Chick Flicks or Manly Movies?

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Random Sample

- We interviewed 19 males and 15 females at random
- The subjects were not chosen based on any prior knowledge of their movie preference backgrounds

Research Results

- Men tend to watch movies about action (28%)
- Women tend to watch movies about romance(31%)
- Dramas had high percentages for both genders

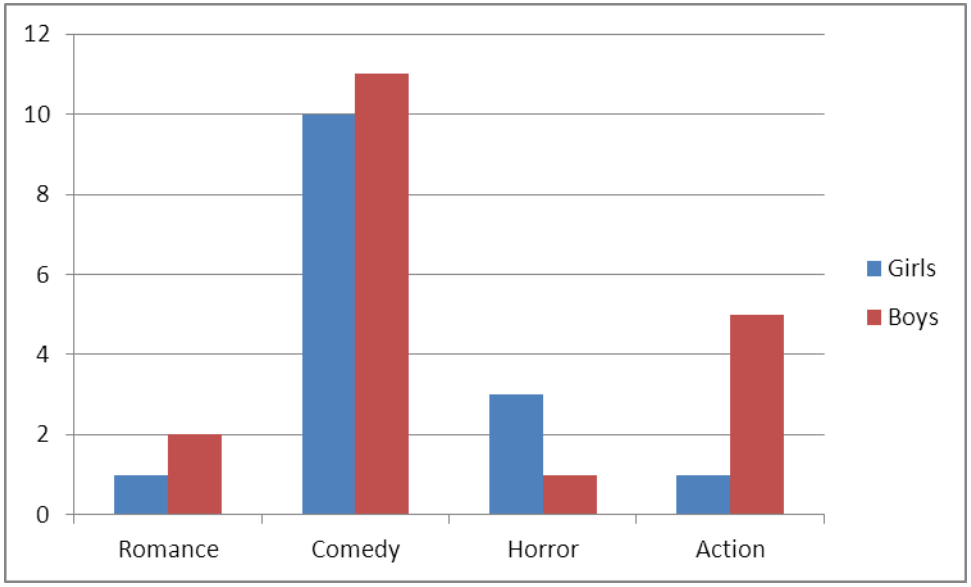
-Males (32%)

-Females (23%)

Genre	MALE		FEMALE			
	Frequency	%	Frequency	%	χ^2	p =
Action Adventure	7	28%	4	15%	3.93	*
Drama	8	32%	6	23%	1.47	
Comedy	0	0%	0	0%	ns	
Romance	1	4%	8	31%	20.83	**
Musical	0	0%	2	8%	8	*
Horror	0	0%	0	0%	ns	
Animation	1	4%	1	4%	ns	
Sci-Fi	5	20%	1	4%	10.67	**
Fantasy	2	8%	3	12%	ns	
Murder	0	0%	0	0%	ns	
Biblical	0	0%	0	0%	ns	
Documentary	0	0%	0	0%	ns	
Sport-Based	1	4%	0	0%	ns	
Animal-Based	0	0%	1	4%	ns	
Total	25	100%	26	100%		

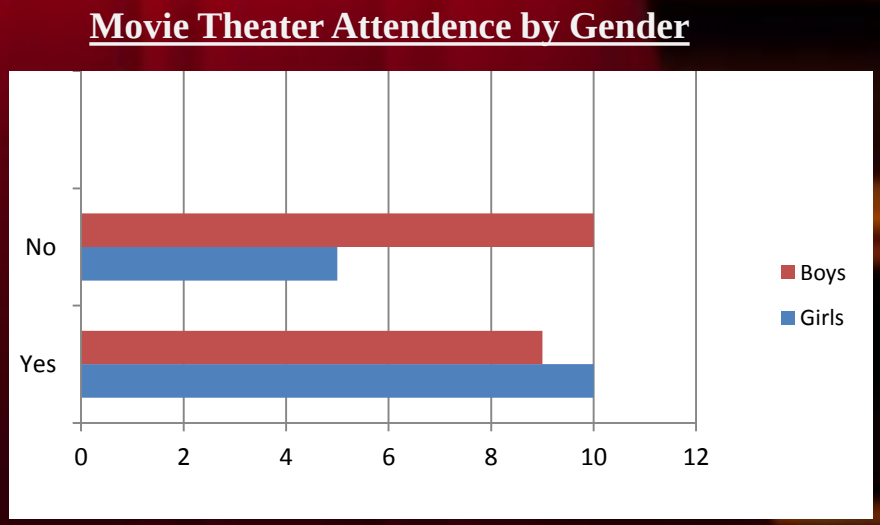
Experiment Results

- Female movie preferences
  - -Romance (6.7%)
  - -Comedy (67%)
  - -Horror (20%)
  - -Action (6.7%)
- Male movie preferences
  - -Romance (10.5%)
  - -Comedy (57.8%)
  - -Horror (5.3%)
  - -Action (26.3%)



Recent Movie Trip?

- Women who have attended movie theater in the past 30 days: 10 women (67%)
- Women who have not attended the movie theater in the past 30 days: 5 women (33%)
- Men who have attended the movies in the past 30 days: 9 men (47%)
- Men who have not attended the movie theater in the past 30 days: 10 men (53%)



Feature Film or YouTube Movies?

- The average time for all movies is about an hour and a half or 90 minutes
- Our research shows that people tend to watch movies that are about 2 hours long or 120 minutes
- Movies are generally between 1 ½ - 2 hours long due to the need for bathroom breaks

Works Cited

- Antonio, Joe, Stuart Fischoff, and Diane Lewis. *Favorite Films and Film Genres As A Function of Race, Age and Gender*. N.p., 1998. Web. 20 May 2014. <http://web.calstatela.edu/faculty/sfischo/media3.html>.