

◀▶ Nielsen

# Where is equal pay?

And what does media have to do with it?

*Nielsen Diverse Intelligence Series*











**What is behind  
lagging equal pay?**

# Educational attainment and progress?

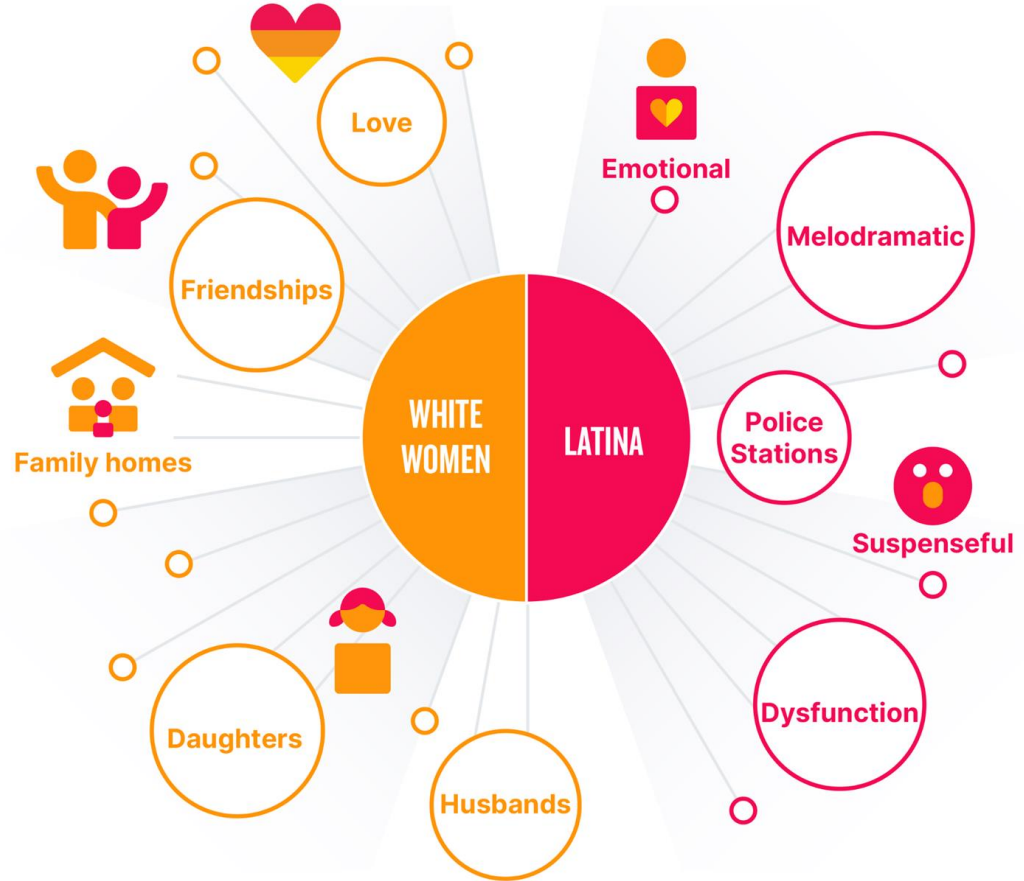


# How (and how much) others see us?

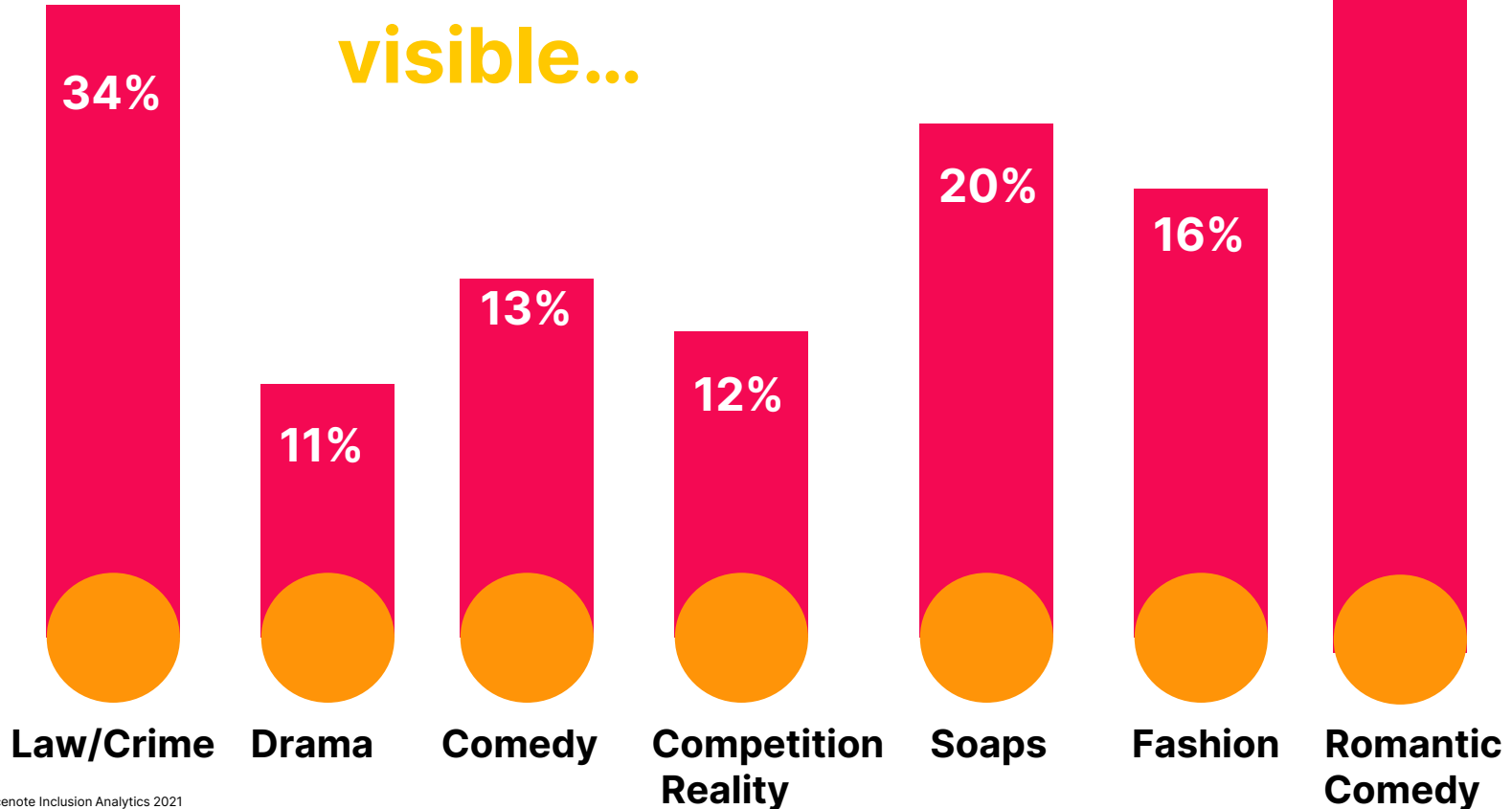
	White Men	Latinas
 <b>Streaming</b>	39%	4.4%
 <b>Cable</b>	52%	1.9%
 <b>Broadcast</b>	32%	13.2%
 <b>Broadcast</b> *Excludes Spanish Language Networks	-	2.9%
 <b>Total TV</b> *Excludes Spanish Language Networks	39%	2.6%
 <b>Total TV</b>	39%	7.7%

\*without Spanish-language networks

# How Latinas are presented in media...?

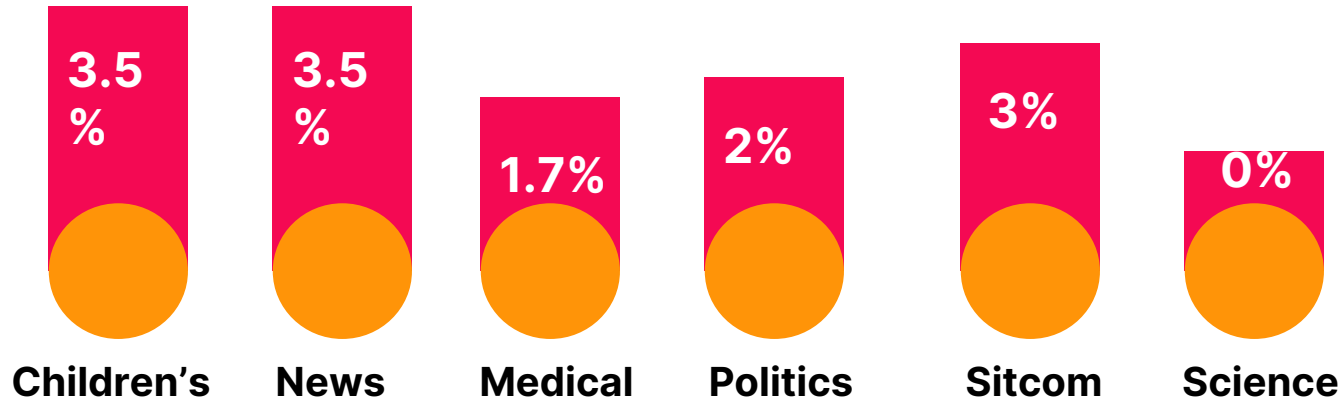


# Genres where Latinas are most visible...



Source: Gracenote Inclusion Analytics 2021

# Genres where Latinas are least visible...



Source: Gracenote Inclusion Analytics 2021

**What will we do  
about it?**

**Media is so much more  
than entertainment...**

**It is a tool for change.**





