

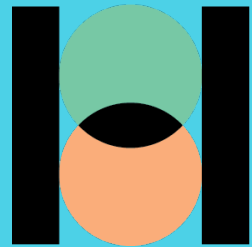
The Female Quotient and
The Harris Poll present

The State Of AI + Women

2024 WEF, Davos



FQ
the
FEMALE QUOTIENT

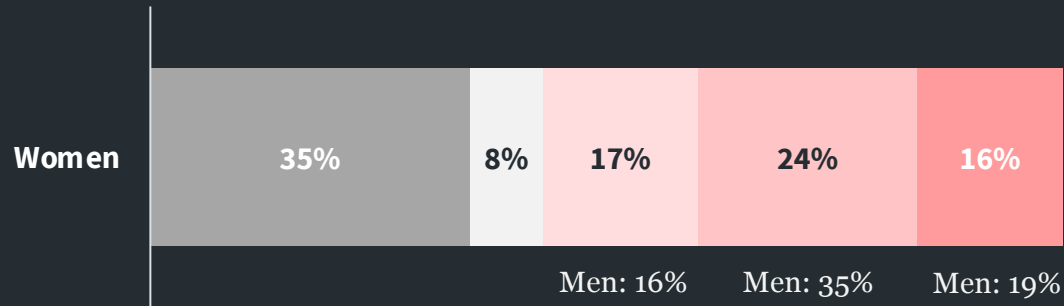


Women Are Already Frequently Leveraging AI In Their Personal And Working Lives

57%

Of American women report **using AI in their personal lives** at least once a month (mothers with children <18: 77%)

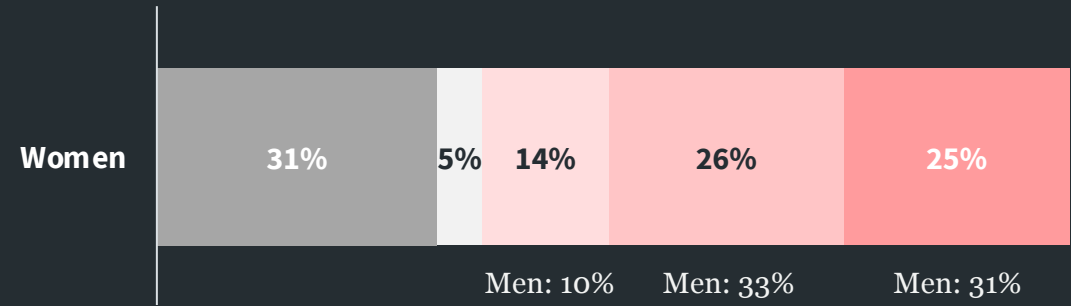
■ Never ■ Every Few Months ■ Monthly ■ Weekly ■ Daily



65%

Of working women report **using AI in their work lives** at least once a month (working mothers with children <18: 78%)

■ Never ■ Every Few Months ■ Monthly ■ Weekly ■ Daily



The Top Five AI Platforms Women And Men Are Using

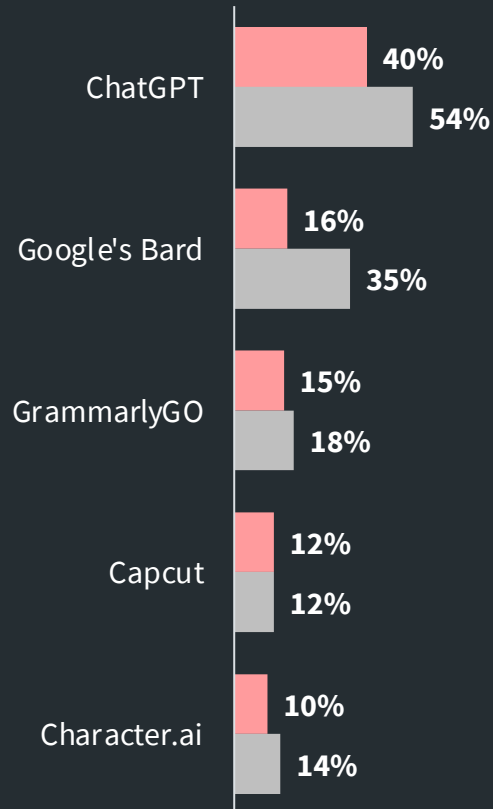
Have you used any of the following AI tools before? Please select all that apply.

