1 MOS 2 MAA 3 MGE 4 MGE 5 MOS 6 MGC 7 MGC 8 MGC 9 MGC 10 MRE 11 MRE 12 MRE 13 MFA 14 MFG 15 MFW 16 MOP 17 MOP 18 MOP 19 MBE 20 MBE 21 MBE 22 MBE 23 MBE 24 MBE 25 MSK 26 MSK 27 MSK 30 MHH 31 MHK	Name OSTYPE AANTHUI GEMOMV GEMLEEF OSHOOFD GODRK GODPR GODOV GODGE RELGE RELSA RELOV FALLEEN FWEKIND OPLHOOG	Description Customer Subtype Number of houses Avg size household Avg age Customer main type Roman catholic Protestant Other religion No religion Married Living together Other relation Singles	levels L0 1–10 1–6 L1 L2 L3 L3 L3 L3 L3 L3 L3 L3 L3		2 3 4 5 6 7	High Income Very Important Provincials High status seniors Affluent senior apartments Mixed seniors Career and childcare Dinki's (double income no kids)	2 3 4	20-30 years 30-40 years 40-50 years 50-60 years	2	Successful hedonists Driven Growers Average Family	1 2	0% 1 - 10%	1	0 1 49 50 99
2 MAA 3 MGE 4 MGE 5 MOS 6 MGC 7 MGC 8 MGC 9 MGC 10 MRE 11 MRE 12 MRE 13 MFA 14 MFG 15 MFW 16 MOP 17 MOP 18 MOP 19 MBE 20 MBE 21 MBE 22 MBE 23 MBE 24 MBE 25 MSK 26 MSK 27 MSK 30 MHH 31 MHK	AANTHUI GEMOMV GEMLEEF OSHOOFD GODRK GODPR GODOV GODGE RELGE RELGE RELSA RELOV FALLEEN FGEKIND FWEKIND	Number of houses Avg size household Avg age Customer main type Roman catholic Protestant Other religion No religion Married Living together Other relation Singles	1-10 1-6 L1 L2 L3 L3 L3 L3 L3 L3 L3		2 3 4 5 6 7	Very Important Provincials High status seniors Affluent senior apartments Mixed seniors Career and childcare	2 3 4	30-40 years 40-50 years	2	Driven Growers Average Family	1 2	1 - 10%	1	1 49
3 MGE 4 MGE 5 MOS 6 MGC 7 MGC 8 MGC 9 MGC 10 MRE 11 MRE 12 MRE 13 MFA 14 MFG 15 MFV 16 MOP 17 MOP 18 MOP 19 MBE 20 MBE 21 MBE 22 MBE 23 MBE 24 MBE 25 MSK 26 MSK 27 MSK 30 MHH 31 MHK	GEMOMV GEMLEEF OSHOOFD GODRK GODPR GODOV GODGE RELGE RELGE RELSA RELOV FALLEEN FGEKIND FWEKIND	Avg size household Avg age Customer main type Roman catholic Protestant Other religion No religion Married Living together Other relation Singles	1-6 L1 L2 L3 L3 L3 L3 L3 L3 L3 L3 L3		3 4 5 6 7	High status seniors Affluent senior apartments Mixed seniors Career and childcare	3 4	40-50 years	3	Average Family	2			
4 MGE 5 MOS 6 MGC 7 MGC 8 MGC 9 MGC 10 MRE 11 MRE 12 MRE 13 MFA 14 MFG 15 MFW 16 MOP 17 MOP 18 MOP 19 MBE 20 MBE 21 MBE 22 MBE 23 MBE 24 MBE 25 MSK 26 MSK 27 MSK 30 MHH 31 MHK	GEMLEEF OSHOOFD GODRK GODPR GODOV GODGE RELGE RELGE RELSA RELOV FALLEEN FGEKIND FWEKIND	Avg age Customer main type Roman catholic Protestant Other religion No religion Married Living together Other relation Singles	L1 L2 L3 L3 L3 L3 L3 L3 L3		4 5 6 7	Affluent senior apartments Mixed seniors Career and childcare	4					11 - 23%	2	50 99
