Keypoints

1. Unicode is a universal character coding standard that supports multiple languages like Chinese, Japanese, Korean, and Arabic.

2. Unicode characters take more bytes to store data in the database compared to non-unicode characters.

3. Non-unicode characters, like English, only require one byte per character for storage.

4. Using non-unicode characters can lead to truncation errors when trying to store languages that require more bytes, like Japanese.

5. Unicode characters, like anchor, can be used to store English language data, but it will take up more space.

6. Non-unicode characters are generally faster to process and store since they only require a single byte.