

Philosophical intimations

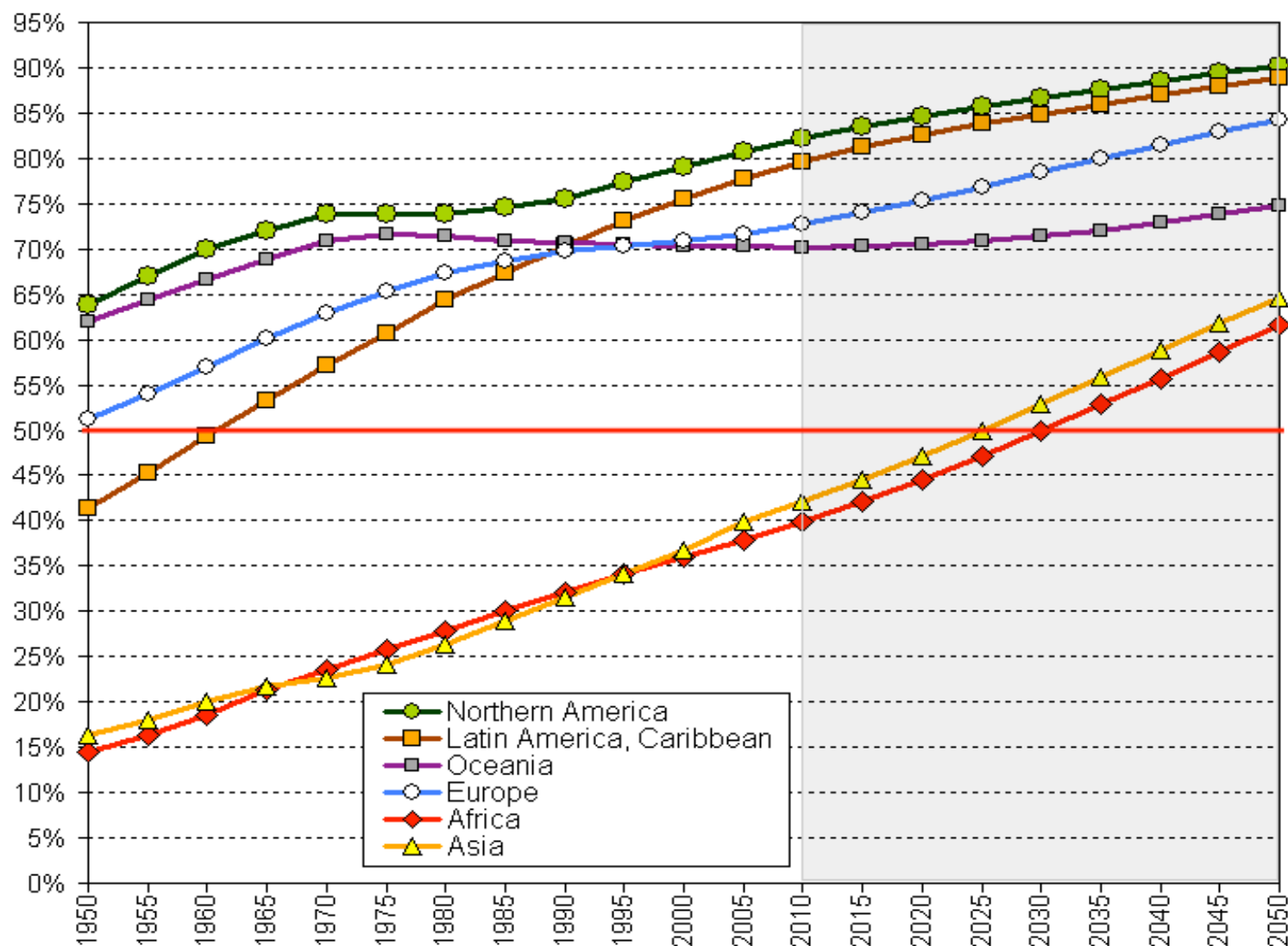
Space

Institutions

Recasting claim-making

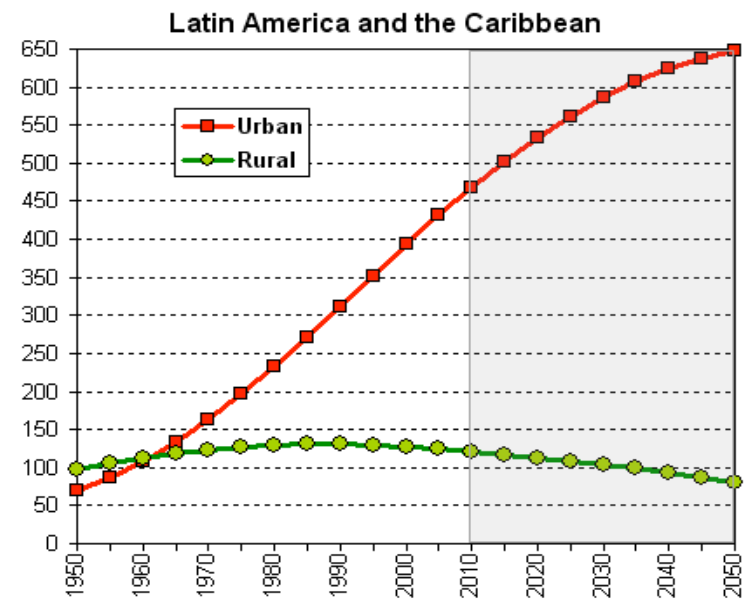
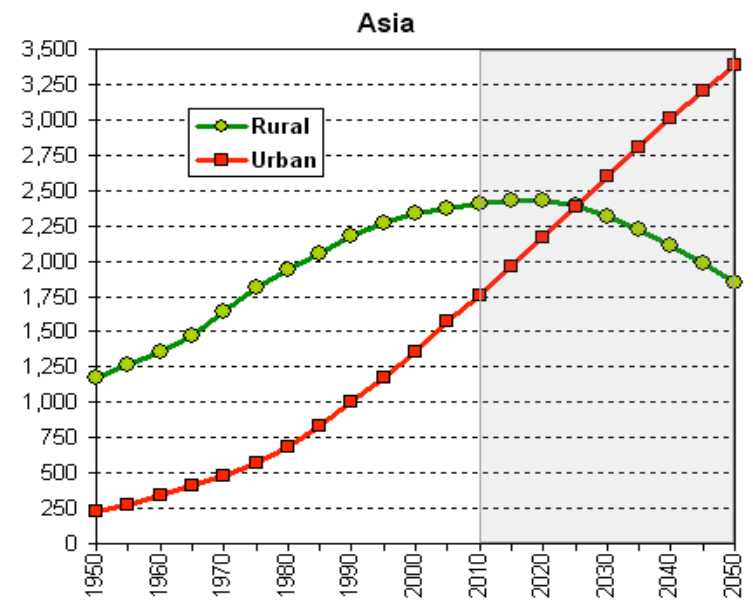
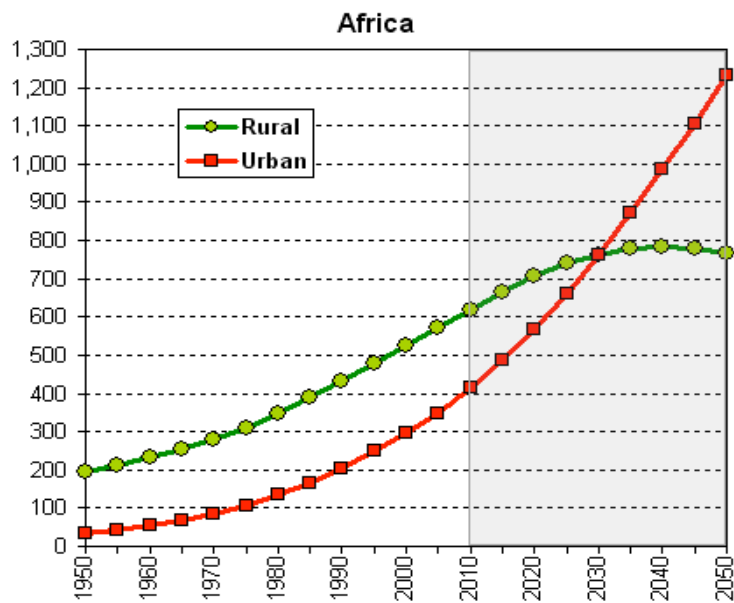


## Urban population by major geographical area (in % of total population)



Source: United Nations, Department of Economic and Social Affairs, Population Division: *World Urbanization Prospects, the 2009 Revision*. New York, 2010





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The size of each country is proportional to its' population

