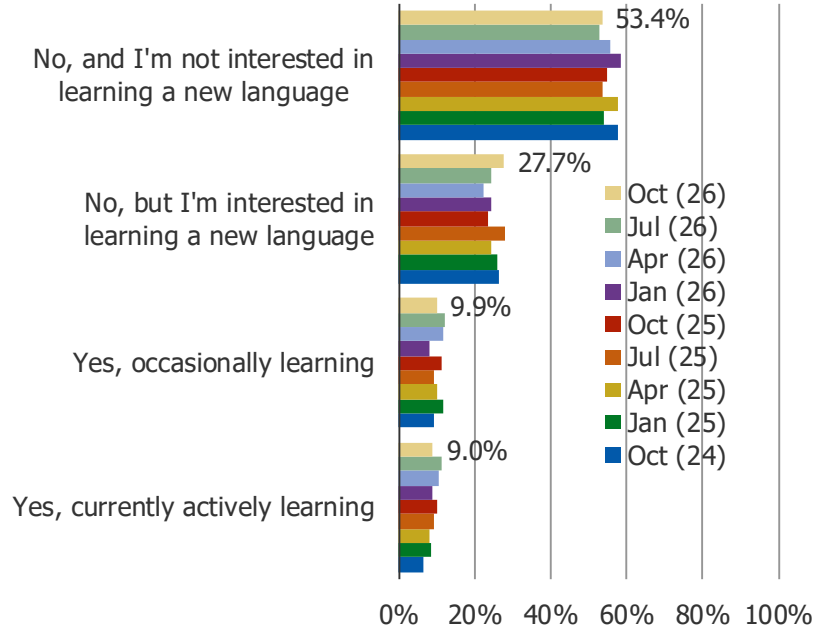
Bespoke Market Intelligence

Duolingo Survey, Volume 9

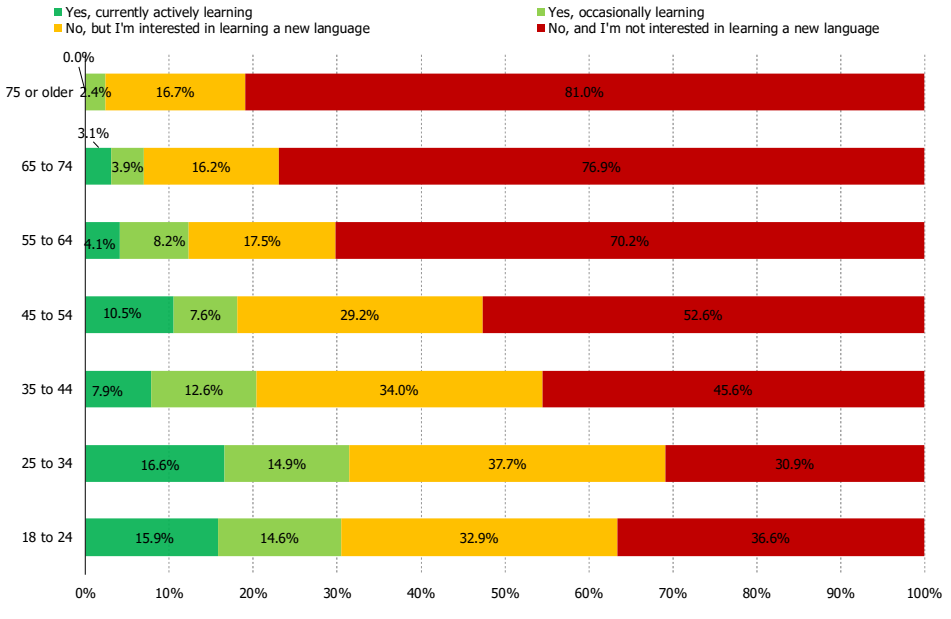
October 2026

Are you currently trying to learn a second language?

