HONG KONG

DIVERSITY, EQUITY, & INCLUSION IMAGERY TOOLKIT

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

Presented By:

citi | **gettyimages**

JULY 2022

INTRODUCTION

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

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

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

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

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

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 defining categories of race, but it has become a broadly accepted social categorization. It is important to remember that race and ethnicity are not mutually exclusive categorizations and can overlap for certain communities.

GENDER

Gender has been most widely understood as the characteristics, attitudes, feelings, roles, and behaviours typically associated with one's sex. In reality, gender is much more complex and nuanced. Here are three important lenses to view gender through: biological sex, which refers to the physical body created by chromosomes, genes, and hormones; gender identity, which describes people's internal sense of their gender; and gender expression, which describes the external appearance of 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 the person with the condition to do certain activities and interact with the world around them. There are many types of disabilities, such as those that affect a person's vision, movement, thinking, remembering, learning, communicating, hearing, and/or mental health. It is recommended that, when referring to disability, language remain human-first, i.e., a person with a disability rather than a disabled person.

BODIES

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

RELIGION

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

SOCIAL CLASS

Social class is identified by a person's socioeconomic status. The three main areas defining one's socioeconomic status in Hong Kong are income, occupation, and education. There are three broad social classes in Hong Kong today; lower class, middle class, and upper class.

THE STATE OF DIVERSITY & INCLUSION IN HONG KONG

Hong Kong is one of the most multi-cultural cities in East Asia. From an inclusion standpoint, there is still work to be done. More recently, progress has been made on gender income equity with the rise of more women in leadership positions. From an age standpoint, the Hong Kong government has recognized the need to improve age-related services, laws and infrastructure to build a more age-friendly city. However, inclusion for LGBQ+ people still has a way to go with same sex marriage not currently legal.

Race & Ethnicity. Roughly 92% of the population is Chinese, with 82% speaking Cantonese. Over the past decade, the number of ethnic minorities has increased by about 70%. There is a large community of foreign domestic workers from a variety of South/ Southeast Asian backgrounds.

Gender. There has been progress in gender income equality and a rise of women in leadership positions. In 2020 the biggest companies listed in Hong Kong had the highest level of women added to their boards in 4 years; however, women currently make up 13.7% of directors at the Hang Seng Index companies. (Source) Hong Kong ranks as the 64th of 189 countries on the workplace equality index.

Sexual Orientation. Although Hong Kong still holds traditional views toward the LGBTQ+ community and same sex marriage is not legal, there has been greater social acceptance and media representation of the LGBTQ+ community. Most recently, a Hong Kong court ruled same-sex parents can apply for equal parental rights. (Source)

Disability. Approximately half a million people in Hong Kong are classified as living with a disability, yet only 39% of working age people with disabilities (18+) are employed. There remains accessibility issues for people with disabilities. The Labour and Welfare Bureau are working towards reducing the difficulties faced by the disability community. (Source)

Social Class. Socioeconomic status in Hong Kong is measured by earnings, education and occupation. Hong Kongers of lower socioeconomic status are the least seen in advertising compared to middle and higher social economic status Hong Kongers. In recent times there have been concerns around perceived reduced social mobility with increasing debates on creating more opportunities for upward mobility.

