SINGAPORE

DIVERSITY, EQUITY, & INCLUSION IMAGERY TOOLKIT

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

Presented By:

citi | **gettyimages**

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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, 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. In some countries, 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.

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, 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 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

Social class is identified by a person's socioeconomic status. The three main areas that define socioeconomic status in Singapore are income, housing type, and education, along with five broad social classes in Singapore today: lower class, lower-middle class, middle class, upper-middle class, and upper class.

THE STATE OF DIVERSITY & INCLUSION IN SINGAPORE

Similar to what we are witnessing globally, the rise of social media has given a voice to many in Singapore. It has pushed more discussions around the types of discriminations and injustices that people in Singapore are facing across different aspects of identity. In turn, this has led to more conversations and encouraged lawmakers to address some of the issues.

Race & Ethnicity. Singapore is not only racially diverse—being comprised of Chinese, Malays, Indians, and increasing numbers of immigrants—but it is one of the most religiously diverse markets in the world with 10 officially recognized religions.

The CMIO (Chinese, Malay, Indian, & Others) model, which goes back to Singapore's first census in 1824, continues to underpin government policies across housing, education, and ethnic quotas.

Since Singapore was given independence from Malaysia in 1965, the government has taken constitutional steps to integrate the different races and religions, and to further racial tolerance and harmony.

Inclusion has just recently begun to be openly discussed by younger Singaporeans speaking out about racial discrimination and the marginalization of groups. The global Black Lives Matter movement has also spurred new conversations about being a minority group in Singapore.

Gender and Bodies. Strides have been made towards gender parity in Singapore, with new legislation being put in place. There are more instances of women reporting discrimination and more discussions; however, stereotypical gender roles in media and advertising persist.

In 1973, Singapore legalized sex-reassignment surgery. Transgender people are able to change their legal gender on their identity cards but not their birth certificates. In 1996, legislation was passed allowing transgender people to marry opposite-sex spouses. Legally, even with this legislation in place, gender identity as such is not expressly mentioned in Singapore.

Along with gender rights, body positivity advocates are pushing back on high expectations of beauty, and their efforts are gaining momentum.

Social Class. This aspect of identity is considered one of the most divisive fault lines in Singapore, and many believe that if it is not addressed, it will be the most dangerous in fueling future tensions. Most researchers define class in Singapore by a combination of income, housing type, and education. Social class is self-perceived; however, income level tends to be most frequently cited when describing somebody's social class. Covid-19 has significantly impacted low-income people and laborers in Singapore. This, in turn, has led the government to pledge to raise the salaries of low-income workers. However, when it comes to representation of low-income workers in media and advertising, it is incredibly low.

Disability. While Singapore's government and private businesses are focused on improving the lives of people with disabilities (8% of adults in Singapore have disabilities), representation of people with disabilities in media and advertising remains incredibly low.

Age and Religion. These are growing areas for representation and inclusion, even as the fight for equity continues in all other aspects of identity.

Sexual Orientation. In Singapore there are strict regulations and laws that govern LGBTQ + people and activity and should be considered before any programs or campaigns are undertaken.

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

Source: Getty Images Visual GPS, Washington Post

CONTENTS

RACE & ETHNICITY
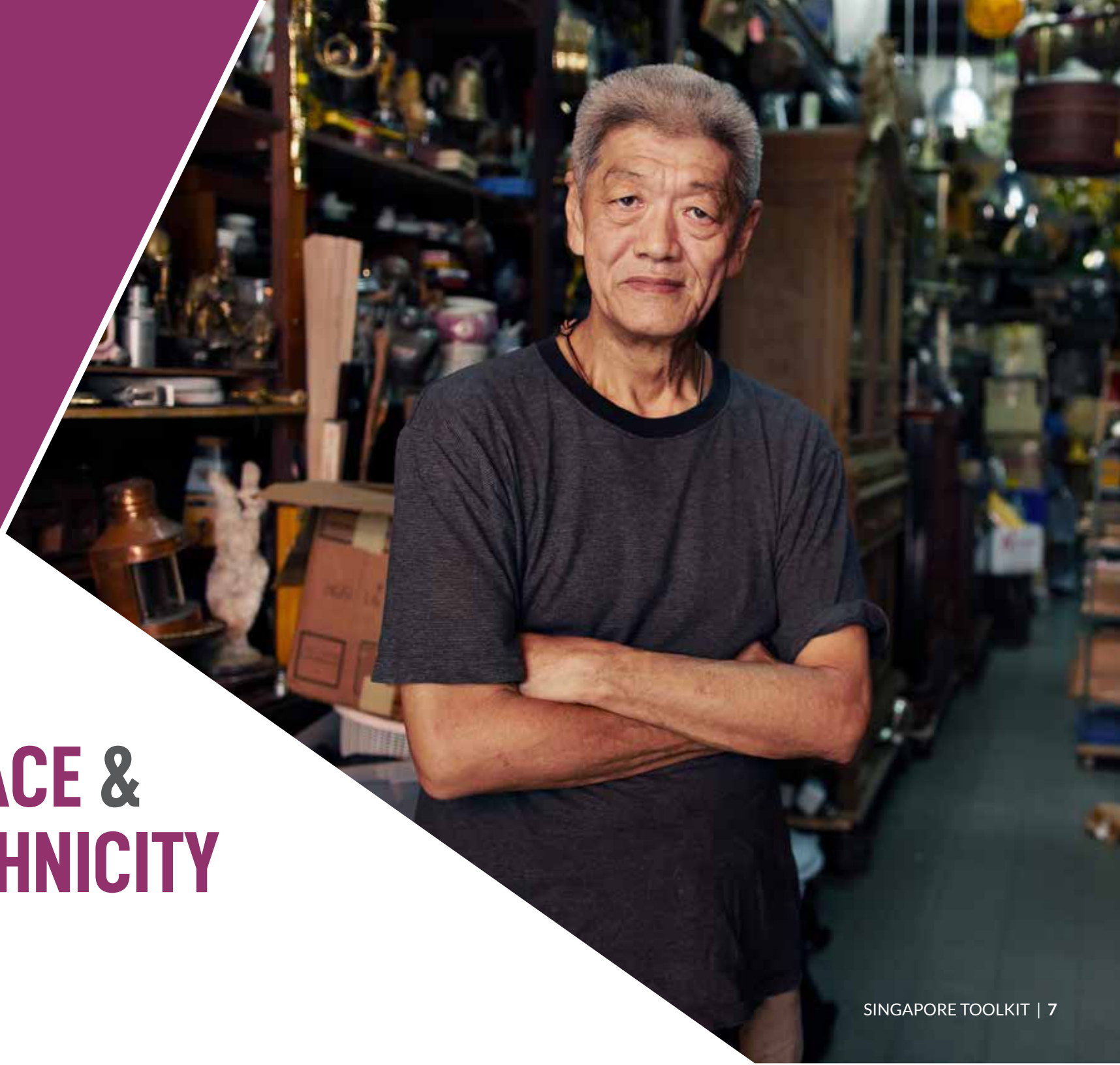
01 RACE & ETHNICITY

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

Chinese
73%

Malay
14%

Indian
9%

Other
4%

Source: Euromonitor, 2020; Kantar Inclusivity Index, 202

Malays are 2X as likely as Chinese to cite negative discrimination based on their ethnicity.

