

Girls Attitudes Survey 2018

Methodology

Girlguiding commissions CHILDWISE, leading specialists in research with children and young people, to conduct the Girls' Attitudes Survey each year. A total of 1903 girls and young women aged between 7 and 21 took part in the 2018 survey.

The majority of interviews were completed online, with 7 to 16 year olds doing this in school, while the older age group were interviewed via an online panel. Additional face to face interviews were carried out with young women who were not in education, employment, or training (NEET), to ensure that this potentially marginalised group was fully represented.

The questionnaire was adapted to be suitable for different age groups, 7 to 11, 11 to 16 and 17 to 21 years. Core questions were asked across the full age range, so that changes in attitudes as girls get older can be tracked.

Fieldwork took place during March to May 2018.

Education & skills

1. What subjects do you enjoy at school?

%	TOTAL		7-10 yrs		11-16 yrs	
	2018	2009	2018	2009	2018	2009
Art	59	60	75	78	42	56
PE	54	55	59	64	49	48
English	43	34	42	32	43	36
Maths	38	28	45	38	31	20
Technology / ICT	35	28	43	19	26	35
Science	34	24	34	22	33	26
Modern languages e.g. French, Spanish	22	14	21	12	23	15

2. Is there anything that you are / were not taught at school, but think should be included?

%	TOTAL		11-16 yrs		17-21 yrs	
	2018	2010	2018	2010	2018	2010
Money management / Finance	57	47	49	31	65	61
Resilience and mental wellbeing	38	-	30	-	45	-
Social skills e.g. talking with others	37	-	30	-	43	-
My options after school other than university	29	-	30	-	28	-
Politics / Citizenship / Imp. of voting	29	15	25	11	34	19
Creative skills	18	-	19	-	17	-
Practical skills	16	24	17	26	15	23
Cooking	15	21	10	19	19	22
Latin / Greek	14	15	16	16	12	15
Digital skills	11	-	8	-	13	-
Languages	8	9	5	10	10	9

3. Thinking about politics and political education, which, if any, of these statements do you agree with?

%	TOTAL		11-16 yrs		17-21 yrs	
	2018	2014	2018	2014	2018	2014
All schools should have to teach citizenship, democracy and human rights	50	54	44	52	56	56
All schools should have to teach gender equality	50	62	44	63	55	62
There should be more political education in schools	39	55	31	50	48	59
I worry about the economy and increased cost of living	39	44	26	37	52	51
I don't fully understand how politics affects my life and opportunities	33	42	35	44	32	41
I understand the term 'the economy'	32	38	26	34	39	42
All schools should have to teach media literacy	23	36	20	33	26	39
I am interested in politics	22	21	13	18	31	23

4. How would you rate your experience of careers advice at school?

%	11-16 yrs	
	2018	2014
Very good	8	10
Good	28	19
OK	36	29
Bad / very bad	17	26
Don't know	11	16

Aspirations, Role Models & Leadership

5. Would you like to be a leader in your chosen job?

%	TOTAL		7-10 yrs		11-16 yrs		17-21 yrs	
	2018	2016	2018	2016	2018	2016	2018	2016
Agree	53	56	53	42	53	59	53	66
Disagree	13	-	14	-	8	11	17	11
Don't know	34	-	33	-	39	18	29	20

6. Thinking about money and finance, which of these do you worry about?

%	TOTAL		11-16 yrs		17-21 yrs	
	2018	2014	2018	2014	2018	2014
Not being able to afford to buy a home in the future	60	65	58	65	63	65
Not having enough money to pay rent, so not being to leave home	55	57	55	58	56	56
Being able to get a job after I leave education	52	62	51	63	53	61
Not having enough money to go to university	41	46	42	54	40	38
Not having enough money to get the job-related training or work experience I need	38	35	38	42	37	29
Earning less than men my age in a similar job (the gender pay gap)	34	31	34	28	34	33
Getting into debt with credit or store cards	34	41	37	49	31	33
Not being able to afford childcare costs	26	37	29	42	23	33
<i>Something else</i>	3	6	3	7	2	5
<i>None of these</i>	5	9	7	9	4	9

7. Thinking about famous role models - in which of the following areas would you like to see more representation of women?

