Social Grade Book

Toluna's approach to social classification:
Understand our Social Economic Classification
(SEC) definitions and algorithms

toluna

Table of contents

Argentina

SAIMO 2015

Questions to derive social classification

Q1.

Are you the main salary earner in the household?

- Yes
- No

Q3.

What is the level of education of the main salary earner in the household?

- No studies or incomplete primary school
- Primary school complete
- Secondary incomplete
- Tertiary complete
- University complete
- Postgraduate
- Secondary school complete
- University incomplete

Q2.

What is your level of education?

- No studies or incomplete primary school
- Primary school complete
- Secondary incomplete
- Tertiary complete
- University complete
- Postgraduate
- Secondary school complete
- University incomplete

Q4.

Is the main salary earner in the household currently working?

- Does not work but has others income sources
- No, he is retired and/or a pensioner
- Yes, is currently working
- Is not working but is actively looking for a job or unemployed

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Argentina

SAIMO 2015

Questions to derive social classification

Q5.

The occupation of the main salary earner in the household is:

▸ In a public institution or any private company of some kind

▸ Work alone, freelance, no employees

▸ As owner or partner in a company study or trade any size

Q6.

The last occupation of the main salary earner in the household was:

▸ As owner or partner in a company study or trade

▸ Work alone, freelance, no employees

▸ In a public sector or any private company of some kind

Q7.

Does the main salary earner have any staff in charge?

▸ Worker with no staff to be in charge

▸ Employee with leadership responsibilities

Q8.

Does the person who contributes the most for household expenses currently have some type of insured medical coverage?

▸ Yes

▸ No

▸ I don't know

Argentina

SAIMO 2015

Algorithm description

The algorithm is based on several answer combinations which will show the respondent only certain questions according to the questionnaire logic and existing display rules.

SEC Categories	Toluna Rep
ABC1	10%
C2	20%
C3	30%
D1	21%
D2E	19%

Brazil

ABEP 2018

Questions to derive social classification

Q1.

Are you the main salary earner in the household?

- Yes
- No

Q2.

What is your level of education?

- No education or Incomplete primary school
- Complete primary or incomplete secondary school
- Complete secondary or incomplete high school
- Complete high school or incomplete superior education
- Complete superior education

Q3.

What is the level of education of the main salary earner in the household?

- No education or Incomplete primary school
- Complete primary or incomplete secondary school
- Complete secondary or incomplete high school
- Complete high school or incomplete superior education
- Complete superior education

Q4.

Where does the water used in this household come from?

- Well or spring
- The utility company's distribution system
- Other

Brazil

ABEP 2018

Questions to derive social classification

Q5.

Considering the street segment of your household, you would say that the street is:

▶ Dirt/Gravel ▶ Asphalt/Paved

Q6.

Number of passenger cars exclusively for personal use:

▶ 0 ▶ 2 ▶ 4 or more
▶ 1 ▶ 3

Q7.

Number of monthly servants, including only those who work at least five days a week:

▶ 0 ▶ 2 ▶ 4 or more
▶ 1 ▶ 3

Q8.

Number of washing machines, excluding tub washing machines:

▶ 0 ▶ 2 ▶ 4 or more
▶ 1 ▶ 3

Brazil

ABEP 2018

Questions to derive social classification

Q9.

Number of bathrooms, restrooms, powder rooms:

- 0
- 1
- 2
- 3
- 4 or more

Q10.

Number of DVD Players, including any device that plays DVDs, and excluding Car DVD players:

- 0
- 1
- 2
- 3
- 4 or more

Q11.

Number of refrigerators:

- 0
- 1
- 2
- 3
- 4 or more

Q12.

Number of stand-alone freezers, or freezers in two-door refrigerators:

- 0
- 1
- 2
- 3
- 4 or more

Brazil

ABEP 2018

Questions to derive social classification

Q13.

Number of personal computers, including desktop computers, laptops, notebooks and netbooks, and excluding tablets, palmtops or smartphones:

- 0
- 1
- 2
- 3
- 4 or more

Q14.

