

Lights, Camera, Gender:

Exploring Streaming Behavior by Gender

With COVID now at the back of most peoples' minds and new blockbusters releasing, the allure of the silver screen is drawing crowds back to movie theaters. However, even as traditional theaters regain their charm, the sway of streaming platforms continues to reign supreme. The pandemic has solidified streaming's prominence as a convenient and versatile medium, offering a treasure trove of content at viewers' fingertips.

Female viewers dominate the user base of these two popular streaming services:

N

♀ **38%** of female users planning to watch new movies on streaming platforms, visit **Netflix**.

hulu

♀ **21%** of female users planning to watch new movies on streaming platforms, visit **Hulu**.

Disney+

♀ **16%** of female users planning to watch new movies on streaming platforms, visit **Disney+**.

♂ **14%** of male users planning to watch new movies on streaming platforms, visit **Disney+**.

prime

♀ **12%** of female users planning to watch new movies on streaming platforms, visit **Amazon Prime**.

♂ **10%** of male users planning to watch new movies on streaming platforms, visit **Amazon Prime**.

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Data witnessed July 2023.

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