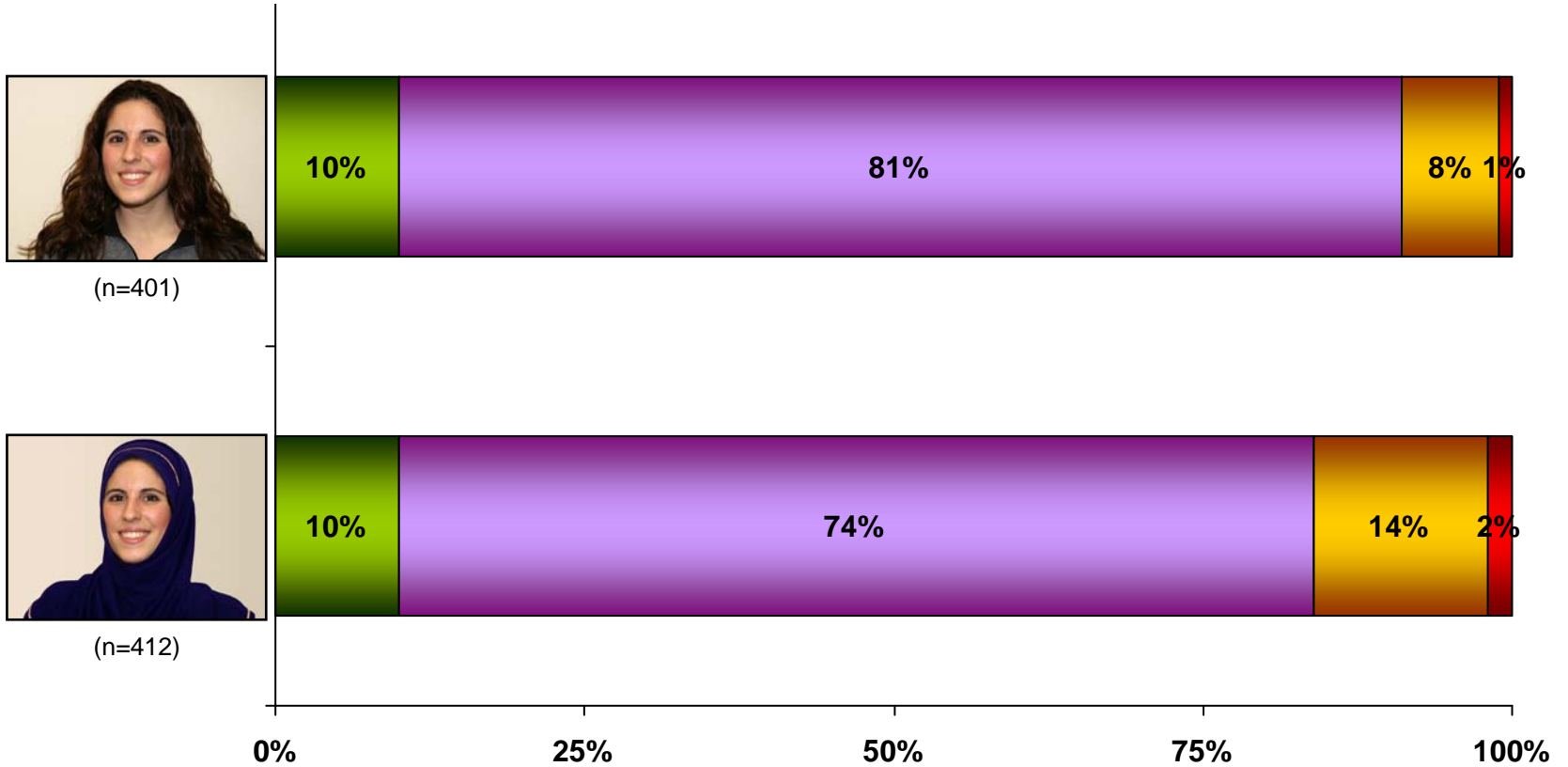


“How old do you think the woman in the picture is?”

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



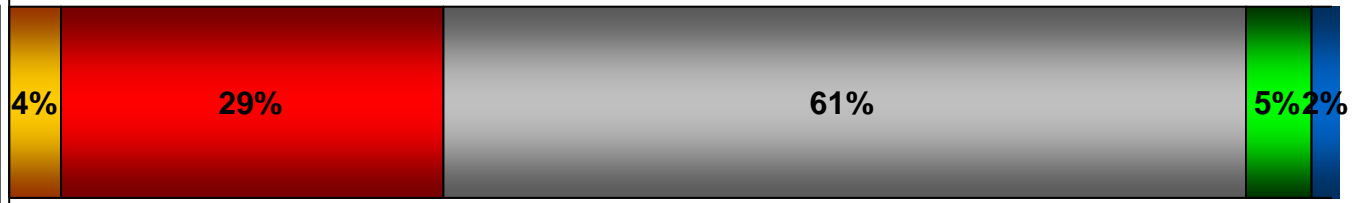
Percentages may not equal 100 due to rounding

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

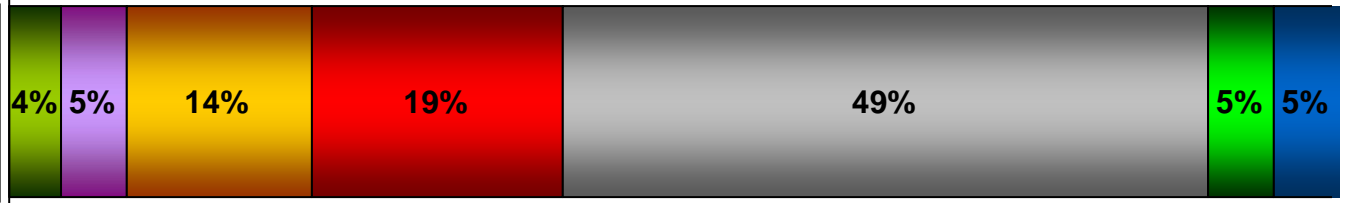
- Less education than high school
- High school graduate or GED
- College graduate
- Graduate degree
- Some high school
- Some college
- Some post graduate studies



(n=401)



