

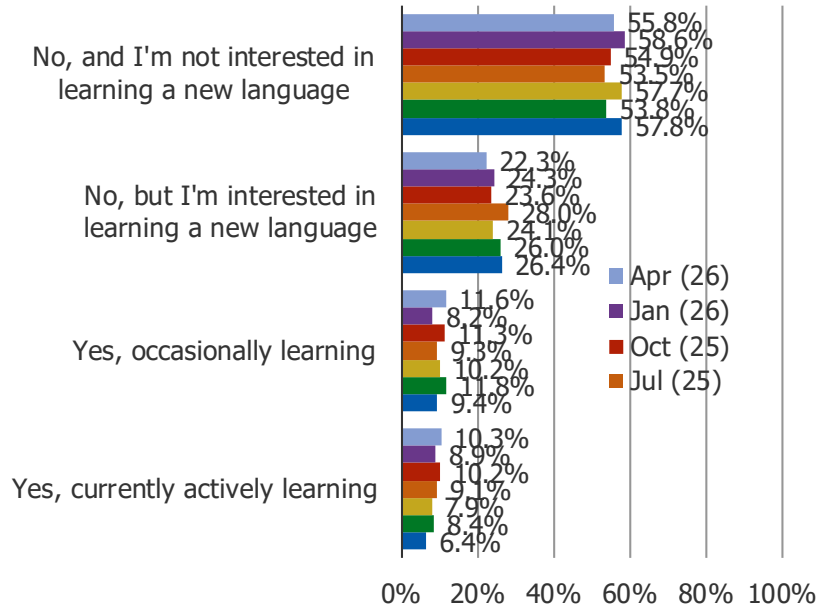
Bespoke Market Intelligence

Duolingo Survey, Volume 7

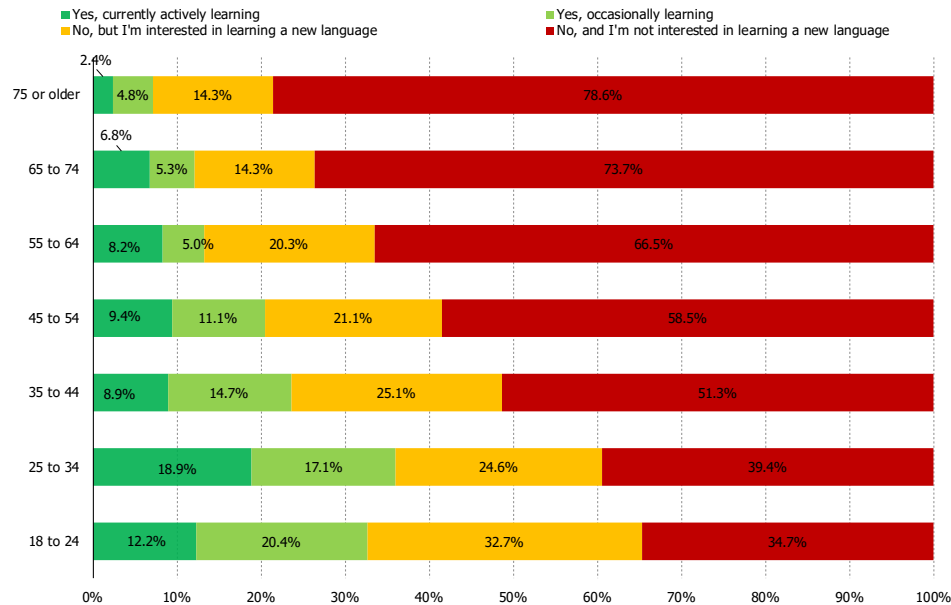
April 2026

Are you currently trying to learn a second language?