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

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

CONTENTS

RACE & ETHNICITY

01 RACE & ETHNICITY

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

Ethno-cultural percentages

Chinese 91.6%

Filipino 2.7%

Indonesian 1.9%

White 0.8%, Indian 0.6%, Nepalese 0.4%, Pakastani 0.3%, Other South Asian 0.1%

Other South Asian includes Bangladeshi and Sri-Lankan

Source: 2021 HK Population Census Office

90+%

of respondents who identify as ethnic minorities in Hong Kong encountered some form of discrimination while looking for housing
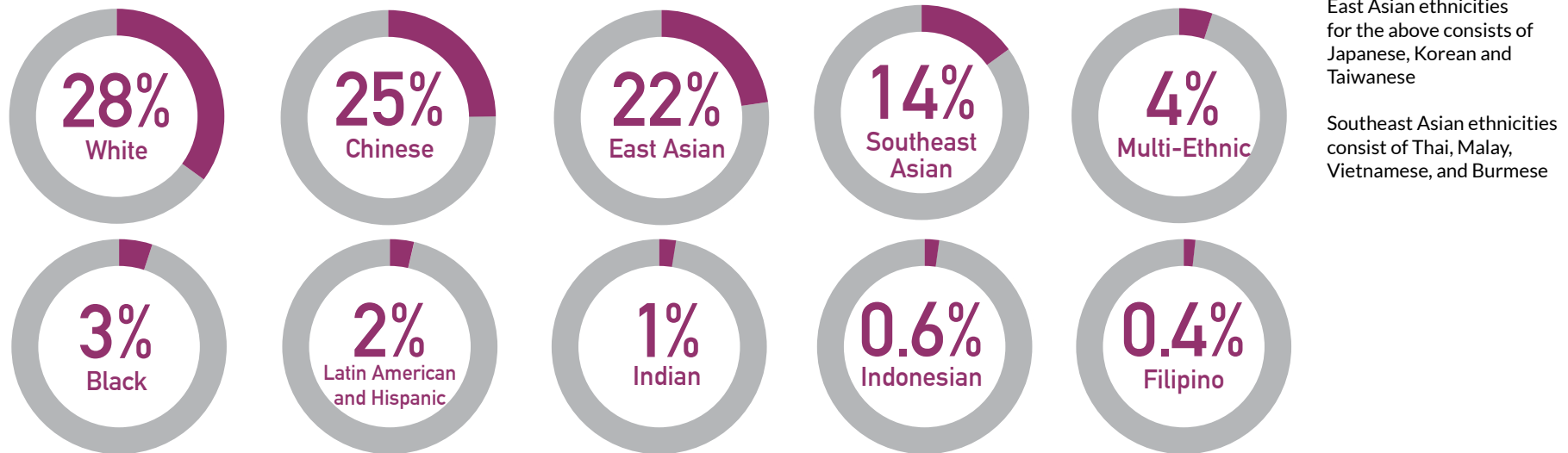
Source: Hong Kong Unison, 2018

01 RACE & ETHNICITY

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

Even though the majority of visuals feature people of Asian race, white people are over represented

% of population featured in visuals

28% White	**25%** Chinese	**22%** East Asian	**14%** Southeast Asian	**4%** Multi-Ethnic
3% Black	**2%** Latin American and Hispanic	**1%** Indian	**0.6%** Indonesian	**0.4%** Filipino

East Asian ethnicities for the above consists of Japanese, Korean and Taiwanese

Southeast Asian ethnicities consist of Thai, Malay, Vietnamese, and Burmese

Interesting differences when comparing the three dominant ethnicities in Hong Kong:

↓

While the number of visuals featuring Asians overall is larger than those featuring white people, Filipino and Indonesian people are underrepresented.

Chinese families are seen **64x** more than Filipino and Indonesian families. This holds true for children as well—though no more than two children are ever featured in a family group or a romantic couple setting, with young adults favored in these scenarios. Depictions are middle class.

Filipinos are not seen working or in business scenarios. They are most visualised in lifestyle and domestic settings.

91% are in at-home imagery, and they are more likely to be seen in a family group or a romantic heterosexual couple setting, with young adults favored in these scenarios. Depictions are middle class.

Indonesians, similar to Filipinos, are more often seen in lifestyle and domestic settings.

Source: Getty Images Visual GPS

01 RACE & ETHNICITY

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

Ethnicity at the intersection of other identities

In Business

Chinese people are the most frequently seen in business leadership roles, followed by white people. Indonesian and Filipino people are rarely seen as leaders

In Lifestyle

When shown, Filipino people are most frequently in domestic settings

White people are more represented in friendship groups than any Asian ethnic groups

In Family Settings

35%

Chinese people are the most seen in family settings (35%). White families are seen 23% more than Filipino families and 24% more than Indonesian families

At 59%, Chinese multi-generational families are the most represented, followed by Southeast Asian (17%) and white (17%)

Other Intersections

LGBQ+ people make up less than 0.1% of visuals and are predominantly shown as white people (45%) and multi-ethnic people (27%)

People with disabilities are in just 1% of visuals, with Chinese (32%) or white people (33%) represented in the majority of these images

Age

Young adults (18-24yrs) in friendship groups are the most ethnically diverse group compared with any other age range

Chinese children are seen more frequently than children of other ethnicities. However, stereotypes exist, and Asian children are 68% more likely to be seen studying than white children

Source: Getty Images Visual GPS

01 RACE & ETHNICITY

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

Indonesian and Filipino people in business and in leadership roles

Chinese, Filipino and Indonesian older people celebrating holidays and milestones

Darker skin tones across Chinese, Filipino, and Indonesian ethnicities

Chinese, Filipino and Indonesian people in older friendship groups, spending time outside of the home

Chinese, Filipino and Indonesian women in business and leadership roles and in office settings

Chinese, Filipino and Indonesian children enjoying time with friends and family

Chinese, Filipino and Indonesian men in domestic settings, including spending time with children of all ages

Chinese, Filipino and Indonesian older generations and their adult children spending time together at home and in outdoor settings

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

01 RACE & ETHNICITY

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

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

Are you intentionally approaching representation of Chinese, Indonesian, Filipino, Indian, Nepalese, Pakistani and white people individually or lumping identities together?

