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SEPTEMBER 2025

GDI's 2025 Children's TV Report:

Record Number of Female Leads in New Shows

GEENA DAVIS INSTITUTE

Nielsen Foundation

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Executive Summary

At the Geena Davis Institute, our motto is “If they can see it, they can be it.” For children and young audiences, this plays out in three important ways. First, when kids see characters who share their identities as a success, they are more likely to believe their own dreams are possible. Second, when children see themselves represented — whether it’s their gender, race, disability, age, body type, or sexual orientation — they feel validated and recognized as a valued part of the world around them. Third, even when children do not see themselves on screen, witnessing a variety of identities helps them understand lives and cultures different from their own, fostering empathy and expanding their worldview.

Diverse and authentic television content is beneficial not only for children and older audiences but also for the entertainment industry. Entertainment media with diverse casts attract higher audiences ratings than programs with less diverse casts.[1] Therefore, when studios invest in diverse representation and inclusive storytelling, they are both doing right by audiences who deserve to see themselves reflected on screen, and tapping into a proven business advantage. On-screen diversity deepens viewer loyalty and strengthens the bottom line.

At the Geena Davis Institute, we take a research-driven approach to driving diverse representation and inclusion on screen. Our work combines large-scale data collection, rigorous quantitative analysis, and year-to-year comparisons to track how portrayals are evolving, to highlight both progress and persistent gaps. Our annual TV study is a cornerstone of this approach. By analyzing children’s programming, we assess diverse representation across gender, race, LGBTQIA+ identity, disability, age, and body type. Comparing these findings with previous years offers a clear picture

of how representation is evolving, giving the industry a deeper understanding of shifts in audience engagement and storytelling.

For this annual study, we analyze two types of television programming. The first is television programming **popular** with children ages 2 to 11 in the U.S., according to Nielsen metrics, which includes the 10 most popular broadcast, cable, and streaming shows, inclusive of English language shows, from 2018 to 2024.[2] The second is **new** programming for children, from 2018 to 2024; this includes TV programming actively being made for children in the U.S, according to the trade database Luminate, by Variety.[3]

We include both **popular** and **new** shows in our sample for different reasons. **Popular** programming gives us a good understanding of what children are currently watching or interested in, but it also reflects the choices made by networks about which shows to prioritize, rerun, or amplify. Analyzing **new** programming, on the other hand, taps into what television studios and the industry are currently green-lighting for children's consumption.

In this executive summary, we present the key findings, which includes the state of inclusion for various groups on screen and in leading roles, as well as statistically significant differences in how groups are depicted in the following ways: objectification, revealing clothing, shown dating, married or in a committed relationship, kissing, engaging in sexual activity, with a job, STEM occupation, and leadership.

Key Findings

2024 Popular Programming for Children

GENDER REPRESENTATION

- In 2024 popular programming, male characters outnumber female characters by 22.6 percentage points (61.3% compared with 38.7%). That is a wider gap than in 2023, when the gender gap still favored male characters, but the difference was 15 points (57.5% compared with 42.5%).
- In 2024 popular programming, 40.0% of leads are female characters. This is a 4.2-point increase from 2023 (35.8%) and a 7.9-point decrease from 2022 (47.9%).
- The biggest gender gap by prominence (lead, notable supporting, supporting, minor) is in minor roles. In 2024 popular programming, male characters make up 65.8% of all minor characters, while female characters make up 34.2% of all characters — a 31.6-point gender gap.
- Female characters are significantly more likely than male characters to be characters of color (47.1% compared with 28.5%). Male characters are significantly more likely than female characters to be white (71.5% compared with 52.9%).

- Female characters are significantly more likely than male characters to be wearing revealing clothing (9.5% compared with 3.0%).
- Female characters are significantly more likely than male characters to be married or in a committed partnership (23.0% compared with 16.1%).
- Male characters are significantly more likely than female characters to have an occupation (42.4% compared with 33.3%).

RACE/ETHNICITY REPRESENTATION

- In 2024 popular programming, characters of color make up 35.9% of all characters — a decline from 2023, when 40.5% of all characters were people of color.
- Of leads, 65.2% are white and 34.8% are characters of color. In 2023, 68.3% of leads were white, and 31.7% were characters of color.
- White characters are significantly more likely than characters of color to be married or in a committed relationship (28.0% compared with 12.8%).
- In popular programming, characters of color are significantly more likely than white characters to have a STEM occupation (8.8% compared with 2.9%).

LGBTQIA+ REPRESENTATION

- In 2024 popular programming, LGBTQIA+ characters make up only 1.1% of all characters, compared with 1.0% in 2023.
- LGBTQIA+ characters are 1.3% of leading roles but are not represented in any minor roles. In 2023, LGBTQIA+ characters were not represented in any leading or minor roles.
- LGBTQIA+ characters are significantly more likely than non-LGBTQIA+ characters to have an occupation (87.5% compared with 37.6%).

DISABILITY REPRESENTATION

- In 2024 popular programming, only 2.5% of all characters are disabled. This is a slight improvement from 2023, when just 1.0% of all characters were disabled.
- In 2024, no disabled characters are represented in leading or minor roles. In 2023, there were also no disabled leads or disabled characters in minor roles.
- Disabled characters are significantly more likely than nondisabled characters to be shown kissing (11.1% compared with 1.3%).
- Disabled characters are significantly more likely than nondisabled characters to have a job in STEM (16.7% compared with 3.1%).

BODY-TYPE REPRESENTATION

- In 2024 popular programming, fat characters make up 16.5% of all characters — an increase from 2023, when 6.5% of characters were fat.
- The representation of fat leads has increased: 5.3% of leading characters are fat in 2024 content, compared with 1.5% in 2023.
- Fat characters are significantly more likely than characters who are not fat to be married or in a committed partnership (30.6% compared with 16.1%).
- Fat characters are significantly more likely than characters who are not fat to be shown wearing revealing clothing (10.2% compared with 4.5%).

AGE REPRESENTATION

- In 2024 popular programming, characters who are ages 50 and older make up 17.3% of all characters — an increase from 2023 when 9.8% of all characters were 50-plus.
- Fifty-plus characters are significantly more likely than characters under age 50 to be , white (82.1% compared with 59.1%).

2024 New Programming for Children

GENDER REPRESENTATION

- In 2024 new programming, 42.6% of all characters are female. This is a 1.8-point decrease from 2023 (44.4%), and a 1.9-point decrease from 2022 (44.5%).
- Of all leads, 48.8% are female. This is record-high, since we started collecting data on new programming in 2018. In 2023, 47.8% of lead characters were female and in 2022, 44.3% of lead characters were female.
- Male characters are significantly more likely than female characters to be fat (11.5% compared with 8.5%) and 50-plus (9.0% compared with 5.6%).
- Male characters are significantly more likely than female characters to be objectified (2.1% compared with 0.4%).
- Female characters are significantly more likely than male characters to be shown wearing revealing clothing (6.9% compared with 3.4%).
- Female characters are significantly more likely than male characters to be in leadership positions (28.8% compared with 21.7%)

RACE/ETHNICITY REPRESENTATION

- In 2024 new programming, 48.9% of all characters are characters of color, which is an 8-point decrease from 2023 (56.9%).
- Characters of color are 52.3% of all leads in 2024 new programming; this is an 11.1-point decrease from 2023 (63.4%).
- Of all characters, 23.7% are Black, 9.4% are Asian and Pacific Islander, 8.8% are Latinx, 1.8% are multiracial, 1.4% are Native, and 0.5% are Middle Eastern/North African. In 2023, 26.8% of all characters were Black, 14.6% were Asian, 8.2% were Latinx, 1.6% were multiracial, 1.1% were Native, and 0.6% were Middle Eastern or North African.
- White characters are significantly more likely than characters of color to be 50-plus (10.9% compared with 5.7%).
- In new programming, characters of color are significantly more likely than white characters to be shown as leaders (31.0% compared with 24.3%).

LGBTQIA+ REPRESENTATION

- Only 1.5% of all characters are LGBTQIA+, compared with 1.6% in 2022.
- Only 1.4% of leads were from an LGBTQIA+ character. In 2022, no LGBTQIA+ characters were leads.
- In new programming, LGBTQIA+ characters are significantly more likely than non-LGBQTIA+ characters to be in dating relationships (13.3% compared with 1.6%), married or in committed partnerships (36.7% compared with 6.4%), and kissing (13.3% compared with 0.5%).

DISABILITY REPRESENTATION

- Only 1.7% of all characters are disabled — a slight increase from 2023, when 1.1% of all characters were disabled.
- Among leads, 1.4% are disabled characters. This is a 0.6-point increase from 2023 (0.8%).
- Disabled characters are significantly more likely than nondisabled characters to be 50-plus in new programming (18.9% compared with 7.2%).

BODY-TYPE REPRESENTATION

- Of all characters, 10.2% are fat — an increase from 2023, when 7.9% of all characters were fat.
- Among leads, 5.6% are fat, compared with 6.9% in 2023.
- Fat characters are significantly more likely than characters who are not fat to be male (64.5% compared with 56.4%). Fat characters are also significantly more likely than characters who are not fat to be 50-plus (13.8% compared with 6.7%).

- Fat characters are significantly more likely than characters who are not fat to be married or in a committed partnership (11.6% compared with 6.4%).
- Fat characters are more likely than characters who are not fat to be shown with a job (37.2% compared with 18.5%).

AGE REPRESENTATION

- Only 7.5% of all characters are 50-plus, compared with 9.4% in 2023.
- Among leading roles, 0.7% are 50-plus, compared with 0.0% in 2023.
- In 2024 new programming, 50-plus characters are more likely than their younger counterparts to be male (67.8% compared with 55.7%), white (66.7% compared with 49.7%), fat (19.6% compared with 9.9%), and disabled (4.9% compared with 1.7%).
- Fifty-plus characters are more likely than younger characters to be shown with a job (31.6% compared with 20.6%).

Portra / DigitialVision via Getty Images

Data Collection and Methodology

For data collection, this study employs content analysis, where researchers operationalize complex concepts into quantifiable markers and systematically identify every occurrence of those markers in media. This process is conducted by a team of experts who have all met training standards to ensure consistent and reliable data collection. Chi-square tests were applied for data analyses to determine statistical significance of findings, with p-values of 0.05 or less. This report presents findings for two types of programming: television shows popular among children (ages 2 to 11), and new television shows actively being made for children in the years specified.

Programming Popular with Children: This dataset includes the series that children watched from 2018 to 2024, excluding 2020 due to COVID-19 interruptions, according to Nielsen rankings. Broadcast and cable data was based on audiences for the broadcast season (e.g., 2024–2025), and popular streaming data was based on gross minutes for each year. Sampling parameters have changed slightly over these years. In 2018 and 2019, the dataset excluded non-English programming, omitted streaming platforms (only cable/broadcast), and covered the top 25 shows for children ages 2–13. Beginning in 2021, the dataset shifted to the top 10 shows for children ages 2–11, included programming in any language, and expanded to cover popular streaming shows as well as broadcast and cable.

New Programming for Children: This dataset samples from every series made for children that released a new episode for the years 2018 to 2024, according to the trade database Luminate, by Variety.[4] These series were identified by searching for series tagged as “children’s,” “children’s animation,” and

"preschool" on Luminate. The search included all U.S. broadcast and cable networks, in addition to the following streaming services: Amazon Prime, Apple TV+, Disney+, HBO Max, Hulu, Netflix, Paramount+, and Peacock.[5]

TABLE 1

Sample of episodes and characters in popular programming for children, 2018–2024

	Episodes	Characters
2024	60	835
2023	60	852
2022	67	1,154
2021	60	946
2019	362	4,631
2018	397	3,810

Note: "Popular programming" is programming that is deemed popular among younger audiences, based on Nielsen rankings. Data was not analyzed in 2020 due to the COVID-19 interruptions in programming. For 2018 and 2019, the sample is the top 25 shows for audiences ages two to six, and seven to 13, for a total of 50 series per year. Of all those series, a representative number of episodes was selected. From 2021 to 2024, we look at the top 10 streaming, top 10 cable, and top 10 broadcast shows among audiences ages 2 to 11. For those years, we analyzed two episodes per series (i.e., the second and penultimate episodes). In 2022, some streaming series aired more than one season, in which case we sampled two episodes from each season. Some shows aired only one episode in 2022, in which case we included just that one episode. In 2024, three series were popular on both streaming and cable platforms. We only include these series once each in the analysis.

TABLE 2

Sample of episodes and characters in new programming for children, 2018–2024

	Episodes	Characters
2024	181	2,127
2023	224	2,196
2022	253	2,656
2021	224	2,493
2020	211	2,293
2019	175	2,099
2018	180	2,118

Note: "New programming" is programming that is currently in production and is made for children, according to the Luminate Film & Television database. For content from 2018 to 2022, we took a representative sample of all children's series airing new episodes in the respective years, and analyzed two episodes per series (the second and penultimate episodes from each season). In 2023 and 2024, we have included all series (no sampling).

TABLE 3

Sample of episodes and characters in new programming for children, 2018–2024

	New Programming	Popular Programming
Episodes	181	60
Total Characters	2,127	835
Lead Characters	288	84
Notable Supporting Characters	620	216
Supporting Characters	721	340
Minor Characters	498	195

We identify a character's level of prominence as one of the following:

1. Lead (which includes co-leads).
2. Notable Supporting.
3. Supporting.
4. Minor.

Leads (including co-leads) refer to the protagonist of the "A" story in the episode. Notable supporting characters are usually nonlead members of the cast and can be recurring characters and noteworthy guest stars. Supporting characters are those who appear in more than one scene but are not heavily featured. Minor characters are those who appear only briefly but communicate in some way relevant to the plot.

The Good Brigade / DigitalVision via Getty Images

All Findings

Gender Representation

PROMINENCE AND INTERSECTIONS

Male characters outnumber female characters in **new** and **popular** programming for children. In 2024 **new** programming for children, 57.1% of characters are male and 42.6% are female, a gap of 14.5 percentage points. Only 0.3% of characters are nonbinary. In **popular** programming, 61.3% of characters are male and 38.7% are female, a gap of 22.6 points. There are no nonbinary characters in programming **popular** with children in 2024.

