

A REVIEW OF SOCIAL GRADE

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I.

SUMMARY

The report is the result of an investigation by Cranfield School of Management into the effectiveness of social grade as a determinant of buyer behaviour. A study of usership by social grade of a wide range of products and over 10 years was undertaken, and it was found that while social grade discriminates to some extent for most products, it discriminates less well for many areas than it did ten years ago. The reason for this is not a change in the effectiveness of the measure so much as change in purchasing behaviour. Social grade performs consistently better for some areas, such as durables, than for others, such as groceries.

The report is split into six sections.

A. Introduction and Terms of Reference

B. Social Grade: Usage and Terminology explains the background and application of the social grade classification as used by the National Readership Survey (NRS) which sets the standard for usage. The terminology is discussed and it is found that while the use of terms such as social grade, social class and socio-economic grade to describe a classification based solely on occupational data is well established, they can nevertheless be misleading for users.

C. Method This section describes the method adopted in the analysis of social grade's performance as a determinant of buying behaviour. The Target Group Index (TGI) was selected as the main data source for the study and 28 wide ranging product fields were chosen for analysis. These are listed, together with five product fields in which brand performance is discussed. The methods used to measure the

effectiveness of social grade as a discriminator over the 10 year period 1970-1979 are also described here.

D. Findings Analyses of each of the product fields studied are shown in Appendices CI - 48 and discussed in this section. Social grade discriminates to some extent over a wide range of products, performing better for some, such as deep freezers, than for others, such as breakfast cereals. Averaging the discrimination Index over the product range selected shows the discriminatory power of social grade to have declined over the last ten years.

E. Social Grade: Criticisms and Caveats Some common criticisms of social grade are discussed and some reasons for caution in its use are given. For example, the stability and reproducibility of the classification system are arguable; the social grades represent very different sized populations; and the practice of bracketing certain grades together may reduce the classification's effectiveness.

F. Alternative Discriminators of Consumer Behaviour Alternative discriminators sometimes proposed as substitutes for the present system are discussed in this section, although no detailed analyses have been undertaken. The single alternatives, such as income, terminal education age etc., are all subject to certain drawbacks. The multi-dimensional alternatives, particularly those suggesting a number of factors, each easily collectible and highly reproducible, sound promising but the idea has yet to be fully explored and there is no evidence to judge how effective such a scheme would prove.

G. Where do we go from here? The report concludes with a suggestion that while social grade discriminates for a range of products and media to varying extents, there is no room for complacency. The search for a more efficient discriminator should continue.

A INTRODUCTION AND TERMS OF REFERENCE

I Introduction

This report describes the first stage of an investigation into social grade undertaken by the Marketing Communications Research Centre at Cranfield School of Management. The investigation is a result of growing concern about the relevance and effectiveness of social grade, one of the most commonly used demographic variables in marketing analysis. It was initiated by a sub-committee of the Market Research Society representing different industry interests under the chairmanship of Peter Sampson.

2. Terms of Reference

It was agreed that the first stage of the investigation which would take about twelve weeks, would work to the following terms of reference:

- 2.1 To define the terminology of Social Grading and highlight the conflicts within these.
- 2.2 To identify the published data which exists and to analyse the extent to which social grade is a determinant of buyer behaviour. The ability of social grade to discriminate between different types of purchase and time will be considered.
- 2.3 If, during this analysis, it becomes apparent that there are additional discriminators that should be considered these will be identified. It is not envisaged that lengthy additional analyses will be undertaken to establish whether alternative discriminators are more or less effective than social grade at this stage.

5.

2.4 To summarise the analysis and to interpret the findings taking care to specify any caveats which exist.

B SOCIAL GRADE: USAGE AND TERMINOLOGY

I. Social grade is one of the most widely used demographics in market research in Great Britain after age, sex and region, and it is the classification system used by the National Readership Survey which sets the standard for the market research industry.

2. Uses of Social Grade

Social grade has several purposes:

- 2.1 It has a control function: it is used in survey research and design to set quotas, for example. The NRS population profiles are the basis for most quota sampling.
- 2.2 It has an analytical function in survey implementation. It is used to identify relevant consumer characteristics and to define the target market.
- 2.3 It is used to describe media as well as market behaviour, and thus to guide media planning and buying.
- 2.4 It has an interpretative function: it is used as a language to describe consumers.
- 2.5 It is used in new product development and product positioning.

3. Social Grade as an occupationally-based system

The reasons for the original decision in pre-war Britain to base social grade on occupation are not known. Presumably social grade was thought to reflect cultural and financial differences in a more rigid and hierarchical society. In 1956 when the present system of social grading was introduced, the NRS tested the validity of attaching class descriptions to different occupations. They found that almost everybody attached class labels to certain occupations and that different sections agreed on the particular class labels which applied to each.

4 The NRS Classification System

Social grade is based solely on the occupation of the head of household in the great majority of cases*. Appendix A gives the definitions of terms such as head of household and chief wage earner: The occupation is classified into one of six categories (Census data identifies some 30,000 different occupations).

Informants are graded in two stages - first by the interviewer, and then when the questionnaires are checked at Head office. Written guides are available to the interviewer which are less detailed than those used by Head Office staff. Both are guides to the grading of different types of occupation and levels of responsibility, containing sample occupations rather than complete classification lists.

Appendix B shows the descriptions of the types of respondents in different social grades, as given in the Interviewers' Guide. Files are kept of decisions made on unusual occupations. Attempts to provide a master code to standardise the social grade classification have not been accepted by the NRS.

*The exceptions are i) when the head of household is not in full employment, has been sick for more than two months, is retired, widowed or a pensioner with a weekly income less than the equivalent of the basic, flat rate pension then the occupation of the chief wage earner determines the status of the household and its informants; and

ii) lodgers, boarders and resident domestic servants are classified by their own occupations.

5 Terminology

- 5.1 When Research Services Limited gave the term 'social grade' to the occupationally based system of classification which they devised and introduced into the IPA NRS in 1956 they followed a long and well established precedent. Social grade, social class, socio-economic grade or group, social grading: these are all terms which have long been used to describe occupational groupings. The best known examples of such usage in this country are the social classes and socio-economic groups used in the analysis of Census data, both of which are exclusively based on the occupation of the person classified.
- 5.2 However, the concept of 'social class' has other meanings in the areas in which market research operates and may be interpreted in different ways by users of surveys, so that while occupation may be the largest single factor of what users mean by terms such as 'social class' and 'social grade', it does not cover the whole content of the term. The term 'socio-economic grade or group' sometimes misleads users to imagine a more direct relationship with income than there really is. It was suggested in one reclassification study that the name be changed to 'family occupational status' to minimise confusion.^I
- 5.3 Although in Great Britain the terms are consistently applied to solely occupationally based data, which for commercial purposes is classified according to the NRS system, the Registrar General uses five systems of classification, all different from the NRS system. The NRS, therefore, classifies its informants in terms of two of the Registrar-General's categories, in addition to its own classification, so that data can be compared:

IO.

i) Occupational code groups - occupations are allocated to one of some 200 groups each with a 3 figure code.

ii) Employment status - informants are allocated to employed and self employed groups and within those classified according to the level of man - responsibility, irrespective of actual job.

5.4 Other countries use similar terms to describe classification systems with a large occupational content but other factors, such as income, house type etc., may be taken into account. In some countries like Sweden the use of a social grade system is thought to be 'improper' and demographics such as income, presence of children, occupation are used instead.²

II.

C METHOD

- I. The problem of how to analyse the extent to which social grade determines buying behaviour involved the consideration of different areas: which published data to use; whether to consider products or brands and which ones; what methods of analysis to use, and so on. This section contains details of the method adopted.
2. Published data

The TGI was selected as the main source of data for the study. It was decided to use published data at this stage of the investigation because it is in daily use by the industry and because so much data is available. The use of highly reputable sources was important. Those suggested were the NRS, JICTAR, TGI, TCA, Family Expenditure Survey, IPC Cosmetics Survey, MGN Household Readership, Income and Consumption Survey. For comparability of data it was considered desirable to use data from limited sources. The product range covered by the Target Group Index is extensive enough to allow consideration of a range of types of purchase, and has been collected in the same form since 1969. The data, though normally available exclusively to subscribers, was made available for the study. The drawbacks of using TGI data are that the A and B grades are bracketed together, as were D and E grades until 1973. Some details about the TGI can be found in Appendix I.

PRODUCTS SELECTED FOR ANALYSIS

TABLE I

	BASE	TIME PERIOD	% PENETRATION OF USERS/ BUYERS '78-79	COMMENTS
Continental Quilt	Households	1973-1979	34.2	Do you, or does anyone in your household have a car which is used for PRIVATE MOTORING?
Automatic Washing Machine	Households	1970-1979	39.1	
Full Central Heating	Households	1970-1979	27.5	
Deep Freezer	Households	1970-1979	28.4	
TV Colour: owned	Households	1970-1979	26.8	
TV Colour: rented	Households	1970-1979	39.8	
Two or more cars	Households	1970-1979	13.0	
Current Bank Account	Adults	1970-1979	Not known	
Telephone	Adults	1970-1979	68.2	Including Ireland
Home ownership-own home outright	Adults	1970-1979	21.9	
Home ownership - buying home	Adults	1970-1979	32.0	
Holiday abroad in last 12 mths	Adults	1970-1979	Not known	
Gardener	Adults	1970-1979	74.6	Do you have a garden or allotment for the upkeep of which you are respon- sible with fruit in it?
Mail Order buying	Adults	1970-1979	48.9	From NRS data
Readership of quality dailies	Adults	1970-	Not known	
Chocolate Bars	Adults	1970-1979	Not known	More than 1 per week
Brandy	Adults	1970-1979	33.1	More than 1 per month
Draught Lager	Adults	1970-1979	38.8	Do you ever <u>smoke</u> cigarettes yourself?
Bottled Lager	Adults	1970-1979	33.8	
Cigarettes	Adults	1979-1979	38.5	
Rubs & rheumatism remedies	Adults	1970-1979	30.6	
Kitchen rolls & paper towels	Housewives	1970-1979	62.8	Money spent on.....in last 12 mths.
Ground coffee	Housewives	1970-1979	23.5	
Breakfast Cereals (cold)	Housewives	1970-1979	85.2	
Fish Fingers (Frozen)	Housewives	1971-1979	60.6	
Hand-rolling tobacco	Men	1970-1979	11.3	
Men's suits	Men	1970-1979	32.6	
Moisturising creams	Women	1970-1979	63.2	
5 heavily advertised product areas by 4 leading brands NB				
Chocolate bars	Adults	1970-1979	80.1	
Draught beer	Adults	1970-1979	43.7	
Washing Powders	Housewives	1970-1979	98.7	Washing Powders, Flakes & Liquids for Clothes & Fabrics
Biscuits (Fancy, Plain, semi- sweet & sweet)	Housewives	1970-1979	79.4	
Cigarettes	Adults	1970-1979	38.5	

NB 5 Product areas belong to product groups (MEAL definition) on which most advertising money spent in 1978.

4 leading brands are those which most users claim to have used in each year of analysis.

3. Products or brands?

28 product areas, and the 4 brands with most users in each of 5 heavily advertised product areas were considered. A list of those selected is shown in Table I.

The argument for considering brands rather than products is that people sell brands, not product fields, and what is true of one may not be true of the other. The result of lumping together several different brands of a commodity which might have different 'discriminants of buying behaviour'³ could well be a blurred effect. However, an important element of this study is the comparison of consumer behaviour over time and brands may change or base their appeal quite differently thus not yielding consistent data. Also, it has been found that when product consumption data, from sources such as the TGI, has been grossed up it has been found to reflect fairly accurately the actual sales of the product. Brand data has been found to be considerably less reliable.

4. Choice of product areas

The product fields were chosen to give a reasonable spread over different types of purchase. Several of the product areas were chosen where a likely skew related to social grade could be hypothesized. Some of the product groups were chosen as heavily advertised areas. The brands chosen were the 4 most used brands in each year of 5 products in areas which showed the highest advertising expenditure in 1978 (the latest MEAL information available).

5. Levels of penetration

The data is based on the number of users rather than volume of consumption. Products were mainly chosen where there was not a particularly high level of penetration (i.e. percentage of users in the population) since where there is near saturation of a market, only a flat profile can be expected over any breakdown. The exceptions are the heavily advertised product areas.

6. Definition of usership

Users are defined by their claim to ownership or usership of a product rather than by their level of consumption. Any exception to this is shown in Table I.

7. Time period

Data was considered for the selected products over a period of 10 years, 1970 - 1979.

8. NRS Analyses

The NRS collects data on 10 of the selected products and it was hoped that special analyses could be run on computer which would show the significance of the A/B and D/E bracketings, and would consider the discriminatory power of certain other demographics such as income, TEA, householdsize etc. Unfortunately, however, this did not prove to be feasible.

9. Methods of analysis

The data collected has been analysed in 5 ways. The numbers in brackets refer to the number given to the analysis in Appendices CI - 48.

- 9.1 Bar charts plot the penetration of usership in each social grade in each year of the study. Appendix A gives a definition of penetration.
 - 9.2 Maximum-Minimum (I) - shows the maximum difference in penetrations between any two of the social grades.
 - 9.3 (2) shows the difference, in actual numbers of users, of (I), the maximum-minimum penetrations.
 - 9.4 AB-DE or E(4) shows the difference between the penetrations of the highest and lowest grades, retaining the sign.
 - 9.5 The discrimination index (3) has been devised as a measure of the discriminating performance of social grade over time. It is based on the hypothesis that the greater the differences between adjacent grades in any year, the better the discriminator. It is also assumed that a difference between low penetrations is more significant than that same difference between high penetrations.
- The index is calculated by taking each pair of adjacent grades, dividing the smaller by the larger, and deducting the result from I. This gives a measure of discrimination between adjacent grades. Averaging these values in each year gives a measure of discriminating power over the whole social grade range for each year. The nearer to I the index is, the better the discriminator. Its drawback is that it is a measure of adjacency while social grade should not be considered as scalar, and this should be borne in mind.

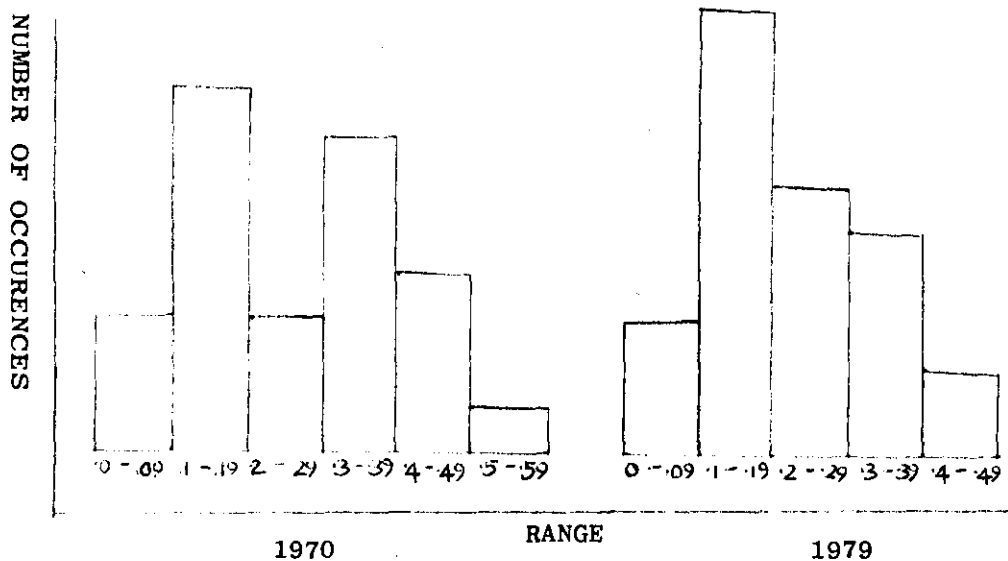
D FINDINGS

I. In this section the results of the analyses of selected product areas (tabulated in the previous section and shown in Appendices CI - 48) are discussed. The data is analysed in five different ways for each product area. The bar charts show the pattern of penetration in each of the grades over the ten years. The difference between the grades with maximum and minimum penetrations is shown in (I). The results of this difference in numbers is shown in (2) and serves as a reminder that the populations within each grade are very different, so that the grade with the highest penetration is not necessarily the grade with most users. The Discrimination Index (3) is a measure of the discriminatory performance of social grade over time. (4) shows the difference in penetrations between the AB and DE or E grades (D and E were bracketed together until 1973): when the results of (4) show exactly the same pattern as (I) the skew is consistently from AB to E, when the image is reversed the skew is from E to AB etc. There is frequently some distortion in the data before 1973 as a result of the D and E bracketings.

2. Overall performance of social grade

The analyses show that social grade does discriminate over a wide range of products. Its performance is better for some sorts of product (eg durables) than for others (eg consumables). The average performance of social grade as measured by the discrimination index shows a decline over the ten year period. In 1970 the average was 0.26,

in 1975 it was 0.23, and in 1979 0.21. The spread of the indices looks like this:



3. Product areas

3.1 Home ownership - own home outright (Appendix CI)

The effect of lumping the D and E grades together until 1973 is very marked in this area. Since those in the E grade are often older and retired a relatively large proportion own their homes. Social grade discriminates reasonably well in this area. The discrimination Index was 0.32 in 1973 and in 1979. The difference between maximum and minimum penetrations has been around 18% since 1973. The grades with the highest penetrations are AB and E. D has the lowest percentage of home-owners.

3.2 Buying home. (Appendix C2)

Social grade discriminates well in this area though a slight decline in performance can be noted. The Index has been around 0.44 since 1973. There has been approximately 50% difference between maximum and minimum penetrations since 1973 with the most buyers in the AB grade and the least in the E grade.

3.3 Telephone. (Appendix C3)

Social grade's discriminatory power is declining in this area. It began well with the Index at 0.42 in 1970 but it had fallen to 0.16 by 1979. There is a high, though declining, difference between the grades with maximum and minimum penetrations which was 65% in 1970 and 45.5% in 1979. The skew has consistently shown ABs with the highest percentage of owners and Es with the least.

3.4 Current bank account. (Appendix C4)

Social grade discriminates reasonably for current bank accounts but shows a fall. The discrimination Index was 0.35 in 1970, 0.27 in 1973 and 0.21 in 1979. The difference between maximum and minimum penetrations is high at over 50% and the skew is consistently from AB to E.

3.5 i) Automatic Washing Machine. (Appendix C5)

Social grade appears to be discriminating slightly better for this area. The discrimination Index has risen from 0.14 in 1970 to 0.23 in 1979. There is a constant AB to E skew, and the difference between maximum and minimum penetrations has risen from 9.8% to 38%.

3.6 Deep Freezer. (Appendix C6)

Social grade discriminates reasonably well though a decline can be marked as ownership becomes more general. The discrimination Index peaked at 0.51 in 1971 but had dropped to 0.3 by 1979. The difference between maximum and minimum penetrations has risen from 9.1% in 1970 to 16% in 1979. ABs have consistently shown the highest percentage of owners and Es the least.

3.7 Full Central Heating. (Appendix C7)

Social grade discriminates reasonably well. The Index started at over 0.5 in 1971, fell to 0.38 in 1973 and 0.3 in 1979. The difference between maximum and minimum penetrations has risen from 31.8% in 1971 to 45.8% in 1979. Abs have the highest percentage of owners and Es the least.

3.8 Colour Television - rented. (Appendix C8)

The discriminatory power of social grade has declined rapidly in this area. The Index has dropped sharply from 0.48 in 1970 to 0.14 in 1979. The difference between maximum and minimum penetrations peaked in 1975 at 25.1% but had fallen to 12.6% in 1979. The skew has been from AB to E over the whole period.

3.9 Colour Television - owned. (Appendix C9)

The discriminatory power of social grade has fallen but not as sharply as for rented colour televisions. The discrimination Index peaked in 1972 at 0.38 and had declined to 0.16 by 1979. The difference between maximum and minimum penetrations was highest in 1978 at 20.5% and lowest in 1970 at 0.6%. The skew was consistently AB to E.

3.10 Two + cars. (Appendix C10)

Social grade discriminates well here. The Index was high in 1970 at 0.46 and declined slightly to 0.41 by 1979. The difference between percentage penetrations rose from 15% in 1970 to 23.4% in 1979. ABs have the highest percentage of owners, Es the lowest.

3.II Continental Quilt. (Appendix CII)

Data was only collected on this area since 1973. The discrimination Index has declined from 0.36 in 1973 to 0.14 in 1979. The difference between maximum and minimum penetrations has risen from 8.3% in 1973 peaking in 1978 at 25.6%. The skew has been consistently AB to E.

3.I2 Holiday abroad. (Appendix CI2)

Social grade is a reasonable discriminator. The Index has fallen slightly from 0.38 in 1970, 0.33 in 1973 to 0.31 in 1979. There is a constant AB to E skew, and around 23% difference between maximum and minimum penetrations.

3.I3 Gardener - with fruit in garden. (Appendix CI3)

Social grade discriminates for this area but the Index has fallen from 0.31 in 1970, 0.25 in 1973 to 0.2 in 1979. Maximum and minimum penetrations have usually, but not always, been in the AB and E grades with the difference in penetrations around 26%.

3.I4 Mail order buying. (Appendix CI4)

Social grade discriminates for this type of shopping behaviour to some extent. The Index has remained fairly constant at around 0.2. The difference between maximum and minimum penetrations has fallen from over 25% in 1973 to 19.4% in 1979. The highest penetration is in the C2 grade, and the lowest usually in the E grade since 1973. Before 1973, when D and E were bracketed together, the AB grade showed minimum penetration.

3.I5 Chocolate bars: I + per week. (Appendix CI5)

Social grade shows some discrimination for this product. The Index was 0.12 in 1970, 0.2 in 1973 and 0.2 in 1979. The difference between highest and lowest penetrations has remained around 17% with the maximum penetration in the D grade and the minimum penetration in the AB grade.

3.I6 Brandy: I + per month. (Appendix CI6)

The discriminatory power of social grade for brandy has remained fairly constant. The Index has stayed at around 0.17. The difference between maximum and minimum penetrations has been around 10%, with the highest percentage of users in the AB grade and the lowest in the D grade.

3.I7 Draught Lager. (Appendix CI7)

The discrimination Index was 0.2 in 1970, 0.28 in 1973 and 0.2 in 1979. The difference between maximum and minimum penetrations has been about 12% since 1973. The E grade has consistently shown the lowest penetration but the maximum penetration has been shown by C1 and C2 grades.

3.I8 Bottled Lager. (Appendix CI8)

The Index has averaged just under 0.2. The difference between maximum and minimum penetrations has fallen from 17.7% in 1973 to 9.8% in 1979. The lowest penetration has consistently been in the E grade and the maximum usually in the AB grade.

C.I9 Cigarettes. (Appendix CI9)

The discrimination power of social grade for smokers

has risen. The Index was 0.1 in 1971 and had risen to 0.21 by 1979. The difference between grades with maximum and minimum penetrations rose from 13.3% in 1971 to 23.1% in 1979. Since 1973 the grade with the highest percentage of smokers has been D, and since 1974 the lowest penetration has been in the AB grade.

3.20 Hand-rolling tobacco. (Appendix C20)

Social grade has discriminated consistently for this product over the period. The Index has remained around 0.3 since 1973. The AB grade has shown the minimum penetration and E the maximum. The difference between these penetrations has been around 12%.

3.21 Moisturising creams. (Appendix C21)

There has not been much change in the performance of social grade over the decade. The Index has remained around 0.1. The skew has been constant - AB to E - and the difference between maximum and minimum penetrations has been about 23%.

3.22 Rubs and rheumatism remedies. (Appendix C22)

The Index has remained constantly around 0.11 since 1973. The skew has been consistently from E to AB, and the difference between maximum and minimum penetrations has been around 16% since 1973.

3.23 Men's suits. (Appendix C23)

Since 1973 the discrimination index has remained around 0.18. The difference between maximum penetration, in the AB grade, and minimum penetration, in the E grade, has fallen from 31.3% in 1973 to 22.4% in 1979.

3.24 Kitchen rolls and paper towels (Appendix C24)

Social grade does not discriminate very well here. Since 1973 the Index has been around 0.08 and is showing a slight decline. The skew is from AB to E, and the difference between maximum and minimum penetrations around 20%.

3.25 Ground coffee. (Appendix C25)

Social grade discriminates reasonably well for this product. The Index has been between 0.3 and 0.4 except for falls in 1974 and 1976. The difference between maximum and minimum penetrations has been mostly around 40%, except for 1974 and 1976. The skew is always from AB to E.

3.26 Frozen fish fingers. (Appendix C26)

Social grade's discriminatory power remains consistently at a low level. The Index has stayed at less than 0.1 over the ten years and the maximum-minimum difference has remained around 20%.

3.27 Breakfast cereals. (Appendix 27)

Social grade discriminates poorly for this area. The discrimination Index has been around 0.05 for the decade. The difference between maximum (AB grade) and minimum (E grade) penetrations was 7.9% in 1970 and 19.9 in 1979.

3.28 Readership of quality daily newspapers (Appendix C 27)

'Quality daily newspapers' are the Times, the Financial Times, the Guardian and the Daily Telegraph. The 1979 figures exclude the Times (which was not published) and are derived from the results of the first three

quarters of the year. The results for A and B are shown separately. Social grade discriminates well here. The discrimination Index declined slightly over the period from 0.55 in 1970 to 0.46 in 1979. The difference between maximum and minimum penetrations ranged between 47% (in 1971) and 82% (in 1974). The skew was always from AB to E. Source: NRS data

4. Product areas by brands

Five product areas in categories on which most advertising money is spent were considered by the four brands which have most claimed users in each year. It was found that brands can show different social grade profiles.

4.I Chocolate bars. Appendices C 29, 30, 31, 32)

Brand with....

	most users	2nd most users	3rd most users	4th most users
1970	Cadbury's Dairy Milk	Cadbury's Fruit & Nut	Cadbury's Whole nut	Bournville
1971	Cadbury's Dairy Milk	Cadbury's Fruit & Nut	Cadbury's Whole nut	Bournville
1972	Cadbury's Dairy Milk	Cadbury's Fruit & Nut	Cadbury's Whole Nut	Bournville
1973	Cadbury's Dairy Milk	Cadbury's Fruit & Nut	Cadbury's Whole Nut	Bournville
1974	Cadbury's Dairy Milk	Cadbury's Fruit & Nut	Cadbury's Whole Nut	Aero
1975	Cadbury's Dairy Milk	Cadbury's Fruit & Nut	Cadbury's Whole Nut	Aero
1976	Cadbury's Dairy Milk	Cadbury's Fruit & Nut	Cadbury's Whole Nut	Aero
1977	Cadbury's Dairy Milk	Cadbury's Fruit & Nut	Cadbury's Whole Nut	Aero
1978	Cadbury's Dairy Milk	Cadbury's Fruit & Nut	Aero	Cadbury's Whole Nut
1979	Cadbury's Dairy Milk	Yorkie	Cadbury's Fruit & Nut	Aero

i) The brand with most users was Cadbury's Dairy Milk throughout the last 10 years. Social grade does not discriminate well for this brand. The discrimination Index was at 0.06 in 1970, 0.1 in 1973 and 0.09 in 1979. The difference between maximum and minimum percentages was highest in 1973 at 12.5% but had fallen to 7.8% by 1979. The grade with the least percentage of users has consistently been E since it was separately shown in 1973. The grade with the highest percentage was C2 for 7 years, D for two years and CI for one year.

ii) The brand with second most users was Cadbury's Fruit and Nut until 1979 when Yorkie pushed Cadbury's Fruit and Nut into third place. The discrimination Index was 0.09 in 1970, 0.14 in 1973, 0.13 in 1978, and 0.16 in 1979 for Yorkie. The difference between maximum and minimum penetrations was highest in 1973 at 16.4% and had fallen to 11.5% in 1979. Apart from 1975, the maximum penetration was in the AB grade until 1979 when C2 grade had the highest percentage of users of Yorkie. Es had consistently the lowest percentage of users.

iii) The brand with third most users was Cadbury's Whole Nut until 1977, Aero in 1978 and Cadbury's Fruit and nut in 1979. The discrimination Index was 0.11 in 1970, 0.18 in 1978 and 0.12 in 1979. The difference between maximum and minimum penetrations was highest in 1979 at 12.8%, lowest in 1971 at 3.3%. Until 1978 C2 had most users, apart from 1975 when maximum penetration was in D. In 1979 with Cadbury's Fruit and Nut in third place AB had the highest proportion of users. Es had consistently the least.

iv) The brand in fourth place was Bournville until 1973, Aero until 1977, Cadbury's Whole Nut in 1978 and Aero again in 1979. The discrimination Index was lowest in 1978 at 0.11, highest in 1976 at 0.21. The difference between maximum and minimum percentages was highest in

1970 at 15.4% and lowest in 1978 at 6.4%. The maximum percentage of users was in the AB grade when Bournville was the brand, with least users in the DE grade until D and E were shown separately when D showed the least users. Maximum users since then have been C2, CI once and D once, with least users in the E grade.

4.2 Draught beer. (Appendices C 33, 34, 35 and 36)

Brand with,...

most users	2nd most users	3rd most users	4th most users
1970 Double Diamond	Watneys Red Barrel	Whitbread Tankard	Worthington E
1971 Double Diamond	Watneys Red Barrel	Worthington E	Whitbread Tankard
1972 Double Diamond	Whitbread Tankard	Worthington E	Guinness
1973 Double Diamond	Worthington E	Watneys Red Barrel	Whitbread Tankard
1974 Double Diamond	Worthington E	Youngers Tartan Bitter	Guinness
1975 Double Diamond	Youngers Tartan Bitter	Worthington E	Whitbread Tankard
1976 Double Diamond	Youngers Tartan Bitter	Heineken	Harp
1977 Double Diamond	Heineken	Skol	Harp
1978 Heineken	Harp	Skol	Carlsberg
1979 Heineken	Carlsberg	Skol	Double Diamond

The major change in the draught beer brands with most users has been the popularity of lager since 1976. Social grade discriminates in this area to some extent.

i) The brand with most users was Double Diamond until 1978 when Heineken took over the position. The discrimination Index was 0.18 in 1970, 0.28 in 1973 and 0.23 in 1979. The greatest difference between maximum and minimum penetrations was in 1970 at 15.8%, the

least difference in 1979 when it was 5.2%. The skew was from AB to DE or E except in 1978 when the CI grade had the highest percentage of users of this brand.

ii) The brands with second most users were bitter beers until 1977 and then lager beers. One brand did not hold this position for more than two years. The discrimination Index was highest in 1976 at 0.4 and lowest in 1974 at 0.19. The difference between maximum and minimum percentages was highest in 1973 at 11.2% and lowest in 1979 at 4.3%. The skew was from AB to DE or E except in 1978 when CI had most users.

iii) The brands with third most users were bitter beers for the first six years, and lager beers for the last four. The discrimination Index was highest in 1974 at 0.36 and lowest in 1978 at 0.21. The most difference between maximum and minimum penetrations was 7.9% in 1974, and the least was in 1979 at 4.2%. The highest percentage of users were in the AB grade for most years, except in 1977 (CI) and 1978 (C2). The least users were in the DE and E grades.

iv) The brands with fourth most users were also bitter beers for the first six years and lagers for the last four. The discrimination Index was lowest in 1972 at 0.22, and highest in 1975 at 0.31. The difference between maximum and minimum penetrations was lowest in 1972 at 2.9% and highest in 1973 and 1975 at 7.4%. The grade with highest penetration was AB except in 1977 when it was C2, and lowest in the DE or E grades.

4.3 Washing powders, flakes and liquids for clothes and fabrics.

(Appendices C 37, 38, 39, 40)

Brand with....

	most users	2nd most users	3rd most users	4th most users
1970	Ariel	Persil	Daz	Radiant
1971	Ariel	Persil	Daz	Radiant
1972	Ariel	Persil	Daz	Fairy Snow
1973	Ariel	Persil	Daz	Radiant
1974	Ariel	Persil	Daz	Fairy Snow
1975	Ariel	Persil	Daz	Fairy Snow
1976	Ariel	Persil	Daz	Fairy Snow
1977	Ariel	Persil	Daz	Persil Automatic
1978	Ariel	Persil	Daz	Persil Automatic
1979	Ariel	Persil	Persil Automatic	Daz

There is great consistency in the brands of washing powders with most users with little change until Persil Automatic becomes one of the four most used brands. Social grade shows very poor discrimination for this area, except for Persil Automatic, whose market is owners of automatic washing machines, where a sharp discrimination is found.

i) The brand with most users was Ariel. The discrimination Index was highest in 1970 at 0.16 after which it fell and remained low reaching its lowest at 0.01 in 1975. The greatest difference between maximum and minimum penetrations was in 1970 at 20.7% and the least in 1978 at 2.1%. There has been little consistency in the pattern of penetration.

ii) The brand with second most users was Persil throughout the period. The discrimination Index rose to 0.12 in 1979, but was around 0.05 for the rest of the time. The difference between

maximum and minimum penetrations has been around 3%. Again there has been little consistency in the relative proportions of users in each grade.

iii) The brand with third most users was Daz until 1979 when Persil Automatic took its place. The discrimination Index was around 0.09 until 1979 when it rose to 0.31. The difference between maximum and minimum penetrations was around 7%, but 27.2% in 1979. The grade with maximum penetration for Daz was mostly D, but occasionally C2 or E, with lowest penetration in Ab or CI. The skew for Persil Automatic was AB to E.

iv) The brand with fourth most users was either Radiant or Fairy Snow until Persil Automatic took fourth place in 1977 and 1978, and Eaz in 1979 when Persil Automatic pushed it out of third place. The discrimination Index values were between 0.03 and 0.14 except for 1977 and 1978 at 0.40 and 0.38. The difference between maximum and minimum penetrations was between 1.6% and 8.6%, except for 1977 and 1978 when it was 28.7%. The pattern of penetration was inconsistent except for the AB to E skew in 1977 and 1978.

4.4 Cigarettes. (Appendices C 4I, 42, 43 and 44)

Brand with

	most users	2nd most users	3rd most users	4th most users
1970	Embassy tipped	Players No.6 tipped	Benson & Hedges King size	Gold Leaf
1971	Embassy tipped	Players No.6 tipped	Benson & Hedges King size	Players No.10 tipped
1972	Embassy tipped	Players N.6 tipped	Benson & Hedges King size	Embassy Regal
1973	Embassy tipped	Players No.6 tipped	Benson & Hedges King size	Embassy Regal
1974	Embassy tipped	Players No.6 tipped	Benson & Hedges King size	Embassy Regal
1975	Embassy tipped	Players No.6 tipped	Benson & Hedges King size	Embassy Regal
1976	Embassy tipped	Players No.6 tipped	Embassy Regal	Benson & Hedges King size
1977	Embassy tipped	Players No.6 tipped	Benson & Hedges King size	Embassy Regal
1978	Benson & Hedges King size	Players No.6 tipped	Embassy tipped	Embassy Regal
1979	Benson & Hedges King size	Embassy No.1 King size	Players No.6 tipped	John Player King size

Social grade discriminates for cigarettes. There has been a change in the social grade profiles and the positions of different brands of cigarettes perhaps reflecting the relative price of kingsize cigarettes and the changing profile of smokers and non-smokers.

i) The brand with most users was Embassy tipped until Benson and Hedges King size took its place in 1978 and 1979. The discrimination Index was around 0.25 from 1973 but fell to 0.18 and 0.17 in 1978 and 1979. The difference between maximum and minimum penetrations was highest in 1973 at 10.7% but had fallen to 4.4%

by 1979. The highest percentage of users was in the C2 or D grades, and the lowest in the AB grade or the E grade when D and E were shown separately.

ii) The brand with second most users was Players No.6 until 1979 when it was Embassy No.1 King size. The discrimination Index has been over 0.3 since 1973. The difference between maximum and minimum percentages was around 10% since 1973 but fell to 4.4% in 1979. Since 1973 the highest penetration has been in the D grade and the lowest in the AB grade.

iii) The brand with third most users was Benson and Hedges King size for the first six years of the period but there was no consistency in the last four years. The discrimination Index was around 0.2 but rose when other brands took over third position. The difference between maximum and minimum penetrations spread between 4.2% and 7.7%. The skew was from AB to E until 1976. The maximum penetration in 1976, 1978 and 1979 was in D, and the minimum in AB. In 1977 the highest penetration was in CI and lowest in E.

iv) The brand with fourth most users was Embassy Regal in six of the ten years. The discrimination Index was lowest in 1976 at 0.21, highest in 1979 and 1978 at 0.39. The difference between maximum and minimum penetrations was between 3.1 and 6.9%. The grade with the lowest percentage of users was AB except in 1976 and the grade with most users either C2 or D.

4.5 Biscuits (Fancy, Plain, Semi-Sweet and Sweet)
(Appendices C 45, 46, 47 and 48)
Brand with....

	most users	2nd most users	3rd most users	4th most users
1970	McVite and Price	Crawfords	Huntley & Palmer	Peek Frean
1971	McVite and Price	Huntley & Palmer	Crawfords	Peek Frean
1972	McVites	Huntley & Palmer	Crawfords	Peek Frean
1973	McVities	Huntley & Palmer	Peek Frean	Crawfords
1974	McVities	Huntley & Palmer	Crawfords	Peek Frean
1975	McVities	Crawfords	Huntley & Palmer	Peek Frean
1976	McVities	Crawfords	Huntley & Palmer	Peek Frean
1977	McVities	Crawfords	Huntley & Palmer	Peek Frean
1978	McVities	Crawfords	Huntley & Palmer	Peek Frean
1979	McVities	Crawfords	Huntley & Palmer	Jacobs

Social grade does not discriminate very well for this area. There has been little change in which are the four most used brands though their relative positions have varied. The highest percentage of users are usually in the AB grade and occasionally the CI grade. The lowest percentage of users are in the D or E grades.

i) The brand with most users was McVities (McVite and Price in 1970 and 1971). The discrimination Index has been around 0.1 but has fallen slightly over the period. The difference between maximum and minimum percentages ranged from 7.6% to 14.4%.

ii) The brand with second most users was Huntley and Palmer or Crawfords. The values of the discrimination

Index have been between 0.04 and 0.15 over the period, and the difference between minimum and maximum percentages spread between 2.6% in 1977 and 14.7% in 1971.

iii) The brand with third most users was Huntley and Palmer for six of the ten years. The discrimination Index was highest in 1978 at 0.14, lowest in 1974 at 0.08. The difference between maximum and minimum percentages ranged between 6.9% and 13.1%.

iv) The brand with fourth most users was Peek Frean for most of the time period. The lowest value of the discrimination Index was 0.05 in 1973, the highest was 0.2 in 1972. The difference between the grades with minimum and maximum percentages has been around 10%.

E SOCIAL GRADE: CRITICISMS AND CAVEATS

- I. The use of the social grade classification causes concern for a number of reasons, and it would be wise to treat it with more caution than is sometimes the case. This section discusses some common criticisms, and draws attention to some areas where caution is advised. Most of these caveats are already well-known but, nevertheless, their significance may be overlooked in practice.

2. Criticisms based on social changes

Some criticisms of social grade stem from social changes which must have altered the nature of social grade to some extent and may have reduced its effectiveness.

- 2.1 There is doubt about the validity of using the head of household's occupation as a proxy for the whole household in an age of increasing multi-occupation households. The table in Appendix D shows that the majority - 57% - of housewives still do not work outside the home at all. 64% of those housewives in full-time work belong to the CI and C2 grades. The earnings of young people living with their parents are probably more significant than was once the case, and their own status may lead to different patterns of spending and consumption from that of the parents.
- 2.2 There is concern about the weakening of the income/occupation link; that the relative purchasing power of blue and white collar workers has been upset with the CI group financially suffering most through lack of organisation - and that the terminology, social class, grade or socio-economic grade may encourage users to think of the classification as an income surrogate. The table in Appendix E showing income by social grade demonstrates that although there is a strong link between social grade and income, social grade cannot

be treated as an income scale. Grades CI and C2 have similar income profiles although the average CI respondent earns more. Less than half of those in the highest income group are classified as AB. The incomes of CI and C2 grades are the most likely to be boosted by full-time working housewives (Appendix D). However, the spending priorities which determine allocation of income may differ by grade.

- 2.3 There is concern about the effect of the raising and levelling of aspirations and attitudes, brought about to a large extent by the influence of mass media, and that there is an increasing uniformity in basic purchasing and consumption behaviour made possible by the increased purchasing power of the lower grades. Certainly populations are no longer excluded from the market for certain durables as they once were. While the analyses in Appendices CI - 48 show that much consumer behaviour can still be related to social grade in that ownership by a larger percentage of people in particular grades is more likely, the table in Appendix F showing ownership of certain possessions as a percentage of all adults demonstrates the distribution of luxury goods ownership.
- 2.4 The classist nature of the system has been criticised: Alec Joyce has referred to 'shades of class divisiveness hardly credible in the money-conscious '70s'.⁴ In some countries, e.g. Sweden, social grade is considered almost improper.² They continue to use occupation among other demographics, however.
- 2.5 The homogeneity of the grades is questioned: even, is there more variance within the classes than between them? Information about the newspaper readership⁵ demonstrates that those ABs who read the quality dailies are more likely to have finished their full time education after the age of 18 than the considerable numbers of ABs who read other newspapers and whose

education is likely to have finished earlier. Yet the traditional stereotypes of the typical respondents of different grades are still prevalent.

2.6 New consumer values have been identified as emerging in the '70s' which may provide different motivations for buying behaviour. In one review three different groups have been identified.⁶ Money-restricted or need-driven people are those who have few options socially or economically. Outer-directed people are those to whom externals and established norms are important. Inwardly directed consumers are those who buy to please themselves.

2.7 There is concern that the social grade classification may be affected by changes in the traditional view of occupational status. If this is so, there may be a case for a regrouping of occupations, but there is little evidence in support or otherwise.

3. Criticisms based on implementation of the system

3.1 Criticisms are also made about the sturdiness of the classification system. The NRS applies the system most rigorously and yet still suffers from hiccups in the data. For example, the change in the percentage of the AB population is tabulated in Appendix G. However, this is no new cause for concern but goes back to the introduction of the classification system, as illustrated by some charts, reproduced in Appendix H. which were originally contained in the Proposals for the Standardisation of the System of Social Grade Classification^I in 1964 to show how the proportions of informants on the IPA National Readership Survey allocated to each of the four main social grades have fluctuated over the last eight years 1956 - 1963.

3.2 Some of the recent change in proportion of grades is a result of a change in the sample design which Research Services Limited introduced when they took over the contract in 1977, basing the method of sampling wards on current electorates rather than on Census population data. In 1977 an additional call back was also introduced because of the decline in the response rate being experienced by all survey research. These factors do not account for all the change, as recent work done for RSL shows.⁷ Other possible causes demonstrate the vulnerability of the classification system:

i) A tendency for the proportion of respondents which are classified as AB to decline due to a fall in the morale of the field force after the agency undertaking the survey has lost the contract.

ii) Although the coding frame is nominally comparable contractors maintain their own coding manuals which, though continually updated, may not be wholly comparable. However, in a recent exercise carried out by the Technical Consultant of JICNARS, RSL and BMRB independently classified samples of the other's interviews. There were differences in the classification of individual cases but no consistent bias to upward or downward grading.

3.3 The use of social grade by organisations which apply the classification system less rigorously than the NRS is bound to be more vulnerable to inconsistencies. The apparent simplicity and comparability of social grade, frequently mentioned as two of the classification's important advantages, can be misleading when it means that commercial companies do not collect occupational details with as much care as the NRS; or when, in quota setting for example, only 4 or 5 minutes interviewing

time is allowed. This particularly affects the A, B and CI grades where details about the size of the employing organisation, degree of responsibility and training required can be crucial to a correct allocation. Appendix B gives a guide to the respondents of those grades.

- 3.4 Although social grade is based on information collected about occupation at the interview, not on subjective factors, the allocation of occupation to grade depends to a great extent on the experience and training of field and coding staff since guides contain only specimen occupations, and is therefore prone to differences between organisations operating the system.

4. Social grade is a survey finding

The populations that social grade defines are not real observable populations and this means that there is no hard data available against which to check the validity of the findings - the proportion of the population in each group or the grade structure of non-respondents, for instance.

5. Social grades do not represent equal numbers

It is sometimes forgotten that the numbers in each social grade are very different so that the grade with the highest level of penetration may not provide the biggest market. Grade A informants equal roughly 3% of the total population, 12% are B, 23% are CI, 32% are C2, 21% are D, and 9% are E. Comparison of analyses (1) and (2) in Appendices CI - 48, shows the significance of the unequal sizes.

6. Bracketing of grades

Grades D and E are sometimes bracketed together but their characteristics and consumer behaviour are very different (Appendix B and CI - 48).

F. ALTERNATIVE DISCRIMINATORS OF CONSUMER BEHAVIOUR

- I. While no detailed analyses have been undertaken to determine whether alternative discriminators are more or less effective than social grade (see Terms of Reference in Section A), this section discusses three issues. Is a discriminator of consumer behaviour necessary at all? If it is, what characteristics should it possess? Is there an alternative which might perform better as a discriminator than social grade?

2. Is a discriminator of consumer behaviour necessary?

The superiority of direct targetting is sometimes used as an argument against the need for a general discriminator at all. While direct targetting might be the ideal, however, in the commercial field a lot of resources are in multi-purpose research (such as TGI, NRS, JICNARS) rather than directed into specific areas so that there is a real need for an efficient general discriminator of buying behaviour whether for identification of markets, pricing policy, advertising promotion etc.

Also direct targetting does not explain or add to one's knowledge about consumer behaviour in the way that another dimension does.

3. What characteristics should a discriminator possess?

Inevitably there are different opinions about the relative importance of various characteristics of a discriminator. For example, the researcher might, in exchange for ease of coding, gladly trade off some discriminatory power which a marketing manager considered of primary importance. The qualities generally considered to be desirable are:

effectiveness over a wide range of products and behaviour; stability over time while remaining sensitive to change; robustness; discriminatory power across products and media; ability to withstand fairly rough handling especially at the data collection stage; reproducibility and reliability so that it can be used by different organisations to produce comparable data; meaningfulness of the measure; it should elicit confidence; simplicity of concept; definability.

4. Alternative discriminators

Other consumer characteristics are sometimes considered as possible alternative discriminators.

4.1 Terminal Education Age (TEA)

While TEA is closely linked with social grade (Appendix J), it has been found to discriminate usefully for some areas, for example, newspaper readership. There are considerable difficulties in the use of this classification. The pattern of full time education is continually evolving so that there is now considerably more and varied 18 + fulltime education than twenty years ago, and the present system is even more different from the situation forty years ago: consider the significance of a university education now and before World War II. So, to make data comparable, some kind of weighting based on the age of the respondent would need to be introduced.

More people are completing their education aged 19 years or over than 10 years ago. The table in Appendix K shows how the increase in the last decade in those finishing their full time education later is not matched by a proportionate increase in the readership of quality dailies, suggesting that it is only a core group who retain these characteristics, and that

other factors perhaps relating to the individual's background are important in determining readership.

4.2 Income

There is a strong argument for a measure of relative purchasing power, and there is some evidence that income does discriminate for certain types of purchase: the table in Appendix L shows the ownership of certain durables by weekly household income.

The measurement of income is not straightforward, however. Whose income should be used? There are a number of income based classifications: personal, key couple's, head of household or whole household income, for instance. But a second income may be set aside for some specific purpose, such as payment of school fees.

Errors in collection or estimation may increase with the number of incomes considered.

What sort of income should be considered? Gross income as a proxy for disposable income may have a wide margin of error with the different priorities people give to the proportion of expenditure allocated to different areas. The definition of disposable income varies according to the purpose it is used for: for example, a government economist considers disposable income as income after tax, while the disposable income of interest to marketing people may be money left after financial commitments have been met. The latter income varies considerably between households depending on what their spending priorities are. For example, a household with a relatively high income may have less disposable income, because their commitments are high mortgage payments and school fees, than the family with a lower income in a council house with low rent using the state education

system. On what, therefore, should disposable income be based?

Income data can be difficult to collect. There is a high refusal rate: income earning questions are refused by about a third of all ABs either through unwillingness to answer or because the respondent claims not to know the income of the head of household. Income can, however, be estimated reasonably successfully and the NRS have included an income classification since 1973 with estimates where the information is refused.

The pure income measurement has no cultural input, which can be important for creative targetting. A measurement of income does not give any information about attitudes towards spending habits - it is a unidimensional factor of comparability. An unemployed man claiming social security money for himself and his twelve children may have the same income as a young curate but their spending patterns are likely to be very different.

4.3 Household size

This has been described as a 'neglected demographic'.⁸ It is what many retailers of consumables are interested in and may be more closely related to weight of usage and determining purchasing levels in certain product areas than either social grade or income. It is closely connected with the presence of children. It is linked with social grade: the table in Appendix M shows that Es, who are usually older, tend to live in smaller households, C2 and D grades have most children. It is also likely to influence spending patterns. The table in Appendix N relates household size and the presence of children to the purchase of fish fingers and breakfast cereals. However, it is unlikely to discriminate usefully over a wide range of types of purchase and media behaviour.

4.4 Ownership of key durables.

This may be useful as a sort of proxy for income or social grade, but any set of key durables would have to be reconsidered at frequent intervals as purchasing patterns changed (see the pattern of ownership of colour TVs over the last 10 years in Appendix C) and this would not make for stability or comparability of data over time.

4.5 Residential neighbourhood.

A classification of residential neighbourhoods - 'ACORN' - is based on a cluster analysis carried out at small area level by 40 variables. 36 clusters were produced ranging from the highest of high income clusters to areas of highest social deprivation. These were further clustered and 11 'families' were produced. The findings suggest that people living in different types of residential area have more in common with those of the same grade in similar areas, than with people of the same grade living in different area types, so that while Hampstead and Esher are both highstatus affluent areas they are characterised by different lifestyles and consumption patterns. The method is based on the classification of small geographical areas (wards and parishes) from Census data. However, an area's profile could easily change dramatically in the time lapse since the Census by, for example, the building of a new estate for young executives in a rural area.

While an area may be characterised by the predominance of residents sharing certain behaviour patterns, any area is bound to have a mixture of residents of different statuses who will not form a homogeneous group. ACORN cannot, therefore, be considered as a possible alternative to social grade.

4.6 Financial characteristics, other than income.

Such things as access to credit, ownership of shares and unit trust holding are unlikely to be stable measures overtime.

4.7 Self-assessed social class.

Spending patterns may vary according to people's perception of their own status but social class is a nebulous concept and as a classification this would be subject to many warps and biases.

4.8 Magazine and newspaper readership.

This would not be stable over time: a change of editorial policy can result in a significant change in readership.

5. Multi-dimensional alternatives.

Some critics suggest a combination of certain characteristics such as income, ownership of key durables and certain lifestyle differences.⁴ These are all individually subject to certain drawbacks.

There are a number of proposals which depend on keeping the broad social grade strata and using other discriminators within them - such as income, life cycle, type of housing, etc. Grades could be joined so that, for example, one proposal suggests the identification of affluent and struggling ABs, affluent and struggling manual workers, etc.¹⁰

Some proposals which seem promising but are yet to be fully explored suggest the combination of a number of class, income or lifestyle correlates each subject to a simple measurement. One suggested scheme adds or subtracts a number of points for each of a number of factors

such as mortgage payments, second earnings, full or part time, working youths, children of certain ages etc. This battery could be used within the context of social grade.

G. WHERE DO WE GO FROM HERE?

There is a strong body of opinion against any change in the social grade classification. But the analysis shown in Appendices CI - 48 and discussed in the Findings section show that while social grade discriminates over a range of consumer and media behaviour to some extent, it does not always discriminate very effectively. Nor is social grade very robust as a measurement tool, as the Criticisms and Caveats section indicates. So there is no room for complacency about the present system, and this report suggests the value of further exploring possible alternative systems.

What areas should be further investigated? On the limited evidence available there seem to be disadvantages in all the single alternatives to social grade discussed in the previous section. The most promising notion appears to be a battery of indicators, each individually simple to collect, stable and reproducible, which in combination would discriminate over a wide range of consumer and media behaviour. But there is little evidence as to what would be required to identify the ideal components of such a system, how they would be most effectively combined, indeed whether the system would work at all.

Complexity of any new system at the analysis stage need not be a disadvantage since most analyses would be computer-based. A new discriminator would need to work effectively with the increasingly sophisticated technology of the near future, such as improved optical character reading, and be simply collectible by a variety of techniques, including the telephone interview.

What is needed is a discriminator effective across a wide range of purchasing and media behaviour which would enable comparable data, stable over time, to be easily produced.

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APPENDICES

A. Definitions

B. Guide to grading of informants

C. Analyses of product areas

CI Home ownership - own home outright

C2 Buying home

C3 Telephone

C4 Current bank account

C5 Automatic washing machine

C6 Deep Freezer

C7 Full Central Heating

C8 Colour Television - rented

C9 Colour Television - owned

C10 Two + Cars

C11 Continental Quilt

C12 Holiday abroad

C13 Gardener - with fruit in garden

C14 Mail Order Buying

C15 Chocolate Bars: 1+ per week

- CI6 Brandy: I+ per month
- CI7 Draught Lager
- CI8 Bottled Lager
- CI9 Cigarettes
- C20 Hand-rolling Tobacco
- C2I Moisturing Creams
- C22 Rubs and Rheumatism Remedies
- C23 Men's suits
- C24 Kitchen Rolls and Paper Towels
- C25 Ground Coffee
- C26 Frozen Fish Fingers
- C27 Breakfast Cereals
- C28 Quality Daily Newspapers
- C29-32 Chocolate bars by four brands with most users
- C33-36 Draught Beer by four brands with most users
- C37-40 Washing Powders, Flakes and Liquids for Clothes
and Fabrics by four brands with most users
- C4I-44 Cigarettes by four brands with most users
- C45-48 Biscuits (Fancy, Plain, Semi-sweet and sweet)
by four brands with most users

- D. Social grades of working housewives
- E. Gross household income by social grade
- F. Possessions by social grade
- G. Change in the proportion of ABs in the total population
- H. Changes in the proportion of social grades in the population
- I. Notes about some consumer surveys
- J. Terminal education age by social grade
- K. Readership of quality dailies by TEA in 1970 and 1978
- L. Households with certain durable goods by weekly household income
- M. Householdsize by social grade
- N. Householdsize and presence of children by usership of fishfingers and breakfast cereals

DEFINITIONS

I. Household

A household consists of one or more people, usually a family, living together with joint food and other household expenses.

2. Head of Household

The member of a household who owns the accommodation, is responsible for the rent, or enables the household to live rent free. Where this person is a married woman whose husband is a member of the household, he is considered its head.

3. Chief Wage Earner

The senior working member of a household, normally the oldest related male of a least 21 years of age in full employment. The oldest related female of 21 years or over is considered when there is no male of 21 years or more. Non-related persons living in the household cannot count as chief wage earners.

4. Penetration

The percentage of users/owners in any given population.

5. Terminal Education Age (TEA)

Age at which full-time education completed.

6. Housewife

The female member of a private household who is solely or mainly responsible for the household duties.

Appendix B

GUIDE TO GRADING OF INFORMANTS

Extract from interviewers' Guide on Social Grading

Guide to Grade 'A' Households

Upper Middle Class

Informants from Grade 'A' households constitute about 3% of the total. The head of the household is a successful business or professional man, senior civil servant, or has considerable private means. A young man in some of these occupations who has not fully established himself may still be found in Grade 'B', though he eventually should reach Grade 'A'.

In country or suburban areas, 'A' grade households usually live in large detached houses or in expensive flats. In towns, they may live in expensive flats or town houses in the better parts of town. Some examples, which are by no means exhaustive, are given below.

(Examples of occupations of heads of households in this grade follow)

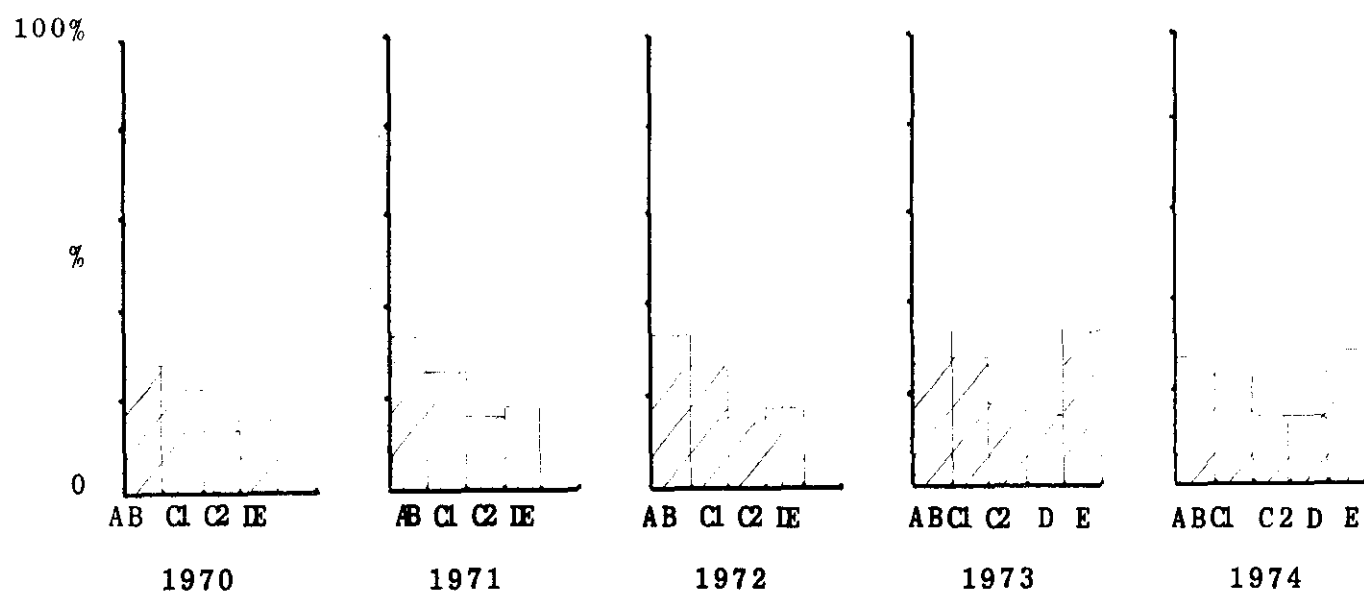
Guide to Grade 'B' Households

Middle Class

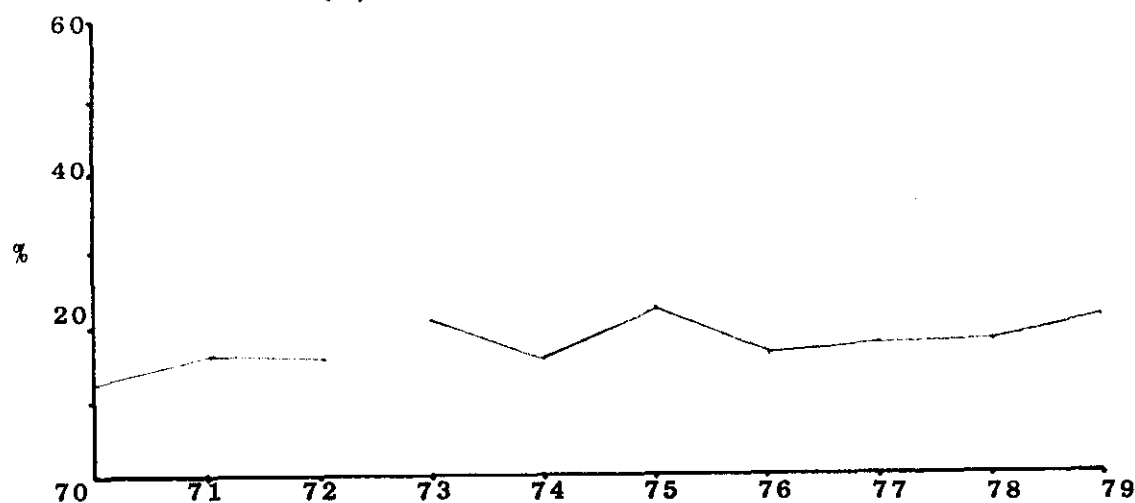
Grade 'B' informants account for about 12% of the total. In general, the heads of 'B' Grade households will be quite senior people but not at the very top of their profession or business. They are quite well-off, but their style of life is generally respectable rather than rich or luxurious. Non earners will be living on private pensions or on fairly modest means.

(Examples of occupations of heads of households in this grade follow)

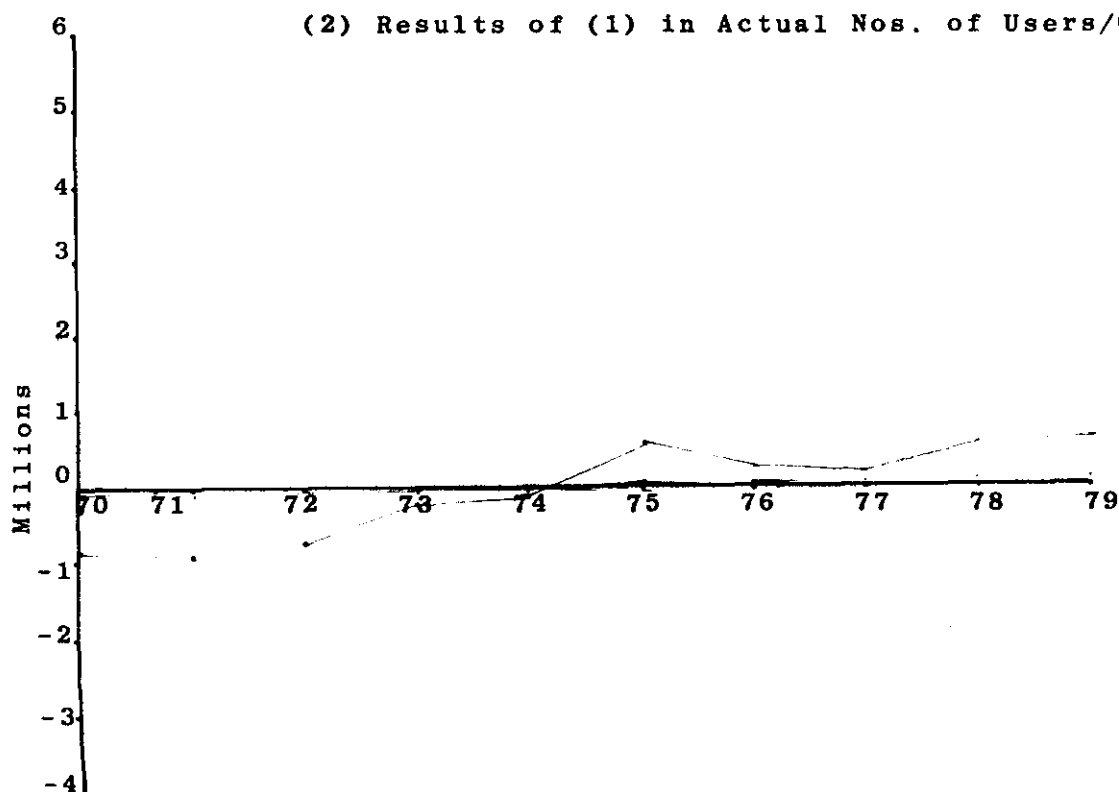
Penetration in Each Grade



(1) Maximum-Minimum: Penetration

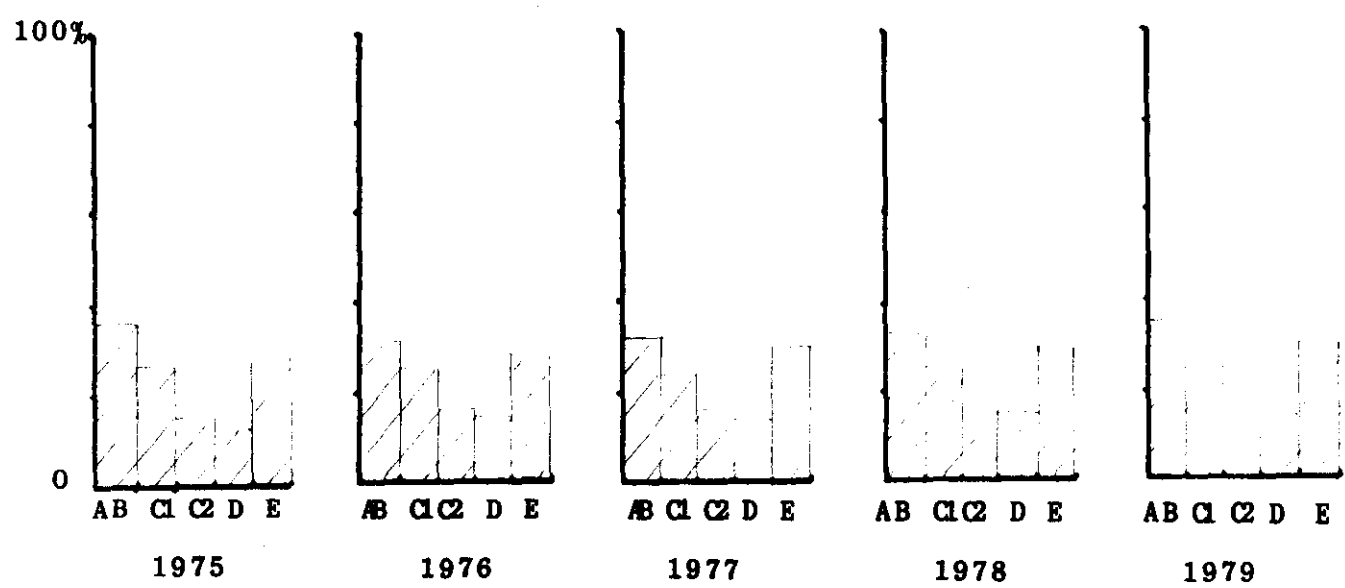
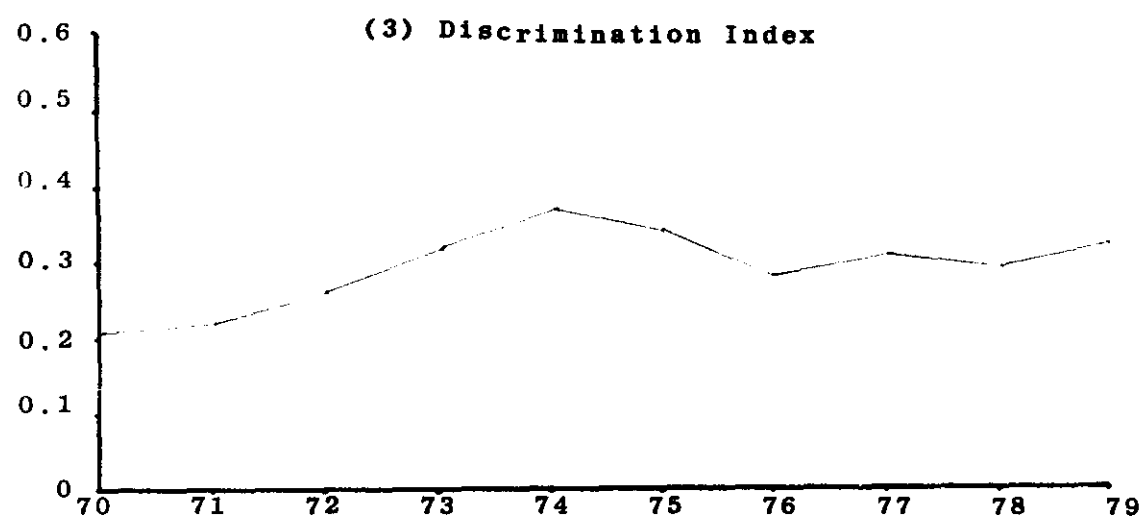
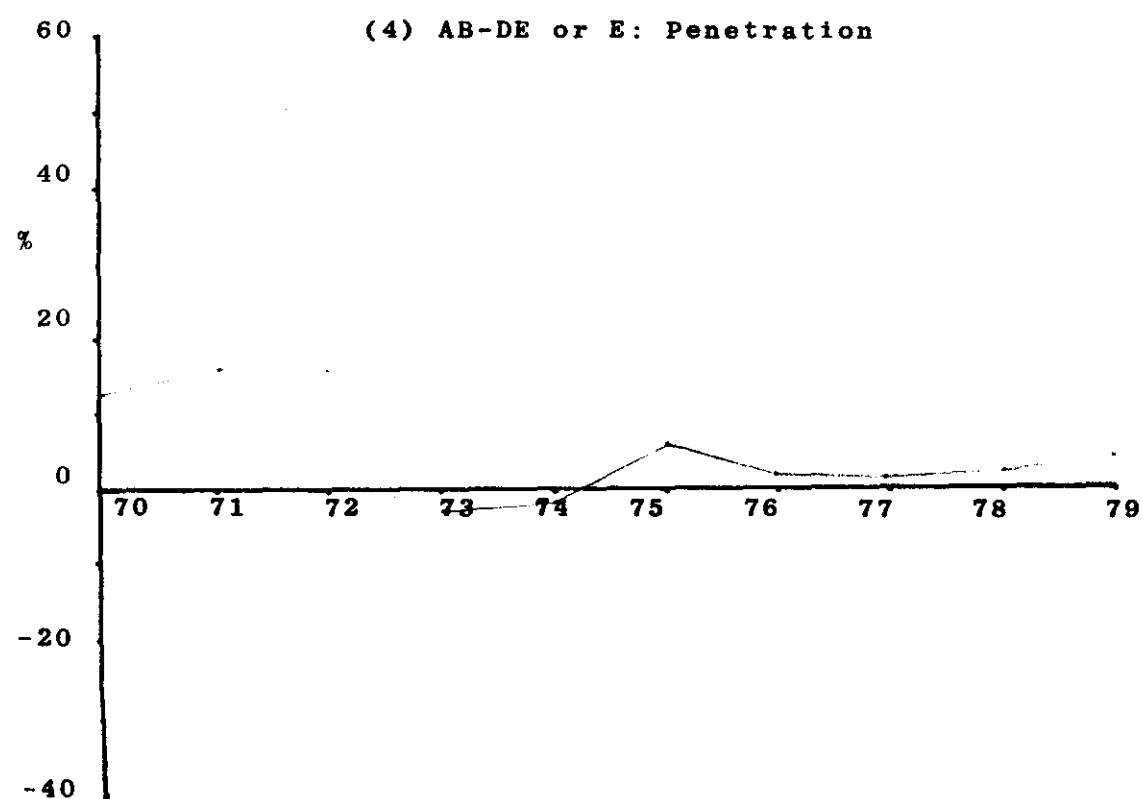


(2) Results of (1) in Actual Nos. of Users/Owners



HOME OWNERSHIP - OWN HOME OUTRIGHT

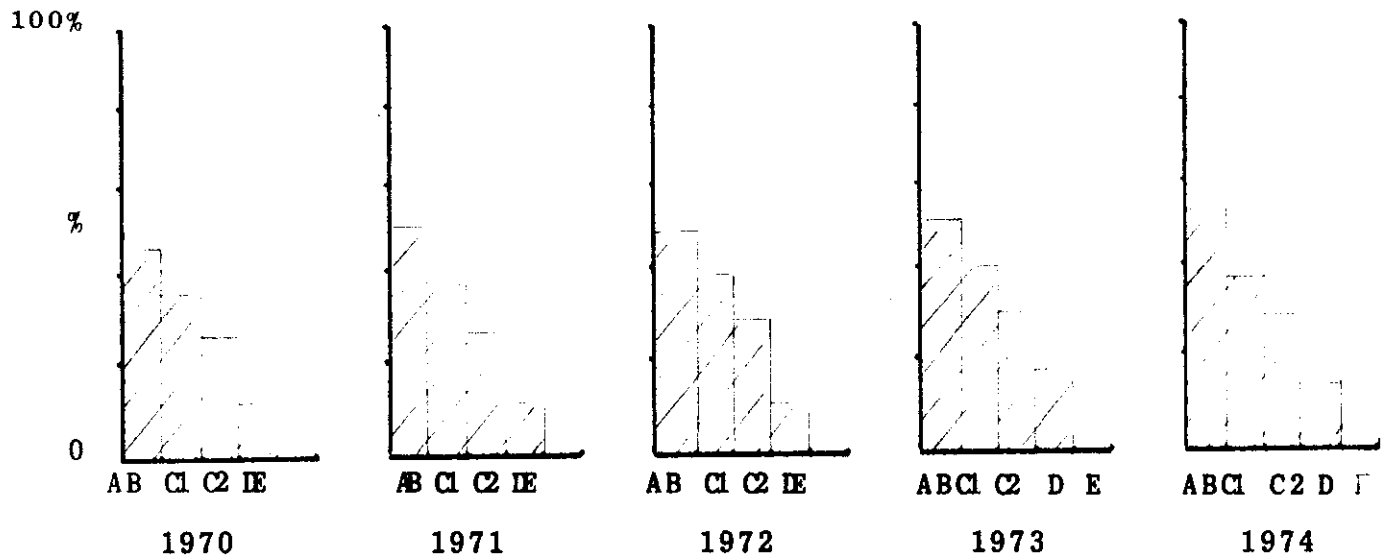
The effect of lumping the D and E grades together until 1923 is very marked in this area. Since those in the E grade are often older and retired a relatively large proportion own their homes. Social grade discriminates reasonably well in this area. The discrimination index was 0.32 in 1973 and in 1979. The difference between maximum and minimum penetrations has been around 18% since 1973. The grades with the highest penetrations are A, B and E. D has the lowest percentage of home-owners.



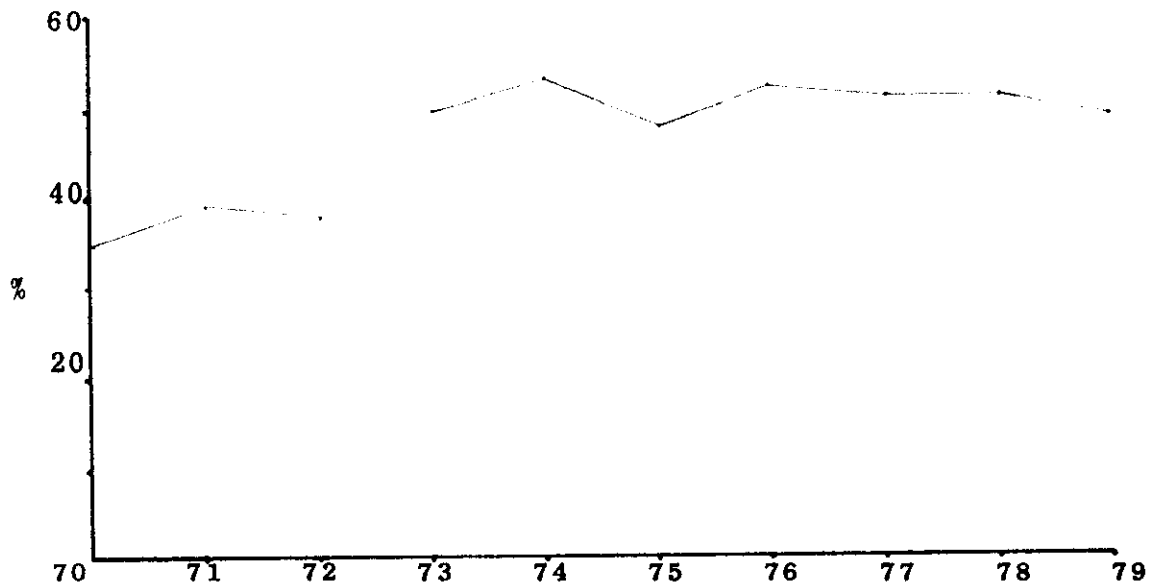
BUYING A HOME

Social grade discriminates well in this area though a slight decline in performance can be noted. The Index has been around 0.44 since 1973. There has been approximately 50% difference between maximum and minimum penetrations since 1973, with the most buyers in the AB grade and the least in the E grade.

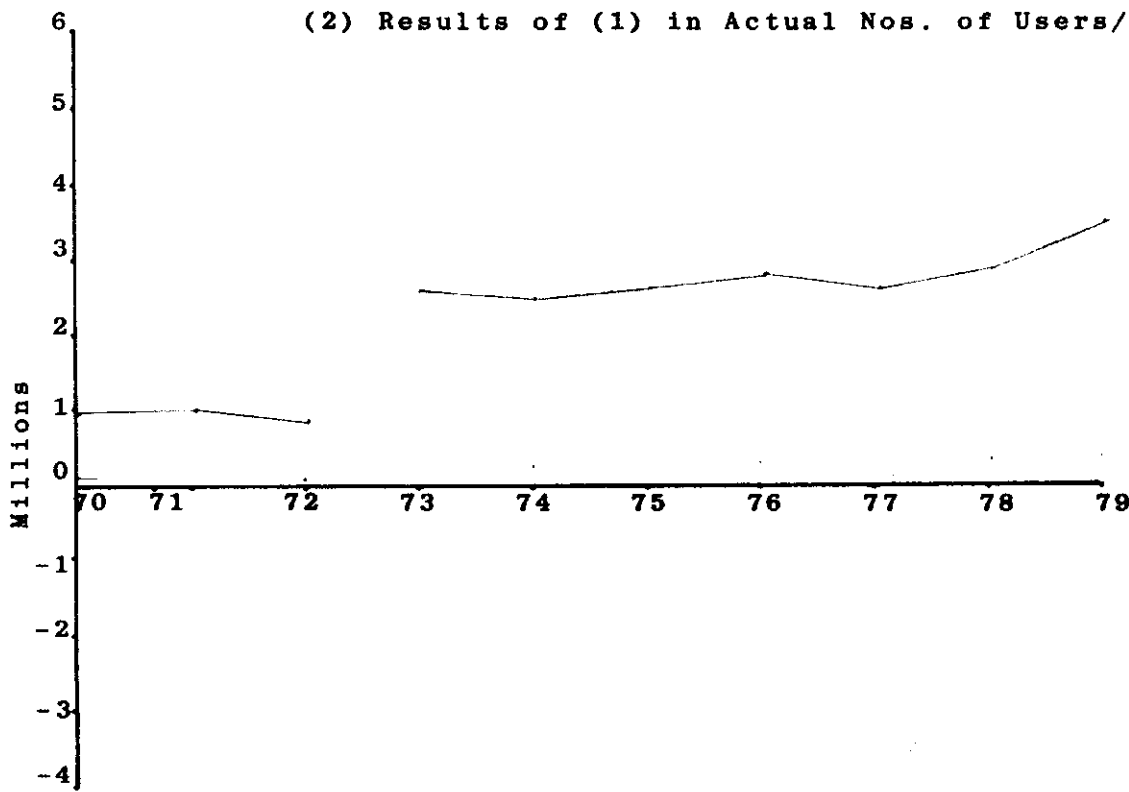
Penetration in Each Grade

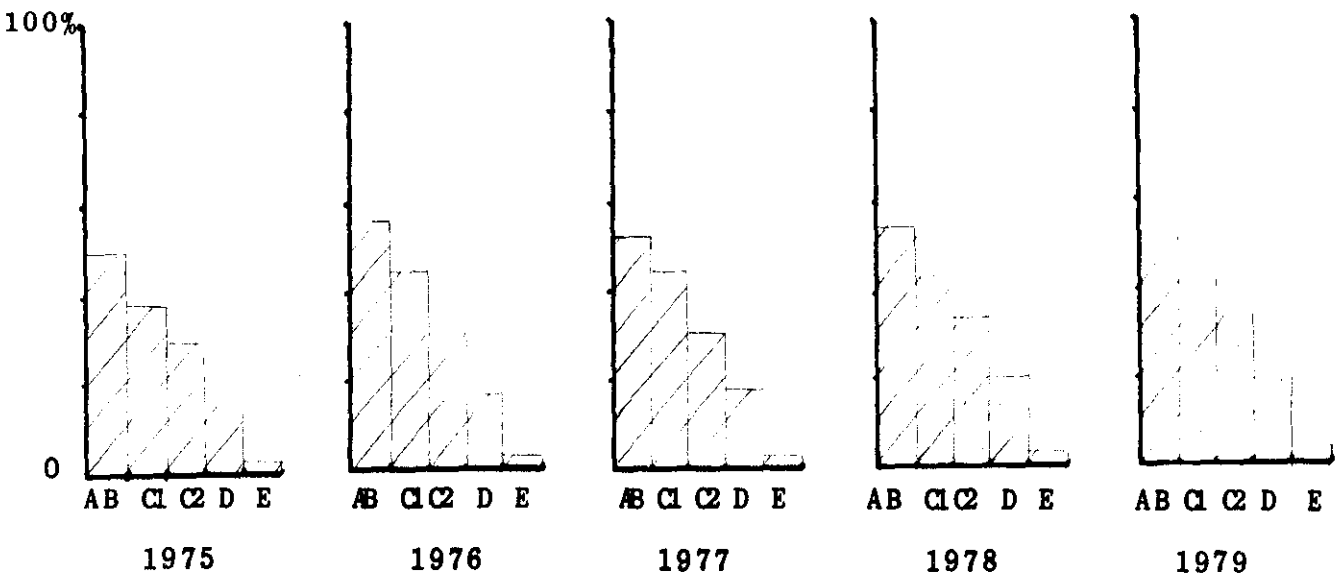
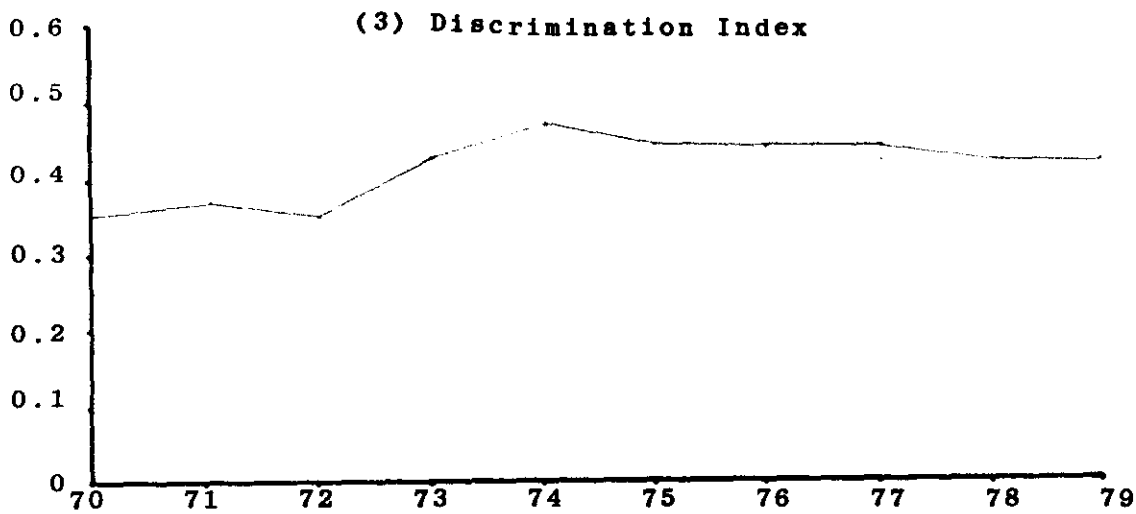
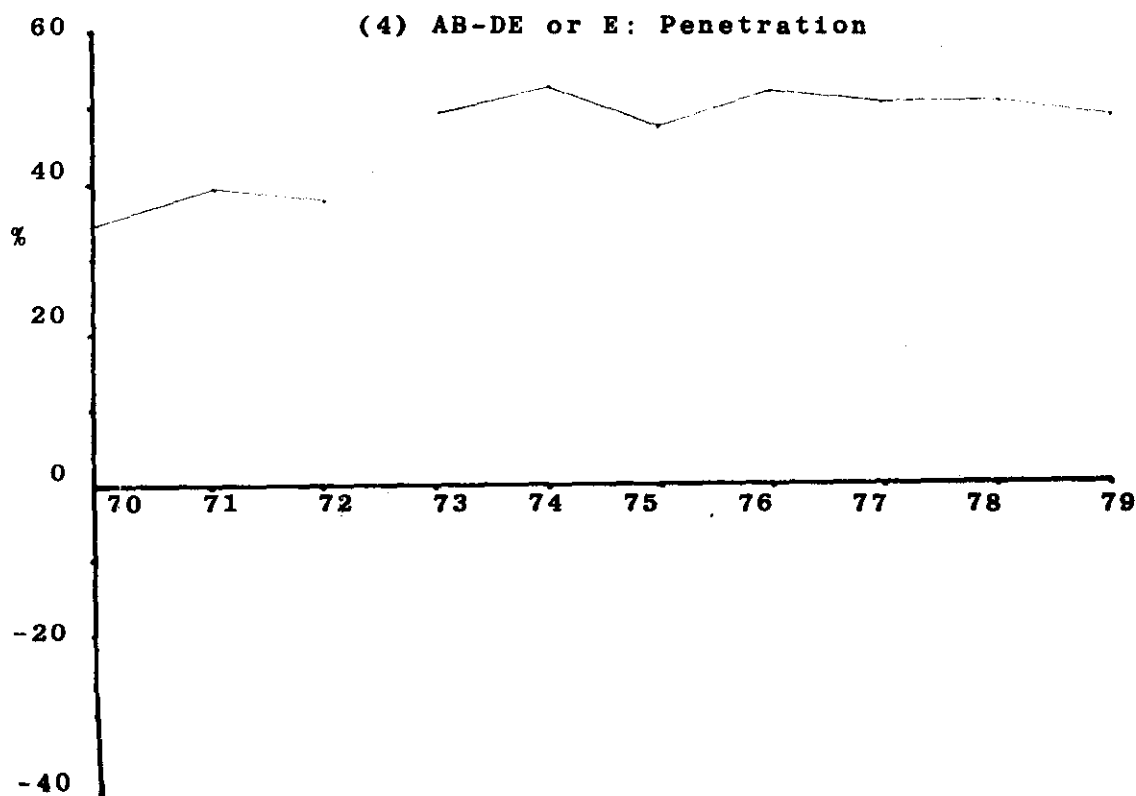


(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners





Guide to Grade 'CI' Households

Lower Middle Class

Grade CI constitutes about 23% of total informants. In general it is made up of the families of small tradespeople and non-manual workers who carry out less important administrative, supervisory and clerical jobs, i.e. what are sometimes called 'white-collar' workers.

(Examples of occupations of heads of households in this grade follow)

Guide to Grade 'C2' Households

The Skilled Working Class

Grade C2 consists in the main of skilled manual workers and their families. It constitutes about 32% of informants. When in doubt as to whether the head of the household is skilled or unskilled, check whether he has served an apprenticeship; this may be a guide, though not all skilled workers have served an apprenticeship.

(Examples of occupations of heads of households in this grade follow)

Guide to Grade 'D' Households

The Semi-skilled and Unskilled Working Class

Grade D consists entirely of manual workers, generally semi-skilled or unskilled. This grade accounts for 21% of families.

(Examples of occupations of heads of households in this grade follow)

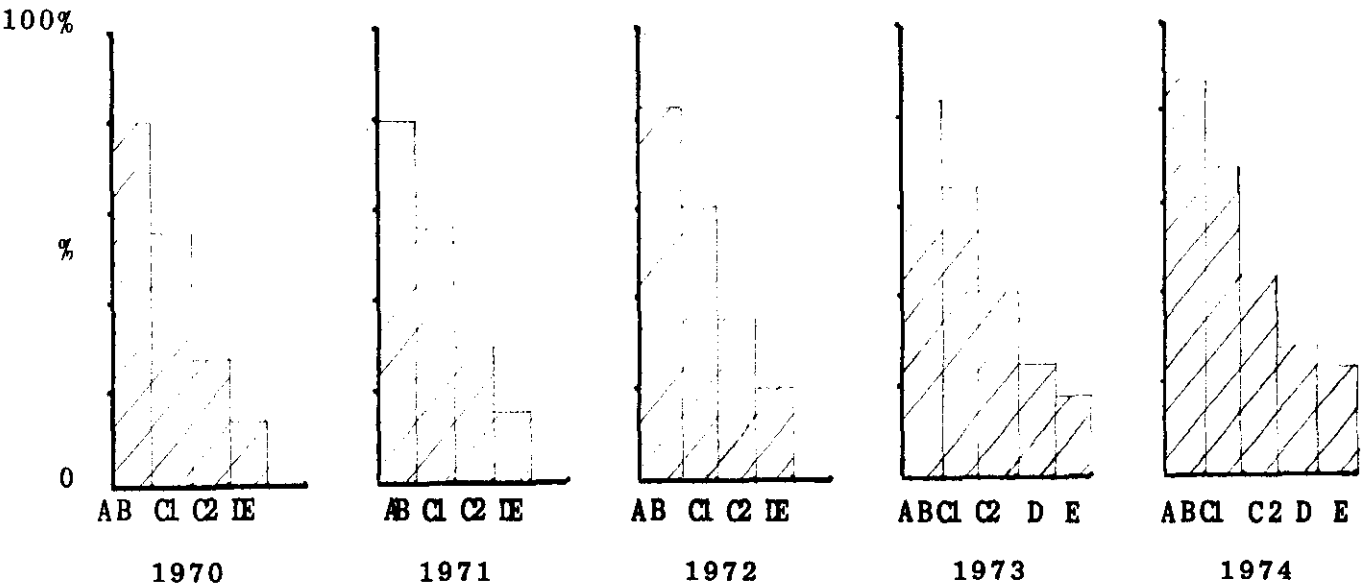
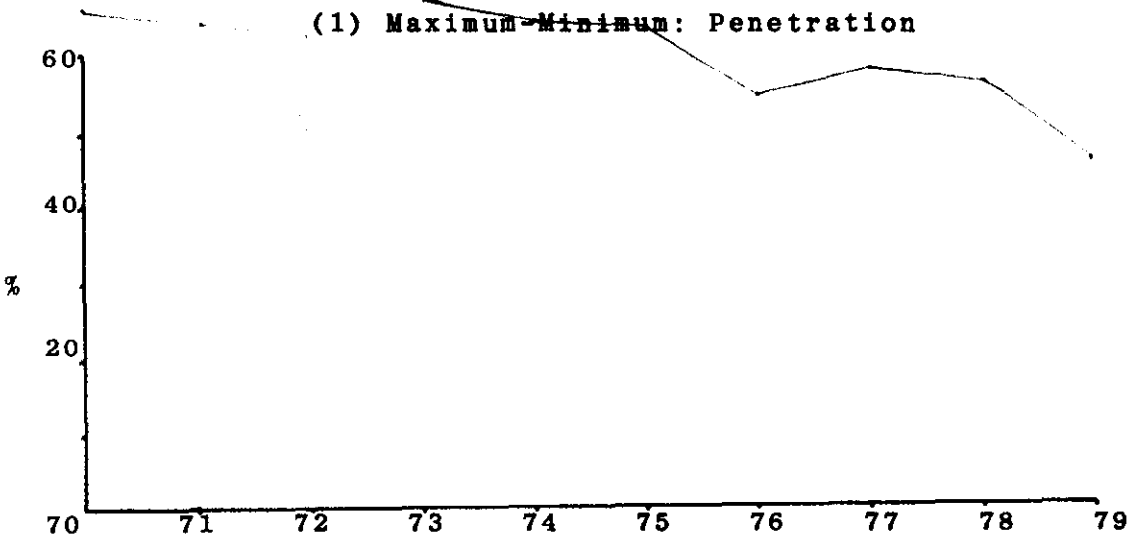
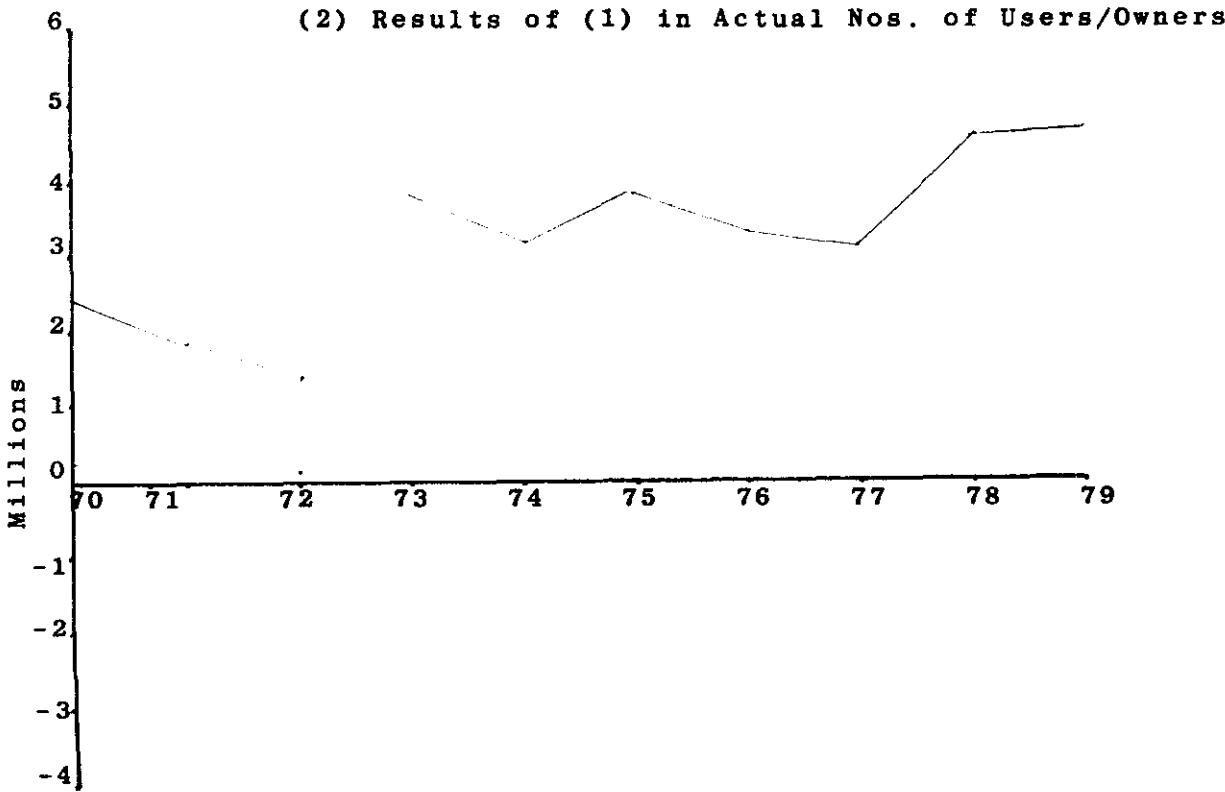
Guide to Grade 'E' Households

Those at Lowest Levels of Subsistence

Grade E consists of old Age Pensioners, Widows and their families, casual workers and those who, through sickness or unemployment, are dependent on social security schemes, or have very small private means. They constitute about 9% of all informants. Individual income of the head of the household (disregarding additions such as supplementary benefits) will be little, if any, above the basic flat-rate social security benefit.

