

Sweden now 1978-II_5

SND-ID: snd0034-5. **Version:** 1.0. **DOI:** <https://doi.org/10.5878/002480>

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Associated documentation

0034_1.html (268.4 KB)

0034_2.html (265.99 KB)

0034_3.html (264.41 KB)

0034_4.html (264.74 KB)

0034_5.html (265 KB)

0034q.pdf (1.28 MB)

Citation

(1983) Sweden now 1978-II_5 (Version 1.0) [Data set]. IMU-Testologen AB. Available at: <https://doi.org/10.5878/002480>

Alternative title

Sverige nu 1978-II

Creator/Principal investigator(s)

Testologen Ltd.

Research principal

[IMU-Testologen AB](#)

Description

In the middle of the sixties Testologen AB, in cooperation with a group of advertisers, introduced a new way of investigation where data about the target groups, i.e. interests, consumer habits, possessions, buying intentions, and data about reading habits were collected in the same survey. At SSD there are now surveys available from the Sweden Now series covering the period 1972-1991. In the 1977 survey the respondents had to indicate their reading habits concerning fifteen different daily papers, weekdays and weekends respectively. They also had to state their reading habits concerning nearly fifty papers from the weekly and monthly press. Other questions dealt with the household's possession of a number of capital goods such as, car, camera, projector, washing machine, dishwasher, etc. and also if there were any dogs, cats, aquarium fishes or cagebirds in the household. A group of questions is dealing with buying habits and purchasing intentions for a number of products. A number of questions about personal interests are introduced by 'Human interests are different. How great is your interest for the following subjects and activities'. Subsequently the respondent is asked how interested he/she is in buying food, cooking, having guests, leisure time activities, etc. There is information about the respondent's gender, marital status, age, income, occupation, education and housing, and also about the household's size, age structure, and total income of household. Sweden Now 1978 is almost a total replication from the year before. A novelty for this survey is that the respondents had to indicate if they agreed or disagreed with a number of statements concerning life style. The number of questions concerning how frequently different shops are visited have been enlarged, while the questions about decisional power in the household have

been removed.

Purpose:

Collect broad information about interests, purchasing habits and media choices

Subset of Sweden Now 1978-II, covering the period 1978-04-17 to 1978-06-21.

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

1978-01-09 - 1978-06-22

Variables

374

Number of individuals/objects

1719

Weighting

Enligt särskilt urvalsförfarande utväljs var tredje person som ej svarat vid en viss tidpunkt och erbjuds någon form av uppmuntran för ett inskickat svar. De som därvid utväljs representerar två andra individer i bortfallet. Viktvariabel = V5.

Data format / data structure

[Numeric](#)

Data collection 1

- Mode of collection: Self-administered questionnaire: paper

- Time period(s) for data collection: 1978-04-17 – 1978-06-21
- Data collector: Testologen Ltd.
- Number of responses: 1719
- 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

[Consumption](#), [Newspaper readership](#), [Periodicals readership](#), [Shopping](#), [Retail outlets](#), [Domestic appliances](#), [Consumer goods](#), [Membership](#), [Attitudes](#), [Drinking behaviour](#), [Organizations](#), [Interest \(cognitive processes\)](#), [Frequency](#)

Publications

Swedish Social Science Data Service (1984) ORVESTO 1972-1979 - en marknadssociologisk databank vid Svensk samhällsvetenskaplig datatjänst. SSD report, 1. Göteborg: Swedish Social Science Data Service.

Testologen Ltd. (1978) Orvesto 1978-II : Hela riket. Sollentuna: Testologen Ltd.

If you have published anything based on these data, [please notify us](#) with a reference to your publication(s). If you are responsible for the catalogue entry, you can update the metadata/data description in DORIS.

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. 1983-11-01

Related research data in SND's catalogue

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Published: 1983-11-01

Last updated: 2019-02-06