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CONSUMERS & BRANDS

Daily newspapers: El País readers in Spain

Consumer Insights report

Consumer Insights
by **statista** 

June 2024



Consumer Insights Global survey

Introduction



Report overview

This report offers the reader a comprehensive overview of El País readers in Spain: who they are; what they like; what they think; and how to reach them. It provides insights on their demographics, lifestyle, opinions, and marketing touchpoints.

Additionally, the report allows the reader to benchmark El País readers in Spain ("brand users") against Spanish readers of daily newspapers in general ("category users"), and the overall Spanish consumer, labelled as "all respondents" in the charts.

The report is updated quarterly and is based on data from the Consumer Insights Global survey, an international survey that covers more than 15,000 brands across 56 countries.

Global survey methodology ⁽¹⁾

Design: Online Survey, split questionnaire design

Duration: approx. 15 minutes

Language: official language(s) of each country with American English offered as an alternative

Region: 56 countries

Number of respondents:

- 12,000+ for countries with the extended survey (including Spain)
- 2,000+ for the basic survey

Sample: Internet users, aged 18 – 64, quotas set on gender and age

Fieldwork:

- Continuous from January to December
- Countries that receive the extended survey are updated four times a year

2 | **Notes:** (1): See the full [methodology](#) for a detailed overview of the study design

