

Brand Report

URBAN OUTFITTERS

Canada
November 2020





This report is a snapshot of the **Urban Outfitters consumer in Canada. We take a look at their profile and identify their key music behaviours.**

The Report will cover

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



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	

Canada Artists Measured

Aaron Goodvin	Jim Cuddy
Big Wreck	Just John x Dom Dias
Billy Talent	LB Spiffy
Blue Rodeo	Matthew Good
Brett Kissel	Meghan Patrick
CARYS	Myles Castello
Chantal Kreviazuk	Philip Sayce
CJ Flemings	Scott Helman
Corb Lund	STN
Corey Hart	The Abrams
Courage My Love	The Sheepdogs
Faouzia Ferraro	The Washboard Union

Data Timestamp

July 2020

Sample Size

19,000

Got Questions?

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



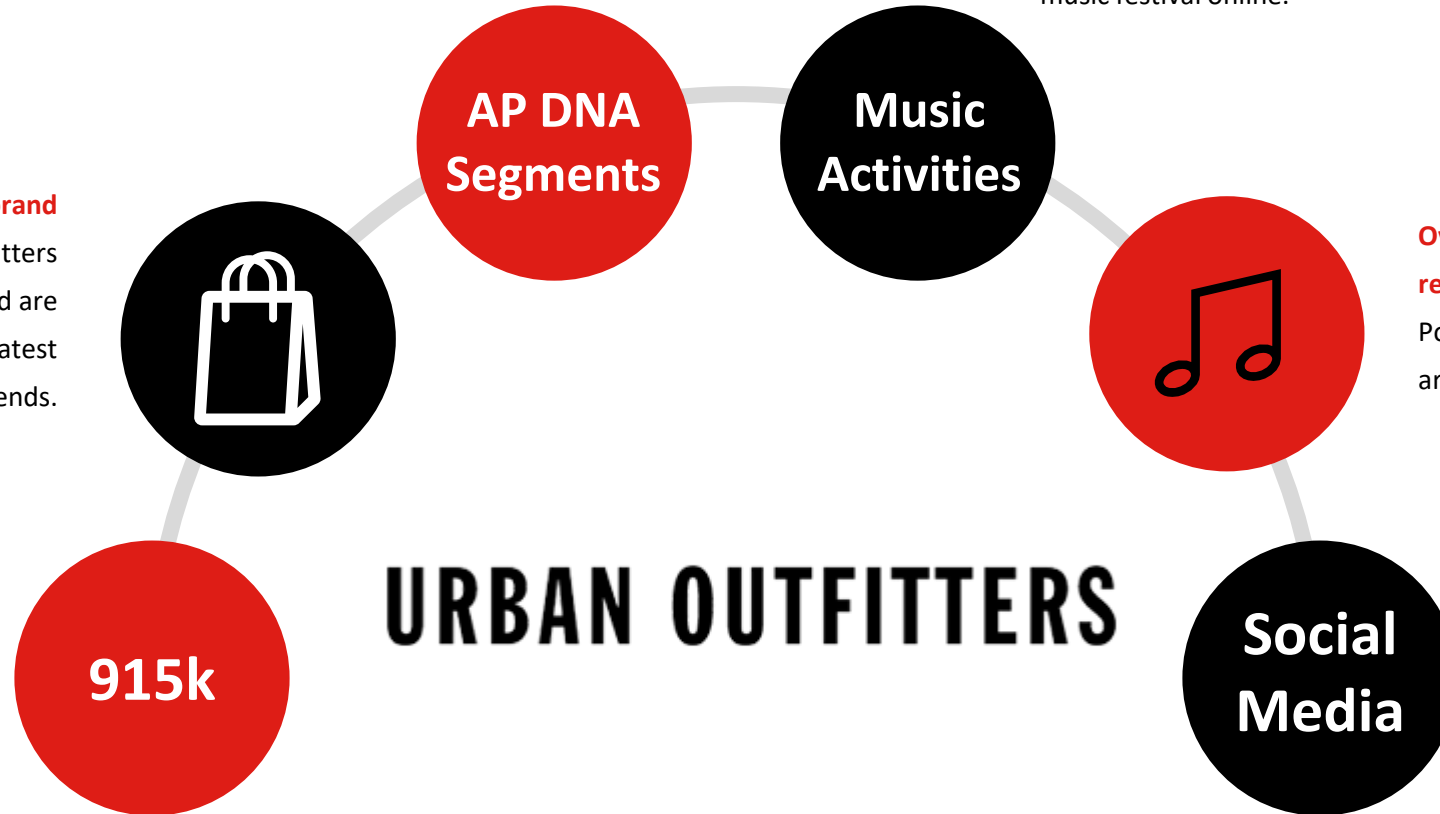
Key Takeaways

Fast Fashionistas, Zoomers & Young Rebels are among the AP DNA Segments that have the highest affinity to Urban Outfitters consumers.

