



5 KEY FACTORS THAT INFLUENCE GIRLS' BRAVERY

Key Insights from the Research Study on Bravery



Insight #1:

*Girls' confusion about bravery
could be keeping them from being brave*

How do teen girls define bravery?



59%



define bravery as acting heroically in a dangerous situation



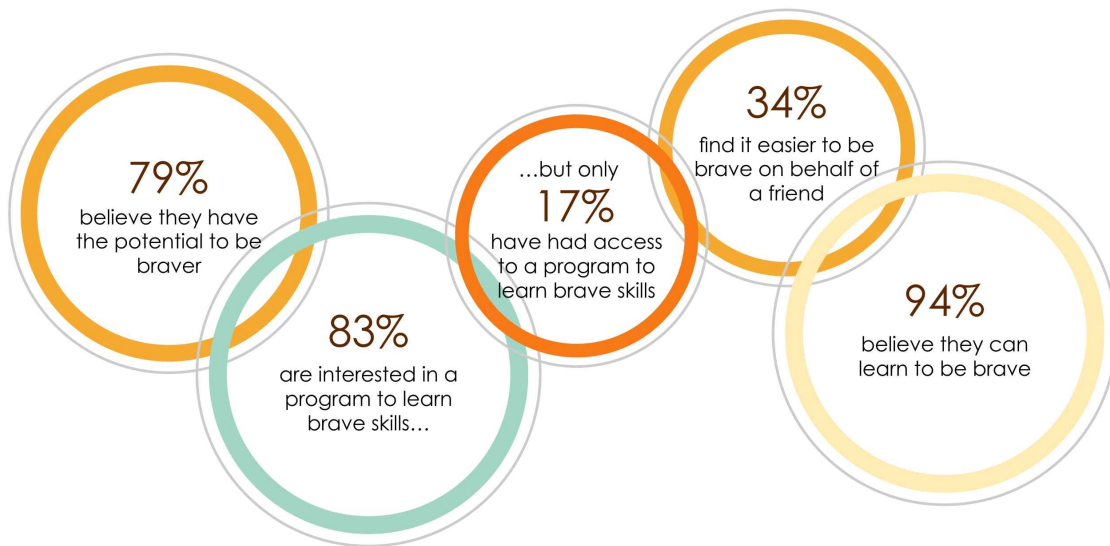
18%



define bravery as standing up for their beliefs and being honest about who they are

The most frequent example girls gave of acting bravely was standing up to bullies.

Do teen girls care about being brave?






Insight #2:

*Girls think being a girl
makes it harder to be brave*

Is there a bravery gap between girls and boys?

Girls are less likely than boys to think of themselves as brave (50% vs. 63%)



-  I think of myself as a brave person
-  I wish I were braver
-  I do not think of myself as a brave person



one in 5 teen girls
doesn't aspire to
be braver

61%

think boys are
given more credit
for being brave

29%

say being brave is
more important for
a boy

45%

believe they need
to be braver than
boys in order to
reach their goals

10%

encounter a
situation every day
where they wished
they were braver

What are the biggest challenges teen girls need more bravery to overcome?

Girls need help with resilience and more comfort with “putting themselves out there”



24%

need more bravery when public speaking



22%

need more bravery when dealing with failure



16%

need more bravery when resisting peer pressure



15%

need more bravery when making new friends



13%

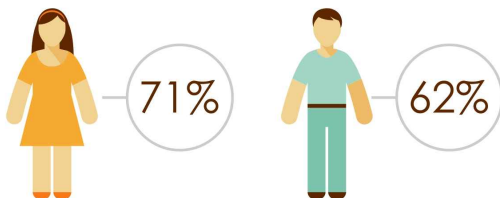
need more bravery when seeking leadership roles

Insight #3:

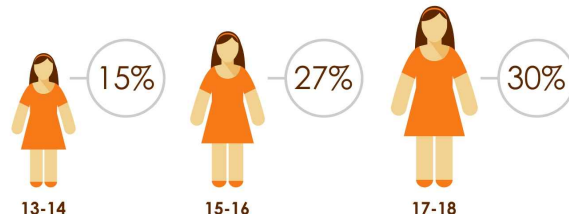
Girls feel under more pressure than boys

How many teen girls say they are under pressure?

