

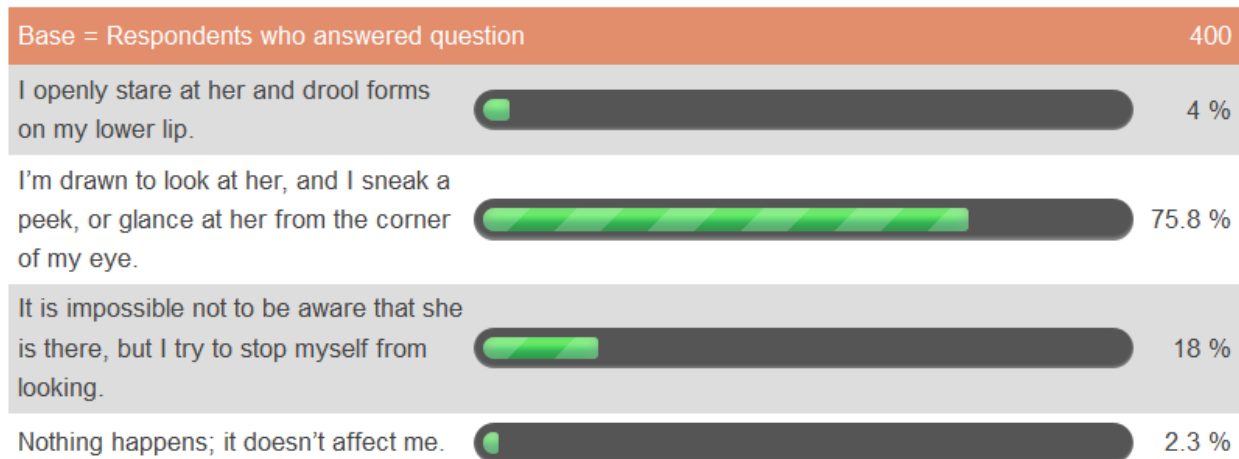
Professional Survey - How Men Think

Author Note: The professional survey was designed with the guidance of Chuck Cowan of [Analytic Focus](#), the former chief of survey design at the U.S. Census Bureau. The survey was conducted by [Decision Analyst](#) and was designed to deliver a random, representative, national sample of 400 men (the sample size suggested by Chuck Cowan) who were heterosexual, lived within the U.S., and were between the ages of 21 and 75.

If you are a print publication or media representative, and would like to arrange to receive more detail on the methodology of the survey, the demographics of the responders, or cross-tabulation data, please contact the Multnomah Publicity Department at 719-590-4999.

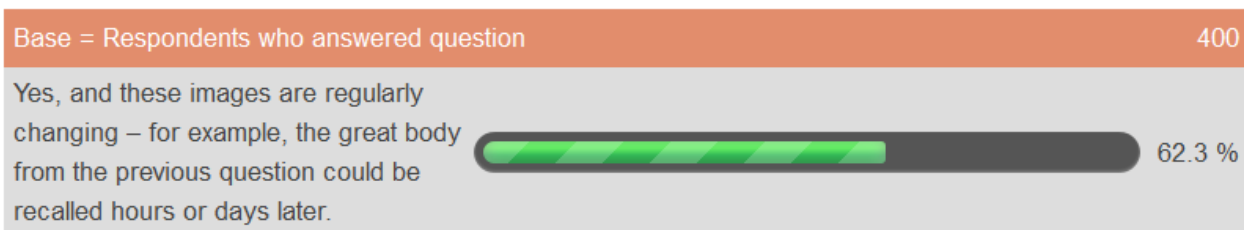
Question 1:

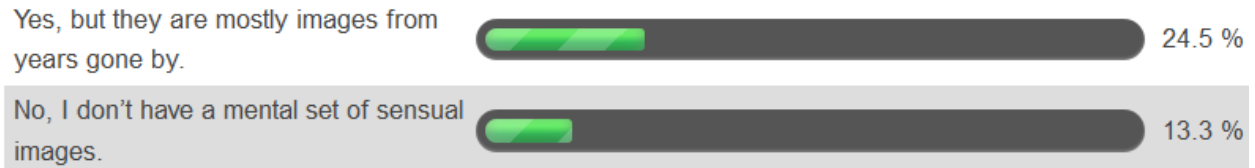
Imagine you are sitting alone in a train station and a woman with a great body walks in and stands in a nearby line. What is your reaction to the woman? {Choose One Answer}



Question 2:

Many men have a mental set of sensual images that rise up or can be conjured up in their minds. Does this apply to you? {Choose One Answer}





