The attitudinal dimension of “liking” can be orthogonal to the belief dimension of “respect.” When men make judgments concerning women, these two dimensions may even be negatively correlated, with liking coming at a cost to respect. We investigated the relationship between implicit attitudes and beliefs about women in an undergraduate sample. Participants first completed a series of Go/No-Go Association Tasks (GNATs; Nosek & Banaji, 2001) to measure implicit attitudes and stereotypes about women. Then, participants answered questions about their explicitly endorsed attitudes and beliefs, including the Ambivalent Sexism Inventory (ASI; Glick & Fiske, 1996). Consistent with the “women are wonderful” effect observed on explicit measures of attitude (Eagly & Mladinic, 1989), implicit attitudes toward women were also favorable. However, among male but not female participants, implicit liking was positively correlated with scores on the ASI. That is, favorable implicit evaluation of women was related to greater endorsement of sexist beliefs. This finding is consistent with theories of “benevolent” sexism (Glick & Fiske, 1996), whereby positive feelings toward women are accompanied by the belief that they should be cherished and cared for -- beliefs that are incompatible with an egalitarian view that women can be independent and competent. This finding also indicates the need for caution when interpreting the results from an implicit attitude measure: a favorable implicit attitude toward a social group does not imply correspondingly favorable beliefs about the group.