



Global @dvisor

LANGUAGES USED IN BUSINESS

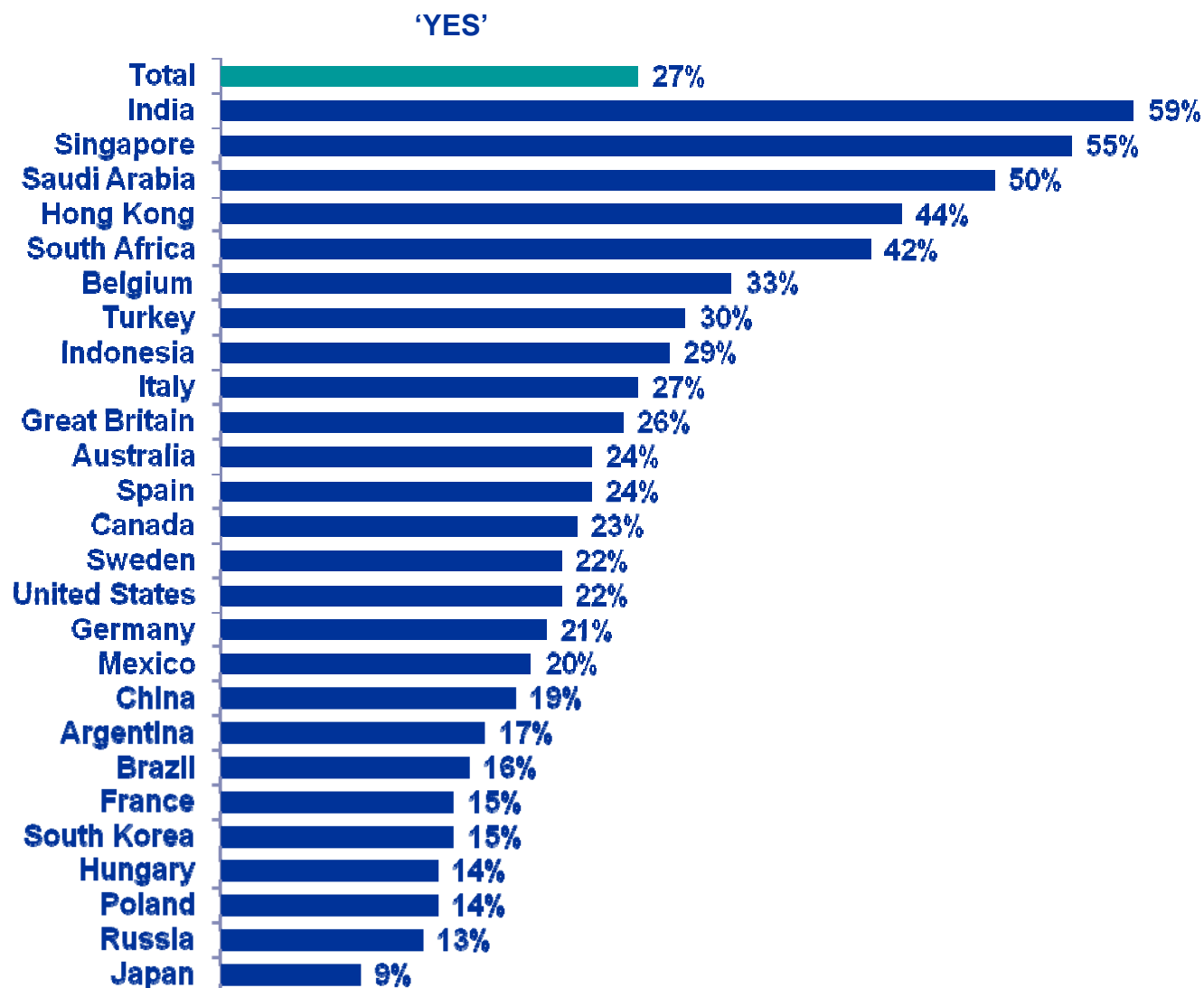




These are the findings of the *Global @dvisor* Wave 32 (G@32), an Ipsos survey conducted between April 3rd and April 17th, 2012.

SURVEY METHOD	COUNTRIES	SAMPLE	WEIGHTING
<ul style="list-style-type: none">The survey instrument is conducted monthly in 24 countries around the world via the Ipsos Online Panel system. This month we surveyed in 26 countries: the regular 24 + Singapore and Hong Kong.	<ul style="list-style-type: none">The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, Great Britain, Hong Kong, Hungary, India, Indonesia, Italy, Japan, Mexico, Poland, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.	<ul style="list-style-type: none">For the results of the survey presented herein, an international sample of 13,644 employed adults age 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Indonesia, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+. In this wave (G@32), 500+ individuals from Hong Kong and Singapore also participated in the survey.	<ul style="list-style-type: none">Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data, and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/- 3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points 19 times out of 20 per country of what the results would have been had the entire population of adults in that country had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

Do you work in a job that requires you to interact with people who live in other countries?

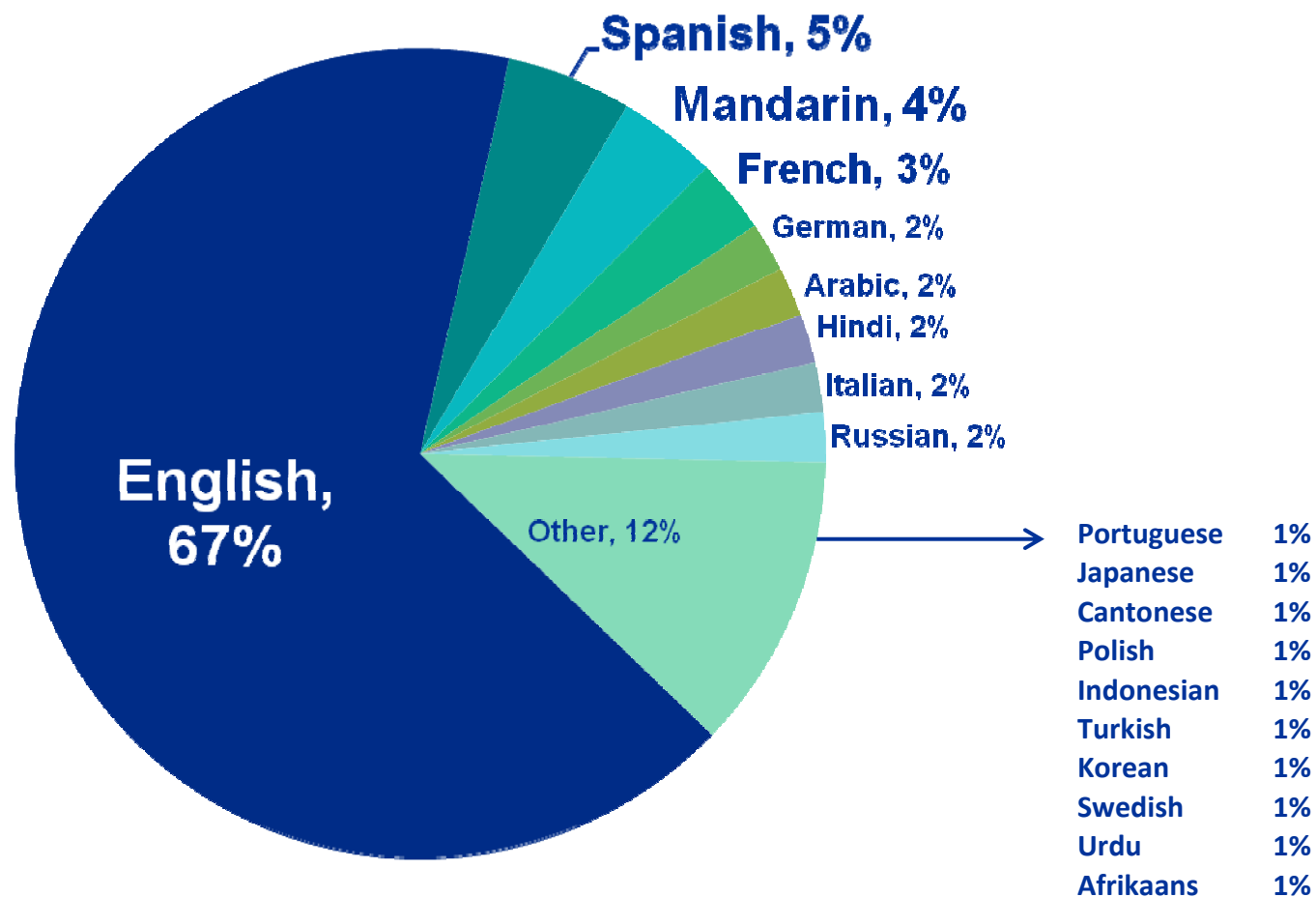


ET1. Do you work in a job that requires you to interact with people who live in other countries?
Base: Working Full time or Part time or Self-Employed (unwtd) n=13,644



Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

GLOBAL SUMMARY

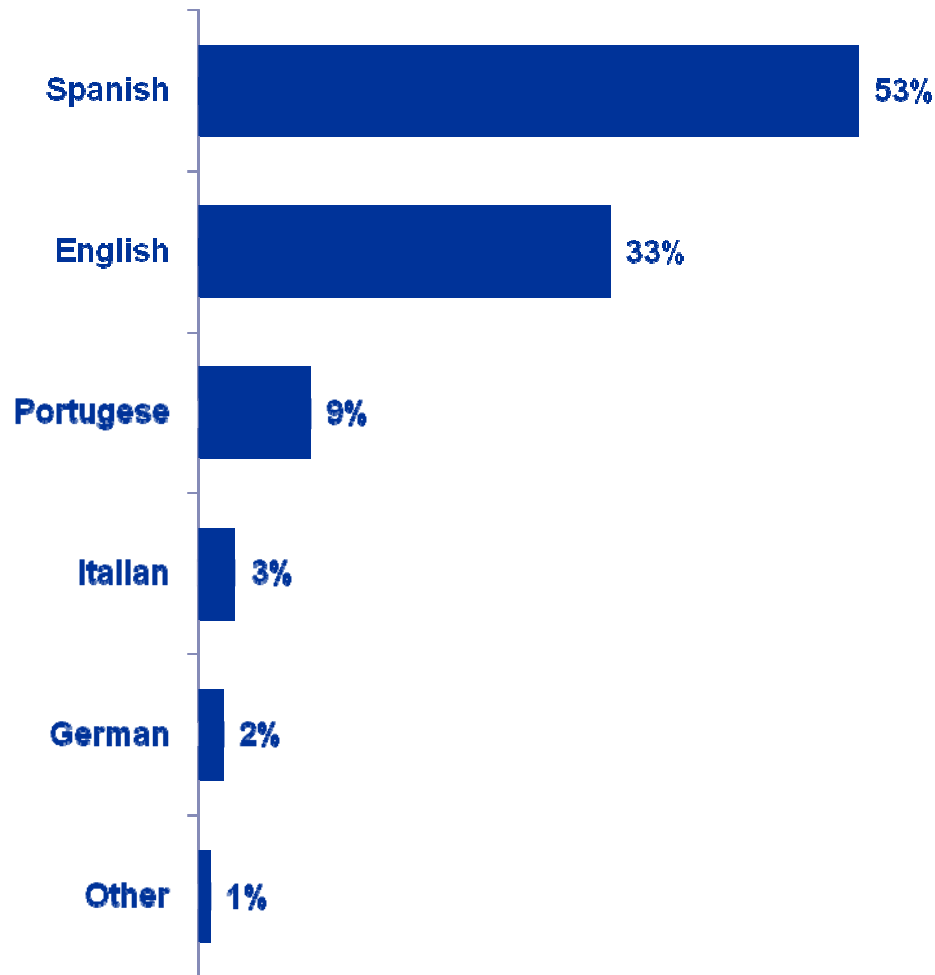


ET2. Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

Base: Work In A Job That Requires To Interact With People Who Live In Other Countries (unwtd)n=3,879