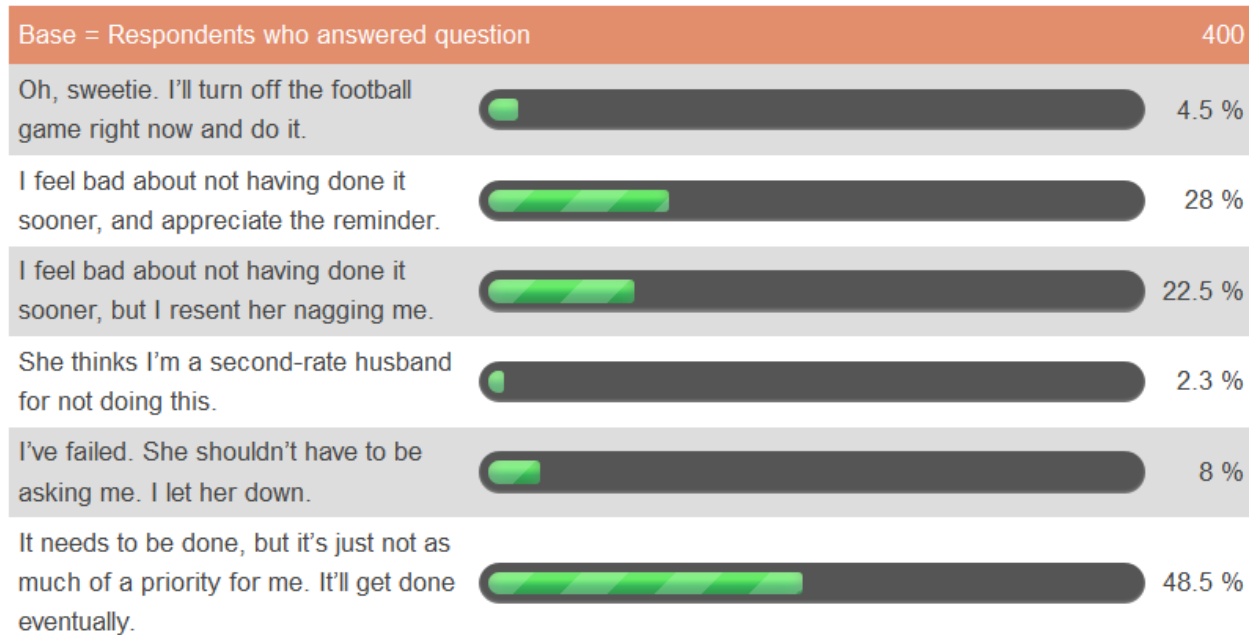
Question 3:

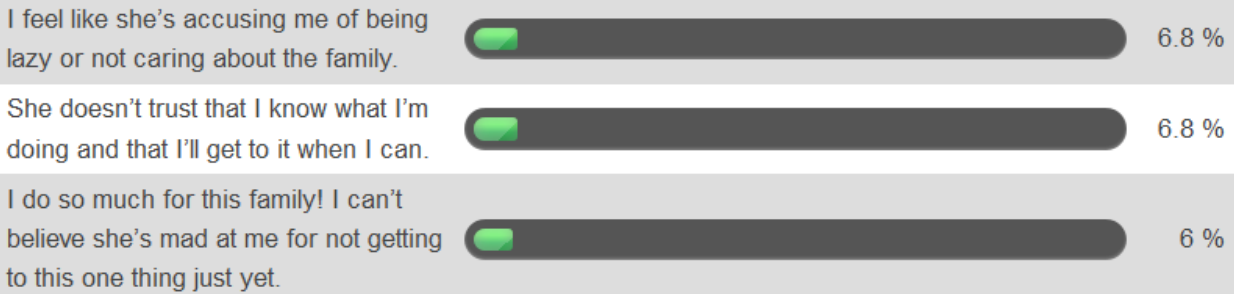
Think about what these two negative experiences would be like: to feel alone and unloved in the world OR to feel inadequate and disrespected by everyone. If you were forced to choose one, which would you prefer? Would you rather feel...? {Choose One Answer}



Question 4:

Even though the situation may not be directly applicable to you, imagine that you have kids and they have done some minor damage to the kitchen wall, and it is obvious to both you and your wife/significant other that it needs to be fixed, and that it will be your job to do it. Some time later, your wife/significant other pointedly reminds you that it still needs to be fixed. What goes through your mind? {Choose All Correct Answers}





Note: Percentages total more than 100%, because respondents could choose more than one answer. As noted in the book, after accounting for those who chose multiple answers, 37% of the men perceived the wife's reminder as nagging or as an accusation of laziness or mistrust

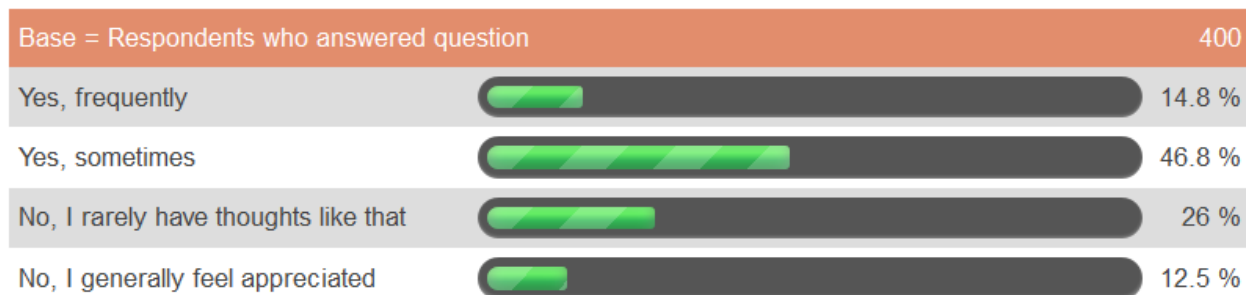
Question 5:

Original question removed (see note)

Note: The original question about whether the men were insecure or felt like imposters provided a confusing spread of responses, and several men indicated that the use of the word 'imposter' in the question put them on the defensive. The survey consultant indicated that this may have skewed the results. We re-worded the question on the follow-up survey. The results can be seen in the 'Follow-up survey' section below.

