



STICHTING KIJKONDERZOEK

APPENDIX 3: SKO COMMERCIAL TARGETS 02-01-2017

In this appendix we give an overview of SKO standard reporting targets.

TABLE 3.1 OVERVIEW OF SKO COMMERCIAL TARGETS

ABBREVIATION	NAME
6+ INCL	total 6 years and over
TOT 13+	total 13 years and over
3-5	3 - 5 years (only internal reporting)
3-8	3 - 8 years (only internal reporting)
3-12	3 - 12 years (only internal reporting)
6-8	6 - 8 years
6-12	6 - 12 years
9-12	9 - 12 years
13-19	13 -19 years
13-29	13 - 29 years
20-34	20 - 34 years
25-54	25 - 54 years
35-49	35 - 49 years
50-64	50 - 64 years
50+	50 years and over
65+	65 years and over
20-49	20 - 49 years
MAN 6+	male 6 years and over
VROUW 6+	female 6 years and over
MAN 13+	male 13 years and over
VROUW 13+	female 13 years and over
A 13+	social status A 13 years and over
B1 13+	social status B1 13 years and over
B2 13+	social status B2 13 years and over
C 13+	social status C 13 years and over
D 13+	social status D 13 years and over
AB1 13+	social status AB1 13 years and over
BDS 13+	shoppers 13 years and over

BDS2049	shoppers 20 to 49 years
BDS+KIND	shoppers with children from 0 to 17 years old
HHMK	persons 6 years and over in households with children from 0 to 17 years old
BTOB	business to business (Hierarchy)
M 2034	male 20 - 34 years
V 2034	female 20 - 34 years
M 2049	male 20 - 49 years
V 2049	female 20 - 49 years
M 2554	male 25 - 54 years
V 2554	female 25 - 54 years
M 3549	male 35 - 49 years
V 3549	female 35 - 49 years
M 50+	male 50 years and over
V 50+	female 50 years and over
2034AB1	20 - 34 years social status AB1
2034B2CD	20 - 34 years social status B2CD
3549AB1	35 - 49 years social status AB1
3549B2CD	35 - 49 years social status B2CD
50+AB1	50 years and over social status AB1
50+B2CD	50 years and over social status B2CD
2049AB1	20 - 49 years social status AB1
M2049AB1	male 20 - 49 years social status AB1
V2049AB1	female 20 - 49 years social status AB1
M249B2CD	male 20 - 49 years social status B2CD
V249B2CD	female 20 - 49 years social status B2CD
DAK 13+	daily buyers 13 years and over
DAK 20-49	daily buyers 20 - 49 years
DAK+KIND	daily buyers with children from 0 to 17 years old

Per January 2017, the following commercial target groups were added:

25-39	25 - 39 years
M25-39	male 25 - 39 years
V25-39	female 25 - 39 years
25-39AB1	25 - 39 years social status AB1
25-39B2CD	25 - 39 years social status B2CD
M25-39AB1	male 25 - 39 years social status AB1
V25-39AB1	female 25 - 39 years social status AB1
M25-39B2CD	male 25 - 39 years social status B2CD
V25-39B2CD	female 25 - 39 years social status B2CD
25-54AB1	25 - 54 years social status AB1
25-54B2CD	25 - 54 years social status B2CD
M25-54AB1	male 25 - 54 years social status AB1
V25-54AB1	female 25 - 54 years social status AB1
M25-54B2CD	male 25 - 54 years social status B2CD
V25-54B2CD	female 25 - 54 years social status B2CD

25-59 25 - 59 years
M25-59 male 25 - 59 years
V25-59 female 25 - 59 years
25-59AB1 25 - 59 years social status AB1
M25-59AB1 male 25 - 59 years social status AB1
V25-59AB1 female 25 - 59 years social status AB1

35-59 35 - 59 years
M35-59 male 35 - 59 years
V35-59 female 35 - 59 years
35-59AB1 35 - 59 years social status AB1
M35-59AB1 male 35 - 59 years social status AB1
V35-59AB1 female 35 - 59 years social status AB1

BDS25-54 shoppers 25 to 54 years

M6-12 male 6-12 years
V6-12 female 6-12 years

Building of 'Shoppers' (Variable Demo # 303, answer categories 2 and 3 and age 13 – 97 year)

<WIE_HV> : Which household member does take care of most of the household duties?

1. Hoofdkostwinner
2. huisvrouw
3. zowel hoofdkostwinner als huisvrouw
4. zoon
5. dochter
6. inwonende persoon

Building of 'Daily buyers' (Variable Demo # 2094, answer category 1 or 3 and age 13 – 97 year)

<WIE_BOODSCH> : Which person does take care of most of the daily shopping in your household?*

1. Myself
2. Somebody else (partner, parents, etc.)
3. Myself and somebody else to the same extent
4. Other

* If more than 1 household member equally does the day-to-day shopping, multiple persons within the household are classified as 'Daily buyer'.