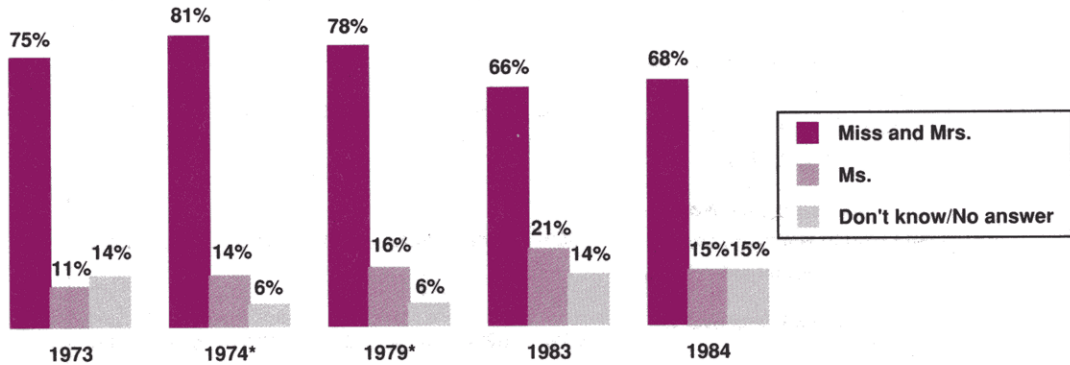


## What Shall I Call Thee? Ms. May Have Gained a Bit, But Miss/Mrs. Are Still Way Ahead

**Question:** Which form of address do you like best for women—Miss and Mrs. or Ms.?



\*In 1974 and 1979, the responses are of women only.

**Source:** Surveys by the Roper Organization, September 26-October 6, 1973, April-June 1974, October 6-20, 1979, September 24-October 1, 1983; and the *Los Angeles Times*, August 25-30, 1984.

**Question:** Would you, yourself, rather be addressed as Ms. or Miss or Mrs.?

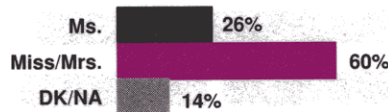
Asked of women



**Source:** Survey by the Gallup Organization, January 12-15, 1973.

**Question:** Which form of address do you like best for women—Ms. or Miss or Mrs.?

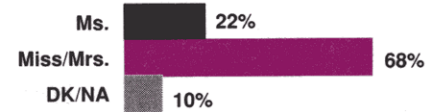
Asked of all respondents



**Source:** Survey by CBS News, September 18-20, 1997.

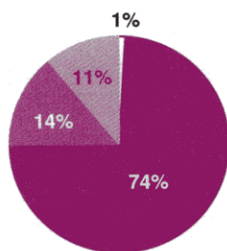
**Question:** Which form of address do you use for yourself—Ms. or Miss or Mrs.?

Asked of women

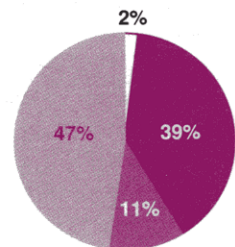
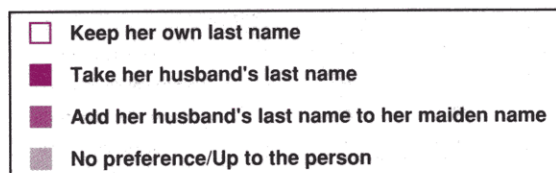


## After Marriage, What Last Name Should a Woman Use? "It's Up To You" is Way Up

**Question:** As a general rule, when a man and a woman marry, what last name do you think the woman should use? Should the woman keep her own last name, take her husband's last name, add her husband's name to her maiden name, or do you have no preference whatsoever?



