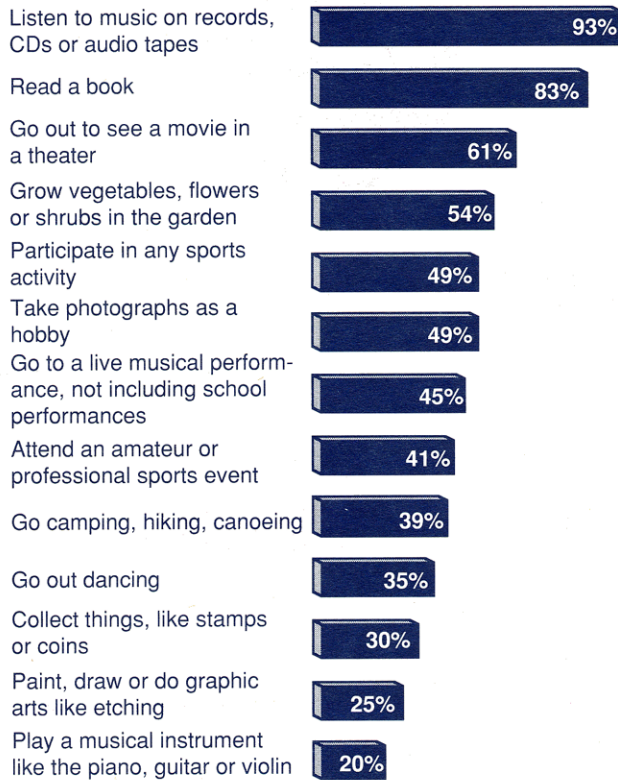


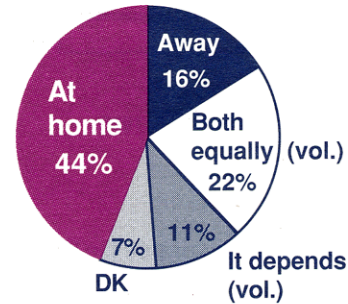
Leisure Time—Let's Stay Home

Question: ...As I read each activity, can you tell me if it is something you do frequently, occasionally, seldom or not at all.

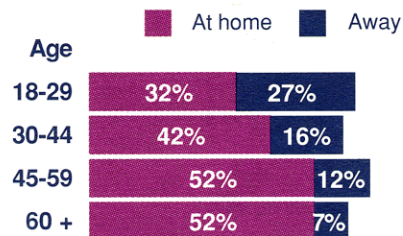
Those responding "frequently/occasionally"



Question: Some people get the most pleasure from things they can do at home—hobbies, reading, music, cooking, gardening, etc. Other people prefer to go out—shopping, or to a movie, or out for dinner, or to a sports event, etc. All things considered, which kind of leisure activities do you enjoy the most...?



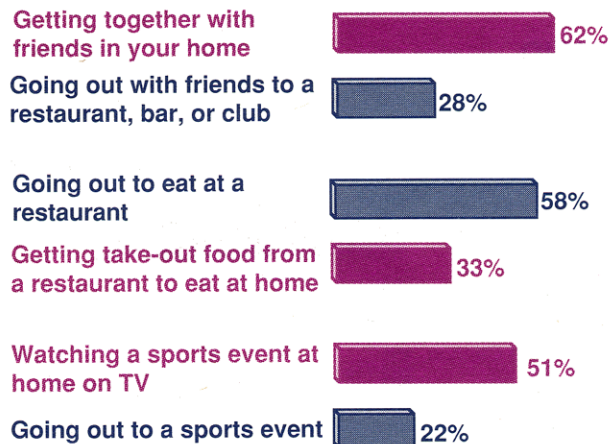
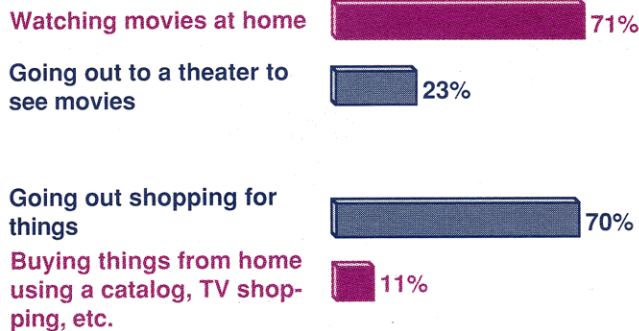
Those responding "at home" or "away"



KOMAR

Data provided from the "People's Choice" art poll, December 10-21, 1993

Question: Here is a list of activities that can be done at home or away from home....for each one tell me, generally speaking, which of the two options you prefer most of the time?...



