



BARC INDIA'S NCCS IS THE NEW SEC

It is our endeavor to interact, engage and share with our stakeholders - key developments and initiatives that we embark upon as we continue to unravel the puzzle of TV audience measurement system in India.

One of the biggest changes that BARC India would like to highlight upon, is its adoption of the **NCCS (New Consumer Classification System)**.

The NCCS (or 'New SEC' system as it is referred to in the MRSI documents) was co-developed by MRSI (Market Research Society of India) and MRUC (Media Research Users Council) as the new classification system for industry use.

NCCS - The New SEC system is used to classify households in India and is based on two variables:

- Education of Chief Wage Earner.
- Number of Consumer Durables (from a predefined list) owned by the family. The list has 11 items, ranging from electricity connection to cars and air conditioners; including agricultural land in rural areas.

About NCCS - the new SEC:

- NCCS - the new SEC was developed after extensive analysis of various discriminators that would best define the purchasing power of a household. Alternative systems - a point-based system including education of CWE, press exposure of housewife, ownership of durables and usership of consumer goods; and a system considering 'best type' of consumer durables owned - were considered before settling on the present NCCS - the new SEC.
- Assumption is that a system that throws up more inequalities is more discriminating.
- The 11 shortlisted durables were identified as the best discriminators of the 'purchasing power' of a household after evaluating the series of variables, including education of

housewife, type of dwelling (house), amenities, number of rooms, ownership of durables and usership of consumer goods.

- Discriminating durables (as on date): Electricity Connection, Ceiling Fan, Gas Stove, Refrigerator, Two Wheeler, Washing Machine, Colour TV, Computer, Four-wheeler, Air Conditioner, Agricultural Land (in rural areas).

NCCS - the new SEC v/s SEC - A Comparison:

NCCS - the new SEC	Current SEC System
Single System for Urban and Rural India	Different classifications for Urban and Rural India
Linked to the household	Linked to only one individual
Discriminates on Education of CWE and durables in Household; i.e. household parameters used for household classification	Uses only CWE discriminators (education and occupation); no household parameters used for classifying the household
Dynamic, ability to change over time	Static, neither variable changes significantly over time
Captures affordability quotient of household	Does not capture affordability adequately

NCCS - the new SEC Grid has 12 grades ranging from A1 to E3:

Education of CWE							
No. of Durables Owned	Illiterate	Literate but no formal school/ School up to 4 yrs	School: 5 to 9 years	SSC/ HSC	Some College (incl Diploma) but not Grad	Grad/ PG: General	Grad/PG: Professional
	1	2	3	4	5	6	7
None	E3	E2	E2	E2	E2	E1	D2
1	E2	E1	E1	E1	D2	D2	D2
2	E1	E1	D2	D2	D1	D1	D1
3	D2	D2	D1	D1	C2	C2	C2
4	D1	C2	C2	C1	C1	B2	B2
5	C2	C1	C1	B2	B1	B1	B1
6	C1	B2	B2	B1	A3	A3	A3
7	C1	B1	B1	A3	A3	A2	A2
8	B1	A3	A3	A3	A2	A2	A2
9 +	B1	A3	A3	A2	A2	A1	A1

NCCS - The new SEC system is better than the current urban system, and much better than the current rural system. It reduces heterogeneity within social grade - and stretch the differences by grade.