The Girl Scout Alum Difference:
A Lifetime of Courage, Confidence, and Character

2021 Report by the Girl Scout Research Institute
Introduction

For over 100 years, Girl Scouts has offered girls the best leadership development experience in the world. The Girl Scout Leadership Experience is a research-based leadership development program that builds girls of courage, confidence, and character, who make the world a better place.

In Girl Scouts, girls develop a strong sense of self, learn positive values, seek out and overcome challenges, develop and maintain healthy relationships, and develop interest in and learn ways to positively impact their community (The Girl Scout Impact Study, 2017).

Past research from the Girl Scout Research Institute (GSRI) on alums shows that the impact of Girl Scouts continues well into adulthood¹. The current study builds on prior research to assess how participation in Girl Scouts is linked to later life success among adult alums and delves into the additional benefits experienced by women who earned their Girl Scout Gold Award.

Research Goals

This study investigates the following questions:

**Alum Impact**

**How do Girl Scout alums rate the impact of Girl Scouts in their lives?**

- To what extent do they attribute their current achievements and success to their participation in Girl Scouts?
- How do Girl Scout alums fare when it comes to positive life outcomes—and how do they compare to women who were never Girl Scouts?

**Gold Award Advantage**

**How do Gold Award Girl Scout alums rate the impact of the Gold Award in their lives?**

- What do they see as the values and benefits of earning the Gold Award?
- How do they leverage the Gold Award in pursuing their education, career, and/or philanthropic goals?

**Outcomes evaluated in this study**

- Courage, confidence, and character
- Education & Career Success
- Leadership
- Community & Civic Engagement
- Life Satisfaction
Girl Scout Alum Facts

**Incidence rate**
This study indicates that more than 1 in every 3 adult women in the United States were Girl Scouts at some point in their lives. Based on current U.S. government population estimates, there are approximately 143 million adult women in the United States. The Girl Scout alum community is over 50 million strong.

The average length of participation in Girl Scouting was three years.

**Program Tenure for Girl Scout Alums**

- 1 year or less: 16%
- 2–3 years: 45%
- 4–6 years: 26%
- 7+ years: 13%
The Positive Impact of Girl Scouting

Girl Scout alums attribute positive outcomes to their participation in Girl Scouts. Longer term participation and engagement in highest awards are linked to greater perceptions of impact.

7 in 10 (68%)
Girl Scout alums assert that Girl Scouts has had a positive impact on their lives.

Percentage of Alums Who Assert Girl Scouts Had a Positive Impact

Starting in fourth grade, Girl Scouts can begin to take action in their communities through the Girl Scout highest awards. Through these awards, girls learn important leadership skills, discover their passions, and plan and lead projects that create big change in their communities. This study found that the more alums were engaged with highest awards as Girl Scouts, the greater their perception of the impact of Girl Scouts on their life outcomes.

Percentage of Alums Who Agree Girl Scouts Had a Positive Impact by Highest Award Earned

3. The Bronze Award can be earned by Girl Scout Juniors (4th and 5th grade girls), the Silver Award can be earned by Girl Scout Cadettes (5th, 6th, 7th, and 8th grade girls), and the Gold Award can be earned by Girl Scout Seniors or Ambassadors (9th, 10th, 11th, and 12th grade girls). More information about the Girl Scout highest awards can be found at https://www.girlscouts.org/en/our-program/highest-awards.html.
Alums say Girl Scouts laid the foundation for their success.

Girl Scouts helped

1. **Set them on a path for achievement and success.**
   - 64% encouraged to set high goals for their lives
   - 54% contributed to their overall success in life
   - 48% contributed to their work or career success

2. **Connect them to something bigger than themselves—linking them to community and to a network of girls and women around the world.**
   - 61% became more responsible members of their communities
   - 60% inspired their commitment to community service or volunteering
   - 59% felt part of a national or global sisterhood
   - 53% equipped to solve problems in their communities

3. **Develop their passions and interests.**
   - 64% developed outdoor skills, including environmental stewardship
   - 43% developed their interest in business or entrepreneurship
   - 37% developed their interest in science, technology, engineering, or math (STEM)
Percentage of Alums who Say Girl Scouts Helped them Develop their Passions and Interests by Program Tenure

