

Mentors Matter For Girls...EARLY

October 2022

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PULSE



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About The Study

Être, a mentorship platform that brings girls directly into companies to meet female leaders, **released a survey with YPulse**, the leading authority on Gen Z and Millennials, on the 10th Anniversary of Day of the Girl October 11, 2022 **demonstrating the quantifiable impact of mentorship on girls' confidence.**

This powerful new survey among 1000+ girls ages 13 to 18 - **the first of its kind since the pandemic, incorporating inclusive gender classifications and social media influence** - reveals the current state of next gen girls' confidence levels and uncovers where they're looking for guidance and the impact it has on their emotional lives.

Having seen first-hand the confidence boom that occurs when girls meet leaders face to face in boardrooms, **Être has teamed up with YPulse to do the math that mentors matter...and the earlier girls find them, the better.**

Methodology

In order to explore the role of mentors in respondents' lives, **Être and YPulse** launched a **13-minute online survey among n=1,540 young people aged 13 to 18 in the U.S.** This survey included a mix of respondents from across all U.S. regions and areas, with a range of grade levels, perceived household income, and a mix of race and ethnicities. By the end of fielding, we heard from **1001 Girls and 539 Boys, 64 of whom identify as non-binary, transgender, and other genders.**

We explored four key areas in the survey:

- 1. General demographic questions**
- 2. How respondents feel about “confidence”**
- 3. Their general experiences with mentorship and getting advice**
- 4. Their experiences having a mentor in one key area; STEM, Sports or Finance**

Executive Summary



Mentorship Boosts Girls' Confidence Exactly When It Matters Most

When Do Mentors Matter? **As Early As Middle School**

1



of girls say they would feel more confident if they had a mentor.

“Mentorship is having someone who helps guide you through things. Someone you look up to and hope to follow in their footsteps.” -15 year-old girl

2

Specifically,



of girls believe a mentor would be helpful for their future in **Finance**



say this for **STEM**

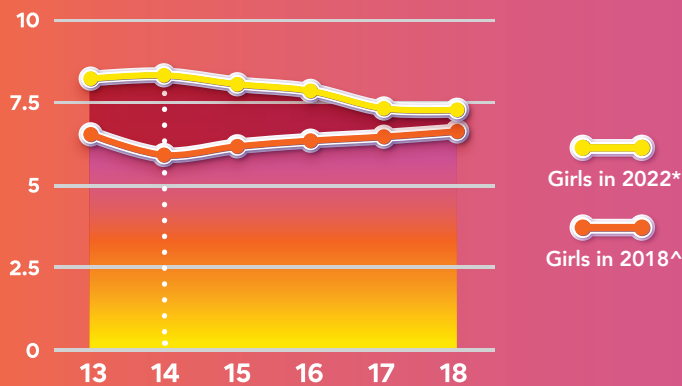


say this for **Sports**

3

And surprisingly... mentors matter to girls early

Q: How confident are you?



At age 14, girls are over 20% more confident than they were 5 years ago...

But unlike 5 years ago, confidence now declines after age 14.

At age 13, 42% of girls select smart as one of their top characteristics, compared to only 28% of 18-year-olds

Do the Math:

The earlier we introduce girls to confidence-building mentors, the better.

*2022 study, Mentors Matter for Girls...Early, gauged girls' confidence and thoughts around mentorship; run by YPulse, commissioned by Etre

^2018 study, The Confidence Code for Girls, gauged girls' confidence levels; run by YPulse in collaboration with the authors, Claire Shipman & Katty Kay

4

Because mentors springboard girls **out of their comfort zones and toward epic goals:**

9 in 10 girls interested in **STEM** agree that they'd be more **willing to work towards harder or scarier goals if they had a mentor encouraging them**

84% of girls interested in **STEM** say they'd be more likely to **raise their hand in class if they had a mentor supporting them**

