

GIRLS SAY THEY FEEL: PRESSURED. BULLIED. UNSURE OF THEIR BODIES\*\*.

# WANTED CONFIDENT GIRLS



ACCORDING TO A SURVEY\* OF OVER 2,000 U.S. ADULTS OVER AGE 18



**BULLIES** are biggest threat to **GIRLS'** positive self-image<sup>(1)</sup>.

followed by *DRUG AND ALCOHOL USE* and others

SO WHAT ELSE IS THERE<sup>(1)</sup>

**74%** UNREALISTIC IMAGES of women in the media

**69%** inappropriate **SOCIAL MEDIA** use

**74%** POOR RELATIONSHIPS with parents

YEP, THE MEDIA



**4 OUT OF 5** women say unrealistic images of women in the media are threat to girls' positive self-image<sup>(2)</sup>

YOU SHARED WHAT?<sup>(1)</sup>

69% of adults think inappropriate photos/text messages threaten a girl's positive self-image<sup>(1)</sup>



BEST FOR GIRLS' SELF-IMAGE<sup>(3)</sup>

**45%** Positive Role Models

Healthy Friendships **18%**

**18%** Goal Setting

**45%** say a **positive role model** is THE BIGGEST asset to a young girl's development of a **healthy self-image**.<sup>(3)</sup>

**1 in 5** think **FRIENDSHIP SKILLS** or **GOAL SETTING** are biggest assets to a girl's self-image<sup>(3)</sup>

WE Like

**FIRST LADY MICHELLE OBAMA** is top Role Model for girls

of those listed.<sup>(4)</sup> (1 out of 2 adults)

**42%** Olympic gymnast Gabby Douglas

**41%** Oprah

**36%** Supreme Court Justice Sonia Sotomayor

**23%** Marissa Mayer

**16%** Sheryl Sandberg

**10%** Mary Kate and Ashley Olsen



Men are more likely than women to name business execs **Marissa Mayer** and **Sheryl Sandberg** as role models for girls.<sup>(6)</sup>

**HUH. REALLY?** 4% of young adults (ages 18-34) picked Miley Cyrus as a role model for young girls



1) Thinking about young girls under 18, which of the following, if any, are threats to their development of a positive self-image? Bullies (80%); drugs and alcohol (75%); unrealistic images of women in the media top the list (74%); poor relationships with their parents (74%); inappropriate technology use (69%). 2) 81% of women and 67% of men say unrealistic images of women in the media are a threat to girls' positive self-image. 3) Thinking about young girls under 18, which skill, if any, is the biggest asset in developing a positive self-esteem? Positive role model (45%); Friendship skills (18%); Goal-setting (18%); saying no to drugs/alcohol (8%); having a hobby they are good at (3%); knowing how to study for school (3%). 4) Which of the following women in the public eye do you believe are positive role models for young girls under 18? (Select all that apply.) First Lady Michelle Obama (50%), Olympic gymnast Gabby Douglas (42%), Oprah Winfrey (41%); Supreme Court Justice Sonia Sotomayor (36%); Facebook COO Sheryl Sandberg (16%); Yahoo! CEO Marissa Mayer (23%); fashion entrepreneurs Mary Kate and Ashley Olsen (10%); singer Miley Cyrus (2%). 5) 38% of men and 27% of women ages 18-34 selected Sonia Sotomayor as a role model. 6) Men selected Marissa Mayer (28%) and Sheryl Sandberg (18%) as a positive role model for young girls, compared with 20% and 13% of women, respectively.

\*Online survey in United States by Harris Interactive on behalf of GENaustin, Oct. 3-7, 2013. n=2,041 adults 18+; 514 parents of a child under 18. Online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. Complete survey methodology + weighting variables, contact laura@momentum-pr.com. \*\*Other sources: Girls Inc. 2006; Love Is Not Abuse, 2006; I-SAFE Survey, 2004.



**GENaustin**  
GIRLS EMPOWERMENT NETWORK