TABLE 4

Gender inclusion in new and popular programming for children (all characters) in 2024

	New	Popular
Male	57.1%	61.3%
Female	42.6%	38.7%
Nonbinary	0.3%	0.0%

Note: "Popular" and "new" programming is only inclusive of shows in English

In **new** programming from 2024, male and female characters are equally likely to be white, people of color, LGBTQIA+, and disabled. But male characters are significantly more likely than female characters to be fat and also to be ages 50 and older. In **popular** programming, male characters are significantly more likely than female characters to be white (71.5% compared with 52.9%), but female characters are significantly more likely than male characters to be people of color (47.1% compared with 28.5%).

TABLE 5

Gender at the intersection of other identities in 2024

	New		Popular	
	Male	Female	Male	Female
White	52.6%	49.5%	71.5%*	52.9%*
Person of Color	47.4%	50.5%	28.5%*	47.1%*
LGBTQIA+	1.2%	1.2%	0.5%	2.2%
Disabled	2.0%	1.5%	2.5%	2.6%
Fat	11.5%*	8.5%*	16.6%	16.8%
Age 50-Plus	9.0%*	5.6%*	19.6%	13.8%

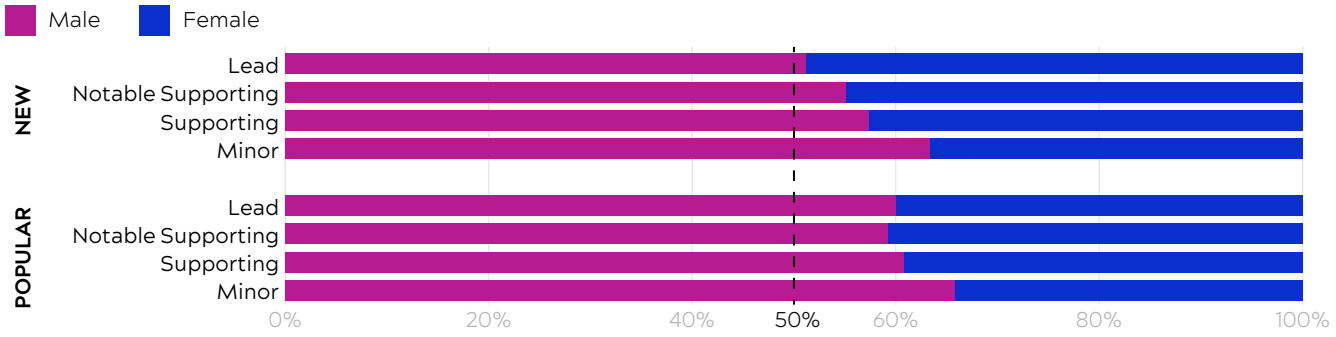
Note: Asterisk (*) indicates a statistically significant difference between male and female characters at the specified intersection. "Popular" and "new" programming is only inclusive of shows in English. Due to small sample size (0.1% only in new programming, 0.0% in popular programming), we do not include nonbinary characters in this table.

We also look at gender and role prominence. Male characters outnumber female characters in leading, notable supporting, supporting, and minor roles in both **new** and **popular** programs. Male characters are 51.2% of leads in **new** programming and 60.0% in all **popular** programming.

There are especially large gender gaps among minor characters. In **popular** programming, 65.8% of minor characters are male. In **new** programming, 63.0% of minor characters are male.

CHART 1

Gender prominence for all characters in new and popular programming for children in 2024

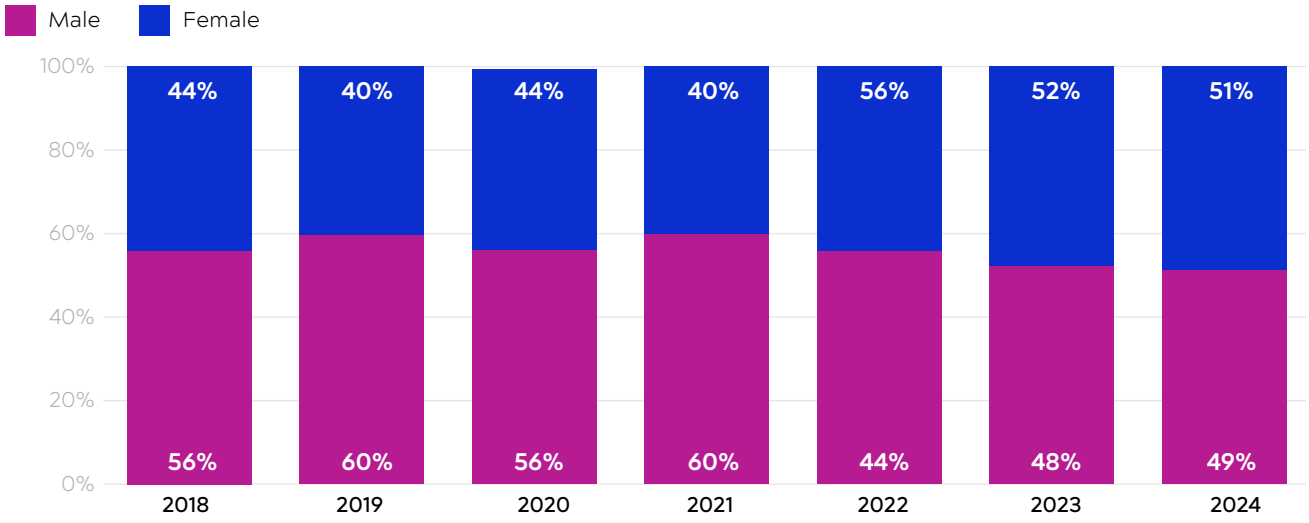


Note: In new programming, minor roles are significantly more likely than leading roles and notable supporting roles to feature a male character. Contrarily, leading roles are significantly more likely than minor roles to feature a female character; notable supporting roles are significantly more likely than minor roles to feature a female character. "Popular" and "new" programming is only inclusive of shows in English. Due to a small sample size, we do not include nonbinary characters in this table.

How has gender representation changed over time? In 2024 **new** programming, the proportion of female leads reached a high of 48.8%, which is a 1-point increase from 2023 (47.8%). This suggests that studios are green-lighting more series with female-centered stories, and this trend keeps gradually increasing.

CHART 2

Leads in new programming for children, by gender, 2018–2024

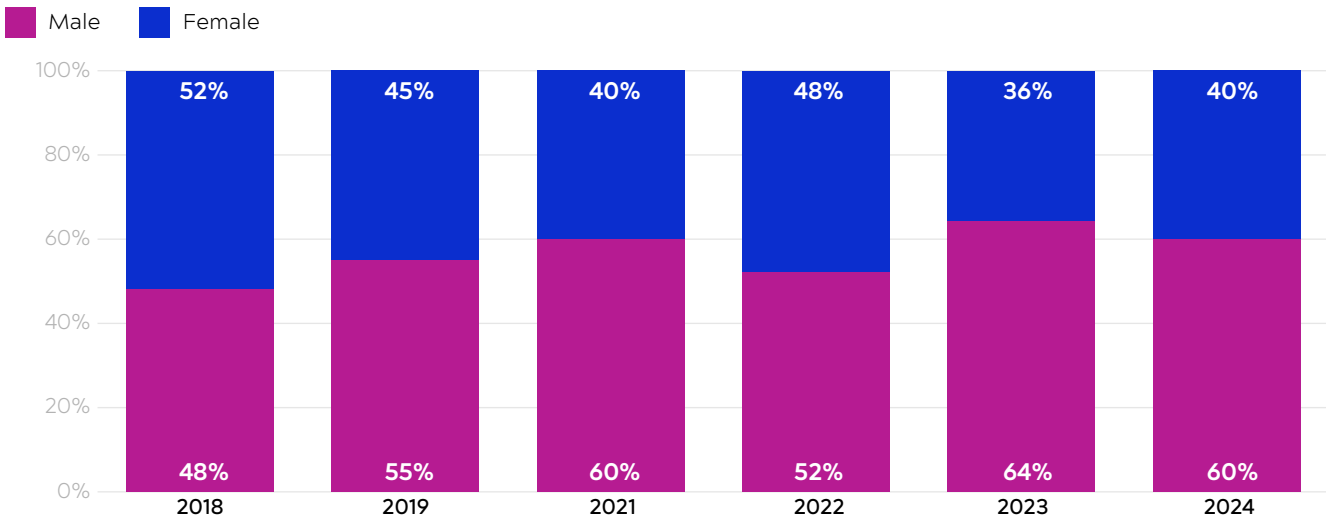


Note: Due to a small sample size, we do not include nonbinary characters in this table.

In 2024 **popular** programming, however, female representation in lead roles was at 40.0%, which is a 4.2-point increase from 2023 (35.8%).

CHART 3

Leads in popular programming for children, by gender, 2018–2024



Note: Popular programming was not measured in 2020 due to the COVID-19 interruptions. "Popular" programming is only inclusive of shows in English.Due to small sample size, we do not include nonbinary characters in this table.

In the next section, we analyze portrayal differences between male and female characters across both programming types in 2024.

ROMANCE AND SEXUALIZATION

In **new** programming, but not in **popular** programming, male characters are significantly more likely than female characters to be objectified (2.1% compared with 0.4%) — a surprising finding considering that female characters are typically placed in more objectifying scenes than male characters across different types of media. However, female characters are still significantly more likely than male characters to be shown wearing revealing clothing (6.9% compared with 3.4%) in **new and popular** programming (9.5% compared with 3.0%). This finding suggests that perhaps female characters are not clearly objectified in the sense of zooming into their sexual body parts, nor are they valued only for the way in which they look. Rather, more discrete instances of objectification are still pronounced, such as in the clothing they wear. Female and male characters are equally shown in dating relationships, kissing, or sexually active in both **popular** and **new** programming. However, in **popular** programming, female characters are significantly more likely than male characters to be married or in a committed partnership (23.0% compared with 16.1%). (See Table A2 in Appendix A.)

CAREERS AND LEADERSHIP

In **new** programming, female characters are significantly more likely than male characters to be in leadership positions (28.8% compared with 21.7%), but this finding becomes insignificant in popular programming. In **popular** programming, male characters are significantly more likely than female characters to have an occupation (42.4% compared with 33.3%). Finally, in all programming, female and male characters are equally shown in STEM occupations, such as doctors or engineers. (See Table A3 in Appendix A.)

FatCamera / E+ via Getty Images

Race/Ethnicity Representation

PROMINENCE AND INTERSECTIONS

Among all characters in 2024 **new** programming, 51.1% are white and 48.9% are people of color. Most characters of color are Black (23.7% of all characters), followed by Asian and Pacific Islander (9.4% of all characters) and Latinx (8.8% of all characters). There is little representation of Middle Eastern/North African characters (0.5%) and Native characters (1.4%).

In 2024 **popular** programming, 64.1% of all characters are white, and 35.9% are characters of color. Most characters of color are Black (15.9% of all characters), followed by Latinx (9.2% or all characters), and Asian and Pacific Islander (6.9% or all characters). We see little representation of Middle Eastern/North African characters (0.7%) and Native characters (0.5%).

TABLE 6

Racial inclusion in new and popular programming for children (all characters) in 2024

	New	Popular
White	51.1%	64.1%
Characters of Color	48.9%	35.9%
Black	23.7%	15.9%
Asian and Pacific Islander	9.4%	6.9%
Latinx	8.8%	9.2%
Middle Eastern/North African	0.5%	0.7%
Native	1.4%	0.5%
Multiracial	1.8%	1.4%
Ambiguous, Nonwhite Race	3.3%	1.4%

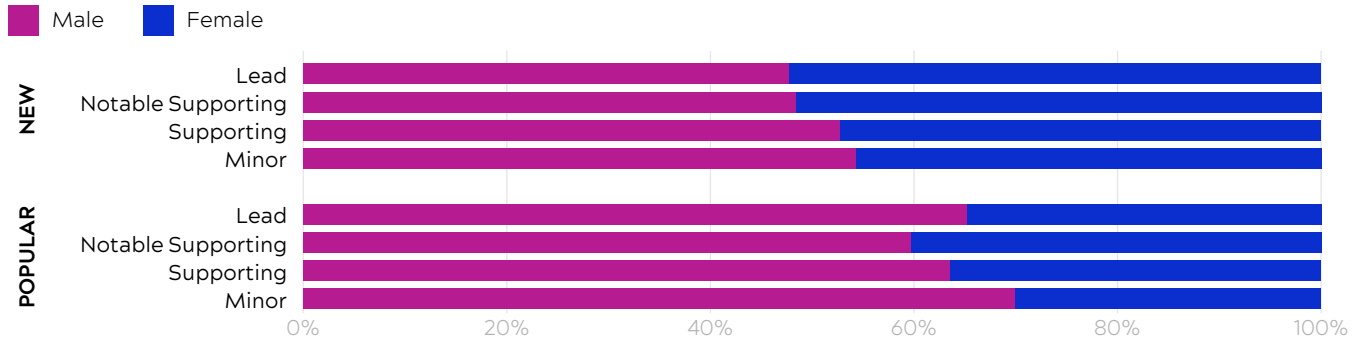
Note: Percentages are out of all characters with a discernible race. Characters without a race (e.g., animals, aliens, personified objects, and humans with atypical skin colors) are excluded. "Popular" and "new" programming is only inclusive of shows in English.

In **new** programming, white characters and characters of color are female, male, LGBTQIA+, disabled, and fat at similar rates. However, white characters are significantly more likely than characters of color to be ages 50 and older (10.9% compared with 5.7%). In **popular** programming, white characters are significantly more likely than characters of color to be male (67.4% compared with 48.1%) and 50-plus (28.0% compared with 10.9%); characters of color are significantly more likely than white characters to be female (51.9% compared with 32.6%). (See Tables A4, A5, and A6 in Appendix A for racial intersectional analysis.)