5 MOS 6 MGC 7 MGC 8 MGC 9 MGC 10 MRE 11 MRE 12 MRE 13 MFA 14 MFG 15 MFW 16 MOP 17 MOP 18 MOP 19 MBE 20 MBE 21 MBE 22 MBE 23 MBE 24 MBE 25 MSK 26 MSK 27 MSK 28 MSK 30 MHH 31 MHK	OSHOOFD GODRK GODPR GODOV GODGE RELGE RELSA RELOV FALLEEN FGEKIND FWEKIND	Customer main type Roman catholic Protestant Other religion No religion Married Living together Other relation Singles	L2 L3 L3 L3 L3 L3 L3		5 6 7	Mixed seniors Career and childcare		50-60 vears	1					
6 MGC 7 MGC 8 MGC 9 MGC 10 MRE 11 MRE 12 MRE 13 MFA 14 MFG 15 MFW 16 MOP 17 MOP 18 MOP 19 MBE 20 MBE 21 MBE 22 MBE 23 MBE 24 MBE 25 MSK 26 MSK 27 MSK 28 MSK 29 MSK 30 MHH 31 MHK	GODRK GODPR GODOV GODGE RELGE RELSA RELOV FALLEEN FGEKIND FWEKIND	Roman catholic Protestant Other religion No religion Married Living together Other relation Singles	L3 L3 L3 L3 L3 L3		6 7	Career and childcare	5			Career Loners	3	24 - 36%		100 199
7 MGC 8 MGC 9 MGC 10 MRE 11 MRE 12 MRE 13 MFA 14 MFG 15 MFW 16 MOP 17 MOP 18 MOP 19 MBE 20 MBE 21 MBE 22 MBE 23 MBE 24 MBE 25 MSK 26 MSK 27 MSK 30 MHH 31 MHK	GODPR GODOV GODGE RELGE RELSA RELOV FALLEEN FGEKIND FWEKIND	Protestant Other religion No religion Married Living together Other relation Singles	L3 L3 L3 L3 L3		7			60-70 years		Living well	4	37 - 49%	4	200 499
8 MGC 9 MGC 10 MRE 11 MRE 12 MRE 13 MFA 14 MFG 15 MFW 16 MOP 17 MOP 18 MOP 19 MBE 20 MBE 21 MBE 22 MBE 23 MBE 24 MBE 25 MSK 26 MSK 27 MSK 28 MSK 29 MSK 30 MHH 31 MHK	GODOV GODGE RELGE RELSA RELOV FALLEEN FGEKIND FWEKIND	Other religion No religion Married Living together Other relation Singles	L3 L3 L3			Dinki's (double income no kids)	6	70-80 years		Cruising Seniors		50 - 62%		500 999
9 MGC 10 MRE 11 MRE 12 MRE 13 MFA 14 MFG 15 MFW 16 MOP 17 MOP 18 MOP 19 MBE 20 MBE 21 MBE 22 MBE 23 MBE 24 MBE 25 MSK 26 MSK 27 MSK 28 MSK 29 MSK 30 MHH 31 MHK	GODGE RELGE RELSA RELOV FALLEEN FGEKIND FWEKIND	No religion Married Living together Other relation Singles	L3 L3		8					Retired and Religeous	6	63 - 75%	6	
10 MRE 11 MRE 11 MRE 12 MRE 13 MFA 14 MFG 15 MFW 16 MOP 17 MOP 18 MOP 19 MBE 20 MBE 21 MBE 22 MBE 23 MBE 24 MBE 25 MSK 26 MSK 27 MSK 28 MSK 30 MHH 31 MHK	RELGE RELSA RELOV FALLEEN FGEKIND FWEKIND	Married Living together Other relation Singles	L3		-	Middle class families				Family with grown ups	7		7	5000 9999
MRE 11 MRE 12 MRE 13 MFA 14 MFG 15 MFW 16 MOP 17 MOP 18 MOP 19 MBE 20 MBE 21 MBE 22 MBE 23 MBE 24 MBE 25 MSK 26 MSK 27 MSK 30 MHH 31 MHK	RELSA RELOV FALLEEN FGEKIND FWEKIND	Living together Other relation Singles	-			Modern			-	Conservative families	8	89 - 99%		10.000 19.999
12 MRE 13 MFA 14 MFG 15 MFW 16 MOP 17 MOP 18 MOP 19 MBE 20 MBE 21 MBE 22 MBE 23 MBE 24 MBE 25 MSK 26 MSK 27 MSK 30 MHH 31 MHK	RELOV FALLEEN FGEKIND FWEKIND	Other relation Singles	L3			Stable family			10	Farmers	9	100%	9	20.000 - ?
