

Inside Out Event 2008 : Evaluation

(November 2008)

Prepared November, 2008 on behalf of Inside Out by:

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Inside Out Dorset: 2008 Evaluation

1. Evaluation Overview

The first Inside Out Dorset event was a ten-day event of international, high impact performance that took place during September 2007 in locations around the County of Dorset and the Boroughs of Bournemouth and Poole. The aim of the 2007 evaluation was to provide bench mark data in respect of visitor attendance and socio-economic impacts from which the future success of the event can be tracked. A survey of visitors was undertaken during the 2008 event, this report seeks to analyse visitors experience in 2008 and its relationship with benchmark data collected in 2007.

The 2008 event was not a festival, in the way that the 2007 event was, rather it was a stand alone signature event presented to celebrate the launch of the Cultural Olympiad.

This project therefore aimed:

- Survey visitors attending the event and provide a profile of visitors including:
 - a) Estimates of visitor numbers to events by origin
 - b) Age, gender and socio-economic group breakdown
 - c) Attendance of cultural events both generally and within the Inside Out event.
 - d) An assessment of visitor satisfaction and experience.
- To model the data to produce a comprehensive socio-economic model including:
 - a) Providing an indication of the events contribution to the economy of the area.
 - b) Estimating visitor expenditure.
 - c) Assessing the economic impact of IO 08.

This research was made possible by funding from; ACE, SWRDA, Team South West, Dorset County Council, Bournemouth Borough Council, Borough of Poole, Team Dorset, Waterside Holiday Park and Spa, Weymouth and Portland Borough Council, Aim Higher, WAVE and DepARTure.

2. The MRG

The Market Research Group (MRG) is an independent market research agency based within Bournemouth University. We are a full service agency, with our trained staff giving us the ability to conduct desk research, quantitative and qualitative projects.

We specialise in providing market research and intelligence services to public sector organisations, and organisations within the academic, tourism and heritage sectors. The group has built up a wealth of unrivalled expertise, knowledge and benchmarking information in these sectors at a national, regional and local level.

We work in Partnership with our clients and focus on adding value at every stage of the research process together with a cost effective and flexible service. The Market Research Group is able to bring a considered and practical approach to research and offer innovative research solutions to maximum effect.

MRG adheres to the Market Research Society's (MRS) code of conduct and the Data Protection Act 1998, which ensures that both our clients and respondents are treated fairly.

3. Methodology

Overall Methodology

Stage 1 (Profile of the Events' Current Visitor Base)

To profile the event's visitors a comprehensive survey, based on a short questionnaire format, was undertaken. The questionnaire was developed in partnership with Inside Out and key Stakeholders including Guy Lavender of Team South West and the Richard Crowe the LOCOG Regional Programmer.

The survey was two sides of A4 and allowed a picture to be constructed of the whole 'population' of visitors. The questionnaire provided all data necessary to answer questions about types of visitors.

Stage 2 (Economic Impact)

The economic effect and additional benefits will be determined by modelling the primary, secondary and tertiary impacts of the Events. This will be based on data yielded by Stage 1.

Outputs from the model include total visitor spend, secondary and tertiary spend BUT do not include the media value created by the local, regional, national and international coverage of the event.

Sample Data

1,500 A4 double sided questionnaires (see appendix 1) were printed and distributed complete with freepost return envelopes at the event. The self completion questionnaire yielded 409 responses. Visitor counts were also undertaken by the MRG for the purposes of economic modelling.

- Total self completion sample size 409.
- Though statistical validity cannot be calculated for data collected via self completion, control group comparison demonstrated that the sample collected for the events is representative of the whole visitor population and the results are therefore accurate.

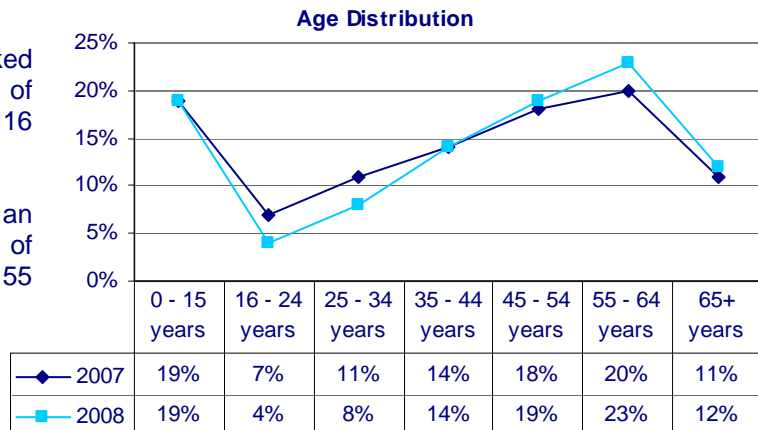
For a survey of this type the achieved 27% response rate is excellent and the data is considered robust. In 2007 a response rate of 29% was achieved this is broadly comparable with the 2008 results.

4. Event Evaluation

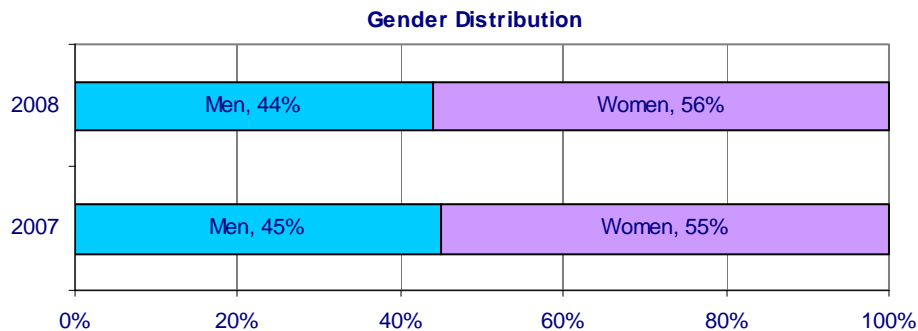
4.1: Visitor Profile

Age Distribution: 55% of visitors within respondents' groups were aged 45 years or older, this is an increase from 2007 where 49% of respondents were 45 years or older. This was likely to have been a function of location, reflecting the difference between the Weymouth and Portland population (13% aged 55-64) and the Bournemouth population (10% aged 55-64).

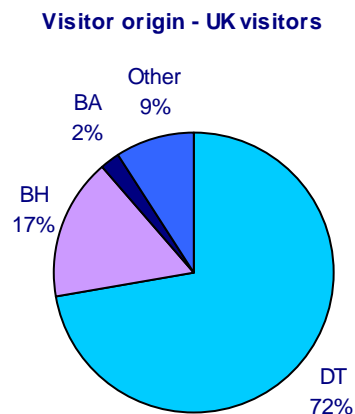
- There has been a marked decrease in the proportion of respondents aged between 16 and 34 years since 2007.
- Conversely there has been an increase in the proportion of respondents aged between 55 and 64 years.



