

Ready For Girls

Research conducted by the LEGO Group and the Geena Davis Institute on Gender in Media shows that girls are ready for the world, but society needs to get ready to support unsteretyped growth. **Here's what we found:**

Girls today feel more confident than boys to **engage** in a variety of play and creative **activities...**

62% vs **74%**
of girls vs of boys

believe that some activities are limited to one gender

82% vs **71%**
of girls vs of boys

agree girls can play football and boys can practice ballet

...but **societal stereotypes** are holding them back, as a proportion of parents are...

4x

more likely to encourage girls to engage in dance and dress-up than boys

2x

as likely to encourage boys to engage in coding than girls

3x

more likely to encourage girls to cook or bake than boys

3x

as likely to encourage boys over girls to engage in programming games, sports and LEGO® play

Rebuild the world



...impacting not only their **creative development** but also future creative **career paths...**



Parents are **6x** as likely to think of scientists and athletes as men than women (**85% vs. 15%**)



And over **8x** as likely to think of engineers as men than women (**89% vs. 11%**)



The 'Ready for Girls' campaign celebrates girls who rebuild the world through creative problem solving. The LEGO Group wants to champion inclusive play and help address the need for society to rebuild perceptions, actions and words to support the creative empowerment of all children.

*These stats reflect implicit bias test results conducted within the research.



Geena Davis Institute
on Gender in Media

If she can see it, she can be it.™

