APPROXIMATING SOCIAL GRADE ON THE 2011 CENSUS

How and Why?

Helen Lambert
6th Nov 2013

Outline

Why is Social Grade important in research?

Developing the model for Census 2011

Comparing with other sources

2011 Census example data

What Social Grade approximation data is available to use on the Census 2011?

Why is Social Grade important in research?

Why is Social Grade important in research?

Common Currency within Market research

Depending on the arena of commercial or social research, it differentiates on a range of attributes from consumption as well as attitudes.

Need it as a standard currency for sample control and weighting in market research

Need to be able to profile geographic areas and niche audiences to make the census data relevant to Market Research

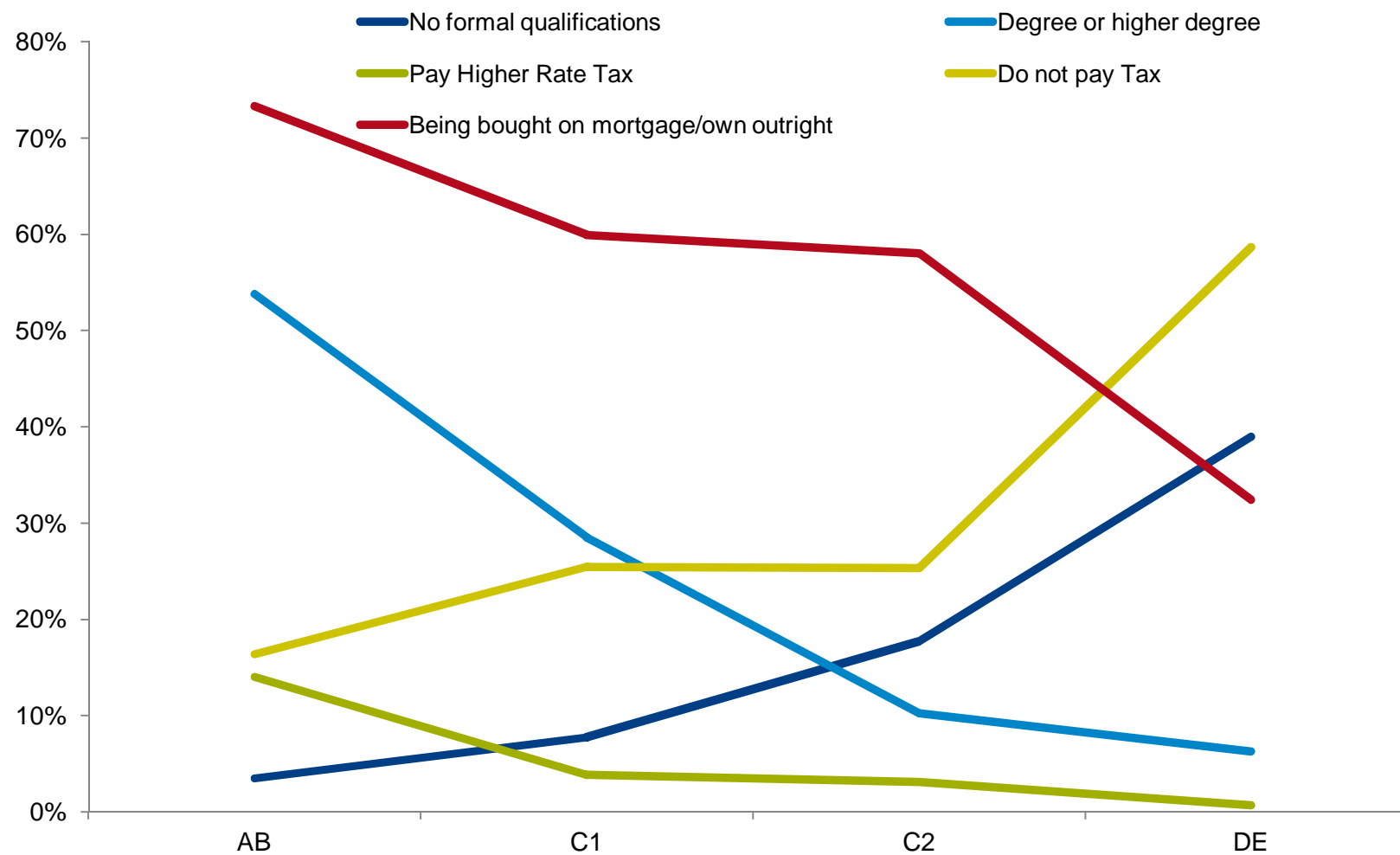# Percentage of regular shoppers at various supermarkets by Social Grade of HRP
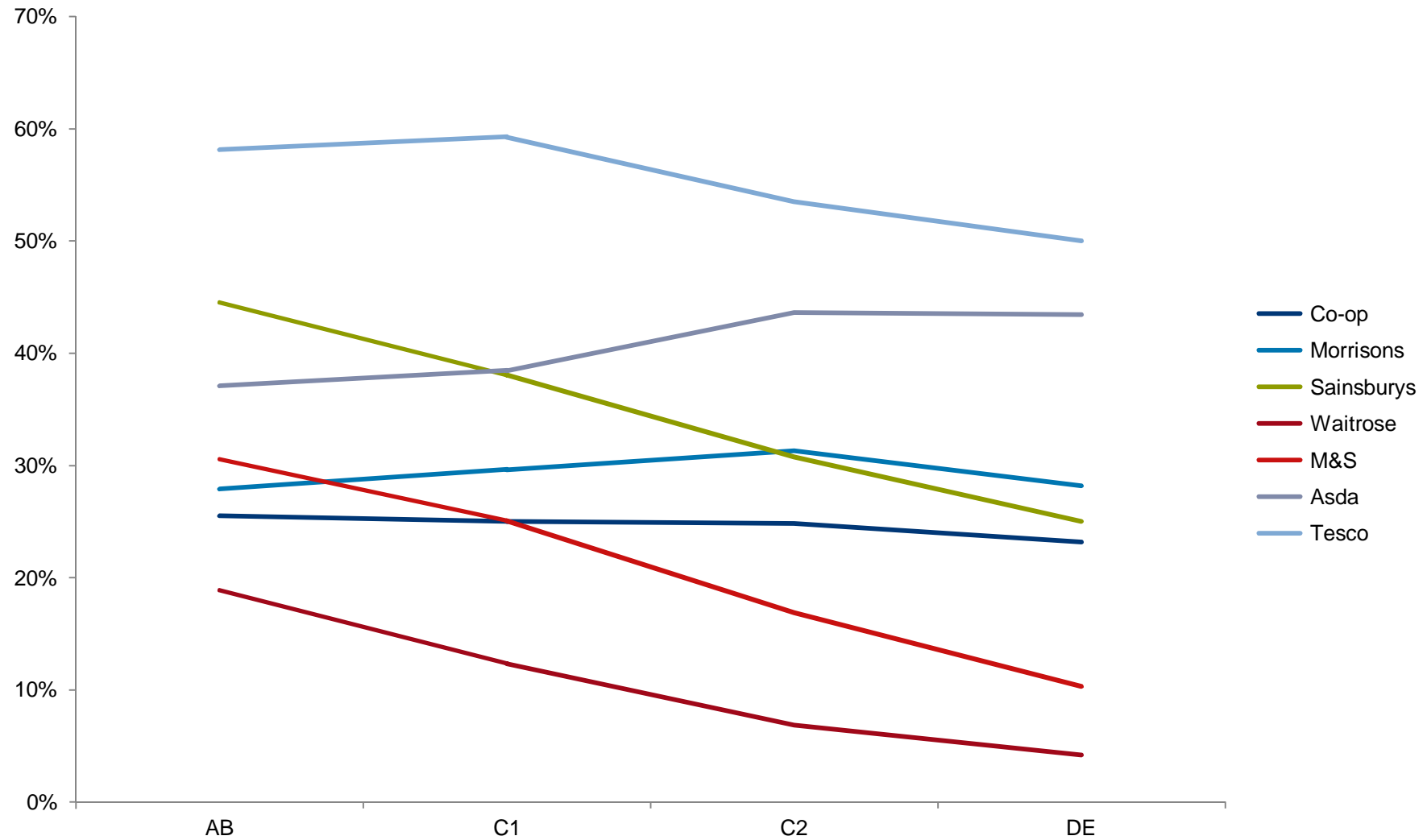
Source: Financial Research Survey June 2013

