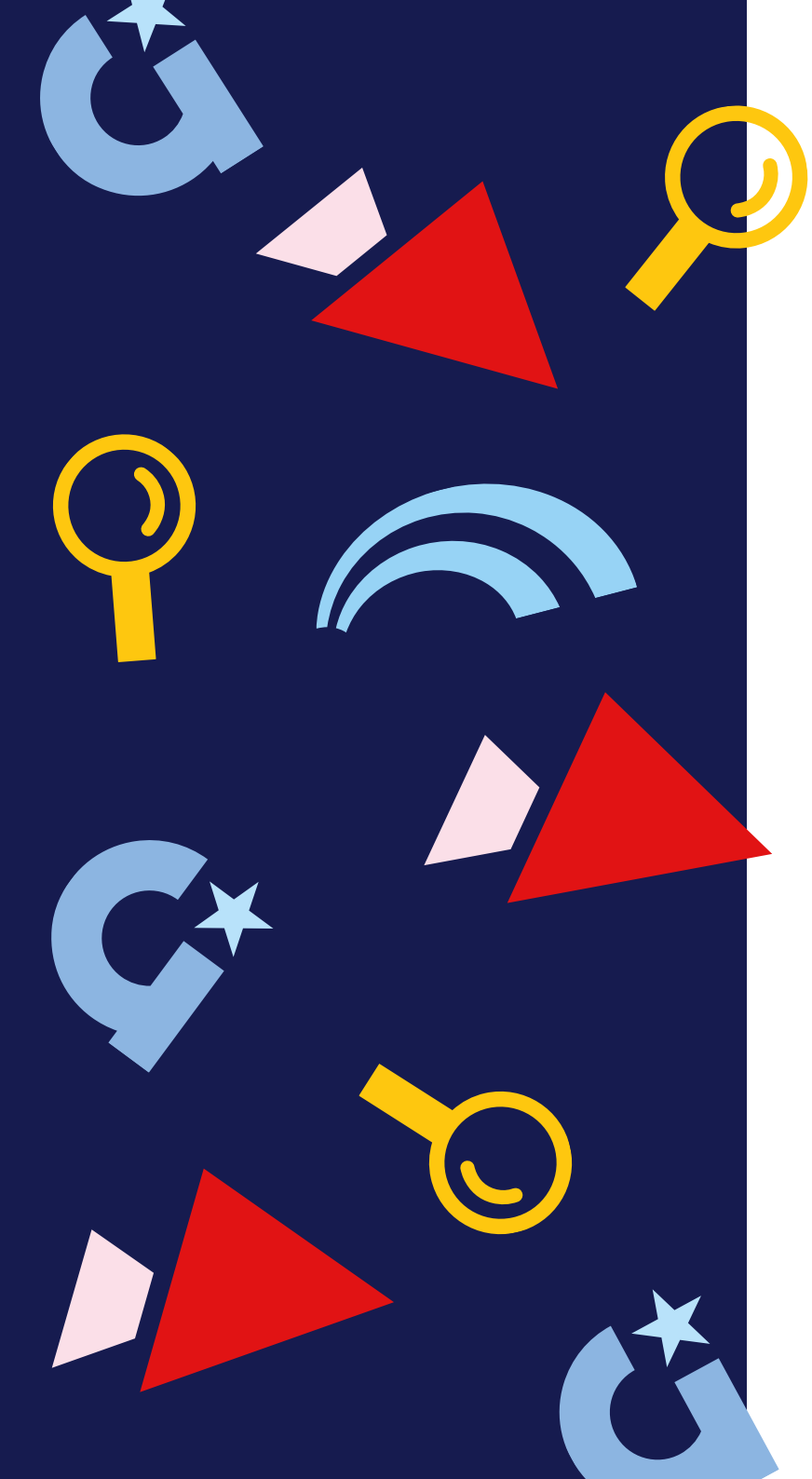


Girls' Attitudes Survey 2023

Girls' lives over **15 years**





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We help all girls know they can do anything. We're Girlguiding.

We're over 300,000 girls from 4 to 18 who come together to laugh, learn, explore and have adventures. We're over 70,000 volunteers who make guiding happen by giving our time, talents, enthusiasm and care for girls. We're 25,000 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.

About the Girls' Attitudes Survey

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

This survey, now in its 15th year, asked over 2,000 girls and young women aged 7 to 21, both inside and outside of guiding, how they feel about the specific and emerging pressures facing them today, and what these mean for their happiness, wellbeing and opportunities in life.

Girlguiding's youth panel, advocate, influences the development of the survey each year. You can find all the results from this and previous surveys on our website: girlguiding.org.uk/girlsattitudes.

A huge thank you to the players of People's Postcode Lottery for their invaluable support for our Girls' Attitudes Survey 2023.



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



Welcome to our 15th Girls' Attitudes Survey. I'm proud to say that for a decade and a half, this unique research has allowed Girlguiding to explore how girls feel about their lives and show what it's like to grow up in today's world as a girl.

Since 2009, we've asked girls and young women about their lives, experiences and attitudes on a range of topics, covering their aspirations, wellbeing, safety and more. In this anniversary year, we asked girls the same questions we've asked in the past – as well as a few new ones – to directly compare how girls' and young women's lives have changed since 2009.

The message from our 2023 survey is clear: girls and young women have been let down. They're facing persistent issues that aren't going away and it's having a negative impact on their lives. It's devastating to hear that girls' happiness has steadily declined over the last 15 years and that more girls are feeling worried and anxious than before. It's clear girls are feeling pressures and experiencing challenges from all angles, from harm online, to appearance and sexual harassment. Not only are girls worried about their futures and the increased

cost of living, but they're experiencing unrealistic pressures and negative behaviours because they're girls.

Despite this, it's heartening to see some positives. More girls feel part of their local community than they did before, and many are actively involved in their communities through volunteering. It's also great to see girls are speaking out more and using their voices for change. As a volunteer delivered organisation, we play an important role in communities and in girls' lives. Now more than ever Girlguiding has an invaluable part to play in continuing to support girls' wellbeing and confidence. We're proud to be able to offer a space where girls can be themselves and have fun – all while developing essential skills for their future and helping to build resilience to navigate this difficult time and the relentless pressures they face.

We want an equal world where girls can make a positive difference, be happy and safe, and fulfil their potential. But we can't achieve this alone. Now is the time for us all to listen to girls and young women. Now is the time for us all to create a more equal society. Now is the time for us all to act.

Angela Salt

Angela Salt OBE
Chief executive

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.



Charlotte, 16

'Now more than ever girls are unhappy with how they look. This is because more girls are getting negative comments about their appearance and they're facing higher beauty standards. And it means that more girls are thinking of changing how they look or going on a diet. It's sad to see this number on the rise, and I think more needs to be done so that girls can feel happy with themselves again.'



Mary, 18

'I'm glad that young girls and women are able to feel more focused on their own aspirations. However, I'm very disappointed to find that the society we live in doesn't help them in those goals. Getting a job or owning a home shouldn't be something young women and girls worry about.'



Grace, 19

'I definitely wasn't shocked to see an increase in girls and young women feeling anxious, but these statistics are astonishingly high. Girls should be able to enjoy themselves through their developing lives, but anxiety and worries seem to be impacting them negatively. It's concerning to me seeing this amount of young people having to deal with these difficult emotions and I feel that something must change if we want girls' lives to improve.'



Molly, 20

'It's clear to see in our research that the safety of girls and young women is a growing concern, both in online spaces and physical spaces. I'm upset yet not surprised to find that the amount of sexist comments made towards girls has more than doubled since 2018 and 2013. Girls also tell us that their reports are not being taken seriously online. I think more needs to be done and I'd like to see action to make sure all girls feel safe!'



Lucy, 18

'It's great to see more girls feel part of their local communities and are active members of their communities, with many girls undertaking volunteering roles. It's really important that girls use their voices to speak out about issues they care about, and it's great to see many girls are passionate about climate change. Their increased activism and likelihood of speaking out will help to improve the world around them – a trend I hope will continue in the future.'

Executive summary

The Girls' Attitudes Survey 2023 shows how girls' and young women's lives have changed over the last 15 years. While there have been some improvements, the findings show many aspects of girls' and young women's lives have become worse. They give a stark insight into the pressures and experiences girls and young women face today – such as harassment and appearance pressures – and the negative impact these are having on their lives. The findings also show the changes needed to improve their opportunities and help girls and young women have safe and happy lives.

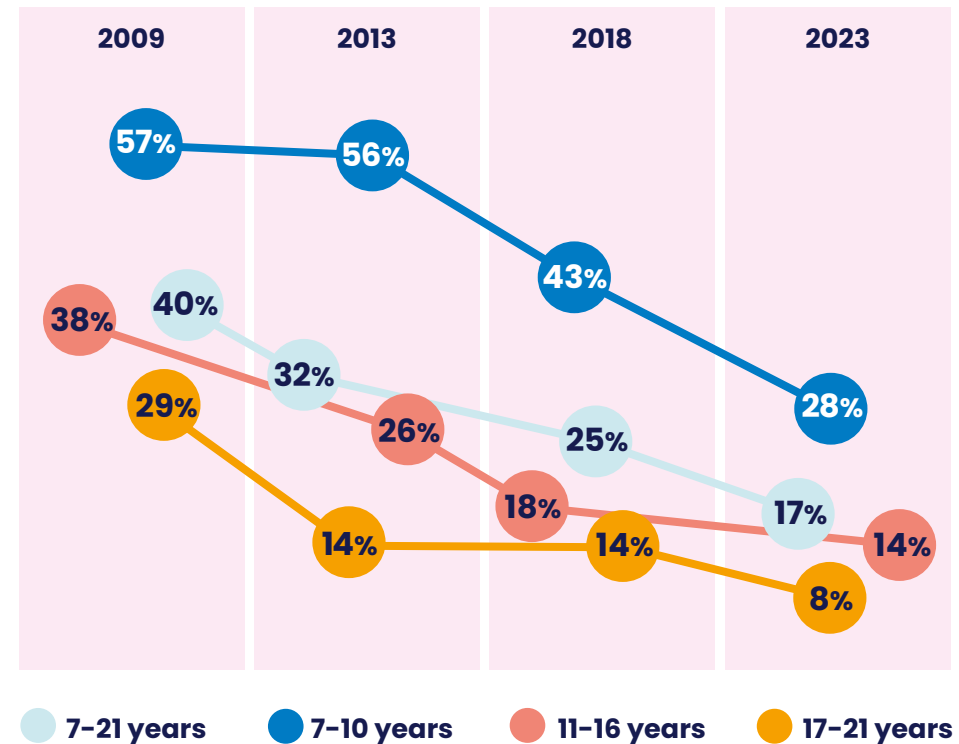


Fewer girls say they're very happy and more feel anxious

Since 2009, girls' and young women's happiness has been steadily declining. Their happiness levels are now at an all-time low. The number of girls who describe themselves as very happy has decreased, with the steepest decline in girls aged 7-10. Girls told us they often feel stressed, worried or anxious, and not good enough. Their worries range from doing well at school to being sexually harassed.



