Girls' Attitudes Survey 2025

Your region's response!

In the past year, 68% of girls and young women aged 11-21 have changed their everyday behaviour to avoid sexual harassment.

Brownies







Girlguiding's Girls' Attitude Survey explored what issues our young members are up against in their everyday lives. The survey identified that sexism, misogyny, negative self-worth and sexual harassment are amongst the issues that our members are facing. The survey showed that Girlguiding young members are worried about their future careers, their mental and physical wellbeing as well as protecting their friends in harmful situations. These findings demonstrate that our young members are becoming increasingly anxious and uncertain about their futures, where they belong in the world, and how they can help one another.

At Girlguiding North West England, we are concerned by the Girls' Attitudes Survey's findings. As a youth-led organisation, we aim to help our young members build their confidence, develop new friendships, and provide them with memories of a lifetime. We have built this resource to continue advocating for our young members and to respond to the four areas in the Girls' Attitudes Survey.

This resource and the accompanying campaign #IThinkME hopes to encourage our young members to feel confident in themselves and their futures. To take part in our #IThinkME campaign, you can find the poster at the back of this resource pack and take a photo of your members with their poster and send them to northwesthq@girlguidingnwe.org.uk or tag us on our socials

Instagram: Girlguidingnwe

Facebook: Girlguiding North West England

We have made different activities suitable for all ages, just find the section icon on the page. As shown below:









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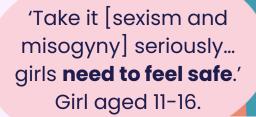
Sexism and Sisterhood

Girlguiding's 2025 Girls' Attitudes Survey showed that young members are changing their behaviours and lifestyle to avoid experiences of sexism and harassment. This is having an impact on their social lives, offline and online, meaning they feel less connected, more isolated, and more anxious about how they present themselves.

Young members also expressed that they feel it has become normalised for them to feel scared when outside. We believe our members should never have to be concerned about their safety when they are out having fun with their friends. These fears are impacting our young member's opportunities and experiences, therefore affecting their confidence, self-worth, and wellbeing.

Sexism is infiltrating all spaces; school, online, and workplaces. We know this is putting a lot of pressure on our young members to be aware, restrict what they say or do, and making them feel like they can't be themselves.

This is why we believe it's important to keep the conversation going and take steps to empower, support and show our members they can do anything.



Our Activities

Sexism and harassment may be difficult topics to talk about with our young members, but it's more important than ever to come together and listen to each other's experiences and emotions around these topics so we can tackle them together. In this pack their are activities that you can do within your units to start these conversations.







Safety net (30 Minutes)









To begin, give each member a strip of paper for them to decorate.

Together as a unit, discuss what traits are important to creating strong friendships. Each members should then write down one of these traits on their strips of paper.

Ask your members to work together to construct the paper chain. Once all of the pieces of paper are glued together and are a part of the chain, you have made your safety net of friendship!

You will need: Pre cut paper strips, glue, pens and pencils.



Misconceptions (60 Minutes)





This activity aims to show members they are capable of anything and to help build their self-confidence.

Ask your members to bring in a cardboard box.

Give each member 5-10 small paper squares. On each square, ask them to write something down that they feel people misperceive about them. Once completed, turn the pieces of paper over and ask them to write why they think this is wrong.

Stick the squares on the outside of the box showing all the positive things they have written. Proceed to add other decorations to the box. They can now use this positivity box however they like and always be reminded that they believe in themselves!

You will need: Pre cut squares, glue, pens and pencils, and tissue paper.







Sticking Together (20 Minutes)

Ask your members to form a circle and to take the hands of each person either side of them. Select one person to start with the hula hoop on one of their arms. Each person must step through the hula hoop without breaking the chain.

Encourage your unit to work together and support one another as the hula hoop moves around the group.

You will need: A hula hoop.





Like a Boss! (10 Minutes)





Scientist





This activity explores stereotypes of certain job roles that have been socially constructed and influence the careers people may want to pursue. By discussing this with your unit, you will be able to explore different career options that they may not have thought of before and discover something new!

For older members, you can discuss what barriers occur due to these stereotypes, for example, women being pushed into more creative subjects opposed to STEM.

Ask your members to say who they imagine when they hear this job role:



Teacher

Boss



Footballer

Cleaner





Misogyny in Schools

Misogyny in schools is becoming more rampant and a greater concern for our members than ever before. The Girls' Attitudes Survey found that our members experience misogyny as early as 7 years old. Misogyny is becoming a prevalent problem in schools and it's important to address these issues so our young members can access a safe and uplifting educational environment; crucial for our members and their personal development.

Girlguiding found that 1 in 10 members aged 11-16 expressed they do not feel safe at school, which rises when asking LGBTQ+ and disabled members. This is a concerning statistic that shows something needs to change.

[Sexism and misogyny] truly leave women and young girls uncomfortable and upset.' Girl aged 11-16.



The survey also discovered that our members say they have missed school for the purpose of avoiding sexual harassment. This negatively affects our members as they experience low self esteem, confidence issues and poor mental health.

The misogynistic culture found in schools is determinantal to members wellbeing and aspirations, which is why we are striving to make more spaces where our members feel comfortable, they can be themselves, and can explore their interests freely without being judged.



Our Activities

Talking about misogyny and personal experiences can be difficult, however we have designed activities that will aid these conversations and hopefully spark meaningful action and a deeper understanding of these issues for our members.



Headline Hunter (10 Minutes)









This activity aims to get your members thinking about what misogynistic language can be found in the media, to think about what impact this has on society and portraying women, as well as why this is an important issue to discuss.

Ask your members to read these made up headlines and discuss what words they may change to make the headline more appropriate.

'Mother of two saves cat from burning building!'

'Fangirling over artists is the new crazy obsession for the younger generation.'

'Scientist makes a remarkable discovery for wildlife restoration.'

2 Alien Invaders (10 Minutes)





Choose one of your leaders to be the alien invader. As an alien invader, you have come down to earth to learn more about humans and what they think! You must ask your unit the following statements; their task is to explain if each statement is True or False.

Only men can be Doctors.

Women are too emotional.

It is hard for women to get into STEM.

Men are better than women.

Women can be strong and independent.

Men and Women are different and have different hobbies.





Oecision Makers (10 Minutes)





Ask all your members to form a straight line and to close their eyes (this is so they don't influence one another in making their decision).

Read out the following phrases and ask them to step forward if they agree with the statement or backward if they disagree with the statement. They can stay where they are if they are unsure.

'School encourages me and my chosen career.'

- 'I feel safe at School.'
- 'School helps me get to where I want to be.'
- 'I like seeing my friends at School.'
- 'I feel like I have equal opportunities as my peers at School.'
- 'I have experienced misogyny at School.'











4 Celebrating You (20 Minutes)

This activity prompts young members to think about aspects of their identity and celebrate all of their uniqueness!

Begin by writing each members' name at the top of a piece of A4 paper. Then randomly hand out all pieces of paper so no one has their own.

Ask your members to write down a compliment about the person who is written down on the paper. Repeat this process until everyone has written on all of them except their own.

Collect all paper and hand them out to whoever the paper belongs to. They can now read the paper and see all of their compliments!

You will need: A4 piece of paper and pens.











Mental and Wellbeing

Young members have described feeling anxious about their appearance, pressure from school, and social media as being amongst the contributing factors as to why their mental health is declining. Girlguiding found that our young members feel sad more often now than they did 10 years ago.

Young members mentioned that things like their body image, feeling judged, and gendered expectations are negatively impacting how they feel about themselves.

As a response, our young members said they want adults to take their problems more seriously and more mental health support to help tackle these issues.

I feel like when people are on social media you could easily see something that could upset you and that's why I don't like going on my phone as much, as I don't think it helps with mental health and your wellbeing.' Girl aged 11-16.



Our Activities

Which is why at Girlguiding North West England we strive to let our members know that they can do anything and we have put together activities that reenforce this. Our campaign #IThinkME is also relevant, which you can find at the back of the resource pack. If you get involved don't forget to send photos to us at - Northwesthq@girlguidingnwe.org.uk







Sharing is Caring (15 Minutes)





In a circle or pairs (depending how comfortable your young members are) nominate an object to be the microphone and whoever holds the object, can be the speaker. Ask your members to share how they are feeling at the moment and if they want to talk about their day or what has made them happy/upset/excited.



You will need: Object to pass around.



Safe Space (20 Minutes)









This activity aims to get our young members thinking about what spaces they enjoy and what helps them to feel calm and relaxed.

Give each member a piece of A4 paper and ask them to draw their safe space. This could be a real place, or something they imagine. Ask them to think about what they would like there; objects, people, or scenery.

You will need: Paper, pens and pencils, other decorative pieces.



Expectation vs Reality (30 Minutes)









Ask members to think about what expectations they think are put on them, for example this could be to have the nicest clothes, get all top marks at school, always be happy. Discuss with them how these expectations make them feel.

Then ask your members to think about what the reality of these expectations are. Remembering to encourage them to always be kind to themselves. For example, understanding it's okay to not have brand new things, that trying your best is enough, and that it's okay to not be okay.

Your members can now visual this idea however they like, poster, video, artwork, whatever best communicates the expectation and reality of being them!

You will need: Paper, pens and pencils, and other decorative pieces.







Inspiring Role Models

The Girls' Attitudes Survey sought to find out what our young members were worried and concerned about, but it also aimed to discover what hopes and aspirations our young members have. Perceptions are changing for young people as almost two-thirds (64%) of girls and young women aged 7-21 want to be leaders in their chosen job, compared to 53% in 2018. This means our young members are more ambitious, confident, and hopeful when it comes to their careers than we've seen in the last seven years.

As our young members dream bigger, they are also becoming aware of the challenges they may face, which is why having strong, inspiring role models is important for developing our young members' confidence and ambition! Our members said they want more representation and roles models in areas such as business, science and technology, media, politics and more.



As well as more inspirational people to look up to, our members said they want more opportunities to build their confidence and to connect with other people. At Girlguiding North West England we strive to make these opportunities possible. We aim to provide a welcoming space where our members can learn, grow, and develop new skills; discovering things they didn't know they could do before.



Which is we aim to give our young members plenty of opportunities to feel inspired, to challenge themselves and to do their best!

'Role models make me feel like I can achieve my goals.'



Time Capsule (20 Minutes) Rainbows









This activity aims to get our young members thinking about their futures and what they hope to do in their career, education, and life etc.

Give each member a piece of A4 paper. Ask them to write a letter to their future selves. They could think about asking themselves questions or make a list of affirmations that they hope to achieve by the time they get to read it. Once the letter is completed, ask each member to pick an individual date for them to open the letter, this could 1 year, or 5 years time. Seal the letters and put them away in a box, ready for when their time capsule can be opened!

You will need: Pen and paper.

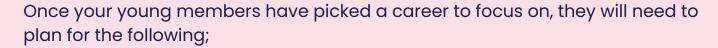
Careers and Ladders (60 Minutes)



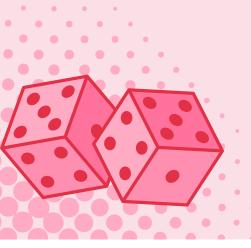




For this activity ask your young members to get into pairs or groups of three. They will be designing their own board game based on their chosen career.



- Title of their game.
- Game rules.
- Game objective.
- How many players are needed.



Once everything has been planned, it is now time to make the game! Young members can use any materials they like, so if needed they can bring items from home. It's important that members share the responsibilities of making the games to practice leadership, collaboration, and communication.

When all completed you can have another session where your unit shows off their amazing work and plays each groups game. 12





3 Scrapbooking Success (30 Minutes)









For this activity your members need to prepare photos and clippings of inspirational people, quotes, images etc. based on the personal goal they choose and bring them to the unit session.

First give your members a piece of paper or card. Ask your members to write a personal goal in the centre of their page, this could be 'go to University', 'be an actor', or 'help tackle climate change'. Now your members can stick their photos, quotes or images around the goal, creating their scrapbook of success!

You will need: Coloured pens, magazines, glue, tissue paper, other scrapbooking decorations.





Outcome



Girlguiding North West England has made this response to show support and solidarity for the issues that our young members face. We strive to make our members feel confident, safe, and included. Which is why Girlguiding's Girls' Attitudes Survey is fundamental to shaping our strategy to continue providing our young members with fun, adventure, and friendship!

When our young members express concerns about their futures, experiences of misogyny and sexism, and their mental health, we know we want to make a difference. We hope this resource will help begin conversations around these difficult topics and help our young members learn more, feel listened to, and to amplify one another to be strong, confident, and ambitious.

As well as the activities in this resource pack, our young members can participate in the **#IThinkMe** campaign - a campaign to reinforce positivity, to breakdown misconceptions, and to celebrate our differences. To take part in the campaign, print out the poster and write down a word that best describes your wonderful self.

Our young members are brave, kind, resourceful, funny, unstoppable! Our campaign hopes to highlight the part of ourselves we are most proud of, asking our members to reflect on their strengths, and show the world they aren't afraid to believe in themselves.

We would like to thank everyone who participated in the Girls' Attitudes Survey, your participation has revealed that there is still more to be done for our young members. We at Girlguiding North West England will continue to advocate, highlight, and lift the voices of our young members. We want to show young members they can do anything!



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