

Black Pride

From fashion to dance, language to music—it's hard to imagine American culture without the innovation, creativity, and influence of Black Americans. Mainstream culture, especially in regards to audio, is constantly transforming in the wake of waves of Black creators transforming the space.

For advertisers, representation and authenticity are crucial. Bringing people from the community into the process and highlighting Black artists can help brands not just connect, but get in on the ground floor of what's happening next.

Audio connects me to who I am



"My culture is reflected in the music I listen to, the clothing I wear, the foods I eat, and the way in which I move in the world... My culture is like poetry—dope."

—Female listener

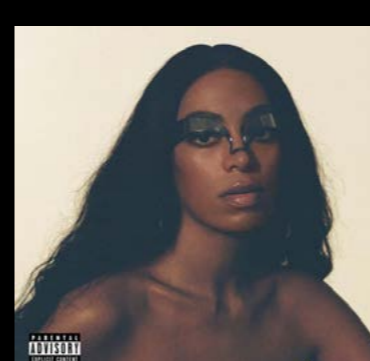
91%

I am proud of my racial roots and ancestry

I am proud of my culture

71%

Audio content (music, podcasts, talk radio) helps me keep up with what's happening in culture



Black skin, black braids, Black waves, black days Black baes, black things. These are Black-owned things. Black faith still can't be washed away

—Solange, "Almeda"

Music is my life

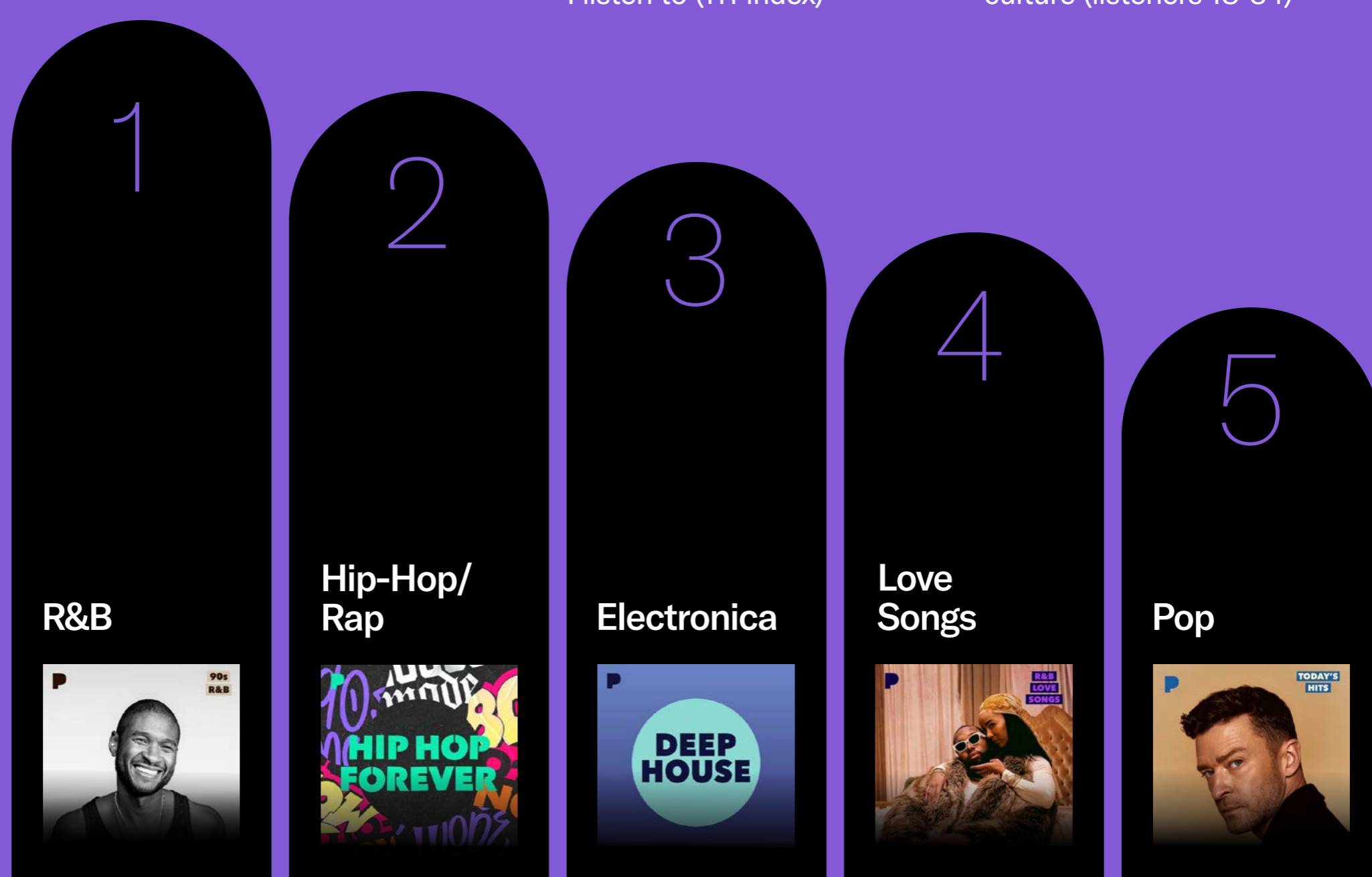
73%

I express pride in my culture through the music I listen to (111 index)

61%

New music from Black artists connects me to my culture (listeners 18-34)