How often are you featuring people from Indonesian or Filipino backgrounds?

Are stereotypes appearing in your representations of Chinese, white, Indonesian or Filipino communities? Are you checking the ways settings, roles, expressions, clothing, etc. are depicted?

Are people within Chinese, Indonesian or Filipino, 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, and authentically reflecting the diversity within communities of color?

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

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

GENDER

02 GENDER

// Demographics: A breakdown of the Hong Kong population by gender identity

46%
Men
Source: 2021 HK Census

54%
Women

Gender-based discrimination is one of the less worrisome concerns for marginalized groups. Compared with other markets, Hong Kong ranks in the top third in workplace equality, and women enjoy most of the same legal protections as men.

Source: Council of Foreign relations

4x
Women in Hong Kong do 4x the amount of unpaid work as men (2.2 hours of household work per day vs. 36 minutes for men)
Source: Hong Kong Free Press

62%
of Hong Kong respondents believed that it was likely that women would be paid the same amount as men for the same work in 2020
Source: Ipsos, 2020

#64
Hong Kong is ranked #64 on the workplace equality index (out of 189 countries)
Source: Council of Foreign Relations

Note: There are no official figures on the numbe of transgender or nonbinary people among Hong Kong's population.

02 GENDER

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

Women

While women are in 26% more visuals, men are more likely to appear in business-related scenarios (+17%), in leadership positions (+40%), and around innovation (+50%).

Women are 48% more likely to appear in lifestyle-related settings.

Women are featured in healthy lifestyle images 12% more, and are featured 19% more in self-care activities, such as relaxing, body care, and healthy eating.

52% more visuals feature women at home. They're more likely to be depicted doing chores, cooking, or cleaning. Women are seen 2x more often looking after children, 3.4x more homeschooling children, and 61% more with babies. However, men and women are equally depicted in family settings.

Women are 2.5x more likely shown on their own.

The biggest difference between women and men is in the young adult category, with women appearing 2x more than men.

Men

Men dominate business imagery, and are featured 19% more in business than in lifestyle visuals.

Men are 68% more likely to appear in corporate/office settings.

Men are seen with others 19% more than women.

Similarities Between Men and Women

In visuals related to emotion—the full spectrum of happy, sad, and everything in between—men and women appear with the same frequency.

Overall, women are seen 26% more than men. However, in mature and senior adult age groups, men and women are seen almost equally.

02 GENDER

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

Women in business and leadership roles across all ages

Men featured around topics of self-care, such as relaxing, pursuing a healthy lifestyle, spending quality time alone or with friends, or pursuing a hobby

Women as innovators, creative thinkers, and inventors across all ages

Senior men and women in corporate business settings and as entrepreneurs

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

Younger adults (18-29 yrs) in business, as well as running their own small businesses

Men homeschooling children of all ages while working remotely

Transgender, nonbinary or gender non-conforming people, through portraits and in everyday scenarios, in and outside of work

Men caring for children of all ages

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 is the caregiver, who is featured in a role of power, the activities in which they are engaged)?	◉ Are you embracing people of all gender identities as possible choices for your portrayal of people, including trans, nonbinary and other gender non-conforming individuals?
◉ Have you considered the scenarios you're representing trans and gender non-conforming individuals in? Are they being featured within a community, in activities of daily life, and as well-rounded humans?	◉ Are you depicting diverse gender expressions and presentations in terms of dress, grooming choices, etc.?	◉ Have you considered how children are represented in visuals? Are you showing children of all genders enjoying a variety of interests, sports and hobbies that is not focused only on studying?	◉ Have you considered the ways in which other layers of identity (e.g., race, age, ability, etc.) intersect with gender identity?

SEXUAL ORIENTATION

03 SEXUAL ORIENTATION

// Demographics: A breakdown of the Hong Kong population by sexual orientation

While there is no official data on the LGBQ+ community in Hong Kong, public acceptance is high.

60%
of respondents agree there should be legal protection against discrimination for people of different sexual orientations

Source: EOC-CUHK survey

49%
agree that a homosexual person should be able to marry their partner

Source: EOC-CUHK survey

14%
of LGBQ+ employees report having experienced discrimination based on sexual orientation (vs 7% of heterosexual employees)

Source: Kantar Inclusivity Index

Recently there was a huge win for LGBQ+ rights as a Hong Kong court ruled that same-sex parents could apply for equal parental rights.

