



# About Girlguiding

**Girlguiding is the leading charity for girls and young women in the UK.**

Thanks to the dedication and support of 100,000 amazing volunteers, we are active in every part of the UK, giving girls and young women a space where they can be themselves, have fun, build brilliant friendships, gain valuable life skills and make a positive difference to their lives and their communities. We build girls' confidence and raise their aspirations. We give them the chance to discover their full potential and encourage them to be a powerful force for good.

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# We see the big picture

We're proud to be celebrating the tenth anniversary of the Girls' Attitudes Survey this year. For a decade, Girlguiding has asked girls and young women aged 7 to 21, within and outside Girlguiding, about their views on subjects ranging from education to their personal safety and wellbeing.

In this anniversary year, we've asked them the same questions we've posed in the past (as well as a few new ones), so we can directly

compare how girls' and young women's lives have changed over the last decade.

From this flagship quantitative research, we gain a comprehensive view of what girls and young women think of the issues they care about, meaning we can focus on the bigger picture. This allows us to support girls to make the changes they want to see and empower them to have a voice on issues that really matter to them.



# Advocates' foreword

**Welcome to Girlguiding's tenth Girls' Attitudes Survey. Over the last decade, this unique research has enabled our charity to hear the views of thousands of girls and young women aged 7 to 21 from across the UK on what it means to be a girl growing up in today's world. And it's had a big impact!**

From the pressures girls face at school, on social media and around their appearance, to the alarming incidence of sexual harassment, bullying and everyday sexism, we've been able to shed light on what's going on in girls' lives. This has also included girls' aspirations for their futures and the things that make them feel happy, confident and proud. For better or worse, Girlguiding has been able to reveal these issues and then act to make change.

Years of our findings on girls' body confidence have informed and inspired high-profile work that has transformed society's understanding of this issue. The consistent reports from girls about the sexual harassment they face at school, alongside our campaigning on this, have influenced important national-level change. And those are just two examples.

This year is also the tenth year of Girlguiding's Advocate Panel, 18 young women aged 14 to 25, which was set up to drive the direction of the survey and Girlguiding's campaigns.

We've been reporting on girls' wellbeing since the start of the survey and a stark change across the decade is that the number of girls saying they're 'very happy' has almost halved. It's sad to see that mental health issues are increasingly prevalent. Particularly this year, girls are more likely to know someone who's suffered from an anxiety disorder. On the plus side, girls are more comfortable talking about mental health and learning about it at school.

Another topic we've been exploring is girls' attitudes towards science, technology, engineering and maths (STEM) subjects and professions. It's great to see that younger girls' enjoyment of information and communications technology (ICT) has more than doubled over the past ten years, leading to the potential for more women in STEM in the future. And we feel encouraged that more younger girls say they'd like to be a leader in the future.

2018 also marks 100 years since some women were given the vote, and that prompted us to revisit girls' views on politics. There's an increased desire from girls to be taught politics, citizenship and voting compared to 2010, yet many girls are put off politics because of how female politicians are represented in the media.

For the first time we asked girls about periods this year. Just over two thirds of girls think schools should offer free period products – a call we're making to the government as part of our End Period Poverty campaign.

We're pleased to see how passionate girls are about equality and that they're increasingly challenging the negative experiences they face – we're really happy to see more girls identifying as a feminist today than five years ago.

We're proud that girls' voices have really been heard because of our survey. The Prime Minister, Parliament, academics, other charities, campaigners, journalists, celebrities and, of course, other girls and young women have all used the data to highlight the sometimes shocking inequalities and pressures girls still face in their daily lives. We feel confident that if girls are listened to and we continue to act for change, together we can build a better future for all girls and young women.







# Executive summary

**Education: 43% of girls aged 7-10 enjoy ICT at school compared to 19% in 2009.**

Girls and young women tell us about how their enjoyment of different subjects at school has changed over the decade – with some positives particularly for the youngest girls when it comes to science, technology, engineering and maths subjects.

**Leadership, aspirations and role models: 53% of girls aged 7-10 want to be leaders in their chosen job compared to 42% in 2016.**

Girls tell us their aspirations for the future and the barriers they think they'll face, including a lack of role models across a range of fields from business to sport. In the centenary year of women's suffrage, girls highlight why they still don't see politics as a place for them.

**Appearance pressures: 51% of girls aged 7-10 say they are very happy with how they look compared to 44% in 2009.**

Girls tell us there have been some improvements when it comes to how they feel about their appearance. Yet pervasive pressures and the additional contribution of visual social media has complicated this. We also find out how girls' face outdated shaming around their periods and call on the government to do more to tackle period poverty.

**Happiness and wellbeing: 25% of girls aged 7-21 say they are very happy compared to 41% in 2009.**

Girls tell us they are less happy than a decade ago and that this is negatively impacting their lives. It's positive to see girls are talking about mental health more freely and have their own ideas about what needs to be done. But the survey shows there's still a long way to go until all girls feel positive and happy.

## A timeline of change

**2009**

**19%** of girls aged 7-10 enjoy ICT at school in 2009 (compared to **43% in 2018**).

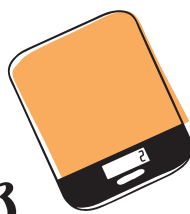


**2010**

**15%** of girls and young women aged 11-21 want to be taught politics, citizenship and voting at school (compared to **29% in 2018**).

**2013**

**71%** of girls and young women aged 11-21 would like to lose weight (compared to **62% in 2018**).



**23%**

of girls and young women aged 11-21 would report offensive behaviour online to the social media site (compared to **46% in 2018**).

**41%** of girls and young women aged 7-21 are very happy (compared to **25% in 2018**).



**2011**

**57%** of girls and young women aged 11-21 think women have to work much harder to succeed than men (compared to **73% in 2018**).

**Social action: 36% of girls aged 11-21 have spoken up on an issue they care about compared to 28% in 2011.**

Girls tell us they're speaking up more and challenging inequality where they see it more than ever before – although in different ways than in the past. However, some girls still worry about speaking their mind in case they're judged, not taken seriously or get a negative response.

**Safety and socialising: 47% of girls aged 7-10 are allowed out in their local area on their own or with friends compared to 59% in 2009.**

Girls tell us they're going out alone or with friends less and, for older girls, socialise less in general. Some threats to girls' safety, such as online, have increased, although they're much more likely to report harassment online than ignore it – a positive change from five years ago.

**Growing up as a girl today: 45% of girls aged 7-10 say housework is shared equally between men and women compared to 25% in 2009.**

Girls tell us that some things have improved such as the gendered division of tasks at home. However, other areas have not. More girls are identifying sexism more often in their lives, and from a younger age.

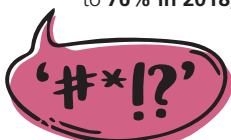
**2014**

**31%** of girls and young women aged 11-21 are worried about earning less than men (compared to **34% in 2018**).



**2015**

**53%** of girls aged 7-10 say jokes about girls being stupid or weak badly affects the way people treat girls and women (compared to **76% in 2018**).



**2016**

**42%** of girls aged 7-10 and 63% of girls and young women aged 11-21 want to be leaders in their chosen job (compared to **53% of 7-10s and 11-21s in 2018**).



