

MENTORS MATTER FOR GIRLS...EARLY

A study commissioned by
Être in partnership with
YPulse



 **PULSE**

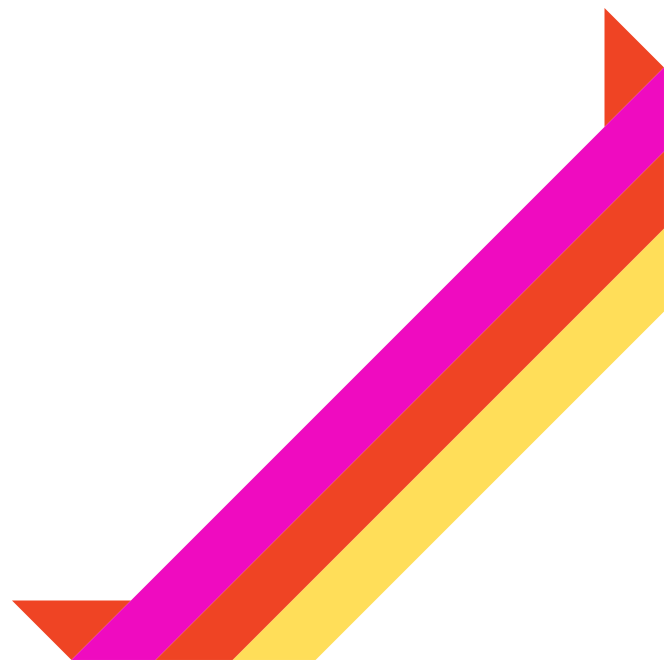
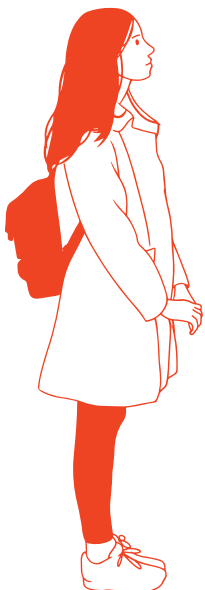
ÊTRE
GIRLS, WHO
DO YOU
WANT TO BE?

ABOUT THE STUDY

Être, a mentorship platform that brings girls directly into companies to meet female leaders, **is releasing 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.**



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

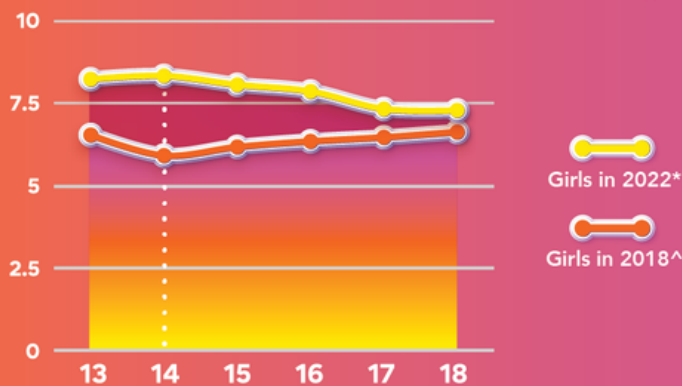


say this for Sports

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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

DIGGING INTO THE DETAILS

Mentors matter in closing the confidence gap for girls.

- Girls consistently say throughout the study that they feel having a mentor will increase their confidence, their likelihood of speaking up during class, and the confidence in having a positive future
- Confidence for Girls increases by ~13% when they have some type of a mentorship
 - Mean confidence for Girls, overall: 7.76 (out of 10)
 - Mean for how confident Girls think they'd feel if they had a mentor: 8.74 (out of 10)

Between ages 14-18, girls' confidence drops by 13%, compared to a 30% drop observed 5 years ago between the ages of 8-14.