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LANGUAGES USED IN BUSINESS

Argentina

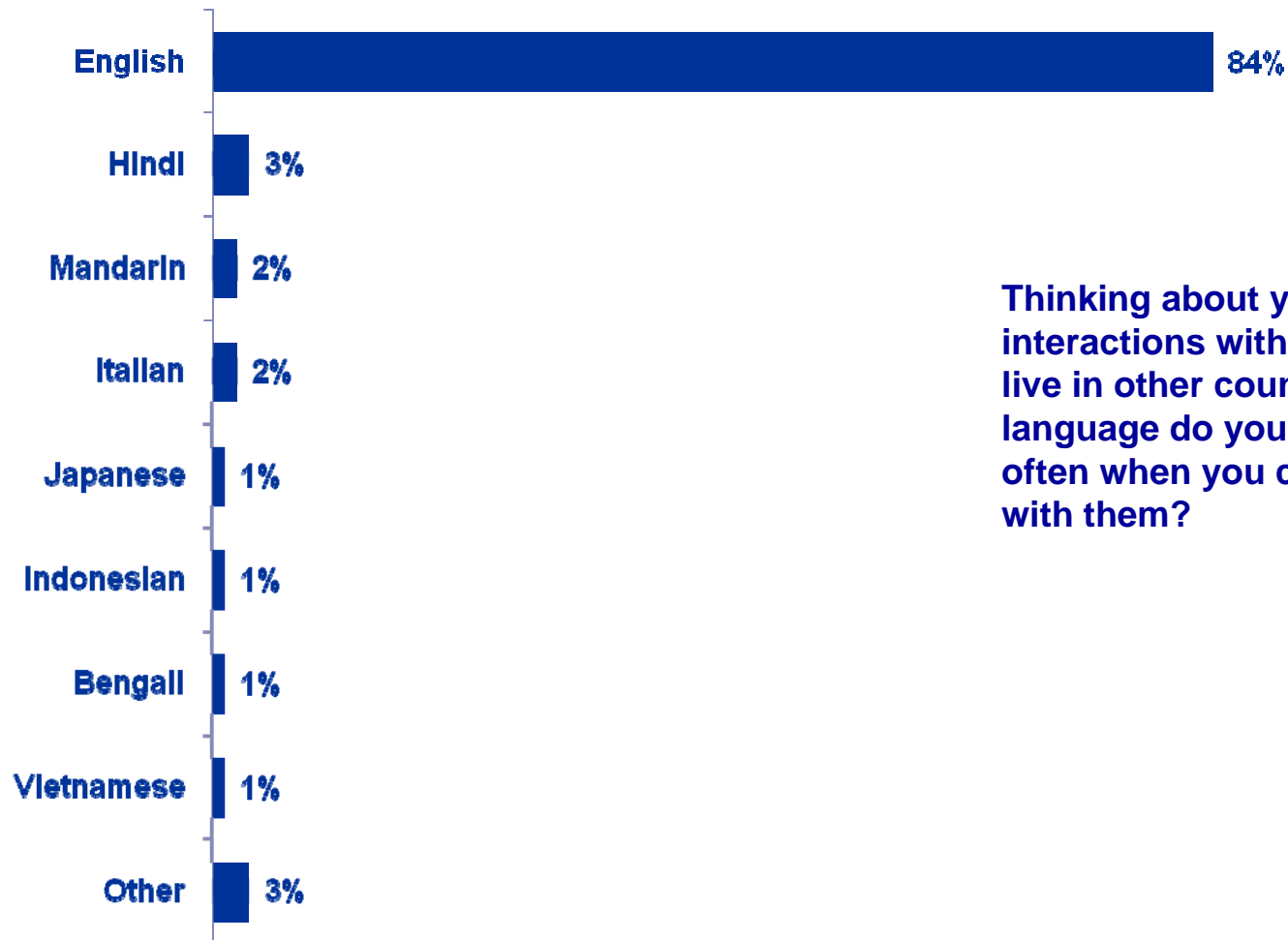


Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

ET2. Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

Base: Work In A Job That Requires To Interact With People Who Live In Other Countries (unwtd)n=74

Australia

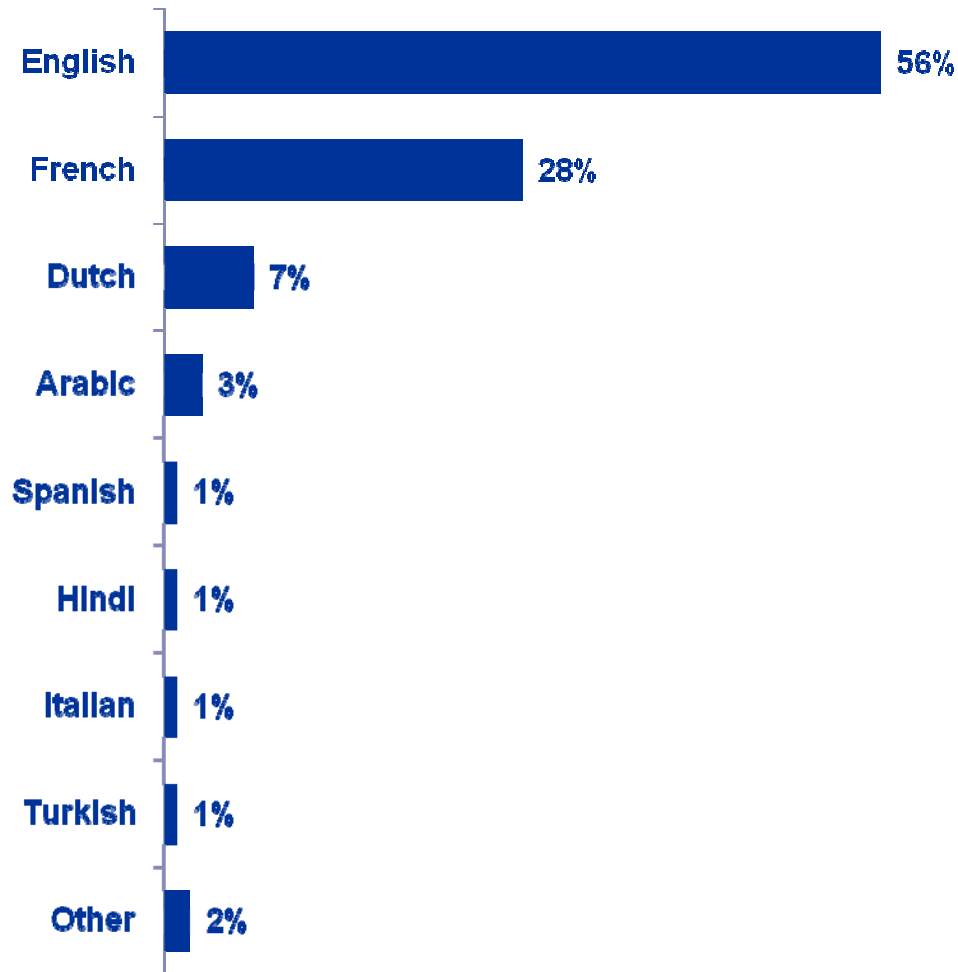


Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

ET2. Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them

Base: Work In A Job That Requires To Interact With People Who Live In Other Countries (unwtd)n=172

Belgium

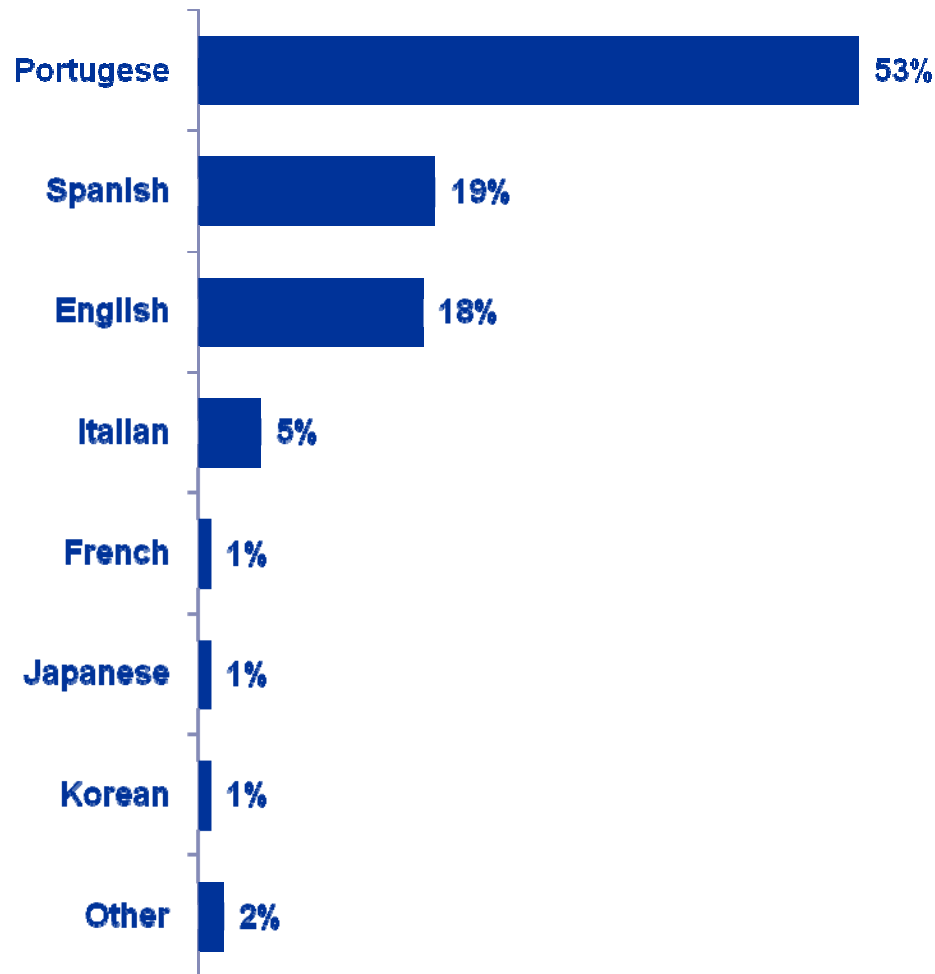


Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

ET2. Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

Base: Work In A Job That Requires To Interact With People Who Live In Other Countries (unwtd)n=102

Brazil

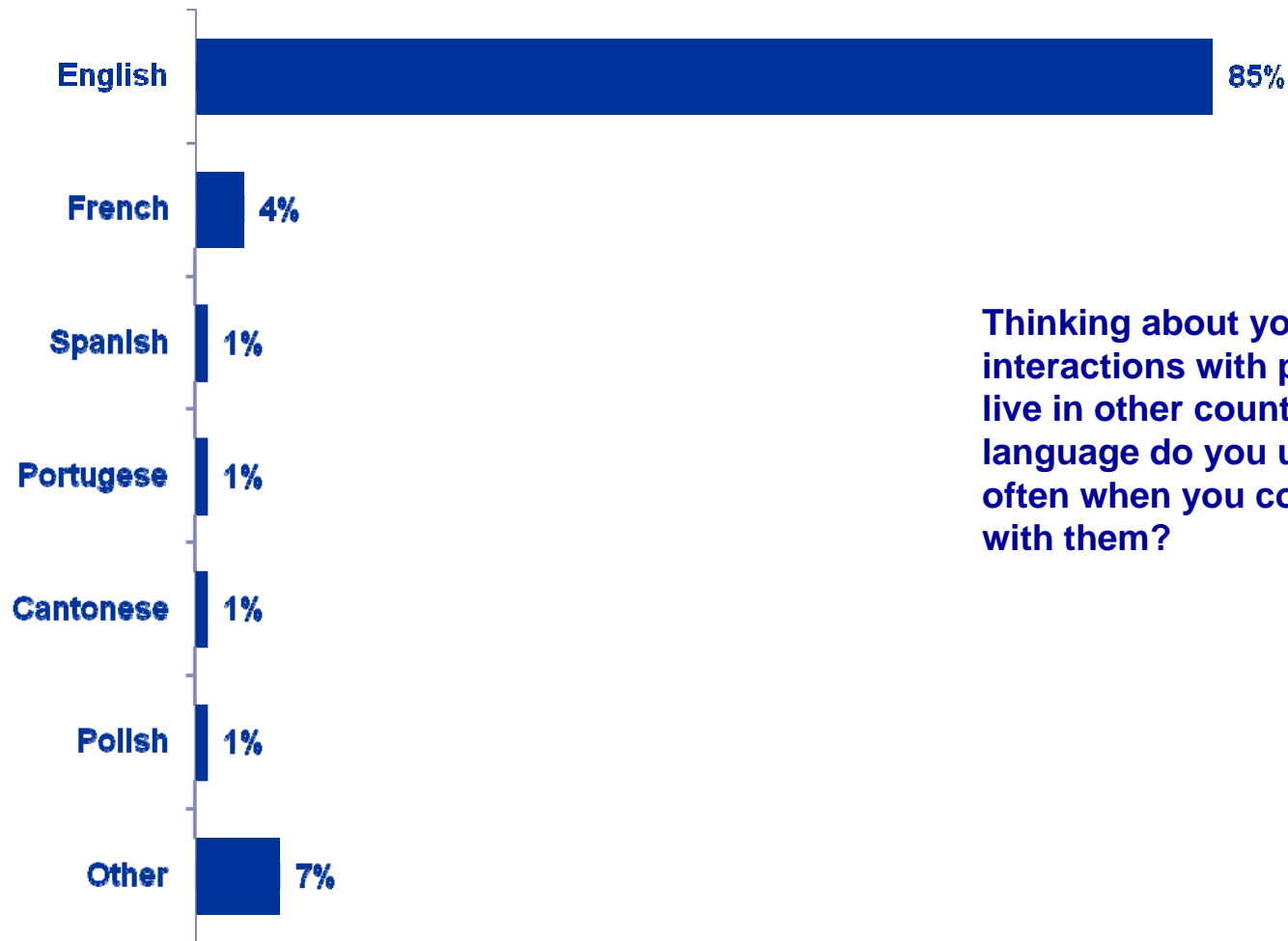


Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

ET2. Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

Base: Work In A Job That Requires To Interact With People Who Live In Other Countries (unwtd)n=116

