

A study of

DET BÄSTA

On the Swedish market

February 1944

Conducted by

the Department of Market Research

of the SVENSKA GALLUP INSTITUTET A/B

Stockholm Sweden



SND

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Datatjänst

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PURPOSE OF SURVEY.

In January 1944 the monthly magazine DET BÄSTA comitted Svenska Gallup Institutet A/B to conduct a representative nationwide survey on a number of questions, in general outlined in telegraphic instructions from the magazine's Head Quarters in USA. The survey was to be made according to the same principles, normally followed in the usual Gallup poll methods.

The main objective of the survey was to chart the construction of the body of readers of DET BÄSTA in Sweden as well as such groups of people not reading DET BÄSTA, analyzing these groups as to sex, social status, income class, geographical distribution, marital status, age, urban or rural, farming and non-farming population.

CONDUCTION OF SURVEY.

After repeated telegraphic exchange of ideas and a series of test interviews, the following wordings of the questions were approved by the Stockholm management of DET BÄSTA.

1. Have you read this publication? /The January and February issues of DET BÄSTA were shown by interviewer/
2. Do you or your family buy DET BÄSTA each month, do you subscribe to it, or did you buy the last issue more of a chance, or did you borrow it, or did you read it at your barber's, in a café etc?
3. How many persons have read the same copy of that issue, which you read last?
4. /To readers/ Which three articles did you find most interesting in that issue, which you read last?

When the field work, which was conducted by the Institute's regular staff of 70 interviewers, had been completed in its first half between

February 4 - February 13, we were telegraphically requested to make the following additions to the second half, which was to be an exact duplication of the first half. After approval by the Stockholm office of DET BÅSTA the following questions were added:

5. Which weekly magazine do you usually have at home regularly?
6. If you had to give up all magazines but one, which would you keep?
7. For what particular reason would you keep just that magazine?

To refresh the memory of the interviewee, interviewers showed a copy of the January or February issue, both when asking the first question and when asking what article interviewee had liked most. The copy read was gone through in detail. Each article was given a specific code number and the numbers of the articles in question were noted on the questionnaire. This method was followed through both halves of the survey.

Question No 1 gave the two groups, readers and non-readers.

Question No 2 was asked to assure the stability of reading habits, i.e. to separate the regular readers from the occasional ones. This question was important also for the reason that it permitted a detailed control of the reliability of the sampling.

Question No 3 does also make a control of the sampling possible. This question, however, was framed to give an idea of the number of people really reading DET BÅSTA, disregarding the fact, if they were purchasers or not.

Question No 4 was framed to present a picture of the major test.

Question 5-7, which were only asked in the second half of the survey, obviously were intended to chart the importance of various publications in the Swedish magazine market, as well as attempting to make an evaluation of the popularity of the magazines.

Procedure.

After concluding the field work, the questionnaires were edited and checked in detail. The data were transferred to Hollerith punch-cards and the tabulations were made with the help of the Hollerith statistical machinery service.

The questionnaires from 6,287 interviews were accepted. Some hundred odd questionnaires were not accepted, due to incompleteness or inconsistency. Of the total number of interviews, 3568 were taken in cities and 2619 in rural sections. In order to bring the figures to the exact proportions in which urban and rural population enters into the total population, 39,1% and 60,9%, and after adding the number of interviews made in the second half with 15-19 year-olds, the component parts were weighted in correct proportions to a national total, amounting to 9.108. This sum then, represents the grand total in all computations and break-downs in this report.

By following this procedure, one definite advantage was attained. It was thus possible to concentrate the larger part of the interviews in urban sections, where it was felt that the larger portion of DET BÄSTA readers could be expected. The urban population is of a more heterogenous structure as compared with the homogenous rural population. In this manner the majority of the interviews were taken in cities, where it would be possible to obtain detailed and reliable break-downs on smaller groups.

The Gallup interviewers were refused an interview only to a normal extent. The Institute estimates that these cases did not exceed 10% of the total sample. There is no reason to believe that the result of the survey would have changed materially, if the refusers would have granted the interviews, because very few of those refusing an interview did so on principle.

II.

THE RELIABILITY OF THE RESULTS.

The reliability of a market survey is, of course, influenced by the wording of the questions, by the conformity and the exactness of the interviewers' work and finally by the size and representativity of the sample.

The questionnaire.

The wording of the questions has been influenced by the previous general experience on the part of the Institute as well as by suggestions made from the American Gallup poll in some of the questions. A series of test interviews were made before the questionnaires were printed. According to the final reports, which the Institute is collecting regularly after every survey, the wordings used did not seem to have caused misunderstandings.

However, it is felt that question No 5 should be given a more specific wording, were the survey to be repeated. After the detailed analysis of the answers to this question it was found that the word "regularly" obviously had affected the answers, somewhat inflating the figures for those alternatives, where "regularly" was asked for.

The interviewers had all been serving the Swedish Gallup organization for some time. They were experienced from the usual public opinion polls. During the survey they sent in reports daily, and the questionnaires were immediately checked by the Institute's checking staff. A high degree of conformity was thus assured. Immediately upon completion of the survey, the usual control on the public was made by sending out control cards to approximately 8% of the sample. The return of these cards gave a highly satisfactory result.

Representativity of sample.

The representativity of the sample is proved by a comparison of the important determinants of the sample and the corresponding elements in the official Swedish population statistics. It may be pointed out that the Swedish statistics in these fields are exceedingly complete and reliable and much more specified than is usually the case in other highly developed countries. The close correspondance between the Gallup sample break-downs and the ideal determinants is illustrated by the following somparison.

Break up:	DET BÄSTA survey		Ideal proportions Official statistics
Sex:		%	%
Men	4469	49,1	49,3
Women	4639	50,9	50,7
<u>Social groups:</u>			
Higher class	429	4,7	4,6
Middle class	3601	39,5	38,5
Lower class	5078	55,8	56,9
<u>Age groups:</u>			
15-19 years	768	8,4	10,3
20-29 years	1928	21,2	21,3
30-49 years	3760	41,3	37,6
50- years	1969	29,1	30,8
<u>Farmers - Non farmers:</u>			
Farmers	2629	28,9	30,7
Non farmers	6479	71,1	69,3
<u>Rural - Urban:</u>			
Rural	5468	60,0	60,9
Urban	3640	40,0	39,1
<u>Geographical distribution:</u>			
Stockholm city	983	10,8	10,1
<u>Mälardalen</u> /Uppsala, Västmanland, Nerike's, Södermanland's län/	1539	16,9	16,1
<u>Östra Götaland</u> /Östergötland's, Kronoberg's, Jönköpings län/	1500	16,5	15,5
<u>Skånelän</u> /Blekinge, Kristianstads, Malmöhus', Halland's län/	1455	16,0	16,7
<u>Bohuslän</u> /Skaraborg's, Älvsborg's län/	1378	15,1	16,7
Dalarna, Värmland	682	7,5	8,2
Norrland /remaining/	1571	17,2	16,6

These figures give proof that the sample must be considered highly satisfactory. There is only one minor deviation from the ideal figures, that of a minor overrepresentation in the middle age group, 30-49 years. It is quite unimportant though, because most results for this age group will be found to be very near the value of the average.

The three social groups used by the Institute are those constructed by the official Swedish election statistics. The occupation and type of work will constitute the qualification for either of the groups.

In the higher class will fall people of such occupations as business leaders and department heads, as well as owners of large country estates or people with a high academic degree as well as all people in the higher grades of administration or public affairs and the free professions, army and navy officers. Cultural as well as economical qualifications will combine in meriting for this group.

In the middle class will fall business proprietors, teachers, people with low academic degrees and the majority of middle grade office clerks and employees of state or local administration. In this group will also fall the vast mass of farmowners.

In a sense the people in these two groups will be employers, even if this be only with such a limited economical standard, which permits the hiring of househelp.

The lower class will comprise the vast mass of labourers, the lower grades of personnel in the retail trade, house-servants, farmhands etc. The main characterization of this group is that it largely consists of persons employed.

This characterisation is based on the occupation of a man or an unmarried woman. A married woman will be classified according to her

husband's occupation, if she were not herself gainfully employed and thus would classify for a higher class. Younger people, who are not self-supporting, will be classified from the parents' standing.

From repeated investigations the Institute has found that a typical family income in the higher class will center around 12,000 kronor, and in the middle class it will be 6,000-7,000 kronor. In the lower class the maximum income will be 4,000 kronor. The average is likely to be around 3,000 kronor.

The sample was not directed with regard to income classes. The information on this point was collected by means of a direct question "In which of these groups comes your total family income in 1943 /if single your total income/?", which interviewee answered to from a card, handed him by interviewer. This question was asked at an appropriate time, since income tax returns are to be filed on the 15th of February each year and people were concerned with this problem at the time of the survey. It is possible for the Institute to compare the figures in DET BÄSTA's survey with answers to similar questions of previous regular public opinion polling. The table below indicates a close correspondance between the two groups:

Total family income	DET BÄSTA's material	Previous Gallup polls
- 1000 kr.	8,2	7,4
1001-2000 kr.	14,3	13,3
2001-4000 kr.	38,9	38,8
4001-6000 kr.	23,0	23,5
6001-8000 kr.	8,9	9,4
8001-12000 kr.	4,6	5,1
12001- kr.	2,1	2,5

In a limited survey in Stockholm, made two months before DET BÅSTA's survey, it was possible to make an actual test of the truthfulness in answering to such a direct question of income as this. A sample chosen at random from a poll of some 2.500 interviews was taken to the official income tax returns' records and a detailed comparison was made. It proved that the answers were entirely correct in 98 cases out of 100.

It was pointed out that an addition of questions was made for the second half of the survey. It was desirable that this second half ^{be} equally representative with the first half in the construction of the sample, if the answers to the exclusive questions were to be reliable. So was also the case, and we are anxious to illustrate here the construction of the sample for the second half on some of the most important determinants.

<u>Break up</u>	DET BÅSTA survey	Ideal determinants Official statistics
	%	%
<u>Sex:</u>		
Men	48,2	49,3
Women	51,8	50,7
<u>Social groups:</u>		
Higher class	4,5	4,6
Middle class	40,2	38,5
Lower class	55,3	56,9
<u>Rural - Urban:</u>		
Rural	59,8	60,9
Urban	40,2	39,1
<u>Farmers - Non farmers:</u>		
Farmers	29,1	30,7
Non farmers	70,9	69,3

One further source in judging the reliability of sampling is found in the results to question No 2, which say that 1,7% were subscribers to DET BÅSTA, either the interviewee or someone in his family. 1,7% of the

Swedish households /number of families in legal meaning is not officially accounted for/ equals 36.550. The number of subscribers at the time of the survey was between 65.000 and 70.600, which corresponds to 3,0% and 3,3% of the number of Swedish households. The error in the Gallup figure obviously would be 1,3 - 1,6%, which is less than the possible mathematical error for the size of the sample.