Number of dishwashers:

- 0
- 1
- 2
- 3
- 4 or more

Q15.

Number of microwave ovens:

- 0
- 1
- 2
- 3
- 4 or more

Q16.

Number of motorcycles, not considering those used exclusively for professional activities:

- 0
- 1
- 2
- 3
- 4 or more

Q17.

Number of clothes dryers, including washers-and-dryers:

- 0
- 1
- 2
- 3
- 4 or more

Brazil

ABEP 2018

Algorithm description

All answers are assigned a certain number of points. The SEC value is assigned based on the sum of points obtained by the respondent after answering all questions.

SEC Categories	Toluna Rep
A	15%
B1	12%
B2	26%
C1	26%
C2	14%
D	5%
E	1%

Chile

AIM 2018

Questions to derive
social classification

Q1.

Are you the main salary earner in the household?

▶ Yes   ▶ No

Q2.

What is your level of education?

▶ No formal education

▶ Incomplete primary education

▶ Complete primary education

▶ Incomplete high school Grade 12 or GED

▶ Complete high school Grade 12 or GED

▶ Incomplete community college Freshman and Sophomore or armed forces training

▶ Complete community college Freshman and Sophomore or armed forces training

▶ Incomplete Associate and or Bachelors degree 4 year program

▶ Complete Associate and or Bachelors degree 4 year program or official in the armed forces

▶ Graduate or postgraduate studies MBA or masters or doctorate

Q3.

What is the level of education of the main salary earner in the household?

▶ No formal education

▶ Incomplete primary education

▶ Complete primary education

▶ Incomplete high school Grade 12 or GED

▶ Complete high school Grade 12 or GED

▶ Incomplete community college Freshman and Sophomore or armed forces training

▶ Complete community college Freshman and Sophomore or armed forces training

▶ Incomplete Associate and or Bachelors degree 4 year program

▶ Complete Associate and or Bachelors degree 4 year program or official in the armed forces

▶ Graduate or postgraduate studies MBA or masters or doctorate

Chile

AIM 2018

Questions to derive social classification

Q4.

Which of the following occupations corresponds to the job of the main salary earner in the household?

- Unqualified labor in sales or services or agriculture or foresting or construction

- Construction or machinery operators or artisans of mechanical arts and other crafts

- Sales and services

- Skilled agricultural workers

- Drivers or machine operators

- Officer workers in private or public sector

- Mid level technicians and professionals including armed forces officials

- Academic professionals or teachers or professors or researchers

- High or middle management of public or private sectors or Company owners or High command in the armed forces

- Other unidentified groups that include property owners or people with disabilities

Q5.

Including yourself, how many people are currently living in your household?

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 or more

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Chile

AIM 2018

Questions to derive social classification

Q6.

Please think about the total household income in an average month, considering the contribution of all its members and other additional income such as property income, retirement or pensions. In which of these ranges is the total monthly income of your home?

Based on the answer selected by the respondent at Q6 he will be shown one of the 6 detailed monthly income questions from which he canchoose a more specific income range.

- Less than 300,000 CLP
- 300,000 to 499,999 CLP
- 500,000 to 999,999 CLP
- 1,000,000 to 1,999,999 CLP
- 2,000,000 to 3,999,999 CLP
- 4,000,000 or more CLP

Chile

AIM 2018

Algorithm description

The algorithm is based on the following steps:

1. The code obtained based on the cross check for monthly income/household size calculation.

2. The code from step 1 is combined with Education (of Chief salary earner which can be the member or other person) and Occupation.

3. The final code will assign the respondent a SEC value.

SEC Categories	Toluna Rep
AB	1%
C1a	5%
C1b	8%
C2	18%
C3	25%
D	28%
E	15%

Colombia

ESTRATO

Questions to derive social classification

Q1.

