

Part 2: Women & Music

# Women's Audio Report



**SiriusXM**  
Media

# Overview

## Music is omnipresent

Women across all demographics integrate music deeply into their daily routines

## Women are dedicated listeners

Women spend significant time with music (about three hours daily listening to music)

## Music is medicine

Music serves both practical and emotional purposes in women's lives

## Music bridges generations

Music creates meaningful connections between women and their children

## Women want representation

37% of younger women (18-34) primarily listen to female artists versus just 8% of those 55+

## Connect with women through music

Music is an exceptionally powerful medium for authentic brand connections

# Methodology

## Women's Audio Report

- 2,520 total online interviews
- U.S. Women age 18+
  - All respondents listened to audio in the last month
    - 1,143 listened to or watched a podcast in the last month
    - 2,119 listened to music in the last month
- Interviews conducted Q4 2024
- Data weighted to match age, ethnicity, and census region of the U.S. female population

## The Infinite Dial 2025

- The longest-running survey of digital media consumer behavior in America
  - January 2025 survey of 5,020 people aged 12 and older (telephone and online)

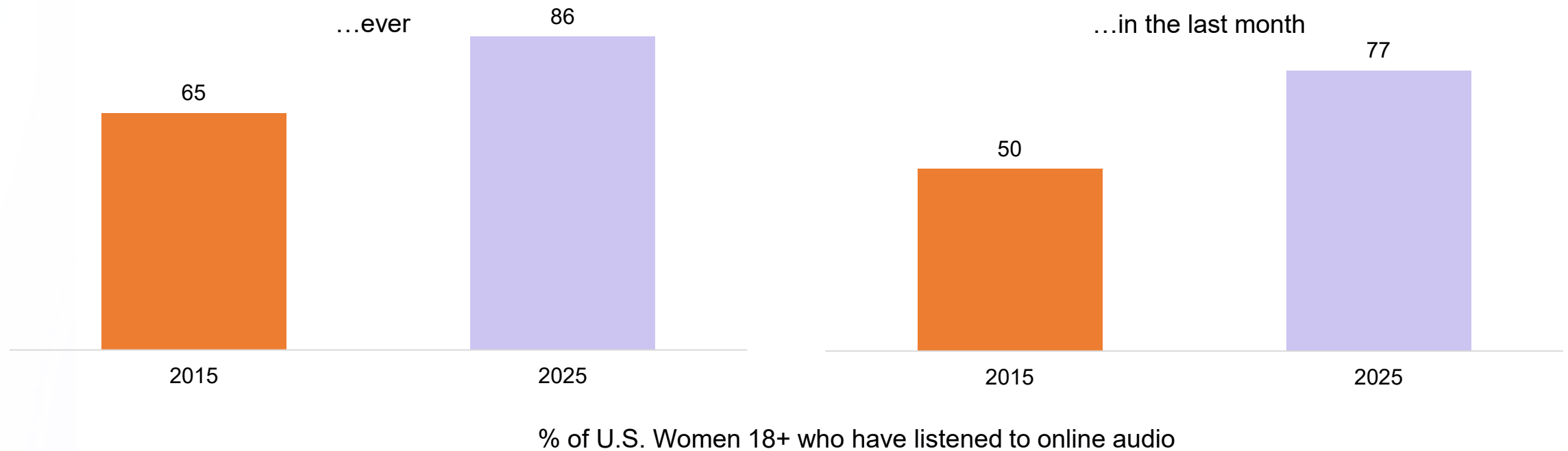
## Share of Ear

- Audio listening diary survey measuring audio listening during a 24-hour period
  - N=1000 people in the U.S. age 13 and older conducted quarterly since 2014

# Music is Omnipresent

# Online Audio Listening

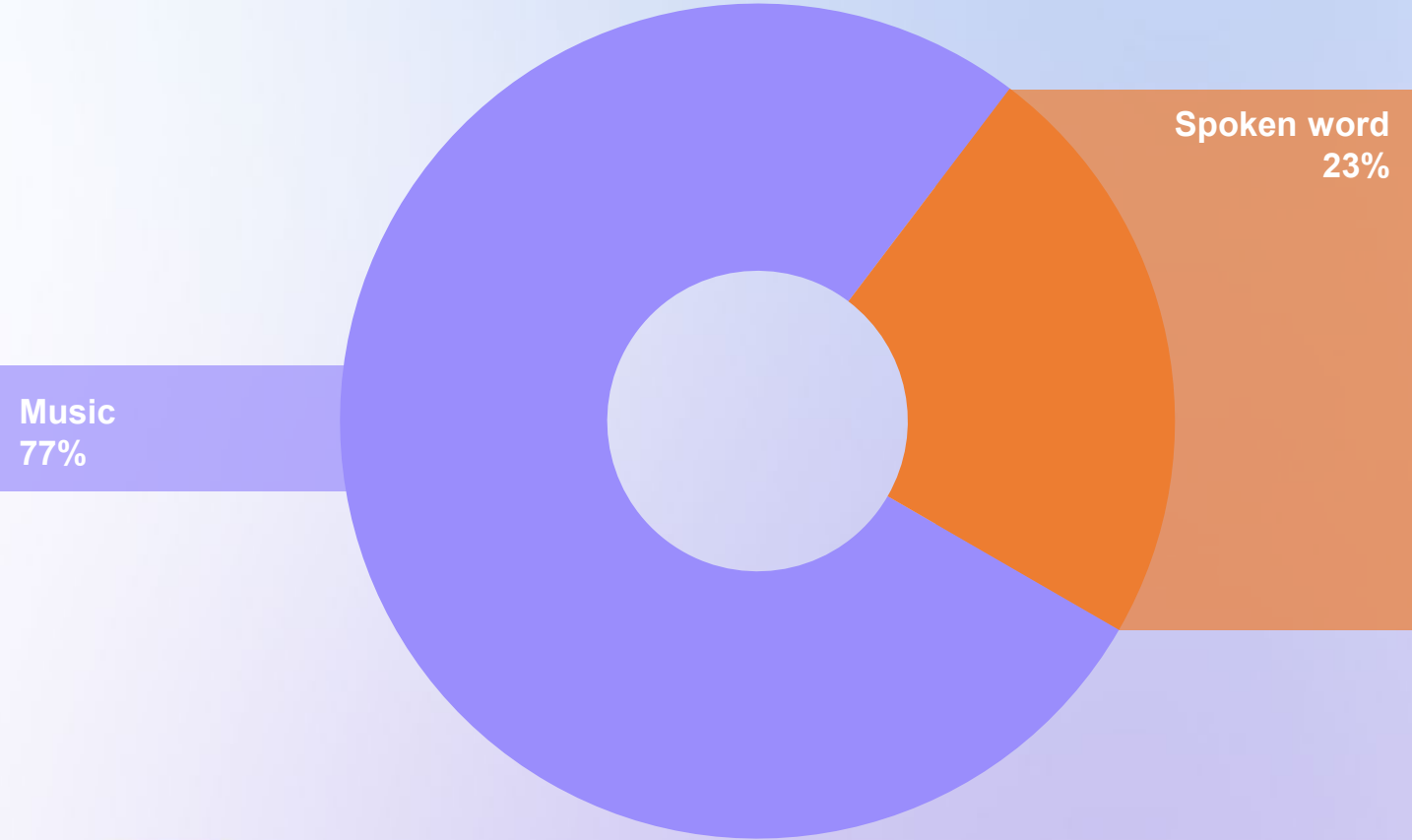
Base: U.S. Women Population 18+



Source: The Infinite Dial from Edison Research | Online Audio = Listening to AM/FM radio stations online and/or listening to streamed audio content available only on the Internet