Sources: [Consumer Insights Global](#) as of June 2024

CHAPTER 01

Management summary

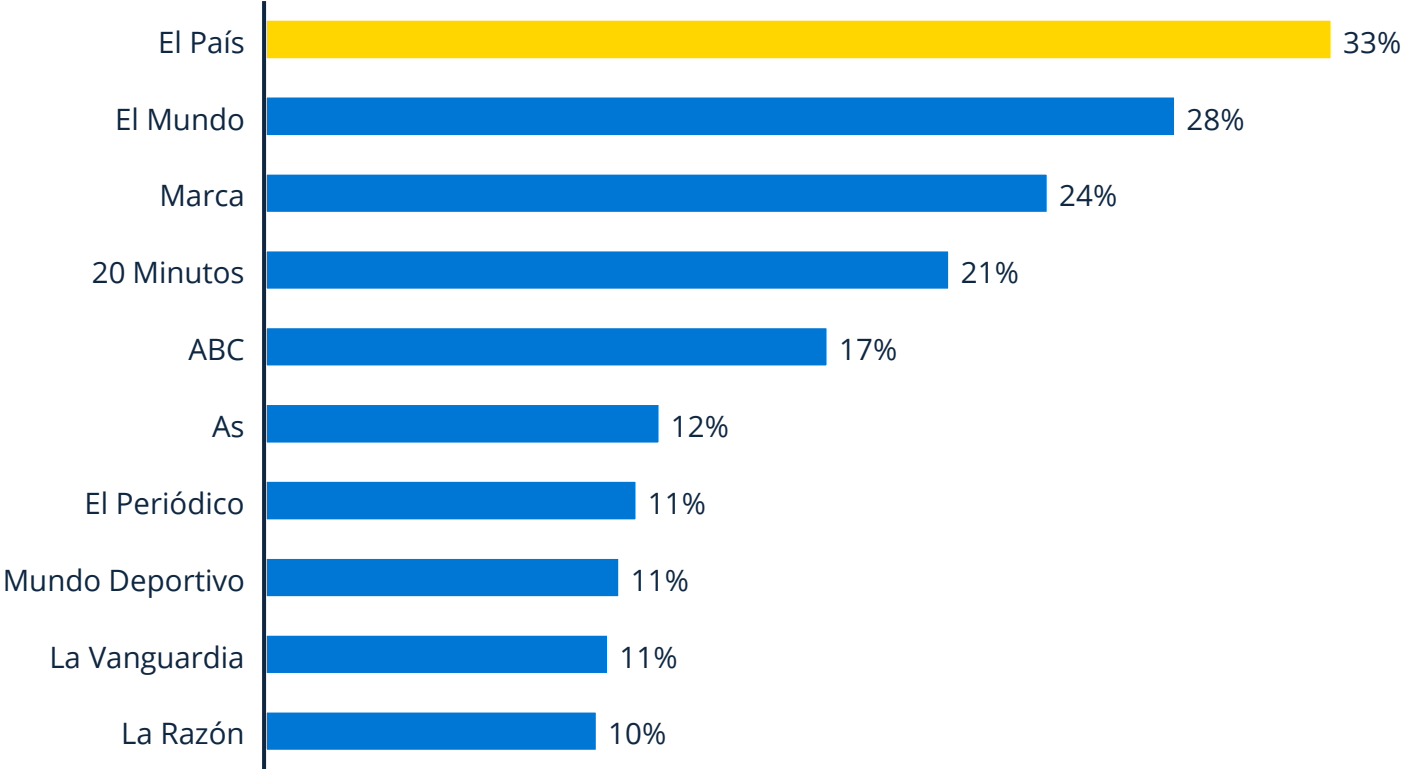
- Brand usage
- Key insights



With a user share of 33%, El País is the most read daily newspaper in Spain

Management summary: brand usage and competition

Top 10 most read daily newspapers in Spain



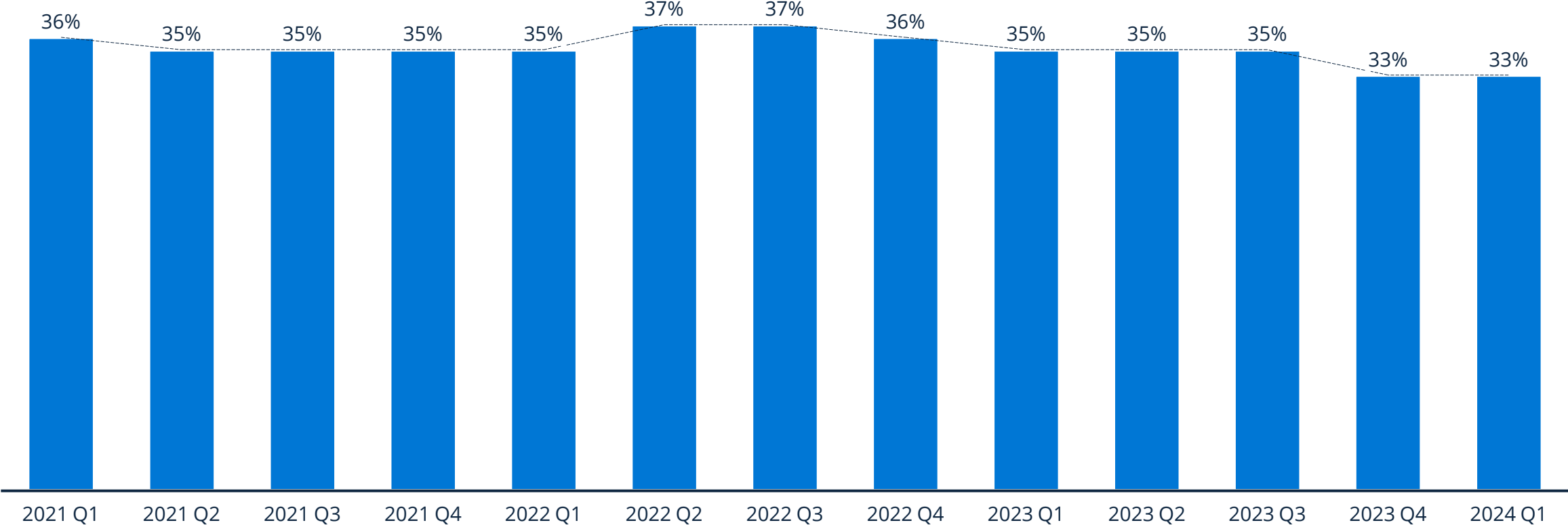
4 Notes: "Which of the following printed daily newspapers have you read in the past 2 weeks?"; Multi Pick; Base: n=562 readers of daily newspapers

Sources: [Consumer Insights Global](#) as of June 2024

The share of readers of daily newspapers reading El País declined by 4 percentage points since Q2 of 2022

Management summary: brand usage timeline

Timeline of readers of daily newspapers reading El País



5 Notes: "Which of the following printed daily newspapers have you read in the past 2 weeks?"; Multi Pick; Base: n=184 - 233 El País readers, n=562 - 644 readers of daily newspapers

Sources: [Consumer Insights Global](#) as of June 2024

El País readers in Spain

Management summary: key insights

Demographic profile

El País is more popular among Generation Z than other daily newspapers.

Similar to other daily newspapers, El País has a high share of male readers.

El País has a larger share of readers with a high income than other daily newspapers.

El País readers are more likely to live in cities with over 1 million inhabitants than the average consumer.

Consumer lifestyle

A happy relationship is less important to El País readers than to other readers of daily newspapers.

Politics, society and current world events are relatively prevalent interests of El País readers.

Socializing is a relatively popular hobby among El País readers.

Consumer attitudes

It stands out that 67% of El País readers say that digital services allow them to discover new and exciting content.

18% of El País readers are innovators or early adopters of new products.

A relatively high share of El País readers think that climate change is an issue that needs to be addressed.

Marketing touchpoints

Twitch is more popular among El País readers than the average reader of daily newspaper.

El País readers remember seeing ads on websites and apps of brands and products more often than other readers of daily newspapers.