Estrato of your home:

- 1 Low-low
- 2 Low
- 3 Middle-Low
- 4 Middle
- 5 Middle-High
- 6 High
- Prefer not to answe

Algorithm description:

Members self-select their social status. There is no algorithm used

SEC Categories	Toluna Rep
1 Low-Low	28%
2 Low	35%
3 Middle-Low	25%
4 Middle	10%
5 Middle-High	2%
6 High	1%

Mexico

AMAI NSE 2018 & 2022

Questions to derive social classification

Q1.

Are you the main salary earner in the household?

- Yes
- No

Q3.

What is the level of education of themain salary earner in the household?

- No schooling
- Preschool
- Elementary incomplete
- Elementary complete
- Junior high school incomplete
- Junior high school complete
- High school incomplete
- High school complete
- Bachelor Degree Incomplete
- Bachelor Degree Complete
- Postgraduate
- Commercial career
- Technical career
- Diploma or Master degree
- Doctorate

Q2.

What is your level of education?

- No schooling
- Preschool
- Elementary incomplete
- Elementary complete
- Junior high school incomplete
- Junior high school complete
- High school incomplete
- High school complete
- Bachelor Degree Incomplete
- Bachelor Degree Complete
- Postgraduate
- Commercial career
- Technical career
- Diploma or Master degree
- Doctorate

Q4.

How many complete bathrooms (with shower and toilet) are in your household?

- 0
- 1
- 2 or more

Mexico

AMAI NSE 2018 & 2022

Questions to derive
social classification

Q5.

How many cars or trucks
do you have in your household?

- 0
- 1
- 2 or more

Q7.

Of all the people with the age
of 14 years or more living in the
household, how many have
worked in the past month?

- 0
- 1
- 2
- 3
- 4 or more

Q6.

Without considering the mobile
connection you may have from
a cell phone, does your household have
any internet connection?

- Yes, it has
- No, it hasn't

Q6.

In this household, how many rooms are
used for sleep, without counting hallways
or bathrooms?

- 0
- 1
- 2
- 3
- 4 or more

Mexico

AMAI NSE 2018 & 2022

Algorithm description

All answers are assigned a certain number of points. The SEC value is assigned based on the sum of points obtained by the respondent after answering all questions.

SEC Categories	Toluna Rep
A/B	12%
C+	21%
C	24%
C-	21%
D+	13%
D	8%
E	1%

Peru

APEIM 2013

Questions to derive social classification

Q1.

Are you the main salary earner in the household?

- Yes
- No

Q2.

What is your level of education?

- Without education/Initial Education
- Primary school/Secondary incomplete
- Secondary complete/Superior technical incomplete
- Superior technical complete
- Superior University Incomplete
- Superior University Complete
- Postgraduate University Degree

Q3.

What is the level of education of the main salary earner in the household?

- Without education/Initial Education
- Primary school/Secondary incomplete
- Secondary complete/Superior technical incomplete
- Superior technical complete
- Superior University Incomplete
- Superior University Complete
- Postgraduate University Degree

Peru

APEIM 2013

Questions to derive social classification

Q4.

Do you have a functional computer, laptop or tablet in your home?

▶ Yes   ▶ No

Q5.

Do you have a functional washing machine in your home?

▶ Yes   ▶ No

Q6.

Do you have a functional microwave in your home?

▶ Yes   ▶ No

Q7.

Do you have a functional fridge/freezer in your home?

▶ Yes   ▶ No

Q8.

In your home, do you have domestic service that comes to work at least once a week? (Domestic service is someone who helps you with household chores and who you pay)

▶ Yes   ▶ No

Q9.

Does the head of the household have a car or a truck that is not owned by a company or used as a taxi?

▶ Yes

▶ No

Peru

APEIM 2013

Questions to derive social classification

Q10.

Please select the predominant materials from which the floors of your home are made:

- Slab/Terrazzo, mayolica, mosaic, vinyl mosaic or similar
- Soil/Other material (sand and unpolished plank)
- Sheet like, wood, asphaltic sheets or similar
- Unpolished or polished cement/Wood (planking)/Tapestry
- Parquet or polished wood, porcelain, carpet, marble

Q12.