Canada

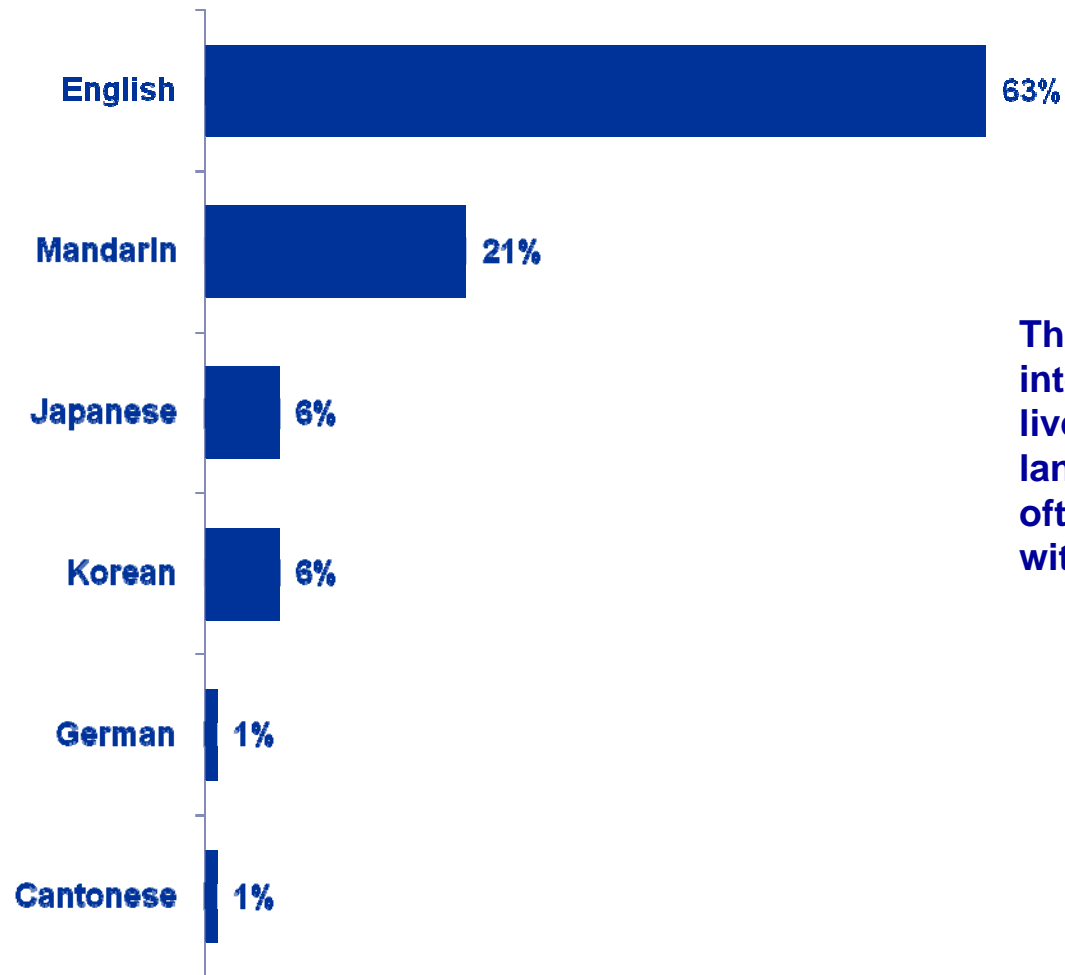


Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

ET2. Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

Base: Work In A Job That Requires To Interact With People Who Live In Other Countries (unwtd)n=152

China

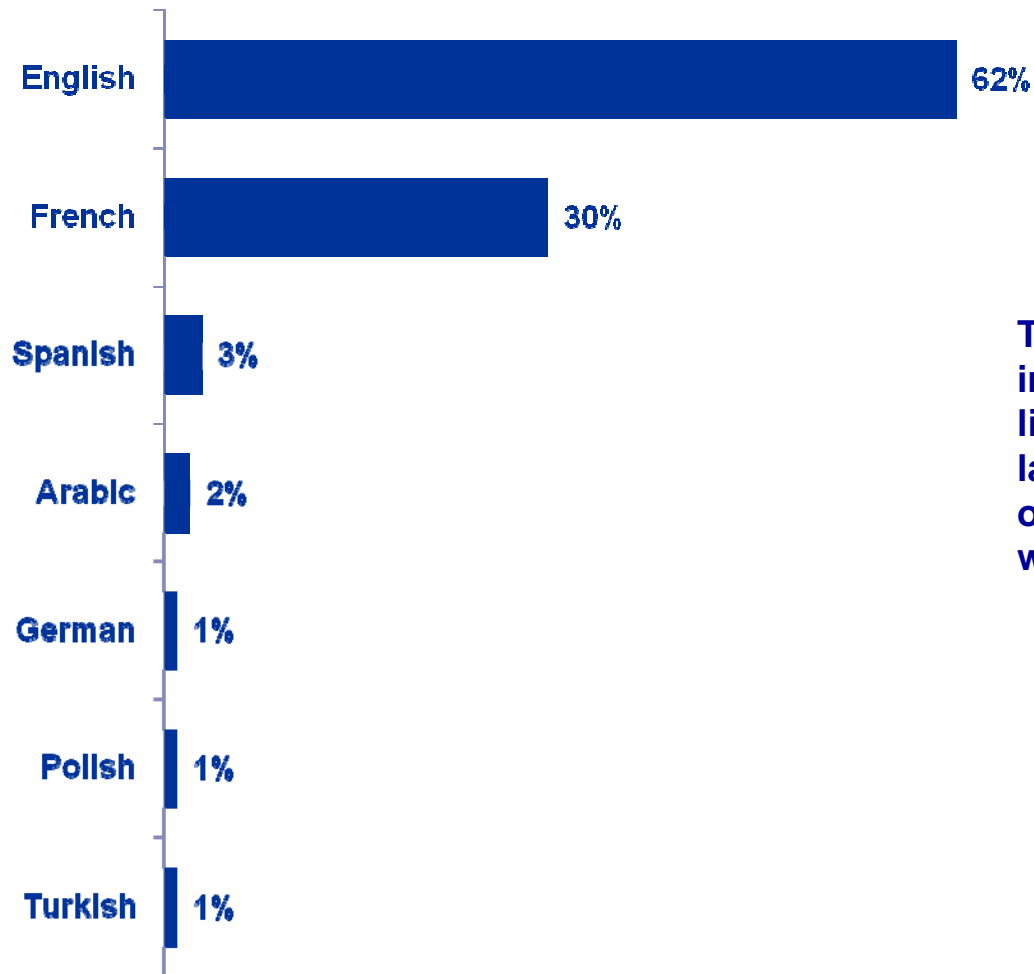


Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

ET2. Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

Base: Work In A Job That Requires To Interact With People Who Live In Other Countries (unwtd)n=304

France

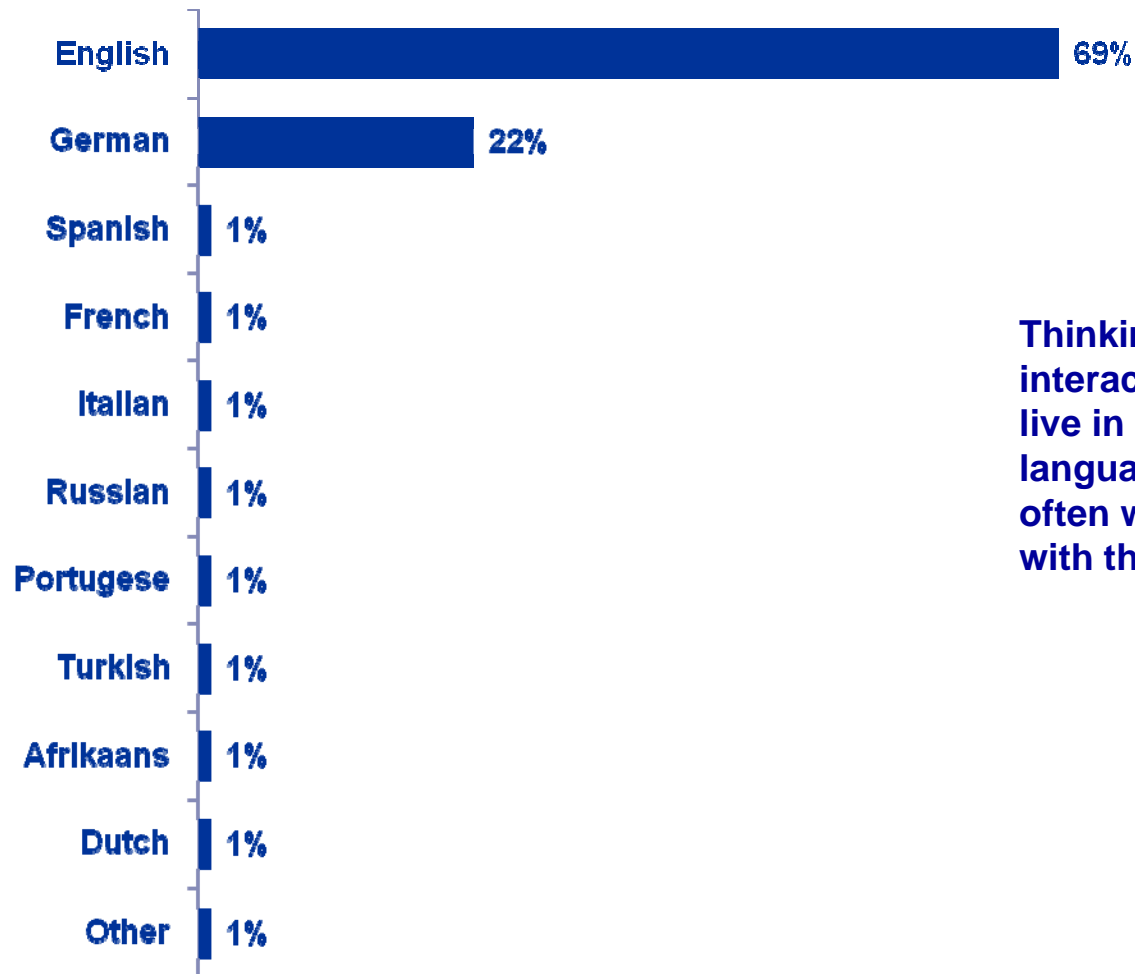


Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

ET2. Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

Base: Work In A Job That Requires To Interact With People Who Live In Other Countries (unwtd)n=101

Germany

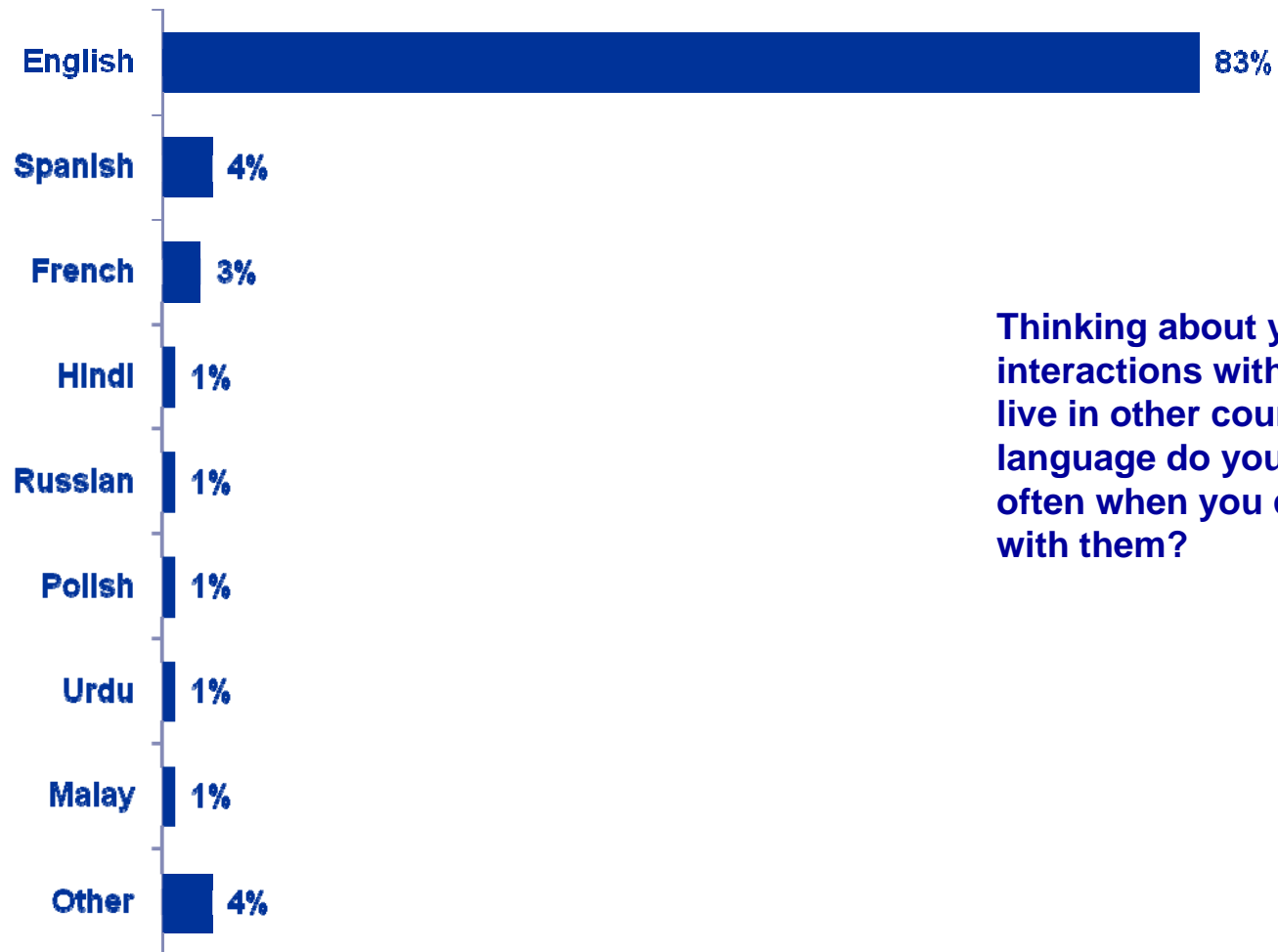


Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

ET2. Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

Base: Work In A Job That Requires To Interact With People Who Live In Other Countries (unwtd)n=148