When it comes to leading roles, characters of color slightly outnumber white characters in **new** programming (52.3% compared with 47.7%), but not in **popular** programming (34.8% compared with 65.2%).

CHART 4

Racial prominence in new and popular programming for children in 2024

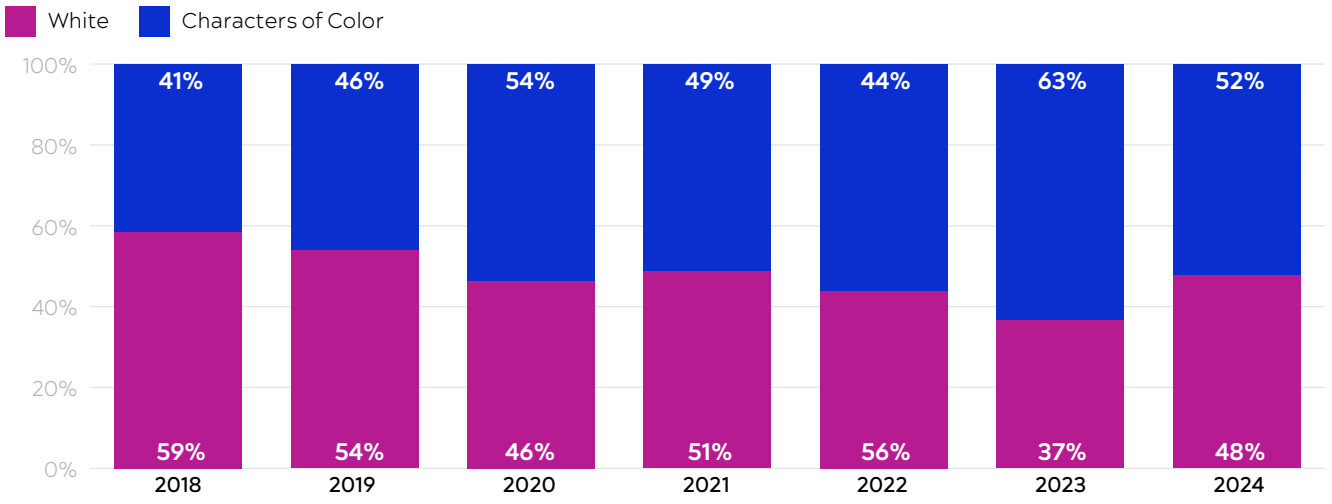


Note: Percentages exclude characters without a discernible race. Characters without races (e.g., animals, aliens, personified objects, and humans with atypical skin colors) are excluded. "Popular" and "new" programming is only inclusive of shows in English.

How has representation of characters of color in leading roles changed over time? Since 2018, there has been a steady increase of leads of color in **new** programming, but in 2024, we identified a sharp 11.1-point decrease. Still, characters of color outnumber white characters in leading roles in new programming (52.3% for leading characters of color, 47.7% for leading white characters).

CHART 5

Leads in new programming for children, by race, 2018–2024

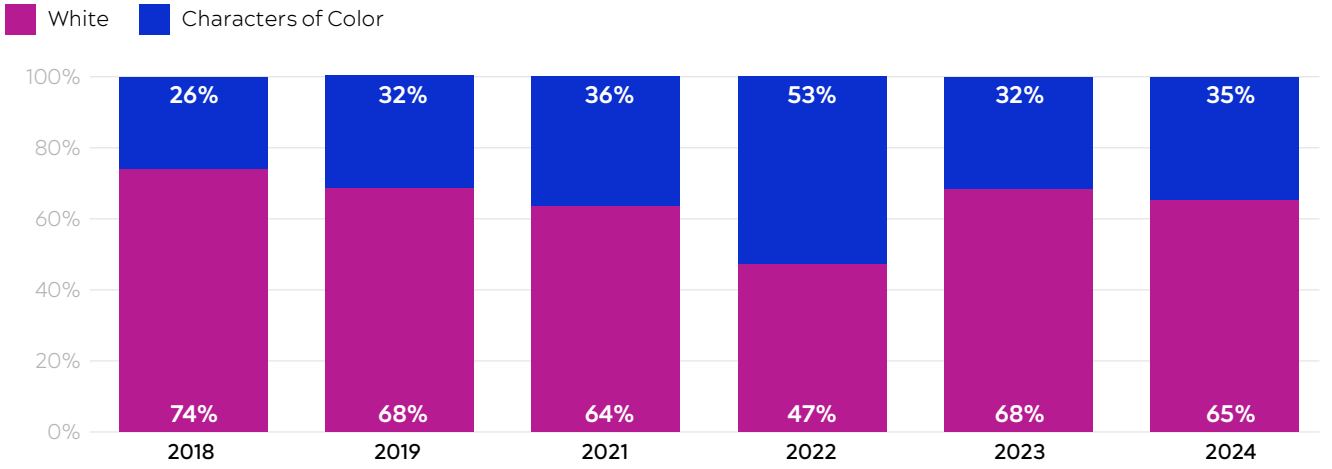


Note: Percentages exclude characters without a discernible race. Characters without races (e.g., animals, aliens, personified objects, and humans with atypical skin colors) are excluded.

In **popular** programming, the percentage of leads played by people of color increased from 31.7% in 2023 to 34.8% in 2024 — closer to the share of leads of color in 2019 and 2021.

CHART 6

Leads in popular programming for children, by race, 2018–2024



Note: Percentages exclude characters without a discernible race. Characters without races (e.g., animals, aliens, personified objects, and humans with atypical skin colors) are excluded. Popular programming was not measured in 2020 due to the COVID-19 interruptions. "Popular" programming is only inclusive of shows in English.

In the next section, we analyze differences between how white characters and characters of color are portrayed in 2024 programming.

ROMANCE AND SEXUALIZATION

In **new** programming, there are no differences between white characters and characters of color when it comes to characters' objectification, revealing clothing, relationship status, and sexual activity. But in **popular** programming, white characters are significantly more likely than characters of color to be married or in a committed partnership (28.0% compared with 12.8%). (See Tables A7, A8, and A9 in Appendix A.)

CAREERS AND LEADERSHIP

In **new** programming, characters of color are significantly more likely than white characters to be shown as leaders (31.0% compared with 24.3%) but are equally portrayed with an occupation and a STEM occupation. In **popular** programming, characters of color are significantly more likely than white characters to have a STEM occupation (8.8% compared with 2.9%). However, white and characters of color are equally shown with an occupation and as leaders. (See Tables A10, A11, and A12 in Appendix A.)

TABLE 7

Careers, STEM, and leadership, by race, in new and popular programming for children in 2024

	New		Popular	
	White	Characters of Color	White	Characters of Color
Has a Job	23.3%	23.6%	47.8%	55.2%
STEM	3.0%	3.0%	2.9%*	8.8%*
Leader	24.3%*	31.0%*	31.9%	34.4%

Note: Asterisk (*) indicates a statistically significant difference between white characters and characters of color for the specified variable. "Popular" and "new" programming is only inclusive of shows in English.


DMP / E+ via Getty Images

LGBTQIA+ Representation

PROMINENCE AND INTERSECTIONS

In **new** and **popular** programming, the visibility of LGBTQIA+ characters is low. Just 1.5% of characters in **new** programming and 1.1% in **popular** programming are LGBTQIA+.

TABLE 8

LGBTQIA+ inclusion in new and popular programming for children (all characters) in 2024

	New	Popular
LGBTQIA+	1.5%	1.1%
Not LGBTQIA+	98.5%	98.9%

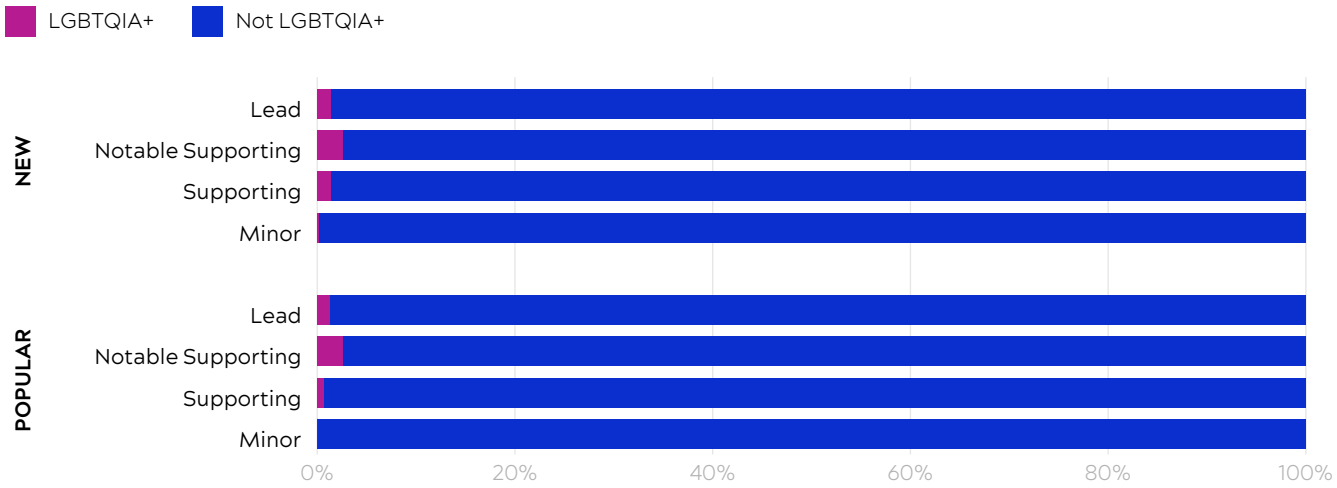
Note: "Popular" and "new" programming is only inclusive of shows in English.

In **new** and **popular** programming, LGBTQIA+ characters and non-LGBTQIA+ characters are equally shown as male or female characters, white, characters of color, disabled, fat, and 50-plus. (See Table A13 in Appendix A.)

The highest representation among LGBTQIA+ characters is in notable supporting roles in **new** programming and **popular** programming at 2.6%. LGBTQIA+ characters are minimal in minor roles, specifically in popular programming at 0.0%.

CHART 7

LGBTQIA+ prominence in new and popular programming for children in 2024

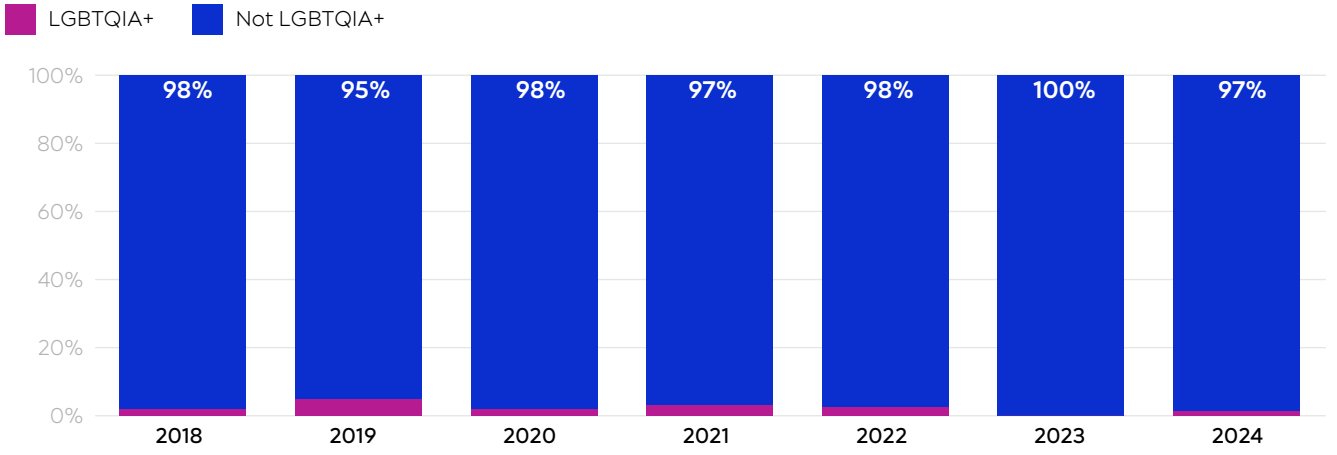


Note: In new programming, notable supporting roles are significantly more likely than minor roles to be LGBTQIA+, but minor roles are significantly more likely than notable supporting roles to be non-LGBTQIA+. "Popular" and "new" programming is only inclusive of shows in English.

LGBTQIA+ leads in **new** programming for children has increased from 0.0% in 2023 to 1.4% in 2024. In 2019, 4.9% of leads in **new** programming were LGBTQIA+, which was a record high.

CHART 8

LGBTQIA+ leads in new programming for children, 2018–20244



In **popular** programming, there was a 1.3-percentage-point increase in LGBTQIA+ leads (0.0% in 2023, 1.3% in 2024), which is the highest percentage we have identified thus far.

TABLE 9

LGBTQIA+ leads in popular programming for children, 2018–2024

	Popular					
	2018	2019	2021	2022	2023	2024
LGBTQIA+	0.2%	0.5%	0.0%	0.0%	0.0%	1.3%
Not LGBTQIA+	99.8%	99.5%	100.0%	100.0%	100.0%	98.7%

Note: Popular programming was not measured in 2020 due to the COVID-19 interruptions.

In the next section, we analyze the differences between how LGBTQIA+ and non-LGBTQIA+ characters are portrayed in 2024 programming.

ROMANCE AND SEXUALIZATION

In **new** programming, LGBTQIA+ characters are significantly more likely than non-LGBQTIA+ characters to be in dating relationships (13.3% compared with 1.6%), married or in committed partnerships (36.7% compared with 6.4%), and kissing (13.3% compared with 0.5%). When looking at **popular** programming, LGBTQIA+ and non-LGBTQIA+ characters are equally shown in portrayals of romance and sexualization. (See Table A14 in Appendix A.)

