

State of Beyoncé

A Study of Fandom Culture

April 2024 • The Harris Poll Thought Leadership Practice





Methodology

This survey was conducted online within the U.S. by The Harris Poll from March 22nd to 24th, 2023, among a nationally representative sample of 2,043 U.S. adults.

This research is comprised of 1,059 Women and 984 Men, including 204 Gen Z (ages 18-26), 619 Millennials (ages 27-42), 529 Gen X (ages 43-58), and 691 Boomers (ages 59 and older).

The research also includes 1,164 Beyoncé fans. “Fans” are defined as those who selected 5-10 on a 10-point fandom scale (where 1=“Not for me,” 5=“Casual fan,” and 10=“Member of the BeyHive.” Within this, there were also 277 “BeyHive” superfans, defined as those who either selected 10 in the 10-point fandom scale, or who say they have called themselves a member of the BeyHive. “All Americans” stands for the U.S. Total and includes both non-fans and fans.





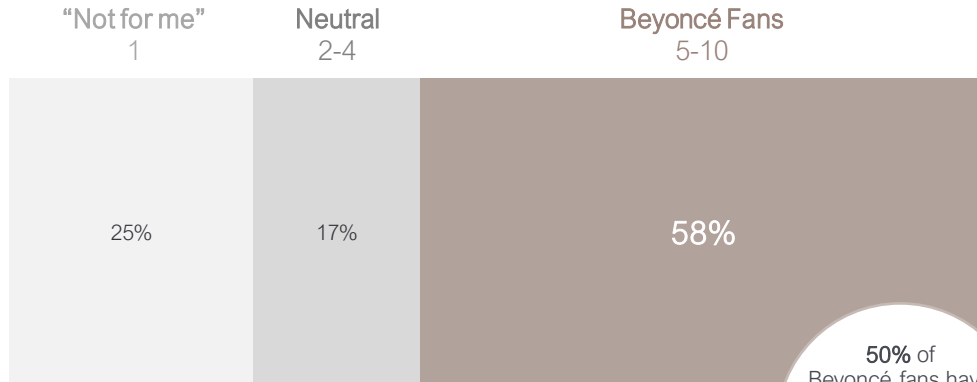
Top Highlights

- **Chart-Topping Adoration:** Six in 10 Americans proudly proclaim themselves Beyoncé fans, with 1 in 7 sworn members of the BeyHive, including a quarter of Millennials.
- **Fandom Fervor Unleashed:** Six in 10 (58%) BeyHive members would be open to tattooing Beyoncé's name or likeness on themselves.
- **Beyond The Stage:** Over a third of Americans tune into Beyoncé's personal life, while the BeyHive digs deeper, saying they're familiar even with her astrological sign or net worth.
- **Opening Up The Wallets:** Seven in 10 Beyoncé fans plan to splash cash on Beyoncé-related spending in the next 2 years, averaging \$2,500, with BeyHive members eyeing a \$3,500, on average.
- **Concert Couture:** Beyoncé's spectacles are regarded as 'otherworldly', with 64% of BeyHive and a third of fans willing to splurge \$5,000 for a ticket to her next tour.
- **Fan Sacrifices And Devotion:** From giving up alcohol, donating a kidney, to eating tarantulas, a third of BeyHive is willing to go to extremes for a chance to have a night out with Bey.
- **Harmony In Diversity:** Americans applaud Beyoncé's country leap, anticipating a new era for black artists and country music aficionados alike.
- **Beyoncé's Musical Tapestry:** From posts to meetups, fans credit her melodies for cultivating deep bonds and community, with eight in 10 BeyHive reveling in shared connections.



