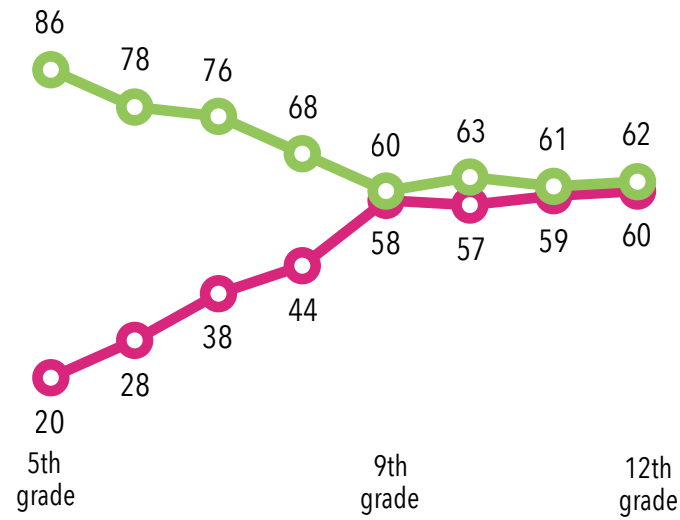


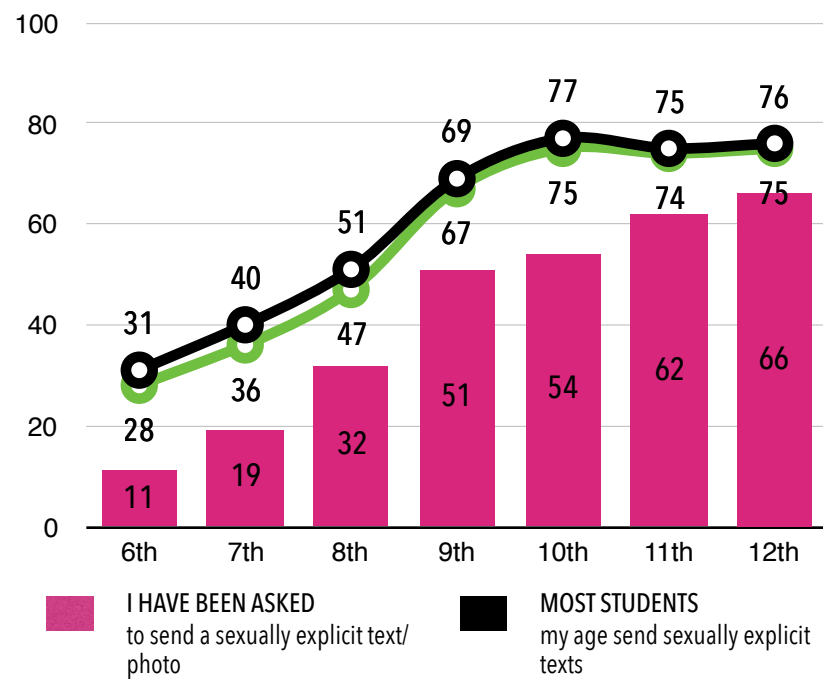
WE ASKED 10,678 GIRLS ABOUT WHAT IMPACTS THEIR LIVES. HERE IS WHAT WE LEARNED ...

CONFIDENCE DECLINES SHARPLY FROM 5TH TO 9TH GRADE.

Even by high school graduation, confidence does not return to pre-middle school levels. At the same time, the percentage of girls who wish to change their appearance increases significantly.



■ % OF GIRLS WHO SAY THEY ARE CONFIDENT ■ % OF GIRLS WHO WISH TO CHANGE THEIR APPEARANCE



BY HIGH SCHOOL, SEXTING IS COMMON AND PREVALENT.

By the time girls are seniors in high school, 2 in 3 have been asked to send a sexually explicit photo to another person.

