

EXPLORING DIVERSITY AND INCLUSION AT LOLLAPALOOZA 2023: PROGRESS & ROOM FOR IMPROVEMENT

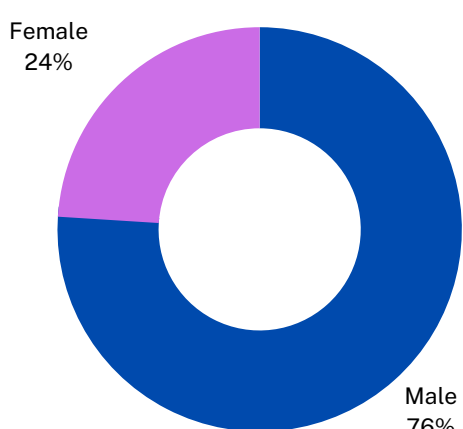
LOLLAPALOOZA STATS

169

acts in 4-day lineup

311

total performers

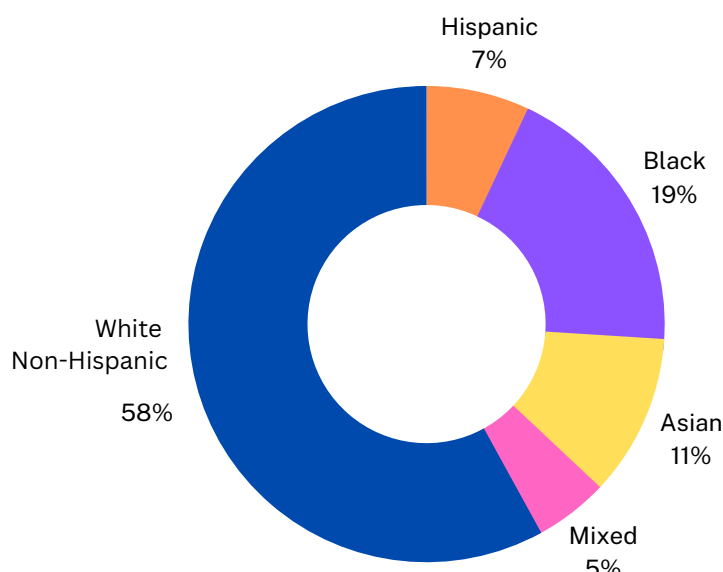
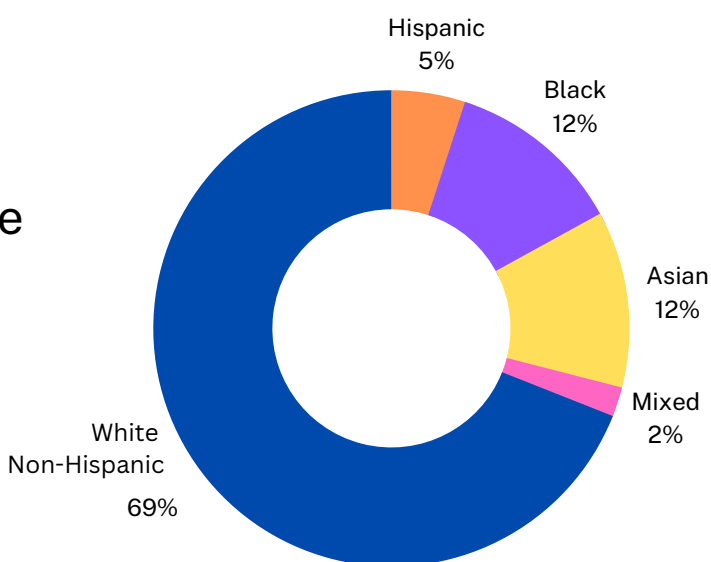


STRONG GENDER DISPARITY:

Out of all 311 performers, **only 24% are female.**

And although there is growing mainstream popularity among genres like K-pop, Reggaetón, & more...

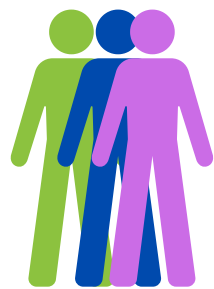
Nearly 7 out of 10 performers are White Non-Hispanic



However, this racial breakdown does improve for overall multicultural representation when **looking at each band's lead performers (ex: lead singer)**

8% of performers identify as part of the LGBTQ+ community

WHY DO FESTIVAL-GOERS WANT MORE DIVERSE REPRESENTATION?



GenZ & Millennials are **73% more likely to have attended a music festival in the last year**, when compared to GenX & Boomers

45% of GenZ & Millennials in the US are multicultural

53% more likely to feel positively about seeing celebrities in the media that share their ethnic background

45% more likely to feel they have great experience in the topic of music compared to GenX/Boomers.

SOURCES:

SSG Analysis of 2023 Spring MRI-Simmons USA
Lollapalooza Lineup 2023

QUESTIONS?

Email: info@santiagosolutionsgroup.com
Website: santiagosolutionsgroup.com