Where do you fall on the *Culture index?*

Meet the SiriusXM Media Culture Index

Culture moves fast. And while it seems like everything is pushed to extremes, most people aren't. Our Culture Index maps how people move through culture with audio as their North Star. From Soulsyncing, to Homedrift, to Feelcore, to Brocoding, you can likely see yourself in all of this year's cultural trends.

Take the quiz, and see where you fall on the Culture Index.

Feelcore

From crytok, to true crime podcasts, to intense interviews, we're all finding ways to cope in a fragmented, high-stress world. Emotionally charged content delivers the dopamine and adrenaline listeners crave.

Start the quiz

QUESTION 1

You've had a bad day, now what?

- **A** A good cry in the bathroom
- **B** Rage room all the way, baby
- **C** A date with my current romance novel

QUESTION 2

You turn to music or

- **A** Have you seen my news feed? I need a sense of calm
- **B** I need that adrenaline rush

C It depends on the day and my mood

podcasts because...

QUESTION 3

Current go-to music genre?

A Love songs and euphoric pop

B Rap songs and hard rock

C Sad songs and R&B

A Celebrity gossip from Andy Cohen or Kelly Ripa

B An intense, relatable interview with Alex Cooper

C A mysterious story from MrBallen or Stephanie Soo

QUESTION 4

You need some emotional release, so you turn to...

QUESTION 5

What itch does entertainment scratch?

A Feeling understood, calm, less alone

B Feeling activated, immersed, emotionally engaged

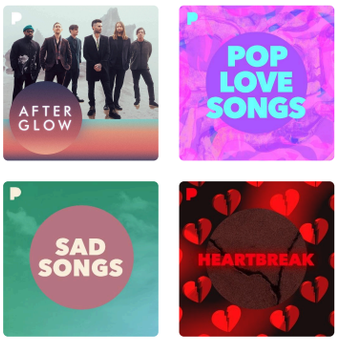
C A mix of both

Answers

Mostly A:

CALM

If most of your answers were A, you're on the calm end of the spectrum. You seek out music and podcasts that are grounding and calming.



LISTENERS A18-49

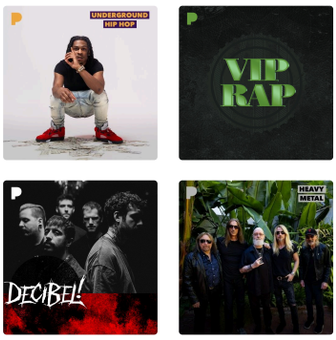
73%

say "I seek out content or experiences that are grounding and calming"

Mostly B:

ADRENALINE

If most of your answers were B, you're on the adrenaline end of the spectrum. Emotionally intense music like rock and hip hop makes you feel strong and assertive.



LISTENERS A18-49

52%

say "I use emotionally intense content as a way to process how I'm feeling"

Mostly C:

CONFESSIONAL MYSTERY

If most of your answers were C, you're on the confessional mystery part of the spectrum, preferring deep conversations with emotionally open hosts.

+93%

increase in emotional confessional podcast downloads YoY

SEE THE EXPERIENCE

BROCODING

What does it mean to be masculine? The answer isn't straightforward. Whether you resonate more with Stephen A. Smith or Stavvy, men are re-coding male identity and expectations, using audio to reconcile (or reaffirm) modern realities.

Start the quiz

QUESTION 1

What is your definition of masculinity?

- A Very traditional
- B I want to see society's definition of masculinity evolve
- C I believe in a mix of traditional and progressive values

QUESTION 2

What are some of your current goals?

- **A** Getting to that next step in my career and finances
- **B** Improving my relationship with myself and my loved ones
- **C** Depends on the month/year and what's occurring in my life

QUESTION 3

Which of these do you value the most?

- **A** Family, pride, legacy
- **B** Openness and self-expression
- **C** Discovering myself and learning from others

QUESTION 4

Which podcast topics appeal most to you?

- **A** Business, sports, relationships/parenting
- **B** Conversations, advice/coaching, wellness
- **C** I can't pick just one topic, I listen to a variety

QUESTION 5

Pick your favorite podcast host.

- **A** Business and finance hosts like Jim Cramer
- **B** Sports experts like Stephen A. Smith
- **C** Comedians like Jason Bateman, Sean Hayes, and Will Arnett

Answers

Mostly A:

ARMOR

If most of your answers were A, you're on the armor end of the spectrum. You resonate most with business, finance, and sports content, which helps you turn emotion into analysis.

LISTENERS A18-49

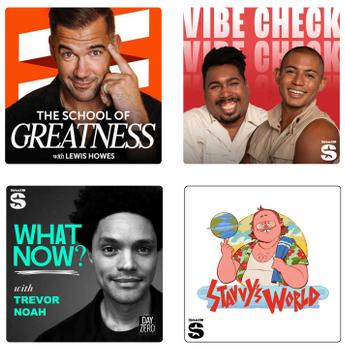
50%

say "Gender roles are clearly defined and reinforced in my culture"

Mostly B:

VULNERABILITY

If most of your answers were B, you're on the vulnerability end of the spectrum. You're most interested in advice content or wellness podcasts, which help you address mental health, balance, and self-awareness.



LISTENERS A18-49

61%

say "Society's view of my gender needs to evolve"

Mostly C:

CONVERSATIONAL

If most of your answers were C, you fall in the conversational part of the spectrum, turning to relational content and podcasts for insight on interpersonal dynamics.

