

## COMMON-LAW BABIES

**50.5%** of all French babies are born out of wedlock: up from **48%** in 2006, according to Insee, the French statistics institute. **15%** of Italian babies are born out of wedlock, or about **80,000** babies a year, twice as many as a decade ago, according to Istat.

## I LOVE SHOPPING... IN RUSSIA

Russia is the retail shopping chains' favourite country. A survey by Cushman & Wakefield of **250** retailers in **23** countries shows that **12%** say they would like to expand their business to the former Soviet Union. **10%** picked the Czech Republic and **8%** Romania, where **100** new retail outlets are expected to open over the next **5** years. Other countries of interest are Slovenia and Estonia (**7%** of retailers). Central and Eastern European cities dominate the list of the top 20 destinations: Moscow is first, followed by St Petersburg and Prague. Retailers prefer a high street location (**73%**), followed by shopping centres in town (**46%**) and out of town (**35%**).

Source: Cushman & Wakefield

## CAR COLOURS

Car colour preferences do not vary much from one country to the next. After seven years of metallic grey,

white is the colour of the moment, but not everywhere. **19%** of Americans choose white/pearl. The percentage goes up to **26%** for SUVs. Ditto for **32%** of Mexicans, while Brazilians still like metallic grey, with **23%** opting for black – which is also the favourite car colour for **25%** of Europeans. White and pearl are the outright winners in Japan (**22%**), followed by metallic grey (**22%**), while the Chinese pick either black or silver: the latter is the preferred colour (**39%**) in South Korea.

Source: DuPont Report

## ORGANIC EUROPEANS

**4%** of land in the European Community is cultivated for organic agriculture. Austria has the largest percentage of organic land (**11%**), followed by Italy (**8.4%**), the Czech Republic and Greece (**7.2%**). Malta trails the list with **0.1%** and Poland (**0.6%**) and Ireland (**0.8%**) do only slightly better. **6.1** million hectares of land are used for organic agriculture in the **25-** member Europe. The biggest portion of this area is to be found in Italy, which boasts **1.1** million hectares, **17%** of the total in **25-** member Europe, followed by Germany and Spain with **0.8** million hectares each, or **13%**. Organic agricultural land went from **1.8%** in 1998 to **4.1%** in 2005.

Source: Eurostat

## YOUNG EUROPE

There are **62 million** citizens from **15** to **24** years of age in the 27-member EU (**12.7%** of the total population): **16.2%** in Poland, **15.6%** in Estonia, **15.4%** in Slovakia, **13.2%** in the UK, **12.8%** in France, **11.9%** in Spain, **11.8%** in Germany, **11.2%** in Denmark and **10.4%** in Italy. **78** million Europeans are under the age of 15 (**15.9%** of the total): **20.5%** in Ireland, **18.7%** in Denmark, **18.6%** in Luxembourg **18.4%** in France, **17.8%** in the UK, **14.5%** in Spain, **14.1%** in Germany and **13%** in Italy and Bulgaria

Source: Eurostat

## (NEARLY) ALL ONLINE

**54%** of households in the 27-member EU had an Internet connection in 2007 (against **47%** in 2006). **46%** of these have a broadband connection (**30%** in 2006). The largest percentage of households with Internet access are to be found in the Netherlands (**83%**), Sweden (**79%**) and Denmark (**78%**). The lowest percentages are in Bulgaria (**19%**), Romania (**22%**) and Greece (**25%**).

Source: Eurostat

## HAPPY BIRTHDAY VIAGRA!

**1.7 billion** of the little blue pills have been sold worldwide since 1998, **53 million** in Italy alone, i.e. **6**

**million** per year. **50%** of the pills on sale are fake. The love pill is sold in **110** countries. Americans and Europeans are the most avid consumers. Italy is the third-largest consumer of Viagra in the EU after the UK and Germany, followed by Spain and France.

Source: Pfizer

## MALE AND FEMALE WORKERS

Men dominate the labour market in Europe, but the male-female ratio varies by sector. Among the sectors Eurostat has surveyed, the textile sector is the only one employing a large majority of women.

Finance: **64.2% men**, **35.8% women**  
 Food & beverages: **59.2%**, **40.8%**  
 Textiles & clothing: **30.9%**, **69.1%**  
 Chemicals & plastics: **67.5%**, **32.5%**  
 Wood & paper: **79%**, **21%**  
 Metallurgy: **84.4%**, **15.6%**  
 Mining: **76.4%**, **23.6%**  
 Electrical & electronic: **66.8%**, **33.2%**  
 Transport: **82.1%**, **17.9%**  
 Manufacturing (other): **71.4%**, **28.6%**  
 Energy: **80%**, **20%**  
 Hydraulic: **79%**, **21%**  
 Building: **91.9%**, **8.1%**  
 Communications & Media: **59.9%**, **40.1%**  
 Hotels & restaurants: **44.3%**, **55.7%**  
 Real estate: **54.4%**, **45.6%**  
 Financial services: **48.1%**, **51.9%**

Source: Eurostat