



Girls' Attitudes Survey 2024



Girls face **a crisis
of confidence** in
an unequal world



A decorative sidebar on the left side of the page. It features a dark blue background with various geometric shapes and icons. At the top, there is a light blue stylized 'G' with a white star above it. Below this is a pink triangle, a red triangle, and a yellow magnifying glass. Further down is another yellow magnifying glass, a light blue arc, a pink triangle, and a red triangle. At the bottom, there is a light blue stylized 'G' with a white star, a pink triangle, a red triangle, a yellow magnifying glass, and a light blue stylized 'G' with a white star.

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About Girlguiding

We're over 300,000 girls from 4 to 18 who come together to laugh, learn, explore and have adventures. We're 80,000 volunteers who make guiding happen by giving their time, talents, enthusiasm and care for girls.

We're 23,000 local groups having fun and exploring activities week in, week out – from Aberdeen to Arundel and in between.

We're her first night away, weekend camping adventures, summer music festivals, emails to her MP about the things she cares about.

We're the badges she collects to capture the journey she's chosen – anything from mindfulness to rock-climbing to crafting to coding.

We're a powerful collective voice – by girls, for girls – changing the world for the better.

We help all girls know they can do anything.

We're Girlguiding.

About the Girls' Attitudes Survey

Girlguiding has given girls and young women a platform to speak out on the issues that matter to them through the Girls' Attitudes Survey since 2009. Our flagship research asks girls and young women how they feel about their everyday lives.

This survey, now in its 16th year, asked over 2,500 girls and young women aged 7-21, representative of girls across the UK, about the challenges they face as a girl today. It looks at what this means for their happiness, wellbeing and futures.

The Girls' Attitudes Survey is developed with our advocate youth panel. We would like to thank them for their contributions in shaping the themes and questions, and the development of this report. You can find all the results from this and previous surveys on our website: girlguiding.org.uk/girlsattitudes

A huge thank you to [players of People's Postcode Lottery](#) for their invaluable support for our Girls' Attitudes Survey 2024.



An introduction from our chief executive, **Angela Salt**

Welcome to our annual Girls' Attitudes Survey. At Girlguiding, our commitment to being girl-led and amplifying the voices of girls and young women remains as strong as ever. Their experiences, challenges and aspirations are at the heart of everything we do. The Girls' Attitudes Survey once again reveals the reality of growing up as a girl today.

Our latest research shows a troubling picture: girls are experiencing a crisis of confidence. They're facing a number of pressures that undermine their sense of self-worth and security. Sexism and misogyny continue to be pervasive, online and offline, leaving many girls feeling vulnerable and unsafe. This year, the weight of appearance pressures is particularly heavy, with more girls feeling judged and pressured to conform to unrealistic standards. It is particularly concerning that the pressures and expectations of being a girl are increasingly being felt by younger girls. It's devastating to continue to see girls feel less confident about themselves and their futures.

But even in tough times, there are rays of hope. Girls may feel anxious about their futures, but they also remain hopeful and curious. They're passionate about driving change and vocal about the need for action on climate change, the cost-of-living crisis, and online safety. It's inspiring to see how

girls feel empowered to come together. Friendship and community stand out as major sources of positivity, helping girls build confidence and resilience.

Powered by our inspiring volunteers, we are proud to support this journey. Girls thrive in Girlguiding. They can be themselves, have fun, make friends and try new things without many of the pressures girls face in today's world. We're glad to see our latest impact report highlights that girls in Girlguiding are up to 23% more confident than girls in the UK on average and 3 times more likely to have done something good for their local community or environment.

As the UK's largest youth organisation dedicated completely to girls, we're striving for an equal world where all girls can enjoy fulfilling lives. With the arrival of a new government, we have another opportunity to push for meaningful change. We're proud to be a powerful collective voice – by girls, for girls. But we can't achieve our vision alone – we must all work together to restore girls' confidence and restore their faith in the future. Together we can build a fairer, safer United Kingdom for girls.



Angela Salt

Angela Salt OBE

A message from our advocates

Our advocates are a group of young Girlguiding members aged 14–25-years-old. Our advocate panel was set up to shape our research and influence the direction of Girlguiding's advocacy.

Below some of our advocates tell us what they think about this year's Girls' Attitudes Survey.



**Hilary, 19,
London**

'While unsurprising, the concerns revealed through our research are devastating and resonate with me deeply. Online spaces are central and unavoidable in the lives of young people and allow us to cultivate incredible communities, especially for those of us from marginalised communities. Addressing the increase in sexism and harm we face online must be treated as a matter of urgency. Young people are experts in these issues as we face them daily, so it's vital that our voices are amplified. These statistics should serve as a call to action; girls are telling the world exactly what needs to be done to keep us safe, so now it's up to those in power to listen.'



**Millie, 17,
Dorset**

'It isn't surprising that sexism is a part of most girls' lives, but it's saddening to see. Girls see this discrimination all around, whether it be virtually, in education, or in public. The widespread nature of sexism in our society is unacceptable, and girls shouldn't be growing up experiencing this as the norm. All people deserve to feel safe wherever they are, and girls' safety should be a top priority for the government if this is to be achieved.'



**Katie, 17,
County
Down**

'According to the 2024 Girls' Attitudes Survey, "anxious and less hopeful" describe the feelings of young people around the government's responsibility to tackle climate change. Personally, I am not surprised at the statistics taken from the 2024 Girls' Attitudes Survey; I too am a young person who feels strongly about our environment and believes we have to take action now. It is up to the current government to listen to young people's concerns and fight against climate change.'



**Lucy,
17, West
Yorkshire**

'Now more than ever, people are feeling the strain of the cost-of-living. It has caused many girls to miss out on key opportunities to explore and discover new things. Not only this, but it has exacerbated period poverty in the UK. Girls' aspirations for the future have also been changed by the cost-of-living crisis. More needs to be done to help protect girls' futures and to alleviate the pressure put on them by rising living costs.'



**Erin, 16,
Aberdeen**

'Young women and girls are increasingly feeling that they have to change their appearance to "fit in" or to avoid ridicule, whether this be through cosmetic surgery or dieting. This makes me feel upset and disappointed, and extremely worried about the wellbeing of young girls in years to come. I have felt pressured to change myself because of the standards that have been set on social media and our research just proves that I am not alone. It is clear that girls' worries about their body image should be taken more seriously, and more should be done to relieve the pressure on girls to be perfect.'

Executive summary

It's unsurprising girls today are experiencing a crisis of confidence when they're **facing more complex challenges than ever before**.

As UK girls approach adolescence, they **consistently have lower confidence than UK boys**. And the gap widens as girls get older¹. **Only 1 in 4 girls feel very confident in their life**, and only 1 in 4 feel confident about their future.

Girls in the UK have grown up in a time of huge global change and uncertainty – from a worldwide pandemic and worsening climate change, to a cost-of-living crisis and significant global unrest.

Girls and young women face inequalities, sexism and misogyny in all areas of their life including education, health, online, in the media and in their day-to-day activities. Violence against women and girls is widespread in the UK and girls' and young women's mental health and wellbeing has significantly worsened in recent years².

Despite these increasing challenges, a significant number of the public believe women's equality has gone too far³.

This year's **Girls' Attitudes Survey** shows how the **pressures of being a girl are felt more intensely today than 10 years ago**. These pressures are amplified as girls get older. At the same time, **our research shows pressures of being a girl are being felt**

at a younger age. Girls as young as 7 are increasingly feeling they have to look and behave differently because they're a girl.

Girls tell us...

- Their experience of sexism is making them less confident and feel less safe
- Negative thoughts about how they look dominate their everyday lives and translate into a lack of confidence and poorer wellbeing
- Anxiety and low self-esteem are prevalent amongst girls they know
- It's less safe online, with more girls receiving unwanted sexual images and harassment

Girls also tell us they're **anxious about the future**.

They're worried about not being able to afford a home, finding a job, struggling with mental health and wellbeing, being treated unfairly for being a woman and the impact of climate change. They're also unsure about a future with artificial intelligence.

Despite these challenges **girls are also hopeful and curious for the future**. They believe that confidence will be essential for their future success. They feel that **girls and women are coming together and are a powerful force for good**. And while they recognise they face big challenges, they also feel more able to shape their future.

