

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

BIPOC CHARACTERS WELL-REPRESENTED

U.S. BASELINE:
39.9%

% OF MEN
WHO ARE BIPOC

42.4%

% OF WOMEN
WHO ARE BIPOC

37.8%

LGBTQ+ PEOPLE UNDERREPRESENTED

U.S. BASELINE:
7.1%

% OF MEN
WHO ARE LGBTQ+

2.3%

% OF WOMEN
WHO ARE LGBTQ+

2.6%

FAT CHARACTERS VASTLY UNDERREPRESENTED

U.S. BASELINE:
42.5%

% OF MEN
WHO ARE FAT

8.2%

% OF WOMEN
WHO ARE FAT

4.1%

CHARACTERS AGES 50+ UNDERREPRESENTED

U.S. BASELINE:
34.2%

% OF MEN
WHO ARE AGES 50+

19.8%

% OF WOMEN
WHO ARE AGES 50+

13.9%

CHARACTERS WITH DISABILITIES ERASED

U.S. BASELINE:
26%

% OF MEN
WITH A DISABILITY

0.8%

% OF WOMEN
WITH A DISABILITY

0.4%



THE
REPRESENTATION
PROJECT