

Q2 2025 User Demographics Report

Age, Gender, Income & Relationship-Status Breakdown — 1,840-Respondent Survey

EXECUTIVE SUMMARY

This quarterly demographics snapshot establishes the baseline profile of the AIGirlfriends.ai active user base across Q2 2025. Drawn from 1,840 verified survey respondents in 12 countries, the data confirms a predominantly male, urban, younger-adult audience with notable secondary peaks among mid-30s users. Income distribution and relationship-status breakdowns reveal distinct sub-segments with diverging satisfaction drivers.

GENDER DISTRIBUTION

The AIGirlfriends.ai user base in Q2 2025 is 81% male, 18% female, and 1% non-binary, consistent with Q1 2025 findings.

- **81% male — primary demographic across all regions**
- **18% female — growing segment, up 2 percentage points from Q4 2024**
- **1% non-binary — stable, consistent with platform average**

Female adoption continues to grow from a smaller base. The 2 pp quarter-on-quarter increase is the largest single-quarter gain recorded to date. Broader market surveys across competing platforms put the female share at approximately 25%, suggesting our audience skews more male than the category average.

AGE DISTRIBUTION

The mean age of active users is 27.4 years. The distribution is bimodal, with a primary peak in the 21–24 cohort and a secondary peak in the 35–38 range.

- **21–24 years: 39% of active users (largest single cohort)**
- **25–29 years: 18% of active users**
- **30–34 years: 11% of active users**
- **35–38 years: 22% of active users (second-largest cohort)**
- **39–45 years: 7% of active users**
- **46+ years: 3% of active users**

The 35–38 secondary peak is a consistent finding unique to our platform and not widely reported in industry aggregates. This cohort converts to premium plans at higher rates and churns at lower rates than the primary 21–24 group.

INCOME BRACKETS

Income distribution influences both engagement patterns and satisfaction scores significantly.

- **Under \$30,000/year: 21% of respondents — highest satisfaction scores**
- **\$30,000–\$50,000/year: 28% of respondents**
- **\$50,000–\$80,000/year: 22% of respondents**
- **\$80,000–\$120,000/year: 18% of respondents**
- **Over \$120,000/year: 11% of respondents — lowest satisfaction scores**

Lower-income users demonstrate a Net Promoter Score of +42 versus +4 for high earners. The disparity reflects differing value calculations: lower-income users cite cost savings versus traditional socialising as primary value, while high earners report time scarcity as the dominant barrier.

RELATIONSHIP STATUS

A common misconception is that AI companion users are exclusively single. Our data shows a more complex picture.

- **Single: 50% of respondents**
- **In a relationship (non-cohabiting): 18% of respondents**
- **Cohabiting or married: 25% of respondents**
- **Divorced or separated: 7% of respondents**

Among partnered users, the most commonly stated motivations are companionship during travel or shift work (41%) and emotional processing independent of a partner (33%). Substitution of a primary relationship is

cited by fewer than 9% of this sub-group.

GEOGRAPHIC DISTRIBUTION

The Q2 2025 survey reached respondents in 12 countries. United States respondents constituted the largest share at 38%, followed by the United Kingdom (11%), Canada (8%), Australia (6%), Germany (5%), and Brazil (7%). Remaining respondents were spread across South Korea, India, Netherlands, Philippines, Mexico, and South Africa.

Latin American respondents showed the highest quarter-on-quarter growth in new sign-ups, consistent with search trend data showing Brazil at +450% and Mexico at +390% growth between January 2023 and May 2025.

EDUCATION

- **No college degree: 32% of respondents**
- **Some college or associate degree: 28% of respondents**
- **Bachelor's degree: 29% of respondents**
- **Graduate degree: 11% of respondents**

40% of users hold a college degree or higher, slightly above the general population rate in surveyed markets. The distribution does not cluster at either extreme, indicating AI companion adoption spans the educational spectrum rather than targeting a specific credential group.

DATA TABLE

Cohort	Share	Daily Login Rate	Premium Conv. Rate
Male 21–24	31%	71%	39%
Male 35–38	18%	79%	48%
Female 21–30	11%	64%	31%
Female 31–40	7%	68%	36%
High income (>\$120K)	11%	59%	29%
Low income (<\$30K)	21%	73%	41%

METHODOLOGY

Survey conducted via platform opt-in modal (Q2 2025, April 1–June 10). Respondents self-selected and were compensated with 7-day premium credits. One response per verified email address. Minimum age 18 enforced via platform age-gate. Responses weighted by country to correct for over-representation of English-speaking markets. N=1,840 completed responses from 2,210 survey starts (83% completion rate).

Disclosure

AI girlfriends.ai operates AI companion services. This report is published for educational and transparency purposes. All user data is anonymised and collected under informed consent. Not a substitute for professional mental health advice. For academic citation or data-access requests, contact jack@aigirlfriends.ai.