

How do market researchers measure socio-economic status globally?

Contributed by DJS Research Ltd
Wednesday, 04 May 2011
Last Updated Tuesday, 17 July 2012

How do market researchers measure socio-economic status globally? As answered by DJS Research Ltd
There are inherent problems in using a universal method of measuring socio-economic status since different societies can attach different values to certain occupations and levels of educational attainment. For instance, in societies such as India greater status is accorded to the engineering profession than in some Western societies. Similarly, some societies place an emphasis on household income from which to draw their conclusions on socio-economic status. In the last decade, however, the market research company KMR Group introduced TGI Global Socio-Economic Levels (SELS) which have successfully measured socio-economic status across different continents using as their criteria a mixture of educational attainment and the ownership of key consumer durables. Results from using this method have shown strong correlation with domestic, more traditional methods of measuring socio-economic status.

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

Follow DJS Research Ltd: [On Twitter](#) :: [On Facebook](#) :: [On Linkedin](#) :: [On You Tube](#) Â Â Â Â Â Â Â Â Â