

# Study of reading habits 1988 - Kalmar and Öland

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

## Citation

Weibull, L. (2010) Study of reading habits 1988 - Kalmar and Öland (Version 1.0) [Data set]. University of Gothenburg. Available at: <https://doi.org/10.5878/002495>

## Creator/Principal investigator(s)

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

## Research principal

[University of Gothenburg](#) - Department of Political Science

## Description

This survey forms part of the research program 'Dagspresskollegiet'. The target group of this survey was the inhabitants of Kalmar and Öland. 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. In this survey the respondent had to give an estimation on the share of households reading the local morning papers Barometern and Östra Småland respectively. Furthermore the respondent had to compare the two local papers with regard to a number of qualities. A battery of questions dealt with the local paper Östra Småland specifically. The respondents also had to indicate a number of reasons why they listen to local radio, watch Swedish television, read morning papers and watch cable-television.

## Data contains personal data

No

## Language

[Swedish](#)

## Unit of analysis

[Individual](#)

## Population

Inhabitants of Kalmar and Öland municipalities, aged 15-75 years.

## Time Method

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

## Sampling procedure

[Probability: Simple random](#)

## Time period(s) investigated

1988-03-24 – 1989-01-26

## Variables

409

## Number of individuals/objects

1200

## Data format / data structure

[Numeric](#)

## Data collection 1

- Mode of collection: Self-administered questionnaire: paper
- Time period(s) for data collection: 1988-03-24 – 1988-06-25
- Data collector: University of Gothenburg, Department of Political Science
- Source of the data: Population group

## Geographic spread

Geographic location: [Kalmar Municipality](#), [Borgholm Municipality](#), [Mörbylånga Municipality](#)

## Responsible department/unit

Department of Political Science

## 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. (1989) Tidningsläsning i Kalmar och på Öland. Work report no. 54. Göteborg: Department of Political Science.

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)

15.75828378, 57.36634759

15.75828378, 56.19665445

17.14718173, 56.19665445

17.14718173, 57.36634759

15.75828378, 57.36634759

### **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. 2010-02-16

### **Related research data in SND's catalogue**

[Study of reading habits 1990 - Southern Halland](#)

[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 1981 - Sundsvall](#)

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