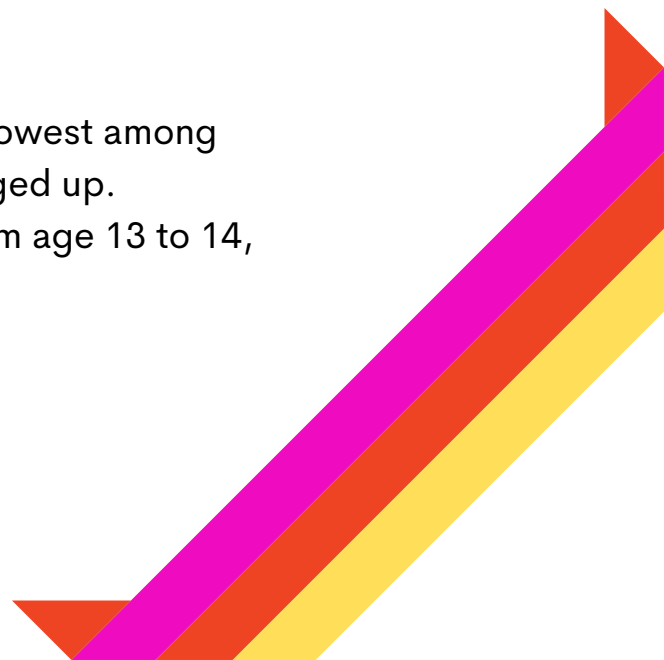
The mean of Girls' confidence at age 14 is 8.20, and it drops to 7.16 by age 18. Although this drop (among 14 to 18-year-olds) is not as significant as the Confidence for Code 30% decrease (among 8 to 14-year-olds), 13% is still a large decrease

Girls' confidence drops sharply after age 14 - potentially precipitated by the transition from middle school to high school. And then it continues to drop from there:

- 13 year-olds: 8.10 mean confidence on a 10-point scale
- 14 year-olds: 8.20
- 15 year-olds: 7.93
- 16 year-olds: 7.73
- 17 year-olds: 7.20
- 18 year-olds: 7.16

This is a big shift from 2018, where confidence was lowest among 14 year-olds, and then it slowly rose again as they aged up.

Now, we're seeing their confidence slightly peak from age 13 to 14, then drop consistently for the next 4 years.



DIGGING INTO THE DETAILS

Most teen girls don't describe themselves as confident - and that crisis gets worse with age.

- 36% of girls age 13 years-old describe themselves as confident compared to only 23% of 18 year-olds
 - 13 year-olds: 36% selected confident as a top attribute that describes them
 - 14 year-olds: 35%
 - 15 year-olds: 33%
 - 16 year-olds: 35%
 - 17 year-olds: 31%
 - 18 year-olds: 23%

• Comparing this to the other top attributes they select (Happy, Creative, and Smart), we see a similar overall decline with age, especially among those describing themselves as Smart.

- Happy

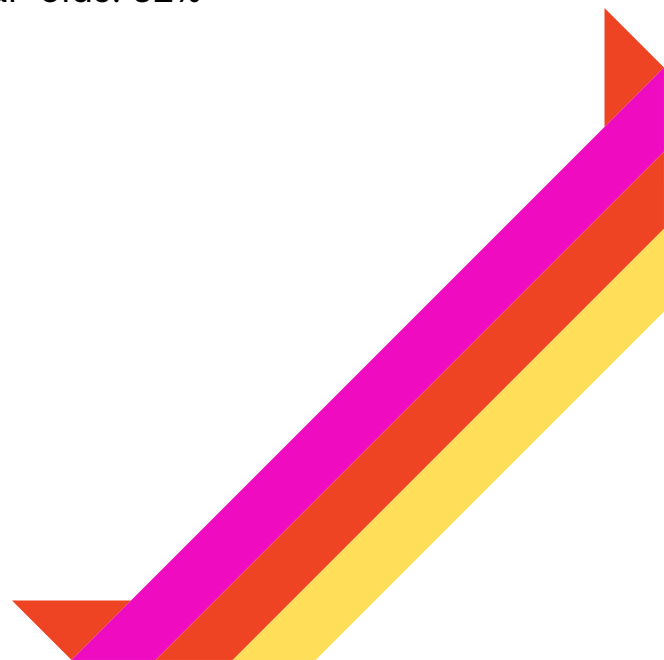
- 13 year-olds: 57%
- 14 year-olds: 51%
- 15 year-olds: 39%
- 16 year-olds: 43%
- 17 year-olds: 39%
- 18 year-olds: 44%

