DROPPING THE BALL: REPRESENTATION IN 2023 SUPER BOWL ADS



FEBRUARY 2023

89 ADS AIRED DURING THE SUPER BOWL.

HERE'S A BREAKDOWN OF THE 513 PROMINENT CHARACTERS IN THESE ADS:

WOMEN CHARACTERS OUTNUMBERED NEARLY 2-TO-1

MEN CHARACTERS

37%

63%

WOMEN CHARACTERS

LGBTO+ PEOPLE UNDERREPRESENTED

% OF LGBTQ+ PEOPLE IN US 7.1%

% OF MEN CHARACTERS WHO ARE LGBTQ+ 2.5%

% OF WOMEN CHARACTERS WHO ARE LGBTQ+

1.6%

BIPOC CHARACTERS WELL-REPRESENTED

% OF BIPOC IN US

39.9%

% OF MEN CHARACTERS WHO ARE BIPOC

37%

% OF WOMEN CHARACTERS WHO ARE BIPOC

42.8%

FAT CHARACTERS VASTLY UNDERREPRESENTED

% OF FAT PEOPLE IN US



% OF MEN CHARACTERS WHO ARE FAT

7.4%

% OF WOMEN CHARACTERS WHO ARE FAT

3.2%

CHARACTERS AGES 50+ UNDERREPRESENTED

% OF PEOPLE AGES 50+ IN US 34.2%

% OF MEN CHARACTERS WHO ARE AGES 50+ 13%

% OF WOMEN CHARACTERS WHO ARE AGES 50+ 11.6%

CHARACTERS WITH **DISABILITIES** ERASED

% OF PEOPLE WITH DISABILITIES IN US



% OF MEN CHARACTERS WHO HAVE A DISABILITY

1.2%

% OF WOMEN CHARACTERS WHO HAVE A DISABILITY

0.5%

