

**MOOVEEZ company  
Fleet Sheet’s Final Word  
Donath Business & Media  
MR. Think**

**“For every language you speak, you are a new person.”**

**Final Survey Report  
August 2018**



## Introduction

"Most of the non-Czech respondents to our survey don't really need to master Czechs, but I'm one of those who always thought it was important for me. Each new language is a gateway to another culture and to a slightly different way of thinking about things that are common to all people. It brings new knowledge, which if developed right, will last a lifetime. Our survey shows that it is the economic and cultural importance of individual countries that mainly determines how much interest there will be in a foreign language. There are also other reasons, more personal ones, that lead us to study languages, but they probably are not reflected in the main survey results. And that is probably how it should be."

Erik Best

“In the beginning there was just a single, solitary word. Then another and another. A language was born and then many more. And as usually happens, people stopped understanding each other. Sometimes figuratively, but often because of the differences in the actual language that they were trying to communicate in. This is why people have never got by using only their mother tongue. But it was not until Jan Amos Komensky that language learning gained some order and structure. He made Latin accessible to people of many nations in the form of simple tales from everyday life recounted in his book *The Door of Languages Unlocked*. This book could in fact be considered the first language textbook ever.

Latin has long since lost its dominance but the study of foreign languages continues with us until today. Our survey has confirmed that the most important language of the business world is English. This is followed by German, Spanish, French and Russian. We continue to learn foreign languages but thanks to progress and modern technologies, we now have many more options available to us to be able to learn languages faster and easier. The aim of our Mooveez project is to provide all tablet and mobile users the opportunity to learn or practice a language in an entertaining way, wherever and whenever. Essentially, a modern ‘Door of Languages Unlocked’ for the world, but one where people understand each other.

Good luck with your language learning!”

Miroslav Pesta  
Founder, Mooveez Company

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## About the Survey

Which languages are important in today’s business world? Will English continue to be dominant? How best to learn foreign languages? Those are just some of the main topics of a survey of language skills and preferences, which took place from June 11 to 29, 2018.

An invitation to complete the electronic questionnaire was received by:

- readers of the electronic bulletin *The Fleet Sheet's Final Word* (Final Word).
- users of the Facebook and Twitter social networks following the accounts of Erik Best

A total of 1,801 respondents participated in the survey, of which 1,519 did so in response to the emailed invitation. The survey invitation was received by 6,625 addressees, meaning almost 23% responded. The respondents’ answers to the individual questions are described in the following section of this report.

## Our Main Findings

The survey found that the mother tongue of the majority of respondents is Czech, but 94.4% state that they have a command of English. Of those, at least 86.8% declare that they have at least good knowledge of English. If we exclude Slovak, which most Czechs know on some level, the figures for the second most commonly acquired language, German, are considerably lower (63.1%), followed by Russian (59.1%). In terms of additional languages that participants would like to study further, 21.4% stated Spanish and 20.8% German, followed by interest in Italian (12.1%), French (10.7%) and Chinese (9.9%).

An overwhelming majority of respondents (92.0%) agreed that the common language in the business world for the next thirty years will be English, and that knowledge of it could even influence levels of future earnings. Moreover, a significant proportion of participants agreed that employers expect employees to know foreign languages, and thus language training in the workplace could be important and motivational for employees. Respondents considered knowledge of English and German to be most important, which corresponds to their declared language knowledge, even among top managers.

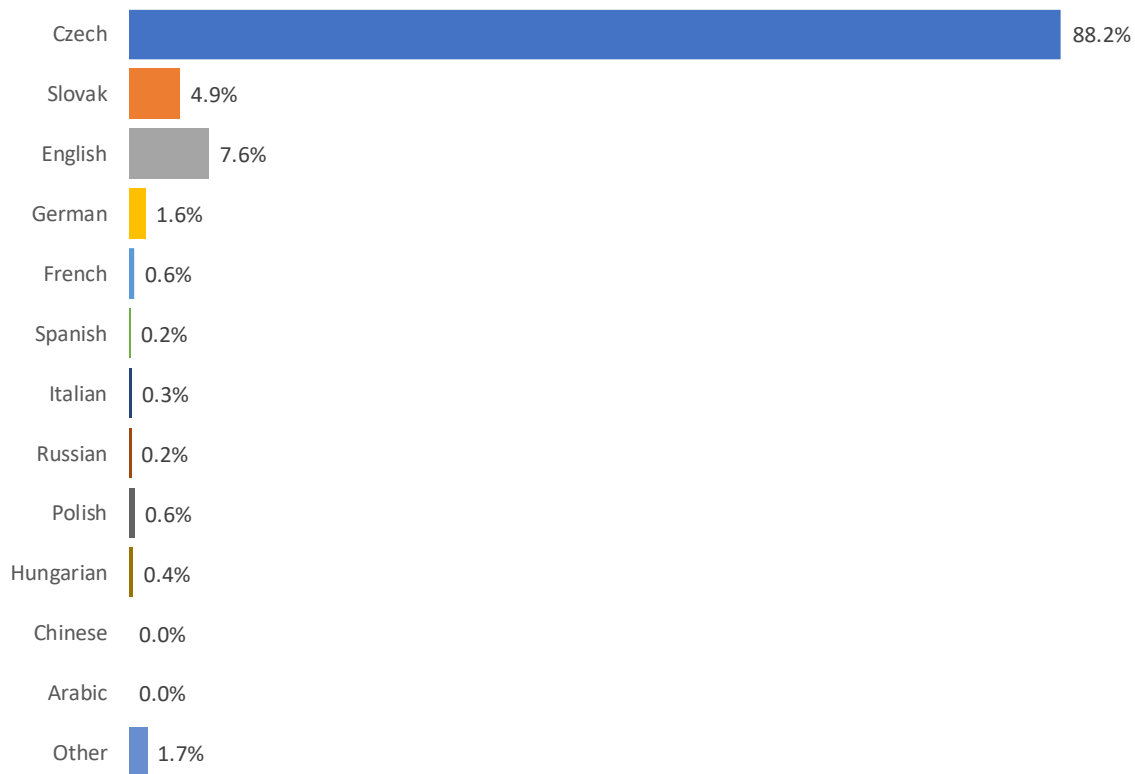
More than four-fifths of survey participants are of the opinion that modern technologies can be helpful in studying foreign languages. Surprisingly, the category of older respondents, over the age of 55, also showed an inclination toward using modern technologies. Across all age groups, the preferred forms of learning are private lessons with a tutor (37.8%) and regular contact with native speakers (35.6%). But almost the same share of participants expressed confidence in online learning programs, and 14.4% of all participants said they would like to start studying languages through an application on their mobile phone. Mobile telephones are considered useful tools primarily by younger participants of up to 44 years of age.

