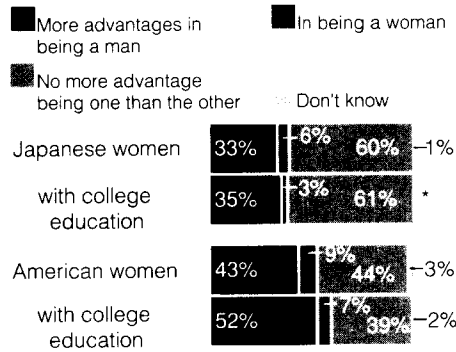


Worlds Apart In Many Areas

American women are more inclined than their Japanese counterparts to express unease about aspects of their status—more inclined, for example, to say that there are more advantages to being a man than being a woman. On social issues, like abortion, Americans are somewhat more conservative than Japanese.

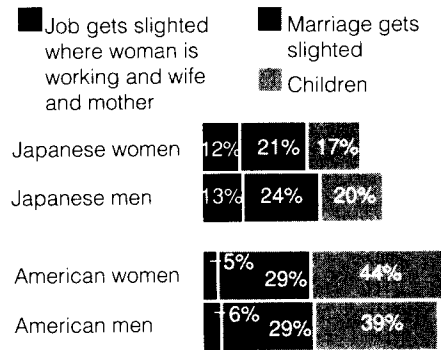
Question: **All things considered, in our society today, do you think there are more advantages in being a man, or more advantages in being a woman, or that there are no more advantages in being one than the other?**

In society today, think there are...



Note: * = less than .5%

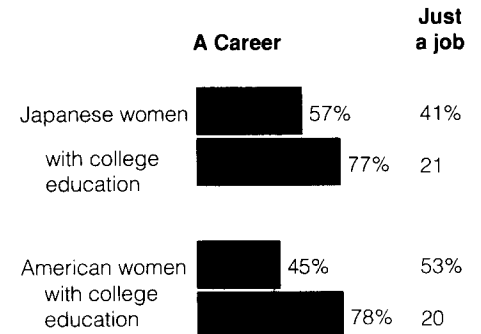
Question: **In today's family where the woman is both a working woman, a wife, and a mother, which one of the three do you think gets slighted the most—the job, the marriage, or the children, or don't you think any of them get slighted?**



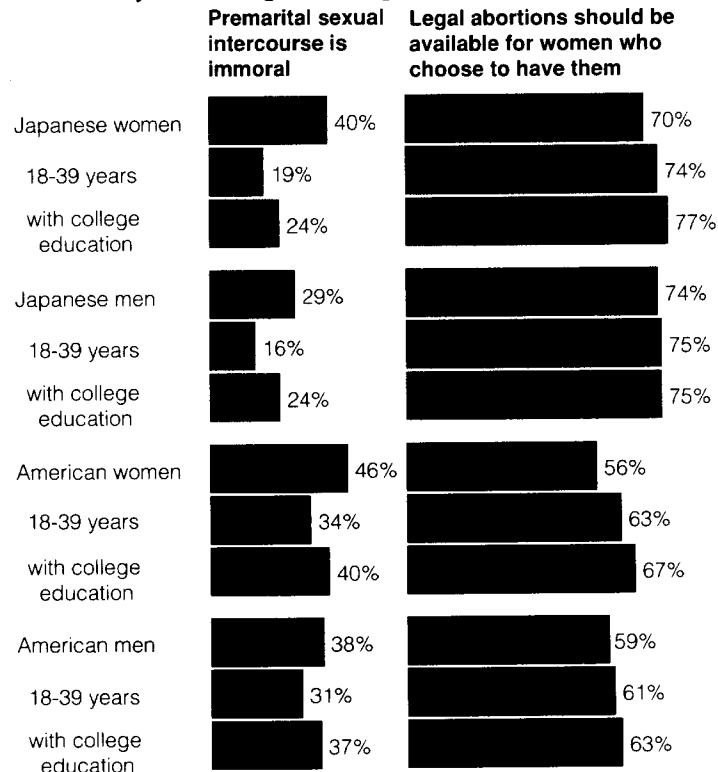
Note: Twenty-four percent of Japanese women, compared to 14% of American women said they didn't think anything got slighted.

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

Consider work to be...



Question: **Now let me read you some statements. For each please tell me whether you tend to agree or disagree...**

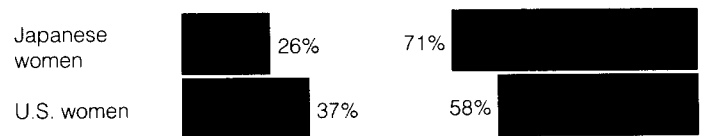


Question: **As we prepare to enter the 1990s, do you think there is a need for a strong and organized women's movement to work for further changes for women, or do you think changes will occur as a matter of course without any organized effort on the part of women?**

As we enter the 1990s...

Think there is a need for a strong and organized women's movement to work for further changes for women

Think changes will occur as a matter of course



Source: Surveys by the Roper Organization (U.S., July-August 1989) and Dentsu, Inc. (Japan, July-August 1990) for Virginia Slims.