

LIFETIME WOMEN'S PULSE POLLSM

Generation Why?

March 2006

Life is Good for the Fairer Sex, Even if Not Always Fair.

Women across the generations were in strong agreement that *"there has never been a better time to be a woman in the USA."* Although the majority of Generation Y identified with the statement, they were slightly less passionate in this view than either Generation X or Baby Boomers.

"There has never been a better time to be woman in the United States of America."			
	Gen Y	Gen X	Boomers
"Agree" (8-10)	57%	66%	63%
"Agree Somewhat" (4-7)	30%	28%	29%
"Disagree" (1-3)	10%	7%	6%

Still, challenges persist for women. The majority of all three generations agreed that discrimination against women is not a thing of the past. Boomers were most likely to view discrimination as a compelling challenge in society today. Gen Y and Gen X also felt discrimination was a serious problem today, but to a lesser extent than their Boomer counterparts.

"How serious of a problem do you think discrimination against women is in today's society?"			
	Gen Y	Gen X	Boomers
Very/ Somewhat Serious	52%	47%	59%
Just a little bit/ Not at all Serious	42%	45%	36%

It May be a "Great Time" to be a Woman, but it's an Even Better Time to be a Man.

Women still give men the edge when it comes to living the good life. Across the generations, approximately half of all women said there were more advantages to being a man in society today, compared to just one-in-ten who felt it was a woman's world. One-third of each age group felt the playing field was sufficiently level and reported that there were no inherent advantages for either gender.

- A similar question was asked of 2,922 women aged 18+ in the *1974 Virginia Slims American Women's Opinion Poll*. Over the past three decades, there has been a significant shift in perceptions. The number of women thinking men have the advantage in society has jumped 20-points, from 31% in 1974 to 51% in 2006.

	Gen Y	Gen X	Boomers	Women 2006	Women 1974
More advantages to being a man	51%	49%	54%	51%	31%
More advantages to being a woman	13%	13%	10%	12%	8%
No more advantages to being one than the other	33%	33%	32%	33%	56%

- In the 2006 Pulse Poll, all demographic groups gave men the advantage except for single moms and women making under \$30,000 (who split between men and no advantage for either gender).
- Women most likely to see men as having the advantage included divorcees, moms, college graduates, suburban dwellers, full-time workers, and high-income households (\$70K+).

The Traditional Idea of “First Comes Love, Then Comes Marriage, Then Comes Baby in a Baby Carriage” Still Holds for Many.

In the search for the perfect mate, nearly six-in-ten women across the generations agreed that meeting him through family or friends is still the best way to go. Online dating failed to pop, even for Gen Y – as only 4% of the networked generation felt going online was the best way to meet their future mate. Another truth across the generational divide – 80% would prefer Mr. Right to be a soul mate rather than an excellent lover.

According to the Census, the average age for an American woman to marry for the first time is 25.1 years old—up considerably from 20.9 in 1970. When asked to cite the ideal age for a woman to “get married, the plurality suggested a walk down the aisle was best when a woman was between 24 and 26 years old. The best age to become a mom was pegged at between 27 and 29 years old.

Young Women Want to Settle Down Early. Gen Y was more likely to suggest young brides and mothers have it right. Generation X, on the other hand, was most apt to recommend delaying both. However, while these beliefs may seem somewhat traditional, Gen Y was also among the most likely to consider having a child alone—outside a marriage or other committed relationship.

“In your opinion, what’s the ideal age for a woman to marry?”			
	Gen Y	Gen X	Boomers
Under 24	18%	14%	11%
24-26	40%	35%	45%
27-29	18%	22%	21%
30+	17%	23%	13%

- Blacks and Hispanics were more likely than Whites say 30+ was ideal for marriage.
- Single and divorced women were more inclined than their betrothed counterparts to recommend waiting until the big 3-0 to tie the knot.

“In your opinion, what’s the ideal age for a woman to have children?”			
	Gen Y	Gen X	Boomers
Under 24	14%	3%	10%
24-26	30%	26%	21%
27-29	31%	35%	33%
30+	21%	32%	31%

- Single moms were more likely to suggest the 20s for having kids (73%) compared to 50% of divorced moms and 69% of married moms.

In the early 1990s, one out of every two births to women under age 30 was either conceived or born outside of marriage. That's up from just one-in-six six births in the early 1930s, according to *Trends in Premarital Childbearing*, a report from the U.S. Census Bureau. In addition, fewer single pregnant women are opting for shotgun weddings. In the early 1960s, 60% of all premaritally pregnant women under 30 married before the birth of their child. Three decades later, that figure had dropped to 23%.

Most Would Prefer To Share Diaper Duty.

The majority of women across generations agreed that having a baby without being married or in a serious relationship would *not* be something they would personally consider. Although still in the minority, Gen Y and X were more likely than Boomers to say they might go it alone.