Do 6.287 interviews form a sufficiently large sample for a survey of this kind? According to Professor Brown's tables on probable error due to size of sample, the range of error in this case would be 1,9%.

To control the homogeneity of the sample another test was made, as follows:

The total mass of punch cards were sorted in groups on the last digit 0-9, of the registration number, and split in 10 groups, called the "0 group", "1 group", etc. The number of readers of DET BÅSTA were then counted and cumulated:

0

0 + 1

0 + 1 + 2

0 + 1 + 2 + 3 etc.

The result is shown in the table on the following page. One can see that after 30% of the material has been reached, there is a definite stabilization.

The accompanying chart shows how the variations all the time lie within permissible intervals. The permissible interval is defined as the arithmetic mean \pm 3 times the average error.

Table 1.

Proof of homogeneity.

Size of digit group in % of total material	Percentage of DET BÄSTA	Intervals
9,9	14,5	9,8 - 17,6
20,0	14,4	10,6 - 16,4
30,2	13,8	11,1 - 15,9
40,3	13,3	11,5 - 15,5
50,2	13,3	11,7 - 15,3
60,3	13,1	11,8 - 15,2
70,2	13,5	11,9 - 15,1
80,2	13,6	12,0 - 15,0
90,1	13,6	12,1 - 14,9
100,0	13,5	12,2 - 14,8

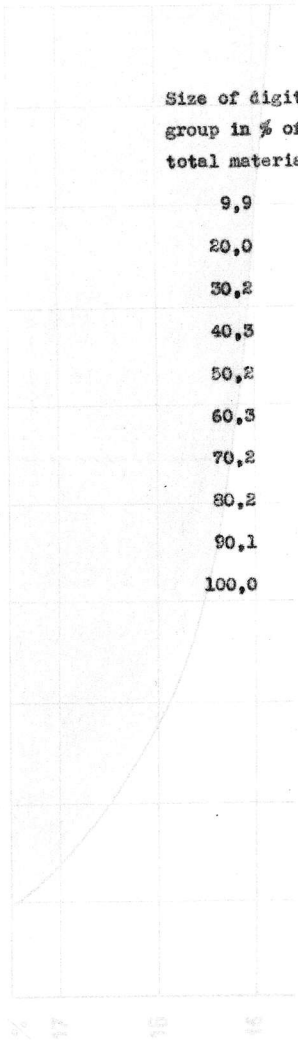
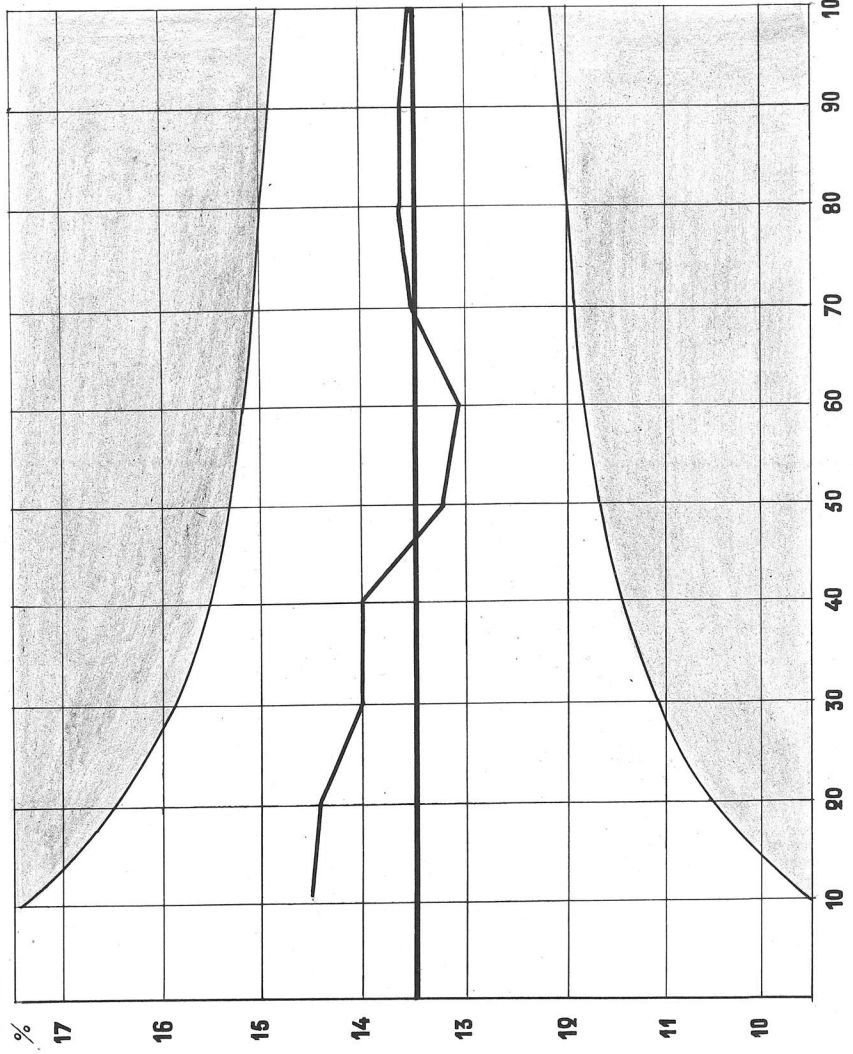


Table 1.
DET BÄSTA

Percentage of
DET BÄSTA

PROOF OF HOMOGENEITY



Size of digit group
in % of total material

III. SUMMARY OF MOST IMPORTANT FINDINGS.

It is thought fit to present a brief summary of some of the most revealing results of this survey already at this point. Only the most remarkable percentages will be mentioned here. The more detailed answers will be found in the brief chapters preceding the detailed tables and in the tables themselves.

The survey shows that 13,5% of the Swedish population over 15 years of age have read either the January or the February issue or both of DET BÅSTA.

More men than women read DET BÅSTA. This obviously depends upon the fact that DET BÅSTA does not specially cater to women, who from a quantitative point of view seem fairly well saturated with magazine reading from an abundance of popular women's magazines. It could also be expected that DET BÅSTA's editorial policy would have a stronger appeal to male than to female readers.

Within the higher class relatively twice as many read DET BÅSTA as in the lower classes. This marked difference in the structure of readership is further emphasized in the table on income classes. There are more readers of DET BÅSTA with higher income. In the highest income bracket DET BÅSTA is read by one out of three.

The table on age groups shows that DET BÅSTA is particularly favoured by the middle ages but one is lead to assume that it appeals more to the younger set and that, in the middle age group, more readers will be nearer 30 years than 50 years of age.

DET BÅSTA has predominantly an urban readership. 18,5% of the population in cities read DET BÅSTA as compared with 10,2% of the rural population. It is then only natural that the percentage of readers among

farmers will be found to be very low, only 5,2% against 16,2% for non-farmers.

If the country is divided in the seven geographical districts as described on page 8, DET BÄSTA has its largest coverage in Stockholm. Next comes the West coast. The smallest coverage is found in Norrland and in the counties surrounding lake Mälaren in central Sweden, outside of Stockholm. Of large cities, Göteborg shows a better coverage than Stockholm.

DET BÄSTA is read regularly in 7,1% of the Swedish homes, i.e. either by subscribers or regular buyers.

Each copy of DET BÄSTA is read by 1,8 persons, a figure which is substantiated by similar results for other magazines, where number of readers per copy will average 2.

The Book of the Month is what interest readers most. An article of the type "Married Love" in the January issue comes next. This seems to be symptomatic. It is reported that the magazine "Allt" had its biggest success with an issue containing an article on a similar subject.

28,5% of the interviewees claimed that they do not regularly have any given weekly magazine. This does not mean, of course, that they constantly are without magazines in the house, but only that they do not always have a magazine at home. The big weeklies dominating are:

Allers Familj-Journal, Hemmets Journal, Hemmets Veckotidning,
Vecko-Revyn, Vårt Hem and DET BÄSTA.

These are found in 43,1% of the Swedish homes.

If the Swedish population were to give up all magazines but one, 2,2% would keep DET BÄSTA, one reader out of six is thus a loyal reader. The remaining five sixths of DET BÄSTA readers mention a great variety of other magazines or weeklies, but they also feel obviously very uncertain

and are not prepared to answer anything but a "don't know".

The motives for the choice of favourite magazine are not so clearly stated. In most cases one simply states that "one finds the articles good" or "DET BÄSTA has good reading", more seldom that "DET BÄSTA is informative" or "DET BÄSTA is up-to-date". A selection of all these personal answers are given in a separate section at the end of the report.

EXTRA STILBODNING
KILBYBYN

TABLES

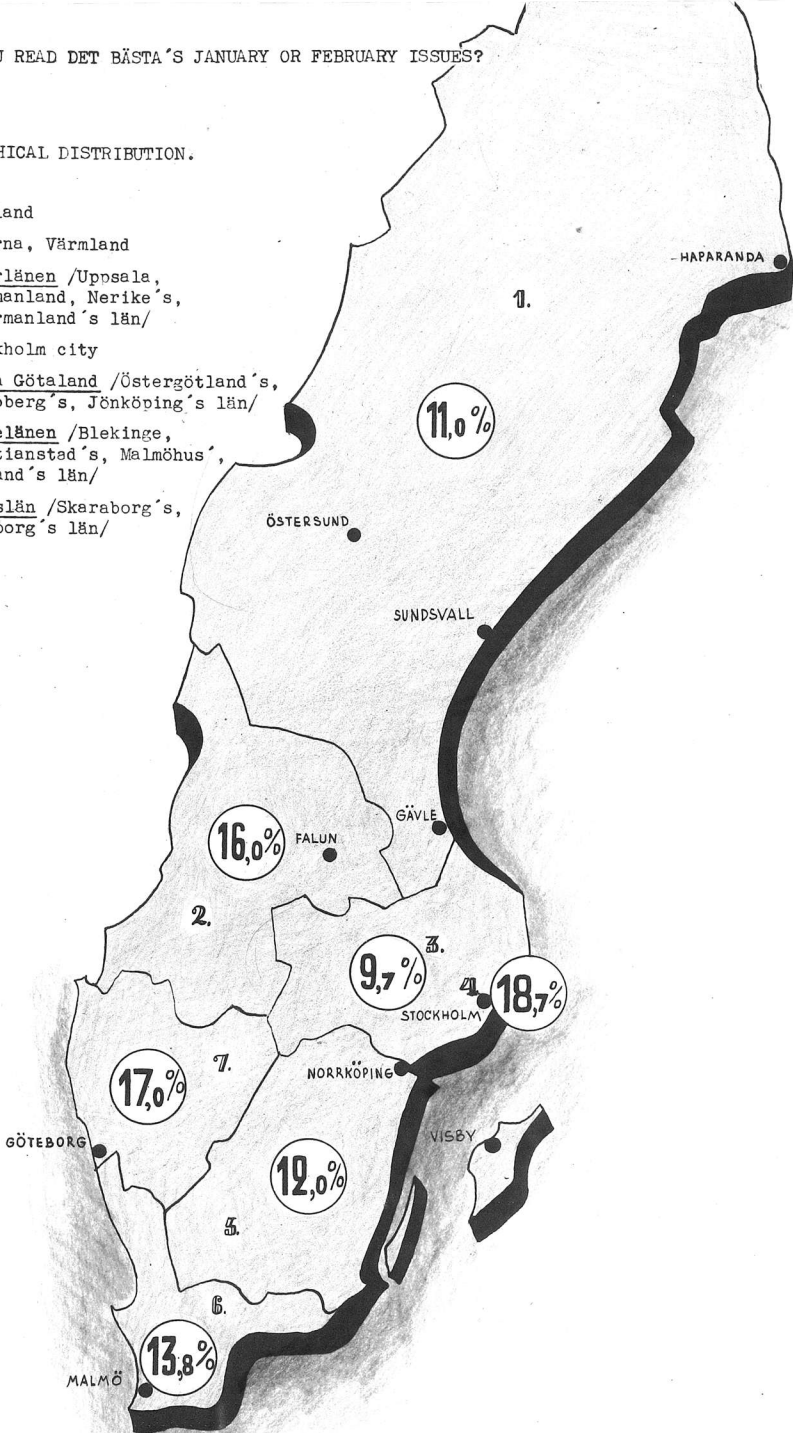
EXHIBIT 21

KITIBIX

HAVE YOU READ DET BÄSTA'S JANUARY OR FEBRUARY ISSUES?

