YouGov Survey Results

Sample Size: 2172
Fieldwork: 12-14 October 2010

		Gender		julesage					socialgrade_old		govregnew							
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
hpr_1. Which is most important to you?																		
Unweighted Base	2172	979	1193	254	319	352	383	864	1128	1044	521	328	224	282	461	95	210	51
Base	2172	1056	1116	351	351	383	386	701	1195	977	519	348	202	269	482	106	185	61
My career	4%	5%	3%	11%	6%	4%	1%	1%	5%	3%	3%	5%	1%	9%	3%	1%	3%	4%
My children/family	41%	36%	46%	25%	36%	55%	50%	40%	41%	41%	46%	39%	40%	30%	41%	43%	44%	53%
My husband/partner	20%	21%	20%	18%	24%	14%	15%	26%	21%	20%	20%	23%	22%	18%	22%	9%	18%	21%
Myself	7%	8%	5%	7%	7%	8%	6%	6%	8%	5%	6%	6%	3%	14%	6%	5%	4%	8%
All equally as important	24%	25%	24%	33%	23%	17%	25%	24%	22%	27%	21%	21%	30%	23%	24%	39%	28%	13%
Don't know/would rather not say	4%	5%	3%	6%	4%	3%	3%	4%	4%	4%	4%	6%	4%	6%	3%	3%	3%	1%
hpr_2. Was there a time in your life where you considered your career more important than anything else?																		
Unweighted Base	2024	896	1128	215	287	329	367	826	1040	984	491	298	213	248	436	92	197	*49*
Base	2003	948	1056	293	315	357	371	669	1097	906	484	311	192	231	452	102	173	*58*
Yes	23%	27%	20%	22%	27%	27%	21%	21%	27%	18%	24%	22%	26%	25%	23%	25%	17%	*28%*
No	71%	69%	72%	70%	70%	69%	75%	70%	69%	72%	71%	73%	66%	67%	72%	65%	76%	*64%*
Not relevant/don't work	6%	4%	8%	8%	4%	4%	4%	9%	4%	9%	5%	6%	8%	8%	5%	10%	7%	*8%*

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YouGov
What the world thinks

YouGov Survey Results

Sample Size: 2172
Fieldwork: 12-14 October 2010

		Gender		julesage					socialgrade_old		govregnew							
hpr_5. Who do you consider to be the most influential woman?	**Total**	**Male**	**Female**	**18-24**	**25-34**	**35-44**	**45-54**	**55+**	**ABC1**	**C2DE**	**North**	**Midlands**	**East**	**London**	**South**	**Wales**	**Scotland**	**Northern Ireland**
Unweighted Base	2172	979	1193	254	319	352	383	864	1128	1044	521	328	224	282	461	95	210	51
Base	2172	1056	1116	351	351	383	386	701	1195	977	519	348	202	269	482	106	185	61
Margaret Thatcher	26%	32%	20%	19%	22%	24%	28%	30%	27%	24%	24%	25%	28%	29%	27%	29%	18%	22%
Angelina Jolie	1%	1%	1%	1%	4%	1%	*	-	1%	1%	1%	1%	-	2%	*	2%	2%	-
Anna Wintour	*	*	*	1%	-	*	-	-	*	*	-	-	-	1%	*	-	-	1%
Oprah Winfrey	4%	3%	5%	6%	6%	5%	3%	2%	4%	4%	2%	2%	7%	9%	3%	3%	4%	4%
Condoleezza Rice	2%	1%	2%	1%	2%	1%	2%	2%	2%	1%	1%	2%	2%	1%	2%	2%	2%	2%
Mother Theresa	10%	10%	11%	8%	10%	11%	9%	12%	11%	10%	10%	11%	7%	8%	12%	9%	12%	15%
Virginia Woolf	*	*	1%	1%	*	*	-	*	*	*	*	*	*	1%	*	-	1%	-
Joan of Arc	3%	3%	2%	2%	3%	2%	4%	2%	3%	3%	2%	4%	4%	3%	2%	3%	3%	3%
Florence Nightingale	8%	7%	9%	7%	6%	7%	11%	8%	7%	10%	8%	11%	9%	6%	7%	2%	9%	15%
Anne Frank	3%	3%	3%	4%	5%	2%	4%	3%	3%	3%	4%	4%	3%	2%	3%	1%	4%	-
The Bronte Sisters	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	-	1%	1%	-	1%	-
Frida Kahlo	*	*	*	-	-	*	*	-	*	*	-	*	*	*	-	-	-	-
Kate Moss	*	*	*	1%	*	*	-	*	*	*	-	1%	1%	-	-	-	*	-
The Queen	12%	14%	10%	7%	9%	9%	11%	17%	12%	11%	14%	11%	12%	8%	10%	19%	15%	3%
Julie Walters	1%	*	1%	1%	1%	1%	1%	*	1%	*	1%	-	1%	1%	1%	-	1%	-
J.K Rowling	5%	4%	5%	10%	5%	6%	2%	2%	4%	5%	6%	3%	5%	4%	4%	10%	4%	6%
Madonna	1%	1%	1%	2%	2%	1%	1%	-	1%	1%	1%	*	1%	1%	1%	1%	*	3%
Britney Spears	*	*	-	*	1%	-	-	-	*	*	*	-	-	*	-	-	1%	-
Michelle Obama	5%	3%	6%	6%	6%	4%	5%	4%	4%	5%	3%	5%	5%	6%	5%	1%	6%	5%
Joanna Lumley	4%	3%	5%	3%	4%	3%	4%	6%	5%	4%	5%	3%	6%	4%	5%	4%	4%	4%
Lady GaGa	1%	2%	1%	3%	2%	3%	*	*	1%	2%	2%	2%	-	2%	1%	1%	1%	6%
Heidi Klum	*	-	*	*	-	-	-	-	-	*	-	-	1%	-	-	-	-	-
Kirsty Wark	*	*	*	1%	-	-	1%	-	*	*	*	-	-	-	*	-	-	5%
Anita Roddick	2%	1%	3%	2%	2%	4%	2%	1%	2%	1%	2%	1%	2%	2%	3%	-	1%	-
Germain Greer	2%	1%	3%	2%	*	4%	4%	2%	3%	2%	2%	3%	1%	2%	3%	3%	2%	2%
Other, please specify	9%	9%	9%	11%	9%	10%	7%	8%	8%	10%	9%	10%	8%	9%	9%	9%	10%	7%

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hpr_6. Which of the following words would you say describe the woman you cited as being the most influential? You may choose up to 5 options.

		Gender		julesage					socialgrade_old		govregnew							
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Unweighted Base	2172	979	1193	254	319	352	383	864	1128	1044	521	328	224	282	461	95	210	51
Base	2172	1056	1116	351	351	383	386	701	1195	977	519	348	202	269	482	106	185	61
Ambitious	31%	29%	32%	42%	39%	29%	26%	25%	30%	31%	32%	28%	32%	38%	31%	26%	24%	26%
Independent	35%	32%	38%	34%	41%	34%	35%	32%	36%	33%	34%	31%	34%	40%	36%	39%	34%	24%
Rich	11%	12%	11%	14%	13%	13%	9%	10%	11%	12%	12%	10%	13%	17%	6%	15%	13%	11%
Pretty	3%	4%	2%	7%	2%	2%	2%	2%	2%	4%	4%	2%	3%	2%	2%	1%	4%	5%
Successful	39%	37%	40%	47%	44%	40%	35%	33%	40%	37%	38%	38%	41%	45%	37%	29%	35%	49%
Committed	61%	59%	62%	52%	53%	53%	66%	70%	62%	59%	59%	61%	62%	50%	65%	65%	65%	62%
Talented	20%	23%	18%	19%	24%	22%	16%	20%	21%	19%	22%	21%	13%	23%	16%	21%	20%	39%
Self-made	20%	20%	20%	21%	20%	24%	19%	18%	21%	19%	18%	18%	20%	22%	23%	21%	18%	20%
Kind	16%	16%	17%	17%	17%	14%	17%	16%	15%	17%	16%	20%	11%	12%	19%	13%	17%	18%
Funny	4%	4%	5%	2%	5%	6%	3%	4%	4%	4%	5%	2%	4%	7%	3%	4%	5%	2%
Generous	14%	15%	13%	19%	13%	19%	10%	12%	13%	15%	15%	16%	11%	16%	13%	16%	11%	15%
Intelligent	44%	42%	46%	42%	39%	43%	48%	46%	45%	42%	41%	41%	43%	45%	47%	47%	44%	47%
Hard working	58%	56%	60%	53%	52%	58%	62%	61%	59%	57%	56%	57%	59%	57%	60%	64%	55%	66%
Ethical	23%	21%	25%	24%	21%	23%	24%	24%	26%	20%	23%	24%	22%	20%	25%	19%	29%	19%
Caring	27%	26%	28%	18%	24%	24%	30%	33%	25%	29%	25%	32%	31%	17%	26%	29%	35%	26%
Other, please specify	6%	6%	5%	5%	3%	6%	6%	7%	6%	5%	5%	6%	7%	5%	6%	7%	6%	1%

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hpr_7. And which of these women, if any, do you also consider to be influential? You may choose a maximum of three options.

		Gender		julesage					socialgrade_old		govregnew							
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Unweighted Base	2172	979	1193	254	319	352	383	864	1128	1044	521	328	224	282	461	95	210	51
Base	2172	1056	1116	351	351	383	386	701	1195	977	519	348	202	269	482	106	185	61
Margaret Thatcher	32%	37%	27%	29%	30%	30%	31%	37%	34%	30%	30%	34%	36%	29%	34%	30%	31%	34%
Angelina Jolie	4%	3%	5%	8%	6%	6%	2%	1%	4%	4%	5%	4%	4%	6%	3%	4%	2%	5%
Anna Wintour	2%	1%	2%	4%	3%	1%	1%	*	2%	2%	2%	-	2%	3%	1%	-	3%	1%
Oprah Winfrey	14%	13%	14%	16%	20%	17%	11%	10%	15%	12%	10%	15%	15%	24%	11%	10%	12%	20%
Condoleezza Rice	9%	11%	8%	6%	12%	9%	8%	10%	10%	8%	10%	7%	9%	10%	8%	18%	10%	17%
Mother Theresa	25%	25%	26%	23%	25%	21%	25%	28%	25%	26%	25%	25%	25%	26%	25%	33%	22%	22%
Virginia Woolf	1%	1%	1%	3%	2%	*	1%	*	1%	1%	1%	*	1%	3%	1%	1%	1%	2%
Joan of Arc	7%	8%	6%	6%	10%	9%	7%	6%	6%	8%	7%	7%	6%	5%	10%	5%	9%	9%
Florence Nightingale	26%	24%	28%	20%	18%	23%	30%	32%	26%	26%	24%	28%	30%	21%	29%	30%	24%	19%
Anne Frank	11%	10%	12%	11%	13%	10%	13%	10%	10%	12%	12%	12%	14%	10%	11%	11%	11%	7%
The Bronte Sisters	4%	3%	5%	7%	2%	5%	2%	3%	4%	4%	4%	5%	4%	4%	3%	3%	4%	9%
Frida Kahlo	1%	1%	1%	2%	2%	1%	*	*	1%	1%	1%	1%	*	3%	*	-	2%	2%
Kate Moss	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	*	-	1%	-
The Queen	24%	26%	22%	16%	17%	18%	27%	32%	25%	22%	25%	23%	26%	19%	28%	18%	18%	18%
Julie Walters	4%	3%	6%	6%	4%	5%	5%	3%	3%	6%	4%	4%	5%	6%	5%	6%	2%	8%
J.K Rowling	13%	13%	13%	20%	16%	13%	11%	9%	12%	15%	12%	11%	12%	14%	12%	14%	18%	18%
Madonna	4%	4%	4%	6%	7%	6%	3%	1%	4%	4%	5%	4%	4%	5%	4%	3%	1%	4%
Britney Spears	1%	1%	1%	2%	1%	*	1%	*	1%	1%	1%	1%	-	1%	1%	-	*	-
Michelle Obama	13%	13%	13%	16%	16%	11%	12%	11%	15%	11%	14%	12%	8%	16%	11%	17%	12%	18%
Joanna Lumley	12%	10%	14%	7%	9%	12%	15%	15%	14%	11%	12%	14%	10%	12%	13%	11%	12%	15%
Lady GaGa	3%	3%	3%	9%	5%	3%	1%	1%	2%	4%	3%	2%	2%	6%	4%	2%	1%	2%
Heidi Klum	1%	*	1%	*	1%	1%	1%	*	1%	*	1%	1%	-	*	*	1%	*	2%
Kirsty Wark	1%	2%	1%	2%	3%	1%	*	2%	2%	1%	1%	*	*	1%	2%	-	5%	5%
Anita Roddick	8%	5%	9%	4%	8%	10%	9%	7%	9%	6%	8%	5%	9%	10%	9%	7%	4%	6%
Germain Greer	8%	6%	10%	6%	8%	9%	9%	8%	10%	5%	8%	8%	9%	8%	7%	8%	10%	5%
Other, please specify	6%	6%	6%	6%	3%	7%	7%	8%	6%	7%	4%	8%	6%	7%	7%	7%	8%	2%

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		Gender		julesage					socialgrade_old		govregnew							
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
hpr_8. Do you feel you get enough support around the house (eg. cleaning, cooking, etc.) from your partner, husband or wife?																		
Unweighted Base	2172	979	1193	254	319	352	383	864	1128	1044	521	328	224	282	461	95	210	51
Base	2172	1056	1116	351	351	383	386	701	1195	977	519	348	202	269	482	106	185	61
Yes	60%	70%	51%	52%	60%	60%	57%	66%	61%	60%	58%	60%	60%	56%	63%	59%	65%	61%
No	22%	12%	32%	18%	25%	24%	29%	19%	23%	21%	26%	23%	18%	24%	21%	25%	18%	20%
Don't know	10%	10%	10%	22%	8%	7%	7%	8%	8%	12%	9%	7%	13%	13%	9%	12%	10%	14%
Would rather not say	7%	8%	7%	8%	7%	8%	7%	7%	8%	7%	6%	10%	10%	7%	7%	4%	7%	5%
hpr_9. Where else do you feel you get the most help around the house (eg. cleaning, cooking, etc.)? Please choose all that apply.																		
Unweighted Base	2172	979	1193	254	319	352	383	864	1128	1044	521	328	224	282	461	95	210	51
Base	2172	1056	1116	351	351	383	386	701	1195	977	519	348	202	269	482	106	185	61
Mother	16%	18%	14%	48%	23%	18%	5%	1%	12%	21%	15%	16%	13%	17%	17%	13%	14%	29%
Father	6%	8%	4%	17%	10%	5%	1%	*	4%	8%	6%	7%	5%	7%	5%	4%	4%	4%
Sibling	6%	7%	6%	9%	5%	4%	7%	7%	4%	9%	5%	5%	6%	8%	5%	12%	9%	6%
Partner/husband/wife	46%	51%	42%	23%	47%	51%	50%	52%	48%	44%	45%	48%	50%	36%	49%	43%	51%	41%
Grandmother	1%	1%	1%	2%	1%	1%	1%	*	*	1%	2%	*	*	1%	1%	1%	1%	-
Grandfather	*	*	*	1%	*	-	*	-	*	1%	*	-	*	1%	*	-	-	-
Cleaner	4%	4%	4%	3%	4%	3%	3%	5%	5%	2%	4%	1%	3%	9%	5%	1%	2%	2%
Baby sitter	*	-	*	-	*	-	-	-	*	-	-	-	-	1%	-	-	-	-
Au pair	*	*	*	1%	*	*	*	*	*	*	*	-	1%	*	*	-	1%	2%
Friends	8%	9%	8%	21%	9%	4%	6%	5%	8%	9%	7%	7%	11%	12%	8%	5%	9%	8%
Colleagues	1%	1%	*	1%	2%	-	*	1%	1%	1%	1%	1%	*	1%	-	1%	1%	-
Other, please specify	25%	17%	33%	9%	20%	27%	32%	32%	30%	20%	28%	28%	25%	27%	22%	27%	21%	16%

