

温馨提示：以下内容均为外文报告原文，请外语不好的同学谨慎打开。

消费电子，智能硬件，工业，农业，自动化，机器人，服务，教育……

CONSUMERS & BRANDS

# Daily newspapers: La Razón 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 La Razón 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 La Razón 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<sup>(1)</sup>

**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

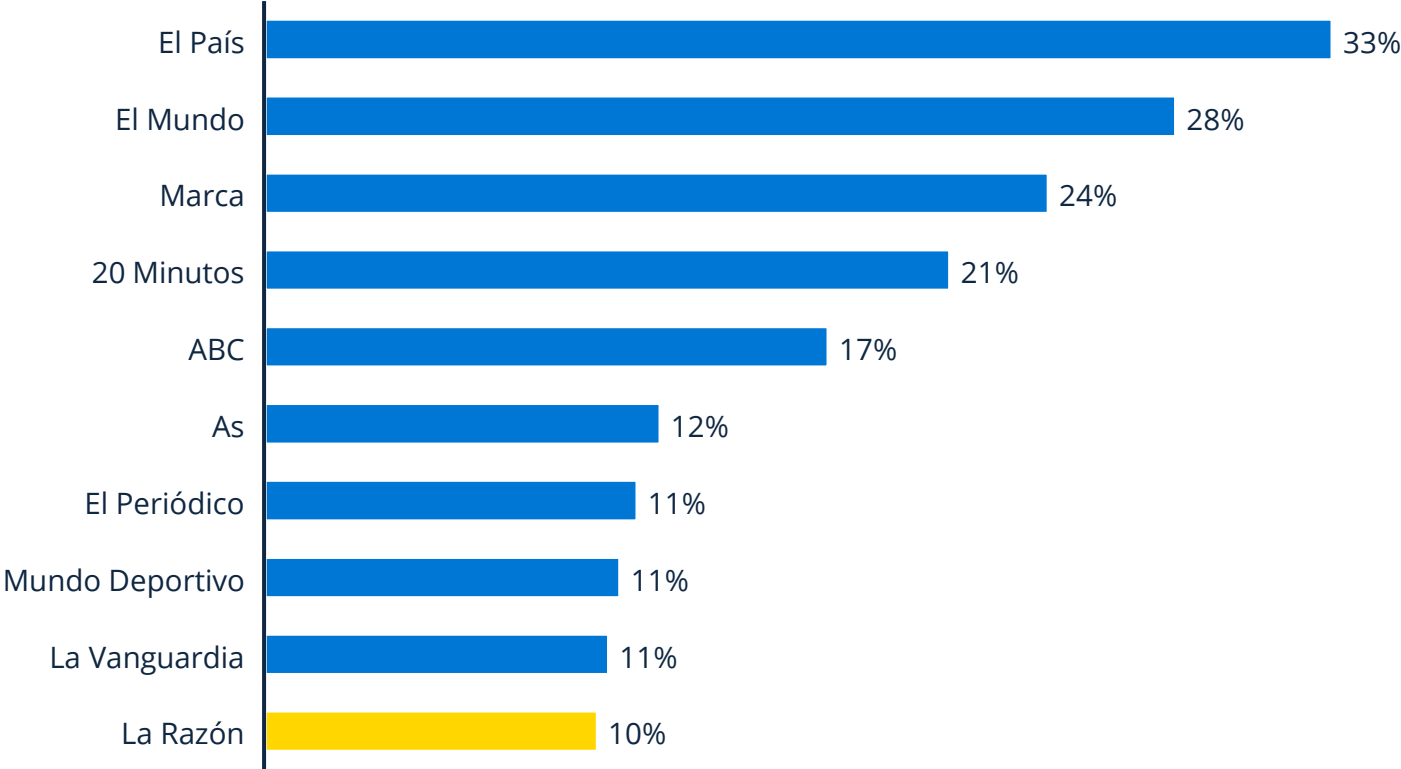




# La Razón is the tenth most read daily newspaper in Spain with El País in first place

Management summary: brand usage and competition

## Top 10 most read daily newspapers in Spain



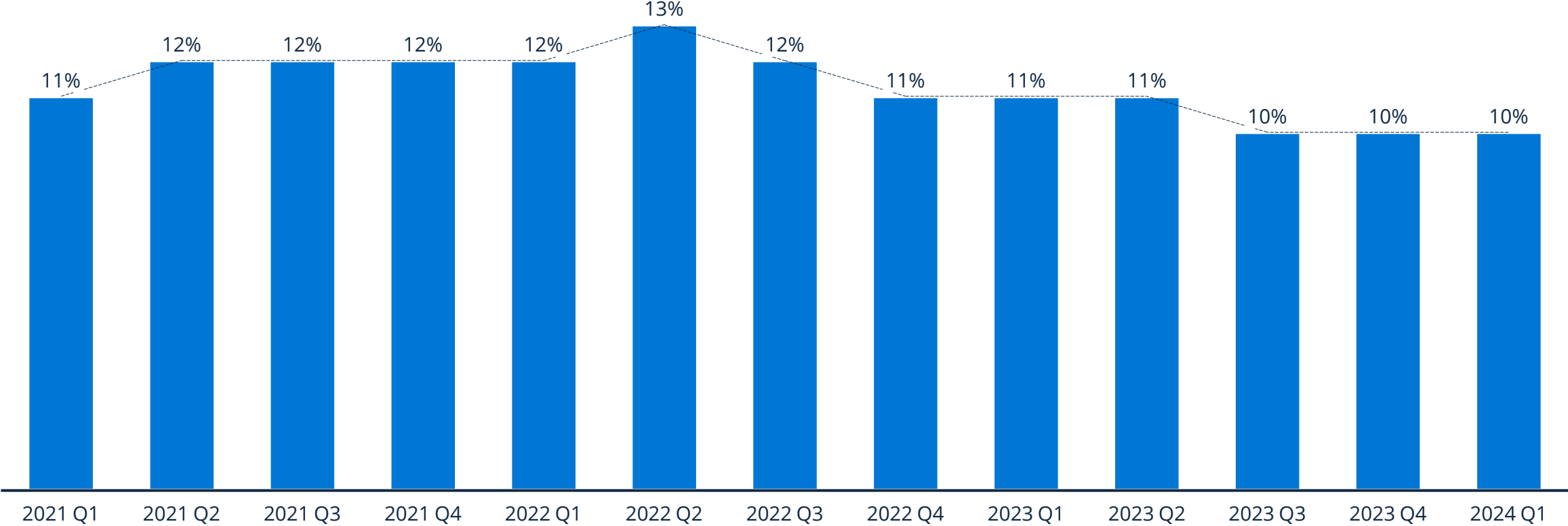
4 Notes: "Which of the following printed daily newspapers have you read in the past 2 weeks?"; Multi Pick; Base: n=562 readers of daily newspapers

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

# The share of readers of daily newspapers reading La Razón declined by 3 percentage points since Q2 of 2022

Management summary: brand usage timeline

Timeline of readers of daily newspapers reading La Razón



5 Notes: "Which of the following printed daily newspapers have you read in the past 2 weeks?"; Multi Pick; Base: n=56 - 76 La Razón readers, n=562 - 644 readers of daily newspapers

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

# La Razón readers in Spain

Management summary: key insights

## Demographic profile

La Razón is more popular among Millennials than other daily newspapers.

Similar to other daily newspapers, La Razón has a high share of male readers.

Compared to the average consumer, La Razón readers are less likely to have a low income.

35% of La Razón readers live in large cities.

## Consumer lifestyle

Safety and security is less important to La Razón readers than to other readers of daily newspapers.

History is a relatively prevalent interest of La Razón readers.

Shopping is a relatively popular hobby among La Razón readers.

## Consumer attitudes

It stands out that 39% of La Razón readers use alternative websites to watch paid content for free.

21% of La Razón readers are innovators or early adopters of new products.

A relatively high share of La Razón readers think that crime is an issue that needs to be addressed.

## Marketing touchpoints

YouTube is more popular among La Razón readers than the average reader of daily newspaper.

La Razón readers remember hearing ads on music portals and streaming services more often than other readers of daily newspapers.



