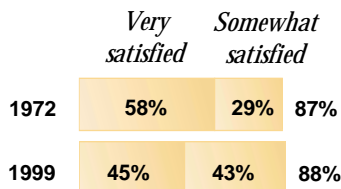


Living Female

The Price of Progress?

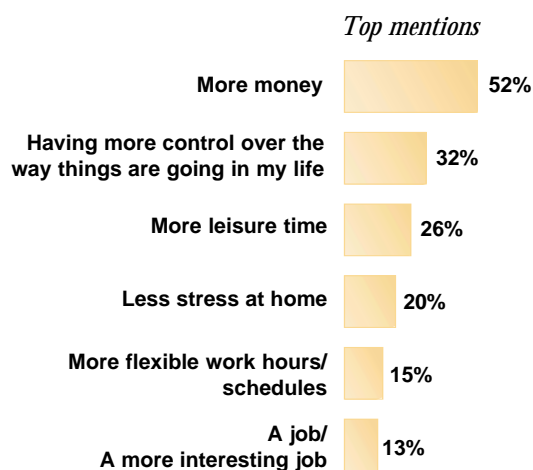
Question: In general, how satisfied would you say you personally are with your life today—would you say that you are very satisfied, somewhat satisfied, only slightly satisfied, or not at all satisfied?



Note: Responses of women only.

Source: Surveys by Roper Starch Worldwide for Virginia Slims, latest that of May 15-July 22, 1999.

Question: Here is a list of various things that people have told us would make their lives better.... [What] would be most likely to make your life better?

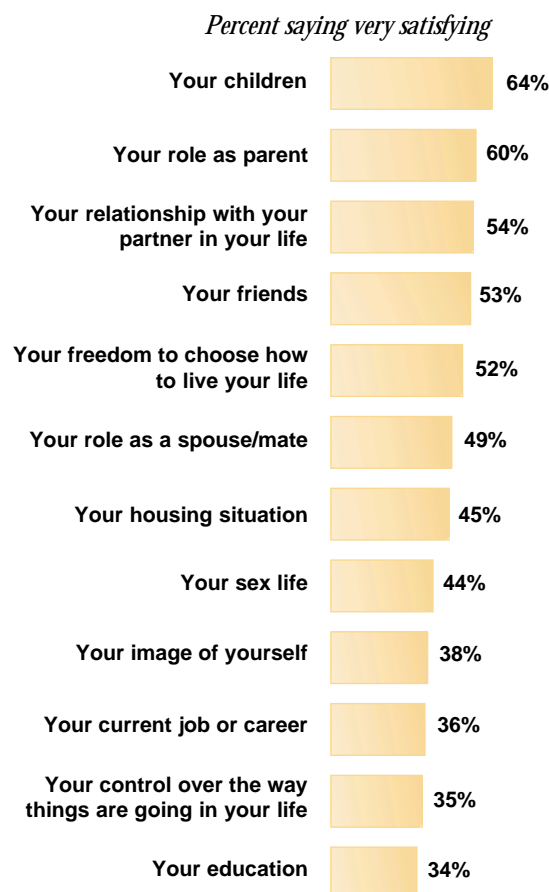


Note: Responses of women only.

Source: Survey by Roper Starch Worldwide for Virginia Slims, May 15-July 22, 1999.

Contentments

Question: I'd like to know how satisfying to you various aspects of your life are right now.... [Is it] very satisfying to you, somewhat satisfying, not too satisfying, or not at all satisfying to you...?



Note: Responses of women only. Based on only those to whom item applied.

Source: Survey by Roper Starch Worldwide for Virginia Slims, May 15-July 22, 1999.

As Time Goes On

Question: Thinking about your own life, what is the biggest challenge you personally face in your daily life today?