Distribution by Gender: The majority of visitors within respondents' groups were female. The gender distribution has remained consistent since 2007.



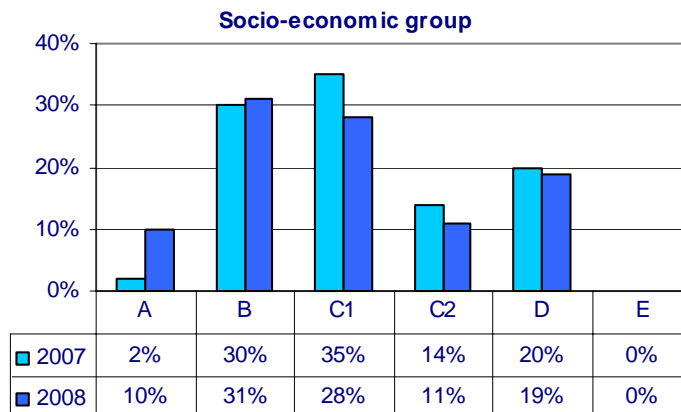
Visitor Origin: Consistent with 2007 results over 99% of respondents originated from within the UK.



- The majority of respondents originated from the Dorchester postcode area (which includes Weymouth and Portland).
- A further 17% originated from the Bournemouth and Poole postcode area.

Socio-economic group: 70% of respondents were in the A, B, C1 socio economic groups; this is an increase from 67% in 2007. Consistent with 2007 results no respondents from the lowest socio-economic group were observed within the sample. A summary of occupation groups is included in appendix 2.

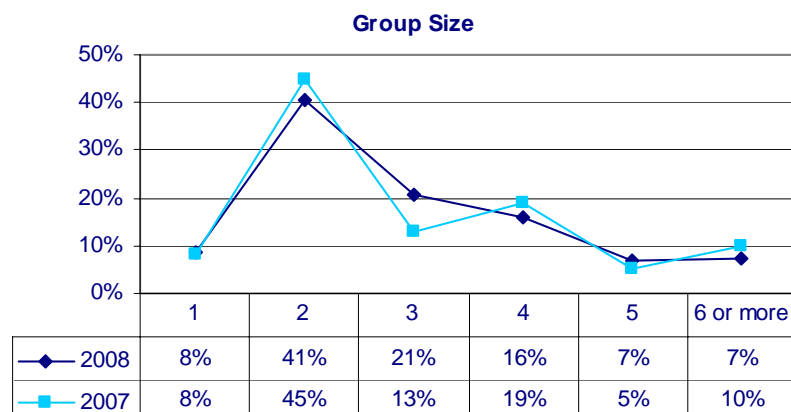
30% of respondents reported being retired; this was a slight increase from 27% in 2007, similarly to age distribution this was likely to be a function of the event location.



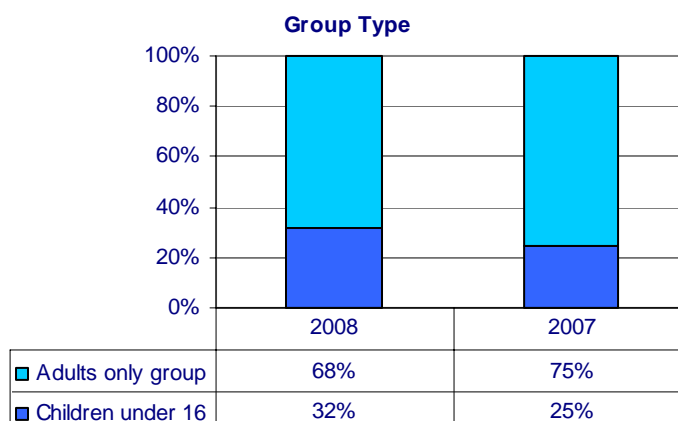
- The proportion of respondents within the C1 socio-economic group has decreased since 2007.
- The proportion of respondents within the A socio-economic group has risen significantly since 2007

Average Group Size: Respondents most frequently visited the Inside Out event in groups of 2 (41%) or 3(21%). The maximum group size was 14 visitors. 8% of respondents had attended the event on their own.

- The average group size has dropped slightly since 2007. From 3.2 visitors per group to 3 visitors per group.
- The maximum group size in 2007 was 30 visitors.



Group Type: The majority of respondents attended the event in a group of adults. 32% of respondents attended the event with children under the age of 16.

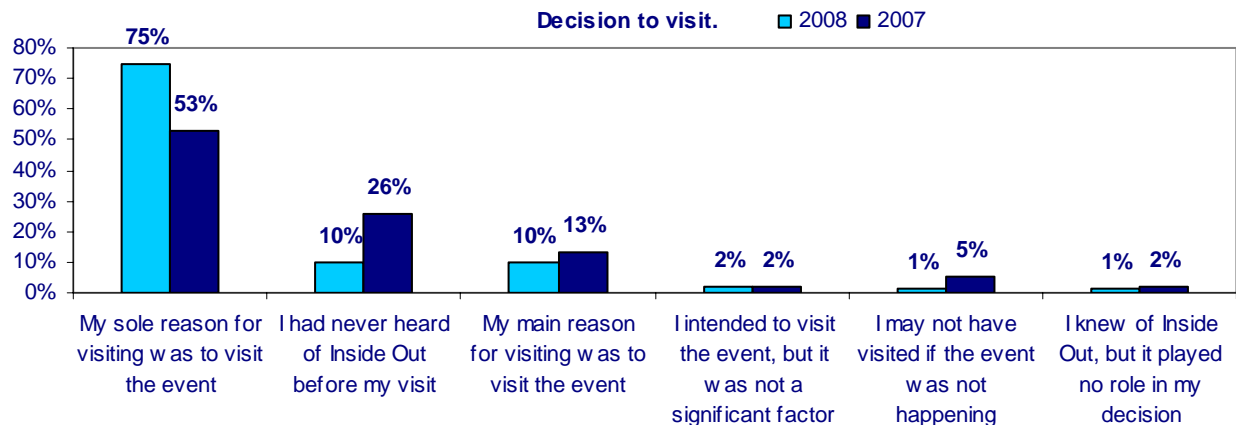


- The proportion of respondents visiting with children under the age of 16 has increased since 2007.

4.2: Experience of Inside out 2008

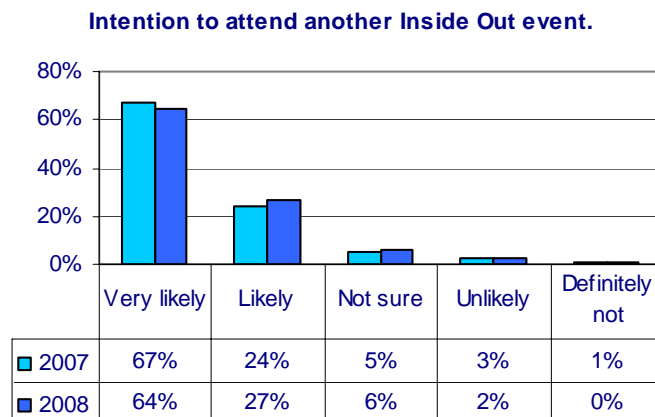
Decision to Visit

75% of respondents reported that their sole reason for visiting was to attend the Inside Out event; this is a 22% increase from 2007. The vast majority of respondents had previously heard of Inside Out, with only 10% of respondents having not heard of Inside Out prior to their visit.



