

BRAWNY® #STRENGTHHASNOGENDER

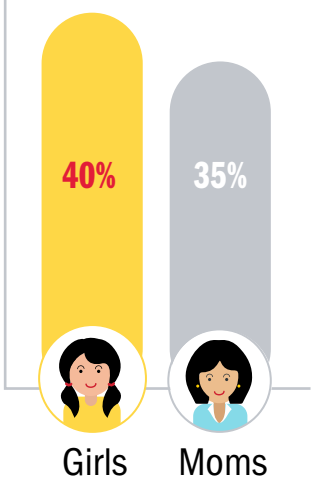


AS GIRLS' INTEREST IN STEM GROWS, THE BRAWNY® BRAND SHINES A SPOTLIGHT ON GENDER ATTITUDES ACROSS GENERATIONS₁

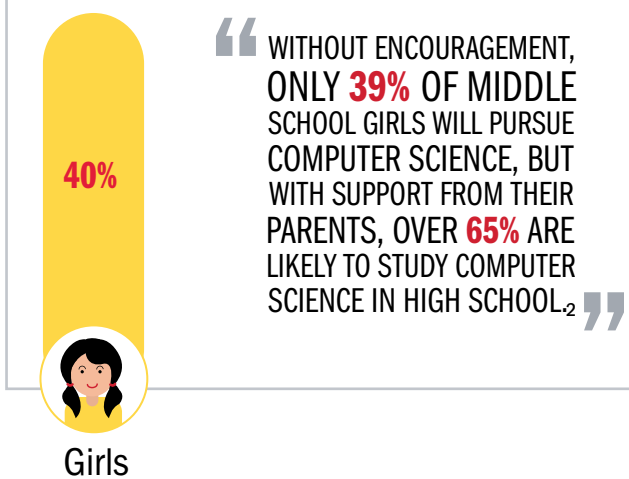
STEM SUBJECTS GAIN STEAM WITH GIRLS IN SCHOOL

Girls ages 6-8 are closing the generational gap for interest in STEM subjects today vs. moms' interest as kids

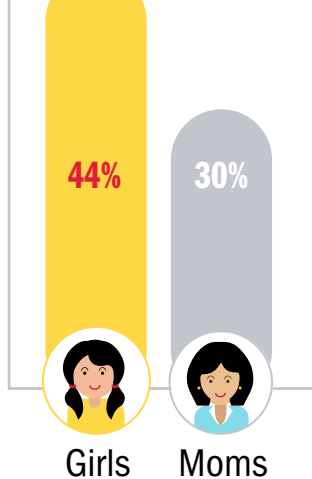
SCIENCE Girls 6-8



COMPUTERS Girls 9-11



MATH Girls 6-8

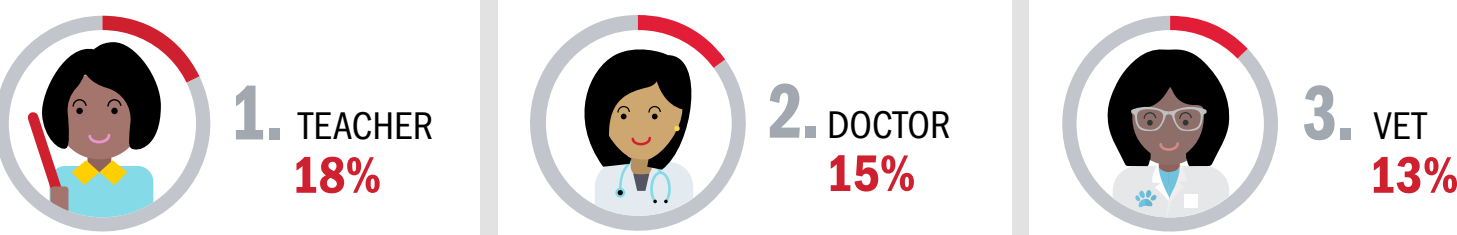


SCIENTIST was the top STEM profession that girls hope to pursue.

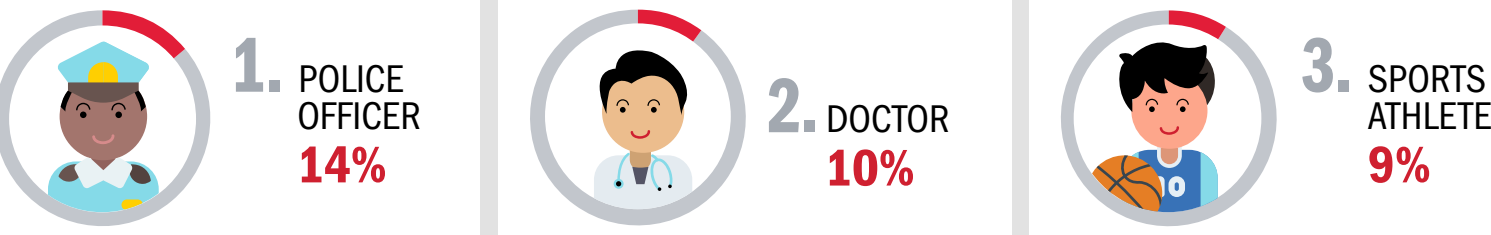
TOP PROFESSIONAL CHOICES AMONG GIRLS AND BOYS AGES 6-11

For younger generation, the majority of future job preferences show children aspire to help others

GIRLS



BOYS



SIGN OF THE TIMES? 6% YOUTUBERS and 4% VIDEO GAME DESIGNERS crack into Top-10 of rankings of jobs that boys covet.

TODAY, DREAMS CAN COME TRUE

- WHILE BOTH MOMS AND DADS HAD DREAMS OF BECOMING A DOCTOR, TEACHER, VET, OR NURSE, ONLY 44% OF MOMS ATTEMPTED TO ACHIEVE THOSE DREAMS (VS. 57% FOR DADS)
- AMONG KIDS AGES 6-11 TODAY, MORE THAN 95% FEEL EXTREMELY SUPPORTED BY THEIR PARENTS AND FRIENDS WHEN IT COMES TO THEIR ASPIRATIONS. IN THE FUTURE, ANYTHING IS POSSIBLE.



SYMBOLS OF STRENGTH THROUGH THE EYES OF CHILDREN AND PARENTS

- FOR CHILDREN, **COURAGE, EMOTIONAL AND PHYSICAL STRENGTH**, AND **CONFIDENCE** DEFINE A STRONG INDIVIDUAL
- GIRLS WERE MORE LIKELY THAN BOYS TO IDENTIFY THEIR **MOM** AS THE **STRONGEST** PERSON THEY KNOW (37% VS. 26%)
- BOTH SINGLE DADS AND MOMS IDENTIFIED THEIR **MOMS** AS THE **STRONGEST** PERSON THEY KNOW



1 Propeller Insights on behalf of Brawny, "Strength Has No Gender", Questionnaire, 9 Nov. 2018.

2 Keslar, S., Dr. (2018, March 13). Closing the STEM Gap. Retrieved from https://query.prod.cms.rt.microsoft.com/cms/api/am/binary/RE1UMWz