Six in 10 Americans consider themselves Beyoncé fans, with a seventh calling themselves a member of the BeyHive

Most Americans are Beyoncé Fans

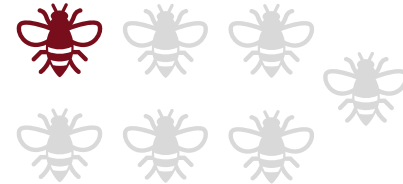


50% of Beyoncé fans have been **surprised** by who in their life has turned out to be a Beyoncé fan

35% All Americans

1 in 7

Americans consider themselves a member of the BeyHive

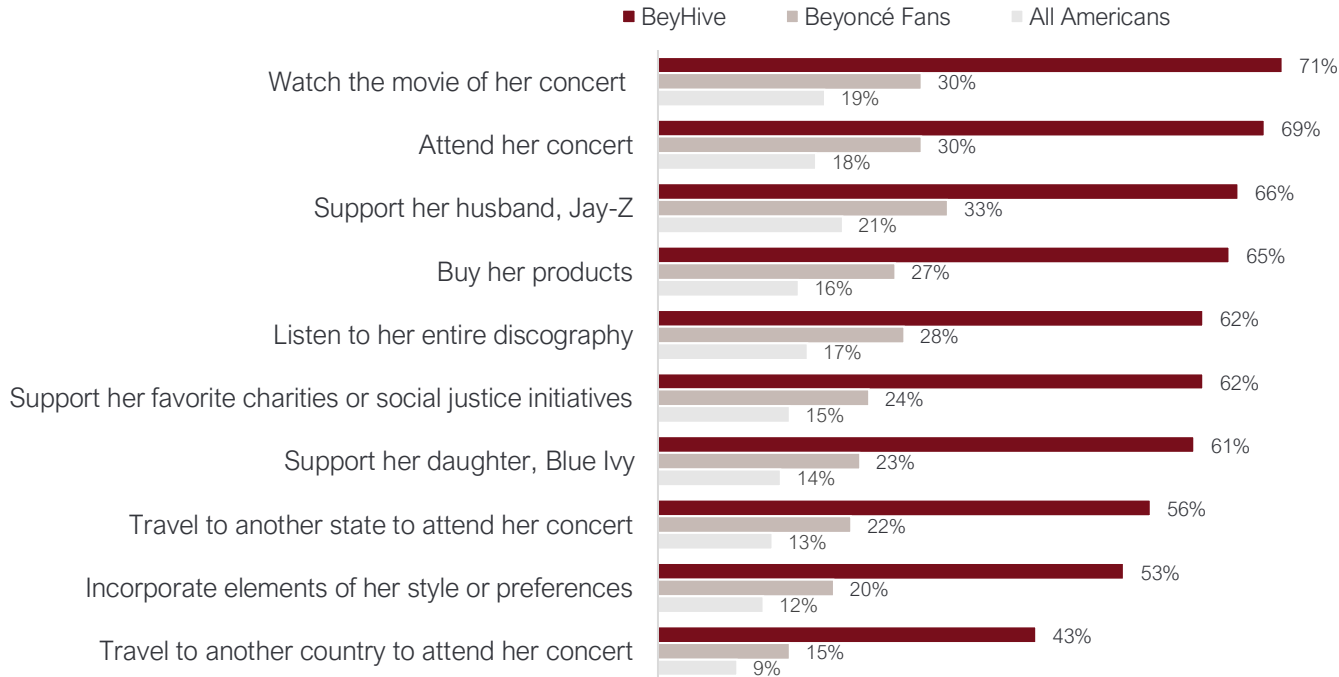


- 26% Millennials
- 25% Black
- 22% Hispanic
- 19% Gen Z
- 14% All Americans



From watching Beyoncé's movie concert to tattooing her name, fans demonstrate their unwavering love for Queen Bey

Which of the following have you done?



58%
BeyHive

Say they would be
open to tattooing
Beyoncé's name
or likeness on
themselves.