18% Malay **VS.** **9%** Chinese
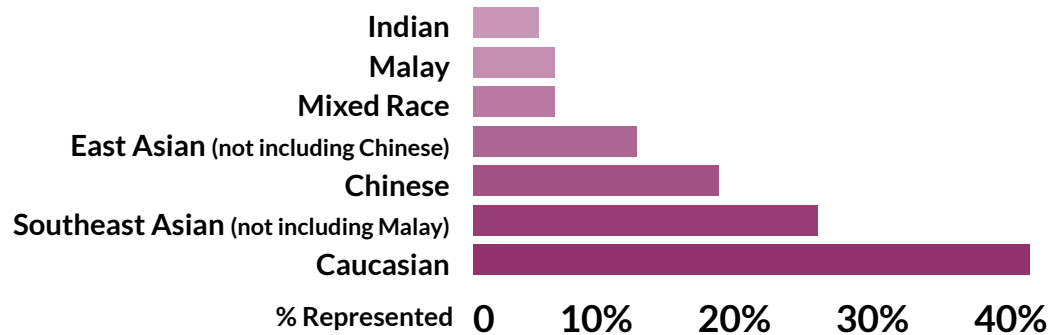
1 in 4

Singaporeans have "experienced racial discrimination in the rental market, and many believe that race requirements in rental ads constitute racism, but a large proportion [of Singaporeans] also believe that landlords renting to preferred races makes good business sense."
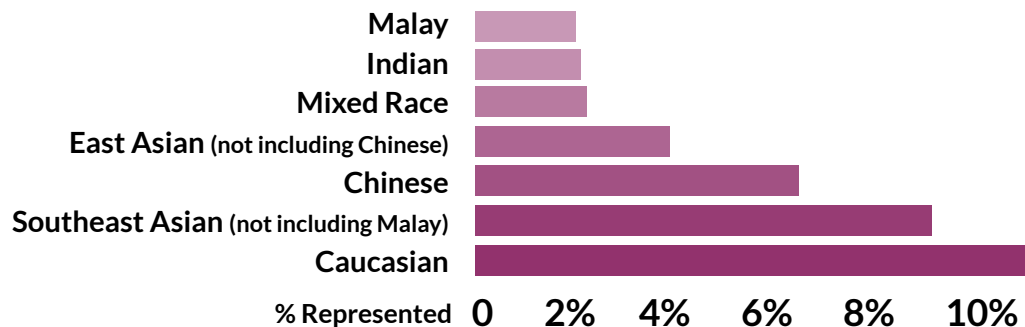
Source: Jake Gammon, Head of YouGov Omnibus in APAC 2019

01 RACE & ETHNICITY

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

% Race & ethnicity in visuals

Indian
Malay
Mixed Race
East Asian (not including Chinese)
Chinese
Southeast Asian (not including Malay)
Caucasian

% Represented   0   10%   20%   30%   40%

People shown with technology

Malay
Indian
Mixed Race
East Asian (not including Chinese)
Chinese
Southeast Asian (not including Malay)
Caucasian

% Represented   0   2%   4%   6%   8%   10%

DEFINITIONS

East Asian: Japanese, Taiwanese, and Korean

Southeast Asian: Thai, Vietnamese, Indonesian, and Filipino

Source: Getty Images Visual GPS, 2020

There are several differences when comparing the 3 dominant ethnicities in Singapore:

51% of all content that includes Indians shows them at work. They are also 3X more likely to be shown within a multi-ethnic group.

Malays are seen **16%** more often in domestic settings (e.g, cooking, doing chores, spending time with the family) than Chinese and Indians.

Chinese are seen **61%** more than Malays and **66%** more than Indians in corporate business settings.

