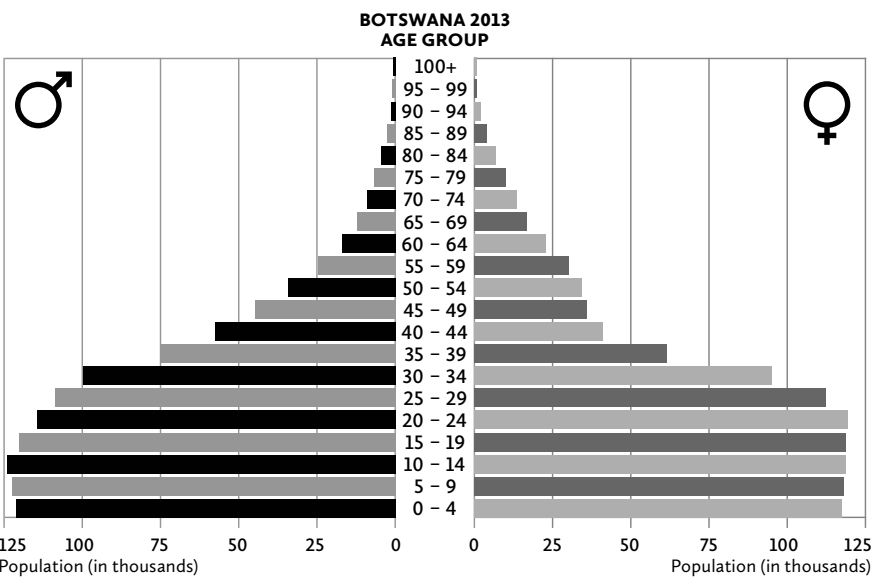
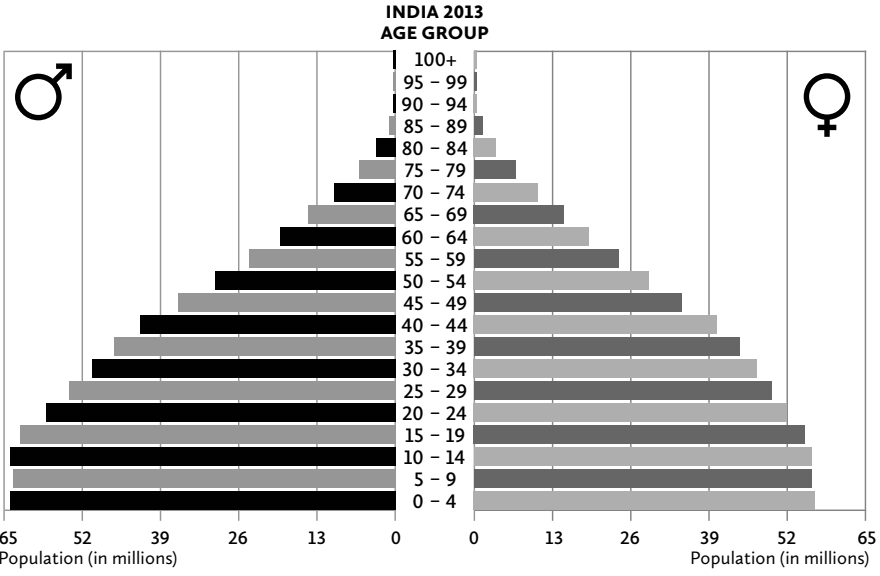
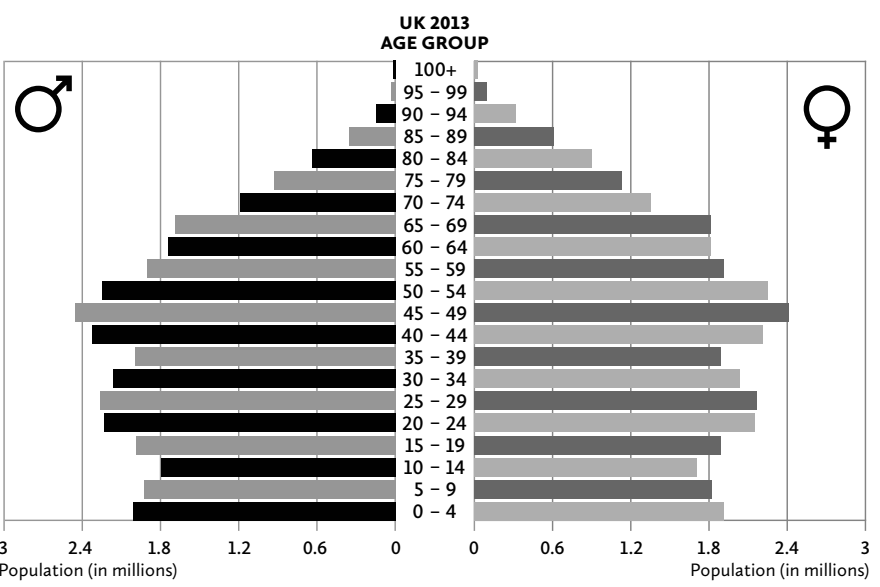