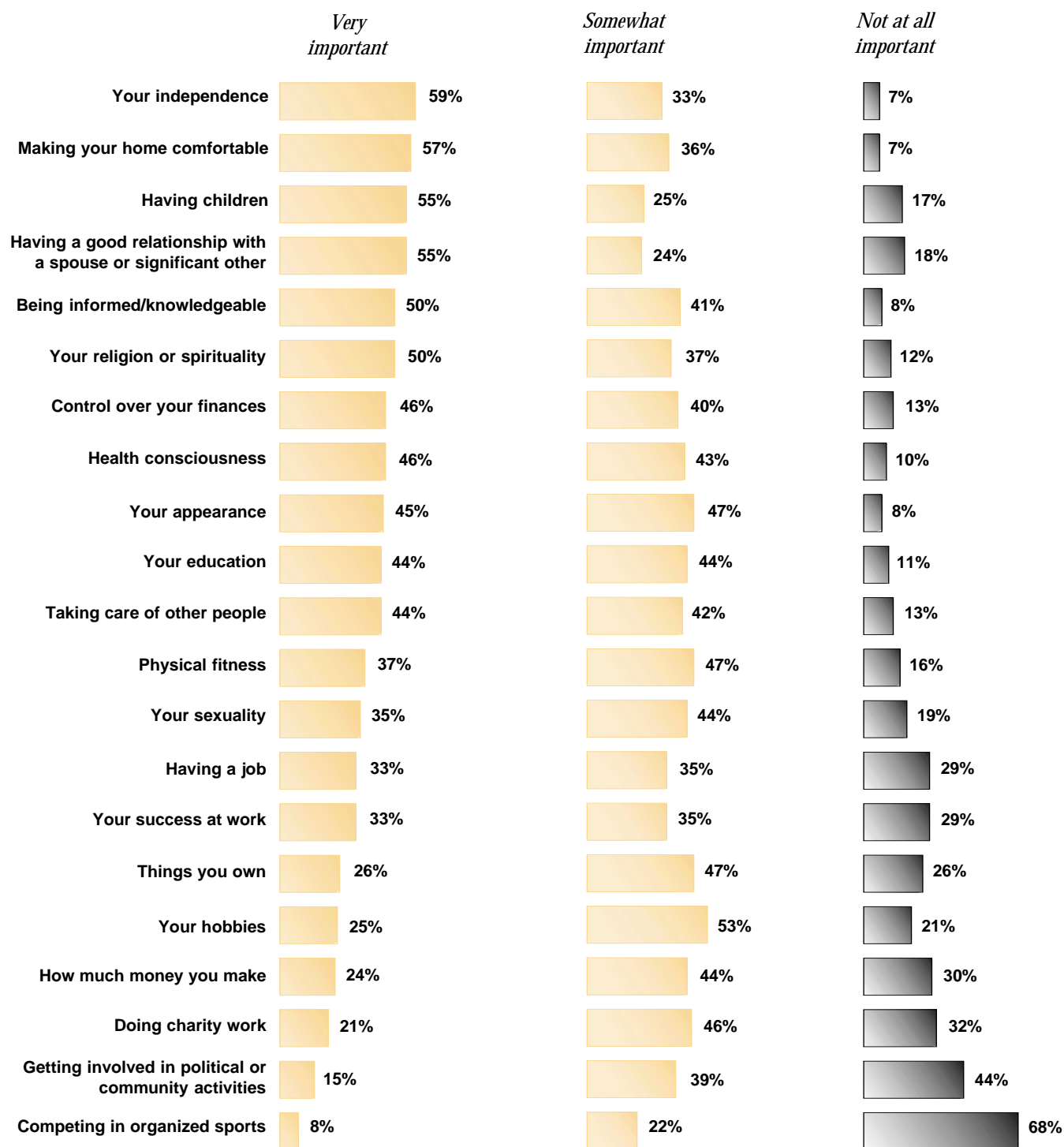
Age	18-29	30-39	49-49	50-59	60-69	70+
Money	30%	28%	26%	27%	27%	13%
Family	27	33	27	15	11	8
Health	5	6	10	15	27	40
Time and stress	13	24	15	11	7	9
Job and career	16	8	10	8	2	--
Education	13	9	11	4	1	--

Note: Asked of women. Categories shown reflect composite responses to an open-ended question. Responses shown are top mentions for total sample. Multiple responses accepted.

Source: Survey by the Gallup Organization for Women.com, February 23-27, 2000.

What's Important

Question: Next I am going to hand you a list of various things that contribute to how people define themselves. Please tell me whether each of the following is very, somewhat, or not at all important in defining you as a person.

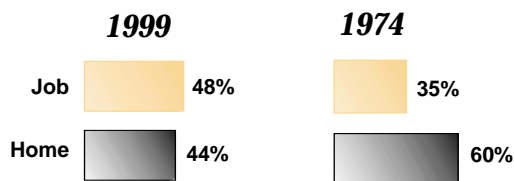


Note: Responses of women only.

Source: Survey by Roper Starch Worldwide for Virginia Slims, May 15-July 22, 1999.

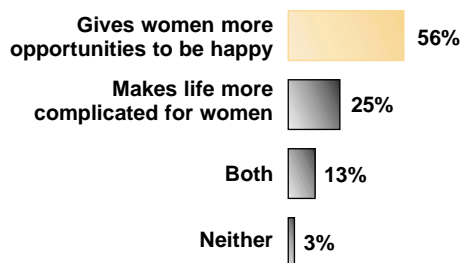
Choices

Question: ...[I]f you were free to do either, would you prefer to have a job outside the home, or would you prefer to stay home and take care of a house and family?