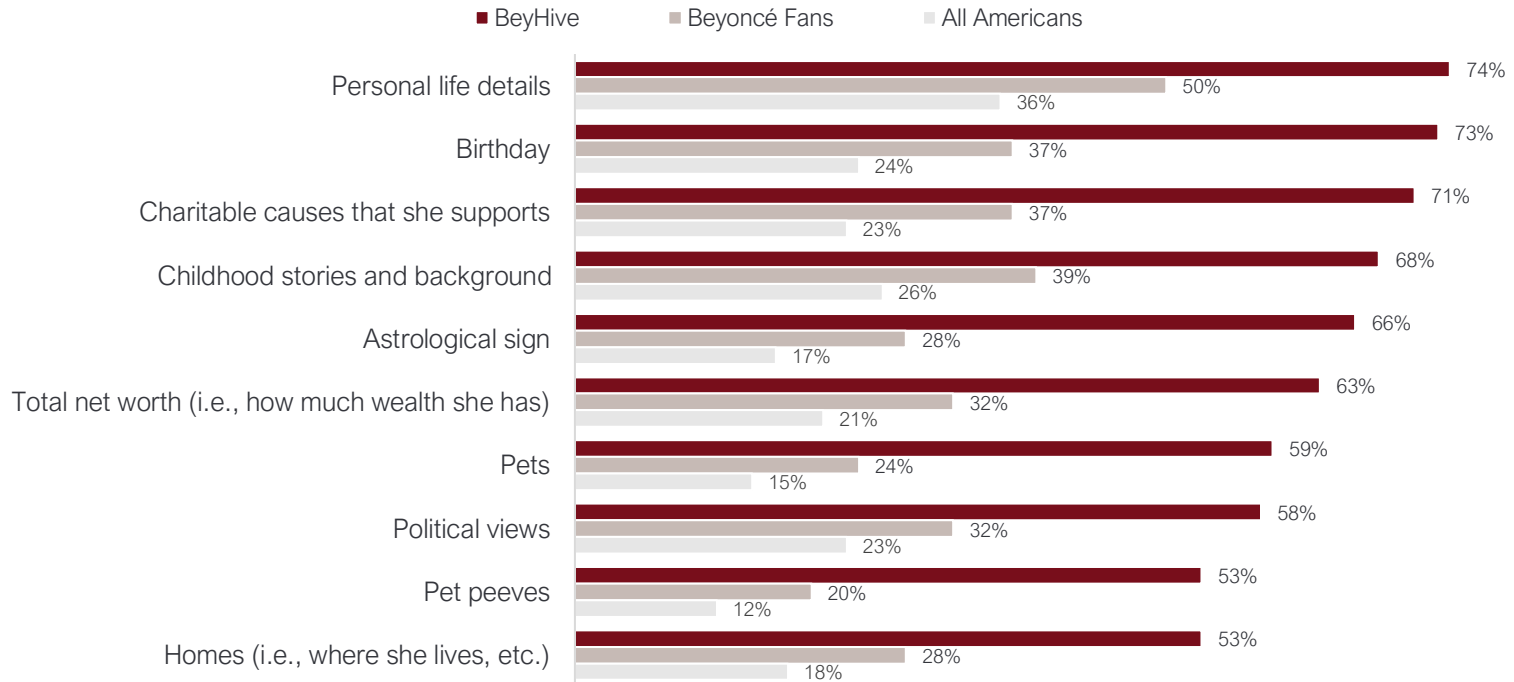
28% Beyoncé fans
19% All Americans





Over a third of Americans actively follow Beyoncé's personal life details, while nearly a quarter know her birthday — and the BeyHive knows her astrology sign