- Developed outdoor skills
  - 2–3 years: 47%
  - 4–6 years: 50%
  - 7+ years: 62%

- Developed interest in business or entrepreneurship
  - 2–3 years: 28%
  - 4–6 years: 42%
  - 7+ years: 45%

- Developed interest in STEM
  - 2–3 years: 34%
  - 4–6 years: 35%
  - 7+ years: 36%

Percentage of Alums who Say Girl Scouts Connected Them to Something Bigger than Themselves by Program Tenure

- Equipment to solve problems in their community
  - 2–3 years: 34%
  - 4–6 years: 51%
  - 7+ years: 58%

- Part of a global or national sisterhood
  - 2–3 years: 37%
  - 4–6 years: 60%
  - 7+ years: 62%

- Inspired commitment to volunteering
  - 2–3 years: 39%
  - 4–6 years: 59%
  - 7+ years: 64%

- Became a more responsible member of their community
  - 2–3 years: 42%
  - 4–6 years: 58%
  - 7+ years: 69%

Percentage of Alums who Say Girl Scouts Helped Set them on a Path for Achievement and Success by Program Tenure

- Contributed to work or career success
  - 2–3 years: 26%
  - 4–6 years: 47%
  - 7+ years: 52%

- Contributed to overall success in life
  - 2–3 years: 34%
  - 4–6 years: 50%
  - 7+ years: 62%

- Encouraged to set high goals for their life
  - 2–3 years: 47%
  - 4–6 years: 62%
  - 7+ years: 68%

Legend:
- One year or less
- 2–3 years
- 4–6 years
- 7+ years
Girl Scout alums are very satisfied with their lives today.

Girl Scout alums are more satisfied with life and with their relationships, education, financial circumstances, and careers than non-alums.

88% are satisfied with their lives overall versus 83% of non-alums.

87% say that they have been successful in achieving their goals in life versus 80% of non-alums.

The longer women were involved in Girl Scouts the more satisfied they are on all satisfaction indicators.

The percentage of alums satisfied with life by program tenure is as follows:

- **Life overall**: 78% (1 year or less), 89% (2-3 years), 90% (4-6 years), 95% (7+ years)
- **Financial circumstances**: 59% (1 year or less), 71% (2-3 years), 70% (4-6 years), 68% (7+ years)
- **Career**: 56% (1 year or less), 70% (2-3 years), 68% (4-6 years), 79% (7+ years)
- **Education**: 75% (1 year or less), 86% (2-3 years), 89% (4-6 years), 89% (7+ years)
- **Friendships**: 78% (1 year or less), 89% (2-3 years), 89% (4-6 years), 89% (7+ years)

Nearly 9 in 10
Girl Scout alums exhibit courage, confidence, and character.

Girl Scout alums are more likely than non-alums to excel across a variety of positive life outcome metrics.

Percentage of Alums Exhibiting Courage, Confidence, and Character

<table>
<thead>
<tr>
<th>Character</th>
<th>Positive values</th>
<th>Positive self-image</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am not afraid</td>
<td>74%</td>
<td>61%</td>
</tr>
<tr>
<td>I am ambitious</td>
<td>62%</td>
<td>48%</td>
</tr>
<tr>
<td>I take on challenges</td>
<td>53%</td>
<td>53%</td>
</tr>
<tr>
<td>to improve myself</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I learn from failures</td>
<td>36%</td>
<td>46%</td>
</tr>
<tr>
<td>and setbacks</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Courage

Girl Scout alums exhibit courage. They take on challenges, persist when encountering failure, and are determined and motivated to achieve their goals. They are more likely than non-alums to say:

- I learn from failures and setbacks. 75% versus 66%
- I take on challenges to improve myself. 61% versus 50%
- I am ambitious. 58% versus 49%
- I am not afraid to take risks. 48% versus 42%
**Character: Positive Self-image**

Girl Scout alums possess a positive self-image. They feel a sense of purpose, meaning, and conviction in living their values. They are more likely than non-alums to say:

<table>
<thead>
<tr>
<th>Statement</th>
<th>Alums</th>
<th>67% vs. Non-Alums</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am a good person and live a good life.</td>
<td>82%</td>
<td>versus 68%</td>
</tr>
<tr>
<td>I lead a purposeful and meaningful life.</td>
<td>67%</td>
<td>versus 54%</td>
</tr>
<tr>
<td>I am optimistic about the future.</td>
<td>65%</td>
<td>versus 53%</td>
</tr>
</tbody>
</table>

**Confidence**

Girl Scout alums are confident. They are sure of themselves and their ability to set and achieve their goals. They are more likely than non-alums to say:

<table>
<thead>
<tr>
<th>Statement</th>
<th>Alums</th>
<th>70% vs. Non-Alums</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am competent and capable in the activities</td>
<td>81%</td>
<td>versus 67%</td>
</tr>
<tr>
<td>that are important to me.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I try to be the very best at the things I do.</td>
<td>80%</td>
<td>versus 70%</td>
</tr>
<tr>
<td>I generally accomplish what I set out to do.</td>
<td>74%</td>
<td>versus 63%</td>
</tr>
<tr>
<td>I am confident in my abilities.</td>
<td>70%</td>
<td>versus 62%</td>
</tr>
</tbody>
</table>

**Character: Positive Values**

Girl Scout alums possess positive values. They feel a sense of conviction toward honesty, caring for others, and standing up for their beliefs. They are more likely than non-alums to say:

<table>
<thead>
<tr>
<th>Statement</th>
<th>Alums</th>
<th>73% vs. Non-Alums</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am honest and trustworthy.</td>
<td>89%</td>
<td>versus 80%</td>
</tr>
<tr>
<td>I stand up for my beliefs and values.</td>
<td>79%</td>
<td>versus 69%</td>
</tr>
<tr>
<td>I actively contribute to the happiness and</td>
<td>73%</td>
<td>versus 60%</td>
</tr>
<tr>
<td>well-being of others.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Girl Scout alums outperform in education and career attainment.

**Girl Scout alums are more satisfied with their education and attain higher levels of education than non-alums.**

The length of time in Girl Scouts is positively correlated to attaining higher levels of education. Girl Scout alums who participated for four or more years completed more years of education⁴.

43% of Girl Scout alums have completed at least a 4-year college degree⁵, compared to 32% of non-alums.

78% have attended at least some college, compared to 65% of non-alums.

**Educational Attainment**

<table>
<thead>
<tr>
<th></th>
<th>Non-alums</th>
<th>Girl Scout alums</th>
</tr>
</thead>
<tbody>
<tr>
<td>High school or less</td>
<td>31%</td>
<td>19%</td>
</tr>
<tr>
<td>Trade school</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Some college or associate degree</td>
<td>33%</td>
<td>35%</td>
</tr>
<tr>
<td>Bachelor's degree</td>
<td>20%</td>
<td>26%</td>
</tr>
<tr>
<td>Graduate degree</td>
<td>12%</td>
<td>17%</td>
</tr>
</tbody>
</table>

**Girl Scout alums are more likely to be in management positions at work, more satisfied with their careers, and more likely to want to have a positive impact on society through their work.**

42% of Girl Scout alums hold management positions, compared to 37% non-alums.

76% of Girl Scout alums think it is important to make a positive impact on society through their work, compared to 65% of non-alums.

68% of Girl Scout alums are satisfied with their careers, compared to 60% of non-alums.

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4. This finding remained consistent for alums of all races.
5. In 2019, 36.6% of women in the United States completed four years or more of college. [https://www.statista.com/statistics/184272/educational-attainment-of-college-diploma-or-higher-by-gender/](https://www.statista.com/statistics/184272/educational-attainment-of-college-diploma-or-higher-by-gender/)
Alums engage in community and take civic action.

Girl Scout alums are more likely to volunteer and contribute financially to causes they care about than non-alums. Girl Scout alums are invested in supporting their communities by donating their time and money and in making a difference in the world through civic action.

48% of Girl Scout alums volunteer, compared to 33% of non-alums.