5

How do today's girls want to meet mentors? **Social media.**

Nearly **3 in 4** girls would **send a mentor a DM on social media**

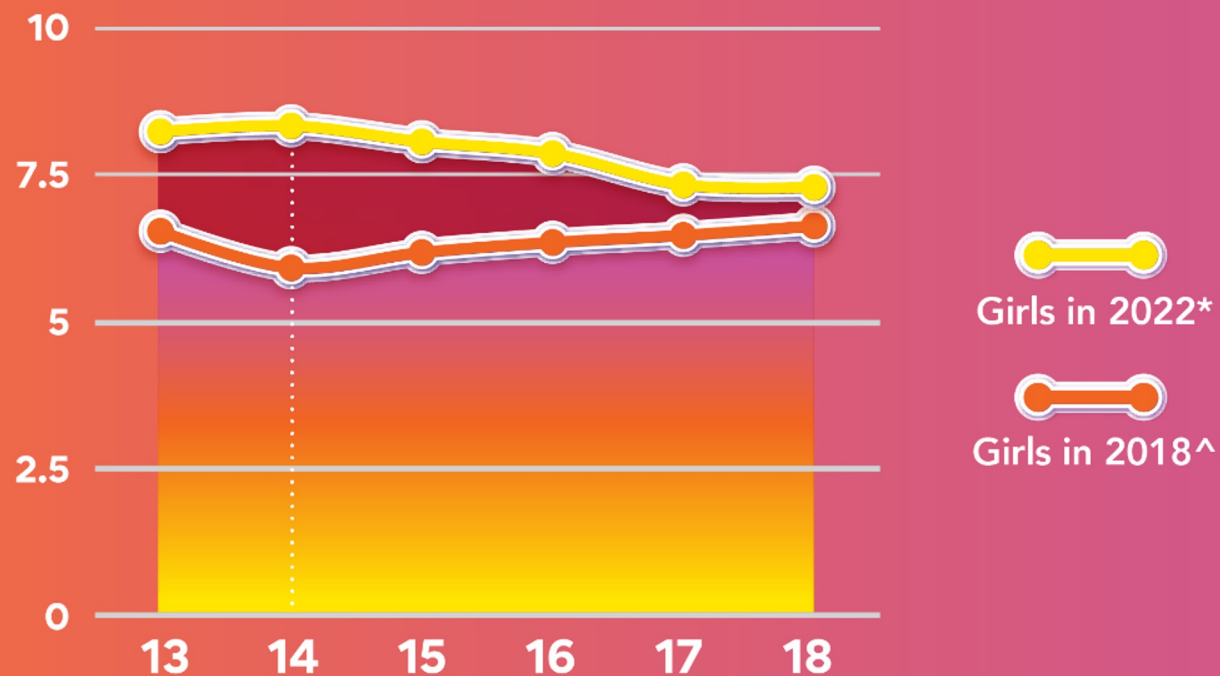
Girls' Overall Confidence

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In An Illuminating Discovery, Être Found Mentors Matter For Girls...Early.

Q: How confident are you?



At **age 14**, girls are over **20% more confident** than they were 5 years ago...

But unlike 5 years ago, **confidence now declines after age 14.**

At **age 13**, **42%** of girls select smart as one of their top characteristics, compared to only **28% of 18-year-olds**

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Most Teen Girls Don't Describe Themselves As Confident – And That Crisis Gets Worse As They Grow Up.

36%

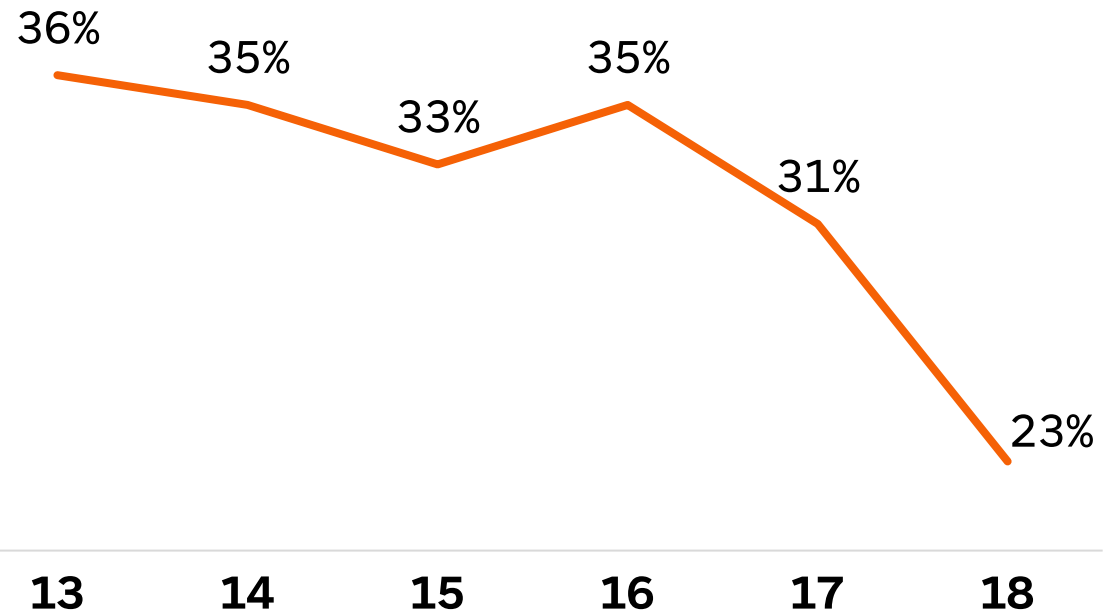
of girls aged 13 years-old describe themselves as confident

