

# The Media Barometer 2021

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

## Associated documentation

Mediebarometern KODBOK 2021.pdf (669.58 KB)

## Citation

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## Creator/Principal investigator(s)

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## Research principal

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## Description

The Media Barometer has been conducted annually since 1979. Through 2018, the Media Barometer was conducted as a telephone-only survey. Since 2019, the results are based on answers collected via a combined web and telephone survey. Traditionally, the results referred to the Swedish population aged 9–79, but in 2020, the sample frame was expanded to ages 9–85.

The dataset consists of response data from the Media Barometer 2021 in the form of an SPSS data file with variable and value labels.

The questionnaire for the Media Barometer 2021 consisted of 54 media-related questions divided into four areas: 1) Access to different media and media technologies, 2) Use of different media and media content during the previous day (alt. last week/month), 3) Time of use for different media, and 4) Consumption of news in different media. The form ended with nine questions about the respondent's background and living situation. A number of these questions were only asked to persons who were older than 17 during the survey year. It concerned questions about employment, income and level of education. All questions in the form had fixed answer options.

## Data contains personal data

No

## Language

[Swedish](#)

## Unit of analysis

[Individual](#)

## Population

Individuals aged 9-85 years

**Time Method**

[Cross-section](#)

**Sampling procedure**

[Probability: Simple random](#)

**Time period(s) investigated**

2021-02-01 - 2021-12-31

**Variables**

194

**Number of individuals/objects**

6006

**Response rate/participation rate**

20% / 20 percent of the gross sample. The survey is designed to be as representative as possible. This means that the sample size of some subgroups of the population has been scaled up, while others have been scaled down. The background factors that have been taken into account in the design of the quota sample are age, gender and county.

**Data format / data structure**

[Numeric](#)

**Data collection 1**

- Mode of collection: Self-administered questionnaire
- Description of the mode of collection: The 2021 Media Barometer has been conducted as a combined web and telephone survey. All people in the sample were initially contacted via letter with log-in details for a web survey. Follow-up with the help of telephone interviews to those who did not answer the survey on the web
- Time period(s) for data collection: 2021-02-02 - 2021-12-31
- Source of the data: Population group

**Geographic spread**

Geographic location: [Sweden](#)

**Highest geographic unit**

Country

**Responsible department/unit**

Nordicom - Nordic Information Centre for Media and Communication Research

**Commissioning organisation**

Ministry of Culture

**Research area**

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

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

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

[Media](#) (CESSDA Topic Classification)

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

## Keywords

[Listening to music](#), [News](#), [Television viewing](#), [Social media](#), [Radio listening](#), [Sound media](#), [Mass media use](#), [Magazines](#), [Tv/online videos](#), [Digital media](#), [Newspapers](#)

## Publications

Ohlsson, J. (Red.). (2022). Mediebarometern 2021. Göteborg: Nordicom

**URN:** [urn:nbn:se:norden:org:diva-12437](https://nbn-resolving.org/urn:nbn:se:norden:org:diva-12437)

**DOI:** <https://doi.org/10.48335/9789188855626>

## Link to publication list:

[Find Media Barometer reports](#)

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. 2023-09-14

## Homepage

<https://www.nordicom.gu.se/en/facts-analysis/media-barometer>

## Related research data in SND's catalogue

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