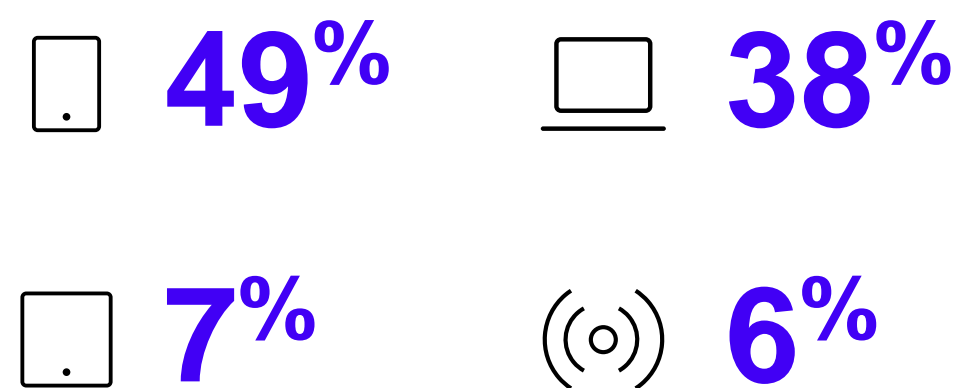
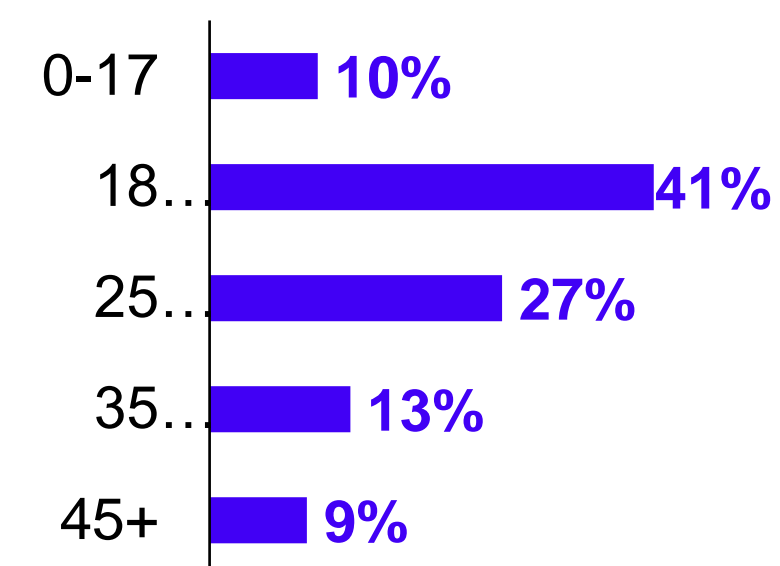


Who's streaming in BG?

