

Artist Awareness & Affinity Report

Dan + Shay

July 2020





**This report showcases the
Awareness and Affinity
levels of Dan + Shay in five
countries.**

The report will cover:

- 1. Key Findings**
- 2. Artist Awareness**
- 3. Artist Affinity**
- 4. DNA Segments**
- 5. Demographic Breakdown**
- 6. Fan Profiles**



Research **Methodology**



Research Methodology

The figures in this report are from research conducted by our research provider GlobalWebIndex.

Below are the key points on the research methodology:

- Online-based syndicated research study
- Measures people aged 16-64
- 46 countries
- Single Source
- Updated 4x per year
- Representative of a country's online population
- Quotas set on age, gender, and education
- Over 35,000 data points
- Historical data available dating back to 2009
- Custom Recontact Survey captures detailed questions on music in five countries: Australia, Canada, Japan, UK, USA

Insights Methodology

The insights in this report have been selected from a rule set which includes a combination of index and reach.

Artists Measured in this survey

Global Artists Measured

A Boogie wit da Hoodie	Jason Derulo
Ava Max	Jonas Brothers
Bruno Mars	Lady Gaga
Camila Cabello	Lana Del Rey
Cardi B	Led Zeppelin
Charli XCX	Lizzo
Charlie Puth	Miley Cyrus
Dan + Shay	Pearl Jam
David Guetta	Red Hot Chili Peppers
Dua Lipa	Rihanna
Ed Sheeran	Royal Blood
Green Day	Taylor Swift
Halsey	

+ 25 artists measured in each local region

Data Timestamp

March 2020

Annual Sample Size

AU: 16,000
 CA: 19,000
 JP: 13,000
 UK: 40,000
 US: 100,000

Got Questions?

Connect with Laura Newman
 our Global Head of Research ...
Laura@audienceprecision.com

Summary of ...

KEY FINDINGS.



Key Findings

First, let's look at ...

ARTIST AWARENESS.

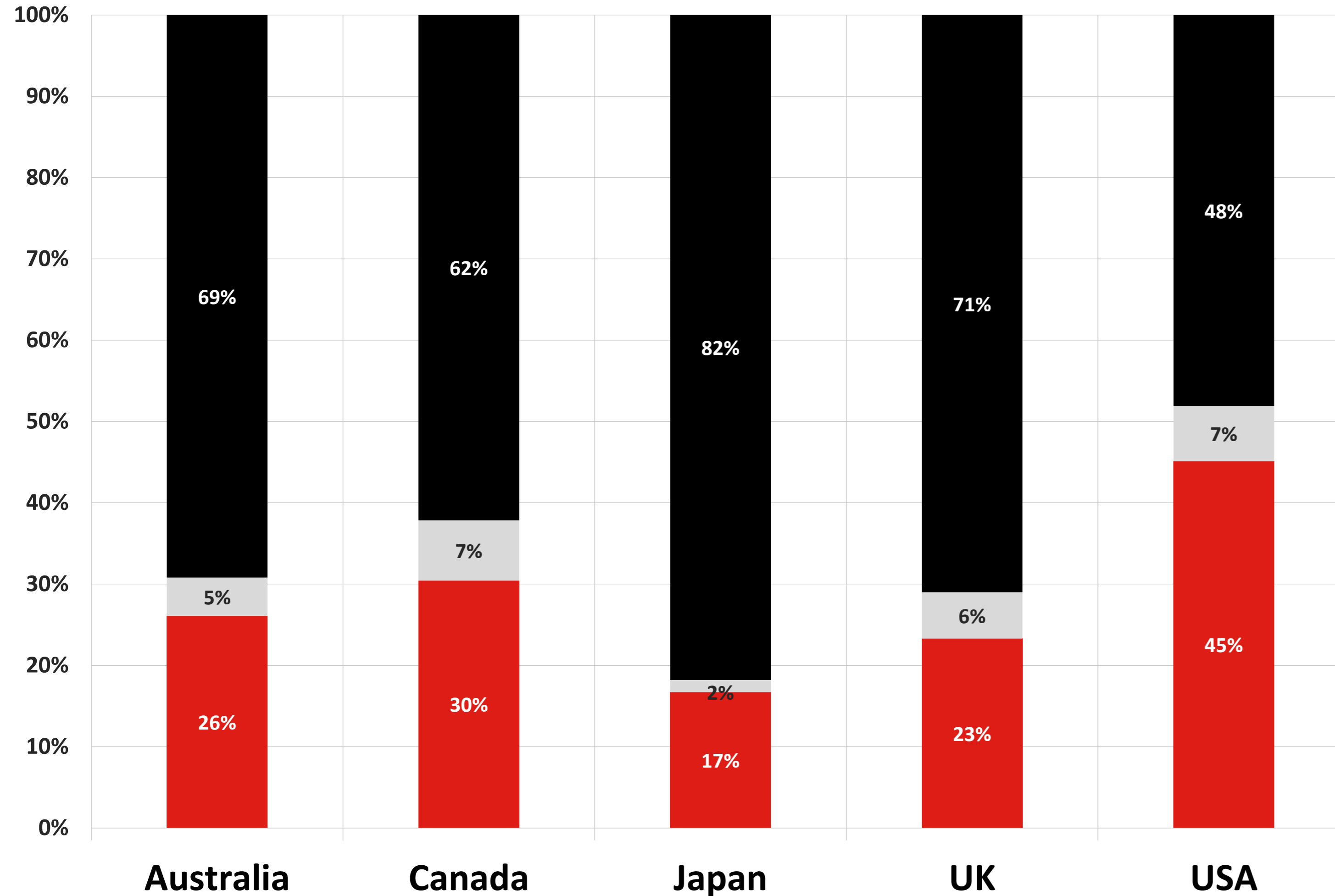


dna

Artist Awareness



Percentage of population 16-64 who are aware of Dan + Shay



Aware

Percentage of the population who are aware of artist and music.

Some Awareness

Percentage of the population who say they know the name but not the music.

Unaware

Percentage of the population who do not know the artist at all.

Introduction to the ...

ARTIST AFFINITY.



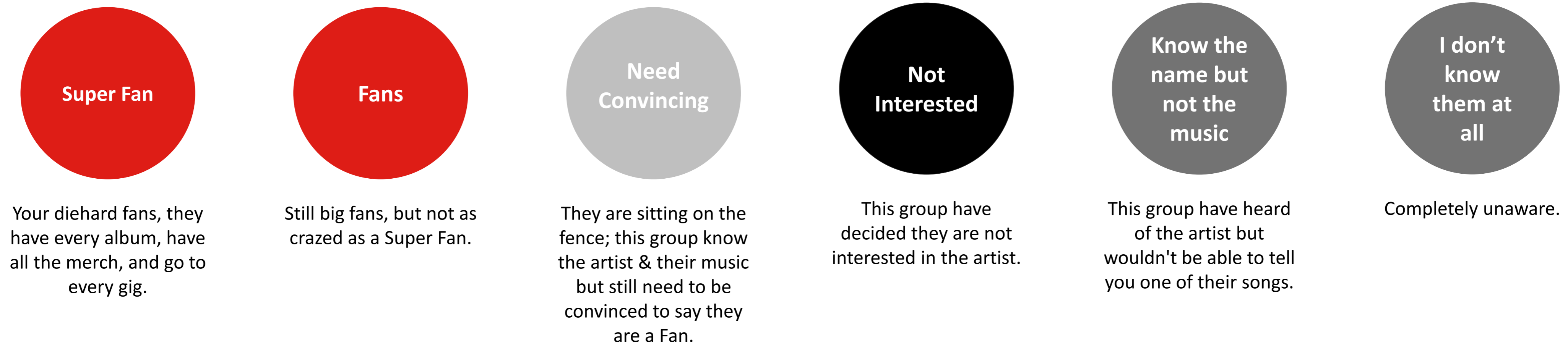
Artist **Affinity**



The Artist Affinity showcases the **levels of awareness and fandom** that an artist has across the Population 16-64.

Using an algorithm, it also identifies the **best-matched DNA Segments** for each zone of the Affinity chart.

Artist Affinity Zones



Now, let's dive into the ...

ARTIST AFFINITY & DNA SEGMENTS.



Dan + Shay **Artist Affinity**



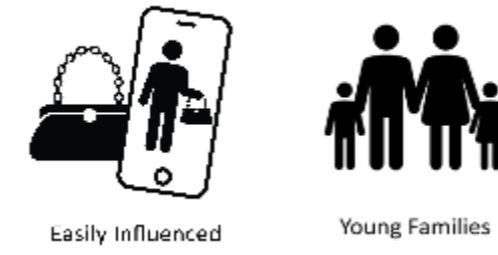
Super Fans



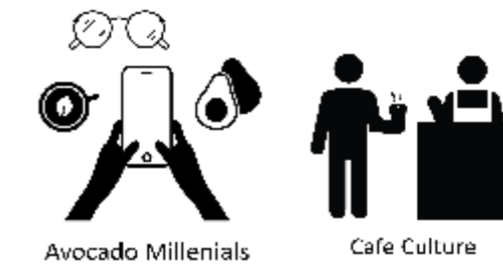
Fans



Need Convincing



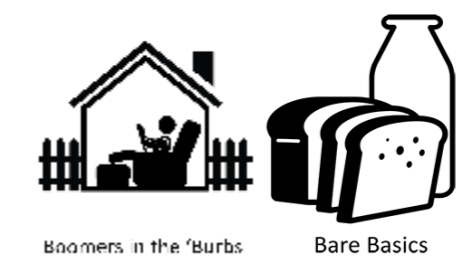
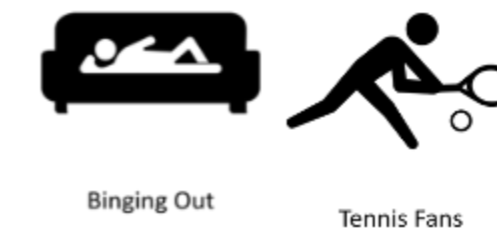
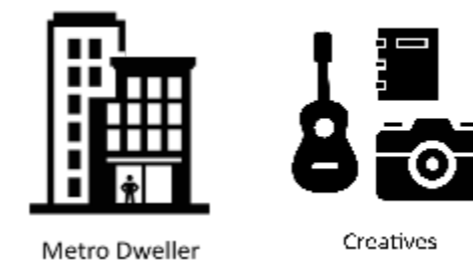
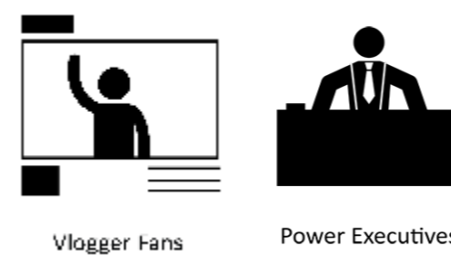
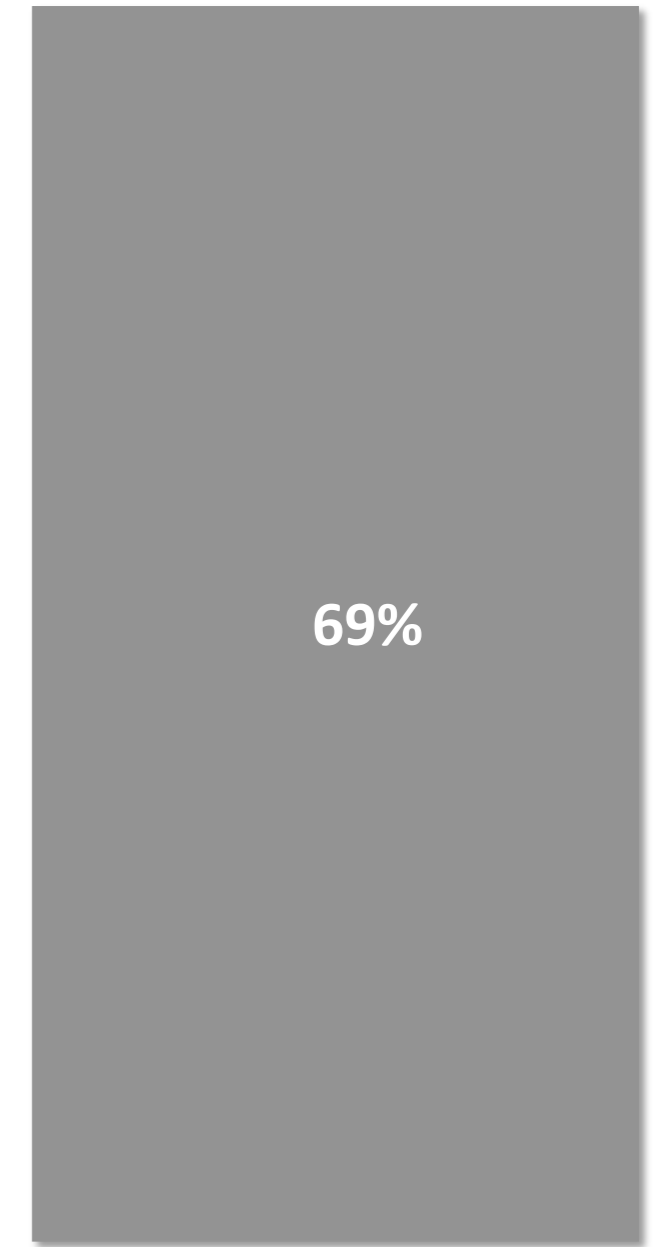
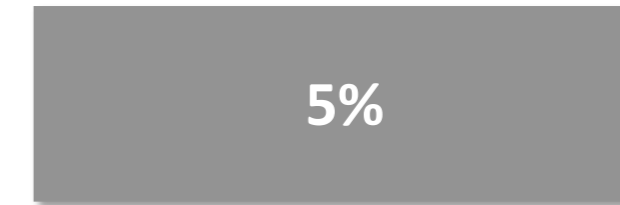
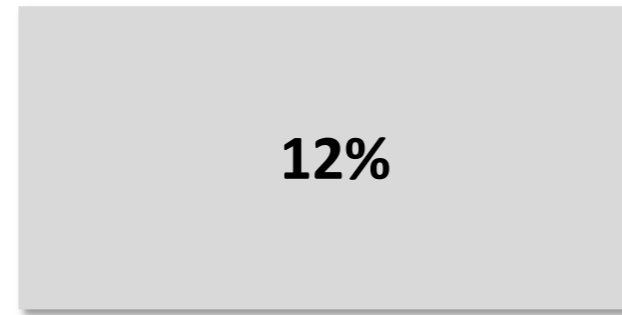
Not Interested

