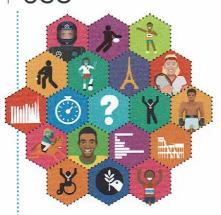
WHO ON EARTH ARE YOU?



Questions about life as a human being

WHO'S THE GREATEST? P038



Questions about sport, cities and superstructures

WHERE Doistart?

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?

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 readu for a picnic?

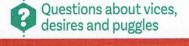
P064 What were the tallest towers of their time?

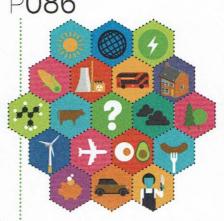
P066 Where are today's tallest buildings?

P067 What makes an iconic landmark?

WHAT DO WE WANT?







Questions about flying, energy and mass veganism

WHAT'S IN



Questions about fauna, flora and the rising tide of chickens

- P070 How much would it cost to buy everything in Vogue?
- P072 How much is that doggie in the window?
- P074 Should I liquidise my assets?
- P075 Do you like what you see?
- P076 Do you want to get high? Who are the biggest pot smokers? Who just says no?
- P078 What does \$100 of cocaine look like?
- P080 What are you drinking? Who drinks the most beer?

Who drinks the most wine?

P082 What are you thinking?

P084 Who's with me?

- PO88 Who's emitting the most CO₂?
 Who's full of hot air?
- P090 What causes the UK's emissions? Are emissions rising or falling? What does a tonne of CO, look like?
- P092 What if all the UK's cars were electric?

How many cars are there in the UK?

- P094 What if everyone stopped flying in and out of the UK?
 - How busy are the UK's airports?
- P096 What if the UK closed all its fossil fuel power plants? How much does the UK rely on fossil fuels?

P098 What if everyone in the UK went vegan?

How much gas does a vegan emit? What about the animals?

P100 What if the UK planted a lot more trees?

> How much CO2 do trees absorb? What else could we do to capture CO2?

P102 Can we escape to another Earth?

Is there a Planet B? When are we going to Mars? What's a light year? Are we nearly there yet?

P106 What's that on your wall?

How many lions are left in Africa? Where could I buy a bit of crocodile? What's the most prized part of an elephant?

- P112 Are there plentu more fish in the sea?
- P114 What's under threat?
- P116 Are extinct animals just hiding from us?
- P118 How many chickens are there?
- P122 Where are all the chickens? Who eats the most chicken?
- P124 What are plants for?

ARE YOU NOT ENTERTAINED?

P126



Questions about films, music and murderous soap operas

IS THERE ANYBODY OUT THERE?

₽166



Questions about UFOs, space and conspiracy theories

HOW DO I MAKE FRIENDS AND INFLUENCE PEOPLE?

P188



Questions about power, politics and Putin's poses

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?

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?

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?

AM I LIVING MY BEST LIFE?

P**214**



Questions about hopes, dreams and filthy lucre

WHAT'S THE WORST THAT COULD HAPPEN?

P236



Questions about pandemics, locusts and giant asteroids

WHY CAN'T WE ALL JUST GET ALONG?

≥262



Questions about wars, guns and Eurovision

- P216 Are you hαppy?
 Who's up and who's down?
- P218 Have I left it too late?
- P220 How do you pull off a high wire act?
- P222 Do you want to be a record breaker?
- P224 How does the other half live?
- P225 Do you need some overtime?
- P226 Can I get Ariana Grande to play at my party?
- P228 How can I have a hit song?
 Who's had a Grammy double whammy?
- P230 How do I write a Christmas hit?
- P231 Should I climb Everest?
- P232 Who gets the Nobel Prize?
- P234 What's on your bucket list?
- P235 Which films should I watch before I die?

- P238 Is everything getting worse?
- P240 Is anything getting better?
- P242 What should I be worried about?
- P243 How much damage can a hurricane do?

How much does it cost to clean up after a hurricane?

- P244 Is it hot or is it just me? What's it like in the water?
- P246 What's going to kill me?
- P248 How did Covid-19 spread across the world?
- P250 What was life like in lockdown?
- P252 Do worse things happen at sea?
- P254 Where are the world's most dangerous cities?
- P255 Should I be worried about a plague of locusts?
- P256 What are the chances of being hit by an asteroid?
- P258 Is the end of the world nigh?
- P260 How long have we got?

- P264 **Don't you know there's a war on?**How many years of peace have there been?
- P266 Where have people died in conflict?
- P268 What's the bravest animal?
- P270 Could you beat a goose in a fight?
- P272 Who's got all the guns?
- P274 How bad is the gun problem in the US?
- P276 Which war cost the US the most? What's the daily cost of war?
- P278 War: what is it good for?
- P280 Do you love your neighbour?

ANY OTHER QUESTIONS?

sods and miscellanea

P284 What's a kiddle?

P286 How much for the Eiffel Tower?

Questions about odds,

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?

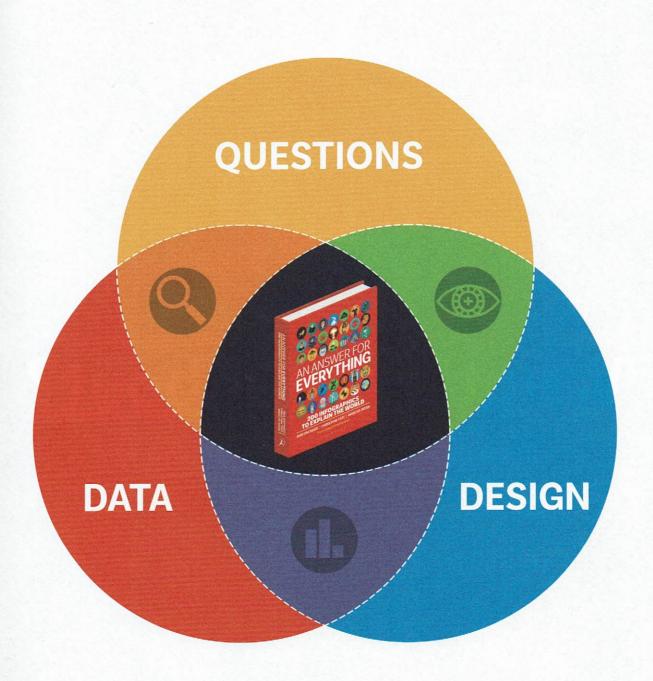
P300 How can I live forever?

WHAT CAN YOU TELL ME ABOUT...?

F302

An index to everything

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



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 garee 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 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







re there plenty more fish in the seα?



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'

lan Hislop, Private Eye

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