In language learning, traditional textbooks are still given priority, with 41.6% of respondents stating that they rely on them. More than one third, however, voted for learning with the aid of foreign-language films and songs, along with videos on YouTube and other information channels. It is, therefore, evident that language learning assisted by modern technologies does have a future, and not just with the younger generations.

## Knowledge of Languages

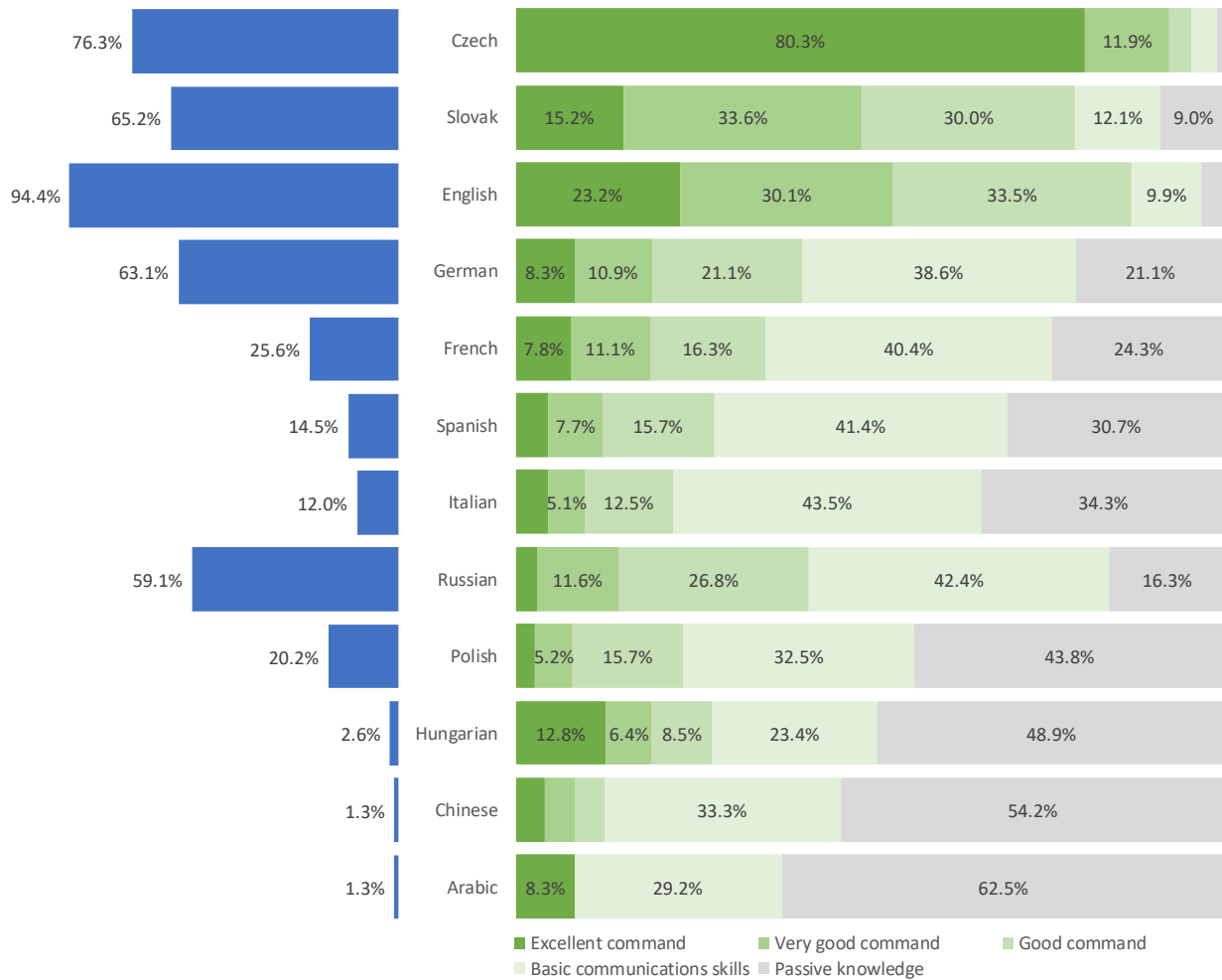
What is your mother tongue?

(Please select only two, if you are bilingual)



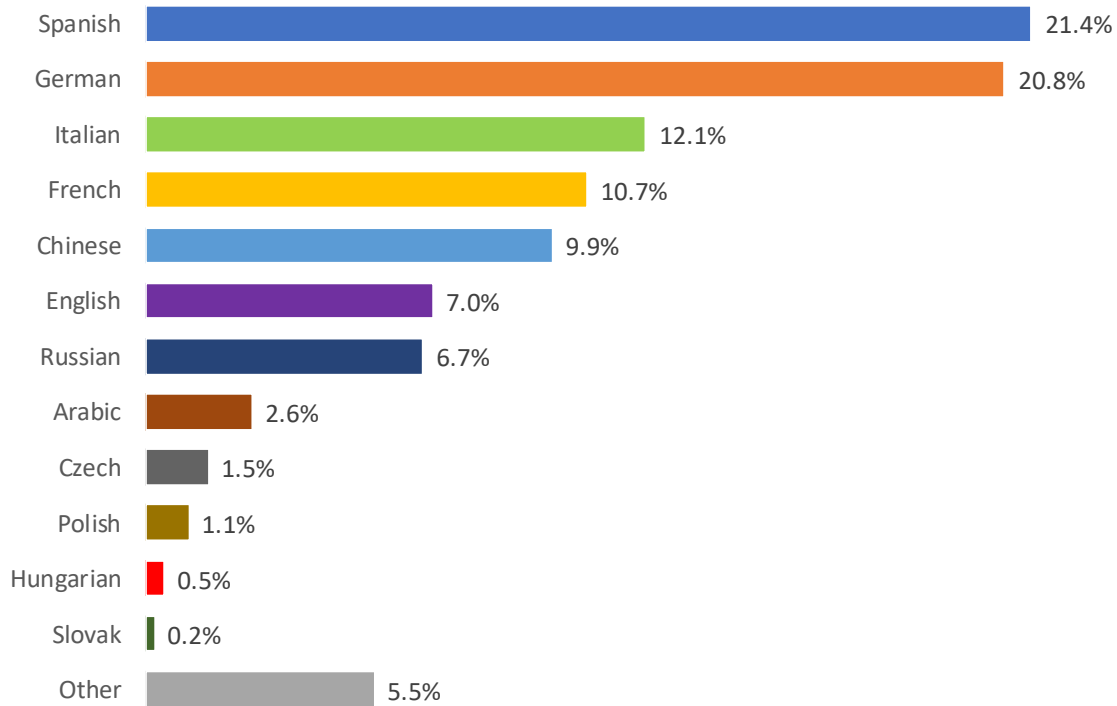
Our group of respondents is not a representative sample of the Czech population, as it is primarily comprised of top- and middle-level managers, entrepreneurs, and consultants. 76% of respondents are in the private sector. (For more information, see the ‘Structure of Respondents’ section.) The question of people’s mother tongues was also of interest in this survey. The results show that 6.2% of respondents are bilingual. The most common combination is Czech and Slovak, although English (7.6%) surpassed Slovak (4.9%) as a mother tongue among respondents.