compared to only

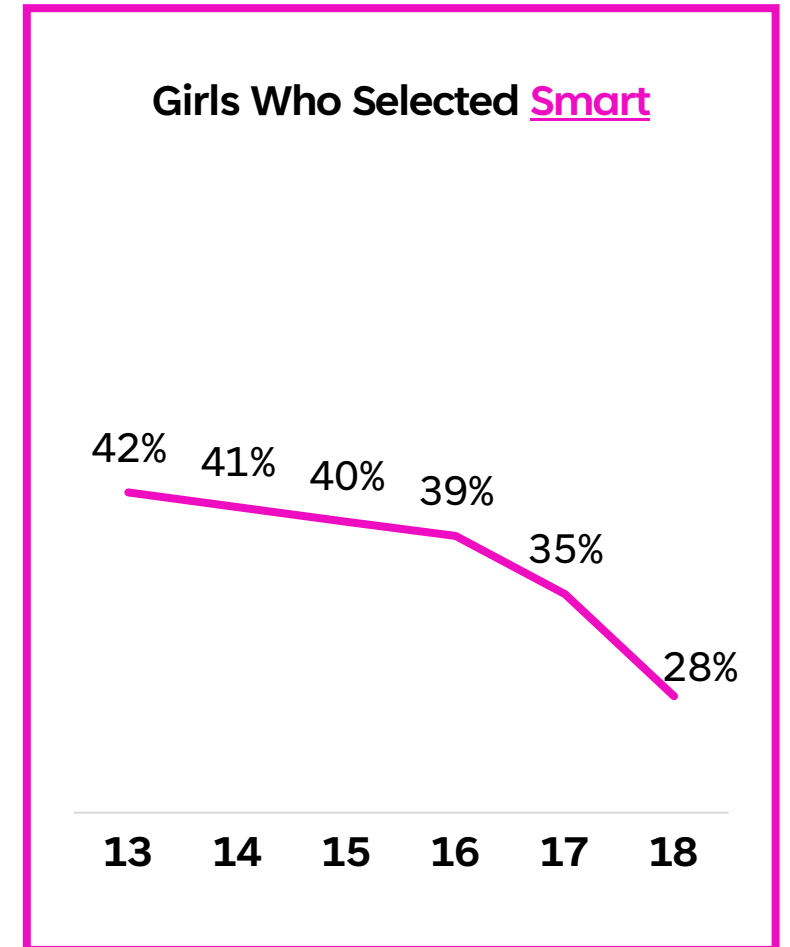
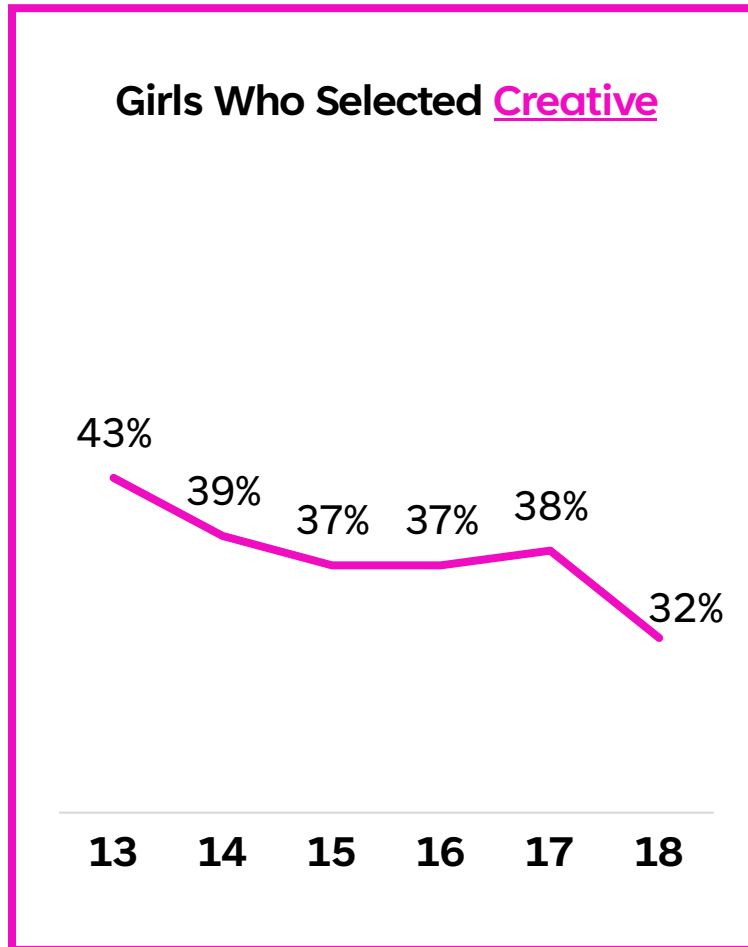
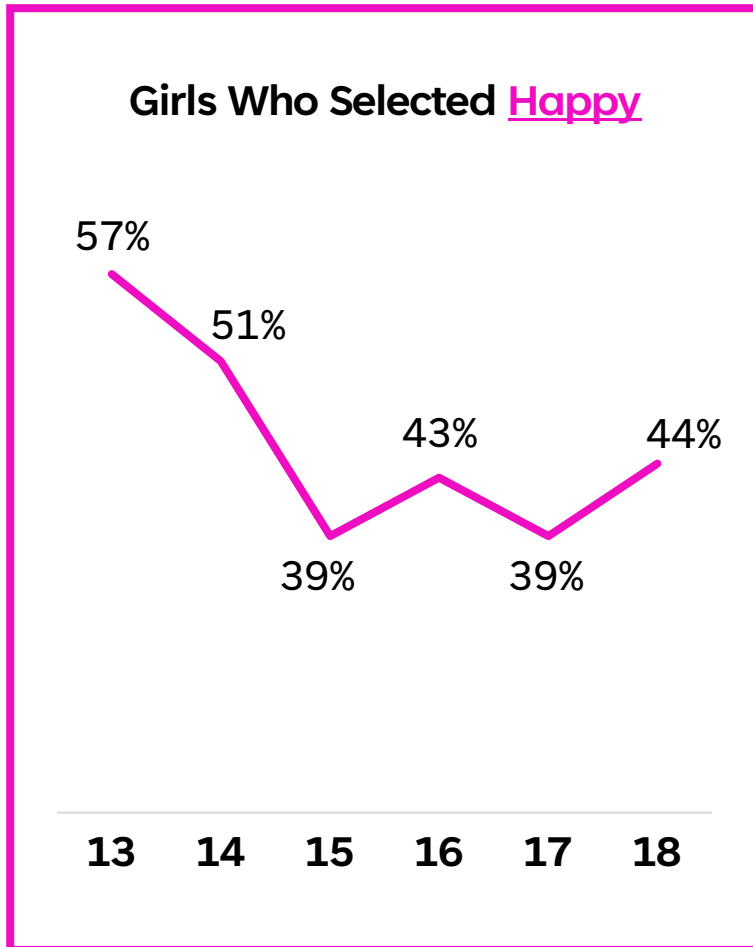
23%

