



WE DISCOVER, WE GROW

Girlguiding

Girls' Attitudes Survey 2019

Chapter 1: Environmental action

1. Which three of the following environmental issues are you most worried about?

%	TOTAL	7-10 yrs	11-16 yrs	17-21 yrs
Water and Ocean Pollution	46	46	47	45
Climate Change	46	27	47	62
Plastic Pollution	44	44	44	43
Loss of nature and animal habitats	43	48	42	39
Air Pollution	30	31	29	28
De-forestation	28	24	31	30
People not recycling things	19	24	16	18
Fast Fashion	8	8	9	8
None of these	4	5	4	3

2. Please rank who you think is MOST RESPONSIBLE for tackling environmental issues.

%	TOTAL	11-16 yrs	17-21 yrs
The government	49	48	51
Individuals	20	21	20
Companies and businesses	19	19	20
Households (families)	6	7	6

Schools and colleges	5	6	3
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3. *How much do you agree with the following?*

a) **At school I learn (have learnt) about the environment and what I can do to help**

%	TOTAL	7-10 yrs	11-16 yrs	17-21 yrs
A lot	30	44	23	23
A little	40	38	45	36
Not really	19	8	22	28
Not at all	7	2	8	11
<i>Don't know</i>	4	8	2	2

b) **At school I learn (have learnt) about looking after natural habitats/nature**

%	TOTAL	7-10 yrs	11-16 yrs	17-21 yrs
A lot	27	44	19	20
A little	39	37	42	39
Not really	21	9	27	27
Not at all	8	3	9	11
<i>Don't know</i>	4	8	3	2

c) **I would like to learn (have learnt) more about the environment at school and how I can help**

%	TOTAL	7-10 yrs	11-16 yrs	17-21 yrs
A lot	46	57	34	48
A little	32	25	35	36
Not really	14	9	22	11
Not at all	3	2	4	2
<i>Don't know</i>	5	7	5	3

d) My school gives us (gave us) opportunities to help the environment, eg recycling, clean up events etc.

%	TOTAL	7-10 yrs	11-16 yrs	17-21 yrs
A lot	26	47	17	16
A little	35	32	37	35
Not really	21	10	27	26
Not at all	12	3	13	20
<i>Don't know</i>	6	8	6	2

e) I feel it is urgent that we all do more to protect the environment

%	TOTAL	7-10 yrs	11-16 yrs	17-21 yrs
A lot	66	63	63	72
A little	22	20	26	21
Not really	6	6	6	5
Not at all	2	2	1	1
<i>Don't know</i>	5	10	4	1

f) I love being in nature (e.g. parks, woods, seaside, mountains) and it's important to me that we look after it

%	TOTAL	7-10 yrs	11-16 yrs	17-21 yrs
A lot	58	66	51	57
A little	27	21	30	31
Not really	9	5	13	9
Not at all	3	2	4	2
<i>Don't know</i>	3	6	2	1

g) More should be done to protect natural spaces and the wildlife that live there

%	TOTAL	7-10 yrs	11-16 yrs	17-21 yrs
A lot	69	69	65	73
A little	21	19	25	19
Not really	4	3	5	4
Not at all	1	0	1	2
<i>Don't know</i>	5	8	4	2

h) Young people should be more involved in conversations with decision-makers about how to tackle environmental issues

%	TOTAL	11-16 yrs	17-21 yrs
A lot	52	44	60
A little	34	38	30
Not really	8	10	6
Not at all	1	2	1
<i>Don't know</i>	5	6	3

i) Schools and colleges should be given guidance to help them do more to protect the environment

%	TOTAL	11-16 yrs	17-21 yrs
A lot	54	47	60
A little	34	39	30
Not really	6	8	5
Not at all	1	0	1
<i>Don't know</i>	5	6	3

j) There should be more opportunities to take action in our daily lives to help the environment

%	TOTAL	7-10 yrs	11-16 yrs	17-21 yrs
A lot	59	59	52	65
A little	28	24	34	26
Not really	6	6	7	6
Not at all	1	1	1	1
<i>Don't know</i>	6	10	5	3

k) Schools and colleges should involve pupils in plans that help protect the environment

