

Brazil: The Structure of Poverty

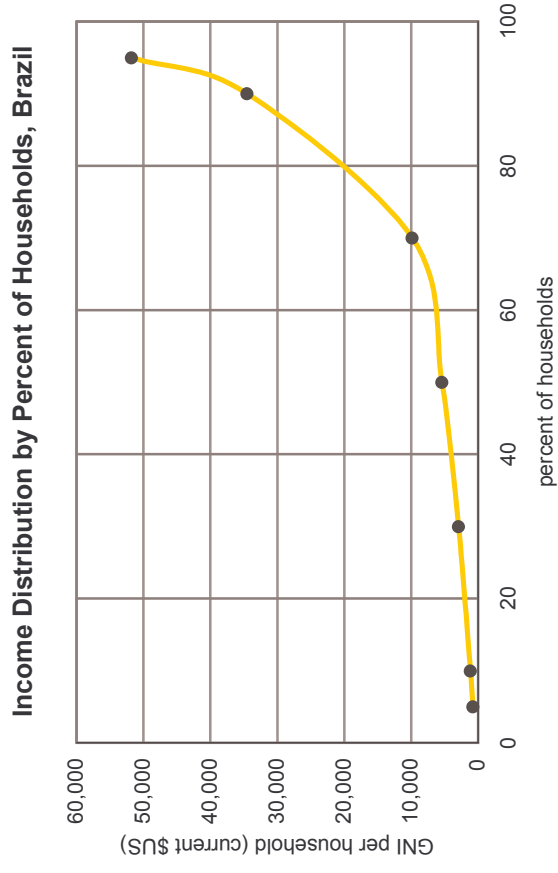
Low-Income Households: distribution, expenditures, and access to technology

I. General Demographic and Economic Data

Population, 2002	174,706,000
Number of Households, 2002	46,157,464
GNI, Atlas method (million current US\$), 2002	497,393
GNI, PPP (million current international \$), 2002	1,265,681
GNI per capita	2,847
Sectoral GDP--Percent of GDP earned by	
Agriculture, 2000	7%
Industry, 2000	29
Services, 2000	64
Trade in Goods and Services (million current \$US)	
Imports, 2000	73738
Exports, 2000	64160
Exports as a percent of GDP, 2000	11
Balance of Trade, 2000 (million current \$US)	-7486

II. Income Distribution and Market Size by Income Level

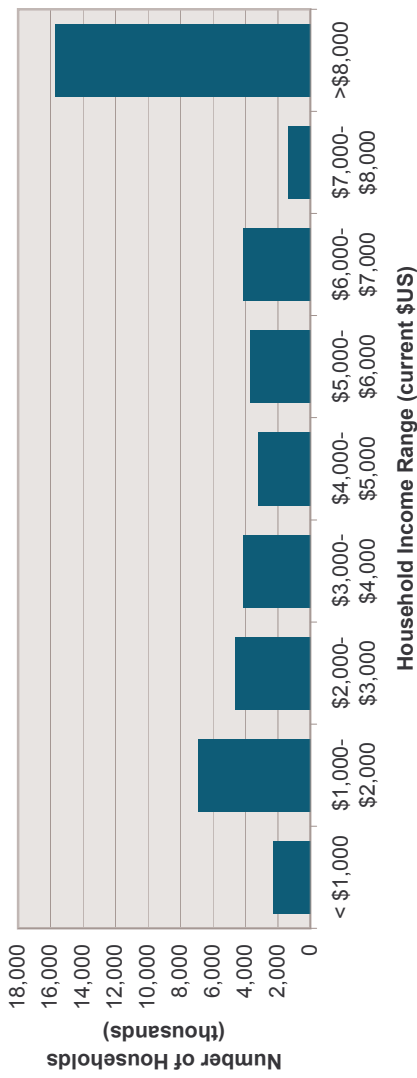
Percentage share of income or consumption (organized as a percent of total population)		
Year of survey	1998	
Income share held by lowest 10%	0.7	
Income share held by lowest 20%	2.2	
Income share held by second 20%	5.4	
Income share held by third 20%	10.1	
Income share held by fourth 20%	18.3	
Income share held by highest 20%	64.1	
Income share held by highest 10%	48.0	
GNI per household based on percentiles		
percentile of hold population	Household GNI (current \$US)	Household GNI (current \$intl)
5	787	2,002
10	1,164	2,961
30	2,915	7,417
50	5,420	13,793
70	9,865	25,104
90	34,516	87,829
95	51,768	131,730



II. Income Distribution and Size of Markets, continued

Income distribution by income bracket (in current US dollars)	% of households	number of households
Household Income Range (current \$US)	% of households	households
< \$1,000	5	2,307,873
\$1,000-\$2,000	15	6,923,620
\$2,000-\$3,000	10	4,615,746
\$3,000-\$4,000	9	4,154,172
\$4,000-\$5,000	7	3,231,022
\$5,000-\$6,000	8	3,692,597
\$6,000-\$7,000	9	4,154,172
\$7,000-\$8,000	3	1,384,724
>\$8,000	34	15,693,538
Total	100	46,157,464

