

# Artist Awareness & Affinity Report

**David Guetta**

USA | August 2020





# This report showcases the **Awareness and Affinity** levels of **David Guetta** in the USA.

## The report will cover:

1. Methodology
2. Key Findings
3. Artist Awareness
4. Artist Affinity
5. Fan Profile



# 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

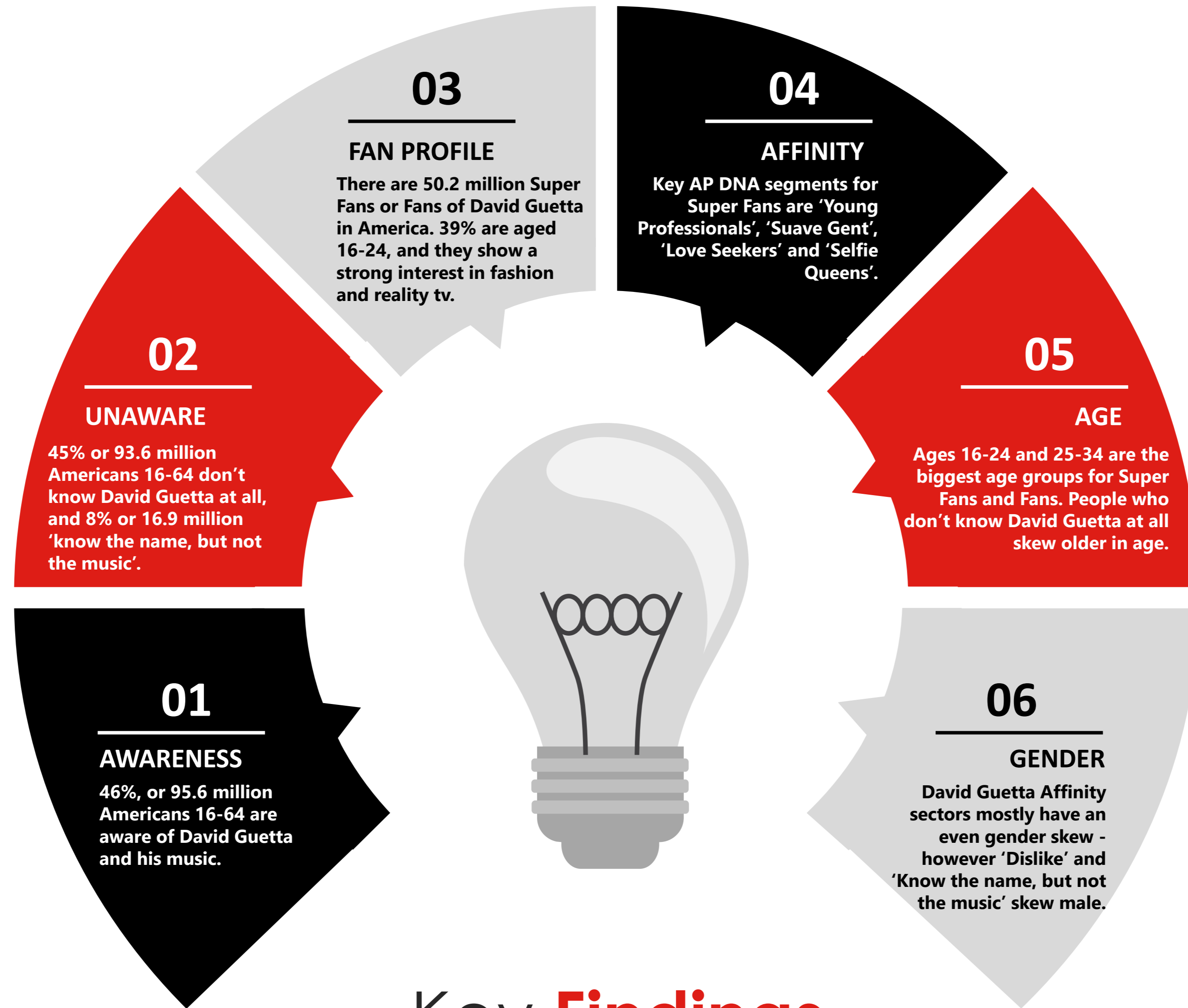
**100,000**

### Got Questions?

Connect with **Laura Newman**  
 our Global Head of Research ...  
[Laura@audienceprecision.com](mailto:Laura@audienceprecision.com)

Summary of ...

