



Today's Girls, Tomorrow's Entrepreneurs
Girl Scout Research Institute Releases New Report

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Ventura, CA —

Girl Scouts of California's Central Coast announces the release of a new report, [Today's Girls, Tomorrow's Entrepreneurs](#), conducted by the Girl Scout Research Institute (GSRI). The nationwide study surveyed 1,506 girls ages 8–17 to better understand their views on and experiences with entrepreneurship, as well as what they need to succeed. The report was released on Women's Entrepreneurship Day to bring attention to the importance of supporting girls' entrepreneurial ambitions. An executive summary of the report can be found [here](#).

[Today's Girls, Tomorrow's Entrepreneurs](#) found that girls have an entrepreneurial mindset and are engaged in entrepreneurial activities. However, many girls don't know how to start becoming an entrepreneur or believe their gender is an obstacle. But girls are also clear on what they want and need, including educational opportunities, mentorship, and support. The Girl Scout Research Institute also compared Girl Scouts to other girls and found that girls who participate in Girl Scouts had an edge over those who didn't: 79% of Girl Scouts have an entrepreneurial mindset (versus 52% of other girls), and 91% of Girl Scouts are interested in being an entrepreneur (versus 71% of other girls). Girl Scouts are also twice as likely to have already participated in programming that builds entrepreneurial skills, such as financial literacy or the Girl Scout Cookie Program, the world's largest girl-led entrepreneurship program.

Countless benefits come with learning to think like an entrepreneur. Developing curiosity, confidence and innovation in girls is crucial for all types of academic and future career success. Entrepreneurship is much more than start-ups and capital ventures; the unique and hands-on approach to innovation used at Girl Scouts can be used to solve social problems and make the world a better place. When girls' and women's ideas for how to change the world are put into action, our economy and society benefits. By building these skills early on, girls are prepared for workforce readiness no matter what kind of career path they decide to embark on.

As the preeminent leadership development organization for girls, no other program has the power to change more lives or create more female entrepreneurs in the 21st century. Today, more than half (52%) of female business leaders in the United States are Girl Scout alums. From Main Street to Wall Street, thousands of female CEOs, CFOs, and small business owners



shared the experience of selling cookies as Girl Scouts, learning vital skills like goal setting, decision making, money management, people skills, and business ethics that propelled them to the top of their fields.

All girls need access to entrepreneurial experiences, which can contribute to academic achievement and career goals. However, girls from higher-income households have more experience with entrepreneurial-type activities than girls from lower-income households. Now is the time to engage girls with less access, so they're not left behind in ways that can affect their futures. Girl Scouts addresses this gap by providing mentors and programs to girls who need them the most.

The [Girl Scout Research Institute](#) delivers customer-centric, data-driven insight across the Girl Scout Movement and beyond, leading national conversations about girls and their development via groundbreaking original studies. Learn more about our latest report, [Today's Girls, Tomorrow's Entrepreneurs](#), and other Girl Scout research studies [here](#).

About Girl Scouts of California's Central Coast

Girl Scouts of California's Central Coast serves over 8,800 girls across six counties and is committed to making the Girl Scout Leadership Experience available to girls in ways that impact their lives both in the moment and into the future. Girls participate in troops, individual projects, council events, day camps, resident camps and more. A variety of leadership, outdoor skills, and Science, Technology, Engineering, and Math (STEM) based programs and events provide girls with opportunities to learn and explore in fun and informative ways. To join or volunteer in Santa Cruz, San Benito, Monterey, San Luis Obispo, Santa Barbara or Ventura County, visit: <http://www.girlscoutsgccc.org>.

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