## CHAPTER 02

# Demographic profile

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

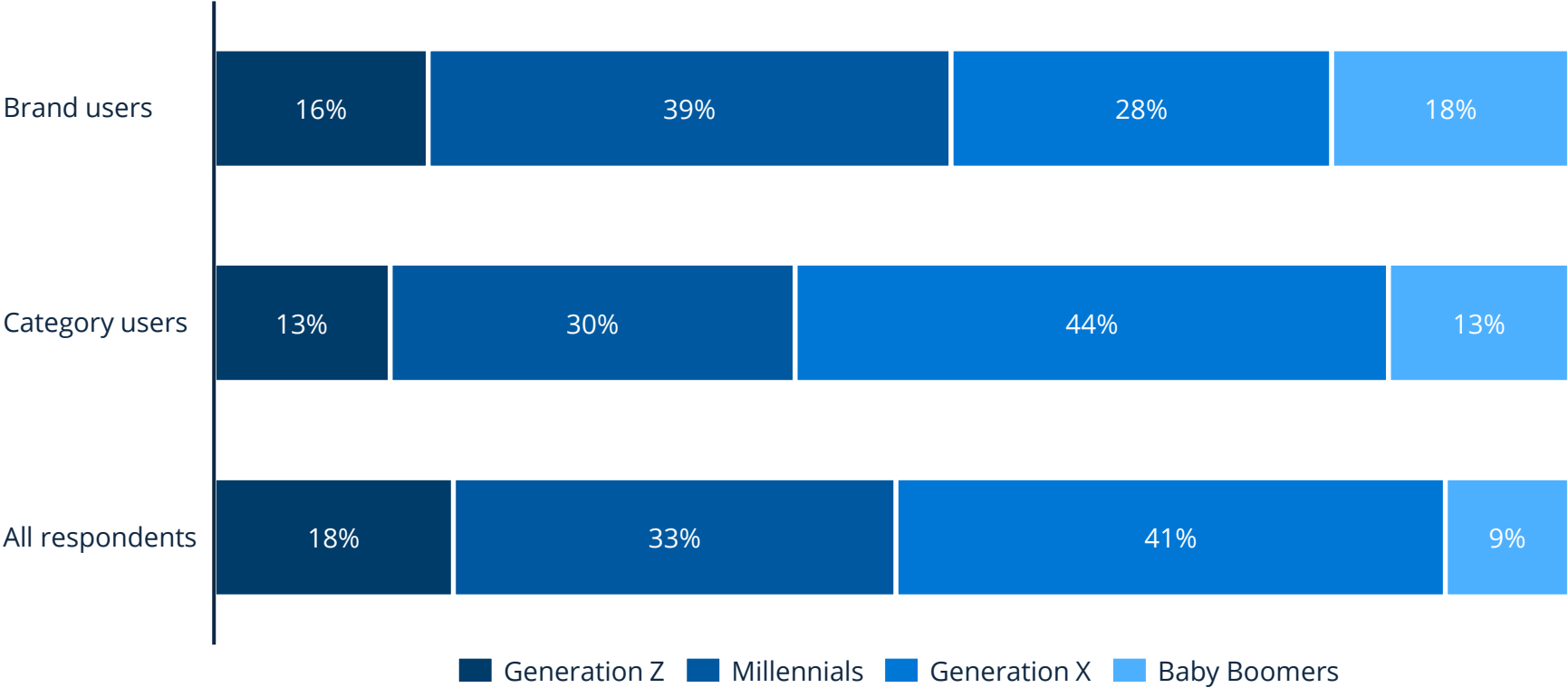




# La Razón is more popular among Millennials than other daily newspapers

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=57 La Razón readers, n=562 readers of daily newspapers, n=12,169 all respondents

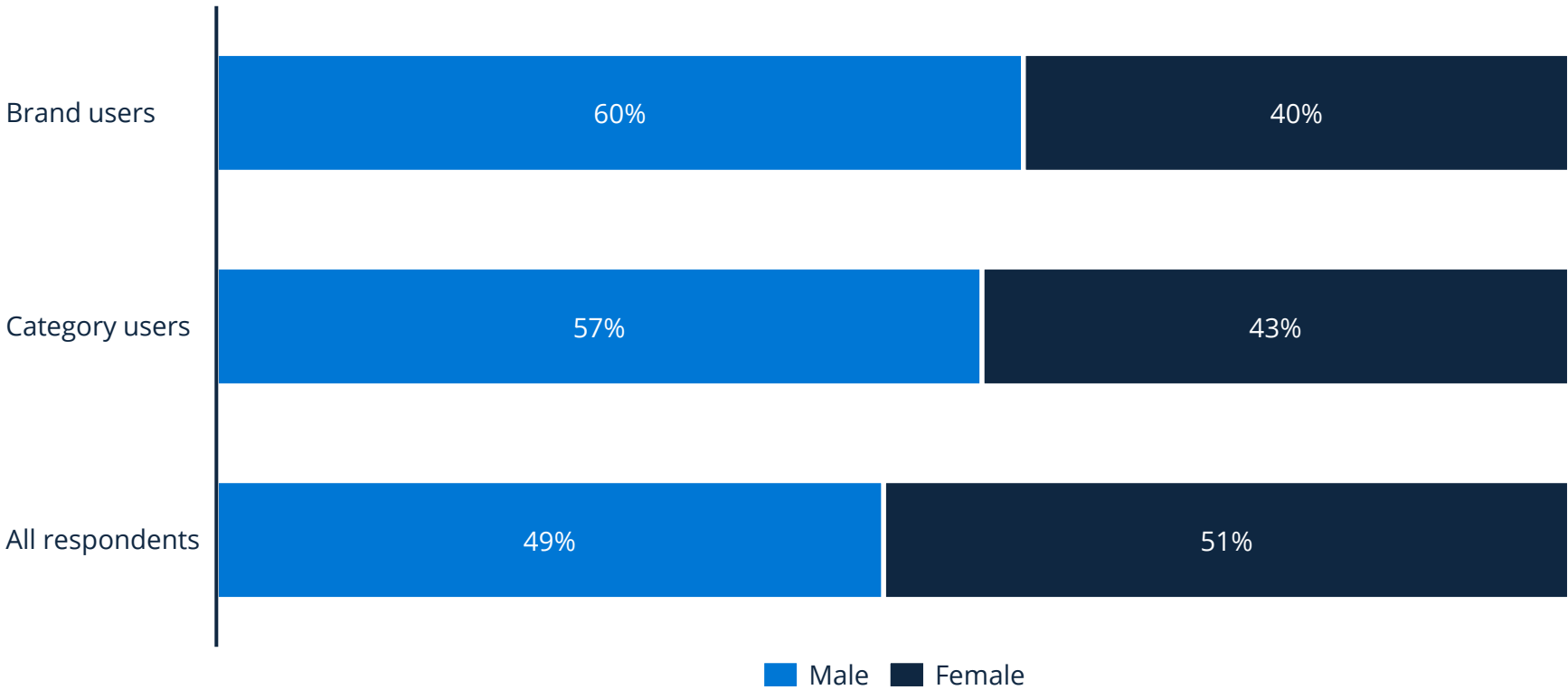
Sources: [Consumer Insights Global](#) as of June 2024

