

# The Current State of Girls' Confidence:

How Mentors are Slamming the Confidence Gap Shut Like Lockers



**PULSE**

ÊTRE

GIRLS, WHO DO YOU WANT TO BE?

## ÊTRE'S CURRENT STATE OF GIRLS' CONFIDENCE SURVEY (2024)

### HOW MENTORS ARE SLAMMING THE CONFIDENCE GAP SHUT LIKE LOCKERS

A clear confidence gap occurs for girls in their teen years. From our boardroom experience bringing girls into companies to meet female leaders, and then doing the math to be sure, Être believes that early mentorship can slam the confidence gap shut like locker doors.

#### TOPLINE

Between 13 and 18 girls' **confidence drops by 20%**

Between 13 and 18 the percentage of girls who say they feel **smart drops by 50%**

Between 13 and 18 the percentage of girls who say they feel **optimistic drops by 52%**

Between 13 and 18 the percentage of girls who say they feel **stressed rises by 241%**

Between 13 and 18 the percentage of girls who say they feel **anxious rises by 88%**

**91%** of girls believe that **higher confidence is directly related to mentorship**

#### HOW MENTORS ARE SLAMMING THE CONFIDENCE GAP SHUT LIKE LOCKERS

**91%** of girls said they would be **more confident with a mentor** (up from 86% in 2022)

**89%** of girls with a mentor are more confident **making new friends** (vs. 79% without mentors)

**87%** of girls with a mentor are more confident **applying for internships** (vs. 70% without)

**83%** of girls with a mentor are more confident **trying out for a new team** (vs. 59% without)

**75%** of girls with a mentor are more confident **speaking in public** (vs. 50% without)

**93%** of girls said a mentor would **boost their confidence in finance** (same as 2022)

**93%** said this for **STEM** and **85%** said this for **sports** (up from 77% in 2022)

#### HOW GIRLS DEFINE MENTORS

"A mentor is someone who walked my path before me and who is willing to help me navigate my own journey." – 17-year-old girl

"Mentorship is having someone you can look up to and seek advice from. They are someone you trust and will help you no matter the circumstances." – 16-year-old girl

"Mentorship is a relationship where a more experienced person guides and supports a less experienced person to achieve their goals and develop their skills." – 14-year-old girl

#### SOONER IS BETTER

66% of girls say finding a mentor at any point in their journey helps them, but **34%** wish they had found a mentor earlier (*34% of girls already under 18*)

**CONFIDENCE IN FINANCE** – *girls will make better money decisions with a mentor*

**89%** of girls who don't have a finance mentor **really want one**

**94%** say a finance mentor would help keep them from getting into **too much debt**

**93%** say a finance mentor would give them **more confidence**

**93%** say a finance mentor would make them **smarter on how to use** their money

**93%** would feel better about entering the '**adult world**' if they had a finance mentor

**58%** say they learned about finance & money management **from their moms** (dad was 47%)

### **CONFIDENCE IN STEM** – *girls will stretch higher in STEM with a mentor*

- 86%** say they'd be more willing to work toward **harder or scarier goals** if they had a mentor
- 83%** say they'd be more likely to **speak out or raise their hand** in STEM classes with a mentor
- 93%** say a STEM mentor would give them **more confidence**
- 83%** of girls in STEM who don't have a mentor **really want one**
- 92%** say a STEM mentor would give them a better idea of what they want their **career to be**

### **CONFIDENCE IN SPORTS** – *mentors can keep girls from quitting their sports*

- 70%** would be less likely to **quit their sport** if they had a mentor
- 80%** would be more likely to **try an off-season sport** if they had a mentor
- 76%** would feel more confident **pursuing a career in sports** if they met a successful athlete
- 85%** say a sports mentor would give them **more confidence** (up from 77% in 2022)
- 80%** say a sports mentor would give them a better idea of what they want their **career to be**

### **OTHER INDUSTRIES**

- 81%** believe a mentor would be helpful for a future in social activism
- 81%** believe a mentor would be helpful for a future in media
- 75%** believe a mentor would be helpful for a future in fashion