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		Gender		julesage					socialgrade_old		govregnew							
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
hpr_10. Do you have a plan for the future or do you intend on playing it by ear?																		
Unweighted Base	2172	979	1193	254	319	352	383	864	1128	1044	521	328	224	282	461	95	210	51
Base	2172	1056	1116	351	351	383	386	701	1195	977	519	348	202	269	482	106	185	61
Play it by ear	64%	62%	66%	45%	59%	68%	68%	72%	64%	64%	68%	65%	64%	60%	61%	65%	67%	64%
Have a plan	27%	28%	25%	43%	33%	21%	24%	20%	28%	25%	23%	25%	26%	28%	31%	27%	25%	33%
Don't know/would rather not say	9%	9%	9%	12%	8%	11%	8%	8%	8%	11%	10%	9%	9%	12%	8%	9%	8%	4%
hpr_11. How far ahead is your plan for your future?																		
Unweighted Base	554	265	289	106	111	75	90	172	317	237	116	78	57	81	134	*25*	*49*	*14*
Base	577	300	277	150	116	79	93	139	335	243	118	88	53	74	149	*28*	*47*	*20*
One day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
One week	1%	1%	1%	-	1%	1%	-	2%	1%	1%	-	1%	-	2%	1%	-	*2%*	-
One month	1%	1%	1%	1%	2%	3%	1%	*	1%	2%	3%	-	4%	3%	-	-	*1%*	-
Three months	3%	3%	2%	4%	3%	3%	-	2%	2%	3%	1%	3%	3%	5%	3%	-	*2%*	-
Six months	4%	4%	4%	4%	1%	7%	4%	5%	3%	5%	7%	-	3%	2%	6%	*10%*	*1%*	-
One year plan	22%	21%	23%	24%	17%	22%	20%	26%	22%	23%	16%	24%	15%	20%	24%	*30%*	*33%*	*23%*
Five year plan	41%	40%	42%	44%	52%	41%	35%	32%	42%	39%	41%	50%	40%	43%	38%	*30%*	*34%*	*42%*
Ten year plan	16%	17%	15%	16%	14%	11%	25%	16%	18%	14%	19%	11%	16%	17%	17%	*9%*	*15%*	*25%*
Twenty year plan	5%	4%	6%	3%	2%	4%	7%	8%	6%	3%	6%	4%	7%	2%	5%	*7%*	*7%*	-
Thirty year plan	3%	3%	2%	2%	3%	5%	2%	3%	3%	3%	3%	1%	3%	3%	1%	*8%*	*5%*	*5%*
Other	2%	2%	2%	-	2%	-	5%	3%	2%	2%	3%	1%	2%	1%	2%	-	-	*5%*
Don't know/would rather not say	3%	3%	2%	2%	3%	3%	1%	4%	1%	4%	2%	4%	7%	2%	2%	*6%*	-	-
hpr_12. What is your dream in life?																		
Unweighted Base	2172	979	1193	254	319	352	383	864	1128	1044	521	328	224	282	461	95	210	51
Base	2172	1056	1116	351	351	383	386	701	1195	977	519	348	202	269	482	106	185	61
Meeting the ideal partner	7%	8%	5%	13%	11%	6%	5%	3%	7%	6%	5%	8%	8%	6%	7%	7%	8%	10%
Settling down	4%	3%	5%	15%	7%	1%	1%	*	3%	5%	4%	3%	5%	4%	5%	-	2%	9%
Having lots of children	3%	2%	4%	7%	9%	2%	1%	-	3%	3%	2%	2%	4%	4%	3%	1%	5%	1%
Having lots of money	15%	15%	15%	8%	19%	19%	15%	14%	14%	16%	18%	17%	12%	12%	15%	18%	11%	8%
Working part-time	2%	1%	2%	*	2%	2%	2%	1%	2%	1%	1%	3%	1%	1%	1%	1%	2%	-
Having a successful career	9%	11%	6%	30%	11%	8%	1%	1%	7%	11%	9%	6%	5%	17%	7%	5%	7%	13%
Living a less stressful life	26%	25%	28%	10%	21%	30%	34%	31%	27%	25%	24%	29%	24%	27%	29%	24%	25%	30%
Having more time for myself	9%	9%	9%	1%	5%	10%	15%	11%	10%	8%	10%	6%	10%	8%	9%	17%	11%	4%
I do not have a dream	12%	14%	11%	4%	5%	10%	12%	22%	12%	13%	13%	11%	14%	8%	13%	12%	16%	14%
Other, please specify	13%	12%	14%	12%	10%	12%	13%	16%	14%	12%	14%	14%	16%	12%	12%	15%	12%	12%

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		Gender		julesage					socialgrade_old		govregnew							
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
hpr_13. Do you think there are enough positive female role models nowadays?																		
Unweighted Base	2172	979	1193	254	319	352	383	864	1128	1044	521	328	224	282	461	95	210	51
Base	2172	1056	1116	351	351	383	386	701	1195	977	519	348	202	269	482	106	185	61
Yes	39%	43%	35%	34%	41%	42%	39%	39%	39%	38%	42%	40%	34%	37%	40%	40%	33%	38%
No	43%	36%	49%	50%	41%	43%	44%	39%	44%	41%	38%	40%	50%	51%	42%	36%	46%	48%
I don't know/would rather not say	18%	22%	15%	16%	18%	16%	17%	22%	16%	20%	20%	20%	17%	11%	18%	24%	20%	14%
hpr_14. Which of the following do you think women spend too long on the following nowadays? Please choose all that apply.																		
Unweighted Base	2172	979	1193	254	319	352	383	864	1128	1044	521	328	224	282	461	95	210	51
Base	2172	1056	1116	351	351	383	386	701	1195	977	519	348	202	269	482	106	185	61
Thinking about themselves	28%	24%	31%	27%	21%	25%	25%	34%	28%	27%	27%	23%	28%	29%	32%	21%	26%	38%
Spending too much time at work	24%	16%	32%	22%	25%	26%	29%	22%	26%	22%	24%	23%	30%	22%	23%	25%	27%	27%
Spending too much time pampering with massages	20%	19%	22%	14%	13%	18%	24%	26%	19%	21%	22%	22%	19%	20%	18%	25%	18%	15%
Spending too much time exercising	11%	8%	13%	7%	7%	10%	11%	15%	11%	11%	11%	10%	12%	11%	11%	9%	10%	11%
Spending too much time dieting	43%	33%	53%	51%	46%	41%	43%	40%	44%	43%	44%	39%	44%	43%	45%	36%	44%	47%
Spending too much money on clothes	36%	35%	38%	38%	32%	34%	38%	39%	37%	36%	34%	36%	37%	41%	36%	39%	37%	33%
Spending too much money on beauty products	42%	38%	46%	42%	37%	38%	46%	44%	44%	40%	38%	43%	42%	45%	41%	53%	41%	49%
Spending too much time going out with friends	8%	7%	10%	7%	5%	7%	9%	10%	7%	10%	8%	7%	7%	11%	7%	16%	6%	3%
Spending too much time with their children	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	1%	1%	1%	3%	2%	4%
Other, please specify	3%	3%	4%	3%	2%	4%	3%	4%	3%	4%	3%	4%	4%	5%	3%	2%	2%	1%
Don't know	22%	30%	14%	17%	24%	22%	22%	23%	22%	22%	23%	26%	20%	20%	21%	23%	19%	15%

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		Age Gender 16 plus								education_age						
	Total	Male 16-24	Male 25-39	Male 40-54	Male 55+	Female 16-24	Female 25-39	Female 40-54	Female 55+	15 or under	16	17-18	19	20+	Still at school/Full time student	Can't remember
hpr_1. Which is most important to you?																
Unweighted Base	2172	89	189	257	444	134	294	277	488	282	513	485	117	585	156	3
Base	2172	165	263	280	347	156	265	287	408	238	496	492	120	595	201	3
My career	4%	15%	7%	2%	2%	7%	5%	1%	*	*	1%	4%	7%	5%	10%	-
My children/family	41%	24%	37%	44%	35%	22%	47%	61%	44%	43%	49%	44%	33%	39%	22%	51%
My husband/partner	20%	13%	18%	16%	30%	24%	24%	12%	22%	22%	22%	18%	23%	20%	18%	-
Myself	7%	8%	10%	9%	7%	5%	5%	4%	5%	6%	4%	7%	7%	10%	4%	37%
All equally as important	24%	31%	22%	24%	24%	38%	17%	21%	25%	25%	21%	24%	24%	21%	40%	12%
Don't know/would rather not say	4%	8%	5%	5%	3%	4%	2%	1%	4%	4%	3%	3%	6%	4%	6%	-
hpr_2. Was there a time in your life where you considered your career more important than anything else?																
Unweighted Base	2024	69	165	239	423	119	272	271	466	270	496	457	104	531	133	3
Base	2003	126	231	260	331	140	246	281	389	227	477	459	105	538	169	3
Yes	23%	23%	28%	26%	28%	18%	28%	21%	16%	14%	20%	23%	25%	31%	21%	12%
No	71%	72%	70%	71%	66%	70%	68%	73%	74%	73%	73%	73%	70%	66%	70%	51%
Not relevant/don't work	6%	5%	3%	2%	7%	12%	4%	7%	10%	13%	7%	4%	5%	3%	9%	37%

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hpr_5. Who do you consider to be the most influential woman?

		Age Gender 16 plus								education_age						
	Total	Male 16-24	Male 25-39	Male 40-54	Male 55+	Female 16-24	Female 25-39	Female 40-54	Female 55+	15 or under	16	17-18	19	20+	Still at school/Full time student	Can't remember
Unweighted Base	2172	89	189	257	444	134	294	277	488	282	513	485	117	585	156	*3*
Base	2172	165	263	280	347	156	265	287	408	238	496	492	120	595	201	*3*
Margaret Thatcher	26%	28%	28%	32%	35%	13%	15%	23%	24%	26%	25%	26%	23%	27%	22%	-
Angelina Jolie	1%	-	2%	1%	-	2%	4%	1%	-	*	1%	1%	2%	1%	1%	-
Anna Wintour	*	-	1%	-	-	1%	*	-	-	-	-	-	-	*	1%	-
Oprah Winfrey	4%	4%	6%	2%	2%	7%	8%	4%	2%	2%	4%	3%	1%	5%	8%	-
Condoleezza Rice	2%	-	1%	1%	2%	2%	2%	3%	2%	2%	1%	2%	-	3%	1%	-
Mother Theresa	10%	6%	11%	12%	10%	9%	9%	8%	15%	14%	11%	13%	7%	9%	7%	-
Virginia Woolf	*	1%	*	-	-	2%	*	-	*	*	-	*	-	1%	1%	-
Joan of Arc	3%	2%	2%	5%	3%	3%	3%	2%	1%	3%	2%	3%	4%	3%	1%	-
Florence Nightingale	8%	4%	6%	10%	6%	11%	6%	10%	11%	11%	11%	8%	9%	6%	7%	-
Anne Frank	3%	3%	3%	4%	3%	5%	5%	1%	3%	2%	4%	3%	3%	3%	3%	-
The Bronte Sisters	1%	1%	2%	-	*	-	1%	1%	1%	-	1%	1%	2%	1%	-	-
Frida Kahlo	*	-	*	*	-	-	-	*	-	-	*	-	-	*	-	-
Kate Moss	*	1%	-	-	-	1%	1%	-	*	-	*	*	-	*	2%	-
The Queen	12%	13%	12%	10%	18%	2%	4%	10%	16%	15%	13%	11%	9%	11%	9%	-
Julie Walters	1%	-	*	*	-	1%	1%	2%	*	1%	*	*	-	1%	1%	-
J.K Rowling	5%	11%	4%	4%	2%	7%	8%	5%	2%	2%	5%	5%	7%	3%	7%	-
Madonna	1%	2%	1%	*	-	1%	3%	*	-	-	*	1%	1%	1%	2%	-
Britney Spears	*	1%	1%	-	-	-	-	-	-	-	-	*	-	*	1%	-
Michelle Obama	5%	5%	1%	3%	4%	7%	8%	6%	3%	2%	5%	4%	6%	5%	7%	-
Joanna Lumley	4%	1%	3%	3%	4%	5%	5%	5%	7%	7%	4%	4%	5%	3%	2%	*12%*
Lady GaGa	1%	3%	3%	2%	-	3%	2%	*	*	1%	*	1%	3%	3%	2%	*51%*
Heidi Klum	*	-	-	-	-	1%	-	-	-	-	-	*	-	-	-	-
Kirsty Wark	*	2%	-	*	*	1%	-	-	-	-	-	-	-	*	2%	-
Anita Roddick	2%	-	1%	-	1%	3%	4%	5%	2%	1%	1%	2%	2%	3%	3%	-
Germain Greer	2%	1%	*	2%	1%	1%	3%	4%	4%	2%	2%	1%	3%	4%	2%	-
Other, please specify	9%	11%	10%	8%	9%	13%	8%	9%	8%	8%	8%	10%	14%	9%	9%	*37%*

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		Age Gender 16 plus								education_age						
	Total	Male 16-24	Male 25-39	Male 40-54	Male 55+	Female 16-24	Female 25-39	Female 40-54	Female 55+	15 or under	16	17-18	19	20+	Still at school/Full time student	Can't remember
hpr_6. Which of the following words would you say describe the woman you cited as being the most influential? You may choose up to 5 options.																
Unweighted Base	2172	89	189	257	444	134	294	277	488	282	513	485	117	585	156	*3*
Base	2172	165	263	280	347	156	265	287	408	238	496	492	120	595	201	*3*
Ambitious	31%	36%	34%	25%	25%	49%	40%	29%	24%	22%	25%	31%	28%	37%	36%	*51%*
Independent	35%	27%	33%	32%	32%	43%	40%	40%	33%	29%	32%	33%	46%	38%	35%	*51%*
Rich	11%	19%	15%	7%	11%	10%	13%	11%	9%	10%	11%	11%	9%	12%	12%	-
Pretty	3%	9%	3%	3%	3%	4%	2%	1%	1%	2%	3%	3%	3%	3%	4%	-
Successful	39%	48%	38%	34%	33%	47%	51%	38%	33%	33%	35%	41%	30%	42%	44%	*51%*
Committed	61%	49%	54%	61%	67%	53%	51%	66%	70%	66%	62%	65%	63%	57%	50%	*12%*
Talented	20%	23%	28%	20%	21%	15%	22%	13%	19%	20%	17%	21%	15%	24%	19%	*63%*
Self-made	20%	23%	21%	21%	18%	20%	23%	21%	16%	15%	21%	20%	18%	21%	23%	-
Kind	16%	15%	15%	16%	16%	17%	17%	16%	18%	19%	19%	19%	13%	11%	14%	-
Funny	4%	1%	5%	3%	4%	3%	6%	3%	5%	6%	3%	4%	3%	6%	2%	-
Generous	14%	21%	17%	14%	12%	16%	14%	12%	13%	12%	14%	18%	14%	11%	17%	*12%*
Intelligent	44%	39%	37%	42%	46%	47%	41%	50%	46%	41%	42%	45%	42%	46%	46%	*12%*
Hard working	58%	48%	55%	59%	58%	59%	52%	63%	63%	59%	59%	60%	62%	56%	59%	-
Ethical	23%	20%	21%	23%	21%	26%	22%	25%	26%	20%	22%	25%	27%	24%	21%	*12%*
Caring	27%	17%	24%	30%	29%	17%	25%	25%	36%	37%	31%	29%	23%	21%	17%	-
Other, please specify	6%	4%	4%	6%	8%	6%	3%	7%	6%	6%	5%	5%	6%	7%	5%	*37%*

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hpr_7. And which of these women, if any, do you also consider to be influential? You may choose a maximum of three options.

