

Study of reading habits 1987 - Värmland

SND-ID: snd0300-1. **Version:** 1.0. **DOI:** <https://doi.org/10.5878/002494>

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

Associated documentation

0300.html (299.15 KB)

Citation

Weibull, L. (1993) Study of reading habits 1987 - Värmland (Version 1.0) [Data set]. University of Gothenburg. Available at: <https://doi.org/10.5878/002494>

Creator/Principal investigator(s)

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

Research principal

[University of Gothenburg](#) - Department of Political Science

Description

This survey forms part of the research program 'Dagspresskollegiet'. The target group of this survey was the inhabitants of Värmland. 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. There were also a number of questions not asked in previous surveys, such as the opinion on how the respondent's local morning paper cover different sports, the opinion on the length of the news articles and the importance of colour pictures in the morning paper. Respondents had to indicate what kind of news they would read first, good ones or bad ones. The respondent also had to compare the two local papers Nya Wermlands-Tidningen and Värmlands Folkblad with regard to a number of qualities. Furthermore the respondents had to indicate on a scale how interested they were in a number of activities.

Data contains personal data

No

Language

[Swedish](#)

Unit of analysis

[Individual](#)

Population

Inhabitants of Filipstad, Forshaga, Grums, Hagfors, Hammarö, Karlstad, Kil, Kristinehamn, Munkfors, Storfors, Sunne and Torsby municipalities, aged 15-75 years.

Time Method

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

Sampling procedure

[Probability: Simple random](#)

Urvalsramen är baserad på länsstyrelsens personregister.

Time period(s) investigated

1987-03-27 – 1995-09-17

Variables

411

Number of individuals/objects

1600

Data format / data structure

[Numeric](#)

Data collection 1

- Mode of collection: Self-administered questionnaire: paper
- Time period(s) for data collection: 1987-03-27 – 1987-06-05
- Data collector: University of Gothenburg, Department of Political Science
- Source of the data: Population group

Geographic spread

Geographic location: [Kil Municipality](#), [Torsby Municipality](#), [Storfors Municipality](#), [Hammarö Municipality](#), [Munkfors Municipality](#), [Forshaga Municipality](#), [Grums Municipality](#), [Sunne Municipality](#), [Karlstad Municipality](#), [Kristinehamn Municipality](#), [Filipstad Municipality](#), [Hagfors Municipality](#)

Responsible department/unit

Department of Political Science

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

Björkqvist, K. (1988) Tidningsläsning i Värmland - en presentation av en läsarundersökning. Work report no. 42. Göteborg: Department of Political Science.

Polygon (Lon/Lat)

12.22715612, 61.05670349

12.22715612, 59.01326319

14.47883643, 59.01326319

14.47883643, 61.05670349

12.22715612, 61.05670349

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. 1993-01-01

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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Published: 1993-01-01

Last updated: 2019-02-06