

Media Barometer 2010

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

Citation

(2017) Media Barometer 2010 (Version 1.0) [Data set]. University of Gothenburg. Available at: <https://doi.org/10.5878/002887>

Creator/Principal investigator(s)

University of Gothenburg, Nordicom - Nordic Information Centre for Media and Communication Research

Research principal

[University of Gothenburg](#) - Nordicom - Nordic Information Centre for Media and Communication Research

Description

The first Media Barometer was conducted in 1979 and since then the survey has been carried out annually. The purpose is to explore how the Swedish population is using different media during an average day.

Purpose:

Describe the trends and changes in people's use of mass media.

Data contains personal data

No

Language

[Swedish](#)

Unit of analysis

[Individual](#)

Population

Individuals aged 9-79 years

Time Method

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

Sampling procedure

[Probability: Stratified](#)

[Probability: Simple random](#)

Data collection was performed for 42 randomly selected days during the periods from 21/2 to 21/6 and 13/8 to 14/12 2010. The selection of interview days was stratified to achieve a balance between

the different days of the week, which means that the interviews were conducted on 6 over the year distributed Mondays, Tuesdays, Wednesdays, etc. The sample consisted of a simple random sample of individuals of the Swedish population aged between 9 and 79 years. The sample was drawn from the population register and included 8145 persons living in Sweden. Non-response consisted of set of sampling units without a telephone number, wrong number, outside the target group and out of town during the whole period, etc., and in the result a net sample of 6963 people was achieved. Of these, interviews were conducted with 4611 people. This means that the survey has a response rate of 66 percent. The proportion of pronounced refusals was 20 percent, while the remaining nonresponse is made up of those not reached, short-term sick, etc.

Time period(s) investigated

2010-02-21 - 2010-12-14

Variables

781

Number of individuals/objects

4611

Response rate/participation rate

66%

Data format / data structure

[Numeric](#)

Data collection 1

- Mode of collection: Telephone interview
- Time period(s) for data collection: 2010-02-21 - 2010-06-21
- Data collector: Pilen Business Development
- Source of the data: Population group

Data collection 2

- Mode of collection: Telephone interview
- Time period(s) for data collection: 2010-08-13 - 2010-12-14
- Data collector: Pilen Business Development
- Source of the data: Population group

Geographic spread

Geographic location: [Sweden](#)

Lowest geographic unit

Country

Highest geographic unit

Country

Responsible department/unit

Research area

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

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

[Information society](#) (CESSDA Topic Classification)

[Media](#) (CESSDA Topic Classification)

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

Keywords

[Mass media](#), [Mass media exposure](#), [Newspaper readership](#), [Listening to music](#), [Television](#), [Cinema attendance](#), [Newspapers](#), [Book use](#), [Local broadcasting](#), [Radio stations](#), [Satellite television](#), [Television channels](#), [Cable television](#), [Television advertising](#), [Television news](#), [Television programmes](#), [Local mass media](#), [Advertising](#), [Press advertising](#), [Television viewing](#), [Internet](#), [Internet access](#), [Audio and video equipment](#), [Teletext](#), [Mobile communication](#), [Mass communication](#), [Access to information and communications technology](#), [Computers](#), [Radio listening](#), [Reading \(activity\)](#)

Publications

Nordicom Sverige. 2011. Nordicom-Sveriges Mediebarometer 2010. Nordicom Sverige. ISBN: 978-91-86523-22-0

[Swepub](#) | [Till lärosätets \(gu\) databas](#)

ISBN: 978-91-86523-22-0

ISSN: 1101-4539

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 1.0. 2017-05-03

Related research data in SND's catalogue

[Media barometer 2002](#)

[Media barometer 2001](#)

[Media barometer 2003](#)

[Media barometer 2004](#)

[Media barometer 1983](#)

[Media barometer 1984](#)

[Media barometer 1985/1986](#)

[Media barometer 1986/1987](#)
[Media barometer 1987 - autumn](#)
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[The Media Barometer 2015](#)
[The Media Barometer 2016](#)

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[DDI 3.3](#)

[DCAT-AP-SE 2.0](#)

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