# Similar to other daily newspapers, La Razón has a high share of male readers

Demographic profile: gender



Gender of consumers in Spain



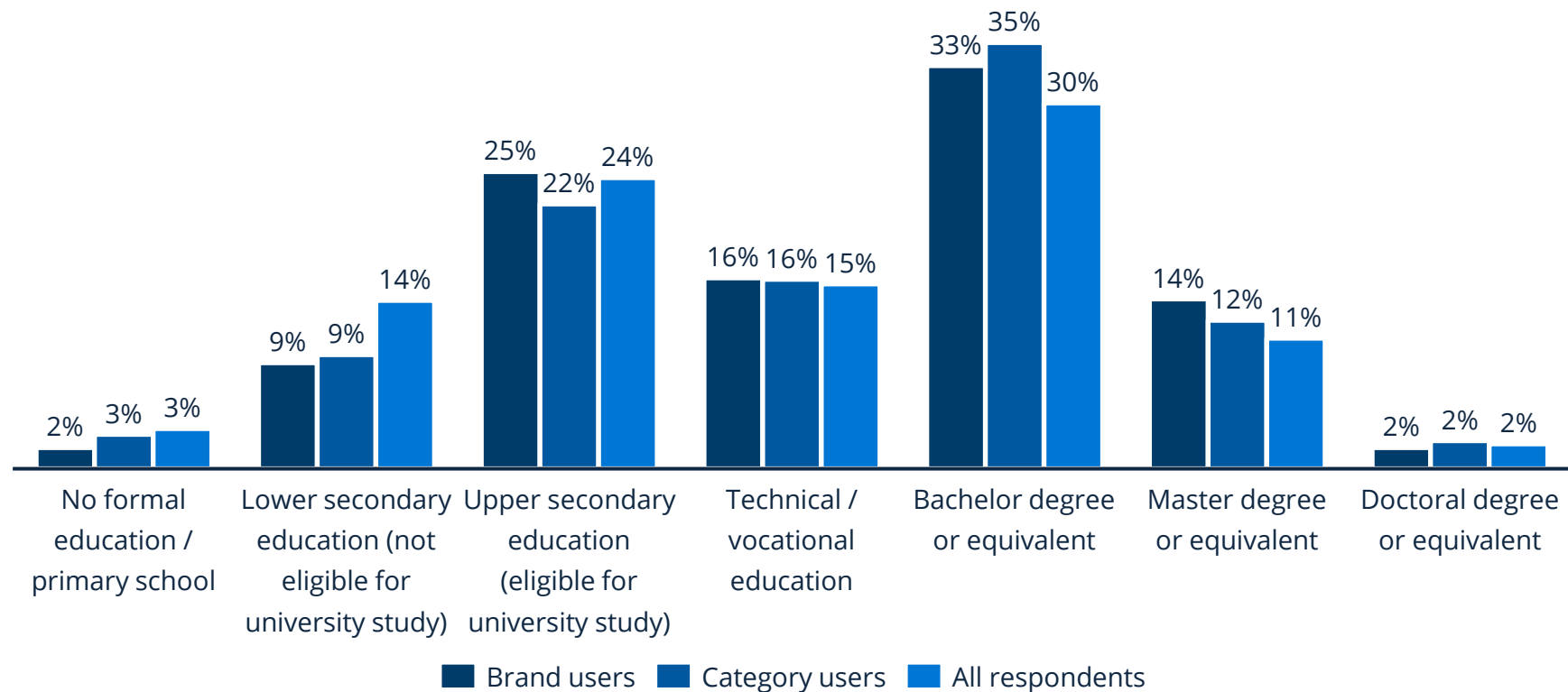
9 Notes: "What is your gender?"; Single Pick; "Which of the following printed daily newspapers have you read in the past 2 weeks?"; Multi Pick; Base: n=57 La Razón readers, n=562 readers of daily newspapers, n=12,169 all respondents