%	TOTAL	11-16 yrs	17-21 yrs
	2018	2018	2018
In business as leaders	57	56	58
In science and technology	48	41	54
In professional sports e.g. on TV and in the media	46	47	46
In politics	45	41	48
In finance and law	43	40	46
In construction	39	39	38
In the media e.g. on TV, radio, online, in newspapers and magazines	38	39	37
In performing arts e.g. music, films etc.	35	36	34
In teaching e.g. across a range of different subjects such as Computing and PE	32	33	32

8. What famous women do you consider to be a good role model and why?

7-10

- I like Jessica Ennis-Hill because she inspires me to never give up on something I want to achieve
- Jojo Siwa because she is positive and inspiring
- Malala Uzafasi because she stood up for women's education

11-16

- Beyoncé as she shows that by working hard you can achieve anything / she doesn't care what people think / she stands up for what she believes in like equality
- Emma Watson because she advocates for women's rights / she believes in equality / fights for what she believes in
- Zendaya and Yara Shahidi because they are strong women who stand up for what they believe in
- I consider Chrissy Teigen, Lorde and Selena Gomez to be good role models because they are open about body image, acne and mental health
- Michelle Obama because she doesn't give up she keeps fighting for what's right! I appreciate her because I would like to be like her, also she is such an inspiration and should be president one day I think she would be amazing

17-21

- Adele because she shows everyone how to be passionate and follow your dreams
- Ariana Grande as she fights for everyone's rights and believes in making the world a more equal and better place for everyone
- Cameron Esposito as I haven't seen her many examples of queer women and what their lives look like either in relationships or in their work. It's good to have that representation.
- Winnie Harlow because despite her skin condition, she is a strong woman who I admire for getting over hate and being one of the most beautiful influencers
- Stevie Boebi is an LGBT YouTuber who talks about LGBT sex education very openly which is helpful for young people who are questioning their sexuality as this doesn't get taught in schools.

9. Would any of the following put you off going into politics?

%	TOTAL	11-16 yrs	17-21 yrs
	2018	2018	2018
The way female politicians are represented in the media e.g. focusing on their appearance rather than what they say or do	34	30	38
Reports of high levels of sexual harassment of women in politics	32	30	34
The culture of politics is off-putting e.g. elitist, male, shouting, arguing etc	32	25	38
A lack of female politicians	28	24	32
A lack of young politicians	27	23	31
A lack of diverse politicians	23	18	28
Not seeing much about what politicians are doing on social media	17	15	20
<i>None of these - I would still consider going into politics</i>	7	8	5
<i>None of these - I wouldn't consider going into politics</i>	31	37	25

Appearance pressures

10. How happy are you with the way you look?

%	TOTAL		7-10 yrs		11-16 yrs		17-21 yrs	
	2018	2009	2018	2009	2018	2009	2018	2009
Very happy	27	21	51	44	16	17	13	7
Quite happy	43	51	37	39	48	47	44	62
Not very happy	18	18	4	10	20	18	29	23
Not at all happy	8	7	2	2	9	11	12	7
Don't know	4	4	4	6	8	7	1	1

11. What effect does not being happy with how you look have on your life?

7-10

- I don't like to play sports
- I'm not as confident
- If I go out I feel like I'm being judged
- It makes me feel sad and worried because I might be bullied
- Not thinking I'm good enough

11-16

- Not wanting to go out
- I don't like to attend social events, I always say no, I never get invited out anymore
- I have anxiety and I get insecure about my self
- It got to the point where I didn't want to leave the house, or meet anyone

17-21

- I am very anxious about my appearance - I don't want people to judge me for my appearance so I don't like going out
- I try not to let it stop me from doing things but I definitely feel like it affects my confidence and if I was happier with my appearance I would be less shy
- Makes me less confident when it comes to meeting new people, job interviews etc.
- Stops me from enjoying myself

