

Study of reading habits 1990 - Southern Halland

SND-ID: snd0129-1. **Version:** 1.0. **DOI:** <https://doi.org/10.5878/002490>

Is part of collection at SND: [Local study of reading habits](#)

Associated documentation

0129qHa.pdf (691.57 KB)

0129qHy.pdf (696.57 KB)

0129qLa.pdf (717.13 KB)

Citation

Weibull, L. (2007) Study of reading habits 1990 - Southern Halland (Version 1.0) [Data set]. University of Gothenburg. Available at: <https://doi.org/10.5878/002490>

Creator/Principal investigator(s)

Lennart Weibull - University of Gothenburg, Department of Journalism Media and Communication

Research principal

[University of Gothenburg](#) - Department of Journalism Media and Communication

Description

This survey forms part of the research program 'Dagspresskollegiet'. The target group of this survey was the inhabitants of three municipalities in southern Halland: Halmstad, Hylte and Laholm. Most of the questions are replications of questions asked in previous readership studies, i.e. questions concerning reading habits, subscriptions of papers, reading interests and background variables such as gender, age, education and party preference. There were also questions not asked in previous surveys. In this survey the respondents were asked about their opinion on delivery of the paper, the paper's complaint service, morning paper format preferred and attitude toward supplements. A battery of questions dealt with the local paper Hallands-Posten specifically.

Data contains personal data

No

Language

[Swedish](#)

Unit of analysis

[Individual](#)

Population

Individuals aged 15-75 years and residing in Halmstad, Hylte and Laholm municipalities

Time Method

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

Sampling procedure

[Probability: Simple random](#)

Time period(s) investigated

1990-03-01 - 1990-03-31

Variables

280

Number of individuals/objects

221

Data format / data structure

[Numeric](#)

Data collection 1

- Mode of collection: Self-administered questionnaire: paper
- Time period(s) for data collection: 1990-03-01 - 1990-03-31
- Data collector: Långedrag Informationskonsult
- Source of the data: Population group

Geographic spread

Geographic location: [Hylte Municipality](#), [Halmstad Municipality](#), [Laholm Municipality](#)

Responsible department/unit

Department of Journalism Media and Communication

Research area

[Political behaviour and attitudes](#) (CESSDA Topic Classification)

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

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

[Media](#) (CESSDA Topic Classification)

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

Keywords

[Internal politics](#)

Publications

Kratz, C. (1991) Tidningsläsning i Södra Halland 1990, jämförelser med situationen 1984. Report no.13. Göteborg: Department of Journalism and Mass Communication.

[Libris](#)

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.

Polygon (Lon/Lat)

12.62224277, 57.11128446

12.62224277, 56.32284867

13.68394778, 56.32284867

13.68394778, 57.11128446

12.62224277, 57.11128446

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. 2007-10-11

Related research data in SND's catalogue

[Study of reading habits 1989 - Jönköping](#)

[Study of reading habits 1989 - Åstorp, Bjuv and Helsingborg](#)

[Study of reading habits 1988 - Kalmar and Öland](#)

[Study of reading habits 1989 - Southeastern Skåne](#)

[Study of reading habits 1987 - Värmland](#)

[Study of reading habits 1986 - Gästrikland](#)

[Study of reading habits 1990 - Katrineholm and Eskilstuna](#)

[Study of reading habits 1986 - Essunga and Götene](#)

[Study of reading habits 1985 - Södermanland](#)

[Study of reading habits 1993 - Gästrikland](#)

[Study of reading habits 1992 - Norrbotten](#)

[Study of reading habits 1984 - Alingsås](#)

[Study of reading habits 1984 - Stockholm](#)

[Study of reading habits 1984 - Southern Halland](#)

[Study of reading habits 1981 - Sundsvall](#)

[Study of reading habits 1984 - Kalmar](#)

[Study of reading habits 1982 - Jönköping](#)

[Study of reading habits 1986 - Vara](#)

Is part of collection at SND

[Local study of reading habits](#)

Download metadata

[DataCite](#)

[DDI 2.5](#)

[DDI 3.3](#)

[DCAT-AP-SE 2.0](#)

[JSON-LD](#)

[PDF](#)

[Citation \(CLS\)](#)

Published: 2007-10-11

Last updated: 2019-02-06