Source: Hong Kong Free Press, 2021

03 SEXUAL ORIENTATION

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

0.1% of visuals include LGBQ+ identities

40% show real people, with **60%** of those people seen in couples

28% are illustrations of LGBQ+ people

40% show people celebrating with the rainbow flag

Considering LGBQ+ alongside other intersections of identity, interesting patterns emerge.

GENDER	AGE	ETHNICITY
There is almost equal representation of men (56%) and women (64%)	LGBQ+ people are mostly shown as young adults (15-24yrs) and mid-adults (25-54yrs)	LGBQ+ people are predominantly shown as white (45%) or multi-racial (27%)

Source: Getty Images Visual GPS
Note: Because of rounding, numbers may add up to slightly more or slightly less than 100%

03 SEXUAL ORIENTATION

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

Chinese, Indonesian, Filipino, and other LGBQ+ individuals in at home, shopping, with friends, on their own, doing chores

Mature adult and senior adult LGBQ+ individuals in all scenarios

LGBQ+ individuals with family

Chinese, Indonesian, Filipino, and other LGBQ+ individuals at work, at home and at school

LGBQ+ people travelling locally or globally

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 LGBQ+ people to represent the LGBQ+ community in your visuals?

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

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

○ Are you representing LGBQ+ people who are trans, non-binary, or who may have other gender nonconforming identities?

○ What scenarios are LGBQ+ people most commonly appearing in? Are you only showing LGBQ+ people in a romantic context or as parents? What about non-partnered LGBQ+ 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 LGBQ+ community?

○ Are you showing LGBQ+ people living fulfilling, positive lives, and having shared experiences within and outside of their communities? At work? At school? Travelling?
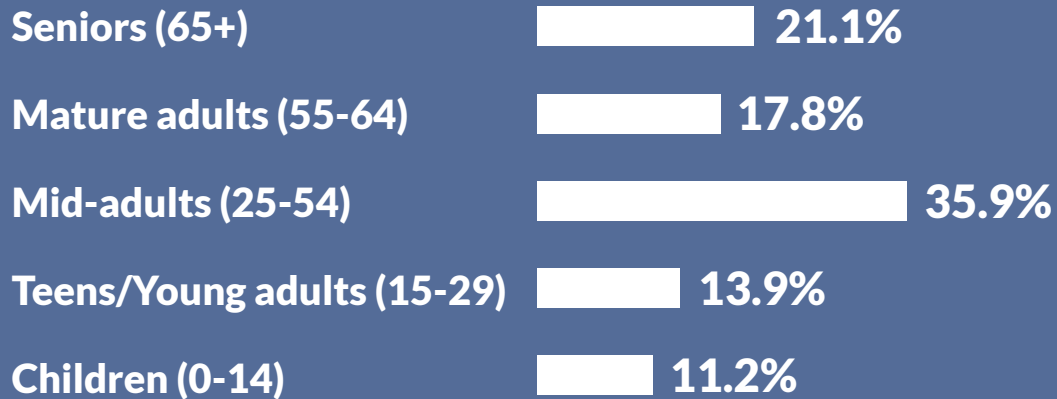
AGE

04 AGE

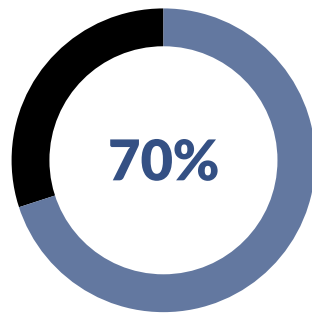// **Demographics: A breakdown of the Hong Kong population by age**

AGE BREAKDOWN

Seniors (65+) — 21.1%

Mature adults (55-64) — 17.8%

Mid-adults (25-54) — 35.9%

Teens/Young adults (15-29) — 13.9%

Children (0-14) — 11.2%

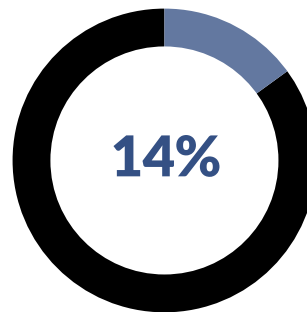*Source: 2021 HK Census*

46.3 yrs

median age of the total Hong Kong population in 2020
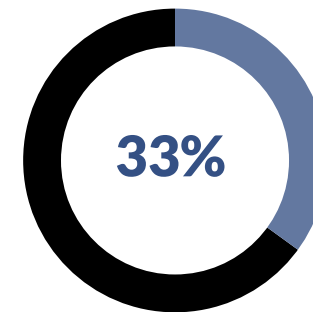
Source: 2021 HK Census

