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CONSUMERS & BRANDS

Daily newspapers: La Voz de Galicia 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 Voz de Galicia 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 Voz de Galicia 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

CHAPTER 01

Management summary

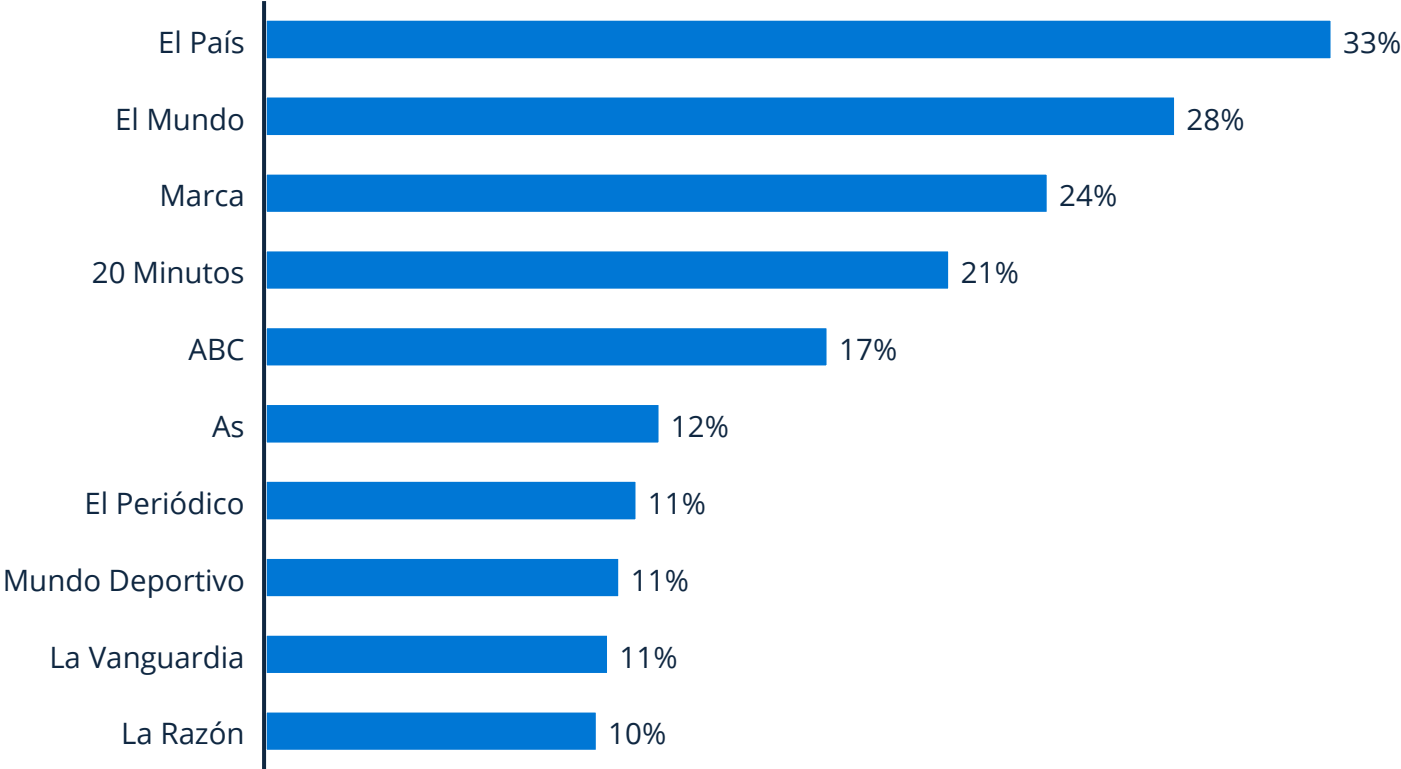
- Brand usage
- Key insights



La Voz de Galicia ranks outside the top 10 of most read daily newspapers in Spain