Posed to all respondents. (N=999)

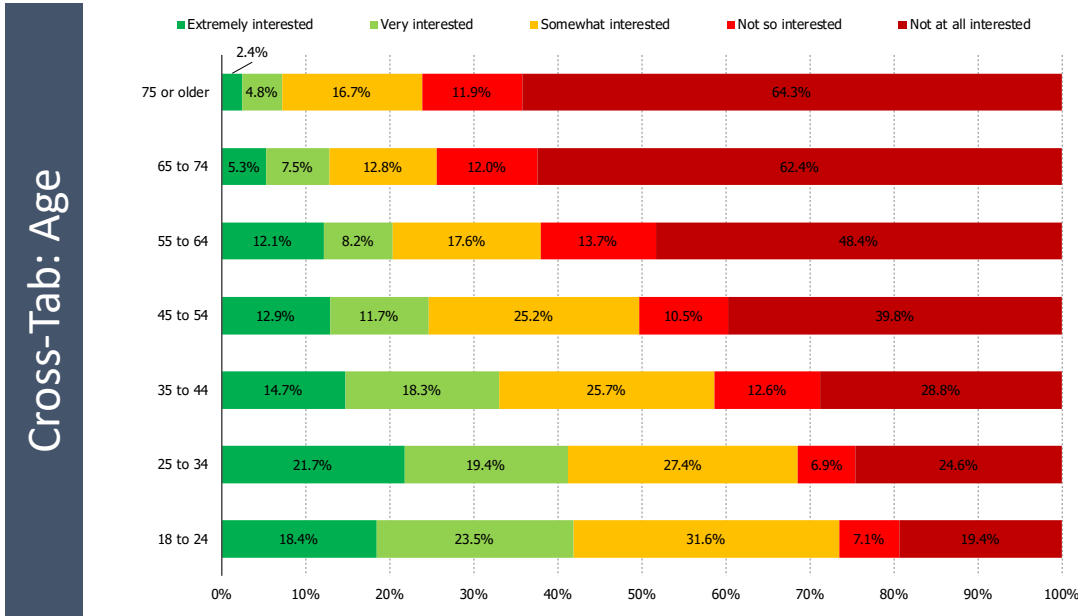
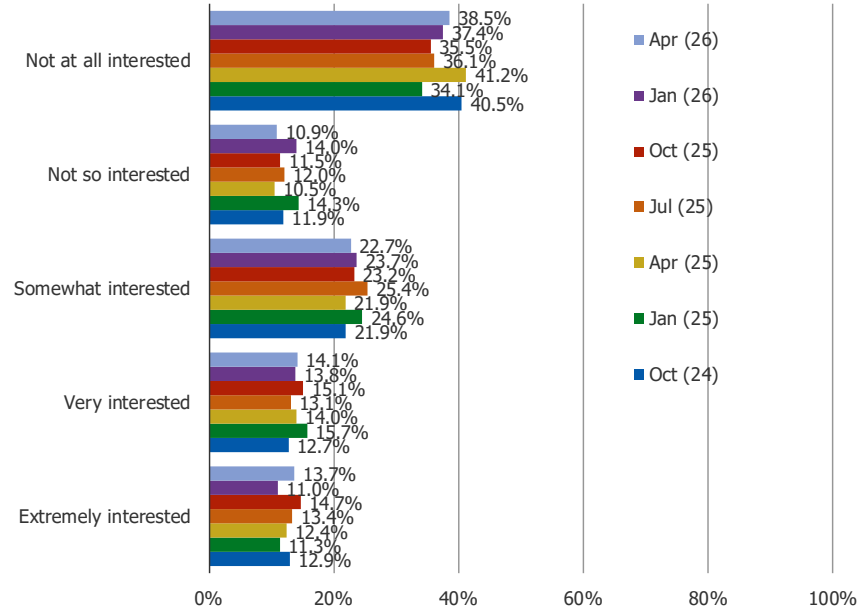


