

Online Table 8.4. Relationship between frequency of genre viewing and composite score for streaming services used (2021 Users Survey)

Significant relationships between composite score for use of streaming services and frequency watch film and television genres
Film genres
<p>Westerns (r=.21 p<.002)</p> <p>Horror films (r=.14 p<.05)</p> <p>Science fiction films (r=.22 p<.001)</p> <p>Comedy films (r=.15 p<.03)</p> <p>Film noir (r=.12 p<.08)</p> <p>Action films (r=.17 p<.02)</p> <p>Animated films (r=.26 p<.001)</p> <p>Mystery/suspense films (r=.12 p<.10)</p> <p>Dark comedy films (r=.20 p<.005)</p> <p>Biographical films (r=.16 p<.02)</p> <p>Film parodies (r=.28 p<.001)</p> <p>Mockumentaries (r=.15 p<.04)</p> <p>Chick flicks (r=.16 p<.02)</p> <p>Slapstick films (r=.17 p<.02)</p> <p>Drama films (r=.14 p<.04)</p> <p>Fantasy films (r=.30 p<.001)</p> <p>Adventure films (r=.29 p<.001)</p> <p>Foreign films (r=.20 p<.01)</p> <p>Romantic dramas (r=.14 p<.04)</p> <p>Romantic comedies (r=.21 p<.002)</p> <p>Gangster films (r=.22 p<.002)</p> <p>Samurai films (r=.18 p<.02)</p> <p>Epic films (r=.18 p<.001)</p> <p>Sports films (r=.19 p<.006)</p> <p>Historical films (r=.20 p<.004)</p> <p>Super hero films (r=.25 p<.001)</p> <p>War films (r=.18 p<.009)</p>
No relationships were found for musicals, detective films, or documentary films.
Television Genres
<p>Dramas (r=.14 p<.05)</p> <p>Soap operas (r=.15 p<.04)</p> <p>Detective/crime shows (r=.17 p<.02)</p> <p>News magazine shows (r=.24 p<.001)</p> <p>Musical or talent competitions (r=.17 p<.02)</p> <p>Reality TV shows (r=.13 p<.07)</p> <p>Late night talk shows (r=.23 p<.001)</p> <p>Children's programs on TV (r=.17 p<.02)</p> <p>Animal/nature documentaries (r=.21 p<.002)</p> <p>Supernatural, science fiction shows (r=.21 p<.002)</p>