More girls than boys say they feel at least "some" pressure in their lives



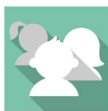
One in four girls reports feeling "a lot" of pressure, and this number increases with age



Where does pressure come from?



teachers
34%



peers
23%
classmates
18%
friends
14%



mother
21%



father
17%

Girls name teachers as the number one source of pressure, reflecting the dominance of concerns over their academic performance



79% of girls said that completing a higher education is their most important goal

57% of girls report being an A student

Insight #4:

Fear of peer judgment is keeping girls from reaching their full potential

What is stopping teen girls from being brave?



24%

of teen girls name being judged by peers as their number one fear when deciding whether or not to be brave



nearly
40%

of teen girls ages 13-16 worry "some" or "a lot" about what their peers will think when they decide to do something important to them



34%

of teen girls say they need bravery the most in their life when dealing with peer pressure, namely resisting the pressure to engage in risky behavior



23%

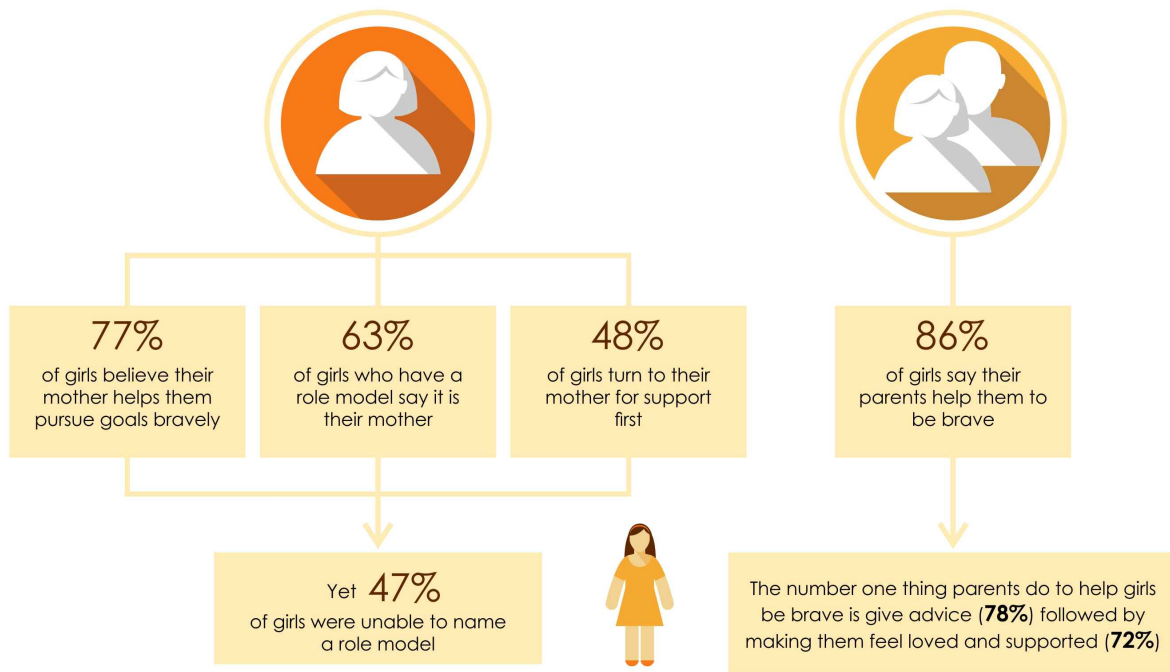
of teen girls fear being embarrassed or ridiculed



Insight #5:

*Contrary to popular belief,
moms are bigger influencers than friends*

What do teen girls really think of their moms?



What are friends really for?

