**The Lighter Side: America Ingests**

**What We Eat**

- **Snacks**
  - Potato Chips (32%)
  - Tortilla Chips (19%)
  - Popcorn (16%)
  - Snack nuts (10%)
  - Pretzels (6%)
  - Corn Chips (4%)
  - Meat snacks (4%)
  - Pork rinds (2%)
  - Party mix (2%)
  - Other (12%)

**Take-Out**

- Pizza (64%)
- Chicken (42%)
- Hamburgers (41%)
- Chinese (39%)
- BBQ/Ribs (31%)
- Sandwiches (31%)
- Mexican (29%)
- Italian (27%)
- Seafood (27%)
- Steak (20%)

**Note**: Based on market share figures.

**Source**: Data provided by the Snack Food Association, 1992.

- **Beer**

<table>
<thead>
<tr>
<th>Top 10 American Beer, 1992</th>
<th>Market share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Budweiser (Anheuser-Busch)</td>
<td>23%</td>
</tr>
<tr>
<td>Lite (Miller)</td>
<td>9</td>
</tr>
<tr>
<td>Bud Light (Anheuser-Busch)</td>
<td>7</td>
</tr>
<tr>
<td>Coors Light (Coors)</td>
<td>6</td>
</tr>
<tr>
<td>Busch (Anheuser-Busch)</td>
<td>5</td>
</tr>
<tr>
<td>Milwaukee's Best (Miller)</td>
<td>3</td>
</tr>
<tr>
<td>Genuine Draft (Miller)</td>
<td>3</td>
</tr>
<tr>
<td>Natural Light (Anheuser-Busch)</td>
<td>3</td>
</tr>
<tr>
<td>Old Milwaukee (Stroh)</td>
<td>3</td>
</tr>
<tr>
<td>High Life (Miller)</td>
<td>2</td>
</tr>
</tbody>
</table>

**Note**: Beer representing less than 2% have been excluded.

**Source**: Data provided by Beer Marketer's Insights, 1993.

- **Soda**

  - Cola (68%)
  - Orange (12%)
  - Root beer (8%)
  - Pepper type (7%)
  - Lemon lime (5%)
  - Other (3%)

**Note**: Based on market share figures.

**Source**: Data provided by the National Soft Drink Association from the Beverage Industry, March 1993.

**What We Can't Stand**

**Question**: What would you say is your least favorite food?

**Source**: Survey by the Gallup Organization, September 26-29, 1991.
The Lighter Side: America Recreates

What Music We Buy

- Rock: 33%
- Country: 17%
- Pop: 11%
- Jazz: 4%
- Classical: 4%
- Gospel: 3%
- Other: 9%

Note: Based on purchases.

Source: Data provided by the Recording Association Industry of America, 1992.

What We Watch

<table>
<thead>
<tr>
<th>Movies</th>
<th>TV</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aladdin</td>
<td>60 Minutes</td>
<td>22%</td>
</tr>
<tr>
<td>Home Alone 2</td>
<td>Roseanne</td>
<td>21%</td>
</tr>
<tr>
<td>Jurassic Park</td>
<td>Home Improvement</td>
<td>19%</td>
</tr>
<tr>
<td>A Few Good Men</td>
<td>Murphy Brown</td>
<td>18%</td>
</tr>
<tr>
<td>The Bodyguard</td>
<td>Murder, She Wrote</td>
<td>18%</td>
</tr>
<tr>
<td>Indecent Proposal</td>
<td>Coach</td>
<td>18%</td>
</tr>
<tr>
<td>Bram Stoker's Dracula</td>
<td>NFL Monday Night Football</td>
<td>17%</td>
</tr>
<tr>
<td>Groundhog Day</td>
<td>CBS Sunday Movie</td>
<td>16%</td>
</tr>
<tr>
<td>Cliffhanger</td>
<td>Cheers</td>
<td>16%</td>
</tr>
<tr>
<td>Scent of a Woman</td>
<td>Full House</td>
<td>15%</td>
</tr>
</tbody>
</table>

Note: Composite ratings for television are, on average, the percent of all television households that tuned into that show.

Source: Movie data provided by The Hollywood Reporter, for Christmas through June 1993 season; television data provided by Nielson Media Research, September 1992 to April 1993.

What Pets We Have

- Have pets: 55%
- Have dog(s): 38%
- Have cat(s): 29%

Questions: Do you or any other household members have any pets in your home, such as dogs, cats, birds, and the like? Do you...have a dog or dogs? Do you...have a cat or cats?

Source: Survey by the Gallup Organization, September 5-8, 1991.

What Sports Do We Actively Participate In? (number of participants in thousands)

- Fitness Walking: 13,285
- Bowling: 9,333
- Fishing-freshwater: 9,179
- Softball: 8,601
- Basketball: 8,352
- Running/Jogging: 8,343
- Free Weights: 8,235
- Stationary Cycling: 7,805
- Camping-RV: 6,131
- Golf: 6,097
- Volleyball: 5,564
- Swimming-fitness: 4,879
- Football-touch: 4,662
- Exercise to Music: 4,585
- Darts: 4,568
- Camping-tent: 4,229
- Hunting: 4,159
- Bicycling-fitness: 3,929
- Resistance Machines: 3,699
- Billiards/Pool: 3,454

What Are Our Favorite Sports?

<table>
<thead>
<tr>
<th>Sports</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pro football</td>
<td>24%</td>
</tr>
<tr>
<td>Baseball</td>
<td>18%</td>
</tr>
<tr>
<td>Pro basketball</td>
<td>12%</td>
</tr>
<tr>
<td>College football</td>
<td>8%</td>
</tr>
<tr>
<td>College basketball</td>
<td>8%</td>
</tr>
<tr>
<td>Golf</td>
<td>6%</td>
</tr>
<tr>
<td>Auto racing</td>
<td>6%</td>
</tr>
</tbody>
</table>

Question: If you had to choose, which one of these sports would you say is your favorite?


Note: Based on a standard which involved "frequent" participation in the activity. Base population: 230 million people aged 6 and older.

The Lighter Side: America Travels

What We Drive

<table>
<thead>
<tr>
<th>Type of primary-use vehicle</th>
<th>1971</th>
<th>1993</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-door sedan</td>
<td>42</td>
<td>62</td>
</tr>
<tr>
<td>2-door sedan</td>
<td>23</td>
<td></td>
</tr>
<tr>
<td>Pickup</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Van</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Station wagon</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Sport utility</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>2-door convertible</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

Source: Data provided by J.D. Power and Associates from The Power Report, January through May 1993.

Note: Based on market share figures.

Note: Data for 1971 provided by the American Automobile Manufacturers Association; data for 1993 provided by J.D. Power & Associates from The Power Report, January through May 1993.

Foreign vs. domestic automobile purchases

- Foreign: 25%
- Asian: 23%
- GM: 34%
- Ford: 25%
- Chrysler: 15%

Note: Based on market share figures. Japanese sales account for 22% of the total market, or nearly all of the foreign/Asian markets.

Source: Data provided by J.D. Power and Associates from The Power Report, January through May 1993.

And Where We Plan to Go

In the U.S.
1. Florida-Orlando
2. Missouri-Branson
3. Wyoming-Yellowstone National Park
4. Washington, DC
5. California-Los Angeles/Anaheim

Abroad
1. England-London
2. Germany-Frankfurt
3. Mexico-Cancun
4. France-Paris
5. The Netherlands

Note: Based on requests for travel information for American Automobile Association (AAA) members for summer 1993.

Source: Survey by AAA, 1993.