### **SOCIAL MEDIA** - *the #1 place girls look to find expertise, advice & inspiration*

- 77%** feel it is up to them to find their own mentor
- 65%** are interested in reaching out to mentors but don't know where to start – turning to social
- 76%** would follow a social media account or influencer to give them advice on finding a mentor
- 70%** would send a mentor a DM on social media if they knew their account
- 47%** of those who are interested in finance follow finance experts on social media

### **WELL-BEING** - *self-perceptions & well-being are significantly more positive with a mentor*

**More girls who have a mentor** say they feel:

- Happy: 51% vs. 40%
- Smart: 45% vs. 33%
- Confident: 44% vs. 26%
- Optimistic: 30% vs. 17%

**Fewer girls who have a mentor** say they feel:

- Stressed: 24% vs. 41%
- Anxious: 18% vs. 36%

### **METHODOLOGY**

National survey conducted by YPulse and commissioned by Être, administered among 1000+ young girls ages 13 to 18 from December 8 to 29, 2023.

## ABOUT THE SURVEY

**Être**, a mentorship platform that brings girls directly into companies to meet female leaders, released its second annual survey with **YPulse**, the leading authority on Gen Z and Millennials, further demonstrating the quantifiable impact of mentorship on girls' confidence.

This powerful survey among 1000+ girls ages 13 to 18, incorporating inclusive gender classifications and social media influence, has been revamped and updated, exposing the confidence gap and staggering decline in self-image and mental well-being that occurs in the teen years and uncovering more compelling evidence for the need for early mentorship that continues through their teen years.

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



ÊTRE GIRLS  
MENTORS IN GIRLS' LIVES – WAVE 2  
**RESULTS**

LAST REVISED: FEBRUARY 2, 2024  
VERSION: FINAL

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**INTRO**

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This powerful survey among 1000+ girls ages 13 to 18, incorporating inclusive gender classifications and social media influence, has been revamped and updated, exposing the staggering decline in self-image and mental well-being that occurs in the teen years and uncovering more compelling evidence for the need for early mentorship that continues through their teen years.

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## TOP 10 TAKEAWAYS

1. Though girls' confidence levels have increased overall vs. 2022 levels, an **alarming decline in self-image and mental well-being** was observed as girls age.
2. Girls who have a mentor exhibit **higher confidence levels, a more positive self-image, and a healthier sense of well-being** than those who do not.
3. Nine in 10 girls directly attribute **higher confidence to mentorship**.
4. A mentor can be many things, but a mentor's **area of expertise** matters more than their demographics.
5. **Career planning and strategies for dealing with stress/anxiety** reflect the main opportunities for mentorship for girls – though they also see value in mentorship across a variety of topics, including **finance, STEM, and sports**.
6. Girls believe a **finance** mentor would:
  - a. Boost their confidence.
  - b. Equip them with critical financial skills.
  - c. Add clarity about their future career.
7. Girls believe a **STEM** mentor would:
  - a. Lend them confidence and clarity about their futures.
  - b. Empower them to raise the bar (and their hand).
8. Girls believe a **sports** mentor would:
  - a. Lend them confidence and clarity about their futures.
  - b. Inspire them to try something new and stick with it.
9. A main barrier to having a mentor is **knowing where to start and how to find one**.
10. Many take it upon **themselves** to find mentors – and they continue to find them on **social media**.

**CONFIDENCE AND SELF-ESTEEM**

**Overall, girls' confidence levels have increased compared to last year.**

- This year, the mean confidence for girls is 8.03 (out of 10) vs. 7.76 in 2022.
- 72% of girls say they feel **more confident** in themselves than they did a year ago (up from 68% in 2022).
- When asked to select up to 5 words from a list of 23 words that describe how they feel most days, the top words selected were:
  - Happy: 47%
  - Smart: 41%
  - Creative: 37%
  - Confident: 37%
  - Stressed: 30% (up from 26% in 2022)

**However, the decline in confidence as girls age is more staggering.**

- This year, mean confidence drops by 18% between age 13 and age 18, compared to a 12% decline observed last year.
  - 13-year-olds: 8.97 mean confidence on a 10-point scale
  - 14-year-olds: 8.24
  - 15-year-olds: 7.91
  - 16-year-olds: 7.95
  - 17-year-olds: 7.81
  - 18-year-olds: 7.40

**Similar declines are observed by age in the percentage of teen girls who feel smart, creative, or optimistic.**

Between ages 13 and 18...