Note: Selected items shown. Those responding "not interested in either" (vol.) ranged from 4% for watching movies to 23% for seeing a sports event.

ROPER October 15-22, 1994

American Popular Culture

Vacations: People from Big Countries Take Them at Home

United States

Question: In the past year, have you gone on a vacation?



CBS/NYT March 9-12, 1995

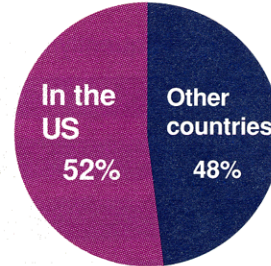
Question: Are you staying inside the United States or going to another country?



Note: Asked of the 43% who are planning a summer vacation or have already taken a summer vacation.

CRS July 22-26, 1993

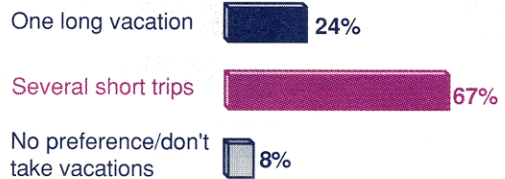
Question: If you could take a three-week trip, regardless of cost, would you want to travel throughout the US, or would you rather travel abroad to other countries?



Note: Those responding "neither/don't know/refused" (2%) have been calculated out.

RC For the *Reader's Digest*, August 22-29, 1994

Question: What type of a vacation do you usually prefer to take—one long vacation or several short trips?



GALLUP For *Health Magazine*, January 19-30, 1994

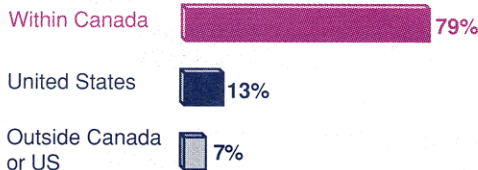
Canada

Question: Did you take a vacation this summer? Do you intend to take a vacation this summer?



REID July 21-25, 1994

Question: What was (or will be) your primary destination for your vacation this summer?



Note: Asked of the 60% who are planning a summer vacation or have already taken a summer vacation.

REID July 21-25, 1994

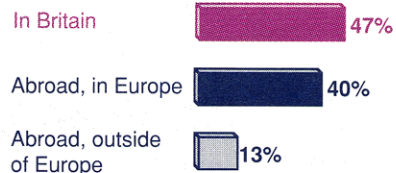
Great Britain

Question: Have you been away from home on holiday in the last 12 months for four nights or more?



MORI
For *Mail on Sunday*, September 22-26, 1994

Question: ... Which of the statements... describe the main holiday you took in the last 12 months?

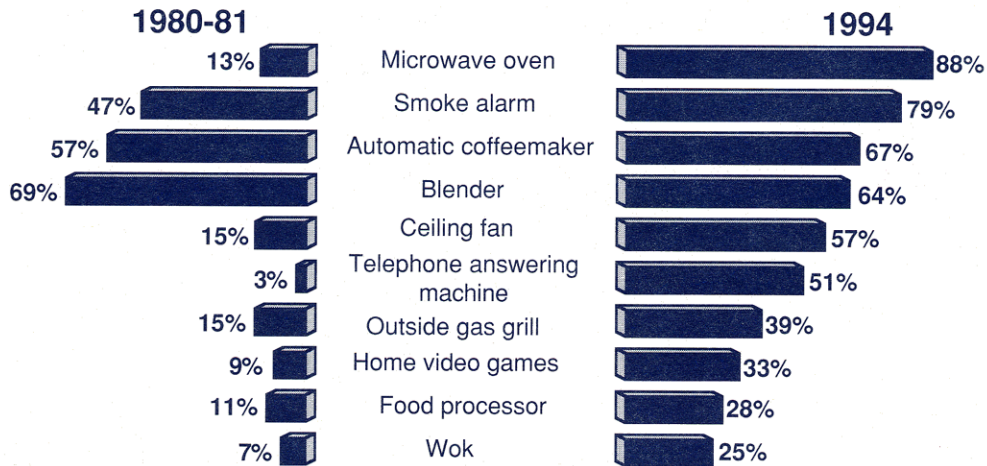


Note: Asked of the 60% who have been away from home on holiday in the last 12 months for four nights or more.

MORI
For *Mail on Sunday*, September 22-26, 1994

Technology, Technology

Question: Here's a list of some products and appliances people have in their homes.... Would you... call off the ones, if any, that you have in your home right now?