12. Do you agree or disagree with the following statements?

%	TOTAL		11-16 yrs		17-21 yrs	
	2018	2013	2018	2013	2018	2013
Agree / disagree						
I would like to lose weight	62/31	71/24	51/41	66/27	71/25	75/22
I have been on a diet	50/46	52/45	35/59	48/47	61/36	56/42
I would consider cosmetic surgery	29/59	27/65	19/68	23/70	36/53	31/59
I would consider cosmetic procedures e.g. lip filler, botox	30/58	-	22/65	-	36/52	-
There is too much discussion about women's body shape in the media	79/12	80/10	77/11	76/11	81/13	84/9
I sometimes skip meals to help me lose weight	33/64	38/59	23/74	36/60	40/57	40/58

Boys think girls should look like the images they see in the media	62/22	75/16	62/22	75/13	62/22	74/19
I would like to look more like the pictures of girls and women I see in the media	51/37	56/35	43/43	55/34	57/32	57/35
I have tried a diet after hearing about a celebrity using it	22/74	21/75	12/83	21/73	29/66	21/76
Bloggers and YouTubers create the idea of being perfect that is unrealistic and unachievable	53/33	-	48/35	-	57/32	-
I sometimes feel ashamed of the way I look because I'm not like girls and women in the media	52/41	-	41/50	-	60/34	-

13. To what extent do you agree with the following?

% Agree / disagree	TOTAL	11-16 yrs	17-21 yrs
The government should make menstrual products (such as tampons, pads and moon cups) available for free to young people who can't afford them	69	64	74
I would use free menstrual products if they were available to me in public bathrooms (such as schools / colleges)	53	46	59
Boys have made insulting jokes about girls and their periods (e.g. 'time of the month', 'PMT')	52	48	56
Being on your period stops you doing thing you enjoy (such as sport, going out with friends etc.)	42	35	49
I have missed school / college / university / work because I have my period	30	19	40
I feel embarrassed talking to people about my period	26	27	25
I have been made to feel ashamed / embarrassed about my period	21	16	25

Happiness & wellbeing

14. How happy are you most of the time?

%	TOTAL		7-10 yrs		11-16 yrs		17-21 yrs	
	2018	2009	2018	2009	2018	2009	2018	2009
Very happy	25	40	43	57	18	38	14	29
Quite happy	56	48	49	37	62	47	57	57
Not very happy	15	7	5	3	15	7	24	9
Not at all happy	2	2	1	1	2	3	3	2

15. When you are feeling unhappy, which areas of your life are most affected?

%	TOTAL	7-10 yrs	11-16 yrs	17-21 yrs
	2018	2018	2018	2018
How confident I feel	50	29	57	64
My relationships with family and friends	41	25	45	53
My health e.g. sleep, eating, exercise	38	14	40	59
Having fun with my friends	36	31	38	38
Learning at school / college / university / work / daily life	32	20	38	39
Doing things I enjoy e.g. sports, hobbies, reading etc.	28	16	27	39

16. Which of these do you think are the main causes of stress among girls your age?

%	TOTAL		11-16 yrs		17-21 yrs	
	2018	2011	2018	2011	2018	2011
Exams / tests	69	77	74	76	64	78
Pressure from social media	59	-	54	-	64	-
Relationships with friends	53	64	54	67	52	62
Relationships with a partner	44	75	37	68	51	81
Pressure to look like a celebrity	44	55	39	54	49	55
Money	43	69	29	60	56	77
Pressure from parents	39	54	35	64	43	45
Pressure to own the latest devices and clothes	37	47	40	51	34	43
Career / employment prospects	35	51	23	40	47	60
Worries about parents' financial situation	29	35	26	38	31	33
Understanding your sexuality	26	24	21	22	31	25
Worries about parents splitting up	21	34	27	44	14	25
Something else	2	3	3	3	2	3
Don't know	2	2	4	3	1	1

17. Thinking about your future, what do you personally think you need in life, to help you do well and be happy?

7-10

- A good job and friends
- Being around my friends who I can trust
- I need to have a degree in biology so I can be a vet
- I need to pass all my exams and find a good job
- I want to be an archaeologist and I think that learning more in English and science would help me
- To be more confident in myself

11-16

- A family and a good job that I enjoy
- A stable, secure job with regular income, as well as good, healthy relationships with your family, friends and/or partner.
- I need to believe in myself more

