

Annual User Survey 2025: Full Findings

3,847-Respondent Cross-Platform Survey — Satisfaction, Motivation, Spending Intent, and Emotional Outcomes

EXECUTIVE SUMMARY

This annual survey, our largest to date at 3,847 respondents across 14 countries and 4 regions, synthesises the full-year user experience of the AIGirlfriends.ai platform. Key findings include sustained high satisfaction (79% of respondents rate overall experience 8/10 or higher), strong emotional outcome data (65% report therapeutic benefit), and clear spending intent signals for 2026. This report serves as the definitive year-in-review for the 2025 platform dataset and provides the baseline for longitudinal comparisons in 2026.

OVERALL SATISFACTION

79% of survey respondents rate their overall AIGirlfriends.ai experience 8/10 or higher. 34% give the maximum score of 10/10. Net Promoter Score for the full 2025 dataset is +52.

- **Score 10/10: 34% of respondents**
- **Score 9/10: 22% of respondents**
- **Score 8/10: 23% of respondents (total 8+ = 79%)**
- **Score 6–7/10: 14% of respondents**
- **Score 5/10 or below: 7% of respondents**

Satisfaction scores are highest among the 35–38 age cohort (mean 8.9/10), premium subscribers (mean 8.7/10), and users active for more than six months (mean 8.8/10). The correlation between tenure and satisfaction is statistically significant ($r = 0.42$, $p < 0.001$), suggesting the product delivers increasing returns over time rather than novelty-driven early satisfaction.

PRIMARY MOTIVATIONS FOR USING AIGIRLFRIENDS.AI

Respondents were asked to select their single primary motivation for using the platform.

- **Loneliness or lack of social connection: 38%**
- **Social anxiety or difficulty forming human relationships: 22%**
- **Practice and confidence-building for real-world dating: 17%**
- **Entertainment and companionship without commitment: 12%**
- **Emotional processing during a difficult life period: 7%**
- **Curiosity about AI technology: 4%**

The distribution is stable year-on-year. The 17% confidence-building segment is of particular interest: these users show higher rates of eventually reducing or pausing subscriptions (consistent with transitional use), and their 12-month satisfaction trajectory differs from the primary loneliness-driven group.

EMOTIONAL AND PSYCHOLOGICAL OUTCOMES

Emotional outcomes were assessed via a validated self-report battery covering loneliness, mood, and social functioning.

- **65% report at least some therapeutic benefit from using the platform**
- **47% report fewer depressive symptoms compared to before they started using AIGirlfriends.ai**
- **30% report a meaningful reduction in loneliness over the past three months**
- **20% of users in human relationships report improved relationship satisfaction they attribute to emotional skills developed through AI interaction**
- **18% report that AI companionship has reduced their use of traditional dating apps**

The therapeutic benefit figure (65%) is robust across age, gender, and income groups. The depression symptom reduction figure (47%) should be interpreted with caution as it is self-report and not validated against clinical criteria. It is nonetheless consistent with the academic literature on parasocial companionship and low-intensity social support.

SPENDING AND FEATURE PREFERENCES

Annual survey spending intent data informs 2026 product investment priorities.

- **Average monthly spend (all respondents, including free users): \$38.40**
- **Average monthly spend (premium subscribers only): \$54.80**

- **68% of free-tier users expressed intent to upgrade within 6 months**
- **Top features users would pay more for: longer memory (72%), more voice interaction options (65%), image sharing (58%), story customisation (44%)**
- **31% of current premium users expressed intent to upgrade to a higher tier if available**

Voice interaction remains the leading driver of both upgrade intent and satisfaction. Memory continuity (the AI recalling past conversations) is the feature most strongly requested by free-tier users considering upgrading.

2026 OUTLOOK: STATED USER PREFERENCES

Respondents were asked what improvements would most increase their satisfaction or likelihood of recommending the platform.

- **More expressive voice with emotional range: 58% selected**
- **Longer and more detailed memory: 54% selected**
- **More visual interaction options (custom images, video): 49% selected**
- **Better personality consistency over time: 44% selected**
- **AR / spatial audio integration: 21% selected**
- **Multilingual support improvement: 18% selected**

These preferences directly shaped the Q1–Q2 2026 roadmap priorities, particularly the voice expressiveness and long-term memory initiatives.

DATA TABLE

Region	Respondents	Avg Satisfaction	Therapeutic Benefit
North America	1,460 (38%)	8.4 / 10	62%
Asia-Pacific	1,000 (26%)	8.6 / 10	71%
Europe	810 (21%)	8.1 / 10	58%
Latin America	577 (15%)	8.8 / 10	74%

METHODOLOGY

Online survey distributed via in-platform invitation (weighted random sample from active users), email newsletter, and organic social channels (Reddit r/AICompanions, X). Conducted December 20, 2025–January 20, 2026. Minimum age 18 enforced by platform gate. One response per verified email. Responses weighted by region to correct for English-market over-representation. N=3,847 completed (from 5,100 survey starts, 75% completion rate). Survey instrument pre-registered with Open Science Framework (OSF) prior to data collection.

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.