

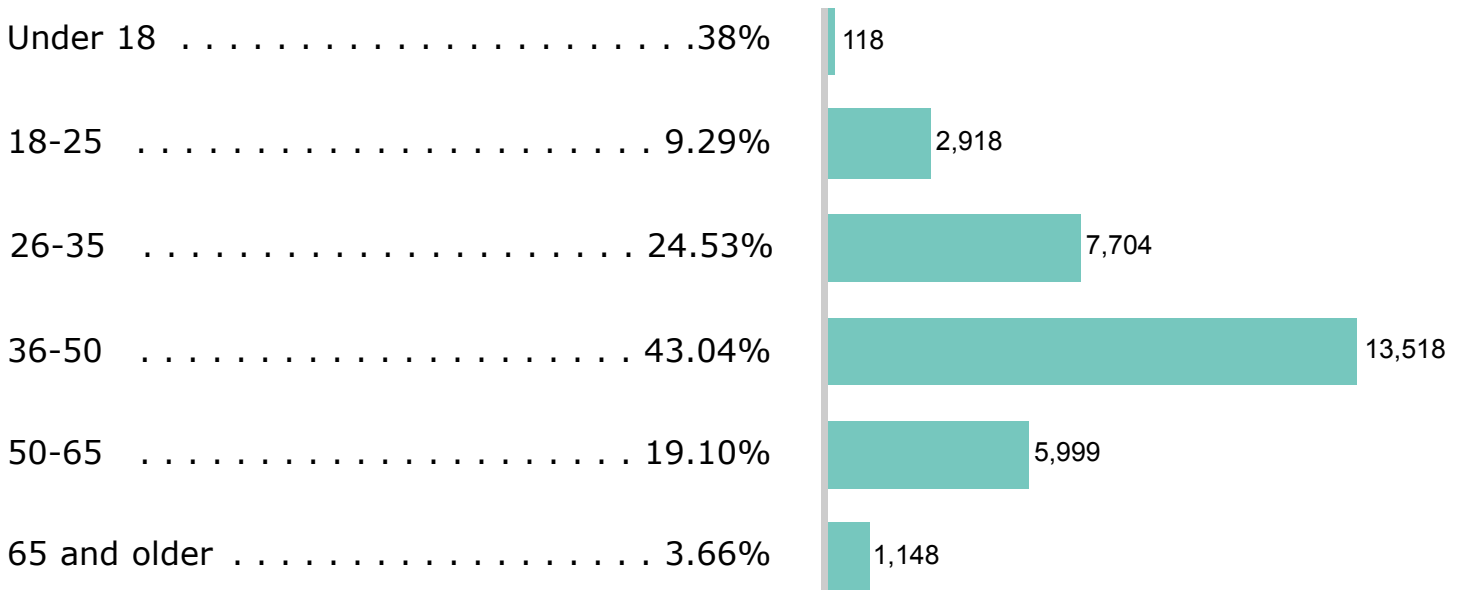


What Women Want Survey Results

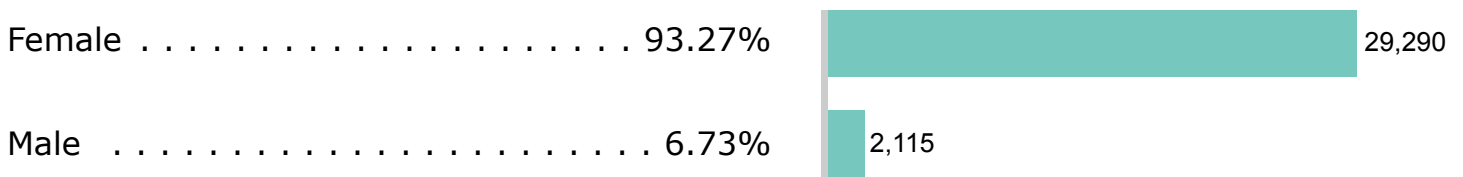
We asked and you told us. When Chicken of the Sea sought to answer that famous question once posed by Sigmund Freud, "What does a Women Want?" we received more than 31,000 responses.

Chicken of the Sea has a long history of meeting women's desires when it comes to quality, healthful and convenient seafood. Now, we also know what else women are looking for in life and will give it them throughout our year-long "What Women Want" campaign, which includes the "Hunks at Home" contest. Keep an eye on www.chickenofthesea.com for more information.

What is your age group? Responses: 31,405

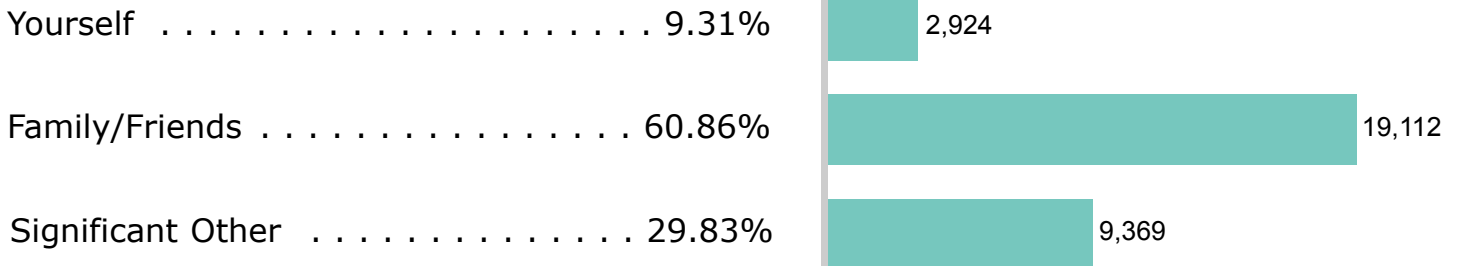


What is your gender? Responses: 31,405



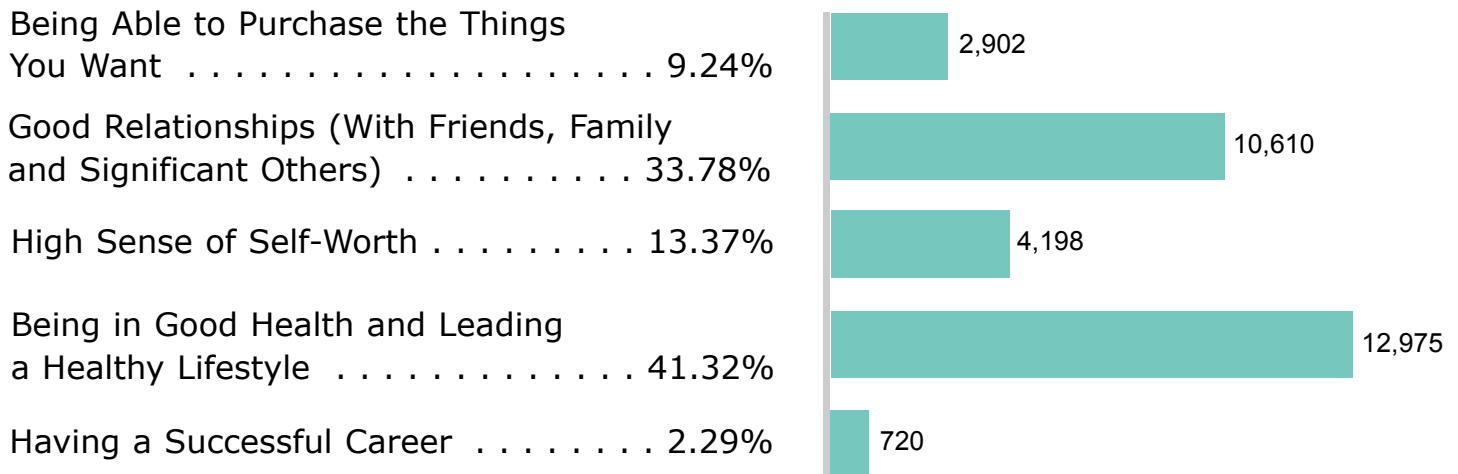
Which relationship is most valued in your life?