GEOGRAPHICAL DISTRIBUTION.

1. Norrland
2. Dalarna, Värmland
3. Mälarlänen /Uppsala, Västmanland, Nerike's, Södermanland's län/
4. Stockholm city
5. Östra Götaland /Östergötland's, Kronoberg's, Jönköping's län/
6. Skånelänen /Blekinge, Kristianstad's, Malmöhus', Halland's län/
7. Bohuslän /Skaraborg's, Älvsborg's län/



Question No 1.

"Have you read DET BÄSTA's January or February issues?"

Table 2.

Total.

	N	%
Read Det BÄsta	1228	13,5
Not read Det BÄsta	7880	86,5

Table 3.

Sex.

	Men		Women	
	N	%	N	%
Read Det BÄsta	743	16,6	485	10,5
Not read Det BÄsta	3726	83,4	4154	89,5

Table 4.

Question No 1.

"Have you read DET BÄSTA's January or February issues?"

Social groups.

	Higher class		Middle class		Lower class	
	N	%	N	%	N	%
Read Det BÄsta	99	23,1	568	15,8	561	11,0
Not read Det BÄsta	330	76,9	3033	84,2	4517	89,0

Question No 1.

"Have you read DET BÄSTA's January or February issues?"

Table 5.

Total Family income 1943.

	-1000		1001-2000		2001-4000			
	N	%	N	%	N	%		
Read Det BÄsta	28	5,3	81	7,3	350	11,6		
Not read Det BÄsta	497	93,4	1027	92,7	2672	88,4		
	4001-6000		6001-8000		8001-12000			
	N	%	N	%	N	%		
Read Det BÄsta	338	19,0	143	20,6	90	25,2		
Not Read Det BÄsta	1447	81,0	552	79,4	267	74,8		
	12001-20000		20000		Ingen inkomst		Vet ej	
	N	%	N	%	N	%	N	%
Read Det BÄsta	39	31,2	13	33,3	13	11,6	133	9,9
Not read Det BÄsta	86	68,8	26	66,7	99	88,4	1207	90,1

Question No 1.

"Have you read DET BÄSTA's January or February issues?"

Table 6.

	<u>Age groups.</u>					
	15/19		20/29		30/49	
	N	%	N	%	N	%
Read Det Bästa	106	13,8	389	20,2	566	15,1
Not read Det Bästa	622	86,2	1539	79,8	3194	84,9

	50/64		65/-years	
	N	%	N	%
Read Det Bästa	138	7,0	29	4,2
Not read Det Bästa	1831	93,0	654	95,8

Table 7.

	<u>Marital status.</u>					
	Unmarried		Married		Widow/Divorced	
	N	%	N	%	N	%
Read Det Bästa	468	16,6	724	12,6	36	6,6
Not read Det Bästa	2356	83,4	5012	87,4	512	93,4

Question No 1.

"Have you read DET BÄSTA's January or February issues?"

Table 10.

Readers of DET BÄSTA

in cities of different sizes

	Population over 15 years of age	Percent reading DET BÄSTA
Stockholm	530,000	18,7
Göteborg	240,000	31,0
Malmö, Helsingborg	173,000	17,9
Norrköping	52,000	
Other Test cities	50,000- 25,000	14,9
Other Test cities	under 25,000	18,3

Question No 1.

"Have you read DET BÄSTA's January or February issues?"

Table 10.

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Other Test cities	50,000- 25,000	14,9
Other Test cities	under 25,000	18,3

Question No 1.

"Have you read DET BÄSTA's January or February issues?"

Table 11.

Types of communities.

	Town		A		B		C		D	
	N	%	N	%	N	%	N	%	N	%
Readers	672	18,5	42	3,8	130	6,4	224	15,2	160	18,3
Non-readers	2968	81,5	1051	96,2	1893	93,6	1252	84,8	716	81,7

Definition of types of rural communities.

The rural sections are grouped in A, B, C and D communities. This grouping is decided by the degree of farming of the gainfully employed in the community.

A-communities are such in which the population is at least 75% farming

B-communities 50-75% farming

C-communities less than 50% farming

D-communities are largely industrial towns with very little farming, or else communities of a particularly dense population.

Question No 1.

"Have you read DET BÄSTA's January or February issues?"

Table 12.

Geographical distribution^{x/}

	No		Da		MA		Sta	
	N	%	N	%	N	%	N	%
Read Det BÄsta	173	11,0	109	16,0	149	9,7	184	18,7
Not read Det BÄsta	1398	89,0	573	84,0	1390	90,3	799	81,3

	Ög		Sk		BovÄ	
	N	%	N	%	N	%
Read Det BÄsta	179	12,0	201	13,8	233	17,0
Not read Det BÄsta	1321	88,0	1254	86,2	1145	83,0

^{x/} Definition of symbols, see page 8.

Correlation between Survey Findings and Single Sales Copies by Districts.

It is possible to make an interesting comparison between the regional results of the survey /table 12/ and the regular statistics over sales and returns, which Svenska Pressbyrån regularly produces.

For this purpose the 27 distribution districts in Svenska Pressbyråns standard report have been grouped in 7 groups, which by large will correspond with those 7 reading districts that have been described on page 8. Only minor deviations with regard to boundaries will be found and will not influence the comparison. In each district the number of persons over 15 years of age per news stand-sold copy of DET BÄSTA has been computed. Thus a large number of persons per copy obviously indicates a low saturation and vice versa. In order to make this figure more directly comparable with the figures of the survey, a degree of saturation /SD/ has been defined. Thus SD equals the inverted value of the number of persons per news stand-sold copy times 100.

Table 13 reveals that the degree of saturation is highest in Stockholm and on the West coast, lowest in Norrland. The figures of the survey and this degree of saturation present a fairly corresponding picture. Since it has not been possible to include in the computation of SD neither the subscribers nor such singlecopy-sale quantities, which are distributed through Åhlén & Åkerlund, a complete correspondence could not be expected.

Table 13.

Comparison between the Gallup survey and the degree of saturation in the different districts

	Gallup survey	Degree of saturation
	%	/SD/ %
Stm	18,7	5,85
BovE	17,0	3,44
Da	16,0	2,62
Sk	13,8	3,01
Ög	12,0	2,78
No	11,0	2,61
MH	9,7	3,21

Question No 2.

"Do you or your family buy DET BÄSTA each month, do you subscribe to it or did you buy the last issue more of a chance or did you borrow it or read it at your barber's, in a café etc?"

In further analyzing those groups which are readers of DET BÄSTA one finds that more than half of this group claims to have DET BÄSTA regularly. The subscribers though are only the minor part: they form 12,7% of the readers, while the "regular" buyers form 40% of the body.

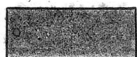
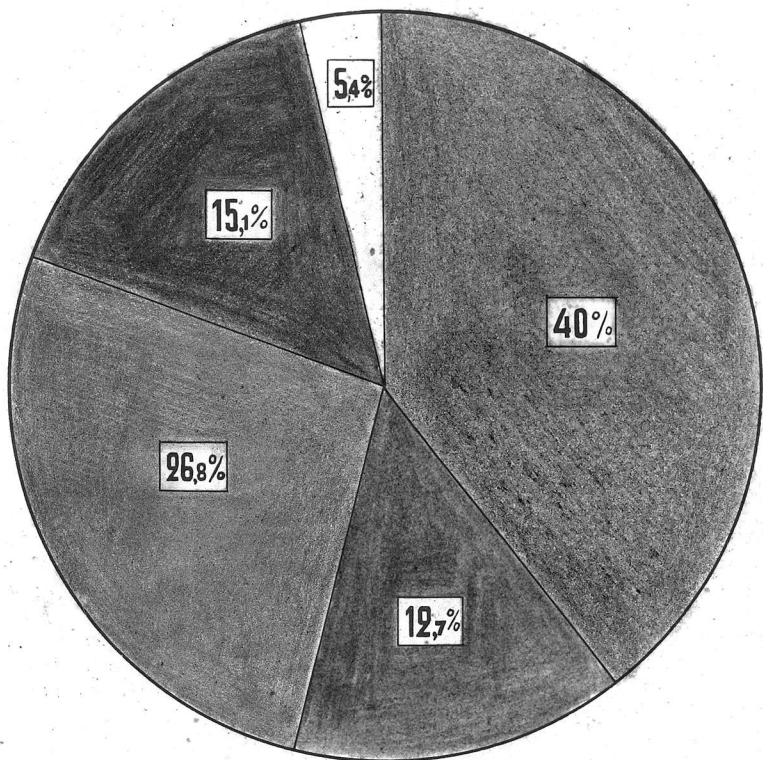
The figure for the regular purchasers is probably somewhat too high. It has been our experience that in asking what a man will do regularly, interviewee is inclined to translate occasional acts into regular habits. Thus one would want to conclude that at least some part of the regular purchasers in effect are occasional purchasers.

In tables 14 to 29 the data have been arranged so that the first table gives the DET BÄSTA percentages of the total market, while the second table on each page gives the percentages within the group of DET BÄSTA readers.

Thus regular purchasers form 7,1% of the total market, subscribers 1,7% and occasional buyers 3,6%.

There is a good correspondence between the answers to question 1 and question 2. Comparatively many more men than women will have a regular contact with DET BÄSTA and such is also the case for people in the higher class compared with the middle or lower classes.

BREAK UP OF DET BÄSTA READERS



BUY REGULARLY DET BÄSTA



BORROWED DET BÄSTA



SUBSCRIBE TO DET BÄSTA



DON'T KNOW



BOUGHT DET BÄSTA OF A CHANCE

Question No 2.