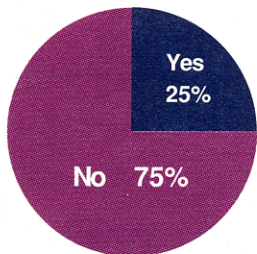


Note: Selected items shown. The earlier microwave, blender, gas grill, food processor and wok data are from July 1980, all other 1980-81 products are from July 1981.

ROPER Latest that of July 16-23, 1994

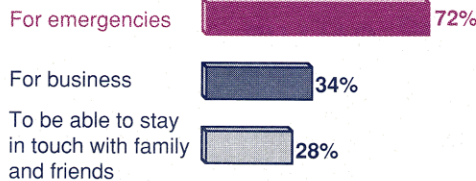
The Cellular Phone Is Arriving

Question: Do you currently own a cellular phone, or not?

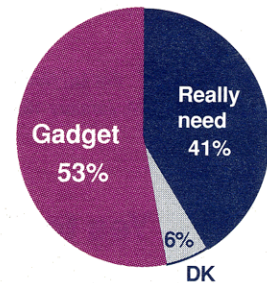


Question: Here are reasons some people give for purchasing a cellular phone....tell me if you would consider this an extremely important reason, very important, somewhat important, not very important, or not at all important reason to you?

Those responding "extremely" or "very important"



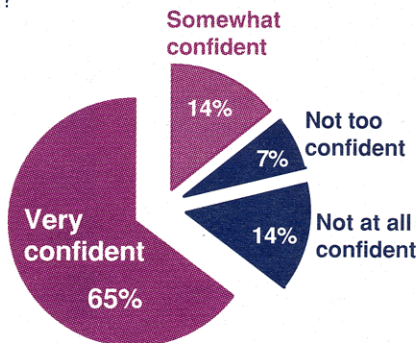
Question: Do you think that people who use cellular phones in their cars really need them, or do you think they just like to play with new gadgets?



GALLUP For US News and World Report/CNN/IBM, January 16-22, 1995

Most Have Mastered This Old Technology

Question: How confident are you that you could change a flat tire on a car? Very confident, somewhat confident, not too confident, not at all confident?



Those responding "very confident"



Note: Response of "don't know" (1%) has been calculated out.

GALLUP For CNN/USA Today, April 16-18, 1994

American Popular Culture

America on Wheels

Cars Are A Must

Question: ...tell me for each one whether you personally think of it pretty much as a necessity or pretty much as a luxury you could do without... an automobile?

United States



Note: Data from Maritz Marketing Research indicate that in February 1995 car ownership was 95% of those surveyed.

ROPER December 3-10, 1994

Question: How strongly do you agree or disagree with the following statements... I would find it difficult to adjust my lifestyle to being without a car.

Great Britain



Note: Asked of private car drivers. Company car drivers agreed, 89%; disagreed, 9%.

MORI For Lex Service, October 12-25, 1993

I Drive Well...

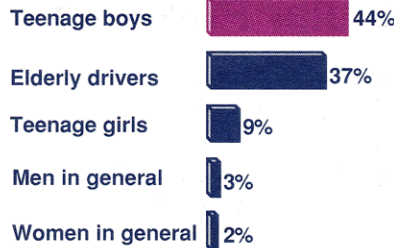
Question: Do you consider yourself to be an excellent, good, fair or a poor driver?



GALLUP For *US News and World Report*/CNN/IBM, January 16-22, 1995

...They Don't

Question: Among the following, who do you think are the worst drivers?

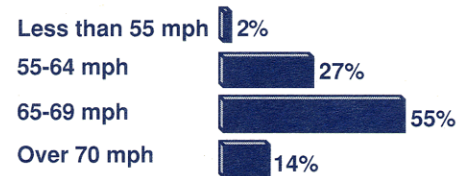


Note: When respondents were asked what age people should be to have a driver's license, 46% said 16, 41% said 18 or over.

GALLUP For *US News and World Report*/CNN, May 30-June 9, 1995

No to "55"

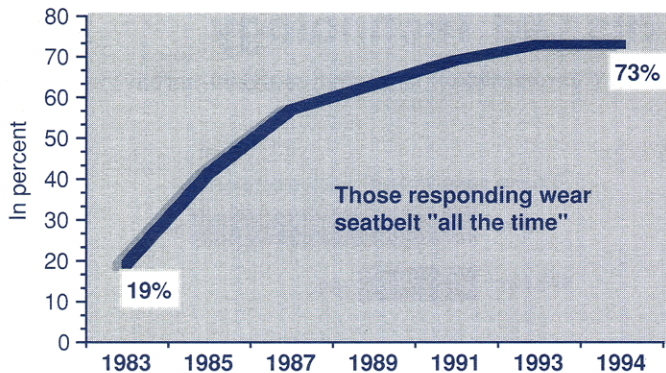
Question: ...what should be the legal speed limit on most major state and interstate highways in the United States?



