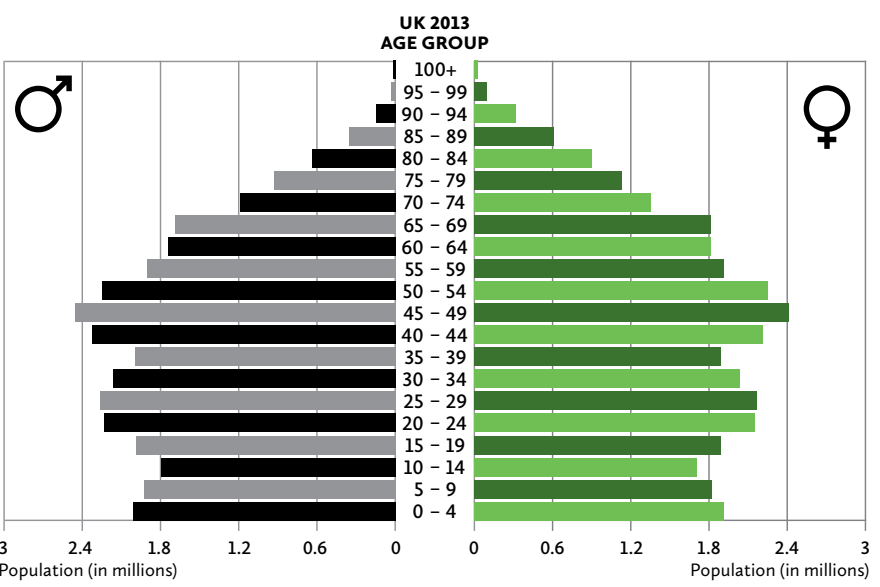


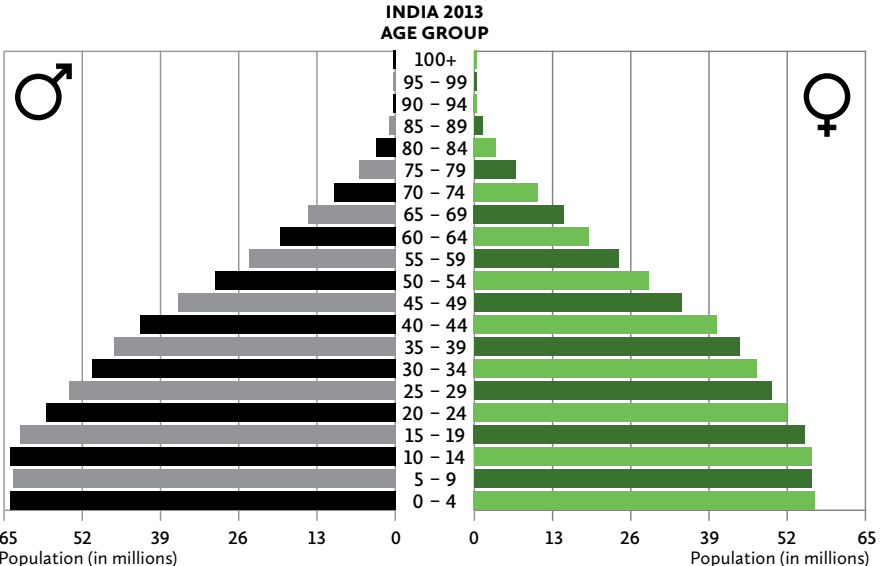
POPULATIONS PICTURE

A snapshot of populations around the world

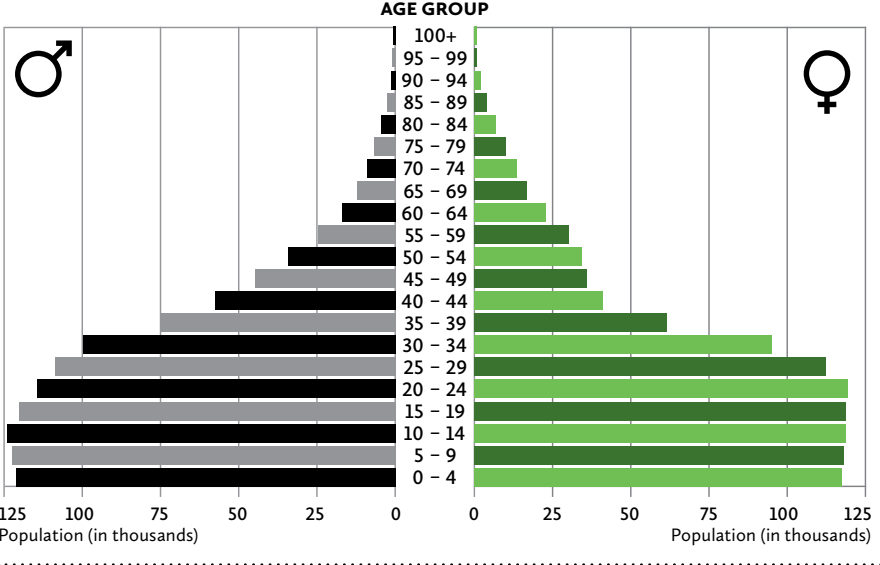
POPULATION PYRAMIDS



Population (in millions)



Population (in millions)



Population (in thousands)

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

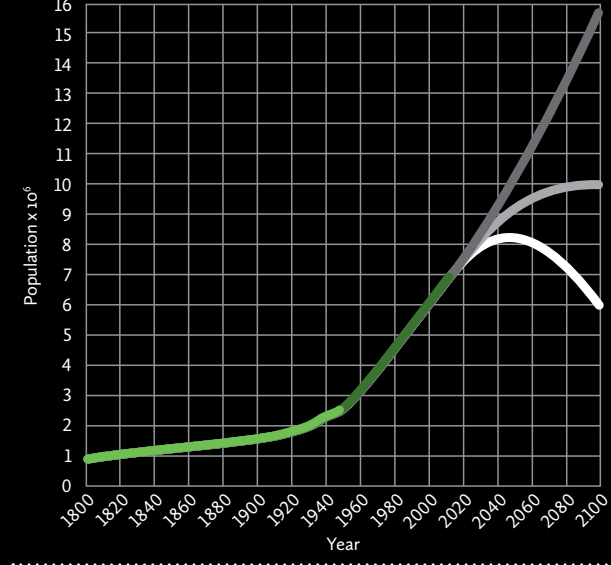
RELIANCE ON THE HONEYBEE

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?