



Los hábitos de exposición a medios de comunicación " off" line de los jóvenes en la Comunidad Foral de Navarra: una aplicación de los métodos factoriales y de clasificación automática [

Escuela Superior de Gestión Comercial y Marketing, ESIC, 2010

text (article)

Analítica

This article shows the treatment of qualitative variables that describe the exposure habits to media, TV, radio, newspapers and magazines of different segments of young people, classified by their age and gender. The results show that these two demographic variables explain their media preferences. It is noted that a preference towards television is a characteristic of young people aged 19 to 25. Men read a lot less mainstream press than women. Men read much more sporting press while women are more likely to read magazines. Finally, effective communications strategies are proposed for the segments concerned

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