

# Sweden now 1991-I

**SND-ID:** snd0433-1. **Version:** 1.0. **DOI:** <https://doi.org/10.5878/001091>

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## Associated documentation

0433.html (317.98 KB)

## Citation

(1997) Sweden now 1991-I (Version 1.0) [Data set]. IMU-Testologen AB. Available at: <https://doi.org/10.5878/001091>

## Alternative title

Sverige nu 1991-I

## Creator/Principal investigator(s)

IMU-Testologen AB

## 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.

In the 1991 survey there are questions about existing household equipment and purchases planned for the next couple of years. The respondent also had to state on a scale ranging from 'very interested' to 'very uninterested' how interested she/he was in 67 various subjects and activities covering: Consumer durables; Consumer non-durables; Personal care, health and fashion; Plants and pets; Pleasure and leisure time; Residency and home hobbies; Social and political activities. Another question deals with how much money annually the respondent spends on gambling, clothes, entertainment etc. The respondent also had to state how often various shops were visited, how often various types of advertisements were noticed, and how often various products were bought. For some hundred various dailies, weeklies and monthly magazines the respondent had to state how often they were read. There were also a number of questions concerning the respondent's possibility to watch different television channels at home. The respondents were also asked how often they used different means of transport. Background information covers gender, age, marital status, occupation, education, housing, place of living and household composition.

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](#)

Sample selected from the population register DAFA-SPAR

**Time period(s) investigated**

1990-10-01 - 1991-02-01

**Variables**

410

**Number of individuals/objects**

5109

**Data format / data structure**

[Numeric](#)

**Data collection 1**

- Mode of collection: Self-administered questionnaire: paper
- Time period(s) for data collection: 1990-10-01 - 1991-02-01
- Data collector: IMU-Testologen AB
- Source of the data: Population group

**Geographic spread**

Geographic location: [Sweden](#)

**Lowest geographic unit**

A-region

**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)

## **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. 1997-09-25

## **Related research data in SND's catalogue**

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