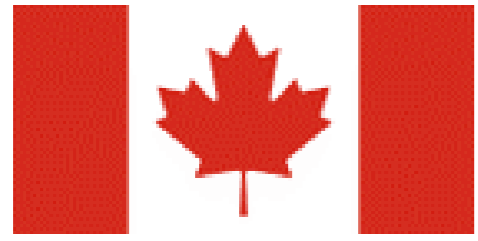


Know the name but not the music

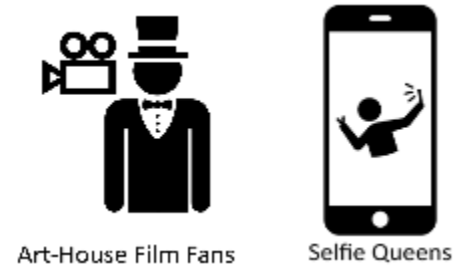


I don't know them at all

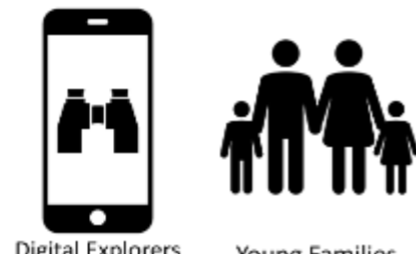




Dan + Shay **Artist Affinity**



Art-House Film Fans Selfie Queens



Digital Explorers Young Families



Foodies Soccer Fans



Motor Sport Fans Money Obsessed



Avocado Millenials Nature Lovers



Québécois Boomers in the 'Burbs

Super Fans

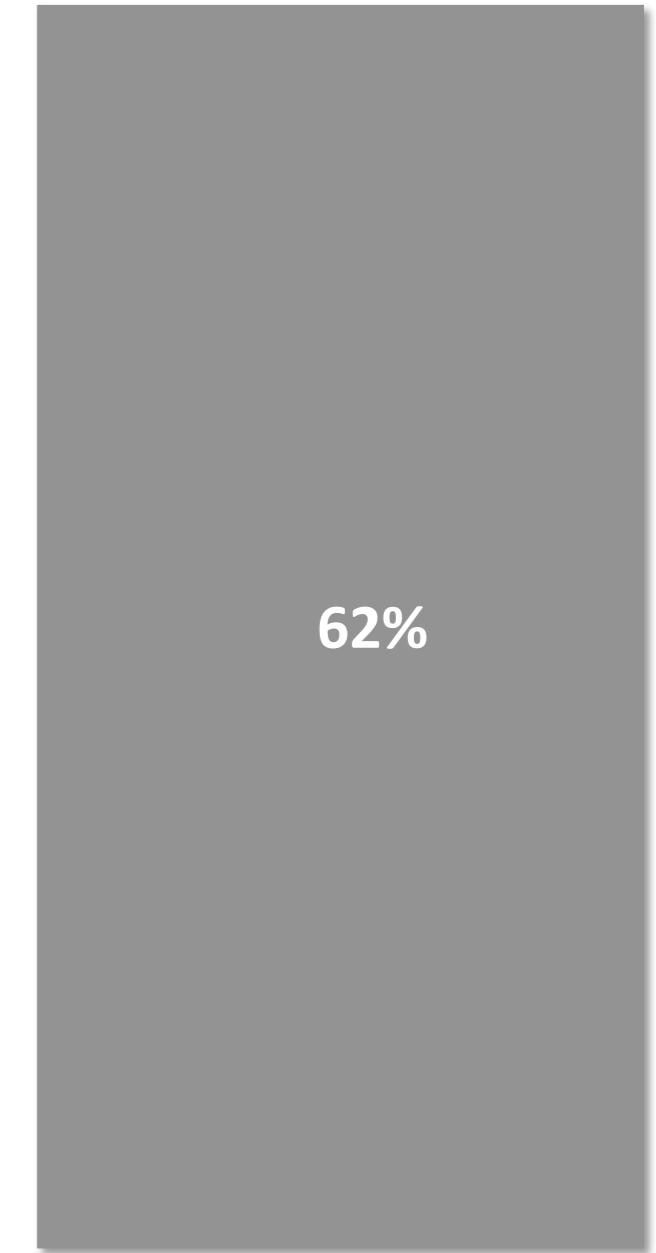
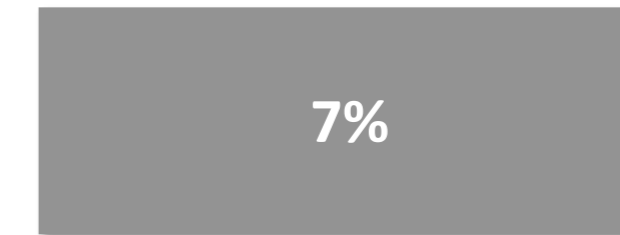
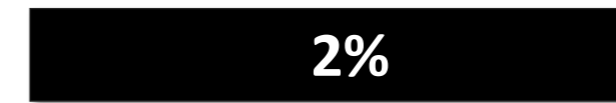
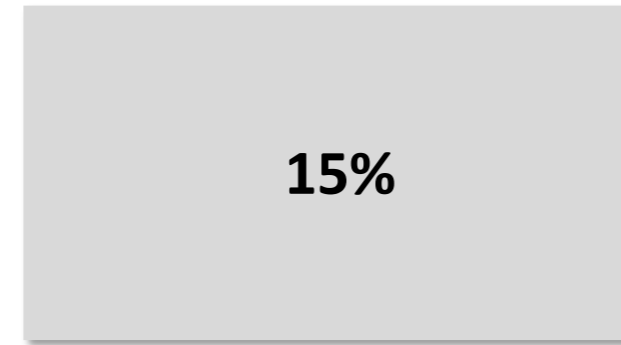
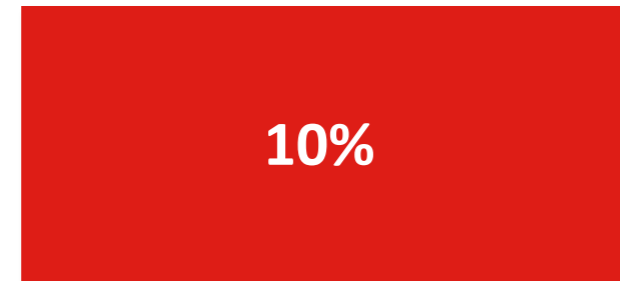
Fans

Need Convincing

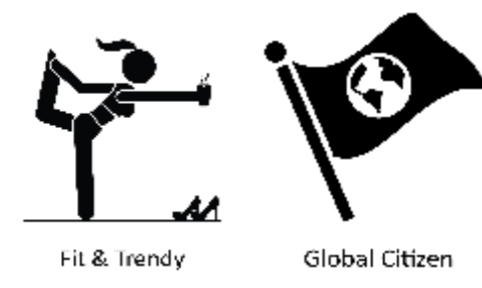
Not Interested

Know the name but not the music

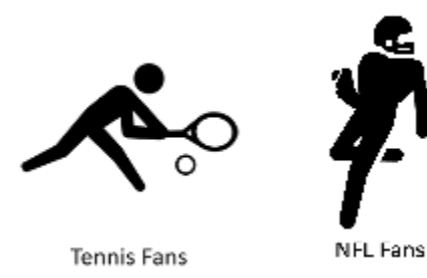
I don't know them at all



Love Seekers Basketball Casual Fans



Fit & Trendy Global Citizen



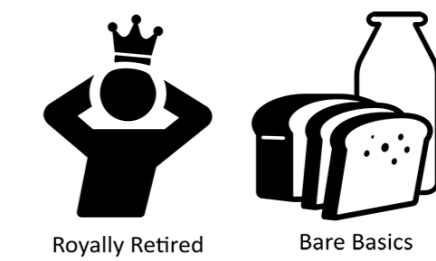
Tennis Fans NHL Fans



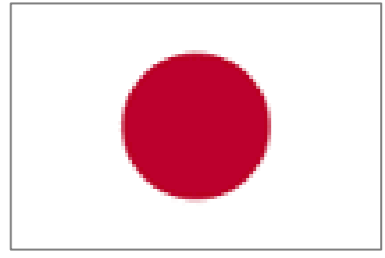
Travel Trendsetters Winter Sports Fans



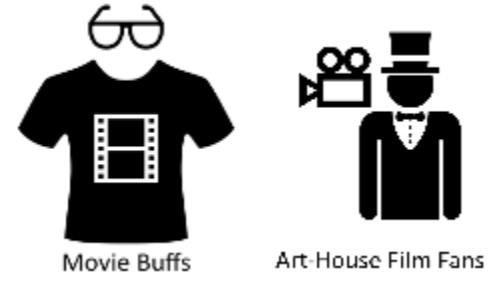
Creatives Gym Junkies



Royally Retired Bare Basics



Dan + Shay **Artist Affinity**



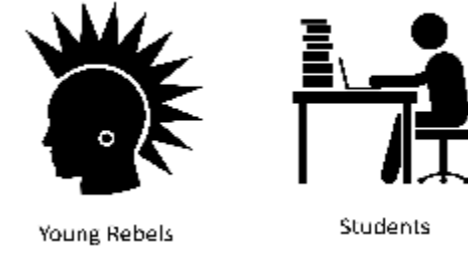
Super Fans



Fans



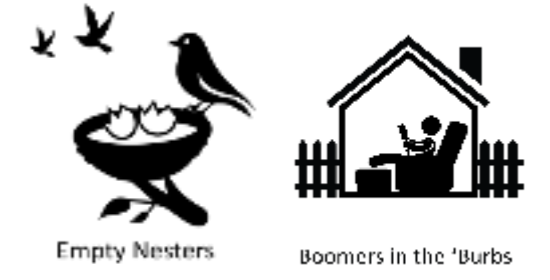
Need Convincing



Not Interested



Know the name but not the music



I don't know them at all

2%

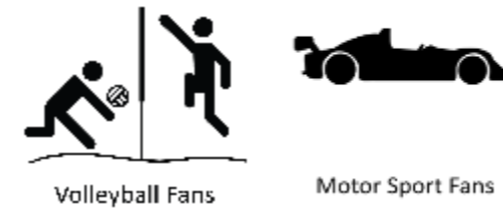
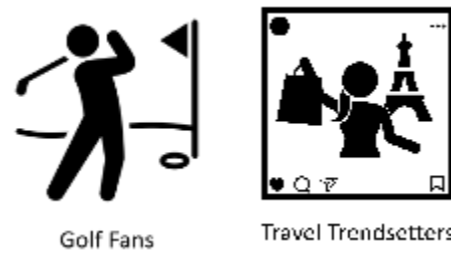
4%

9%

2%

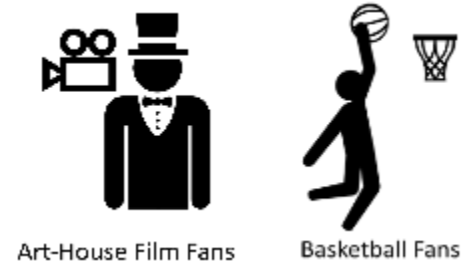
1%

82%





Dan + Shay **Artist Affinity**



Art-House Film Fans Basketball Fans

Super Fans



Avocado Millennials Young Professionals

Fans



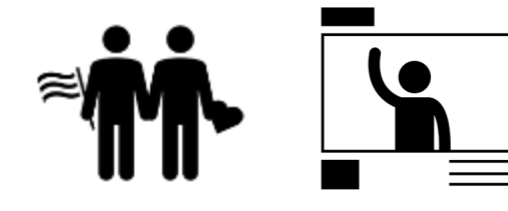
Power Executives Fit & Trendy

Need Convincing



Gamers Movie Buffs

Not Interested



Out & Proud Vlogger Fans

Know the name but not the music



Empty Nesters Book Worms

I don't know them at all

2%

6%

12%

3%

6%

71%



Sports Obsessed Love Seekers



High Spend Young Families



Family Values Bloggers



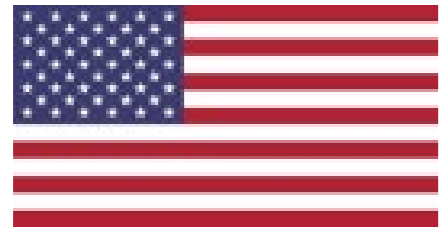
Martial Arts (e.g., UFC) Fans Pro Boxing Fans



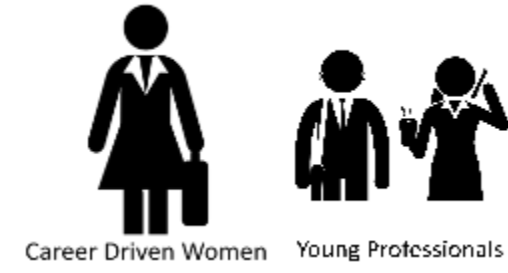
Binging Out Selfie Queens



Nature Lovers Bare Basics



Dan + Shay **Artist Affinity**



Career Driven Women Young Professionals



Easily Influenced Avocado Millenials



NBA Basketball Obsessed Fans Soccer Fans



Travel Trendsetters Counter Culture



Gamers NHL Obsessed Fans



Empty Nesters Boomers in the 'Burbs

Super Fans

Fans

Need Convincing

Not Interested

Know the name but not the music

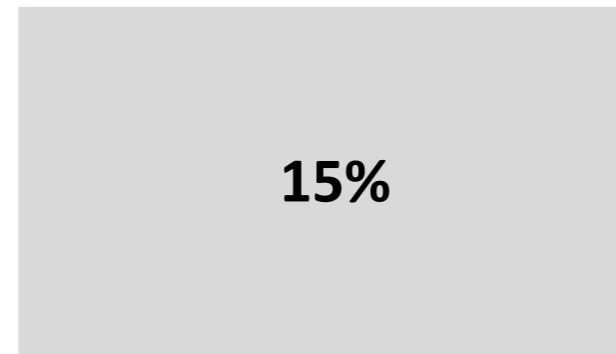
I don't know them at all



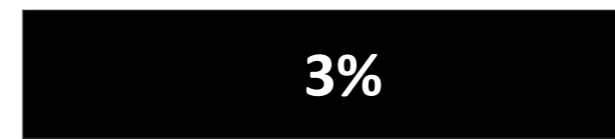
10%



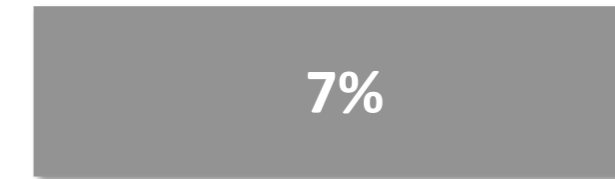
17%



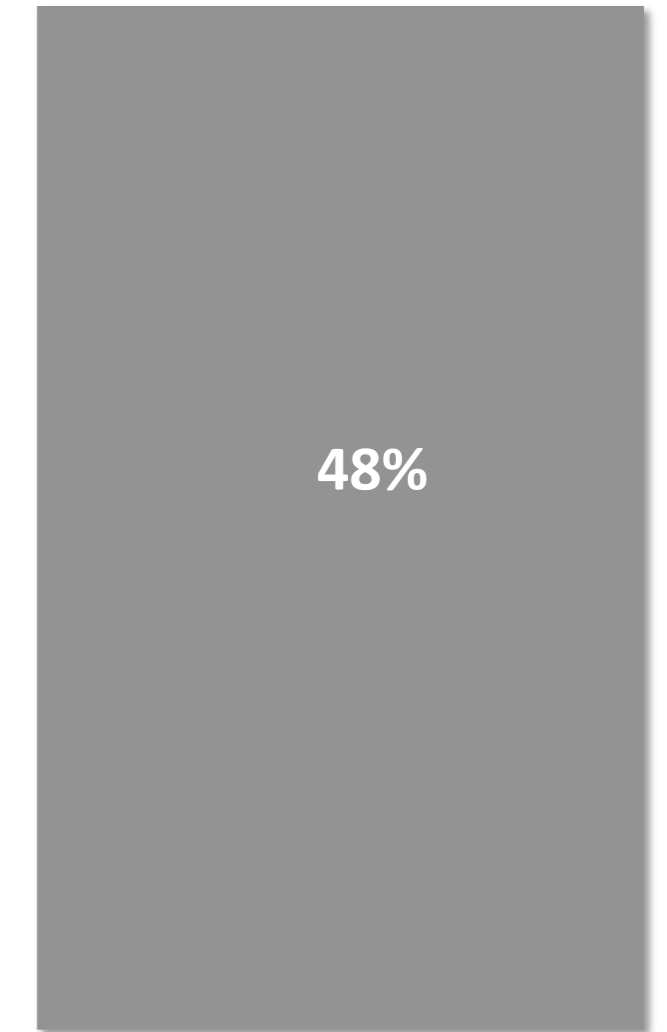
15%



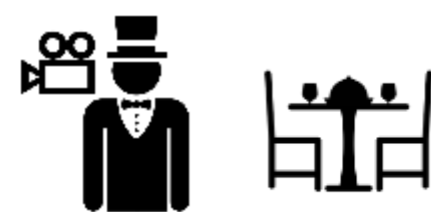
3%



7%



48%



Art-House Film Fans Foodies



Tech Heads Selfie Queens



Gym Junkies Love Seekers



Creatives MLB Baseball Casual Fans



Binging Out Ice Hockey Fans



Gaming Streamers Bare Basics

Now, let's dive into the ...

