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CONSUMERS & BRANDS

Daily newspapers: Aamulehti readers in Finland

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 Aamulehti readers in Finland: 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 Aamulehti readers in Finland ("brand users") against Finnish readers of daily newspapers in general ("category users"), and the overall Finnish 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 Finland)
- 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

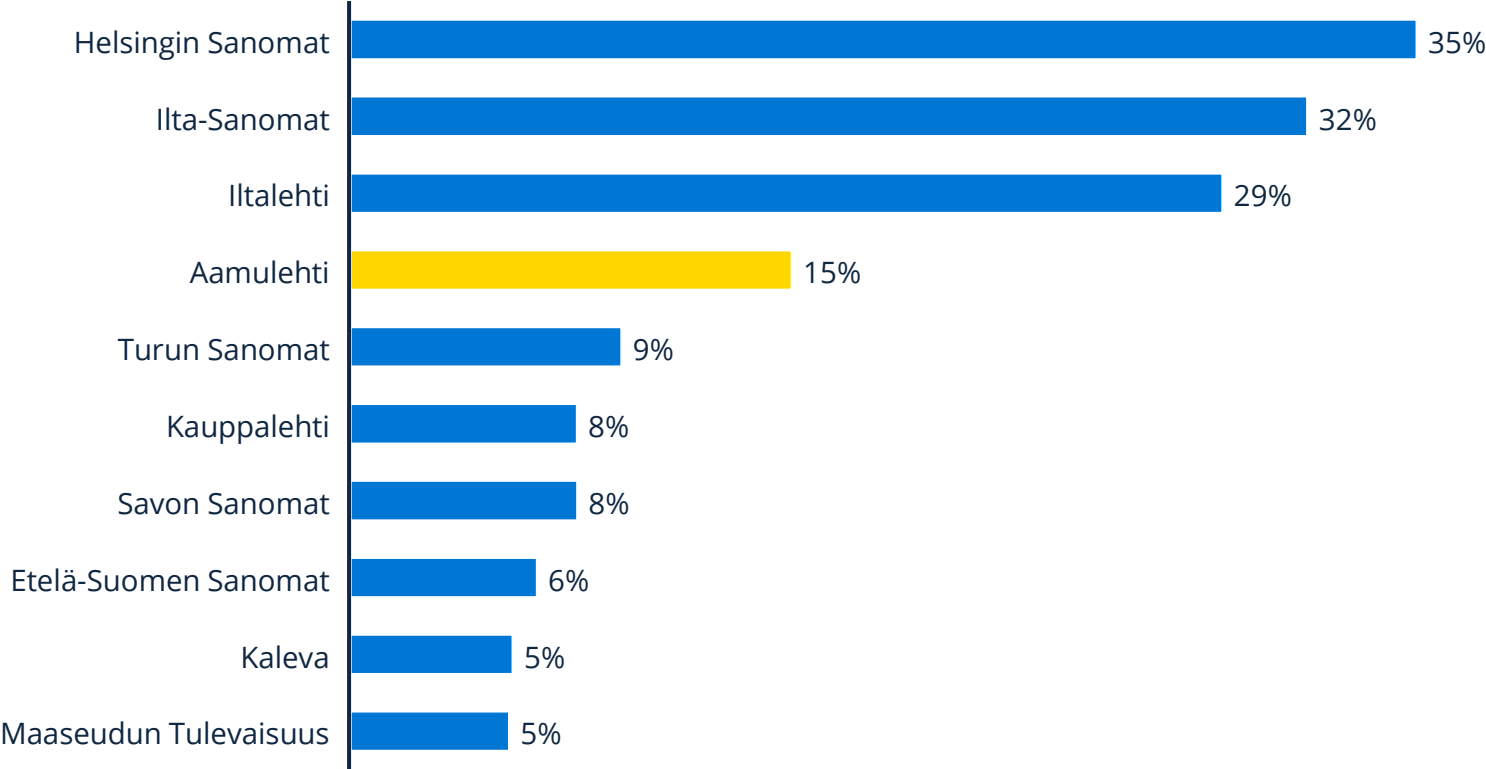
- Brand usage
- Key insights



With a user share of 15%, Aamulehti is one of the top 5 daily newspapers in Finland