		Age Gender 16 plus								education_age						
	Total	Male 16-24	Male 25-39	Male 40-54	Male 55+	Female 16-24	Female 25-39	Female 40-54	Female 55+	15 or under	16	17-18	19	20+	Still at school/Full time student	Can't remember
Unweighted Base	2172	89	189	257	444	134	294	277	488	282	513	485	117	585	156	*3*
Base	2172	165	263	280	347	156	265	287	408	238	496	492	120	595	201	*3*
Margaret Thatcher	32%	38%	34%	34%	42%	22%	25%	25%	32%	32%	29%	31%	34%	34%	35%	*12%*
Angelina Jolie	4%	6%	4%	3%	1%	8%	9%	5%	2%	2%	3%	5%	4%	5%	5%	-
Anna Wintour	2%	3%	2%	2%	-	5%	3%	1%	1%	-	1%	1%	4%	3%	4%	-
Oprah Winfrey	14%	16%	16%	14%	10%	15%	21%	12%	11%	6%	10%	16%	14%	18%	13%	-
Condoleezza Rice	9%	8%	14%	9%	13%	6%	7%	7%	9%	9%	8%	7%	10%	12%	10%	-
Mother Theresa	25%	28%	28%	19%	26%	19%	23%	26%	29%	32%	28%	21%	30%	23%	23%	*12%*
Virginia Woolf	1%	2%	1%	*	*	4%	2%	1%	*	-	*	2%	*	1%	4%	-
Joan of Arc	7%	4%	13%	8%	7%	7%	7%	7%	5%	5%	8%	7%	11%	8%	6%	-
Florence Nightingale	26%	21%	20%	27%	26%	20%	20%	28%	37%	29%	30%	27%	26%	23%	17%	*51%*
Anne Frank	11%	9%	10%	12%	10%	13%	14%	11%	12%	13%	14%	11%	11%	9%	12%	-
The Bronte Sisters	4%	3%	2%	4%	2%	10%	5%	3%	4%	4%	3%	3%	3%	5%	8%	-
Frida Kahlo	1%	1%	2%	1%	*	2%	2%	1%	-	*	*	1%	3%	2%	1%	-
Kate Moss	1%	1%	1%	*	1%	2%	2%	*	1%	1%	1%	1%	2%	1%	1%	-
The Queen	24%	25%	17%	27%	32%	10%	13%	23%	31%	32%	26%	21%	20%	22%	21%	*51%*
Julie Walters	4%	4%	3%	4%	2%	11%	5%	6%	5%	5%	5%	4%	4%	3%	6%	-
J.K Rowling	13%	23%	13%	14%	9%	16%	21%	9%	9%	9%	12%	15%	10%	13%	18%	*12%*
Madonna	4%	5%	8%	4%	2%	5%	9%	3%	1%	3%	2%	5%	10%	4%	5%	-
Britney Spears	1%	3%	1%	1%	*	2%	1%	*	*	1%	1%	*	1%	*	2%	-
Michelle Obama	13%	16%	16%	9%	12%	18%	12%	15%	11%	11%	10%	11%	8%	17%	17%	-
Joanna Lumley	12%	6%	6%	12%	14%	9%	12%	16%	16%	14%	13%	14%	12%	12%	6%	-
Lady GaGa	3%	11%	4%	2%	1%	7%	5%	1%	1%	1%	2%	4%	3%	3%	9%	-
Heidi Klum	1%	-	-	1%	*	*	1%	1%	*	-	1%	*	2%	1%	-	-
Kirsty Wark	1%	2%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	3%	-
Anita Roddick	8%	3%	5%	7%	7%	6%	14%	9%	8%	6%	7%	8%	7%	10%	5%	-
Germain Greer	8%	1%	7%	9%	5%	11%	8%	10%	11%	5%	5%	8%	5%	12%	9%	-
Other, please specify	6%	4%	4%	8%	8%	9%	3%	7%	7%	8%	6%	7%	8%	4%	7%	*37%*

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		Age Gender 16 plus								education_age						
	Total	Male 16-24	Male 25-39	Male 40-54	Male 55+	Female 16-24	Female 25-39	Female 40-54	Female 55+	15 or under	16	17-18	19	20+	Still at school/Full time student	Can't remember
hpr_8. Do you feel you get enough support around the house (eg. cleaning, cooking, etc.) from your partner, husband or wife?																
Unweighted Base	2172	89	189	257	444	134	294	277	488	282	513	485	117	585	156	*3*
Base	2172	165	263	280	347	156	265	287	408	238	496	492	120	595	201	*3*
Yes	60%	52%	67%	71%	80%	51%	54%	45%	54%	62%	63%	57%	57%	64%	48%	*63%*
No	22%	13%	15%	14%	8%	23%	32%	42%	28%	23%	22%	26%	26%	20%	18%	-
Don't know	10%	26%	11%	6%	5%	18%	8%	6%	10%	8%	8%	8%	9%	10%	26%	-
Would rather not say	7%	9%	7%	10%	7%	8%	5%	7%	8%	7%	7%	8%	8%	7%	8%	*37%*
hpr_9. Where else do you feel you get the most help around the house (eg. cleaning, cooking, etc.)? Please choose all that apply.																
Unweighted Base	2172	89	189	257	444	134	294	277	488	282	513	485	117	585	156	3
Base	2172	165	263	280	347	156	265	287	408	238	496	492	120	595	201	*3*
Mother	16%	53%	25%	11%	1%	42%	21%	10%	1%	2%	9%	14%	25%	18%	43%	-
Father	6%	21%	13%	3%	1%	15%	5%	2%	*	-	3%	5%	11%	6%	18%	-
Sibling	6%	9%	6%	6%	7%	8%	5%	6%	6%	7%	8%	7%	7%	3%	10%	*51%*
Partner/husband/wife	46%	13%	48%	58%	65%	31%	48%	42%	42%	57%	57%	47%	40%	42%	17%	*63%*
Grandmother	1%	3%	1%	1%	*	1%	1%	*	*	1%	1%	*	1%	1%	2%	-
Grandfather	*	-	1%	-	-	1%	1%	*	-	-	*	-	-	*	1%	-
Cleaner	4%	3%	4%	3%	5%	5%	3%	2%	5%	3%	2%	3%	3%	6%	4%	-
Baby sitter	*	-	-	-	-	-	1%	-	-	-	-	-	1%	*	-	-
Au pair	*	1%	*	1%	*	-	*	*	*	-	*	*	*	*	1%	-
Friends	8%	23%	9%	5%	6%	22%	5%	6%	5%	6%	3%	9%	4%	9%	23%	-
Colleagues	1%	2%	2%	1%	1%	1%	*	-	1%	1%	1%	1%	-	*	1%	-
Other, please specify	25%	6%	16%	21%	20%	11%	28%	38%	42%	28%	26%	26%	28%	27%	12%	*37%*

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		Age Gender 16 plus								education_age						
	Total	Male 16-24	Male 25-39	Male 40-54	Male 55+	Female 16-24	Female 25-39	Female 40-54	Female 55+	15 or under	16	17-18	19	20+	Still at school/Full time student	Can't remember
hpr_10. Do you have a plan for the future or do you intend on playing it by ear?																
Unweighted Base	2172	89	189	257	444	134	294	277	488	282	513	485	117	585	156	*3*
Base	2172	165	263	280	347	156	265	287	408	238	496	492	120	595	201	*3*
Play it by ear	64%	44%	62%	64%	70%	45%	61%	71%	74%	75%	71%	68%	63%	59%	38%	*63%*
Have a plan	27%	41%	28%	27%	24%	44%	31%	19%	17%	17%	17%	24%	26%	33%	51%	-
Don't know/would rather not say	9%	14%	10%	9%	6%	10%	8%	10%	9%	8%	12%	8%	11%	7%	11%	*37%*
hpr_11. How far ahead is your plan for your future?																
Unweighted Base	554	*36*	54	71	104	57	95	53	84	51	87	115	*32*	192	74	-
Base	577	*68*	74	76	82	69	83	55	70	41	85	118	*31*	198	102	-
One day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
One week	1%	-	-	1%	1%	-	2%	-	1%	3%	1%	1%	-	1%	-	-
One month	1%	-	2%	3%	1%	2%	3%	-	-	-	-	3%	*7%*	1%	-	-
Three months	3%	*3%*	6%	1%	3%	5%	1%	-	-	3%	1%	2%	-	3%	5%	-
Six months	4%	*5%*	5%	2%	5%	1%	3%	7%	3%	6%	7%	5%	*1%*	2%	3%	-
One year plan	22%	*25%*	19%	18%	22%	24%	19%	23%	28%	28%	21%	24%	*20%*	19%	27%	-
Five year plan	41%	*47%*	44%	32%	36%	40%	56%	42%	28%	28%	49%	35%	*42%*	41%	44%	-
Ten year plan	16%	*12%*	18%	23%	17%	21%	6%	17%	18%	18%	9%	15%	*15%*	21%	16%	-
Twenty year plan	5%	*1%*	-	8%	8%	5%	3%	4%	11%	2%	5%	10%	*3%*	4%	2%	-
Thirty year plan	3%	*4%*	4%	5%	2%	-	3%	2%	3%	-	2%	2%	*6%*	4%	1%	-
Other	2%	-	2%	3%	1%	-	1%	4%	4%	10%	1%	2%	*3%*	1%	-	-
Don't know/would rather not say	3%	*3%*	1%	3%	4%	2%	3%	-	4%	2%	4%	1%	*2%*	2%	3%	-
hpr_12. What is your dream in life?																
Unweighted Base	2172	89	189	257	444	134	294	277	488	282	513	485	117	585	156	*3*
Base	2172	165	263	280	347	156	265	287	408	238	496	492	120	595	201	*3*
Meeting the ideal partner	7%	16%	12%	7%	2%	8%	8%	2%	5%	4%	3%	5%	13%	10%	10%	-
Settling down	4%	10%	5%	1%	-	19%	7%	1%	*	*	1%	3%	4%	5%	13%	-
Having lots of children	3%	2%	5%	2%	-	10%	10%	-	-	-	1%	4%	*	4%	6%	-
Having lots of money	15%	10%	16%	17%	15%	6%	18%	19%	14%	14%	20%	15%	19%	13%	6%	-
Working part-time	2%	-	1%	2%	2%	1%	4%	2%	1%	1%	2%	1%	2%	3%	1%	-
Having a successful career	9%	36%	15%	4%	2%	26%	9%	2%	1%	1%	2%	5%	3%	12%	36%	-
Living a less stressful life	26%	11%	21%	30%	29%	10%	22%	39%	32%	31%	32%	30%	22%	23%	11%	*51%*
Having more time for myself	9%	1%	8%	11%	11%	1%	4%	14%	13%	11%	11%	10%	6%	9%	1%	*12%*
I do not have a dream	12%	3%	7%	13%	23%	4%	5%	8%	20%	20%	16%	12%	16%	9%	4%	-
Other, please specify	13%	10%	10%	12%	15%	15%	12%	13%	16%	17%	11%	14%	16%	13%	12%	*37%*

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YouGov
What the world thinks

YouGov Survey Results

Sample Size: 2172
Fieldwork: 12-14 October 2010

		Age Gender 16 plus								education_age						
	Total	Male 16-24	Male 25-39	Male 40-54	Male 55+	Female 16-24	Female 25-39	Female 40-54	Female 55+	15 or under	16	17-18	19	20+	Still at school/Full time student	Can't remember
hpr_13. Do you think there are enough positive female role models nowadays?																
Unweighted Base	2172	89	189	257	444	134	294	277	488	282	513	485	117	585	156	*3*
Base	2172	165	263	280	347	156	265	287	408	238	496	492	120	595	201	*3*
Yes	39%	42%	46%	41%	41%	27%	39%	36%	36%	36%	40%	42%	42%	36%	39%	*63%*
No	43%	33%	34%	42%	34%	65%	49%	47%	45%	40%	39%	41%	36%	49%	46%	-
I don't know/would rather not say	18%	26%	19%	17%	25%	8%	12%	17%	19%	24%	21%	16%	22%	15%	15%	*37%*
hpr_14. Which of the following do you think women spend too long on the following nowadays? Please choose all that apply.																
Unweighted Base	2172	89	189	257	444	134	294	277	488	282	513	485	117	585	156	*3*
Base	2172	165	263	280	347	156	265	287	408	238	496	492	120	595	201	*3*
Thinking about themselves	28%	28%	21%	20%	29%	28%	23%	31%	37%	36%	27%	30%	32%	24%	27%	*12%*
Spending too much time at work	24%	16%	14%	18%	16%	25%	37%	38%	29%	24%	26%	25%	25%	24%	21%	-
Spending too much time pampering with massages	20%	19%	17%	19%	19%	8%	12%	24%	31%	29%	24%	17%	20%	17%	15%	-
Spending too much time exercising	11%	4%	7%	9%	10%	8%	10%	13%	17%	16%	14%	12%	13%	7%	5%	-
Spending too much time dieting	43%	36%	36%	36%	28%	68%	57%	47%	49%	41%	41%	43%	47%	44%	51%	-
Spending too much money on clothes	36%	37%	35%	34%	35%	39%	32%	37%	41%	43%	37%	35%	29%	36%	37%	-
Spending too much money on beauty products	42%	38%	38%	38%	37%	46%	39%	47%	49%	43%	44%	39%	40%	44%	37%	-
Spending too much time going out with friends	8%	9%	6%	7%	6%	7%	5%	10%	14%	16%	9%	8%	6%	6%	7%	-
Spending too much time with their children	2%	3%	2%	2%	1%	1%	2%	2%	2%	-	2%	3%	3%	1%	2%	-
Other, please specify	3%	2%	2%	2%	4%	5%	4%	5%	3%	3%	4%	2%	3%	4%	4%	-
Don't know	22%	26%	32%	30%	30%	8%	12%	15%	16%	24%	23%	21%	22%	22%	17%	*88%*