Total  
6.8 billion

10 million



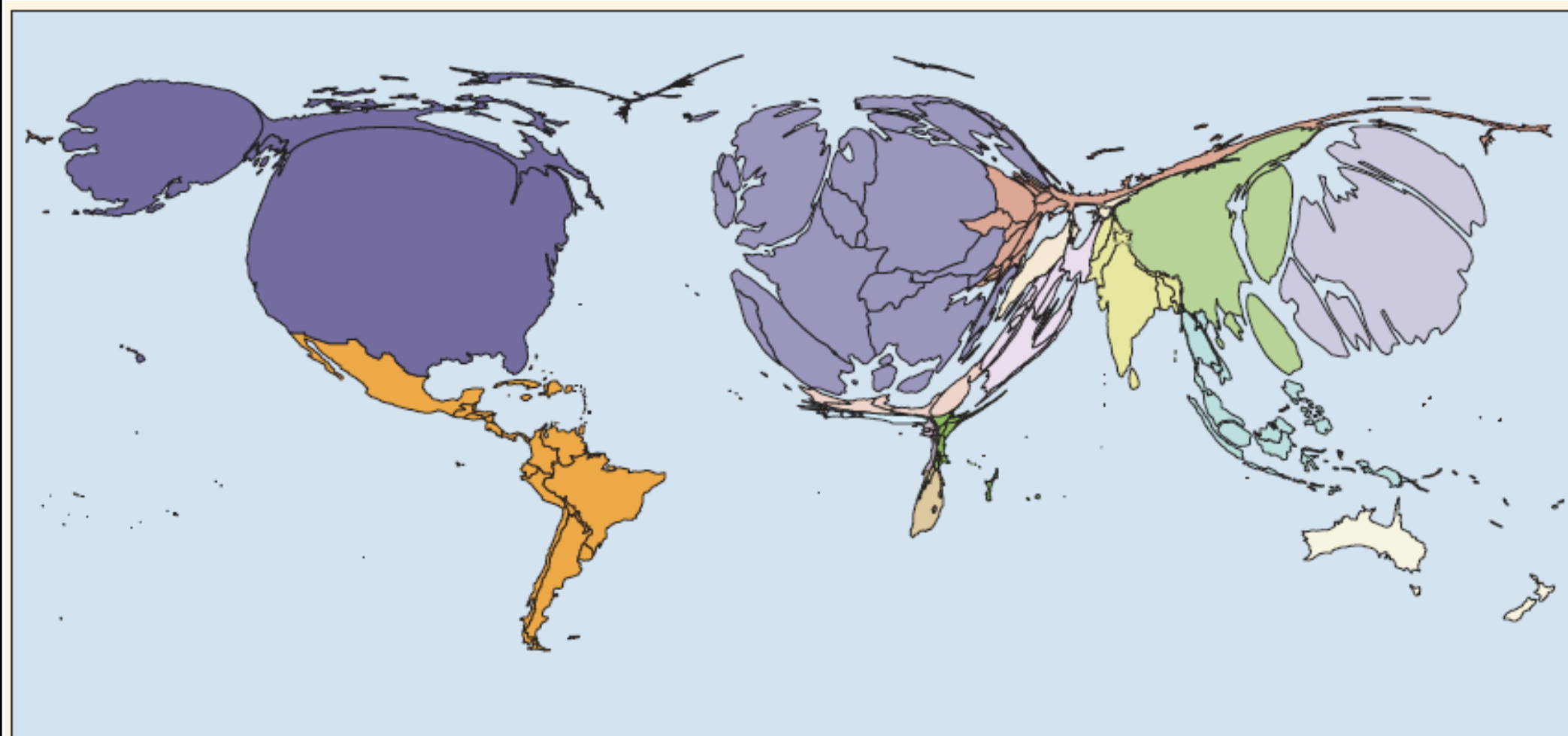
# 6.8 billion

## World Population Today

Source data: United Nations Population Division, World Population Prospects 2008 (2010)  
Copyright map: Mapping World