62% of Girl Scout alums donate money, compared to 47% of non-alums.

Top causes alums support through volunteering and donations

- Animal welfare
- Religion
- Education
- Health
- Youth services
- Girls’ and women’s causes

The longer alums were in Girl Scouts, the more likely they are to volunteer regularly and to donate money to causes as adults.

Percentage of Alums Who Donate Time and Money by Girl Scout Tenure

- 15% of non-alums volunteer and donate money
- 47% of alums 1 year or less volunteer and donate money
- 47% of alums 2–3 years volunteer and donate money
- 60% of alums 4–6 years volunteer and donate money
- 70% of alums 7+ years volunteer and donate money

The longer alums were in Girl Scouts, the more likely they are to volunteer regularly and to donate money to causes as adults.
Girl Scout alums take civic action.

Girl Scout alums are more likely to be civically engaged and to take civic action than non-alums.

58% of Girl Scout alums took at least one of the following civic actions in the 12 months prior to this study, compared to 43% of non-alums.

<table>
<thead>
<tr>
<th>Action</th>
<th>Girl Scout Alums</th>
<th>Non-Alums</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signed a petition</td>
<td>35% vs. 23%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wrote to, called, or visited elected official to express views</td>
<td>16% vs. 10%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advocated for a cause on social media</td>
<td>25% vs. 18%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Served on a committee or in a leadership position</td>
<td>13% vs. 6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Worked with others to address a community issue</td>
<td>22% vs. 14%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Held or ran for a public office</td>
<td>3% vs. 2%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Girl Scout alums exercise their right to vote:

86% are registered to vote, versus 76% of non-alums.

73% vote always or nearly always, versus 60% of non-alums.
Girl Scout alums shine in leadership.

Girl Scout alums are more likely to exhibit leadership attributes and hold more leadership roles than non-alums. They bring people together, make decisions, and get things done. The longer alums were in Girl Scouts, the more likely they are to exhibit leadership attributes.

Girl Scout alums are more likely to report having these attributes than non-alums.

- **I possess qualities and skills that make others respect me.**
  - 62% compared to 50% of non-alums

- **I bring people together to get things done.**
  - 53% compared to 43% of non-alums

- **I think of myself as a leader.**
  - 46% compared to 36% of non-alums

- **I have decision-making power at work or in my community.**
  - 42% compared to 31% of non-alums

6. Black and Latina alums exhibit even higher leadership traits than White alums; Black and Latina alums are more likely to identify as leaders (63% and 55% versus 44%), bring people together to get things done (75% and 68% versus 50%), and have decision-making power (66% and 59% versus 39%).
Girl Scout alums not only possess leadership attributes—the majority also engage in leadership roles across different spheres of life.

For example, Girl Scout alums are more likely than non-alums to have held leadership roles at work, in their own or their children's school, or as a volunteer. And when tallied, Girl Scout alums have held more leadership roles overall than non-alums.

84% of Girl Scout alums currently hold leadership roles.

Girl Scout alums think there should be more women in positions of leadership.

- 70% in their local community
- 73% in government
- 75% in business
The Gold Award Impact

The Girl Scout Gold Award is the mark of the truly remarkable. Girl Scouts who earn the Gold Award tackle issues of need and concern in their communities to drive lasting change. This study confirms the results of the *2016 The Power of the Girl Scout Gold Award: Excellence in Leadership and Life Report*. It also expands the body of knowledge about the skills Gold Award Girl Scouts develop and examines how these Girl Scouts leverage the Gold Award to achieve their goals and truly change the world. Additionally, this study finds that while being a Girl Scout is good in terms of life outcomes, earning a Girl Scout Gold Award is great.

**Benefits of the Gold Award**

Gold Award Girl Scouts developed key skills in earning the Gold Award that helped them succeed in life. Gold Award Girl Scouts describe themselves as “go-getters” and feel they acquired essential 21st-century employment skills through the process of earning the Gold Award. These skills gave them a boost in their academic and professional lives.