# Audio Listening Time by Content Type

U.S. Women Population 18+



Source: Share of Ear Q1 2025

On average, U.S.  
Women age 18+ spend

**3 hours  
46 minutes**

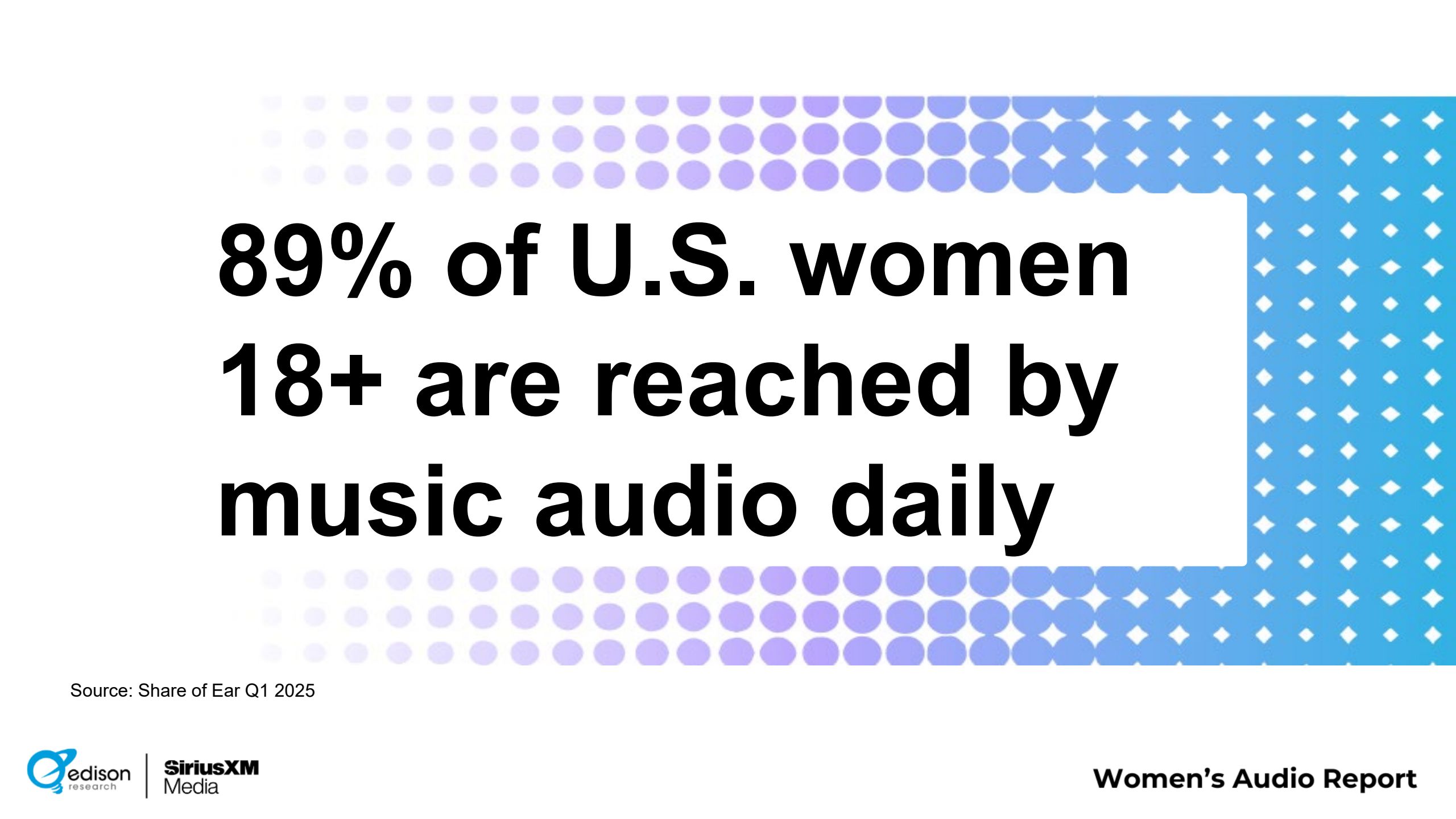
consuming audio  
in a typical day

On average, U.S.  
Women age 18+ spend

**2 hours  
55 minutes**

consuming music  
in a typical day

Source: Share of Ear Q1 2025



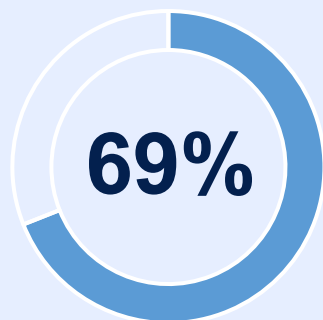
**89% of U.S. women  
18+ are reached by  
music audio daily**

Source: Share of Ear Q1 2025

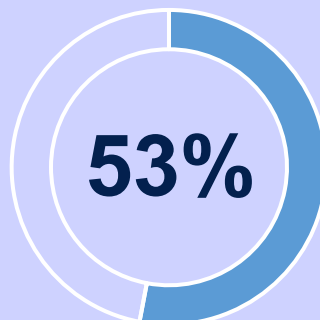
# Women are Dedicated Listeners

# Who are Women Monthly Music Consumers?

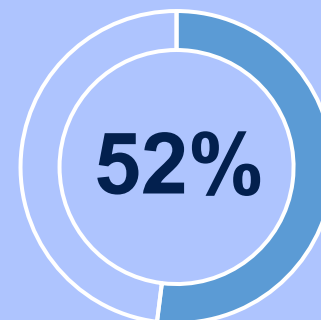
Base: U.S. Women Monthly Music Listeners 18+



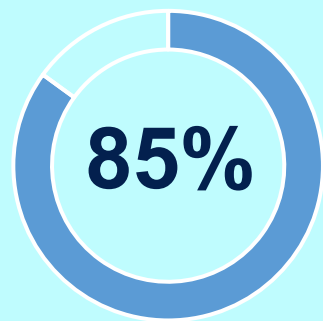
worry "a lot" about the economy



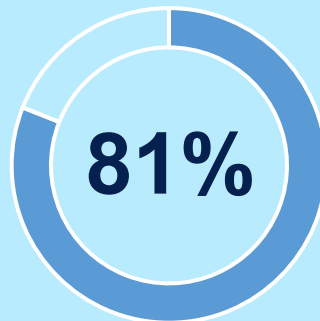
worry "a lot" about the future of family values