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

# The education level of La Razón readers and readers of daily newspapers are similar

Demographic profile: education

## Consumer's level of education in Spain

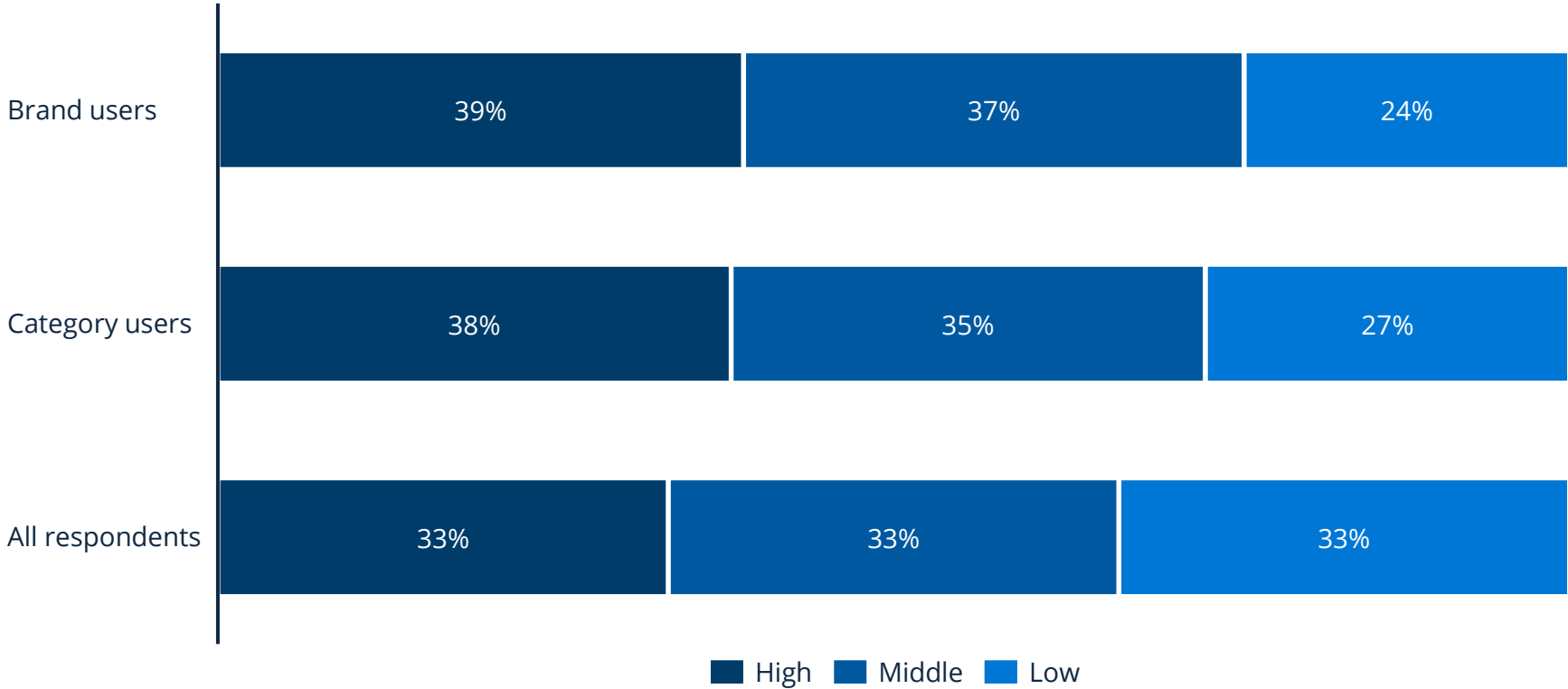


# Compared to the average consumer, La Razón readers are less likely to have a low income

Demographic profile: income



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



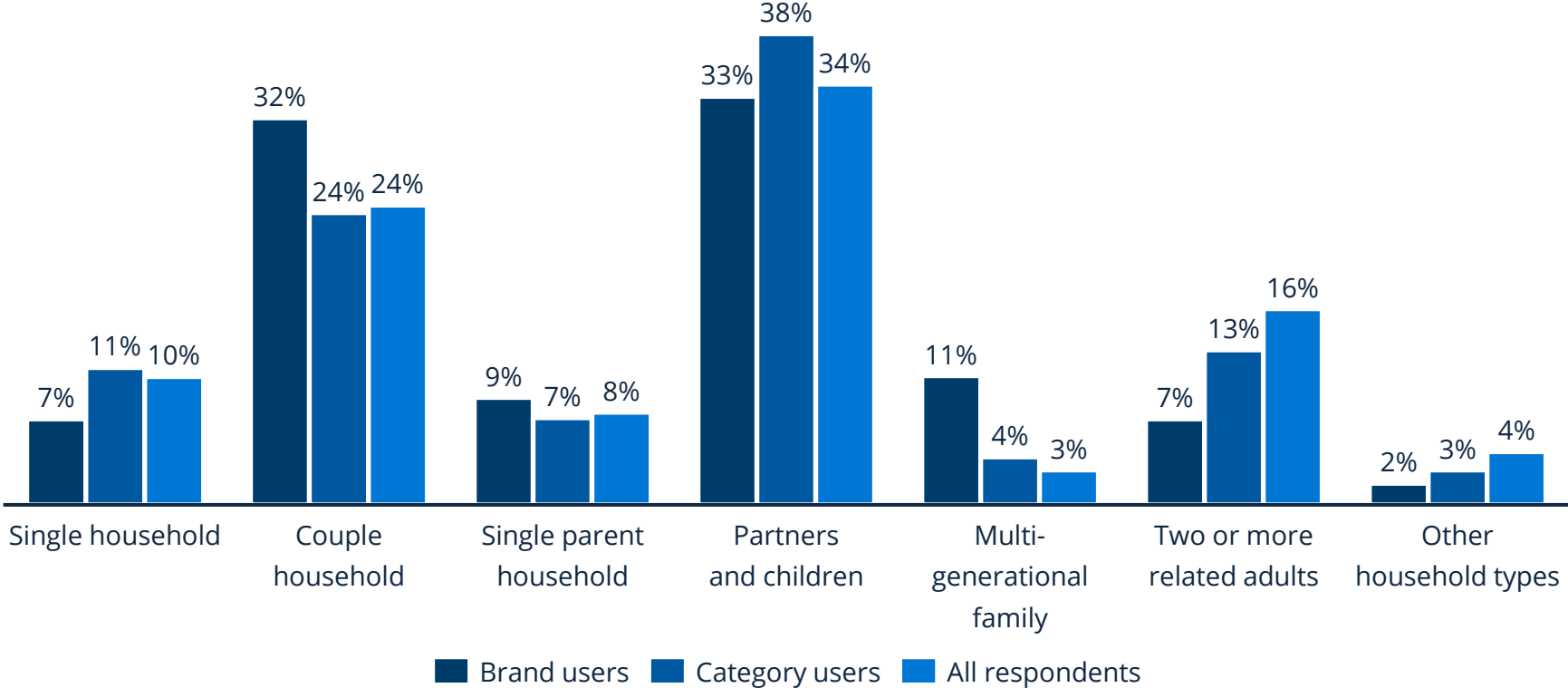
11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "Which of the following printed daily newspapers have you read in the past 2 weeks?"; Multi Pick; Base: n=57 La Razón readers, n=562 readers of daily newspapers, n=12,169 all respondents  
**Sources:** [Consumer Insights Global](#) as of June 2024



