



MEXICO

DIVERSITY, EQUITY, & INCLUSION IMAGERY TOOLKIT

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

Presented By:



MARCH 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, celebrating identity, and improving 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, 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 it 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.

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



THE TOOLKIT

WHAT?

A road map 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

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. It is important to remember that race and ethnicity are not mutually exclusive categorizations and can overlap.

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, and hormones; gender identity, which describes people’s internal sense of their gender; and gender expression, which describes the external appearance of a person’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 people 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 language remain human-first when referring to a disability, e.g., 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 cause, nature, and purpose of the universe (especially when the universe is considered to be 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, the activities in which they engage, how they marry and raise children, and much more.

SOCIAL CLASS

In Mexico, socioeconomic status—better known locally as “social stratum” or “social class”—is not merely defined by income level; it is also heavily influenced by education, residence (especially urban vs. rural parts of the country), and access to amenities such as credit, the internet, and food security. While socioeconomic categories are generally understood as upper/professional class, middle class, and poor, experts continue to debate how to accurately define them based on many factors.

THE STATE OF DIVERSITY & INCLUSION IN MEXICO

The prevalent Mexican standard of beauty has historically been Eurocentric. Over the past decade, however, mass media—which includes the film, television, advertising, and beauty industries—has broadened the scope with a more authentic range of Mexican identities and experiences.

The influences of social media have been the driving force in the rising movements of justice, sociopolitical change, and cultural upheaval. Notably, when Mexicans share their own images on social media, there is five times more diversity than what is seen in advertising and brand communications.

Additionally, while younger consumers are driving the diversity and inclusion conversation on social media, consumers of all ages are now expressing more progressive attitudes toward the inclusion of previously underrepresented groups. All of these elements are contributing to a reversal of harmful stereotypes in the culture, though there is still work to be done.

Race and Ethnicity. There are growing conversations on race and ethnicity in Mexico. For example, at first glance, the mestizo population seems homogenous. Within this category, however, a range of differing ethnic and cultural nuances exist. People are now beginning to proudly identify with these different groups, such as Afro-Mexicans and people of Indigenous descent.

Indigenous populations have difficulty in society. They face the most discrimination, stereotyping in the media, and socioeconomic disadvantages. In 2018, an internationally acclaimed film featuring an Indigenous actress's beautifully nuanced portrayal of a domestic worker gained attention and created more conversations around the way people of Indigenous descent are marginalized in Mexican society.

Mexicans with darker skin tones tend to suffer from colorism-based discrimination, and they experience more income inequality.

Gender. The fight for gender equality has been at the forefront of cultural conversations in Mexico, due to the rising rates of femicide and violence against women. This has sparked protest movements both in the streets and online, with the most recent ones in response to the rising rates of domestic violence during the pandemic.

This violence overshadows the fact that Mexico is surpassing other Latin American countries in gender equity in the workplace. But women still struggle to rise to positions of leadership and break out of the traditional careers in service, education, and caretaking. Women of indigenous descent, as well as women with darker skin tones, continue to be the most marginalized, both in the workplace and in media representation.

To combat this, many Mexican brands are now highlighting women's empowerment to reframe the stereotypes of women and also to challenge the pervasive "machismo" culture that is often linked to violence against women.

Consumer sentiment is now moving beyond the gender binary, reflecting a more progressive attitude toward gender identity. Ahead of this shift, some Indigenous cultures have long understood and accepted nonbinary gender identities and diverse gender expressions.

Yet, transgender people are not officially counted by the Mexican government, and trans identities are not legally recognized in most states. The trans community suffers from higher rates of violence than cisgender women.

THE STATE OF DIVERSITY & INCLUSION IN MEXICO (CONT'D)

Sexual Orientation. Because Mexico is a Catholic-majority country and has a conservative culture, particularly outside of progressive-leaning urban areas, acceptance of LGBTQ+ people is challenging.

While progress has been made in terms of legal rights and media representation over the last decade, the LGBTQ+ community still suffers high rates of violence and discrimination. Younger generations are at the forefront of the conversation about furthering LGBTQ+ rights, especially on social media.

Social Class. Skin color is closely aligned with social class in Mexico—and this has consequences. People with darker skin tones are far more likely to have lower incomes and to live in poverty.

Though Mexico has a progressive-populist president and a history of post-colonial socialist movements, poverty is widespread throughout the country, and the social mobility rate is extremely low.

Other Identities. Other important sociocultural conversations in Mexico currently include body positivity, ageism in the workplace, disability rights, and acceptance of agnosticism and religious practices outside of Catholicism. These are beginning to be addressed in media, as well as in the broader culture.





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RACE & ETHNICITY

01 RACE & ETHNICITY

// Demographics: A breakdown of the Mexico population by racial and ethno-cultural identity

Ethno-cultural identity percentages

Externally, Mexico appears homogenous when it comes to characteristics such as race and religion. But internally, Mexico is a country of 127 million people rich in different cultures, traditions, and customs.

→ Mestizo 87%

Mestizo Mexicans are of blended descent, originating primarily from intermarriage between the indigenous people of Mexico and Europeans, as well as Africans and Asians (though to a lesser degree).

→ Indigenous Mexican 28%

Mexico has the largest Indigenous population in the Americas, as well as the most Indigenous languages and dialects. Approximately 7% of Mexicans identify as exclusively of Indigenous descent. They mostly hail from Oaxaca, Chiapas, and Veracruz—states with the largest populations of that lineage. A larger group (21%) recognize their deep ethnic roots predating European colonization. They identify both as Indigenous and of other ethnicities.

→ Other 10%

“Other” mostly refers to white people of European descent. However, about 3.2% of Mexico’s population have considerable large African ancestry (Afro-Mexican).



The Myth of Mexico’s Ethnic Homogeneity

When the Europeans colonized the Americas, they introduced a social hierarchy based on skin color that persists in Mexico today.

55% of Mexicans say that there is discrimination based on skin color.

Darker-skinned Indigenous Mexicans are subject to greater discrimination and social inequities. 20.3% say they have been discriminated against in the last year.

Afro-Mexicans were recognized on the census for the first time in 2020.

Source: National Discrimination Survey, ENADI, AfroCenso MX

Source: CIA Factbook 2020 and International Workgroup for Indigenous Affairs

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

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, 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 that come with the cultural meanings attached to skin color. *Source: Duke Law Journal*

Intersections with other identities are limited for people with darker skin.

People of Indigenous descent with larger bodies, with disabilities, or who are LGBTQ+ rarely are shown in visuals.

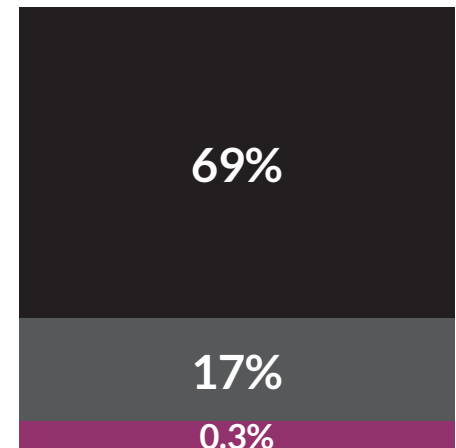
Mestizos and white people of European descent make up well over half of the visuals representing each of those identities: LGBTQ+, 66%; disability, 54%; larger bodies, 70%. The remaining ethnicities are split between small percentages of other ethno-cultural groups.

Even though there appears to be diversity in ethnicities, only 2% of visuals contain people with darker skin tones.

Despite making up a minority of Mexico's population, white people dominate visuals in Mexico.

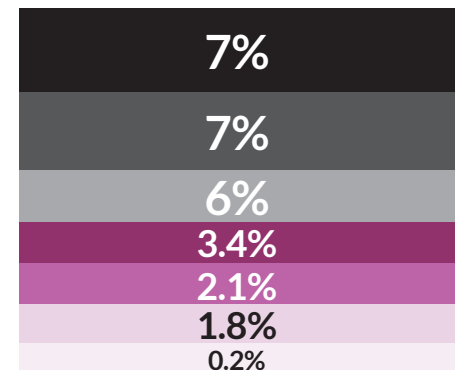
MEXICAN ETHNO-CULTURAL GROUPS

- White
- Latin American and Hispanic (mostly mestizo)
- Indigenous Mexican



OTHER ETHNO-CULTURAL GROUPS

- Black
- Black (not just mestizo)
- East Asian
- Southeast Asian
- Middle Eastern
- Indian
- Pacific Islander



East Asian: Japanese, Taiwanese, and Korean
Southeast Asian: Thai, Vietnamese, Indonesian, and Filipino

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

01 RACE & ETHNICITY

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

Real Discrimination, Real Consequences

Discrimination in the workplace is highest among People of Indigenous descent and Afro-Mexicans.

Citizens with darker skin earned 41.5% less income per month than their white compatriots. There's also a 45% gap in educational achievement between the darkest and lightest-skinned Mexicans.

*Source: Kantar Inclusivity Index,
Latin America Public Opinion Project*

Everyday scenarios mostly represent only certain ethno-cultural groups

White Europeans and mestizos are the most likely to be represented in activities within the lifestyle, business, and healthcare categories. On the other hand, people of Indigenous descent are most often reduced to static portraits that focus on symbols of Indigenous culture (dress, food, activities, etc.)

Compared with other ethnicities, people of Indigenous descent are least likely to be shown in:



BUSINESS



A PROFESSIONAL
OCCUPATION



AN INDUSTRIAL
OCCUPATION



EDUCATION
SCENARIOS/
CLASSROOMS



LEISURE
ACTIVITIES



USING
TECHNOLOGY

While Afro-Mexicans are just as likely as white people and mestizos to be featured in business visuals, they are also 7x more likely than white people to be featured in a multiethnic group. They are the ethnicity least likely to be shown in more humanizing visuals, such as those showing family and domestic life.

01 RACE & ETHNICITY

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

People of Indigenous descent in a range of workplaces (professional, small-business, industrial, entrepreneurial)	Multiracial groups that don't center on white people, especially in business scenarios
People of Indigenous descent using technology	Afro-Mexicans of all complexions in the workplace
People of Indigenous descent living in urban areas	Afro-Mexicans of all complexions at home and enjoying leisure activities, as individuals and in family groups
People of Indigenous descent living in rural areas in everyday scenarios	Medium- and darker-skinned mestizos in professional workplaces
Children of Indigenous descent in classrooms (secondary and higher education)	Medium- and darker-skinned mestizos with disabilities
	Medium- and darker-skinned mestizos who are LGBTQ+
	Lighter-skinned Mexicans of all ethnic backgrounds engaged in Latin American cultural traditions



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 choosing visuals that are inclusive of people who truly represent the diverse population in Mexico?



Are you deferring to European standards of beauty? Are you showing a range of skin tones, facial features, hair types and textures, hair color, and authentically reflecting the diversity within Mexico?



Are you only showing people of Indigenous Mexican descent in the context of their traditional cultures? Are you including Indigenous Mexicans in everyday visuals of modern Mexican life? With their families? At work? At school? Enjoying leisure activities?



Are you relying on “tokenism” and making just a symbolic or minimal effort to represent different ethnicities? Have you considered how underrepresented communities like Indigenous Mexicans or Afro-Mexicans are most frequently depicted (e.g., Indigenous Mexicans in isolated rural portraits or Afro-Mexicans in images illustrating about “diversity”)?



Do your visuals tell humanizing, robust, authentic stories of underrepresented Mexican communities such as Indigenous, Mexicans, Afro-Mexicans, or darker-skinned mestizos?



When visualizing cultural traditions (around food, celebrations, activities, etc.) of Indigenous Mexicans or other underrepresented communities from different backgrounds or in different parts of the country, are you reflecting them with care and nuance?



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

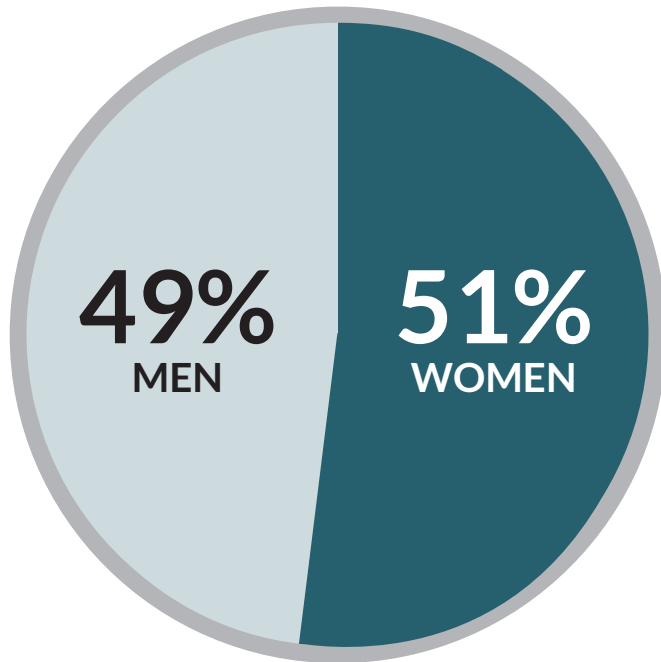


GENDER

02 GENDER


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

Mexico's population of 127 million people skews slightly more female than male.



Unfortunately, there is no official estimate for the transgender population. In fact, official recognition of transgender people is legal in only 11 out of 32 states. That said, the culture of people of indigenous descent in the south of Mexico (most notably the Zapotecs) have long recognized *muxes* (people who are assigned male at birth and have a female gender expression) as a third gender, suggesting that Indigenous communities are more accepting of diverse representations of gender.

Source: World Bank 2019



64% of Mexican women say it is extremely/very important to challenge traditional stereotypes for your age/gender. That's more than Brazilian and Argentinian women, and higher than the global average.

The strong movement for gender equality is, in part, a response to the rising rate of femicide and violence against women.

66% of Mexican women age 15 and up have suffered at least one incident of violence.

Also, more than half of LGBTQ+ violence is against transgender women.

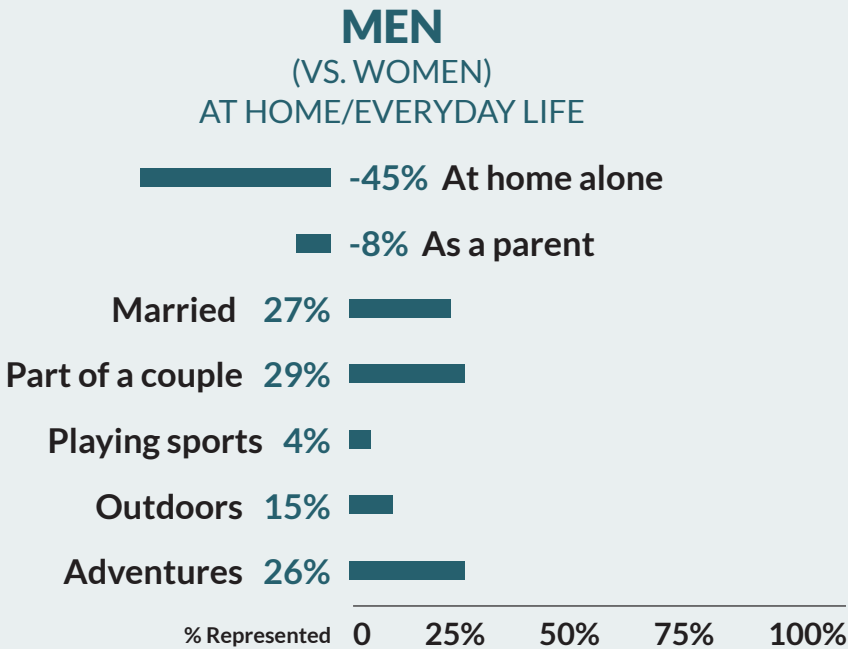
Source: Kantar Global Monitor, 2020; INEGI, 2016; Reuters, 2020

02 GENDER

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

Gender roles and other reductive stereotypes persist for both men and women across visuals.

