



UNITED KINGDOM

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# DIVERSITY, EQUITY, & INCLUSION IMAGERY TOOLKIT

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

Presented By:



FEBRUARY 2022

# 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 of Getty Images Visual GPS research. We've also utilized data and insights from a leading research agency, Kantar, to round out these findings with a deeper understanding of cultural attitudes, behaviours, 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 (including a certain group merely for symbolic purposes). This is often seen in regards to race, but it can also be 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.

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



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# THE TOOLKIT

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## WHAT?

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

## HOW?

A comprehensive study of the country using Getty Images proprietary visual data and expertise combined with attitudinal, demographic and quantitative data from Kantar Research

## WHY?

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

## WHO?

For marketers, communicators, and other creative-facing stakeholders



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# DEFINING THE LENSES OF IDENTITY

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## 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 defining categories of race, but it has become a broadly accepted social categorization. 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 behaviours 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, and hormones; gender identity, which describes people’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 remain 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. They are 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 origin, nature, and purpose of the universe, especially when the universe is considered as the creation of a superhuman agency or agencies. It usually involves devotional and ritual observances, and often contains a moral code governing the conduct of human affairs. There are many religions and religious denominations around the world with varying customs that may affect the way people dress, what they eat, their activities, how they marry and raise children, and much more.

## SOCIOECONOMIC STATUS

Socioeconomic status may be defined as the type of work people currently do or have done in the past if they are past retirement age. The UK government defines socioeconomic status by whether a person’s job involves routine work, has managerial responsibilities, or is professional.

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# THE STATE OF DIVERSITY & INCLUSION IN THE UNITED KINGDOM

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**The visual language of social media is dominating the brand landscape. This has created a more inclusive view of people, lifestyles, and ambitions, but it has also created questions about who is not yet authentically represented.**

The influences of social media have been the driving force in the rising movements for justice, sociopolitical change, and cultural upheaval, from Black Lives Matter to #MeToo. 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 UK in the summer of 2020 with the rise of mass protests against police brutality following the death of Breonna Taylor and the murder of George Floyd in the US. Historical stereotypes continue to persist in representing Black and South Asian people in particular.

**Gender.** The history of women's rights has been foundational in conversations about equality, equity, and inclusion over the last century. While progress has been made, stereotypes continue to permeate advertising and media, especially of Black, Asian and minority-ethnicity women.

The Gender Recognition Act of 2004 allows people to legally change gender, but campaigners clearly feel that there is still much to do both legislatively and socially to expand widespread understanding of gender beyond the binary definition and expression.

In general, there is less expectation than in the past that people express their identity in a binary fashion. Social media and mainstream media are quick to highlight businesses, educational institutions, or sports organisations that insist on a gender uniform.

**Sexual Orientation.** The Civil Partnership Act of 2004 and the Marriage Act of 2013 opened the door to increased understanding and representation of the LGBTQ+ community; however, public opinion research shows that there is still much to do.

The 2021 UK census asked for information on sexual orientation and gender identity for the first time. This will give the most reliable data of the size of the LGBTQ+ community to date.

**Disability.** This aspect of identity is the least represented in advertising, given its size in the UK population: It is estimated that 1 in 5 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. *Source: Family Resources Survey 2018/2019*

**Socioeconomic Status.** The British class system is the subject of a multitude of period dramas reminiscent of a time before the 20th century when class distinction was entrenched. Class is still presented as a stereotype in advertising, and this can be compounded when people are shown as coming from certain areas of the country.

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



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# RACE & ETHNICITY

# 01 RACE & ETHNICITY

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

## Ethno-cultural percentages

By a significant margin, the biggest racial identity in the UK is white.

Here's the breakdown, in descending order, as defined by the UK census:



→ **White 87.2%**  
**Indian 2.3%**  
**Mixed-Race 2%**  
**Pakistani 1.9%**  
**Black African 1.6%**  
**South Asian 1.4%**  
**Black Caribbean 0.95%**

**Bangladeshi 0.7%**  
**Chinese 0.7%**  
**Black Other 0.45%**  
**Arab 0.4%**  
**Traveller 0.1%**  
**Other 0.3%**

In every ethnic group, there is a higher percentage of **men than women** in the higher managerial and professional occupations.

In nearly every ethnic group, a higher percentage of **women than men** are in the lowest socioeconomic group (never worked or long-time unemployed).

**15.4%** of people from the Indian/Bangladeshi/Pakistani ethnic groups are in the highest socioeconomic group\*

(ethnicity-facts-figures.service.gov.uk Gov stats from Census)

The ethnic groups with the highest proportion of full-time students are **Arab (28.1%)** and **Black African (23.4%)**

Source: Office for National Statistics 2018 full year



# 01 RACE & ETHNICITY

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

**White people are largely seen more often than other racial/ethnic groups.**

**After white ethnicities, Black ethnicities are the most represented in lifestyle and business imagery.**

<b>67%</b>	White	<b>10%</b>	Mixed-Race
<b>26%</b>	Black	<b>7%</b>	Indian and other Asian

**Families depicted are predominantly white with half as many Black families or mixed-race parents.**

**3X**

White children are shown 3x more than children from other ethnicities, which is in line with the UK population.