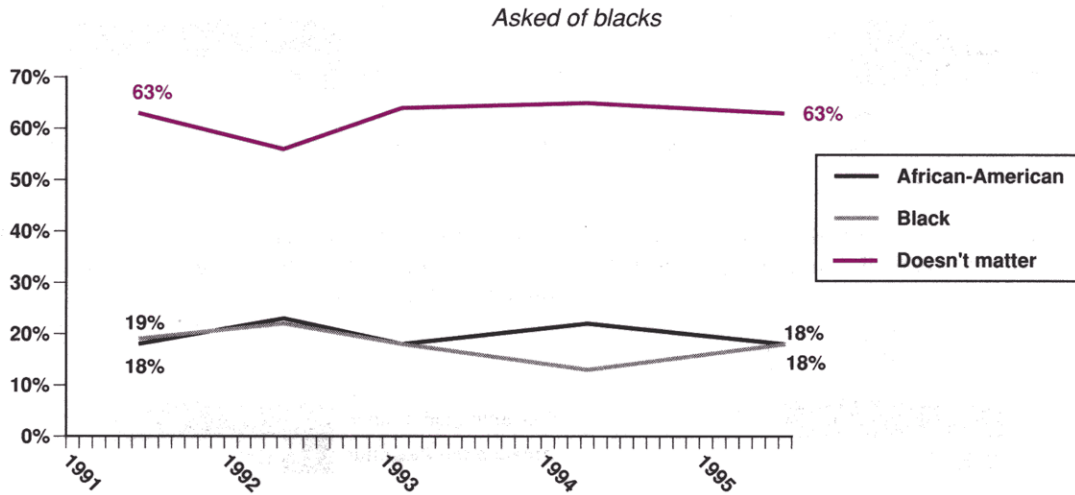
**Source:** Survey by Audits and Surveys for the Merit Report, August 2-9, 1982.



**Source:** Survey by the Gallup Organization for CNN/USA Today, May 30-June 1, 1997.

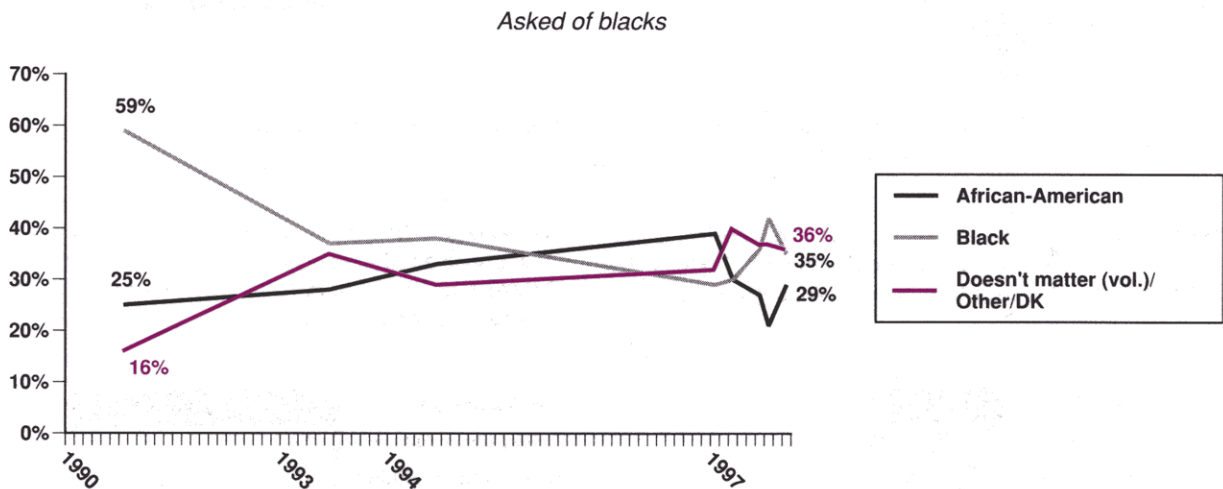
# Black or African-American? Today, it Really Doesn't Matter

**Question:** Some people say the term African-American should be used instead of the word black. Which term do you prefer—African-American or black or doesn't it matter to you?



**Source:** Surveys by the Gallup Organization, June 13-16, 1991, May 7-10, 1992, April 22-24, 1994, July 20-23, 1995; and CBS News/*New York Times*, February 9-11, 1993.

**Question:** When someone refers to your race, do you prefer to be referred to as black, African-American or some other term?



**Source:** Surveys by Hart and Teeter Research Companies for NBC News/*Wall Street Journal*, latest that of September 11-15, 1997.