

MINORITISED GROUPS IN TECHNOLOGY 2021

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

#ChangeTheFace



DIVERSITY WITHIN TECHNOLOGY ADVERTISING

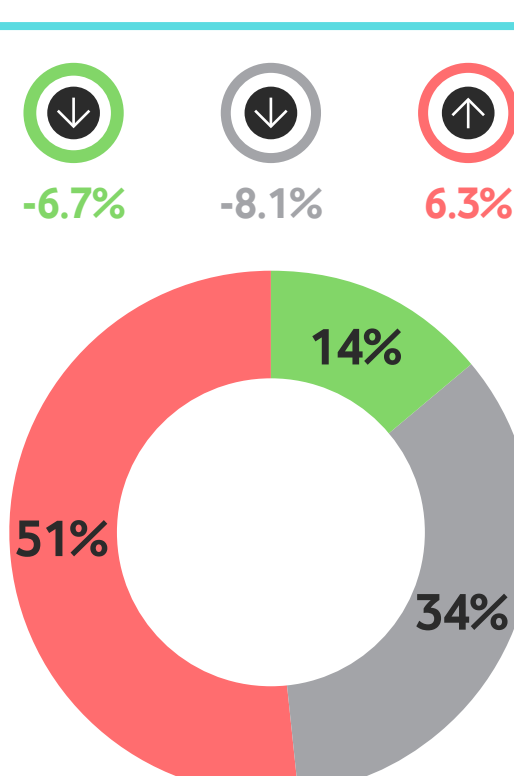
Technology is used by all social groups, but advertising is seen as too stereotyped, and not representative enough, by a wide range of communities.

42%

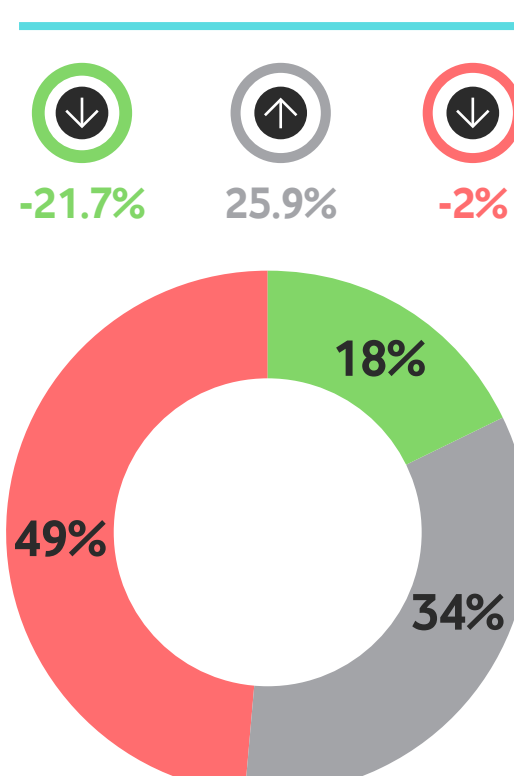
of people **disagree** with the statement that technology advertising is representative of the people who actually use it.

This figure rises to 51% for people with a disability and 49% for ethnic minoritised groups.