"Do you or your family buy DET BÄSTA each month, do you subscribe to it or did you buy the last issue more of a chance or did you borrow it or read it at your barber's, in a café etc?"

Table 14.

WHOLE COUNTRY

Percentage of total market.

	N	%
Buy regularly DET BÄSTA	491	5,4
Subscribe to DET BÄSTA	156	1,7
Bought DET BÄSTA of a chance	329	3,6
Borrowed DET BÄSTA	186	2,1
Don't know	<u>66</u>	<u>0,7</u>
	1.228	13,5
Whole country	9.108	100,0

Table 15.

WHOLE COUNTRY

Break up of readers.

	N	%
Buy regularly DET BÄSTA	491	40,0
Subscribe to DET BÄSTA	156	12,7
Bought DET BÄSTA of a chance	329	26,8
Borrowed DET BÄSTA	186	15,1
Don't know	<u>66</u>	<u>5,4</u>
	1.228	100,0

Question No 2.

"Do you or your family buy DET BÄSTA each month, do you subscribe to it or did you buy the last issue more of a chance or did you borrow it or read it at your barber's, in a café etc?"

Table 16.

	<u>Sex.</u>			
	Percentage of total market.			
	Men		Women	
	N	%	N	%
Buy DET BÄSTA regularly	313	7,0	178	3,8
Subscribe to DET BÄSTA	96	2,1	60	1,3
Bought DET BÄSTA of a chance	195	4,4	134	2,9
Borrowed DET BÄSTA	86	1,9	100	2,2
Don't know	<u>53</u>	<u>1,2</u>	<u>13</u>	<u>0,3</u>
	743	16,6	485	10,5
Whole country	4.469	100,0	4.639	100,0

Table 17.

	<u>Sex.</u>			
	Break up of readers.			
	Men		Women	
	N	%	N	%
Buy DET BÄSTA regularly	313	42,1	178	36,7
Subscribe to DET BÄSTA	96	12,9	60	12,4
Bought DET BÄSTA of a chance	195	26,3	134	27,6
Borrowed DET BÄSTA	86	11,6	100	20,6
Don't know	<u>53</u>	<u>7,1</u>	<u>13</u>	<u>2,7</u>
	743	100,0	485	100,0

Question No 2.

"Do you or your family buy DET BÄSTA each month, do you subscribe to it or did you buy the last issue more of a chance or did you borrow it or read it at your barber's, in a café etc?"

Table 18.

	<u>Social groups.</u>					
	Percentage of total market.					
	Higher class		Middle class		Lower class	
	N	%	N	%	N	%
Buy DET BÄSTA regularly	42	9,8	230	6,4	219	4,3
Subscribe to DET BÄSTA	23	5,4	80	2,2	53	1,0
Bought DET BÄSTA of a chance	17	4,0	146	4,1	166	3,3
Borrowed DET BÄSTA	10	2,3	78	2,2	98	1,9
Don't know	7	1,6	34	0,9	25	0,5
Don't know	99	23,1	568	15,8	561	11,0
Whole country	429	100,0	3,601	100,0	5,078	100,0

Table 19.

	<u>Social groups.</u>					
	Break up of readers.					
	Higher class		Middle class		Lower class	
	N	%	N	%	N	%
Buy DET BÄSTA regularly	42	42,4	230	40,5	219	39,0
Subscribe to DET BÄSTA	23	23,2	80	14,1	53	9,4
Bought DET BÄSTA of a chance	17	17,2	146	25,7	166	29,6
Borrowed DET BÄSTA	10	10,1	78	13,7	98	17,5
Don't know	7	7,1	34	6,0	25	4,5
	99	100,0	568	100,0	561	100,0

Question No 2.

"Do you or your family buy DET BÄSTA each month, do you subscribe to it or did you buy the last issue more of a chance or did you borrow it or read it at your barber's, in a café etc?"

Table 20.

Income classes.

Percentage of total market.

	-1000		1001-2000		2001-4000		4001-6000	
	N	%	N	%	N	%	N	%
Buy DET BÄSTA regularly	11	2,1	15	1,4	140	4,6	128	7,2
Subscribe to DET BÄSTA	-	-	6	0,5	50	1,7	32	2,1
Bought DET BÄSTA of a chance	6	1,1	23	2,1	99	3,3	108	6,1
Borrowed DET BÄSTA	9	1,7	30	2,7	46	1,5	44	2,5
Don't know	<u>2</u>	<u>0,4</u>	<u>7</u>	<u>0,6</u>	<u>15</u>	<u>0,5</u>	<u>20</u>	<u>1,1</u>
	28	5,3	81	7,3	350	11,6	338	19,0
Whole country	525	100,0	1108	100,0	3022	100,0	1785	100,0

	6001-8000		8001-12000		12001-20000	
	N	%	N	%	N	%
Buy DET BÄSTA regularly	65	9,4	37	10,4	15	12,0
Subscribe to DET BÄSTA	19	2,7	23	6,4	7	5,6
Bought DET BÄSTA of a chance	33	4,7	19	5,3	8	6,4
Borrowed DET BÄSTA	13	2,6	5	1,4	7	5,6
Don't know	<u>8</u>	<u>1,2</u>	<u>6</u>	<u>1,7</u>	<u>2</u>	<u>1,6</u>
	143	20,6	90	25,2	39	31,2
Whole country	695	100,0	357	100,0	125	100,0

Table continued next page

Question No 2.

"Do you or your family buy DET BÄSTA each month, do you subscribe to it or did you buy the last issue more of a chance or did you borrow it or read it at your barber's, in a café etc?"

Table 21.

Table 20.

Income classes.

Buy DET BÄSTA	Percentage of total market.					
	20000		No income		Don't know	
	N	%	N	%	N	%
Subscribe to DET BÄSTA	6	15,4	3	2,7	71	5,3
Bought DET BÄSTA of a chance	4	10,2	-	-	9	0,7
Borrowed DET BÄSTA	3	7,7	4	3,6	26	1,9
Don't know	-	-	6	5,3	21	1,6
Whole country	13	33,3	13	11,6	133	9,9
	39	100,0	112	100,0	1340	100,0

Question No 2.

"Do you or your family buy DET BÄSTA each month, do you subscribe to it or did you buy the last issue more of a chance or did you borrow it or read it at your barber's, in a café etc?"

Table 21.

Income classes.

Break up of readers.

Table 21.

	-1000		1001-2000		2001-4000		4001-6000	
	N	%	N	%	N	%	N	%
Buy DET BÄSTA regularly	11	39,3	15	18,5	140	40,0	128	37,9
Subscribe to DET BÄSTA	-	-	6	7,4	50	14,3	38	11,2
Bought DET BÄSTA of a chance	6	21,4	23	28,4	99	28,3	108	32,0
Borrowed DET BÄSTA	9	32,1	30	37,1	46	13,1	44	13,0
Don't know	<u>2</u>	<u>7,2</u>	<u>7</u>	<u>8,6</u>	<u>15</u>	<u>4,3</u>	<u>20</u>	<u>5,9</u>
	28	100,0	81	100,0	350	100,0	338	100,0

	6001-8000		8001-12000		12001-20000	
	N	%	N	%	N	%
Buy DET BÄSTA regularly	65	45,4	37	41,1	15	38,5
Subscribe to DET BÄSTA	19	13,3	23	25,6	7	17,9
Bought DET BÄSTA of a chance	33	23,1	19	21,1	8	20,6
Borrowed DET BÄSTA	18	12,6	5	5,5	7	17,9
Don't know	<u>8</u>	<u>5,6</u>	<u>6</u>	<u>6,7</u>	<u>2</u>	<u>5,1</u>
	143	100,0	90	100,0	39	100,0

Table continued on next page.

Question No 2.

"Do you or your family buy DET BÄSTA each month, do you subscribe to it or did you buy the last issue more of a chance or did you borrow it or read it at your barber's, in a café etc?"

Table 21.

Income classes.
Break up of readers.

	20000		No income		Don't know	
	N	%	N	%	N	%
Buy DET BÄSTA regularly	6	46,1	3	23,1	71	53,4
Subscribe to DET BÄSTA	4	30,8	-	-	9	6,8
Bought DET BÄSTA of a chance	3	23,1	4	30,8	26	19,5
Borrowed DET BÄSTA	-	-	6	46,1	21	15,8
Don't know	-	-	-	-	6	4,5
	13	100,0	13	100,0	133	100,0

Question No 2.

"Do you or your family buy DET BÄSTA each month, do you subscribe to it or did you buy the last issue more of a chance or did you borrow it or read it at your barber's, in a café etc?"

Table 22.

Table 22.

Age groups.

Percentage of total market.

	15/19		20/29		30/49	
	N	%	N	%	N	%
Buy DET BÄSTA regularly	40	5,2	148	7,7	235	6,2
Subscribe to DET BÄSTA	4	0,5	41	2,1	90	2,4
Bought DET BÄSTA of a chance	38	5,0	110	5,7	138	3,7
Borrowed DET BÄSTA	24	3,1	67	3,5	75	2,0
Don't know	0	-	23	1,2	28	0,8
	106	13,8	389	20,2	566	15,1
Whole country	768	100,0	1928	100,0	3760	100,0

	50/64		65/-	
	N	%	N	%
Buy DET BÄSTA regularly	58	3,0	10	1,4
Subscribe to DET BÄSTA	17	0,9	4	0,6
Bought DET BÄSTA of a chance	35	1,8	8	1,2
Borrowed DET BÄSTA	15	0,7	5	0,7
Don't know	13	0,6	2	0,3
	138	7,0	29	4,2
Whole country	1969	100,0	683	100,0

Question No 2.

"Do you or your family buy DET BÄSTA each month, do you subscribe to it or did you buy the last issue more of a chance or did you borrow it or read it at your barber's, in a café etc?"

Table 23.

Age groups.

Break up of readers.

	15/19		20/29		30/49	
	N	%	N	%	N	%
Buy DET BÄSTA regularly	40	37,1	148	38,1	235	41,5
Subscribe to DET BÄSTA	4	3,8	41	10,5	90	15,9
Bought DET BÄSTA of a chance	38	35,8	110	28,3	138	24,4
Borrowed DET BÄSTA	24	22,7	67	17,2	75	13,3
Don't know	-	-	23	5,9	28	4,9
	106	100,0	389	100,0	566	100,0

50/64

65/-

	50/64		65/-	
	N	%	N	%
Buy DET BÄSTA regularly	58	42,0	10	34,5
Subscribe to DET BÄSTA	17	12,3	4	13,8
Bought DET BÄSTA of a chance	35	25,4	8	27,6
Borrowed DET BÄSTA	15	10,9	5	17,2
Don't know	13	9,4	2	6,9
	138	100,0	29	100,0

Question No 2.

"Do you or your family buy DET BÄSTA each month, do you subscribe to it or did you buy the last issue more of a chance or did you borrow it or read it at your barber's, in a café etc?"