CHAPTER 02

Demographic profile

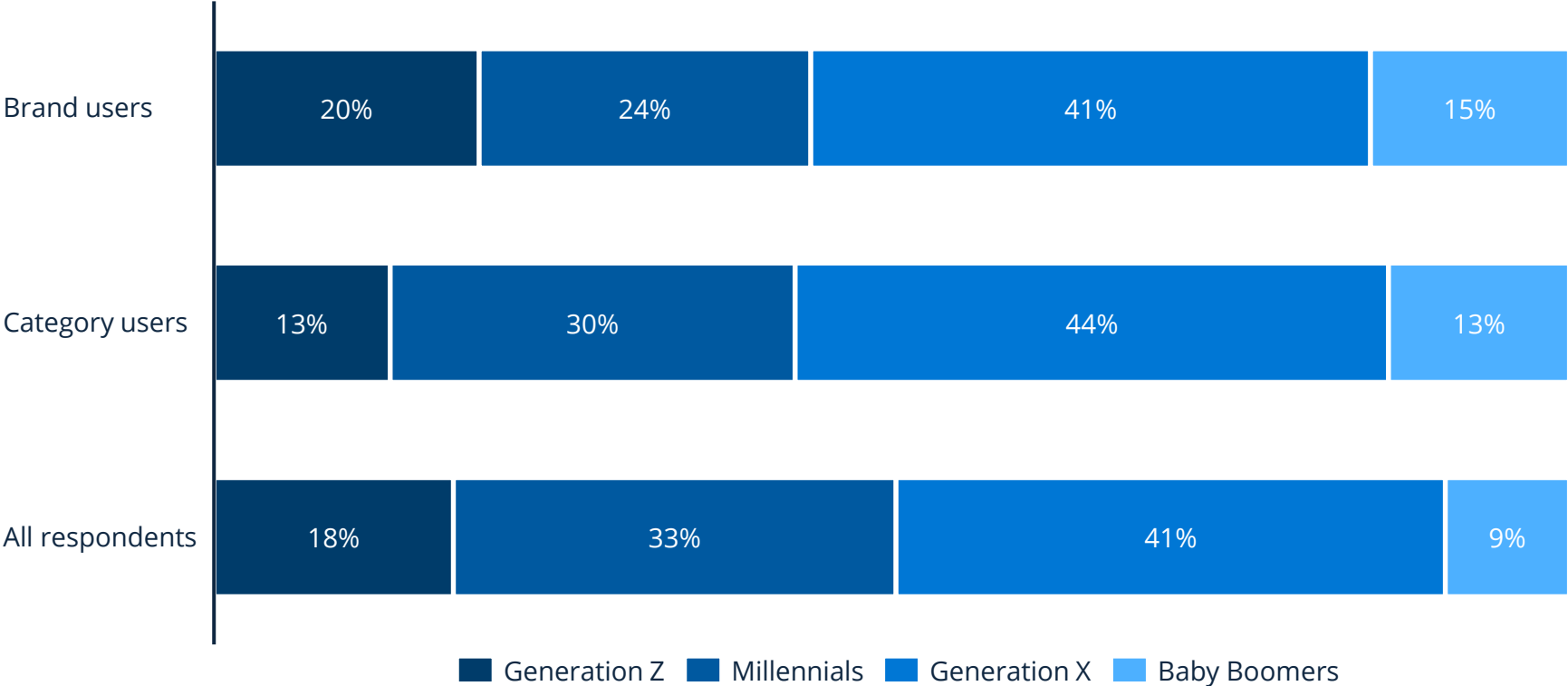
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



El País is more popular among Generation Z than other daily newspapers

Demographic profile: generations

Age of consumers in Spain



8 Notes: "How old are you?"; Single Pick; "Which of the following printed daily newspapers have you read in the past 2 weeks?"; Multi Pick; Base: n=184 El País readers, n=562 readers of daily newspapers, n=12,169 all respondents

