

Study of reading habits 1989 - Åstorp, Bjuv and Helsingborg

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Is part of collection at SND: [Local study of reading habits](#)

Associated documentation

0153q.pdf (707.23 KB)

Citation

Weibull, L. (1992) Study of reading habits 1989 - Åstorp, Bjuv and Helsingborg (Version 1.0) [Data set]. University of Gothenburg. Available at: <https://doi.org/10.5878/p73p-1e56>

Creator/Principal investigator(s)

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Research principal

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Description

This survey forms part of the research program 'Dagspresskollegiet'. The target group of this survey was the inhabitants of three municipalities in Northwestern Skåne: Åstorp, Bjuv and Helsingborg. 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 Helsingborgs Dagblad and Nordvästra Skånes Tidningar with regard to a number of qualities. A battery of questions dealt with the local paper Helsingborgs Dagblad specifically.

Data contains personal data

No

Language

[Swedish](#)

Unit of analysis

[Individual](#)

Population

Unavailable

Time Method

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

Sampling procedure

[Probability: Simple random](#)

Time period(s) investigated

1989-01-01 - 1989-01-01

Variables

384

Number of individuals/objects

1172

Data format / data structure

[Numeric](#)

Data collection 1

- Mode of collection: Self-administered questionnaire: paper
- Time period(s) for data collection: 1989-01-01 - 1989-01-01
- Data collector: Långedrag Informationskonsult
- Source of the data: Population group

Geographic spread

Geographic location: [Bjuv Municipality](#), [Åstorp Municipality](#), [Helsingborg Municipality](#)

Geographic description: Åstorp, Bjuv and Helsingborg.

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

Severinsson, R. (1990) Tidningsläsning i Nordvästra Skåne : en presentation av en läsarundersökning från våren 1989. Report no. 2. Göteborg: Department of Journalism and Mass Communication.

Polygon (Lon/Lat)

12.58151539, 56.22176302

12.58151539, 55.91771876

13.10856568, 55.91771876

13.10856568, 56.22176302

12.58151539, 56.22176302

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. 1992-01-01

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](#)

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

[Study of reading habits 1982 - Jönköping](#)

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