

Perceptions of Occupation Status

A key aspect of social class is the relative/perceived status of consumers in a society.

Therefore, for this exercise, you need to determine the social status of various occupations. You should rank the following list of occupations from highest to lowest status (using your perception of how general society see these roles).

1. Shop assistants	2. Accountants	3. Taxi drivers
4. Doctors	5. Clerks	6. Waitresses
7. Pilots	8. Cleaners	9. Bank tellers
10. School teachers	11. Plumbers	12. Chefs
13. Army personnel	14. Coal miners	15. Policemen
16. School principals	17. Business executives	18. Council workers
19. Business owners	20. Brick layers	21. Politicians

Student Discussion Questions

1. Start by ranking the above list of occupations from highest to lowest
2. Are your rankings generally consistent with those of your fellow students?
3. How could we use this information (if at all) in our marketing activities?
4. Why do you think that occupation alone is sometimes used as a single (proxy) measure of social class?