Time spent watching 5 'terrestrial' channels, by Social Grade

Legend:
- BBC 1
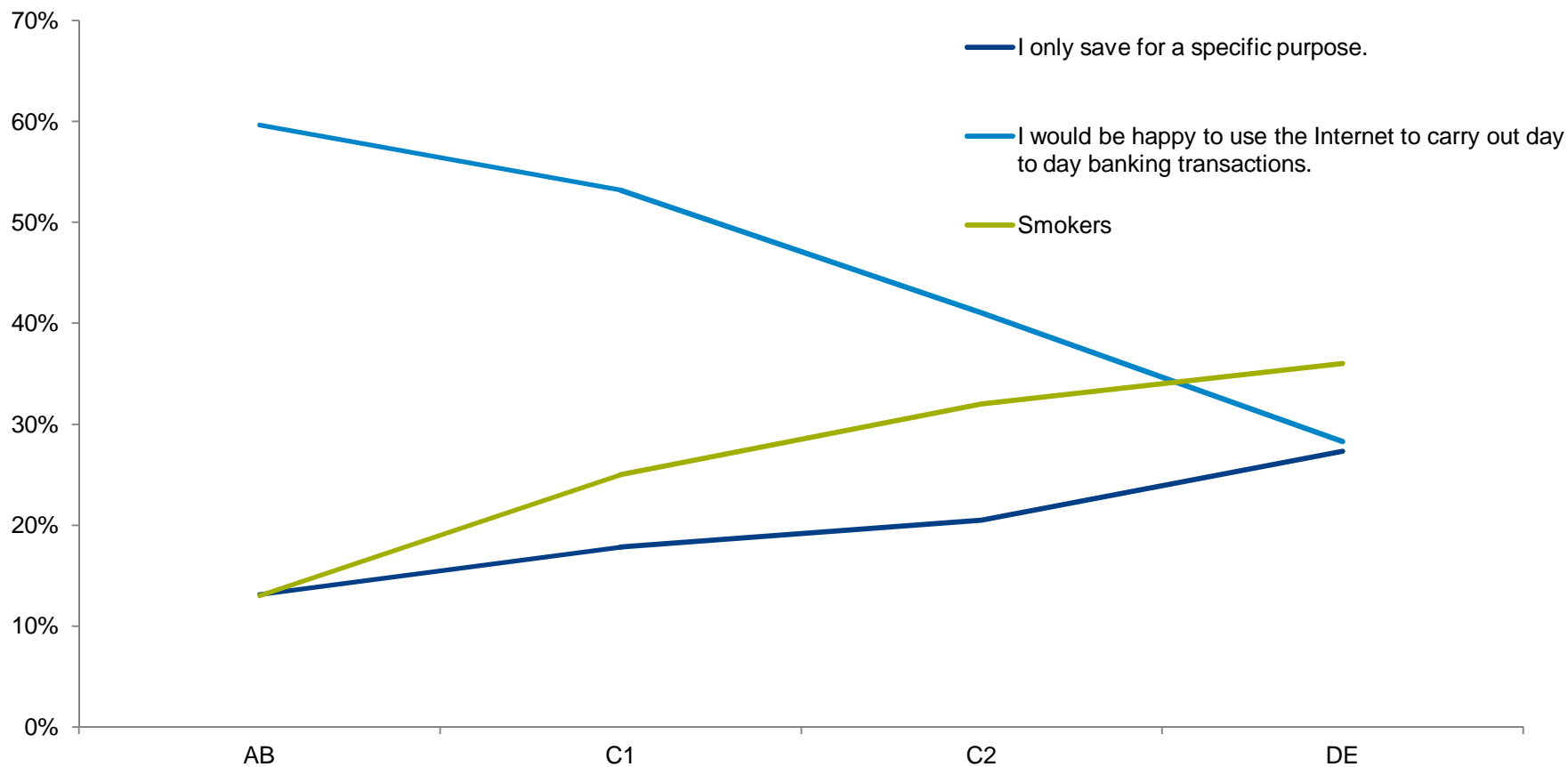- BBC 2
- ITV
- CH4
- Channel 5
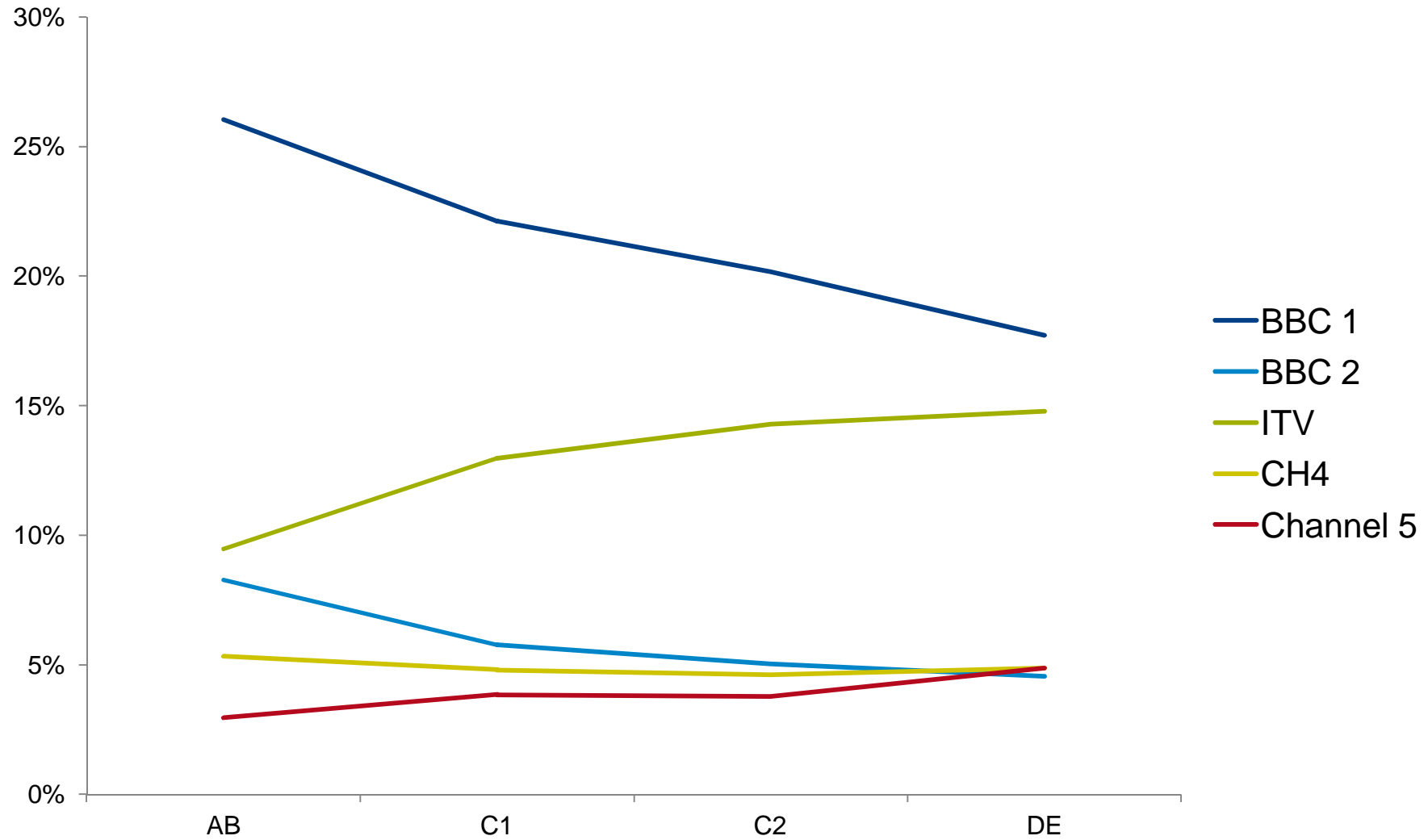
Source: BARB, 2013 – Average number of minutes watching each of 5 channels as a proportion of time spent watching any of 5 terrestrial channels

