

What are the representations of Ethnicities in Primetime TV* Advertisements?

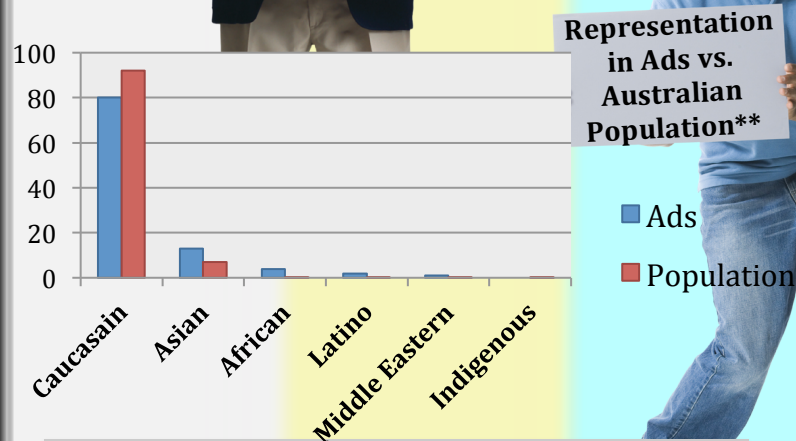
The objectives were to answer these questions:

What ethnicities are represented and how frequently?
How do these representations compare to the national population?

The answers to these questions would prove or disprove the **Hypothesis that ads would have an over representation of Caucasian individuals with other ethnic minorities underrepresented**

Methodology:

Channels Nine, Seven and Ten were reviewed between 6-9pm over the course of 14 days. Five ads were assessed each night based on randomly selected minutes of the 180 minute sample size. This primary data was analysed.



Individuals In ads were:

80% Caucasian	17% Asian	7% Other ethnicities
-------------------------	---------------------	--------------------------------

Research disproved the hypothesis with **Caucasians underrepresented** compared to the Australian population and ethnicities including Asian, African and Latino overrepresented

17%
Non-Caucasians had speaking roles in primetime ads

NEXT TIME:

Larger sample size, manage time constraints

*Primetime defined between the hours of 6pm and 9pm, TV Channels defined as commercial stations including Nine, Seven, and Ten

** Population according to the ABS and the Australian Census 2011