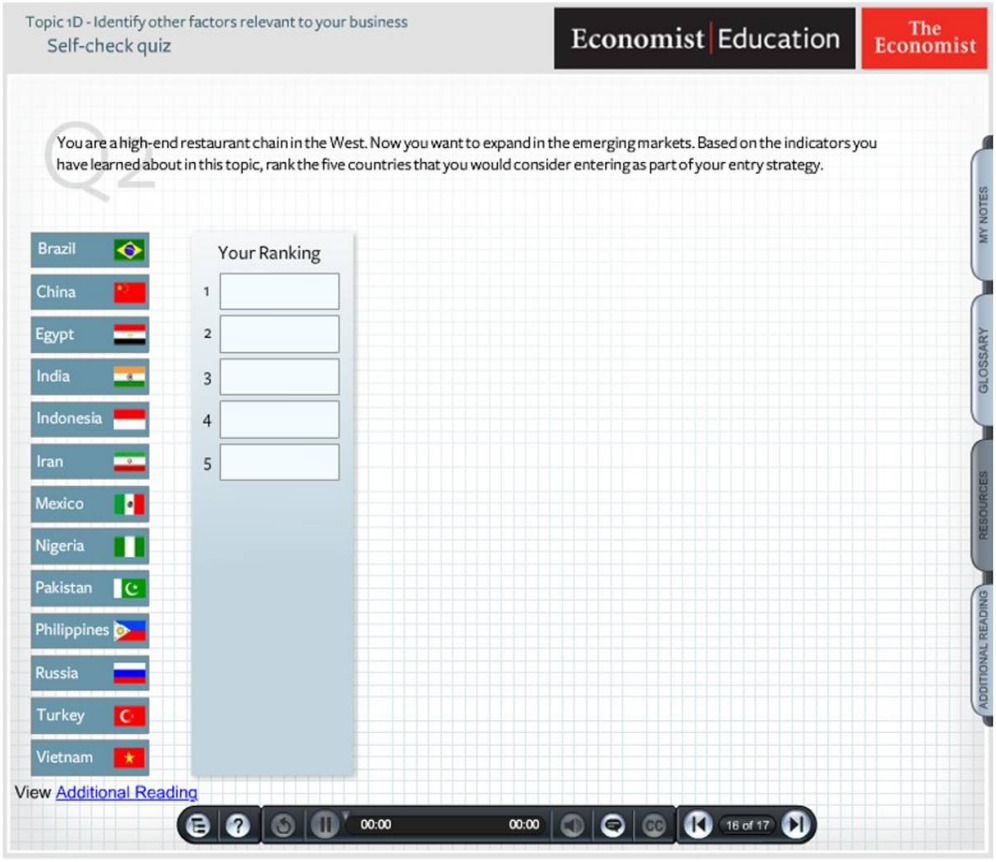
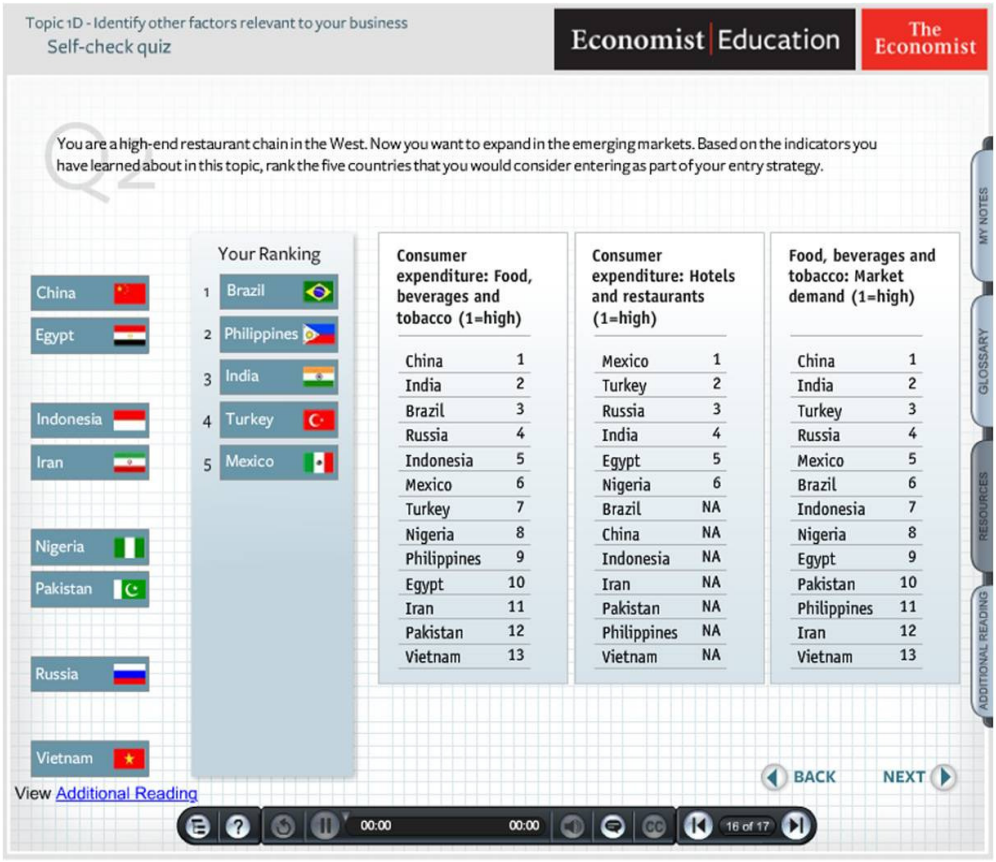