- There was little difference between women with and without children.
- Single and divorced moms were considerably more likely than married moms to say they would have a child on their own.
- Not-yet-moms (those without kids but planning on having them within 5 years) and Hispanics were also more likely than women overall to consider having a child without being married.

“Regardless of your current age or marital status, in today’s society, would you ever consider having a baby without being married or in a serious relationship?”			
	Gen Y	Gen X	Boomers
Definitely/Probably Would	35%	34%	28%
Definitely/Probably Would <u>Not</u>	64%	63%	70%

Work / Girls.

In general, most women would stop working if they didn't need to for financial reasons. Nearly one in five is on the fence. And there is a significant minority, one-third, that would work even if money were no object. Generation Y was least likely to say they would leave their careers behind if they didn't need the paycheck. At the same time, it is important to remember that Gen Y is probably the most naïve of the bunch—because most are currently unencumbered by accoutrements such as mortgages or private school tuitions, they aren't yet fully informed on what it takes to attempt to “have it all.” Also, they have just started their careers so are naturally less willing to give them up.

- Women more likely to identify with the urge to stay home included conservatives, Westerners, rural dwellers, self-employed women, those who currently stay home full time, and high school grads.
- Married and divorced women were more likely than single gals to say they would not work if they didn't have to.
- Moms were significantly more likely than non-Moms to want to give up work.

“If I did <i>not</i> have to work for financial reasons, I wouldn't”			
	Gen Y	Gen X	Boomers
Describes Me Well (Net 4-5)	42%	47%	54%
Neutral (3)	17%	18%	16%
Doesn't Describe Me (Net 1-2)	38%	34%	27%

Inflexibility More Formidable Than Outright Discrimination. As indicated earlier, 53% of all women feel that discrimination is a serious problem in today's society. Although deliberate bias is a very real barrier for women to overcome, an even greater obstacle for women in the workplace is the lack of flexibility with respect to hours and schedules. All three generations were in agreement that rigid schedules were more of a problem for women than explicit discrimination. Although still in the minority, Gen Y and Boomers were more likely than Gen X to believe that deliberate discrimination presented a greater challenge.

“Which of the following do you think is a greater obstacle for women in the U.S. workplace ...?”			
	Gen Y	Gen X	Boomers
Lack of flexibility	65%	76%	63%
Deliberate discrimination	24%	16%	27%

- Though still in the minority, women more inclined than most to believe discrimination was more troublesome than a lack of flexibility included singles, Blacks, high school grads, low income earners, liberals, and full-time workers.
- Those most frustrated by a lack of flexibility included part-time and self-employed women, married women, high-income households, and Hispanics.

Women Would Rather Report to A “Sir” than a “Ma'am.” Interestingly, the remedy to these problems was NOT perceived as a female boss. Gender selection for a boss favored men, not women, among those surveyed.

- Married women were more likely than singles to prefer working for a man, while single women were more likely than their married peers to want a woman at the helm.
- Those with kids were more likely to choose a male boss and those without kids were more likely prefer a woman boss.

“Regardless of your current work status, if you could choose to work for a male boss or a female boss, who would you choose?”			
	Gen Y	Gen X	Boomers
Definitely/probably MALE boss	47%	47%	43%
Definitely/probably FEMALE boss	31%	28%	28%

Being Their Own Boss. This desire for greater workplace flexibility is underscored by the high proportion of women who found the idea of owning their own business appealing. Gen Y stood out as the most inclined to aspire to be entrepreneurs. This result may have as much to do with Gen Y’s desire to strike out on their own as it does their belief that they would actually be able to succeed if they did so.

“Regardless of your current employment status, if given the choice and money was not an object, would you rather ...?”			
	Gen Y	Gen X	Boomers
Start own Business	57%	50%	41%
Stay in Job	34%	39%	47%

- Though overall, childless women were more likely than mothers to want to strike out on their own, single and divorced moms were among those *most* likely to say they would start a company over keeping their present job.

Seven-in-ten women of each generation conceded that “having it all” (at least all at the same time) was not realistic nor easily achievable. By margins of more than two-to-one, all women surveyed agreed that the “cost of admission” for professional success is personal sacrifice.

“Do you agree or disagree that if a woman wants to succeed in business today, it is usually at the expense of her personal life.”			
	Gen Y	Gen X	Boomers
Strongly/ Somewhat AGREE	72%	70%	71%
Strongly/ Somewhat DISAGREE	24%	28%	27%

Retirement: The Dream Versus the Reality. In terms of exiting the work place for good, Gen Y and Gen X women wished for earlier retirement than their Boomer peers, who may have a more realistic take on when their “Golden Years” can begin. Perhaps affected by all the news of trouble with Social Security and the elimination of retirement benefits by many employers, Gen Y women projected they would have to work the longest before enjoying the fruits of their labor.