Management summary: brand usage and competition

Top 10 most read daily newspapers in Spain



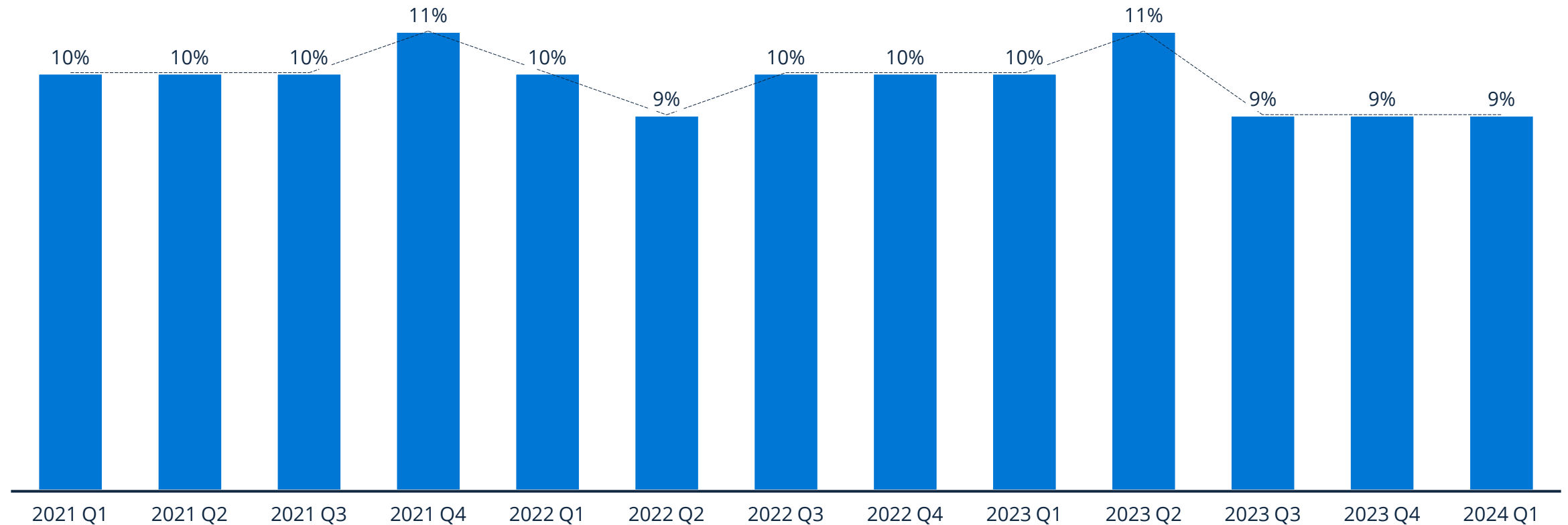
4 Notes: "Which of the following printed daily newspapers have you read in the past 2 weeks?"; Multi Pick; Base: n=562 readers of daily newspapers

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

The share of readers of daily newspapers reading La Voz de Galicia declined by 1 percentage points since Q1 of 2021

Management summary: brand usage timeline

Timeline of readers of daily newspapers reading La Voz de Galicia



5 Notes: "Which of the following printed daily newspapers have you read in the past 2 weeks?"; Multi Pick; Base: n=50 - 65 La Voz de Galicia readers, n=562 - 644 readers of daily newspapers

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

La Voz de Galicia readers in Spain

Management summary: key insights

Demographic profile

La Voz de Galicia is more popular among Generation Z than other daily newspapers.

La Voz de Galicia has more male than female readers.

La Voz de Galicia has a smaller share of readers with a low income than other daily newspapers.

La Voz de Galicia readers are more likely to live in small towns than readers of daily newspapers in general.

Consumer lifestyle

Social justice is less important to La Voz de Galicia readers than to other readers of daily newspapers.

Arts and literature are relatively prevalent interests of La Voz de Galicia readers.

Photography is a relatively popular hobby among La Voz de Galicia readers.

Consumer attitudes

It stands out that 32% of La Voz de Galicia readers prefer to own hard copies of films, books or music.

4% of La Voz de Galicia readers are innovators and adopt new products very early.

A relatively high share of La Voz de Galicia readers think that poverty is an issue that needs to be addressed.

Marketing touchpoints

Snapchat is more popular among La Voz de Galicia readers than the average reader of daily newspaper.

La Voz de Galicia readers remember seeing ads in video portals more often than other readers of daily newspapers.