Note: Responses of women only.

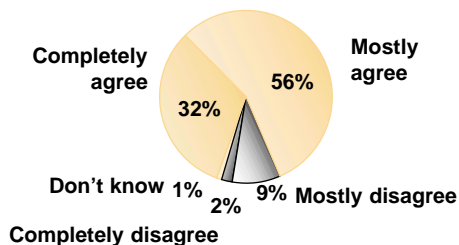
Question: On the whole, which of the following statements better reflects how you feel?... Women having more choices in society today...



Note: Responses of women only.

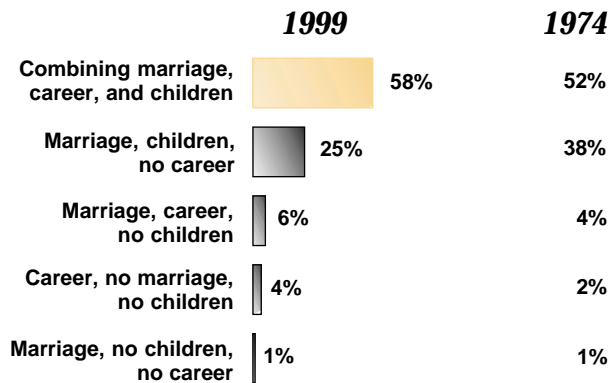
Question: Women's roles and opportunities have expanded greatly in the past decades. ...For each [statement], please tell me whether you completely agree, mostly agree, mostly disagree, or completely disagree with that statement.

...Most women today are supportive of other women's choices, whether women choose to work or stay home.



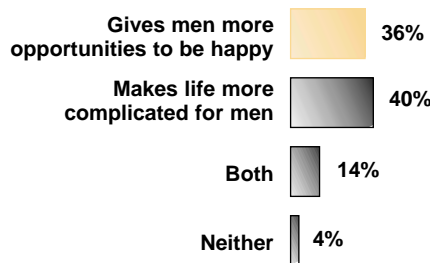
Note: Responses of women only.

Question: ...Considering the possibilities for combining or not combining marriage, children and a career, and assuming you had a choice, which *one* of these possibilities do you think would offer you the most satisfying and interesting life?



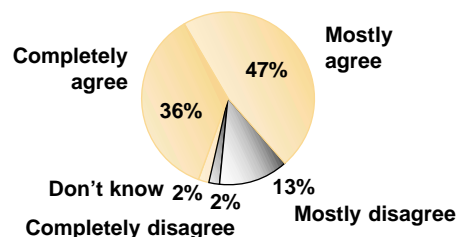
Note: Responses of women only.

Question: What about for men? Which of the following statements better reflects how you feel?... Women having more choices in society today...



Note: Responses of women only.

...The more choices in life that women have, the happier they and their families will be.

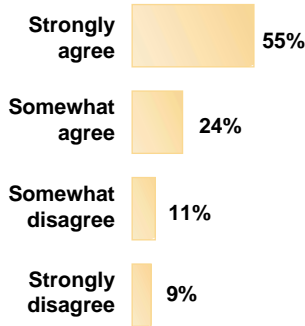


Note: Responses of women only.

Source: All data on this page are from the Virginia Slims Opinion Poll conducted by Roper Starch Worldwide, latest that of May 15-July 22, 1999.

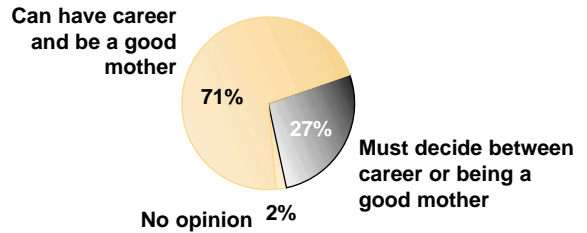
Mothers Work

Question: Do you agree or disagree with the following statements?... It may be necessary for mothers to be working because the family needs the money, but it would be better if she could stay home and just take care of the house and children.... Is that strongly agree/disagree, or just somewhat agree/disagree?



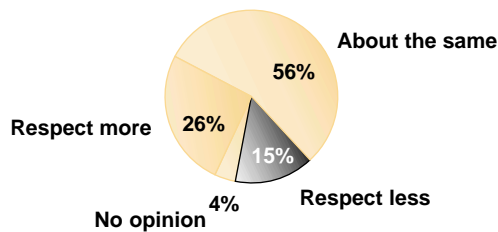
Source: Survey by *The Washington Post*/Kaiser Family Foundation/Harvard University, November 17-23, 1997.

