

From: IN:LA from American Express
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**THE IN:LASM CARD POLL FROM AMERICAN EXPRESS REVEALS WHAT'S HOT
IN THE LA SCENE**

*NEARLY ONE QUARTER OF SURVEYED LOS ANGELES RESIDENTS RELY ON THEIR
CONNECTED PUBLICIST FRIENDS TO SCORE A DATE*

LOS ANGELES (Oct. 11, 2005) – As the capital of the entertainment industry, it is only fitting that 24% of young Angelenos consult with a connected publicist friend to get set up on a date, according to the IN:LA Card Poll. In other survey findings, 30% of Los Angeles residents love their city most because of its entertainment and nightlife while 13% conclude that the city's best kept secret is its parks and beaches. Additionally, 25% of those polled find perfection in a night devoid of "door drama."

The poll of 600 Los Angeles residents, ages 25-35, was conducted to celebrate the new IN:LA Card from American Express, a fee-free Credit Card designed for young and social Los Angeles adults that offers a bevy of rewards at some of LA's hottest locations. American Express fielded similar polls in Chicago for its IN:CHIGAGO Card and New York for its IN:NYC Card to compare young adult views in three of the United States' most happening cities.

Following are highlights from the poll:

- **Where to find a date?** – In addition to being setup through a "connected publicist friend," singles should take note of the other findings as 22% of survey respondents said they make excuses to go to the gym to find a date, 14% embark on the online dating adventure, and a curious 6% wash their laundry and mingle at the same time. Yes, 4% even consider Kabbalah class as the best opportunity in Los Angeles to score a date.
- **What do you love most about LA?** – An overwhelmingly social 61% of Angelenos love to hit the town; 30% enjoy entertainment and theatre the most; 17% eat up the restaurant scene; and 14% dig Los Angeles' renowned nightlife, bars, and clubs. In addition, 22% of those polled love the hiking and outdoors and 11% shop till they drop.
- **Why do you live in LA?**– Whether married or single, 45% of those polled choose Los Angeles for its ever-present sunshine, although interestingly, 25% of all respondents enjoy

LA because “you can have the best of both worlds - travel west for surf and sand, travel east for snow and slopes.” A nicotine-free 6% love Los Angeles’ no indoor smoking policy, while an additional 6% have stars in their eyes and remain in LA for “potential to be discovered and opportunity to network everywhere.”

- **Best Remedy for a Long Night on the Town**– After a long night out in the big city, 43% of those polled recover by taking a couple of aspirin and getting over it. The remaining respondents offer an array of other recovery methods -14% just sleep until Monday and 13% wake up in time for an “indulgent” brunch. The first meal of the day is skipped by 6% of partygoers who instead drive to the local Bristol Farms for a large bottle of Smartwater. Another 6% wake up with a hike through Runyon Canyon and a glamorous 4% see a Rodeo Drive shopping spree as the ideal way to cure the effects of a night out in LA.
- **The Perfect Night in Los Angeles** – Despite the bright lights and “celeb” studded nightlife of Los Angeles, 55% of respondents choose a laid-back night consisting of either dinner and a movie or staying home, ordering in, and watching television for the perfect night in LA. Have no fear, 25% of those surveyed consider “no line, no door drama” as nightlife bliss. Clubbing and dancing the night away with friends to a favorite DJ is preferred by 16% of respondents.

Los Angeles vs. New York and Chicago

The IN:LA Card from American Express survey polled those ages 25-35 in three of the country’s most happening cities, where the company has launched its “IN” Cards to celebrate each unique metropolis. Following are some of the interesting comparisons gleaned from questions asked to inhabitants of all three cities.

You’ve just Won \$5 million:

80% of Angelenos, 84% of New Yorkers, and 81% of Chicagoans would still stay in their city after winning \$5 million. However, 9% of those polled in Los Angeles would actually move to New York with the money. 7% of New Yorkers and 7% of Chicagoans would move to Los Angeles if given \$5 million.

I’ll Take that to Go

Los Angeles residents are always on the move and rarely cook at home since 14% say they eat out or take-out four to more times a week while 8% even dine out everyday. Similar to the trend seen in LA, 17% of New Yorkers eat-out or take-out four to six times a week. Choosing to be homebodies more often during the week, only 15% of Chicagoans’ polled dine out more than three times a week.

What Time is Happy Hour?

Approximately half in each city make plans for happy hour around 5 p.m. or at the end of the workday (49% in LA, 48% in New York, 53% in Chicago). A social 25% in Los Angeles use lunch as an excuse to call friends and make plans for later while the same goes for 27% in New York and 21% in Chicago.

Hook Me Up

In a question only asked to Chicago and Los Angeles residents, 24% of Los Angeles residents surveyed believe the best opportunity to score a date is by consulting a connected publicist friend. Chicagoans agree at 38% that being setup by a friend is the best way to score a date. Many more Angelenos believe the gym to be an ideal meeting ground (22% vs. 11% in Chicago) and also have faith in the online dating scene (14% vs. 7% in Chicago).

It's All About the Benjamins

The young and hip of Los Angeles and New York City are nearly twice as likely as those in Chicago to spend \$200 or more on a typical weekend (21% in LA, 24% in New York, 11% in Chicago). A high rolling 9% of Angelenos polled spend more than \$400 each weekend.

About the IN:LA Card

The IN:LA Card offers exclusive rewards at some of the city's most-raved about restaurants, exclusive clubs, trendy entertainment venues and cultural institutions. The Card is a first of its kind in the city of Los Angeles. The IN:LA Card features a unique loyalty program – INSIDESM Rewards – built exclusively for Los Angeles residents who want to eat, drink and play at many of the most fashionable spots in town. INSIDE Rewards points can be redeemed for certificates at 60 Los Angeles establishments, including a variety of stylish restaurants such as Geisha House; clubs like the glamorous Spider Club; and arts and entertainment venues and events through partners such as The Center Theatre Group. For more information, visit www.in-la.com.

About American Express

American Express Company (www.americanexpress.com) is a diversified worldwide travel, financial and network services company founded in 1850. It is a world leader in charge and credit cards, Travelers Cheques, travel, business services and international banking.

The poll was conducted by **the polling companyTM, inc./WomanTrend**. Full results from the poll are available upon request. The margin of error was +/- 4%.

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