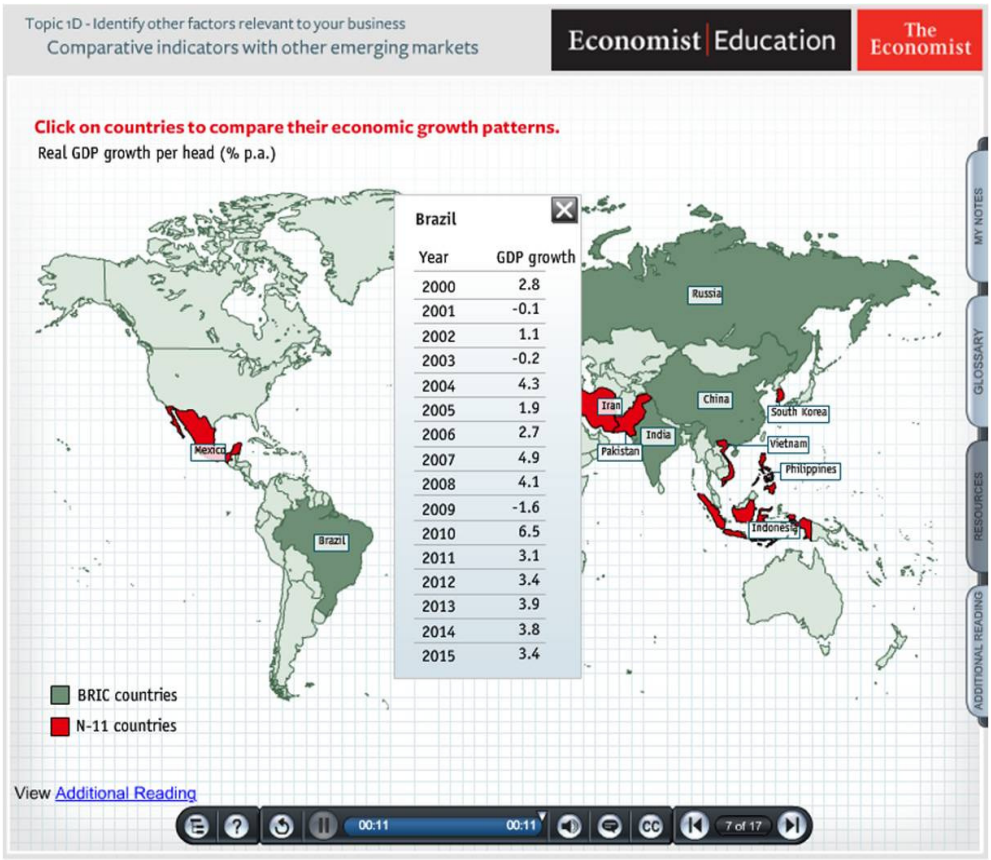