Great Britain

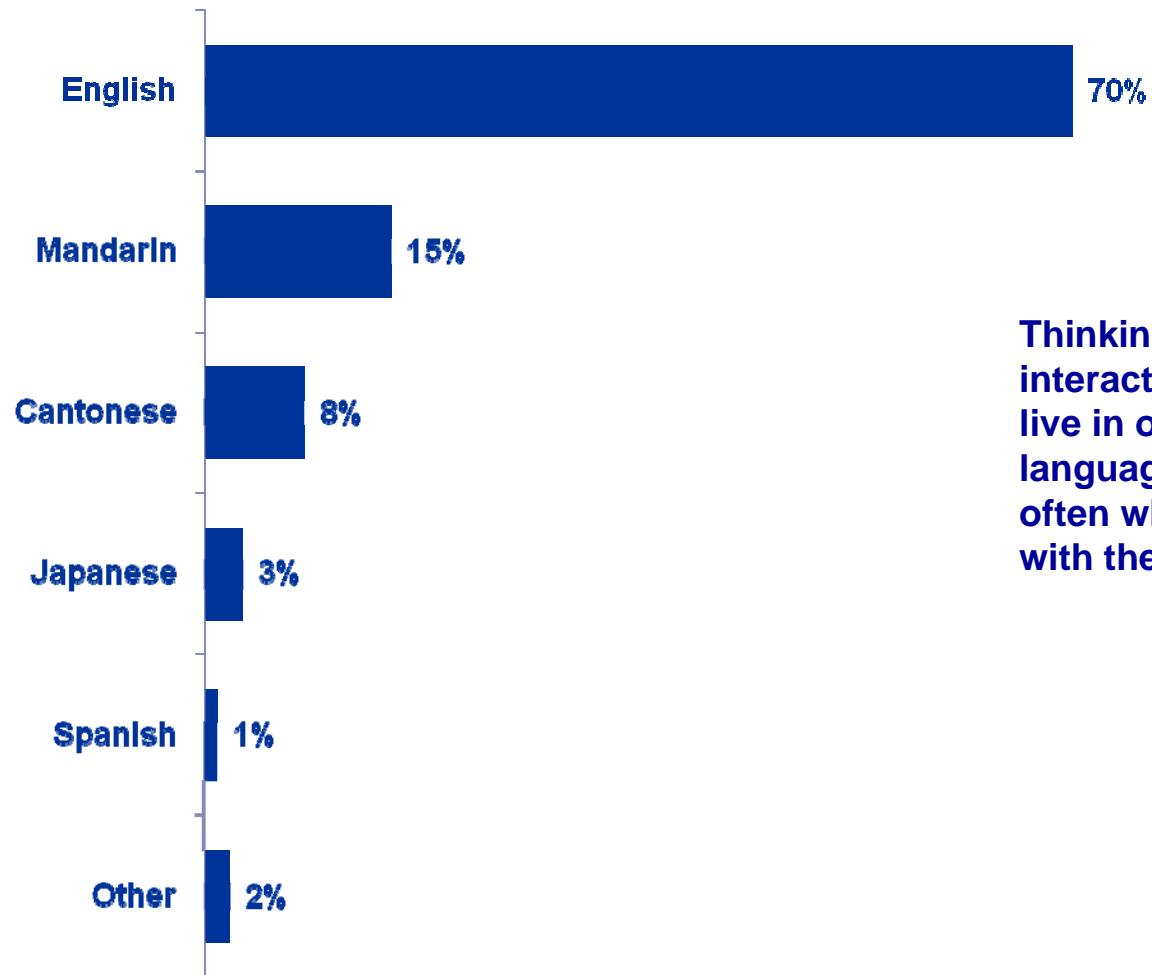


Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

ET2. Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

Base: Work In A Job That Requires To Interact With People Who Live In Other Countries (unwtd)n=165

Hong Kong

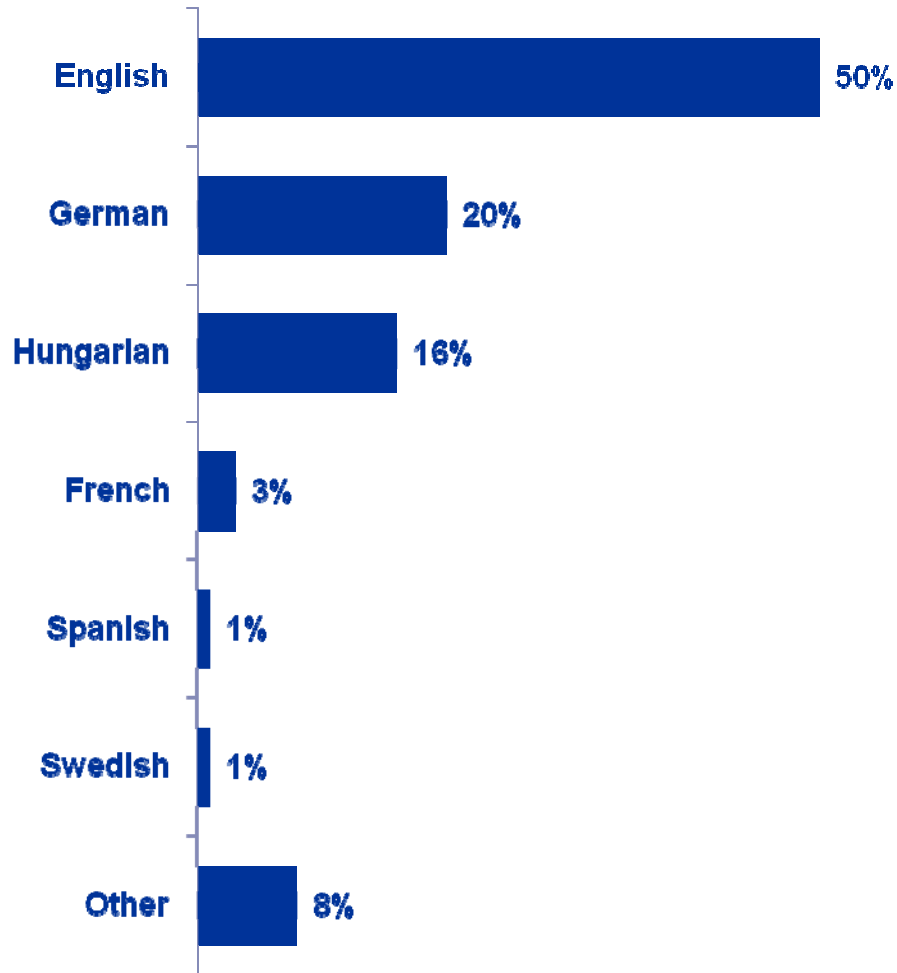


Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

ET2. Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

Base: Work In A Job That Requires To Interact With People Who Live In Other Countries (unwtd)n=192

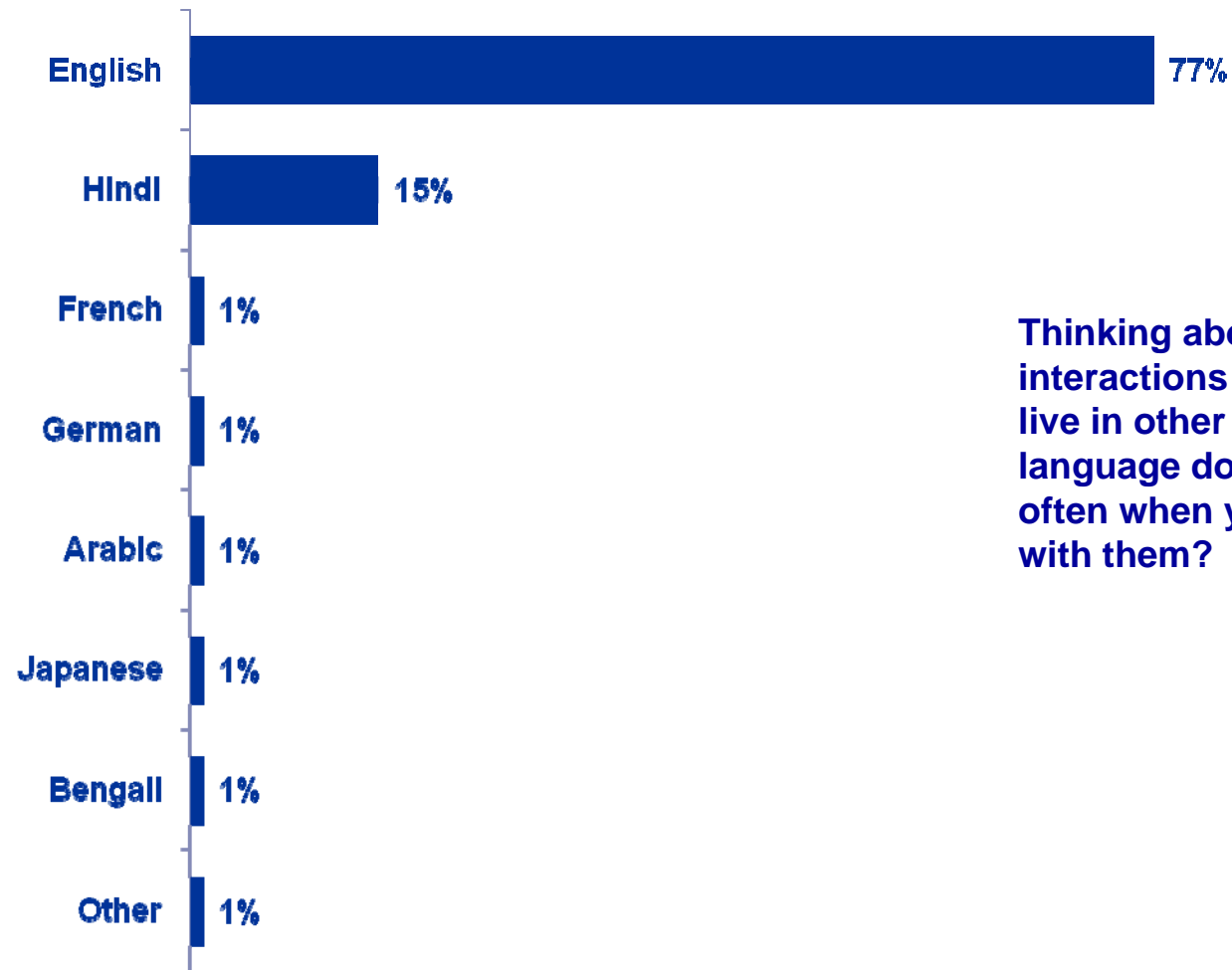
Hungary



Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

ET2. Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

Base: Work In A Job That Requires To Interact With People Who Live In Other Countries (unwtd)n=68