Management summary: brand usage and competition

Top 10 most read daily newspapers in Finland



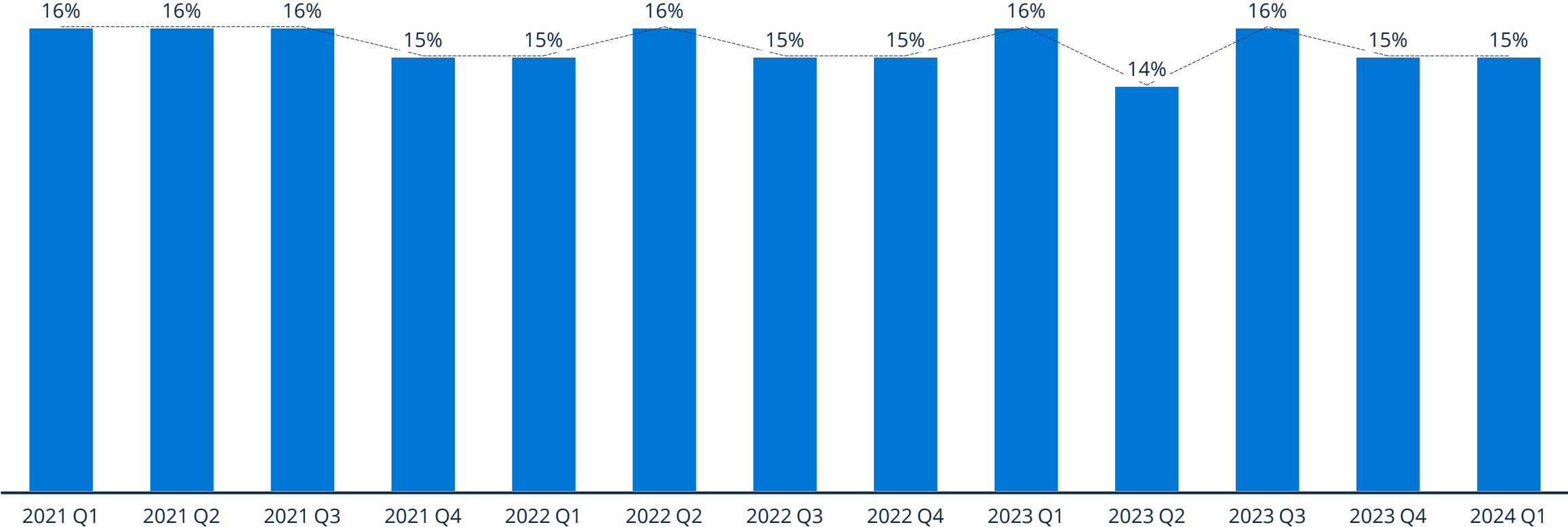
4 Notes: "Which of the following printed daily newspapers have you read in the past 2 weeks?"; Multi Pick; Base: n=744 readers of daily newspapers

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

The share of readers of daily newspapers reading Aamulehti declined by 1 percentage point since Q1 of 2021

Management summary: brand usage timeline

Timeline of readers of daily newspapers reading Aamulehti



5 Notes: "Which of the following printed daily newspapers have you read in the past 2 weeks?"; Multi Pick; Base: n=109 - 152 Aamulehti readers, n=731 - 950 readers of daily newspapers

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

Aamulehti readers in Finland

Management summary: key insights

Demographic profile

Aamulehti is more popular among Generation Z than other daily newspapers.

54% of Aamulehti readers are male.

Aamulehti has a larger share of readers with a low income than other daily newspapers.

46% of Aamulehti readers live in large cities.

Consumer lifestyle

An honest and respectable life is more important to Aamulehti readers than to other readers of daily newspapers.

Sports is a relatively prevalent interest of Aamulehti readers.

Photography is a relatively popular hobby among Aamulehti readers.

Consumer attitudes

It stands out that 35% of Aamulehti readers use alternative websites to watch paid content for free.

15% of Aamulehti readers are innovators or early adopters of new products.

A relatively high share of Aamulehti readers think that the environment is an issue that needs to be addressed.

Marketing touchpoints

Suomi24 is more popular among Aamulehti readers than the average reader of daily newspaper.

Aamulehti readers remember seeing ads on video streaming services more often than other readers of daily newspapers.