Table 24.

Farmer/Non-farmer

Percentage of total market.

	Farmer		Non-farmer	
	N	%	N	%
Buy DET BÄSTA regularly	31	1,2	460	7,1
Subscribe to DET BÄSTA	10	0,4	146	2,3
Bought DET BÄSTA of a chance	56	2,1	273	4,2
Borrowed DET BÄSTA	32	1,2	154	2,4
Don't know	8	0,3	58	0,8
	137	5,2	1091	16,8
Whole country	2629	100,0	6479	100,0

Table 25.

Table 27.

Farmer/Non-farmer.

Break up of readers.

	Farmer		Non-farmer	
	N	%	N	%
Buy DET BÄSTA regularly	31	22,6	460	42,2
Subscribe to DET BÄSTA	10	7,3	146	13,4
Bought DET BÄSTA of a chance	56	40,9	273	25,0
Borrowed DET BÄSTA	32	23,4	154	14,1
Don't know	8	5,8	58	5,3
Don't know	137	100,0	1091	100,0

Question No 2.

"Do you or your family buy DET BÄSTA each month, do you subscribe to it or did you buy the last issue more of a chance or did you borrow it or read it at your barber's, in a café etc?"

Table 26.

Rural/Urban.

Percentage of total market.

	Rural		Urban	
	N	%	N	%
Buy DET BÄSTA regularly	172	3,2	319	8,8
Subscribe to DET BÄSTA	72	1,3	84	2,5
Bought DET BÄSTA of a chance	188	3,4	141	3,9
Borrowed DET BÄSTA	88	1,6	98	2,7
Don't know	<u>36</u>	<u>0,7</u>	<u>30</u>	<u>0,8</u>
	556	10,2	672	18,5
Whole country	5468	100,0	3640	100,0

Table 27.

Rural/Urban.

Break up of readers.

	Rural		Urban	
	N	%	N	%
Buy DET BÄSTA regularly	172	31,0	319	47,5
Subscribe to DET BÄSTA	72	12,9	84	12,5
Bought DET BÄSTA of a chance	188	33,8	141	21,0
Borrowed DET BÄSTA	88	15,8	98	14,6
Don't know	<u>36</u>	<u>6,5</u>	<u>30</u>	<u>4,4</u>
	556	100,0	672	100,0

Question No 2.

"Do you or your family buy DET BÄSTA each month, do you subscribe to it or did you buy the last issue more of a chance or did you borrow it or read it at your barber's, in a café etc?"

Table 28.

	<u>Marital status.</u>					
	Unmarried		Married		Widow/ Divorced	
	N	%	N	%	N	%
Buy DET BÄSTA regularly	187	6,6	291	5,1	13	2,4
Subscribe to DET BÄSTA	38	1,4	110	1,9	8	1,5
Bought DET BÄSTA of a chance	135	4,8	187	3,2	7	1,3
Borrowed DET BÄSTA	90	3,2	92	1,6	4	0,7
Don't know	<u>18</u>	<u>0,6</u>	<u>44</u>	<u>0,8</u>	<u>4</u>	<u>0,7</u>
	468	16,6	724	12,6	36	6,6
Whole country	2824	100,0	5736	100,0	548	100,0

Table 29.

	<u>Marital status.</u>					
	Break up of readers.					
	Unmarried		Married		Widow/ Divorced	
	N	%	N	%	N	%
Buy DET BÄSTA regularly	187	40,0	291	40,2	13	36,1
Subscribe to DET BÄSTA	38	8,1	110	15,2	8	22,2
Bought DET BÄSTA of a chance	135	28,9	187	25,8	7	19,5
Borrowed DET BÄSTA	90	19,2	92	12,7	4	11,1
Don't know	<u>18</u>	<u>3,8</u>	<u>44</u>	<u>6,1</u>	<u>4</u>	<u>11,1</u>
	468	100,0	724	100,0	36	100,0

Question No 3.

"How many persons have read the same copy of that issue, which you read last?"

An estimate of the average number of readers of each copy of DET BÄSTA in January - February presents the following results:

of subscribers and regular purchasers	1,9
of subscribers and total purchasers	1,9
of total	1,8

It should be borne in mind that these figures will be very conservative, because many copies have been read by borrowers and it has not been possible to trace the number of borrowers. The figures above should therefore be considered as minimum values. The percentage of those who claim to have read a borrowed copy was 2,1%. In all probability each borrowed copy must have been read by far more than 1,8% on an average, but it has not been possible to come closer to the truth on this particular point.

It is also important at what time the question was asked. This issue of DET BÄSTA was distributed on February 1st and the interviews were made between the 4th and the 28th of February. For all those interviews in the earlier stage of the survey naturally only in very few cases more people than the owner had read DET BÄSTA. For all those who answered to having read the January issue the full body of readers could be expected.

It is in this connection interesting to observe the constitution of DET BÄSTA readers by families in analyzing this question on the different alternatives given in the questionnaire. If for instance a married man was a

reader of DET BÄSTA the answer should be checked under the alternative "husband". If he and his wife had read it both "husband and wife" should be checked. For single persons in own household the alternative "alone" should be checked etc. Table 30 gives an illuminating analysis of the readership from this point of view.

It is particularly interesting to note that husbands are many more than wives. This confirms the conclusion previously reached in other ways as a reply to question number 1: that DET BÄSTA has predominantly male readers.

Single men

Husband

Wife

Single women

Two or more

Single couples

Two or more

One outside

Two or more

"Don't know"

EXLIBRIS

KLIBRIS

Question No 3.

"How many persons have read the same copy of that issue, which you read last?"

Table 30.

Family structure of readers of DET BASTA.

	Regular purchasers %	Subscribers %	Occasional purchasers %
Single man	9,2	5,6	12,5
Husband	33,2	36,4	31,1
Wife	29,7	32,6	27,6
Single youngster 15-19 years	5,1	4,2	4,8
Two or more youngsters	0,4	1,7	1,6
Single child under 15 years	2,2	0,4	1,3
Two or more children	0,2	0,7	0,3
One outside the family	8,0	8,0	7,6
Two or more outside the family	9,7	8,7	10,7
"Don't know"	2,3	1,7	2,5
	<u>100,0</u>	<u>100,0</u>	<u>100,0</u>

Question No 4.

/To readers/

"Which 3 articles did you find most interesting in the issue,
which you read last?"

Throughout the whole survey the readers were asked "Which 3 articles did you find most interesting in the issue which you read last?" To refresh the memory and make the answer accurate the interviewee was shown a copy of the January or February issues, which was gone through together with the interviewer. Each article was codified and the code number was noted on the questionnaire. It was not asked which article the reader ranked first.

Nearly one reader out of three did not consider any article more outstanding than the rest or did not care to recall his impressions. One out of every four readers remembered either three or one of the articles as more outstanding than the rest and one reader out of six was able to mention two articles as particularly interesting.

Greatest interest was caught in the January issue by the Book of the Month. "Married Love" by Alexis Carrel came on second place and "How the Normandie was raised" on third place.

Also in the February issue the Book of the Month ranked first, closely followed by "China's teacher extraordinary" and "So that mothers may live"

Tables 32 and 33 list the ten most interesting articles in the January and February issues.

It is also interesting to note what articles caught the least interest. In the January issue "Life in these United States" got the least number of votes and then came "The best Years of my Life" and "Lessons from an Eskimo".

In the February issue the least popular articles were "Talking points", "Most unforgettable character" and "Wild merriment".

None of these least liked articles were mentioned on the cover to the magazine".

Question No 4.

/To readers/

"Which 3 articles did you find most interesting in the issue,
which you read last?"

Table 31.

Frequency of reading interest.

Number of persons, who have only mentioned

	N	%	
1 article	305	24,8	
2 articles	208	16,9	
3 articles	341	<u>27,8</u>	<u>69,5</u>
/None in particular	374	<u>30,5</u>	<u>30,5</u>
		100,0	100,0

Question No 4.

/To readers/

"Which three articles did you find most interesting in the issue, which you read?"

Table 32.

The ten leading articles
of the January 1944 issue.

	Percentage of votes %
Hjältinnor i Paris Paris - Underground	Etta Shiber 11,3
Kärleken i Ektenskapet Married Love	Alexis Carrel 9,3
Hur Normandie bärgades How the Normandie was raised	New Republic 7,1
Försvarsadvokaten The Counsel Assigned	6,4
Byggmästar Båver bor i en bäck How doth the busy Beaver	Collier's 5,9
Jaså, Ni tänker sluta röka? So you're going to stop smoking	Your Life 5,7
Hur man vänder nederlag i seger Take your profits from defeat	Forum 4,9
Reumatiska febern - Barnamördaren The rheumatic murder mystery	P. de Kruif 4,7
Arabien's självkrönta konung Arabia's self-made King	Noel F. Busch 4,7
Arbetsledare lär sig instruera Show-how, the revolution in management..	Stuart Chase 3,7

Question No 4.

"Which three articles did you find most interesting in the issue, which you read?"

Table 33.

<u>The ten leading articles</u>		Percentage of votes %
<u>of the February 1944 issue.</u>		
Raid mot dimornas ö		
Bridge to victory	Howard Handleman	8,3
Kinas oförliknelige lärare		
China's Teacher extraordinary	Freedom from Ignorance"	8,0
Läkare åt Indiens kvinnor		
So that mothers may live	"Americans All Over"	7,0
Sannsagan om Norges guld		
The real story of Norway's Gold	Liberty	7,0
Flygläkaren		
Flight Surgeon	Air News	6,8
Klorofyllet som läkemedel		
Green magic of chlorophyll	Science News Letter	6,2
De räddade varandra		
Which were the Rescuer?	Margaret Lee Runbeck	5,7
Nu när vi har eget "Frys"		
Now that we have the freezing outfit ...	Christian Science Monitor	5,3
Åldrandets mysterium		
Mystery of Aging	Harper's Magazine	4,9
Vapenlösa flyghjältar		
Fliers who fight without guns	American Mercury	4,8

Question No 5.

"Which weekly magazines do you usually have at home regularly?"

28,5% of the persons interviewed in the second half of the survey said that they did not regularly have a weekly magazine or a publication in the home, which, of course, does not prevent them from reading such publications in other places. 43,1% say that they regularly carry one or more of the magazines: DET BÄSTA, ALLERS-FAMILJ JOURNAL, HEMMETS JOURNAL, HEMMETS VECKOTIDNING, VECKOREVYN or VÅRT HEM.

