

MAKING LIFE MORE FUN

Fun: More Important Than Many Realize

(NAPSA)—The next time someone tells you to be a little more serious, you may prefer to remind him that having fun is no joke; it's actually fundamental to the way people live.

The *Ritz Cracker Fun-alysis*, a survey of 1,000 consumers nationwide conducted by TSC, a division of Yankelovich, Inc., reveals that we're a society built on a foundation of fun.

The survey found the average American spends six hours a day having at least a little fun (nearly one in five Americans average 10+ hours a day); 83 percent say they do something fun every day and 63 percent say they are having more fun now than ever before.

Who's Having The Most Fun?

Who has fun? Redheads, Republicans, people over 62 years old and married people, according to the *Ritz Cracker Fun-alysis*, which also found:

- Eighty-four percent of people would rather marry someone who is a lot of fun than someone who has a lot of money;
- Eighty-four percent also believe having fun can add years to your life (on average saying it adds 10 years);
- Seventy-nine percent say fun influences where they live;
- Seventy-seven percent of those employed say the ability to have fun



Don't laugh—or rather, do. Studies suggest fun plays a crucial role in all aspects of life.

is an important part of choosing a job;

- While 58 percent of Americans think money is more important than fun, 42 percent still say having fun at work is more important than making good money;

- Seventy-four percent agree either strongly or somewhat that the ability to have fun is an important quality in a presidential candidate.

Find Out About Your Fun Side

For more information, games, contests and recipes or to take your own survey of fun, you can visit www.ritzcrackers.com/openforfun.

The survey was fielded in November 2007. Findings in this report have a margin of error of +/- 3.1 percent.