Question: Which of the following statements comes closer to your own views? Statement A: A woman can have a very successful, high paying career and also be a very good mother. Statement B: A woman must decide between having a very successful, high paying career or being a very good mother.



Source: Survey by *The Washington Post*/Kaiser Family Foundation/Harvard University, August 14-September 7, 1997.

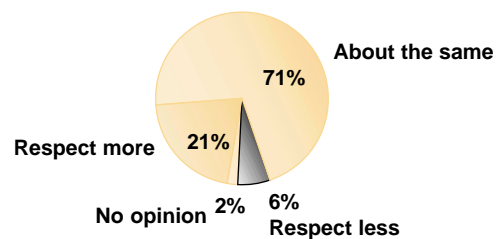
Question: Do you think most people you know respect you more, less, or about the same as mothers who have preschool children and work full time outside the home?



Note: Asked of women who do not work full time and have children under age 6.

Source: Survey by *The Washington Post*/Kaiser Family Foundation/Harvard University, November 17-23, 1997.

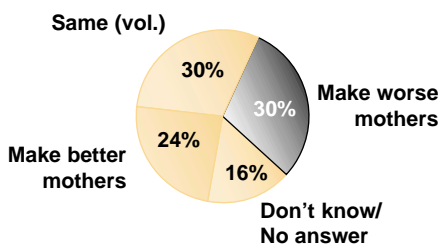
Question: Do you think most people you know respect you more, less, or about the same as mothers who stay home full time with their preschool children?



Note: Asked of women who work full time and have children under age 6.

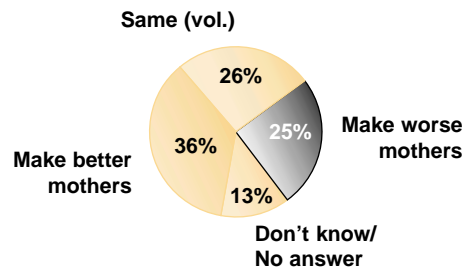
Source: Survey by *The Washington Post*/Kaiser Family Foundation/Harvard University, November 17-23, 1997.

Question: Would you say that working women generally seem to make better or worse mothers than women who don't work outside the home?



Source: Survey by CBS News, September 18-20, 1997.

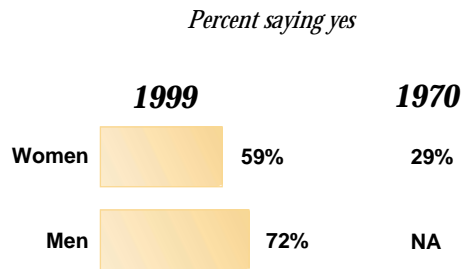
Question: What about you and the women you know? Would you say the working women you know make better or worse mothers than women you know who don't work outside the home?



Source: Survey by CBS News, September 18-20, 1997.

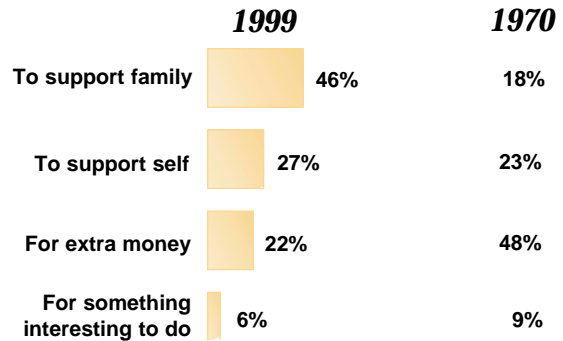
9 to 5 (or 8 or 10)

Question: Are you at present time employed—either full or part time?



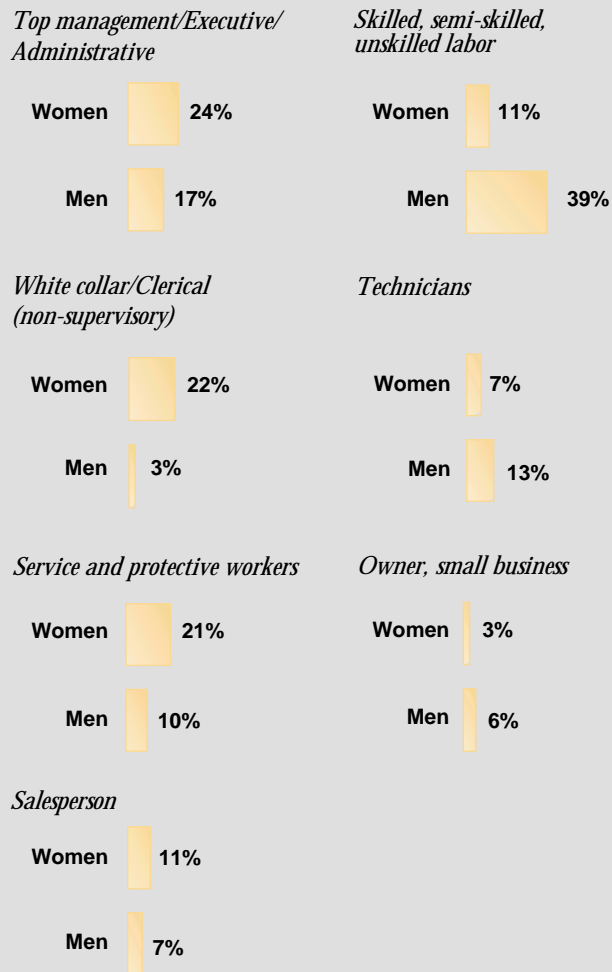
Source: Surveys by Roper Starch Worldwide for Virginia Slims, latest that of May 15-July 22, 1999.