Which of the following best describes how you and others in your home access a toilet?

- Toilet connected with a blind well, septic tank, silo, river, ditch
- A shared toilet outside connected to a public sewage
- A toilet inside the home connected to a public sewage
- No access to a toilet

Q11.

Please select the predominant materials from which the exterior walls of your home are made:

- Wood, stone with mud, quincha tapia, adobe
- Brick or cement Wall
- Mat
- Stone, ash with salt, cement

Q13.

Is the head of your household affiliated with any health care system? Please select the most suitable option.

- Seguro Salud FFAA Policiales
- Seguro Integral de Salud SIS
- ESSALUD
- Entidad prestadora de salud EPS
- Is not affiliated to any health insurance
- Private Health Insurance

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Peru

APEIM 2013

Algorithm description

All answers are assigned a certain number of points. The SEC value is assigned based on the sum of points obtained by the respondent after answering all questions.

SEC Categories	Toluna Rep
A1	1%
A2	7%
B1	13%
B2	17%
C1	28%
C2	13%
D	15%
E	7%

France

CSP 3&8

Questions to derive social classification

Q1.

Which is your current job position? If you are looking for a job and you have previously worked, please select your last job position.

- Intellectual profession, Executive, Freelance
- Craftsman, shop owner, managing director
- Employee, public sector companies
- Intermediate profession: Public sector (health, teaching...) companies

- Farmer (farm owner)
- Skilled manual worker
- Semi-skilled or unskilled manual worker
- Intermediate Professional Liberal Profession

- Student
- Unemployed
- Housewife / Homemaker
- Retired
- Unemployed – Looking for first job

France

CSP 3&8

Algorithm description

Both algorithms, CSP3 and CSP8, will assign the respondent a value based on the answer he has provided to Q1.

CSP3 Categories	Toluna Rep
CSP+	27%
CSP-	38%
Inactive	35%

CSP8 Categories	Toluna Rep
CSP1	1%
CSP2	6%
CSP3	12%
CSP4	9%
CSP5	31%
CSP6	7%
CSP7	8%
CSP8	27%

Saudi Arabia

SEC

Questions to derive social classification

Q1.

What is your monthly household income?

- 0 SAR–3,000 SAR
- 3,001 SAR–5,000 SAR
- 5,001 SAR–7,500 SAR
- 7,501 SAR–12,500 SAR
- 12,501 SAR–17,500 SAR
- 17,501 SAR–20,000 SAR
- 20,001 SAR–25,000 SAR
- 25,001 SAR–30,000 SAR
- 30,001 SAR–35,000 SAR
- 35,001 SAR–40,000 SAR
- 40,001 SAR or more
- Prefer not to say

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Saudi Arabia

SEC

Algorithm description

The algorithm is based on a single choice question and each answer has a SEC value assigned to it.

SEC Categories	Toluna Rep
A	8%
B	12%
C1	14%
C2	12%
D	46%
Unclassified	9%

Q1.

Thinking about the facilities in your household, please select all that applies:

- DVD player/Blu Ray Player
- Computer – Desktop/Laptop in home
- Motor vehicle in household
- TV set
- Microwave oven
- Built-in kitchen sink
- Electric Stove
- Vacuum cleaner/floor polisher
- Rural rest (excl. W. Cape & Gauteng rural)
- Flush toilet in/outside house

- Washing machine
- 0 or 1 radio set in household
- No domestic workers or household helpers (this includes live-in and part time domestics and gardeners)
- House/cluster house/town house
- Swimming Pool
- Air conditioner (excl. fans)
- Deep freezer – free standing
- Home telephone (excl. cellphone)
- Pay TV (M-Net/DStv/StarSat) subscription
- Hi-fi/Music centre

- Tap water in house/on plot
- Metropolitan dweller (250 000+)
- 3 or more cellphones in household
- Home security service
- Home theatre system
- Dishwashing machine
- Tumble dryer
- Refrigerator or combined fridge/freezer
- Hot running water from a geyser

South Africa

SAARF LSM 2014

Question to derive social classification

South Africa

SAARF LSM 2014

Algorithm description

The algorithm is based on a multiple-choice question which has a certain number of points for each of its answers. A constant is added to the sum of the points of the answers selected by the respondent and the result will allocate the respondent to one of the 10 LSM Groups from the table.