Three-generation families are overwhelmingly white, while only 10% are Black/mixed-race.

Mixed-race families almost always show white and Black parents (i.e., not an Asian parent and a white or Black parent).

Source: Getty Images Visual GPS 2021

Note: Percentages appearing on this page may total more than 100% when combined as multiple options are available for selection



**People of Indian ethnicity are shown with technology more than other ethnicities:**

(shown as percent of times depicted)

<b>33%</b>	Indian	<b>10%</b>	Black
<b>21%</b>	White	<b>7%</b>	Asian

# 01 RACE & ETHNICITY

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



Visuals displaying business scenarios overwhelmingly (80%) show white people in leadership roles.



WHITE



BLACK



INDIAN / BANGLADESHI /  
PAKISTANI

Indian/Bangladeshi/Pakistani ethnicities are seen only 1.7% of the time in advertising, and are underrepresented in all age groups and scenarios.

# 45%

of all content of Indian people shows them at work

Small-business ownership is shown in similar proportions across all ethnicities.

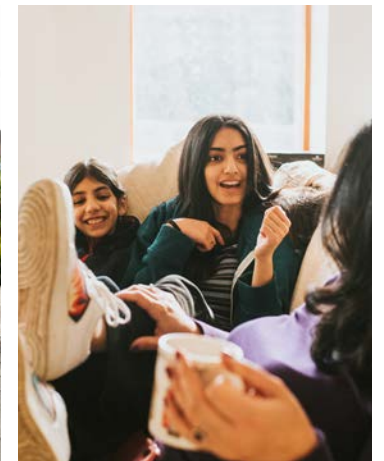
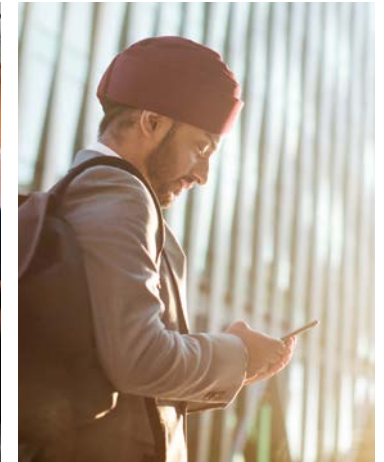
Images of groups of people at work are always multiethnic/multiracial.



# 01 RACE & ETHNICITY

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

<b>A mixed-racial group of teenagers</b>	<b>Black and Asian business leaders</b>
<b>Indian families (especially three-generation families); fun, entertaining groups of friends from the same racial background</b>	<b>Black kids with father and/or grandfather</b>
<b>Indian adults playing sports or doing exercises</b>	<b>Black families/friends celebrating milestones and enjoying smaller celebrations</b>
<b>Indian couples/groups of friends on adventure</b>	<b>Indian, Bangladeshi, and/or Pakistani groups of friends</b>
<b>Indian or Black families on holiday</b>	<b>Three-generation Black family on holiday in the UK</b>
<b>Indian, Bangladeshi, and Pakistani business executives in nontechnical-related roles</b>	<b>Three-generation Indian family on holiday in the UK, especially at a coastal location</b>



Images shown are examples only; they are not exhaustive of everything that needs to be represented.



# 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 Black and Asian ethnicities individually or lumping identities together?



Are you relying on “tokenism” and making a symbolic effort to depict race/ethnicity? Or are you humanizing the people you depict and telling robust, authentic stories about communities of colour?



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



Are people of colour 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, and hair textures, and authentically reflecting the diversity within communities of colour?



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



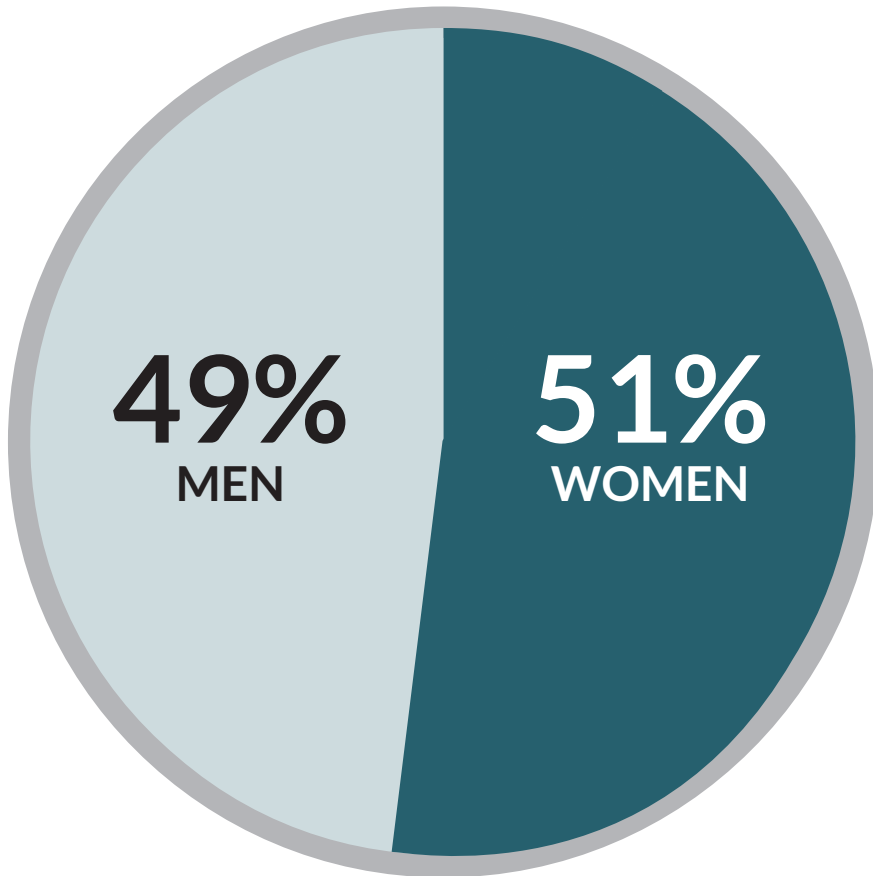
Are you reflecting the cultural nuances and traditions of different races/ethnicities (around food, celebrations, activities, etc.)?