Cross-Tab: Age



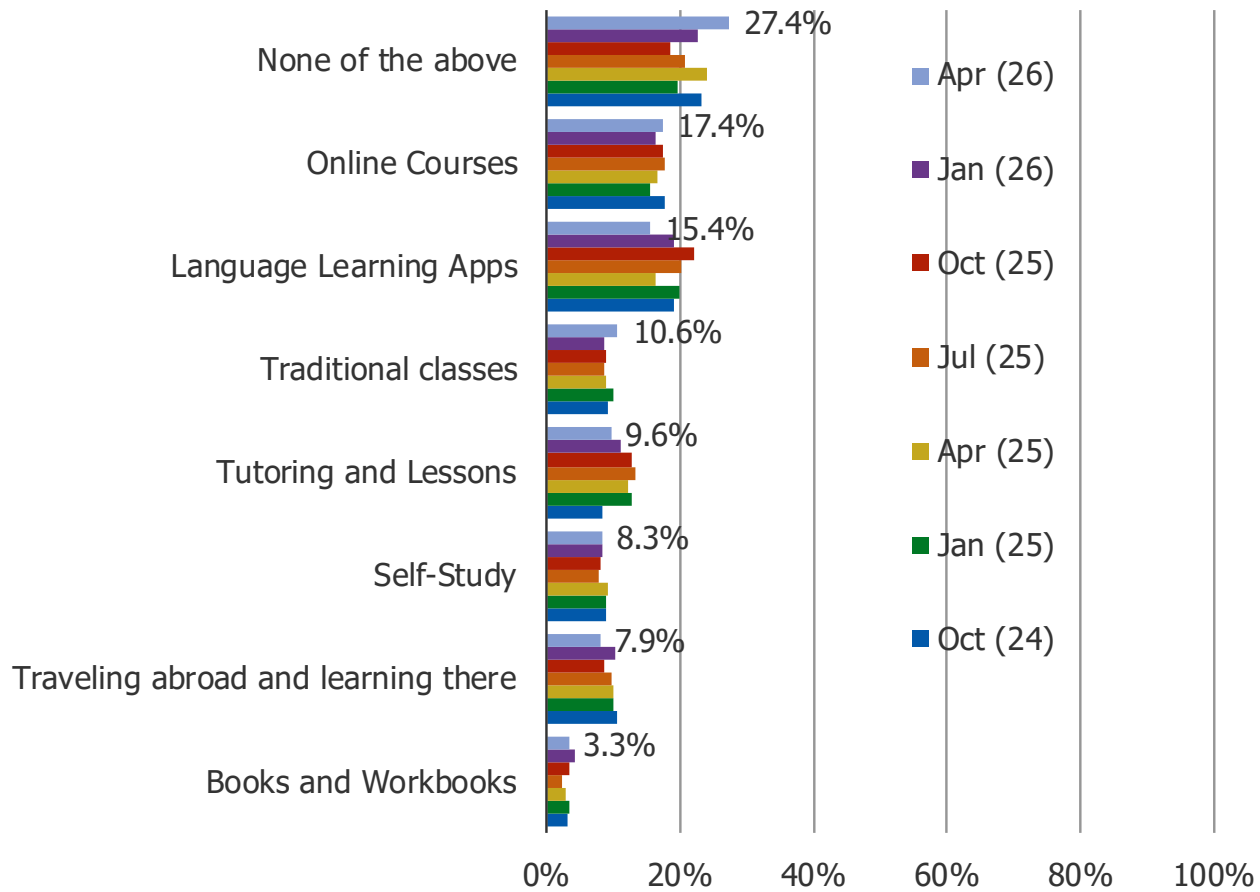
How interested are you in learning a new language in the future?

Posed to all respondents. (N=999)



Which do you think would be the best way to learn a new language?

