MINORITISED GROUPS IN TECHNOLOGY 2021

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

#ChangeTheFace

THERE'S MORE WORK TO BE DONE

69%

78% minoritised ethnic groups

77% LGBTQ+

72% disabled

of people would feel more positively towards technology brands if they:

- Did more to address stereotypes in their advertising.
- Used more inclusive language.
- Improved diversity across all touchpoints.

Overall, it is clear that minoritised groups continue to feel less represented within technology advertising and there is still much to be done to ensure a more equal, all-inclusive representation of people is portrayed.

It is our mission to help #ChangeTheFace of the technology industry, and make it a much fairer, more diverse and inclusive community.

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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