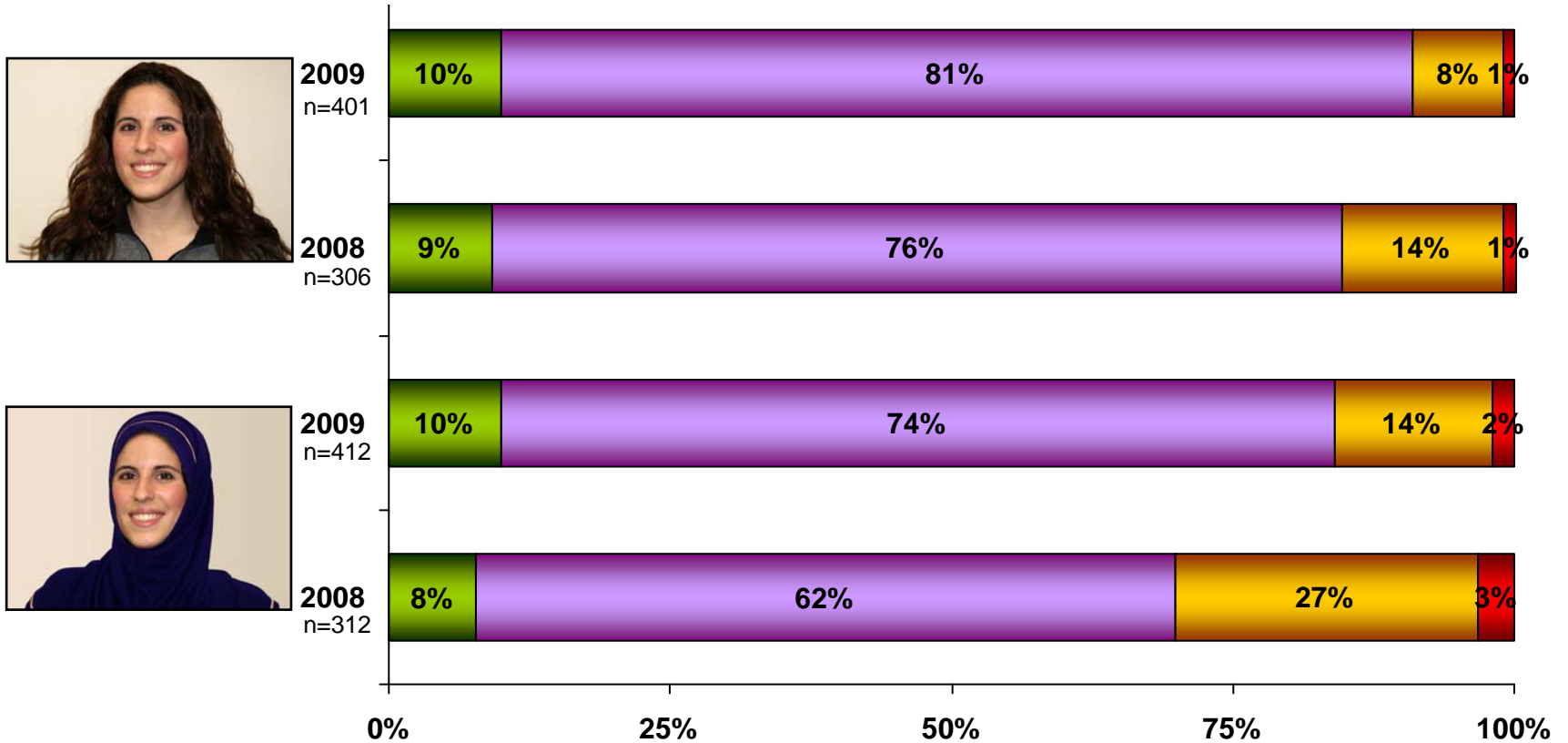


“How old do you think the woman in the picture is?”

■ 25 or younger
 ■ Between 26 and 35
 ■ Between 36 and 45
 ■ 46 and older



“Which of the following best describes the highest education that this woman has completed?”