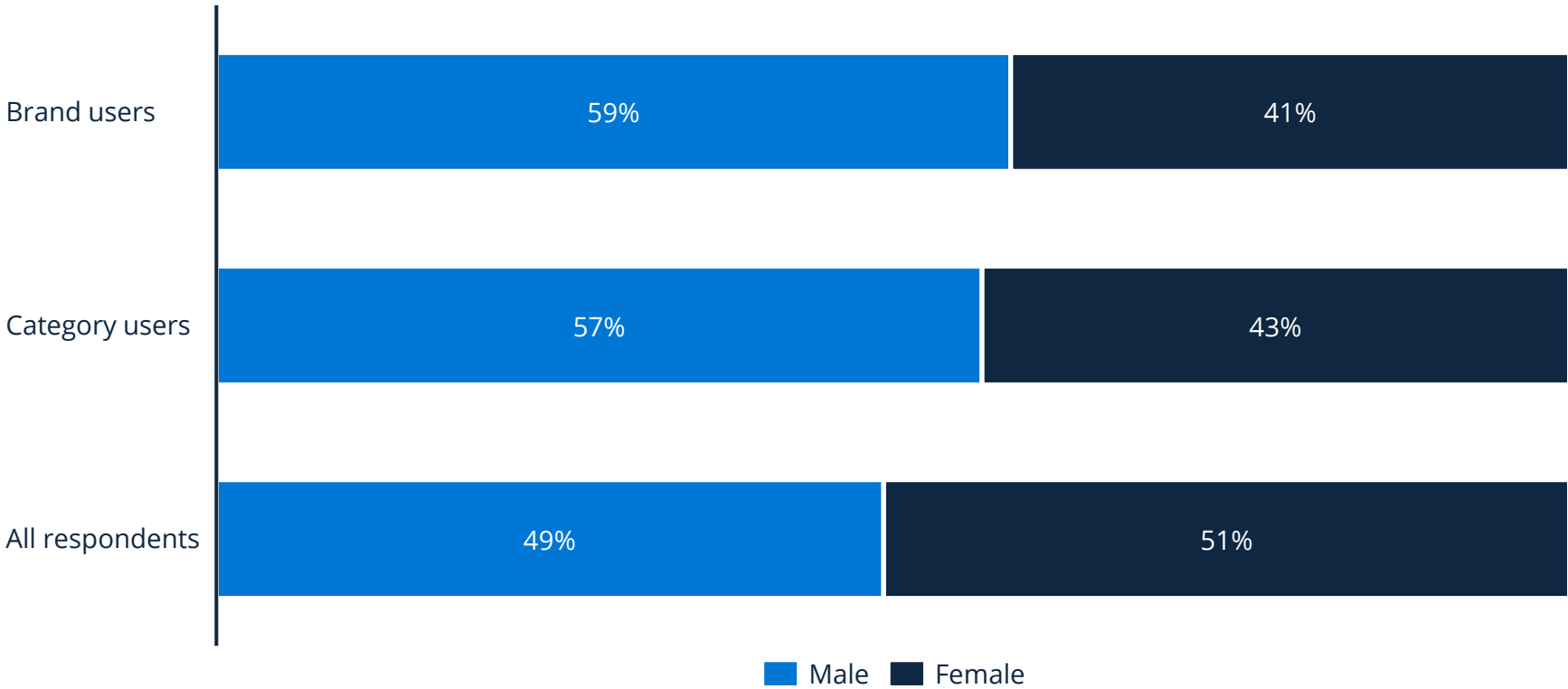
Sources: [Consumer Insights Global](#) as of June 2024

Similar to other daily newspapers, El País has a high share of male readers

Demographic profile: gender



Gender of consumers in Spain



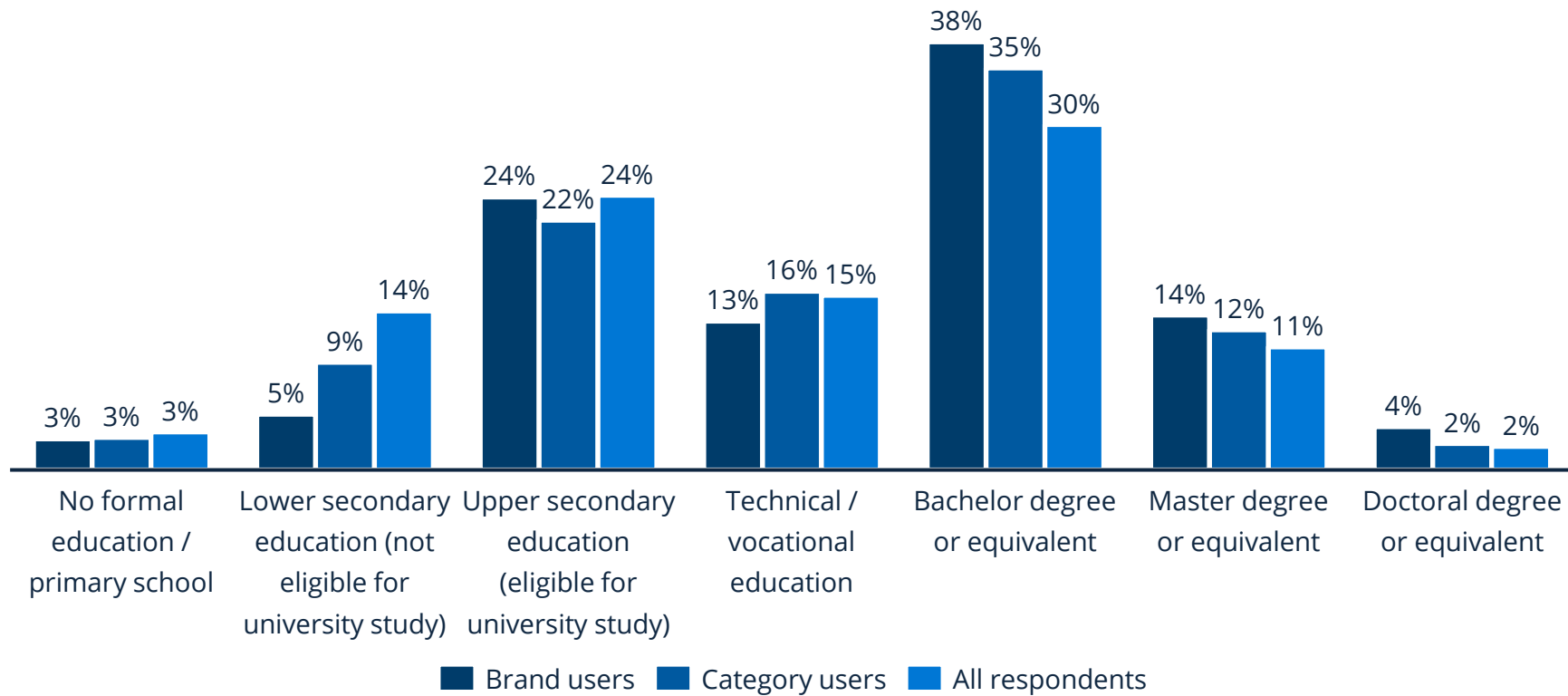
9 Notes: "What is your gender?"; Single Pick; "Which of the following printed daily newspapers have you read in the past 2 weeks?"; Multi Pick; Base: n=184 El País readers, n=562 readers of daily newspapers, n=12,169 all respondents

