

Artist Awareness & Affinity Report

Royal Blood

September 2020





This report showcases the **Awareness and Affinity** levels of **Royal Blood** in the UK.

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

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

UK Artists Measured

AJ Tracey
Anne-Marie
Bebe Rexha
Clean Bandit
Coldplay
David Bowie
Ella Henderson
Fleetwood Mac
Foals
James Blunt
Jess Glynne
Kano
Liam Gallagher

Mahalia
Mist
Noel Gallagher
Paolo Nutini
Phil Collins
Pink Floyd
Rita Ora
Rod Stewart
Rudimental
The Smiths
Stereophonics
Stormzy

Data Timestamp

July 2020

Sample Size

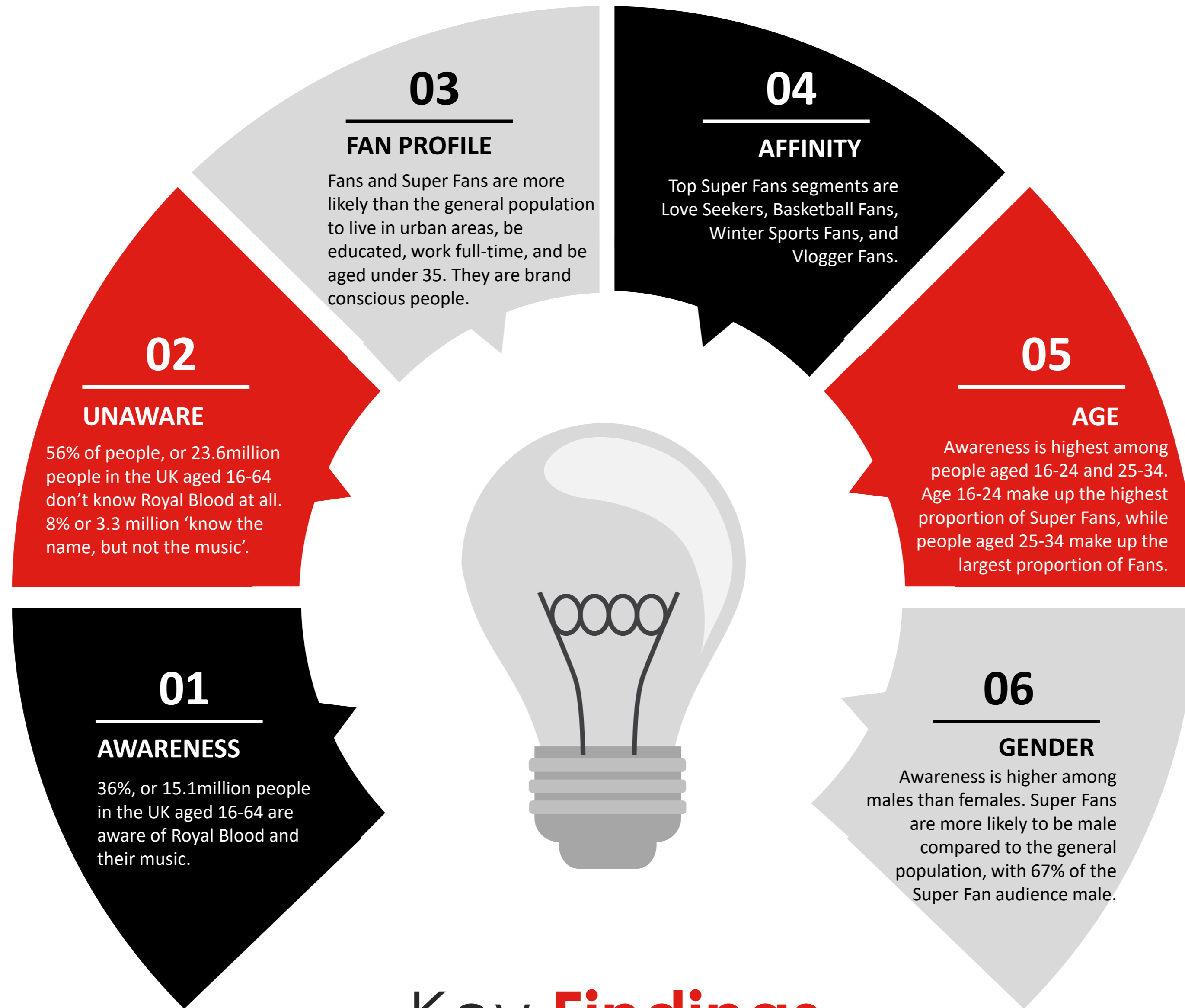
40,000

Got Questions?