GALLUP For *CNN/USA Today*, June 5-6, 1995

Yes to Seatbelts

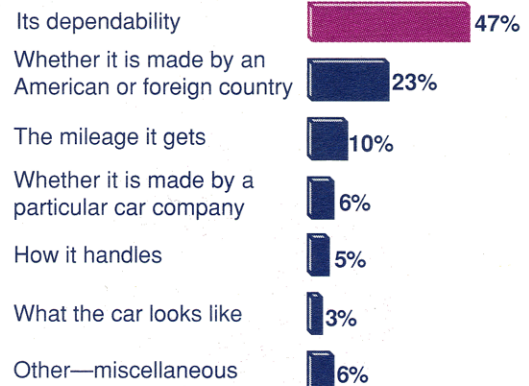
Question: How often do you wear a seatbelt when you are in the front seat of a car, all the time, sometimes, or never?



PSRA For *Prevention Magazine*, latest that of November 3-16, 1994

Just Don't Break Down

Question: Thinking now about automobiles and buying your next car... when you go to buy a car, what is the main thing you look for, other than cost? Is it...



YP For *Time*/CNN, December 2, 1993

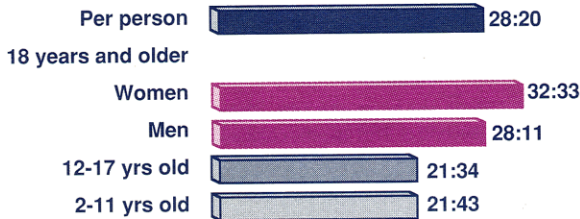
Television: A Growing Attraction (or Distraction)

United States

Number of hours: minutes of television viewing per household per day



Average hours: minutes of television viewing per week



Note: Demographic data based on the 94-95 television season.

NIELSEN Data provided from *Television Audience*

Canada

Number of hours: minutes of television viewing per household per day



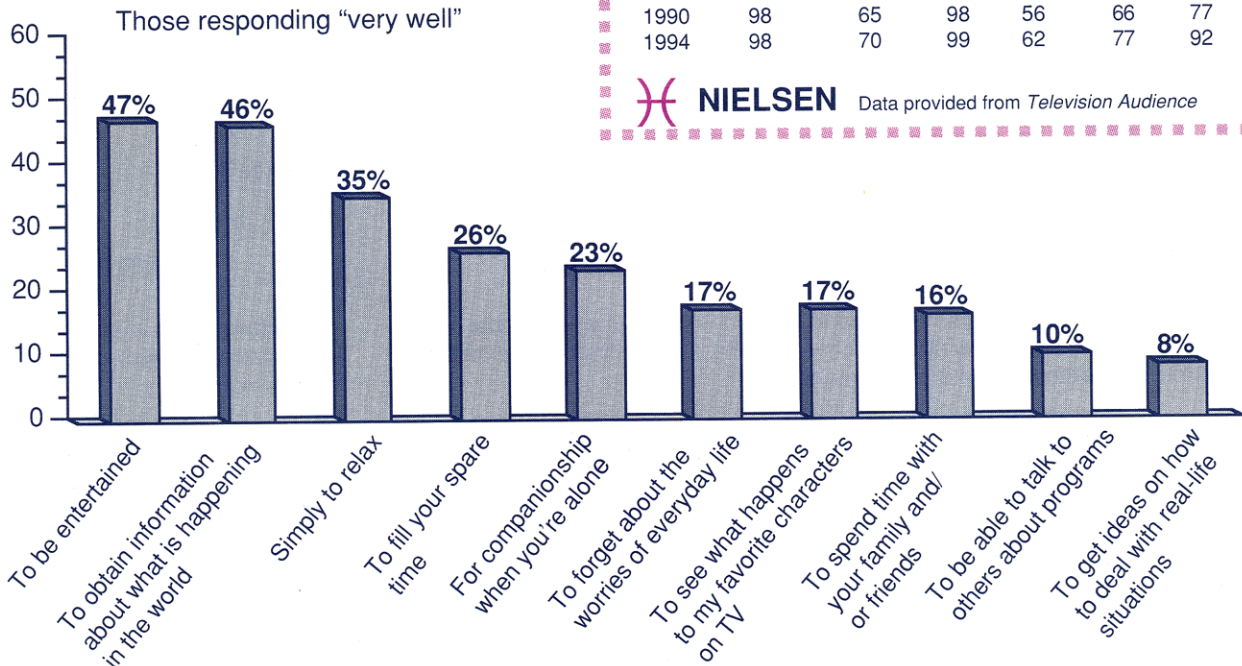
Average hours: minutes of television viewing per week



Note: Demographic data based on the 93-94 television season.

