Highsnobiety Audience Survey 2017 - Methodology

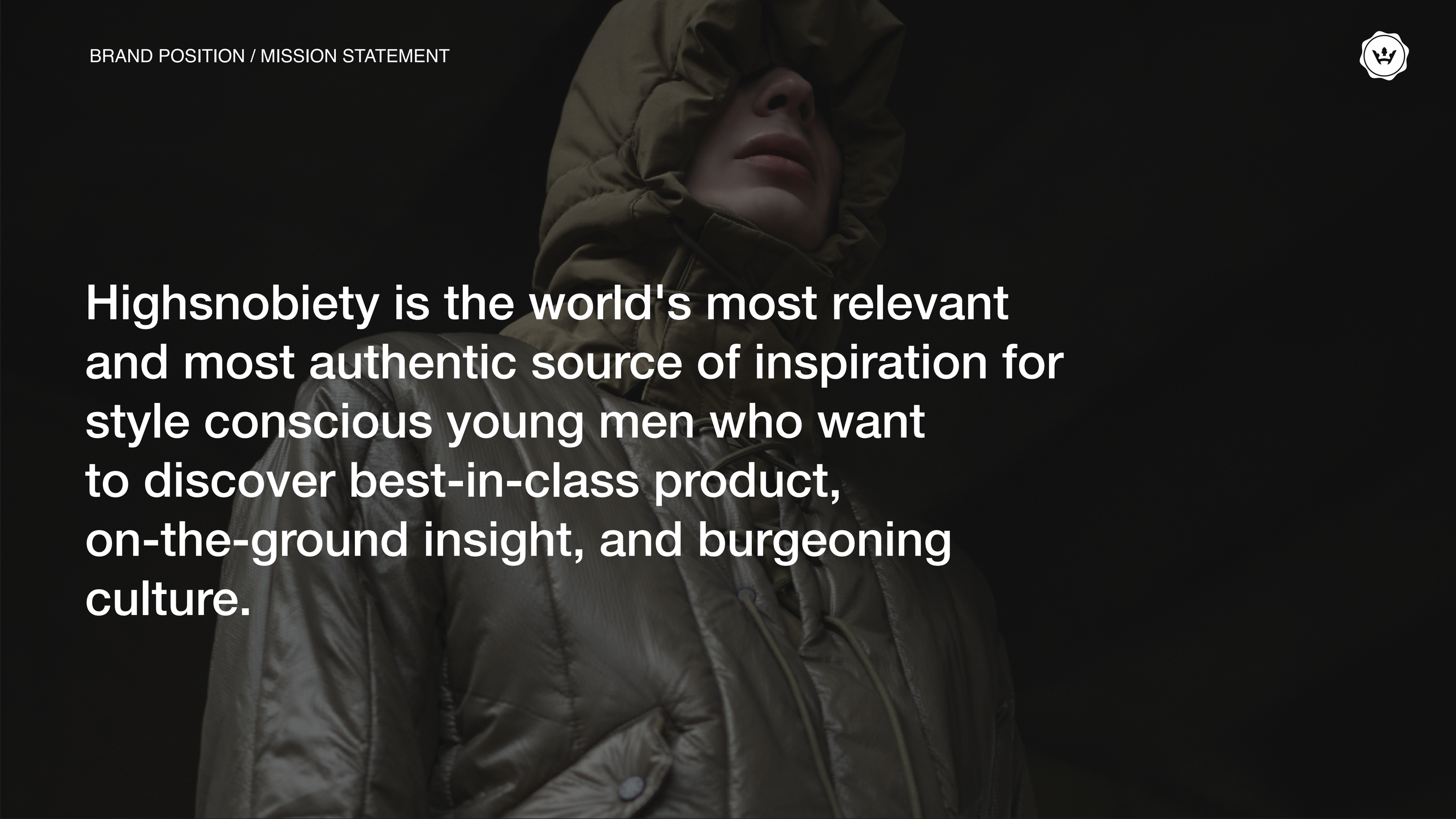
Online User Survey (sample from onsite recruitment)

- **7,314 Interviews**
  - USA: n = 2,195
  - UK: n = 1,129
  - Rest of the world: n = 3,990
- Fieldwork September 13th to 25th 2017
- Recruitment via website, FB, Instagram, e-mail newsletter, twitter

