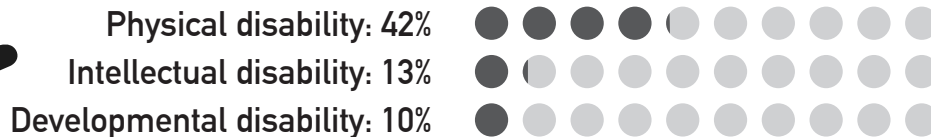
Source: CDC

Source: Kantar, Deloitte Heat

05 DISABILITY

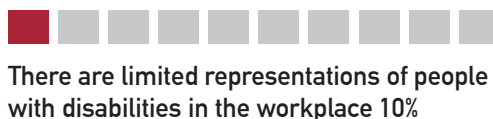// **Visual Landscape: The norms seen in popular visuals, advertising, media, and consumer research**

Though representation of people with disabilities is very low overall, people with physical disabilities are the most represented in visuals

1% Only 1% of visuals to appear contain a person with a disability and most of those visuals tend to center people in a wheelchair (36%) or with a prosthetic (5%)

Physical disability: 42%
Intellectual disability: 13%
Developmental disability: 10%

For people with disabilities, the visual emphasis is on their disability rather than authentic everyday living

Half of visuals featuring people with disabilities are lifestyle scenarios

39% of those visuals are focused on assistance with daily activities.

1 in 3 visuals feature a person with a disability as a patient

There are limited representations of people with disabilities in the workplace 10%

or doing leisure activities 14%

Top 5 Themes In Visuals

PEOPLE WITH DISABILITIES

1. Care
2. Assistance
3. Support
4. Togetherness
5. Recovery

PEOPLE WITHOUT DISABILITIES

1. Togetherness
2. Relaxation
3. Care
4. Connection
5. Success

For people with disabilities, they are often portrayed in ways that focus on their disability rather than them as a person.
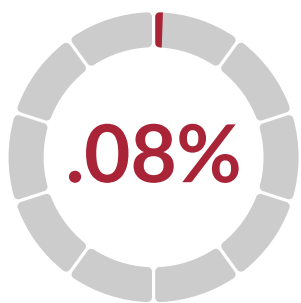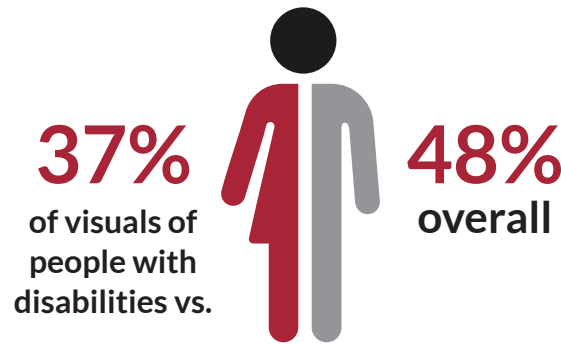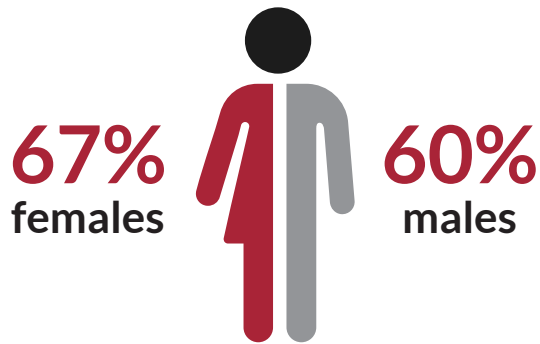
05 DISABILITY

// Visual Landscape: The norms seen in popular visuals, advertising, media, and consumer research

Considering disability alongside other intersections of identity, interesting patterns emerge

Men are almost as equally represented as women within visuals of disabilities. This is the most gender parity that exists across all aspects of identity.

