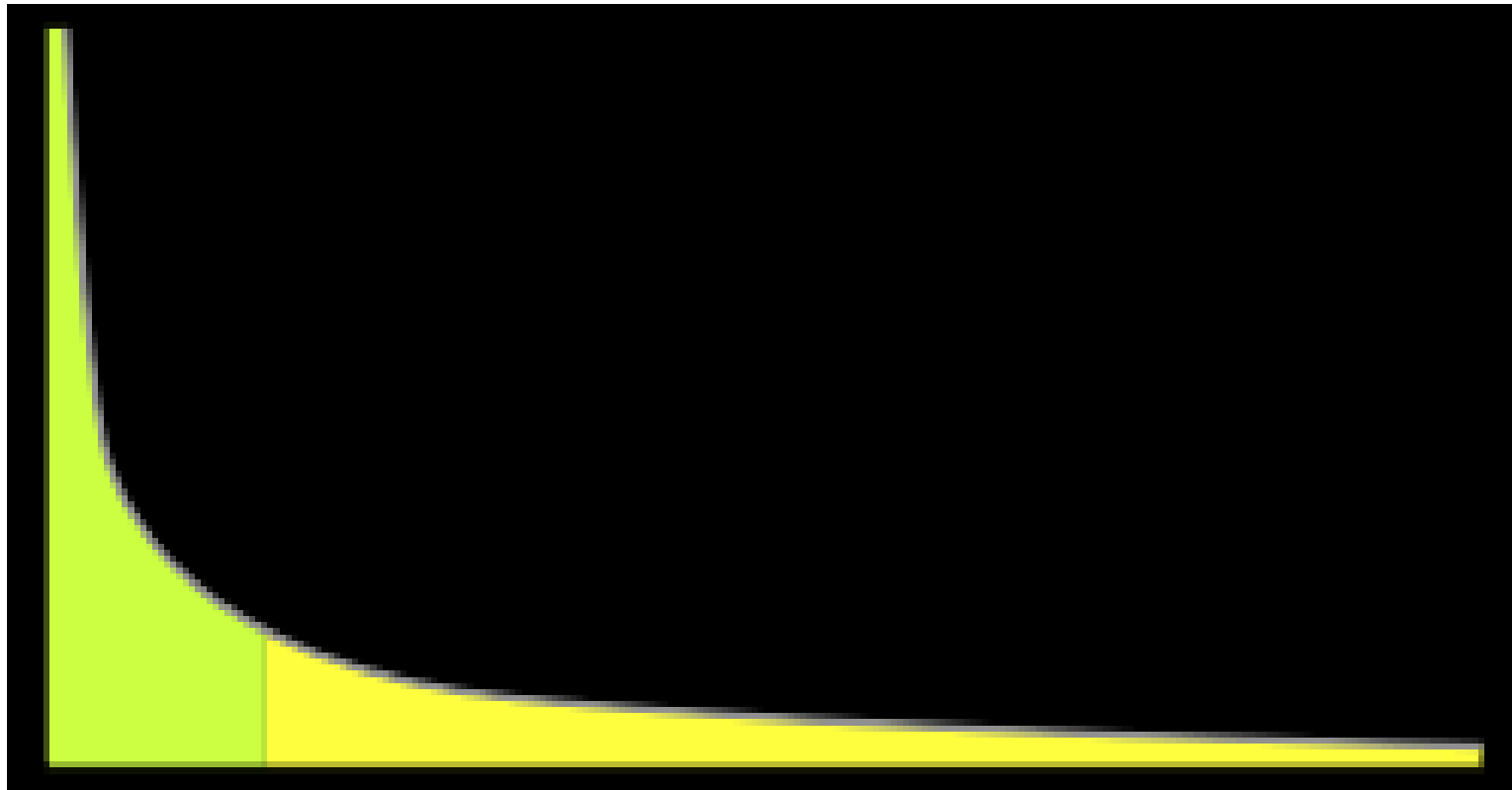


Who pays?

Alternative ideas

The Long Tail

Cost



Number of people

The Long Tail

statistical distributions of high-frequency or high-amplitude population is followed by a low-frequency or low-amplitude population which gradually "tails off".

In many cases the infrequent or low-amplitude events—the long tail, represented here by the yellow portion of the graph— can cumulatively outnumber or outweigh the initial portion of the graph, such that in aggregate they comprise the majority.