Wealth and education

Legend:
- No formal qualifications
- Degree or higher degree
- Pay Higher Rate Tax
- Do not pay Tax
- Being bought on mortgage/own outright

Source: Financial Research Survey June 2013

Differentiates on attitudes & behaviours

Legend:
- I only save for a specific purpose.
- I would be happy to use the Internet to carry out day to day banking transactions.
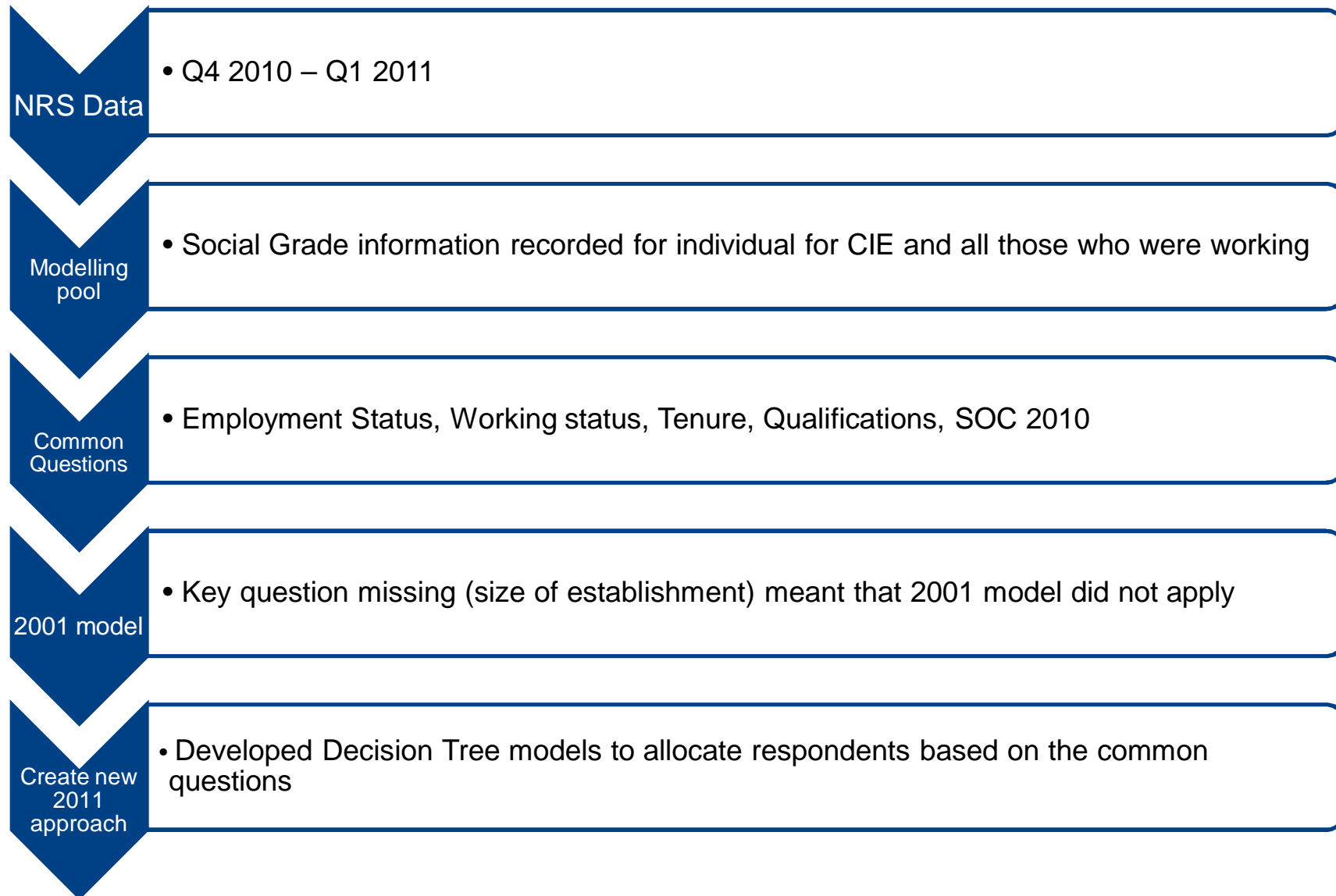- Smokers

Sources: Financial Research Survey ,June 2013, % Smokers - Lifecourse Tracker survey Wave 2, Oct 13
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/251802/Lifecourse_Tracker_survey_Wave_2_Report_final.pdf

Developing the model for Census 2011

Developing the model for Census 2011

NRS Data
- Q4 2010 – Q1 2011

Modelling pool
- Social Grade information recorded for individual for CIE and all those who were working