CHAPTER 02

Demographic profile

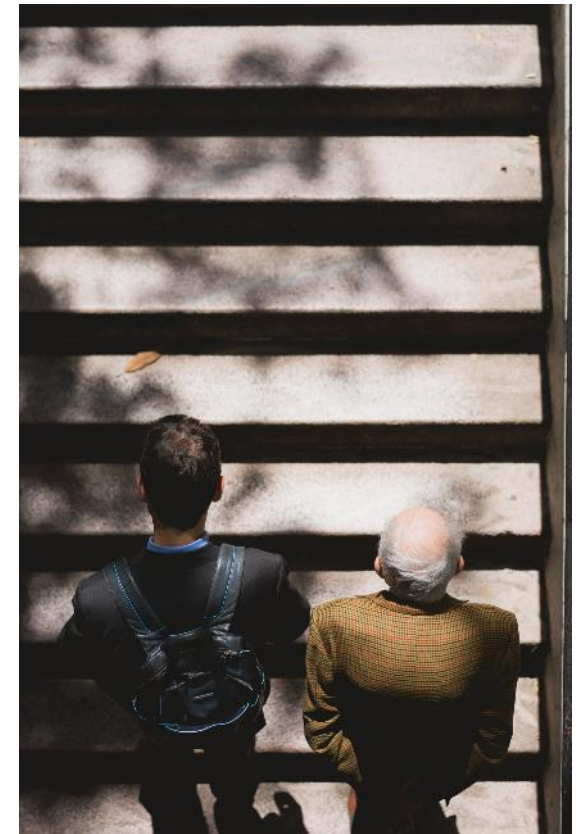
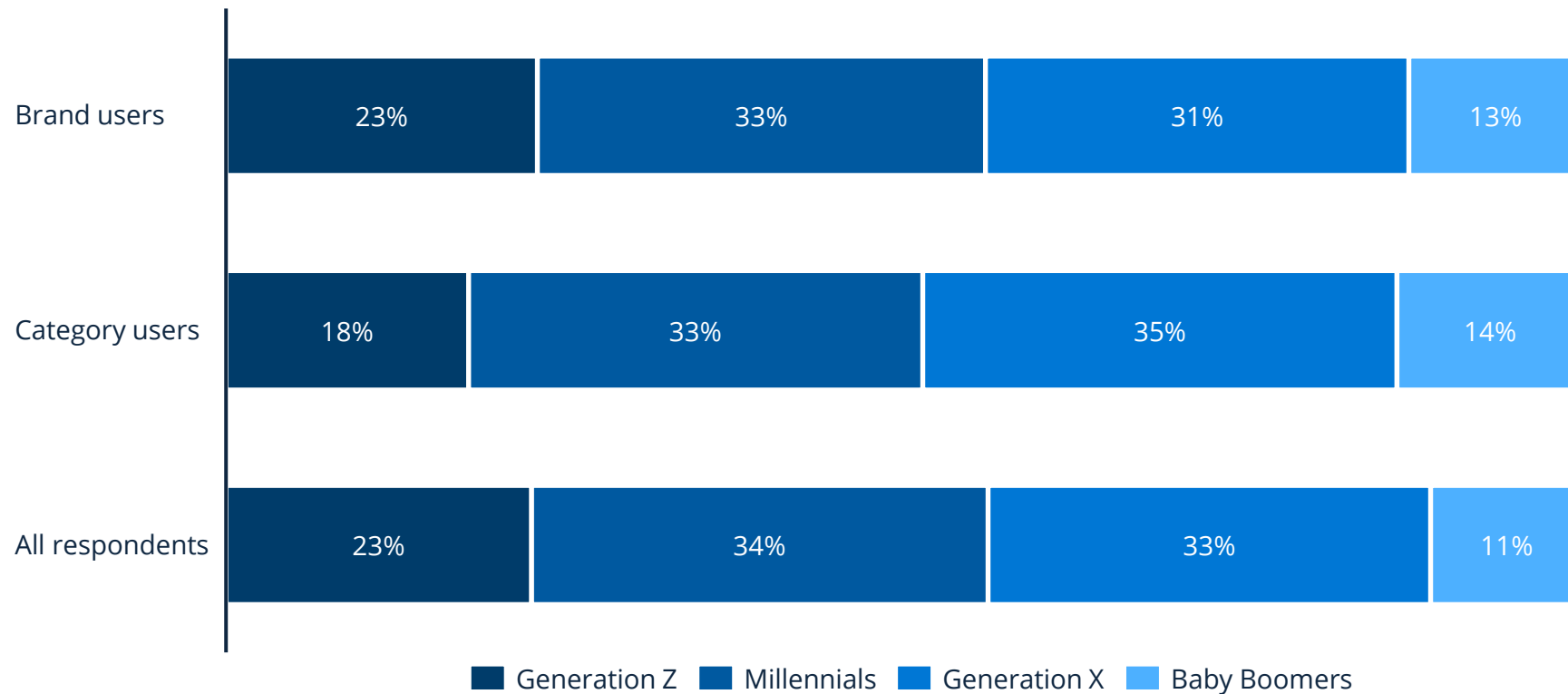
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