Responses: 31,405



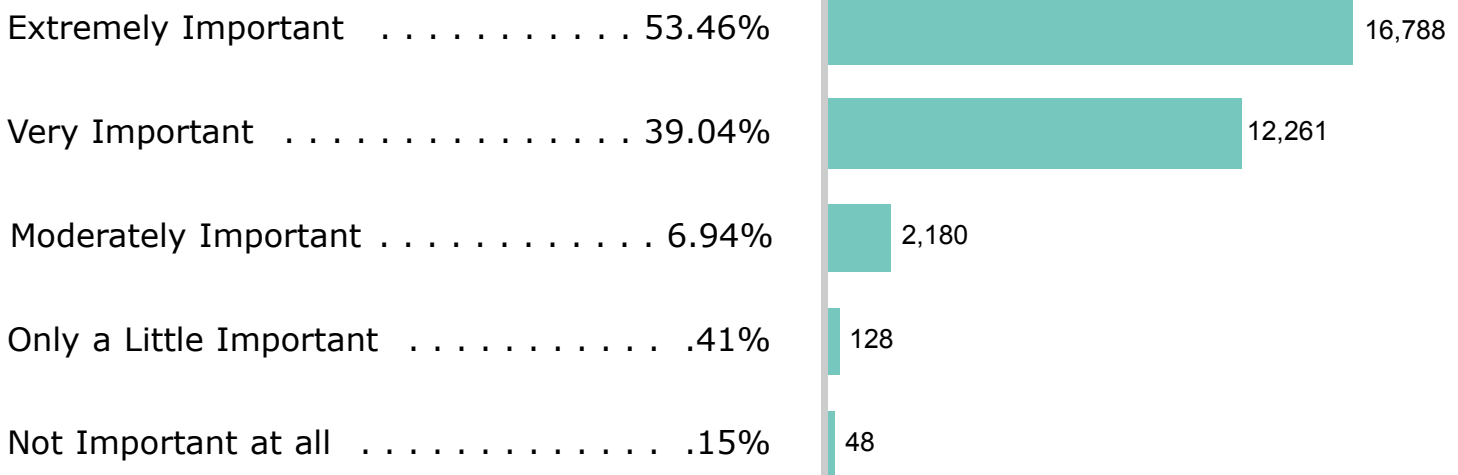
Which of the following would most lead you to happiness?

Responses: 31,405



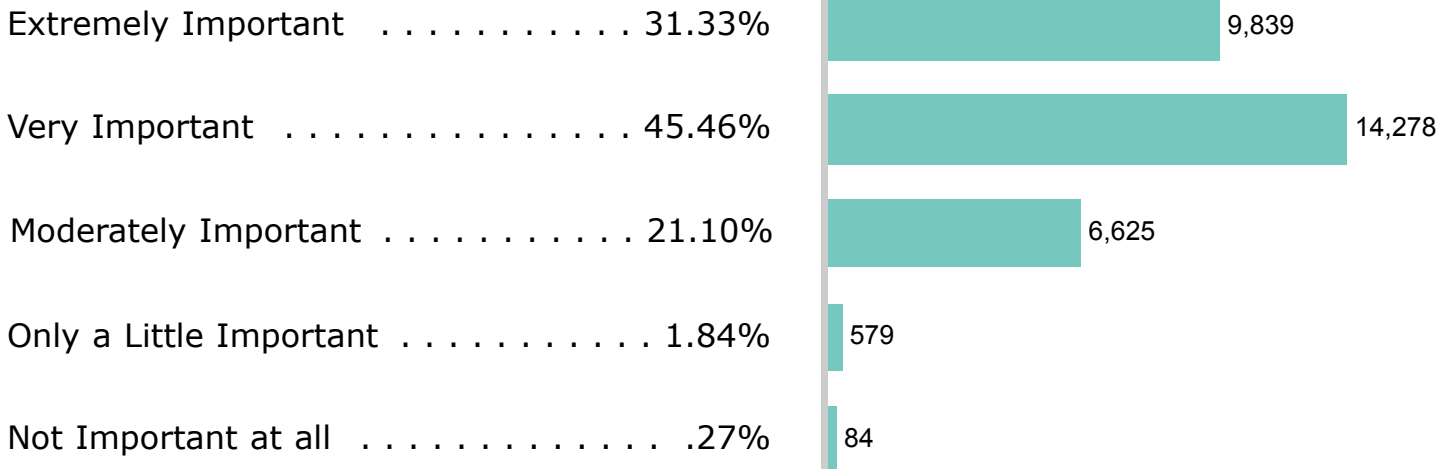
How important do you think eating nutritious meals is to your overall health?

Responses: 31,405



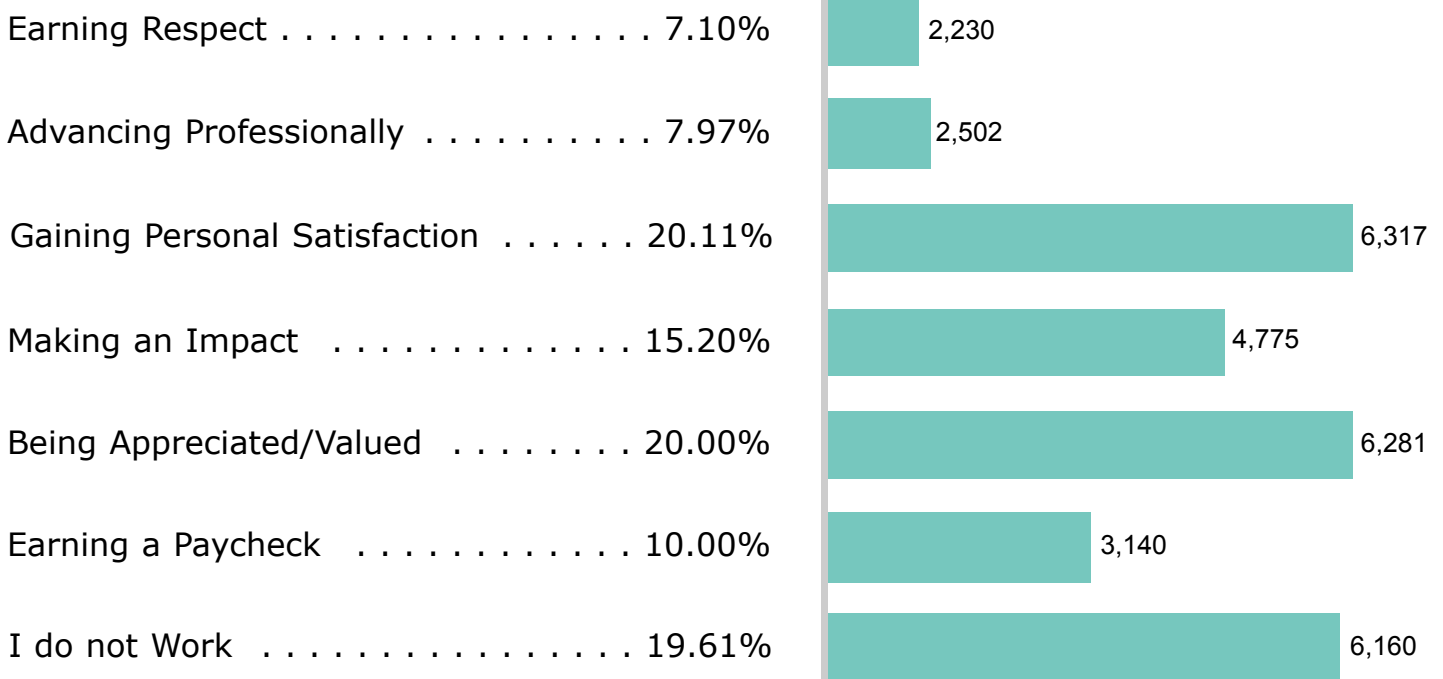
How important is convenience in simplifying your life?

