

# Media barometer 1995

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

## Associated documentation

0621.html (146.32 KB)

0621q.pdf (393.22 KB)

## Citation

(1998) Media barometer 1995 (Version 1.0) [Data set]. University of Gothenburg. Available at: <https://doi.org/10.5878/001023>

## Creator/Principal investigator(s)

University of Gothenburg, Nordicom - Nordic Information Centre for Media and Communication Research

## Research principal

[University of Gothenburg](#) - Nordicom - Nordic Information Centre for Media and Communication Research

## 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 1995 the respondents were asked about their usage of different media equipment such as television, text-television, radio, video recorder, CD-player/record player, and tape recorder, the day before the interview. Respondents using any of these equipments were asked about time spent using the equipment. For equipment not used the day before the respondents were asked when it was last used. Television watchers and radio listeners were asked about which channels they had watched/listened to. Video watchers were asked if they watched a recorded program, a rented movie or a movie they had bought. All respondents were 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 what kind of literature they were reading and paper and magazine readers were asked about what kind of paper/magazine they read. Those respondents who answered that they did not read any paper, magazine or book the day before were asked when they last did so. The 1995 survey also included detailed information on at what time the day before the respondent spent time reading morning paper, evening paper, listening to the radio or watching television. There is also more detailed information on text-television usage. A number of questions dealt with the respondents access to a computer. The respondents also had to state what kind of advertisements they had been reading/looking to during the last week. 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 9-79 years

**Time Method**

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

**Sampling procedure**

[Probability: Simple random](#)

Urvalet bestod av ett slumpmässigt individurval från DAFA/Spar omfattande namngivna svenskar i åldern 9-79 år.

**Time period(s) investigated**

1995-02-15 – 1995-12-15

**Variables**

252

**Number of individuals/objects**

2369

**Data format / data structure**

[Numeric](#)

**Data collection 1**

- Mode of collection: Telephone interview
- Time period(s) for data collection: 1995-02-15 – 1995-12-15
- Data collector: SIFO-Ronneby
- Source of the data: Population group

**Geographic spread**

Geographic location: [Sweden](#)

**Responsible department/unit**

Nordicom - Nordic Information Centre for Media and Communication Research

**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**

Nordicom (1996) Nordicom-Sveriges Mediebarometer 1995. MedieNotiser, No. 1, 1996. Göteborg: Nordicom.

## **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. 1998-01-01

## **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](#)

[Media barometer 1990](#)

[Media barometer 1991](#)

[Media barometer 1992](#)

[Media barometer 1993](#)

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