Common Questions
- Employment Status, Working status, Tenure, Qualifications, SOC 2010

2001 model
- Key question missing (size of establishment) meant that 2001 model did not apply

Create new 2011 approach
- Developed Decision Tree models to allocate respondents based on the common questions

Accuracy of model
Percentage of Actual Social Grade of respondent correctly predicted by model

Predicted Social Grade	Social Grade in NRS					
	AB	C1	C2	D	E	DE
AB	**77%**	12%	3%	1%	2%	1%
C1	19%	**74%**	9%	5 %	9%	6%
C2	2%	7%	**66%**	14%	7%	11%
D	1%	5%	19%	**75%**	17%	53%
E	1%	2%	3%	6 %	**66%**	29%
DE	2%	7%	21%	81%	83%	**82%**
Total	100%	100%	100%	100%	100%	100%

Source: NRS (Q4 2010 – Q1 2011)

Comparing the profiles

0%   20%   40%   60%   80%   100%

Total
Female
Male
16-24
25-34
35-44
45-54
55-64
65+

AB ■   C1 ■   C2 ■   D ■   E □ Social Grade
   ■   ■   ■   ■   □ Approximation

Source: NRS (Q4 2010 – Q1 2011)
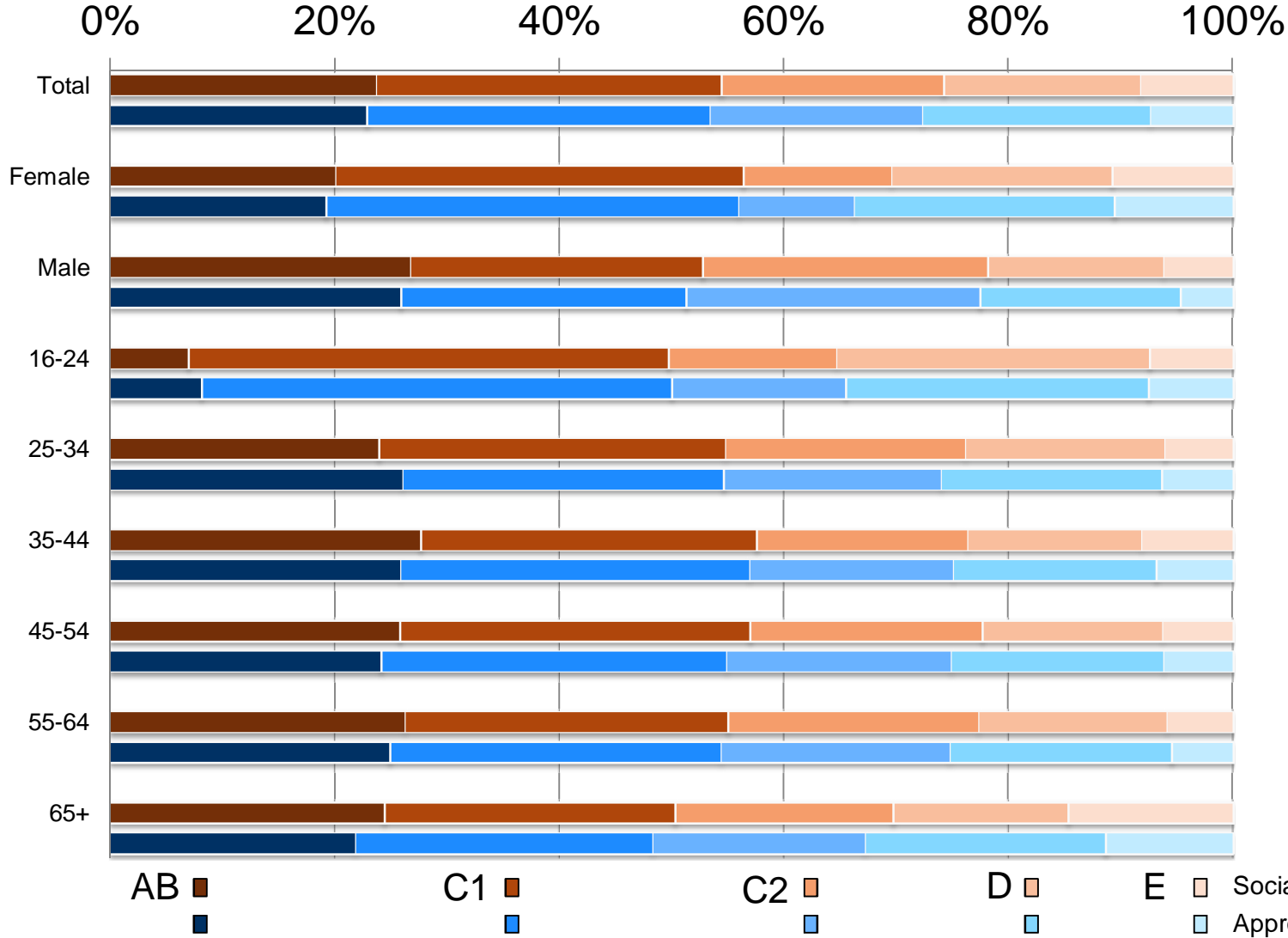
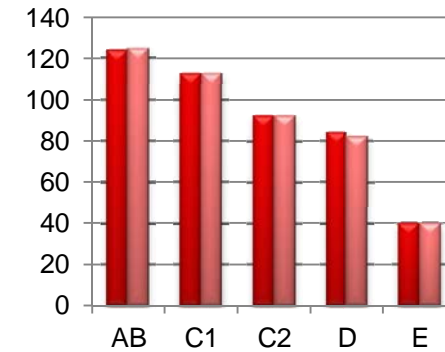# Comparing discrimination - indices between actual and modelled Social Grade
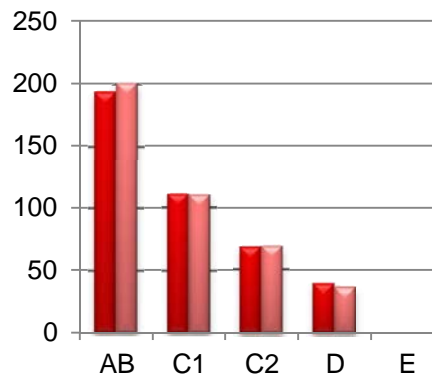