- The percentage of girls who say they feel **Smart\*** is cut in half (51% decline compared to a 34% decline in 2022).
  - 13-year-olds: 54%
  - 14-year-olds: 44%
  - 15-year-olds: 38%
  - 16-year-olds: 36%
  - 17-year-olds: 45%
  - 18-year-olds: 27%
- The percentage of girls who say they feel **Creative\*** drops by 31% (compared to a 26% decline in 2022).
  - 13-year-olds: 50%
  - 14-year-olds: 35%
  - 15-year-olds: 31%
  - 16-year-olds: 42%
  - 17-year-olds: 34%



- 18-year-olds: 35%
- The percentage of girls who say they feel **Confident\*** drops by 20% (compared to a 35% decline in 2022).
  - 13-year-olds: 39%
  - 14-year-olds: 40%
  - 15-year-olds: 36%
  - 16-year-olds: 44%
  - 17-year-olds: 33%
  - 18-year-olds: 31%
- The percentage of girls who say they feel **Optimistic\*** drops by more than half (52% decline compared to a 22% increase in 2022).
  - 13-year-olds: 34%
  - 14-year-olds: 23%
  - 15-year-olds: 23%
  - 16-year-olds: 26%
  - 17-year-olds: 30%
  - 18-year-olds: 16%

### Meanwhile, stress and anxiety are on the rise as teen girls age.

Between ages 13 and 18...

- The percentage of girls who say they feel **Stressed\*** more than triples (241% increase compared to an 84% increase in 2022).
  - 13-year-olds: 13%
  - 14-year-olds: 23%
  - 15-year-olds: 32%
  - 16-year-olds: 30%
  - 17-year-olds: 36%
  - 18-year-olds: 44%
- The percentage of girls who say they feel **Anxious\*** nearly doubles (88% increase compared to an 68% increase in 2022).
  - 13-year-olds: 18%
  - 14-year-olds: 25%
  - 15-year-olds: 21%
  - 16-year-olds: 22%
  - 17-year-olds: 30%
  - 18-year-olds: 34%

\*Girls were asked to select up to five out of a total of 23 words to describe how they feel most days.



**THE IMPACT OF MENTORSHIP**

**Girls who have a mentor exhibit higher confidence, a more positive self-image, and an overall healthier well-being.**

- 64% of girls ages 13 to 18 say they currently have a mentor. (New Q in 2023)
- Mean confidence is significantly higher among girls who have a mentor vs. girls who do not.
  - Mean confidence among girls who have a mentor: **8.53** on a 10-point scale
  - Mean confidence among girls who don't have a mentor: **7.15**
- Further, self-perceptions and overall well-being are significantly more positive among girls who have a mentor vs. girls who do not.
  - More girls who have a mentor (vs. girls who do not) say they feel:
    - **Happy\***: 51% vs. 40%
    - **Smart\***: 45% vs. 33%
    - **Confident\***: 44% vs. 26%
    - **Optimistic\***: 30% vs. 17%
  - Fewer girls who have a mentor say they feel:
    - **Stressed\***: 24% vs. 41%
    - **Anxious\***: 18% vs. 36%

\*Girls were asked to select up to five out of a total of 23 words to describe how they feel most days.

**Girls who have a mentor are also more confident in their ability to do hard things.**

- Girls who have a mentor (vs. girls who do not) are more confident in their ability to...
  - Get a high-paying job: 92% vs. 79%
  - Make new friends: 89% vs. 72%
  - Apply for an internship: 87% vs. 70%
  - Try out for a new team: 83% vs. 59%
  - Reach out to people for help / advice on social media: 79% vs. 60%
  - Speak in public: 75% vs. 50%

**And 9 in 10 believe their higher confidence is directly related to mentorship.**

- 91% of those who have a mentor say they are more confident with a mentor.
- 91% of those who *do not* have a mentor say they *would be* more confident with a mentor.
- *(If using original question, 88% (8.92 out of 10) say they would feel confident if they had a mentor vs. the original 76% (8.03 out of 10) confidence question.*
  - *This is compared to 86% (8.74 out of 10) who say they would feel confident if they had a mentor vs. the original 73% (7.76 out of 10) confidence question in 2022.*

**WHAT IS A MENTOR?**

*“A mentor is someone who walked my path before me and who is willing to help me navigate my own journey.” – 17-year-old girl*

*“Mentorship is having someone you can look up to and seek advice from. They are someone you trust and will help you no matter the circumstances.” – 16-year-old girl*

*“Mentorship is a relationship where a more experienced person guides and supports a less experienced person to achieve their goals and develop their skills.” – 14-year-old girl*

**A mentor’s focus or expertise matters more than their demographics.**

- 58% of girls say a mentor focused on me and the career I’m interested in is very important vs. 42% who say any type of advice from someone successful would help me reach my goals.
- 75% say race and ethnicity do not matter to me when considering a mentor vs. 25% who would prefer a mentor of the same race / background.
  - 66% of BIPOC girls say race / ethnicity do not matter when considering a mentor.
- 54% say gender does not matter to me when considering a mentor vs. 46% who would prefer to have a mentor that is the same gender as they are.
  - 65% of boys say gender does not matter when considering a mentor.

**And the sooner they find a mentor, the better.**

- Although 66% of girls say finding a mentor at any point in their journey will help them with their future, 34% do wish that they had found a mentor earlier to help them plan their future.

**Career planning and dealing with stress / anxiety reflect the biggest opportunities for mentorship for girls.**

- Girls want more expertise, advice, and inspiration on:
  - Career planning / What they want to do when they grow up: 56%
  - How to deal with stress / anxiety: 54%
  - How to connect with people who are successful in the career I want to be in: 48%
  - How to maintain or improve my mental health: 47%
  - Understanding finances: 43%

**Yet, girls believe mentorship across a variety of areas would be helpful for their future.**

- The majority of girls believe a mentor in the following areas is or would be helpful for their future.
  - **Finance: 91%**
  - **STEM: 84%**

- Music / Art: 84%
- Culinary: 84%
- Social activism: 81%
- Media: 81%
- Fashion: 75%
- **Sports: 74%**

### MENTORSHIP IN FINANCE\*

\*Among girls who are interested in finance and were assigned to the finance section (n=174)

#### Girls seek out finance mentors.

- 56% of girls who are interested in finance have or have had a mentor in finance.
- Of those who have not, 89% would really like to have a mentor in the finance area.

#### Mom has been their biggest source of financial guidance to date.

- Girls have learned about finance, economics, money management, retirement, or making money from:
  - Their mom: 58%
  - Their own research: 48%
  - Their dad: 47%

#### However, someone in a successful career is who they want as a finance mentor.

- Girls say they would want the following to be their finance mentor:
  - Someone who is successful in the career they want to be in: 49%
  - A financial planner: 45%
  - A family member: 44%

#### A mentor in the finance world would...

##### 1. Boost their confidence.

- 93% say a finance mentor would give them more confidence about their future goals.
- 87% would be more likely to speak out or raise their hand in finance classes if they had a personal mentor to help them with their confidence.

##### 2. Equip them with critical financial skills.

- 94% say a finance mentor would help keep them from getting into too much debt.
- 93% say a finance mentor would make them smarter on how to use their money.
- 93% say they would feel better about entering the 'adult world' if they knew how to manage their finances with the help of a finance mentor (up from 89% in 2022).

##### 3. Add clarity about their future career.

- 87% say a finance mentor would give them a better idea of exactly what they want to do for their future career.