- Good mental health
- I think I need to find more people who are like me that I can trust and rely on
- I think you need to be happy within yourself
- My dream job, where I get treated equal to others

17-21

- A career I am happy with and people around me that love me
- Be confident in what I want and believe in myself
- Good exam grades that will hopefully get me into university. I'd like to get a degree which should help me get a good, well paid job.
- Less judgement from other people about my appearance, disability, sexuality, etc.
- Support, feeling like I belong
- To feel that my sexuality won't be a barrier in any future workplaces

18. Do you know girls your age who have experienced these things?

%	TOTAL		11-16 yrs		17-21 yrs	
	2018	2014	2018	2014	2018	2014
Depression	71	73	64	71	76	74
Self-harming	67	76	60	79	72	74
Anxiety disorder	64	50	56	48	70	51
An eating disorder	52	66	45	63	58	69
Viewed pornography	36	41	24	34	44	47
Homophobic bullying	36	40	32	41	38	40
Racist bullying	33	42	34	47	32	37
Rape / sexual assault	30	29	18	24	38	34
Any form of addiction	28	36	21	35	33	37
Control / bullying from a partner	27	35	17	31	35	39
Bullying about a disability	25	31	27	40	23	23
Violence from a partner	23	25	13	21	29	29
Threatened with sexual violence	21	17	14	18	27	16

19. Do you agree or disagree with these statements?

%	TOTAL		11-16 yrs		17-21 yrs	
	2018	2015	2018	2015	2018	2015
Agree / disagree						
I think mental health issues are awkward to talk about	46/41	57/33	41/40	48/38	50/42	66/28
I would like to know more about where to get help and support for mental health issues	56/24	52/34	45/26	45/37	66/22	58/32
I don't feel that I know enough about mental health amongst young people	48/36	53/34	45/32	51/32	51/40	55/36
I have needed help with my mental health before	43/47	37/54	26/61	28/61	58/35	46/47
A girl / young woman I know has experienced a mental health problem	71/18	62/25	60/23	56/27	82/13	67/24
Adults often don't recognise the pressure young people are under	81/11	82/9	74/14	78/11	87/8	86/8
11-16 Mental health has been talked about during lessons at my school	50/32	44/40	50/32	44/40	-	-

Self-care techniques and general lifestyle changes can help to manage the symptoms of some mental health problems	68/11	-	59/11	-	76/11	-
Peer support brings together people who've had similar experiences to support one another	71/11	-	63/12	-	77/10	-
There isn't enough support available to young people for mental health issues e.g. at school or in my community	63/19	-	51/22	-	75/16	-

Social action

20. Have you ever spoken up or made your views known about an issue you care about, and if so, how?

%	TOTAL		11-16 yrs		17-21 yrs	
	2018	2011	2018	2011	2018	2011
Spoken up about it	36	28	35	31	38	25
Signed a petition	22	39	12	29	33	48
Posted online / blogged / tweeted	22	27	15	28	29	27
Supported a Facebook campaign / cause / Twitter feed	18	49	11	47	25	50
Taken part in a protest / demonstration / march	8	14	5	13	11	15
*Written to a Member of Parliament / Councillor (<i>adapted for the nations</i>)	6	9	4	6	8	11
Written to a local newspaper / the media	4	5	2	6	5	5
None of these	39	-	49	-	29	-

THOSE WHO HAVE SPOKEN UP ABOUT AN ISSUE THEY CARE ABOUT

21. Did you feel that your voice was heard and that it made a difference?

%	TOTAL		11-16 yrs		17-21 yrs	
	2018	2011	2018	2011	2018	2011
Yes - definitely	11	16	8	20	14	12
Yes - maybe	49	48	53	47	47	49
No	29	30	27	26	30	34
Don't know	10	6	12	8	10	5

THOSE WHO HAVE NOT SPOKEN UP ABOUT AN ISSUE THEY CARE ABOUT

22. Why do you think you haven't ever spoken up or made your views known about an issue you care about?

11-16

- I am not confident enough
- I don't know how I would do it
- I feel like I will get judged
- I feel like my views and opinions wouldn't be taken seriously because of my age