Gender stereotypes appear in at-home scenarios and in lifestyle images. Women are more likely than men to be shown doing chores around the home or shopping. Conversely, men are less likely to be shown at home living independently. Additionally, men are more likely to be doing perceived “macho” activities.



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

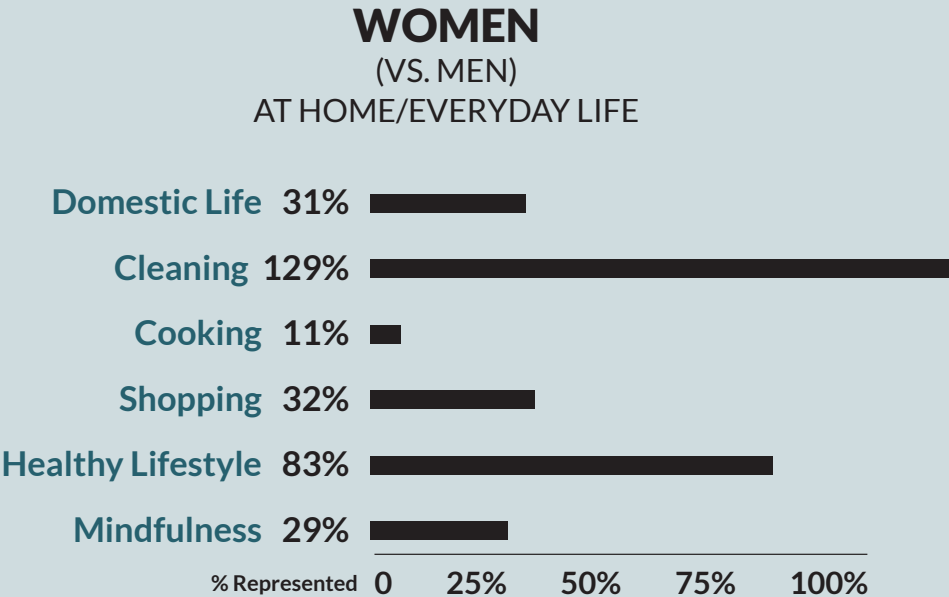
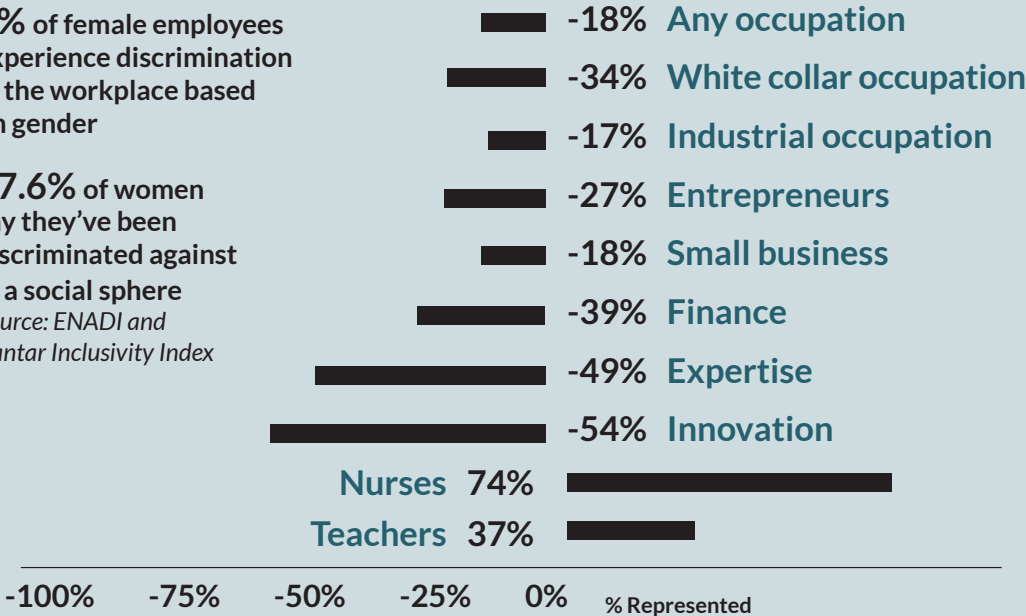
The stereotypes that appear in visuals can also show up in everyday life.

9% of female employees experience discrimination in the workplace based on gender

17.6% of women say they've been discriminated against in a social sphere

Source: ENADI and Kantar Inclusivity Index

WOMEN
(VS. MEN)
IN THE WORKPLACE



02 GENDER

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

Even when gender is considered in relation to age, stereotypes persist.



Girls are less likely than boys to appear in visuals showing education (-10%) or curiosity (-26%), but more likely to be seen in visuals related to friendship (+30%).



Boys are +34% more likely to be shown playing sports and generally playing (+39%), while girls are more likely to be shown cooking (+35%) and cleaning (+17%).

There is very little representation of transgender, nonbinary, or gender-diverse people in visuals.



Gender identity diversity appears in less than 1% of visuals

Most visuals showing transgender, nonbinary, and gender-diverse people feature young adults (20-29 years old); additionally, they are most likely to be mestizo or white.



More than 50% of Mexican consumers believe that people should accept that there are more than two genders, which is ahead of the global average.

Source: Getty Images Visual GPS 2020

02 GENDER

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

Women and men collaborating in the workplace

Women, particularly older women, in leadership roles in all types of business settings

Women as innovators, creative thinkers, inventors

Women and girls in adventure imagery

Girls at school, in educational settings

Transgender, nonbinary, and gender-diverse people of Indigenous descent

Transgender, nonbinary, and gender-diverse seniors

Girls at play, and playing sports

Men looking after their health, independently, through healthy eating or mindfulness

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

Men as single parents caring for children of all ages

Portraits of men of all ages at home or during leisure time, expressing softer or subtler emotions

Boys playing with friends, non-competitively

People with diverse gender identities and expressions of all ethnic backgrounds in everyday living scenarios (e.g., at home, at work, at school, etc.)



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.



Have you considered how your imagery might be reinforcing gender stereotypes?



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



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



Are you embracing people of all gender identities as possible choices for your portrayal of people, including transgender, nonbinary, and other gender-diverse people?



Have you considered the scenarios in which you're representing transgender, nonbinary, and gender-diverse people? Are they being featured within a community, in activities of daily life, as well-rounded humans?



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



Have you considered the scenarios in which you're representing transgender, nonbinary, and gender-diverse people?

SEXUAL ORIENTATION



03 SEXUAL ORIENTATION

// Demographics: A breakdown of the Mexico population by sexual orientation

1.9% of Mexico's population is Lesbian, Gay or Bisexual, according to a 2017 study. While that may seem insignificant, it represents over 2.4 million LGBTQ+ people living in Mexico.

Source: OECD, 2019

Some LGBTQ+ rights are government-protected, but the influence of religion and traditional norms continue to prevent wide-scale acceptance.

In Mexico, discrimination based on sexual orientation is illegal. Additionally, same-sex couples and LGBTQ+ individuals may adopt children.

Source: Kantar Global Monitor, 2020

Same-sex marriage is not legal nationally. However, it is legal in 20 out of 32 states, and all states must recognize legal same-sex marriages.