CAREERS AND LEADERSHIP

There are no statistically significant differences between LGBTQIA+ and non-LGBTQIA+ characters being shown in jobs or as leaders in **new** programming**.** However, in **popular** programming, LGBTQIA+ characters are also significantly more likely than non-LGBTQIA+ characters to have an occupation (87.5% compared with 37.6%). (See Table A15 in Appendix A.)

adamkaz / E+ via Getty Images

Disability Representation

PROMINENCE AND INTERSECTIONS

Around 2% of all characters in **new** and **popular** programming are disabled: 1.7% of characters in **new** programming and 2.5% in **popular** programming.

TABLE 10

Disability inclusion in new and popular programming for children (all characters) in 2024

	New	Popular
Disabled	1.7%	2.5%
Not Disabled	98.3%	97.5%

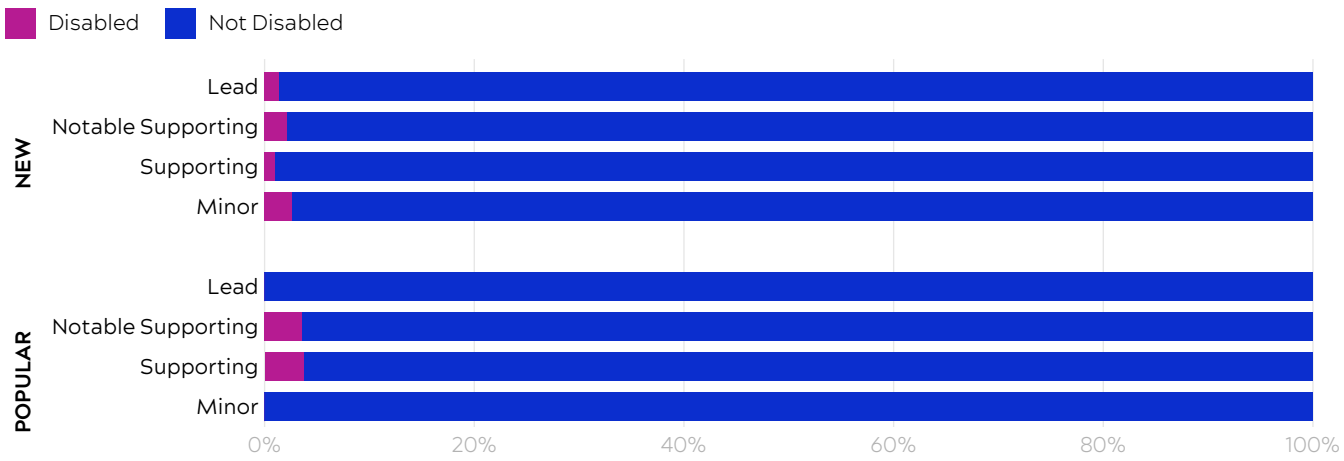
Note: "Popular" and "new" programming is only inclusive of shows in English.

In **new** and **popular** programming, there are no statistically significant differences among disabled and nondisabled characters at the intersection of gender, race, LGBTQIA+ identity, and body type with one exception: disabled characters are significantly more likely than nondisabled characters to be 50-plus in **new** programming (18.9% compared with 7.2%). (See Table A16 in Appendix A.)

Among leading characters, only 1.4% in 2024 **new** programming are disabled. There are no leading disabled characters in 2023 **popular** programming. While there are no disabled characters in minor roles in popular programming, 2.6% of minor roles in new programming feature disabled characters.

CHART 9

Disability prominence in new and popular programming for children in 2024

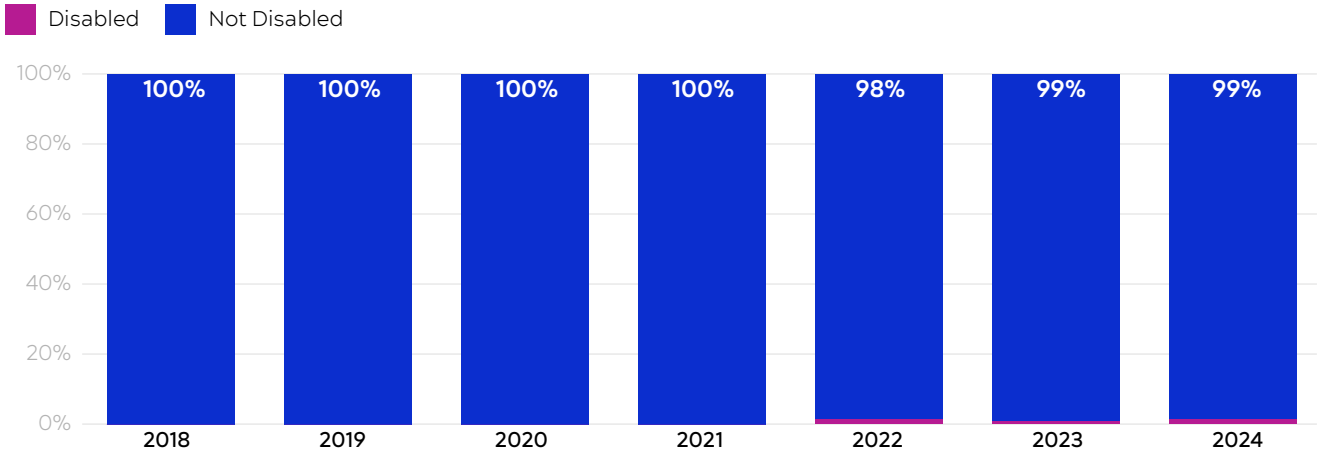


Note: "Popular" and "new" programming is only inclusive of shows in English.

In 2024 **new** programming, disabled leads have increased by 0.6 percentage points, from 0.8% in 2023 to 1.4% in 2024.

CHART 10

Disabled leads in new programming for children, 2018–2024



Note: "Popular" and "new" programming is only inclusive of shows in English.

In **popular** programming, there were no disabled leads identified in 2024, the same as in 2023.

TABLE 11

Disabled leads in popular programming for children, 2018–2024

	Popular					
	2018	2019	2021	2022	2023	2024
Disabled	0.5%	0.3%	0.0%	1.4%	0.0%	0.0%
Not Disabled	99.5%	99.7%	100.0%	98.6%	100.0%	100.0%

Note: Popular programming was not measured in 2020 due to the COVID-19 interruptions.

In the next section, we analyze differences between how disabled and nondisabled characters are portrayed in 2024 programming.

ROMANCE AND SEXUALIZATION

In **new** programming, no disabled characters are objectified, shown in revealing clothing, shown dating, kissing, or sexually active. But they are shown in married or committed partnerships, although the difference between disabled and nondisabled characters does not vary statistically. In **popular** programming, disabled characters are significantly more likely than nondisabled characters to be shown kissing (11.1% compared with 1.3%). (See Table A17 in Appendix A.)

CAREERS AND LEADERSHIP

In **new** programming, disabled and nondisabled characters are equally shown with a job, in the STEM field, and as leaders. But in **popular** programming, disabled characters are significantly more likely than nondisabled characters to have a job in STEM (16.7% compared with 3.1%), and nondisabled characters are significantly more likely to be shown as leaders (27.8% compared with 0.0%). It is noteworthy that no disabled characters are portrayed as leaders in popular programming. (See Table A18 in Appendix A.)

kupicoo / E+ via Getty Images

Body-Type Representation

PROMINENCE AND INTERSECTIONS

In 2024 **new** programming, 10.2% of all characters are fat, and in 2024 **popular** programming, 16.5% of all characters are fat.

TABLE 12

Fat inclusion in new and popular programming for children (all characters) in 2024

	New	Popular
Fat	10.2%	16.5%
Not Fat	89.8%	83.5%

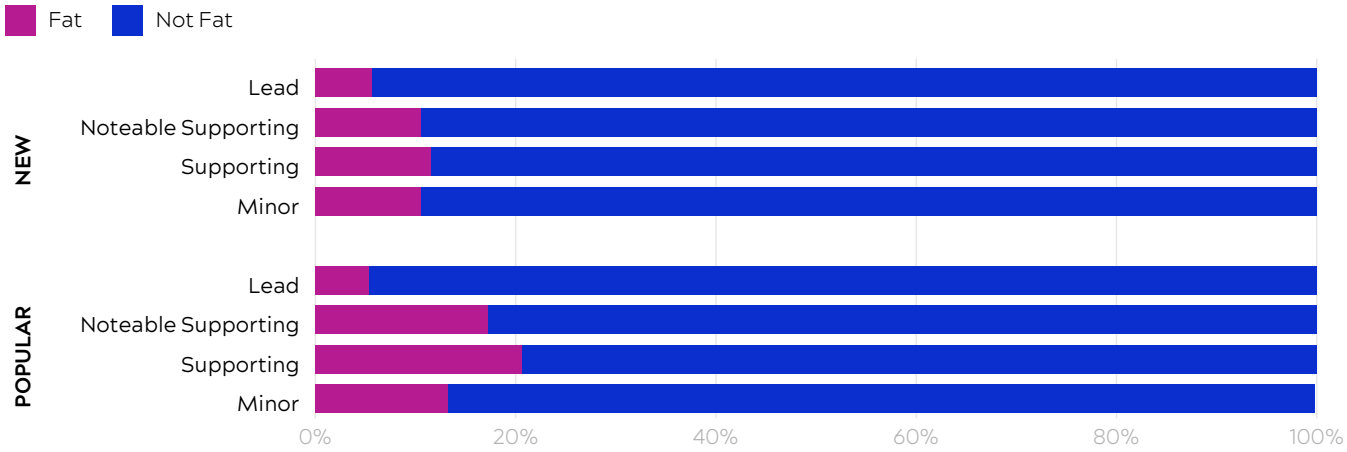
Note: "Popular" programming is only inclusive of shows in English.

In **new** programming, fat characters are significantly more likely than characters who are not fat to be male (64.5% compared with 56.4%), but characters who are not fat are significantly more likely to be female (43.6% compared with 35.5%). Fat characters are also significantly more likely than characters who are not fat to be ages 50 and older (13.8% compared with 6.7%). In **popular** programming, fat characters are characters who are not fat are equally represented across gender, race, LGBTQIA+ identity, disability status, and age. (See Table A19 in Appendix A.)

A total of 5.6% of leads are fat in **new** programming. In **popular** programming, only 5.3% of leads are fat.

CHART 11

Prominence of fat characters in new and popular programming for children in 2024

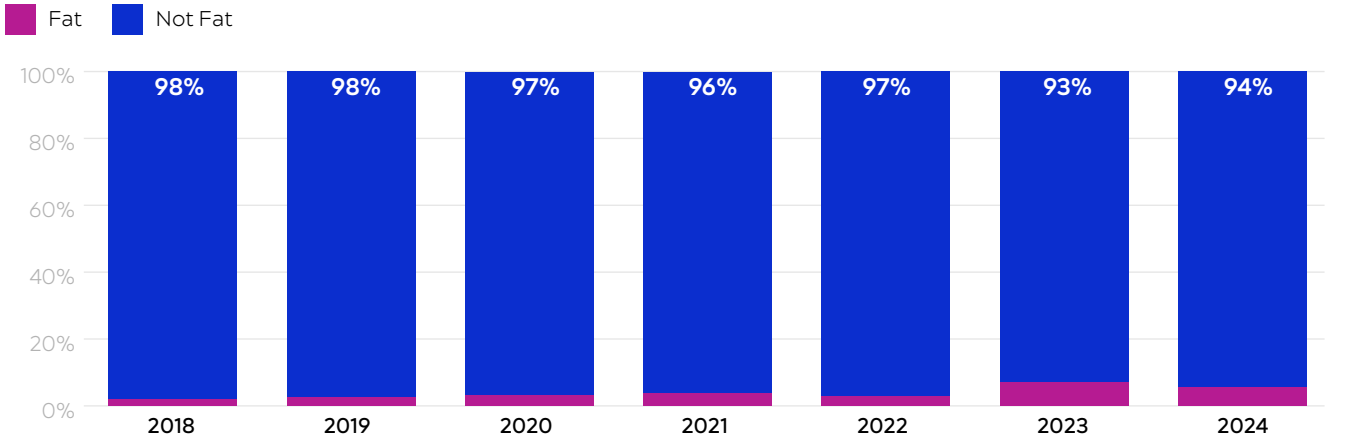


Note: "Popular" and "new" programming is only inclusive of shows in English. In new programming, minor roles are significantly more likely than supporting roles to be fat; leading roles are significantly more likely than supporting roles to feature characters who are not fat. In popular programming, supporting roles are significantly more likely than leading roles to feature fat characters; leading roles are significantly more likely than supporting roles to feature characters who are not fa

The percentage of fat leads in **new** programming decreased by 1.3 percentage points, from 6.9% in 2023 to 5.6% in 2024.

CHART 12

Fat leads/co-leads in new programming for children, 2018–2024



The percentage of fat leads in **popular** programming for children increased in 2024. It was 1.5% in 2023 and is 5.3% in 2024.

TABLE 13

Fat leads/co-leads in popular programming for children, 2019–2023

	Popular				
	2019	2021	2022	2023	2024
Fat	5.9%	5.5%	2.7%	1.5%	5.3%
Not Fat	94.1%	94.5%	97.3%	98.5%	94.7%

Note: Popular programming was not measured in 2020 due to the COVID-19 interruptions.

In the next section, we analyze differences in how fat characters and characters who are not fat are portrayed in 2024 programming.

ROMANCE AND SEXUALIZATION

In **new** programming, fat characters are significantly more likely than characters who are not fat to be married or in a committed partnership (11.6% compared with 6.4%); this finding remains statistically significant in **popular** programming (30.6% compared with 16.1%). Additionally, in **popular** programming, fat characters are significantly more likely than characters who are not fat to be shown wearing revealing clothing (10.2% compared with 4.5%). (See Table A20 in Appendix A.)

CAREERS AND LEADERSHIP

Fat characters are more likely than characters who are not fat to be shown with a job in 2024 **new** programming (37.2% compared with 18.5%), but there are no observed differences in leadership portrayals. In **popular** programming, we do not identify any statistically significant differences between fat characters and characters who are not fat with respect to careers and leadership. (See Table A21 in Appendix A.)

lisegagne / E+ via Getty Images

Age Representation

PROMINENCE AND INTERSECTIONS

Characters who are ages 50 and older are 7.5% of characters in 2024 **new** programming and 17.3% of all characters in 2024 **popular** programming.

