

Sweden now 1979-II

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

Associated documentation

ORV79-II_kb.html (266.26 KB)

Citation

(1983) Sweden now 1979-II (Version 1.0) [Data set]. IMU-Testologen AB. Available at: <https://doi.org/10.5878/002486>

Alternative title

Sverige nu 1979-II

Creator/Principal investigator(s)

Testologen Ltd.

Research principal

[IMU-Testologen AB](#)

Description

In the mid-1960s, Testologen AB, in collaboration with a group of advertisers, introduced a new survey format that involved collecting target group data - socio-economic data, interests, purchasing habits, holdings, purchasing intentions, etc. - and reading habits data in one and the same survey. The surveys are called 'Sweden Now', but the data bank is marketed under the name ORVESTO. The name ORVESTO indicates the aim of covering many media groups: OR as in the organisational press, VE as in the weekly press and STO as in the metropolitan press. ORVESTO surveys covering a twenty-year period, 1972-1991, are available at SND.

In the 1979 survey, respondents were asked to state their reading habits regarding fifteen different daily newspapers, weekdays and weekends respectively. They were also asked to state their reading habits regarding almost fifty newspapers from the weekly and monthly press. Other questions were about the household's ownership of capital goods such as a car, camera, projector, washing machine, dishwasher, etc., and whether there were dogs, cats, aquarium fish or caged birds in the household. A group of questions was about purchasing habits and purchasing intentions for several products. A number of questions about personal interests were introduced with "Human interests are different. How interested are you in the following subjects and activities?" The respondent was then asked how interested he/she is in buying food, cooking, having guests, leisure activities, etc. There is information on the respondent's gender, marital status, age, income, occupation, education and residence as well as on the size of the household, age structure and total household income. The main part of Sweden Now 1979 is replicated from previous years. New for this survey are a number of questions that deal with the respondent's ability to influence purchasing at the workplace.

Data contains personal data

No

Language

[Swedish](#)

Unit of analysis

[Individual](#)

Population

Individuals aged 15-70 years

Time Method

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

Sampling procedure

[Probability: Simple random](#)

Random sample selected from the Statistic Sweden population register over the total population (RTB).

Time period(s) investigated

1979 - 1979

Variables

383

Number of individuals/objects

7394

Weighting

V5

Response rate/participation rate

89%

For about one-ninth of the original sample, targeted measures were implemented to increase the propensity to respond. Every third person who had not responded at a certain point in time was offered some form of encouragement to respond. Those who were selected represent two other individuals in the non-response, see variable 5 non-response weight.

Data format / data structure

[Numeric](#)

Data collection 1

- Mode of collection: Self-administered questionnaire: paper
- Time period(s) for data collection: 1979-01-22 - 1979-03-28
- Data collector: Testologen AB
- Instrument: P-8008 (Structured questionnaire)
- Number of responses: 1821
- Source of the data: Population group

Data collection 2

- Mode of collection: Self-administered questionnaire: paper
- Time period(s) for data collection: 1979-03-07 – 1979-04-27
- Data collector: Testologen AB
- Instrument: P-9001 (Structured questionnaire)
- Number of responses: 1879
- Source of the data: Population group

Data collection 3

- Mode of collection: Self-administered questionnaire: paper
- Time period(s) for data collection: 1979-03-26 – 1979-06-08
- Data collector: Testologen AB
- Instrument: P-9002 (Structured questionnaire)
- Number of responses: 1899
- Source of the data: Population group

Data collection 4

- Mode of collection: Self-administered questionnaire: paper
- Time period(s) for data collection: 1979-04-25 – 1979-06-22
- Data collector: Testologen AB
- Instrument: P-9003 (Structured questionnaire)
- Number of responses: 1795
- Source of the data: Population group

Geographic spread

Geographic location: [Sweden](#)

Lowest geographic unit

A-region

Highest geographic unit

Country

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)

Keywords

[Consumption](#), [Newspaper readership](#), [Periodicals readership](#), [Shopping](#), [Retail outlets](#), [Domestic appliances](#), [Consumer goods](#), [Attitudes](#), [Interest \(cognitive processes\)](#), [Frequency](#)

Publications

Swedish Social Science Data Service (1984) ORVESTO 1972-1979 - en marknadssociologisk databank vid Svensk samhällsvetenskaplig datatjänst. SSD report, 1. Göteborg: Swedish Social Science Data Service.

Testologen Ltd. (1979) Orvesto 1979-II : Hela riket. Sollentuna: Testologen Ltd.

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. 1983-01-01

Related research data in SND's catalogue

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