

79

PERCENTAGE OF PEOPLE WHO SAY THE RECESSION HASN'T AFFECTED THEIR SEX LIVES
 Source: Consumer Reports National Research Center survey

(HE VS. SHE)

Two simple words

It's easier for women to express gratitude, according to a study in the *Journal of Personality*. Men may have trouble communicating emotions, the authors suggest. But that manly silence could hurt you: Expressing thanks easily can lead to a greater sense of well-being.

ADVANTAGE: WOMEN
Level the playing field: Develop a gratitude habit. Thank three people each day, even for trivial things.



Music helps see you through stress.

Social stress test

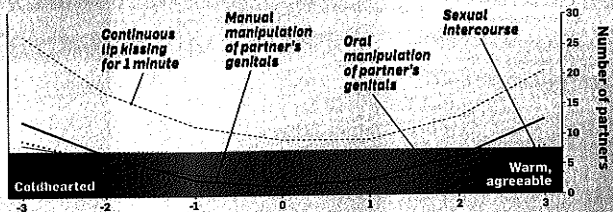
Women stress less during social interaction. Researchers in Israel found that after a mock job interview, men often had more of the stress hormone cortisol in their saliva than women did. One theory: Men have more pronounced fight-or-flight instincts.

ADVANTAGE: WOMEN
Level the playing field: Listen to music before a stressful event. Doing this helps lower cortisol levels.



The warmer her personality, the more people she may want to feel close to.

Correlation between sexual promiscuity and interpersonal warmth, in women



Source: Journal of Research in Personality

Her Sexual Temperature

Women whose personalities are very warm or very cold—and also dominant—tend to have more sexual partners, a recent study found. Warm women may seek emotional connections through sex, says study author Patrick Markey, Ph.D., a psychologist at Villanova University. Colder women often don't pursue affection, so they may seek more partners and less commitment.

FOREARMS AND FOREPLAY

A woman lightly strokes your bare arm—thrilling and intimate, right? It works on her, too: Forearms are packed with pleasure nerves that respond best to a touch traveling between 1 and 10 centimeters per second, scientists report in the journal *Nature Neuroscience*. These "C-tactile" nerve fibers (also found on the legs and face) send signals to the limbic system, an area of the brain associated with trust and affection, says study author Håkan Olausson, M.D. For best

results—whether with your wife or a first date—gain her attention with a brief stroke, using the force of an artist's brush.

HOW WOMEN WATCH PORN

It's been established that women are aroused by pornography. Now we know what they're looking at. Using eye-tracking technology and questionnaires, researchers found that women who weren't on birth-control pills paid more attention to genitals than men did. Women on birth control, which affects attention, were more inter-

ested than men in contextual cues, like clothing and background, says study author Heather Rupp, Ph.D. Women's favorite image: face-to-face sex, man dominant. Men and women rated images of the opposite sex receiving oral sex to be the least arousing.

FOR LOVE, NOT MONEY

Here's one less thing to worry about in hard times: Women care more about mutual attraction and your dependability than your paycheck, say University of Iowa researchers. In a ranking of 18 potential

mate characteristics, a man's financial prospects ranked 10th, behind emotional stability and desire for a home and family, among others. Dead last for men and women: chastity. In 1939, it ranked 10th.



Nice place, but women care less about your income than your reliability.