Posed to all respondents. (N=960)



Cross-Tab: Age

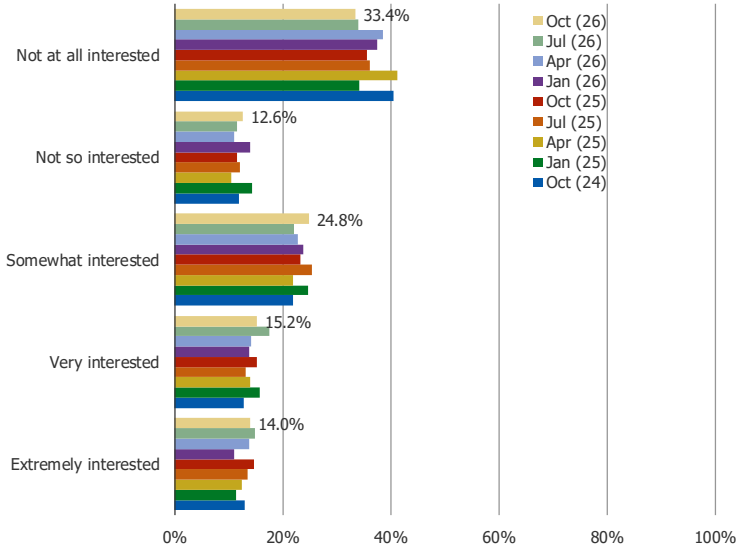


Source: Bespoke Market Intelligence Survey

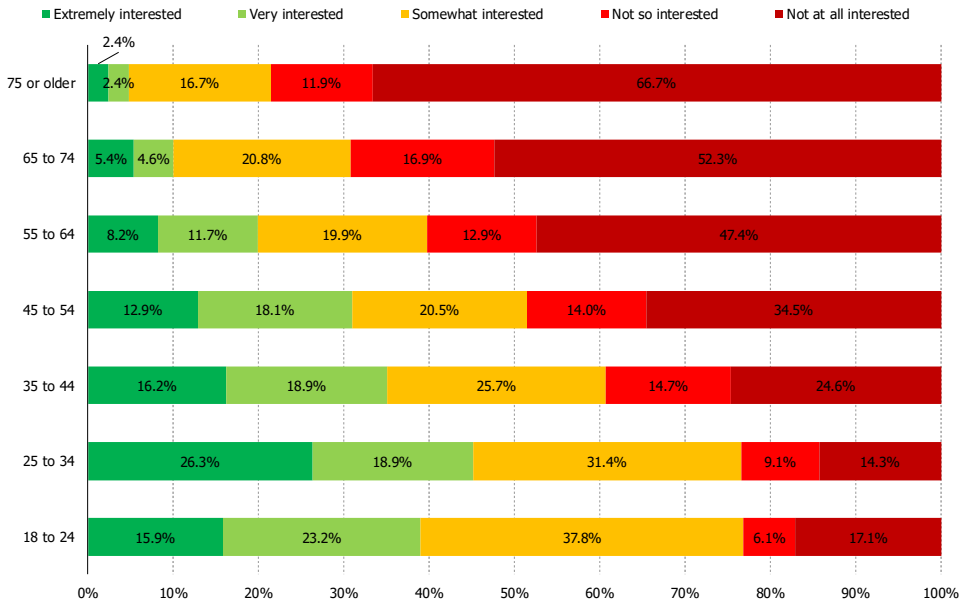
Tickers: DUOL

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

Posed to all respondents. (N=960)