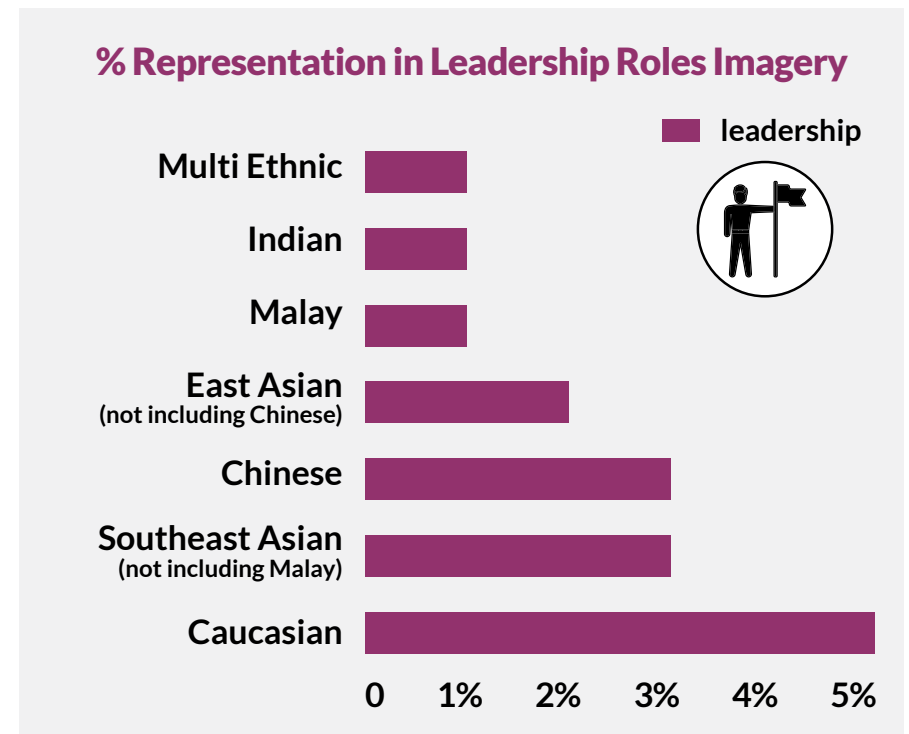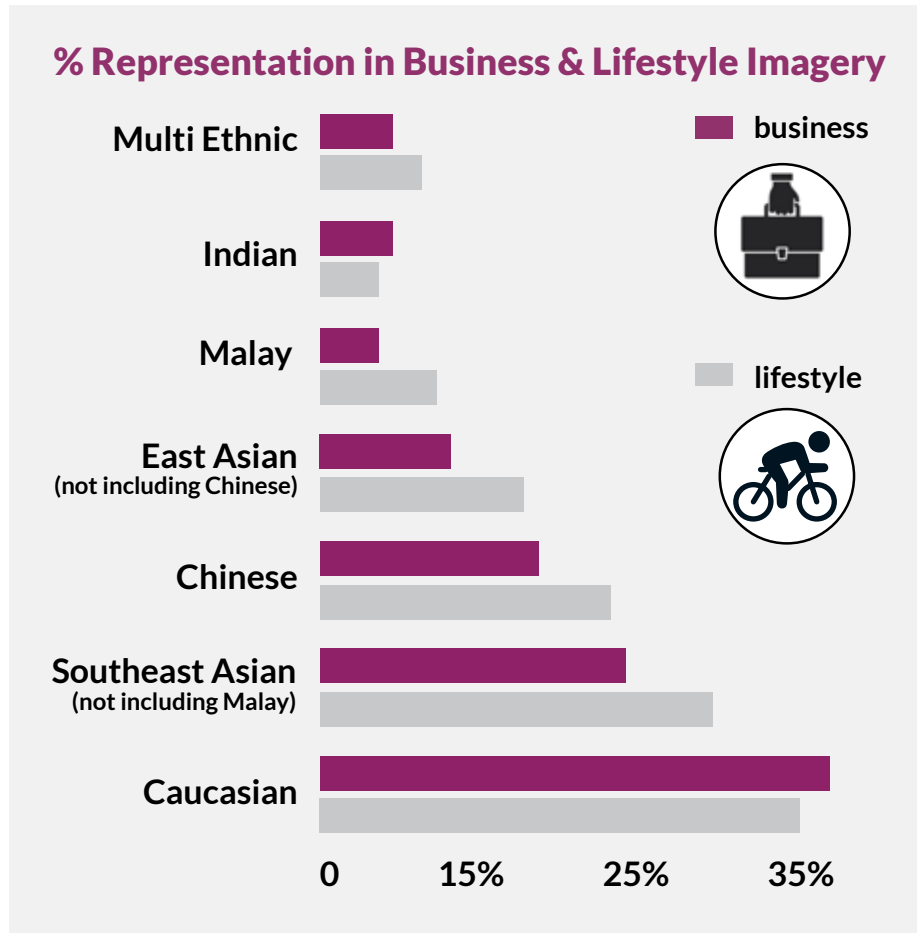Chinese families are seen **2X** as much as Malay and Indian families.

Chinese children are seen **4X** more than Malay children and **8X** more than Indian children.

Note: In Singapore, skin colour is not used to describe ethnicity/race. The term 'caucasian' is used throughout this toolkit because 'white' is less acceptable.

01 RACE & ETHNICITY

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

Asians are seen 18% more in business and lifestyle settings compared with Caucasians.

% Representation in Business & Lifestyle Imagery

- Multi Ethnic
- Indian
- Malay
- East Asian (not including Chinese)
- Chinese
- Southeast Asian (not including Malay)
- Caucasian

business
lifestyle

0 15% 25% 35%

% Representation in Leadership Roles Imagery

- Multi Ethnic
- Indian
- Malay
- East Asian (not including Chinese)
- Chinese
- Southeast Asian (not including Malay)
- Caucasian

leadership

0 1% 2% 3% 4% 5%

Caucasians make up less than 1% of the overall population in Singapore, yet they are depicted 34% of the time.

Source: Getty Images Visual GPS

01 RACE & ETHNICITY

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

When ethnicity is paired with other identity intersections, interesting patterns emerge.

Representation of multi-ethnic people is less than 5%. Of that, multi-ethnic women are seen the most (67%), and most often are shown working from home.

IN LIFESTYLE

Chinese and Malays are the least visible in ethnically diverse groups in lifestyle scenarios.

IN FAMILY SETTINGS

Ethnically diverse families are shown infrequently. Indian families are the least seen, appearing 7.3X less often than Chinese families.

IN BUSINESS

Business scenarios show the most diverse groups across gender, age, and ethnicity. However, Caucasians are represented the most in business scenarios compared with any other ethnicity.

01 RACE & ETHNICITY

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

Mid-adults (30-39 years old) and older Chinese adults (50+) in a range of workplaces, in particular small businesses or industrial jobs

Older (50+) Chinese, Malay, Indian, and multi-race friendship groups enjoying leisure time

Multi-generational families of multi-ethnic groups

Malay people in business settings

Chinese, Malay, and Indian people in celebratory moments, with an emphasis on older (50+) age ranges

Friendship groups of Malay people

Younger (18-29 years old) Chinese, Indian, Malay and multi-ethnic people shown as leaders

Indian families spending time together in everyday scenarios

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 relying on "tokenism" to depict race/ethnicity? Are you telling robust, authentic stories about Chinese, Malays, and Indians?

○ How often are you featuring people from Indian or Malay backgrounds?

○ Are stereotypes appearing in your representations of Caucasian, Malay, Chinese, Indian, or other Asian communities? Are you checking the ways settings, roles, expressions, clothing, etc. are depicted?

○ Are people within Malay and Indian communities featured in a variety of roles and professions (e.g., as an employer or employee in a variety of industries)? Are they displaying a variety of hobbies, interests, or lifestyles?

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

○ Are you showing a person's race/ethnicity alongside other intersections of their identities (e.g., disabilities, gender identities or expression, body type, age, etc.)?
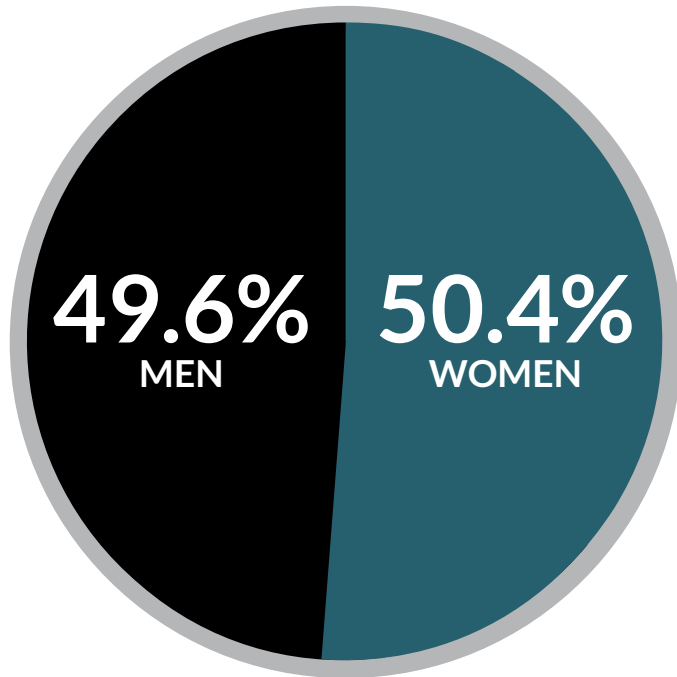
○ Are you reflecting the cultural nuances and traditions of different races/ethnicities (around food, celebrations, activities, etc.)?