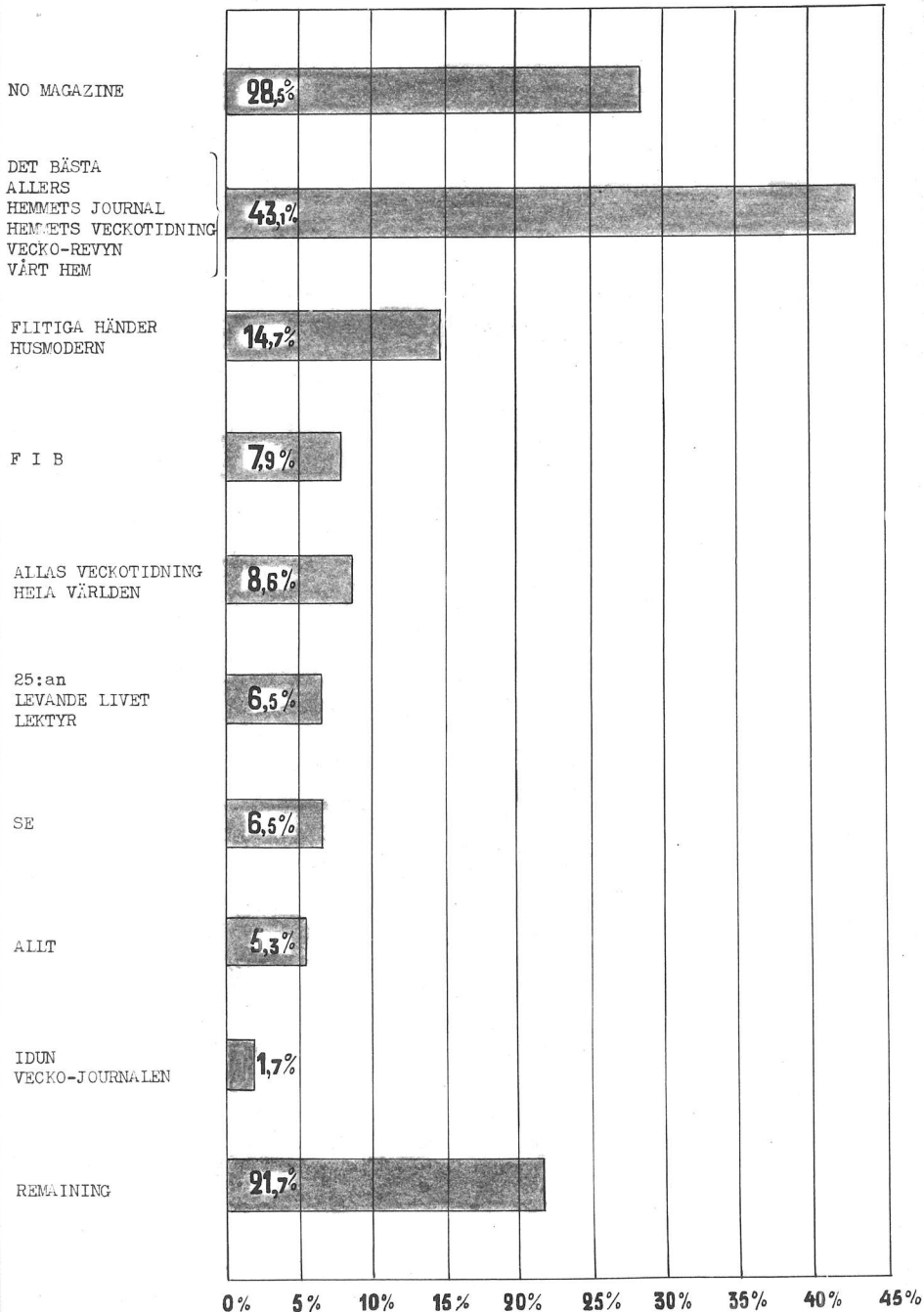
Looking further into the abundance of magazines, we find naturally that women prefer the particular women's magazines HUSMODERN and FLITIGA HÄNDER. Moreover, there are marked differences in the choice of magazines between the social groups. Such magazines as HUSMODERN and FLITIGA HÄNDER are found in one higher class home out of three, but only in one lower class home out of ten. The very same thing holds true for the rather exclusive weeklies VECKO-JOURNALEN and IDUN. FOLKET I BILD, founded to be a weekly for the working classes, is hardly at all mentioned in the higher class and only to a very small degree in the middle class. The large weeklies mentioned above in the second paragraph on this page, however, seem to have a fairly even distribution through the social groups.

Such cheaper weeklies as ALLAS VECKOTIDNING, HELA VÄRLDEN, 25-an, LEVANDE LIVET and LEKTYR have their dominant circulation in the lower population and income brackets. As could be expected the survey furthermore accentuates, that there are more rural homes without weeklies than there are

urban ones. One rural home out of three has no weekly as compared with only one urban home out of five. Table 37 gives an illuminating illustration to the distribution of various magazines on an urban/rural basis.

The farming population has the lowest interest for weeklies. 41,6% of these homes do not have a weekly.

WHICH WEEKLY MAGAZINE DO YOU USUALLY HAVE AT HOME REGULARLY?



Question 5.

"Which weekly magazines do you usually have at home regularly?"

Table 34.

Totally.

	N	%
No magazine	1301	28,5
Det Bästa, Allers, Hemmets Journal, Hemmets Veckotidning, Veckorevyn, Vårt Hem	1967	43,1
Flitiga Händer, Husmodern	671	14,7
F I B	359	7,9
Allas Veckotidning, Hela Världen	391	8,6
ES:an, Levande Livet, Lektor	297	6,5
Idun, Veckojournalen	298	6,5
Se	240	5,3
Allt	79	1,7
Remaining	<u>992</u>	21,7

Question No 5.

"Which weekly magazines do you usually have at home regularly?"

Table 35.

	<u>Sex.</u>			
	Men		Women	
	N	%	N	%
No magazine	676	30,7	625	26,4
Det Bästa, Allers, Hemmets Journal, Hemmets Veckotidning, Veckorevyn, Vårt Hem	943	42,8	1024	43,3
Flitiga Händer, Husmodern	198	9,0	473	20,0
F I B	220	10,0	159	5,9
Allas Veckotidning, Hela Världen	165	7,5	226	9,6
25:an, Levande Livet, Lektur	168	7,6	129	5,5
Idun, Veckojournalen	116	5,3	182	7,7
Se	147	6,7	93	3,9
Allt	52	2,4	27	1,2
Remaining	537	24,4	455	19,3

Question No 5.

"Which weekly magazines do you usually have at home regularly?"

Table 36.

	<u>Social groups.</u>					
	Higher class		Middle class		Lower class	
	N	%	N	%	N	%
No magazine	37	18,1	546	29,7	718	28,5
Det Bästa, Allers, Hemmets Journal, Hemmets Veckotidning, Veckorevyn, Vårt Hem	91	44,6	771	42,0	1105	43,8
Flitiga Händer, Husmodern	67	32,8	336	18,3	268	10,6
F I B	1	0,5	100	5,4	258	10,2
Allas Veckotidning, Hela Världen	2	1,0	83	4,5	306	12,1
25:an, Levande Livet, Lektyr	4	2,0	71	3,9	222	8,8
Idun, Veckojournalen	63	30,9	157	8,5	78	3,1
Se	17	8,3	98	5,3	125	5,0
Allt	3	1,5	29	1,6	47	1,9
Remaining	70	34,3	386	21,0	586	23,2

Question No 5.

"Which weekly magazines do you usually have at home regularly?"

Table 37.

	<u>Urban/Rural</u>			
	Rural		Urban	
	N	%	N	%
No magazine	908	33,2	393	21,4
Det Bästa, Allers, Hemmets Journal, Hemmets Veckotidning, Veckorevyn, Vårt Hem	986	36,1	981	53,5
Flitiga Händer, Husmodern	380	15,9	291	15,9
F I B	223	8,2	136	7,4
Allas Veckotidning, Hela Världen	272	10,0	119	6,5
25:an, Levande Livet, Lektor	170	6,2	127	6,9
Idun, Veckojournalen	120	4,4	178	9,7
Se	128	4,7	112	6,1
Allt	40	1,8	39	2,1
Remaining	593	21,7	399	21,8

Question No 5.

"Which weekly magazine do you usually have at home regularly?"

Table 38.

	<u>Farmer/Non-farmer.</u>			
	Farmer		Non-farmer	
	N	%	N	%
No magazine	553	41,6	748	23,1
Det Bästa, Allers, Hemmets Journal, Hemmets Veckotidning, Veckorevyn, Vårt Hem	363	27,3	1604	49,6
Flitiga Händer, Husmodern	140	10,5	531	15,5
F I B	76	5,7	283	8,8
Allas Veckotidning, Hela Världen	141	10,6	250	7,7
25:an, Levande Livet, Lektyr	74	5,4	223	6,9
Idun, Veckojournalen	48	3,6	250	7,7
Se	36	2,7	204	6,3
Allt	10	0,8	69	2,1
Remaining	269	20,2	723	22,4

Question No 6.

"If you had to give up all magazines but one, which would you keep?"

While 13.5% of the Swedish population over 15 years of age read DET BÄSTA, only 2.2% would choose DET BÄSTA, if they had to give up all magazines except one. It is only one reader out of six that would hold on to DET BÄSTA. More than three fourths of that loyal group are men.

5% would keep FLITIGA HÄNDER and HUSMODERN, which represents the highest percentage. VECKO-REVYN alone reaches 4.4%, twice as many as DET BÄSTA.

DET BÄSTA's position is strongest among men, in the higher class, in the cities. It is weakest among women, in the lower class, and in the rural districts.

Question 6.

"If you had to give up all magazines but one, which would you keep?"

Table 39.

	<u>Total.</u>	
	N	%
DET BÄSTA	98	2,8
Allt	22	0,5
Allers	139	3,0
Hemmets Journal	77	1,7
Hemmets Veckotidning	142	3,1
Vårt Hem	95	2,1
Veckorevyn	200	4,4
Se	77	1,7
F I B	127	2,8
Idun, Veckojournalen	82	1,8
Flitiga Händer, Husmodern	230	5,0
25:an, Levande Livet, Lektyr	68	1,5
Allas Veckotidning, Hela Världen	68	1,5
Remaining	312	6,8
None in particular	1526	33,4
Have no magazine	1301	<u>28,5</u>
		100,0

Question No 6.

"If you had to give up all magazines but one, which would you keep?"

Table 40.

	<u>Sex.</u>			
	Men		Women	
	N	%	N	%
DET BÄSTA	76	3,5	22	0,9
Allt	22	1,0	-	-
Allers	68	3,1	71	3,0
Hemmets Journal	33	1,5	44	1,9
Hemmets Veckotidning	53	2,4	89	3,8
Vårt Hem	34	1,6	61	2,6
Veckorevyn	61	2,8	139	5,9
Se	53	2,4	24	1,0
F I B	80	3,6	47	2,0
Idun, Veckojournalen	26	1,2	56	2,4
Flitiga Händer, Husmodern	27	1,2	203	8,6
25:an Lektor, Levande Livet	51	2,3	17	0,7
Allas Veckotidning, Hela Världen	18	0,8	50	2,1
Remaining	196	8,9	116	4,9
None in particular	727	33,0	799	33,8
Have no magazine	676	<u>30,7</u>	625	<u>26,4</u>
		100,0		100,0

Question No 6.

"If you had to give up all magazines but one, which would you keep?"