Question: Are you working primarily to support yourself, to support your family, to bring in some extra money, or for something interesting to do?



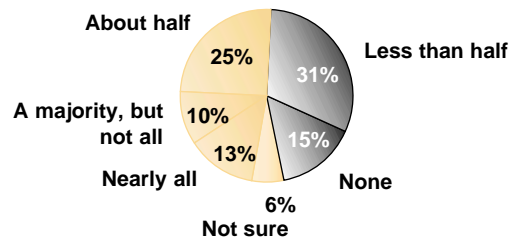
Note: Responses of women only. In 1970, question wording varied slightly.
Source: Surveys by Roper Starch Worldwide for Virginia Slims, latest that of May 15-July 22, 1999.

Question: What is your occupation?



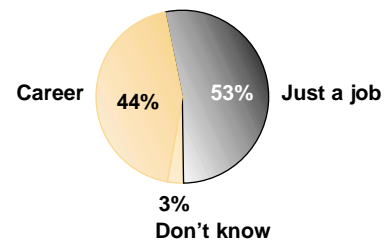
Source: Survey by Roper Starch Worldwide for Virginia Slims, May 15-July 22, 1999.

Question: Does your income provide nearly all of the household income, a majority but not all of the household income, about half of the household income, less than half of the household income, or none of the household income?



Note: Asked of women who are part of a couple in a household.
Source: Survey by Peter D. Hart Research Associates for Shell Oil, January 7-13, 2000.

Question: Do you consider the work you do to be a career or just a job?