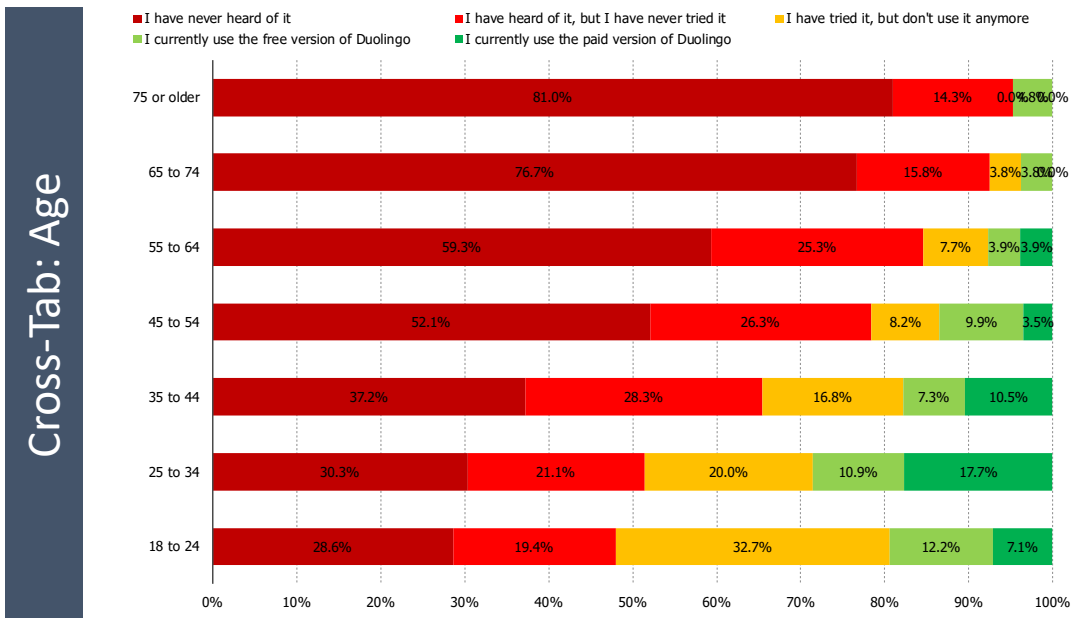
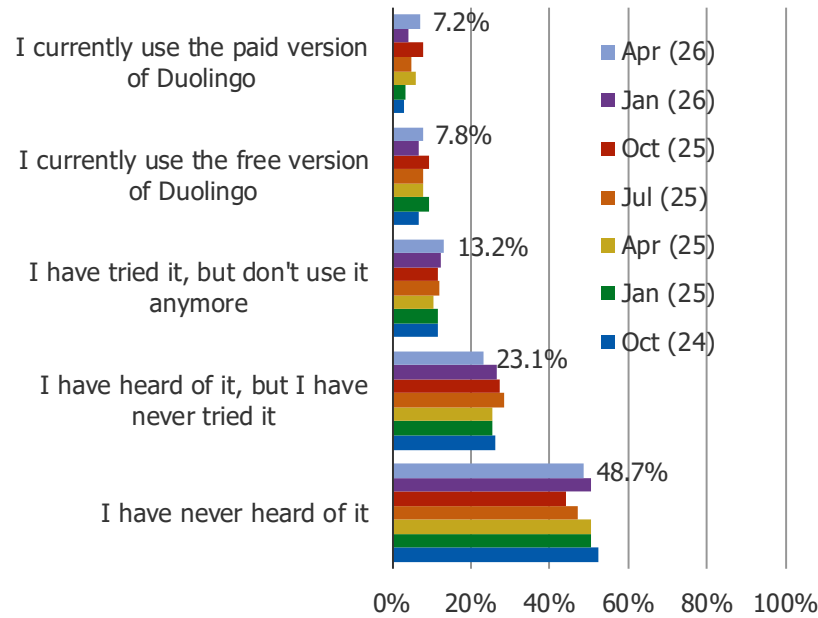
Posed to all respondents. (N=999)



	None of the above	Language Learning Apps	Online Courses	Tutoring and Lessons	Traveling abroad and learning there	Traditional classes	Books and Workbooks	Self-Study
18 to 24	22.5%	10.2%	15.3%	14.3%	10.2%	10.2%	10.2%	7.1%
25 to 34	28.6%	13.7%	19.4%	4.6%	6.9%	12.6%	5.1%	9.1%
35 to 44	30.4%	19.9%	16.2%	5.8%	5.8%	9.4%	2.6%	10.0%
45 to 54	28.1%	17.0%	20.5%	10.5%	5.9%	8.8%	1.8%	7.6%
55 to 64	26.4%	18.1%	16.5%	11.5%	9.3%	9.3%	1.7%	7.1%
65 to 74	24.8%	14.3%	15.8%	13.5%	11.3%	10.5%	2.3%	7.5%
75 or older	31.0%	0.0%	14.3%	11.9%	9.5%	23.8%	0.0%	9.5%

Which of the following best describes your experience with Duolingo?

