

# The Media Barometer 2016

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

## 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](#)

## 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.

Purpose:

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

## Unit of analysis

[Individual](#)

## Population

Individuals aged 9-79 years

## Time Method

[Longitudinal](#)

## Sampling procedure

[Probability](#)

Data collection was performed for 63 randomly selected days during the periods from 3/2 to 15/6 and 6/8 to 15/12 2016. 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 9 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 SPAR population register and included 16 990 persons living in Sweden. Non-response consisted of set of sampling units without a telephone number, wrong numbers, outside the target group and out of town during the whole period, etc., and in the result a net sample of 12 057 people was achieved. Of these, interviews were conducted with 6 002 people. This means that the survey has a response rate of 50 percent. The proportion of pronounced refusals was 27 percent, while the remaining nonresponse is made up of those not

reached, short-term sick, etc.

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

2016 – 2016

### **Variables**

711

### **Number of individuals/objects**

6002

### **Response rate/participation rate**

50%

### **Data format / data structure**

[Numeric](#)

### **Data collection 1**

- Mode of collection: Interview
- Time period(s) for data collection: 2016-02-03 – 2016-12-15
- Data collector: CMA Research
- Source of the data: Population group

### **Geographic spread**

Geographic location: [Sweden](#)

### **Research area**

[Society and culture](#) (CESSDA Topic Classification)

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

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

[Media, communication and language](#) (CESSDA Topic Classification)

### **Keywords**

[Listening to music](#), [Cinema attendance](#), [News](#), [Television viewing](#), [Books](#), [Music](#), [Radio](#), [Video-audio media](#), [Social media](#), [Radio listening](#), [Daily press](#)

### **Publications**

Nordicom Sverige. 2017. Nordicom-Sveriges Mediebarometer 2016. Nordicom Sverige

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. 2018-06-25

## **Homepage**

<http://nordicom.gu.se/sv/aktuellt/nyheter/mediebarometerns-forsta-resultat-2017>

## **Contact for questions about the data**

Karin Hellingwerf

[karin.hellingwerf@nordicom.gu.se](mailto:karin.hellingwerf@nordicom.gu.se)

## **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](#)

[Media barometer 1994](#)

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