

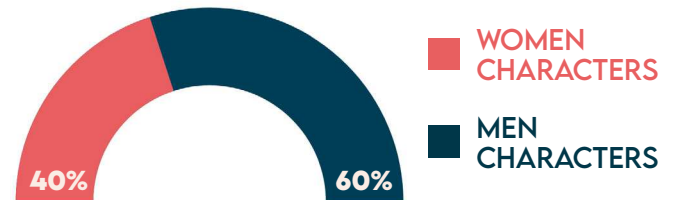
# DROPPING THE BALL: REPRESENTATION IN 2022 SUPER BOWL ADS

FEBRUARY, 2022

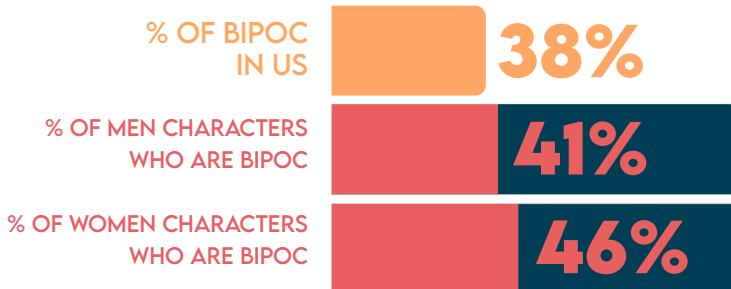
**105 ADS AIRED DURING  
THE SUPER BOWL.**

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

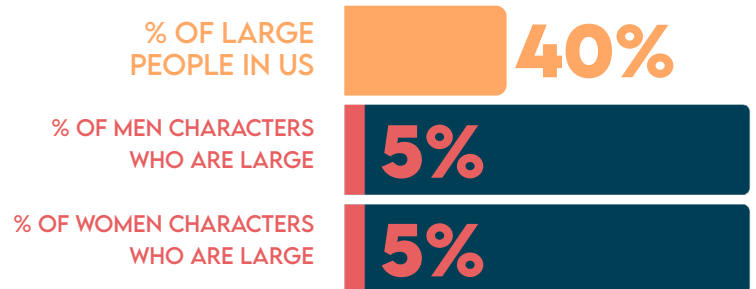
**WOMEN CHARACTERS OUTNUMBERED 2-TO-1**



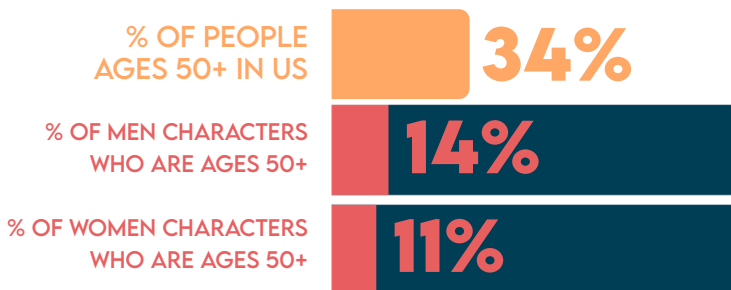
**BIPOC CHARACTERS WELL-REPRESENTED**



**LARGE CHARACTERS VASTLY UNDERREPRESENTED**



**CHARACTERS AGES 50+ UNDERREPRESENTED**



**CHARACTERS WITH DISABILITIES ERASED**