# GENDER

## 02 GENDER

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



*The percentage of population who are transgender or who identify as nonbinary will be available when the 2021 census statistics are published.*

Sources: England and Wales 2011 Census

58%



The male population is higher in the Arab ethnic group at 58%.

53%



The proportion of women to men is higher (53%) in Chinese and Black Caribbean ethnic groups.



## 02 GENDER

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

Generally, women garner higher representation than men.

**57% vs. 43%**

Women are represented 57% of the time, while men are at 43%.



Male-female representation is proportionate across all generations EXCEPT young adults—where women are shown 2x more than men.

**+30%**



Across all ethnicities, women are 30% more likely to be featured with a baby.

However, men are still more likely to be seen as business leaders than women.



# 02 GENDER

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

<b>Women in business and leadership roles</b>	<b>Men showing thoughtful, softer emotions</b>
<b>Women as innovators, creative thinkers, inventors</b>	<b>Men at home doing domestic activities (e.g., cleaning, cooking, etc.)</b>
<b>Trans women of all ethnic backgrounds in everyday living scenarios (e.g., at home, at work, at school, etc.)</b>	<b>Trans men of all ethnic backgrounds in everyday living scenarios (e.g., at home, at work, at school, etc.)</b>
<b>Men homeschooling children of all ages while working remotely</b>	<b>Nonbinary and gender nonconforming people in everyday living (e.g., at home, at work, at school, etc.)</b>
<b>Men as single parents caring for children of all ages</b>	<b>Older trans, nonbinary or gender nonconforming people (50+)</b>



*Images shown are examples only; they are not exhaustive of everything that needs to be represented.*

# 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 (e.g., male caretakers, female emergency services workers)?



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



Are you embracing people of all gender identities as possible choices for your portrayal of people, including trans, nonbinary, and other gender nonconforming individuals?



In your portrayals of non-heterosexual people, are you including transgender, nonbinary, or other gender nonconforming people who also happen to be lesbian, gay, bisexual, or another non-heterosexual orientation?



In your depiction of non-heterosexual people, are you showing a diverse range of gender expressions in terms of clothing, makeup, jewelry, hair length, etc.? This could include more feminine men and more masculine women, as well as nonbinary people with a range of gender expressions.



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?



A photograph of two men in a kitchen. The man on the left has a beard and is wearing a light pink polo shirt, smiling at the other man. The man on the right is wearing a red button-down shirt and glasses, looking back at the first man. They are standing in front of a kitchen counter with shelves above them holding stacks of white plates and bowls. A potted basil plant is on the counter to the right.

# SEXUAL ORIENTATION

# 03 SEXUAL ORIENTATION

// Demographics: A breakdown of the UK population by sexual orientation/identity

**An overwhelming majority of the population identifies as straight.**

**94.6%**  
Straight

**2.3%**  
Gay/Lesbian and Bisexual

**3.1%**  
Other

Of the population who do not identify as straight, the breakdown of sexual orientation and gender identity is as follows:

**61% Gay/Lesbian**

**26% Bisexual**

**4% Pansexual**

**2% Asexual**

**1% Queer**

**13% Transgender**

**6.9% Nonbinary**

**0.6% Other**

**2.5% Do not know or refuse to say**

*\*please note that individuals do have more than one identity*

# 03 SEXUAL ORIENTATION

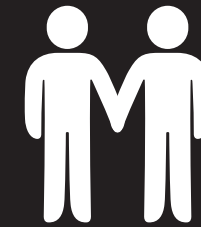
// Visual Landscape: The norms seen in popular visuals, advertising, media, and consumer research

## Low representation leads to lack of authenticity



**LGBTQ+ people are often portrayed in stereotypical ways, with imagery mainly connected with gay pride and weddings, as well as fit, young, white men who are fathers or part of couples.**

Additionally, nonbinary and transgender identities are rarely featured—and when they are, they're usually seen alone and looking straight to camera. They are almost always young adults.



Same-sex parents are evenly split between men and women, but the parents are either both white or mixed-race.

