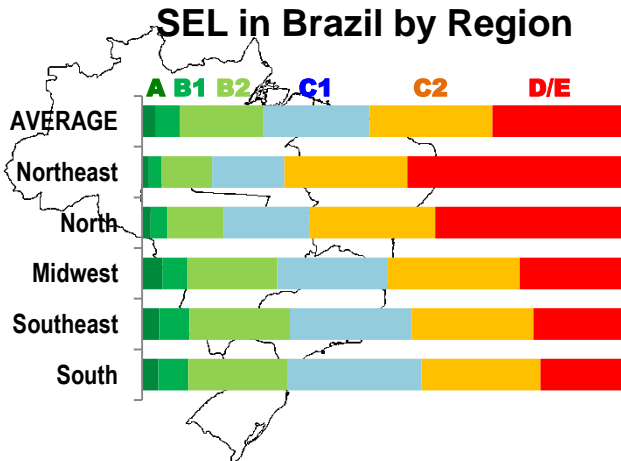


# Who is your target in Brazil?

## Where is the Buying Power?

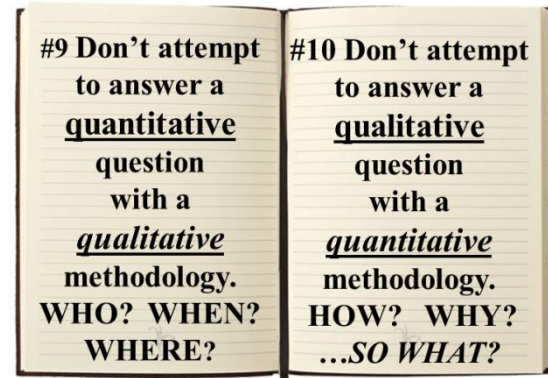
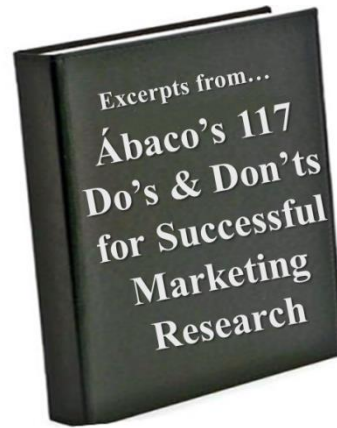
Average Socioeconomic Levels (SEL) ...as annual household income		
SEL	US\$	€
A	\$ 81,900	€ 67,600
B1	\$ 36,600	€ 30,200
B2	\$ 19,300	€ 15,900
C1	\$ 10,600	€ 8,800
C2	\$ 6,300	€ 5,200
D/E	\$ 3,000	€ 2,500

27% of Brazil households are D/E and  
84% of D/E are in North/Northeast



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- Ábaco's President, Alan Grabowsky



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## INPUT FROM ÁBACO CAN HELP YOU TARGET EFFECTIVELY:

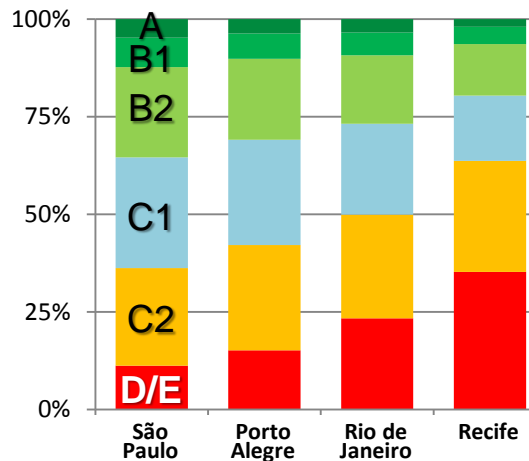
A Honda Civic EX costs **\$21k** in the US, **\$30k** in Brazil: 44% more.

Brazilians must earn **\$55k** annually to use only 15% of their family income to service a 48-month auto loan (**19.5% interest!**) after a 20% down payment.

- Developed nations' middle-class products must target class A/upper-B1.
- But: without 36% TAXES embedded in auto prices, a Civic could cost \$22k!

## SEL in Major Cities

Socioeconomic level is denominated ABCDE



## How SEL is *actually* calculated in Brazil

Asking income inhibits response.

Brazilian researchers use a battery of 15 household characteristics to predict Household Buying Power. This battery was perfected during years of statistical analysis:

- Ownership of 12 household items
- Education of head-of-household
- Access to public water supply and residence on a paved street

Call 9:00am to 6:00pm for reliable project input from a fluent English speaker.

**ÁBACO Marketing Research Brazil**

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