Sources: [Consumer Insights Global](#) as of June 2024

A relatively high share of El País readers have a college degree

Demographic profile: education

Consumer's level of education in Spain

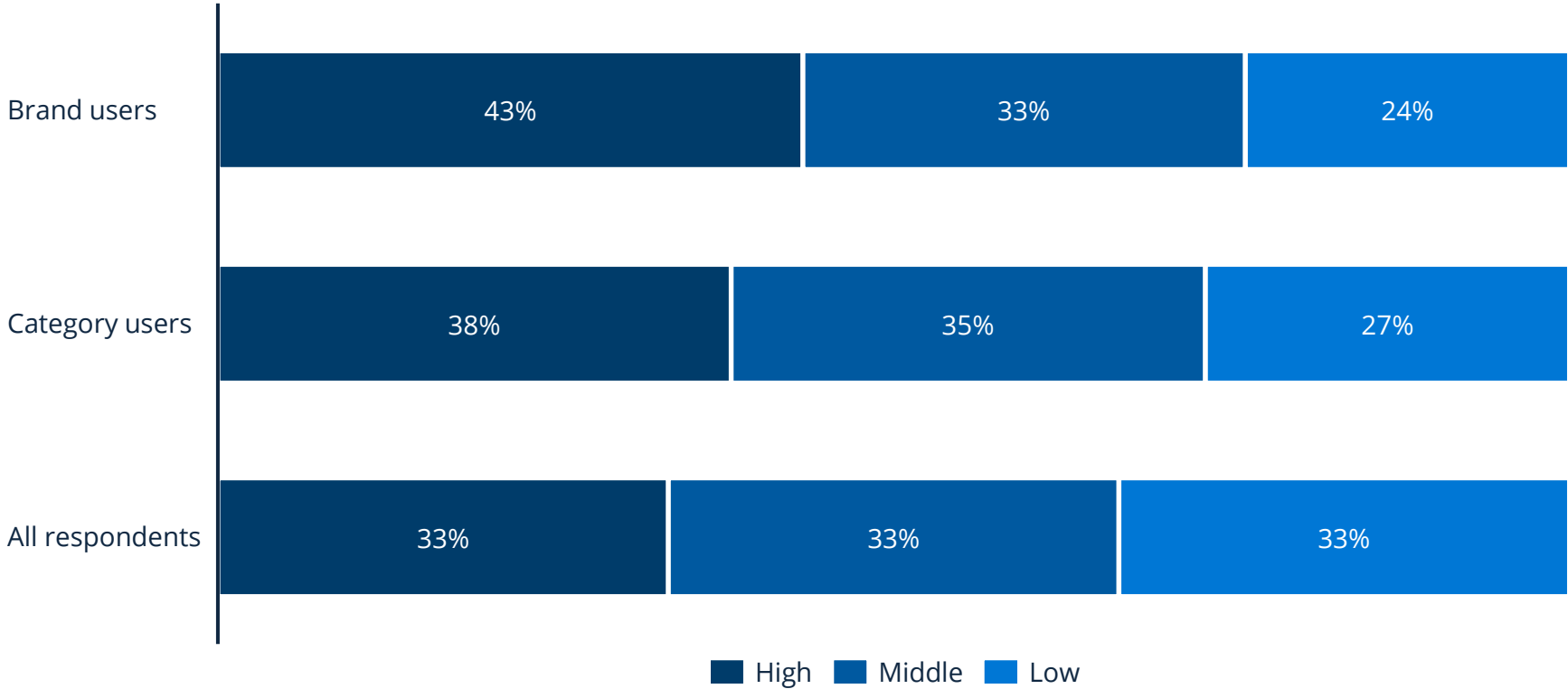


El País has a larger share of readers with a high income than other daily newspapers