### Couples Skew Young, Especially Gay Couples

Young (under 25)	STRAIGHT	GAY
	47%	49%
Mid (25-54)		
	15%	23%
Mature (55-64)		
	18%	20%
Senior (65+)		
	20%	8%



# 03 SEXUAL ORIENTATION

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

**Trans, nonbinary or gender nonconforming people with diverse sexual orientations**  
— within a larger community, family grouping or relationship(not always romantic)

**Gay couples over 50**

**Pregnancy and lesbian couples**

**LGBTQ+ people at work**

**LGBTQ+ people in education**

**Black and South Asian LGBTQ+ couples**

**LGBTQ+ couples**

**Trans people who identify as LGBTQ+**

**Older LGBTQ+ people running a business, managing a team, teaching younger people**

**Groups of friends of all ages**

**Black LGBTQ+ parents**

**LGBTQ+ parents with adopted kids**



*Images shown are examples only; they are not exhaustive of everything that needs to be represented.*

# 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 LGBTQ+ people who are trans, nonbinary, or who may have other gender nonconforming 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? Travelling?



AGE



# 04 AGE

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

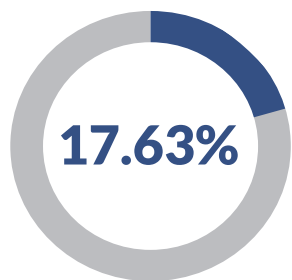
The median age in the United Kingdom is 40.6 yrs.

40.6

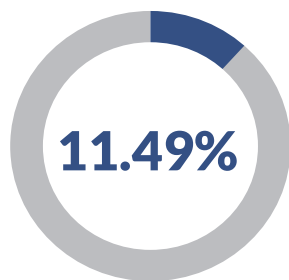


## Generational and age splits:

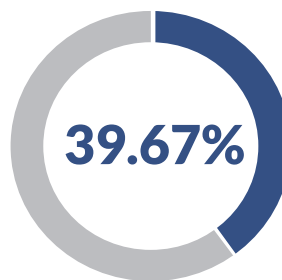
### BY AGE



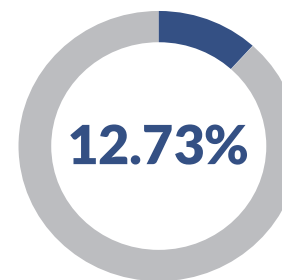
Children  
0-14yr



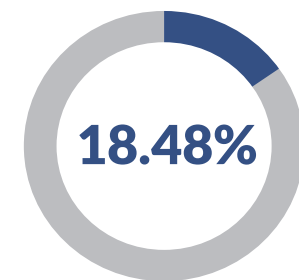
Young Adult  
15-24yr



Mid-adult  
25-54yr



Mature Adult  
55-64yr



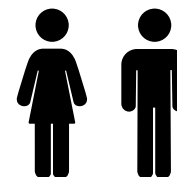
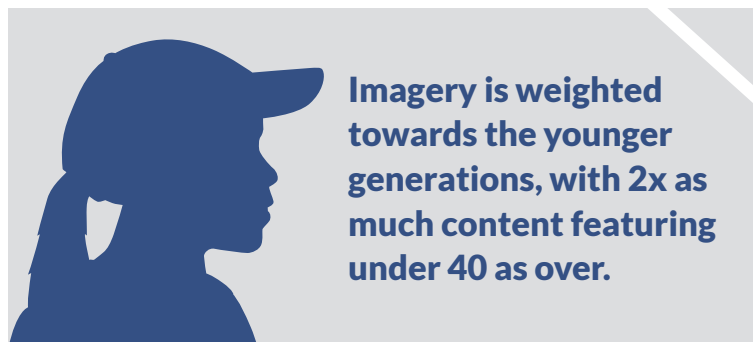
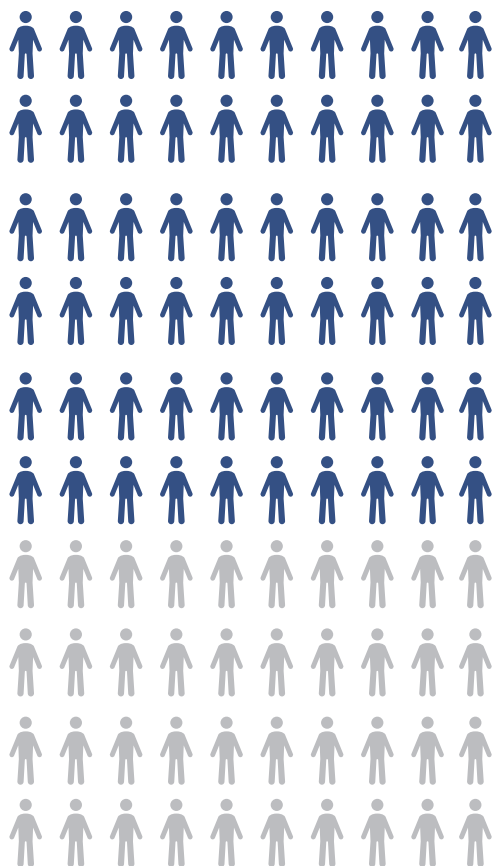
Seniors  
65+yr



# 04 AGE

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

**60%** of content of people in their 30s shows them working.



Mature and senior adults are shown working alone or with only one other person.

