

GENDER PREFERENCE & PURCHASE INTENT



CES 2025 unveils cutting-edge products in AI, digital health, sustainable tech, and advanced mobility. On behalf of The Female Quotient, Morning Consult recently conducted a national survey to understand which sports and entertainment figures could garner the greatest purchase intent if they were to launch a new tech product.

CONSUMERS PREFER SPORTS & ENTERTAINMENT TECH PRODUCTS SPONSORED BY FEMALE ATHLETES AND ARTISTS

If a sports figure were to launch a new sports tech product, consumers would be more interested in purchasing one from a female athlete vs. a comparable male athlete.

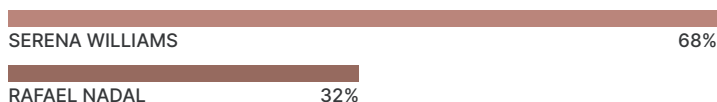
American adults would prefer a sports tech product from Simone Biles (57%) over Michael Phelps (43%). This is true for Gen Z (65% Simone Biles), Millennials (55%), Gen X (53%), and Boomers (60%). However, men have a slight preference for Michael Phelps (52%) over Simone Biles (48%).



If Caitlyn Clark launched a new sports tech product, 60% of U.S. adults would prefer to purchase this product over one launched by Caleb Williams (40%). Both men (62%) and women (59%) feel this way. Additionally, all generations would be more intrigued by a Clark sports tech product.



Serena Williams (68%) garners much higher purchase consideration than Rafael Nadal (32%). Both men (58%) and women (77%) would prefer a sports tech product from Serena Williams. Younger consumers are especially likely to choose a Williams-backed product (79% Gen Z, 68% Millennials).

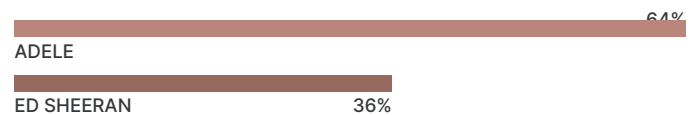


This theme persists in the entertainment industry – consumers would most want to purchase a new music or media tech product from a female artist vs. a comparable male artist.

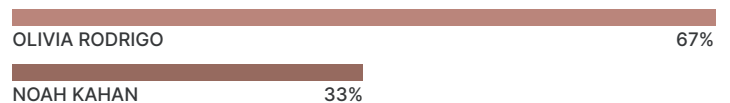
If Taylor Swift were to launch a new tech product, U.S. adults would be more likely to purchase this product (59%) than a similar product launched by Harry Styles (41%). Men (56%) and women (62%) alike feel this way. This perception is also true generationally, especially among Millennials (61%).



Adele (64%) would receive higher purchase consideration than Ed Sheeran (36%) for a new tech product. This is true for both men (60%) and women (68%), as well as generationally.



Another example of where a female artist would see greater purchase consideration for a new tech product is Olivia Rodrigo (67%) compared to Noah Kahan (33%). Men and women (67% each) are more likely to select a Rodrigo-backed product. Younger consumers are likely as well (Gen Z 70%, Millennials 68%).



ABOUT THE FEMALE QUOTIENT:

The Female Quotient (The FQ) is an experiences, media, and transformation advisory company advancing equality in the workplace. The power of The FQ is our engaged following, which is the largest global community of women in business across every industry. The FQ creates content and events raising visibility, connections, and opportunities for women and conscious leaders at a global scale. The Equality Lounge® has changed the business agenda at tentpole industry conferences, including CES, Davos, Cannes Lions, and more. Together with our partners, our mission is to change the equation and close the gender gap. For more on how to partner with The FQ and to join our community, please visit www.thefemalequotient.com and follow @femalequotient on Instagram and LinkedIn.

ABOUT MORNING CONSULT:

Morning Consult is a global decision intelligence company changing how modern leaders make smarter, faster, better decisions. The company pairs its proprietary high-frequency data with applied artificial intelligence to better inform decisions on what people think and how they will act.

Methodology: This poll was conducted between December 5th and 8th, 2024 among a national sample of 2,204 U.S. Adults. The interviews were conducted online and the data were weighted to approximate a target sample of adults based on gender, educational, and region. Results from the full survey have a margin of error of +/-2 percentage points.

Respondents were shown pairs of athletes/entertainers and asked to select their purchase preference between comparable female and male industry figures launching new tech products. Results shown are rebased to exclude respondents who chose to select neither of the individuals listed.