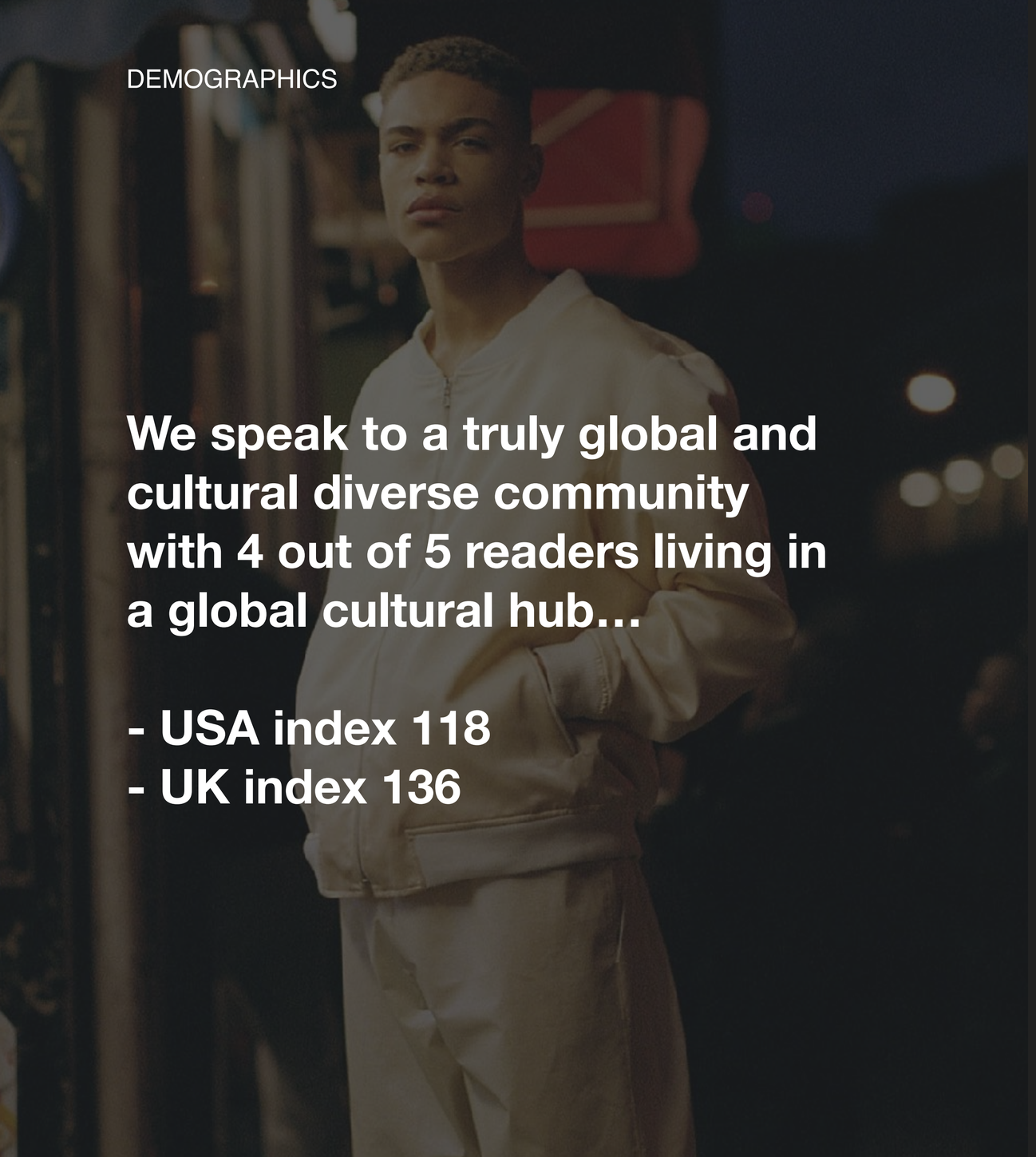
Two parallel reference surveys with representative samples

- Universe: adults 18 – 35 years
- **2,520 Interviews**
  - USA: n = 1,507
  - UK: n = 1,013
- Fieldwork September 8th to 12th 2017
- Recruitment via international Online Access Panel
- Panel provider: Research Now