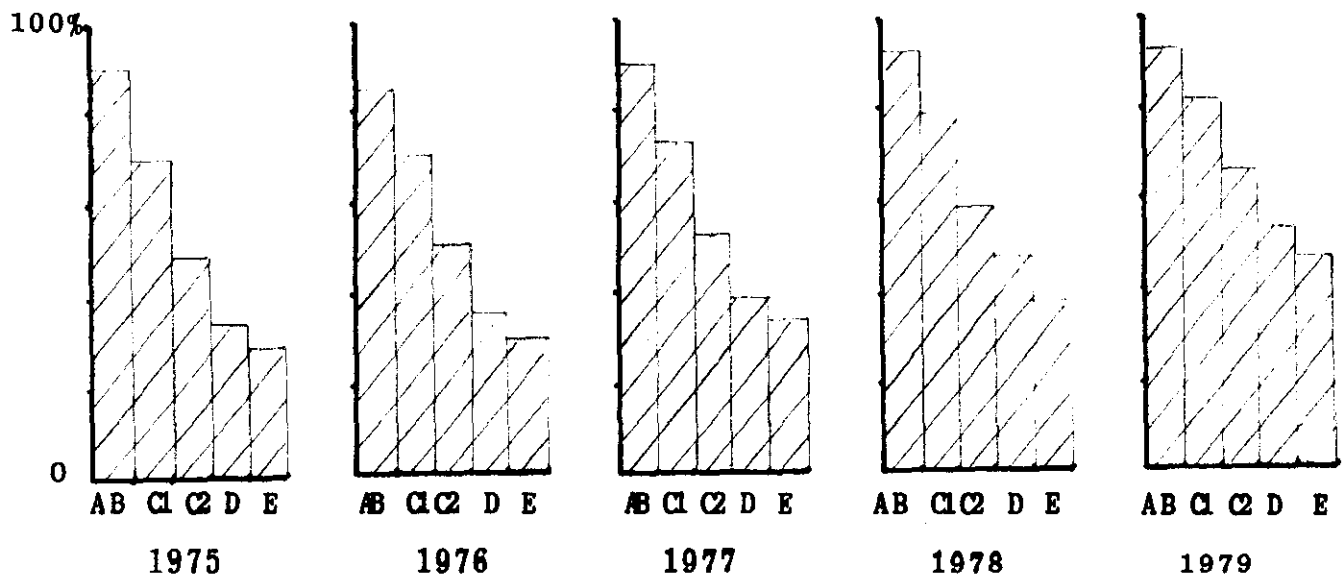
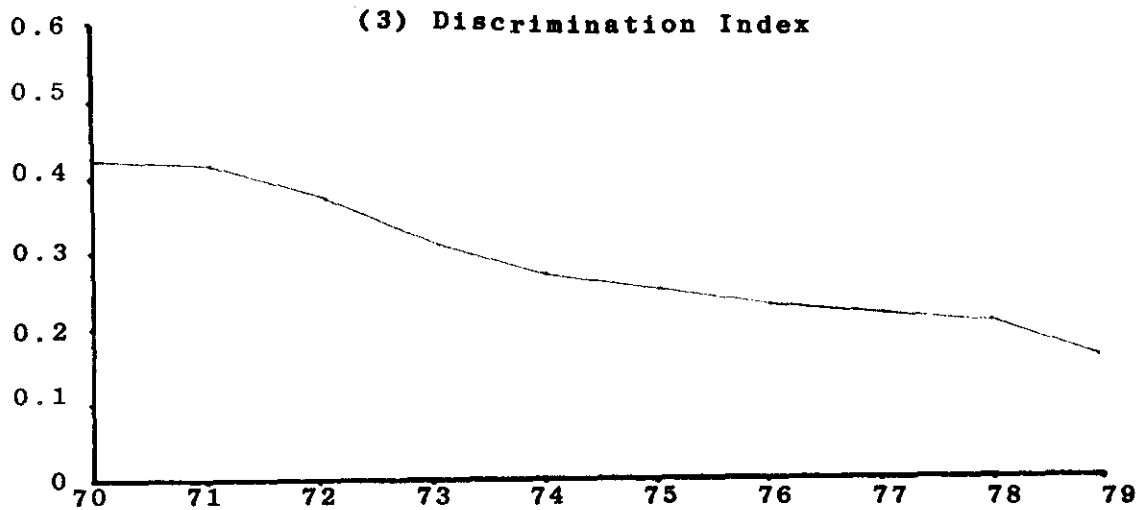
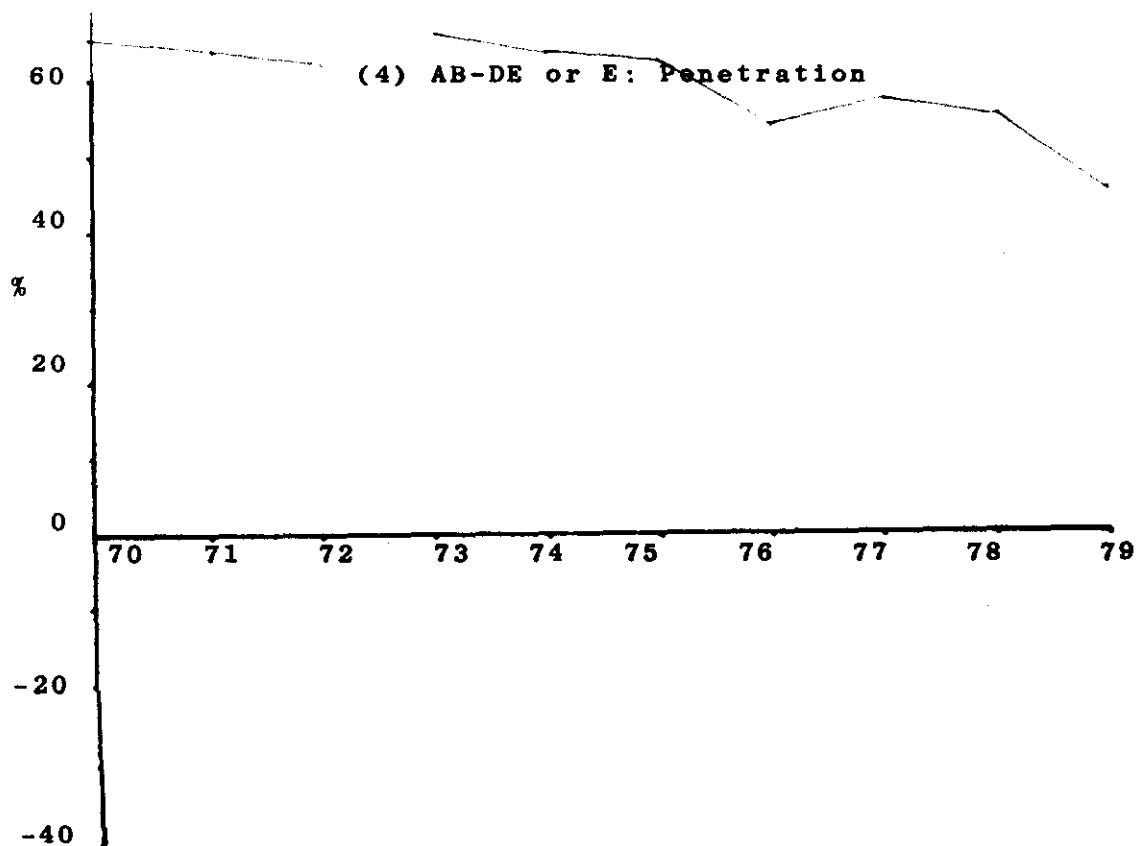
(Examples of occupations of heads of households in this grade follow)

Penetration in Each Grade



TELEPHONE

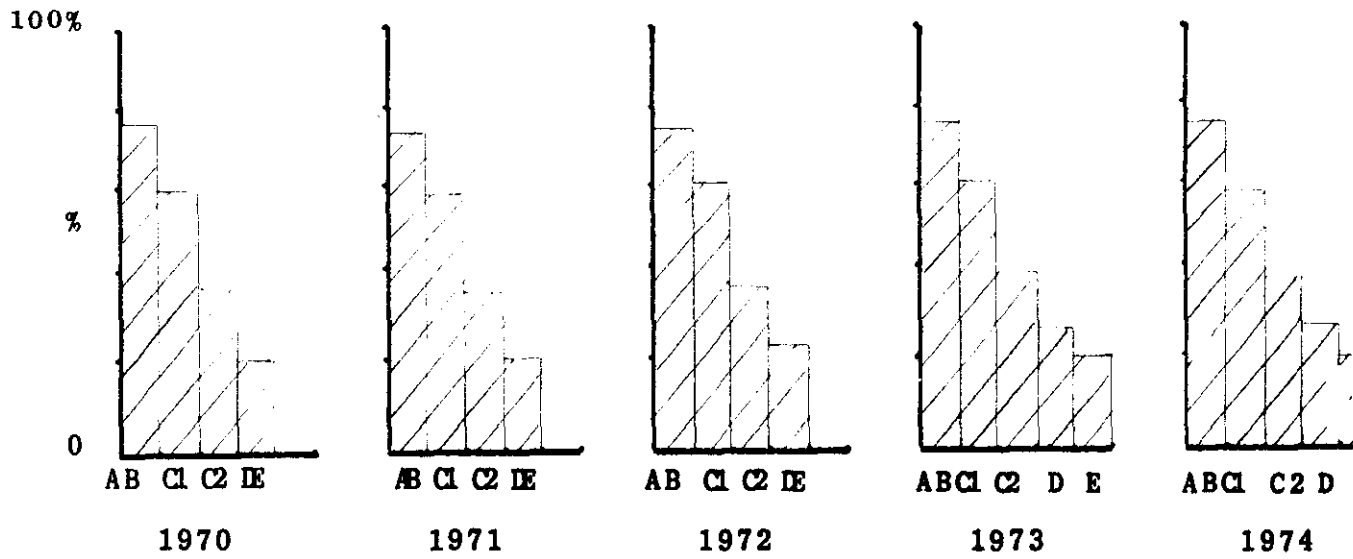
Social grade's discriminating power is declining in this area. It began well with the Index at 0.42 in 1970 but it had fallen to 0.16 by 1979. There is a high, though declining, difference between the grades with maximum and minimum penetrations which was 65% in 1970 and 45.5% in 1979. The skew has consistently shown ABs with the highest percentage of owners and Es with the least.



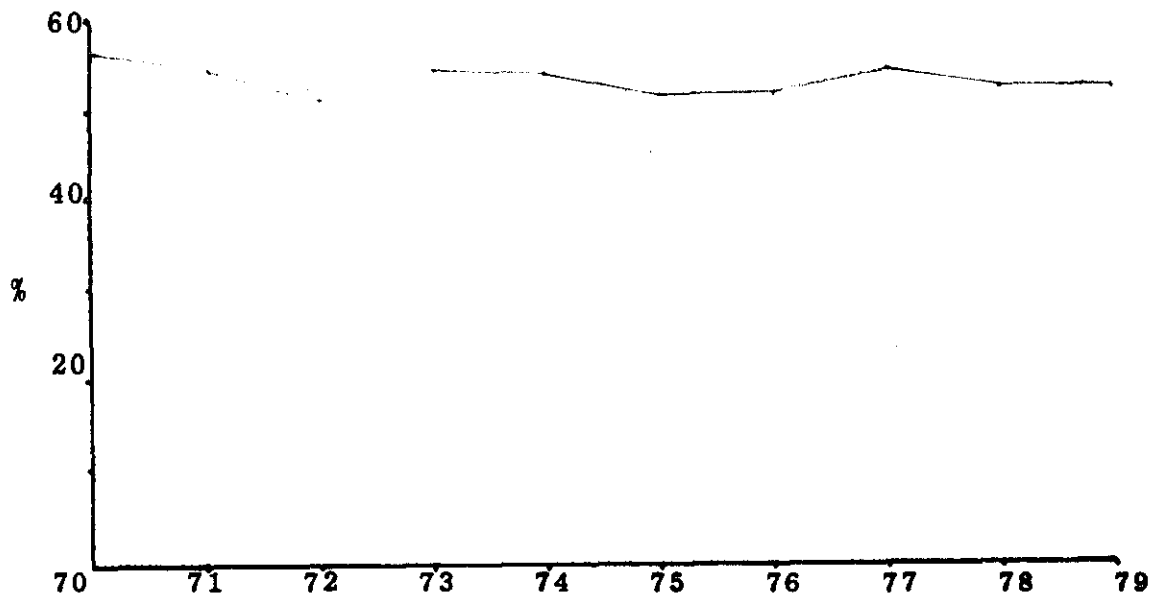
CURRENT BANK ACCOUNT

Social grade discriminates reasonably for current bank accounts, but shows a fall. The discrimination Index was 0.35 in 1970, 0.27 in 1973 and 0.21 in 1979. The difference between maximum and minimum penetrations is high at over 50% and the skew is consistently from AB to E.

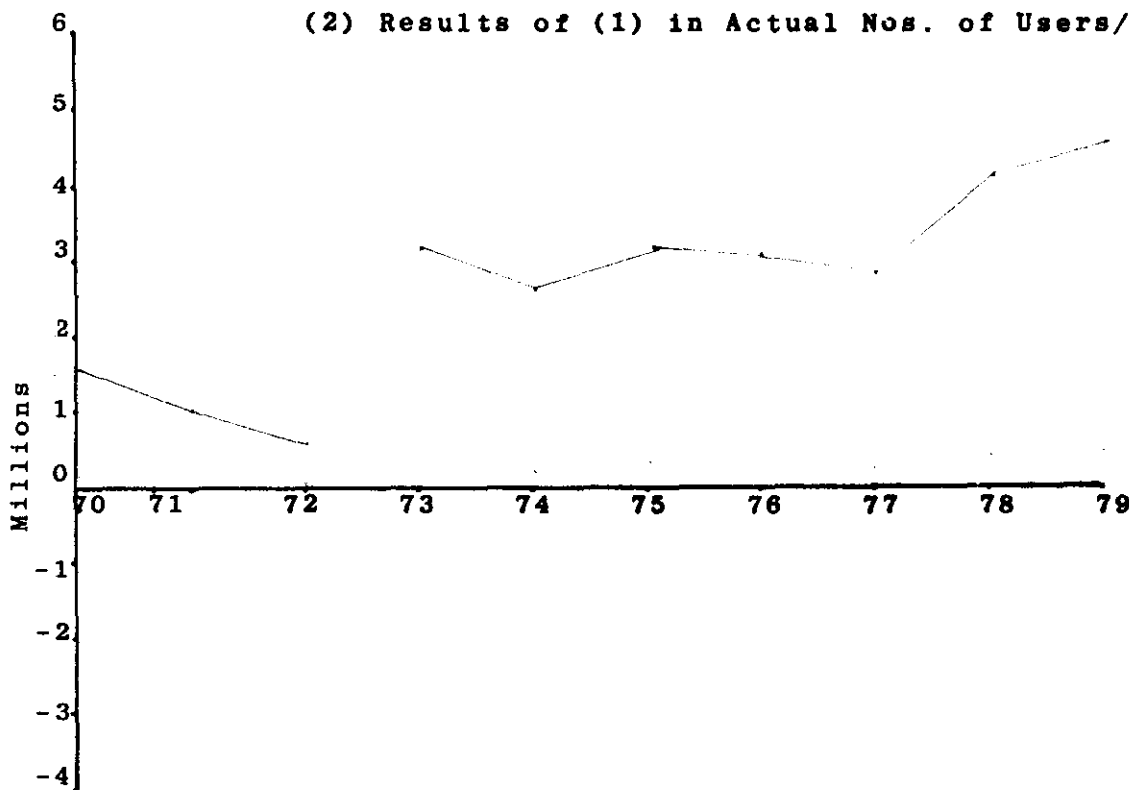
Penetration in Each Grade

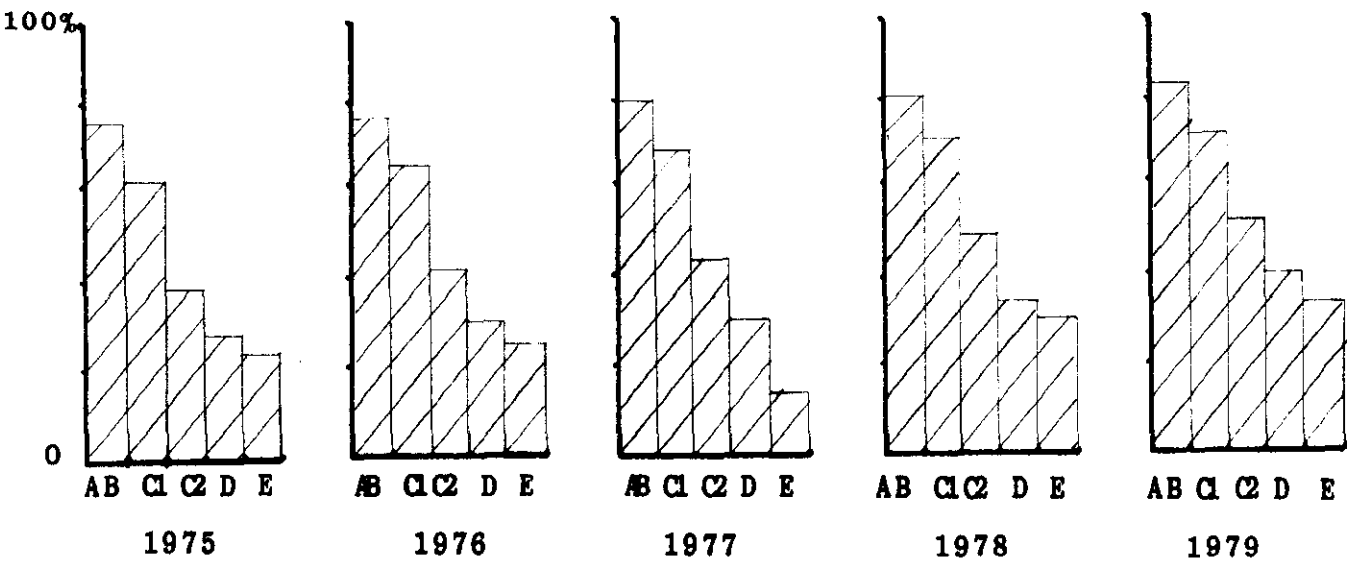
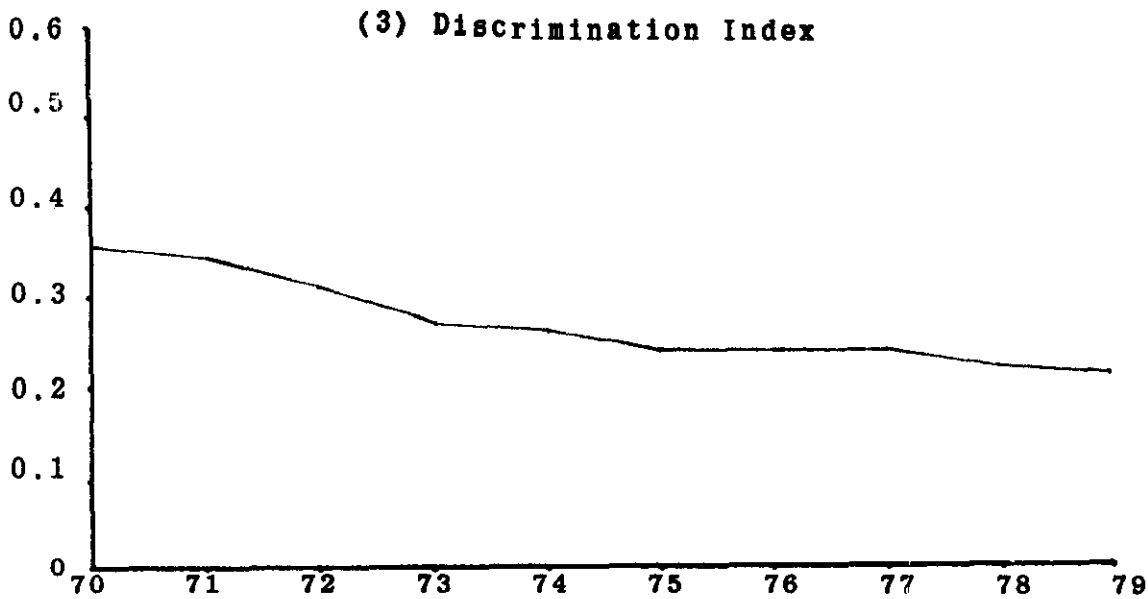
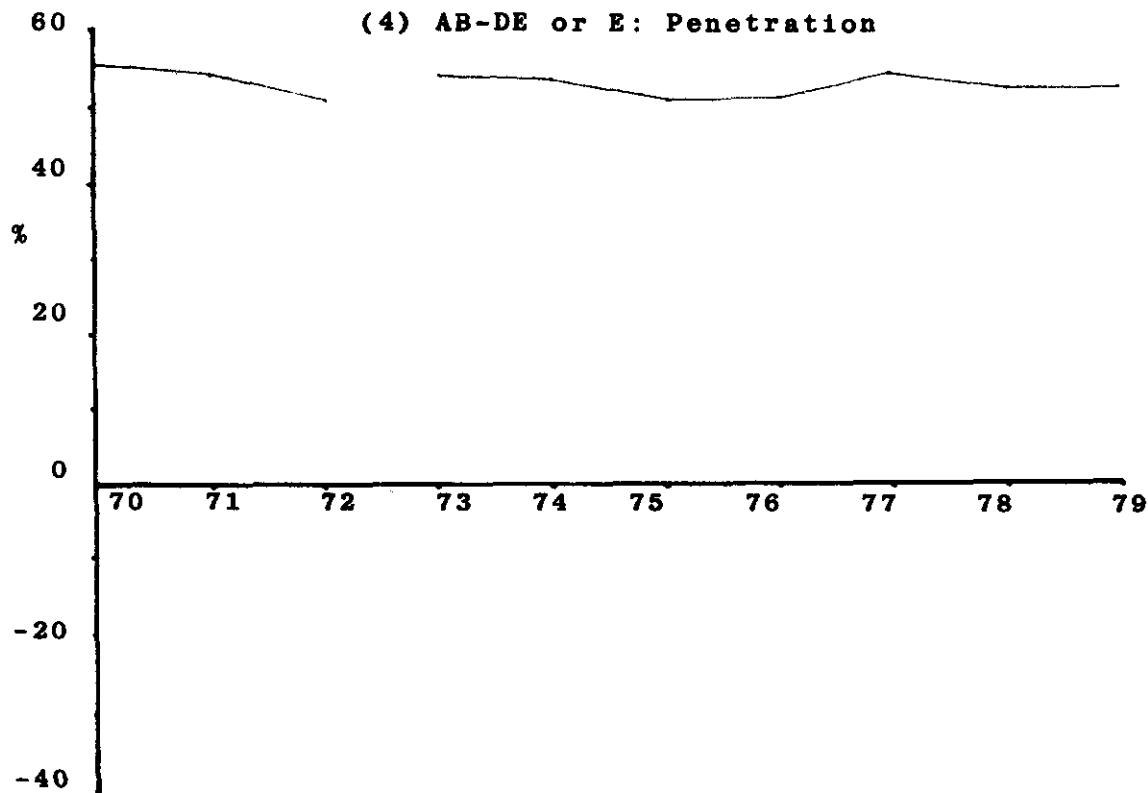


(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners

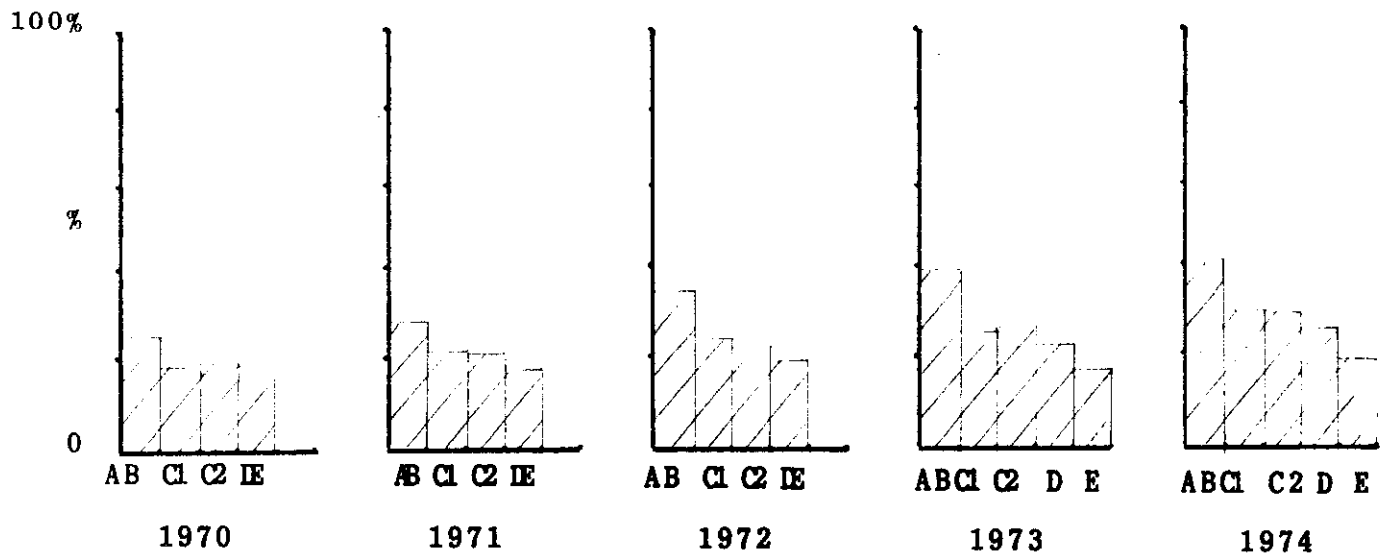




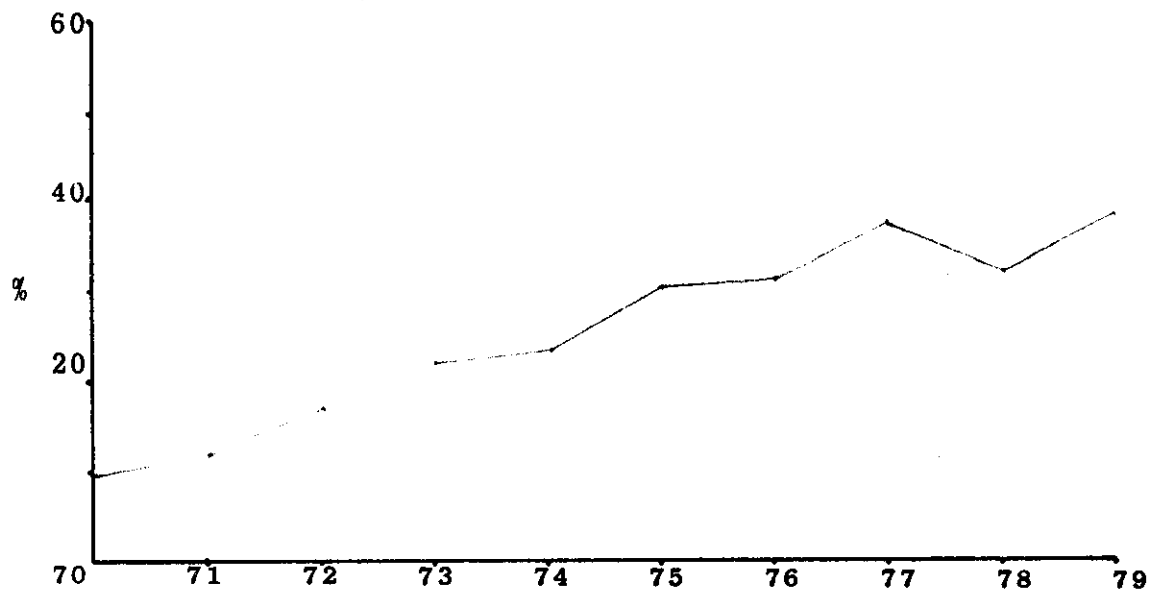
AUTOMATIC WASHING MACHINE

Social grade appears to be discriminating slightly better for this area. The discrimination Index has risen from 0.14 in 1970 to 0.23 in 1979. There is a constant AB to E skew, and the difference between maximum and minimum penetrations has risen from 9.8% to 38%.

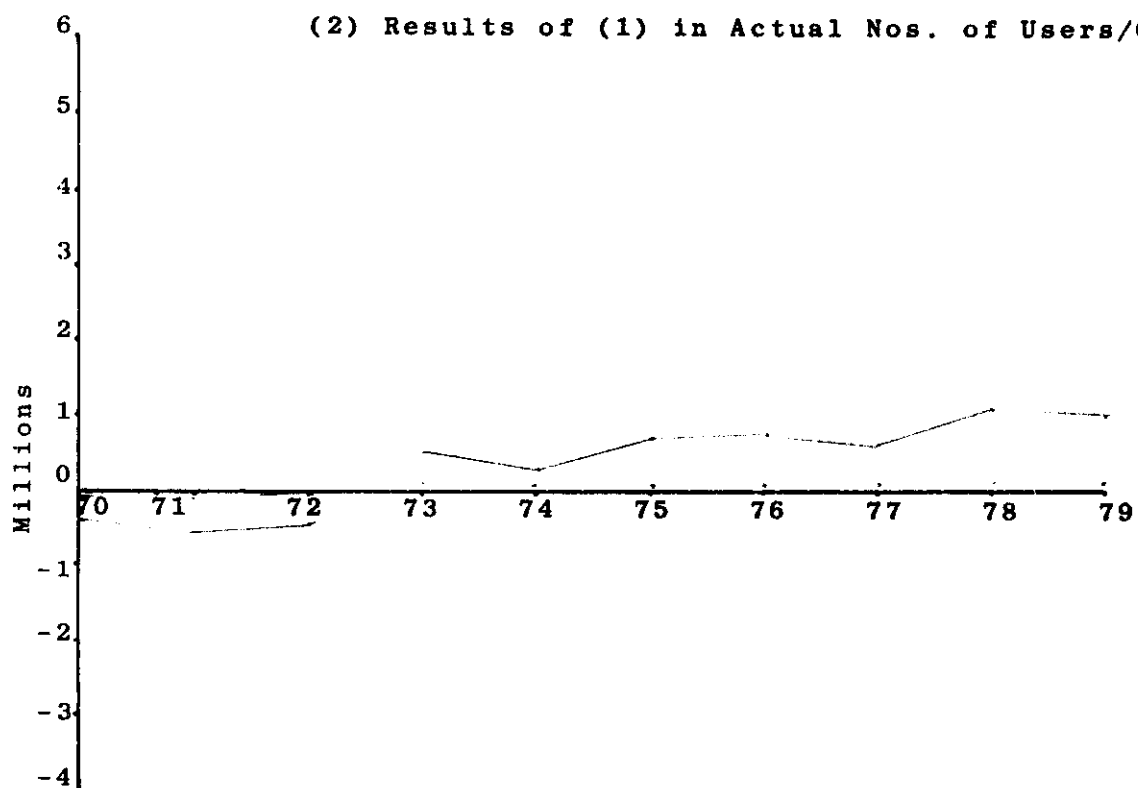
Penetration in Each Grade

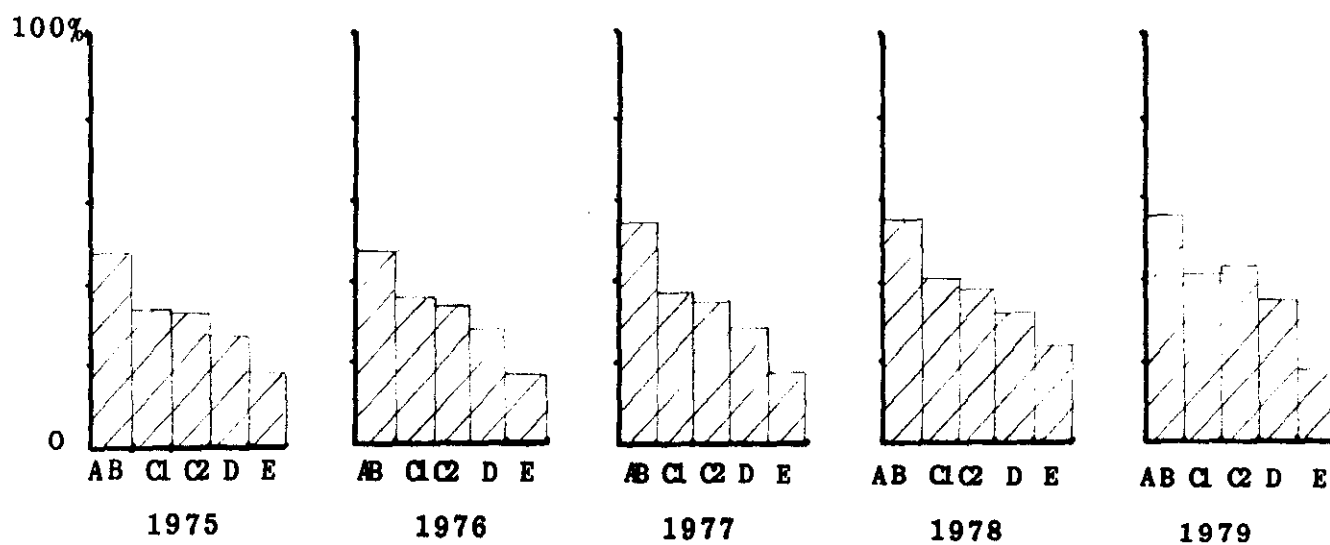
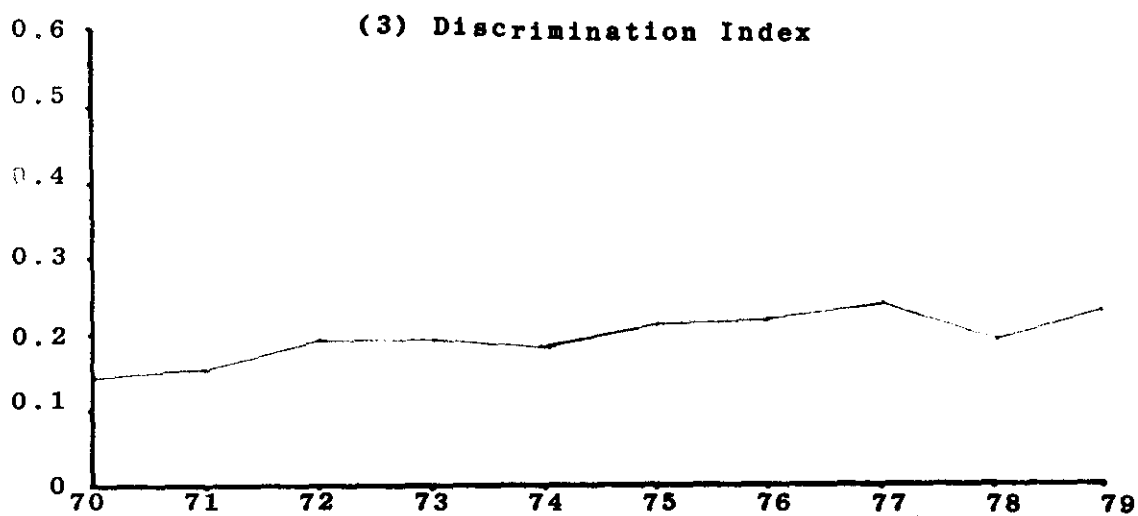
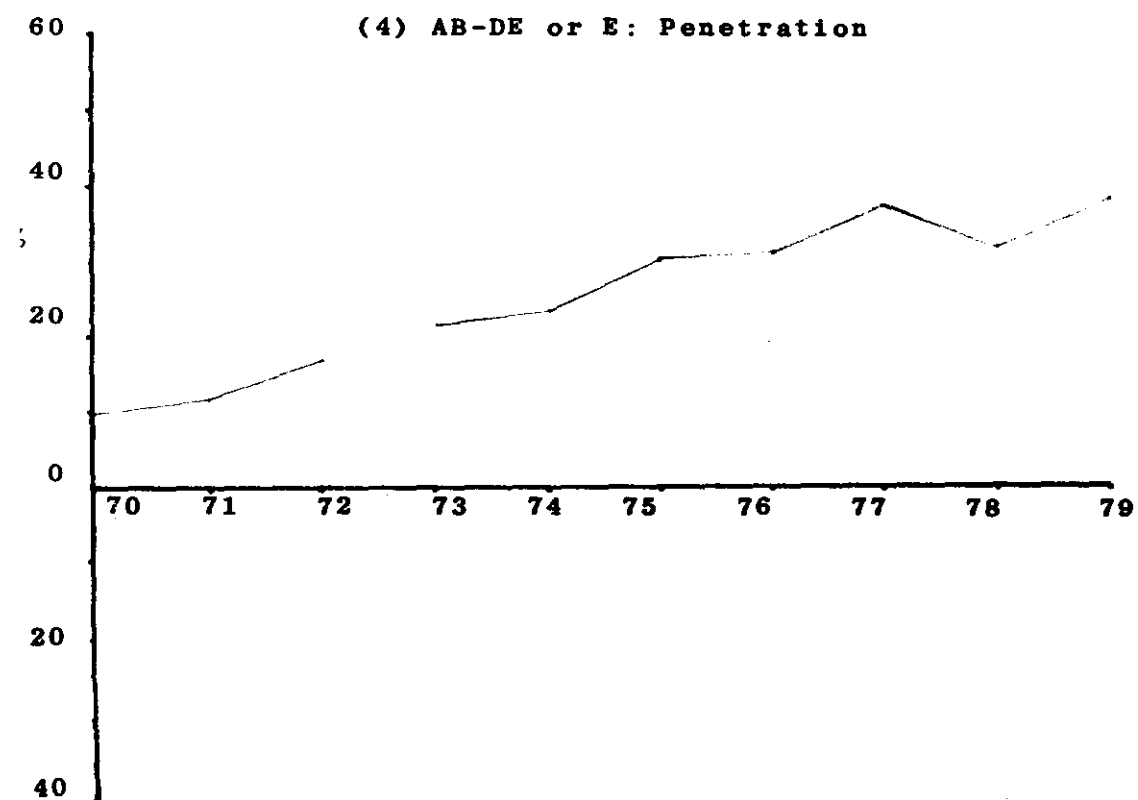


(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners

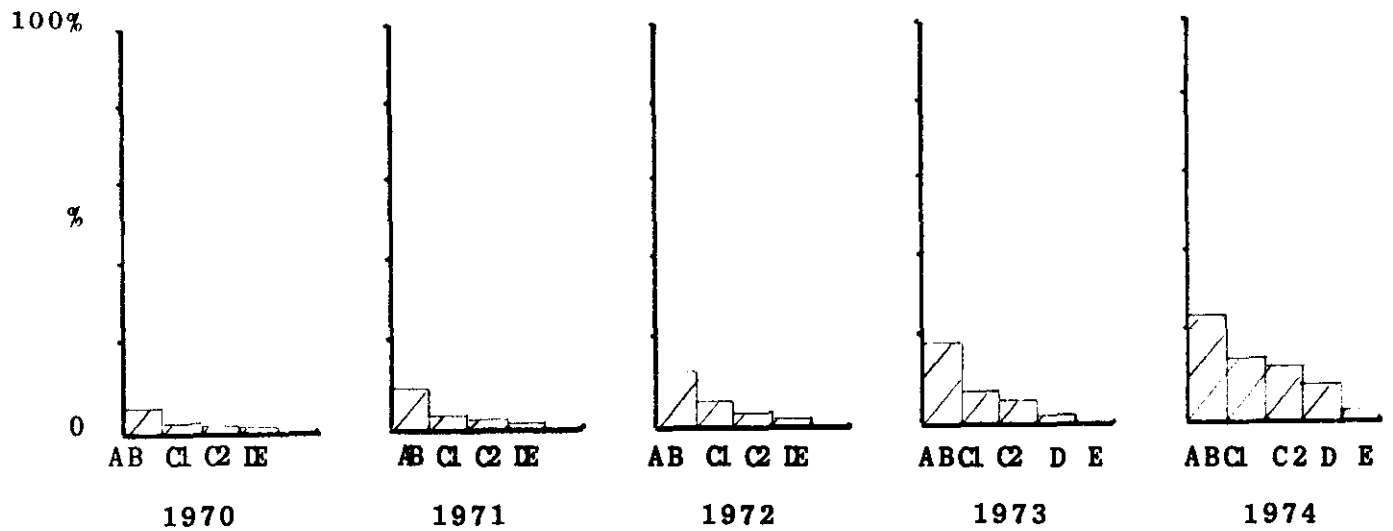




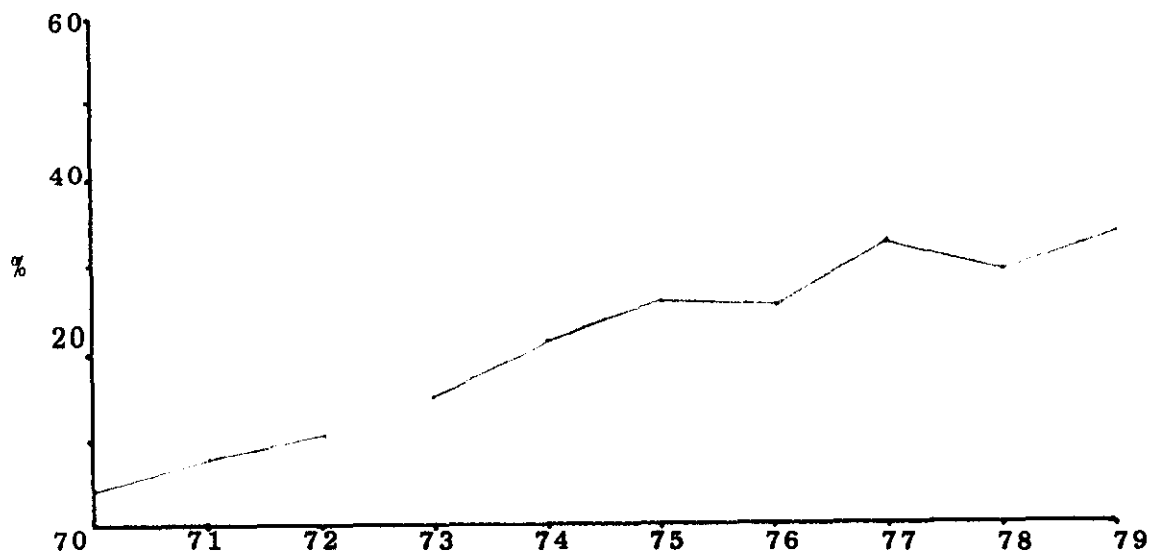
DEEP FREEZER

Social grade discriminates reasonably well though a decline can be marked as ownership becomes more general. The discrimination Index peaked at 0.51 in 1971 but had dropped to 0.3 by 1979. The difference between maximum and minimum penetrations has risen from 9.1% in 1970 to 16% in 1979. ABs have consistently shown the highest percentage of owners and Es the least.

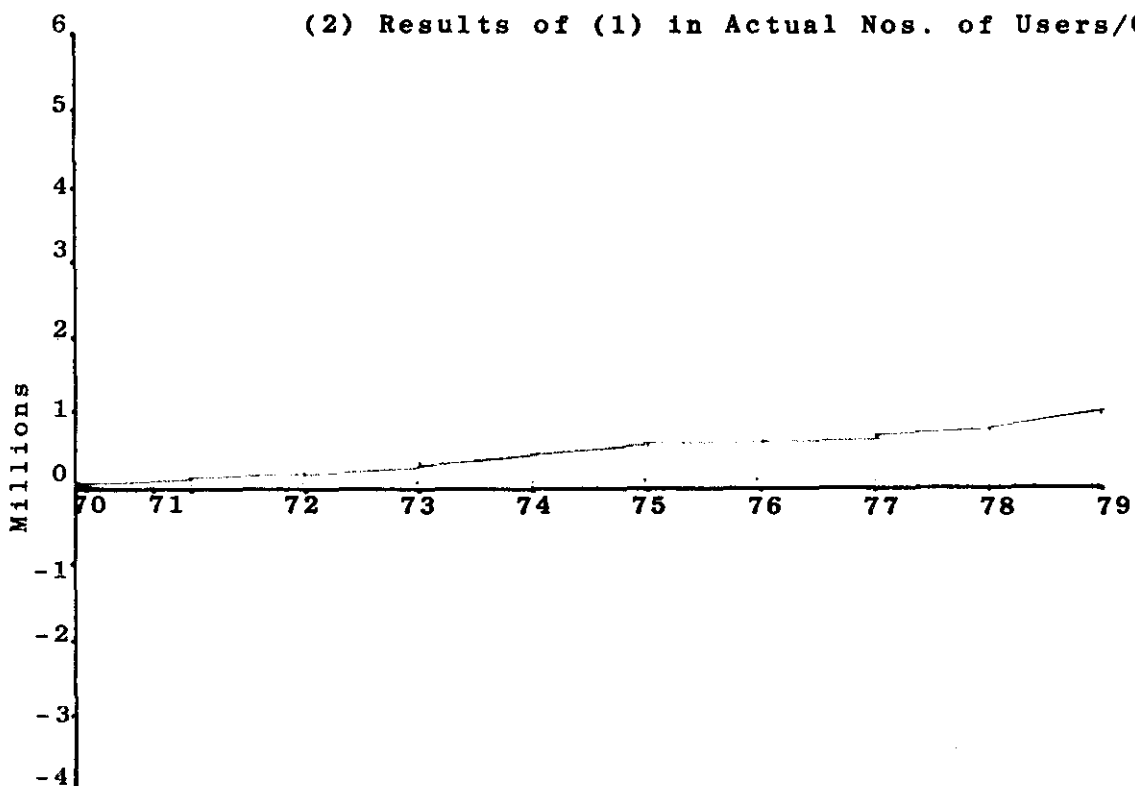
Penetration in Each Grade

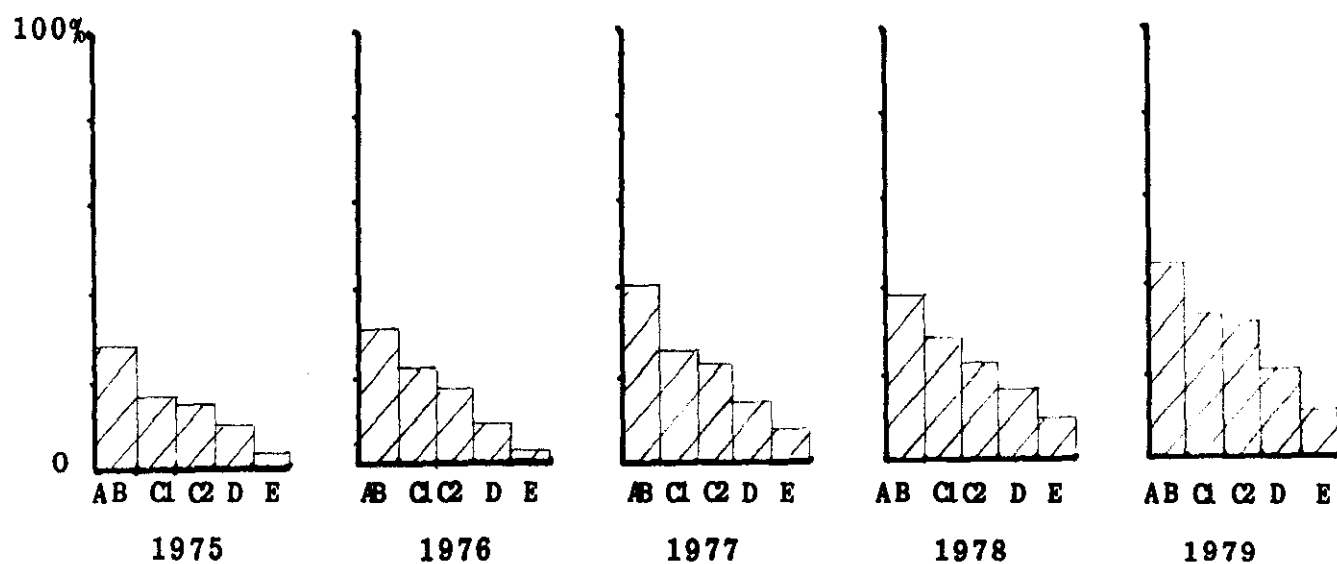
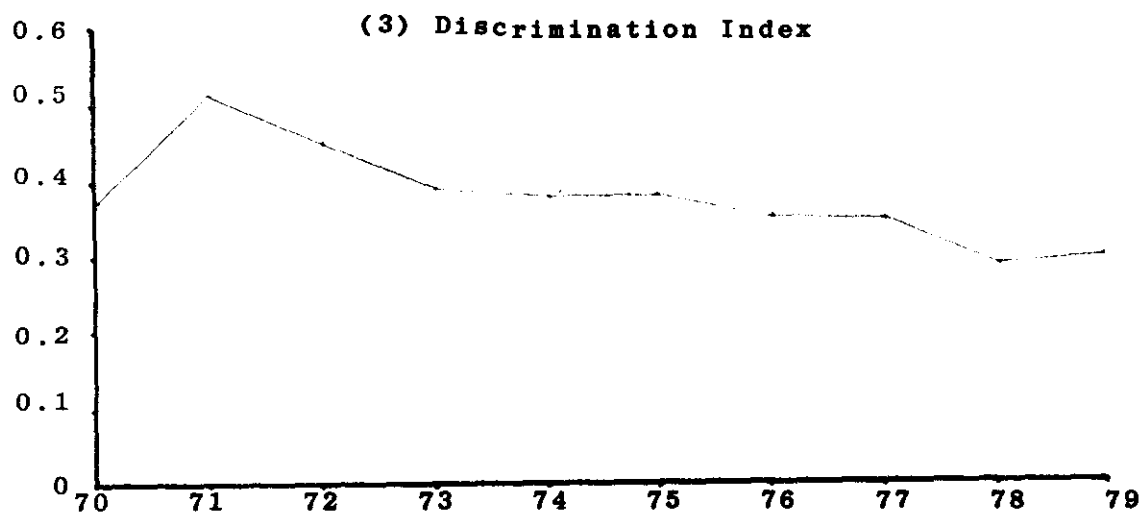
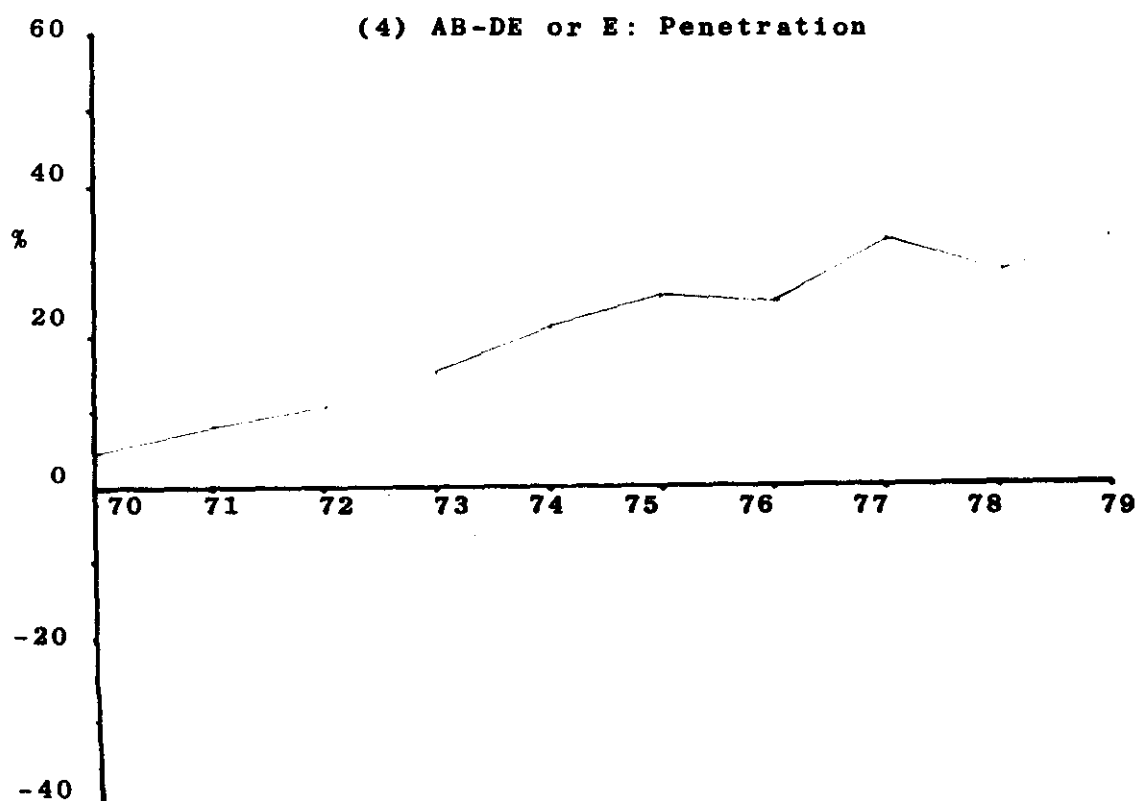


(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners

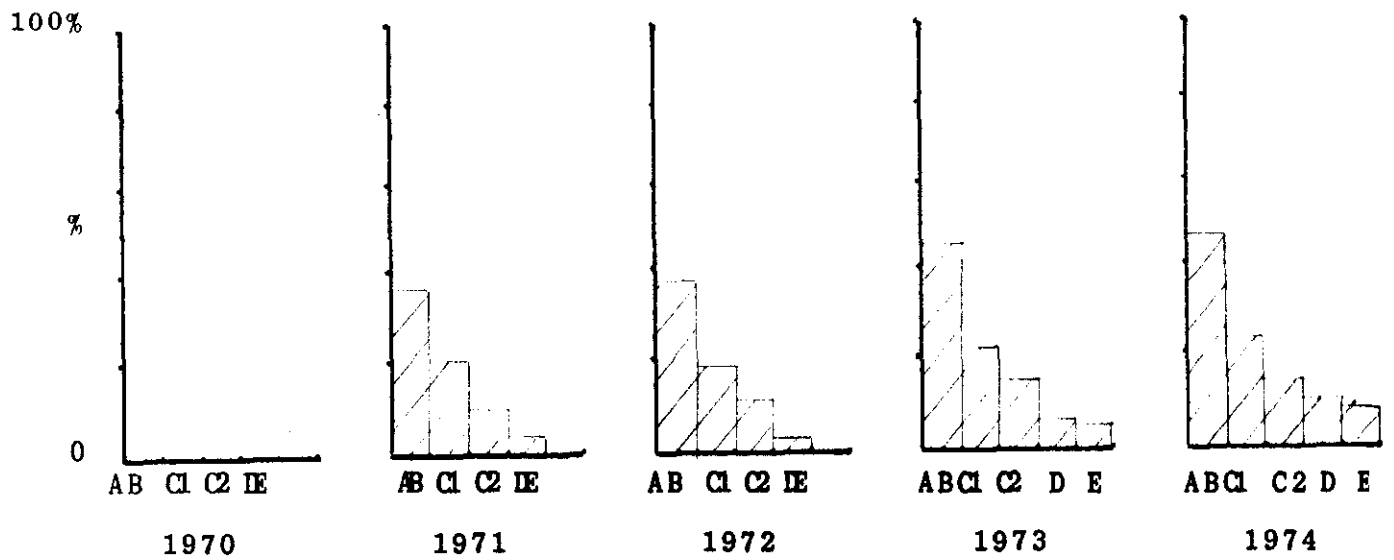




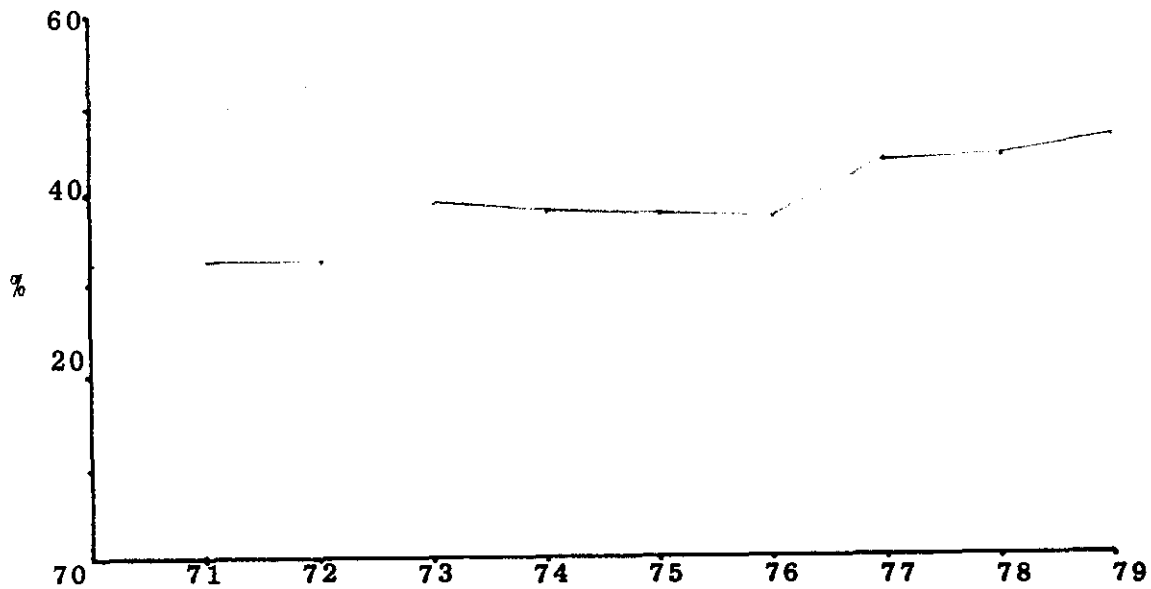
FULL CENTRAL HEATING

Social grade discriminates reasonably well. The Index started at over 0.5 in 1971, fell to 0.38 in 1973 and 0.3 in 1979. The difference between maximum and minimum penetrations has risen from 31.8% in 1971 to 45.8% in 1979. ABs have the highest percentage of owners and Es the least.

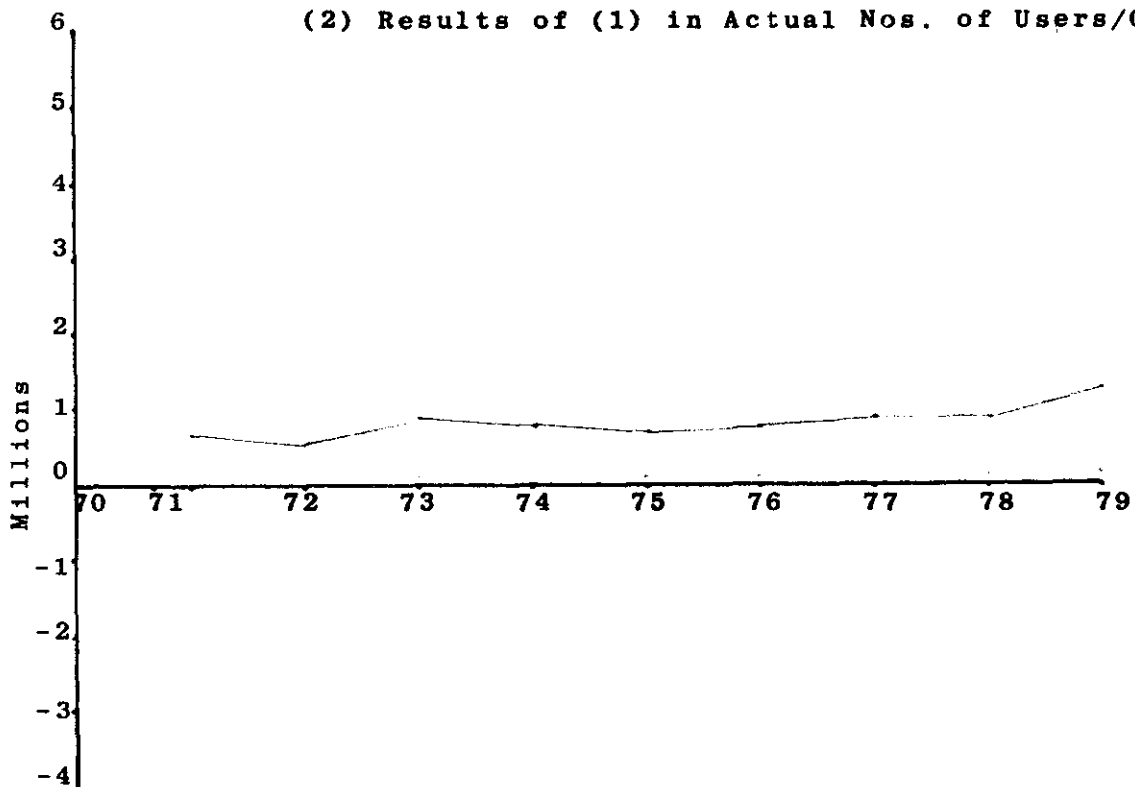
Penetration in Each Grade

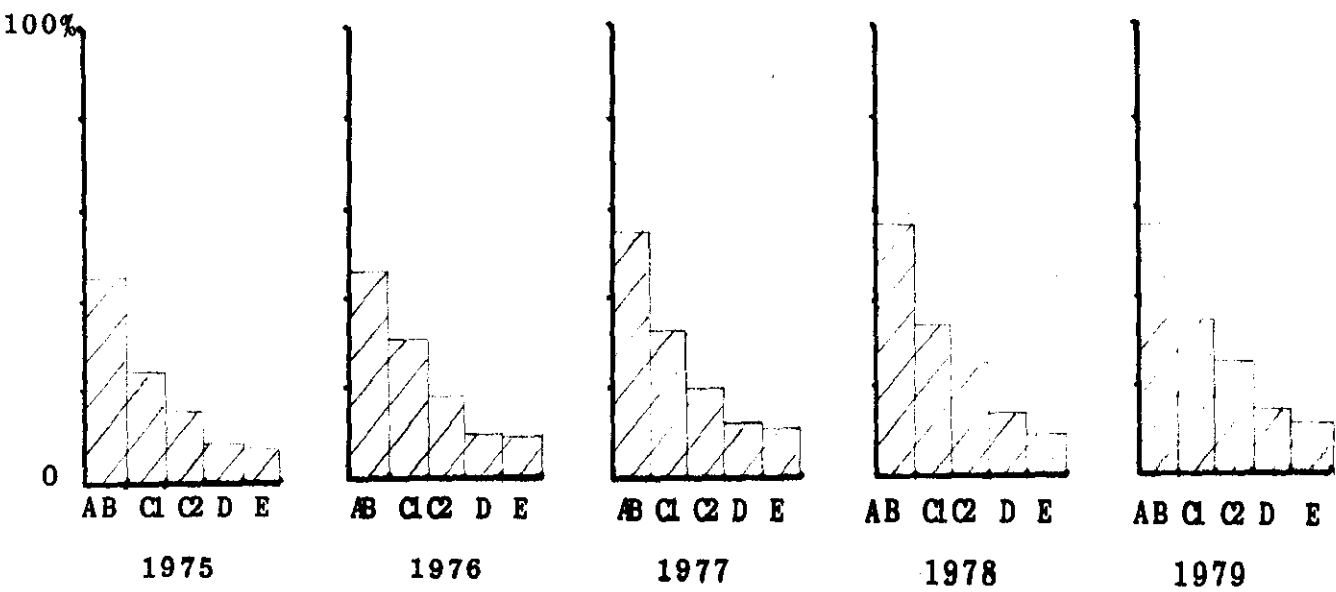
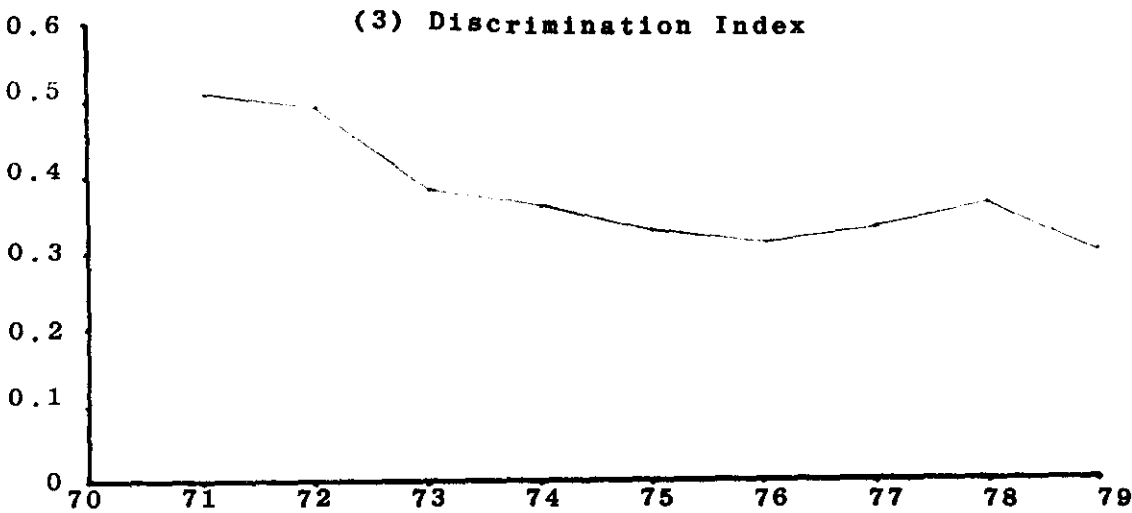
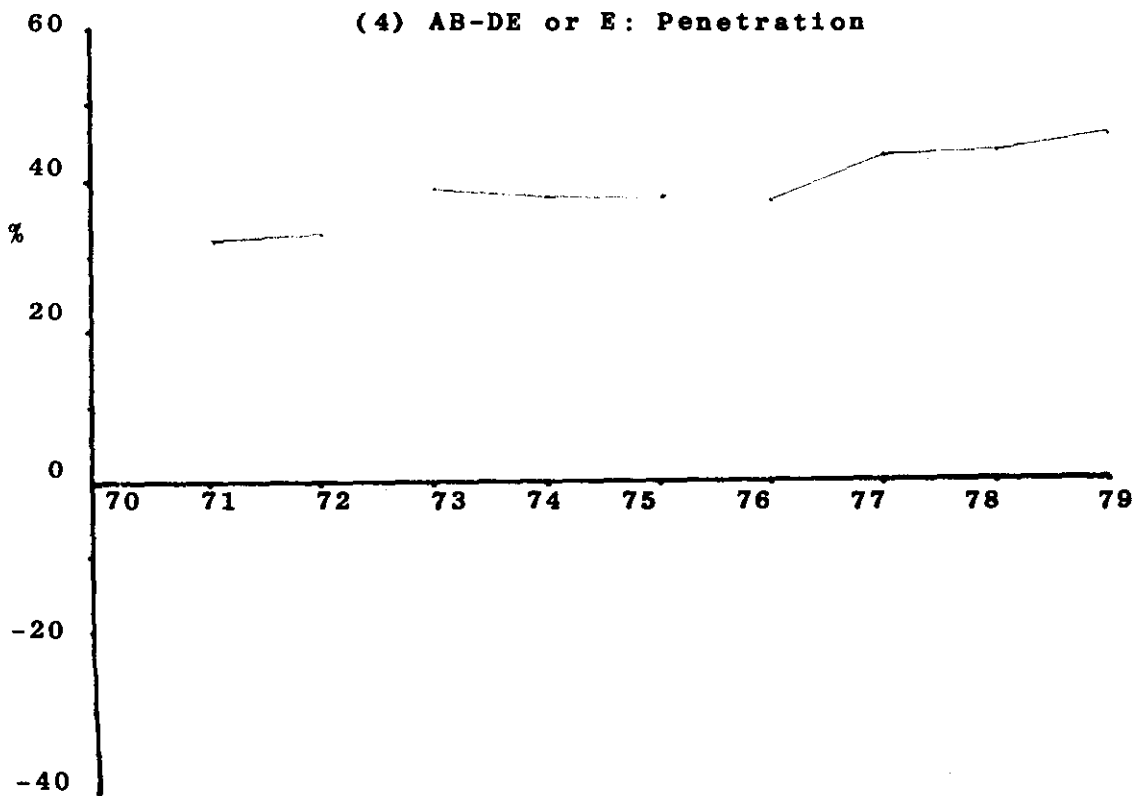


(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners

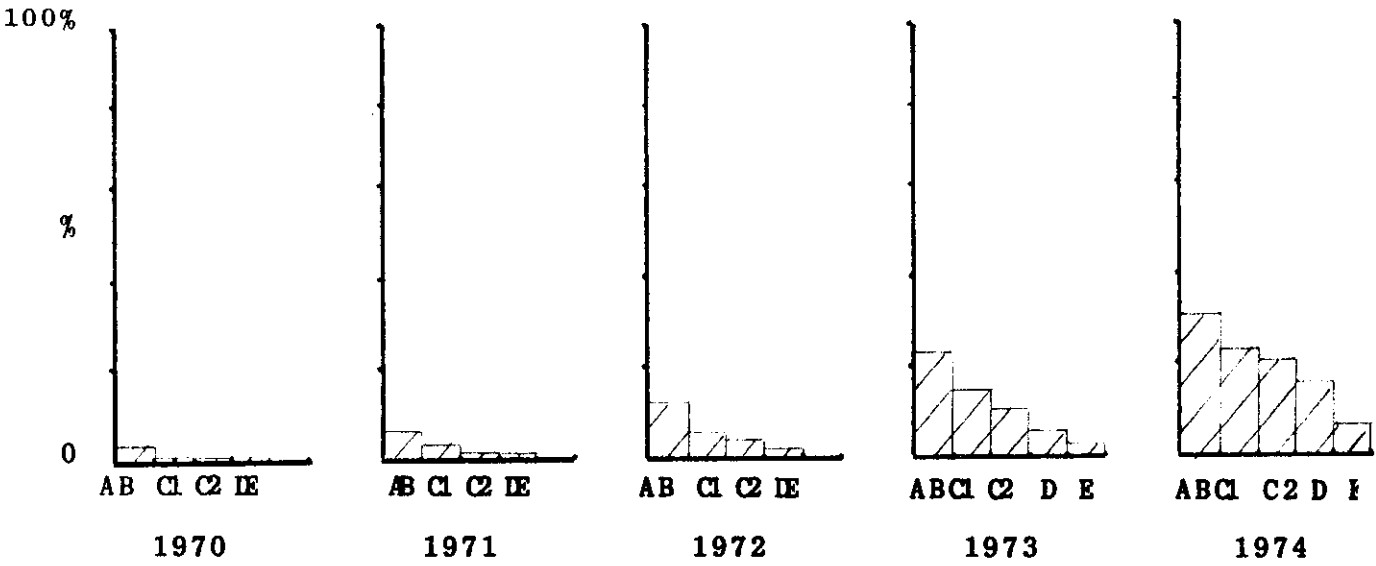




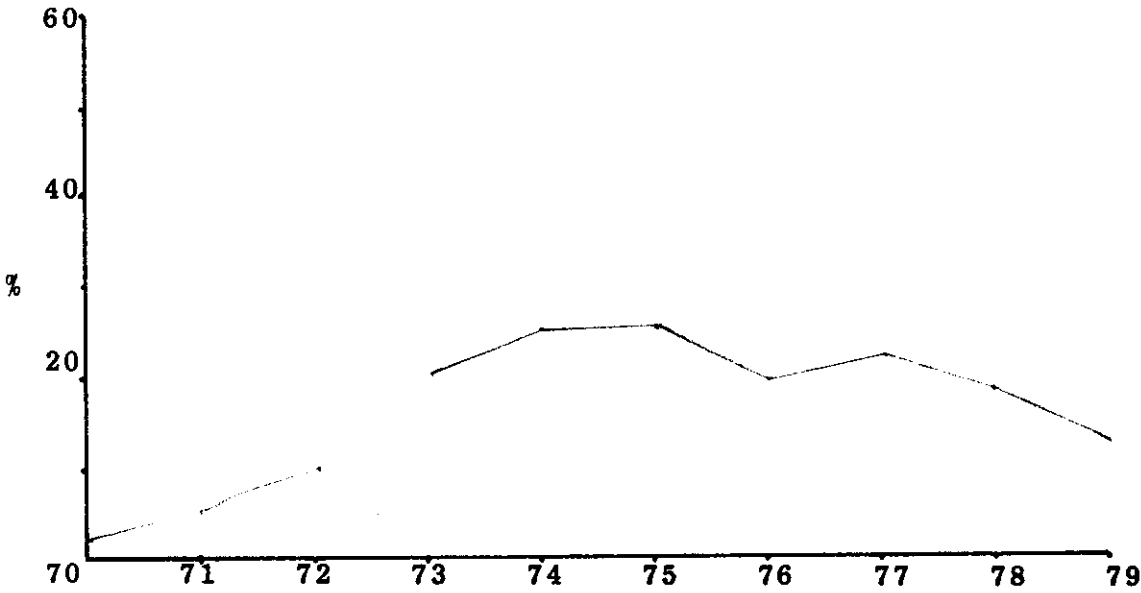
COLOUR TELEVISION - RENTED

The discriminatory power of social grade has declined rapidly in this area. The Index has dropped sharply from 0.48 in 1970 to 0.14 in 1979. The difference between maximum and minimum penetrations peaked in 1975 at 25.1% but had fallen to 12.6% in 1979. The skew has been from AB to E over the whole period.

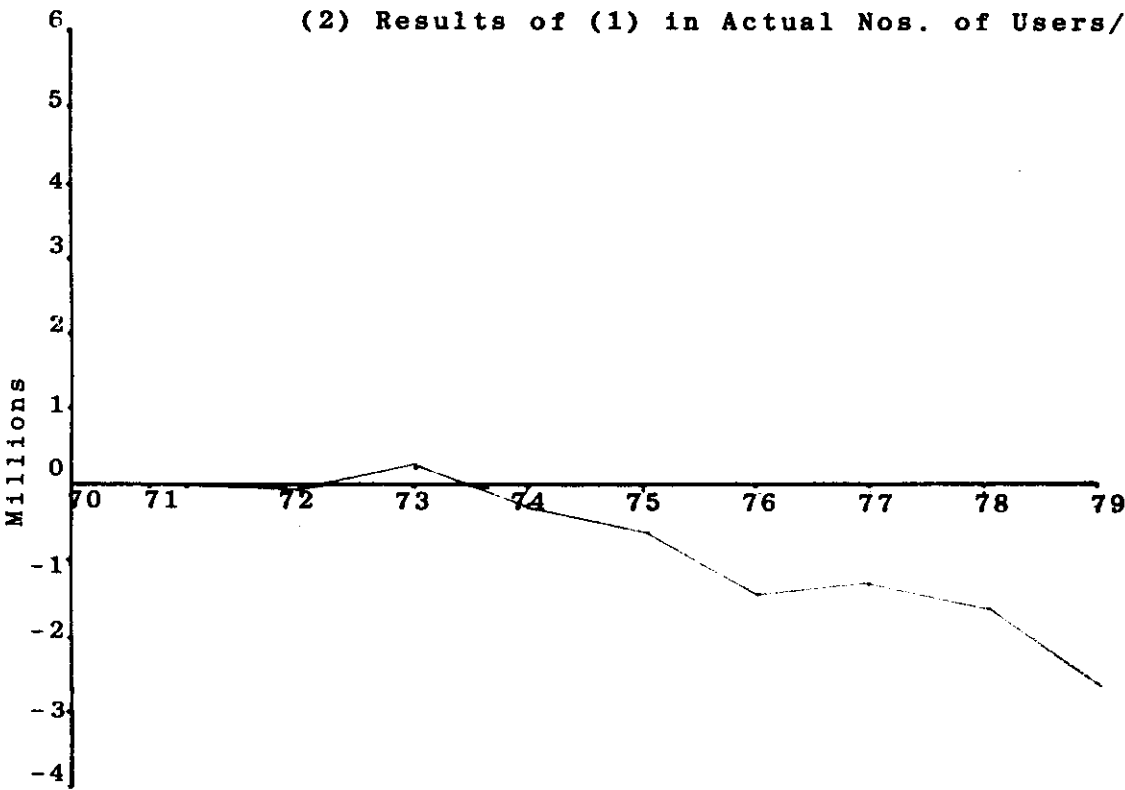
Penetration in Each Grade

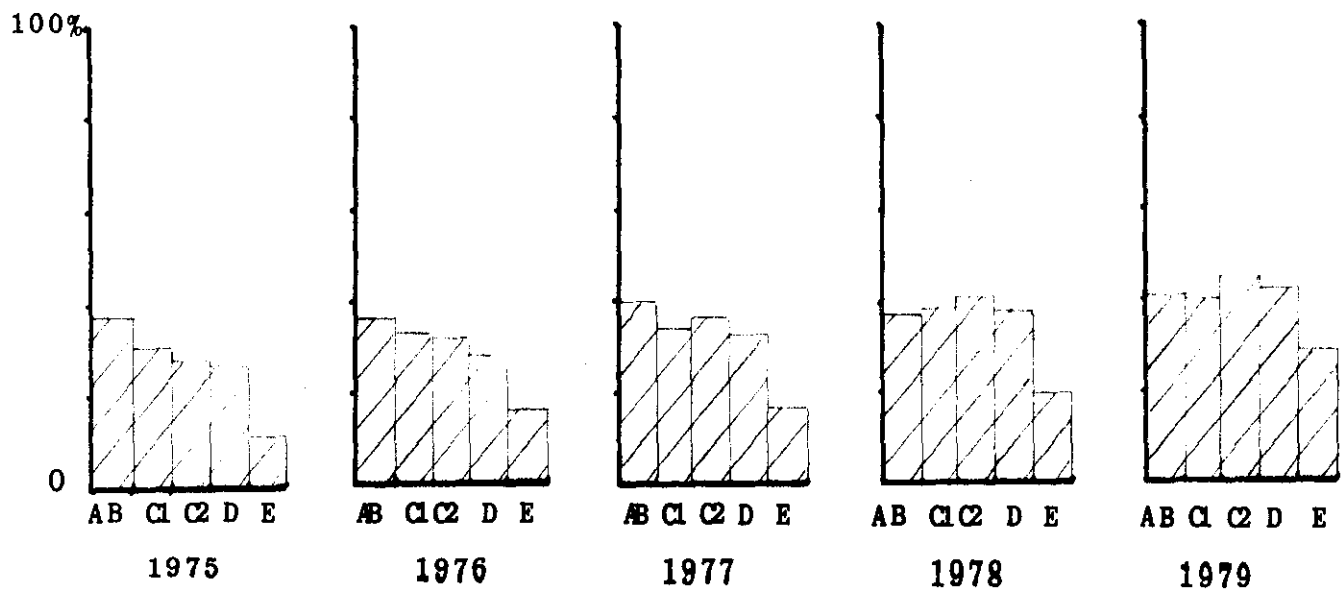
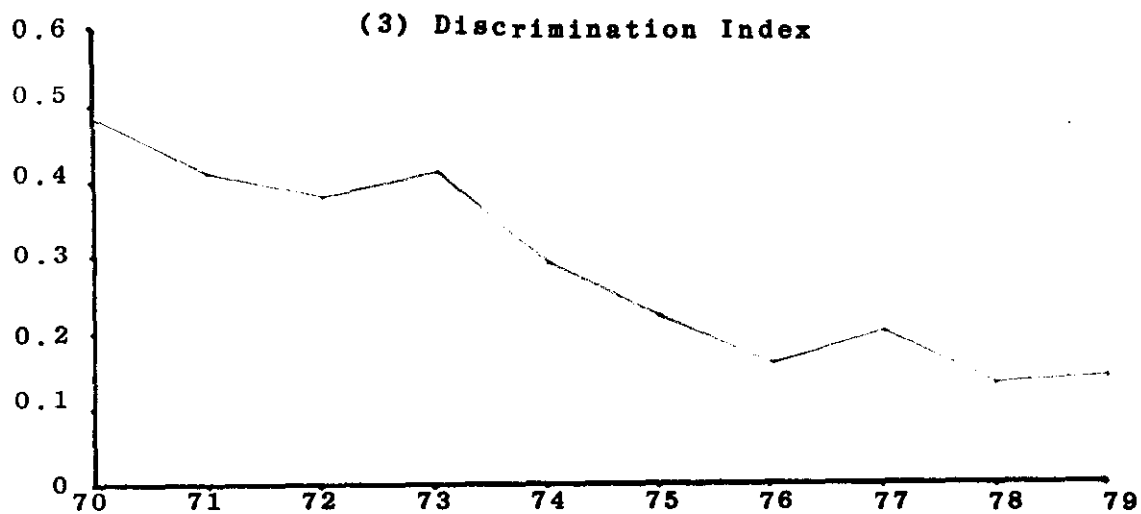
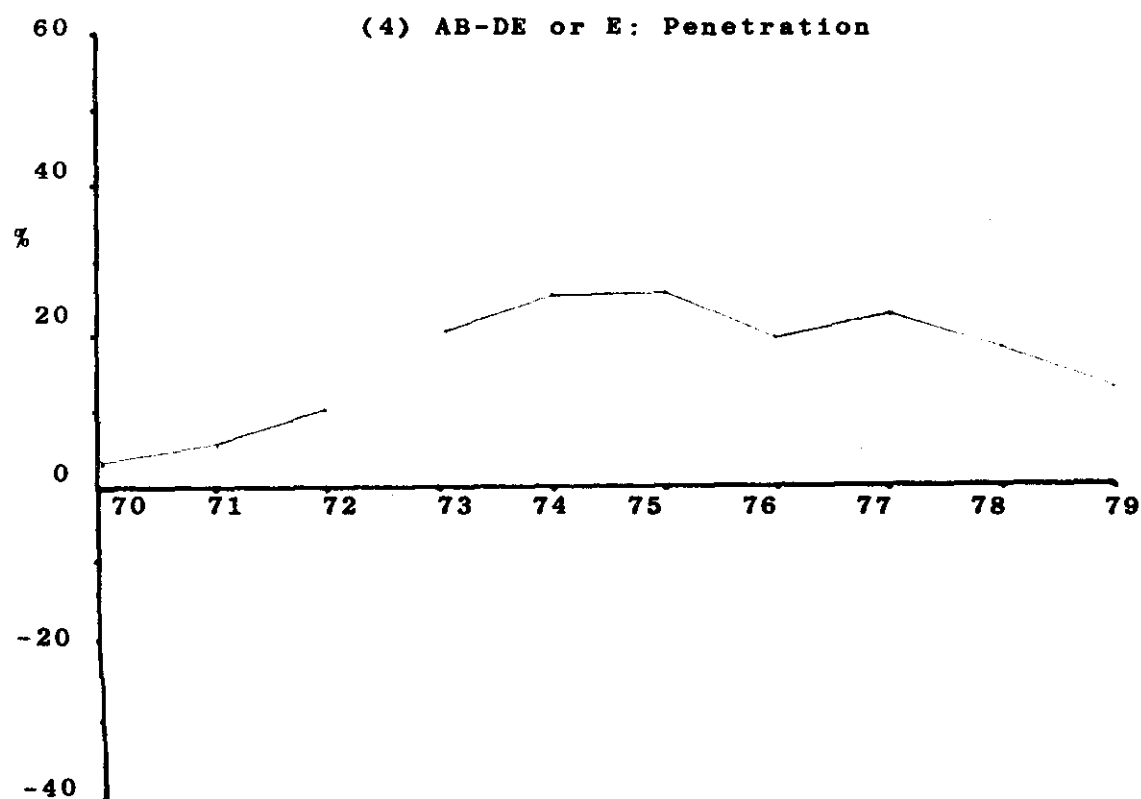


(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners

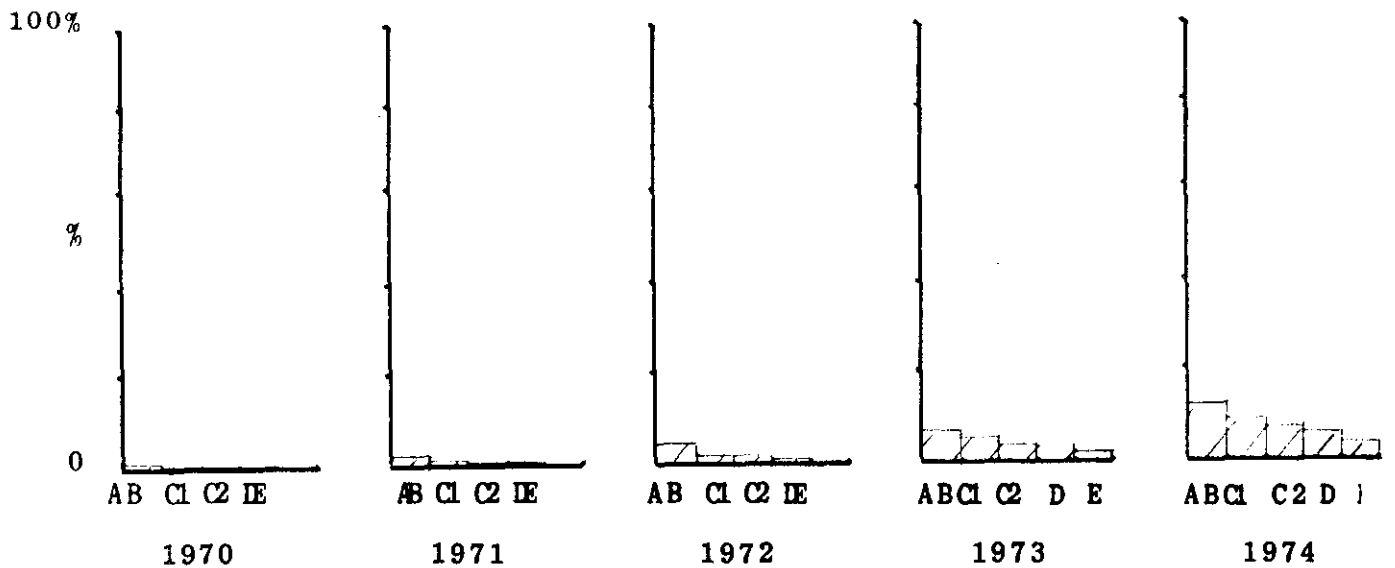




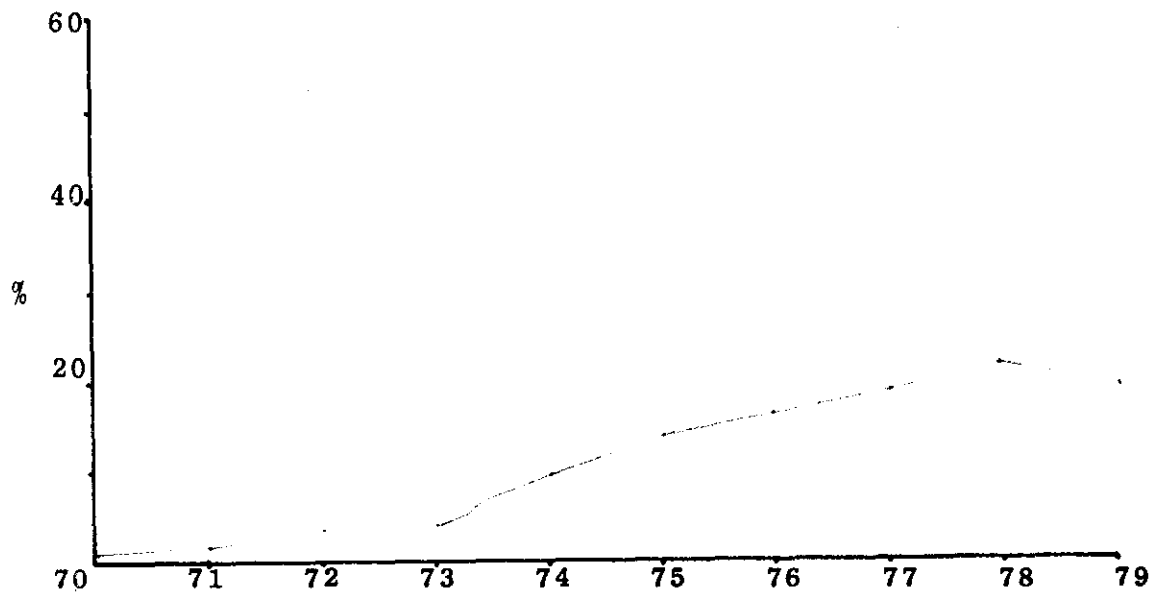
COLOUR TELEVISION - OWNED

The discriminating power of social grade has fallen but not as sharply as for rented colour televisions. The discrimination Index peaked in 1972 at 0.38 and had declined to 0.16 by 1979. The difference between maximum and minimum penetration was highest in 1975 at 20.5% and lowest in 1970 at 0.6%. The skew was consistently AB to E.

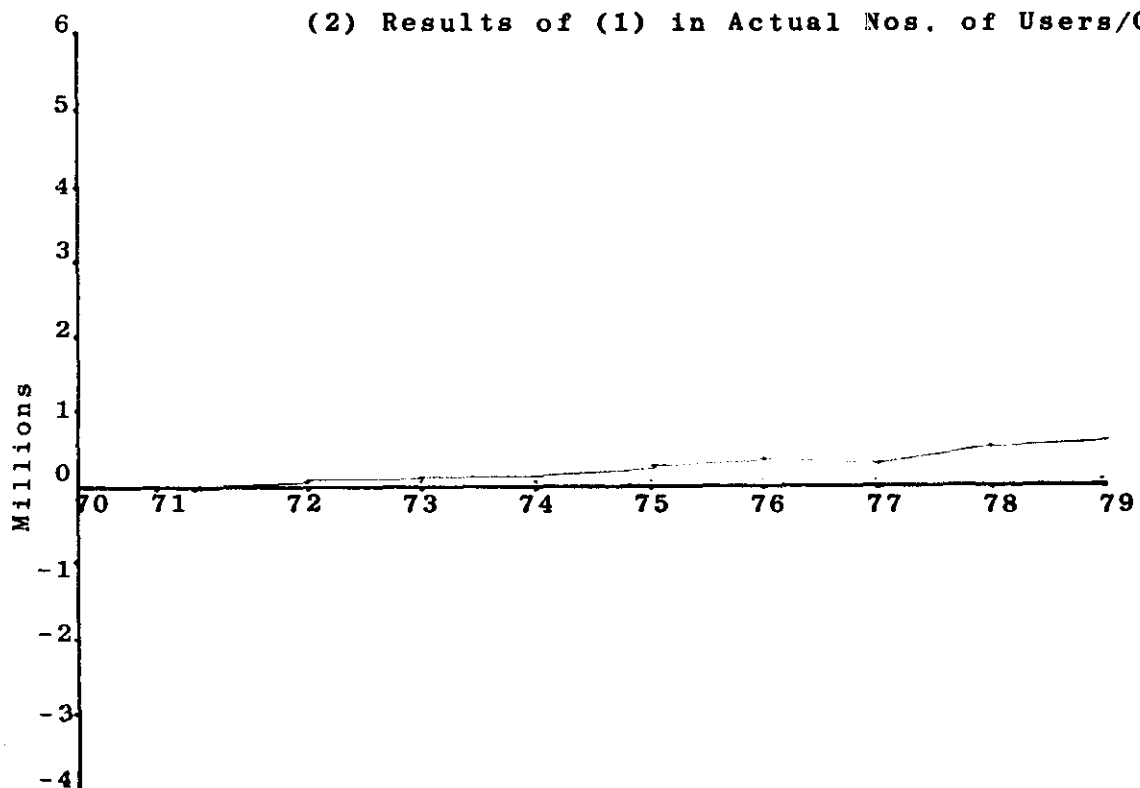
Penetration in Each Grade

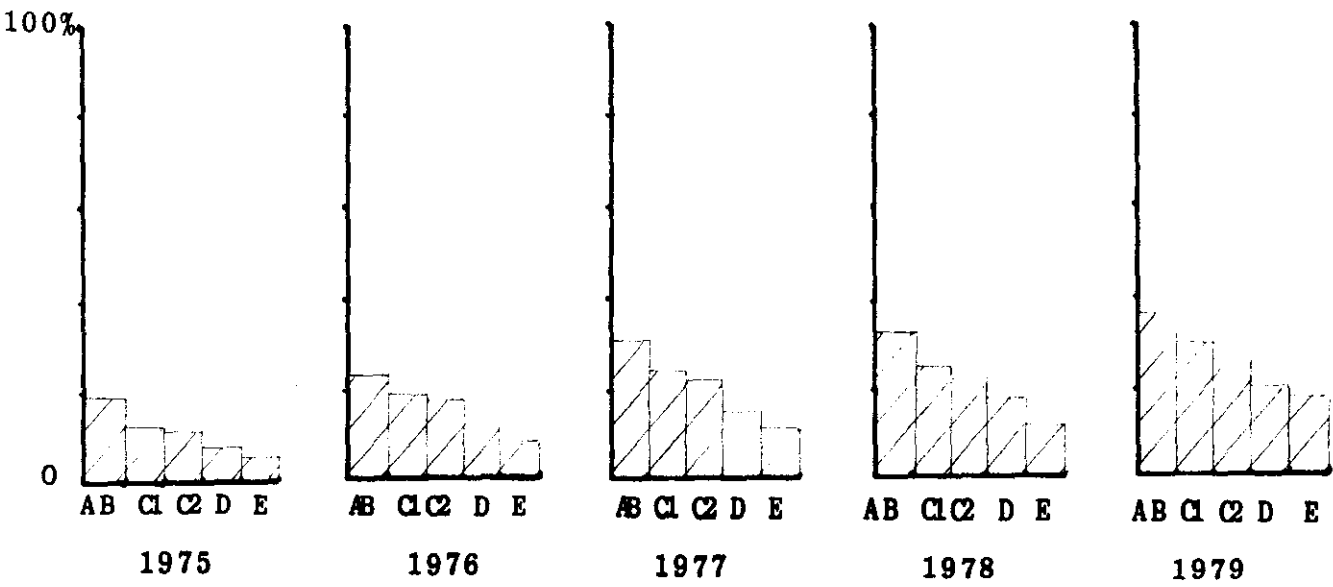
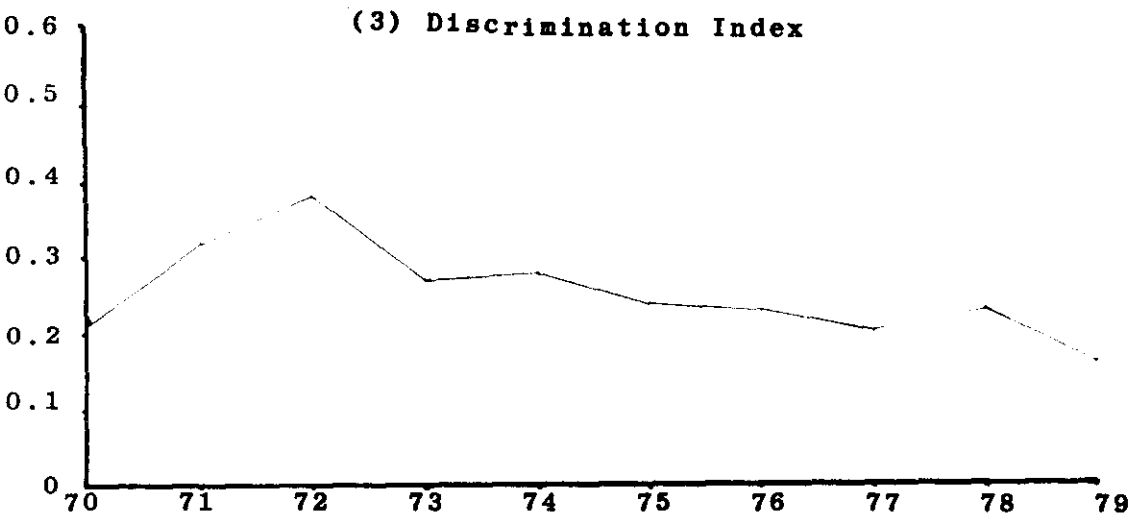
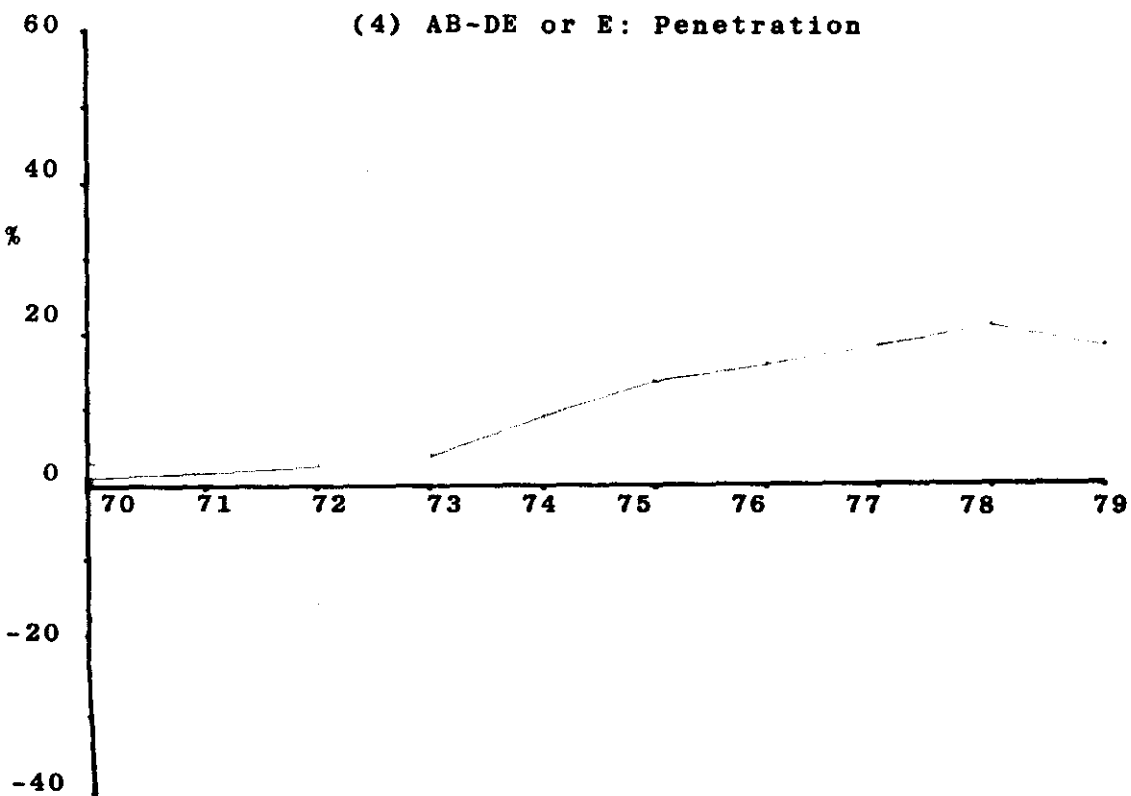


(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners

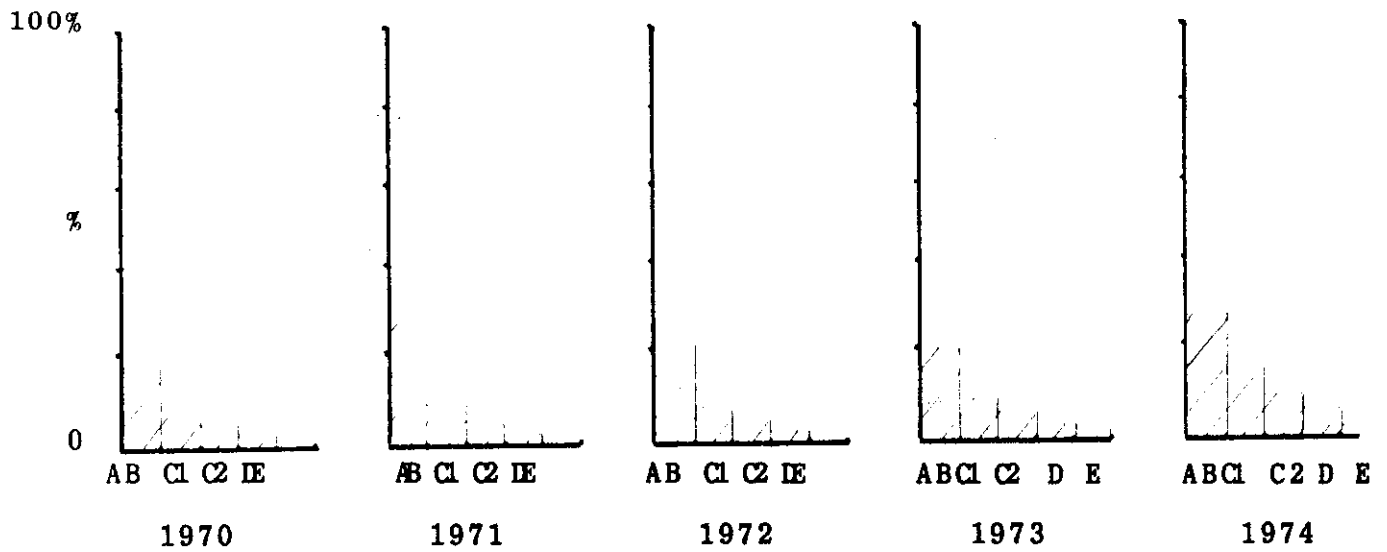




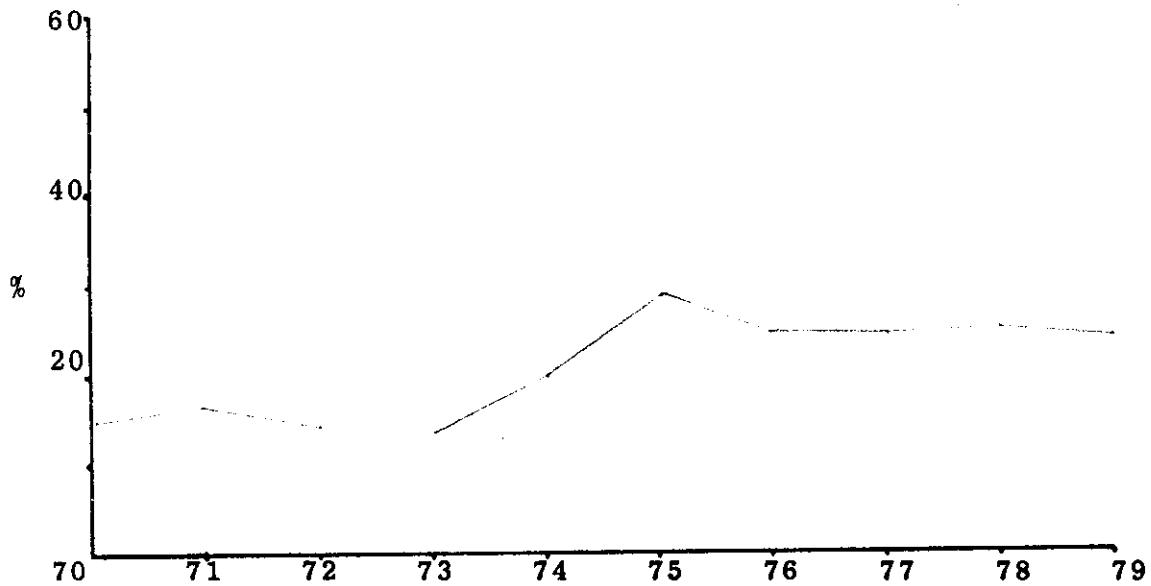
TWO+ CARS

Social grade discriminates well here. The Index was high in 1970 at 0.46 and declined slightly to 0.14 by 1979. The difference between percentage penetrations rose from 15% in 1970 to 23.4% in 1979. ABs have the highest percentage of owners, Es the lowest.

