

Sweden now 1980-II_4

SND-ID: snd0181-4. **Version:** 1.0. **DOI:** <https://doi.org/10.5878/002795>

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Associated documentation

0181_1.html (249.67 KB)

0181_2.html (236.61 KB)

0181_3.html (237.24 KB)

0181_4.html (236.99 KB)

0181_5.html (235.89 KB)

0181q.pdf (1.27 MB)

Citation

(1986) Sweden now 1980-II_4 (Version 1.0) [Data set]. IMU-Testologen AB. Available at: <https://doi.org/10.5878/002795>

Alternative title

Sverige nu 1980-II

Creator/Principal investigator(s)

Testologen Ltd.

Research principal

[IMU-Testologen AB](#)

Description

A major part of this survey is a replication of earlier surveys. Questions about life style and decisional power at work are back again after being removed the year before. New questions deals with how much of the content the respondent reads in different papers

Purpose:

Collect broad information about interests, purchasing habits and media choices

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

1980-04-18 – 1980-06-04

Variables

325

Number of individuals/objects

1817

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 = V6.

Data format / data structure

[Numeric](#)

Data collection 1

- Mode of collection: Self-administered questionnaire: paper
- Time period(s) for data collection: 1980-04-18 – 1980-06-04
- Data collector: Testologen Ltd.
- Number of responses: 1817
- 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

Testologen AB (1980) Orvesto 1980-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. 1986-11-30

Related research data in SND's catalogue

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[Sweden now 1978-II](#)

[Sweden now 1979-I](#)

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