CHAPTER 02

Demographic profile

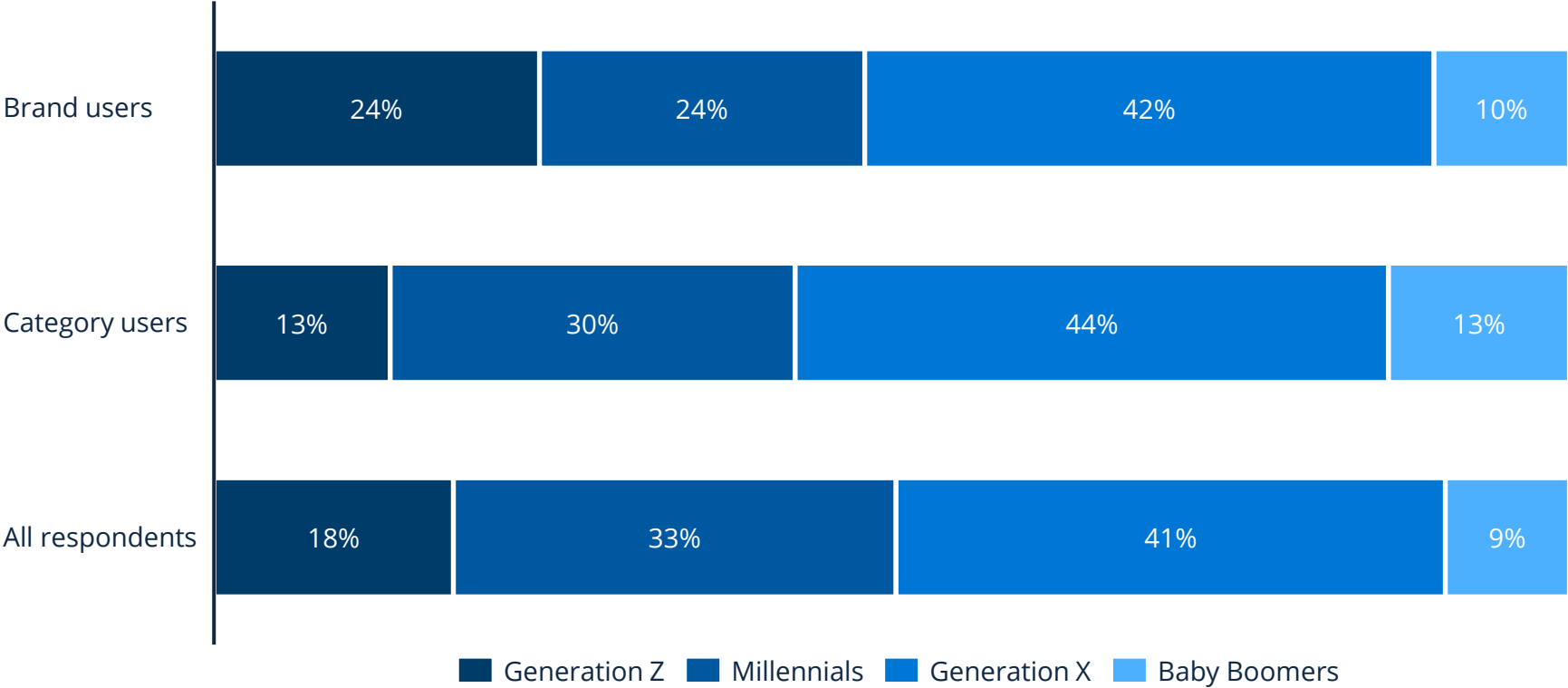
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