LSM Categories	Toluna Rep
LSM 1	0%
LSM 2	0%
LSM 3	1%
LSM 4	2%
LSM 5	18%
LSM 6	26%
LSM 7	18%
LSM 8	15%
LSM 9	19%
LSM 10	1%

Q1.

What is the occupation of the main salary earner in the household?

- Farmer with 6 or more employees
- Farmer with 1 to 5 employees
- Farmer with no employees
- Farmer in cooperative
- Retailer with 6 or more employees
- Retailer with 1 to 5 employees
- Retailer with no employees
- Member of non-agricultural cooperatives
- Self-employed or Independent professional or Contractor
- Craftsman

- Director of Public and Private Companies with 25 and more employees
- Director of Public and Private Companies with less than 25 employees
- High Managerial
- Intermediate Managerial
- Supervisor
- Sales and Customer Service
- Clerical
- Skilled manual worker
- Salesperson
- Junior managerial

- Semi-skilled or unskilled manual worker
- Day laborer
- Other non-skilled
- Other
- Retired
- Not currently working but actively looking
- Not currently working and not actively looking
- I do not know, or I prefer not to answer

Spain

AIMC 2016

Questions to derive social classification

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Spain

AIMC 2016

Questions to derive
social classification

Q2.

What is the last education
level of the main salary
earner in the household?

- No qualification
- Elementary School not completed
- Elementary School
- Middle or Junior School
- High School or Apprenticeship
- Graduated 3 years
- Graduated 4 years
  or Postgraduate or Doctorate
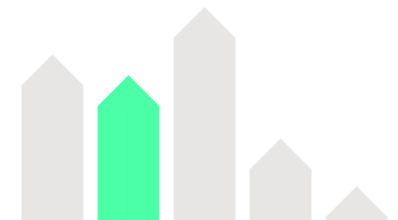- Other
- Do not know or prefer
  not to answer

Q3.

Number of people
in the household,
including yourself.

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 or more

Q4.

How many people
in the household, including
yourself, have an income?

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 or more

Spain

AIMC 2016

Algorithm description

The algorithm assigns the respondent a SEC value according to the final sum of points obtained from:

1. Cross-check between the answers from Q1 and Q2.
2. Points given based on the answer selected by the respondent at Q1.
3. Cross-check between the answers from Q3 and Q4.

SEC Categories	Toluna Rep
A1	0%
A2	17%
B	13%
C	27%
D	10%
E1	19%
E2	5%

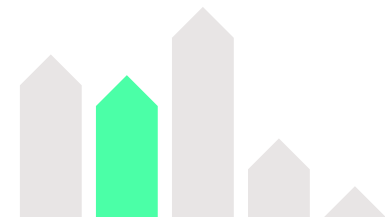# Turkey

SEC

Questions to derive social classification

Q1.

What is the education levelof the main salary earner inthe household?

- Primary school incomplete
- Primary school graduate
- Secondary school graduate
- High school graduate – Normal
- High school graduate – Vocational
- College – 2 years
- University – Open education
- University – Normal
- Postgraduate

Q2.

What is the work position of the main salary earner in the household?