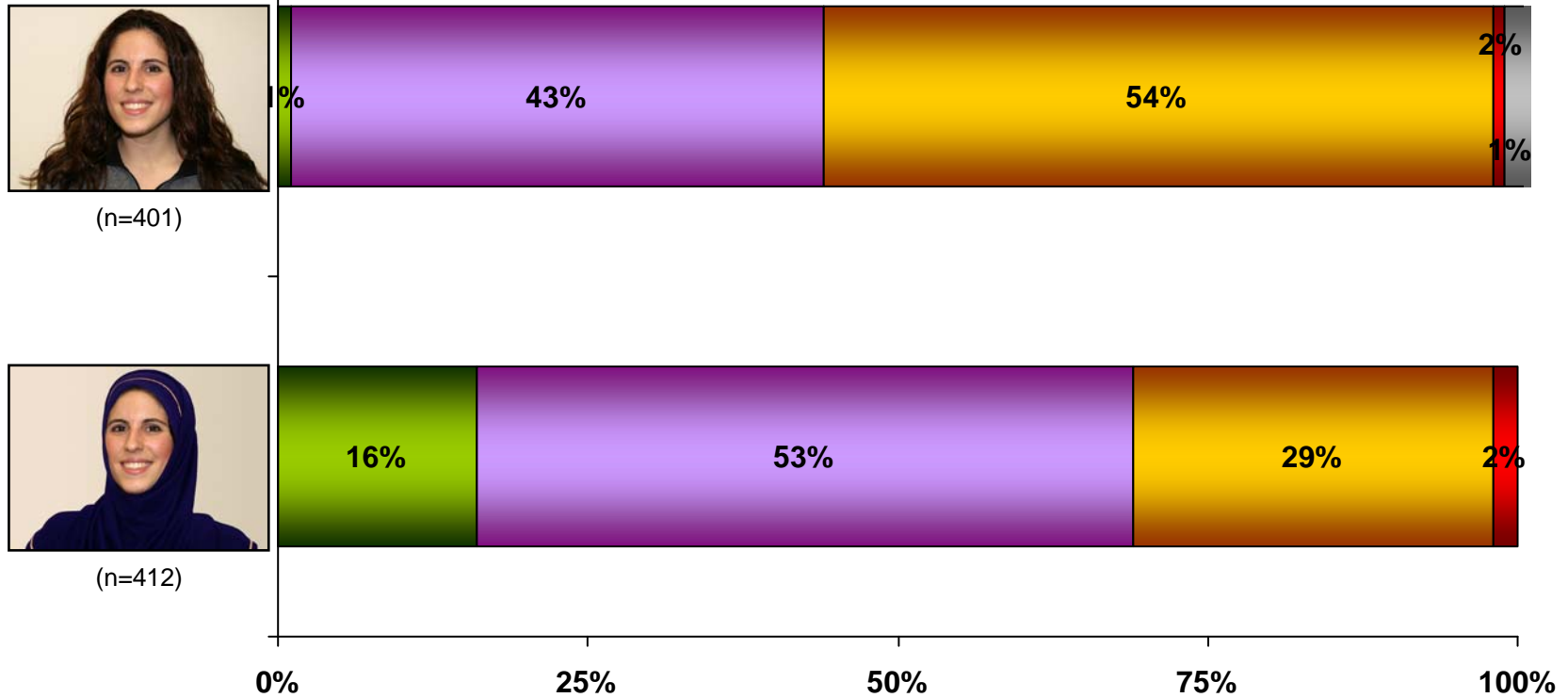
(n=412)



0% 25% 50% 75% 100%

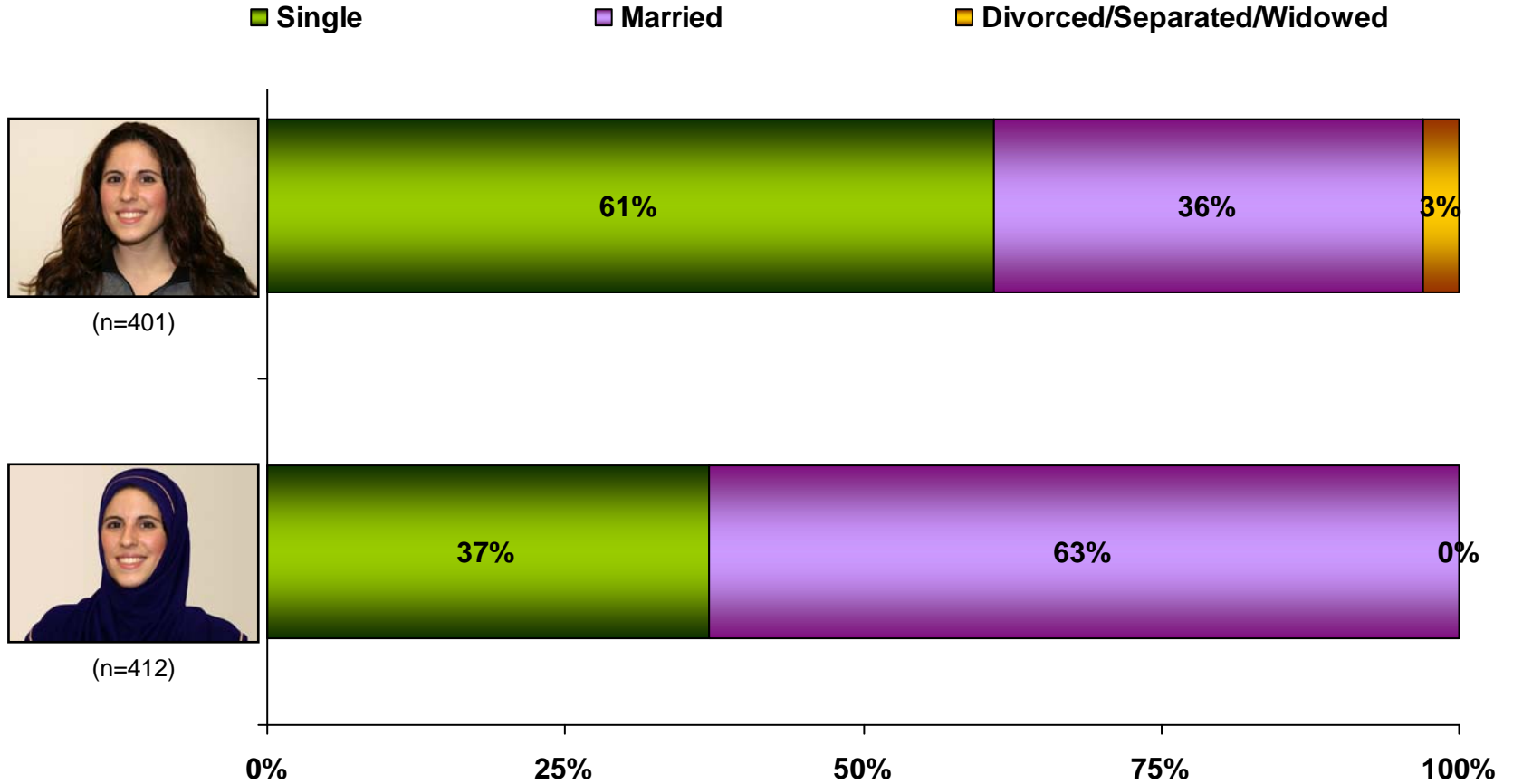
“What might be her family’s financial position?”