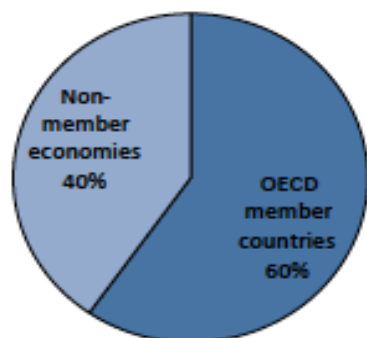
## HOW MARKETS VIEW THE WORLD

A country's size shows the proportion of global GDP found there

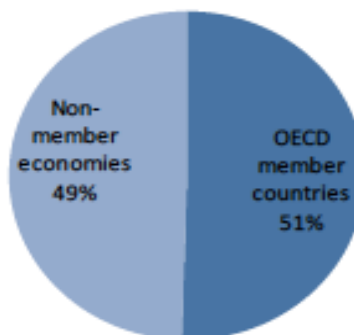


## % Share of the global economy (GDP) in purchasing power parity terms

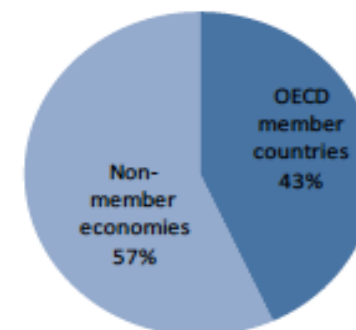
2000



2010

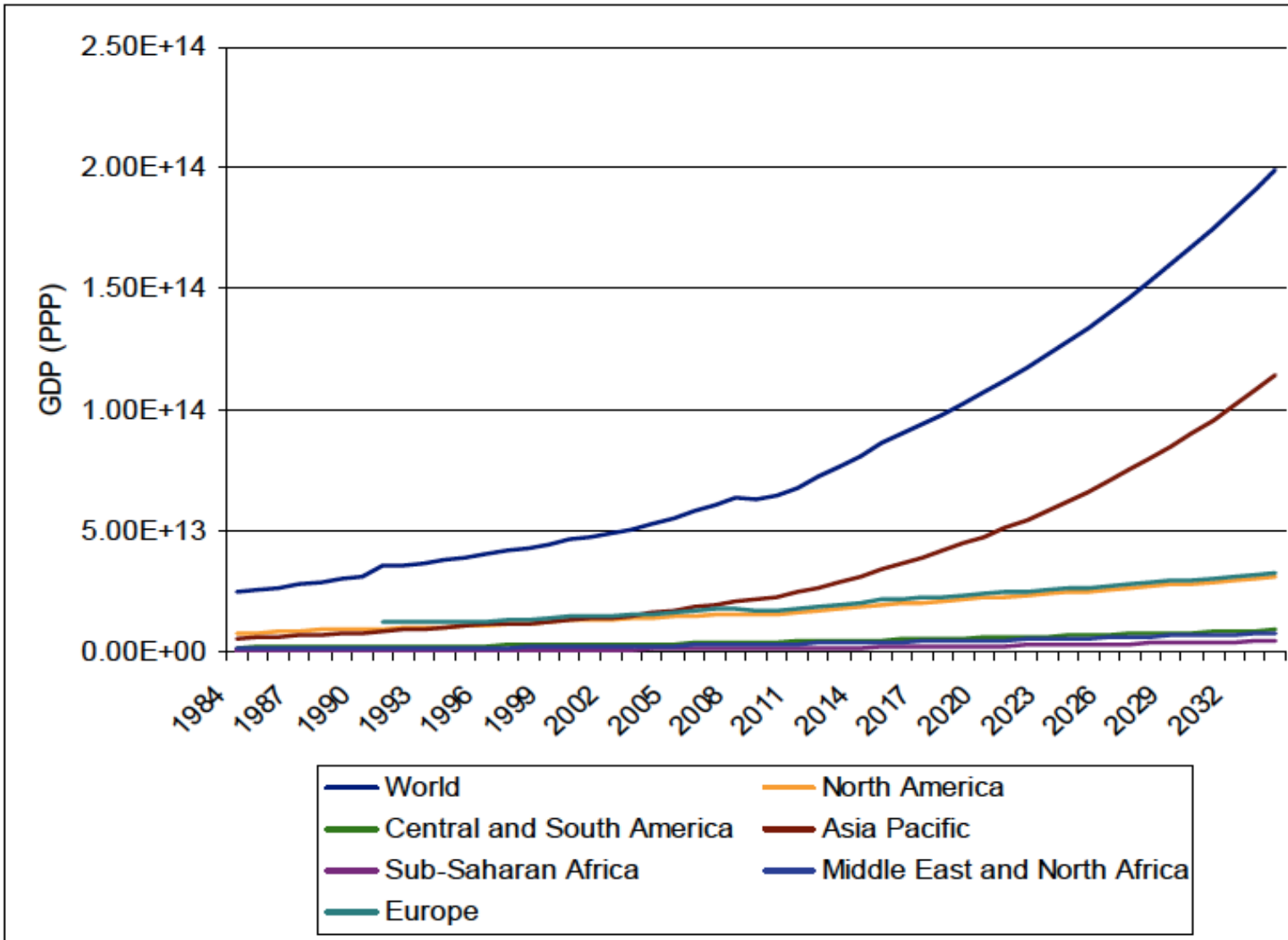


2030



*Note:* These data apply Maddison's long-term growth projections to his historical PPP-based estimates for 29 OECD member countries and 129 non-member economies.

# World Economic Output Over 50 Years, 1984-2034 (2005 PPP dollars)



## Numbers (millions) and Share (%) of the Global Middle Class

	2009		2020		2030	
<b>North America</b>	338	18%	333	10%	322	7%
<b>Europe</b>	664	36%	703	22%	680	14%
<b>Central &amp; South America</b>	181	10%	251	8%	313	6%
<b>Asia Pacific</b>	525	28%	1740	54%	3228	66%
<b>SSA</b>	32	2%	57	2%	107	2%
<b>M-East &amp; N-Africa</b>	105	6%	165	5%	234	5%
<b>World</b>	1845	100%	3249	100%	4884	100%

