

# Media barometer 1980

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**Is part of collection at SND:** [Media barometer](#)

## Associated documentation

0119.html (36.2 KB)

0119q.pdf (123.02 KB)

## Citation

(2000) Media barometer 1980 (Version 1.0) [Data set]. Radio Sweden. Available at: <https://doi.org/10.5878/000960>

## Creator/Principal investigator(s)

Radio Sweden, Publik- och programforskning

## Research principal

[Radio Sweden](#) - Publik- och programforskning

## Description

The first Media Barometer was conducted in 1979 and since then the survey has been carried out annually. The purpose is to explore how the Swedish population is using different media during an average day. In 1980 the respondents were asked if they had been doing any of the following the day before: watching video, listening to record player or tape recorder. If so, they were asked for how long period. They were also asked if they had been reading any of the following the day before: morning paper, evening paper, weekly magazine or any other magazine, or book. If so, they were asked how many and for how long period. A new question in the 1980 survey concerned radio listening habits. Background variables includes information on age, gender, education, occupation, and household composition.

Purpose:

Describe the trends and changes in people's use of mass media.

## Data contains personal data

No

## Language

[Swedish](#)

## Unit of analysis

[Individual](#)

## Population

Individuals aged 9-79 years

**Time Method**

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

**Sampling procedure**

[Probability: Simple random](#)

Urvalet är riksomfattande och slumpmässigt, draget från registret över totalbefolkningen, och omfattar personer födda 1901-1971.

**Time period(s) investigated**

1980 - Ongoing

**Variables**

34

**Number of individuals/objects**

1108

**Data format / data structure**

[Numeric](#)

**Data collection 1**

- Mode of collection: Telephone interview
- Time period(s) for data collection: 1980-09-29 - 1980-10-05
- Data collector: Radio Sweden
- Source of the data: Population group

**Geographic spread**

Geographic location: [Sweden](#)

**Highest geographic unit**

Country

**Responsible department/unit**

Publik- och programforskning

**Research area**

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

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

[Media](#) (CESSDA Topic Classification)

**Keywords**

[Newspaper readership](#), [Periodicals readership](#), [Listening to music](#), [Book use](#), [Local broadcasting](#), [Households](#), [Radio listening](#), [Reading \(activity\)](#)

**Publications**

Björkvist Hellingwerf, K. (1992) Mediebarometern 1979-1991. Report no. 18. Göteborg: Department of

Journalism and Mass Communication.

[Libris](#)

Publik- och programforskning (PUB), Sveriges Radio (1980) PUB informerar December 1980.  
Användningen av massmedier - en jämförelse. Stockholm: Swedish Broadcasting Corporation.

Weibull, Lennart (1984) Dagspress & etermedier i Sverige 1979-1983. Rapport nr 1. Göteborg:  
Avdelningen för masskommunikation.

If you have published anything based on these data, [please notify us](#) with a reference to your publication(s). If you are responsible for the catalogue entry, you can update the metadata/data description in DORIS.

### **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. 2000-05-01

### **Related research data in SND's catalogue**

[Media barometer 2002](#)

[Media barometer 2001](#)

[Media barometer 2003](#)

[Media barometer 2004](#)

[Media barometer 1983](#)

[Media barometer 1984](#)

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[Media barometer 1986/1987](#)

[Media barometer 1987 - autumn](#)

[Media barometer 1988](#)

[Media barometer 1989](#)

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[Media barometer 1991](#)

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[The Media Barometer 2015](#)

[The Media Barometer 2016](#)

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