In this interactive, learners will use the knowledge they have gained throughout the topic to make an educated guess as to the countries that best fit each scenario.

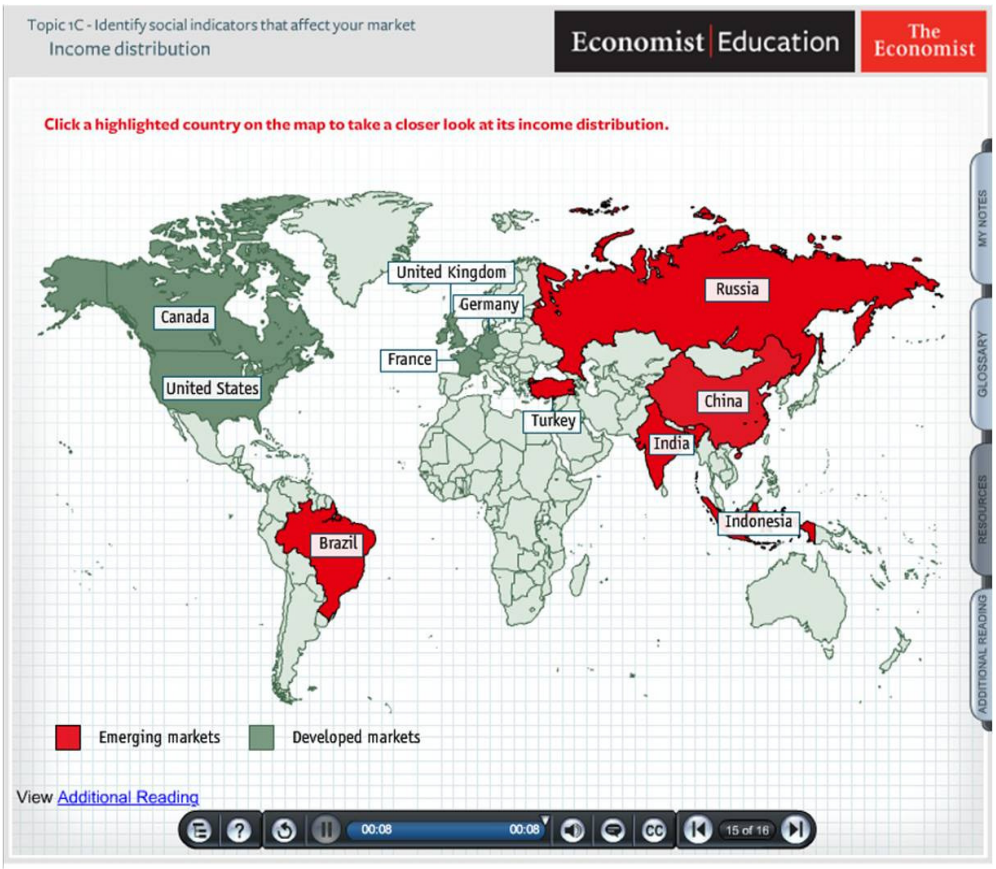
Once the learner selects the countries and clicks Submit, the real-world indicators will appear and allow them to synthesize the information to determine if their guesses were correct or incorrect based on the given scenario.

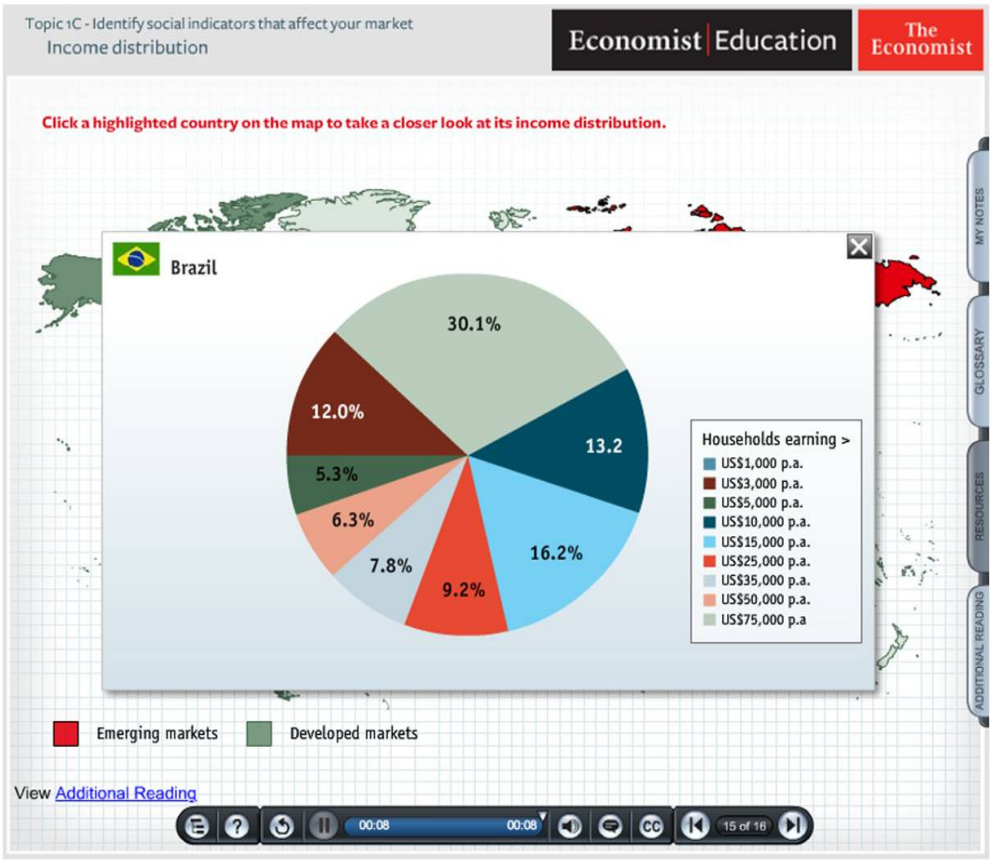
In many cases, large data charts were converted into smaller units and added to a clickable map to allow the learner to explore the map in an order she chooses while still reviewing all the data that was contained in the original chart.