GENDER

02 GENDER

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

49.6% MEN

50.4% WOMEN

Singapore is ranked #54 in the Global Gender Gap Index.

The Global Gender Gap Index benchmarks the evolution of gender-based gaps across four areas: economic participation and opportunity, educational attainment, health and survival, and political empowerment.
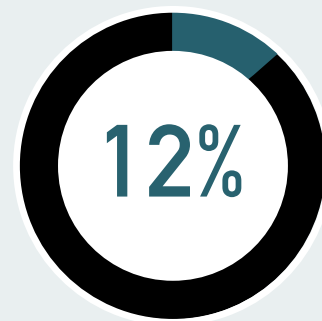
Sources: World Economic Forum; Kantar Inclusivity Index, R3

6X Visuals are 6X more likely to depict women doing domestic work (e.g, doing chores, cleaning the house) than men.
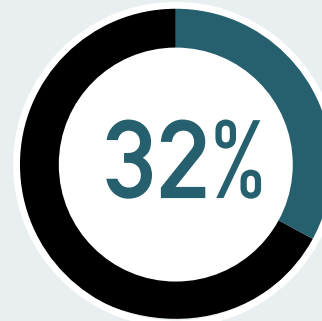
32% Men are 32% more likely than women to be depicted as leaders and teachers.

12% 12% of women vs. 5% of men report experiencing discrimination in the workplace.

02 GENDER

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

Gender stereotypes are still pervasive for both men and women.

▮ WOMEN

Though women are included in 43% more visuals than men, men are more likely to appear in business and in positions of leadership (+25%).

+44%
doing chores

+44%
looking after the children

+61%
depicted with a baby

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. Additionally women are (44%) more likely to be looking after the children and depicted (61%) with a baby.

Source: Getty Images Visual GPS

+60%
healthy lifestyle

+61%
seen shopping

6X
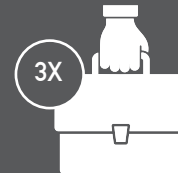seen dieting

Women are 60% more likely to be seen in healthy lifestyle scenarios, 6X more likely to be seen dieting/trying to lose weight, and 61% more likely to be seen shopping than men.

▮ MEN

3X

Men are seen more in business and in positions of leadership than in lifestyle visuals.

They are shown 3X more in business than with their families.

4.5X

And they are seen 4.5X more in business than with their friends.

Similarities Between Young Adult Men & Women

There is an almost equal balance of men and women in all age ranges except for younger adults. Young adult women are shown 43% more than men.

Source: Getty Images Visual GPS

02 GENDER

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

Women in business and leadership roles

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

Women as innovators, creative thinkers, inventors

Senior men and women in corporate businesses, as well as running their own small businesses

Men caring for children of all ages

Mature (40-59 years old) and senior men (60+) in friendship groups

Older parents (50+ years old) with children

Young boys with family

Teenage boys with friends and family (across Chinese, Malay, and Indian ethnicities, as well as in multi-ethnic friendship groups)

Men 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.

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

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

Are you embracing people of all gender identities as possible choices for your portrayal of people?

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?
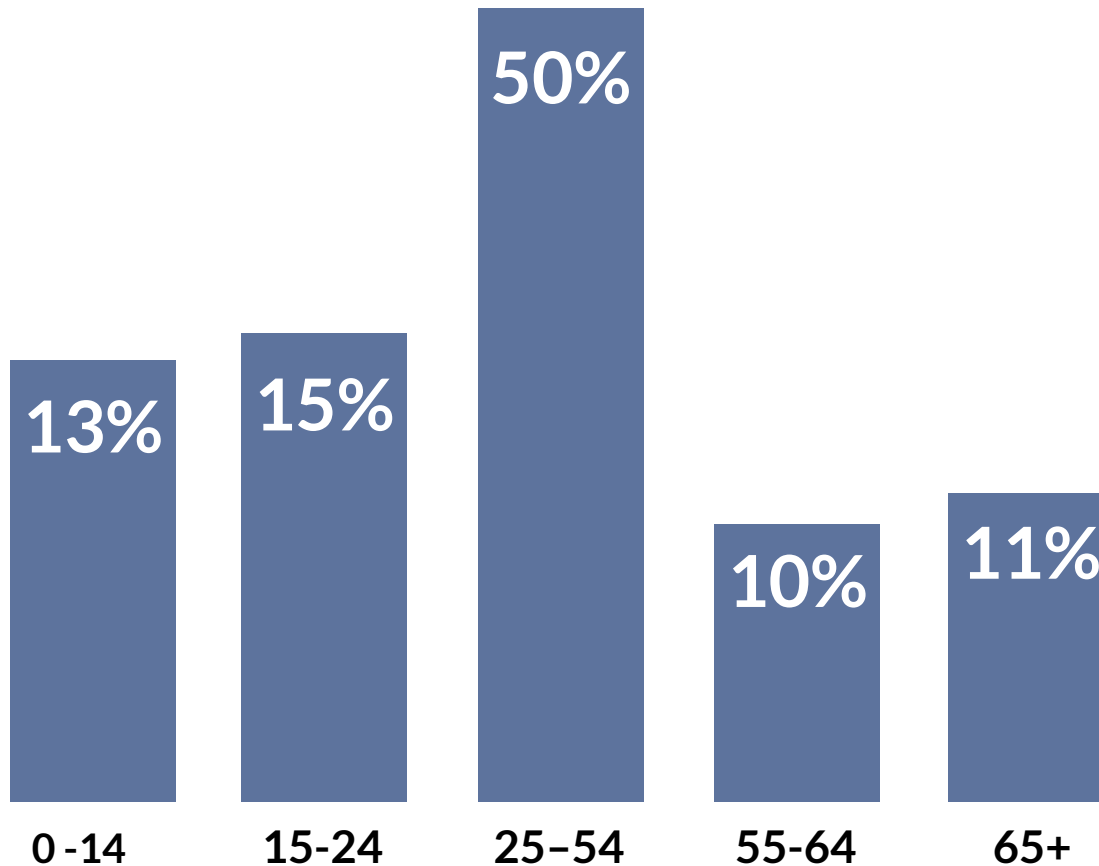
AGE