TABLE 14

Age inclusion in new and popular programming for children (all characters) in 2024

	New	Popular
50 and Older	7.5%	17.3%
Under 50	92.5%	82.7%

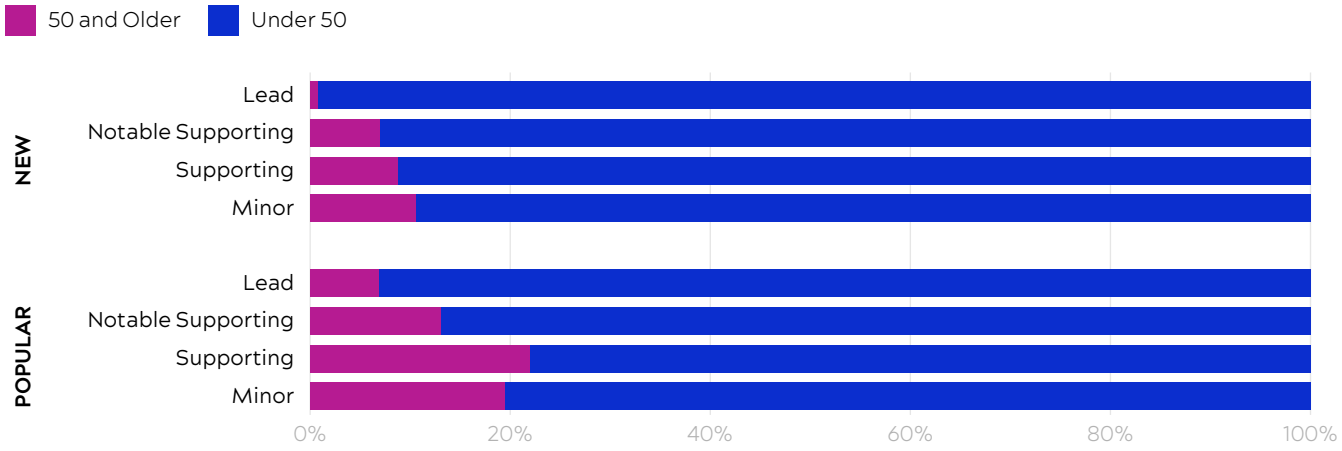
Note: "Popular" and "new" programming is only inclusive of shows in English.

In 2023 **new** programming, 50-plus characters are more likely than their younger counterparts to be male (67.8% compared with 55.7%), white (66.7% compared with 49.7%), fat (19.6% compared with 9.9%), and disabled (4.9% compared with 1.7%). But characters under 50 are significantly more likely than 50-plus characters to be female (44.3% compared with 32.2%) and people of color (50.3% compared with 33.3%). In 2024 **popular** programming, 50-plus characters are significantly more likely than characters under 50 to be white (82.1% compared with 59.1%), but characters under 50 are significantly more likely to be people of color (40.9% compared with 17.9%). (See Table A22 in Appendix A.)

In **new** programming, 0.7% of leads are 50-plus. In **popular** programming, 50-plus characters made up 6.8% of leads.

CHART 13

Age prominence in new and popular programming for children in 2024

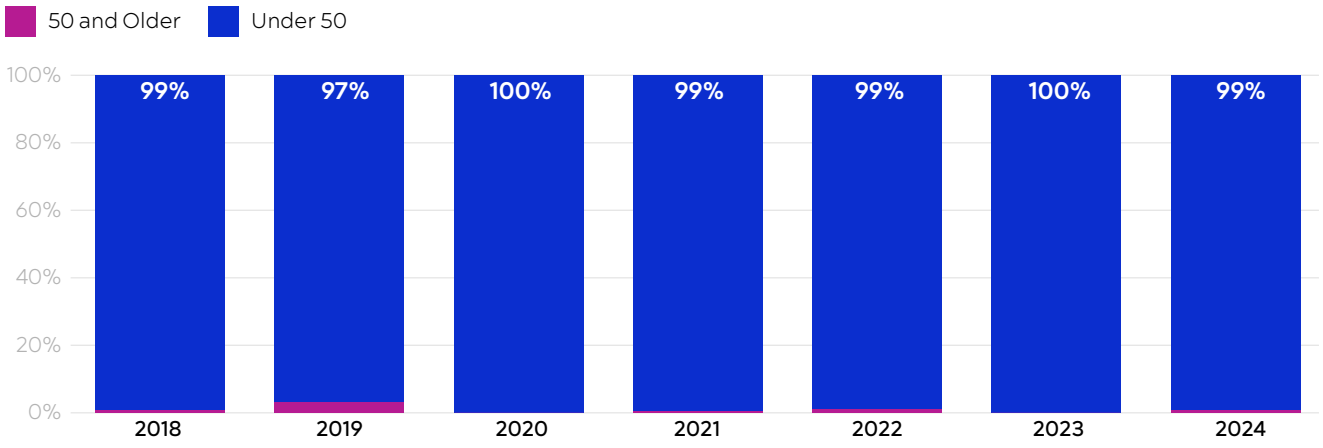


Note: In new programming, minor roles are significantly more likely than supporting roles and notable supporting roles to feature 50-plus characters; supporting roles are significantly more likely than leading roles to feature 50-plus characters; notable supporting roles are significantly more likely than notable supporting roles to feature 50-plus characters. Leading roles are significantly more likely than minor, notable supporting or supporting roles to feature characters under 50. Notable supporting roles were significantly more likely than minor roles and supporting roles to feature characters under 50; supporting characters were significantly more likely than minor roles to feature characters under 50. In popular programming, supporting roles are significantly more likely than leading roles to feature 50-plus characters. Leading roles were significantly more likely than supporting roles to feature characters under 50.

The percentage of 50-plus leads in **new** programming has fluctuated, with a high of 3.1% in 2019 and a low of 0.0% in 2020 and again in 2023. In 2024, 0.7% of leads are 50-plus.

CHART 14

Age inclusion for leads in new programming for children, 2018–2024



The percentage of 50-plus leads in **popular** programming increased 3.1 percentage points from 2023 (3.7%) to 2024 (6.8%).

TABLE 15

Age inclusion for leads in popular programming for children, 2019–2024

	Popular				
	2019	2021	2022	2023	2024
50 and Older	1.0%	0.0%	3.2%	3.7%	6.8%
Under 50	99.0%	100.0%	96.8%	96.3%	93.2%

Note: Popular programming was not measured in 2020 due to the COVID-19 interruptions.

In the next section, we analyze portrayal differences between 50-plus and characters under 50 in 2023 programming.

ROMANCE AND SEXUALIZATION

In 2024 **new** and **popular** programming, 50-plus characters and characters under 50 are equally shown in portrayals of objectification, revealing clothing, relationships, kissing, and sex. (See Table A23 in Appendix A.)

CAREERS AND LEADERSHIP

In **new** and **popular** programming, 50-plus characters are more likely than younger characters to be shown with a job (new: 31.6% compared with 20.6%; popular: 62.2% compared with 35.4%). Additionally, 50-plus characters were significantly more likely than characters under 50 to be shown in leadership roles (new: 39.8% compared with 23.9%; popular: 40.0% compared with 25.8%). (See Table A24 in Appendix A.)

Catherine Falls Commercial / Moment via Getty Images

Animation vs. Live Action

Given the dominance of animation in children's programming, it is important to evaluate the diversity and inclusion within it. Distinguishing between representations in animated and live-action characters, we have a better sense of where scripted TV shows are making progress and where that progress might be stalled.

DEMOGRAPHICS

In both **new** and **popular** programming for children, female characters are less likely than male characters to be animated, although the difference is not statistically significant. In 2024 **new** programming, 57.2% of animated characters are male and 42.8% are female. In 2024 **popular** programming, 61.6% of animated characters are male and 38.4% are female. Among all 2024 **new** programming, live-action characters are majority male characters (57.1% male compared with 42.9% female), although this difference is not statistically significant. In **popular** programming, live-action characters are also majority male (60.6% male compared with 39.4% female), but again, these differences are statistically insignificant.

TABLE 16

Gender representation for animated and live-action characters in new and popular programming for children in 2024

	New		Popular	
	Animated	Live-Action	Animated	Live-Action
Male	57.2%	57.1%	61.6%	60.6%
Female	42.8%	42.9%	38.4%	39.4%

Note: "Popular" and "new" programming is only inclusive of shows in English. Due to a small sample size, we do not include nonbinary characters.

In **new** programming, the gender of animated characters has become increasingly more balanced over the past six years, from only 36.5% female in 2018 to 42.8% female in 2024. Live-action characters had fairly steady gender parity in 2018, 2020, and 2022. But in 2024, as in 2023, most characters are male (2024: 57.1% male, 42.9% female).

TABLE 17

Gender representation for animated and live-action characters in new programming for children, 2018–2024

	New													
	Animated							Live-Action						
	2018	2019	2020	2021	2022	2023	2024	2018	2019	2020	2021	2022	2023	2024
Male	63.5%	60.6%	59.3%	58.1%	56.5%	55.8%	57.2%	50.0%	47.6%	51.5%	54.0%	49.0%	54.4%	57.1%
Female	36.5%	39.2%	40.6%	41.5%	43.2%	44.2%	42.8%	50.0%	52.4%	48.5%	46.0%	51.0%	45.6%	42.9%

Note: Due to a small sample size, we do not include nonbinary characters.

However, in **new** programming, animated *nonhuman* characters are significantly more likely than animated human characters to be male (64.8% compared with 48.9%), but animated *human* characters are significantly more likely than animated *nonhuman* characters to be female (51.1% compared with 35.2%). In 2023 new programming, we found similar results: Animated *nonhuman* characters are significantly more likely than animated human characters to be male (61.5% compared with 50.0%), but animated *human* characters are significantly more likely than animated *nonhuman* characters to be female (50.0% compared with 38.5%).

In 2024 **popular** programming, animated *nonhuman* characters are also more likely than animated human characters to be male (63.2% compared with 59.8%), and animated human characters are more likely than animated *nonhuman* characters to be female (40.2% compared with 36.8%); however, these comparisons in popular programming are not statistically significant.

TABLE 18

Gender inclusion for animated nonhuman roles in new programming for children in 2024

	2022	2023	2024
Male	61.9%*	61.5%*	64.8%*
Female	37.7%*	38.5%*	35.2%*
Nonbinary	0.4%	0.0%	0.0%

Note: Animated nonhuman roles include animals, monsters, aliens, or anthropomorphized objects. Asterisk (*) indicates a statistically significant difference.

In 2024 **new** programming, live-action characters are significantly more likely than animated characters to be white (60.0% compared with 49.4%), but animated characters are significantly more likely to be Latinx (9.7% compared with 4.2%), and people of color (50.6% compared with 40.0%). Characters who are Black, Asian, Native, Middle Eastern and North African, multiracial, or have an ambiguous, nonwhite race are represented similarly among animated and live-action characters in new programming. (See Table 20 below.)

In 2024 **popular** programming, animated characters are significantly more likely than live-action characters to be white (68.9% compared with 59.2%), but live-action characters are significantly more likely to be people of color (40.8% compared with 31.1%). Characters who are Black, Asian, Native, Middle Eastern and North African, multiracial, or have an ambiguous, nonwhite race are represented similarly among animated and live-action characters in popular programming.

TABLE 19

Race/ethnicity representation for animated and live-action characters in new and popular programming in 2024

	New		Popular	
	Animated	Live-Action	Animated	Live-Action
White	49.4%*	60.0%*	68.9%*	59.2%*
Characters of Color	50.6%*	40.0%*	31.1%*	40.8%*
Black	24.8%	18.2%	15.3%	16.4%
Asian and Pacific Islander	9.5%	8.5%	5.4%	8.5%
Latinx	9.7%*	4.2%*	7.7%	10.8%
Native	1.1%	3.0%	0.0%	0.9%
Middle Eastern and North African	0.3%	1.2%	0.0%	1.4%
Ambiguous, Nonwhite Race	3.5%	1.8%	0.9%	1.9%
Multiracial	1.6%	3.0%	1.8%	0.9%

Note: Asterisk indicates a statistically significant difference in live-action and animated representation for the specified identities. Percentages exclude characters without a discernible race (e.g., animals, aliens, personified objects, and humans with atypical skin colors).

In 2024 **new** programming, disabled characters are significantly more likely to appear in live action than animation (4.3% compared with 1.5%), as are fat characters (15.7% compared with 9.6%) and 50-plus characters (11.7% compared with 7.0%). In 2024 **popular** programming, live-action characters are significantly more likely than animated characters to feature LGBTQIA+ characters (3.2% compared with 0.2%) and 50-plus characters (30.7% compared with 11.1%), but animated characters are significantly more likely to be fat (18.4% compared with 12.0%).

TABLE 20

Animated and live-action characters, by identity groups, in new and popular programming in 2024

	New		Popular	
	Animated	Live-Action	Animated	Live-Action
LGBTQIA+	1.5%	0.5%	0.2%*	3.2%*
Disabled	1.5%*	4.3%*	1.8%	4.2%
Fat	9.6%*	15.7%*	18.4%*	12.0%*
Ages 50 and older	7.0%*	11.7%*	11.1%*	30.7%*

Note: Asterisk (*) indicates a statistically significant difference in animated and live-action representation for the specified identity. For example, LGBTQIA+ representation is more frequent in live-action than animation.

Implied Race

Given the prevalence of nonhuman characters (e.g., animals and aliens) in children's programming, a noteworthy proportion of characters do not have an explicitly identified race. But while many characters do not have an explicit race, plenty have characteristics or traits that *imply* a race. A character's race is implied when they are styled, written, and/or performed with racialized affectations, or when cultural cues are suggestive of individual races or ethnicities. For example, a character may be suggested to be German by wearing lederhosen or Chinese by practicing martial arts and making bao.

