



STICHTING KIJKONDERZOEK

APPENDIX 3: SKO COMMERCIAL TARGETS 31.12.2018

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

Per January 2018, the following commercial target groups were added:

INET-JA	people of 3 years and older with internet access
INET-NEE	people of 3 years and older without internet access

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?	
	<ol style="list-style-type: none"> 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?*	
	<ol style="list-style-type: none"> 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'.