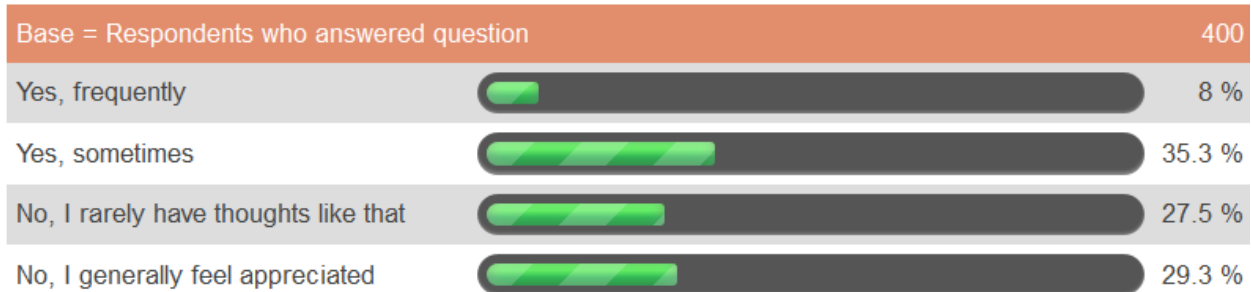
Question 6:

In your work life, do you have thoughts like 'I'm not appreciated around here'? {Choose One Answer}



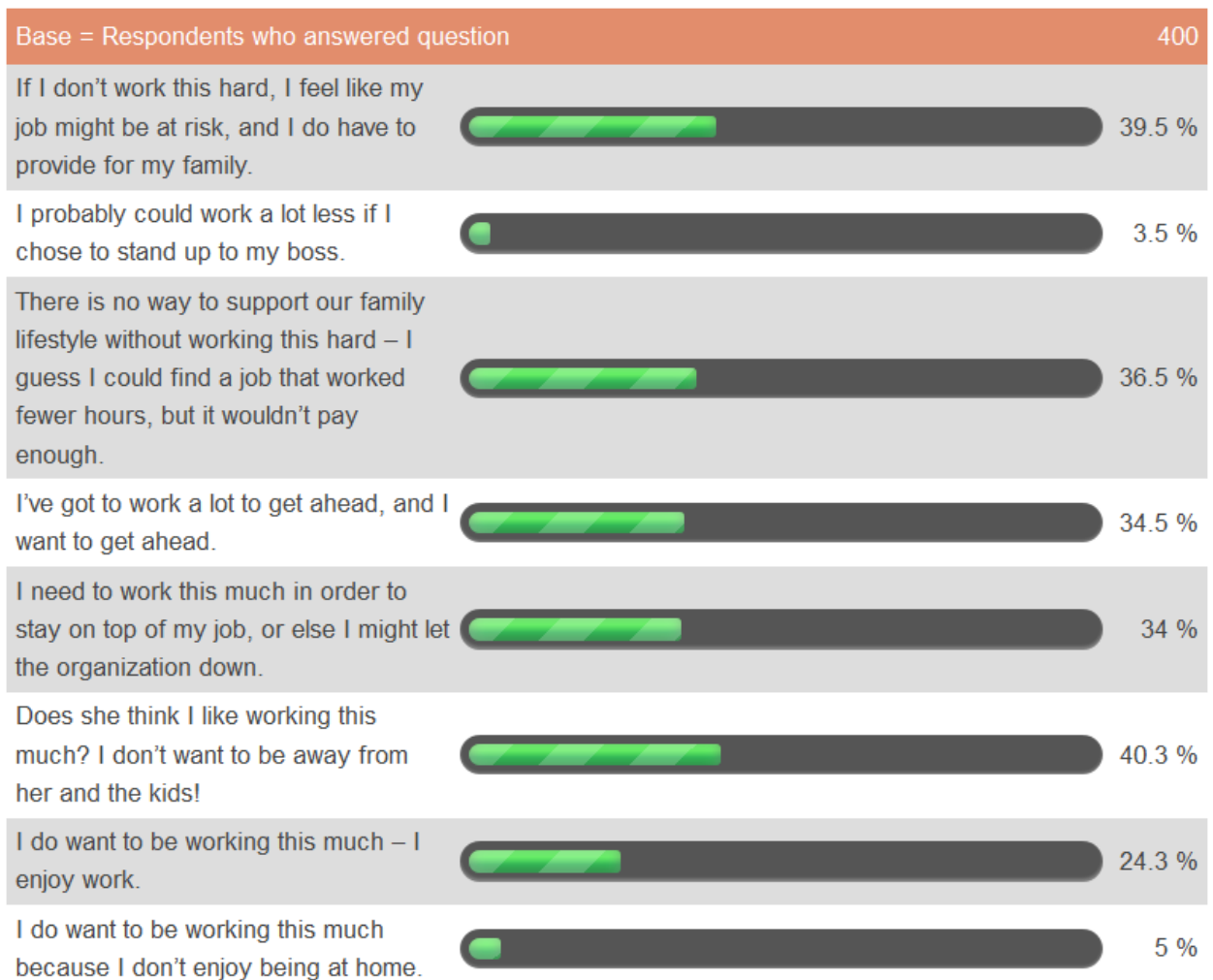
Question 7:

In your home life, do you have thoughts like 'I'm not appreciated around here'? {Choose One Answer}



Question 8:

Imagine that your wife/significant other has complained that you have been working too much. Select all the thoughts that would likely go through your mind (not just those that are true statements).
 {Choose All Correct Answers}

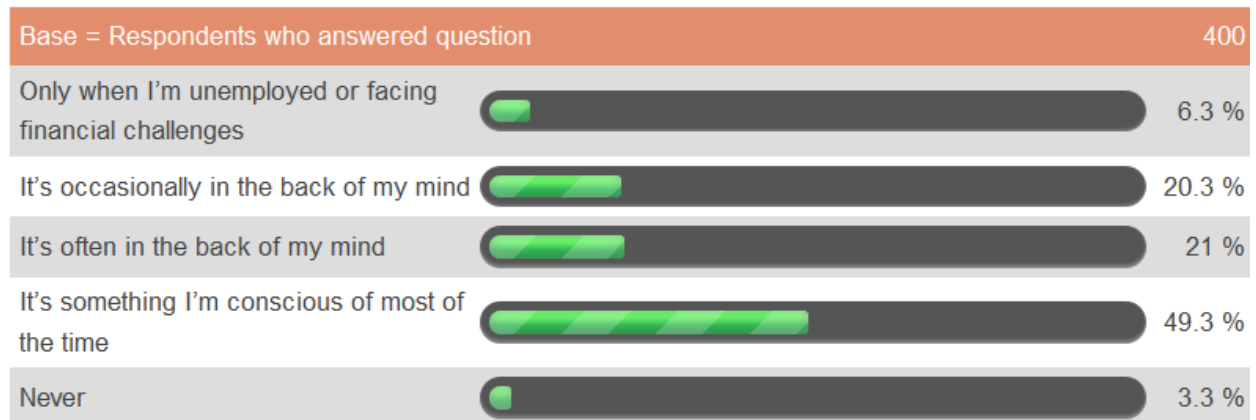


Note: Percentages total more than 100%, because respondents could choose more than one answer. As noted in the book, after accounting for those who chose multiple