# KEY FINDINGS.



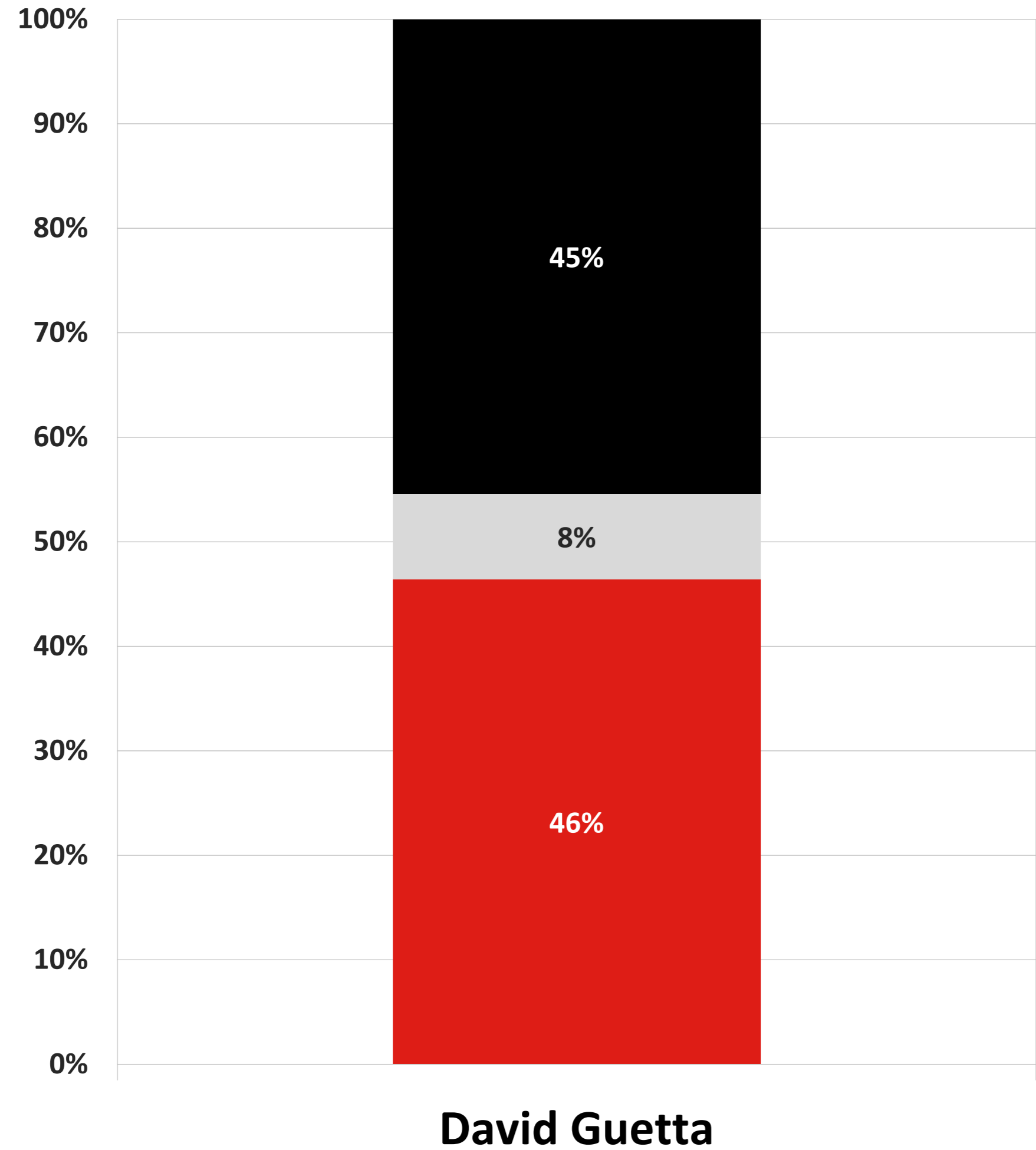
# Key Findings

Focus on ...

