What recent evidence shows

Women and AI, mid-2026

Earlier studies often found a substantial gender gap in AI adoption, but a representative US survey conducted in February 2026 found similar levels of overall chatbot use among women and men. Differences remain, however, in how AI is used and viewed, how exposure to AI-related change is distributed across the workforce, and women's representation in AI roles and leadership.

Adoption

Recent evidence suggests that the gender gap in mainstream AI adoption has narrowed. In the US, women and men reported similar overall chatbot use in 2026; global ChatGPT activity and Australian AI-use data also showed close to an even gender split.

US adults who had ever used an AI chatbot in 2026 [1]	**47%** women	**50%** men
Active ChatGPT users, June 2025 [2]	**52%** typically feminine names	**48%** typically masculine names
Australian AI users, January–March 2026 [3]	**50%** women	**50%** men

At work

Women and men reported similar levels of AI use at work, but women were less likely to say they had received praise or recognition for using it. Identical AI-assisted work was also rated less favourably when it was attributed to a woman.

Reported using AI at work [4]	**73%** women	**78%** men
Received praise or recognition for using AI [4]	**18%** women	**23%** men
Fall in perceived competence rating after AI-assisted work [5]	**13%** for a woman	**6%** for a man

Job change

Women are more exposed to AI-related changes at work because they are concentrated in clerical, administrative and business-support occupations, a pattern shaped by longstanding occupational segregation.

Occupations exposed to generative AI [6]	**29%** female-dominated	**16%** male-dominated
Tasks performed by women in Africa's outsourcing and IT-enabled-services sector [7]	**10%** more susceptible to automation than men's tasks	
Women's employment exposed to generative AI in the UK [8]	**More than 40%**	

How AI is used

Overall AI use may be evenly divided, but women and men do not necessarily choose the same platforms or use them in the same ways.

Canva Magic Studio users in Australia [3]	**More than 60% women**
Share of sessions conducted in Claude Code [8]	**–6.3 pts** for women
Share of sessions classified as automation [8]	**–7.3 pts** for women

Attitudes

Women reported greater concern about the direction and effects of AI, even as overall use became more similar among women and men. Greater caution should not be confused with lack of interest or capability.

Think AI is advancing too quickly [1]	**68%** women	**58%** men
Expect AI to have a negative effect on society over the next 20 years [1]	**43%** women	**36%** men
Think AI has more risks than benefits [9]	**42%** women	**34%** men

AI roles

Women remain underrepresented across AI roles, including in organisations that use or develop AI and in research and engineering.

AI roles in surveyed UK organisations [10]	**20%** held by women in 2025, down from 24% in 2020
Responding UK organisations with no women in AI roles [10]	**41%**
AI researcher and engineer roles across selected EU countries [11]	**21%** of roles held by women

Leadership

Women made up one-third of European AI, data and analytics roles overall, but were less represented at more senior levels.

Women in AI, data and analytics roles in Europe [12]	**33%** overall
At manager level, compared with entry level [12]	**–11 pts** than entry level
At C-level, compared with entry level [12]	**–16 pts** than entry level
CEOs of 11 major consumer AI companies [13]	**11 of 11** men

Women's overall use of AI may now be close to men's, but equality in adoption does not mean equality in influence or impact. Differences remain in how AI-related change is experienced at work, whose concerns shape its development, and who builds and leads the technology.

Sources and notes

[1] Pew Research Center, "The gender gap in AI", 17 June 2026. Representative survey of 5,119 US adults conducted from 17 to 23 February 2026. In 2026, 47% of women and 50% of men reported ever using an AI chatbot; the overall gender difference was no longer statistically significant. Women were more likely than men to say AI was advancing too quickly (68% versus 58%) and to expect AI to have a negative effect on society over the next 20 years (43% versus 36%). https://www.pewresearch.org/internet/2026/06/17/the-gender-gap-in-ai/

[2] Chatterji, A. et al., "How People Use ChatGPT", NBER Working Paper 34255, September 2025. Analysis of consumer ChatGPT activity. By June 2025, 52% of active users whose first names could be classified had typically feminine names and 48% had typically masculine names. OpenAI does not collect users' gender. Gender was estimated from first names using public name-gender datasets; ambiguous and unclassified names were excluded. The paper is an NBER working paper and had not been peer reviewed at publication. https://www.nber.org/papers/w34255

[3] Roy Morgan, 'AI usage shows an even gender split but gender differences emerge in platform choices", 14 July 2026. Roy Morgan Single Source survey of 14,646 Australians aged 14 and over, conducted from January to March 2026. Women made up 49.7% of Australian AI users and men 50.3%. Women made up more than 60% of Canva Magic Studio users, while Gemini, Copilot and Claude had more male than female users. https://www.roymorgan.com/findings/10277-artificial-intelligence-key-demographics-july-2026