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

Summary of ...

KEY FINDINGS.



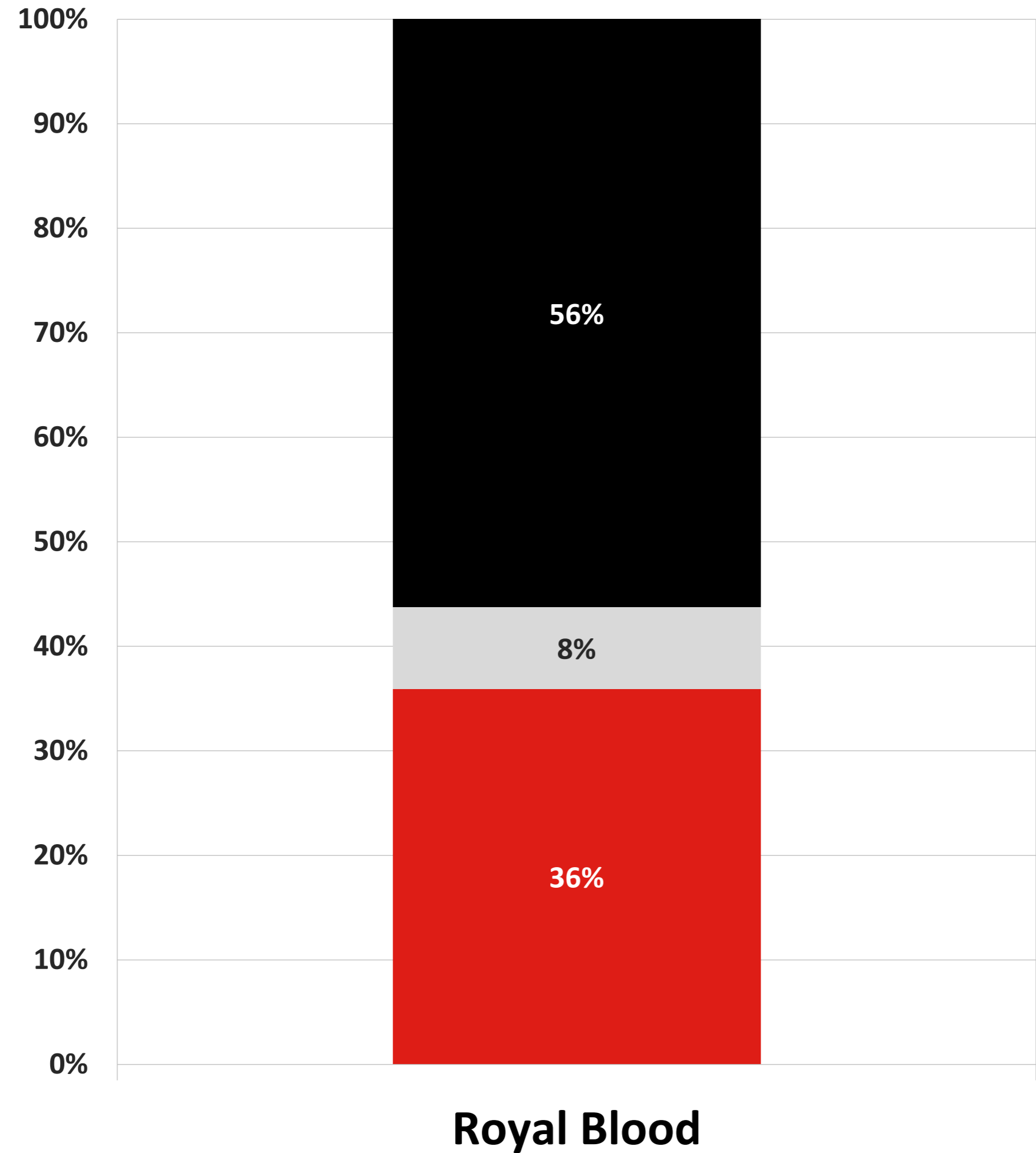
Key Findings

Focus on ...