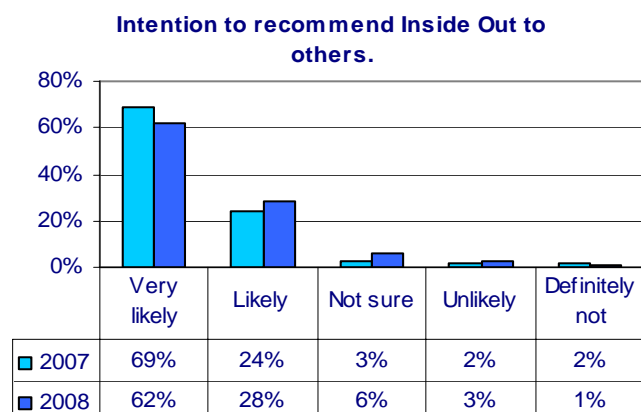
Future Intentions

91% of respondents reported being either likely or very likely to attend another Inside Out event. This is consistent with 2007 figures. 90% of respondents indicated that they are either likely or very likely to recommend Inside Out to others, this is a marginal decrease from 2007.



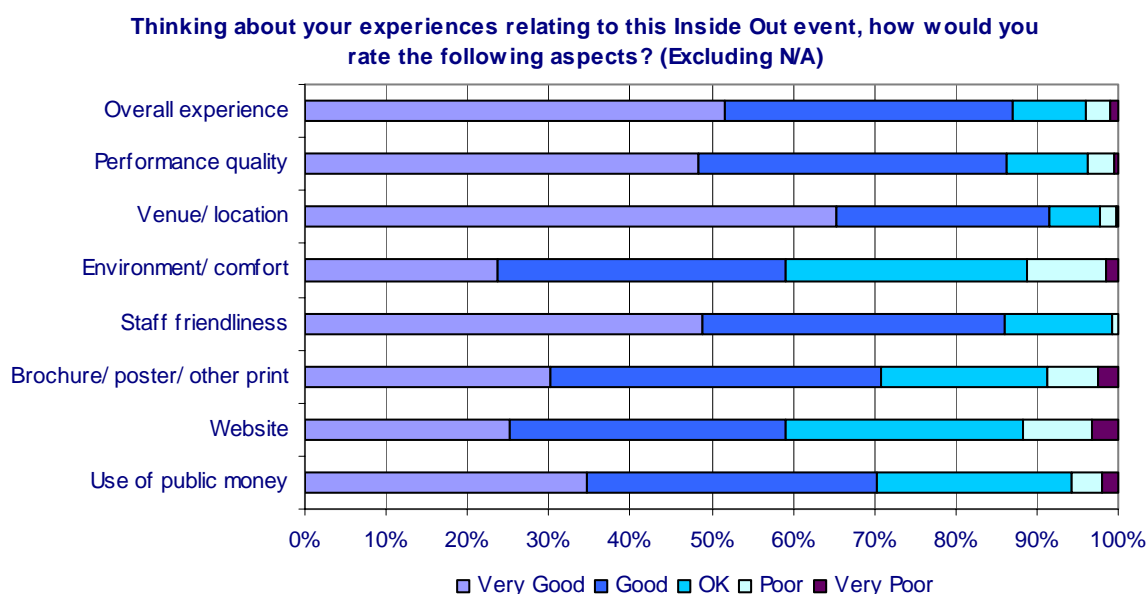
- A larger proportion of 2007 respondents felt that they were very likely to visit another Inside Out event.
- A larger proportion of 2007 respondents reported being unlikely or demonstrated no intention of attending another Inside Out event. This has reduced from 4% in 2007 to just 2% in 2008.

- The majority of respondents were very likely to recommend Inside Out to others.
- 4% of respondents indicated that they were unlikely or would not recommend Inside Out events to others; this has remained unchanged since 2007.

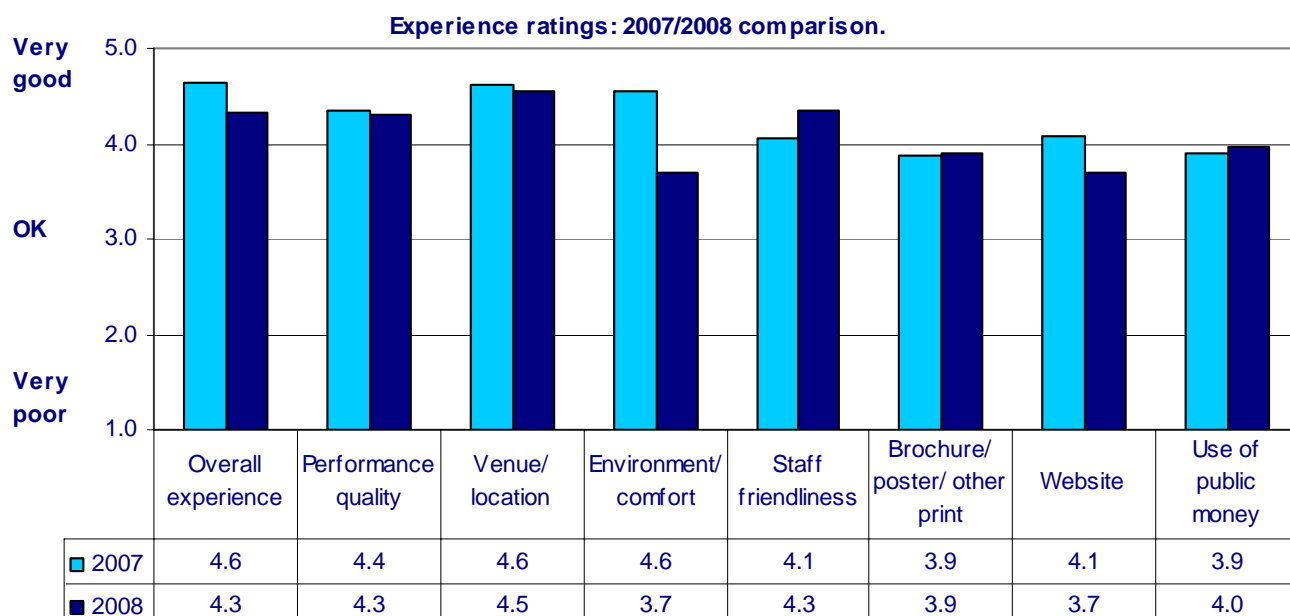


Ratings of the Inside Out experience

Over 90% of respondents rated their overall experience, the performance quality and the venue and location as either good or very good. 85% of respondents rated the staff friendliness as good or very good, no respondents rated staff friendliness as very poor. Over 70% of respondents rated the environment comfort and the use of public money as good or very good. The lowest ratings given by respondents were in respect to the website and brochures/poster/other print.