answers, 82% of the men chose answers 1, 3, 5 and/or 6 -- what I would characterize as demonstrating an 'unselfish' motivation for working too much.

Question 9:

Under what circumstances do you think about your responsibility to provide for your family? {Choose One Answer}



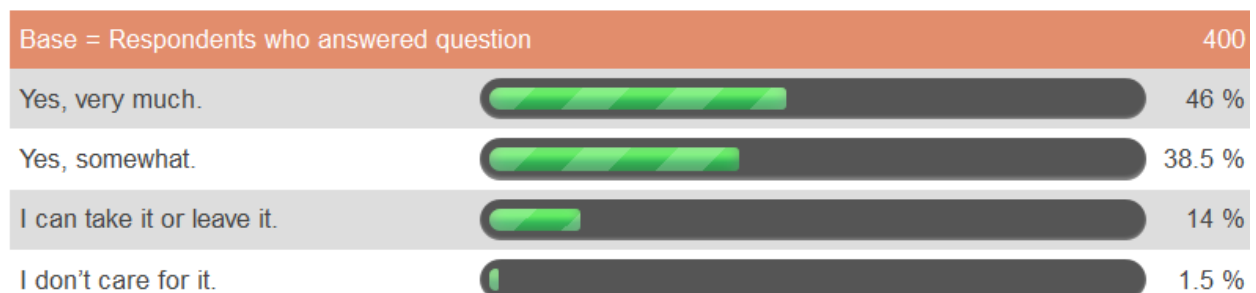
Question 10:

Suppose your wife/significant other earned enough to support your family's lifestyle. Would you still feel a compulsion to provide for your family? {Choose One Answer}



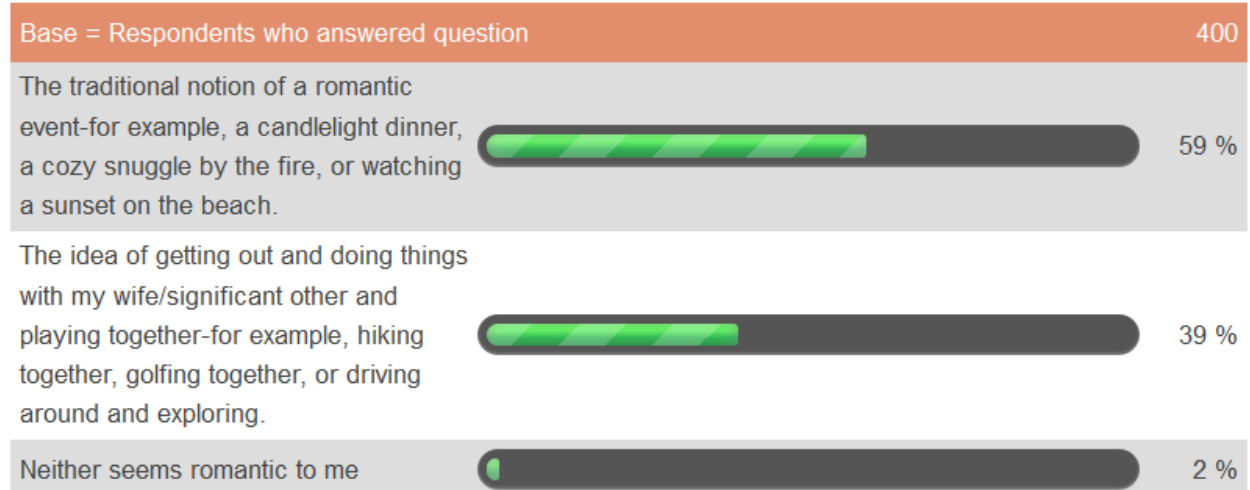
Question 11:

Regardless of whether you are able to plan romantic events, or whether your wife/significant other appreciates it, do you, yourself, desire romance? {Choose One Answer}



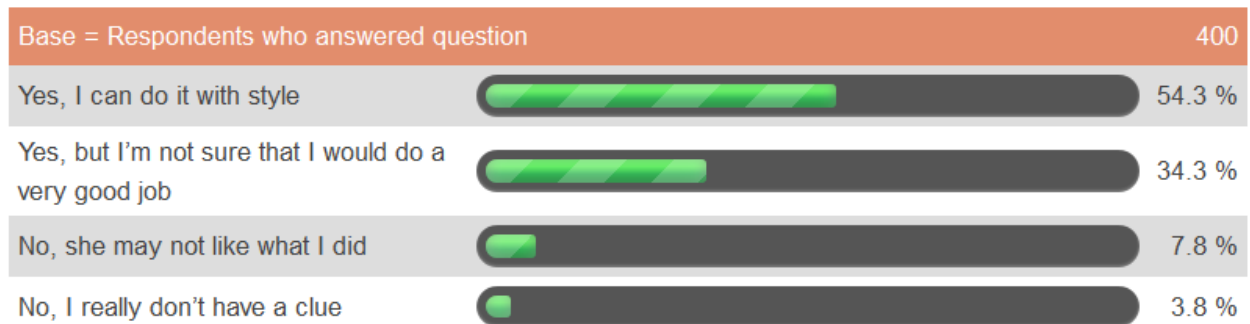
Question 12:

Men sometimes have different notions of what is romantic. If you take sex out of the equation, which of the following do you find more romantic for yourself? (Choose one answer.)