Rising Acceptance, Rising Violence

In 2020, 69% of Mexicans said that homosexuality should be accepted by society, up from 54% in 2002.

Despite the increased visibility of LGBTQ+ people in the media, violence against LGBTQ+ people in Mexico has risen +27% since 2018. Nearly a third of the victims were gay men.

Source: Reuters 2020, Pew Research, 2020

03 SEXUAL ORIENTATION

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

Minimal representation of the LGBTQ+ community exists—and representation is not intersectional.

<1%

Fewer than 1% of visuals include LGBTQ+ identities

Gay men make up the largest proportion of people seen in LGBTQ+ visuals (56%), followed by lesbians (47%) and bisexuals of all gender identities (31%).

72% of LGBTQ+ visuals show teenagers or young adults.

More than half of LGBTQ+ visuals center on white people or or mestizo. LGBTQ+ people of Indigenous descent are not seen.

People with disabilities are rarely seen, and there's minimal representation of trans or nonbinary identities with diverse sexualities within the LGBTQ+ community

Most representations of the LGBTQ+ community are in urban areas, with little to no representation in more rural ones.



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

03 SEXUAL ORIENTATION

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

There is a lack of depth and cultural authenticity in visuals.

1 in 5

LGBQ+ visuals show pride celebrations, and prevalent themes focus on the struggle for equality, rather than normalizing the LGBQ+ presence in Mexican society.

Very little content places LGBQ+ stories squarely in Latin American culture.

38% Freedom

24% Equality

6% Latin American Culture

Most visuals feature general lifestyle activities or the relationships LGBQ+ people may have, while there is significantly smaller representation in business, professional, or in school scenarios—areas of life where LGBQ+ individuals report that they have experienced discrimination.








Work and School Remain Areas of Exclusion

50% of LGBTQ+ people said they had suffered some type of violence from schoolmates. This was followed by violence from parents for 39% of respondents.

25% of LGBTQ+ employees in Mexico claim to have been excluded from activities or events at their companies.

Source: Statista; Kantar Global Monitor, 2020

Themes seen in LGBQ+ visuals:

	63% Lifestyle / Leisure
	62% Romance
	43% Friendship
	14% Travel
	9% Business
	1% School
	0% Church

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

03 SEXUAL ORIENTATION

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

LGBQ+ people in everyday scenarios outside the home: at work, at school, enjoying leisure activities, etc.	LGBQ+ people in scenarios specific to Mexican culture
LGBQ+ people or couples, with or without children, in everyday scenarios at home: relaxing, cooking, exercising, etc.	LGBQ+ people observing or celebrating religious holidays
LGBQ+ people portrayed as part of communities other than the LGBTQ+ community	LGBQ+ seniors, in all scenarios
LGBQ+ people living in both urban and rural settings	Medium to darker-skinned LGBQ+ individuals, in all scenarios
	Transgender, nonbinary, and gender-diverse individuals identifying as LGBQ+, in all scenarios



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 ethno-cultural groups (e.g., Indigenous, Afro-Mexican, etc.)? Are you considering the 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, and who may have other gender-diverse identities?



What scenarios are LGBTQ+ people most commonly appearing in? Are you only showing LGBTQ+ people in romantic stories or as parents? What about nonpartnered 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 Mexico population by age

The median age in Mexico is 29.3 years

Men: 28.2 years
Women: 30.4 years

29.3

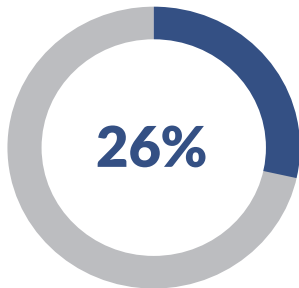


Discrimination Increases with Age

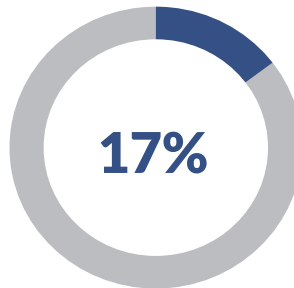
In Mexico, all age groups believe that they experience ageism, but **baby boomers (born 1946-1964)** remain the most likely generation to feel they experience discrimination due to their age (37%).

Source: Getty Images Visual GPS 2020

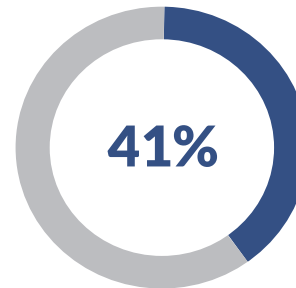
Population breakdown by age:



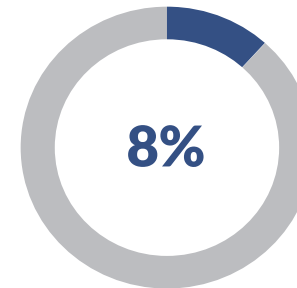
0-14 yrs



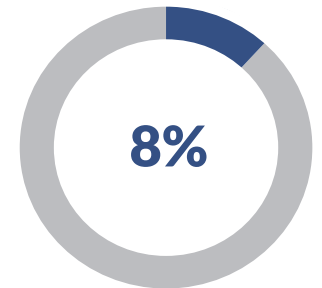
15-24 yrs



25-54 yrs



55-64 yrs



65+ yrs

Among people aged 0-24, the population has a higher percentage of young men than young women (51%).

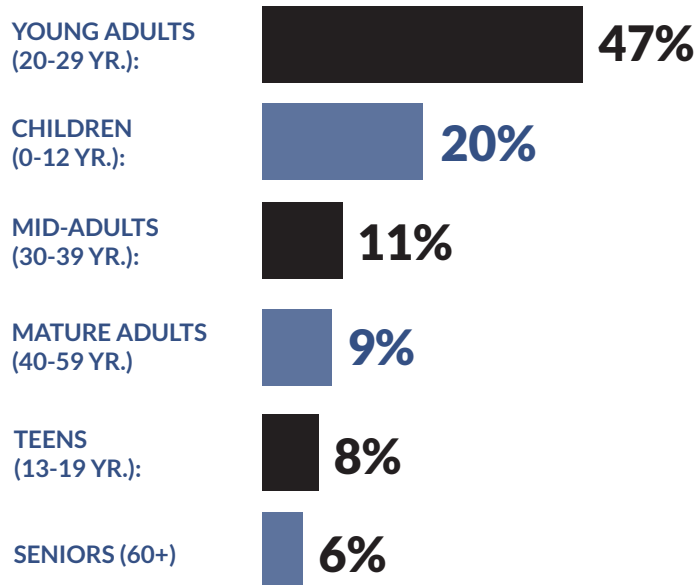
However, this flips to a higher percentage of women from age 25 and up. The 65+ age group has the largest proportion of women (56% compared with 51% overall).