- Less education than high school
- High school graduate or GED
- College graduate
- Graduate degree
- Some high school
- Some college
- Some post graduate studies



2009
n=401



2008
n=306



2009
n=412



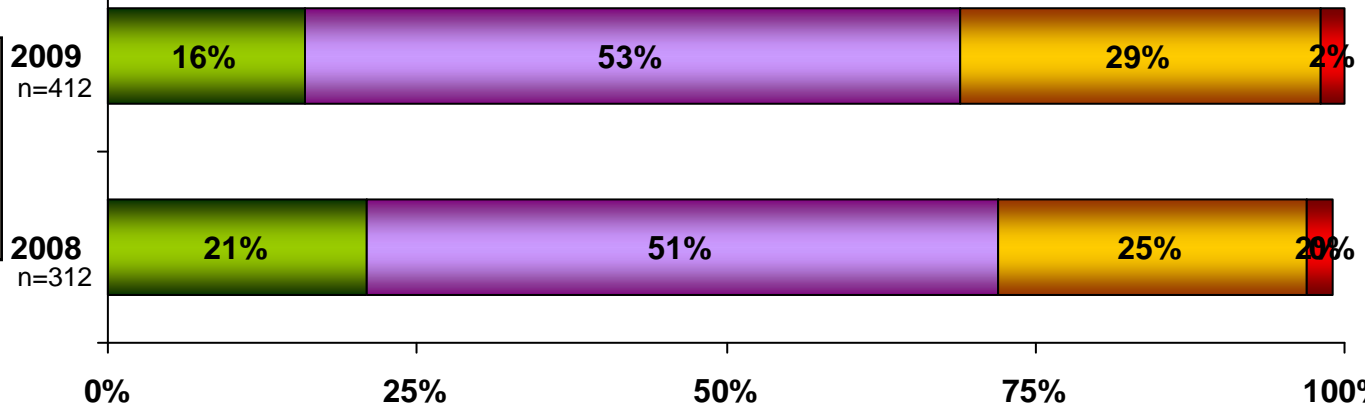
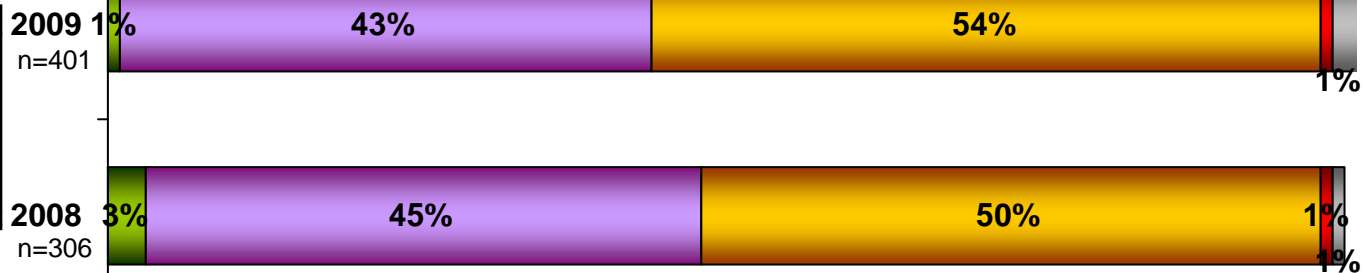
2008
n=312



