



Building a fairer, safer UK for girls and young women

Girlguiding highlights concerns concerning levels of **inequality** and **misogyny** facing girls and young women.

Our new research, from the 2024 Girls' Attitudes Survey, launching in October, shows the pressures of being a girl are felt more intensely and at a younger age. Girls as young as 7 feel they have to look and behave in a certain way. And the pressure gets worse as girls get older.

Girls are worried about their future. Only 1 in 4 feel very confident in their life. And half of girls as young as 7 are anxious about their future. **But against all odds, girls are hopeful and curious for what's to come. Change is possible.**

We're asking decision makers to:

- 1. Make it safer to be a girl and young woman** – in outdoor spaces, in schools, online, and in relationships
- 2. Make it fairer to be a girl and young woman** – in the workplace, in sport and in politics
- 3. Take urgent action** to address the mental health, cost-of-living and climate crises
- 4. Put girls' voices at the heart of decision making**

You can read Girlguiding's manifesto here:



About Girlguiding

We're the UK's largest charity dedicated completely to girls. Powered by almost 80,000 volunteers, we're the highlight of the week for more than 300,000 girls in the UK.

For more details or if you'd like to meet us and our young members, get in touch at externalaffairs@girlguiding.org.uk

Please don't publicly share any of these quotes and statistics until we launch the full Girls' Attitudes Survey report in October.

Girls' Attitudes Survey 2024

Our headline findings

Sexism and safety

- 59% of 13–21-year-olds **have seen or experienced sexual harassment.**
- 47% of 11–21-year-olds **feel less safe because of sexism and misogyny, a significant rise from 17% 10 years ago.**

“ [We need] to stop violence and verbal abuse against women and girls.

Young woman aged 17–21

Online harm

- 77% of girls and young women aged 7–21 **have experienced online harm in the last year.**
- Over 1 in 5 girls aged 7–10 **have seen rude images online.** This has doubled since 2021.

“ [We need] less radicalisation of young men online as it feels dangerous towards us.

Young woman aged 17–21

Appearance and wellbeing

- More than half of girls (55%) aged 7–21 **have received negative comments about their appearance.**
- 2 in 3 girls aged 11–21 say **they'd like to lose weight.**

“ I want newspapers and TV to stop talking about the way girls look and start talking about what they're achieving.

Girl aged 7–10

Cost-of-living crisis

- 1 in 3 girls and young women aged 11–21 say the **cost-of-living crisis has negatively affected their mental health and wellbeing.** This rises to 48% for 17–21-year-olds, **and is worse for girls from deprived areas.**
- 40% of girls and young women aged 11–21 **worry about not being able to afford food in the future.**

Climate change

- 51% of younger girls' aged 7–10 top environmental concern is **loss of nature and animal habitats.**
- Over a third of girls and young women aged 7–21 are **angry that people with power aren't doing more.**