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YouGov Survey Results

Sample Size: 2172
Fieldwork: 12-14 October 2010

		marital_stat						
	Total	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership
hpr_1. Which is most important to you?								
Unweighted Base	2172	1123	264	*41*	156	70	486	*17*
Base	2172	1034	276	*39*	139	61	592	*17*
My career	4%	1%	3%	*4%*	2%	-	10%	*23%*
My children/family	41%	48%	37%	*50%*	56%	65%	24%	*24%*
My husband/partner	20%	26%	34%	-	6%	2%	11%	*22%*
Myself	7%	2%	6%	*10%*	13%	8%	14%	-
All equally as important	24%	22%	18%	*31%*	18%	20%	33%	*27%*
Don't know/would rather not say	4%	2%	2%	*5%*	4%	4%	8%	*4%*
hpr_2. Was there a time in your life where you considered your career more important than anything else?								
Unweighted Base	2024	1094	251	*38*	146	67	402	*13*
Base	2003	1007	263	*35*	131	59	486	*12*
Yes	23%	24%	24%	*25%*	25%	15%	22%	-
No	71%	71%	71%	*73%*	72%	68%	69%	*85%*
Not relevant/don't work	6%	5%	5%	*3%*	3%	17%	9%	*15%*

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YouGov Survey Results

Sample Size: 2172
Fieldwork: 12-14 October 2010

		marital_stat						
	Total	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership
hpr_5. Who do you consider to be the most influential woman?								
Unweighted Base	2172	1123	264	*41*	156	70	486	*17*
Base	2172	1034	276	*39*	139	61	592	*17*
Margaret Thatcher	26%	30%	16%	*31%*	24%	23%	23%	*31%*
Angelina Jolie	1%	*	2%	*2%*	1%	-	2%	-
Anna Wintour	*	-	1%	-	-	-	*	-
Oprah Winfrey	4%	3%	4%	*7%*	3%	2%	6%	*11%*
Condoleezza Rice	2%	2%	3%	-	1%	1%	1%	-
Mother Theresa	10%	12%	7%	*12%*	7%	21%	8%	*6%*
Virginia Woolf	*	*	*	-	-	-	1%	-
Joan of Arc	3%	2%	5%	*3%*	*	2%	3%	-
Florence Nightingale	8%	9%	9%	*5%*	10%	5%	7%	-
Anne Frank	3%	3%	3%	*4%*	2%	3%	4%	*8%*
The Bronte Sisters	1%	*	1%	*2%*	1%	-	1%	-
Frida Kahlo	*	*	-	-	-	-	*	-
Kate Moss	*	*	*	-	-	-	1%	-
The Queen	12%	13%	6%	*14%*	15%	22%	10%	-
Julie Walters	1%	*	2%	*3%*	-	-	*	*8%*
J.K Rowling	5%	4%	8%	-	3%	-	6%	-
Madonna	1%	*	1%	*4%*	-	-	2%	-
Britney Spears	*	-	-	-	-	-	1%	-
Michelle Obama	5%	4%	5%	-	8%	3%	5%	*8%*
Joanna Lumley	4%	5%	5%	*3%*	8%	3%	3%	*5%*
Lady GaGa	1%	*	5%	-	1%	-	2%	-
Heidi Klum	*	-	*	-	-	-	-	-
Kirsty Wark	*	-	-	-	-	2%	1%	-
Anita Roddick	2%	2%	4%	*2%*	2%	1%	1%	-
Germain Greer	2%	2%	3%	-	4%	1%	1%	*8%*
Other, please specify	9%	8%	10%	*9%*	9%	10%	11%	*15%*

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Fieldwork: 12-14 October 2010

hpr_6. Which of the following words would you say describe the woman you cited as being the most influential? You may choose up to 5 options.

		marital_stat						
	Total	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership
Unweighted Base	2172	1123	264	*41*	156	70	486	*17*
Base	2172	1034	276	*39*	139	61	592	*17*
Ambitious	31%	27%	41%	*29%*	24%	20%	34%	*52%*
Independent	35%	32%	45%	*41%*	34%	30%	34%	*40%*
Rich	11%	10%	10%	*13%*	10%	13%	15%	*6%*
Pretty	3%	2%	3%	*2%*	1%	4%	4%	*11%*
Successful	39%	36%	46%	*29%*	34%	27%	43%	*37%*
Committed	61%	65%	55%	*71%*	69%	74%	53%	*47%*
Talented	20%	19%	25%	*20%*	18%	16%	21%	*18%*
Self-made	20%	19%	26%	*22%*	20%	10%	20%	*11%*
Kind	16%	18%	12%	*14%*	11%	25%	16%	*19%*
Funny	4%	4%	6%	*8%*	3%	1%	3%	-
Generous	14%	13%	13%	*15%*	10%	10%	18%	*15%*
Intelligent	44%	45%	41%	*38%*	46%	47%	42%	*56%*
Hard working	58%	61%	56%	*59%*	60%	59%	54%	*31%*
Ethical	23%	23%	23%	*21%*	24%	22%	24%	*25%*
Caring	27%	30%	27%	*33%*	27%	39%	20%	*33%*
Other, please specify	6%	6%	4%	*7%*	6%	5%	6%	*3%*

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hpr_7. And which of these women, if any, do you also consider to be influential? You may choose a maximum of three options.

		marital_stat						
	Total	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership
Unweighted Base	2172	1123	264	*41*	156	70	486	*17*
Base	2172	1034	276	*39*	139	61	592	*17*
Margaret Thatcher	32%	35%	31%	*43%*	33%	33%	27%	*9%*
Angelina Jolie	4%	3%	5%	-	2%	1%	7%	*11%*
Anna Wintour	2%	1%	3%	-	*	1%	3%	-
Oprah Winfrey	14%	12%	14%	*20%*	12%	9%	17%	*17%*
Condoleezza Rice	9%	10%	9%	*3%*	8%	7%	9%	*20%*
Mother Theresa	25%	27%	23%	*19%*	29%	26%	24%	*14%*
Virginia Woolf	1%	*	1%	-	1%	-	3%	-
Joan of Arc	7%	7%	8%	*11%*	6%	2%	9%	*14%*
Florence Nightingale	26%	28%	23%	*19%*	33%	35%	22%	*32%*
Anne Frank	11%	10%	14%	*18%*	9%	15%	12%	-
The Bronte Sisters	4%	2%	6%	*5%*	3%	3%	6%	*8%*
Frida Kahlo	1%	*	1%	-	1%	-	2%	-
Kate Moss	1%	1%	1%	-	2%	1%	1%	-
The Queen	24%	27%	17%	*22%*	22%	38%	20%	*17%*
Julie Walters	4%	4%	6%	*2%*	2%	8%	4%	*23%*
J.K Rowling	13%	10%	16%	*20%*	13%	11%	16%	*4%*
Madonna	4%	2%	6%	*5%*	5%	-	6%	*5%*
Britney Spears	1%	1%	1%	-	-	-	2%	-
Michelle Obama	13%	13%	12%	*7%*	9%	9%	15%	*5%*
Joanna Lumley	12%	13%	12%	*15%*	17%	22%	9%	*13%*
Lady GaGa	3%	2%	3%	*1%*	-	1%	6%	-
Heidi Klum	1%	*	1%	*2%*	-	2%	1%	-
Kirsty Wark	1%	1%	2%	-	1%	1%	2%	-
Anita Roddick	8%	8%	10%	*12%*	8%	5%	5%	*7%*
Germain Greer	8%	8%	8%	*9%*	8%	8%	8%	*14%*
Other, please specify	6%	7%	5%	*12%*	8%	7%	6%	*15%*

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YouGov Survey Results

Sample Size: 2172
Fieldwork: 12-14 October 2010

		marital_stat						
	Total	**Married**	**Living as married**	**Separated (after being married)**	**Divorced**	**Widowed**	**Never married**	**Civil Partnership**
hpr_8. Do you feel you get enough support around the house (eg. cleaning, cooking, etc.) from your partner, husband or wife?								
Unweighted Base	2172	1123	264	*41*	156	70	486	*17*
Base	2172	1034	276	*39*	139	61	592	*17*
Yes	60%	71%	60%	*54%*	38%	33%	49%	*65%*
No	22%	24%	33%	*20%*	24%	18%	15%	*26%*
Don't know	10%	2%	4%	*12%*	23%	28%	21%	*8%*
Would rather not say	7%	3%	2%	*14%*	16%	22%	14%	-
hpr_9. Where else do you feel you get the most help around the house (eg. cleaning, cooking, etc.)? Please choose all that apply.								
Unweighted Base	2172	1123	264	*41*	156	70	486	*17*
Base	2172	1034	276	*39*	139	61	592	*17*
Mother	16%	5%	13%	*15%*	6%	3%	39%	*24%*
Father	6%	2%	5%	*8%*	1%	-	15%	*16%*
Sibling	6%	6%	4%	*10%*	7%	11%	8%	*11%*
Partner/husband/wife	46%	65%	59%	*18%*	15%	11%	18%	*49%*
Grandmother	1%	1%	-	-	1%	-	1%	-
Grandfather	*	*	-	-	-	-	*	-
Cleaner	4%	3%	4%	*3%*	4%	12%	4%	*11%*
Baby sitter	*	*	-	-	-	-	-	-
Au pair	*	*	-	-	-	-	*	-
Friends	8%	2%	3%	*15%*	12%	9%	19%	*27%*
Colleagues	1%	*	*	-	1%	-	2%	-
Other, please specify	25%	23%	21%	*45%*	58%	58%	20%	*7%*

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YouGov Survey Results

Sample Size: 2172
Fieldwork: 12-14 October 2010

		marital_stat						
	Total	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership
hpr_10. Do you have a plan for the future or do you intend on playing it by ear?								
Unweighted Base	2172	1123	264	*41*	156	70	486	*17*
Base	2172	1034	276	*39*	139	61	592	*17*
Play it by ear	64%	68%	59%	*73%*	76%	79%	55%	*53%*
Have a plan	27%	23%	31%	*25%*	16%	13%	35%	*41%*
Don't know/would rather not say	9%	9%	10%	*2%*	8%	8%	10%	*6%*
hpr_11. How far ahead is your plan for your future?								
Unweighted Base	554	261	83	*9*	*24*	*9*	159	*8*
Base	577	239	86	*10*	*22*	*8*	205	*7*
One day	-	-	-	-	-	-	-	-
One week	1%	1%	2%	-	-	-	-	-
One month	1%	2%	1%	-	*3%*	-	1%	-
Three months	3%	1%	2%	-	*7%*	*14%*	3%	-
Six months	4%	5%	-	*19%*	*10%*	-	4%	-
One year plan	22%	20%	23%	*8%*	*21%*	*48%*	24%	*27%*
Five year plan	41%	37%	45%	*43%*	*38%*	*10%*	44%	*47%*
Ten year plan	16%	17%	18%	*30%*	*4%*	*28%*	15%	*16%*
Twenty year plan	5%	9%	4%	-	-	-	2%	*9%*
Thirty year plan	3%	3%	1%	-	*5%*	-	3%	-
Other	2%	3%	1%	-	*3%*	-	1%	-
Don't know/would rather not say	3%	2%	2%	-	*9%*	-	3%	-
hpr_12. What is your dream in life?								
Unweighted Base	2172	1123	264	*41*	156	70	486	*17*
Base	2172	1034	276	*39*	139	61	592	*17*
Meeting the ideal partner	7%	1%	4%	*12%*	15%	3%	17%	-
Settling down	4%	*	6%	-	2%	-	10%	*14%*
Having lots of children	3%	2%	6%	-	2%	2%	5%	-
Having lots of money	15%	17%	20%	*21%*	11%	15%	11%	*14%*
Working part-time	2%	2%	3%	-	3%	-	*	-
Having a successful career	9%	3%	8%	*5%*	2%	-	22%	-
Living a less stressful life	26%	34%	23%	*29%*	24%	29%	15%	*52%*
Having more time for myself	9%	12%	9%	*12%*	7%	5%	4%	*5%*
I do not have a dream	12%	15%	8%	*12%*	20%	26%	7%	-
Other, please specify	13%	15%	14%	*10%*	14%	20%	10%	*15%*

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Sample Size: 2172
Fieldwork: 12-14 October 2010

		marital_stat						
	Total	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership
hpr_13. Do you think there are enough positive female role models nowadays?								
Unweighted Base	2172	1123	264	*41*	156	70	486	*17*
Base	2172	1034	276	*39*	139	61	592	*17*
Yes	39%	39%	40%	*47%*	43%	45%	35%	*36%*
No	43%	41%	49%	*31%*	43%	30%	45%	*60%*
I don't know/would rather not say	18%	19%	12%	*23%*	14%	25%	20%	*4%*
hpr_14. Which of the following do you think women spend too long on the following nowadays? Please choose all that apply.								
Unweighted Base	2172	1123	264	*41*	156	70	486	*17*
Base	2172	1034	276	*39*	139	61	592	*17*
Thinking about themselves	28%	29%	24%	*33%*	32%	34%	25%	*27%*
Spending too much time at work	24%	26%	28%	*23%*	26%	20%	20%	*22%*
Spending too much time pampering with massages	20%	23%	12%	*22%*	26%	25%	18%	*37%*
Spending too much time exercising	11%	11%	9%	*19%*	16%	15%	8%	*12%*
Spending too much time dieting	43%	39%	51%	*48%*	48%	38%	47%	*35%*
Spending too much money on clothes	36%	36%	37%	*32%*	43%	36%	35%	*57%*
Spending too much money on beauty products	42%	42%	41%	*42%*	46%	37%	42%	*58%*
Spending too much time going out with friends	8%	9%	7%	*17%*	6%	8%	5%	*30%*
Spending too much time with their children	2%	2%	2%	-	1%	1%	2%	*11%*
Other, please specify	3%	4%	2%	*4%*	3%	1%	4%	-
Don't know	22%	23%	15%	*11%*	19%	31%	23%	*28%*

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		housing_stat					
	Total	Own the leasehold/freehold outright	Buying leasehold/freehold on a mortgage	Rented from local authority	Rented from private landlord	It belongs to a Housing Association	Don't know
hpr_1. Which is most important to you?							
Unweighted Base	2172	712	752	152	323	102	88
Base	2172	648	786	156	331	102	109
My career	4%	3%	3%	5%	6%	2%	9%
My children/family	41%	39%	48%	49%	31%	43%	24%
My husband/partner	20%	24%	19%	14%	23%	16%	15%
Myself	7%	6%	6%	4%	9%	13%	11%
All equally as important	24%	25%	22%	22%	26%	20%	34%
Don't know/would rather not say	4%	3%	2%	6%	5%	5%	8%
hpr_2. Was there a time in your life where you considered your career more important than anything else?							
Unweighted Base	2024	675	714	141	286	95	75
Base	2003	606	745	139	295	94	91
Yes	23%	24%	26%	19%	23%	17%	16%
No	71%	70%	71%	68%	71%	68%	73%
Not relevant/don't work	6%	7%	3%	13%	6%	15%	10%