While race can certainly be implied with stereotypical portrayals or reductive cultural cues, it is not inherently harmful to show nonhuman characters embodying different racial, ethnic, or cultural norms. Many creators give their characters racial and ethnic cues to expand the representation of those groups. We refer to characters who have no implicit or explicit racial cues as "non-raced" characters.

These characters are especially common in animated content. In **new** programming, almost half of the characters are nonhuman (49.9%), but only 38.5% of characters in **popular** programming are nonhuman. In **new** programming, 4.5% of characters without an explicit race have an implied race, compared with 1.3% in **popular** programming.

In **new** programming, the most common implied race is Asian (27.4%), followed by white (22.1%), Black (21.1%), Native (21.1%), and Latinx (8.4%). In **popular** programming, the most common implied race is Native (44.4%), followed by Black (22.2%), Latinx (22.2%), and white (11.1%).

Thomas Barwick / DigitalVision via Getty Images

Recommendations for Improving On-Screen Representation

Based on these findings about representation and portrayals in children's programming, we make the following recommendations:

Amplify and publicize female-centered stories. Among leading roles in new programming, gender parity has nearly been reached (51.2% of leads are male, 48.8% are female). But when looking at what kids watch (i.e., popular programming), only 40.0% of leads are female. This gap doesn't necessarily reflect children's preferences. It can reflect which stories are most promoted and visible.

When casting older characters, think intersectionally. Characters who are ages 50 and older are more likely to be white and male. This means that older characters in kids' favorite shows lack gender and racial diversity.[6] To address this, intentionally cast older characters who are women, people of color, or from other underrepresented groups. Pair this with storylines that highlight their experiences, strengths, and perspectives, ensuring these characters are visible, meaningful, and multidimensional rather than tokenistic.

Diversify minor characters. Representation disparities are highest among characters cast in minor roles. In animation, this can be remedied immediately. While these characters do not contribute to the central storyline and generally do not speak, they set the stage for who exists in these imaginary worlds.

Show LGBTQIA+ identities in new ways. An easy way to communicate to audiences that characters are LGBTQIA+ is by showing them in same-sex relationships. But it is important to feature LGBTQIA+ characters in roles that don't have to do with romance, and this may require more nuanced and subtle screenwriting to show that these characters are LGBTQIA+.

Bring disability to the screen in new ways. In new programming, disabled characters are significantly more likely to be ages 50 and older than under 50, which may reinforce associations between disability and aging. To broaden representation, include disabled characters of all ages and backgrounds, and depict a range of abilities, experiences, and roles. Ensure these characters are central to storylines, with personalities, goals, and achievements that go beyond their disability.

Appendix A: Tables

TABLE A1. GENDER INTERSECTIONS IN NEW AND POPULAR PROGRAMMING FOR CHILDREN IN 2024

	New		Popular (inclusive of all languages)		Popular	
	Male	Female	Male	Female	Male	Female
White	52.6%	49.5%	65.1%*	50.2%*	71.5%*	52.9%*
Black	25.0%	22.6%	11.2%	14.2%	13.7%	19.2%
Asian and Pacific Islander	8.6%	10.1%	4.4%	6.9%	5.3%	9.3%
Latinx	6.9%	10.7%	15.9%*	25.8%*	5.4%*	15.1%*
Native	1.7%	1.1%	0.6%	0.0%	0.8%	0.0%
Middle Eastern and North African	0.8%	0.2%	0.9%	0.0%	1.1%	0.0%
Ambiguous, Nonwhite Race	3.1%	3.4%	1.2%	0.9%	1.5%	1.2%
Multiracial	1.3%	2.3%	0.6%	2.1%	0.8%	2.3%
LGBTQIA+	1.2%	1.2%	0.4%	1.8%	0.5%	2.2%
Disabled	2.0%	1.5%	2.2%	2.1%	2.5%	2.6%
Fat	11.5%*	8.5%*	14.9%	14.4%	16.6%	16.8%
Ages 50 and Older	9.0%*	5.6%*	20.6%*	14.6%*	19.6%	13.8%

Note: Asterisk (*) indicates a statistically significant difference. "Popular" programming is only inclusive of shows in English. Due to small sample size, we do not include nonbinary characters in statistical analyses.

TABLE A2. ROMANTIC ATTACHMENTS AND SEXUALIZATION, BY GENDER, IN NEW AND POPULAR PROGRAMMING FOR CHILDREN IN 2024

	New		Popular (inclusive of all languages)		Popular	
	Male	Female	Male	Female	Male	Female
Objectified	2.1%*	0.4%*	0.3%	1.9%	0.3%	2.3%
Revealing Clothing	3.4%*	6.9%*	2.7%*	8.4%*	3.0%*	9.5%*
In a Relationship/ Dating	1.7%	2.1%	4.1%	4.6%	2.7%	3.6%
Married/Committed Partnership	6.20%	8.40%	16.5%	22.4%	16.1%*	23.0%*
Kissing	0.6%	1.0%	1.9%	2.3%	1.5%	1.8%
Sexual Activity	0.0%	0.0%	1.9%	1.9%	0.9%	0.5%

Note: Asterisk (*) indicates a statistically significant difference. Due to small sample size, we do not include nonbinary characters in statistical analyses.

TABLE A3. CAREERS, STEM, AND LEADERSHIP, BY GENDER, IN NEW AND POPULAR PROGRAMMING FOR CHILDREN IN 2024

	New		Popular (inclusive of all languages)		Popular	
	Male	Female	Male	Female	Male	Female
Has a Job	22.3%	19.3%	43.5%*	34.6%*	42.4%*	33.3%*
STEM	1.7%	1.8%	4.6%	2.3%	4.2%	2.7%
Leader	21.7%*	28.8%*	24.3%	27.4%	25.1%	30.6%

Note: Asterisk (*) indicates a statistically significant difference. Due to small sample size, we do not include nonbinary characters in statistical analyses.

TABLE A4. RACE INTERSECTIONS IN NEW PROGRAMMING FOR CHILDREN IN 2024

	New							
	White	Black	Asian and Pacific Islander	Latinx	Native	Middle Eastern/ North African	Ambiguous, Nonwhite Race	Multiracial
Male	51.4%	52.4%	45.9%	39.1%	60.0%	80.0%	47.1%	36.8%
Female	48.6%	47.6%	54.1%	60.9%	40.0%	20.0%	52.9%	63.2%
LGBTQIA+	1.9%	1.6%	3.1%	2.2%	0.0%	0.0%	0.0%	0.0%
Disabled	2.4%	0.8%	2.0%	2.2%	0.0%	20.0%	0.0%	0.0%
Fat	8.2%	9.3%	13.3%	16.3%	0.0%	0.0%	2.9%	0.0%
Ages 50 and Older	10.9%	7.3%	8.2%	2.2%	6.7%	0.0%	0.0%	0.0%

Note: Due to small sample size, we do not include nonbinary characters in statistical analyses.

TABLE A5. RACE INTERSECTIONS IN POPULAR PROGRAMMING (INCLUSIVE OF ALL LANGUAGES) FOR CHILDREN IN 2024

	Popular (inclusive of all languages)							
	White	Black	Asian and Pacific Islander	Latinx	Native	Middle Eastern/ North African	Ambiguous, Nonwhite Race	Multiracial
Male	64.1%*	52.2%	46.7%	45.9%*	100.0%	100.0%	66.7%	28.6%
Female	35.9%*	47.8%	53.3%	54.1%*	0.0%	0.0%	33.3%	71.4%
LGBTQIA+	1.2%	4.3%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Disabled	1.5%	5.8%	3.3%	1.8%	0.0%	0.0%	0.0%	14.3%
Fat	14.1%	7.2%	6.7%	6.3%	0.0%	0.0%	16.7%	0.0%
Ages 50 and Older	27.6%	14.5%	10.0%	16.2%	0.0%	33.3%	0.0%	0.0%

Note: Asterisk (*) indicates a statistically significant difference. Due to small sample size, we do not include nonbinary characters in statistical analyses

TABLE A6. RACE INTERSECTIONS IN POPULAR PROGRAMMING FOR CHILDREN IN 2024

	Popular							
	White	Black	Asian and Pacific Islander	Latinx	Native	Middle Eastern/ North African	Ambiguous, Nonwhite Race	Multiracial
Male	67.4%	52.2%	46.7%	35.0%	100.0%	100.0%	66.7%	33.3%
Female	32.6%	47.8%	53.3%	65.0%*	0.0%	0.0%	33.3%	66.7%
LGBTQIA+	1.4%	4.3%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Disabled	1.8%	5.8%	3.3%	5.0%	0.0%	0.0%	0.0%	16.7%
Fat	15.4%	7.2%	6.7%	17.5%	0.0%	0.0%	16.7%	0.0%
Ages 50 and Older	28.0%	14.5%	10.0%	7.5%	0.0%	33.3%	0.0%	0.0%

Note: Due to small sample size (0.1% only in new programming), we do not include nonbinary characters in statistical analyses.

TABLE A7. ROMANTIC ATTACHMENTS AND SEXUALIZATION, BY RACE, IN NEW PROGRAMMING FOR CHILDREN IN 2024

	New							
	White	Black	Asian and Pacific Islander	Latinx	Native	Middle Eastern and North African	Ambiguous, Nonwhite Race	Multiracial
Objectified	1.0%	1.5%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Revealing Clothing	5.8%	6.1%	8.6%	10.0%	0.0%	0.0%	21.4%	0.0%
In a Relationship/ Dating	2.8%	2.0%	4.9%	2.9%	0.0%	0.0%	0.0%	5.3%
Married/Committed Partnership	10.6%	5.6%*	17.3%	21.4%*	16.7%	0.0%	0.0%	15.8%
Kissing	1.5%	0.5%	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%
Sexual Activity	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Note: Asterisk (*) indicates a statistically significant difference.

TABLE A8. ROMANTIC ATTACHMENTS AND SEXUALIZATION, BY RACE, IN POPULAR PROGRAMMING (INCLUSIVE OF ALL LANGUAGES) FOR CHILDREN IN 2024

	Popular (inclusive of all languages)							
	White	Black	Asian and Pacific Islander	Latinx	Native	Middle Eastern and North African	Ambiguous, Nonwhite Race	Multiracial
Objectified	1.7%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Revealing Clothing	9.9%	5.9%	3.8%	3.6%	0.0%	0.0%	0.0%	0.0%
In a Relationship/ Dating	3.4%	7.8%	0.0%	12.0%	0.0%	0.0%	0.0%	0.0%
Married/ Committed Partnership	27.2%	17.6%	26.9%	12.0%	0.0%	0.0%	0.0%	0.0%
Kissing	4.3%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%
Sexual Activity	1.3%*	0.0%	3.8%	9.6%*	0.0%	0.0%	0.0%	0.0%

Note: Asterisk (*) indicates a statistically significant difference.

TABLE A9. ROMANTIC ATTACHMENTS AND SEXUALIZATION, BY RACE, IN POPULAR PROGRAMMING FOR CHILDREN IN 2024

	Popular							
	White	Black	Asian and Pacific Islander	Latinx	Native	Middle Eastern and North African	Multiracial	Ambiguous, Nonwhite Race
Objectified	1.9%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Revealing Clothing	11.1%	5.9%	3.8%	6.1%	0.0%	0.0%	0.0%	0.0%
In a Relationship/ Dating	2.9%	7.8%	0.0%	6.1%	0.0%	0.0%	0.0%	0.0%
Married/ Committed Partnership	28.0%*	17.6%	26.9%	0.0%*	0.0%	0.0%	0.0%	0.0%
Kissing	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sexual Activity	0.5%	0.0%	3.8%	6.1%	0.0%	0.0%	0.0%	0.0%

Note: Asterisk (*) indicates a statistically significant difference.

TABLE A10. CAREERS, STEM, AND LEADERSHIP, BY RACE, IN NEW PROGRAMMING FOR CHILDREN IN 2024

	New							
	White	Black	Asian and Pacific Islander	Latinx	Native	Middle Eastern and North African	Ambiguous, Nonwhite Race	Multiracial
Has a Job	23.3%	26.0%	12.3%	31.4%	16.7%	0.0%	35.7%	15.8%
STEM	3.0%	4.1%	0.0%	5.7%	0.0%	0.0%	0.0%	0.0%
Leader	24.3%	32.1%	28.4%	22.9%	33.3%	0.0%	35.7%	57.9%

TABLE A11. CAREERS, STEM, AND LEADERSHIP, BY RACE, IN POPULAR PROGRAMMING (INCLUSIVE OF ALL LANGUAGES) FOR CHILDREN IN 2024

	Popular (inclusive of all languages)							
	White	Black	Asian and Pacific Islander	Latinx	Native	Middle Eastern and North African	Ambiguous, Nonwhite Race	Multiracial
Has a Job	46.1%	45.1%	57.7%	62.7%	100.0%	66.7%	50.0%	14.3%
STEM	2.6%	7.8%	3.8%	9.6%	0.0%	33.3%	0.0%	0.0%
Leader	28.9%	37.3%	34.6%	22.9%	0.0%	33.3%	25.0%	42.9%

TABLE A12. CAREERS, STEM, AND LEADERSHIP, BY RACE, IN POPULAR PROGRAMMING FOR CHILDREN IN 2024

	Popular							
	White	Black	Asian and Pacific Islander	Latinx	Native	Middle Eastern and North African	Multiracial	Ambiguous, Nonwhite Race
Has a Job	47.8%	45.1%	57.7%	75.8%*	100.0%	66.7%	0.0%*	50.0%
STEM	2.9%	7.8%	3.8%	15.2%	0.0%	33.3%	0.0%	0.0%
Leader	31.9%	37.3%	34.6%	30.3%	0.0%	33.3%	50.0%	25.0%

Note: Asterisk (*) indicates a statistically significant difference.