Table 41.

	<u>Social groups.</u>					
	<u>Higher class</u>		<u>Middle class</u>		<u>Lower class</u>	
	N	%	N	%	N	%
DET BÄSTA	7	3,4	49	2,7	42	1,7
Allt	1	0,5	6	0,3	15	0,6
Allers	11	5,4	52	2,8	76	3,0
Hemmets Journal	2	1,0	35	1,9	40	1,6
Hemmets Veckotidning	1	0,5	46	2,5	95	3,8
Vårt Hem	2	1,0	51	2,8	42	1,7
Veckorevyn	7	3,4	80	4,4	113	4,4
Se	3	1,5	31	1,7	43	1,7
F I B	1	0,5	22	1,2	104	4,1
Idun, Veckojournalen	19	9,3	43	2,3	20	0,8
Flitiga Händer, Husmodern	23	13,7	106	5,8	96	3,8
25:an, Lektor, Levande Livet	-	-	10	0,5	58	2,3
Allas Veckotidning, Hela Världen	-	-	11	0,6	57	2,2
Remaining	20	9,8	121	6,6	171	6,8
None in particular	65	31,9	628	34,2	833	33,0
Have no magazine	37	<u>18,1</u>	546	<u>29,7</u>	718	<u>28,5</u>
		100,0		100,0		100,0

Question No 6.

"If you had to give up all magazines but one, which would you keep?"

Table 42.

	<u>Rural/Urban.</u>			
	Rural		Urban	
	N	%	N	%
DET BÄSTA	28	1,0	70	3,8
Allt	16	0,6	6	0,3
Allers	66	2,4	73	4,0
Hemmets Journal	46	1,7	31	1,7
Hemmets Veckotidning	64	2,4	78	4,2
Vårt Hem	50	1,8	45	2,5
Veckorevyn	88	3,2	112	6,1
Se	42	1,5	35	1,9
F I B	88	3,2	59	2,1
Idun, Veckojournalen	20	0,7	62	3,4
Flitiga Händer, Husmodern	124	4,6	106	5,8
25:an, Lektyr, Levande Livet	46	1,7	22	1,2
Allas Veckotidning, Hela Världen	56	2,1	12	0,7
Remaining	188	6,9	124	6,8
None in particular	901	33,0	625	34,1
Have no magazine	908	<u>33,2</u>	393	<u>21,4</u>
		100,0		100,0

Question No 6.

"If you had to give up all magazines but one, which would you keep?"

Table 43.

	<u>Farmer/Non-farmer.</u>		Non-farmer	
	N	%	N	%
DET BÄSTA	6	0,5	92	2,8
Allt	6	0,5	16	0,5
Allers	26	1,9	113	3,5
Hemmets Journal	26	1,9	51	1,6
Hemmets Veckotidning	30	2,2	112	3,5
Vårt Hem	15	1,1	80	2,5
Veckorevyn	20	1,5	180	5,6
Se	10	0,8	67	2,1
F I B	16	1,2	111	3,4
Idun, Veckojournalen	-	-	82	2,5
Flitiga Händer, Husmodern	50	3,8	180	5,6
25:an, Lektor, Levande Livet	24	1,8	44	1,4
Allas Veckotidning, Hela Världen	32	2,4	36	1,1
Remaining	84	6,3	228	7,0
None in particular	432	32,5	1094	33,8
Have no magazine	553	<u>41,6</u>	748	<u>23,1</u>
		100,0		100,0

Question No 7.

"For what particular reason would you keep just that magazine?"

/If keep DET BÄSTA/

What reasons make that little group of loyal readers keep DET BÄSTA? The motives are, of course, very individual. It is often very difficult to rationalize the motives into groups.

Two out of three, who say they would keep DET BÄSTA, give such reasons as "The articles are good", "The reading is entertaining" etc. For a further list see the last chapter "Praising commentaries". Another very common motive is the general statement "The best magazine". Such specific motives as "DET BÄSTA is reliable", "DET BÄSTA is instructive", "DET BÄSTA is up to date" are given by comparatively few.

The total number of interviews, caring to give specified answers to these questions, is very low, only 98 could be compiled. Because of the tremendous work involved, it was not possible to include a statistic treatment of the motives for all the other magazines mentioned, only those given for DET BÄSTA have been quoted here. The motives have been classified into 6 groups, as follows:

- I Best magazine
- II Good contents; Good articles
- III Up to date; Well informed
- IV Instructive
- V Scientific; Reliable
- VI Other motives

Question No 7.

" For what particular reason would you keep just that magazine?"

/If keep DET BÄSTA/

Table 44.

<u>Total.</u>		
Percentage of total market.		
	N	%
Group I	11	0,3
Group II	63	1,4
Group III	8	0,2
Group IV	5	0,1
Group V	3	0,1
Group VI	<u>8</u>	<u>0,2</u>
	98	2,2
Whole country	9108 7567	100,0

Table 45.

<u>Total.</u>		
Break up of readers.		
	N	%
Group I	11	11,2
Group II	63	64,3
Group III	8	8,2
Group IV	5	5,1
Group V	3	3,0
Group VI	<u>8</u>	<u>8,2</u>
	98	100,0

Question No 7.

"For what particular reason would you keep just that magazine?"

/If keep DET BÄSTA/

Table 46.

	<u>Sex.</u>			
	Percentage of total market.			
	Men		Women	
	N	%	N	%
Group I	9	0,4	2	0,1
Group II	50	2,3	13	0,5
Group III	5	0,2	3	0,1
Group IV	5	0,2	-	-
Group V	3	0,2	-	-
Group VI	<u>4</u>	<u>0,2</u>	<u>4</u>	<u>0,2</u>
	76	3,5	22	0,9
Whole country	4469 2201	100,0	4689 2363	100,0

Table 47.

	<u>Sex.</u>			
	Break up of readers.			
	Men		Women	
	N	%	N	%
Group I	9	11,8	2	9,1
Group II	50	65,8	13	59,1
Group III	5	6,6	3	13,2
Group IV	5	6,6	-	-
Group V	3	3,9	-	-
Group VI	<u>4</u>	<u>5,3</u>	<u>4</u>	<u>18,2</u>
	76	100,0	22	100,0

Question No 7.

"For what particular reason would you keep just that magazine?"

/If keep DET BÄSTA/

Table 48.

	<u>Rural/Urban.</u>			
	Percentage of total market.			
	Urban		Rural	
	N	%	N	%
Group I	9	0,5	2	0,1
Group II	39	2,1	24	0,8
Group III	8	0,4	-	-
Group IV	3	0,2	2	0,1
Group V	3	0,2	-	-
Group VI	<u>8</u>	<u>0,4</u>	<u>-</u>	<u>-</u>
	70	3,8	28	1,0
Whole country	3641 1833	100,0	5467 2731	100,0

Table 49.

	<u>Rural/Urban.</u>			
	Break up of readers.			
	Urban		Rural	
	N	%	N	%
Group I	9	12,9	2	7,1
Group II	39	55,7	24	85,8
Group III	8	11,4	-	-
Group IV	3	4,3	2	7,1
Group V	3	4,3	-	-
Group IV	<u>8</u>	<u>11,4</u>	<u>-</u>	<u>-</u>
	70	100,0	28	100,0

Question No 7.

"For what particular reason would you keep just that magazine?"

/If keep DET BÄSTA/

Table 50.

Social groups.

Percentage of total market.

	Higher class		Middle class		Lower class	
	N	%	N	%	N	%
Group I	1	0,5	4	0,2	6	0,2
Group II	1	0,5	38	2,1	24	1,0
Group III	3	1,4	2	0,1	3	0,1
Group IV	1	0,5	2	0,1	2	0,1
Group V	-	-	1	0,1	2	0,1
Group VI	<u>1</u>	<u>0,5</u>	<u>2</u>	<u>0,1</u>	<u>5</u>	<u>0,2</u>
	7	3,4	49	2,7	42	1,7
Whole country	429 207	100,0	3601 1837	100,0	5078 2523	100,0

Table 51.

Social groups.

Break up of readers.

	Higher class		Middle class		Lower class	
	N	%	N	%	N	%
Group I	1	14,3	4	8,2	6	14,3
Group II	1	14,3	38	77,5	24	57,1
Group III	3	42,8	2	4,1	3	7,1
Group IV	1	14,3	2	4,1	2	4,8
Group V	-	-	1	2,0	2	4,8
Group VI	<u>1</u>	<u>14,3</u>	<u>2</u>	<u>4,1</u>	<u>5</u>	<u>11,9</u>
	7	100,0	49	100,0	42	100,0

SAMPLES OF PERSONAL COMMENTARIES:

On the following pages there are presented samples from the personal commentaries, given by the interviewees. These have been arranged so, that first are given the personal motives why one reads DET BÄSTA, then the more general and vague motives. Then there is an arrangement of commentaries, taken from the questions on the most liked articles and finally some criticizing commentaries together with some mentions with regard to magazines in the rural sections.

From the first section one finds that DET BÄSTA is valued for a good many reasons. The urbanite appreciates the manysidedness of DET BÄSTA. The busy business man appreciates the concentration of the articles and the professional man finds articles of particular interest to him. The Swedish John Doe, who perhaps most values relaxation, likes DET BÄSTA because it is a fine little magazine, while Mrs. John Doe holds it to be a man's magazine.

From section two one finds that it was hard for the interviewees to pick the three best articles. "Don't knows" and undecided voices are often heard.

Criticism.

The criticism against DET BÄSTA is difficult to encircle. If you do not like a magazine, you stop buying it. There was, however, several interviewees, who claimed they were just about to give up DET BÄSTA or else were not able to accept the publication wholly without objections. Some of the criticism seems to indicate a reaction, that DET BÄSTA should be too americanized or camouflaged propaganda. It may be remarked that the Gallup Institute has asked the news-dealers about their impression of the general public's reaction in the monthly distribution surveys and reached

similar conclusions in these reports. "People complain over the bowing to American generals" was one commentary from such a dealer's service. Another was "DET BÄSTA is such that people have to get used to it".

Commentaries.

The very last section in the following commentaries is intended to illuminate the reactions among the farming population. They all present facts, that ought to be well known. A Swedish farm hand cannot afford the magazine, he has no time left for reading magazines. Moreover he has never seen or heard of DET BÄSTA.

I like the...

DET BÄSTA is...

DET BÄSTA is...

DET BÄSTA is...

All magazines...

They are all...

DET BÄSTA is...

Only men read...

We have all...

I read DET BÄSTA...

The contacts with...

DET BÄSTA is...

DET BÄSTA is...

Good articles...

Get DET BÄSTA...

EXLIBRIS
 KILBYBY
 S. L. B.

PRAISING COMMENTARIES.