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		housing_stat					
	Total	Own the leasehold/freehold outright	Buying leasehold/freehold on a mortgage	Rented from local authority	Rented from private landlord	It belongs to a Housing Association	Don't know
hpr_5. Who do you consider to be the most influential woman?							
Unweighted Base	2172	712	752	152	323	102	88
Base	2172	648	786	156	331	102	109
Margaret Thatcher	26%	29%	28%	16%	23%	14%	17%
Angelina Jolie	1%	1%	1%	-	1%	5%	2%
Anna Wintour	*	-	*	-	1%	-	-
Oprah Winfrey	4%	3%	3%	7%	6%	7%	4%
Condoleezza Rice	2%	1%	3%	-	2%	-	1%
Mother Theresa	10%	11%	10%	9%	10%	11%	18%
Virginia Woolf	*	*	*	-	1%	1%	1%
Joan of Arc	3%	2%	2%	4%	5%	2%	-
Florence Nightingale	8%	7%	8%	9%	10%	14%	6%
Anne Frank	3%	3%	3%	5%	2%	6%	2%
The Bronte Sisters	1%	1%	1%	*	1%	1%	-
Frida Kahlo	*	-	*	-	-	-	-
Kate Moss	*	*	*	-	*	-	3%
The Queen	12%	14%	12%	6%	9%	8%	9%
Julie Walters	1%	*	1%	1%	1%	2%	-
J.K Rowling	5%	4%	4%	7%	5%	4%	8%
Madonna	1%	*	1%	1%	1%	-	1%
Britney Spears	*	-	-	1%	*	-	2%
Michelle Obama	5%	5%	4%	6%	5%	3%	5%
Joanna Lumley	4%	4%	5%	5%	4%	7%	-
Lady GaGa	1%	*	2%	2%	2%	1%	5%
Heidi Klum	*	-	-	-	-	1%	-
Kirsty Wark	*	-	*	-	-	-	3%
Anita Roddick	2%	2%	2%	1%	2%	2%	2%
Germain Greer	2%	3%	2%	2%	2%	4%	-
Other, please specify	9%	8%	8%	17%	7%	8%	12%

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		housing_stat					
	Total	**Own the leasehold/freehold outright**	**Buying leasehold/freehold on a mortgage**	**Rented from local authority**	**Rented from private landlord**	**It belongs to a Housing Association**	**Don't know**
hpr_6. Which of the following words would you say describe the woman you cited as being the most influential? You may choose up to 5 options.							
Unweighted Base	2172	712	752	152	323	102	88
Base	2172	648	786	156	331	102	109
Ambitious	31%	28%	31%	24%	38%	32%	36%
Independent	35%	35%	34%	26%	40%	30%	38%
Rich	11%	12%	11%	11%	11%	11%	12%
Pretty	3%	3%	2%	5%	2%	1%	10%
Successful	39%	36%	40%	36%	42%	35%	38%
Committed	61%	62%	63%	53%	59%	53%	60%
Talented	20%	21%	21%	20%	19%	13%	21%
Self-made	20%	20%	20%	18%	22%	14%	17%
Kind	16%	15%	15%	23%	16%	19%	22%
Funny	4%	4%	4%	6%	5%	4%	3%
Generous	14%	11%	13%	16%	18%	18%	25%
Intelligent	44%	44%	45%	38%	43%	37%	48%
Hard working	58%	60%	60%	49%	54%	54%	63%
Ethical	23%	22%	27%	19%	23%	19%	17%
Caring	27%	28%	27%	34%	23%	38%	14%
Other, please specify	6%	6%	5%	8%	6%	6%	4%

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hpr_7. And which of these women, if any, do you also consider to be influential? You may choose a maximum of three options.

		housing_stat					
	Total	Own the leasehold/freehold outright	Buying leasehold/freehold on a mortgage	Rented from local authority	Rented from private landlord	It belongs to a Housing Association	Don't know
Unweighted Base	2172	712	752	152	323	102	88
Base	2172	648	786	156	331	102	109
Margaret Thatcher	32%	36%	34%	21%	29%	24%	27%
Angelina Jolie	4%	2%	4%	5%	7%	8%	5%
Anna Wintour	2%	1%	2%	-	2%	1%	6%
Oprah Winfrey	14%	14%	13%	10%	17%	11%	16%
Condoleezza Rice	9%	13%	8%	3%	8%	9%	8%
Mother Theresa	25%	25%	26%	24%	23%	25%	29%
Virginia Woolf	1%	1%	1%	3%	1%	-	3%
Joan of Arc	7%	7%	7%	5%	10%	6%	8%
Florence Nightingale	26%	30%	25%	24%	24%	33%	16%
Anne Frank	11%	11%	9%	11%	14%	23%	5%
The Bronte Sisters	4%	3%	3%	6%	6%	3%	6%
Frida Kahlo	1%	1%	1%	2%	1%	1%	3%
Kate Moss	1%	*	1%	2%	1%	3%	3%
The Queen	24%	29%	24%	18%	18%	20%	17%
Julie Walters	4%	3%	5%	6%	5%	7%	5%
J.K Rowling	13%	11%	12%	19%	15%	8%	19%
Madonna	4%	2%	5%	4%	4%	6%	7%
Britney Spears	1%	1%	1%	1%	*	-	4%
Michelle Obama	13%	12%	14%	7%	14%	10%	16%
Joanna Lumley	12%	13%	12%	8%	12%	11%	11%
Lady GaGa	3%	2%	3%	3%	7%	1%	4%
Heidi Klum	1%	*	1%	*	-	-	1%
Kirsty Wark	1%	1%	1%	-	3%	1%	3%
Anita Roddick	8%	6%	10%	5%	7%	5%	3%
Germain Greer	8%	8%	10%	6%	8%	5%	3%
Other, please specify	6%	6%	5%	15%	5%	8%	6%

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		housing_stat					
	Total	Own the leasehold/freehold outright	Buying leasehold/freehold on a mortgage	Rented from local authority	Rented from private landlord	It belongs to a Housing Association	Don't know
hpr_8. Do you feel you get enough support around the house (eg. cleaning, cooking, etc.) from your partner, husband or wife?							
Unweighted Base	2172	712	752	152	323	102	88
Base	2172	648	786	156	331	102	109
Yes	60%	66%	62%	49%	59%	51%	41%
No	22%	18%	24%	30%	24%	20%	20%
Don't know	10%	9%	7%	8%	11%	18%	31%
Would rather not say	7%	8%	6%	13%	7%	11%	8%
hpr_9. Where else do you feel you get the most help around the house (eg. cleaning, cooking, etc.)? Please choose all that apply.							
Unweighted Base	2172	712	752	152	323	102	88
Base	2172	648	786	156	331	102	109
Mother	16%	15%	12%	14%	16%	14%	48%
Father	6%	7%	4%	2%	4%	5%	23%
Sibling	6%	7%	6%	7%	5%	10%	7%
Partner/husband/wife	46%	49%	52%	41%	39%	37%	24%
Grandmother	1%	1%	1%	1%	1%	-	4%
Grandfather	*	*	-	-	1%	-	1%
Cleaner	4%	5%	3%	3%	4%	3%	-
Baby sitter	*	*	-	-	*	-	-
Au pair	*	*	*	-	*	-	-
Friends	8%	6%	5%	7%	16%	9%	20%
Colleagues	1%	1%	*	3%	1%	1%	1%
Other, please specify	25%	23%	26%	28%	28%	34%	11%

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		housing_stat					
	Total	Own the leasehold/freehold outright	Buying leasehold/freehold on a mortgage	Rented from local authority	Rented from private landlord	It belongs to a Housing Association	Don't know
hpr_10. Do you have a plan for the future or do you intend on playing it by ear?							
Unweighted Base	2172	712	752	152	323	102	88
Base	2172	648	786	156	331	102	109
Play it by ear	64%	68%	65%	66%	58%	63%	55%
Have a plan	27%	26%	26%	18%	33%	18%	36%
Don't know/would rather not say	9%	7%	9%	15%	9%	20%	9%
hpr_11. How far ahead is your plan for your future?							
Unweighted Base	554	172	199	*27*	102	*17*	*29*
Base	577	167	207	*29*	110	*18*	*39*
One day	-	-	-	-	-	-	-
One week	1%	1%	*	*3%*	-	*5%*	-
One month	1%	3%	1%	-	1%	*6%*	-
Three months	3%	4%	*	*8%*	3%	-	*7%*
Six months	4%	2%	6%	-	3%	-	*2%*
One year plan	22%	22%	20%	*26%*	23%	*25%*	*32%*
Five year plan	41%	37%	44%	*40%*	46%	*37%*	*31%*
Ten year plan	16%	12%	21%	*6%*	16%	*24%*	*14%*
Twenty year plan	5%	10%	4%	*7%*	1%	-	*3%*
Thirty year plan	3%	4%	2%	*5%*	1%	-	*4%*
Other	2%	1%	1%	*2%*	4%	-	*2%*
Don't know/would rather not say	3%	4%	1%	*3%*	2%	*3%*	*4%*
hpr_12. What is your dream in life?							
Unweighted Base	2172	712	752	152	323	102	88
Base	2172	648	786	156	331	102	109
Meeting the ideal partner	7%	6%	6%	5%	8%	9%	13%
Settling down	4%	3%	3%	3%	8%	2%	6%
Having lots of children	3%	1%	3%	3%	6%	4%	7%
Having lots of money	15%	14%	17%	18%	12%	17%	11%
Working part-time	2%	2%	2%	1%	1%	1%	-
Having a successful career	9%	5%	5%	12%	19%	7%	24%
Living a less stressful life	26%	26%	30%	23%	24%	30%	13%
Having more time for myself	9%	11%	10%	12%	3%	4%	3%
I do not have a dream	12%	17%	10%	10%	8%	16%	11%
Other, please specify	13%	16%	13%	13%	12%	10%	13%

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		housing_stat					
	Total	Own the leasehold/freehold outright	Buying leasehold/freehold on a mortgage	Rented from local authority	Rented from private landlord	It belongs to a Housing Association	Don't know
hpr_13. Do you think there are enough positive female role models nowadays?							
Unweighted Base	2172	712	752	152	323	102	88
Base	2172	648	786	156	331	102	109
Yes	39%	41%	40%	43%	34%	37%	33%
No	43%	40%	43%	34%	51%	42%	56%
I don't know/would rather not say	18%	19%	17%	23%	15%	21%	12%
hpr_14. Which of the following do you think women spend too long on the following nowadays? Please choose all that apply.							
Unweighted Base	2172	712	752	152	323	102	88
Base	2172	648	786	156	331	102	109
Thinking about themselves	28%	30%	24%	28%	28%	27%	37%
Spending too much time at work	24%	24%	27%	18%	22%	18%	27%
Spending too much time pampering with massages	20%	22%	19%	20%	17%	27%	19%
Spending too much time exercising	11%	12%	9%	13%	9%	22%	13%
Spending too much time dieting	43%	38%	43%	41%	49%	55%	59%
Spending too much money on clothes	36%	36%	34%	30%	41%	40%	45%
Spending too much money on beauty products	42%	41%	42%	35%	45%	42%	51%
Spending too much time going out with friends	8%	10%	6%	11%	6%	14%	8%
Spending too much time with their children	2%	1%	3%	3%	1%	1%	4%
Other, please specify	3%	3%	3%	6%	5%	3%	2%
Don't know	22%	24%	21%	26%	18%	18%	14%

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		household_size											
	Total	1	2	3	4	5	6	7	8 or more	Don't know	Refused	1-4	5+
hpr_1. Which is most important to you?													
Unweighted Base	2172	300	912	426	320	120	30	13	6	2	10	1958	169
Base	2172	287	848	443	347	144	37	15	7	2	12	1925	203
My career	4%	6%	3%	3%	4%	6%	8%	-	10%	-	-	4%	6%
My children/family	41%	39%	27%	54%	55%	56%	42%	87%	-	41%	-	40%	54%
My husband/partner	20%	7%	36%	12%	8%	17%	13%	-	-	-	7%	21%	14%
Myself	7%	20%	5%	5%	5%	3%	-	-	-	-	20%	7%	2%
All equally as important	24%	22%	27%	22%	24%	14%	32%	13%	61%	59%	55%	25%	19%
Don't know/would rather not say	4%	6%	3%	4%	4%	4%	5%	-	29%	-	18%	4%	5%
hpr_2. Was there a time in your life where you considered your career more important than anything else?													
Unweighted Base	2024	267	866	395	303	111	27	13	3	2	8	1831	154
Base	2003	254	799	412	320	129	32	15	4	2	10	1785	181
Yes	23%	24%	24%	23%	24%	22%	17%	16%	-	-	28%	24%	20%
No	71%	69%	70%	72%	67%	76%	83%	67%	100%	100%	72%	70%	77%
Not relevant/don't work	6%	7%	6%	5%	9%	2%	-	17%	-	-	-	6%	3%

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hpr_5. Who do you consider to be the most influential woman?

		household_size											
	Total	1	2	3	4	5	6	7	8 or more	Don't know	Refused	1-4	5+
Unweighted Base	2172	300	912	426	320	120	*30*	*13*	*6*	*2*	*10*	1958	169
Base	2172	287	848	443	347	144	*37*	*15*	*7*	*2*	*12*	1925	203
Margaret Thatcher	26%	28%	28%	18%	25%	32%	*14%*	*33%*	*38%*	*59%*	*30%*	25%	29%
Angelina Jolie	1%	1%	*	*	2%	2%	-	*24%*	-	-	-	1%	3%
Anna Wintour	*	-	-	*	1%	-	-	-	-	-	-	*	-
Oprah Winfrey	4%	5%	3%	4%	6%	2%	*5%*	*8%*	-	-	*28%*	4%	3%
Condoleezza Rice	2%	1%	2%	1%	3%	-	-	-	*10%*	-	-	2%	*
Mother Theresa	10%	11%	9%	13%	10%	10%	*11%*	*15%*	*21%*	-	-	10%	11%
Virginia Woolf	*	*	*	*	1%	*	-	-	-	-	-	*	*
Joan of Arc	3%	2%	3%	3%	2%	-	-	-	-	-	-	3%	-
Florence Nightingale	8%	7%	9%	10%	5%	5%	*11%*	*6%*	*31%*	*41%*	*12%*	8%	7%
Anne Frank	3%	2%	4%	3%	3%	3%	-	-	-	-	*23%*	3%	2%
The Bronte Sisters	1%	1%	*	1%	*	3%	-	-	-	-	-	1%	2%
Frida Kahlo	*	*	*	-	*	-	-	-	-	-	-	*	-
Kate Moss	*	-	*	*	1%	-	-	*8%*	-	-	-	*	1%
The Queen	12%	13%	13%	11%	9%	7%	*14%*	-	-	-	*7%*	12%	8%
Julie Walters	1%	-	1%	*	-	1%	*3%*	-	-	-	-	1%	1%
J.K Rowling	5%	2%	4%	6%	6%	9%	*9%*	-	-	-	-	4%	8%
Madonna	1%	1%	*	*	2%	1%	*2%*	-	-	-	-	1%	1%
Britney Spears	*	-	*	-	*	1%	-	-	-	-	-	*	1%
Michelle Obama	5%	5%	4%	4%	5%	6%	-	-	-	-	-	4%	4%
Joanna Lumley	4%	5%	4%	4%	5%	5%	-	-	-	-	-	4%	4%
Lady GaGa	1%	2%	2%	1%	1%	2%	*5%*	-	-	-	-	1%	2%
Heidi Klum	*	-	-	*	-	-	-	-	-	-	-	*	-
Kirsty Wark	*	-	*	1%	*	-	-	-	-	-	-	*	-
Anita Roddick	2%	1%	2%	3%	1%	3%	*4%*	-	-	-	-	2%	3%
Germain Greer	2%	3%	2%	2%	3%	3%	-	-	-	-	-	2%	2%
Other, please specify	9%	12%	8%	10%	8%	5%	*22%*	*6%*	-	-	-	9%	8%