<table>
<thead>
<tr>
<th>Project management</th>
<th>Problem solving</th>
<th>Leadership</th>
<th>Decision-making</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resourcefulness</td>
<td>Self-confidence</td>
<td>Time management</td>
<td>Community building</td>
</tr>
<tr>
<td>Resilience</td>
<td>Teamwork</td>
<td>Research</td>
<td>Public speaking</td>
</tr>
</tbody>
</table>

“Being able to talk about project management and give an example of something I created was great for my first job interview.”

Gold Award Girl Scout
### Leveraging the Gold Award

Gold Award Girl Scouts agree that earning their Gold Award...

<table>
<thead>
<tr>
<th></th>
<th>Gave them skills to help in daily life</th>
<th>Gave them skills to help succeed professionally</th>
<th>Helped them get into college or graduate program</th>
<th>Helped them get a scholarship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helped them get a job</td>
<td>57%</td>
<td>44%</td>
<td>38%</td>
<td>11%</td>
</tr>
<tr>
<td>Inspired their career choice</td>
<td>85%</td>
<td>87%</td>
<td>75%</td>
<td>72%</td>
</tr>
<tr>
<td>Inspired their choice of college major</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Allowed for military enlistment at a higher pay grade</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

“Now that I am higher up in a leadership position in my career, I’ve noticed that many of the skills I learned and things that came naturally to me because I had this experience have been real big career builders.”

Gold Award Girl Scout

“I think one of the reasons why I am where I am is because the interviewer knew what the Gold Award was and appreciated the value of it.”

Gold Award Girl Scout

### Gold Award Girl Scouts leverage the Gold Award to support educational and professional advancements.

Gold Award Girl Scouts use the Gold Award to open doors educationally and professionally in the following ways:

<table>
<thead>
<tr>
<th>College applications or interviews</th>
<th>Resumes</th>
<th>Conversations with colleagues</th>
</tr>
</thead>
<tbody>
<tr>
<td>86%</td>
<td>82%</td>
<td>62%</td>
</tr>
<tr>
<td>Scholarship applications or interviews</td>
<td>Job interviews</td>
<td></td>
</tr>
<tr>
<td>76%</td>
<td>62%</td>
<td></td>
</tr>
</tbody>
</table>

Analysis was restricted to women age 39 and under to include millennial (1981–1995) and Generation Z (1996–2012) generations. We chose this subsample to reflect early- and mid-career women.
## Positive Impact of Girl Scouting

Over 90% of women who earned the Gold Award are proud to have been a Girl Scout and feel that Girl Scouting had a unique and positive impact in their lives.

Gold Award Girl Scouts attribute their commitment to community, development of essential life skills, and success in life to Girl Scouts.

### Gold Award Girl Scouts say that Girl Scouts...

<table>
<thead>
<tr>
<th>Description</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inspired their commitment to community service or volunteering</td>
<td>96%</td>
</tr>
<tr>
<td>Made them more responsible members of their communities</td>
<td>95%</td>
</tr>
<tr>
<td>Encouraged them to set high goals or aspirations for their lives</td>
<td>93%</td>
</tr>
<tr>
<td>Contributed to their success in life</td>
<td>92%</td>
</tr>
<tr>
<td>Developed their outdoor skills, including environmental stewardship</td>
<td>91%</td>
</tr>
<tr>
<td>Equipped them to solve problems in their communities</td>
<td>89%</td>
</tr>
<tr>
<td>Contributed to their work or career success</td>
<td>87%</td>
</tr>
<tr>
<td>Made them feel like part of a global or national sisterhood</td>
<td>83%</td>
</tr>
<tr>
<td>Developed their business or entrepreneurship skills</td>
<td>75%</td>
</tr>
</tbody>
</table>

I am proud to have been a Girl Scout.

I had experiences in Girl Scouts I could not get elsewhere.

I had positive experiences in Girl Scouts I could not get elsewhere.

Girl Scouting had a positive impact on my life.

I am proud to have been a Girl Scout.

I had experiences in Girl Scouts I could not get elsewhere.

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I am proud to have been a Girl Scout.

I had experiences in Girl Scouts I could not get elsewhere.
Positive Life Outcomes

Gold Award Girl Scouts are more likely to exhibit positive life outcomes than non-alums. Gold Award Girl Scouts are more likely to have a positive self-image, hold positive values, and exhibit confidence and courage compared to non-alums.

