

# WHO ON EARTH ARE YOU?

P014



**?** Questions about life as a human being

# WHERE DO I START?

**?** How to navigate this book

You can flip straight to the index on p302 and pick a topic that appeals to you. Alternatively, here are a couple of additional questions which will set you off on a solemn or lighthearted journey through the book:

## Can we be serious for a moment?

The gravest and weightiest questions in each chapter

## Can we be silly for a moment?

The daftest and most frivolous questions in each chapter

**P016** How many people have there been?

**P020** How did we get here?

- When did life on Earth begin?
- When did the dinosaurs arrive?
- When did our ancestors evolve?
- When did *Homo sapiens* arrive?
- When did we turn up?
- When did we settle down?
- When did the modern world begin?

**P028** What have we been up to lately?

- What's the best thing since sliced bread?

**P032** Where do babies come from?

- How many babies are being born?

**P034** What's a good innings?

- How old was the oldest person?
- How old was the oldest animal?

**P037** Do you want to live like common people?

# WHO'S THE GREATEST?

P038



**?** Questions about sport, cities and superstructures

**P040** Who's the greatest sportsperson of all time?

- Who's the greatest Olympian of all time?
- Who's the greatest Paralympian of all time?
- Who's the greatest cricketer of all time?
- Who's the greatest golfer of all time?
- Who's the greatest tennis player of all time?
- Who's the greatest boxer of all time?
- Who's the greatest Formula 1 driver of all time?
- Who's the greatest football player of all time?
- Who's the greatest of them all?

**P050** What's so great about Muhammad Ali?

**P052** Are athletes getting better?

**P054** Could you beat Usain Bolt in a race?

**P055** What's better, men's or women's football?

**P056** Who's the champion of the world?

**P058** Who's won an Olympic or Paralympic medal?

**P060** What's the best country in the world?

**P062** Which city knows how to party?

**P063** Who's ready for a picnic?

**P064** What were the tallest towers of their time?

**P066** Where are today's tallest buildings?

**P067** What makes an iconic landmark?







## ARE YOU NOT ENTERTAINED?

P126



**?** Questions about films, music and murderous soap operas

### P128 What's your favourite film?

What's the biggest blockbuster of all time?  
What makes a hit Disney film?  
Who rules a galaxy far, far away?  
What's the worst blockbuster?

### P138 How many heroes does it take to make \$24 billion?

### P140 Who's the best James Bond?

### P142 Where have you been, Mr Bond?

Who's been a double agent?

### P144 How do you win an Oscar?

### P146 What's so great about Meryl Streep?

### P148 Which songs have stood the test of time?

### P150 Who's the biggest musical act of all time?

### P154 What did The Beatles do?

What's your favourite Beatles song?  
What's your favourite Beatles album?  
Who's the best Beatle?  
Who gave a little help to their friends?

### P160 Who gets into the Rock & Roll Hall of Fame?

### P161 What's better, Broadway or the West End?

### P162 What are the 100 best books?

### P164 What's the deadliest soap opera?

Where do soap characters die?  
What are the leading causes of soap death?

## IS THERE ANYBODY OUT THERE?

P166



**?** Questions about UFOs, space and conspiracy theories

### P168 What do UFOs look like?

### P170 How many people have been to space?

Who's been to the moon?  
What was the first space station?  
What happened in 1986?  
Who was the first space tourist?  
Where can I see a space shuttle?  
Who's going to space next?

### P176 Who's actually been in space?

### P178 Who's got the biggest rocket?

What's the biggest rocket never launched?

### P179 Why is there so much junk in space?

### P180 What have we left on the moon?

### P182 Who believes the moon landing was faked?

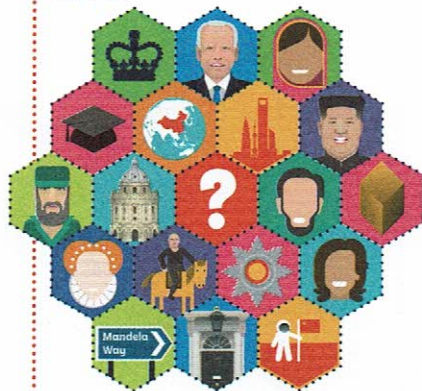
### P184 Who's seen the Loch Ness monster?

### P186 Who believes in God?

Where are the least religious places?

## HOW DO I MAKE FRIENDS AND INFLUENCE PEOPLE?

P188



**?** Questions about power, politics and Putin's poses

### P190 Who gets to be president of the United States?

### P192 Who gets to be British prime minister?

### P194 Who gets to be supreme leader?

### P195 Who died and made you King?

### P196 What makes a memorable speech?

### P198 How does Vladimir Putin want to be seen?

### P199 How is Nelson Mandela remembered?

### P200 Which leader lasted the longest?

How did they leave office?

### P202 Who's had a female leader?

### P204 Which is better, Oxford or Cambridge?

### P205 Is the honours system even?

### P206 Who's got all the money?

### P208 Who's got all the gold?

### P209 How rich is China?

### P210 How is China changing?

### P212 How is China changing the world?





## ANY OTHER QUESTIONS?

P282



**?** Questions about odds, sods and miscellanea

## WHAT CAN YOU TELL ME ABOUT...?

P302

**?** An index to everything

P284 What's a kiddle?

P286 How much for the Eiffel Tower?

P288 How much water is turned into wine?

P289 How fast is the world's fastest computer?

How fast is 5G?

P290 What's love got to do with it?

P292 Who's your favourite royal?

P293 Is brevity the soul of wit?

P294 Which are better, cats or dogs?

P295 What have Donald Trump and Jesus got in common?

P296 Aren't we all a little bit Irish sometimes?

P297 Did you get your fingers burnt?

