

Brand Report

URBAN OUTFITTERS

United States | October
2020





This report is a snapshot of the **Urban Outfitters consumer in 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

July 2020

Sample Size

100,000

Got Questions?

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



Key Takeaways

Fast Fashionistas, Style Stalkers & Rugby Fans are among the AP DNA Segments that have the highest affinity to Urban Outfitters consumers.

They **2.4x more likely than the general population to use Songkick** and are also **1.8x more likely to stream a concert or music festival online.**

Brand qualities that appeal to this audience are Young, trendy/cool & bold. They like to keep up with the latest fashion trends and would pay more for sustainable/eco-friendly products.



AP DNA Segments

Music Activities



Over 76% of this audience stream music regularly. Indie Pop, Indie Rock and Rap are top genres for this audience. They mainly listen to artists that are less well-known/popular.

7 million people aged 16-64 in the US are Urban Outfitters customers. They are predominately under the age of 34 and have a strong female skew.

7 Mil

URBAN OUTFITTERS

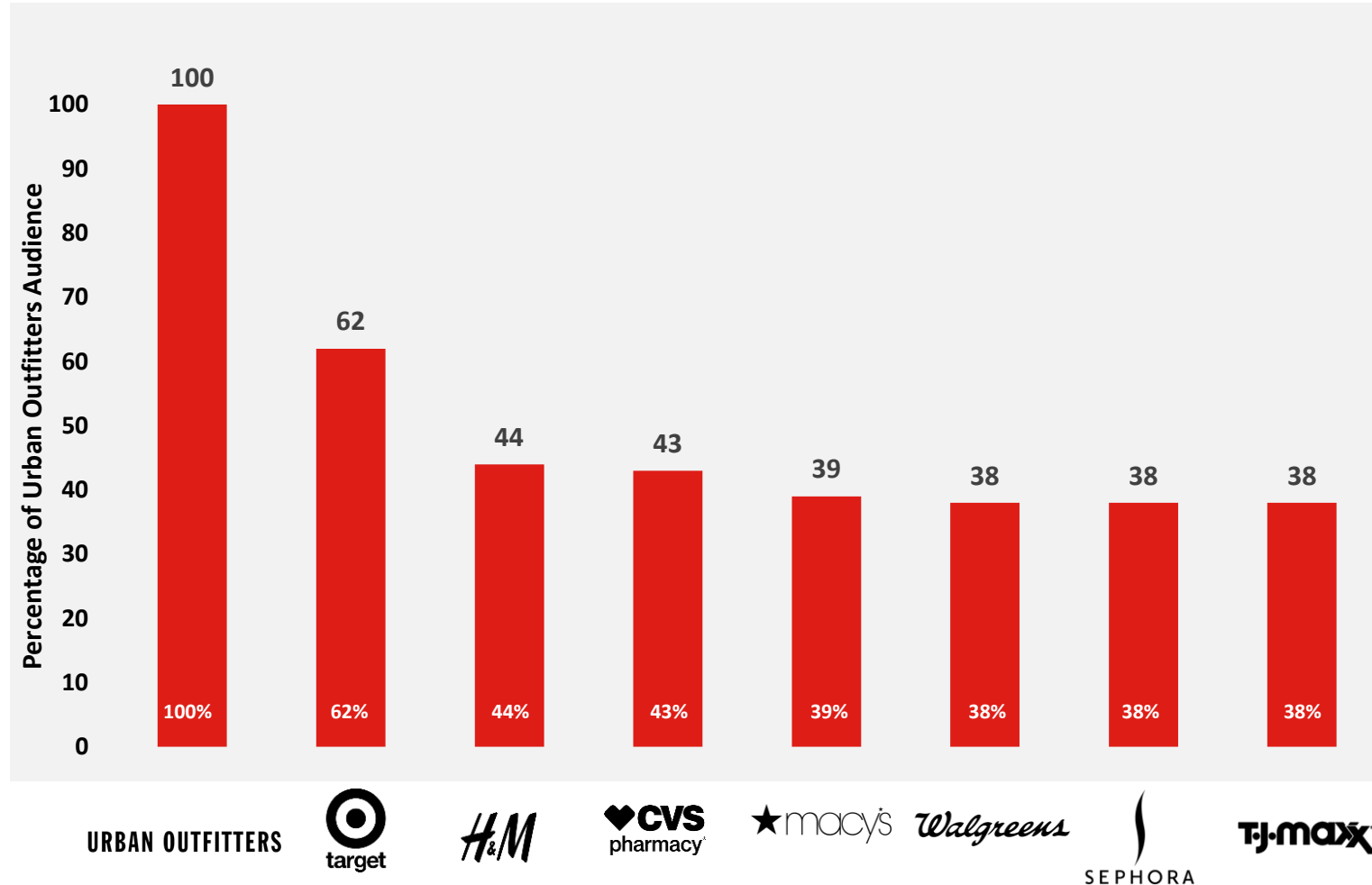
Social Media

This audience are 1.7x more likely to follow their favourite band/artists on social media. They follow artists because they believe they are good sources of information and share common interests with them.

Let look at the...