**ARTIST
AWARENESS.**

Artist Awareness

Percentage of the UK population 16-64 who are aware of Royal Blood



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**



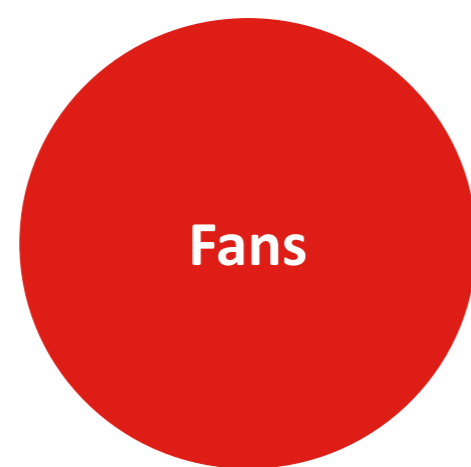
The Artist Affinity showcases the **levels of awareness and fandom** that an artist has across the UK Population 16-64.

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

Artist Affinity Zones



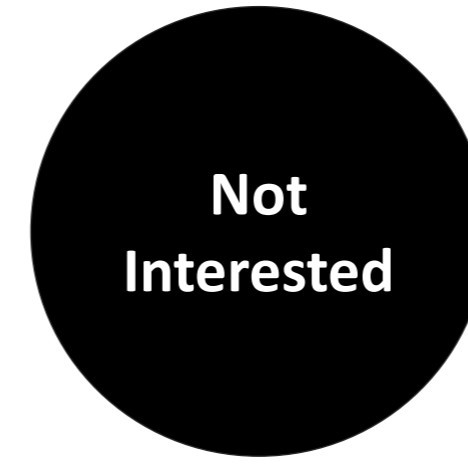
Your diehard fans, they have every album, have all the merch, and go to every gig.



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.