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		household_size											
	Total	1	2	3	4	5	6	7	8 or more	Don't know	Refused	1-4	5+
hpr_6. Which of the following words would you say describe the woman you cited as being the most influential? You may choose up to 5 options.													
Unweighted Base	2172	300	912	426	320	120	*30*	*13*	*6*	*2*	*10*	1958	169
Base	2172	287	848	443	347	144	*37*	*15*	*7*	*2*	*12*	1925	203
Ambitious	31%	26%	31%	27%	36%	29%	*40%*	*52%*	*53%*	*59%*	*25%*	30%	33%
Independent	35%	33%	37%	31%	35%	38%	*35%*	*23%*	*38%*	*59%*	*37%*	34%	36%
Rich	11%	11%	10%	10%	15%	9%	*7%*	*25%*	-	-	*22%*	11%	9%
Pretty	3%	1%	3%	2%	4%	6%	*5%*	*8%*	-	-	-	3%	6%
Successful	39%	37%	39%	36%	43%	33%	*44%*	*38%*	*48%*	*59%*	*47%*	39%	36%
Committed	61%	64%	63%	57%	60%	54%	*53%*	*75%*	*74%*	*100%*	*36%*	61%	56%
Talented	20%	23%	20%	20%	21%	18%	*17%*	*14%*	*10%*	-	-	21%	17%
Self-made	20%	19%	19%	23%	19%	23%	*12%*	*14%*	*41%*	-	*21%*	20%	21%
Kind	16%	16%	15%	18%	13%	24%	*17%*	*15%*	*21%*	-	*13%*	15%	22%
Funny	4%	4%	6%	2%	4%	7%	*4%*	-	-	-	-	4%	5%
Generous	14%	14%	12%	16%	16%	16%	*18%*	-	*29%*	*41%*	*41%*	14%	16%
Intelligent	44%	47%	45%	42%	43%	39%	*42%*	*27%*	*67%*	-	*56%*	44%	39%
Hard working	58%	56%	61%	57%	60%	51%	*48%*	*50%*	*52%*	*41%*	*42%*	59%	51%
Ethical	23%	21%	24%	25%	20%	22%	*21%*	*17%*	*31%*	*41%*	*31%*	23%	22%
Caring	27%	25%	30%	29%	23%	20%	*39%*	*21%*	-	*41%*	*6%*	28%	23%
Other, please specify	6%	9%	5%	6%	5%	3%	*15%*	-	-	-	*10%*	6%	5%

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hpr_7. And which of these women, if any, do you also consider to be influential? You may choose a maximum of three options.

		household_size											
	Total	1	2	3	4	5	6	7	8 or more	Don't know	Refused	1-4	5+
Unweighted Base	2172	300	912	426	320	120	*30*	*13*	*6*	*2*	*10*	1958	169
Base	2172	287	848	443	347	144	*37*	*15*	*7*	*2*	*12*	1925	203
Margaret Thatcher	32%	34%	33%	29%	32%	32%	*29%*	*47%*	*69%*	-	*56%*	32%	34%
Angelina Jolie	4%	2%	4%	3%	7%	6%	*8%*	-	-	-	-	4%	6%
Anna Wintour	2%	1%	1%	3%	2%	5%	-	-	-	-	*11%*	2%	3%
Oprah Winfrey	14%	13%	12%	12%	17%	18%	*15%*	*16%*	*23%*	-	*11%*	13%	17%
Condoleezza Rice	9%	9%	11%	9%	9%	6%	*8%*	-	-	-	-	10%	6%
Mother Theresa	25%	25%	25%	25%	24%	31%	*37%*	*22%*	*20%*	*59%*	*7%*	25%	31%
Virginia Woolf	1%	1%	1%	1%	1%	4%	-	*7%*	*8%*	-	-	1%	4%
Joan of Arc	7%	7%	8%	7%	7%	5%	*6%*	*22%*	*21%*	*59%*	-	7%	7%
Florence Nightingale	26%	27%	27%	28%	22%	27%	*8%*	*29%*	*21%*	*41%*	*49%*	26%	24%
Anne Frank	11%	13%	11%	9%	10%	13%	*18%*	*7%*	*23%*	-	-	11%	13%
The Bronte Sisters	4%	4%	3%	4%	3%	6%	*8%*	-	-	*59%*	*13%*	4%	6%
Frida Kahlo	1%	*	1%	1%	1%	3%	-	-	-	-	*13%*	1%	2%
Kate Moss	1%	1%	1%	2%	*	1%	-	*8%*	-	-	-	1%	1%
The Queen	24%	24%	28%	20%	20%	24%	*18%*	-	*20%*	-	*22%*	24%	21%
Julie Walters	4%	2%	4%	6%	6%	2%	*5%*	-	-	-	*13%*	5%	2%
J.K Rowling	13%	10%	12%	14%	16%	12%	*11%*	*7%*	*10%*	-	*16%*	13%	12%
Madonna	4%	5%	3%	5%	5%	2%	*3%*	*15%*	-	-	-	4%	3%
Britney Spears	1%	*	*	1%	2%	1%	-	-	-	-	-	1%	1%
Michelle Obama	13%	8%	13%	14%	13%	13%	*20%*	*15%*	*41%*	-	*14%*	13%	15%
Joanna Lumley	12%	15%	14%	11%	10%	8%	*11%*	-	-	-	*6%*	13%	7%
Lady GaGa	3%	1%	1%	4%	6%	4%	*6%*	*7%*	-	-	-	3%	5%
Heidi Klum	1%	*	1%	*	1%	1%	-	-	-	-	-	*	1%
Kirsty Wark	1%	1%	2%	2%	1%	-	-	-	-	-	-	2%	-
Anita Roddick	8%	8%	7%	7%	11%	7%	*3%*	-	-	-	-	8%	6%
Germain Greer	8%	13%	7%	9%	8%	3%	*4%*	-	*8%*	-	-	9%	3%
Other, please specify	6%	9%	6%	6%	6%	3%	*18%*	*6%*	-	-	*18%*	6%	6%

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		household_size											
	Total	1	2	3	4	5	6	7	8 or more	Don't know	Refused	1-4	5+
hpr_8. Do you feel you get enough support around the house (eg. cleaning, cooking, etc.) from your partner, husband or wife?													
Unweighted Base	2172	300	912	426	320	120	*30*	*13*	*6*	*2*	*10*	1958	169
Base	2172	287	848	443	347	144	*37*	*15*	*7*	*2*	*12*	1925	203
Yes	60%	38%	71%	60%	57%	56%	*38%*	*56%*	*80%*	-	*46%*	61%	54%
No	22%	18%	20%	28%	25%	26%	*36%*	*27%*	-	-	-	22%	27%
Don't know	10%	22%	5%	8%	12%	11%	*23%*	*8%*	*20%*	*59%*	*47%*	9%	13%
Would rather not say	7%	22%	5%	5%	6%	6%	*3%*	*9%*	-	*41%*	*7%*	8%	6%
hpr_9. Where else do you feel you get the most help around the house (eg. cleaning, cooking, etc.)? Please choose all that apply.													
Unweighted Base	2172	300	912	426	320	120	*30*	*13*	*6*	*2*	*10*	1958	169
Base	2172	287	848	443	347	144	*37*	*15*	*7*	*2*	*12*	1925	203
Mother	16%	9%	8%	22%	23%	25%	*39%*	*55%*	*30%*	-	*53%*	14%	30%
Father	6%	2%	3%	9%	9%	10%	*21%*	*16%*	*10%*	-	*12%*	5%	13%
Sibling	6%	4%	4%	6%	10%	9%	*14%*	*16%*	*54%*	*41%*	-	6%	12%
Partner/husband/wife	46%	16%	59%	45%	43%	41%	*35%*	*40%*	*28%*	-	*30%*	47%	40%
Grandmother	1%	*	1%	1%	1%	3%	-	-	*10%*	-	-	1%	3%
Grandfather	*	-	*	*	1%	1%	-	-	*10%*	-	-	*	1%
Cleaner	4%	7%	3%	2%	4%	4%	*3%*	-	*10%*	-	*11%*	4%	4%
Baby sitter	*	-	-	-	*	-	-	-	*10%*	-	-	*	*
Au pair	*	*	*	-	1%	*	-	-	*10%*	-	-	*	1%
Friends	8%	12%	5%	6%	11%	13%	*16%*	*8%*	*36%*	*59%*	*22%*	8%	14%
Colleagues	1%	1%	1%	*	1%	2%	-	-	*10%*	-	-	1%	1%
Other, please specify	25%	53%	23%	22%	19%	15%	*18%*	*6%*	-	-	*23%*	27%	14%

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		household_size											
	Total	1	2	3	4	5	6	7	8 or more	Don't know	Refused	1-4	5+
hpr_10. Do you have a plan for the future or do you intend on playing it by ear?													
Unweighted Base	2172	300	912	426	320	120	*30*	*13*	*6*	*2*	*10*	1958	169
Base	2172	287	848	443	347	144	*37*	*15*	*7*	*2*	*12*	1925	203
Play it by ear	64%	66%	66%	62%	63%	62%	*59%*	*28%*	*20%*	-	*64%*	65%	58%
Have a plan	27%	25%	25%	28%	28%	27%	*30%*	*54%*	*39%*	*59%*	-	26%	30%
Don't know/would rather not say	9%	9%	8%	10%	9%	10%	*11%*	*18%*	*41%*	*41%*	*36%*	9%	12%
hpr_11. How far ahead is your plan for your future?													
Unweighted Base	554	73	231	110	84	*30*	*8*	*7*	*3*	*1*	-	498	*48*
Base	577	72	216	123	97	*39*	*11*	*8*	*3*	*1*	-	509	*61*
One day	-	-	-	-	-	-	-	-	-	-	-	-	-
One week	1%	-	1%	1%	1%	-	-	-	-	-	-	1%	-
One month	1%	-	1%	2%	2%	*4%*	-	-	-	-	-	1%	*3%*
Three months	3%	5%	1%	5%	2%	*3%*	-	-	-	-	-	3%	*2%*
Six months	4%	4%	5%	1%	2%	*9%*	*8%*	-	-	-	-	3%	*7%*
One year plan	22%	22%	22%	17%	32%	*21%*	*21%*	*10%*	-	*100%*	-	23%	*19%*
Five year plan	41%	43%	41%	39%	38%	*44%*	*60%*	*42%*	*20%*	-	-	40%	*46%*
Ten year plan	16%	11%	18%	20%	12%	*9%*	*11%*	*34%*	*54%*	-	-	16%	*14%*
Twenty year plan	5%	4%	6%	7%	3%	*2%*	-	*14%*	-	-	-	5%	*3%*
Thirty year plan	3%	6%	2%	2%	3%	*3%*	-	-	*26%*	-	-	3%	*3%*
Other	2%	1%	3%	2%	1%	-	-	-	-	-	-	2%	-
Don't know/would rather not say	3%	4%	1%	3%	4%	*4%*	-	-	-	-	-	3%	*3%*
hpr_12. What is your dream in life?													
Unweighted Base	2172	300	912	426	320	120	*30*	*13*	*6*	*2*	*10*	1958	169
Base	2172	287	848	443	347	144	*37*	*15*	*7*	*2*	*12*	1925	203
Meeting the ideal partner	7%	15%	3%	7%	7%	12%	*10%*	*10%*	-	-	*7%*	6%	11%
Settling down	4%	5%	2%	3%	5%	6%	*12%*	-	*43%*	*59%*	-	3%	8%
Having lots of children	3%	2%	4%	2%	3%	3%	*7%*	*16%*	-	-	-	3%	4%
Having lots of money	15%	10%	16%	15%	16%	15%	*13%*	*30%*	*10%*	-	*16%*	15%	15%
Working part-time	2%	2%	2%	1%	2%	1%	-	-	-	-	-	2%	1%
Having a successful career	9%	6%	6%	11%	14%	13%	*12%*	-	*29%*	-	-	8%	12%
Living a less stressful life	26%	22%	27%	29%	25%	25%	*15%*	*25%*	*18%*	*41%*	*17%*	27%	23%
Having more time for myself	9%	8%	10%	10%	9%	4%	*8%*	-	-	-	-	9%	4%
I do not have a dream	12%	15%	15%	10%	6%	14%	*2%*	*6%*	-	-	*20%*	12%	11%
Other, please specify	13%	14%	14%	13%	13%	8%	*20%*	*13%*	-	-	*40%*	14%	10%

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		household_size											
	Total	1	2	3	4	5	6	7	8 or more	Don't know	Refused	1-4	5+
hpr_13. Do you think there are enough positive female role models nowadays?													
Unweighted Base	2172	300	912	426	320	120	*30*	*13*	*6*	*2*	*10*	1958	169
Base	2172	287	848	443	347	144	*37*	*15*	*7*	*2*	*12*	1925	203
Yes	39%	40%	39%	42%	38%	29%	*53%*	*47%*	*10%*	-	*10%*	40%	34%
No	43%	44%	42%	41%	45%	44%	*34%*	*44%*	*51%*	*100%*	*77%*	43%	42%
I don't know/would rather not say	18%	15%	19%	17%	17%	27%	*14%*	*9%*	*39%*	-	*14%*	18%	24%
hpr_14. Which of the following do you think women spend too long on the following nowadays? Please choose all that apply.													
Unweighted Base	2172	300	912	426	320	120	*30*	*13*	*6*	*2*	*10*	1958	169
Base	2172	287	848	443	347	144	*37*	*15*	*7*	*2*	*12*	1925	203
Thinking about themselves	28%	26%	29%	29%	28%	27%	*25%*	*12%*	*8%*	*41%*	*30%*	28%	25%
Spending too much time at work	24%	20%	26%	24%	27%	22%	*30%*	*7%*	*39%*	*59%*	*7%*	25%	23%
Spending too much time pampering with massages	20%	22%	21%	22%	19%	13%	*17%*	*18%*	*59%*	*41%*	*12%*	21%	16%
Spending too much time exercising	11%	12%	13%	10%	9%	5%	*2%*	-	*18%*	-	*12%*	11%	5%
Spending too much time dieting	43%	45%	42%	43%	47%	37%	*63%*	*42%*	*82%*	-	*12%*	44%	43%
Spending too much money on clothes	36%	37%	39%	34%	35%	29%	*46%*	*31%*	*69%*	*41%*	*39%*	37%	33%
Spending too much money on beauty products	42%	44%	43%	40%	42%	34%	*41%*	*44%*	*90%*	*41%*	*52%*	42%	38%
Spending too much time going out with friends	8%	4%	9%	9%	7%	8%	*13%*	-	*18%*	*59%*	-	8%	9%
Spending too much time with their children	2%	1%	2%	1%	3%	2%	*2%*	*7%*	-	-	-	2%	2%
Other, please specify	3%	5%	3%	4%	3%	3%	*6%*	-	*10%*	-	*10%*	3%	3%
Don't know	22%	23%	22%	23%	18%	28%	*5%*	*22%*	-	-	*31%*	22%	22%

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		gross_household											
	Total	under 5,000 per year	5,000 to 9,999 per year	10,000 to 14,999 per year	15,000 to 19,999 per year	20,000 to 24,999 per year	25,000 to 29,999 per year	30,000 to 34,999 per year	35,000 to 39,999 per year	40,000 to 44,999 per year	45,000 to 49,999 per year	50,000 to 59,999 per year	60,000 to 69,999 per year
hpr_1. Which is most important to you?													
Unweighted Base	2172	*38*	94	143	165	118	140	135	87	83	74	85	58
Base	2172	*44*	87	134	154	111	139	129	90	86	78	90	57
My career	4%	*10%*	4%	2%	-	4%	6%	5%	-	1%	3%	6%	3%
My children/family	41%	*29%*	48%	45%	45%	39%	48%	45%	42%	51%	38%	44%	37%
My husband/partner	20%	*6%*	17%	20%	22%	30%	15%	20%	29%	21%	24%	23%	29%
Myself	7%	*17%*	10%	10%	8%	9%	7%	3%	5%	1%	2%	5%	2%
All equally as important	24%	*26%*	20%	21%	21%	17%	23%	24%	23%	23%	30%	19%	29%
Don't know/would rather not say	4%	*12%*	2%	2%	4%	1%	1%	3%	1%	2%	3%	4%	-
hpr_2. Was there a time in your life where you considered your career more important than anything else?													
Unweighted Base	2024	*32*	88	138	159	114	133	125	86	80	69	76	56
Base	2003	*35*	82	129	148	105	130	120	89	83	73	81	56
Yes	23%	*28%*	14%	24%	19%	15%	24%	33%	20%	27%	29%	28%	28%
No	71%	*68%*	74%	64%	76%	78%	72%	65%	75%	72%	69%	69%	70%
Not relevant/don't work	6%	*4%*	12%	12%	4%	7%	3%	2%	5%	1%	2%	3%	2%

