

# Study of reading habits 1982 - Jönköping

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## Citation

Weibull, L. (1993) Study of reading habits 1982 - Jönköping (Version 1.0) [Data set]. University of Gothenburg. Available at: <https://doi.org/10.5878/hndy-gw58>

## 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 Jönköping. Many 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. These questions dealt with: the importance of newsbills when buying single copies of morning papers and evening papers; viewing different types of TV-programs; spare-time activities; attention to different types of advertisement. The respondents were to give their opinion on news reports and presentations in the TV news magazines, Rapport and Aktuellt, and in the local morning papers Jönköpings-Posten and Smålands Folkblad. This was done by indicating location on a scale between a pair of contradictions describing different qualities. A battery of questions dealt with the local paper Jönköpings-Posten specifically.

## Data contains personal data

No

## Language

[Swedish](#)

## Unit of analysis

[Individual](#)

## Population

Individuals aged 15-75 years and residing in Jönköping municipality

## Time Method

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

## Sampling procedure

[Probability: Simple random](#)

## Time period(s) investigated

1982-01-01 – 1982-01-01

## Variables

507

## Number of individuals/objects

584

## Data format / data structure

[Numeric](#)

## Data collection 1

- Mode of collection: Self-administered questionnaire: paper
- Time period(s) for data collection: 1982-01-01 – 1982-01-01
- Data collector: University of Gothenburg, Department of Political Science
- Source of the data: Population group

## Geographic spread

Geographic location: [Jönköping 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](#)

## Polygon (Lon/Lat)

13.67132262, 58.11394106

13.67132262, 57.54057292

14.65591572, 57.54057292

14.65591572, 58.11394106

13.67132262, 58.11394106

## 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 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 1986 - Essunga and Götene](#)

[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](#)

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

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