Younger adults are featured in groups.

Students and older teenagers are seen in more diverse groups than other ages.

Family visuals tend to be skewed towards mid-adult parents.

→ Rarely include more than two children

→ Pregnancy imagery skews to young adult women

→ Children of primary school age are most prevalent

→ Children are more likely to be seen with mother or grandmother (especially in non-white families)

# 04 AGE

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

## Age-related stereotypes are still pervasive:



The older the person, the more likely they are to be seen in a medical environment.



29% of all senior content is related to medicine and healthcare, whereas young adults are the largest proportion of healthcare workers across all ethnicities (reflecting NHS staff).



Young adults are more likely to be doing yoga or receiving spa and beauty treatments.



Young people (gay and straight) are more likely to be seen out shopping with friends in couples.



People in their 30s or 40s are more likely to be seen in straight couples and in supermarkets than younger people.



Senior people are least likely to be seen ordering or receiving home deliveries.



Young adults are seen as sustainable and active.



Representation of sustainable living reduces with age.

## Travelling and entertainment visuals vary across age groups:



In imagery of people travelling, the most diversity is seen in the younger age groups.



The older the traveller, the more likely the traveller is to be white and in a heterosexual partnership.



Young adults are more likely to be shown hanging out with friends, eating, drinking, or dancing.



Mid-adults are most likely to be eating and drinking in a restaurant.



Mature adults are frequently shown at the theatre or cinema.

# 04 AGE

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

People aged 60+ in all situations	Senior friendship groups that are not a walking group
Older siblings together (over age 11 to senior adults)	Mature father as caregiver
Blended families with older kids	Mature and senior adults receiving preventative treatments, e.g., spas and alternative medicine
Pregnant mature women	Senior parents with grown-up children, without grandchildren
Mature parents and older children—all ethnicities	Mature/senior friends travelling together
Mature woman with her mother, mature man with his father	Mature and senior adults living active sustainable lifestyles
	Black and Asian millennial to senior adults participating in yoga and receiving spa and beauty treatments



Images shown are examples only; they are not exhaustive of everything that needs to be represented.

# 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 entrepreneurs vs. mostly baby boomers getting 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 representing as much of a diversity of hairstyles and colours in the over 50s as with younger age groups?



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? Are you using visuals of children who are over 11?





# DISABILITY

# 05 DISABILITY

// Demographics: A breakdown of the UK population by disabilities

**21%**

of all people identify as having a disability

**23%**  
Women



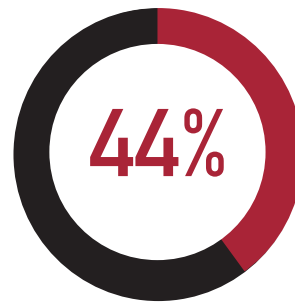
**20%**  
Men

**48%**

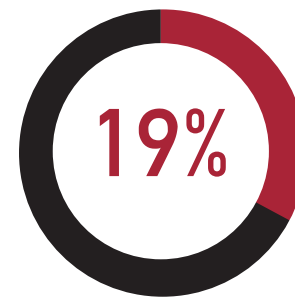
48% of people with disabilities have mobility issues.



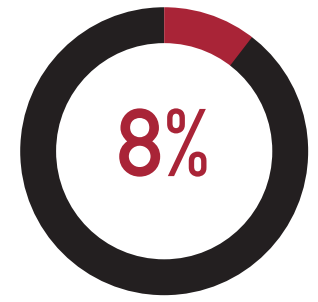
Percentage of those with disabilities by age group:



Pension age (67+)



Adults (18-66)



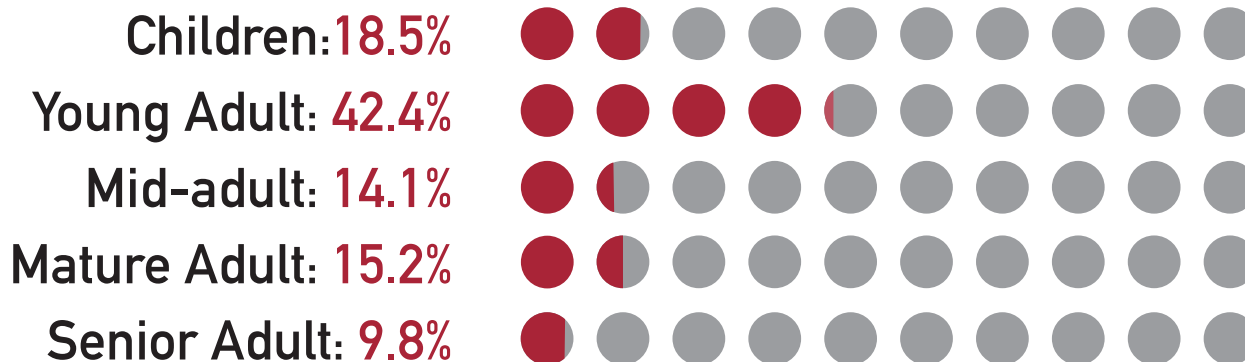
Children (under 18)

# 05 DISABILITY

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



## Breakdown of who is seen in disability-related visuals



While kids with disabilities are shown in families...