1 IN 3

GIRLS SAY THAT THEY ARE AFRAID TO BE A LEADER BECAUSE THEY DON'T WANT OTHERS TO THINK THEY ARE

BOSSY

METHODOLOGY: This report examines the thoughts, behaviors, attitudes and perceptions of 10,678 girls in 5th-12th grade in the United States using data from school-based surveys. It was developed by ROX and administered by school administrators throughout 2016-17.

1 IN 2

GIRLS DON'T DISAGREE WITH OTHERS NOR SAY WHAT THEY ARE THINKING BECAUSE THEY WANT TO

BE LIKED

46%

OF HIGH SCHOOL GIRLS DO NOT BELIEVE THEY ARE SMART ENOUGH FOR THEIR DREAM CAREER

31%

OF GIRLS SAY THEY HAVE BEEN BULLIED OR MADE FUN OF ON SOCIAL MEDIA

80%

OF HIGH SCHOOL GIRLS REPORT THAT GUYS THEIR AGE ARE NOT RESPECTFUL OF GIRLS

76%

OF GIRLS BELIEVE THAT MOST GIRLS ARE IN COMPETITION WITH ONE ANOTHER

61%

OF GIRLS SAY THAT THEY LIKE TO BE IN CHARGE

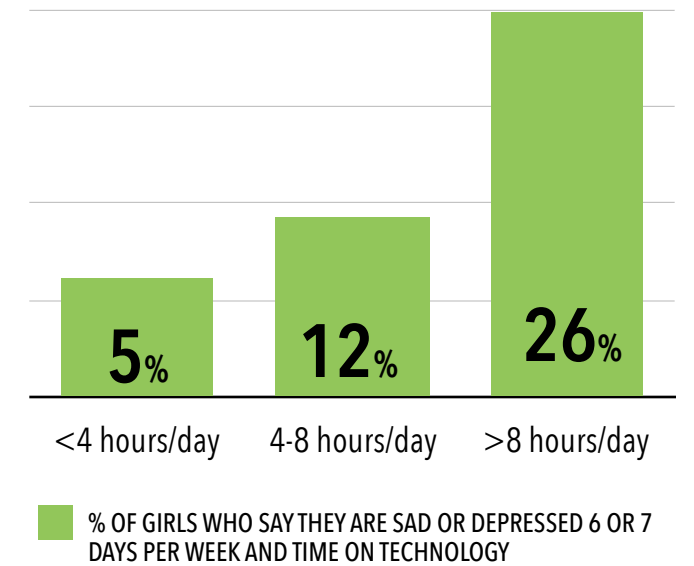
1 IN 3 GIRLS WITH A GRADE POINT AVERAGE ABOVE 4.0

DO NOT THINK THEY ARE SMART ENOUGH FOR THEIR DREAM CAREER



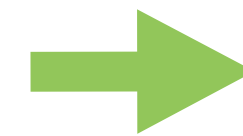
TIME ON TECHNOLOGY IS RELATED TO LEVELS OF SADNESS & DEPRESSION IN GIRLS.

Girls who spend the most time using technology (8+ hours/day) are five times more likely to say they are sad or depressed nearly every day compared to girls who spend four or fewer hours.



EFFECTIVE FRIENDSHIPS ARE CRITICAL FOR GIRLS

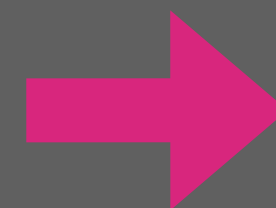
GIRLS WHO GET ALONG WELL WITH OTHER GIRLS, HAVE SUPPORTIVE FRIENDS & TRUST OTHER GIRLS



REPORT LOWER LEVELS OF SADNESS AND DEPRESSION

WE ASKED GIRLS WHAT THEY NEED TO BE SUCCESSFUL. THEIR #1 RESPONSE WAS CONFIDENCE.

CONFIDENT GIRLS ARE MORE LIKELY TO



- SHARE THEIR OPINIONS
- BELIEVE THEY ARE SMART
- WANT TO BE A LEADER

LEARN HOW **ROX** IS CREATING GENERATIONS OF CONFIDENT GIRLS. www.rulingourexperiences.org