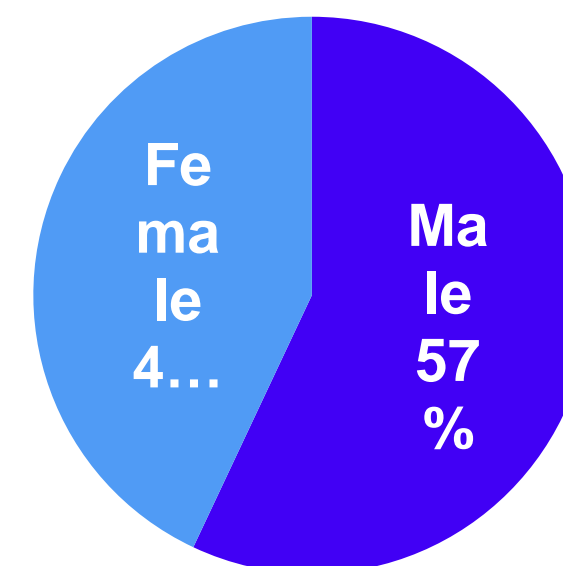
Platform listening breakdown¹



Age breakdown¹



Gender breakdown¹

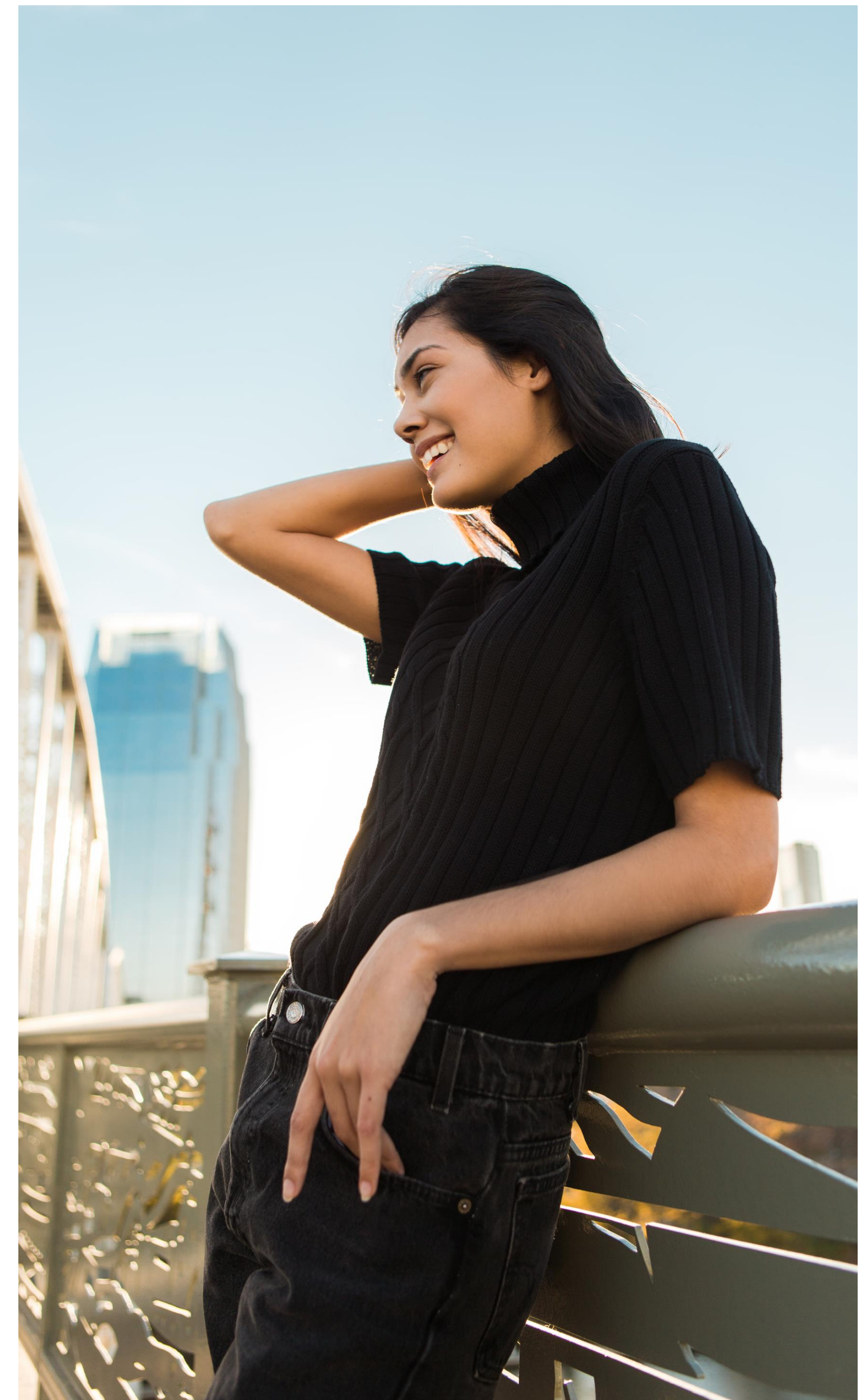


Education level²

29% of Spotify Free users have a **university or postgraduate degree**.

Household income²

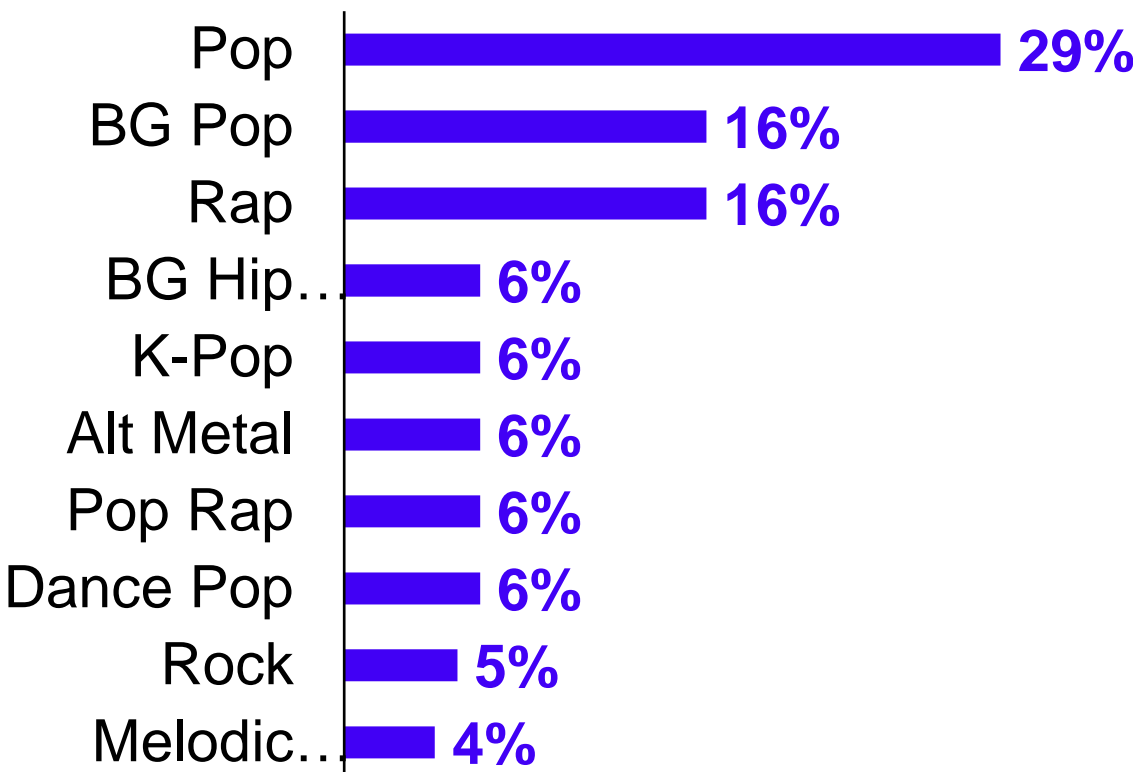
1 in 3 of Spotify Free users **earn €40,000 or more** each year. (before taxes)

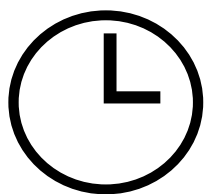




How do they stream on Spotify

Top genres



145 
per user per day
across platforms

Check out what they're listening to



Top over-indexing mood

Workout
Chill
Happy

Time of day

12 pm - 6 pm