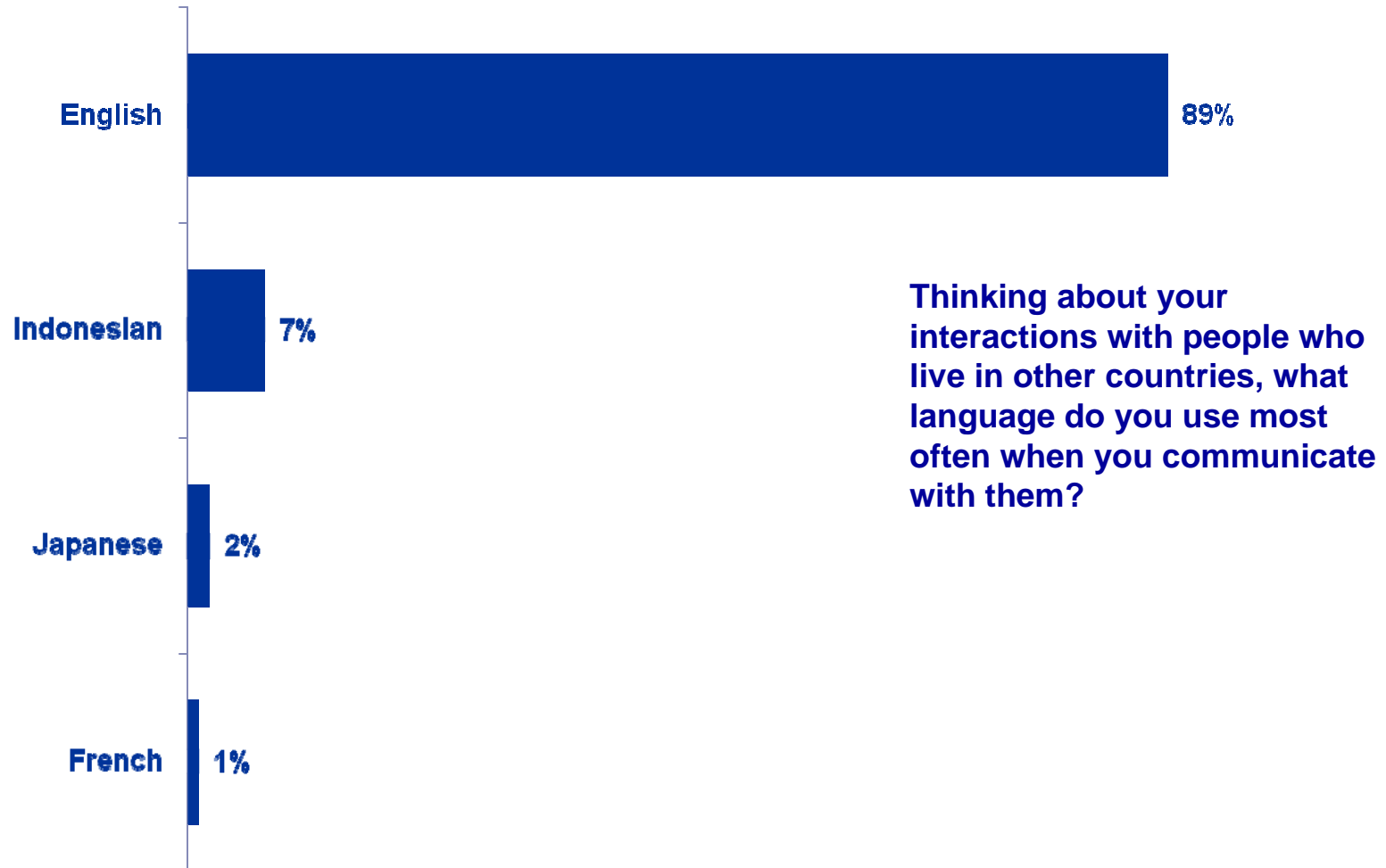


Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

ET2. Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

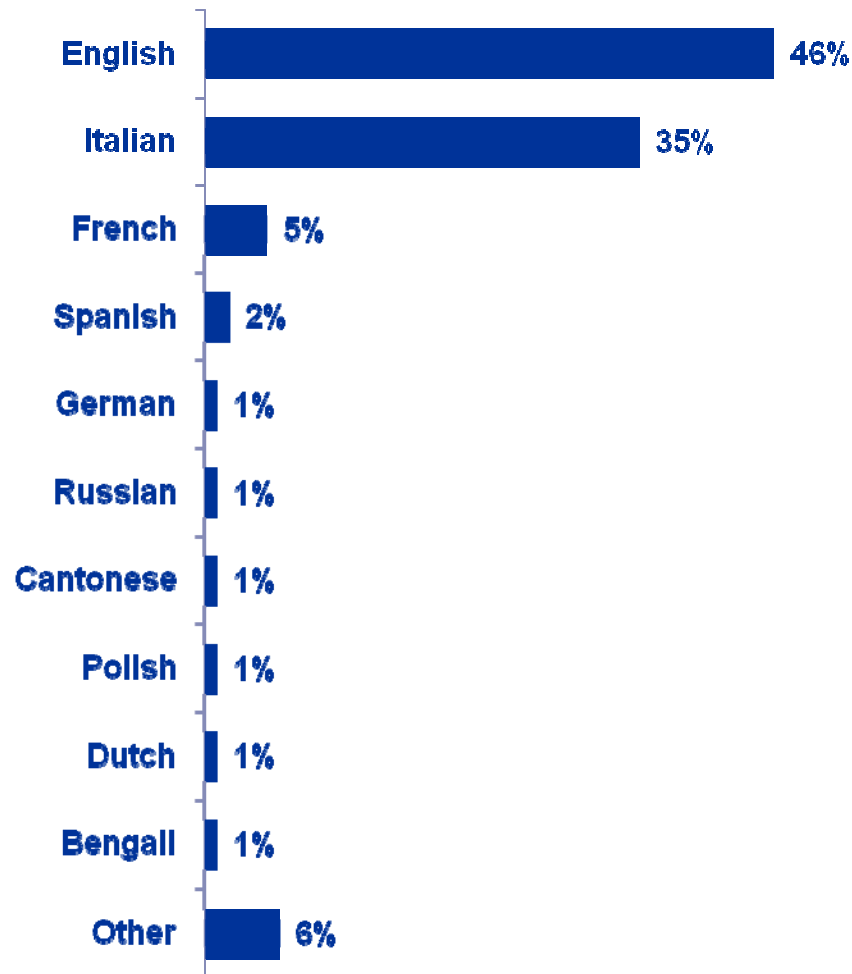
Base: Work In A Job That Requires To Interact With People Who Live In Other Countries (unwtd)n=600

Indonesia



ET2. Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

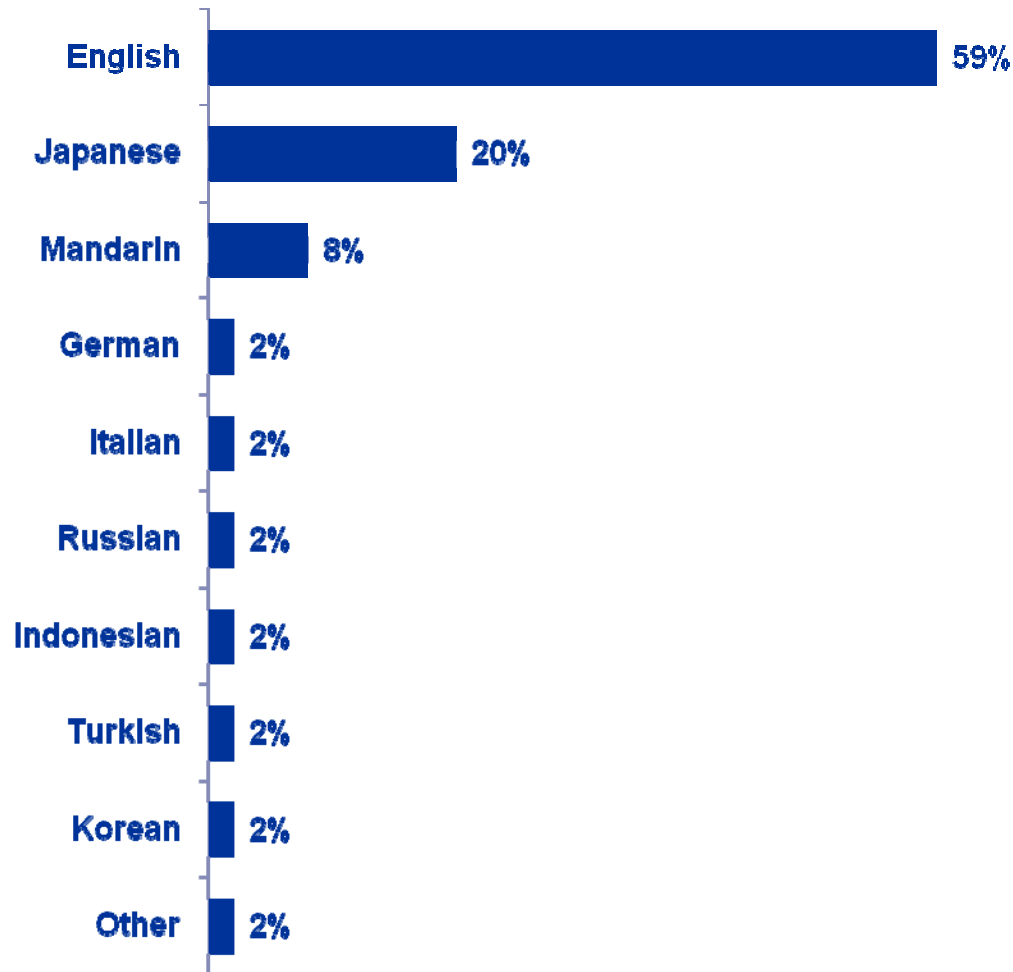
Base: Work In A Job That Requires To Interact With People Who Live In Other Countries (unwtd)n=122



Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

ET2. Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

Base: Work In A Job That Requires To Interact With People Who Live In Other Countries (unwtd)n=166

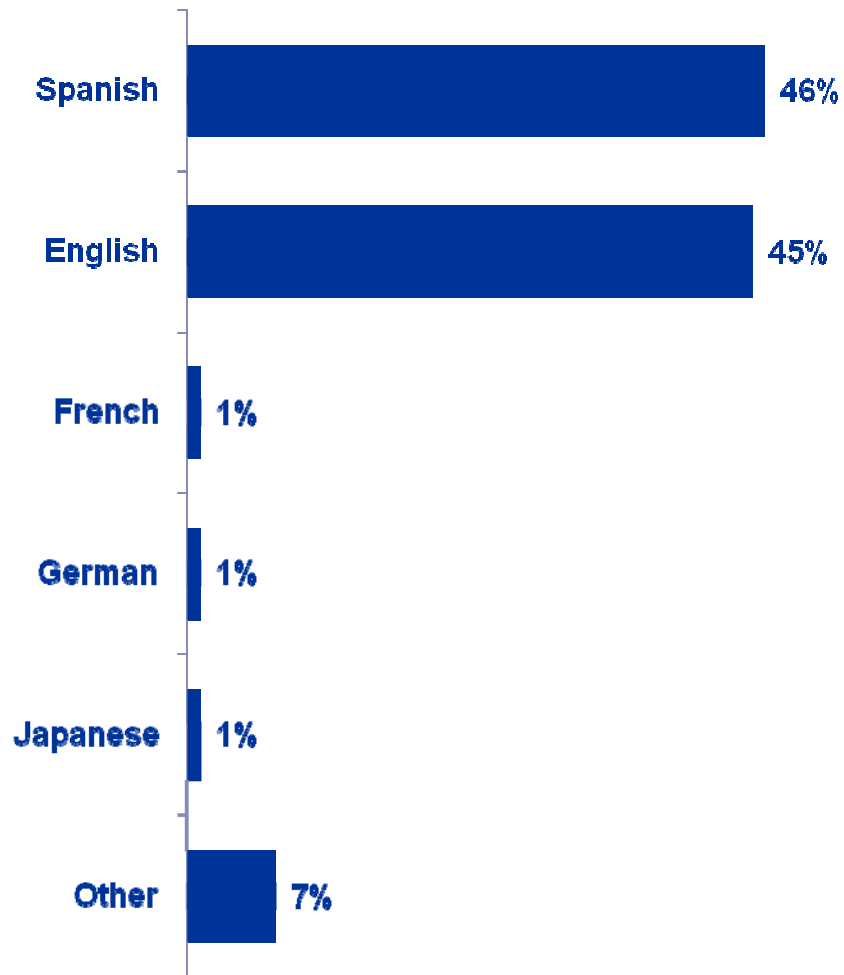


Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

ET2. Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

Base: Work In A Job That Requires To Interact With People Who Live In Other Countries (unwtd)n=60

Mexico

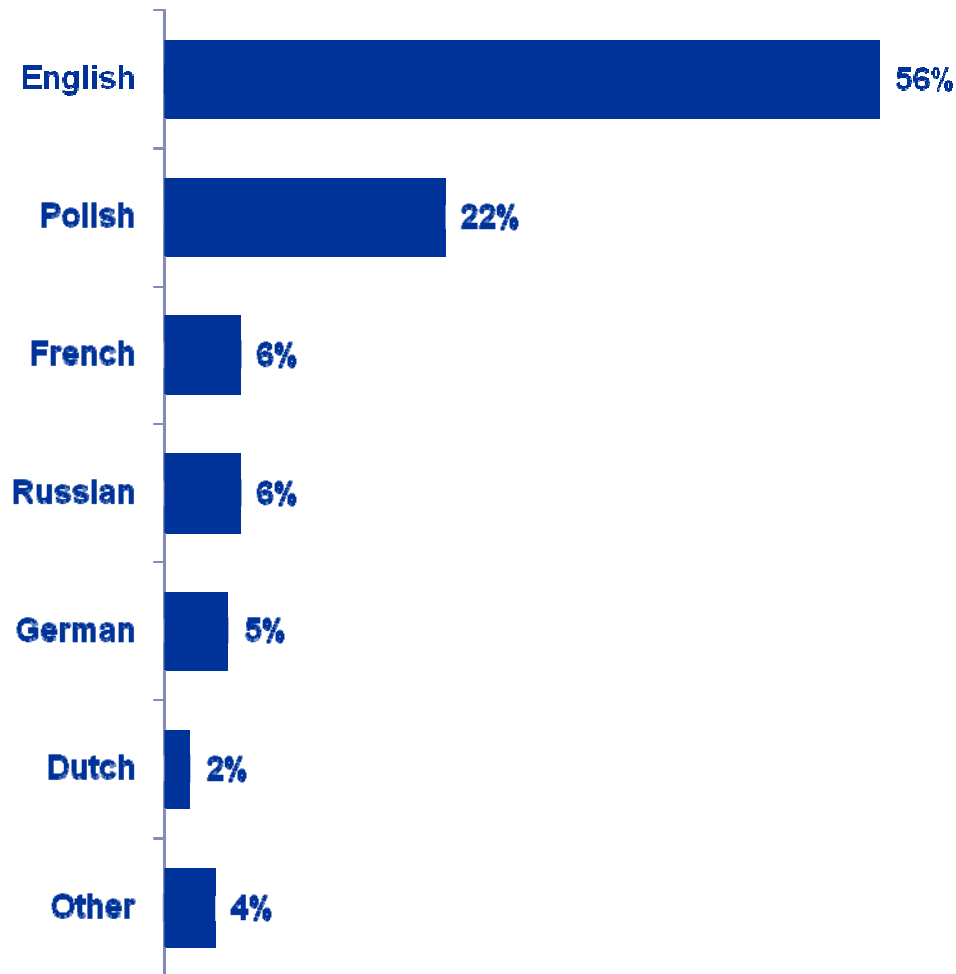


Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

ET2. Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

Base: Work In A Job That Requires To Interact With People Who Live In Other Countries (unwtd)n=90

