

A young woman with dark, curly hair and glasses is looking down at a yellow smartphone. She is wearing a pink and white striped sweater and a gold necklace. The background is a warm, orange-toned room with a desk and some books. The image is framed by a large, semi-transparent circle.

Quizlet

Where the Most Diverse Generation in
U.S. History Achieve Their Personal Best

QuizletAds

Introduction

As U.S. brands increase focus on diversity, equity, and inclusion, the need for digital advertising platforms that reach diverse audiences becomes more urgent. In February 2022, Quizlet's User Research Team conducted a study among 18- to 34-year-olds in the U.S. to find out more about how the platform meets this growing demand.

A blind survey conducted via SurveyMonkey included a range of questions about the respondents' views and usage of the platform and several optional questions about racial background and gender identity. Responses were divided into two age groups:

- 18- to 24-year-olds, with 567 completes
- 25- to 34-year-olds, with 597 completes

The following pages focus on results from this survey that are most relevant to companies seeking to advertise on a platform that can help foster diversity initiatives. Survey data demonstrates that Quizlet offers a unique opportunity for advertisers to:



Reach a large audience of goal-oriented young people that is at least as rich in diversity as the U.S. population



Connect with young people from a variety of racial, ethnic and gender backgrounds within a brand-safe digital community that users associate with achievement and self-improvement



Leverage brand love and affinity of Quizlet among Gen Z and Millennials to reach marketing objectives

Source: Blind survey of 18-34-year-olds conducted by SurveyMonkey, February 2022.

Additional sources:

1 Quizlet Internal Data.

2 Comscore Media Metrix® Multi-Platform, Education, Persons 18-34, February 2022, U.S.

3 Comscore Media Metrix® Multi-Platform, Education, Total Audience, September 2021, U.S.



The words that come to mind when I think of Quizlet are education, test taking and community.

—23-year-old Hispanic/Latinx, male, New York, DCDX Video Testimonial, April 2022

About Quizlet

Mission

To help students study and master whatever they want to learn

Key facts

On average,
60M
monthly
active users¹

133%
more time is spent on
Quizlet than the average
internet site²

11%
of the U.S. digital
population uses Quizlet³

Quizlet's young adult audience

In terms of visitation, brand recognition and popularity, Quizlet has no equal. The platform receives more than 60M⁴ monthly active users. In September 2021 alone, Comscore Media Metrix⁵ data showed that 11% of the entire U.S. digital population⁵ used Quizlet, twice the number that visited its competitor, a connected learning platform.

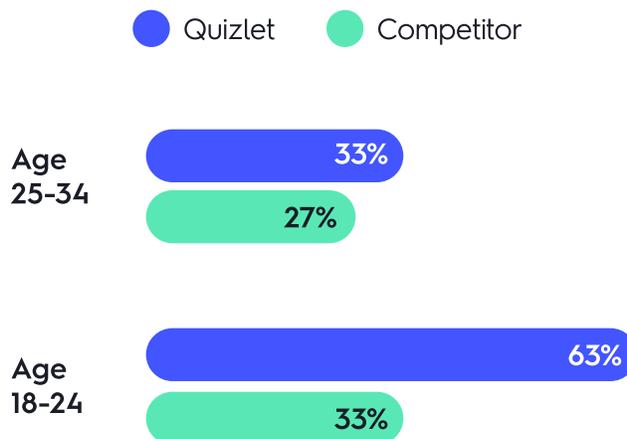
Data from the February 2022 survey showed similar results. Among 25- to 34-year-olds, about 71% surveyed were current or past Quizlet users, on par with the 70% who indicated current or past usage of its competitor. A slightly larger number, 33%, said they were current Quizlet users, compared with its competitor's 27%.

However, Quizlet usage far outpaced its competitor in the younger age group. Among those 18 to 24, only 5% had never used the platform while seven times that number, 35%, had never used its competitor. Meanwhile, current Quizlet users (63%) were nearly double that of its competitor (33%).

90%

of survey respondents aged 18-24 agreed that Quizlet helped them achieve a degree or job.

Quizlet versus Competitor



“Quizlet is critical to the public education ecosystem.”

—19-year-old white female, Illinois, DCDX Video Testimonial, April 2022

Source: Blind survey of 18-34-year-olds conducted by SurveyMonkey, February 2022.