04 AGE

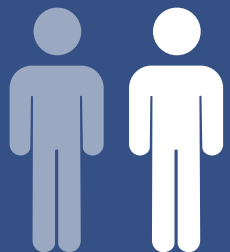
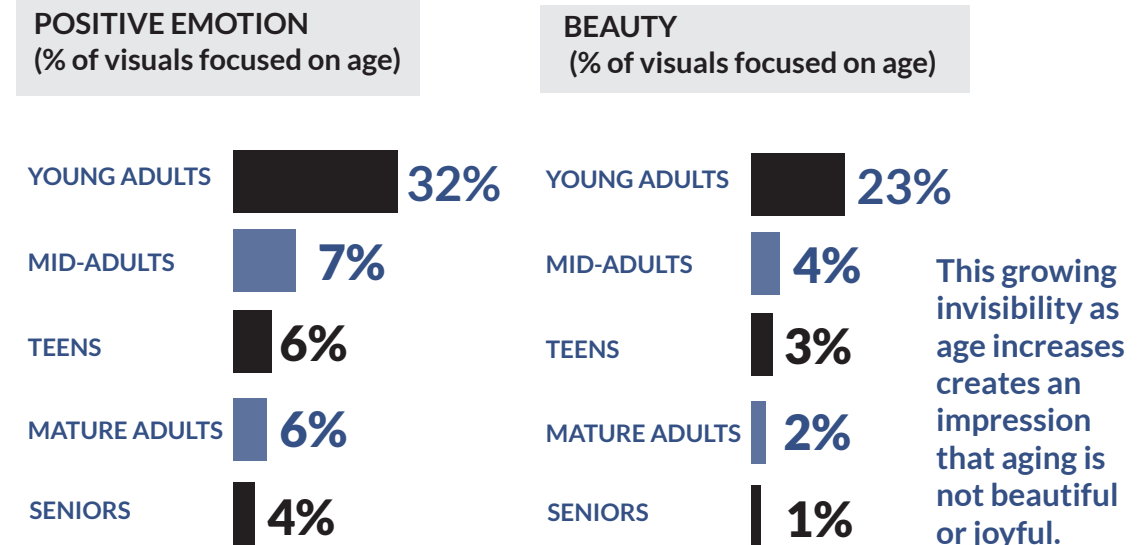
Note: Percentages appearing on this page may total more than 100% when combined, as multiple options are available for selection.

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

Overall, young adults (20-29 years old) are the age group most represented in visuals and seniors are the least represented.



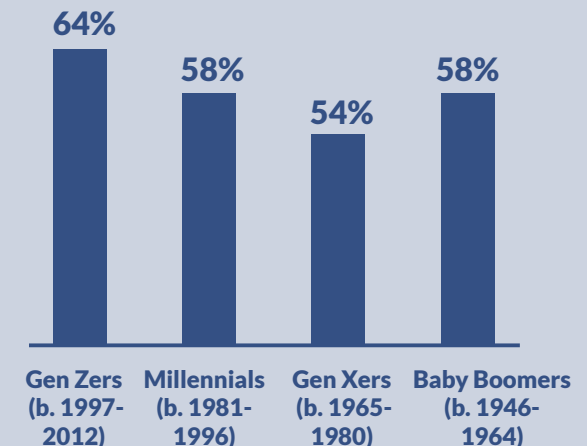
Mexican visuals tend to focus on positive emotion (55%) and beauty (33%), and most of those visuals center on young adults and children rather than older adults.



Nearly half of Mexicans who experience discrimination based on their age believe it is due to being perceived as “too old.”



% of respondents in Mexico who say it is extremely/very important to challenge traditional stereotypes for your age/gender



04 AGE

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

Interesting patterns emerge when looking at everyday life visuals through the lens of age.

At 39%, young adults are most represented in business visuals overall; however, compared with other age groups, visuals featuring them tend to focus less on professional occupations (29%) or entrepreneurship, and more on lifestyle and leisure. They are also seen in fewer visuals focused on family (11%) and domestic life (23%).



Gen X is the age group most likely to be featured in visuals focused on professional occupations (44%), small businesses, and entrepreneurship. At the same time, Gen Xers are also more likely than young adults to be seen with family (23%) and in domestic life. This reflects a bias that only older adults are mature enough to have these responsibilities.



Baby boomers remain the least represented in business visuals. They are featured most commonly in visuals focused on domestic life (33%) and healthcare (27%).

Ageism in All Aspects of Life

55%

55% of private and government job listings in Mexico post as a requirement that applicants must be 35 or younger.

21%

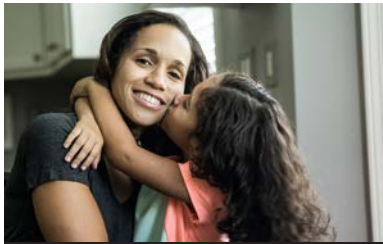
Paradoxically, once in the workplace, the most discrimination is faced by employees age 16-24 (21%), and the lowest discrimination is faced by employees who are 55+ (10%).

Sources: Assoc. against Employment & Workplace Discrimination by Age/Gender; Kantar Inclusivity Index

04 AGE

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

As age intersects with other aspects of identity, additional biases emerge.



Mestizos are the least likely ethno-cultural identity to appear in young adult visuals at 15% compared to an average of 26% for other age groups.



Indigenous representation is lowest in visuals featuring young adults.



Middle-aged adults make up the smallest proportion of visuals representing disability.

Gender gaps in generational representation:

Teens:
80% women; 37% men

Young adults:
76% women; 47% men

Mid-adults:
68% women; 67% men

Mature adults:
65% women; 68% men



Gender diversity is most likely to appear in images of the younger populations.



Young adults make up 61% of LGBTQ+ visuals.

For Younger Mexicans, Diversity is Key

85%

of Gen Zers in Mexico say diversity is an extremely or very important value in their lives

Source: Kantar Global Monitor, 2020

85%

of Mexican millennials and Gen Zers report experiencing discrimination based on their skin color, compared with just 51% of Gen Xers and baby boomers.

Source: Getty Images Visual GPS 2020

04 AGE

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

Male children and teenage boys at play, at school, at home	Single people age 30-40 in everyday living scenarios, without children
Young adults in mature, responsible everyday living scenarios	People age 30-50 exercising and making healthy lifestyle choices
Young adults with their families	Women over 40 in everyday living scenarios, with or without children
Young adults as entrepreneurs and small-business owners	Mature adults and seniors aging gracefully in visuals illustrating beauty
Young adult men in all aspects of daily living	Seniors in business and leadership
Adults in their 20s and 30s in healthcare/medical settings	Seniors as entrepreneurs and small-business owners
Adults in their 20s and 30s with disabilities	Seniors living independently
	LGBTQ+ seniors in everyday living scenarios



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 showing adults of all ages as capable and competent in everyday living scenarios of all types?



Have you considered how children are represented in visuals? Are you representing children of all genders in your visuals?



Are you representing a multidimensional experience of aging for all individuals? Are you focusing on what older individuals can't do, rather than what they can do?



Are you defaulting to certain scenarios for certain age groups (e.g., mostly young people doing leisure activities vs. mostly seniors at medical exams or being cared for, etc.)? Are you showing women over 40 as contented, active, and fulfilled?



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



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



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



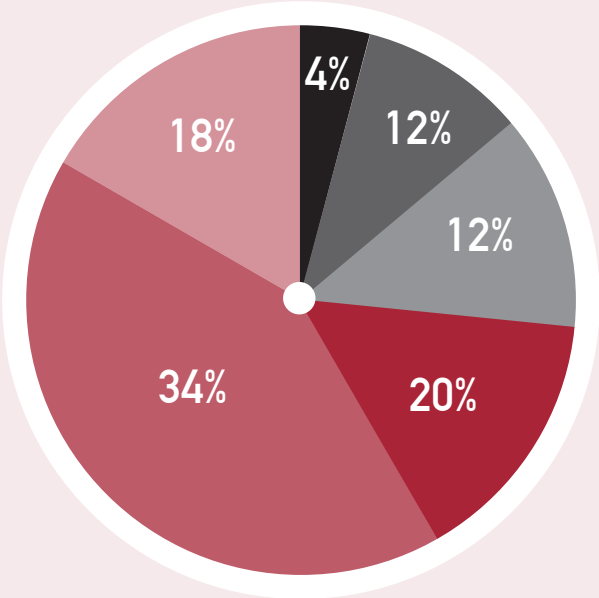
DISABILITY

05 DISABILITY

// Demographics: A breakdown of the Mexico population by disability

7.5% of Mexicans—or 9.17 million people— have a disability

Disability Type in Mexico

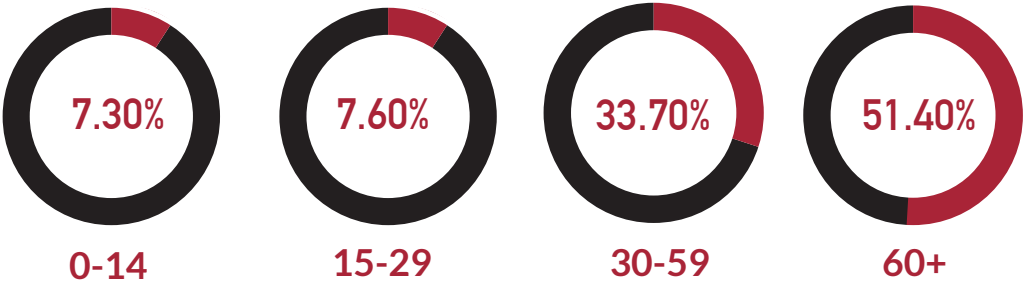


Most disabilities are not related to mobility, and may be less visible, or even invisible.