- 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



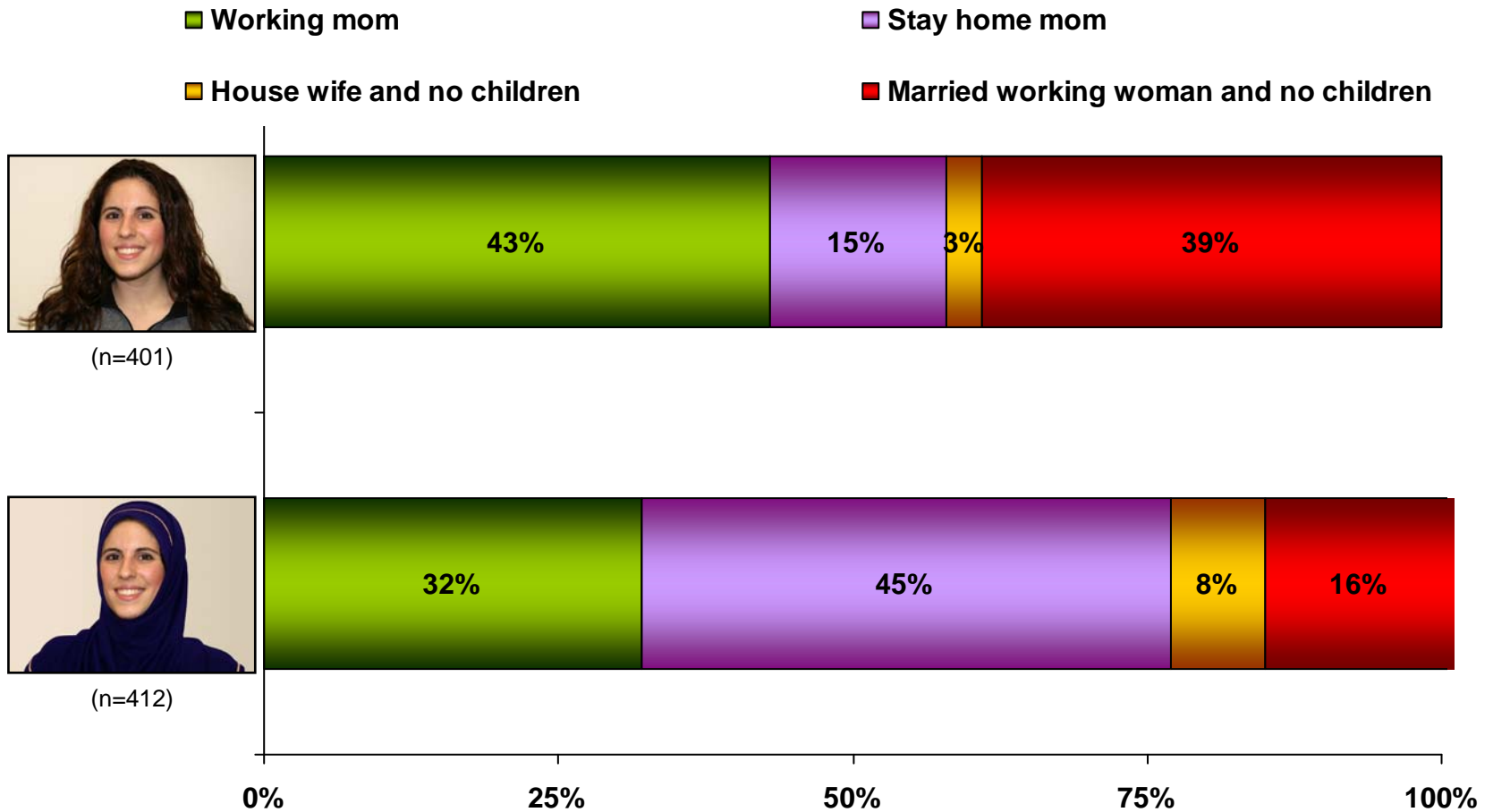
Percentages may not equal 100 due to rounding

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



Percentages may not equal 100 due to rounding

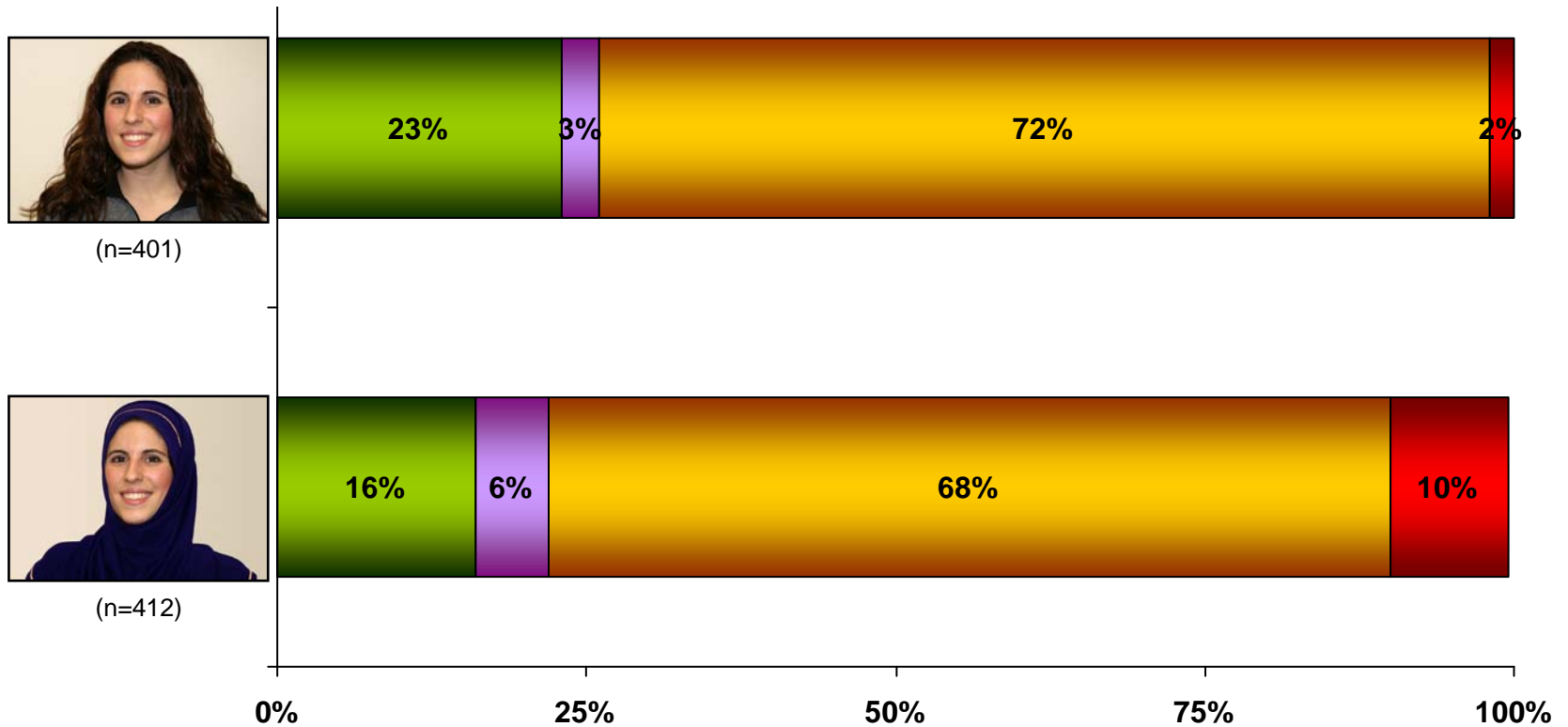
“Assuming that this woman is married, which of the following best describes this woman’s career situation?”