of girls aged 18 years-old

Girls Who Selected **Confident** As One Of Top 5 Attributes To Describes Themselves



Comparing Confidence To The Other Top Attributes, We See A Similar Overall Decline As They Grow Up.



Girls See Themselves As Making Progress On Their Road To Confidence Post Pandemic.

68%

of girls say that they feel more confident in themselves now than they did *a year ago*

58%

of girls say that they feel more confident in themselves now than *before the pandemic*

13%

of girls say that they feel less confident in themselves now than they did *a year ago*

20%

of girls say that they feel less confident in themselves now than *before the pandemic*



What Mentorship Means To Girls



What Is A Mentor?

To Girls, a mentor is...

- Someone who guides them through current experiences, struggles, or goals
- A person with experience and success
- An inspiration
- A role model and an expert in their area
- Someone who wants to take on the responsibility of helping others

56%

of girls say gender does not matter to them when considering a mentor

75%

of girls say race and ethnicity does not matter to them when considering a mentor

66%

of **BIPOC** girls say race and ethnicity does not matter to them when considering a mentor

Girls' Definitions Of Confidence And Mentorship.

“Confidence means to be proud of yourself and the way you look, act, speak, and do things.”

15-year-old girl

“Confidence means being proud of the person you are and having the ability to stick to what you believe.”

14-year-old girl

“Mentors to me means someone is volunteering any time to help me learn about life and to grow in life to be a good person.”

14-year-old girl

“A mentor is someone you can turn to and ask for advice about anything. You’re comfortable talking with them about anything going on in your life and you learn from them.”

14-year-old girl

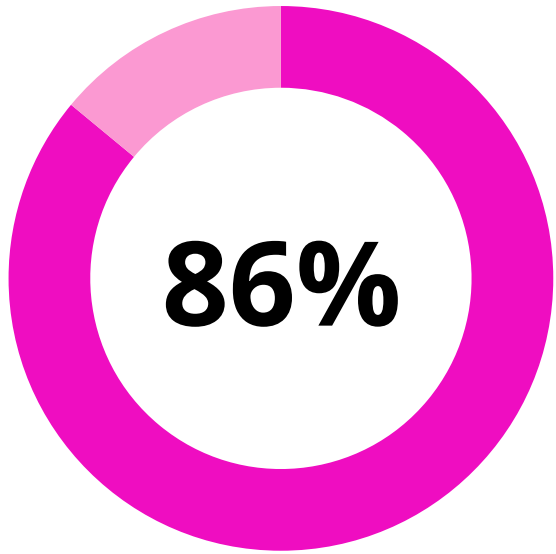
“A mentor is someone who helps you become the person you want to become and explains to you how to become that person. They guide you in the right direction.”

15-year-old girl

Mentorship Matters



Mentorship Increases Girls' Confidence.



of girls say they would feel more confident if they had a mentor.

“Mentorship is having someone who helps guide you through things. Someone you look up to and hope to follow in their footsteps.”

- 15-year-old girl





Girls Believe Mentorship Would Be Helpful For Their Future.

Believe A Mentor In Their Area Of Interest Would Be Helpful For Their Future

93%

of girls interested in Finance

86%

of girls interested in STEM

69%

of girls interested in Sports

Mentorship In Finance, STEM & Sports

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Girls Seek Out Mentors In Finance.

68%

say they have never had a mentor but would really like to have a mentor in the Finance area

59%

say they would want their mentor to be someone who is successful in the career they want to be in



Financial Mentorship Is Key To Girls' Confidence.

