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**

- WOMEN CHARACTERS
  - % OF MEN CHARACTERS
    - 37%
  - % OF WOMEN CHARACTERS
    - 63%

**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%

**LGBTQ+ 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%

**FAT CHARACTERS VASTLY UNDERREPRESENTED**

- % OF FAT PEOPLE IN US
  - 42.5%
- % 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
  - 26%
- % OF MEN CHARACTERS WHO HAVE A DISABILITY
  - 1.2%
- % OF WOMEN CHARACTERS WHO HAVE A DISABILITY
  - 0.5%