La Voz de Galicia is more popular among Generation Z than other daily newspapers

Demographic profile: generations

Age of consumers in Spain

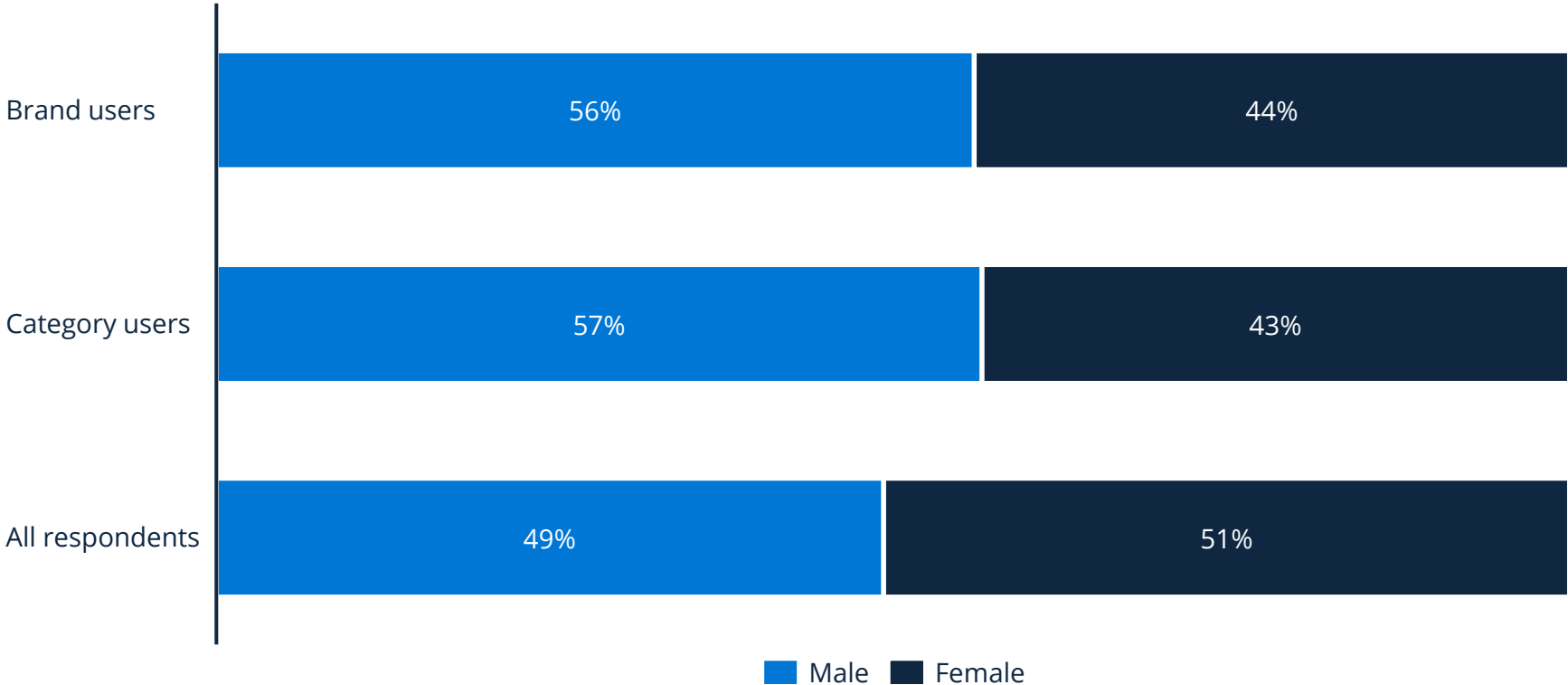


La Voz de Galicia has more male than female readers

Demographic profile: gender



Gender of consumers in Spain

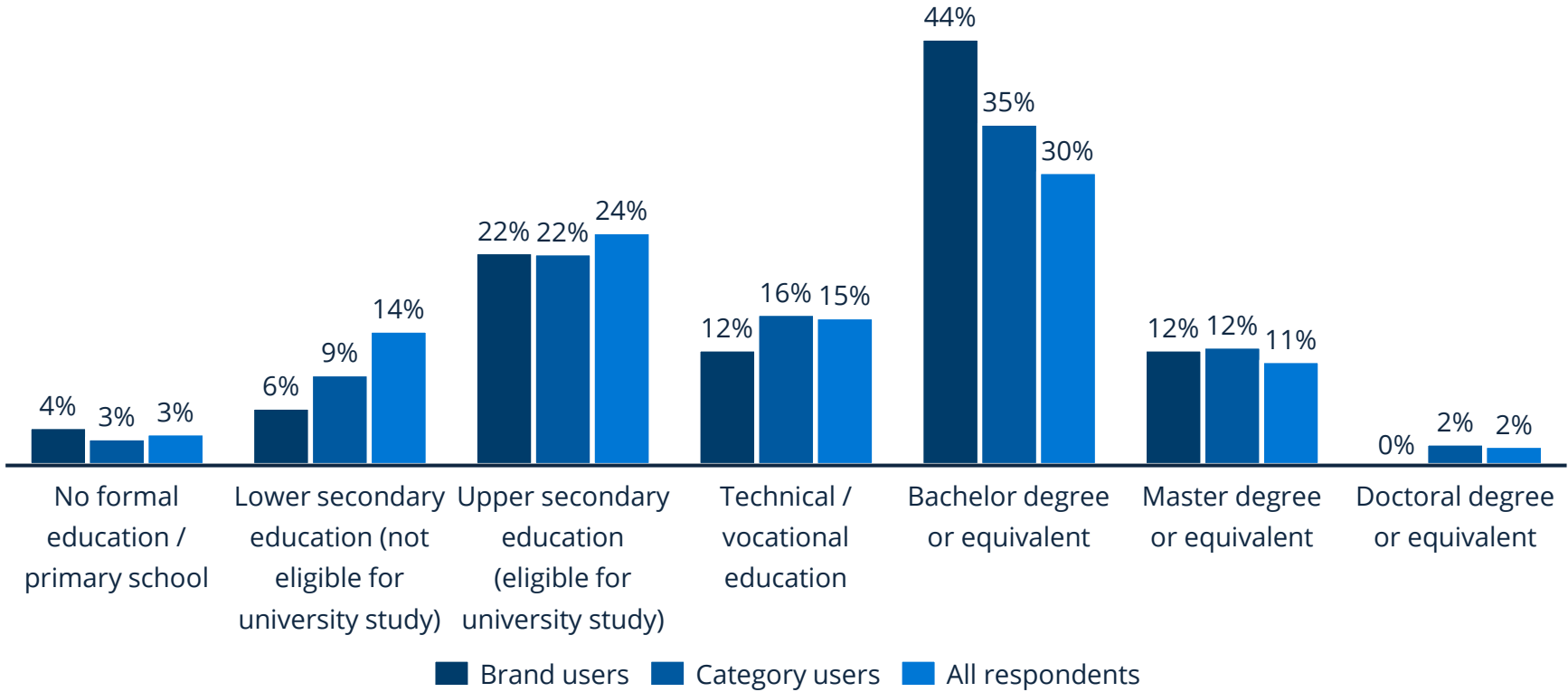


9 Notes: "What is your gender?"; Single Pick; "Which of the following printed daily newspapers have you read in the past 2 weeks?"; Multi Pick; Base: n=50 La Voz de Galicia readers, n=562 readers of daily newspapers, n=12,169 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