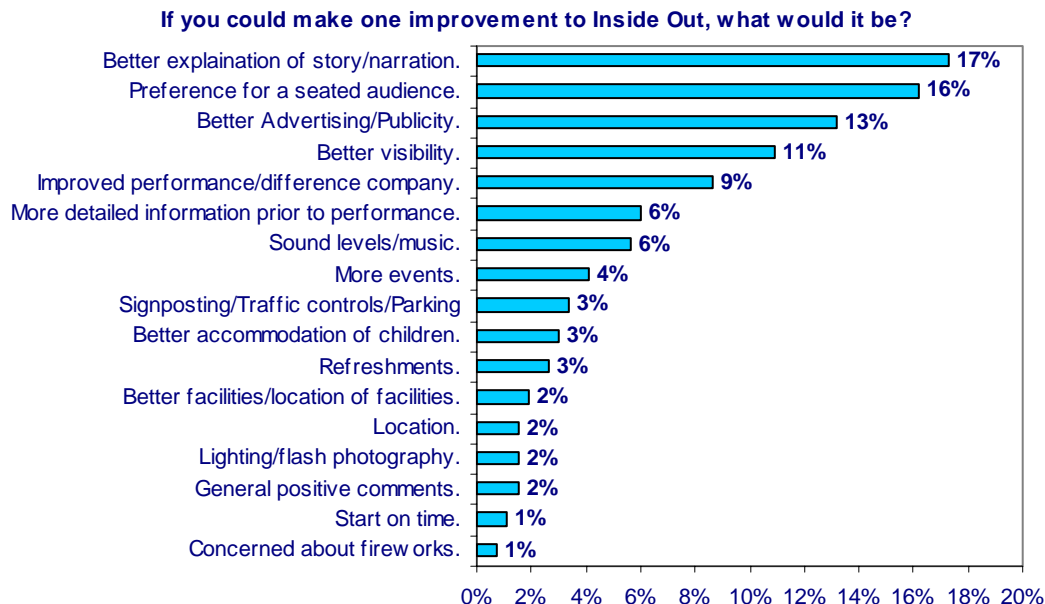
2007/2008 comparisons: On the whole average ratings have dropped very slightly since 2007. However, this is likely to be as a result of the multifaceted nature of the 2007 event in comparison to the 2008 event. Therefore the success of the 2008 event should not be underestimated.



Suggested improvements to Inside Out

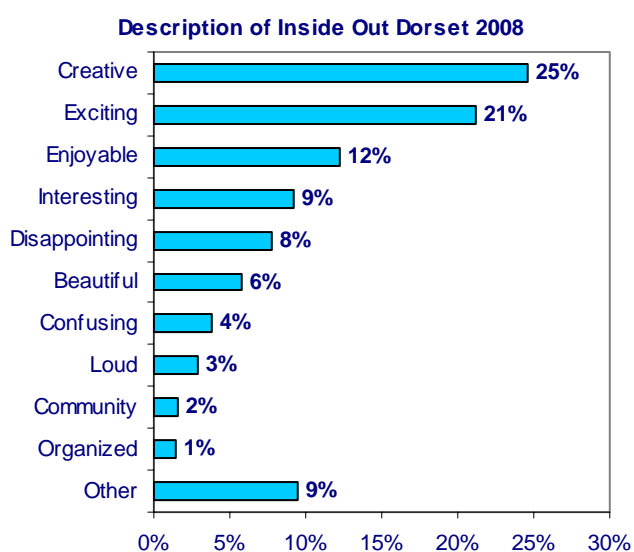
Possible improvements to Inside Out included 17% of respondents who indicated that they would have liked better clarity as to the storyline of the performance either by means of narration or a description of the main storyline prior to the beginning of the performance.

Respondents indicated that a lack of seating and poor visibility were issues detrimental to their enjoyment of the performance, these aspects may go some way towards explaining the slight drop in ratings in respect to the venue and location and the environment and comfort since 2007.



Respondents' description of Inside Out Dorset 2008

Respondents were asked for five words that were not a sentence that described their experience of the Inside Out event in 2008. Of the 1,475 words used to describe the event some 25% related positively to the creativity of the event and some 21% to how exciting the event was.

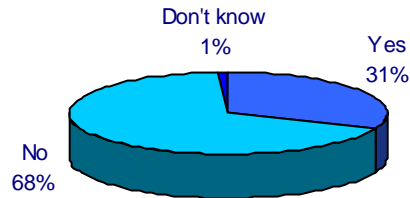


- The words used were generally positive however, 8% referred to disappointment with the event and 4% to confusion at the proceedings.

4.3: Interest and involvement in the Arts

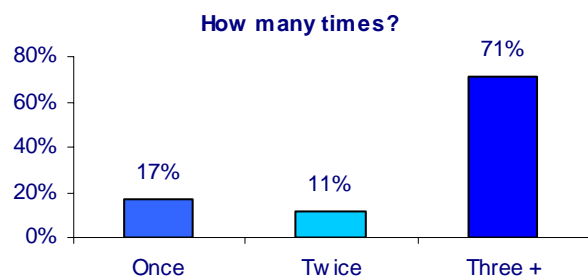
Respondent participation in the Arts

Have you spent actually doing or participating in creative, theatrical or musical events in the last 12 months?



- The majority of respondents had not participated in creative, theatrical or musical events in the past 12 months.

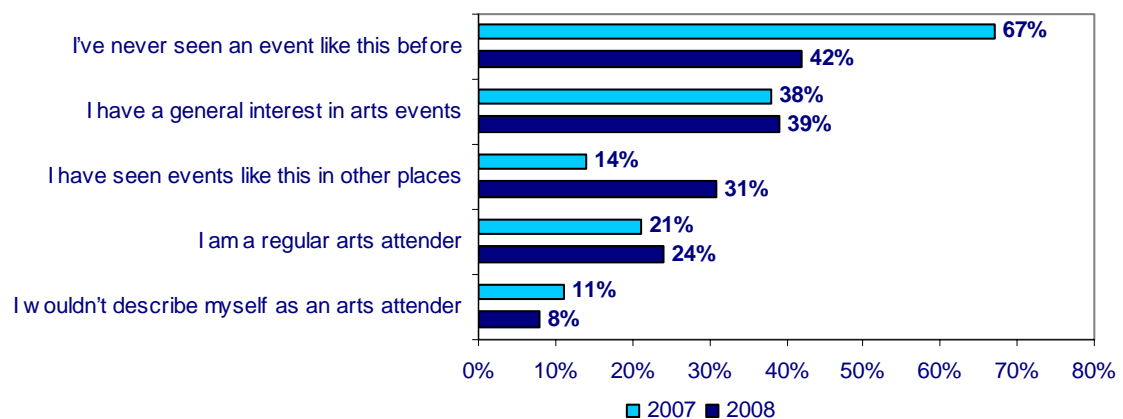
- Of only those respondents who have participated in events in the last 12 months the majority have done so three or more times.