Additional sources:

4 Quizlet 1st-party data, November 2021.

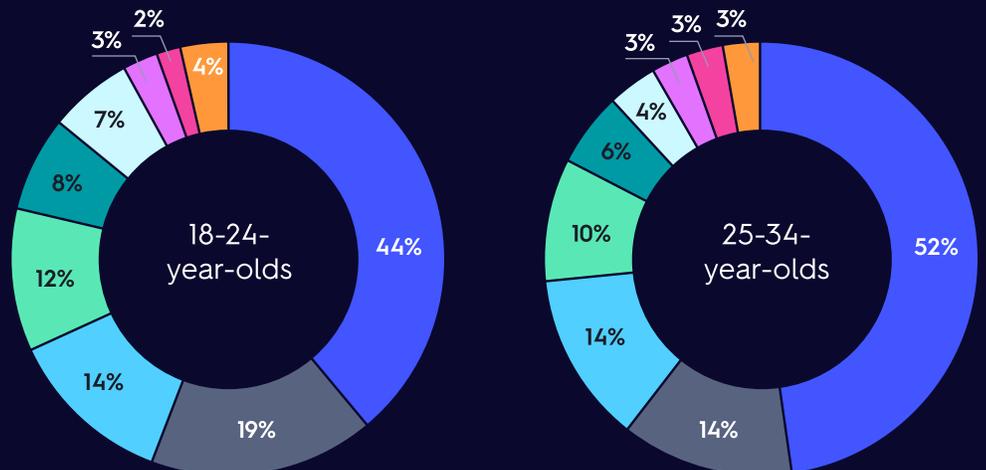
5 Comscore Media Metrix[®] Multi-Platform, Education, Total Audience, September 2021, U.S.

Racial and ethnic diversity on Quizlet

Quizlet stands out for the diversity of its users. Less than half (44%) of the 18- to 24-year-olds surveyed said they were white. Another 14% identified as Black/African American, 19% as Hispanic/Latinx and 12% as East Asian. The distribution among 25- to 34-year-olds was similar.

Quizlet users race/ethnicity

- White
- Hispanic/Latinx
- Black/African American
- East Asian
- South Asian
- Southeast Asian
- Pacific Islander
- Middle Eastern
- Remaining: prefer not to answer or other



As such, Quizlet’s user population reflects the rich diversity of the U.S. population. According to the most recent census, about three-quarters of the total U.S. population identifies as white,⁶ but that number drops below 50% among those under 18. About 13% of the population identifies as Black/African American, 18.5% as Hispanic/Latinx and 5.9% as Asian.

“When I think of Quizlet, I think of success and resources.

—21-year-old Black male Louisiana, DCDX Video Testimonial, April 2022

Notably, Quizlet’s diversity exceeds that of other achievement-focused spaces like four-year U.S. colleges and universities, where the proportion of whites is greater than that of the general population.⁷

Source: Blind survey of 18-34-year-olds conducted by SurveyMonkey, February 2022.

Additional sources:

6 U.S. Census Bureau Quick Facts.

7 U.S. Department of Education National Center for Education Statistics, Undergraduate Enrollment.

Identity on Quizlet

Survey results indicated that Quizlet users are diverse in gender and sexual orientation. A nearly equal number of respondents in the younger and older age groups identified as male or female with 3% identifying as nonbinary or genderqueer among the 25- to 34-year-olds and 5% among the 18- to 24-year-olds.

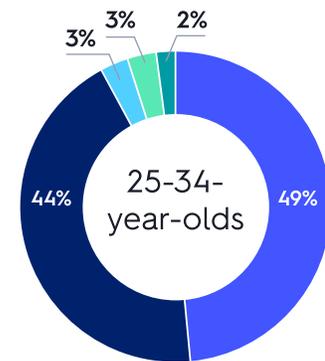
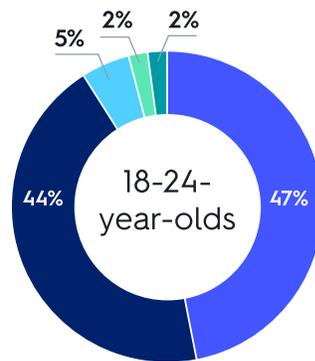


When I think of Quizlet, I definitely think of community. Community is the base of the platform, the whole idea. And it's very helpful and useful.

—18-year-old white male, Oregon, DCDX Video Testimonial, April 2022

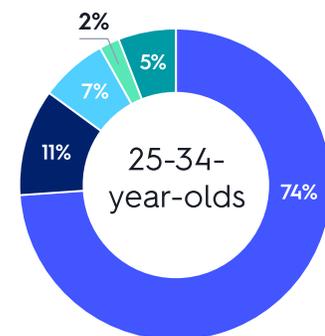
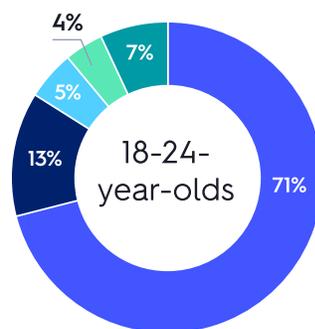
Gender identity and sexual orientation on Quizlet

- Female
- Male
- Nonbinary or genderqueer
- Agender
- Remaining: Not listed or prefer not to answer



About one quarter of those in the older set indicated an identity other than straight/heterosexual, a number that increased to one-third in the younger set, including 4% who identified as transgender.

