

A CYCLOPIAN ENCYCLOPAEDIA

Founded in 2001 by Jimmy Wales and Larry Ranger, Wikipedia the online encyclopaedia now has **60 million** visitors per day and **75,000** active contributors. The website is translated into **250** languages and there are **9,350,000** articles: **2,268,000** in English, **718,000** in German, **631,000** in French, **477,000** in Polish, **474,000** in Japanese, **421,000** in Italian, **414,000** in Dutch, **364,000** in Portuguese, **339,000** in Spanish and **277,000** in Swedish.

Source: Wikipedia

LULLABIES

5 billion dollars: worldwide revenue from sales of sleeping pills.
10 billion: estimated revenue in 2012.
33 million: the number of Europeans who suffer from sleep disorders, i.e. **10%** of the population.
36 million euros: the turnover of Tavor alone in Italy: i.e. **10 million** packets sold per year.

Source: Frost&Sullivan/WHO

PORNO MARKET

97 billion dollars: online pornography revenues (**57 billion** in 2003), **27.4 billion** dollars of it from China (in top place).
25.7 billion dollars: South Korea (in second place).
20 billion dollars: Japan (third)
13.3 billion dollars: United States.
3,075 dollars are spent each second on online porno sites:
28,258 users connect to do

372 specific searches on search engines.

The worldwide revenues of the pornography industry today equal more than the revenues of the top technology companies combined – Microsoft, Google, Amazon, eBay, Yahoo!, Apple, Netflix and EarthLink.

BLOG LINGO

37% of all blogs are in Japanese, a figure that places Japan at the top of the list for the number of online diary writers.

33% of blogs are in English, **8%** in Chinese, **3%** in Italian and **1%** in Farsi, a new entry.

TRASHY DIARIES

Splogs (spam blogs) are a new phenomenon that is unfortunately on the rise: the number of these fake online diaries is increasing.

3,000 to **7,000** splogs are created each day, about **2-8%** of the total. The phenomenon reached a high in December 2007 with **11,000** splogs created per day.

Source: Technorati

DEAR JOHN E-MAILS

8% of men and **6%** of women confess to having broken up with their partner via e-mail: hardly the best way to go about it, though **1** of every **7** women and **1** of every **3** men think it is perfectly acceptable.

Source: Google

LOW COST PREGNANCIES

15,000 dollars: the cost of renting a uterus in India, where specialised clinics are literally flooded with requests from the U.S. and Europe. The clinic gives **7,500** dollars of the booty to the woman who makes her uterus available to a couple of would-be parents.
150,000 dollars: the cost of renting a uterus in the United States.

Source: AdnKronos

ELECTRONIC GARBAGE

17 kilograms of electrical and electronic waste (used mobile phones, computers, fax, printers etc.) are produced on average each year by each European citizen: only **5** kg are recycled on average. The percentage varies from one country to the next: Sweden leads with **14** kg correctly disposed of; Italy tails the list with a mere **1.5** kg. The goal is to recycle **11** kg per head by **2011**.

Source: United Nations University

PERFUMED TURKS

Turkish men use more perfume than Turkish women: **49%** against **46%**.

The two sexes give different levels of importance to perfume: **47%** of women and **59%** of men say it is important to have a partner use perfume.
28% of respondents said they buy perfume regularly and that price is not an issue when buying their favourite perfume.

Source: Target Group Index

A PORTFOLIO WORTHY OF A LORD

Wealth is draped in the Union Jack. London is becoming the world capital for the wealthy: the number of London residents with an income of over **100,000** pounds has gone up to **482,000**, double the **1999** figure. **60%** of them live in the City. The ranks of this elite have grown by **10%** a year over the past **7** years.

In 2007, this category, i.e. **0.8%** of the population, paid **26%** of total taxes.

Source: Ledbury Research

LIFE IN NUMBERS

UK TV producer Nick Watts came up with the idea of charting human existence in numbers. After three years of work and research, he produced a documentary broadcast on Channel 4: here are some figures from it on how much a person consumes in the course of an average life span of **78.9** years:

10,800 carrots, **4,239** rolls of toilet paper and **120,000** litres of petrol. Each person makes love **4,239** times, speaks **123** million words and has **104,390** dreams.

Each person receives **628** Christmas gifts on average; smokes **77,000** cigarettes and changes his car **8** times, his television **4.8** times and his washing machine **3.5** times.

Source: Human Footprints