- Auditory
- Cognitive
- Visual
- Mobility
- Speech
- Other

While most people with disabilities are seniors, there are a significant number of young- to mid-adults, as well.

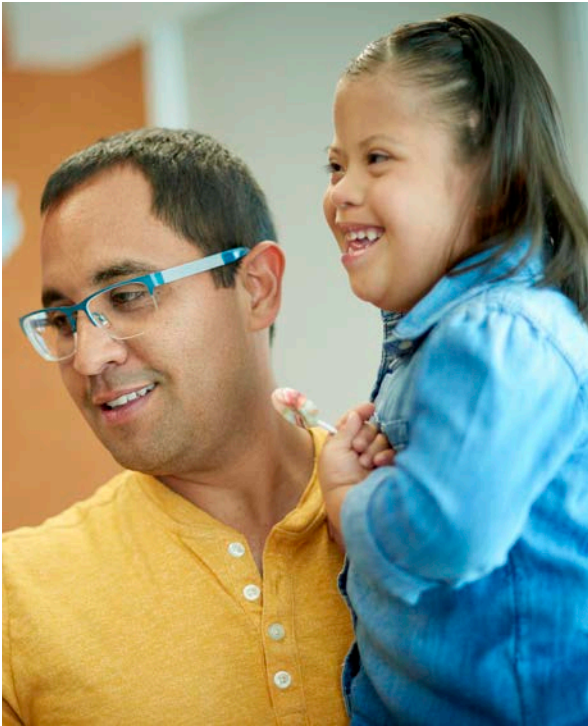
Age Breakdown of Mexico’s Population with Disabilities



Employment & Poverty

Considering that the majority of Mexicans with disabilities are adults, it makes sense that 47.2% of the disabled population is employed. That’s significant, when just 60.1% of the total adult population is employed.

Still, 45% of people with disabilities live in poverty, which is disproportionate, since the 11.3% of the total population live in poverty.



Source: Global Disability Rights Now

05 DISABILITY

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

1%

Only 1% of visuals appear to contain a person with a disability, and those visuals often show people in wheelchairs (22%). However, there is some representation of disabilities that are less visible.

Physical disability: 42%



Developmental disability: 18%



Autism spectrum: 16%



Intellectual disability: 10%



Visual impairment: 10%



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



1 in 3 visuals feature a person with a disability as a patient in a medical setting.



3 in 4 visuals show adults with disabilities, but there are limited representations of people with disabilities in the workplace (17%) engaged in leisure activities (7%).

Top 5 Themes in Visuals

PEOPLE WITH DISABILITIES

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

PEOPLE WITHOUT DISABILITIES

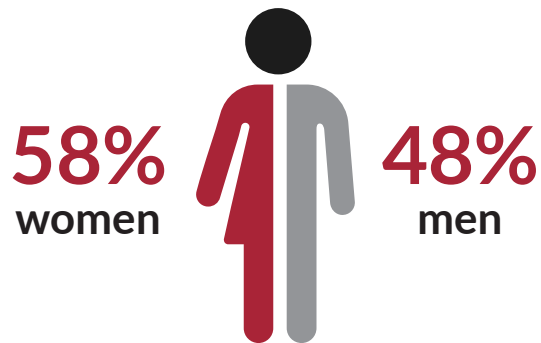
1. Togetherness
2. Relaxation
3. Care
4. Success
5. Connection



05 DISABILITY

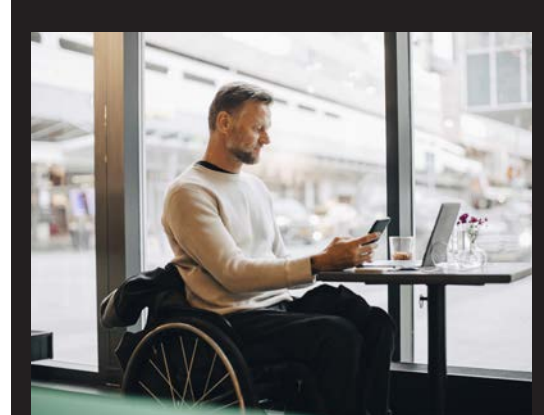
// Visual Landscape: The norms seen in popular visuals, advertising, media, and consumer research

Considering disability alongside other intersections of identity, patterns emerge



Women outnumber men in visuals overall (63% women vs. 48% men). That gender gap closes a bit when looking at people with disabilities (58% women vs. 48% men).

Children and young adults make up most visuals of people with disabilities.



White people are most frequently represented in visuals of people with disabilities.



Representation of LGBTQ+ people with disabilities is minimal.

05 DISABILITY

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

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

People of all ages with invisible disabilities

People with disabilities from all ethnicities with medium to darker skin, in everyday scenarios

Adults age 30-49 with visible and invisible disabilities at work

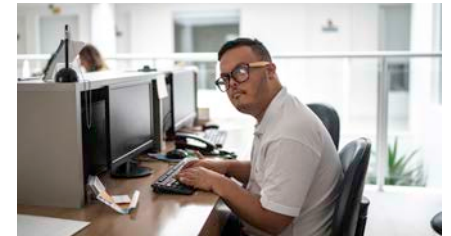
Adults age 30-49 with visible and invisible disabilities at home, enjoying leisure activities

Adults age 30-49 with intellectual disabilities

Adults with any disability as parents or as part of a romantic relationship

Teens and young adults with disabilities in everyday scenarios (i.e., with friends, playing sports, etc.)

LGBTQ+ people with any disabilities



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?



Are you only showing people with disabilities being helped, cared for, or trying to overcome their challenges? Are you showing adults over 30 and seniors with various disabilities?



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



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



BODIES

06 BODIES

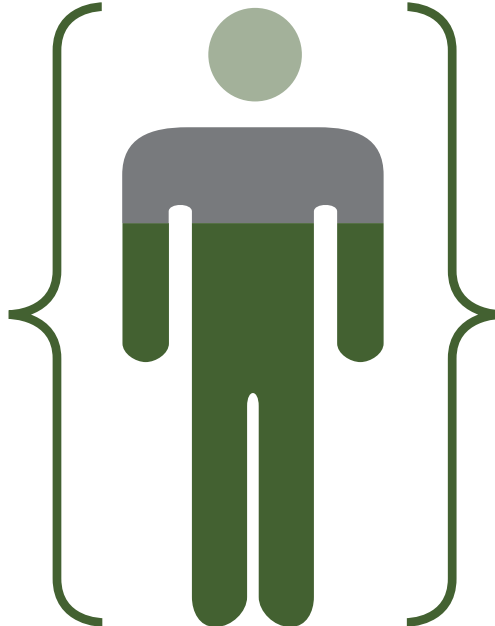
// Demographics: A breakdown of the Mexico population by body identity

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

AVERAGE BODY SIZE

The average height for
a Mexican woman is:
1.6 meters

75%
of Mexicans
are overweight
or obese



The average height for
a Mexican man is:
1.7 meters

Source: PLOS Genetics, 2018

Source: OECD, 2020

“While dark skin and black hair are characteristics that resemble most Mexicans, tall, skinny and blond women are considered the standard for beauty in Mexican society.”

