

Sweden now 1981-II_4

SND-ID: snd0172-4. **Version:** 1.0. **DOI:** <https://doi.org/10.5878/002806>

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Associated documentation

0172_1.html (321.28 KB)

0172_2.html (307.6 KB)

0172_3.html (308.67 KB)

0172_4.html (307.96 KB)

0172_5.html (307.39 KB)

Citation

(1985) Sweden now 1981-II_4 (Version 1.0) [Data set]. IMU-Testologen AB. Available at: <https://doi.org/10.5878/002806>

Alternative title

Sverige nu 1981-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 way of investigation, where data about the target groups - socio-economic data, interests, purchasing habits, possessions, buying intentions - and data on reading habits were collected in the same survey. At SND there are now surveys available from the Sweden Now series covering a 20-year period, 1972-1991.

A major part of this survey is a replication of earlier surveys. Questions about life style and decisional power at work are back again after being removed the year before. New questions deals with how much of the content the respondent reads in different papers.

Purpose:

Collect broad information about interests, purchasing habits and media choices

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

1981-04-21 – 1981-06-09

Variables

446

Number of individuals/objects

1805

Data format / data structure

[Numeric](#)

Data collection 1

- Mode of collection: Self-administered questionnaire: paper
- Time period(s) for data collection: 1981-04-21 – 1981-06-09
- Data collector: Testologen Ltd.
- 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

[Newspaper readership](#), [Periodicals readership](#), [Domestic appliances](#), [Consumer goods](#), [Interest \(cognitive processes\)](#), [Frequency](#)

Publications

Testologen AB (1981) Orvesto 1981-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. 1985-01-01

Related research data in SND's catalogue

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