**ARTIST  
AWARENESS.**

# Artist Awareness

Percentage of the USA population 16-64 who are aware David Guetta



**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**



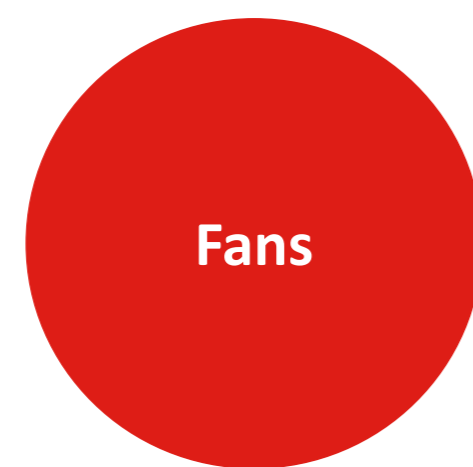
The Artist Affinity showcases the **levels of awareness and fandom** that an artist has across the Population 16-64.

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

## Artist Affinity Zones



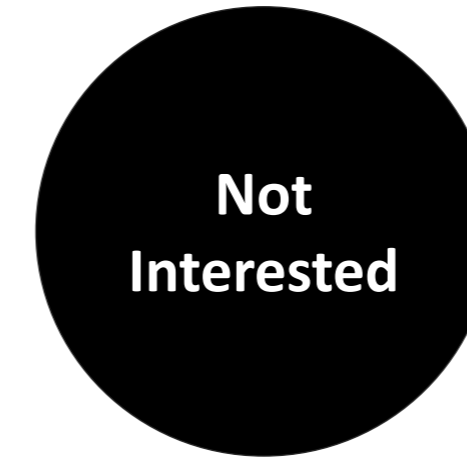
Your diehard fans, they have every album, have all the merch, and go to every gig.



Still big fans, but not as crazed as a Super Fan.



They are sitting on the fence; this group know the artist & their music but still need to be convinced to say they are a Fan.



This group have decided they are not interested in the artist.



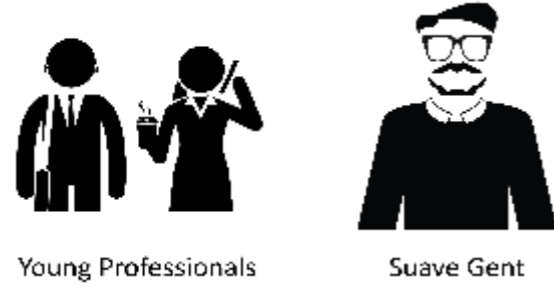
This group have heard of the artist but wouldn't be able to tell you one of their songs.



Completely unaware.