Aamulehti is more popular among Generation Z than other daily newspapers

Demographic profile: generations

Age of consumers in Finland

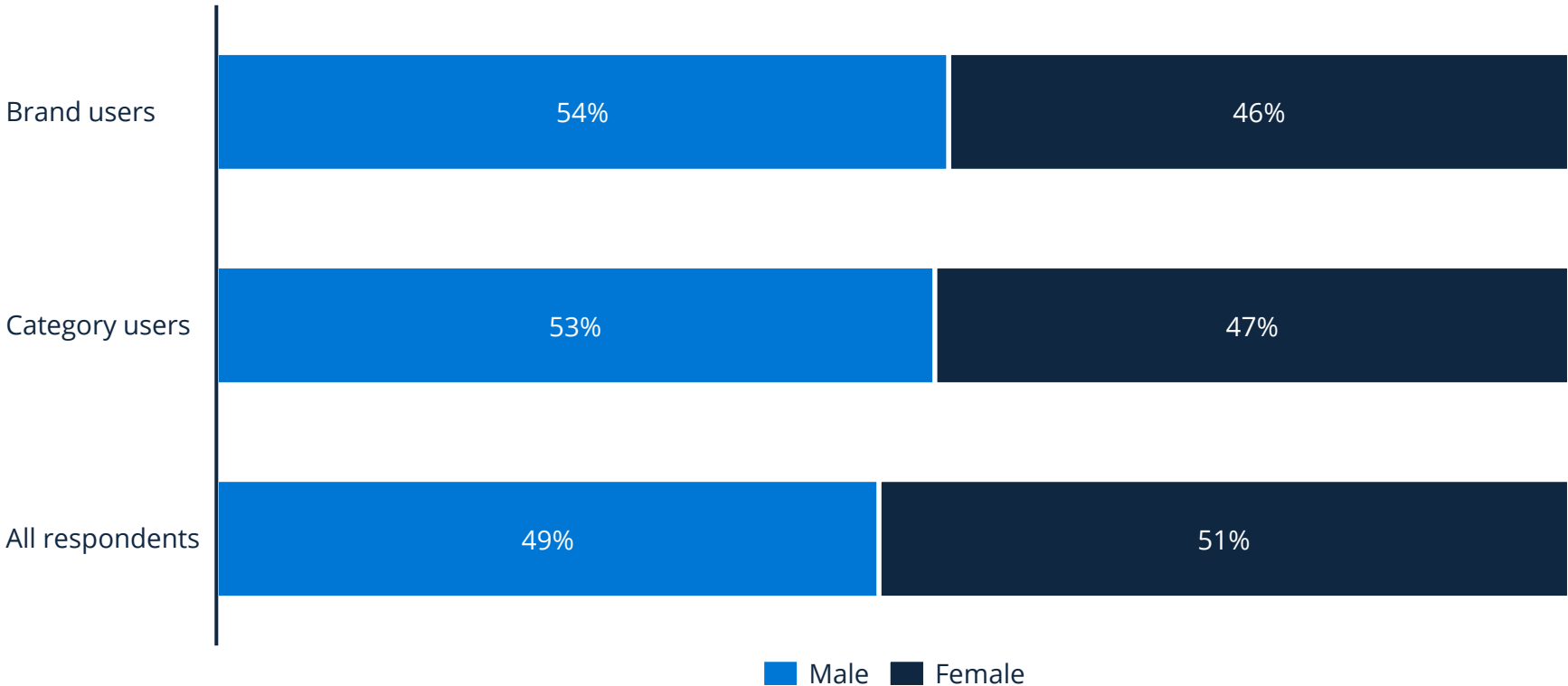


54% of Aamulehti readers are male

Demographic profile: gender



Gender of consumers in Finland



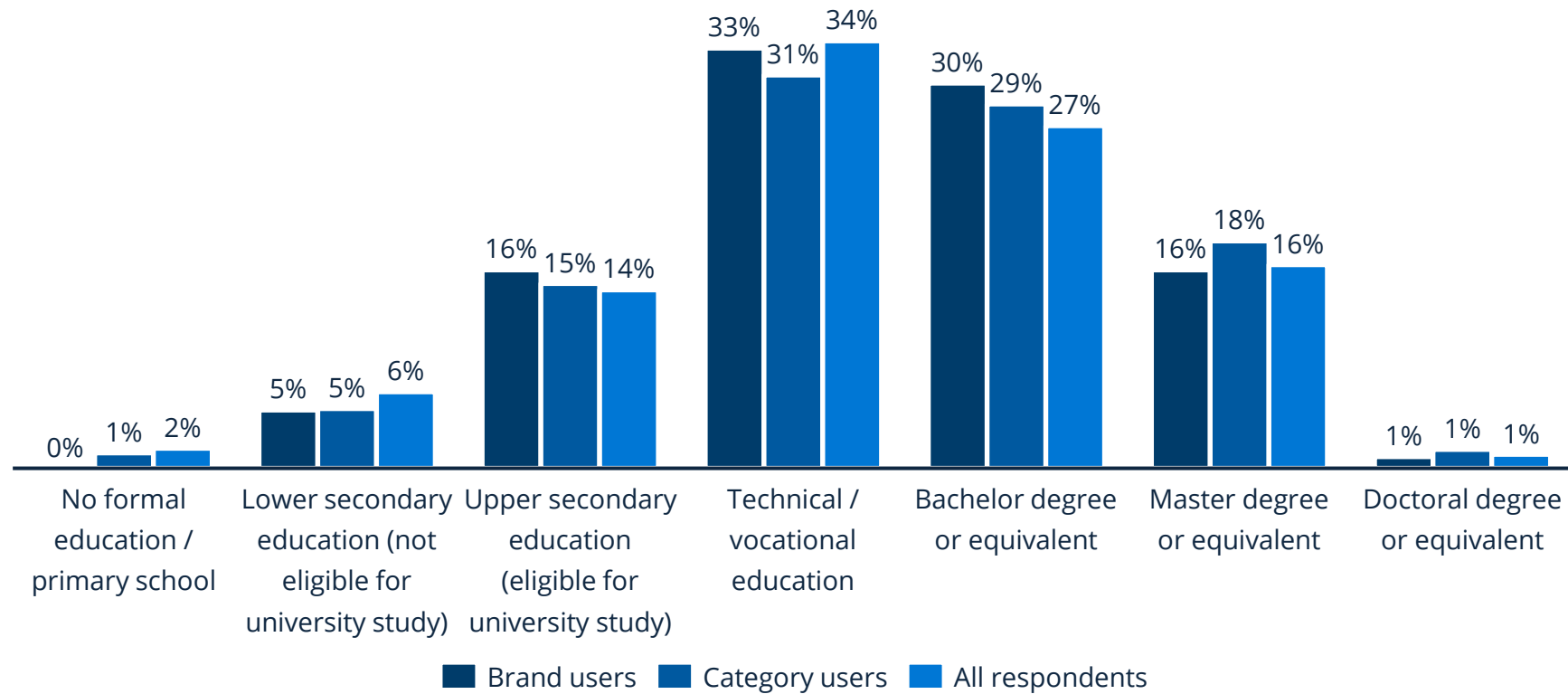
9 Notes: "What is your gender?"; Single Pick; "Which of the following printed daily newspapers have you read in the past 2 weeks?"; Multi Pick; Base: n=109 Aamulehti readers, n=744 readers of daily newspapers, n=12,178 all respondents

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

The education level of Aamulehti readers and readers of daily newspapers are similar