In this particular case, the client wanted the country data presented as a pie chart. To satisfy this requirement, we created a clickable map that would bring up the pie chart and the data in the chart was converted to percents in order to create the pie chart. This way, the learner could compare the amount of money earned by households in each country.

Units = '000s	Number of HHs earning > US$1,000 p.a.	Number of HHs earning > US$3,000 p.a.	Number of HHs earning > US$5,000 p.a.	Number of HHs earning > US$10,000 p.a.	Number of HHs earning > US$15,000 p.a.	Number of HHs earning > US$25,000 p.a.	Number of HHs earning > US$35,000 p.a.	Number of HHs earning > US$50,000 p.a.	Number of HHs earning > US$75,000 p.a.	Total Households
USA	115,990	115,990	115,990	110,790	106,710	98,220	89,470	76,420	56,630	115,990
Japan	50,200	50,200	50,200	50,200	50,200	48,240	43,530	32,730	13,960	50,200
Germany	40,070	40,070	40,070	40,070	37,940	32,620	26,390	17,280	7,611	40,070
France	25,800	25,800	25,800	25,800	25,800	23,730	20,880	15,370	7,226	25,800
Canada	12,430	12,430	12,430	12,430	12,060	11,370	10,510	8,903	5,809	12,430
United Kingdom	26,320	26,320	26,320	26,320	25,480	21,890	17,750	11,780	5,491	26,320
Brazil	57,320	50,430	44,370	33,170	25,620	16,360	11,100	6,652	3,058	57,320
Russia	53,930	53,930	48,690	32,780	19,100	6,751	3,106	1,362	546	53,930
India	223,340	146,810	78,020	21,540	9,017	2,737	1,082	231	0	223,340
China	385,860	294,700	187,450	51,250	17,060	4,873	2,215	984	394	396,160
Indonesia	63,320	33,400	13,040	2,602	995	280	103	14	0	63,320
Turkey	16,710	16,710	16,710	13,910	11,100	6,664	4,023	2,083	891	16,710


Topic 1C - Identify social indicators that affect your market
Income distribution
Economist | Education
The Economist
Click a highlighted country on the map to take a closer look at its income distribution.
United Kingdom
Germany
France
Canada
United States
Russia
China
Turkey
India
Indonesia
Brazil
Emerging markets
Developed markets
View Additional Reading
00:08
00:08
15 of 16
MY NOTES
GLOSSARY
RESOURCES
ADDITIONAL READING


Topic 1C - Identify social indicators that affect your market
Income distribution
Economist | Education
The Economist
Click a highlighted country on the map to take a closer look at its income distribution.
Brazil
30.1%
12.0%
13.2
5.3%
6.3%
7.8%
9.2%
16.2%
Households earning >
US$1,000 p.a.
US$3,000 p.a.
US$5,000 p.a.
US$10,000 p.a.
US$15,000 p.a.
US$25,000 p.a.
US$35,000 p.a.
US$50,000 p.a.
US$75,000 p.a
Emerging markets
Developed markets
View Additional Reading
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