56% of La Voz de Galicia readers have a college degree

Demographic profile: education

Consumer's level of education in Spain



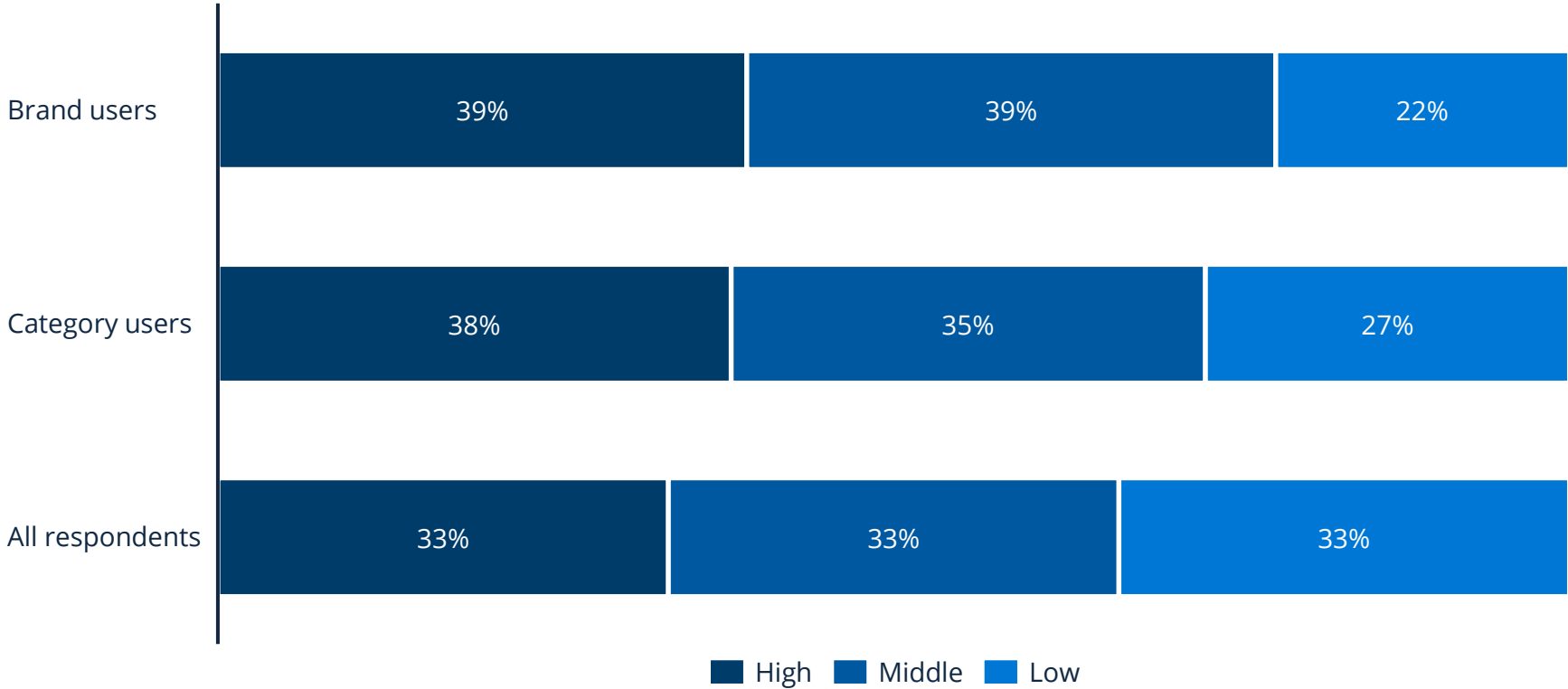
10 Notes: "What is the highest level of education you have completed?"; Single Pick; "Which of the following printed daily newspapers have you read in the past 2 weeks?"; Multi Pick; Base: n=50 La Voz de Galicia readers, n=562 readers of daily newspapers, n=12,169 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

La Voz de Galicia has a smaller share of readers with a low 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