0% 25% 50% 75% 100%

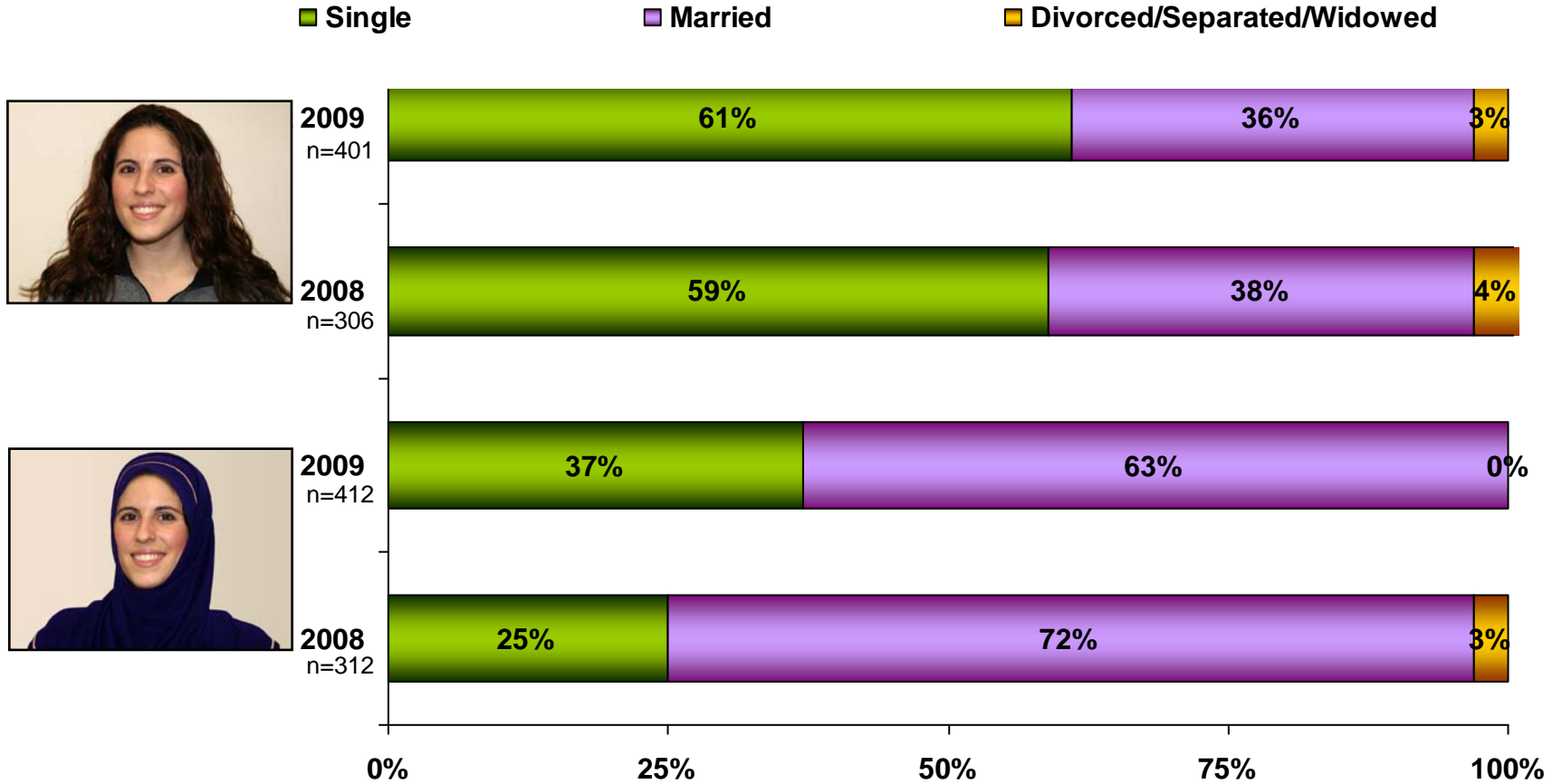
“What might be her family’s financial position?”

- Her family is wealthy
- Her family is comfortable but not rich
- Her family is right in the middle
- Her family is poor
- She really doesn't have a family



Percentages may not equal 100 due to rounding

“Which of the following best describes this woman’s marital status?”



Percentages may not equal 100 due to rounding

“Assuming that this woman is married, which of the following best describes this woman’s career situation?”

■ Working mom

■ Stay home mom

■ House wife and no children

■ Married working woman and no children



2009
n=401



2008
n=306



2009
n=412



2008
n=312



0% 25% 50% 75% 100%

“Assuming that this woman is NOT married, which of the following best describes this woman’s career situation?”

- Working mom
- Stay home mom
- Working woman with no children
- Not working nor have children



2009
n=401



2008
n=306



2009
n=412



2008
n=312



0% 25% 50% 75% 100%

“Which of the following describes the woman in the picture above?”

Multiple Responses



	Without 2009 n=401	Without 2008 n=306	With 2009 n=412	With 2008 n=312
Has a sense of humor	54%	61%	42%	37%
Always looks at the bright side	56%	60%	49%	43%
Lively	43%	60%	42%	40%
Friendly	56%	45%	59%	41%
Is sexually straight	49%	52%	51%	48%

“Which of the following describes the woman in the picture above?”

Multiple Responses



	Without 2009 n=401	Without 2008 n=306	With 2009 n=412	With 2008 n=312
Trustworthy	52%	50%	45%	44%
Careful with money	49%	42%	35%	35%
Reads a lot	40%	39%	39%	44%
A planner	40%	37%	30%	31%

“Which of the following describes the woman in the picture above?”

Multiple Responses



	Without 2009 n=401	Without 2008 n=306	With 2009 n=412	With 2008 n=312
Steady	33%	36%	30%	30%
A good mother	37%	33%	47%	45%
A devoted wife	26%	26%	46%	51%
Might be the life of the party	14%	26%	9%	6%

“Which of the following describes the woman in the picture above?”

Multiple Responses



	Without 2009 n=401	Without 2008 n=306	With 2009 n=412	With 2008 n=312
Sticks to a tight circle of people	24%	24%	40%	43%
Stylish	11%	17%	23%	20%
A good dresser	10%	16%	18%	15%
Beautiful	11%	16%	36%	27%

“Which of the following describes the woman in the picture above?”