Source: Advocate



Bias May Create Pressure To Prioritize Appearance

11% of employees in Mexico claim to have experienced negative discrimination based on appearance. After age, appearance is the second highest reason cited for discrimination.

Source: Kantar Inclusivity Index

31% of Mexicans experience bias based on their body size or type.

Source: Visual GPS 2021

63% of Mexicans say that looking fit and attractive is important—and it is almost equally important to both men and women.

Source: Kantar Global Monitor, 2020

06 BODIES

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

When it comes to physical appearance, limiting and Eurocentric beauty standards clearly exist.

Beauty is the second most popular topic in Mexico. It's a theme in 33% of popular visuals (vs. 21% globally).



There's a very gendered emphasis on setting standards of appearance for women in beauty visuals (71% women featured vs. only 32% men).



Brown hair is the most popular hair color, but there are still 3x more popular visuals showing blond hair than dark hair colors.



Tall people are 31x more likely to be represented than short people.



Fewer than 1% of visuals show people with visible skin conditions, such as vitiligo or psoriasis—or even general conditions like blemishes. When they are shown, the framing tends to be negative.

Beauty Is Only Skin Deep

What's Valued:
Personality over Appearance
% of Mexican consumers on what makes a woman beautiful (vs. global avg.)

90% Happiness (vs. 71%)

89% Confidence (vs. 69%)

86% Intelligence (vs. 66%)

85% Strength (vs. 55%)

80% Humor (vs. 60%)

Source: IPSOS

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

06 BODIES

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

Representations of diverse body types are minimal and lack dimension

> 1%

Fewer than 1% of visuals feature people with larger body types. There's also a clear gender gap, with fewer men with larger body types included than women (70% women vs. 26% men).



People with larger body types are less likely to appear in everyday life scenarios like work, travel, leisure activities, or school. Nearly half of visuals of people with larger bodies are focused on fitness, dieting, and food.

Over half of people with larger body types who are shown, appear alone. Only 5% appear as part of a family or community, and just 2% appear as part of a romantic couple (a far smaller proportion than the overall average).

While 46% of visuals showing people with larger bodies illustrate living a “healthy lifestyle,” far fewer convey themes of wellbeing (15%) or mental health (2%).



1%

Only 1% of visuals feature pregnancy.

UNDERSTANDING BODY IMAGE BIAS IN MEXICO

Source: Getty Images Visual GPS 2020

Top reasons why people experience body bias

- #1: skin imperfections
- #2: too heavy
- #3: too skinny
- #4: too curvy
- #5: shapeless

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

06 BODIES

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

People with larger body types at work

People with larger body types in community and everyday living scenarios

Beauty visuals that convey themes of intelligence, strength, and humor

Beauty visuals featuring men

Beauty visuals featuring transgender, nonbinary, and gender-diverse individuals

People who are evidently of a shorter height in everyday living scenarios

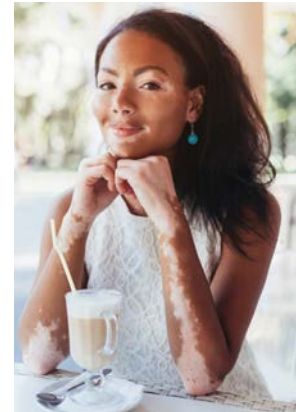
People of all genders with darker hair in all scenarios

Women with shorter hairstyles

Men with longer hairstyles

Skin positivity for different skin conditions, stretch marks, birth marks, blemishes, etc.

Pregnant people in everyday living scenarios including at work



Images shown are examples only; they are not exhaustive 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 defaulting to European standards of beauty, or amplifying the beauty of the Mexican population? Are you showing a range of body sizes, facial features, heights, skin conditions, etc.?



Are you representing people with larger bodies? Are you selecting imagery that features them living full lives? 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 intersection of gender and different body types? Are you including positive representations of men with larger or shorter bodies? Are you including gender-diverse people 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?



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



Have you considered images of pregnant people or people with post-partum bodies? Are they being portrayed as active, dynamic and well-rounded? Or are you focusing solely on the pregnancy or parenting?



Are you including people with a variety of different skin types? Are you positively showing scars, birthmarks, blemishes, stretch marks, etc.?

A photograph of two young girls in school uniforms (white shirts and blue checkered skirts) laughing and playing in front of a yellow church with a bell tower. The church has a stone inscription above a window that reads "ADEVO CORDI YLLI VERBY MCA DEACTV M ESTIS! TEX ADA ANOE 1748".

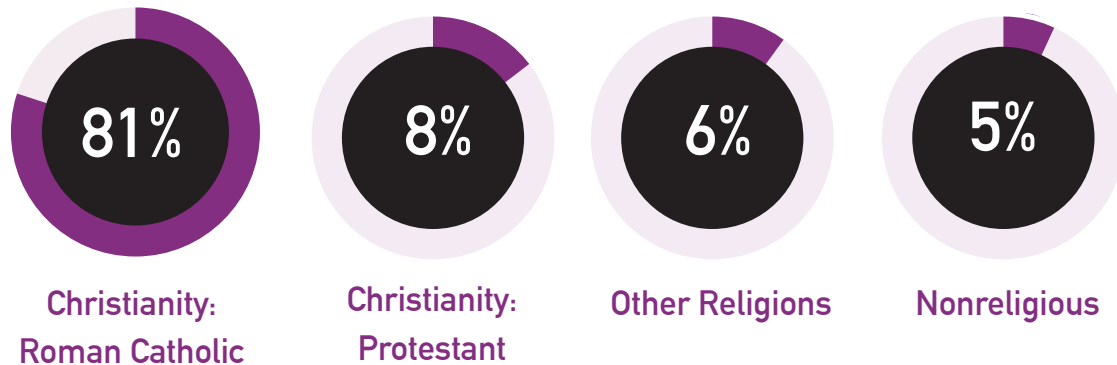
RELIGION

07 RELIGION

// Demographics: A breakdown of the Mexico population by religion

Mexico is a very religious and predominantly Catholic country. As a result, those who are less religious or belong to a religious minority may feel excluded.

Breakdown of religion in Mexico:

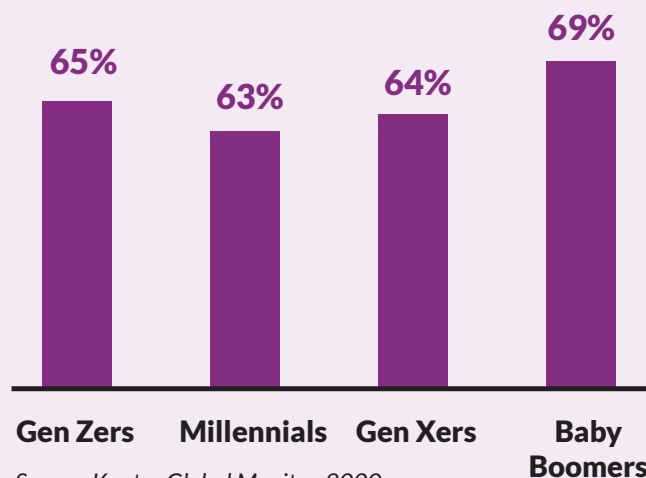


Nearly 1 in 4 Mexican consumers who experience discrimination attribute it to their religion.

Sources: Getty Images Visual GPS 2020

% of Mexicans who say faith is extremely/very important to them

Religion is important across generations.



Source: Kantar Global Monitor, 2020

30% of Mexicans attend church or a religious function at least weekly (vs. 27% globally).