1. Girlguiding impact report, Girlguiding 2023

2. King's College London, Experiencing the cost-of-living crisis: the impact on mental health

3. Global Attitudes Towards Women's Leadership, King's Global Institute for Women's Leadership et al, 2024

Headline findings

Sexism and safety



- 3 in 4 girls aged 11-16 **see or experience sexism**. This increases to 95% for young women aged 17-21.
- 47% of 11-21-year-olds **feel less safe** as a result of sexism, a significant rise compared to 10 years ago.
- 69% of girls aged 7-10 **feel they're expected to behave differently because they're a girl**.

Appearance and wellbeing



- 60% of 11-16-year-olds **tell us they've received negative comments from other people about their appearance**.
- 1 in 3 girls and young women say **they lack confidence in their appearance**. This increases with age.
- 1 in 3 girls aged 7-10 (34%) **feel they're expected to look different because they're a girl** (up from 23% in 2014).

Online harm



- 77% of girls and young women aged 7-21 have **experienced online harm in the last year**.
- Half of girls and young women aged 11-21 want **online platforms to remove harmful content to make them feel safer online**.
- Over 1 in 5 girls aged 7-10 **have seen rude images online**. This has doubled since 2021.

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 almost 1 in 2 for 17-21-year-olds.
- 57% of 11-21-year-olds are worried about not having a **secure income or being able to afford a home in the future**.
- 54% of 11-21-year-olds **are worried that artificial intelligence may take away their jobs**.

Climate change



- 51% of 7-10-year-olds are **concerned about loss of nature and animal habitats**.
- Almost 2 in 3 girls and young women aged 11-21 now think **the government is most responsible for tackling environmental issues**.
- Over a third of 7-21-year-olds **are angry that more isn't being done by people with power to address climate change**.

A more equal future



- Half of girls **feel anxious for their future**.
- 44% of 7-21-year-olds are **hopeful** and 43% **are curious about the future**.
- 82% of 11-21-year-olds feel that **there should be more opportunities for younger and older people to help each other**.
- 2 in 3 girls and young women aged 11-21 think that **confidence will be one of the most important attributes for a successful future**.



Sexism and safety

Girls' experience of sexism is making them **feel less safe and less confident** than 10 years ago.

Girls experience sexism across many areas of their daily lives, with the majority facing it online, in public places and at school. It makes them angry and negatively impacts how confident and safe they feel. Girls as young as 7 are feeling the pressures put on them, much more than they did 10 years ago.



Girls face sexism in all aspects of their lives

Almost 3 out of 4 girls aged 11-16 see or experience sexism (74%). This increases to 95% for young women aged 17-21. They most commonly face it online (73%), in the media (70%) and in public spaces (66%). Girls from the most deprived areas, LGBTQ+ girls and disabled girls are more likely to see or experience sexism across all areas of their lives.

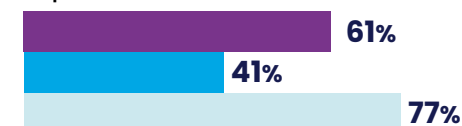
Where girls see or experience sexism

■ All girls ■ 11-16 years ■ 17-21 years

Online/on social media



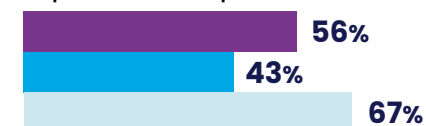
In politics



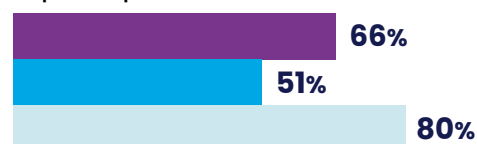
In the media



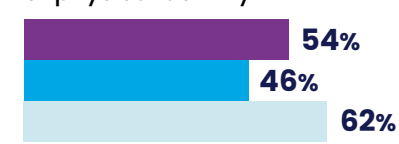
In professional sport



In public places



When doing sports or physical activity



At school, college, university or in their daily life



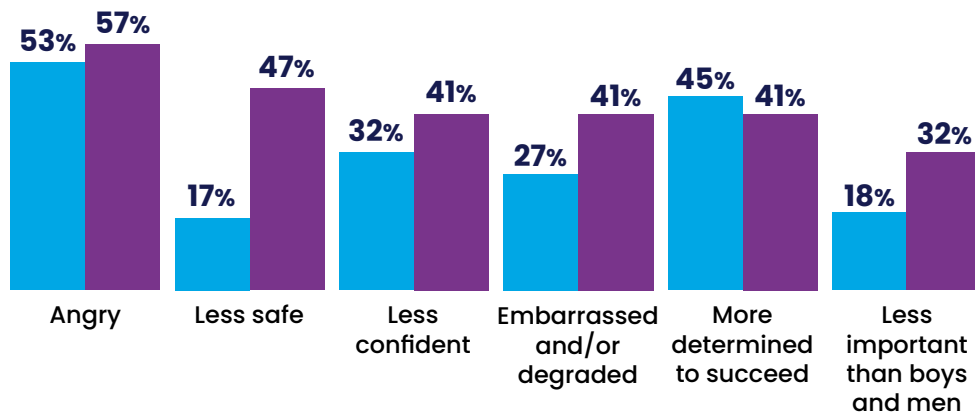
Girls feel less safe and less confident as a result of sexism

Experiencing sexism in so many areas of their lives is making girls feel less safe and less confident than they did 10 years ago. Feeling less safe is not a surprise, with 59% of 13–21-year-olds having seen or experienced sexual harassment.

Girls feel they're expected to behave differently because they're a girl

Girls and young women aged 11–21

2014 2024



Younger girls feel the increasing expectations of being a girl

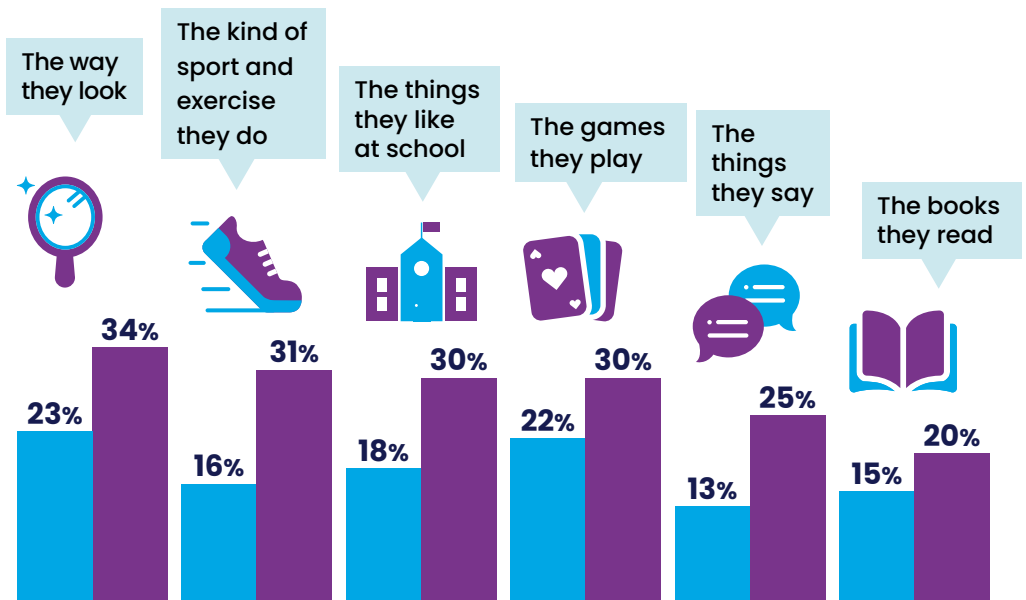
Girls as young as 7 are feeling the increasing pressure of being a girl. Compared to 10 years ago, they're more likely to feel that being a girl means they're expected to think or behave differently to boys. Most notably, 1 in 3 girls aged 7–10 (34%) feel they're expected to look different because they're a girl (up from 23% in 2014).

