

What is a Socio-Economic Group?

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Socio-Economic Groups, as explained by DJS Research Ltd.

Market Research agencies often divide the population into different groupings, based on the occupation of the head of the household, for the purpose of drawing comparisons across a wide range of people - it is used to see how people in differing socio-economic situations react to the same stimuli. The groups are most often defined as follows:-

A- Higher managerial, administrative, professional e.g. Chief executive, senior civil servant, surgeon

B - Intermediate managerial, administrative, professional e.g. bank manager, teacher

C1- Supervisory, clerical, junior managerial e.g. shop floor supervisor, bank clerk, sales person

C2 - Skilled manual workers e.g. electrician, carpenter

D- Semi-skilled and unskilled manual workers e.g. assembly line worker, refuse collector, messenger

E - Casual labourers, pensioners, unemployed e.g. pensioners without private pensions and anyone living on basic benefits

For further information please visit DJS Research, a full service market research agency. Alternatively, feel free to call them on +44 (0) 1663 767857

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