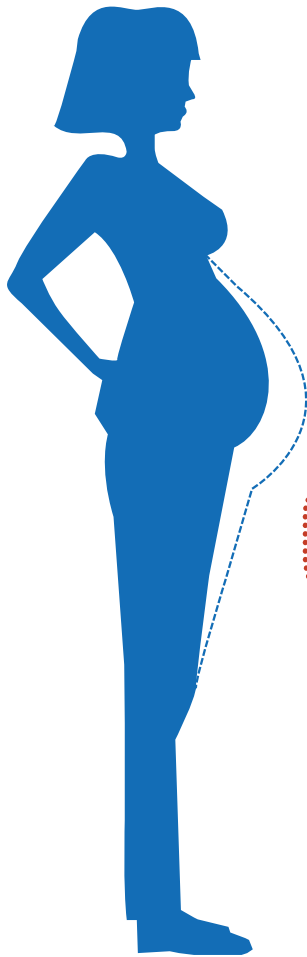


SURVEY SAYS

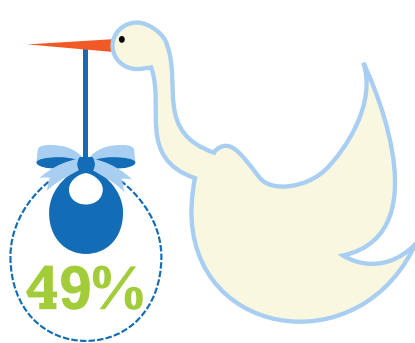
THE NATIONAL CAMPAIGN TO PREVENT TEEN AND UNPLANNED PREGNANCY

THE GREATEST STORY NEVER TOLD

The nation's rate of teen pregnancy and parenthood has **plummeted** over the past two decades.



42%
TEEN
PREGNANCY
IS DOWN
SINCE
1990



49%
TEEN BIRTH RATE
IS **DOWN** SINCE 1991



YET, few Americans are aware of this great national success story.

18% of adults believe the nation's teen pregnancy rate has declined

50% **INCORRECTLY** BELIEVE THE RATE HAS INCREASED

24% of adults think the rate has stayed about the same

REGARDLESS OF RACE/ETHNICITY,

most adults are not aware that the U.S. rate of teen pregnancy has declined, including:

