

Sweden now 1977 - Skåne survey

SND-ID: snd0032-1. **Version:** 1.0. **DOI:** <https://doi.org/10.5878/ra8x-4x78>

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Citation

(1984) Sweden now 1977 - Skåne survey (Version 1.0) [Data set]. IMU-Testologen AB. Available at: <https://doi.org/10.5878/ra8x-4x78>

Alternative title

Sverige nu 1977 - Skåneundersökningen

Creator/Principal investigator(s)

Testologen Ltd.

Research principal

[IMU-Testologen AB](#)

Description

ORVESTO is a TNS Sifo survey that measures the reach of certain media elements by asking informants about their media habits.

Data contains personal data

No

Language

[Swedish](#)

Unit of analysis

[Individual](#)

Time period(s) investigated

1977-10-20 - 1978-01-20

Data format / data structure

[Numeric](#)

Data collection 1

- Time period(s) for data collection: 1977-10-20 - 1978-01-20
- Source of the data: Population group

Geographic spread

Geographic location: [Sweden](#)

Highest geographic unit

Province

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. 1984-02-01

Related research data in SND's catalogue

[Sweden now 1978-I](#)

[Sweden now 1978-II](#)

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Published: 1984-02-01

Last updated: 2019-02-06