

newsworthy trends

Measuring Global Attitudes

(NAPSA)—A recent survey found that for young people across the globe, family matters. The majority of respondents in cities including San Diego, Boston, Dallas, Miami, Rome and Amsterdam said their most important priority for 2002 is to spend more time with their families.



A survey found respondents in some American cities would choose to bring their pet with them if they had to “relocate to a different planet.”

The survey, called the Amstel *EnLight* Survey, measured and compared the attitudes and ideas of Americans and Europeans between 21 and 36 years of age. Results include:

- **Saving For That Rainy Day?**—When it comes to money, Americans tend to be a bit more conservative than their European counterparts. The majority of U.S. respondents said if they found extra money under their pillows, they would invest it. The Europeans surveyed would rather spend it.

- **Searching For Someone**—When looking for love, Americans said they turn to school or the workplace. Muscovites and people in Berlin tend to prefer hitting the nightclubs and bars.

- **Man’s Best Friend?**—If they had to “relocate to a different planet,” people in San Diego, Dallas, Miami and Boston would bring their pets. Young people in Rome would use the time to catch up on their reading and bring a good book.

Highlights of the survey, conducted on behalf of Amstel Light Beer, can be found on the Web at www.amstellight.com.