HIGHSNOBIETY AUDIENCE INSIGHTS 2017



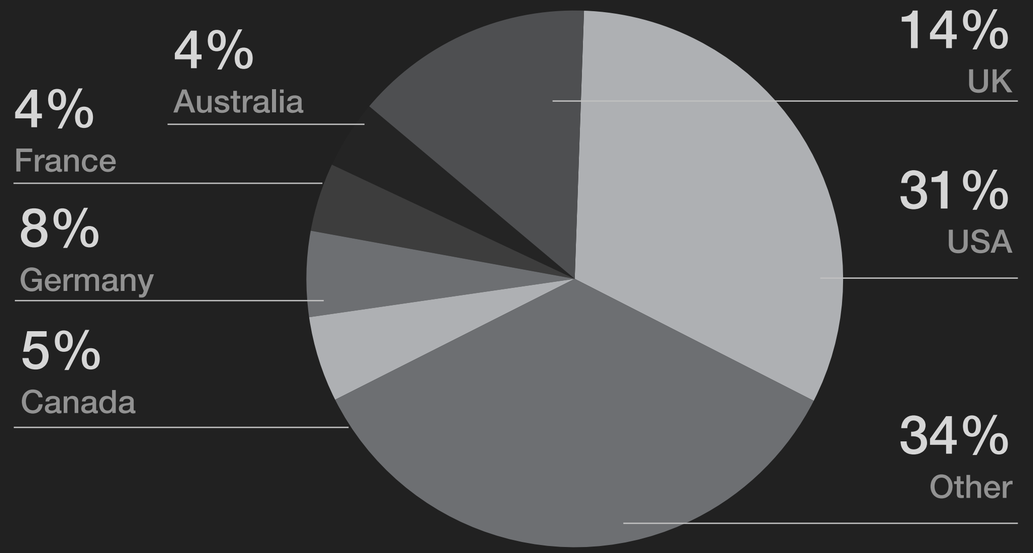
Highsnobiety is the world's most relevant and most authentic source of inspiration for style conscious young men who want to discover best-in-class product, on-the-ground insight, and burgeoning culture.



We speak to a truly global and cultural diverse community with 4 out of 5 readers living in a global cultural hub…

- USA index 118
- UK index 136

Countrysplit



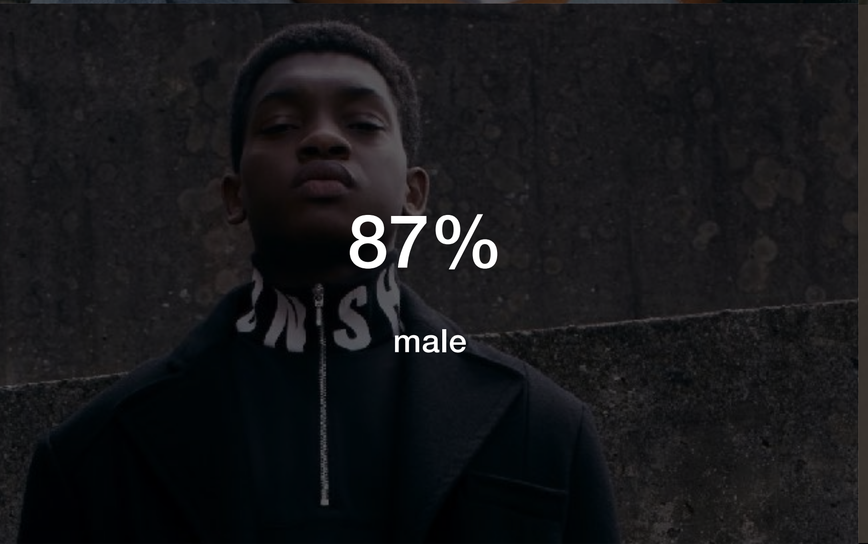
Source: Highsnobiety Audience Survey 2017

DEMOGRAPHICS

Made up of the young, affluent and educated creative class.