17-21

- I'm afraid people will judge me
- Because of the negativity and abuse it would receive

- I feel as a young person my opinion is not valued
- I'm not very confident

23. Do you consider yourself a feminist?

%	TOTAL		11-16 yrs		17-21 yrs	
	2018	2013	2018	2013	2018	2013
Yes	47	35	38	39	57	31
No	24	28	23	15	25	41
Don't know	18	17	20	15	15	18
Don't know what this means	11	21	19	31	4	11

24. What does feminism mean to you? (11-21)

11-16

- A person who strongly believes in gender equality and that everyone, no matter their background, should be treated equally
- Men and women should be able to work at the same job and have a career in whatever they want to
- Women should be equal to men and gender pay gap should not exist!

17-21

- Equal rights and opportunities between men and women in the workplace, education and society
- Equality for everyone regardless of gender, sexuality or ethnicity
- Equality of all genders, races, religions, ages, sexualities and abilities. Including people who do not identify as male or female, people who are more than either gay or straight, and including people with disabilities during feminist activism

Personal safety

25. Are you allowed out on your own, or with friends?

%	7-10 yrs	
	2018	2009
To play in the street / local area	47	59
To the local park or play area	44	53
To go to the local shop	42	55
To go to school	41	49

26. Where do you mostly go to meet your friends?

%	11-16 yrs	
	2018	2009
Local park / play area	36	37
Shopping mall / centre	26	35
Youth club	2	11
Each other's houses	21	69
We don't meet much (outside of school), we keep in touch on social media instead	11	-
Other	4	22

27. Have you or anyone you know, experienced any of the following?

% 13+	TOTAL	13-16 yrs	17-21 yrs
	2018	2018	2018
Feeling unsafe walking home alone	63	53	69
Street harassment e.g. such as wolf whistling, unwanted comments	52	42	58
Feeling unsafe using public transport	47	41	52
Stalking (unwanted attention or obsessive attention by someone)	33	23	40
Upskirting (when someone take a picture up a girl's or woman's skirt without consent)	11	8	12
None of these	18	28	12

82% have experienced or know someone who has experienced one of these

28. Which of these kinds of online behaviour have ever happened to you?

% 13+	TOTAL		11-16 yrs		17-21 yrs	
	2018	2013	2018	2013	2018	2013
Had unkind things said about you on social media	47	40	45	35	48	45
Had threatening things said about you on social media	25	21	21	17	28	25
Been sent photos or content by people you know, that you find upsetting	24	17	18	14	27	19
13+ Had sexist comments made about you	24	22	13	16	31	26
Had embarrassing photos of you sent to other people at school / college / uni / work	22	15	19	13	24	18
Experienced someone pretending to be you online	11	12	8	13	13	12
13+ Had photos of a sexual nature sent to other people at school / college / uni / work	8	5	3	5	12	5
None of these	30	39	37	43	25	36
Don't know / want to say	5		5		5	

29. Imagine that someone is being really rude or offensive online and making you feel very uncomfortable. Which of the following would you do?

% 13+	TOTAL		7-10 yrs		11-16 yrs		17-21 yrs	
	2018	2013	2018	2013	2018	2013	2018	2013
Tell your parents	50	36	79	69	49	31	22	13
Delete the post, or un-friend / hide the person who is being rude	42	47	33	27	39	50	52	63
Report it to the social media site	41	22	32	19	43	16	48	29
Tell your friends, sibling or cousin	32	27	28	22	38	35	32	24
Ignore it, and put it out of your mind	23	34	20	24	24	42	25	36
Say rude things back	11	13	3	4	19	22	12	13

Don't do anything, but worry or feel bad about it	9	10	4	5	12	12	12	12
Don't know	4	5	3	8	6	4	4	4

30. Based on what you know about online pornography, which of these statements do you agree with?

% Agree / disagree	17-21 yrs	
	2018	2015
It encourages society to view women as sex objects	72/14	80/11
It creates unrealistic expectations of what women's bodies are like	80/10	87/6
It creates unrealistic expectations of what men's bodies are like	71/13	73/13
It makes aggressive or violent behaviour towards women seem normal	65/17	71/15
It increases hateful language used about / to women	61/18	65/16
It encourages gender stereotyping of girls / women and boys / men	71/14	78/9
It puts pressure on girls to have sex before they are ready	65/19	66/21
It sends out confusing messages about consent (consent means making certain both people want the same thing)	69/14	71/15