Royal Blood **Artist Affinity**



Love Seekers



Basketball Fans

Super Fans



Gym Junkies



Football Obsessed Fans

Fans



Power Executives



Tech Heads

Need Convincing



Fit & Trendy

Not Interested



Fast Fashionistas

Creatives

Know the name but not the music



Book Worms



Bargain Hunters

I don't know them at all

5%

14%

14%

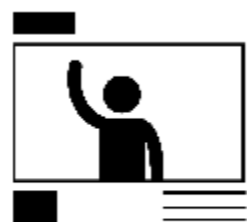
3%

8%

56%



Winter Sports Fans



Vlogger Fans



Young Professionals



Music Fans



High Spend



Art-House Film Fans



Bloggers



Clever & Connected



Driven Youth



Manual Workers



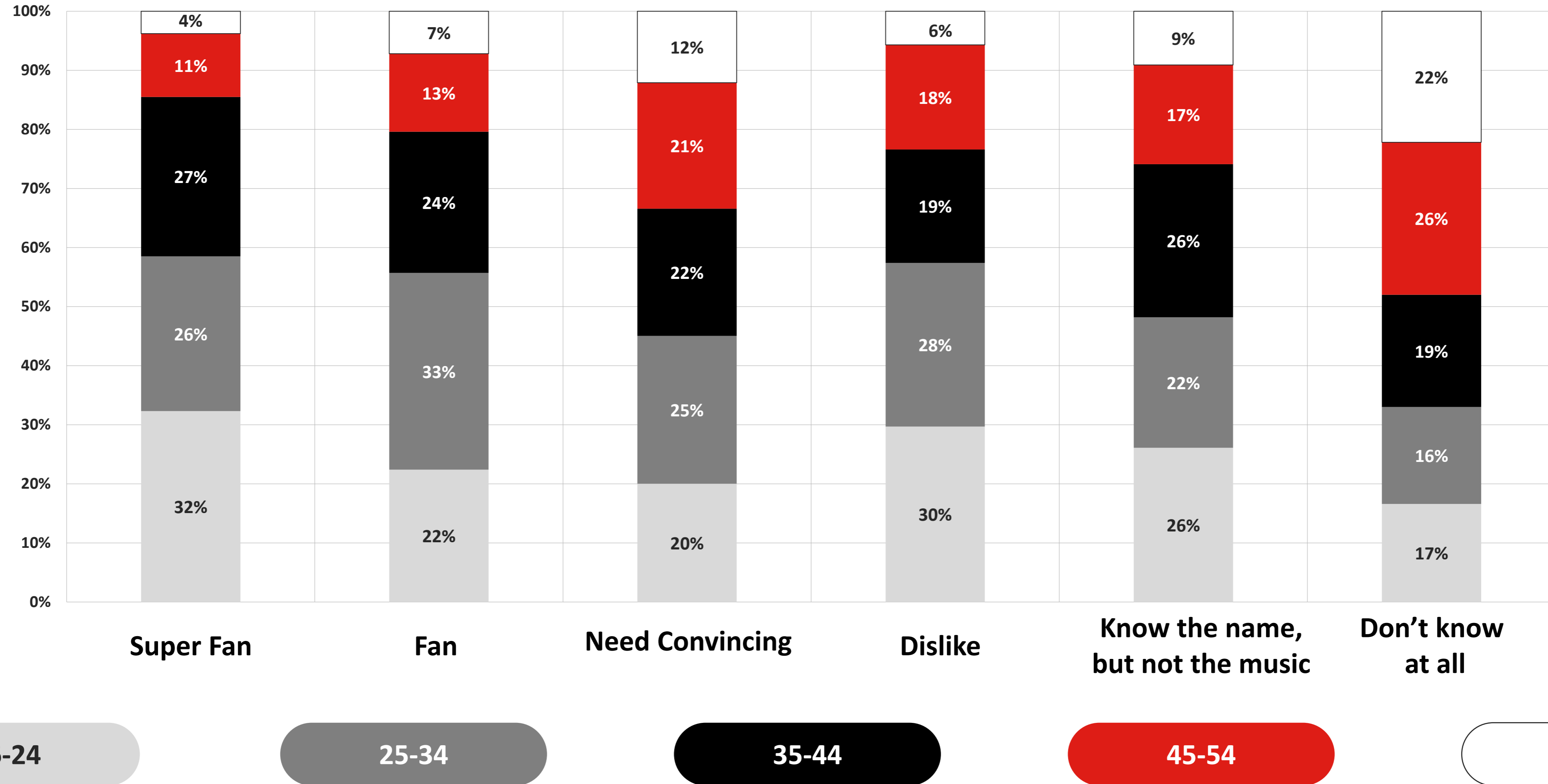
Binging Out



Affinity Demographics



Awareness is highest among people aged 16-24 and 25-34. Age 16-24 make up the highest proportion of Super Fans, while people aged 25-34 make up the largest proportion of Fans. 'Need Convincing', 'Know the name but not the music', and 'Don't know at all' have an older age skew than Fans or Super Fans.

