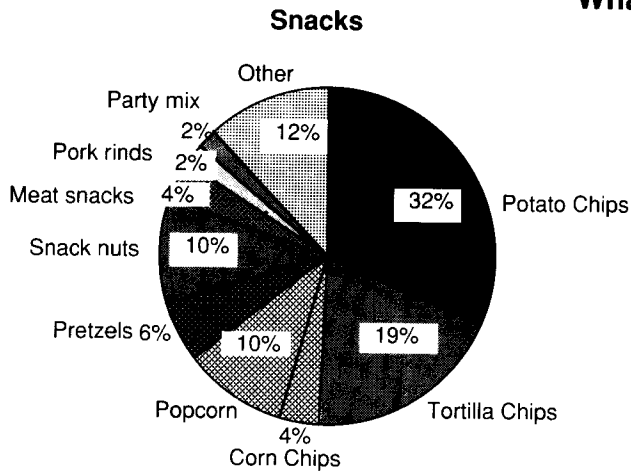


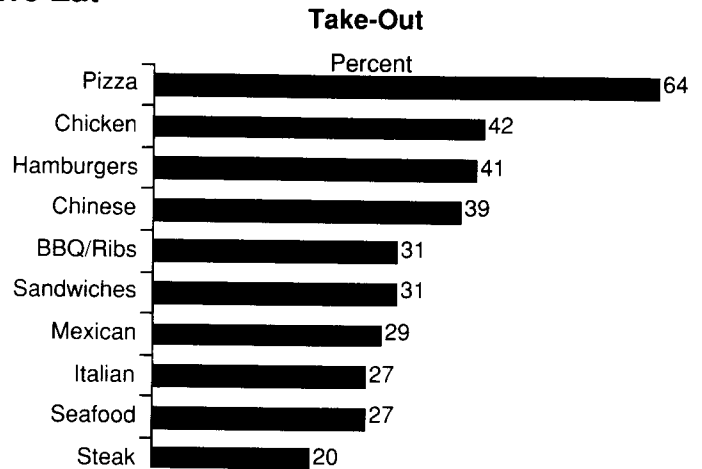
# The Lighter Side: America Ingests

## What We Eat



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

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



**Note:** Based on take-out and delivery service purchases.

**Source:** Data provided by the National Restaurant Association, Off-Premises Study, 1992.

## What We Drink

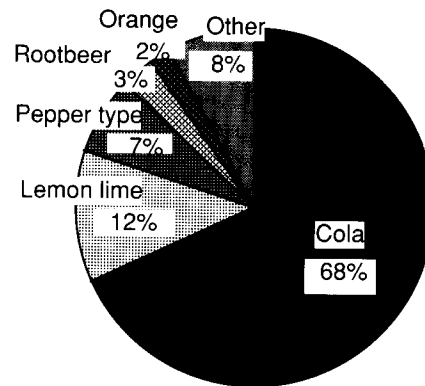
### Beer

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

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

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

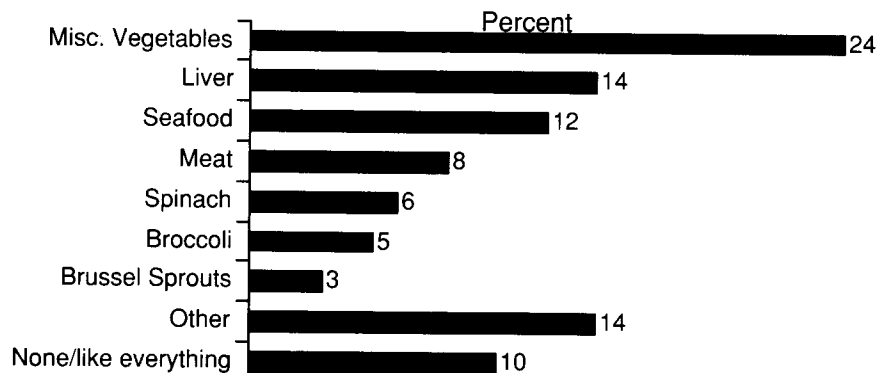
### Soda



**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

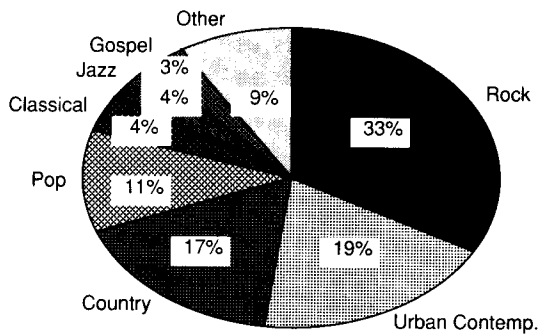


**Question:** ...What would you say is your least favorite food?

**Source:** Survey by the Gallup Organization, September 26-29, 1991.

# The Lighter Side: America Recreates

## What Music We Buy



**Note:** Based on purchases.

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

## What We Watch

Movies	(000)	TV	
Aladdin	\$207,000	60 Minutes	22%
Home Alone 2	173,000	Roseanne	21
Jurassic Park	171,000	Home Improvement	19
A Few Good Men	141,000	Murphy Brown	18
The Bodyguard	122,000	Murder, She Wrote	18
Indecent Proposal	101,000	Coach	18
Bram Stoker's Dracula	83,000	NFL Monday Night Football	17
Groundhog Day	70,000	CBS Sunday Movie	16
Cliffhanger	66,000	Cheers	16
Scent of a Woman	63,000	Full House	16

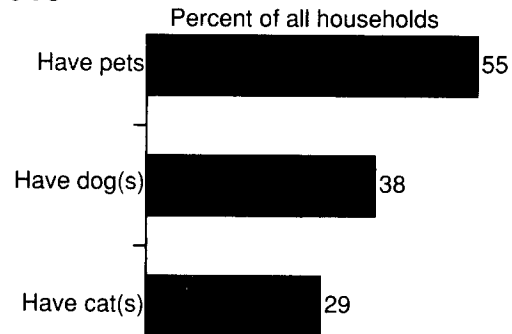
**Note:** Composite ratings for television are, on average, the percent of all television households that tuned into that show.