58%

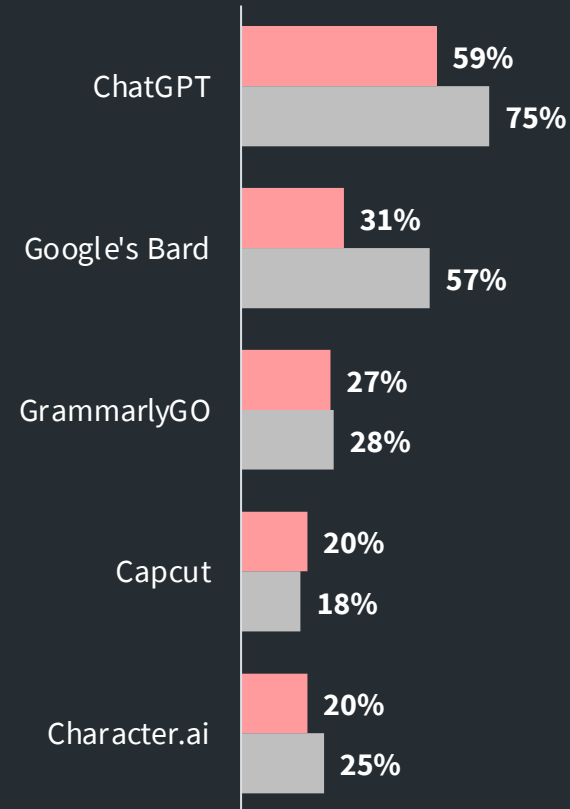
Of American women have **used an AI platform** before (v. men: 70%)