“[I want] to not have the standards of having to look the right way or a certain way or do certain things.”
Girl aged 7–10

Ways girls feel they're expected to behave differently because they're a girl

Girls aged 7–10

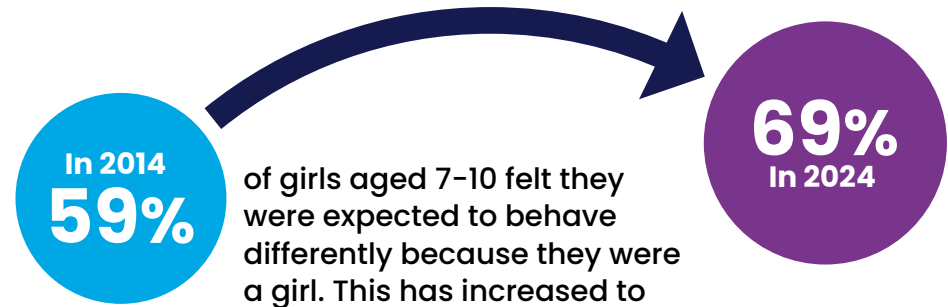
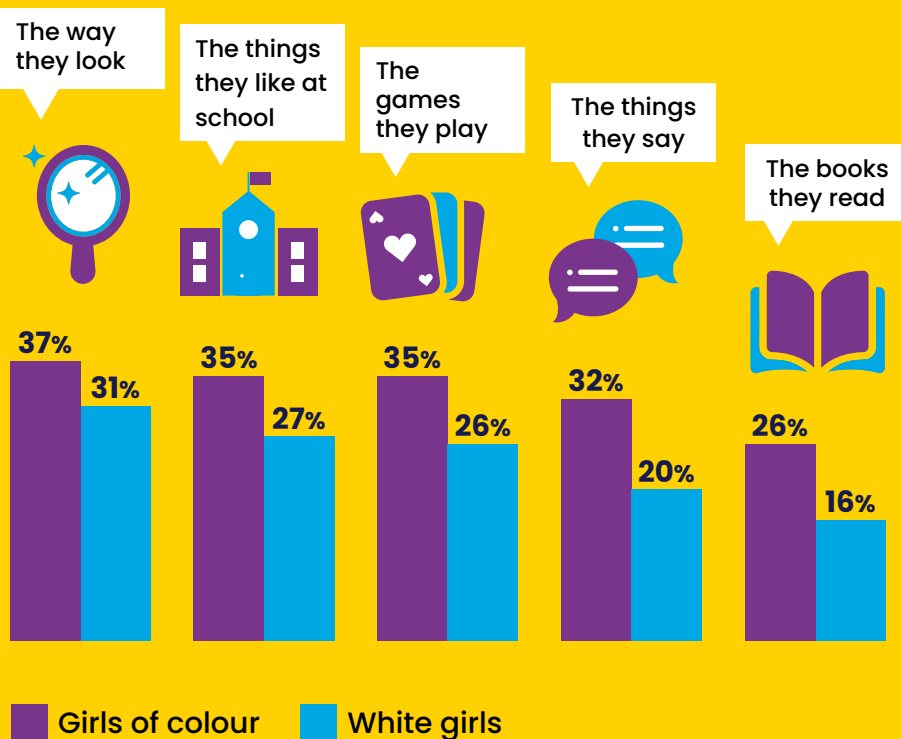
2014 2024



Girls of colour feel the expectations of being a girl more

Girls of colour aged 7–10 are more likely to say they feel they're expected to look or behave differently because they're a girl in terms of:

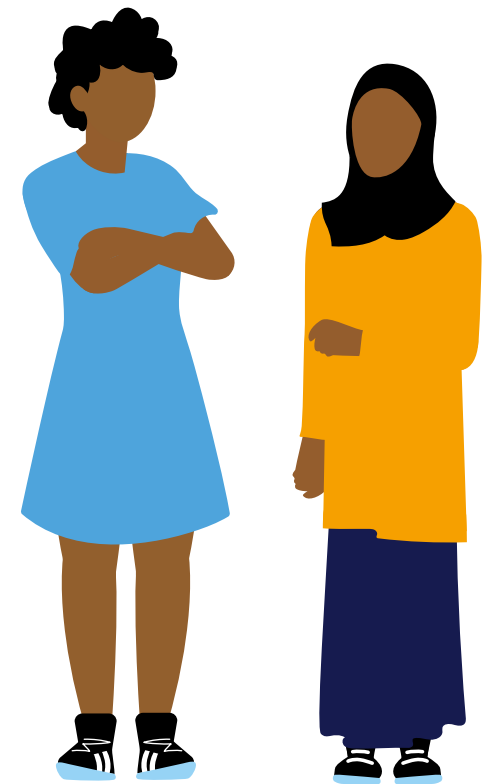
Spotlight
on girls from
marginalised
groups



Girls feel sexism will be a life-long problem

Experiences of sexism are making girls worry about their future. A quarter of 11–21-year-olds say sexism makes them feel like they won't achieve what they want to. Girls and young women are also worried about how they might be treated in the future because they're a girl or young woman.

Almost 1 in 3 girls and young women aged 11–21 are worried about not being treated fairly or respectfully in the future because they're a girl or woman.



What girls want to see to tackle sexism...

...online

“For social media to stop being so fake, and making men think all women should look how they do on social media. I want marketing companies to stop editing women in pictures and for it to be real. No filters, no editing, just real.’

Girl aged 7-10

...at school

“Equality needs to be taught at a young age in the household and schools. Therefore young girls will grow up with confidence and no doubts in the expectations implemented on them.’

Young woman aged 17-21

...in professional sport

“I am a girl who plays rugby and have always faced hardships from boys and girls for playing the sport I love. I wish the media would have a better look on women’s sport and treat it equally to men’s.’

Girl aged 11-16

...in the media

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

Girl aged 7-10

...in politics

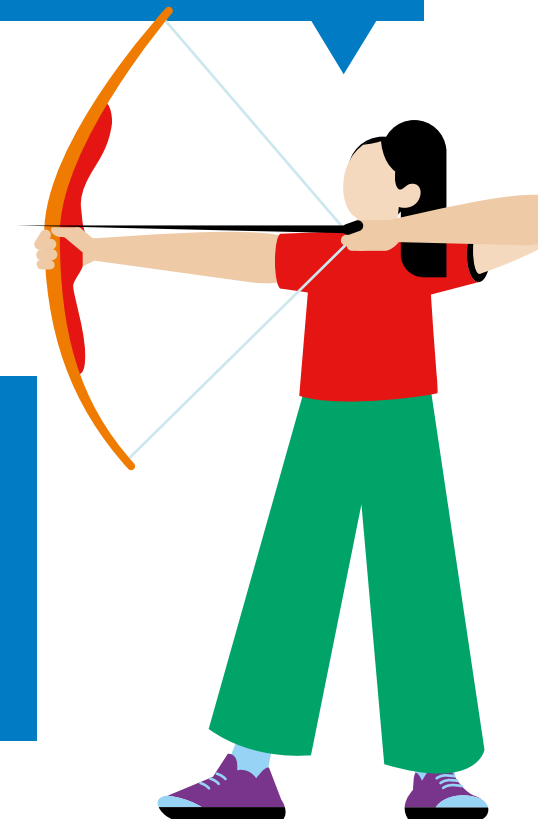
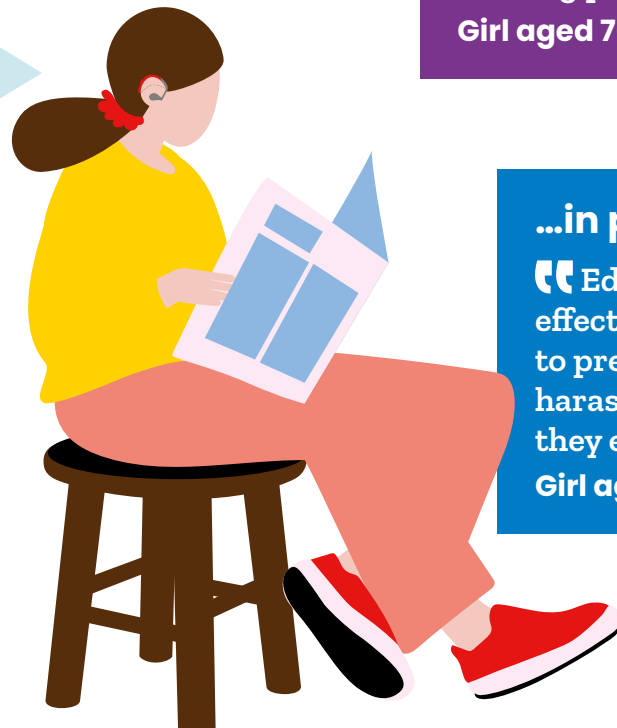
“I want women to be given high-ranking positions in the government.’