# Compared to other readers of daily newspapers, La Razón readers are relatively likely to live in a couple household

Demographic profile: household classification

Type of households in which consumers in Spain live



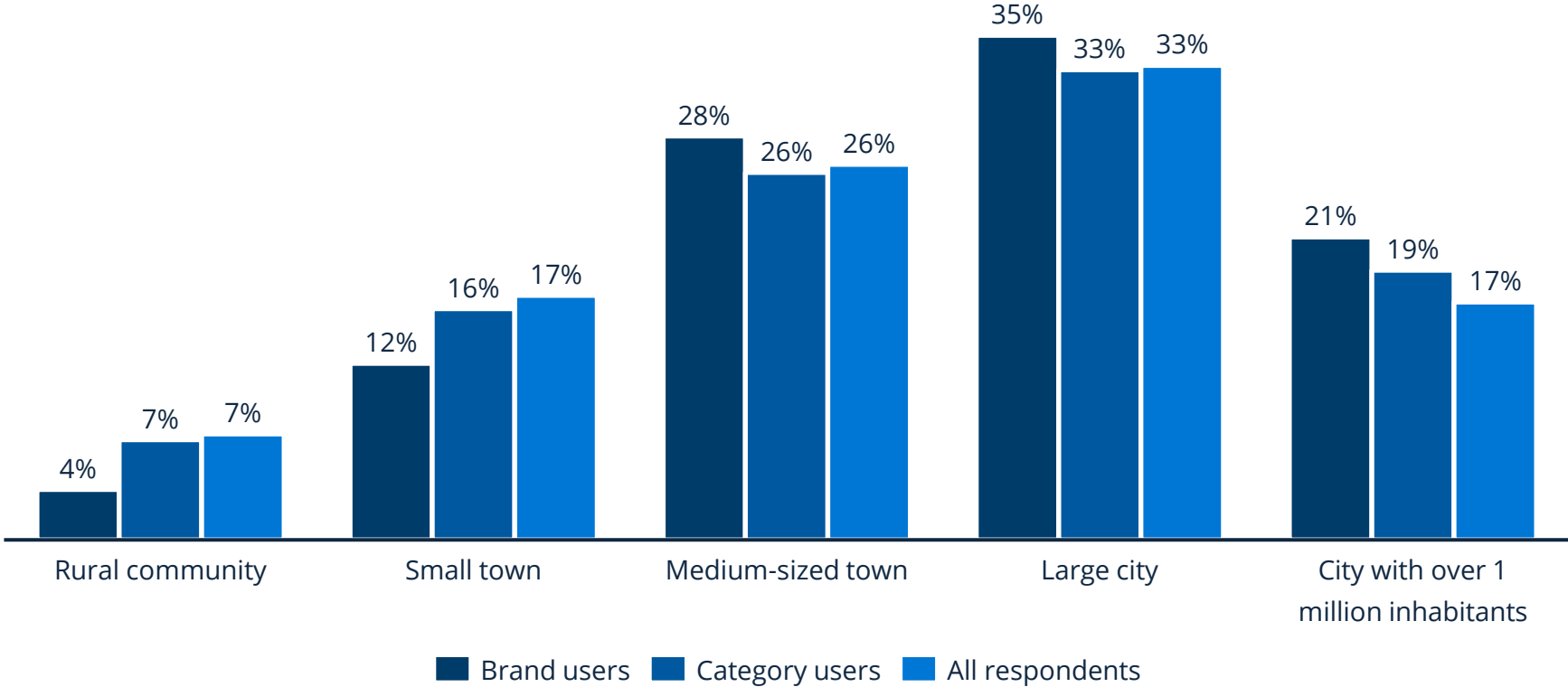
12 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "Which of the following printed daily newspapers