Responses: 31,405



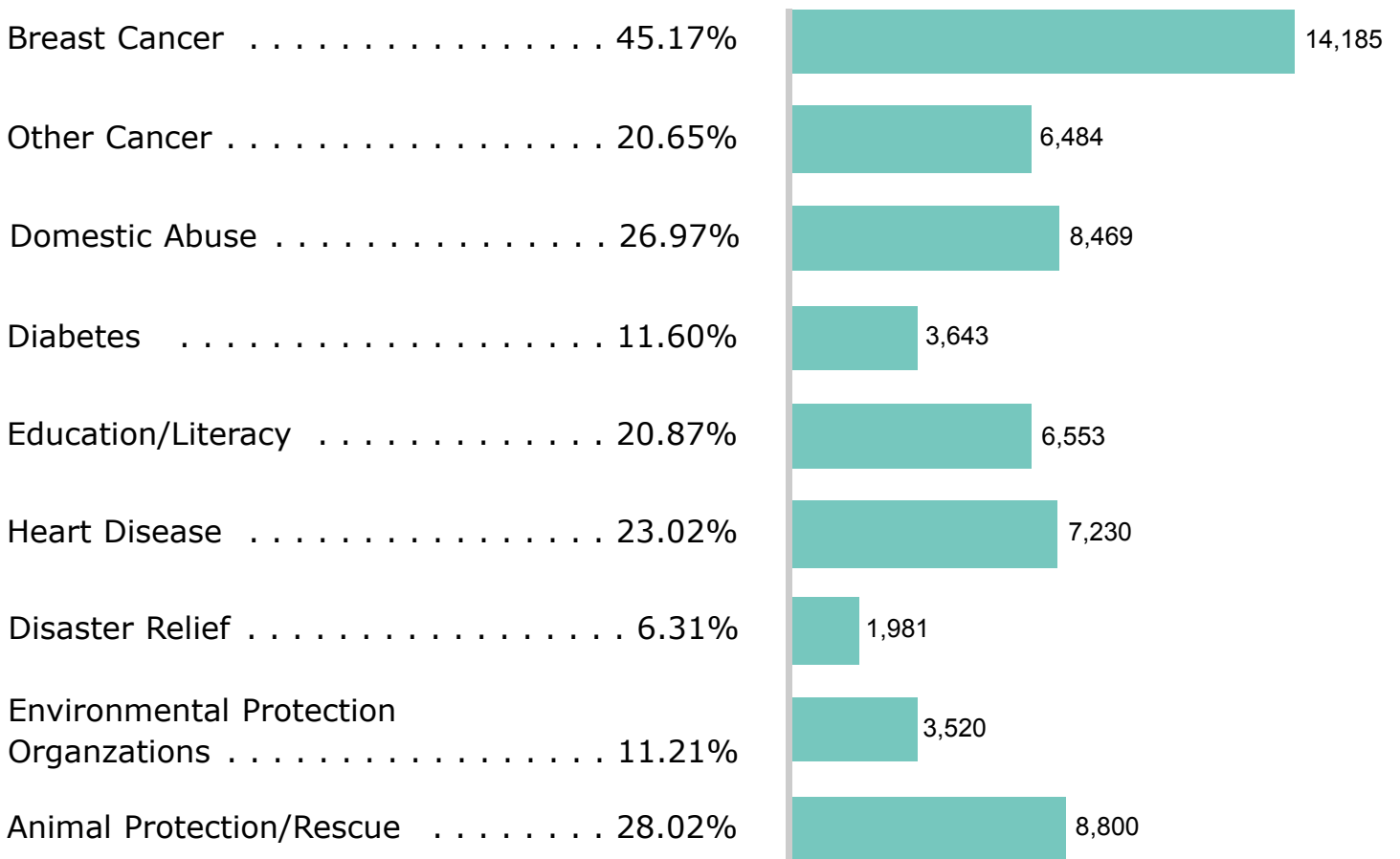
What is your primary objective in the workplace?

Responses: 31,405



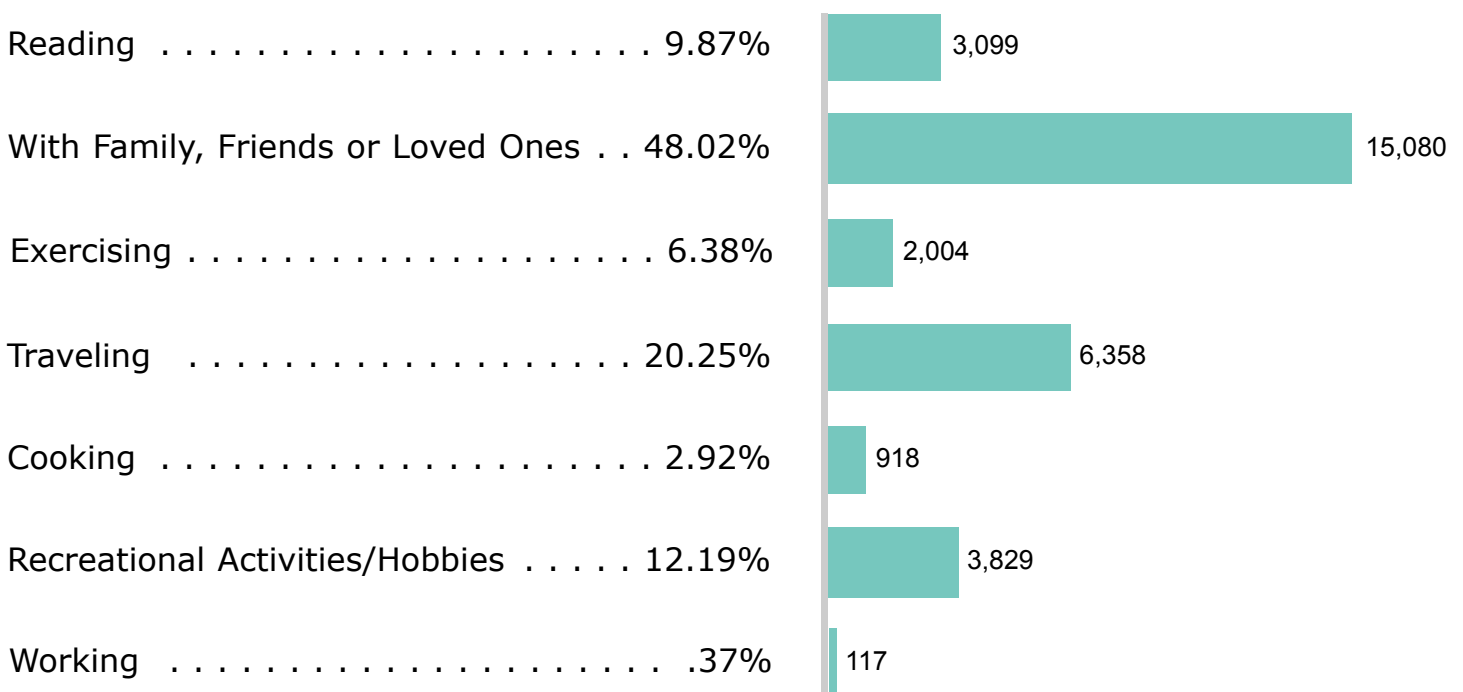
What types of organizations would you be most inclined to support?