**Percentage of Girl Scout Gold Award Alums Who Exhibit Positive Life Outcomes**

<table>
<thead>
<tr>
<th>Character</th>
<th>Non-alums</th>
<th>Girl Scout alums</th>
<th>Gold Award Girl Scouts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Courage</td>
<td>36%</td>
<td>46%</td>
<td>57%</td>
</tr>
<tr>
<td>Confidence</td>
<td>53%</td>
<td>66%</td>
<td>84%</td>
</tr>
<tr>
<td>Positive values</td>
<td>62%</td>
<td>74%</td>
<td>87%</td>
</tr>
<tr>
<td>Positive self-image</td>
<td>48%</td>
<td>61%</td>
<td>82%</td>
</tr>
</tbody>
</table>

Gold Award Girl Scouts have courage. They take on challenges, persist when encountering failure, and stay determined to achieve their goals.

Gold Award Girl Scouts are confident. They are sure of themselves and their ability to set and achieve their goals.

Gold Award Girl Scouts have character.

- They have a positive self-image: They feel a sense of purpose, meaning, and conviction in living their values.
- They have positive values: They are honest, caring, and stand up for their beliefs.

Educational Attainment

Gold Award Girl Scouts are three times more likely to have earned a graduate degree than non-alums.

Gold Award Girl Scouts are more likely to have:

- Obtained a bachelor’s or graduate degree: 88% versus 32% non-alums
- Bachelor’s degree: 50% versus 20% non-alums
- Graduate degree: 38% versus 12% non-alums
Community and Civic Engagement

Gold Award Girl Scouts are three times more likely to volunteer for and more likely to donate to multiple causes compared to non-alums.

Gold Award Girl Scouts are much more engaged in their communities through volunteering, donating money, and advocating for others than non-alums. When it comes to the issues they support, Gold Award Girl Scouts are more invested in supporting organizations or causes that focus on youth, girls/women, and education.

Gold Award Girl Scouts:

<table>
<thead>
<tr>
<th>Volunteer Causes</th>
<th>Gold Award Girl Scouts</th>
<th>Girl Scout Alums</th>
<th>Non-alums</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youth-serving</td>
<td>49%</td>
<td>16%</td>
<td>8%</td>
</tr>
<tr>
<td>Girls’ &amp; Women's Causes</td>
<td>41%</td>
<td>16%</td>
<td>6%</td>
</tr>
<tr>
<td>Educational</td>
<td>36%</td>
<td>16%</td>
<td>8%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Donation Causes</th>
<th>Gold Award Girl Scouts</th>
<th>Girl Scout Alums</th>
<th>Non-alums</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youth-serving</td>
<td>44%</td>
<td>23%</td>
<td>13%</td>
</tr>
<tr>
<td>Girls’ &amp; Women's Causes</td>
<td>40%</td>
<td>24%</td>
<td>14%</td>
</tr>
<tr>
<td>Educational</td>
<td>36%</td>
<td>21%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Gold Award Girl Scouts are more civically engaged and more likely to be:

<table>
<thead>
<tr>
<th>Voting Frequently&lt;sup&gt;7&lt;/sup&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td>registered to vote</td>
</tr>
<tr>
<td>96%</td>
</tr>
<tr>
<td>versus 76% non-alums</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Voting Frequently&lt;sup&gt;7&lt;/sup&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td>voting</td>
</tr>
<tr>
<td>82%</td>
</tr>
<tr>
<td>versus 60% non-alums</td>
</tr>
</tbody>
</table>

<sup>7</sup> Voting refers to women who identified as voting always or nearly always.
Leadership in Action

Nearly all Gold Award Girl Scouts take on leadership roles in their everyday lives, far more than non-alums.

Gold Award Girl Scouts put their beliefs about women in leadership into action. Gold Award Girl Scouts fill leadership roles at work, in schools, and as volunteers in their communities. Additionally, when tallied, Gold Award Girl Scouts hold more leadership roles in their lives than non-alums.