Demographic profile: income



Share of consumers in Spain in the high, middle, and low thirds of monthly household gross income

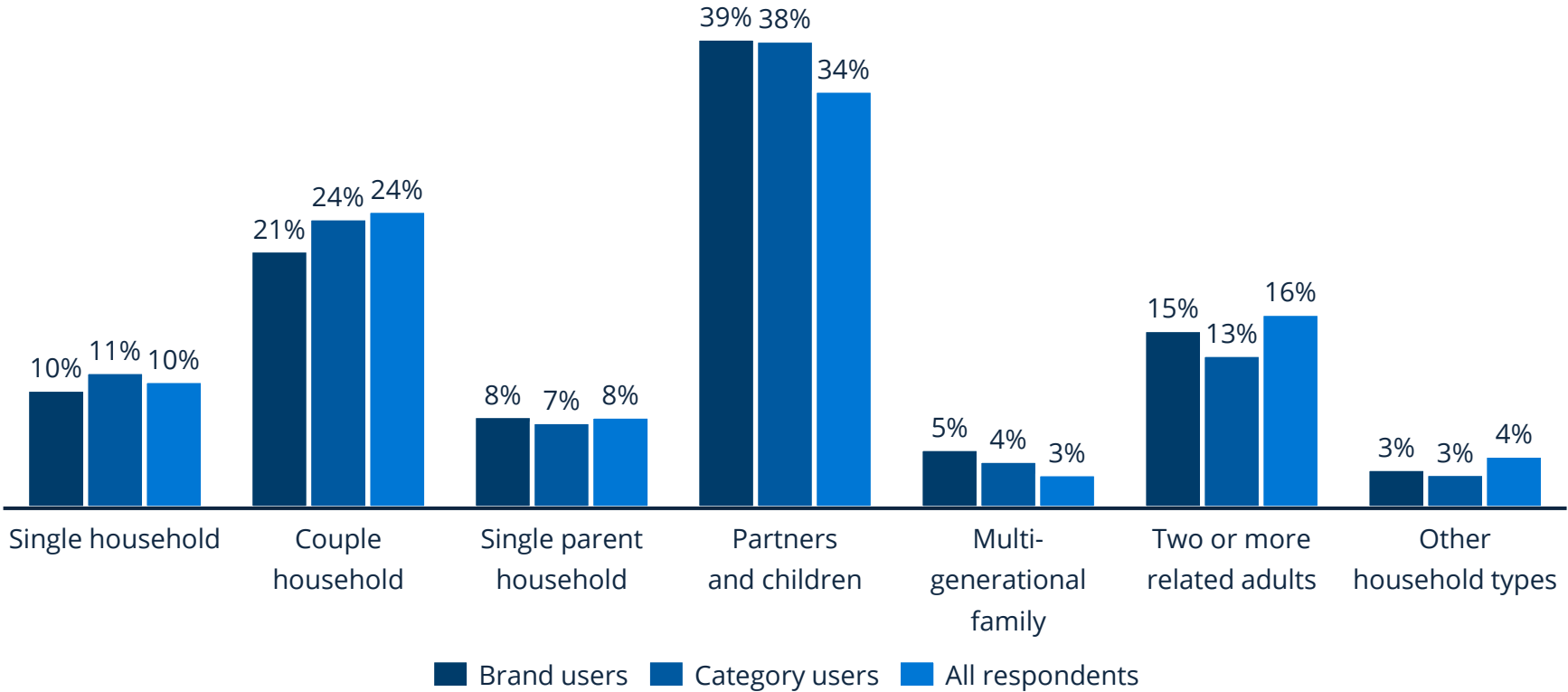


11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "Which of the following printed daily newspapers have you read in the past 2 weeks?"; Multi Pick; Base: n=184 El País readers, n=562 readers of daily newspapers, n=12,169 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