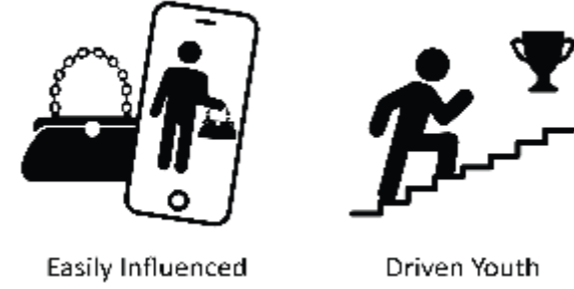
# David Guetta **Artist Affinity**



Young Professionals

Suave Gent

## Super Fans



Easily Influenced

Driven Youth

## Fans



Fast Fashionistas

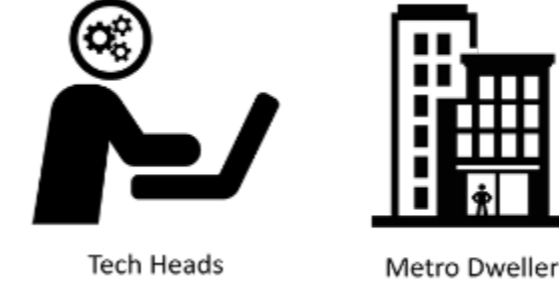
Clever & Connected

## Need Convincing



Pro Boxing Fans

## Not Interested



Tech Heads

Metro Dweller

## Know the name but not the music



Surfers

Nature Lovers

## I don't know them at all

6%

18%

19%

3%

8%

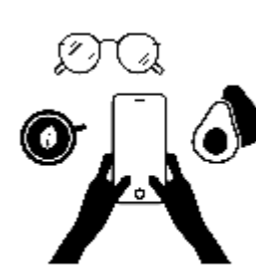
45%



Love Seekers



Selfie Queens



Avocado Millenials



Bloggers



NBA Basketball Obsessed Fans



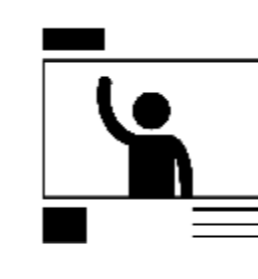
Lean & Green



Martial Arts (e.g. UFC) Fans



MLB Baseball Obsessed Fans



Vlogger Fans



Woke



Manual Workers



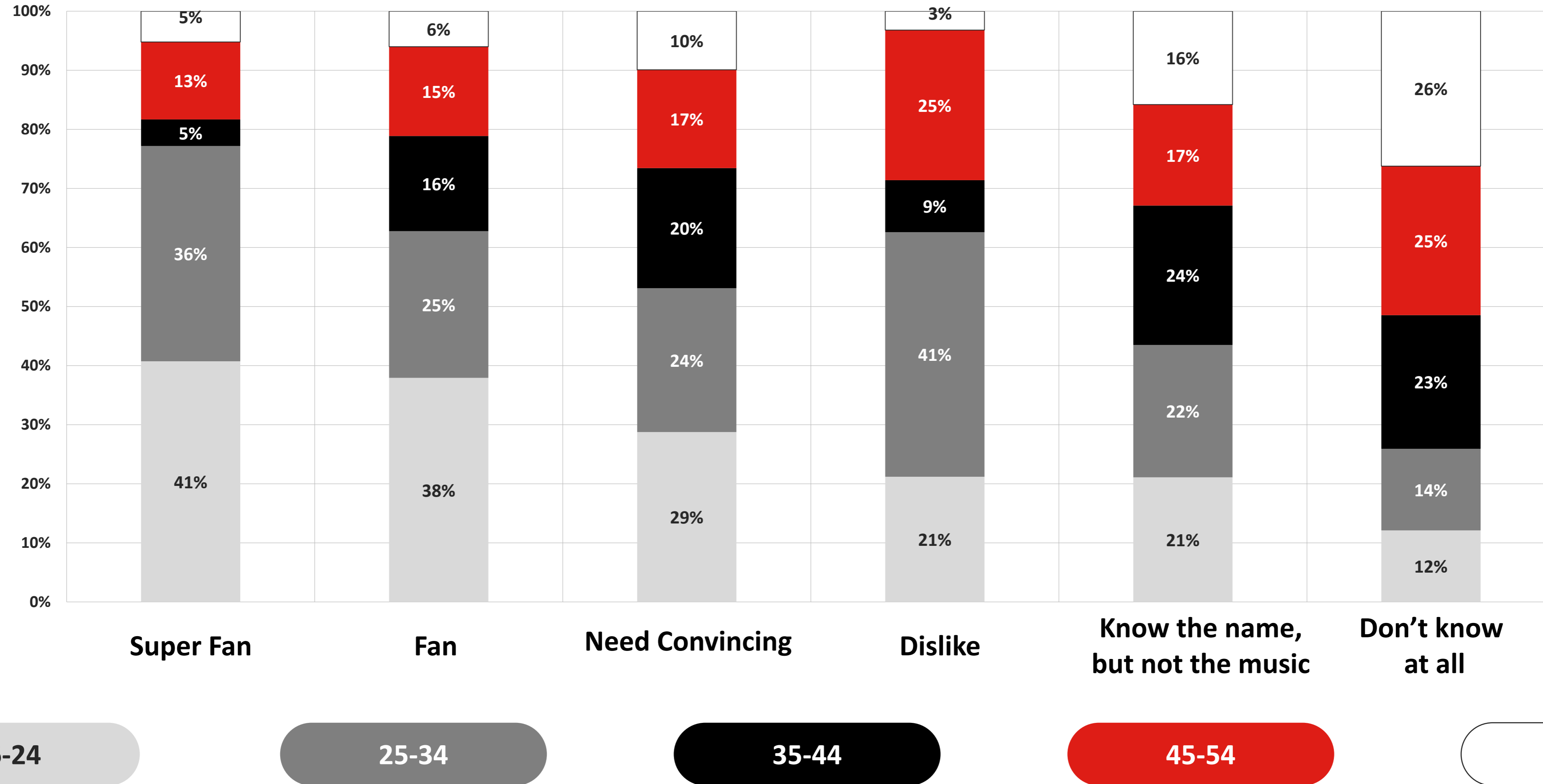
Boomers in the 'Burbs



# Affinity Demographics



The Affinity sectors who are aware of David Guetta and his music skew younger in age. Those who 'Know the name, but not the music' are more in line with the general population, but there is a skew towards the 35-44 age group. Those who 'Don't know him at all' are more likely to be 45+ compared to the general population.

