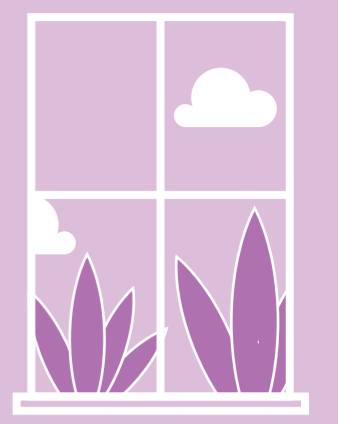




WE SPOKE TO FANS



HOME EDITION

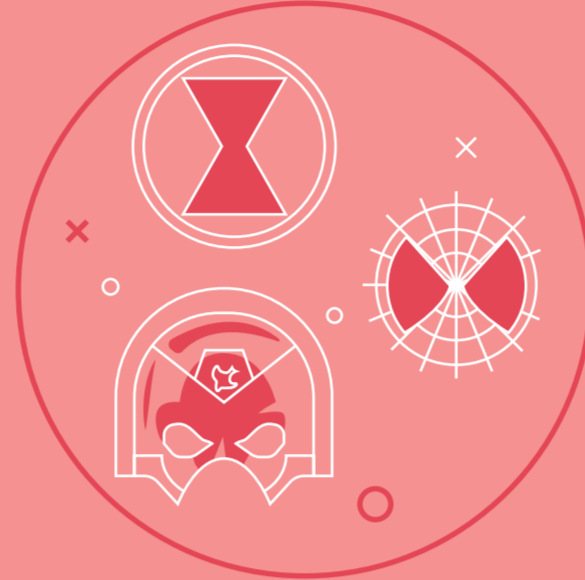
MOST ANTICIPATED

TV SHOW



1. LOKI **25%**
2. STRANGER THINGS **12%**
3. LORD OF THE RINGS **10%**

FILM



1. SPIDER-MAN: NO WAY HOME **13%**
2. SUICIDE SQUAD **12%**
3. BLACK WIDOW **10%**

GAME



1. CALL OF DUTY 2021 **14%**
2. LEGO STAR WAR: THE SKYWALKER SAGA **10%**
3. FAR CRY 6 **10%**

FAVOURITES

60%

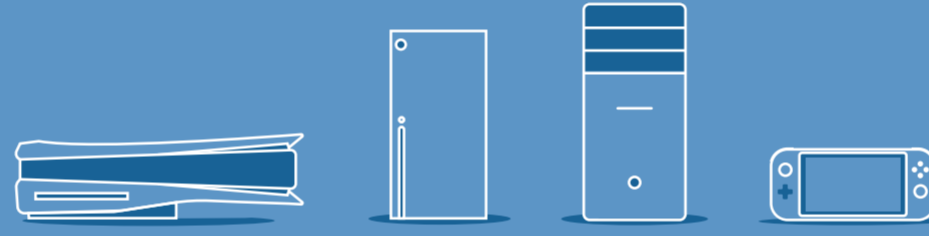
CHOSE TV AS THEIR PREFERRED DEVICE TO VIEW CONTENT



1. TV **60%**
2. LAPTOP **15%**
3. CONSOLE **7%**
4. MOBILE **7%**
5. PC **6%**
6. TABLET **4%**

39%

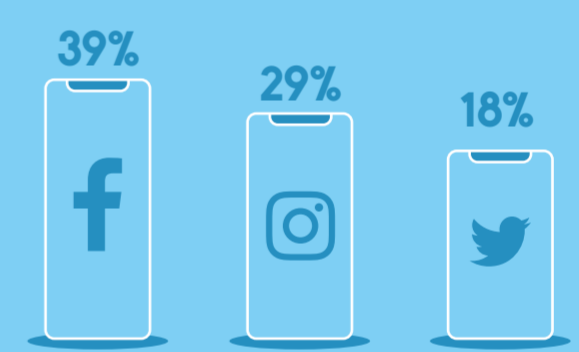
PREFERRED TO PLAY GAMES ON PLAYSTATION



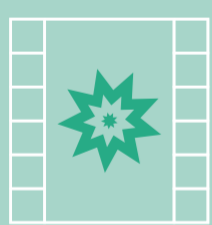
1. PLAYSTATION **39%**
2. XBOX **23%**
3. PC **23%**
4. SWITCH **9%**

39%

SAID FACEBOOK WAS THEIR SOCIAL MEDIA NETWORK OF CHOICE



FILM OR TV?



FILM **57%**



TV **43%**

FAVOURITE WAY OF VIEWING CONTENT



- | Viewing Method | Percentage |
|------------------------|------------|
| Streaming Subscription | 74% |
| TV On Demand | 15% |
| Live TV | 9% |

MARVEL OR DC?



83%

MARVEL



17%

DC

TOP 4 STREAMING SERVICES



1. NETFLIX **61%**
2. DISNEY+ **14%**
3. AMAZON PRIME **12%**
3. NOWTV **3%**

WHO

GENDER

50%



MALE

46%



FEMALE

2%



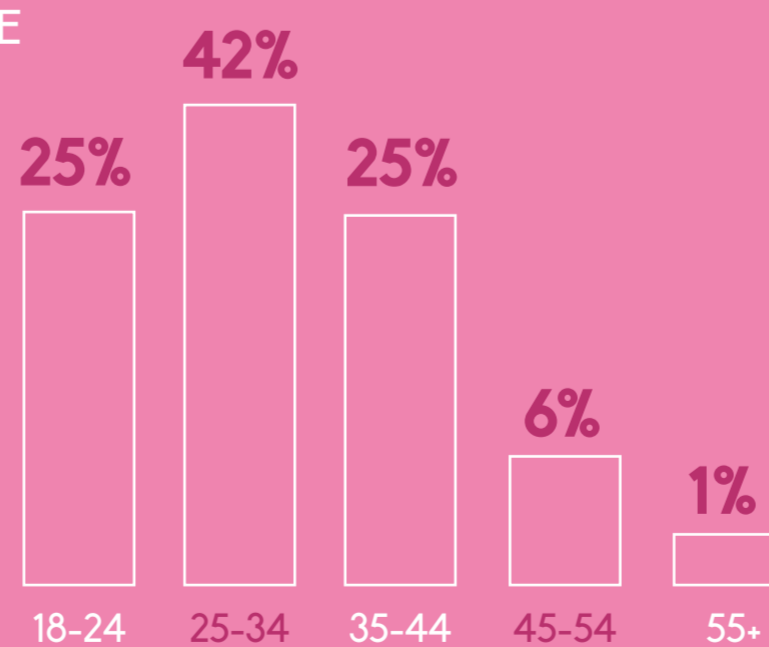
NON CONFORMING

<1%



TRANSGENDER

AGE



DATA WAS COLLECTED FROM 1,020 POP CULTURE FANS BETWEEN 28 MAY AND 11 JUNE 2021 THROUGH AN ONLINE SURVEY.

WANT TO KNOW MORE?