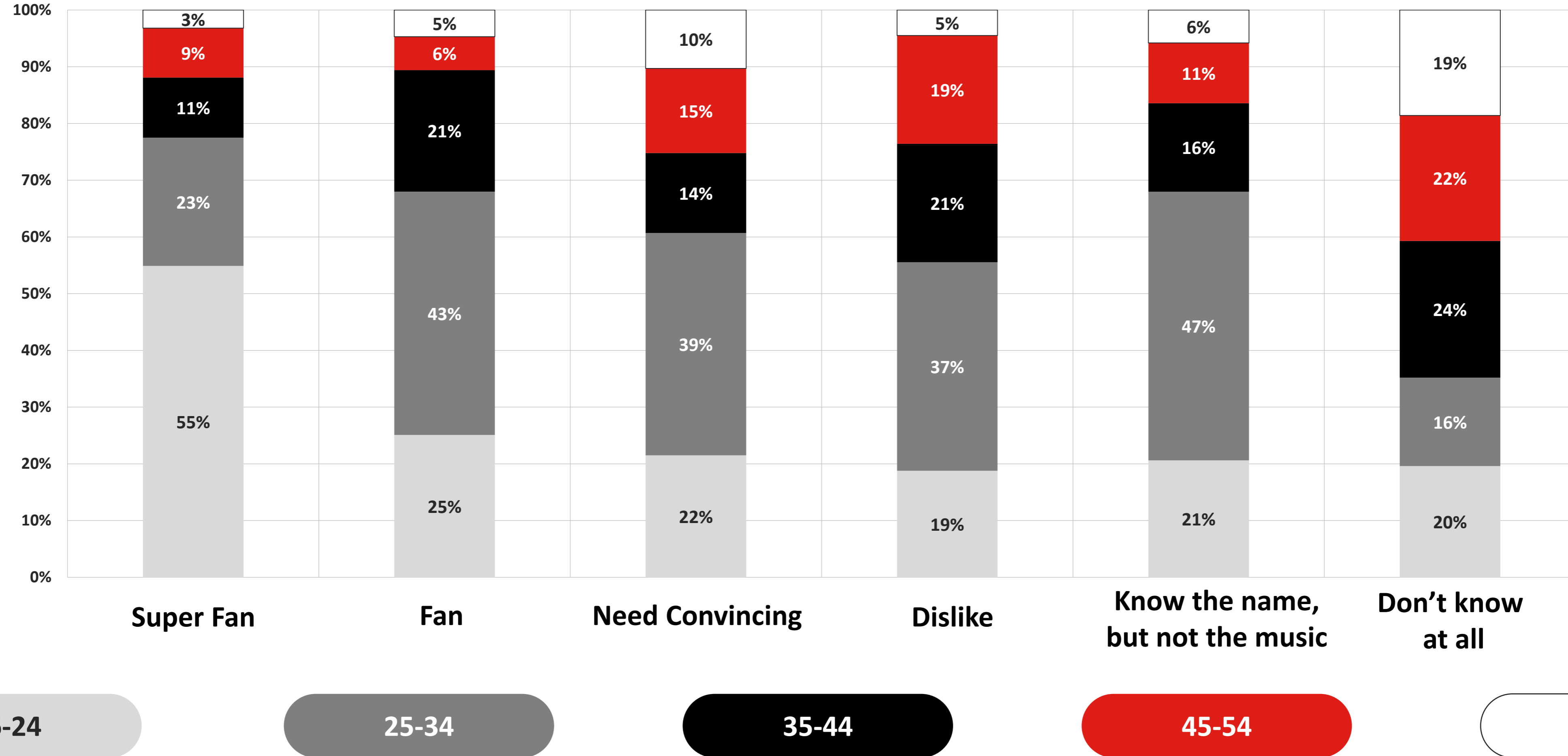
ARTIST AFFINITY & DEMOGRAPHIC BREAKDOWN.

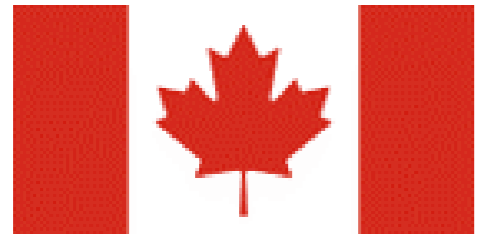


Affinity Demographics



Looking at age groups, we can see that Dan + Shay “Super Fans” are more likely to be 16-24. People aged 25-34 have high awareness compared to other age groups, but mostly sit outside of the “Super Fan” group.

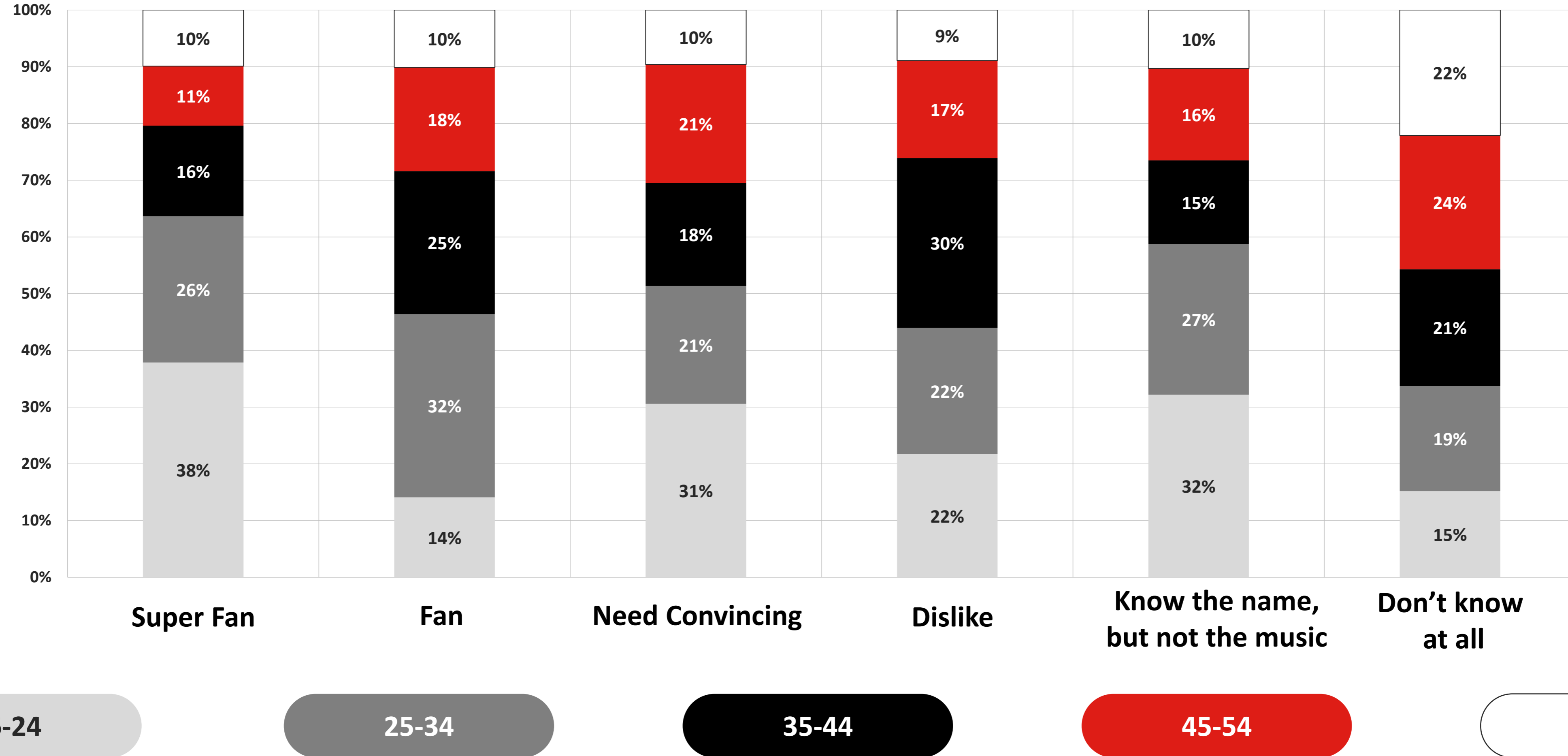


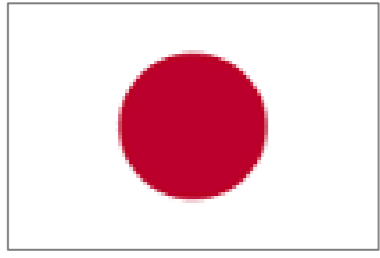


Affinity Demographics



Looking at age groups, we can see that Dan + Shay “Super Fans” in Canada are more likely to be 16-24. They are also the biggest age group for “Need Convincing” and “Know the name, but not the music”.

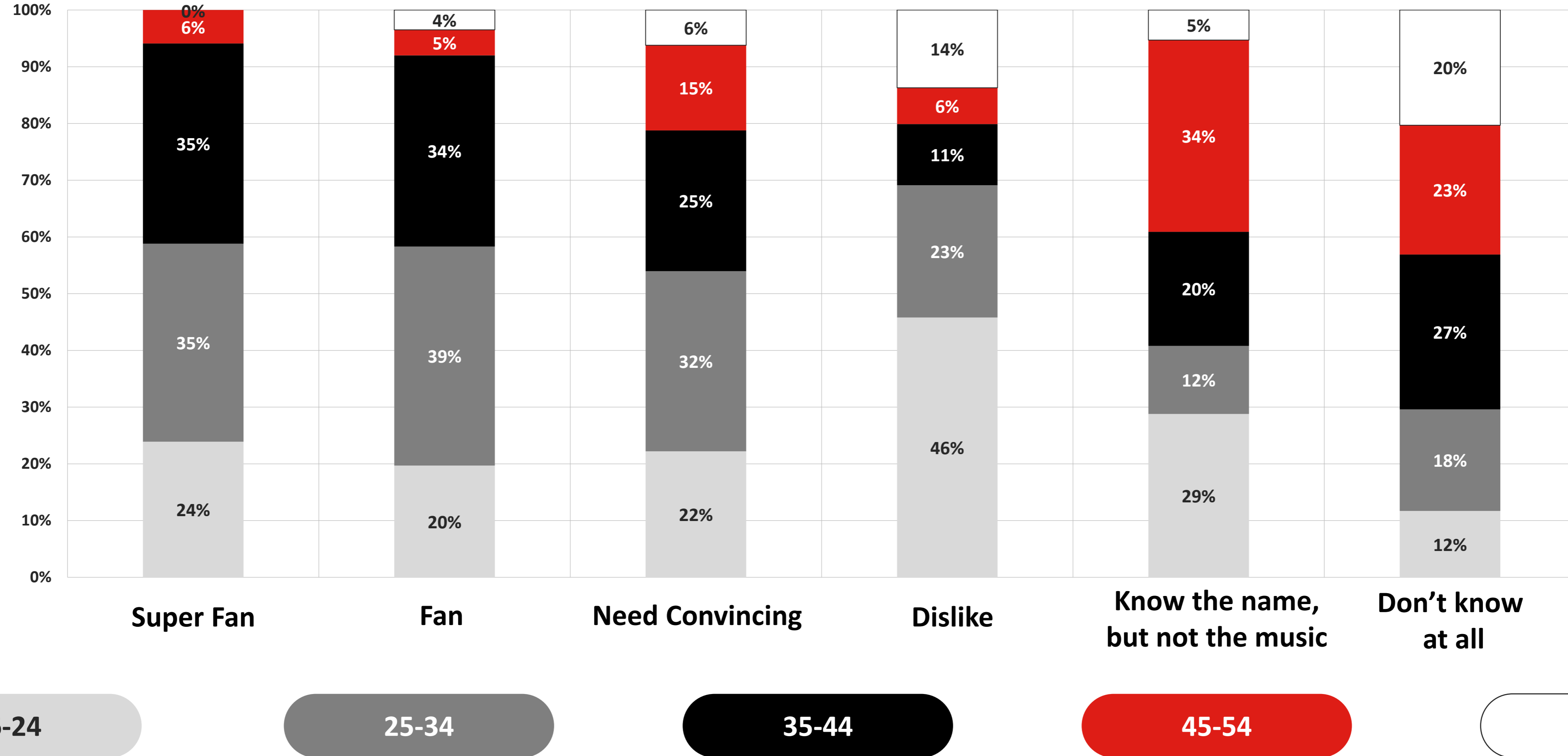




Affinity Demographics



“Super Fans”, “Fans”, “Need Convincing”, and “Dislike” are each more likely to be under 45. There’s a large proportion of people age 16-24 in the “Dislike” Group – but it is important to note this sector only represents a small percent (2%) of the population.