Experience of the Arts

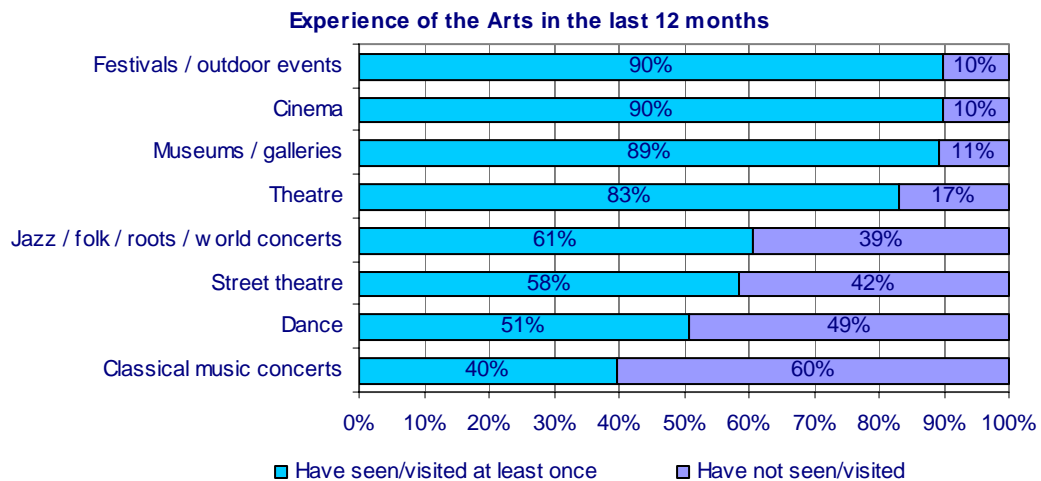
42% of respondents reported having not seen an event like Inside Out 2008 before, the fall from 67% in 2007 was driven by respondents attending both the 2007 and 2008 event.

Which of the following statements apply to you?

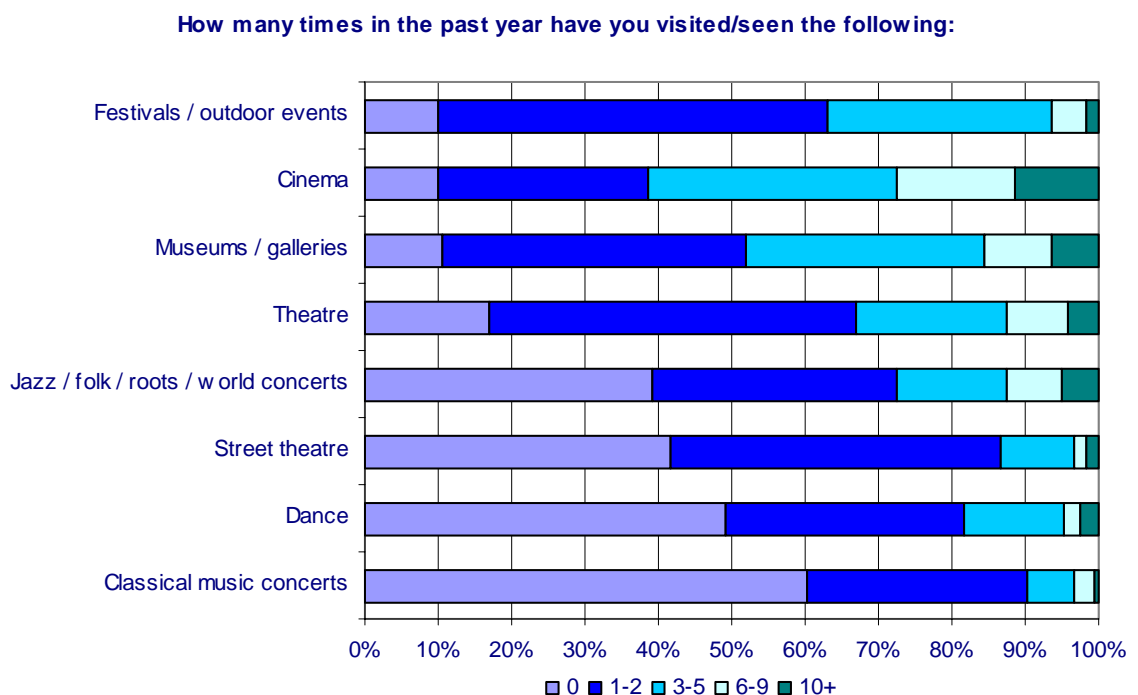


General interest in the Arts

90% of respondents reported having attended a festival or outdoor event and the cinema in the last 12 months. Over 80% of respondents reported having visited a museum/gallery or the theatre during this period. The majority of respondents reported attending all types of art events at least once in the last 12 months, with the exception of classical music concerts, which only 40% of respondents indicated having attended.

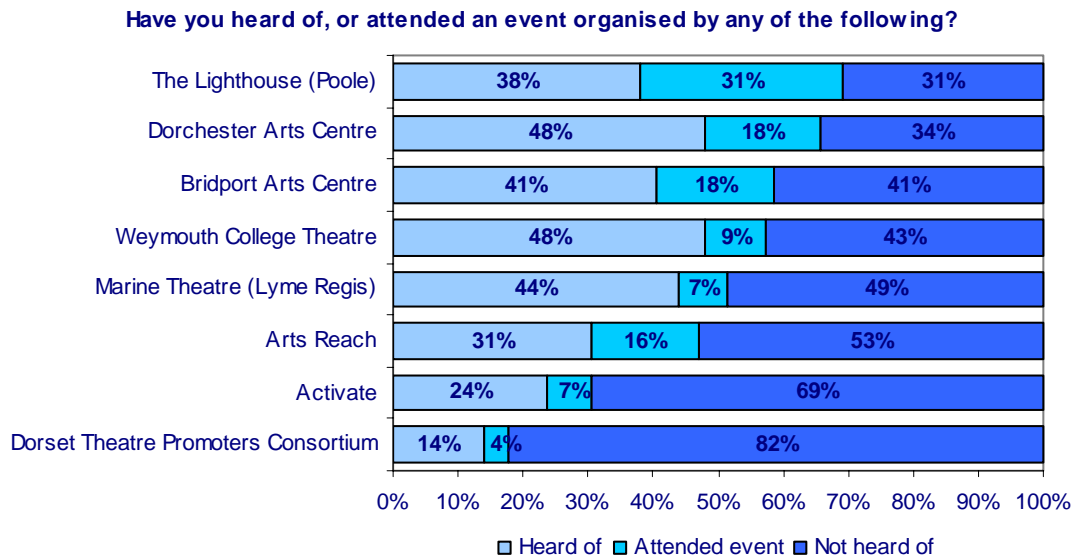


Respondents visit the cinema more frequently than any other form of the arts, with the majority of respondents, who have been to the cinema in the previous 12 months, visiting 3 or more times in that period. Respondents had most frequently visited/seen each specific art form once or twice in the previous 12 months, with exception of the cinema and museums/galleries.