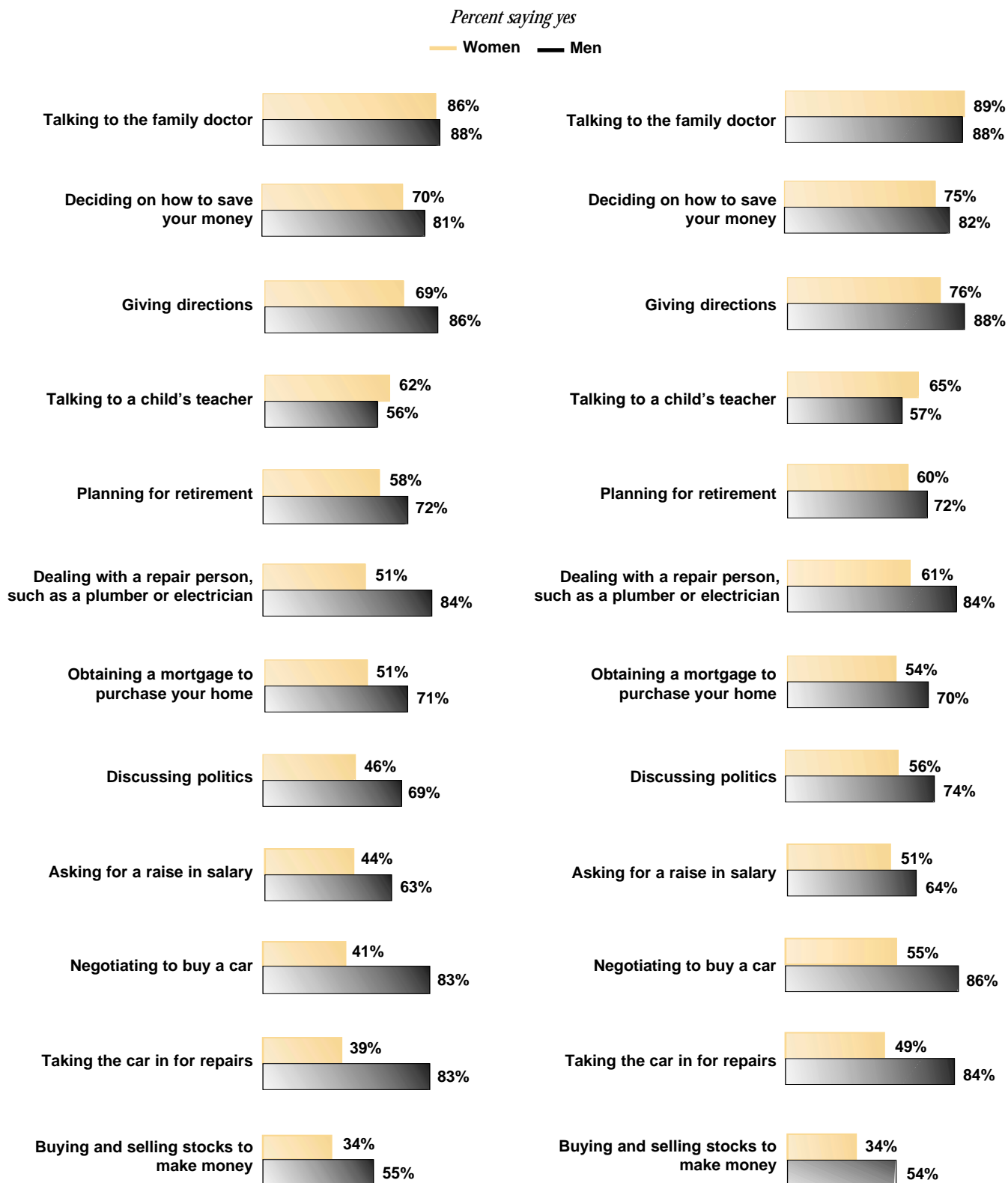


Note: Responses of women only. Asked of all employed respondents.
Source: Survey by Roper Starch Worldwide for Virginia Slims, May 15-July 22, 1999.

Waiting to Be Taken Seriously

Question: ...[H]ere are some situations people confront from time to time. For each, please tell me whether you think that you, yourself, are generally *taken seriously* when you are....

Question: Do you feel confident or not when you make decisions in each of these situations?

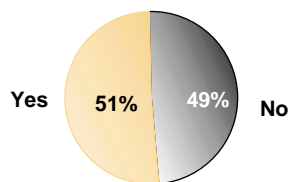


Source: Survey by Roper Starch Worldwide for Virginia Slims, May 15-July 22, 1999.

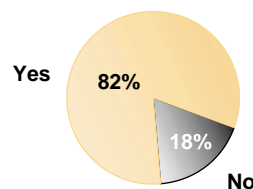
Everybody Wears Pants

Question: ...Are you the head of the household?

Responses of women



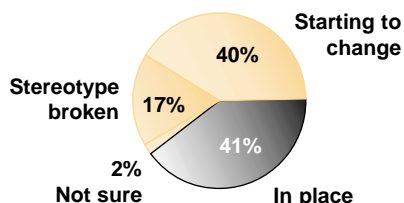
Responses of men



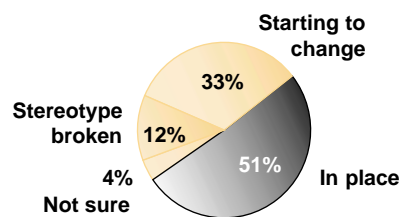
Source: Survey by Roper Starch Worldwide for Virginia Slims, May 15-July 22, 1999.

Question: I'm going to read you a list of stereotypical behaviors of men and women, and I would like you to tell me whether you think the stereotype is still in place, whether it is starting to change, or whether it has been broken in the past five years....

Whether or not they work outside of the home, women primarily are responsible for household chores such as cooking, shopping, and cleaning.

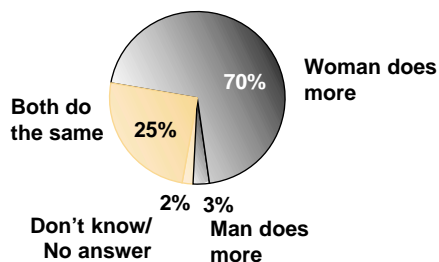


Whether or not they work outside of the home, women are the primary caregivers for children.

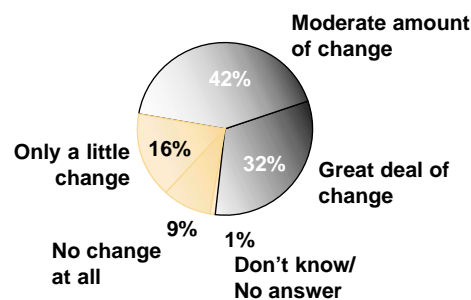


Source: Survey by Peter D. Hart Research Associates for the Fannie Mae Foundation, August 23-29, 1999.

