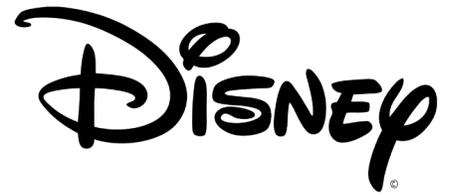


Brand Report



United States | August 2020





This report is a snapshot of **Disney fans in the **United States**. We take a look at their profile and identify their key music behaviors.**

The Report will cover

- 1. Key Takeaways**
- 2. Category Overlap**
- 3. Brand Audience Profile**
- 4. Brand Music Map**



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
Ava Max
Bruno Mars
Camila Cabello
Cardi B
Charli XCX
Charlie Puth
Dan + Shay
David Guetta
Dua Lipa
Ed Sheeran
Green Day
Halsey

Jason Derulo
Jonas Brothers
Lady Gaga
Lana Del Rey
Led Zeppelin
Lizzo
Miley Cyrus
Pearl Jam
Red Hot Chili Peppers
Rihanna
Royal Blood
Taylor Swift

USA Artists Measured

Alec Benjamin
Andra Day
Bazzi
Billie Eilish
Brandi Carlile
Brett Eldredge
Coldplay
David Byrne
Grateful Dead
Hunter Hayes
Josh Groban
Kehlani
Khalid

Mastodon
Michael Bublé
Muse
Notorious B.I.G.
PartyNextDoor
Post Malone
Skrillex
Tegan and Sara
Trey Songz
Why Don't We
Wiz Khalifa
Zion & Lennox

Data Timestamp

March 2020

Sample Size

100,000

Got Questions?

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



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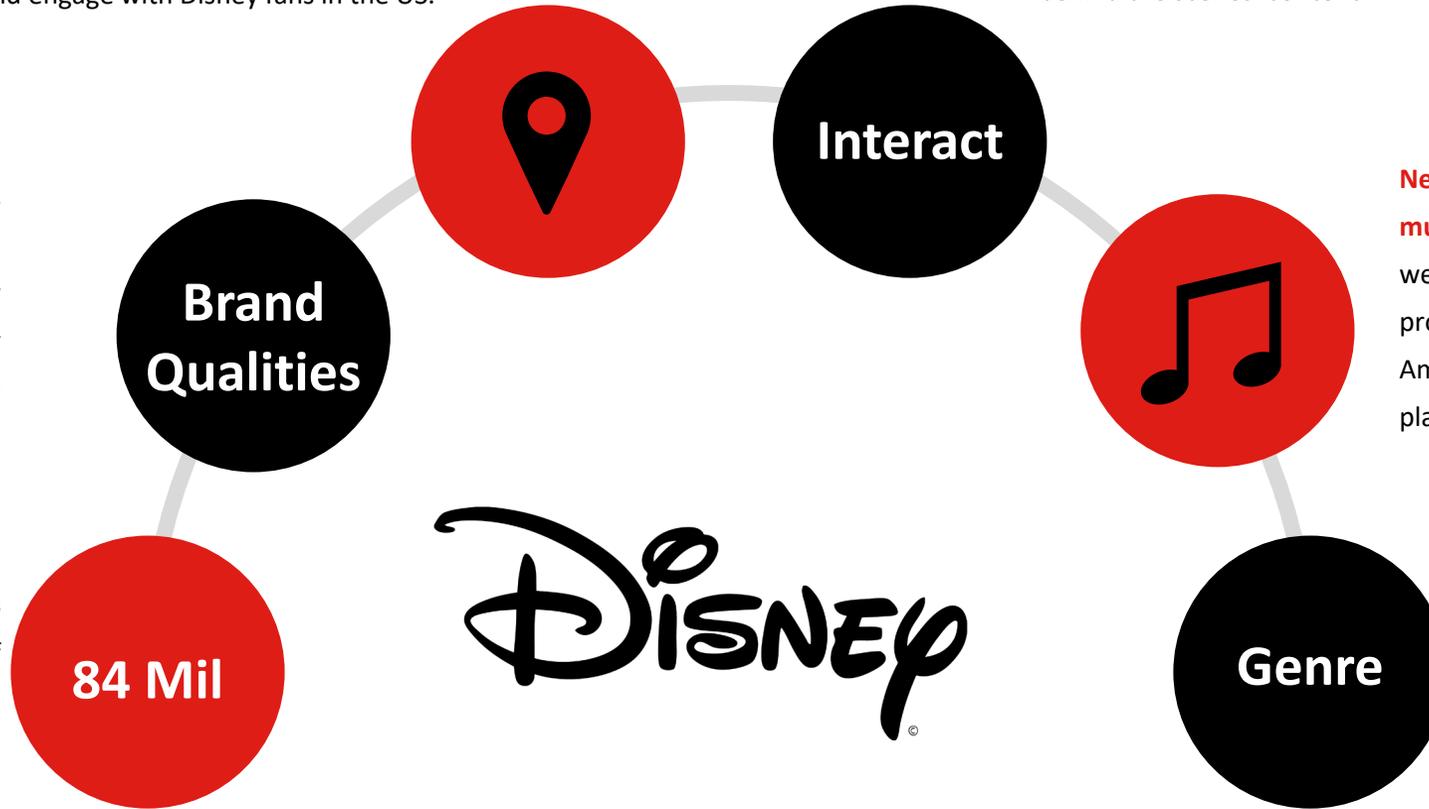
Key Takeaways

Tennessee, Missouri & Virginia are regions where this audience are more likely to be living. These areas represent high levels of potential growth, so should be considered when trying to connect and engage with Disney fans in the US.

Disney fans are 1.2x more likely to follow an artist/band they like on social media. They follow them because they like to get a 'sneak peek' into their personal lives and get to see 'behind the scenes' content.

Brand qualities that appeal to this audience are; funny, trendy/cool and bold. This audience are very community focused and like to contribute to their community. They also love to be surrounded by different people, cultures and lifestyles.

There are 84 million people aged 16-64 in the United States that are fans of Disney. They are a young audience, with over 70% being under the age of 44yo. Two thirds are more likely to be female.



Nearly two thirds of this audience stream music. They mainly listen to artists that are well-known/popular, however, enjoy the process of discovering new music. Spotify & Amazon Prime Music are their preferred platforms.

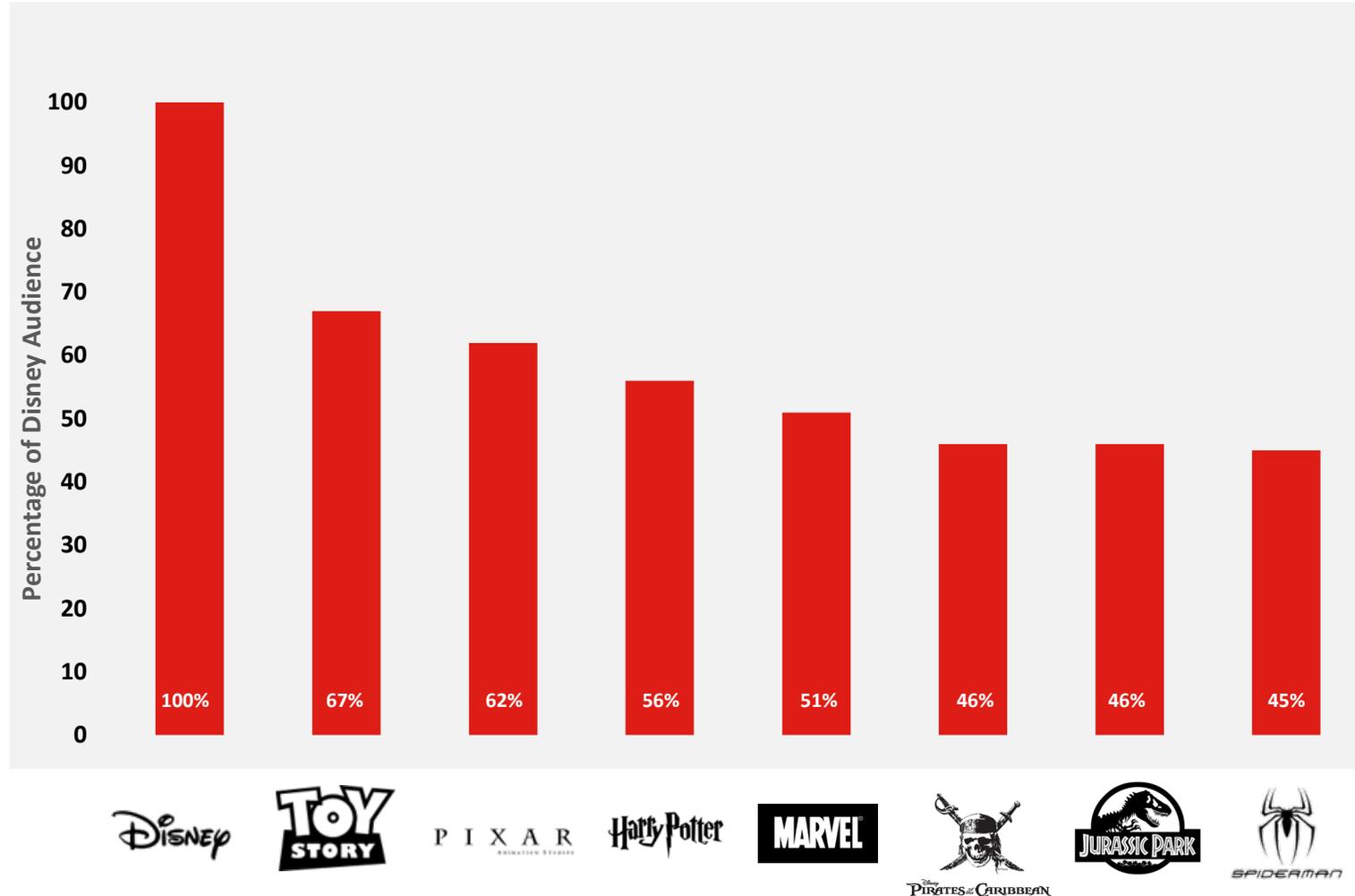
Soundtracks, Holiday/Christmas and '00s music, are genres that Disney fans enjoy more so than the general population.