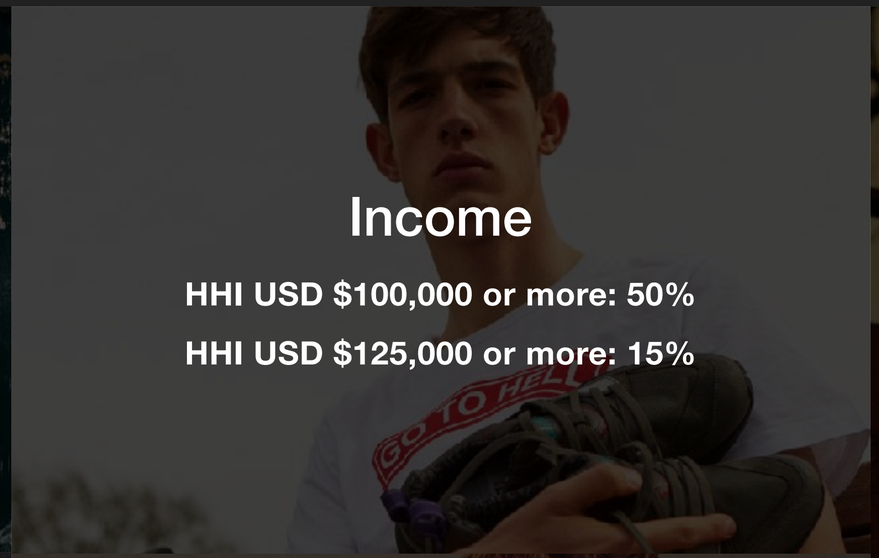
77%

18-34 years old



87%

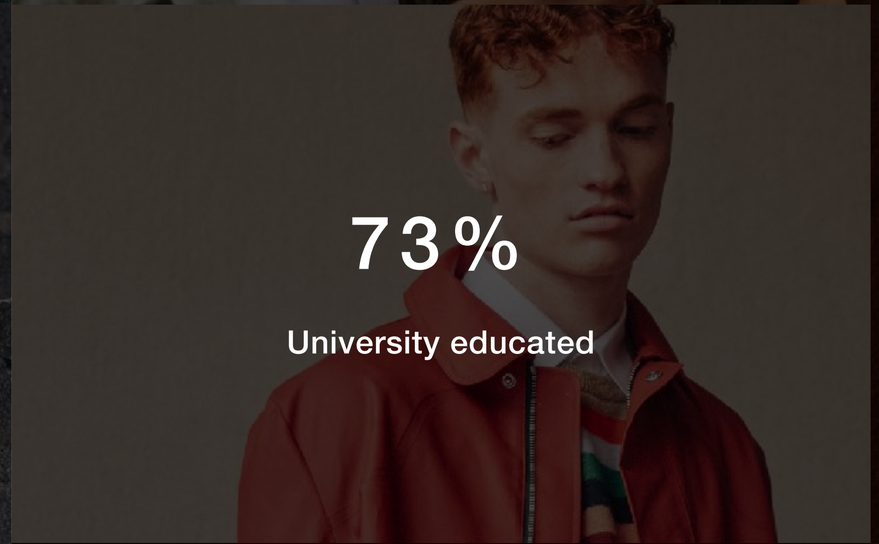
male



Income

HHI USD $100,000 or more: 50%

HHI USD $125,000 or more: 15%



73%

University educated

49% are young professionals: employed / self-employed in creative industries:

15% Media & Marketing

13% Arts & Design

12% Fashion

6% Technology

6% Finance

4% Music & Entertainment

Source: Highsnobiety Audience Survey 2017

Interesting Outtakes

2.8% (Index: 708) business owner —> 280.000+ users

if you only calculate with Unique Users on .com

Professionals in the field of

Fashion

US = 10% (Index: 1.085) / UK = 14% > Index 880

Design

US = 6,8% (Index: 1.131) / UK = 7% > Index 488

Sharing a diverse range of cultural interests, with a focus on style, music, arts and design.

	Percentage	Index
Streetwear	82 %	362
Sneakers	67 %	274
High Fashion	68 %	225
Music	67 %	112
Street Art	48 %	285
Contemporary Art	41 %	298
Typography & Graphic Design	29 %	224