■ Women
■ Men

Gen Pop



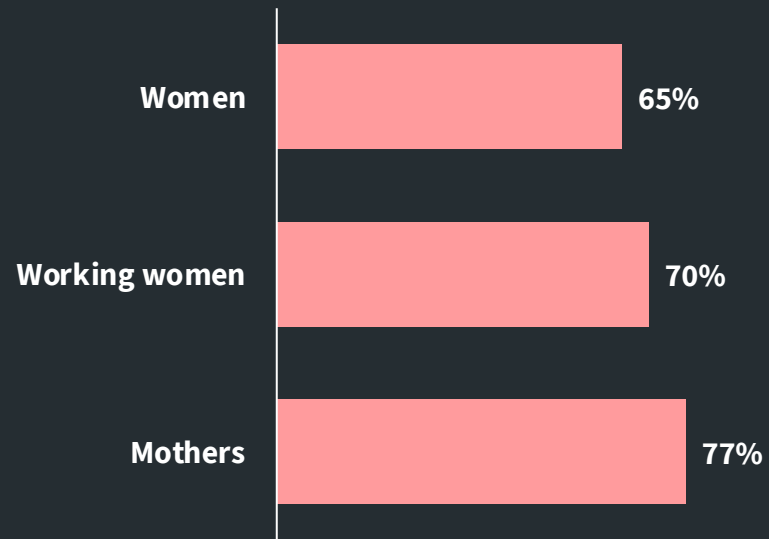
Super Users



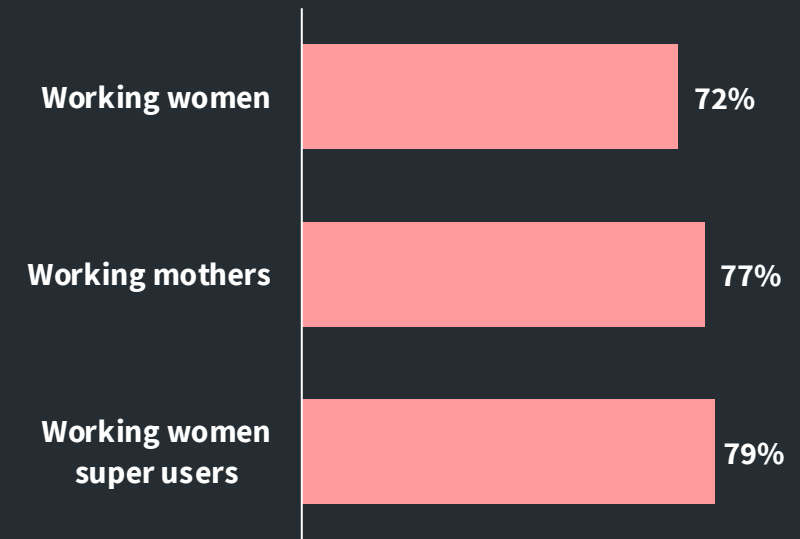
AI super users are defined by those using AI in their personal and/work lives **daily or multiple times a week**

Women Report Life-Shifting Benefits From AI

Using AI tools in my personal life has given me back time to do other things



Using AI tools in my work life has given me back time to do other things



**Among those using AI in their personal/work lives at least every few months*

But Women Are Skeptical Of Equity-Shifting Potential Left In The Hands Of AI

59%