Responses: 28,052

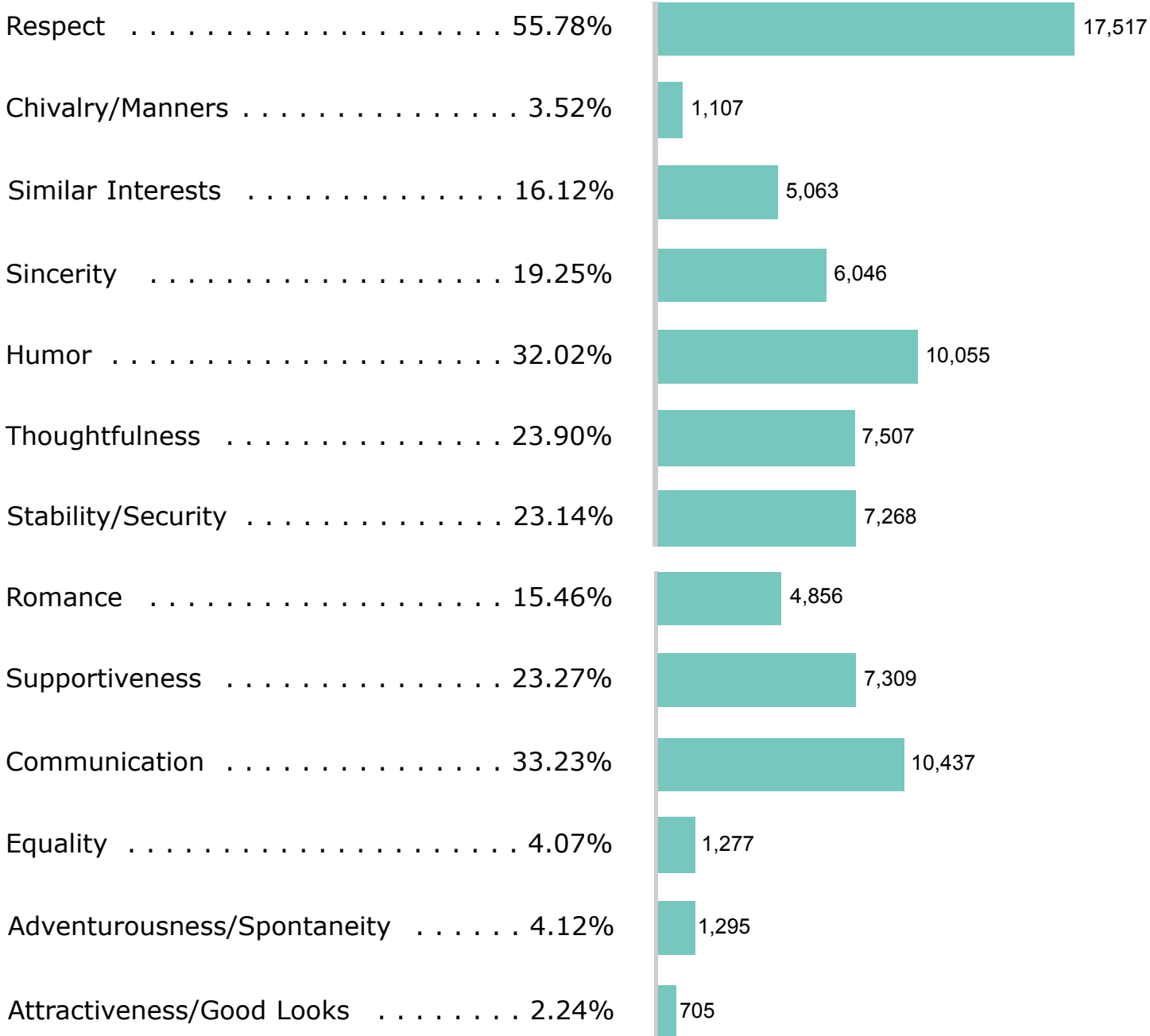


If you had more time, how would you spend it?