%	TOTAL	11-16 yrs	17-21 yrs
A lot	55	47	63
A little	32	36	27
Not really	8	10	6
Not at all	2	2	2
<i>Don't know</i>	4	6	2

l) I feel pressure to change my behaviour to help tackle environmental issues

%	TOTAL	7-10 yrs	11-16 yrs	17-21 yrs
A lot	27	31	18	31
A little	34	30	36	36
Not really	23	18	28	23
Not at all	9	7	12	7
<i>Don't know</i>	7	13	6	3

4. Which of the following would you be willing to do to help tackle environmental issues?

%	7-10 yrs
Turn off lights when you leave the room	74
Recycle as much as possible	71
Re-use more things e.g. plastic bags	68

Turn off the TV, computer, plugs when not in use	64
Walk or cycle instead of going by car	61
Put an extra jumper on instead of turning on / up the heating	46
Buy less e.g. clothes, products, phones etc.	34
<i>None of these</i>	1

5. **Which of the following do you do NOW or would be willing to do in the FUTURE to help tackle environmental issues?**

a) Now

%	TOTAL	11-16 yrs	17-21 yrs
Turn off lights when you leave the room	81	78	83
Recycle as much as possible	71	67	75
Re-use more things e.g. plastic bags	74	71	77
Turn off the TV, computer, plugs when not using them	65	63	67
Put an extra jumper on instead of turning on / up the heating	54	47	60
Walk or cycle instead of going by car	51	49	52
Buy clothes from ethical retailers	19	15	23
Buy less e.g. clothes, products, phones etc.	34	26	41
Eat less meat	32	27	37

b) In the future

%	TOTAL	11-16 yrs	17-21 yrs
Turn off lights when you leave the room	22	24	19
Recycle as much as possible	31	34	27
Re-use more things e.g. plastic bags	28	31	26
Turn off the TV, computer, plugs when not using them	34	35	33
Put an extra jumper on instead of turning on / up the heating	38	40	35
Walk or cycle instead of going by car	39	40	37
Buy clothes from ethical retailers	63	61	64
Buy less e.g. clothes, products, phones etc.	45	45	44
Eat less meat	38	40	36

c) Now and in the future combined

%	TOTAL	11-16 yrs	17-21 yrs
Turn off lights when you leave the room	98	99	97
Recycle as much as possible	98	98	97
Re-use more things e.g. plastic bags	97	97	97
Turn off the TV, computer, plugs when not using them	95	95	95
Put an extra jumper on instead of turning on / up the heating	89	85	92
Walk or cycle instead of going by car	86	86	85
Buy clothes from ethical retailers	80	75	86
Buy less e.g. clothes, products, phones etc.	76	69	82
Eat less meat	67	65	70

6. If you are a vegetarian or a vegan, or you are committed to eating less meat, why is this?

%	TOTAL	11-16 yrs	17-21 yrs
To help animals	24	21	28
To help the environment	21	17	25
To be / feel healthy	20	17	23
To lose weight	10	10	10
I don't like the taste of meat	10	9	11
My family are vegetarian / vegan / don't eat meat	5	6	5
I know others who are doing it, so thought I would give it a go too	4	4	4
I see people promoting it on social media	3	3	3
<i>I am not a vegetarian / vegan / committed to eating less meat</i>	60	65	55

Chapter 2: Access to play and sport

7. *Thinking about where you live, which of these can you not easily get to, either on your own, with friends, or with a parent or guardian?*

%	TOTAL	7-10 yrs	11-16 yrs	17-21 yrs
A park	23	30	20	20
A playground with swings and a slide etc.	47	47	-	-
A leisure centre	49	-	58	40
An outdoor sport or facility that you feel safe to use	62	-	64	61

8. *Is there anything that stops you from (playing 7-10) (having fun 11-16) (going out 17-21) in your local area?*