NIELSEN [Canada]

Question: People have given us various reasons why they watch television... Please tell me if you think each of them explains your use of television very well, somewhat, or hardly at all...



	TV Household	Multi-set	Color TV	Cable	VCR	Remote Control
1950	10%	—	—	—	—	—
1955	67	4%	—	—	—	—
1960	87	12	—	—	—	—
1965	94	22	—	—	—	—
1970	96	35	41%	7%	—	—
1975	97	43	74	12	—	—
1980	98	50	83	20	—	—
1985	98	57	91	43	14%	29%
1990	98	65	98	56	66	77
1994	98	70	99	62	77	92

NIELSEN Data provided from *Television Audience*

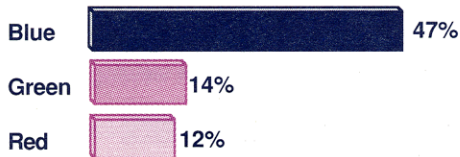
ROPER For the National Association of Broadcasters and the Network Television Association, November 5-12, 1994

American Popular Culture

IT'S BLUE—From Sky and Ocean, to Popular Tastes

United States

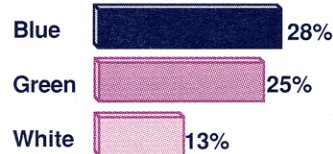
Question: What would you say is your most favorite color?



RC
For the *Reader's Digest*, August 22-29, 1994

Japan

Question: What is your favorite color without thinking about a particular product? Please choose three colors by order of your preference.

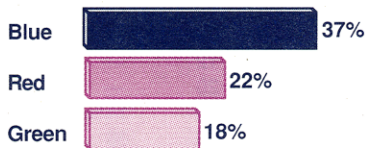


Note: Light blue-green was fourth with 12%. Data are calculated by combining responses for first, second or third favorite color and dividing that number by the total number of respondents. Data are from the greater Tokyo and Osaka metropolitan area.

SHIKISAI March 1994

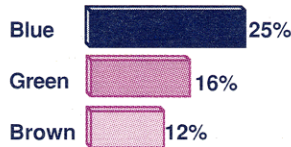
Denmark

Question: If you are to name such a favorite color, which of the alternatives I mention now is closest to that color?



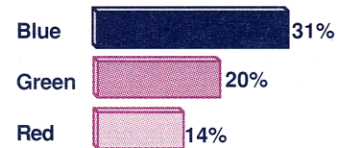
Finland

Question: Speaking of colors, if you had to name your favorite color—the color you would like to see stand out in a painting you would consider buying for your home, for example—which color would it be?



Iceland

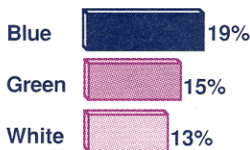
Question: What about colors, if you had to name one color as your favorite color, which color would it be?



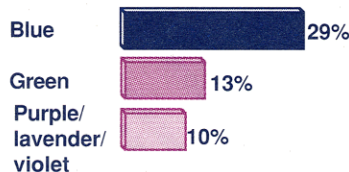
KOMAR Data provided from the "People's Choice" art poll.
Interview dates are as follows: Denmark, October 1994; Finland, October 12-21, 1994; Iceland, February 20-28, 1995.

China

Question: Speaking of colors, if you had to name one color as your favorite color—the color you would like to see stand out in a painting you would consider buying for your home, for example—which color would it be?

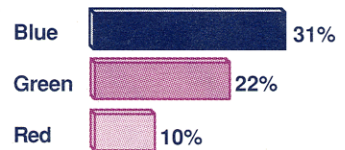


Kenya



Russia

Question: What is your favorite color in the painting you would consider having in your home?



KOMAR Data provided from the "People's Choice" art poll.
Interview dates are as follows: China, July 1995; Kenya, April 1995; Russia, June 1994.

Note: For all data shown on this page, only the top three responses appear. In some cases, preference for various shades (eg., light vs dark) have been combined.