Number of Leadership Roles

99% of Gold Award Girl Scouts take on leadership roles in their everyday lives and seven in ten have taken on three or more.

Where Girl Scout Alums Hold Leadership Roles

Non-alums | Girl Scout alums | Gold Award Girl Scouts

Work | 41% | 24% | 58%
Volunteer | 28% | 21% | 61%
School | 21% | 17% | 31%
Child's school | 14% | 18% | 21%
Religious institution | 11% | 20% | 36%
Local community | 3% | 8% | 11%
Civic organization | 3% | 5% | 4%
Politics | 16% | 31% | 11%
None | 1% | 8% | 11%

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None | 1% | 8% | 11%
Attitudes Toward Women in Leadership

Gold Award Girl Scouts hold more inclusive beliefs about gender equality; they are more likely to express the need for women’s representation in top leadership positions than non-alums.

Gold Award Girl Scouts are more likely than non-alums to want more women in leadership positions in

<table>
<thead>
<tr>
<th>Local communities</th>
<th>Business</th>
<th>Government</th>
</tr>
</thead>
<tbody>
<tr>
<td>85% versus 61%</td>
<td>88% versus 65%</td>
<td>88% versus 64%</td>
</tr>
</tbody>
</table>

Life Satisfaction

Gold Award Girl Scouts are significantly more satisfied in life—personally, with education, professionally, and financially—than non-alums.

More than 8 in 10 Gold Award Girl Scouts feel satisfied with their lives and achievements.

Percentage of Gold Award Girl Scouts who feel satisfied with their...

<table>
<thead>
<tr>
<th>Life overall</th>
<th>Education</th>
<th>Career</th>
<th>Financial circumstances</th>
</tr>
</thead>
<tbody>
<tr>
<td>97%</td>
<td>97%</td>
<td>84%</td>
<td>82%</td>
</tr>
</tbody>
</table>
Perceptions of the Gold Award

While Gold Award Girl Scouts and alums alike understand the prestige of the Gold Award, our research indicates that non-alums who are aware of the Gold Award also see the Gold Award as important and associate it with a variety of important skills and traits.

Percentage Who Associate Each of the Following Attributes with Someone Who Earned a Gold Award

- A go-getter attitude: 97% Gold Award Girl Scouts, 78% Girl Scout alums, 88% Non-alums
- Project management skills: 98% Gold Award Girl Scouts, 85% Girl Scout alums, 97% Non-alums
- Problem-solving skills: 97% Gold Award Girl Scouts, 79% Girl Scout alums, 87% Non-alums
- Leadership skills: 97% Gold Award Girl Scouts, 87% Girl Scout alums, 81% Non-alums
- Decision-making skills: 97% Gold Award Girl Scouts, 87% Girl Scout alums, 83% Non-alums
- Resourcefulness: 96% Gold Award Girl Scouts, 79% Girl Scout alums, 88% Non-alums
- Self-confidence: 96% Gold Award Girl Scouts, 80% Girl Scout alums, 88% Non-alums
- Time management skills: 96% Gold Award Girl Scouts, 86% Girl Scout alums, 97% Non-alums
- Community-building skills: 96% Gold Award Girl Scouts, 77% Girl Scout alums, 85% Non-alums
- Resilience: 94% Gold Award Girl Scouts, 75% Girl Scout alums, 85% Non-alums
- Teamwork or collaboration skills: 93% Gold Award Girl Scouts, 78% Girl Scout alums, 88% Non-alums
- Research skills: 87% Gold Award Girl Scouts, 75% Girl Scout alums, 80% Non-alums
- Public-speaking skills: 86% Gold Award Girl Scouts, 78% Girl Scout alums, 74% Non-alums
Significance and Implications

As with the 2012 *Girl Scouting Works: The Girl Scout Alumnae Impact Study*, this study found that Girl Scout alums are more likely than non-alums to exhibit the positive life outcomes promoted in Girl Scouts. These positive life outcomes provide the foundation for women to excel in education and careers, to become leaders at work and in their communities, and to be satisfied in their lives. Evidence suggests that participation in Girl Scouts is a powerful factor in developing these outcomes. The power of this influence is recognized by both Girl Scouts and non-Girl Scouts alike and Girl Scout alums leverage their Girl Scout experience to help reach their desired goals throughout their lives.