67% females   **60%** males

Conversely, there are much lower representations of people of color with disabilities compared to the general population:

POC featured in-

37% of visuals of people with disabilities vs.   **48%** overall

.08%

Low representation of **Native Americans** (0.08%) is especially striking within this community given such a large population of Native Americans live with some form of disability

40%
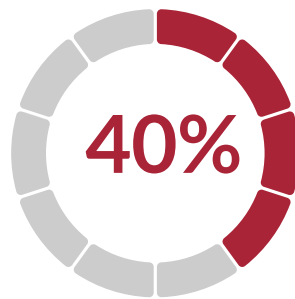
Seniors make up a significantly large percentage (40%) of visuals featuring people with disability

Minimal representation of LGBTQ+ identities in depictions of people with a disability

1 in 3 people who experience discrimination due to their disability also experience discrimination based on their race or ethnicity

1 in 2 people who experience discrimination due to their disability also experience discrimination based on their age

Source: Getty Images Visual GPS 2020

05 DISABILITY

// **What's missing in visuals: Areas of opportunity within the current visual landscape**

Less visible physical disabilities (e.g., deaf or hard of hearing, vision impairment, etc.)

Adults with developmental disabilities

Adults with intellectual disabilities

Adults with any disability at work

Children with disabilities at play

Children and teens with disabilities learning or in educational settings
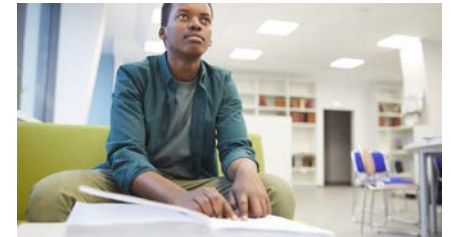
People of color of all ages with any disabilities

People of all ages with any disability enjoying leisure activities – alone and within community

LGBTQ+ people with any disabilities

Images shown are examples only; they are not exhaustive and representative of everything that needs to be represented. All images must adhere to brand guidelines.

05 DISABILITY

// Inclusivity Questions: Question-based visual guidance to develop inclusive and bias-disrupting creative work

When addressing disability representation, here are some questions around inclusivity to consider.

○ Are you focusing on a person's disability rather than on their whole identity?

○ Are you showing people with disabilities as active members of society? Or are you only showing them being helped, cared for, or trying to overcome their challenges?

○ Have you considered the camera angle? Is the viewer looking down at the person with a disability?

○ Are you conveying positive messages, such as love, friendship, or achievement?

○ Are you only featuring people in wheelchairs or with other easily identifiable disabilities? What about people with cognitive challenges or an invisible disability? What about the deaf community or people with visual impairments?

○ Are you showing the whole range of life experiences that a person with disabilities may have? Are you showing them at work? At play? Different ranges of emotions? Different lived experiences?

○ Are you showing people with disabilities alongside other intersections of their identities (e.g., race/ethnicity, gender identity or expression, age, etc.)?
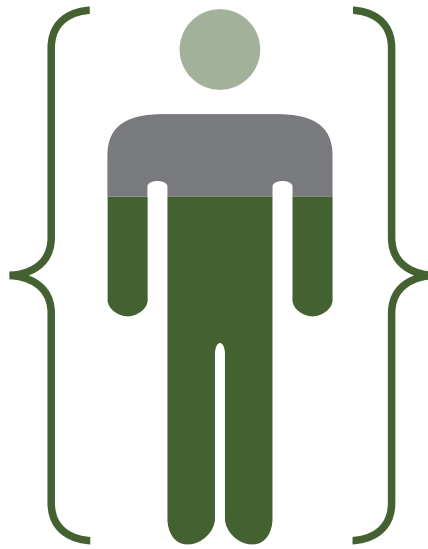
BODIES

06 BODIES

// Demographics: A breakdown of the US population by body type

When discussing body inclusivity, there are a variety of factors to consider including body shape or size, pregnancy, skin textures and blemishes as well as clinical skin conditions.

The average American woman:
• wears size 16-18
• weighs an average of 170.5 pounds over the age of 20

Sources: CDC; National Center for Health Statistics; International Journal of Fashion Design, Technology, and Education

The average American man:
• weighs 198 pounds
• stands 5 feet 9 inches tall
• a 40-inch waist
• body mass index is 29

In the United States, the general fertility rate is 58.2 births per 1,000 women aged 15-44. Birth rates declined for nearly all age groups of women under 35, but rose for women in their early 40s.

Sources: Getty Images Visual GPS 2020

40%

THE NEED FOR BODY POSITIVITY

40% of people who experience discrimination believe it's due to their body shape, size, or type and the most frequently named reasons are:

• Seen as heavy
• Seen as too curvy
• Seen as too short

06 BODIES

// Visual Landscape: The norms seen in popular visuals, advertising, media, and consumer research

Generally, there are minimal visual representations of body variety, and when present, they are usually featured in limited scenarios.

