

ANNEXURE II
SOCIO ECONOMIC CLASS CLASSIFICATION

Chart For Classification Of SEC (Socio Economic Classes)								
Occupation	Sr.	Illiterate	School: upto 4 years	School 5-9 years	SSC/HSC	Some college but not graduate	Graduate/post graduate general	Graduate/postgraduate professional
		1	2	3	4	5	6	7
Unskilled Workers	1	E2	E2	E1	D	D	D	D
Skilled Workers	2	E2	E1	D	C	C	B2	B2
Petty Traders	3	E2	D	D	C	C	B2	B2
Shop Owners	4	D	D	C	B2	B1	A2	A2
Business/ Industrialist with number of employees								
None	5	D	C	B2	B1	A2	A2	A1
1 To 9	6	C	B2	B2	B1	A2	A1	A1
10+	7	B1	B1	A2	A2	A1	A1	A1
Self employed professional	8	D	D	D	B2	B1	A2	A1
Clerical/Salesman	9	D	D	D	C	B2	B1	B1
Supervisory level	A	D	D	C	C	B2	B1	A2
Officer/Executive								
Junior	B	C	C	C	B2	B1	A2	A2
Middle/Semi	C	B1	B1	B1	B1	A2	A1	A1

Source:(Pati devashish, (2002), Marketing Research, University Press, 1st edition, p.n.15)