...at school they are almost always the only person with a disability.

3X

Physical disability is shown 3x more often than intellectual disabilities (such as Down syndrome and autism).



The overwhelming majority of people living with a disability are portrayed as white.



# 05 DISABILITY

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

**Adults and children with disabilities in relationships with other people who both do and don't have a disability**

**Less-visible physical disabilities (e.g., hearing or vision impairments)**



**Teens with disabilities in a mainstream educational setting**

**Adults with developmental disabilities**

**Adults with intellectual disabilities**



**People of all ethnicities with disabilities**

**Children with disabilities playing together**



**People of all ages with disabilities enjoying leisure activities**

*Images shown are examples only; they are not exhaustive of everything that needs to be represented.*



# 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?



Are you only featuring people in wheelchairs or with other easily identifiable disabilities? Are you also considering cognitive challenges or invisible disabilities? Did you consider featuring the deaf community or people with visual impairments?



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



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



Are you showing the whole range of life experiences that people 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



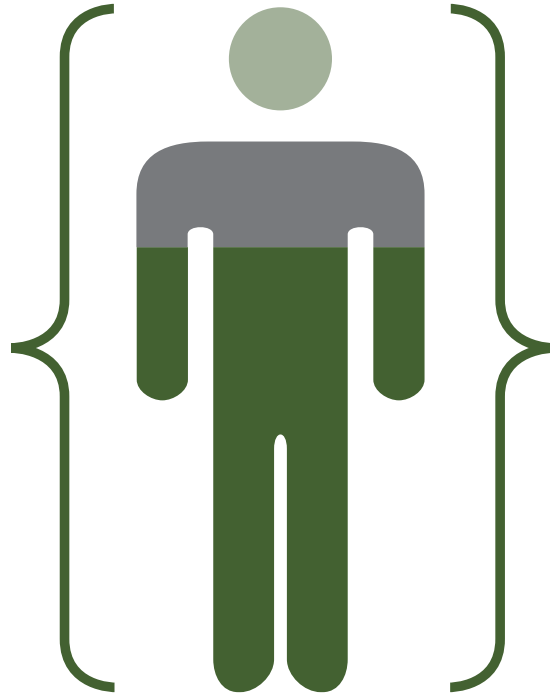
# 06 BODIES

// Demographics: A breakdown of the UK population by body size

## AVERAGE BODY SIZE

The average UK woman:

- is 161.6cm (5 foot 3 inches) tall and 70.2kg (11 stone)
- has a dress size of 14-16



The average UK man:

- is 175.3cm (5 foot 9 inches) and weighs 83.6kg (13st 1lbs)
- has a 43-inch chest size and a 37-inch waist size

**27.8%** of the UK adult population is categorised as obese

**2.5%** is undernourished, although this does not correlate to body size



# 06 BODIES

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

## Authentic diversity of body type is lacking

# 95%

In 95% of imagery of children and adults, they are slim and of average to tall height

# 7%

7% of both women and men are what could be described as 'real,' with realistic/average body shapes



Body positive imagery has a good ethnic mix, but it is mainly young women, either in groups to show a range of body types or exercising (implying a need to be healthier).

## Depictions of men:



Thoughtful wearers of glasses are common in the mid-adult and mature adult age range.



There are very few larger bodies.



Less than 1% have bald heads.

## There is variety in women's hair:



Women are more likely to have long brunette or blonde hair.



Afro hair is shown in a range of styles.



But only 11% of imagery shows women with short hair.



# 06 BODIES

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

**Bald men and men  
with beards in  
the 30-50 age range**

**Larger-frame women  
in leadership positions**

**Grey hair and  
coloured hair (not  
young adults)**

**Plus-size bodies in  
everyday life (not  
exercising or**

**Women with  
short hair**

**Pregnant women  
over 40**

**Visible skin  
conditions**

**Plus-size people at  
work**

**Pregnant people in  
everyday scenarios not  
focusing on pregnancy**



*Images shown are examples only; they are not exhaustive and representative of everything that needs to be represented.*

# 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? Gender nonconforming 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?



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 women or women with postpartum 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? Are you including positive representations of men with larger or shorter bodies? Can the positioning of people in your imagery be interpreted as unnecessarily sexualized or objectified?