Of women disagree with the statement, “**AI will be better than humans at addressing inequities in our society**”

(v. men: 51%).

Meanwhile, 56% of super users BELIEVE AI will address inequities

55%

Disagree that, “**AI will be an equalizer in society**” (i.e., helping to shrink gender, racial, etc. inequities”

(v. men: 45%).

Meanwhile, 62% of super users BELIEVE AI will be an equalizer in society

63%

Don't believe that **AI can be fully ethical** in the next three years (v. men: 53%).

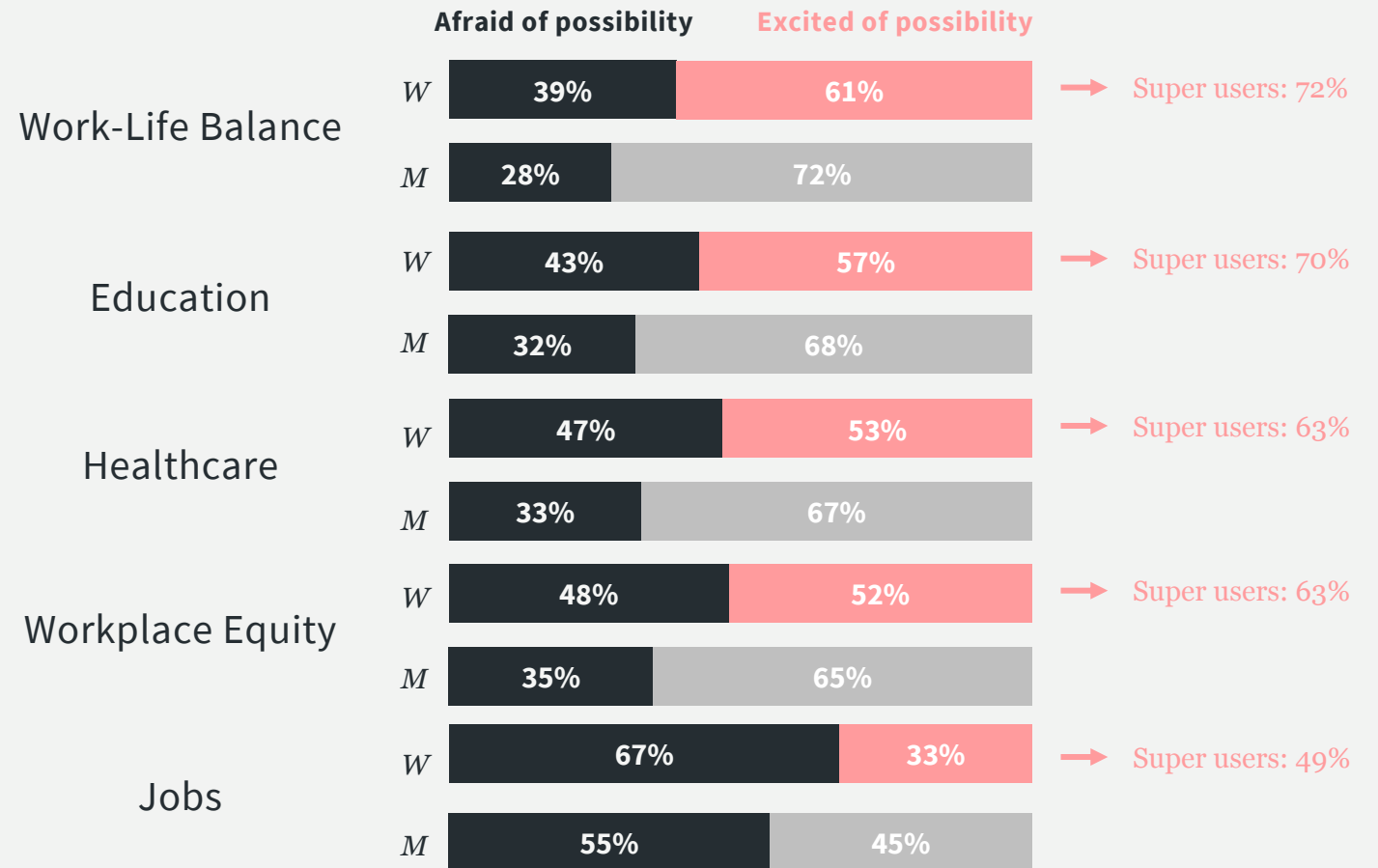
Meanwhile, 53% of super users BELIEVE AI can be fully ethical in the next three years

