

Income Segmentation – GWI USA

The Household Income Segmentation sorts all GWI USA respondents into three groups based on their household income in relation to other respondents.

Household Income

We ask GWI USA respondents to think about their *annual household income* rather than their personal income to ensure we get a complete picture of their circumstances; this is especially important for people who might not be employed, but have a partner who is.

Income Segments

We use the results from the household income question to create three income segments – dividing people into the Low, Middle and High thirds. In some cases, the income brackets don't allow the respondents to be segmented cleanly into thirds, but the groups have been created to be as evenly distributed as possible. Anyone who answered "Not sure" or "Prefer not to say" in the income question is included in a separate "Prefer not to say" segment.

	Low	Medium	High
GWI USA	Under \$15,000	\$50,000 – \$74,999	\$100,000 – \$124,999
US DOLLAR	\$15,000 – \$24,999	\$75,000 – \$99,999	\$125,000 – \$149,999
USD	\$25,000 – \$34,999		\$150,000 – \$174,999
	\$35,000 – \$49,999		\$175,000 – \$199,999
			\$200,000 – \$399,999
			\$400,000 – \$499,999
			\$500,000 – \$999,999

			\$1 million+
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