04 AGE

// Demographics: A breakdown of the Singapore population by age

% of Population by Age

0 -14	15-24	25–54	55-64	65+
13%	15%	50%	10%	11%

Source: CIA Factbook

Age Discrimination in the Workplace

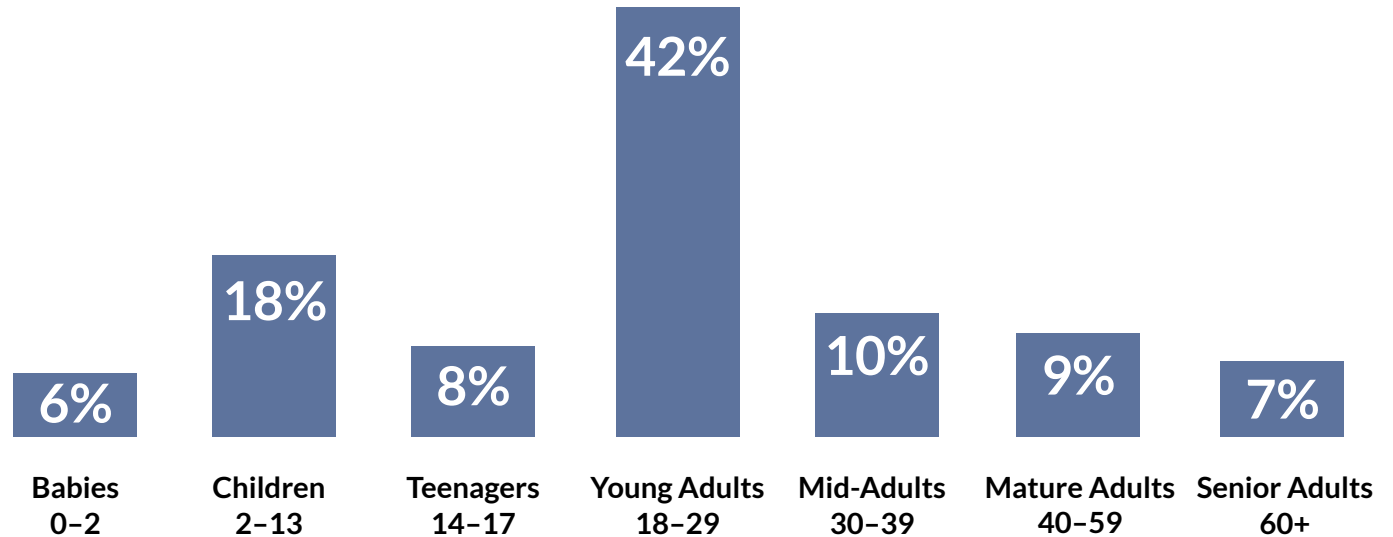**48** is the average age at which Singaporeans think they will reach career stagnation

50% of workplace discrimination complaints in Singapore are age-related

Source: Kantar Report

04 AGE

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

Young adults (18–29 years old) are represented more than any other age group, after which representation decreases with age.

6%	18%	8%	42%	10%	9%	7%
Babies 0–2	Children 2–13	Teenagers 14–17	Young Adults 18–29	Mid-Adults 30–39	Mature Adults 40–59	Senior Adults 60+

Young adults are 5X more likely to be depicted having fun and celebrating, and 6X more likely to be shown with friends. They are most likely to be seen getting beauty treatments; out shopping; and leading a healthy lifestyle by running, spending time at the gym, doing yoga, or dieting. They are also the age group seen travelling the most. In this demographic, **25%** of imagery is within a family group, and **47%** is in business, with corporate business settings most represented.

Mid-adults are the age group most likely to be featured in visuals focused on professional occupations (47%). Additionally, they are more likely to be depicted with their own families (25%).

Senior adults remain the least represented in business visuals. They are featured mostly in domestic life with their husband/wife, as members of a multi-generational family, or in healthcare scenarios.
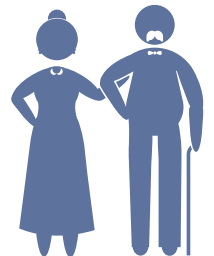
Source: Getty Images Visual GPS, 2020

04 AGE

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

Considering age alongside other intersections of identity, interesting patterns emerge.

Young Adults (18-29 years old) represent the ethnic mix of Singapore the most compared to all other age groups.

Multi-ethnic groups are most likely to appear within the mature adult age group (40-59 years old).

22% MORE

Seniors (60+) make up the vast majority of visuals representing disability, 22% more than other age ranges.
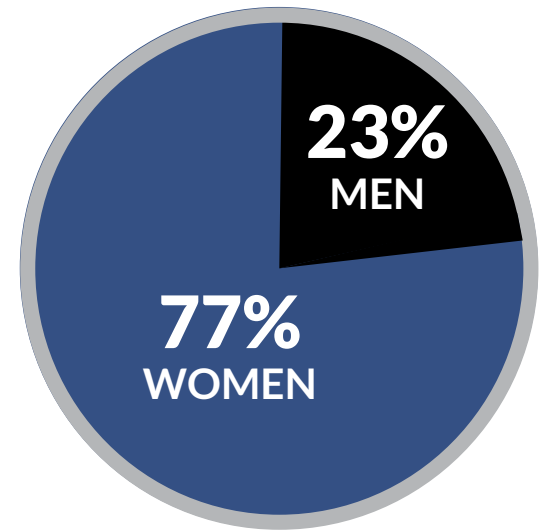
23% MEN

77% WOMEN

In visuals, the most prevalent gender gap is in the young adult group (18-29 years old), with 77% women vs. 23% men represented.

Source: Getty Images Visual GPS, 2020

04 AGE

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

People age 30+ in business—across a broader range of industries

Blue-collar workers across all age groups

Mature adults (40-59 years old) and seniors (60+) in business and leadership

Mature adults (40-59 years old) and seniors (60+) as entrepreneurs and business owners

Seniors (60+) in friendship groups

People with disabilities in younger generations, not just in senior age groups

Mid-adults (30-39 years old) and mature adults (40-59 years old) looking after their own well-being—both physically and mentally, on their own and with friends

Seniors (60+) using technology on their own and showing younger generations how to use it

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? Are you focusing on what older people (50+) can't do, rather than what they can do?

◉ Are you defaulting to certain scenarios for certain age groups (e.g., mostly young adults [18-29 years old] as business leaders or entrepreneurs vs mostly seniors [60+] in medical situations or being cared for)?

◉ 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 older people (50+) 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 to date?