“At what age would you like to retire?”			
“And when do you think you will actually be able to retire?”			
	Gen Y	Gen X	Boomers
Like to Retire – Mean age	56.5	56.0	59.4
Able to Retire – Mean age	67.5	66.8	66.8
Mean Difference—in years	+ 11.0	+ 10.8	+ 7.4

Generations Y and X both predicted they would have to punch the clock more than a decade longer than they would like, while Boomers saw themselves working just over seven years past ideal retirement age. The prediction by Generation Y that they will likely have to work several years beyond their desired “quitting age” suggests that these young women are aware of the harsh realities of making it in the business world even though many have not yet had to personally face them.

Plugged-In

In late 2005, analysts projected that women would actually outspend men in the \$122 billion consumer electronics and technology market for the first time in history.

In a separate online poll of women 18-59, Lifetime found that women are plugged-in and highly sophisticated tech users. Technology is the native tongue for Generations X and Y, and an acquired taste for Boomers. Generally, those under 45 had a higher incidence of gadget ownership than those over 45. The differences are small in most categories with the exception of iPods, which have a decidedly younger appeal.

“Do you use any of the following items or services?”			
	16-24 Year Olds	25-44 Year Olds	45-59 Year Olds
Cell Phone	80%	83%	76%
High Speed Internet	60%	60%	55%
iPod / mp3 player	37%	19%	12%
Tivo / DVR	17%	17%	12%
HDTV	9%	9%	10%
Satellite Radio	6%	5%	4%
Handheld E-mail device	2%	2%	1%

Lifetime WomenTrend™ Online Panel; N=1926 Women 18-59; October 2005

Although cell phone use is equal across age cohorts, the tendency to use a cell for more than calling is highly correlated with age. The younger the woman, the more likely she is to use advanced cell phone features.

“Which of the following functions have you used on your cell phone?”			
	16-24 Year Olds	25-44 Year Olds	45-59 Year Olds
Sent a text message	73%	55%	31%
Bought a ring tone	43%	37%	16%
Downloaded a game	26%	17%	16%
Downloaded wallpaper	18%	16%	7%

Lifetime WomenTrend™ Online Panel; N=1538 Women 18-59 with Cell Phones; October 2005

Women Crown Men the More Tech Savvy Sex. Despite their professed familiarity with hi-tech gadgets, technology was another realm where women seemed to think men enjoyed the upper hand. This was true across generations – surprisingly Gen Y had no more confidence in their tech ability than Boomers.

- Income and tech-savvy were clearly linked, as the percentage of women claiming their technological expertise was on par with men increased significantly as women’s household income grew.

“I’m just as tech savvy as the men in my life”			
	Gen Y	Gen X	Boomers
Describes me well (net 4-5)	38%	39%	38%
Neutral (3)	15%	16%	12%
Does not describe me (net 1-2)	45%	43%	47%

Virtual Communication: The NEXT Best Thing to Being There. Technology is no substitute for coffee with pals or dinner with mom and dad. Face-to-face communication was prized by all generations over e-mail or text messaging as a way to stay current on the lives of friends and family.

Interesting, Gen Y was as likely to wish for face-to-face interaction as Boomers. However, Gen Y also demonstrated a notable edge with respect to texting and blogging.

Gen X stood out as most reliant on e-mail – which is not surprising considering they came of working age during the Silicon Valley explosion. Gen X also proved most enthusiastic about the prospect of voting online. Gen Y was slightly behind Xers in desire for online voting, while Boomers lagged significantly..

Percentage of Women Saying a Statement “Describes Me Very Well”			
	Gen Y	Gen X	Boomers
I prefer to communicate with my friends face-to-face rather than over e-mail	64%	58%	63%
E-mail is an essential way for me to keep in touch with friends and family	22%	35%	26%
Text messaging is an essential way for me to keep in touch with my friends	10%	6%	2%
I regularly read web logs or “blogs” online	7%	4%	4%
I would like the option to vote over the Internet when I’m not able to make it to a polling place	40%	43%	35%

- Blacks and Hispanics were among those most likely to insist on chatting over coffee rather than over the Internet. Also in this group were single moms, high school grads, retirees, and low-income women.
- Groups of women who most strongly agree with the centrality of e-mail in their relationships included self-employed respondents, those earning \$70K+, Western dwellers, and college and post graduates.

Pocket-Sized Movies Not Yet Mainstream. These women are technology-involved and evolved. Yet, contrary to the media hype, a majority of women across all ages did NOT find the ability to watch video clips on their iPod or cell phone appealing – and certainly wouldn’t be willing to pay for it. Although in the minority, Gen Y was most likely to be open to the concept of downloading video clips for a fee.