Top Genres



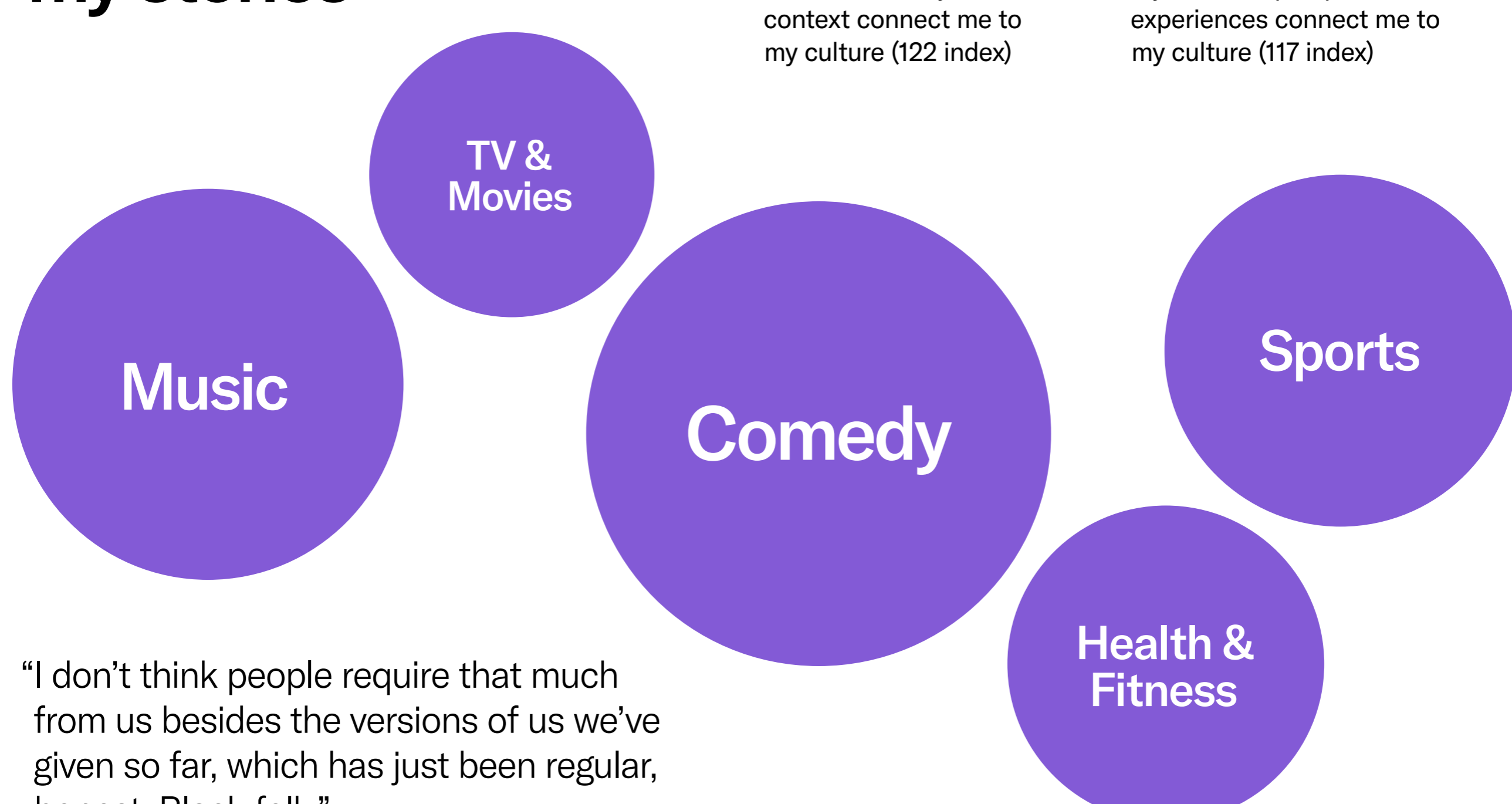
Podcasts tell my stories

62%

Arts, entertainment, and media within my cultural context connect me to my culture (122 index)

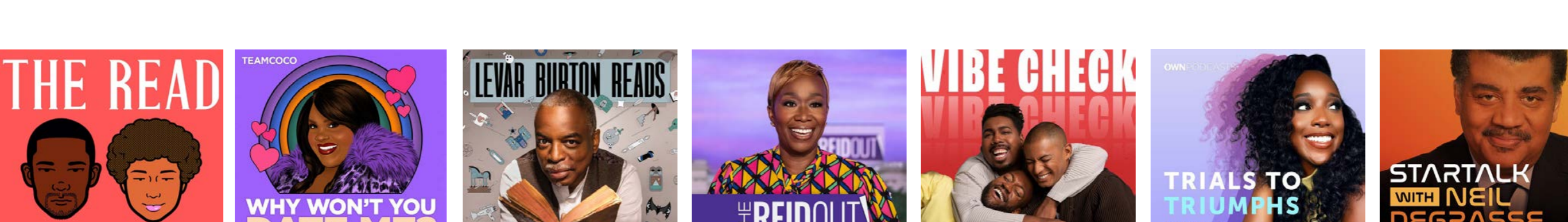
59%

Authentic representation of my culture's perspectives and experiences connect me to my culture (117 index)



"I don't think people require that much from us besides the versions of us we've given so far, which has just been regular, honest, Black folk."

Kid Fury, co-host of *The Read*



Brands who represent, resonate

Represent the community

81%

It is important for advertisers to acknowledge specific cultural moments and holidays within their advertising campaigns or social media presence (113 index)

65%

I want brands to incorporate diverse music genres and styles in music-related advertising (110 index)

Support Black creators

64%

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

68%

I think brands should be featuring podcast hosts or guests from various cultural backgrounds in their ads (114 index)



"Brands will do a better job recognizing and acknowledging cultural moments and holidays when they have people from those cultures working on their team."

—Male listener

Source: SiriusXM Cultural Pride Study, Pandora Soundboard Study May 2023

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.