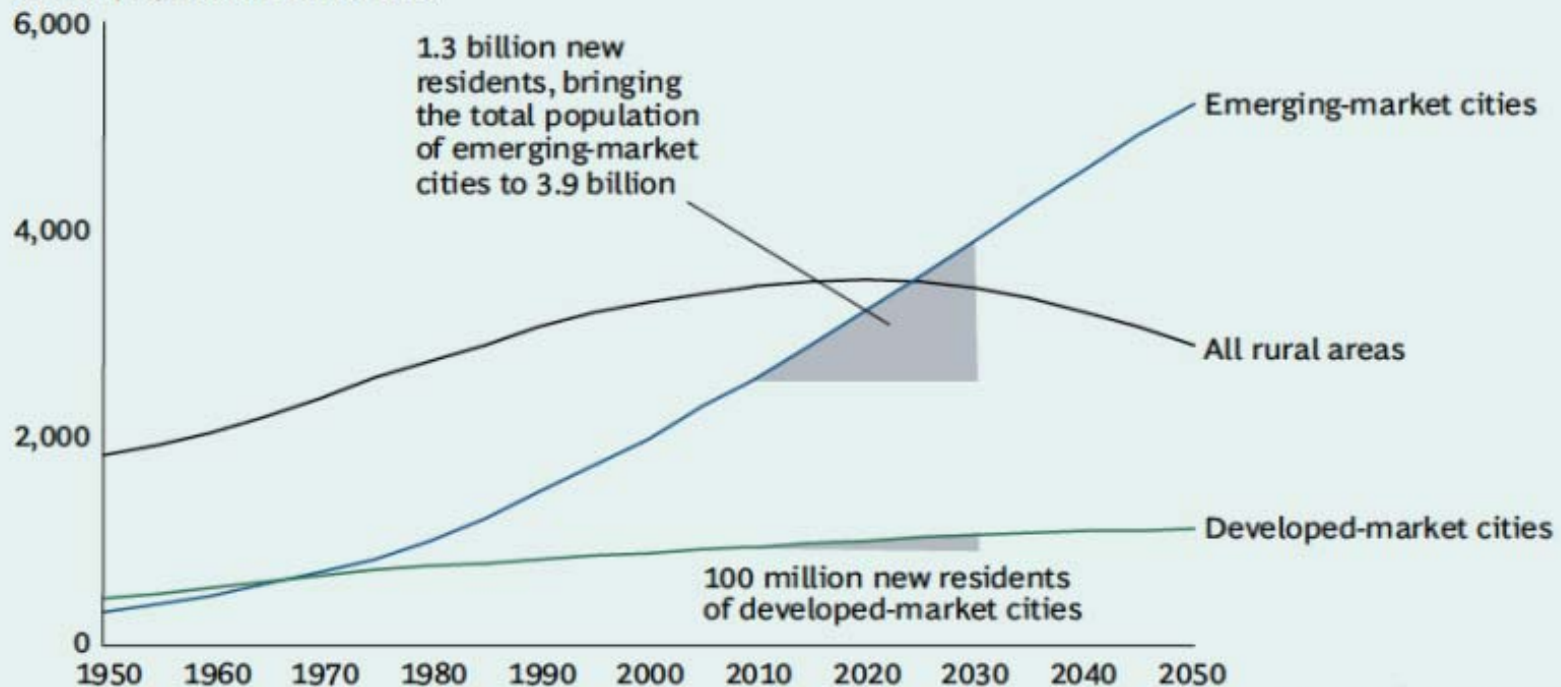


## Spending by the Global Middle Class, 2009 to 2030 (millions of 2005 PPP dollars)

	2009		2020		2030	
<b>North America</b>	5602	26%	5863	17%	5837	10%
<b>Europe</b>	8138	38%	10301	29%	11337	20%
<b>Central &amp; South America</b>	1534	7%	2315	7%	3117	6%
<b>Asia Pacific</b>	4952	23%	14798	42%	32596	59%
<b>SSA</b>	256	1%	448	1%	827	1%
<b>M-East &amp; N-Africa</b>	796	4%	1321	4%	1966	4%
<b>World</b>	21278	100%	35045	100%	55680	100%

**By 2030, another 1.3 billion people will live in emerging-market cities, more than the total population of today's developed-market cities**

World population (millions)

