

# Media barometer 2005

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

## Associated documentation

0859q.pdf (1014.2 KB)

## Citation

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## 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 study intends to highlight the proportion of the Swedish population having used on an average day in each year studied a number of specific media: radio, television, teletext, video, movies, audio cassette, record player / CD, newspaper, tabloid, weekly / monthly newspaper, magazine and book (from 1995 are also direct mail and new media technologies are included); a specific area is related to Internet use.

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: Stratified](#)

[Probability: Simple random](#)

Data collection was performed for 42 randomly selected days during the periods from 31/1 to 20/6 and 19/8 to 12/12 2005. The selection of interview days was stratified to achieve a balance between the different days of the week, which means that the interviews were conducted on 6 over the year distributed Mondays, Tuesdays, Wednesdays, etc. The sample consisted of a simple random sample of individuals of the Swedish population aged between 9 and 79 years. The sample was drawn from the population register and included 5860 persons living in Sweden. Non-response consisted of set of sampling units without a telephone number, wrong number, outside the target group and out of town during the whole period, etc., and in the result a net sample of 5223 people was achieved. Of these, interviews were conducted with 3436 people. This means that the survey has a response rate of 70 percent. The proportion of pronounced refusals was 15 percent, while the remaining nonresponse is made up of those not reached, short-term sick, etc.

## **Time period(s) investigated**

2005-01-31 - 2005-12-12

## **Variables**

604

## **Number of individuals/objects**

3436

## **Response rate/participation rate**

70%

## **Data format / data structure**

[Numeric](#)

### **Data collection 1**

- Mode of collection: Telephone interview
- Time period(s) for data collection: 2005-01-31 - 2005-06-20
- Data collector: ARS Research AB
- Source of the data: Population group

### **Data collection 2**

- Mode of collection: Telephone interview
- Time period(s) for data collection: 2005-08-19 - 2005-12-12
- Data collector: ARS Research AB
- Source of the data: Population group

## **Geographic spread**

Geographic location: [Sweden](#)

## **Lowest geographic unit**

Country

## Highest geographic unit

Country

## 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)

[Information society](#) (CESSDA Topic Classification)

[Media](#) (CESSDA Topic Classification)

[Leisure, tourism and sport](#) (CESSDA Topic Classification)

## Keywords

[Mass media](#), [Mass media exposure](#), [Newspaper readership](#), [Periodicals readership](#), [Cinema attendance](#), [Music](#), [Newspapers](#), [Book use](#), [Local broadcasting](#), [Radio news](#), [Radio stations](#), [Satellite television](#), [Television channels](#), [Cable television](#), [Television advertising](#), [Television news](#), [Television programmes](#), [Local mass media](#), [Internet](#), [Internet access](#), [Electronic mail](#), [Audio and video equipment](#), [Information retrieval](#), [Teletext](#), [Mobile communication](#), [Access to information and communications technology](#), [Households](#), [Reading \(activity\)](#)

## Publications

Nordicom Sverige. 2006. Nordicom-Sveriges Mediebarometer 2005. Nordicom Sverige. ISSN: 1101-4539

**ISSN:** 1101-4539

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. 2009-12-01

## Related research data in SND's catalogue

[Media barometer 2002](#)

[Media barometer 2001](#)

[Media barometer 2003](#)

[Media barometer 2004](#)

[Media barometer 1983](#)

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