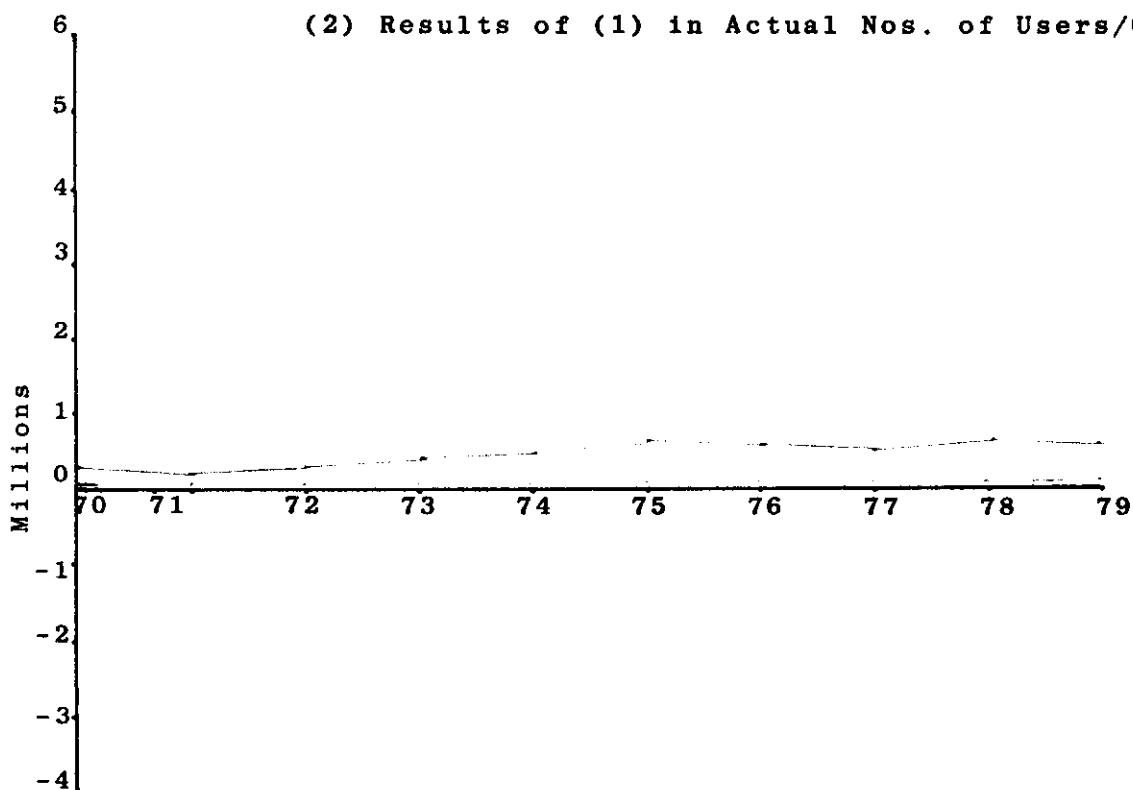
Penetration in Each Grade

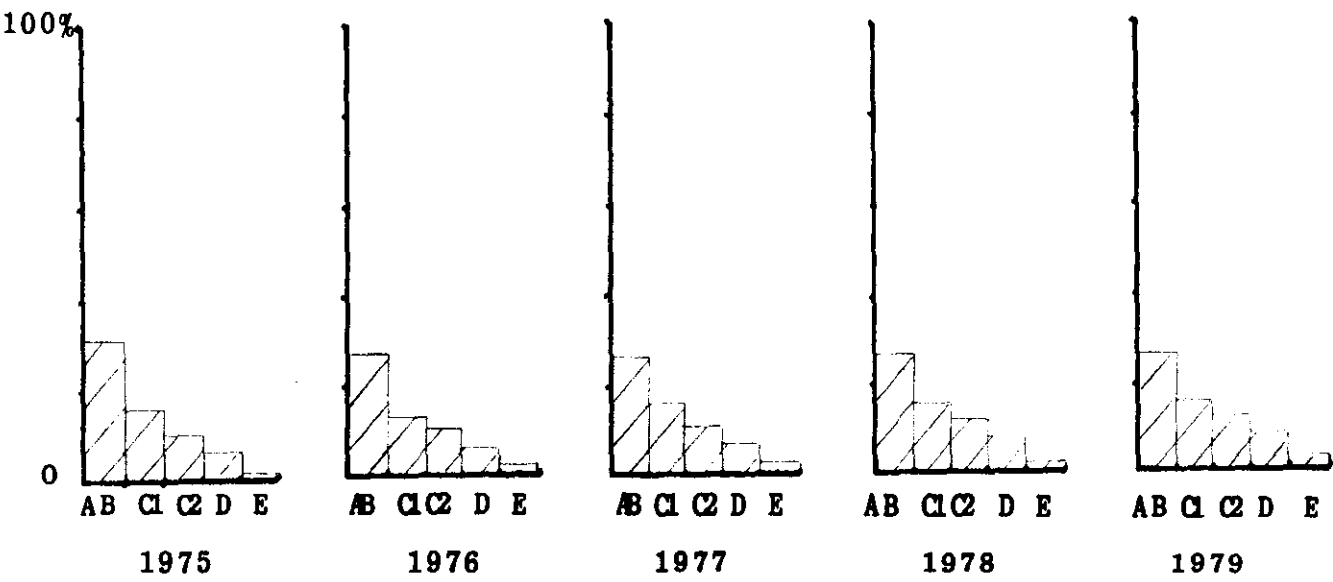
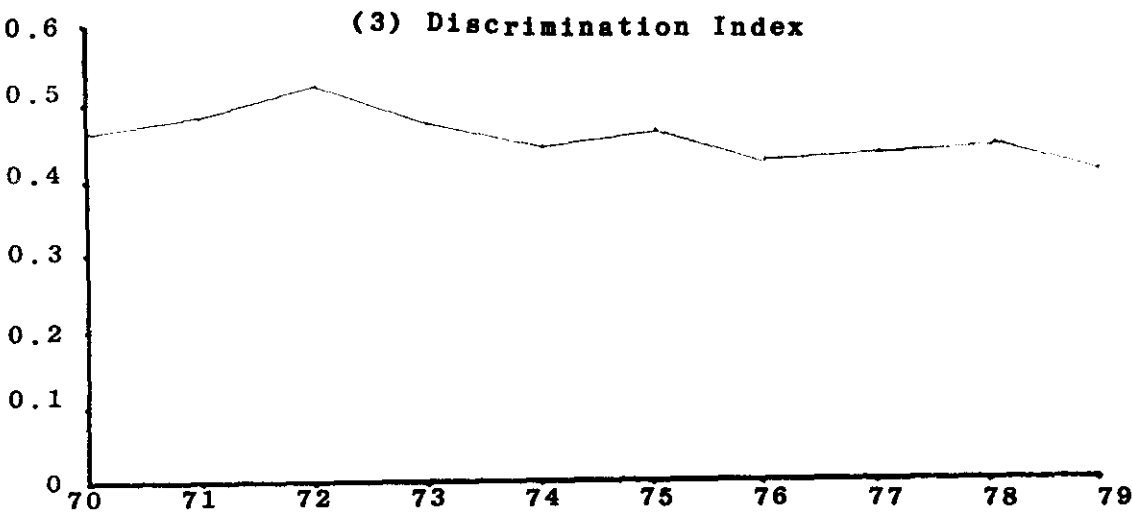
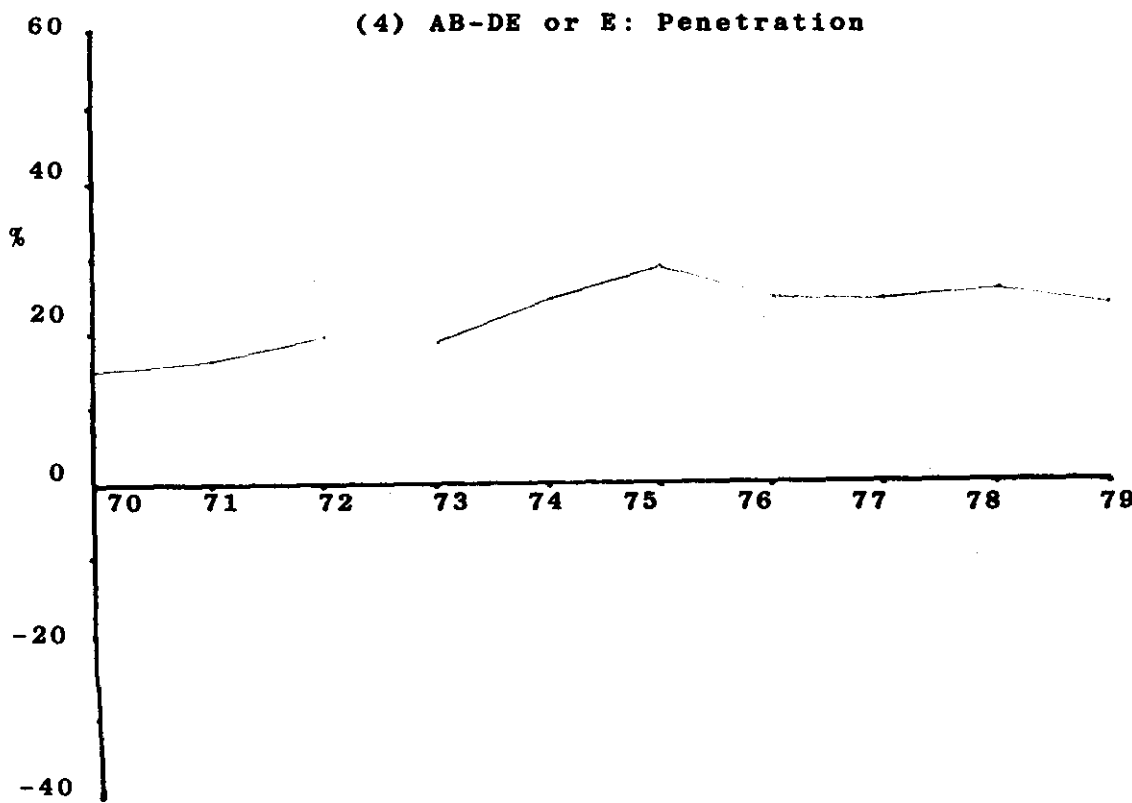


(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners

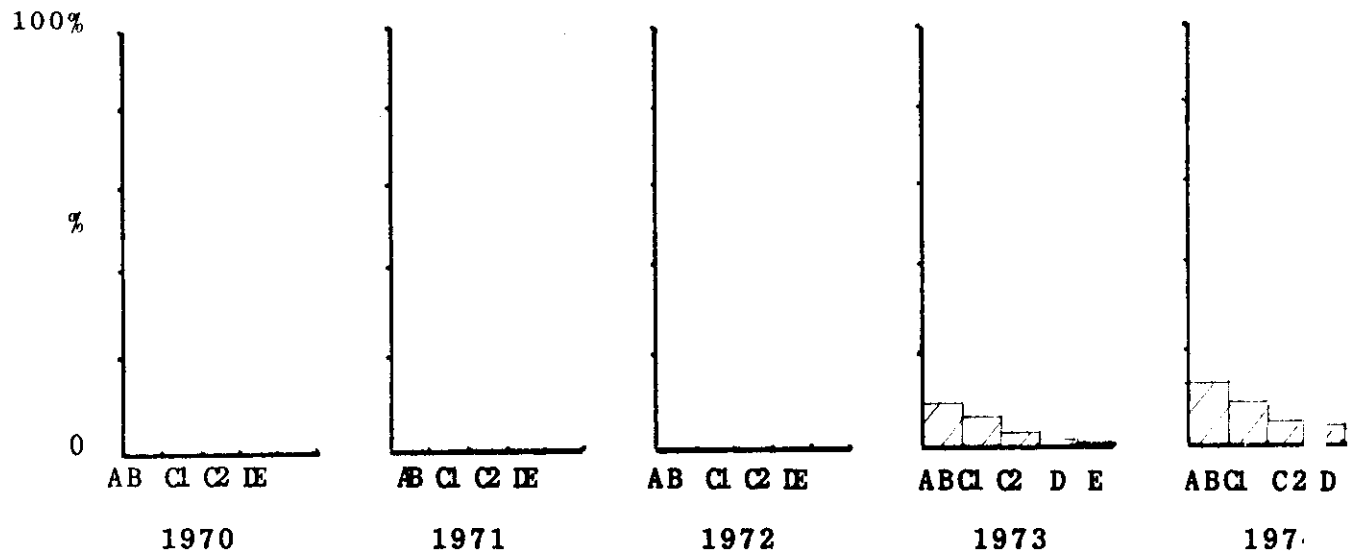




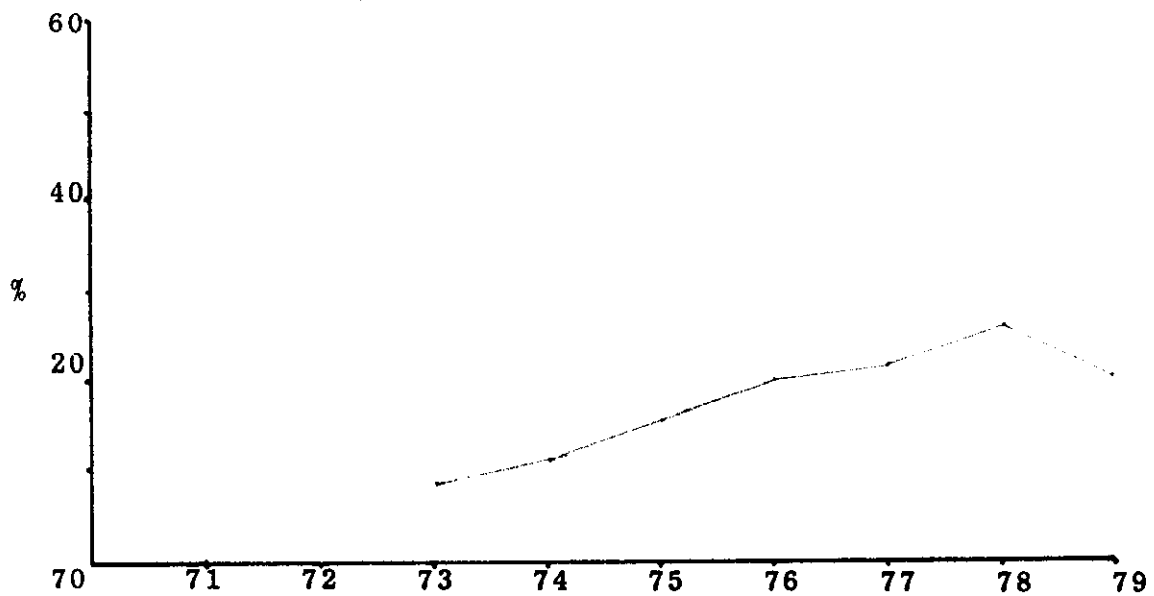
CONTINENTAL QUILT

Data was only collected in this area since 1973. The discrimination Index has declined from 0.36 in 1973 to 0.14 in 1979. The difference between maximum and minimum penetrations has risen from 8.3% in 1973 peaking in 1978 at 25.6%. The skew has been consistently from AB to E.

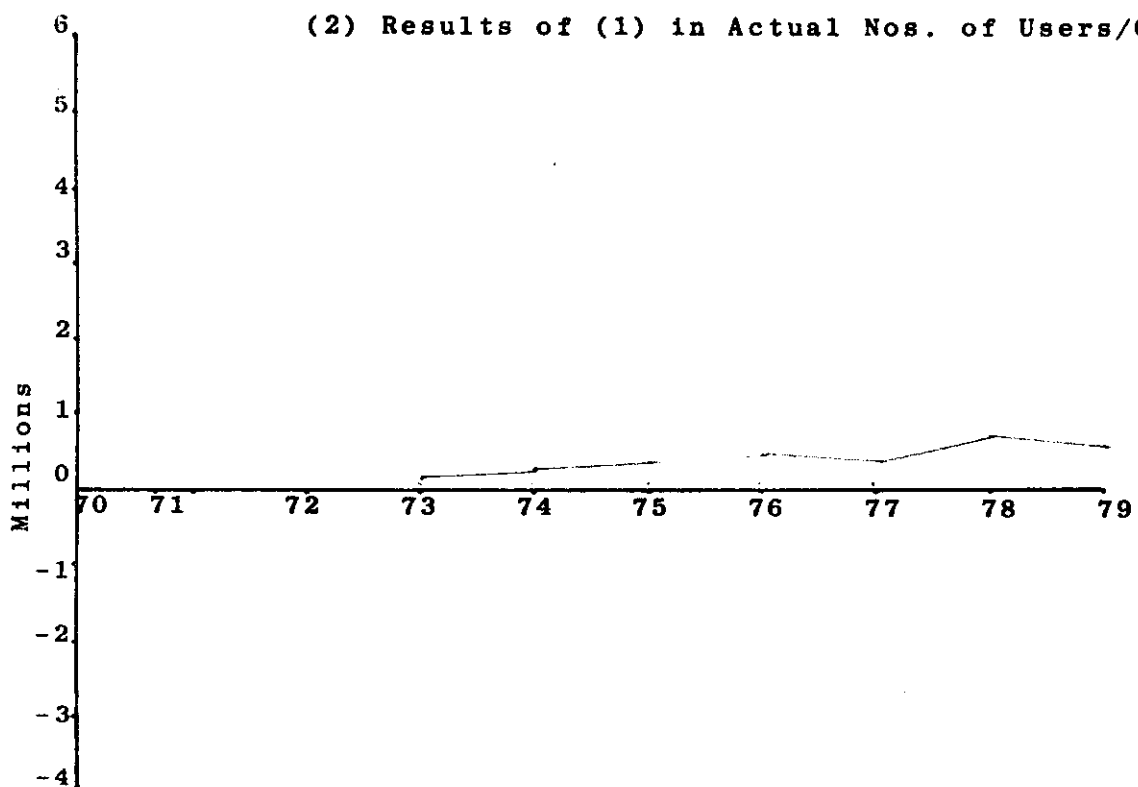
Penetration in Each Grade



(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners

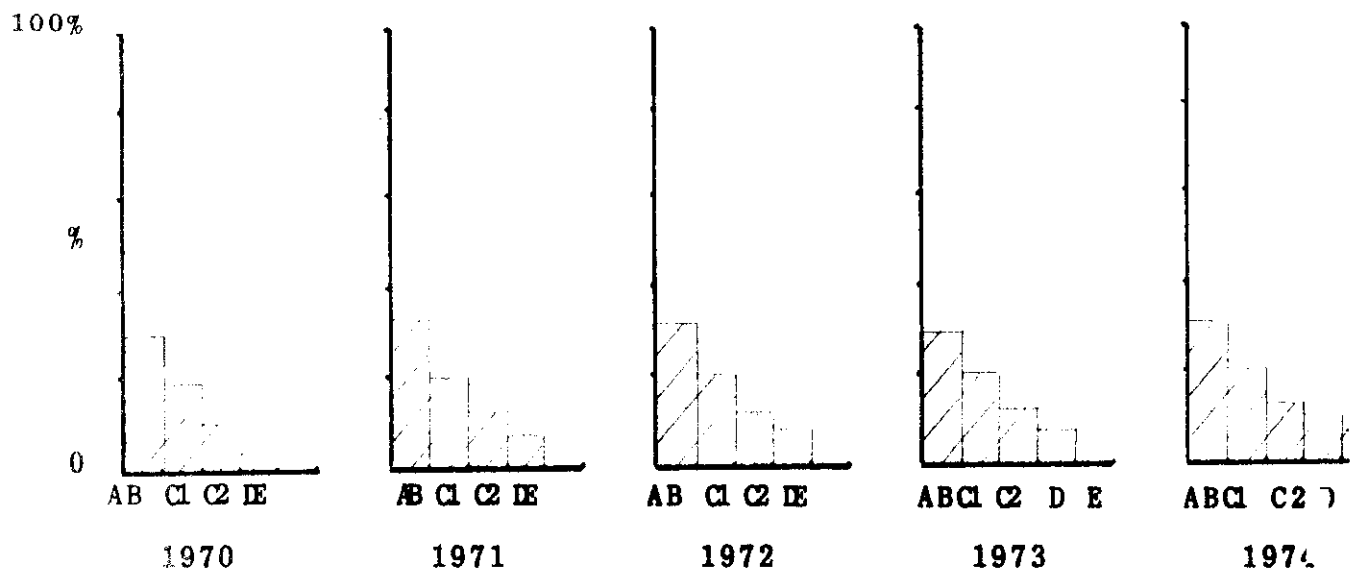


Appendix C12.

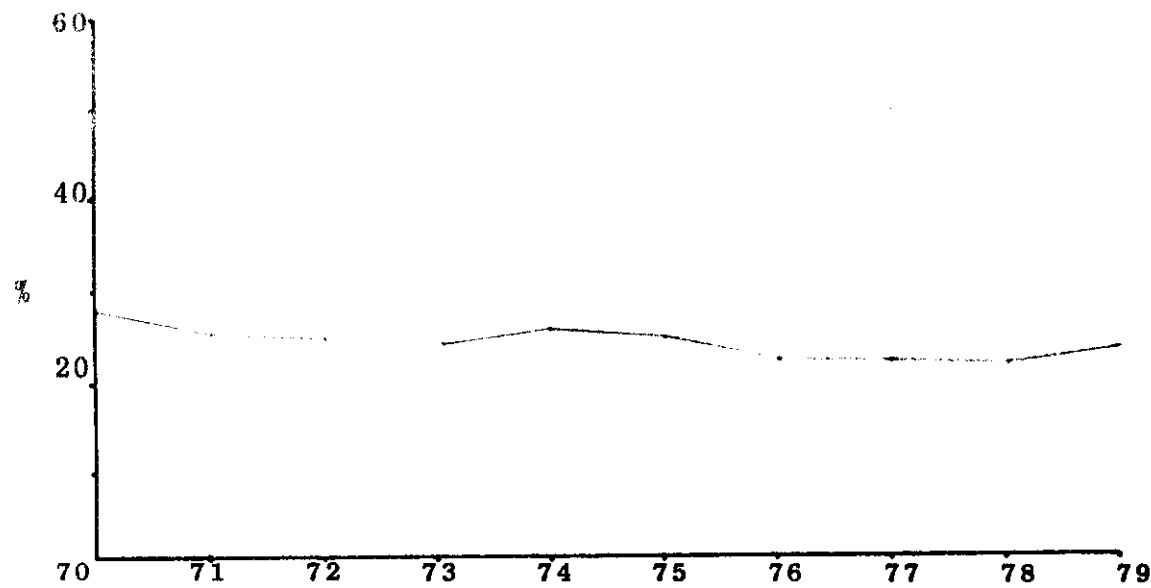
HOLIDAY ABROAD

Social grade is a reasonable discriminator. The Index has fallen slightly from 0.38 in 1970, 0.33 in 1973 to 0.31 in 1979. There is a constant AB to E skew, and around 23% difference between maximum and minimum penetrations.

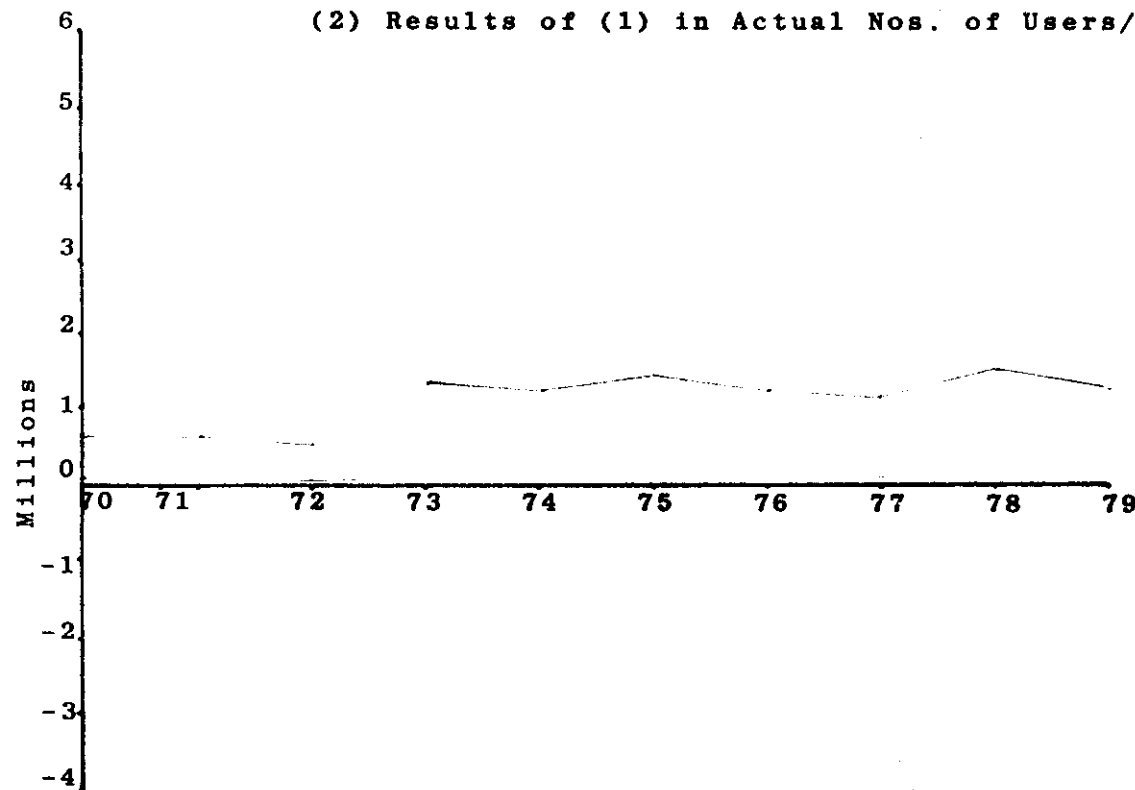
Penetration in Each Grade

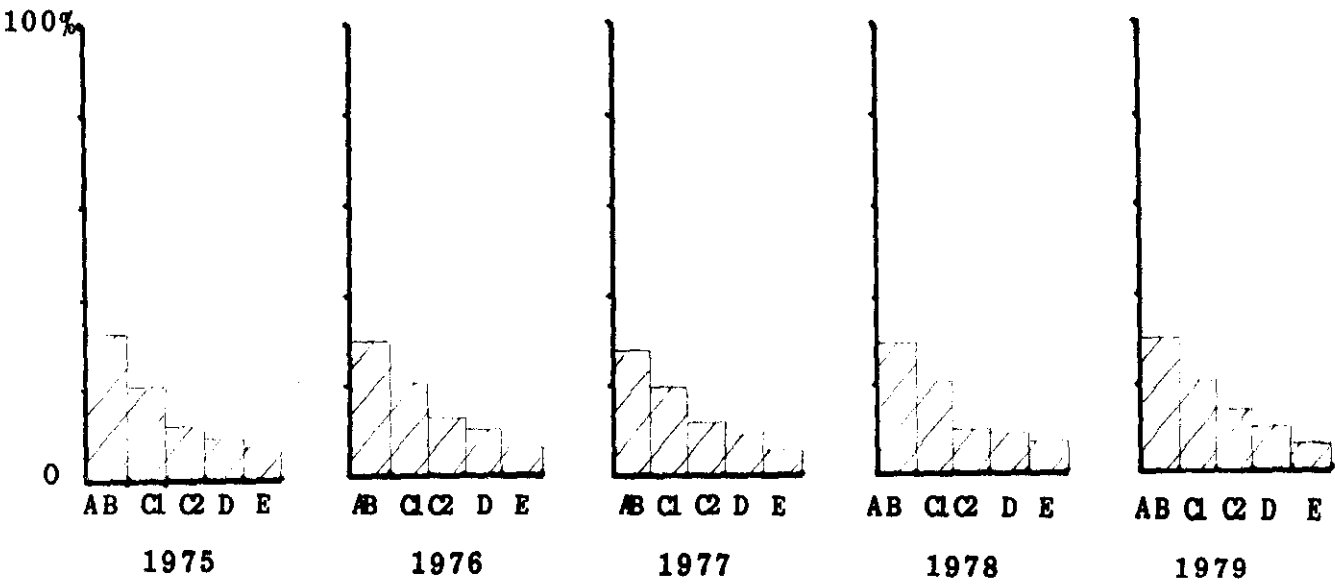
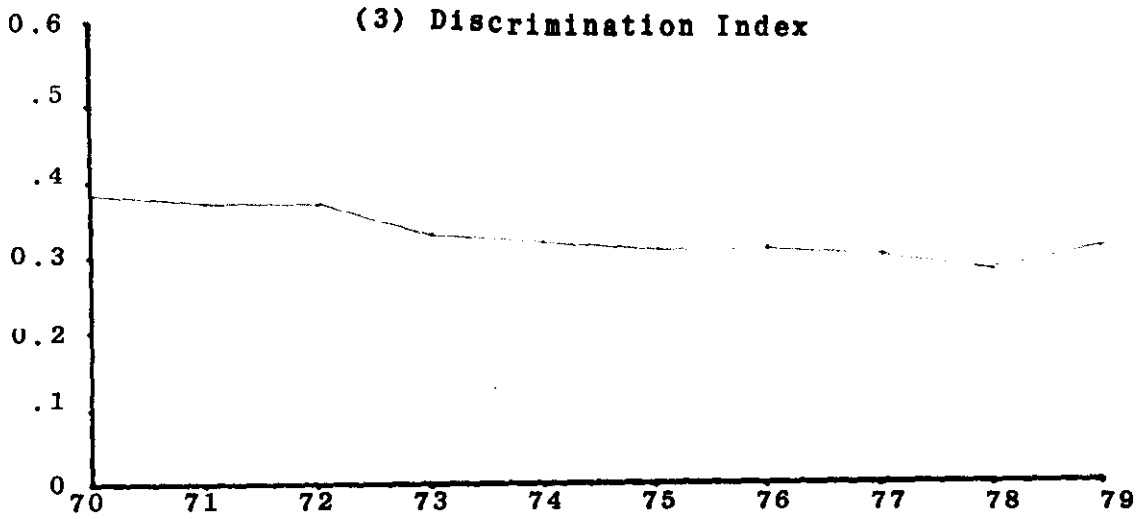
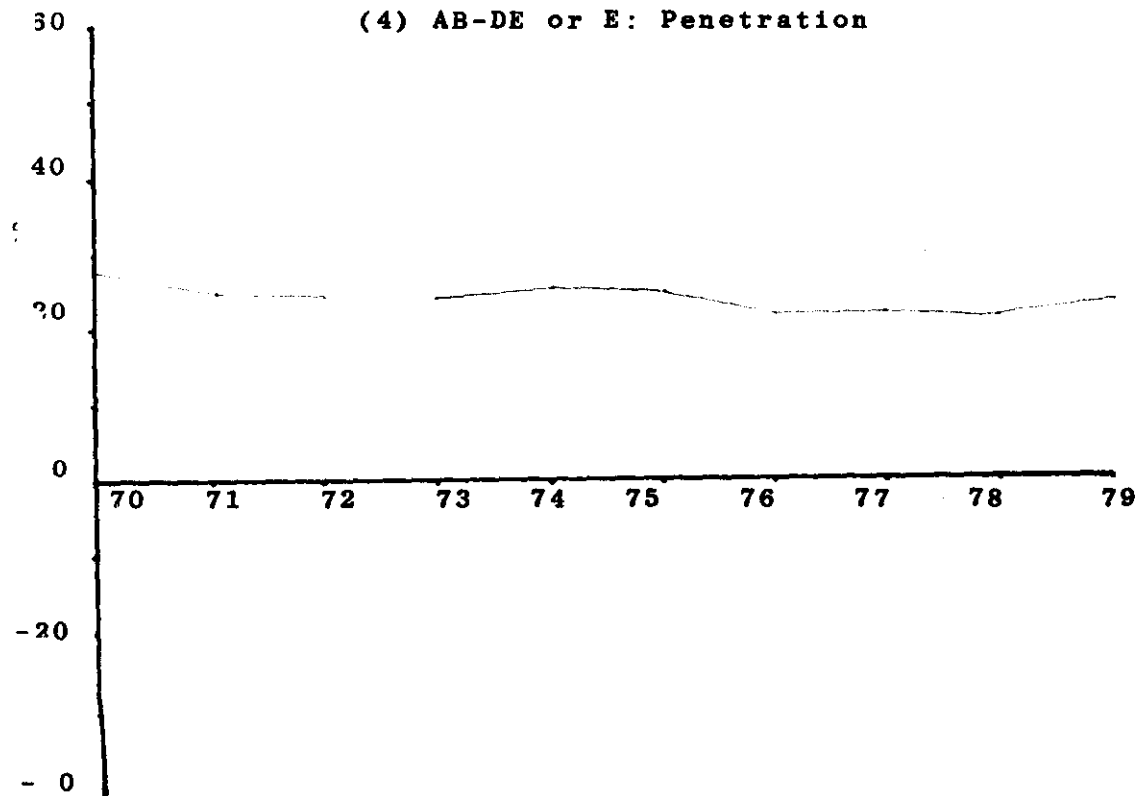


(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners

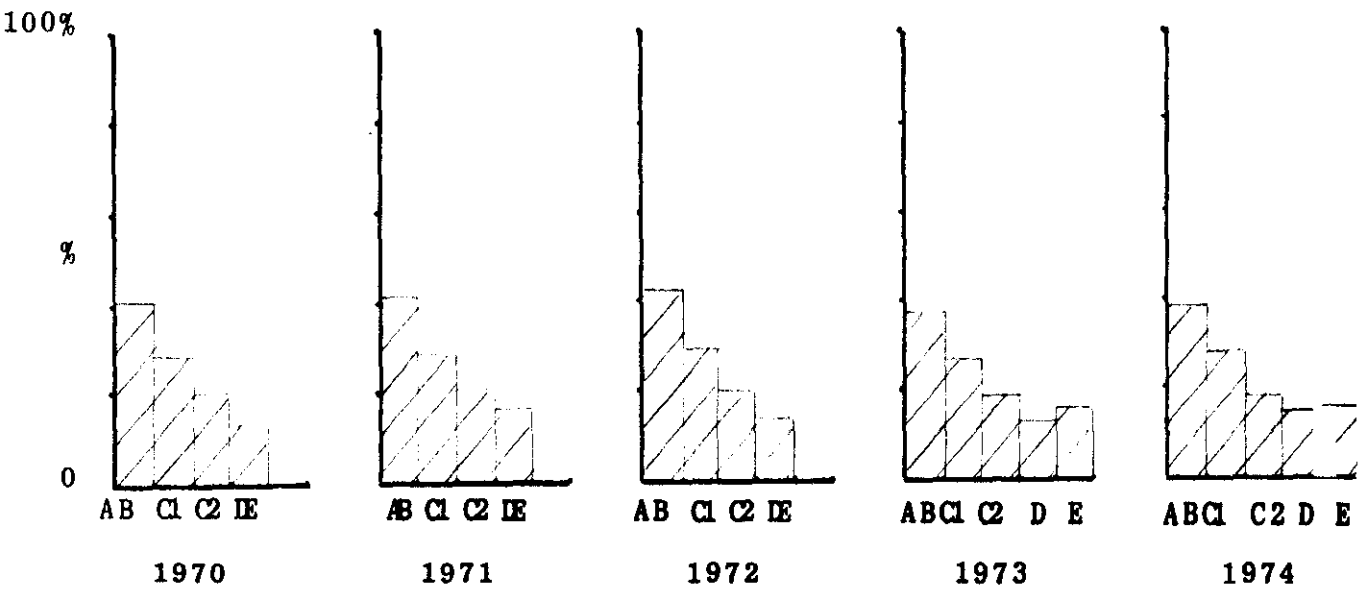




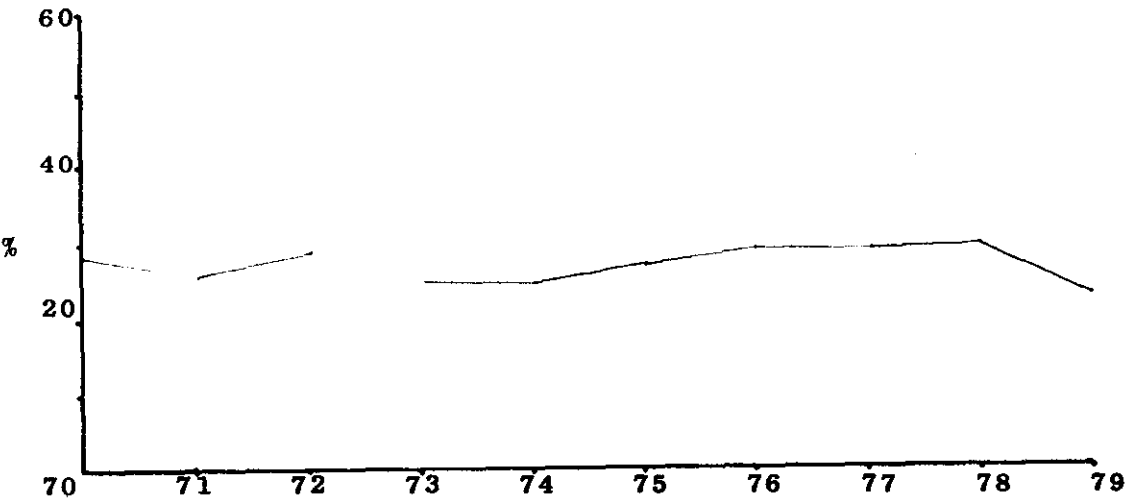
GARDENER - WITH FRUIT IN GARDEN

Social grade discriminates for this area but the Index has fallen from 0.31 in 1970, 0.25 in 1973 to 0.2 in 1979. Maximum and minimum penetrations have usually, but not always, been in the AB and E grades with the difference in penetrations around 26%.

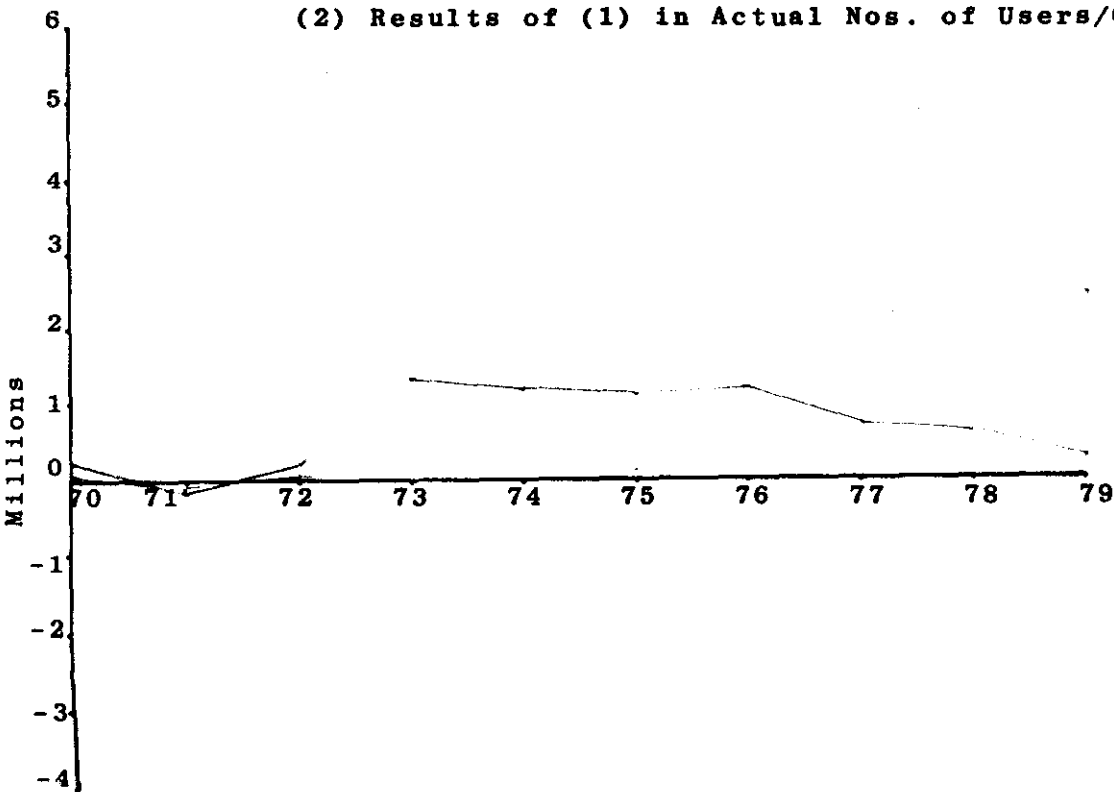
Penetration in Each Grade

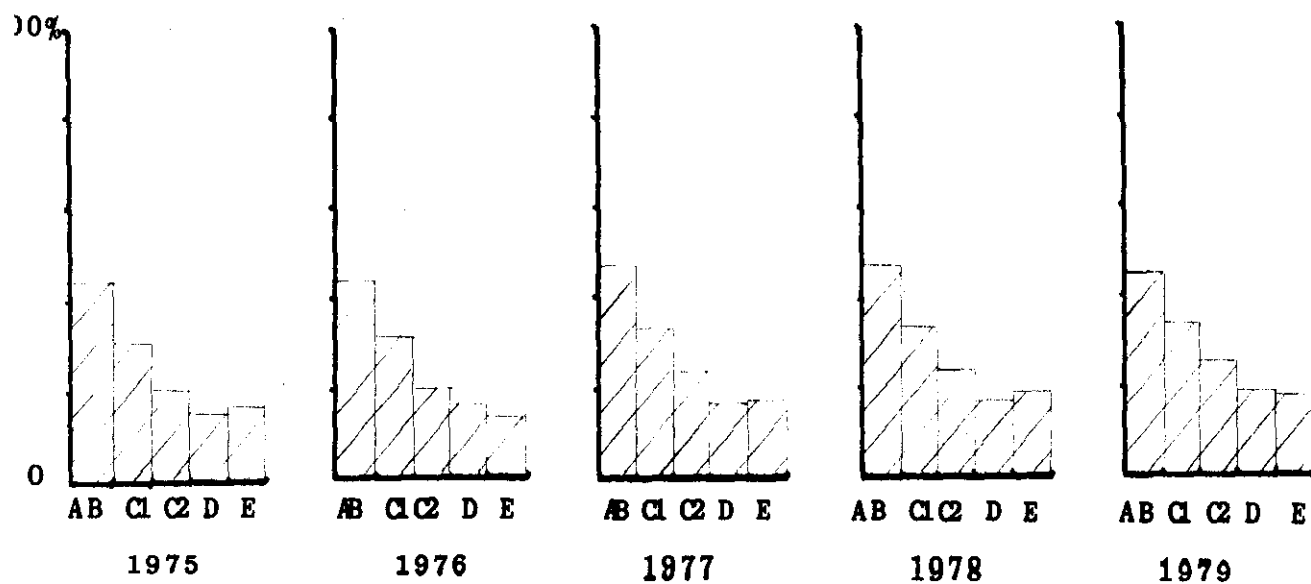
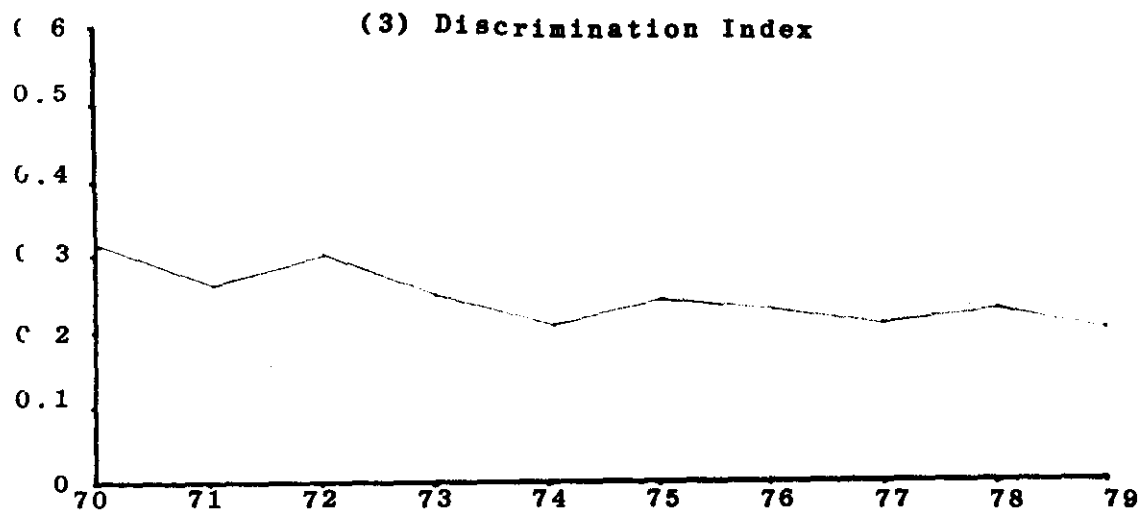
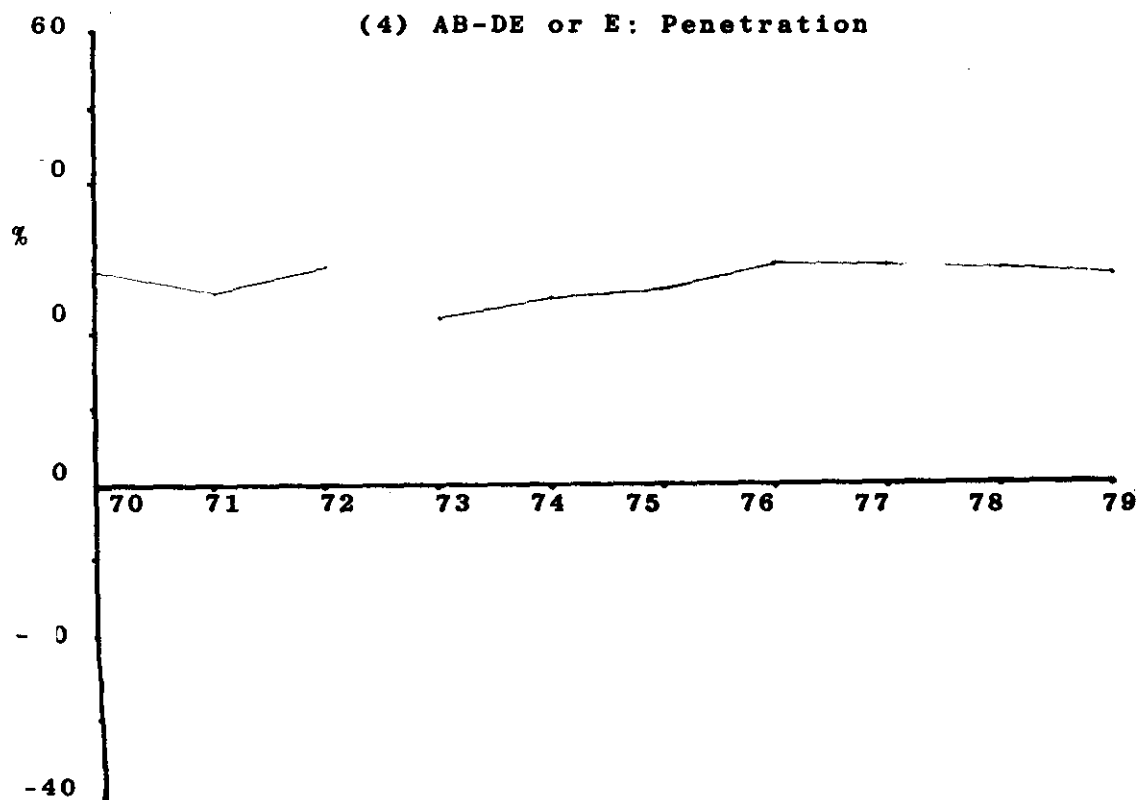


(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners

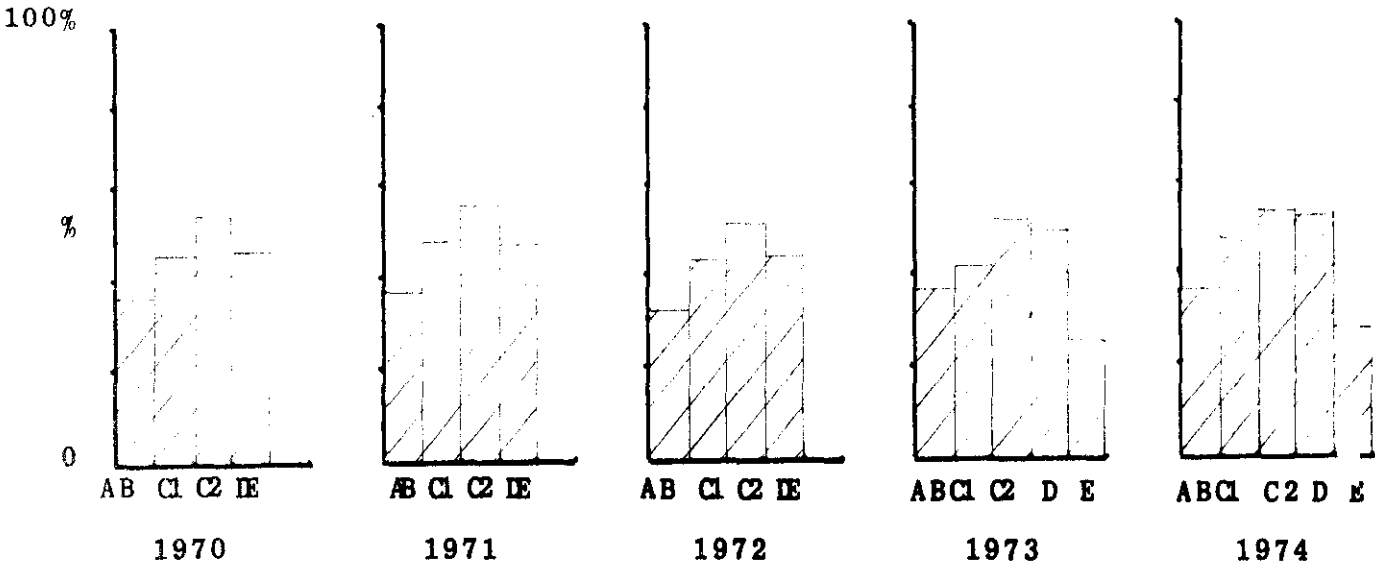




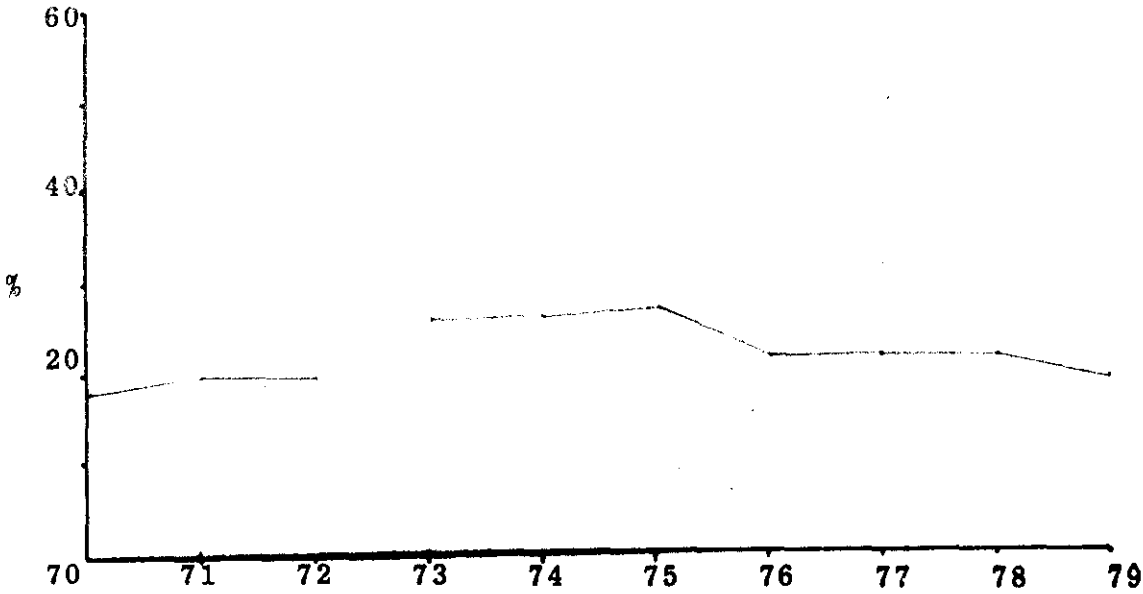
MAIL ORDER BUYING

Social grade discriminates for this type of shopping behaviour to some extent. The Index has remained fairly constant at around 0.2. The difference between maximum and minimum penetrations has fallen from over 25% in 1973 to 19.4% in 1979. The highest penetration is in the C2 grade, and the lowest usually in the E grade since 1973. Before 1973, when D and E were bracketed together, the AB grade showed minimum penetration.

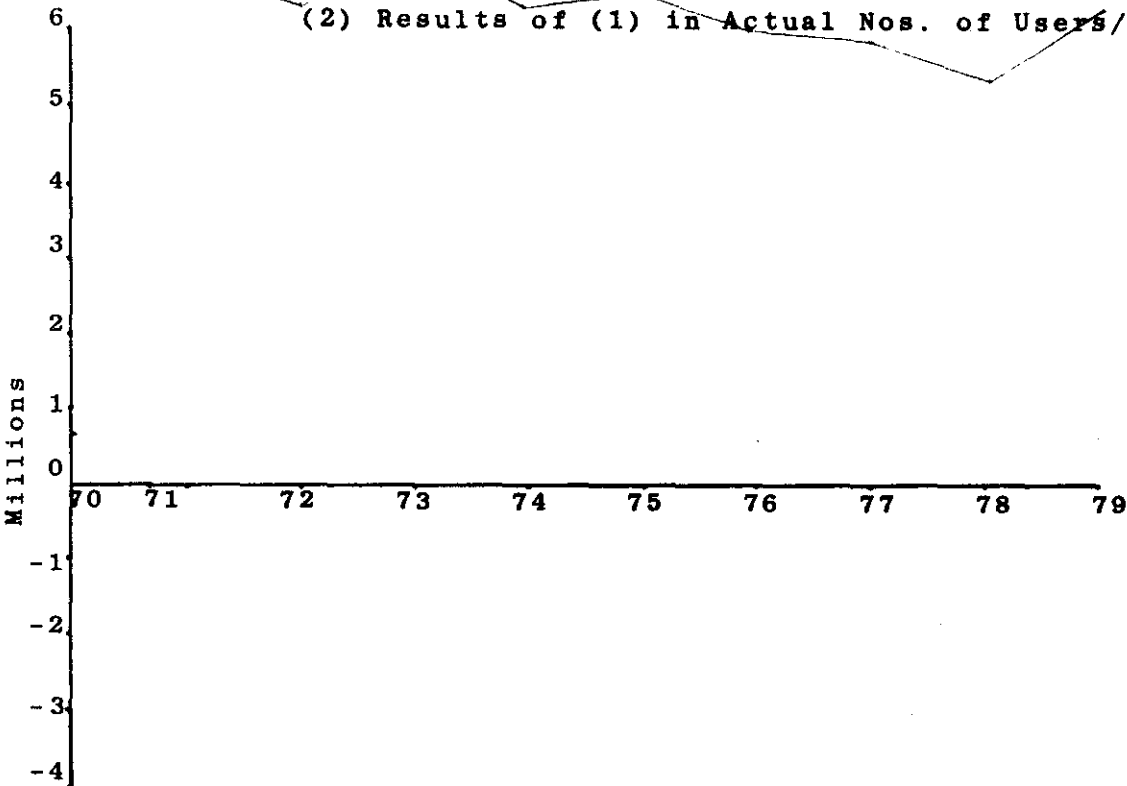
Penetration in Each Grade

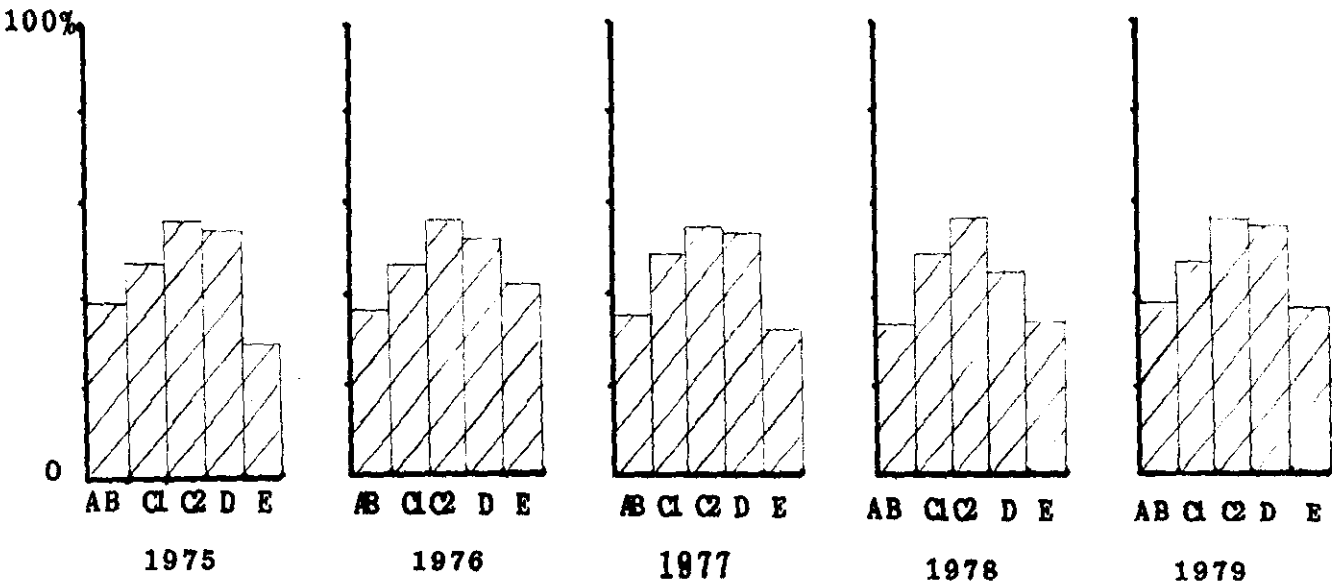
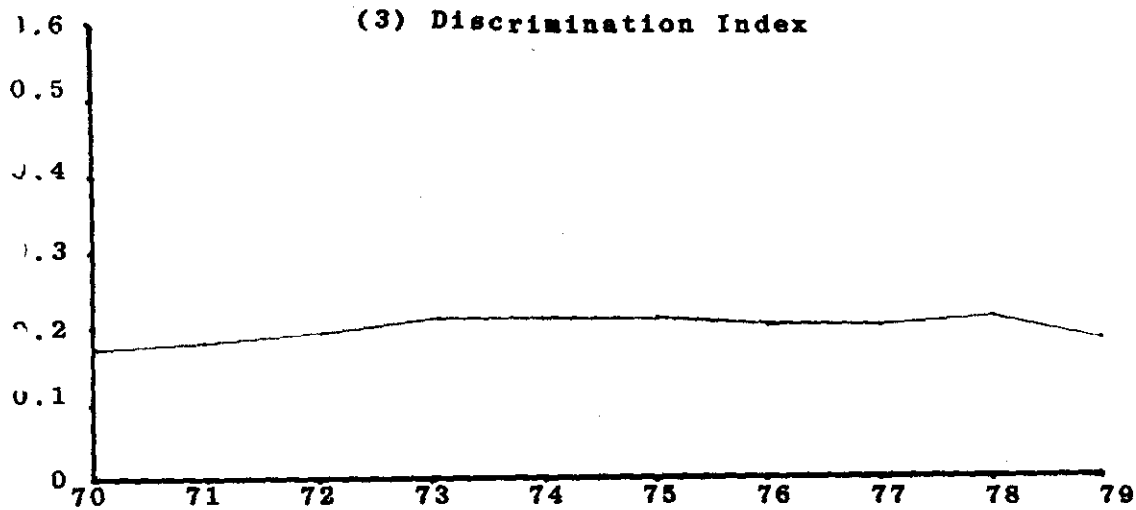
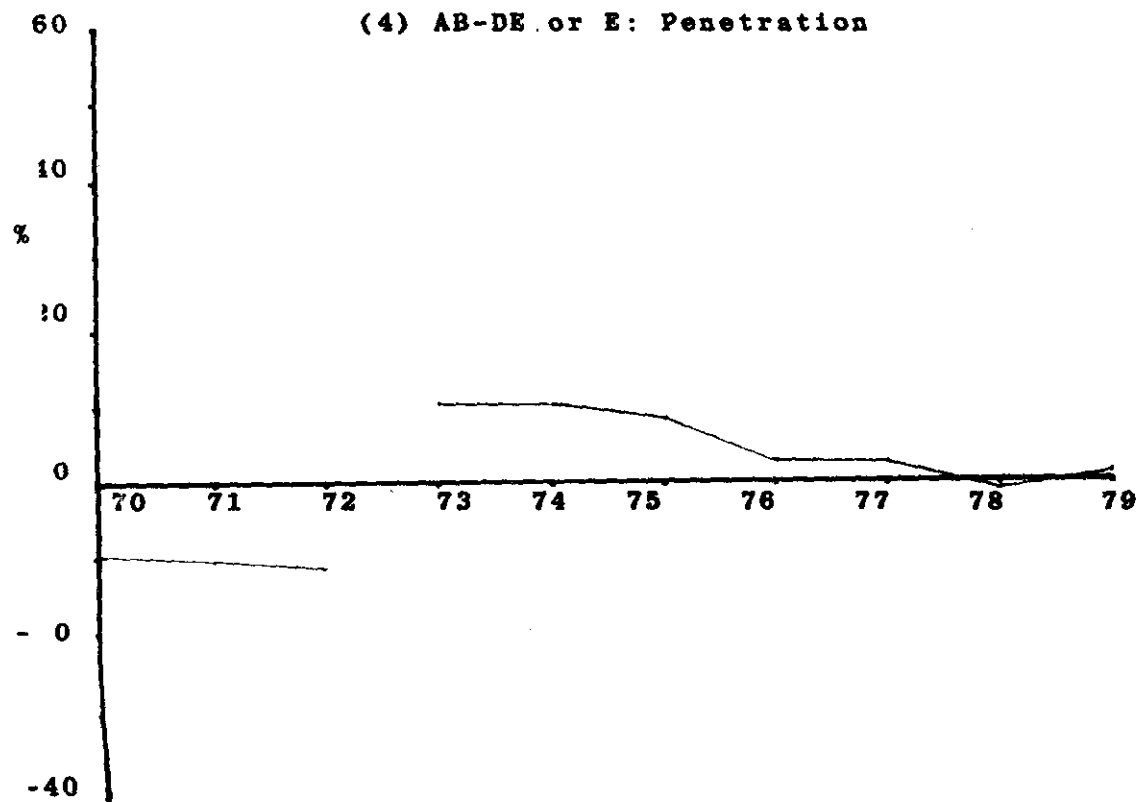


(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners



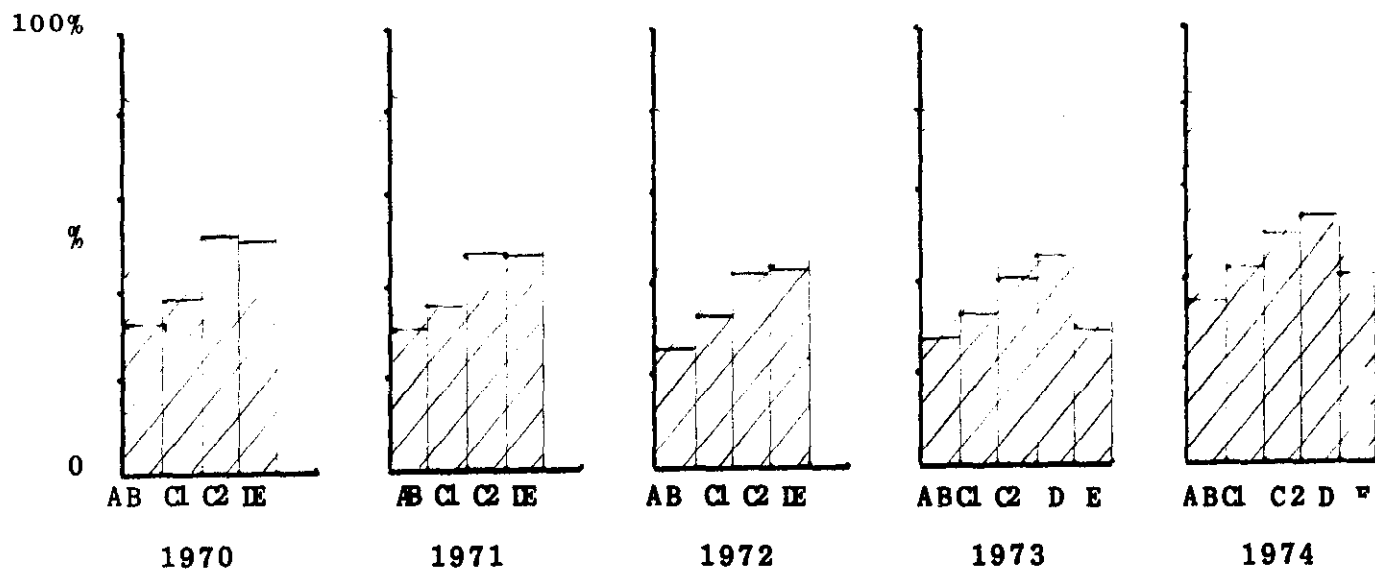


Appendix C15.

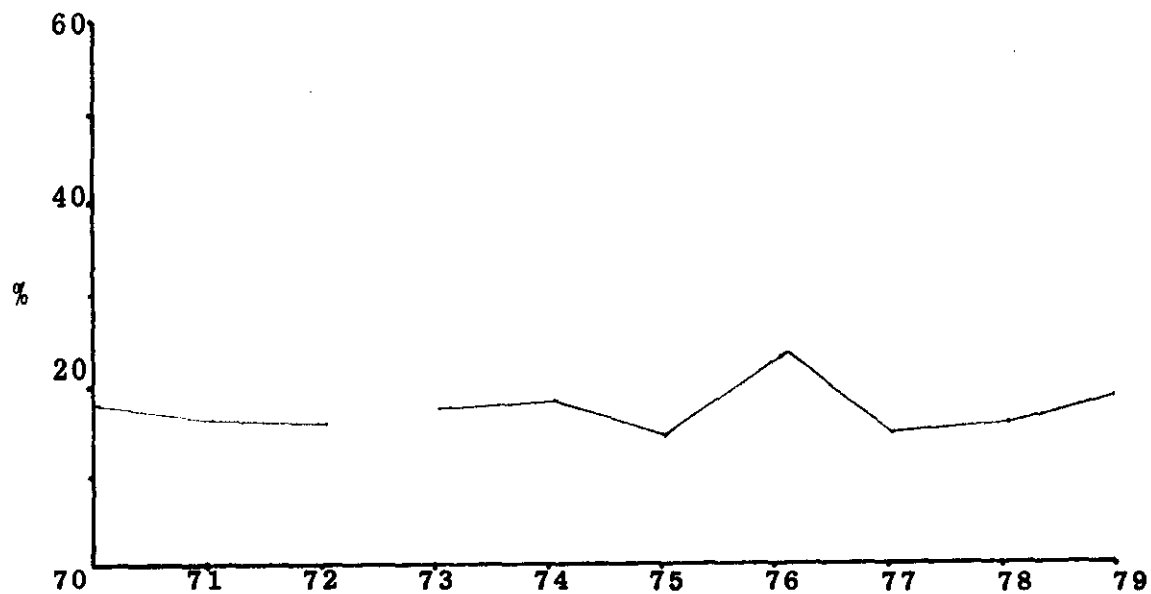
CHOCOLATE BARS - 1+ PER WEEK

Social trade shows some discrimination for this product. The Index was 0.12 in 1970, 0.2 in 1973 and 0.2 in 1979. The difference between highest and lowest penetrations has remained around 17% with the maximum penetration in the D grade and the minimum penetration in the AB grade.

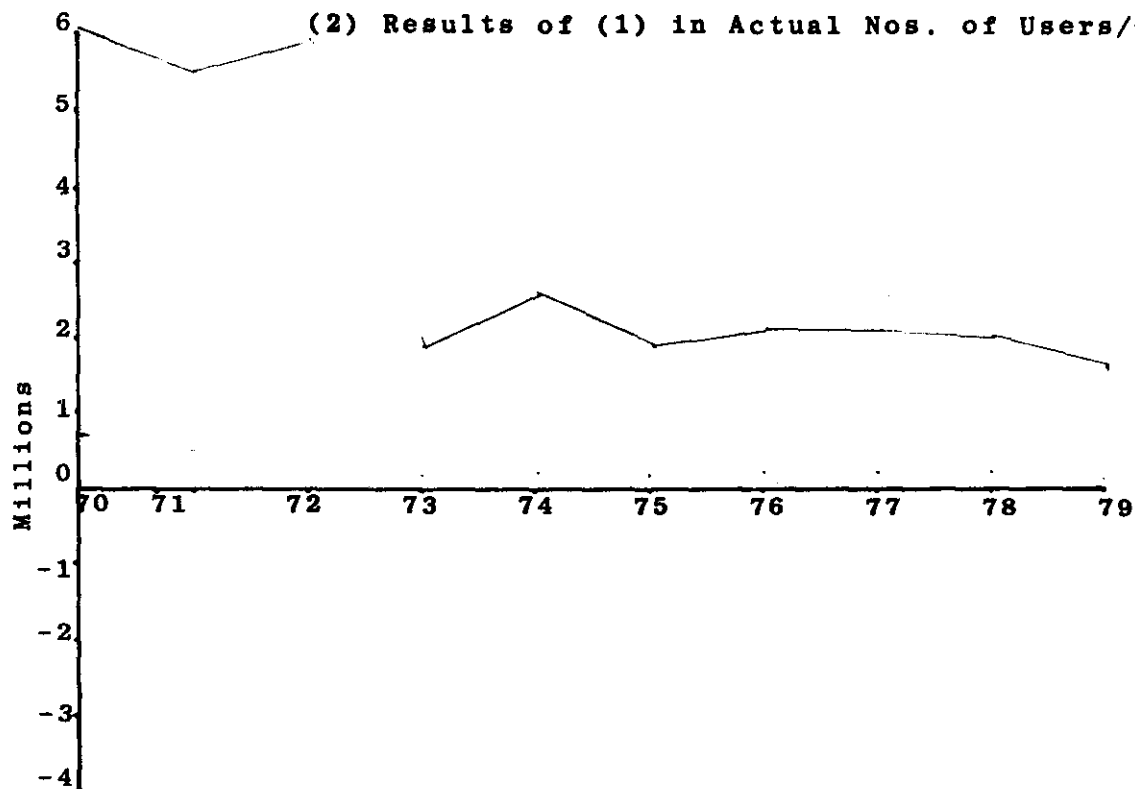
Penetration in Each Grade

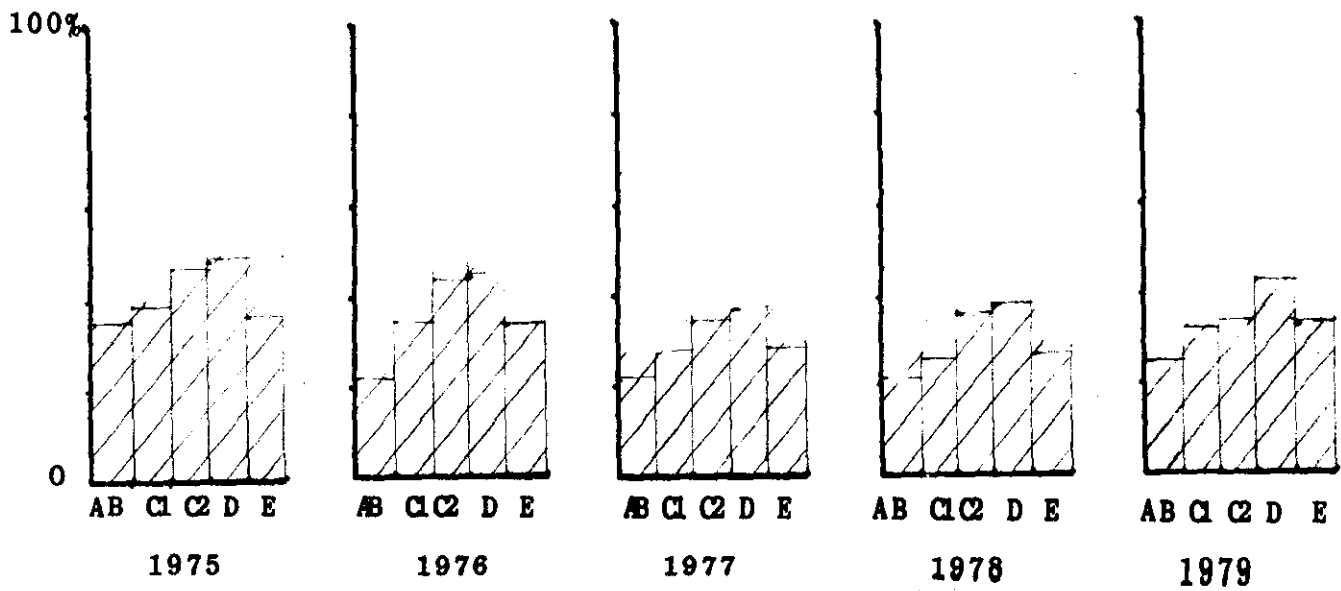
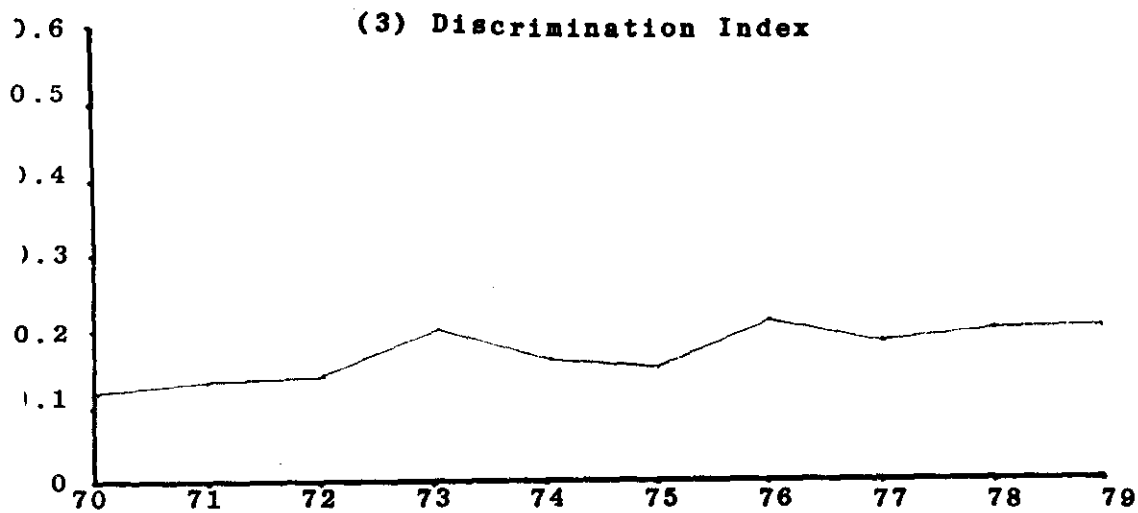
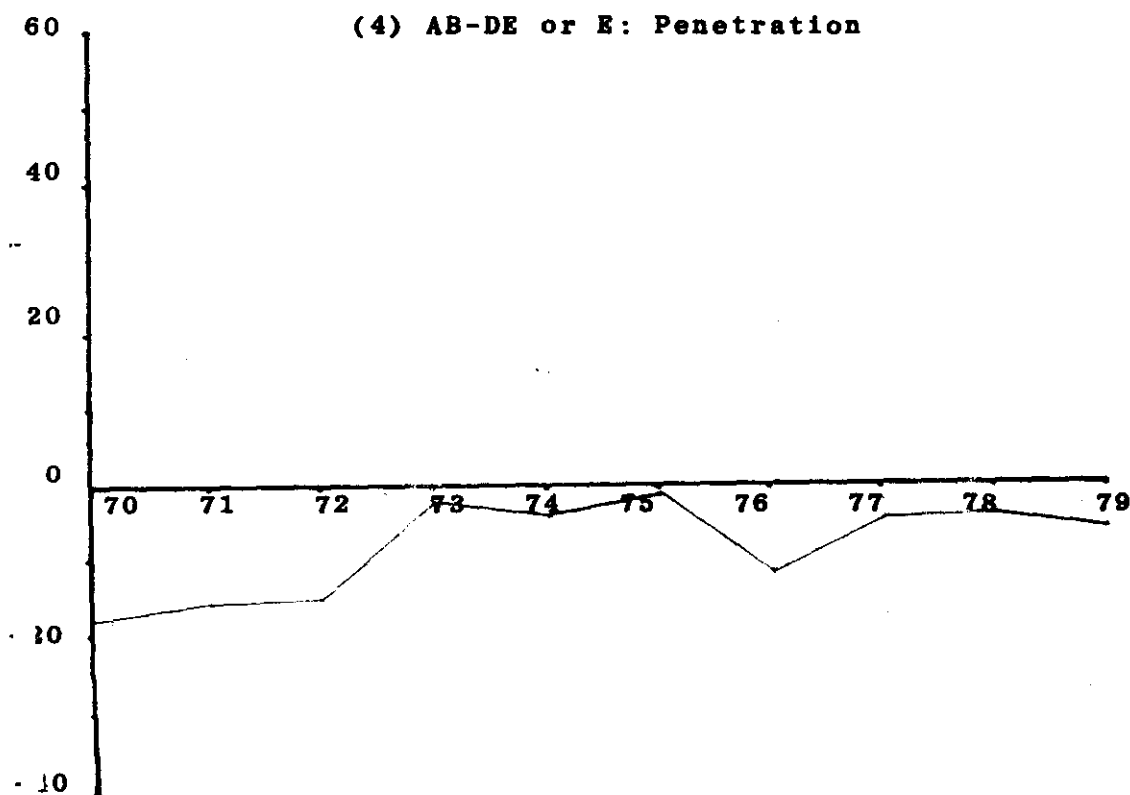


(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners

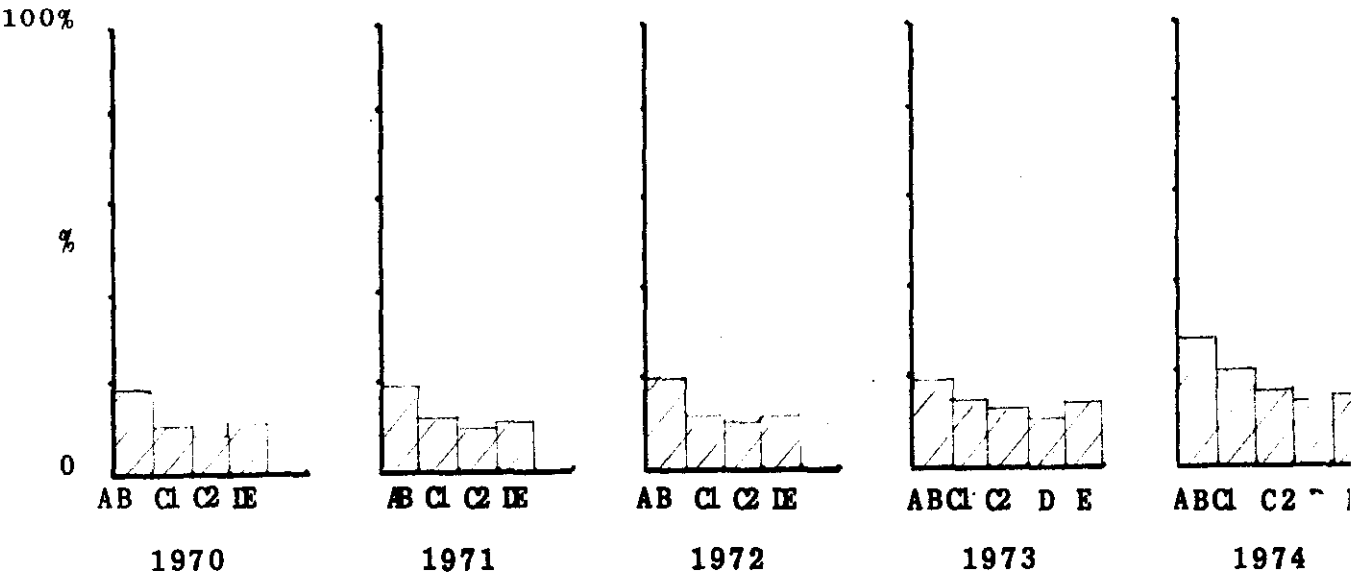




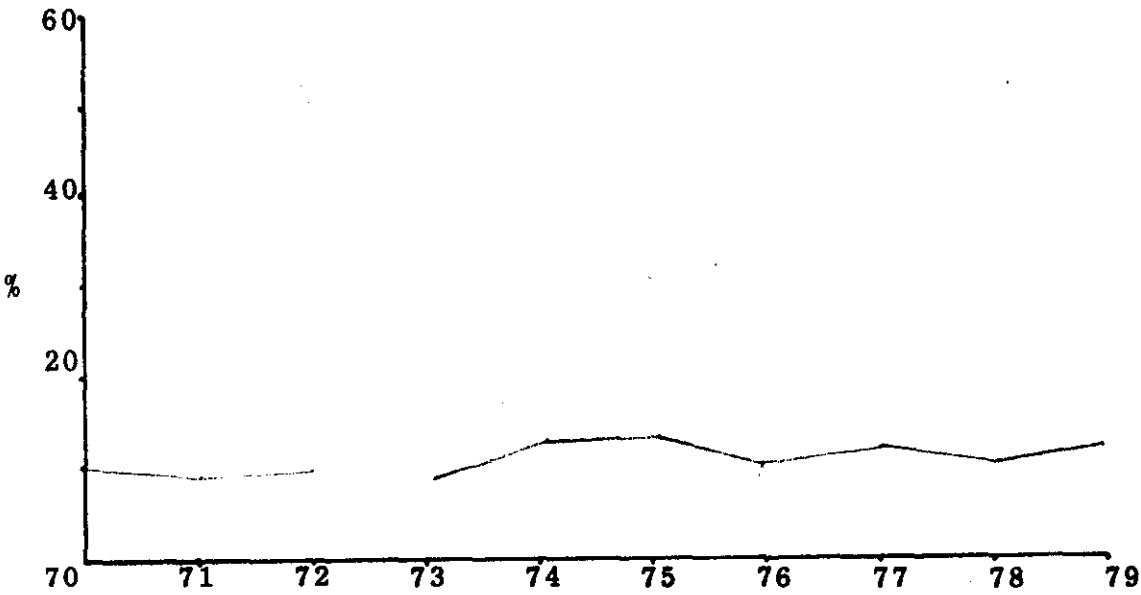
BRANDY - 1+ PER MONTH

The discriminatory power of social grade for brandy has remained fairly constant. The Index has stayed at around 0.17. The difference between maximum and minimum penetrations has been about 10%, with the highest percentage of users in the AB grade and the lowest in the D grade.

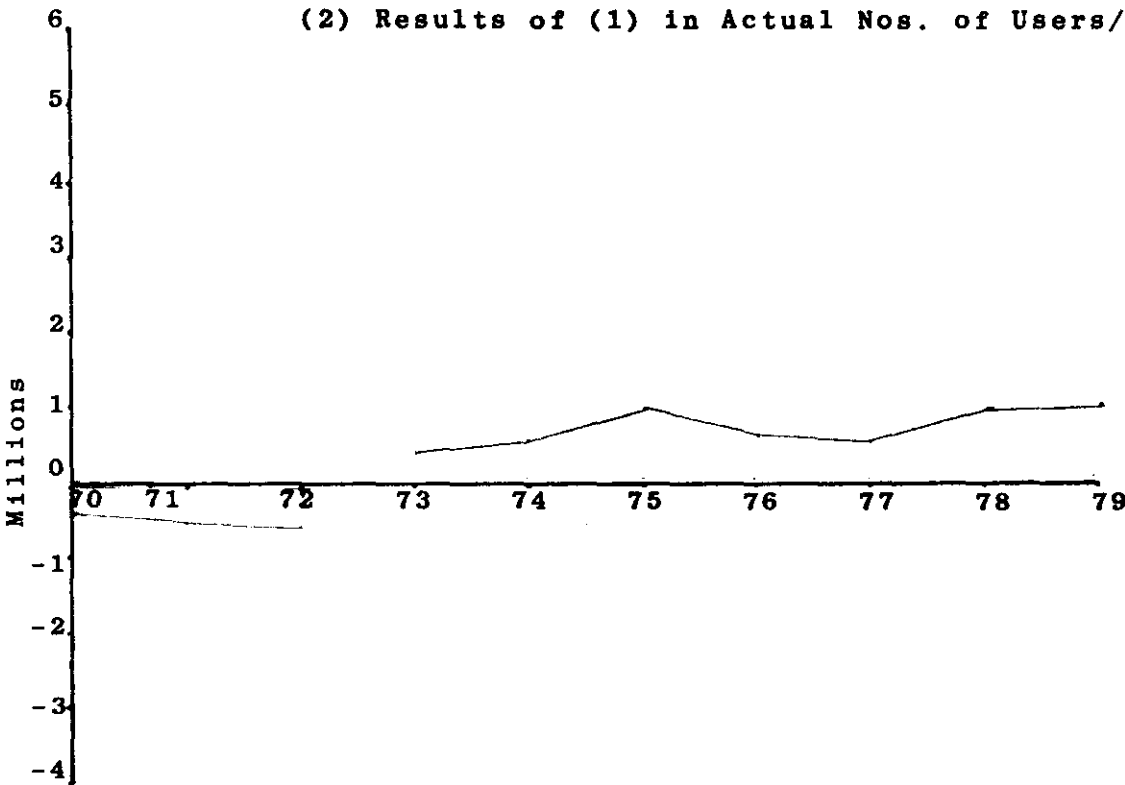
Penetration in Each Grade

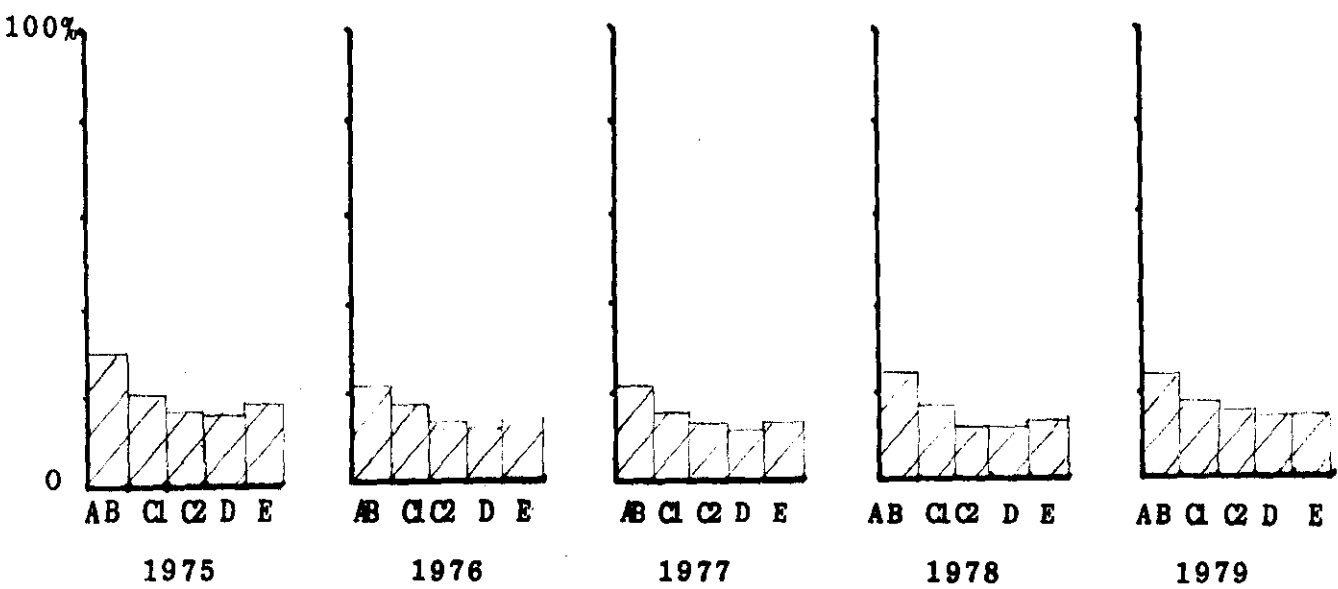
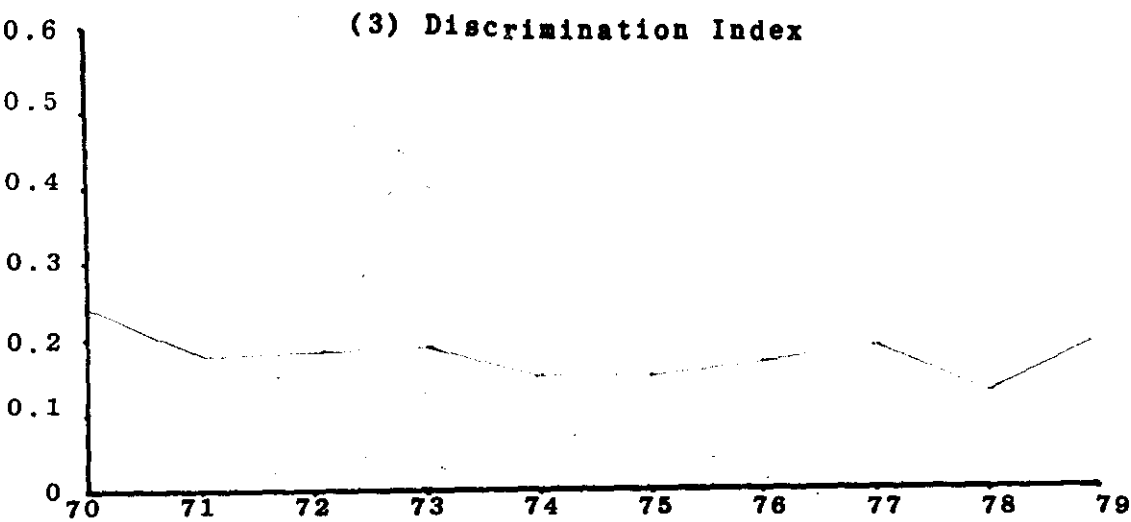
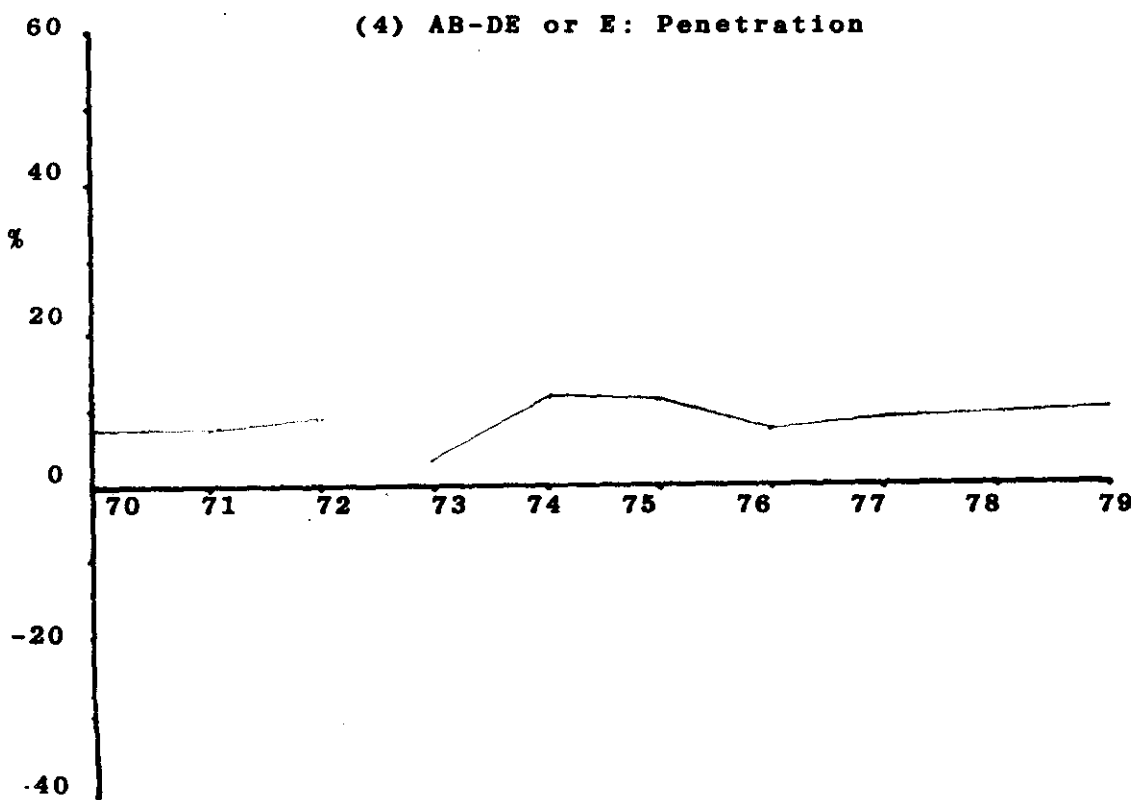


(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners

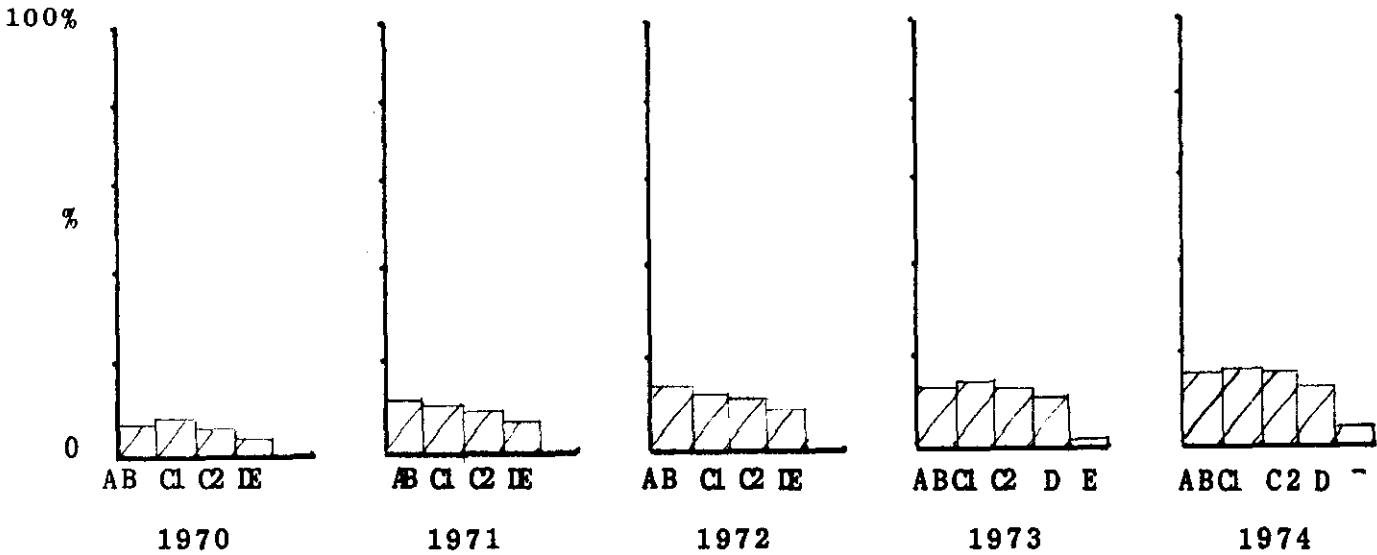




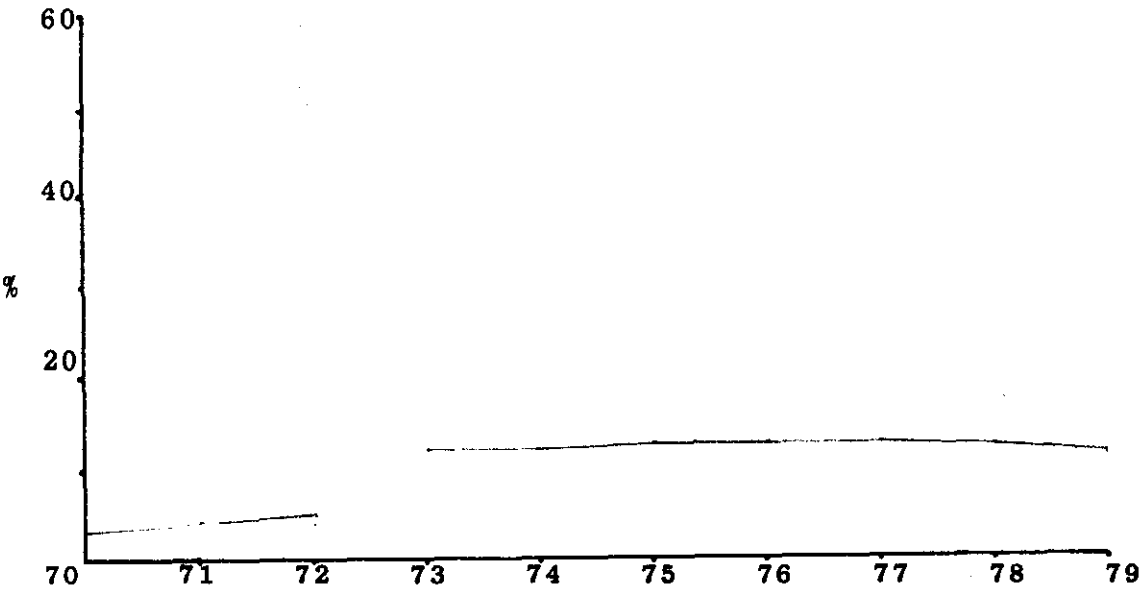
DRAUGHT LAGER

The discrimination Index was 0.2 in 1970, 0.28 in 1973 and 0.2 in 1979. The difference between maximum and minimum penetrations has been about 12% since 1973. The E grade has consistently shown the lowest penetration but the maximum penetration has been shown by C1 and C2 grades.