Poland

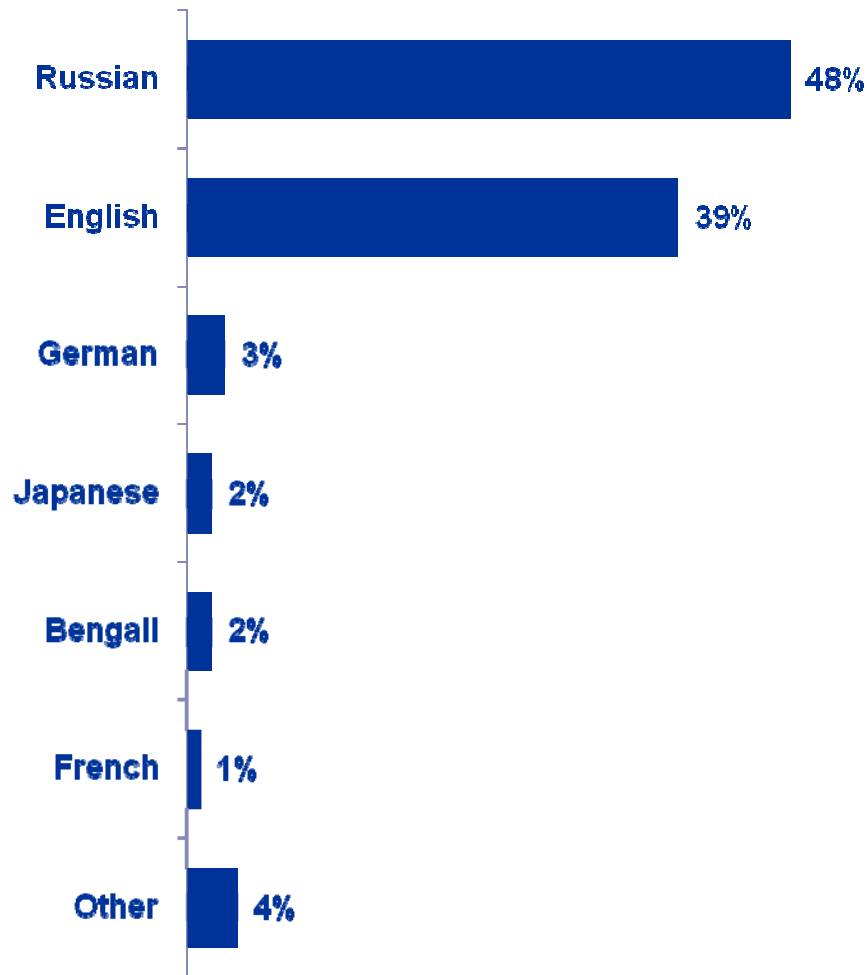


Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

ET2. Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

Base: Work In A Job That Requires To Interact With People Who Live In Other Countries (unwtd)n=47

Russia

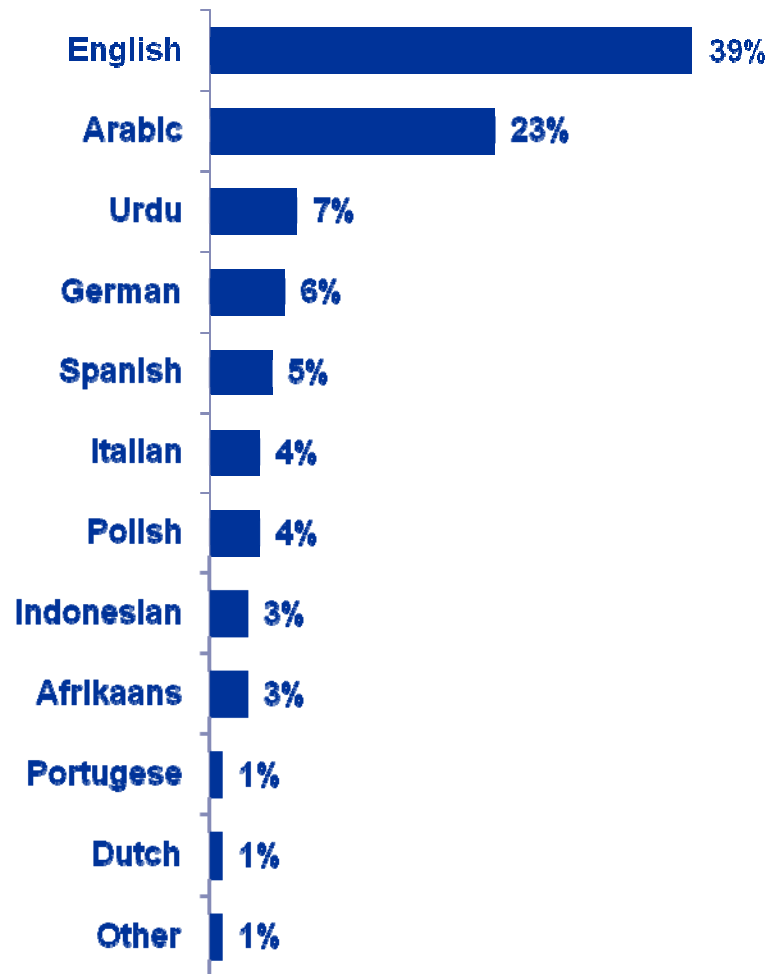


Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

ET2. Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

Base: Work In A Job That Requires To Interact With People Who Live In Other Countries (unwtd)n=67

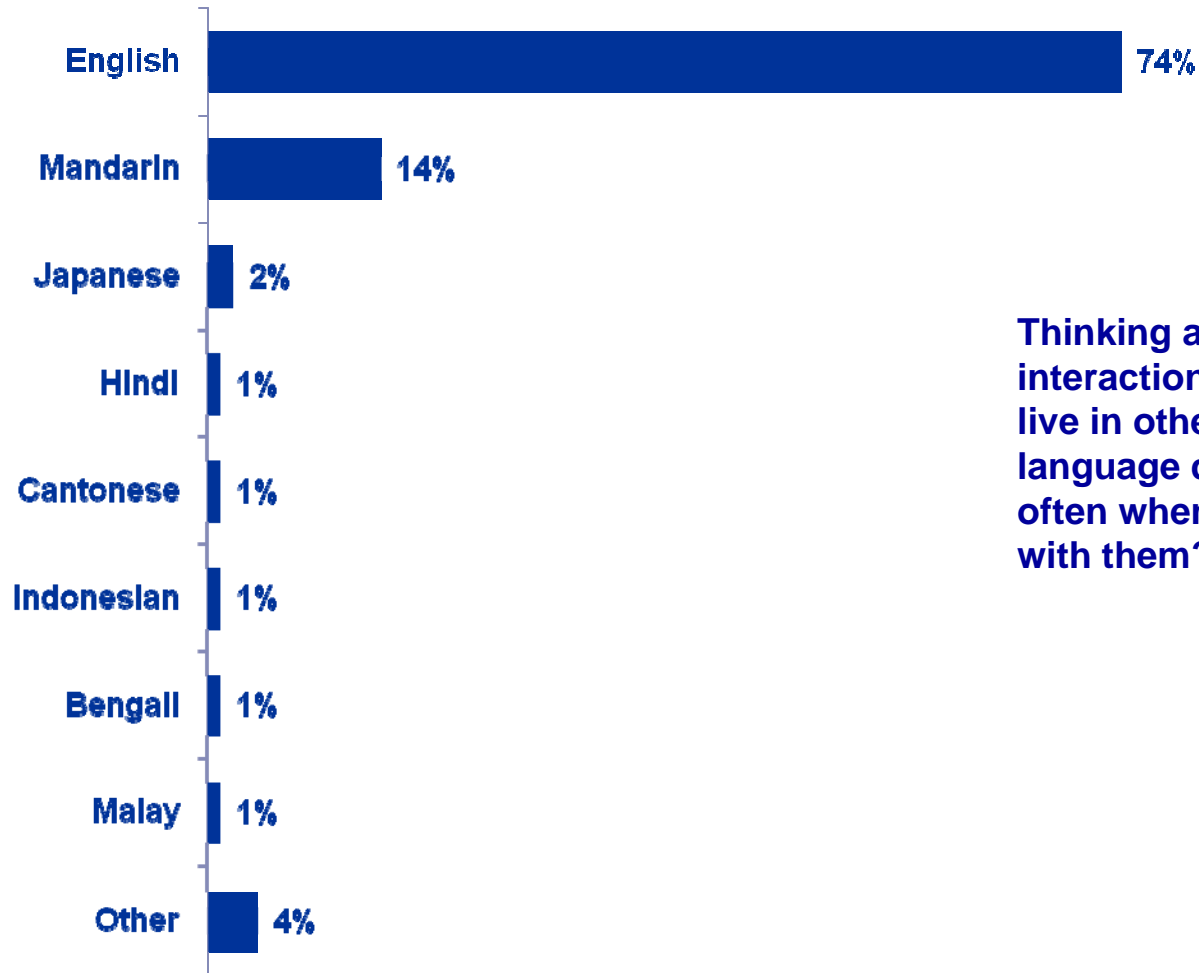
Saudi Arabia



Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

ET2. Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

Base: Work In A Job That Requires To Interact With People Who Live In Other Countries (unwtd)n=195

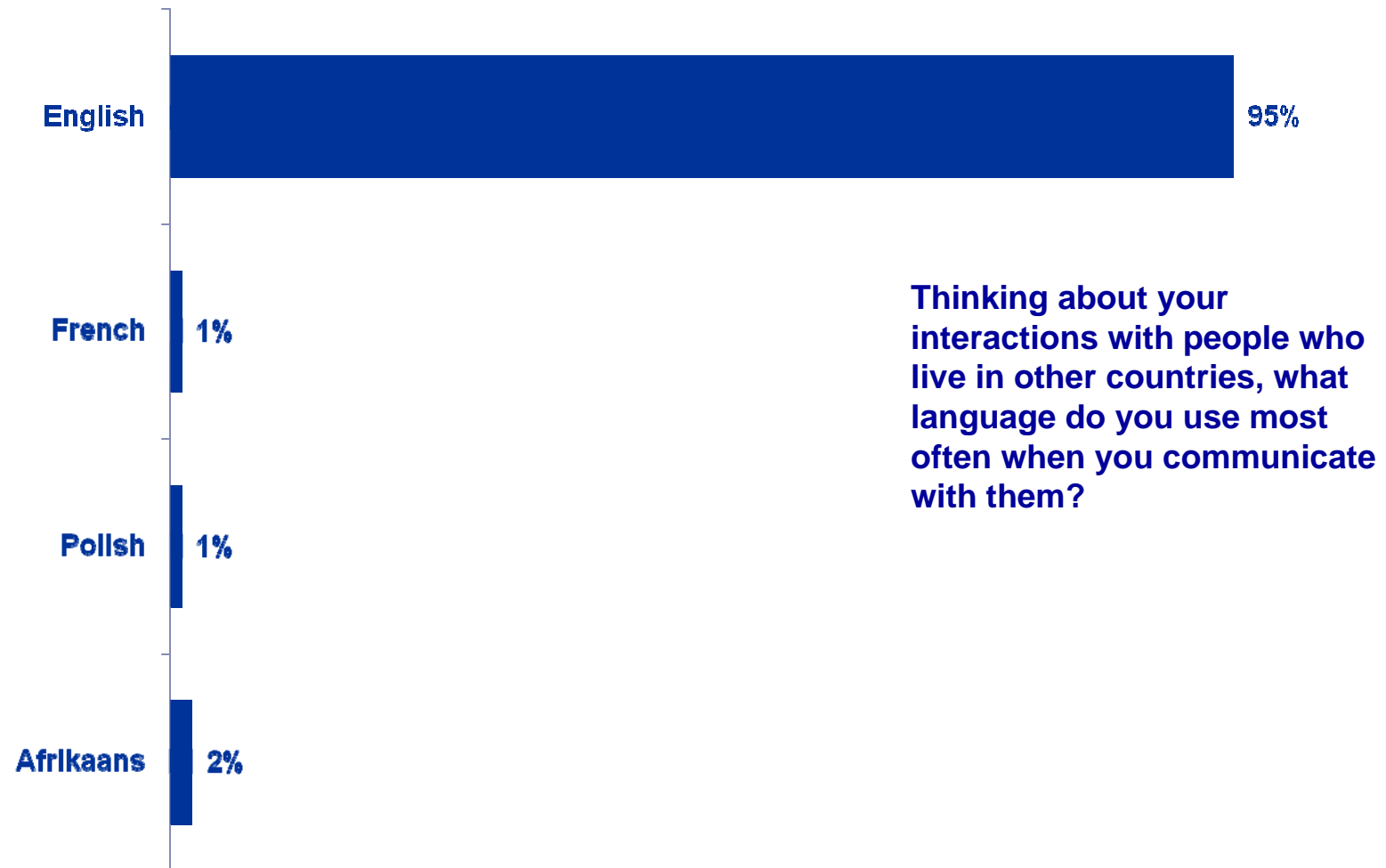


Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

ET2. Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

Base: Work In A Job That Requires To Interact With People Who Live In Other Countries (unwtd)n=238