<1% Less than 1% of visuals feature people with with larger body types. Also, a clear gender gap exists, with fewer men with larger body types than women.

50% There are 50% more people of color with larger body types than white people with larger body types—one of the few instances where people of color outnumber white people in visuals.

Lastly, nearly half of visuals including people with larger body types are focused on fitness and healthy lifestyles. People with larger body types are less likely to appear in everyday life scenarios like working, traveling, doing leisure activities or going to school.

PREGNANCY

<1%

Less than 1% of visuals feature people who are pregnant. Most visuals featuring pregnancy focus on young adults (20-29 years old), with declining portions featuring people over 30.

57%

While representation of people of color with larger body types is strong (57%), there are very few representations of other aspects of identity, such as LGBTQ+ people, or people with disabilities.

Finally, people who are pregnant are less likely to be included in full storytelling outside of their pregnancy: low visibility in the workplace, traveling or doing other leisure activities.

06 BODIES

// **Visual Landscape: The norms seen in popular visuals, advertising, media, and consumer research**

Beyond body size and type, visual habits exist around "norms" of physical appearance, particularly with hair and skin conditions

30%
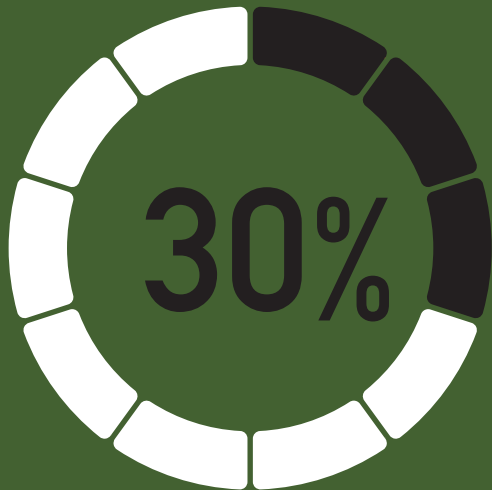
There is a desire among consumers for realness. 30% of consumers want to see images that are "real" and not retouched.

100%

0.5%
of visuals feature baldness

There's a tendency toward representing baldness within communities of color over white communities. There are more bald men in visuals than women, but when women are featured it's more likely related to hair loss connected to cancer treatment.

100%

0.11%
of visuals feature skin conditions

Even fewer visuals (0.11%) show people with visible skin conditions such as vitiligo or psoriasis or rosacea. Also, limited representations of simple skin issues such as blemishes or dermatitis.

Source: Getty Images Visual GPS 2020

06 BODIES

// What's missing in visuals: Areas of opportunity within the current visual landscape

People with larger body types in everyday living scenarios

Gender non-conforming pregnancies of all ages

People with larger body types at work

Pregnant people in everyday living scenarios

White people with different body shapes and sizes (incuding larger body types)

Visible skin conditions

Baldness and hair loss across genders

Pregnant people over 40

Images shown are examples only; they are not exhaustive and representative of everything that needs to be represented. All images must adhere to brand guidelines.

06 BODIES

// **Inclusivity Questions: Question-based visual guidance to develop inclusive and bias-disrupting creative work**

When addressing body representation, here are some questions around inclusivity to consider.

○ Are you representing people with larger bodies? Are you selecting imagery that features them living full lives?

○ Have you considered the intersection of gender and different body types? Are you including positive representations of men with larger or shorter bodies? Gender non-conforming individuals of all shapes and sizes?

○ Are you being conscious of the positioning of people with larger or shorter bodies? Do they look comfortable and proud? Can their positioning be interpreted as unnecessarily sexualized or objectified?

○ Have you considered the styling of people with larger bodies? Are they dressed in less sophisticated or more ill-fitted clothing than their slimmer and taller counterparts?

○ Have you considered the representation of people with different skin conditions?

○ Have you considered images of pregnant people or people with post-partum bodies, of all ages, races, and ethnicities? Are they being portrayed as active, dynamic individuals?

○ Are you digitally altering the physical appearance of the people in your imagery?
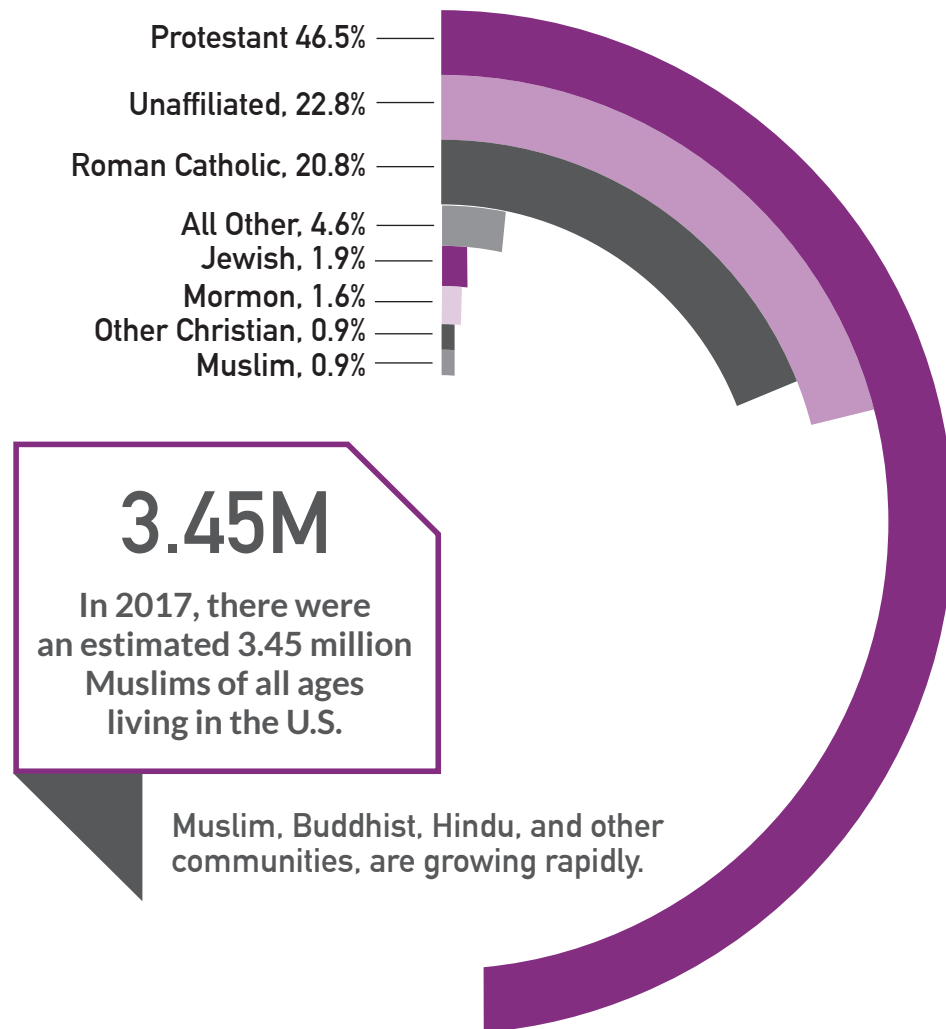
RELIGION

07 RELIGION

// Demographics: A breakdown of the US population by religious identity

Today, white Christians account for less than half of the American public.

- Protestant 46.5%
- Unaffiliated, 22.8%
- Roman Catholic, 20.8%
- All Other, 4.6%
- Jewish, 1.9%
- Mormon, 1.6%
- Other Christian, 0.9%
- Muslim, 0.9%

3.45M

In 2017, there were an estimated 3.45 million Muslims of all ages living in the U.S.

Muslim, Buddhist, Hindu, and other communities, are growing rapidly.

An Areligious Future

-12% — 12% decline in American adults who describe themselves as Christians in the last decade

17% — In 2019, 17% of adults saw themselves as religious "nones."

There's a clear generational gap in levels of religious affiliation.

40% of Millennials see themselves as religiously unaffiliated

25% of GenXers see themselves as religiously unaffiliated

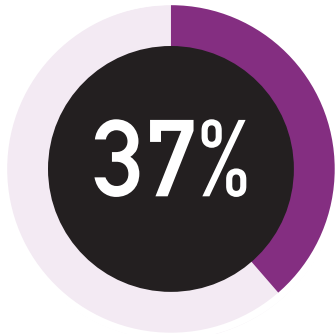**17%** of Baby Boomers see themselves as religiously unaffiliated

Source: Pew Research

07 RELIGION

// Visual Landscape: The norms seen in popular visuals, advertising, media, and consumer research