- Creative

- 13 year-olds: 43%
- 14 year-olds: 39%
- 15 year-olds: 37%
- 16 year-olds: 37%
- 17 year-olds: 38%
- 18 year-olds: 32%

- Smart

- 13 year-olds: 42%
- 14 year-olds: 41%
- 15 year-olds: 40%
- 16 year-olds: 39%
- 17 year-olds: 35%
- 18 year-olds: 28%



MENTORSHIP MATTERS

We are seeing some improvement though - particularly among younger girls.

- In fact, 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
 - Confidence Code for Girls study (2018) 14 year-olds: 6.05 was the mean confidence on a 10-point scale
 - Être study (2022) 14 year-olds: 8.2
 - Confidence Code for Girls 18 year-olds: 6.76
 - Être 18 year-olds: 7.16
- Girls also see themselves as making progress on their journey to become more confident: 68% say that they feel **more** confident in themselves now than they did a year ago while only 13% say they feel **less** confident
 - And although we know young people struggled with the pandemic, the majority (58%) feel more confident now than before the pandemic. Only 20% say they feel less confident.
 - Now, they just need ways to reinforce and amplify that internal growth

Our research shows that early access to diverse mentorship can help close the confidence gap.

- 86% of Girls say that they would feel confident (scoring 6 or higher on a 10-point confidence scale) if they had a mentor (vs. 73% who currently score 6 or higher regarding their overall confidence)
 - 13 year-olds: 8.86 mean of confidence if they had a mentor on a 10-point scale
 - 14 year-olds: 9.01
 - 15 year-olds: 8.84
 - 16 year-olds: 8.90
 - 17 year-olds: 8.34
 - 18 year-olds: 8.31



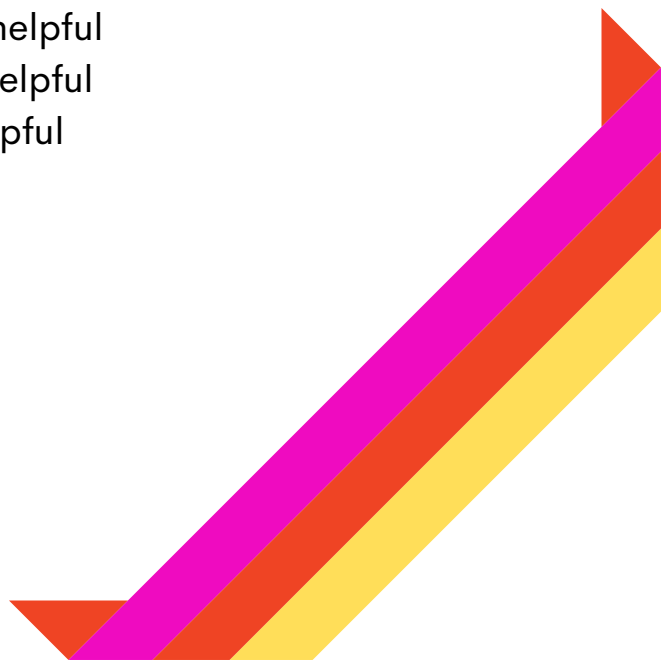
MENTORSHIP MATTERS

Specifically, in the key areas of Finance, STEM, and Sports, girls say mentors make them much more confident.

- Girls confidence in these spaces increases with mentorship:
 - Girls interested in Finance: overall confidence mean: 8.56
 - Confidence mean if they had a mentor: 9.31
 - Girls interested in STEM: overall confidence mean: 7.71
 - Confidence mean if they had a mentor: 8.80
 - Girls interested in sports: overall confidence mean: 8.03
 - Confidence mean if they had a mentor: 8.66
- 93% of Girls interested in Finance say a Finance mentor would give them more confidence about their future career
- 92% of Girls interested in STEM say that a STEM mentor would give them more confidence about their future career
- 77% of Girls interested in sports say a Sports mentor would give them more confidence in their future career

Girls strongly believe that mentorship would be helpful to them and their future, especially in Finance.

- 93% of Girls believe a mentorship would be helpful for their future in Finance
- 86% say this for STEM
- 69% say this for Sports
- In the fields we didn't dive into:
 - 87% of Girls say that a Music / Art mentor would be helpful
 - 85% of Girls say a Culinary mentor would be helpful
 - 79% of Girls say a Fashion mentor would be helpful
 - 84% of girls say a Media mentor would be helpful



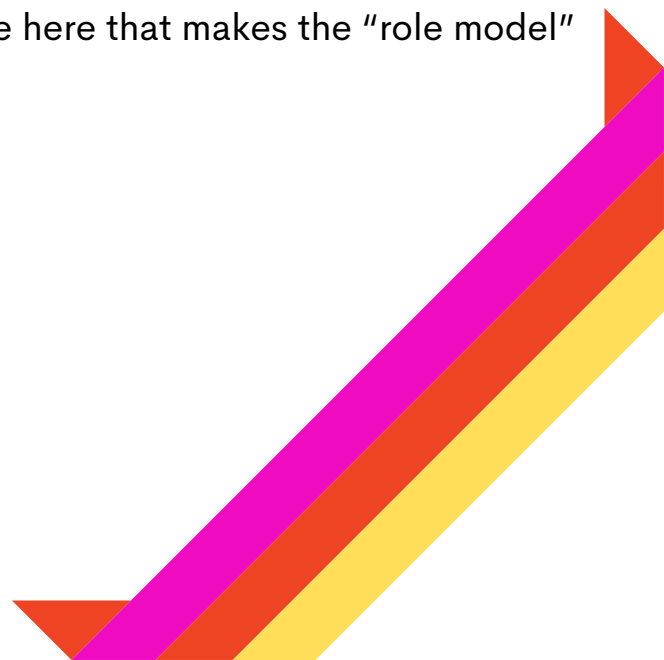
WHAT MENTORSHIP MEANS

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
- *"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*

Girls seem to be more receptive to the term "role model" than "mentor."

- Young girls are more confident in seeking advice from a role model (83%) than finding a mentor (73%).
- Although the phrases "finding a mentor" and "seeking advice from a role model" feel nearly interchangeable, there is some nuance here that makes the "role model" seem more appealing to teens Girls.



HOW TO MEET MENTORS

Where are girls looking for early mentors? On social media.

- 2 in 3 Girls are finding expertise, advice, and inspiration on social media (64%) while nearly half are turning to streaming platforms such as YouTube or Twitch (44%)
- 78% of Girls agree that they would follow a social media account or influencer that would give them advice on finding a mentor
- Nearly 3 in 4 (71%) Girls would send a mentor a direct message (DM) on social media if they knew their account

But many don't know where to start...

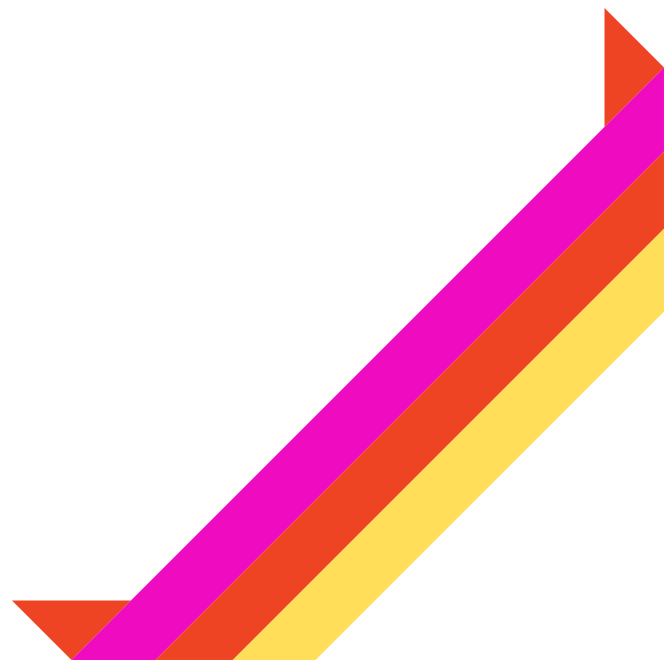
- 70% of Girls are interested in finding and reaching out to mentor, but don't know where to start