31. Thinking about your own and your friends' relationships with partners - how acceptable would you find it if your boyfriends or partner behaved in the following ways

% Always acceptable / Maybe acceptable under certain circumstances / Never acceptable	TOTAL		13-16 yrs		17-21 yrs	
	2018	2012	2018	2012	2018	2012
Frequently standing you up at the last minute	3/32/59	2/43/51	1/40/51	1/48/46	3/28/63	2/41/54
Never replying to your messages / calls	4/46/44	2/46/49	3/48/46	3/52/41	4/46/43	2/42/53
Telling you what you can and can't wear	2/15/78	2/19/77	1/13/83	2/16/79	3/16/76	1/21/75
Making you tell them where you are all the time	3/27/64	4/35/57	1/26/68	6/35/55	5/28/62	3/35/58
Sending photos / videos of you to their friends, without your consent	2/12/81	2/15/79	1/13/81	2/15/78	2/12/81	2/15/80
Shouting at you or calling you names because of something you may have done	2/16/76	1/22/74	1/15/80	2/18/77	3/17/74	1/25/72

Threatening you with violence because you spend too much time with your friends	2/4/91	1/2/96	1/2/95	1/1/97	2/5/88	1/2/95
Hitting, kicking or punching you for talking to someone else at a party	2/5/90	0/2/96	1/2/93	1/2/96	2/6/89	0/2/97
Pressuring you to have sex	2/5/89	0/3/95	1/2/94	0/4/94	3/6/86	0/3/95
Telling you who you can and can't spend time with	2/13/81	0/13/84	2/10/86	0/14/83	3/15/79	0/12/85
Putting you down in front of their friends, embarrassing you in public	2/4/90	0/4/94	1/4/91	0/4/93	3/5/89	0/4/94
Checking up on you, reading your phone and messages	4/26/64	1/22/75	3/23/71	1/25/72	5/28/61	1/21/76
Asking you to send naked photos	4/27/62	-	1/14/78	-	6/33/55	-
Sending you naked photos	6/35/51	-	2/23/66	-	7/41/44	-

32. Have you ever experienced discrimination (e.g. being treated unfairly because of your gender, ethnicity, religion, disability or sexual orientation), and if so, how did it or does it affect you?

%	TOTAL		11-16 yrs		17-21 yrs	
	2018	-	2018	-	2018	-
I feel less confident in myself	34	-	27	-	40	-
I am less likely to share information about myself	25	-	17	-	32	-
I feel less confident about meeting new people	22	-	17	-	26	-
I feel confident to challenge it	14	-	13	-	16	-
Some other way	3	-	3	-	2	-
<i>I have experienced discrimination, but it didn't have an effect on me</i>	9	-	11	-	7	-
<i>I haven't experienced discrimination</i>	39	-	48	-	31	-
<i>Some other way</i>	3	-	3	-	2	-

61% of girls have experienced discrimination

The media

33. Do you agree or disagree with these statements about girls and women?

% Agree / disagree	TOTAL		11-16 yrs		17-21 yrs	
	2018	2011	2018	2011	2018	2011
Girls and young women are portrayed fairly in the media	32/54	23/55	25/47	29/40	39/61	18/69
The media focuses too much on what women look like, instead of what they achieve	86/8	90/5	80/8	84/8	92/8	96/3
Women do not have the same chances as men	67/25	53/33	61/24	49/32	73/27	53/33
Women have to work much harder than men to succeed	73/21	57/29	65/21	51/32	80/20	63/26

34. Many women sports stars, celebrities, campaigners and politicians have recently received serious sexist abuse on social media. Thinking about this, which of these statements, if any, do you agree with?

