



Netflix Audience Analysis Report: Reaching Netflix's Target Audience

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Introduction

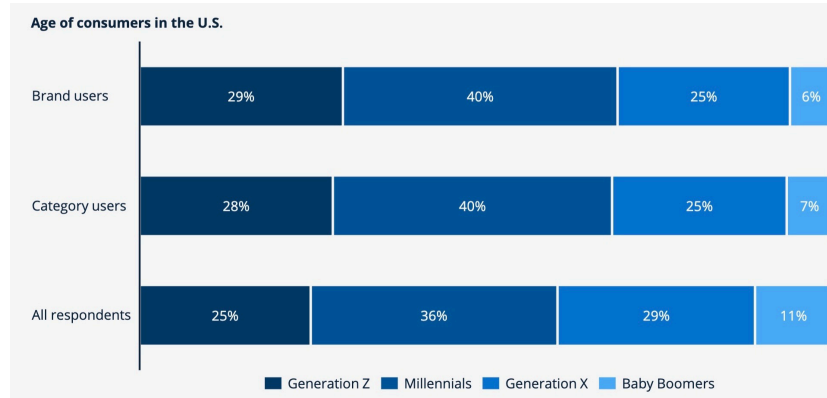
This Audience Analysis is based on data from the 2024 Global Consumer Survey on Netflix's customer profile & customer preferences. Through analysis of the Statista Global Consumer Survey, we were able to determine Netflix's target audience and provide recommendations on how Netflix can best reach this audience through its marketing and content strategy initiatives. In addition, this analysis includes the reasoning behind these recommendations and an explanation of important variable relationships.

Key Findings

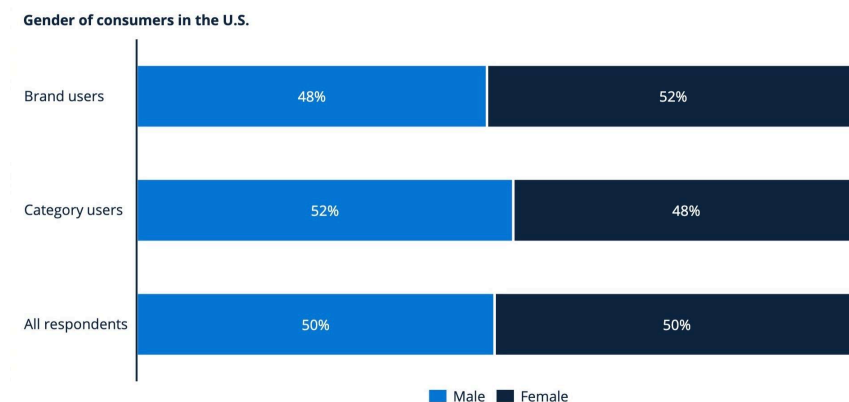
- A large majority of Netflix users are between the ages of 18-30, however, there is still an older audience as well.
- Netflix users are typically college graduates and come from high-income households.
- Netflix users are concerned about rising prices and inflation, if subscription prices are raised, as Netflix could lose more users given the decline since 2021.
- Netflix's audience is fairly even between genders, and content should be made for everyone, including LGBTQ+ audiences as well.
- Netflix users prefer digital content, helping narrow down target groups for marketing.

Customer Demographic Background

- 40% of Netflix brand users are millennials, while 29% belong to Generation Z.

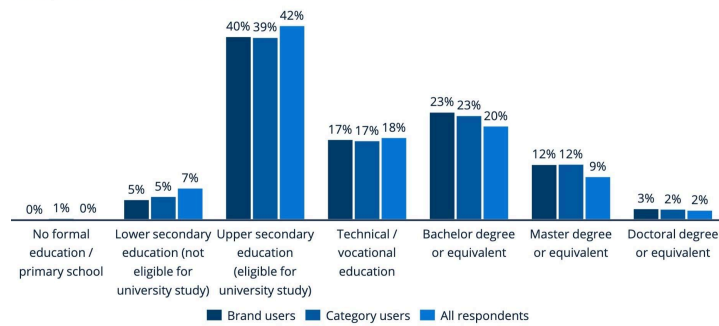


- Netflix's audience is nearly evenly split between genders, with 52% female and 48% male viewers.



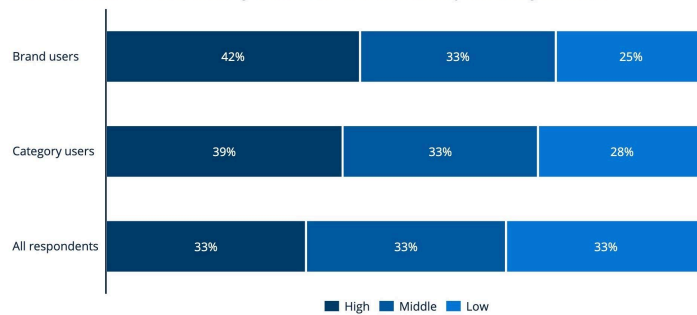
- 38% of Netflix users have a college degree, including those with bachelor's, master's, and doctoral degrees.

Consumer's level of education in the U.S.



- 42% of Netflix users come from high-income households.

