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### Analysis of the Female Presence in the Male-Dominated Comic Book Industry

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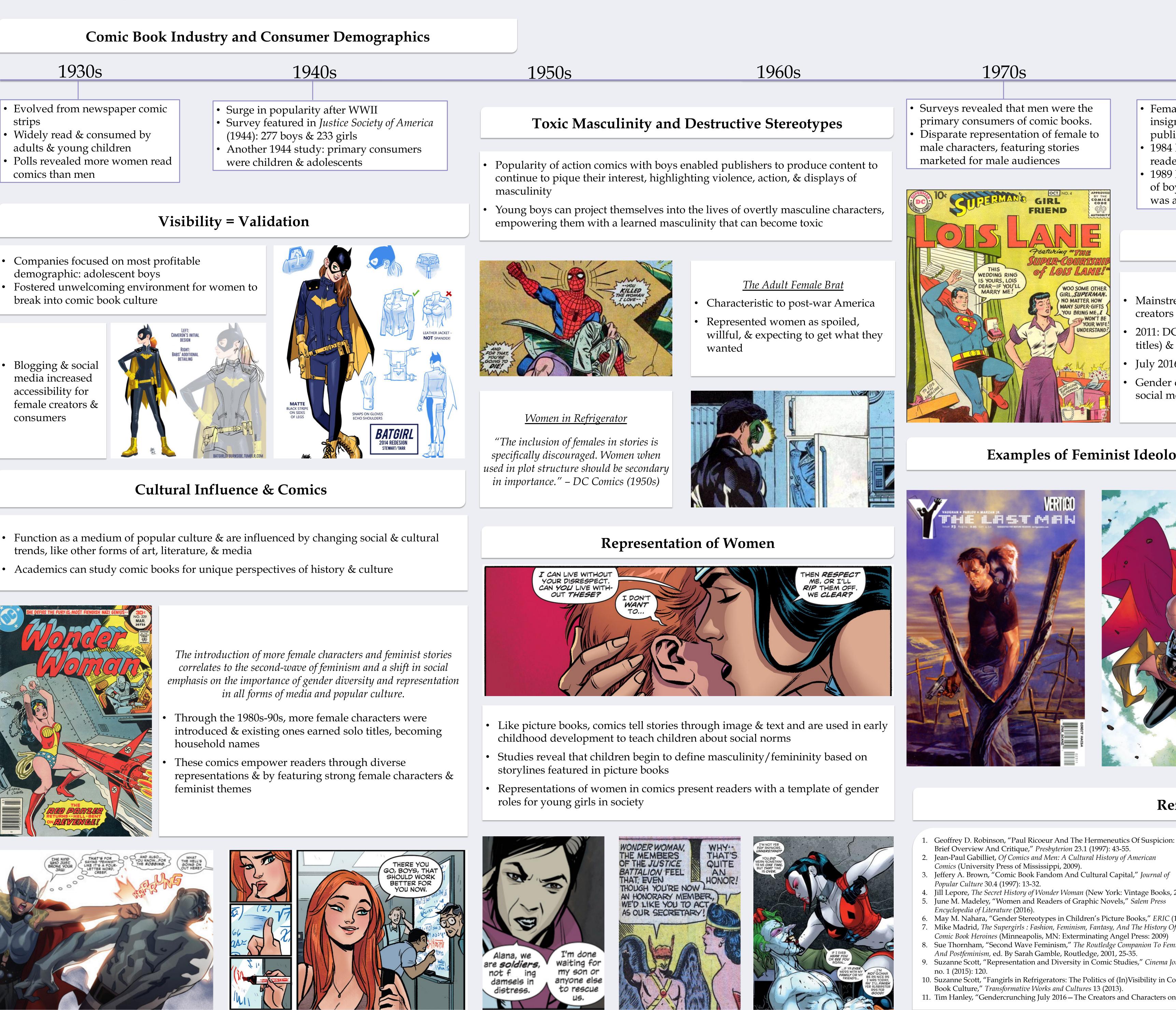
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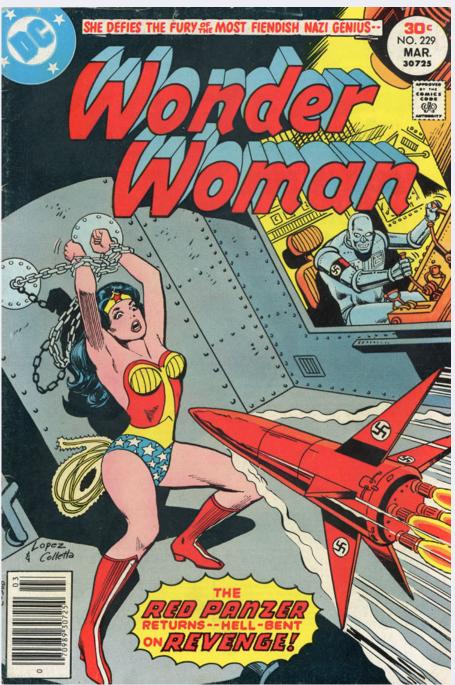
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# Analysis of the Female Presence in the Male-Dominated Comic Book Industry Nicole Choy choy103@mail.chapman.edu

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## **Examples of Feminist Ideologies in Modern Comic Book Titles**

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## 1980s

- Females remained an insignificant demographic to publishers
- 1984 Marvel study: 94% of readers were male
- 1989 Marvel study: distribution of boys & girls reading comics was approximately equal

## 1990s - Present

- Resurgence of female readers continues into 1990s
- Female consumers became more vocal about their role within comic book culture

## Women as Creators

• Mainstream comic book culture remains unwelcoming for female

2011: DC Comics debuted the New 52 (canonical reboot of existing titles) & the creative team went from 12% female creators to 1%

• July 2016: 18.4% of DC comics' & 15.7% of Marvel creators are female Gender disparities in publishing comics seems to be independent of social movements & ideological shifts within society





## References