

# Study of reading habits 1984 - Southern Halland

**SND-ID:** snd0311-1. **Version:** 1.0. **DOI:** <https://doi.org/10.5878/r869-3k74>

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## Citation

Weibull, L. (1993) Study of reading habits 1984 - Southern Halland (Version 1.0) [Data set]. University of Gothenburg. Available at: <https://doi.org/10.5878/r869-3k74>

## 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 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 if they had enough knowledge in English to follow an English or American program without Swedish subtitles. Another question dealt with who had the greatest influence on the choice of morning paper. 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

1984-01-01 - 1984-01-01

## Variables

667

## Number of individuals/objects

1425

## Data format / data structure

[Numeric](#)

## Data collection 1

- Mode of collection: Self-administered questionnaire: paper
- Time period(s) for data collection: 1984-01-01 – 1984-01-01
- Data collector: University of Gothenburg, Department of Political Science
- Source of the data: Population group

## Geographic spread

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

Reimer, B. (1984) Tidningsläsning i södra Halland. 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)

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. 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](#)

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

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**Published:** 1993-01-01

**Last updated:** 2019-02-06