Attendance of local Arts events

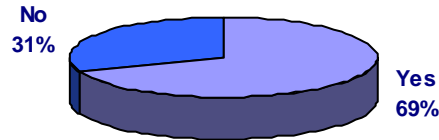
Respondents had most frequently heard of or attended events at The Lighthouse (Poole) and Dorchester Arts Centre. The majority of respondents had not heard of Arts Reach, Activate or the Dorset Theatre Promoters Consortium. Respondents had most frequently attended events at The Lighthouse, Bridport Arts Centre and Dorchester Arts Centre.



4.4: Knowledge and Information Sources

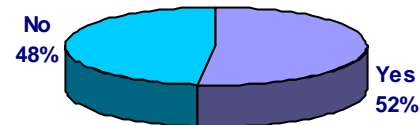
Respondents' awareness

Were you aware that this performance took place on a world heritage site?



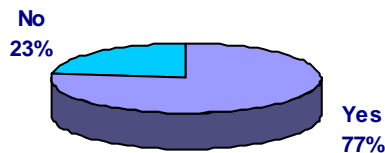
- The majority of respondents were aware that the performance took place on a world heritage site.

Before coming to the event were you aware of the Cultural Olympiad?



- Just over half of all respondents were aware of the Cultural Olympiad.

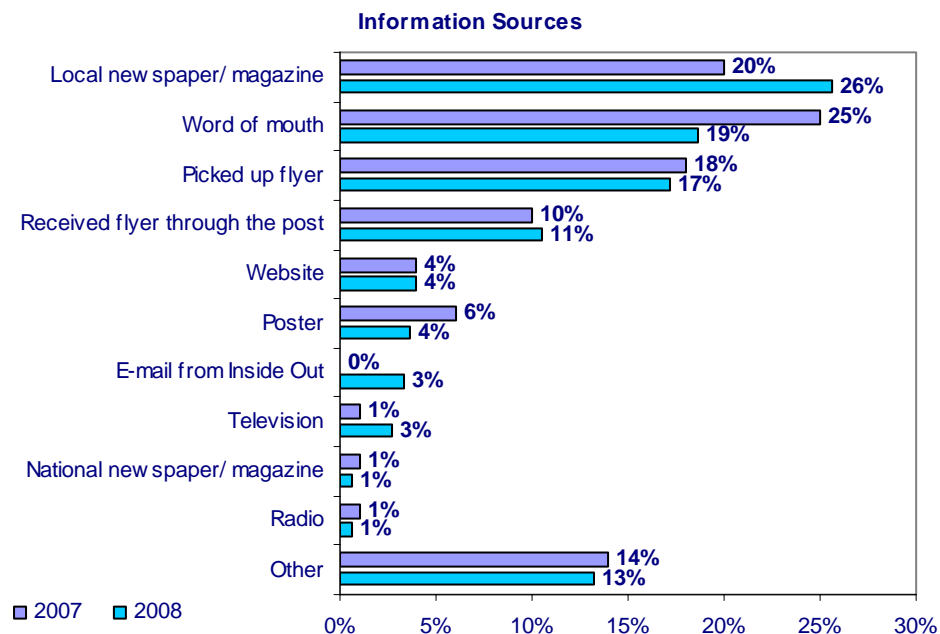
Do you think the Olympics will create a sporting and cultural legacy for Dorset?



- The vast majority of respondents reported thinking that the Olympics will create a Sporting and Cultural legacy for Dorset.

Information Sources

Respondents had most frequently heard of Inside Out via a local newspaper / magazine or word of mouth. 'Other' sources of information included friends and relatives, individual arts venues such as the Lighthouse, Dorchester Arts Centre and Arts Reach.



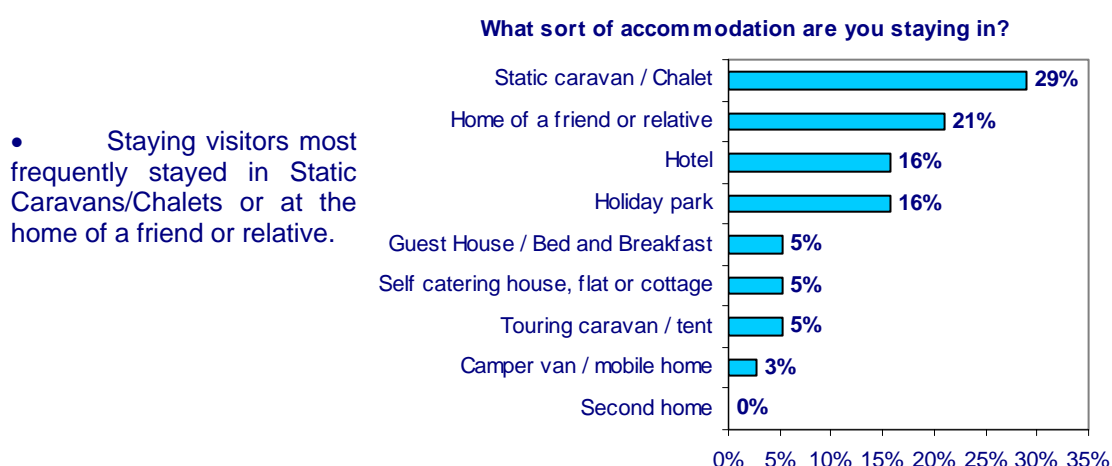
4.5: Staying Visitors

Accommodation

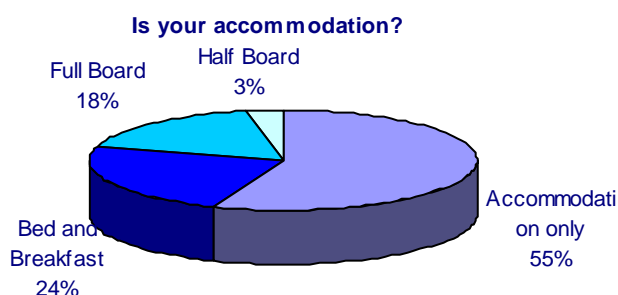
24% of respondents reported staying in the area as part of their visit to Inside Out Dorset 2008.



- 12% of staying visitors reported staying at the Waterside Holiday Park and Spa.