Percentages may not equal 100 due to rounding

“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



Percentages may not equal 100 due to rounding

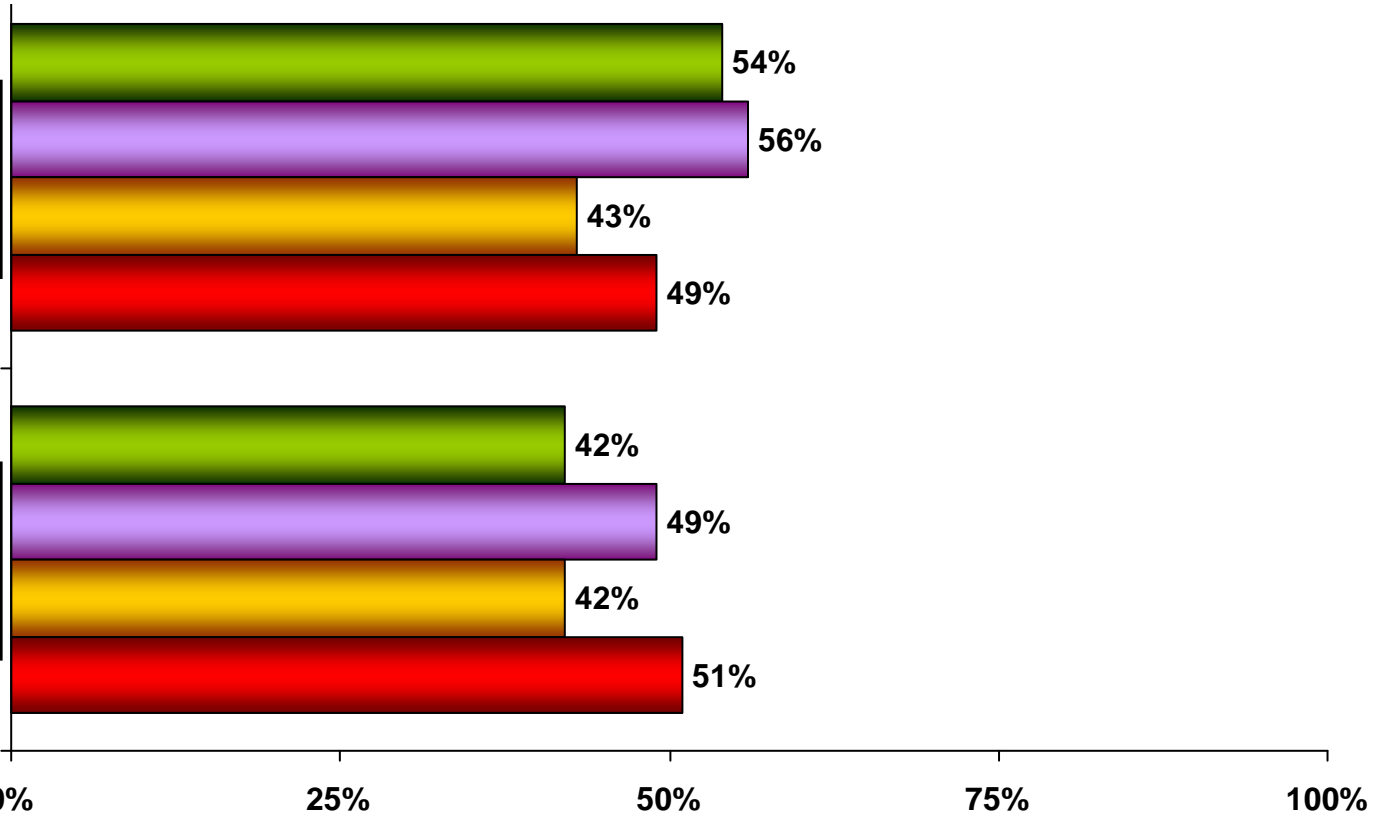
“Which of the following describes the woman in the picture above?”

Multiple Responses

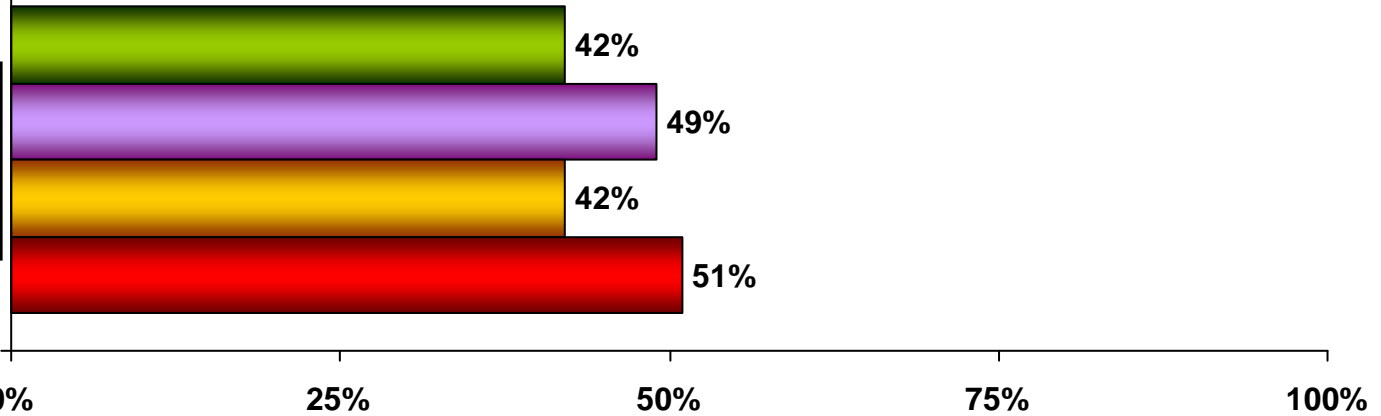
■ Has a sense of humor ■ Always looks at the bright side ■ Lively ■ Is sexually straight



(n=401)



(n=412)



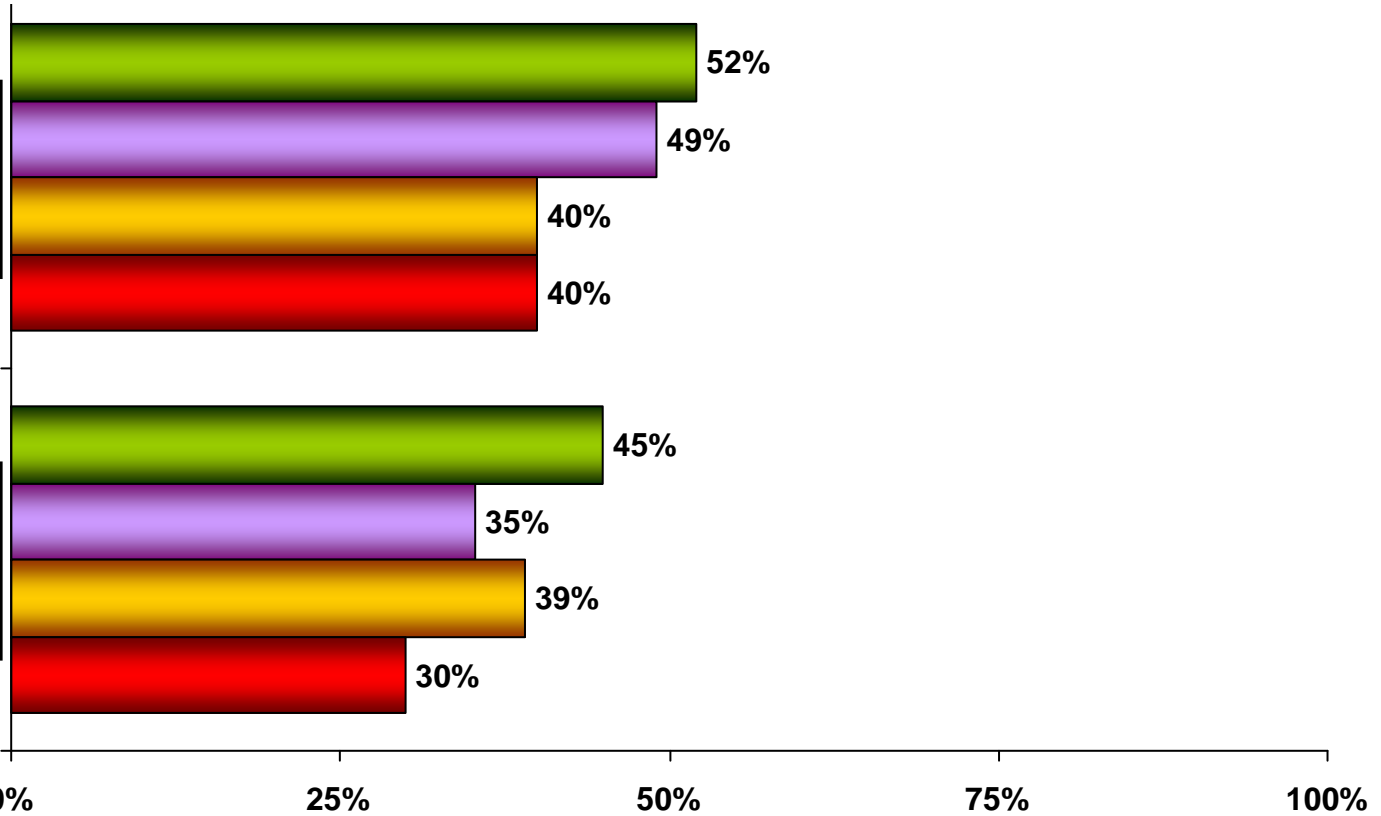
“Which of the following describes the woman in the picture above?”