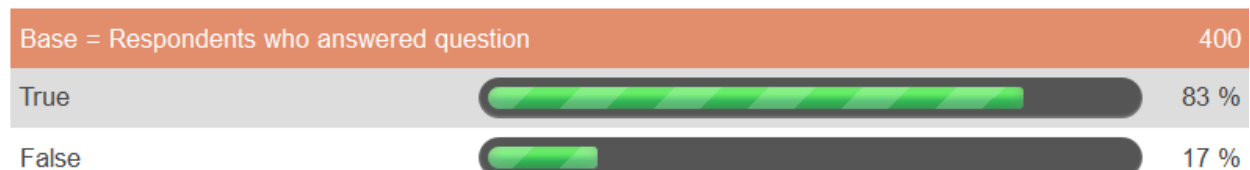
Question 13:

Suppose you had to plan an anniversary event for your wife/significant other. Do you know how to put together a romantic event that you know your partner would enjoy? {Choose One Answer}



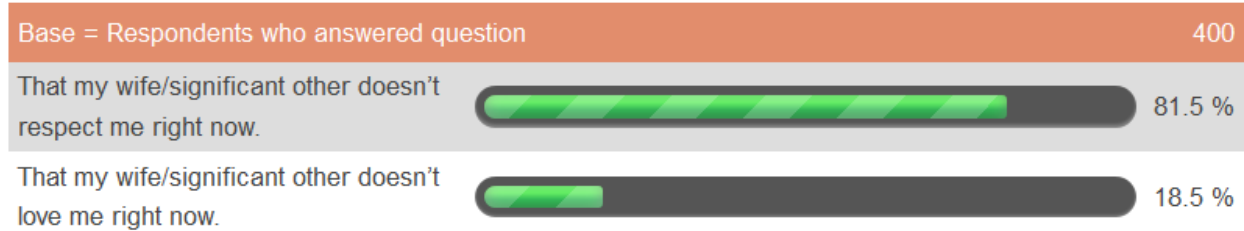
Question 14:

Is this statement true or false? 'I want my wife/significant other to look good and feel energetic. It is not as important that she look just like she did the day we met. It is more important that she make the effort to take care of herself for me now.' {Choose One Answer}



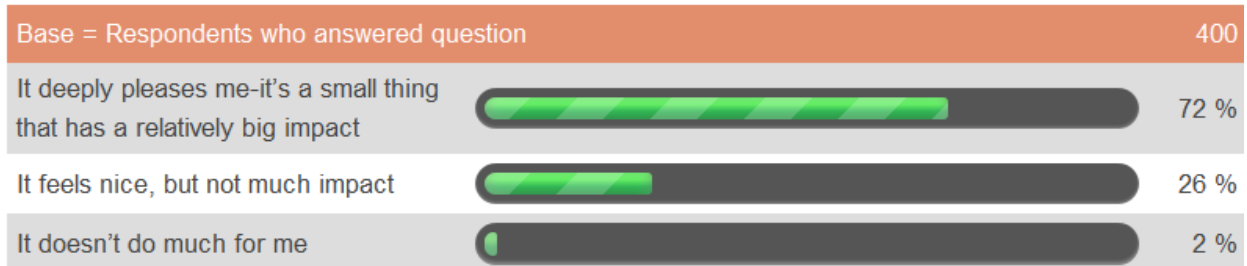
Question 15:

Even the best relationships sometimes have conflicts on day-to-day issues. In the middle of a conflict with my wife/significant other, I am more likely to be feeling... {Choose One Answer}



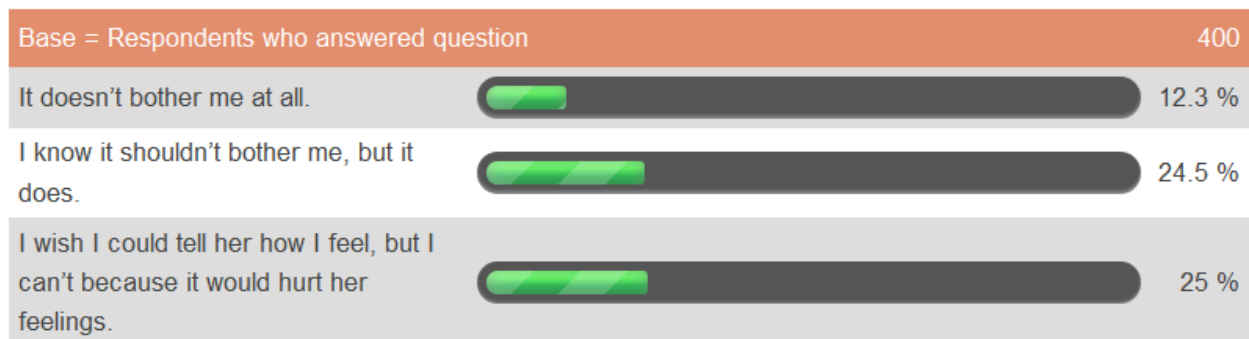
Question 16:

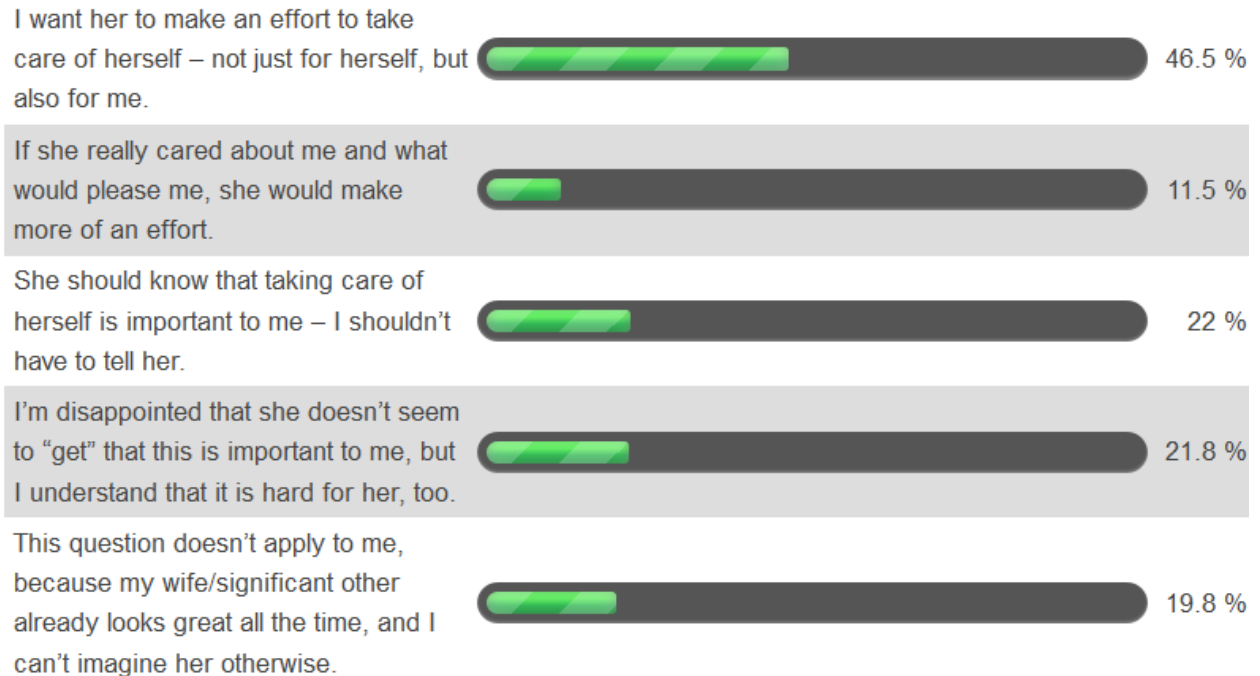
When (or if) your wife notices when you do something and sincerely thanks you for it, choose the impact it has on you, in terms of how happy or filled up it makes you. For example, "Thank you for mowing the lawn even though it was hot outside." {Choose One Answer}



Question 17:

Imagine your wife/significant other is overweight, wears baggy sweats when you are home, and only does her hair and makeup to go out. She hates being overweight, but nothing much changes and lately you've seen her eating more sweets. What goes through your mind? {Choose All Correct Answers}

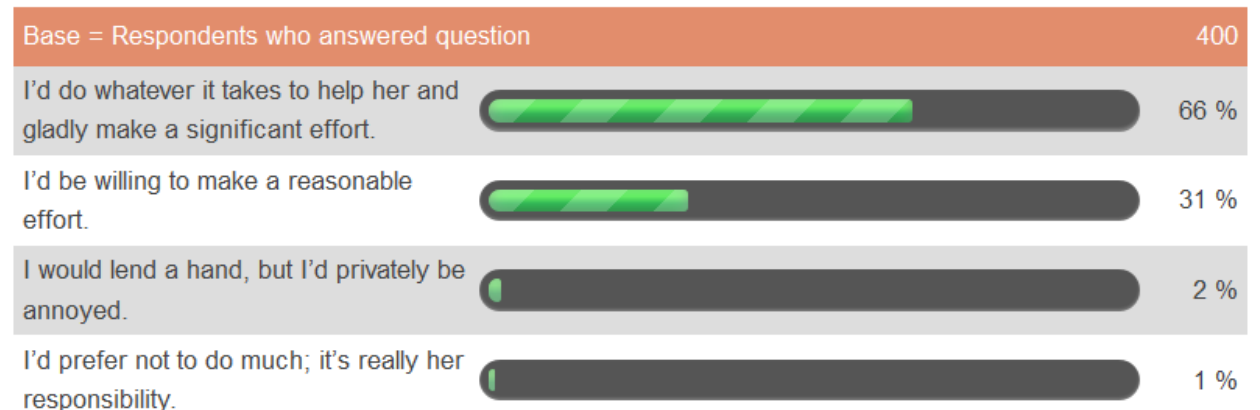




Note: Percentages total more than 100%, because respondents could choose more than one answer. After eliminating the answers of men who said this question did not apply to them, and after accounting for multiple answers, 70% of the remaining men chose answers 2, 3, 5, 6 and/or 7 – indicating that they would be emotionally bothered by this hypothetical situation.