%	TOTAL		13-16 yrs		17-21 yrs	
	2018	2014	2018	2014	2018	2014
I have heard about the recent sexist abuse of women on social media channels	52	45	48	43	55	46
This abuse makes me scared that I could also receive abuse online just for being a girl / young woman	25	27	18	32	29	25
I won't change how I use social media and will speak no matter what	23	27	25	31	21	25
I don't worry that this kind of abuse will affect me personally when I use social media	21	30	23	30	20	30
Knowing about this abuse puts me off wanting to do the jobs / careers of those women	20	18	17	15	22	19
Before I post on social media I self-censor messages to lessen the risk I will receive sexist abuse	15	18	11	21	18	16
I use social media less nowadays to avoid the risk of being targeted	14	14	10	19	17	11
None of these	18	20	25	21	15	19

35. How often do you see or experience sexism in these areas of your life?

% Often / Sometimes	TOTAL		11-16 yrs		17-21 yrs	
	2018	2014	2018	2014	2018	2014
At home	9/22	5/16	5/16	4/13	11/27	6/19
At school / college / uni / work / daily life	16/42	13/50	14/40	14/51	17/43	13/50
Online / on social media	29/39	25/41	22/36	19/40	35/41	31/41

In the media e.g. news, magazines, TV, film, adverts	37/34	27/42	25/36	18/43	48/32	36/41
In public places e.g. such as the street, transport, parks	24/38	16/47	16/31	11/48	30/43	20/47
With a partner, if you have one	9/17	4/17	5/10	4/14	13/24	4/19

36. How much do you think these things lead girls and women to be treated less fairly than men?

% A lot / a little	TOTAL		11-16 yrs		17-21 yrs	
	2018	2015	2018	2015	2018	2015
Sexualised or 'sexy' pictures of women in the media, online and in adverts	47/33	45/28	39/34	45/22	53/32	45/33
Sexist jokes	44/36	47/35	37/36	48/30	50/36	47/39
Female politicians and leaders being judged by what they wear not what they say	43/34	42/32	35/34	38/31	49/34	46/32
Having fewer female politicians than male politicians	35/37	42/33	32/34	39/31	38/40	44/35
Little media coverage of women's sports	36/36	39/35	32/35	40/32	40/37	39/37
13+ Suggestions that women are to blame for rape / sexual violence if they are drunk or because of what they wear	61/19	59/21	52/19	52/19	67/20	63/23
13+ Increase in online pornography	37/31	38/32	32/27	38/27	40/34	38/36
Having fewer female leaders in business	41/35	-	35/32	-	46/36	-

37. Do you think any of these things badly affect the way that people treat girls and women?

% Yes / No	7-10 yrs	
	2018	2015
Naked pictures of women in the media e.g. pictures of women without clothes on in magazines and on TV	67/19	50/21
Jokes about girls being stupid or weak	76/15	53/26
More attention given to women's clothes than what they do	54/21	41/27
Fewer women than men in government or as leaders	53/21	37/27
Not enough women as the lead characters in films and on TV	44/30	21/43

Growing up as a girl

38. In your experience, who would you expect to carry out the following activities?

HOUSEWORK

%	TOTAL		7-10 yrs		11-16 yrs		17-21 yrs	
	2018	2009	2018	2009	2018	2009	2018	2009
Mostly men / more men than women	2/3	1/2	4/5	2/3	1/2	1/1	1/2	0/2
Both equal	41	20	45	25	36	37	40	28
Mostly women / more women than men	23/32	26/41	23/23	41/28	24/37	22/39	22/35	18/52
MEAN SCORE	-0.71	-0.88	-0.55	-1.02	-0.82	-0.81	-0.75	-0.85

LOOKING AFTER THE CAR / CAR MAINTENANCE

%	TOTAL		7-10 yrs		11-16 yrs		17-21 yrs	
	2018	2009	2018	2009	2018	2009	2018	2009
Mostly men / more men than women	25/37	32/47	34/18	44/25	22/46	32/46	21/46	25/60
Both equal	33	17	43	25	29	16	27	13
Mostly women / more women than men	1/4	2/2	1/3	3/2	1/2	1/2	1/5	1/2
MEAN SCORE	0.82	1.05	0.81	1.03	0.84	1.06	0.81	1.06

