

Study of reading habits 1986 - Gästrikland

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Citation

Weibull, L. (1993) Study of reading habits 1986 - Gästrikland (Version 1.0) [Data set]. University of Gothenburg. Available at: <https://doi.org/10.5878/ew27-w329>

Creator/Principal investigator(s)

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Research principal

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Description

This survey forms part of the research program 'Dagspresskollegiet'. The target group of this survey was the inhabitants of five municipalities in Gästrikland: Gävle, Sandviken, Hofors, Ockelbo and Älvkarleby. 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 a number of questions not asked in previous surveys, such as the opinion on how much it is reasonable to pay annually for a local morning paper subscription and the attitude to paying the subscription fee through automatic deduction from a bank account. The respondent also had to compare the two local papers Arbetarbladet and Gefle Dagblad with regard to a number of qualities. Furthermore the respondents had to indicate if their local morning paper ought to increase or decrease their efforts in a number of fields. Another question dealt with the importance of a number of values in life, such as having a pleasant life, freedom, happiness, self-respect etc.

Data contains personal data

No

Language

[Swedish](#)

Unit of analysis

[Individual](#)

Population

Inhabitants of Gävle, Hofors, Ockelbo, Sandviken and Älvkarleby municipalities, aged 15-75 years

Time Method

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

Sampling procedure

[Probability: Simple random](#)

Urval draget från SPAR-registret.

Time period(s) investigated

1986-08-28 – 1986-10-07

Variables

378

Number of individuals/objects

1001

Data format / data structure

[Numeric](#)

Data collection 1

- Mode of collection: Self-administered questionnaire: paper
- Time period(s) for data collection: 1986-08-28 – 1986-10-07
- Data collector: University of Gothenburg, Department of Political Science
- Source of the data: Population group

Geographic spread

Geographic location: [Ockelbo Municipality](#), [Hofors Municipality](#), [Gävle Municipality](#), [Sandviken Municipality](#), [Älvkarleby 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

Björkqvist, K. (1988) Tidningsläsning i Gästrikland. Presentation av en läsarundersökning. Work report no. 28. Göteborg: Department of Political Science.

[Libris](#) | [Google Books](#)

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)

16.13393883, 61.09010171

16.13393883, 60.19498519

17.64154676, 60.19498519

17.64154676, 61.09010171

16.13393883, 61.09010171

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. 1993-01-01

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](#)

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

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

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