Let look at the...

BRAND OVERVIEW.



Film Franchises **Brand Overlap**

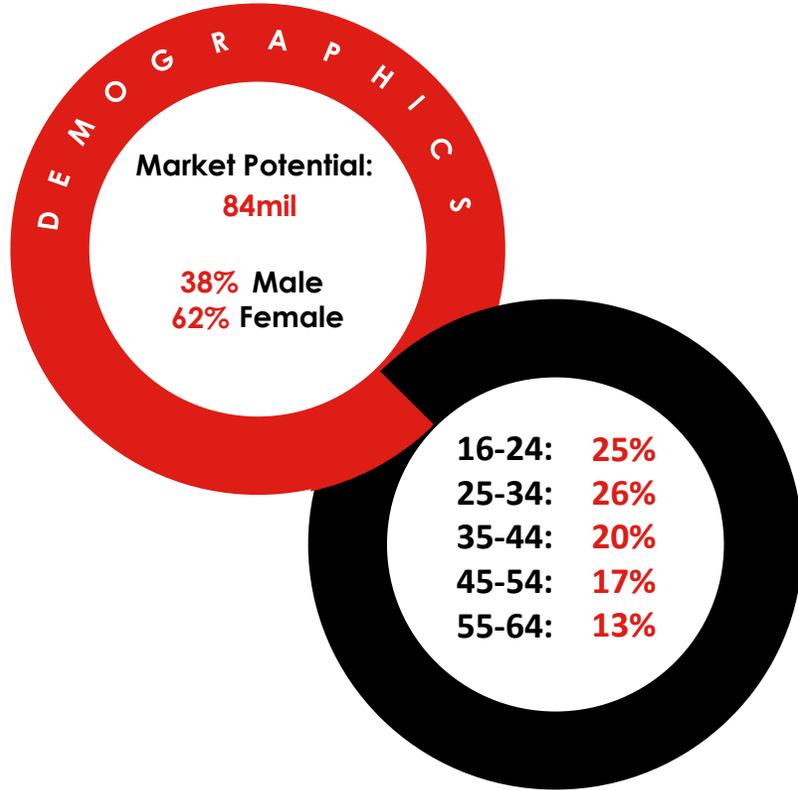


More than **60%** of **Disney Fans** in the US are also fans of **Toy Story** and **Pixar** films. **56%** also watch **Harry Potter** films.



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Disney Audience Profile



Highest Volume

California
Florida
New York



Highest Propensity

Tennessee
Missouri
Virginia



Attitudes

I think it is very important to contribute to the community I live in

I like to be surrounded by different people, cultures, ideas and lifestyles

It's critical for me to be able to be contactable at all times in terms of my private life

I think we should all strive for equality



Top 5 Segments



Vlogger Fans



Avocado Millennials



Olympics Fans



Driven Youth



Brand Buyers

Household Income

Top 10%	6%
Top 25%	18%
Mid 50%	48%
Bottom 25%	26%

% of the population

Top 5 Media Properties

Online
TV
Social Media
Traditional Radio
Online TV

Top Activities

Beauty / cosmetics
Theater
Fashion
Photography

What do they want brands to be?





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Disney Music Map



FANS of:

Hunter Hayes	1.4x
Michael Bublé	1.3x
Jason Derulo	1.3x
Halsey	1.2x
Dan + Shay	1.2x

Genres:

Soundtracks / Original Scores	1.5x
Holiday / Christmas	1.4x
'00s Music	1.4x
Pop / Top 40	1.4x
R'n'B	1.3x

Music Attitudes

I mainly listen to music artists that are well-known / popular

I'm usually one of the first people to discover new music artists

Streaming Platforms



amazon prime music

Why they follow their favorite artists

I love getting a peek into their personal lives

I want to see 'behind-the-scenes' moments

Music related activities

	Reach	Index
Watched music video on YouTube	46%	1.2x
Stream Music	65%	1.1x
Attend Live Concert	15%	1.0x
Live Stream Concert or Festival	22%	1.1x
Songkick	5%	1.0x
Follow Band on Social Media	39%	1.2x

THE BRAND MUSIC MAP helps us to understand the music profile of the Brand's current audience.

This can help you validate a partnership idea and craft the narrative between the brand and your artist to get a brand on board.

The music related activities are also linked to advertising or activations properties that Warner has to offer a brand.

Want to see how they map against all 50 measured artists?

We are able to map any brand across all our music data points so reach out if you would like to go into more detail.



In many cases, a brand is considering a partnership to reach and impact a new audience.

If this is the case, it's helpful to know about their current consumer ... but we need to put the insights focus on the brand's campaign target audience.

Using the DNA Segments and our 30,000+ data points, we can identify their target audience and help you build the narrative to connect the dots between your artist and the brand's target audience.

All we need is the brand's audience brief.



Thank you.

Reach out if you have any questions
APinsights@audienceprecision.com