93%

say a Finance mentor would give them more confidence about their future career

91%

say a Finance mentor would make them smarter on how to use their money

86%

say they would be more likely to speak out or raise their hand in classes if they had a personal mentor to help with their confidence

89%

would feel better about entering the 'adult world' if they knew how to manage their finances with the help of a finance mentor

85%

say a Finance mentor would give them a better idea of exactly what they want to do when they get older

Girls Are Looking For A Mentor In STEM.

STEM mentorship will raise confidence and increase Girls' efforts toward reaching their future goals.

92%

of girls interested in STEM say that a STEM mentor would **give them more confidence about their future career**

71%

of girls interested in STEM say they **have never had a STEM mentor, but would really like to have one**

59%

of girls interested in STEM would **want their mentor to be someone who is successful in the career** they want to be in

39%

of girls interested in STEM say they would like to **learn from a mentor that works in new areas of technology**, such as the metaverse



Mentors Springboard Girls Out Of Their Comfort Zones And Toward Epic Goals.

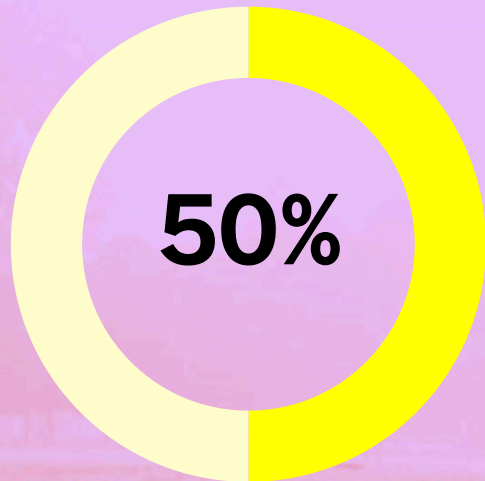
9 in 10

girls interested in **STEM** agree that they'd be more **willing to work towards harder or scarier goals** if they had a mentor encouraging them

