

# AAPI Pride

With roots in 75+ countries, Asian American and Pacific Islanders are the fastest growing population in the US. They're redefining cultural pride, blending traditional Asian elements with American influences to create new expressions of art, fashion, cuisine, entertainment—and audio.

There isn't a one-size-fits-all approach for reaching this large, diverse community. Advertisers should tap into their shared values while honoring their distinct cultures. And partnering with AAPI creators can help brands build connections.

## Audio blends my past and future

My culture shaped me in ways I cannot even fully grasp. It is a fundamental part of myself.

—Male listener



**85%** I am proud of my racial roots and ancestry

**1 in 2**

Audio content helps me connect with my culture and community

**40%**

Fusions of traditional and modern elements in music connect me to my culture

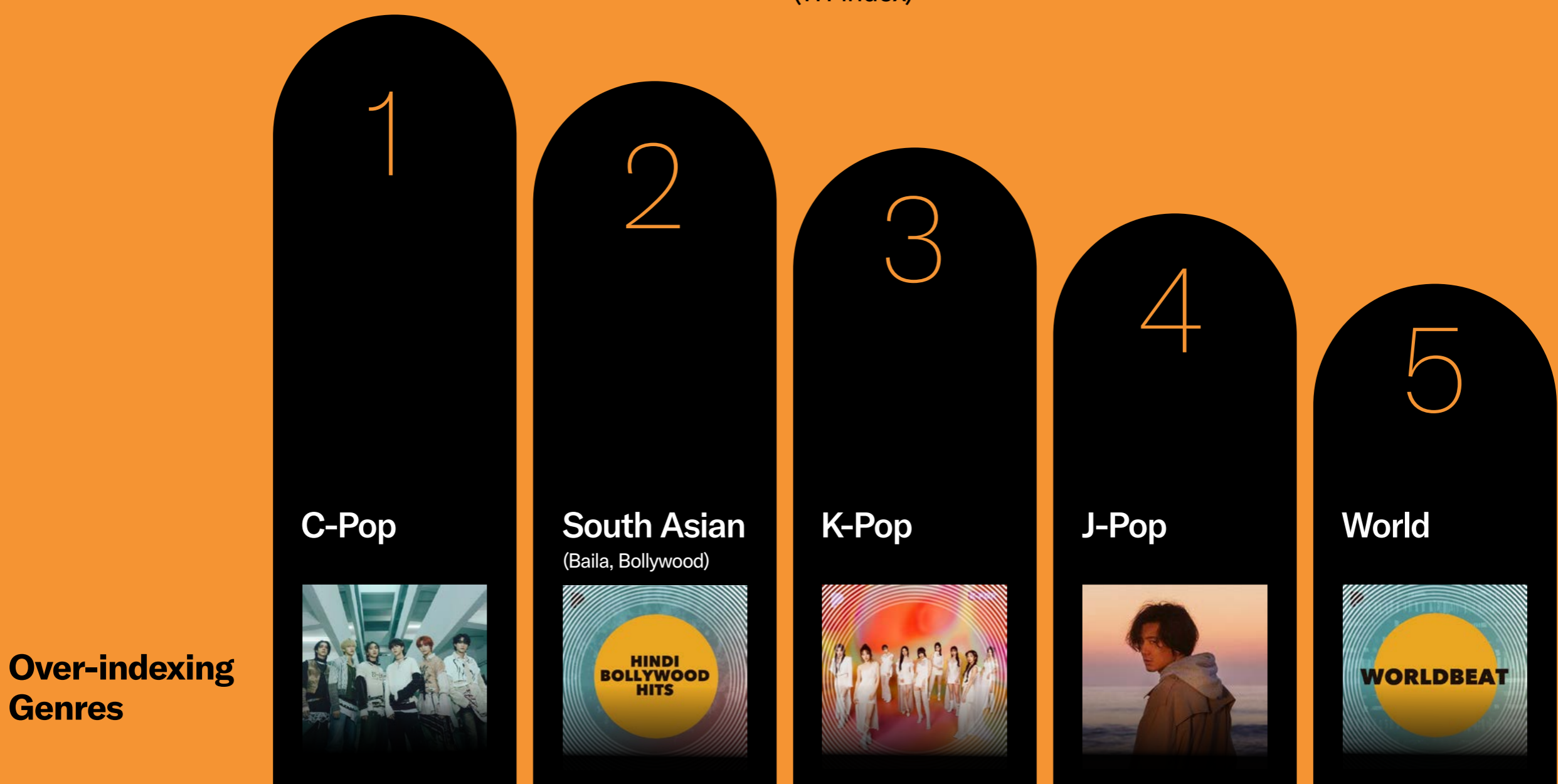
## Music connects me to my roots

**66%**

I feel proud when artists elevate my culture on mainstream media (111 index)

**51%**

Artists and performers from my culture connect me to my culture



## Podcasts expand my horizons

**72%**

Podcasts educate me and help me learn something new (122 index)

**59%**

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



"That's why I wanted to do my podcast... It really fills my soul talking to other people, learning about them, learning about amazing things in the world."

Jameela Jamil, host of *I Weigh*



## Brands need to dig deeper to make an impact

**Connect with the community**

**64%**

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

**62%**

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

**Support AAPI creators**

**61%**

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

**52%**

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



"Highlight cool people in that community relevant to those brands to create meaningful connections."

—Female 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.