**Girls who have a finance mentor exhibit more knowledge / usage of financial products and activities.**

- Among those who have or have had a mentor in finance (vs. those who have not):
  - 47% read finance books (vs. 12%)
  - 44% use finance apps (vs. 25%)
- And they exhibit higher confidence in their knowledge of the following:
  - Savings accounts: 98% vs. 83%
  - Financial aid / scholarships: 96% vs. 79%
  - Having a checking account: 92% vs. 80%
  - General investments: 91% vs. 54%
  - Student loans: 87% vs. 62%
  - Filing taxes: 83% vs. 41%
  - Retirement accounts: 79% vs. 41%

### MENTORSHIP IN STEM\*

\*Among girls who are interested in STEM and were assigned to the STEM section (n=215)

#### Girls want STEM mentors.

- 49% of girls who are interested in STEM have or have had a mentor in STEM.
- Of those who have not, 83% would really like to have a mentor in the STEM area.

#### Someone in a successful career or a teacher would make an ideal STEM mentor.

- Girls say they would want the following to be their STEM mentor:
  - Someone who is successful in the career they want to be in: 53%
  - A teacher: 52%
  - A scientist: 39%

#### A mentor in STEM would...

##### 1. Lend confidence and clarity about their futures.

- 93% agree a STEM mentor would give them more confidence about their future goals.
- 92% agree a STEM mentor would give them a better idea of exactly what they want to do for their future career.

##### 2. Empower them to raise the bar (and their hand).

- 86% agree that they'd be more willing to work toward harder / scarier goals if they had a mentor.
- 83% agree that they'd be more likely to speak out / raise their hand in STEM classes if they had a personal mentor to help them with their confidence.

#### Girls who have a STEM mentor have more fun with STEM and take STEM classes by choice.

- Among those who have or have had a mentor in STEM (vs. those who have not):
  - 59% enjoy taking STEM honors / AP / advanced classes (vs. 42%).
  - 50% are taking STEM classes in school that aren't required for graduation (vs. 32%).

## MENTORSHIP IN SPORTS\*

\*Among girls who are interested in sports and were assigned to the sports section (n=220)

### Many girls have had a sports mentor.

- 77% of girls who are interested in sports have or have had a mentor in sports.
- Of those who have not, 64% would really like to have a mentor in sports.

### A coach would make an ideal sports mentor.

- Girls say they would want the following to be their sports mentor:
  - A coach of a sport they are interested in: 58%
  - Someone who is successful in the sports they are interested in: 46%
  - A professional player of a sport they are interested in: 38%

### A mentor in sports would...

#### 1. Lend confidence and clarity about their future.

- 85% agree a sports mentor would give them more confidence about their future goals.
- 80% agree a sports mentor would give them a better idea of exactly what they want to do for their future career.
- 76% would feel more confident pursuing an actual career in sports if they met a successful athlete.

#### 2. Inspire them to try something new and stick with it.

- 80% would be more likely to try an off-season sport they're interested in if they had a mentor (up from 72% in 2022).
- 70% would be less likely to quit sports if they had a mentor.

### Girls who have a sports mentor are more engaged with team sports.

- Among those who have or have had a mentor in sports (vs. those who have not)...
  - 74% like to play team sports (vs. 46%).
  - 52% are currently or plan to join a varsity / college sports team (vs. 20%).

### And star athletes feel more accessible to them.

- Among those who have had a mentor in sports, 66% feel confident enough to DM a sports legend for advice (vs. 50% who have not had a sports mentor).

## WHERE TO MEET MENTORS?

### One of the biggest barriers to finding a mentor is knowing where to start.

- Among those who don't have a mentor:
  - 65% are interested in finding and reaching out to a mentor, but they don't know where to start vs. 35% who say they know of people who could be good mentors, but they are too scared to reach out.

**Girls look to their community to help connect them with mentors.**

- 84% would like it if a **community leader, family, friend or neighbor** helped them connect with a mentor.
- 83% would like it if **someone at school** helped them meet a mentor in the areas they are interested in.
- 81% wish an **organization** existed that could help them find a mentor.

**However, many take it upon themselves to find mentors.**

- 77% say it's up to them to find their own mentor.
- 76% feel comfortable sending an email, message, or letter to a potential mentor on their own.

