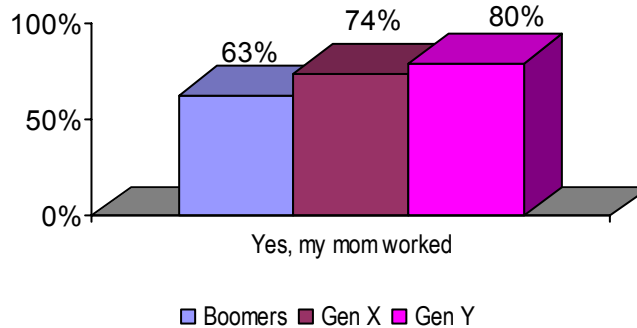


Working Moms the New Norm for Role Models in the Home

Did your mom work?
(broken down by percentage within each generation)



Which TV Character most resembles your mother? (all generations)

Character	Responses	Percent
Claire Huxtable (Cosby Show)	136	25%
Carol Brady (The Brady Bunch)	100	18%
June Cleaver (Leave it to Beaver)	86	15%
Murphy Brown (Murphy Brown)	49	9%
Rosanne (Roseanne)	32	6%
Bree Van De Kamp (Desperate Housewives)	14	3%
The women of Absolutely Fabulous	10	2%
Laura Petri, Dick Van Dyke Show	7	1%
Lucy Ricardo (I Love Lucy)	7	1%
Florida Evans (Good Times)	6	1%
Lorelei Gilmore (The Gilmore Girls)	5	1%
Marie (Everybody Loves Raymond)	5	1%
Anne Romano (One Day at a Time)	4	1%
Donna Reed (Donna Reed)	4	1%
Peg Bundy (Married with Children)	4	1%
Maude (Maude)	4	1%
Other (including "no one like my mom" answers)	82	15%
	555	100%

**Excerpted from the DowntownWomensClub.com 2006 Online Networking Survey: High Tech or Not High Tech, That is Our Question (1,000+ respondents).*

For more information contact:

Lynn Schwartz

lschwartz@newsmakergroup.com

212-996-5050