Responses: 31,405

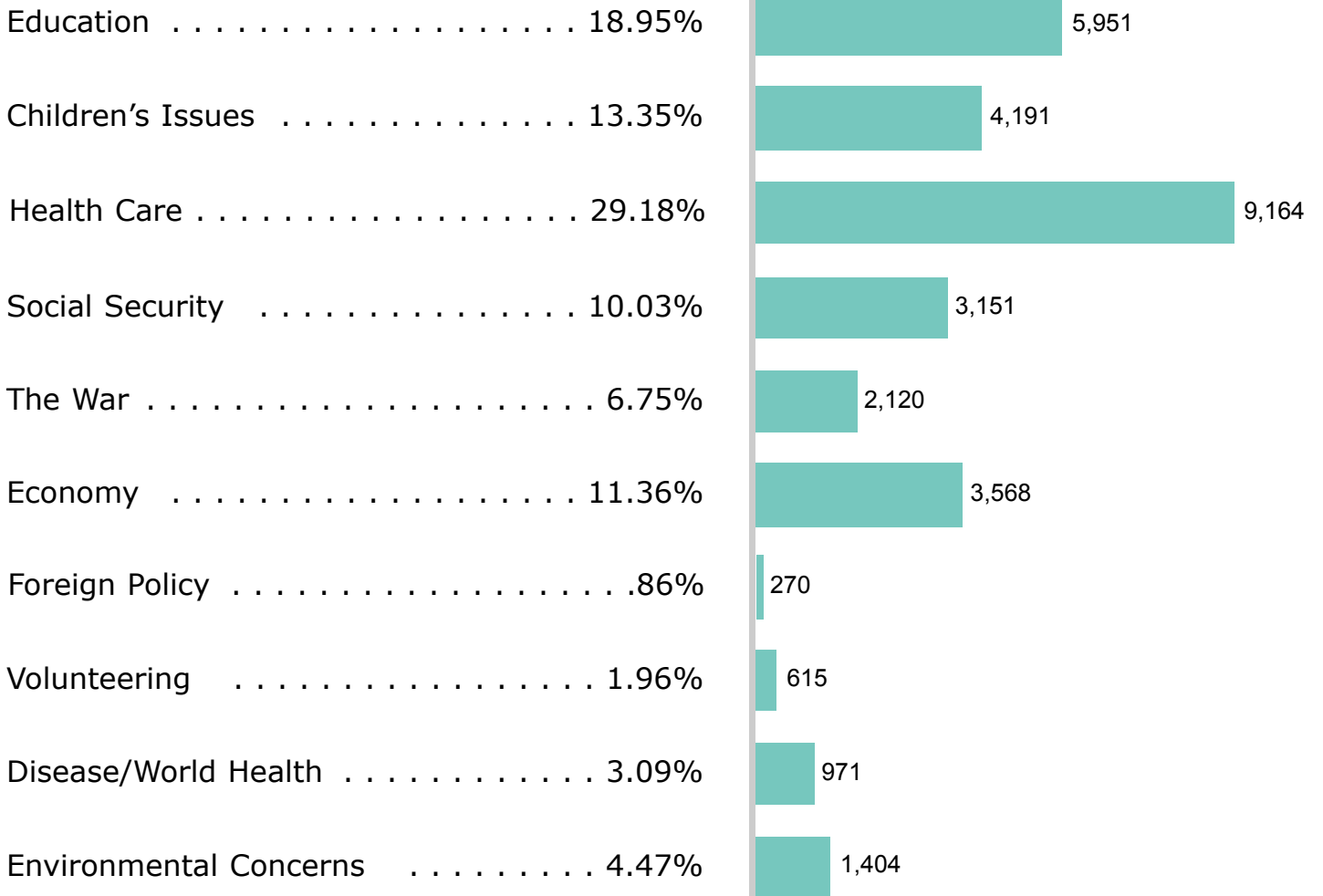


Which qualities are the most important in a significant other? Responses: 28,157



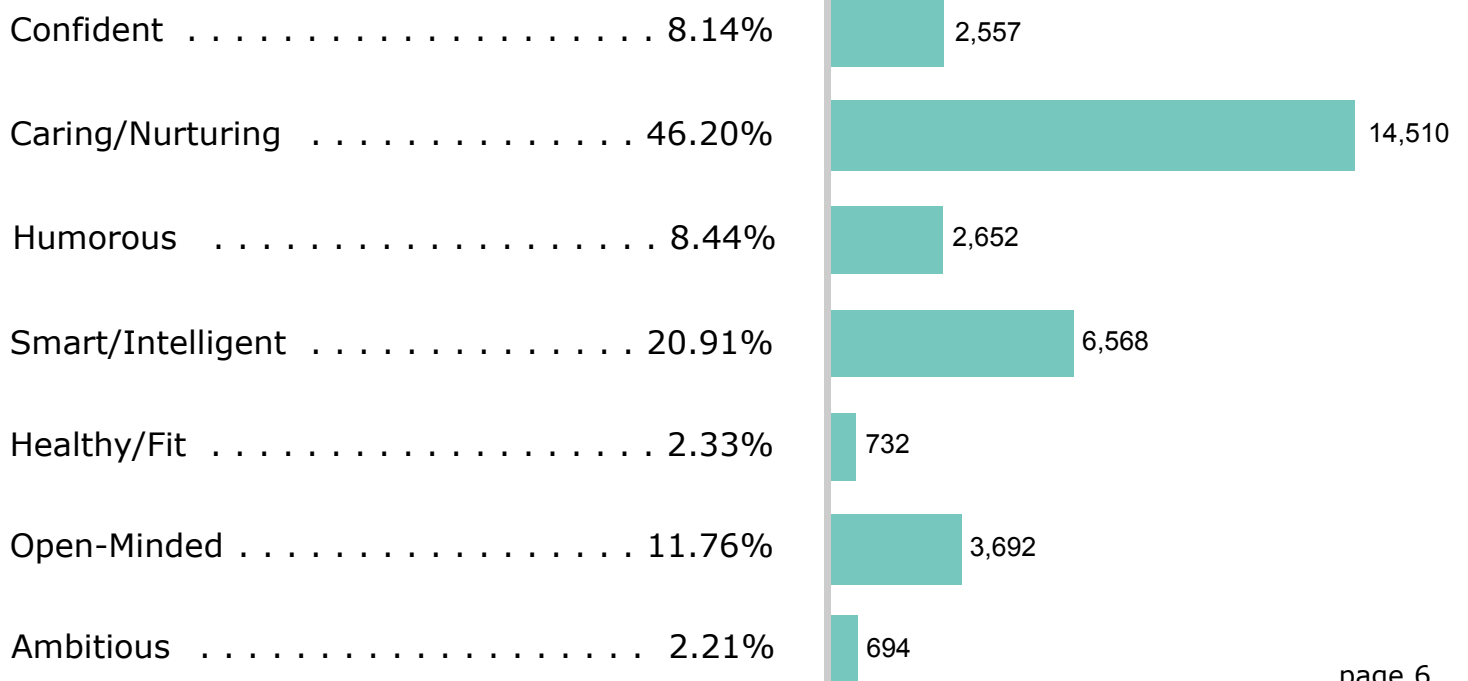
What social issue is most important to you?

Responses: 31,405



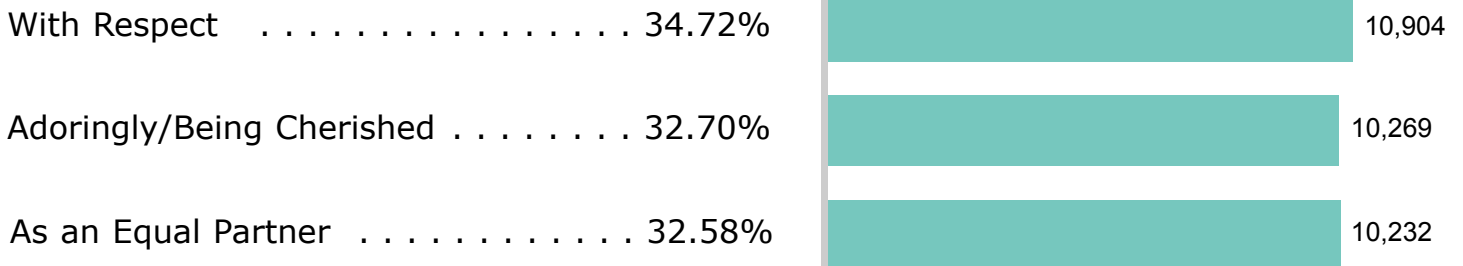
How would you most like to be described?