“As you may know, video clips ranging from short movie previews to full-length TV episodes can now be downloaded for a fee and viewed on some cellular phones and digital music devices like iPods. Which of the following best describes your opinion on this new video option?”			
	Gen Y	Gen X	Boomers
I think it’s a great idea and I would be willing to pay to download clips	14%	11%	4%
I think it’s a great idea, but I would not be willing to pay to download clips	16%	15%	15%
I don’t find the ability to watch clips appealing and I wouldn’t be willing to pay for it	66%	72%	80%

BARGAINS AND BRANDS IMPACT SHOPPING HABITS

Online shopping is mainstream for these women. Overall, more than half of women reported at least some online shopping this past holiday season. Gen X was slightly more likely to shop online (57%), followed closely by Gen Y (53%) and Boomers (52%).

Although many would characterize Gen Y as a pampered or spoiled generation, they are just as likely as their older cohorts (if not slightly more so) to consider themselves bargain hunters and brand loyalists.

- Low income, lower education and women from larger households were more likely to consider themselves “bargain hunters.”
- Blacks, Asians, higher income and single moms were more likely to buy organics.
- Brand loyalty was strongest among single moms.

% of Women Saying a Statement “Describes Me Very Well”			
	Gen Y	Gen X	Boomers
I consider myself to be a bargain hunter, always looking for the best price	55%	53%	51%
For most products, I stick with a particular brand and I’m not willing to switch	18%	13%	18%
When I have the option, I try to buy products that are organic or natural	23%	22%	25%

“Which of the following types of information would you be most interested in knowing about the companies that make the products you buy?”			
	Gen Y	Gen X	Boomers
Business practices and treatment of employees	29%	34%	31%
Company’s policies on environmental issues such as pollution and recycling	21%	27%	19%
Community involvement and charitable giving	19%	16%	11%
All of the above	14%	13%	20%

Finally, many expressed an interest in knowing more about how a company scores on social issues and indicated it may have an impact on what they buy. Relative to their older and younger cohorts, Gen X tended to stress employee treatment and environmental policies, while Gen Y was more likely than Boomers or Xers to be intrigued by community involvement.

MEMBERS OF THE COMMUNITY

Many characterize Gen Y as the MySpace and Friendster Generation and believe they hold an artificial sense of community and little regard for privacy. Pulse Poll findings run against this popularly held belief, however, as Gen Y was just as likely as Gen X and Boomers to be friendly with their neighbors. And despite their willingness to share private information on the web, Gen Y is actually more private than its older counterparts when it comes to nosy neighbors.

% of Women Saying a Statement “Describes Me Very Well”			
	Gen Y	Gen X	Boomers
I know and am friendly with most of my neighbors	45%	43%	45%
I don’t like for my neighbors to know too much about me or my private life	31%	22%	22%

LIFETIME WOMEN'S PULSE POLL™

Methodology

Generation Why? was commissioned by Lifetime Networks and conducted by **WomanTrend** and **Lake Research Partners**. The poll was a nationwide telephone survey of 801 women aged 18-59 conducted February 27-March 1, 2006. Of the 801 interviews, 250 were conducted with members of Generation Y (18-29), 281 with members of Generation X (30-44), and 270 with Baby Boomers (45-59).

The survey was fielded over three nights at a Computer Assisted Telephone Interviewing (CATI) facility using live callers. To increase the comfort level of respondents, all interviewers were female. The sample was drawn utilizing a Random Digit Dialing (RDD) method where phone numbers were generated by a computer to ensure that every household in the nation had an equal chance to be called. Interviewers asked to speak to a woman in the household and then screened participants to ensure they were within the specified age range. The margin of error for the national survey of women is calculated at $\pm 3.5\%$ at the 95% confidence level, meaning that the results obtained would differ by no more than 3.5 percentage points in either direction even if the entire female population aged 18-59 nationwide were to be surveyed. Margins of error for subgroups are: Generation Y at $\pm 6.2\%$, Generation X at $\pm 5.9\%$, and Baby Boomers at $\pm 6.0\%$.

About Lifetime Pulse Polls

“Lifetime Women’s Pulse Polls,” is the largest women’s multi-platform research project ever undertaken by a television network, weaving in a multi-pronged package providing wide-ranging and trail-blazing applications and implications for viewers, advertisers, affiliates and other business partners.

Throughout the year, the “Lifetime Women’s Pulse Polls” will explore a wide range of areas examining women’s lives, from consumer behavior and spending habits, their desire for and usage of new technologies, their positions on key public policy issues, and on the lighter side, their impressions of the latest pop culture icons.

This first project, “Generation Why?,” compares three generations – Gen Y, Gen X and Baby Boomers on attitudes regarding sex, men, marriage and career, culminating in an on-air special with MSNBC award-winning journalist Willow Bay.