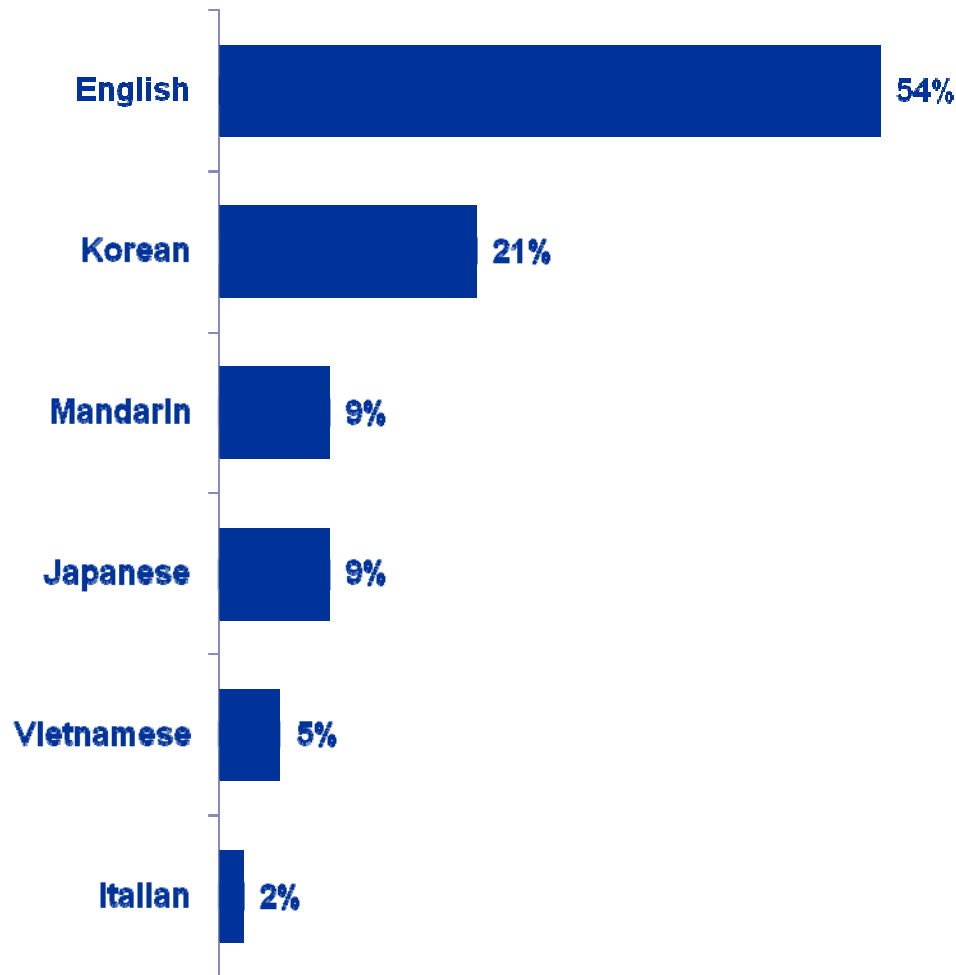
South Africa



ET2. Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

Base: Work In A Job That Requires To Interact With People Who Live In Other Countries (unwtd)n=190

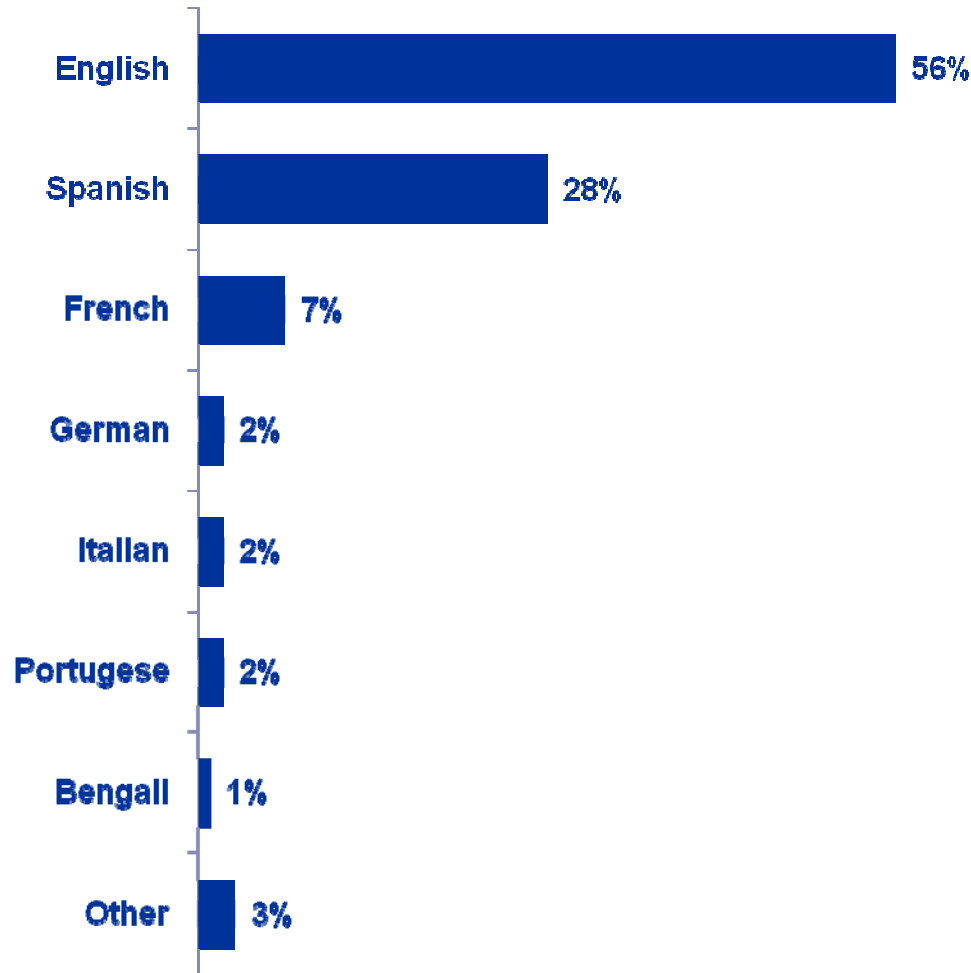
South Korea



Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

ET2. Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

Base: Work In A Job That Requires To Interact With People Who Live In Other Countries (unwtd)n=56

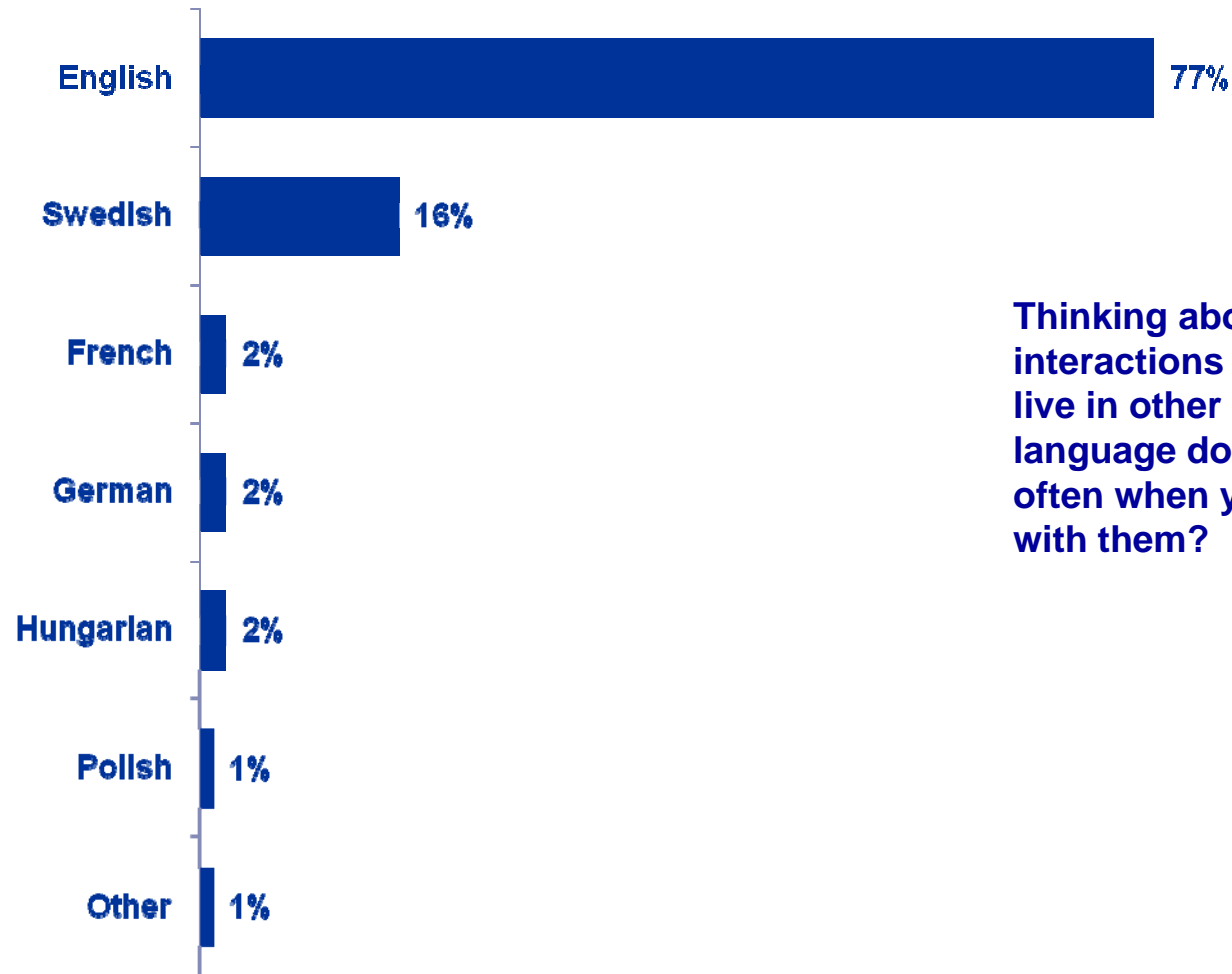


Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

ET2. Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

Base: Work In A Job That Requires To Interact With People Who Live In Other Countries (unwtd)n=108

Sweden

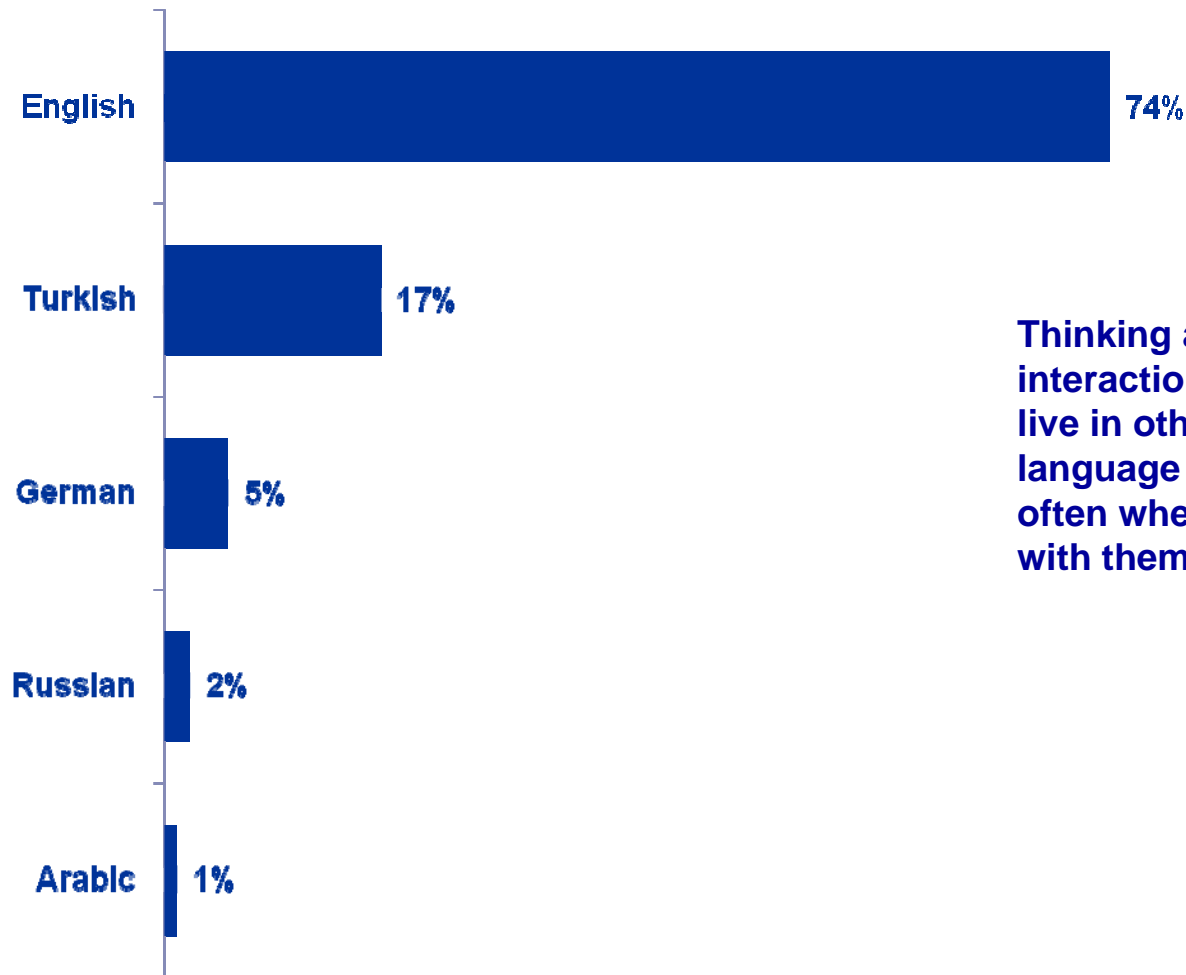


Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

ET2. Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

Base: Work In A Job That Requires To Interact With People Who Live In Other Countries (unwtd)n=74