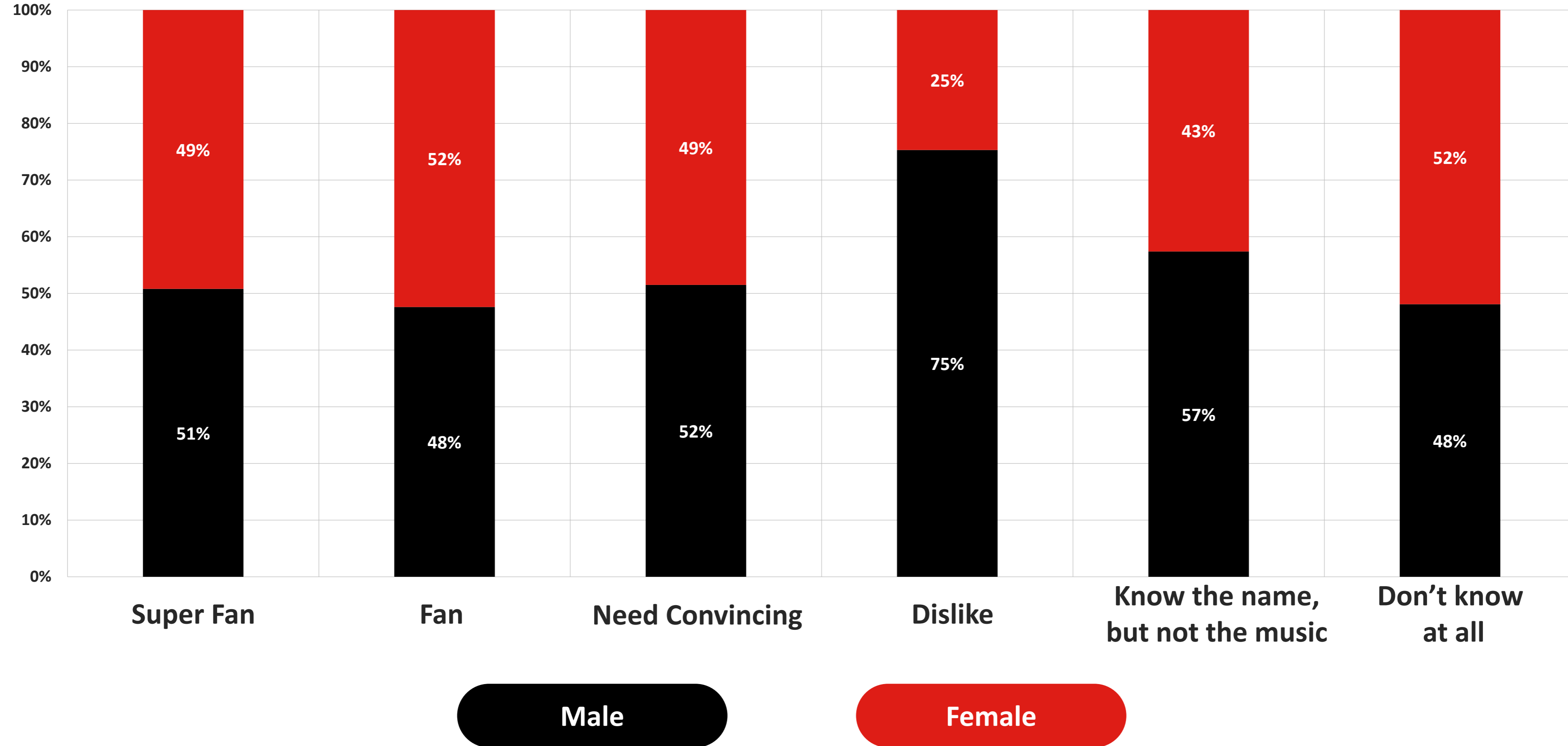




# Affinity Demographics



Super Fans, Fans, and 'Need Convincing' have an even gender split, while 'Dislike' and 'Know the name, but not the music' skew male. Those who are completely unaware have an even gender split.



