

Teenage Girls Look Toward Real World For Inspiration, Role Models

National Survey Reveals That Moms Rank #1 When It Comes To Inner Beauty, Guidance

(NAPSA)—Contrary to conventional wisdom, teenage girls actually look to real-world figures like their mothers and friends when seeking role models and inspiration, rather than the pop-culture icons who dominate the headlines and vie for continued media attention, according to a recent survey of American teenage girls.

Moms Know Best

Nearly half of all respondents (48 percent) chose their own mothers as the best examples of “inner beauty,” whereas second choice Reese Witherspoon scored 26 percent and Britney Spears ranked last among six choices, with four percent.

The online survey, conducted by Harris Interactive® on behalf of The Gillette Company, makers of Gillette® for Women Venus™, sought the insights of over 370 girls aged 12-18. The results show that girls and young women have more than the latest trends or fads on their minds and take a strong stand when it comes to the ideals that are truly long-lasting.

Mothers and friends also scored high as sources of trusted advice: 46 percent of respondents chose their moms and 40 percent chose their friends; only four percent said that they thought a celebrity like Drew Barrymore would provide good advice.

Not Just “Pop-Culture” Please

“There is a misconception that young women’s heads are filled with the latest pop culture craze and little else,” said Stephen Brissette, marketing manager, The Gillette Company. “This survey shows that for the most part, today’s young women do recognize how the world is defined and understand the difference between what is real and important and what is pretense.”

Further evidence of this notion: when the survey asked young women to rate the power of fashion magazines, 55 percent said that magazines “promote unrealistic images” of women, while only four percent said that magazines “play the right role” in portraying women.

Of course, some of the prevailing thoughts on body type and image still exist: 52 percent of respondents said that physical appearance was “very important to feeling good” about themselves,



When it comes to getting the best advice, many young women find: there’s no source like mom.

versus 9 percent who said it was “not important at all.”

And while pop-culture icons took a back seat in survey rankings, the influence of the MTV-generation was still evident with 30 percent of respondents ranking “MTV Movie Award for Best On-screen Kiss” as the honor they’d most like to win. The Nobel Peace Prize came in a close second with 28 percent; Pulitzer Prize for Photojournalism (15 percent); Olympic Figure Skating Gold Medal (14 percent), and *Survivor* (8 percent), followed respectively.

Yes, Ms. President?

Young women also believe that they’ll play a significant role in matters of substance in the coming years. Forty percent of respondents said that America will have a female president in the next 10 years, while 25 percent chose 15 years as a realistic time frame before America has a female commander in chief.

On another positive note for future generations, the respondents agreed nearly unanimously: when asked if they thought that women can combine both a successful career and a happy home and family life, “yes” was the emphatic choice of 97 percent of respondents.

Throughout the summer, Gillette for Women Venus will be touring the Venus in Motion Experience to locations across the country with a message of empowerment for young women: that with the right attitude, you can achieve anything by tapping your inner potential. Check out www.gillettevenus.com for additional details.