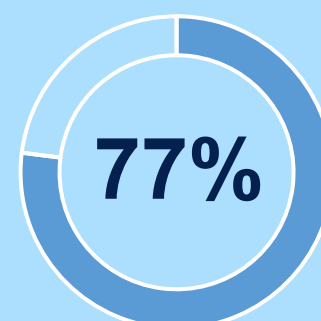
worry "a lot" about the future of women's rights



say music is a good way to relieve stress



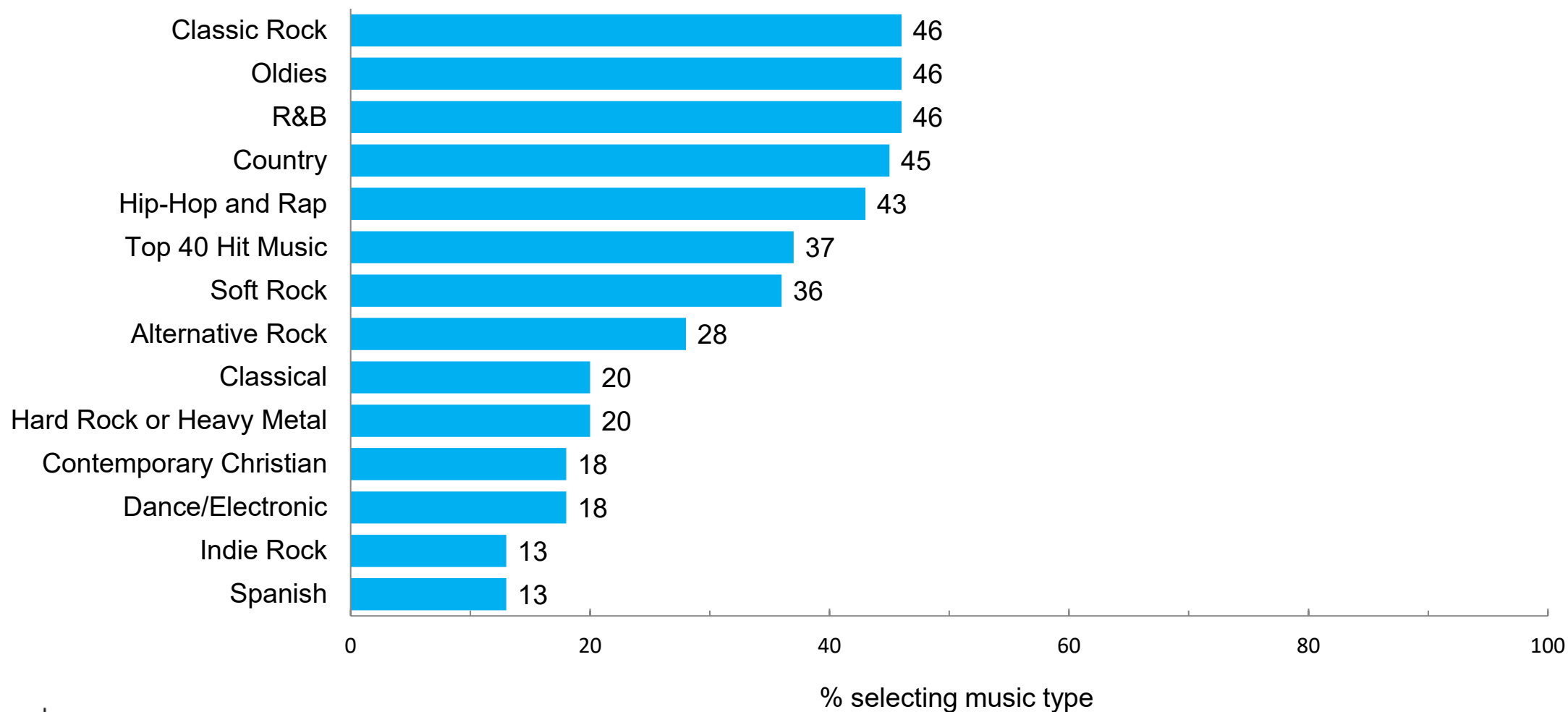
say music helps them escape



say music reminds them of better times

# Which types of music do you currently ever listen to?

Base: Women Monthly Music Listeners 18+



# Genre Listening:

## Top 3 Highest Indexing Genres by Demo

Base: Women Monthly Music Listeners 18+

### Age 18-34:

Hip-Hop/Rap: 165 index  
Indie Rock: 154 index  
Spanish: 146 index

### Age 35-54:

Alternative Rock: 136 index  
Top 40 Hit Music: 132 index  
Hard Rock/Heavy Metal: 125 index

### Age 55+:

Oldies: 135 index  
Classical: 135 index  
Classic Rock: 126 index

### Black:

R&B: 185 index  
Hip-Hop/Rap: 170 index  
Contemporary Christian: 122 index

### Hispanic:

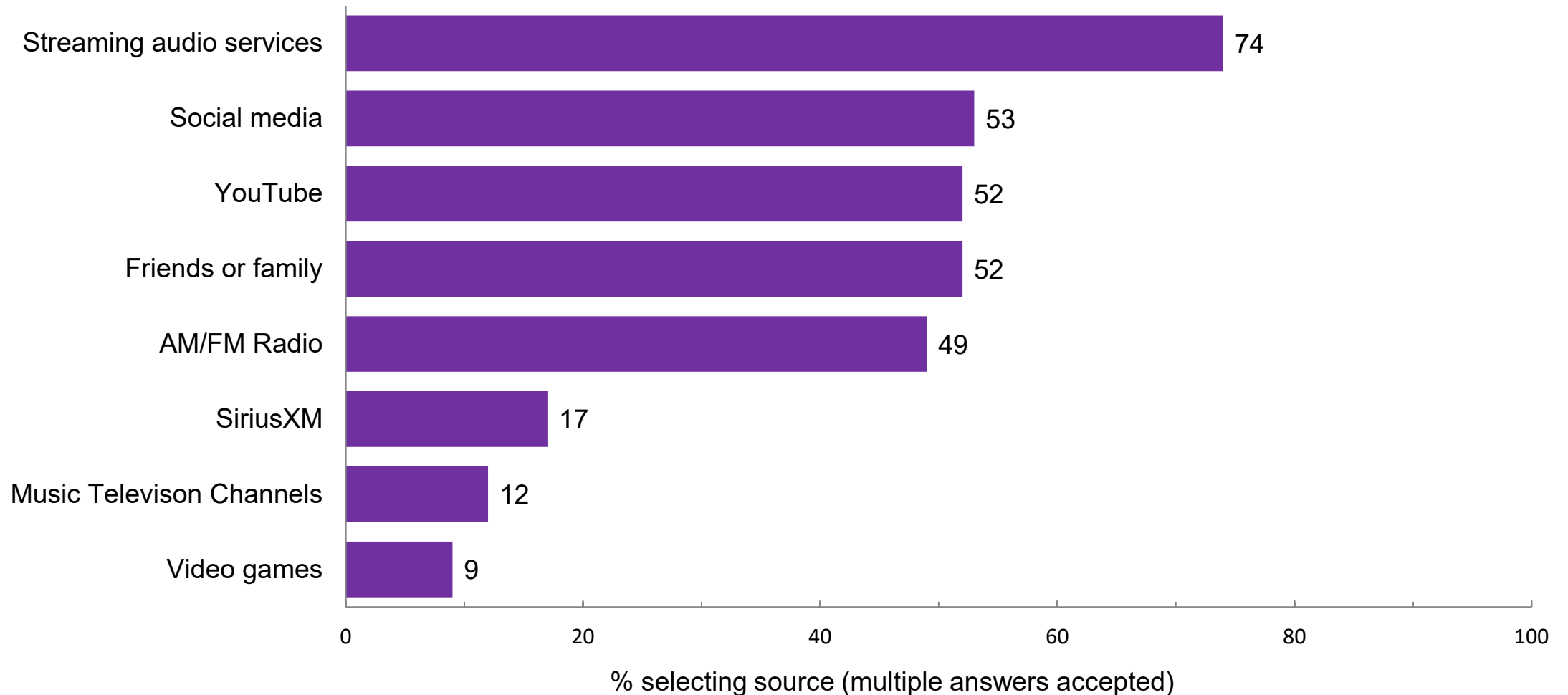
Spanish: 377 index  
Dance/Electronic: 133 index  
Alternative Rock: 125 index

