

Sweden now 1982-I_4

SND-ID: snd0165-4. **Version:** 1.0. **DOI:** <https://doi.org/10.5878/000975>

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Associated documentation

0165_1.html (227.08 KB)

0165_2.html (216.43 KB)

0165_3.html (216.25 KB)

0165_4.html (216.76 KB)

Citation

(1986) Sweden now 1982-I_4 (Version 1.0) [Data set]. IMU-Testologen AB. Available at: <https://doi.org/10.5878/000975>

Alternative title

Sverige nu 1982-I

Creator/Principal investigator(s)

Testologen Ltd.

Research principal

[IMU-Testologen AB](#)

Description

In this survey the questions about life style, decisional power at work and reading style have been removed.

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 population register DAFA-SPAR.

Time period(s) investigated

1981-10-20 – 1982-02-04

Variables

294

Number of individuals/objects

2079

Data format / data structure

[Numeric](#)

Data collection 1

- Mode of collection: Self-administered questionnaire
- Time period(s) for data collection: 1982-01 – 1982-02-04
- Data collector: Testologen Ltd.
- Source of the data: Population group

Geographic spread

Geographic location: [Sweden](#)

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](#), [Membership](#), [Interest \(cognitive processes\)](#)

Publications

Testologen AB (1982) Orvesto 1982-I : 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. 1986-01-01

Related research data in SND's catalogue

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[Sweden now 1978-II](#)

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