Girl aged 7-10

...in public spaces

“Educating men and boys about the effects of sexual harassment and how to prevent people from getting sexually harassed and assaulted and what to do if they ever witness any of these things.’

Girl aged 11-16

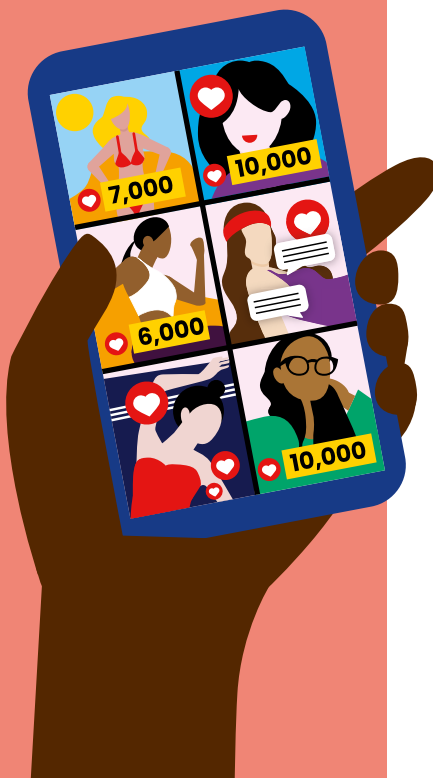




Appearance and wellbeing

Girls are overloaded with pressures about how they should look and **this impacts their confidence and wellbeing.**

Girls tell us they're consumed by negative thoughts about how they look and this has a big impact on their self-confidence. Girls feel under pressure to alter their appearance both online and in real life. And increasing numbers tell us they want to lose weight and have been on a diet.



Girls are constantly exposed to commentary on girls' and women's appearance

Girls and young women are facing unprecedented scrutiny over their appearance. 87% of 11-21-year-olds say they feel there's too much discussion about women's bodies in the media, an increase from 79% in 2018.

But this negativity isn't reserved for other people's bodies. 60% of 11-16-year-olds tell us they've received negative comments from other people about their appearance.

6 in 10 girls and young women aged 11-21 are consumed by their own negative thoughts about how they look.

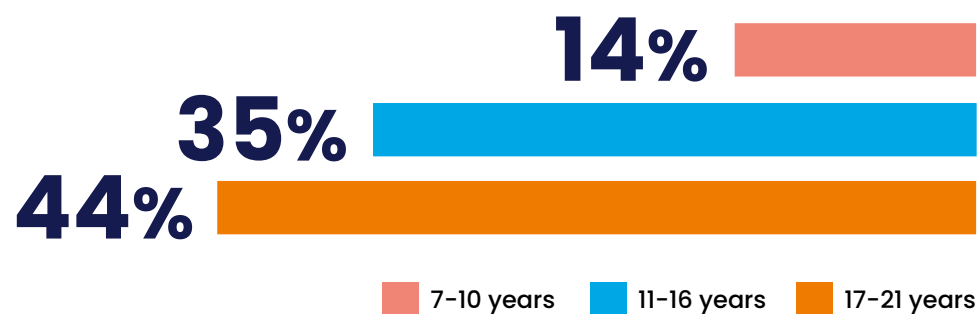
“Boys and men shouldn't expect to have a girl like the one that they see online on social media. They should judge a girl by their personality, rather, they should take them for who they are and not their looks.”

Girl aged 11-16

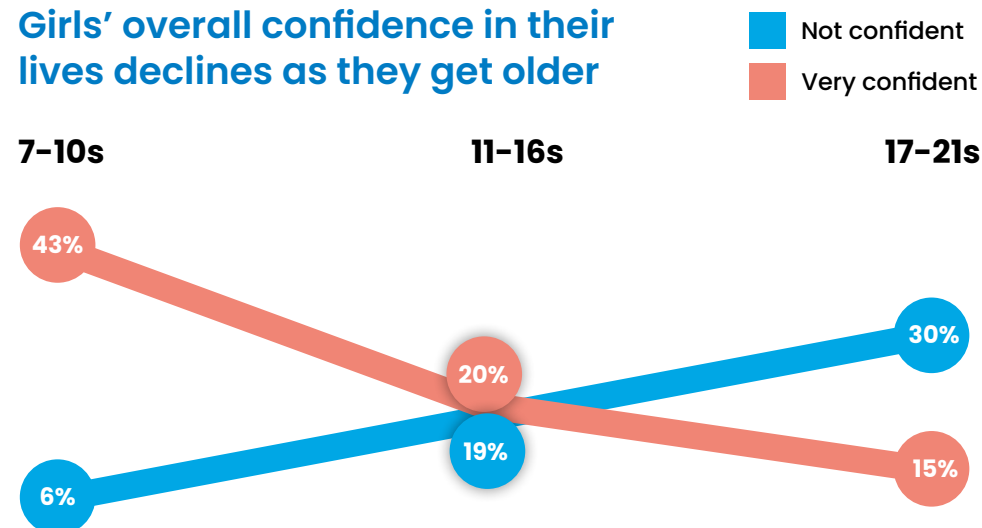


Given this, it's perhaps unsurprising that 1 in 3 girls and young women aged 7–21 say they lack confidence in their appearance and that this increases with age. This contributes to a fall in overall confidence as girls grow up. Twice as many 17–21-year-olds say they have no confidence in their lives overall compared to those who say they're very confident.

Girls' lack of confidence in their appearance increases with age



Girls' overall confidence in their lives declines as they get older

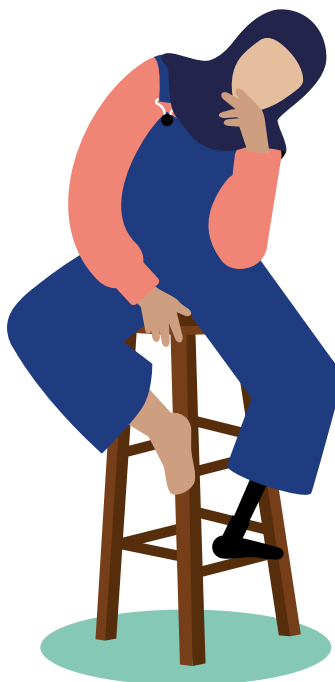


Constant appearance pressures are impacting girls' mental health and wellbeing

Given the pressures surrounding their appearance and the negative impact this is having on their confidence, the fact that there is a decline in girls' mental health and wellbeing doesn't come as a shock.



Most girls aged 11-21 know someone who experiences a mental health condition or mental distress. Although older girls are more likely to say this, there's been a notable increase in the number of 11-16-year-olds telling us this compared to just 3 years ago. In 2021, 77% of 11-16-year-olds said they knew someone their age who had experienced anxiety, self-harm, depression or an eating disorder. This has now risen to 84%. Girls from marginalised groups are more likely to know someone who has a mental health condition or who has experienced mental distress.



As girls get older they know more girls their age who've experienced...

All girls 11-16 years 17-21 years

Anxiety



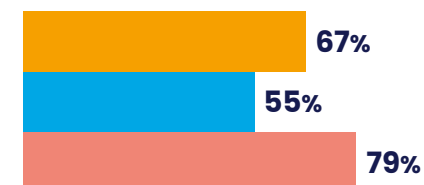
Self-harm



Worrying about the way their body looks



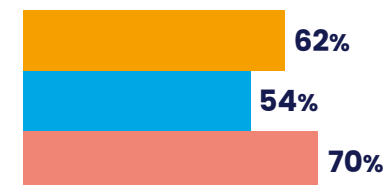
Depression



Low self-esteem



Eating disorder



68% of girls and young women aged 11-21 know someone who self-harms.

Spotlight

on girls from marginalised groups

Girls from marginalised groups are more likely to know someone who has experienced a mental health condition or mental distress

Girls and young women aged 11-21

All girls	Neurodivergent girls	Disabled girls	LGBTQ+ girls
Anxiety			
80%	86%	87%	88%
Depression			
67%	79%	79%	81%
Self-harm			
68%	77%	78%	82%
Eating disorders			
62%	75%	80%	80%

“The main insecurity women endure throughout their lives is being happy with their body. I wish more creators would show realistic content.”

