

# DROPPING THE BALL: REPRESENTATION IN 2023 SUPER BOWL ADS

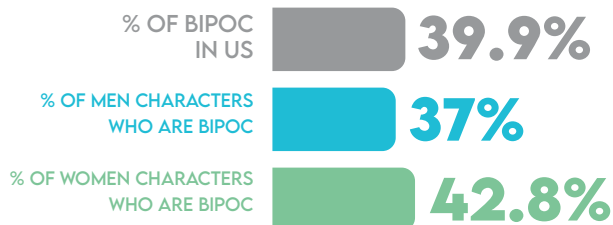
FEBRUARY 2023

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



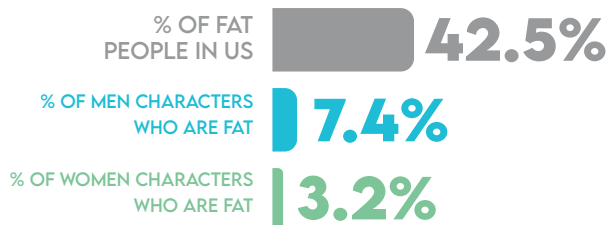
## BIPOC CHARACTERS WELL-REPRESENTED



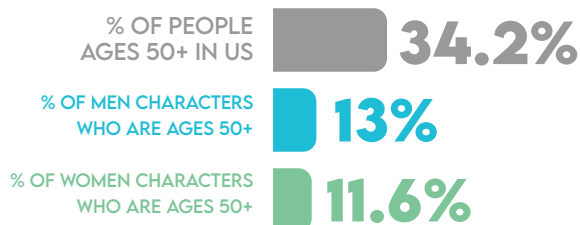
## LGBTQ+ PEOPLE UNDERREPRESENTED



## FAT CHARACTERS VASTLY UNDERREPRESENTED



## CHARACTERS AGES 50+ UNDERREPRESENTED



## CHARACTERS WITH DISABILITIES ERASED