70%

of employees in Hong Kong believe that there is a need for legislation against age discrimination

Source: EOC

14%

of 15-24-year-olds are unemployed but actively seeking work

Source: Euromonitor

33%

of Hong Kong's population will be over 65 by 2040 (up from 18% in 2020)
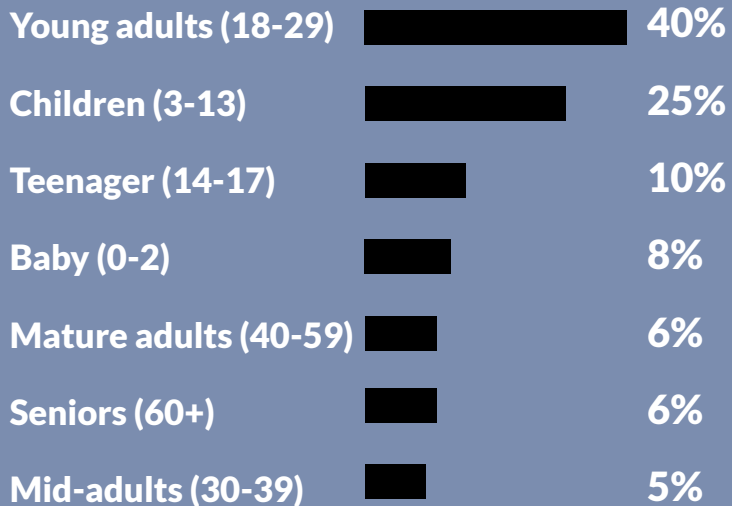
Source: Census

Note: Because of rounding, numbers may add up to slightly more or slightly less than 100%

04 AGE

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

AGE BREAKDOWN IN VISUALS
Source: CIA Factbook

Young adults (18-29)	**40%**
Children (3-13)	**25%**
Teenager (14-17)	**10%**
Baby (0-2)	**8%**
Mature adults (40-59)	**6%**
Seniors (60+)	**6%**
Mid-adults (30-39)	**5%**

Source: Getty Images Visual GPS

The mid-adult age group is most often seen in business scenarios

26% more than young adults

14% more than mature adults

40% more than senior adults

Source: Getty Images Visual GPS

4.6x

Young adults are the most visually represented age group. They are seen celebrating/ having fun **4.6x** more than other age ranges, as well as seen travelling the most.

Additionally, of all the age groups, young women appear most frequently (1.8x more than other age groups).

Source: Getty Images Visual GPS

Seniors are stereotyped in visuals

Seniors are most likely to appear in scenarios related to healthcare and medicine compared to all other age groups:

37% Seniors
25% Mature adults
20% Mid-adults
15% Young adults

Seniors rank highest in relationship-oriented situations, such as:

23% Family
21% Couples
12% Grandparents

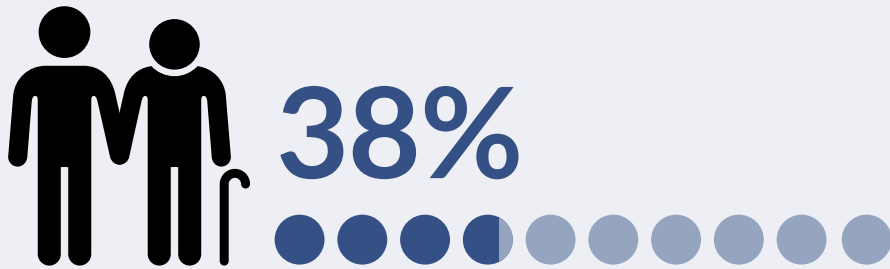**At 16%, they're the least likely age group to appear in business scenarios:**

19% Technology
3% Leadership
1% Innovation
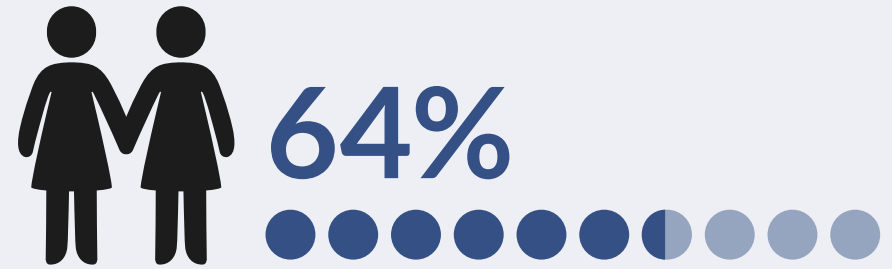
Source: Getty Images Visual GPS

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.