Girl aged 11-16

Girls feel they don't have people to talk to about how they're feeling

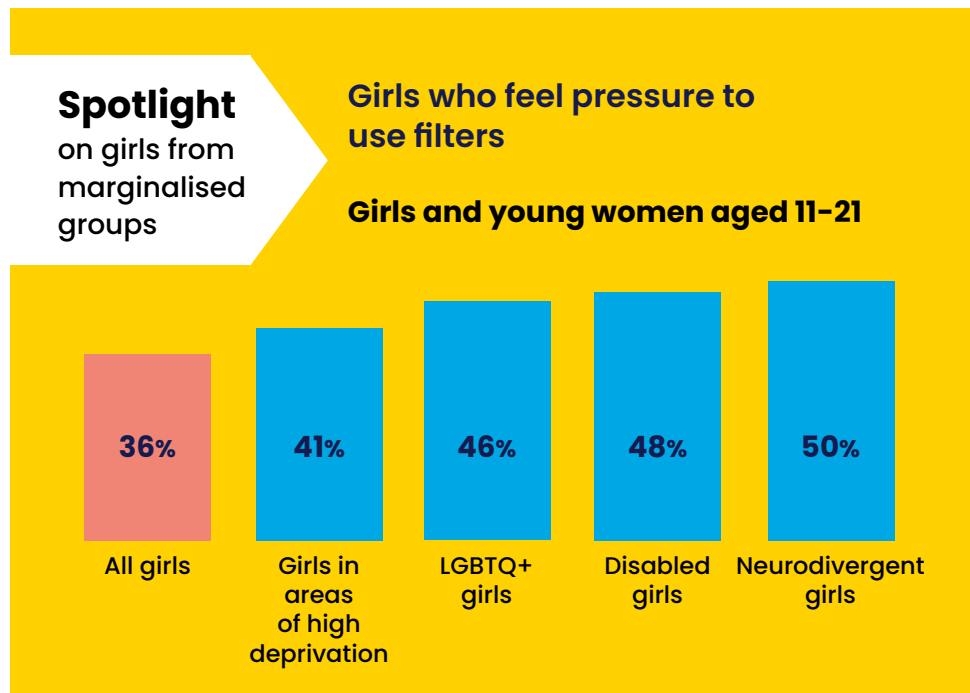
While girls are facing these pressures many don't feel they have the support they need. Over half (59%) of girls and young women aged 7-21 report feelings of loneliness. 43% of 7-10-year-olds say they feel alone some or all of the time, while 44% feel they have no one to talk to. And 41% of 11-21-year-olds say their confidence is adversely affected by having no one to talk to about how they feel.



Girls feel the need to alter their appearance

Relentless exposure to edited images leads girls and young women to feel they need to change the way they look. 54% of girls aged 11–21 wish they looked like they do when they use filters on social media and 36% feel pressure to use these filters.

Girls from some marginalised groups are even more likely to feel like they have to use filters. Girls and young women aged 11–21 also tell us they'd have better experiences online if there were more unfiltered images and more real, unedited content (46%) and fewer images that made them feel they need to look a certain way (33%).



Feeling like they need to alter their appearance isn't limited to girls' online lives. Among 11–21-year-olds, 2 in 3 girls say they'd like to lose weight.

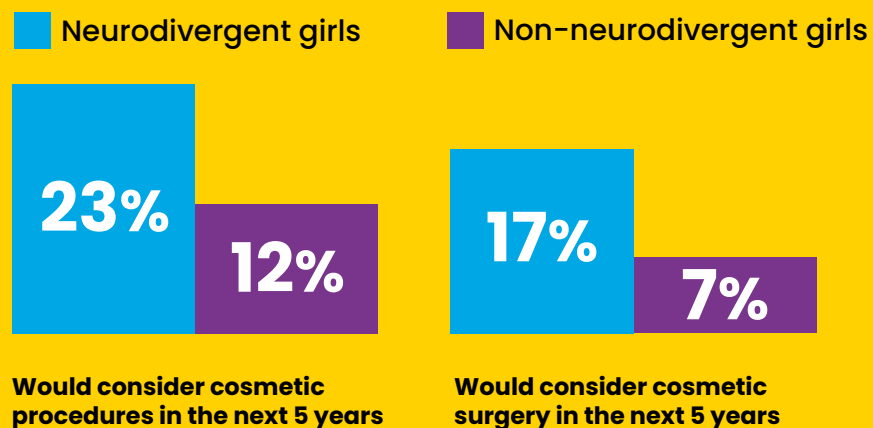
Girls are taking steps to change the way they look. For example, 47% of 11–21-year-olds have been on a diet and 64% have a skin care routine that requires lots of different products.

As well as feeling pressure to alter their appearance now, girls and young women are also planning on doing this in the future. Girls as young as 11 tell us they're considering using anti-aging creams in the next 5 years. Nearly 1 in 5 young women aged 17–21 say they'd consider cosmetic procedures, like botox or fillers, in the next 5 years. And 12% say they'd consider undergoing cosmetic surgery.



Spotlight
on girls from
marginalised
groups

Neurodivergent girls aged
11-21 are even more likely to
say they'd consider ways to
alter their appearance



**46% of 11-21-year-olds
would feel safer online if
there were more unedited
images and content.**

Girls want these constant pressures to stop

They want:

“To not be pressured
to look a certain way to
feel like you can fit in.”
Girl aged 7-10

“Less edited
fake content
online to make
us feel like we
aren't enough.”

Young woman aged
17-21

“I want the beauty
standards for young
girls to be less harsh
and if that changes, it
would help with the
constant need to look
prettier or lose weight
or eat less and let girls
feel confident about
the way they look.”
Girl aged 11-16





Online harm

Girls regularly experience **harassment and harmful content** and this makes them **feel unsafe online**.

More girls and young women are experiencing online harm than ever. They're more likely to say they've received unwanted sexual images and an increasing number have experienced cyberstalking. Girls as young as 7 say they've seen mean comments and rude pictures online. Girls and young women feel unsafe online and they want platforms to do more to protect them.



Girls are experiencing more harm online

Girls are more likely to experience a range of online harms compared to just 3 years ago. There's been a rise in the number of 11-21-year-olds who've experienced cyberstalking, seeing unwanted sexual images, and seeing people pretending to be someone they're not. Girls and young women aged 11-21 are also concerned that artificial intelligence may be used to create fake images of them or impersonate them online (59%).

Girls as young as 7 tell us they're seeing harmful content online. They're more likely to say they've seen rude pictures or mean comments than they were just 3 years ago.

77% of girls and young women aged 7-21 have experienced online harm in the last year.

“I want to be able to go on social media without being forced to send uncomfortable pictures.”

Young woman aged 17-21

“Sometimes people say nasty things on social media.”

Girl aged 7-10

Girls continue to experience harassment and hate online

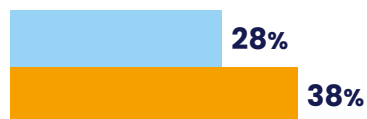
More than half of girls and young women aged 11–21 say they've seen sexist comments or 'jokes' (53%) or hate speech (53%) online. And 57% of 17–21-year-olds know a girl their age who has experienced sexual harassment online. Girls from marginalised groups are even more likely to say they've seen hate speech online. Yet over half (57%) of girls and young women aged 11–21 feel they'd miss out on too much if they took time off social media.