Share of consumers in the U.S. in the high, middle, and low thirds of monthly household gross income

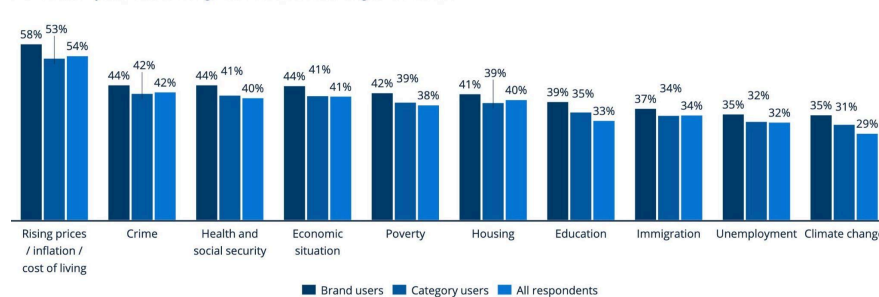


Interpretation: Netflix users are typically younger, educated individuals. The audience is also virtually split between genders. These demographics do not fully reflect the whole audience of Netflix however, and it should be noted that there are still a lot of older users as well. Understanding these patterns can help Netflix refine its content strategy—focusing on youth-driven entertainment while also providing diverse options for older viewers. Additionally, Netflix can use this insight to enhance targeted marketing, improve subscription plans, and optimize content recommendations to better engage its audience.

Customer Lifestyle

- 58% of Netflix users are concerned about inflation and rising prices. This suggests that Netflix may need to consider pricing strategies or content that reflects economic concerns to retain and attract users.

The 10 most important issues facing the United States according to Netflix users

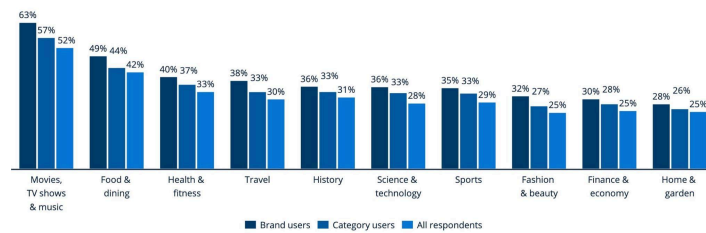


- 63% of Netflix users have music, tv shows, and movies as an interest, which is relatively high compared to general audience preferences.

Movies, TV shows and music are relatively prevalent interests of Netflix users

Consumer lifestyle: main interests

Top 10 interests of Netflix users in the U.S.

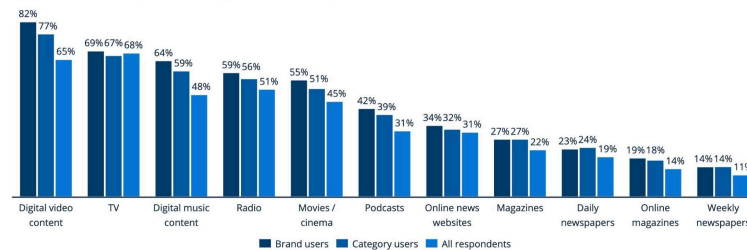


Interpretation: As noted in the key findings, it is important for Netflix to take into account the concern about rising prices, as since its user base is already in decline, it would be unwise to raise subscription prices at the current moment. Netflix users are interested in media, and it would be helpful to advertise on social media content that relates to media. One niche that could be hit here is the media analysis section of youtube, where a lot of Netflix users will find explanations of films they watched on the platform.

Customer Media Usage Habits

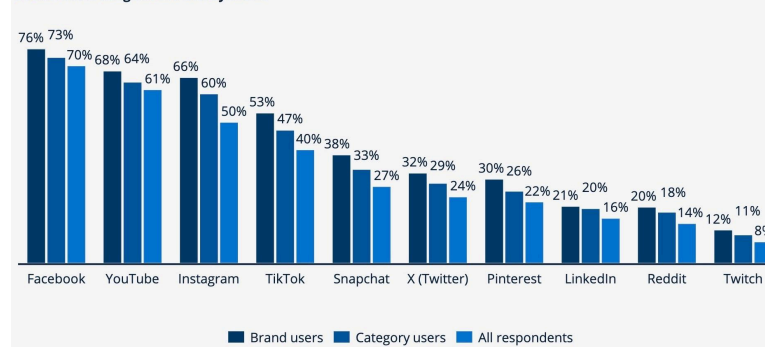
- 82% of Netflix brand users prefer digital video content, making it the most popular media type. TV follows at 69%, digital music content at 64%, and radio at 59%. This shows a strong preference for online streaming over traditional media like movies/cinema (55%) and print formats such as magazines (27%) and daily newspapers (23%).

Type of media consumers in the U.S. have been using in the past 4 weeks



- 76% of Netflix brand users use Facebook, making it the most widely used social media platform among them. YouTube follows at 68% and Instagram at 66%. These platforms present key opportunities for Netflix to engage its audience through targeted marketing and content promotion across multiple channels.

Social media usage in the U.S. by brand



Interpretation: One interesting segment of our findings is that 76% of brand users reported being on Facebook. This is surprising considering most users are millennial or Generation Z. A lot of people on Facebook do not use it regularly, or at all, so this could be an explanation for this out of place statistic. It is important to note that Netflix users spend a lot of time on any form of digital media, and with the rise of short form content, a platform like Netflix could struggle.

Conclusion

We would recommend for Netflix to continue to focus on its target audience, which is primarily viewers within the age ranges of 18-30. We recommend a heavy focus on advertisement on social media platforms, primarily TikTok, X, and Instagram. Millennials and Generation Z definitely have different tastes, so it is crucial to create content that caters to their different tastes, as some content may be relevant for millennials, but not for Generation Z. The audience of Netflix is larger than just those two generations, so it will also be helpful to advertise on television and Facebook to reach older audiences.