Multiple Responses

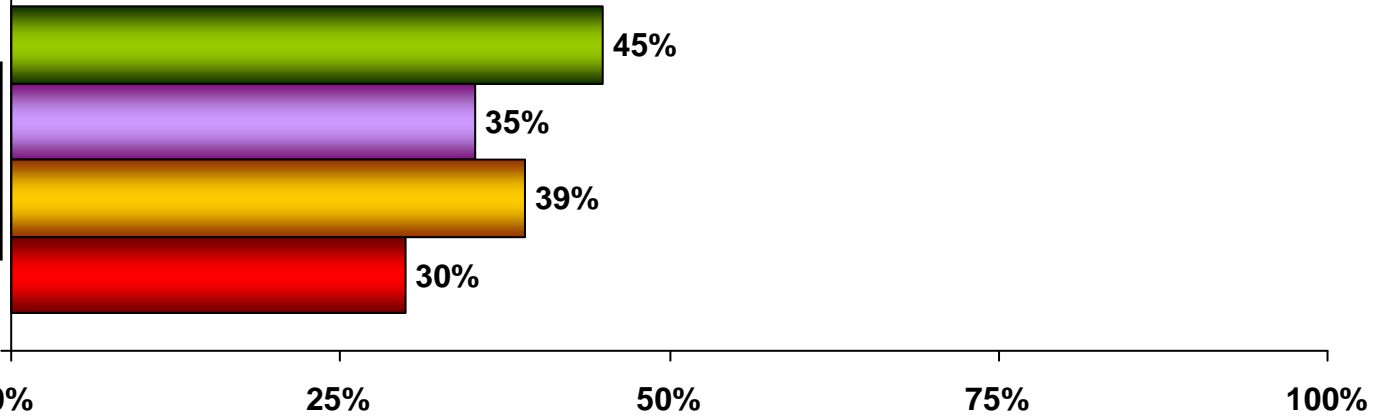
Trustworthy Careful with money Reads a lot A planner



(n=401)



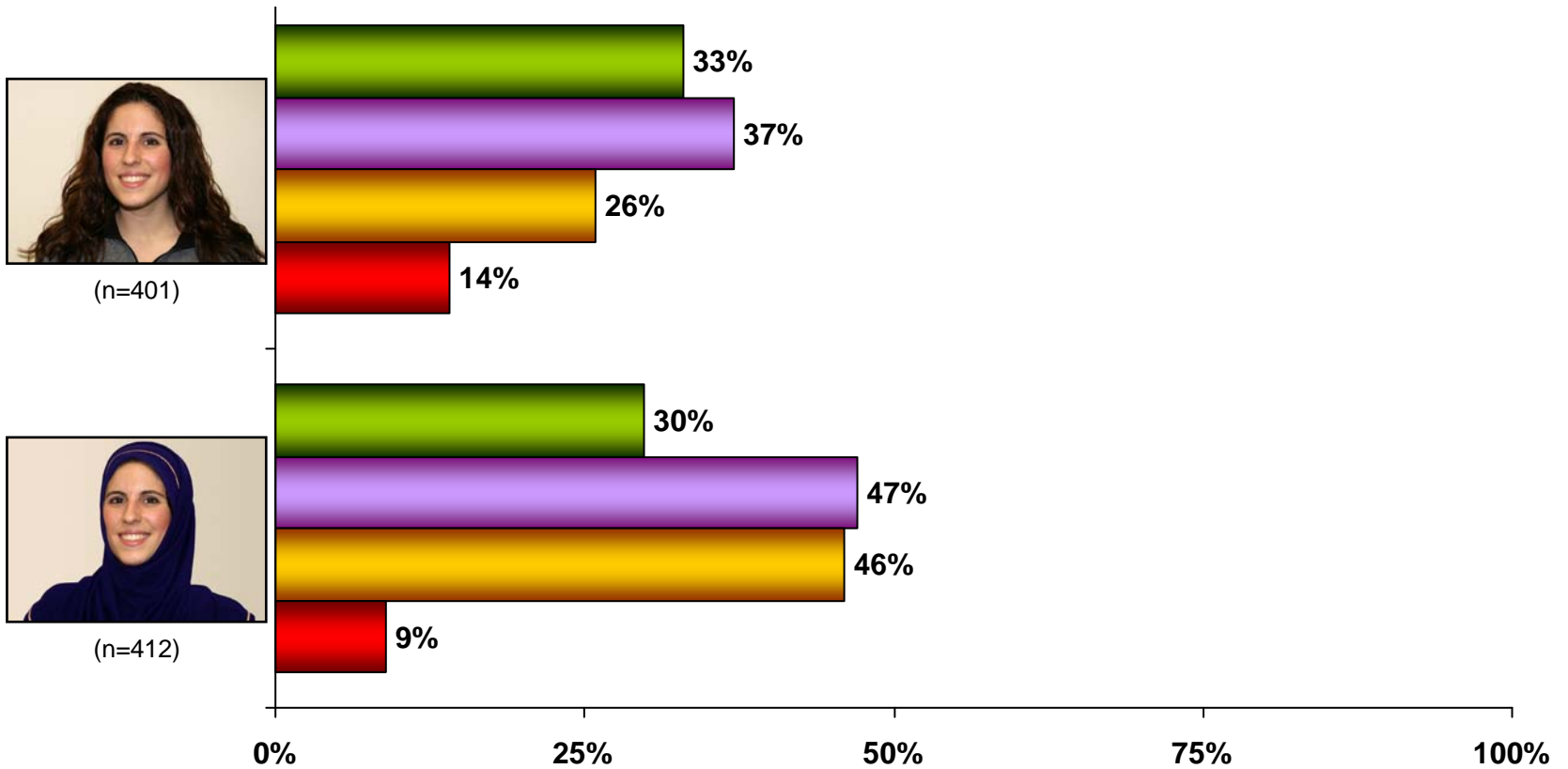
(n=412)