Cross-Tab: Age

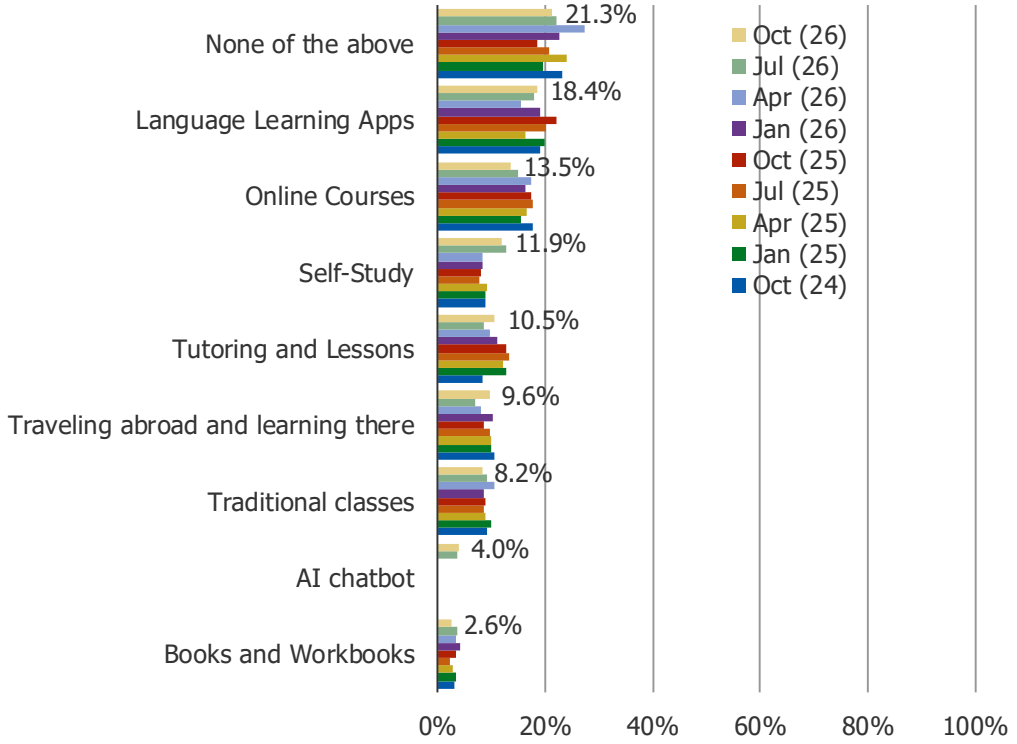


Source: Bespoke Market Intelligence Survey

Tickers: DUOL

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

Posed to all respondents. (N=960)



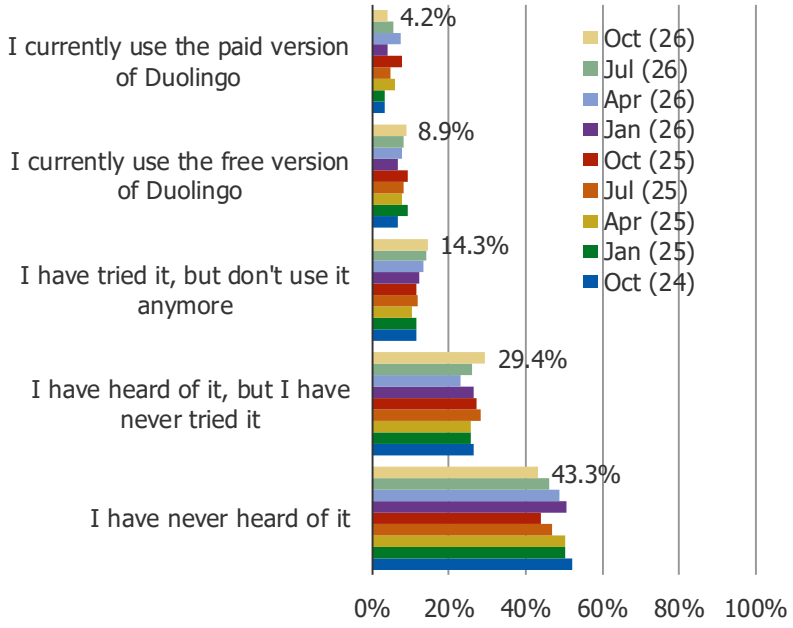
	None of the above	Language Learning Apps	Online Courses	Tutoring and Lessons	Traveling abroad and learning there	Traditional classes	Books and Workbooks	Self-Study	AI chatbot
18 to 24	12.2%	14.6%	15.9%	15.9%	8.5%	7.3%	7.3%	15.9%	2.4%
25 to 34	14.3%	18.3%	14.9%	12.0%	9.1%	8.0%	2.9%	15.4%	5.1%
35 to 44	20.4%	24.1%	14.1%	7.3%	5.8%	4.2%	3.7%	15.2%	5.2%
45 to 54	27.5%	19.9%	14.6%	7.0%	10.5%	4.7%	1.8%	7.0%	7.0%
55 to 64	19.9%	15.8%	11.7%	14.0%	11.7%	12.3%	1.2%	12.3%	1.2%
65 to 74	26.2%	16.2%	12.3%	9.2%	12.3%	12.3%	0.8%	8.5%	2.3%
75 or older	35.7%	11.9%	7.1%	14.3%	9.5%	14.3%	2.4%	4.8%	0.0%