### What languages do you know? On what level?



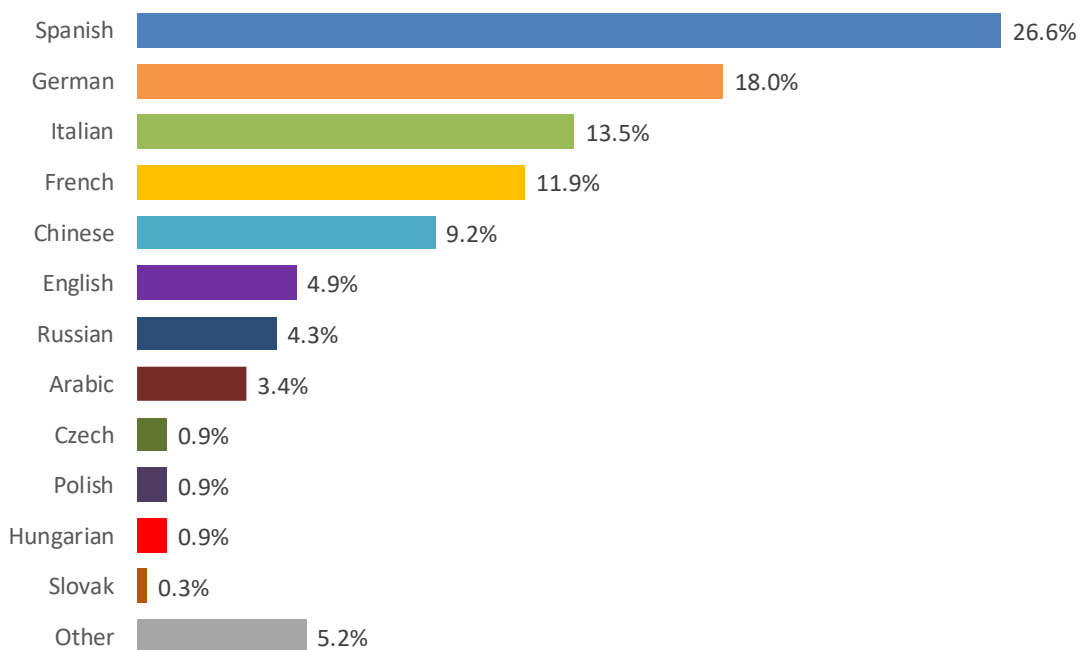
Czech is the mother tongue of 88.2% of respondents, but almost 94.4% know English. Of those, as many as 86.8% declare that they have at least a good command of English. The second most commonly spoken language, a considerable distance back, is Slovak (65.2%), which most Czechs know on some level. Third is German (63.1%), followed by Russian (59.1%). A further cluster of languages includes French (25.6%), Polish (20.2%), Spanish (14.5%), and Italian (12.0%).

### If you were to begin studying another foreign language, which would it be?



The interest of respondents in studying other foreign languages must be seen in the context of deeper knowledge of some of these, particularly English, Slovak, German, and Russian. Those questioned want most to learn Spanish (21.4%) and German (20.8%), followed by interest in Italian (12.1%), French (10.7%), and Chinese (9.9%). In comparing the benefits of language knowledge in terms of building a career in a field (see page 12) or in terms of desire to learn it in the future, Spanish has seen the greatest growth in interest. Respondents are likely to see hidden future opportunities in Spanish.

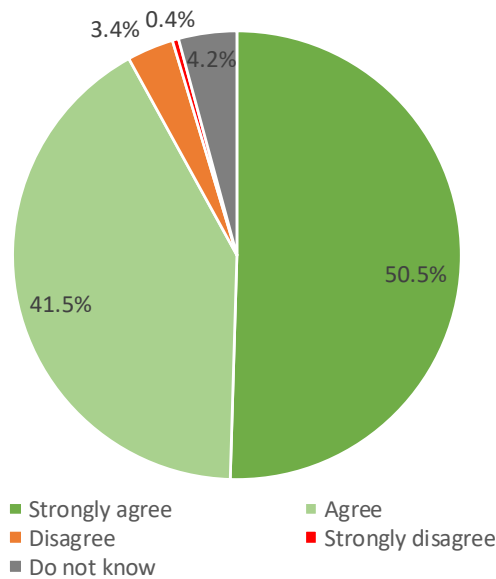
### Top Managers





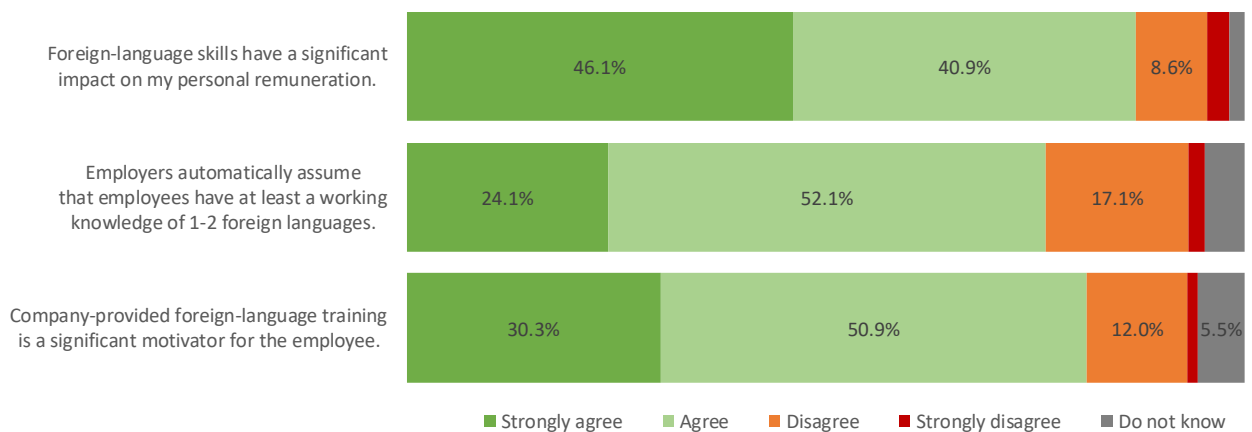
## Career and Languages

Even thirty years from now, the common language of business will be English.