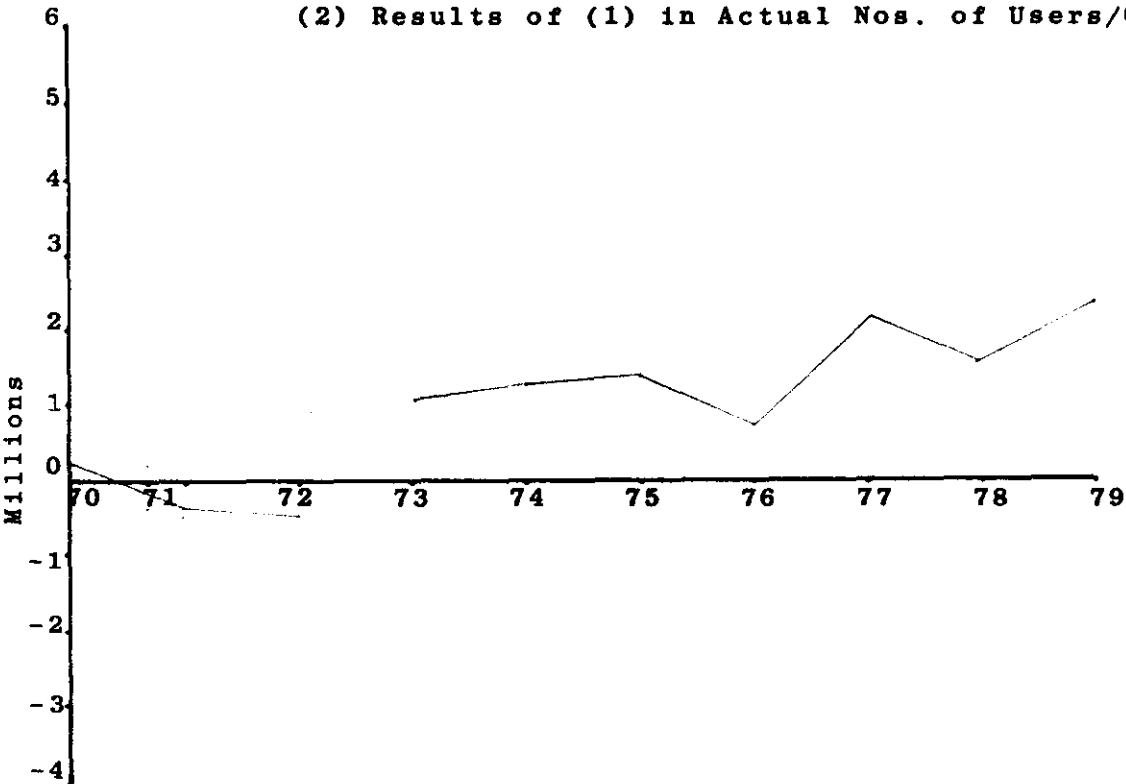
Penetration in Each Grade

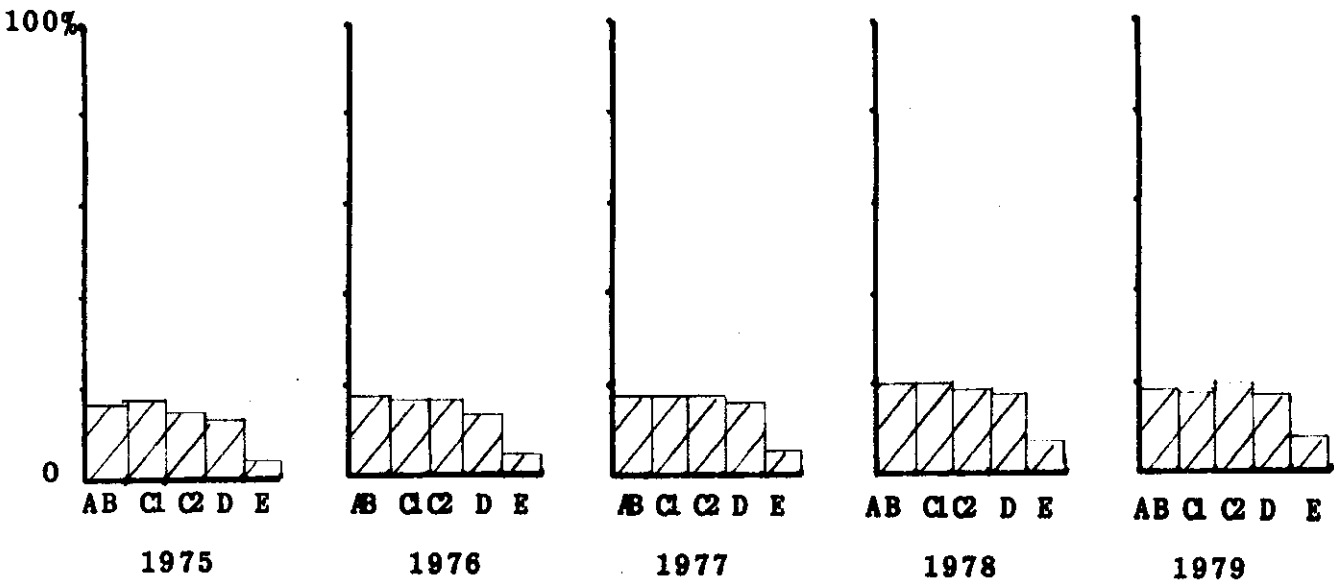
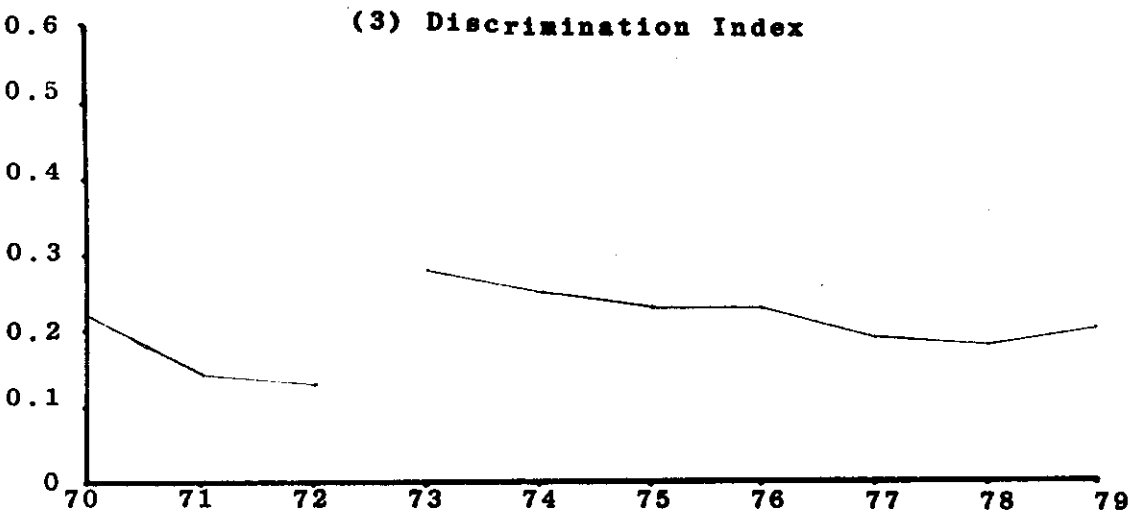
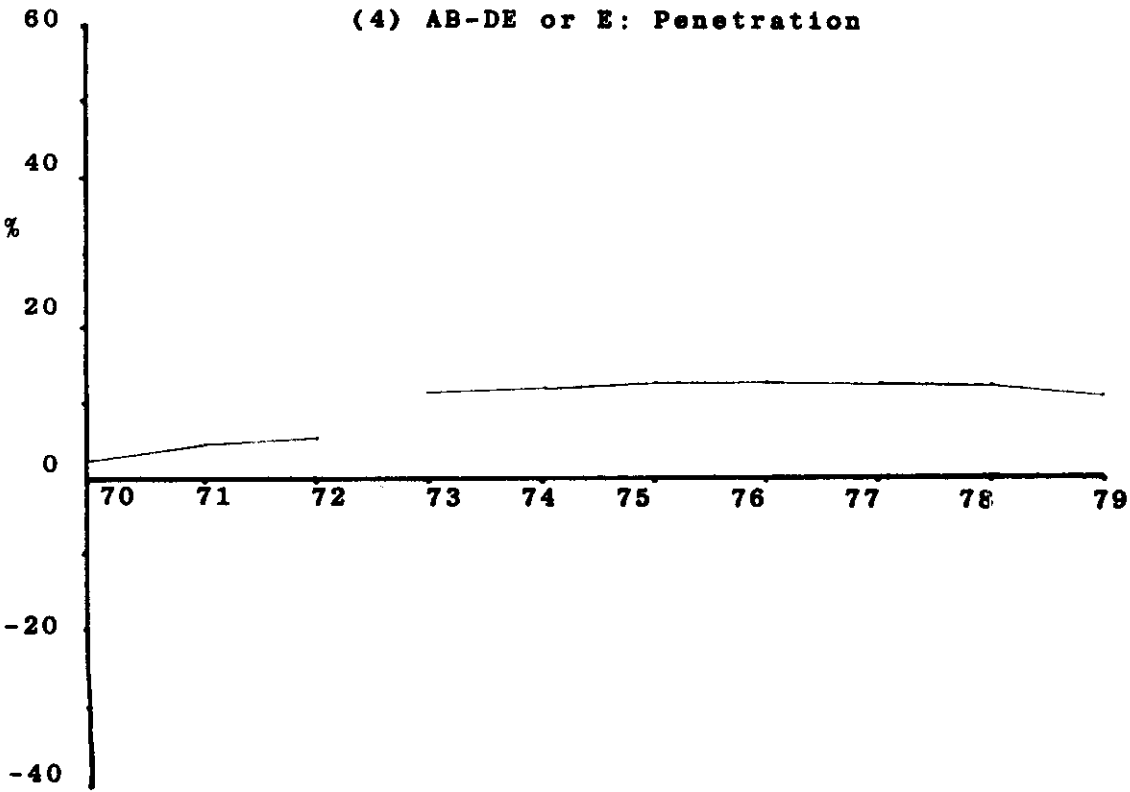


(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners



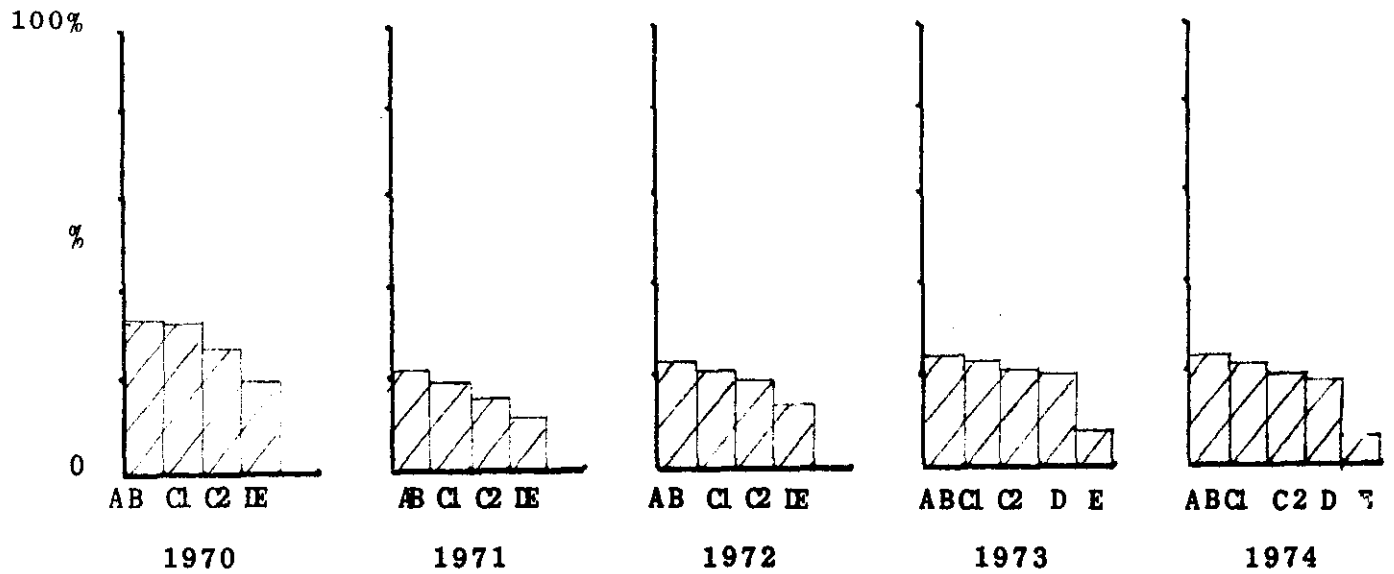


Appendix C18.

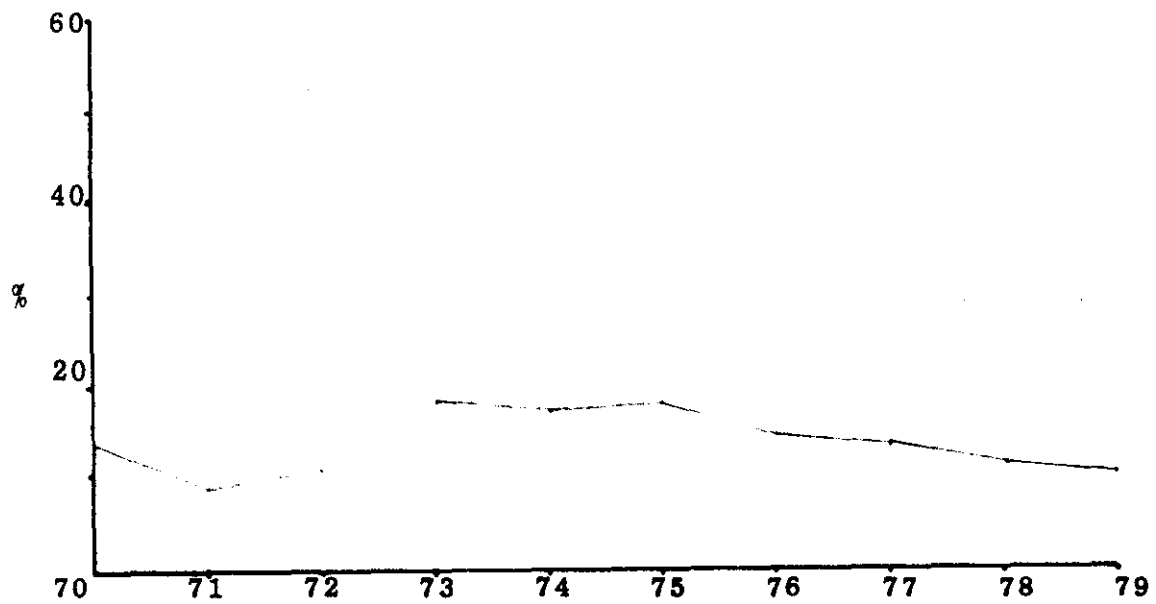
BOTTLED LAGER

The Index has averaged just under 0.2. The difference between maximum and minimum penetrations has fallen from 17.7% in 1973 to 9.8% in 1979. The lowest penetration has consistently been in the E grade and the maximum usually in the AB grade.

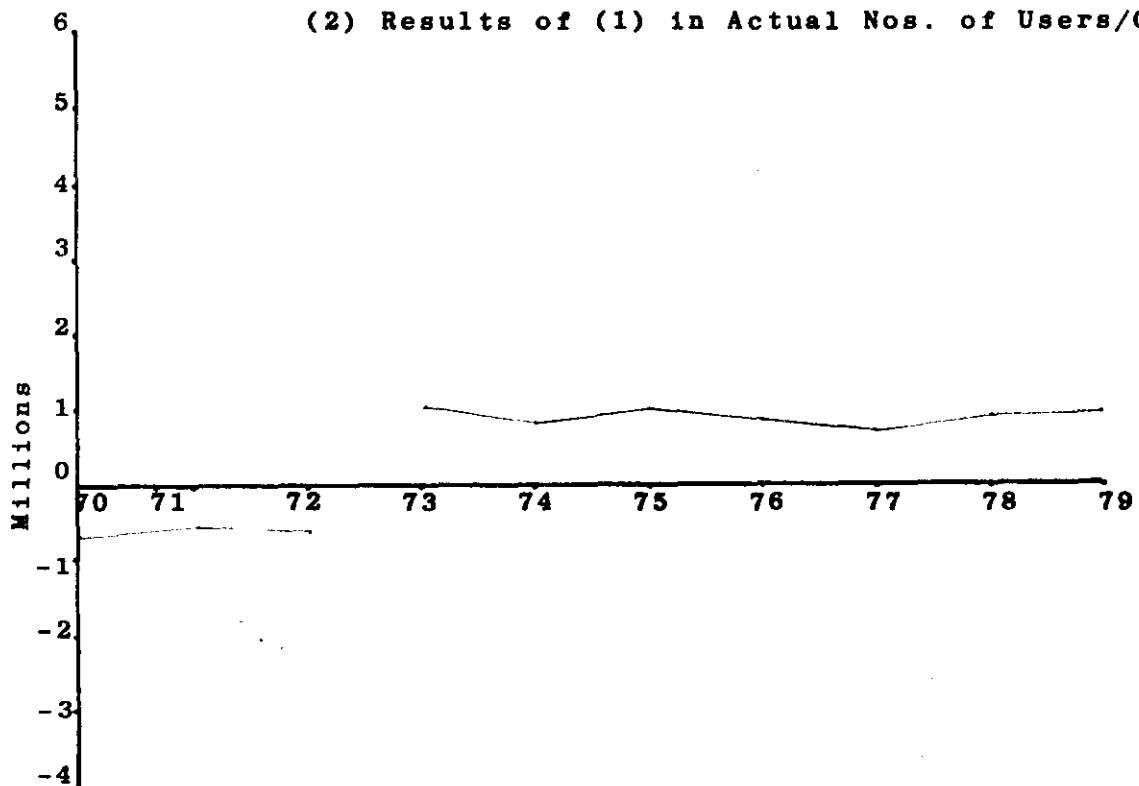
Penetration in Each Grade

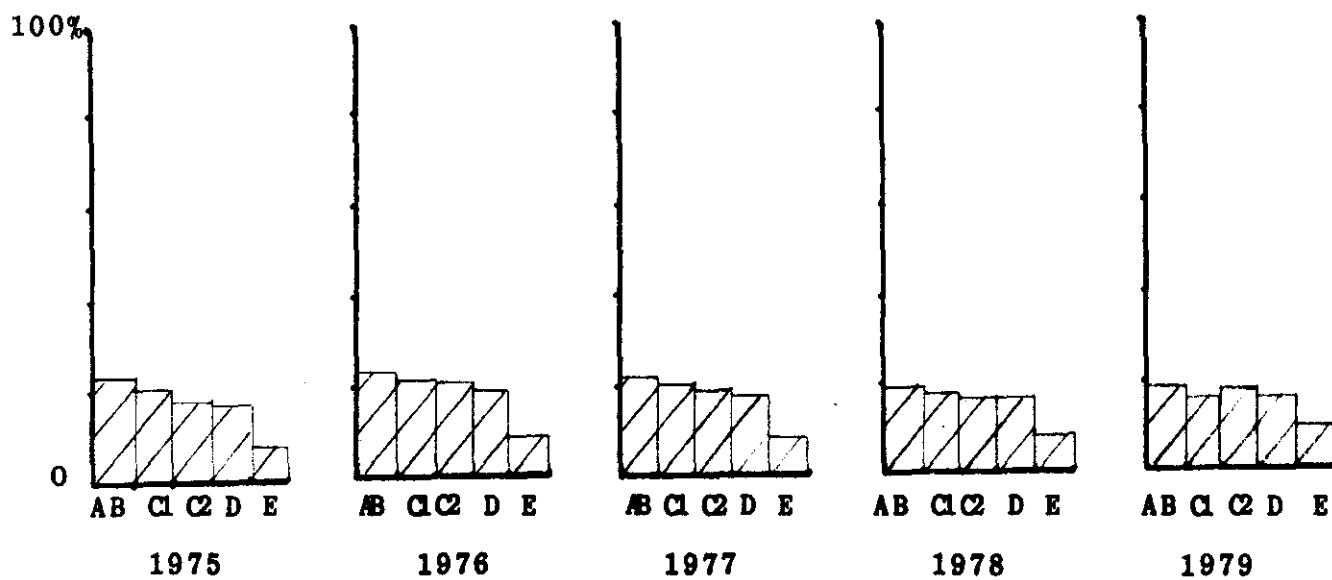
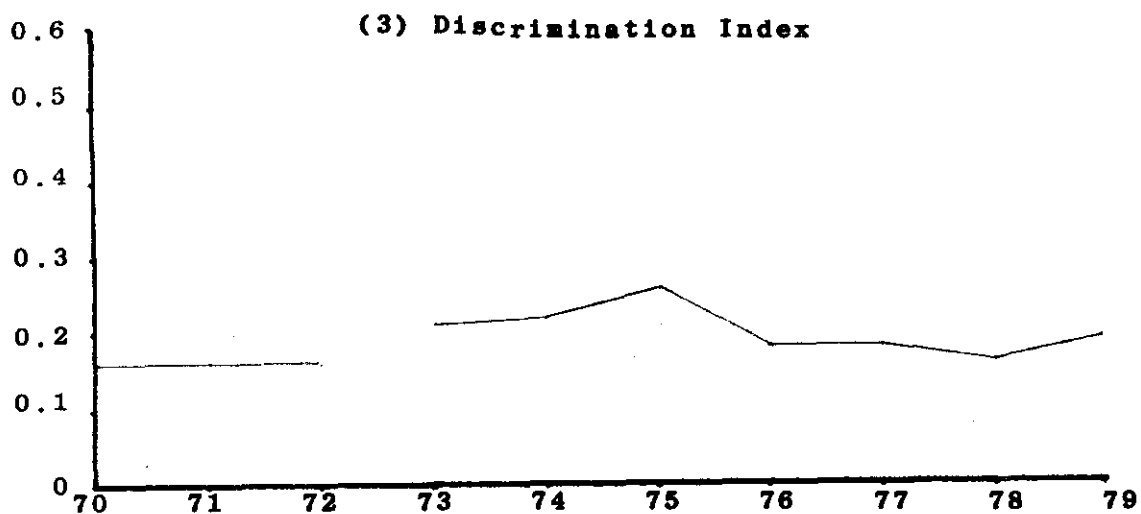
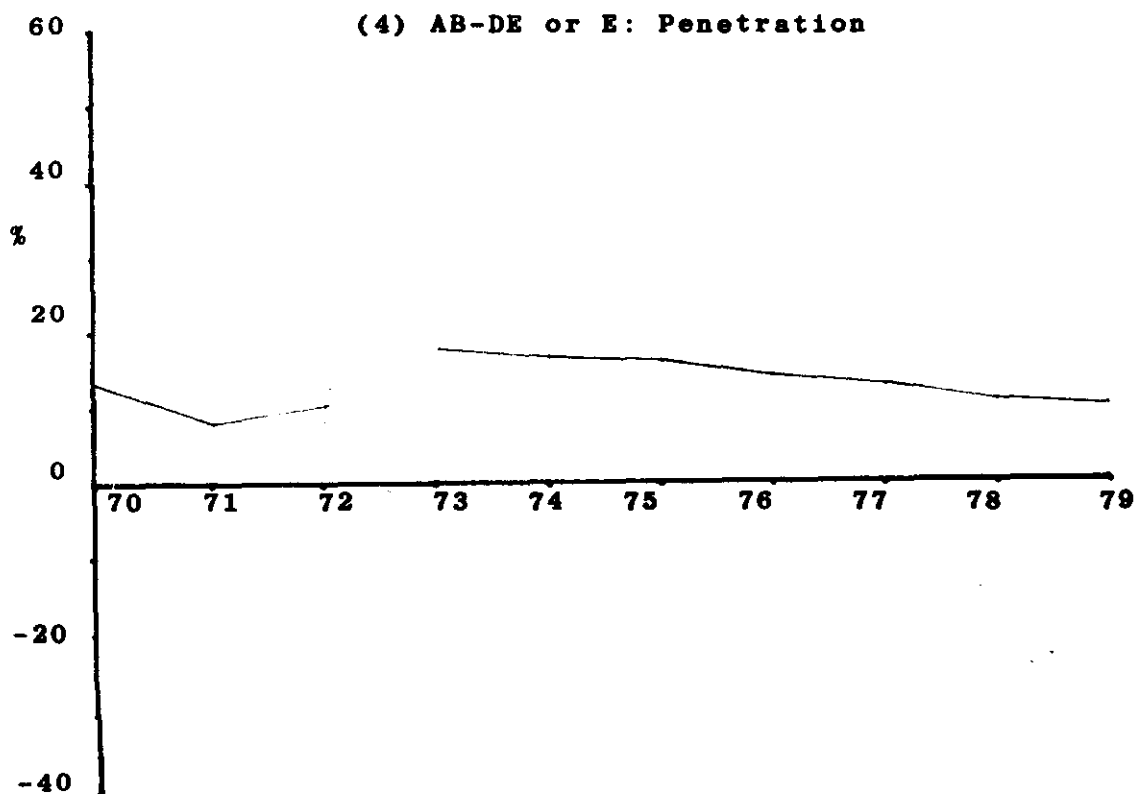


(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners

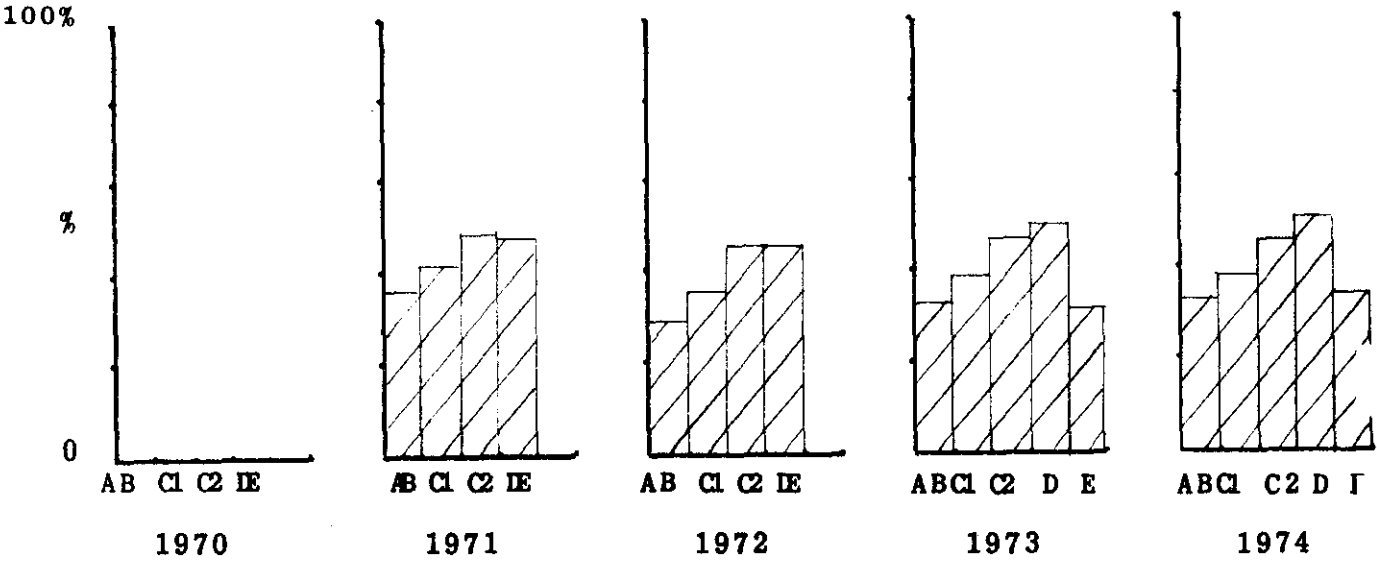




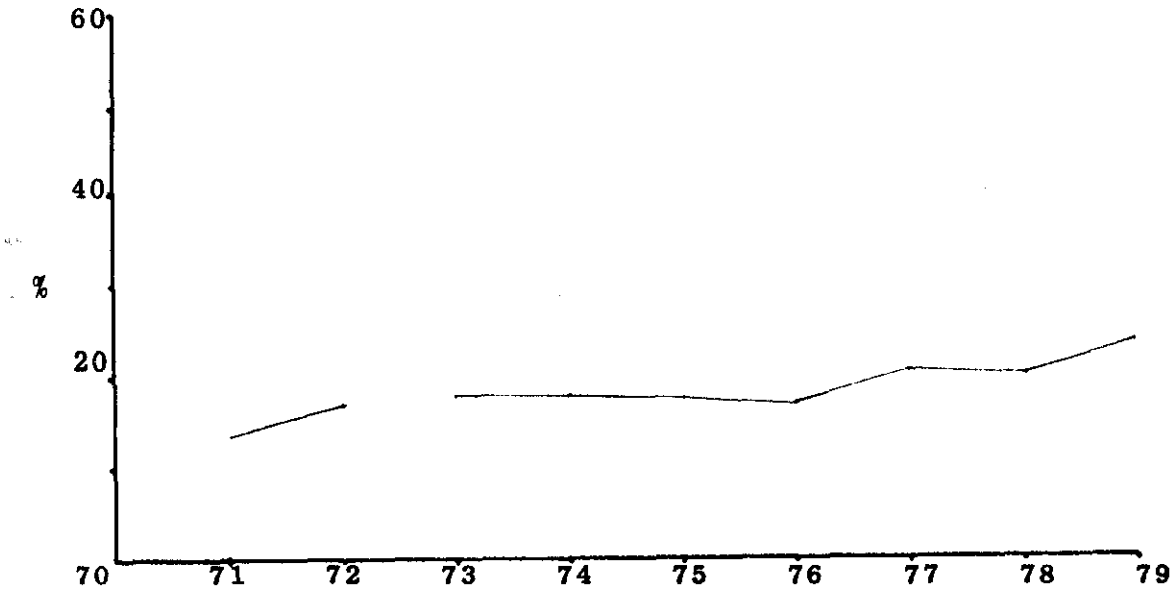
CIGARETTES

The discrimination power of social grade for smokers has risen. The Index was 0.1 in 1971 and had risen to 0.21 by 1979. The difference between grades with maximum and minimum penetrations rose from 13.3% in 1971 to 23.1% in 1979. Since 1973 the grade with the highest percentage of smokers has been D, and since 1974 the lowest penetration has been in the AB grade.

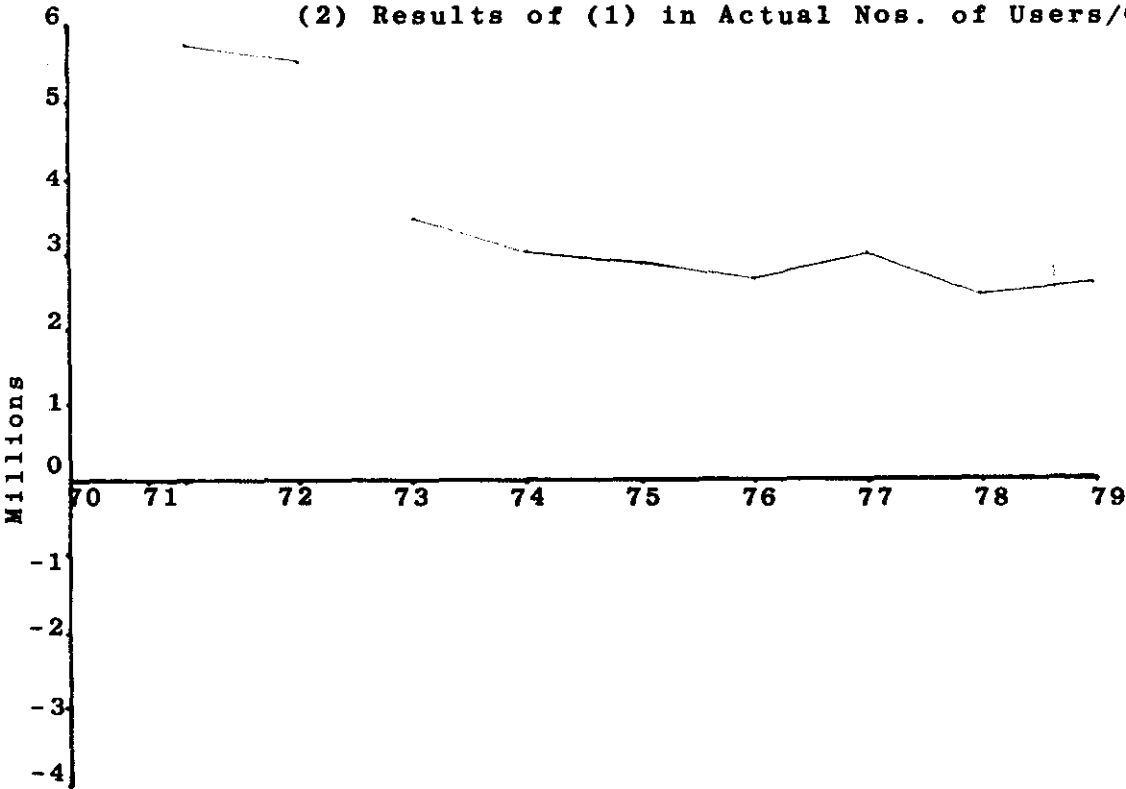
Penetration in Each Grade

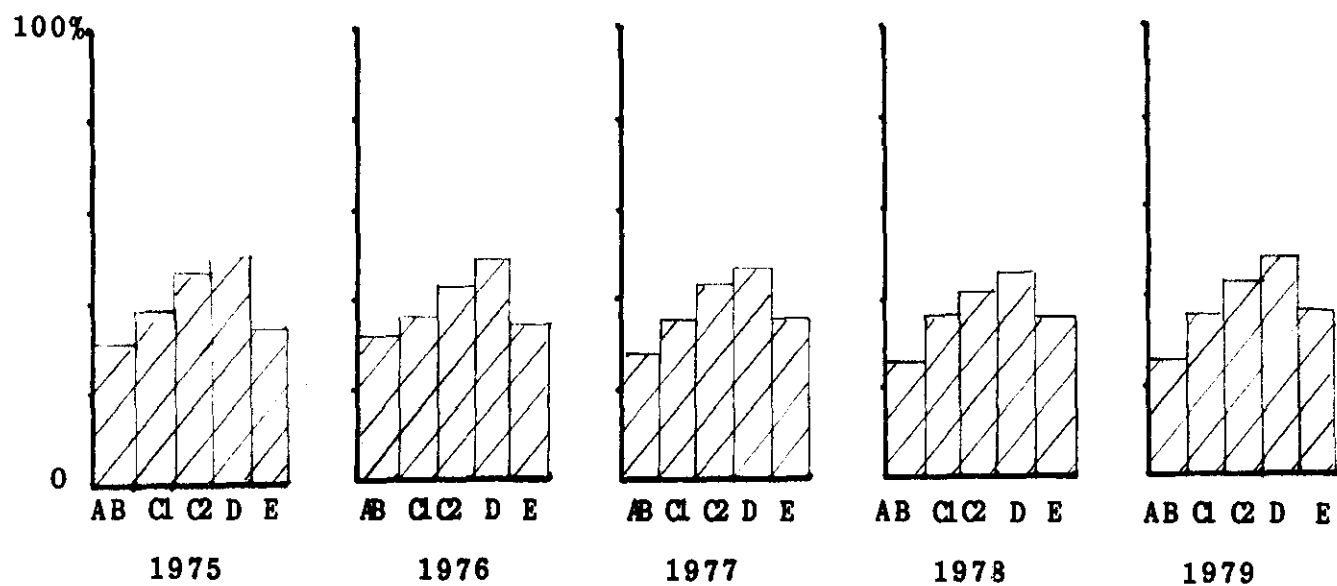
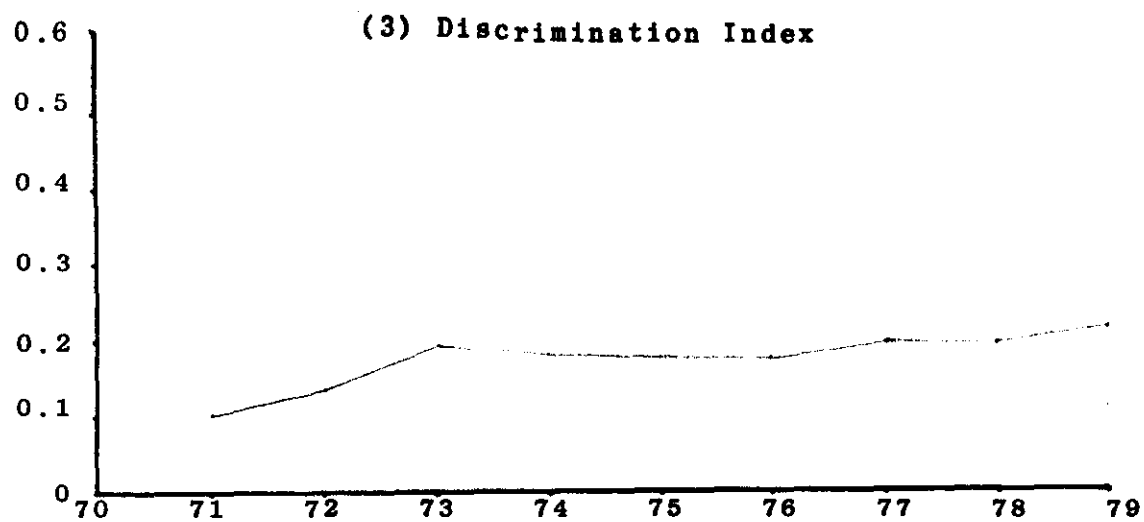
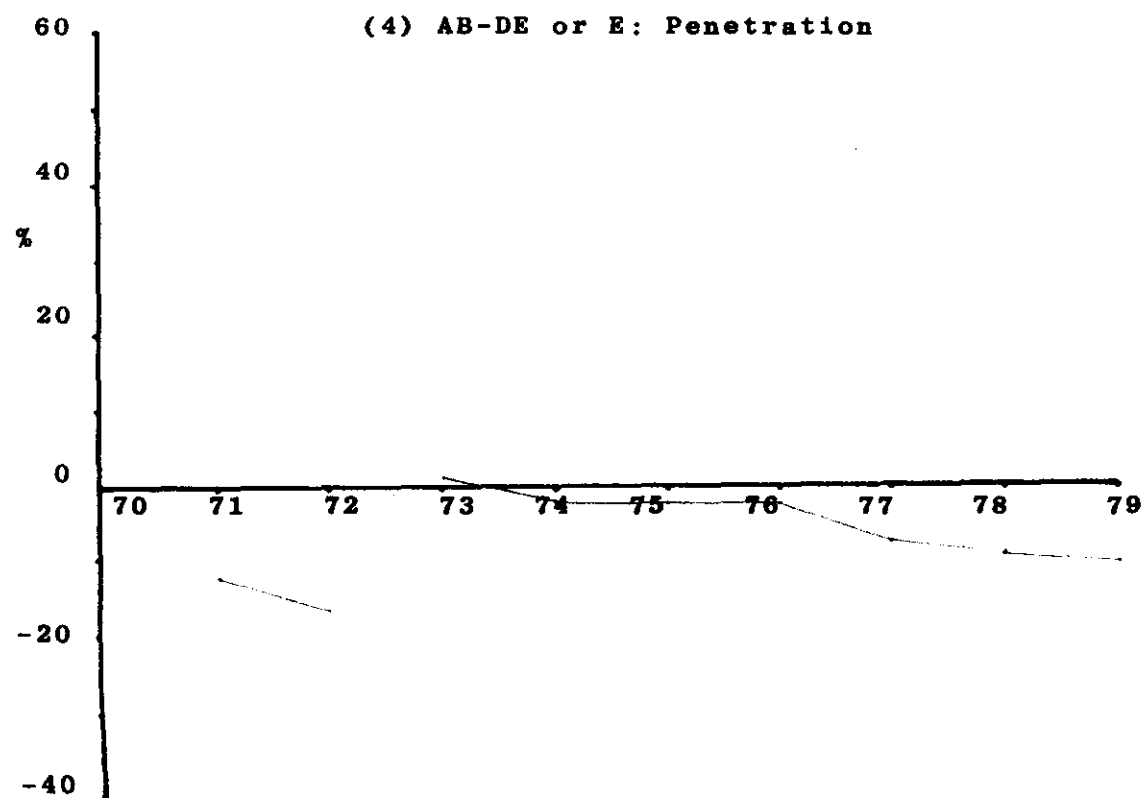


(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners

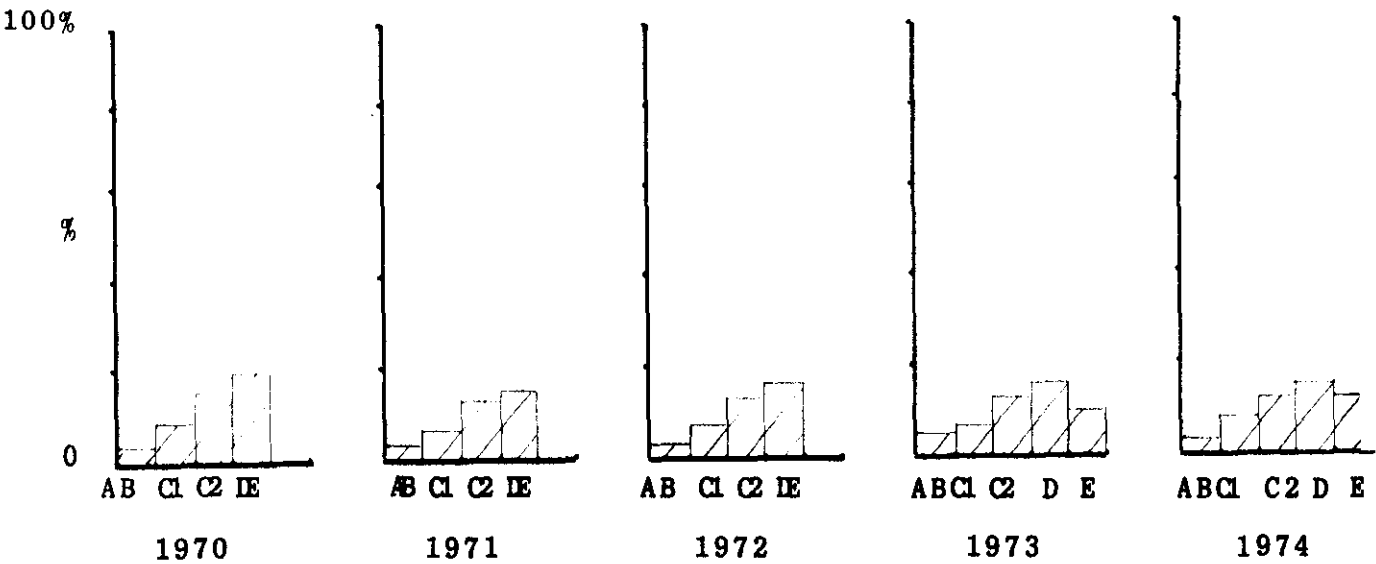




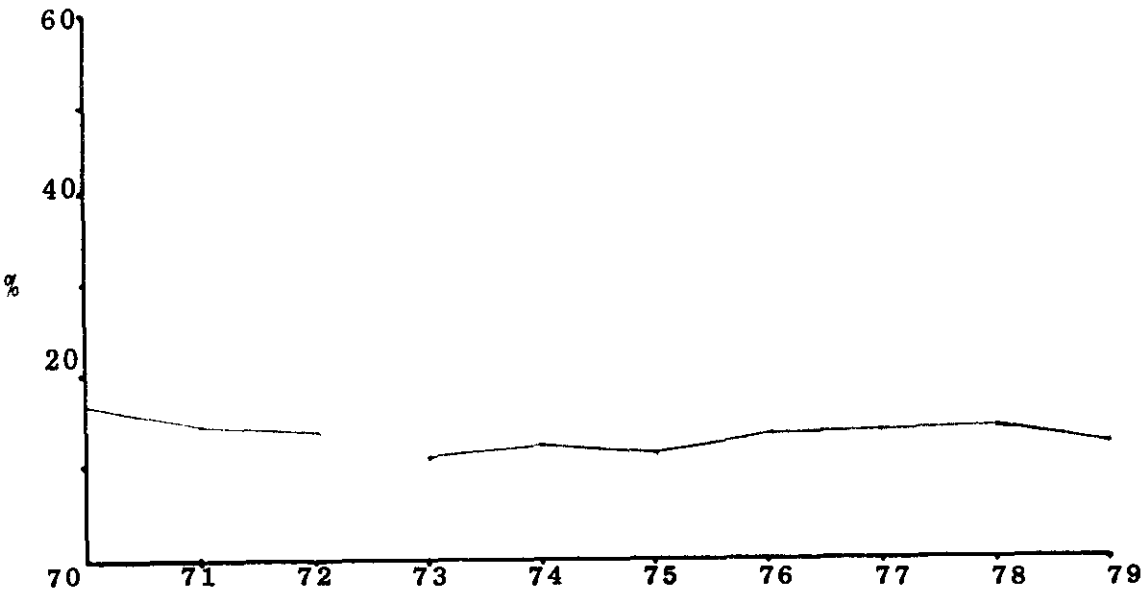
HAND-ROLLING TOBACCO

Social grade has discriminated consistently for this product over the period. The Index has remained around 0.3 since 1973. The AB grade has shown the minimum penetration and E the maximum. The difference between these penetrations has been around 12%.

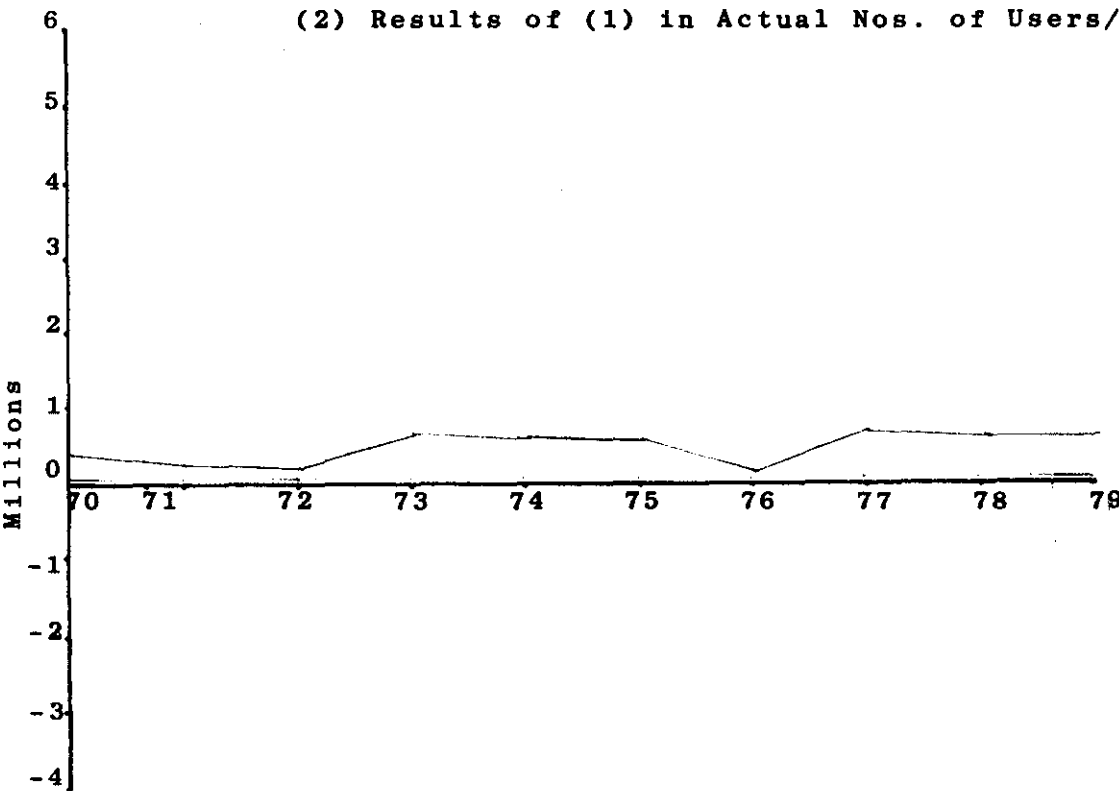
Penetration in Each Grade

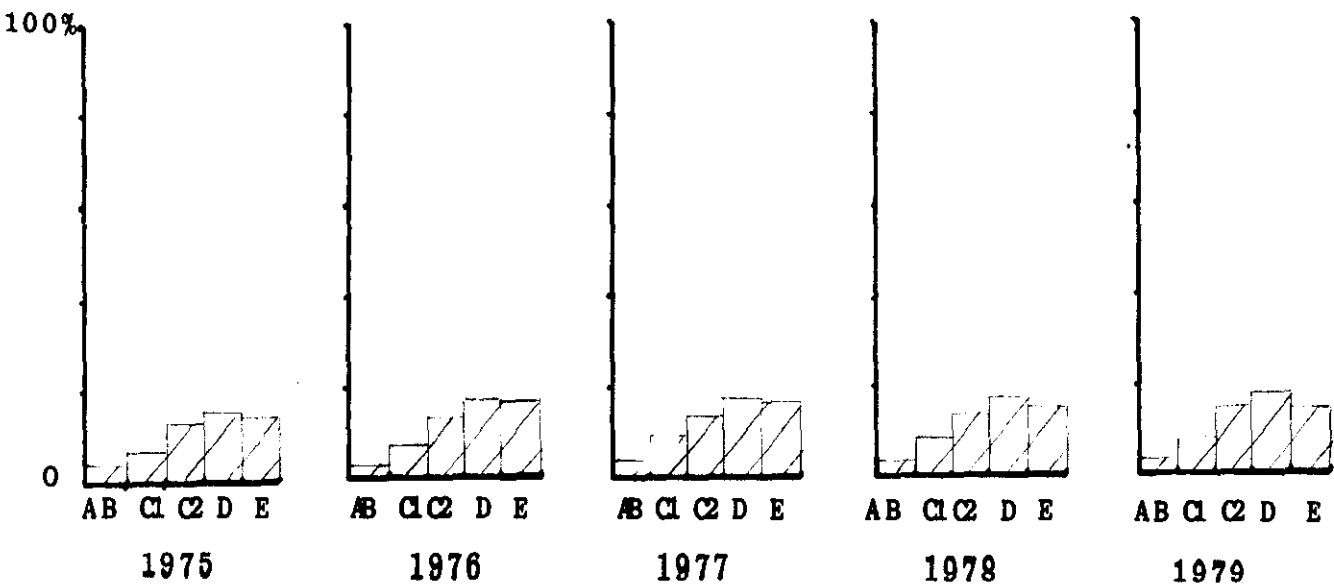
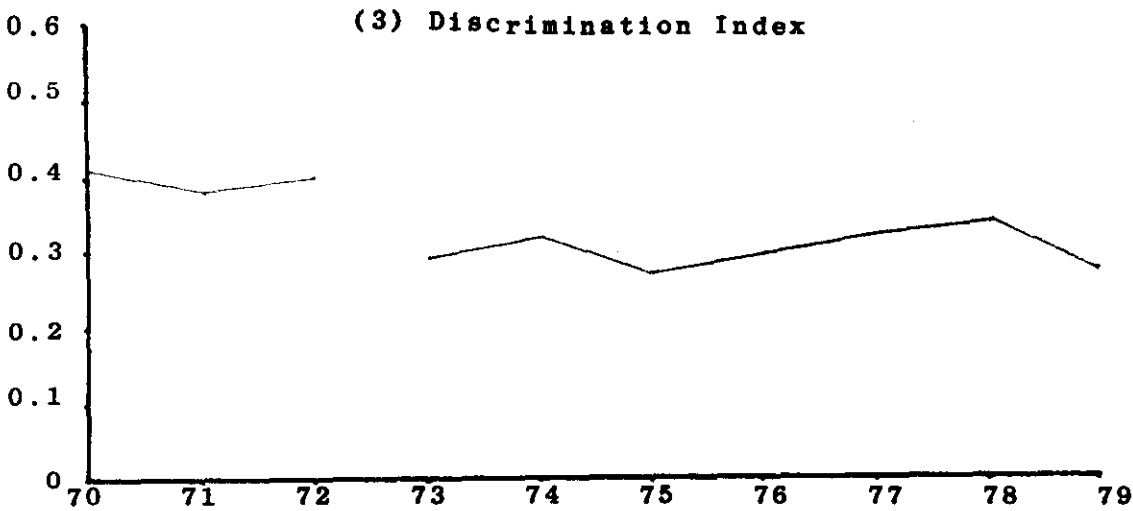
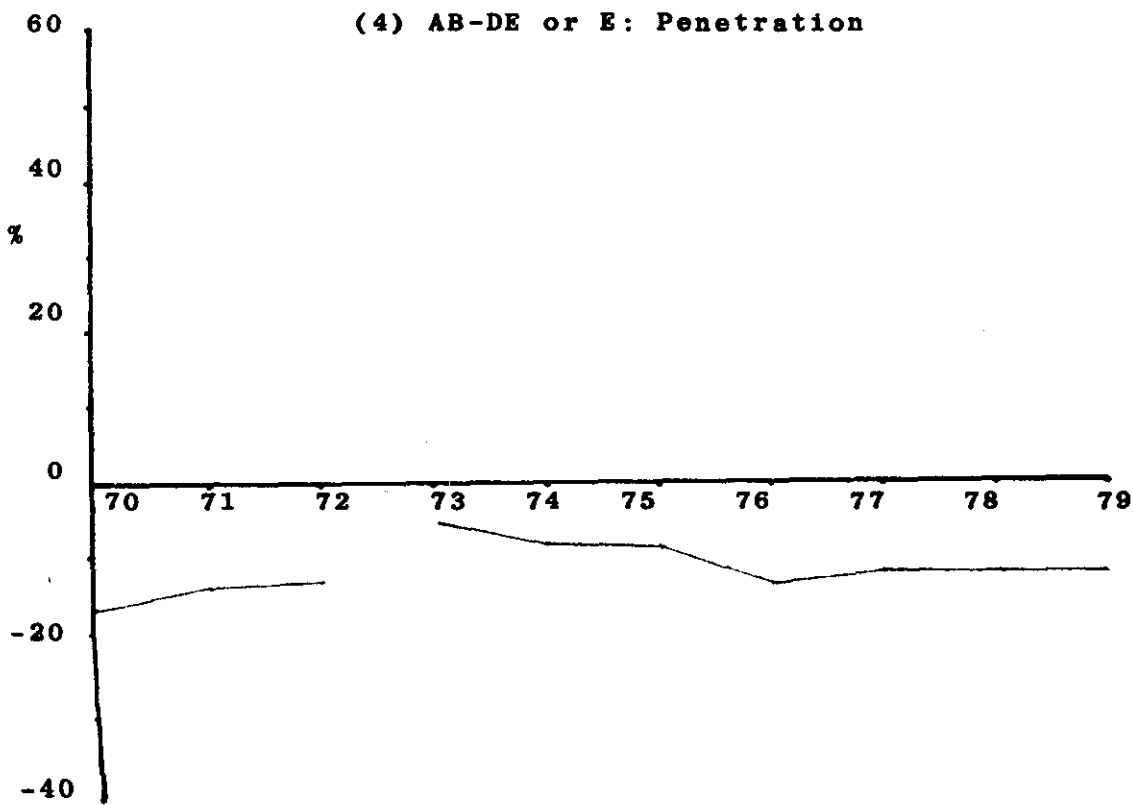


(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners



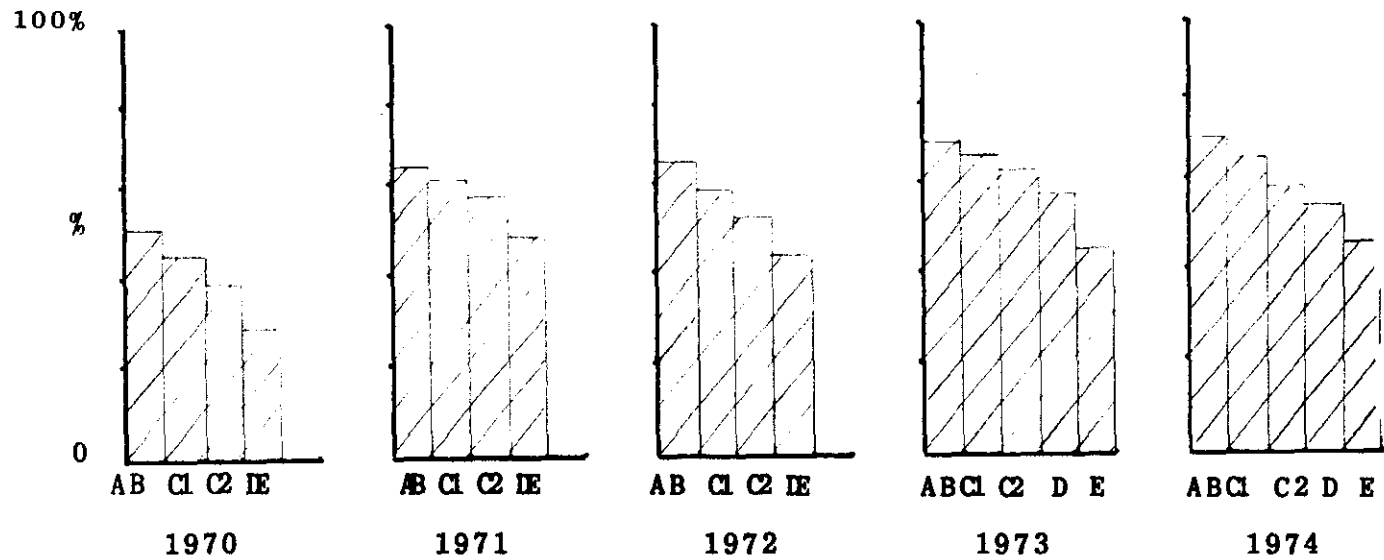


Appendix C2I

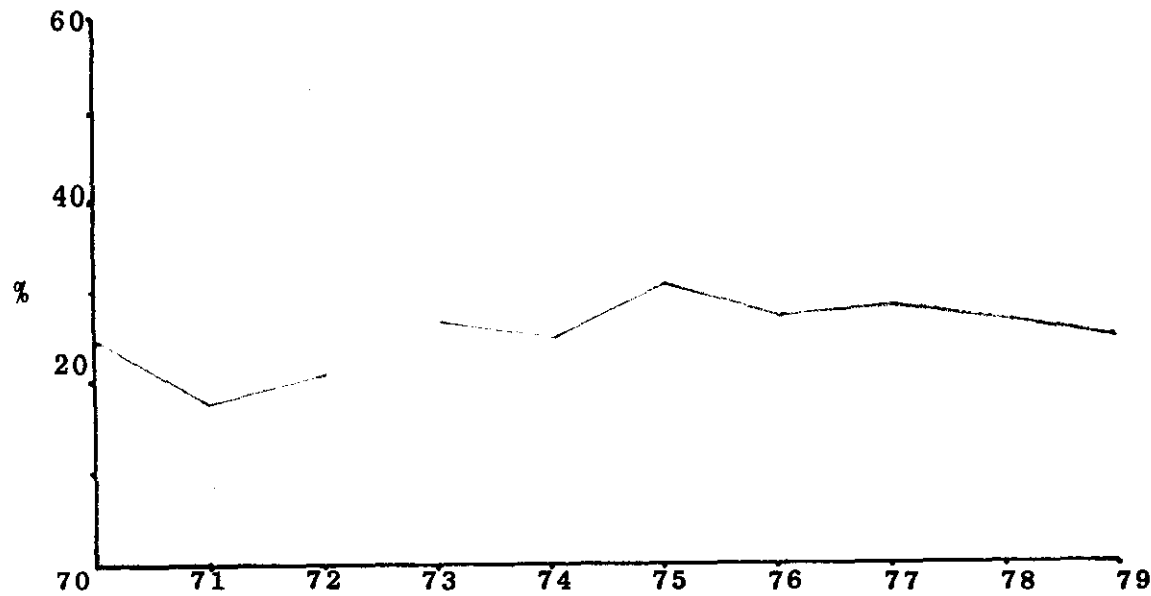
MOISTURISING CREAMS

There has not been much change in the performance of social grade over the decade. The Index has remained around 0.1. The skew has been constant - AB to E - and the difference between maximum and minimum penetrations has been about 23%.

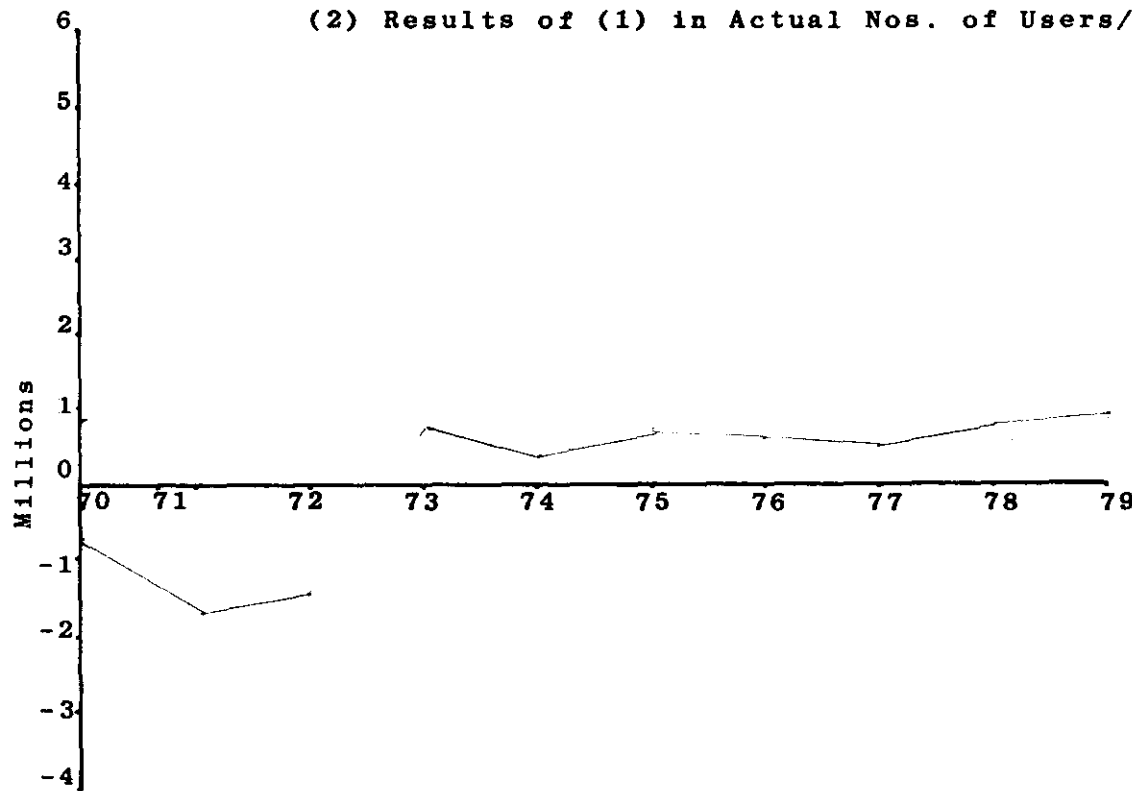
Penetration in Each Grade

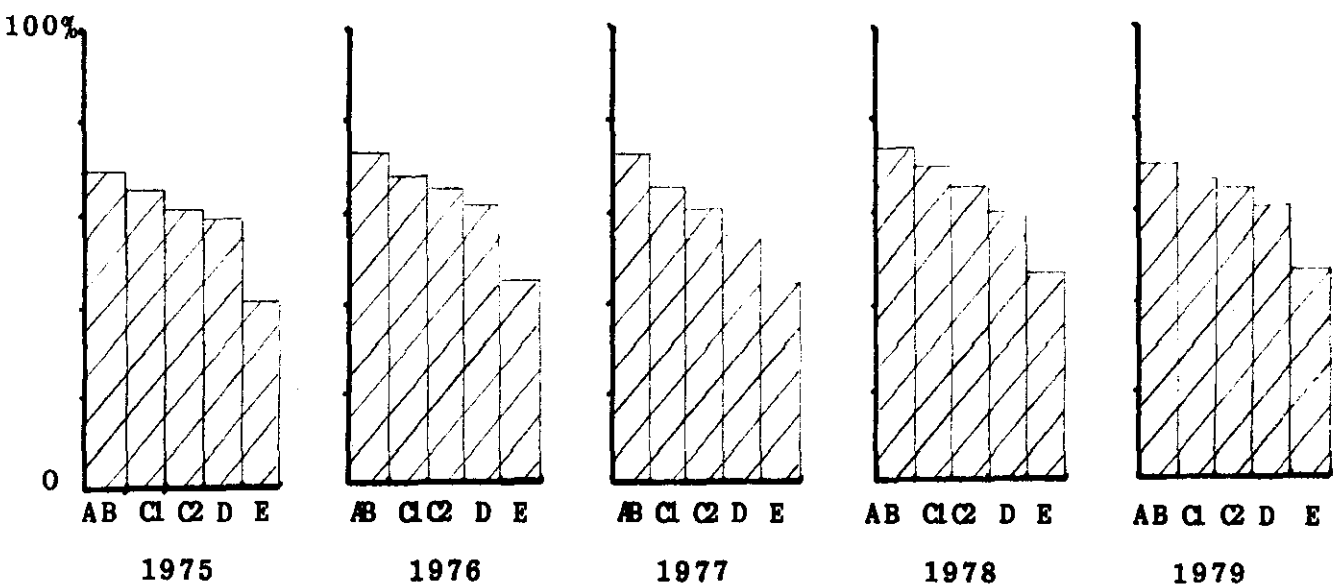
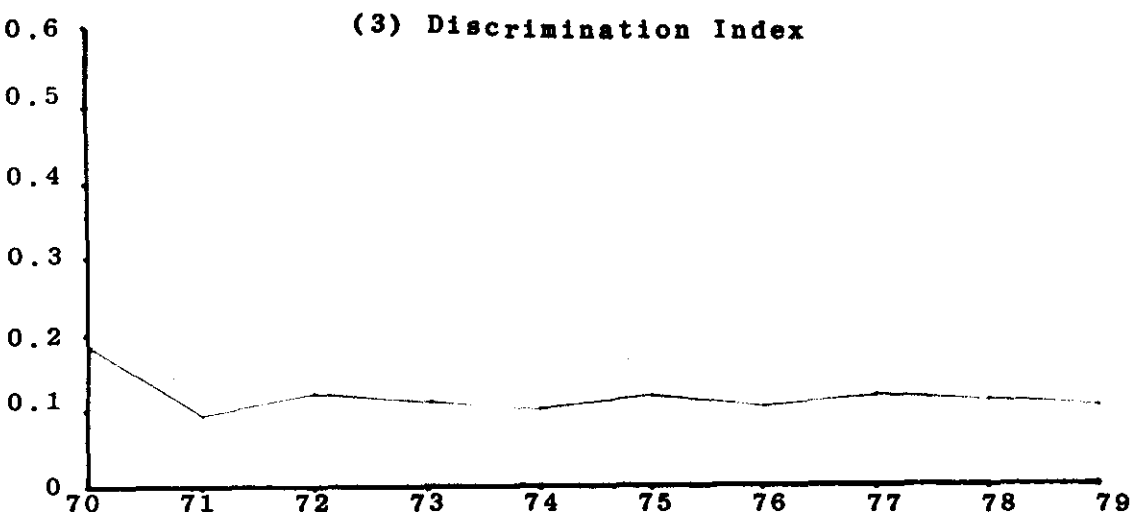
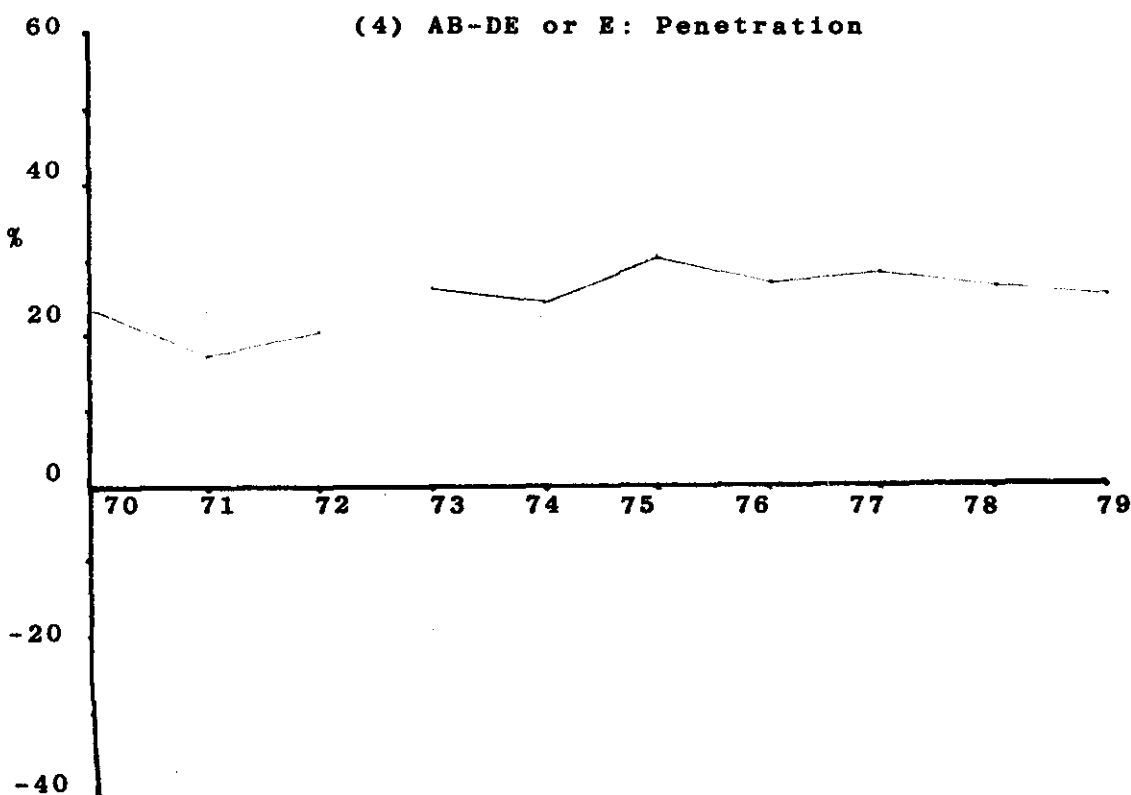


(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners

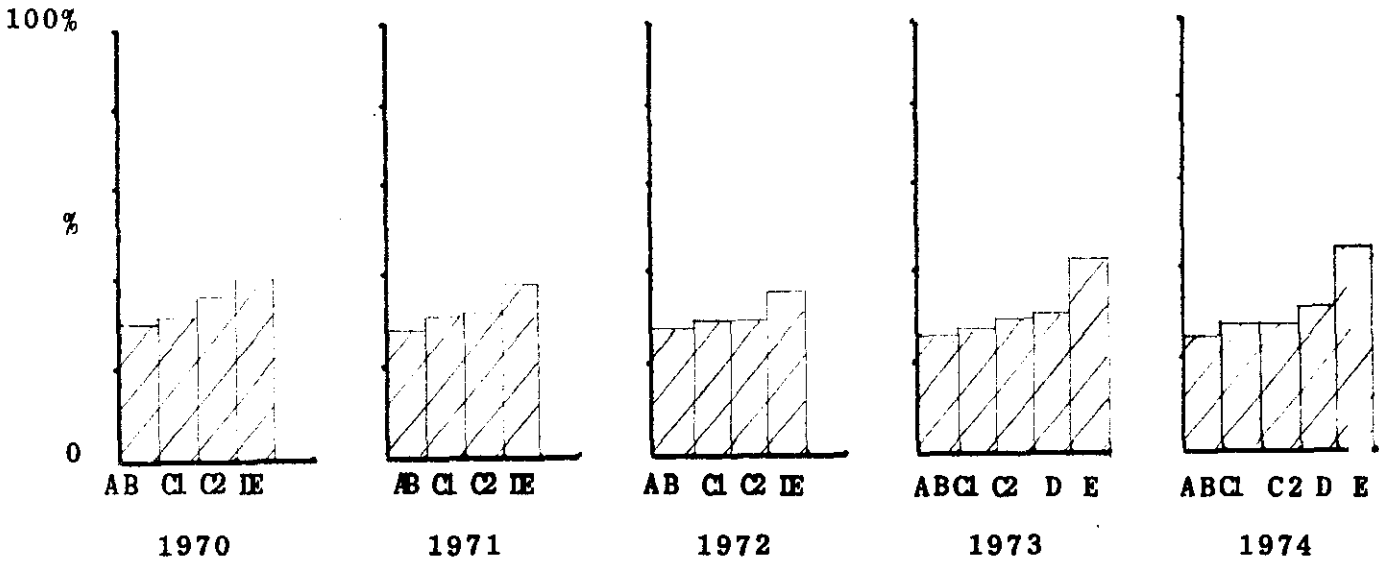




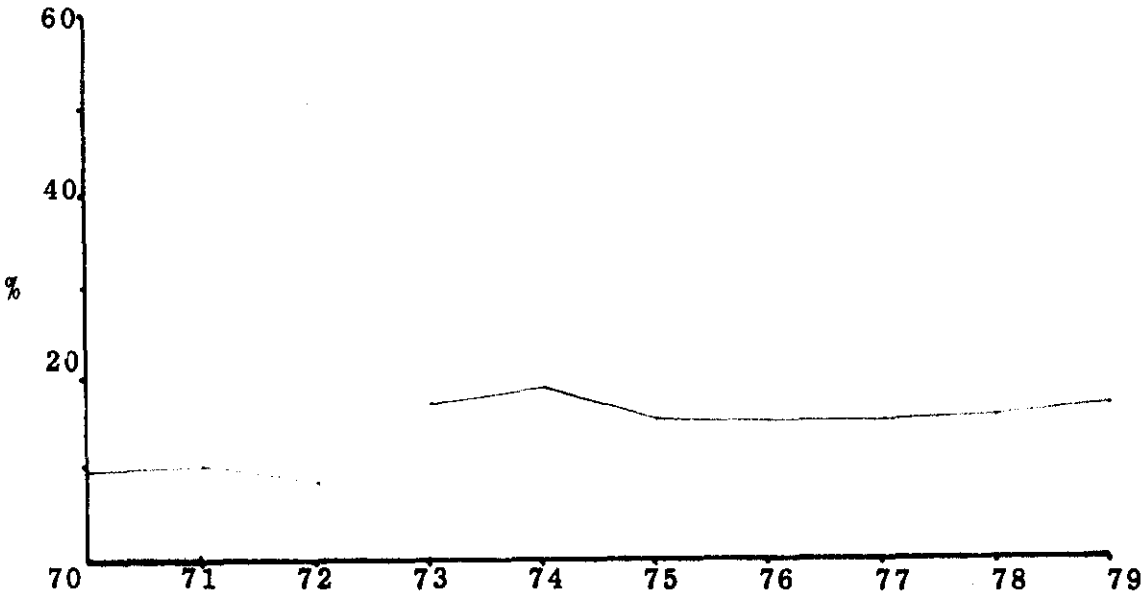
RUBS AND RHEUMATISM REMEDIES

The Index has remained constantly around 0.11 since 1973. The skew has been consistently from E to AB, and the difference between maximum and minimum penetrations has been around 16% since 1973.

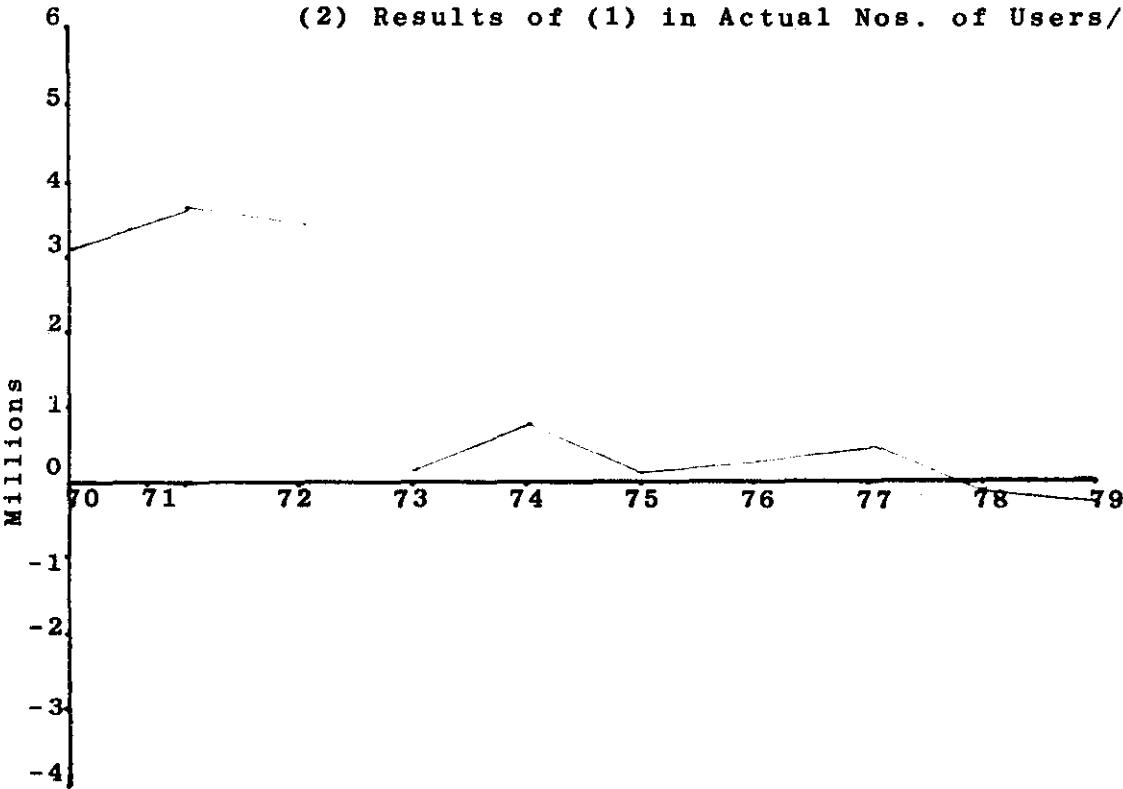
Penetration in Each Grade

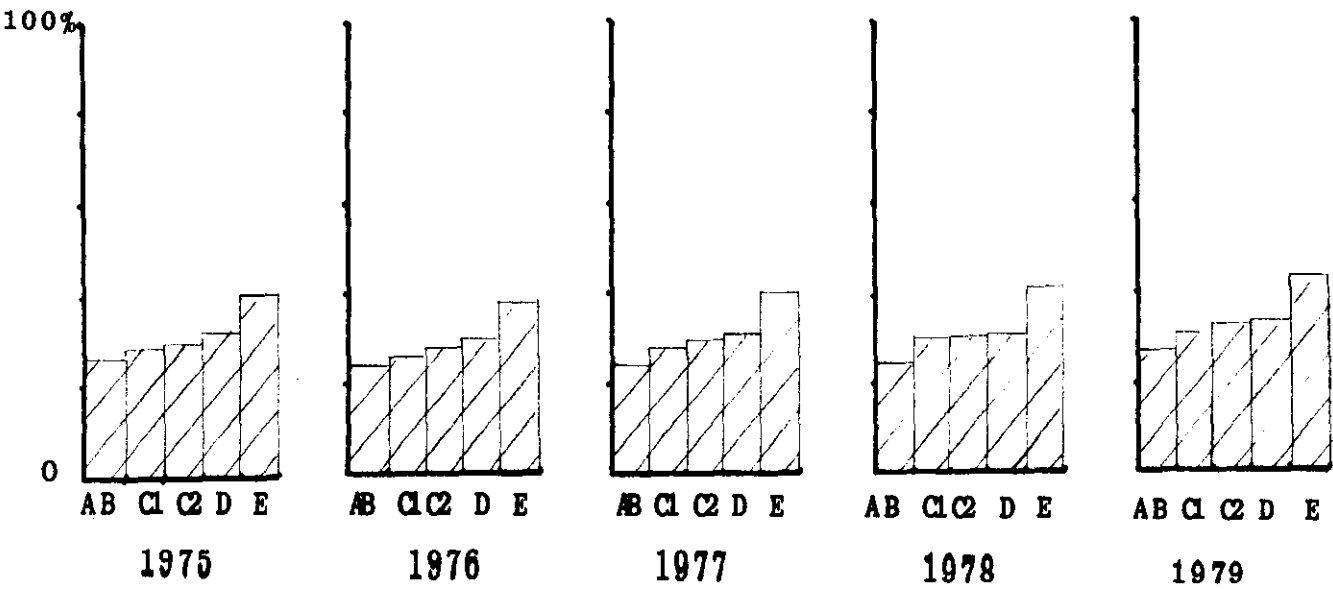
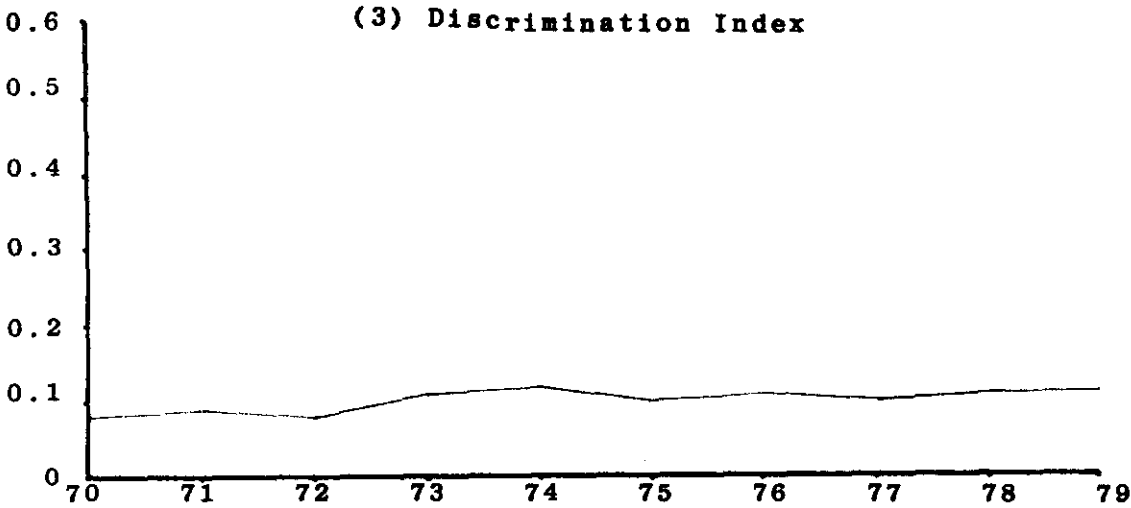
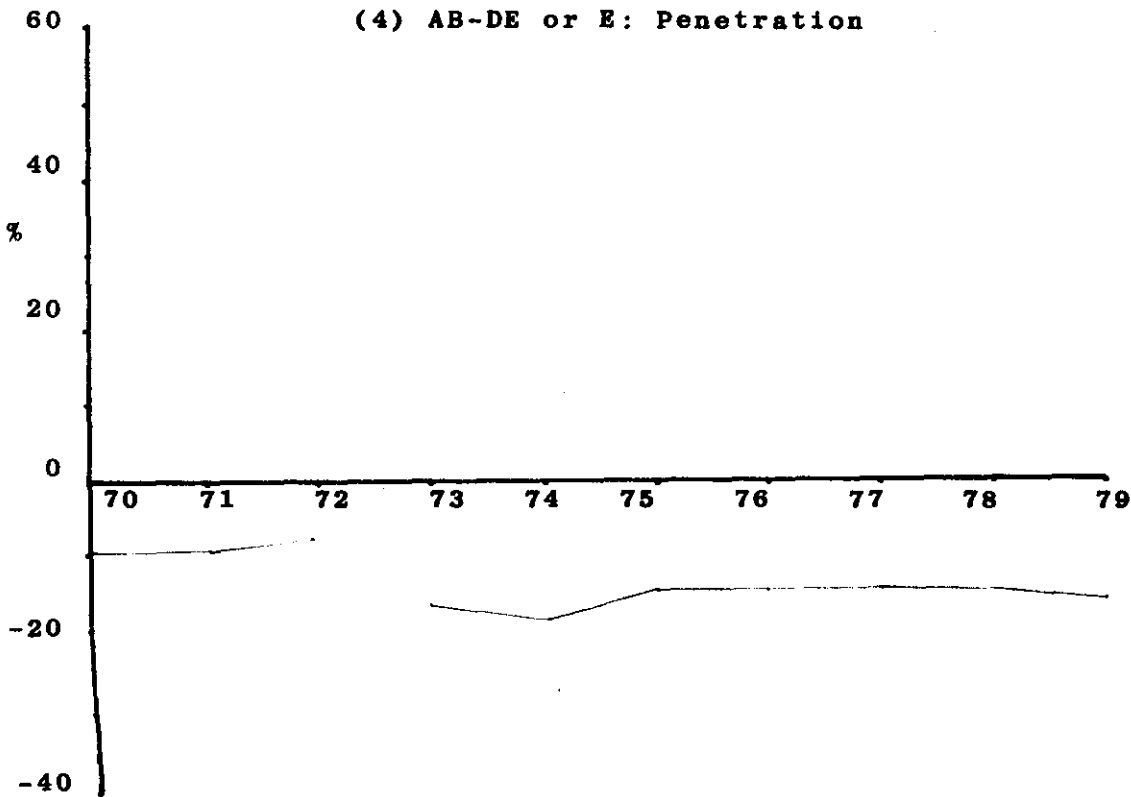


(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners

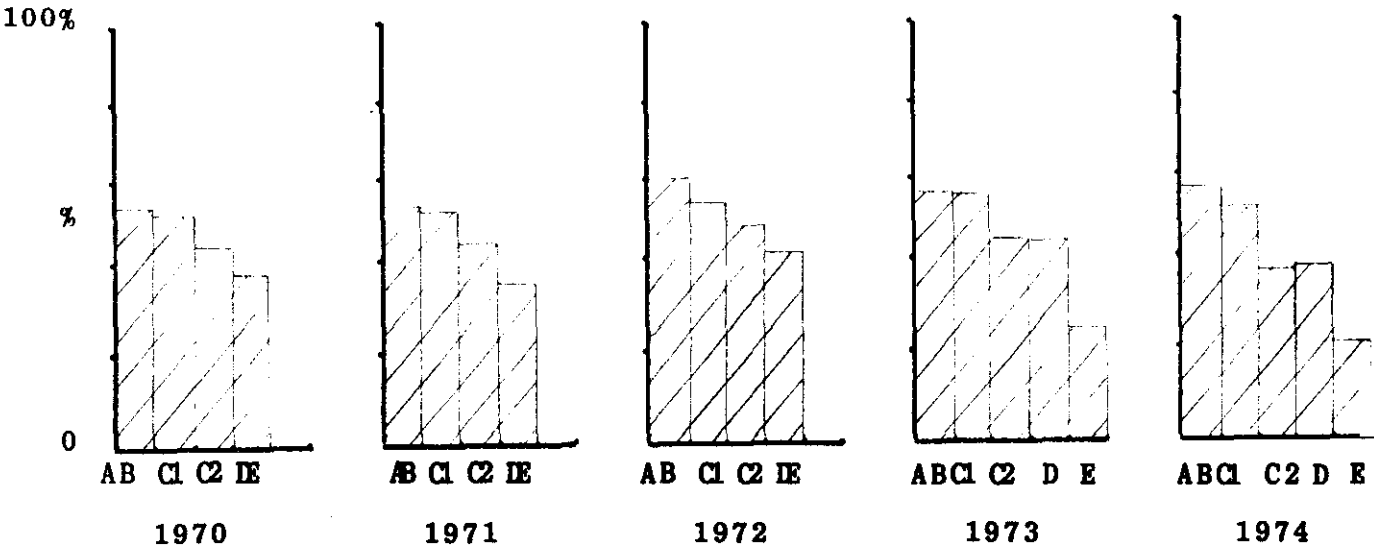




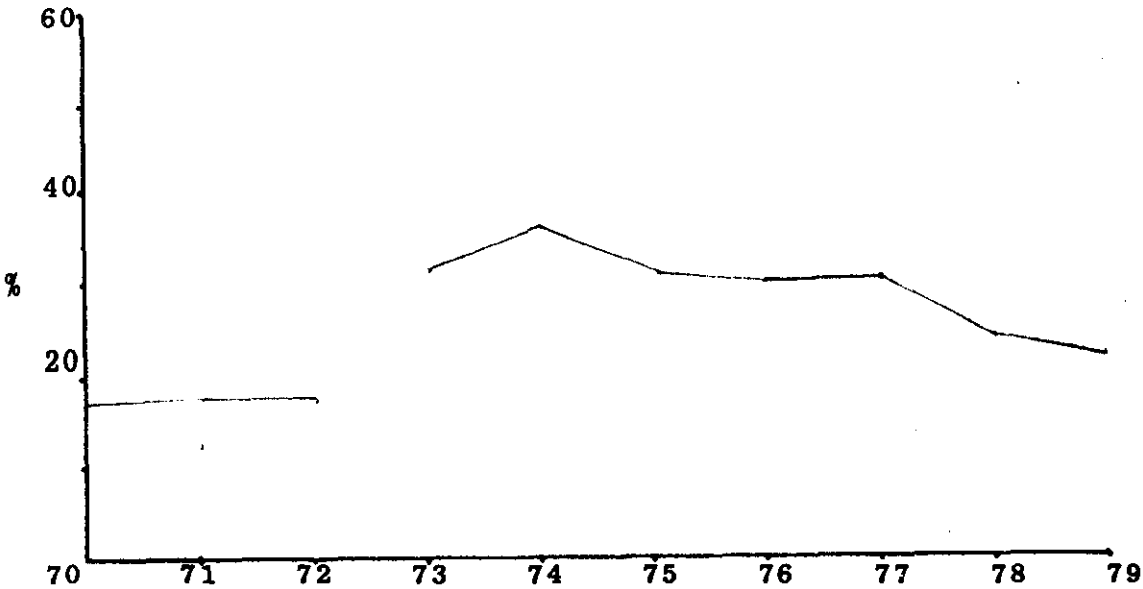
MEN'S SUITS

Since 1973 the discrimination Index has remained around 0.18. The difference between maximum penetration, in the AB grade, and minimum penetration in the E grade, has fallen from 31.3% in 1973 to 22.4% in 1979.

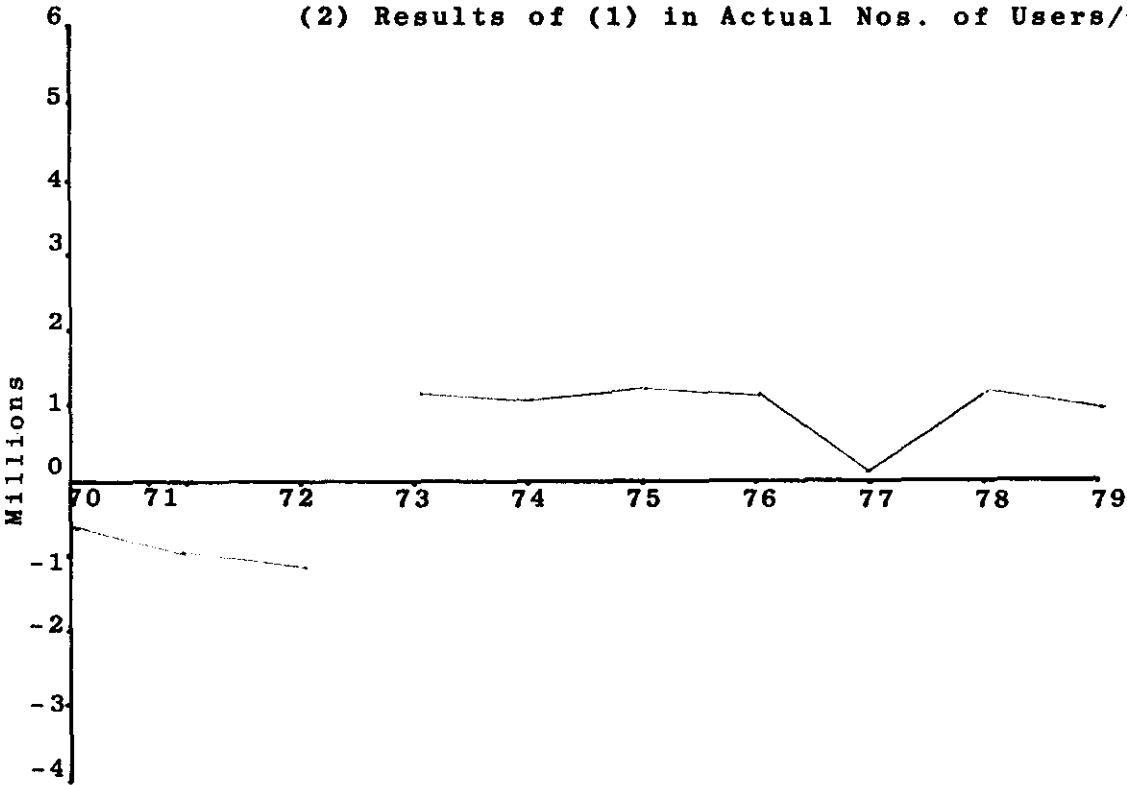
Penetration in Each Grade

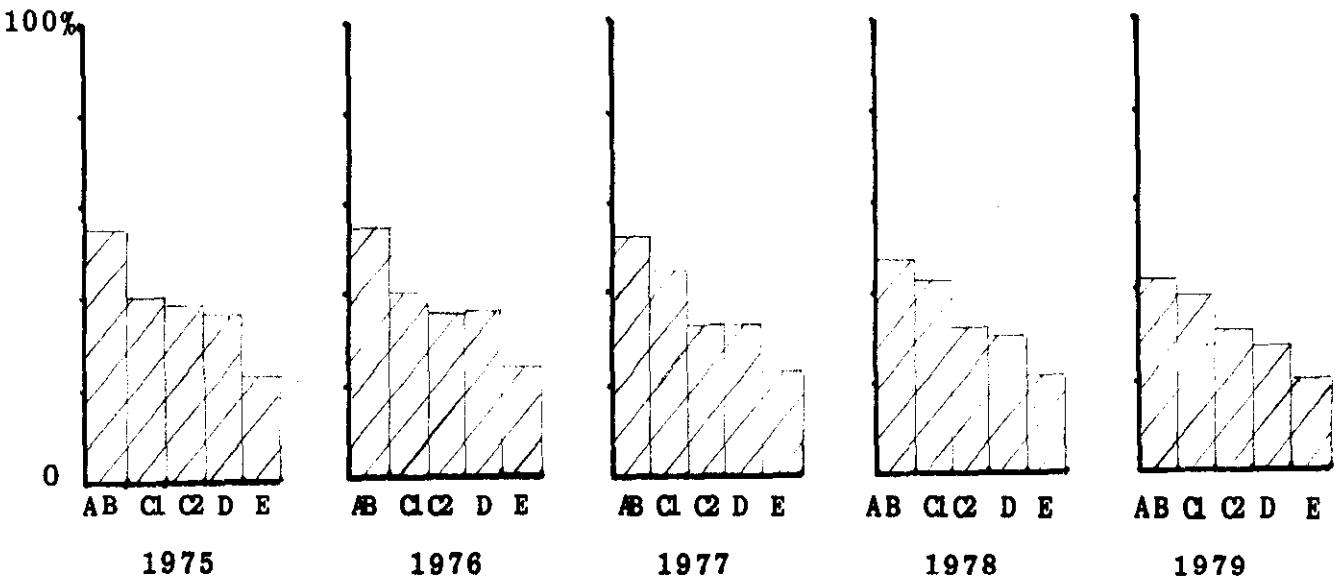
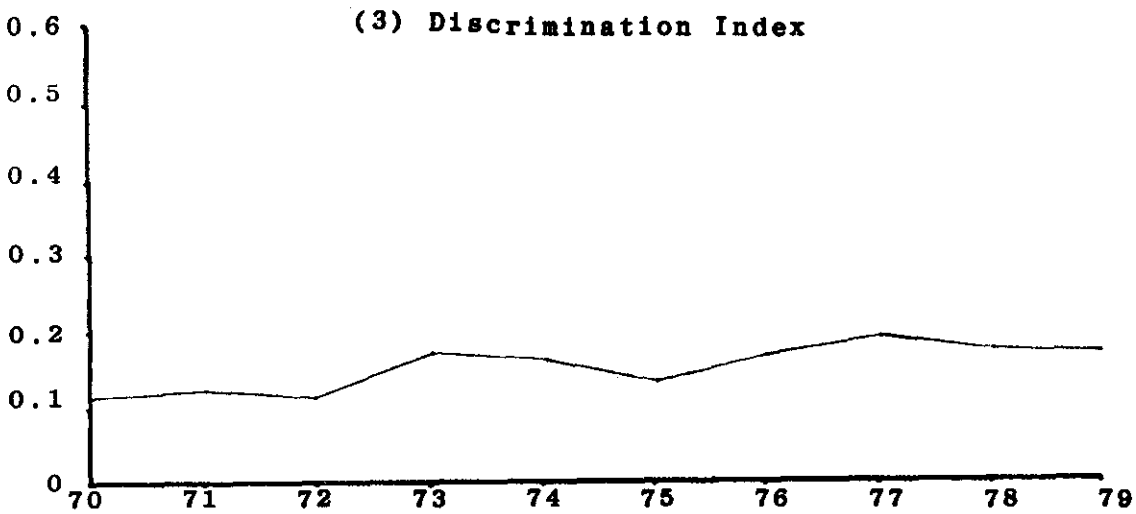
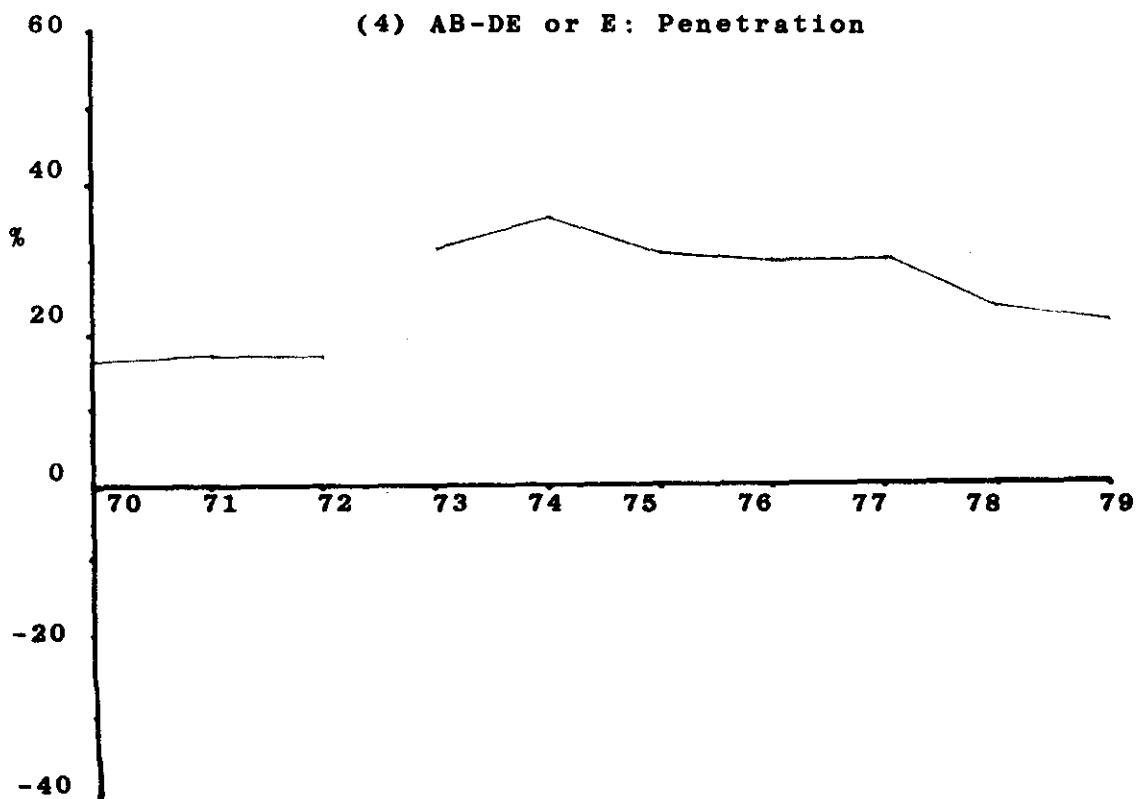


(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners

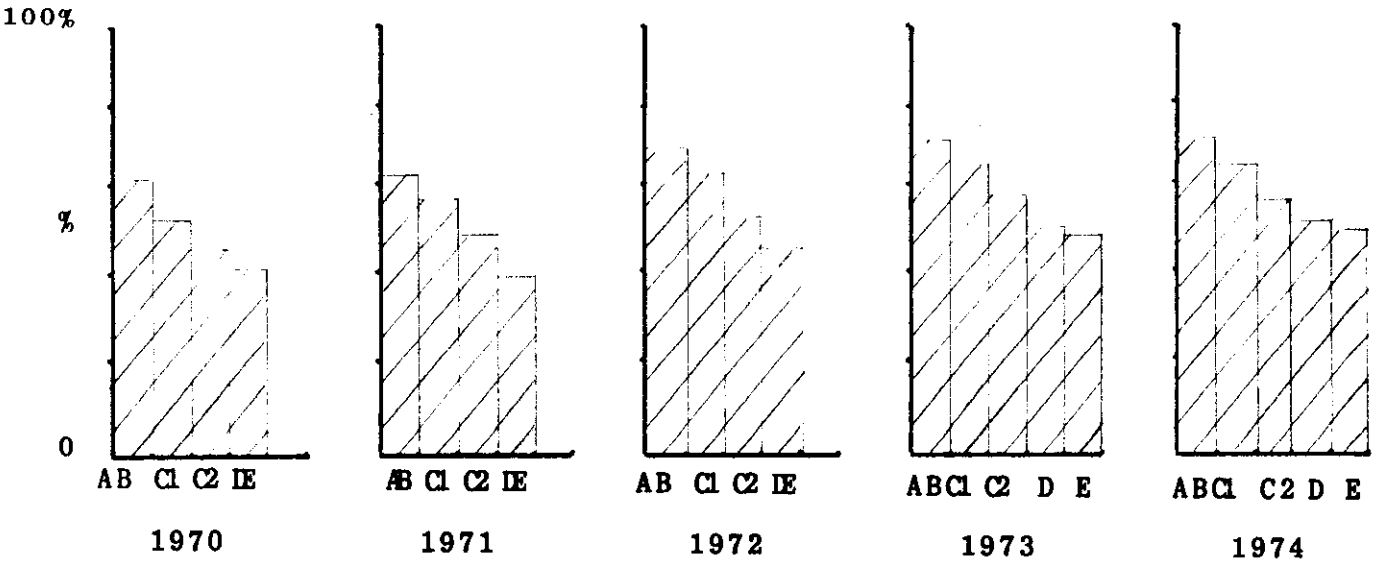




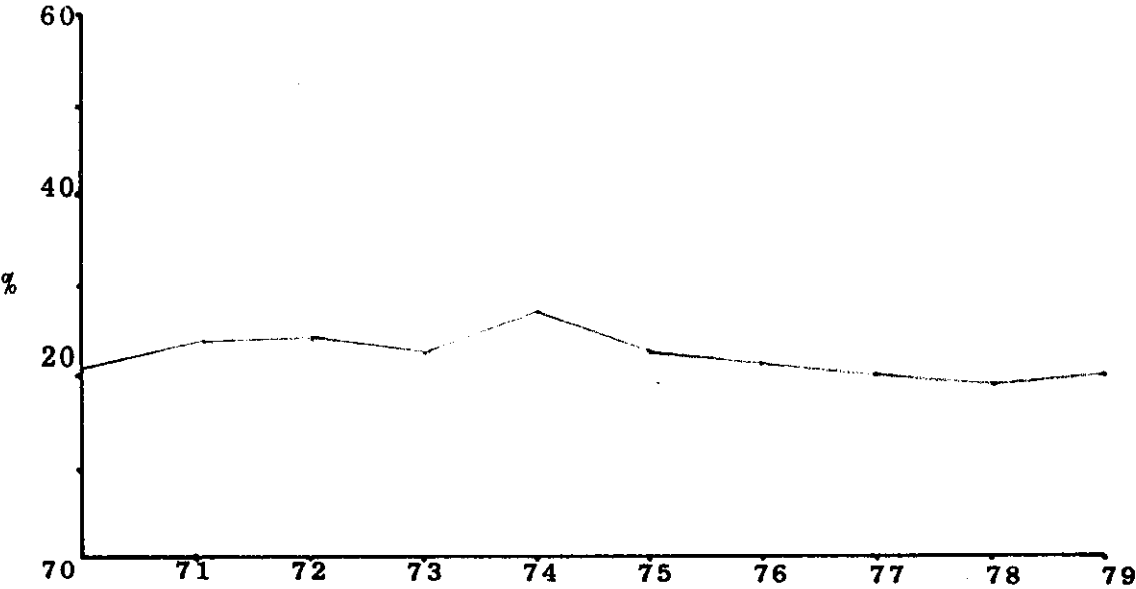
KITCHEN ROLLS AND PAPER TOWELS

Social grade does not discriminate very well here. Since 1973 the Index has been around 0.08 and is showing a slight decline. The skew is from AB to E, and the difference between maximum and minimum penetration is around 20%.