I'm very happy



89%

of girls and young women aged 7-21 feel generally worried or anxious compared to

78%
in 2016

Fewer girls are happy with how they look

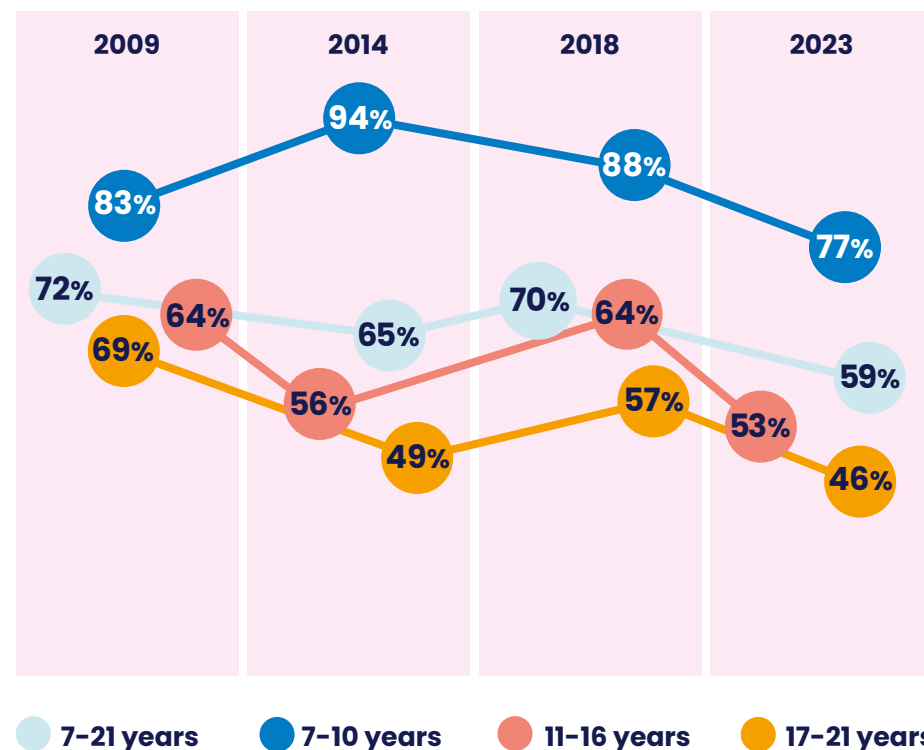
62%

of girls and young women aged 7-21 have been criticised or had mean things said about how they look compared to

49% in 2016

The number of girls who say they're happy with how they look has fallen since 2009. More girls are being criticised or have had mean things said about their appearance compared to 2016. Girls told us they feel ashamed of how they look because of unrealistic expectations and the images they see online and in the media. As a result, more girls are considering changing their appearance or dieting compared to 2018.

I'm happy with how I look



More girls are experiencing negative behaviours online

Girls told us they don't feel safe outside, at school or online. They say they've heard comments from boys that are toxic, make them uncomfortable or make them scared, and have experienced threatening or upsetting behaviour online. The number of girls who have received sexist comments online has more than doubled since 2018 and 2013. Girls also told us what would help them feel safer online, such as reports being taken seriously, and removing harmful content online.

81%

of girls and young women aged 11-21 have experienced some form of threatening or upsetting behaviour online, compared to

65% in 2018

More girls feel part of their local community

35%

of girls and young women aged 7-21 say they feel part of their local community, compared with

29%
in 2011

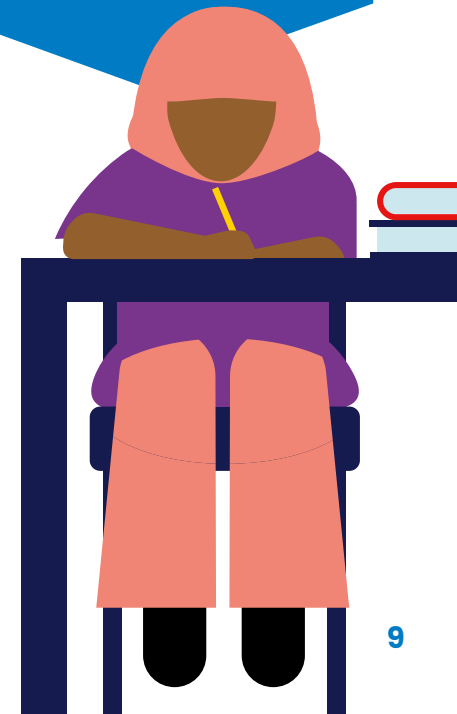
More girls say they feel part of their local community now compared to 2011, and many are actively involved in their communities through volunteering, whether formally or occasionally. Girls are also now more likely to speak out about issues they care about compared to 2018, for example through joining or promoting a movement, signing a petition, or supporting a cause online. A particular issue they care about is climate change. More are angry that the environment has been damaged compared to 2010.

Girls' aspirations have changed but they're still worried about their futures

Girls' and young women's aspirations over the last 15 years have changed. Fewer girls place having a partner or being married as their top priority. Instead, they're placing the greatest value on owning their own house. However, they're worried if they'll be able to afford this and think their future opportunities are worse now than they were 6 months ago. Girls also told us what opportunities they hope to have and the skills they'd like to develop.

48%

of girls and young women aged 11-16 think it'll be harder for them to get a job when they leave education than it was for young people 5 years ago

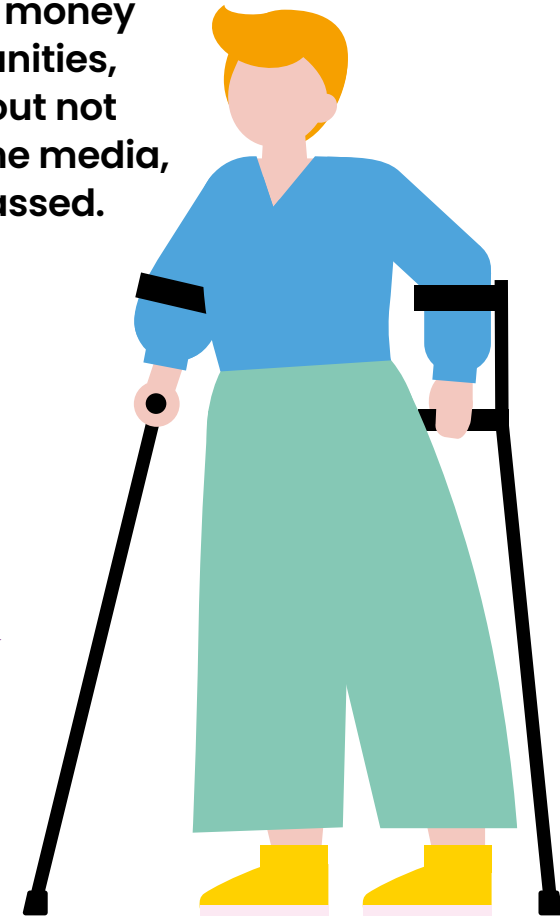


Mental health and wellbeing

The number of girls and young women aged 7-21 who describe themselves as very happy has continued to fall over the years. Now fewer than 1 in 5 girls say they're very happy compared to 2 in 5 in 2009. Girls are also more anxious, worried and lonely than before. As well as being concerned about money and their future opportunities, they're also worried about not looking like women in the media, and being sexually harassed.

'I hope people don't get bullied for what they like or enjoy or who they are. If that happened everyone would more than likely be happy'

Young woman aged 11-16



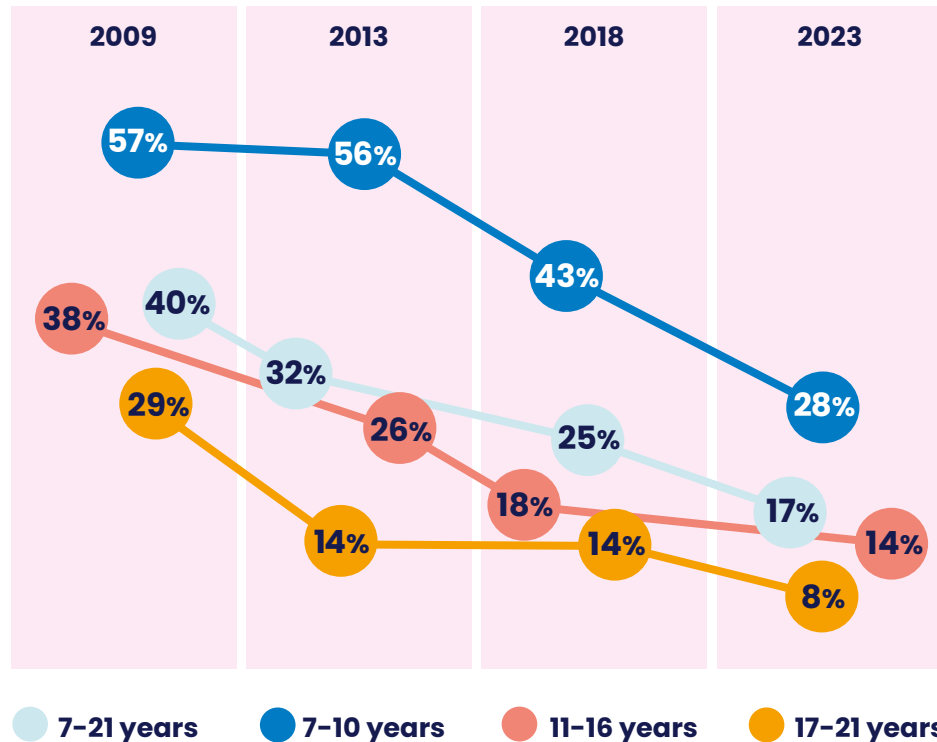
Happiness

The number of girls who say they're not happy has increased to 25% from 9% in 2009. Girls aged 17-21 are most likely to say they're unhappy, but numbers have steadily increased among younger girls too. And when it comes to describing themselves as very happy, girls aged 7-10 have experienced the steepest decline since 2009.

Girls who are less likely to say they're very happy:

- Those who are LGBTQ+ aged 11-21 (3% compared to 13% who aren't LGBTQ+)
- Neurodiverse girls aged 11-21 (8% compared to 13% who aren't)

I'm very happy



17%

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

40%
in 2009

Pressures, worries and loneliness

89% of girls and young women aged 7-21 feel generally worried or anxious compared to 78% in 2016. And 61% say they feel this way most of the time or often. Those who are more likely to feel worried, anxious, not good enough or lonely include those who are neurodiverse, disabled or those who identify as LGBTQ+. 62% of girls aged 7-21 in areas of high deprivation worry about themselves or their families not having enough money compared to 53% of those in areas of low deprivation.

75%

of girls and young women aged 7-21 feel stressed about school, college or work most of the time or often

I feel like this most of the time or often

7-21 years

Worried or anxious

2023

61%

2016

45%

Not good enough

2023

56%

2016

48%

The need to be perfect

2023

52%

2016

43%

Lonely

2023

44%

2016

30%

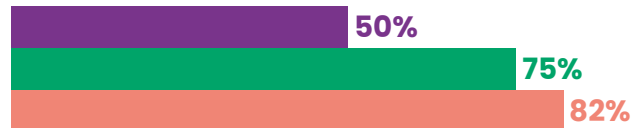
I worry about these things some or all of the time

7-10 years 11-16 years 17-21 years

Doing well at school



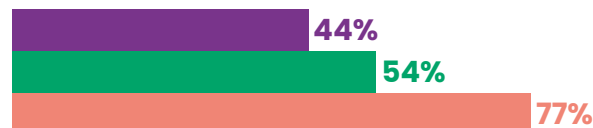
Finding a good job



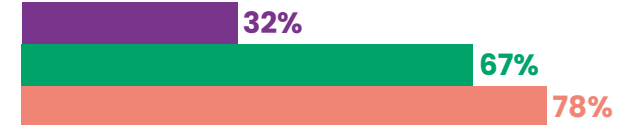
Climate change and threats to the environment



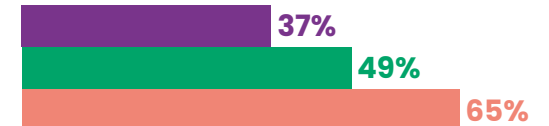
Me or my family not having enough money



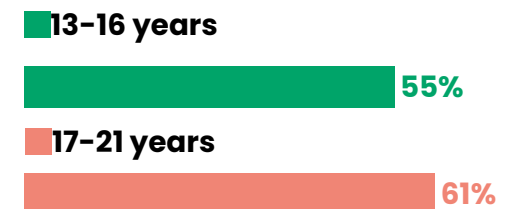
Not looking good enough or like women in the media and online



The impact of the pandemic on my life now and future opportunities



Being sexually harassed



48%

of girls and young women aged 11-21 often feel like they don't belong or that they get treated unequally

'I hope for it to be easier to talk about mental health and find guidance without being worried that people would treat you differently'
Girl aged 11-16

75% of girls aged 7-21 are worried about the increased cost of living

Cost of living and money worries

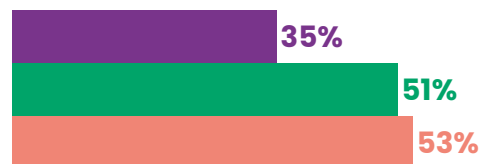
The majority of girls are worried about the increased cost of living. As a result they're concerned about being able to afford necessities, and are spending less money. Girls who are more likely to worry about the increased cost of living include neurodiverse girls (89% compared to 84% who aren't) and disabled girls (83% compared to 76% who aren't). 54% of girls of colour aged 11-16 try not to ask their parents or carers for things – such as school trips, presents and pocket money – because they're worried about money (compared to 49% of girls who are white).

1 in 5 girls and young women aged 11-21 worry about having enough money to buy period products or period pain medication

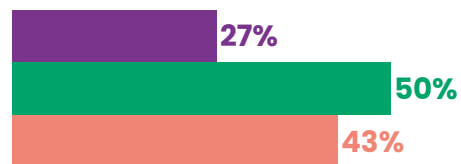
Because of the increased cost of living

■ 7-10 years ■ 11-16 years ■ 17-21 years

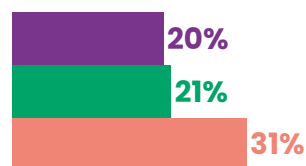
I try not to ask my parents for things



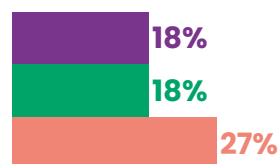
My parents/carers have talked about the need to cut back on certain things to save



My family are spending less on extra-curricular activities to save money



I worry about my family not having enough food to eat



Because I'm worried about money

I spend less money on things I enjoy

11-16 years

34%

17-21 years

51%

I spend less money on things I need

11-16 years

27%

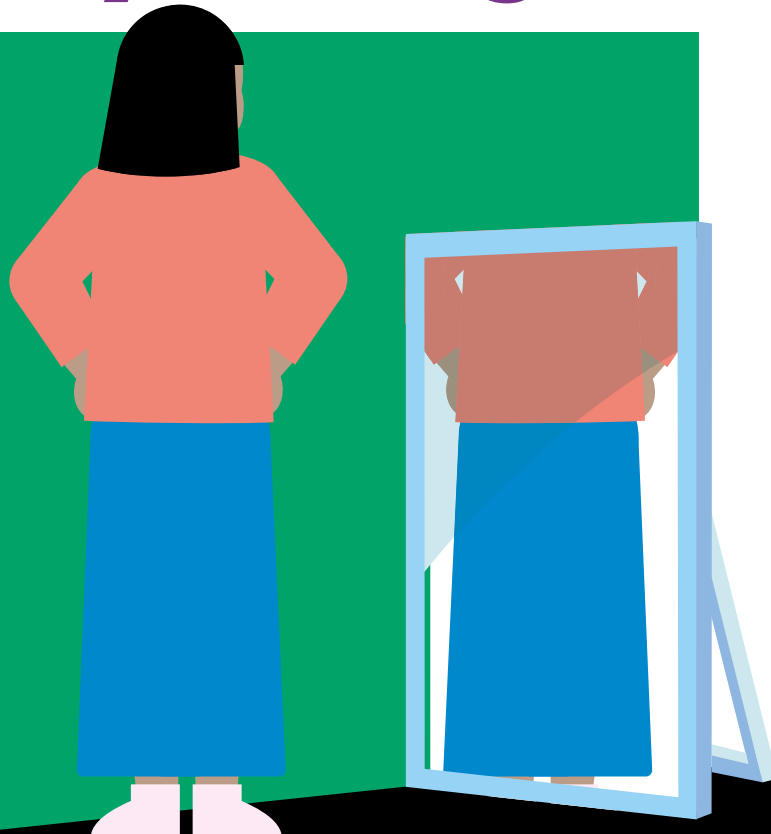
17-21 years

47%

'I think that the cost of living is going up, making it more difficult to earn enough to support yourself and have your own house'

Girl aged 11-16

Appearance pressures and body image



Girls and young women are still being criticised for the way they look, whether that's by other people, or indirectly through the media. As a result, fewer girls are happy with how they look compared to previous years. Many told us they don't feel pretty enough or feel ashamed of how they look. Girls also told us they feel the need to look perfect, and how the media, including social media, contributes to this pressure. As a result, more girls are dieting, skipping meals and considering changing their appearance. These pressures are stopping them from taking part in activities too.

'I don't want my children to experience the social media of today'

Young woman aged 17-21

Body image

In 2016, just under half of girls and young women aged 7-21 said they'd been criticised or had mean things said about their appearance. This has now increased to over 3 in 5 girls and young women. Fewer girls are happy with how they look, and more say they often feel ashamed of how they look or not pretty enough. Those who describe themselves as not very happy with the way they look represent the fastest growing group this year (+8% since 2018).

Girls least likely to say they're happy with how they look include:

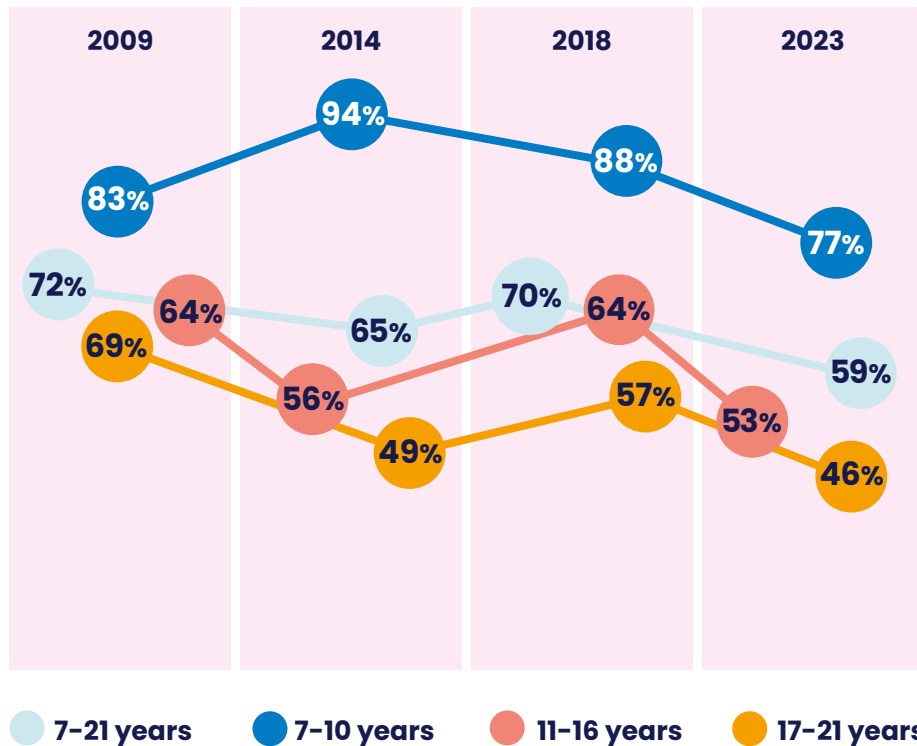
- Girls of colour aged 7-10 (71% compared to 78% of white girls their age)
- Neurodiverse girls aged 11-21 (43% compared to 56% who aren't)
- Those who identify as LGBTQ+ aged 11-21 (33% compared to 55% who aren't)
- Disabled girls aged 7-21 (49% compared to 60% who aren't)

62%

of girls aged 7-21 say they've been criticised or had mean things said about their body or how they look compared to

49%
in 2016

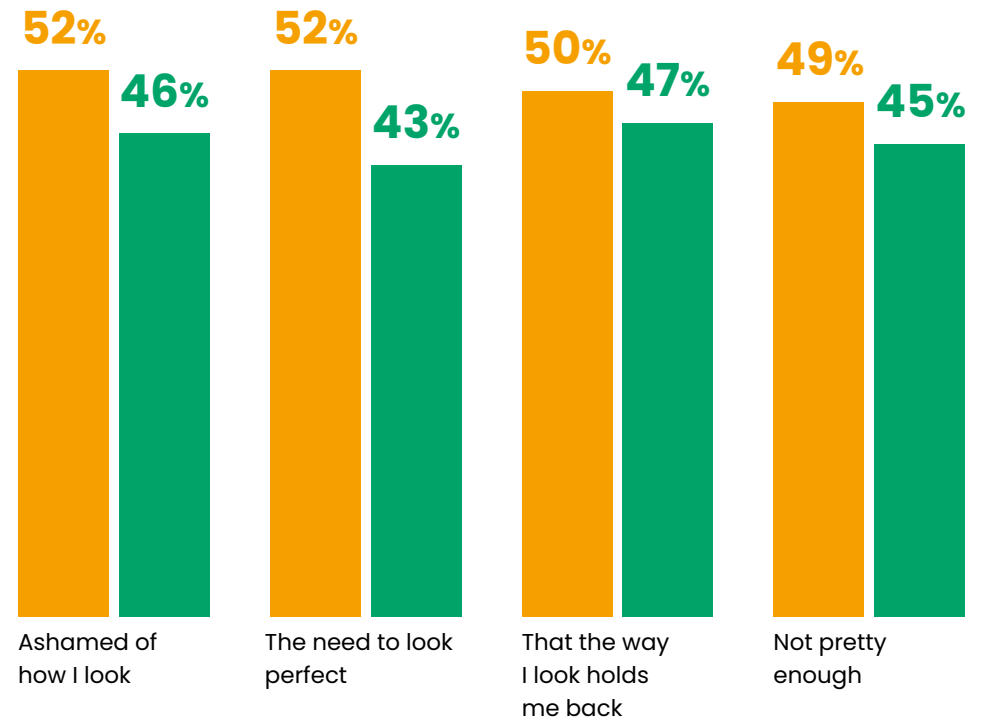
I'm happy with how I look



I often feel

11-21 years

■ 2023 ■ 2016



Impact of the media

Girls and young women told us how the media influences their body image and makes them feel ashamed about their appearance. More than 8 in 10 girls aged 11-21 think there's too much discussion about women's body shape in the media. The impact of the media is further reinforced by boys, with 3 in 4 girls aged 11-21 agreeing boys think girls should look like the images in the media.

Girls aged 11-21 most likely to feel ashamed that they don't look like the girls in the media include:

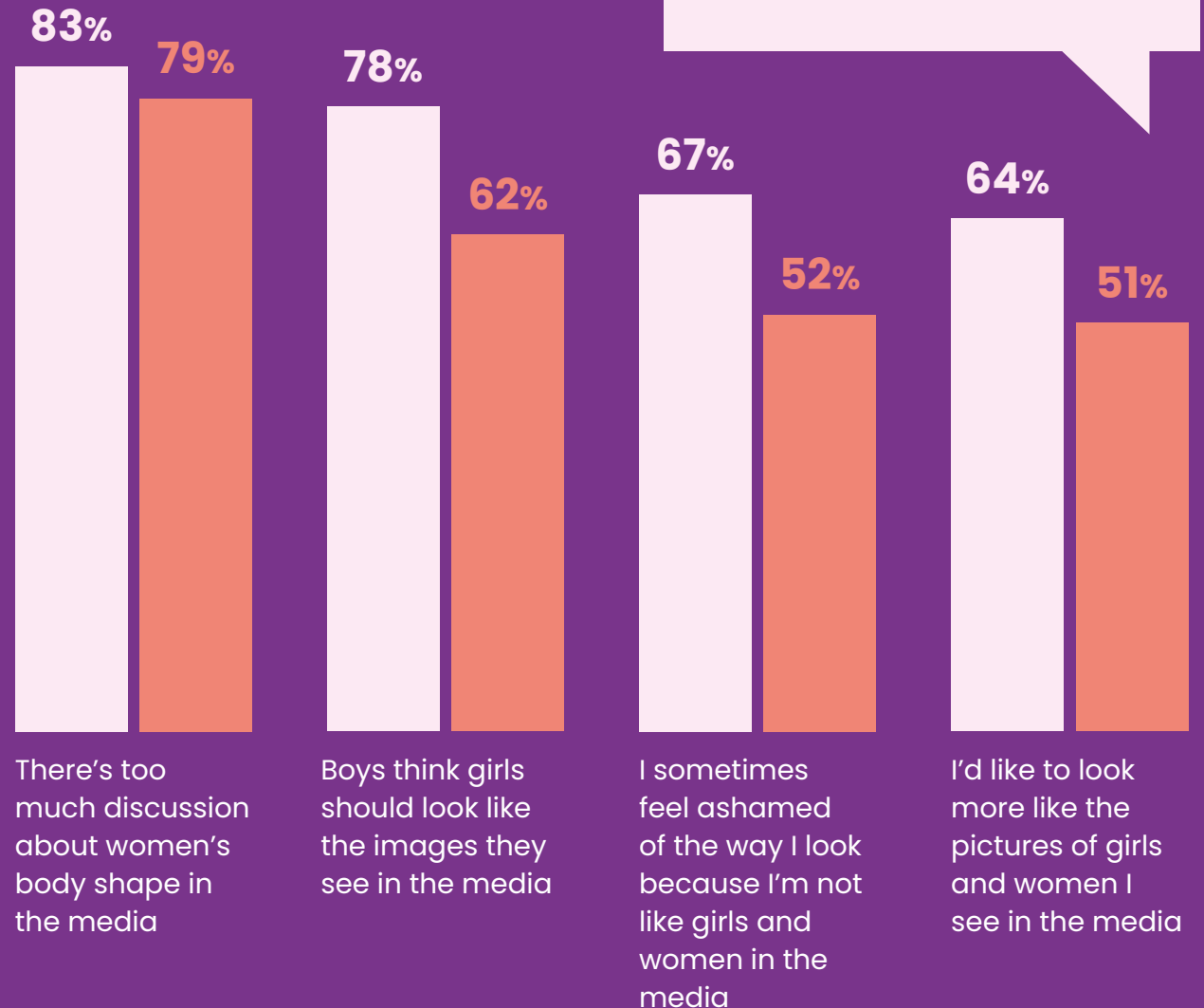
- Those who identify as LGBTQ+ (79% compared to 64% who aren't)
- Disabled girls (73% compared to 66% who aren't)
- Neurodiverse girls (76% compared to 62% who aren't)



Thinking about the media I agree

11-21 years

■ 2023 ■ 2018



'I hope that people treat each other nicely and that we care about each other and don't make fun of each other'
Girl aged 7-10

Impact of social media

Social media and the online world also has an impact on how girls and young women see themselves. Almost 2 in 5 girls aged 11-21 feel bad about how they look after seeing images online where people are edited to look perfect. And half of girls think there are too many adverts online about losing weight or changing your appearance.

11-21 years

There are too many adverts online about losing weight or changing your appearance

50%

I wish my life could be more like those I see on social media

44%

Seeing images online where people are edited to look perfect makes me feel bad about how I look and feel

39%

I wish I looked like I do using filters online

37%

Impact of celebrities and influencers

Celebrities and influencers have an impact on how girls and young women see themselves too. The number of girls and young women aged 11-21 who say influencers create the idea of being perfect has increased since 2018. And more girls are now trying diets after hearing about it from a celebrity or an influencer.

44%

of girls aged 11-21 often compare themselves to celebrities or influencers

34%

of girls aged 11-21 have tried a diet after hearing about a celebrity or influencer using it compared to

22%
in 2016

23%

of girls aged 11-21 years have seen images of influencers or celebrities undergoing cosmetic procedures that have made them consider getting it themselves.

'I hope that men and women won't get shamed for certain things, for an example women get shamed for having body hair'

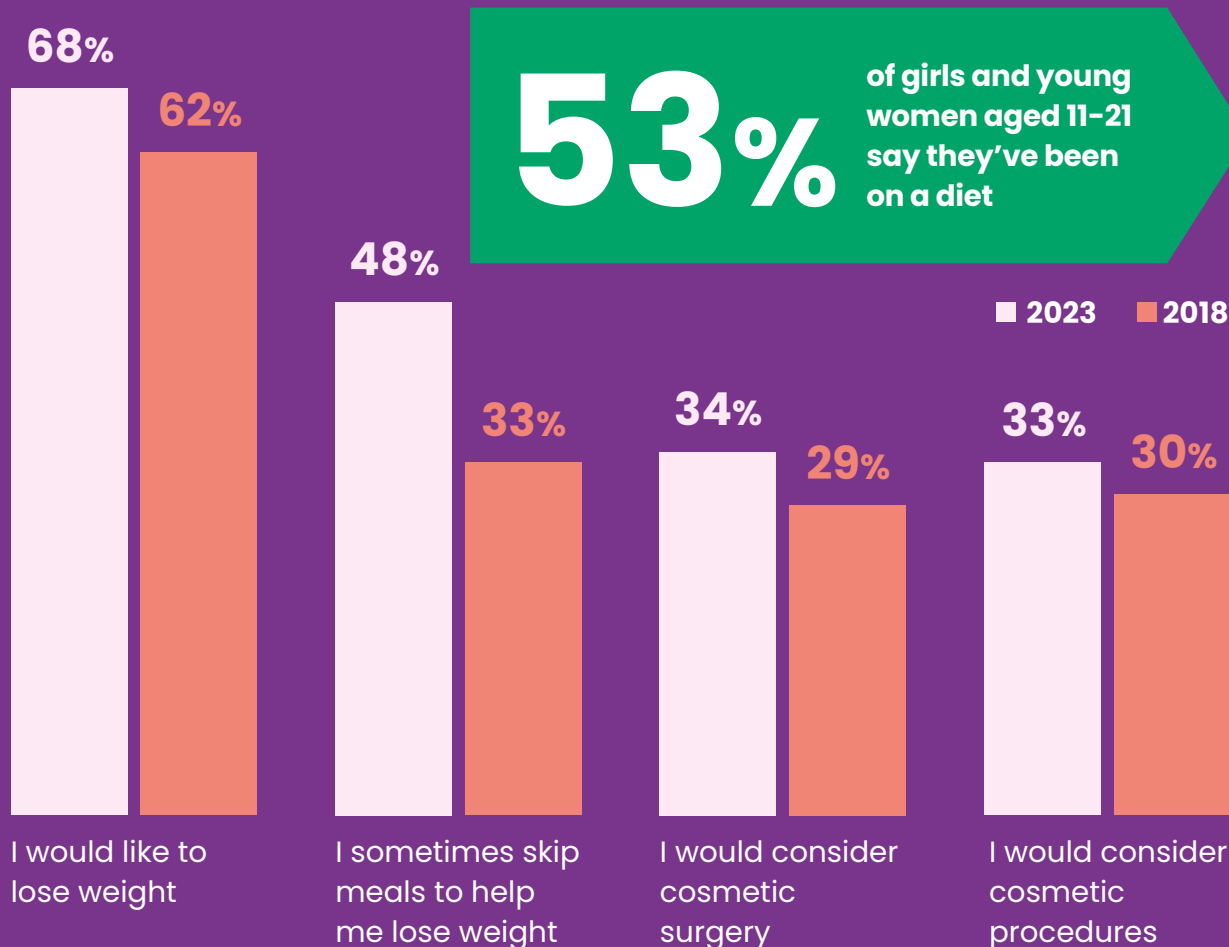
Girl aged 11-16

Impact of appearance pressures

Girls and young women are feeling the direct impact of appearance pressures, with more considering cosmetic procedures or wanting to lose weight than in 2018. They also told us how appearance pressures affect their lives, stopping them from taking part in class or in fun activities.

Thinking about appearance I agree

11-21 years



Because I feel concerned or self-conscious about my appearance

11-21 years

37%

I often stop myself taking part in fun activities

26%

I take part less in the classroom

'I want people to like me without me having to change my personality or appearance. I don't want to be worrying about that at my age but it is bothering me'
Girl aged 7-10

Safety and sexism

'I hope myself and other young women don't have to be afraid to be outside alone at night'
Young woman aged 17-21



Girls continue to feel unsafe in their lives, whether that's in the streets, at school or online. More girls say they've been patronised or made to feel stupid because they're girls since 2013. And the number of girls aged 13-21 who have received sexist comments online has more than doubled since 2018 and 2013. The number of girls who experience online harms has increased over the years too. Girls told us what would help them feel safer online, such as reports being taken seriously, and removing harmful content online.



Education

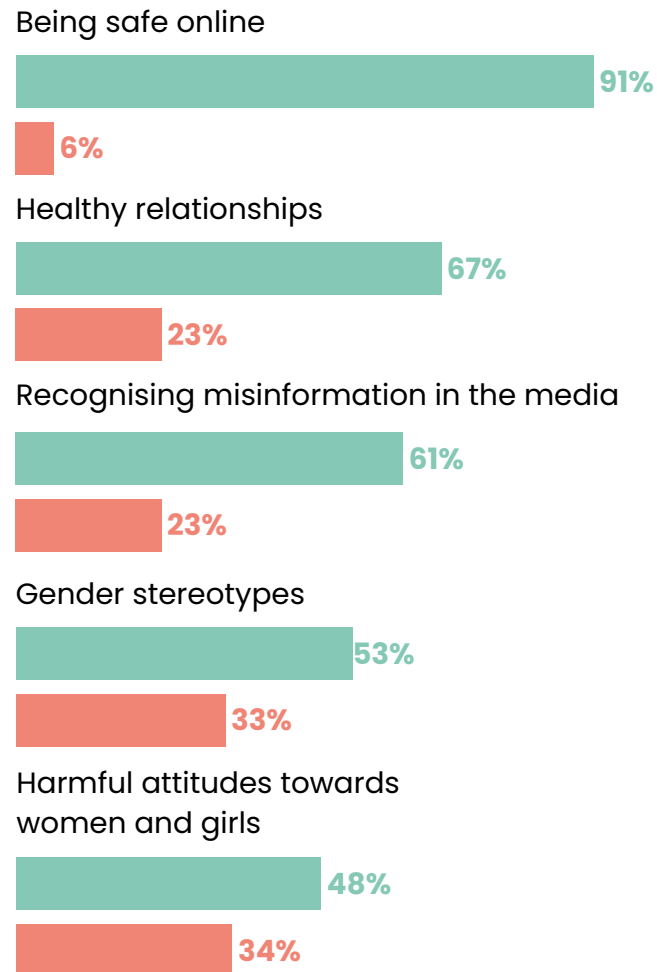
Girls told us if they learn or have learnt about healthy relationships and safety at school. The majority say they learn about being safe online, but there are still some topics that girls feel they don't learn about. There are also some differences across age groups:

- Fewer young women aged 17-21 agree they learn or have learnt about being safe online (88% compared to 92% aged 7-16). Young women of colour this age are also less likely to agree (84% compared to 89% of white girls aged 17-21).
- This age group are also less likely to agree they learn or have learnt about healthy relationships (59% compared to 72% aged 7-16).
- Fewer girls aged 7-10 agree they learn about recognising misinformation and false information in the media (56% compared to 64% aged 11-21).
- Fewer girls aged 7-10 agree they learn about gender stereotypes (33% compared to 62% aged 11-21). And also harmful attitudes towards women and girls (39% compared to 52% aged 11-16).

At school I've learnt about

7-21 years

■ Agree ■ Disagree



Harassment and sexist comments

Half (50%) of girls and young women aged 7-21 have been patronised or made to feel stupid because they're a girl, compared to 46% in 2013. The biggest increase can be seen in girls aged 7-16 (44% compared to 23% in 2013).

Girls also told us they experience sexist comments from boys at school, and have experienced street harassment on their way to and from school. Girls more likely to experience this harassment include:

- Those aged 11-21 who identify as LGBTQ+ (55% compared to 42% who aren't)
- Disabled girls (53% compared to 43% aren't)

I've been made to feel stupid or patronised because I'm a girl

7-10 years

31%

11-16 years

57%

17-21 years

63%



I've been shouted or whistled at in the street

Because of my appearance



On the way to and from school



Boys at my school have made comments about girls and women that

I would describe as toxic



Made me feel uncomfortable



Made me feel scared for my safety



Girls' experiences online

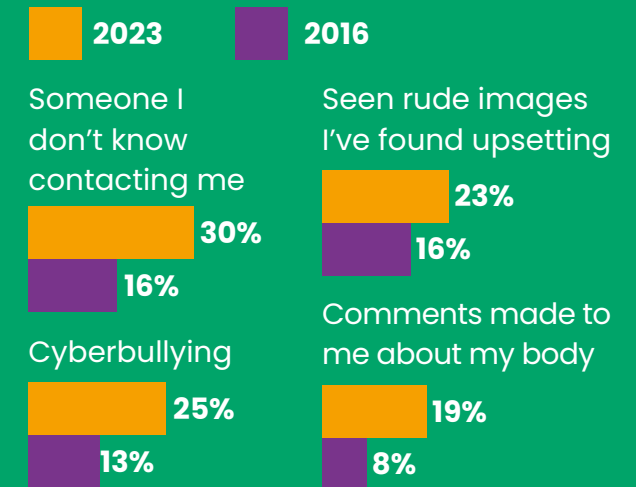
Despite learning about online safety, girls still don't feel safe online. The number of girls who have experienced some form of threatening or upsetting behaviour online has risen from 65% in 2018 to 81% in 2023. We allowed people to skip this question if they wanted to – 3 out of 4 chose to proceed. The data we show is based on those answering.

Girls aged 11-21 who are more likely to have experienced some form of harmful content online include:

- Those who identify as LGBTQ+ (93% compared to 80% who aren't)
- Neurodiverse girls (91% compared to 76% who aren't)
- Disabled girls (90% compared to 80% aren't)

I've experienced these things online

7-10 years



33%

52%

of girls and young women aged 11-21 disagree when asked if they think sexist comments are dealt with seriously at school

of girls and young women aged 13-21 say they often feel or experience sexual pressures compared to

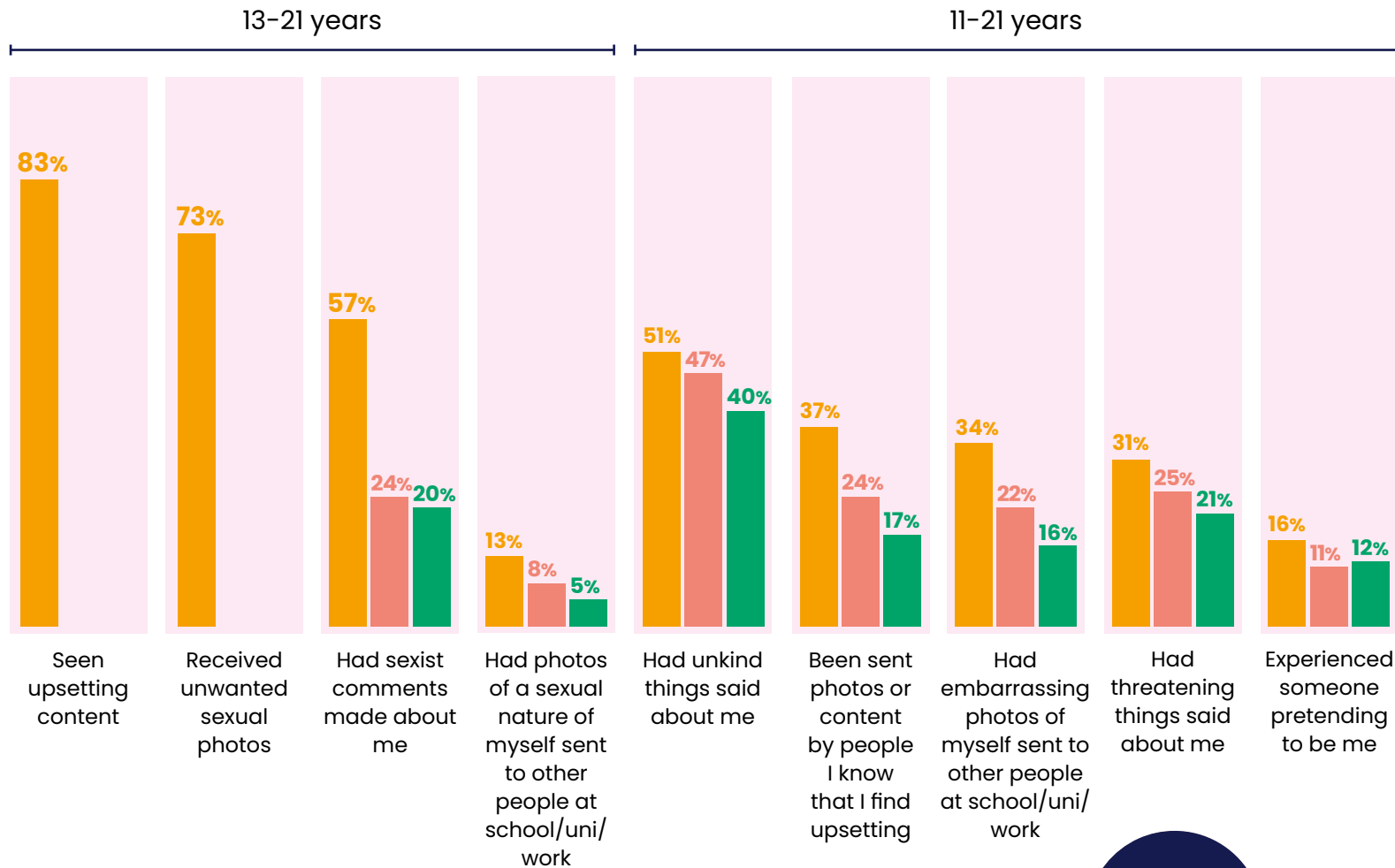
16%
in 2016

44%

of girls aged 7-10 have had strangers message them or send friend requests when they play games online

I've experienced these things online

■ 2023 ■ 2018 ■ 2013



Impact of online harms

Girls told us about the negative impact being online can have, from feeling depressed to being too scared to express themselves. 3 in 5 girls and young women aged 11-21 are worried about the negative impact of being online on their mental health. Those most likely to worry about this include:

- Disabled girls (73% compared to 59% who aren't)
- LGBTQ+ girls (71% compared to 58% who aren't)
- Neurodiverse girls (69% compared to 59% who aren't)

'I hope that girls and women will be allowed to feel safe on streets alone'

Girl aged 7-10



The impact of being online and on social media

11-21 years

60%

I worry about the negative impact of being online on my mental health

41%

I often feel sad or depressed after spending time online and on social media

54%

Fear of abuse makes me feel less free to share my views

83%

of girls and young women aged 11-21 think more should be done to tackle sexism and abuse online

50%

of girls aged 11-21 disagree when asked if they feel free to express their views online

I would feel safer online if

11-21 years

The violence and abuse women and girls get online was dealt with

63%

Reports and concerns were taken seriously by online platforms

59%

Harmful content online was removed

56%

There were more 'real' images and fewer edited images

56%

There were fewer images that made me feel I had to look a certain way

48%

Children and young people had more protections online

46%

There were clear rules to follow

34%

There was more guidance about where and how to report content online

33%

It was easier to change and understand my privacy settings

31%

'I hope that everybody is nice online'
Girl aged 7-10

Community and voice

More girls say they feel part of their local community now compared to 2011, and many are actively involved in their communities through volunteering. They told us they volunteer because they feel an affinity for the cause, or because it helps them to develop skills. Girls are also now more likely to speak out about issues they care about compared to 2018. A particular issue they are concerned about is climate change. However, many feel there's too much responsibility on young people to solve this crisis.

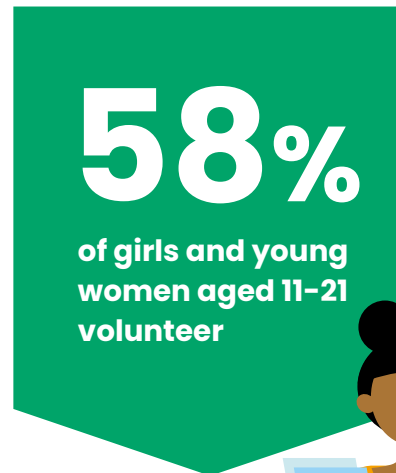


Volunteering and community action

The number of girls who say they feel part of their community has increased since 2011, with the biggest rise among 17- to 21-year-olds (+10%). Many are involved in their communities in a voluntary capacity, whether this is informally, occasionally or on a more regular basis. There are a few different motivations for this.

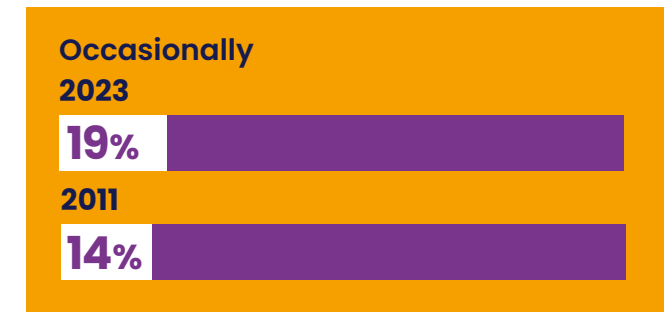
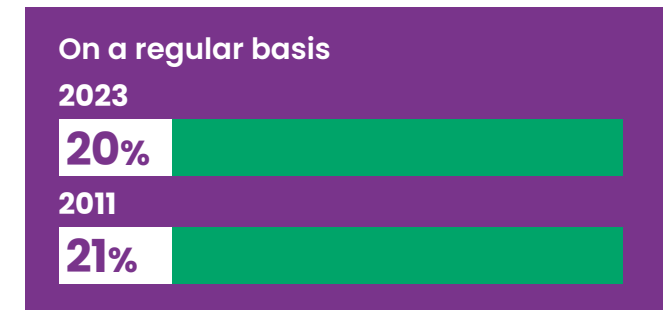
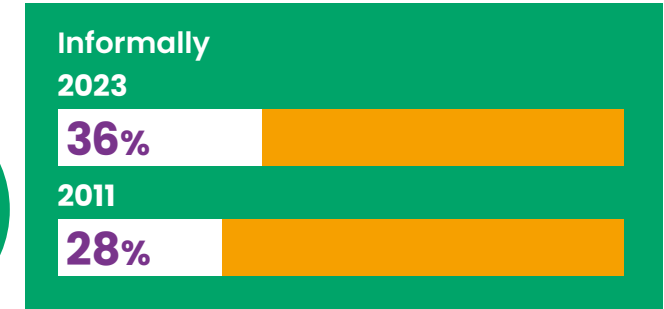
Girls who are least likely to feel part of their community include:

- Those who identify as LGBTQ+ aged 11-21 (27% compared to 35% of those who don't identify as LGBTQ+)
- Neurodiverse girls aged 11-21 (26% compared to 34% of those who aren't neurodiverse)
- Girls in areas of high deprivation (33% compared to 38% of girls in areas of low deprivation)



I volunteer

11-21 years



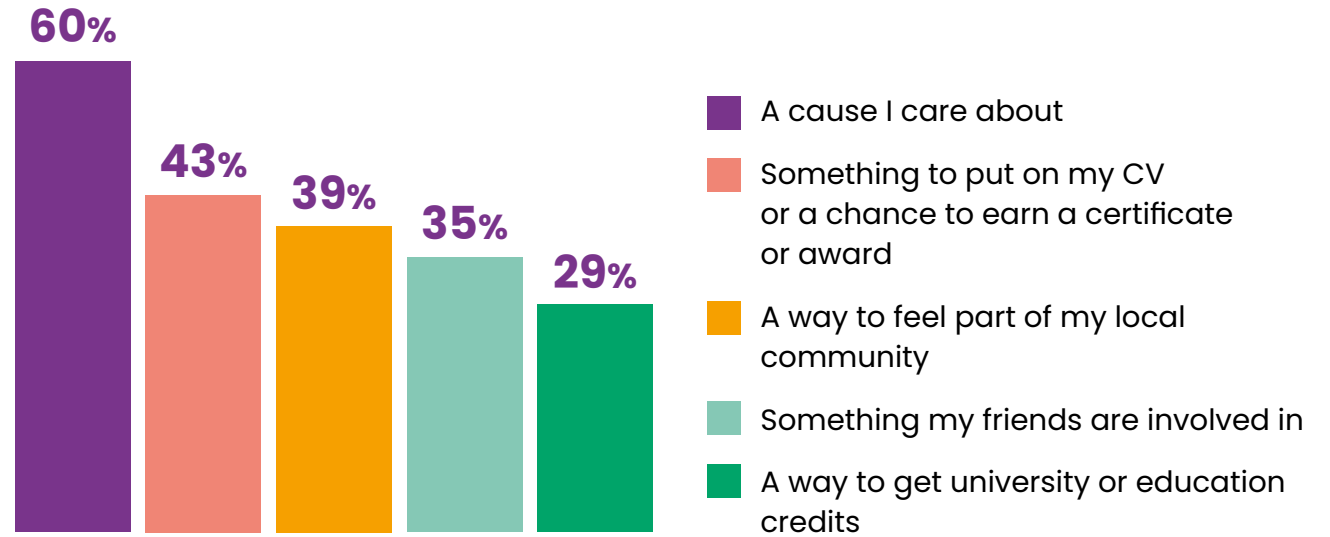


38%

of girls aged 7-21 have done something to help a neighbour in the last year

I'm encouraged to volunteer because it's

11-21 years



- A cause I care about
- Something to put on my CV or a chance to earn a certificate or award
- A way to feel part of my local community
- Something my friends are involved in
- A way to get university or education credits

'I always try to help whenever I can and in whichever way I am able, this may happen via volunteering, helping a friend, signing petitions that I agree with'

Young woman aged 17-21

'I'm hopeful for a better community and more kindness towards others'

Girl aged 11-21

Speaking out

More girls and young women are now speaking up about issues they care about compared to 2018. The most common way they're doing this is by signing petitions, which has doubled in the past 5 years.

I've made my views known about an issue I care about by

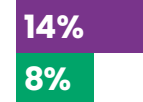
11-21 years

■ 2023 ■ 2018

Signing a petition



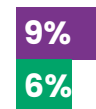
Taking part in a protest or march



Speaking up about it



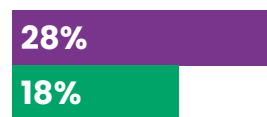
Writing to a councillor or Member of Parliament



Posting online



Supporting a campaign or cause on social media



48%
of girls aged 13-21 say social media empowers them to speak about things they care about

76% of girls and young women aged 11-21 have spoken up about an issue they care about compared to **61%** in 2018



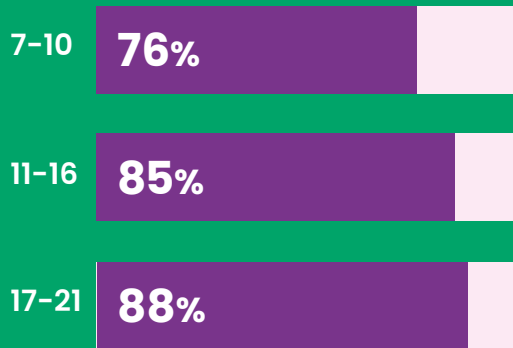
Climate change

Almost 9 in 10 (87%) agree that we all have a responsibility to save energy and reduce waste to protect the environment. But girls feel there's too much responsibility placed on young people to solve the climate crisis, and would like more action from government and older generations.

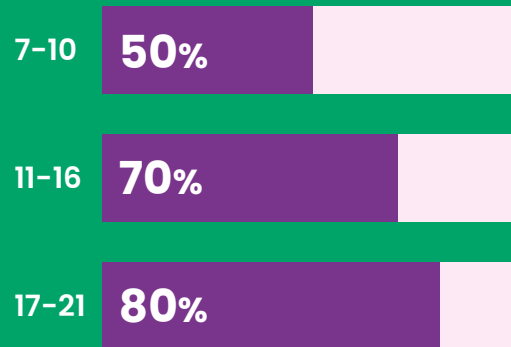
65% of girls and young women aged 11-21 are angry that adults have damaged the environment, and their generation will have to deal with this compared to **38%** in 2018

What I think about climate change

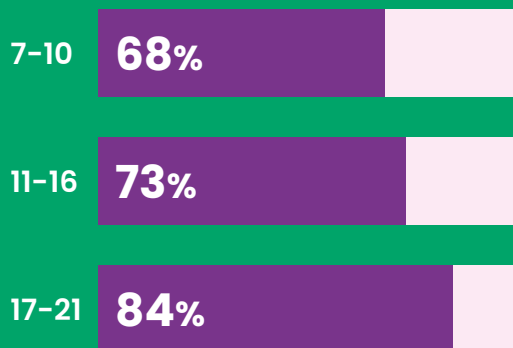
I believe that global warming is a very serious problem



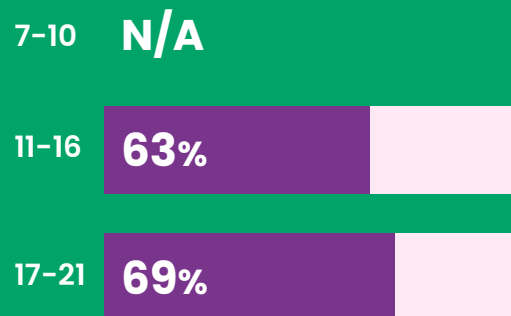
My government is not taking enough action to tackle the climate crisis



I'm worried about the effects of climate change



There's too much responsibility on young people to solve the climate crisis



'If I am honest, I am scared our world will fall into ruins and we won't be able to do anything about it'

Girl aged 11-16



'I am most hopeful for people to actually do something about climate change, not only say that they will'

Girl aged 7-10

Aspirations and opportunities

Girls' and young women's priorities for their future have shifted over the years. Fewer girls and young women are aspiring to have a partner or have children by the time they're 30 compared to in 2009. The number of girls who feel they have the same opportunities as boys has also decreased. Girls told us they'd like more opportunities to develop skills and learn, including through being outdoors in nature. When thinking about their futures, girls tell us they're worried about their education and being able to get a job.



'Covid stopped me from getting any work experience for my chosen future career'
 Girl aged 11-16

Priorities and aspirations

Girls' and young women's choices of what they'd like to achieve by 30 are now more varied than they once were, with just 1 response chosen by more than half of those surveyed. Girls now place the greatest value on owning their own house, although the number who chose this option has dropped slightly since 2009. The previous top choice, having a partner or being married, drops into second place. The desire to have children by the age of 30 has dropped back considerably since 2009 (-14%), having previously been in the top 3. Earning a lot of money now places ahead of having children, while the desire to have a personal achievement in sport, the arts or travel has increased (+10%).



By the time I'm 30 I would most like to have achieved

7-21 years

Ordered from most to least they'd like to achieve

2009

Having a partner or being married **60%**

57% Owning my own house

Having children **47%**

43% Having a worthwhile job

Earning a lot of money **35%**

2023

52% Owning my own house

Having a partner or being married **48%**

42% Having a worthwhile job

Earning a lot of money **39%**

33% Having children

Opportunities to learn

Almost 8 in 10 (77%) girls aged 7-21 think they're given the same opportunities to do things as boys or men their age to some extent. However, the number of girls who think this happens most of the time has dropped since 2009 (-8%) and more girls now say this only happens some of the time. There are still more than 1 in 10 who believe they're hardly ever given the same opportunities to do things as boys or men. Girls also tell us they'd like the opportunity to develop skills across a range of different areas.

Compared to white girls, girls of colour aged 7-21 are more likely to want to develop:

- Leadership skills (43% compared to 33%)
- Entrepreneurship (40% compared to 35%)
- Digital and tech skills (39% compared to 28%)

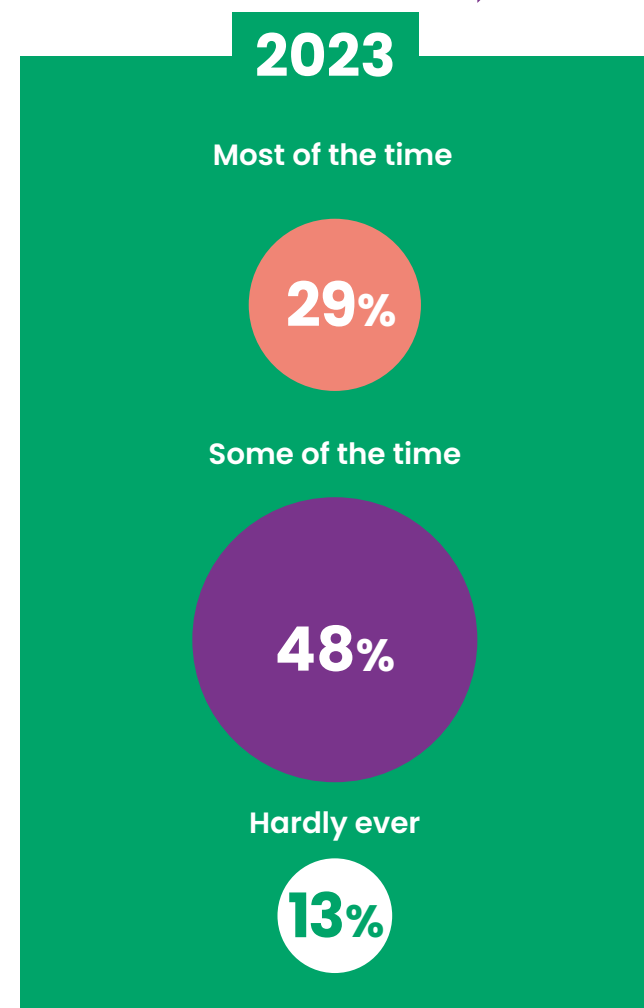
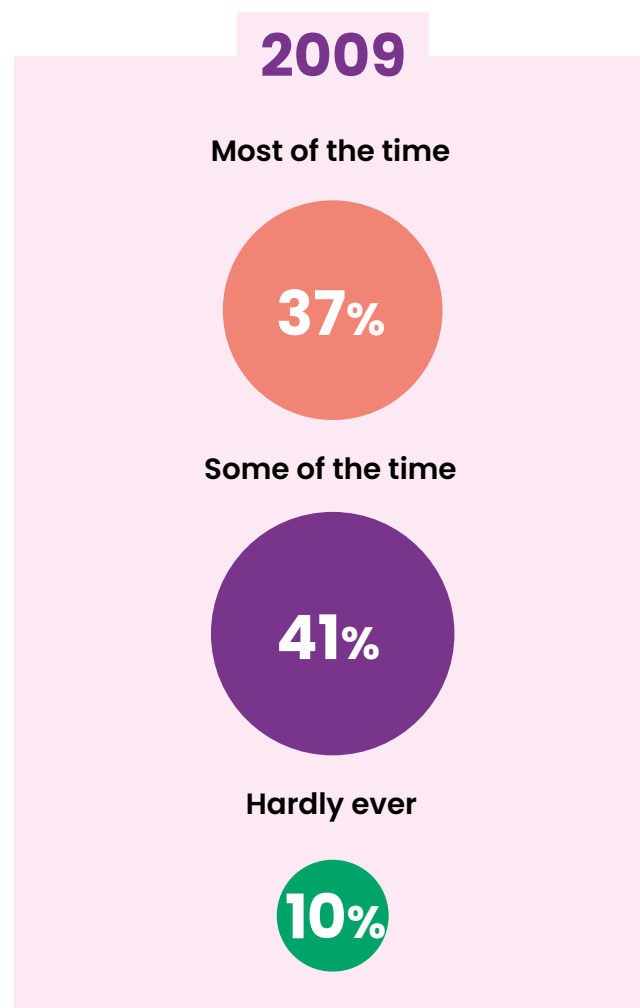
And girls who are more likely to say they'd like to learn how to manage their stress and anxiety include:

- Disabled girls aged 7-21 (63% compared to 53% who aren't)
- Those who identify as LGBTQ+ aged 11-21 (75% compared to 54% who aren't)

I think I'm given the same opportunities to do things as boys or men my age 11-21 years

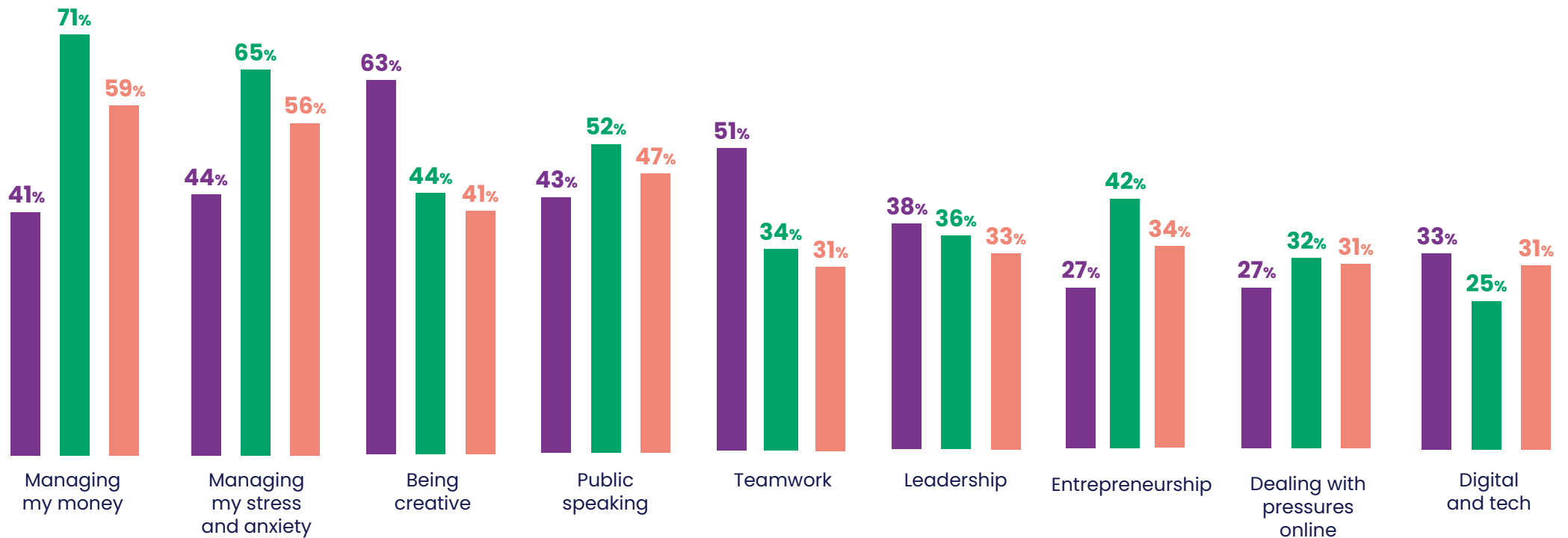
'I think it will be harder to find places in higher education or job roles'

Girl aged 11-16



I would like to develop skills and learn more about

■ 7-10 years ■ 11-16 years ■ 17-21 years



Opportunities to have adventure

Girls say being outdoors makes them happy. However, almost 1 in 6 hardly ever spend time out in nature and a fifth think adventure is 'more for boys'. More than three-quarters also say they'd like more opportunities to be outdoors, have adventures and try new things.

Girls aged 7-21 less likely to spend time outdoors on most days include:

Girls of colour

25%

compared to

36%

who are white

Girls in areas of high deprivation

30%

compared to

37%

in areas of low deprivation

21%

of girls aged 7-21 think of adventures as more for boys and men

I spend time outdoors and in nature

7-21 years

Most days

33%

A few times a week

47%

Hardly ever

15%

I would like more opportunities to

7-21 years

Have adventures and try new things

81%

Be outdoors and in nature

74%

81%

of girls aged 7-21 say being outdoors and in nature helps them feel happy

47%

of girls and young women aged 11-21 are worried their future opportunities are worse now than they were six months ago

'We've been told that we can't play football because we're girls and that makes me upset'

Girl aged 7-10

Opportunities for their future

Girls told us they're worried about their future opportunities, including being able to afford to pay rent, buy a home and go to university. Almost half (48%) of girls aged 11-16 think it'll be harder to get a job when they leave education than it was for young people 5 years ago. And disabled girls, neurodiverse girls, and girls in areas of high deprivation are more likely to worry about money and finance.

I worry about

7-21 years

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

59%

Being able to get a job after I leave education

55%

Not having enough money to pay rent, so not being able to leave home

50%

Earning less than men my age in a similar job

40%

Not having enough money to go to university

40%

Getting into debt with credit or store cards

37%

Methodology

Girlguiding commissions CHILDWISE, leading specialists in research with children and young people, to do the Girls' Attitudes Survey each year. A total of 2,614 girls and young women aged between 7 and 21-years-old took part in the 2023 survey.

CHILDWISE did the survey online in February and April 2023. Most 7-16-year-olds did theirs in school, while the older age group took part via an online panel. CHILDWISE also interviewed young women not in education, employment or training (NEET) via the online panel.

We adapted the questionnaire to suit different age groups: 7-10-year-olds, and 11-21-year-olds. We asked everyone some core questions to track changes in attitudes as girls get older.

All questions are based on those answering and data was weighted at analysis to correct any imbalance in the final sample across the age range.

Who we asked

7-8-years-old	9-10-years-old	11-13-years-old
360	441	764

14-16-years-old	17-18-years-old	19-21-years-old
463	275	311

Primary	Secondary	Post-16-years-old
801	1,227	586

In education

425

Working

108

NEET

53

England	Wales	Scotland	Northern Ireland
2,017	242	167	188

Total 2,614

Total (7-21-years-old)	High deprivation area	Low deprivation area
2,414	1,119	1,295
Total (7-21-years-old)	Girls and young women of colour	White
2,190	613	1,577
Total (7-21-years-old)	Disabled	Non-disabled
2,152	286	1,866
Total (7-21-years-old)	Neurodiverse	Not neurodiverse
1,130	244	886
Total (7-21-years-old)	LGBTQ+	Not LGBTQ+
1,491	399	1,092



Girlguiding

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