### LGBTQ+:

Indie Rock: 253 index  
Alternative Rock: 182 index  
Hard Rock/Heavy Metal: 165 index

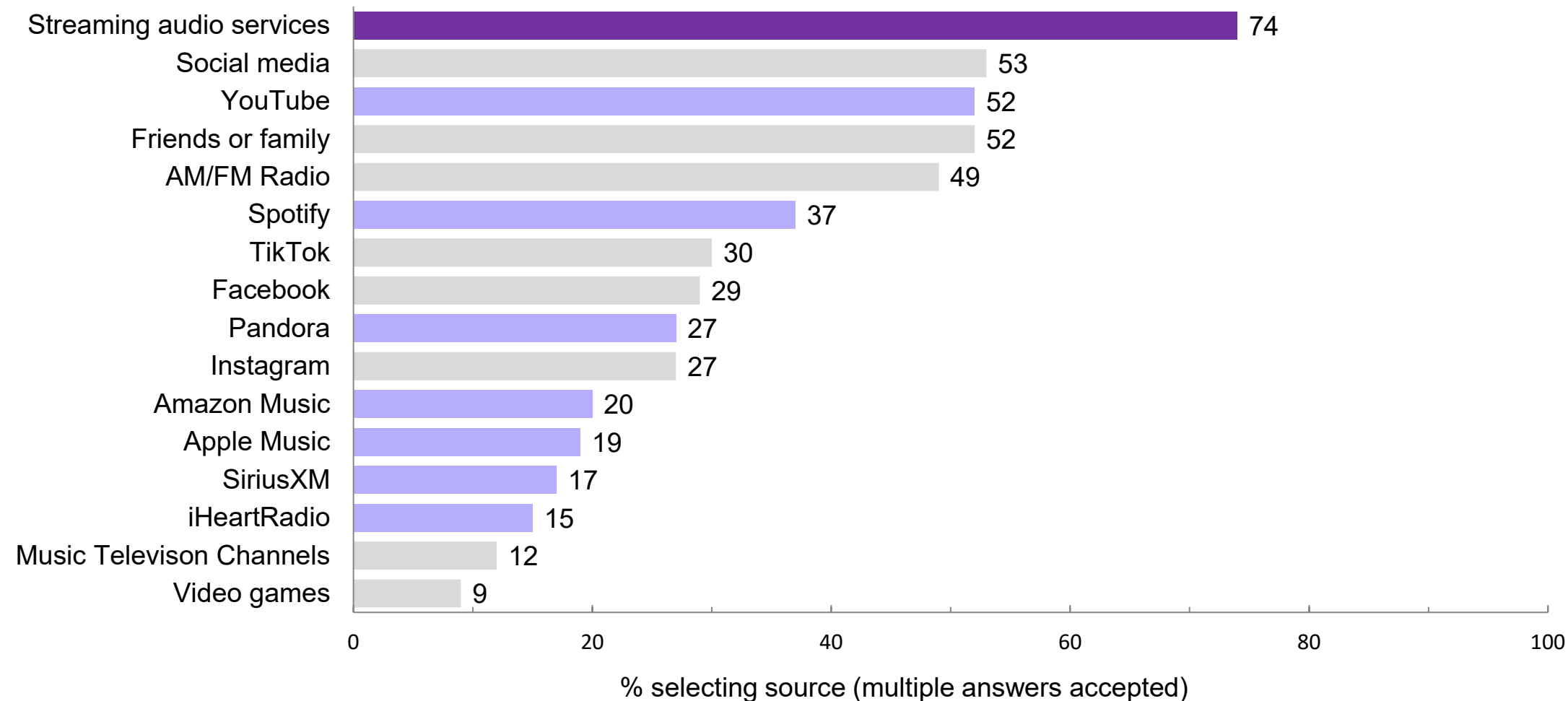
# How do you find out about music?

Base: Women Monthly Music Listeners 18+



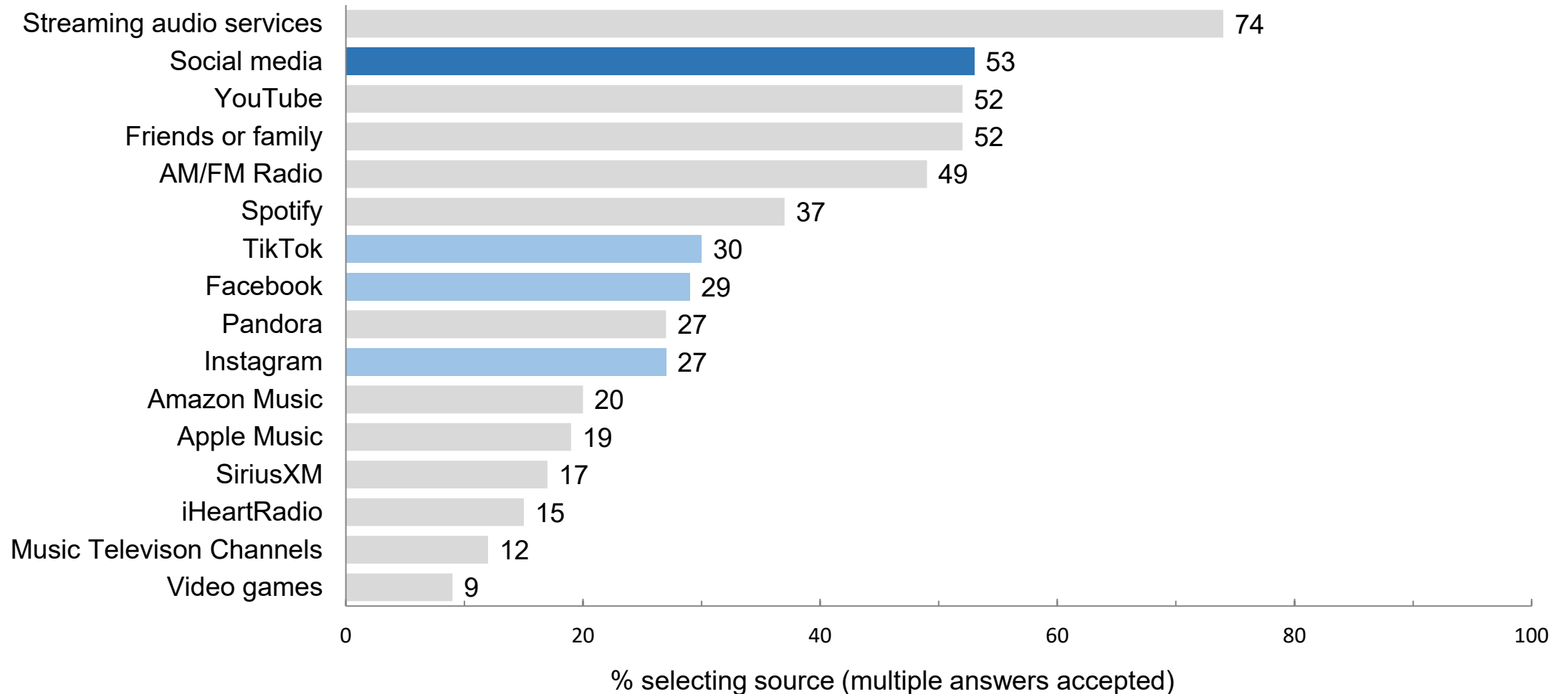
# How do you find out about music?