Girls are experiencing more online harm

Girls and young women aged 11–21

2021 2024

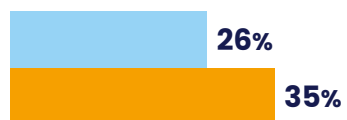
People pretending to be someone they're not (asked to girls 7–21)



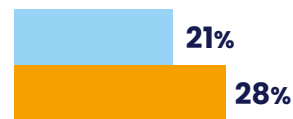
Harassment



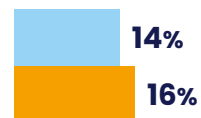
Unwanted sexual images



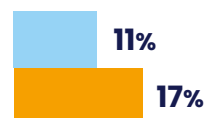
Bullying



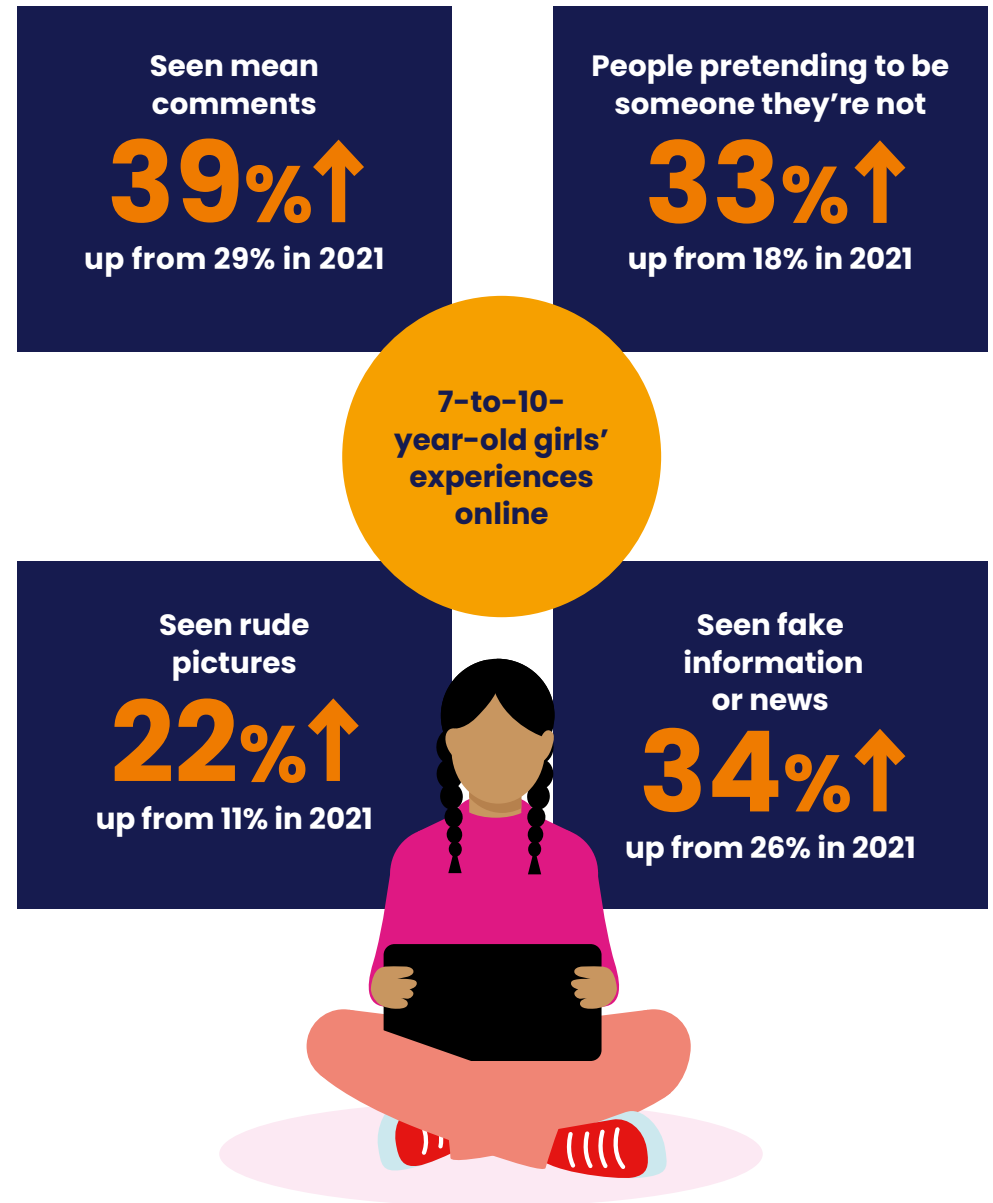
Pressure to share images of themselves they're not comfortable with (asked to girls 13+)



Cyberstalking



Younger girls are increasingly experiencing online harm



Spotlight
on girls from
marginalised
groups

Differences in online experiences for girls aged 7-10

Seen mean comments

50%

Girls of colour

36%

White girls

Seen rude pictures

41%

Disabled girls

19%

Non-
disabled
girls

Connecting online is important to girls from marginalised groups but they experience more harm

Girls feel benefits from spending time online. But girls from marginalised groups are more likely to experience online harms, such as hate speech, compared to girls on average.

Girls and young women aged 11-21 who've seen hate speech online

53%

All girls

56%

Girls in areas
of high
deprivation

62%

Neurodivergent
girls

68%

Disabled girls

72%

LGBTQ+ girls

Feeling connected online

Girls and young women aged 11-21



Girls want better protection online

Girls and young women aged 11–21 want online platforms to take action to help them feel safer. The most important action is to remove harmful content, with 50% of 11–21-year-olds saying this would make them feel safer.

What would help girls feel safer online?

Girls and young women aged 11–21

Removing harmful online content



Taking reports and concerns more seriously



Taking steps to deal with the violence and abuse women and girls get online



Making privacy settings easier to understand and change



Providing more guidance on how to report content online



As well as wanting to feel safer and better protected themselves, young women aged 17–21 are also concerned for future generations. 52% say they want better protection and more restrictions for under 18s.

Benefits of being online – girls feel connected and supported

“Having social media to be able to reach out to other people, and being able to see videos or posts of other girls talking about similar experiences that I have had.”
Young woman aged 17–21

“There are lots of cool girls and women on telly and on social media that are all different.”
Girl aged 7–10

...in the media

“[The best thing about being a girl is] people being so supportive online.”
Girl aged 11–16





Cost-of-living crisis

Girls have missed opportunities and **feel anxious about their future.**

Girls in 2024 are facing significant socio-economic challenges and a cost-of-living crisis. The majority of girls have been personally affected. It has impacted their mental health and wellbeing, and their opportunities for development. Living through this time has also affected their outlook for the future, giving rise to greater worries about their future financial security.



Girls have been personally impacted by the cost-of-living crisis

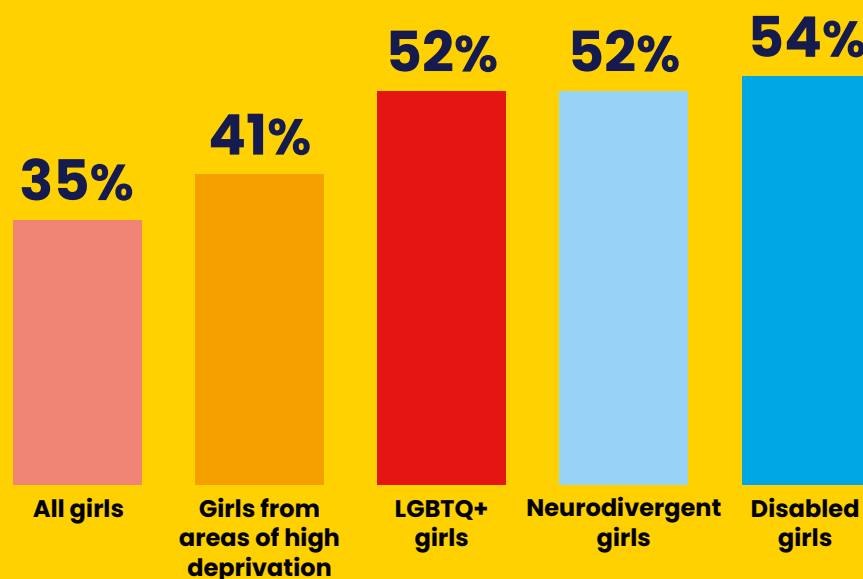
The cost-of-living crisis has personally impacted 2 in 3 girls and young women aged 11-21, with 1 in 3 saying it has negatively affected their mental health and wellbeing. This rises to almost 1 in 2 for 17-21-year-olds. Girls from marginalised groups have also been more negatively impacted.