<2%

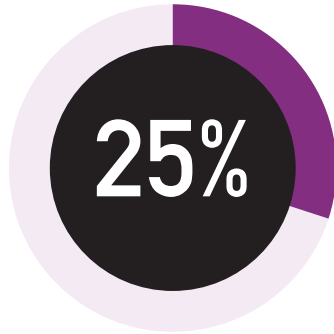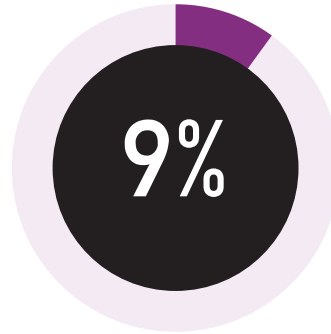Fewer than 2% of visuals represent any religious faith.
The most represented religions are:

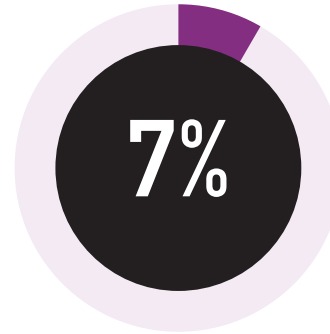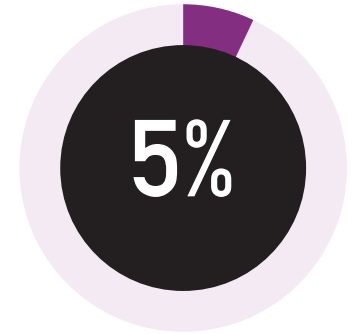| 37%	25%	9%	7%	5%
Christianity	**Islam**	**Buddhism**	**Jewish**	**Hinduism**

Nearly half of visuals featuring people who identify as religious are focused on their faith practice to the exclusion of other scenarios.

Visuals are focused on:

43% faith practice

24% general lifestyle scenarios

15% business-focused

1 in 4

Over 1 in 4 consumers who experience discrimination, attribute that discrimination to their religion

Source: Getty Images Visual GPS 2020

07 RELIGION

// **What's missing in visuals: Areas of opportunity within the current visual landscape**

Christian faith practices

Hindu celebrations/ holiday observances

Jewish faith practices/ religious holiday observances

Buddhist faith practices setting

Ramadan/Eid/other Muslim religious holiday observances

Muslim people in everyday life

Images shown are examples only; they are not exhaustive and representative of everything that needs to be represented. All images must adhere to brand guidelines.

07 RELIGION

// **Inclusivity Questions: Question-based visual guidance to develop inclusive and bias-disrupting creative work**

When addressing religious representation, here are some questions around inclusivity to consider.

⦿ When choosing to depict communities that practice religious faith of any kind, are you representing a range of different religious backgrounds?

⦿ Are you focusing on the individual/community or only their faith? Are you showing them both within and outside of their religious practice?

⦿ When focused on representing faith communities, have you fully researched the norms, common practices, etc. related to the practice of their faith?

⦿ Are you using tokenistic iconography to visually speak to a faith (e.g., Islam, Christianity, Hinduism), or even a holiday like Hanukkah?

⦿ Are you representing people of different faiths alongside other intersections of their identities (e.g., race/ethnicity, gender identity or expression, body type, age, etc.)?

CITI PHOTOGRAPHY PRINCIPLES

Photography: Declare, Commit & Deliver

Our photography always embraces humanity and helps elevate our love of progress through their moments of progress we capture. Always optimistic there is a warmth to the images with a voyeuristic realism that makes you feel like you're getting a real glimpse into people's real lives. There's truth and reality. Subjects are candid not posed or contrived. And while we always focus on people—there are opportunities to tell broader stories through wider landscapes as long as we see humanity.

- Situations shown should be true to life
- People are shown through candid portraiture
- Citi imagery always showcases people and communicates humanity
- Landscape photography always incorporates humanity

SUMMARY & ADDITIONAL RESOURCES

We hope this imagery toolkit provides valuable insights to help foster greater visual diversity across all spectrums of identity. As culture shifts, imagery and communications must also evolve to better represent the population. When consumers see themselves represented in brand and marketing visuals, they feel seen, understood, and valued—which in turn also leads to deeper brand affinity.

This toolkit specifically focuses on imagery, but language and context play a big role in DEI as well. As you work on your projects going forward, please connect with your communications teams if you have any questions.

Additional Resources:
For more information, please visit the following:

[Digital Hub](#)