



Kelly Monrow

SPOTIFY · AUDIENCE SEGMENTATION

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Audience 1

AGE GROUP 1	18-24
AGE GROUP 2	25-34
AGE GROUP 3	35-44
AGE GROUP 4	45-54
AGE GROUP 5	55-65+

INTERESTS

GENRES

- Southern Rock
- Americana

LOCATIONS

NORTH AMERICA

- United States

CITIES

- Dallas, Texas
- Austin, Texas
- Memphis, Tennessee
- Knoxville, Tennessee
- Nashville, Tennessee
- Chicago, Illinois
- Atlanta, Georgia
- Bakersfield, California
- Denver, Colorado
- Louisville, Kentucky
- Philadelphia, Pennsylvania
- Muscle Shoals, Alabama
- Branson, Missouri
- Dyess, Arkansas
- New York City, New York
- Los Angeles, California

Audience 2

AGE GROUP 1	18-24
AGE GROUP 2	25-34
AGE GROUP 3	35-44
AGE GROUP 4	45-54
AGE GROUP 5	55-65+

INTERESTS

LOOKALIKE ARTISTS (PART 1)

- Carrie Underwood
- Dolly Parton
- Sara Evans
- Kacey Musgraves

LOCATIONS

NORTH AMERICA

- United States

CITIES

- Dallas, Texas
- Austin, Texas
- Memphis, Tennessee
- Knoxville, Tennessee
- Nashville, Tennessee
- Chicago, Illinois
- Atlanta, Georgia
- Bakersfield, California
- Denver, Colorado
- Louisville, Kentucky
- Philadelphia, Pennsylvania
- Muscle Shoals, Alabama
- Branson, Missouri
- Dyess, Arkansas
- New York City, New York
- Los Angeles, California

Audience 3

AGE GROUP 1	18-24
AGE GROUP 2	25-34
AGE GROUP 3	35-44
AGE GROUP 4	45-54
AGE GROUP 5	55-65+

INTERESTS

LOOKALIKE ARTISTS (PART 2)

- Taylor Swift
- P!nk
- Stevie Nicks
- Miley Cyrus

LOCATIONS

NORTH AMERICA

- United States

CITIES

- Dallas, Texas
- Austin, Texas
- Memphis, Tennessee
- Knoxville, Tennessee
- Nashville, Tennessee
- Chicago, Illinois
- Atlanta, Georgia
- Bakersfield, California
- Denver, Colorado
- Louisville, Kentucky
- Philadelphia, Pennsylvania
- Muscle Shoals, Alabama
- Branson, Missouri
- Dyess, Arkansas
- New York City, New York
- Los Angeles, California

Audience 4

AGE GROUP 1	18-24
AGE GROUP 2	25-34
AGE GROUP 3	35-44
AGE GROUP 4	45-54
AGE GROUP 5	55-65+

INTERESTS

LOOKALIKE ARTISTS (PART 3)

- Meghan Trainor
- Kelly Clarkson
- Gwen Stefani
- Halsey

LOCATIONS

NORTH AMERICA

- United States

CITIES

- Dallas, Texas
- Austin, Texas
- Memphis, Tennessee
- Knoxville, Tennessee
- Nashville, Tennessee
- Chicago, Illinois
- Atlanta, Georgia
- Bakersfield, California
- Denver, Colorado
- Louisville, Kentucky
- Philadelphia, Pennsylvania
- Muscle Shoals, Alabama
- Branson, Missouri
- Dyess, Arkansas
- New York City, New York
- Los Angeles, California

Audience 5

AGE GROUP 1	18-24
AGE GROUP 2	25-34
AGE GROUP 3	35-44
AGE GROUP 4	45-54
AGE GROUP 5	55-65+

INTERESTS

LOOKALIKE ARTISTS (PART 4)

