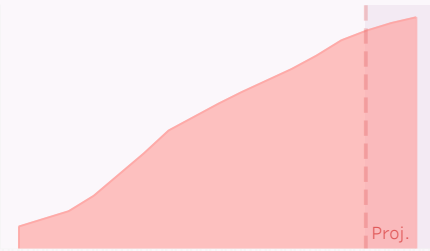


# São Paulo Data Profile

## OVERVIEW

Population	21,066,245
Pop. Growth 2015-2030	11.3%
Surface Areas (sqkm)	2,354
Percent Foreign-born	0.5%
Percent Urban Slum	22.3%
Percent Evangelical	6.2%

Population Trends 1950 - 2030  
(in thousands)

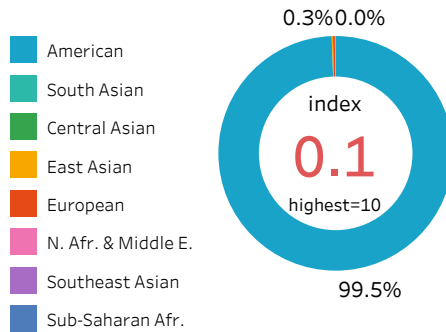


1950 1960 1970 1980 1990 2000 2010 2020 2030

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

## CULTURAL DIVERSITY

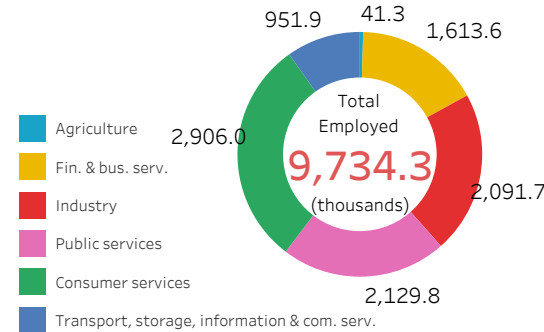
Source: IMB Field Personnel Database



- American
- South Asian
- Central Asian
- East Asian
- European
- N. Afr. & Middle E.
- Southeast Asian
- Sub-Saharan Afr.

## EMPLOYMENT SECTORS

Source: Oxford Economics



- Agriculture
- Fin. & bus. serv.
- Industry
- Public services
- Consumer services
- Transport, storage, information & com. serv.

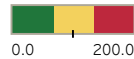
## COST OF LIVING

Source: IMB Global Cities Database, Numbeo, Statista

NYC=100 (lower is better)



30.8



0.0 200.0

## QUALITY OF LIFE

Source: IMB Global Cities Database, Numbeo

NYC=127.2 (higher is better)



72.3



0.0 167.5

## KEY INSIGHTS & TAKEAWAY

1) What information from this initial data profile tells you that your city is not how it ought to be?

2) What information from this initial data profile tells you that your city is how it should be?

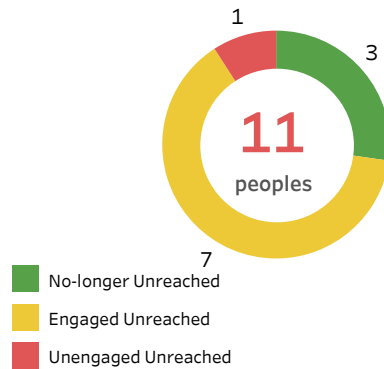
3) What is something you learned from this data that might inform your approach to impacting your city for good?

Monthly Avg. Wages (NYC=\$11K)	\$3,817
Weekly Working Hours (NYC=36)	35
GDP per Capita (NYC=\$69,915)	\$20,650.00

Healthcare Index (higher is better)	47.0
Safety Index (higher is better)	28.4
Crime Index (lower is better)	78.5

## ETHNIC PEOPLE GROUPS

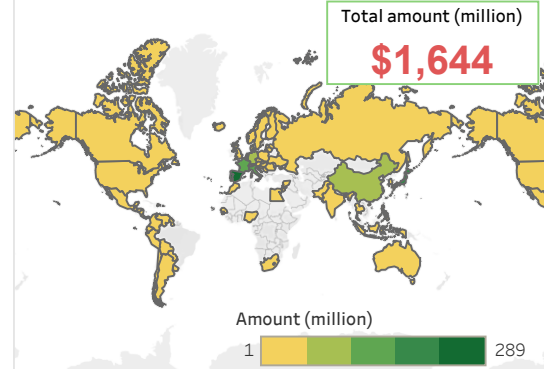
Source: IMB Global Cities Database, CPPI



- No-longer Unreached
- Engaged Unreached
- Unengaged Unreached

## REMITTANCES

Source: OECD, World Bank



Which countries do migrant/expat workers in Brazil remit money to?

## TOP LARGEST GROUPS

People Group	Population
Brazilian	18,832,832
Quilombolas	1,303,151
Deaf Brazilian	95,624
Azoreans	37,947
Japanese	17,364
Jew	13,085
Italian	10,291
Han Chinese	8,121
Arab	6,512

## 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 **34**

Mori Global Power City - Based on metrics in economy, R&D, cultural interaction, livability, environment, and accessibility **39**