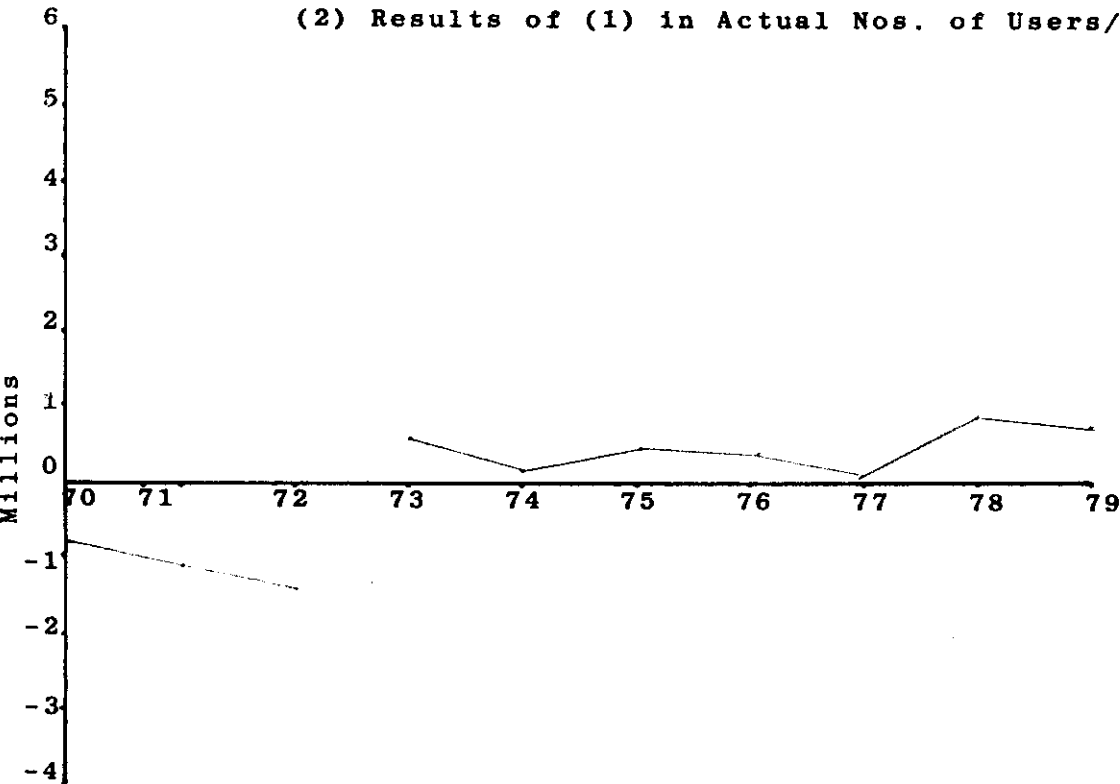
Penetration in Each Grade

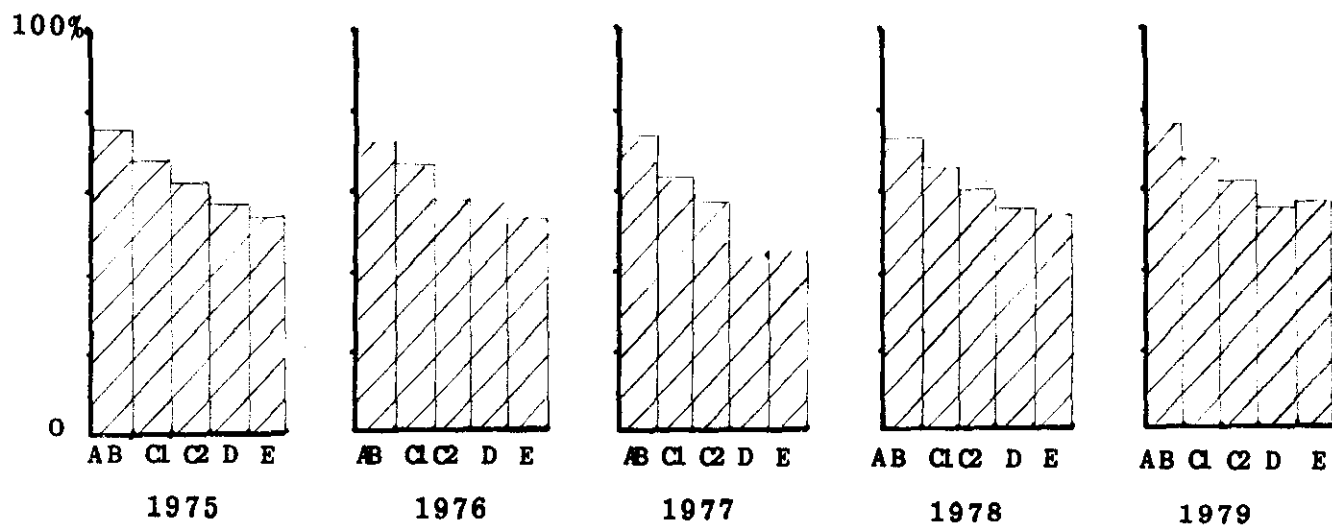
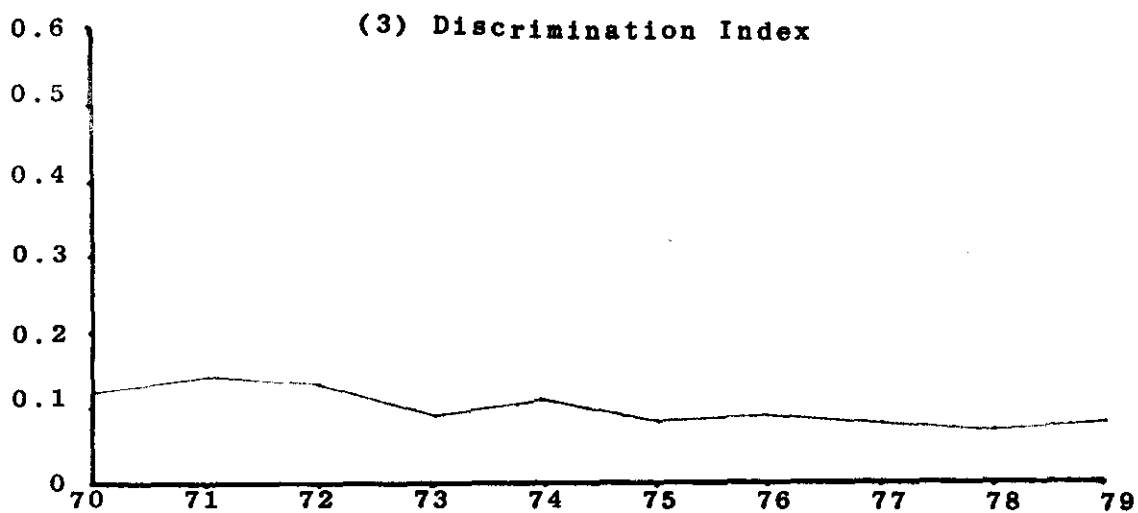
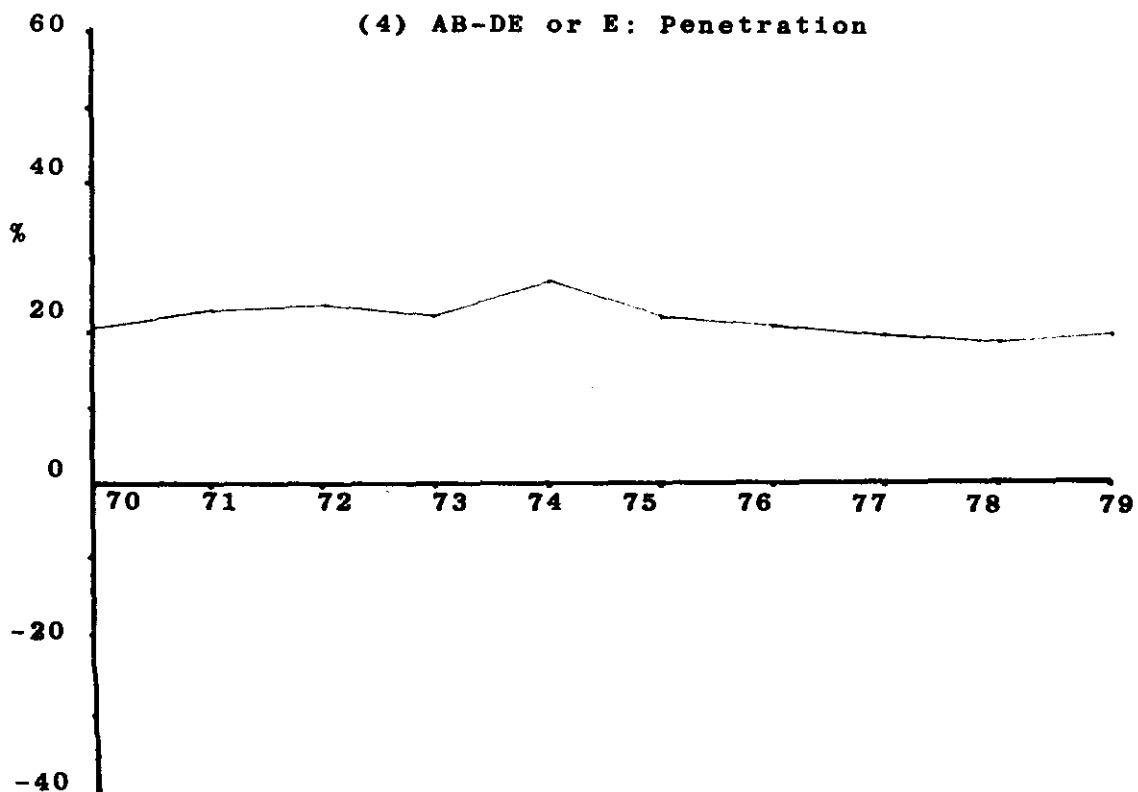


(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners

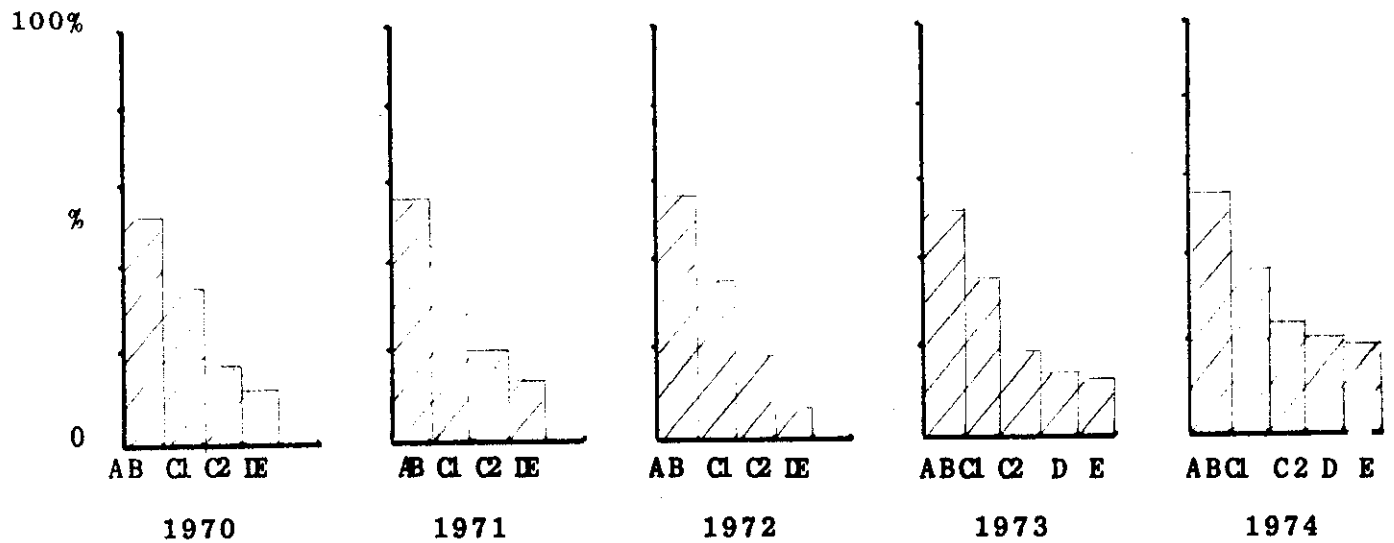




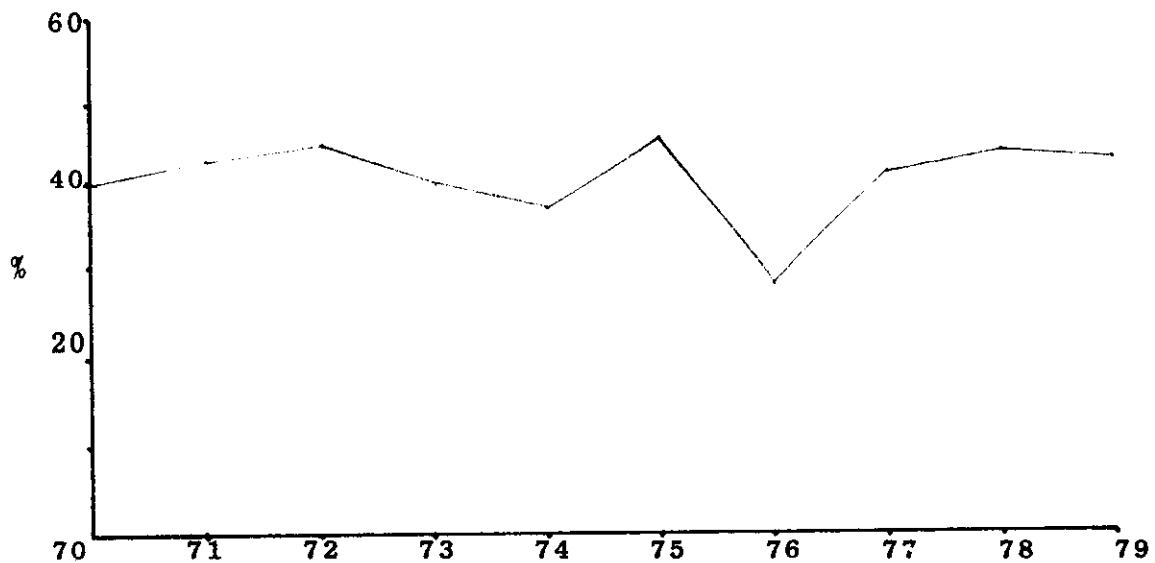
GROUND COFFEE

Social grade discriminates reasonably well for this product. The Index has been between 0.3 and 0.4 except for falls in 1974 and 1976. The difference between maximum and minimum penetrations has been mostly around 40%, except for 1974 and 1976. The skew is always from AB to E.

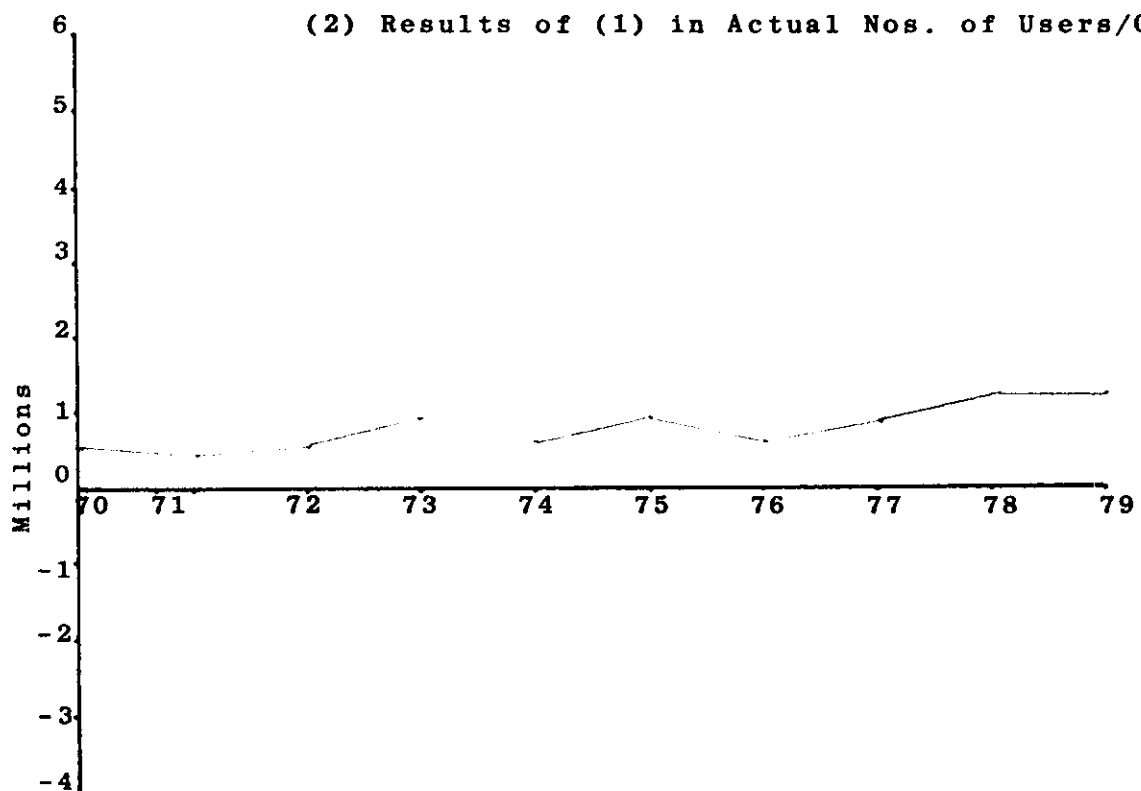
Penetration in Each Grade

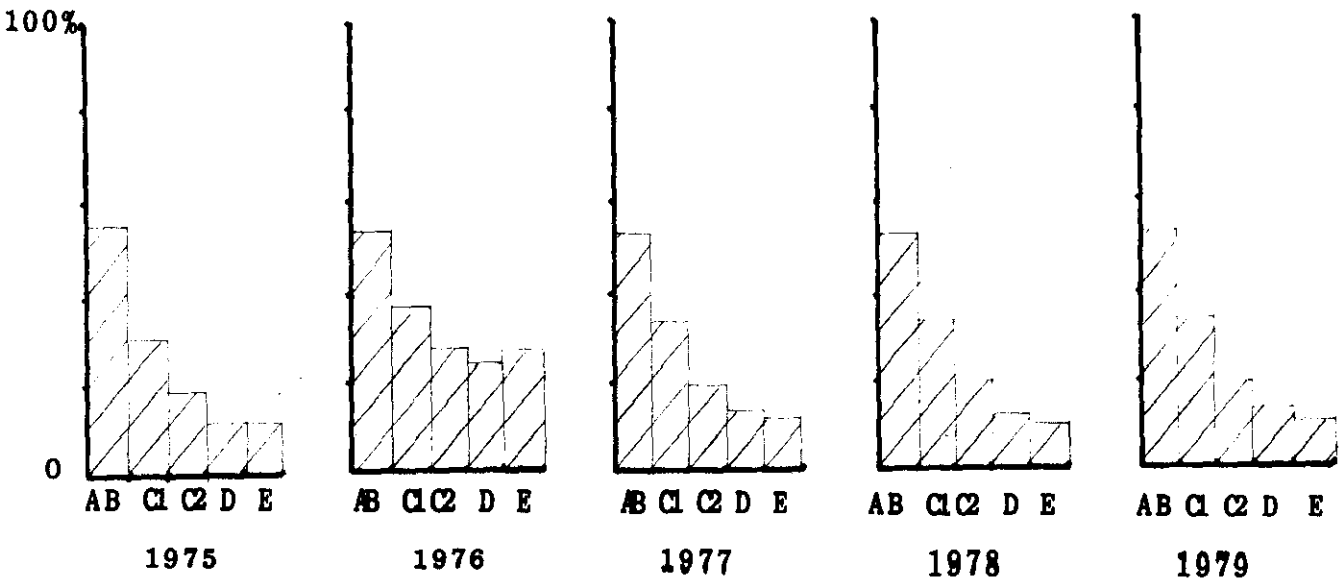
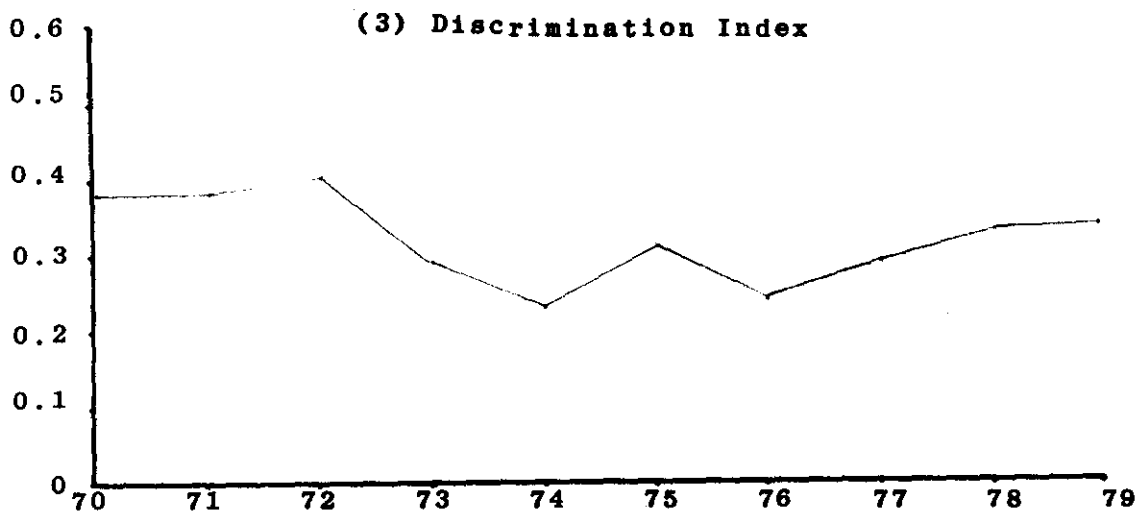
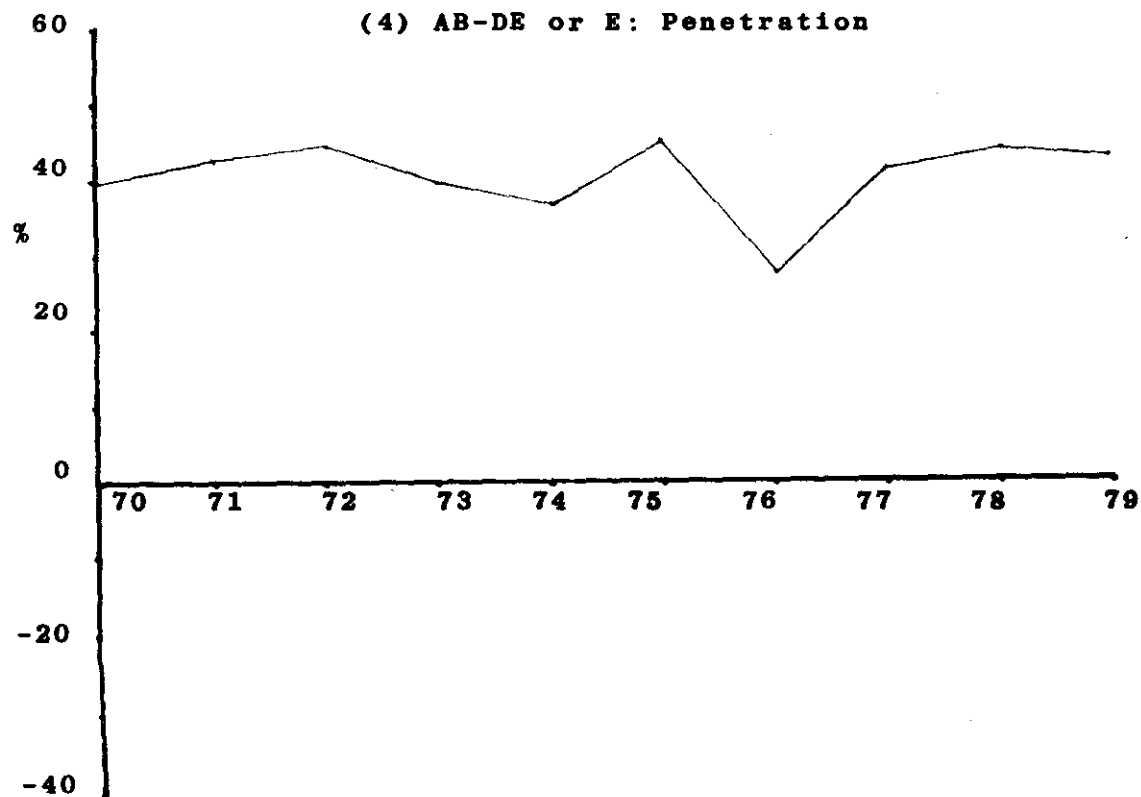


(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners

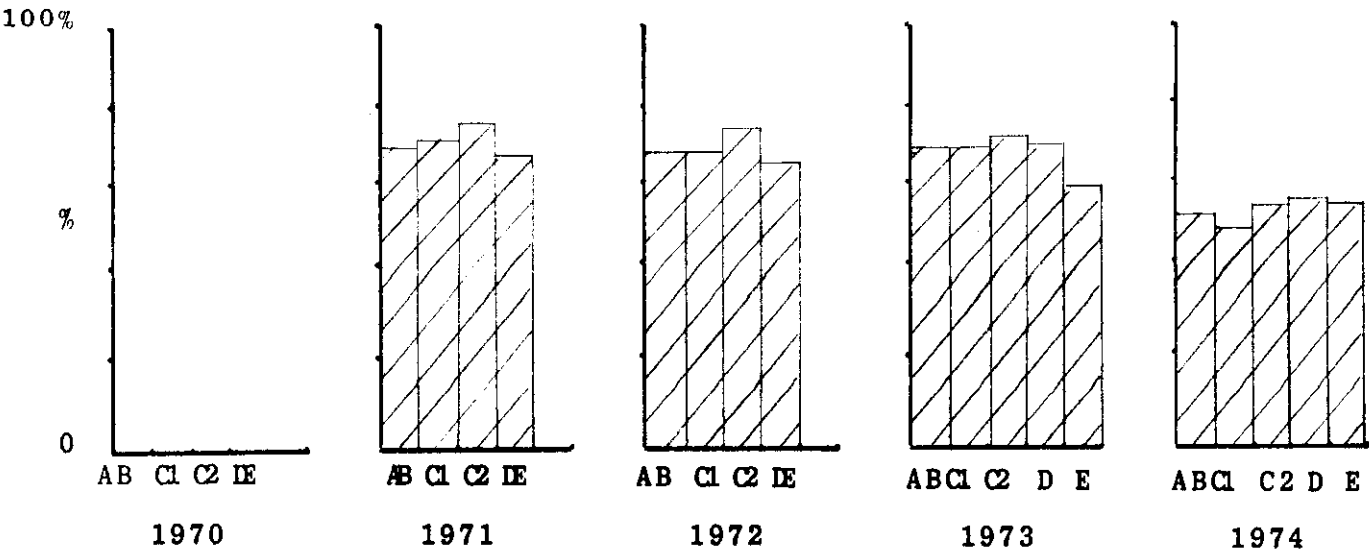




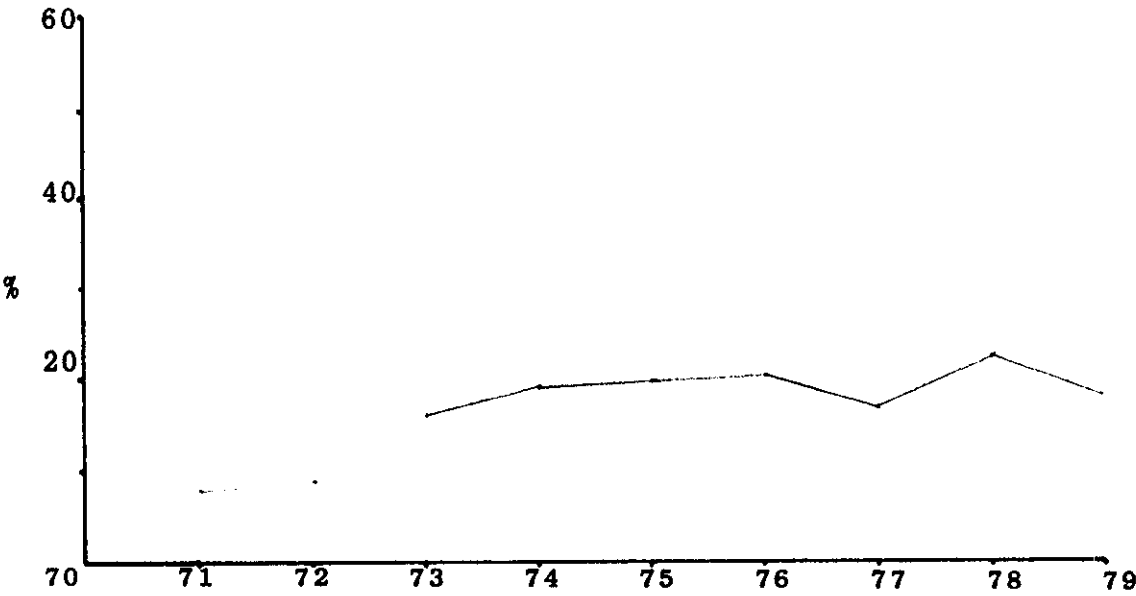
FROZEN FISH FINGERS

Social grade's discriminatory power remains consistently at a low level. The Index has stayed at less than 0.1 over the ten years and the maximum - minimum difference has remained around 20%.

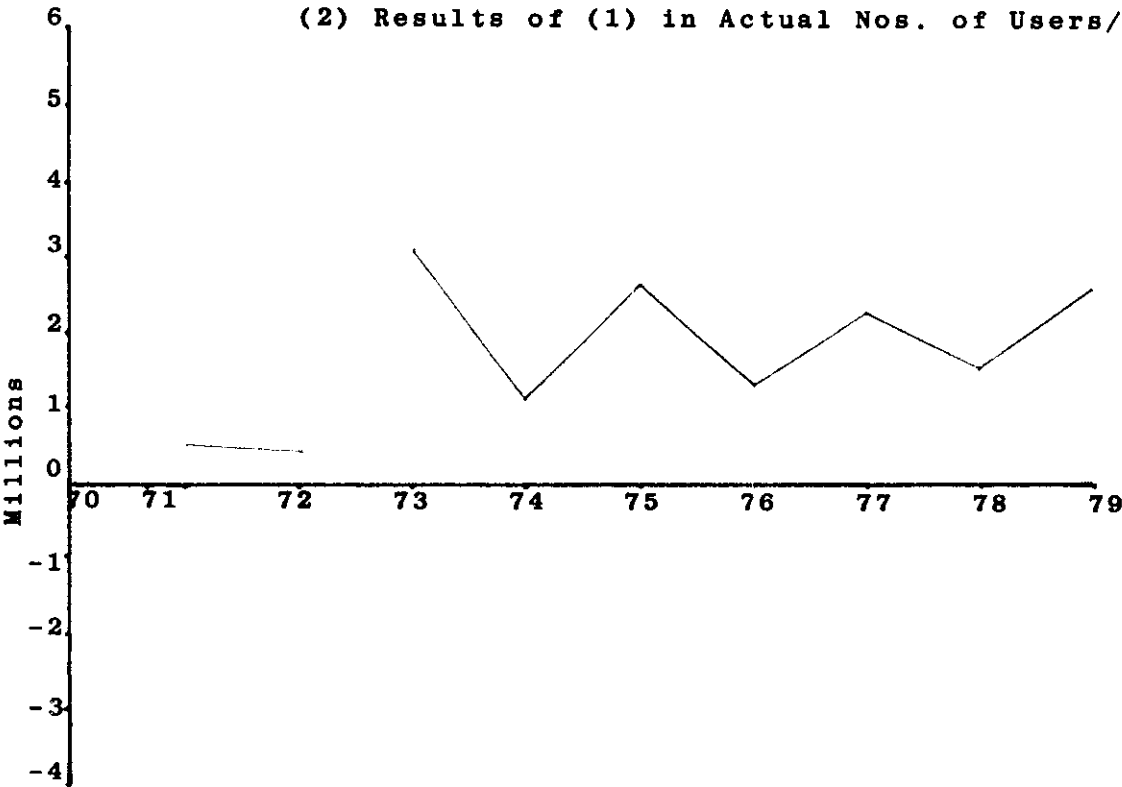
Penetration in Each Grade

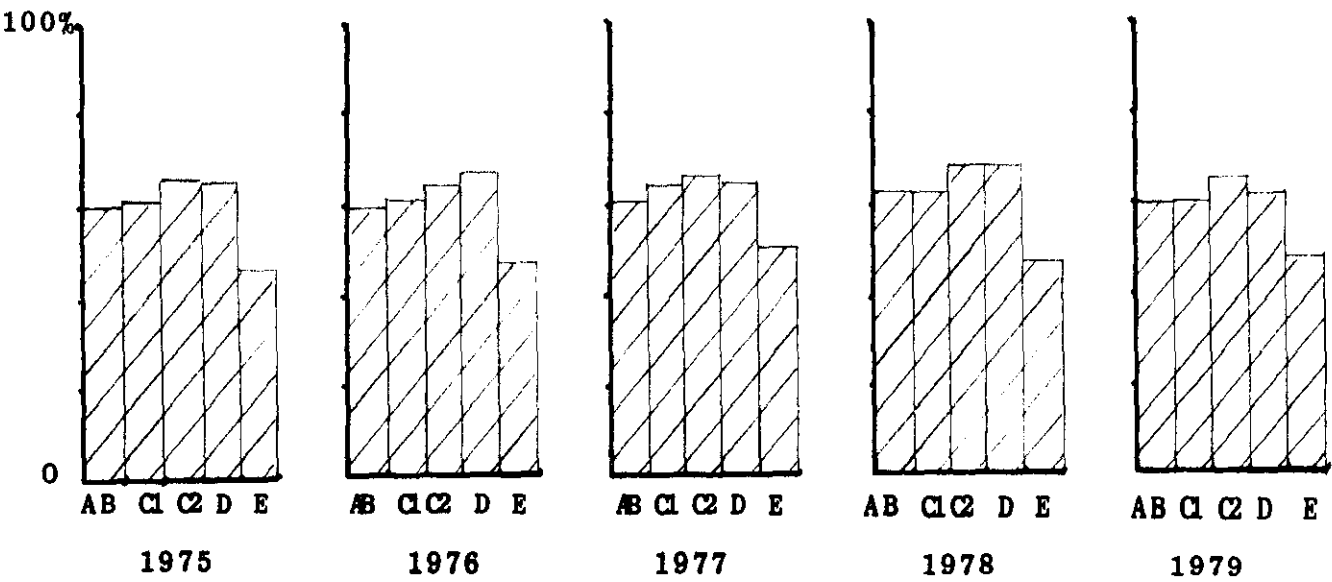
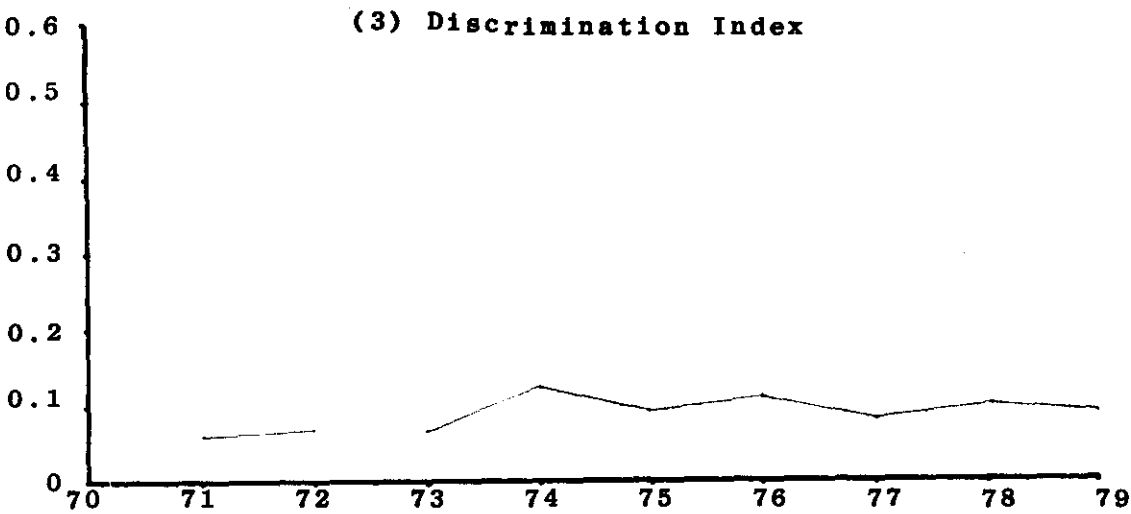
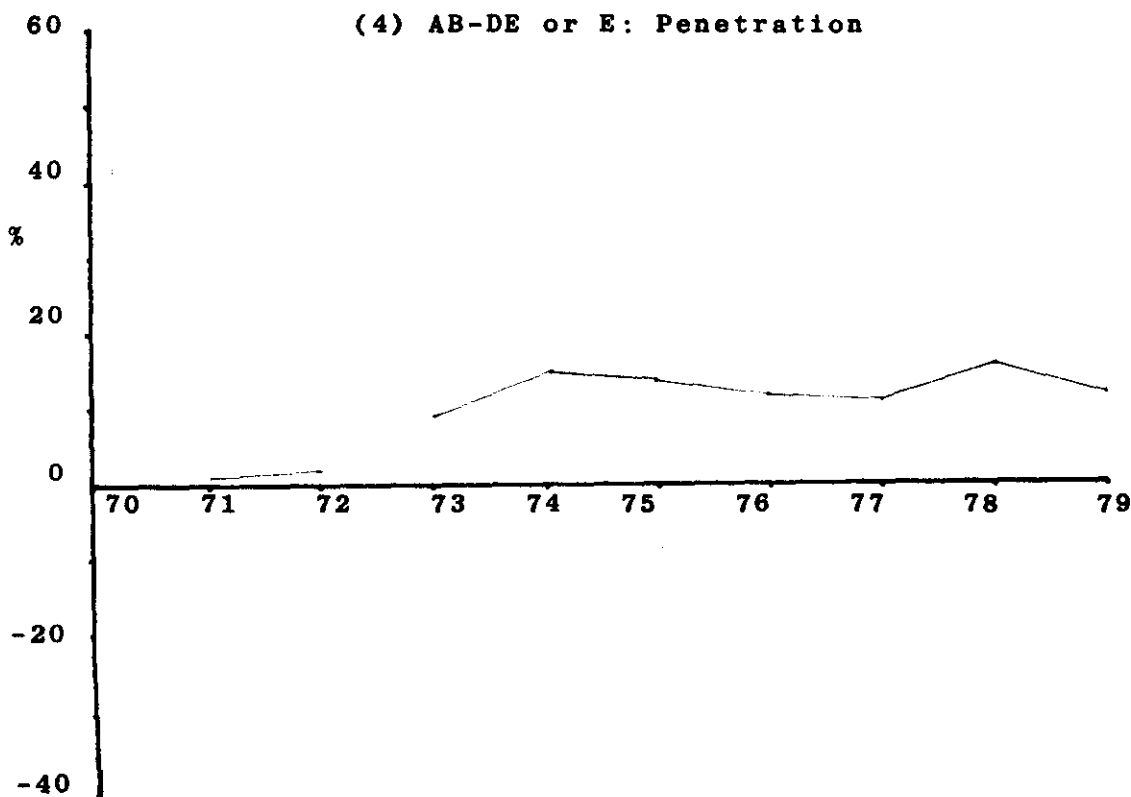


(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners

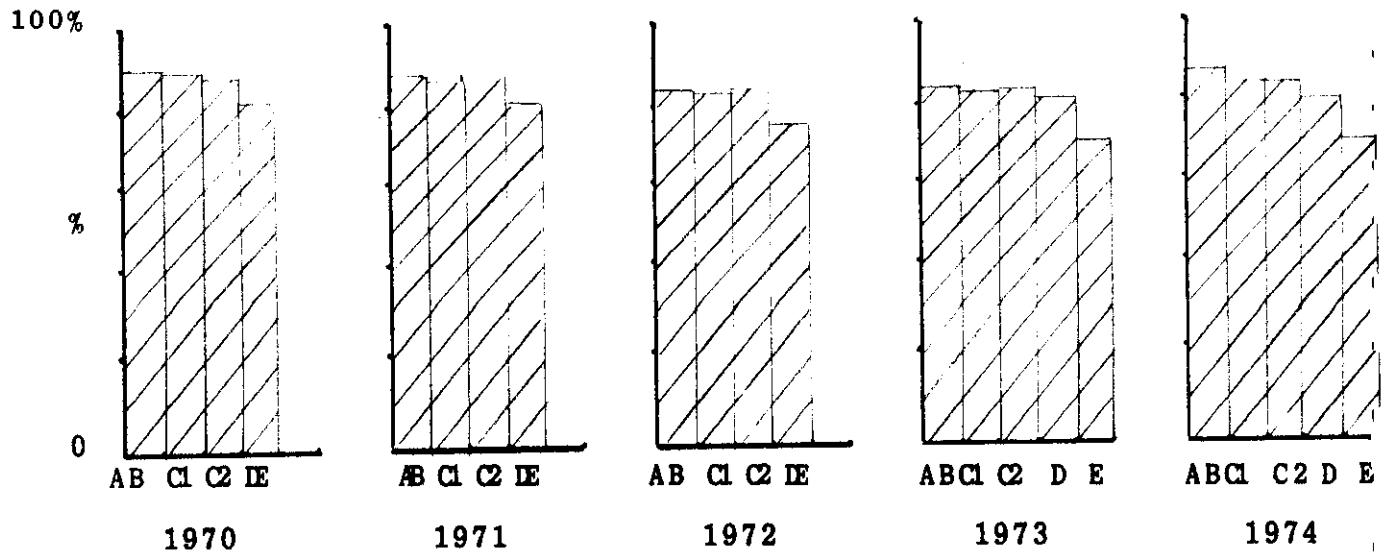




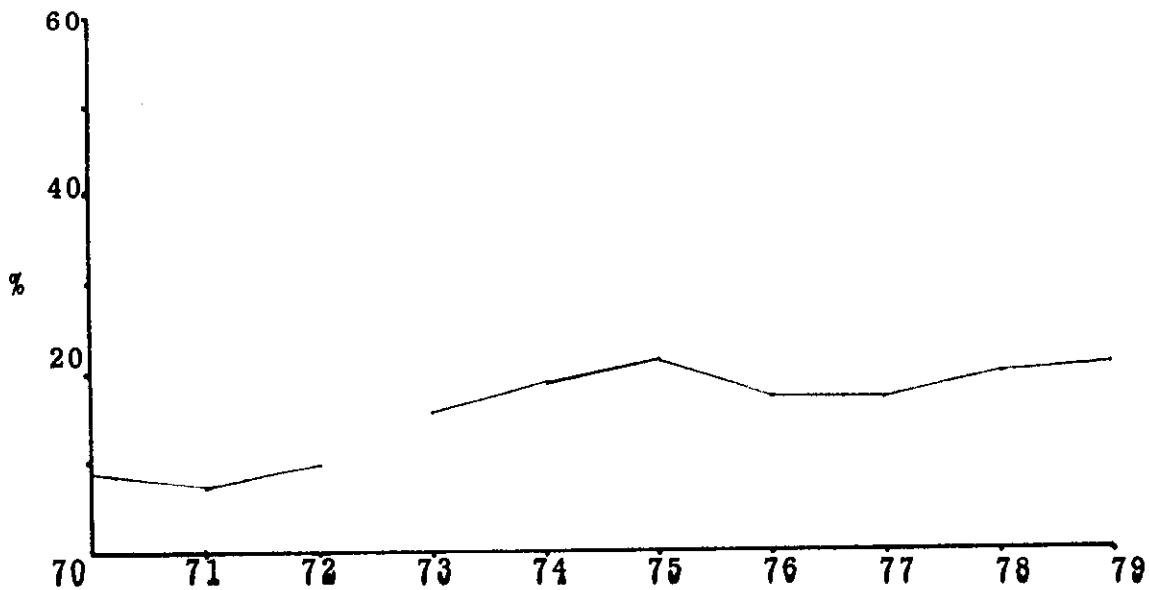
BREAKFAST CEREALS

Social grade discriminates poorly for this area. The discrimination Index has been around 0.05 for the decade. The difference between maximum (AB grade) and minimum (E grade) penetrations was 7.9% in 1970 and 19.9% in 1979.

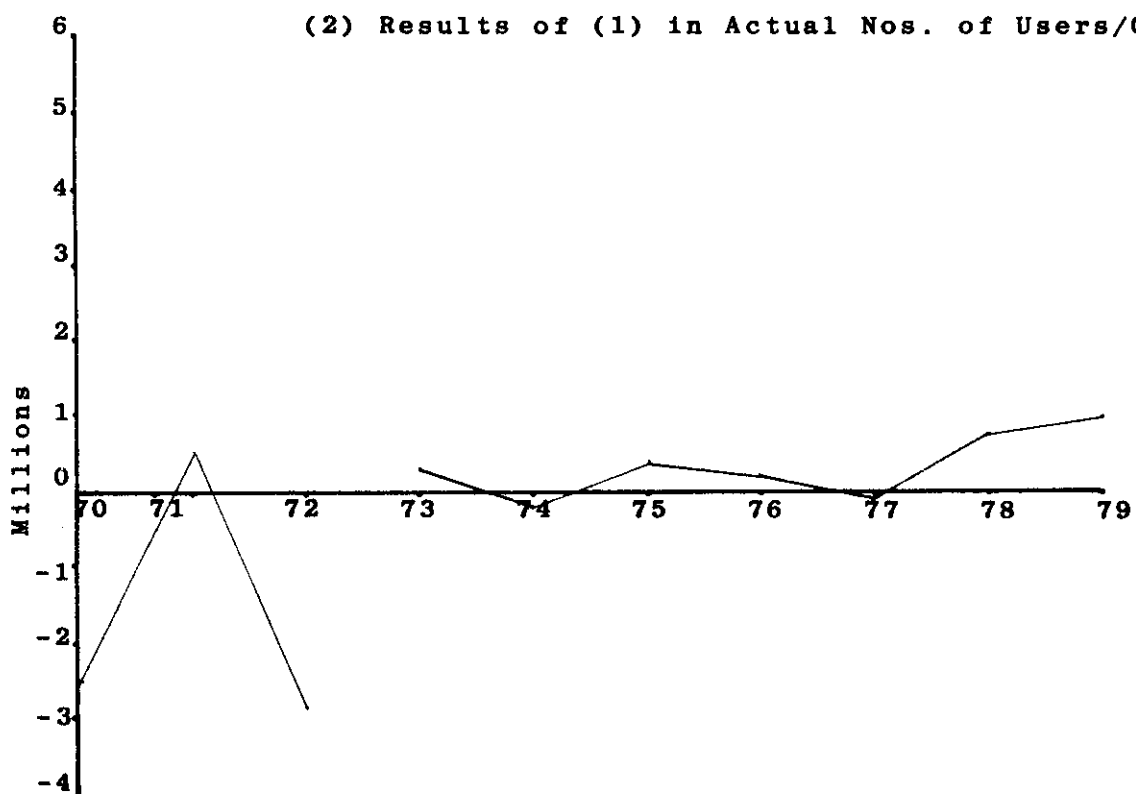
Penetration in Each Grade

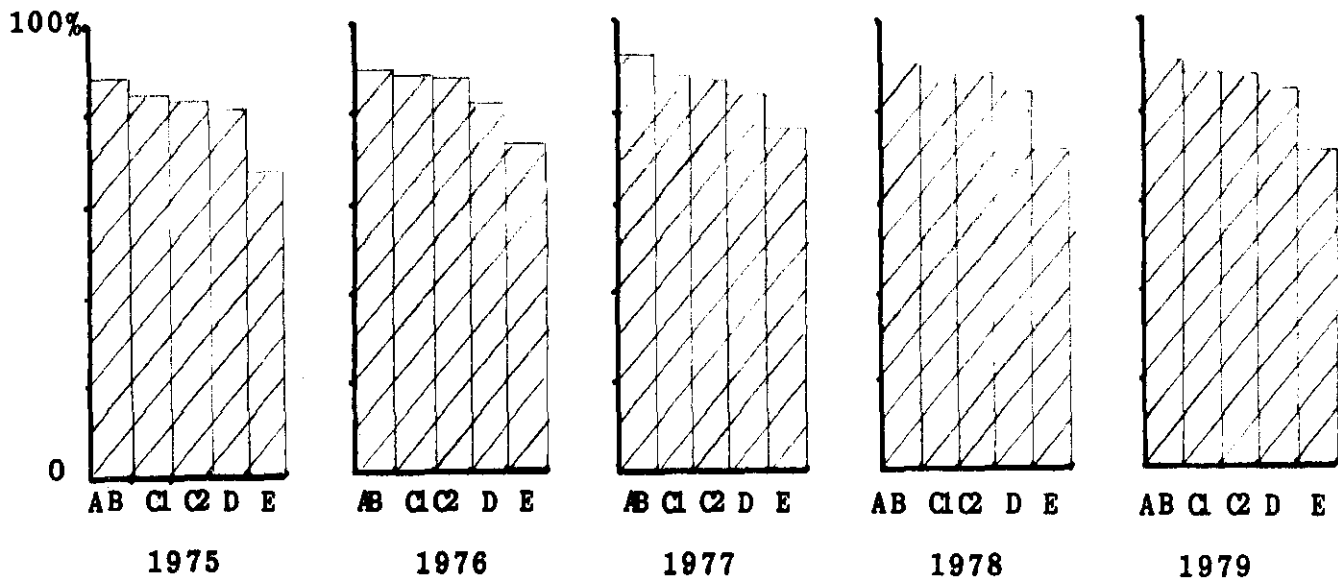
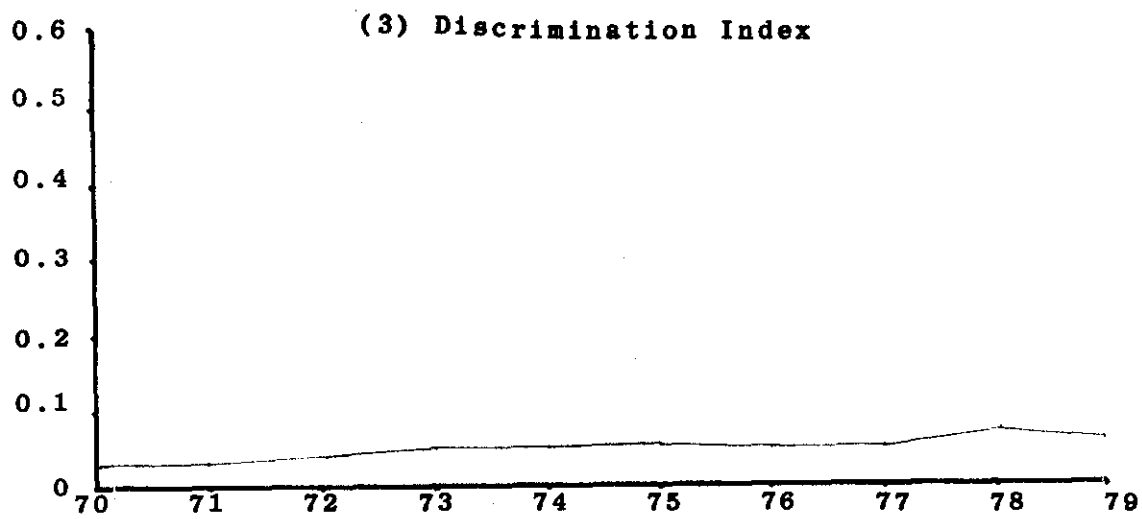
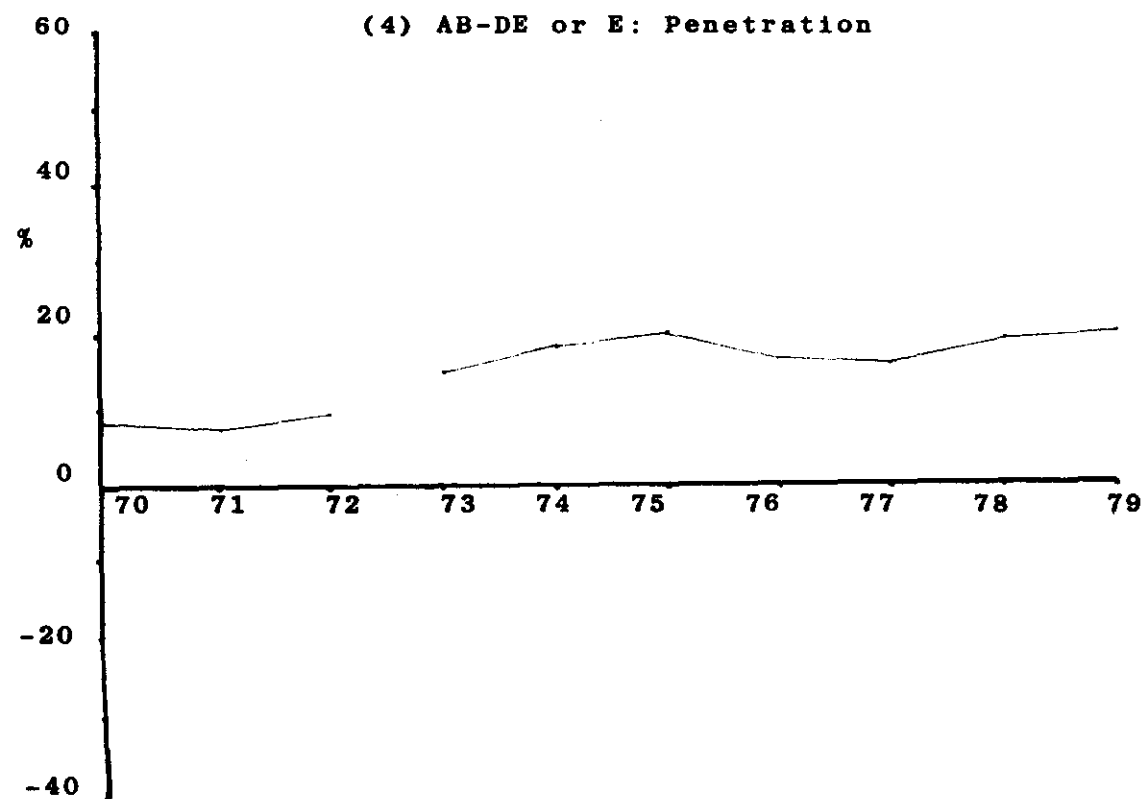


(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners

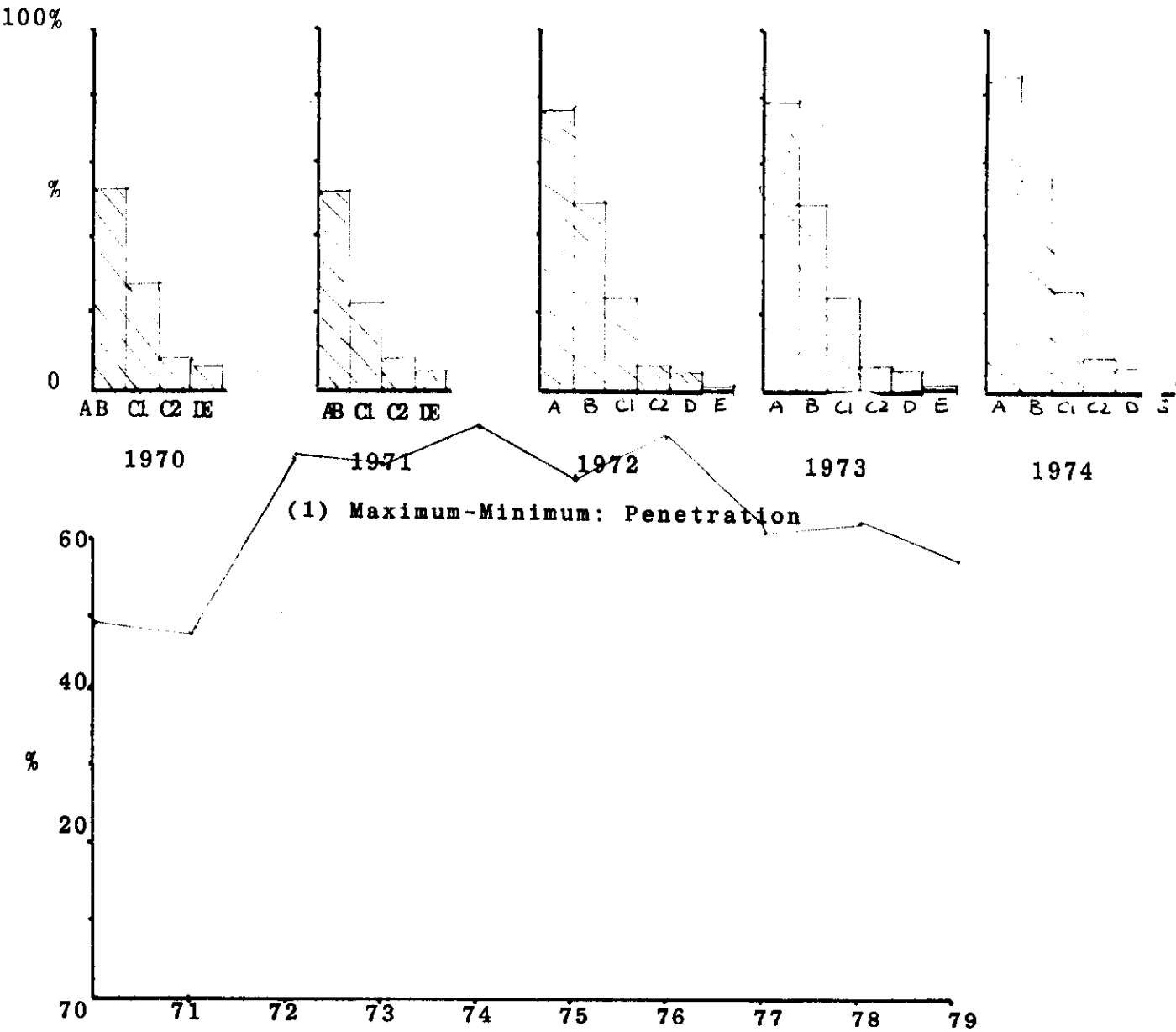
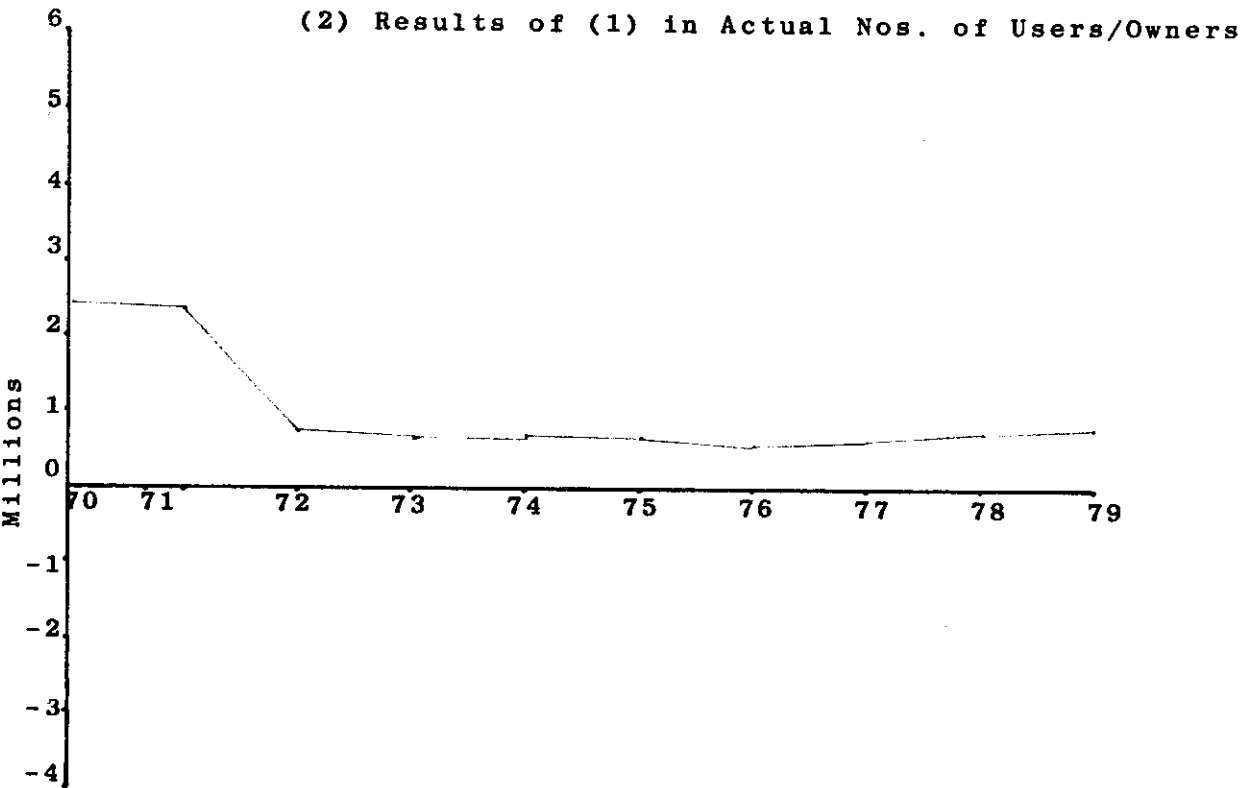


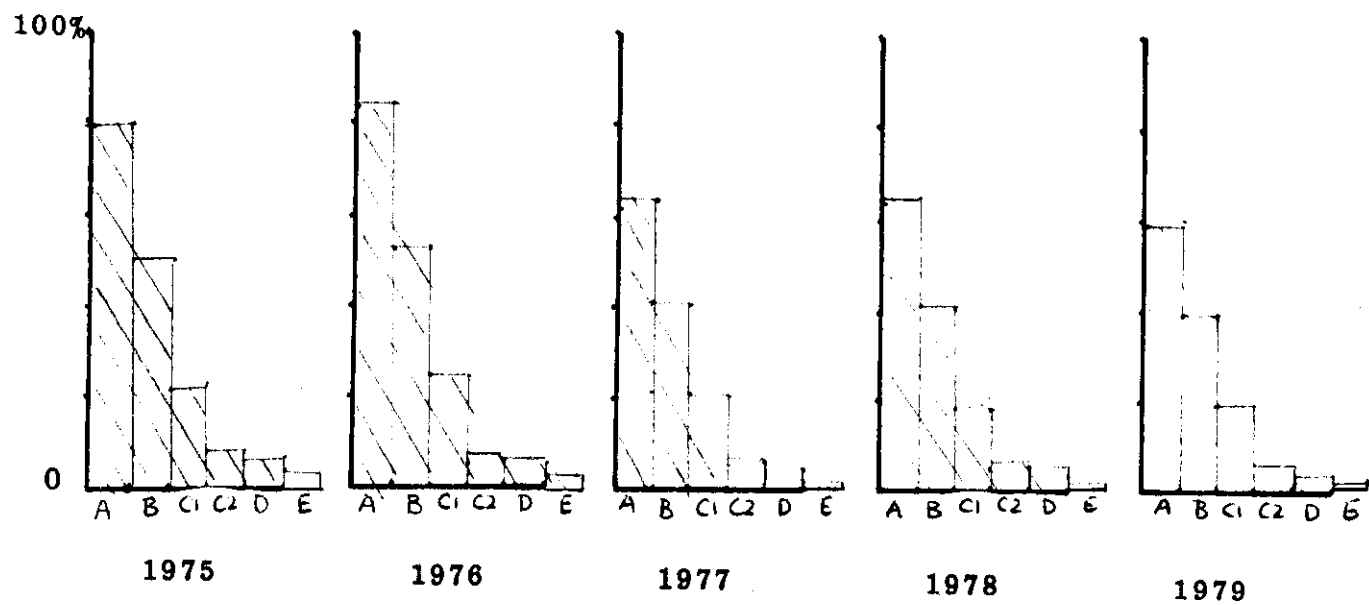
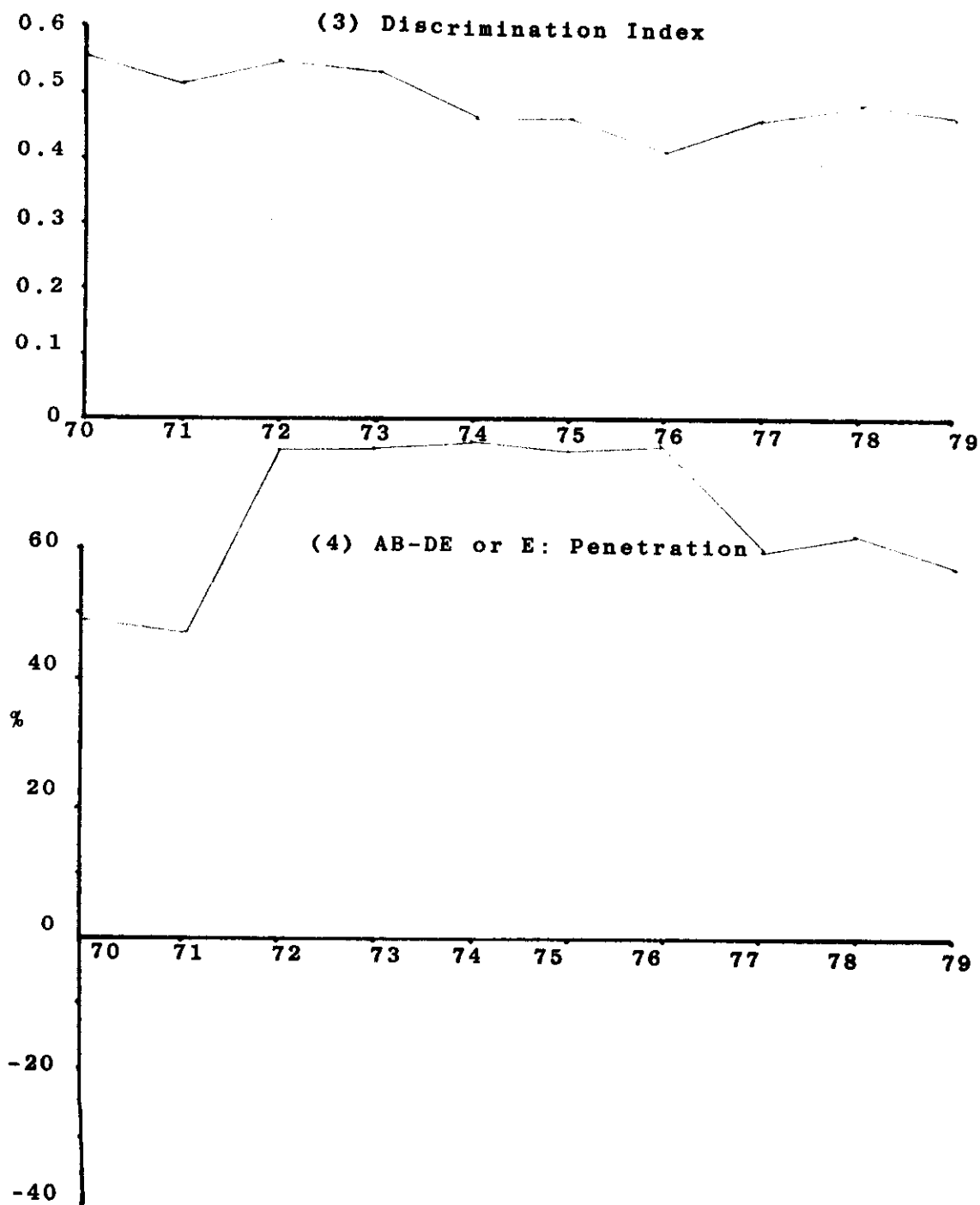


READERSHIP OF QUALITY DAILY NEWSPAPERS

'Quality daily newspapers' are the Times, the Financial Times, the Guardian and the Daily Telegraph. The 1979 figures exclude the Times (which was not published) and are derived from the results of the first three quarters of the year. The results for A and B are shown separately. Social grade discriminates well here. The discrimination Index declined slightly over the period from 0.55 in 1970 to 0.46 in 1979. The difference between maximum and minimum penetrations ranged between 47% (in 1971) and 82% (in 1974). The skew was always from AB to E.

Penetration in Each Grade





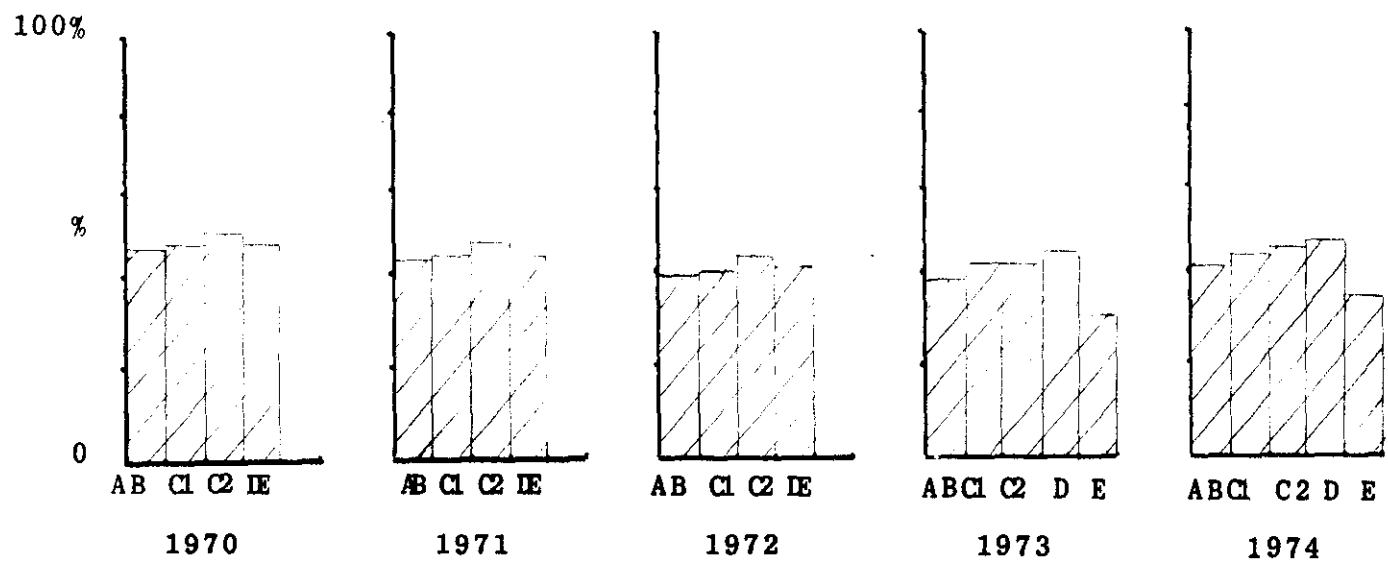
CHOCOLATE BARS

Brand with most users

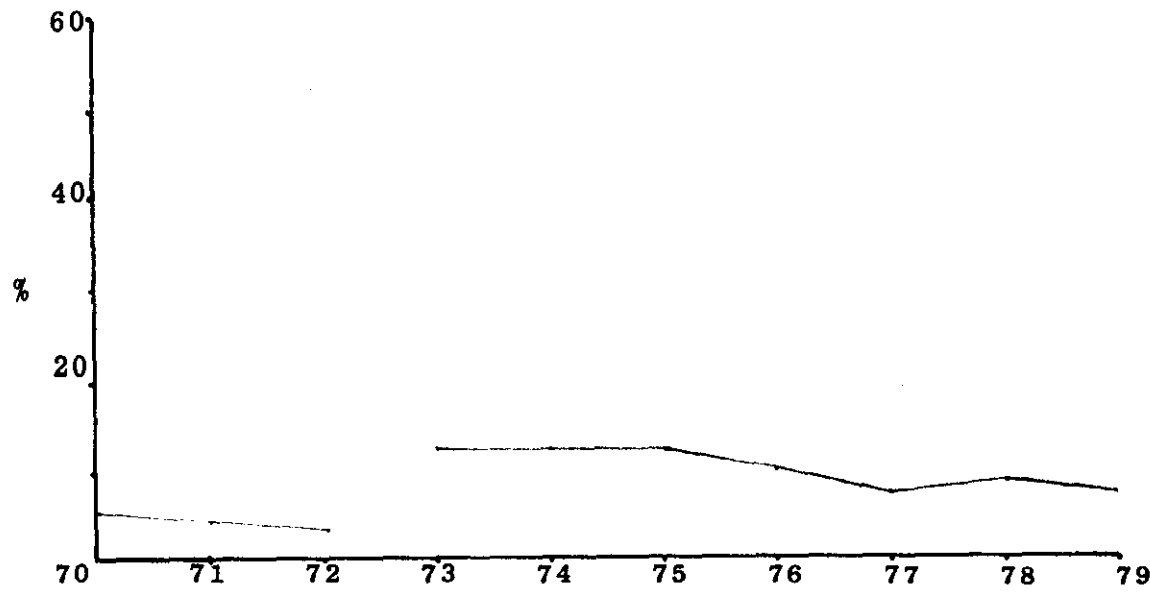
The brand with most users was Cadbury's Dairy Milk throughout the last 10 years. Social grade does not discriminate well for this brand. The discrimination Index was at 0.06% in 1970, 0.1 in 1973 and 0.09 in 1979. The difference between maximum and minimum percentages was highest in 1973 at 12.5% but had fallen to 7.8% by 1979. The grade with the least percentage of users has consistently been E since it was separately shown in 1973. The grade with the highest percentage was C for 7 years, D for 2 years and C1 for 1 year

1970	Cadbury's Dairy Milk			1975	Cadbury's Dairy Milk		
1971	"	"	"	1976	"	"	"
1972	"	"	"	1977	"	"	"
1973	"	"	"	1978	"	"	"
1974	"	"	"	1979	"	"	"

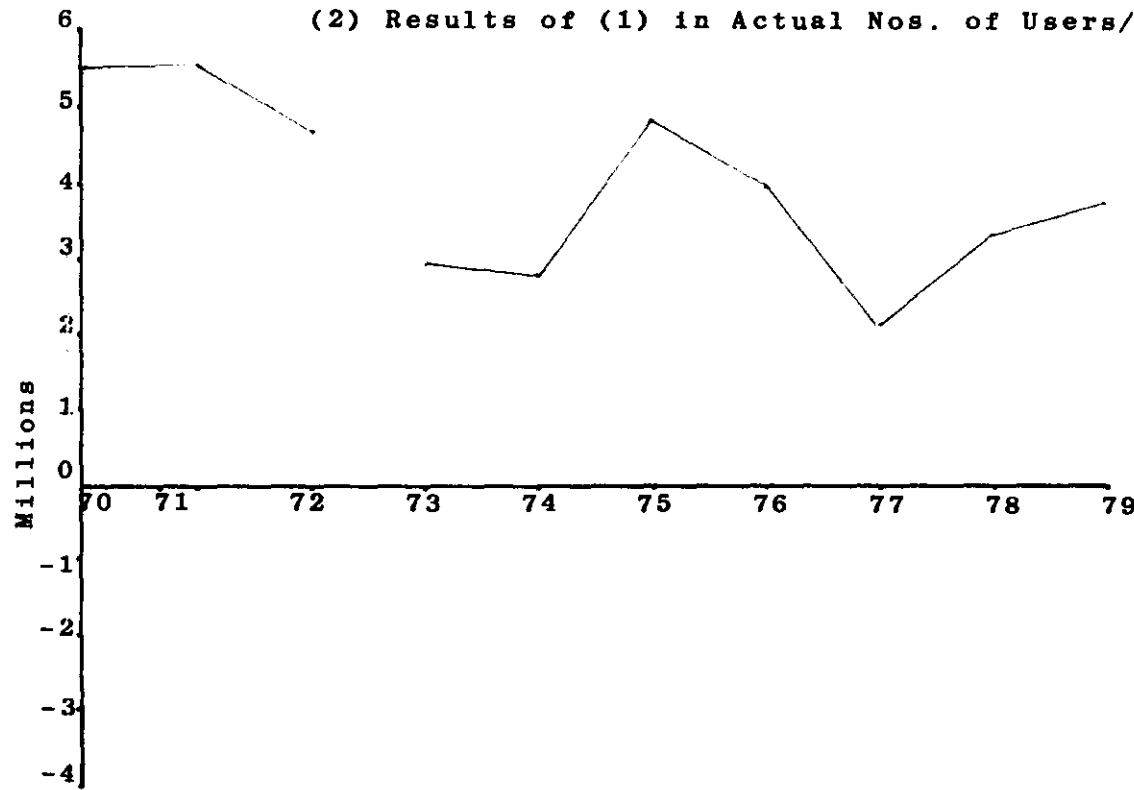
Penetration in Each Grade

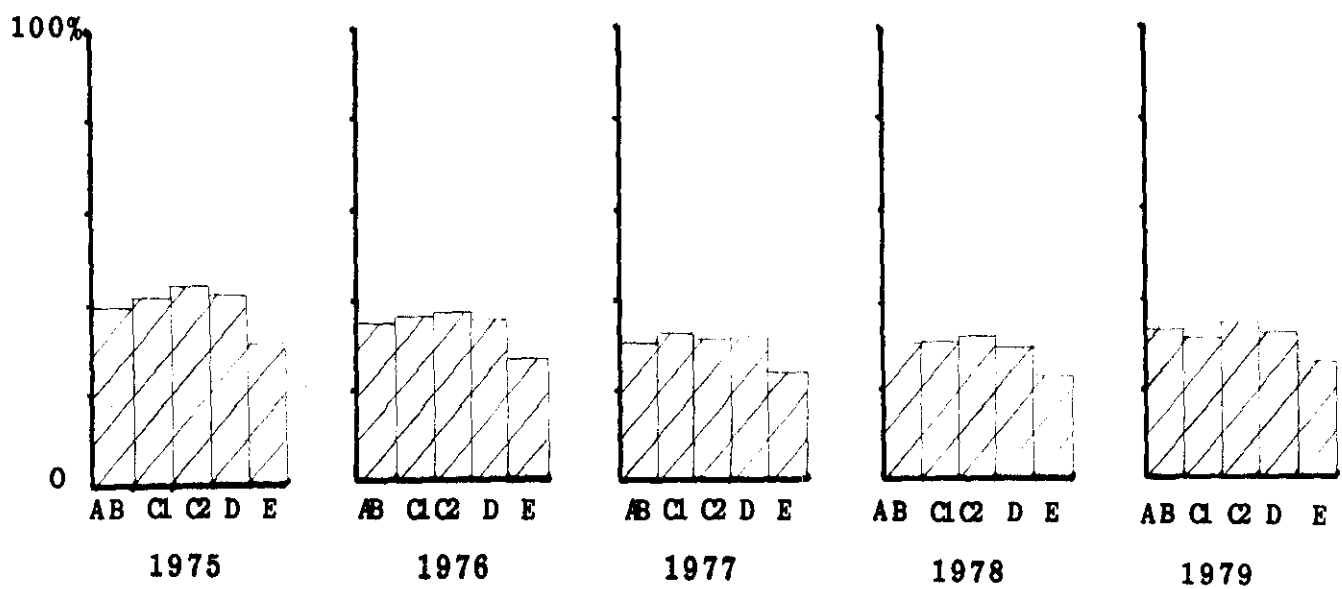
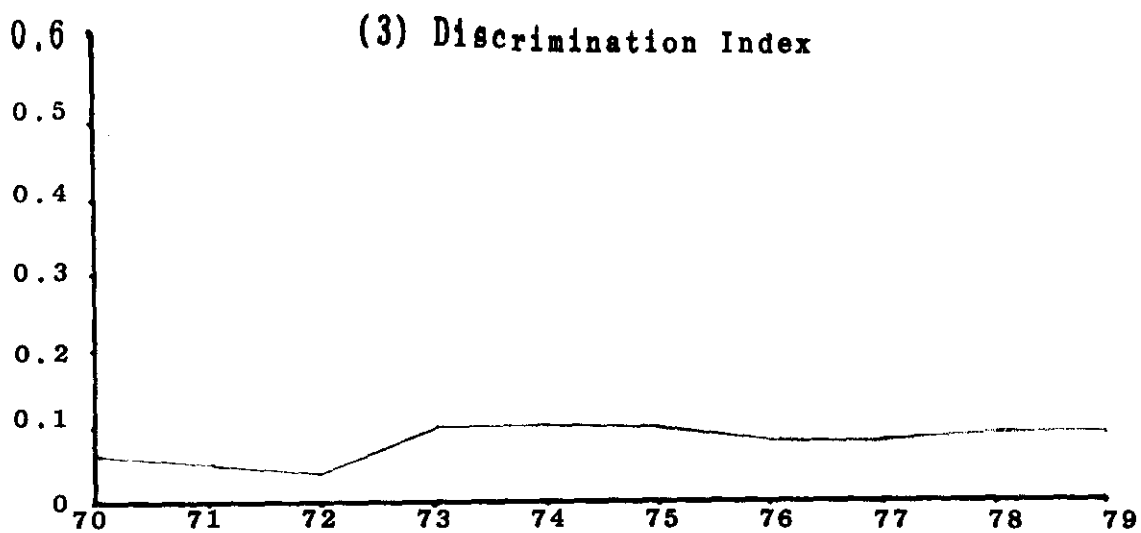
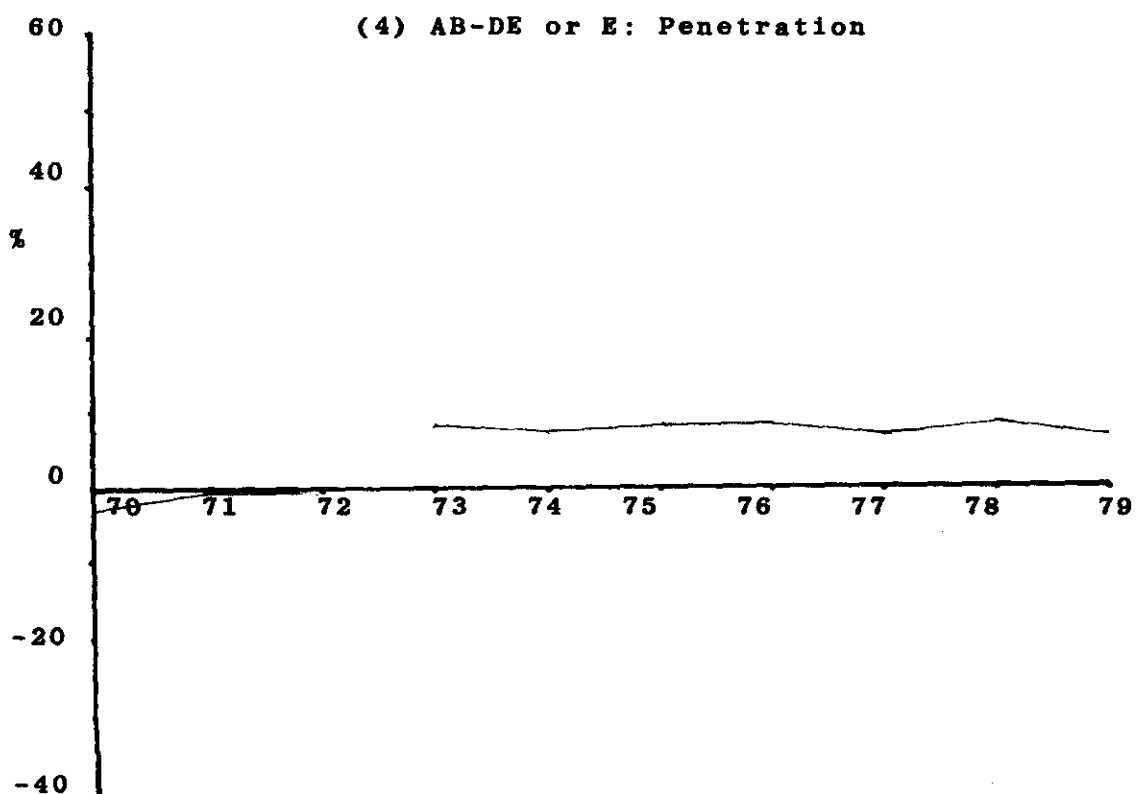


(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners





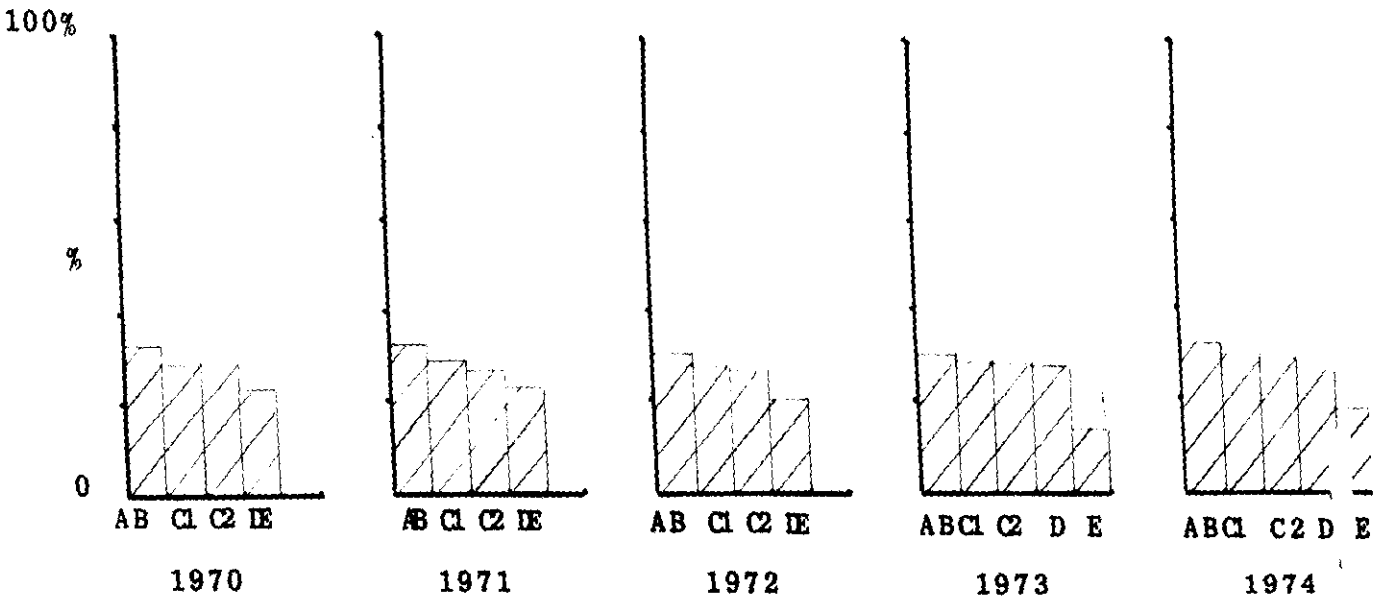
CHOCOLATE BARS

Brand with second most users

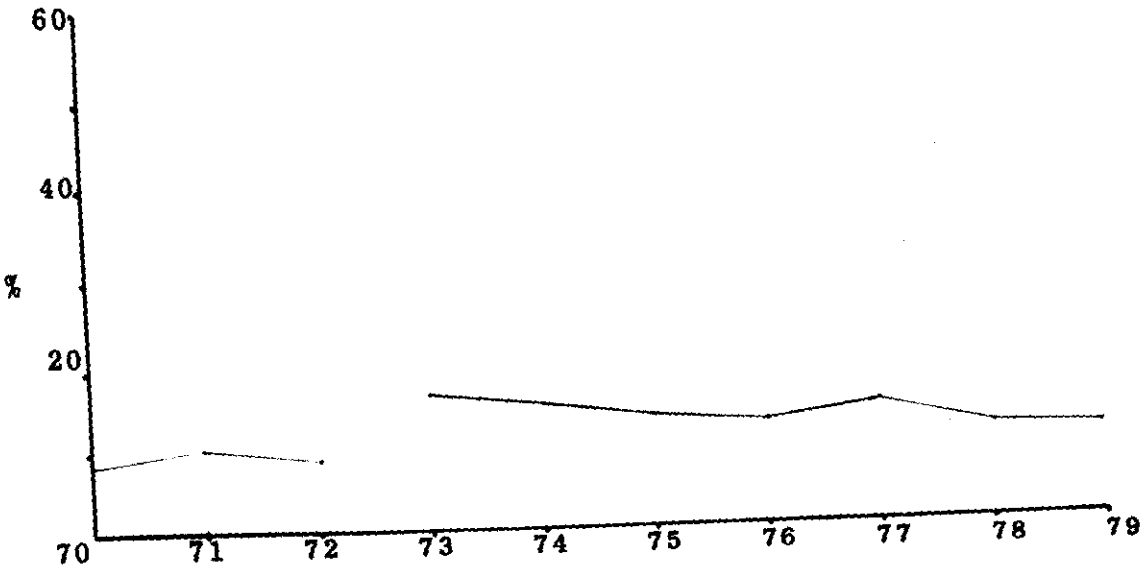
The brand with second most users was Cadbury's Fruit and Nut until 1979 when Yorkie pushed Cadbury's Fruit and Nut into third place. The discrimination Index was 0.09 in 1970, 0.14 in 1973, 0.13 in 1978, and 0.16 in 1979 for Yorkie. The difference between maximum and minimum penetration was highest in 1973 at 16.4% and had fallen to 11.5% in 1979. Apart from 1975, the maximum penetration was in the AB grade until 1979 when C2 grade had the highest percentage of users of Yorkie. Es had consistently the lowest percentage of users.