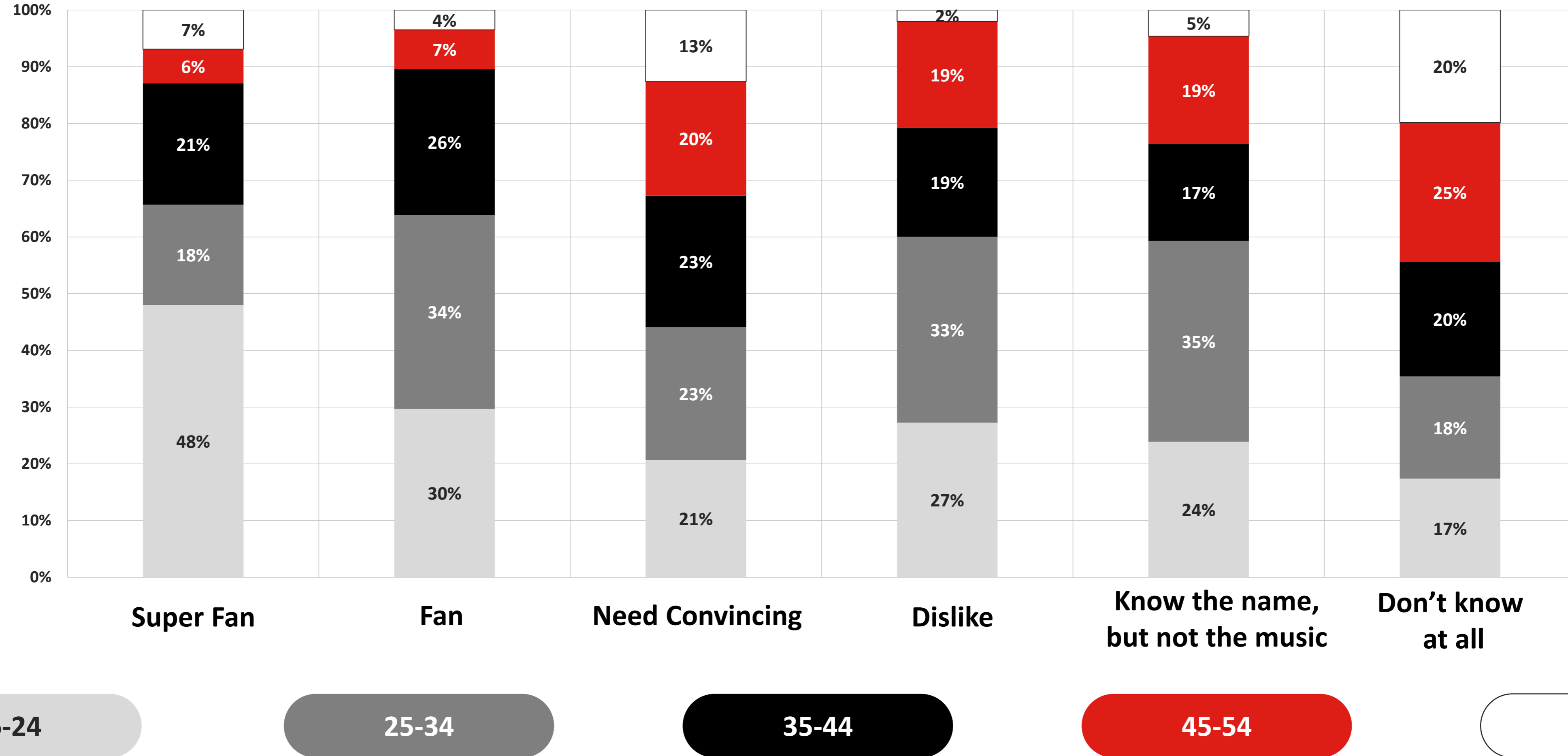


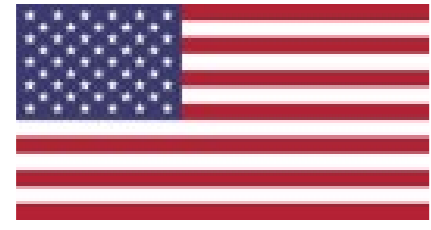


Affinity Demographics



Like Canada and Australia, “Super Fans” tend to be aged 16-24. People aged 25-34 make up a larger proportion of “Fans” as well as “Dislike” and “Know the Name but not the Music”.

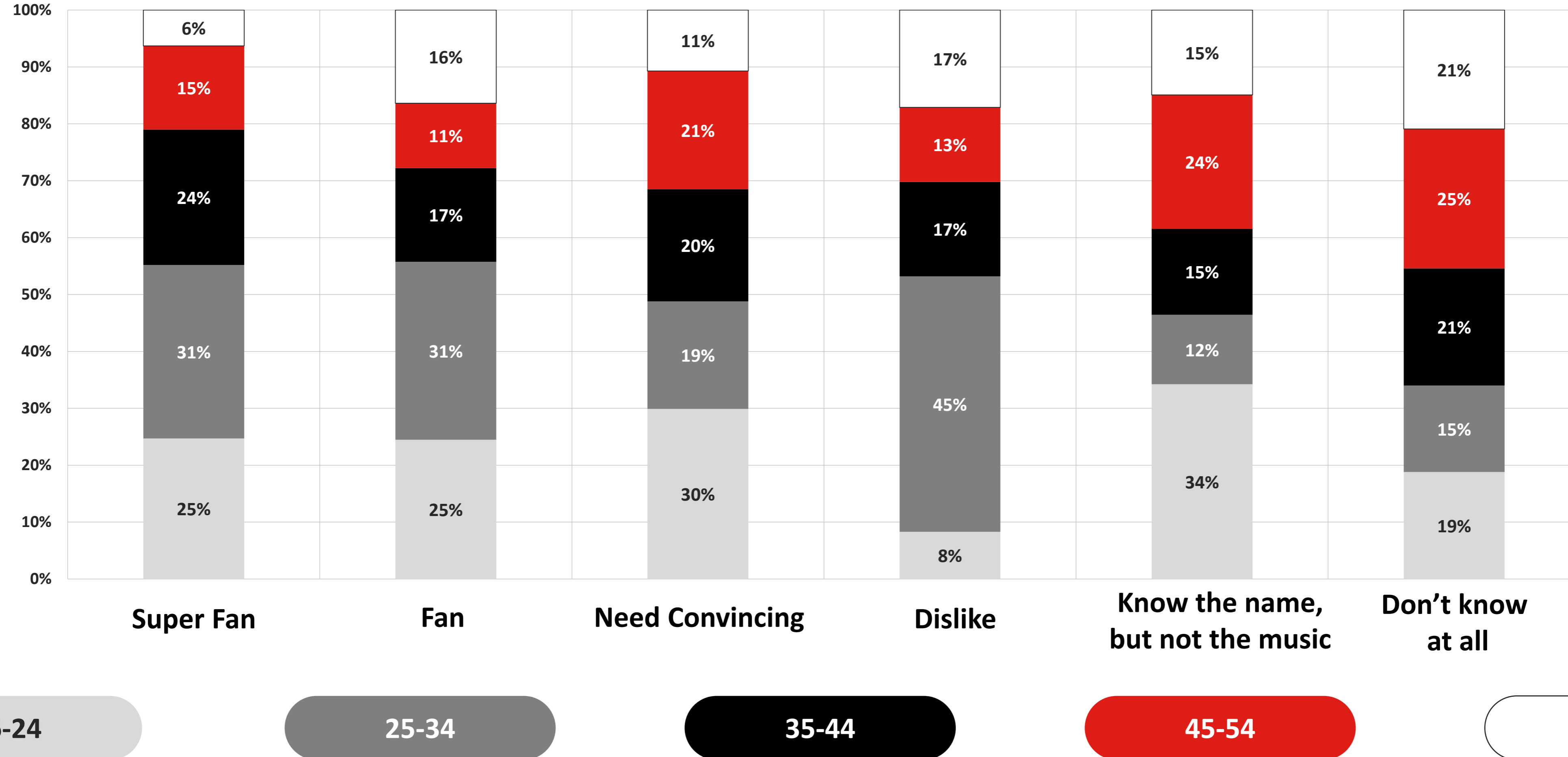




Affinity Demographics



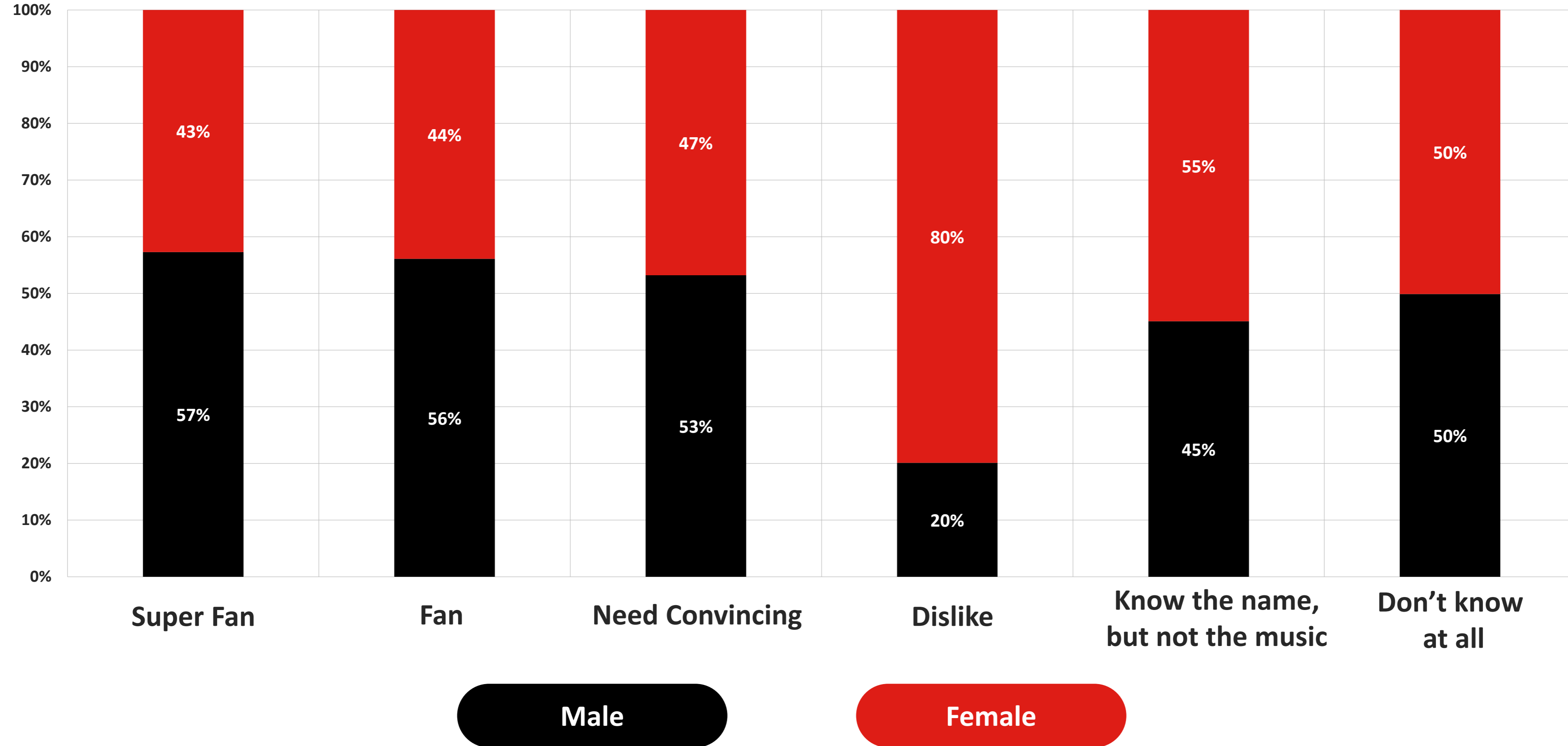
“Super Fans” and “Fans” are mostly aged between 16 and 34.
There’s a large proportion of people 25-34 in the “Dislike” Group – but it is important to note this sector only represents a small percent (3%) of the population.

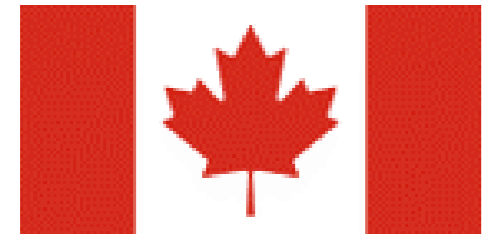




Affinity Demographics

“Super Fans” and “Fans” tend to skew slightly towards males. People who “Dislike” are predominantly female - but it is important to note this sector only represents a small percent (2%) of the population..

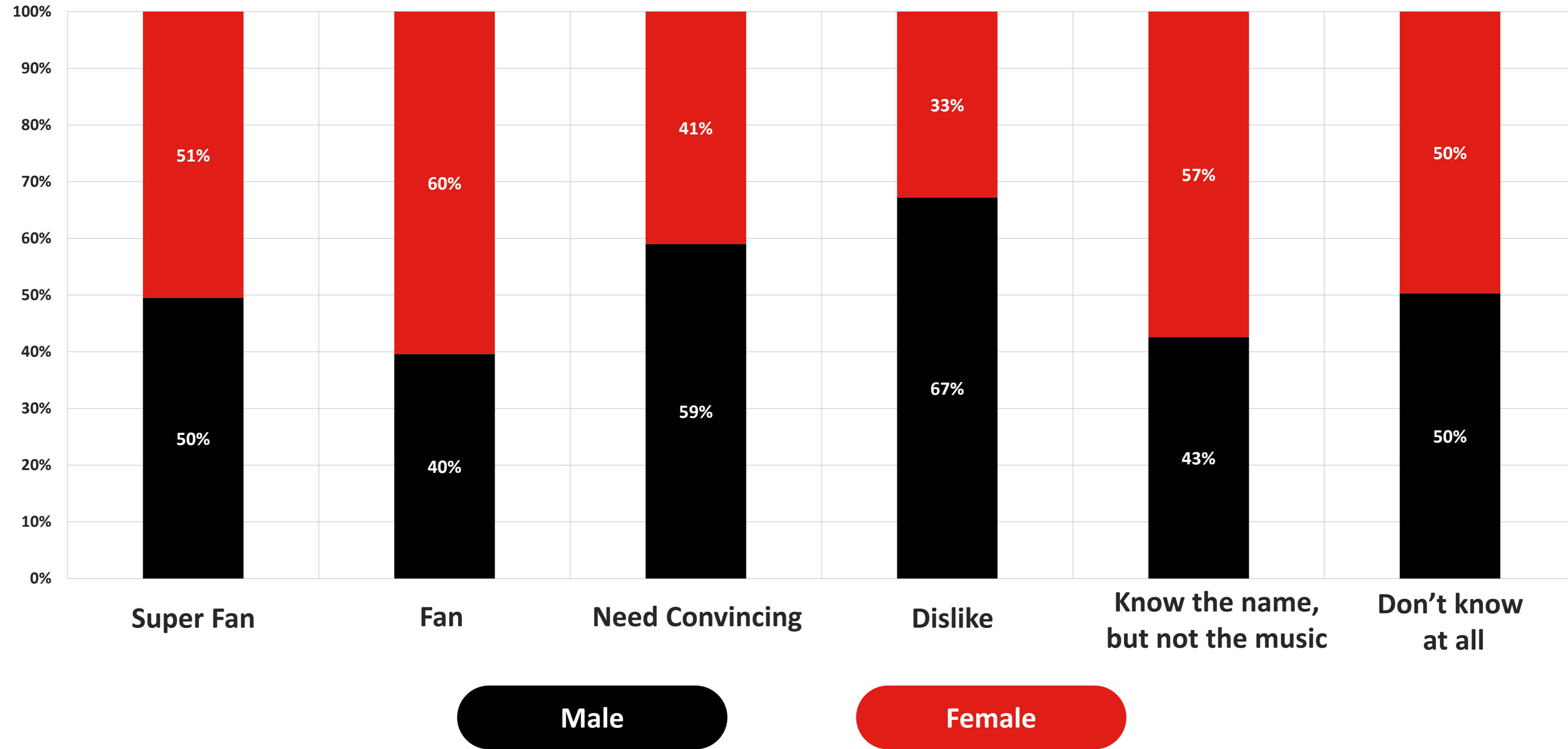


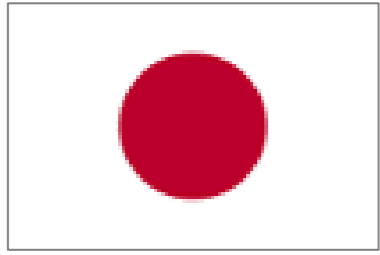


Affinity Demographics



“Super Fans” have an even gender split while “Fans” skew female. “Dislike” and “Need Convincing” skew male.