Demographic profile: education

Consumer's level of education in Finland

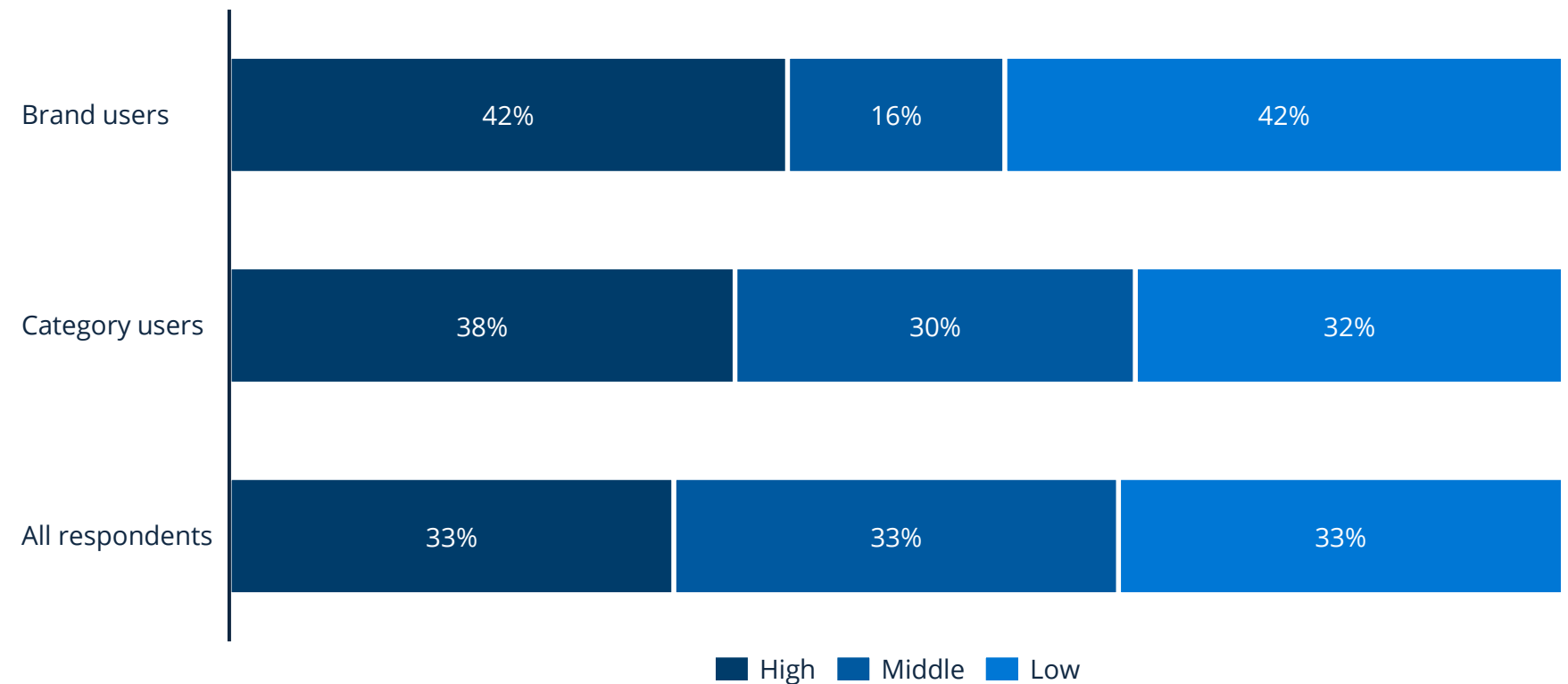


Aamulehti has a larger share of readers with a low income than other daily newspapers

Demographic profile: income



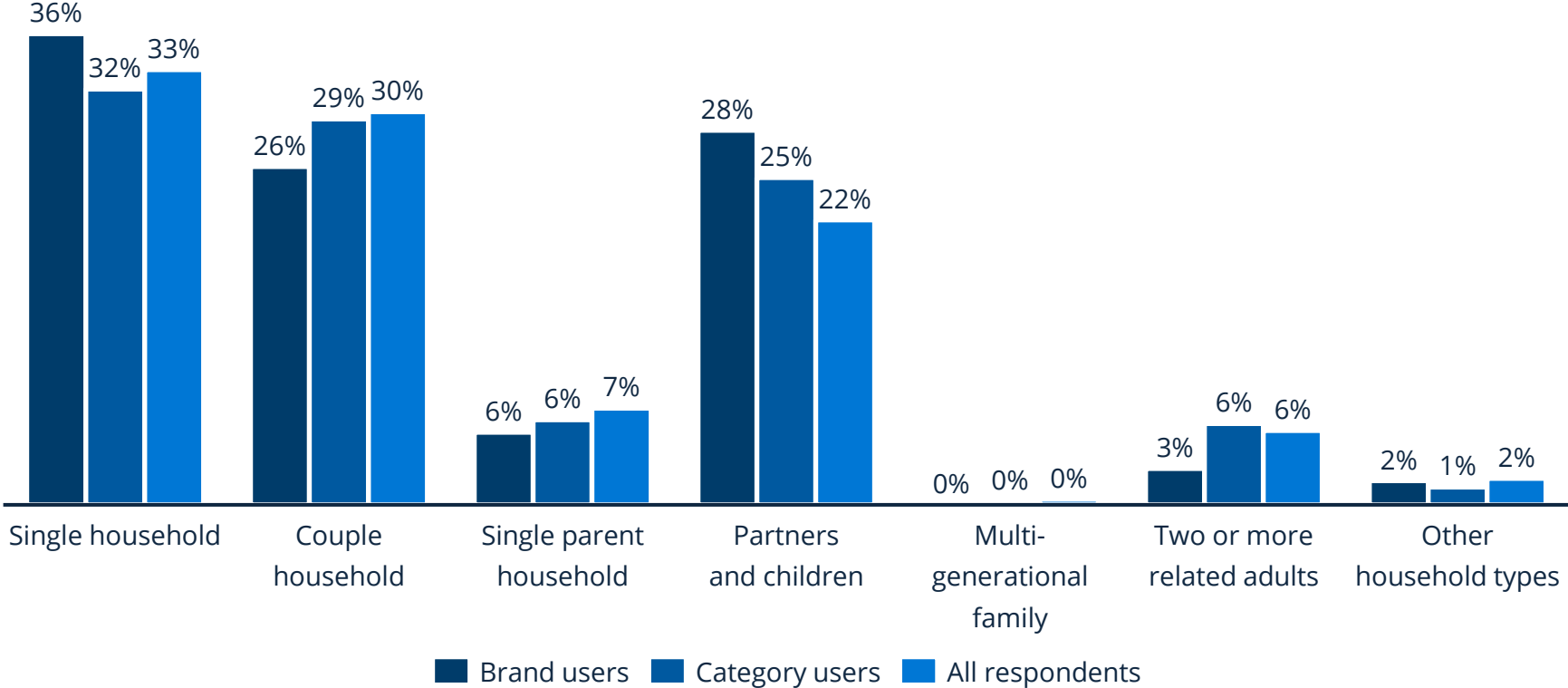
Share of consumers in Finland in the high, middle, and low thirds of monthly household gross income