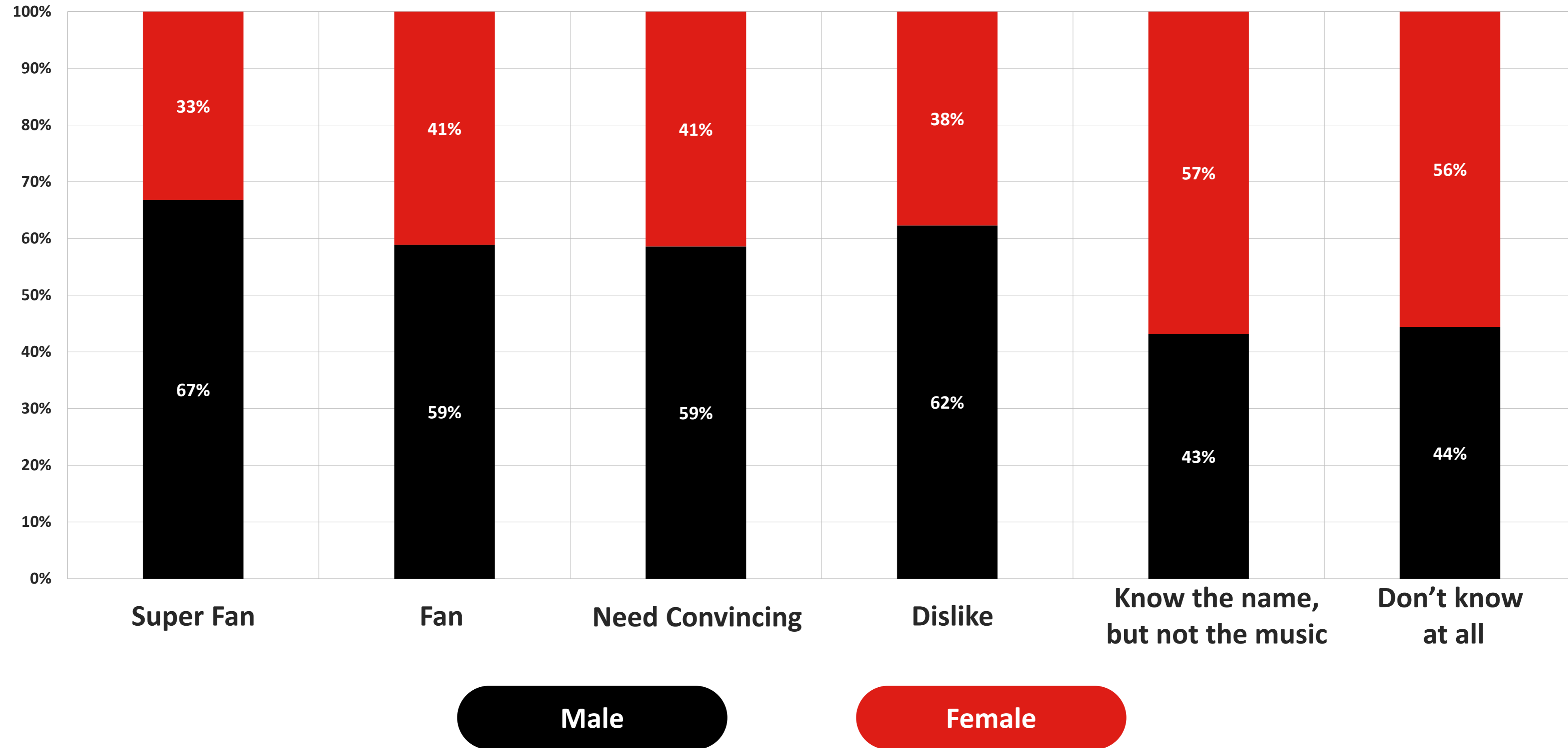




Affinity Demographics



Awareness is higher among males than females.
Super Fans in particular skew noticeably male, with 67% of the audience male - which is 1.3x the general population.



Let's look at the ...

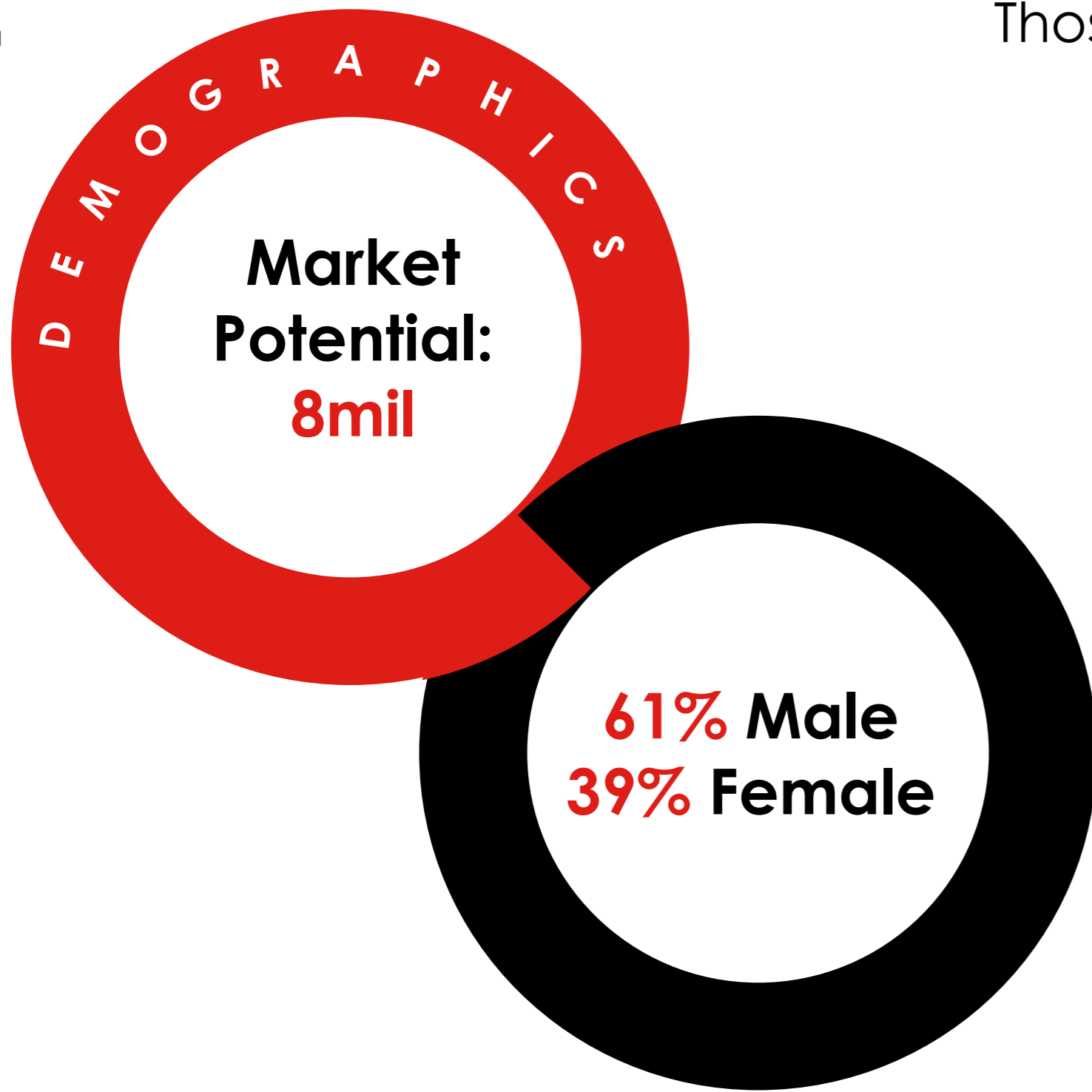
FAN PROFILE.