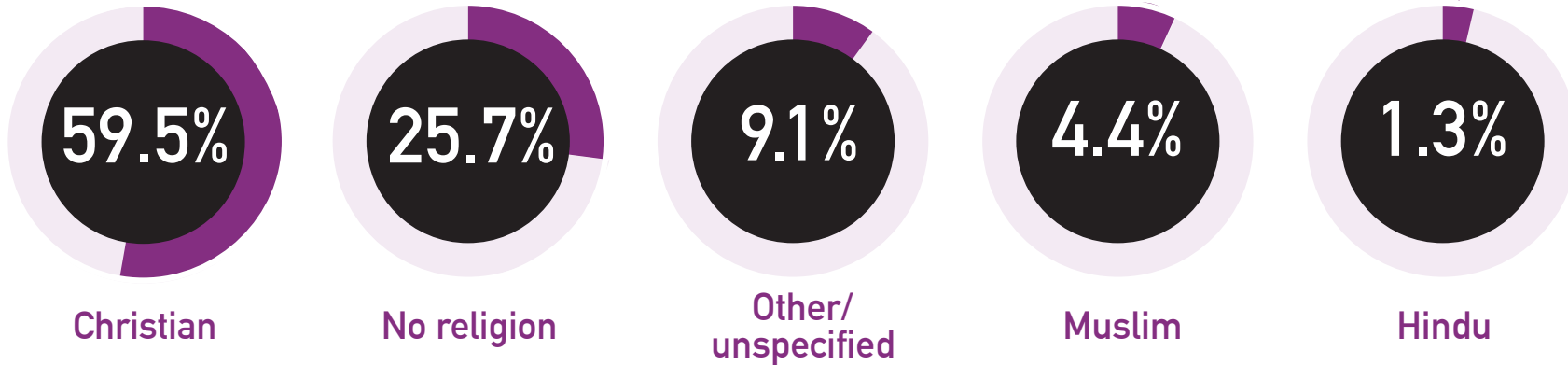
# RELIGION



# 07 RELIGION

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

More than half of the population identifies as Christian. The second highest percentage have no religion at all.



Source: CIA Factbook 2011



# 07 RELIGION

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

Because of the dominance of Christians and nonreligious people in the UK population, “Christian” is not added to the image metadata in the same way that “Muslim” is added. Christian celebrations and traditions are VERY well represented in the visual landscape.

# 80%

The majority (80%) of visuals of Muslims feature young women or girls.



Muslim children are seen in multicultural groups.



At work, Muslim people are most often seen in multicultural groups, working mainly in healthcare.



Male Muslims are frequently shown accompanying a female hijab wearer or dressed in full Arab clothing.



Muslim women are mainly seen alone or in a domestic environment, such as with a partner or family.



The Hindu religion is seen only in the context of celebrations such as weddings or the Holi festival.

Judaism is seen only in the context of celebrations such as Hanukkah.



# 07 RELIGION

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

**Muslim female  
friendship across all  
ages (not all Muslim  
women wear hijabs)**

**Jewish Shabbat meals  
with friends and family**

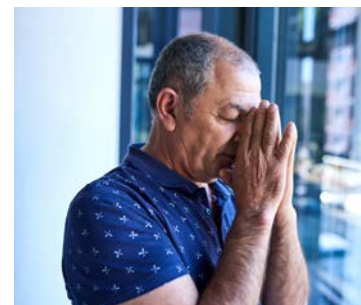
**Muslim men as  
sons, fathers,  
brothers, friends**

**A female business leader  
in modest clothing**

**Muslims celebrating  
Ramadan, Eid,  
and other holidays**

**Hindu celebrations  
and holiday  
observances**

**A Hindu family or Hindu  
and relationships in  
lifestyle and business**



*Images shown are examples only; they are not exhaustive of everything that needs to be represented.*

# 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 different communities that practice religious faiths of any kind, are you representing a range of different religious backgrounds?



Are you focusing on the individual/community or only the faith? Are you showing individuals 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 the 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.)?





