

Latino Pride

Latino pride is a vibrant, multifaceted celebration of heritage, community, and resilience. From musicians to podcasters, Latino creators are redefining what it means to celebrate their identity, blending traditional roots with contemporary narratives.

Through music, stories, and conversations, audio allows for an authentic exploration, bridging the past with the present and future. To connect with Latino audiences and influence their spending, advertisers need to grasp the vibrant, layered nature of this community and its cultural connections.

Audio captures la cultura



Culture is everything—it's in how I relate to myself and others I meet. I see myself through my cultural lens. Culture is a factor in the food I eat, the music I listen to, the holidays I celebrate, and how I celebrate them.

—Afro Latina listener, 40-44

88%

I am proud of my culture

4:50

hours per day listening to audio (+46 minutes more than the general population)*

82%

Audio connects me to my culture

Music connects me to la cultura

“Even though we grew up here in the United States, we’ve always been super proud of being Mexican and just embracing that Mexican music that we have in our blood.”

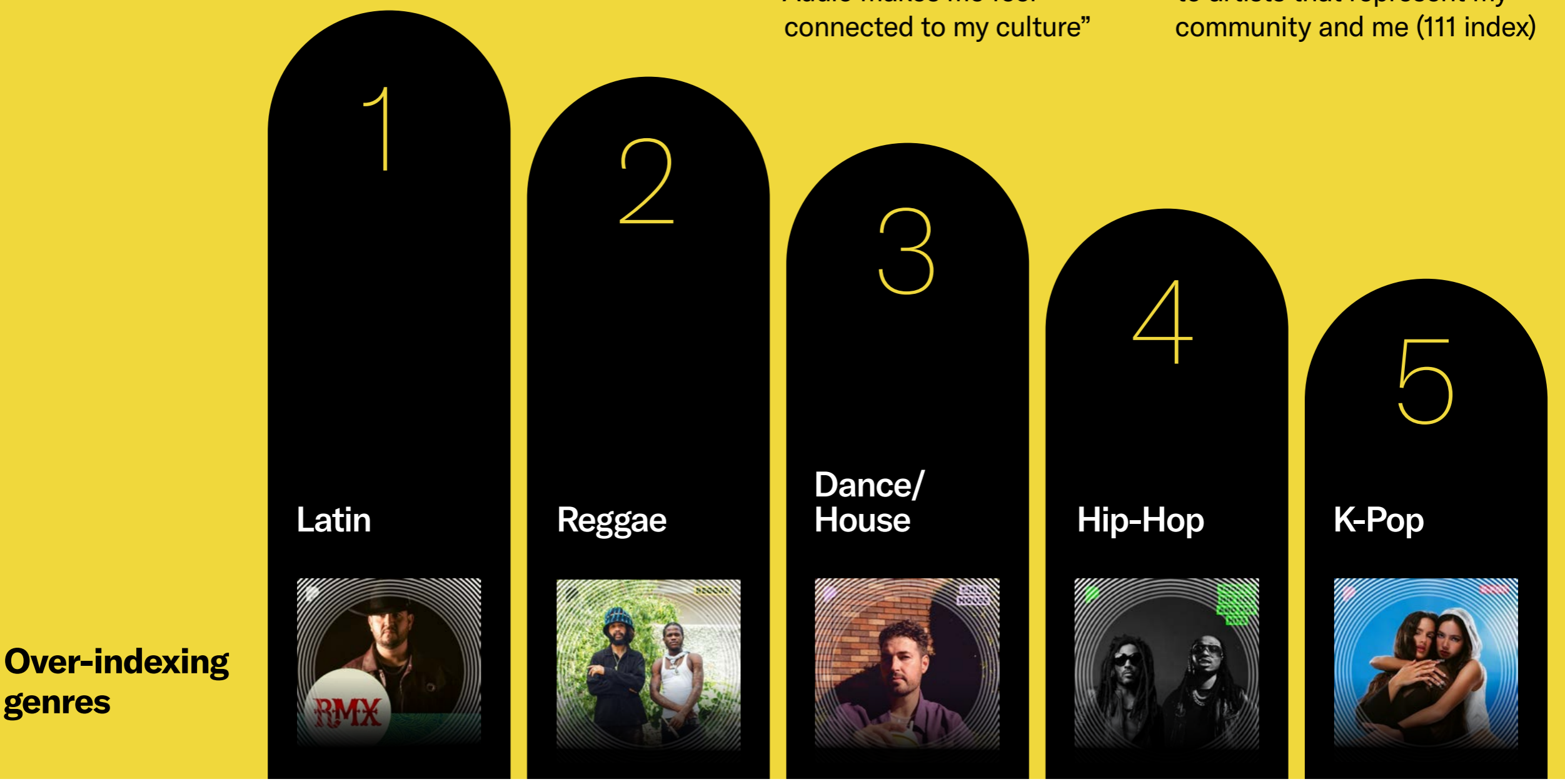
—Armando Martinez, Member of Yahritza y Su Esencia

92%

more likely to say, “Audio makes me feel connected to my culture”

74%

I am proud to see and listen to artists that represent my community and me (111 index)



Podcasts are an extension of my community

49%

Podcast hosts and guests that share my background connect me to my culture (122 index)

50%

Podcasts connect me to a community of like-minded people (117 index)



“We’re living in a time where we are all together, alone...In an effort to create this podcast, and also for me to not feel as alone—I hope people feel less alone with us.”

—Joanna Hausmann, Hyphenated



Brands need to understand the layers of Latinidad

Celebrate the community

55%

I believe that brands should celebrate the heritage and traditions of diverse communities (113 index)

59%

I believe that brands should make an honest effort to represent the full spectrum of diverse communities in their ads (110 index)

Support Latino creators

50%

Brands should be collaborating with diverse content creators and experts in their ads (114 index)

50%

Brands should partner with podcasts that focus on culturally relevant topics or discussions (114 index)



“Research, learn, and connect directly with the community.”

—Pandora listener

Source: SiriusXM Cultural Pride Study, Pandora Soundboard Study May 2023
*Edison Research Share of Ear Report, Q2 2024

Learn more about what cultural pride looks like for diverse audiences and how to connect with them by downloading **Unpacking Cultural Pride.**

SiriusXM Media | fluency

From SiriusXM Media's in-house multicultural practice: Fluency. Fluency is our cultural insights practice developed to help advertisers connect with diverse audiences across our growing portfolio of audio content.