Source: Bespoke Market Intelligence Survey

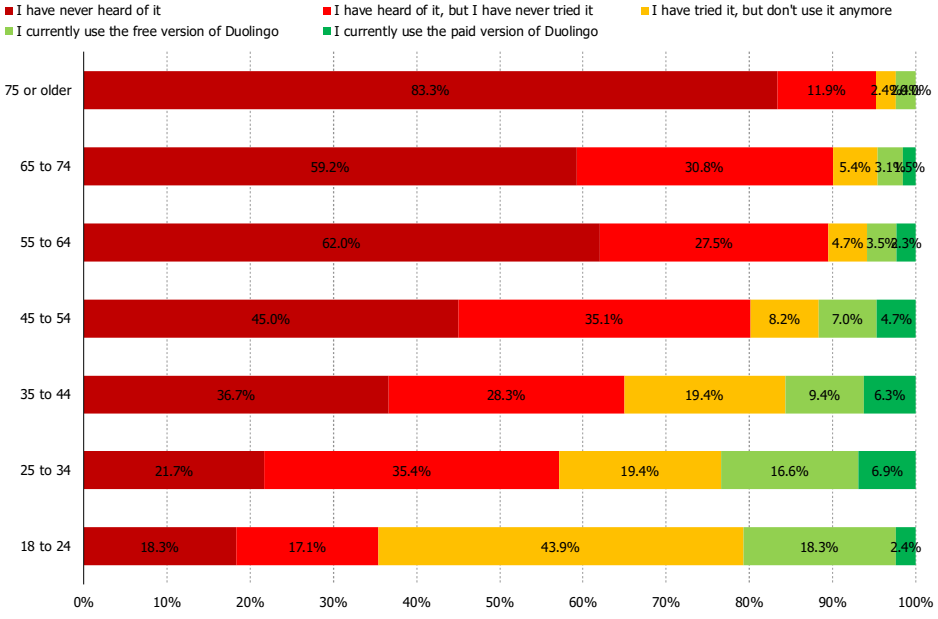
Tickers: DUOL

Which of the following best describes your experience with Duolingo?

Posed to all respondents. (N=960)



Cross-Tab: Age

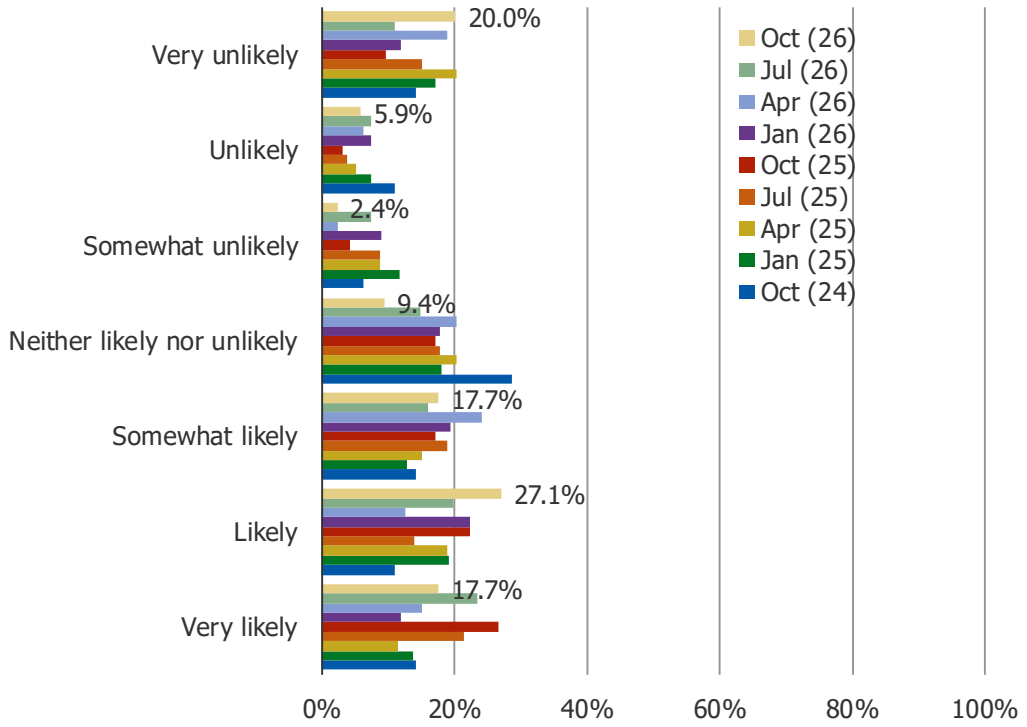


Source: Bespoke Market Intelligence Survey

Tickers: DUOL

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?