have you read in the past 2 weeks?"; Multi Pick; Base: n=57 La Razón readers, n=562 readers of daily newspapers, n=12,169 all respondents  
Sources: [Consumer Insights Global](#) as of June 2024

# 35% of La Razón readers live in large cities

Demographic profile: type of community



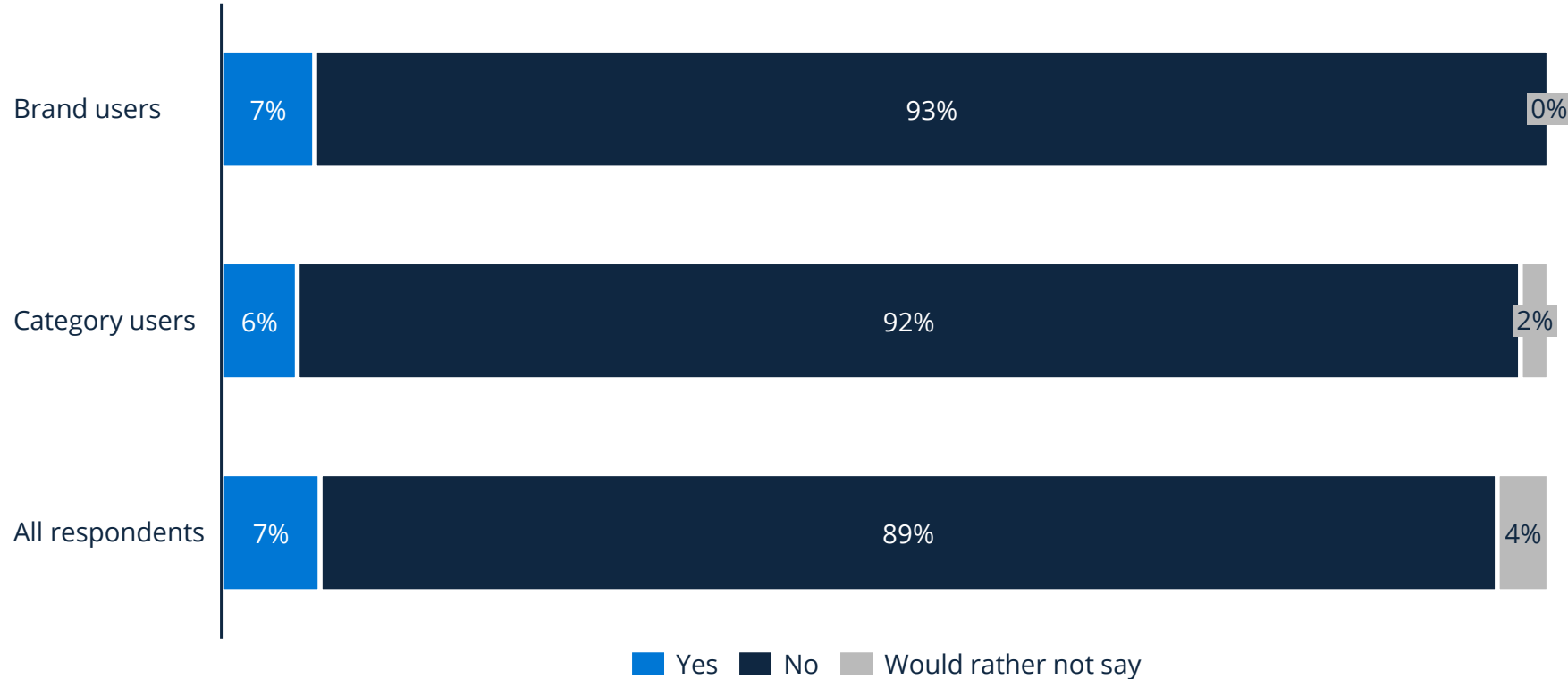
Communities where consumers live in Spain