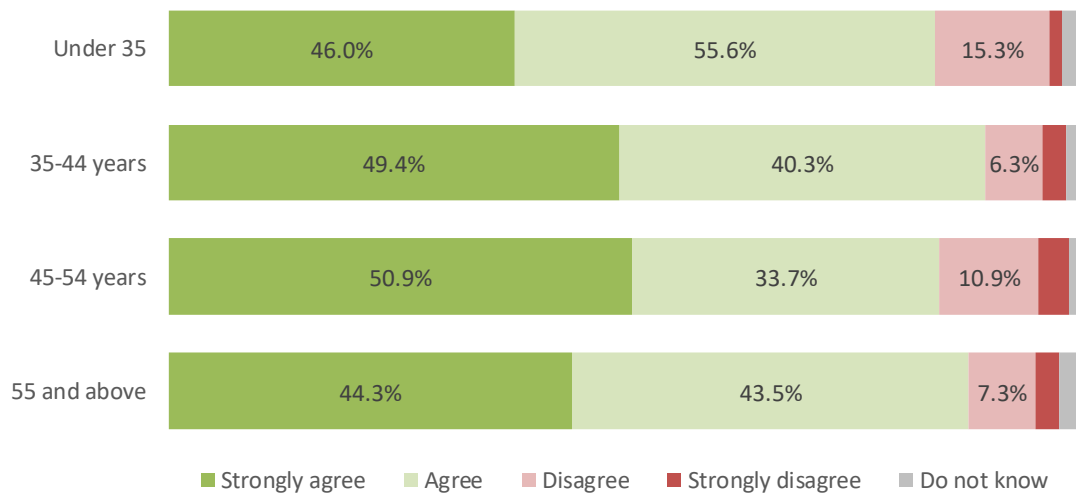
There are often discussions about the future position of the English language in the world. According to 92.0% of respondents, English will still be the common language of business thirty years from now.

### Do you agree that:

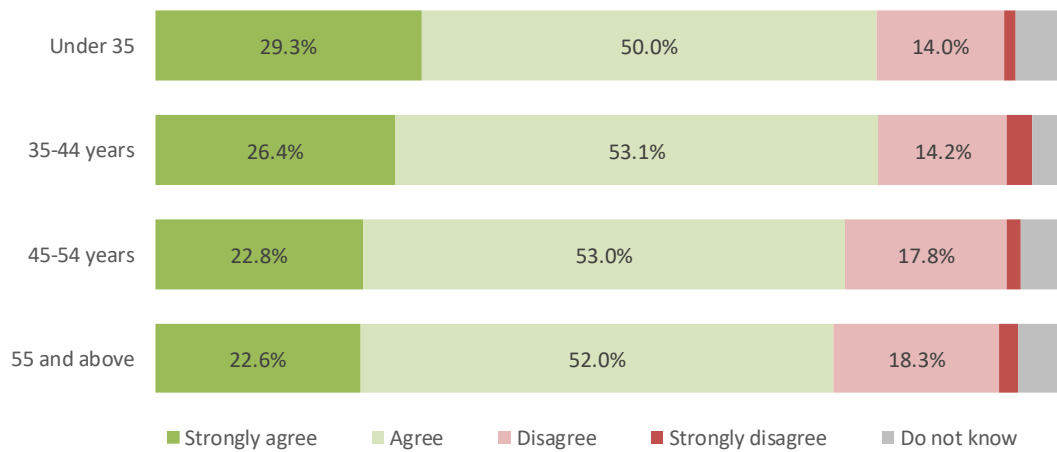


Foreign-language knowledge can influence careers and with that the possible level of earnings. 87.0% of respondents maintain that knowledge of languages has a fundamental impact on their earnings. The fact that knowledge of 1-2 world languages is simply expected by employers was confirmed by 76.2% of survey participants. This requirement is more greatly perceived by younger respondents. 81.2% of respondents see employer-financed language training as important motivation.

**Foreign-language skills have a significant impact on my personal remuneration.**

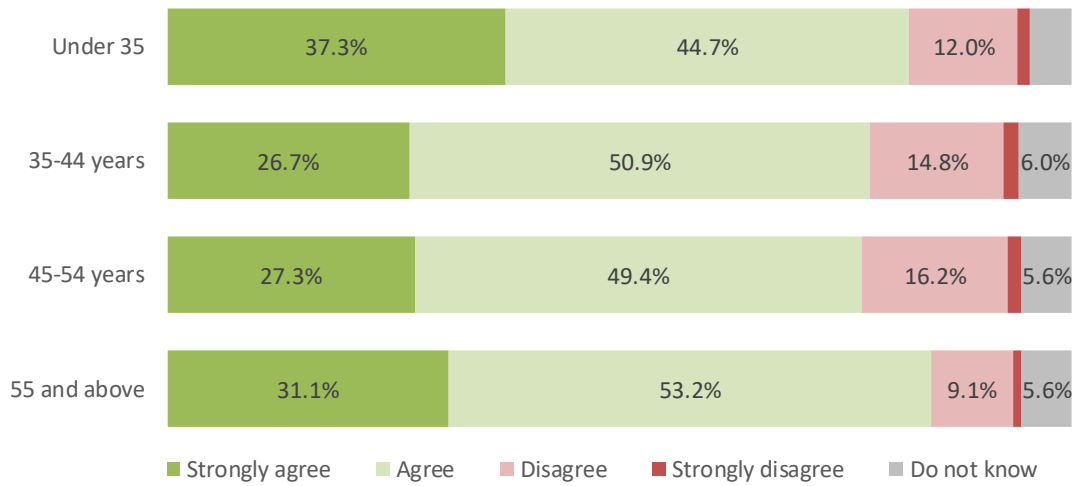


**Employers automatically assume that employees have at least a working knowledge of 1-2 foreign languages.**



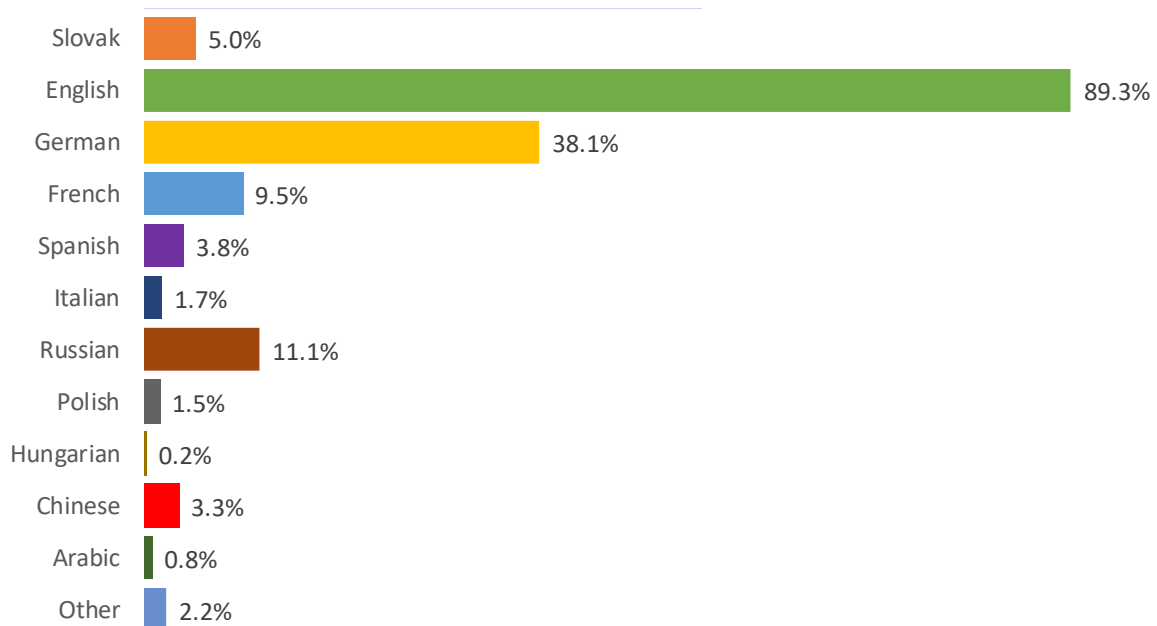
“For every language you speak, you are a new person.”