BRAND OVERVIEW.

Retailer Brands Overlap

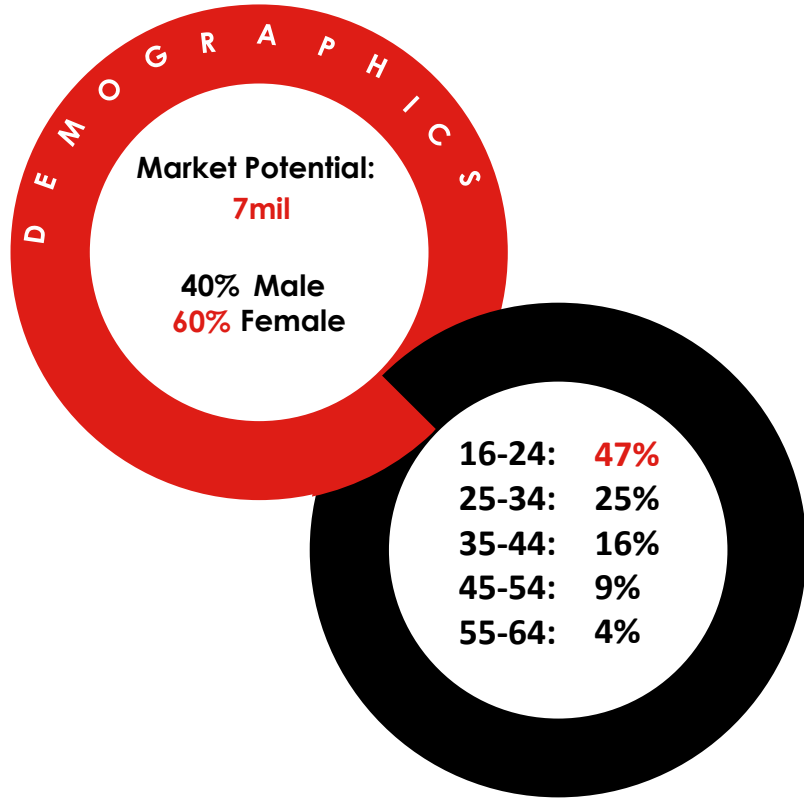


62% of Urban Outfitters consumers in the United States have also purchased from Target.



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Urban Outfitters Audience Profile



Attitudes

I like to keep up with the latest fashions

I would buy a product / service simply for the experience of being part of the community built around it

I would pay more for sustainable / eco-friendly products

I'd rather sign up for a membership to a product / service than pay extra to own it



Top 5 DNA Segments



Fast Fashionistas



Prestige Purchasers



Zoomers



Rugby Fans



Style Stalkers

Household Income

High	35%
Medium	27%
Low	29%

High Reach Media Channels

Online on Mobile

Online on PC Laptop Tablet

Social Media

TV

Music Streaming

They enjoy

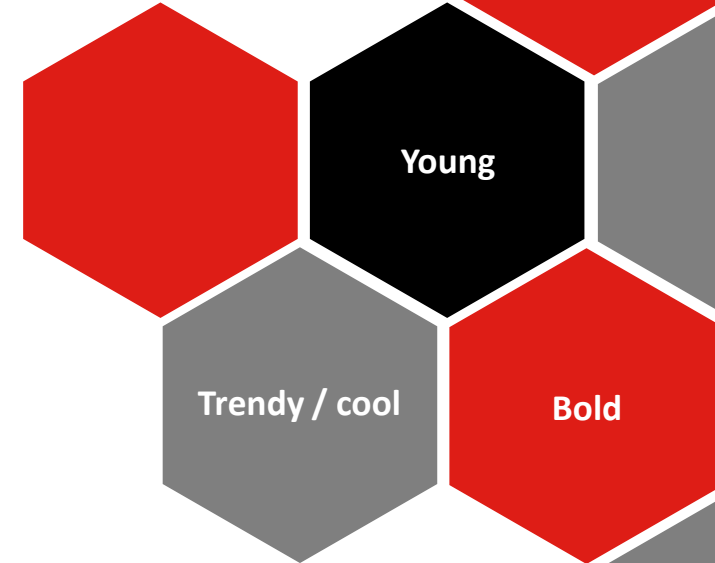
Fashion

Urban / modern art

Celebrity news / gossip

Dance

What do they want brands to be?





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Urban Outfitters Music Map



Fans of:

PartyNextDoor	3.2x
Zion & Lennox	2.9x
Dua Lipa	2.8x
Kehlani	2.8x
Bazzi	2.5x

Genres:

Indie Pop	2.5x
Indie Rock	2.1x
Rap	1.9x
Dance	1.8x
Hip-Hop	1.8x

Music Attitudes

I mainly listen to music artists that are less 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

They are good sources of information about what I'm into

I share common interests with them

Music related activities

	Reach	Index
Watched music video on YouTube	50%	1.3x
Stream Music	76%	1.6x
Attend Live Concert	28%	1.7x
Live Stream Concert or Festival	38%	1.8x
Songkick	23%	2.4x
Follow Band on Social Media	57%	1.7x

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
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