

Quora Audience Insights

Reach your target audience at the right time, with the right message.

300+ million people come to Quora every month to ask questions and read insightful answers. This includes people looking for reliable information about your company, products, competitors and industry.

An engaged, rapidly growing, millennial audience

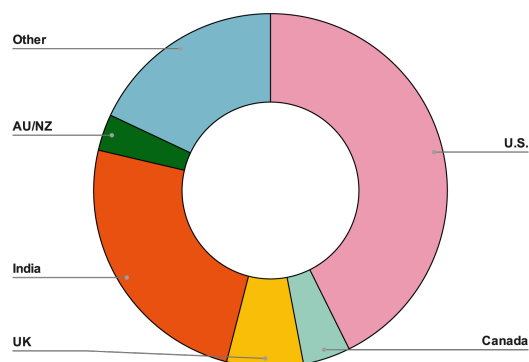
Age

18-24	20%
25-34	31%
35-44	21%
45-54	13%
55-64	10%
65+	5%

Gender

Male	57%
Female	43%

Top Countries



Usage

Desktop	25%
Mobile	75%

15+ Minutes spent daily on App

Unduplicated US Reach

LinkedIn	49%
Reddit	54%
Twitter	39%
Instagram	34%

Education

Have a college degree	65%
Have a graduate degree	28%

P18+ users compared to other publisher platforms

52%

More likely to be new car prospects

13%

More likely to be video game owners

28%

More likely than the avg. adult to have a HHI > \$100K

19%

More likely to live in a broadband only home

Users spend **2X** as much time on Quora over LinkedIn

Advertisers are seeing meaningful results on Quora

"Soon after we began our investment in Quora Ads, the value began to skyrocket. I think the quality has to do with the fact that Quora's audience is highly engaged and naturally curious, making them an ideal fit for the Atlassian Community. Overall, Quora Ads have been instrumental to the growth of our platform."



Bianca Encinas
Community Marketing Manager at
Atlassian

Join thousands of businesses on the Quora platform



Policygenius



Based on internal Quora data September 2019
Based on Nielsen Total Media Fusion, 1/1/2018 - 1/31/2018 (Total Universe 18+)
Based on ComScore, August 2019

Quora for Business