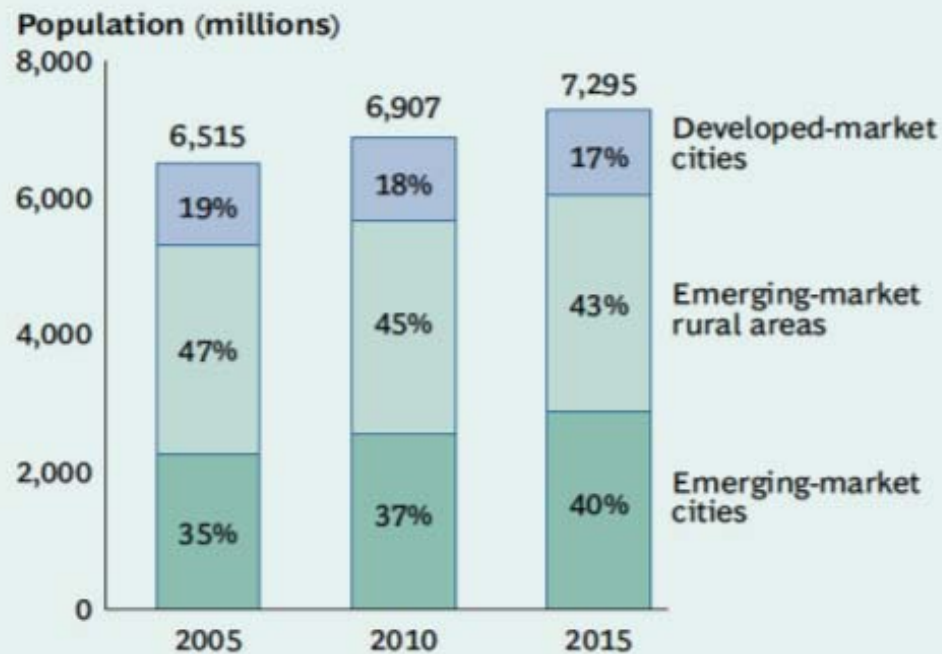


Year	1950	1960	1970	1980	1990	2000	2010	2020	2030	2040	2050
Developed-market cities (%)	17	18	15	13	12	12	12	12	12	12	12
Emerging-market cities (%)	12	18	27	37	46	57	57	57	57	57	57

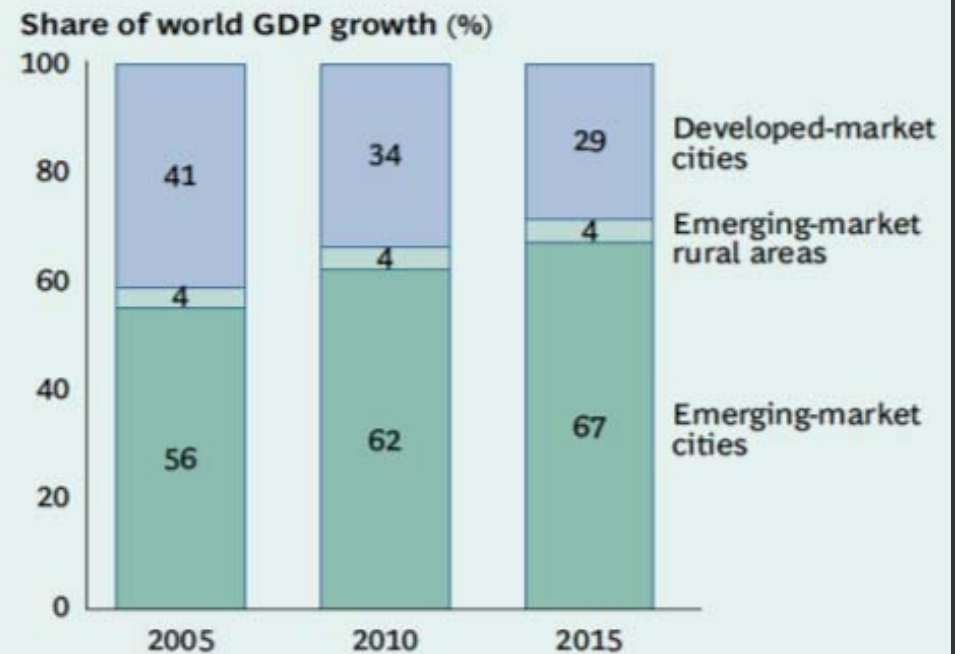
**Sources:** United Nations, *World Urbanization Prospects: The 2009 Revision*; Economist Intelligence Unit; Chan, K.W., "Fundamentals of China's Urbanization and Policy," *China Review* 10:1, 2010; Mitra, Arup and Mayumi Murayama, "Rural to Urban Migration: A District Level Analysis for India," IDE Discussion Paper No. 137, 2008; BCG analysis.