[4] Leanin.Org, "Women use AI less often at work and get less credit", 5 June 2026. Online survey of 1,015 nationally representative US adults conducted from 2 to 6 March 2026. The recognition figure applies only to respondents who had used AI at work. https://leanin.org/articles/findings/ai-women-gender-gap-data/

[5] Gai, P. J., Hou, J. and Tu, Y., "Competence Penalty Is a Barrier to the Adoption of New Technology", 2025. Preregistered experiment involving 1,026 software engineers. Participants rated identical AI-assisted work presented as having been produced by either a woman or a man. The study measures perceived competence and is currently an SSRN working paper. https://doi.org/10.2139/ssrn.5255039

[6] International Labour Organization, Gen AI, occupational segregation and gender equality in the world of work, 5 March 2026. Analysis using harmonised microdata covering 84 countries. Female-dominated occupations were more likely than male-dominated occupations to be exposed to generative AI. In several economies, including the UK, Switzerland and the Philippines, more than 40% of women's employment was exposed. Exposure indicates that tasks, skills or working conditions may change; it is not a forecast that the jobs will disappear. https://www.ilo.org/publications/gen-ai-occupational-segregation-and-gender-equality-world-work

[7] Caribou Digital and Genesis Analytics, Preparing for AI in the BPO and ITES Sector in Africa, 3 April 2025. Research covering Kenya, Nigeria, Rwanda, South Africa and Uganda found that tasks performed by women in the sector were, on average, 10% more susceptible to automation than men's tasks. The finding is specific to business-process outsourcing and IT-enabled services. https://mastercardfdn.org/en/our-research/preparing-for-ai-in-the-bpo-and-its-sector-in-africa/

[8] Anthropic, Anthropic Economic Index report: Cadences, 26 June 2026. Survey linked, using privacy-preserving methods, to usage data from about 9,700 active Claude users. Women made up 12% of the linked sample, which was heavily weighted towards computer, mathematical and management occupations. The differences remained after occupation was taken into account. In the graphic, 'pts' means percentage points. https://www.anthropic.com/research/economic-index-june-2026-report

[9] Office for National Statistics, "Public opinions and social trends, Great Britain: June 2026", 17 July 2026. Opinions and Lifestyle Survey data collected from 3 to 28 June 2026. Women were more likely than men to report that AI has more risks than benefits (42% versus 34%). https://www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/bulletins/publicopinionsandsocialtrendsgreatbritain/june2026

[10] UK Department for Science, Innovation and Technology, AI Labour Market Survey 2025 report, 2026. Women accounted for 20% of AI roles in organisations responding to the survey in 2025, four percentage points lower than in the comparable 2020 survey. The 41% figure means that 41% of the 104 responding organisations reported employing no women at all in their AI roles. The report uses 'AI roles' broadly and does not define all of them as technical roles. https://www.gov.uk/government/publications/ai-labour-market-survey-2025-report

[11] Interface, Talent In, Talent Out, 29 April 2026. Professional-profile analysis using September 2025 data across selected EU countries. Women were estimated to hold 20.9% of roles in the study's most technical category: AI researchers and engineers. Gender was estimated using a binary first-name classification model. https://www.interface-eu.org/publications/talent-in-talent-out

[12] McKinsey & Company, "Women in tech and AI in Europe: Can the region close its gender gap?", 5 March 2026. Analysis drawing on more than 1.5 million European professional profiles. Women represented 33% of AI, data and analytics roles in 2025. Their representation was 11 percentage points lower at manager level and 16 points lower at C-level than at entry level. These are comparisons between career levels, not longitudinal tracking of the same people. In the graphic, 'pts' means percentage points. https://www.mckinsey.com/capabilities/mckinsey-technology/our-insights/women-in-tech-and-ai-in-europe-can-the-region-close-its-gender-gap

[13] Kassova, L. and AKAS, "Why Humanity Needs the Godmothers of AI", July 2026. The article reviewed 11 major consumer AI companies and reported that all 11 had male CEOs. The 11 were ChatGPT, Google Gemini, Claude, Microsoft Copilot, Meta AI, DeepSeek, Perplexity, Snapchat My AI, Character.AI, Grok AI and Replika. https://www.godmothers.ai/why-humanity-needs-the-godmothers-of-ai

Figures are drawn from different countries and samples (US, UK, EU, Australia and global user data) and are not directly comparable with one another.

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