%	TOTAL	7-10 yrs	11-16 yrs	17-21 yrs
Nothing stops me	29	36	26	25
There's nothing to do	28	15	35	34
I don't feel safe	25	23	25	28
I prefer to stay indoors	25	19	24	32
It's not clean e.g. too much rubbish and litter	13	13	13	14
I'm not allowed e.g. parents or guardian doesn't want me to go out	12	18	12	7
There's too much traffic	12	17	9	8
Sexual harassment / cat calling (13-21)	12	-	8	15

9. *What would encourage you to go outdoors more in your local area?*

7-10

- 'Having more areas to play'
- 'If there was more for me to do'
- 'If there was a safer way to cross the road'
- 'No pollution in the air'
- 'cleaner parks'

11-16

- 'More inclusive things to do for all'
- 'Safer places to go'
- 'Having someone to go with'
- 'If the outdoor areas were looked after better'

- 'More areas to have fun, for younger children as well as teenagers'

17-21

- 'More things for young people to do'
- 'If there was less cat calling'
- 'Better lights at night so I feel comfortable walking on my own'
- 'Having more local friends'
- 'If there was less crime'

10. Thinking about sport, do you agree or disagree with the following statements?

% agree	TOTAL	7-10 yrs	11-16 yrs	17-21 yrs
I think there should be an equal amount of men and women's sport shown on TV	82	83	84	81
I think seeing more women's sport on TV would encourage girls and women to do more sport	81	79	80	83
I want to see more women's sport on TV	68	67	66	70
I think having less women's sport on TV than men's sport sends a message to girls and women that sport is mostly for boys and men	56	43	55	68
I think having less women's football on TV means it is seen as less important than men's football	56	42	58	67

11. What are the issues that you care about most, and where do you feel most comfortable or safe to challenge something that isn't right or fair?

11-16

- 'I care most about climate change because it's scary how there isn't much time left before the effects are irreversible'
- 'I care about girls and boys having the same opportunities in life'
- 'I care most about sexism because girls and boys should be equal'
- 'I feel safe with my parents and teachers and would speak out if something was wrong'

17-21

- 'I feel most comfortable to challenge things online on social media rather than in person'
- 'I care a lot about mental health issues and body image'
- 'The gender pay gap is something I feel strongly about'
- 'Too much pressure is being put on students to pass'

Chapter 3: Life online and the media

12. Thinking about filters on social media such as Instagram and Snapchat – which of the following do you agree with?

%	TOTAL	11-16 yrs	17-21 yrs
I always filter the pictures I post	16	15	16
I filter most of the pictures I post	20	21	19
I occasionally filter the pictures I post	35	34	37
I never use filters on the pictures I post	13	12	14
I don't post pictures on social media	16	17	15

13. Which of the following statements do you agree with?

%	TOTAL	11-16 yrs	17-21 yrs
Airbrushed pictures in magazines and online should always have a label that says they've been changed	52	43	60
There should be a way to make sure someone is old enough to use social media platforms e.g. check their age	45	37	51
I have seen images or videos online that I wish I hadn't because they were upsetting or harmful	39	31	45
I wouldn't speak to an adult about a problem on social media in case they make me close my account	17	18	17
There should be age limits on social media	91	89	94
I pretend to be older than I am on social media	9	13	5
<i>None of these</i>	12	16	8

14. And which of these statements do you agree with?

%	TOTAL	11-16 yrs	17-21 yrs
There shouldn't be adverts for plastic surgery or diet pills during shows aimed at young women	55	51	58
I feel like I need to check my phone first thing in the morning and last thing at night	45	42	48

There should be more diversity in the media (TV, films) to show people from different ethnicities, people from the LGBTQ+ community and those with disabilities	44	38	48
I would like to spend less time online	41	34	48
I worry about how social media platforms might use information / data about me	34	30	37
I think there are fewer realistic and inspiring women who could be role models in the media than there are realistic and inspiring men who could be role models	32	29	35
Being on social media helps me to feel positive and happy	23	30	17
<i>None of these</i>	7	8	6

