

Study of reading habits 1989 - Jönköping

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Associated documentation

0104.html (266.15 KB)

0104q.pdf (679.82 KB)

Citation

Weibull, L. (1991) Study of reading habits 1989 - Jönköping (Version 1.0) [Data set]. University of Gothenburg. Available at: <https://doi.org/10.5878/002366>

Creator/Principal investigator(s)

Lennart Weibull - University of Gothenburg, Department of Journalism Media and Communication

Research principal

[University of Gothenburg](#) - Department of Journalism Media and Communication

Description

This survey forms part of the research program 'Dagspresskollegiet'. The target group of this survey was the inhabitants of Jönköping. Most of the questions are replications of questions asked in previous readership studies, i.e. questions concerning reading habits, subscriptions of papers, reading interests, and background variables such as gender, age, education and party preference. The respondent also had to compare the two local papers Jönköpings Posten and Smålands Folkblad with regard to a number of qualities. A battery of questions dealt with the local paper Smålands Folkblad specifically.

Data contains personal data

No

Language

[Swedish](#)

Unit of analysis

[Individual](#)

Population

Individuals aged 15-75 years and residing in Jönköping municipality

Time Method

[Longitudinal: Trend/Repeated cross-section](#)

Sampling procedure

[Probability: Simple random](#)

Time period(s) investigated

1989-04-07 - 1989-05-07

Variables

411

Number of individuals/objects

634

Data format / data structure

[Numeric](#)

Data collection 1

- Mode of collection: Self-administered questionnaire: paper
- Time period(s) for data collection: 1989-04-07 - 1989-05-07
- Data collector: Långedrag Informationskonsult
- Source of the data: Population group

Geographic spread

Geographic location: [Jönköping Municipality](#)

Responsible department/unit

Department of Journalism Media and Communication

Research area

[Political behaviour and attitudes](#) (CESSDA Topic Classification)

[Social sciences](#) (Standard för svensk indelning av forskningsämnen 2011)

[Media studies](#) (Standard för svensk indelning av forskningsämnen 2011)

[Media](#) (CESSDA Topic Classification)

[Leisure, tourism and sport](#) (CESSDA Topic Classification)

Keywords

[Internal politics](#)

Publications

Kratz, C. (1990) Tidningsläsning i Jönköping. En presentation av en läsarundersökning. Arbetsrapport nr 5. Göteborg: Department of Journalism and Mass Communication.

[Google Books](#)

Polygon (Lon/Lat)

13.67132262, 58.11394106

13.67132262, 57.54057292

14.65591572, 57.54057292

14.65591572, 58.11394106

13.67132262, 58.11394106

Accessibility level

Access to data through SND
Access to data is restricted

Use of data

[Things to consider when using data shared through SND](#)

Versions

Version 1.0. 1991-01-01

Related research data in SND's catalogue

[Study of reading habits 1990 - Southern Halland](#)

[Study of reading habits 1993 - Gästrikland](#)

[Study of reading habits 1992 - Norrbotten](#)

[Study of reading habits 1984 - Alingsås](#)

[Study of reading habits 1984 - Stockholm](#)

[Study of reading habits 1981 - Sundsvall](#)

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