

Study of reading habits 1986 - Essunga and Götene

SND-ID: snd0303-1. **Version:** 1.0. **DOI:** <https://doi.org/10.5878/002492>

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Associated documentation

LVS1986_Essunga_Gotene.html (217.32 KB)

Citation

Weibull, L. (1992) Study of reading habits 1986 - Essunga and Götene (Version 1.0) [Data set]. University of Gothenburg. Available at: <https://doi.org/10.5878/002492>

Creator/Principal investigator(s)

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Research principal

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Description

This survey is part of the research program Dagspresskollegiet. The target group for this survey was the residents of two municipalities in Västergötland, Essunga and Götene. A similar survey was conducted at the same time in Vara, <https://doi.org/10.5878/002493>.

Most of the questions are replications of questions asked in previous reading habit studies and concern reading habits, newspaper subscriptions, reading interests as well as background questions about gender, age, education and party preference. Respondents were also asked to state what they consider important when choosing a local morning paper, and also how important it is to receive news from different geographical areas. Other questions were about how interested the respondent was in reading about sports, economics, political news, etc. A comparison was made between the news reporting in local newspapers, evening papers, television, national radio and local radio.

Data contains personal data

No

Language

[Swedish](#)

Unit of analysis

[Individual](#)

Population

Inhabitants of Essunga and Götene municipalities, aged 15-75 years.

Time Method

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

Sampling procedure

[Probability: Simple random](#)

Time period(s) investigated

1986 – 1986

Variables

348

Number of individuals/objects

1100

Response rate/participation rate

68%

Data format / data structure

[Numeric](#)

Data collection 1

- Mode of collection: Self-administered questionnaire
- Time period(s) for data collection: 1986-01-01 – 1986-01-31
- Sample size: 1100
- Number of responses: 753
- Non response size: 347
- Source of the data: Population group

Geographic spread

Geographic location: [Essunga Municipality](#), [Götene 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

[Newspaper readership](#), [News](#), [Internal politics](#), [Mass media use](#), [Reading habits](#), [Newspaper content](#)

Publications

Severinsson, R. (1987) Tidningsläsning i Essunga, Götene och Vara. Göteborg: Department of Political Science.

[Libris](#)

Polygon (Lon/Lat)

12.52586614, 58.69215465
12.52586614, 58.09762095
13.6791103, 58.09762095
13.6791103, 58.69215465
12.52586614, 58.69215465

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. 1992-09-01

Related research data in SND's catalogue

[Study of reading habits 1989 - Jönköping](#)
[Study of reading habits 1989 - Åstorp, Bjuv and Helsingborg](#)
[Study of reading habits 1988 - Kalmar and Öland](#)
[Study of reading habits 1989 - Southeastern Skåne](#)
[Study of reading habits 1987 - Värmland](#)
[Study of reading habits 1986 - Gästrikland](#)
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Published: 1992-09-01

Last updated: 2023-10-03