

Sweden now 1985-I

SND-ID: snd0421-1. **Version:** 1.0. **DOI:** <https://doi.org/10.5878/001081>

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Associated documentation

0421.html (343.81 KB)

Citation

(1994) Sweden now 1985-I (Version 1.0) [Data set]. IMU-Testologen AB. Available at: <https://doi.org/10.5878/001081>

Alternative title

Sverige nu 1985-I

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.

In the 1985 survey there are questions about existing household equipment and purchases planned for the next couple of years. The respondent also had to state on a scale ranging from 'very interested' to 'very uninterested' how interested she/he was in 65 various subjects and activities covering: Consumer durables; Consumer non-durables; Personal care, health and fashion; Plants and pets; Pleasure and leisure time; Residency and home hobbies; Social and political activities. Another question deals with how much money annually the respondent spends on gambling, clothes, entertainment etc. The respondent also had to state how often various shops were visited, how often various types of advertisements were noticed, and how often various products were bought. For some hundred various dailies, weeklies and monthly magazines the respondent had to state how often they were read. A novelty of the 1985 survey was the introduction of organisation papers and comics in the question of reading habits. For forty different services and products the respondents had to state if they used them at work, and if they had any influence on purchases of the same services and products at their place of work. Background information covers gender, age, marital status, occupation, education, housing, place of living and household composition.

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](#)

Sample selected from the population register DAFA-SPAR

Time period(s) investigated

1984-10-30 - 1985-02-21

Variables

435

Number of individuals/objects

5469

Data format / data structure

[Numeric](#)

Data collection 1

- Mode of collection: Self-administered questionnaire: paper
- Time period(s) for data collection: 1984-10-30 - 1985-02-21
- Data collector: Testologen Ltd.
- Source of the data: Population group

Geographic spread

Geographic location: [Sweden](#)

Lowest geographic unit

A-region

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)

Publications

Testologen AB (1985) Orvesto 1985-I. 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. 1994-01-01

Related research data in SND's catalogue

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