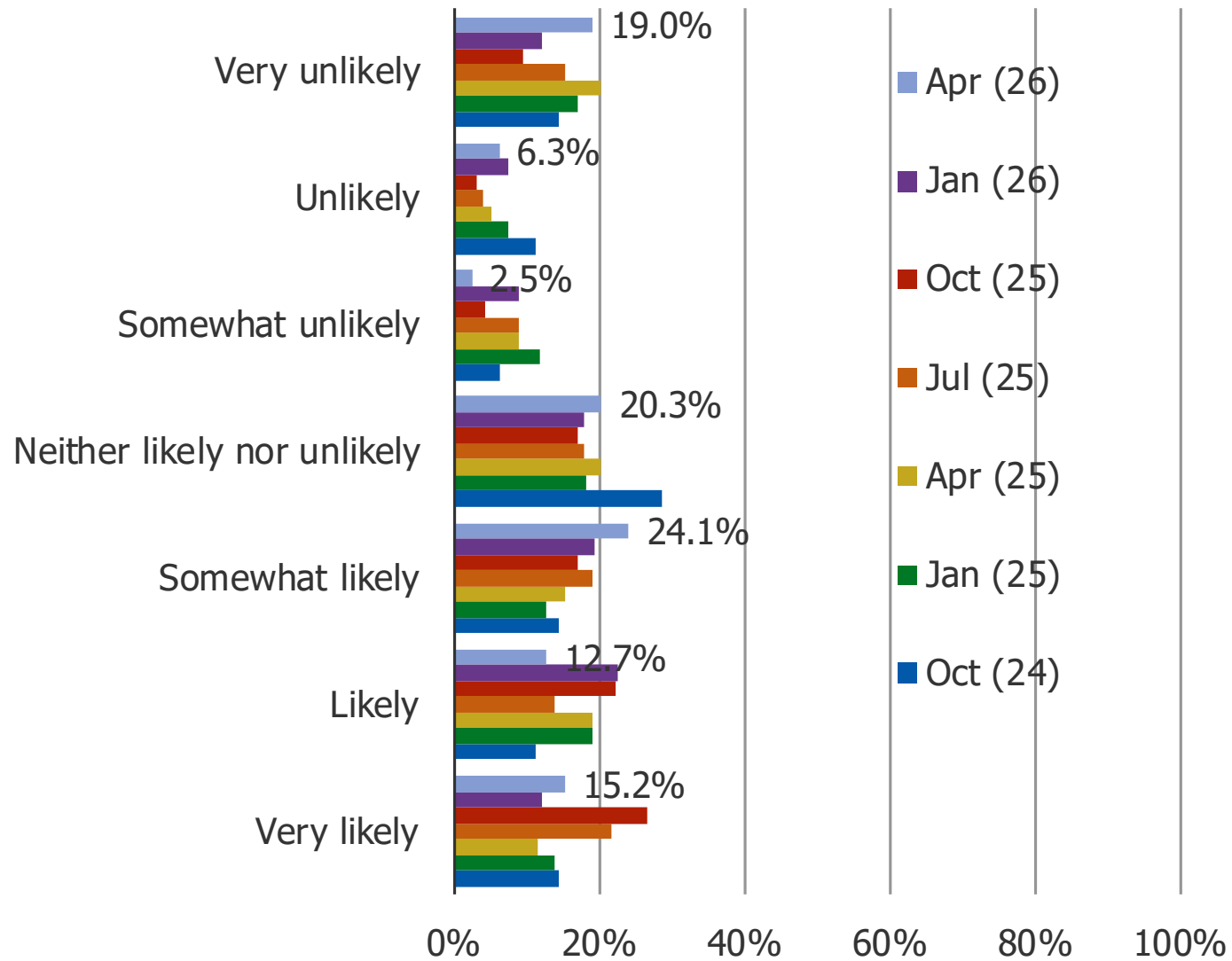
Posed to all respondents. (N=999)



Cross-Tab: Age

How likely would you be to switch to a paid version of Duolingo if it included the ability for you to practice having conversations with an AI generated counterpart?

Posed to all respondents who currently use the free version of Duolingo. (N=79)



How likely is it that you would recommend Duolingo to a friend or colleague?

Posed to all Duolingo users | paid (N = 354) and free (N = 554). Combining all prior waves to reach larger N sizes.

