

Sweden now 1982-I_4

SND-ID: snd0165-4. **Version:** 1.0. **DOI:** <https://doi.org/10.5878/000975>

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

Associated documentation

0165_1.html (227.08 KB)

0165_2.html (216.43 KB)

0165_3.html (216.25 KB)

0165_4.html (216.76 KB)

Citation

(1986) Sweden now 1982-I_4 (Version 1.0) [Data set]. IMU-Testologen AB. Available at: <https://doi.org/10.5878/000975>

Alternative title

Sverige nu 1982-I

Creator/Principal investigator(s)

Testologen Ltd.

Research principal

[IMU-Testologen AB](#)

Description

In this survey the questions about life style, decisional power at work and reading style have been removed.

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 population register DAFA-SPAR.

Time period(s) investigated

1981-10-20 – 1982-02-04

Variables

294

Number of individuals/objects

2079

Data format / data structure

[Numeric](#)

Data collection 1

- Mode of collection: Self-administered questionnaire
- Time period(s) for data collection: 1982-01 – 1982-02-04
- Data collector: Testologen Ltd.
- Source of the data: Population group

Geographic spread

Geographic location: [Sweden](#)

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](#), [Membership](#), [Interest \(cognitive processes\)](#)

Publications

Testologen AB (1982) Orvesto 1982-I : 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. 1986-01-01

Related research data in SND's catalogue

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[Sweden now 1978-II](#)

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[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 1982-I](#)

[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](#)

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[Sweden now 1976-I_2](#)
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Published: 1986-01-01

Last updated: 2019-05-21