DISABILITY

05 DISABILITY

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

People with disabilities face significant challenges. At the top of the list is lack of employment.

% of people with a disability across ages

13.3%
50+ years

3.4%
18-49 years

2.1%
Student population (age 18+)

Source: Ministry of Social and Family, Singapore. Based on a study of people age 18+

5%

5% of people with disabilities in Singapore have jobs—one of the lowest rates among developed nations.

Source: The Straits Times

Since 2020, businesses can apply for a new accreditation framework meant to encourage them to be more inclusive and hire people with disabilities.
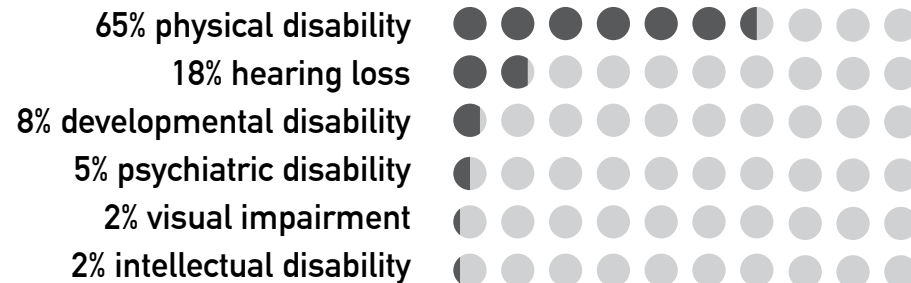
05 DISABILITY

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

Though representation of people with disabilities is very low overall (0.8%), people with physical disabilities are the most represented in visuals.

Breakdown of disabilities visualised

65% physical disability
18% hearing loss
8% developmental disability
5% psychiatric disability
2% visual impairment
2% intellectual disability

05 DISABILITY

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

Considering disability alongside other intersections of identity, interesting patterns emerge.

Men and women are almost equally likely to be shown with disabilities. However, over 95% of visuals show women caring for a person with a disability.
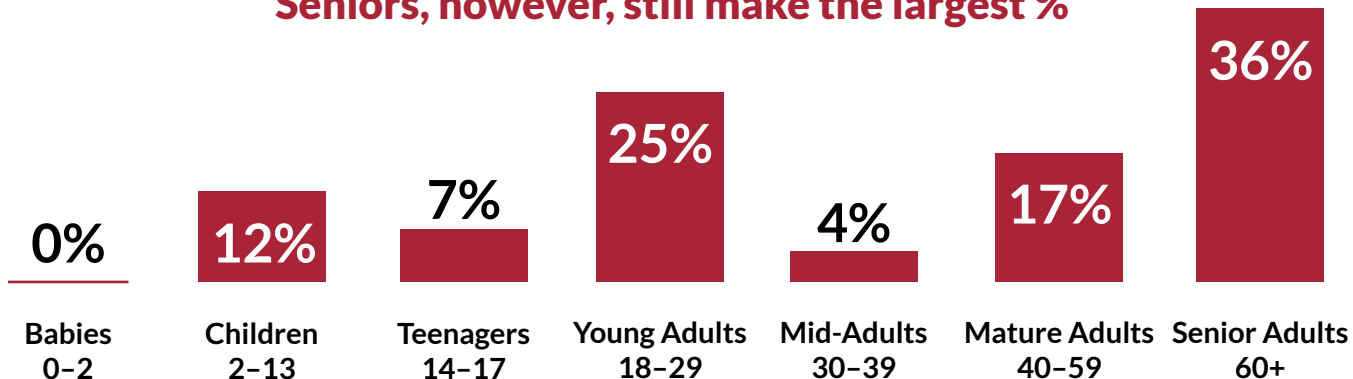
95%
of visuals show women caregivers

While business settings make up only 15% of visuals of people with disabilities, men and women are represented equally.

Chinese, Malay, Indian, and multi-race people are portrayed less than half the time. Caucasians are over-represented (30%), with the remainder being mainly East and Southeast Asian ethnicities.

Age is better represented in people with disabilities. Seniors, however, still make the largest %

Babies 0–2	Children 2–13	Teenagers 14–17	Young Adults 18–29	Mid-Adults 30–39	Mature Adults 40–59	Senior Adults 60+
0%	12%	7%	25%	4%	17%	36%

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

Note: Because of rounding, percentages may total slightly more or slightly less that 100%

05 DISABILITY

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

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

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

People of all ages with developmental disabilities

People of all ages with any disability at work

People of all ages with intellectual disabilities

Children and teens with disabilities learning or in educational settings

Children with disabilities at play

Multi-ethnic groups that include people with 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? Or are you only showing them being helped, cared for, or trying to overcome their challenges?

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

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 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?
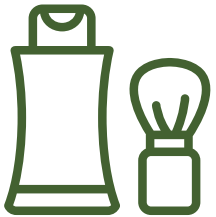
BODIES

06 BODIES

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

66% think looking fit and attractive is important (vs. 67% of consumers globally)

Source: Kantar Global Monitor 2019

40% feel beauty is important (vs. 46% of consumers globally)

Source: Kantar Global Monitor 2019

72% feel compelled to adhere to beauty standards

Source: Rice Media 2020

PREVALENCE OF OBESITY AMONG AGES

6.9%
60–74yrs

8.9%
18–59yrs

13%
6–18yrs

Note: No data available for ages 0-5 and 75+yrs.

Source: Getty Images proprietary data; Statista

06 BODIES

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

AGE

Young adults (18-29 years old) make up **44%** of the visuals about body positivity. They are also most likely to be associated with trying to lose weight. Seniors (60+) and mature adults (40-59 years old) are more oftenn seen keeping fit.

GENDER

A clear gender gap exists, with **4X more** women seen with larger body types compared with men. However, in the context of larger size/body positivity, men are almost exclusively shown as having large stomachs and looking to lose weight.

Larger body sizes are rarely represented— only 0.4% of the time

Over 50% of visuals with larger bodies are focused on fitness, healthy lifestyles, and losing weight. Larger-size people are less likely to appear in everyday life scenarios like work, travel, leisure activities, or school.

Over 90% of visuals of pregnant women are aged 20-29.