I

DET BÄSTA deals with all topics /Wife in town/

DET BÄSTA gives an account of what is happening /Workmen in town/

In DET BÄSTA you find everything that is written in the others /Barber in
the country/

So many different things to read in DET BÄSTA, not always the same /Wife
in town/

There is a little of everything in DET BÄSTA /Controller in town/

Short, good articles in DET BÄSTA. They remind me of similar magazines
that I read in America /Mounter in town/

There is so much of interest concerning flying in DET BÄSTA /Joiner in town/

In the first place I like DET BÄSTA as a diversion, and secondly from a
professional point of view /Lieutenant in town/

I like the aphorisms the best. DET BÄSTA has too much propaganda /Man in town/

DET BÄSTA is in my opinion the best magazine. The size is nice, you can
have it your bag when travelling /Woman in the country/

DET BÄSTA is instructive /Workman's wife in the country/

DET BÄSTA is very nice /Wife in town/

All magazines are rubbish, except DET BÄSTA /Woman in town/

They are all good Allers, DET BÄSTA etc /Woman in town/

DET BÄSTA is a fine little magazine /Man in town/

Only men read DET BÄSTA /Woman in the country/

We have all magazines in our shop, but we only read DET BÄSTA /Man in town/

I read DET BÄSTA formerly. Good. /Baker in the country/

The contents of DET BÄSTA are valuable /Railway employee in the country/

DET BÄSTA is logically right /Tailor in town/

DET BÄSTA is the best /Employee in town/

Good articles, worth reading, in DET BÄSTA /Shopman in town/

Get DET BÄSTA from my daughter's family. It is a very good magazine
/Shoemaker in town/

There are so many good articles in DET BÄSTA /Mounter in town/
Subscribed formerly to DET BÄSTA with a price reduction. It is so awfully good, thought of writing and telling them so /Woman in the country/
Cannot choose between DET BÄSTA and ALLT. They are both good in every respect /Woman clerk in Stockholm/
My son always buys DET BÄSTA /Middleaged wife in town/.
Most up-to-date things in DET BÄSTA /wife of accountant in big town/
DET BÄSTA has rich contents /Woman clerk in big town/
Good articles in DET BÄSTA /Workman's wife in the country/
DET BÄSTA has informative and good articles /Wife of dealer in town/
DET BÄSTA has the main part of useful articles /Wife of railway employee in town/
Articles of lasting value in DET BÄSTA /Student in town/
DET BÄSTA has varying, good articles /Clerk's wife in big town/
There are good articles in DET BÄSTA /Engineer's wife in town/
DET BÄSTA is variable and full of usefull knowledge /Wife of purchase manager in town/
DET BÄSTA makes a selection of the best /Woman clerk in big town/
DET BÄSTA is the best /Woman clerk in big town/
My husband is also interested in DET BÄSTA /Wife of workman at a store in town/
So many interesting things to read in DET BÄSTA /Wife of workman in town/
There is so much to read in DET BÄSTA /Chamber-maid in big town/
DET BÄSTA is variable and full of useful knowledge /Foreman in town/
Interesting articles in DET BÄSTA /Farmer in the country/
Many and good articles in DET BÄSTA /Farmer in the country/
According to its own opinion DET BÄSTA meets a want /Expeditive in the country/
The contents of DET BÄSTA are valuable /Railway employee in the country/
Much worth reading in DET BÄSTA /Owner of a business of trucks rehired in the country/
DET BÄSTA is the magazine that is most worth reading /Merchant in the country/

- DET BÄSTA is both scientific and reliable /Drawer in town/
DET BÄSTA is in fact the only magazine that I really read /Foreman in big town/
DET BÄSTA has the richest contents /Electrician in town/
DET BÄSTA is full of useful knowledge /Moulder in big town/
DET BÄSTA is good and worth reading. Cheap /Pipe-layer in big town/
DET BÄSTA is worth reading, lasting and cheap /Postman in town/
DET BÄSTA is very interesting /Railway employee in big town/
There is most to be read in DET BÄSTA /Bicycle mechanic in the country/
DET BÄSTA has varying reading /Workman in town/
DET BÄSTA is both valuable and interesting /Assistant in big town/
DET BÄSTA is most worth reading /Joiner in town/
There are so many good articles in DET BÄSTA /Moulder in town/
DET BÄSTA seems to be well informed and informative /Workmen in big town/
DET BÄSTA is good and instructive /Drawer in big town/
DET BÄSTA is the most up-to-date magazine /Assistant at a store in town/
DET BÄSTA has good authors and you get a good view of the situation in the world /Reception clerk in town/
Good scientific articles /Driver in town/
I like DET BÄSTA because of its reliable contents /Waiter in town/
DET BÄSTA is an excellent magazine, worth bigger distribution. The best articles of the February issue were: Flight surgeon, So that mothers may live and Mystery of Aging /Woman in Skåne/
I like DET BÄSTA very much /Woman in town/
The magazine DET BÄSTA is excellent /Man in town/
DET BÄSTA is quite nice /Farmer in the country/
There is a
DET BÄSTA
DET BÄSTA
In DET BÄSTA
Nice, up-to-date

There is much of instructive value in DET BÄSTA /Truck owner in the country/
There is much to read in DET BÄSTA /Joiner in the country/
You find everything in DET BÄSTA /Painter in the country/
DET BÄSTA contains interesting articles /Car mechanic in the country/
I like DET BÄSTA the best /Farm hand in the country/
DET BÄSTA is most instructive /Captain in town/
DET BÄSTA is doubtless the best. I have bought it since it appeared /Captain
in town/
DET BÄSTA has the richest contents /Student in town/
DET BÄSTA contains briefly different up-to-date questions concerning the
events in the world /Student in big town/
DET BÄSTA is the most allround of the magazines /Dealer in big town/
DET BÄSTA contains so many good articles /Traveller in town/
DET BÄSTA contains only articles that are useful /Engineer in town/
Good articles in DET BÄSTA /Cashier in town/
DET BÄSTA is really worth reading. I have read it from beginning to end.
Everything is good. /Foreman in town/
Good articles, worth reading in DET BÄSTA /Shopman in town/
There is much to read in DET BÄSTA /Manager of a store in town/
DET BÄSTA contains many interesting articles /Dealer in town/
DET BÄSTA is the most expansive /Laundry expert in big town/
DET BÄSTA has the most valuable reading /Merchant in big town/
DET BÄSTA is the most interesting magazine /Student in town/
Good statements by well-known persons in DET BÄSTA /Merchant in big town/
DET BÄSTA is allround and informative /Seller in town/
There is a little of everything in DET BÄSTA /Controller in town/
DET BÄSTA contains everything /Railway employee in big town/
DET BÄSTA is up-to-date and interesting /Merchant in town/
In DET BÄSTA you find everything. Only DET BÄSTA is good enough /Telegrapher
in town/
Nice, up-to-date things in DET BÄSTA /Merchant in big town/

COMMENTARIES CONCERNING ARTICLES.

II.

The article about smoking was true, I myself have stopped smoking /Man in the country/
the country/

I like almost all the articles in DET BÅSTA /Man in the country/

There is no article that is not nice. There are so many different good articles that it is difficult to say which is the best /Woman in town/
town/

On the whole everything in DET BÅSTA is worth reading /Man in the country/
DET BÅSTA is very popular, no special article /Man in town/

I think that the articles on medicine are the best /Man in town/

Cannot decide on the question concerning the articles off hand /Man in town/

Two articles were good in the January issue of DET BÅSTA, then I don't know /Man in Norrland/
/Man in Norrland/

I am very interested in the life of the animals. "How both the busy Beaver" was the best /Man in town/
was the best /Man in town/

"How the Normandie was raised" was excellent /Mechanic's wife in town/

I prefer reading "Picturesque Speech" and short stories.

"Drama in every day life" was in my opinion the best of the February issue /Dressmaker in town/
/Dressmaker in town/

Have only read three articles /Wife of gardener in the country/

All the articles are equally good /Sales clerk in the country/

I thought that "Only one way to get thin" was the best. That was why I bought the magazine /Fire-men's wife in town/
bought the magazine /Fire-men's wife in town/

I generally read the articles superficially /Mechanic in the country/

The articles are good and informative /Waiter in big town/

"How the Normandie was raised" was excellent /Mechanic's wife in town/

The articles are rather plain /Civil engineer in big town/

All the articles are good /Engineer's wife in town/

Criticism.

III.

Damned rot /Man in town/

"Paris - Underground" and "These too were expendable" were good. The rest rot. I don't like the magazine. /Man in town/

There ought to be more articles on Swedish subjects /Man in the country/

DET BÄSTA has got worse, more and more americanized, but at the beginning I was enthusiastic /Man in town/

DET BÄSTA has got worse now than at the beginning. Then I stayed reading it till 6 o'clock one morning /Woman in town/

I get DET BÄSTA through relatives in USA. I think it is 90% rot, proper propaganda /Man in the country/

DET BÄSTA is disguised propaganda /Farmer in the country/

DET BÄSTA is worse now. We had it formerly /Woman in big town/

"VALT" is better than "DET BÄSTA", which is a falsified Swedification of "READER'S DIGEST", which is written for America and Americans who can digest it entirely /Man in town/.

We borrow some...

We cannot afford...

We cannot afford...

We cannot afford...

Can't afford beg...

We cannot afford...

We cannot afford...

I prefer buying...

Prefer reading a...

I have no magazine...

I don't buy magazine...

read books instead...

never bought any...

RURAL SECTIONS /Persons without a magazine/

IV.

- I have never seen the magazine before /Man in the country/
I have never seen DET BÄSTA before /Woman in Norrland/
I did not know that it existed /Man in the country/
It has not been possible to receive DET BÄSTA here /Man in the country/
We have the daily papers and that is enough /Farmer's wife/
Only the daily papers /Farmer's wife in the country/
We have no time to read weeklies. Every Sunday I walk in the woods
/Woman farmer in the country/
We never buy but the local paper. We have hardly time to read that one
/Farm hand in the country/
Only the daily paper /Farmer's wife in the country/
I never read weeklies /Forest worker in the country/
I only read the daily papers /Signalmen in the country/
We borrow sometimes, but we never buy ourselves /Farm hand in the country/
We cannot afford keeping weeklies /Farm hand in the country/
We cannot afford it /Farm hand in the country/
We cannot afford keeping weeklies /Pensioner in the country/
Cannot afford buying papers /Fitman in the country/
We cannot afford buying weeklies /Wife of stone-cutter in the country/
We cannot afford buying papers, now that they are so expensive /Worker in the
country/
I prefer buying books /Young girl in the country/
Prefer reading a good book /Farmer's wife in the country/
I have no magazine but instead I sometimes buy a good book /Wife of farm hand
in the country/
I don't buy magazines, prefer reading good books /Young girl in the country/
Read books instead /Time study engineer in the country/
Never bought any such magazine. I buy magazine about church and people /Woman
in the country/

I only read religious magazines /Man in the country/

Do you think that we other women in the country have time for such things
/Farmer's wife/

Have no time to read, get up at 3 o'clock every morning /Groom in the country/

Have no time to read /Farmer's wife in the country/

We other farm hands cannot afford such extravagance /Farm hand in the country/