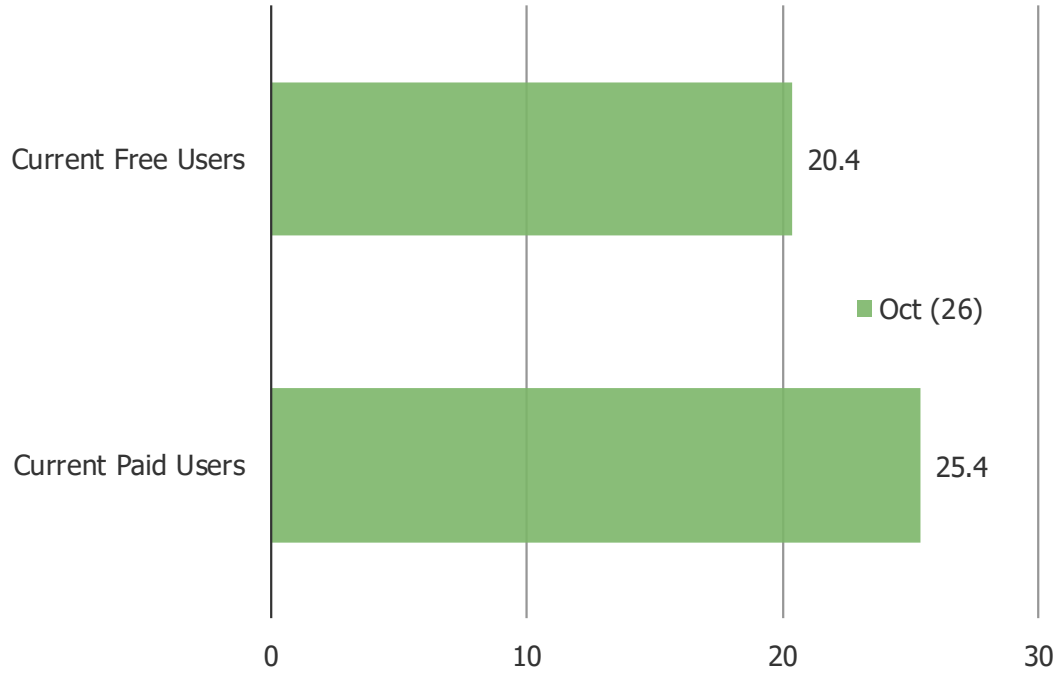
Posed to all respondents who currently use the free version of Duolingo. (N=85)



Source: Bespoke Market Intelligence Survey
Tickers: DUOL

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

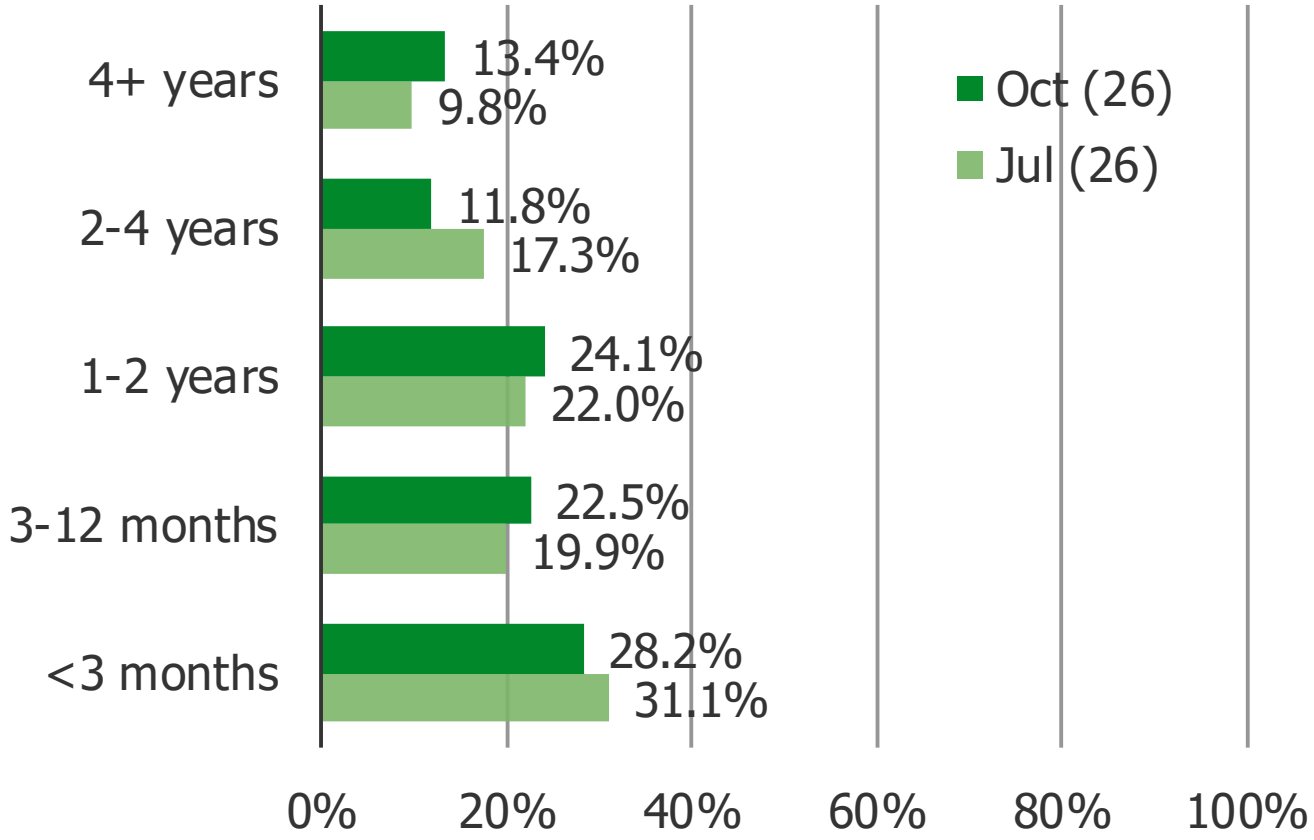
Posed to all Duolingo users | paid (N = 449) and free (N = 720). Combining all prior waves to reach larger N sizes.



