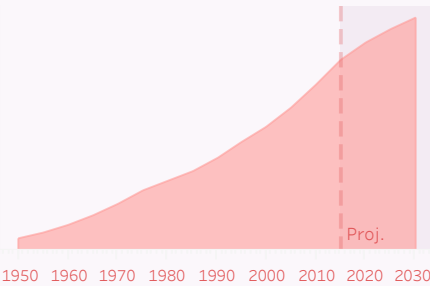


City Profile: Bogotá

OVERVIEW

Population	9,764,769
Pop. Growth 2015-2030	22.5%
Surface Areas (sqkm)	265
Percent Foreign-born	0.2%
Percent Urban Slum	13.1%
Percent Evangelical	8.5%

Population Trends 1950 - 2030
(in thousands)



Bogotá is a city of the **American Peoples** affinity group and also its **4th highest ranking** city according to major global city indices. Bogotá represents its country **Colombia** and the **South America** region on the world scene. This **City Data Profile** provides several key indicators for an initial understanding of urban realities in Bogotá.

Source: IMB Global Cities Database, UN Data, Statista, Pew

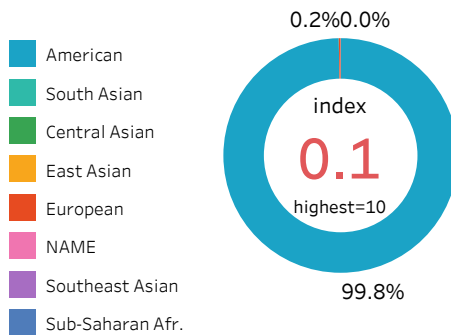
KEY INSIGHTS & TAKEAWAY

1) What is something you learned from this data that will inform your approach to reaching your city?

2) How could your city have impact beyond its own geography?

CULTURAL DIVERSITY

Source: IMB Field Personnel Database



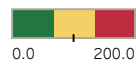
COST OF LIVING

Source: IMB Global Cities Database, Numbeo, Statista

NYC=100 (lower is better)



22.8

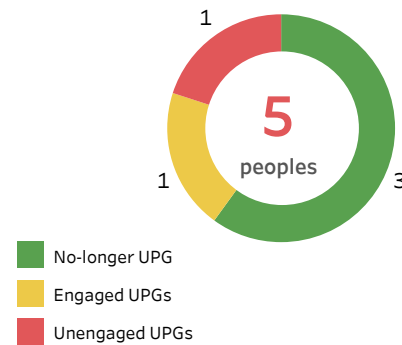


Affinity average 39.2

Monthly Avg. Wages (NYC=\$11K)	\$1,925
Weekly Working Hours (NYC=36)	40
GDP per Capita (NYC=\$69,915)	\$17,497.00

PEOPLES IN PLACES

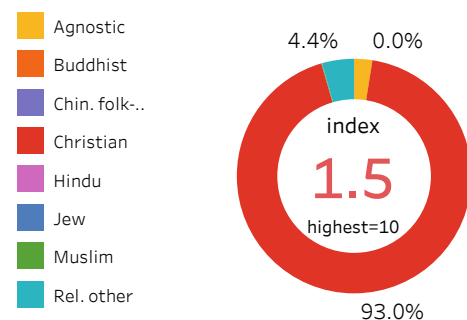
Source: IMB Global Cities Database, CPPI, ArcGIS Polygons



Legend:
 ■ No-longer UPG
 ■ Engaged UPGs
 ■ Unengaged UPGs

RELIGIOUS DIVERSITY

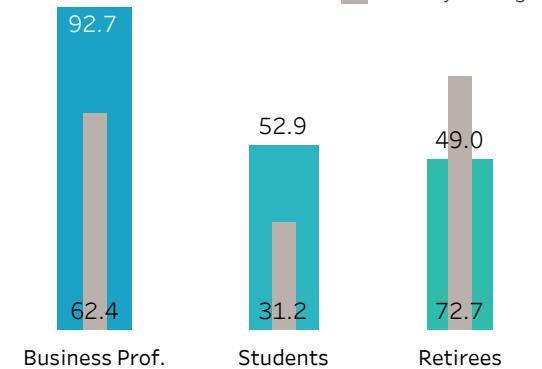
Source: IMB Global Cities Database, World Religions Database (WRD)



WRD defines Christian as a follower of Jesus Christ of all kinds: all traditions and confessions, and all degrees of commitment (incl. Catholics, Protestants, Orthodox, Independents and unaffiliated).

PATHWAYS

Source: IMB Global Cities Database



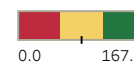
QUALITY OF LIFE

Source: IMB Global Cities Database, Numbeo

NYC=127.2 (higher is better)



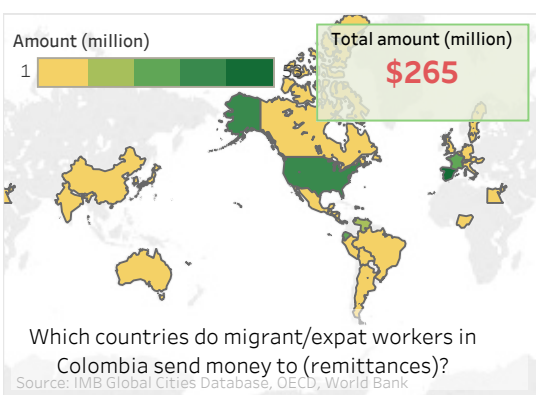
89.8



Affinity average 129.9

Healthcare Index (higher is better)	70.9
Safety Index (higher is better)	37.3
Crime Index (lower is better)	59.3

PEOPLES IN MIGRATIONS



GLOBAL CITY INDICES

GaWC - Ranking based on global influence and connectivity (alpha, beta, gamma)

Alpha-

AT Kearney Global Cities - Based on metrics in bus. activity, human capital, info. exchange, cultural experience, and political engagement

57

Mori Global Power City - Based on metrics in economy, R&D, cultural interaction, livability, environment, and accessibility

CASS - Based on (1) economic competitiveness and (2) sustainable competitiveness of more than 1,000 cities around the world

185

256