

The Vote Is In:

*What Americans Say about the Importance of Girls' Issues
February 2016*

The Girl Scout Research Institute launched a national survey* to understand how American voters view and prioritize girls' education and healthy development. Results show that voters care deeply about issues pertaining to girls in the U.S. and support building girls' financial literacy, STEM, and business skills; and fostering healthy relationships and confidence among girls. American voters wish to see these issues moved to the forefront of the national agenda in order for this country to optimally develop the next generation of leaders.

.....

A vast majority of American voters believe investing in girls' education is the key to our country's advancement.

Voters believe in supporting girls' leadership development by exposing them to and training them in financial literacy, STEM, and business.



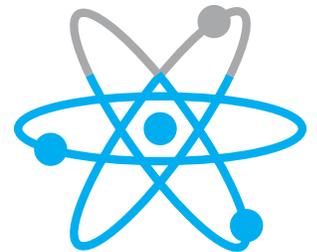
81%

believe preparing girls for leadership roles should be a national priority.



95%

believe that young girls today would benefit from real world, hands-on experience handling, spending, and saving money.



82%

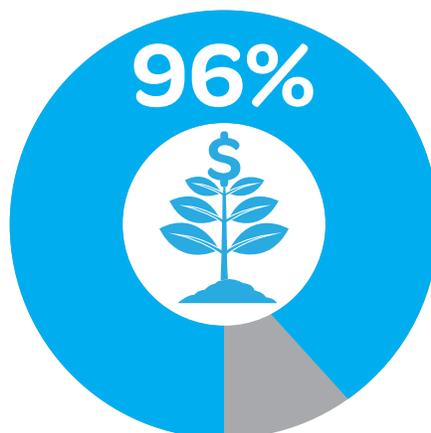
believe America's future depends significantly on preparing girls for careers in business, science, finance, and other careers traditionally dominated by men.

.....

American voters believe financial investment in girls needs to increase.



believe the percentage of philanthropic dollars that support girls' needs and causes should be increased.



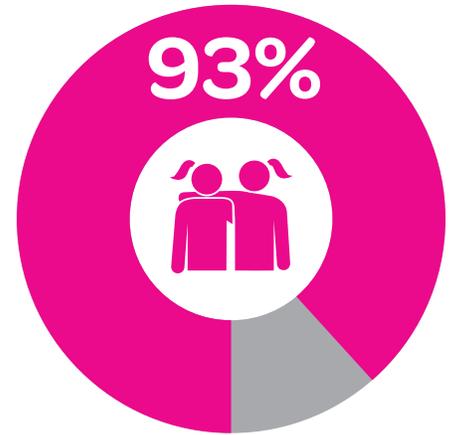
believe the future of our country depends on investing in our youth.





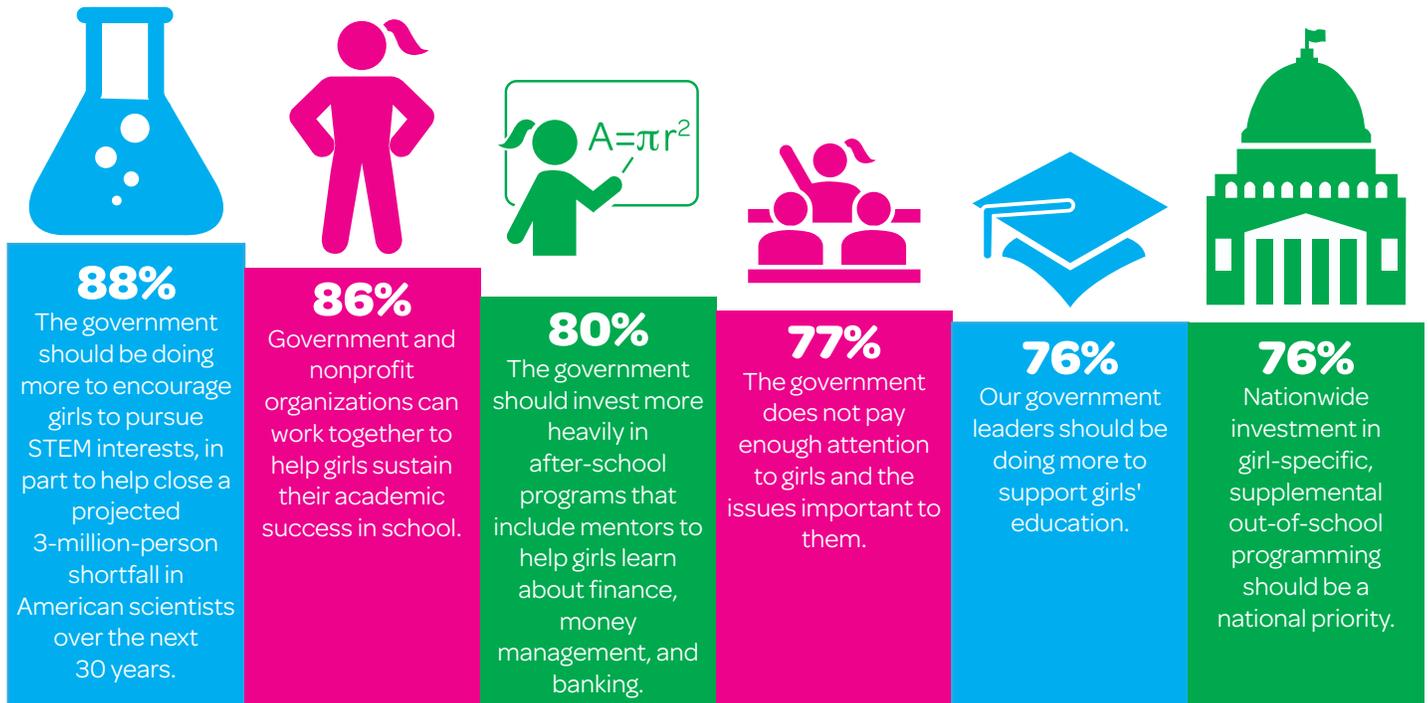
American voters believe out-of-school programs, especially those conducted in an all-girl environment benefit girls' educational and social emotional development.

Voters believe that girl-specific supplemental out-of-school programs help girls:



believe America would benefit from offering girls more after-school activities in a safe environment and which foster healthy relationships and friendships.

American voters believe the government needs to better support girls, including in the STEM and finance arenas, and in education in general.



*This survey was conducted online in the U.S., November 12–16, 2015, among 1,693 registered adult voters, by Harris Poll on behalf of Girl Scouts of the USA via its Quick Query omnibus product. Figures for age, sex, race/ethnicity, education, region, and household income were weighted where necessary to bring them in line with their actual proportions in the population. Propensity score weighting was used to adjust for respondents' propensity to be online. Respondents for this survey were selected among those who agreed to participate in our surveys. The data have been weighted to reflect the composition of the adult population.