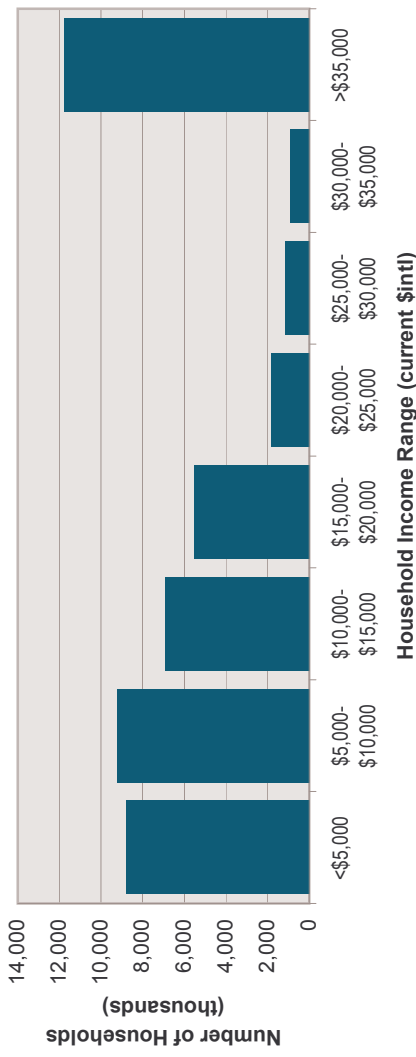
Household Distribution by Income Level, Brazil (\$US)



Income distribution by income bracket (in current international dollars)

Household Income Range (current \$intl)	% of households	number of households
<\$5,000	19	8,769,918
\$5,000-\$10,000	20	9,231,493
\$10,000-\$15,000	15	6,923,620
\$15,000-\$20,000	12	5,538,896
\$20,000-\$25,000	4	1,846,299
\$25,000-\$30,000	2.5	1,153,937
\$30,000-\$35,000	2	923,149
>\$35,000	25.5	11,770,153
Total	100	46,157,464

Household distribution by income level, Brazil (\$international)



In the chart and table above, household income has been converted to international dollars using Purchasing Power Parity (PPP) rates. An international dollar has the same purchasing power in a given country as a US dollar does in the United States.

Total Market size (in US dollars):	\$23,655,700,382
"C" market (annual household income <US\$3,000):	\$49,388,486,651
"B" market (annual household income US\$3,000-US\$6,000):	

III. Poverty Rates

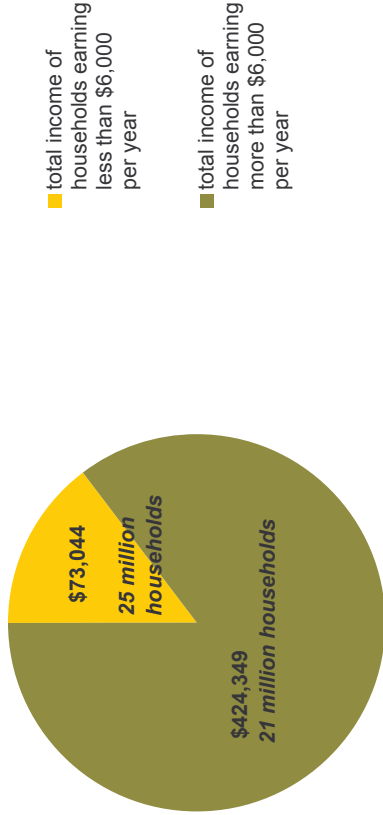
Poverty Rates using the National Poverty Line:

Year of Survey:	1990
National poverty rate:	17.4%
Urban poverty rate:	13.1%
Rural poverty rate:	32.6%

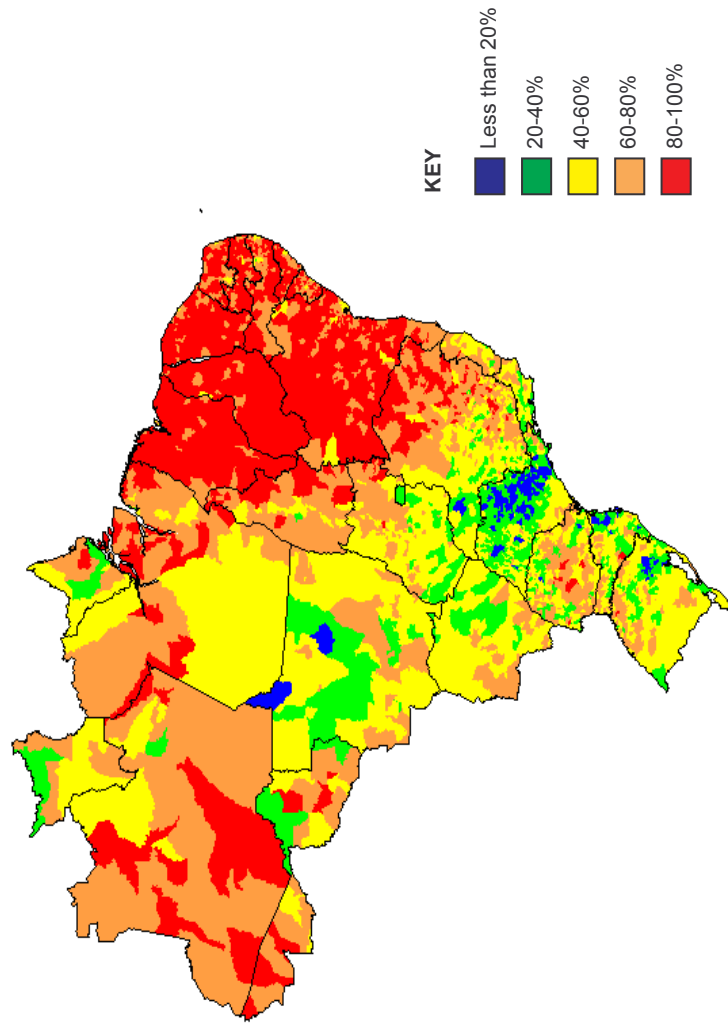
Poverty Rates using the International Poverty Line