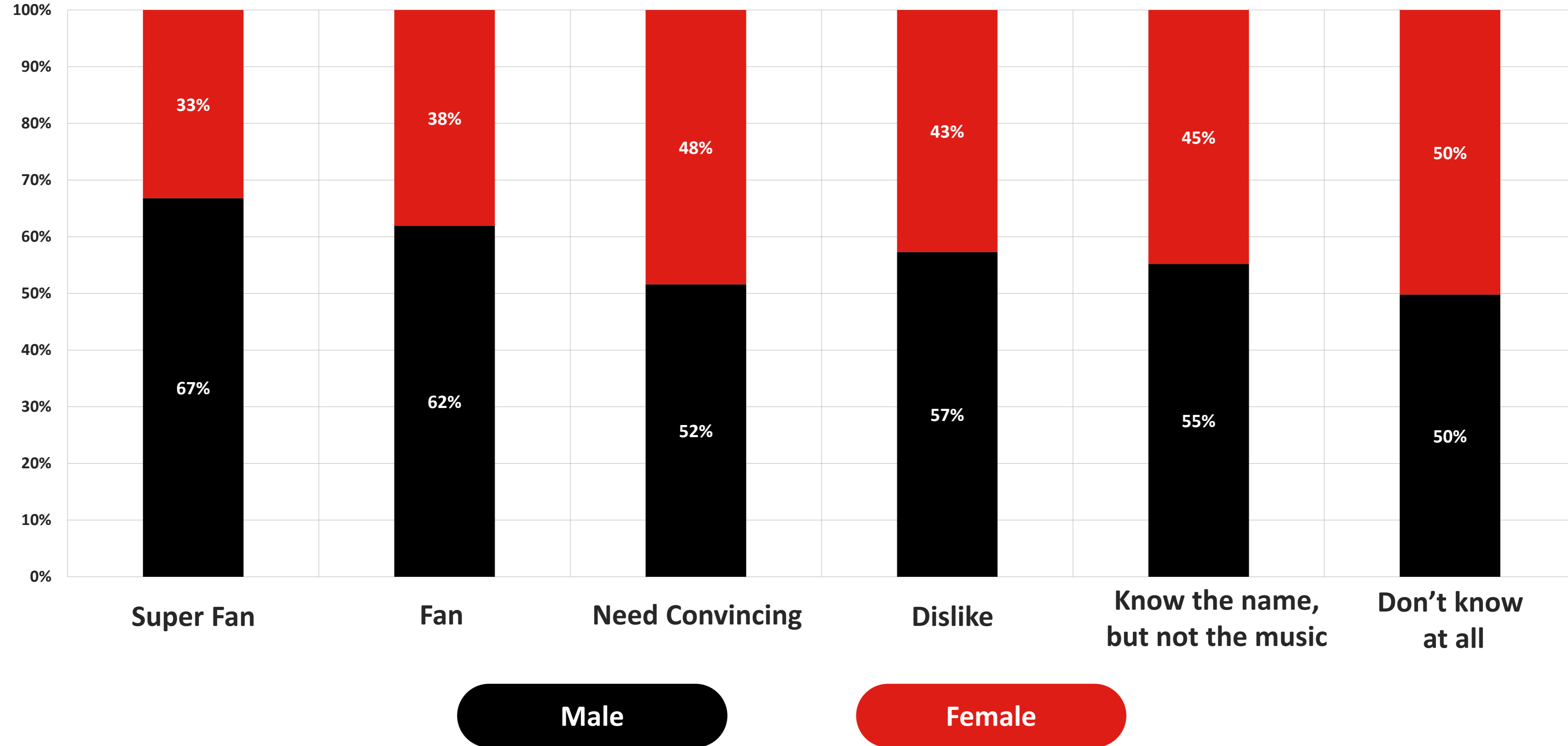




Affinity Demographics



“Super Fans” and “Fans” skew male. “Don’t know at all” has the highest proportion of females.

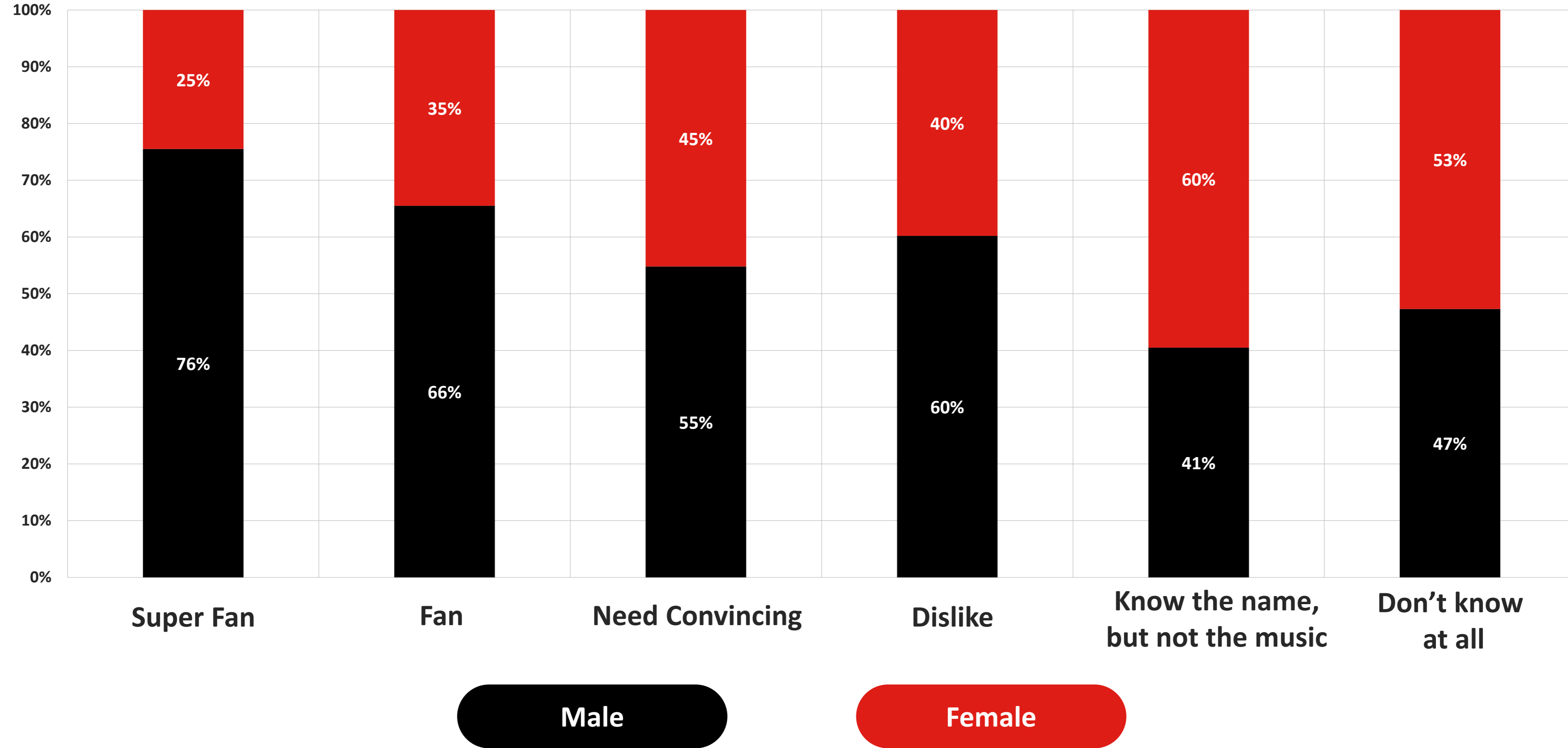


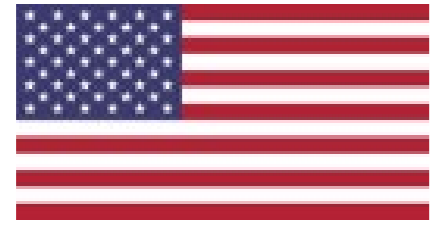


Affinity Demographics



“Super Fans” and “Fans” skew male. “Know the name but not the music” and “Don’t know at all” skew female.

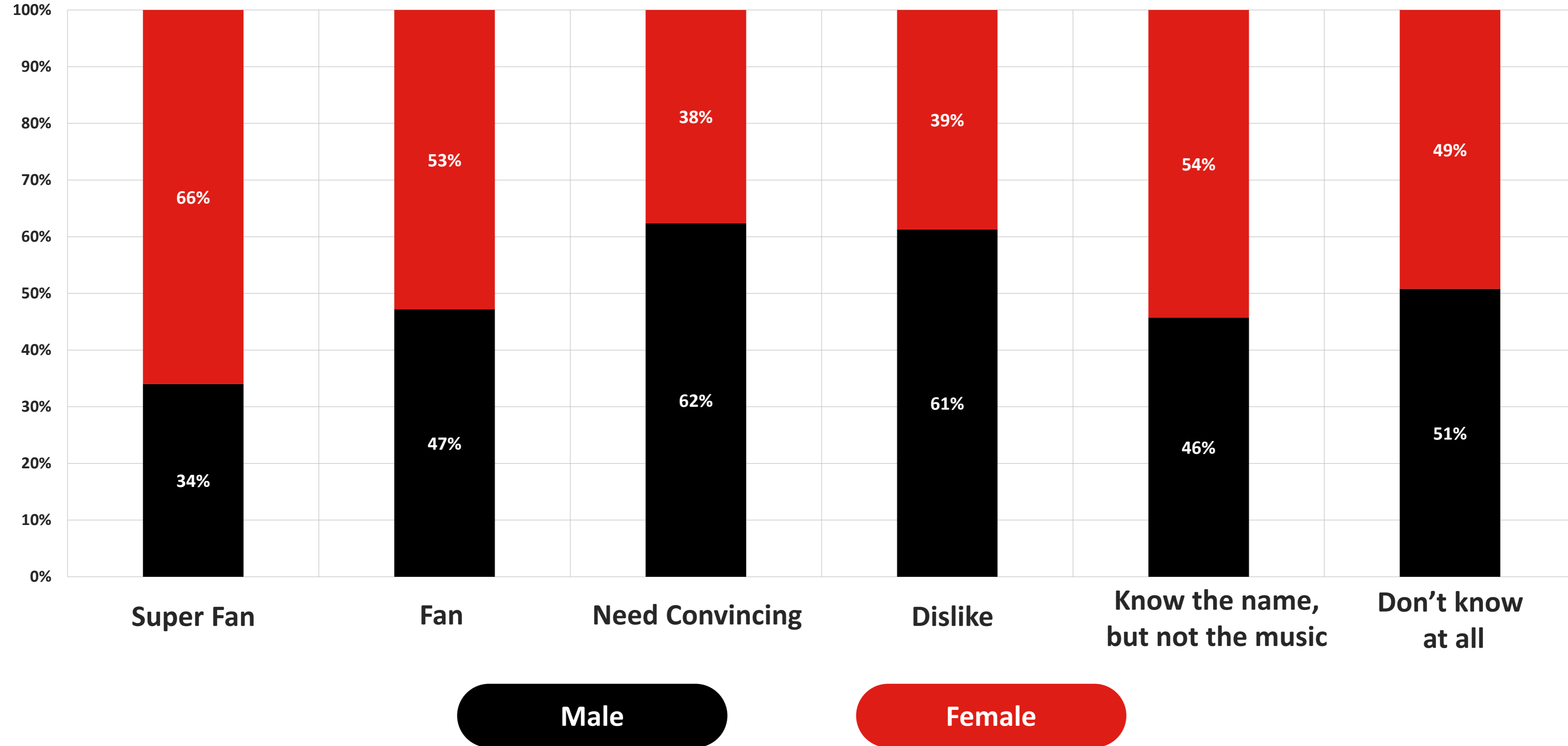




Affinity Demographics



“Super Fans” skew female while “Fans” have a more even gender split. The “Need Convincing” and “Dislike” Affinity groups have a male skew.



Finally, focus on the ...

FAN PROFILES.