Responses: 31,405



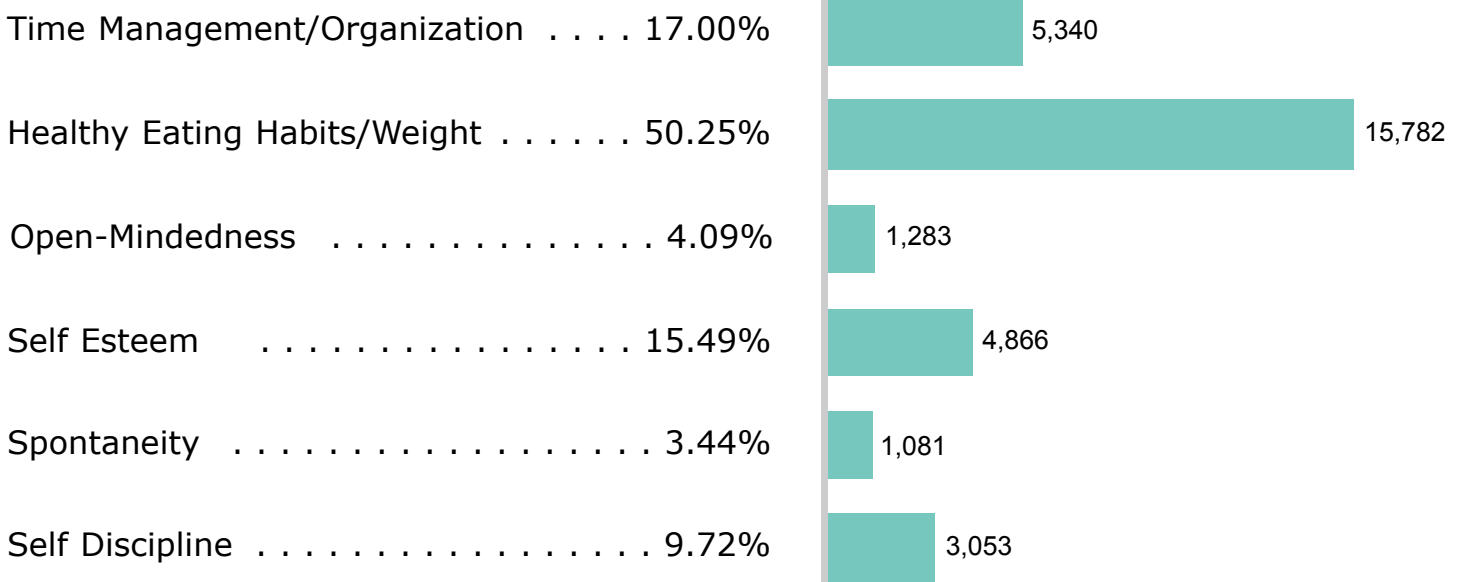
How would you most like to be viewed by your partner/significant other?

Responses: 31,405



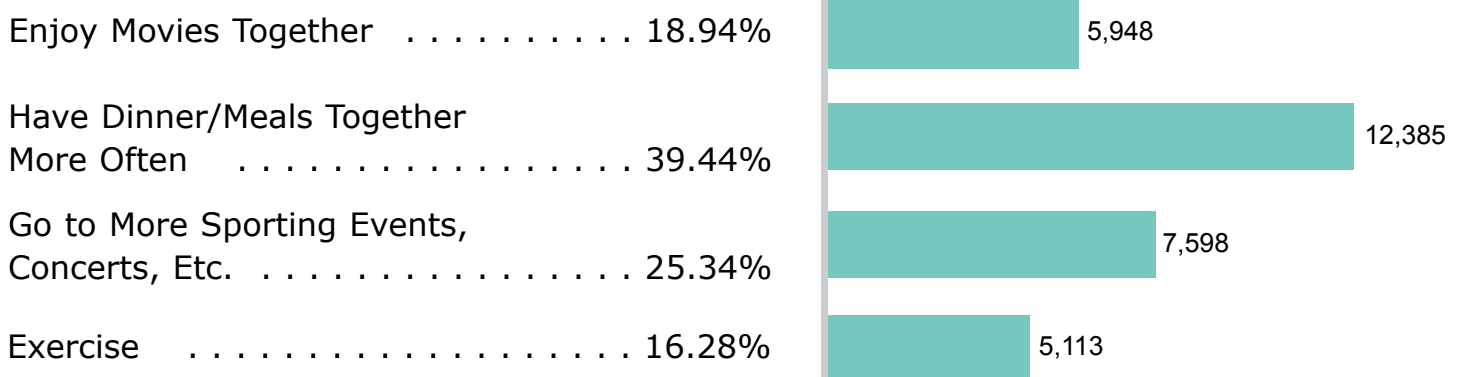
Which of the following would you most like to improve about yourself?

Responses: 31,405



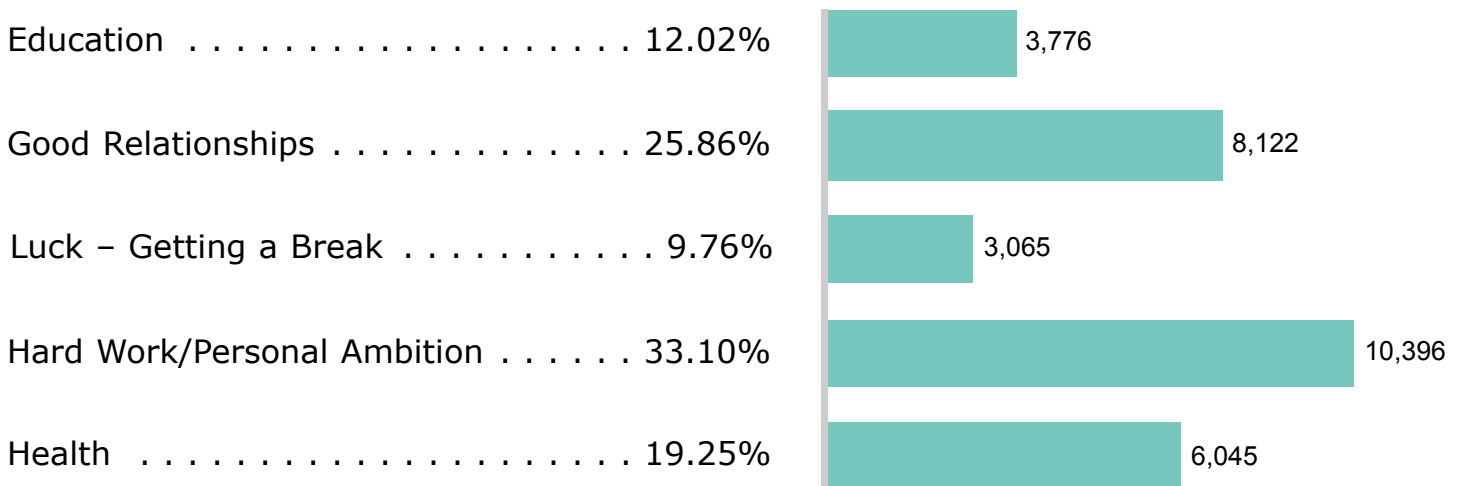
Which of the following do you wish you could do more often with your family?

Responses: 31,404



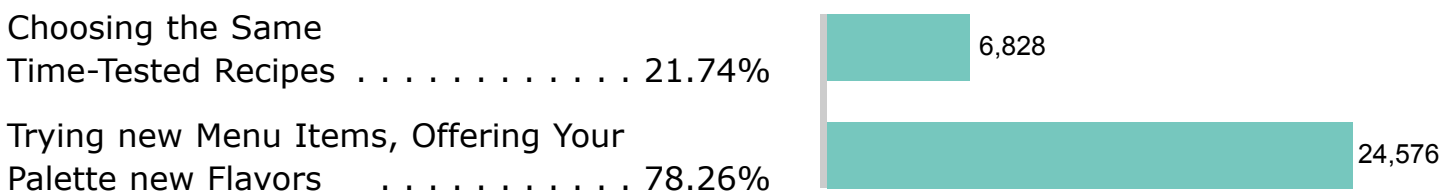
Which item is most important in helping you achieve your personal goals?

