

Sweden now 1974 - Skåne survey

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Citation

(1984) Sweden now 1974 - Skåne survey (Version 1.0) [Data set]. IMU-Testologen AB. Available at: <https://doi.org/10.5878/1994-4y82>

Alternative title

Sverige nu 1974 - 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 1974.

Purpose:

Collect broad information about interests, purchasing habits and media choices

Data contains personal data

No

Language

[Swedish](#)

Unit of analysis

[Individual](#)

Data format / data structure

[Numeric](#)

Geographic spread

Geographic location: [Sweden](#)

Research area

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

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

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. 1984-04-30

Related research data in SND's catalogue

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