Compared to other readers of daily newspapers, Aamulehti readers are relatively likely to live in a single household

Demographic profile: household classification

Type of households in which consumers in Finland live



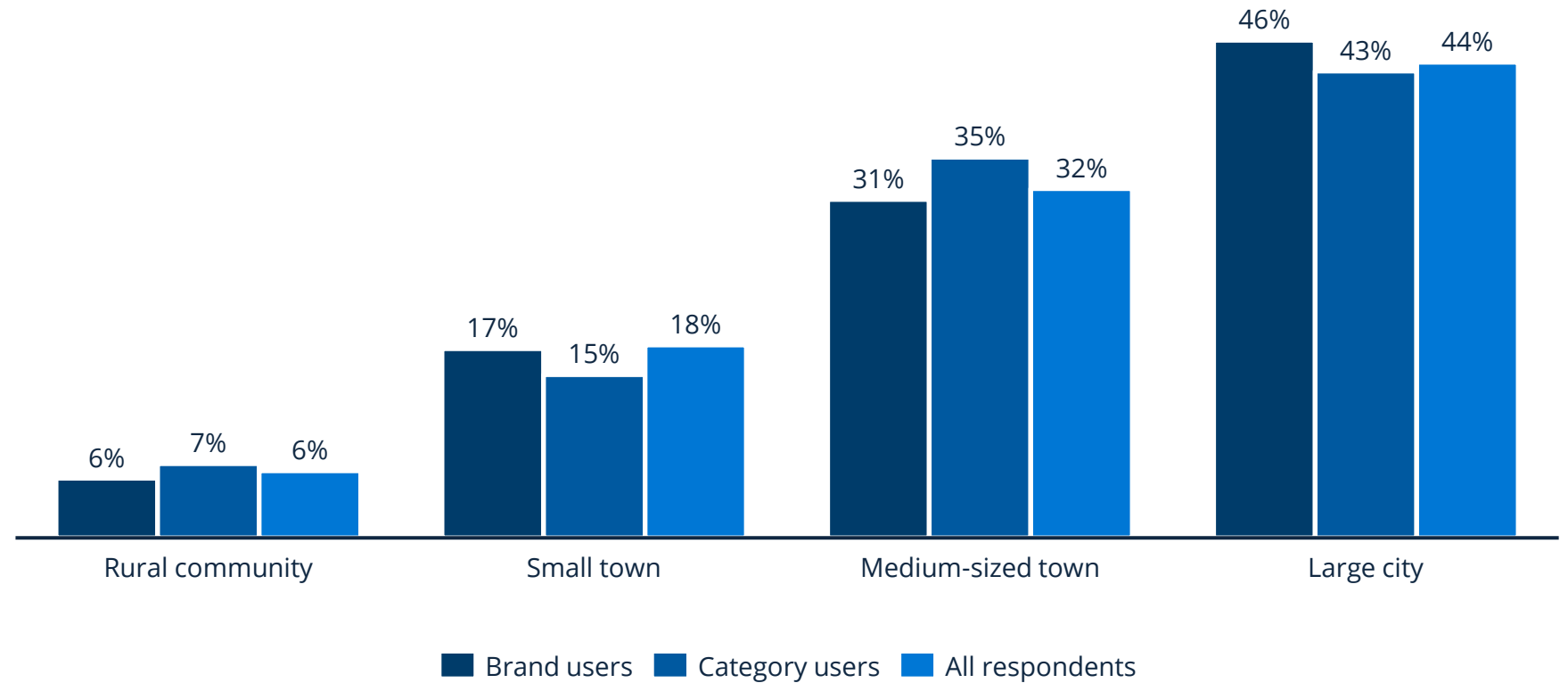
12 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "Which of the following printed daily newspapers have you read in the past 2 weeks?"; Multi Pick; Base: n=109 Aamulehti readers, n=744 readers of daily newspapers, n=12,178 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