15. What pressures (if any) do you feel when you go online?

11-16

- 'To look pretty all the time'
- 'To get more 'likes''
- 'To have a picture-perfect life'
- 'To reply instantly'

17-21

- 'To always seem happy'
- 'To look a certain way or have certain things'
- 'To have a large number of followers'
- 'To do more interesting things'

16. Thinking about pressures you might feel on social media, do you do any of the following to try and help with this?

%	TOTAL	11-16 yrs	17-21 yrs
I make sure my privacy settings are high	47	51	45
I remind myself that social media is not a reflection of reality or people's real lives	46	39	53
I try to speak to my friends in person more than online	39	42	37
I take breaks from using social media e.g. before I go to bed	29	33	27
I have a public and private account on social media	21	20	22
I talk to my parents about how to use social media positively	14	19	9
<i>None of these</i>	11	13	9

Chapter 4: Bullying and friendships

17. Have you ever experienced any of the following?

%	TOTAL	7-10 yrs	11-16 yrs	17-21 yrs
Name calling or people saying mean things to you	53	51	50	57
Being left out or excluded by friends or peers	51	47	45	58
Bullying about how you look / your appearance	39	25	38	49
Mean comments from people online e.g. social media	30	19	28	38
Being hit, pushed, punched or kicked by someone	29	38	24	27
Controlling behaviour from a friend (or boyfriend / girlfriend e.g. where they try and control who you speak to or the things you do 11+)	24	22	18	30
Having your hair or clothes pulled (or your skirt lifted up 11+)	22	29	15	22
Bullying because you are a girl	16	12	12	22
Bullying because of how little or how much money people think your family has	14	11	10	18
Bullying because of your ethnicity or religion	9	8	7	12
Bullying because of your sexuality or what people assume about your sexuality 11+	8	-	7	12
Bullying because of a disability (hidden or visible)	7	7	4	9
Bullying because you don't conform to gender norms 11+	4	-	3	7
Another type of bullying	4	8	4	2
Bullying cause of your gender identity 11+	2	-	3	2

Experienced any bullying or unacceptable behaviour	79	80	73	83
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Experienced any bullying or unacceptable behaviour and identify as...	TOTAL
BAME	76
Having a disability	89
Gay, lesbian, bisexual or questioning	93

18. How much of this bullying has happened online?

%	TOTAL	7-10 yrs	11-16 yrs	17-21 yrs
Mostly online	8	9	9	8
Mixture of online and offline	30	18	32	35
Mostly offline	52	55	48	53
<i>Don't know</i>	9	18	11	3

19. How often do you (or did you) experience bullying?

%	TOTAL	7-10 yrs	11-16 yrs	17-21 yrs
Everyday	16	13	11	21
Every week	16	11	17	18
Occasionally	43	41	45	43
Only once	17	21	19	14
<i>Don't know</i>	8	13	9	4

20. How does this (or did this) bullying make you feel?

%	TOTAL	11-16 yrs	17-21 yrs
I feel less confident	66	62	68
I feel unhappy / sad / hopeless / anxious	63	60	65
It makes me angry and frustrated	42	44	41
I feel lonely	41	33	45
I don't want to go to school / college (work 17+)	38	35	40
I don't feel able to speak out about the things I care about	30	26	33
I don't go to social events	21	16	25
I don't go out by myself	20	15	23

21. What do you (or did you) do about it when it happens?

%	TOTAL	11-16 yrs	17-21 yrs
Tell a parent	44	53	38
Tell a friend	28	32	26
Stop being their friend	27	28	27
Tell them to stop	26	31	22
Tell a teacher	24	27	23
Block or report them on social media	24	24	25
Tell another trusted adult	15	20	12
Tell a sibling	11	14	8
Stop using social media	7	7	7
<i>Nothing</i>	18	14	21

22. Here are some of the things that can make someone a good friend. Which THREE are MOST important to you?

%	TOTAL	7-10 yrs	11-16 yrs	17-21 yrs
I can trust them	56	46	66	57
They accept me for who I am	44	39	46	46
They care about my feelings	40	39	37	44
They support me	29	25	26	35
They make me laugh	27	29	30	23
They include me (in games and playing 7-10)	22	24	21	21
They stand up for me	22	27	22	16
They help me when I need it	20	22	22	17
They listen to me	21	23	17	24
They celebrate my successes	7	10	3	8

Chapter 5: Education and skills

23. Thinking about your experiences and those of girls you know, why do you think girls are less likely (than boys) to study physics, maths or computer science?

