

Sweden now 1978 - Skåne survey

SND-ID: snd0019-1. **Version:** 1.0. **DOI:** <https://doi.org/10.5878/0d00-3p92>

Is part of collection at SND: [Sweden now](#)

Citation

(1983) Sweden now 1978 - Skåne survey (Version 1.0) [Data set]. IMU-Testologen AB. Available at: <https://doi.org/10.5878/0d00-3p92>

Alternative title

Sverige nu 1978 - Skåneundersökningen

Creator/Principal investigator(s)

Testologen Ltd.

Research principal

[IMU-Testologen AB](#)

Description

ORVESTO is a TNS Sifo survey series that measures the reach of certain media elements by asking informants about their media habits.

This particular survey focused on Scania in the year 1978.

Data contains personal data

No

Language

[Swedish](#)

Unit of analysis

[Individual](#)

Time Method

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

Sampling procedure

[Probability: Simple random](#)

Variables

374

Number of individuals/objects

980

Data format / data structure

[Numeric](#)

Geographic spread

Geographic location: [Sweden](#)

Geographic description: Skåne

Highest geographic unit

Province

Research area

[Consumption and consumer behaviour](#) (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)

[Public relations](#) (CESSDA Topic Classification)

Accessibility level

Access to data through SND

Data are accessible by order

Use of data

[Things to consider when using data shared through SND](#)

Versions

Version 1.0. 1983-11-01

Related research data in SND's catalogue

[Sweden now 1978-I](#)

[Sweden now 1978-II](#)

[Sweden now 1979-I](#)

[Sweden now 1979-II](#)

[Sweden now 1977-I](#)

[Sweden now 1977-II](#)

[Sweden now 1976-I](#)

[Sweden now 1976-II](#)

[Sweden now 1975-I](#)

[Sweden now 1975-II](#)

[Sweden now 1974-I](#)

[Sweden now 1974-II](#)

[Sweden now 1973-II](#)

[Sweden now 1972-II](#)

[Sweden now 1978-I_2](#)

[Sweden now 1978-I_3](#)

[Sweden now 1978-I_4](#)

[Sweden now 1978-II_2](#)
[Sweden now 1978-II_3](#)
[Sweden now 1978-II_4](#)
[Sweden now 1978-II_5](#)
[Sweden now 1978-II_6](#)
[Sweden now 1979-I_2](#)
[Sweden now 1979-I_3](#)
[Sweden now 1979-I_4](#)
[Sweden now 1979-II_2](#)
[Sweden now 1979-II_3](#)
[Sweden now 1979-II_4](#)
[Sweden now 1979-II_5](#)
[Sweden now 1977-I_2](#)
[Sweden now 1977-I_3](#)
[Sweden now 1977-I_4](#)
[Sweden now 1977-II_2](#)
[Sweden now 1977-II_3](#)
[Sweden now 1977-II_4](#)
[Sweden now 1977-II_5](#)
[Sweden now 1973-II_2](#)
[Sweden now 1973-II_3](#)
[Sweden now 1973-II_4](#)
[Sweden now 1972-II_2](#)
[Sweden now 1972-II_3](#)
[Sweden now 1972-II_4](#)
[Sweden now 1974-I_2](#)
[Sweden now 1974-I_3](#)
[Sweden now 1974-I_4](#)
[Sweden now 1974-I_5](#)
[Sweden now 1974-II_2](#)
[Sweden now 1974-II_3](#)
[Sweden now 1974-II_4](#)
[Sweden now 1974-II_5](#)
[Sweden now 1975-I_2](#)
[Sweden now 1975-I_3](#)
[Sweden now 1975-II_2](#)
[Sweden now 1975-II_3](#)
[Sweden now 1975-II_4](#)
[Sweden now 1975-II_5](#)
[Sweden now 1976-I_2](#)

[Sweden now 1976-I_3](#)

[Sweden now 1976-I_4](#)

[Sweden now 1976-II_2](#)

[Sweden now 1976-II_3](#)

[Sweden now 1976-II_4](#)

[Sweden now 1976-II_5](#)

Is part of collection at SND

[Sweden now](#)

Download metadata

[DataCite](#)

[DDI 2.5](#)

[DDI 3.3](#)

[DCAT-AP-SE 2.0](#)

[JSON-LD](#)

[PDF](#)

[Citation \(CLS\)](#)

Published: 1983-11-01

Last updated: 2019-02-06