46% of Aamulehti readers live in large cities

Demographic profile: type of community



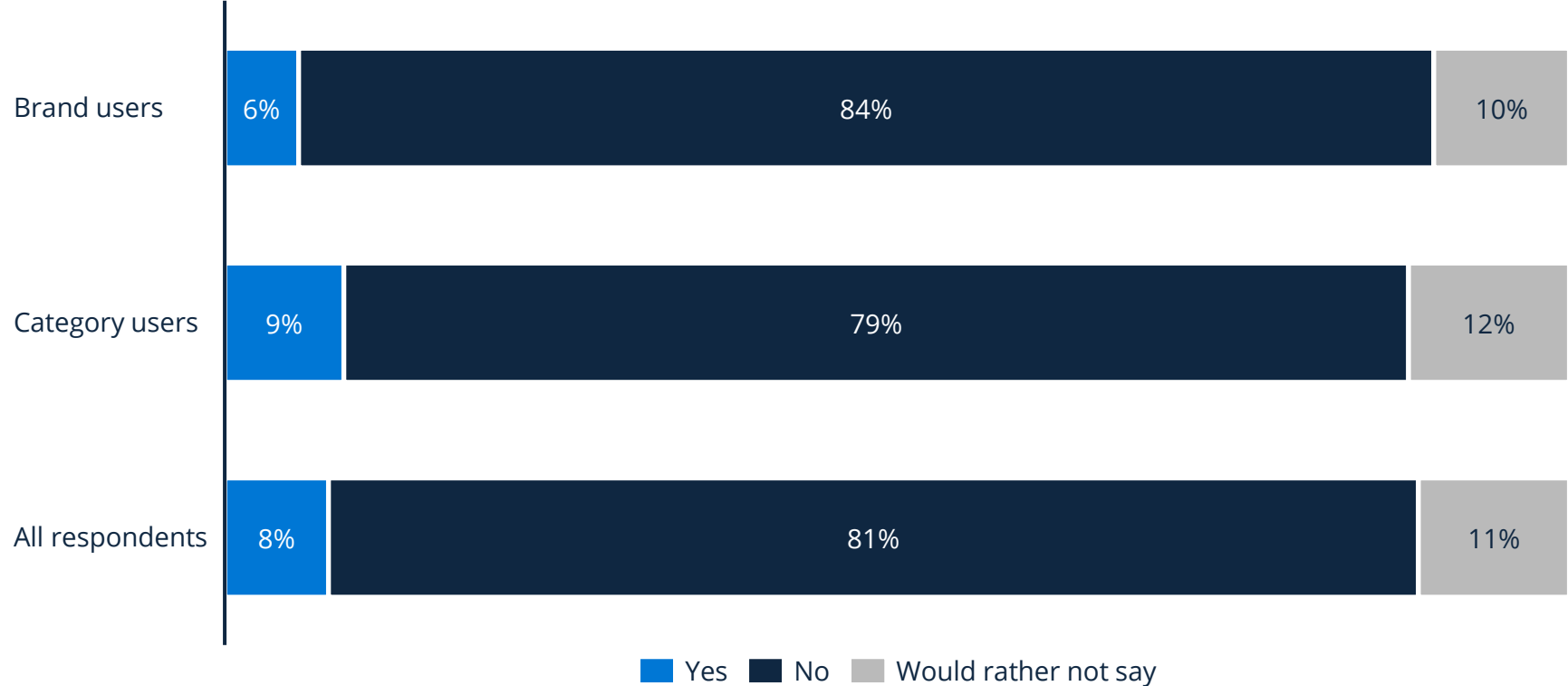
Communities where consumers live in Finland



6% of Aamulehti readers consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in Finland



CHAPTER 03

Consumer lifestyle

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



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