Base: Women Monthly Music Listeners 18+



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Base: Women Monthly Music Listeners 18+



# Music Discovery Sources:

## Top 3 Highest Indexing Sources by Demo

Base: U.S. Women Monthly Music Listeners 18+

### Age 18-34:

Video games: 215 index  
TikTok: 198 index  
Instagram: 185 index

### Age 35-54:

Facebook: 122 index  
Pandora: 122 index  
iHeartRadio: 111 index

### Age 55+:

SiriusXM: 128 index  
Amazon Music: 123 index  
iHeartRadio: 121 index

### Black:

Apple Music: 179 index  
Video games: 178 index  
Instagram: 173 index

### Hispanic:

TikTok: 128 index  
Pandora: 125 index  
Spotify: 124 index

### LGBTQ+:

Video games: 287 index  
Spotify: 144 index  
Instagram: 143 index

# Music Is Medicine

58%

strongly agree that “music  
is a good way to relieve  
stress”

47%

say “to relax” is a main  
reason to listen; *48% say it  
is one of the reasons*

# Emotional benefits of Music

Among Women Monthly Music Listeners 18+

59%

strongly agree that  
“music puts you in a  
good mood”

55%

strongly agree that “music  
helps you escape”

# 42%

say “to stay entertained while doing mundane tasks” is a main reason to listen; *51% say it is one of the reasons*

## Practical benefits of Music

Among Women Monthly Music Listeners 18+

# 53%

Strongly agree that “help pass the time”

# 23%

say “to help you concentrate during challenging tasks” is a main reason to listen; *51% say it is one of the reasons*



47%

strongly agree that “music makes you feel nostalgic”

42%

strongly agree that “can help you get excited for an upcoming event”

# Reflection & Inspiration

Among Women Monthly Music Listeners 18+

50%

strongly agree that “music reminds you of better times”

25%

say “to feel inspired” is a main reason to listen; 54% say it is one of the reasons

15%

say “companionship” is a  
main reason to listen; 46%  
*say it is one of the reasons*

# Social benefits of music

Among Women Monthly Music Listeners 18+

33%

strongly agree that  
“brings your family  
together”

13%

say “to connect with other  
music lovers” is a main  
reason to listen; 37% *say it is  
one of the reasons*

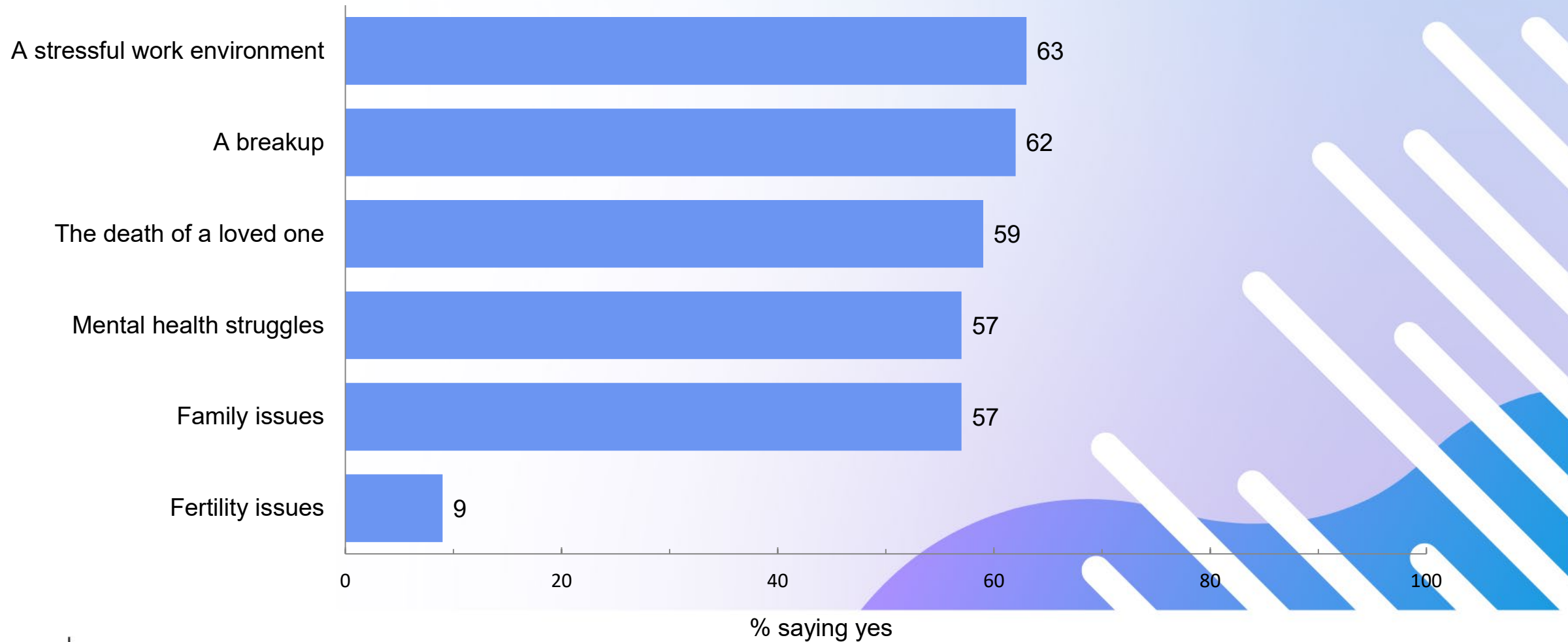


85%

of Women Monthly Music Listeners 18+  
have turned to music to **cope with or  
better navigate life challenges**

# Have you ever turned to music to cope with or better navigate...?

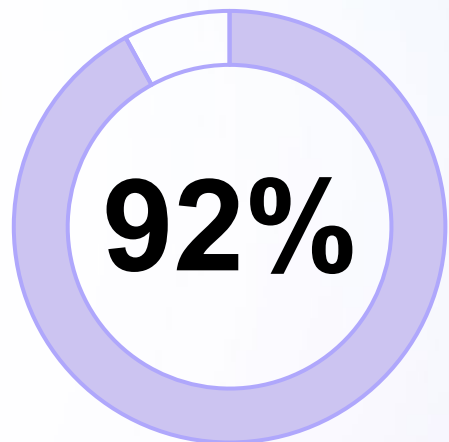
Base: Women Monthly Music Listeners 18+



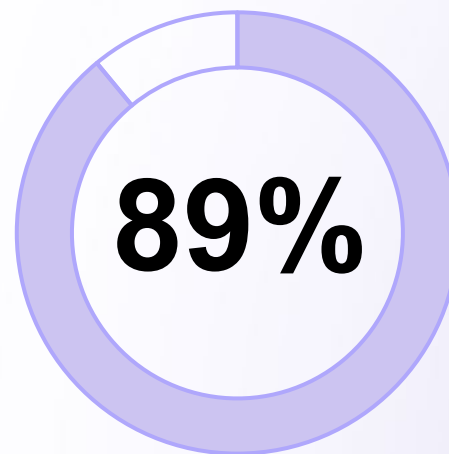
# Music Bridges Generations

# Family experiences:

Base: Women Monthly Music Listeners 18+ who have children under the age of 18; 34%



of Women Monthly Music Listeners age 18+ with children under the age of 18 **have children who listen to music**



of Women Monthly Music Listeners age 18+ with children under the age of 18 **listen to music with their children**