Average income
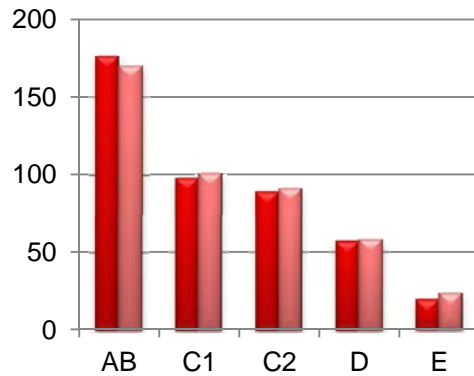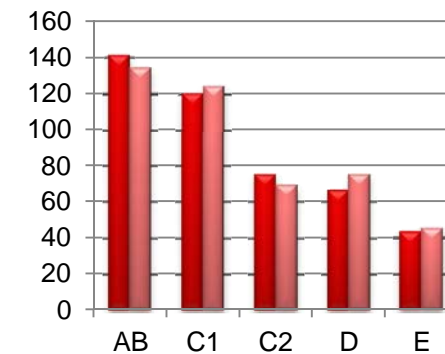
Accessed the internet
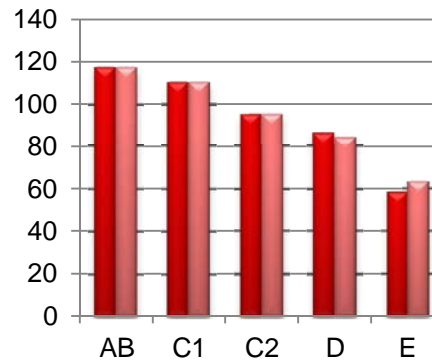
Holidays in last 3 years

Number of cars - none
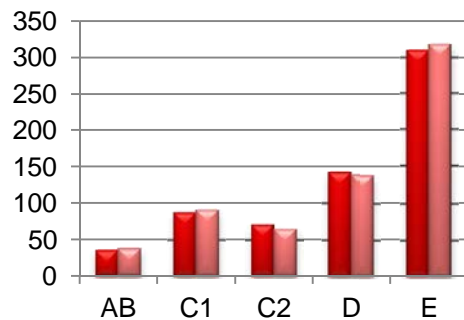
Taken out a mortgage

Has store card

Social Grade   Approximation

Comparing with other Sources

Compared with the NRS modelling data

Census: Higher Allocations to D instead of E

Retired

Unemployed

Census: Slightly Lower allocation into AB in favour of C1

Most noticeable in 65+

Most likely due to the allocation based on previous occupation

# Comparing with Census 2001 – Limited Trend analysis at present

Census 2011 is published so far based on counts for Household Reference Persons aged 16 – 64

2001 census based on ASG of HRP for Any age and applied to all persons

Looking to release for All persons for 2011, but still work in progress

Examples from the 2011 Census

Example Results – Approximated Social Grade for Inner London Boroughs
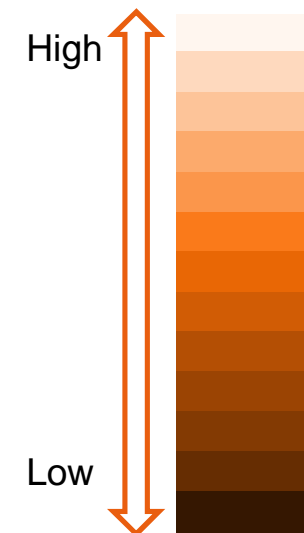

Legend: AB, C1, C2, DE
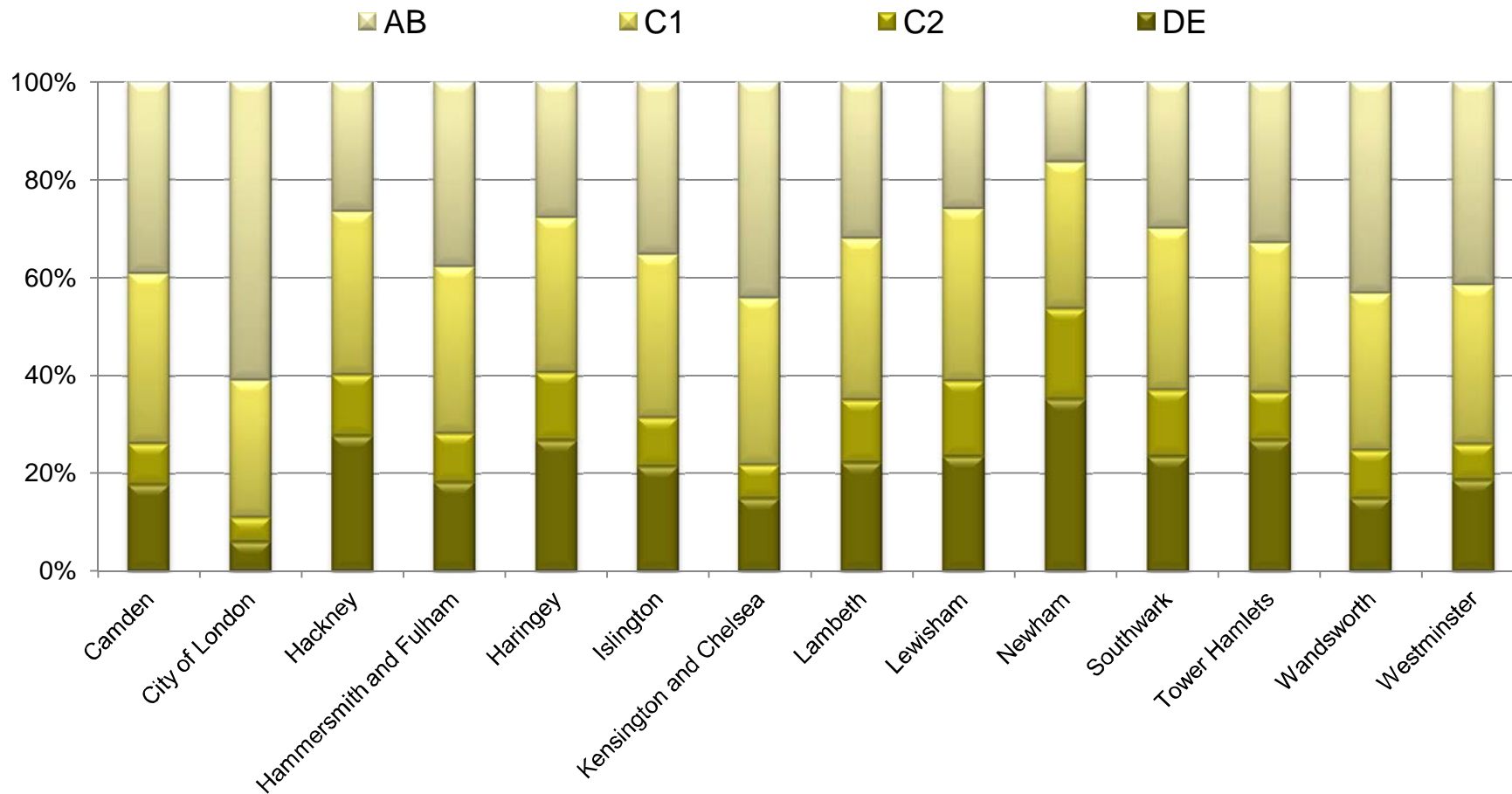
2011 Census: Approximated social grade for local authorities in England and Wales
Base: All household reference persons aged 16 to 64 in households
Source: Office for National Statistics