TABLE A13. LGBTQIA+ INTERSECTIONS IN NEW AND POPULAR PROGRAMMING FOR CHILDREN IN 2024

	New		Popular (inclusive of all languages)		Popular	
	LGBTQIA+	Not LGBTQIA+	LGBTQIA+	Not LGBTQIA+	LGBTQIA+	Not LGBTQIA+
Male	56.0%	57.2%	25.0%	59.9%	25.0%	61.7%
Female	44.0%	42.8%	75.0%	40.1%	75.0%	38.3%
White	52.6%	51.1%	50.0%	59.0%	50.0%	64.4%
Black	21.1%	23.8%	37.5%	12.1%	37.5%	15.5%
Asian and Pacific Islander	15.8%	9.3%	12.5%	5.3%	12.5%	6.8%
Latinx	10.5%	8.8%	0.0%	20.3%	0.0%	9.4%
Native	0.0%	1.5%	0.0%	0.4%	0.0%	0.5%
Middle Eastern/ North African	0.0%	0.5%	0.0%	0.5%	0.0%	0.7%
Ambiguous, Nonwhite Race	0.0%	3.3%	0.0%	1.1%	0.0%	1.4%
Multiracial	0.0%	1.9%	0.0%	1.3%	0.0%	1.4%
Disabled	6.5%	1.7%	0.0%	2.2%	0.0%	2.5%
Fat	6.5%	10.2%	25.0%	14.4%	25.0%	16.4%
Ages 50 and Older	0.0%	7.6%	12.5%	18.2%	12.5%	17.4%

Note: Asterisk (*) indicates a statistically significant difference. Due to small sample size, we do not include nonbinary characters in statistical analyses.

TABLE A14. ROMANTIC ATTACHMENTS AND SEXUALIZATION, BY QUEERNESS, IN NEW AND POPULAR PROGRAMMING FOR CHILDREN IN 2024

	New		Popular (inclusive of all languages)		Popular	
	LGBTQIA+	Not LGBTQIA+	LGBTQIA+	Not LGBTQIA+	LGBTQIA+	Not LGBTQIA+
Objectified	6.7%	1.2%	0.0%	0.9%	0.0%	1.1%
Revealing Clothing	13.3%	4.7%	25.0%	4.7%	25.0%	5.2%
In a Relationship/ Dating	13.3%*	1.6%*	0.0%	4.3%	0.0%	3.1%
Married/Committed Partnership	36.7%*	6.4%*	50.0%	18.4%	50.0%	18.2%
Kissing	13.3%*	0.5%*	0.0%	2.1%	0.0%	1.6%
Sexual Activity	0.0%	0.0%	0.0%	1.9%	0.0%	0.7%

Note: Asterisk (*) indicates a statistically significant difference.

TABLE A15. CAREERS, STEM, AND LEADERSHIP, BY QUEERNESS, IN NEW AND POPULAR PROGRAMMING FOR CHILDREN IN 2024

	New		Popular (inclusive of all languages)		Popular	
	LGBTQIA+	Not LGBTQIA+	LGBTQIA+	Not LGBTQIA+	LGBTQIA+	Not LGBTQIA+
Has a Job	33.3%	20.1%	87.5%*	38.8%*	87.5%*	37.6%*
STEM	3.3%	1.7%	0.0%	3.6%	0.0%	3.6%
Leader	23.3%	24.3%	25.0%	25.3%	25.0%	27.0%

Note: Asterisk (*) indicates a statistically significant difference.

TABLE A16. DISABILITY INTERSECTIONS IN NEW AND POPULAR PROGRAMMING FOR CHILDREN IN 2024

	New		Popular (inclusive of all languages)		Popular	
	Disabled	Not Disabled	Disabled	Not Disabled	Disabled	Not Disabled
Male	64.9%	57.1%	61.1%	59.5%	61.1%	61.3%
Female	35.1%	42.9%	38.9%	40.5%	38.9%	38.7%
White	65.0%	50.8%	38.5%	59.3%	38.5%	64.9%
Black	10.0%	24.0%	30.8%	12.0%	30.8%	15.4%
Asian and Pacific Islander	10.0%	9.4%	7.7%	5.4%	7.7%	6.9%
Latinx	10.0%	8.8%	15.4%	20.1%	15.4%	9.0%
Native	0.0%	1.5%	0.0%	0.4%	0.0%	0.5%
Middle Eastern/ North African	5.0%	0.4%	0.0%	0.6%	0.0%	0.7%
Ambiguous, Nonwhite Race	0.0%	3.3%	0.0%	1.1%	0.0%	1.4%
Multiracial	0.0%	1.9%	7.7%	1.1%	7.7%	1.2%
LGBTQIA+	5.4%	1.4%	0.0%	1.0%	0.0%	1.1%
Fat	16.2%	10.1%	22.2%	14.3%	22.2%	16.3%
Ages 50 and Older	18.9%*	7.2%*	27.8%	17.9%	27.8%	17.0%

Note: Asterisk (*) indicates a statistically significant difference. Due to small sample size, we do not include nonbinary characters in statistical analyses.

TABLE A17. ROMANTIC ATTACHMENTS AND SEXUALIZATION, BY DISABILITY STATUS, IN NEW AND POPULAR PROGRAMMING FOR CHILDREN IN 2024

	New		Popular (inclusive of all languages)		Popular	
	Disabled	Not Disabled	Disabled	Not Disabled	Disabled	Not Disabled
Objectified	0.0%	1.3%	5.6%	0.8%	5.6%	0.9%
Revealing Clothing	0.0%	4.9%	16.7%	4.7%	16.7%	5.1%
In a Relationship/ Dating	0.0%	1.9%	0.0%	4.3%	0.0%	3.1%
Married/Committed Partnership	8.3%	6.9%	16.7%	18.8%	16.7%	18.7%
Kissing	0.0%	0.7%	11.1%*	1.8%*	11.1%*	1.3%*
Sexual Activity	0.0%	0.0%	0.0%	1.9%	0.0%	0.7%

Note: Asterisk (*) indicates a statistically significant difference.

TABLE A18. CAREERS, STEM, AND LEADERSHIP, BY DISABILITY STATUS, IN NEW AND POPULAR PROGRAMMING FOR CHILDREN IN 2024

	New		Popular (inclusive of all languages)		Popular	
	Disabled	Not Disabled	Disabled	Not Disabled	Disabled	Not Disabled
Has a Job	16.7%	20.4%	38.9%	39.4%	38.9%	38.3%
STEM	0.0%	1.7%	16.7%*	3.2%*	16.7%*	3.1%*
Leader	29.2%	24.2%	0.0%*	26.0%*	0.0%*	27.8%*

Note: Asterisk (*) indicates a statistically significant difference.

TABLE A19. BODY-TYPE INTERSECTIONS IN NEW AND POPULAR PROGRAMMING FOR CHILDREN IN 2024

	New		Popular (inclusive of all languages)		Popular	
	Fat	Not Fat	Fat	Not Fat	Fat	Not Fat
Male	64.5%*	56.4%*	60.3%	59.4%	61.0%	61.4%
Female	35.5%*	43.6%*	39.7%	40.6%	39.0%	38.6%
White	45.8%	51.6%	75.4%*	56.8%*	74.1%	62.6%
Black	24.0%	23.7%	8.2%	13.0%	8.6%	17.0%
Asian and Pacific Islander	13.5%	9.0%	3.3%	5.7%	3.4%	7.4%
Latinx	15.6%*	8.1%*	11.5%	21.1%	12.1%	8.8%
Native	0.0%	1.6%	0.0%	0.4%	0.0%	0.5%
Middle Eastern/ North African	0.0%	0.5%	0.0%	0.6%	0.0%	0.8%
Ambiguous, Nonwhite Race	1.0%	3.5%	1.6%	1.0%	1.7%	1.3%
Multiracial	0.0%	2.0%	0.0%	1.4%	0.0%	1.6%
LGBTQIA+	0.9%	1.5%	1.7%	0.8%	1.7%	1.0%
Disabled	2.8%	1.6%	3.3%	2.0%	3.4%	2.3%
Ages 50 and Older	13.8%*	6.7%*	25.0%*	16.9%*	23.1%	16.1%

Note: Asterisk (*) indicates a statistically significant difference. Due to small sample size, we do not include nonbinary characters in statistical analyses.

TABLE A20. ROMANTIC ATTACHMENTS AND SEXUALIZATION, BY BODY TYPE, IN NEW AND POPULAR PROGRAMMING FOR CHILDREN IN 2024

	New		Popular (inclusive of all languages)		Popular	
	Fat	Not Fat	Fat	Not Fat	Fat	Not Fat
Objectified	0.6%	1.4%	2.0%	0.7%	2.0%	0.9%
Revealing Clothing	4.3%	4.9%	10.0%*	4.1%*	10.2%*	4.5%*
In a Relationship/ Dating	1.8%	1.8%	0.0%*	5.0%*	0.0%	3.6%
Married/Committed Partnership	11.6%*	6.4%*	30.0%*	16.7%*	30.6%*	16.1%*
Kissing	1.2%	0.7%	3.0%	1.9%	3.1%	1.3%
Sexual Activity	0.0%	0.0%	0.0%	2.2%	0.0%	0.9%

Note: Asterisk (*) indicates a statistically significant difference.

TABLE A21. CAREERS, STEM, AND LEADERSHIP, BY BODY TYPE, IN NEW AND POPULAR PROGRAMMING FOR CHILDREN IN 2024

	New		Popular (inclusive of all languages)		Popular	
	Fat	Not Fat	Fat	Not Fat	Fat	Not Fat
Has a Job	37.2%*	18.5%*	31.0%	40.9%	30.6%	39.9%
STEM	3.70%	1.5%	3.0%	3.7%	3.1%	3.6%
Leader	22.6%	24.4%	25.0%	25.4%	25.5%	27.3%

Note: Asterisk (*) indicates a statistically significant difference.

TABLE A22. AGE INTERSECTIONS IN NEW AND POPULAR PROGRAMMING FOR CHILDREN IN 2024

	New		Popular (inclusive of all languages)		Popular	
	50 and Older	Under 50	50 and Older	Under 50	50 and Older	Under 50
Male	67.8%*	55.7%*	67.4%*	57.6%*	69.2%	59.6%
Female	32.2%*	44.3%*	32.6%*	42.4%*	30.8%	40.4%
White	66.7%*	49.7%*	73.8%*	54.6%*	82.1%*	59.1%*
Black	20.7%	24.0%	8.2%	13.7%	10.5%	17.4%
Asian and Pacific Islander	9.2%	9.4%	2.5%	6.2%	3.2%	7.9%
Latinx	2.3%*	9.4%*	14.8%	21.5%	3.2%*	10.9%*
Native	1.1%	1.5%	0.0%	0.5%	0.0%	0.6%
Middle Eastern/ North African	0.0%	0.5%	0.8%	0.5%	1.1%	0.6%
Ambiguous, Nonwhite Race	0.0%	3.5%	0.0%	1.4%	0.0%	1.8%
Multiracial	0.0%	2.0%	0.0%	1.6%	0.0%	1.8%
LGBTQIA+	0.0%	1.7%	0.7%	1.1%	0.9%	1.3%
Fat	19.6%*	9.9%*	20.8%*	13.8%*	23.1%	16.1%
Disabled	4.9%*	1.7%*	3.5%	2.0%	4.3%	2.3%

Note: Asterisk (*) indicates a statistically significant difference. Due to small sample size, we do not include nonbinary characters in statistical analyses.

TABLE A23. ROMANTIC ATTACHMENTS AND SEXUALIZATION, BY AGE, IN NEW AND POPULAR PROGRAMMING FOR CHILDREN IN 2024

	New		Popular (inclusive of all languages)		Popular	
	50 and Older	Under 50	50 and Older	Under 50	50 and Older	Under 50
Objectified	2.0%	1.3%	0.0%	1.2%	0.0%	1.3%
Revealing Clothing	1.0%	5.6%	5.5%	5.2%	5.6%	5.8%
In a Relationship/ Dating	1.0%	2.1%	0.9%	5.2%	0.0%	3.8%
Married/Committed Partnership	12.2%	7.3%	24.8%	18.5%	26.7%	18.2%
Kissing	0.0%	0.9%	0.0%	2.6%	0.0%	2.0%
Sexual Activity	0.0%	0.0%	0.0%	2.4%	0.0%	0.9%

TABLE A24. CAREERS, STEM, AND LEADERSHIP, BY AGE, IN NEW AND POPULAR PROGRAMMING FOR CHILDREN IN 2024

	New		Popular (inclusive of all languages)		Popular	
	50 and Older	Under 50	50 and Older	Under 50	50 and Older	Under 50
Has a Job	31.6%*	20.6%*	61.5%*	36.4%*	62.2%*	35.4%*
STEM	2.0%	1.9%	6.4%	3.2%	6.7%	3.1%
Leader	39.8%*	23.9%*	37.6%*	23.9%*	40.0%*	25.8%*

Note: Asterisk (*) indicates a statistically significant difference.

Appendix B: Variables

Identities

All variables are tested for reliability among our human expert coders, who undergo a rigorous training process and run pilot tests on data outside of the sample. All variables included in the report have met standards of interrater reliability.

Gender: Character gender is determined by identification, attire, hairstyle, pronouns, and other context cues. This report assesses differences between men, women, boys, girls, and nonbinary people.

- Nonbinary: Characters are categorized as nonbinary only when confirmed through openly identifying as such, through pronouns, or through canonically verifiable character information online.
- Trans: Transgender characters are coded as their appropriate gender (e.g., a trans woman would be coded as female). All trans and nonbinary characters are also coded as LGBTQIA+.

Race/Ethnicity: Character race can be determined from skin color, maxillofacial features, and context markers within the show (e.g., the race of the character's family or cultural cues). Characters are coded as multiracial only when explicitly confirmed.

- Implicit Race: A character's race is implied when they are styled, written, and/or performed with racialized affectations, or when cultural cues are suggestive of individual races or ethnicities.
- Non-Raced: Characters are categorized as non-raced when they are not human and/or do not have human skin tones and have no implied race.

LGBTQIA+: LGBTQIA+ characters are identified through context clues, such as romantic attachments, styling, props, and dialogue, or through canonically verifiable character information online. Characters in drag are coded as queer. Includes: gay, lesbian, queer/ambiguous, bisexual, transgender, nonbinary, intersex, and asexual.