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

Multiple Responses

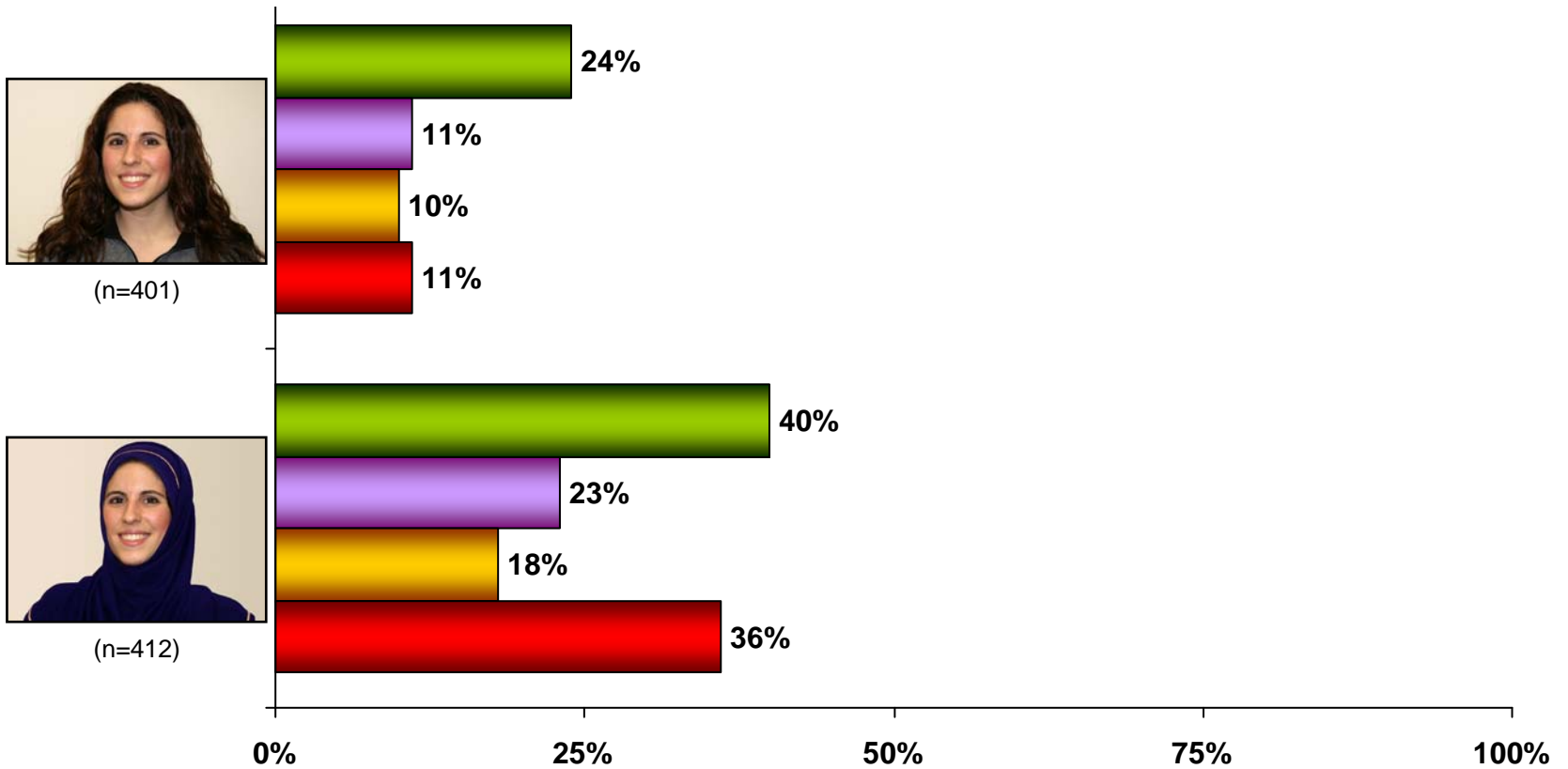
■ Steady ■ A good mother ■ A devoted wife ■ Might be the life of the party



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

Multiple Responses

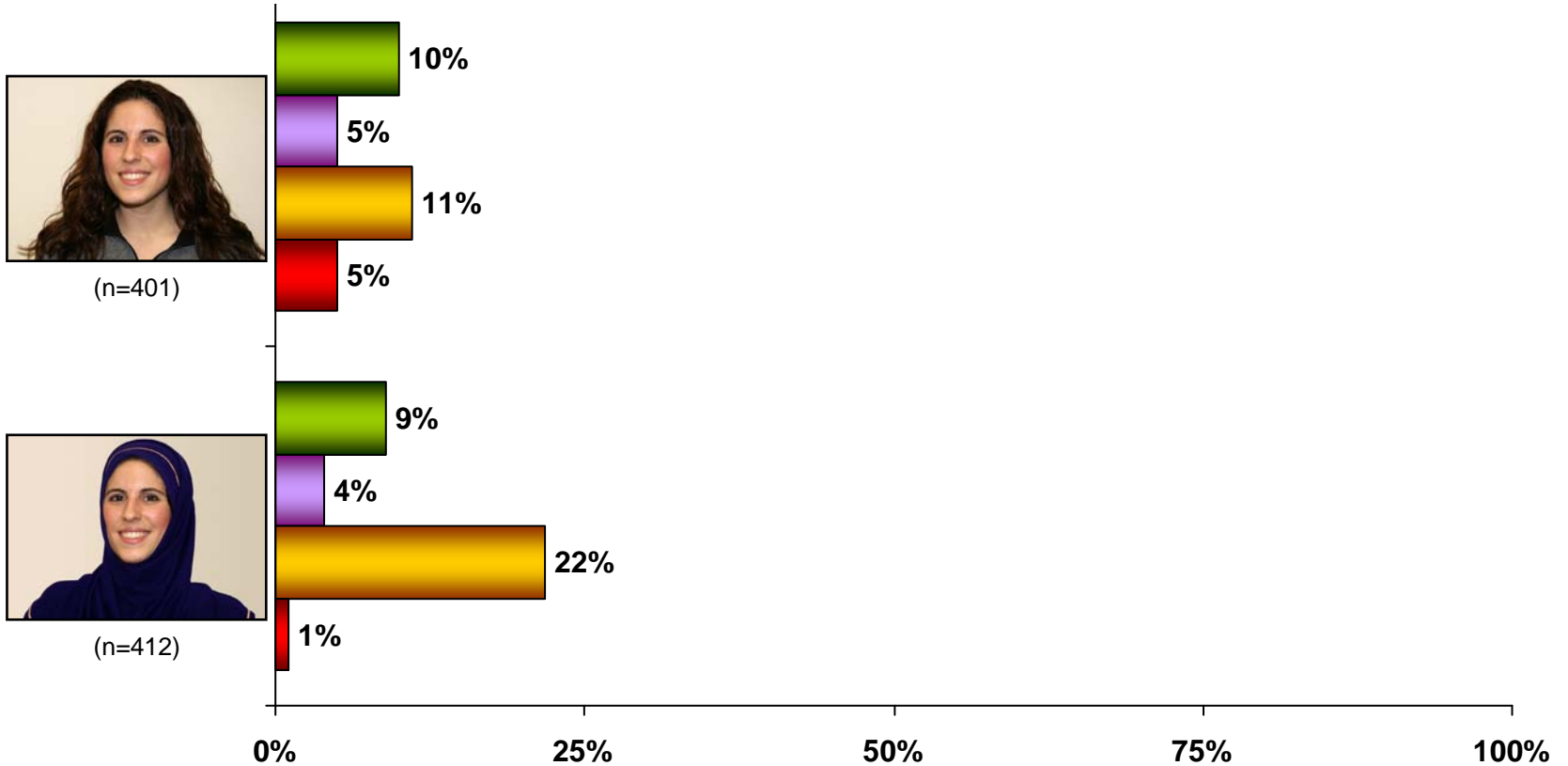
■ Sticks to a tight circle of people ■ Stylish ■ A good dresser ■ Beautiful