...And once Girls find someone they think would be a good mentor, some need help approaching them.

- 30% of Girls say they know of people who could be good mentors, but they're too scared to reach out

Mentorship is welcomed by Girls at any point in their journey - but the earlier, the better!

- 2 in 3 (67%) Girls believe that finding a mentor at any point in their journey will help them with their future
- But 1 in 3 (33%) Girls wish they found a mentor earlier to help them plan their future



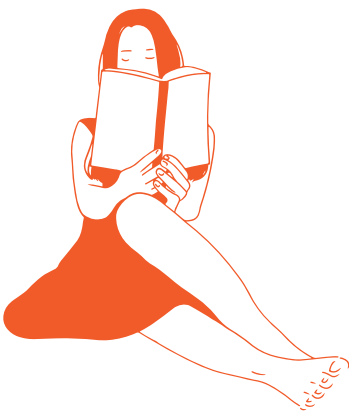
HOW TO MEET MENTORS

Girls also see value in advice from any successful person, but more focused mentorship has the most value - especially as they move into high school.

- 41% of Girls say any type of advice from someone successful would help them reach their goals
 - Girls in middle school are significantly more likely to see value in any kind of advice than girls in high school (48% vs 39%)
- However, 59% of Girls say a mentor focused on them in the career they are interested in is very important
 - Girls in high school are significantly more likely to agree with this statement than girls in middle school (61% vs 52%)

Girls are looking to their school, communities, and specialized programs to help them connect with a mentor.

- 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% 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



STATS AROUND FINANCE

Those interested in Finance haven't had a lot of guidance, but when they do, it's mostly from mom.

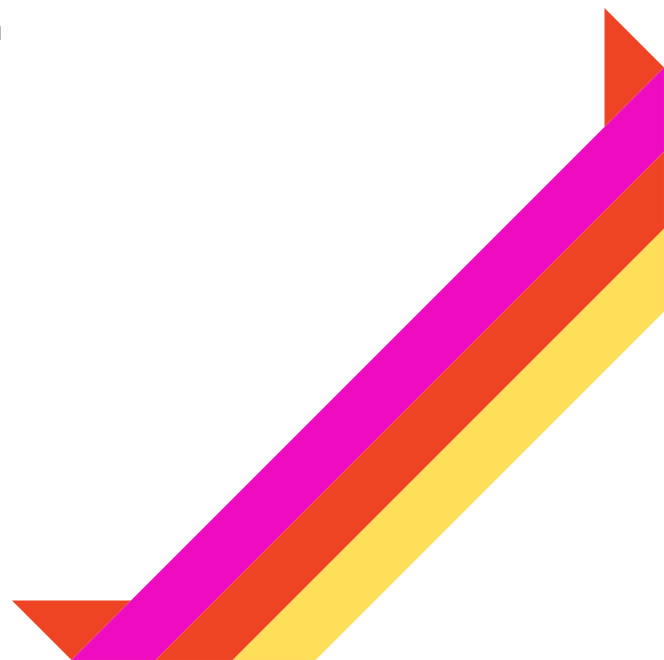
- Nearly 1 in 3 (30%) Girls interested in Finance say they do not feel like they have learned enough about finance, economics, and money management, crypto, retirement, or making money yet
 - An additional 11% say they know very little to nothing about finance.
- When they do receive some guidance, 46% of Girls say it was taught to them by their mom

Girls who are interested in Finance are using the internet and social media to take their education into their own hands.

