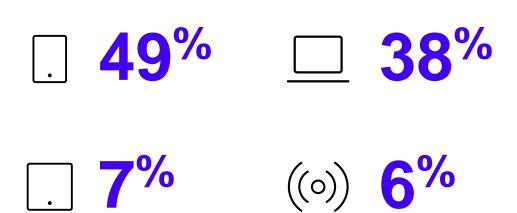
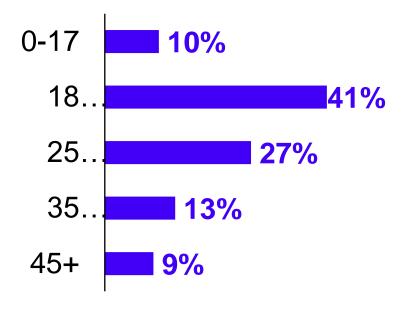
Who's streaming in BG?

Platform listening breakdown¹



Age breakdown¹

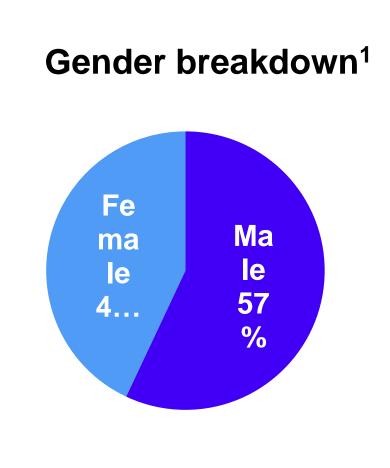


Education level²

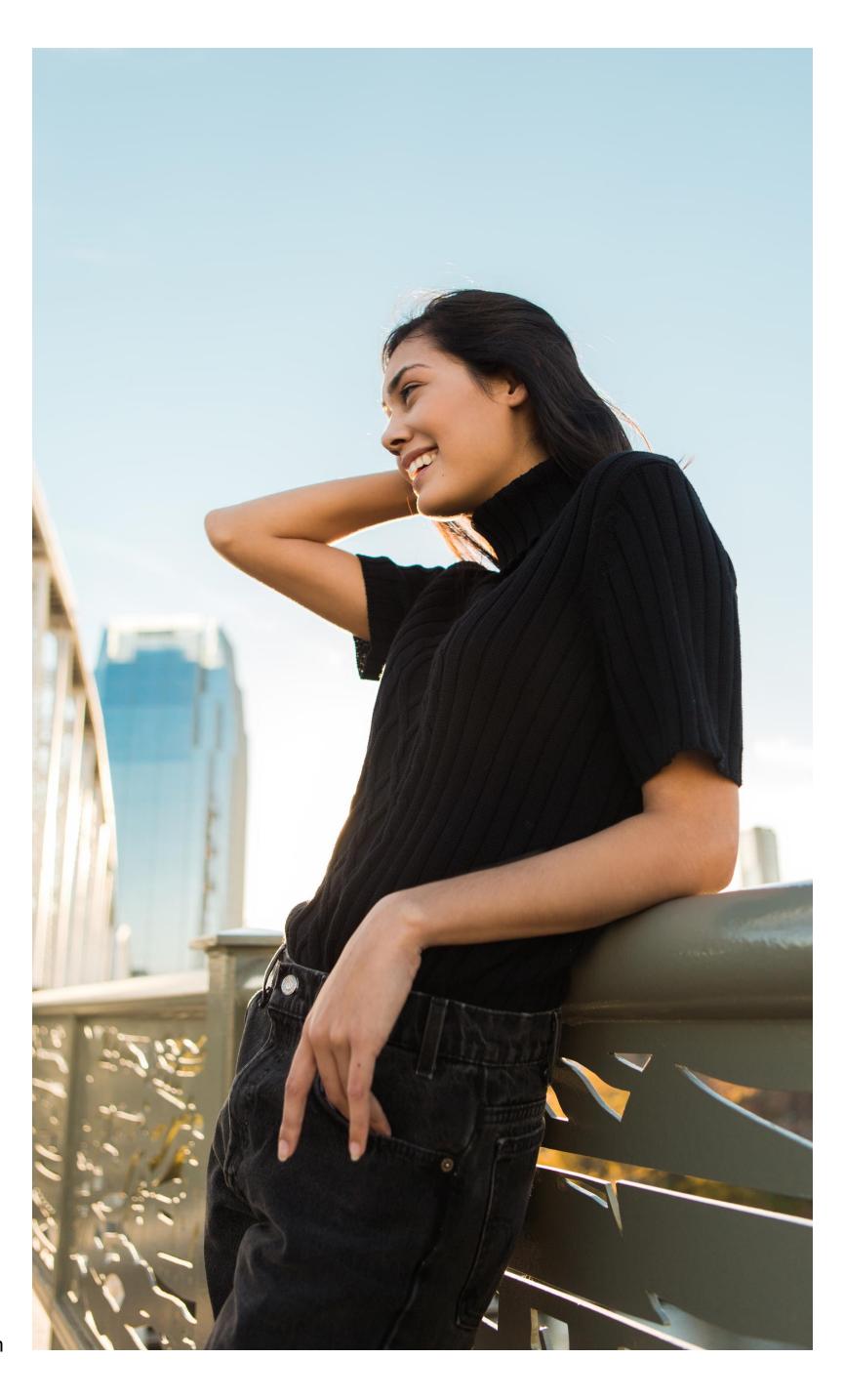
29% of Spotify Free users have a university or postgraduate degree.

