THE VIRGINIA SLIMS OPINION POLL: SELECTED DATA SURVEY CONDUCTED BY THE ROPER ORGANIZATION, JULY 22-AUGUST 12, 1989; N = 1,001 MEN AND 3,000 WOMEN.

Q. 85

LIFE'S SATISFACTIONS
(percent of women very satisfied, of those to whom item applies)

- Children: 66%
- Role as mother: 59%
- Friends: 59%
- Relationship with husband/man in life: 56%
- Freedom to choose how to live: 54%
- Role as wife: 50%
- Housing situation: 48%
- Sex life: 36%
- Education: 36%
- Employer: 36%
- Self-image: 35%
- Job/career: 35%
- Control over life: 31%
- Future opportunities in job/career: 30%
- Income: 18%

Q. 84

WHAT WOULD MAKE LIFE BETTER? MAINLY MONEY
(of women to whom item applies)

- More money: 60%
- More control over life: 28%
- More help from spouse: 26%
- More leisure: 25%
- More help from children: 17%
- Less stress at home: 17%
- Job/More interesting: 12%
- Different relationship: 8%
- More flexible work schedule: 7%
- Less pressure on job: 7%
- Stay home full time: 6%
- Better sex life: 3%
Q. 90

RELIEVING STRESS
(Percent who say they do item often or sometimes)

- Take bath or shower: 68%
- Read: 53%
- Talk on telephone: 29%
- Shop: 30%
- Go for walk: 30%
- Cook: 30%
- Exercise: 22%
- Have a drink: 12%
- Go to a bar: 12%

Q. 49

MATERNITY LEAVE: THE IDEAL
(Women's opinions)

- 6 weeks: 5%
- 3 months: 10%
- 6 months: 13%
- 1 year: 17%
- 2-3 years: 11%
- Until child enters school: 32%
- Until child is grown: 7%

Q. 31

PREFERENCES FOR MARRIAGE, CHILDREN AND CAREER

<table>
<thead>
<tr>
<th>All Women (in percent)</th>
<th>1974</th>
<th>1985</th>
<th>1989</th>
</tr>
</thead>
<tbody>
<tr>
<td>Combining marriage, career and children</td>
<td>52</td>
<td>63</td>
<td>57</td>
</tr>
<tr>
<td>Marrying and having children, but not having career</td>
<td>38</td>
<td>26</td>
<td>27</td>
</tr>
<tr>
<td>All others</td>
<td>7</td>
<td>8</td>
<td>12</td>
</tr>
<tr>
<td>Don’t know</td>
<td>3</td>
<td>2</td>
<td>5</td>
</tr>
</tbody>
</table>

Q. 27

PREFERENCE FOR A JOB COMPARED TO STAYING AT HOME
(ALL WOMEN)

For years 1970, 1980, 1985, and 1989, the pie charts illustrate the preferences of women for having a job or staying home. The data show a trend where more women prefer to have a job over staying at home, with slight variations across the years.
Conventional Women and Men: cover continued

Q. 87

WHO HAS INFLUENCED YOU THE MOST?
(in percent)

<table>
<thead>
<tr>
<th></th>
<th>Women</th>
<th>Men</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mother</td>
<td>53</td>
<td>42</td>
</tr>
<tr>
<td>Father</td>
<td>27</td>
<td>41</td>
</tr>
<tr>
<td>A good friend who is female</td>
<td>19</td>
<td>7</td>
</tr>
<tr>
<td>Spouse</td>
<td>19</td>
<td>17</td>
</tr>
<tr>
<td>A good friend who is male</td>
<td>7</td>
<td>14</td>
</tr>
</tbody>
</table>

Note: Small proportions (1% to 8% of all respondents) mentioned religious leaders, teachers, grandmothers and grandfathers, brothers and sisters, employers, etc.

Q. 34 A, B

RELOCATING FOR BETTER JOBS: WHO MOVES, WHO STAYS?
(in percent)

<table>
<thead>
<tr>
<th></th>
<th>1980</th>
<th>1985</th>
<th>1989</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Women</td>
<td>Men</td>
<td>Women</td>
</tr>
<tr>
<td>IF WIFE IS OFFERED THE JOB:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Husband should quite his job, relocate with wife, and try to get another job in new place</td>
<td>17</td>
<td>18</td>
<td>20</td>
</tr>
<tr>
<td>IF HUSBAND IS OFFERED THE JOB:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wife should quite her job, relocate with husband, and try to get another job in new place</td>
<td>77</td>
<td>68</td>
<td>72</td>
</tr>
</tbody>
</table>

Q. 66

WOMEN'S REASONS FOR WORKING
(Other, Don't know omitted)

<table>
<thead>
<tr>
<th></th>
<th>1989</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Employed Women</td>
</tr>
<tr>
<td></td>
<td>(in percent)</td>
</tr>
<tr>
<td></td>
<td>All</td>
</tr>
<tr>
<td>To support self</td>
<td>24</td>
</tr>
<tr>
<td>To support family</td>
<td>31</td>
</tr>
<tr>
<td>To bring in extra money</td>
<td>32</td>
</tr>
<tr>
<td>For something interesting to do</td>
<td>8</td>
</tr>
</tbody>
</table>