**Company-provided foreign-language training is a significant motivator for the employee.**



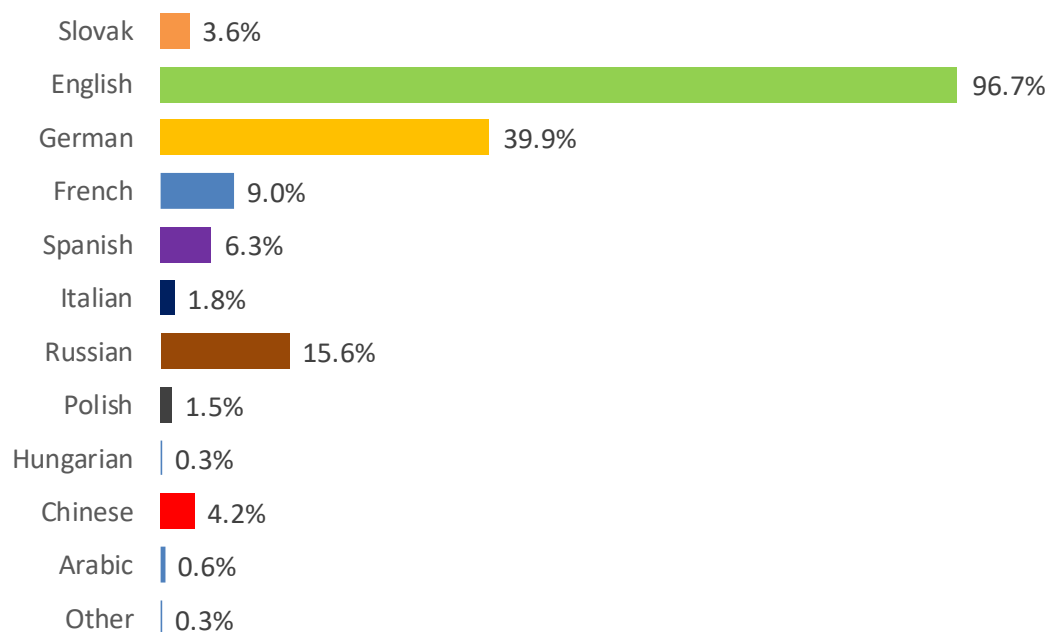
### Knowledge of which languages gives job applicants a significant advantage in your profession?

Please select a maximum of three languages



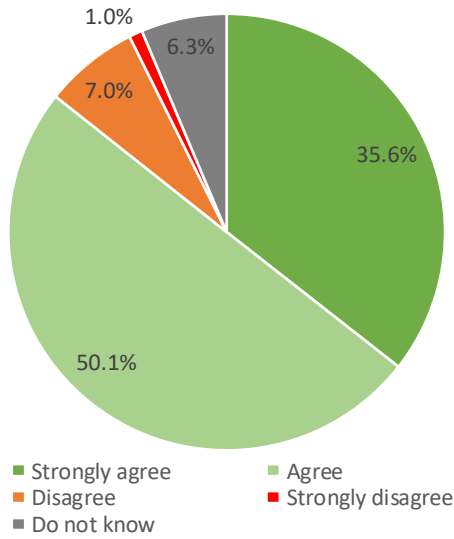
We were also interested in which languages were most important for people’s careers. English is in the lead (89.3%), followed further back by German, (38.1%) and Russian (11.1%). Similar language preferences apply to the subgroup of top managers, however, with greater emphasis on English (96.7%) and Russian (15.6%).