**74%**

use music to bond  
with their children

**49%**

want to learn more about the  
music their children love

# Music & Family Connections

Among Women Monthly Music Listeners 18+ who listen to music with their children under 18; 30%

**80%**

share music they love  
with their children

**77%**

agree that listening to  
music together is fun  
for the whole family



**54%**

expose children to different  
musical genres

**33%**

expose children to music  
from their cultural heritage

# Music & Child Development

Among Women Monthly Music Listeners 18+ who listen to music with their children under 18; 30%

**78%**

agree music improves  
a child's mood

**72%**

agree music lets children  
use their imagination



**47%**

use music to help calm or  
relax children

**25%**

use music to help establish  
routines (bedtime, playtime)

# Practical Benefits of Music

Among Women Monthly Music Listeners 18+ who listen to music with their children under 18; 30%

**78%**

agree music is a great  
way to entertain children  
without screens

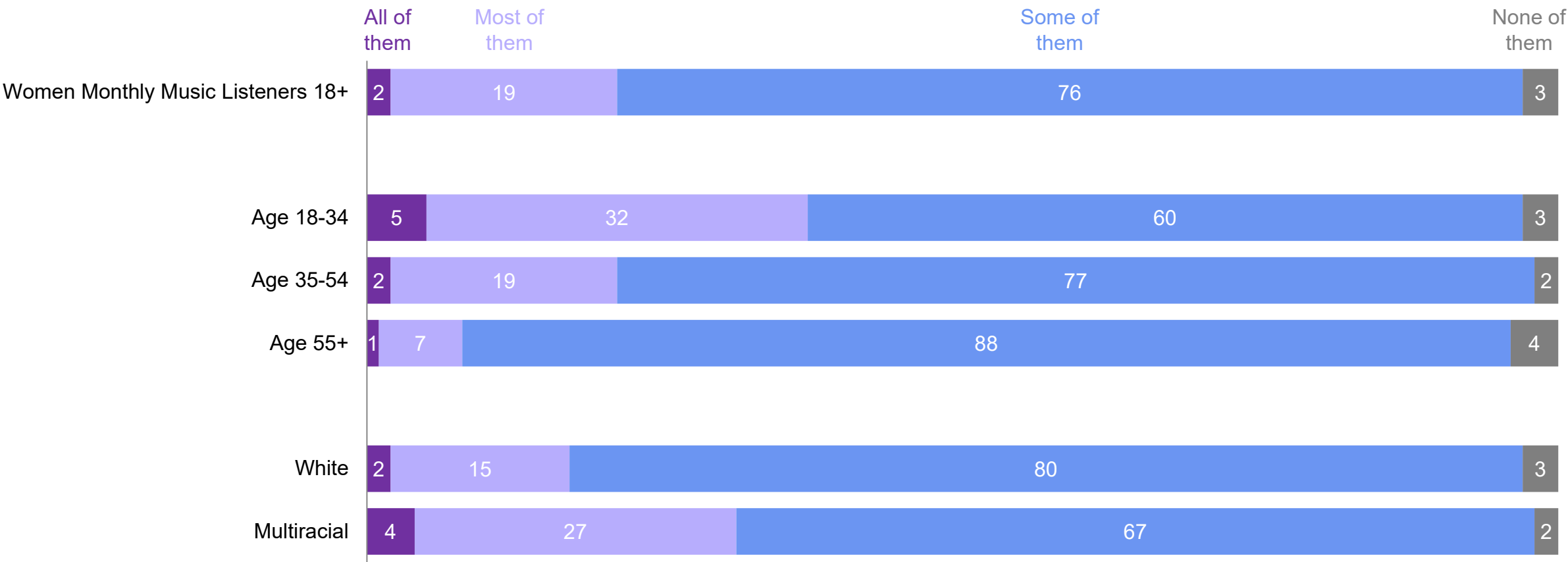
**44%**

use music to make mundane  
tasks more enjoyable

# Women Want Representation

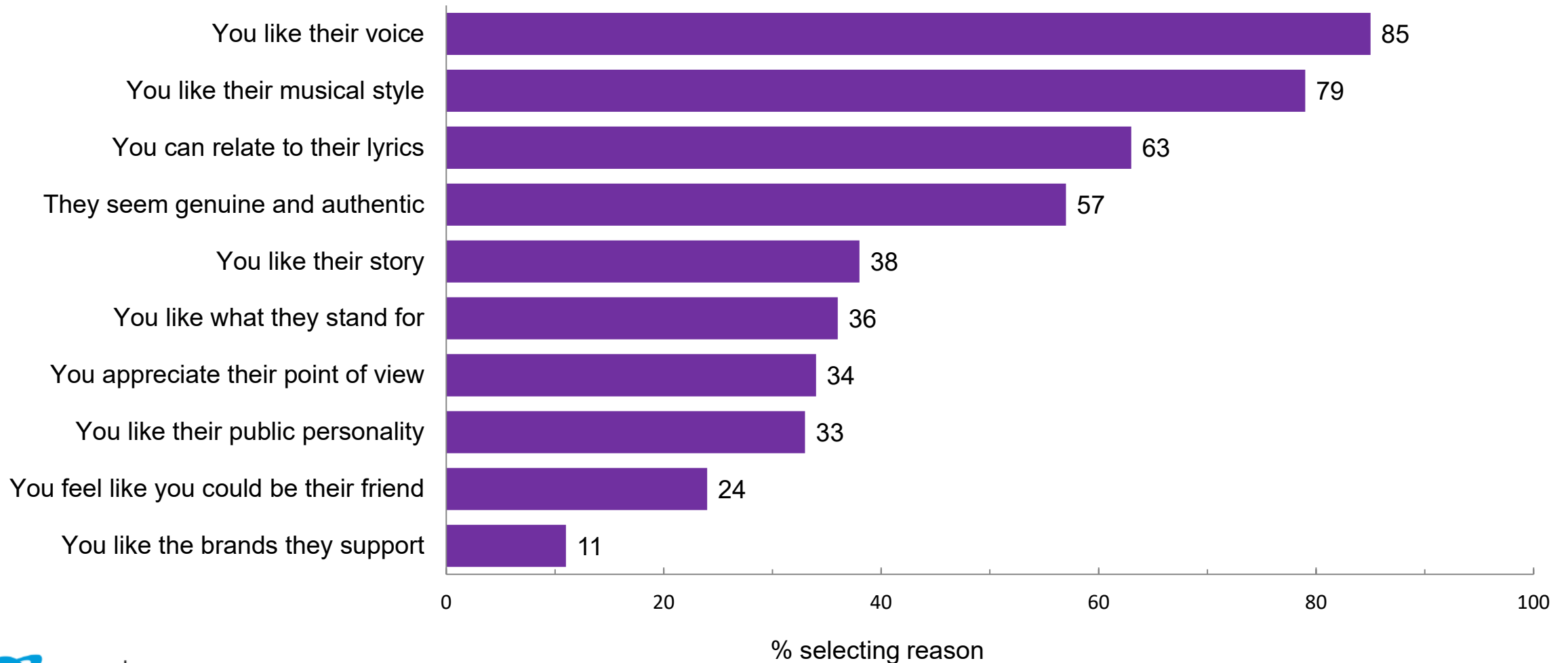
# Of all the musical artists you regularly listen to, how many of them are female?

