How are the Socio-Economic groupings defined?

Socio-Economic groups in emma™ are defined according to the Education level, Personal or Household Income, Occupation and Home Status of a respondent.

Social Grade Scores

For each of the above demographic factors, the respondent is given a score and scores are then tallied to allocate the respondent to one of five equal-sized groupings for analysis purposes.

Score	Social Grade	Quintile
176+	A	Quintile 1
142 - 175	B	Quintile 2
112 - 141	C1	Quintile 3
82 - 111	C2	Quintile 4
< 82	DE	Quintile 5

Table 1

Education Score

The Education Score is based on the respondent's answers on "Highest level of education achieved" and "Currently Studying".

Scores are applied as per the following table:

What is the **highest** level of education that you, personally, have **achieved?**	Score
Never attended school	0
Year 10 (or equivalent) or lower	9
Year 11 or equivalent	19
Higher school certificate, year 12 or equivalent	28
Technical certificate, trade or TAFE qualification	47
Advanced diploma / Diploma	56
Currently studying at a University or other tertiary institution	66
University degree	75

Table 2

Income Score

The Income Score is calculated using one of two methods, applying scores to answers provided by survey respondents to questions on "Work Situation" and "Personal or Household Income".

Calculation Option 1

If respondent is a full time worker, a score is applied according to the income bracket selected in Table 4.

In a typical week, which **one** of the following best describes your work situation	Score from table
Full time paid work (30+ hours per week)	Table 4
Part time paid work (less than 30 hours per week)	Table 5
Home duties	Table 5
Voluntary work done out of the home	Table 5
Unpaid work for a family business	Table 5
Unemployed	Table 5
Retired	Table 5
Student	Table 5
Prefer not to say	Table 5
Not sure	Table 5

Table 3

Which one of the following groups best describes your total personal income?	Score
Less than $10,000 per year (Less than $192 per week)	0
$10,000-$14,999 per year ($192 to $288 per week)	3
$15,000-$19,999 per year ($289-$385 per week)	6
$20,000 - $24,999 per year ($386-$481 per week)	9
$25,000 - $29,999 per year ($482-$577 per week)	12
$30,000 - $34,999 per year ($578-$673 per week)	15
$35,000 - $39,999 per year ($674-$769 per week)	18
$40,000 - $44,999 per year ($770-$865 per week)	21
$45,000 - $49,999 per year ($866-$962 per week)	25
$50,000 - $59,999 per year ($963-$1154 per week)	33
$60,000 - $69, 999 per year ($1,155-$1,346 per week)	39
$70,000-$79,999 per year ($1,347-$1,538 per week)	45
$80,000-$89,999 ($1,539-$1,731 per week)	51
$90,000-$99,999 ($1,732-$1,923 per week)	57
$100,000-$109,999 per year ($1,924 to $2,115 per week)	63
$110,000-$119,999 per year ($2,116-$2,308 per week)	69
$120,000 +	75

Table 4

Income Score (*cont.*)

Calculation Option 2

If respondent is not a full time worker, a score is applied according to the household income selected in Table 5.

Which one of the following groups best describes your total household income?	Score
Less than $10,000 per year (Less than $192 per week)	0
$10,000-$14,999 per year ($192 to $288 per week)	3
$15,000-$19,999 per year ($289-$385 per week)	5
$20,000 - $24,999 per year ($386-$481 per week)	8
$25,000 - $29,999 per year ($482-$577 per week)	10
$30,000 - $34,999 per year ($578-$673 per week)	13
$35,000 - $39,999 per year ($674-$769 per week)	16
$40,000 - $44,999 per year ($770-$865 per week)	18
$45,000 - $49,999 per year ($866-$962 per week)	22
$50,000 - $59,999 per year ($963-$1154 per week)	28
$60,000 - $69, 999 per year ($1,155-$1,346 per week)	34
$70,000-$79,999 per year ($1,347-$1,538 per week)	39
$80,000-$89,999 ($1,539-$1,731 per week)	44
$90,000-$99,999 ($1,732-$1,923 per week)	49
$100,000-$109,999 per year ($1,924 to $2,115 per week)	54
$110,000-$119,999 per year ($2,116-$2,308 per week)	59
$120,000 - $129,999 per year ($2,309-$2,500 per week)	65
$130,000 - $149,999 per year ($2,501-$2,885 per week)	70
$150,000 +	75

Table 5

Occupation Score

The Occupation Score is based on the respondent's answers on "Employment Status" and "Occupation for Paid Work"

Calculation Option 1

1. If respondent is a full time worker, a score is applied according to the answer the respondent provides for their "Occupation", see Table 7.
2. If a person is not a full time worker, the applicable score from Table 6 is applied.

In a typical week, which **one** of the following best describes your work situation	Score
Full time paid work (30+ hours per week)	Table 6
Retired	19
Part time paid work (less than 30 hours per week)	19
Home duties	9
Student	9
Voluntary work done out of the home	9
Unpaid work for a family business	9
Unemployed	0

Table 6

Which **one** of the following best describes the type of paid work you usually do?	Score
Professional	75
Manager	66
Clerical & Administrative	56
Technical/ Trades	47
Sales	34
Community & Personal Services	19
Machinery Operator & Driver	19
Labourer	9

Table 7

A score of 66 is applied for small business owners. If the business employs less than 5 people and role chosen is sales / labourers or machine operators, a score of 56 is applied.

Occupancy Score

The Occupancy Score is based on the respondent's answers on "Current Home Ownership"; see Table 8

Which **one** of the following best describes your current home ownership?	Score
Own home outright (either personally or jointly)	25
Paying off a mortgage	20
Renting or boarding	8
Someone else owns or pays for this home	0

Table 8