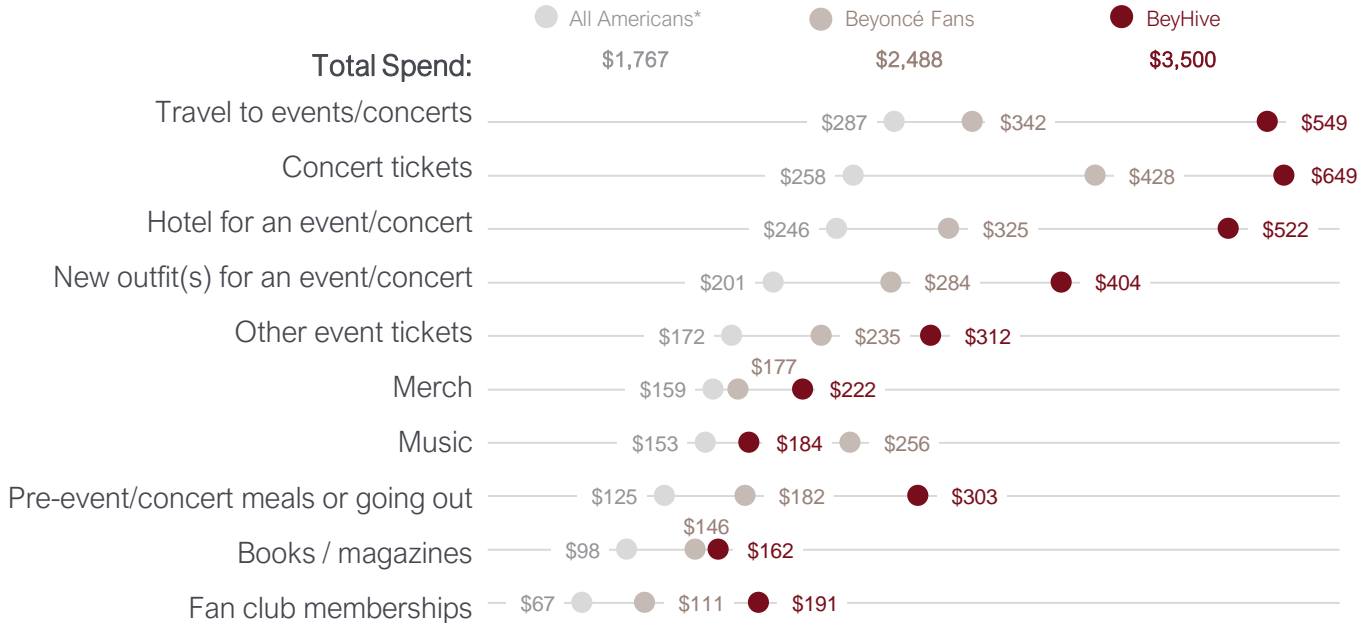
Do you know any of the following information about Beyoncé?





Seven in 10 Beyoncé fans imagine spending money on the artist in the next two years, with nearly an average spend of \$2,500

How much do you imagine paying for Beyoncé ____ in the next 2 years?



70%
of Beyoncé fans
Foresee **spending**
money on their
Beyoncé fandom within
the next 2 years

70% Gen Z
46% All Americans

FF06: How much do you imagine paying for Beyoncé ____ in the next 2 years? (n=2,045 total) | "All Americans" is the U.S. Total, and includes both non-fans and fans



Fans are happy to open their wallet for her next tour, with eight in 10 who already attended describing Beyoncé's concerts as 'otherworldly'

64%

BeyHive

"I would spend \$5,000
for a ticket to
Beyoncé's next tour."

32% Beyoncé fans
20% All Americans
35% Millennials

87%

BeyHive

"I would attend a music
festival simply if
Beyoncé were one
of the performers."

66% Beyoncé fans
42% All Americans

83%








Those who attended
Beyoncé's concert in the past

"Going to a Beyoncé
concert felt otherworldly
because of the connection
with others and the
transcendental
experience."



Many would give up alcohol or skip an anniversary for a night out with her, with a third of BeyHive willing to eat a tarantula or donate a kidney

Would you do any of the following to have a night out with Beyoncé?

	BeyHive	Beyoncé fans	All Americans	
 Give up alcohol for a year	70%	43%	29%	48% Gen Z
 Skip celebrating a romantic anniversary	50%	24%	16%	25% Gen Z
 Wear ugly clothes for a year	50%	28%	19%	32% Gen Z
 Skip a family member's wedding	49%	26%	17%	26% Gen Z
 Give up a paycheck	44%	23%	15%	30% Gen Z
 Eat a live tarantula spider	33%	13%	9%	18% Gen Z
 Donate a kidney	32%	13%	8%	16% Millennials

70%
BeyHive

“People have made
fun of me for my level
of Beyoncé fandom.”

38% Beyoncé fans
49% Men Beyoncé fans



Americans say that Beyoncé's venture into country music will open doors for other Black artists and pique their interest in country music

58%

Americans

“I think that Beyonce's country album **will open up more space** for other Black country artists to get more attention and recognition.”