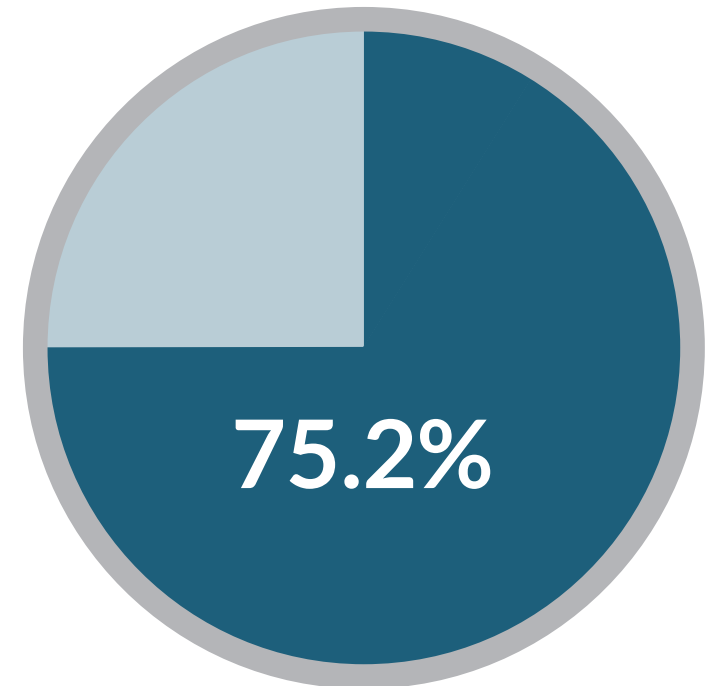
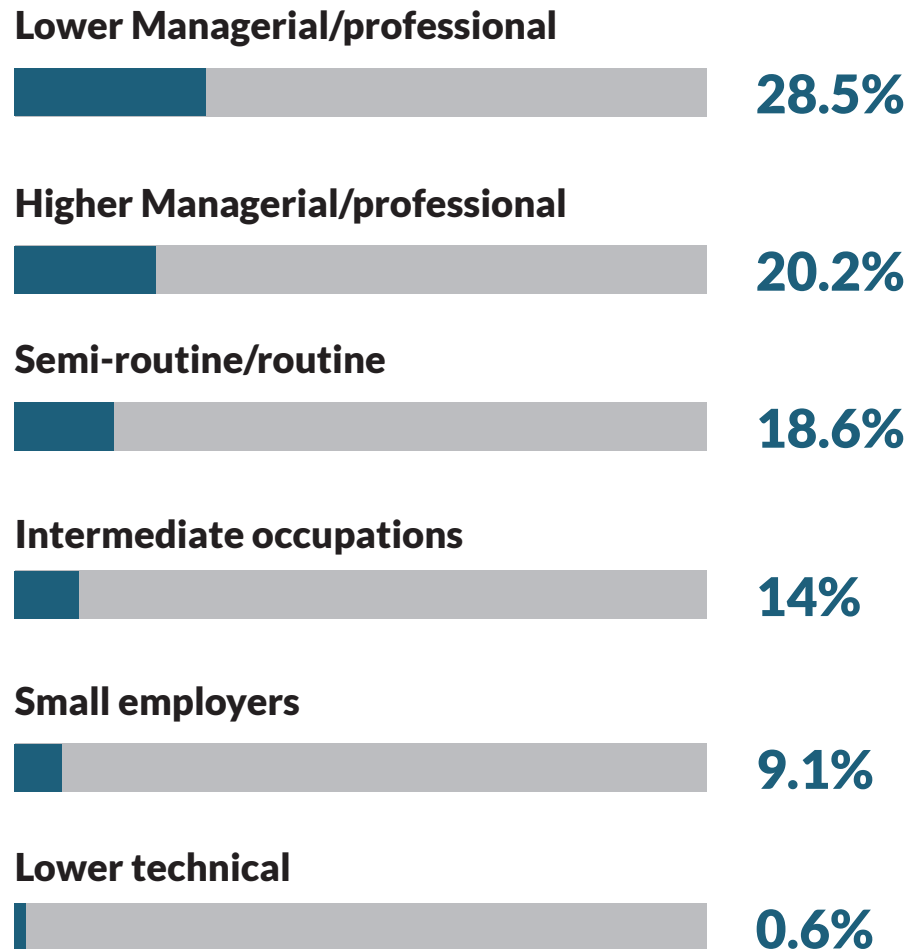
# SOCIOECONOMIC STATUS



# 08 SOCIOECONOMIC STATUS

// Demographics: A breakdown of the UK population by socioeconomic status

## Socioeconomic Stratification\*



**75.2% of adults of working age  
in the UK are employed**

The remainder are studying or  
economically inactive  
(i.e., not seeking employment,  
unemployed, or unable to work)

*\*Note, the phrasing for social classes—such as “middle class” when referring to professional economic status, and “working class” for technical/manual roles—does not denote any official classification. However, since they are commonly used in everyday language, they have been included in this section.*

Source: Office for National Statistics May 2021.

# 08 SOCIOECONOMIC STATUS

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



There is a good gender and ethnic mix of people doing manual labour.



New homes are limited to heterosexual young couples and families with one or two children.



The majority of home interiors and exteriors are typical of the affluent architectural style seen in the south of England.



UK holiday destinations are invariably shown as typical middle-class destinations such as the Cotswolds, Devon, Cornwall, and the Lake District. City breaks are almost all London-focused.



There is less Scottish and Irish than English and Welsh visual content.



Low-income people are typically white, and people in need are shown as elderly and alone.

# 08 SOCIOECONOMIC STATUS

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

**City breaks  
across the UK**

**Low-income families  
celebrating birthdays  
or Christmas**

**School children  
walking to school  
with friends**

**Home settings  
that are not in  
South East England**

**A three-generation  
family from a working-  
class background**

**Homes and domestic  
scenes in the Midlands,  
Northern England or  
Scotland, Ireland**

**Teamwork in  
routine working  
environments**

**Friendship  
amongst groups of  
manual workers**



*Images shown are examples only; they are not exhaustive of everything that needs to be represented.*

# 08 SOCIOECONOMIC STATUS

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

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



Are you considering aspirations that are not typically middle class?



Are you relying on stereotypes of class when it comes to home environments, clothing, hairstyles, and jobs?



Are you considering age in addition to people's socioeconomic status?



When depicting lower- or higher-income people, are you representing the ethnic mix of the UK population?



Are you focusing on common human experiences and emotions that transcend socioeconomic status?



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# CITI PHOTOGRAPHY PRINCIPLES

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Our photography always embraces humanity and helps elevate our love of progress through the moments of progress we capture. Always optimistic, there is a warmth to the images with a voyeuristic realism that makes you feel as if 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

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# SUMMARY & RESOURCES

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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 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.

For more information on this work, please visit our [Digital Hub](#).





Presented By:

**citi** | **gettyimages**