**2018**

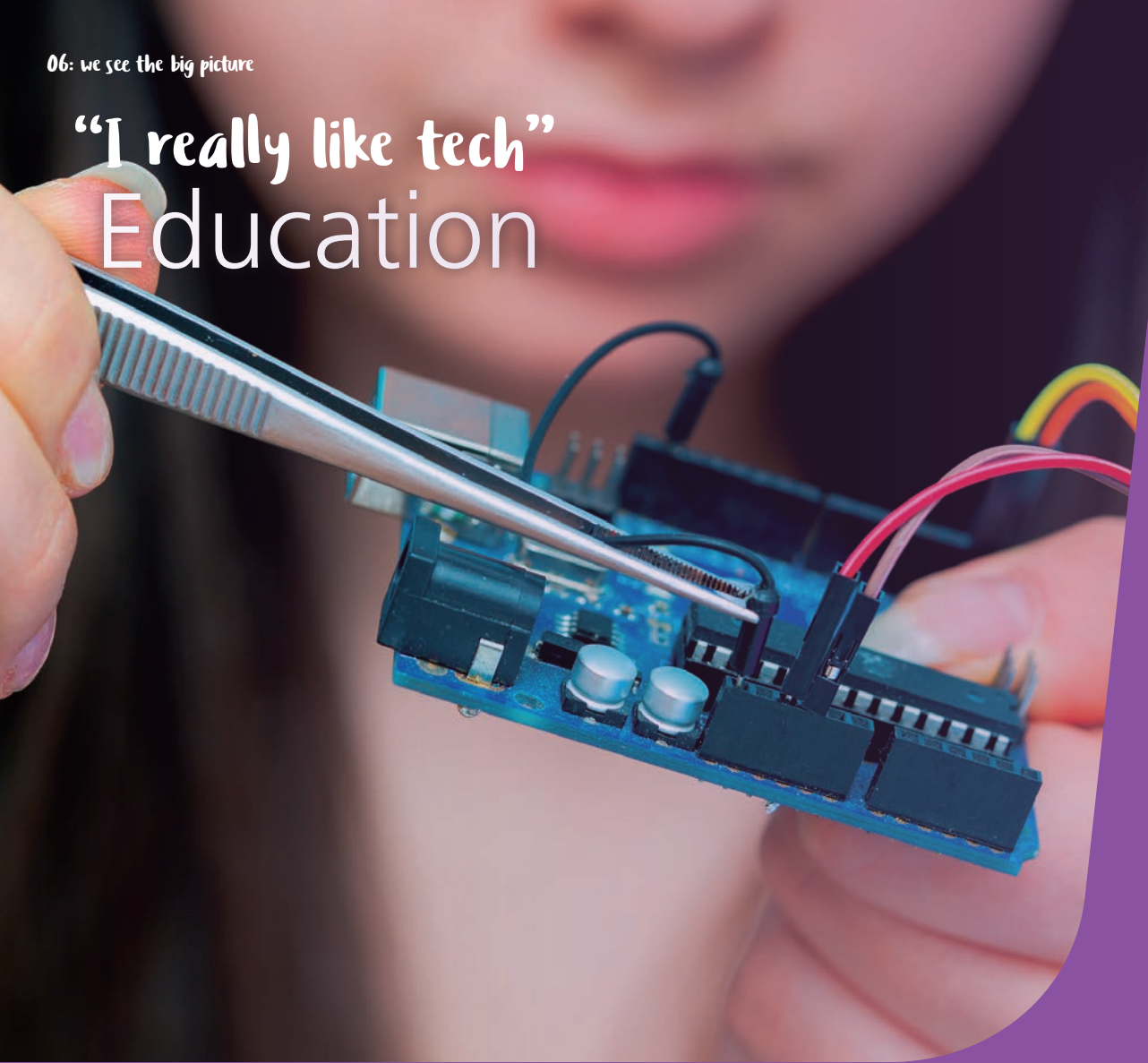
**34%** of girls and young women aged 11-21 are put off politics because of how female politicians are represented in the media.

**63%** of girls and young women aged 13-21 don't feel safe walking home alone.

**69%** of girls and young women aged 11-21 think the government should make menstrual products freely available to young people who can't afford them.



# “I really like tech” Education



“Girls’ lives would be better if there were more male role models in primary school, an equal number of female head teachers, and a curriculum that’s gender neutral and teaches about the importance of gender equality.”

(Young woman, 11-16)



## Then

By 2009, the drive to encourage girls into science, technology, engineering and maths (STEM) subjects had built some momentum. Girls were still less attracted by science, engineering and maths, however, slightly more older girls enjoyed technology and information and communications technology (ICT).



# 43%

of girls aged 7-10  
enjoy ICT  
at school  
compared to

# 19%

in 2009

## Now

It's encouraging that even more girls are interested in STEM subjects overall this year. When it comes to science and maths, girls of all ages are enjoying these subjects more now compared to 10 years ago. Yet despite a decade's emphasis on STEM in education, older girls' positivity towards technology and ICT has fallen. The turn-off among 11 to 16-year-olds could be to do with stereotypical views that it's a subject for boys – in our report last year, 30% of girls aged 11 to 16 thought this. The continuing lack of visible female role models in the tech sector and its external profile could also be having an impact. Paradoxically, the figures show younger girls are more eager to study ICT than before, suggesting the curriculum is engaging and fun for them at that age.

How women are treated in another arena, politics, may be a factor in girls' contradictory views around political education. As national conversations ramp up around gender equality, we saw an increase in girls wanting to be taught politics, citizenship and the importance of voting. However, just over a fifth of girls say they are interested in politics. This could be explained by girls' response to what puts them off going into politics covered in the next chapter – the way female politicians are treated and the masculine environment. In our 2017 survey, 15% of girls aged 11 to 16 thought politics as a subject was more for boys.

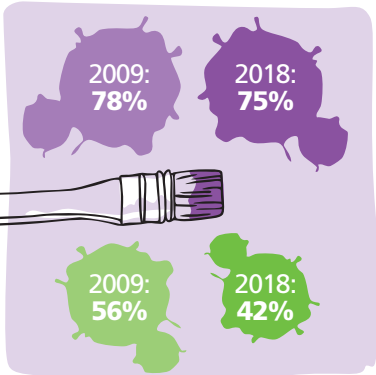


# Subjects girls enjoy at school

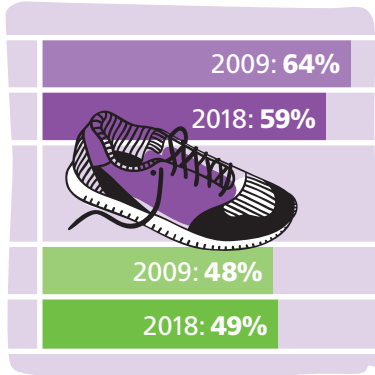
7-10 yrs

11-16 yrs

## ART



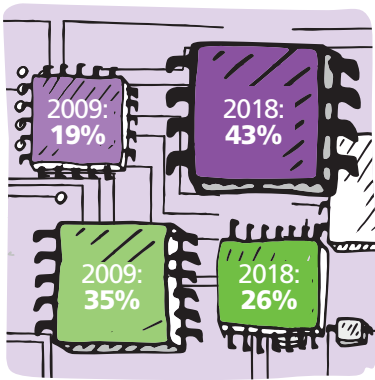
## PHYSICAL EDUCATION



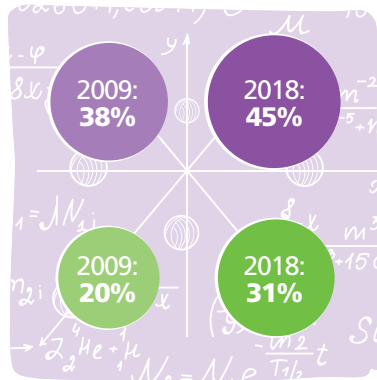
## ENGLISH



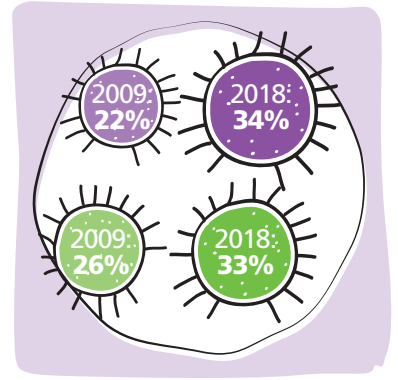
## TECHNOLOGY/ICT



## MATHS



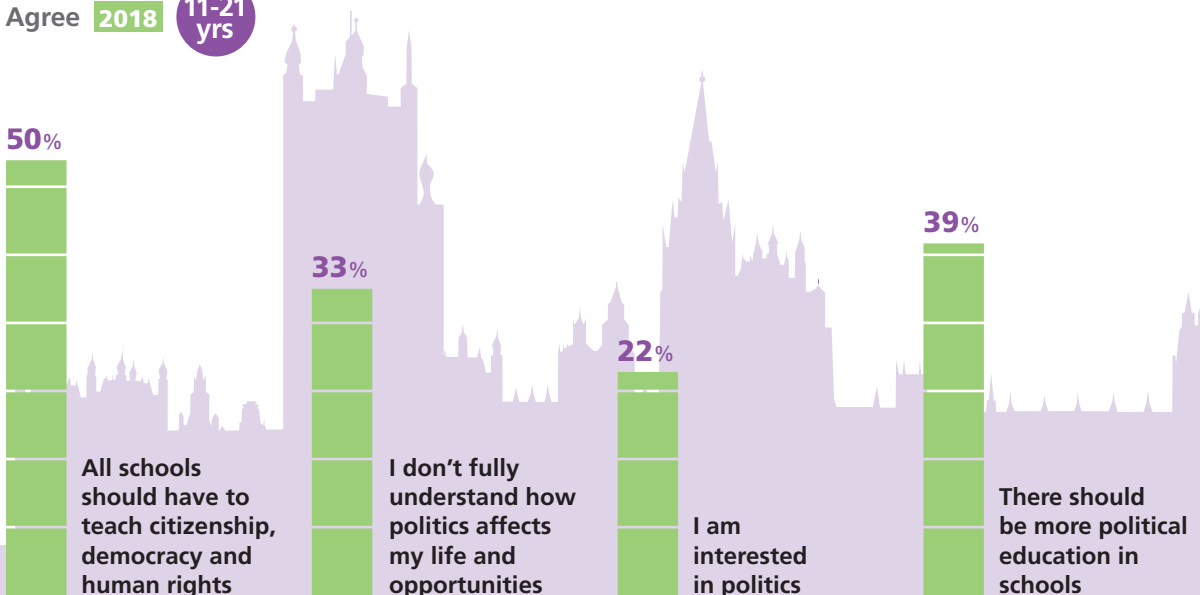
## SCIENCE



# Political education

Agree 2018

11-21 yrs



## Careers advice at school

11-16 yrs



Good or very good

2014: 29%

2018: 36%

OK



2014: 29%

2018: 36%

Bad/very bad



2014: 26%

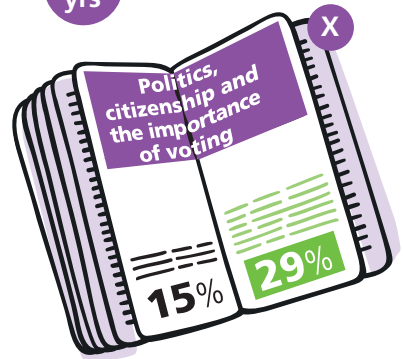
2018: 17%



## What girls want to be taught at school but haven't been...

2010 2018

11-21 yrs



“I think girls’ lives would be better if girls felt more encouraged to do sports and ‘male’ subjects in school.”

(Young woman, 11-16)

“Who should I look up to?”  
Leadership,  
aspirations and  
role models



“Girls’ lives would be better if we told girls that they can do anything.”

(Young woman, 11-16)





## Then

Two years ago, fewer young girls aged 7 to 10 wanted to be leaders than they do today but the numbers were higher for 11 to 21-year-olds. In 2014, girls and young women aged 11 to 21 worried more about finances in almost every category.

## Now

More than half of girls aged 7 to 10 want to be leaders in their chosen job, but the numbers fell among those aged 11 to 21 compared to two years ago. One reason for this could be reluctance to face the same challenges they see female leaders facing. Another is the continuing lack of positive female role models available to girls.

The figures support these conclusions, with a third of girls put off going into politics because of the way female politicians are treated, while three-quarters of 11 to 21-year-olds believe there are fewer women business leaders because women are treated less fairly than men.

Linked to this is a leap over the last seven years in the number of girls who think women have to work harder to succeed. This increase could be driven by more media stories about the gender pay gap and inequalities in the workplace, called out by high-profile women in the media.

On the upside, girls and young women are admiring of a broad range of role models. From sportswomen to musicians, they're inspired by visible women's confidence and the way they stand up for what they believe in.

There is a decline in girls worried about housing or jobs, especially for the 11 to 16-year-old age group. Money and finance worries haven't changed much for 17 to 21-year-olds who are almost as worried as they were four years ago. This is perhaps not surprising as they grew up in a different economic context to their younger counterparts.



# 67%

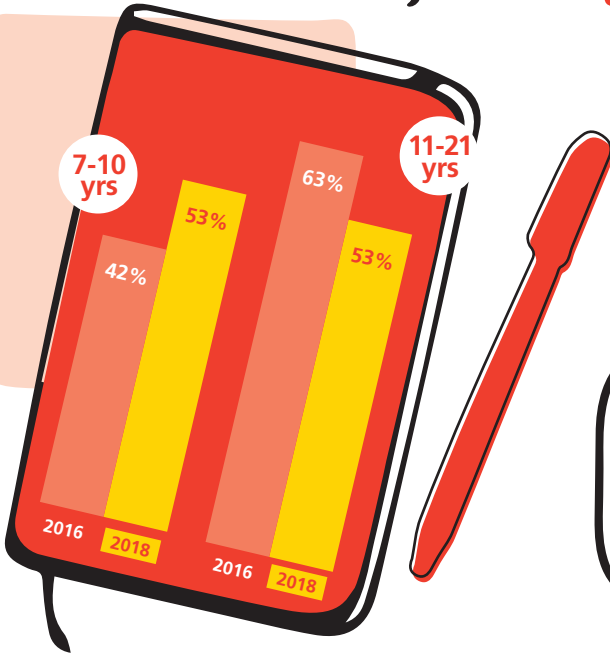
**of girls and young women aged 11-21 think women don't have the same chances as men compared to**

# 53%

**in 2011**

# Girls who'd like to be a leader in their chosen job

# Famous women girls think are good role models

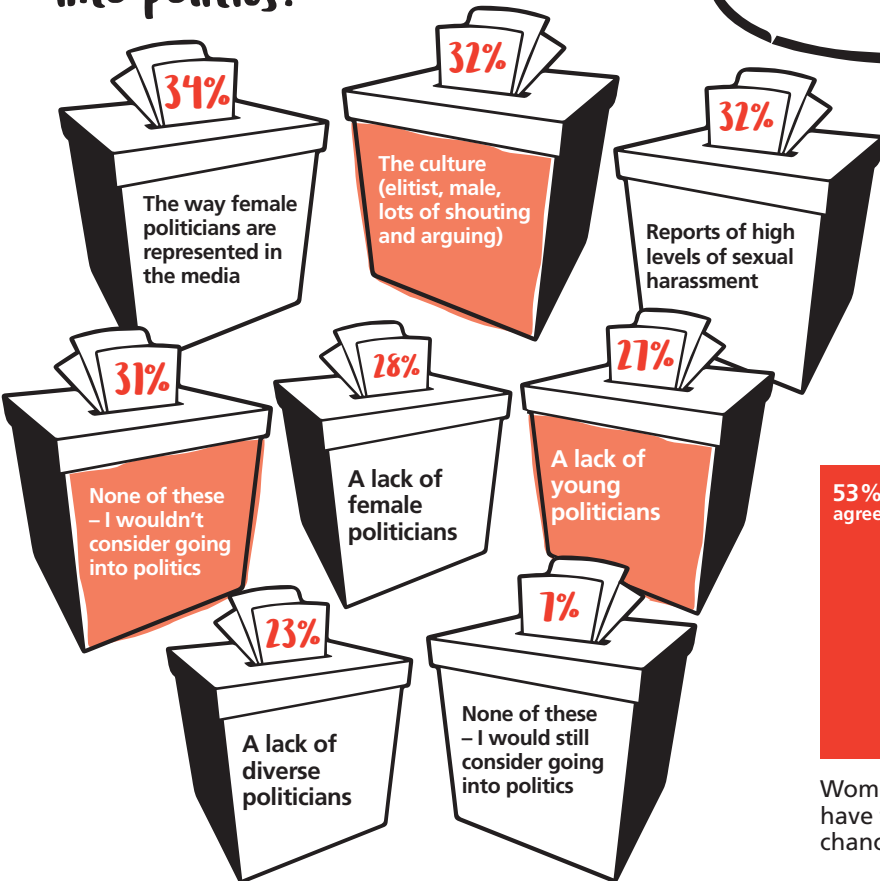


I like Jessica Ennis-Hill because she inspires me to never give up on something I want to achieve.  
(Girl, 7-10)

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. (Young woman, 17-21)

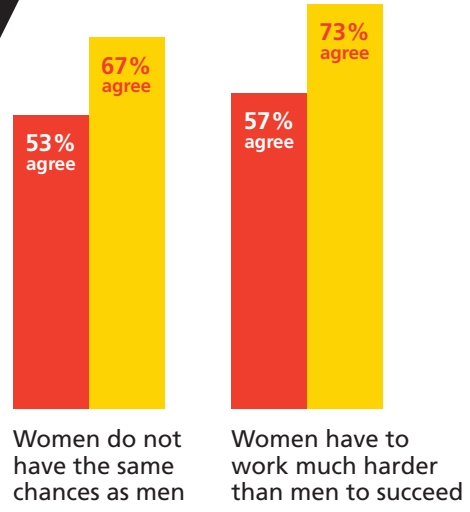
Michelle Obama because she keeps fighting for what's right!  
(Young woman, 11-16)

# What puts girls off going into politics?



11-21 yrs

2011 2018



# Where girls want more representation of women

11-21 yrs

In business as leaders  
**57%**

In science and technology  
**48%**

In professional sports  
**46%**

In politics  
**45%**

In finance and law  
**43%**

In construction  
**39%**

In the media (TV, radio, online, in newspapers and magazines)  
**38%**

In performing arts  
**35%**

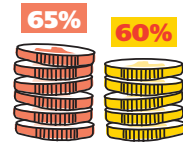
In teaching (across different subjects such as computing and PE)  
**32%**



# Money & finance worries

11-21 yrs

2014 2018



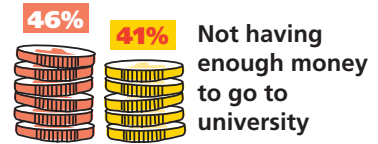
Not being able to afford to buy a home in the future



Not having enough money to pay rent or leave home



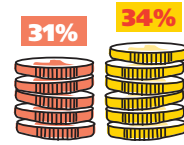
Being able to get a job after I leave education



Not having enough money to go to university



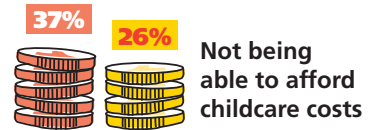
Not having enough money to get the training or work experience I need



Earning less than men my age in a similar job



Getting into debt with credit or store cards



Not being able to afford childcare costs

# What leads girls and women to be treated less fairly than boys and men?

2015 2018

7-10 yrs

More attention given to women's clothes than what they do



Fewer women than men in government or as leaders



Not enough women as the lead characters in films and on TV



2015 2018

11-21 yrs

Female politicians and leaders being judged by what they wear not what they say



Having fewer female politicians than male politicians



Little media coverage of women's sports

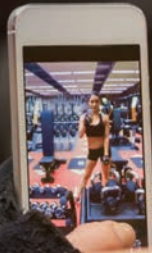


Having fewer female leaders in business



It's we see the big picture

# “Do I look all right?” Appearance pressures



“Girls’ lives would be better if they weren’t judged for the way they look and what they wear.”

(Girl, 7-10)





## Then

Overall, the youngest girls and 11 to 16 age group were mostly happy with how they looked in 2009 (although this declined as girls got older).

## Now

The youngest age group are happier with their looks and more positive in general, but girls continue to get unhappier with their appearance as they get older – a recurring theme over the years. Being unhappy with their looks can have huge consequences for girls' wellbeing, relationships and ability to enjoy themselves, whether it's disliking sports or feeling anxious in a job interview. This survey's results could reflect the pressure girls are under to meet expectations of perfection and a new element has come into play. Visual social media was less widespread 10 years ago. Now, girls are more exposed to pressures to upload 'selfies', which can lead to constant comparing of their image with others online. It might disproportionately affect 17 to 21-year-olds because they're bigger users.

Supporting this conclusion are the relatively high scores for new questions about bloggers and YouTubers creating unrealistic ideas of perfection and half of girls worrying that they don't look like the women they see in the media.

With all this drive for perfection, pressure to look different remains high, despite a slight improvement in some areas such as slightly fewer girls wanting to lose weight. Perhaps it's not surprising that girls continue to consider plastic surgery to change their looks. Today, a third of girls would consider this – a slight increase from five years ago.

This year, we asked girls about periods for the first time. Around a quarter of them were embarrassed or ashamed by periods, suggesting this is also something they feel self-conscious about.



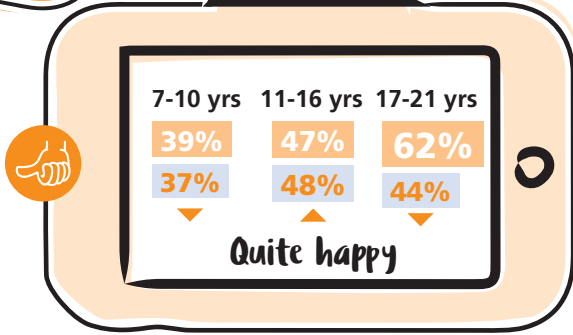
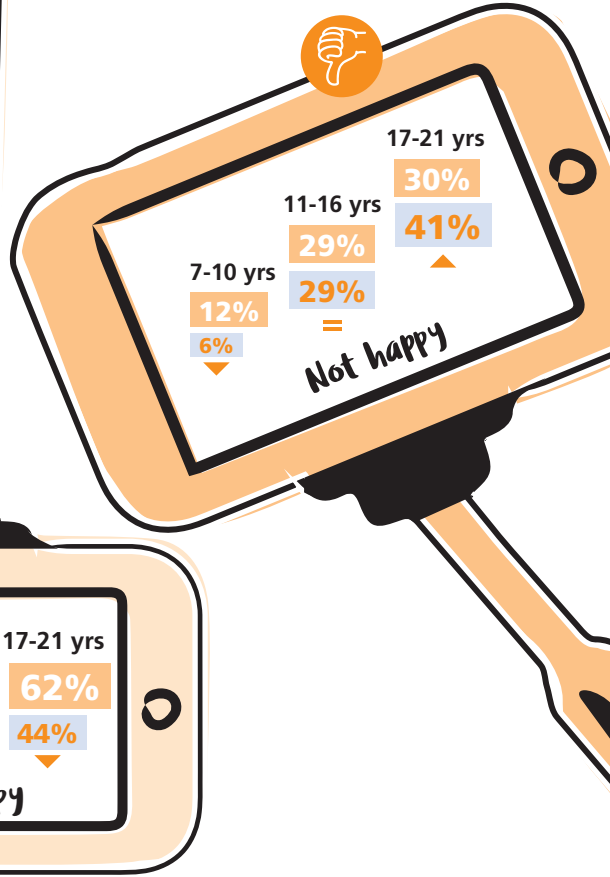
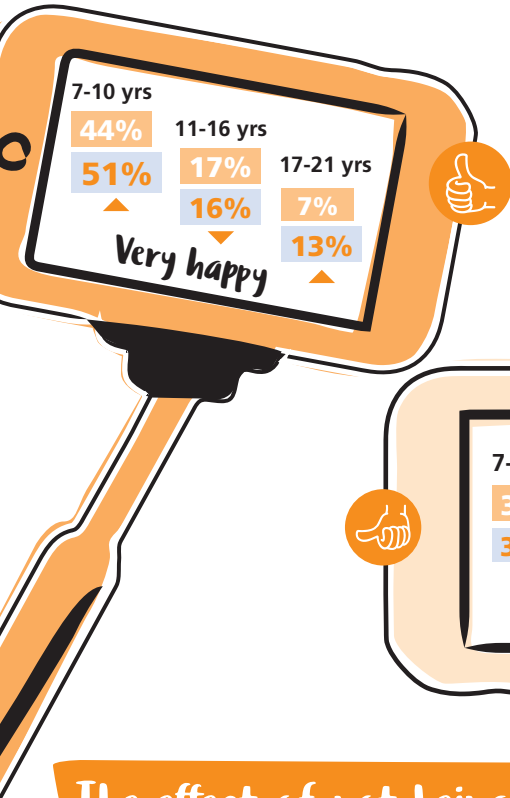
# 51%

of girls aged 7-10 say they are very happy with how they look compared to

# 44%

in 2009

# How happy are girls with the way they look? 2009 2018



The effect of not being happy with how they look...

“I’d like to change the ideal body shape to something more realistic.”

(Young woman, 11-16)

7-10 yrs

*'I don't like to play sports.'*  
*'It makes me feel sad and worried because I might be bullied.'*  
*'Not thinking I'm good enough.'*

17-21 yrs

*'It makes me less confident when it comes to meeting new people or going to job interviews.'*  
*'Stops me from enjoying myself.'*

11-16 yrs

*'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.'*



## Periods

11-21 yrs

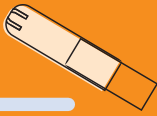


The government should make menstrual products available for free to young people who can't afford them

**69% agree**

I would use free menstrual products if they were available to me in public bathrooms (such as schools / colleges)

**53% agree**



Boys have made insulting jokes about girls and their periods

**52% agree**



Having your period stops you doing things you enjoy (such as sport, going out with friends)

**42% agree**



I have missed school / college / university / work because I have my period

**30% agree**



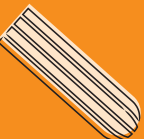
I feel embarrassed talking to people about my period

**26% agree**



I have been made to feel ashamed / embarrassed about my period

**21% agree**

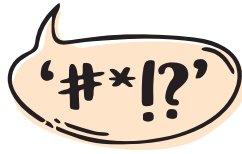


## Appearance pressures

11-21 yrs

2013 2018

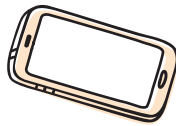
**80%** There is too much discussion about women's body shape in the media  
**79%**



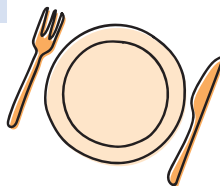
**53%** Bloggers and YouTubers create the idea of being perfect that is unrealistic and unachievable



**56%** I would like to look more like the pictures of girls and women I see in the media  
**51%**



**38%** I sometimes skip meals to help me lose weight  
**33%**



**71%** I would like to lose weight  
**62%**



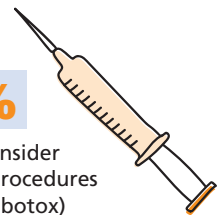
**52%** I sometimes feel ashamed of the way I look because I'm not like girls and women in the media



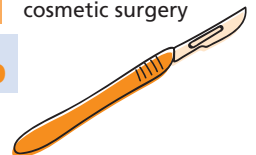
**52%** I have been on a diet  
**50%**



**30%** I would consider cosmetic procedures (lip fillers, botox)



**27%** I would consider cosmetic surgery  
**29%**



**21%** I have tried a diet after hearing about a celebrity using it  
**22%**



“Everyone should love themselves and their body.”

(Young woman, 11-16)

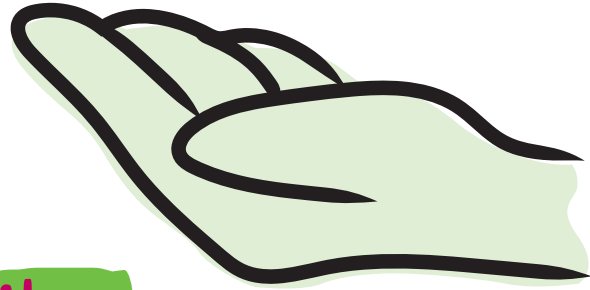
# “Why am I feeling stressed?” Happiness and wellbeing



“One thing that would improve girls’ lives would be to talk more about mental health and make it not a taboo.”

(Young woman, 11-16)





## Then

In 2009, more girls said they were very happy most of the time – and the figures were considerably higher than today's. Relationships are an essential element of contentment and it may be no coincidence that 10 years ago, girls of all ages were socialising more and comparing their lives online less.

## Now

Confidence and relationships with family and friends are most likely to be affected when girls feel unhappy, particularly among 11 to 21-year-olds whose health is also affected.

Yet, far fewer girls say they are very happy most of the time compared to 10 years ago.

The trust and support of family and friends and acts of kindness are just some of the things girls tell us are important to their future happiness. It's interesting that other results in our survey show girls are socialising less and experiencing unkind behaviour online more.

Girls today are much more likely to know other girls who've experienced an anxiety disorder compared to four years ago.

On the plus side, girls are getting more information about mental health and feel less awkward talking about it than they did four years ago. However, most still believe there isn't enough support for young people. One area where girls might need support is stress during exams and tests. Another pressure added to the mix is social media, which has taken off in the last five years, particularly with the rise of smartphones and mobile devices.

Another positive is there appears to be less stress from relationships with friends and partners compared to 2011. Money worries have decreased – possibly because uncertainty and financial instability is now the norm and other worries are more relevant.



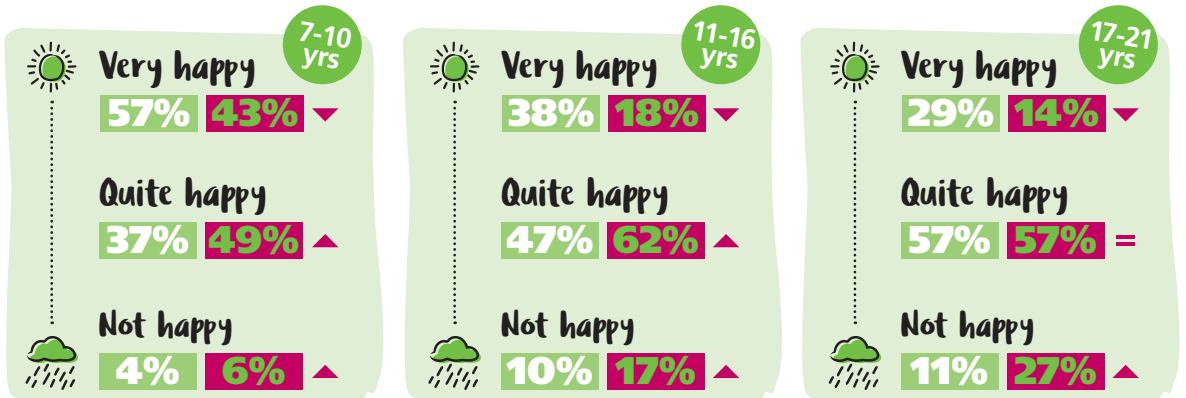
# 25%

of girls and young women aged 7-21 say they are very happy compared to

# 41%

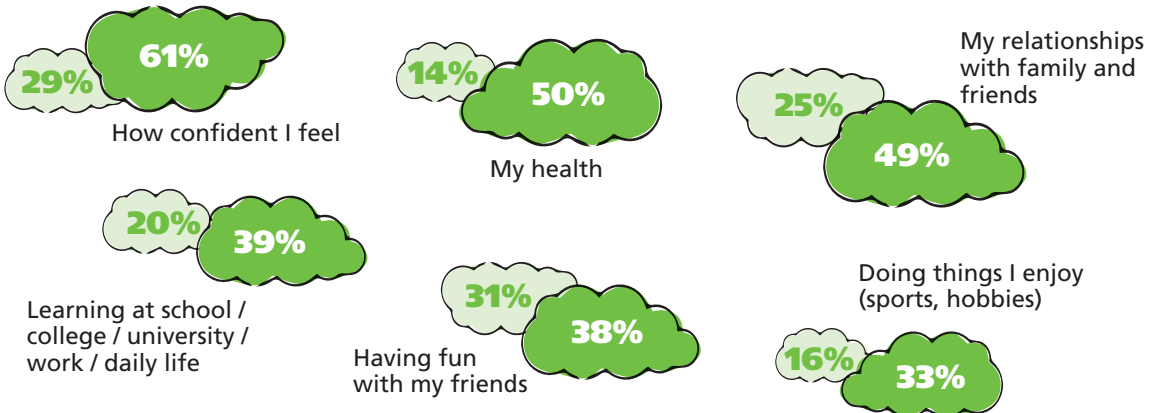
in 2009

## How happy are girls most of the time? 2009 2018



## How feeling unhappy affects girls' lives

7-10 yrs 11-21 yrs



## What girls think they'll need in life to help them do well and be happy?

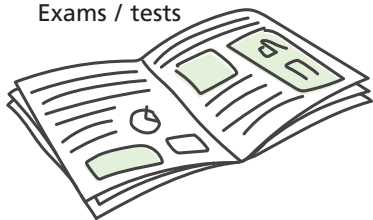


# Main causes of stress among girls

2011 2018 11-21 yrs

77% 69%

Exams / tests

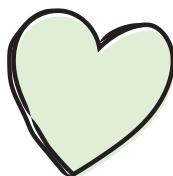


— 59%

Pressure from social media

64% 53%

Relationships with friends



75% 44%

Relationships with a partner



24% 26%

Understanding your sexuality

11-21 yrs

## Girls who know other girls who have experienced...

Depression  
2014

73%

2018

71%

Self-harming  
2014

76%

2018

67%

Anxiety disorder  
2014

50%

2018

64%

Homophobic / racist /  
disability bullying  
2014

58%

2018

53%

An eating disorder  
2014

66%

2018

52%

## Views on mental health

11-21 yrs



2015 2018

62%

71%

A girl / young woman I know has experienced a mental health problem

—

71%

Peer support brings together people who've had similar experiences to support one another

—

68%

Self-care techniques and lifestyle changes can help to manage the symptoms of some mental health problems

—

63%

There isn't enough support for young people's mental health such as at school or in my community

52%

56%

I'd like to know more about where to get support for mental health issues

44%

50%

(11-16) Mental health has been talked about during lessons at my school

53%

48%

I don't feel that I know enough about mental health

57%

46%

I think mental health issues are awkward to talk about

37%

43%

I have needed help with my mental health before

“Making a difference in the world”

## Social action

A young woman with dark hair is holding a white protest sign. The sign has the text "FIGHT LIKE A GIRL... FOR MY RIGHTS" written on it in blue and red marker. The background is a blurred crowd of people, suggesting a protest or social action event. The overall image has a teal and blue color scheme.

FIGHT LIKE  
A GIRL...  
FOR MY RIGHTS

“One thing that would improve girls’ lives is if they had the chance to be heard and be taken seriously.”

(Young woman, 17-21)



## Then

Petitions, online campaigns on Facebook, tweets, protests and letters to MPs or a local newspaper – these are the channels girls used to make their views known about an issue seven years ago. As for being listened to, slightly more young women felt they'd been heard and made a difference in 2011 compared to today.



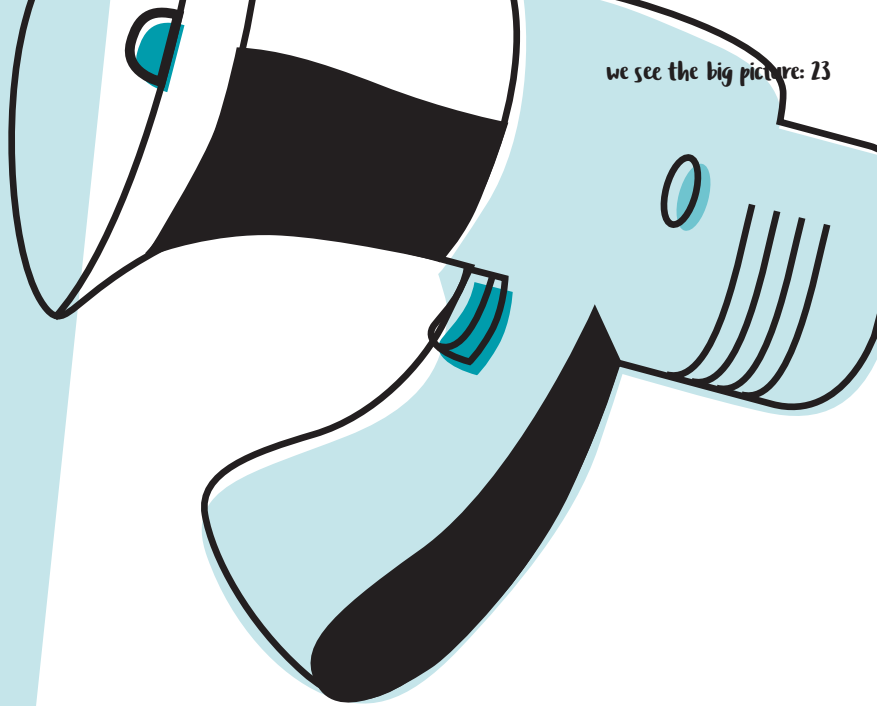
**Of those that have spoken up on an issue they care about,**

# 60%

**of girls and young women aged 11-21 said they felt heard and it made a difference compared to**

# 64%

**in 2011**



## Now

Overall, girls and young women are more likely than they were seven years ago to speak out about an issue they care about, but less so through previously traditional methods such as Facebook, Twitter, protests and letters to their MP. This could be explained by the fact that many young people no longer use these channels and are much more likely to use other more visual social media services such as Snapchat or Instagram. It may be that girls and young women are also speaking up more in other spaces and with those around them.

Three in five girls and young women felt their voice was heard and made a difference, although this is slightly less than seven years ago – a disappointing direction given the emphasis in recent years on listening to young people's views. When asked why they didn't speak up, girls cited concerns about how they could do so, lack of confidence, fear of not being taken seriously, and worries about the negative consequences of speaking out.

Interestingly, more girls claim to understand what feminism means today, with almost half describing themselves as feminist – up from a third in 2013. Gender equality and equal rights feature strongly in answers about what feminism means for girls and women. We feel this reflects the intense media coverage on these subjects recently.

# Girls who have spoken up or made their views known about an issue they care about, and how

2011

2018

11-21 yrs

## Spoken up

28% 36%

How:

Signed a petition

39% 22%

Posted online

27% 22%

Supported a Facebook or Twitter campaign

49% 18%

Taken part in a protest

14% 8%

Written to a Member of Parliament or Councillor

9% 6%

Written to a local newspaper or the media

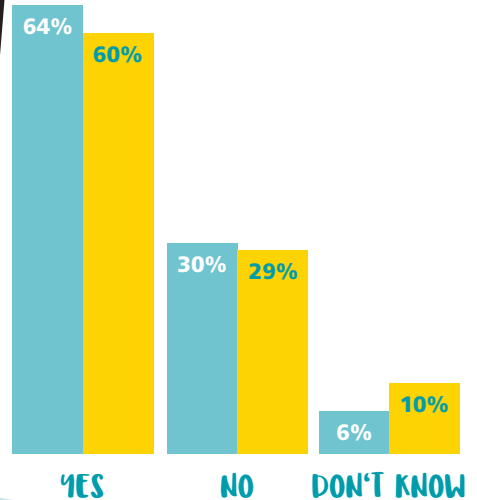
5% 4%

11-21 yrs

## Did they feel like their voice was heard and made a difference?

2011

2018



“Women should be equal to men and the gender pay gap should not exist!”

(Young woman, 11-16)

## Why girls haven't ever spoken up about an issue they care about

11-16 yrs

I feel like my views and opinions wouldn't be taken seriously because of my age.

I don't know how I would do it.

17-21 yrs

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.

## Girls who consider themselves a feminist

11-21 yrs

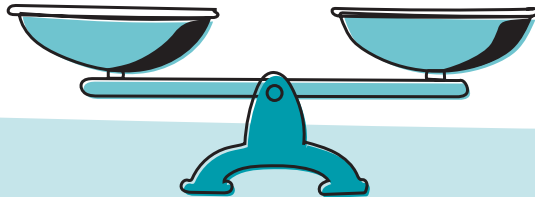
2013  
35%



2018  
47%



"I think girls lives would be better if they felt more confident and if they want to do something then they should just do it! If you're told no, don't listen." (Young woman, 11-16)



## What does feminism mean to you?

11-16 yrs

'A person who strongly believes in gender equality and that everyone, no matter their background, should be treated equally.'

'Women should be equal to men and the gender pay gap should not exist!'

17-21 yrs

'Equal rights and opportunities between men and women in the workplace, education and society.'

'Equality for everyone regardless of gender, sexuality or ethnicity.'

# “What’s OK and what isn’t?” Safety and socialising

“ One thing that would improve girls’ lives would be to make it safe for girls to walk down the street alone.”

(Young woman, 11-16)

## Then

In 2009, three-fifths of girls aged 7 to 10 were allowed to go out on their own or with friends and substantially more girls aged 11 to 16 met in person than they do today. The scale of online harassment and abuse was lower five years ago.

## Now

This year's results suggest girls in general are socialising less. This may be because of other commitments or time pressures such as homework.

The percentage of girls and young women feeling unsafe outside is alarmingly high. More than half of those aged 13 to 21 have felt unsafe walking home alone, experienced harassment or know someone who has, and nearly half feel unsafe using public transport.

Increasing numbers of girls have experienced unkind, threatening and negative behaviour online compared to five years ago. With more channels to abuse, sadly we weren't surprised by these figures. But girls' response to harassment is much more robust than it used to be, which is positive. Girls are less likely to ignore abuse and report it more, as well as delete posts. We're pleased to see a mainly positive response from girls in addressing such unacceptable behaviour.

But there's one area that's extremely concerning – a few girls and young women aged 13 to 21 now feel it is acceptable for their partner to behave in abusive ways.



# 47%

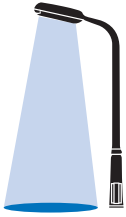
**of girls and young women aged 13-21 feel (or know a girl who feels) unsafe using public transport**



# Girls allowed out on their own or with friends

2009 2018

7-10 yrs



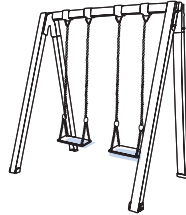
59% 47%

On the streets



55% 42%

To the shops



53% 44%

To the park

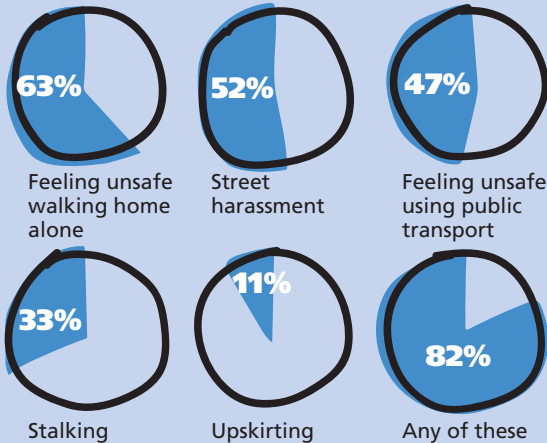


49% 41%

To school

13-21 yrs

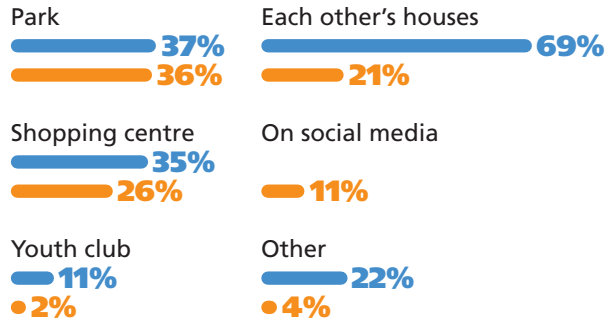
## Girls who have experienced (or know someone who has)...



## Where girls go to meet friends

2009 2018

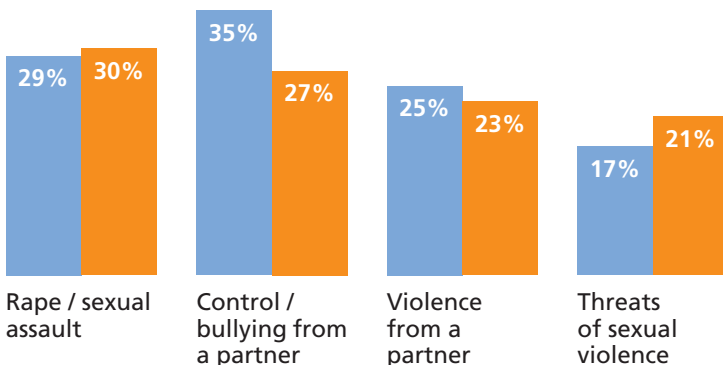
11-16 yrs



## Girls who know girls who have experienced...

2014 2018

11-21 yrs



“Girls’ lives would be better if things like harassment and stalking were taken seriously and punished properly.”

(Young woman, 17-21)

## Relationships and acceptable behaviours

- Always acceptable
- Maybe acceptable under certain circumstances
- Never acceptable

Threatening you with violence because you spend too much time with your friends

2012 1 2 96

2018 2 4 91

13-21 yrs

Hitting, kicking or punching you for talking to someone else at a party

2012 0 2 96

2018 2 5 90

Pressuring you to have sex

2012 0 3 95

2018 2 5 89

Telling you who you can and can't spend time with

2012 0 13 84

2018 2 13 81

Checking up on you, reading your phone and messages

2012 1 22 75

2018 4 26 64

Asking you to send naked photos

2018 1 14 78

13-16 yrs

2018 6 33 55

17-21 yrs

Sending you naked photos

2018 2 23 66

13-16 yrs

2018 7 41 44

17-21 yrs

## Experiences online

2013 2018

11-21 yrs

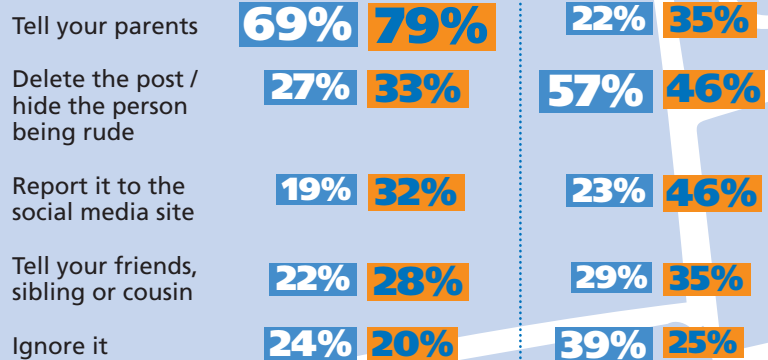


## How girls respond to offensive behaviour online...

2013 2018

7-10 yrs

11-21 yrs



“Why don’t we have the same chances?”  
Growing up as  
a girl today

A young woman with long dark hair is sitting on a yellow skateboard on a concrete ledge. She is wearing a white t-shirt, a blue and white plaid skirt, and white sneakers with blue accents. She is holding a black smartphone in her left hand and looking at the screen. The background is a plain, light-colored wall.

“All girls should be treated fairly and always be confident in themselves.”

(Young woman, 11-16)

## Then

There were fewer expectations of equality in all areas of life in 2009 compared to 2018. Younger girls were more likely to perceive household tasks being shared along gendered lines. But the picture is changing, with gender equality campaigns beginning to have an impact on girls' and young women's attitudes.

?\*!@

# 76%

**of girls aged 7-10 think jokes about girls being stupid or weak badly affect the way people treat girls and women compared to**

# 53%

**in 2015**



## Now

There have been positive results on girls' changing perceptions of gender roles in the household in the last decade. Girls aged 7 to 10 in particular have noticed tasks being shared more equally between women and men, including those traditionally seen as male or female chores.

All girls and young women are increasingly aware of gender and equality issues, suggesting that these are becoming mainstream and younger girls in particular no longer think it's OK for women to be under-represented on TV or in films.

One change in the last four years, is girls and young women aged 11 to 21 reporting, experiencing or seeing sexism across all areas of their lives more often. It might mean they're more aware of it in the media, online and in public – the result of campaigns like #MeToo and #TimesUp. However, it is also possible it may reflect an increase in the scale of sexism for girls.

Compared to 2015, more 7 to 10-year-olds today think the way people treat girls and women is affected by naked pictures of women in the media, jokes about girls and more attention given to women's clothes than actions. The results all show there's a long way to go before girls truly have the same chances as boys.

# Who girls would expect to carry out...

2009 2018

7-10 yrs

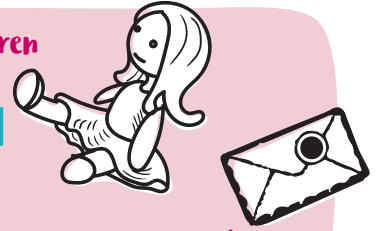
## Housework

Men **5%** **9%**  
 Both equal **25%** **45%**  
 Women **69%** **46%**



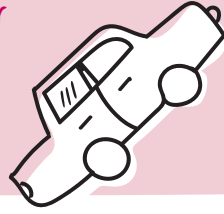
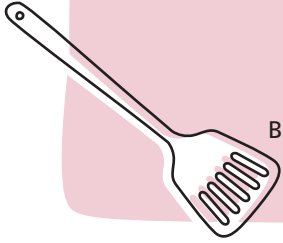
## Looking after the children

Men **2%** **5%**  
 Both equal **57%** **65%**  
 Women **41%** **30%**



## Looking after the car

Men **69%** **52%**  
 Both equal **25%** **43%**  
 Women **5%** **4%**



## Paying the bills

Men **35%** **30%**  
 Both equal **48%** **63%**  
 Women **17%** **8%**

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

2015 2018

7-10 yrs

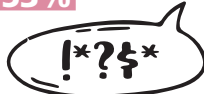
50%



67%

Naked pictures of women in the media

53%



76%

Jokes about girls being stupid or weak

41%



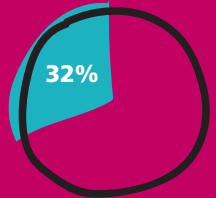
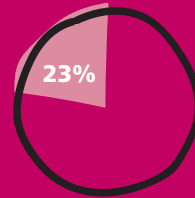
54%

More attention given to women's clothes than what they do

# Girls and young women are portrayed fairly in the media

7-10 yrs

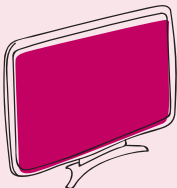
2009 2018



# Girls who often see or experience sexism in these areas of their lives

11-21 yrs

2014 2018



In the media (news, magazines, TV, film, adverts)

27%  
**37%**

Online / on social media

25%  
**29%**



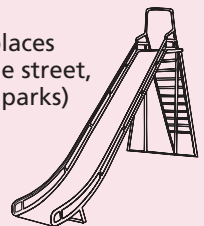
At school / college / uni / work / daily life

13%  
**16%**



In public places (such as the street, transport, parks)

16%  
**24%**



At home

5%  
**9%**





## Things that lead girls and women to be treated less fairly than men

Sexualised pictures of women in the media, online and in adverts

11-21 yrs



Sexist jokes



## The best thing about being a girl

7-10 yrs



'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.'

## What feels unfair as a girl



'People think you can't be strong'



'That some jobs are only for boys'



'Sometimes people think you can't play certain sports'



'That people don't think more girls should be leaders'



'They describe girls as girly not adventurous'

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

11-16 yrs

17-21 yrs

### Workplace equality

'Opportunities to go into careers they want.'

'Make sure that men and women earn the same salary when they do the same job.'

'More female leaders.'

### Gender stereotypes

'That more men would do the housework alongside women.'

'Stop sexualising and objectifying women and girls.'

### Appearance pressures

'Not get criticised for their looks.'

'Increase of real-life images of normal people on social media, without make-up and filters.'

'Focus more on what girls say rather than what they wear or look like.'

### Health and wellbeing

'All girls should be treated fairly and always be confident in themselves.'

'Free menstrual products in public places.'

### Safety

'Make it safe for girls to walk down the street alone.'

'That no one would experience sexual harassment of any kind.'

### Relationships and education

'Educate everyone on how to behave in relationships.'

'For young people to have a better understanding of how they should treat and respect people and how they should expect to be treated.'

# Methodology

Girlguiding commissions CHILDWISE, leading specialists in research with children and young people, to conduct the Girls' Attitudes Survey each year. A total of 1,903 girls and young women aged between 7 and 21 took part in the 2018 survey from all parts of the UK.

Most interviews were completed online, with 7 to 16-year-olds doing this in school, while the older age group was interviewed through 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 group was fully represented.

The questionnaire was adapted to be suitable for different age groups, 7 to 10, 11 to 16 and 17 to 21 years. Some questions were asked across the full age range, to track changes in attitudes as girls get older. This year we have compared questions today with previous questions we've asked over the past 10 years. The full results can be found on the Girlguiding website.

Fieldwork took place during March to May 2018.

## Our new programme for every girl

At Girlguiding, we're committed to helping girls and young women learn new skills, grow in confidence, make lifelong friends and have fun.

To make sure we offer activities that are modern and relevant for all girls, we asked girls, parents and volunteers what they want and need from Girlguiding, and now we're acting on what they told us. We've been on a journey to transform what girls do in Girlguiding, to bring all our badges and activities bang up to date.

Now every girl will have new opportunities to explore emotions and learn about herself, develop her creativity, learn how to stay healthy and how to help others when they're hurt. She'll have the chance to overcome fears, try new activities and develop skills for

her future whilst making a positive difference in our community, the wider world or with people we know. And, don't worry – getting outside and having adventures will remain an important part of guiding.

To learn more about our programme themes, which run all the way from Rainbows to Rangers, our activities, badges and awards, visit [www.girlguiding.org.uk/everygirl](http://www.girlguiding.org.uk/everygirl)



# We are Girlguiding

Girlguiding is the leading charity for girls and young women in the UK. We build girls' confidence and raise their aspirations. We give them the chance to discover their full potential and encourage them to be a powerful force for good. We give them a space to have fun.

## WE ARE FOR ALL GIRLS

We are for all girls and young women, whatever their background and circumstances. We offer them fun, exciting activities and the chance to make lifelong friends. You'll find us in many communities, helping to give girls a head start in life and encouraging them to be happy, self-confident and curious about the world they live in and the difference they can make.

## WE GIVE GIRLS THEIR OWN SPACE

We give girls a place where they can really be themselves with other girls and share the experience of growing up as a girl in today's world. We provide a safe, non-judgemental environment where girls can explore the issues they care about while having lots of fun, enjoying new experiences and learning vital skills.

## WE GIVE GIRLS A VOICE

We give girls the confidence, skills and information to make informed decisions. We offer a supportive, inclusive and exciting environment where they can reach their own conclusions about the world. We show them how they can speak out and take positive action to improve their lives and the lives of others.

## WE CHANGE AS THE LIVES OF GIRLS CHANGE

We are relevant to today's girls because we listen to them and constantly evolve and adapt what we offer them without losing what makes us uniquely us. We provide support, comfort and friendship in what can often seem a complex world for girls as they grow up.



 **@girlguiding**  
 **#GirlsAttitudes**  
**girlguiding.org.uk**

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WE DISCOVER, WE GROW

**Girlguiding**