13 MFA 14 MFG 15 MFW 16 MOP 17 MOP 18 MOP 19 MBE 20 MBE 21 MBE 22 MBE 23 MBE 24 MBE 25 MSK 26 MSK 27 MSK 28 MSK 30 MHH 31 MHK	FALLEEN FGEKIND FWEKIND	Singles				Family starters								
14 MFG 115 MFW 116 MOP 117 MOP 118 MOP 119 MBE 20 MBE 21 MBE 22 MBE 23 MBE 24 MBE 25 MSK 26 MSK 27 MSK 28 MSK 29 MSK 30 MHH 31 MHK	FGEKIND FWEKIND		L3			Affluent young families								
15 MFW. 16 MOP 17 MOP 18 MOP 19 MBE 20 MBE 21 MBE 22 MBE 23 MBE 24 MBE 25 MSK 26 MSK 27 MSK 28 MSK 30 MHH 31 MHK	FWEKIND		L3			Young all american family								
16 MOP 17 MOP 18 MOP 19 MBE 20 MBE 21 MBE 22 MBE 23 MBE 24 MBE 25 MSK 26 MSK 27 MSK 28 MSK 29 MSK 30 MHH 31 MHK		Household without children	L3			Junior cosmopolitan								
117 MOP 118 MOP 119 MBE 120 MBE 121 MBE 122 MBE 123 MBE 124 MBE 125 MSK 126 MSK 127 MSK 128 MSK 129 MSK 131 MHK		Household with children	L3			Senior cosmopolitans								
MOP 119 MBE 119 MBE 120 MBE 121 MBE 122 MBE 123 MBE 124 MBE 125 MSK 126 MSK 127 MSK 128 MSK 131 MHK		High level education	L3			Students in apartments								
19 MBE 20 MBE 21 MBE 22 MBE 23 MBE 24 MBE 25 MSK 26 MSK 27 MSK 28 MSK 29 MSK 30 MHH 31 MHK	OPLMIDD	Medium level education	L3			Fresh masters in the city								
20 MBE 21 MBE 22 MBE 23 MBE 24 MBE 25 MSK 26 MSK 27 MSK 28 MSK 29 MSK 30 MHH 31 MHK	OPLLAAG	Lower level education	L3			Single youth								
21 MBE 22 MBE 23 MBE 24 MBE 25 MSK 26 MSK 27 MSK 28 MSK 29 MSK 30 MHH 31 MHK	BERHOOG	High status	L3			Suburban youth								
22 MBE 23 MBE 24 MBE 25 MSK 26 MSK 27 MSK 28 MSK 29 MSK 30 MHH 31 MHK	BERZELF	Entrepreneur	L3			Etnically diverse								
23 MBE 24 MBE 25 MSK 26 MSK 27 MSK 28 MSK 29 MSK 30 MHH 31 MHK	BERBOER	Farmer	L3			Young urban have-nots								
24 MBE 25 MSK 26 MSK 27 MSK 28 MSK 29 MSK 30 MHH 31 MHK	BERMIDD	Middle management	L3			Mixed apartment dwellers								
25 MSK 26 MSK 27 MSK 28 MSK 29 MSK 30 MHH 31 MHK	BERARBG	Skilled labourers	L3			Young and rising								
26 MSK 27 MSK 28 MSK 29 MSK 30 MHH 31 MHK	BERARBO	Unskilled labourers	L3			Young								
27 MSK 28 MSK 29 MSK 30 MHH 31 MHK		Social class A	L3			Young seniors in the city								
28 MSK 29 MSK 30 MHH 31 MHK	SKB1	Social class B1	L3			Own home elderly								
29 MSK 30 MHH 31 MHK	SKB2	Social class B2	L3			Seniors in apartments								
30 MHH 31 MHK		Social class C	L3			Residential elderly								
31 MHK		Social class D	L3			Porchless seniors: no front yard								
	HHUUR	Rented house	L3	1	30	Religious elderly singles								
32 MAU	HKOOP	Home owners	L3			Low income catholics								
	AUT1	1 car	L3			Mixed seniors								
	AUT2	2 cars	L3			Lower class large families								
	AUT0	No car	L3			Large family								
	ZFONDS	National Health Service	L3			Village families								