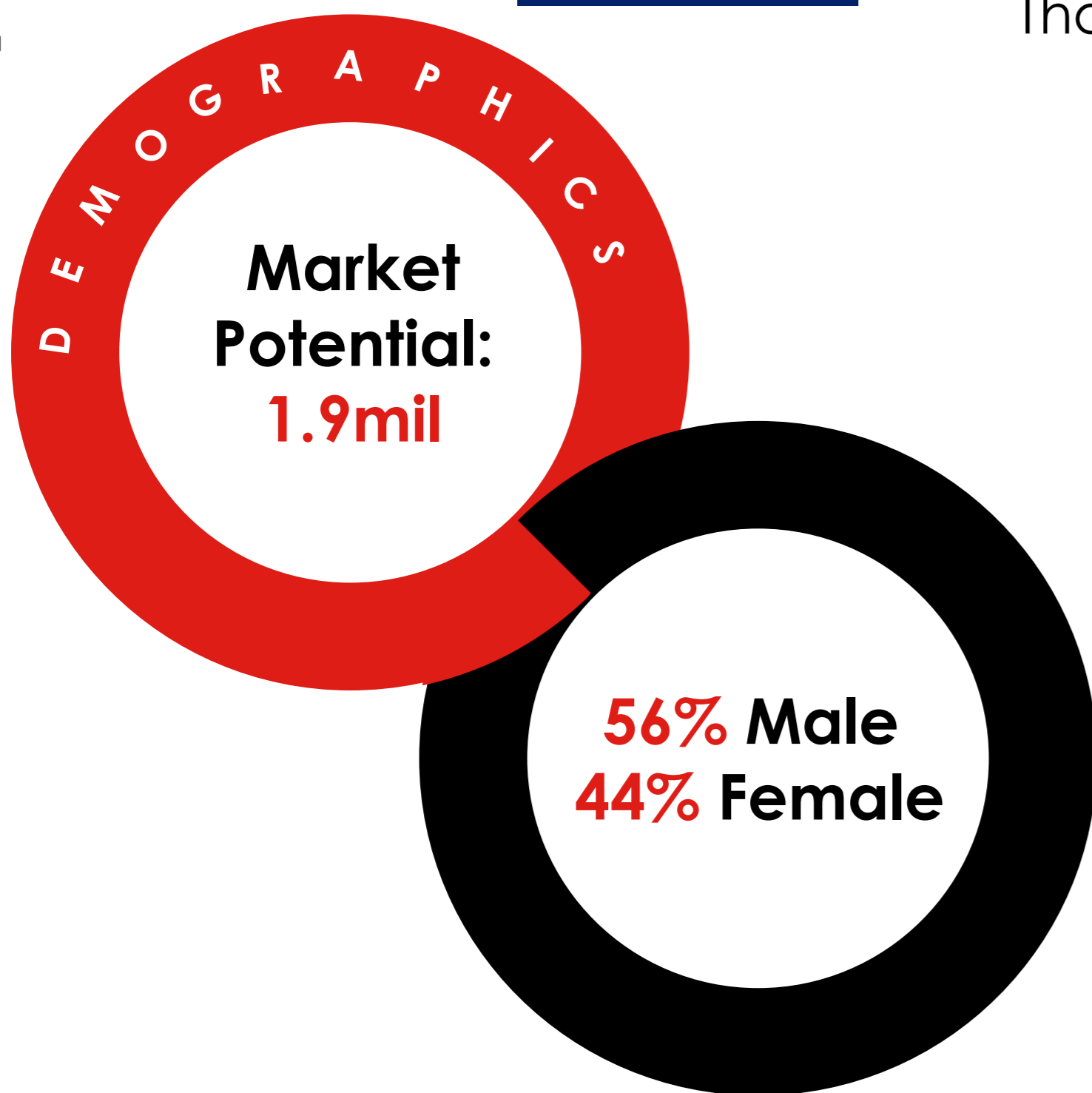


dna



Dan + Shay Fan Profile

Those who are Super Fans or Fans of Dan + Shay



Fast Facts



Live in **Suburban Areas**, however **46%** live in **Urban Areas**, which is **1.9x** the general population



More likely to care strongly about **Anti-Bullying** causes

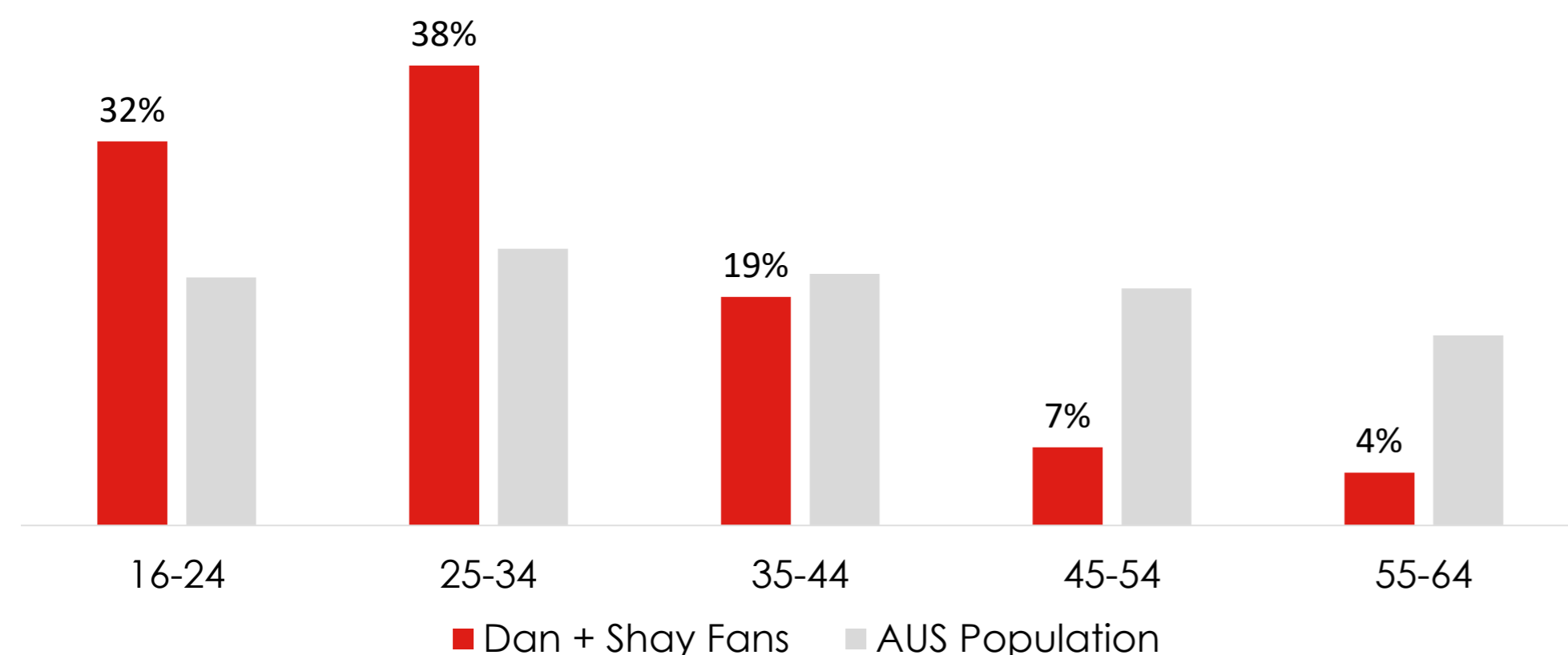


More likely to follow their favorite artists online because they **trust them when they comment on or recommend products, services, content, other people to check-out, etc.**

Top Attitudes



Age



Interests

- Eating Out
- Films / Cinema
- Cooking
- Health Foods / Drinks
- Fitness / Exercise

Household Income

Top 10%	7%
Top 25%	28%
Mid 50%	52%
Bottom 25%	11%

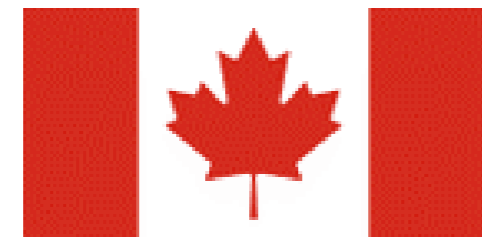
% of the population

Education

- University Degree **36%**
- Post graduate degree **126ix**

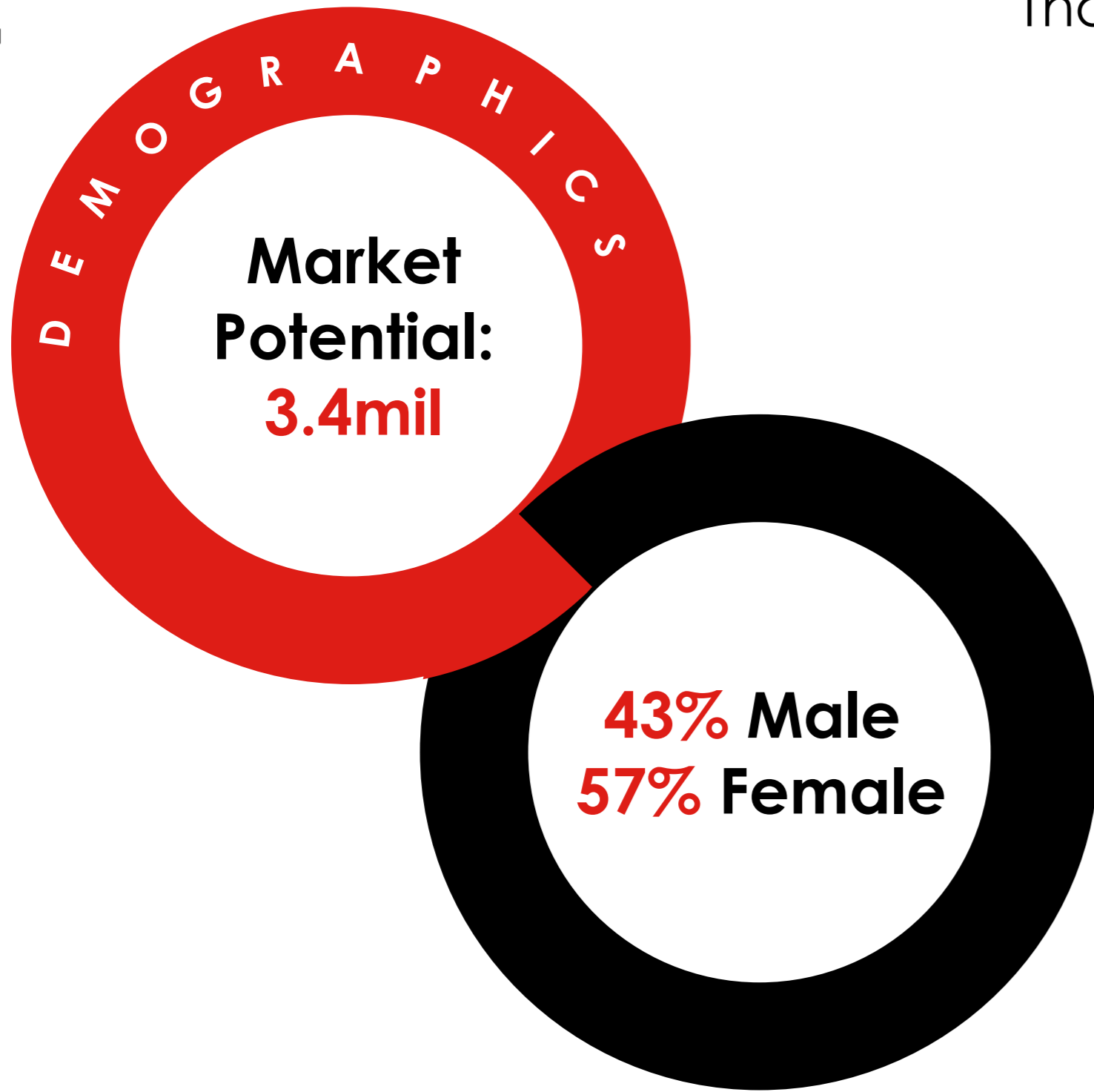
Employment Status

- Full-time worker **53%**
- Part-time worker **132ix**



Dan + Shay Fan Profile

Those who are Super Fans or Fans of Dan + Shay



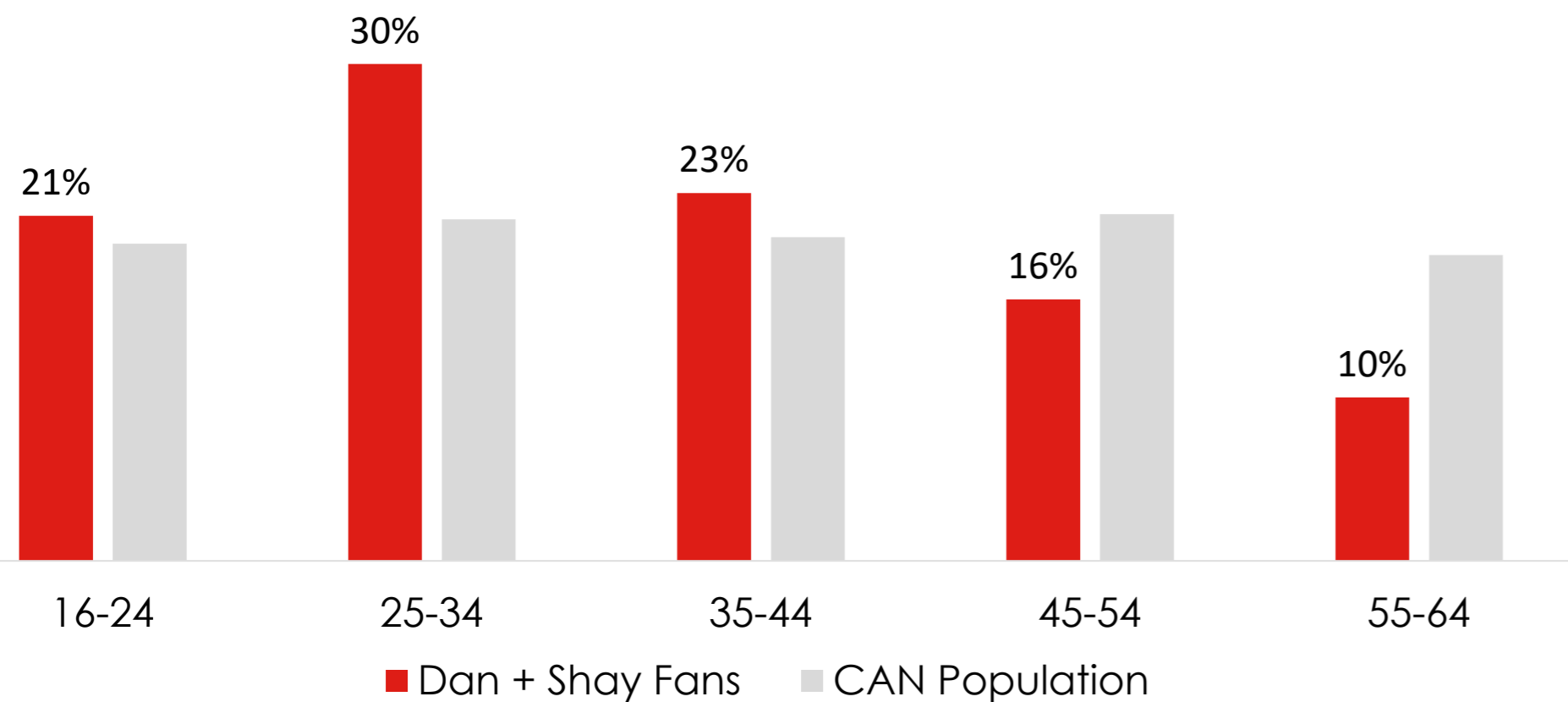
Fast Facts

- 48%** Live in **Urban Areas**, which is similar to the general population
- 1.8x** More likely to care strongly about **Gender Equality** causes
- 1.3x** More likely to follow their favorite artists online because they **trust them when they comment on or recommend products, services, content, other people to check-out, etc.**