# 7% of La Razón 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

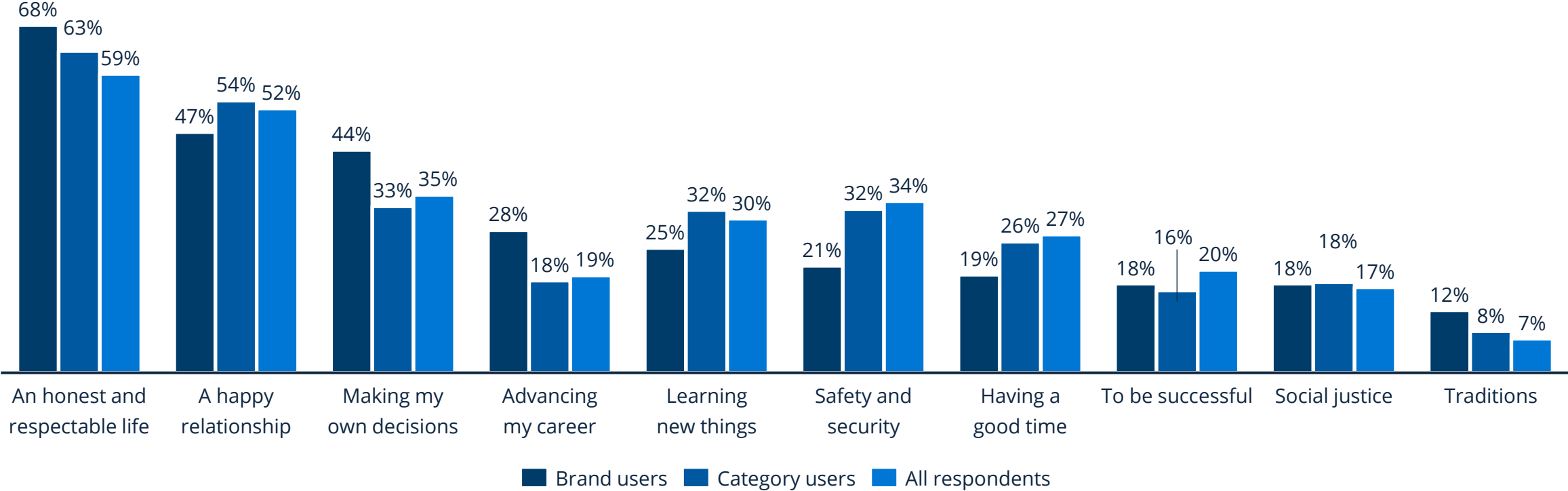




# Safety and security is less important to La Razón readers than to other readers of daily newspapers

Consumer lifestyle: life values

## Most important aspects of life for consumers in Spain



16 Notes: "Out of the following list, which are the 3 most important aspects to you in life? Please choose exactly 3.;" Multi Pick; "Which of the following printed daily newspapers have you read in the past 2 weeks?"; Multi Pick; Base: n=57 La Razón readers, n=562 readers of daily newspapers, n=12,169 all respondents  
Sources: [Consumer Insights Global](#) as of June 2024

以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。如要下载或阅读全文，请访问：<https://d.book118.com/705330030231012002>