

# Media barometer 1990

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**Is part of collection at SND:** [Media barometer](#)

## Associated documentation

0616.html (60.66 KB)

0616q.pdf (239.49 KB)

## Citation

(2006) Media barometer 1990 (Version 1.0) [Data set]. Radio Sweden. Available at: <https://doi.org/10.5878/002343>

## Creator/Principal investigator(s)

Radio Sweden, Publik- och programforskning

## Research principal

[Radio Sweden](#) - Publik- och programforskning

## Description

The first Media Barometer was conducted in 1979 and since then the survey has been carried out annually. The purpose is to explore how the Swedish population is using different media during an average day. In 1990 the respondents were asked if they had been listening to a record player or a tape recorder the day before. If so, they were asked for how long period. They were also asked if they had been reading any of the following the day before: morning paper, evening paper, weekly magazine, comics or any other magazine, or book. If so, they were asked how many and for how long period. Book readers were also asked if they were reading the books for their own pleasure or if it was study literature. Those respondents who answered that they did not read any weekly magazine or other magazine the day before were asked if they had been reading any during the last week. Furthermore respondents were asked about their radio listening habits including which channel the respondent listened to and if he/she listened to their local radio station or any foreign radio station. There is also information on access to equipment such as remote control, text television, stereo television, video recorder, satellite television, or parabolic aerial. Other information deals with the respondent's possibility to watch Danish, Finnish and Norwegian television channels as well as TV4, channel 5, or local television. Background variables includes information on age, gender, education, occupation, and household composition.

Purpose:

Describe the trends and changes in people's use of mass media.

## Data contains personal data

No

## Language

[Swedish](#)

**Unit of analysis**

[Individual](#)

**Population**

Individuals aged 3-99 years

**Time Method**

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

**Sampling procedure**

[Probability: Simple random](#)

**Time period(s) investigated**

1990-02-12 – 1990-05-13

1990-09-04 – 1990-12-08

**Variables**

67

**Number of individuals/objects**

1792

**Data format / data structure**

[Numeric](#)

**Data collection 1**

- Mode of collection: Telephone interview
- Time period(s) for data collection: 1990-02-12 – 1990-05-13
- Data collector: Radio Sweden
- Source of the data: Population group

**Geographic spread**

Geographic location: [Sweden](#)

**Lowest geographic unit**

Municipality

**Responsible department/unit**

Publik- och programforskning

**Research area**

[Social sciences](#) (Standard för svensk indelning av forskningsämnen 2011)

[Media studies](#) (Standard för svensk indelning av forskningsämnen 2011)

[Media](#) (CESSDA Topic Classification)

**Keywords**

[Newspaper readership](#), [Periodicals readership](#), [Listening to music](#), [Book use](#), [Local broadcasting](#), [Radio stations](#), [Satellite television](#), [Television channels](#), [Households](#), [Radio listening](#), [Reading \(activity\)](#)

## **Publications**

Björkvist Hellingwerf, K. (1992) Mediebarometern 1979-1991. Report no. 18. Göteborg: Department of Journalism and Mass Communication.

[Libris](#)

Publik- och programforskning (PUB), Sveriges Radio (1990) Mediebarometern 1990. Stockholm: Swedish Broadcasting Corporation.

[Google Books](#)

**ISBN:** 9789175526928

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.

## **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. 2006-07-17

## **Related research data in SND's catalogue**

[Media barometer 2002](#)

[Media barometer 2001](#)

[Media barometer 2003](#)

[Media barometer 2004](#)

[Media barometer 1983](#)

[Media barometer 1984](#)

[Media barometer 1985/1986](#)

[Media barometer 1986/1987](#)

[Media barometer 1987 - autumn](#)

[Media barometer 1988](#)

[Media barometer 1989](#)

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[Media barometer 1992](#)

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