The findings from this study show that Girl Scout alums excel!

**Girl Scout alums are more likely than non-alums to:**

- Exhibit higher levels of courage, confidence, and character
- Attain higher levels of education and management positions at work
- Volunteer and contribute to causes they support
- Be civically involved
- Exhibit leadership attributes and hold more leadership roles
- Be more satisfied with life—personally, professionally, and financially

Additionally, this research validates findings in the 2016 report, *The Power of the Girl Scout Gold Award: Excellence in Leadership and Life*, which highlighted the extraordinary benefits experienced by earning the Girl Scout Gold Award.

**Gold Award Girl Scouts, compared to alums and non-alums, are even more likely to:**

- Exhibit courage, confidence, and character
- Attain a college or graduate degree
- Volunteer for or donate to multiple causes
- Hold three or more leadership roles
- Be more satisfied with life—personally, professionally, and financially

Gold Award Girl Scouts report that through earning the Gold Award, they developed essential 21st-century employment skills that give them a boost in their academic and professional lives. They affirm that the Gold Award helped them get into college or graduate programs, earn scholarships, and secure jobs.

This study confirms what Girl Scouts have known all along. Girl Scouts builds girls and women of courage, confidence, and character who are leaders in their lives, at work, and in their communities.
Appendix

Methodology
The study design included focus groups and quantitative surveys with women ages 18 to 75 and older from across the United States. The first phase of research involved formative focus groups with women who earned the Girl Scout Gold Award in Texas and in California. The second phase of research consisted of online surveys with a nationally representative sample (matched to census data on race/ethnicity, age, and income) of 800 women who were never Girl Scouts (non-alums), 1,000 Girl Scout alums, and an additional purposeful sample of 992 Gold Award Girl Scout alums.

The GSRI worked with Fluent Research to conduct this research; data were collected in January 2020.

Demographics

Age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Non-alums</th>
<th>Girl Scout alums</th>
<th>Gold Award Girl Scouts</th>
</tr>
</thead>
<tbody>
<tr>
<td>18–24 years</td>
<td>13%</td>
<td>13%</td>
<td>18%</td>
</tr>
<tr>
<td>25–29 years</td>
<td>11%</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>30–34 years</td>
<td>13%</td>
<td>13%</td>
<td>9%</td>
</tr>
<tr>
<td>35–39 years</td>
<td>13%</td>
<td>13%</td>
<td>9%</td>
</tr>
<tr>
<td>40–44 years</td>
<td>9%</td>
<td>9%</td>
<td>4%</td>
</tr>
<tr>
<td>45–49 years</td>
<td>9%</td>
<td>3%</td>
<td>8%</td>
</tr>
<tr>
<td>50–54 years</td>
<td>10%</td>
<td>11%</td>
<td>3%</td>
</tr>
<tr>
<td>55–64 years</td>
<td>11%</td>
<td>13%</td>
<td>8%</td>
</tr>
<tr>
<td>65–74 years</td>
<td>10%</td>
<td>14%</td>
<td>9%</td>
</tr>
<tr>
<td>75 years or older</td>
<td>3%</td>
<td>4%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Generations

<table>
<thead>
<tr>
<th>Generation</th>
<th>Non-alums</th>
<th>Girl Scout alums</th>
<th>Gold Award Girl Scouts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen Z</td>
<td>13%</td>
<td>13%</td>
<td>19%</td>
</tr>
<tr>
<td>Millennials</td>
<td>35%</td>
<td>28%</td>
<td>50%</td>
</tr>
<tr>
<td>Gen X</td>
<td>28%</td>
<td>28%</td>
<td>12%</td>
</tr>
<tr>
<td>Boomers+</td>
<td>24%</td>
<td>32%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Non-alums, Girl Scout alums, Gold Award Girl Scouts
Want to reconnect and engage with the network of Girl Scout alums?

Subscribe to the Girl Scout Network’s digital newsletter today at girlscouts.org/alum!