#### Top Managers

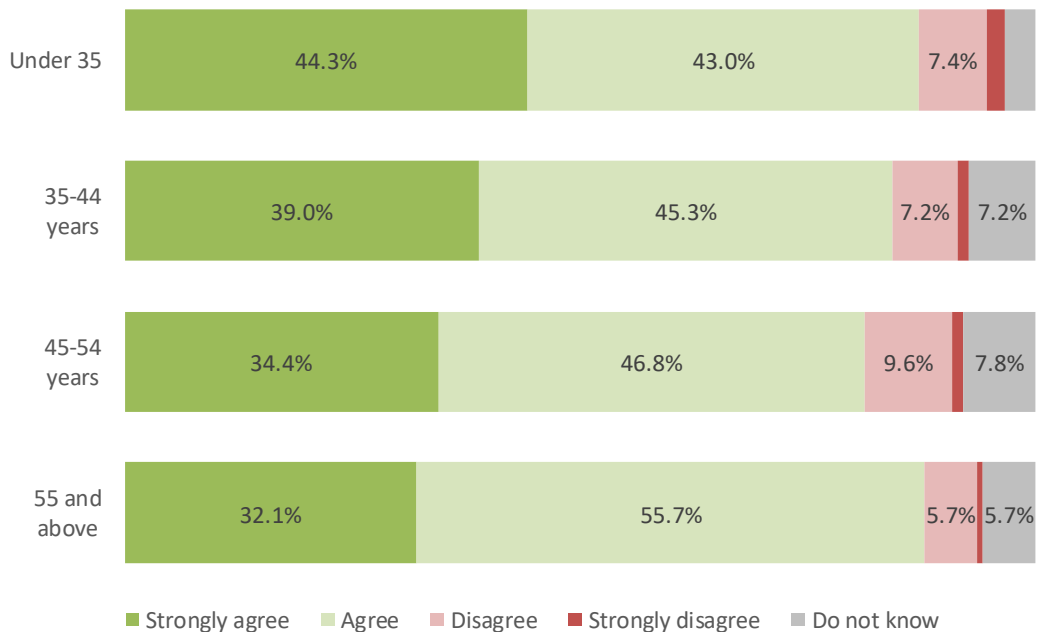


## How to Learn a Foreign Language

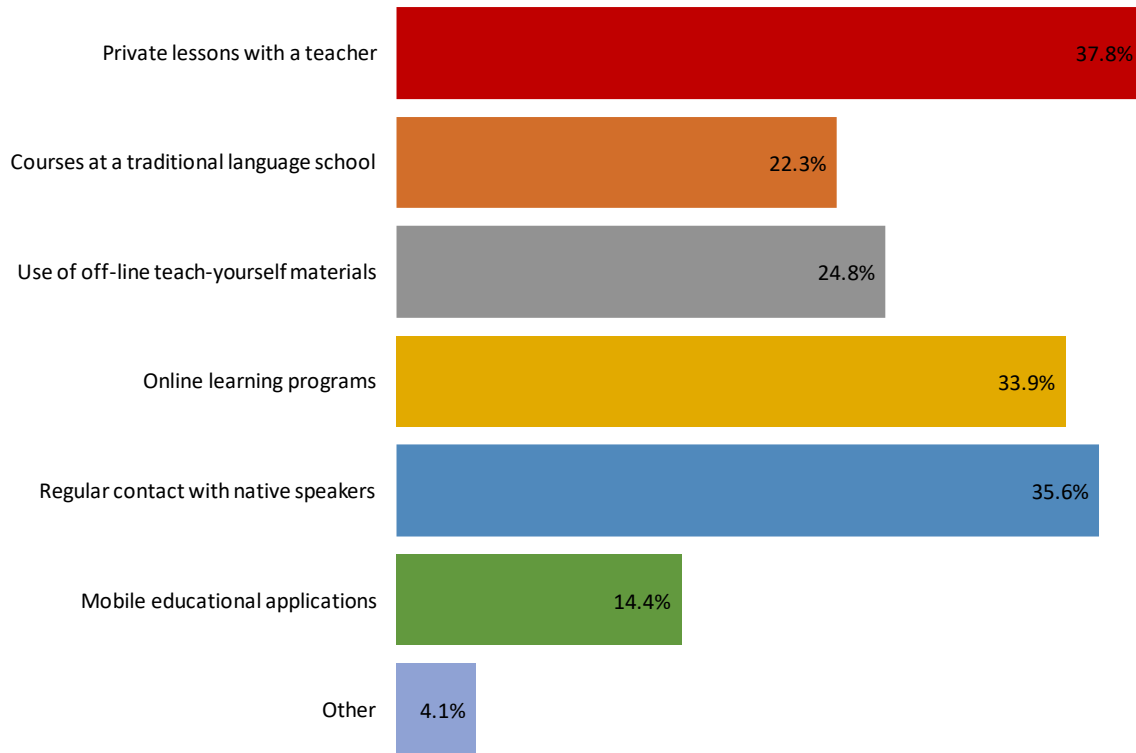
Technological innovations can significantly enhance the study of language



Innovation in most fields today is based on new technology and IT. 85.7% of respondents agree with the opinion that modern technology can assist significantly in mastering a foreign language. This view is popular in all age groups, with the answer “I definitely agree” prevalent only in the youngest group.