38%

Seniors make up the vast majority of visuals representing disability (38%)

64%

The largest gender gap between men and women appears with young adults (37% men compared with 64% women)

Multi-ethnic groups in business settings are most likely to feature the mid-adult age group.

Young adults are the most represented age group representing the LGBQ+ community.

Source: Getty Images Visual GPS

04 AGE

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

Young adults in business and in leadership positions

Mature adults and seniors as entrepreneurs and business owners

Mature adults and seniors in friendship groups, spending time together outdoors, in restaurants, in cafes, and playing sports

Teens and young adults with disabilities in in everyday lifestyle scenarios

Teens and young adults in multi-ethnic groups in lifestyle and business scenarios

Young adult men in lifestyle settings, with friends and family, playing sports, or immersed in a hobby

Mature and Senior adults travelling domestically or internationally

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

04 AGE

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

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

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

◉ Are you defaulting to certain scenarios for certain age groups (e.g., mostly mid-adults as business leaders or entrepreneurs vs. mostly senior adults at medical exams or being cared for, etc.)?

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

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

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

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

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

DISABILITY

05 DISABILITY

// **Demographics: A breakdown of the Hong Kong population by disability**

Approximately 500k people in Hong Kong are classified as living with disabilities. Only 34.7% of those who are working age are employed.

7.4%

of the Hong Kong population has a disability

Source: SCMP

2.9x

People with disabilities in Hong Kong are 2.9x more likely to be unemployed.

Source: Human Rights Resource Center

62%

of complaints filed under the Disability Discrimination Ordinance (DDO) in 2020 were related to discrimination in the workplace.

Source: Equal Opportunities Comission, 2020

20%

of employees with a disability report having experienced discrimination based on disability status.

Source: Kantar Inclusivity Index

05 DISABILITY

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

Only 1% of visuals include people with disabilities. Physical disabilities are the most represented (50%), and they center around people in wheelchairs (31%) and elder care/assisted living (15%).

Physical Disability: **19%**
Hearing Loss: **13%**
Invisible Disability: **7%**
Paralysis: **5%**
Intellectual Disability: **2%**

Generally, visuals emphasize the disability rather than authentic everyday living. However, the everyday scenarios tend to be:

48%
BEING CARED FOR

21%
IN BUSINESS

13%
AT HOME

9%
EDUCATION

Source: Getty Images Visual GPS

Top 3 Themes:

PEOPLE WITH DISABILITIES
1. Care & Assistance
2. Togetherness
3. Recovery

PEOPLE WITHOUT DISABILITIES
1. Connection
2. Celebration
3. Success

05 DISABILITY

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

Disability and the intersections of identity

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

Gender

1.5x

Men and women are almost equally represented within visuals of disabilities; however, women are seen 1.5x more as caring for a person with a disability.

Age

Seniors make up the largest group of people with disabilities at 38%.

90% of those caring for seniors with disabilities are young adults, and the majority are women.

Ethnicity

White people are seen the most. However there is a greater representation of East and Southeast Asians with disabilities compared to other ethnicities.

32%	24%	24%	16%	6%
White	Chinese	Southeast Asian (Thai, Malay, Vietnamese, Burmese)	East Asian (Japanese, Korean, Taiwanese)	Mixed race

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

05 DISABILITY

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

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

Adults with developmental disabilities

Adults with intellectual disabilities

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

Adults of any age, and with any disability at work

Children and teens with learning disabilities in educational settings

Children with disabilities at play

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 showing them only being helped, cared for, or trying to overcome their challenges?

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

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

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

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

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

BODIES

06 BODIES

// Demographics: A breakdown of the Hong Kong population by body identity

Both men and women cite experiences of workplace discrimination based on their appearance. This is the third highest type of discrimination, after age and gender.

In the past decade, men in Hong Kong have been pressured to meet higher appearance standards. In several new magazines that have come to the market, more men are portrayed as sporty and muscular. *Source: SCMP*

50% of the population is overweight or obese
Source: SCMP

70% Over 70% of young women 18-29 in Hong Kong think they are too fat
Source: SCMP

37% Only 37% of young women 18-29 in Hong Kong are satisfied with their appearance
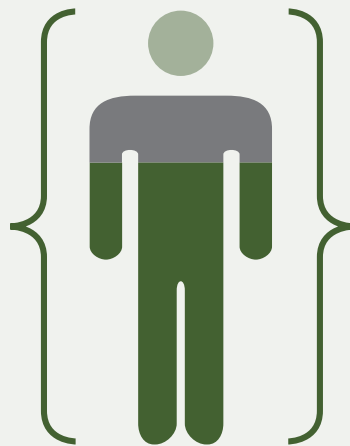*Source: SCMP*

11% of employees, divided equally between men and women, say they have experienced appearance discrimination.
Source: Kantar Inclusivity Index

11% of patients involved with eating disorder associations are men
Source: SCMP

AVERAGE BODY SIZE

The average Hong Kong woman:
- height 1.60m
- weight 61.1 kg
- body mass index 23.8

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.