72% Millennial
66% Black

38%

Americans

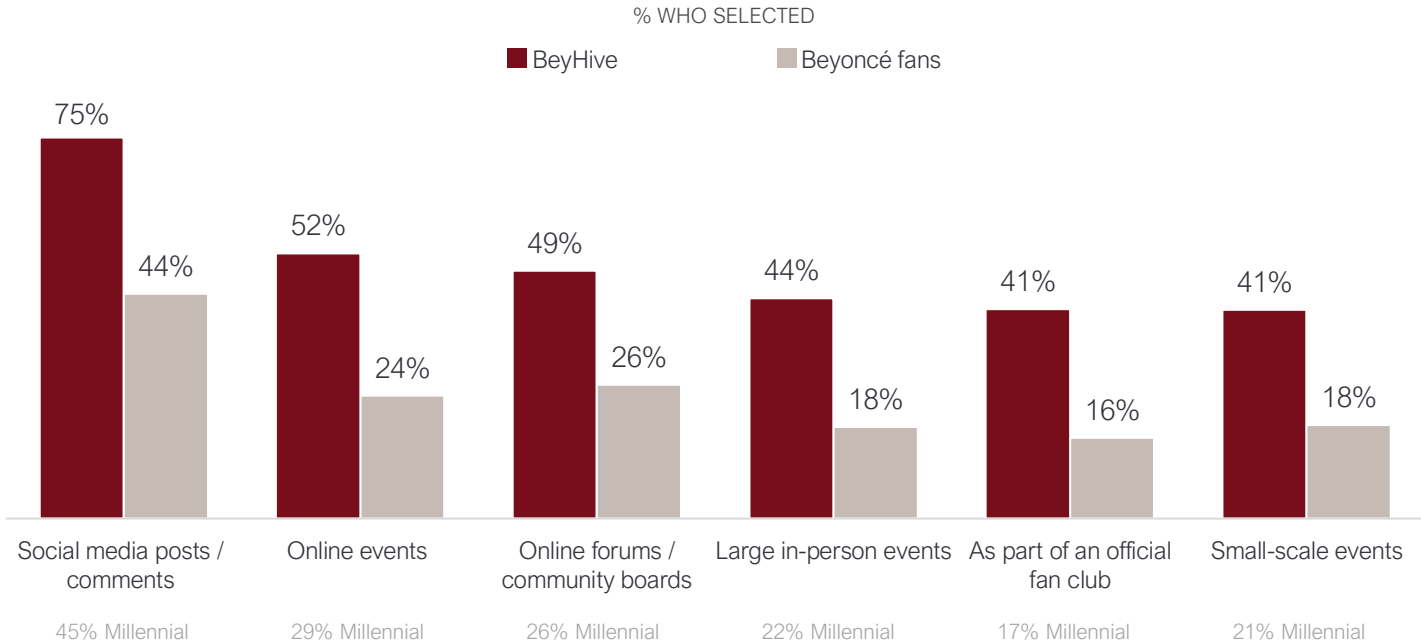
“Beyonce's new country album has gotten me **more interested in country music.**”

58% Hispanic
55% Millennial
51% Black



Friendships in formation: From social media to in-person events, fans share that Beyoncé’s music helped them forge deep connections and community

How do you connect with other Beyoncé fans?