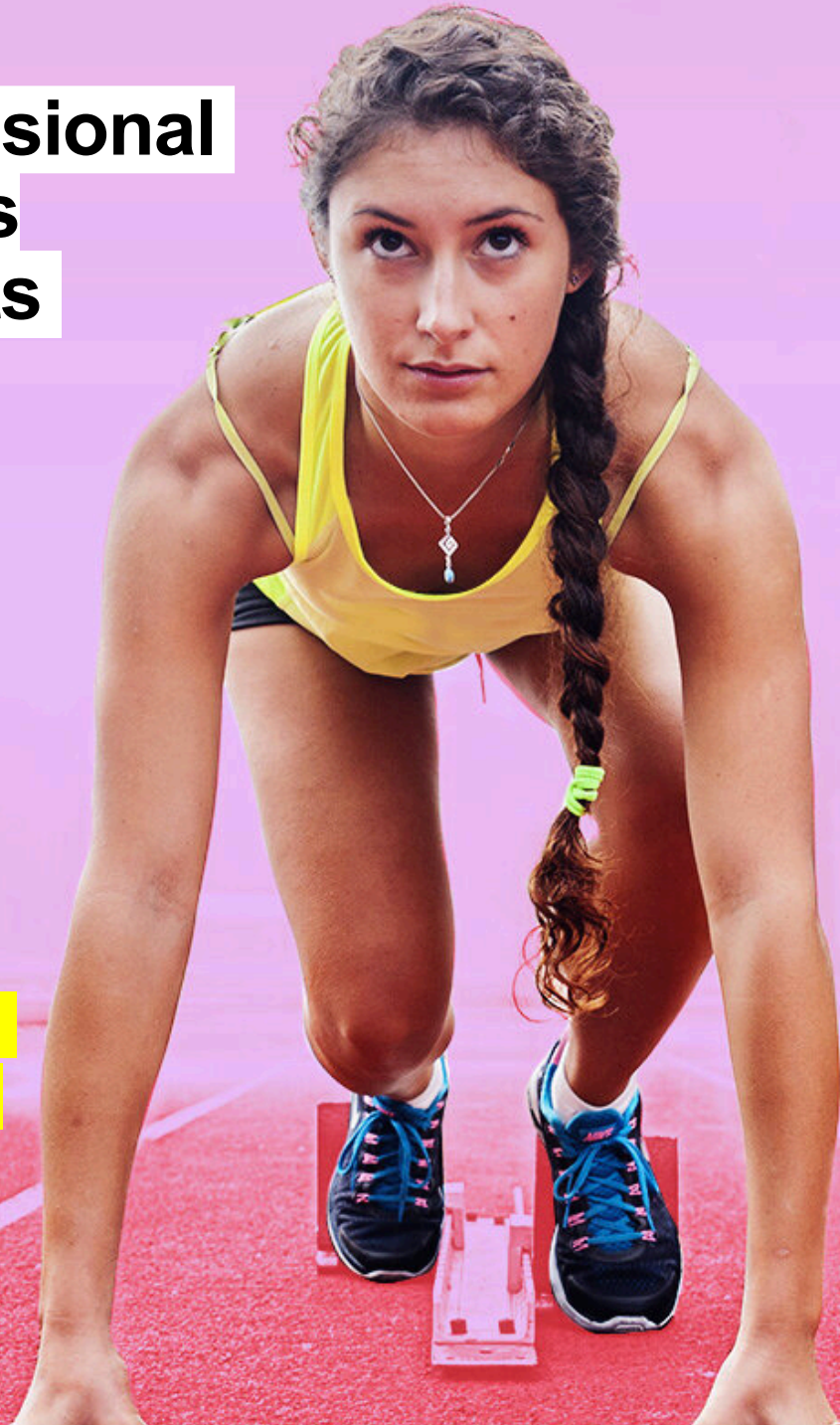
84%

of girls interested in **STEM** say they'd be more likely to **raise their hand in class** if they had a mentor supporting them

Coaches And Professional Or Collegiate Players Are The Go-To Sports Mentors For Girls.



Say they have never had a Sports mentor, but **would really want one**



50%

would want their mentor to be a coach

44%

would want their mentor to be someone who is successful in the sports they're interested in

38%

would want their mentor to be a professional player

31%

would want their mentor to be a collegiate player

Sports Mentors Boost Girls' Confidence.

80%

say a Sports mentor would give them a better idea of exactly what they want to do when they get older

77%

say a Sports mentor would give them more confidence about any future career they choose

74%

say they would feel more confident pursuing a career in Sports if they met a successful athlete

72%

say they would be more likely to try an off-season Sport they are interested in if they had a Sports mentor

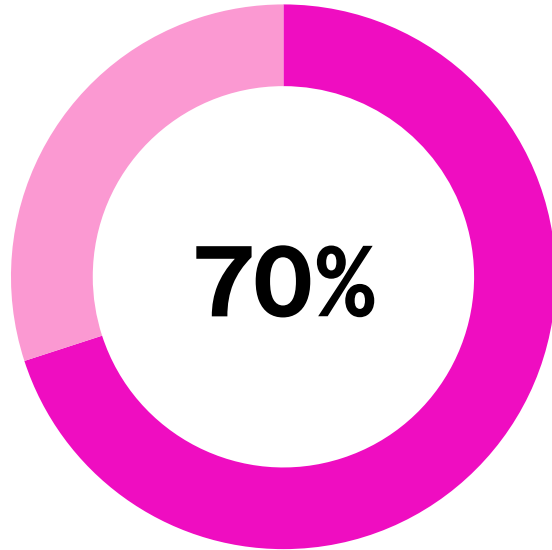
63%

say they'd be less likely to quit a Sport if they had a mentor

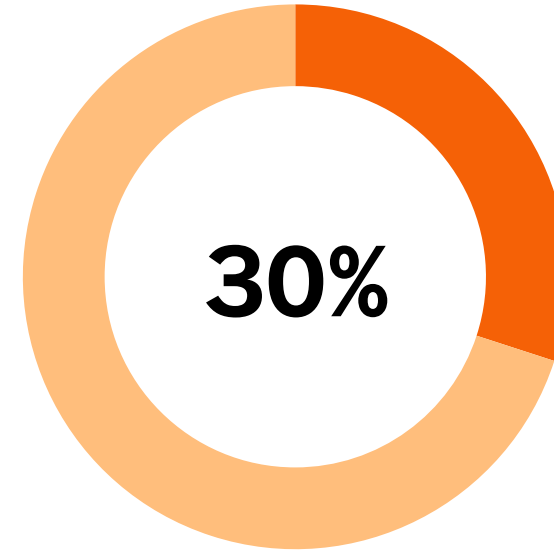
Where To Meet Mentors



Girls Want Mentors... But, Where To Start?



of girls are **interested in finding and reaching out to a mentor, but don't know where to start**



of girls say **they know of people who could be good mentors, but they're too scared to reach out**

Girls Welcome Mentorship At Any Point And Are Looking To Their Community...

67%

of girls believe that **finding a mentor at any point** in their journey will help them with their future

But...

33%

of girls **wish they found a mentor earlier** to help them plan their future

90%

of girls agree that it would be helpful if someone at school helped them meet a mentor in the areas they're interested in

85%

of girls **would like it if a community leader, family, friend, or neighbor helped them connect with a mentor**

84%

wish an organization existed that could help them find a mentor

...And They're Finding Mentors On Social Media.

78%

of girls would follow a social media account that would give them advice on finding a mentor

71%

of girls would send a mentor a DM on social media

64%

of girls are finding expertise, advice, and inspiration on social media

44%

of girls are turning to streaming platforms such as YouTube or Twitch to find mentors



Girls Interested In Finance And Sports Turn To Social Media And Head Online For Advice And Mentors.