Responses: 31,404



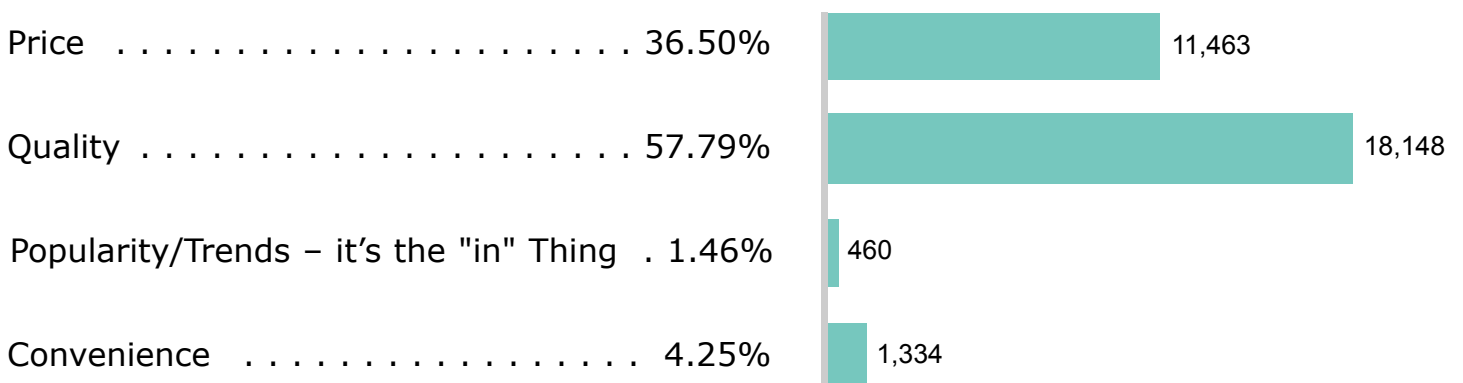
When at a restaurant or preparing a meal at home, which do you prefer?

Responses: 31,404

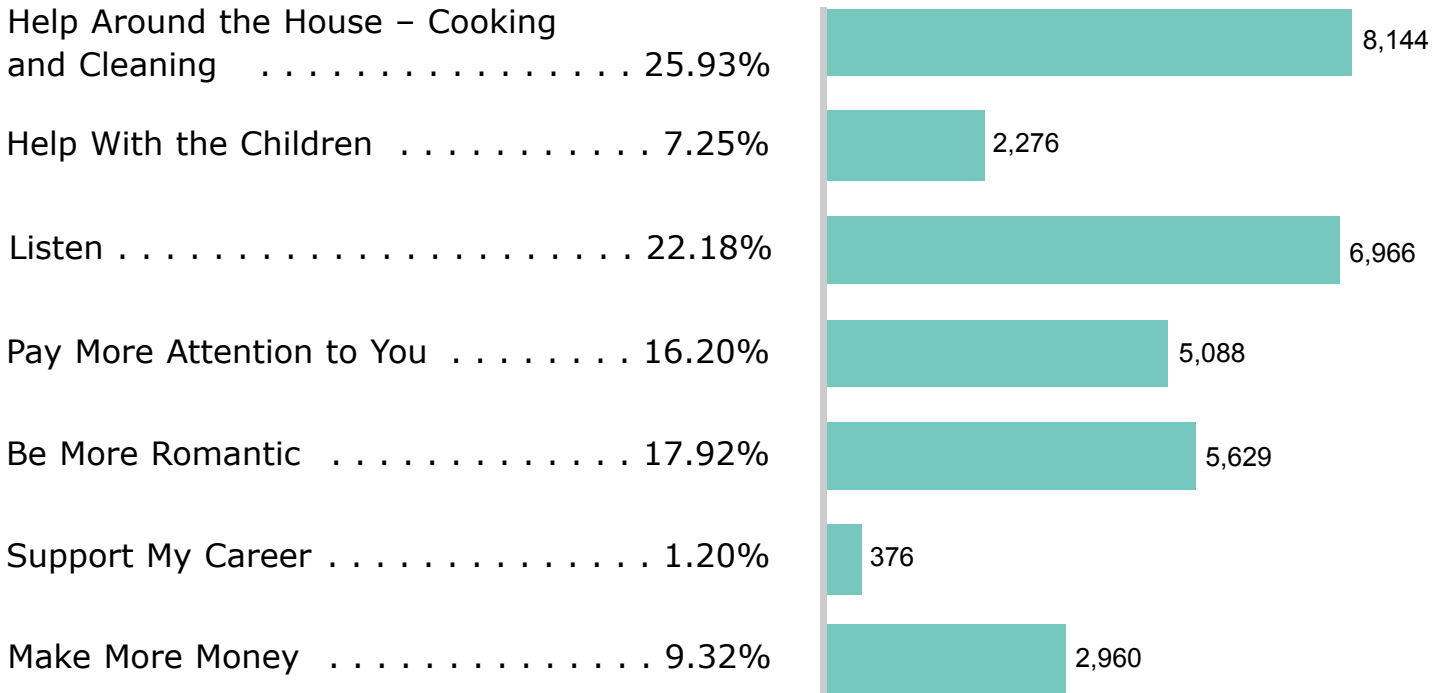


When making purchases, which feature is the most important to you?

