

Constant Cravings

Centuries ago, Spanish ladies in the New World were so enamored with hot chocolate, they sometimes had it brought to them in church, according to the 19th-century gourmet Jean-Anthelme Brillat-Savarin. Today Americans continue to feed their addictions: In 2000, total U.S. chocolate consumption rose to 3.3 billion pounds, up almost 7 percent from 3.1 billion pounds in 1996, according to the National Confectioners Association. Talk about a sweet tooth. That's almost 12 pounds for every man, woman and child in the U.S.

So where do these cocoa cravings come from?

Scientists believe that certain psychoactive substances in chocolate can diminish anxiety and help boost a person's sense of well-being.¹ Eating chocolate can also increase the body's production of endorphins, natural opiates that reduce one's sensitivity to pain.² With M&M's readily available over the counter, who needs Prozac?

^{1,2}National Confectioners Association



GETTING SOME MORE

Frequency of sex in the past year:

	MEN	WOMEN
• Not at all	10%	14%
• A few times per year	18%	16%
• A few times per month	36%	37%
• 2-3 times a week	30%	26%
• 4 or more times a week	8%	7%

Source: National Health and Social Life Survey, 1992

NICOTINE FIX

Percentage of U.S. adults who smoke cigarettes:

• 2002	23%
• 1996	24%
• 1990	26%
• 1984	28%

Source: Harris Poll, 2002

CHEMICAL DEPENDENCE

Of all high school seniors who have ever engaged in the following activities, here is the percentage who still:

Consume alcohol	91%
Smoke cigarettes	86%
Get drunk	83%
Smoke marijuana	76%
Do cocaine	61%

Source: The National Center on Addiction and Substance Abuse at Columbia University, 2002

PLACE YOUR BETS

Gambling industry's gross revenues* (in billions):

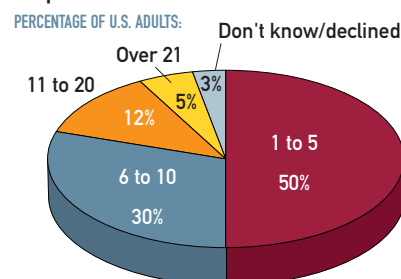
Casinos	\$26.3
Lotteries	\$17.2
Indian reservations	\$10.4
Horse/dog racing and jai alai	\$3.8
Charitable games and bingo	\$2.5
Card rooms	\$0.9
Legal bookmaking	\$0.1

*Data is for 2000. Gross gambling revenue (GGR) is the amount wagered minus winnings returned to players. The GGR is used to determine a gaming operation's sales before taxes, salaries and other expenses are paid.

Source: Christiansen Capital Advisors LLC

ADDICTED TO GREASE

Number of visits to a fast-food restaurant in the past month.



Source: Maritz Poll, August 2001

FAIR-WEATHER FRIENDS

People who watch The Weather Channel for 10 hours or more per week, by age:

AGE	INDEX*
• 18-24	40
• 25-34	48
• 35-44	93
• 45-54	102
• 55-64	125
• 65+	201

*An index of 100 is the national average. For example, people 65 and over are 101 percent more likely than the average American to watch The Weather Channel for 10 or more hours a week, while those ages 18 to 24 are 60 percent less likely to do so.

Source: Simmons Market Research Bureau, 2000

GLUED TO THE TUBE

Blame the soaps? Adult women watch more TV each day than teens.

AVERAGE DAILY TV VIEWING:

Women 18+	5 hours, 20 minutes
Men 18+	4 hours, 42 minutes
Children 2-11	3 hours, 22 minutes
Teens 12-17	3 hours, 13 minutes
Total viewers	4 hours, 36 minutes
Total households	8 hours, 7 minutes

Source: Nielsen Media Research, January 2002