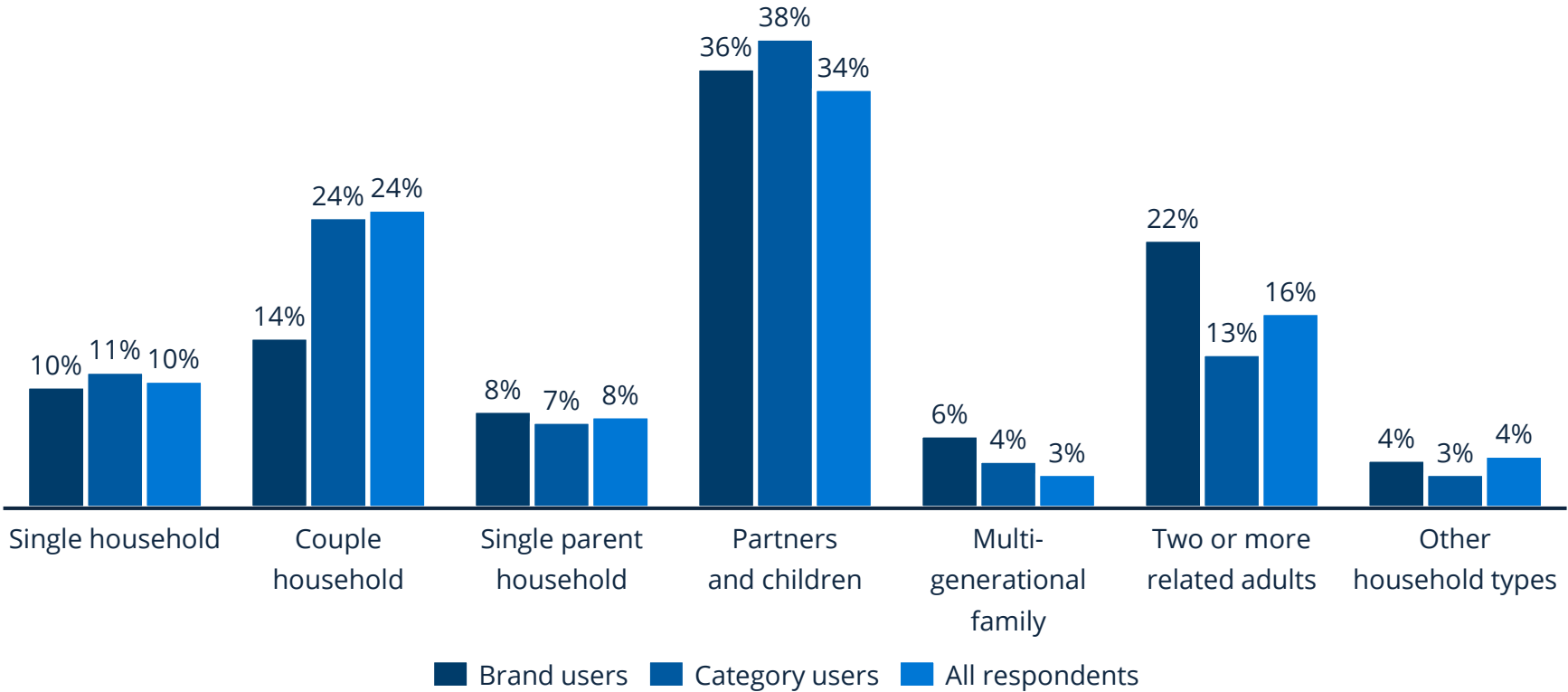


11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "Which of the following printed daily newspapers have you read in the past 2 weeks?"; Multi Pick; Base: n=50 La Voz de Galicia readers, 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 Voz de Galicia readers are relatively likely to live in a household of two or more related adults