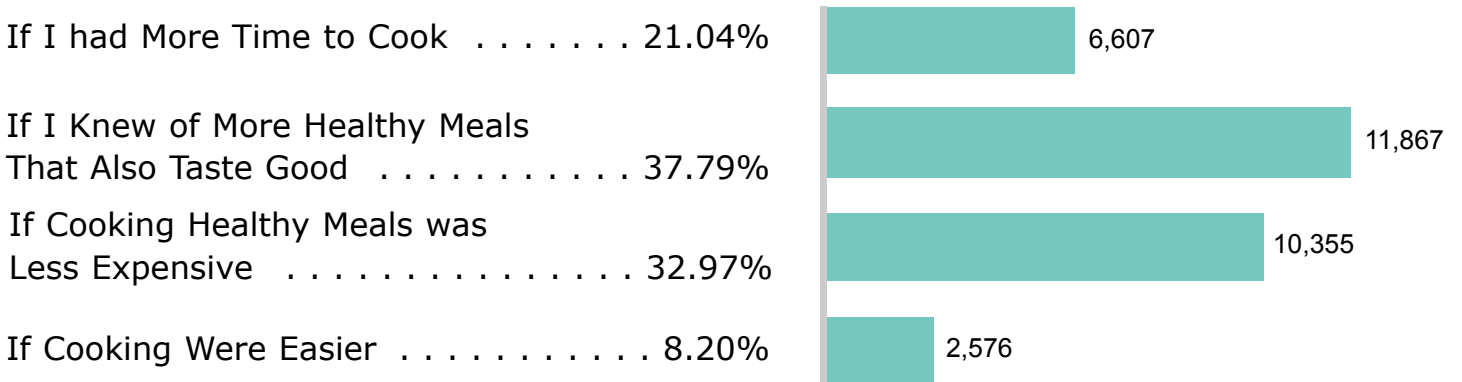
Responses: 31,405



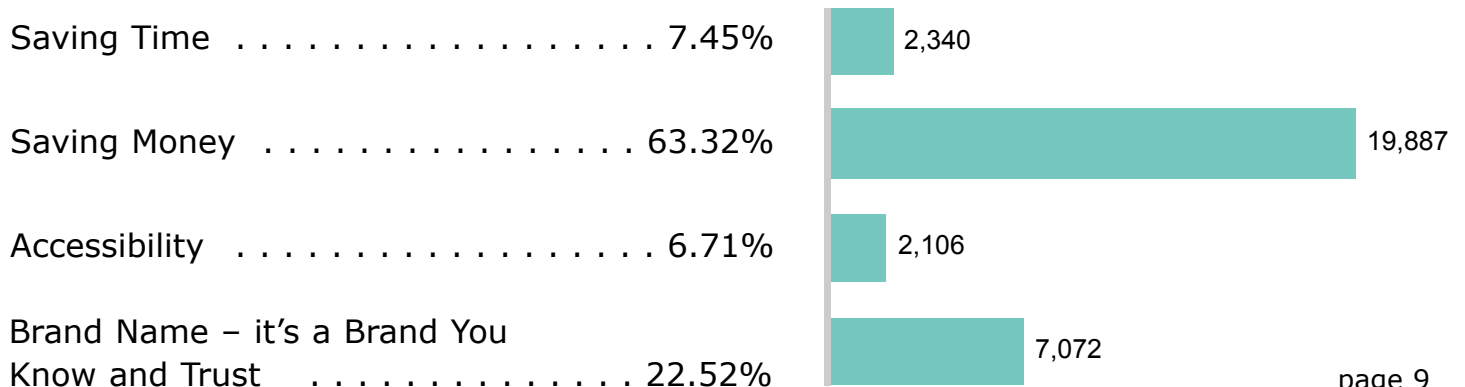
What do you wish a significant other would do more often? Responses: 31,405



What would encourage you to cook healthy meals more often? Responses: 31,405

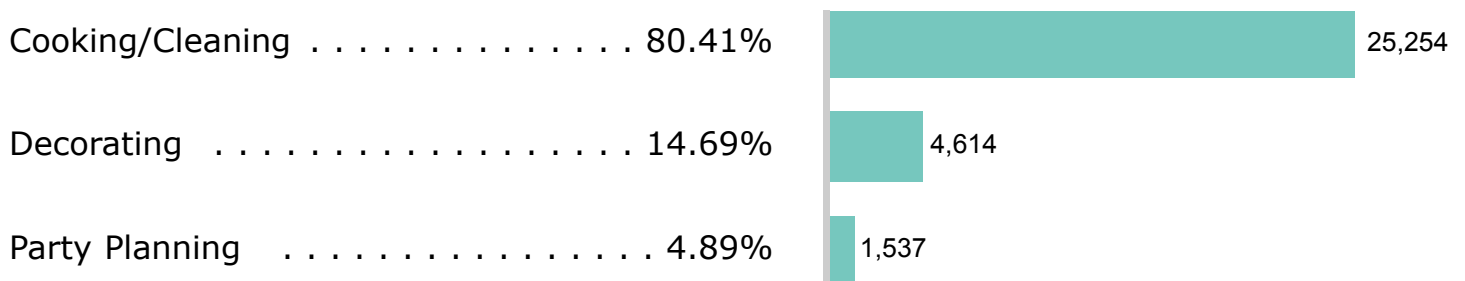


When making purchases, which factor is the most important? Responses: 31,405



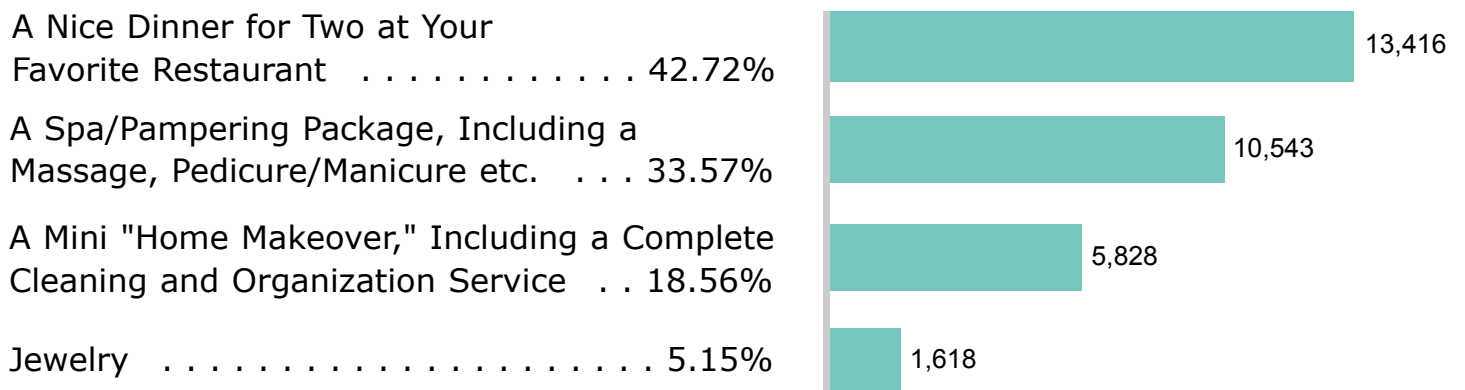
Which of the following household activities would you most like help with?

Responses: 31,405



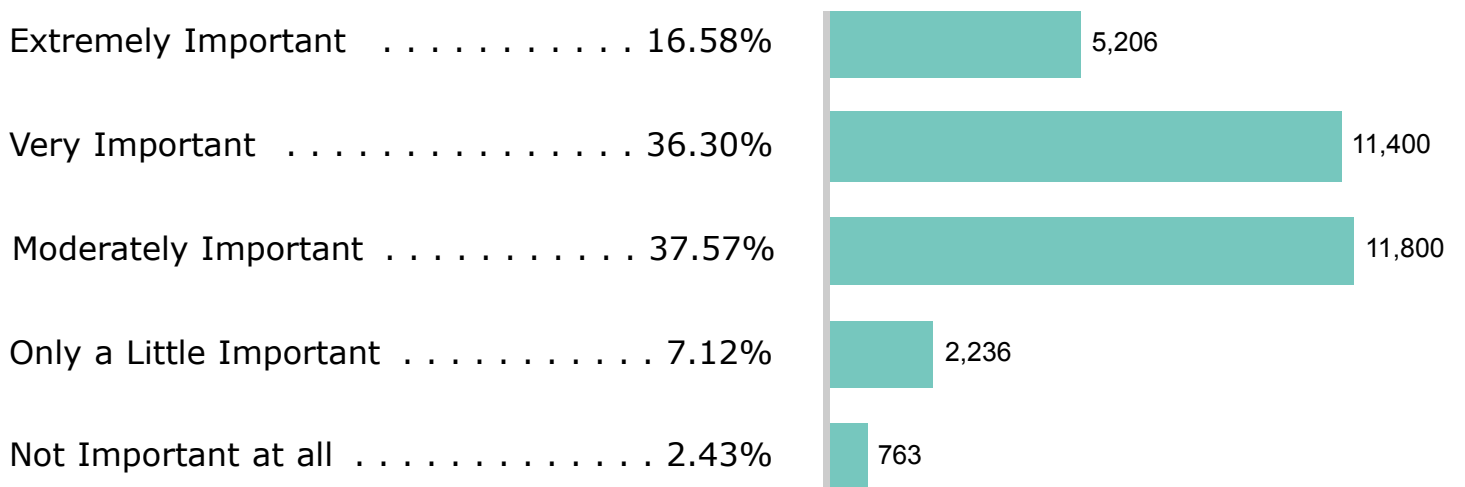
Which of the following would you be most interested in receiving as a Valentine's Day gift?

Responses: 31,404



How important to you is chivalry in a relationship?

Responses: 31,405



What would encourage you to cook seafood more often?

Responses: 31,405