**More than one-third of today's world population resides in emerging-market cities...**



**...driving more than 60 percent of world GDP growth**

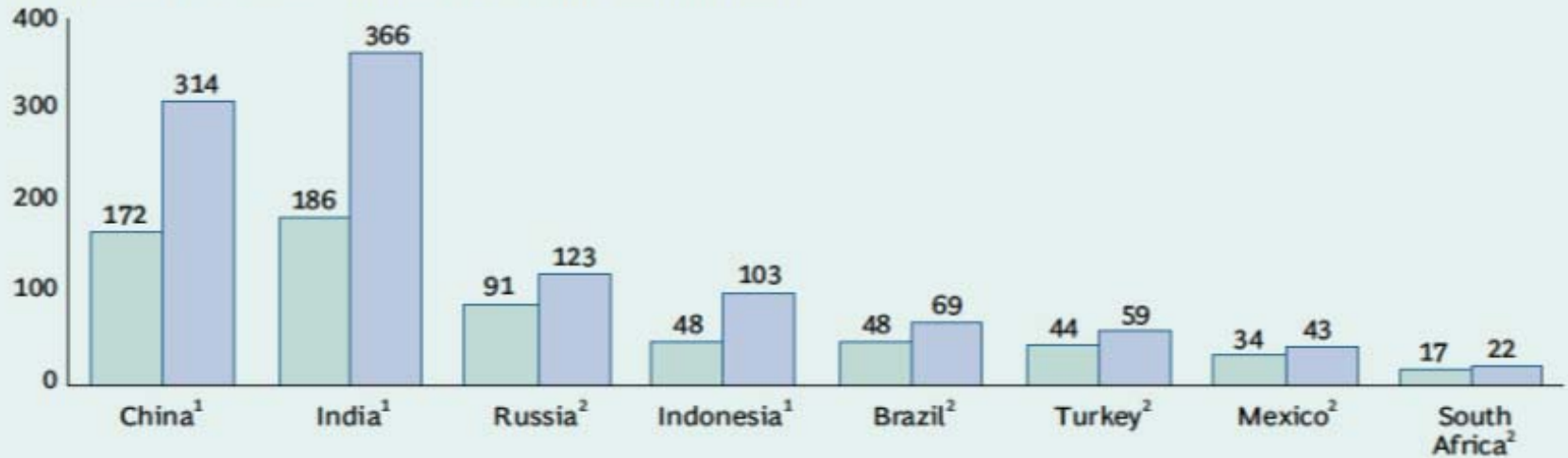


**Sources:** United Nations, *World Urbanization Prospects: The 2009 Revision*; Economist Intelligence Unit; BCG analysis.

**Note:** Rural GDP is the agricultural portion of GDP; city GDP is nonagricultural GDP. Some figures do not add up to 100 because of rounding.

Approximately 170 people join the middle class every minute

Middle-class and above-middle-class population (millions)



Middle-class population increase, 2010–2015 (millions)

China <sup>1</sup>	142	India <sup>1</sup>	180	Russia <sup>2</sup>	32	Indonesia <sup>1</sup>	54	Brazil <sup>2</sup>	21	Turkey <sup>2</sup>	15	Mexico <sup>2</sup>	9	South Africa <sup>2</sup>	4
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Approximately 460 million people in emerging-market cities will enter the middle class between 2010 and 2015, an increase of 70 percent

