# The Daily Rigour

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#### Your free weekly numeracy newspaper!

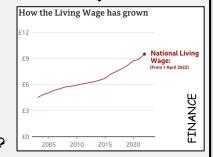
#### Minimum wage for 23 year olds to rise by 6.6%

Workers on the minimum wage are set to get a pay boost from the  $1^{st}$  of April 2022, with the rate set to rise by 6.6%.

Also called the National Living Wage, this figure is an obligatory minimum wage payable to workers in the United Kingdom aged 23 and over which came into effect on the  $1^{st}$  of April 2016.

It currently stands at £8.91 per hour.

What is this hourly rate set to rise to on the 1st of April 2022?



#### A&W turns its 'worst marketing fail' into a new burger

A&W Restaurants is releasing a cleverly rebranded  $^{1}/_{3}$  lb. burger to make amends for a decades old marketing mishap.

One pound (or 1 lb. for short) is an imperial unit for weight and is approximately 453.6 grams.

In the 1980s, A&W tried to compete with the immensely popular McDonald's  $^1\!/_4$  lb. (Quarter Pounder) burger by offering a bigger, juicier  $^1\!/_3$  pound burger at the same price.



Unfortunately, many confused consumers wrongly assumed that  $^{1}/_{4}$  was bigger than  $^{1}/_{3}$  and the whole experiment went down in history as a huge marketing fail!

(a) Can you explain why a third is bigger than a quarter?

The chain, founded in 1919 and the oldest in America, is now attempting to bounce back with a burger so big and a message so clear that no one in their right mind would think it's smaller than a Quarter Pounder. They have used their knowledge of equivalent fractions and are now launching the  $^{3}/_{9}$  pound burger which is exactly the same size as the  $^{1}/_{3}$  lb. burger!

(b) Can you think of 5 other fractions that could have been used to name the burger?

## The world's largest Ferris wheel just opened in Dubai

The world's biggest and tallest Ferris wheel opened to the public last Thursday. Located on Bluewaters Island and offering views of the Dubai skyline, the Ain Dubai stands at around 820 feet tall.

There are 48 air conditioned capsules that can each hold a maximum of 40 passengers. If 43 capsules were filled to capacity, the remaining capsules would only be allowed to hold an average of 6 passengers each.

What is the maximum number of passengers that the Ferris Wheel can hold?

### Cristiano Ronaldo's post is "most liked" on Instagram by a sports person

Cristiano Ronaldo's twin pregnancy announcement post is the "most liked" on Instagram by a sports person.

The previous record was held

by Lionel Messi whose new club post received 22.1 million "likes".

Cristiano's post currently has eight million, two hundred thousand more likes than Lionel Messi's update.



- (a) How many "likes" does Cristiano's post have? The "most liked" post on Instagram currently beats the total number of "likes" of Cristiano AND Lionel's posts COMBINED by three million.
- (b) How many "likes" does the "most liked" post on Instagram have?
- (c) Can you guess who posted the "most liked" photo or what the photo was of?