Digital Native & Highly Connected

20%

With up to 10.000 friends/followers on Facebook

> Index 293

65%

Use social media constantly throughout the day

> Index 153

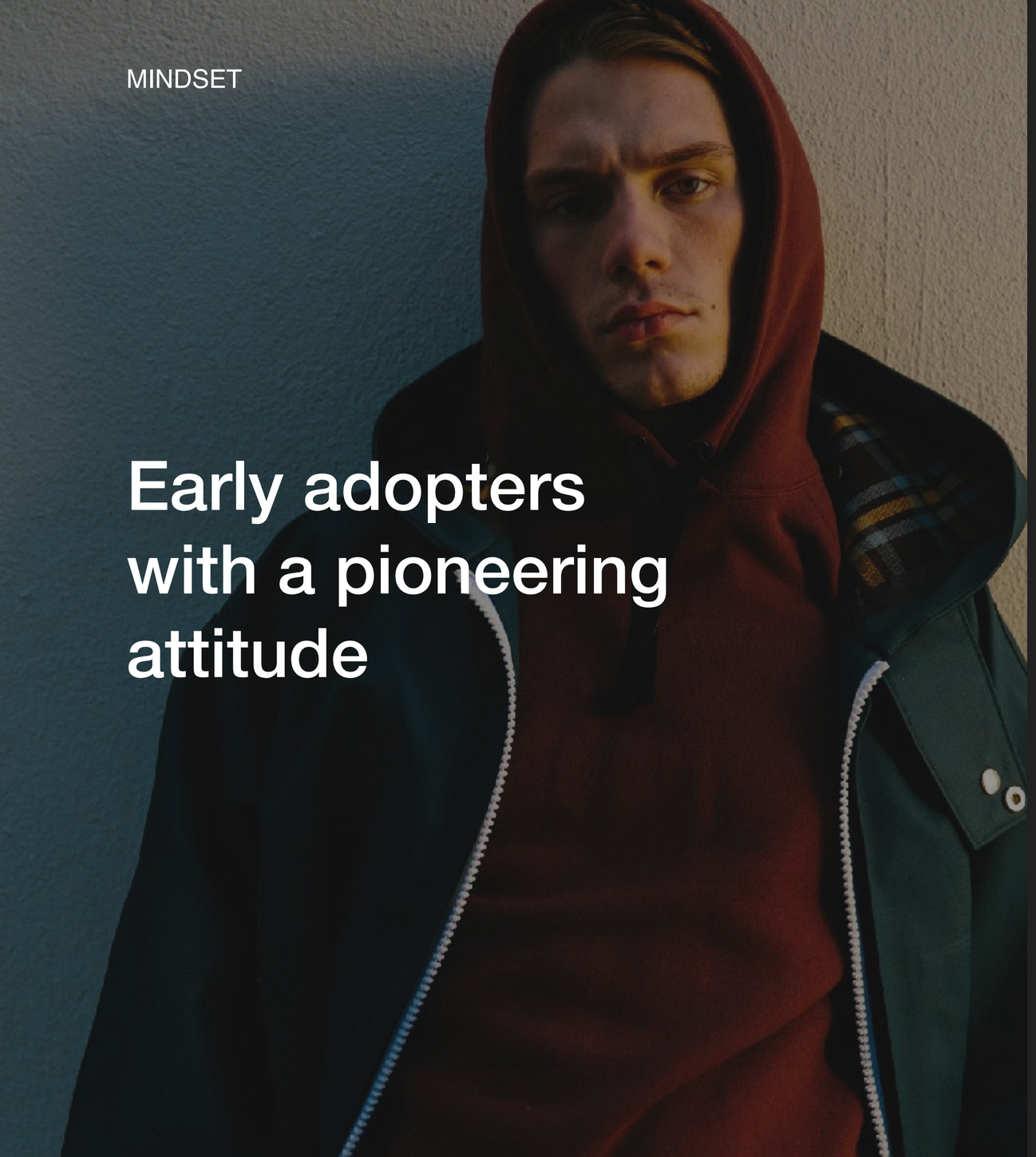
79%

use Highsnobiety daily.

Have been active users for more than three years!

40%

LOYAL
In an ongoing conversation with our audience that spans more than 10 years, we have build a truly loval community



Early adopters with a pioneering attitude

73% would say they are the first of their friends to wear new styles

> Index: 231

80% agree that they are the first among their friends to recognize new trends

> Index: 303

Confident opinion leaders with influence

73% say that friends turn to them for fashion advice

> Index: 190

80% like to recommend brands and products they like to their friends

> Index: 200

Passionate about brands and ready to spend

72%

say brands are very important to them

> Index: 220

66%

brand says a lot about their identity

> Index: 171

63%

buy what they like regardless of price

> Index: 158

Functionalists

Not interested in fashion very much - they have other interests

Sneakers are only shoes

Brands have no special importance

Savvy Spenders

The young fashion orientated mainstream

They love sneakers and streetwear, but they are not fanatics

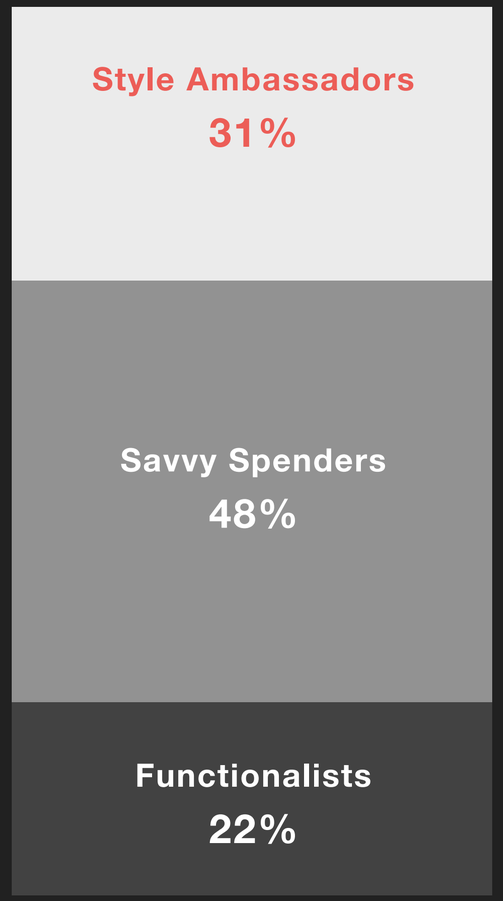
Modest spend in clothes

Cultural curators
Style ambassadors
Headturners

They are dedicated streetwear enthusiasts

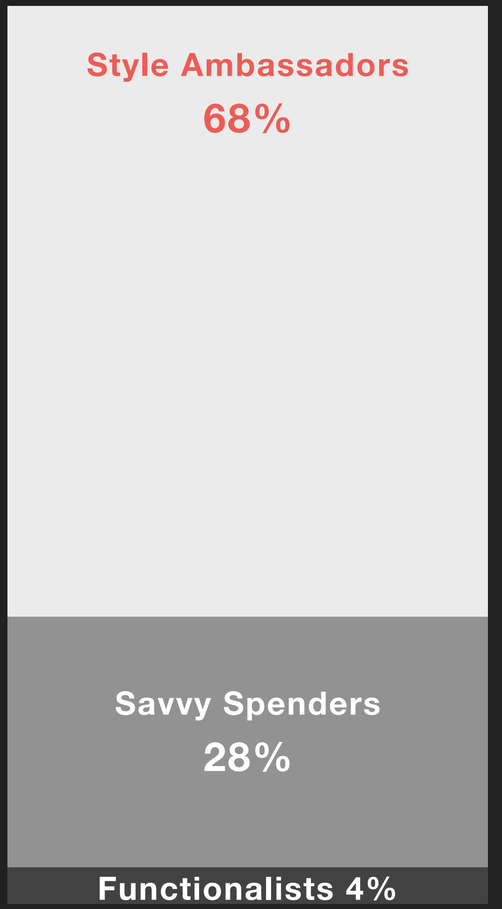
Spend a lot on sneakers and streetwear

AUDIENCE STRUCTURE

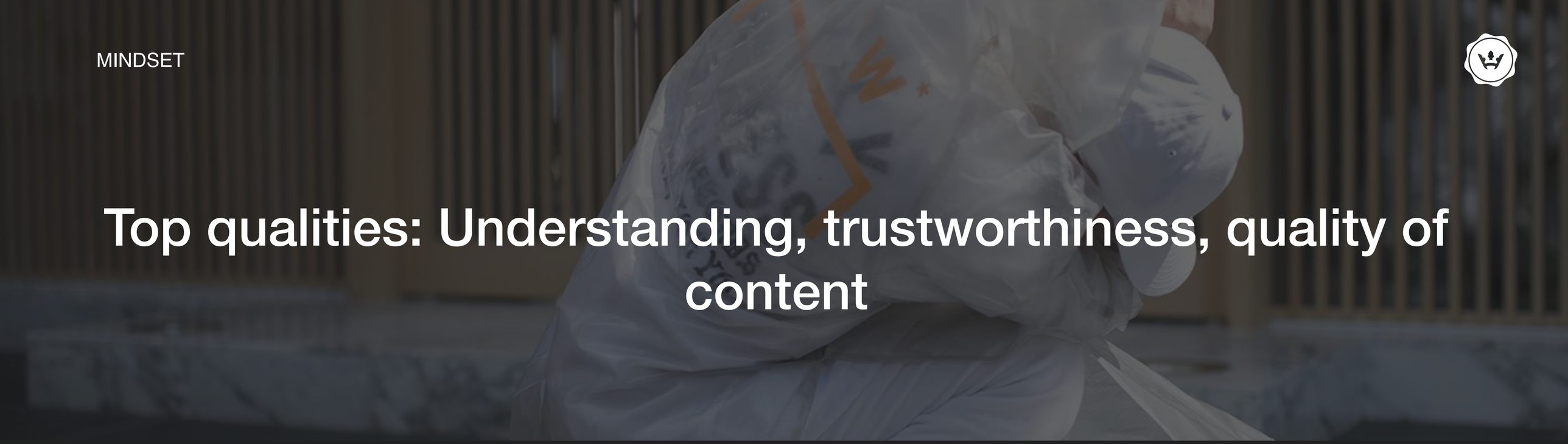


USA 18-35 years

UK 18-35 years



All HS users



Top qualities: Understanding, trustworthiness, quality of content