1970	Cadbury's Fruit and Nut			1975	Cadbury's Fruit and Nut		
1971	"	"	"	1976	"	"	"
1972	"	"	"	1977	"	"	"
1973	"	"	"	1978	"	"	"
1974	"	"	"	1979	Yorkie		

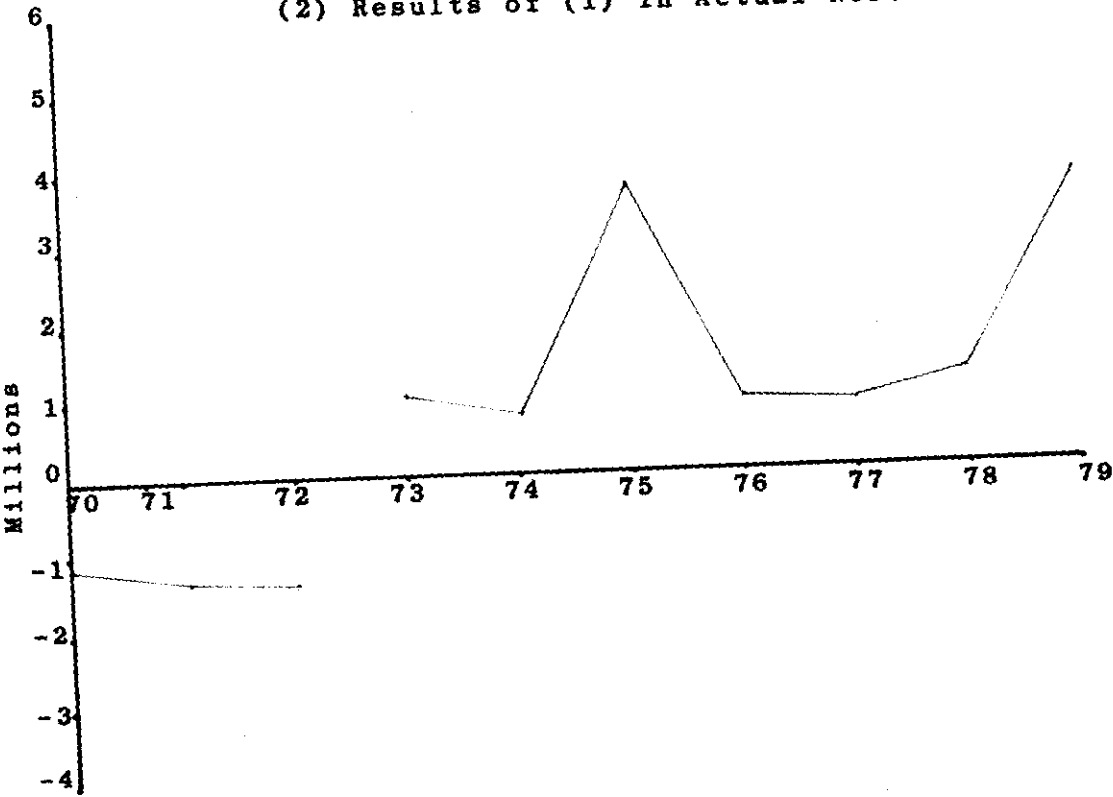
Penetration in Each Grade

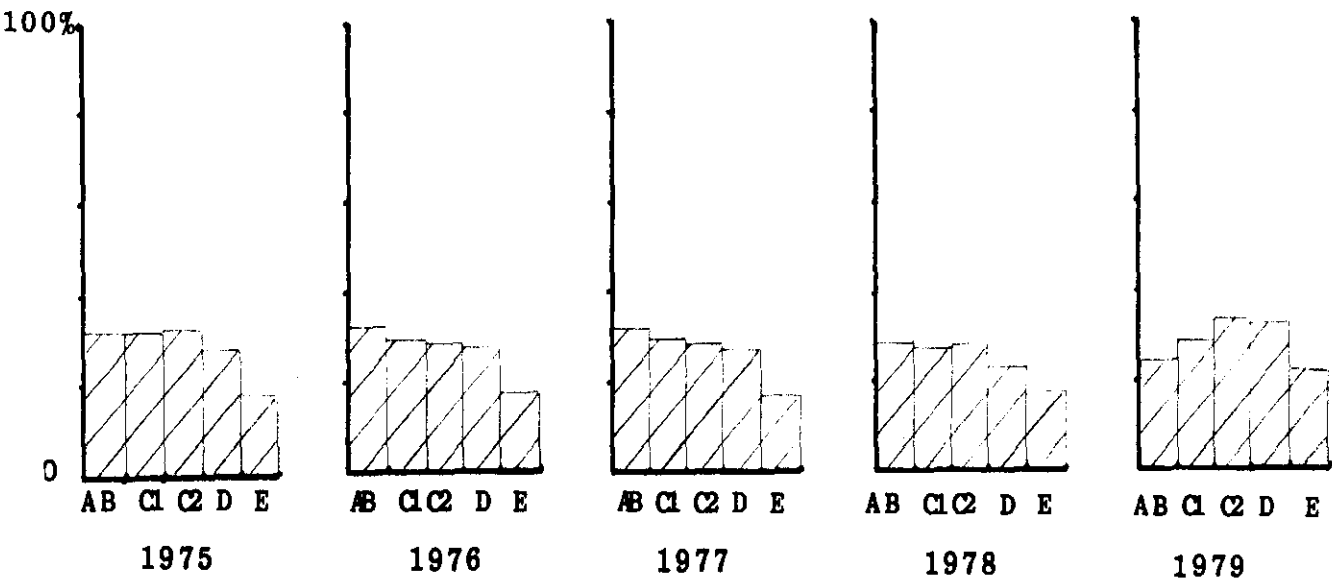
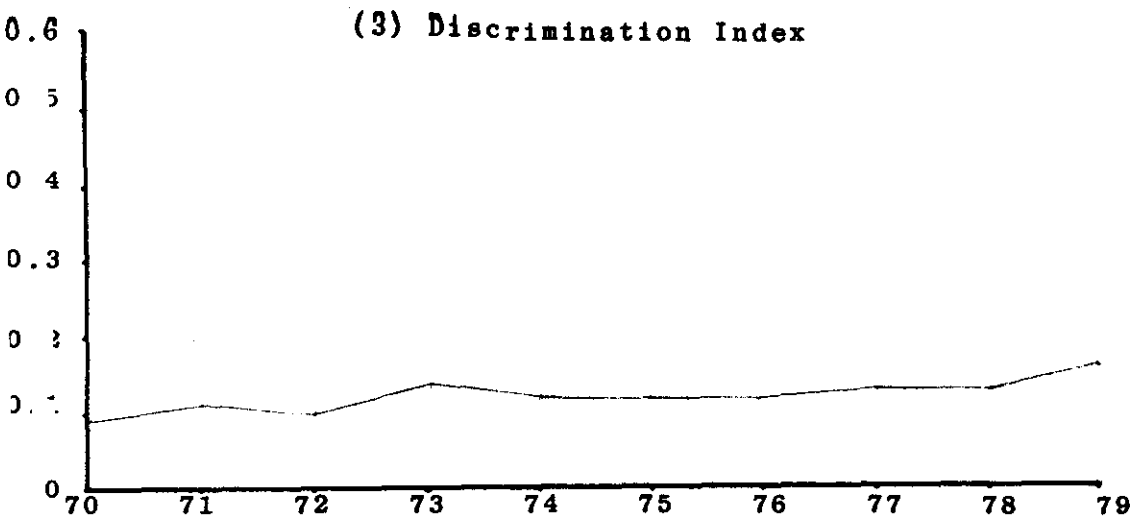
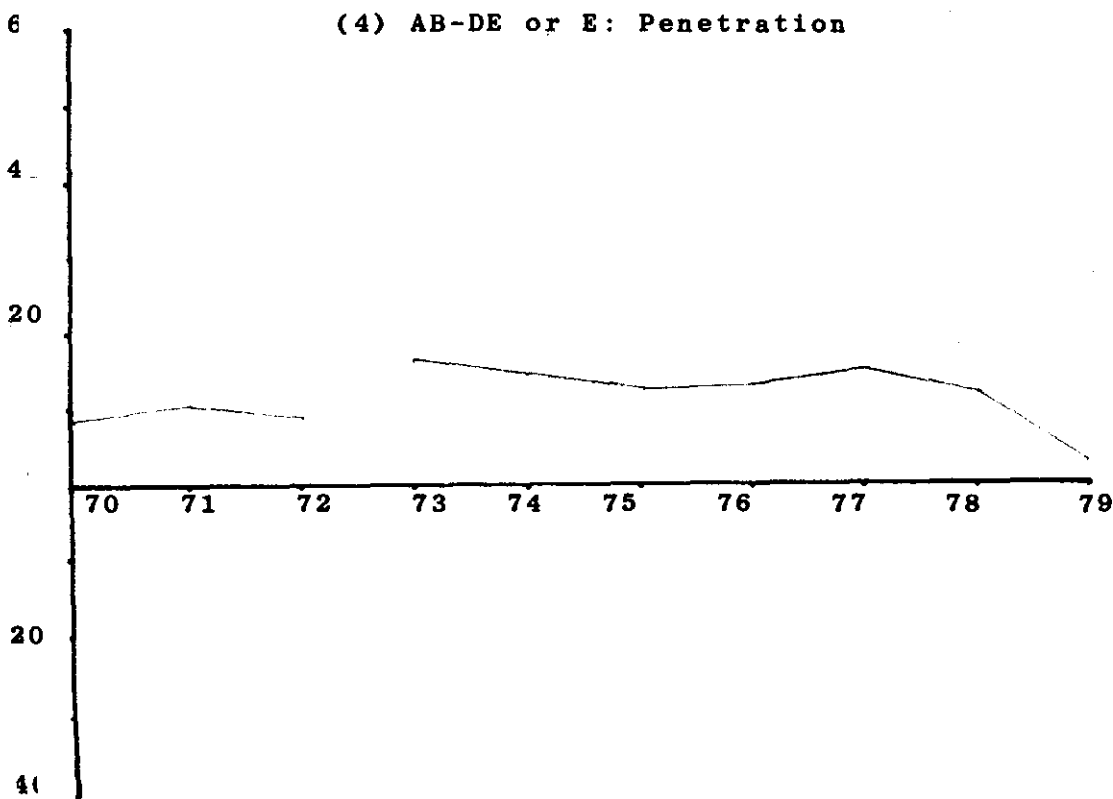


(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners





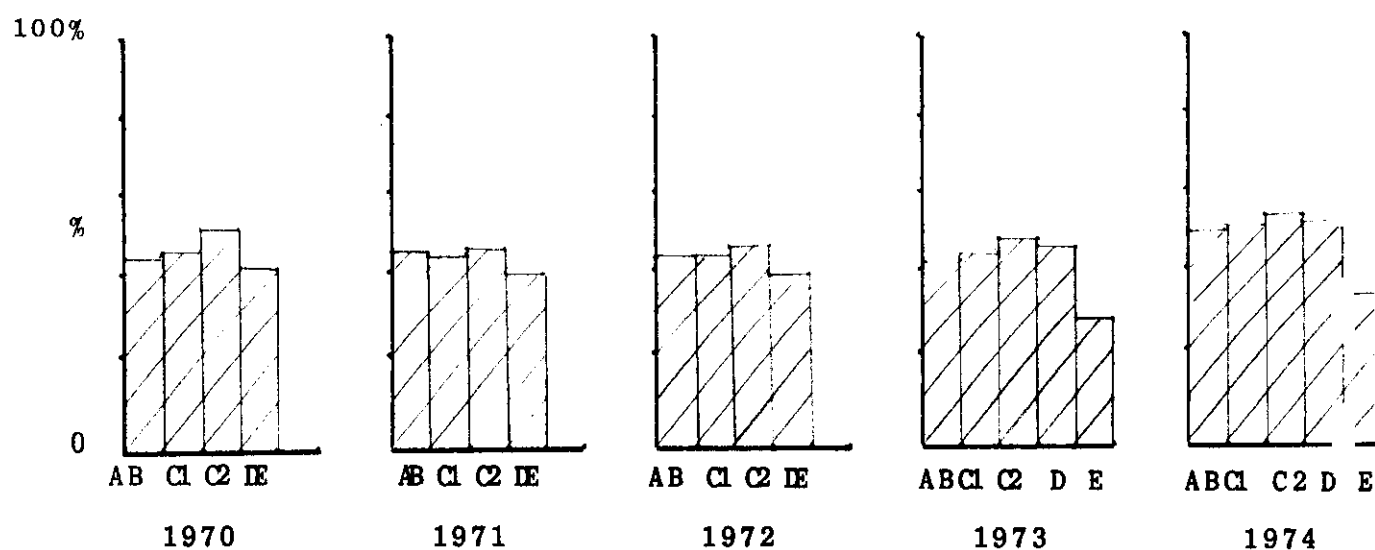
CHOCOLATE BARS

Brand with third most users

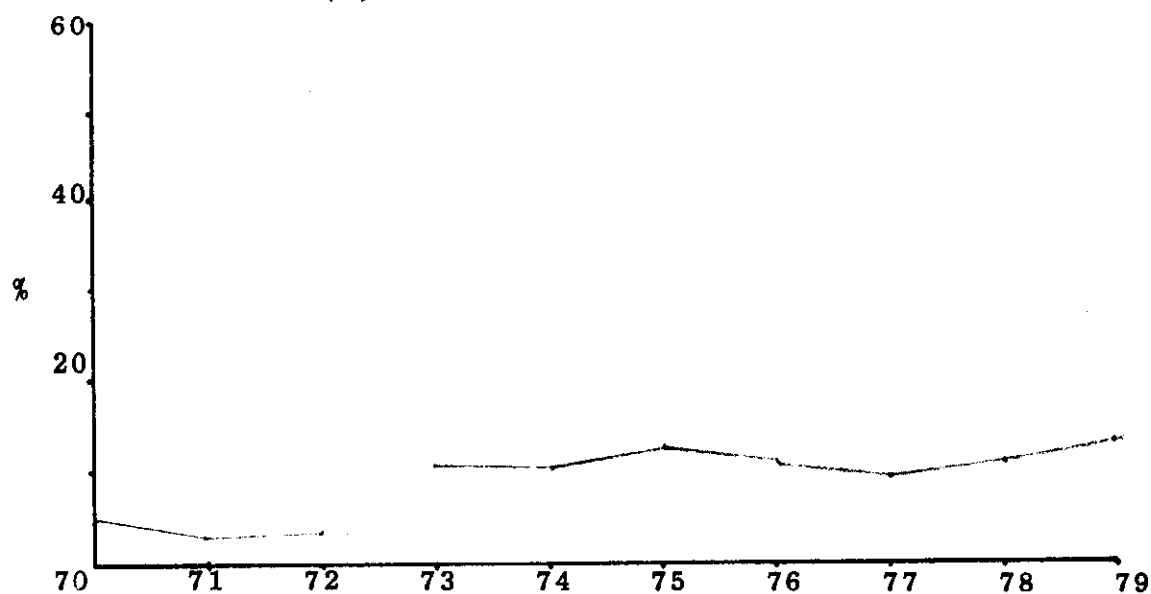
The brand with third most users was Cadbury's Whole Nut until 1977, Aero in 1978 and Cadbury's Fruit and Nut in 1979. The discrimination Index was 0.11 in 1970, 0.18 in 1978 and 0.12 in 1979. The difference between maximum and minimum penetrations was highest in 1979 at 12.8%, lowest in 1971 at 3.3%. Until 1978 C2 had most users, apart from 1975 when maximum penetration was in D. In 1979, with Cadbury's Fruit and Nut in third place, AB had the highest proportion of users. Es had consistently the least.

1970	Cadbury's Whole Nut	1975	Cadbury's Whole Nut
1971	" " "	1976	" " "
1972	" " "	1977	" " "
1973	" " "	1978	Aero
1974	" " "	1979	Cadbury's Fruit and Nut

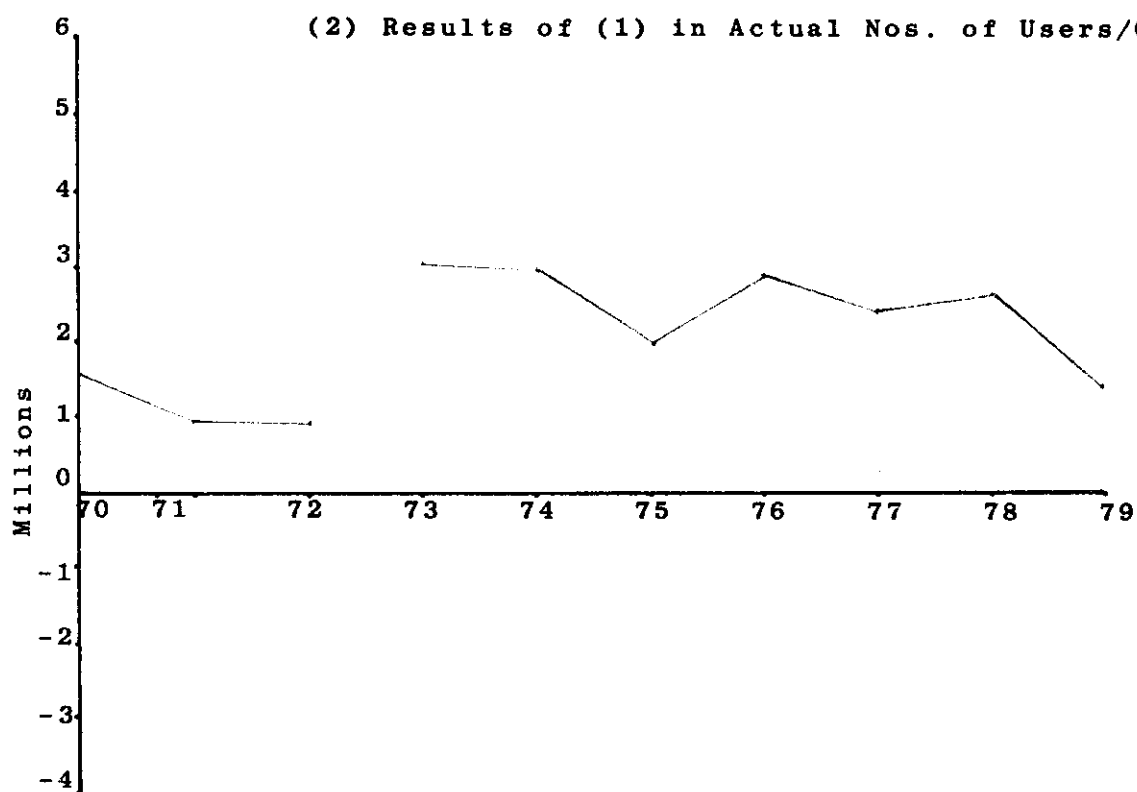
Penetration in Each Grade

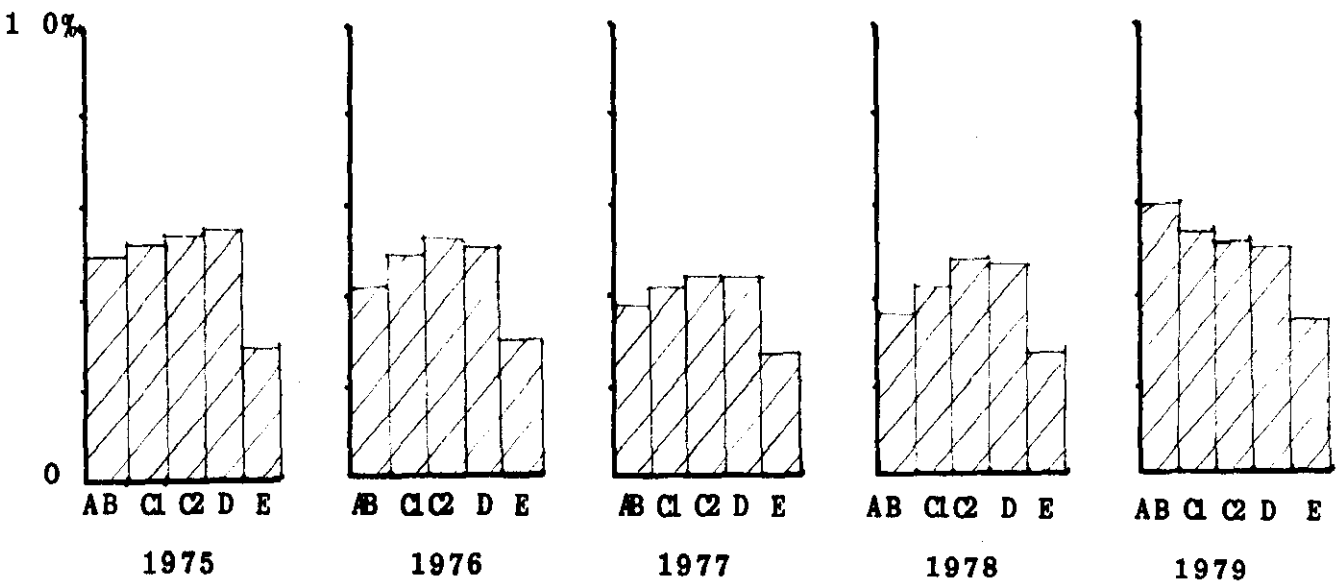
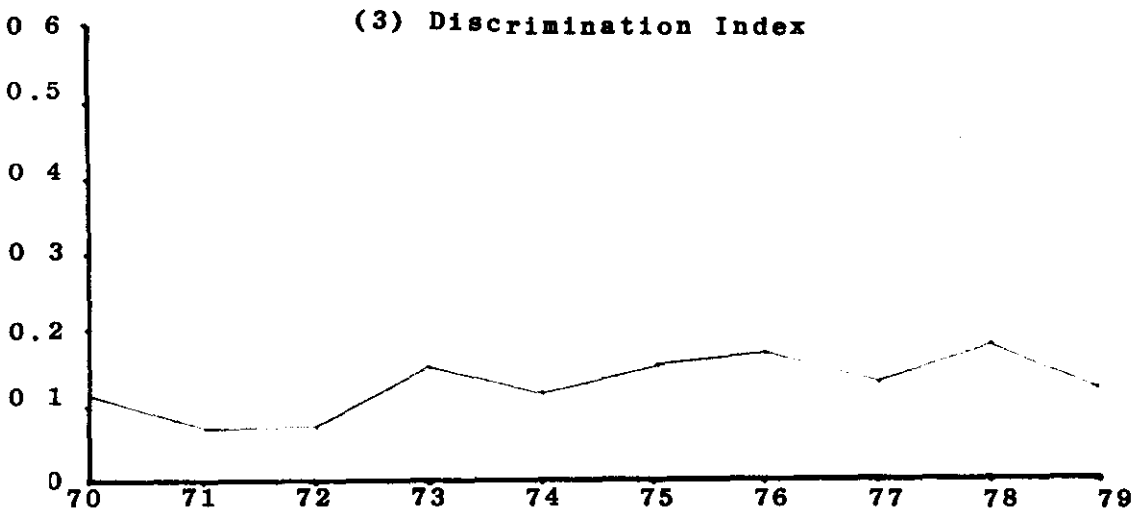
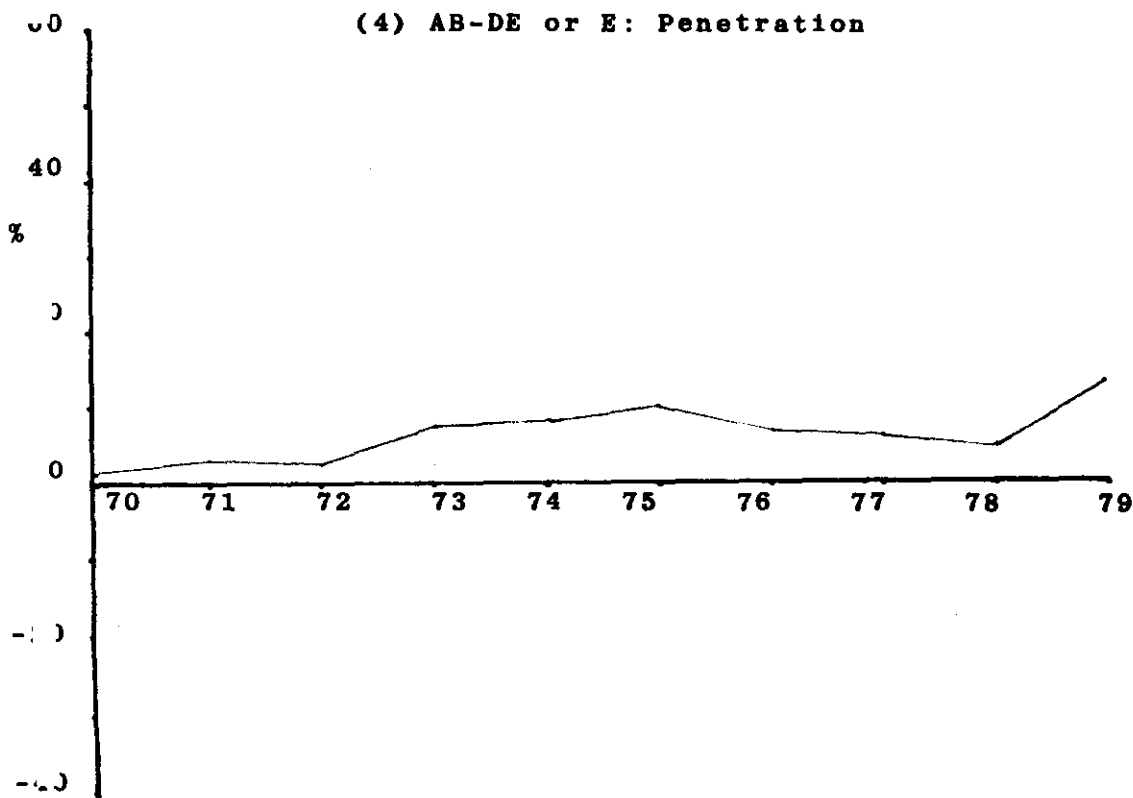


(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners





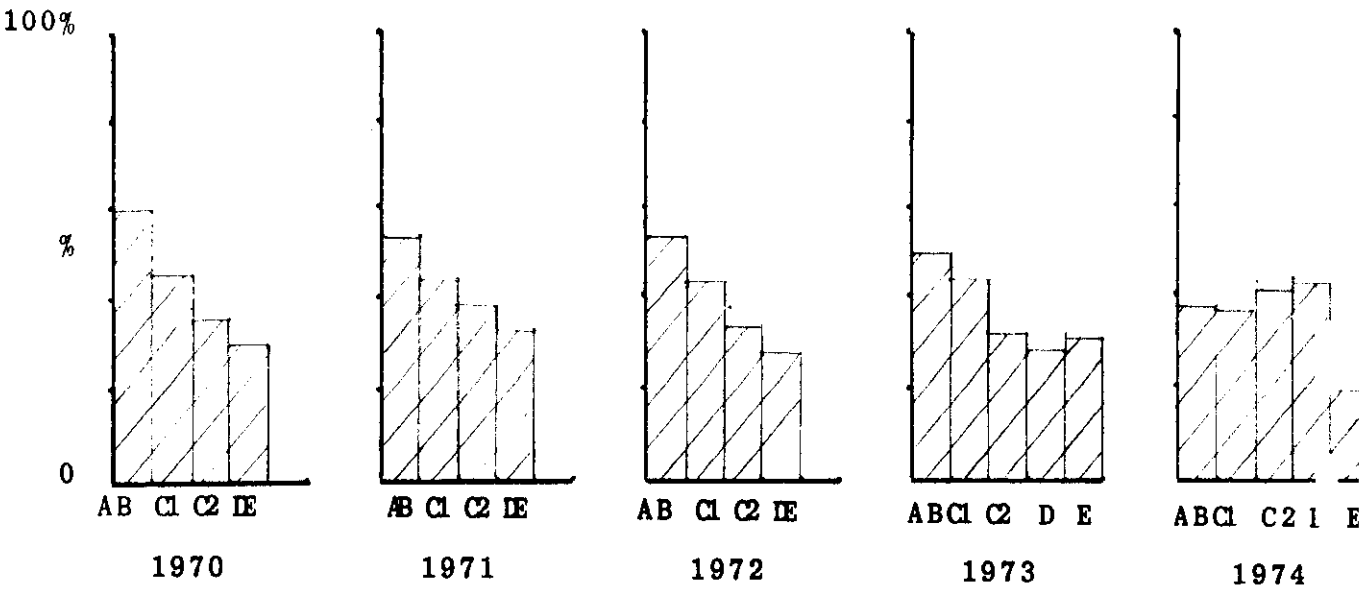
CHOCOLATE BARS

Brand with fourth most users

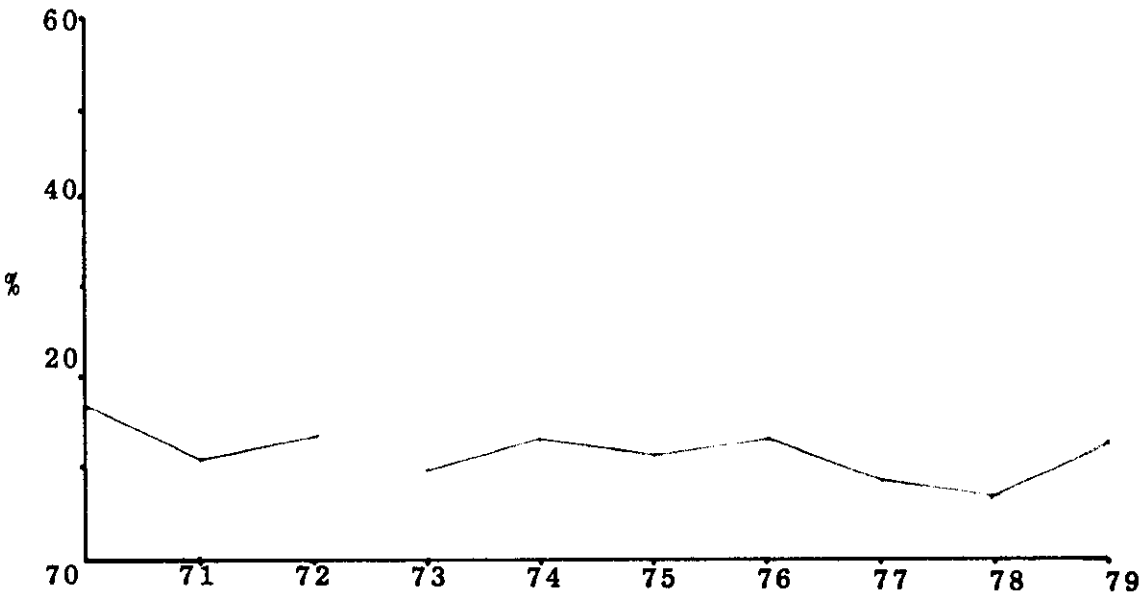
The brand in fourth place was Bournville until 1973, Aero until 1977, Cadbury's Whole Nut in 1978 and Aero again in 1979. The discrimination Index was lowest in 1978 at 0.11, highest in 1976 at 0.21. The difference between maximum and minimum percentages was highest in 1970 at 15.4% and lowest in 1978 at 6.4%. The maximum percentage of users was in the AB grade when Bournville was the brand, with least users in the DE grade until D and E were shown separately when D showed the least users. Maximum users since then have been C2, C1 once and D once, with least users in the E grade.

1970 Bournville	1975 Aero
1971	1976
1972	1977
1973	1978 Cadbury's Whole Nut
1974 Aero	1979 Aero

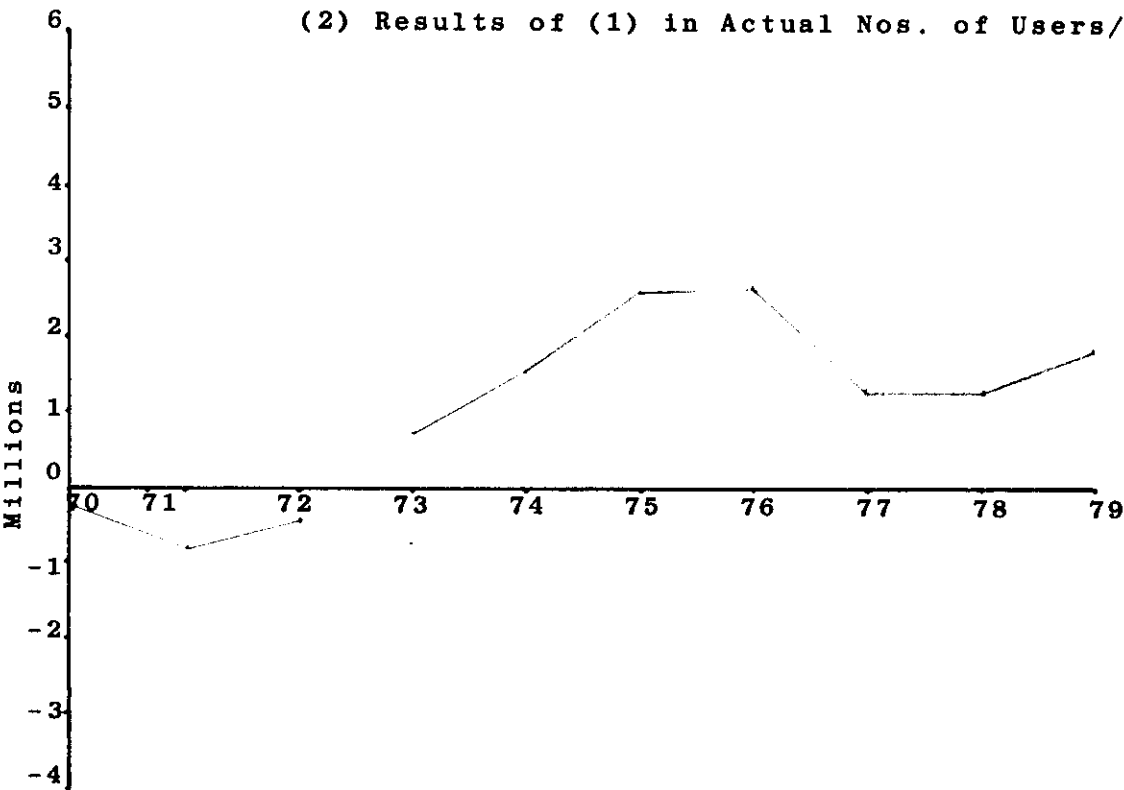
Penetration in Each Grade

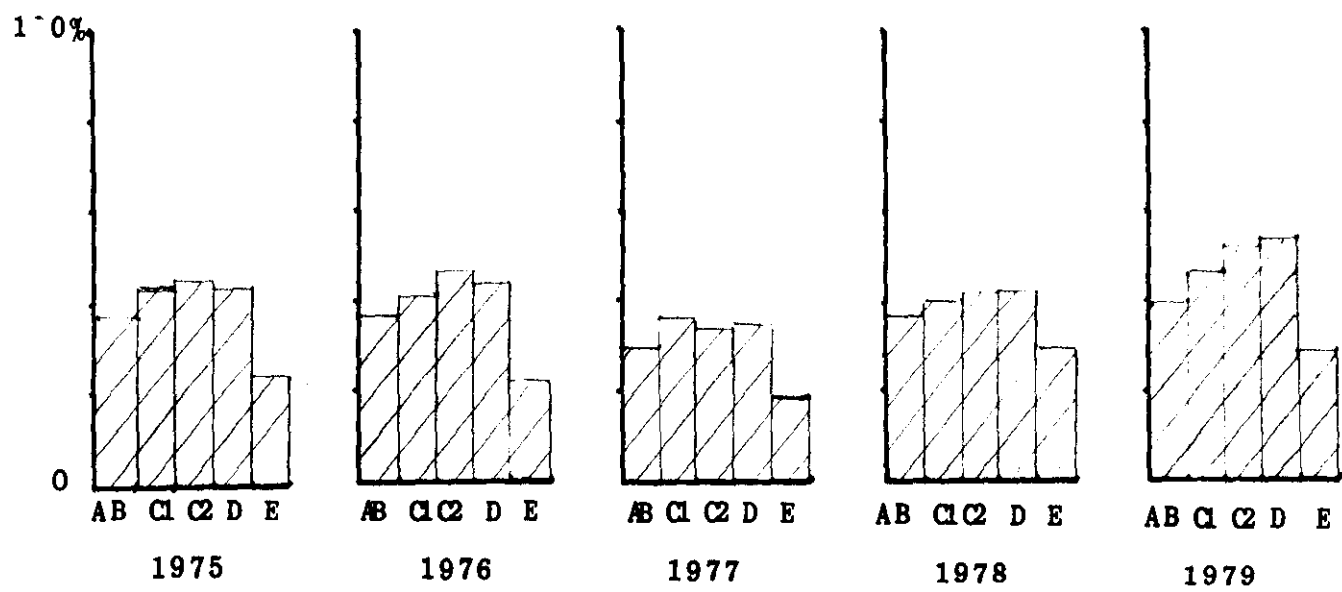
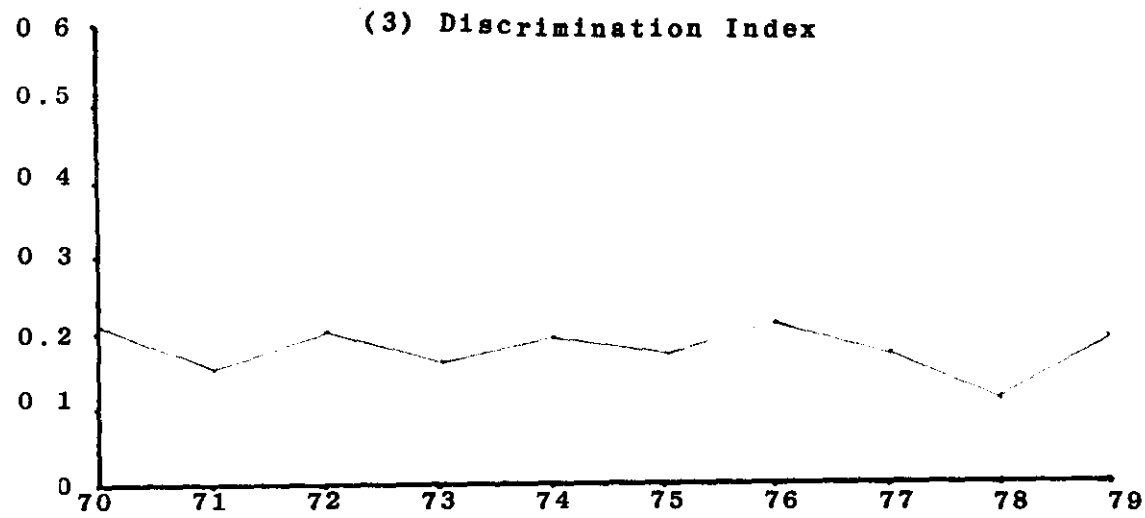
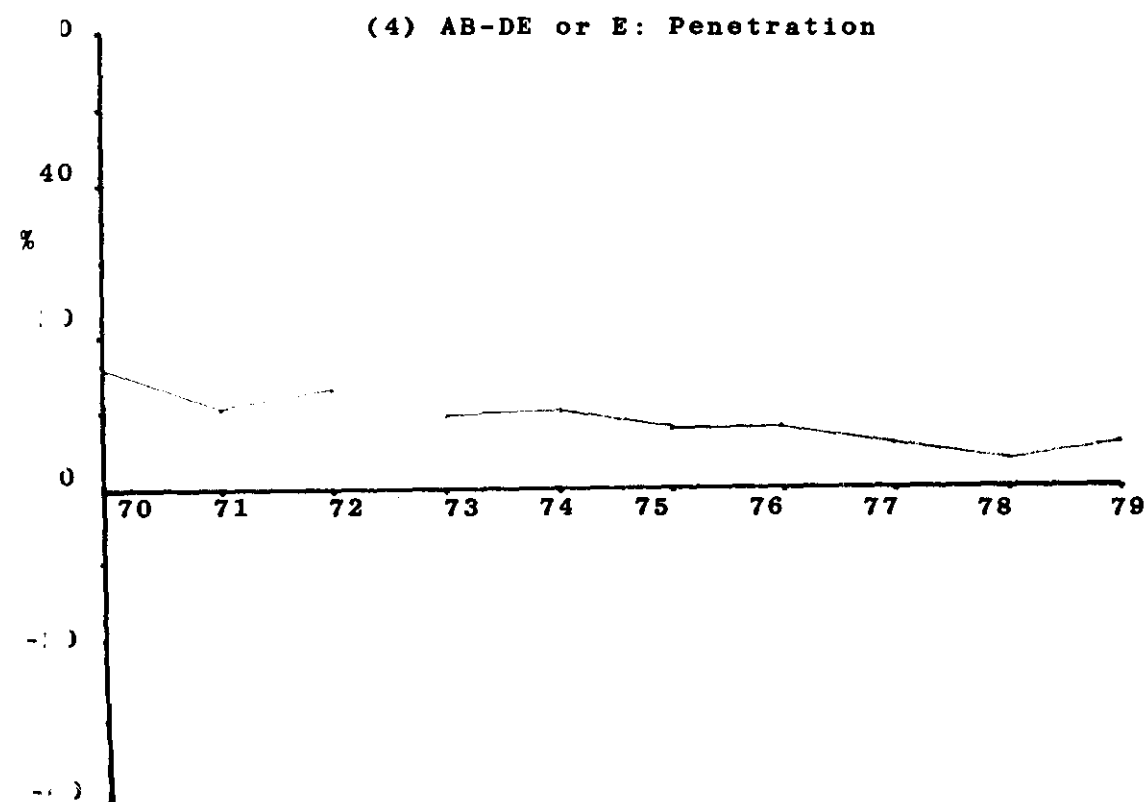


(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners





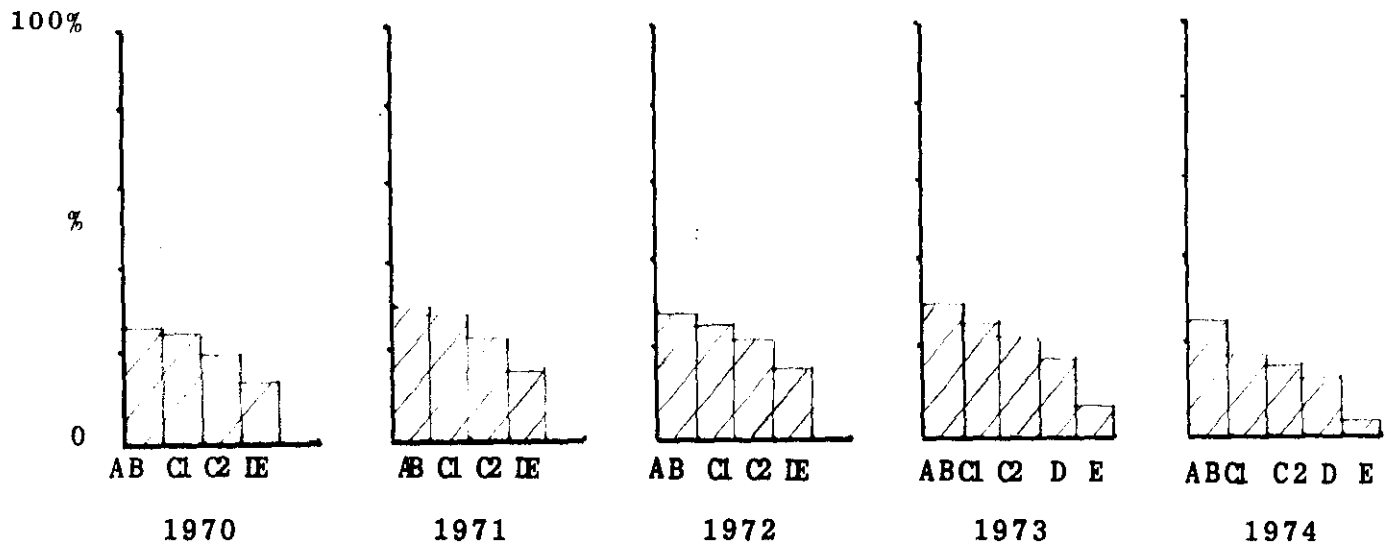
DRAUGHT BEER

The Brand with most users

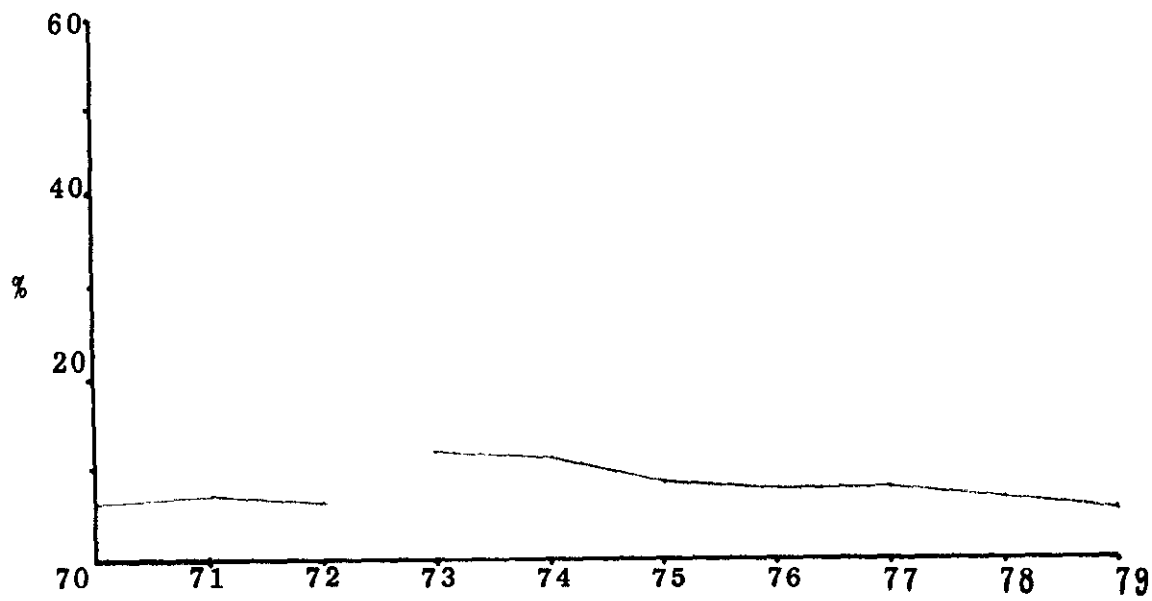
The brand with most users was Double Diamond until 1978 when Heineken took over the position. The discrimination Index was 0.18 in 1970, 0.28 in 1973 and 0.23 in 1979. The greatest difference between maximum and minimum penetrations was in 1970 at 15.8%, the least difference in 1979 when it was 5.2%. The skew was from AE to DE or E except in 1978 when the C1 grade had the highest percentage of users of this brand.

1970	Double Diamond	1975	Double Diamond
1971	"	1976	"
1972	"	1977	"
1973	"	1978	Heineken
1974	"	1979	"

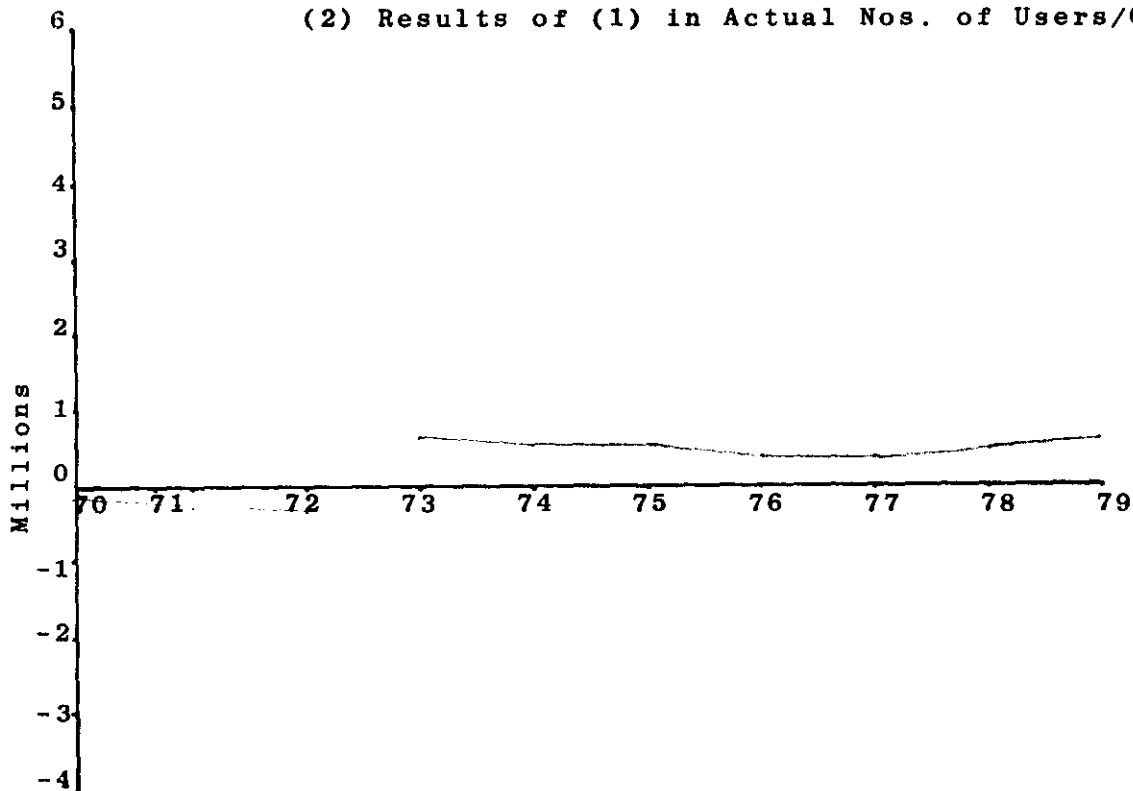
Penetration in Each Grade

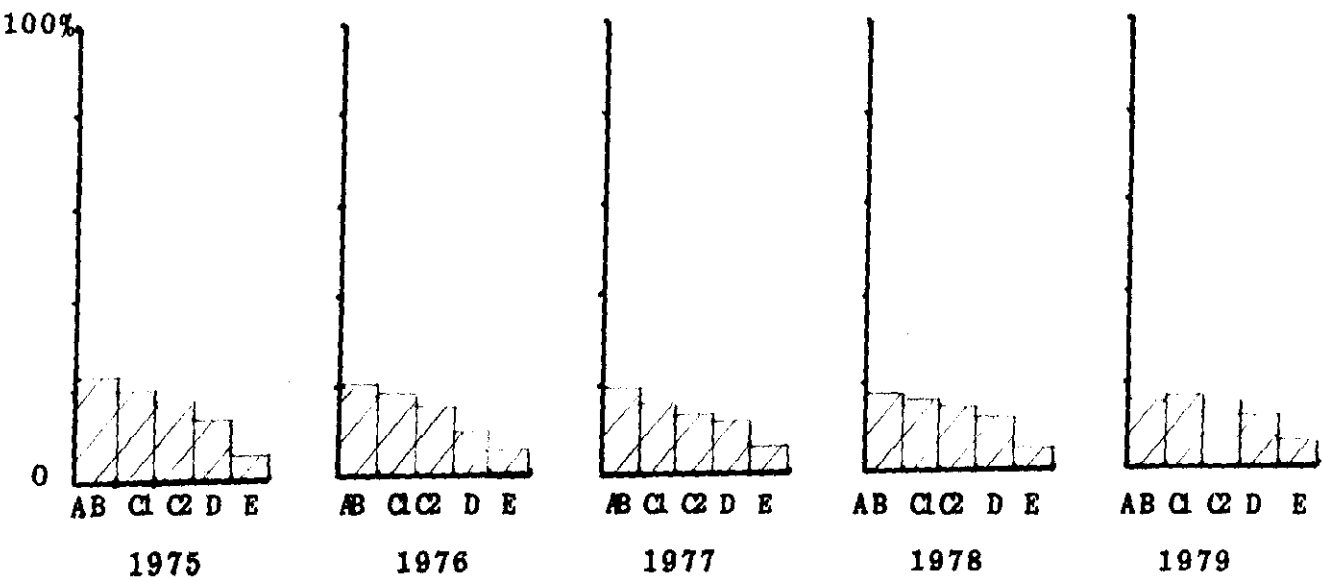
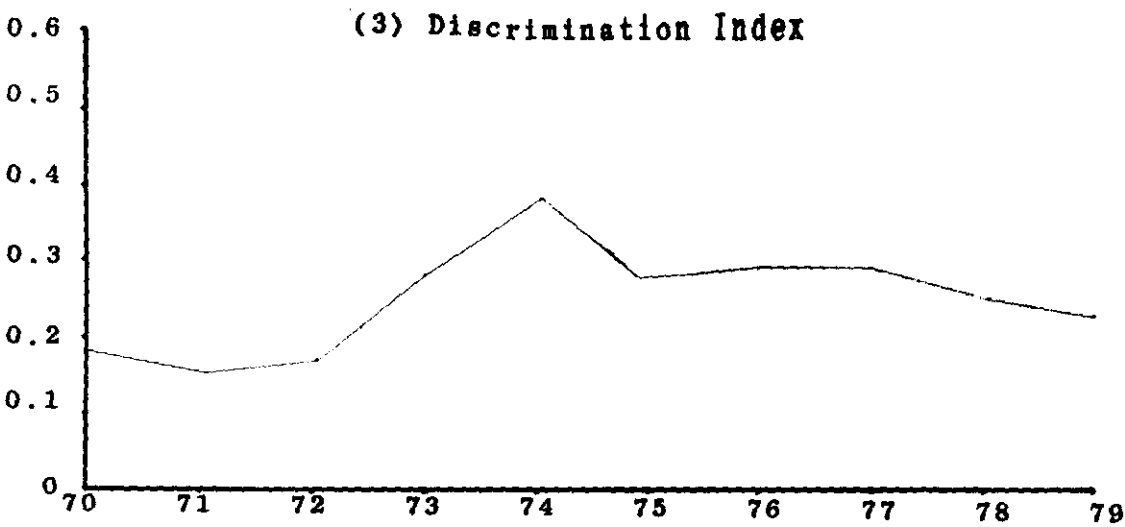
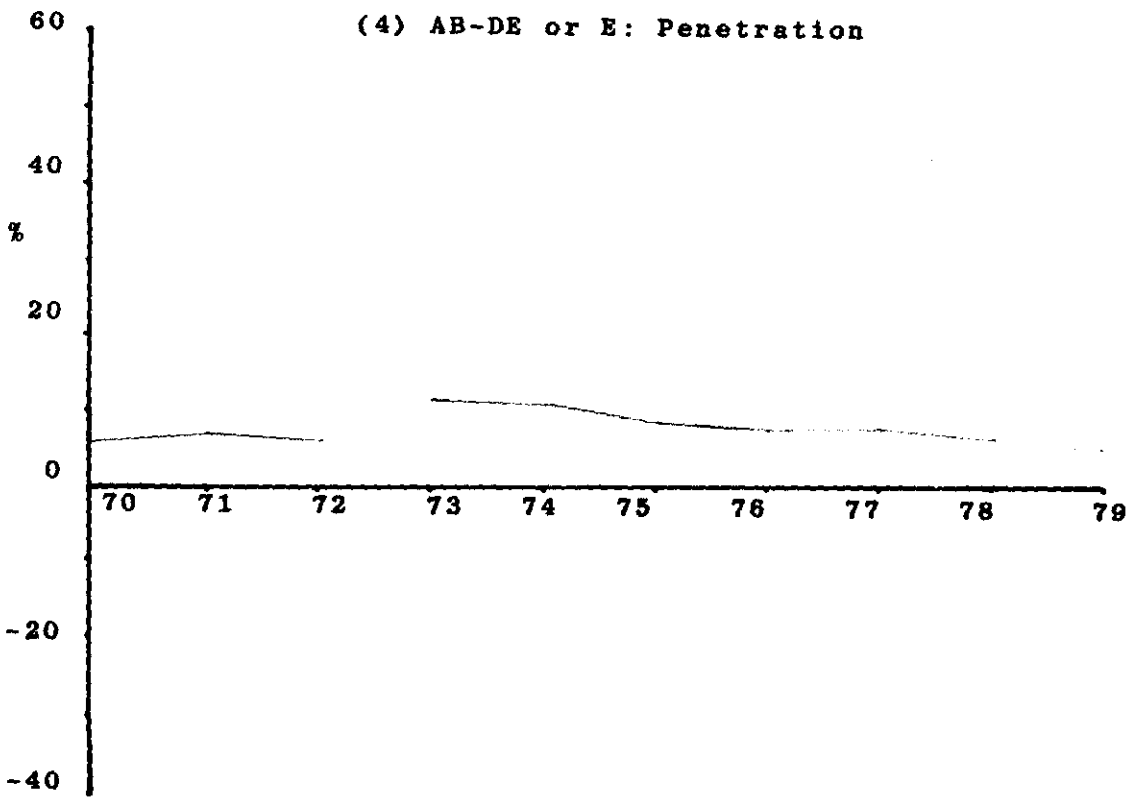


(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners





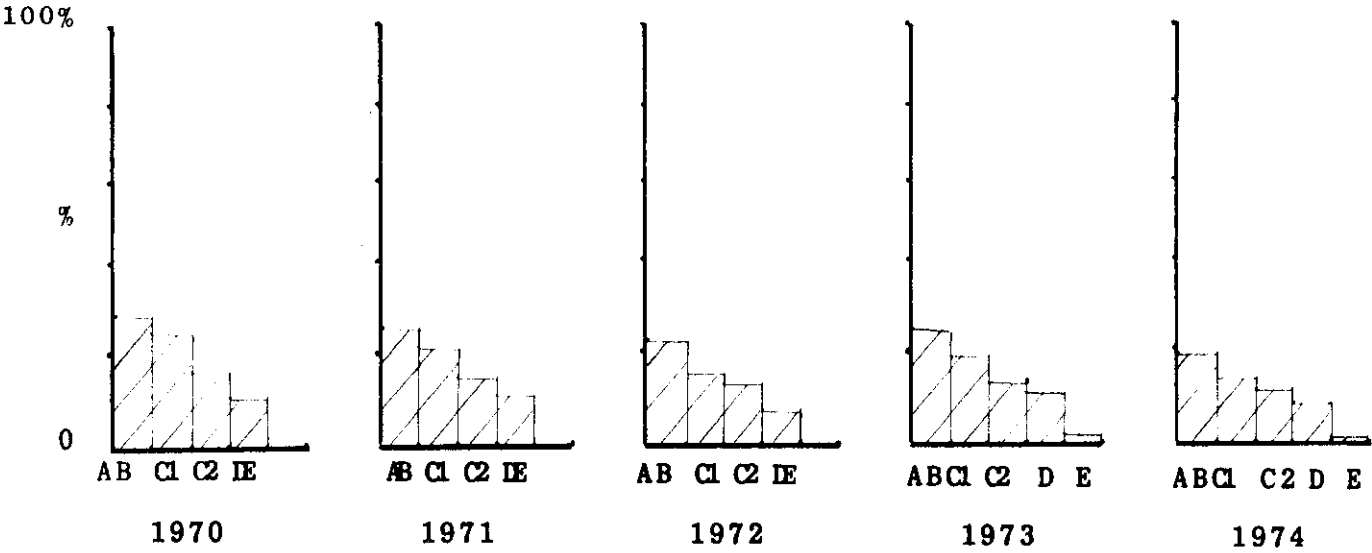
DRAUGHT BEER

Brand with second most users

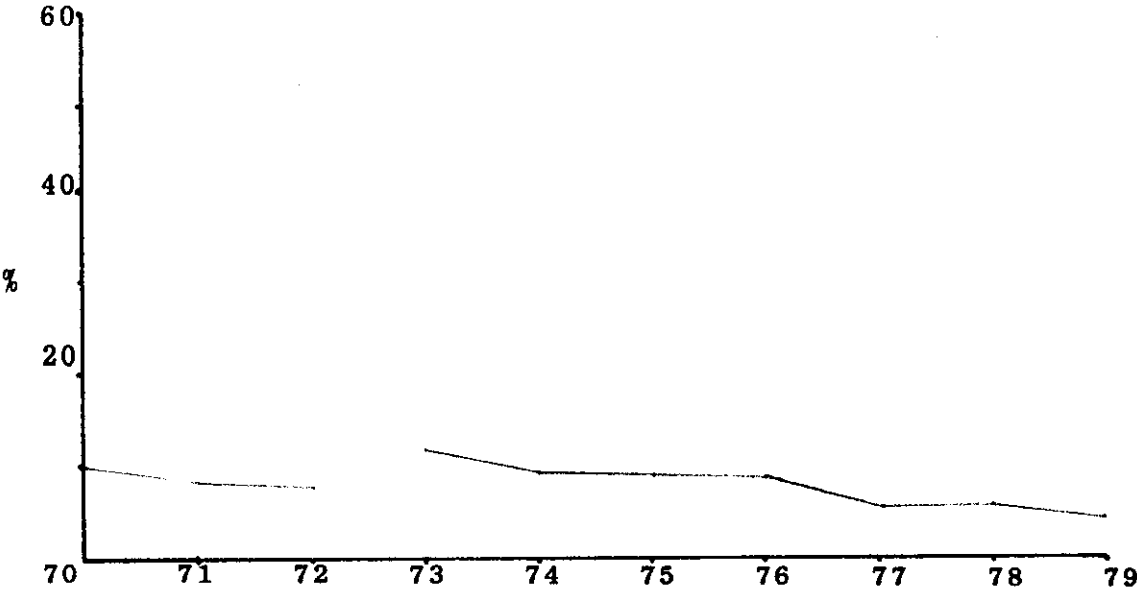
The brands with second most users were bitter beers until 1977 and then lager beers. One brand did not hold this position for more than two years. The discrimination Index was highest in 1976 at 0.4 and lowest in 1974 at 0.19. The difference between maximum and minimum percentage was highest in 1973 at 11.2% and lowest in 1979 at 4.3%. The skew was from AB to DE or E except in 1978 when C1 had most users.

1970	Watneys Red Barrel	1975	Youngers Tartan Bitter
1971	Watneys Red Barrel	1976	Youngers Tartan Bitter
1972	Whitbread Tankard	1977	Heineken
1973	Worthington E	1978	Harp
1974	Worthington E	1979	Carlsberg

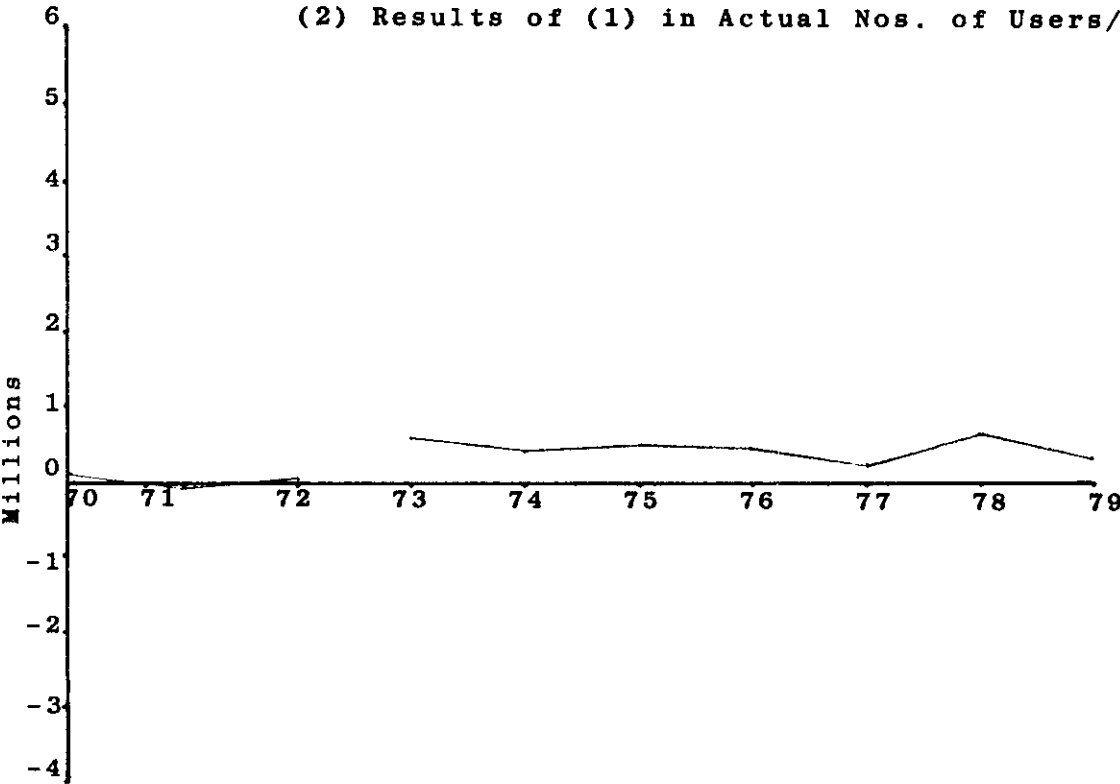
Penetration in Each Grade

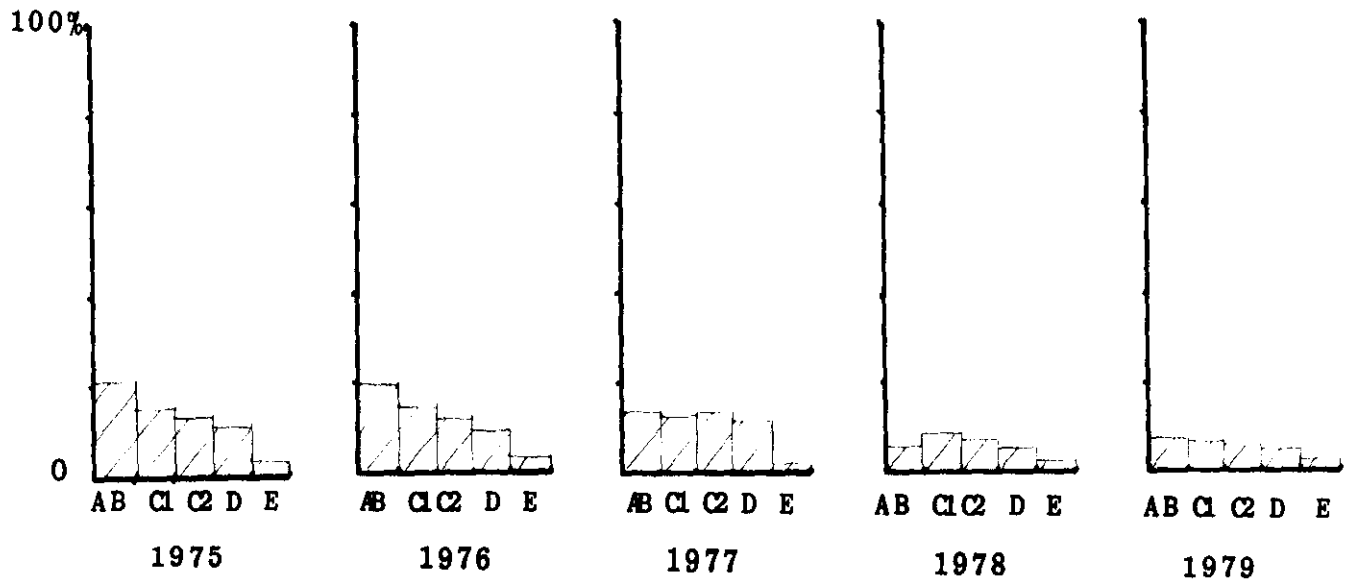
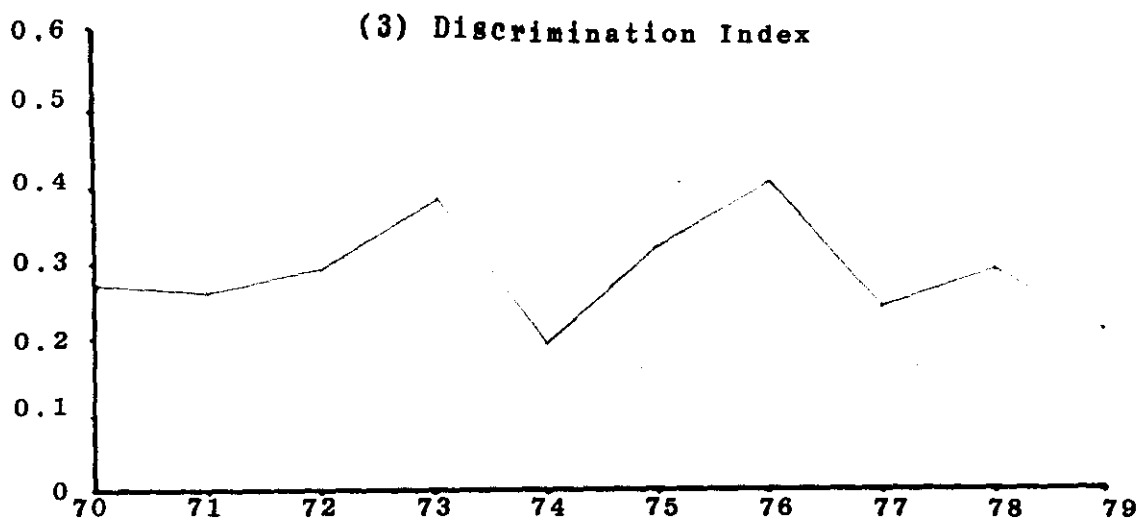
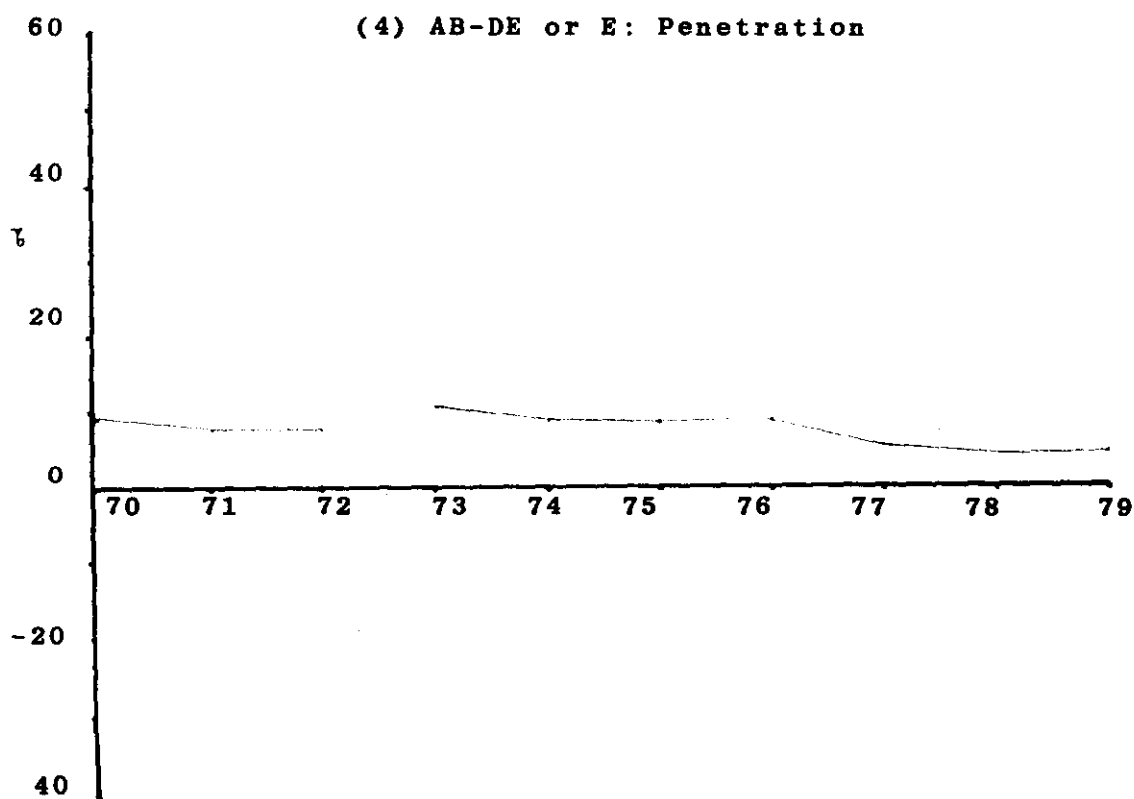


(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners





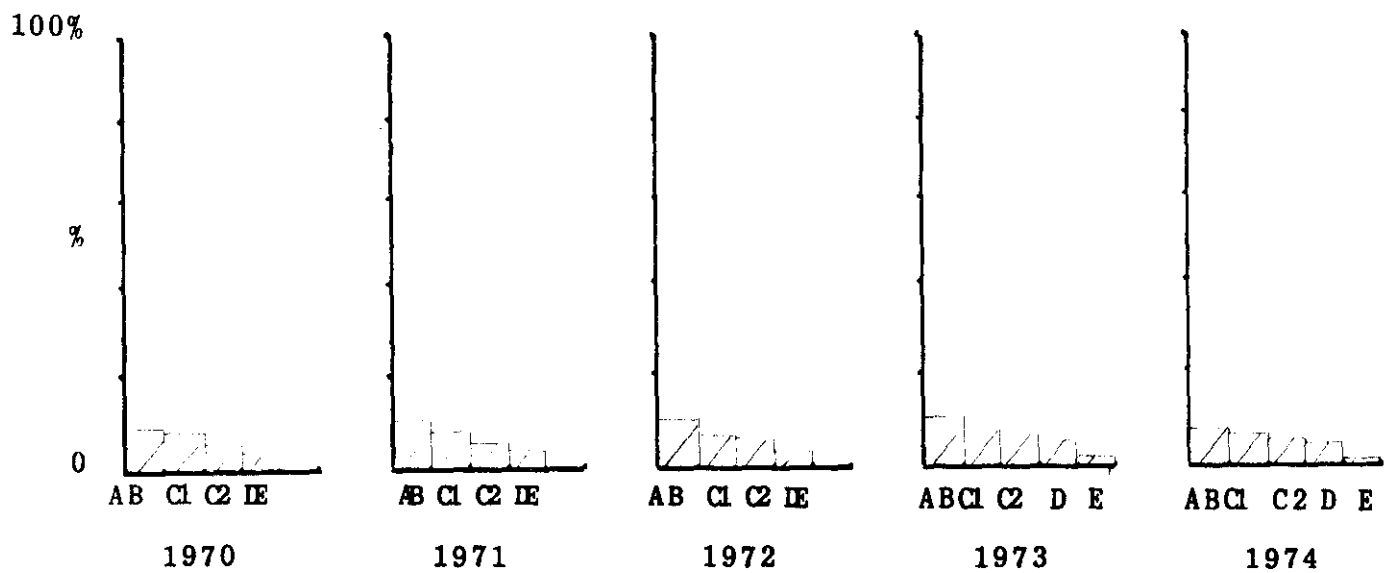
DRAUGHT BEER

Brand with third most users

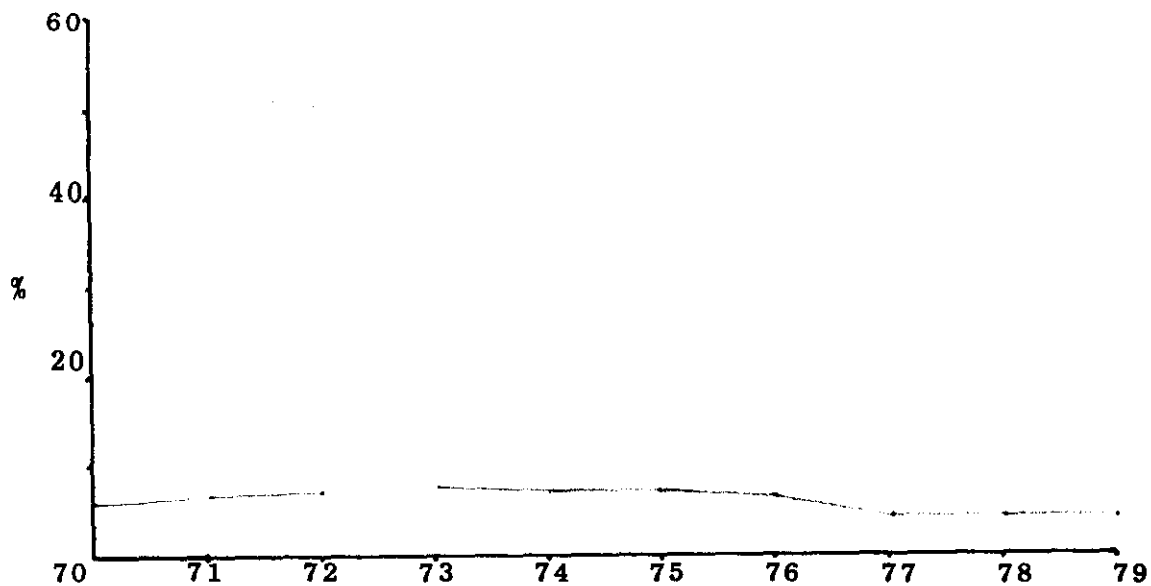
The brands with third most users were bitter beers for the first six years, and lager beers for the last four. The discrimination Index was highest in 1974 at 0.36 and lowest in 1978 at 0.21. The most difference between maximum and minimum penetrations was 7.9% in 1974 and the least was 4.2% in 1979. The highest percentage of users were in the AB grade for most years, except in 1977 (C1) and 1978 (C2). The least users were in the D and E grades.

1970	Whitbread Tankard	1975	Worthington E
1971	Worthington E	1976	Heineken
1972	Worthington E	1977	Skol
1973	Watneys Red Barrel	1978	Skol
1974	Youngers Tartan Bitter	1979	Skol

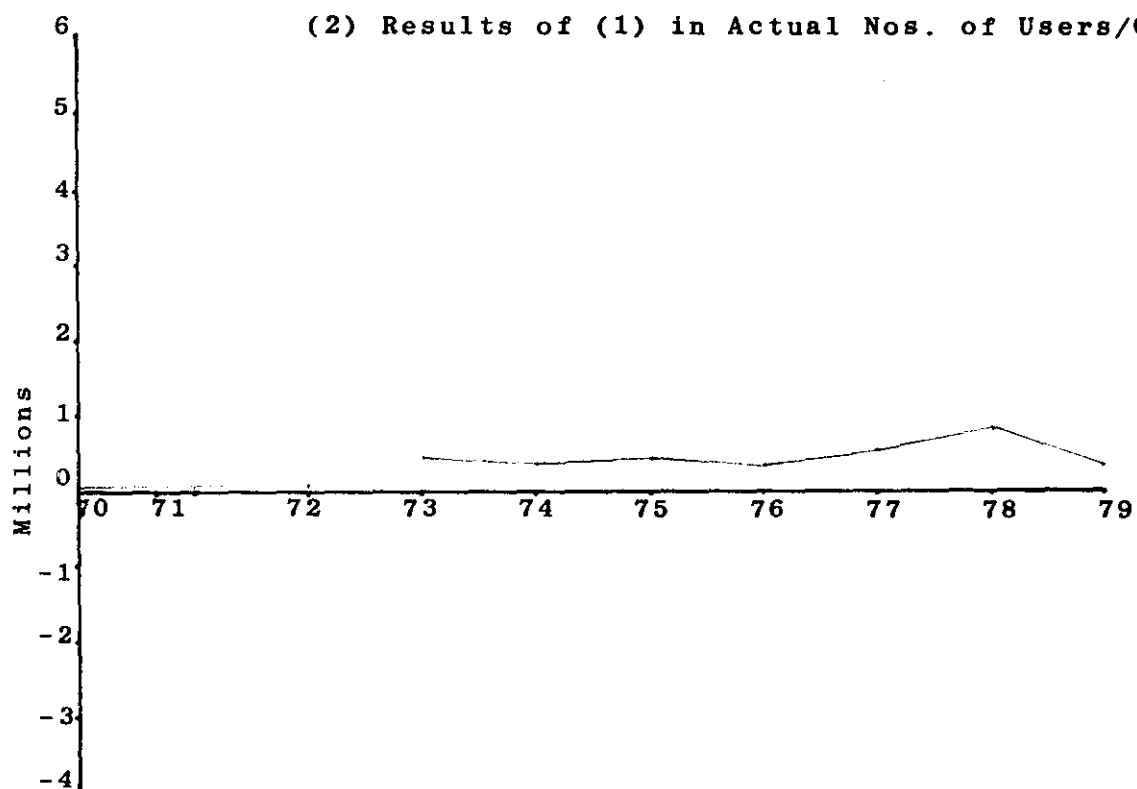
Penetration in Each Grade

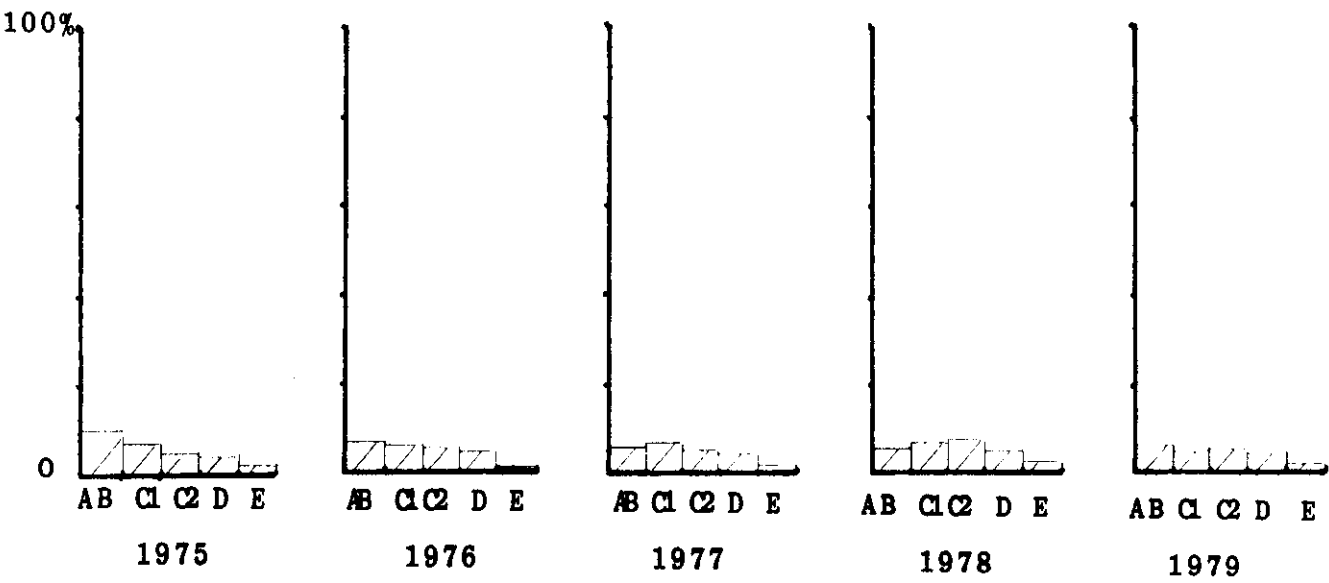
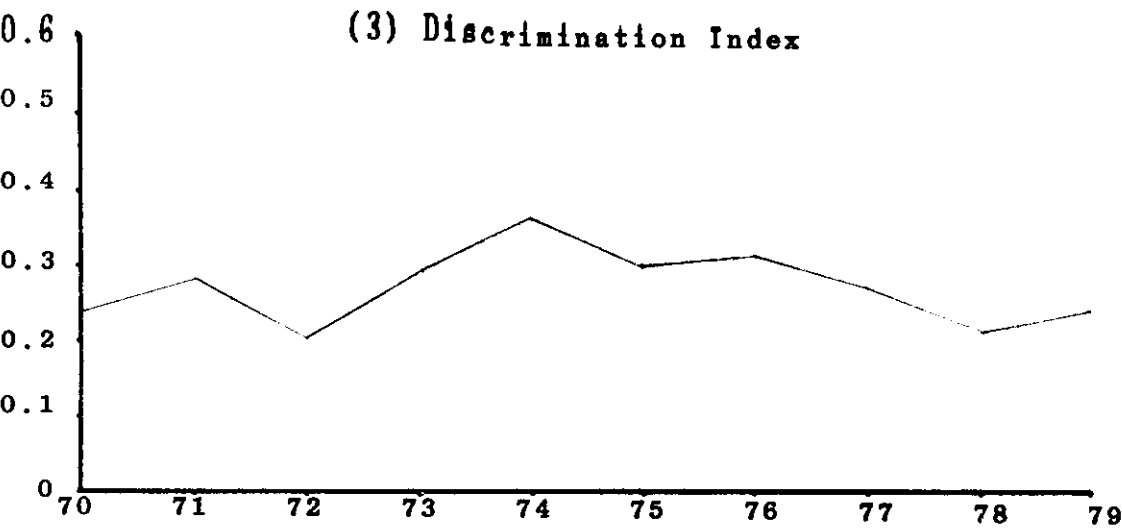
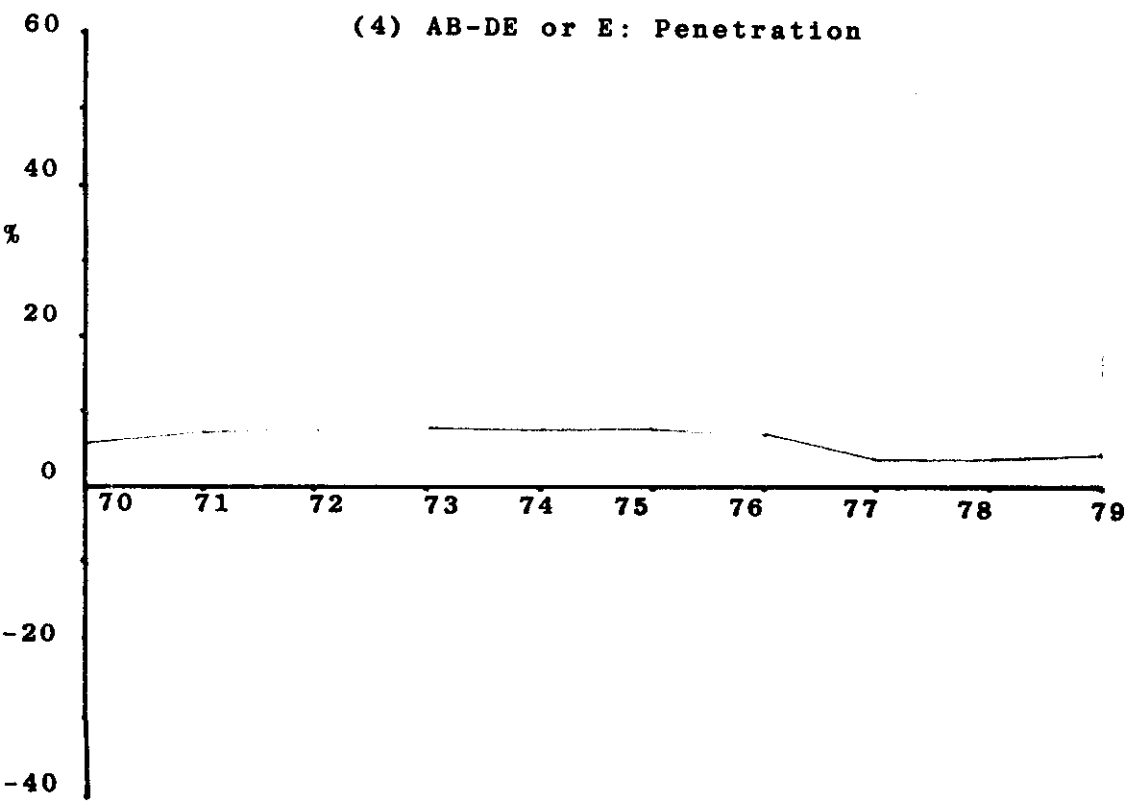


(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners





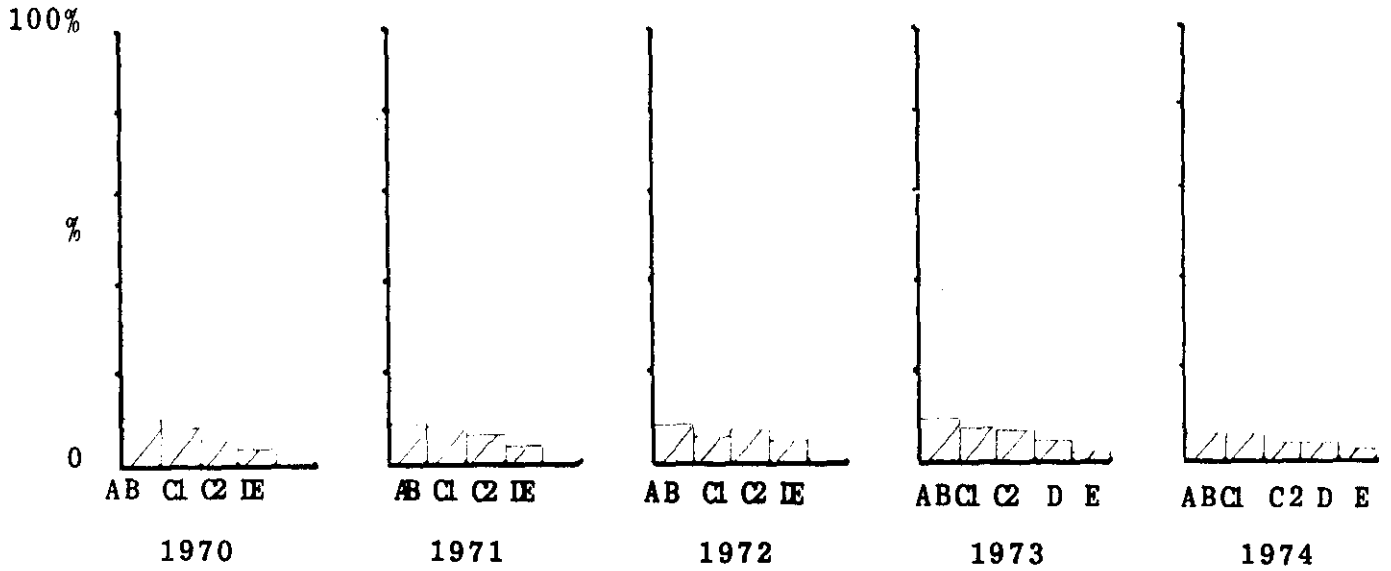
DRAUGHT BEER

Brand with fourth most users

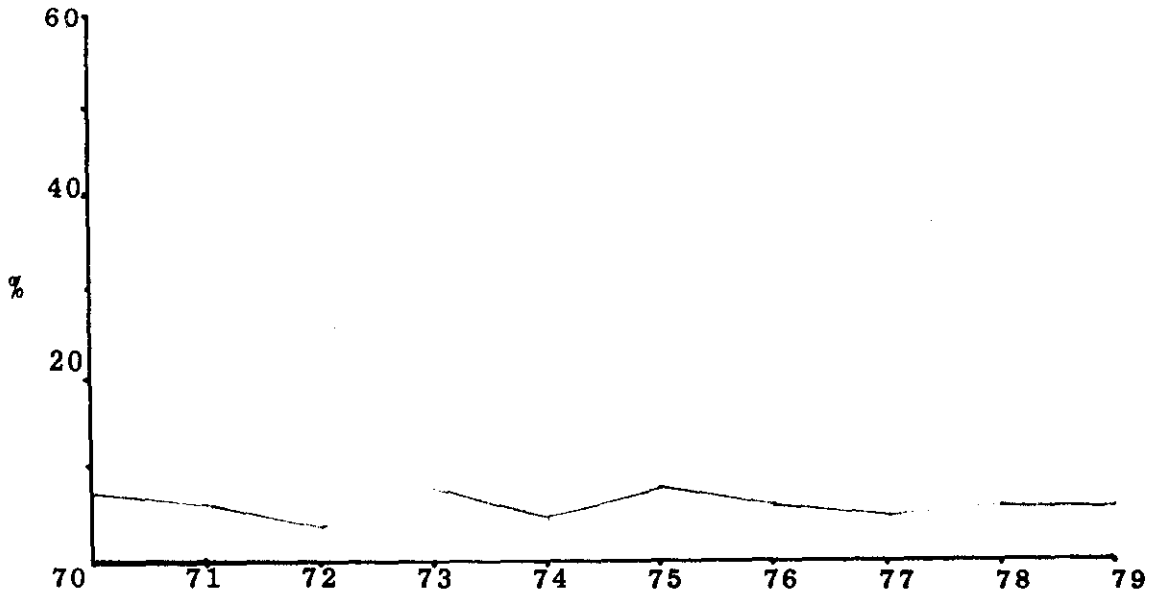
The brands with fourth most users were also bitter beers for the first six years and lagers for the last four. The discrimination Index was lowest in 1972 at 0.22, and highest in 1975 at 0.31. The difference between maximum and minimum penetrations was lowest in 1972 at 2.9% and highest in 1973 and 1975 at 7.4%. The grade with highest penetration was AB except in 1977 when it was C2, and lowest in the DE or E grades.

1970	Whitbread Tankard	1975	Harp
1971	Guinness	1976	Harp
1972	Whitbread Tankard	1977	Harp
1973	Guinness	1978	Carlsberg
1974	Whitbread Tankard	1979	Double Diamond

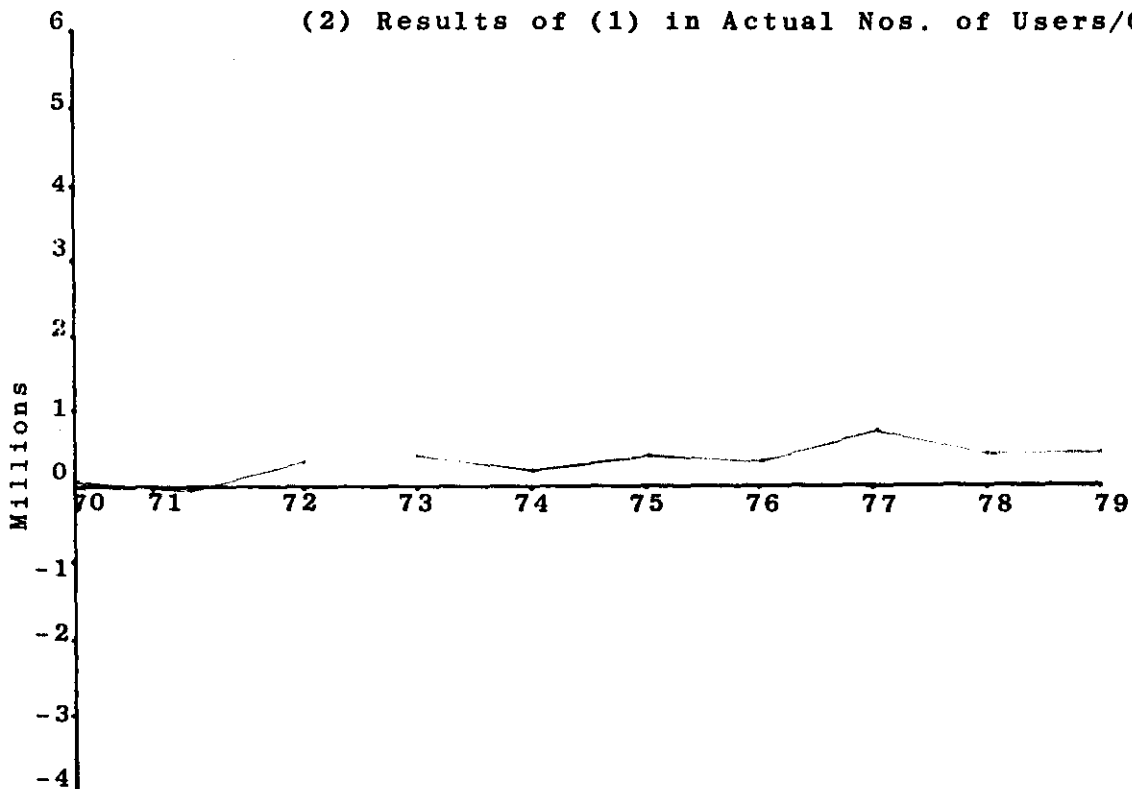
Penetration in Each Grade

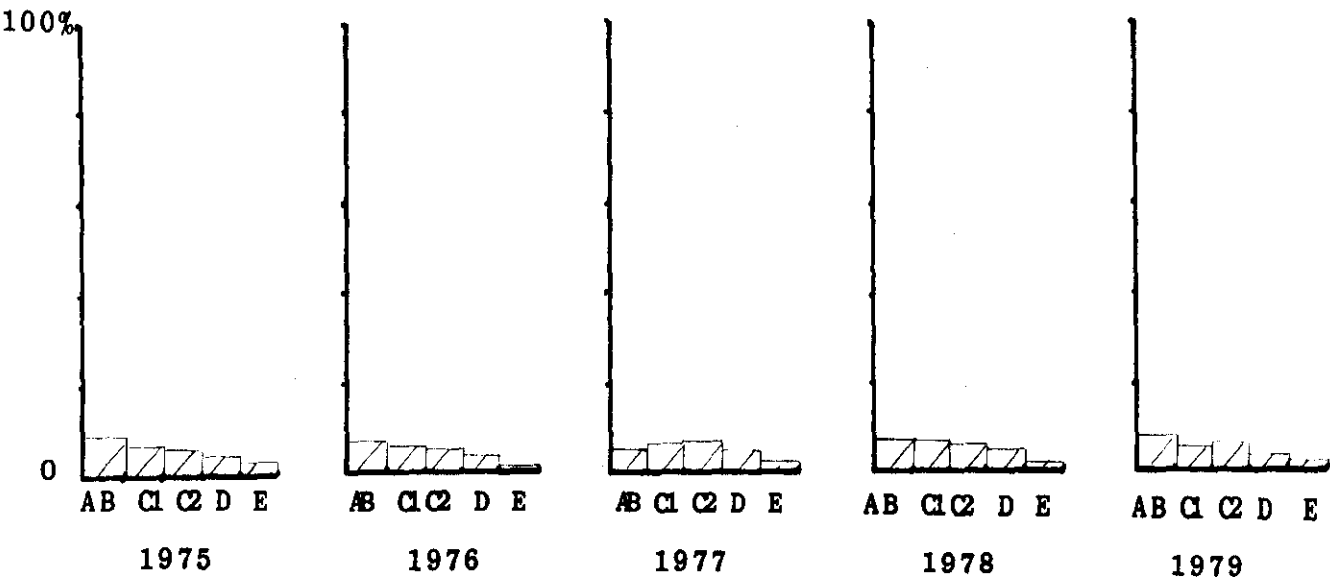
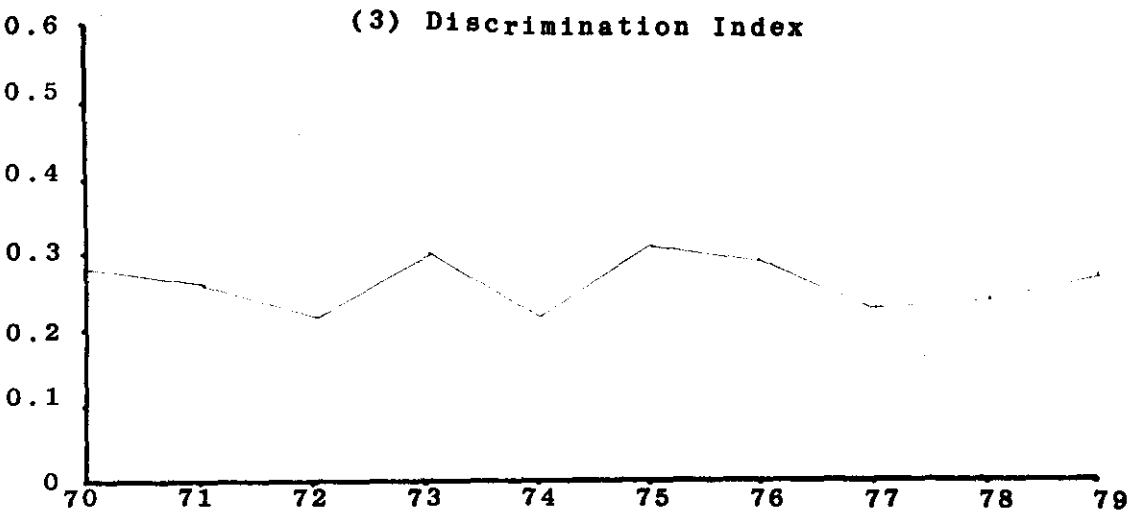
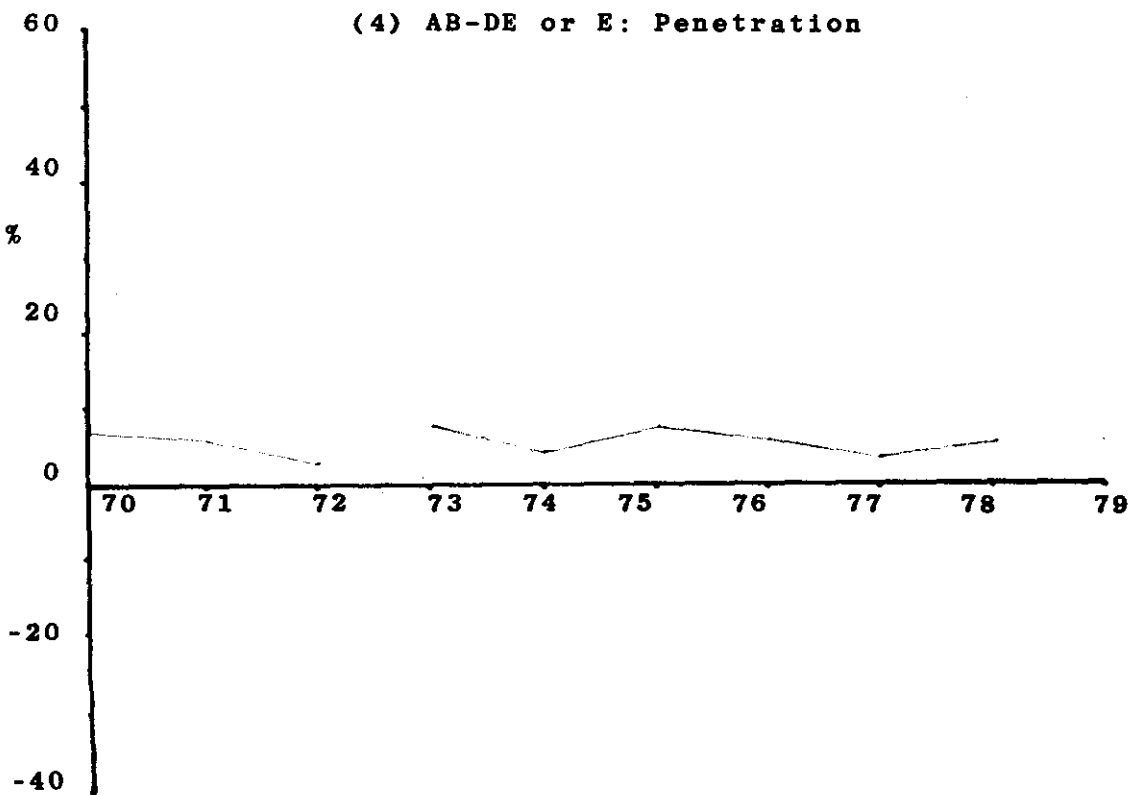


(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners





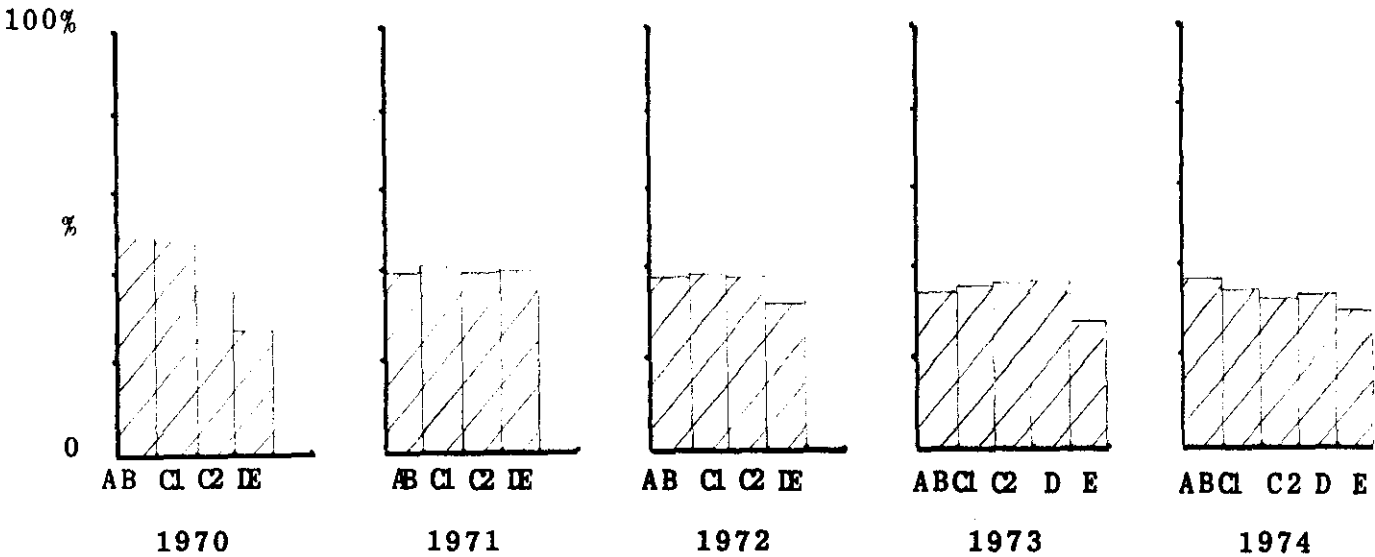
WASHING POWDERS, FLAKES AND LIQUIDS FOR CLOTHES AND FABRICS

Brand with most users

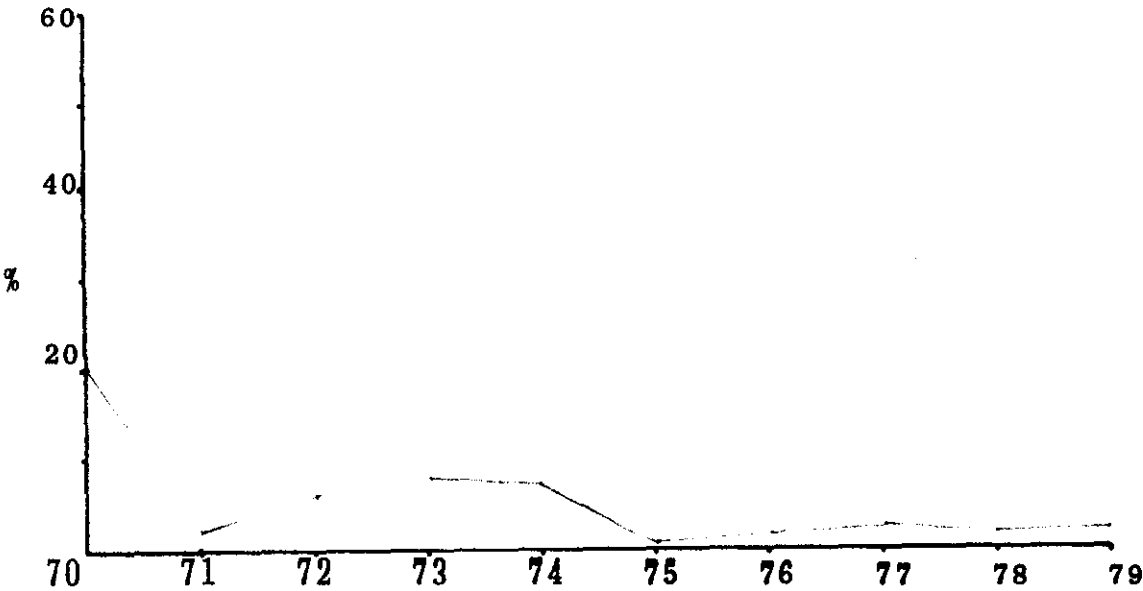
The brand with most users was Ariel. The discrimination Index was highest in 1970 at 0.16, after which it fell and remained low reaching its lowest at 0.01 in 1975. The greatest difference between maximum and minimum penetrations was in 1970 at 20.7% and the least in 1978 at 2.1%. There has been little consistency in the pattern of penetration.