They are **2.9x more likely than the general population to use Songkick** and are also **2.7x more likely to stream a concert or music festival online.**

Young, exclusive, trendy/cool are brand qualities that appeal to Urban Outfitters consumers. They are brand conscious and are **1.9x more likely to keep up with the latest fashion trends.**

915,000 people aged 16-64 in Canada are Urban Outfitters customers. They are predominately under the age of 34 and have a strong female skew.



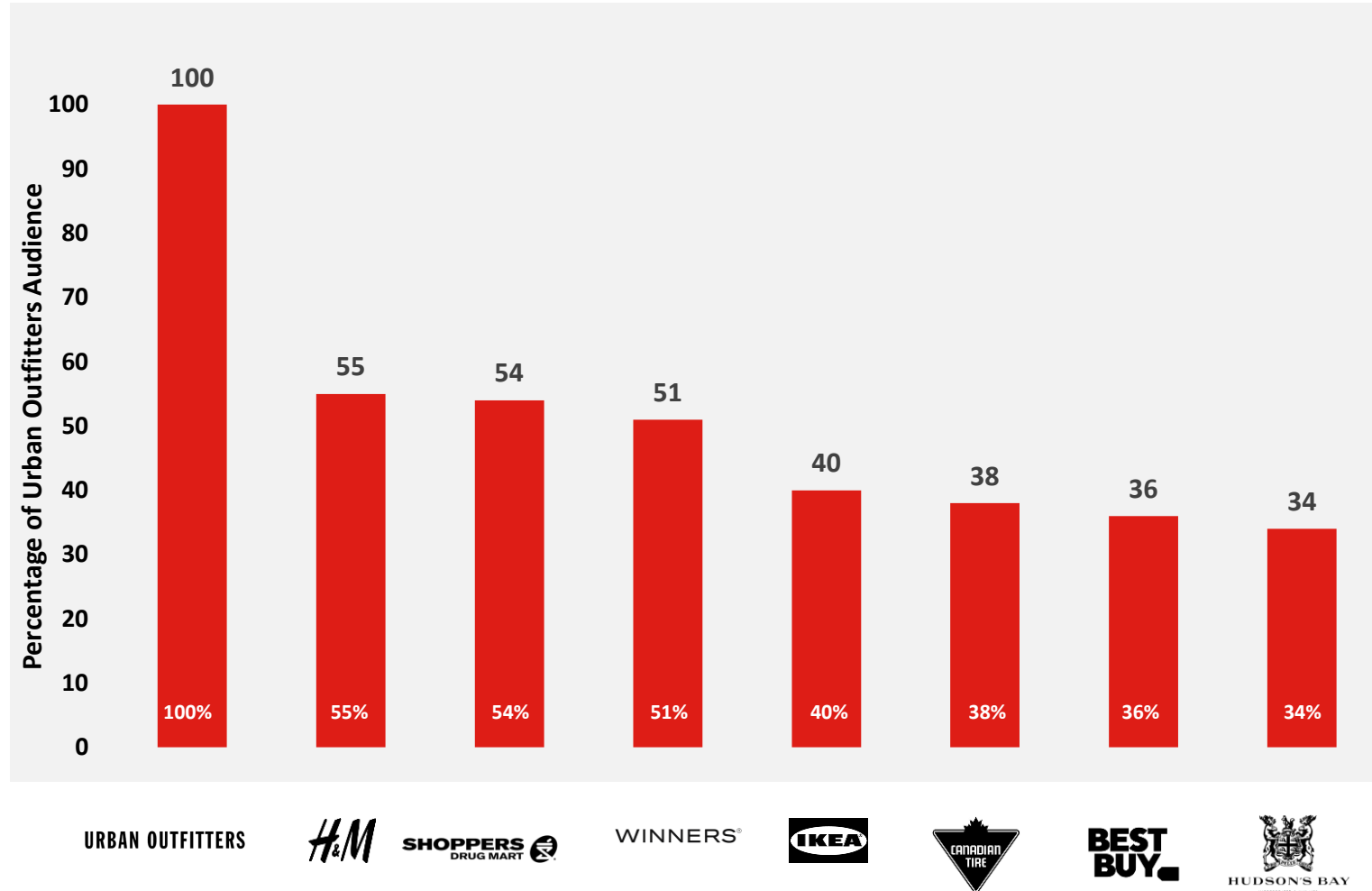
Over 65% of this audience stream music regularly. They enjoy listening to House, Indie Pop and EDM music. They mainly listen to artists that are less well-known/popular.