	ZPART	Private health insurance	L3			Couples with teens 'Married with children	n'							
37 MINH	INKM30	Income < 30.000	L3			Mixed small town dwellers								
	INK3045	Income 30-45.000	L3			Traditional families								
	INK4575	Income 45-75.000	L3			Large religous families								
	INK7512	Income 75-122.000	L3			Large family farms								
	INK123M	Income >123.000	L3		41	Mixed rurals								
	INKGEM	Average income	L3											
	KOOPKLA	Purchasing power class	L3											
		Contribution private third party insurance	L4											
	WAPART	Contribution third party insurance (firms)	L4											
46 PWA	WABEDR	Contribution third party insurance (agriculture)	L4											

48	PBESAUT	Contribution delivery van policies	L4	
49	PMOTSCO	Contribution motorcycle/scooter policies	L4	
50	PVRAAUT	Contribution lorry policies	L4	
51	PAANHANG	Contribution trailer policies	L4	
52	PTRACTOR	Contribution tractor policies	L4	
53	PWERKT	Contribution agricultural machines policies	L4	
54	PBROM	Contribution moped policies	L4	
55	PLEVEN	Contribution life insurances	L4	
56	PPERSONG	Contribution private accident insurance policies	L4	
57	PGEZONG	Contribution family accidents insurance policies	L4	
58	PWAOREG	Contribution disability insurance policies	L4	
59	PBRAND	Contribution fire policies	L4	
60	PZEILPL	Contribution surfboard policies	L4	
61	PPLEZIER	Contribution boat policies	L4	
62	PFIETS	Contribution bicycle policies	L4	
63	PINBOED	Contribution property insurance policies	L4	
64	PBYSTAND	Contribution social security insurance policies	L4	
65	AWAPART	Number of private third party insurance	1–12	
66	AWABEDR	Number of third party insurance (firms)	1–12	
67	AWALAND	Number of third party insurance (agriculture)	1–12	
68	APERSAUT	Number of car policies	1–12	
69	ABESAUT	Number of delivery van policies	1–12	
70	AMOTSCO	Number of motorcycle/scooter policies	1–12	
71	AVRAAUT	Number of lorry policies	1–12	
72	AAANHANG	Number of trailer policies	1–12	
73	ATRACTOR	Number of tractor policies	1–12	
74	AWERKT	Number of agricultural machines policies	1–12	
75	ABROM	Number of moped policies	1–12	
76	ALEVEN	Number of life insurances	1–12	
77	APERSONG	Number of private accident insurance policies	1–12	
78	AGEZONG	Number of family accidents insurance policies	1–12	
79	AWAOREG	Number of disability insurance policies	1–12	
80	ABRAND	Number of fire policies	1–12	
81	AZEILPL	Number of surfboard policies	1–12	
82	APLEZIER	Number of boat policies	1–12	
83	AFIETS	Number of bicycle policies	1–12	
84	AINBOED	Number of property insurance policies	1–12	
85	ABYSTAND	Number of social security insurance policies	1–12	
86	Purchase	Number of mobile home policies 0 - 1	Yes/No	