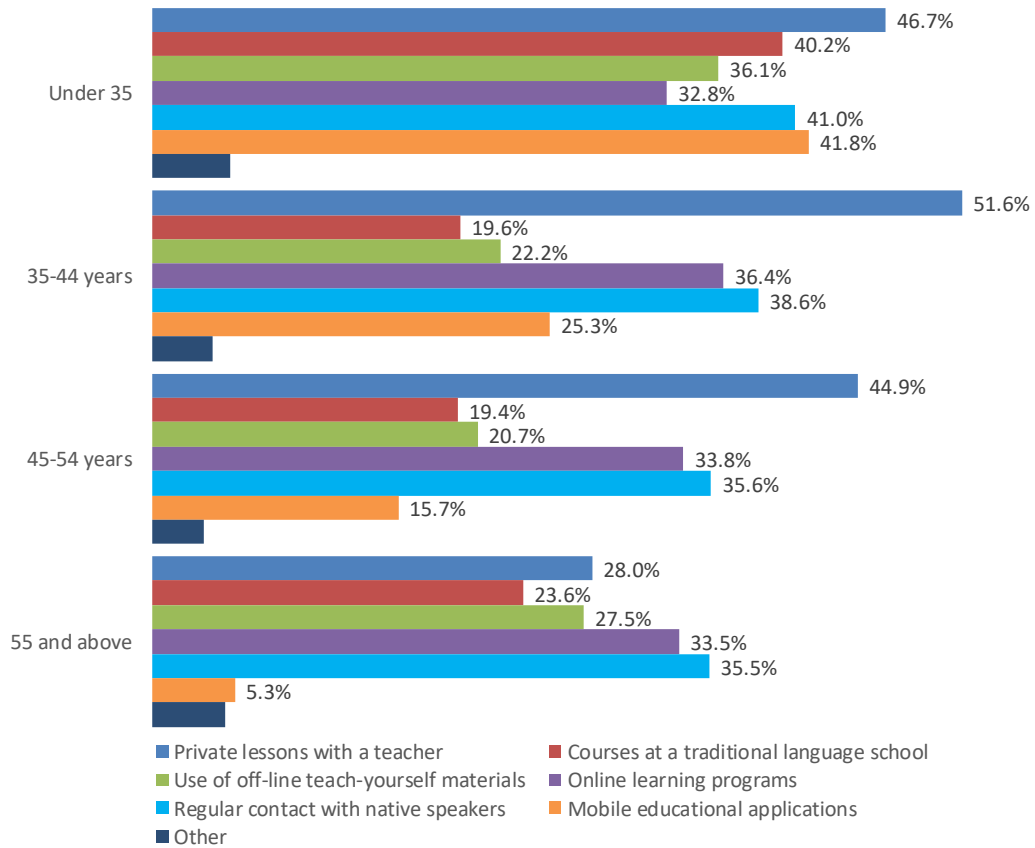


**How would you like to start? You may select multiple options**

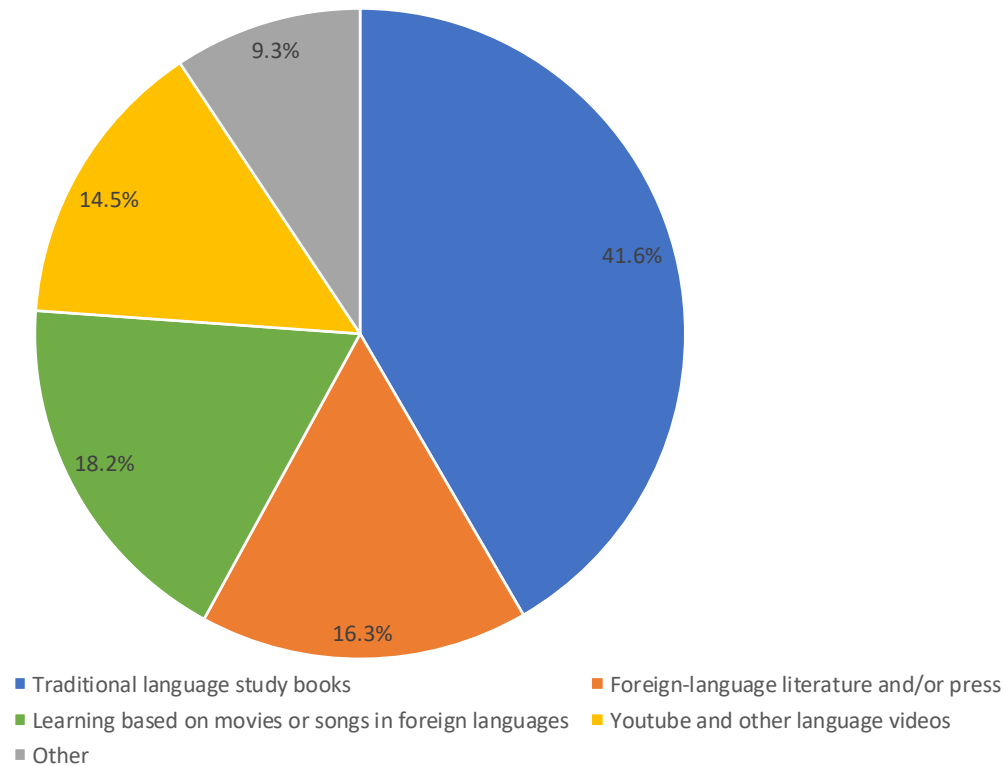


Among respondents, there is no consensus on the superiority of just one approach to mastering a new language. Private lessons with a teacher are preferred by 37.8%, regular contact with native speakers by 35.6%, and online learning programs by 33.9%. Most commonly, two options were chosen.

Taking a closer look at respondents’ ages, different priorities between the age groups are evident. The 55+ generation most prefers contact with a native speaker (35.5%) and online learning programs (33.5%). Respondents under 35 most want private tutors (46.7%) and learning applications on their mobile phones (41.8%).



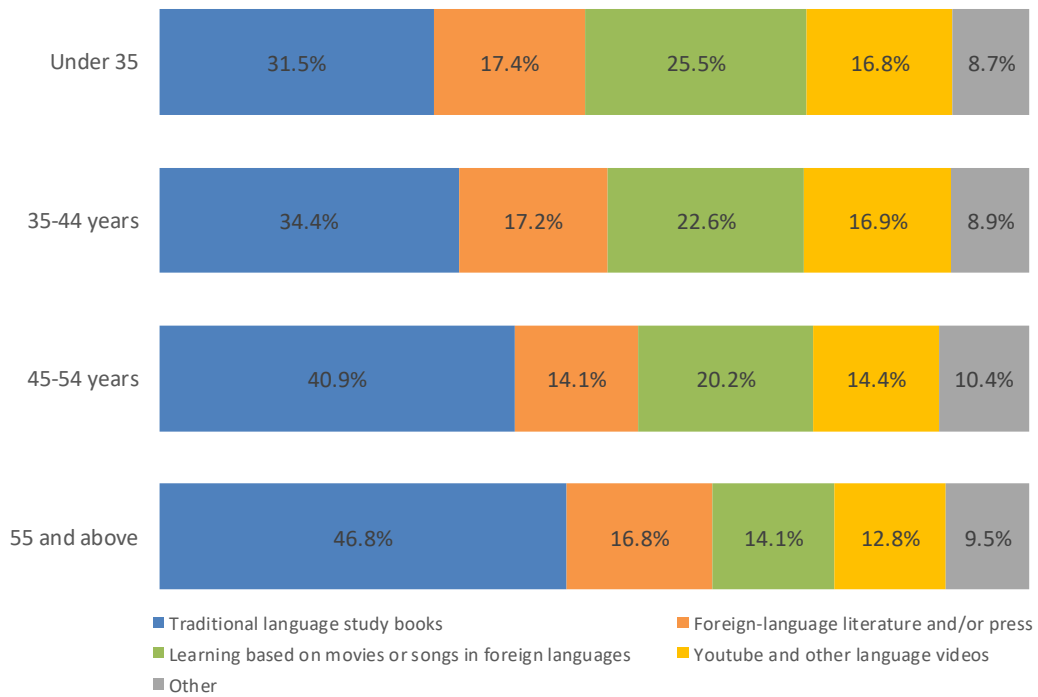
**If you could choose, which materials would you use?**



For this question, respondents could only select one option. The greatest number of respondents (41.6%) would reach for a traditional textbook, 18.2% would learn a new language with the help of foreign-language films and songs, 16.3% would read foreign-language literature and media, and 14.5% would follow foreign-language videos on YouTube and elsewhere. In these responses, it is clear that respondents are divided into two comparable groups, where one prefers teaching through activities normally performed in their mother tongue, while the other goes the way of textbooks.

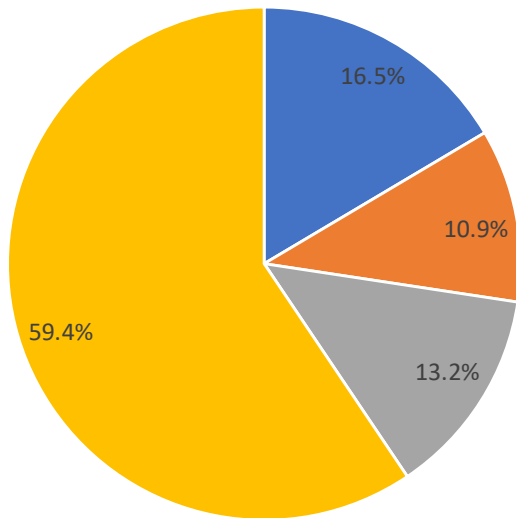


“For every language you speak, you are a new person.”

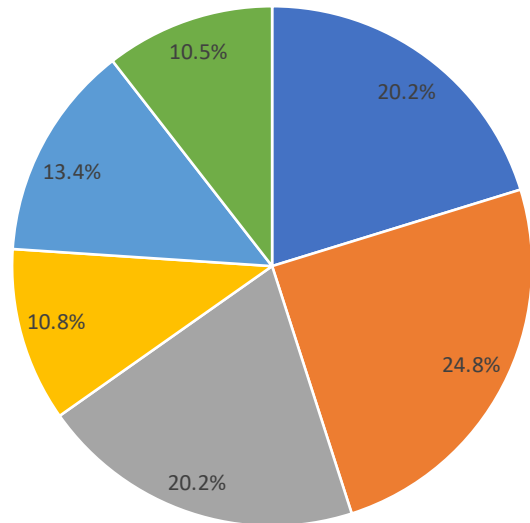


From this graph, it is evident that emphasis on traditional textbooks increases with age. Younger respondents tend to prefer learning languages with the help of foreign-language films and by following foreign-language videos on YouTube.