Source: Ministry of Health Singapore 2020

06 BODIES

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

Features beyond physical norms are usually featured in limited scenarios

100%

0.2%
of visuals feature baldness

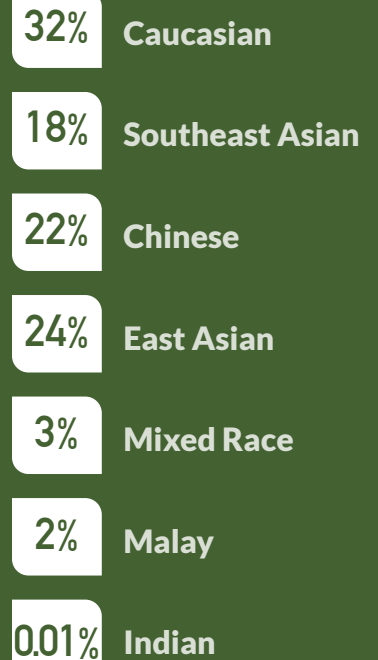Bald Caucasians are seen equally as often as bald Asians. No visuals feature women with baldness.

Nearly 3X more visuals of women show them with long hair compared with short hair.

100%

0.3%
of visuals feature skin conditions

0.3% show people with visible skin conditions such as vitiligo, psoriasis, or rosacea. Additionally, there is limited representation of common skin issues such as blemishes or dermatitis.

Source: Getty Images Visual GPS

1.2% of visuals feature people who are pregnant. Most visuals featuring pregnancy focus on young adults (20-29 years old), and the number declines with people over 30. Visuals featuring Chinese, Southeast Asian, and East Asian ethnicities are more frequent than those featuring Caucasians. However, there is virtually NO Indian representation.

32%	**Caucasian**
18%	**Southeast Asian**
22%	**Chinese**
24%	**East Asian**
3%	**Mixed Race**
2%	**Malay**
0.01%	**Indian**

Note: Because of rounding, percentages may total slightly more or slightly less that 100%

06 BODIES

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

People with larger body sizes at work

People with larger body sizes with others in everyday-living scenarios

Chinese, Malay, and Indian ethnicities with different body shapes and sizes

Lower- and lower-middle-class Singaporeans of different body types, at work and at home

Pregnant women over 35

Pregnant women in everyday-living scenarios

Pregnant women at work

Pregnant Indian women in all scenarios

Visible skin conditions

Baldness and hair loss across genders

Women and men with a wide range of body types across all scenarios

Children and teenagers with larger body sizes at school, at home, and with friends

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

Have you considered the intersection of gender and different body types? Are you including positive representations of men with larger or shorter bodies?

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

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

Have you considered representing people with different skin conditions?

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

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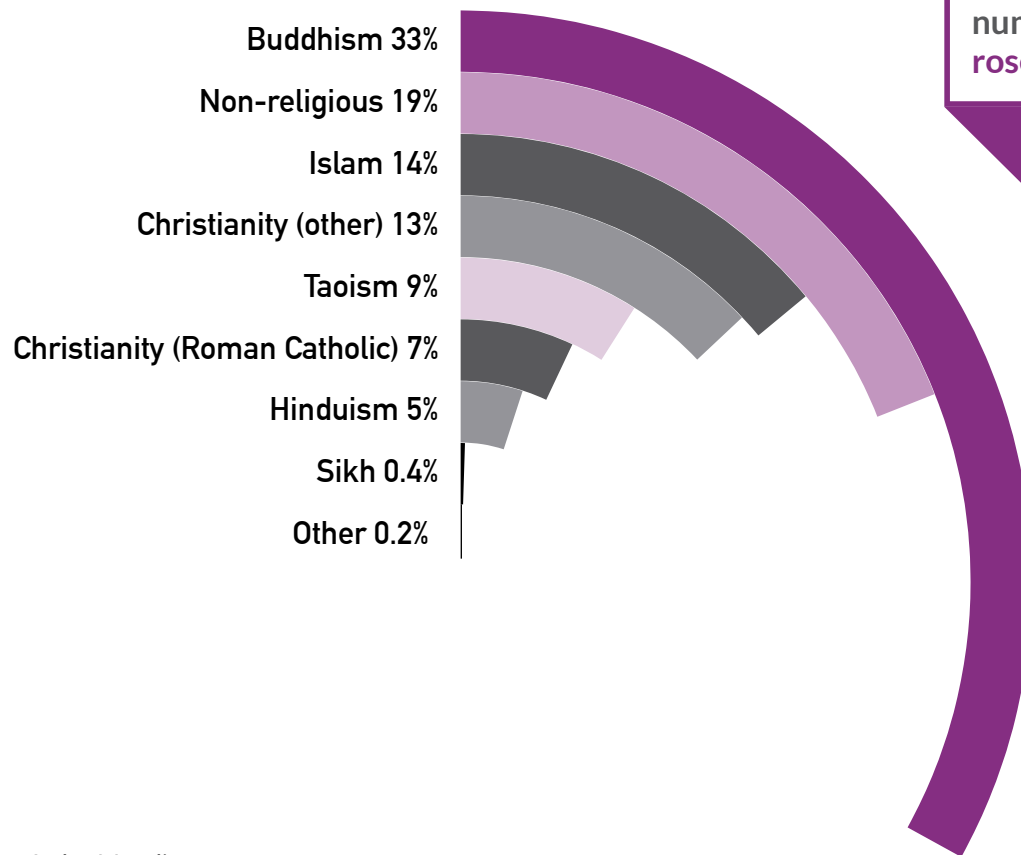
RELIGION

07 RELIGION

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

% of Population by Religion

- Buddhism 33%
- Non-religious 19%
- Islam 14%
- Christianity (other) 13%
- Taoism 9%
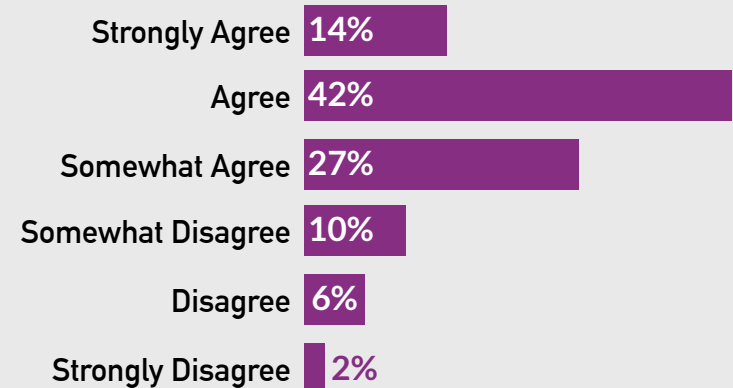- Christianity (Roman Catholic) 7%
- Hinduism 5%
- Sikh 0.4%
- Other 0.2%

2000-2015
Government statistics show that the number of Muslims and Christians rose 5% between 2000 and 2015.

A 2019 survey shows that a majority of residents believe Singapore is free of religious tensions.