# POPULATIONS PICTURE

A snapshot of populations around the world

## POPULATION PYRAMIDS



Source: Central Intelligence Agency, The World Factbook 2013-14

## PERCENTAGE OF TOTAL POPULATION LIVING IN URBAN AREAS, 1960-2010



**1960**  
30% URBAN  
70% RURAL

**2010**  
50% URBAN  
50% RURAL

Source: www.healthinternetwork.com/gho/urban\_health/situation\_trends/urban\_population\_growth/en/

## COUNTING CHICKENS, 2010

**CHINA**  
**4600m**  
3.6 CHICKENS TO 1 PERSON

**USA**  
**2100m**  
6.84 CHICKENS TO 1 PERSON

**UK**  
**150m**  
2.4 CHICKENS TO 1 PERSON

Sources: economist.com/blogs/dailychat/2011/07/global-livestock-counts, DEFRA farming statistics (UK chicken population), Office for National Statistics (UK human population)

## ONLINE POPULATIONS

**WORLD POPULATION IN 1804**  
**1 BILLION**  
**PEOPLE USING FACEBOOK IN 2012**



Source: Atlantic, 4 October 2012

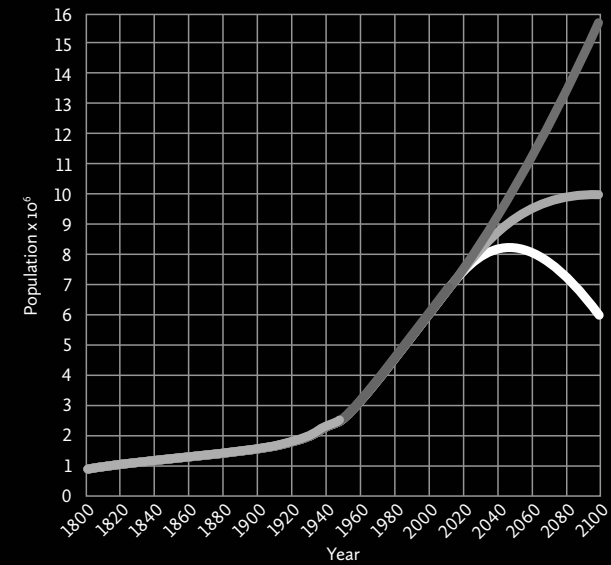
## RELIANCE ON THE HONEYBEE

**1 IN 3**  
**MOUTHFULS OF THE FOOD WE EAT DEPENDENT ON BEE POLLINATION**



Source: AM Klein et al. Proceedings of the Royal Society B: Biological Sciences 274:303-13

## HUMAN POPULATION: PAST, PRESENT AND FUTURE



- KEY**
- BEFORE 1950 (ESTIMATED)
  - 1950-2010 (ACTUAL)
  - PROJECTIONS 2010 ONWARDS (USING HIGH UNITED NATIONS ESTIMATES)
  - PROJECTIONS 2010 ONWARDS (USING MEDIUM UNITED NATIONS ESTIMATES)
  - PROJECTIONS 2010 ONWARDS (USING LOW UNITED NATIONS ESTIMATES)

Source: Loren Cobb, compiled using US Census Bureau historical estimates and UN Population Division 2010 projections

## FINDING DATA

Putting this diagram together, we found that different sources gave different numbers for the same thing. Why don't they match?

Well, data can be interpreted in different ways, and estimates can be made using different methods and/or baseline data. Definitions matter, too – different sources might define 'size' or 'time' differently.

Which should you choose? The source itself is important – is it reliable? How valid is the original study? Are the figures recent? How might an organisation's 'agenda' affect how it calculates and presents data?