Finally, let's look at the ...

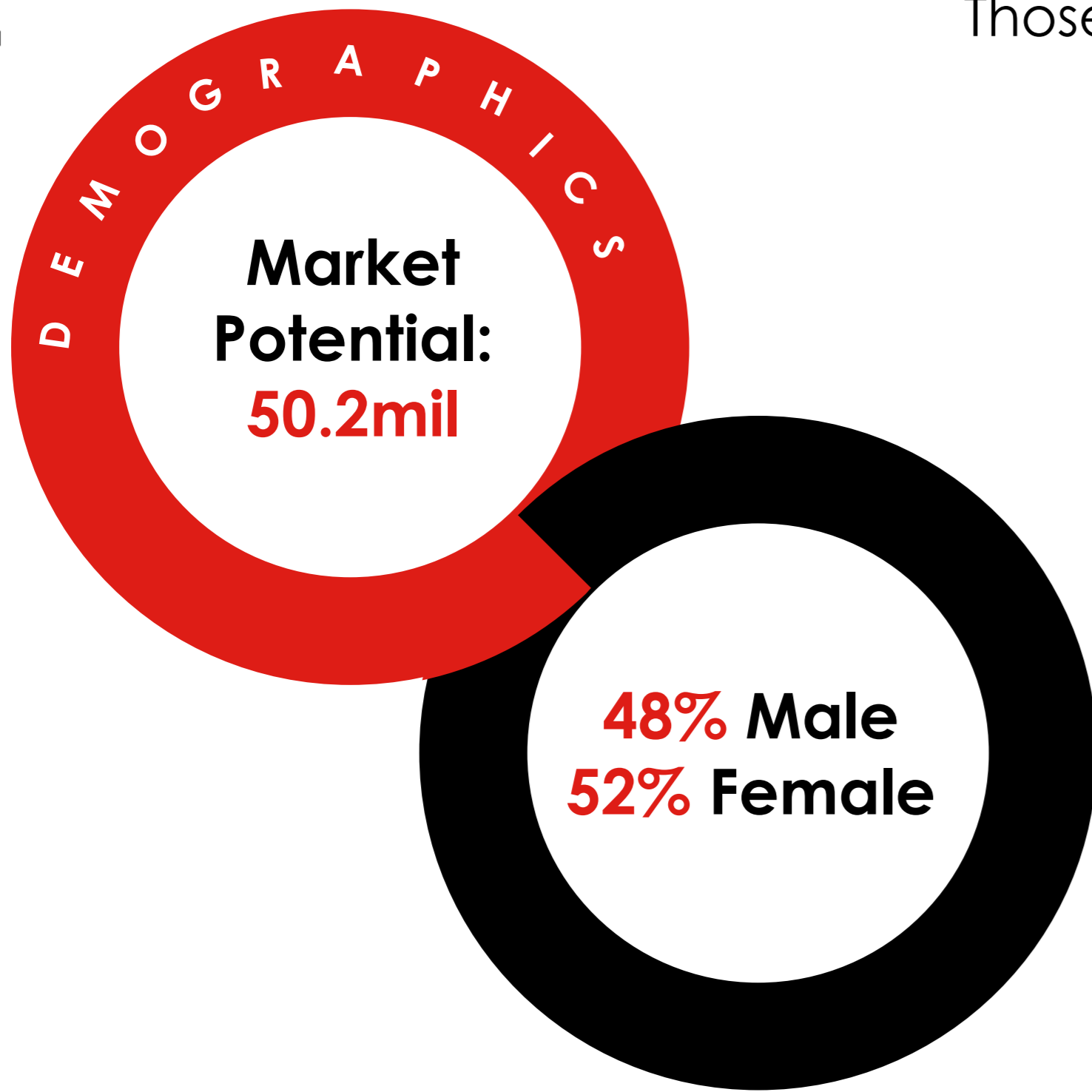
# FAN PROFILE.