LISTENERS A18-49

62%

find conversational or interview podcasts appealing

SEE THE EXPERIENCE

Homedrift

In an increasingly fragmented cultural landscape, audiences are shifting between content that grounds them and exploratory global audio to feel both at home and abroad.

Start the quiz

QUESTION 1

Which statement rings the most true?

- **A** Music of my culture makes me feel closer to my roots
- **B** I enjoy K-pop and reggaeton despite not understanding the lyrics
- **C** I'm a global citizen. I listen to UK rap one day and baile funk the next

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QUESTION 2

What purpose does music serve for you?

- **A** Connecting with my roots
- **B** Expanding my worldview
- **C** A mix of both

QUESTION 3

Which stations set the mood for your Friday night?

- **A** RMX, ATL: Atlanta Rap, or Dembow Dominicano
- **B** Hyperpop or K-pop
- **C** Folk or Silk Wave

QUESTION 4

What sounds

- **A** Diverse voices that connect me to my roots

B Global music that teaches me more about a variety of cultures

C Experimental music that blurs lines

and music are you interested in exploring more?

QUESTION 5

What are you looking to boost in your daily life?

A Grounding, familiarity, cultural affirmation

B Exploration, energy, cultural expansion

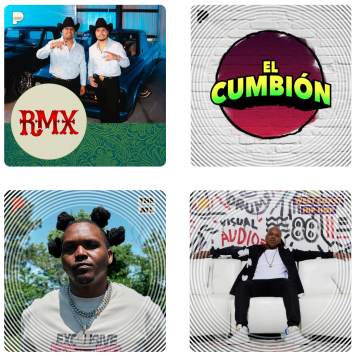
C My answer might change depending on the day

Answers

Mostly A:

ROOTS

If most of your answers were A, you're on the roots end of the spectrum. The music and artists you choose is like looking in a mirror, and you feel drawn to what reflects your own culture.



LISTENERS A18-49

53%

say "I'm drawn to artists and music that reflect my own culture"

Mostly B:

DRIFT

If most of your answers were B, you're on the drift end of the spectrum. You enjoy exploring content from other cultures and broadening your worldview.

LISTENERS A18-49

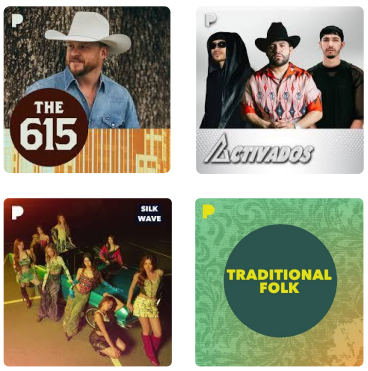
71%

say "I explore content from other cultures to expand my worldview"

Mostly C:

REGIONAL BLUR

If most of your answers were C, you're in the midst of a genre blur moment, enjoying the ever-evolving cultural landscape from all locations, both near and far.



+49%

growth in listening time for Brazilian plug

SEE THE EXPERIENCE

Soulsyncing

As the world grows more isolating, people are turning to shared audio rituals and collective experiences to feel part of something bigger, from dancing in the crowd at Coachella to pressing reset with a playlist at home.

Start the quiz

QUESTION 1

Would you rather listen to music alone or with a group?

- **A** Duh, solo; audio gives me an emotional reset when I'm alone
- **B** Nothing beats befriending strangers at a concert or festival
- **C** I need a mix of both, I can't be married to just one

QUESTION 2

Pick your ideal environment...

- **A** Eyes closed, headphones on, in my bed
- **B** Screaming my favorite lyrics with others at a concert
- **C** Attending festivals with a group and then recharging at home

QUESTION 3

How many concerts do you attend a year?

- **A** 0–2, it's more of a nice-to-have in my routine
- **B** 4+, I need it to function
- **C** 2–4, but only if I really like the musician or festival

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QUESTION 4

You need some emotional release, so you turn to...

- **A** Wellness shows like *The Mel Robbins Podcast*
- **B** IRL meetups like Tinx Rich Mom Walk or Athlete Studio Sessions
- **C** A mix of music stations and podcasts like EDM Hits or *Hidden Brain*

QUESTION 5

What events do you have lined up this year?

- **A** It's a party of one at home
- **B** Coachella, Stagecoach, and Rolling Loud all day and night
- **C** I like an invite out, but I might change my mind at the last minute

Answers

Mostly A:

SANCTUARY

If most of your answers were A, you're on the sanctuary end of the spectrum. Music and podcasts keep you grounded and offer an emotional reset.

LISTENERS A18-49

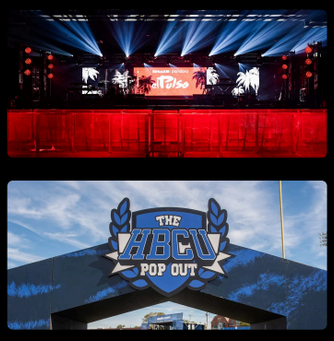
65%

say "I turn to mindfulness activities when I need an emotional reset"

Mostly B:

COMMUNION

If most of your answers were B, you're on the communion end of the spectrum. You feel more emotionally open with others than by yourself.



LISTENERS A18-49

40%

say "I feel more emotionally open in group settings than on my own"

Mostly C:

LIVE PULSE

If most of your answers were C, you're part of the live pulse trend, looking toward a journey of healing and a sense of belonging among others.

+4%

increase in spins for electronic stations YoY

SEE THE EXPERIENCE