



# LGBTQ+ Pride

Queer people of color navigate the intersectionality of cultural heritage and LGBTQ+ identities, inspiring a profound sense of pride. Their sounds and stories are rich in resilience and inclusivity. And music and podcasts have a deep impact on people's daily lives, providing comfort, empowerment, and a sense of belonging.

For LGBTQ+ listeners in diverse communities, audio is a safe space, and audiences are looking for support and allyship from brands—all year long. To build lasting connections, advertisers should lean into queer culture by partnering with and lifting up creators in the community.

## Audio connects me to my intersectionality

To me, culture can mean a way of life that is shared by a group of people. It doesn't necessarily have to be racial or ethnicity based.

—Non-binary AAPI listener



**74%**

I am proud of both my racial/ethnic and my LGBTQ+ identity

**77%**

Representation of both my race/ethnicity and my gender/sexual orientation in media is important to me

**82%**

I feel proud when I listen to artists that represent me and my community

*"We don't need to be related to relate. We don't need to share genes or a surname. You are, you are my chosen, chosen family"*

—Rina Sawayama

## Music keeps me in tune

**84%**

Music connects me to my culture (111 index)

**64%**

Modern/new music from artists I identify with connect me to my culture and identity



## Podcasts keep me connected

**58%**

Authentic representation of my culture's perspectives and experiences connect me with my culture (122 index)

**59%**

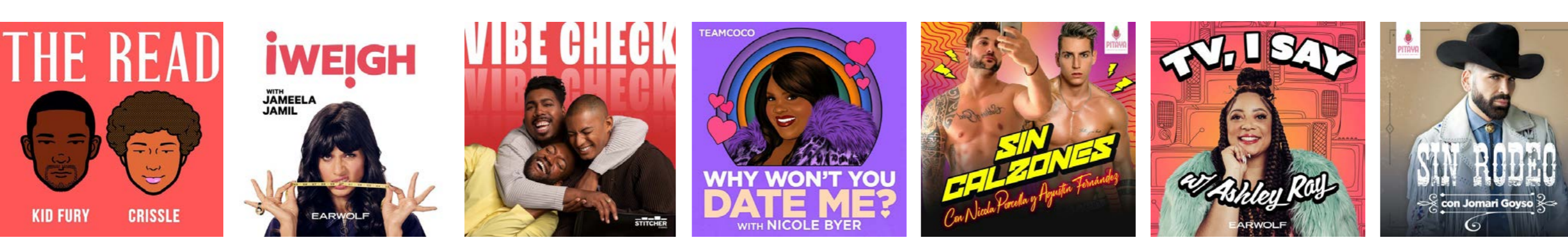
Exploration of topics that directly impact my cultural community connect me with my culture (117 index)

Over-indexing genres



"Our way of talking about something is always going to be a little different than, like, what you might get from another pop culture podcast, just because I feel like as a Black person and as a queer person, you're constantly in spaces where not everyone is like you."

—Ira Madison III, host of *Keep It!*



## Brands need to embrace the community

Respect the community

**80%**

Brands should make an honest effort to represent the full spectrum of diverse communities in their ads (113 index)

**66%**

Brands should support social issues/movements that benefit diverse communities (110 index)

Support queer creators

**64%**

Brands should feature music artists from various cultural backgrounds in their ads (114 index)

**70%**

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



"Queer people are queer all year round, not just during Pride month. We exist all year round, not just during Pride month. The brands that resonate the most with queer audiences are the ones that show up all year, and the ones that we see consistently."

—Sam Sanders, co-host of *Vibe Check*

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.**



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.