- MacKenzie Porter
- Maren Morris
- Miranda Lambert
- Blake Shelton

LOCATIONS

NORTH AMERICA

- United States

CITIES

- Dallas, Texas
- Austin, Texas
- Memphis, Tennessee
- Knoxville, Tennessee
- Nashville, Tennessee
- Chicago, Illinois
- Atlanta, Georgia
- Bakersfield, California
- Denver, Colorado
- Louisville, Kentucky
- Philadelphia, Pennsylvania
- Muscle Shoals, Alabama
- Branson, Missouri
- Dyess, Arkansas
- New York City, New York
- Los Angeles, California

Audience 6

AGE GROUP 1	18-24
AGE GROUP 2	25-34
AGE GROUP 3	35-44
AGE GROUP 4	45-54
AGE GROUP 5	55-65+

INTERESTS

GENRES

- Southern Rock
- Americana

LOCATIONS

COUNTRIES

- United Kingdom
- Australia

CITIES

- London, United Kingdom
- Manchester, United Kingdom
- Sydney, Australia
- Brisbane, Australia

Audience 7

AGE GROUP 1	18-24
AGE GROUP 2	25-34
AGE GROUP 3	35-44
AGE GROUP 4	45-54
AGE GROUP 5	55-65+

INTERESTS

LOOKALIKE ARTISTS (PART 1)

- Carrie Underwood
- Dolly Parton
- Sara Evans
- Kacey Musgraves

LOCATIONS

COUNTRIES

- United Kingdom
- Australia

CITIES

- London, United Kingdom
- Manchester, United Kingdom
- Sydney, Australia
- Brisbane, Australia

Audience 8

AGE GROUP 1	18-24
AGE GROUP 2	25-34
AGE GROUP 3	35-44
AGE GROUP 4	45-54
AGE GROUP 5	55-65+

INTERESTS

LOOKALIKE ARTISTS (PART 2)

- Taylor Swift
- P!nk
- Stevie Nicks
- Miley Cyrus

LOCATIONS

COUNTRIES

- United Kingdom
- Australia

CITIES

- London, United Kingdom
- Manchester, United Kingdom
- Sydney, Australia
- Brisbane, Australia

Audience 9

AGE GROUP 1	18-24
AGE GROUP 2	25-34
AGE GROUP 3	35-44
AGE GROUP 4	45-54
AGE GROUP 5	55-65+

INTERESTS

LOOKALIKE ARTISTS (PART 3)

- Meghan Trainor
- Kelly Clarkson
- Gwen Stefani
- Halsey

LOCATIONS

COUNTRIES

- United Kingdom
- Australia

CITIES

- London, United Kingdom
- Manchester, United Kingdom
- Sydney, Australia
- Brisbane, Australia

Audience 10

AGE GROUP 1	18-24
AGE GROUP 2	25-34
AGE GROUP 3	35-44
AGE GROUP 4	45-54
AGE GROUP 5	55-65+

INTERESTS

LOOKALIKE ARTISTS (PART 4)

- MacKenzie Porter
- Maren Morris
- Miranda Lambert
- Blake Shelton

LOCATIONS

COUNTRIES

- United Kingdom
- Australia

CITIES

- London, United Kingdom
- Manchester, United Kingdom
- Sydney, Australia
- Brisbane, Australia

Audience 11

Note: The following Audience is specific to the following tracks: "Found it tho' and "The Woman"

AGE GROUP 1	18-24
AGE GROUP 2	25-34
AGE GROUP 3	35-44
AGE GROUP 4	45-54
AGE GROUP 5	55-65+

GENRES

- Southern Rock
- Country Rock
- Rock
- Americana
- Country
- Country Pop
- Pop

LOCATIONS

NORTH AMERICA

- United States

CITIES

- Dallas, Texas
- Austin, Texas
- Memphis, Tennessee
- Knoxville, Tennessee
- Nashville, Tennessee
- Chicago, Illinois
- Atlanta, Georgia
- Bakersfield, California
- Denver, Colorado
- Louisville, Kentucky
- Philadelphia, Pennsylvania
- Muscle Shoals, Alabama
- Branson, Missouri
- Dyess, Arkansas
- New York City, New York
- Los Angeles, California