Turkey

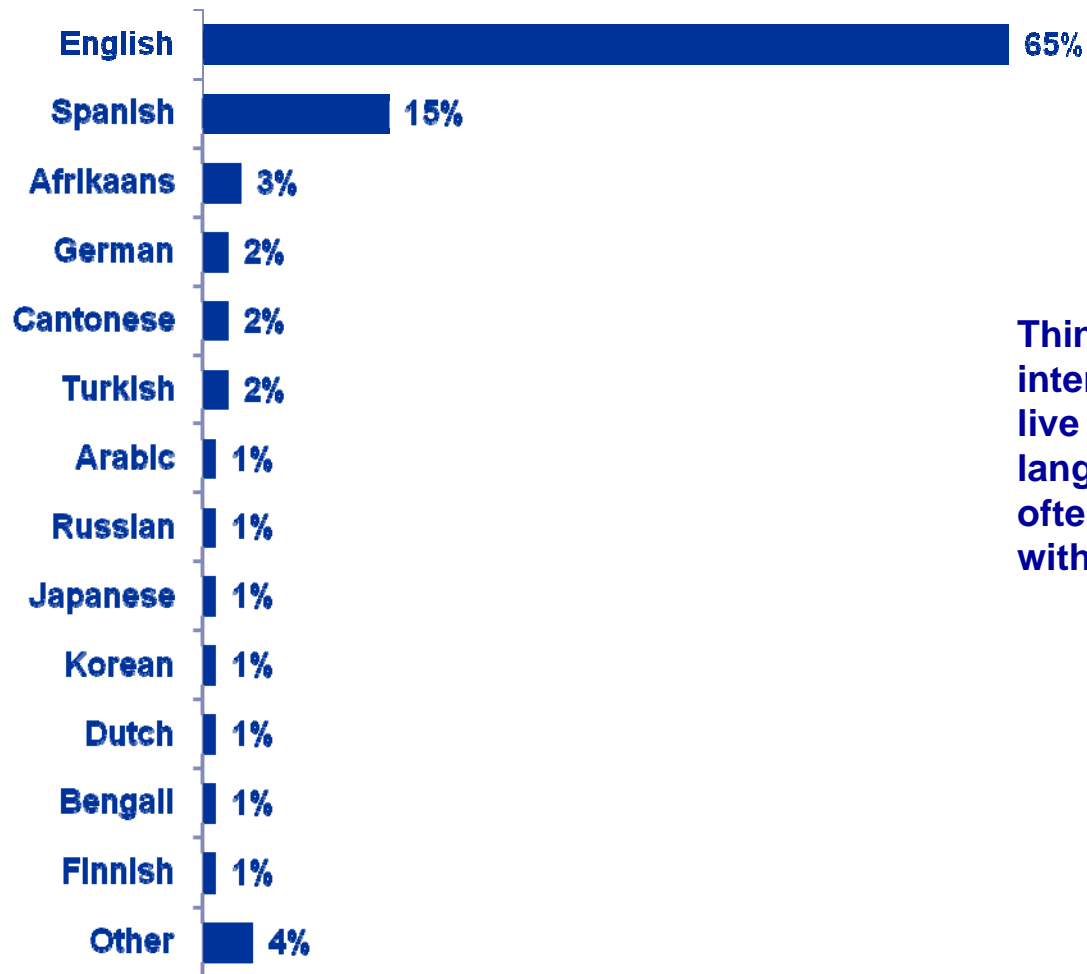


Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

ET2. Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

Base: Work In A Job That Requires To Interact With People Who Live In Other Countries (unwtd)n=128

United States

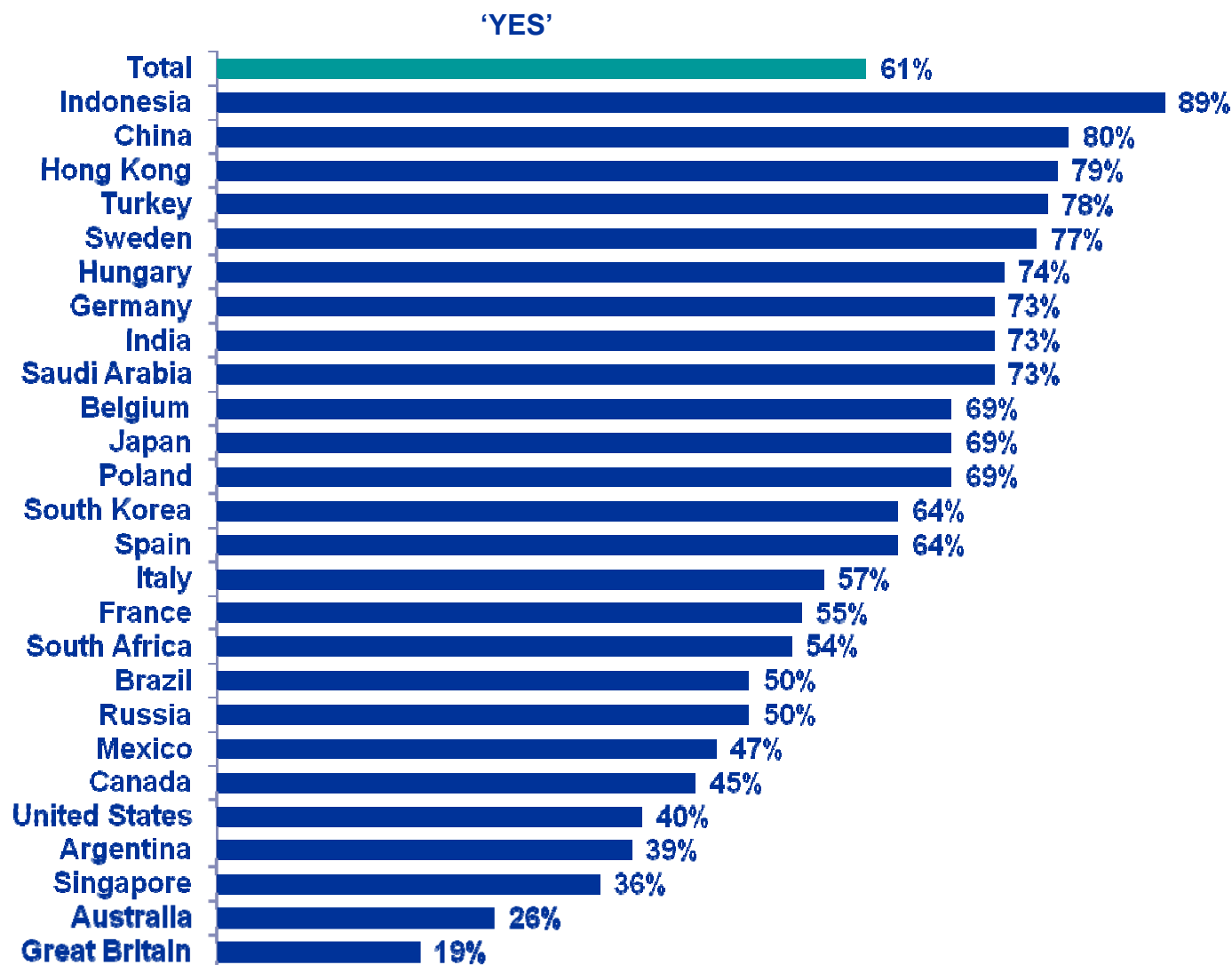


Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

ET2. Thinking about your interactions with people who live in other countries, what language do you use most often when you communicate with them?

Base: Work In A Job That Requires To Interact With People Who Live In Other Countries (unwtd)n=144

Is this language different from the one you first learned as a child?



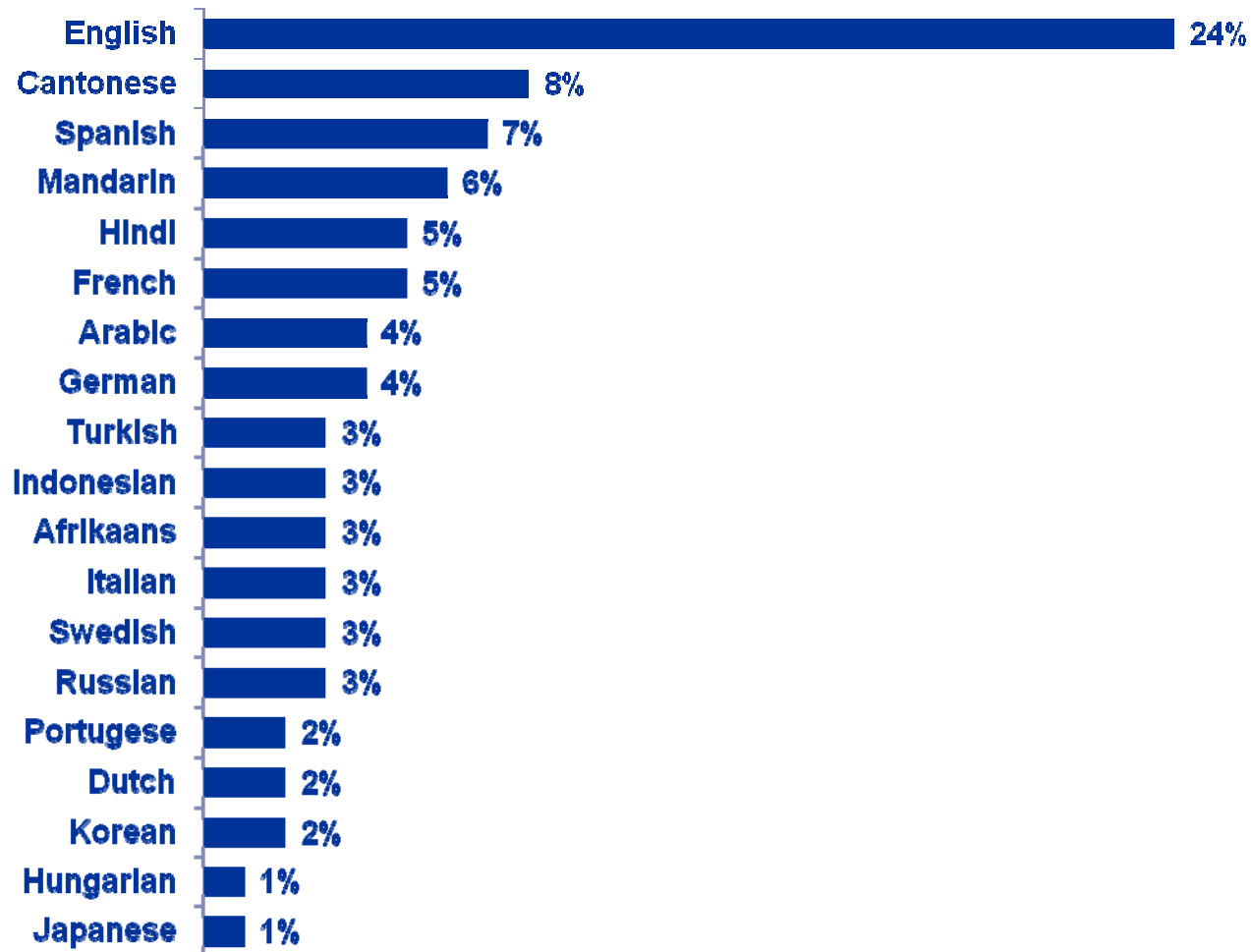
ET3. Is this language different from the one you first learned as a child?

Base: Work In A Job That Requires To Interact With People Who Live In Other Countries (unwtd) n=3,879



What language did you first learn as a child?

Global Summary



ET4. What language did you first learn as a child?

Base: Work In A Job That Requires To Interact With People Who Live In Other Countries (unwtd) n=3,879

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LANGUAGES USED IN BUSINESS

What language did you first learn as a child?

	English	Cantonese	Spanish	Mandarin	Hindi	French	Arabic	German	Turkish	Indonesian	Afrikaans	Italian	Swedish	Russian	Portuguese	Dutch	Korean	Hungarian	Japanese	Polish	Bengali	Urdu	Malay	Punjabi	Hebrew	Vietnamese	Finnish
Total	24%	8%	7%	6%	5%	5%	4%	4%	3%	3%	3%	3%	3%	3%	2%	2%	2%	1%	1%	1%	1%	1%					
Great Britain	86%				1%	2%	1%		1%			1%				1%						1%		1%			
Australia	79%	2%		2%	2%	1%		1%		1%				1%	1%	3%											
United States	75%	1%	5%	1%	1%	1%	1%				1%			1%		1%	2%	1%	1%		3%				2%		
Canada	59%	2%	1%	3%	1%	19%	1%	1%				3%			1%	1%	1%			1%		1%				1%	
Singapore	46%	8%		29%																			3%				
South Africa	42%					1%		1%			41%	1%				1%											
India	25%				46%			1%													5%	1%		1%			
Indonesia	25%			1%			2%			67%							1%						2%				
France	21%	1%	3%	1%		66%	1%	4%	1%																1%	1%	
Poland	15%													18%					65%								
South Korea	15%															2%	82%		2%								
Saudi Arabia	11%		7%			1%	54%	5%	1%	1%	7%	2%									4%	3%					
Russia	8%		3%					1%						80%													
Japan	7%		2%						2%										89%								
Argentina	6%		89%									3%			2%												
Brazil	5%		1%			1%									88%												
Mexico	5%		91%																						2%		
Spain	5%		71%			9%						1%	1%			2%		3%									
Sweden	5%		4%			2%							84%					2%		1%							
Belgium	4%		1%			48%	1%		1%			1%				42%											
Italy	4%	1%				8%		1%			1%	82%															
Turkey	4%						3%	3%	88%																		
China	2%	10%		79%													1%										
Hong Kong	2%	91%		3%																							
Germany	1%							95%						2%	1%												
Hungary	1%		1%					7%						6%				81%									

ET4. What language did you first learn as a child?

Base: Work In A Job That Requires To Interact With People Who Live In Other Countries (unwtd) n=3,879

A Global @dvisory – May 2012 – G@32
LANGUAGES USED IN BUSINESS



About Ipsos

- Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company.
- With offices in 84 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management.
- Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.
- Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,363 billion (1.897 billion USD) in 2011.
- Visit www.ipsos-na.com to learn more about Ipsos' offerings and capabilities.



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- The Ipsos *Global @dvisor Omnibus* is a monthly, online survey of consumer citizens in 24 countries and produces syndicated reports and studies specifically tailored to the needs of corporations, advertising and PR agencies, and governments. For information contact:

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