Men Are More Excited Than Women Of AI's Potential Upside, While Women Express Guarded Caution

71%

Of women believe, “**society isn't prepared for AI and its future**”

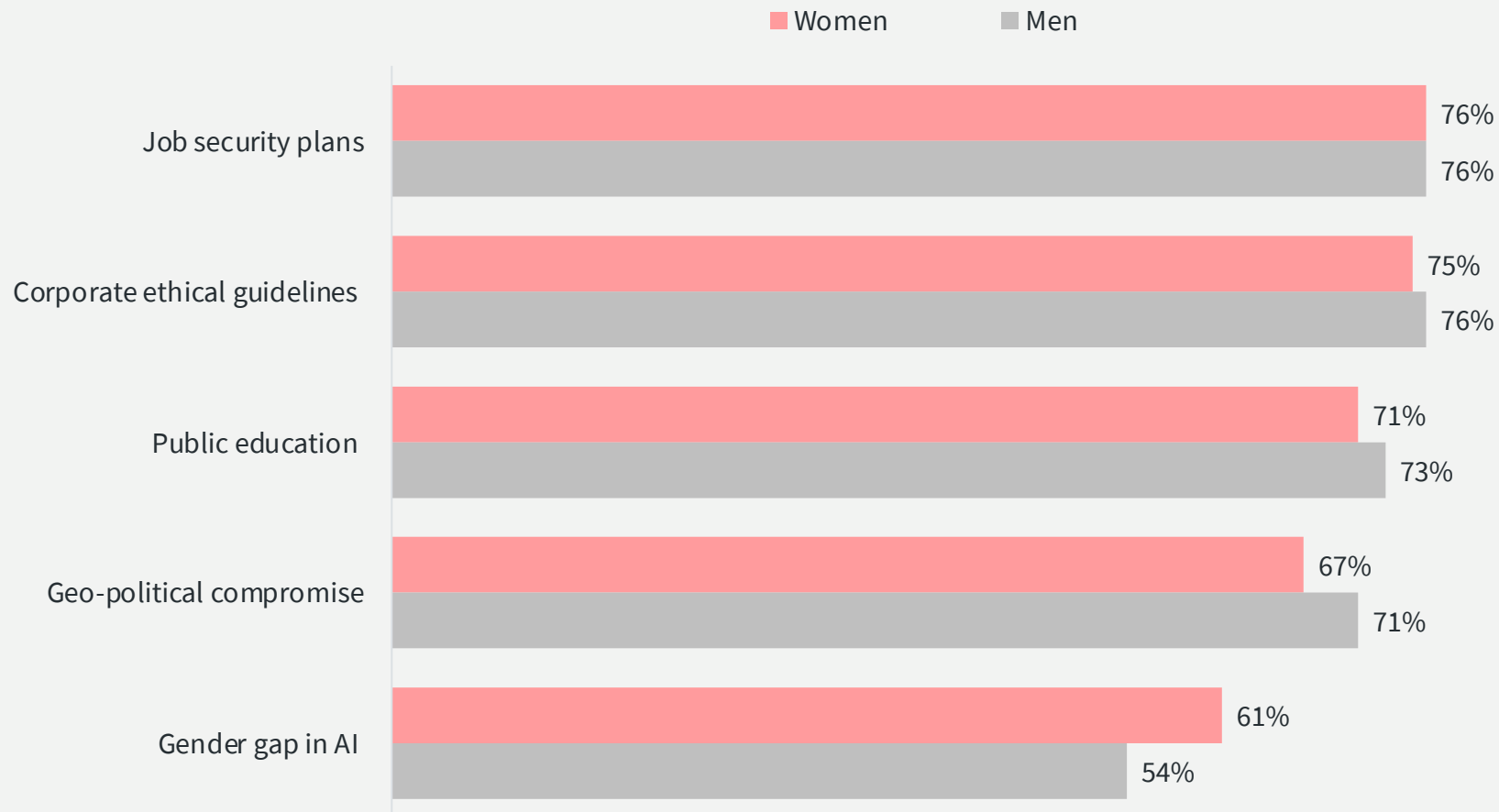
(v. men: 61%).