Demographic profile: household classification

Type of households in which consumers in Spain live



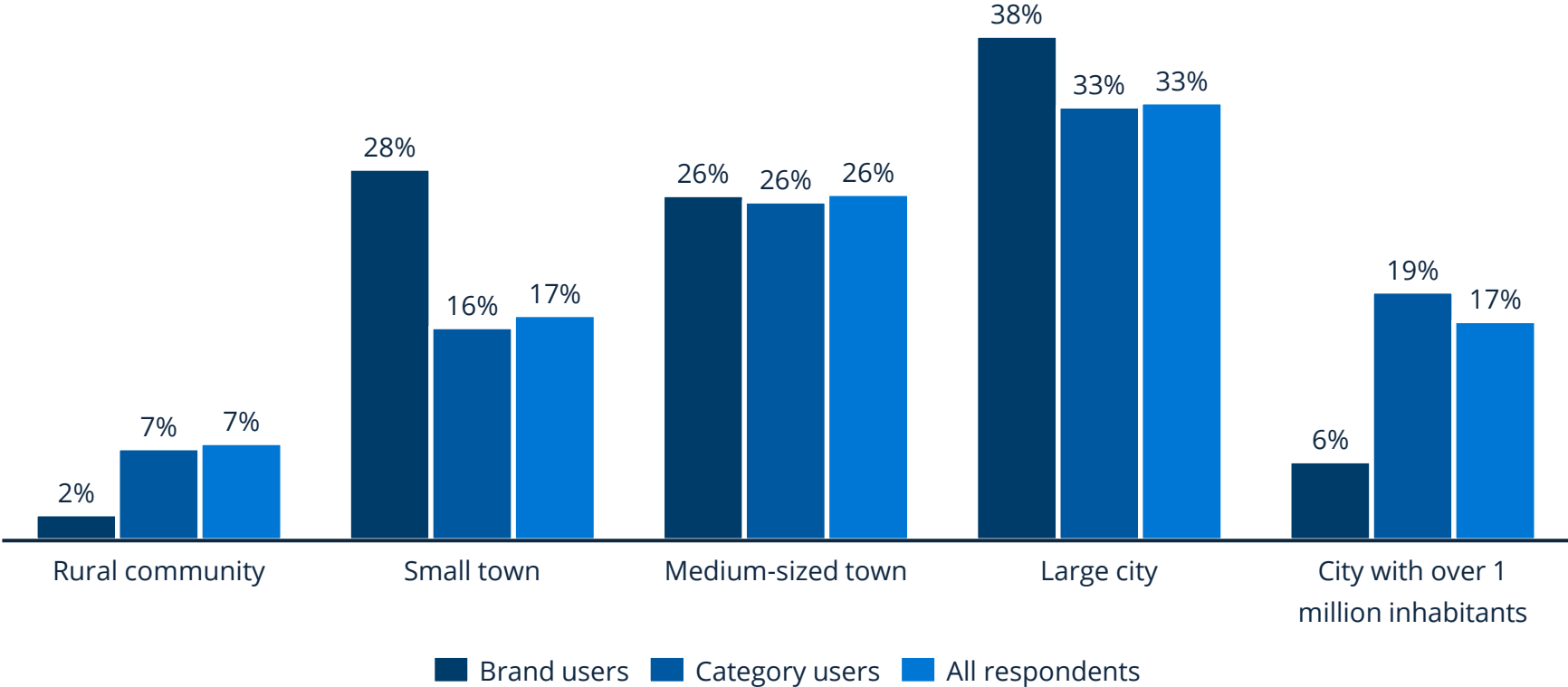
12 **Notes:** Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "Which of the following printed daily newspapers have you read in the past 2 weeks?"; Multi Pick; Base: n=50 La Voz de Galicia readers, n=562 readers of daily newspapers, n=12,169 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

La Voz de Galicia readers are more likely to live in small towns than readers of daily newspapers in general

