

How important or unimportant is each of the following traits to your concept of the ideal man and the ideal woman?

	<u>IDEAL MAN</u>		<u>IDEAL WOMAN</u>		<u>SELF</u>	<u>MATE</u>
	Men	Women	Men	Women	Men	Women
	Percent saying trait is "very important" or "essential" to ideal:				Percent of men saying trait is "highly characteristic" of themselves:	Percent of women saying trait is "highly characteristic" of their spouse or lover:
Intelligent	71	84	70	83	—	—
Self-confident	86	86	76	87	32	43
Physically strong	19	21	4	7	15	37
Tall	7	11	4	2	39	40
Physically attractive	26	29	47	32	21	50
Successful at work	54	66	41	60	40	53
Competitive	38	27	18	22	26	33
Aggressive	30	28	16	21	16	23
Takes risks	34	25	21	26	21	25
Stands up for beliefs	87	92	82	90	57	58
Fights to protect family	77	72	72	70	59	52
Able to love	88	96	92	97	54	60
Warm	68	89	83	88	40	54
Gentle	64	86	79	86	42	55
Soft	28	48	63	62	16	25
Romantic	48	66	64	67	33	34
Able to cry	40	51	50	58	—	—
Skilled lover	38	48	41	44	25	46
Many sexual conquests	5	4	4	5	—	—
Sexually faithful	42	67	56	66	45	57