*Among those who think AI impact on the following is a possibility

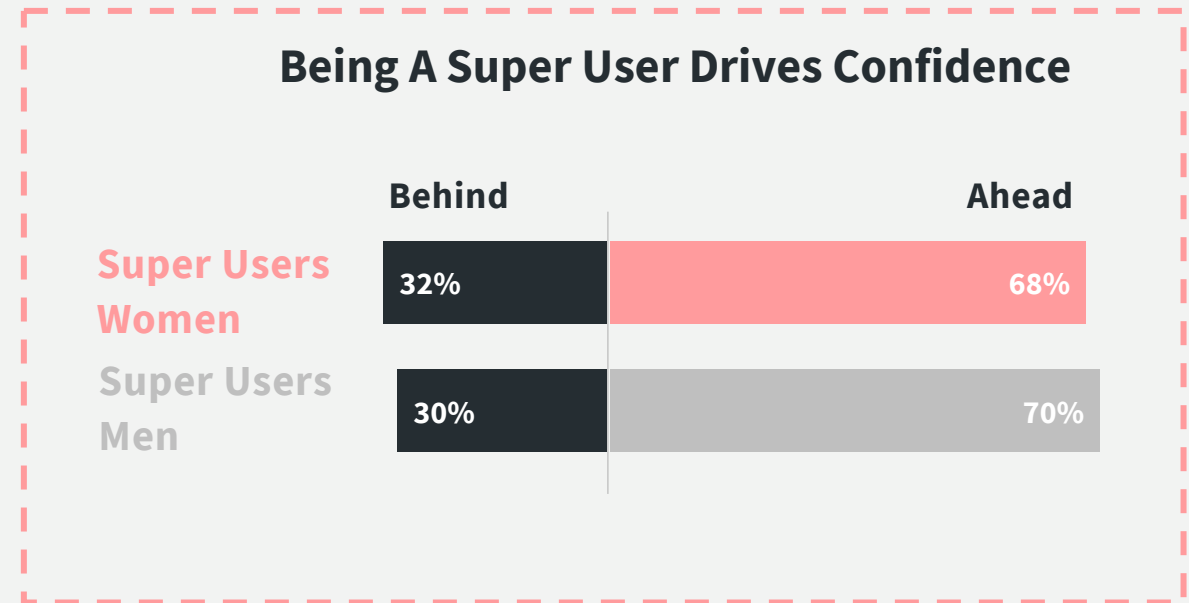
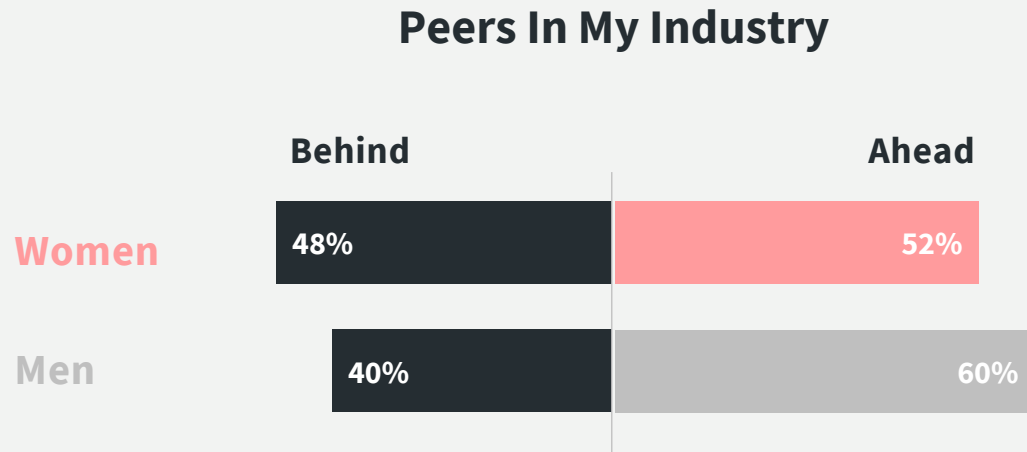
Women And Men Agree On The AI Top Priorities For The Next 12 Months, While Women Emphasis The Gender AI

What are the most pressing problems that need to be considered and solved in the next 12 months when it comes to AI?



Women Are More Likely Than Men To Say They Feel Behind On AI Compared To Their Industry Peers

Do you feel behind or ahead of the curve when it comes to AI compared to peers in your industry...



AI Has Already Been Solidified As A Workplace Success Factor And Funnel For The Future

61%

Of working women agree employees who utilize AI in the workplace **will be more successful**

(v. working men: 69%)

63%

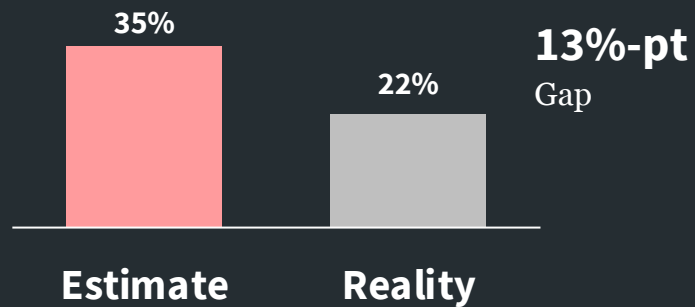
Of working women think AI will be beneficial to **upskilling women in the workforce**

70%

Of women believe AI will **encourage more girls and women in STEM**

This Is A Call To Arms To Women To Engage In AI: We Need To Be At The Table Influencing The Future

Women and men overestimate the number of women AI developers and founders



Only 22% of AI professionals globally are women compared to 78% male, according to the World Economic Forum.

At eight big tech companies, Bloomberg found that only 20% of technical roles are held by women.

58%

Of women of color say **diversity in AI developers is necessary** to drive AI success (e.g., productivity, profitability, etc.)

America This Week



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