



STICHTING KIJKONDERZOEK

APPENDIX 4: CELL MATRIX 31.12.2018

Cell number	Description of cell
1	3grstinclrgem,hkw<35, alleen
2	3grstinclrgem,hkw<35, alleen, hoog, werk
3	3grstinclrgem,hkw 35-49 jr, alleen
4	3grstinclrgem,hkw<50 jr,samen
5	3grstinclrgem,hh met kind, opl laag midden
6	3grstinclrgem,hh met kind, opl hoog
7	3grstinclrgem,hkw 50+ alleen, opl laag
8	3grstinclrgem,hkw 50+ alleen, opl midden hoog
9	3grstinclrgem,hkw 50+ samen, gn werk
10	3grstinclrgem,hkw 50+ samen, werk
11	rest west,hkw<35alleen
12	rest west,hkw<35alleen, opl hoog, hkw werkt
13	rest west,hkw 35-49 jr alleen
14	rest west,hkw<35jr, samen
15	rest west,hkw 35-49 jr, samen
16	rest west,hh met kind 0-12 jr, opl laag midden
17	rest west,hh met kind 0-12 jr, opl hoog
18	rest west,hh met kind 13-17 jr
19	rest west,hkw 50+ alleen, opl laag, gn werk
20	rest west,hkw 50+, opl laag, werk
21	rest west,hkw 50+ alleen, opl midden
22	rest west,hkw 50+, opl hoog, gn werk
23	rest west,hkw 50+, opl hoog, werk
24	rest west,hkw 50+ samen,opl laag, gn werk
25	rest west,hkw 50+ samen, opl midden, gn werk
26	rest west,hkw 50+ samen, opl midden, werk
27	noord,hkw<50 jr alleen
28	noord,hkw <35-50+ samen, opl laag midden
29	noord,hkw <35-50+ samen, opl hoog
30	noord,hh met kind 0-17 jr
31	noord,hkw 50+ alleen
32	oost,hkw<35jr, alleen
33	oost,hkw 35-49 jr alleen
34	oost,hkw <50jr samen
35	oost,hh met kind, opl laag, opl midden hoog gn werk

Cell number	Description of cell
36	oost,hh met kind, opl midden, werk
37	oost,hh met kind, opl hoog, werk
38	oost,hkw 50+ alleen, opl laag
39	oost,hkw 50+ alleen, opl midden hoog
40	oost,hkw 50+ samen, opl laag
41	oost,hkw 50+ samen, opl midden
42	oost,hkw 50+ samen, opl hoog
43	zuid,hkw<35alleen
44	zuid,hkw 35-49 jr alleen
45	zuid,hkw<35 samen
46	zuid,hkw 35-49 jr samen
47	zuid,hh met kind 0-12 jr, opl laag midden
48	zuid,hh met kind 0-12 jr, opl hoog
49	zuid,hh met kind 13-17 jr
50	zuid,hkw 50+ alleen, opl laag
51	zuid,hkw 50+ alleen, opl midden hoog
52	zuid,hkw 50+ samen, opl laag
53	zuid,hkw 50+ samen, opl midden hoog, gn werk
54	zuid,hkw 50+ samen, opl midden hoog, werk
55	drenthe,hkw<50jr, hh met kind 0-17 jr
56	drenthe,hkw 50+jr
57	zeeland,hkw<50jr, hh met kind 0-17 jr
58	zeeland,hkw 50+jr
59	flevoland,hkw<50jr, hh met kind 0-17 jr
60	flevoland,hkw 50+jr
61	allochtoon, 3grstinclrgem
62	allochtoon, rest west
63	allochtoon, noord
64	allochtoon, oost
65	allochtoon, zuid

LEGEND

Ethnicity:

Allocht Immigrant

Region:

GrStdinclrgem 3 big cities+suburbs
 West Rest west (excl. 3 big cities + suburbs)
 Noord North excl. Drenthe
 Oost East excl. Flevoland
 Zuid South excl. Zeeland
 Drenthe Drenthe
 Zeeland Zeeland
 Flevoland Flevoland

Family cycle:

Hkw<=34jr;alleen Single household age <=34 years
 Hkw3549jr; alleen Single household age 35-49 years
 Hkw>=50jr; alleen Single household age 50+
 Hkw<=34jr;samen;Knd-0 Adult family (without children), age head of household <=34 years

Hkw3549jr;samen;Knd-0	Adult family (without children), age head of household 35-49 years
Hkw>=50jr;samen	Adult family (without children), age head of household 50+
Met kind 0-17 jr	Household with youngest child in age group 0-17
Met kind 0-12 jr	Household with youngest child in age group 0-12
Met kind 13-17 jr	Household with youngest child in age group 13-17

Employment status:

GnWerk	0 weekly working hours
Werk	> 0 weekly working hours

Education:

Opl Laag	Low educational level
Opl Midden	Middle educational level
Opl Hoog	High educational level

Background cell matrix:

-On January 1st 2011, an adjusted cell matrix was introduced, which contained the currently 65 cells (before that, the cell matrix contained 100 cells), based on the Golden Standard universes.

-In 2015, the cell matrix has been analysed again in-depth and that lead to changes in 27 cells, mostly on the cell definitions of cells based on the fact that not the variable Education is now chosen before Employment status in the ranking used for aggregating categories within the cells.