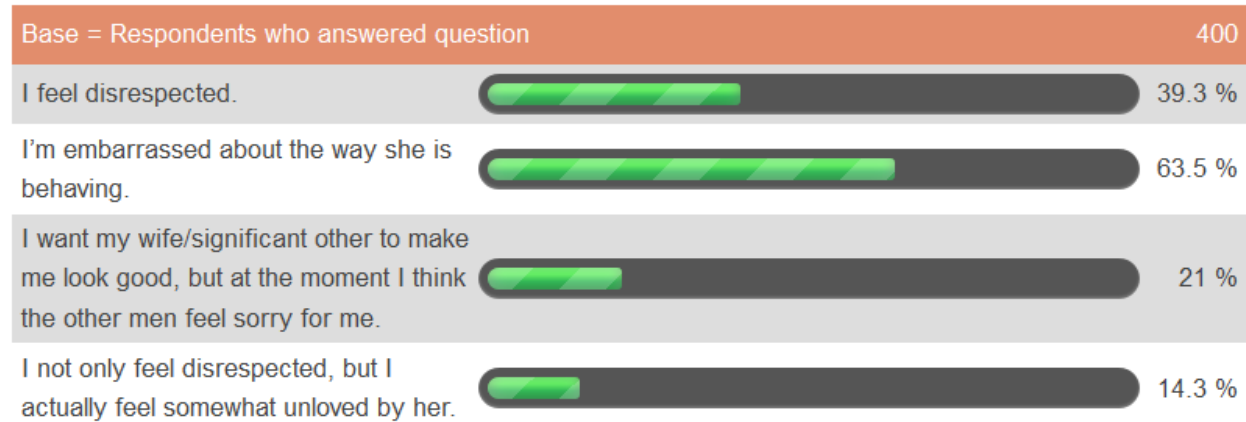
Question 18:

Imagine your wife/significant other is overweight and really wants to make an effort to get in shape for you. But her slate is already full; she has no time during the day, and in the evening she has to watch the kids or drive them to their activities. How much effort, financial expense, or additional responsibility would you be willing to take on so she can do what's necessary to get in shape? (Choose one answer.)



Question 19:

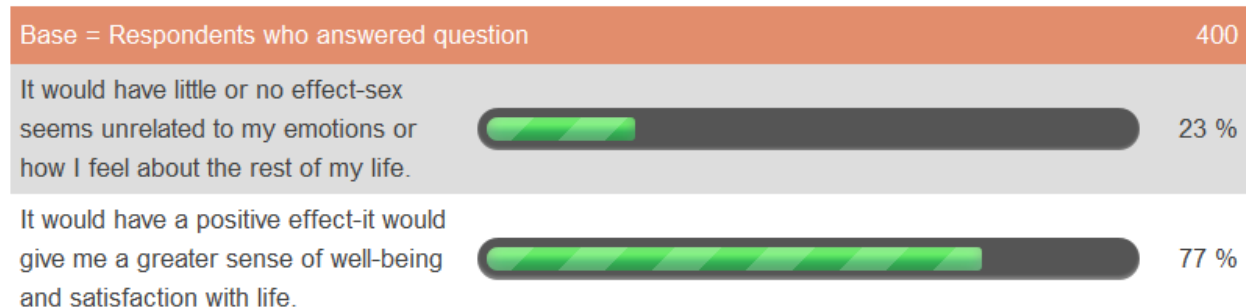
Imagine that you and your wife/significant other are out with a mixed group of friends and you are explaining an issue that you know well. Now imagine that your wife/significant other vocally disagrees with you at several points and keeps pushing, despite your efforts to move on. How does that make you feel? {Choose All Correct Answers}



Note: Percentages total more than 100%, because respondents could choose more than one answer.

Question 20:

Imagine that your wife was an interested and motivated sexual partner, and you therefore had an active love life. How would having sex with her as often as you wanted affect your emotional state? (Choose one answer.)



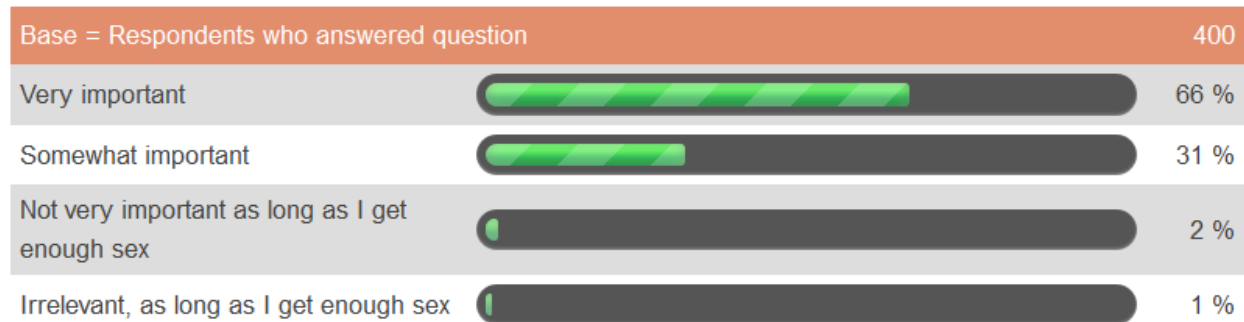
Question 21:

Imagine that your wife offers all the sex that you want but does it reluctantly or simply to accommodate your sexual needs. Will you be sexually satisfied? (Choose one answer.)



Question 22:

With regard to sex, for some men it is sufficient to be sexually gratified whenever they want. For other men it is also important to feel wanted and desired by their wife. How important is it to you to also feel sexually wanted and desired by your wife? (Choose one answer.)



Question 23:

I am not always as confident as I look.