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

Multiple Responses

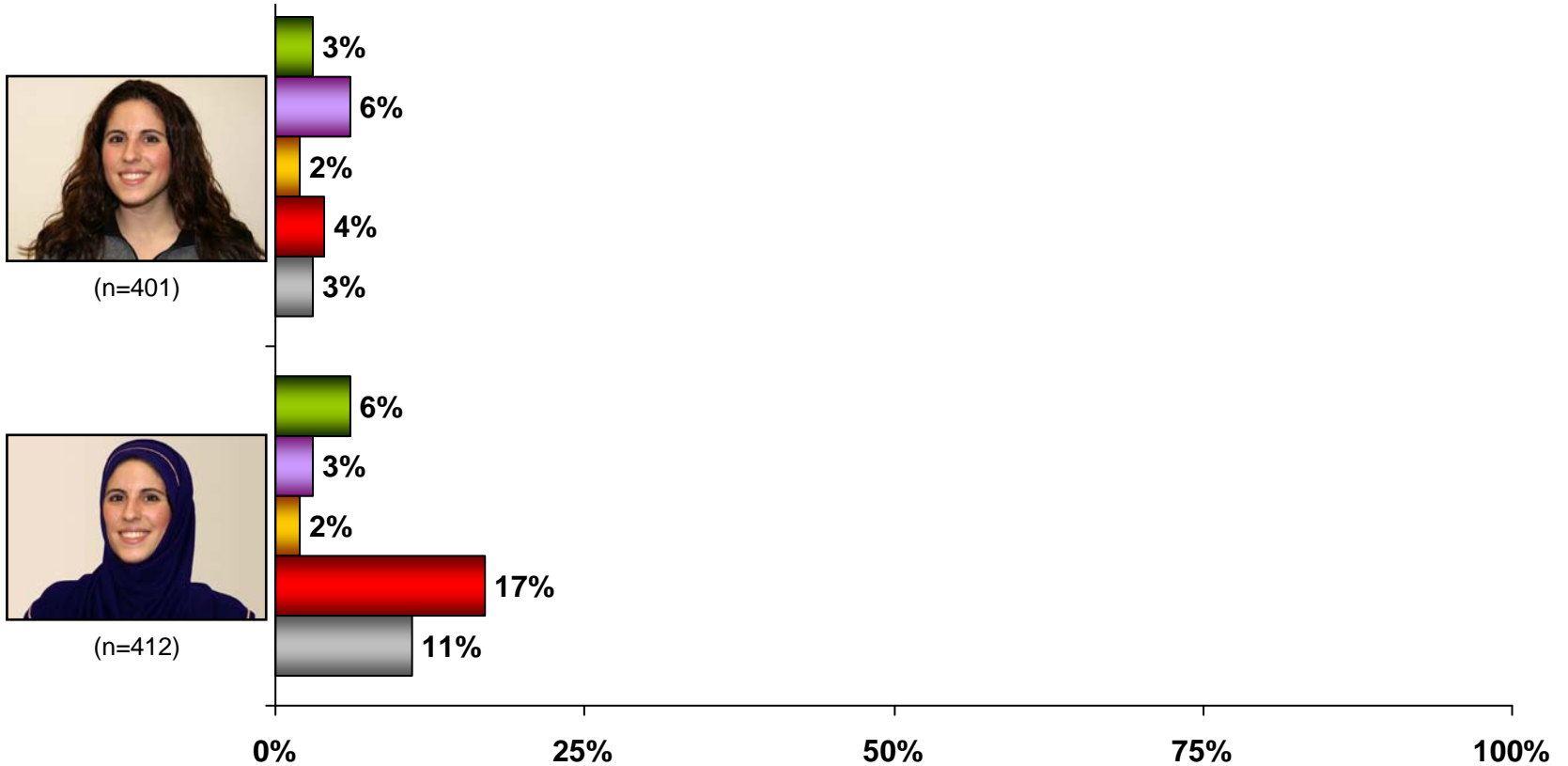
■ Spends a lot on her home ■ Spends a lot on herself ■ Keeps to herself ■ Plays around



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

Multiple Responses

■ Spends a lot on her man ■ Might be a lesbian ■ Not attractive ■ Strict ■ Rigid



“Would you like this person to live ___?”

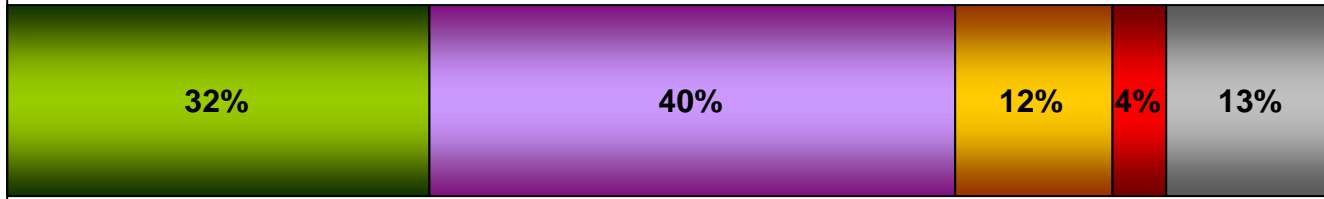
- As your next-door neighbor
- In your neighborhood
- In another section of your town or city
- In another town or city
- Outside of the US



(n=401)