Responses from those with a disability



Responses from ethnic minority groups



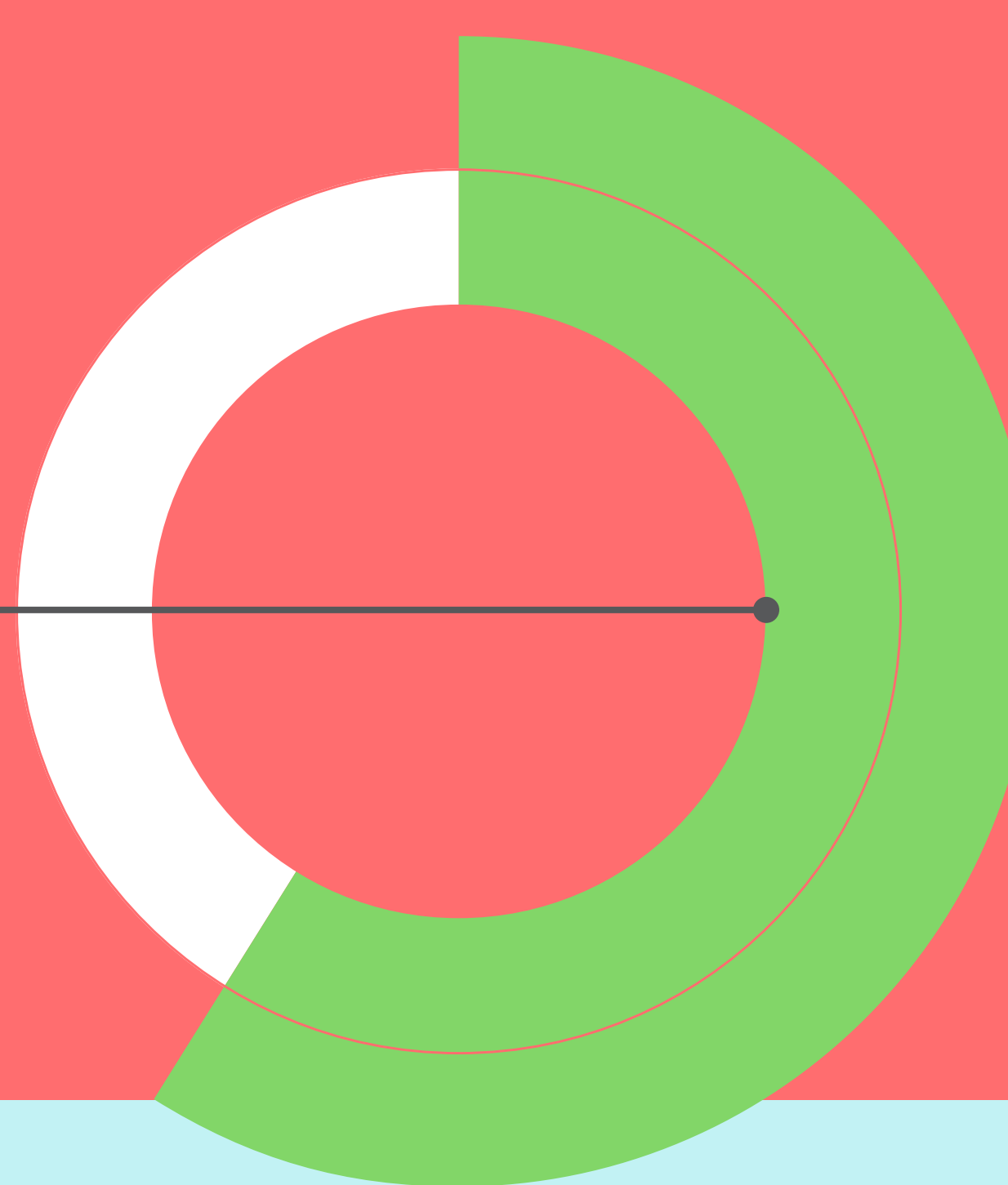
Agree Disagree
Neutral % change 2019 - 2021

DISABILITY REPRESENTATION

People with disabilities feel greatly under-represented compared to the general population.

59%

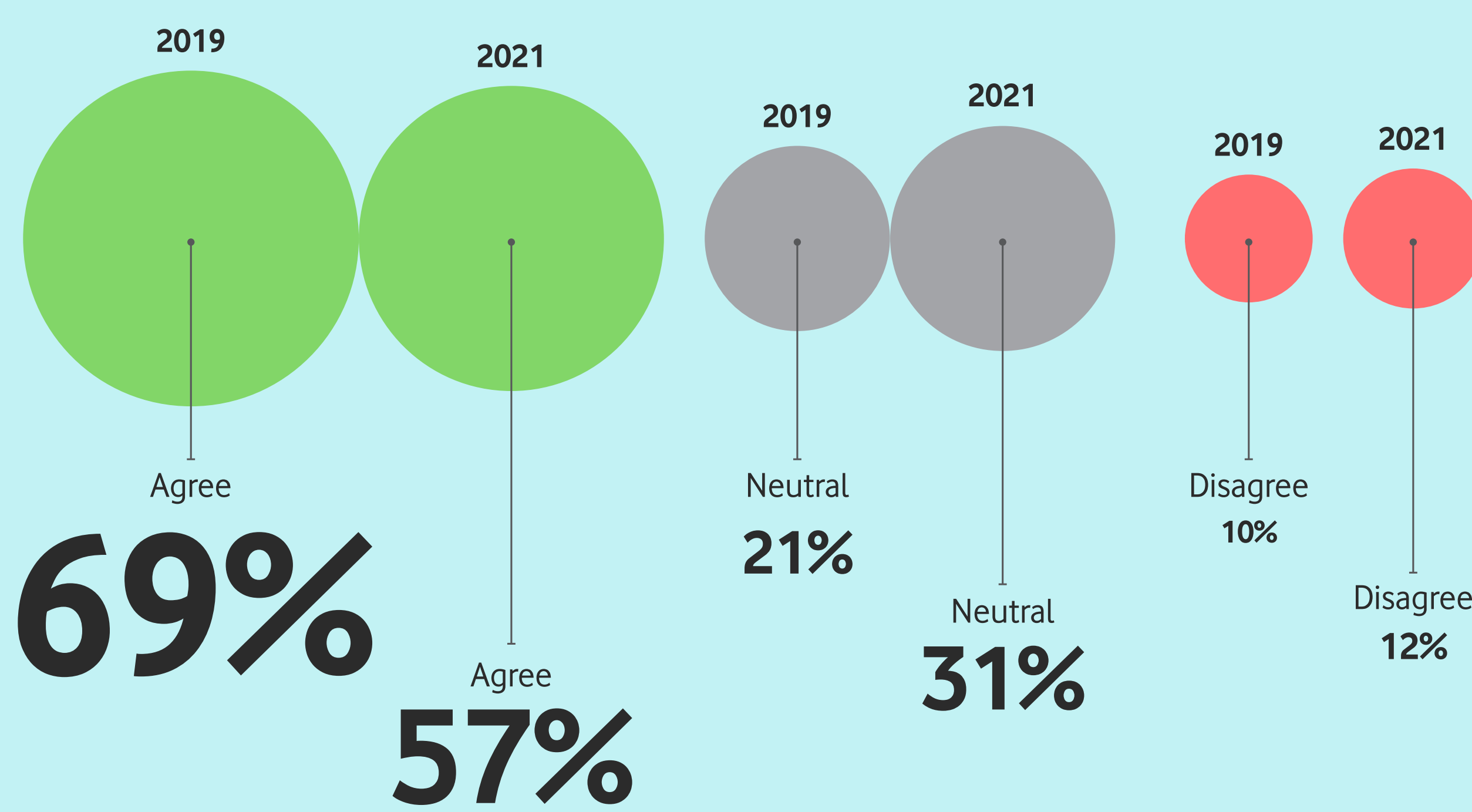
of people **agree** that more should be done to address stereotypes in advertising for technology products



