

Data Guide

International dollars (purchasing power parity exchange rates) are used throughout this report unless otherwise specified. Market figures and household income and expenditure measured by household surveys are given in 2005 international dollars.

Current US dollars means 2005 dollars.

For convenience, however, BOP income figures used to describe BOP income segments or the BOP and mid-market income cut-offs are measured in 2002 international dollars (purchasing power parity dollars or PPP), since 2002 is the reference year to which the surveys used in this analysis were normalized. The BOP population segment is defined as those with annual incomes up to and including \$3000 per capita per year (2002 PPP). The mid-market population segment is defined as those with annual incomes above \$3,000 and up to and including \$20,000 PPP. The high income segment includes annual incomes above \$20,000 PPP. The report and accompanying country tables use annual income increments of \$500 PPP within the BOP to distinguish six BOP income segments, denoted as BOP500, BOP1000, BOP1500, etc.

In 2005 international dollars, the cutoff for the BOP and the mid-market population segments are \$3,260 and \$21,731.

Regional aggregates

Aggregate data are presented for four developing regions—Africa, Asia (including the Middle East), Eastern Europe, and Latin America and the Caribbean as well as for the world as a whole. The report refers to surveyed countries, which includes 110 countries for which household survey data were available. (See Appendix A for a list of countries by developing region and for additional countries.) The report also refers to measured countries as those for which standardized survey data on household expenditures were available. (See Appendix B for a list of countries by region.)

Market Composition

The report analyzes market composition in terms of total annual income or expenditures by BOP income segments. The graphics representing the data, in 2005 PPP dollars, are scaled to produce figures of workable size, but show accurately the relative total household spending by income segment.

Household Expenditures

The report also analyzes household spending in terms of average annual per household expenditures. Again, the graphics representing the data are scaled, but show accurately the relative household spending for each BOP income segment.

Urban/Rural Analysis

The report illustrates the market composition by urban and rural locations, both for the total BOP market and by BOP income segment. The graphics representing the data are scaled, but show accurately the relative urban and rural spending.