1970	Ariel	1975	Ariel
1971	"	1976	"
1972	"	1977	"
1973	"	1978	"
1974	"	1979	"

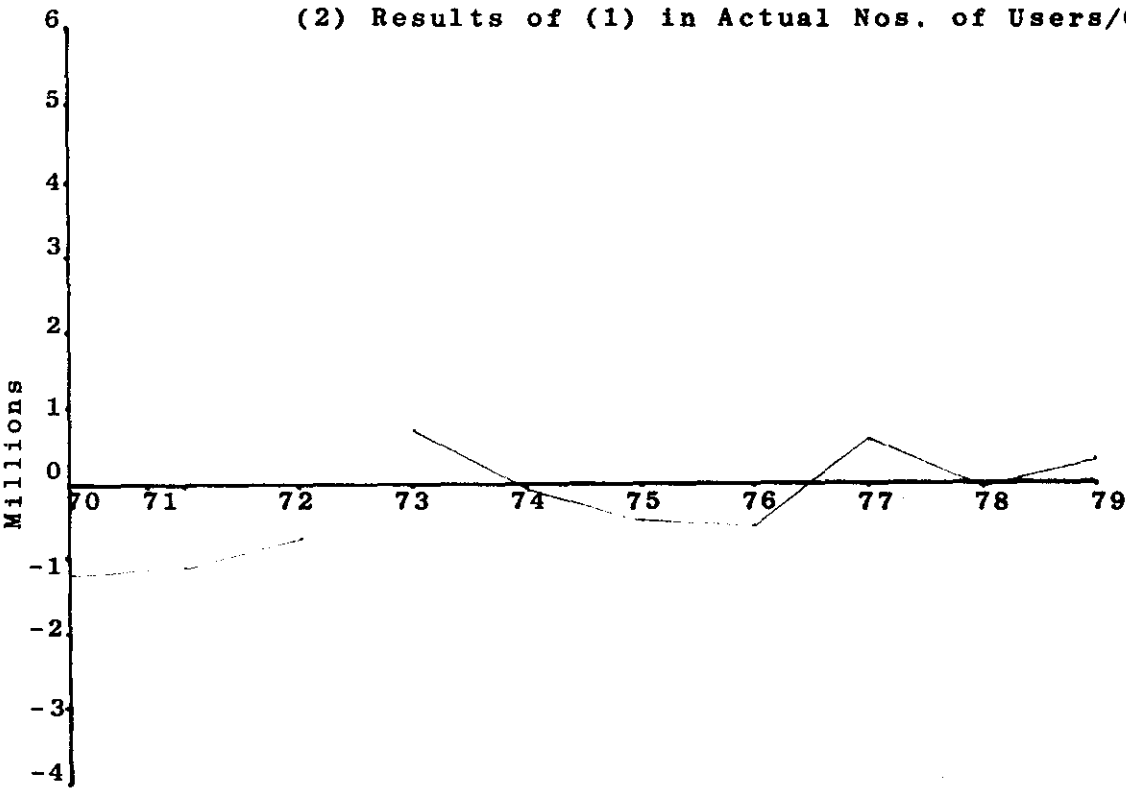
Penetration in Each Grade (Brand with most users)



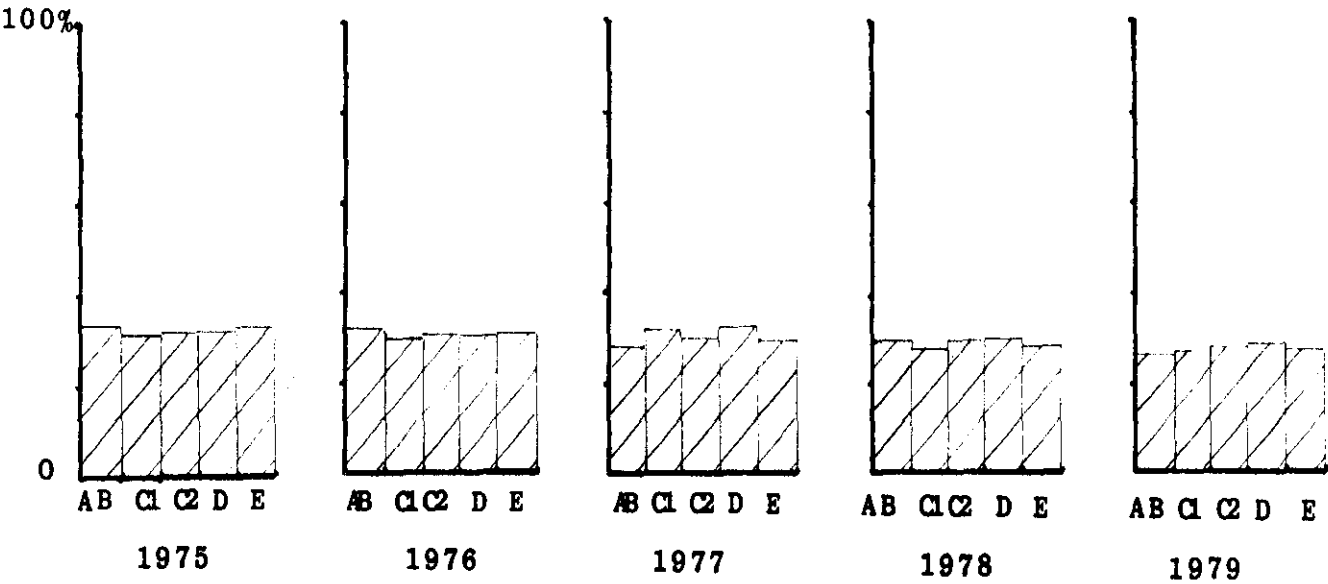
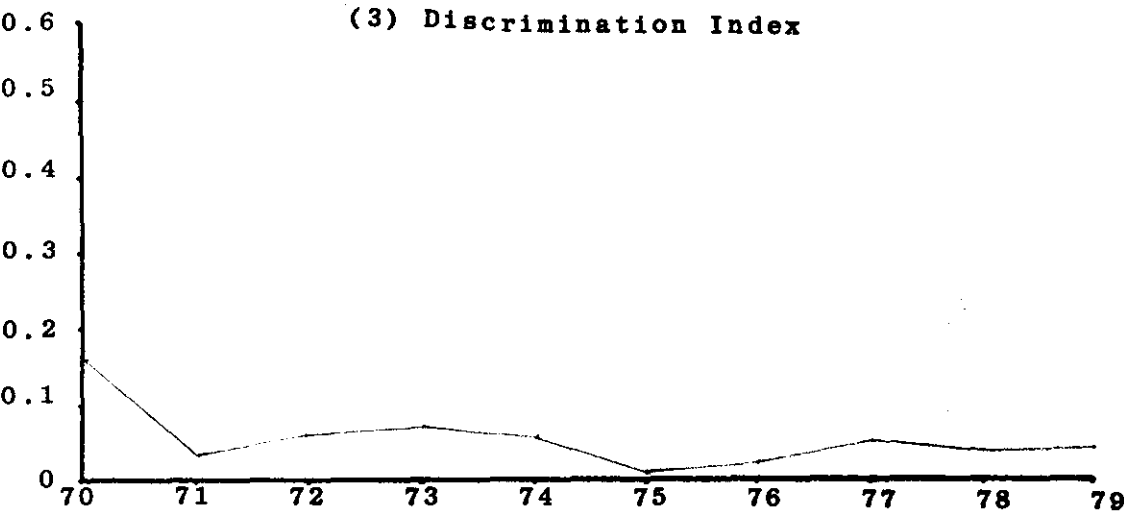
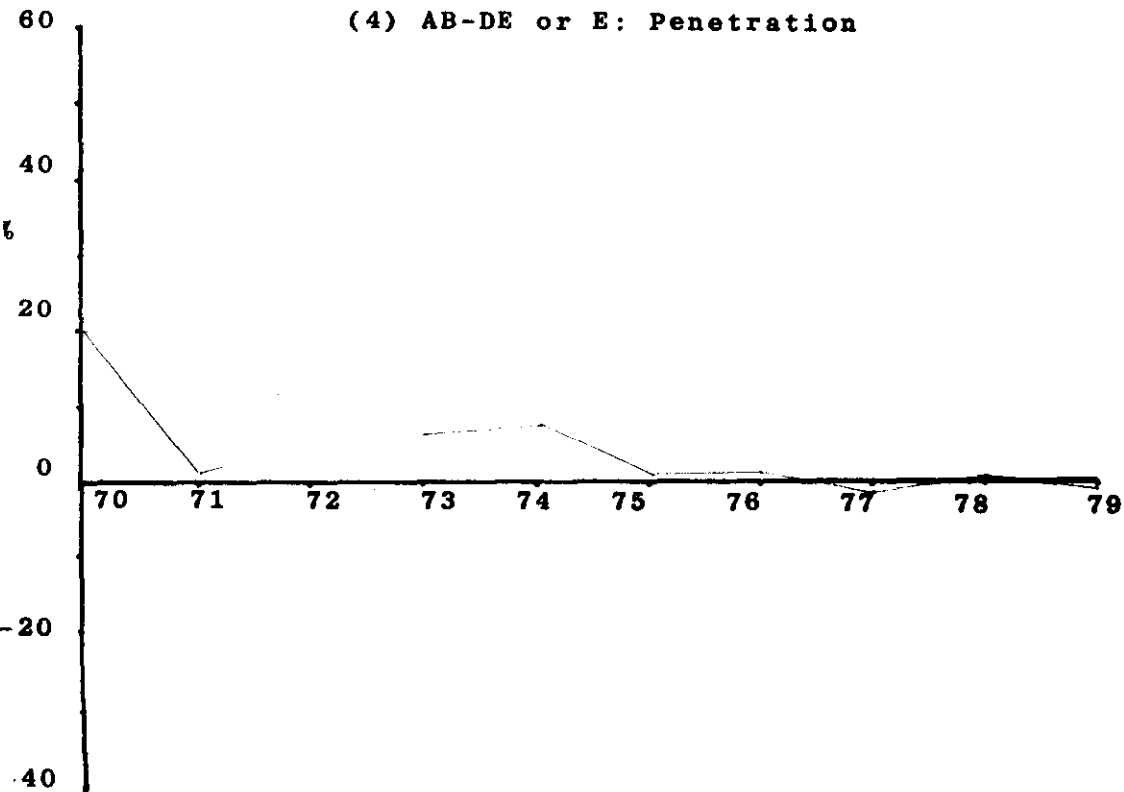
(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners



(Brand with most users)

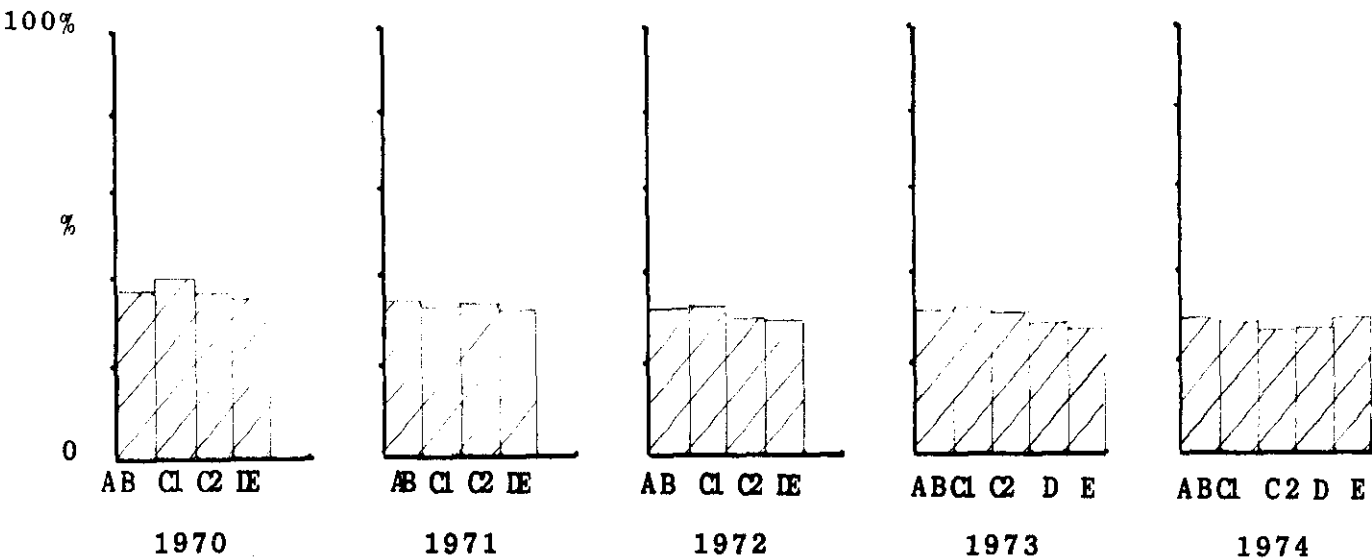


WASHING POWDERS, FLAKES AND LIQUIDS FOR CLOTHES AND FABRICS

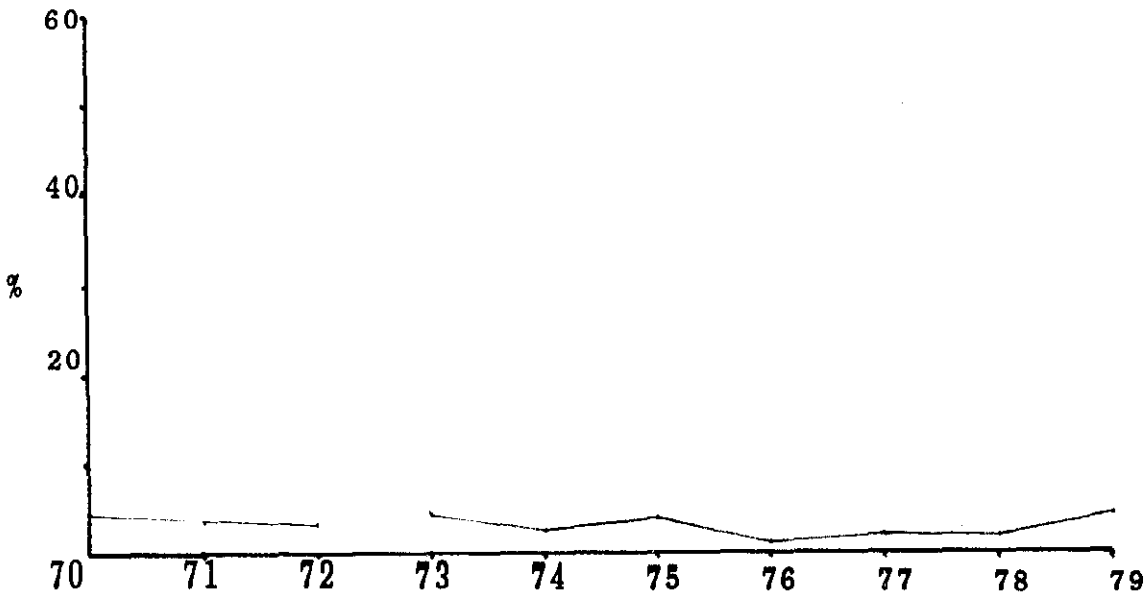
Brand with second most users

The brand with second most users was Persil throughout the period. The discrimination Index rose to 0.12 in 1979 but was around 0.05 for the rest of the time. The difference between maximum and minimum penetrations has been around 3%. Again there has been little consistency in the relative proportions of users in each grade.

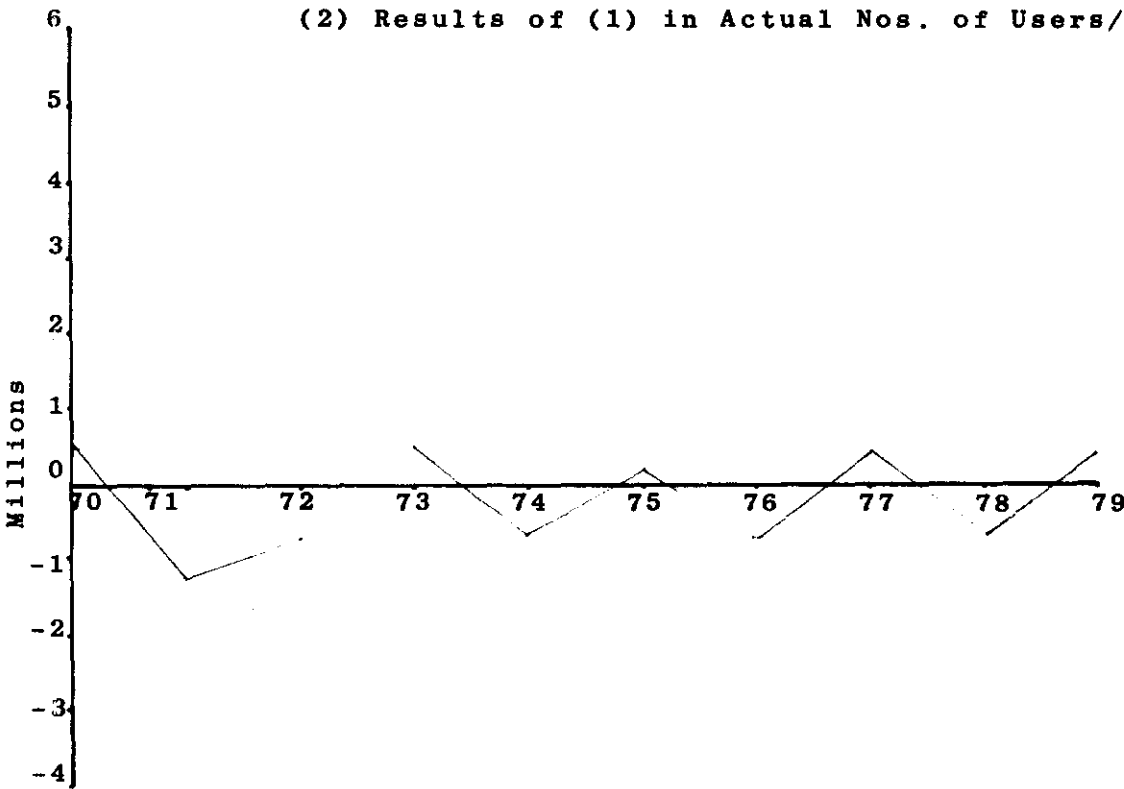
1970	Persil	1975	Persil
1971	"	1976	"
1972	"	1977	"
1973	"	1978	"
1974	"	1979	"



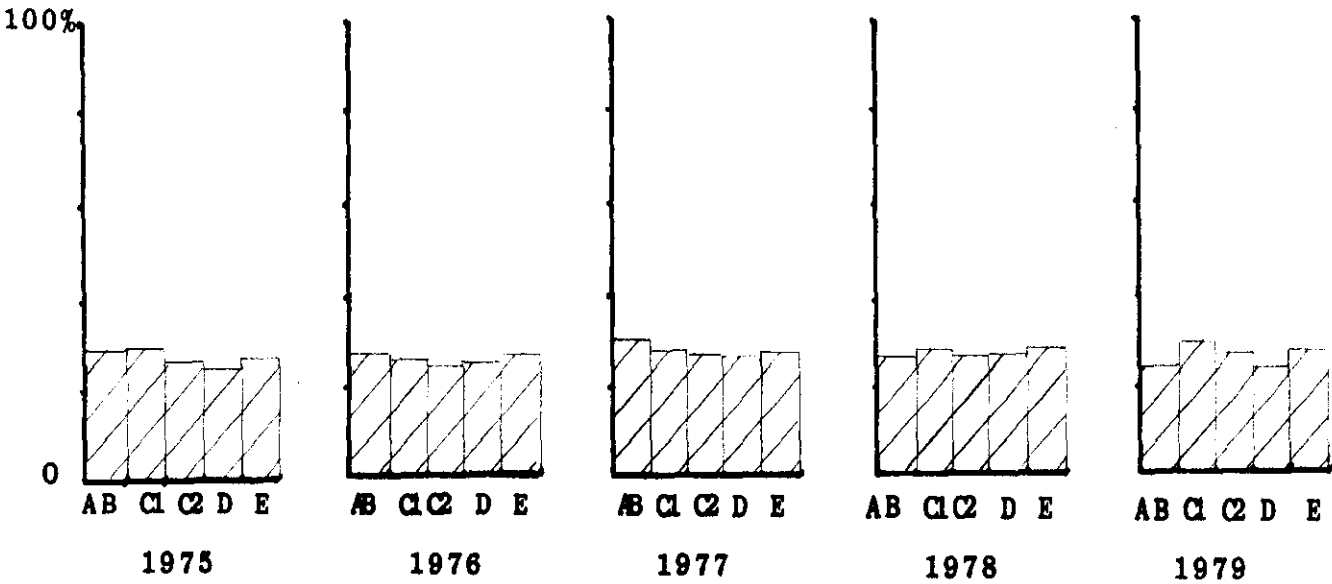
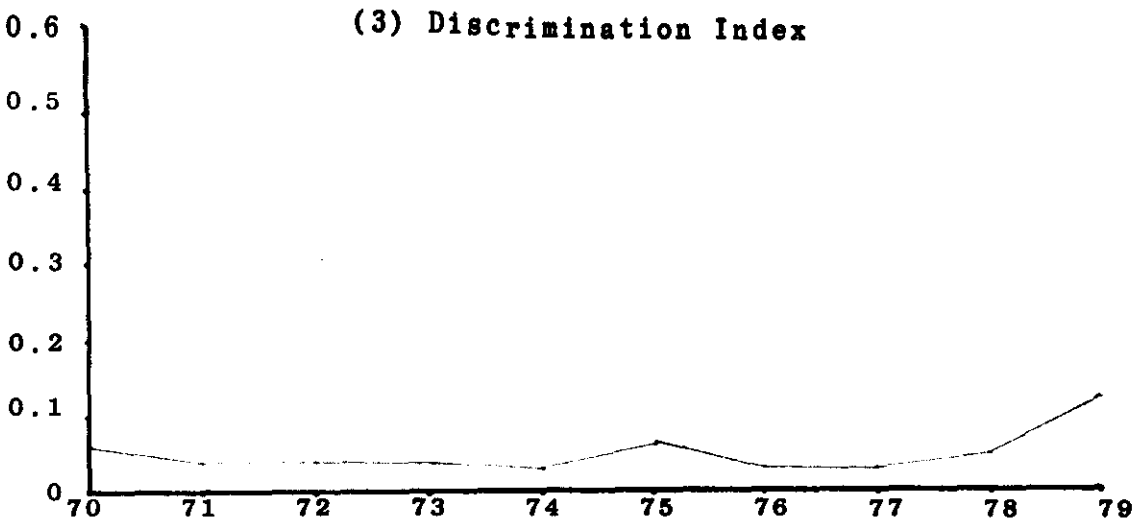
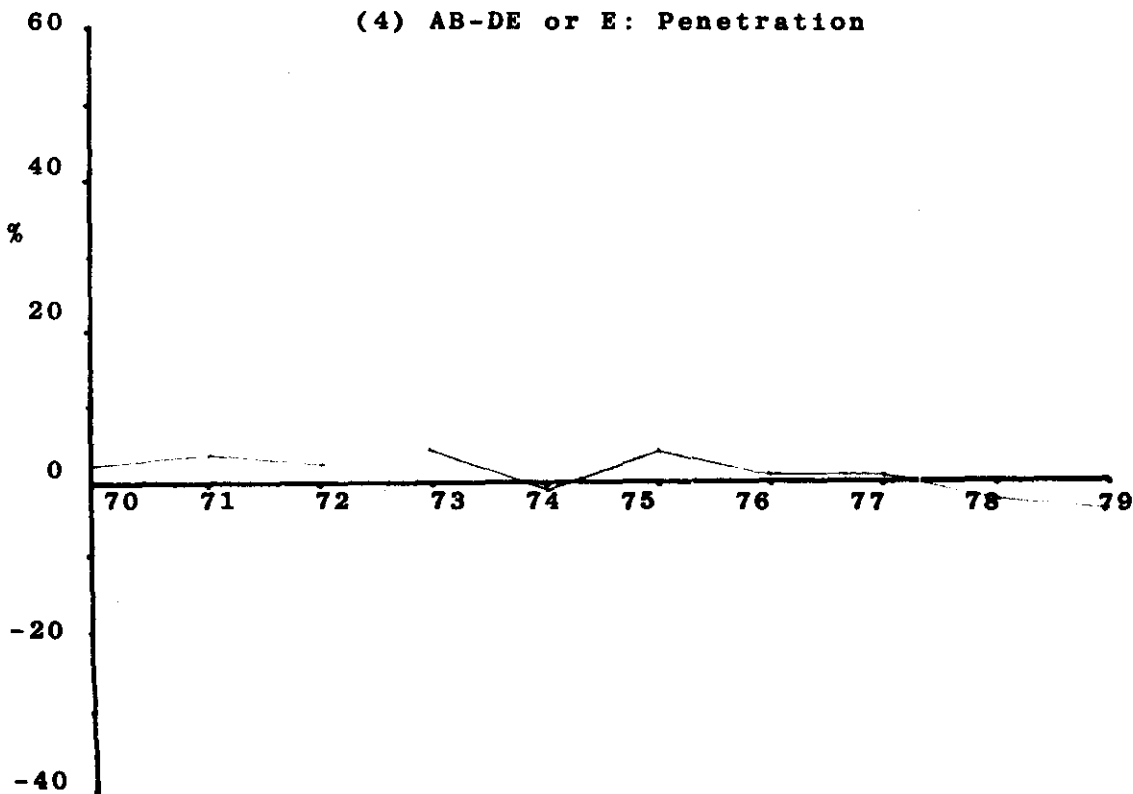
(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners



WASHING POWDER, FLAKES AND LIQUIDS FOR CLOTHES AND FABRICS Appendix C38.
 (Brand with second most users)

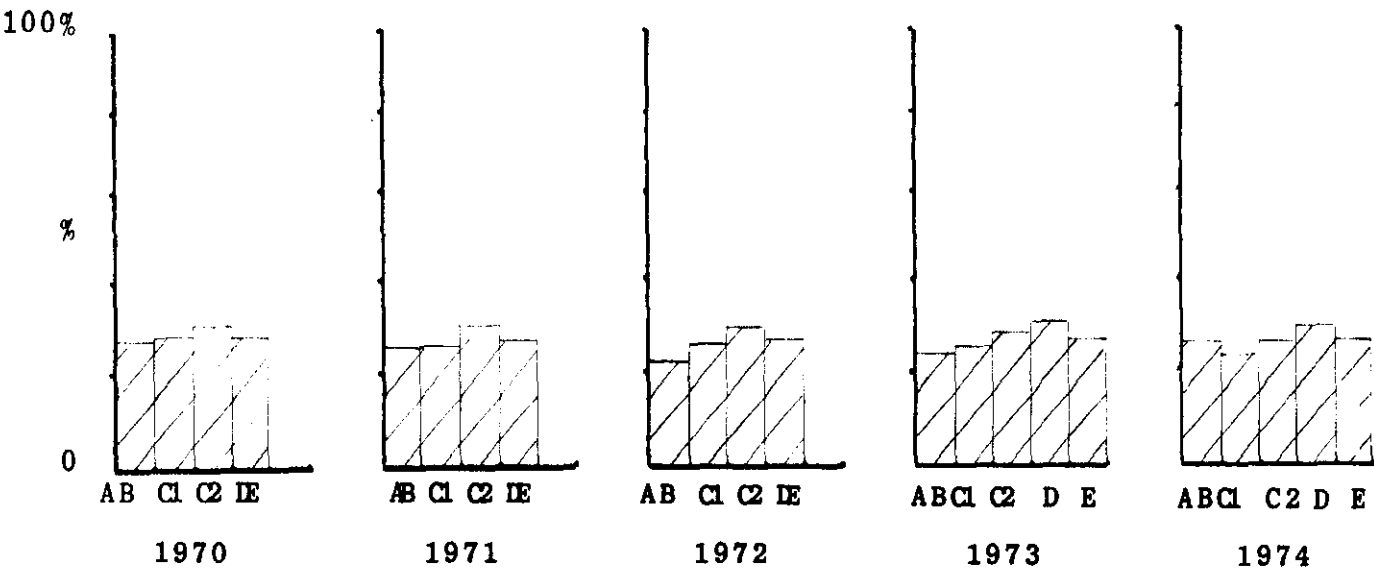


WASHING POWDERS, FLAKES AND LIQUIDS FOR CLOTHES AND FABRICS

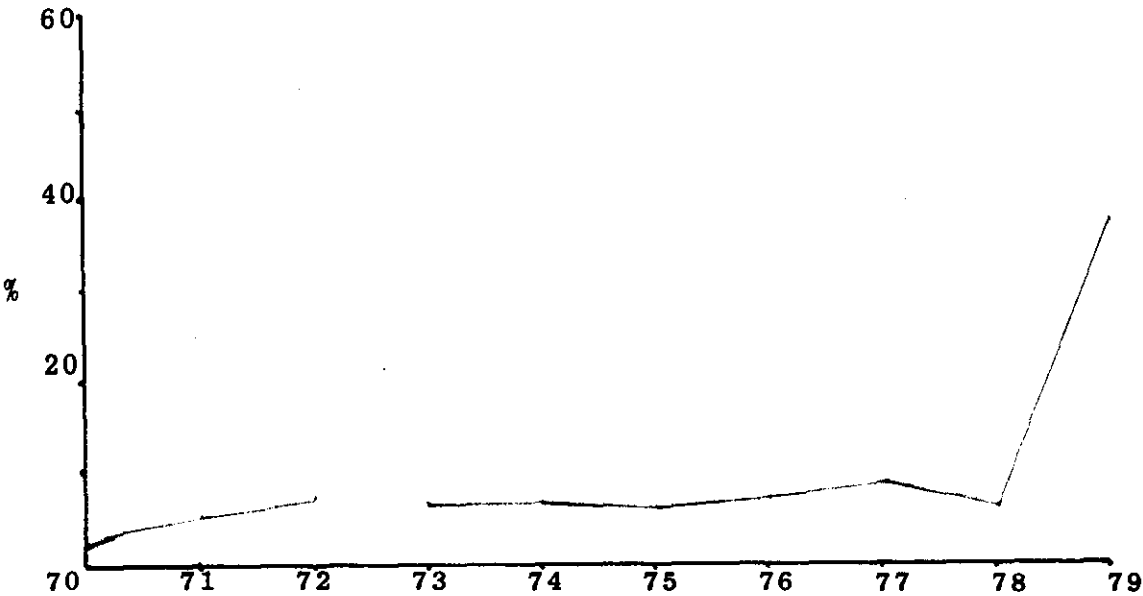
Brand with third most users

The brand with third most users was Daz until 1979 when Persil Automatic took its place. The discrimination Index was around 0.09 until 1979 when it rose to 0.31. The difference between maximum and minimum penetrations was around 7%, but 27.2% in 1979. The grade with maximum penetration for Daz was mostly D, but occasionally C2 or E, with lowest penetration in AB or C1. The skew for Persil Automatic was AB to E.

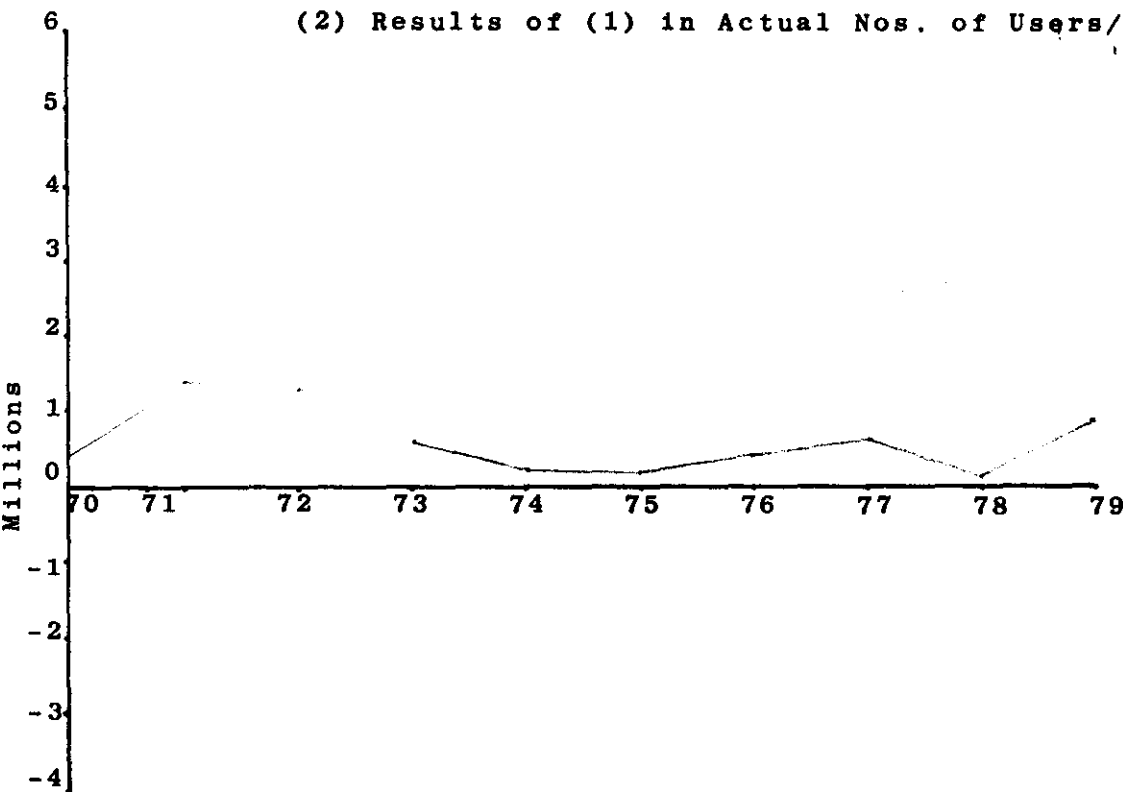
1970	Daz	1975	Daz
1971	"	1976	"
1972	"	1977	"
1973	"	1978	"
1974	"	1979	Persil Automatic

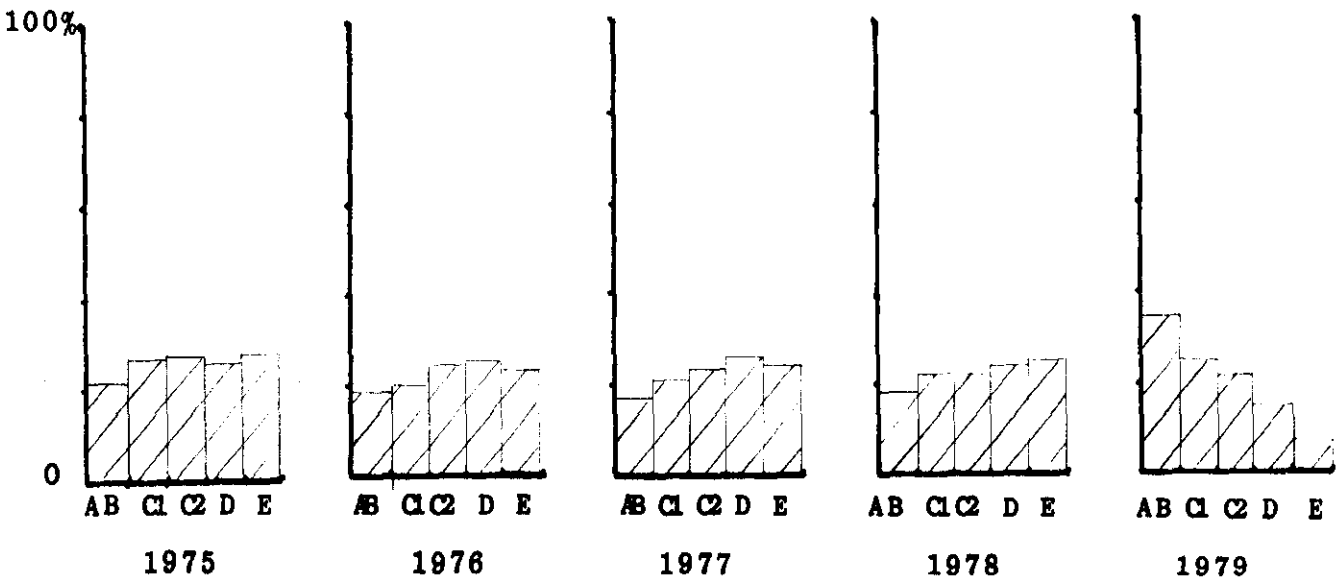
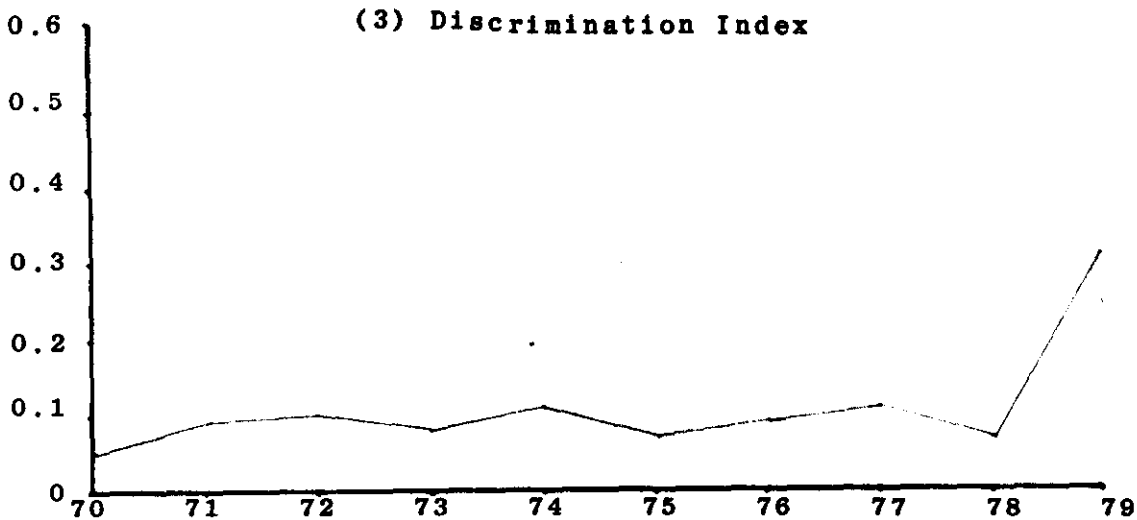
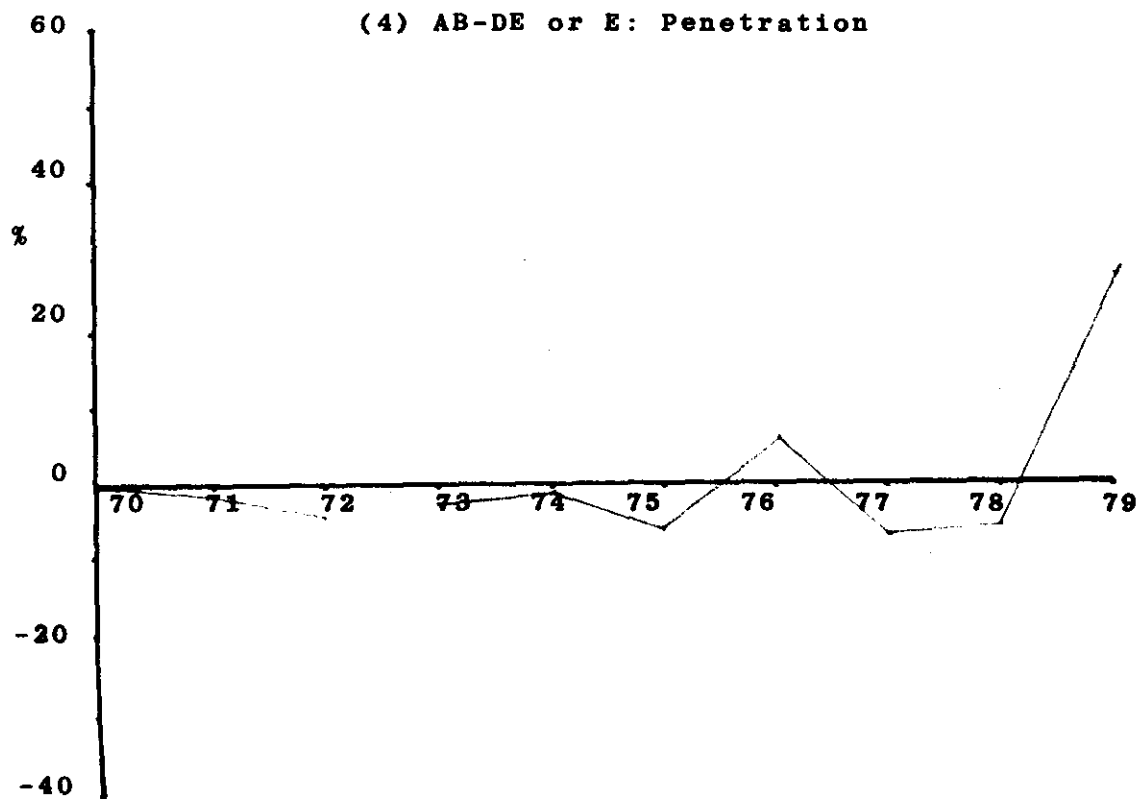


(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners



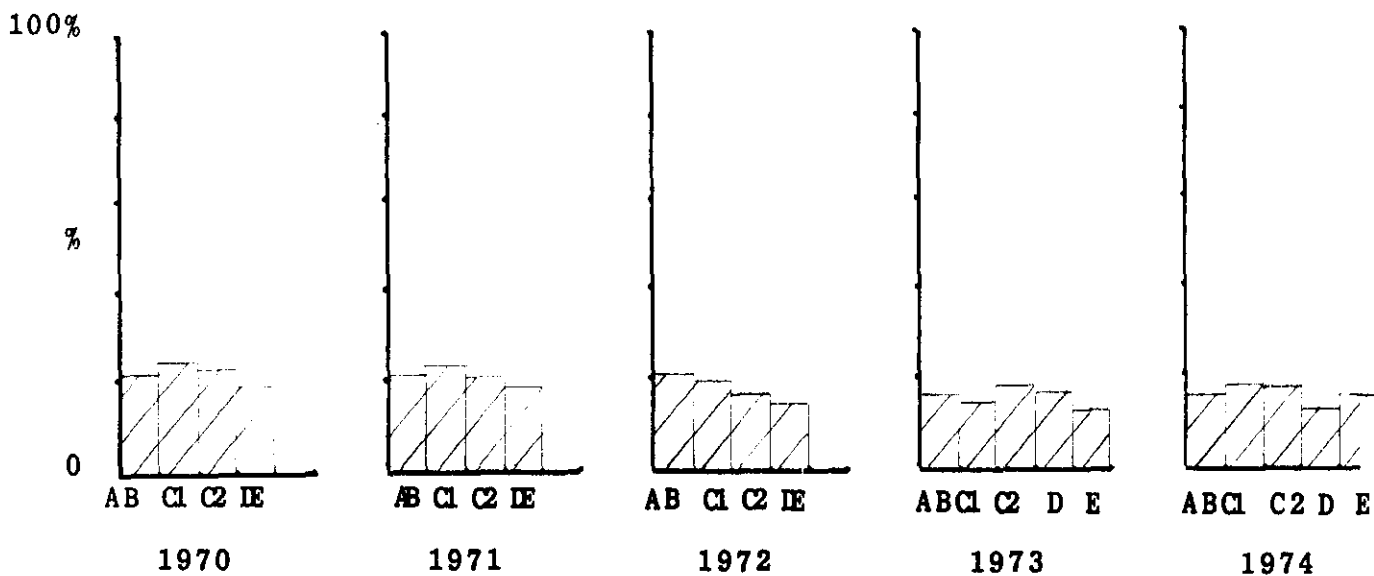


WASHING POWDERS, FLAKES AND LIQUIDS FOR CLOTHES AND FABRICS

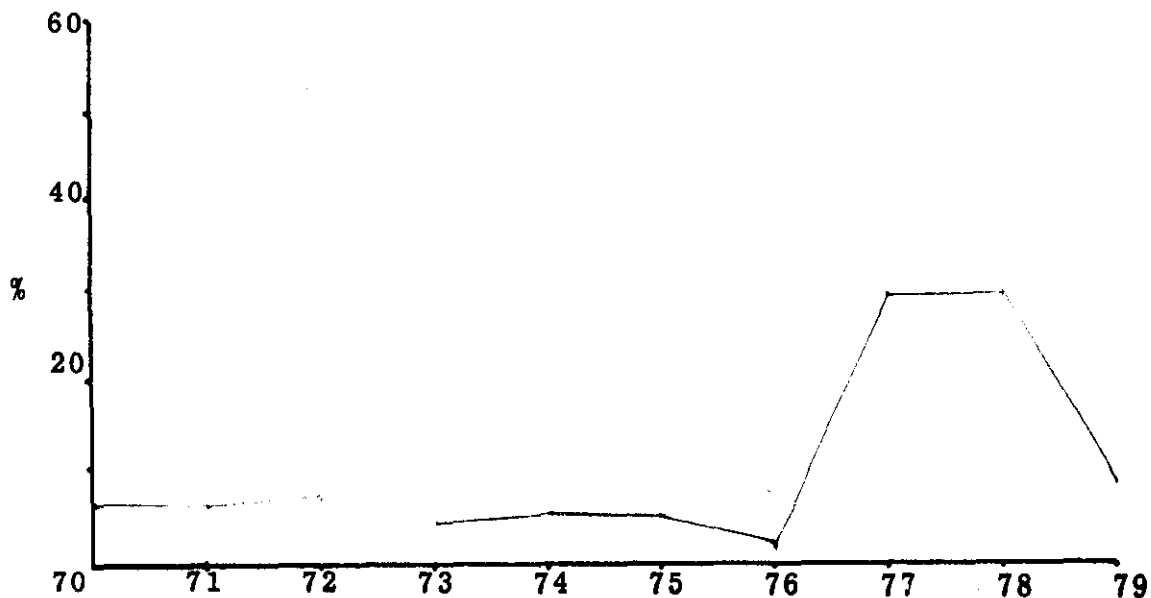
Brand with fourth most users

The brand with fourth most users was Radiant or Fairy Snow until Persil Automatic took fourth place in 1977 and 1978, and Daz in 1979 when Persil Automatic pushed it out of third place. The discrimination Index values were between 0.03 and 0.14 except for 1977 and 1978 at 0.40 and 0.38. The difference between maximum and minimum penetrations was between 1.6% and 8.6%, except for 1977 and 1978 when it was 28.7%. The pattern of penetration was inconsistent except for the AB to E skew in 1977 and 1978.

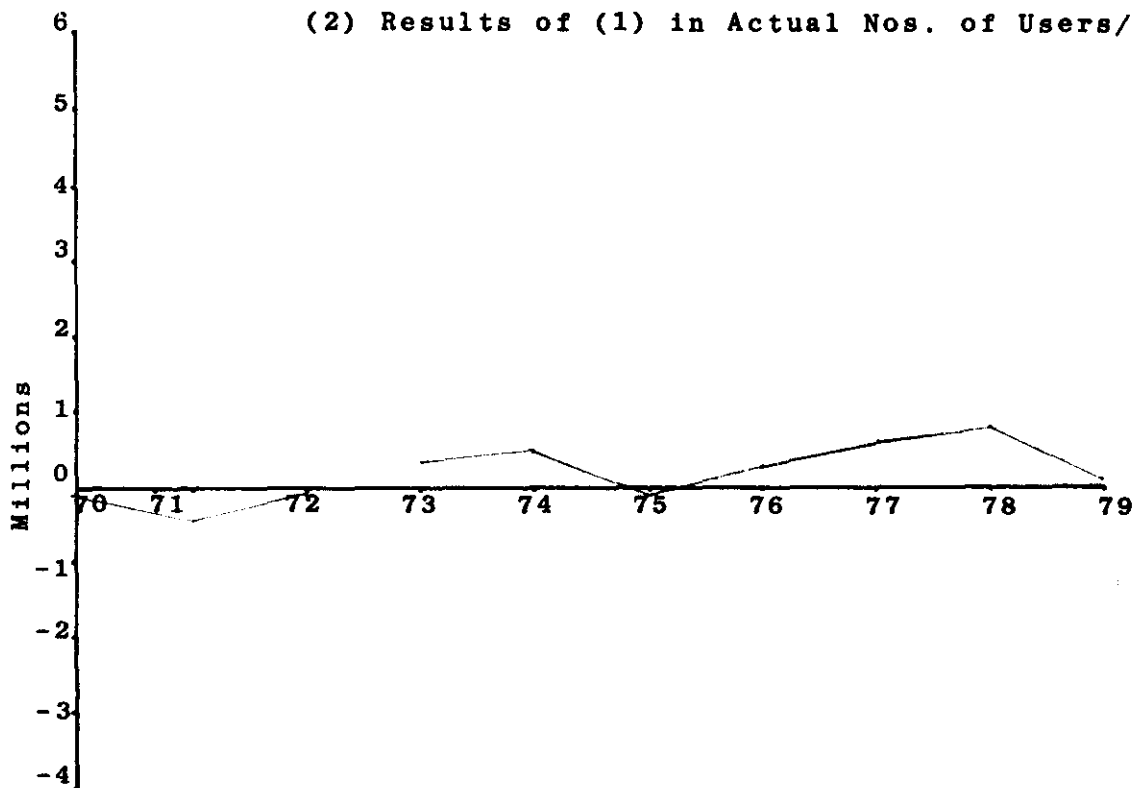
1970	Radiant	1975	Fairy Snow
1971	Radiant	1976	Fairy Snow
1972	Fairy Snow	1977	Persil Automatic
1973	Radiant	1978	Persil Automatic
1974	Fairy Snow	1979	Daz

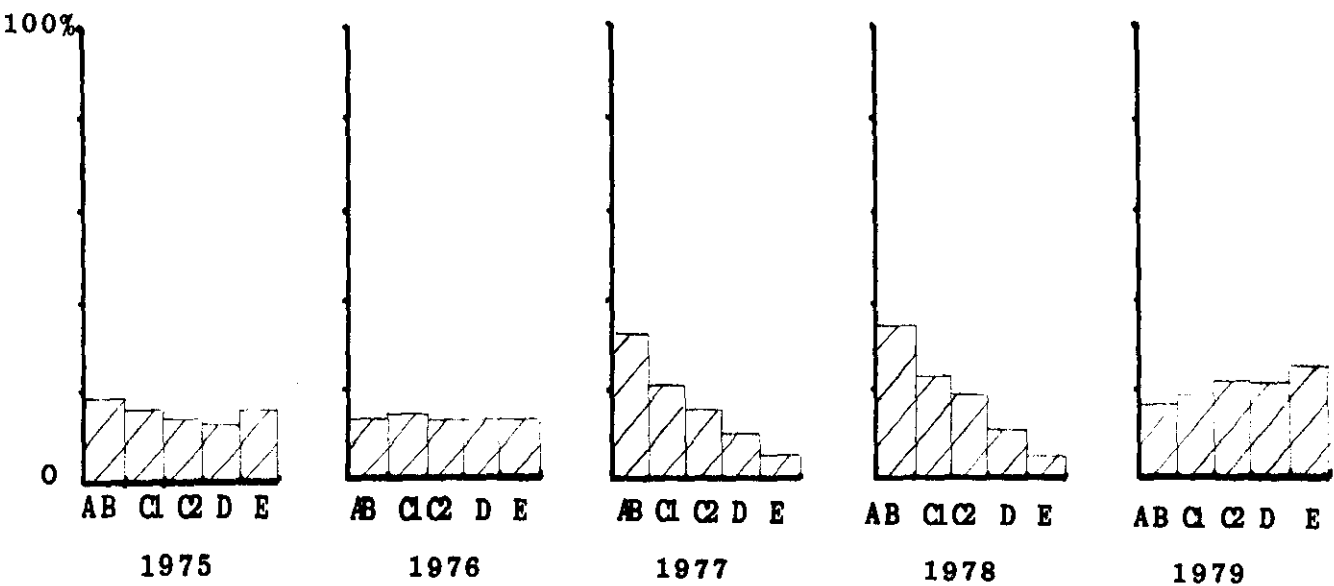
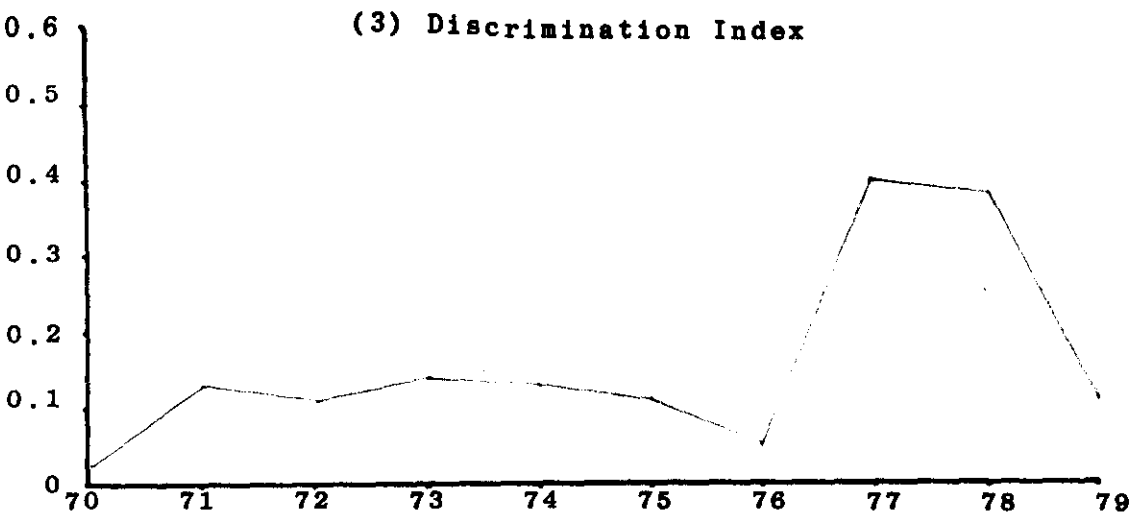
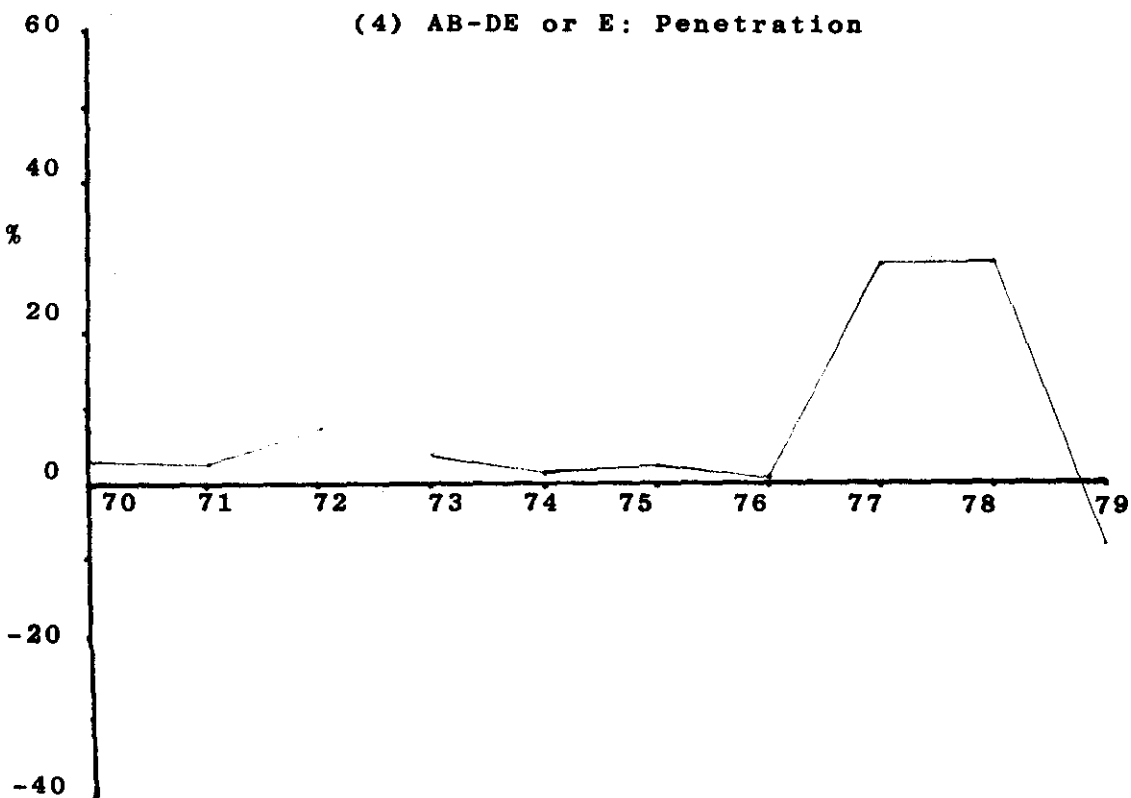


(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners





CIGARETTES

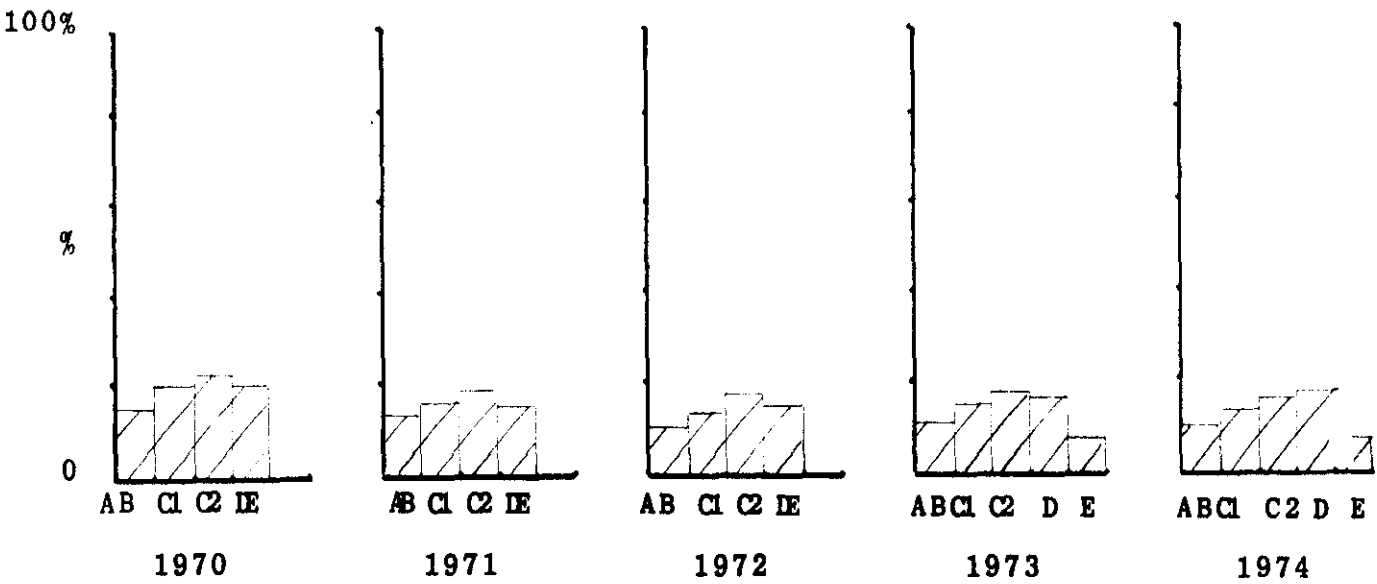
Brand with most users

The brand with most users was Embassy tipped until Benson and Hedges King Size took its place in 1978 and 1979. The discrimination Index was around 0.25 from 1973, but fell to 0.18 and 0.17 in 1978 and 1979. The difference between maximum and minimum penetrations was highest in 1973 at 10.7% but had fallen to 4.4% by 1979. The highest percentage of users was in the C2 or D grades, and the lowest in the AB grade or the E grade when D and E were shown separately.

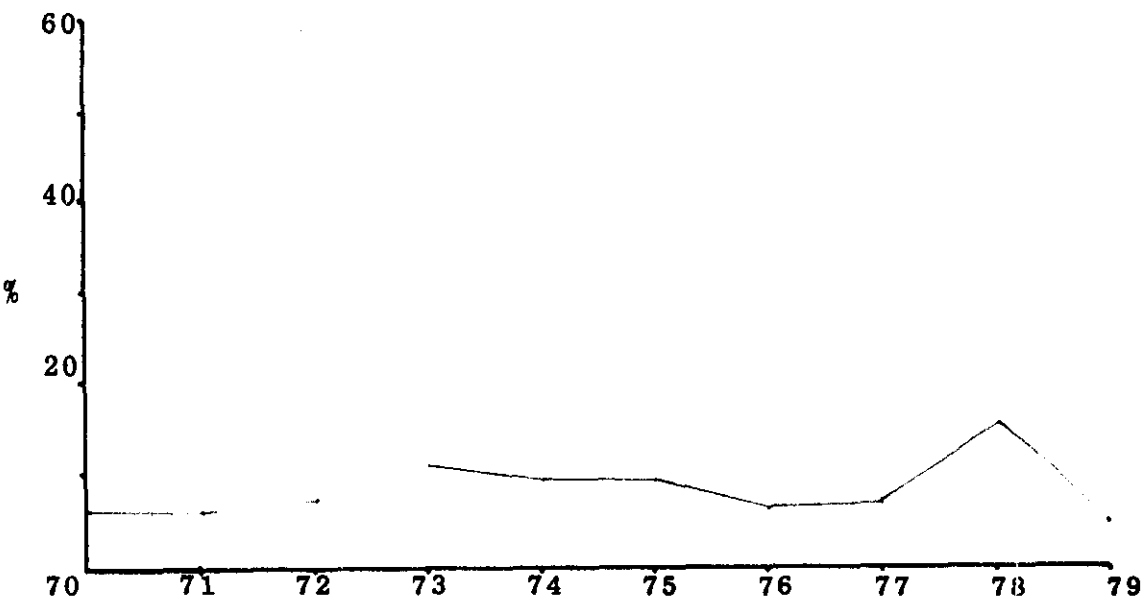
1970	Embassy tipped	1975	Embassy tipped
1971	"	1976	"
1972	"	1977	"
1973	"	1978	Benson & Hedges King Size
1974	"	1979	"

CIGARETTES - Brand with most users
Penetration in Each Grade

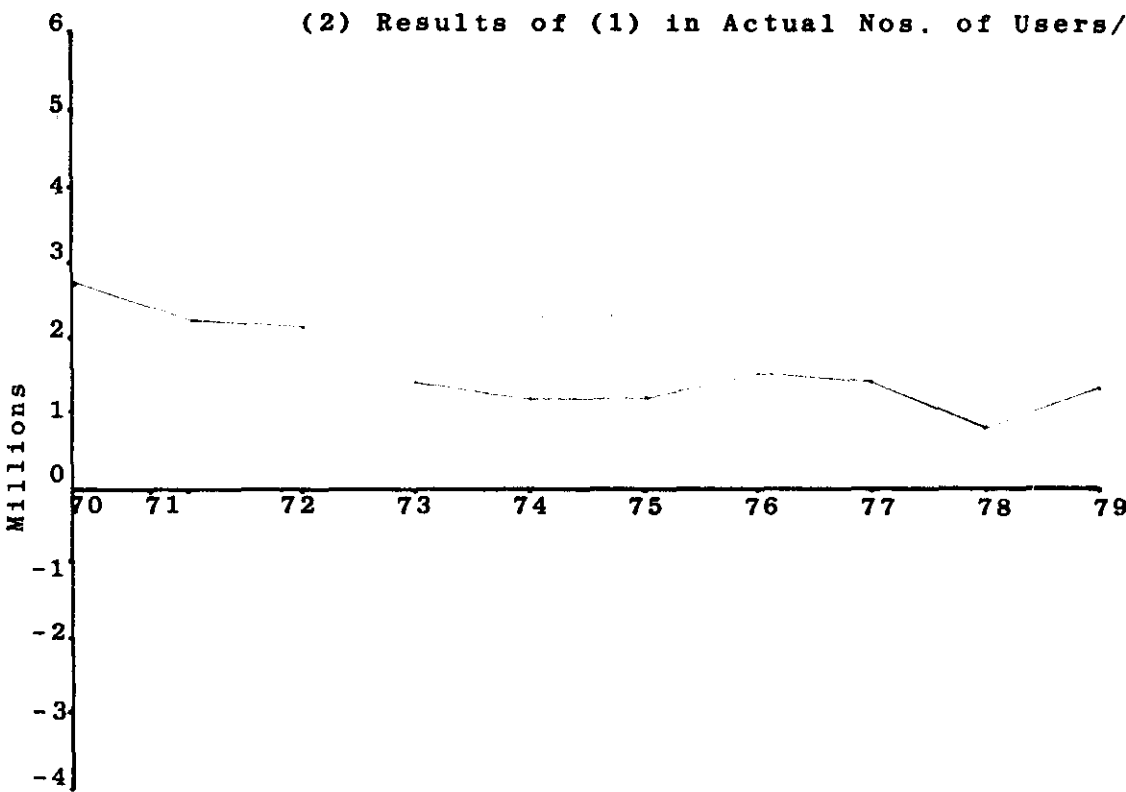
Appendix C41.

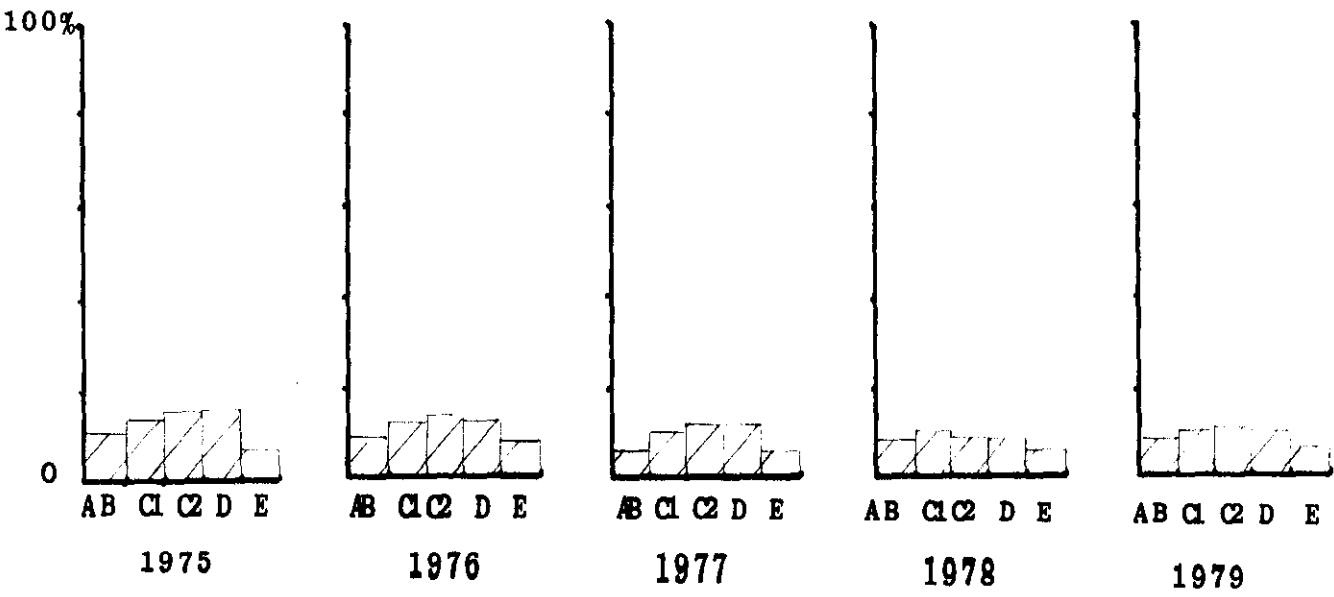
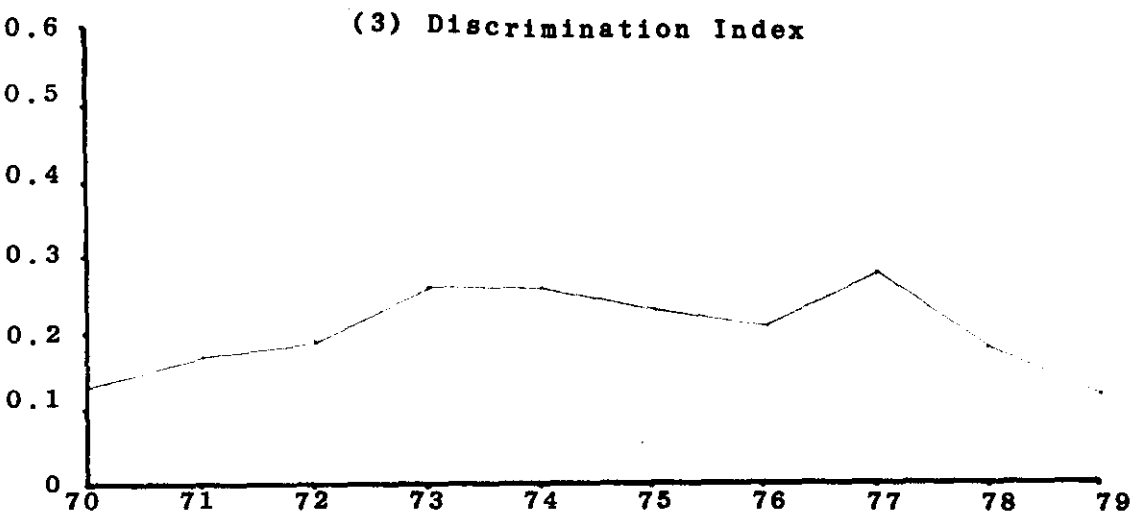
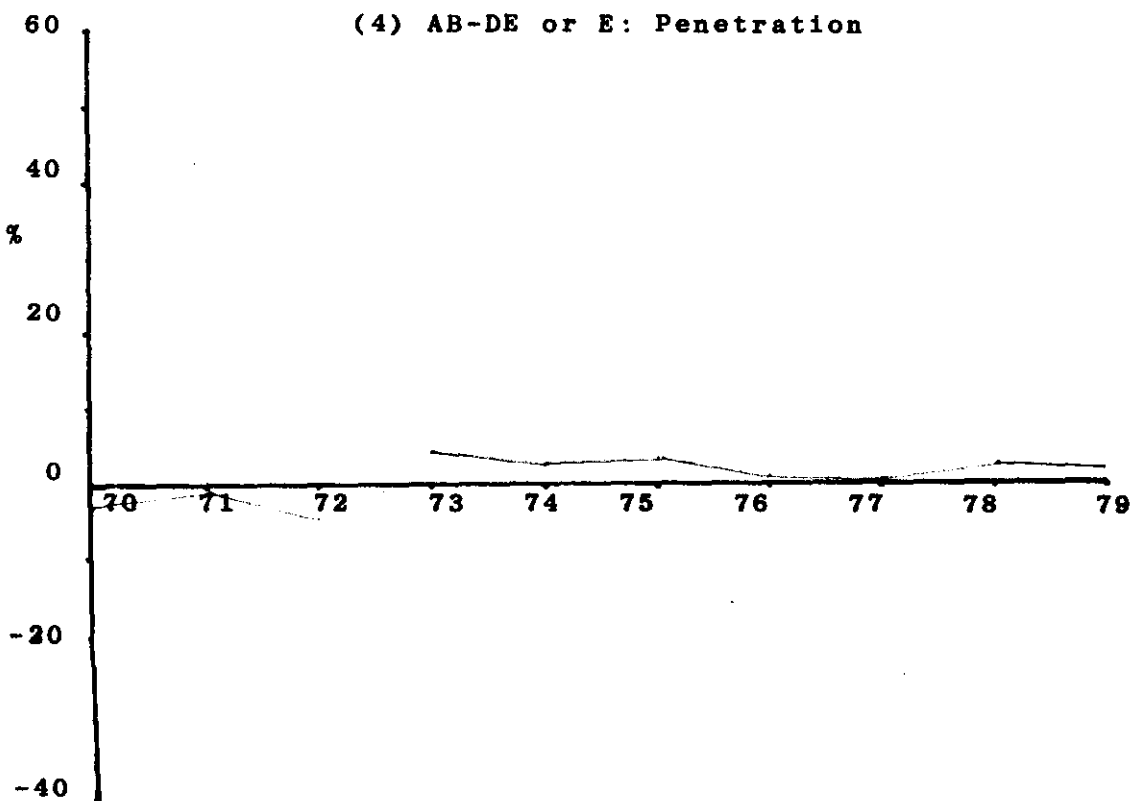


(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners





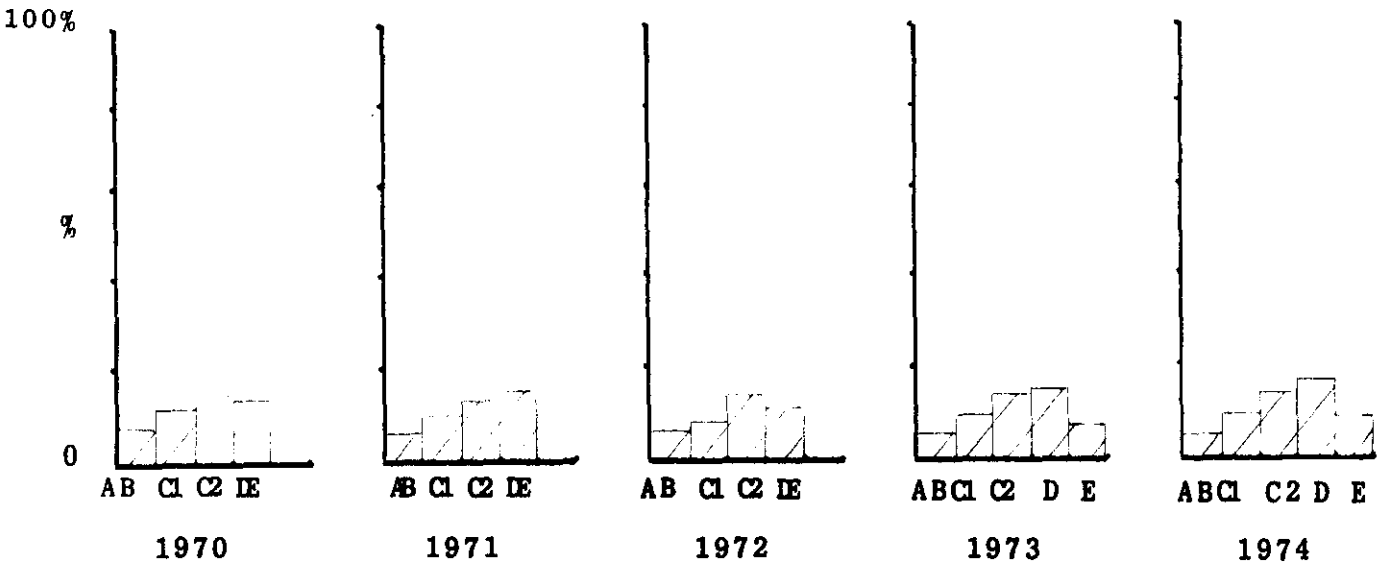
CIGARETTES

Brand with second most users

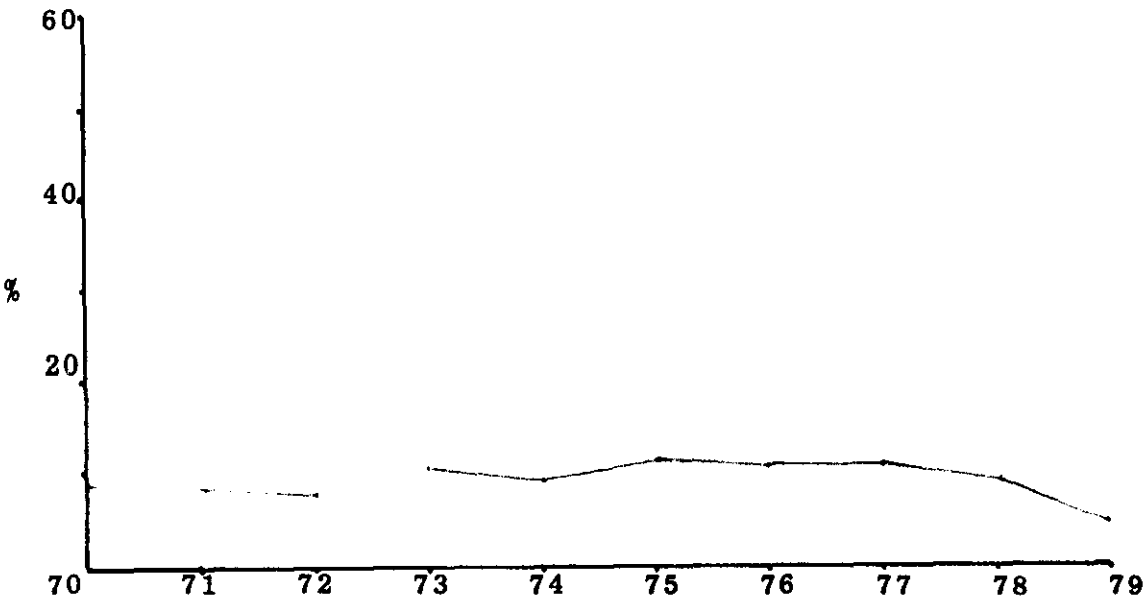
The brand with second most users was Players No. 6 until 1979 when it was Embassy No. 1 King Size. The discrimination Index has been over 0.3 since 1973. The difference between maximum and minimum percentages was around 10% since 1973 but fell to 4.4% in 1979. Since 1973 the highest penetration has been in the D grade and the lowest in the AB grade.

1970	Players No. 6 tipped	1975	Players No. 6 tipped
1971	"	1976	"
1972	"	1977	"
1973	"	1978	"
1974	"	1979	Embassy No. 1 King Size

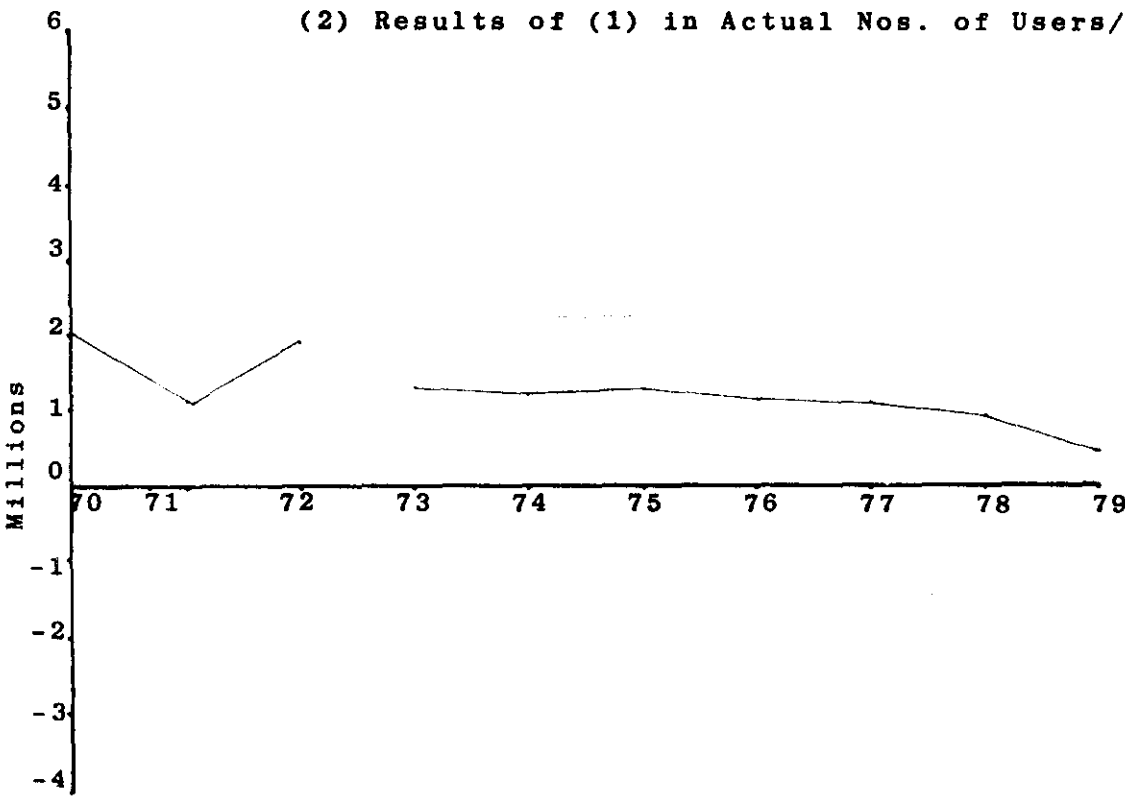
Penetration in Each Grade

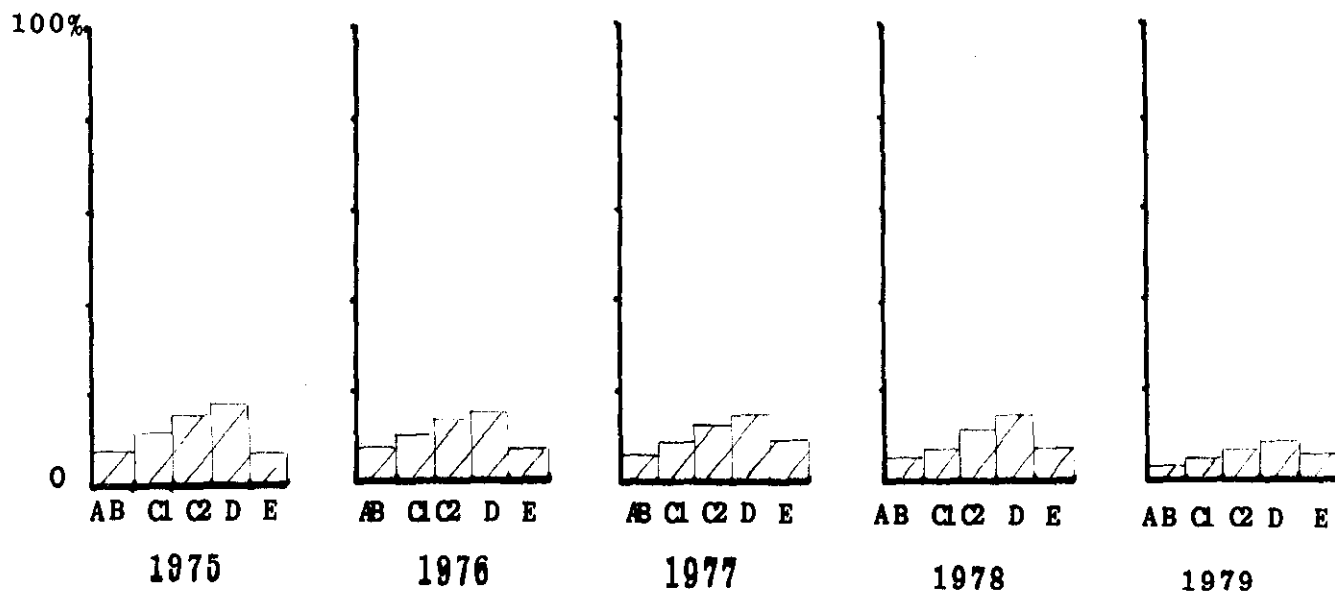
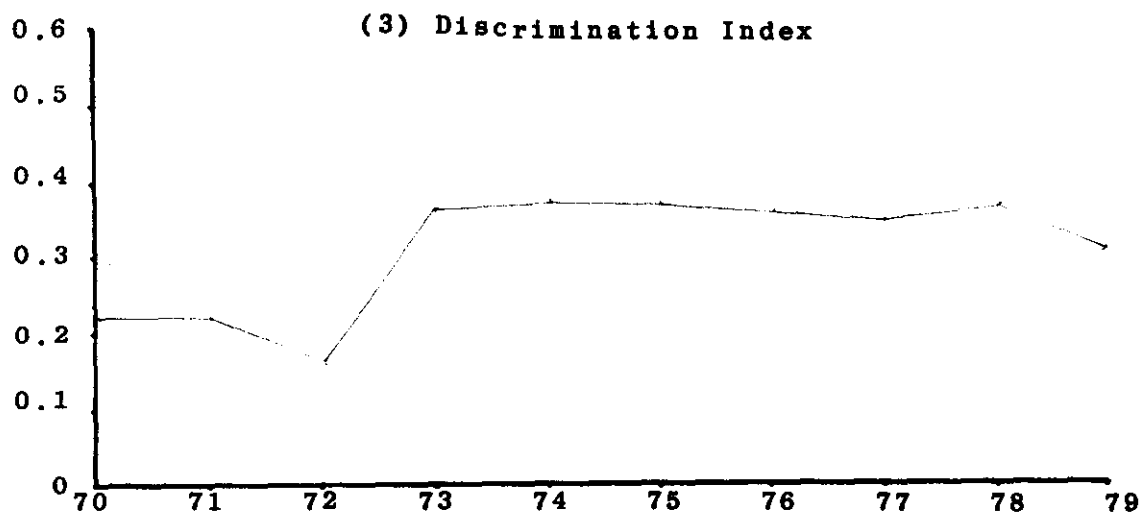
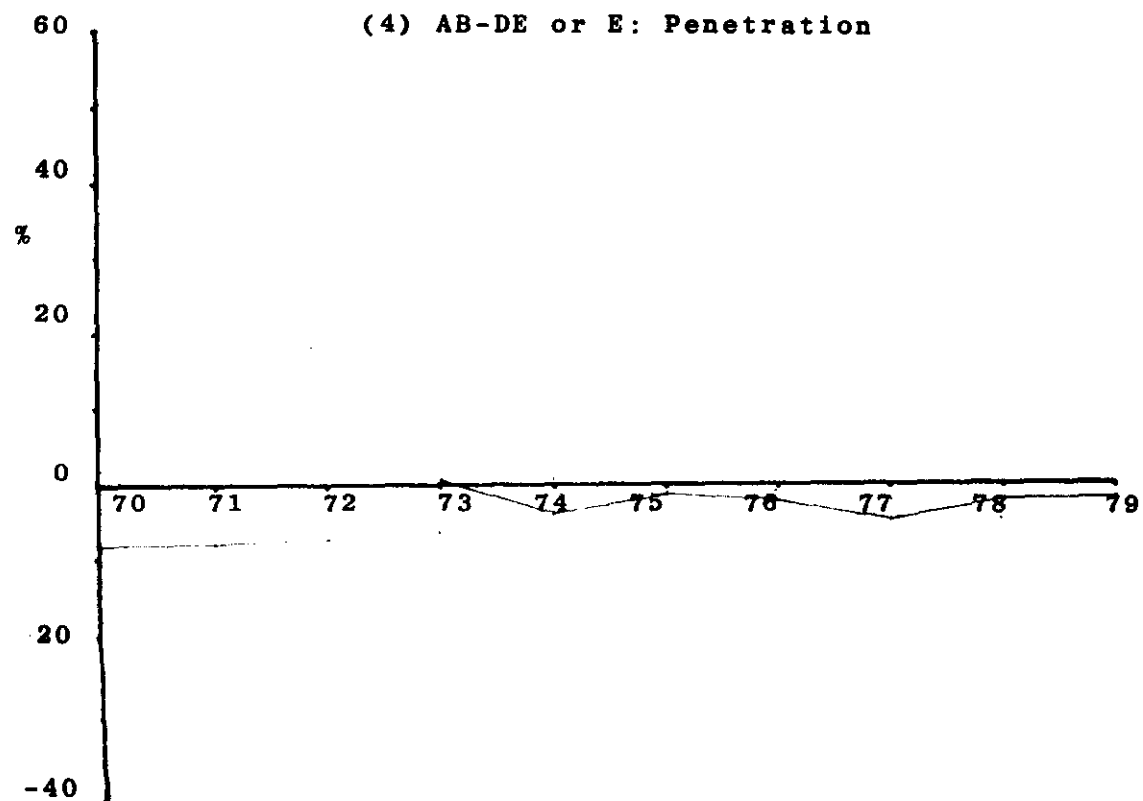


(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners





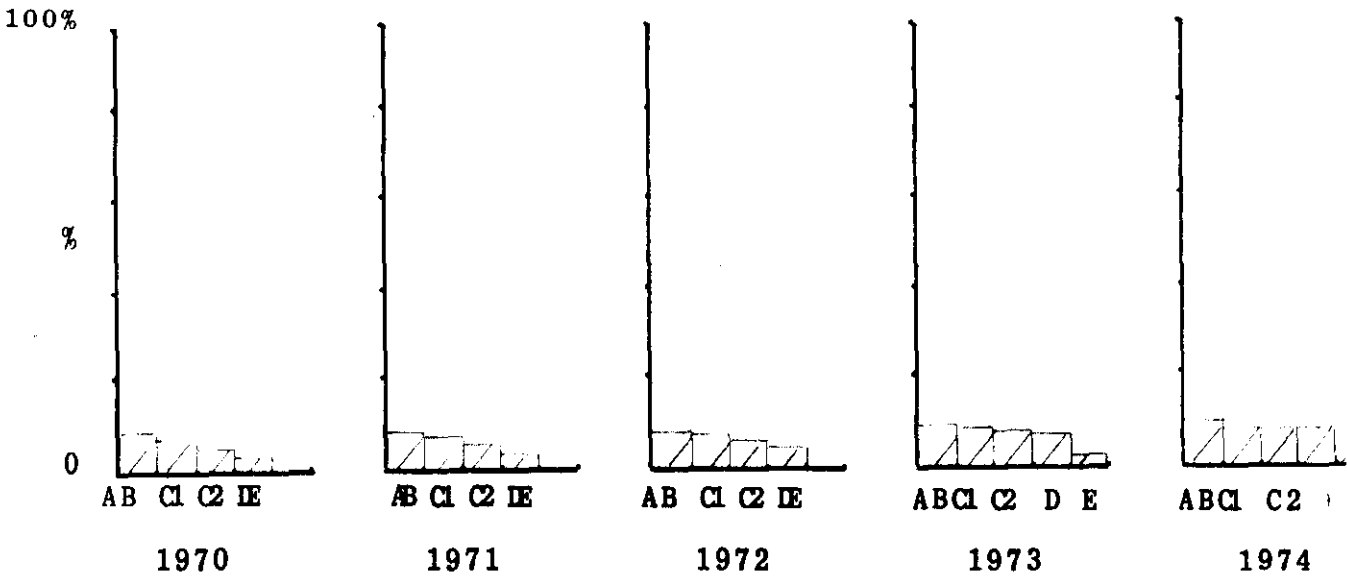
CIGARETTES

Brand with third most users

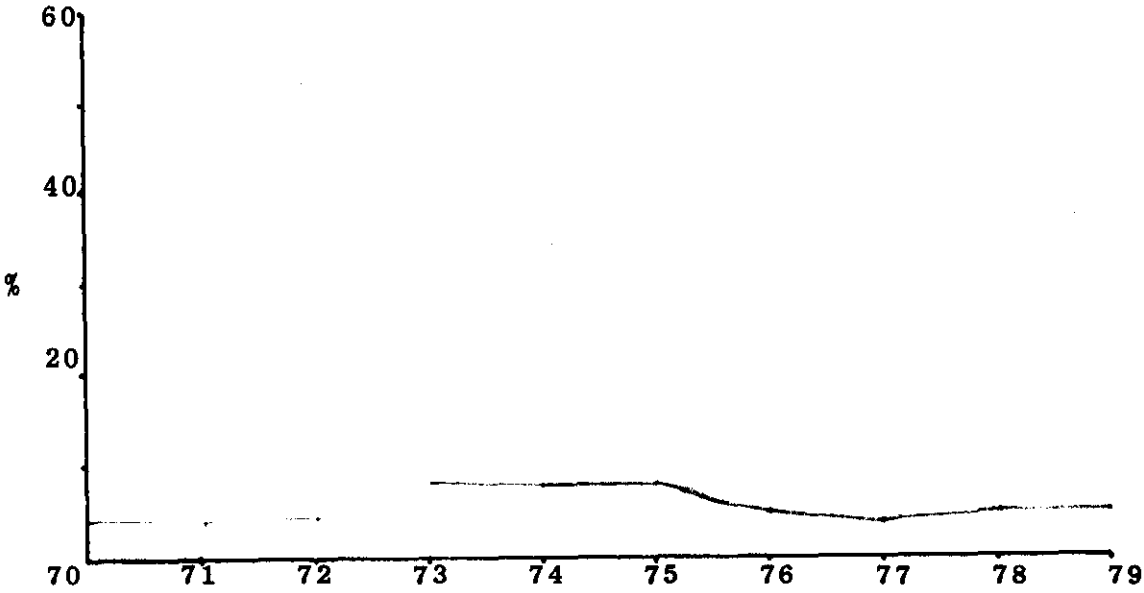
The brand with third most users was Benson and Hedges King Size for the first six years of the period but there was no consistency in the last four years. The discrimination Index was around 0.2 but rose when other brands took over third position. The difference between maximum and minimum penetrations spread between 4.2% and 7.7%. The skew was from AB to E until 1976. The maximum penetration in 1976, 1978 and 1979 was in D, and the minimum in AB. In 1977 the highest penetration was in C1 and the lowest in E.