57%

of girls interested in **Sports** feel confident to DM a sports legend for advice

48%

of girls interested in **Finance** say they've watched educational videos on YouTube

48%

of girls interested in **Finance** say they read articles online about wealthy people and how they manage money

47%

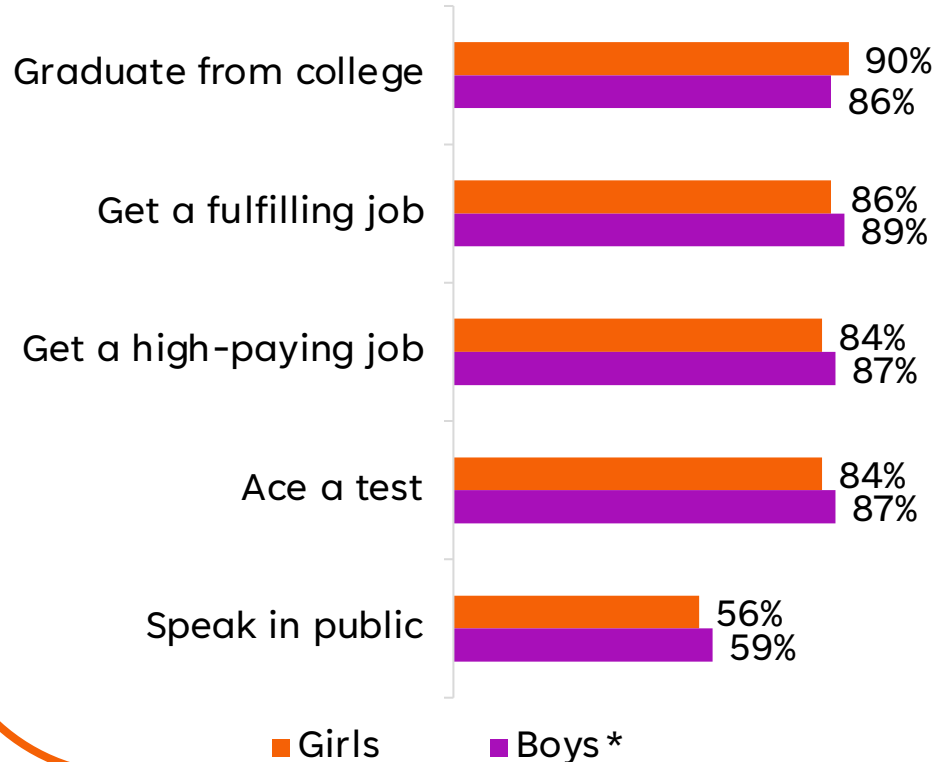
of girls interested in **Finance** say they follow finance experts on social media, like Instagram and TikTok

Confidence By Gender

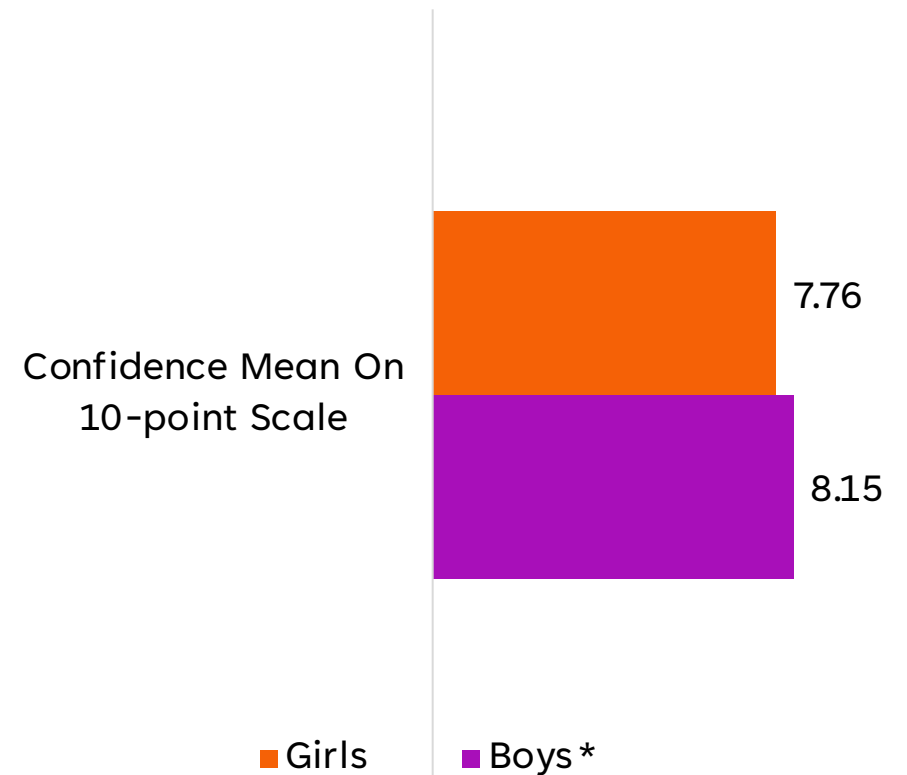
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Girls And Boys Express Similar Levels Of Confidence In Their Ability To Do The Following:

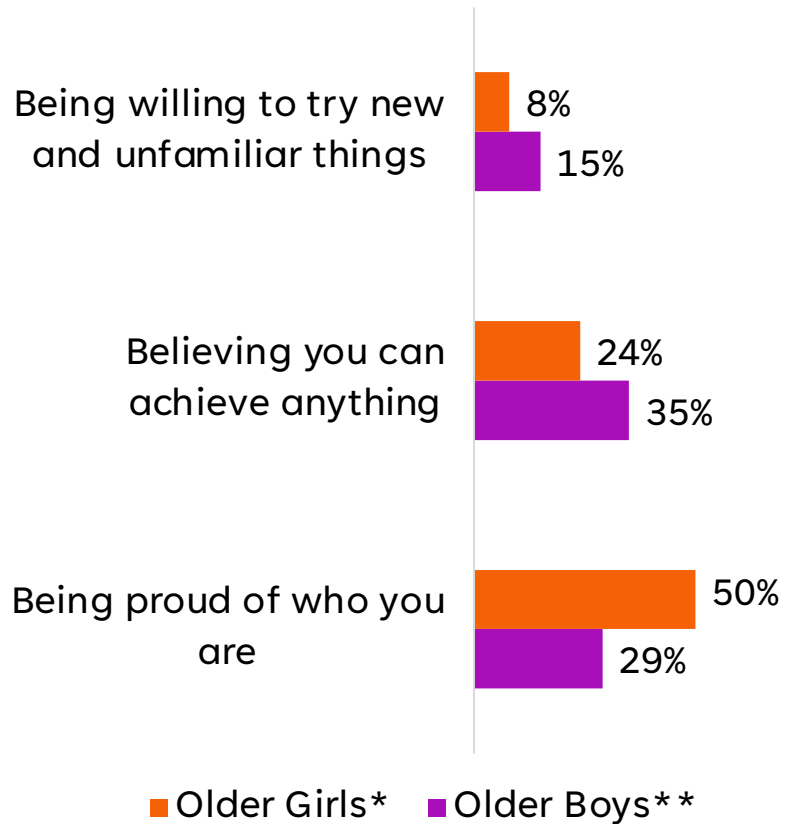


Yet Boys Still Exhibit Higher Levels Of Self-Confidence Than Girls.



*12% of Boys consists of non-binary, transgender, and other genders

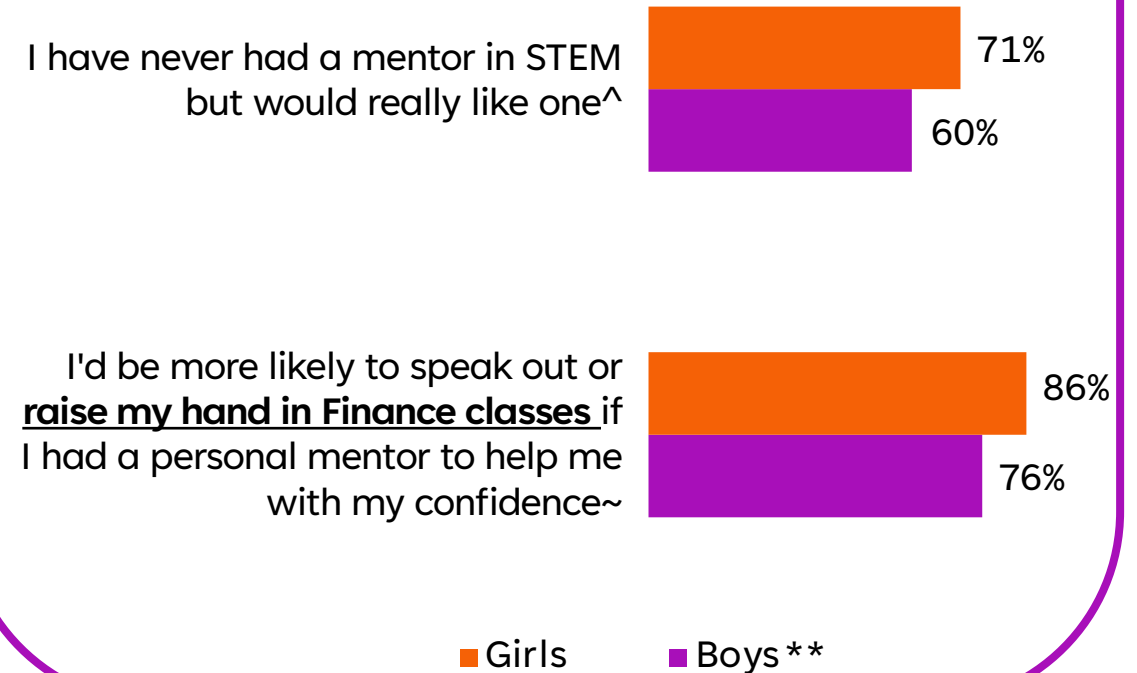
Older Girls And Older Boys Define Confidence Differently.



*Older Girls and Older Boys are ages 16-18;

**12% of Boys consists of non-binary, transgender, and other genders

Girls Are More Likely Than Boys To Acknowledge The Benefit Of Mentorship.



^This is of Girls and Boys who are interested in STEM

~This is of Girls and Boys who are interested in Finance

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