% AB within Lower Super Output Area – Kensington & Chelsea
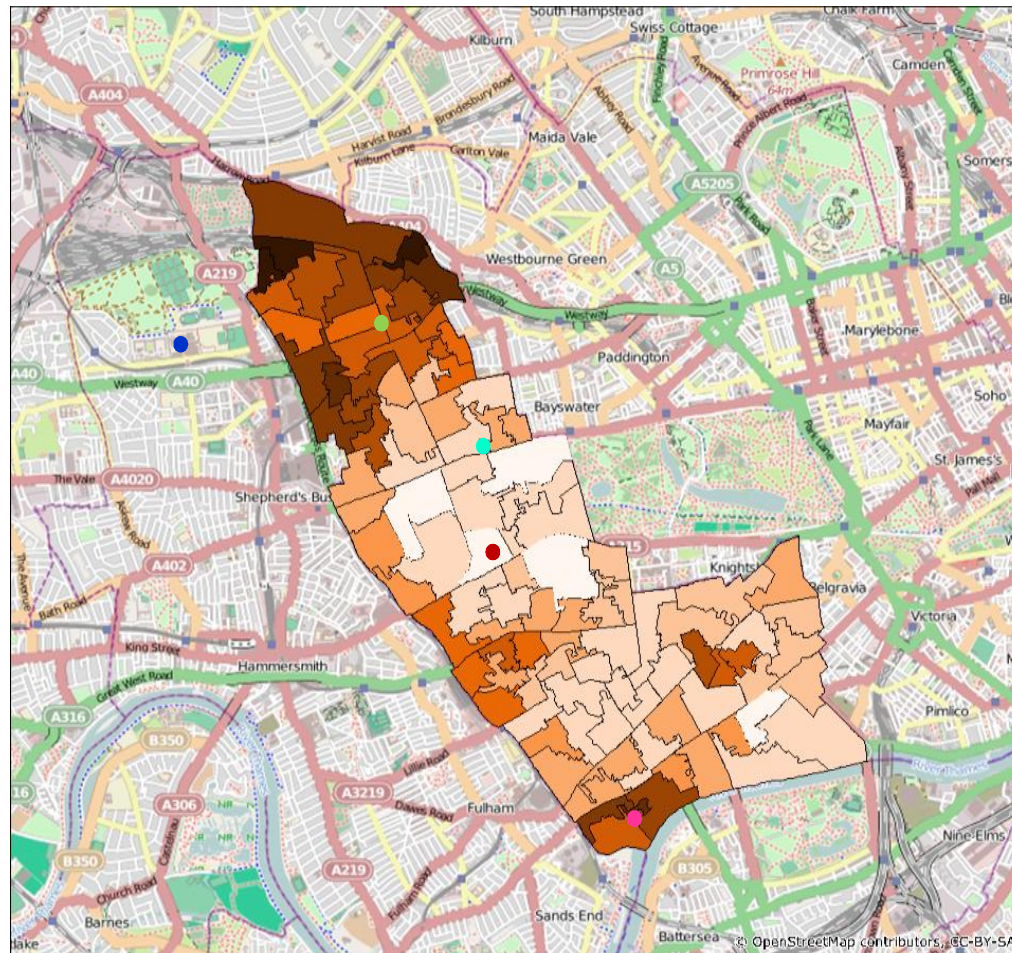
Notting Hill Tube ●

Ladbroke Grove Tube ●

Wormwood scrubs ●

World's end estate (400K) ●

Essex Villas (£7.5m) ●

High

Low

2011 Census: Approximated social grade for LSAO in Kensington & Chelsea
Base: All household reference persons aged 16 to 64 in households
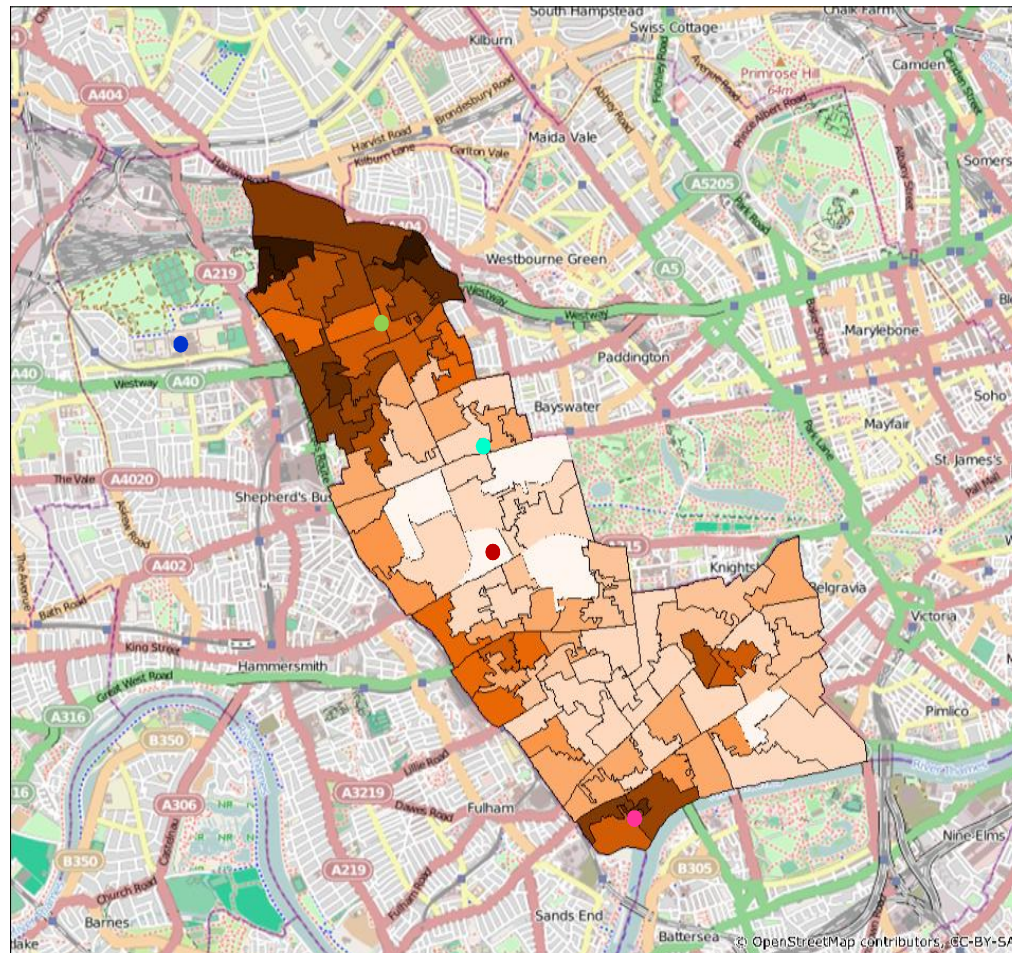Source: Office for National Statistics
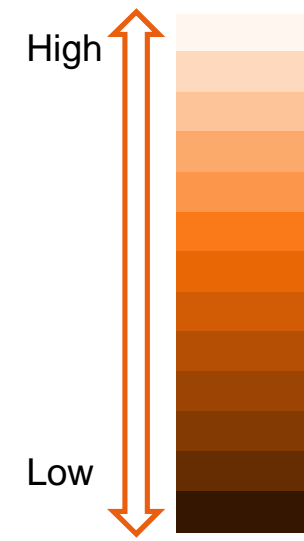
Essex Villas (average House price £7.5m)