P297 Is your cat ready for Halloween?

P298 Do they know it's Christmas?

P300 How can I live forever?

3,139 topics, from A-ha (musical act) to Zürich (picnicking potential of)



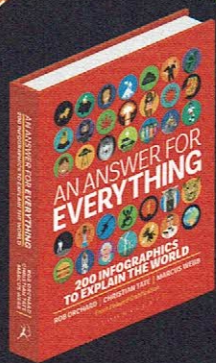
**QUESTIONS**



**DATA**



**DESIGN**





# What went into this book?



## What gave you the idea?

It all began with *Delayed Gratification*, the Slow Journalism magazine we launched in January 2011. *Delayed Gratification* is dedicated to looking back on big events after the dust has settled to tell our readers what happened next and to seek out the stories that were missed or mistold the first time around.

Alongside *Delayed Gratification*'s longform features and photo essays, one of the big things that helped the magazine take off were the infographics we'd created for it since the first issue. As well as looking pretty, they helped us show the long-term impact of big stories, uncover new insights and strip out bias by focusing on facts.

In April 2020, wanting a project to work on during the UK's first Covid-19 lockdown, we started bringing together updated versions of the best infographics we'd published in *Delayed Gratification* to date with a host of new creations to create *An Answer For Everything*.



## Have you been lying to me?

No – but we should have a quick chat about data. In this book we've used the latest and most credible data sets available, but they do have their limits. Many are compiled by people with limited resources, incomplete access and hidden biases, and the best sources don't always agree with one another.

Not just that, but when choosing data sets to use – to identify the best country in the world (p060) and best sportsperson of all time (p040), for example – each selection can alter the outcome. We've tried to be as fair and logical as possible when making these choices.

And then there's simple human error – we've checked and rechecked the data sets in this book but there are an awful lot of them, and the laws of Murphy and sod mean that errors will have crept in. If you spot one and want to let us know, email us at [infographics@slow-journalism.com](mailto:infographics@slow-journalism.com) and we'll take it on the chin.



## Who needs thanking?

Our colleagues and friends at *Delayed Gratification* – Chris Bourn, Vicky Burgess, Jeremy Lawrence, Matthew Lee, James Montague and Loes Witschge. Long-term supporters including Cathy Runciman, Kerin O'Connor and Janey Elliott. Tim Bates and Daisy Chandley at PFD, Rowan Yapp and the team at Bloomsbury.

All the people who helped us compile and check the data: Francesca Adkins, James Cary-Parkes, Will Coldwell, Frankie Lister-Fell, Joe Lo, Esther Marshall, Ian Morris, Penny Woods, Dr Joeri Rogelj, David Shaw, Anthony Smart, Dr Paul Taylor, Laurens Vreekamp, Phil Webb, and Chris Zimmermann.

And last but not least, Dr Tom Almeroth-Williams, Olivier Beltrami, Frida Berg, Gareth Collins, Rebecca Downie, Stephen Edridge, Gina Fullerlove, Robert Marcus, H Jay Melosh, Andy O'Keeffe, Therese Pettersson, Prof Richard Rex, Rishi Sharma, Nicky Thompson and Eliot Van Buskirk.



# Who made this book?

A huge number of people contributed (see previous page) but the stories and data were brought together by Rob and Marcus, the editors of *Delayed Gratification*, and the book was designed and illustrated in its entirety by Christian, the magazine's art director



**Rob Orchard**



**Christian Tate**



**Marcus Webb**

## What's your favourite infographic in the book?

As someone whose worldview swings wildly between pessimism and optimism, my favourite infographics include 'Is everything getting worse?' (p238) and 'Is anything getting better?' (p240).

A decade ago we crammed everyone who's been to space onto two magazine pages - I loved updating it as an eight-page spectacular for the book (p170), plotting the whole history of humans in space.

'How much would you get for the Eiffel Tower?' (p286) was the last thing that we created for the book and the latest thing we make together is always my favourite infographic.

## What's your favourite fact that you discovered while making this book?

There is a back-up Earth we can all escape to should everything go wrong, but it will take us 324,843 years to get there (p102).

I was happily surprised to find I'd read 32 of the 100 best books ever (p162). Just need to carve out 709 hours, 4 minutes and 12 seconds to finish the rest.

That, by our calculations, Warwick Davis is the most popular supporting actor in movie history (p134). It took a 4,086-line spreadsheet to bring you that nugget.

## Who couldn't I have done it without?

Jess, Freddie, Oscar, Charlie, dad and Mels

James and Arthur, Lisa, Eddie, Heather and my parents

B, Miller, Barney, mum and dad (plus Bobby and CT, naturally). But mostly B

If you'd like to learn how to make your own infographics, we run regular workshops, with discounts for *Delayed Gratification* subscribers.

To find out how to join one and to see more of our work, visit

**[slow-journalism.com](http://slow-journalism.com)**





What's the  
best book of all  
time?



Who's the  
greatest  
athlete ever?



Are there plenty  
more fish in  
the sea?



How many  
people have  
been to  
space?



How many  
chickens are  
there?



Who's got  
all the gold?



What if we all  
stopped eating  
meat?



Will we be  
hit by a giant  
asteroid?

In *An Answer For Everything*, 200 of the world's most intriguing questions are settled once and for all through beautiful and brilliant infographics. The results will leave you shocked, informed and thoroughly entertained.

Created by the team behind the award-winning *Delayed Gratification* magazine, these compelling, darkly funny data visualisations will change the way you think about... everything.

**'Fresh, fascinating and fun – a visual and verbal treat'**  
**Ian Hislop, *Private Eye***

**'Achieves the ultimate factual book goal;  
makes you cleverer, with minimal effort on your part'**  
**Rachel Parris, *The Mash Report***

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