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hpr_5. Who do you consider to be the most influential woman?

		gross_household											
	Total	under 5,000 per year	5,000 to 9,999 per year	10,000 to 14,999 per year	15,000 to 19,999 per year	20,000 to 24,999 per year	25,000 to 29,999 per year	30,000 to 34,999 per year	35,000 to 39,999 per year	40,000 to 44,999 per year	45,000 to 49,999 per year	50,000 to 59,999 per year	60,000 to 69,999 per year
Unweighted Base	2172	38	94	143	165	118	140	135	87	83	74	85	58
Base	2172	44	87	134	154	111	139	129	90	86	78	90	57
Margaret Thatcher	26%	21%	18%	22%	22%	24%	29%	28%	20%	32%	32%	37%	34%
Angelina Jolie	1%	3%	2%	3%	-	1%	-	-	-	-	-	-	-
Anna Wintour	*	2%	-	-	-	-	-	-	-	-	-	2%	-
Oprah Winfrey	4%	4%	6%	4%	4%	3%	6%	4%	6%	6%	1%	4%	3%
Condoleezza Rice	2%	-	-	2%	1%	-	1%	2%	4%	-	2%	6%	3%
Mother Theresa	10%	9%	10%	12%	11%	14%	9%	7%	15%	13%	11%	5%	14%
Virginia Woolf	*	-	-	-	1%	*	*	-	-	-	-	1%	-
Joan of Arc	3%	4%	2%	3%	3%	1%	3%	1%	4%	2%	3%	4%	2%
Florence Nightingale	8%	8%	10%	6%	11%	10%	7%	8%	2%	6%	6%	5%	6%
Anne Frank	3%	5%	5%	3%	3%	5%	4%	5%	4%	5%	2%	-	2%
The Bronte Sisters	1%	4%	-	1%	2%	-	2%	-	-	1%	-	-	-
Frida Kahlo	*	-	-	-	-	-	-	-	-	-	-	-	-
Kate Moss	*	-	-	1%	-	-	-	1%	-	-	-	-	-
The Queen	12%	6%	13%	15%	16%	10%	11%	16%	12%	15%	8%	12%	9%
Julie Walters	1%	-	-	-	-	-	1%	*	1%	1%	1%	1%	-
J.K Rowling	5%	15%	3%	3%	1%	5%	5%	2%	6%	5%	12%	4%	7%
Madonna	1%	-	-	-	-	1%	-	4%	1%	-	-	-	-
Britney Spears	*	-	-	-	-	1%	-	1%	-	-	-	-	-
Michelle Obama	5%	3%	7%	3%	5%	2%	3%	4%	2%	3%	2%	4%	6%
Joanna Lumley	4%	-	6%	7%	4%	5%	6%	4%	3%	4%	6%	4%	3%
Lady GaGa	1%	-	-	1%	2%	-	1%	3%	3%	-	-	1%	2%
Heidi Klum	*	-	1%	-	-	-	-	-	-	-	-	-	-
Kirsty Wark	*	-	-	1%	-	1%	-	-	-	-	-	-	-
Anita Roddick	2%	4%	4%	2%	2%	*	1%	2%	1%	-	1%	4%	1%
Germain Greer	2%	3%	4%	3%	3%	7%	-	1%	5%	1%	5%	1%	3%
Other, please specify	9%	6%	9%	9%	9%	9%	8%	7%	11%	5%	8%	4%	5%

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		gross_household											
	Total	**under 5,000 per year**	**5,000 to 9,999 per year**	**10,000 to 14,999 per year**	**15,000 to 19,999 per year**	**20,000 to 24,999 per year**	**25,000 to 29,999 per year**	**30,000 to 34,999 per year**	**35,000 to 39,999 per year**	**40,000 to 44,999 per year**	**45,000 to 49,999 per year**	**50,000 to 59,999 per year**	**60,000 to 69,999 per year**
hpr_6. Which of the following words would you say describe the woman you cited as being the most influential? You may choose up to 5 options.													
Unweighted Base	2172	*38*	94	143	165	118	140	135	87	83	74	85	58
Base	2172	*44*	87	134	154	111	139	129	90	86	78	90	57
Ambitious	31%	*27%*	23%	29%	30%	24%	35%	34%	26%	25%	30%	43%	34%
Independent	35%	*33%*	35%	36%	34%	26%	34%	38%	33%	29%	37%	33%	41%
Rich	11%	*19%*	14%	15%	15%	7%	15%	9%	16%	13%	8%	13%	7%
Pretty	3%	*7%*	3%	5%	*	-	2%	-	1%	4%	2%	2%	-
Successful	39%	*33%*	32%	34%	38%	29%	44%	45%	49%	33%	34%	35%	39%
Committed	61%	*56%*	67%	62%	63%	64%	58%	55%	56%	67%	65%	59%	61%
Talented	20%	*22%*	13%	18%	21%	20%	17%	27%	26%	27%	20%	19%	22%
Self-made	20%	*18%*	20%	22%	19%	23%	23%	18%	15%	20%	23%	28%	14%
Kind	16%	*19%*	26%	19%	23%	21%	10%	12%	12%	14%	14%	9%	21%
Funny	4%	*2%*	1%	2%	4%	8%	4%	3%	7%	7%	5%	4%	6%
Generous	14%	*17%*	19%	9%	15%	19%	13%	13%	13%	13%	13%	11%	15%
Intelligent	44%	*33%*	40%	50%	39%	48%	35%	40%	50%	47%	47%	43%	51%
Hard working	58%	*55%*	57%	53%	56%	51%	57%	64%	56%	65%	73%	61%	70%
Ethical	23%	*27%*	24%	22%	19%	21%	19%	26%	33%	21%	35%	24%	25%
Caring	27%	*23%*	35%	33%	28%	33%	28%	23%	33%	29%	23%	21%	24%
Other, please specify	6%	*1%*	7%	5%	5%	9%	10%	7%	4%	3%	9%	2%	3%

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hpr_7. And which of these women, if any, do you also consider to be influential? You may choose a maximum of three options.

		gross_household											
	Total	under 5,000 per year	5,000 to 9,999 per year	10,000 to 14,999 per year	15,000 to 19,999 per year	20,000 to 24,999 per year	25,000 to 29,999 per year	30,000 to 34,999 per year	35,000 to 39,999 per year	40,000 to 44,999 per year	45,000 to 49,999 per year	50,000 to 59,999 per year	60,000 to 69,999 per year
Unweighted Base	2172	38	94	143	165	118	140	135	87	83	74	85	58
Base	2172	44	87	134	154	111	139	129	90	86	78	90	57
Margaret Thatcher	32%	33%	26%	29%	28%	32%	36%	38%	30%	31%	20%	30%	38%
Angelina Jolie	4%	-	7%	3%	3%	2%	3%	3%	6%	-	4%	6%	3%
Anna Wintour	2%	3%	-	-	1%	-	-	3%	1%	3%	3%	2%	3%
Oprah Winfrey	14%	2%	13%	17%	15%	10%	8%	12%	9%	7%	20%	15%	10%
Condoleezza Rice	9%	2%	4%	10%	6%	7%	9%	5%	9%	18%	5%	12%	9%
Mother Theresa	25%	26%	28%	25%	21%	18%	36%	25%	30%	30%	20%	22%	30%
Virginia Woolf	1%	5%	2%	2%	2%	1%	1%	-	1%	2%	1%	-	-
Joan of Arc	7%	2%	9%	8%	5%	11%	4%	8%	8%	7%	15%	6%	8%
Florence Nightingale	26%	18%	35%	29%	26%	25%	30%	25%	31%	31%	30%	22%	35%
Anne Frank	11%	7%	16%	10%	20%	12%	13%	7%	10%	13%	12%	13%	9%
The Bronte Sisters	4%	3%	5%	3%	4%	8%	7%	2%	5%	4%	3%	4%	1%
Frida Kahlo	1%	3%	-	1%	*	1%	-	1%	1%	2%	-	2%	-
Kate Moss	1%	-	2%	-	1%	1%	-	1%	1%	2%	-	*	3%
The Queen	24%	11%	17%	30%	21%	31%	21%	26%	18%	30%	17%	30%	33%
Julie Walters	4%	5%	10%	4%	5%	3%	4%	4%	3%	5%	4%	6%	3%
J.K Rowling	13%	18%	7%	16%	15%	12%	12%	15%	9%	12%	14%	17%	9%
Madonna	4%	8%	2%	1%	3%	4%	2%	7%	5%	3%	-	10%	10%
Britney Spears	1%	-	2%	1%	1%	-	-	1%	-	3%	2%	*	-
Michelle Obama	13%	10%	9%	6%	4%	18%	10%	14%	15%	9%	11%	20%	10%
Joanna Lumley	12%	10%	11%	14%	15%	15%	16%	16%	11%	12%	17%	9%	11%
Lady GaGa	3%	3%	1%	2%	1%	4%	1%	5%	5%	2%	1%	2%	2%
Heidi Klum	1%	2%	-	-	1%	1%	-	-	-	2%	1%	-	-
Kirsty Wark	1%	-	-	2%	1%	5%	-	2%	1%	-	1%	1%	2%
Anita Roddick	8%	14%	4%	6%	9%	5%	6%	9%	4%	8%	13%	8%	18%
Germain Greer	8%	14%	13%	7%	6%	10%	9%	8%	12%	9%	10%	10%	5%
Other, please specify	6%	7%	10%	7%	6%	8%	7%	5%	6%	4%	5%	2%	2%

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		gross_household											
	Total	under 5,000 per year	5,000 to 9,999 per year	10,000 to 14,999 per year	15,000 to 19,999 per year	20,000 to 24,999 per year	25,000 to 29,999 per year	30,000 to 34,999 per year	35,000 to 39,999 per year	40,000 to 44,999 per year	45,000 to 49,999 per year	50,000 to 59,999 per year	60,000 to 69,999 per year
hpr_8. Do you feel you get enough support around the house (eg. cleaning, cooking, etc.) from your partner, husband or wife?													
Unweighted Base	2172	*38*	94	143	165	118	140	135	87	83	74	85	58
Base	2172	*44*	87	134	154	111	139	129	90	86	78	90	57
Yes	60%	*51%*	51%	55%	59%	57%	64%	62%	69%	69%	70%	71%	64%
No	22%	*14%*	24%	23%	22%	23%	24%	25%	20%	21%	19%	21%	27%
Don't know	10%	*14%*	14%	12%	12%	12%	7%	7%	4%	7%	9%	5%	10%
Would rather not say	7%	*21%*	10%	9%	7%	8%	6%	6%	7%	3%	3%	4%	-
hpr_9. Where else do you feel you get the most help around the house (eg. cleaning, cooking, etc.)? Please choose all that apply.													
Unweighted Base	2172	*38*	94	143	165	118	140	135	87	83	74	85	58
Base	2172	*44*	87	134	154	111	139	129	90	86	78	90	57
Mother	16%	*28%*	7%	12%	10%	13%	14%	16%	11%	9%	11%	15%	14%
Father	6%	*12%*	2%	4%	3%	3%	6%	5%	5%	-	1%	6%	5%
Sibling	6%	*9%*	9%	11%	6%	5%	8%	5%	3%	5%	5%	5%	1%
Partner/husband/wife	46%	*7%*	38%	37%	48%	45%	48%	42%	58%	63%	57%	52%	58%
Grandmother	1%	-	1%	*	-	-	2%	1%	1%	-	-	-	3%
Grandfather	*	-	-	-	-	-	2%	-	-	-	-	1%	1%
Cleaner	4%	*10%*	5%	6%	2%	2%	2%	3%	2%	2%	2%	7%	8%
Baby sitter	*	-	-	-	-	-	-	-	-	-	-	-	-
Au pair	*	*2%*	-	-	-	-	*	-	2%	-	-	1%	-
Friends	8%	*31%*	8%	8%	9%	8%	6%	5%	1%	2%	5%	2%	6%
Colleagues	1%	*3%*	-	-	1%	-	1%	2%	-	-	-	-	-
Other, please specify	25%	*27%*	37%	33%	28%	32%	28%	29%	23%	25%	25%	25%	16%

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		gross_household												
	Total	under 5,000 per year	5,000 to 9,999 per year	10,000 to 14,999 per year	15,000 to 19,999 per year	20,000 to 24,999 per year	25,000 to 29,999 per year	30,000 to 34,999 per year	35,000 to 39,999 per year	40,000 to 44,999 per year	45,000 to 49,999 per year	50,000 to 59,999 per year	60,000 to 69,999 per year
hpr_10. Do you have a plan for the future or do you intend on playing it by ear?													
Unweighted Base	2172	38	94	143	165	118	140	135	87	83	74	85	58
Base	2172	44	87	134	154	111	139	129	90	86	78	90	57
Play it by ear	64%	47%	68%	72%	72%	60%	76%	71%	62%	59%	57%	66%	56%
Have a plan	27%	34%	18%	18%	20%	35%	18%	21%	30%	36%	39%	28%	38%
Don't know/would rather not say	9%	19%	14%	10%	9%	5%	7%	8%	8%	5%	4%	7%	6%
hpr_11. How far ahead is your plan for your future?													
Unweighted Base	554	10	14	25	33	39	24	29	27	28	28	23	22
Base	577	15	16	25	30	39	25	27	27	31	30	25	22
One day	-	-	-	-	-	-	-	-	-	-	-	-	-
One week	1%	-	-	4%	-	-	-	4%	-	-	-	-	-
One month	1%	-	-	4%	-	3%	3%	7%	-	-	-	-	-
Three months	3%	25%	8%	3%	6%	2%	-	-	4%	4%	-	-	-
Six months	4%	-	7%	13%	11%	1%	-	-	7%	-	-	19%	-
One year plan	22%	24%	27%	27%	24%	31%	23%	13%	21%	19%	22%	10%	19%
Five year plan	41%	25%	48%	32%	27%	43%	58%	33%	38%	43%	50%	52%	48%
Ten year plan	16%	27%	10%	4%	20%	7%	11%	22%	16%	24%	15%	5%	29%
Twenty year plan	5%	-	-	-	3%	2%	-	6%	9%	7%	6%	10%	4%
Thirty year plan	3%	-	-	5%	5%	2%	5%	-	6%	-	4%	4%	-
Other	2%	-	-	9%	-	3%	-	12%	-	-	-	-	-
Don't know/would rather not say	3%	-	-	-	5%	5%	-	3%	-	3%	3%	-	-
hpr_12. What is your dream in life?													
Unweighted Base	2172	38	94	143	165	118	140	135	87	83	74	85	58
Base	2172	44	87	134	154	111	139	129	90	86	78	90	57
Meeting the ideal partner	7%	15%	7%	6%	8%	9%	6%	6%	3%	6%	7%	9%	3%
Settling down	4%	10%	6%	1%	5%	3%	3%	3%	3%	3%	3%	3%	8%
Having lots of children	3%	3%	-	-	2%	5%	1%	3%	4%	4%	4%	5%	4%
Having lots of money	15%	2%	22%	18%	18%	15%	15%	16%	15%	14%	14%	10%	9%
Working part-time	2%	-	1%	3%	1%	1%	1%	4%	1%	-	-	3%	2%
Having a successful career	9%	34%	3%	2%	4%	3%	5%	9%	10%	4%	6%	8%	9%
Living a less stressful life	26%	9%	31%	32%	21%	28%	36%	23%	28%	37%	28%	26%	36%
Having more time for myself	9%	5%	2%	7%	8%	11%	9%	11%	15%	9%	13%	17%	11%
I do not have a dream	12%	20%	15%	17%	17%	12%	11%	11%	11%	5%	12%	8%	15%
Other, please specify	13%	2%	15%	14%	16%	13%	14%	15%	11%	18%	14%	11%	3%