Spotlight

on girls from marginalised groups

The cost-of-living crisis is more likely to have negatively impacted girls from marginalised groups' mental health and wellbeing

Girls aged 11-21



Girls have missed opportunities and experiences

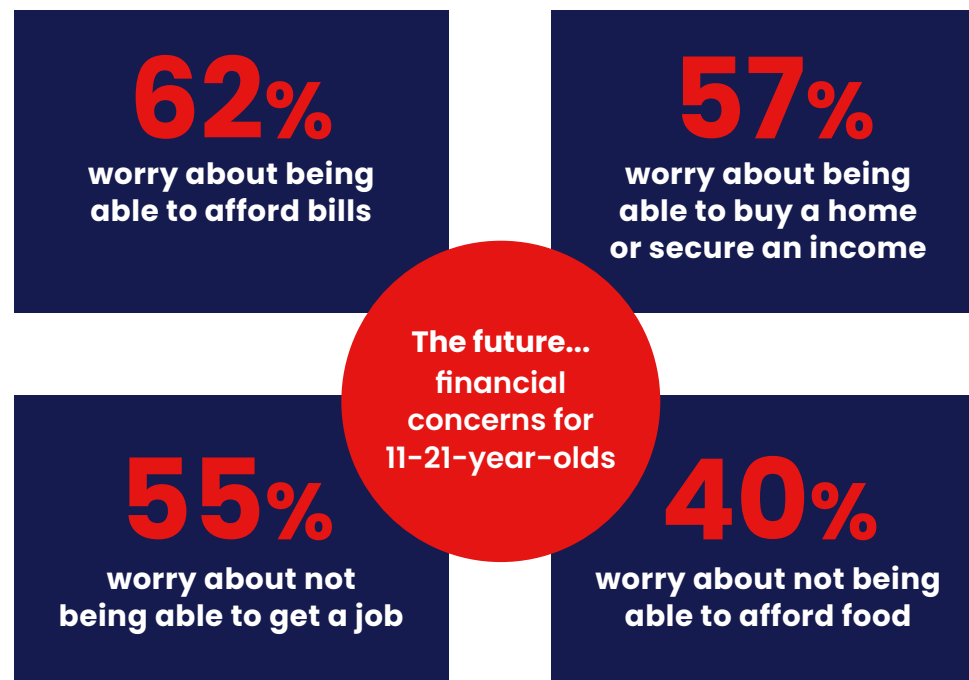
Girls have lost out on exploring new places by missing holidays and school trips. They've also missed opportunities to explore their interests and things they enjoy. A fifth of 17-21-year-olds feel they've missed out on extra-curricular and after-school activities. Again, girls from marginalised groups are more likely to say they've missed out as a result of the cost-of-living crisis.

Period poverty also persists, with 1 in 4 girls and young women aged 11-21 worried about being able to afford period products.

How the cost-of-living crisis has affected girls' future outlook

The financial hardships of the past few years have impacted girls' outlook for the future. 62% of 11-21-year-olds are worried they won't be able to afford bills. And compared to 2021, girls and young women aged 11-21 are now more worried about not having a secure income or being able to afford a home in the future (57% compared to 45%). A similar proportion of girls are concerned about being able to leave their parents' or carers' home. 40% also worry about affording food in the future.

Future employment prospects are also a concern for the majority of girls. More than half of girls and young women aged 11-21 are worried they won't be able to find a job. They also have a variety of worries about their future careers. 54% are worried that artificial intelligence may take away their jobs. And more than 1 in 3 (36%) are worried they'll earn less than men their age in similar jobs. They want action to address the gender pay gap so they can earn the same as men in the same roles.

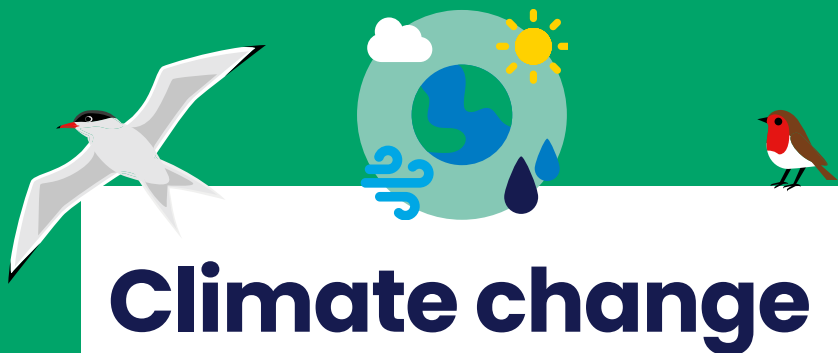


What girls want in the future

“My family not to suffer money-wise.”
Girl aged 11-16

“More money, better houses and jobs, cheaper shopping.”
Girl aged 7-10

“Period products to be free.”
Girl aged 11-16



Girls want the government to act now as they feel increasingly **anxious and hopeless about climate change.**

Girls increasingly believe that it's the government's responsibility to tackle climate change, as they feel more anxious, and less hopeful. Still, the vast majority continue to take action to combat climate change. They voice their need for action to happen immediately, and their concerns that time is running out. Some are even concerned that it's already too late.



Loss of habitat and nature most concerns girls today

Over half (51%) of 7-10-year-olds say their top concern around the environment is the loss of nature and animal habitats. The biggest environmental concern for 17-21-year-olds is climate change, with 61% choosing this.

Girls continue to be concerned about a range of environmental issues, but the most notable changes are a decline in their concern about plastic pollution (from 44% in 2019 to 27%) and an increase in concern about fast fashion (from 8% in 2019 to 16%).

64% of girls think the government is most responsible for tackling environmental issues compared to 49% in 2019.

“I feel like I’m alone in trying to make a change in the world, especially with climate change and nature. None of the adults who take charge of countries or companies are taking charge of this!”

Girl aged 7-10

**Increasing concern
over loss of habitat
and nature**

49%↑

now say this is their
top concern.
(up from 4th in 2019)

**Less hopeful about
action on climate
change**

28%↓

of girls say they feel hopeful
that people are talking
about it and trying to help
(down from 38% in 2020)

**Climate
change –
changing
thoughts and
feelings since
2019/20**

**Fast fashion
concerns double**

16%↑

of girls think fast
fashion is a top
environmental concern
(up from 8% in 2019)

Increasingly anxious

37%↑

of girls are more worried,
anxious and overwhelmed
by global warming
(up from 32% in 2020)

“You need to use your power to actually do something. Not just use it for yourself. Use it to help the climate, animals... We need to change the world and we need to do it now.”

Girl aged 7–10

Girls are feeling more worried and less hopeful

Girls of all ages increasingly feel worried, anxious and overwhelmed by global warming. 37% of girls say this compared to 32% in 2020. Over a third (35%) are angry that more isn't being done by people with power to address the problem. While only 14% of girls believe companies and businesses are most responsible, girls want the government to act to curb large corporations that damage the environment.

Girls are increasingly questioning if anything can be done. 29% say they feel hopeless or that there's nothing they can do about it. Almost 1 in 5 say they feel it's too late to make change. Fewer girls say they feel hopeful that people are talking about it and trying to help (down from 38% in 2020 to 28%).

Girls increasingly feel that the government is most responsible for tackling the issue

Almost 2 in 3 girls now think the government is most responsible for tackling environmental issues, up from 1 in 2 in 2019.

Only 6% of girls think individuals and adults are most responsible, down from 20% in 2019. More than 9 in 10 girls do something to tackle environmental issues, with the majority turning off lights and other electrical goods and reusing and recycling as much as possible. Girls 11+ are increasingly buying clothes from ethical suppliers.





A more equal future

Girls feel anxious about their future. They want – and need – action taken on all forms of sexism, online harm and climate change.

Girls want to be free of judgement and of having to look a certain way because they're a girl. They want everyone to be paid the same for the same work, regardless of their gender. But they're also hopeful and curious for the future. They think confidence will be a key aspect of success. They feel that girls and women are coming together and are a powerful force for good. And while they recognise they face big challenges, they also feel more able to shape their future.



Girls have an anxious outlook

Half of girls feel anxious for their future. Girls aged 17–21 feel particularly concerned about what lies ahead, with over half (51%) saying they feel overwhelmed by the future. And again, disabled girls and LGBTQ+ girls feel more negative about their future.

Around 1 in 2 girls also worry about struggling with their mental health and wellbeing in the future. A third worry about earning less than men in similar jobs, and a quarter say that sexism makes them feel like they won't achieve what they want to.

How do you feel about the future?	All girls	Aged 7–10	Aged 11–16	Aged 17–21
Anxious	50%	37%	57%	57%
Overwhelmed	38%	20%	42%	51%
Scared	38%	30%	42%	42%
Powerless	13%	10%	13%	17%
Sad	10%	11%	10%	8%
Hopeful	44%	47%	43%	41%
Curious	43%	49%	47%	34%
Excited	42%	46%	43%	37%
Happy	26%	41%	21%	15%
Confident	25%	37%	21%	17%

What girls want for a better, more equal, future

Girls of all ages tell us they want action to tackle all forms of sexism, the gender pay gap, gender-based violence, sexual harassment and assault. They want to feel safe, confident, respected and empowered in a supportive environment that encourages them to be themselves without judgement or discrimination. This is particularly true in the online sphere, where they want harmful content to be removed and their reports and concerns taken more seriously.

“To stop sexist boys, because one time a boy told me to go to the kitchen, and I don’t like what he said.’

Girl aged 7-10

“We want to be paid the same as men. Equal pay for the same job.’

Girl aged 7-10

“The reduction of harmful language and comments towards women in media and everyday life.’

Young woman aged 17-21



Girls also feel hopeful about the future

Despite the challenges they face, 44% of girls are hopeful and 43% are curious about the future. 82% feel that there should be more opportunities for younger and older people to help each other and 3 in 4 think that younger and older people spending time together is a good way to tackle loneliness. They want to work together with adults to create change on issues that matter to them.

Girls think confidence will be critical for their future success

Girls feel that confidence will be one of the most critical attributes to their future success. And they know what helps to boost their confidence – friendships, doing well at school and recognition for things they've done well. A third of girls also say adults listening to them boosts their confidence. But over half (57%) don't feel older people respect their opinions. By listening to and working with girls we can make change happen and work against the many forces that impact their confidence.

Skills and attributes for a successful job/career

Girls aged 11–21

Communication skills

67%

Having confidence

65%

Team work/able to work with people

59%

Problem solving and critical thinking skills

49%

Literacy skills eg reading, writing

40%

Leadership skills

36%

Creativity skills

34%

Digital skills

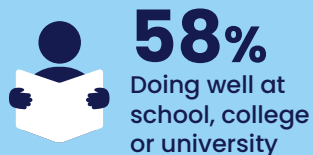
26%

Numeracy eg maths skills

24%

What boosts girls' confidence?

Girls aged 7–21



Girls of all ages are very aware of the challenges they face now and in the future. They also value the opportunities they have today, including being able to express themselves, greater autonomy over their bodies and the freedom to choose their own path in life. They feel positive about girls and women working together to support one another and to make positive change.

What's the best thing about being a girl?

“ I think that it is super being a girl or a woman because I get to make history for us.’

Girl aged 7-10

“ We are in a “more” accepting society, but there could be a lot of improvements. I love having lots of other girls/women around me that share the same thoughts as me, and I like the fact we have the power to make a difference.’

Girl aged 11-16

“ Women are given more power now and that is exactly what we deserve. The best thing is that we can now tell men or boys that they are wrong in a mistake without sounding insulting or disrespectful and that we can now make a change.’

Girl aged 7-10

“ Being a girl or woman today is amazing because we have more opportunities and empowerment than ever before. We can pursue our dreams, break barriers, and make a positive impact in the world. It's a time of progress and celebration of our strengths and achievements. Embrace your uniqueness and go after what makes you happy!’

Young woman aged 17-21

“ Girlhood – the friendships and solidarity.’

Girl aged 11-16

“ Feeling empowered in the community of women.’

Young woman aged 17-21

“ The community of other women, we're moving towards bringing other girls up rather than knocking them down. Girls are there for girls they've never met the majority of the time, especially young girls.’

Young woman aged 17-21

Girlguiding is here to build girls' confidence

Girlguiding girls are up to **23% more confident** on average than girls in the UK*

*Girlguiding impact report, Girlguiding 2023

Our vision is for an equal world where all girls can make a positive difference, be happy, safe and fulfil their potential. We're committed to being here for girls experiencing crises of confidence and advocating for their futures. We are girl-led in our activities and give girls an opportunity to speak out and act.

What we do with and for girls

Boosting confidence

Girls earn skills, awards and badges, make friends, and have fun and adventures.



Preventing online harm

Our programme includes activities about keeping safe online and our web safe code supports our members to keep themselves and others safe online.



Challenging sexism

We campaign to give girls a voice on their experiences of being a girl and have thousands of women role models for them to look up to.



Space away from appearance pressures

We provide a space where girls can be themselves, with the support of trained and trusted volunteers.



Supporting through the cost-of-living crisis

We offer an affordable place for girls, with grants available to those who need them.



Tackling climate change

We have an environmental strategy that gives agency to girls to ensure we're sustainable and reduce our environmental impact.



How we do this

★ Building positive relationships with trusted and trained adults

★ An exciting and relevant programme

★ Giving opportunities to make decisions

★ Speaking out and taking action

★ Providing an emotionally and physically safe space

★ Creating a nurturing, affirming and inclusive community

88% of young members say the volunteers in their unit make them feel like they matter.

Since their launch girls have spent over **2,200 hours** in units completing Girlguiding activities that help them understand how to be safe online.

86% of UK girls think girl-only spaces are important today.

70% of Girlguiding girls say they're happy with their appearance.

92% of girls from the most economically deprived areas say that Girlguiding is a place they can be themselves.

82% of Girlguiding girls have talked about things they would like to change to help the environment in the last 12 months.

Methodology

As we’ve done in previous years, Girlguiding’s youth panel, advocate, developed the **themes and questions for this survey**.

Girlguiding commission CHILDWISE, leading specialists in research with children and young people, to conduct the Girls’ Attitudes Survey each year. A total of 2,734 girls and young women aged between 7 and 21 took part in the 2024 survey.

Girls and young women completed their interviews online, with 7-16-year-olds doing this in school, while the older age group were interviewed via an online panel. Fieldwork took place between February and May 2024.

We adapted the questionnaire to be suitable for different age groups, 7-10 and 11-21. We asked core questions across the full age range, so we can track changes in attitudes as girls get older.

We weighted data at analysis to correct any imbalance in the final sample across the age range. We weighted the data of the different countries to ensure they are representative of the UK population. All percentages are based on those answering the question.

Our advocates also supported the analysis of findings and the key messages in this report.

Who we asked

Primary		Secondary		Post-16	
7-8-year-olds	9-10-year-olds	11-13-year-olds	14-16-year-olds	17-18-year-olds	19-21-year-olds
488	379	681	507	316	363
867		1,188		679	

Post-16-year-olds		
In education	Working	NEET
500	127	52

England	Wales	Scotland	Northern Ireland
1,751	348	270	365

	% of girls	% who preferred not to say
From areas of high deprivation*	37%	n/a
Girls and young women of colour	24%	7%
Disabled girls	13%	10%
Neurodivergent girls (only asked to girls aged 11+)	14%	9%
LGBTQ+ girls (only asked to girls aged 11+)	25%	5%

*To define the areas of high deprivation we use the indices of multiple deprivation (IMD). IMD is a measure of relative deprivation for small, fixed geographic areas of the UK. IMD classifies these areas into 10 deciles based on relative disadvantage, with decile 1 being the most deprived and decile 10 being the least deprived. The areas we define as high deprivation are those with IMD scores 1-5.

Our theory of change

How we're making the world better for girls

Mission

Through fun, friendship, challenge and adventure we empower girls to find their voice, inspiring them to discover the best in themselves and to make a positive difference in their community.

1 Why we exist

We exist for all girls who...

- Face many social barriers including gender inequality
- Experience individual pressures and expectations
- Need support in their wellbeing and development
- Need to adapt to a rapidly changing world
- Are the experts on their lives and have a right to speak out and change the world

2 What we do

At Girlguiding we...

- Have fun
- Make new friends
- Take part in adventurous activities
- Earn skills, awards and badges
- Take part in local, regional and international events
- Campaign and give girls a voice
- Support and train volunteers

3 How do we do this?

We help girls do, feel and be their best by...

- Building positive relationships with trusted and trained adults
- Providing an emotionally and physically safe space
- Offering an exciting, relevant programme
- and activities designed with girls
- Creating a nurturing, affirming and inclusive community
- Giving opportunities to make decisions, speak out and take action

4 Outcomes

And so if girls feel...

- Welcome and able to be themselves
- Part of a movement
- Happy
- Supported
- Satisfied with their lives
- Confident
- Aware of issues in the world affecting them and others

5 Impact on girls

Then there will be more empowered and connected girls who make a positive difference in their communities

6 Impact on society

A more equal and cohesive world



Girlguiding

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