

Reader's Digest Survey of Europe Today (SET, 1969 and 1990)

The entity that has organized the survey and is responsible for data collection - as well as key data on the entity's membership, governance arrangements, source of funding etc.

The SET was organized by [Reader's Digest Association](#), a global, multi-brand marketing company led by their flagship magazine, *Reader's Digest*.

A historical sketch of the initiation and origin of the survey

In 1963 a Products and People survey was conducted due to a wish to produce a marketing survey to measure the differences between consumers in Western Europe, and to see how subscribers to the European editions of the magazine *Reader's Digest* compared against the total population of each country. Reader's Digest Association decided to expand on this idea and to repeat the survey with a broader scope. The result was the 1969 Survey of Europe Today.

Internet links to the website of the responsible organization

[The website of the Reader's Digest Association](#)

There is no website for this specific project, but the [UK Data Service has a page](#) for it.

The frequency or repetitions of the survey. Possible explanation of this.

This study was repeated twice. First in 1969, then in 1990.

A description of the survey's content, i.e. both focused rotational and / or core modules of the survey

The main topics were as follows:

- Families, Homes and Possessions
- In the Home (questions about kitchen equipment etc)
- Food and Drink
- The Leisure Hours
- Transport and Tourism
- Fashion

- Attitudes to Europe
- Socio-Cultural Attitudes

For more details, please refer to [the Main Topics section](#) (scroll slightly down) at the UK Data Service.

An outline of the type of sample and the main data collection methods used

This varied between countries. There were three samples in most countries. First a sample that was asked questions 20-26 and another sample that was asked questions 27-33. In 12 of the 16 countries, the Reader's Digest had a national edition of the magazine, and the readers constituted a third sample that was asked the same questions.

In most of the 16 countries the selection of the samples attempted to achieve a random probability sample representative of the national population aged 18 and over who lived in private households.

Face-to-face interviews were conducted by Interscan Limited.

An account of availability of the data to researchers, restrictions on access, etc.

The data are available for download and online analysis at [the UK Data Service](#) upon registration (click "Download/Order"). Registering is free.

Questionnaires, English version

[The Codebook/User Guide](#)

The countries included in the different rounds

Austria, Belgium, Denmark, Finland, France, German Federal Republic, Ireland, Italy, Luxembourg, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and the United Kingdom. In the 1990 round, Greece also joined.

Cumulative file

Not available.

Publications based on data

No such list exists. However, the Reader's Digest magazine devoted an issue named *A survey of Europe to-day* (1970) to the survey.

Analytical summary...**Sources**

Unless otherwise noted, all information is extracted from UK Data Service subsite for the Reader's Digest Survey of Europe today.