1970	Benson & Hedges King Size	1975	Benson & Hedges King Size
1971	"	1976	Embassy Regal
1972	"	1977	Benson & Hedges King Size
1973	"	1978	Embassy tipped
1974	"	1979	Players No. 6 tipped

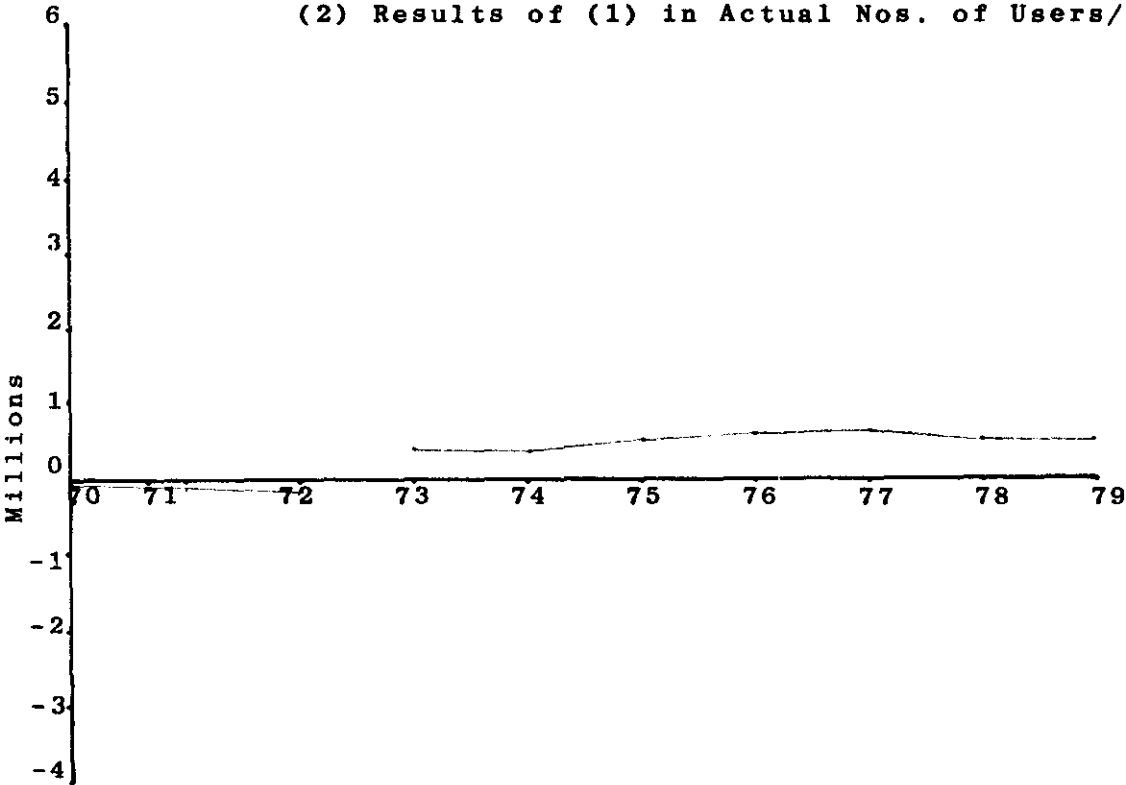
Penetration in Each Grade

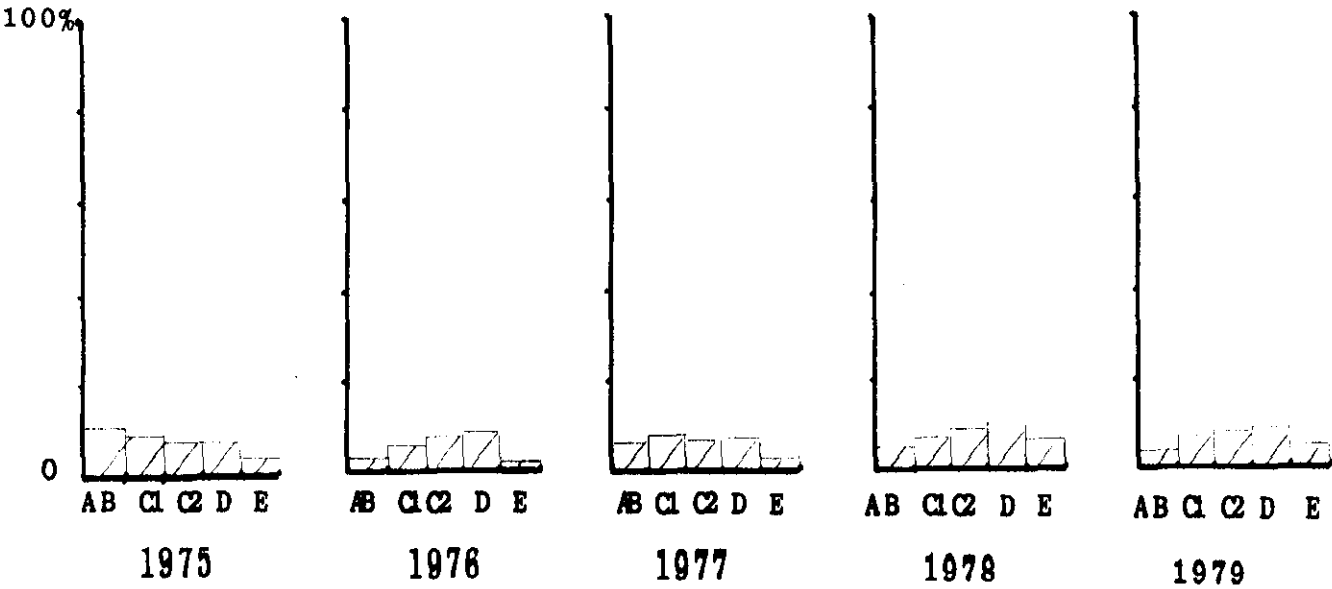
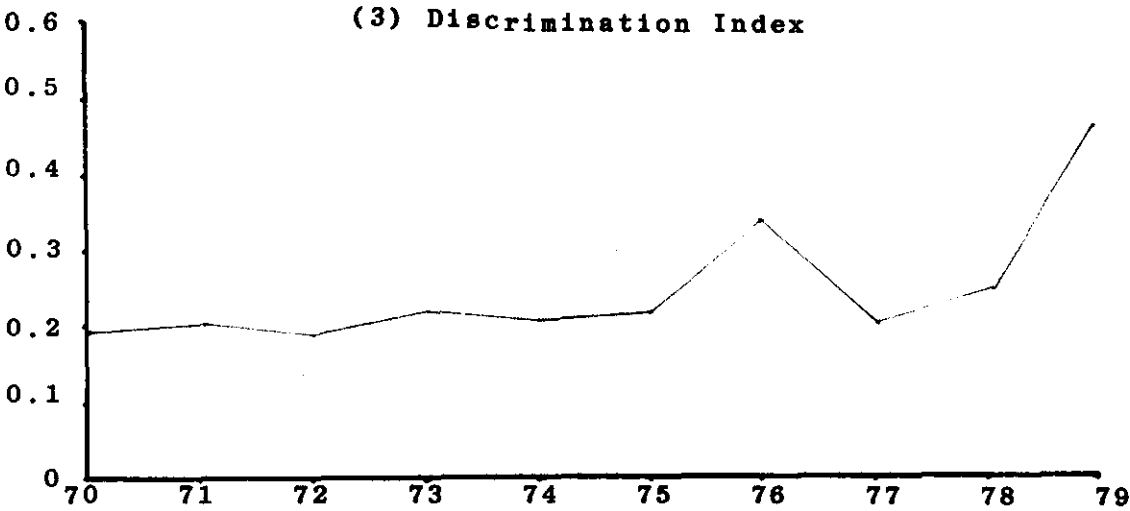
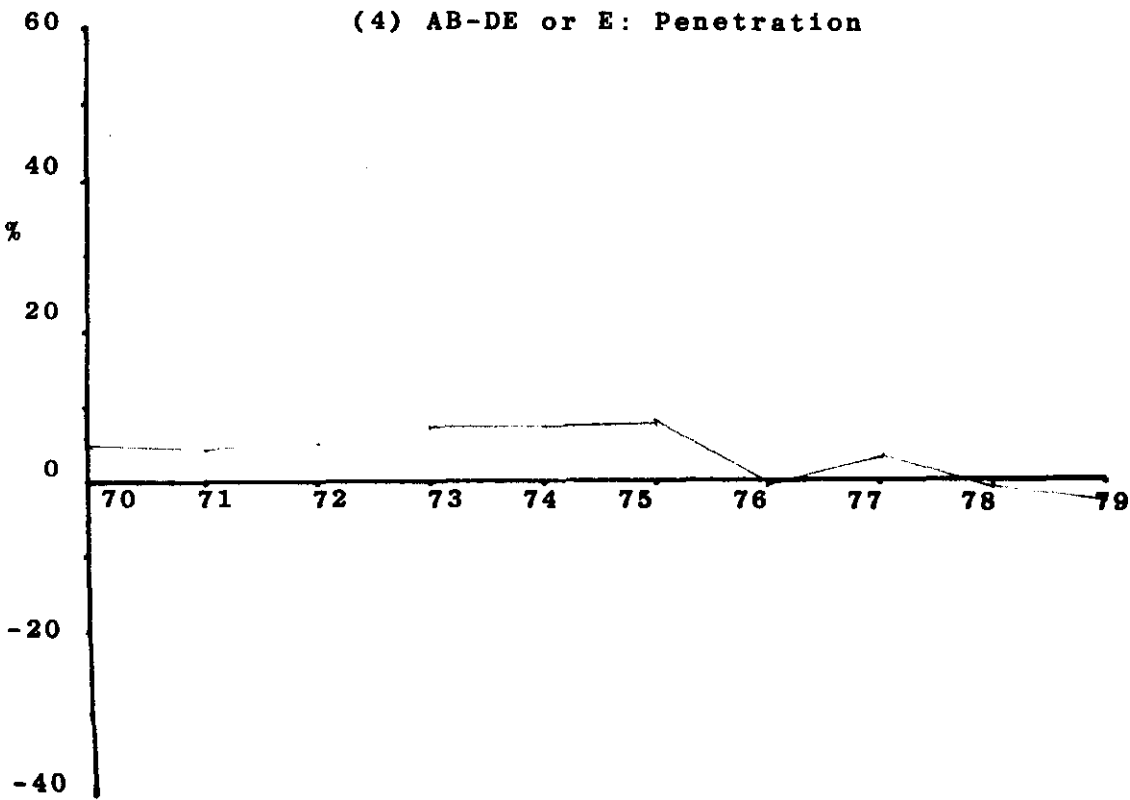


(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners





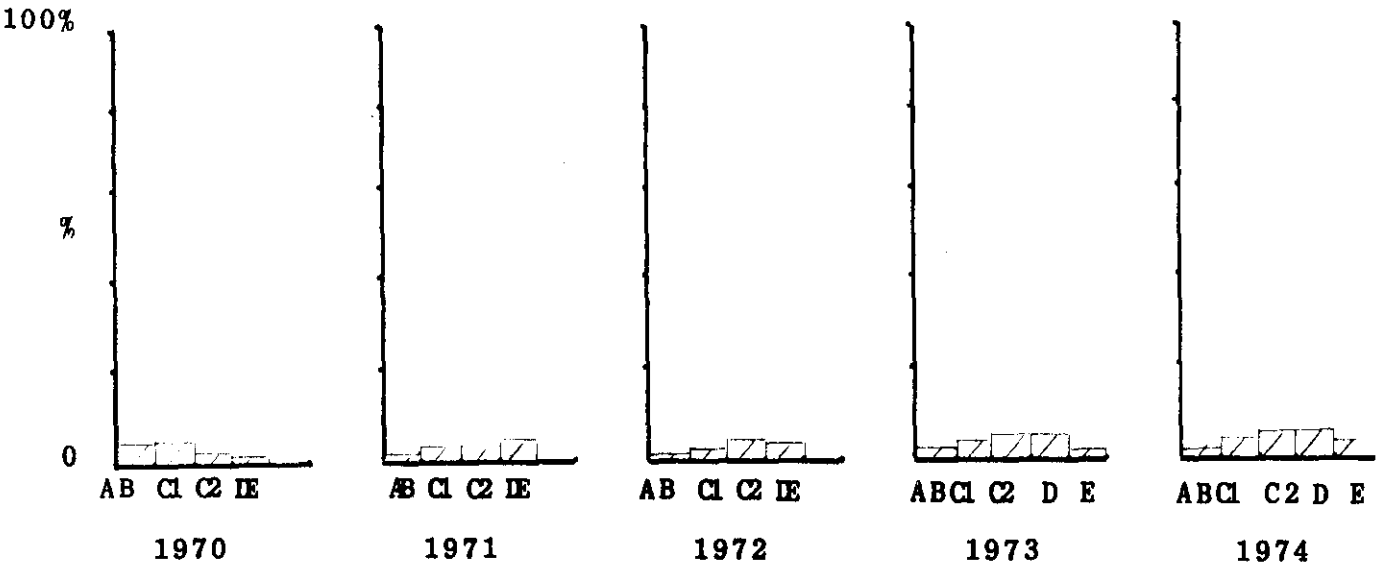
CIGARETTES

Brand with fourth most users

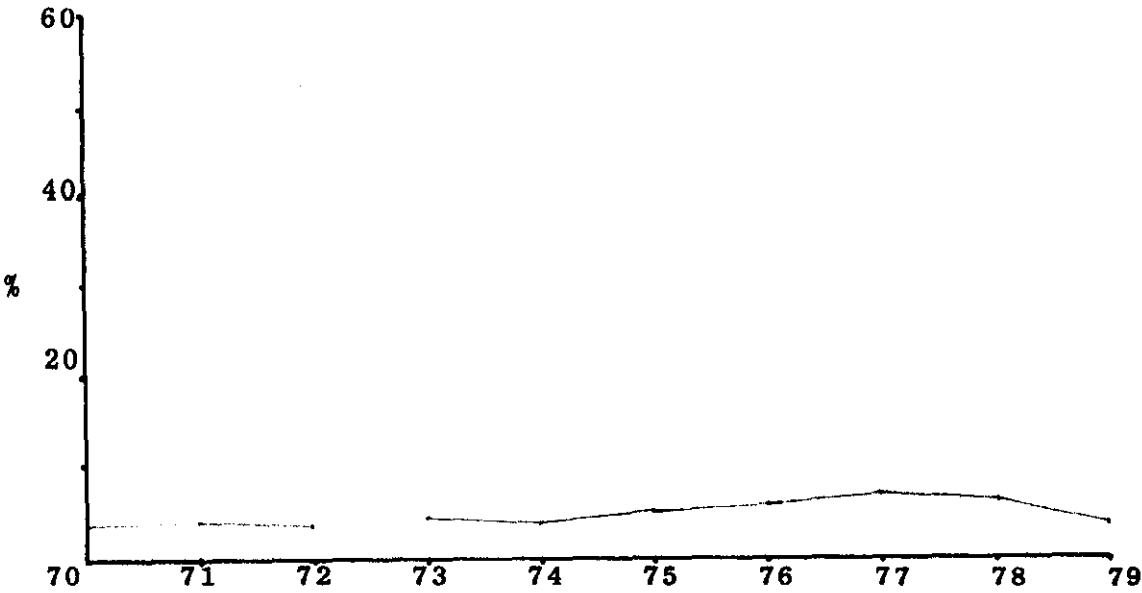
The brand with fourth most users was Embassy Regal in six of the ten years. The discrimination Index was lowest in 1976 at 0.21, and highest in 1977 and 1978 at 0.39. The difference between maximum and minimum penetrations was between 3.1 and 6.9%. The grade with the lowest percentage of users was AB except in 1976 and the grade with most users either C2 or D.

1970	Gold Leaf	1975	Embassy Regal
1971	Players No.10 tipped	1976	Benson & Hedges King size
1972	Embassy Regal	1977	Embassy Regal
1973	"	1978	"
1974	"	1979	John Player King size

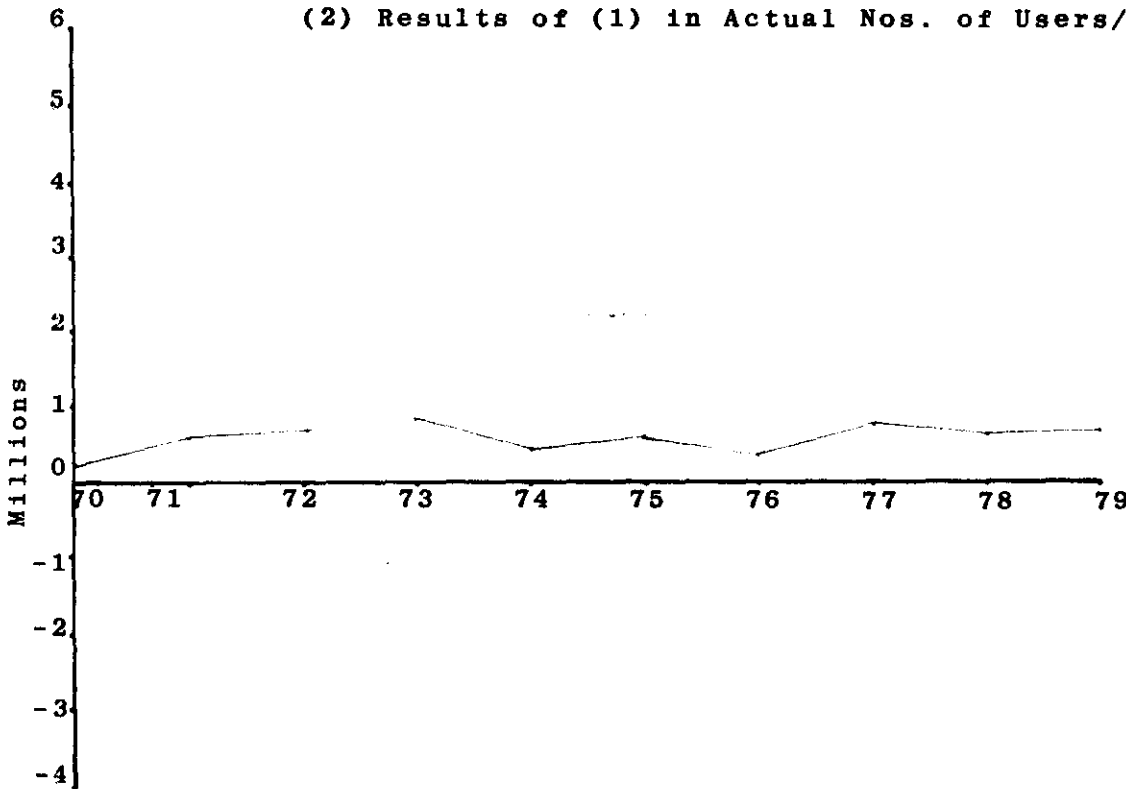
Penetration in Each Grade

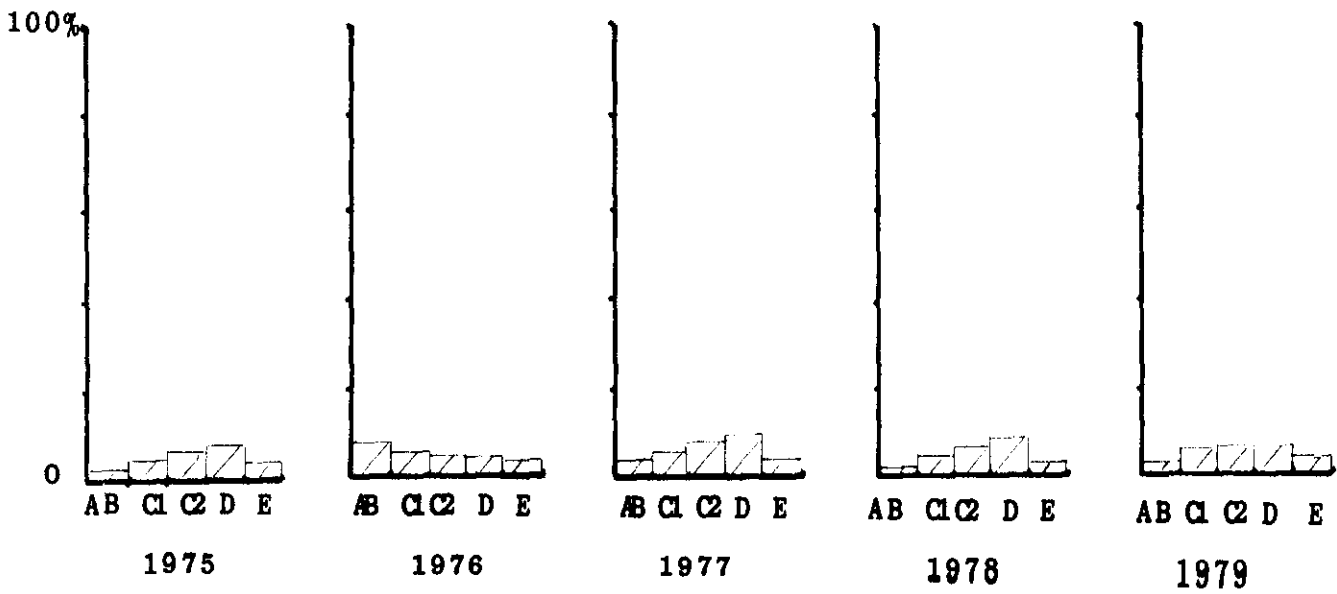
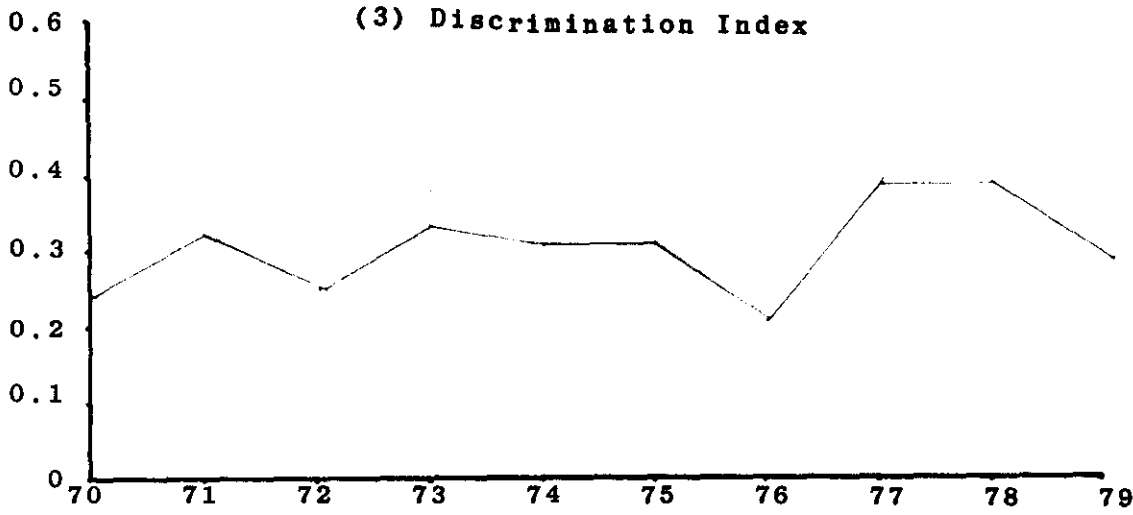
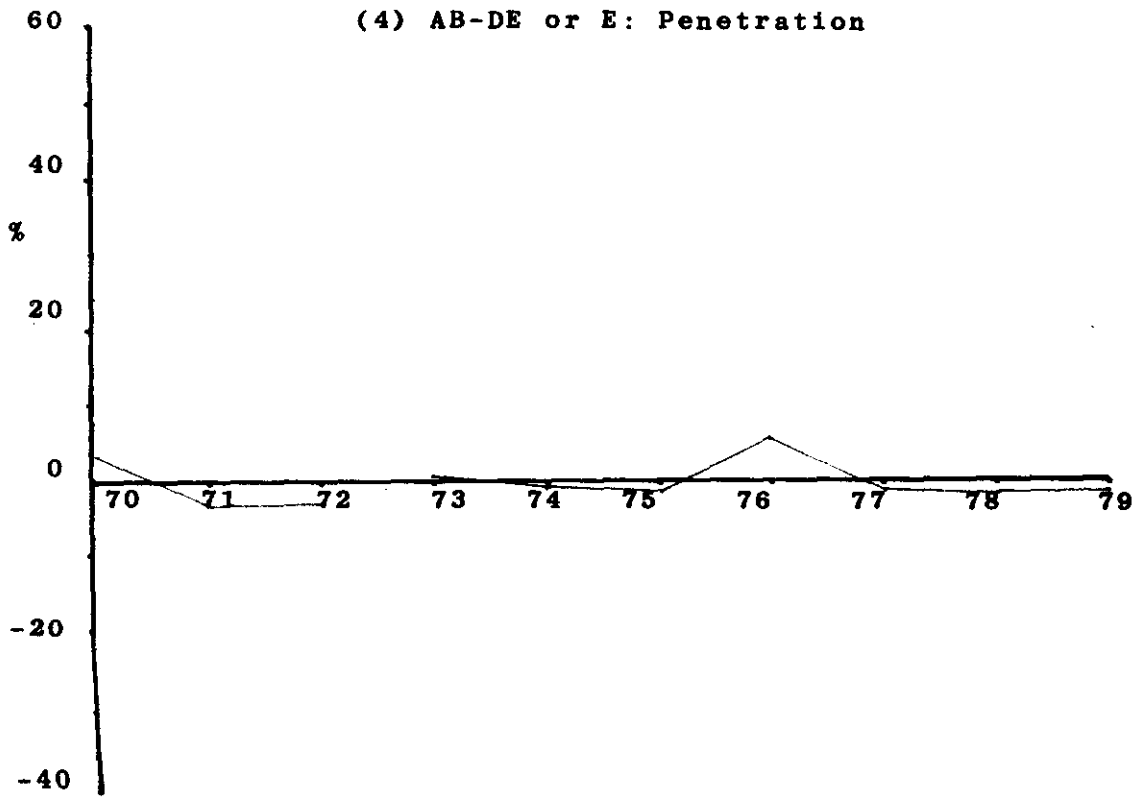


(1) Maximum-Minimum: Penetration



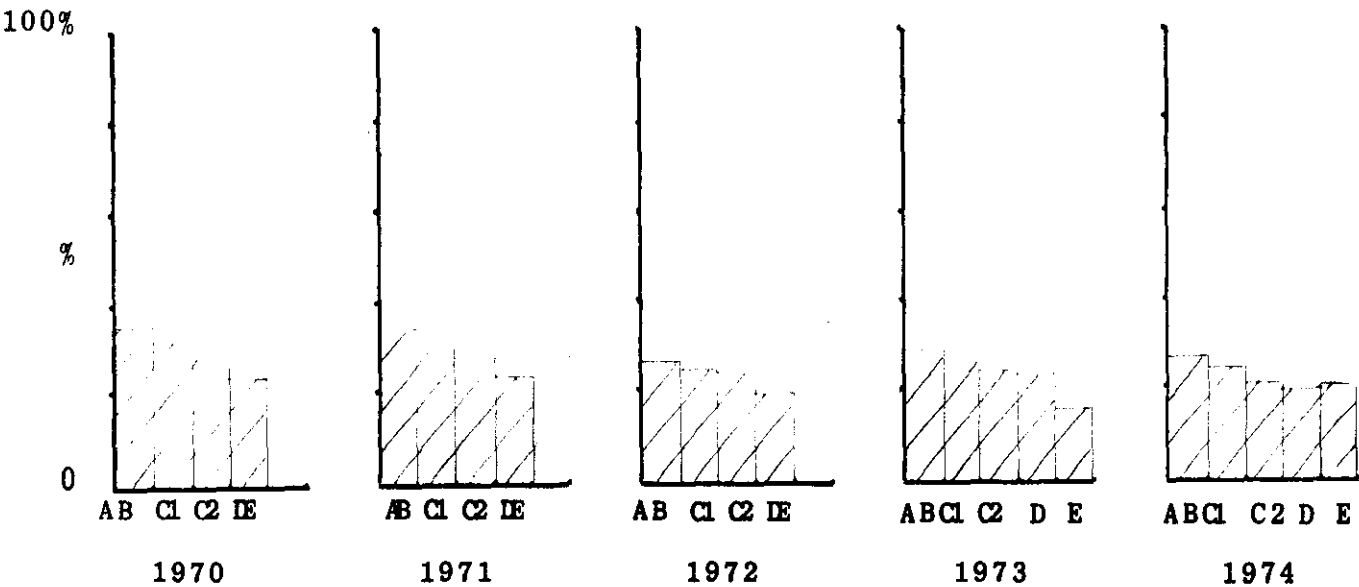
(2) Results of (1) in Actual Nos. of Users/Owners



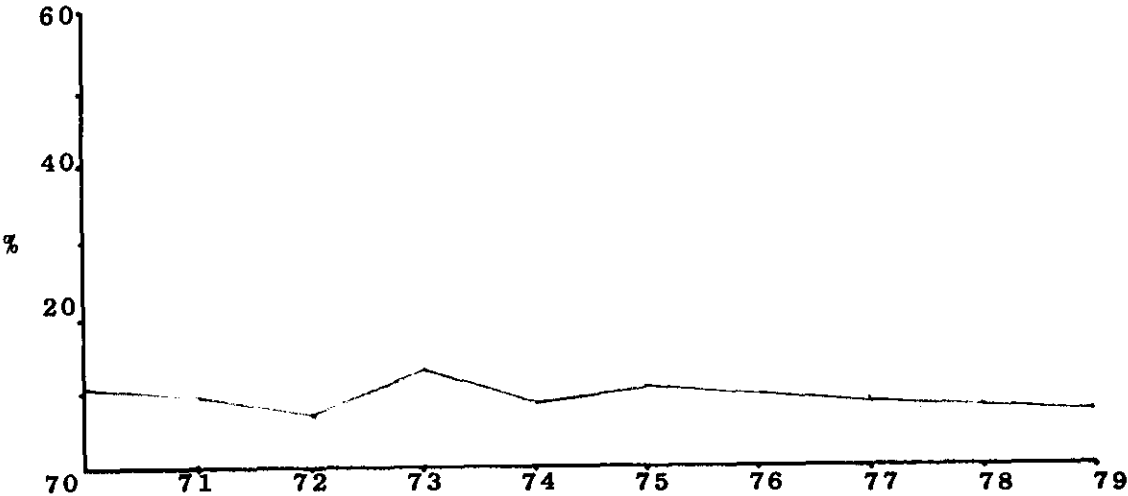


OTHER BISCUITS (FANCY, PLAIN, SEMI-SWEET AND SWEET)
 Brand with third most users
 Penetration in Each Grade

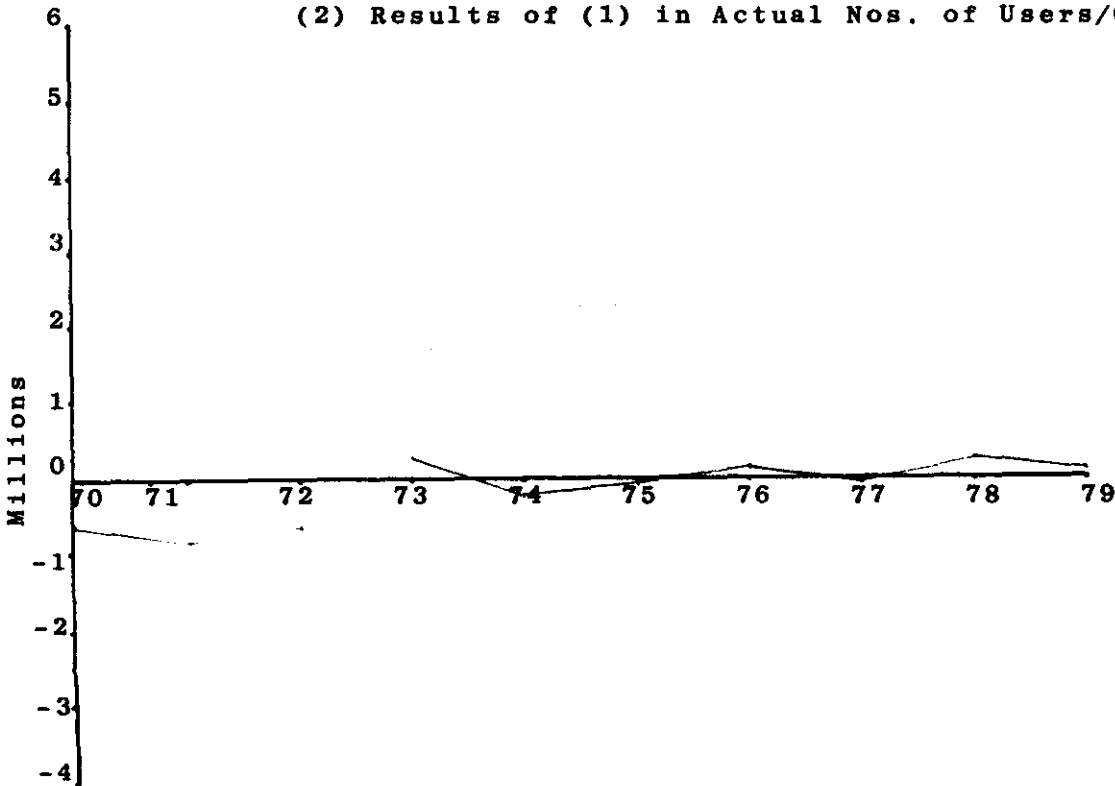
Appendix C47.



(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners



OTHER BISCUITS (FANCY, PLAIN, SEMI-SWEET AND SWEET)

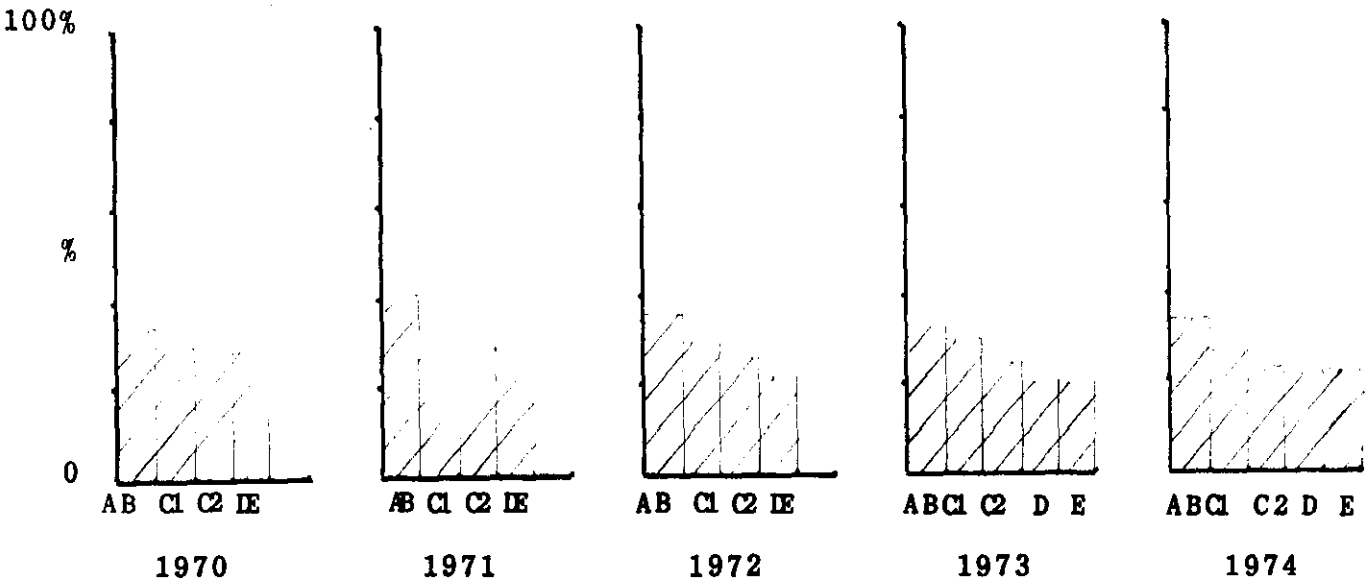
Brand with third most users

The brand with third most users was Huntley and Palmer for six of the ten years. The discrimination Index was highest in 1978 at 0.14, lowest in 1974 at 0.03. The difference between maximum and minimum percentages ranged between 6.9% and 13.1%.

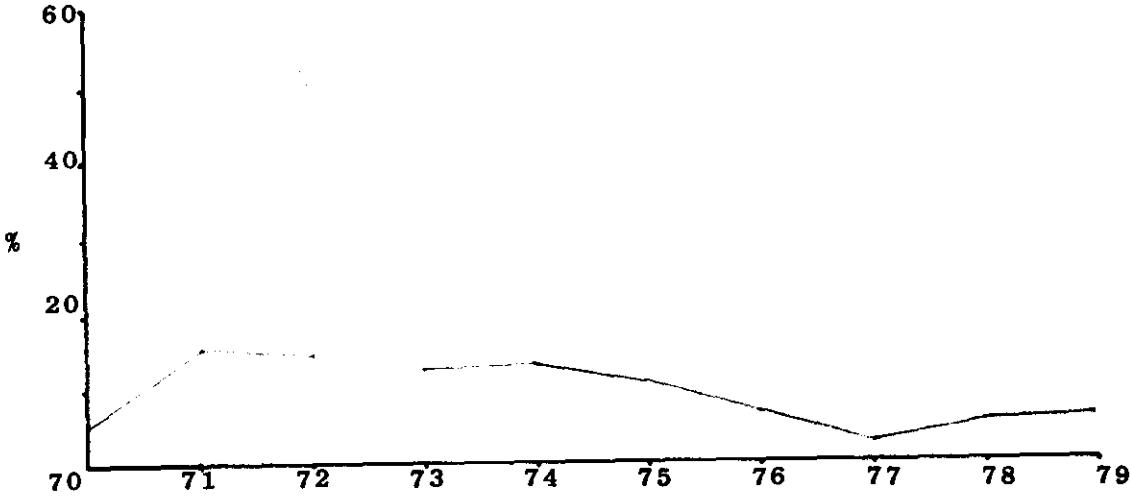
1970	Huntley & Palmer	1975	Huntley & Palmer
1971	Crawfords	1976	"
1972	"	1977	"
1973	Peek Freans	1978	"
1974	Crawfords	1979	"

Brand with second most users

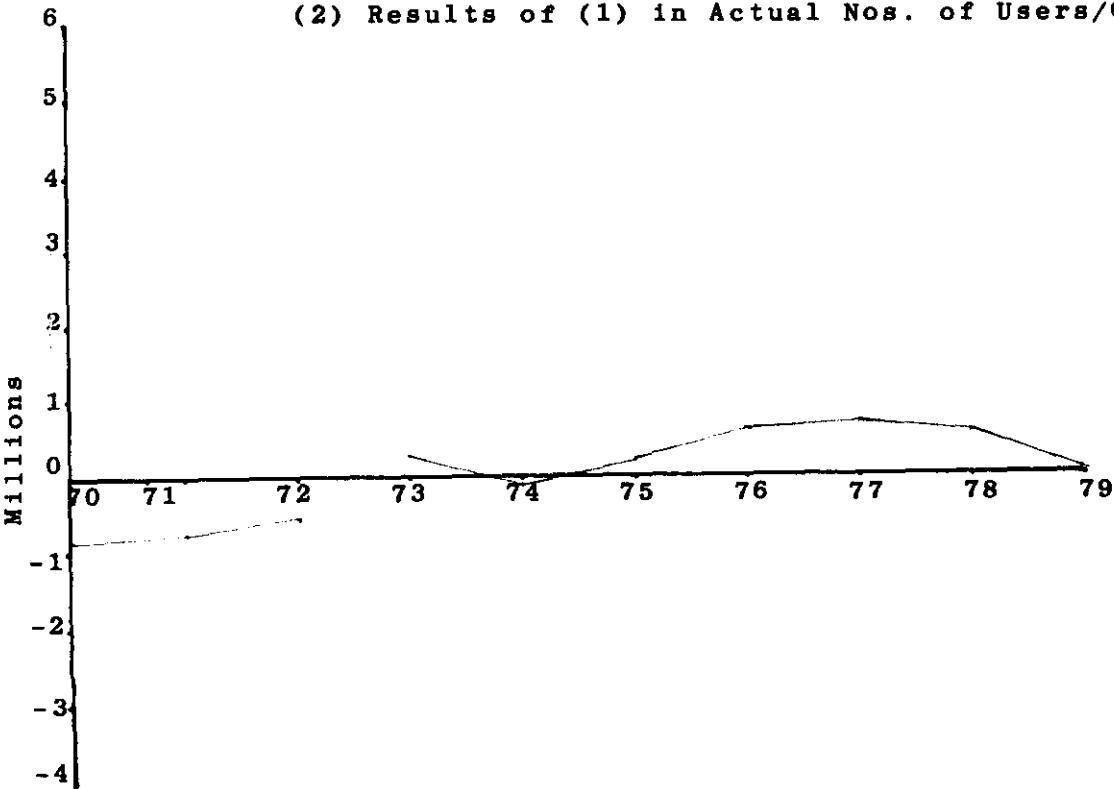
Penetration in Each Grade



(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners



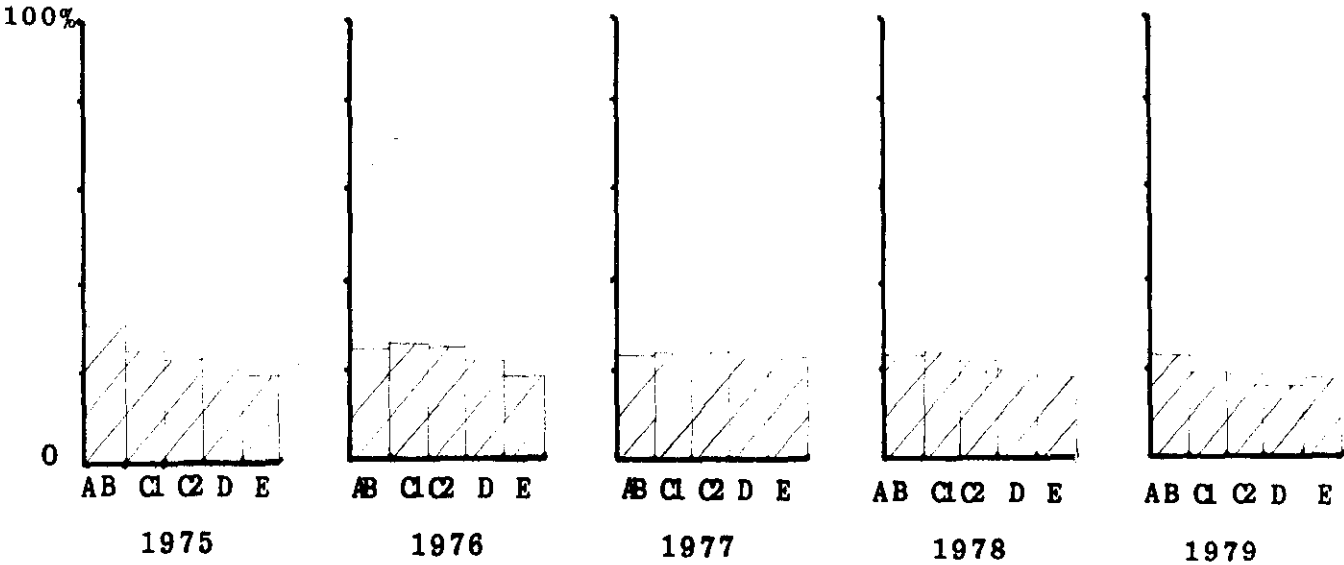
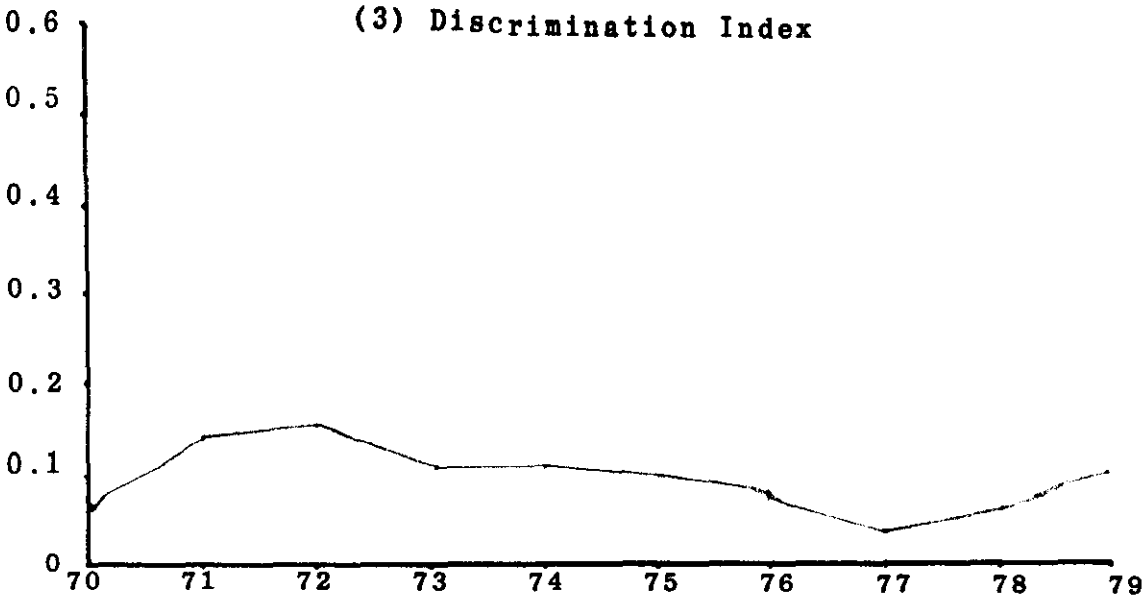
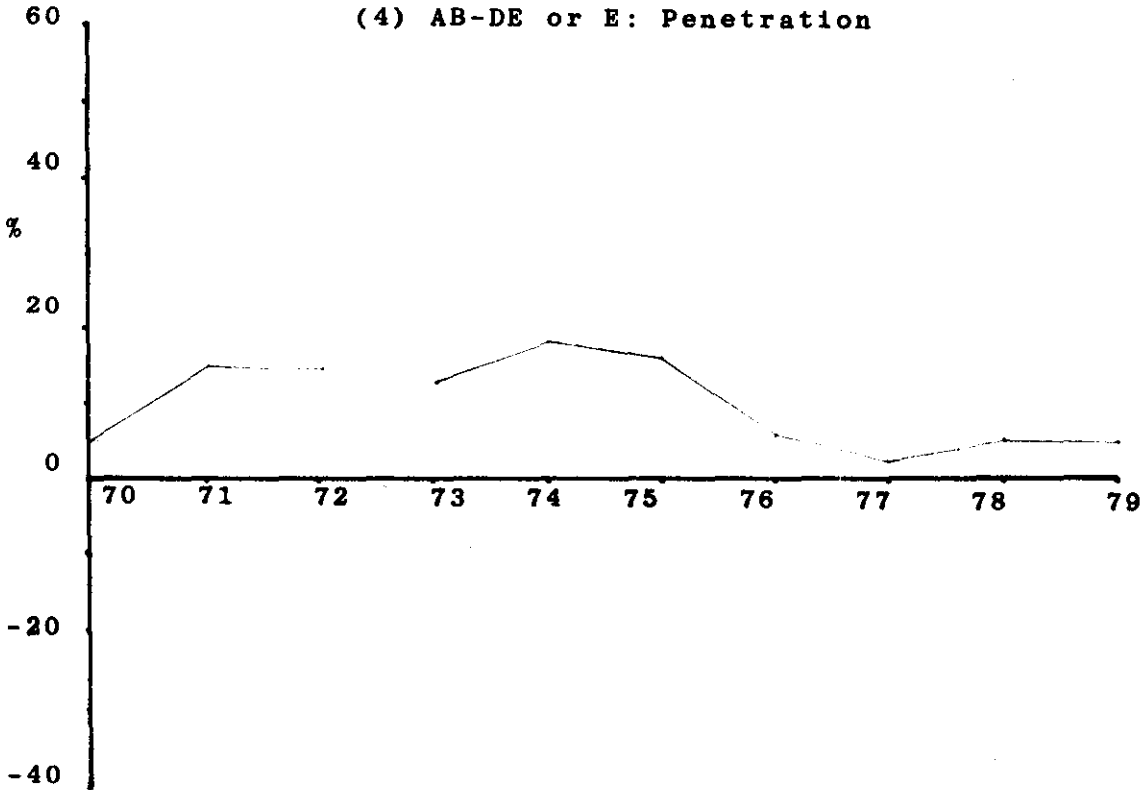
OTHER BISCUITS (FANCY, PLAIN, SEMI-SWEET AND SWEET)

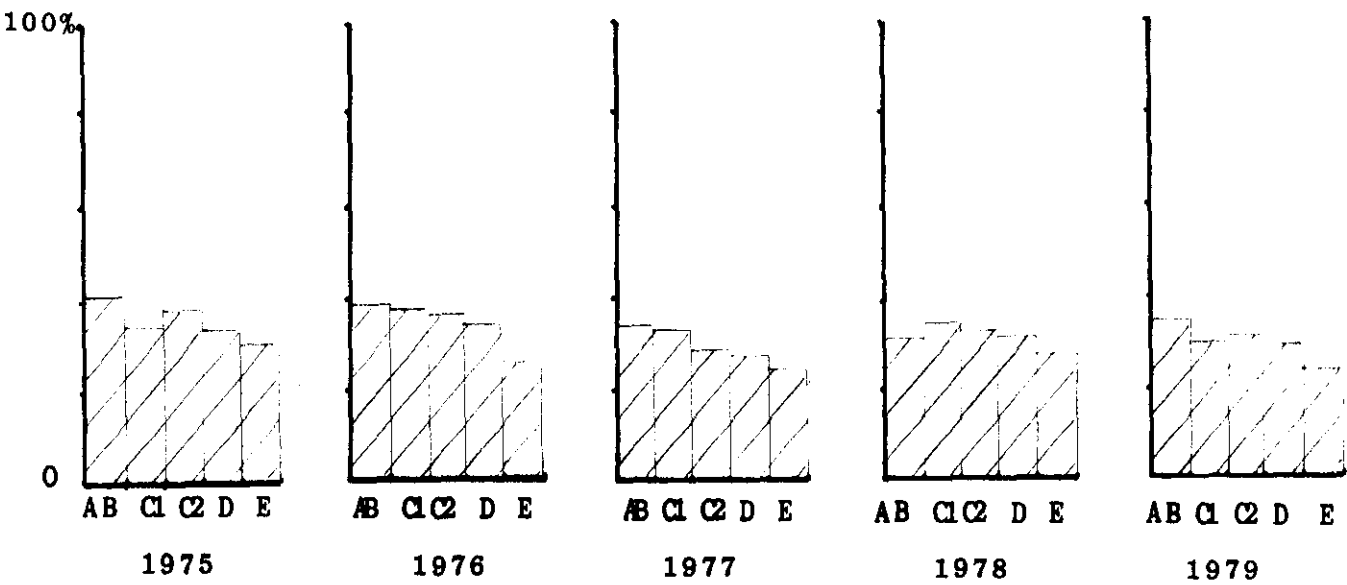
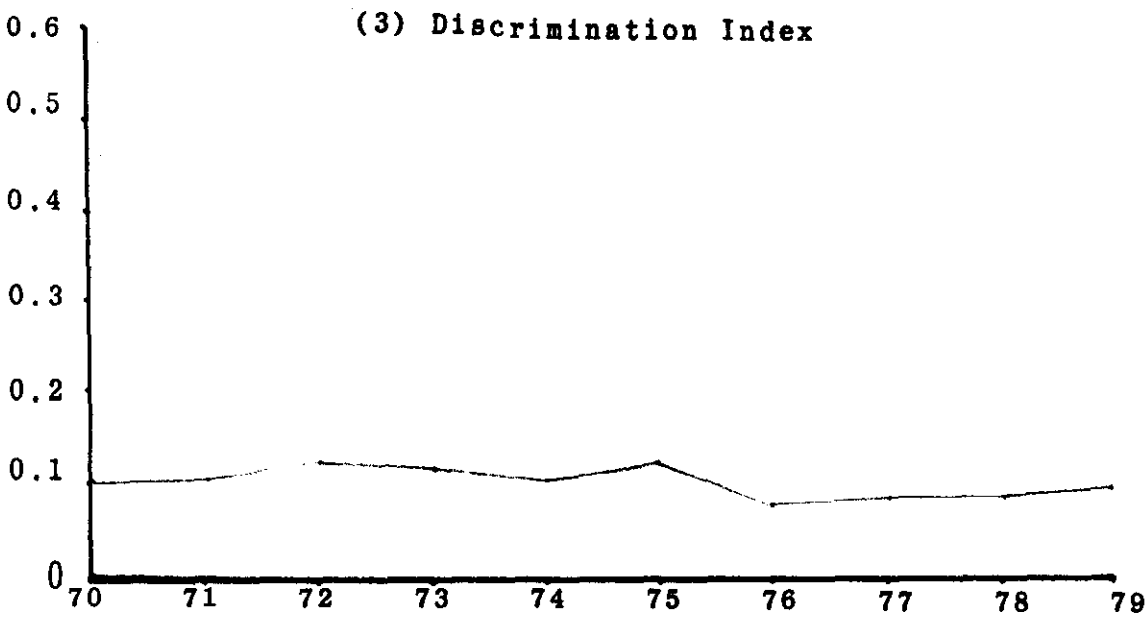
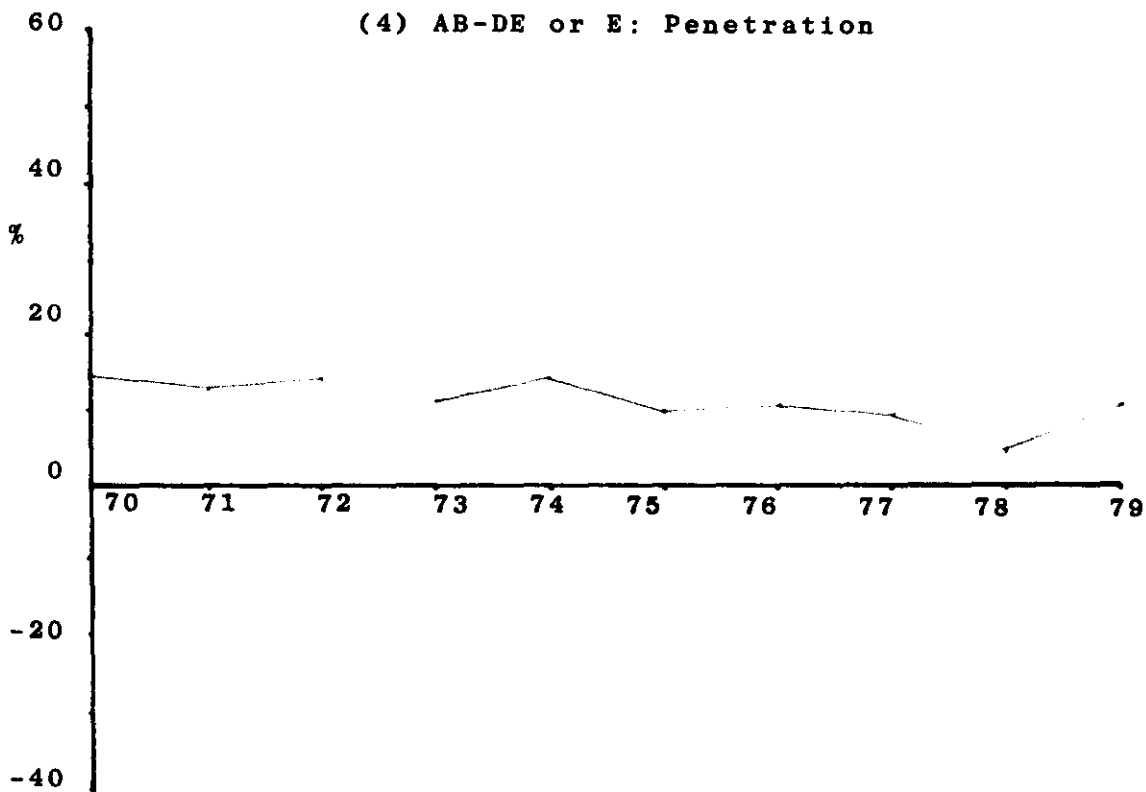
Brand with second most users

The brand with second most users was Huntley and Palmer or Crawford's. The values of the discrimination Index have been between 0.04 and 0.15 over the period, and the difference between minimum and maximum percentages spread between 2.6% in 1977 and 14.7% in 1971.

1970	Crawford's	1975	Crawford's
1971	Huntley & Palmer	1976	"
1972	"	1977	"
1973	"	1978	"
1974	"	1979	"

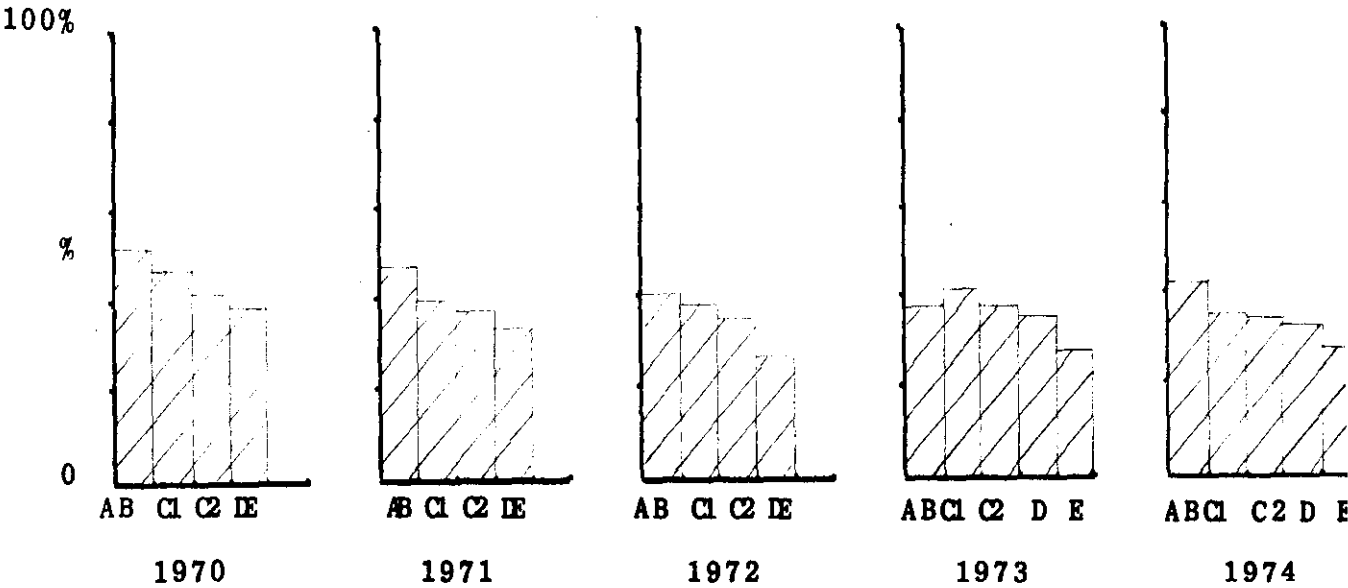
Brand with second most users



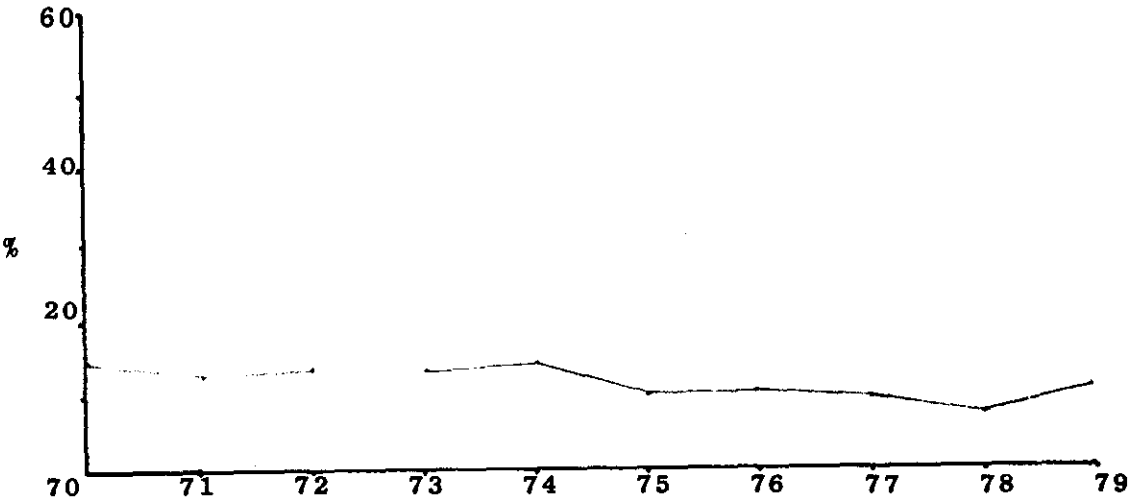


OTHER BISCUITS (FANCY, PLAIN, SEMI-SWEET AND SWEET)
 Brand with most users
 Penetration in Each Grade

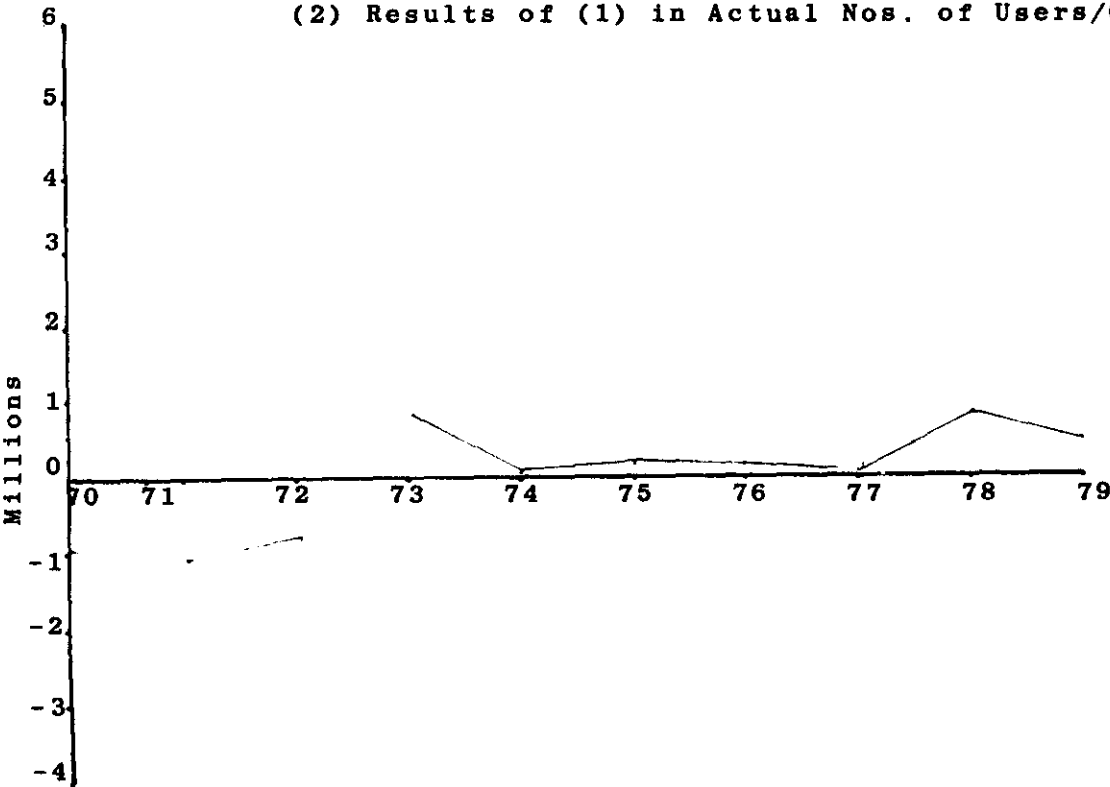
Appendix C45.



(1) Maximum-Minimum: Penetration



(2) Results of (1) in Actual Nos. of Users/Owners



OTHER BISCUITS (FANCY, PLAIN, SEMI-SWEET AND SWEET)

Brand with most users

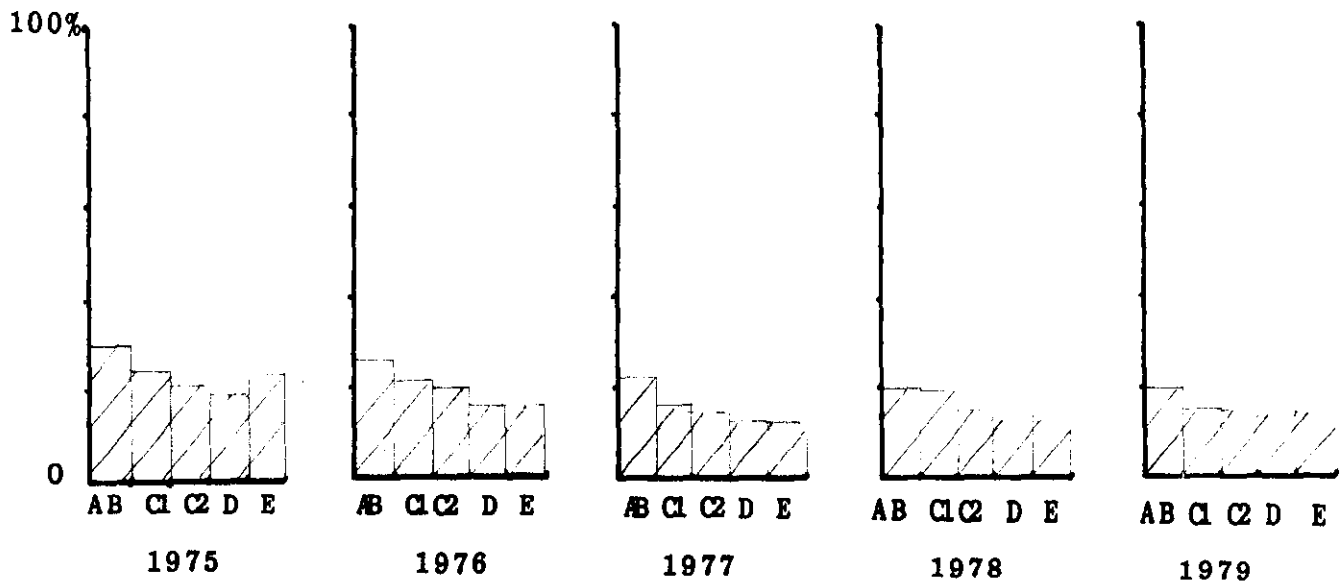
The brand with most users was McVities (McVitie and Price in 1970 and 1971). The discrimination Index has been around 0.1 but has fallen slightly over the period. The difference between maximum and minimum percentages ranges from 7.6% to 14.4%.

1970	McVitie & Price	1975	McVities
1971	"	1976	"
1972	McVities	1977	"
1973	"	1978	"
1974	"	1979	"

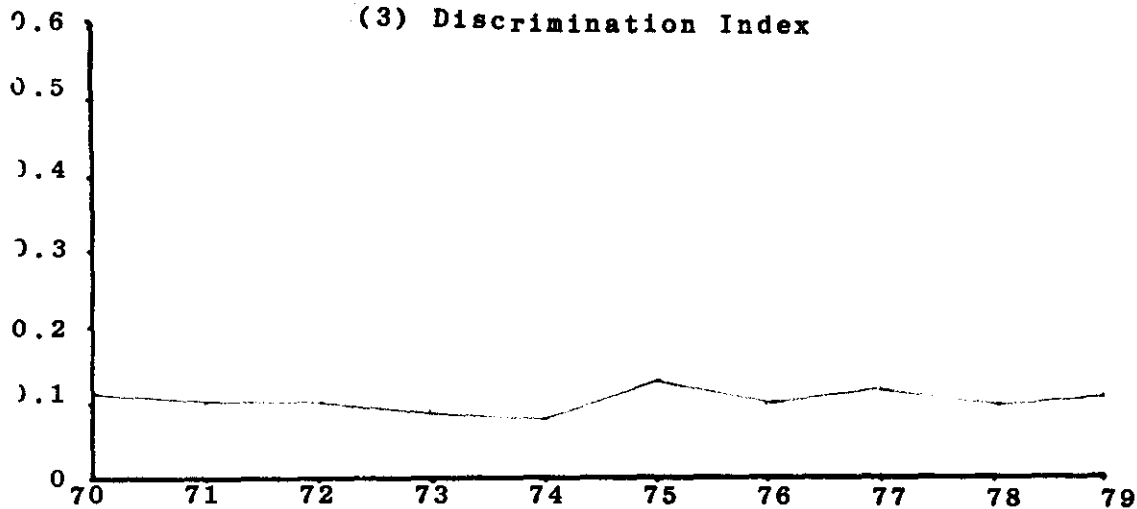
OTHER BISCUITS (FANCY, PLAIN, SEMI-SWEET AND SWEET)

Appendix C47.

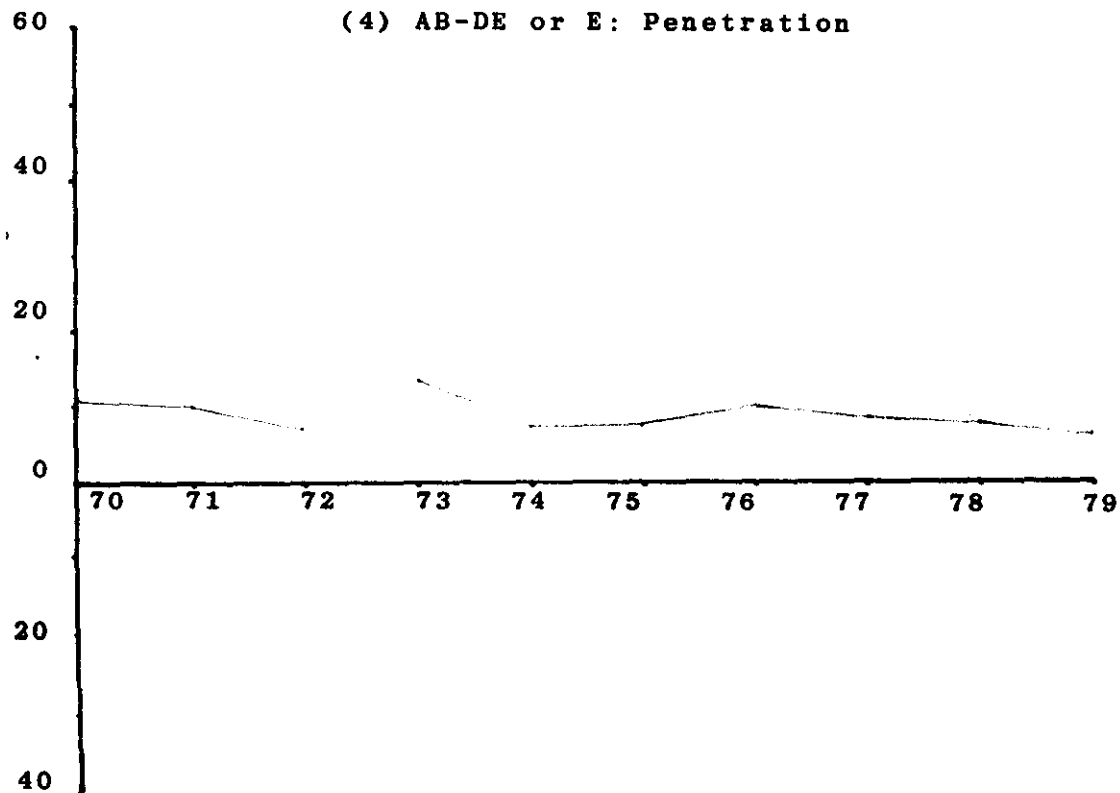
Brand with third most users



(3) Discrimination Index



(4) AB-DE or E: Penetration



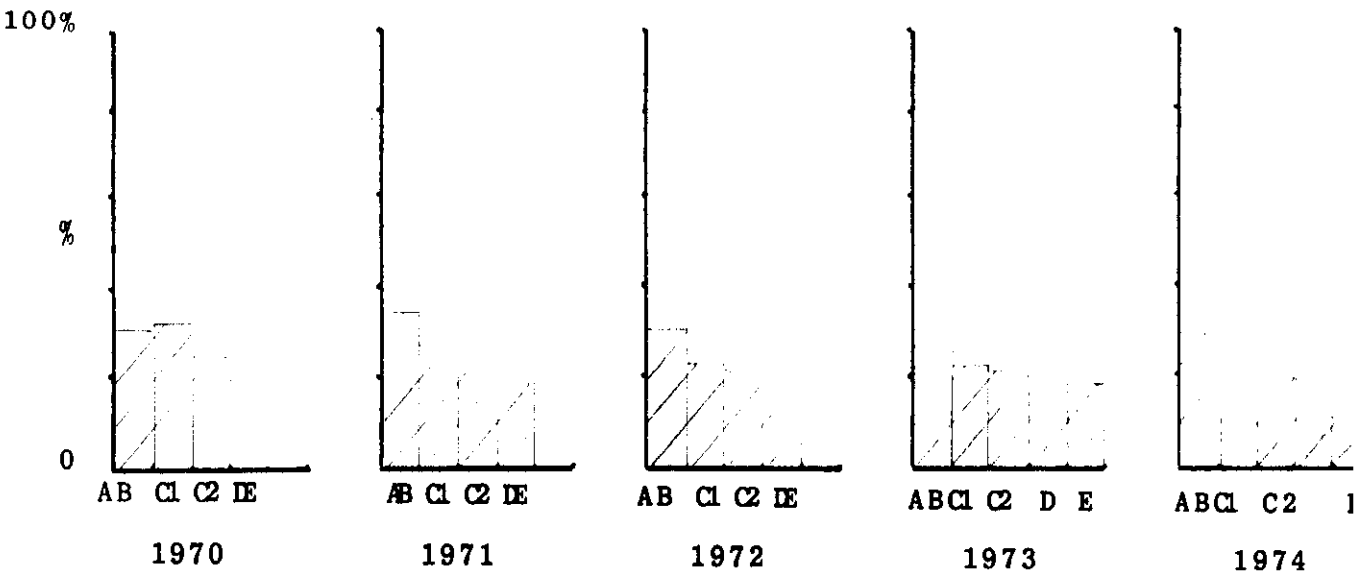
OTHER BISCUITS, (FANCY, PLAIN, SEMI-SWEET AND SWEET)

Brand with fourth most users

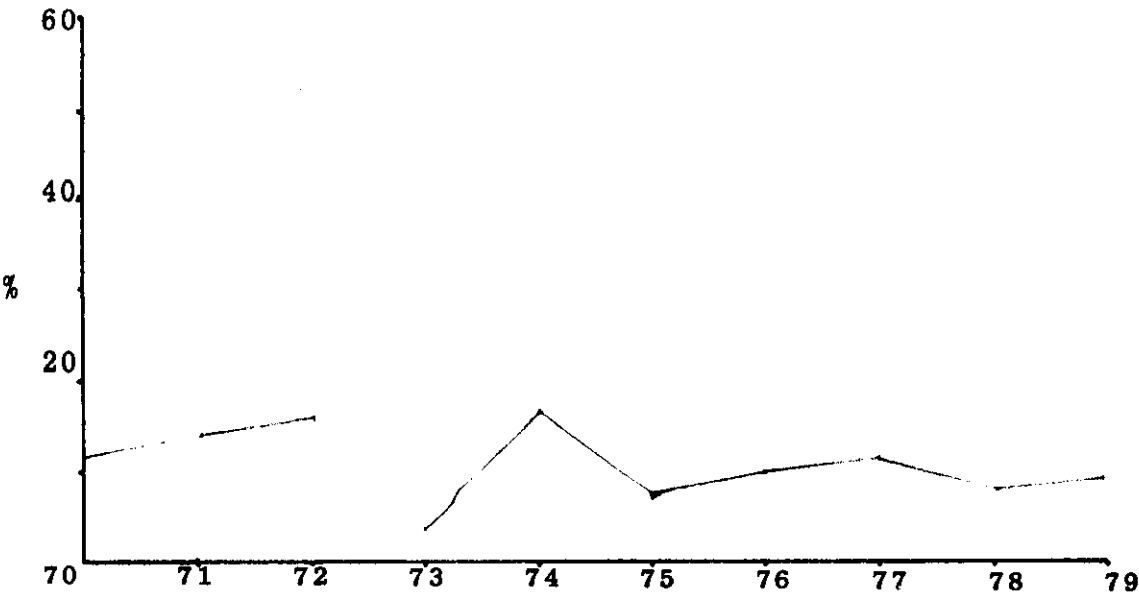
The brand with fourth most users was Peek Frean for most of the time period. The lowest value of the discrimination Index was 0.05 in 1973, the highest was 0.2 in 1972. The difference between the grades with minimum and maximum penetrations has been around 10%.

1970	Peek Frean	1975	Peek Frean
1971	"	1976	"
1972	"	1977	"
1973	Crawfords	1978	"
1974	Peek Frean	1979	Jacobs

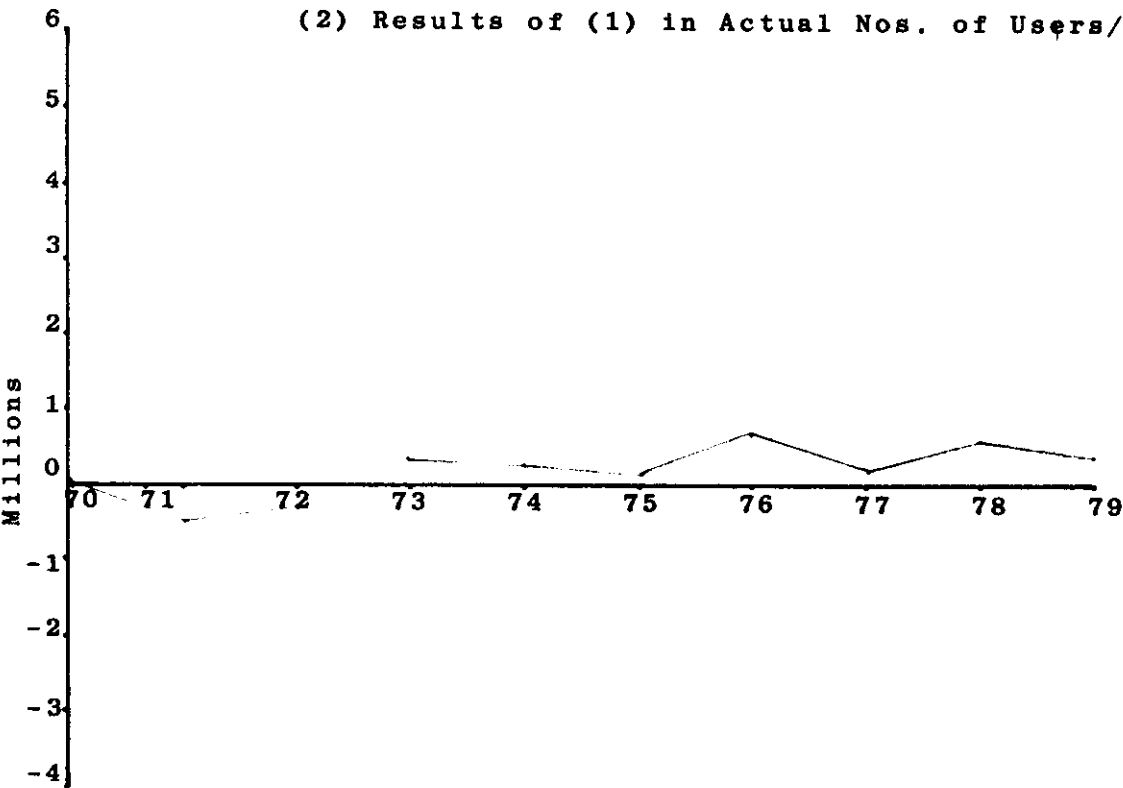
Penetration in Each Grade



(1) Maximum-Minimum: Penetration



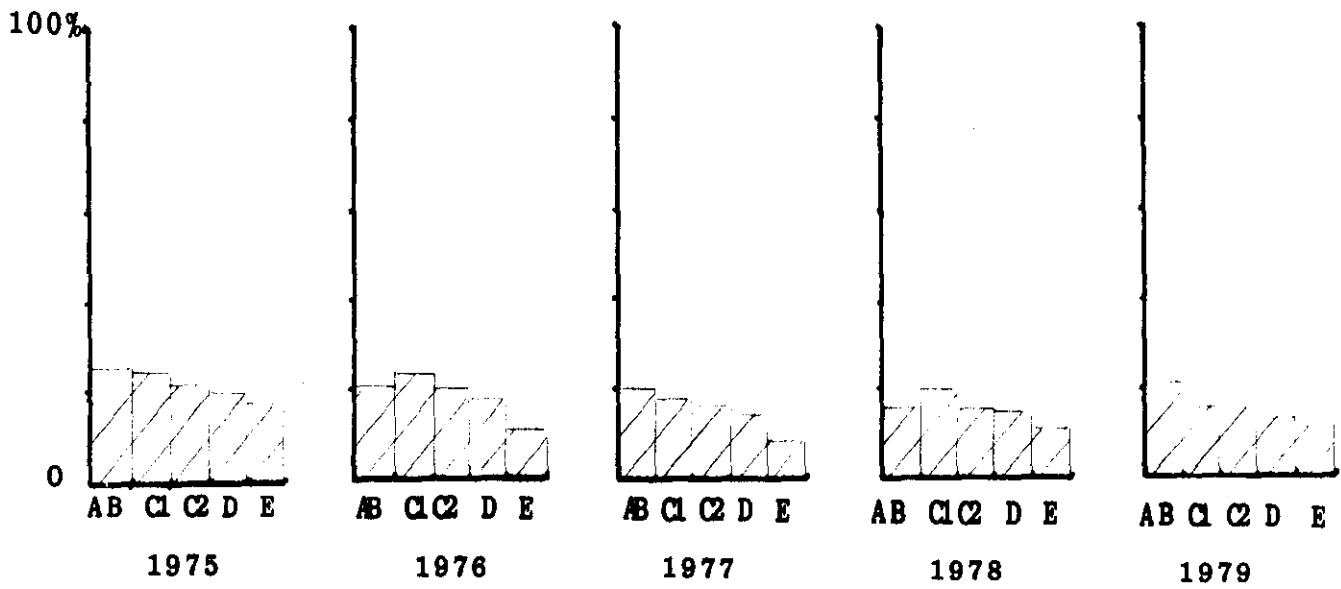
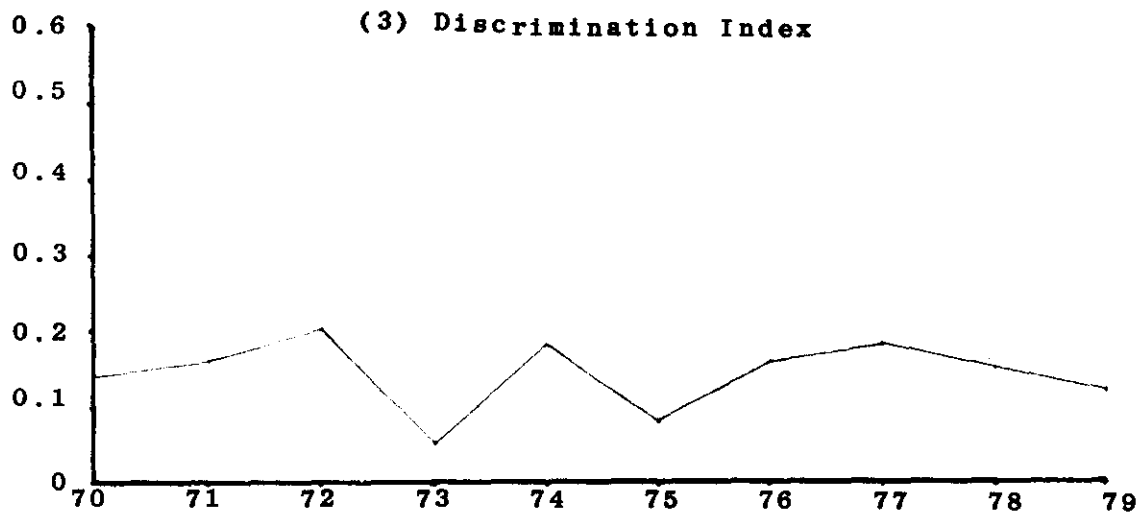
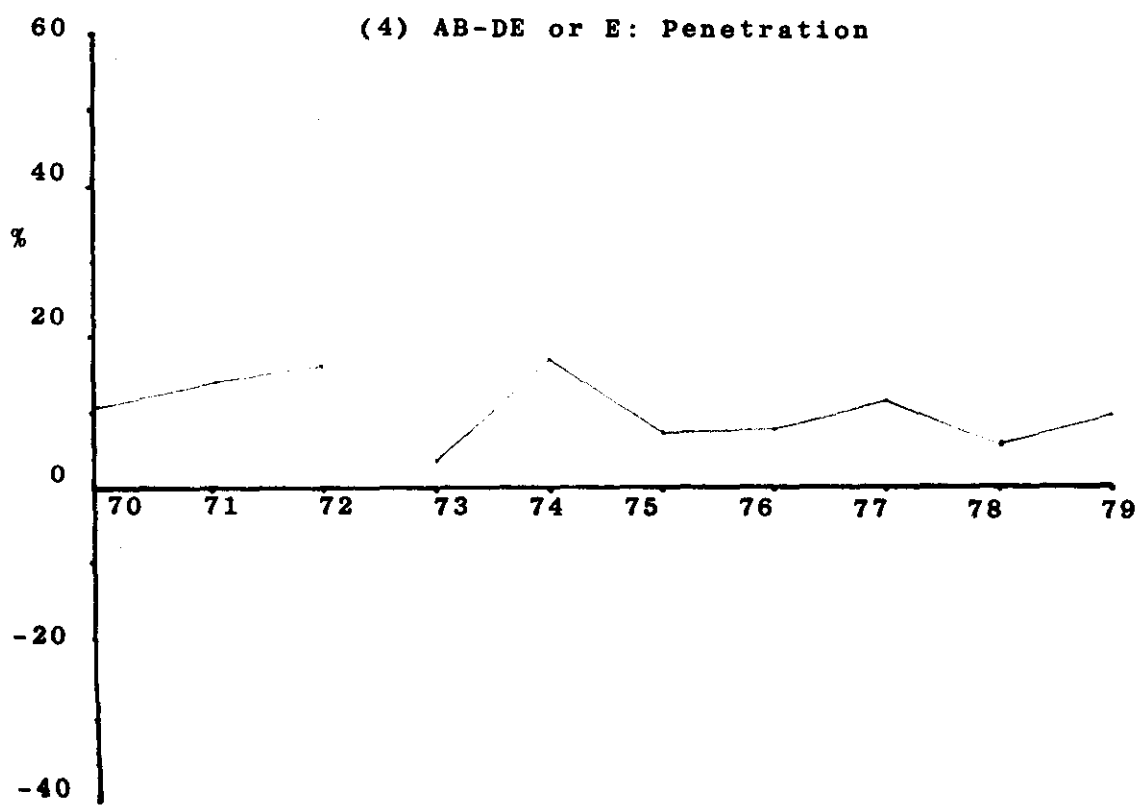
(2) Results of (1) in Actual Nos. of Users/Owners



OTHER BISCUITS, (FANCY, PLAIN, SEMI-SWEET AND SWEET)

Appendix C48.

Brand with fourth most users



Appendix D.

SOCIAL GRADES OF WORKING HOUSEWIVES

	Full-time	Part-time	Non-working	Total
percent of all adults	22	21	57	100
of these, percent who are:-				
AB	15	13	16	15
CI	34	21	20	23
C2	30	36	26	29
D	21	28	17	20
E	-	2	21	13

Source:- Special analysis of National Readership Survey 1977
data for Leo Burnett Ltd by MGN.

Appendix E

GROSS HOUSEHOLD INCOME BY SOCIAL GRADE

	Over £5,500	£3,000-£5,500	Under £3,000	Total
percent of all adults	20	41	40	100
of these, percent who are:-				
AB	41	12	9	15
CI	28	24	18	23
C2	23	40	24	30
D	7	22	25	20
E	1	2	27	12

Source:- Special analysis of National Readership Survey 1977
data for Leo Burnett Ltd by MGN.

Appendix F.

POSSESSIONS BY SOCIAL GRADE

	bought fridge in last 2 years	bought colour TV in last 2 years	live in owner- occupied house	have cheque book
percent of all adults	14	18	54	46
of these, percent who are:-				
AB	16	17	25	27
CI	24	25	27	32
C2	33	34	30	27
D	22	20	14	11
E	5	4	4	3

Source: Special analysis of National Readership Survey 1977
data for Leo Burnett Ltd by MGN

Appendix G

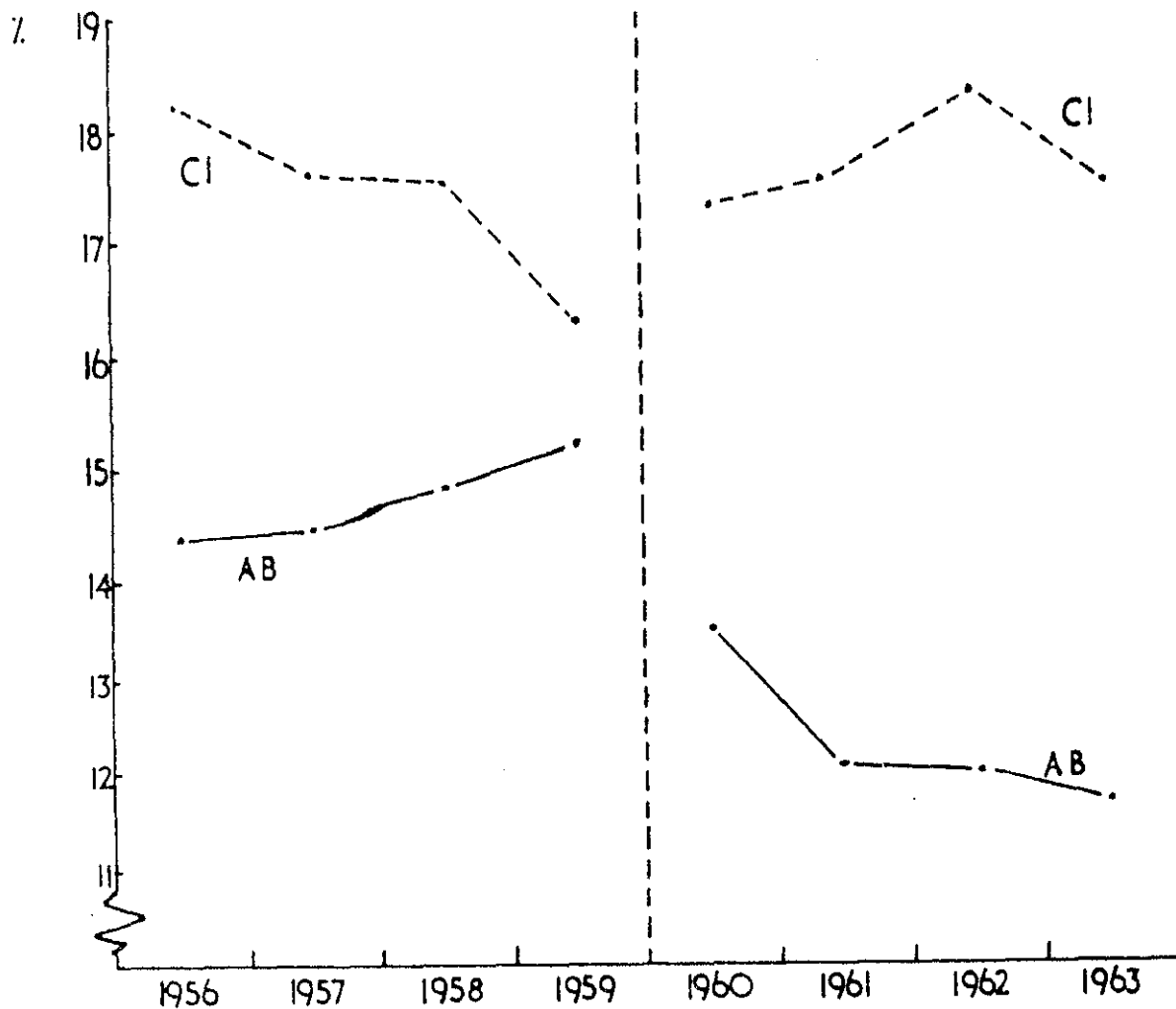
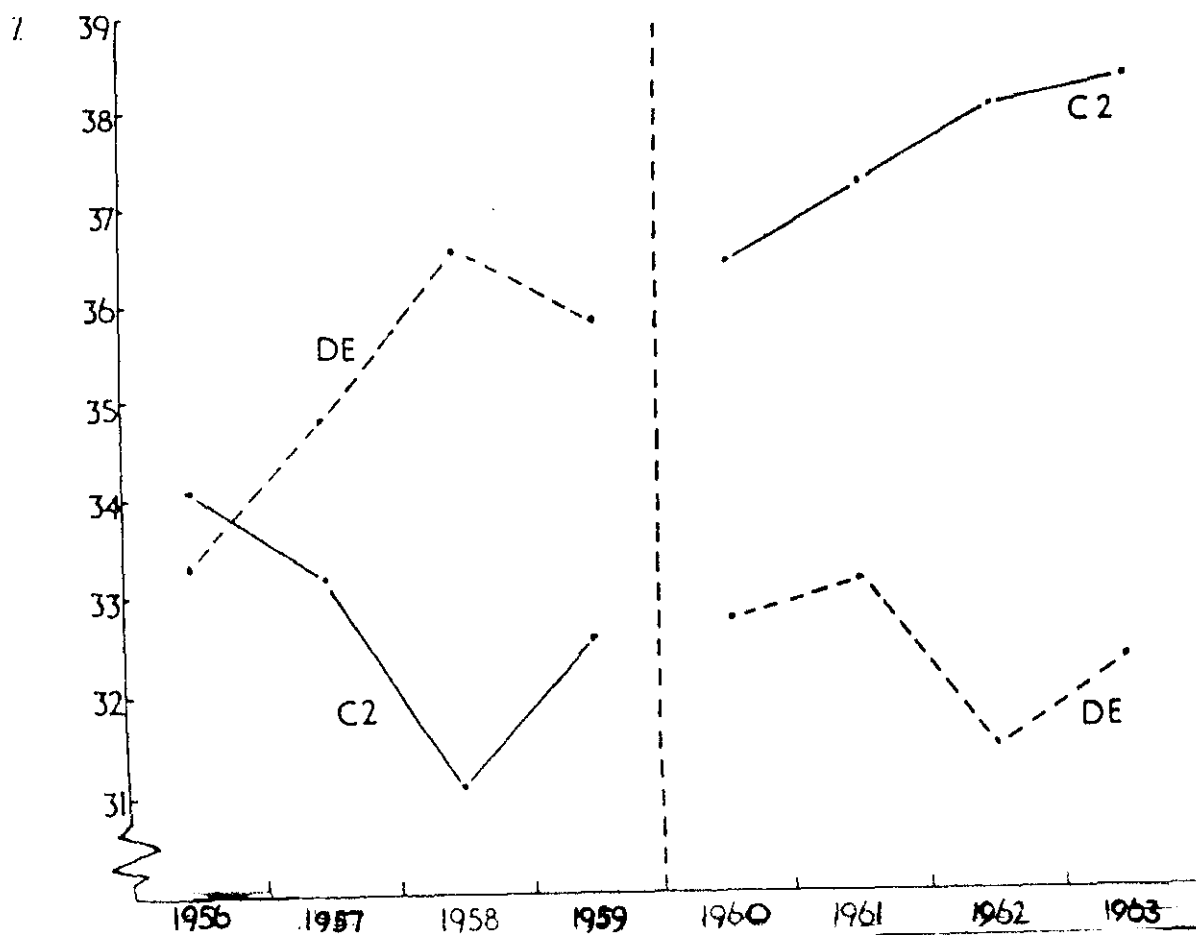
Change in the proportion of ABs in the total population

<u>Year</u>	<u>Contractor</u>	<u>AB%</u>
1965	BMRB	12.7%
1966		12.1
1967		11.9
1968	RSL	12.4
1969		12.0
1970		13.8
1971		13.8
1972		14.1
1973		13.4
1974	BMRB	13.1
1975		12.7
1976		11.9
1977	RSL	15.4

Changes in the proportion of Social grades in the population
reproduced from Classification by Family Occupational Status.
Prepared for the IPA by BMRB in 1964

PERCENTAGE OF ALL ADULTS CLASSIFIED
IN EACH OF THE FOUR MAIN SOCIAL GRADES

(Source: IPA National Readership Surveys 1956 - 1963)



Appendix I

NOTES ABOUT SOME CONSUMER SURVEYS

Target Group Index (TGI)

The TGI produces annual reports covering a wide range of products and media: 2,500 brands in 200 fast moving consumer product fields and 150 other 'brands' in fields such as Banking, Holidays, Cars etc. TGI findings are based on 24,000 postal questionnaires received from informants previously contacted by random location methods in 200 constituencies. There is an effective response rate of over 60%. It is produced by the British Market Research Bureau.

National Readership Survey. (NRS)

The NRS covers readership and exposure to other media. The sample is designed to produce 30,000 interviews in a full year. The basis of the sampling method is a pre-selected sample drawn from the National Register of Electors. Data from the Census of Population are used to produce a sampling frame of words stratified by geographical area groupings, evening newspaper penetration, a measure of social grade etc. The informant is taken through the questionnaire by the interviewer. The NRS is administered by JICNARS (Joint Committee for National Readership Surveys) and carried out by the current research contractor, at present Research Services Limited.

Television Consumer Audit (TCA)

The TCA provides a continuous measurement of consumer purchases covering a wide range of grocery products. The survey design is a multi staged stratified random sample designed to be representative of Great Britain and each of nine television regions. A panel of 6,000 households report weekly of which

over 5,000 report continuously over 12 months.

Interviewers visit weekly to audit purchases made in the preceding week. This survey is produced by Audits of Great Britain Limited.

Joint Industry Committee for Television Advertising Research
(JICTAR)

Information is provided on household and individual viewing of programmes on all channels, and of advertisements in all 13 ITV regions of the United Kingdom. The survey is designed to be fully representative of homes in the U.K. and Northern Ireland and the independent television regions that are capable of receiving both ITV and BBC programmes. The viewing of 3000 (gross), 2655 (net) households is continuously monitored by means of a sophisticated electronic meter attached to the television set. 8,000 individuals in the 3,000 homes fill in a weekly viewing diary to show their own viewing for each quarter-hour. The survey is produced by Audits of Great Britain Limited.

IPC Cosmetics and Toiletries Survey

This covers the usage, rather than purchasing levels, of cosmetics and toiletries. Interviewers are allocated between Registrar-General's regions according to their population; within each region sampling points are further stratified by town size. Quotas are designed to be representative of the population of women aged 13 - 64, in terms of class and age. 1978 data was based on 4293 interviews with women aged 13 - 64 carried out in 4 stages of field work.

MGN Household Readership, Income and Consumption Survey

This is an irregular survey covering readership, money, food, clothing, drink, tobacco, holidays, motoring, finance, home and leisure equipment. It is based on a 3 stage sample designed to be representative of England and Wales, and of Scotland. The final samples for the 1975 survey comprised 7832 individuals aged 15 or over and 3828 households.

TERMINAL EDUCATION AGE BY SOCIAL GRADE.

TEA	A	B	CI	C2	DE
	%	%	%	%	%
I5 or less	21	36	60	86	93
I6 - I8	48	43	30	13	6
I9 - 23	24	16	8	1	1
24+	6	4	1	-	-
Still at college	1	1	1	-	-

Source: National Readership Survey 1968.

Appendix K

READERSHIP OF QUALITY DAILIES BY TEA IN 197) and 1978

		TEA: 15 or under		TEA: 16 - 18		TEA: 19 +	
		1970	1978	1970	1978	1970	1978
Daily Telegraph	%	4	3	19	12	30	23
	'000s	1188	857	1595	1619	682	790
Financial Times	%	1	1	6	3	18	5
	'000s	324	174	472	382	408	172
Times	%	1	1	4	3	15	10
	'000s	275	161	356	351	335	346
Guardian	%	1	1	4	3	6	11
	'000s	198	136	374	332	139	395
		1985	1328	2797	2684	1564	1703

Source: National Readership Survey

Appendix L

HOUSEHOLDS WITH CERTAIN DURABLE GOODS BY WEEKLY HOUSEHOLD INCOME

1975

		TOTAL	£120 or more	£80 and under £120	£45 and under £80	Under £45	£20 and under £45	Under £20
Households in sample	No. %	7203 100.0	951 13.2	1735 24.1	2253 31.3	2264 31.4	1494 20.7	770 10.7
Car.	No. %	4107 57.0	839 88.2	1370 79.0	1420 63.0	478 21.1	443 29.7	35 4.6
One	No. %	3340 46.4	493 51.8	1109 63.9	1286 57.1	452 20.0	419 28.1	33 4.3
Two or more	No. %	767 10.6	346 36.4	261 15.1	134 5.9	26 1.1	24 1.6	2 0.3
Central heating, full or partial	No. %	3366 46.7	629 66.1	1004 57.9	1051 46.6	682 30.1	498 33.3	184 23.9
Washing machine	No. %	5181 71.9	795 83.6	1467 84.6	1750 77.7	1169 51.6	903 60.4	266 34.5
Refrigerator	No. %	6165 85.3	923 97.1	1644 94.8	2057 90.4	1541 68.1	1151 77.0	390 50.6
TV	No. %	6831 94.8	926 97.4	1690 97.4	2159 95.8	2056 90.8	1404 94.0	652 84.7
Telephone	No. %	3740 51.9	776 81.6	1133 65.3	1094 48.6	737 32.6	589 39.4	148 19.2

Source: Table 53 of Family Expenditure Survey 1975

HOUSEHOLD SIZE

	I or 2	3 or 4	5+	Total
Percent of all adults	41	42	17	100
Of these, percent who are:-				
AB	14	16	16	15
CI	24	23	18	23
C2	25	36	37	31
D	20	22	25	22
E	17	3	4	9

Source: Special analysis of NRS Data 1977 for
Leo Burnett Ltd by MGN.

Appendix N

Household Size and Presence of Children by Usership of Fish Fingers and Breakfast Cereals.

HOUSEHOLD SIZE

		Fish Fingers (frozen)			Breakfast Cereals (cold)		
		1971	1975	1979	1971	1975	1979
No. of Persons	1	58.8	43.2	43.7	74.2	66.6	74.0
	2	61.1	48.1	46.3	76.1	74.3	76.3
	3	73.3	66.3	65.5	88.5	86.1	90.9
	4	83.4	78.5	80.8	94.2	93.5	96.7
	5+	87.9	78.6	80.9	96.6	95.0	95.9

PRESENCE OF CHILDREN

Aged	0	62.6	49.0	48.7	78.1	74.2	78.5
	-1	82.7	79.9	72.3	94.5	92.1	96.8
	1-4	87.3	83.8	83.5	96.1	95.4	96.7
	5-9	89.1	82.2	86.2	97.3	96.3	97.4
	10-15	86.9	77.9	79.4	96.4	95.3	96.1

Source: TGI