Source: House price data: Zoopla, Oct 2013, Image: Google maps

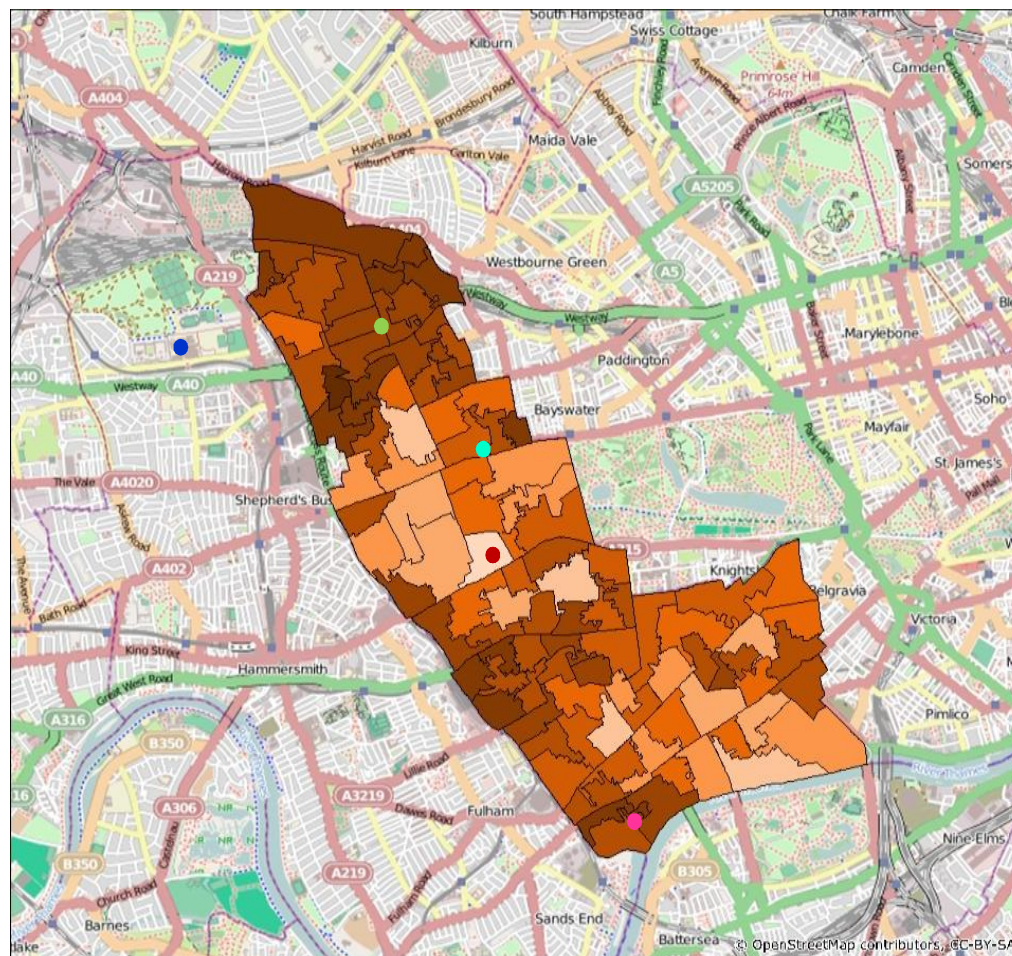# % AB within Lower Super Output Area – Kensington & Chelsea

Notting Hill Tube ●

Ladbroke Grove Tube ●

Wormwood scrubs ●

World's end estate (400K) ●
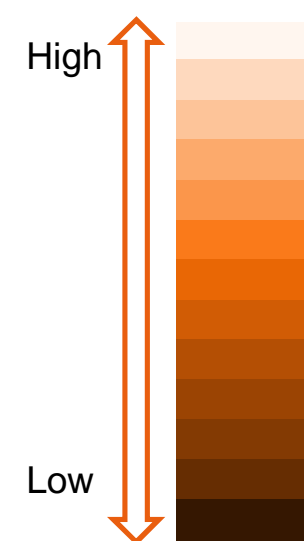
Essex Villas (£7.5m) ●

High ↕ Low

2011 Census: Approximated social grade for LSAO in Kensington & Chelsea
Base: All household reference persons aged 16 to 64 in households
Source: Office for National Statistics

Average number of cars per household - within Lower Super Output Area – Kensington & Chelsea
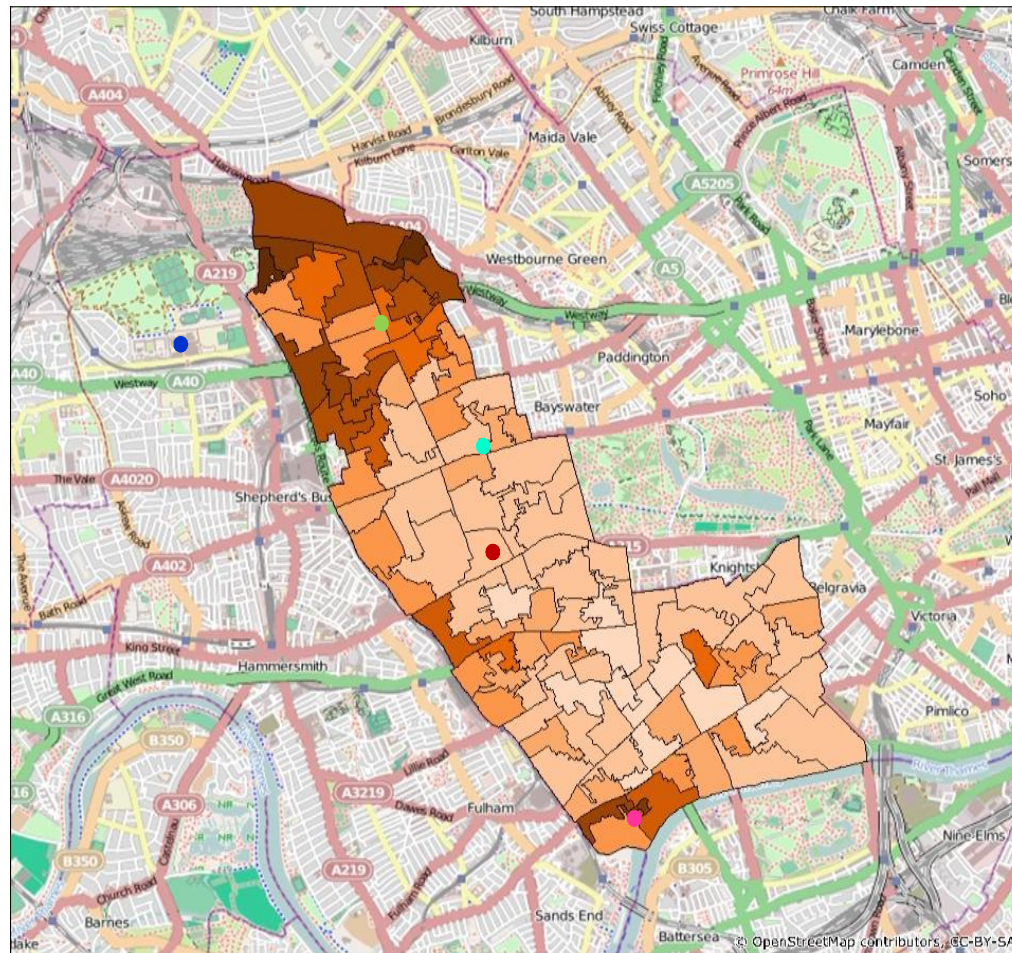

