



# Digital News Audiences in Mexico: Age Segment Analysis

[

2024

text (article)

Analítica

This study aims to determine whether news consumption, media trust, interest in news, and political affinity are correlated with the generational segment of the market, measured by the age of the digital audience. Furthermore, this study seeks to verify whether age is associated with digital audiences' paying attention to journalists or news brands. This research is based on a survey of 2,005 people in Mexico by YouGov in 2022, commissioned by the Reuters Institute for the Study of Journalism at the University of Oxford as part of its annual Digital News Report. The statistical method used was the chi-square test of independence between qualitative variables. The results showed that age correlates with consumption habits, media trust, interest in news, and citizens' political affinity for digital audiences in Mexico. Moreover, age relates to whether digital audiences focus on journalists or news brands in Latin America. This study delves into the characteristics of digital audiences in Mexico and contributes from a media economics, media management, and media marketing perspective. It also helps media organizations assess their market strategy, market segmentation, and target markets based on the characteristics of digital news audiences in Mexico

This study aims to determine whether news consumption, media trust, interest in news, and political affinity are correlated with the generational segment of the market, measured by the age of the digital audience. Furthermore, this study seeks to verify whether age is associated with digital audiences' paying attention to journalists or news brands. This research is based on a survey of 2,005 people in Mexico by YouGov in 2022, commissioned by the Reuters Institute for the Study of Journalism at the University of Oxford as part of its annual Digital News Report. The statistical method used was the chi-square test of independence between qualitative variables. The results showed that age correlates with consumption habits, media trust, interest in news, and citizens' political affinity for digital audiences in Mexico. Moreover, age relates to whether digital audiences focus on journalists or news brands in Latin America. This study delves into the characteristics of digital audiences in Mexico and contributes from a media economics, media management, and media marketing perspective. It also helps media organizations assess their market strategy, market segmentation, and target markets based on the characteristics of digital news audiences in Mexico

This study aims to determine whether news consumption, media trust, interest in news, and political affinity are correlated with the generational segment of the market, measured by the age of the digital audience. Furthermore, this study seeks to verify whether age is associated with digital audiences' paying attention to journalists or news brands. This research is based on a survey of 2,005 people in Mexico by YouGov in 2022, commissioned by the Reuters Institute for the Study of Journalism at the University of Oxford as part of its annual Digital News Report. The statistical method used was the chi-square test of independence between qualitative variables. The results showed that age correlates with consumption habits, media trust, interest in news, and citizens' political affinity for digital audiences in Mexico. Moreover, age relates to whether digital

audiences focus on journalists or news brands in Latin America. This study delves into the characteristics of digital audiences in Mexico and contributes from a media economics, media management, and media marketing perspective. It also helps media organizations assess their market strategy, market segmentation, and target markets based on the characteristics of digital news audiences in Mexico

<https://rebiunoda.pro.baratznet.cloud:28443/OpacDiscovery/public/catalog/detail/b2FpOmNlbGVicmF0aW9uOmVzLmJhcmF0ei5yZW4vMzcwMzk4MjI>

---

**Título:** Digital News Audiences in Mexico: Age Segment Analysis [electronic resource].]

**Editorial:** 2024

**Tipo Audiovisual:** Interest in news digital audience age media industry political affinity media trust Interés por las noticias audiencia digital edad sector de los medios afinidad política confianza en los medios Interesse em notícias público digital idade setor de mídia afinidade política confiança na mídia

**Documento fuente:** Palabra Clave, ISSN 2027-534X, Vol. 27, N°. 3, 2024

**Nota general:** application/pdf

**Restricciones de acceso:** Open access content. Open access content star

**Condiciones de uso y reproducción:** LICENCIA DE USO: Los documentos a texto completo incluidos en Dialnet son de acceso libre y propiedad de sus autores y/o editores. Por tanto, cualquier acto de reproducción, distribución, comunicación pública y/o transformación total o parcial requiere el consentimiento expreso y escrito de aquéllos. Cualquier enlace al texto completo de estos documentos deberá hacerse a través de la URL oficial de éstos en Dialnet. Más información: <https://dialnet.unirioja.es/info/derechosOAI> | INTELLECTUAL PROPERTY RIGHTS STATEMENT: Full text documents hosted by Dialnet are protected by copyright and/or related rights. This digital object is accessible without charge, but its use is subject to the licensing conditions set by its authors or editors. Unless expressly stated otherwise in the licensing conditions, you are free to linking, browsing, printing and making a copy for your own personal purposes. All other acts of reproduction and communication to the public are subject to the licensing conditions expressed by editors and authors and require consent from them. Any link to this document should be made using its official URL in Dialnet. More info: <https://dialnet.unirioja.es/info/derechosOAI>

**Lengua:** English

**Enlace a fuente de información:** Palabra Clave, ISSN 2027-534X, Vol. 27, N°. 3, 2024

---

## Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- [informa@baratz.es](mailto:informa@baratz.es)