Question: If both a man and a woman living in the same house are working full time, who ends up doing more of the chores and work around the house? Do you think the man generally does more, the woman generally does more, or that both do the same amount?



Question: For each of the following areas, please indicate how much change is needed before women can achieve equality with men in that area. With respect to...responsibilities for running the household ...how much change is needed for women to be equal with men: a great deal of change, a moderate amount, only a little, or no change at all?

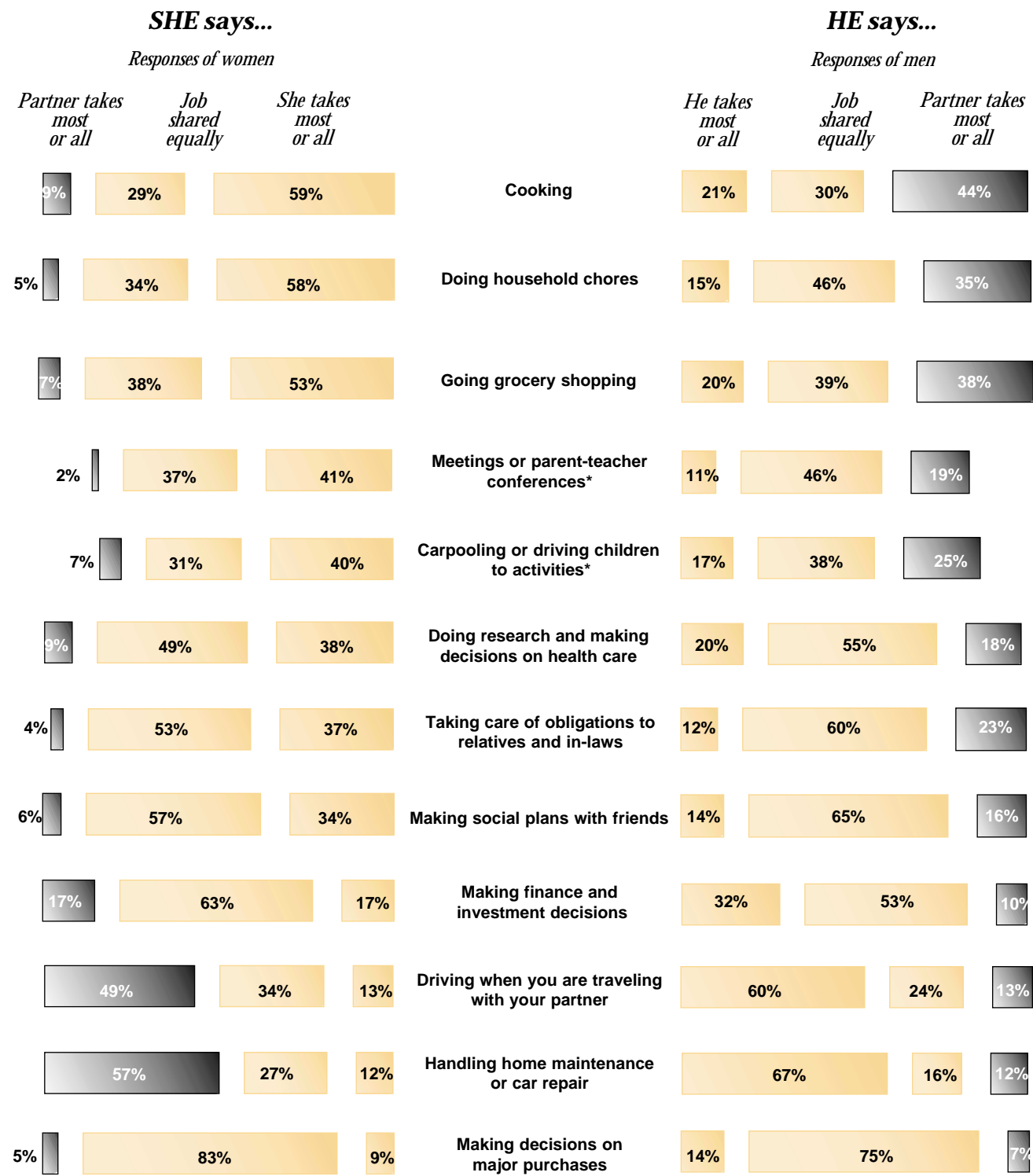


Source: Survey by CBS News, December 13-16, 1999.

Source: Survey by the Gallup Organization for *USA Today*, February 3-7, 1999.

She Says, He Says

Question: Thinking of your relationship with your spouse or partner, I'd like to ask you about your roles with respect to a number of responsibilities in your relationship. For each item I read, please tell me whether you take all the responsibility for that item, you take most but not all the responsibility, the responsibility is shared equally, your spouse or partner takes most but not all the responsibility, or your spouse or partner takes all the responsibility....



