



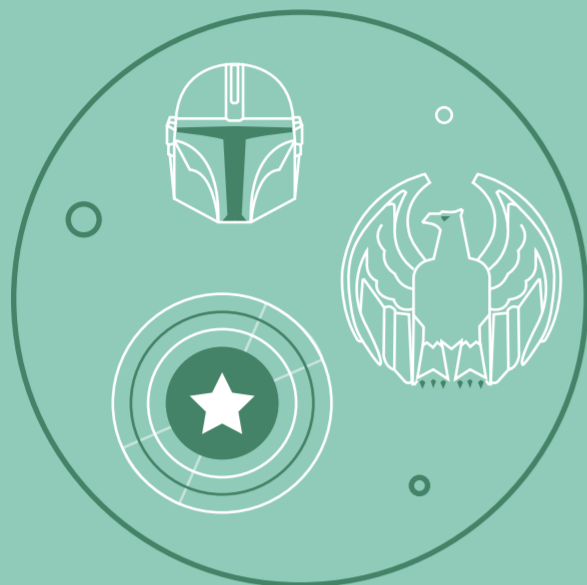
WE SPOKE TO FANS



MCM COMIC CON FANS – HOME EDITION

MOST ANTICIPATED

TV SHOW



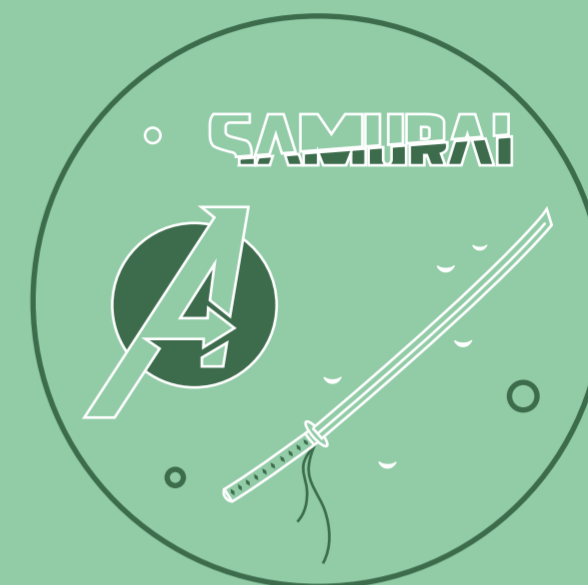
1. MANDALORIAN SEASON 2 **33%**
2. THE FALCON & THE WINTER SOLDIER **20%**
3. THE BOYS SEASON 2 **17%**

FILM



1. WONDER WOMAN 1984 **22%**
2. BILL & TED 3 **17%**
3. A QUIET PLACE PART II **12%**

GAME



1. CYBERPUNK 2077 **42%**
2. MARVEL'S AVENGERS **15%**
3. GHOST OF TSUSHIMA **8%**

FAVOURITES

47%

CHOSE TV AS THEIR PREFERRED DEVICE TO VIEW CONTENT



1. TV **47%**
2. CONSOLE **24%**
3. LAPTOP **9%**
4. PC **8%**
5. MOBILE PHONE **6%**

41%

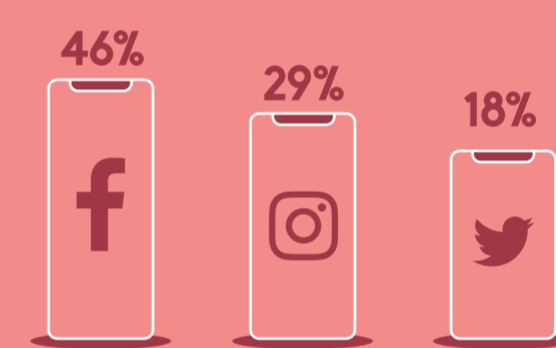
PREFERRED TO PLAY GAMES ON PLAYSTATION



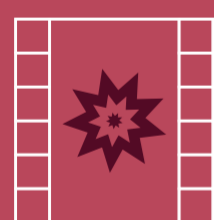
1. PLAYSTATION **59%**
2. XBOX **17%**
3. PC **15%**
4. SWITCH **8%**

46%

SAID FACEBOOK WAS THEIR SOCIAL MEDIA NETWORK OF CHOICE



FILM OR TV?



FILM **61%**



TV **39%**

FAVOURITE WAY OF VIEWING CONTENT

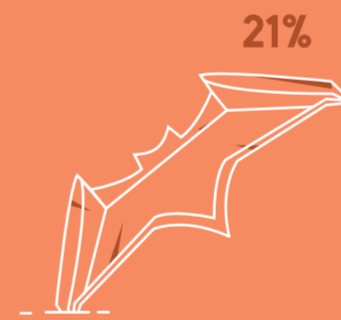


- 90% STREAMING SUBSCRIPTION
- 5% TV ON DEMAND
- 3% LIVE TV

MARVEL OR DC?



MARVEL **79%**



DC **21%**

TOP 4 STREAMING SERVICES



1. NETFLIX **70%**
2. DISNEY+ **11%**
3. AMAZON PRIME **9%**
3. CRUNCHYROLL **4%**

WHO

GENDER

58%



MALE

38%



FEMALE

2%



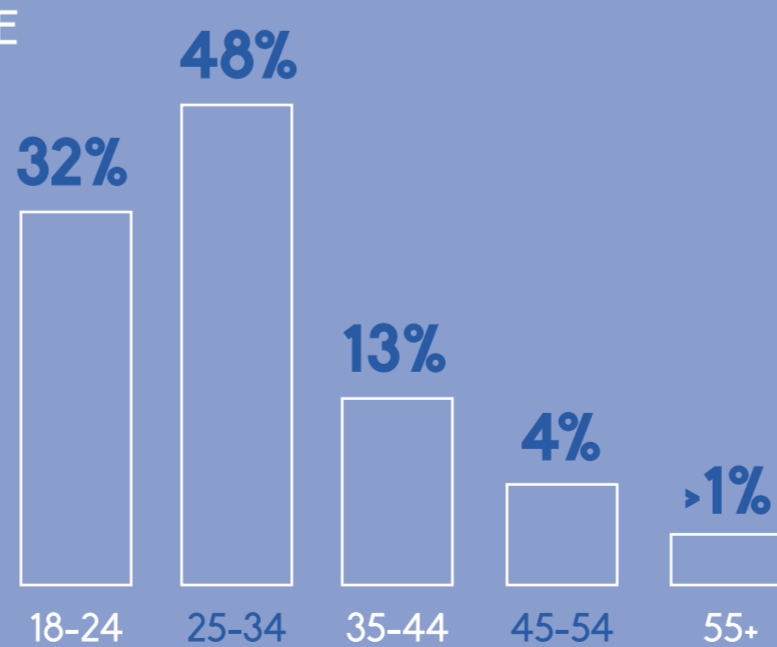
NON CONFORMING

1%



TRANSGENDER

AGE



DATA WAS COLLECTED BETWEEN 25 JUNE AND 2 JULY 2020 FROM A SAMPLE OF 3,197 FANS THROUGH AN ONLINE SURVEY DISTRIBUTED ON MCM COMIC CON ONLINE CHANNELS

WANT TO KNOW MORE?

