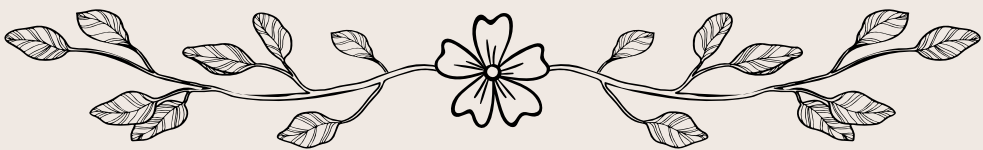




# Abuela-Approved AI



**It takes a village to raise a child.** For generations, **Latina moms** have relied on the wisdom, support, and life hacks passed down from their mothers and abuelas. But in today's fast-paced, tech-forward world, a new member is joining the village: **AI**.

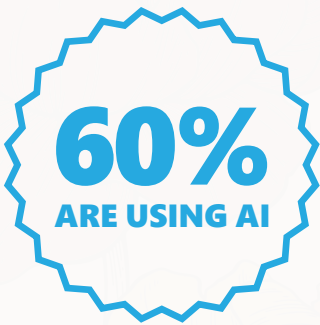
**Abuela-Approved AI** explores the intersection of AI technology and modern-day motherhood, and invites all moms to embrace **Microsoft Copilot** as a trusted advisor and **"comadre"** along their parenting journey.

Latina moms recognize the power of AI.



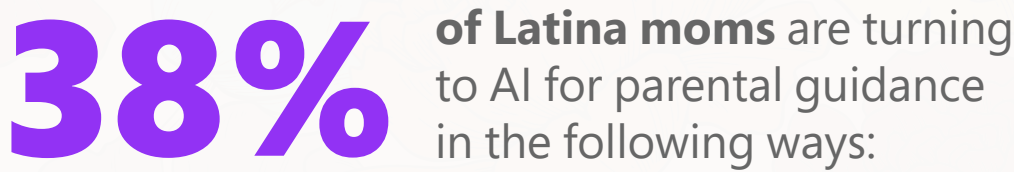
of Latina moms say AI has become "the newest member of their parenting village that they never thought they needed."

Moms turn to AI for practical support and creative inspiration.



for everyday tasks including entertainment, personal growth, work-related or business tasks, and language translation.

AI is emerging as a source of emotional support for moms.



- Convenience, 24/7 availability
- Source of non-judgmental support
- Help with stress management
- Ask sensitive questions without judgment

AI is also becoming a cultural connector, balancing tradition and modernity.



currently using AI cited hobbies, family recipes, culturally relevant moments, or preservation of native language as areas where AI can serve as a cultural connector between past and present.

Visit [aka.ms/Abuela](https://aka.ms/Abuela) to learn more about **Abuela-Approved AI** and join the conversation online using **#AbuelaApprovedAI** to share how Microsoft Copilot has become your modern-day "comadre."

The data presented in this infographic resulted from a survey run by Dynata on behalf of Microsoft from February 11-16, 2025, with 504 U.S. Latina moms ages 25-40.