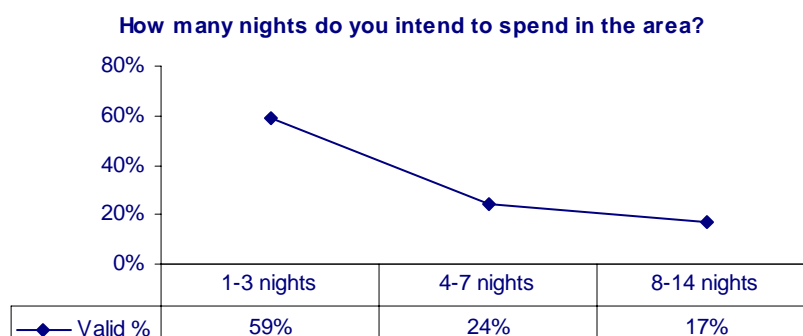
- Staying visitors most frequently stayed in Static Caravans/Chalets or at the home of a friend or relative.



- Respondents most frequently stayed on an accommodation only basis (55%).
- A further 24% stayed on an accommodation only basis.

Length of Stay

The majority of staying visitors stayed between 1 and 3 nights in the area. The minimum number of nights stayed in the area by staying visitors was 1 night and the maximum was 14 nights.



4.6: Economic Report

Visitor Counts

Because of the nature of the event fully accurate counts could not be achieved, therefore an element of error is present within the results. However, all counts were conducted successfully and the results were considered, accepting the error outlined above, to be representative of visitor numbers.

Counts were undertaken in two ways, the first was a flow count this recorded the number of people arriving at the site. The second was a count of the number of people on site immediately before the event. These counts were then compared to establish the final visitor numbers.

Inside Out 2008	
Friday	4,200
Saturday	6,700
Total	10,900

Economic Impact

To evaluate the impact of the Inside Out Dorset Event spend indicated within the visitor survey was modelled to allow the full impact of the event, as the money ripples through the economy, to be fully considered.

Modelling Summary

Initial spend figures are adjusted utilising multipliers to estimate indirect or “ripple” effects on business income. When a business receives income from the consumer, this in turn leads to an increase in, for example, stock, orders for supplies, raw material, transport expenditure etc. These supplier businesses in turn see an upturn in their own economic activity, and so on. As a result, initial spend by the consumer has a “ripple effect” throughout the economy.

Direct Spend refers to the money directly spend by visitors to the Inside Out Dorset Event as recorded by the visitor survey. This figure is calculated utilising the length of stay, number of days visited and other factors to ensure accuracy. Figures are then factored to represent the total number of visitors to the Inside Out Dorset Event.

Indirect refers to the ripple effect on businesses from direct spend. It takes into consideration the increase/decrease in, for example, stock, orders for supplies, raw material, transport expenditure etc. It is calculated by applying a multiplier to spend. The multiplier varies according to the category of goods purchased.

Induced refers to the additional impact resulting from expenditure on goods and services in the areas under consideration by recipients of both direct and indirect income. It is calculated by applying a multiplier to spend. The multiplier varies according to the category of goods purchased.

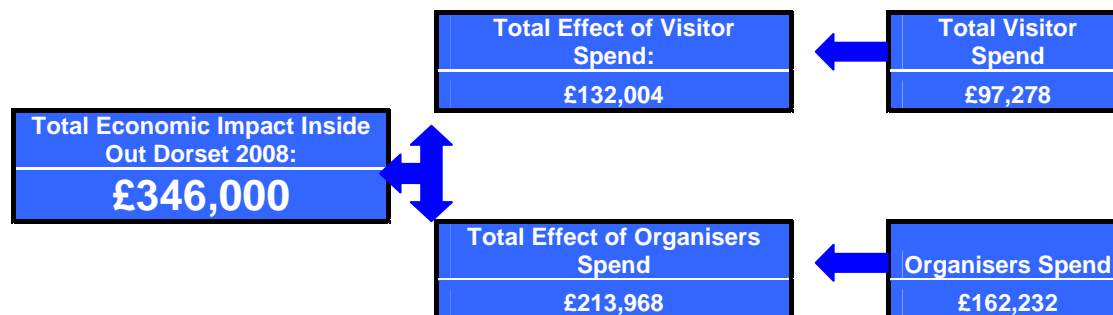
Detailed Expenditure Impact Inside Out 2008

Detailed Expenditure Impact Inside Out 2008													
	Local				Dorset				UK				Total
	Food and Drink	Fares and Petrol	Accommodation	Other Costs	Food and Drink	Fares and Petrol	Accommodation	Other Costs	Food and Drink	Fares and Petrol	Accommodation	Other Costs	
Friday	£4,373	£8,912	<£500	£3,877	£5,670	£965	£820	£8,981	<£500	£1,378	£2,452	<£500	£37,483
Saturday	£6,977	£14,217	<£500	£6,185	£9,045	£1,539	£1,308	£14,326	<£500	£2,198	£3,912	<£500	£59,795
Total Spend	£11,350	£23,129	<£500	£10,063	£14,715	£2,505	£2,128	£23,307	<£500	£3,577	£6,364	<£500	£97,278
Indirect	£2,966	£3,474	<£500	£894	£3,845	£376	£798	£2,070	<£500	£537	£2,385	<£500	£17,397
Induced	£2,367	£3,485	<£500	£1,494	£3,068	£377	£625	£3,461	<£500	£539	£1,870	<£500	£17,328
Total	£16,683	£30,088	<£500	£12,451	£21,628	£3,258	£3,551	£28,838	<£500	£4,653	£10,619	<£500	£132,004

Expenditure Summary

Organisers spend is considered to be a significant factor in the total impact of an event, especially when the event is not funded primarily by tickets. Below is a summary of the total impact of the Inside Out 2008 Event BUT it does not include the media value created by the local, regional, national and international coverage of the event.

Effect of Organisers Spend	
Organisers Spend	£162,232
Indirect	£23,134
Induced	£28,602
Total Effect of Organisers Spend	£213,968



5.0: Appendix 1

Inside Out Dorset 2008 - Audience Survey

ID No

Providing a few details of your experience of attending Veles e Vents (Wind and Sails) the 2008 Inside Out event will really help us and only take a few minutes of your time. A stamped, addressed envelope is attached so that you can take it away and complete this questionnaire at your leisure.

Simply indicate your chosen answer by ticking the appropriate option or writing in the space provided. We ask that only one person fills in the questionnaire. Thank you very much for your help.

Q1 What role did the Inside Out event play in your decision to visit Bowleaze Coveaway today? (please tick most relevant only)

- My sole reason for visiting was to visit the Inside Out event..... ☐
- My main reason for visiting was to visit the Inside Out event..... ☐
- I may not have visited if the Inside Out event was not happening ☐
- I intended to visit the Inside Out event, but it was not a significant factor ☐
- I knew of Inside Out, but it played no role in my decision ☐
- I had never heard of Inside Out before my visit..... ☐

Q2 Were you aware that this performance took place on a world heritage site?