LOOKING AFTER THE CHILDREN

%	TOTAL		7-10 yrs		11-16 yrs		17-21 yrs	
	2018	2009	2018	2009	2018	2009	2018	2009
Mostly men / more men than women	1/2	0/1	2/3	0/2	0/2	0/1	0/0	0/1
Both equal	52	53	65	57	49	56	43	48
Mostly women / more women than men	16/30	12/33	14/16	18/23	15/34	13/30	18/38	7/44
MEAN SCORE	-0.58	-0.56	-0.37	-0.57	-0.62	-0.54	-0.73	-0.57

TELL OFF THE CHILDREN WITH THEY MIS-BEHAVE / DISCIPLINE WHEN THE CHILDREN MIS-BEHAVE

%	TOTAL		7-10 yrs		11-16 yrs		17-21 yrs	
	2018	2009	2018	2009	2018	2009	2018	2009
Mostly men / more men than women	5/11	5/15	10/7	16/12	3/15	3/11	3/13	0/20
Both equal	65	60	71	52	65	69	61	58
Mostly women / more women than men	7/11	6/13	6/7	10/10	8/10	6/11	8/17	4/18
MEAN SCORE	-0.04	-0.01	0.08	0.13	-0.05	-0.06	-0.14	-0.07

PAY THE BILLS / MANAGE THE FINANCES

%	TOTAL		7-10 yrs		11-16 yrs		17-21 yrs	
	2018	2009	2018	2009	2018	2009	2018	2009
Mostly men / more men than women	10/16	8/21	19/11	17/18	6/19	4/18	5/19	5/26
Both equal	61	52	63	48	62	66	58	43
Mostly women / more women than men	5/8	7/12	5/3	10/7	3/8	5/6	5/13	6/20
MEAN SCORE	0.19	0.12	0.37	0.25	0.14	0.11	0.06	0.03

SORTING OUT THE TV / INTERNET

%	TOTAL		7-10 yrs		11-16 yrs		17-21 yrs	
	2018	2009	2018	2009	2018	2009	2018	2009
Mostly men / more men than women	15/27	21/38	30/21	46/25	9/35	16/41	8/26	8/46
Both equal	46	28	43	18	45	35	51	29
Mostly women / more women than men	4/7	5/8	4/2	8/3	4/7	4/5	5/10	4/14
MEAN SCORE	0.42	0.62	0.71	0.99	0.38	0.58	0.21	0.40

39. What is the best thing about being a girl?

7-10

- being able to be what I want when I'm older
- being able to look up to and be inspired by famous women
- having fun
- having good friends
- I can prove people wrong when they think that I am weak

40. Is there anything about life that feels unfair because you're a girl?

7-10

- people think you can't be strong
- people might bully you because you don't know enough like if you're not good in maths
- that some jobs are only for boys
- sometimes people think you can't play certain sports
- that people don't think that more girls should be leaders
- they describe girls as girly not adventurous

41. If you could change one thing to improve girls' lives, what would it be?

Workplace equality

- Opportunities to go into careers they want (11-16)
- Make sure that men and women earn the same salary when they do the same job (11-16)
- Encourage younger girls and teenagers that they can do anything by giving them role models and encouraging them (17-21)
- More female leaders (17-21)

Period equality

- Free menstrual products (11-16)
- Free menstrual products in public places (17-21)

Wellbeing

- All girls should be treated fairly and they should always be confident in themselves (11-16)

Gender stereotypes

- That more men would do the housework alongside women (11-16)
- Feel more encouraged to do sports and “male” subjects in school (17-21)
- Stop sexualising and objectifying women and girls (17-21)

Safety

- To feel safe all the time (11-16)
- I would remove the belief that women can be to blame when sexually assaulted because of how they were acting or what they were wearing (11-16)
- Make it safe for girls to walk down the street alone (17-21)
- That no one would experience sexual harassment of any kind (17-21)

Appearance pressures

- Not get criticised for their looks (11-16)
- For all body shapes and sizes to be considered equal (11-16)
- Increase of real life images of normal people on social media, without makeup and filters (11-16)
- Focus more on what girls say rather than what they wear or look like (17-21)

Relationships & Education

- In a relationship no-one should be abused or pressured into anything (11-16)
- Educate everyone on how to behave in relationships (11-16)