85%

agree that Highsnobiety gives them a deeper understanding of fashion and streetwear

69%

agree that Highsnobiety has an impact on the culture I see myself being a part of

66%

agree that Highsnobiety has a genuine point of view

Keeps me on trend and ahead of the curve in culture

67%

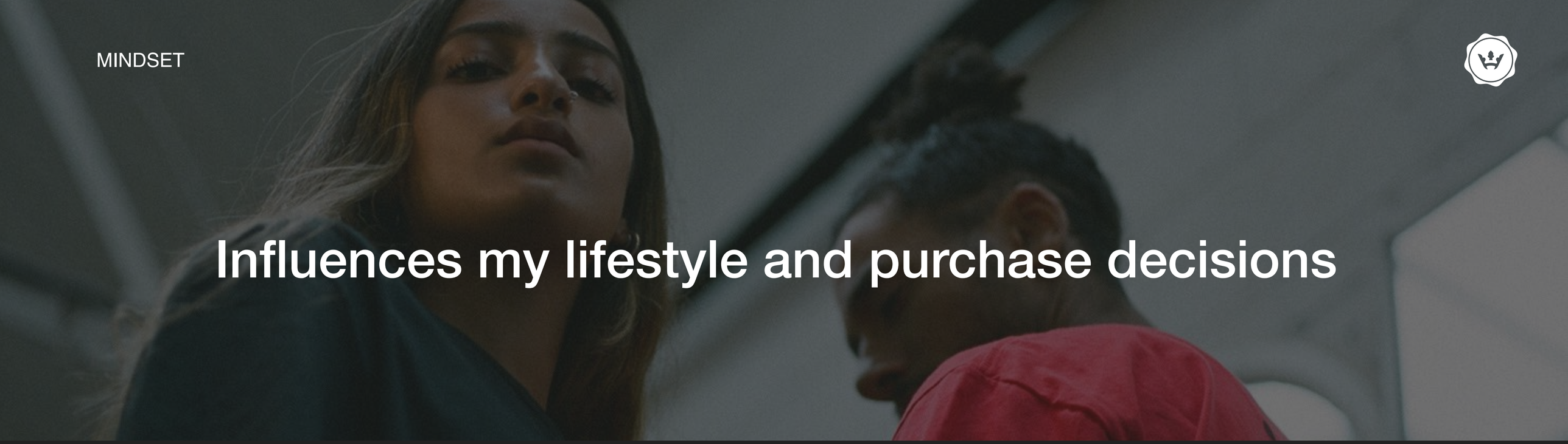
agree that Highsnobiety is the first to report on new and emerging trends

66%

agree that Highsnobiety provides them with current news and events to talk about

65%

agree that Highsnobiety knows what is and isn’t cool



Influences my lifestyle and purchase decisions

56%

followed a brand on social media after being exposed to it on Highsnobiety

71%

did further research on the brand/ product after being exposed to it on HS (outside of Highsnobiety)

60%

did further research on the brand/ product on Highsnobiety

Regular buyers of sneakers with multiple pairs already in collection.

34%

buy sneakers at least once a month

> Index: 180

32%

are sneaker collectors

> Index: 194

43%

enter release raffles

> Index: 305

would say sneakers are an extension of their personality

> Index: 195

Connoisseurs with a deep knowledge and refined taste

Prefer limited sneaker releases that not everyone can get their hands on

>Index: 173