Yes ☐ No ☐

Q3 Which of the following statements apply to you? (tick all that apply)

- I've never seen an event like this before ☐
- I have a general interest in arts events ☐
- I am a regular arts attender ☐
- I wouldn't describe myself as an arts attender ☐
- I have seen events like this in other places (please specify) ☐

Please specify here

Q4 On the scale below, how likely is it that you would. . . (tick one box in each row)

- | | Very likely | Likely | Not sure | Unlikely | Definitely not |
|---------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Attend another Inside Out event | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Recommend Inside Out to others | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Q5 Have you spent time actually doing or participating in creative, theatrical or musical events in the past twelve months?

Yes ☐ No ☐ Don't know ☐

Q6 How many times? Once Twice Three +

☐ ☐ ☐

Q7 Please give us five words (not a sentence) you would use to describe your experience of this Inside Out event?

Q8 If you could make one improvement to Inside Out, what would it be?

Q9 How many times in the past year have you visited / seen the following: (tick one box in each row)

	0	1-2	3-5	6-9	10+
Theatre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Classical music concerts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Museums / galleries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jazz / folk / roots / world concerts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cinema	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Street theatre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Festivals / outdoor events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q10 Before coming to this event were you aware of the Cultural Olympiad?

Yes ☐ No ☐

Q11 Do you think the Olympics will create a sporting and cultural legacy for Dorset?

Yes ☐ No ☐

Q12 Have you heard of, or attended an event organised by any of the following?

	Heard of	Attended event
Dorset Theatre Promoters Consortium	<input type="checkbox"/>	<input type="checkbox"/>
Activate	<input type="checkbox"/>	<input type="checkbox"/>
Arts Reach	<input type="checkbox"/>	<input type="checkbox"/>
Bridport Arts Centre	<input type="checkbox"/>	<input type="checkbox"/>
Dorchester Arts Centre	<input type="checkbox"/>	<input type="checkbox"/>
Marine Theatre (Lyne Regis)	<input type="checkbox"/>	<input type="checkbox"/>
Weymouth College Theatre	<input type="checkbox"/>	<input type="checkbox"/>
The Lighthouse (Poole)	<input type="checkbox"/>	<input type="checkbox"/>

Q13 How did you find out about this Inside Out event (tick one box only)?

- Received flyer through the post..... ☐ Word of mouth ☐
- Local newspaper/magazine ☐ Picked up flyer ☐
- National newspaper/magazine ☐ Poster ☐
- Radio ☐ Website ☐
- Television ☐ E-mail from Inside Out ☐
- Other (please specify) ☐

Please specify here

Q14 Thinking about your experiences relating to this Inside Out event, how would you rate the following aspects:

	Very Good	Good	OK	Poor	Very Poor	N/A
Overall experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Performance quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Venue/location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environment/comfort	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff friendliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brochure/poster/other print	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using public money to fund events like this	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q15 Could you please tell me approximately how much you and your immediate party spent in total as part of your visit to the Inside Out event.

	At the event	Dorset	UK
Food and drink (excluding meals inc. with accom.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fares and Petrol (including cost of getting here)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accommodation (excluding meals at accommodation.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Costs (eg. car parking)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you are permanently resident in Dorset, Bournemouth or Poole, please go to Q20.

Q16 Are you staying at the Waterside Holiday Park and Spa?

Yes ☐ No ☐

Q17 What sort of accommodation are you staying in?

Hotel	<input type="checkbox"/>	Holiday park	<input type="checkbox"/>
Guest House / Bed and Breakfast	<input type="checkbox"/>	Touring caravan / tent	<input type="checkbox"/>
Self catering house, flat or cottage	<input type="checkbox"/>	Home of a friend or relative	<input type="checkbox"/>
Static caravan / Chalet	<input type="checkbox"/>	Second home	<input type="checkbox"/>
Camper van / mobile home	<input type="checkbox"/>	Other (please specify)	<input type="checkbox"/>
Other	<input type="text"/>		

Q18 How many nights do you intend to spend in the area? (please write in)

Q19 Is your accommodation?

Full Board	<input type="checkbox"/>	Bed and Breakfast	<input type="checkbox"/>
Half Board	<input type="checkbox"/>	Accommodation only	<input type="checkbox"/>

Q20 UK Residents: Could you tell us the first part of your POSTCODE.

Overseas Residents: Which COUNTRY do you come from? ...

Q21 Please tell us the occupation of the main wage earner in your household?

Q22 Are you retired? Yes ☐ No ☐

Q23 Including yourself, how many people in your immediate group are male and female, and which of these age groups do they fall into?

	Male	Female
0 - 15 years	<input type="checkbox"/>	<input type="checkbox"/>
16 - 24 years	<input type="checkbox"/>	<input type="checkbox"/>
25 - 34 years	<input type="checkbox"/>	<input type="checkbox"/>
35 - 44 years	<input type="checkbox"/>	<input type="checkbox"/>
45 - 54 years	<input type="checkbox"/>	<input type="checkbox"/>
55 - 64 years	<input type="checkbox"/>	<input type="checkbox"/>
65+ years	<input type="checkbox"/>	<input type="checkbox"/>

Q24 Any other comments?

Q25 We would like to contact you about future events, if you would like us to do this please complete your details below.

Name

Address

Postcode

E-mail



Your details will be held securely by Inside Out at Activate and will not be made available to any third party. Activate will be the Data Controller. To unsubscribe from this list please call contact 01202 884340 or info@activateperformingarts.org.uk

5.1: Appendix 2

DEFINITIONS:

- Full-time work = 30+ hours per week
- Part-time work = 8-29 hours per week
- Non-working people = less than 8 hours per week

OCCUPATION GROUPS

Non-Manual	A	Approximately 3% of the total population. These are professional people, very senior managers in business or commerce or top-level civil servants. Retired people, previously grade A, and their widows.
	B	Approximately 20% of the total population Middle management executives in large organisations, with appropriate qualifications. Principle officers in local government and civil service. Top management or owners of small business concerns, educational and service establishments. Retired people, previously grade B, and their widows.
	C1	Approximately 28% of the total population. Junior management, owners of small establishments, and all others in non-manual positions. Jobs in this group have very varied responsibilities and educational requirements. Retired people, previously grade C1, and their widows.
	C2	Approximately 21% of the total population. All skilled manual workers, and those manual workers with responsibility for other people. Retired people, previously grade C2, with pensions from their job. Widows, if receiving pensions from their late husband's job.
Manual	D	Approximately 18% of the total population. All semi-skilled and un-skilled manual workers, apprentices and trainees to skilled workers. Retired people, previously grade D, with pensions from their job. Widows, if receiving a pension from their late husband's job.
	E	Approximately 10% of the total population. All those entirely dependant on the state long-term, through sickness, unemployment, old age or other reasons. Those unemployed for a period exceeding six months (otherwise classify on previous occupation). Casual workers and those without a regular income. Only households without a Chief Income Earner will be coded in this group.