39% of El País readers live in a nuclear family

Demographic profile: household classification

Type of households in which consumers in Spain live



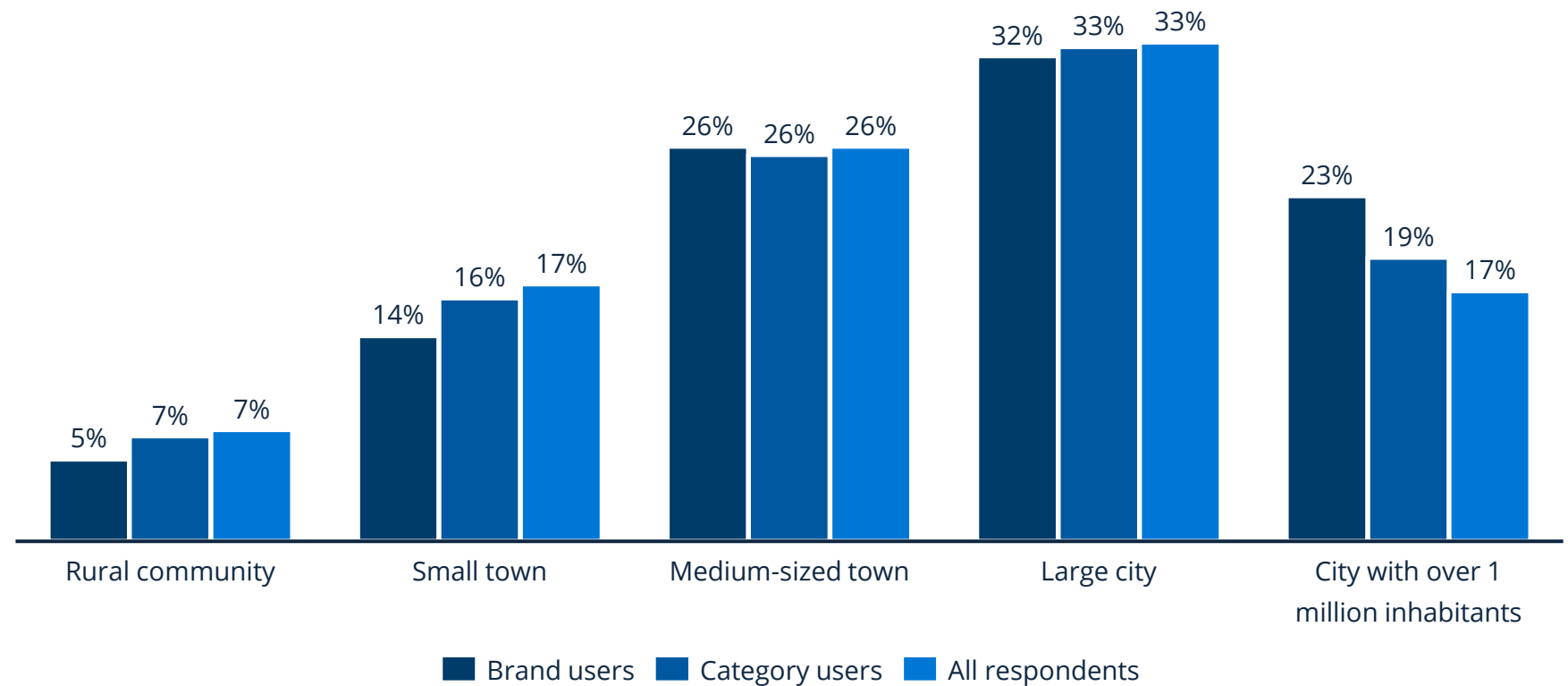
12 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "Which of the following printed daily newspapers have you read in the past 2 weeks?"; Multi Pick; Base: n=184 El País readers, n=562 readers of daily newspapers, n=12,169 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

El País readers are more likely to live in cities with over 1 million inhabitants than the average consumer

