145,000

Kilos of tomatoes thrown during La Tomatina Festival

6,000,000

Litres of beer sold at Oktoberfest in 2015

30,000,000

Sequins used to make costumes for Notting Hill Carnival

€135,000,000

Size of lottery jackpot in Italy on 5th September

3,600,000,000

People who watched the Olympics in Rio

10,500,000,000

Questions answered by Lucid since 2012

Human answers on a massive scale.

Did you know?

✓ Our 10,500,000,000 answers come from more than 150,000,000 people from 83 countries. Just to be clear – that is 10.5 billion answers from 150 million individuals.

✓ Lucid's commitment to quality sample is unrivalled. We are fully transparent and ensure the highest quality human answers drive the most accurate insights possible. Some companies say stuff like that – but we mean it.

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