

Socio Economic Segmentation – GWI USA

The Socio Economic Segmentation assigns GWI USA respondents to one of five groups using a range of questions across the lifestyle and professional life & finances sections.

How the segmentation works

In order to determine their socio-economic group, we have a system whereby respondents receive points based on their answers to a number of questions relating to their lifestyles, professional lives and personal circumstances.

Once these points have been allocated to all respondents, that market is divided into five quintiles – with the 1st quintile containing those of the highest socio economic group and the 5th quintile comprising those at the other end of the spectrum.

For questions relating to income or wealth where we offer a “prefer not to say” option, those who selected it were awarded a neutral score designed not to up- or down-weight their overall ranking. Only a small minority of respondents select this option, however, and analysis suggests that they come from a range of financial backgrounds.

There are a total of 140 points available for each respondent, these scores are then divided into five groups, and become the five social grade quintiles.

The point values for all questions included in the segmentation are detailed overleaf.

Income	Top 33%	19
One score, max 19 pts	Mid 33%	10
	Bottom 33%	2
	Prefer not to say	3

Car Ownership	3+ cars in household	15
One score, max 15 pts	2 cars in household	10
	1 car in household	5
	0 cars in household	1

Vacations	At least once a month	10
(Domestic)	Once every 2 or 3 months	8
	Once every 6 months	6
	Once a year	4
	Less often	2
	I don't do this	1

Long-Haul	At least once a month	15
Vacations (Abroad)	Once every 2 or 3 months	12
	Once every 6 months	8
	Once a year	6
	Less often	4
	I don't do this	1

Educational Achievement	Post-graduate	15
One score, max 15 pts	University	11
	Trade / Technical School	5
	Graduated high school	3
	Did not graduate high school	1

Work Seniority	Executive Management	8
One score, max 8 pts	Senior Management	6
	Management	4
	Project Manager	3
	Supervisor / Junior Manager	2
	Junior Team Member	1
	Entry Level Position	1

Device Ownership	7+ Devices owned	10
One score, max 10 pts	5-6 Devices owned	8
	3-4 Devices owned	4
	1-2 Devices owned	2

Savings and Investments	Top 33%	17
One Score, max 17 points	Mid 33%	10
	Bottom 33%	2
	Don't Know/Prefer not to say	5
	None	1

Property Ownership	Yes	7
One score, max 7 pts	No	1

Second Home Ownership	Yes	12
One score, max 12 pts	No	1

Working Status One score, max 15 pts	Executive Management	15	Office Worker	4	Retired	2
	Senior Management	11	Service / Support Worker	4	Student	2
	Management	9	Skilled Manual Worker	4	Stay-at-Home Parent	3
	Project Manager	7	Semi Skilled Worker	3	Serving in military	5
	Supervisor / Junior Manager	6	Other	4	Student	3
	Professional (ex. Accountant)	5	Unemployed	1	Other	2