

**FOR IMMEDIATE RELEASE**

**NEW GIRL SCOUT PULSE POLL FINDS GIRLS HAVE INTEREST IN POLITICS  
BUT RELUCTANT TO PURSUE CIVIC CAREER**

**Girl Scouts of Greater Los Angeles works to inspire girls to pursue leadership in every field**

**LOS ANGELES, Oct. 31, 2014** – With the midterm Congressional elections upon us, the national Girl Scout Research Institute has just released results of a “pulse poll” targeting girls’ attitudes, interest, involvement, and perceptions with regard to the world of politics. The research found that a majority of today’s teen and tween girls are interested in politics (67 percent), and most are engaged in political, civic, or leadership activities (93 percent), but that only a minority (37 percent) are interested in pursuing a career in politics.

The pulse poll was conducted in September by the Girl Scout Research Institute with a national sample of more than 1,000 girls in the U.S. between the ages of 11 and 17, with demographics matched to the U.S. Census distribution of girls in this age range. While the vast majority of girls (83 percent) have already participated in civic activities such as a cause or campaign, or engaged with an organization they believe in, they stop short of envisioning political careers for themselves, seeing politics as a man’s world, partially attributable to a media lens that favors men.

Interestingly, the fact that girls by and large don’t want to enter politics does not point to a lack of faith in their own abilities. Eighty-four percent of girls say “I am smart enough to have a career in politics.” What they are calling for is more support and encouragement from society, the media, and adults, to pursue a career in politics. Sixty-five percent of girls feel more mentoring from current politicians and positive stories in the press would encourage them to pursue political careers.

This study underscores the goal of Girl Scouts’ national ToGetHerThere campaign, which hopes to balance the American leadership landscape in one generation.

Mirroring the cause locally, Girl Scouts of Greater Los Angeles (GSGLA) actively recruits women in a variety of leadership positions to serve as Girl Scout volunteers, role models for its 40,000 girl members. The council also seeks partnerships with corporations and like-minded organizations in order to lead more special events and programs where girls can engage with women leaders in the fields of business, government, STEM, and more.

“We’re here to make sure girls can envision themselves in any career,” said GSGLA CEO Lise L. Luttgens. “At Girl Scouts, we are constantly looking for new ways girls can learn and lead. Our goal is to help them discover that they can do and be anything.”

Furthermore, on Dec. 10, GSGLA will welcome approximately 900 of the most accomplished and influential women in Los Angeles to its second [ToGetHerThere Luncheon](#), which aims to celebrate female leadership and inspire 100 Emerging Leaders—Girl Scouts who are making a difference in their communities. At the luncheon, the girls will have an opportunity to meet and be matched with female executives who work in various careers for mentoring sessions. Of the 100 Emerging Leaders, about seven said they have aspirations of going into politics and government.

“I want to prove to the world that women are strong and capable of remarkable things,” said Emerging Leader Joanna H., who wants to work in government or law. “My goal is to use the power of my voice to improve society.”

To find out how to support Girl Scouts through volunteer and partnership opportunities or for information on the ToGetHerThere campaign and luncheon, visit [girlscoutsla.org](http://girlscoutsla.org). For more information on the Girl Scout Research Institute’s 2014 political “pulse poll,” visit [girlscouts.org](http://girlscouts.org).

**About Girl Scouts of Greater Los Angeles**

*Girl Scouts of Greater Los Angeles serves more than 40,000 girls in partnership with more than 20,000 volunteers throughout the diverse communities of Los Angeles County and parts of Kern, San Bernardino, and Ventura counties. The council engages girls through programs in Leadership, Business and Financial Literacy, Outdoor Adventure, STE[A]M (science, technology, engineering, art, math), and Healthy Living. To join, volunteer, reconnect, or support, visit [www.girlscoutsla.org](http://www.girlscoutsla.org) or call 213-213-0123.*

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