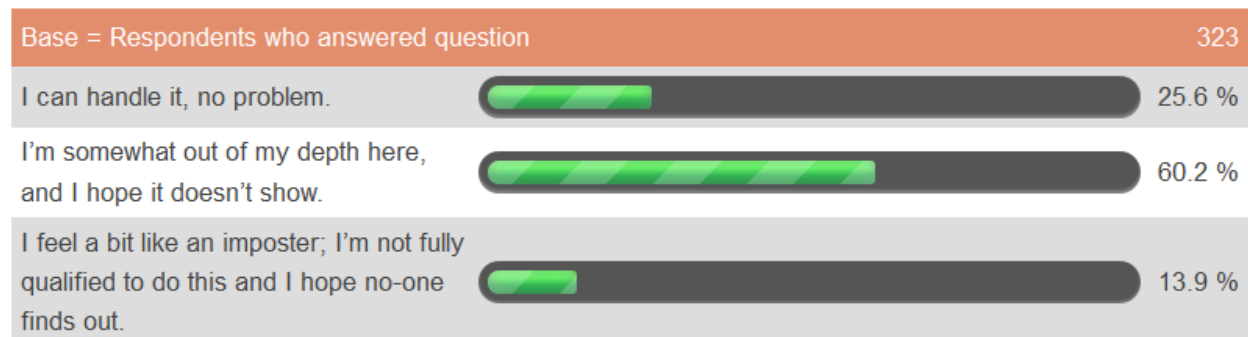
Follow-Up Survey

Author Note: The follow-up survey followed-up on one unclear question from the first professional survey. To create the same survey environment, the previous survey questions were asked alongside the new one, which was also designed with the guidance of Chuck Cowan of [Analytic Focus](#). The survey was conducted by Multnomah Publishers and delivered a sample of primarily churchgoing men, who were (as with the previous survey) heterosexual, lived within the U.S., and were between the ages of 21 and 75.

Question 1:

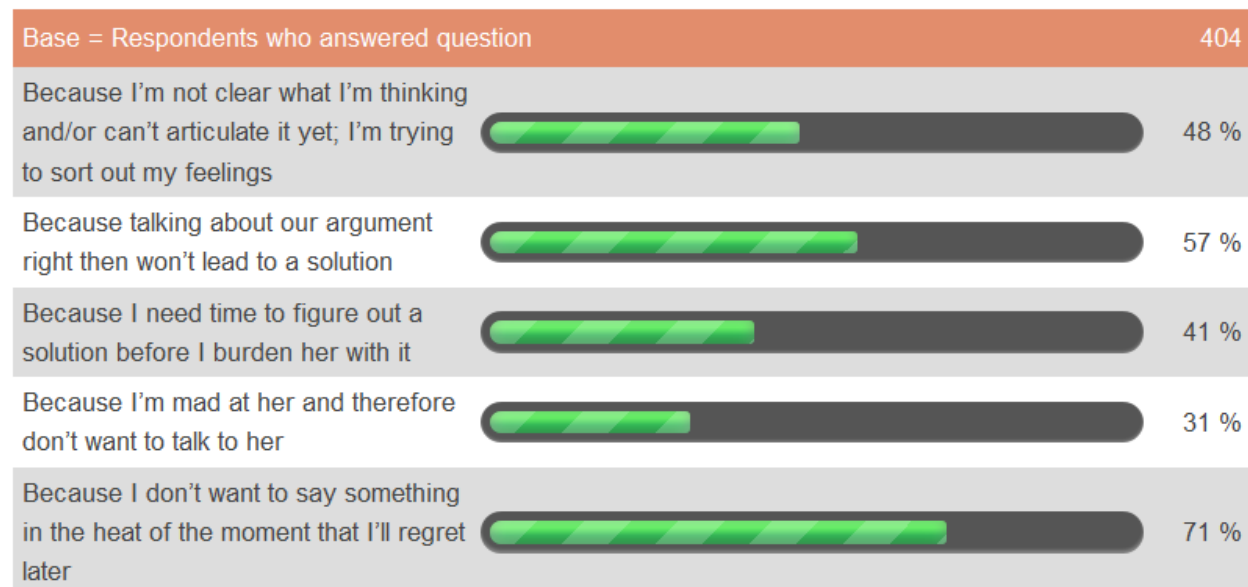
Men who are taking risks and progressing in their careers will inevitably face many situations that

are somewhat unfamiliar and challenging. Think back over several situations like that in your career. Which one of these feelings were you most likely to experience? {Choose One Answer}



Question 2:

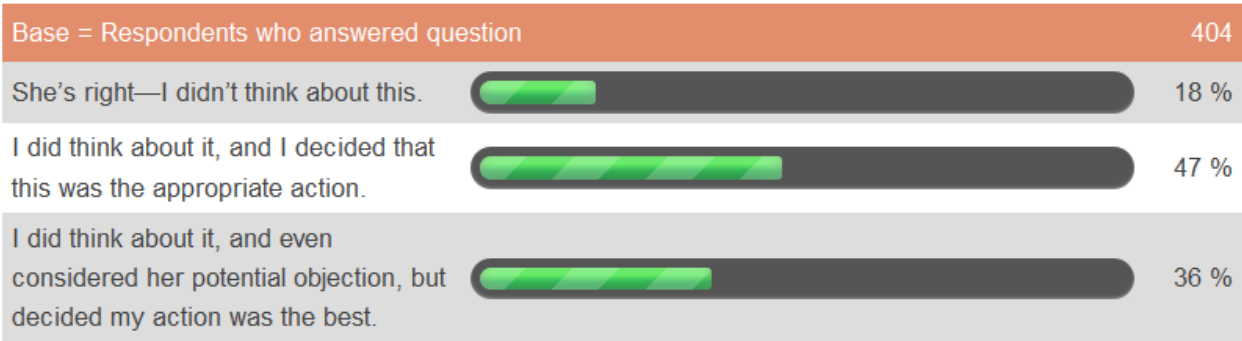
Think about several instances when you've had a tiff with your wife/significant other and she wanted to talk about it. In a situation where you don't want to talk about it, please check ALL the reasons why. {Choose all correct answers.}



Note: Because the men could choose more than one answer, percentages total more than 100 percent.

Question 3:

Suppose you are doing some minor project, and it's not something you discussed with your wife/significant other. She gets that "What were you thinking?" look on her face and clearly has a question about what you are doing. Choose the situation that happens most frequently. {Choose one answer}



Note: Taken from a second national survey of men, "How Men Think 2," 2005, which used the same methodology, survey designer and survey company as the 2003 survey. Due to rounding, totals slightly exceed 100 percent.