- Unemployed (not working at the moment, no side income, gets state support)
- Unemployed (not working at the moment, gets regular side income)
- Housewife (no side income, gets state support)
- Housewife (has regular side income)
- Student (has no job getting income)
- Worker (has piecework)
- Worker (has regular work)
- Headworker/foreman (has workers working for himself)
- Officer/technician/specialist but not manager level
- Manager (with 1-5 employees)
- Manager (with 6-10 employees)
- Manager (with 11-20 employees)

- Manager (with more than 20 employees)
- Military
- Paid senior qualified specialist
- Farmer (working on their own/with their family)
- Peddler (self employed, has no office/store)
- Working on his own (has a store/office, artisan)
- Office/store owner (with 1-5 workers)
- Office/store owner (with 6-10 workers)
- Office/store owner (with 11-20 workers)
- Office/store owner (with more than 20 workers)
- Freelance qualified specialist

Turkey
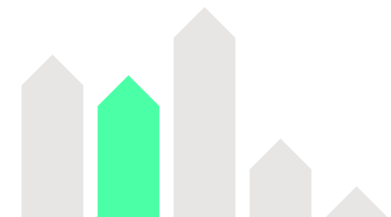
SEC

Algorithm description

The algorithm is based on a cross-check between the answers selected at Q1 and Q2 which will assign the respondent a SEC value.

SEC Categories	Toluna Rep
A	19%
B	19%
C1	26%
C2	20%
D	12%
E	4%

UK

NRS

Questions to derive social classification

Q1.

Are you the main salary earner in your household?

▸ Yes ▸ No

Q2.

Work position:

- ▸ High managerial, administrative or professional
- ▸ Intermediate managerial, administrative or professional
- ▸ Supervisor; clerical; junior managerial, administrative or professional
- ▸ Intermediate professional liberal profession

- ▸ Intermediate profession: Public sector (health, teaching...) companies
- ▸ Employee, public sector companies
- ▸ Intellectual profession, Executive, Freelance
- ▸ Craftsman, shop owner, managing director
- ▸ Skilled manual worker

- ▸ Semi-skilled or unskilled manual worker
- ▸ Farmer (farm owner)
- ▸ Housewife / Homemaker
- ▸ Student
- ▸ Retired
- ▸ Unemployed

UK

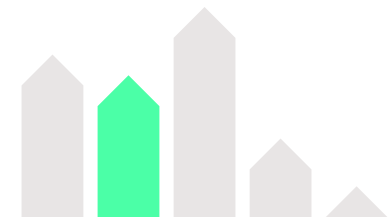**NRS**

Questions to derive social classification

Q3.

What is the position of the main salary-earner in your household?

- High managerial, administrative or professional
- Intermediate managerial, administrative or professional
- Supervisor; clerical; junior managerial, administrative or professional
- Intermediate professional liberal profession

- Intermediate profession: Public sector (health, teaching…) companies
- Employee, public sector companies
- Intellectual profession, Executive, Freelance
- Craftsman, shop owner, managing director
- Skilled manual worker

- Semi-skilled or unskilled manual worker
- Farmer (farm owner)
- Housewife / Homemaker
- Student
- Retired
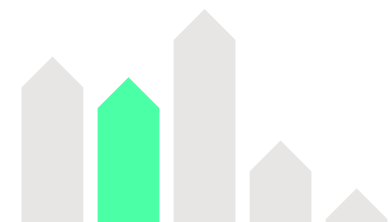- Unemployed

UK

NRS

Algorithm description

The algorithm is based on the work position of the main salary earner in the household. Based on the answer provided by the respondent to Q1, the algorithm will take into consideration either Q2 OR Q3 and it will classify the respondent into one of the SEC classes from the table.

SEC Categories	Toluna Rep
A	24%
B	23%
C1	28%
C2	2%
D	6%
E	17%

India

SEC

Questions to derive social classification

Q1.

Please select the maximum level of education of the chief wage earner in your household (the person who contributes the most towards household expenses):

- Illiterate
- Literate but no formal schooling or School up to 4 years
- School 5 to 9 years
- SSC or HSC
- Some College
- Graduate or Post Graduate General
- Graduate or Post Graduate Professional

Q2.

Please select the occupation of the chief wage earner of your household:

- Unskilled worker
- Skilled worker
- Petty trader
- Shop owner
- Businessperson or Industrialist with no employees
- Businessperson or Industrialist with 1-9 employees
- Businessperson or Industrialist with more than 10 employees
- Self-employed professional
- Clerical or Salesperson
- Supervisory level
- Officer or Executive – Junior
- Officer or Executive Middle or Senior

India

SEC

Algorithm description

This algorithm is based on a cross-check between the answers selected at Q1 and Q2 which will assign the respondent a SECvalue.