Notting Hill Tube

Ladbroke Grove Tube

Wormwood scrubs

World's end estate (400K)

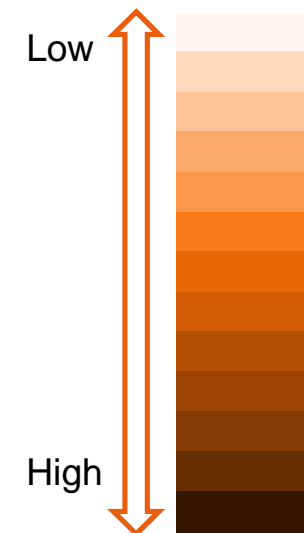**Essex Villas (£7.5m)**

High

Low

2011 Census: Approximated social grade for LSAO in Kensington & Chelsea
Base: All household reference persons aged 16 to 64 in households
Source: Office for National Statistics

% DE - within Lower Super Output Area – Kensington & Chelsea

Notting Hill Tube •

Ladbroke Grove Tube •

Wormwood scrubs •

World's end estate •

Essex Villas •

Low ↕ High

2011 Census: Approximated social grade for LSAO in Kensington & Chelsea
Base: All household reference persons aged 16 to 64 in households
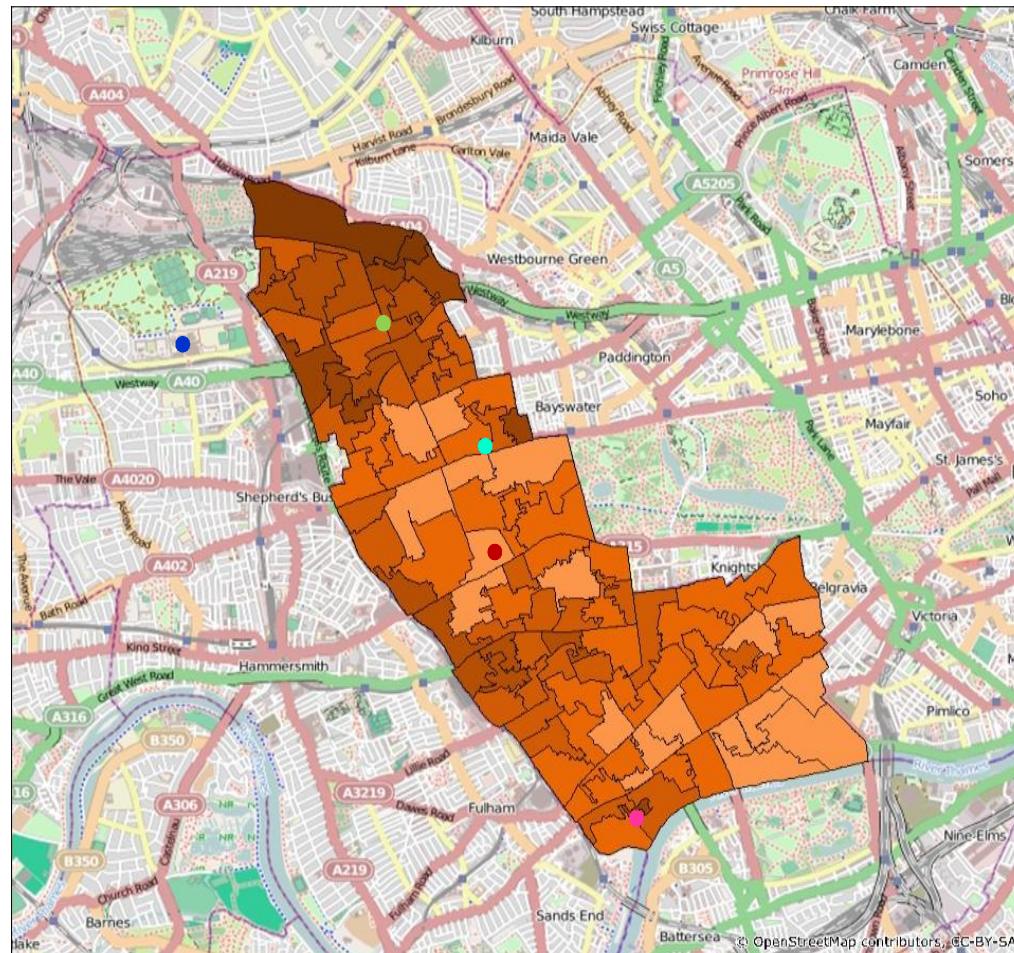Source: Office for National Statistics

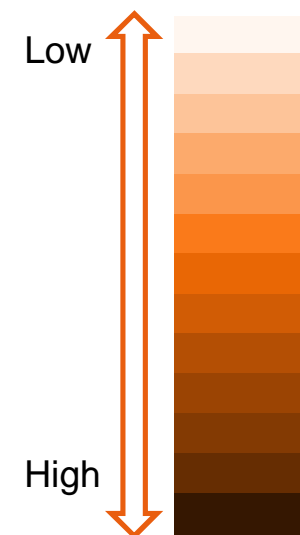# World's end estate (average house price £400K)

Source: House price data: Zoopla, Oct 2013, Image: Google maps

Average number of persons per room per household - within Lower Super Output Area – Kensington & Chelsea

Notting Hill Tube ●

Ladbroke Grove Tube ●

Wormwood scrubs ●

World's end estate (400K) ●

Essex Villas (£7.5m) ●

Low

High

2011 Census: Approximated social grade for LSAO in Kensington & Chelsea
Base: All household reference persons aged 16 to 64 in households
Source: Office for National Statistics

More information and other potential uses of ASG from Census 2011

https://www.mrs.org.uk/cgg/social_grade

http://www.nomisweb.co.uk/census/2011

http://www.ons.gov.uk/ons/publications/re-reference-tables.html?edition=tcm%3A77-301985

http://www.nomisweb.co.uk/census/2011/bulk/r2_2

Potential Uses:

Geo-demographic Analysis

Targeting Local Markets

Sample Design & Execution for Survey research

Link to Customer databases or Survey research