Royal Blood Fan Profile



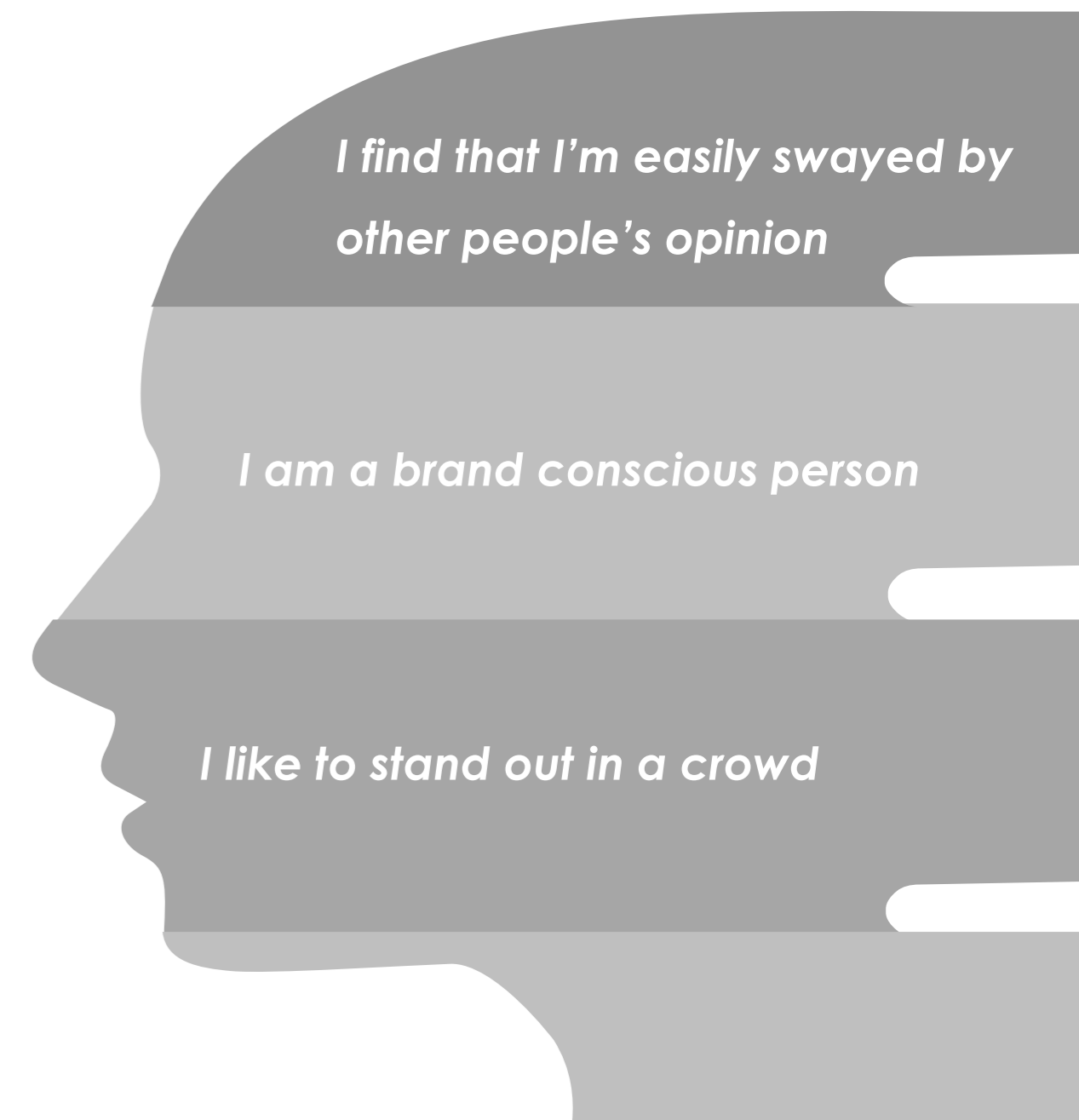
Those who are Super Fans or Fans of Royal Blood