- 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 their money
- 47% of Girls interested in Finance say they follow finance experts on social media, like Instagram and TikTok

Despite efforts to teach themselves, Finance mentorship is desperately sought after by Girls.

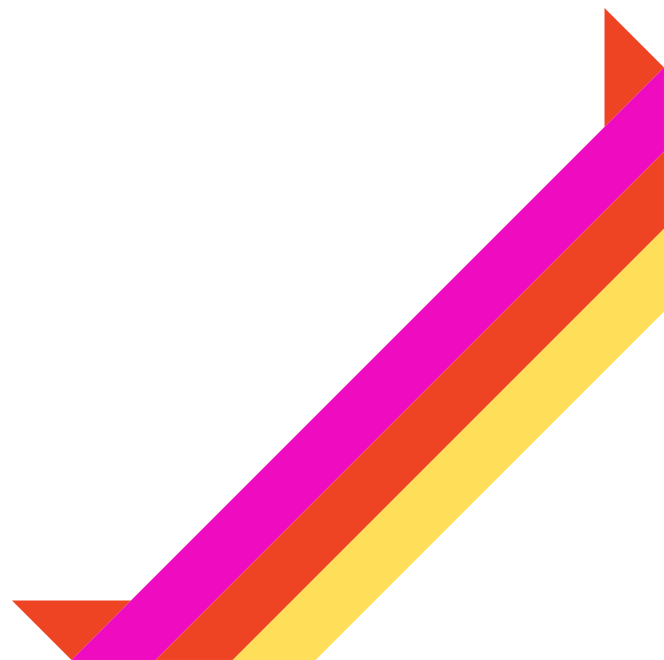
- 68% of Girls interested in Finance say they have never had a mentor but would really like to have a mentor in the Finance area
- 59% of Girls interested in Finance say they would want their mentor to be someone who is successful in the career they want to be in



STATS AROUND FINANCE

Financial mentorship is key to Girls' confidence in the field.

- 93% of Girls interested in Finance say a Finance mentor would give them more confidence about their future career
- 91% of Girls interested in Finance say a Finance mentor would make them smarter on how to use their money
- 89% of Girls interested in Finance believe that a Finance mentor would make them feel confident that they would not have too much debt
- 89% of Girls interested in Finance would feel better about entering the "adult world" if they knew how to manage their finances with the help of a Finance mentor
- 86% of Girls interested in Finance say they would be more likely to speak out or raise their hand in Finance classes if they had a personal mentor to help with their confidence
- 85% of Girls interested in Finance say a Finance mentor would give them a better idea of exactly what they want to do when they get older



STATS AROUND STEM

Girls desire a mentor in STEM.

- 71% of Girls 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

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
- 90% of Girls interested in STEM agree that they'd be more willing to work towards hard / scarier goals (i.e. science fair, mathalon, etc.) if they had a mentor encouraging them to
- 84% of Girls interested in STEM say they'd be more likely to speak out or raise their hand in STEM classes if they had a personal mentor to help with their confidence

Many Girls in STEM would like to focus on new technology like the metaverse.

- 39% say they would like to learn from a mentor that works in new areas of technology, such as the metaverse



STATS AROUND SPORTS

Sports mentorship is desired by half of Girls interested in the space.

