

STREAMING TRENDS:

Majority of Future Music Subscribers Already Subscribed to Leading Platforms

In the world of music streaming, we discovered a trend among people who plan to purchase a music subscription within the next three months. Most are already subscribed to popular streaming platforms but when we looked into the different genders, we discovered some interesting insights.

35% of females have a Netflix subscription.

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18% of males have a Netflix subscription.

20% of females have a Hulu subscription.

hulu

13% of males have a Hulu subscription.

16% of females have an Amazon Prime Video subscription.

prime

8% of males have an Amazon Prime Video subscription.

15% of females have a Disney+ subscription.

Disney+

8% of males have a Disney+ subscription.

3% of females have an Apple TV subscription.

Apple TV

6% of males have an Apple TV subscription.

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Data witnessed September 2023.

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