RELATABILITY AND REPRESENTATION

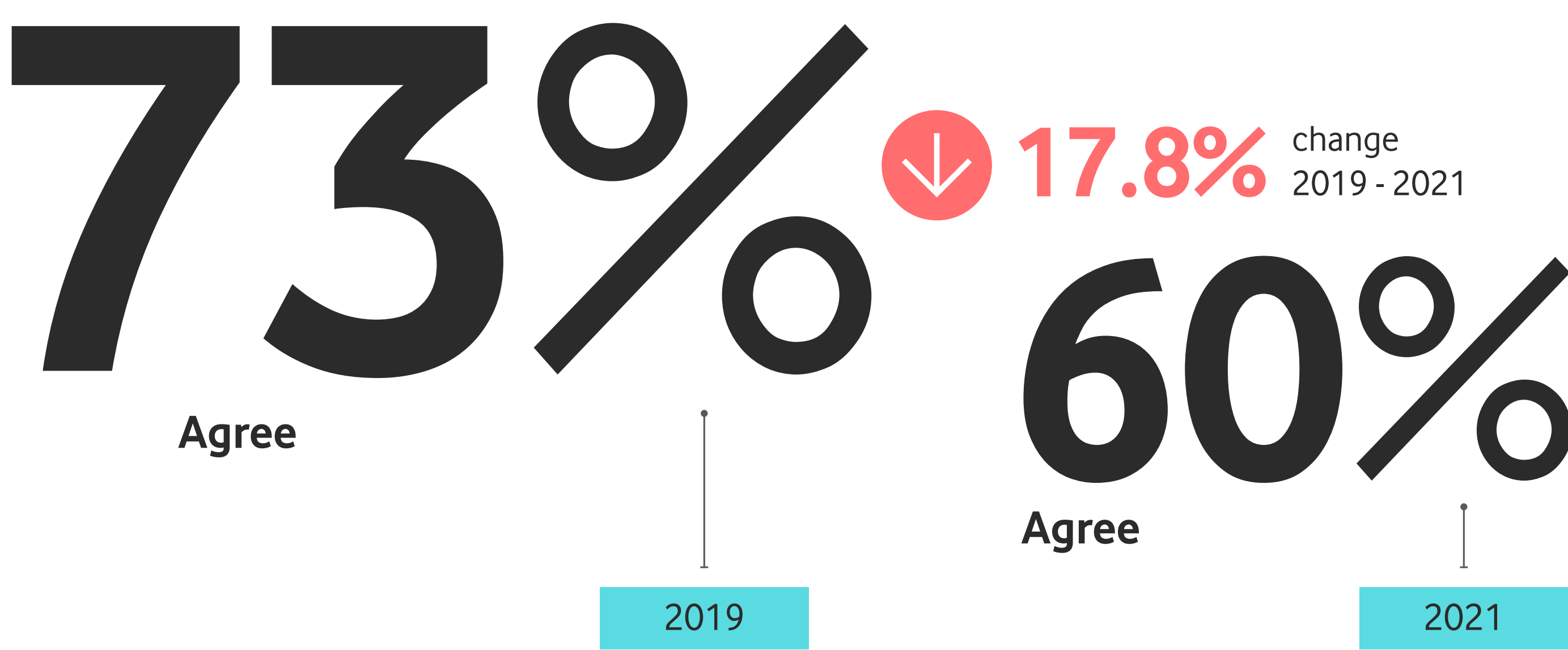
The proportion of **minoritised groups** who feel that technology advertising is aimed at people like them has dropped significantly in the last few years.