- Characters who are implied to be LGBTQIA+ but are not explicitly stated as such are evaluated on a case-by-case basis.

Disability: This research is inclusive of mental health issues, physical, cognitive, and communication disabilities. Disabilities that are not visible are coded only when confirmed through dialogue or visual contexts (e.g., a character visiting a support group).

Age: A character's age is estimated by facial features, maturity, and context clues. This report assesses differences between characters ages 50 and older and those under 50.

Fat: We prefer to use the term "fat" as a value-neutral descriptor that is not rooted in harmful medical practices (such as "obese" or "overweight"), nor is it suggestive of being outside of some sort of "norm" or "average" (such as "plus size" or "bigger").

Prominence

We identify the prominence of every character, assigning them to one of four levels: lead/co-lead, notable supporting, supporting, and minor.

Leads and co-leads: The protagonist(s) of the "A" story in the episode is designated as the lead/co-lead.

Notable supporting: Characters are categorized as "notable supporting" if they make significant contributions to the story and/or are prominently featured but are not the lead. In television, notable supporting actors are usually non-lead members of the cast, recurring characters, and noteworthy guest stars.

Supporting: Supporting characters are those who appear in more than one scene but are not heavily featured.

Minor: Minor characters are those who have speaking roles but appear only briefly.

Appendix C: Descriptive Analysis of Shows Inclusive of non-English languages

TABLE C1. GENDER INCLUSION IN POPULAR PROGRAMMING (INCLUSIVE OF ALL LANGUAGES) FOR CHILDREN (ALL CHARACTERS) IN 2024

	Popular (inclusive of all languages)
Male	59.5%
Female	40.5%
Nonbinary	0.0%

TABLE C2. GENDER AT THE INTERSECTION OF OTHER IDENTITIES IN 2024

	Popular (inclusive of all languages)	
	Male	Female
White	65.1%*	50.2%*
Person of Color	34.9%*	49.8%*
LGBTQIA+	0.4%	1.8%
Disabled	2.2%	2.1%
Fat	14.9%	14.4%
Age 50-Plus	20.6%*	14.6%*

Note: Asterisk (*) indicates a statistically significant difference between male and female characters at the specified intersection. Due to a small sample size, we do not include nonbinary characters in this table.

TABLE C3. GENDER PROMINENCE FOR ALL CHARACTERS IN POPULAR PROGRAMMING (INCLUSIVE OF ALL LANGUAGES) FOR CHILDREN IN 2024

	Popular (inclusive of all languages)			
	Lead	Notable Supporting	Supporting	Minor
Male	59.0%	56.3%	59.7%	63.0%
Female	41.0%	43.7%	40.3%	37.0%

Note: Due to a small sample size, we do not include nonbinary characters in this table.

TABLE C4. LEADS IN POPULAR PROGRAMMING (INCLUSIVE OF ALL LANGUAGES) FOR CHILDREN, BY GENDER, 2018–2024

	Popular (inclusive of all languages)					
	2018	2019	2021	2022	2023	2024
Male	48.0%	55.0%	51.2%	48.9%	56.2%	59.0%
Female	52.0%	45.0%	48.8%	51.1%	43.8%	41.0%

Note: Due to small sample size, we do not include nonbinary characters in this table.

TABLE C5. RACIAL INCLUSION IN POPULAR PROGRAMMING (INCLUSIVE OF ALL LANGUAGES) FOR CHILDREN (ALL CHARACTERS) IN 2024

	Popular (inclusive of all languages)
White	58.8%
Characters of Color	41.2%
Black	12.5%
Asian and Pacific Islander	5.4%
Latinx	20.0%
Middle Eastern/North African	0.5%
Native	0.4%
Multiracial	1.3%
Ambiguous, Nonwhite Race	1.1%

Note: Percentages are out of all characters with a discernible race. Characters without a race (e.g., animals, aliens, personified objects, and humans with atypical skin colors) are excluded.

TABLE C6. RACIAL PROMINENCE IN POPULAR PROGRAMMING (INCLUSIVE OF ALL LANGUAGES) FOR CHILDREN IN 2024

	Popular (inclusive of all languages)			
	Lead	Notable Supporting	Supporting	Minor
White	59.3%	53.8%	58.3%	64.4%
Characters of Color	40.7%	46.2%	41.7%	35.6%

Note: Percentages exclude characters without a discernible race. Characters without races (e.g., animals, aliens, personified objects, and humans with atypical skin colors) are excluded.

TABLE C7. LEADS IN POPULAR PROGRAMMING (INCLUSIVE OF ALL LANGUAGES) FOR CHILDREN, BY RACE, 2021–2024

	Popular (inclusive of all languages)			
	2021	2022	2023	2024
White	29.8%	29.8%	59.3%	59.3%
Characters of Color	70.2%	70.2%	40.7%	40.7%

Note: Percentages exclude characters without a discernible race. Characters without races (e.g., animals, aliens, personified objects, and humans with atypical skin colors) are excluded. For 2021 and 2022, the sample is inclusive of Spanish-language programming. Popular programming was not measured in 2020 due to the COVID-19 interruptions.

TABLE C8. CAREERS, STEM, AND LEADERSHIP, BY RACE, IN POPULAR PROGRAMMING (INCLUSIVE OF ALL LANGUAGES) FOR CHILDREN IN 2024

	Popular (inclusive of all languages)	
	White	Characters of Color
Has a Job	46.1%	55.1%
STEM	2.6%*	8.0%*
Leader	28.9%	29.5%

Note: Asterisk (*) indicates a statistically significant difference between white characters and characters of color for the specified variable.

TABLE C9. LGBTQIA+ INCLUSION IN POPULAR PROGRAMMING (INCLUSIVE OF ALL LANGUAGES) FOR CHILDREN (ALL CHARACTERS) IN 2024

	Popular (inclusive of all languages)
LGBTQIA+	1.0%
Not LGBTQIA+	99.0%

TABLE C10. LGBTQIA+ PROMINENCE IN POPULAR PROGRAMMING (INCLUSIVE OF ALL LANGUAGES) FOR CHILDREN IN 2024

	Popular (inclusive of all languages)			
	Lead	Notable Supporting	Supporting	Minor
LGBTQIA+	1.2%	2.3%	0.6%	0.0%
Not LGBTQIA+	98.8%	97.7%	99.4%	100.0%

TABLE C11. LGBTQIA+ LEADS IN POPULAR PROGRAMMING (INCLUSIVE OF ALL LANGUAGES) FOR CHILDREN, 2021–2024

	Popular (inclusive of all languages)			
	2021	2022	2023	2024
LGBTQIA+	1.2%	0.0%	0.0%	1.2%
Not LGBTQIA+	98.8%	100.0%	100.0%	98.8%

TABLE C12. DISABILITY INCLUSION IN POPULAR PROGRAMMING (INCLUSIVE OF ALL LANGUAGES) FOR CHILDREN (ALL CHARACTERS) IN 2024

	Popular (inclusive of all languages)
Disabled	2.2%
Not Disabled	97.8%

TABLE C13. DISABILITY PROMINENCE IN POPULAR PROGRAMMING (INCLUSIVE OF ALL LANGUAGES) FOR CHILDREN IN 2024

	Popular (inclusive of all languages)			
	Lead	Notable Supporting	Supporting	Minor
Disabled	0.0%	3.2%	3.2%	0.0%
Not Disabled	100.0%	96.8%	96.8%	100.0%

TABLE C14. DISABLED LEADS IN POPULAR PROGRAMMING (INCLUSIVE OF ALL LANGUAGES) FOR CHILDREN, 2018–2024

	Popular (inclusive of all languages)			
	2021	2022	2023	2024
Disabled	0.0%	1.1%	0.0%	0.0%
Not Disabled	100.0%	98.9%	100.0%	100.0%

TABLE C15. FAT INCLUSION IN POPULAR PROGRAMMING (INCLUSIVE OF ALL LANGUAGES) FOR CHILDREN (ALL CHARACTERS) IN 2024

	Popular (inclusive of all languages)
Fat	14.5%
Not Fat	85.5%

TABLE C16. PROMINENCE OF FAT CHARACTERS IN POPULAR PROGRAMMING (INCLUSIVE OF ALL LANGUAGES) FOR CHILDREN IN 2024

	Popular (inclusive of all languages)			
	Lead	Notable Supporting	Supporting	Minor
Fat	4.8%	15.7%	18.2%	10.8%
Not Fat	95.2%	84.3%	81.8%	89.2%

TABLE C17. FAT LEADS/CO-LEADS IN POPULAR PROGRAMMING (INCLUSIVE OF ALL LANGUAGES) FOR CHILDREN, 2019–2024

	Popular (inclusive of all languages)			
	2021	2022	2023	2024
Fat	3.8%	2.1%	1.2%	4.8%
Not Fat	96.2%	97.9%	98.8%	95.2%

TABLE C18. AGE INCLUSION IN POPULAR PROGRAMMING (INCLUSIVE OF ALL LANGUAGES) FOR CHILDREN (ALL CHARACTERS) IN 2024

	Popular (inclusive of all languages)
50 and Older	18.1%
Under 50	81.9%

TABLE C19. AGE PROMINENCE IN POPULAR PROGRAMMING (INCLUSIVE OF ALL LANGUAGES) FOR CHILDREN IN 2024

	Popular (inclusive of all languages)			
	Lead	Notable Supporting	Supporting	Minor
50 and Older	7.4%	13.9%	22.9%	19.2%
Under 50	92.6%	86.1%	77.1%	80.8%

TABLE C20. AGE INCLUSION FOR LEADS IN POPULAR PROGRAMMING (INCLUSIVE OF ALL LANGUAGES) FOR CHILDREN, 2019–2024

	Popular (inclusive of all languages)			
	2021	2022	2023	2024
50 and Older	2.5%	4.8%	3.0%	7.4%
Under 50	97.5%	95.2%	97.0%	92.6%

TABLE C21. GENDER REPRESENTATION FOR ANIMATED AND LIVE-ACTION CHARACTERS IN POPULAR PROGRAMMING (INCLUSIVE OF ALL LANGUAGES) FOR CHILDREN IN 2024

	Popular (inclusive of all languages)	
	Animated	Live-Action
Male	61.6%	56.4%
Female	38.4%	43.6%

TABLE C22. RACE/ETHNICITY REPRESENTATION FOR ANIMATED AND LIVE-ACTION CHARACTERS IN POPULAR PROGRAMMING (INCLUSIVE OF ALL LANGUAGES) IN 2024

	Popular (inclusive of all languages)	
	Animated	Live-Action
White	68.9%*	52.1%*
Characters of Color	31.1%*	47.9%*
Black	15.3%	10.5%
Asian and Pacific Islander	5.4%	5.4%
Latinx	7.7%*	28.3%*
Native	0.0%	0.6%
Middle Eastern and North African	0.0%	0.9%
Ambiguous, Nonwhite Race	0.9%	1.2%
Multiracial	1.8%	0.9%

Note: Asterisk indicates a statistically significant difference in live-action and animated representation for the specified identities. Percentages exclude characters without a discernible race (e.g., animals, aliens, personified objects, and humans with atypical skin colors).

TABLE C23. ANIMATED AND LIVE-ACTION CHARACTERS, BY IDENTITY GROUPS, IN POPULAR PROGRAMMING (INCLUSIVE OF ALL LANGUAGES) IN 2024

	Popular (inclusive of all languages)	
	Animated	Live-Action
LGBTQIA+	0.2%*	2.1%*
Disabled	1.8%	2.7%
Fat	18.4%*	8.7%*
Ages 50 and older	11.1%*	27.8%*

Note: Asterisk (*) indicates a statistically significant difference in animated and live-action representation for the specified identity. For example, LGBTQIA+ representation is more frequent in live-action than animation.

ENDNOTES

1. Nielsen. 2020. Being Seen On Screen: Diverse Representation and Inclusion on TV.

2. Sampling parameters have changed slightly over time for the popular shows. In 2018 and 2019, the dataset excluded non-English programming, omitted streaming platforms, and covered children ages 2–13. Beginning in 2022, the dataset shifted to ages 2–11, included programming in any language, and expanded to cover popular streaming shows as well as broadcast and cable. In 2020, GDI did not carry out a report. In this report, the analysis in the full report is limited to only those shows in English. The full-language analysis is presented in Appendix C.

3. These shows were identified by searching for series tagged as "children's," "children's animation," and "preschool" on the trade database Luminate, by Variety. The search included all broadcast and cable networks, in addition to the following streaming services: Amazon Prime, Apple TV+, Disney+, HBO Max, Hulu, Netflix, Paramount+, and Peacock. The search was limited to the country of origin set as the United States and the original language set to English.

4. For programming on broadcast and cable, this refers to the 2023–2024 season, etc. On streaming services, this refers to the calendar year.

5. AMC+ and BET+ were included in the search but did not yield results for children's programming.

6. Geena Davis Institute (2021). Women over 50: The right to be seen on screen.

About the Geena Davis Institute

Since 2004, the Geena Davis Institute has worked to mitigate unconscious bias while creating equality, fostering inclusion, and reducing negative stereotyping in entertainment and media. As a global research-based organization, the Institute provides research, direct guidance, and thought leadership aimed at increasing representation of marginalized groups within six identities: gender, race/ethnicity, LGBTQIA+, disability, age, and body type. Because of its unique history and position, the Institute can help achieve true on-screen equity in a way that few organizations can. Learn more at geenadavisinstitute.org.

How to cite this study: Terán, L., and Conroy, M. (2025). “GDI’s 2025 Children’s TV Report: Record Number of Female Leads in New Shows.” The Geena Davis Institute.

Thank you!

The authors would like to thank Sofie Christensen, Dr. Gina Gayle, Dr. Sophia Noor Kiser, Dr. Alexis Romero Walker, Dr. Sarah Trinh, and Jenna Virgo for their assistance with data collection, and Romeo Pérez for assistance with data management and data collection. The authors would also like to thank the Nielsen Foundation for generously providing ranking data used in this report through its Data for Good program. We also thank Getty Images for the images featured.