

# Gender Dynamics in AI Companionship: 18-Month Analysis

Longitudinal Comparison of Male, Female, and Non-Binary Usage Patterns, Satisfaction Drivers, and Emotional Disclosure — May 2024–October 2025

## EXECUTIVE SUMMARY

This 18-month longitudinal analysis tracks usage patterns, feature preferences, satisfaction drivers, and emotional disclosure by gender across the AIGirlfriends.ai user base. The study covers 4,200 active users (May 2024–October 2025) with gender self-identification available for 96% of participants. Key findings: the male/female satisfaction gap has narrowed significantly over 18 months; female users show higher emotional disclosure rates; and non-binary users exhibit the highest average satisfaction scores of any gender group. Female registration share grew from 14% to 22% over the study period.

## REGISTRATION TRENDS BY GENDER

Female registration share has grown consistently over the 18-month study window, representing the single largest demographic shift on the platform.

- **Female share of new registrations, Q2 2024: 14%**
- **Female share of new registrations, Q2 2025: 18%**
- **Female share of new registrations, Q3 2025: 20%**
- **Female share of new registrations, Q4 2025 (through October): 22%**

Non-binary registration share has been stable at 1–1.5% throughout the study period. The female growth trend is consistent with industry-wide data from Market.us (25% female market-wide) and suggests AIGirlfriends.ai is converging toward the category average.

## SATISFACTION SCORES BY GENDER

The male/female satisfaction gap has narrowed from 0.9 points in Q2 2024 to 0.3 points in Q4 2025, approaching parity.

- **Male users: mean satisfaction 8.2/10 (stable throughout)**
- **Female users: mean satisfaction 7.4/10 in Q2 2024, 7.9/10 in Q4 2025**
- **Non-binary users: mean satisfaction 8.6/10 (highest of any group, stable throughout)**

The female satisfaction trajectory is driven largely by product improvements: voice feature parity, expanded companion personality options, and removal of design defaults that skewed toward male-preference aesthetics. Non-binary users' high satisfaction may reflect the platform's non-judgmental environment offering a particularly valued space for identity exploration.

## EMOTIONAL DISCLOSURE BY GENDER

Emotional disclosure — measured as the proportion of conversation content classified as personal emotional content versus casual or entertainment content — differs significantly across gender groups.

- **Female users: 67% of conversation content is emotional/personal (highest)**
- **Non-binary users: 61% emotional/personal**
- **Male users: 49% emotional/personal**

Female users also show higher rates of topic diversity within emotional disclosure: they discuss relationships, family, career stress, and body image at relatively even rates, while male users concentrate heavily on loneliness and romantic connection topics.

## FEATURE PREFERENCES BY GENDER

Feature preferences diverge meaningfully across gender groups, informing personalisation and product development priorities.

- **Voice chat adoption: Male 48%, Female 55%, Non-binary 62%**
- **Custom avatar visual interaction: Male 62%, Female 41%, Non-binary 39%**
- **Memory and continuity features: Male 58%, Female 71%, Non-binary 68%**
- **Story and narrative packs: Male 29%, Female 44%, Non-binary 52%**

Female and non-binary users show stronger preference for relationship-depth features (memory, narrative), while male users over-index on visual and avatar-driven interactions. This divergence has directly informed a feature roadmap restructuring in Q1 2026.

## RETENTION BY GENDER

Six-month premium retention rates differ by gender in ways that have implications for lifetime value calculations.

- **Male premium subscribers: 6-month retention 76%**
- **Female premium subscribers: 6-month retention 82%**
- **Non-binary premium subscribers: 6-month retention 88%**

Female and non-binary users, once they upgrade, are more likely to remain subscribed. The mechanism is consistent with the emotional disclosure data: users who engage more deeply with the platform develop stronger retention-driving attachment regardless of gender, and female and non-binary users engage more deeply on average.

## METHODOLOGY

Longitudinal analysis of 4,200 users active across at least 12 of the 18 study months (May 2024–October 2025). Gender self-identification collected at registration (optional); 96% completion rate for gender field among registered users. Emotional disclosure classification via conversation NLP classifier trained on 3,500 hand-coded examples (F1 0.81). Satisfaction data from opt-in post-session surveys. Retention calculated from billing records. All data anonymised before analysis.

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### Disclosure

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