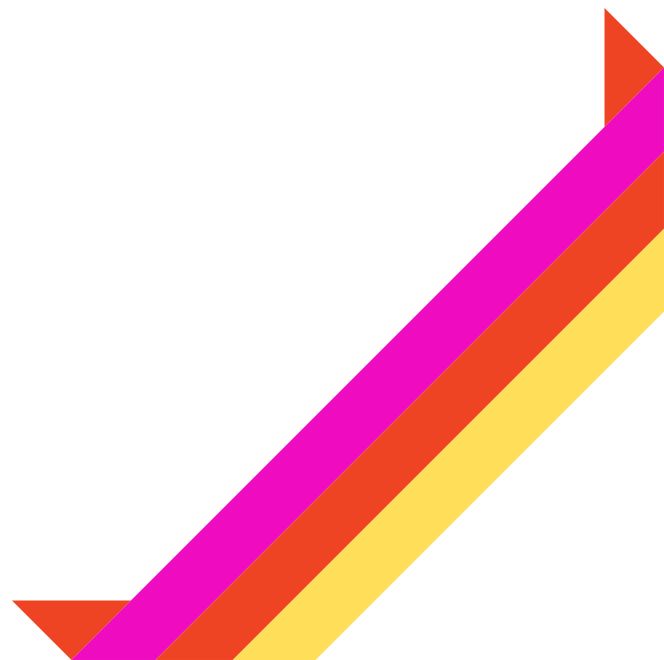
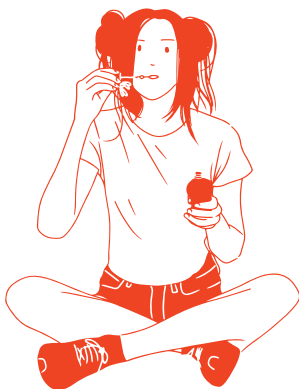
- Only 32% of Girls interested in sports say they have had a mentor in the space
- 50% of Girls interested in sports have never had a sports mentor, but would really like one

Coaches and successful athletes are the go-to Sports mentors for Girls.

- 50% of Girls interested in sports would want their mentor to be a coach of a sport they're interested in
- 44% of Girls interested in sports would want their mentor to be someone who is successful in the sports that they're interested in

Many Girls would look to a professional or collegiate sports player as a mentor.

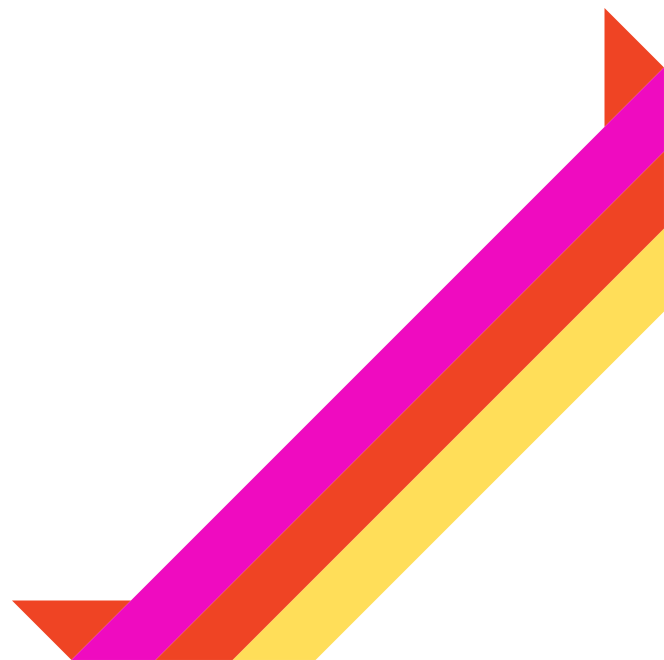
- 38% of Girls interested in sports would want their mentor to be a professional player of the sport they're interested in
- 31% of Girls interested in Sports say they would want their mentor to be a collegiate player of the sport they're interested in



STATS AROUND SPORTS

Although less than STEM and Finance, Sports mentors still largely help girls and their confidence.

- 77% of Girls interested in sports say a sports mentor would give them more confidence about any future career they choose
- 80% of Girls interested in sports say a Sports mentor would give them a better idea of exactly what they want to do when they get older
- 74% of Girls interested in sports say they would feel more confident pursuing a career in sports if they met a successful athlete
- 72% of Girls interested in sports say they would be more likely to try an off-season sport they are interested in if they had a Sports mentor
- 63% of Girls interested in sports say they'd be less likely to quit a sport if they had a mentor
- Over half (57%) of Girls interested in sports feel confident to direct message (DM) a sports legend for advice



FROM THE GIRLS



"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

"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

"A mentor is **someone who invests their time with me** in a positive way."

- 17 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

