

Sweden now 1974-I_4

SND-ID: snd0077-4. **Version:** 1.0. **DOI:** <https://doi.org/10.5878/002791>

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Associated documentation

0077_1.html (192.49 KB)

0077_2.html (192.18 KB)

0077_3.html (192.04 KB)

0077_4.html (192.22 KB)

0077_5.html (189.58 KB)

Citation

(1984) Sweden now 1974-I_4 (Version 1.0) [Data set]. IMU-Testologen AB. Available at: <https://doi.org/10.5878/002791>

Alternative title

Sverige nu 1974-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.

The 1974 survey is basically a replication of earlier surveys. The number of questions about visiting frequencies have been reduced in this years survey, while a new sub-group, local press, have been added to the questions about reading habits. A new group of questions dealing with purchasing intentions have been added.

Purpose:

Collect broad information about interests, purchasing habits and media choices

Subset of Sweden Now 1974-I, covering the period 1973-10-26 to 1974-01-02.

Data contains personal data

No

Language

[Swedish](#)

Unit of analysis

[Individual](#)

Population

Individuals aged 15-67 years

Time Method

[Longitudinal: Trend/Repeated cross-section](#)

Sampling procedure

[Probability: Simple random](#)

Sample selected from the Statistic Sweden population register over the total population (RTBS)

Time period(s) investigated

1973-09-17 - 1974-01-02

Variables

267

Number of individuals/objects

1842

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: 1973-10-26 - 1974-01-02
- 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

[Consumption](#), [Newspaper readership](#), [Periodicals readership](#), [Shopping](#), [Retail outlets](#), [Domestic appliances](#), [Consumer goods](#), [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. (1974) Orvesto 1974-I. 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. 1984-04-30

Related research data in SND's catalogue

[Sweden now 1978-I](#)

[Sweden now 1978-II](#)

[Sweden now 1979-I](#)

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Published: 1984-04-30

Last updated: 2019-02-06