Supplemental: Additional Information for Statistical Analyses

All advertisements	Frequencies related to all advertisements used the full number of ads (N=241) when calculating percentages.
Adjusted for multiple racial/ethnic groups – all ads	Proportions conservatively adjusted to account for the representation of multiple racial/ethnic groups within each ad used the denominator 399. We arrived at this number by counting the total number of ads with at least one White actor (n=209), total ads with a Black actor (n=119), total ads with a Hispanic actor (n=36) and total ads with an Asian actor (n=35). Because of the presence of crowds in many ads, it was not possible to attain inter-rater or intra-rater reliability on the number of people from each racial/ethnic group in each ad.
US Census data	Proportions for comparisons of racial/ethnic representation in Super Bowl ads compared with US Census data used figures from the 2010 Census[34]. The denominator for these analyses was the total US population, N = 308,745,538.
Food and beverage ads	Proportions for food ads used the total number of food ads for the denominator, n=28. Proportions for beverage ads used the total number of beverage ads for the denominator, n=35. These categories were mutually exclusive, thus proportions for food/beverage ads combined used 63 as the denominator, with the exception (as noted) that descriptions of whether the food/beverage was shown being consumed by an actor were calculated with (n=63) and without (n=48) including alcohol; although not explicitly prohibited[8], by convention alcohol is not shown being consumed.
Adjusted for multiple racial/ethnic groups – food/beverage ads	Proportions of food/beverage ads adjusted to account for the representation of multiple racial/ethnic groups within each ad used the denominator 111. We arrived at this number by counting the total number of ads with at least one White actor (n=54), total ads with a Black actor (n=32), total ads with a Hispanic actor (n=13) and total ads with an Asian actor (n=12).
Adjusted for multiple racial/ethnic groups - ads with actors with obesity	Proportions of advertisements that cast actors with obesity adjusted to account for the representations of actors with obesity from multiple racial/ethnic groups within each ad used the denominator 41. We arrived at this number by counting the total number of ads with at least one White actor with obesity (n=32), total ads with a Black actor with obesity (n=8), total ads with a Hispanic actor with obesity (n=0) and total ads with an Asian actor with obesity (n=1).