

# 1.14a Sweden: history and current practice

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increasing difficulties in obtaining skilled interviewers (if any), and the high costs of interviewing. In several countries target group data are collected by means of self-administered questionnaires. Why not also readership figures?

The basic reasons for us to use a purely postal technique and conditions are presented in **Table 3**. A lot of research was done before deciding to use the postal form of contact. Special research on the reliability and validity of the Orvesto surveys was also done.

**TABLE 3 Reasons for postal media surveys in Sweden**

Excellent sampling possibilities  
Large information volumes possible  
Interview takes place when convenient for the respondent  
No interviewer bias  
Even level of education, no linguistic obstacles  
90% read a daily newspaper

Practically no ethnical minorities  
Attitude of obedience to authority  
People are used to filling in forms  
Economy  
High response rate  
High reliability and validity

**Bertil Klinte**  
Tidningsstatistik AB  
Solna, Sweden

# 1.14b Sweden: funding media research

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In 1979 the three parties in the media field in Sweden agreed to put up a special fund in order to finance research.

During 1980–82 a levy of 0.2% of all space orders placed through agencies will be set away in a special fund. This will amount to almost \$1,000,000 per year, which is rather a lot, considering that Sweden is a small country with just a little over 8,000,000 inhabitants.

The aims with this fund are two: (1) to increase the knowledge of the effectiveness of different media through research; (2) to find ways of educating media people and marketing people in how to use different media, and how to use the media research which is carried out in Sweden.

This fund is not intended to finance running surveys,

but to provide better education and better research in the media field.

There has been a lot of discussion about the specific projects to be financed by the fund. At least three projects will be put in hand within the near future: firstly, an investigation to try to find out more in detail about how the consumer gets his information, when he decides to buy a product or a service, and how much of that information he gets from advertising. Secondly, to investigate the readership surveys now running and see whether they are suitable for the purpose for which they are used. Apart from the Orvesto survey, there are three more to come this year, which may create quite a lot of difficulties for the media planners. Thirdly, a better education programme for media planners and marketing men.