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| Social Class Segmentation |
| **Social Class** | **% of US** | **Source of****Income** | **Education** | **Spending** | **Behavior** | **Values** |
| Upper upper | 1% | Inherited from parents | Private preparatory schools & best colleges | Without display | Freely deviate from class norms | Self actualization & social concerns |
| Lower upper | 2% | Earned through business | College | To show status, luxury market | Innovators for new products & technology | Business, political & social concerns |
| Upper middle | 12% | Successful careers | Professional or graduate degrees | Quality market | Live graciously but carefully | Family, home & education |
| Lower middle | 30% | Skilled & creative jobs | College or technical training | Price sensitive market | Adhere to norms & standards | Homes & neighborhoods |
| Upper lower | 35% | Uncreative manual jobs | Moderate skills & education | Impulsively on national brands | Live routine lives | Limited social interaction |
| Lower lower | 20% | Underground jobs and illegal activities | Minimal skills and education | Buy on impulse & credit | Get kicks where they can | Reject middle class morality |

*Linda P. Morton, Public Relations Publications: Designing for Target Publics (Norman, OK: Sultan Communications Books, 2000).*