Top Reasons Why Girls Should Get Outdoors
Findings from the 2014 More than S’mores Report*

1. Girls really enjoy outdoor activities in Girl Scouts.
3. Girl Scouts who get outdoors are twice as likely to connect with and care for the environment than non-Girl Scouts.
4. Girls of color and girls in lower socioeconomic backgrounds report even stronger benefits from outdoor experiences.

“It was my first time on the water, in a lake. I was scared at first but when I started to paddle I got the hang of it. I really loved it.”
10-year-old Girl Scout, Missouri

Because of Girl Scouts...

71% of girls tried an outdoor activity for the first time.
48% of girls helped other girls do an outdoor activity.
71% of girls improved an outdoor skill.
29% of girls overcame a fear of an outdoor activity.

*More Than S’mores, a 2014 study by the Girl Scout Research Institute, talked to nearly 3,000 Girl Scouts in fourth-through-eighth-grade.

Start the fun now! girlscouts.org/join