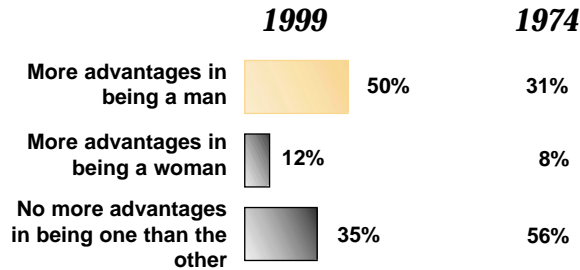
*Asked of respondents who are part of a couple in a household and they have children. 20% of women and 23% of men said the school question did not apply to them; 21% of women and 18% of men said the carpooling question did not apply.

Note: All questions were asked of respondents who are part of a couple in a household.

Source: Survey by Peter D. Hart Research Associates for Shell Oil, January 7-13, 2000.

Society's Child

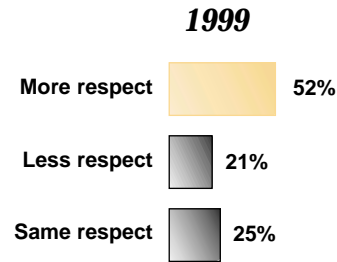
Question: All things considered, in our society today, do you think there are more advantages in being a man, or more advantages in being a woman, or that there are no more advantages in being one than the other?



Note: Responses of women only.

Source: Surveys by Roper Starch Worldwide for Virginia Slims, latest that of May 15-July 22, 1999.

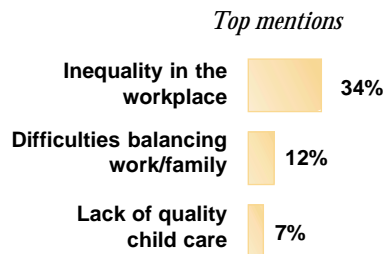
Question: On the whole, do you feel that, compared with 10 years ago, women are now looked on with more respect, less respect or about the same respect as 10 years ago?



Note: Responses of women only.

Source: Survey by Roper Starch Worldwide for Virginia Slims, May 15-July 22, 1999.

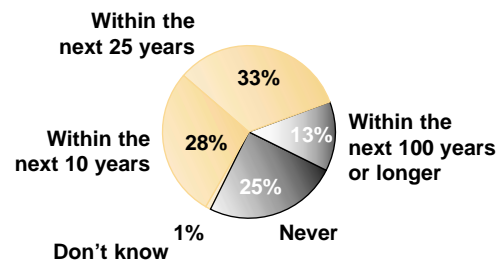
Question: What do you think is the main problem today facing women that men don't face?



Note: Responses of women only.

Source: Survey by Yankelovich Partners for *Time/CNN*, May 18-19, 1998.

Question: Overall, how long do you think it will be before women are treated as well as men in our society: within the next 10 years, within the next 25 years, within the next 100 years, sometime longer than that, or never?

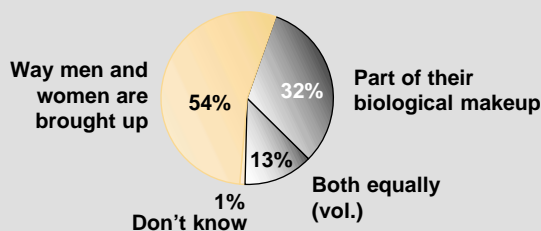


Note: Asked of women who said society generally treats men better than women.

Source: Survey by the Gallup Organization for *USA Today*, February 3-7, 1999.

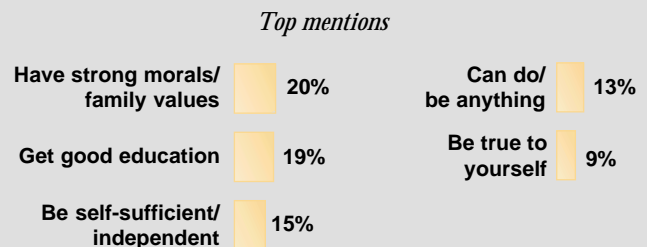
Shaping the Future

Question: What do you think is the main reason for any differences there might be between men and women? Is it mainly because of the way men and women are brought up, or are the differences part of their biological makeup?



Source: Survey by *The Washington Post*/Kaiser Family Foundation/Harvard University, November 17-23, 1997.

Question: If you had a daughter growing up today, what one lesson that you've learned would you like to teach her to help her as a woman growing up in today's society?



Source: Survey by CBS News, September 18-20, 1997.