**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

**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)

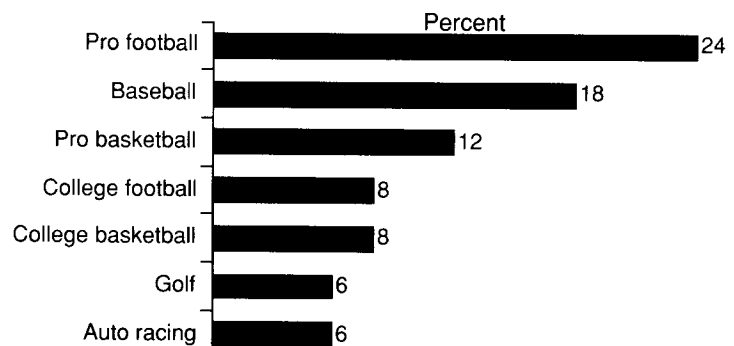
Fitness Walking	13,285
Bowling	9,333
Fishing-freshwater	9,179
Softball	8,601
Basketball	8,352
Running/Jogging	8,343
Free Weights	8,235
Stationary Cycling	7,805
Camping-RV	6,131
Golf	6,097
Volleyball	5,564
Swimming-fitness	4,879
Football-touch	4,662
Exercise to Music	4,585
Darts	4,568
Camping-tent	4,229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

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

**Source:** Data provided by Sporting Good Manufacturers Association from American Sports Analysis Study, 1992.

## What Are Our Favorite Sports?

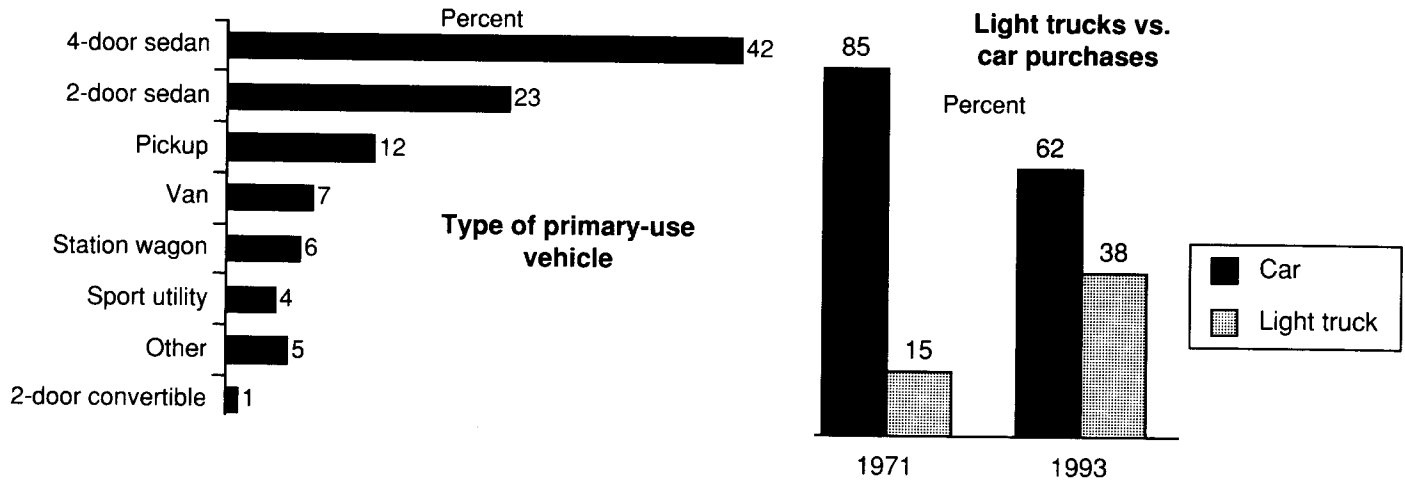
**Question:** If you had to choose, which one of these sports would you say is your favorite?



**Source:** Survey by Louis Harris & Associates, April 28-May 4, 1993.

# The Lighter Side: America Travels

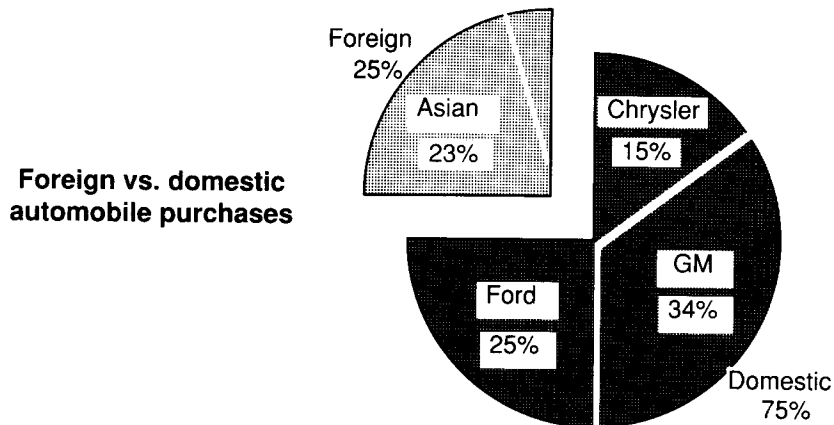
## What We Drive



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

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

**Source:** 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.



**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.