**And they continue to find them on social media.**

- Social media is the #1 place girls find expertise, advice, and inspiration. (64%)
- 76% would follow a social media account or influencer that would give them advice on finding a mentor.
- 70% would send a mentor a DM on social media if they knew their account.
- 47% of those who are interested in finance follow finance experts on social media.

**ETRE AWARENESS**

**Awareness of Être is growing.**

- 11% of girls have heard of Être or have seen @etregirls on social media (up from 8% in 2022).

**While YouTube and Instagram remain the largest sources of Être awareness, TikTok and word-of-mouth increased *directionally* from 2022.**

Of those who are aware of Être...

- 54% saw Être on YouTube.
- 53% saw Être on Instagram.
- 51% saw Être on TikTok (*vs. 40% in 2022 – not significant*).
- 36% heard about Être from a friend (*vs. 26% in 2022 – not significant*).

**After learning about what Être is, 85% of girls want to hear more from the organization.**

- 43% want to hear more on TikTok.
- 40% want to hear more on YouTube.
- 39% want to hear more on Instagram.
- 36% want to hear more from the Être website.

## GENDER DIFFERENCES (Girls vs. Boys)\*

\*The data presented below compares the 1,003 respondents who identify as girls to the 510 respondents who identify as boys. This data excludes respondents who identify as non-binary, transgender, and other genders for two reasons:

1. The base size of those who identify as non-binary, transgender, or other genders is too small for individual analysis (n=31).
2. However, the directional data reflects much lower overall confidence and well-being among those who identify as non-binary, transgender, or other compared with those who identify as boys. Combining the data from these gender groups may be counterproductive, potentially leading to misrepresentation of the data, portraying non-binary / transgender / other gender respondents as assured, confident individuals, when the limited data suggests they may be much more vulnerable and at-risk than those who identify as boys or girls.

### Boys define “confidence” differently than girls do.

- More **boys** describe confidence as, “Believing you can achieve anything”: 38% boys vs. 28% girls
- Yet, more **girls** describe confidence as, “Being proud of who you are”: 44% girls vs. 26% boys

### Overall, boys exhibit significantly higher confidence levels than girls.

- Mean confidence score for **boys**: 8.82 on a 10-point scale (up from 8.40 in 2022)
- Mean confidence score for **girls**: 8.03 (up from 7.76 in 2022)
- When asked to select up to 5 words from a list of 23 words that describe how they feel most days, the top 5 words boys selected were:
  - Happy: 49%
  - Confident: 48% vs. 37% girls
  - Smart: 43%
  - Creative: 40%
  - Strong: 38% vs. 23% girls

### And more boys than girls are confident in their ability to do hard things.

- More **boys** than girls are confident in their ability to...
  - Make new friends: 91%\* boys vs. 83% girls
  - Find a mentor: 87%\* boys vs. 78%\* girls
  - Try out for a new team: 84%\* boys vs. 74%\* girls
  - Reach out to people for help / advice on social media: 83%\* boys vs. 72% girls
  - Speak in public: 75%\* boys vs. 66%\* girls

\*Indicates a significant increase from 2022.

### Incidentally, more boys than girls currently have a mentor.

- 74% of boys have a mentor vs. 64% of girls.

### And boys are just as likely as girls to acknowledge the positive impact of mentorship on their confidence.

- 90% of boys who have a mentor say they are more confident with a mentor vs. 91% of girls.



- 92% of boys who *do not* have a mentor say they *would be* more confident with a mentor vs. 91% of girls.