Multiple Responses



	Without 2009 n=401	Without 2008 n=306	With 2009 n=412	With 2008 n=312
Spends a lot on her home	10%	13%	9%	8%
Spends a lot on herself	5%	9%	4%	5%
Keeps to herself	11%	8%	22%	22%
Plays around	5%	6%	1%	1%

“Which of the following describes the woman in the picture above?”

Multiple Responses



	Without 2009] n=401	Without 2008 n=306	With 2009 n=412	With 2008 n=312
Spends a lot on her man	3%	5%	6%	4%
Might be a lesbian	6%	5%	3%	3%
Not attractive	2%	3%	2%	4%
Strict	4%	2%	17%	23%

“Would you like this person to live ___?”

- As your next-door neighbor
- In your neighborhood
- In another section of your town or city
- In another town or city
- Outside of the US



2009
n=401



2008
n=306



2009
n=412



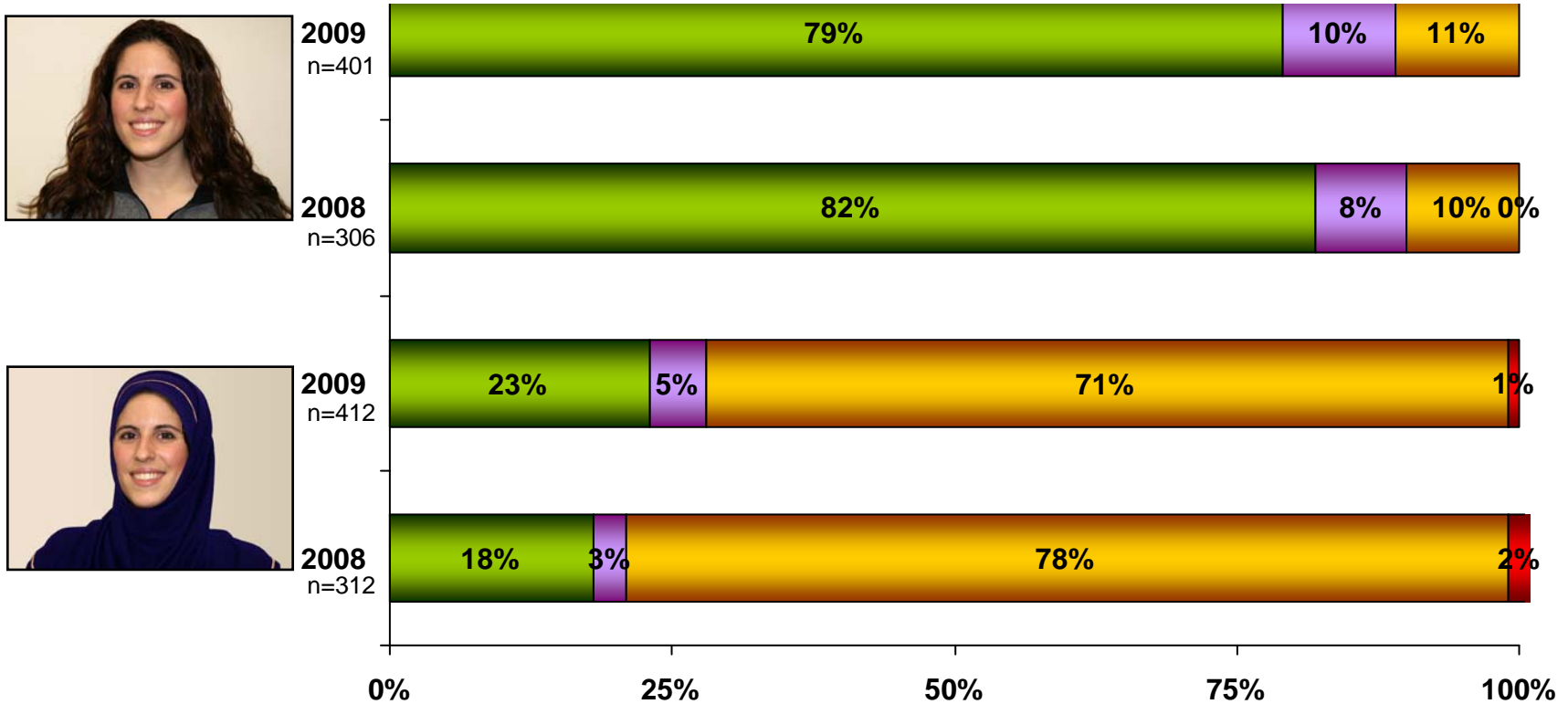
2008
n=312



0% 25% 50% 75% 100%

“Which of the following best describes the woman in the picture?”

■ An American
 ■ An European
 ■ A Middle-Eastern person
 ■ An Asian



Percentages may not equal 100 due to rounding