Source: Bespoke Market Intelligence Survey
Tickers: DUOL

How long have you used Duolingo?

Posed to all Duolingo users. (N=262)

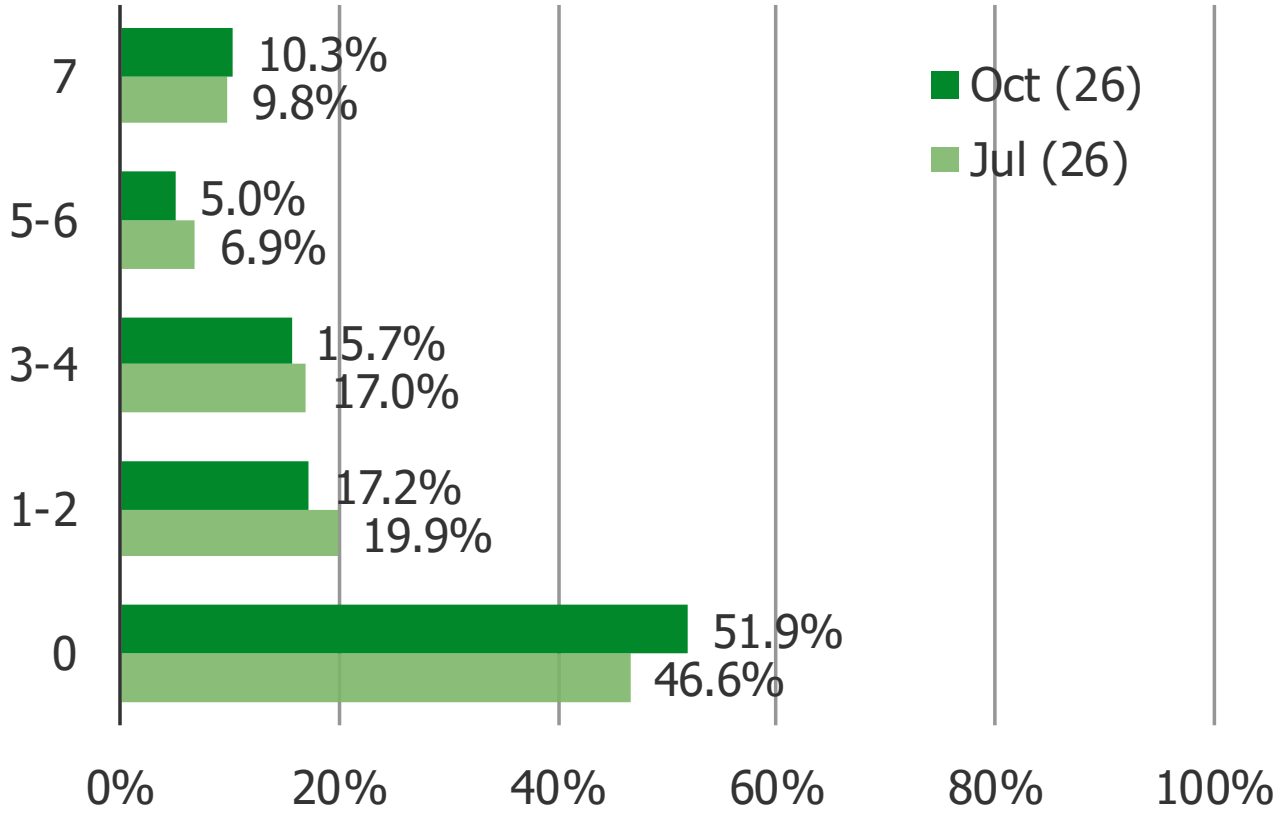


Source: Bespoke Market Intelligence Survey

Tickers: DUOL