81%
BeyHive

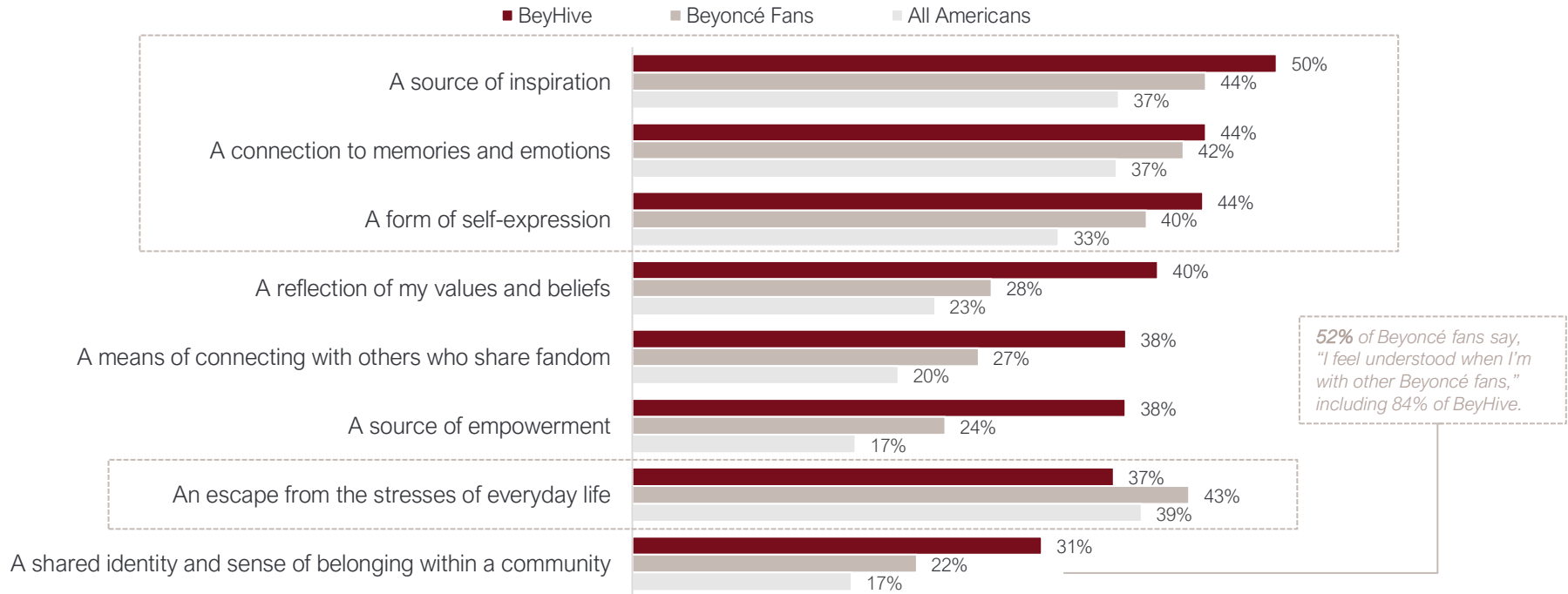
“I have formed **deep friendships** based on a shared Beyoncé connection.”

45% Beyoncé fans



Fandom embodies inspiration, memories, and unapologetic self-expression

What does being a fan of a musical artist mean to you?



Appendix



Women, younger Americans, and POC especially are more likely to call themselves Beyoncé fans

Beyoncé Fan Demographics

Women More Likely To Be Fans



62%

of women are Beyoncé fans



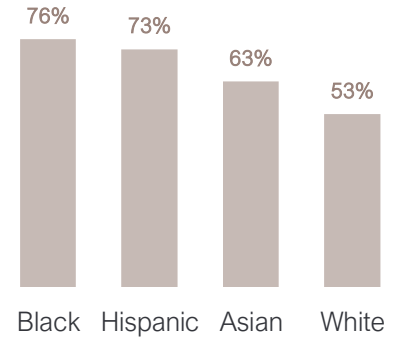
53%

of men are Beyoncé fans

Gen Z & Millennials Most Likely To Be Fans



Majorities of Every Racial Demographic Are Fans





Beyoncé fans are also likely to live in urban areas, lean left politically, and are more likely to be part of the LGBTQIA+ community