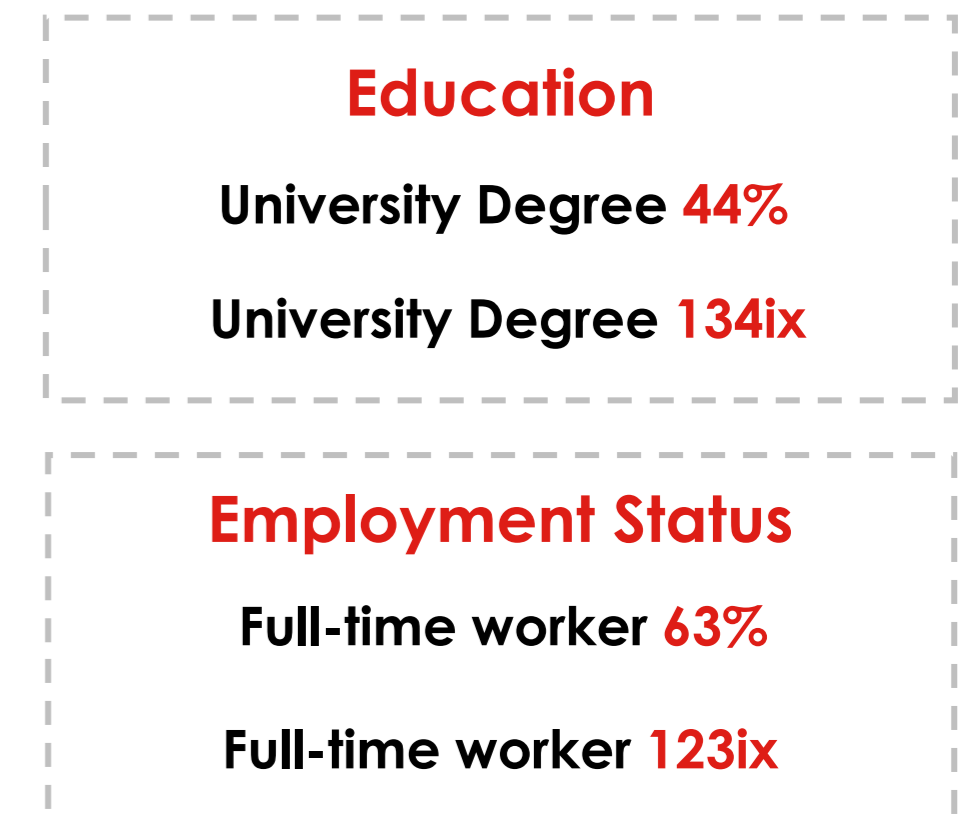
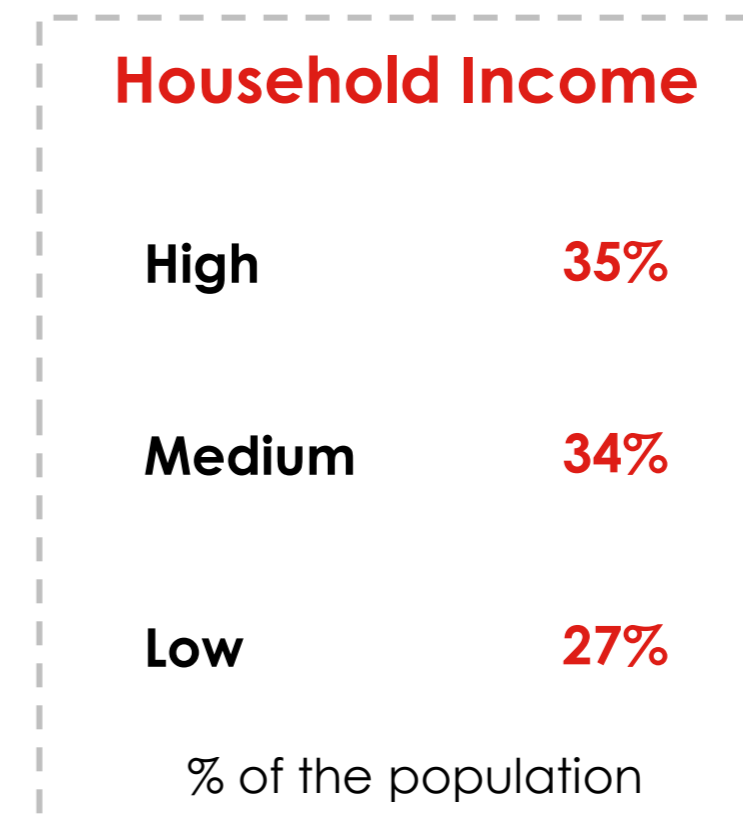
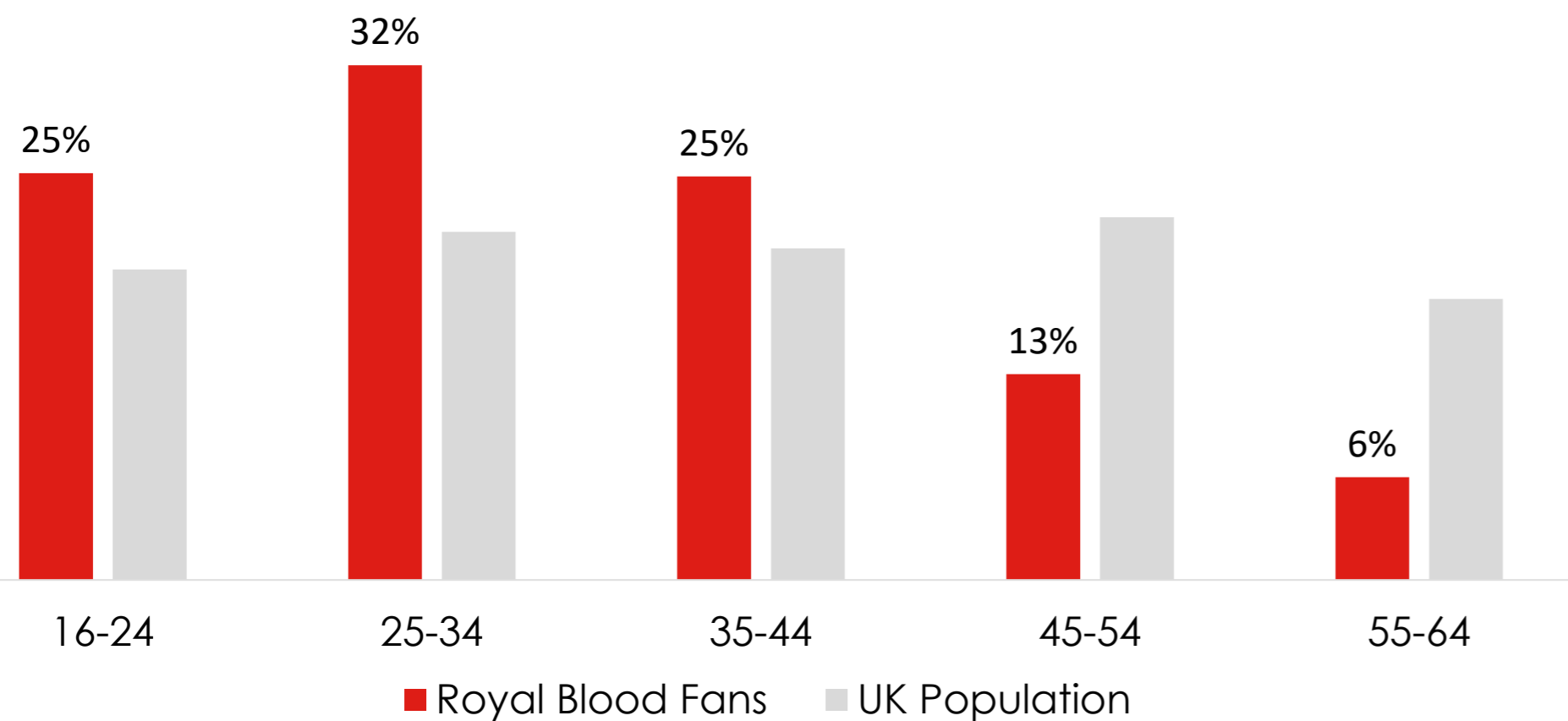
Fast Facts

- 38%** Live in **Urban Areas** which is **1.2x** the general population
- 1.5x** More likely to care very strongly about **Gender Equality** causes.
- 1.6x** More likely to follow their favourite artists because they **trust them when they comment on or recommend products, services, content, other people to check out, etc.**

Top Attitudes



Age



Thank you.

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