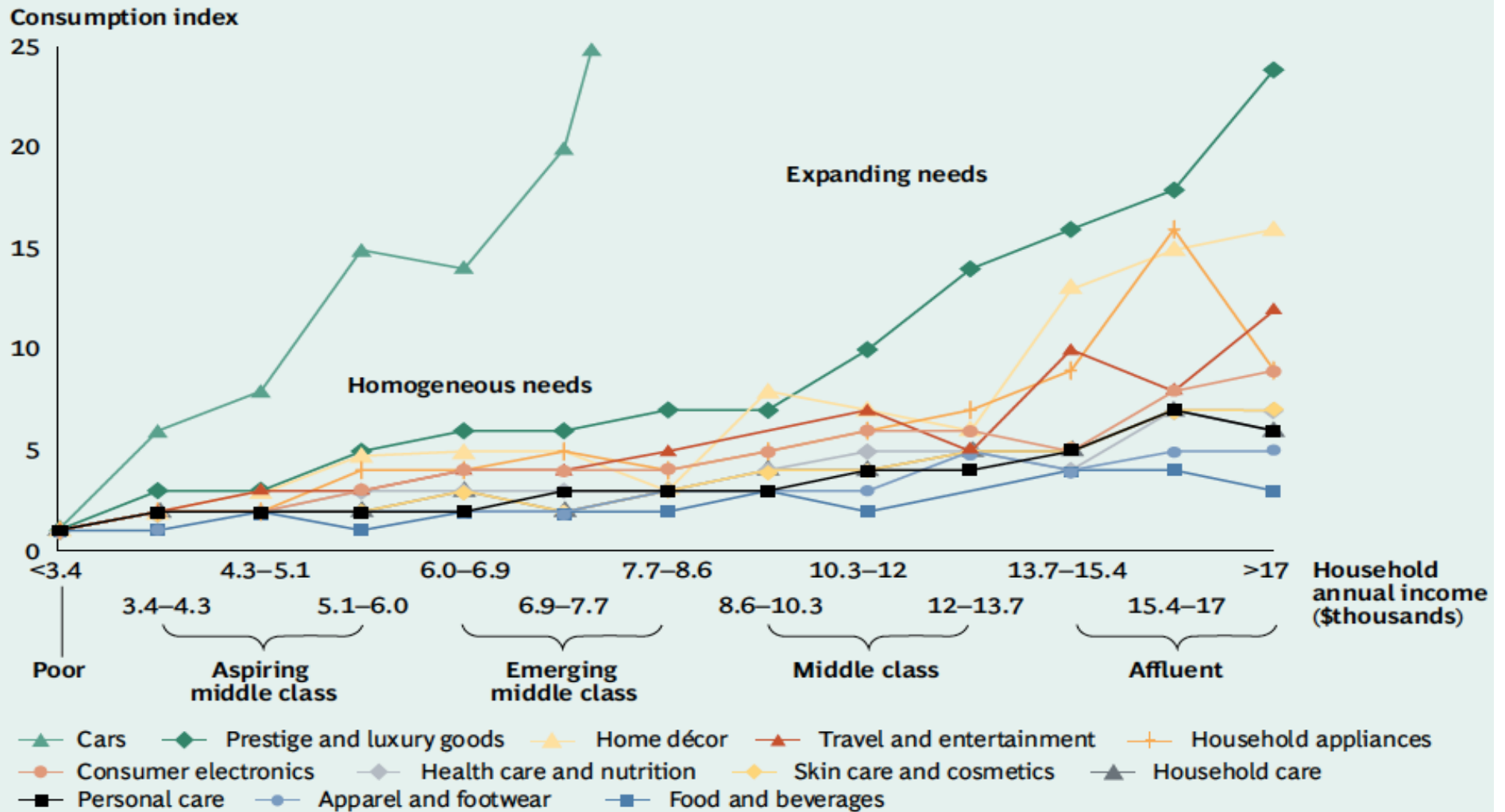
2010 2015

**Sources:** Economist Intelligence Unit; Brazilian Institute of Geography and Statistics (IBGE); Instituto Nacional de Estadística y Geografía (INEGI); BCG China population and income forecast database, 2010; "The Great Indian Middle Class," National Council of Applied Economic Research (NCAER), 2004; BCG analysis.

<sup>1</sup>Middle-class households are those with annual income exceeding \$5,000.

<sup>2</sup>Middle-class households are those with annual income exceeding \$10,000.