# David Guetta Fan Profile



Those who are Super Fans or Fans of David Guetta



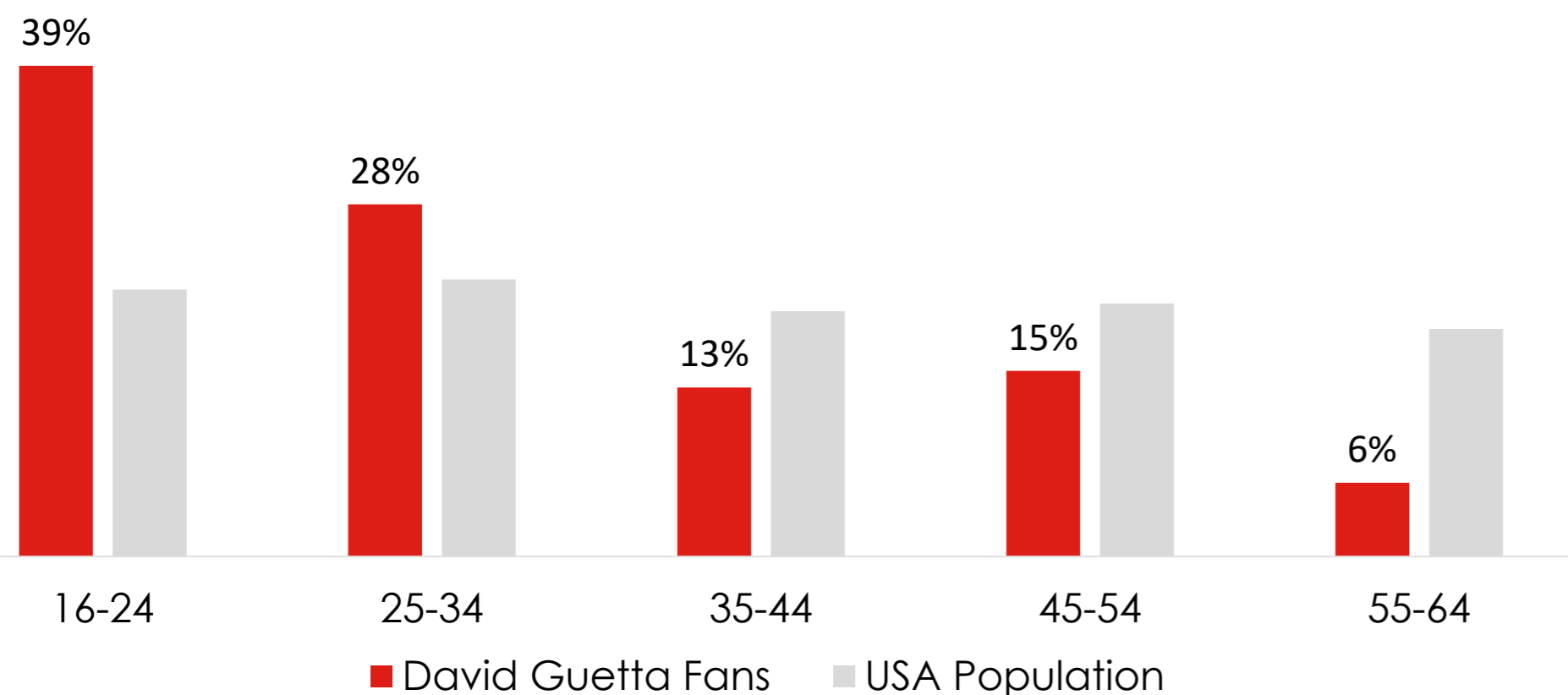
## Fast Facts

- 35%** Live in **Urban Areas** which is **1.5x** the general population
- 1.4x** More likely to care very strongly about **Mental Health** causes
- 1.2x** 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

- Fashion
- Reality TV
- Playing Sport
- Gadgets
- Photography

## Household Income

- High **26%**
  - Medium **38%**
  - Low **32%**
  - Don't Know / Prefer not to say **5%**
- % of the population

## Education

- University Degree **37%**
- University Degree **110ix**

## Employment Status

- Full-time worker **47%**
- Part-time worker **131x**

# Thank you.

Reach out if you have any questions  
[APinsights@audienceprecision.com](mailto:APinsights@audienceprecision.com)