

# MAXIMIZING GIRLS' PLAY & POTENTIAL

GIRLS LOVE  
**TO PLAY**  
& COMPETE

93%

OF GIRLS AGES 7-13  
WHO PARTICIPATE  
IN SPORT LIKE  
(OR LOVE!) TO PLAY

3/4

OF GIRLS WHO LOVE  
TO PLAY PLAN TO PLAY  
IN HIGH SCHOOL  
& BEYOND

96%

OF GIRLS LIKE COACHES  
WHO FOCUS ON "FUN &  
DEVELOPING SKILLS"  
OVER "WINNING"

**COACHES**  
ARE CRITICAL

GIRLS WHO LIKE  
THEIR COACH



KEEP PLAYING  
SPORT



GIRLS BENEFIT FROM  
**FEMALE COACHES**

GIRLS WITH FEMALE COACHES ARE MORE LIKELY TO SAY THEIR COACHES ARE:



POSITIVE  
ROLE MODELS



GOOD  
LISTENERS



PEOPLE GIRLS  
CAN COUNT ON

**WOMEN'S  
SPORTS  
FOUNDATION**

WOMENSSPORTSFUNDATION.ORG

THIS RESEARCH, "COACHING THROUGH A GENDER LENS: MAXIMIZING GIRLS' PLAY & POTENTIAL," REPRESENTS THE FINDINGS FROM A NATIONALLY REPRESENTATIVE SURVEY SAMPLE OF 1,129 GIRLS AGES 7-13 WHO PLAY SPORT. THE FULL REPORT CAN BE FOUND AT [WWW.WOMENSSPORTSFUNDATION.ORG/COACHINGGIRLS](http://WWW.WOMENSSPORTSFUNDATION.ORG/COACHINGGIRLS)

**Made  
to Play**

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