The average Hong Kong man:
- height 1.74m
- weight 74.4 kg
- body mass index 24.5

Source: World Data

06 BODIES

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

Visual representations of larger body types are minimal and make up less than 2% of visuals.

23% of larger body type visuals are illustrations

82% of larger body type visuals are focused on fitness, healthy lifestyles, and losing weight

Individuals who have larger body types are less likely to appear in everyday life scenarios, like work, travel, leisure activities, or school.

Features beyond physical norms are usually featured in limited scenarios.

Less than 1% of visuals feature baldness. Women with baldness are rarely featured.

Women are most likely to have long hair. Less than 5% feature women with short hair and the majority who do tend to be older women.

Less than 1% of visuals 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.

Age

Young adults (18-29 yrs) are the most represented in larger body types and body positivity imagery (31%).

Gender

A clear gender gap exists, with women 79% more likely to be shown with larger body types than men.

Only 2% of visuals feature people who are pregnant, and most of those focus on young adults. None are in business-related situations.

Ethnicity

White people are the most represented in larger body type imagery, and paler skin tones dominate larger body imagery across Chinese, Filipino, Indonesian, and all other Asian ethnicities.

Source: Getty Images Visual GPS

06 BODIES

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

A variety of body types and sizes in all scenarios, including home, work, and leisure

Baldness and hair loss across genders

Individuals with different body shapes and sizes (including larger body types) across all genders, at work and at school

Darker skin tones in all ages, genders, and ethnicities, across all scenarios

Individuals with different body shapes and sizes (including larger body types) in community and everyday living scenarios, across genders and ages

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 with larger or shorter bodies? Gender non-conforming individuals of all shapes and sizes?

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

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

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

Have you considered images of pregnant women of all races and ethnicities or women with postpartum bodies? Are they being portrayed as active, dynamic individuals?

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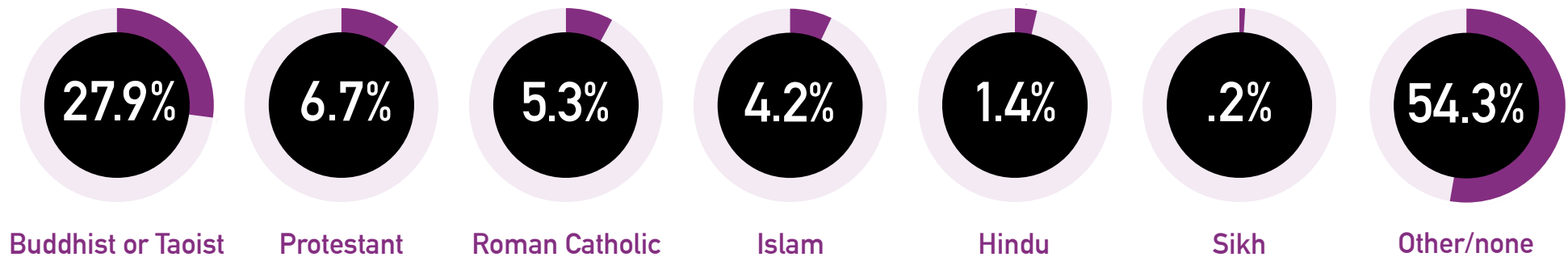
RELIGION

07 RELIGION

// Demographics: A breakdown of the Hong Kong population by religion

Buddhism and Taoism are the dominant religions in Hong Kong

27.9%	6.7%	5.3%	4.2%	1.4%	.2%	54.3%
Buddhist or Taoist	**Protestant**	**Roman Catholic**	**Islam**	**Hindu**	**Sikh**	**Other/none**

Source: Kantar Inclusivity Index

8%
of employees claim to have experienced negative discrimination based on religion

Source: Kantar Inclusivity Index
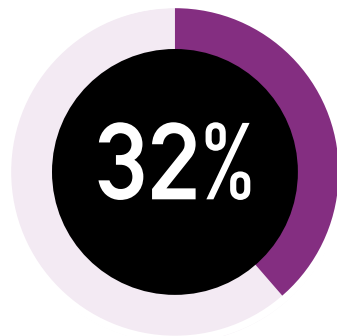
Source: 2021 CIA Factbook

