# DROPPING THE BALL: REPRESENTATION IN 2024 SUPER BOWL ADS

FEBRUARY 2024

## 84 ADS AIRED DURING THE SUPER BOWL.

HERE'S A BREAKDOWN OF THE 620 PROMINENT CHARACTERS IN THESE ADS:

#### **WOMEN CHARACTERS APPROACH PARITY**

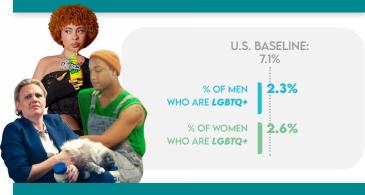
MEN CHARACTERS

43.1%

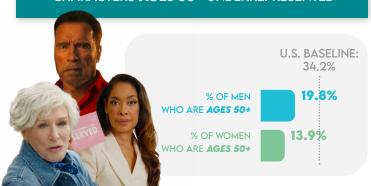
56.9%

**WOMEN CHARACTERS** 

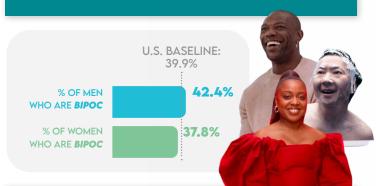
#### **LGBTO+** PEOPLE UNDERREPRESENTED



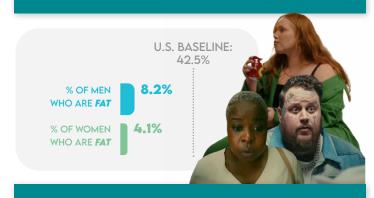
#### CHARACTERS AGES 50+ UNDERREPRESENTED



#### **BIPOC CHARACTERS WELL-REPRESENTED**



#### **FAT CHARACTERS VASTLY UNDERREPRESENTED**



### CHARACTERS WITH **DISABILITIES** ERASED