- Straight/heterosexual
- Bisexual
- Lesbian, gay, homosexual
- Transgender
- Remaining: Not listed or prefer not to answer



How young people experience Quizlet

While it's important for advertisers to reach diverse audiences, it's just as important for them to do so in a brand-safe environment. Quizlet is ranked No. 2 among the top ten brands for Gen Z.⁸ The platform has inspired loyalty, particularly among younger users, partly because it is associated with purpose and achievement.

Among those surveyed, 90% of the 18- to 24-year-olds and 80% of the 25- to 34-year-olds said Quizlet had helped them reach a goal. While it's clear that many users associate the platform with academic accomplishment, the February 2022 survey revealed that just as many or more users associate the platform with personal and professional accomplishment.

	18- to 24-year-olds	25- to 34-year-olds
"Quizlet helped me get a degree"	46%	45%
"Quizlet helped me achieve a personal goal"	46%	32%
"Quizlet helped me achieve a professional goal"	38%	34%
"Quizlet helped me get a job"	14%	13%

Source: Blind survey of 18-34-year-olds conducted by SurveyMonkey, February 2022.

Additional sources:

⁸ YPulse brand tracker data among 13-39-year-olds in the U.S., fielded March - December 2020.

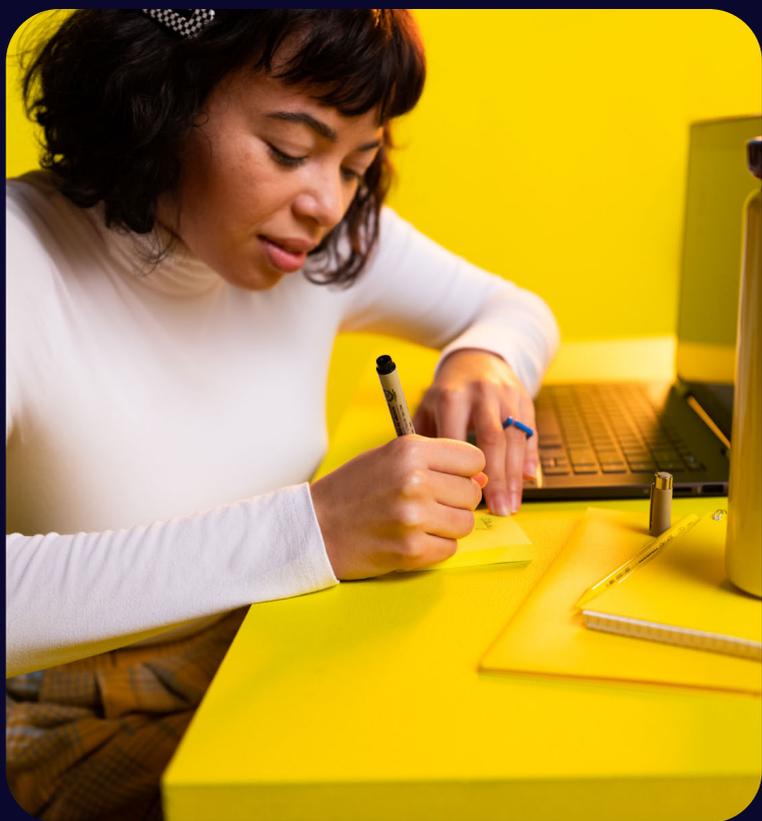
Conclusion

Gen Z and Millennials flock to Quizlet looking to conquer their next challenge. Whether they engage in academic, professional, or personal learning tasks, they have one overarching goal: self-improvement. For them, the platform is a tool that helps them achieve their personal best.

Companies that want to reach a diverse and growing audience of young people will find a rich environment for their messages on Quizlet. Not only will they benefit from association with a beloved brand, they can raise awareness about how their values align with those of younger generations and connect with them in a shared commitment to the importance of diversity, equity, and inclusion.

“Quizlet is a life-saver for me when it seems like everything I have to learn is endless. It allows me to break things down into manageable chunks and make real progress, instead of drowning.

—27-year-old female, Hispanic/Latinx, Chicago, Quizlet User Research, February 2022



Key takeaways

A photograph of two young women laughing together. The woman on the left has dark curly hair with a yellow hair clip and is wearing a blue sweater. The woman on the right has her hair in a bun and is wearing a denim jacket. They are both smiling broadly and looking at each other.

1

Brands will reach young people on Quizlet. It is the best-known online platform for study and achievement among those 18- to 34-year-olds, with increasing recognition among 18- to 24-year-olds that suggests growth in popularity well into the future.

