

newsworthy trends

America's Most Popular Pairs

(NAPSA)—Where would we be without duos? Imagine Will without Grace, Hall without Oates or Mickey without Minnie. A new survey by Mr. Clean Magic Eraser™ DUO found that America loves its pairs, from favorite political couple Jackie and JFK to favorite food Spaghetti and Meatballs.

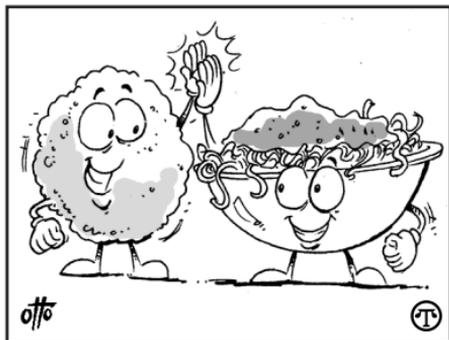
When it comes to movie fans, for instance, it's the Pitts. Hollywood power couple Jennifer Aniston and Brad Pitt are officially America's favorite celebrity duo, beating out Mary-Kate and Ashley and Nick Lachey and Jessica Simpson. Women, ages 25 to 49 particularly, love Brad and Jennifer. Twenty-seven percent of Generation Y (18- to 24-year-olds), however, loves Paris Hilton and Nicole Ritchie.

Americans on average voted Jackie Kennedy and John F. Kennedy as their favorite political duo. Younger Americans (18- to 24-year-olds) preferred Hillary and Bill Clinton.

Here's food for thought: College students eat more Mac and Cheese than they do pizza. In fact, 57.7 percent of 18- to 24-year-olds named Macaroni and Cheese their favorite duo. Spaghetti and Meatballs were the overall favorite food duo with nearly half the vote. Even with the low-carb craze, Bacon and Eggs got a mere one percent of the vote.

While America named Simon and Garfunkel as the Favorite Music Duo, women aged 25 to 49 prefer Hall and Oates (44.7 percent). Early '90s favorites Fresh Prince and DJ Jazzy Jeff were the duo of choice for 18- to 24-year-olds. Sonny and Cher came in second overall.

Generation Xers (25- to 34-year-olds) love Mickey and Minnie



Two is better than one.

over any other duo, while 35- to 49-year-olds love Gilligan and Skipper from back in the day. Overall, the mouse duo squeaked through as the on-screen favorite, closely followed by Laverne and Shirley.

As for America's next favorite duo, many say that will be the new Mr. Clean Magic Eraser DUO. Made by the popular household products pair, Procter & Gamble, Mr. Clean is a longtime leader in home cleaning. The new product is like the many famous pairs above—in every instance, it's both sides that make each duo magic. With Mr. Clean Magic Eraser DUO, the two sides make cleaning twice as nice. The familiar white side is made of an innovative cleaning material that penetrates surface grooves and thoroughly breaks up tough dirt and grime. The new blue side is an easy-to-hold, soft, absorbent layer designed to wipe away loosened dirt, taking the place of the kitchen sponge. This will become the nation's new "secret weapon" against dirt in households, making it America's next favorite duo.

Mr. Clean Magic Eraser DUO is available at leading supermarkets, drugstore chains, mass merchandisers and convenience stores.

For more information, visit www.mrcclean.com.