

# RESEARCH ROUND-UP

**57% of US adults say that the government should play a significant role in reducing childhood obesity**, says a report from the Pew Research Center. The issue is firmly divided down ideological lines (Democrats and liberals are far more likely to favor government intervention than Republicans and conservatives), but also demographic lines – 83% of Hispanics, 74% of African Americans and 69% of Americans under 30 support the government stepping in to help, while only 49% of Whites and 45% of those over age 65 agree.

Source: Pew Research Center ([Link](#))



Image source: NoHoDamon/Flickr.com

Restaurants may soon be required by law to print calorie information on their menus, but **a report from the NPD Group finds that calorie information has a small effect on consumer behavior.** The study compared two groups of consumers, each of whom were given a typical fast food restaurant menu – one *with* printed calorie information, and one *without* it. Those who had the calorie information ordered an average number of 901 calories per meal, while those without it ordered an average number of 1021 calories – a difference of only 120 calories. What's more, those armed with calorie information ordered almost as many items (an average of 3.2 items) as their counterparts (3.3 items). The cost per meal was also similar.

Source: NPD Group ([Link](#))



Image source: Microsoft

**Americans use their TVs an average of 5 hours and 11 minutes per day**, according to a November, 2010 report from Nielsen. African-Americans use their TVs the most each day – just over seven hours – while Asians clock in closer to three hours. Most of that television use involves watching live TV. Around half an hour is devoted to daily DVR playback, fifteen minutes is spent watching DVDs, and thirteen minutes is given to video games.

Source: Nielsen ([Link](#))



Image source: Microsoft

**Planning to hire a company spokesperson? It may be good to consider that person's accent**, according to a January report from the Harris Poll, which finds that 49% of American adults perceive Southern accents as nice, 47% perceive British accents as sophisticated, and 51% perceive New York accents as rude.

But that's not all there is to say about this issue, because accents tend to be perceived more favorably in their home regions than outside of them. For example, 55% of Midwesterners find their native accent to be pleasant, but those throughout the rest of the country are less likely to appreciate it.

Source: The Harris Poll ([Link](#))



Image source: KFC.com

**More than half (55%) of all American married couples have been married for 15 years or longer**, according to a report from the US Census Bureau. 35% have reached their 25th anniversary, and 6% have reached their 50th wedding anniversary.

The same report finds that first marriages that have ended in divorce lasted a median of eight years, and that half of all remarriages occurred within four years of the divorce.

Source: US Census Bureau ([Link](#))



Image source: Microsoft

# DID YOU KNOW?

The most typical human being alive in the world today is a 28-year-old Han Chinese man, according to the National Geographic Society in its magazine feature series, "7 Billion."

Of course, that typical person only accounts for around 9 million people, or 0.13% of the world's population, and the following statistics reveal just how diverse our world is:

- Mandarin Chinese is the most commonly-spoken first language (spoken by 13% of the world), followed by English and Spanish (each spoken by 5%).<sup>1</sup>

- 19% of the world's population is Chinese, while 17% is Indian and 4% is American.<sup>1</sup>

- The most common religion in the world is Christianity (practiced by 33%), followed by Islam (21%) and Hinduism (13%).<sup>1</sup>

- 40% of the world's population works in a service industry, while 38% work in agriculture and 22% work in industry.<sup>1</sup>

- Four in five (82%) adults around the world are literate. Over two-thirds of the world's illiterate adults are found in India, China, Bangladesh, Pakistan, Nigeria, Ethiopia, Indonesia and Egypt, and another two thirds are women.<sup>2</sup>

- Only 62% of the world's population lives in a country that has a free (or partly free) press. 13% lives in a fully democratic nation, while 38% lives in an authoritarian regime.<sup>2</sup>

Sources: 1. National Geographic Society  
2. Infoplease World Profile