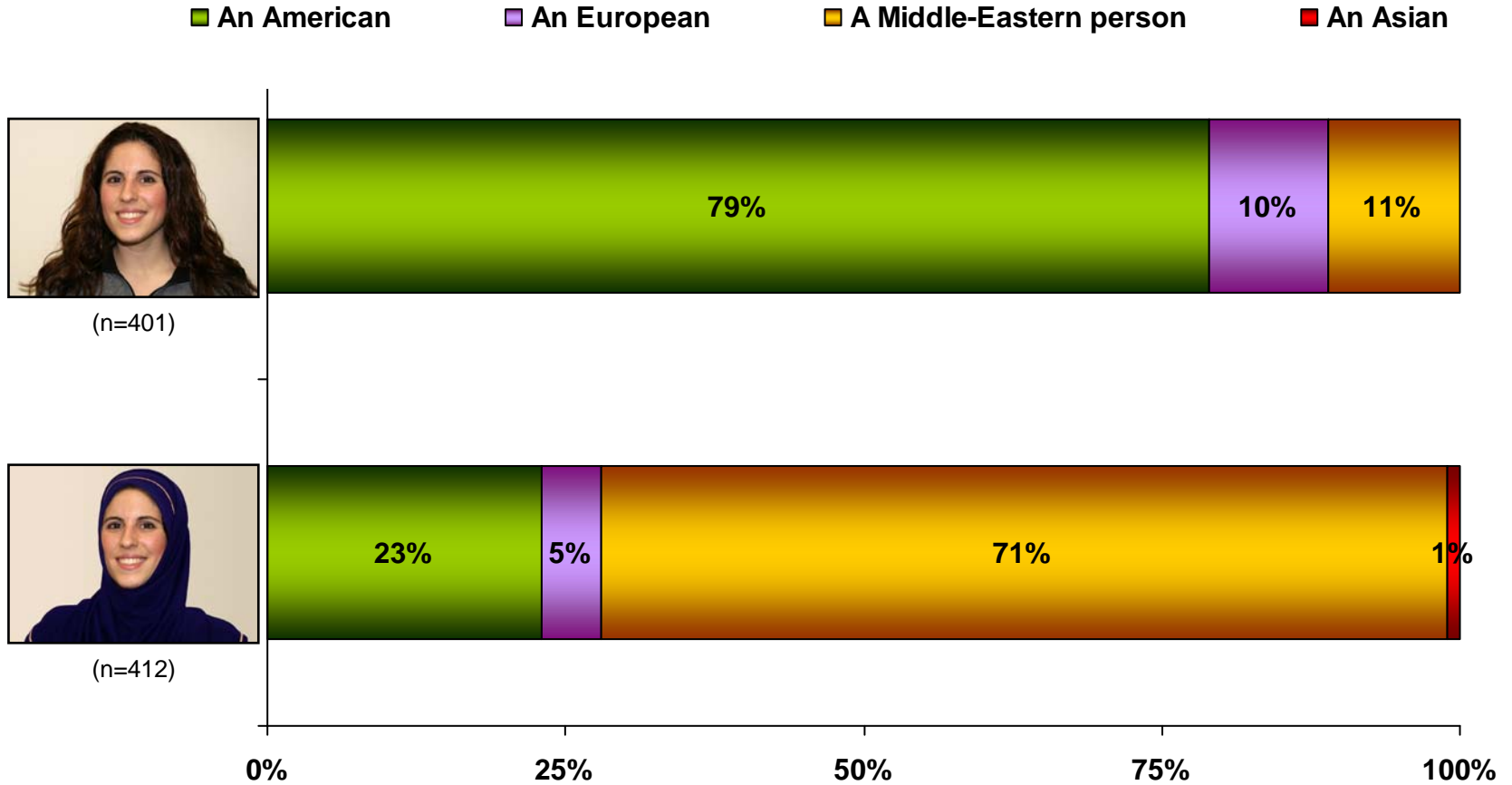


(n=412)



0% 25% 50% 75% 100%

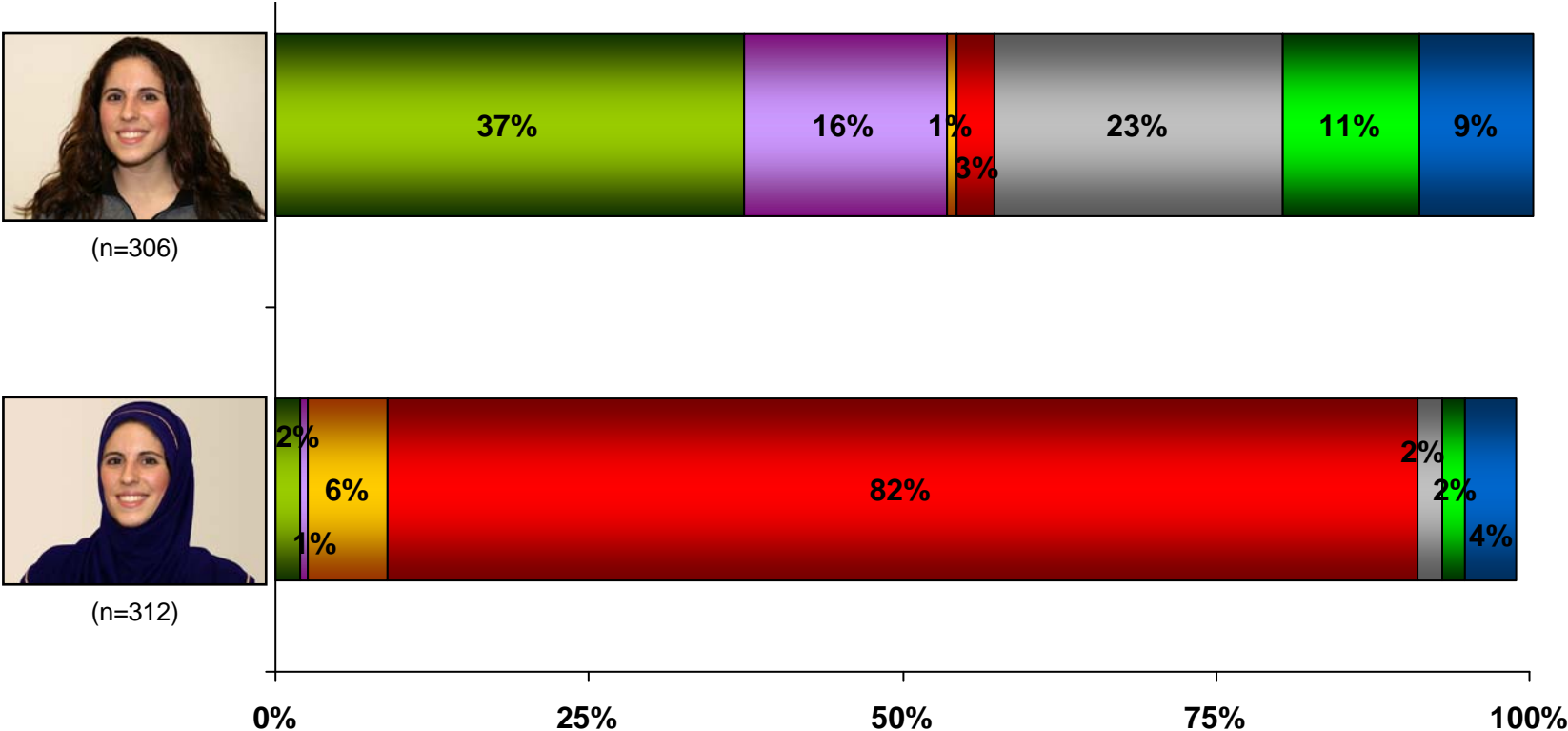
“Which of the following best describes the woman in the picture?”



Percentages may not equal 100 due to rounding

“Which of the following might be this woman’s religion?”

■ Catholic
 ■ Protestant
 ■ Hindu
 ■ Islam
 ■ Jewish
 ■ No religion
 ■ Other



Percentages may not equal 100 due to rounding