- Strongly Agree 14%
- Agree 42%
- Somewhat Agree 27%
- Somewhat Disagree 10%
- Disagree 6%
- Strongly Disagree 2%

Source: Index Mundi

Note: Because of rounding, percentages may total slightly more or slightly less that 100%

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

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

2%

Only 2% of visuals include representations of religious faith.
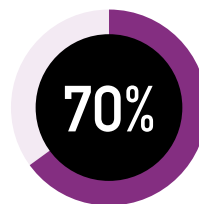
Visuals are focused on:

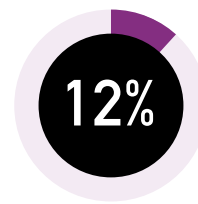**43%** general lifestyle scenarios

34% religious practice

20% business-focused

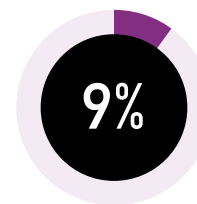Business images feature the broadest religious and ethnic mix of all settings.
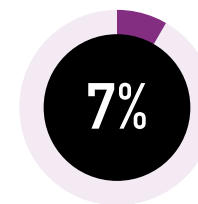
The most represented religions are:

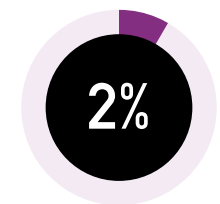| 70%	12%	9%	7%	2%
Islam	Buddhism	Hinduism	Christianity	Taoism

Note: Because of rounding, percentages may total slightly more or slightly less that 100%

Women are 2X more likely to be shown reflecting their religion than men, and young adults (18-29) are more frequently seen in images reflecting religion.

Source: Getty Images Visual GPS, 2020

Islam is the most commonly represented religion at 65%. Women wearing headscarves appear in more visuals than men in Islamic traditional dress.

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07 RELIGION

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

Buddhist faith practises

Christian faith practises

Mixed religious friendship groups across all ages

People during Ramadan/ Eid/other religious holiday observances or celebrations across the different religions: Buddhism, Christianity (Protestant and Roman Catholic), Taoism, Hinduism, Sikh

Buddhist faith practises at home

Buddhist faith practises at Buddhist temples

People celebrating Buddhist festivals such as Vesak Day

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

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07 RELIGION

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

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

⦿ When choosing to depict communities that practise religious faith 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 people both within and outside of their religious practises?

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

⦿ Are you using tokenistic iconography to visually speak to a faith?

⦿ 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.)?

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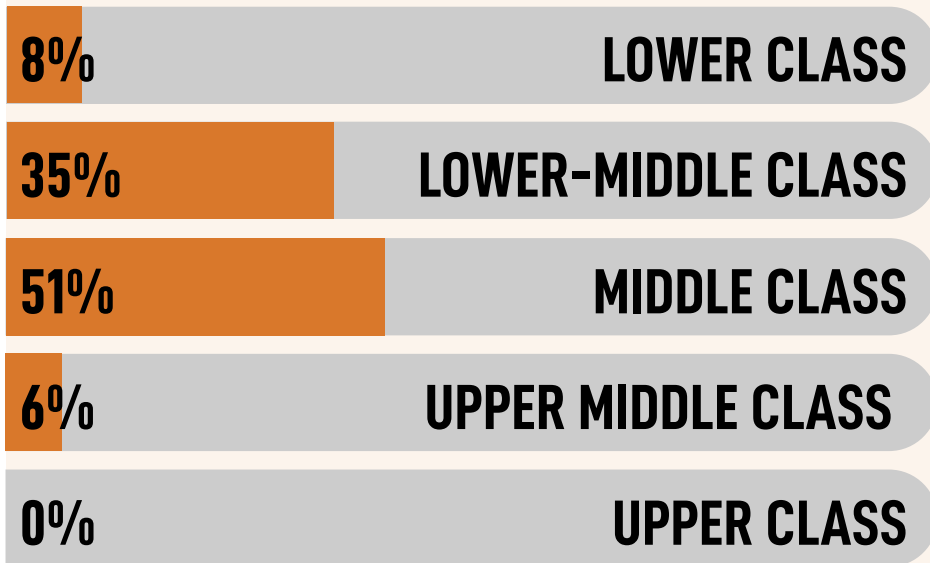
SOCIAL CLASS

08 SOCIAL CLASS

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

Class—not race or religion—is Singapore's most potentially divisive fault line.

Self-perceived social class

8% — LOWER CLASS

35% — LOWER-MIDDLE CLASS

51% — MIDDLE CLASS

6% — UPPER MIDDLE CLASS

0% — UPPER CLASS

½

Almost half of the 1,036 respondents felt that income inequality was the likeliest factor to cause a social divide.

That is the finding of the latest, and one of the largest, surveys on this topic, which Dr. Janil Puthucheary, the chairman of OnePeople.sg—the national body promoting harmony—worked with Channel NewsAsia to commission.

"What we're seeing here is that if you compare between race, religion, nationality (country of birth) and class, class matters."

—Sociology Professor Tan Ern Ser

Source: KANTAR Global MONITOR, 2019

Source: CNA

08 SOCIAL CLASS

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

5%

Middle and upper classes dominate visual representations.

Only 5% of visuals show people in lower-middle and lower social classes.

Lower-middle and lower classes are mainly represented by Chinese, Thai, and East Asian ethnicities. The Malay ethnicity is shown just 3% of the time and there is virtually no Indian representation.

Mid-adult lower-middle and lower classes are most often visualised at work.

Few domestic and lifestyle scenarios illustrate the lower-middle and lower classes.

Men are 2X more likely to be shown as blue-collar workers than women.

However, their roles are stereotypical.

Cleaners are virtually all women.

Mechanical factory workers or engineering factory workers are almost always men.

When it comes to class, the majority of visuals represent middle to upper-middle class. Home and work environments feature the middle and upper classes.

08 SOCIAL CLASS

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

Lower-middle and lower classes at work, showing men and women equally in non-stereotypical roles

Lower-middle- and lower-class children at school

All ages across lower-middle and lower classes, particularly senior adults

Lower-middle and lower classes—particularly multi-ethnic groups—in everyday scenarios, at home, with family, with friends—also in multi-ethnic groups

Lower-middle and lower classes of all ethnicities at work, at home, with friends—going about their daily lives

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, here are some questions around inclusivity to consider.

Are stereotypes appearing in your representations of different classes?

Are there stereotypes and/or biases in depictions of Malay, Chinese, Indian, other Asian, or Caucasian communities?

Are you checking the ways settings, roles, expressions, clothing, etc. are depicted across different social classes?

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

Are you showing a person's class alongside other intersections of their identity (e.g., disabilities, age, body type, etc.)?

When choosing to show different classes, are you representing a range of different classes within a group?

Are you representing a multi-dimensional experience of class for all people, rather than defining them by the job they do?

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**.