

# Sweden now 1973-II\_2

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**Is part of collection at SND:** [Sweden now](#)

## Associated documentation

0083\_1.html (177.52 KB)

0083\_2.html (176.53 KB)

0083\_3.html (176.52 KB)

0083\_4.html (176.6 KB)

## Citation

(1984) Sweden now 1973-II\_2 (Version 1.0) [Data set]. IMU-Testologen AB. Available at: <https://doi.org/10.5878/002758>

## Alternative title

Sverige nu 1973-II

## 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.

A major part of the 1973 survey is a replication of Sweden Now 1972. The number of questions about interests have been increased while the questions about interest in receiving information have been removed. New questions deals with buying frequencies for a number of goods and how often one visits different shops and services.

Purpose:

Collect broad information about interests, purchasing habits and media choices

Subset of Sweden Now 1973-II, covering the period 1973-02-23 to 1973-05-23.

## 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

1973-02-23 - 1973-07-12

## Variables

243

## Number of individuals/objects

1753

## 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: 1973-02-23 - 1973-05-23
- Data collector: Testologen Ltd.
- Instrument: (Structured questionnaire)
- 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. (1973) Orvesto 1973-II. 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](#)

[Sweden now 1979-II](#)

[Sweden now 1977-I](#)

[Sweden now 1977-II](#)

[Sweden now 1976-I](#)

[Sweden now 1976-II](#)

[Sweden now 1975-I](#)

[Sweden now 1975-II](#)

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[Sweden now 1974-II](#)

[Sweden now 1973-II](#)  
[Sweden now 1972-II](#)  
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[Sweden now 1981-I](#)  
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[Sweden now 1988-I](#)  
[Sweden now 1988-II](#)  
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[Sweden now 1989-II](#)  
[Sweden now 1990-I](#)  
[Sweden now 1990-II](#)  
[Sweden now 1991-I](#)  
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[Sweden now 1978-I\\_2](#)  
[Sweden now 1978-I\\_3](#)  
[Sweden now 1978-I\\_4](#)  
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[Sweden now 1978-II\\_4](#)  
[Sweden now 1978-II\\_5](#)  
[Sweden now 1978-II\\_6](#)  
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[Sweden now 1979-I\\_3](#)  
[Sweden now 1979-I\\_4](#)  
[Sweden now 1979-II\\_2](#)  
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[Sweden now 1979-II\\_4](#)

[Sweden now 1979-II\\_5](#)  
[Sweden now 1977-I\\_2](#)  
[Sweden now 1977-I\\_3](#)  
[Sweden now 1977-I\\_4](#)  
[Sweden now 1977-II\\_2](#)  
[Sweden now 1977-II\\_3](#)  
[Sweden now 1977-II\\_4](#)  
[Sweden now 1977-II\\_5](#)  
[Sweden now 1973-II\\_3](#)  
[Sweden now 1973-II\\_4](#)  
[Sweden now 1972-II\\_2](#)  
[Sweden now 1972-II\\_3](#)  
[Sweden now 1972-II\\_4](#)  
[Sweden now 1974-I\\_2](#)  
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[Sweden now 1980-II\\_5](#)  
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[Sweden now 1982-II\\_2](#)  
[Sweden now 1982-II\\_3](#)  
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[Sweden now 1982-II\\_5](#)  
[Sweden now 1982-I\\_2](#)  
[Sweden now 1982-I\\_3](#)  
[Sweden now 1982-I\\_4](#)  
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[Sweden now 1979 - Skåne survey](#)  
[Sweden now 1977 - Skåne survey](#)  
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