

# CultureGrams™

Insiders' Perspectives on Daily Life and Culture



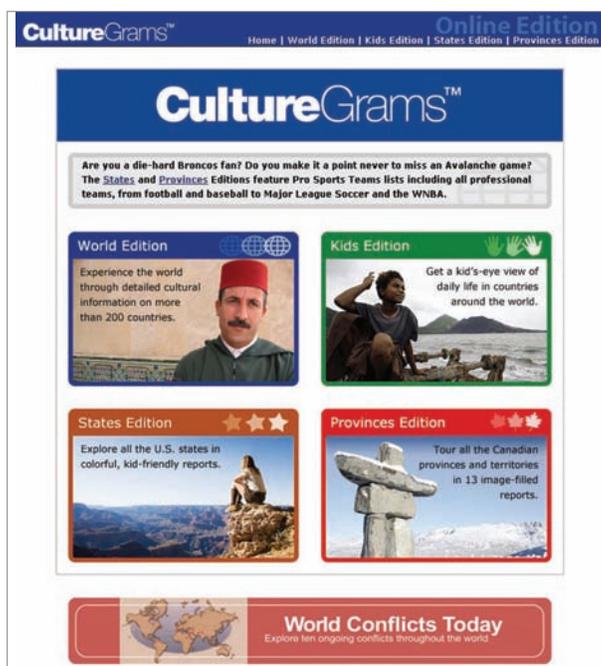
## The World at Your Fingertips

Diverse communities, well-traveled patrons, and major global events have expanded each of our personal “world views” and increased our need for understanding a wide array of cultures.

No matter the user or their need, CultureGrams from ProQuest goes beyond basic facts and figures with local perspectives on more than 200 countries, detailing daily life and culture, including history, customs, and lifestyles. From Afghanistan to Zimbabwe, each concise, reliable, and up-to-date report is written and reviewed by local experts, providing users with unique, intimate cultural details from a real insider’s perspective.

CultureGrams Online links you to all CultureGrams editions via an engaging interface that can be accessed anywhere, anytime. Exclusive online features include video clips and slideshows, a worldwide photo gallery, interviews with adults and children, and a unique recipe collection with five local recipes for each country. Plus, create-your-own data tables and charts help put dozens of facts into perspective.

- **World Edition** contains primary-source reports on 208 countries and territories—including every United Nations-member state—focusing on 25 cultural categories, including language, personal appearance, greetings, visiting, family, life cycle, and more.
- **States and Provinces Editions** feature colorful, easy-to-read reports oriented to young users that describe the diversity and history of each U.S. state, the District of Columbia, and all 13 provinces of Canada. Each report includes maps, flags, and symbols, as well as sections on history, economy, geography, population, Native Americans, and recipes.
- **Kids Edition** teaches upper-elementary- and middle-school-age children more about the world around them. Each report contains images, historical timelines, and fun facts, along with sections on history, population, “life as a kid,” games and sports, education, and more.





State reports include cultural highlights

## New Zealand



### Did You Know?

- New Zealand's indigenous name is Aotearoa ("Land of the Long White Cloud").
- New Zealanders are curious about the world around them: two-thirds of the population reads a newspaper daily and many travel overseas.
- People usually do not practice tipping because wages are considered the duty of the employer, not the customer.
- New Zealand is the world's largest exporter of wool.

**Flag**

The flag of New Zealand, most recently adopted on 12 June 1902, features four stars of the Southern Cross constellation, set against a dark blue background. The Union Jack, the flag of the United Kingdom, represents the ties between the two nations.

### Country and Development Data

**Capital:** Wellington  
**Current Time:** 9:14  
**Latitude:** -41.28  
**Longitude:** 174.51  
**Population:** 4,213,411  
**Area, sq. mi.:** 103,730  
**Area, sq. km.:** 268,660  
**Human Dev. Index rank:** 182 countries  
**Adjusted for women:** countries  
**Real GDP per capita:**  
**Adult literacy rate:** 99% (female)  
**Infant mortality rate:** births  
**Life expectancy:** 78 (female)  
**Currency:** New Zealand Dollar  
[View Data Table Source](#)

World Edition provides maps, flags, country and development data

Exclusive online videos and slideshows provide rich visual detail

## Broaden Your Understanding of the World and its Peoples



CultureGrams features an easy point-and-click interface that lets users browse the world via an interactive map. Drill down by region or browse an alphabetical listing to access country information. Each report features a home page that links together all available information about that country. A quick access menu links directly to the 25 key topic categories, as well as to our popular tools and multimedia content—graphs and tables, time and distance calculators, and video and photo galleries.

## ABOUT PROQUEST

ProQuest creates specialized information resources and technologies that propel successful research, discovery, and lifelong learning. ProQuest is an information partner, creating indispensable research solutions that connect people and information.

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