

+Babbel

User Survey 2016

We surveyed nearly **45,000** Babbel users (or 44,584, to be precise) in order to find out how and why they learn. Here's a handy overview of what we found out.

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Global Overview

How and why does the world learn languages?

What are Babbel's most popular languages?



English

28%



Spanish

18%



French

13%



Italian

13%

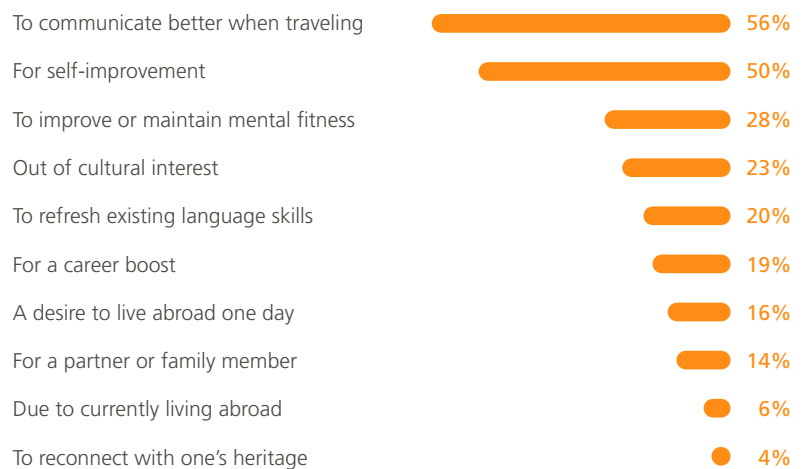


German

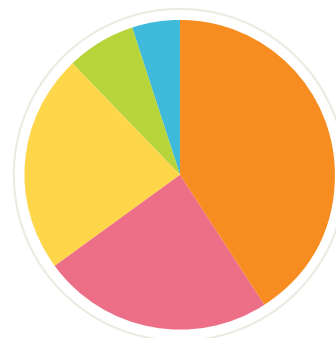
9%

Why do people choose to learn a language?

Respondents could choose up to three motivations for this question.



When do people prefer to learn?



Which device do learners prefer to use?



Computer

49%



Smartphone

26%



Tablet

25%

It's not all about the device: research shows that, contrary to what we might think, 68% of all smartphone use happens at home.¹

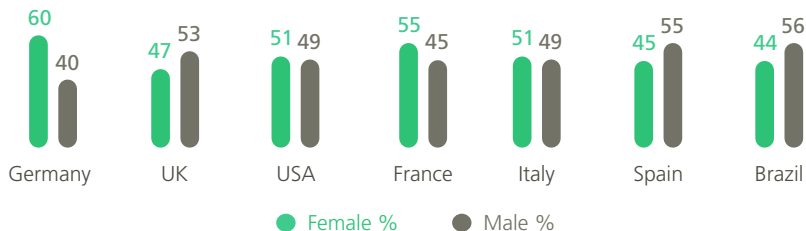
(1) AOL, BBDO and INSIGHTSNOW (2012) Seven Shades of Mobile: The Hidden Motivations of Mobile Users. Available at: <https://advertising.aol.com/sites/advertising.aol.com/files/insights/research-reports/downloads/aol-bbdo-7-shades-mobile-abstract-final.pdf> (Accessed: 19 November 2015)



Breakdown by country

How do learners around the world differ from each other? Does geographic location change our reasons for learning languages? How about the way we go about it?

Gender by country



Top languages by country

Germany	31% English	27% Spanish	27% Italian
UK	22% Spanish	19% French	16% German
USA	27% Spanish	20% French	17% German
France	40% English	18% Spanish	15% Italian
Italy	47% English	18% German	15% Spanish
Spain	39% English	20% German	20% French
Brazil	36% English	23% French	14% German

Motivation by country

Which countries' users are most likely to learn a language for each of the following reasons?

To communicate better when traveling

66% Germany
58% UK
57% France



Out of cultural interest

31% USA
26% UK
26% Austria



For self-improvement

60% Brazil
60% Spain
53% France



To improve or maintain mental fitness

42% Austria
35% Germany
34% Switzerland



Most organised countries

What percentage of respondents learn according to a fixed routine?

56% Brazil
51% USA
46% Spain

37% France
34% UK



Most dedicated countries

What percentage of respondents learn with Babbel at least once per day?

34% Spain
27% Brazil
24% Italy

25% France
25% USA





Breakdown by gender

How does gender affect the way we learn languages?

Note: 0.2% of our users chose to identify as "other," rather than male or female.


Most "masculine" languages

Which languages are men significantly more likely to learn than women?

 German  Portuguese  Russian

Most "feminine" languages

Which languages are women significantly more likely to learn than men?

 Dutch  French  Italian  Spanish

Most gender-neutral languages

Which languages are men and women equally likely to learn?

 Danish  English  Indonesian  Norwegian  Polish

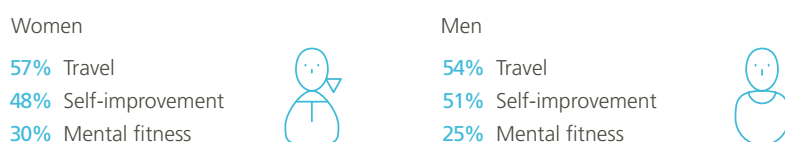
Confidence by gender

What proportion of respondents of each gender indicated that they'd be able to hold a short conversation in their chosen language within five hours of using Babbel?