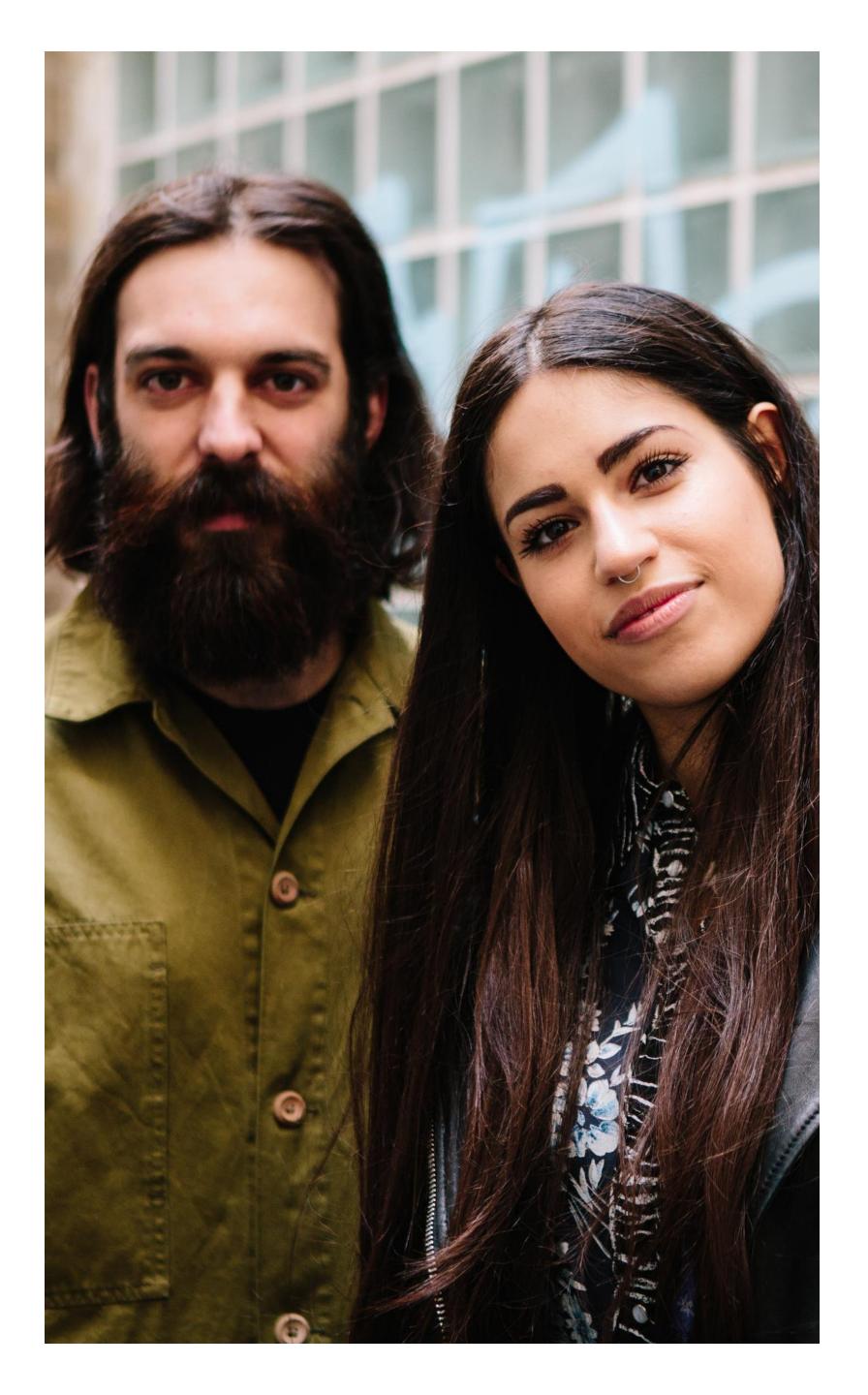
Household income²

€40,000 or more each year. (before taxes)



1 in 3 of Spotify Free users earn





How do they stream on Spotify

Time of day

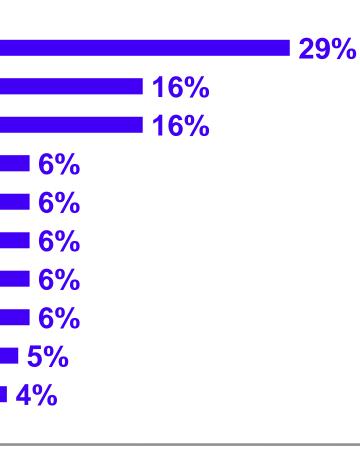
12 pm - 6 pm

Top genres

Pop BG Pop Rap BG Hip.. K-Pop Alt Metal Pop Rap Dance Pop Rock Melodic.. **4%**

Top over-indexing mood Workout Chill Нарру

Source: Spotify, First Party Data BG, 2020



145 (^L)

per user per day across platforms

Check out what they're listening to









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2