11-16

- 'It doesn't appeal to girls'
- 'They feel they could be judged'
- 'They feel scared they will be in a class full of boys'
- 'They are subjects thought to be for boys'
- 'Because they feel like they're not good enough'

17-21

- 'Society makes us believe that these subjects are more suitable for men'
- 'Girls have doubted themselves more about joining certain subjects as they are seen as male-dominated subjects'
- 'Girls have been ridiculed by boys for studying these subjects'
- 'Girls may feel more intimidated'
- 'A lot of girls that I know do not feel like they are good or smart enough'

24. And do you agree or disagree with the following statements?

% agree	TOTAL	11-16 yrs	17-21 yrs
Schools should be assessed to make sure girls and boys get the same information and encouragement when making subject choices and receiving careers advice	87	84	90
Adults who work with children and young people should receive training and support to help them recognise conscious and unconscious bias.	78	73	82
I learn (have learnt) about people from different backgrounds, cultures and ethnicities in different subjects at school	74	73	75
At school I learn (have learnt) that failing is okay and to keep trying	63	69	58
I learn (have learnt) about the achievements of women in different subjects at school	56	58	54
I learn (have learnt) about LGBTQ+ people in different subjects at school	39	42	36

25. Which of these statements best reflect your view of work experience?

%	TOTAL	11-16 yrs	17-21 yrs
<i>I haven't had the chance to do work experience, but I would like to</i>	43	65	22
The work experience I did helped me to gain new skills	25	15	35
The work experience I did helped me to gain a better understanding of what I want to do after I finish school	20	12	29
I was supported to get work experience in something I really wanted to try	10	8	12
The work experience I did was not particularly helpful	12	4	19
<i>I haven't had the chance to do work experience, and I'm not bothered about it</i>	7	8	6

Have done any work experience (combined)	50	27	72
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26. According to our research, fewer girls want to be a leader in their future jobs than they did a few years ago – why do you think this is?

%	11-16 yrs
Female leaders are criticised more than male leaders	50
They might not have enough confidence to be a leader	46
There is too much focus on how they look, rather than what they do	41
They experience harassment for speaking out	32
It's harder for women to take risks and make mistakes compared to men	32
They might not know what skills they need to be a leader	18
Female leaders can be seen as aggressive	13

27. Thinking about school exams and tests, which of the following statements do you agree with?

%	TOTAL	11-16 yrs	17-21 yrs
There is too much pressure and focus on doing well in exams	64	63	67
I worry that if I don't do well in my exams it will ruin	59	61	58

my future opportunities in life			
Exam stress affects my happiness	52	51	54
Schools should be assessed on how well they support pupils and encourage their wellbeing	48	47	50
I would like more support to help manage exam stress (such as someone to talk to and ways to cope)	38	39	37
I get the help and support I need to manage tests and exams stress	21	25	15
<i>None of these</i>	3	4	2

28. For this pair of statements, please click the box which is closest to your own views?

%	<i>TOTAL</i>	<i>11-16 yrs</i>	<i>17-21 yrs</i>
Sexism is so widespread in our society, it affects most areas of our lives	19	15	23
/\	35	34	36
Neither	29	34	26
\/	12	12	12
Sexism is not really a problem for girls these days	5	6	4

Methodology

Girlguiding commissions CHILDWISE, leading specialists in research with children and young people, to conduct the Girls' Attitudes Survey each year. A total of 2,118 girls and young women aged between 7 and 21 took part in the 2019 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 from March to May 2019.