

# 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)

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

## Research principal

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

## 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](#)

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.

### **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](#)

[Study of reading habits 1990 - Katrineholm and Eskilstuna](#)

[Study of reading habits 1985 - Södermanland](#)

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

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

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

[Study of reading habits 1989 - Gästrikland](#)

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

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

[Study of reading habits 1984 - Southern Halland](#)

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

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**Published:** 1992-09-01

**Last updated:** 2023-10-03