In the past 7 days, how many days did you open Duolingo?

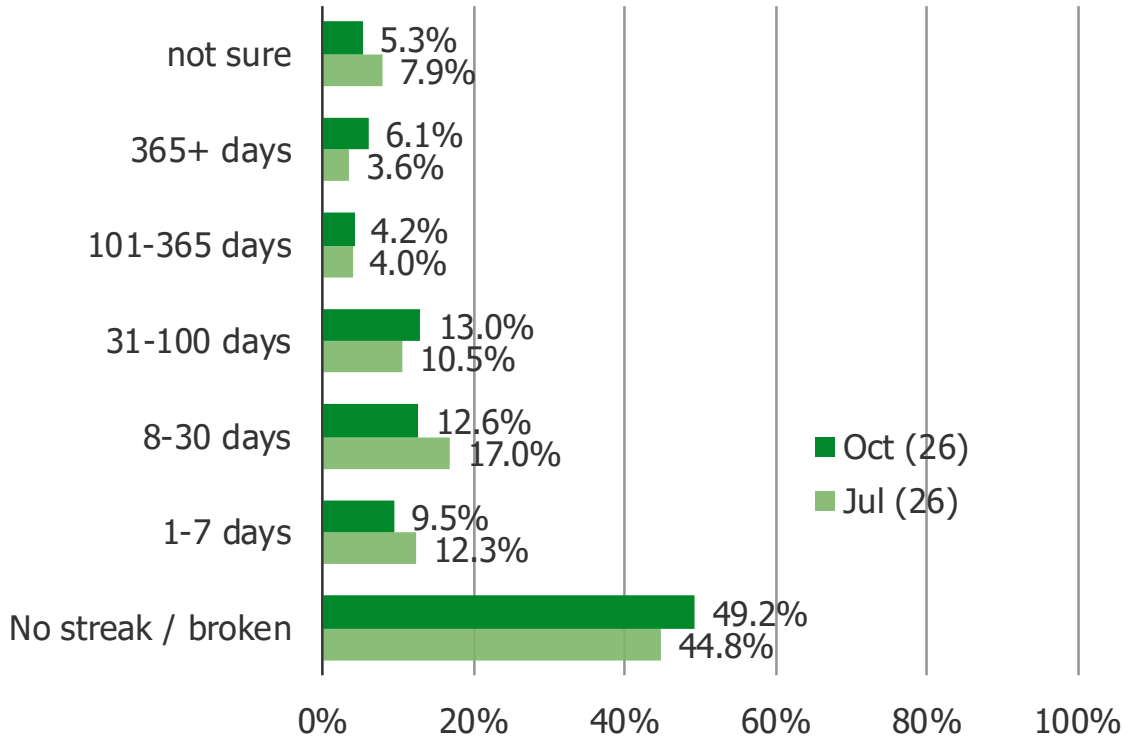
Posed to all Duolingo users. (N=262)



Source: Bespoke Market Intelligence Survey
Tickers: DUOL

What is your current Duolingo streak?

Posed to all Duolingo users. (N=262)

