

SURVEY SAYS

THE NATIONAL CAMPAIGN TO PREVENT TEEN AND UNPLANNED PREGNANCY

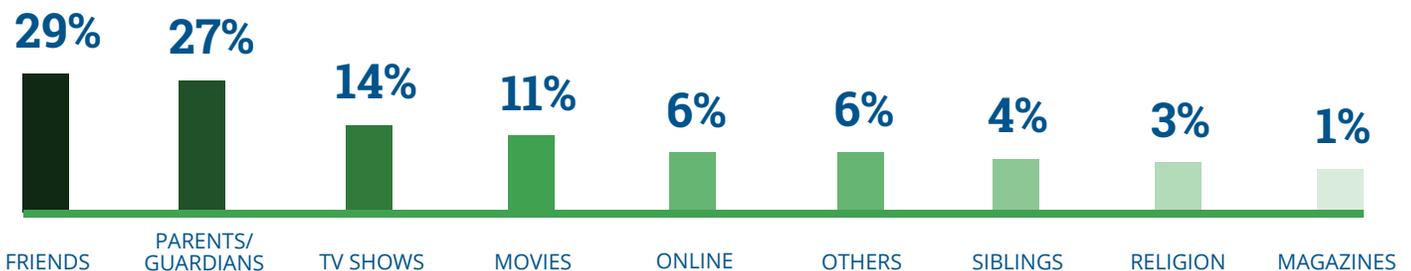
My Inner Selfie

Teen pregnancy and birth rates in the U.S. are at historic lows thanks to a combination of less sex and more contraception. Still, more than 1,600 teen girls get pregnant every day, and most of those pregnancies are unplanned. Research has made clear that popular media has contributed to the nation's remarkable progress in preventing too-early pregnancy and parenthood. Still, many remain skeptical that entertainment media can be a force for good. **So, can the media—traditional and digital—be used as a tool to educate young people about the costs and consequences of risky behavior? New survey results suggest the answer is a resounding yes.**

TV shows help teen girls reflect on their own relationships and get helpful information:



TV shows rank 3rd—after friends and parents—as the source where teen girls have learned the most about romantic relationships:



Data presented here are drawn from an online survey of 1,000 teen girls age 13-16 conducted for The National Campaign to Prevent Teen and Unplanned Pregnancy in March 2015 by Penn Schoen Berland, a global communications firm. The margin of error for total respondents is +/-3.1% at the 95% confidence level.

Penn Schoen Berland (PSB), a member of Young & Rubicam Brands and of the WPP Group, is a global research-based consultancy that specializes in messaging and communications strategy for blue-chip political, corporate and entertainment clients.

This information is the first in a two-part series. The second set of data will be published in October 2015.