Demographic profile: type of community



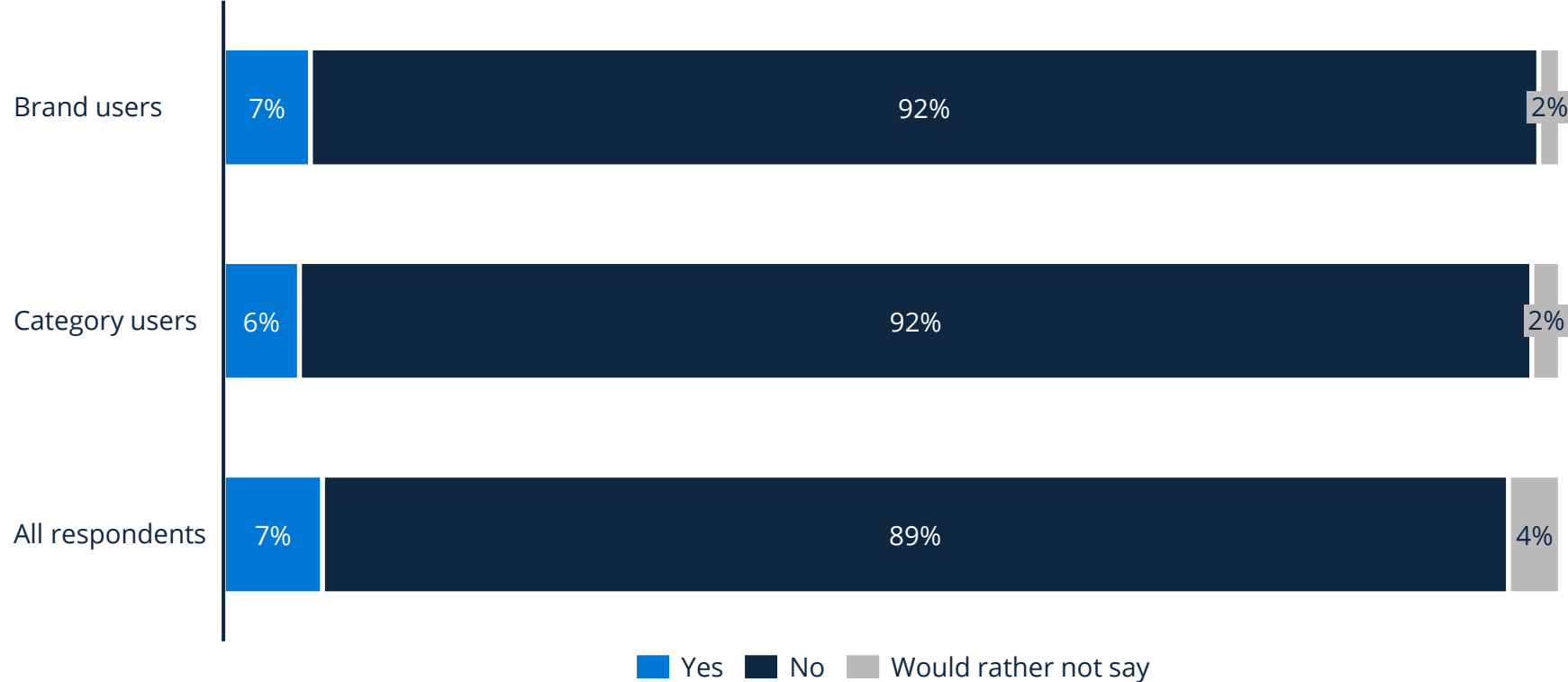
Communities where consumers live in Spain



7% of El País readers consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in Spain



CHAPTER 03

Consumer lifestyle

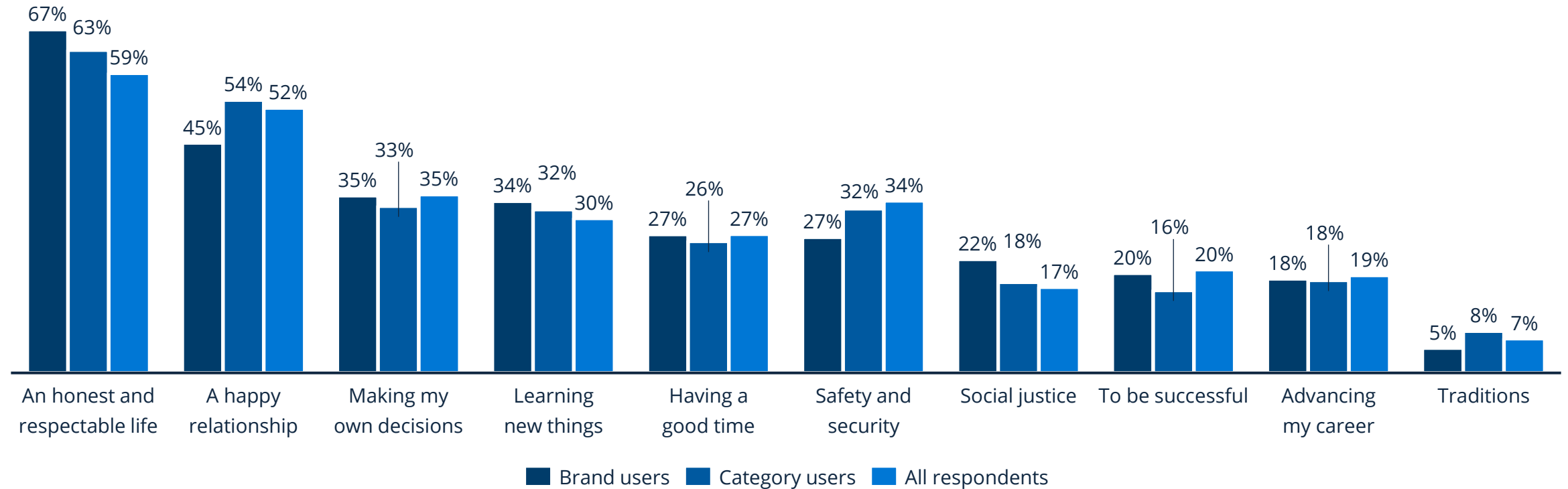
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



A happy relationship is less important to El País readers than to other readers of daily newspapers

Consumer lifestyle: life values

Most important aspects of life for consumers in Spain



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