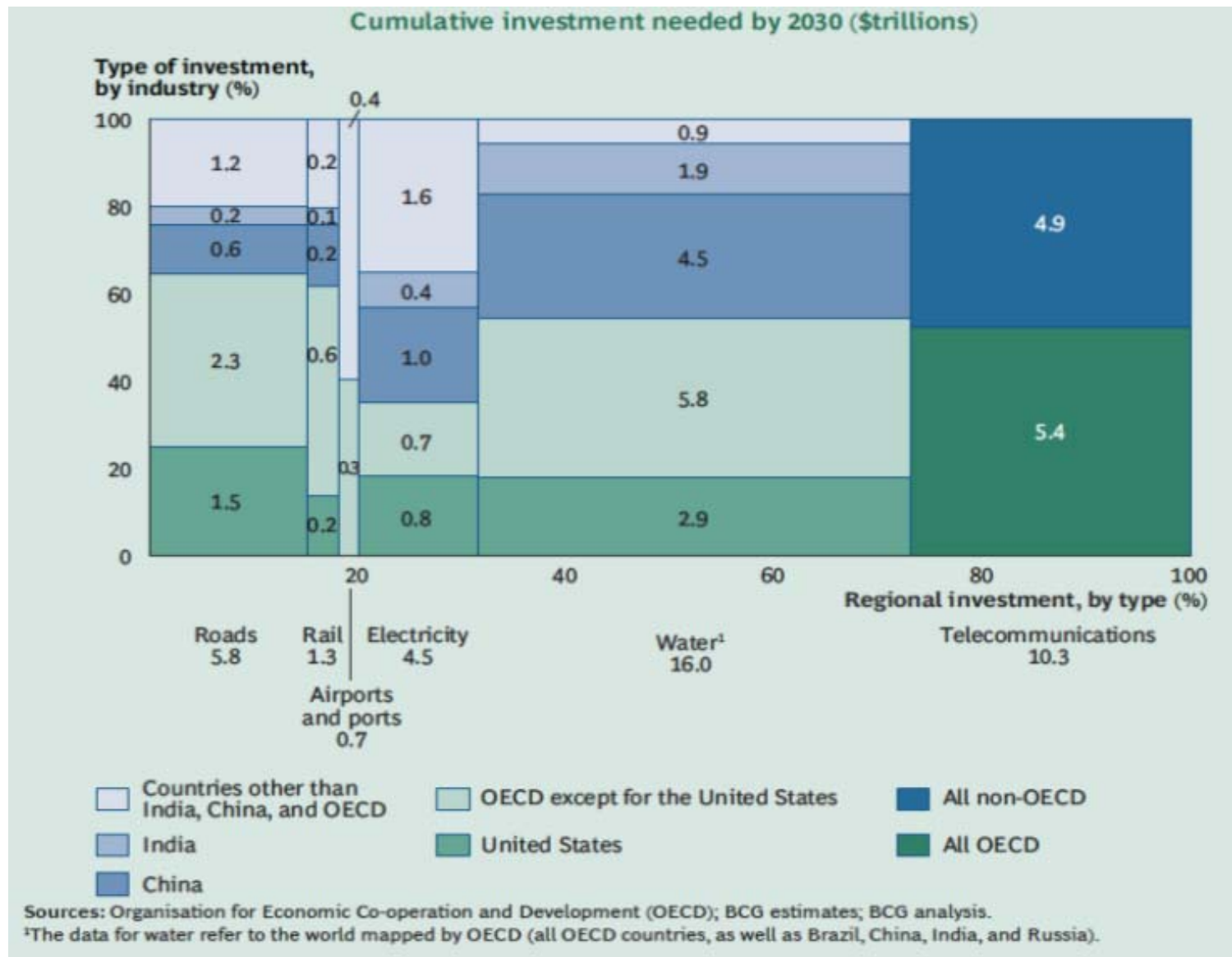
### Example: China

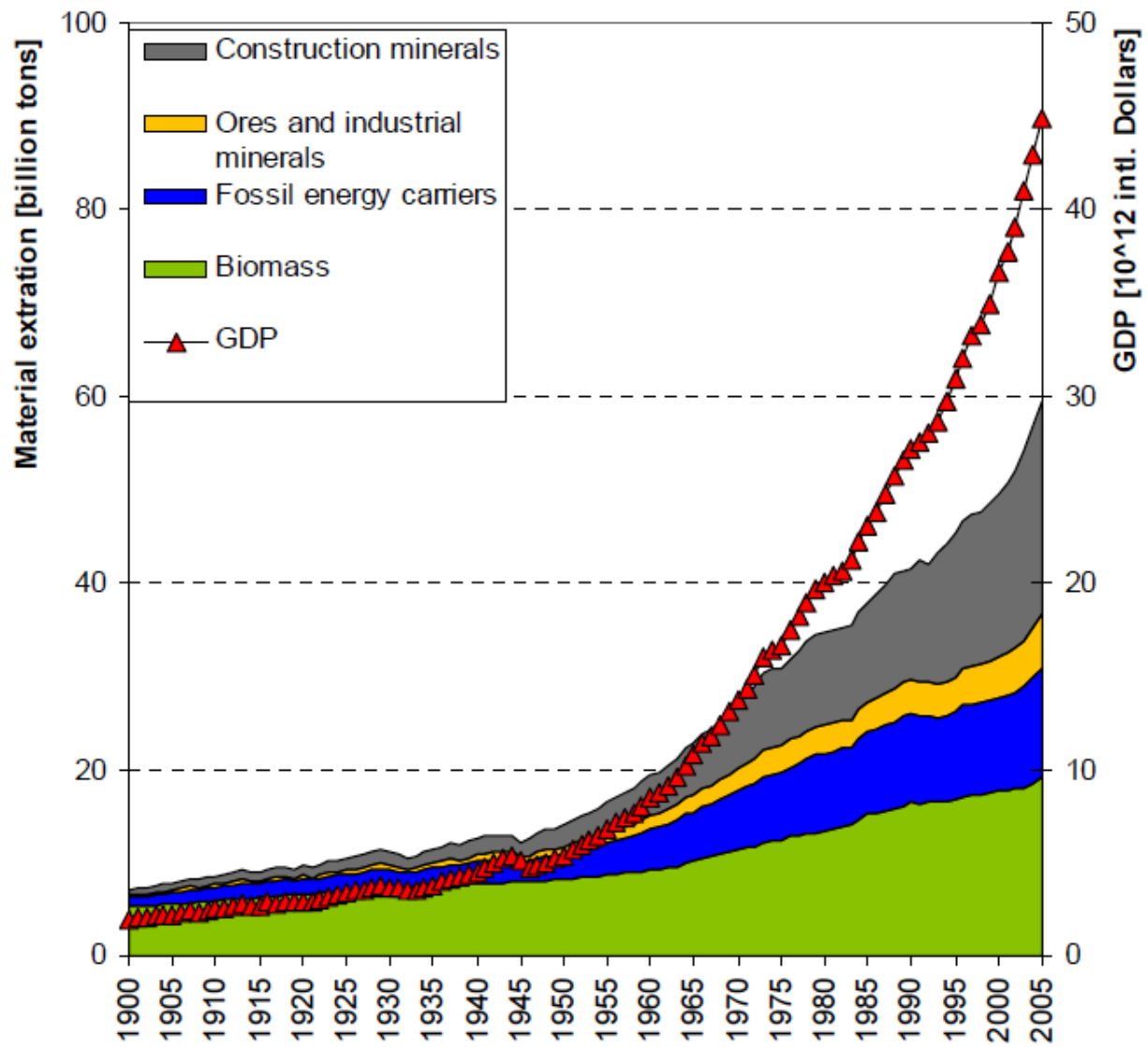


Sources: BCG China consumer behavior quantitative research (n = 2,594 in 12 cities, 2007); BCG analysis.

Note: Index is based on mean percentage of category spending; weighted-average income was used for the poor category and midpoint income was used for the other income groups; \$1 = RMB 7.

# An estimated 35-40 trillion \$ is needed to address infrastructure between 2010-2030





## **Core claim: Paradigm of sufficiency**

- 6 tons of extracted materials p/c per annum**
- 2 tons carbon per capita**