Base: Women Monthly Music Listeners 18+



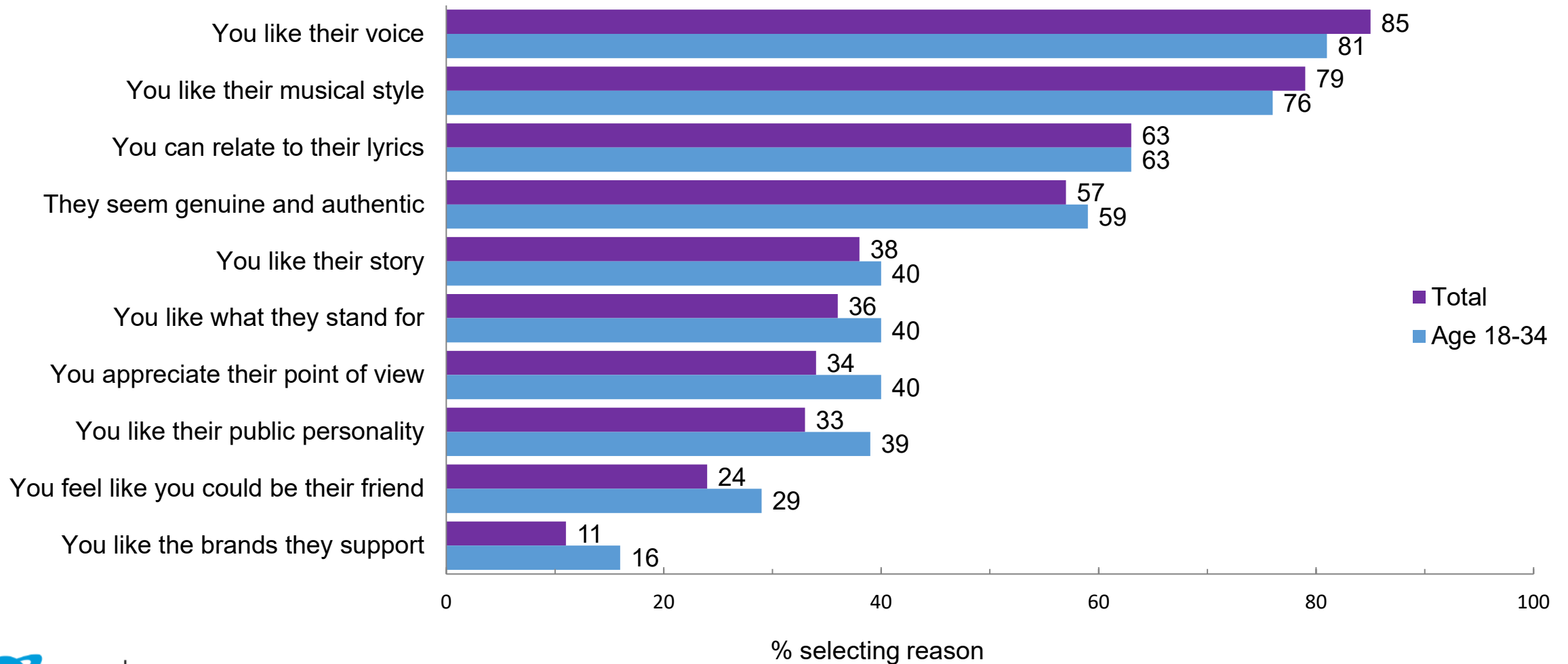
# Why do you listen to female musicians or follow them outside of their music?

Base: Women Monthly Music Listeners 18+ who listen to female artists; 97%



# Why do you listen to female musicians or follow them outside of their music?

Base: Women Monthly Music Listeners 18+ who listen to female artists; 97%





# 60%

of U.S. Women Monthly Music Listeners 18+  
like **seeing women represented in media**  
such as TV, radio, movies, music, and podcasts

# 46%

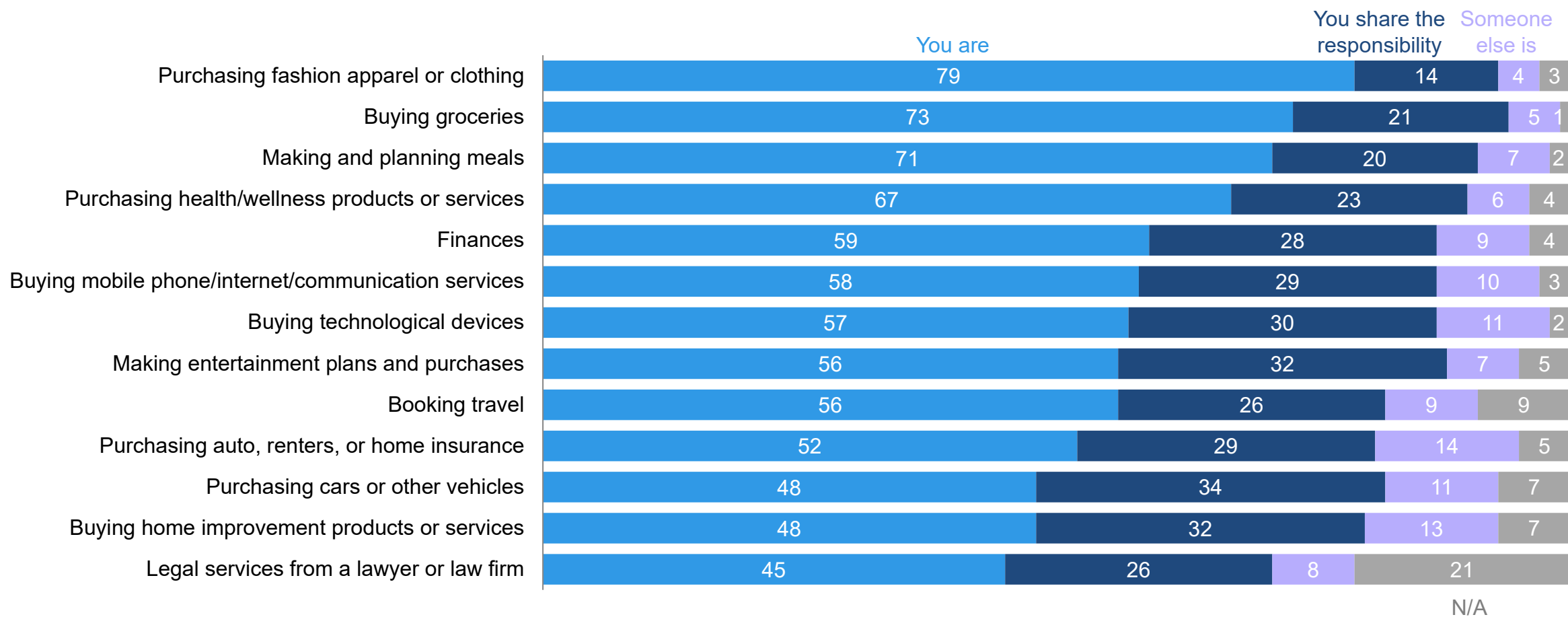
of U.S. Women Monthly Music Listeners  
18+ like when **female content creators**  
**collaborate**