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		gross_household												
	Total	under 5,000 per year	5,000 to 9,999 per year	10,000 to 14,999 per year	15,000 to 19,999 per year	20,000 to 24,999 per year	25,000 to 29,999 per year	30,000 to 34,999 per year	35,000 to 39,999 per year	40,000 to 44,999 per year	45,000 to 49,999 per year	50,000 to 59,999 per year	60,000 to 69,999 per year
hpr_13. Do you think there are enough positive female role models nowadays?													
Unweighted Base	2172	*38*	94	143	165	118	140	135	87	83	74	85	58
Base	2172	*44*	87	134	154	111	139	129	90	86	78	90	57
Yes	39%	*31%*	36%	32%	39%	36%	48%	36%	45%	39%	29%	46%	58%
No	43%	*49%*	49%	50%	41%	47%	41%	42%	43%	48%	44%	35%	40%
I don't know/would rather not say	18%	*20%*	15%	18%	20%	17%	11%	22%	12%	13%	27%	19%	1%
hpr_14. Which of the following do you think women spend too long on the following nowadays? Please choose all that apply.													
Unweighted Base	2172	*38*	94	143	165	118	140	135	87	83	74	85	58
Base	2172	*44*	87	134	154	111	139	129	90	86	78	90	57
Thinking about themselves	28%	*30%*	37%	32%	36%	27%	31%	35%	23%	27%	22%	29%	19%
Spending too much time at work	24%	*8%*	29%	23%	25%	29%	27%	18%	26%	30%	32%	20%	32%
Spending too much time pampering with massages	20%	*18%*	28%	27%	25%	17%	19%	21%	14%	23%	18%	15%	13%
Spending too much time exercising	11%	*12%*	19%	16%	11%	10%	16%	11%	12%	15%	14%	7%	2%
Spending too much time dieting	43%	*56%*	50%	52%	44%	44%	46%	43%	43%	47%	45%	38%	42%
Spending too much money on clothes	36%	*32%*	48%	46%	41%	36%	32%	34%	26%	40%	46%	36%	40%
Spending too much money on beauty products	42%	*40%*	54%	45%	52%	41%	44%	41%	42%	40%	54%	35%	46%
Spending too much time going out with friends	8%	*4%*	12%	18%	11%	10%	4%	5%	6%	9%	10%	9%	6%
Spending too much time with their children	2%	*5%*	-	2%	1%	1%	2%	2%	1%	4%	5%	2%	2%
Other, please specify	3%	*4%*	2%	6%	3%	2%	4%	2%	4%	2%	2%	6%	2%
Don't know	22%	*18%*	16%	11%	17%	30%	20%	19%	16%	16%	21%	21%	16%

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	Total	70,000 to 99,999 per year	100,000 to 149,999 per year	150,000 and over	Don't know	Prefer not to answer
hpr_1. Which is most important to you?						
Unweighted Base	2172	82	*20*	*5*	106	265
Base	2172	80	*23*	*5*	123	265
My career	4%	4%	*6%*	*29%*	6%	2%
My children/family	41%	38%	*38%*	*30%*	33%	37%
My husband/partner	20%	23%	*24%*	*18%*	15%	20%
Myself	7%	8%	*8%*	*14%*	6%	9%
All equally as important	24%	25%	*19%*	-	28%	26%
Don't know/would rather not say	4%	2%	*5%*	*9%*	13%	6%
hpr_2. Was there a time in your life where you considered your career more important than anything else?						
Unweighted Base	2024	77	*18*	*3*	92	246
Base	2003	75	*20*	*3*	99	245
Yes	23%	37%	*23%*	*23%*	16%	23%
No	71%	62%	*77%*	*77%*	71%	69%
Not relevant/don't work	6%	1%	-	-	13%	8%

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hpr_5. Who do you consider to be the most influential woman?

	Total	70,000 to 99,999 per year	100,000 to 149,999 per year	150,000 and over	Don't know	Prefer not to answer
Unweighted Base	2172	82	*20*	*5*	106	265
Base	2172	80	*23*	*5*	123	265
Margaret Thatcher	26%	37%	*11%*	*52%*	16%	20%
Angelina Jolie	1%	-	-	-	-	2%
Anna Wintour	*	-	-	-	-	-
Oprah Winfrey	4%	2%	-	-	6%	4%
Condoleezza Rice	2%	6%	*7%*	-	-	2%
Mother Theresa	10%	7%	*9%*	-	13%	10%
Virginia Woolf	*	1%	*3%*	-	1%	-
Joan of Arc	3%	2%	-	-	1%	4%
Florence Nightingale	8%	7%	-	-	9%	11%
Anne Frank	3%	4%	-	-	4%	2%
The Bronte Sisters	1%	2%	-	-	-	-
Frida Kahlo	*	1%	-	-	-	-
Kate Moss	*	-	-	-	2%	*
The Queen	12%	11%	*12%*	*18%*	9%	13%
Julie Walters	1%	-	-	-	2%	1%
J.K Rowling	5%	3%	-	-	7%	3%
Madonna	1%	-	-	-	-	1%
Britney Spears	*	-	-	-	1%	-
Michelle Obama	5%	4%	*17%*	-	2%	6%
Joanna Lumley	4%	1%	*14%*	*30%*	3%	2%
Lady GaGa	1%	-	-	-	2%	1%
Heidi Klum	*	-	-	-	-	-
Kirsty Wark	*	-	-	-	1%	1%
Anita Roddick	2%	4%	-	-	2%	2%
Germain Greer	2%	3%	*13%*	-	1%	2%
Other, please specify	9%	4%	*16%*	-	18%	12%

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hpr_6. Which of the following words would you say describe the woman you cited as being the most influential? You may choose up to 5 options.

	Total	70,000 to 99,999 per year	100,000 to 149,999 per year	150,000 and over	Don't know	Prefer not to answer
Unweighted Base	2172	82	*20*	*5*	106	265
Base	2172	80	*23*	*5*	123	265
Ambitious	31%	31%	*25%*	*73%*	36%	26%
Independent	35%	42%	*51%*	*76%*	27%	34%
Rich	11%	8%	*14%*	*48%*	9%	11%
Pretty	3%	1%	*8%*	-	5%	4%
Successful	39%	46%	*38%*	*68%*	48%	34%
Committed	61%	62%	*65%*	*41%*	61%	62%
Talented	20%	27%	*10%*	*30%*	9%	21%
Self-made	20%	24%	*18%*	*9%*	18%	19%
Kind	16%	7%	*18%*	-	21%	16%
Funny	4%	2%	*14%*	-	4%	3%
Generous	14%	10%	*11%*	-	25%	12%
Intelligent	44%	53%	*52%*	*14%*	36%	43%
Hard working	58%	53%	*43%*	*70%*	55%	53%
Ethical	23%	35%	*16%*	*14%*	23%	22%
Caring	27%	18%	*16%*	-	25%	27%
Other, please specify	6%	4%	*10%*	-	7%	7%

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hpr_7. And which of these women, if any, do you also consider to be influential? You may choose a maximum of three options.

	Total	70,000 to 99,999 per year	100,000 to 149,999 per year	150,000 and over	Don't know	Prefer not to answer
Unweighted Base	2172	82	*20*	*5*	106	265
Base	2172	80	*23*	*5*	123	265
Margaret Thatcher	32%	43%	*61%*	*48%*	25%	33%
Angelina Jolie	4%	2%	*3%*	-	5%	3%
Anna Wintour	2%	2%	*3%*	-	-	2%
Oprah Winfrey	14%	21%	*18%*	*24%*	15%	12%
Condoleezza Rice	9%	17%	*19%*	*46%*	5%	11%
Mother Theresa	25%	28%	*28%*	-	30%	24%
Virginia Woolf	1%	-	-	-	3%	1%
Joan of Arc	7%	9%	*10%*	-	7%	5%
Florence Nightingale	26%	15%	*34%*	-	24%	23%
Anne Frank	11%	9%	*5%*	-	11%	9%
The Bronte Sisters	4%	6%	-	-	6%	2%
Frida Kahlo	1%	-	-	-	-	1%
Kate Moss	1%	3%	-	-	-	1%
The Queen	24%	22%	*22%*	*29%*	16%	24%
Julie Walters	4%	4%	-	-	8%	3%
J.K Rowling	13%	14%	*7%*	-	17%	11%
Madonna	4%	3%	*4%*	-	6%	2%
Britney Spears	1%	2%	-	-	1%	*
Michelle Obama	13%	21%	-	*86%*	11%	16%
Joanna Lumley	12%	8%	-	*14%*	10%	12%
Lady GaGa	3%	4%	*8%*	-	7%	4%
Heidi Klum	1%	-	-	-	-	2%
Kirsty Wark	1%	3%	*2%*	*14%*	2%	2%
Anita Roddick	8%	5%	*19%*	-	5%	8%
Germain Greer	8%	15%	*8%*	*30%*	6%	5%
Other, please specify	6%	3%	-	-	10%	9%

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	Total	70,000 to 99,999 per year	100,000 to 149,999 per year	150,000 and over	Don't know	Prefer not to answer
hpr_8. Do you feel you get enough support around the house (eg. cleaning, cooking, etc.) from your partner, husband or wife?						
Unweighted Base	2172	82	*20*	*5*	106	265
Base	2172	80	*23*	*5*	123	265
Yes	60%	73%	*44%*	*86%*	52%	58%
No	22%	23%	*35%*	*14%*	21%	22%
Don't know	10%	2%	*21%*	-	17%	8%
Would rather not say	7%	2%	-	-	10%	12%
hpr_9. Where else do you feel you get the most help around the house (eg. cleaning, cooking, etc.)? Please choose all that apply.						
Unweighted Base	2172	82	*20*	*5*	106	265
Base	2172	80	*23*	*5*	123	265
Mother	16%	14%	*5%*	-	34%	16%
Father	6%	4%	*15%*	*29%*	15%	5%
Sibling	6%	5%	-	-	11%	7%
Partner/husband/wife	46%	48%	*43%*	-	30%	47%
Grandmother	1%	1%	-	-	1%	2%
Grandfather	*	1%	-	-	-	-
Cleaner	4%	9%	*18%*	*71%*	1%	2%
Baby sitter	*	1%	-	-	-	-
Au pair	*	1%	*2%*	-	-	1%
Friends	8%	12%	*8%*	-	21%	6%
Colleagues	1%	1%	-	-	-	*
Other, please specify	25%	30%	*25%*	-	15%	26%

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YouGov Survey Results

Sample Size: 2172
Fieldwork: 12-14 October 2010

	Total	70,000 to 99,999 per year	100,000 to 149,999 per year	150,000 and over	Don't know	Prefer not to answer
hpr_10. Do you have a plan for the future or do you intend on playing it by ear?						
Unweighted Base	2172	82	*20*	*5*	106	265
Base	2172	80	*23*	*5*	123	265
Play it by ear	64%	63%	*20%*	*71%*	61%	64%
Have a plan	27%	35%	*67%*	*29%*	25%	24%
Don't know/would rather not say	9%	2%	*14%*	-	15%	12%
hpr_11. How far ahead is your plan for your future?						
Unweighted Base	554	*30*	*12*	*1*	*25*	62
Base	577	*28*	*15*	*1*	*30*	63
One day	-	-	-	-	-	-
One week	1%	-	-	-	-	3%
One month	1%	-	-	-	-	-
Three months	3%	-	-	*100%*	-	-
Six months	4%	-	*12%*	-	-	1%
One year plan	22%	*16%*	*8%*	-	*29%*	25%
Five year plan	41%	*30%*	*53%*	-	*52%*	37%
Ten year plan	16%	*42%*	*18%*	-	*16%*	11%
Twenty year plan	5%	*5%*	-	-	-	13%
Thirty year plan	3%	*6%*	*9%*	-	-	1%
Other	2%	-	-	-	-	3%
Don't know/would rather not say	3%	-	-	-	*3%*	7%
hpr_12. What is your dream in life?						
Unweighted Base	2172	82	*20*	*5*	106	265
Base	2172	80	*23*	*5*	123	265
Meeting the ideal partner	7%	6%	*4%*	-	15%	4%
Settling down	4%	4%	-	-	4%	3%
Having lots of children	3%	-	-	-	5%	2%
Having lots of money	15%	19%	*19%*	-	9%	17%
Working part-time	2%	2%	-	-	*	2%
Having a successful career	9%	10%	*31%*	*59%*	18%	10%
Living a less stressful life	26%	26%	*34%*	*27%*	22%	27%
Having more time for myself	9%	14%	*2%*	*14%*	3%	8%
I do not have a dream	12%	7%	*4%*	-	7%	12%
Other, please specify	13%	11%	*6%*	-	17%	14%

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Sample Size: 2172
Fieldwork: 12-14 October 2010

	Total	70,000 to 99,999 per year	100,000 to 149,999 per year	150,000 and over	Don't know	Prefer not to answer
hpr_13. Do you think there are enough positive female role models nowadays?						
Unweighted Base	2172	82	*20*	*5*	106	265
Base	2172	80	*23*	*5*	123	265
Yes	39%	42%	*49%*	*100%*	36%	32%
No	43%	45%	*41%*	-	37%	42%
I don't know/would rather not say	18%	13%	*9%*	-	27%	26%
hpr_14. Which of the following do you think women spend too long on the following nowadays? Please choose all that apply.						
Unweighted Base	2172	82	*20*	*5*	106	265
Base	2172	80	*23*	*5*	123	265
Thinking about themselves	28%	27%	*34%*	*24%*	30%	27%
Spending too much time at work	24%	18%	*31%*	*27%*	20%	24%
Spending too much time pampering with massages	20%	16%	*20%*	*70%*	18%	19%
Spending too much time exercising	11%	7%	*4%*	*14%*	11%	9%
Spending too much time dieting	43%	37%	*12%*	*82%*	54%	39%
Spending too much money on clothes	36%	41%	*28%*	*52%*	39%	32%
Spending too much money on beauty products	42%	44%	*35%*	*70%*	41%	32%
Spending too much time going out with friends	8%	6%	*14%*	*14%*	9%	9%
Spending too much time with their children	2%	3%	*10%*	-	1%	1%
Other, please specify	3%	3%	*4%*	-	7%	4%
Don't know	22%	23%	*40%*	-	21%	29%

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