This audience are 2.3x more likely to follow their favourite band/artist on social media. They follow artists as they trust their recommendations on products/services and love to get a peek into their personal lives.

Let look at the...

BRAND OVERVIEW.

Retailer Brands Overlap

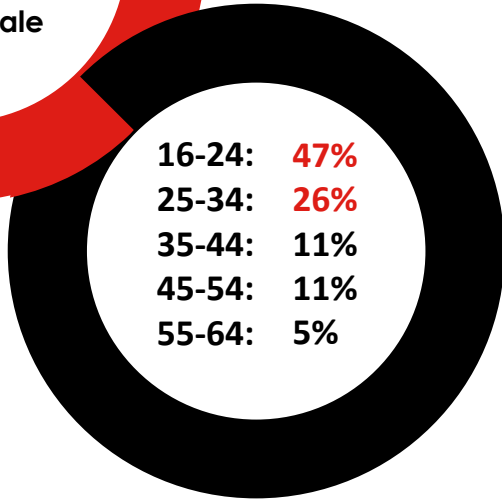
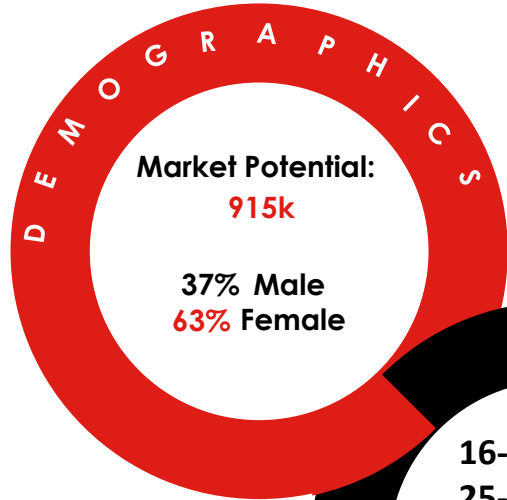


55% of Urban Outfitters consumers in Canada have also purchased from H&M



dna

Urban Outfitters Audience Profile



Attitudes

I like to keep up with the latest fashions

I would pay more for sustainable / eco-friendly products

I am a brand conscious person

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



Top 5 DNA Segments



Fast Fashionistas



Zoomers



Prestige Purchasers



Style Stalkers



Young Rebels

What do they want brands to be?



Household Income

High	33%
Medium	26%
Low	32%

High Reach Media Channels

- Online on PC Laptop Tablet
- Online on Mobile
- Social Media
- TV
- Music Streaming

They enjoy

- Urban / modern art
- Fashion
- Vegetarian food
- Beauty / cosmetics



dna

Urban Outfitters Music Map



Fans of:

Charli XCX	3.2x
Miley Cyrus	2.6x
Dan + Shay	2.4x
Halsey	2.3x
Lana Del Rey	2.2x

Genres:

House	2.4x
Indie Pop	2.3x
EDM	2.2x
Rap	2.0x
Indie Rock	2.0x

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



Why they follow their favourite artists

I trust them when they comment on or recommend products, services, content, other people to check-out, etc.

I love getting a peek into their personal lives

Music related activities

	Reach	Index
Watched music video on YouTube	60%	1.4x
Stream Music	68%	1.7x
Attend Live Concert	26%	2.0x
Live Stream Concert or Festival	47%	2.7x
Songkick	17%	2.9x
Follow Band on Social Media	70%	2.3x

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