Source: Kantar Global Monitor, 2020

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

07 RELIGION

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

Fewer than 1% of visuals include any representation of religious faith. Even though Mexico is a religious country, religion isn't frequently portrayed.



Christianity is by far the most popular religion pictured (36%), as are topics related to Catholicism (16%).

Churches appear in only 19% of visuals, and most are shown for their architecture; very few visuals show realistic scenes of worship inside a church. Christmas appears in only 1% of visuals.

There is minimal representation of Indigenous traditions and/or cultural holidays specific to Mexico:

Ceremony: 9%
Traditional clothing: 6%
Indigenous culture: 5%
Día de los Muertos: 5%

Note: Citi does not align our brand with activities that are religious or political in nature. Therefore, the religion section in this toolkit serves as knowledge building rather than for Citi practice.

07 RELIGION

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

**Christmas: secular,
at-home celebrations**

**Christmas: religious
observations (mass, etc.)**

**Other Christian holidays,
such as Easter, Three Kings
Day, Candlemas, Virgin of
Guadeloupe, etc.**

**Representations of faiths
other than Christianity**

**Contemporary scenarios
of Dia de los Muertos**

**Indigenous traditions
and/or ceremonies**

**Adults age 30-49
and seniors practicing
religious faiths**



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

*Note: Citi does not align our brand with activities that are religious or political in nature.
Therefore, the religion section in this toolkit serves as knowledge building rather than for Citi practice.*

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.



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



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



When choosing to depict communities that practice religious faith of any kind, are you including underrepresented religious backgrounds? Are you representing religious faiths that may not be dominant in the country?



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.)?



Are you representing indigenous ceremonies and traditions? Are you accounting for nuances of traditions in different parts of the country?



Are you showing secular ways of celebrating religious holidays (e.g., Christmas at home, Three Kings Day gift giving, etc.)?



SOCIAL CLASS

08 SOCIAL CLASS

// Demographics: A breakdown of the Mexican population by social class

Economic exclusion and social class discrimination are major problems intertwined with other inclusion issues, such as gender or ethnicity.

#58

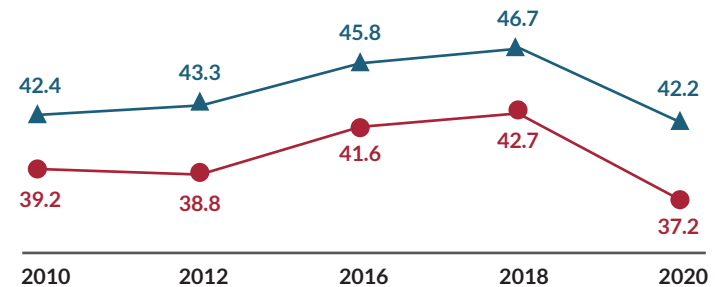
Few opportunities exist for social mobility. Mexico ranks 58th in the world (of 82 countries analyzed), but outperforms several Latin American countries. Lack of education and lack of access to financial institutions are barriers.

Regardless of income level, most Mexicans prefer to identify as middle class.

Annual Household Income (Pesos)

Self Perceived Social Class	<24,000 pesos	24,000-199,000	>200,000
Lower	8%	4%	1%
Lower Middle	44%	34%	15%
Middle	45%	56%	59%
Upper Middle	2%	6%	24%
Upper	0%	0%	1%

Middle class as a percentage of total population



Households are shown in blue and persons in red

Income Inequality In Plain Sight

Over the past few decades, Mexico's middle class has been seeing increasing income levels and better living standards, but the pandemic caused the middle-class population to decline. Now, the lowest-income class is dominant, making up 62% of Mexico's population. To put that in perspective, 99% of Mexico's population is middle or lower class.

Source: INEGI, 2021

Source: Kantar Global Monitor, 2020

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

08 SOCIAL CLASS

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

Class Distinctions in Work and Lifestyle Visuals

33% of visuals focus on professional/white-collar workers.

11% feature blue-collar/service workers.

Only 4% show small businesses and entrepreneurs.



Lighter skin tones are more likely to be seen in white collar/entrepreneurial business visuals—and in lifestyle imagery.

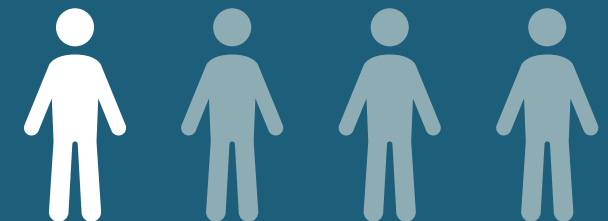
Darker skin tones are more likely to be featured in visuals related to blue-collar or service work. In other business settings, darker-skinned people tend to be in multiracial groups—in stories about diversity.



A majority of visuals are set in upper-class, urban environments.



Most homes appear to be upper-middle class, based on interior finishes, appliances, and style of decoration. Only 1% appear to be set in rural areas or small towns.



1 in 4 Mexicans who face discrimination attribute it to their income, socioeconomic status or employment status.

Source: Getty Images Visual GPS 2020

08 SOCIAL CLASS

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

Medium- and darker-skinned people engaging in financial scenarios

People in lifestyle scenarios with home interiors that are not aspirational

Medium- and darker-skinned people enjoying luxury lifestyle choices

Professionals working from an office setting that is not aspirational

Medium- and darker-skinned families at home or moving

People in rural or small-town settings



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

08 SOCIAL CLASS

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

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



When showing individuals or families at home, are you considering whether the setting appears aspirational, or more realistic?



Are you showing a range of skin tones as empowered and confident in scenarios related to finance (e.g., in the bank, buying a home, purchasing a car, etc.)?



Are you showing a range of occupations when it comes to business? From small-businesses and shop owners to white collar or office workers?



When showing professional workplaces, are you gravitating toward aspirational settings, or more realistic settings?



When choosing visuals of blue-collar or service workers, are you choosing a range of skin tones, including lighter skin tones? Are you ensuring that the subject appears dignified?

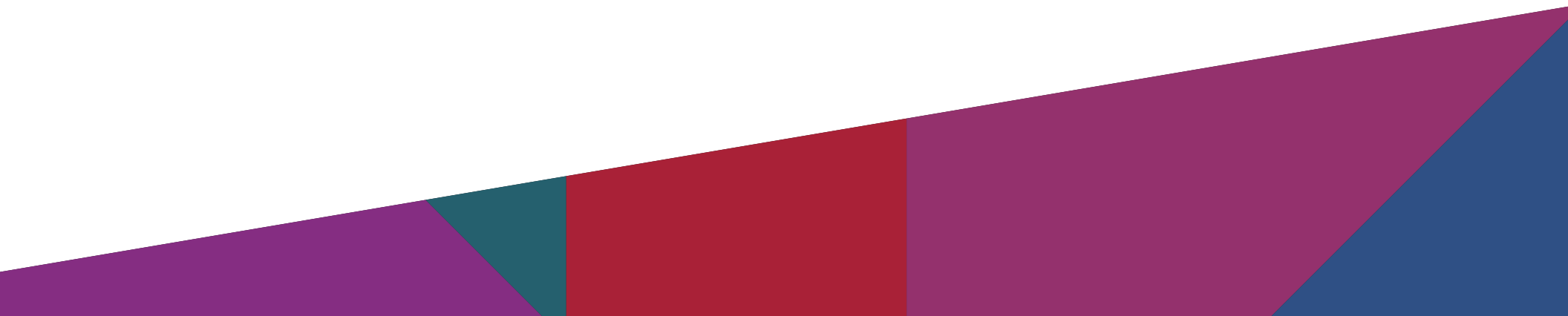


Are you considering a variety of settings in your visuals? Rural or farmlands? Small towns/villages? Different parts of the country?

CITI PHOTOGRAPHY PRINCIPLES

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.



SUMMARY & 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 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:

