girl scouts



Success Factor!
The Girl Scout Impact Study

New research finds that Girl Scouts is linked to success! Girl Scouts shine above their peers in leadership, academics, career aspirations and hope for the future:

LEADERSHIP OUTCOMES. Girl Scouts are more likely than non-Girl Scouts to:

- Have a strong sense of self (80% vs. 68%)
- Have positive values (75% vs. 59%)
- Seek challenges and learn from setbacks (62% vs. 42%)
- Develop and maintain healthy relationships (60% vs. 43%)
- Exhibit community problem-solving skills (57% vs. 28%)

ACADEMIC ACHIEVEMENT. Girl Scouts are more likely than non-Girl Scouts to:

- Earn "excellent" grades (53% vs. 45%)
- Expect to graduate high school (88% vs. 83%)
- Expect to graduate college (70% vs. 60%)

CAREER ASPIRATIONS. Girl Scouts are more likely than non-Girl Scouts to:

- Desire a career in STEM (26% vs 14%).

HOPE FOR THE FUTURE. Girl Scouts are more likely than non-Girl Scouts to:

- Expect to have a great future (73% vs. 64%).



4 IN 5 Girl Scouts are **leaders** compared to 2 in 5 non-Girl Scouts

When it comes to benefiting girls, Girl Scouts delivers the goods:

A VARIETY OF FUN AND CHALLENGING ACTIVITIES. Girl Scouts are more likely than non-Girl Scouts to participate in:

- Healthy activities, like exercise and eating right (82% vs. 69%)
- Leadership activities when working in a group (79% vs. 44%)
- Community service activities, like volunteering (79% vs. 37%)
- Outdoor activities, like hiking or camping (76% vs. 43%)
- Money management activities, like how to spend and save (65% vs. 36%)
- STEM activities, like science experiments and building robots (60% vs. 35%)

SUPPORTIVE ADULT RELATIONSHIPS. Girl Scouts are more likely than non-Girl Scouts to have an adult in their lives who helps them:

- Pursue their goals (74% vs. 67%)
- Think about their future (71% vs. 66%)

ACTIVE LEARNING. Girl Scouts are more likely than non-Girl Scouts to:

- Work collaboratively with others on group projects (86% vs. 61%)
- Engage in hands-on activities and reflect on what worked/didn't work (81% vs. 59%)
- Take an active role in decision making (80% vs. 51%)

Girl Scouts can buffer girls against negative outcomes at a crucial time in their lives.

- **While it is common for a girl's sense of self to decline in middle school, Girl Scouts exhibit a slight lift in theirs during this time.**
- **During middle school, non-Girl Scouts experience a dramatic drop in interest and involvement in their communities, whereas Girl Scouts' desire to solve problems in their communities increases.**
- **Also at this time, Girl Scouts remain confident about their futures, whereas non-Girl Scouts are more likely to question theirs.**

METHODOLOGY: An online survey was conducted by the research firm Decision Analyst and consisted of 3,014 girls (1,507 Girl Scouts, 1,507 non-Girl Scouts) aged 5–18. Quotas were set by age, race/ethnicity, region, and family income to achieve a nationally representative sample. For more information, contact gsresearch@girlscouts.org.