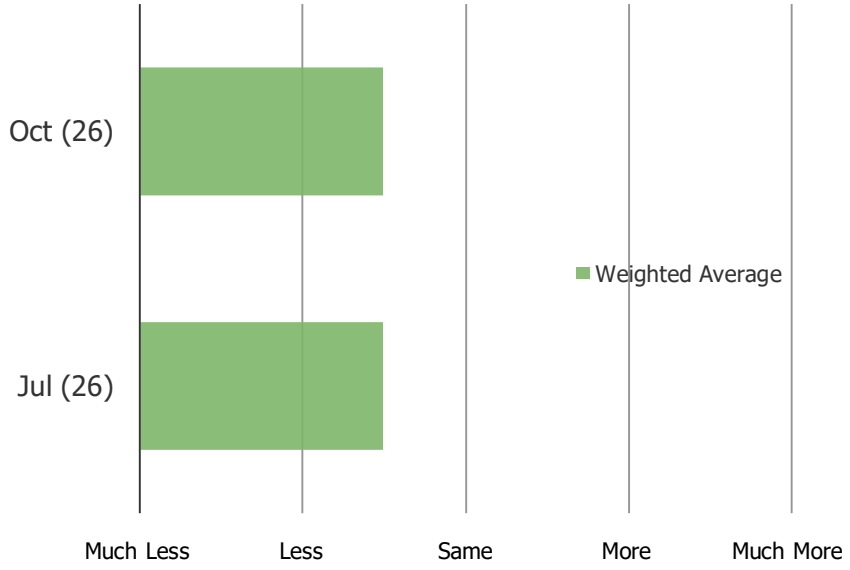


Source: Bespoke Market Intelligence Survey

Tickers: DUOL

Compared to 6 months ago, are you using Duolingo more, the same, or less?

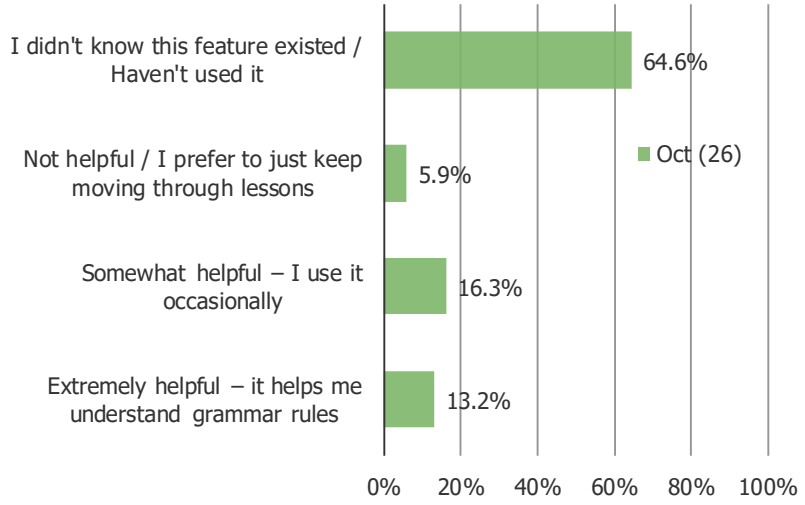
Posed to all Duolingo users. (N=262)



Source: Bespoke Market Intelligence Survey
Tickers: DUOL

How helpful do you find Duolingo's AI-powered feedback features (such as "Explain My Answer") when you make a mistake?

Posed to all respondents. (N=960)

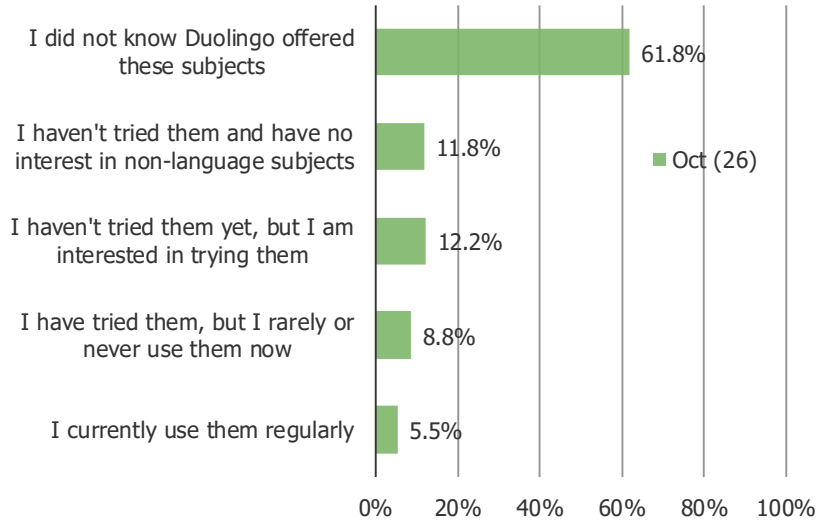


Source: Bespoke Market Intelligence Survey

Tickers: DUOL

Have you tried any of Duolingo's non-language subjects (Chess, Music, or Math)?

Posed to all respondents. (N=960)



Source: Bespoke Market Intelligence Survey

Tickers: DUOL