Demographic profile: type of community



Communities where consumers live in Spain

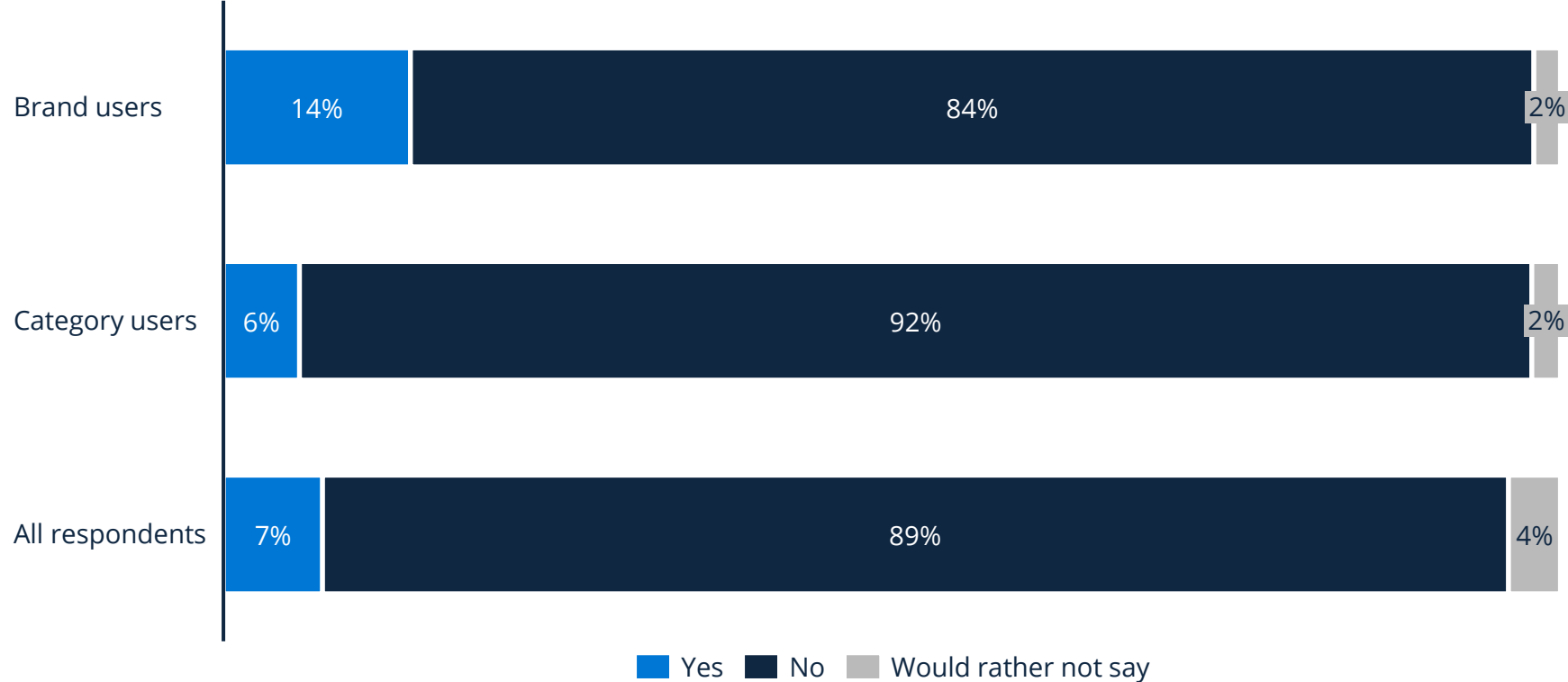


13 **Notes:** "In what type of community do you live?"; Single Pick; "Which of the following printed daily newspapers have you read in the past 2 weeks?"; Multi Pick; Base: n=50 La Voz de Galicia readers, n=562 readers of daily newspapers, n=12,169 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

14% of La Voz de Galicia readers consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in Spain



14 Notes: "Do you consider yourself part of the LGBTQ+ community?"; Single Pick; "Which of the following printed daily newspapers have you read in the past 2 weeks?"; Multi Pick; Base: n=50 La Voz de Galicia readers, n=562 readers of daily newspapers, n=12,169 all respondents

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

CHAPTER 03

Consumer lifestyle

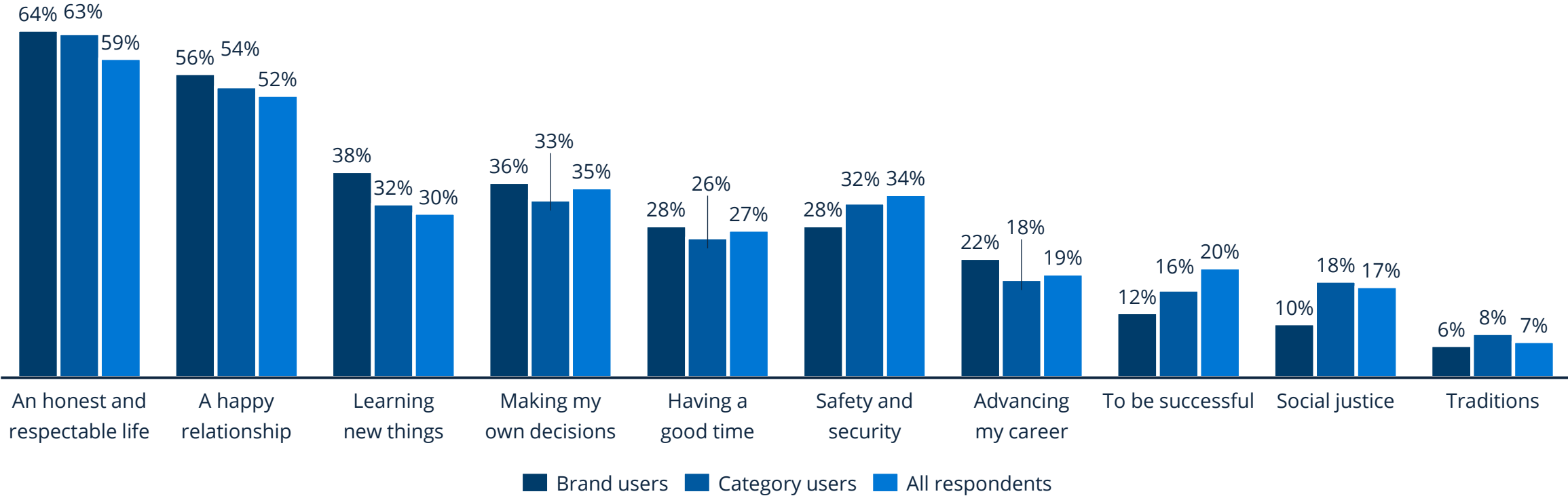
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



Social justice is less important to La Voz de Galicia 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=50 La Voz de Galicia readers, n=562 readers of daily newspapers, n=12,169 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

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