Year of Survey:	1998
Population living on <\$1 a day	9.9%
Population living on <\$2 a day	23.7%

Brazil: Total Annual Household Income (in million \$US), 2002



Percentage of Population with Insufficient Income by Municipality (Municipio), 1991

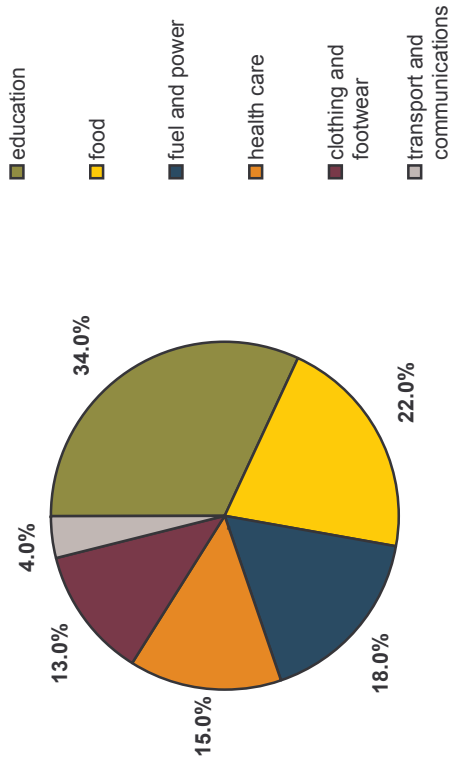


IV. Consumption

Structure of household expenditures (1998)

Percent of total consumption on:	
education	34.0%
food	22.0%
fuel and power	18.0%
health care	15.0%
clothing and footwear	13.0%
transport and communications	4.0%

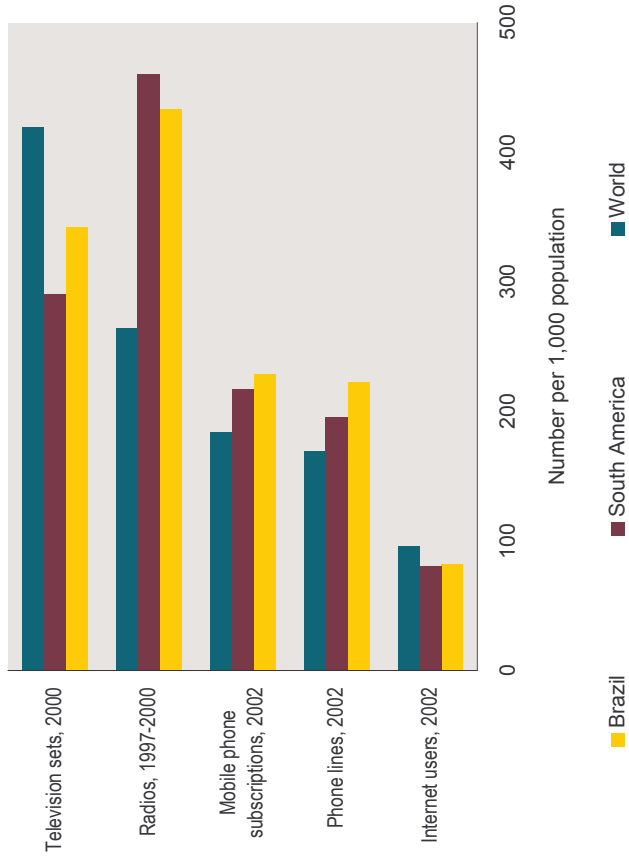
Household expenditures (percent of total), 1998



V. Access to Information and Technology

Technology Access: Number of Users per 1,000 population	Brazil	South America	World
Internet users, 2002	82	80	96
Phone lines, 2002	222	195	169
Mobile phone subscriptions, 2002	228	217	184
Radios, 1997-2000	433	460	264
Television sets, 2000	342	290	419

Access to Information and Technology, 1999-2002



Number of Internet hosts, 2001: 1,644,575