Top Attitudes



Age



Interests

- Beauty / Cosmetics
- Handicrafts
- Charities / Volunteering
- Celebrity News / Gossip
- Fashion

Household Income

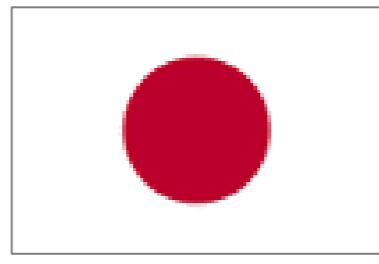
- Top 10% **9%**
 - Top 25% **31%**
 - Mid 50% **46%**
 - Bottom 25% **18%**
- % of the population

Education

- University Degree **39%**
- University Degree **123ix**

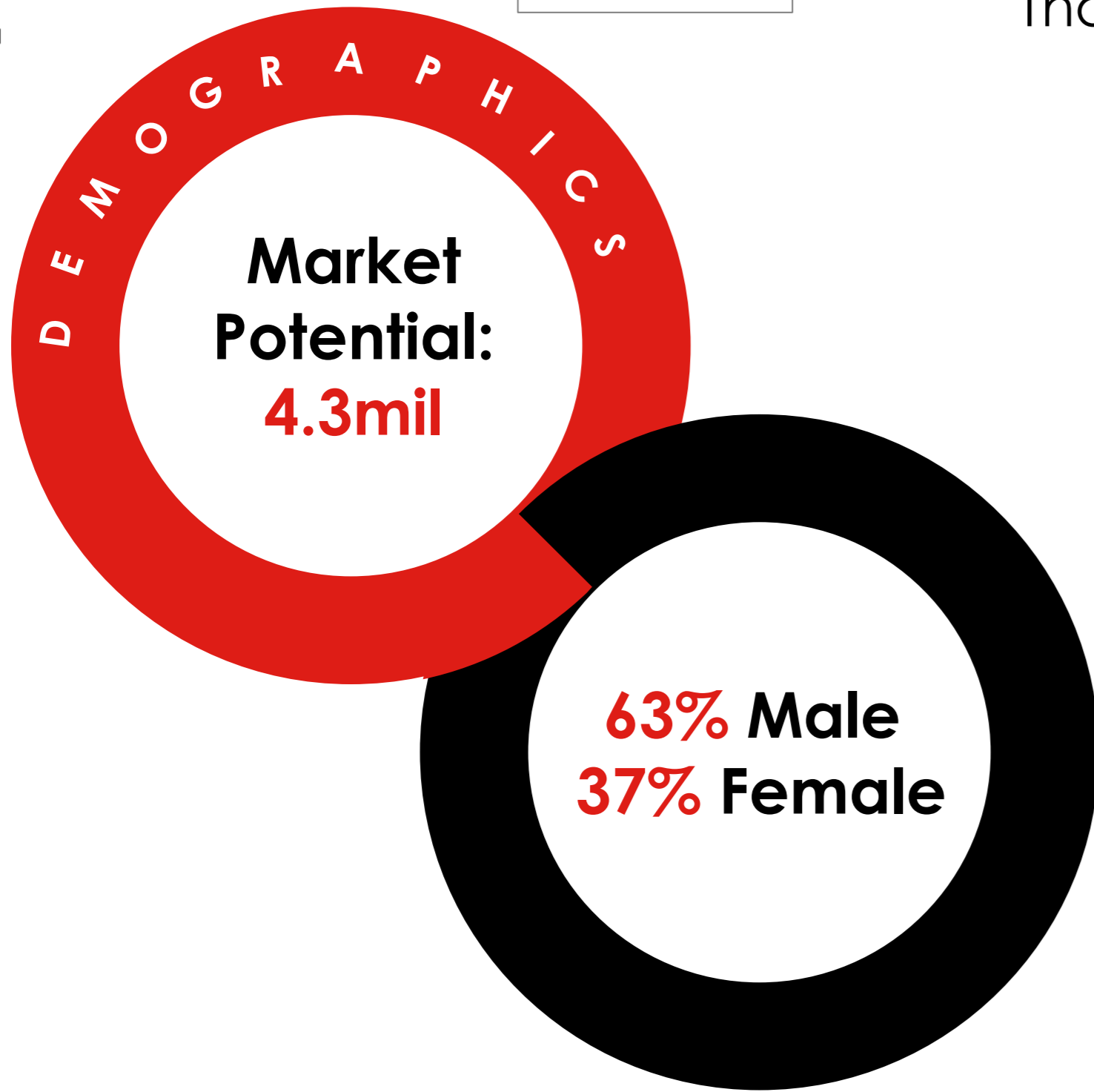
Employment Status

- Full-time worker **59%**
- Full-time parent **174ix**



Dan + Shay Fan Profile

Those who are Super Fans or Fans of Dan + Shay



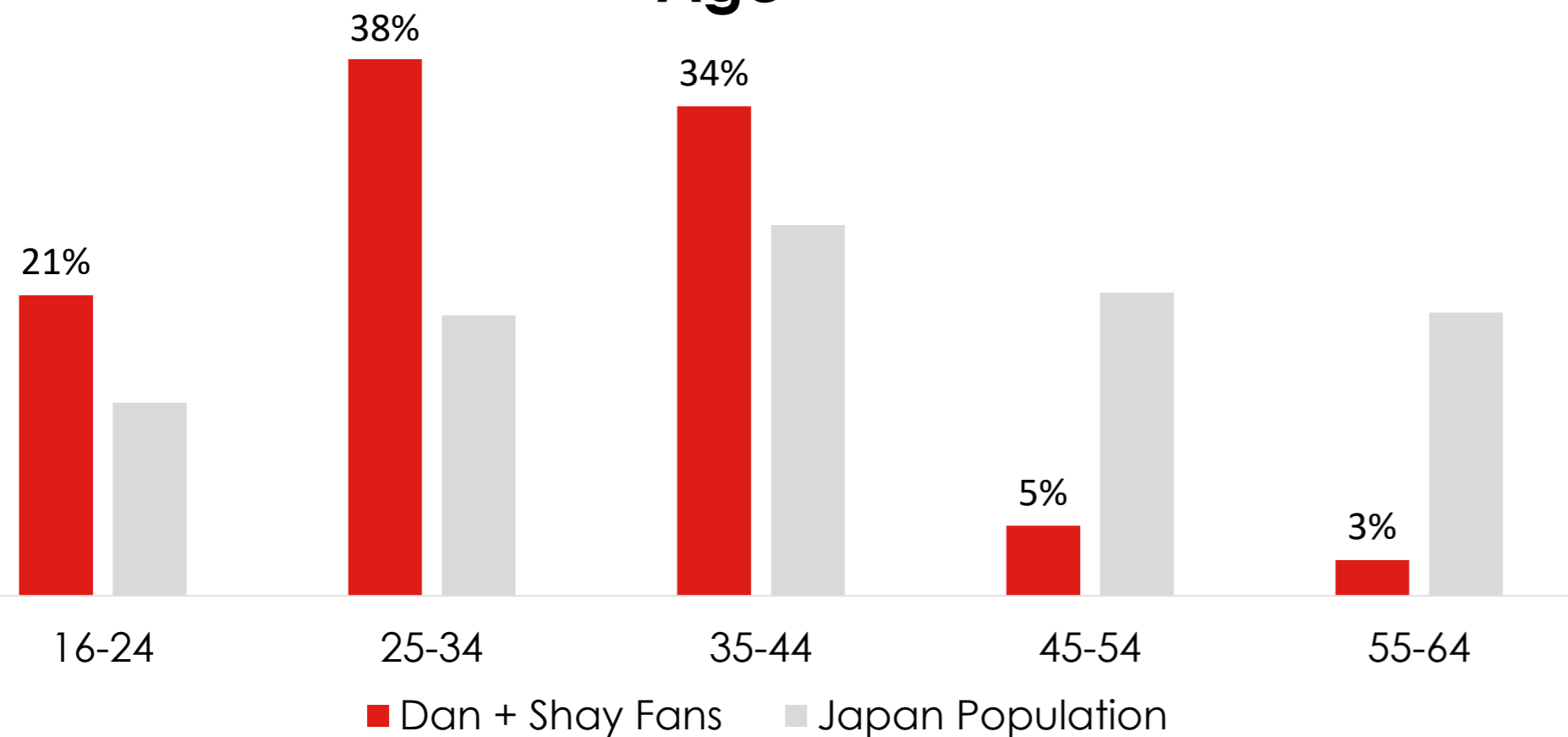
Fast Facts

- 56%** Live in **Urban** Areas which is **1.5x** the general population
- 1.9x** More likely to care strongly about **Environmental** causes
- 3.3x** More likely to follow their favorite artists online because they **value their opinions and views on social, political, or cultural matters, or life in general**

Top Attitudes



Age



Interests

- Films / Cinema
- Eating Out
- Watching Sport
- Gaming
- Health Foods / Drinks

Household Income

- Top 10% **20%**
 - Top 25% **41%**
 - Mid 50% **44%**
 - Bottom 25% **13%**
- % of the population

Education

- University Degree **69%**
- University Degree **136ix**

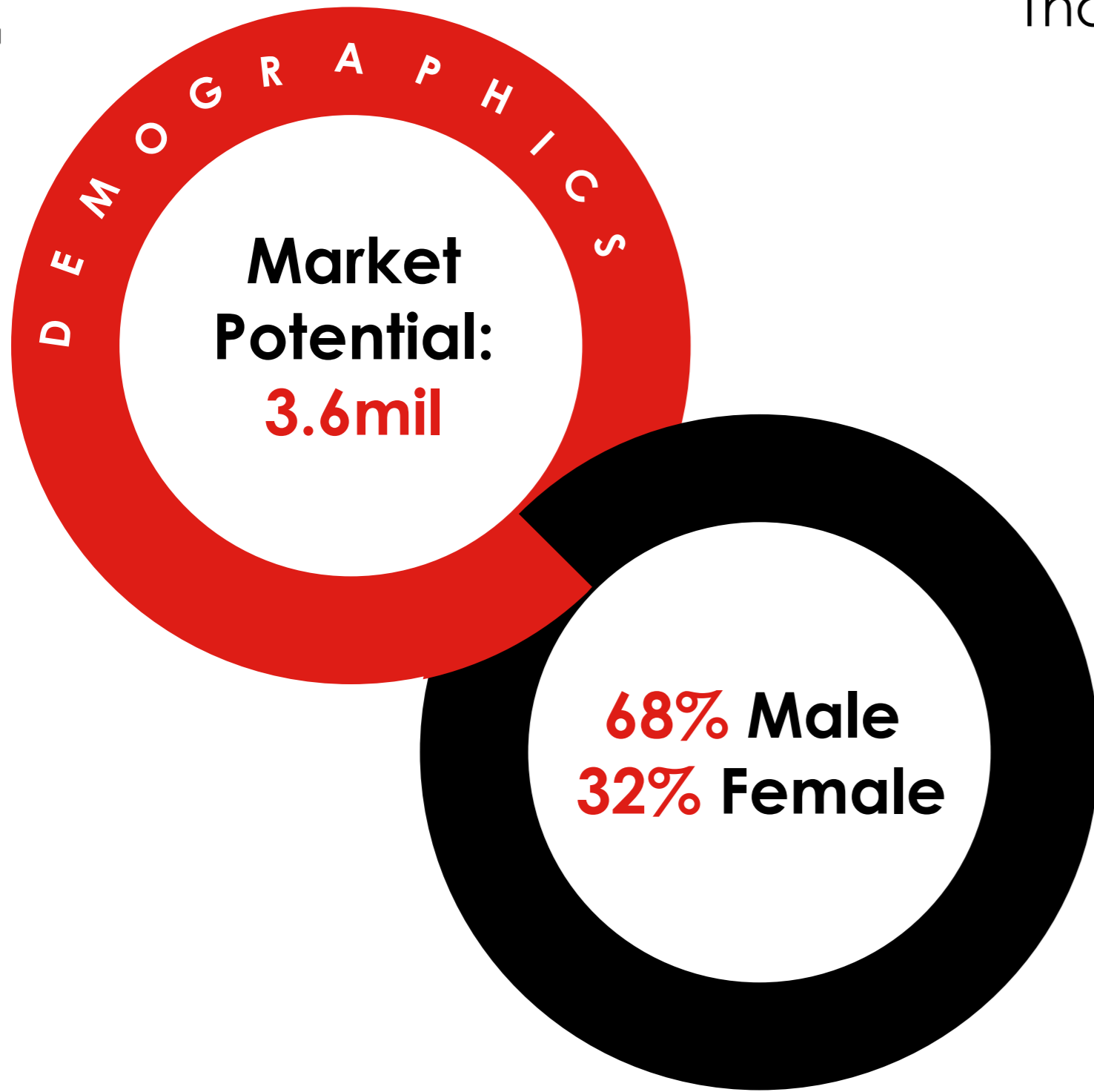
Employment Status

- Full-time worker **62%**
- Full-time worker **160ix**



Dan + Shay Fan Profile

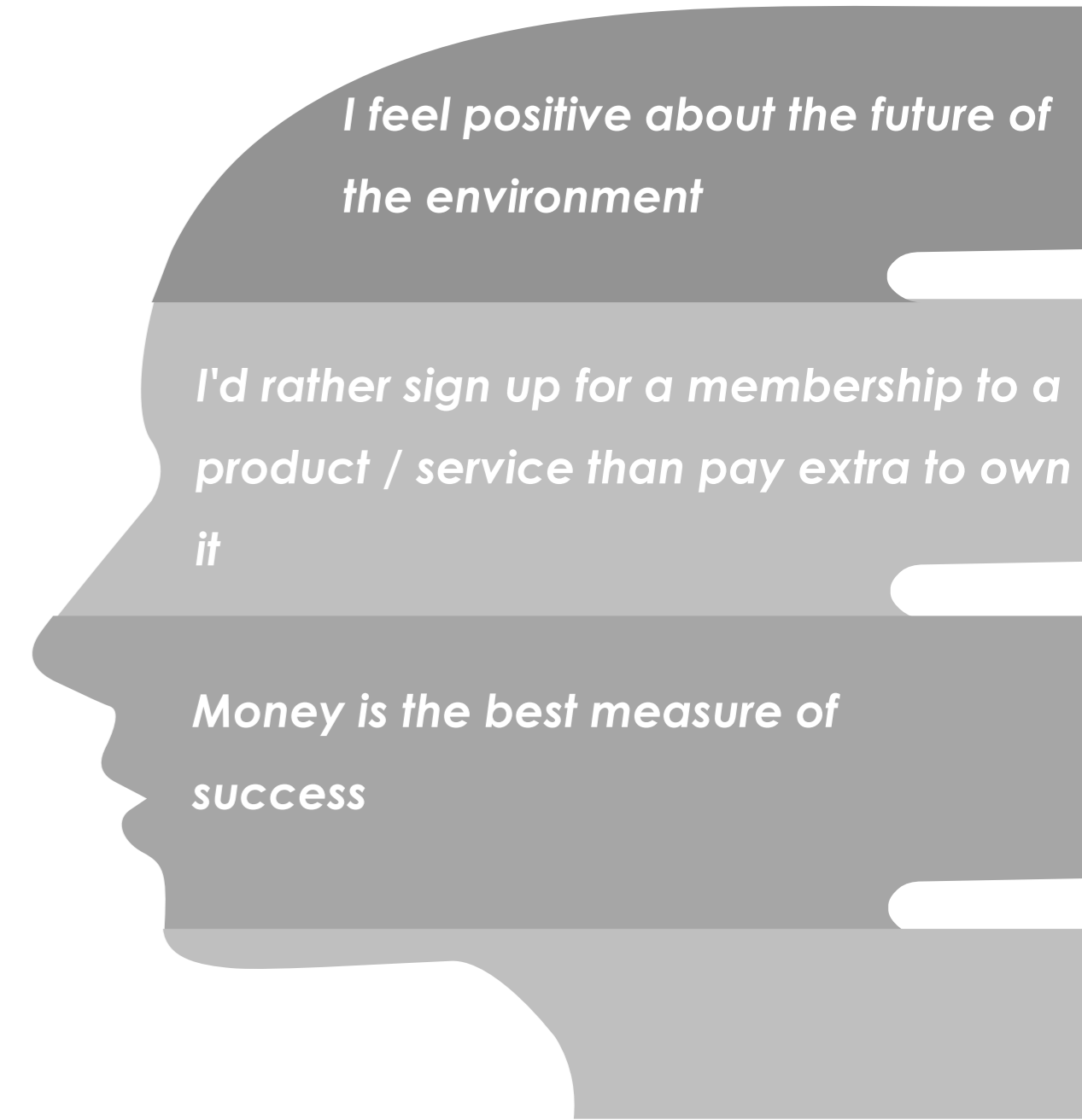
Those who are Super Fans or Fans of Dan + Shay