**Different opportunity areas for mentorship exist for boys and girls.**

- Significantly more **girls** than boys report feeling stressed and anxious.
  - Stressed: 30%\* girls vs. 15% boys
  - Anxious: 25% girls vs. 14%\*\* boys
- \*Indicates a significant increase from 2022.
- \*\*Indicates a significant decrease from 2022.
- Therefore, it’s no surprise that more **girls** than boys want more expertise, advice, and inspiration on how to manage their mental well-being.
  - How to deal with stress / anxiety: 54% girls vs. 47% boys
  - How to maintain or improve my mental health: 47% girls vs. 39% boys
- However, more **boys** than girls believe mentorship in STEM and/or sports would be helpful for their future:
  - STEM: 94% boys vs. 84% girls
  - Sports: 88% boys vs. 74% girls

**GENDER DIFFERENCES (Girls vs. Non-Girls)\***

\*The data presented below compares the 1,003 respondents who identify as girls to the 541 respondents who are categorized as “non-girls.” These non-girl respondents are comprised of 510 respondents who identify as boys and 31 respondents who identify as non-binary, transgender, and other genders.

Please note: the directional data reflects much lower overall confidence and well-being among those who identify as non-binary / transgender / other respondents compared with those who identify as boys. However, the base size of this group is too small for individual analysis. Therefore, their data has been combined with respondents who identify as boys to create a non-girl audience, which is presented below as a comparison to respondents who identify as girls.

**Non-girls define “confidence” differently than girls do.**

- More **non-girls** describe confidence as, “Believing you can achieve anything”: 37% non-girls vs. 28% girls
- Yet, more **girls** describe confidence as, “Being proud of who you are”: 44% girls vs. 28% non-girls

**Overall, non-girls exhibit significantly higher confidence levels than girls.**

- Mean confidence score for **non-girls**: 8.71 on a 10-point scale
- Mean confidence score for **girls**: 8.03
- When asked to select up to 5 words from a list of 23 words that describe how they feel most days, the top 5 words boys selected were:
  - Happy: 47%
  - Confident: 46% vs. 37% girls
  - Smart: 42%
  - Creative: 41%
  - Strong: 36% vs. 23% girls

**And more non-girls than girls are confident in their ability to do hard things.**

- More **non-girls** than girls are confident in their ability to...
  - Make new friends: 91% non-girls vs. 83% girls
  - Apply for an internship: 86% non-girls vs. 81% girls
  - Find a mentor: 85% non-girls vs. 78% girls
  - Try out for a new team: 83% non-girls vs. 74% girls
  - Reach out to people for help / advice on social media: 82% non-girls vs. 72% girls
  - Speak in public: 74% non-girls vs. 66% girls

**Incidentally, more non-girls than girls currently have a mentor.**

- 72% of non-girls have a mentor vs. 64% of girls.

**And non-girls are just as likely as girls to acknowledge the positive impact of mentorship on their confidence.**

- 90% of non-girls who have a mentor say they are more confident with a mentor vs. 91% of girls.
- 92% of non-girls who *do not* have a mentor say they *would be* more confident with a mentor vs. 91% of girls.

**Different opportunity areas for mentorship exist for non-girls and girls.**

- Significantly more **girls** than non-girls report feeling stressed and anxious.
  - Stressed: 30% girls vs. 17% non-girls
  - Anxious: 25% girls vs. 17% non-girls
- Therefore, it's no surprise that more **girls** than non-girls want more expertise, advice, and inspiration on how to manage their mental well-being.
  - How to deal with stress / anxiety: 54% girls vs. 49% non-girls
  - How to maintain or improve my mental health: 47% girls vs. 41% non-girls
- However, more **non-girls** than girls believe mentorship in STEM, media, and/or sports would be helpful for their future:
  - STEM: 93% non-girls vs. 84% girls
  - Media: 86% non-girls vs. 81% girls
  - Sports: 85% non-girls vs. 74% girls

<b>FORBES CONFIDENCE DATA</b>
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In 2022, Dana Brownlee published an article in Forbes, which called attention to the following Confidence percentages:

- 86% of girls say they would feel more confident if they had a mentor.
- Specifically,
  - 93% thought a mentor would boost their confidence in finance.
  - 92% said this for STEM.
  - 77% said this for sports.

The comparable percentages for this year are as follows:

- 91% of girls say they are or would be more confident with a mentor.
- Specifically,
  - 93% thought a mentor would boost their confidence in finance.
  - 93% said this for STEM.
  - 85% said this for sports (up from 77% in 2022).