SEC Categories	Toluna Rep
A1	17%
A2	18%
B1	9%
B2	16%
C	13%
D	16%
E1	4%
E2	7%

India

NCCS

Questions to derive social classification

Q1.

Please select the maximum level of education of the chief wage earner inyour household (the person who contributes the most towards household expenses):

- Illiterate
- Literate but no formal schooling or School up to 4 years
- School 5 to 9 years
- SSC or HSC
- Some College
- Graduate or Post Graduate General
- Graduate or Post Graduate Professional

Q2.

Please select from the below list all the items you or your family own (It could be owned by you, your family, orprovided by the employer or it could be available in the house you live in; but itshould be for the use of just you or your family):

- Electricity Connection
- Ceiling Fan
- LPG Stove
- Two-Wheeler
- Color TV
- Refrigerator
- Washing Machine
- Personal Computer or Laptop
- Car or Jeep or Van
- Air Conditioner
- Agricultural Land
- Microwave oven
- None of the above

India

NCCS

Algorithm description

This algorithm is based on a cross check between the answer selected at Q1 and the sum of points for every answer selected at Q2.

SEC Categories	Toluna Rep
A1	16%
A2	12%
A3	8%
B1	6%
B2	5%
C1	4%
C2	5%
D1	6%
D2	13%
E1	11%
E2	11%
E3	2%

Indonesia

SEC

Questions to derive social classification

Q1.

How many family members are in your household?

- Answers go from 1 to 20 people living in the household.

Q2.

What is the monthly expenditure of your household (i.e. total expenses for food, clothing, vehicles / transport, electricity,etc., but does not include large nonpermanent expenses)?

- Income ranges go from "Up to Rp 300,000" to "More than Rp 15,000,000"

Indonesia

SEC

Questions to derive social classification

Q3.

What type of fuel do you use at home for everyday cooking?

- Electricity
- LPG – 12 KG
- LPG – 5,5 KG / Blue Gas
- LPG – 3 KG
- Natural Gas
- Kerosene
- Wood
- Charcoal
- Bricket
- Other
- Not cooking

Q4.

What source of drinking water do you consume most often at home?

- Branded package water
- Refill water
- Tap water in meter
- Tap water in retail
- Artesian well / pump
- Protected well
- Unprotected well
- Protected spring
- Unprotected spring
- River
- Rain
- Other

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Indonesia

SEC

Algorithm description

The algorithm is based on a cross check between the answers selected at Q1 and Q2 and then the sum of points obtained from Q2, Q3 and Q4.

SEC Categories	Toluna Rep
Upper 1	11%
Upper 2	14%
Middle 1	16%
Middle 2	20%
Lower 1	34%
Lower 2	5%

Philippines

SEC 1

Questions to derive social classification

Q1.

What is your average monthly income (the combined personal income from all working members of the family plus income from other sources)?

- Below PHP 7,000
- PHP 7,001 to 10,000
- PHP 10,001 to 17,000
- PHP 17,001 to 20,000
- PHP 20,001 to 30,000
- PHP 30,001 to 40,000
- PHP 40,001 to 50,000
- PHP 50,001 to 55,000
- PHP 55,001 to 80,000
- PHP 80,001 to 85,000
- PHP 85,001 to 120,000
- More than PHP 120,001

Q2.

What is the highest educational attainment of the chief income earner of your household?

- No schooling
- Elementary or less
- Some high school
- Completed high school
- Some college
- College graduate of SUCs
- Some masteral
- College graduate of exclusive UCs
- Masteral or doctoral graduate

Philippines

SEC 1

Algorithm description

Each answer from Q1 and Q2 has a code assigned to it. The algorithm takes into consideration the codes from each of the 2 questions and assigns the respondent a SEC category.

