

# MINORITISED GROUPS IN TECHNOLOGY 2021

Understanding global perceptions of the technology industry and representation in technology advertising

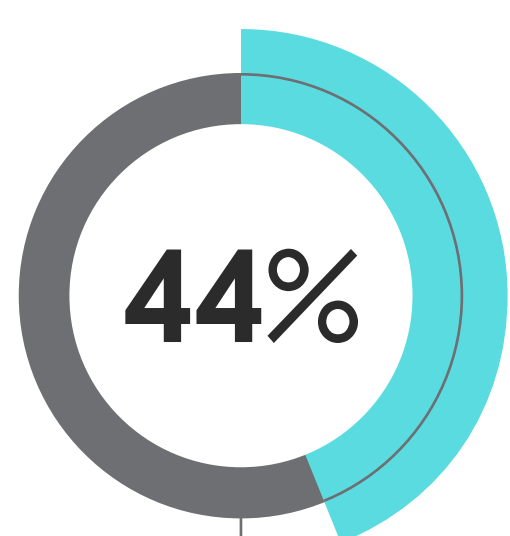
**#ChangeTheFace**



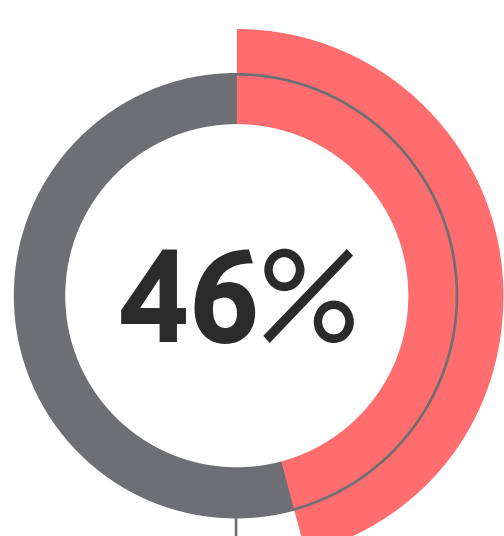
## IF THE TECHNOLOGY INDUSTRY WAS A PERSON, WHAT WOULD IT LOOK LIKE?

In 2021, research showed that the technology industry, and the people within it, is perceived as being young, male, white and middle-class. There has been very little change in this perception over the past few years.

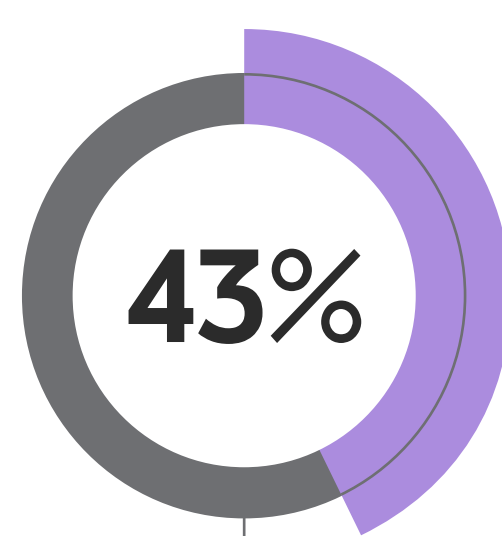
The most commonly-selected characteristics:



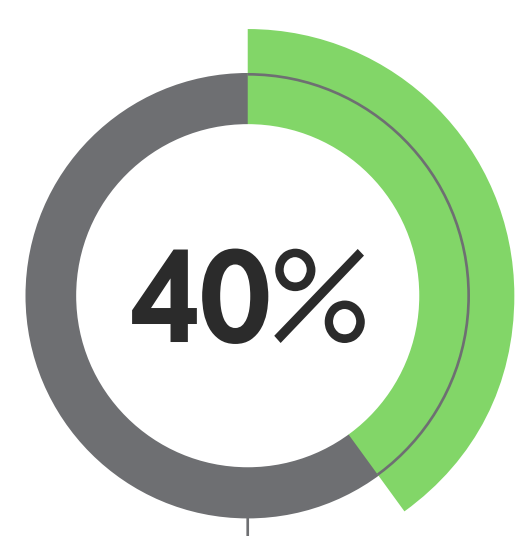
Male



Highly  
educated



Young



Non-disabled

TO FIND OUT MORE ABOUT HOW WE CAN COLLECTIVELY CHANGE THE  
FACE OF THE TECHNOLOGY INDUSTRY, VISIT **CHANGE-THE-FACE.COM**

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