Beyoncé Fan Demographics

Urbanites More Likely To Be Fans



69%

of urbanites are fans



56%

of people in the suburbs are fans



48%

of people in rural areas are fans

Fans Lean Left

Independent



52%

Democrat



74%

Republican



45%

LGBTQIA+ More Likely To Be Fans

LGBTQ+



74%

Non-LGBTQ+



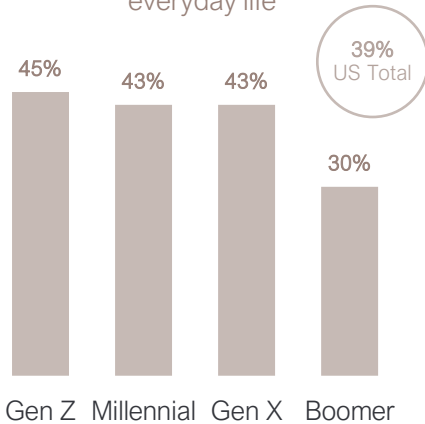
56%



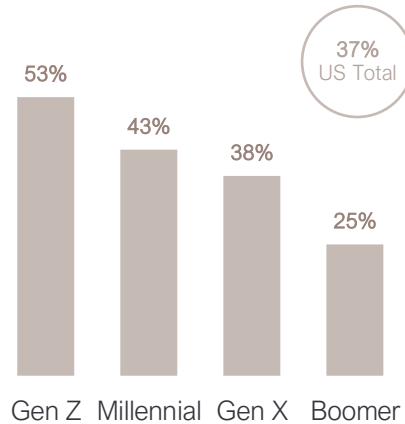
Fandom across generations

What does being a fan of a musical artist mean to you?

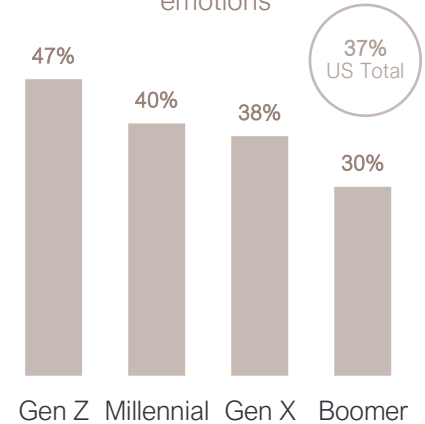
An escape from the stresses of everyday life



A source of inspiration



A connection to memories and emotions

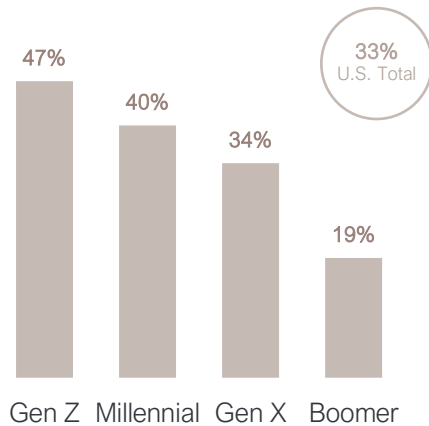




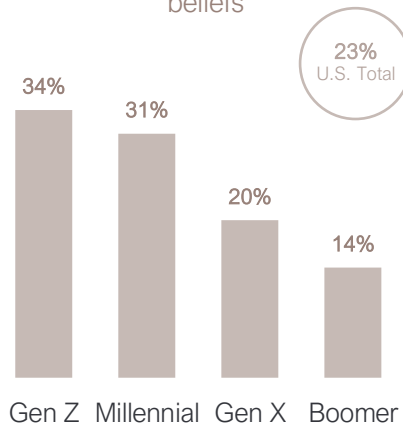
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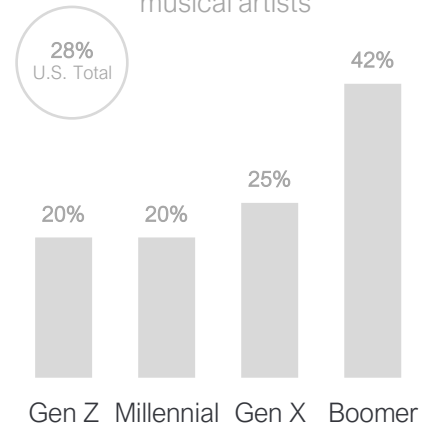
A form of self-expression



A reflection of my values and beliefs



N/A - I am not a fan of any musical artists

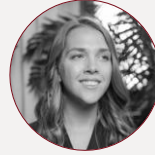


To learn more about this research, please reach out to...



Tim Osiecki

Senior Research Manager
tim.osiecki@harrispoll.com



Libby Rodney

Chief Strategy Officer
lrodney@harrispoll.com



Abbey Lunney

Managing Director
abbey.lunney@harrispoll.com

Special thanks for contributing to the research development:



Danielle Sumerlin

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