DROPPING THE BALL: REPRESENTATION IN 2022 SUPER BOWL ADS

February, 2022

105 ADS AIRED DURING THE SUPER BOWL.

HERE’S A BREAKDOWN OF THE 534 PROMINENT CHARACTERS IN THESE ADS.

**BIPOC CHARACTERS WELL-REPRESENTED**

- % of BIPOC in US: 38%
- % of men characters who are BIPOC: 41%
- % of women characters who are BIPOC: 46%

**LARGE CHARACTERS VASTLY UNDERREPRESENTED**

- % of large people in US: 40%
- % of men characters who are large: 5%
- % of women characters who are large: 5%

**CHARACTERS AGES 50+ UNDERREPRESENTED**

- % of people ages 50+ in US: 34%
- % of men characters who are ages 50+: 14%
- % of women characters who are ages 50+: 11%

**CHARACTERS WITH DISABILITIES ERASED**

- % of people with disabilities in US: 26%
- % of men characters who have a disability: <1%
- % of women characters who have a disability: <1%

WOMEN CHARACTERS OUTNUMBERED 2-TO-1

- % of women characters: 60%
- % of men characters: 40%