

Bringing you closer
to the Consumer

SOCIO-ECONOMIC CLASSIFICATION-2012

The New SEC system used in India

April, 2012

AZ Research Partners Pvt Ltd.

Just two questions



SHOW CARD/READ OUT

Q1a. Please take a look at this list and tell me which of these items do you have at home? (It could be owned by you, your family, or provided by the employer or it could be available in the house you live in; but it should be for the use of just you or your family)

EXPLAIN, IF NECESSARY:

We have a standard list of items that we use in all kinds of cities and villages. So don't worry if an item appears irrelevant for you, or too ordinary-just go ahead and tell me which items you do have. We need this information just for survey purpose only.

Do you have a...(ITEM) in your home (which is in working condition)?

CIRCLE ITEMS OWNED/HAVE AT HOME. TICK THE ITEM IF OWNED. ADD THE NO. OF TICKS IN THE BOX.

Q1b. Does your family own any agricultural land, by agricultural land I mean land that is currently under cultivation or plantation?

SHOW CARD/READ OUT

Q2. Could you tell me something about the person who makes the biggest contribution to the running of the household. To what level has he studied?

RECORD IN GRID. USE GRID TO DETERMINE NEW SEC.



RECORDING The grid



	Items owned / have access at home	Circle	Tick
1a	Electricity Connection	01	✓
	Ceiling Fan	02	✓
	LPG Stove	03	✓
	Two Wheeler	04	✓
	Color TV	05	✓
	Refrigerator	06	✓
	Washing Machine	07	
	Personal Computer/Laptop	08	
	Car/Jeep/Van	09	✓
	Air Conditioner	10	
1b	Agricultural land	11	✓
	NUMBER OF STANDARD 11 OWNED		8



The grid

No. of Durables (TRANSFER FROM Q1)	Chief Earner: Education (Q2)						
	Illiterate	Literate but no formal schooling/ School-Upto4 years	School-5 to 9 years	SSC/ HSC	Some College (incl Diploma) but not Grad	Graduate/ Post Graduate: General	Graduate/ Post Graduate: Professional
	1	2	3	4	5	6	7
None	E ₃	E ₂	E ₂	E ₂	E ₂	E ₁	D ₂
1	E ₂	E ₁	E ₁	E ₁	D ₂	D ₂	D ₂
2	E ₁	E ₁	D ₂	D ₂	D ₁	D ₁	D ₁
3	D ₂	D ₂	D ₁	D ₁	C ₂	C ₂	C ₂
4	D ₁	C ₂	C ₂	C ₁	C ₁	B ₂	B ₂
5	C ₂	C ₁	C ₁	B ₂	B ₁	B ₁	B ₁
6	C ₁	B ₂	B ₂	B ₁	A ₃	A ₃	A ₃
7	C ₁	B ₁	B ₁	A ₃	A ₃	A ₂	A ₂
8	B ₁	A ₃	A ₃	A ₃	A ₂	A ₂	A ₂
9+	B ₁	A ₃	A ₃	A ₂	A ₂	A ₁	A ₁