SEC Categories	Toluna Rep
AB	3%
C1	24%
C2	12%
D	29%
E	22%

Philippines

SEC 2

Questions to derive social classification

Q1.

Which of the following describes the status of your housing unit?

- Fully-owned (Both house and lot)
- House owned, but lot not owned
- Amortized
- Not owned (rent-free)
- Rented

Q2.

Which of the following describes the type of your housing unit?

- Multi-storey
- Bungalow detached
- Duplex or Triplex
- Townhouse
- Condominium

- Apartment house
- Row house
- Single-storey attached
- Room-only or Studio-type
- Nipa or Makeshift house

Q3.

How many toilets do you have in your household?

- None
- One
- Two or more

Q4.

Which of the following best describes the toilet facilities in your household?

- One toilet with flush inside or outside the house
- One toilet without flush inside the house
- One toilet without flush outside the house

Q5.

Which of the following best describes the toilet facilities in your household?

- More than one toilet with flush inside the house
- More than one toilet with flush outside the house
- More than one toilet without flush inside or outside the house

Philippines

SEC 2

Questions to derive social classification

Q6.

Which of the following describes the status of your housing unit?

- Air-Conditioner
- Digital Camera
- Electric Fan
- Flat Iron
- Internet Subscription
- Microwave Oven
- Refrigerator
- Washing Machine
- None of the above

Q8.

How old is your car/UV/SUV?

- More than 5 years
- 5 years or newer

Q7.

Which of the following describes the ownership of your latest car/UV/SUV?

- Fully-owned
- Amortized
- None

Q9.

What is the average monthly amount spent for electricity in your household?

- None/Free
- PHP 1 – 750
- PHP 751 – 1,500
- PHP 1,501 – 3,000
- PHP 3,001 – 6,000
- PHP 6,001 or more

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Philippines

SEC 2

Questions to derive social classification

Q10.

What type of fuel do you use at home for cooking?

- Electricity
- LPG
- Other

Q11.

Please select the education of the chief wage earner of your household:

- No schooling
- Elementary or less
- Some high school
- Completed high school
- Some college
- College graduate of SUCs
- Some masteral
- College graduate of exclusive UCs
- Masteral or doctoral graduate

Q12.

Please select the occupation of the chief wage earner of your household:

- Unskilled
- Blue-collar
- White-collar
- Middle management
- Has small business
- Professional or Senior management
- Has medium to large business

Philippines

SEC 2

Algorithm description

All answers are assigned a certain number of points. The SEC value is assigned based on the sum of points obtained by the respondent after answering all questions.

SEC Categories	Toluna Rep
AB	9%
C1	26%
C2	32%
D1	13%
D2	7%
D3	6%
E1	5%
E2	3%

Q1.

What is your monthly household income?

- 0 VND – 1,499,999 VND
- 1,500,000 VND – 2,999,999 VND
- 3,000,000 VND – 4,499,999 VND
- 4,500,000 VND – 5,499,999 VND
- 5,500,000 VND – 6,499,999 VND
- 6,500,000 VND – 7,499,999 VND
- 7,500,000 VND – 8,499,999 VND
- 8,500,000 VND – 9,499,999 VND
- 9,500,000 VND – 10,499,999 VND
- 10,500,000 VND – 11,499,999 VND
- 11,500,000 VND – 12,499,999 VND
- 12,500,000 VND – 13,499,999 VND
- 13,500,000 VND – 14,999,999 VND
- 15,000,000 VND – 29,999,999 VND
- 30,000,000 VND – 44,999,999 VND
- 45,000,000 VND – 74,999,999 VND
- 75,000,000 VND – 149,999,999 VND
- 150,000,000 or more
- I would rather not say

Vietnam

SEC

Questions to derive social classification

toluna

Vietnam

SEC

Algorithm description

The algorithm is based on a single choice question and each answer has a SEC value assigned to it.

SEC Categories	Toluna Rep
A	27%
B	29%
C	16%
D	7%
E	16%
Unclassified	6%

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