

Netflix Audience Profile

- The ratio of users worldwide and their locations are 43% in the USA and the following 57% are worldwide.
- The demographics between men and women is 57% female, to 43% male.
- The age group that views Netflix the most is 18-24, being 24% of their viewers.
- Social Status of these viewers being: B, C1, C2, D.

Psychographics:

Tends to have some sort of political outlook

Interested in ethical and social issues

Very sociable and enjoys meeting up with friends

Likes to go out and go partying or clubbing

Hobbies tend to include sports, music or fitness.