# Connecting with Women through Music

Opportunities for Brands

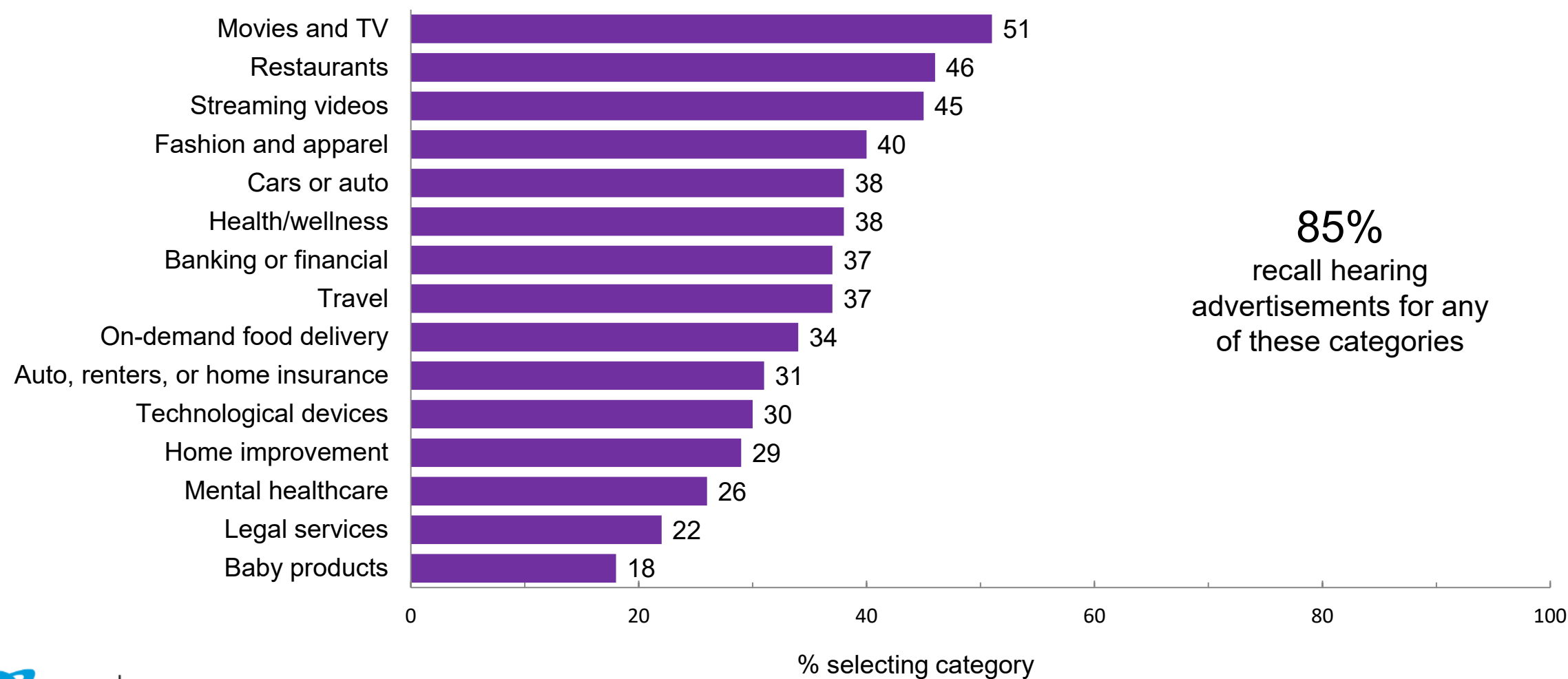
# Who in your household is primarily responsible when it comes to making decisions about...?

Base: Women Monthly Music Listeners 18+



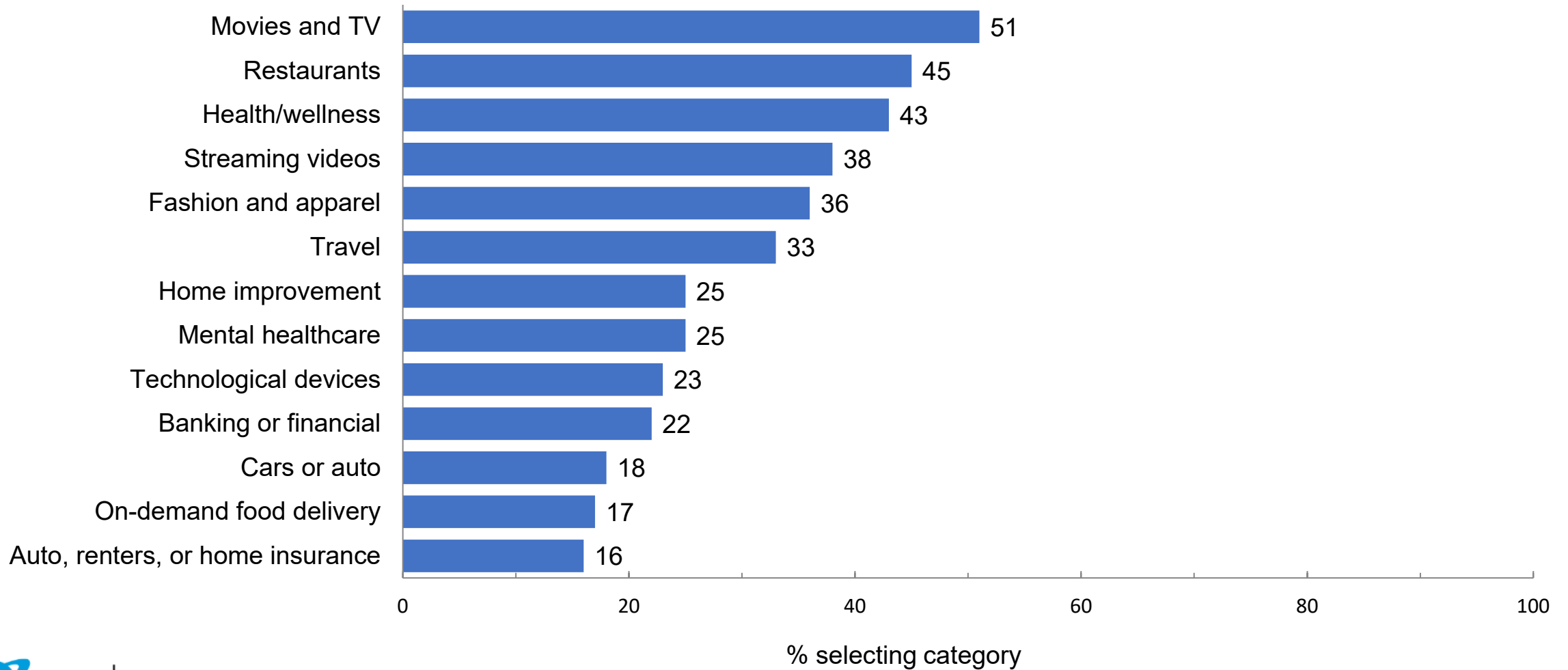
# Product or service categories recalled hearing or seeing advertisements on:

Base: Women Monthly Music Listeners 18+



# Which of the following types of advertisements would be relevant for you to hear or see?

Base: Women Monthly Music Listeners 18+



# Key takeaways

## **Music is omnipresent**

Women across all demographics integrate music deeply into their daily routines

## **Women are dedicated listeners**

Women spend significant time with music (about three hours daily listening to music)

## **Music is medicine**

Music serves both practical and emotional purposes in women's lives

## **Music bridges generations**

Music creates meaningful connections between women and their children

## **Women want representation**

37% of younger women (18-34) primarily listen to female artists versus just 8% of those 55+

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