

# Sweden now 1972-II\_4

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## Associated documentation

0087\_1.html (100.42 KB)

0087\_2.html (97.71 KB)

0087\_3.html (98.14 KB)

0087\_4.html (91.21 KB)

## Citation

(1984) Sweden now 1972-II\_4 (Version 1.0) [Data set]. IMU-Testologen AB. Available at: <https://doi.org/10.5878/002765>

## Alternative title

Sverige nu 1972-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.

The 1972 survey contains a number of questions about reading-habits. The respondents had to indicate how often they read a number of papers within the daily (big city), weekly and monthly press. Other questions dealt with the household's possession of a number of capital goods and pets. The respondents were asked about their interests in different activities and about their interest in receiving information about a number of subjects. 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.

Purpose:

Collect broad information about interests, purchasing habits and media choices

Subset of Sweden Now 1972-II, covering the period 1972-05-10 to 1972-06-21.

## 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**

1972-02-23 - 1972-06-21

**Variables**

140

**Number of individuals/objects**

2100

**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: 1972-05-10 - 1972-06-21
- 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

[Newspaper readership](#), [Periodicals readership](#), [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. (1972) Orvesto 1972-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

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