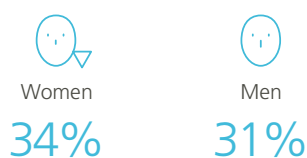
Motivation by gender

Do language learners of different genders have different motivations? Here are the top three for each.



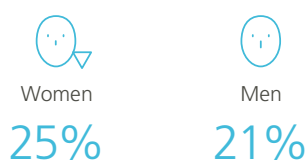
Discipline by gender

What percentage of respondents from each gender learn with a set routine?



Learning frequency by gender

What percentage of respondents from each gender learns at least once per day?





Confidence by age

Breakdown by age

What proportion of respondents from each age group indicated that they'd be able to hold a short conversation in their chosen language within five hours of using Babbel?

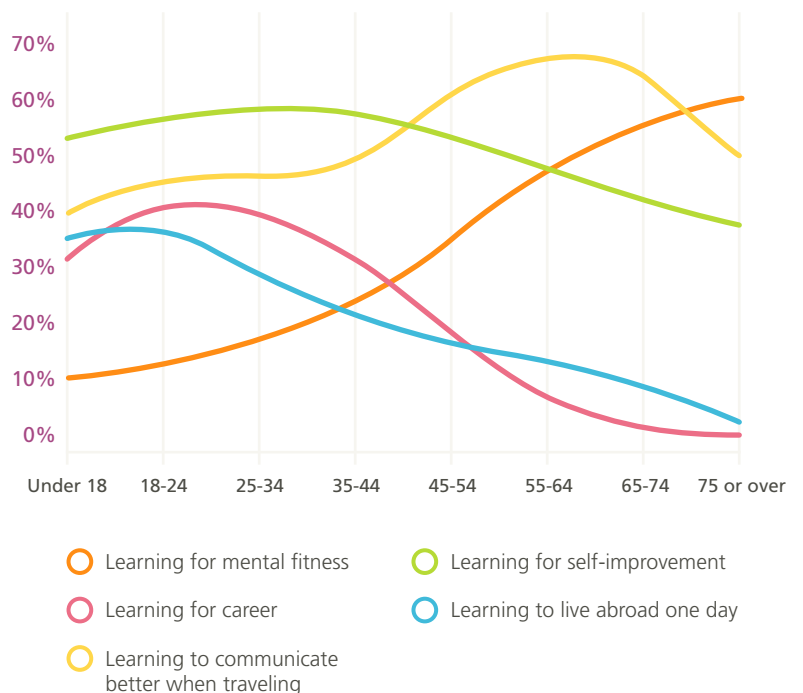


Learning a language in old age may seem more daunting, but we actually find that older users have "learned how to learn": They're over 30% more likely to consolidate their new skills with Babbel's Review Manager, and over 50% more likely to complete these sessions.

A lifetime of learning

How do our reasons for learning a language change as we get older?

Each line represents a different motivation for learning a language. The paths represent the differing proportions of each age group that selected that particular motivation as relevant to them. In this way, it's possible to get a sense of how our reasons for learning a language might change throughout a lifetime.

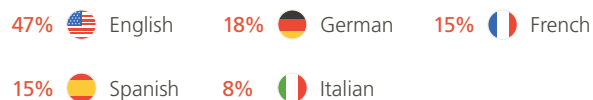




Breakdown by language

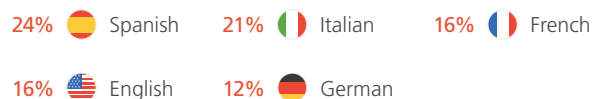
Why do we learn one language over another? Below are the most popular learning languages for the most commonly identified motivations.

Top “career” languages



27% of career-motivated learners in English speaking countries learn German, making it their most popular career-boosting language by a significant margin.

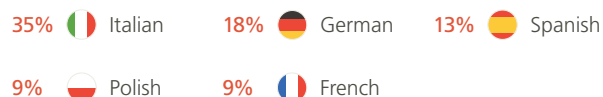
Top “cultural interest” languages



Top “travel” languages



Top “roots/heritage reconnection” languages



In the USA, 13% of our users learn because they want to reconnect with their roots – more than six times the global average. Many of our North American users report that they’re learning the language of ancestors who first arrived on the continent.

Top “self-improvement” languages



The languages Babbel users are most confident about learning



The percentages shown are the proportion of learners that said they’d feel comfortable enough to converse in their chosen language after less than five hours of using Babbel.



Breakdown by occupation

Does occupation have an influence on learners' motivation for picking up a new language?

Top motivations by occupation

What are the most common motivations for learning a language reported by respondents in each occupational category?

Employees

58% Travel
54% Self-improvement
23% Career



Retirees

63% Travel
48% Mental fitness
40% Self-improvement



The self-employed

57% Travel
49% Self-improvement
25% Mental fitness



Students

55% Self-improvement
39% Career boost
38% Travel



The unemployed

54% Self-improvement
38% Travel
31% Career boost



Top languages by occupation

Employees

28% English
17% Spanish
13% French



Retirees

31% English
22% Spanish
15% Italian



The self-employed

28% English
18% Spanish
15% French



Students

20% English
16% Spanish
14% German



The unemployed

34% English
16% German
15% Spanish



Confidence by occupation

What proportion of each occupational category indicated that they'd be able to hold a short conversation in their chosen language within five hours of using Babbel?





What our users say about us

73% of learners feel that they could have a short simple conversation after learning with Babbel for less than 5 hours.

97% would recommend the app to a friend.

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