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.
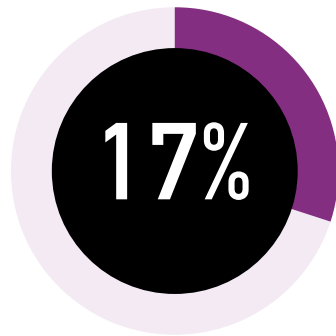
07 RELIGION

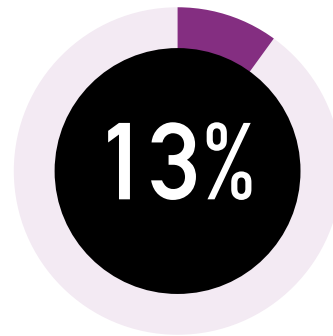// **Demographics: A breakdown of the Hong Kong population by religion**

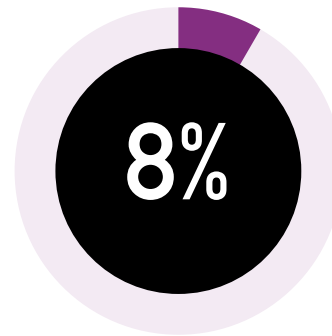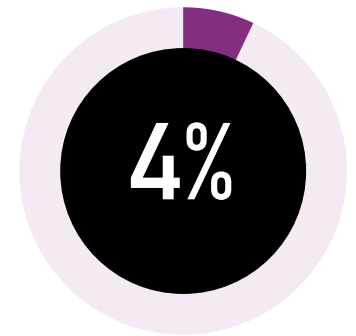**1%** of visuals include representations of faith across these religions

32%	17%	13%	8%	4%
Buddhism	**Islam**	**Christianity**	**Hinduism**	**Taoism**

84% of religious visuals used are illustrations

Depictions of religious faith are most focused on spirituality (30%), closely followed by religious traditions (27%) and celebrations (23%)

Gender
There is a clear gender gap with women making up 66% of religious visuals compared with 33% of men

Age
54% of those featured in representations of faith are young adults (18-29yrs)

Source: Getty Images Visual GPS; 2021 CIA Factbook

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

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**

Protestant and Catholic practises, across all ages and genders

Mature or senior adults, especially men, practising the Buddhist faith at temples

Religious observances or celebrations across different religions, including Buddhism, Taoism, Christianity, and Hinduism

Celebration of Buddhist observances such as Vesak day among mature or senior adults, especially men

Mature or senior adults, especially men, practising Buddhism at home in imagery that is not focused on yoga or meditation

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.

⊙ When choosing to depict communities that practise religious faiths are you representing a range of different communities with 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 practise?

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

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

⊙ 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.)?

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.

SOCIAL CLASS

08 SOCIAL CLASS

// Demographics: A breakdown of the Hong Kong population by social class

20% of Hong Kong residents are living in poverty

Source: New York Times

44x the top 10% earn 44x more than the bottom 10%
Source: Reuters

10% of employees claim to have experienced negative discrimination based on social class
Source: Kantar Inclusivity Index

1 in 5 members of ethnic minority groups live below the poverty line
Source: SCMP

08 SOCIAL CLASS

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

Middle and upper classes dominate—and just 1% of images show lower-income social classes.

The lower class is most represented by images of white people, followed by Chinese people. While 1.6% are Indonesian and Filipino people are rarely seen.

Lower-middle and lower classes are most visually represented by the jobs of young adults.

Men are nearly 2x more likely to be shown as blue-collar workers compared with women. However, the roles are stereotypical.

Cleaners are almost always women.

Mechanical or engineering factory workers are 98% men vs 2% women.

Very few domestic and lifestyle scenarios show lower-income social classes and few show low-income families.

Source: Getty Images Visual GPS

08 SOCIAL CLASS

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

Men and women from lower social classes at work

Larger-size families with three or more children

People from lower social classes in everyday scenarios at home, and with family and friends

Children from lower social classes at school and in higher education settings

Chinese ethnicity of lower social classes in everyday scenarios

Lower social class mid-adults, mature adults and senior adults in all scenarios

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.

◉ Are you using stereotypes in your representations of different classes, as well as across white, Chinese, Indonesian, Filipino, South Asian, or other Asian communities? Are you checking the ways settings, roles, expressions, clothing, etc. are depicted?

◉ Are individuals from all classes featured in a variety of roles and professions (e.g., employers and employees, different industries)? 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 individuals, 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 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**.