

# Global consumer spending has increased six-fold since 1950, reaching \$24 trillion in 1998.

- **50,000**: Number of new consumer items introduced in the United States each year.
- Obtaining enough gold for a **single 14-carat wedding ring**, weighing just one tenth of an ounce, involves digging up as many as **three tons of waste rock** and ore, creating devastating effects on ecosystems and communities living near mining operations.
- If everyone in the world consumed like the average U.S. citizen, we would need at least **four more planet Earths**.
- Producing one ton of virgin office paper requires **6.5 tons** of wood.
- Each year, U.S. office workers discard **12 million tons** of paper.
- If the entire U.S. catalog industry switched its publications to 10 percent recycled-content paper, the savings in wood would be enough to stretch a **6 foot fence** across the United States seven times.
- **11,000**: Number of new cars added to China's roads each day in 2003.
- In the United States, new houses were **38 percent bigger** in 2002 than in 1975, despite having fewer people in each household on average.

The Products We're Buying		The Investments We Could Make	
Product	Annual Expenditure	Social or Economic Goal	Increase in Current Annual Investment Needed to Achieve Goal
<b>VS.</b>			
Cosmetics	\$18 billion	Reproductive health care for all women	\$12 billion
Music CDs in the U.S.	\$12 billion	Elimination of hunger and malnutrition	\$19 billion
Perfumes	\$15 billion	Universal literacy	\$5 billion
Ocean cruises	\$14 billion	Clean drinking water for all	\$10 billion
Ice cream in Europe	\$11 billion	Immunizing every child	\$1.3 billion

Sources: Purchasing Power, Worldwatch Paper #166. *State of the World 2004*, The Worldwatch Institute.