2

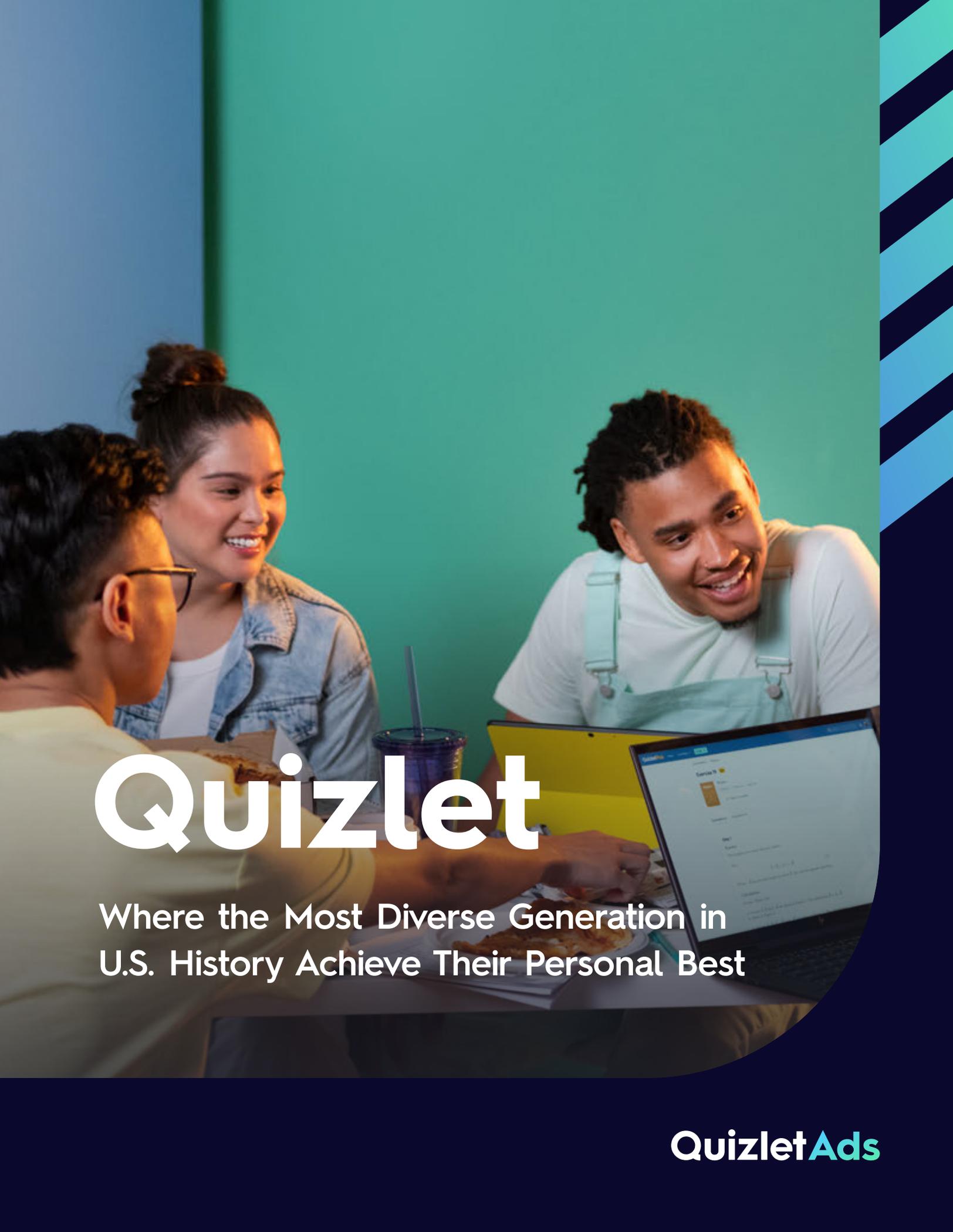
Brands will reach a diverse audience on Quizlet. It attracts young people from backgrounds as diverse as the U.S. population and more diverse than the average U.S. degree-granting institution.

3

Quizlet offers brands the opportunity for a halo effect. The platform inspires loyalty, and users associate it with achievement and personal improvement.

4

Quizlet offers a brand-safe digital environment where companies can demonstrate their alignment with values like racial equity, diversity and inclusion.

A photograph of three diverse young adults sitting around a table, smiling and looking at a laptop. The woman on the left has her hair in a bun and is wearing a denim jacket. The man on the right has dreadlocks and is wearing a white t-shirt and light blue overalls. The person on the left is wearing glasses and a light-colored shirt. There is a pizza and a blue cup on the table. The background is a teal wall with a blue and white striped pattern on the right side.

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