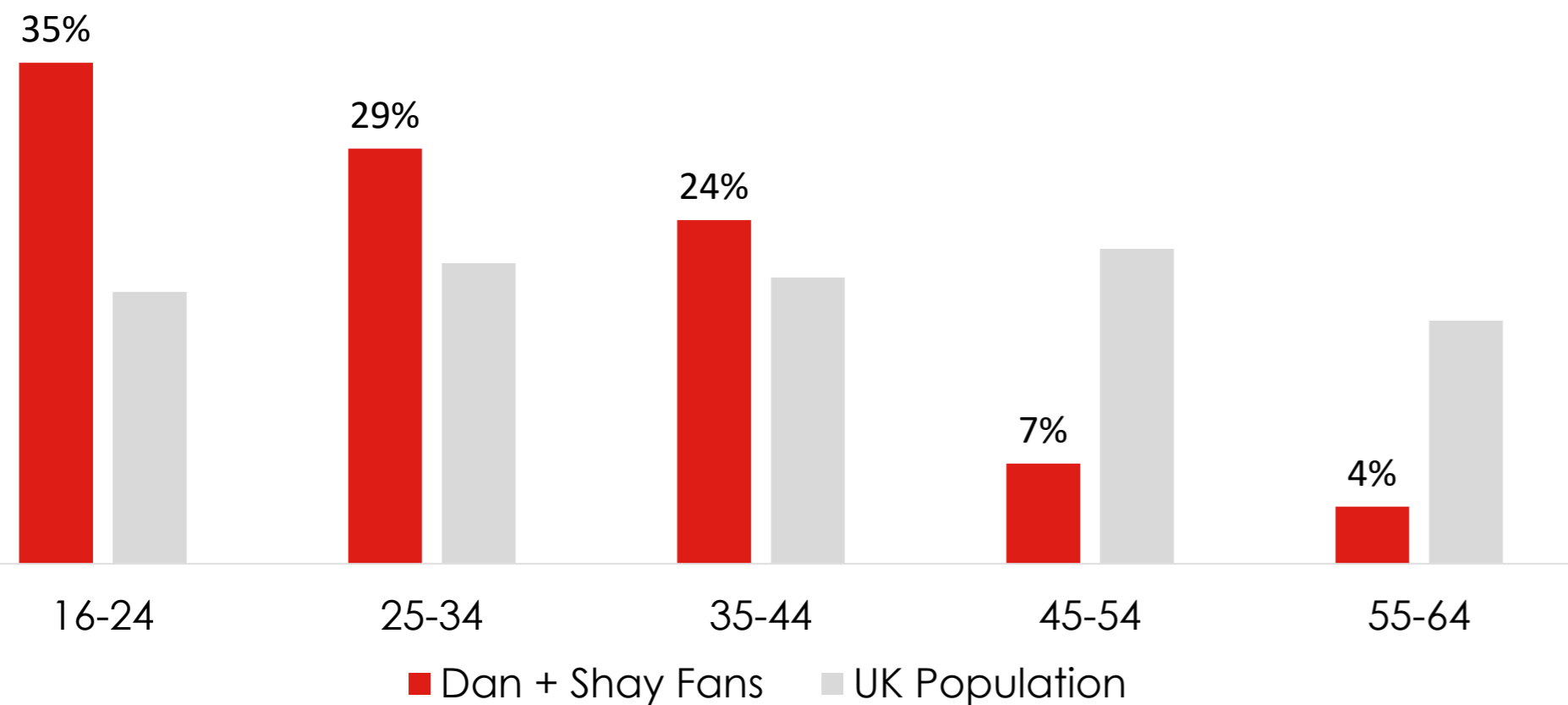
Fast Facts

- 51%** Live in **Urban Areas** which is **1.6x** the general population
- 1.5x** More likely to care strongly about **Anti-Bullying** causes
- 2.6x** More likely to follow their favorite artists online because they **trust them when they comment on or recommend products, services, content, other people to check-out, etc.**

Top Attitudes



Age



Interests

- Food & Drink
- Travel
- Technology
- Watching Sport
- Gadgets

Household Income

Top 10%	15%
Top 25%	38%
Mid 50%	40%
Bottom 25%	21%

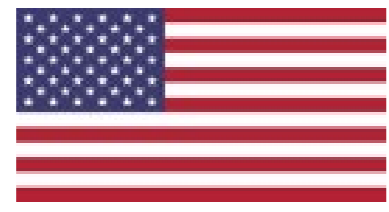
% of the population

Education

- University Degree **43%**
- Post Graduate Degree **150ix**

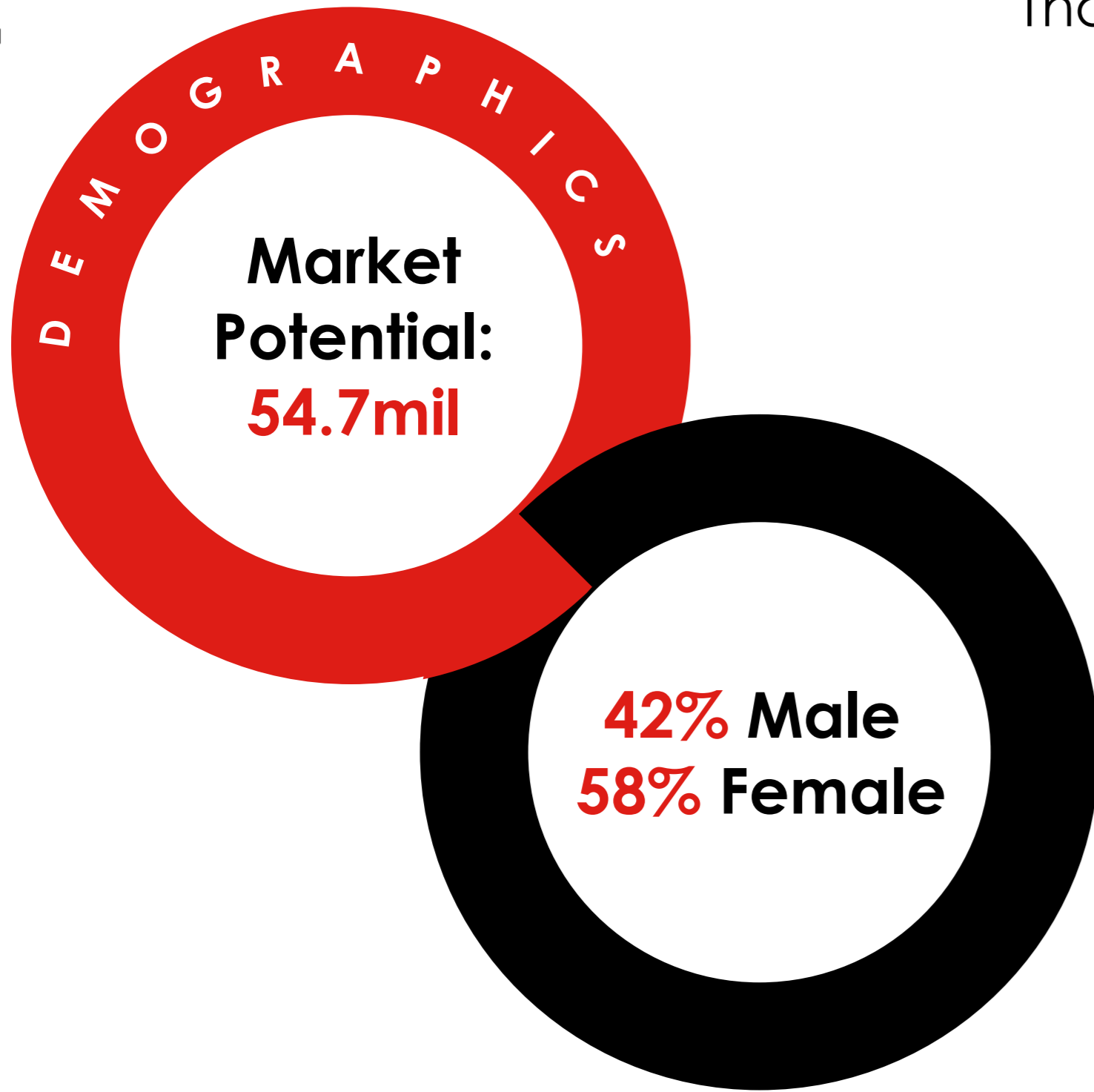
Employment Status

- Full-time worker **72%**
- Full-time parent **136ix**



Dan + Shay Fan Profile

Those who are Super Fans or Fans of Dan + Shay



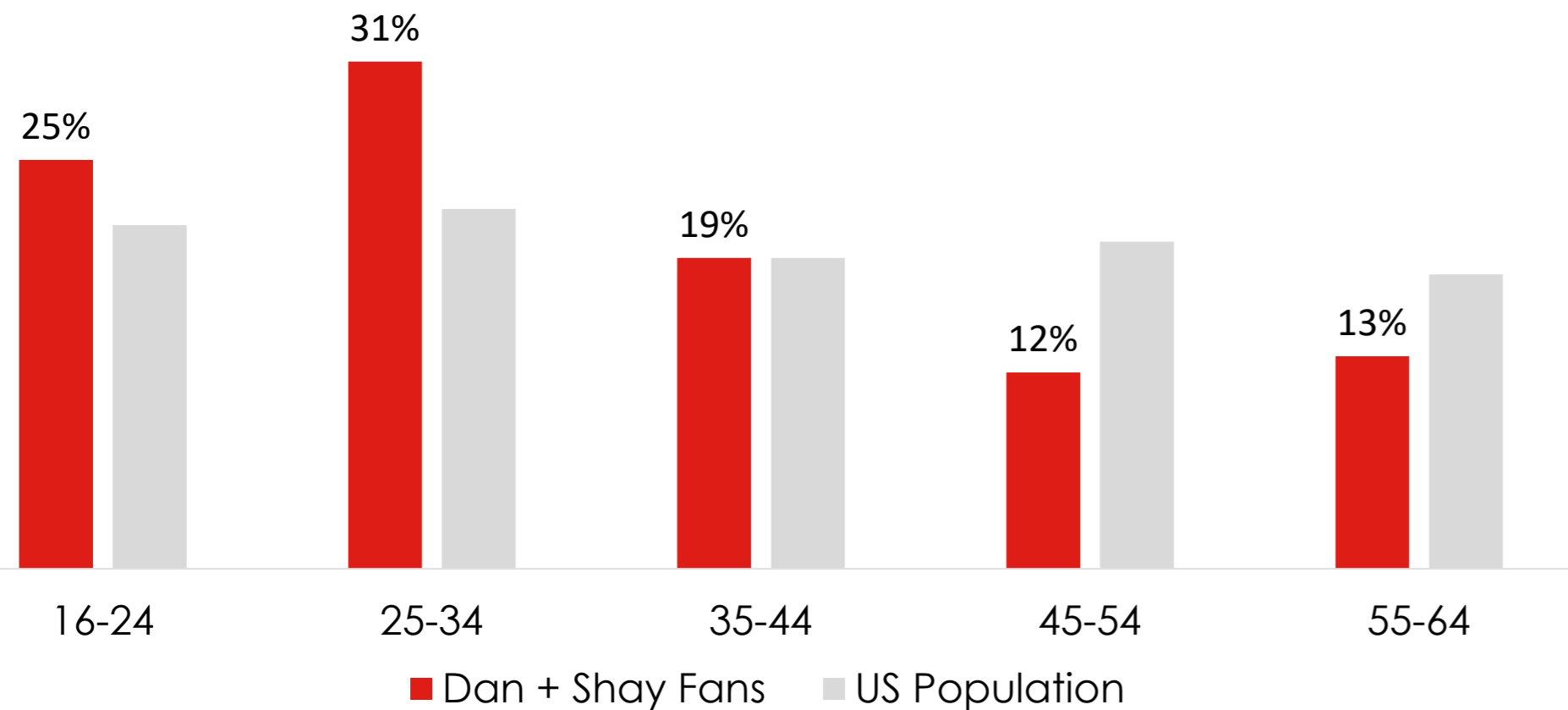
Fast Facts

- 54%** Live in **Suburban Areas**, which is only slightly higher than the general population
- 2x** More likely to care strongly about **Suicide Prevention** causes
- 1.3x** More likely to follow their favorite artists online because they **love getting a peek into their personal lives**

Top Attitudes



Age



Interests

- Television
- Music
- Food & Drink
- Personal Healthcare
- Travel

Household Income

- Top 10% **6%**
 - Top 25% **22%**
 - Mid 50% **58%**
 - Bottom 25% **17%**
- % of the population

Education

- University Degree **37%**
- University Degree **109ix**

Employment Status

- Full-time worker **52%**
- Full-time parent **148ix**

Thank you.

Reach out if you have any questions
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