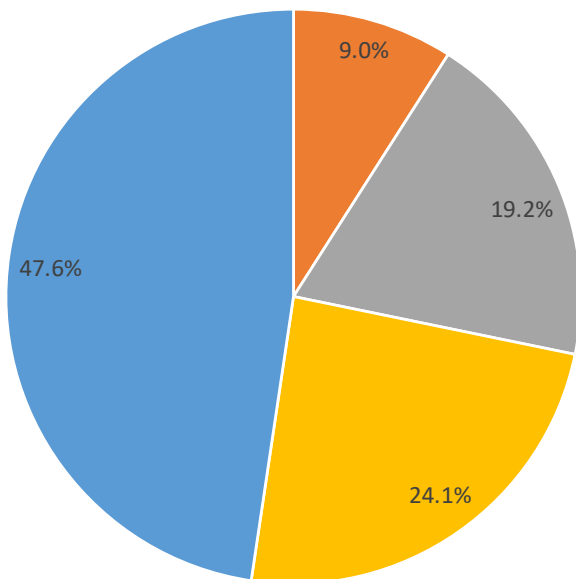
## Structure of Respondents



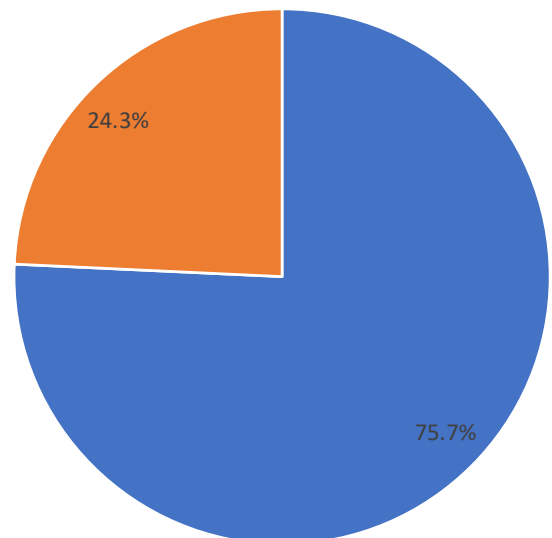
- Financial sector
- Education
- Other public institutions
- Other private-sector business



- Top management
- Middle management
- Rank and file
- Independent consultant
- Owner/partner
- Other

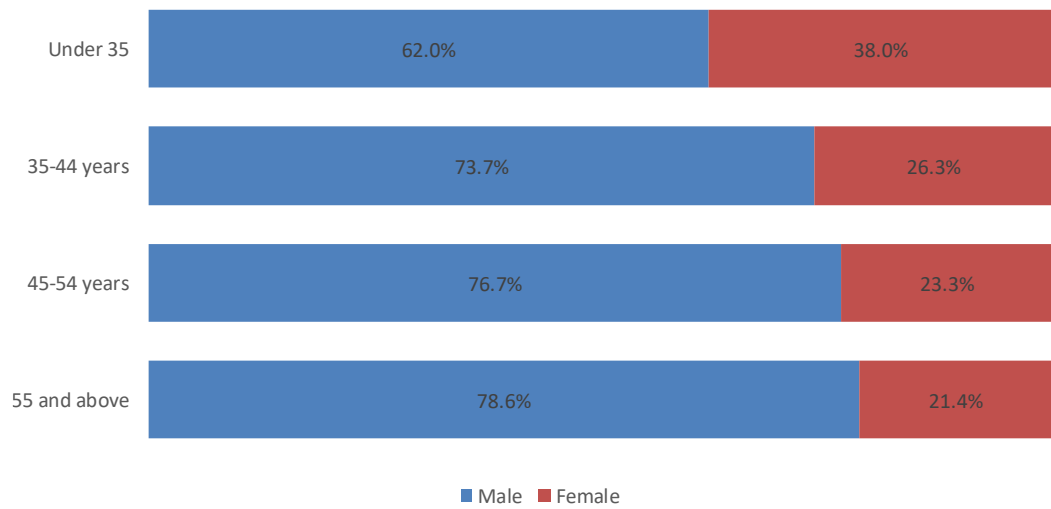
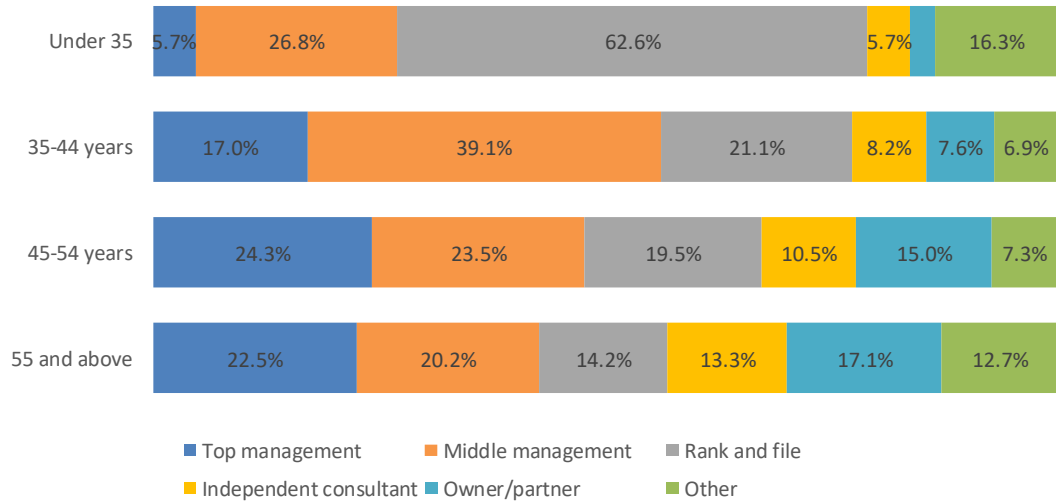


- Under 35
- 35-44 years
- 45-54 years
- 55 and above



- Male
- Female

“For every language you speak, you are a new person.”



## Survey commissioned by:



MOOVEEZ Company a.s.

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MOOVEEZ Company a.s. is the creator of the unique mobile application Mooveez for phones and tablets and is the winner of the prestigious British Council ELTons 2016 prize for the most innovative digital language-education product.

## Survey Partners



An English-language e-mail bulletin about political and economic events in the Czech Republic. For more information, see [www.fsfinalword.com](http://www.fsfinalword.com).

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The company Donath Business & Media has been active in the sphere of public relations and public affairs since 1991. For more information about the agency, see [www.dbm.cz](http://www.dbm.cz).



The consulting agency MR. Think (Market Research Think) was established in 2003. It offers comprehensive, specialized, and independent consultancy in market research and marketing. For more information, see [www.mrthink.cz](http://www.mrthink.cz).

## Declaration Concerning Free Circulation

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