% of minoritised ethnic groups who agree that they can relate specifically to the **people** portrayed in technology adverts?



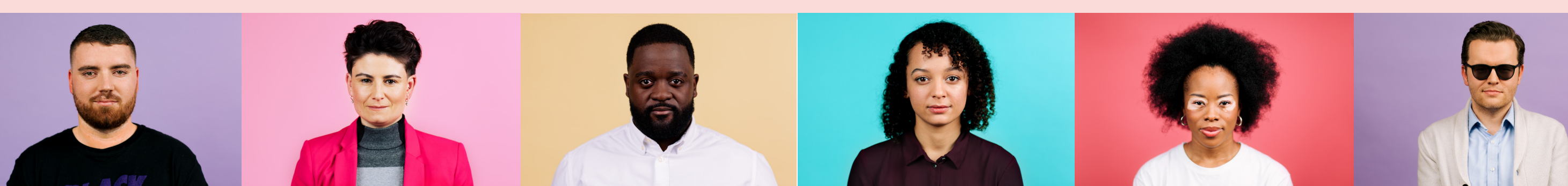
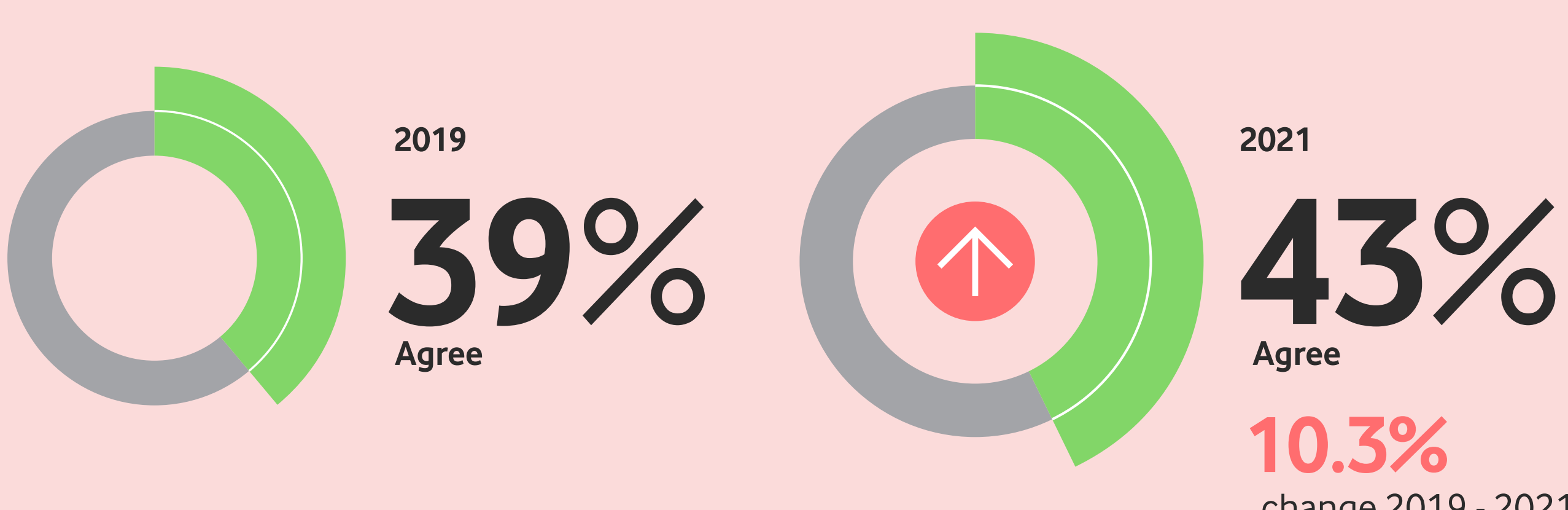
There's also been a significant drop in the **relatability** of technology adverts to **minoritised ethnic groups**

% of minoritised ethnic groups who agree that they can relate specifically to **lifestyle and imagery** portrayed in technology adverts?



LGBTQ+ VIEWS ON STEREOTYPES IN TECHNOLOGY ADVERTISING

% of LGBTQ+ who agree that **less stereotypical characters** should be used within technology adverts.



TO FIND OUT MORE ABOUT HOW WE CAN COLLECTIVELY CHANGE THE FACE OF THE TECHNOLOGY INDUSTRY, VISIT [CHANGE-THE-FACE.COM](https://www.change-the-face.com)

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