



CULTURAL REASONS TO LEARN ENGLISH

It's January - the perfect time to start a new challenge. Like learn a new language. But what is your motivation? Pearson English looks at the cultural reasons people decide to take it on.

CULTURAL ICONS

Best male artist to help you learn English



JUSTIN TIMBERLAKE

Best female artist to help you learn English



ADELE

Best TV program to help you learn English

HOUSE of CARDS

Best movie to help you learn English

Harry Potter

Best band to help you learn English

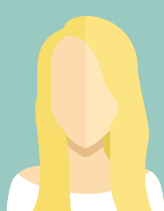
THE BEATLES

The person people would most like to teach them English



BILL GATES

The non-native English speaker who has found most success through learning English



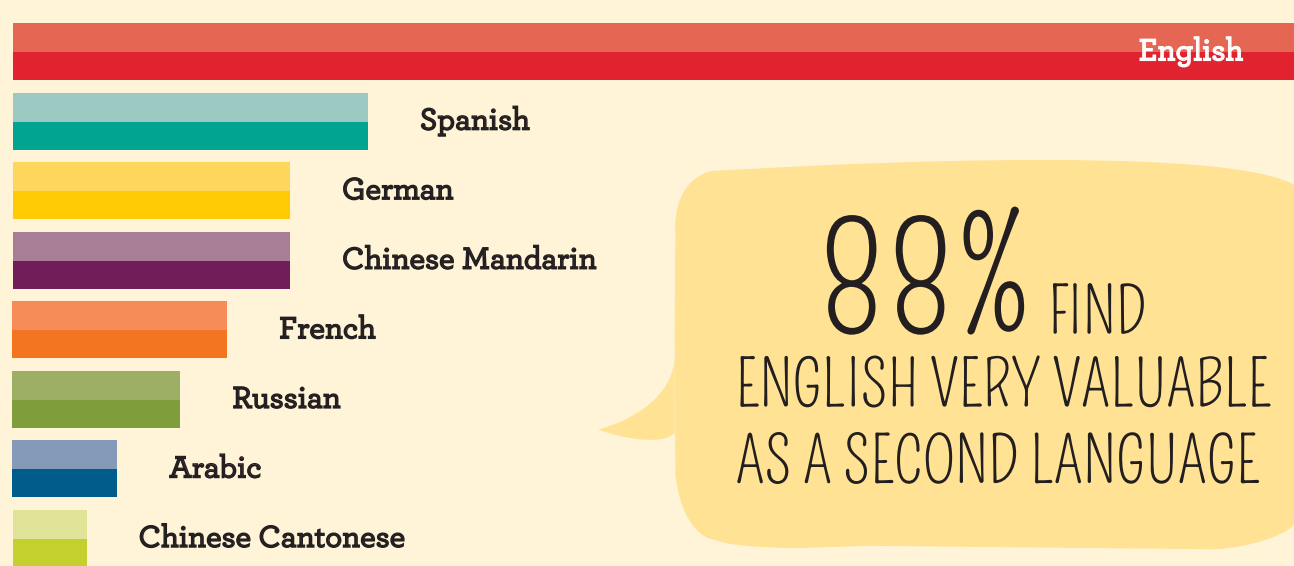
CELINE DION

The person who demonstrated the best mastery of the English language



WILLIAM SHAKESPEARE

MOST VALUABLE SECOND LANGUAGES

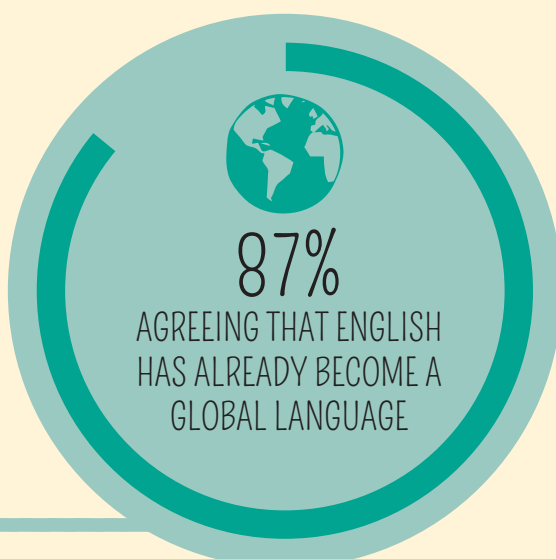


88% FIND ENGLISH VERY VALUABLE AS A SECOND LANGUAGE

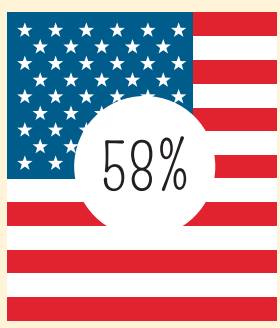
84% ARE LEARNING OR HAVE PREVIOUSLY LEARNT ENGLISH



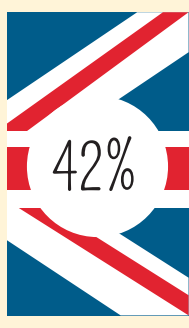
and



82% WOULD LIKE TO GO ABROAD TO LEARN ENGLISH



58%



42%

THE MAJORITY BELIEVE AMERICAN ENGLISH IS MORE IMPORTANT TO LEARN THAN BRITISH ENGLISH

THANK YOU

is the most useful English word cited by respondents

and showing that we are all romantics at heart

LOVE

is the favourite English word

KEY MOTIVATIONS TO LEARNING ENGLISH



To make it easier to communicate when abroad or to improve career prospects

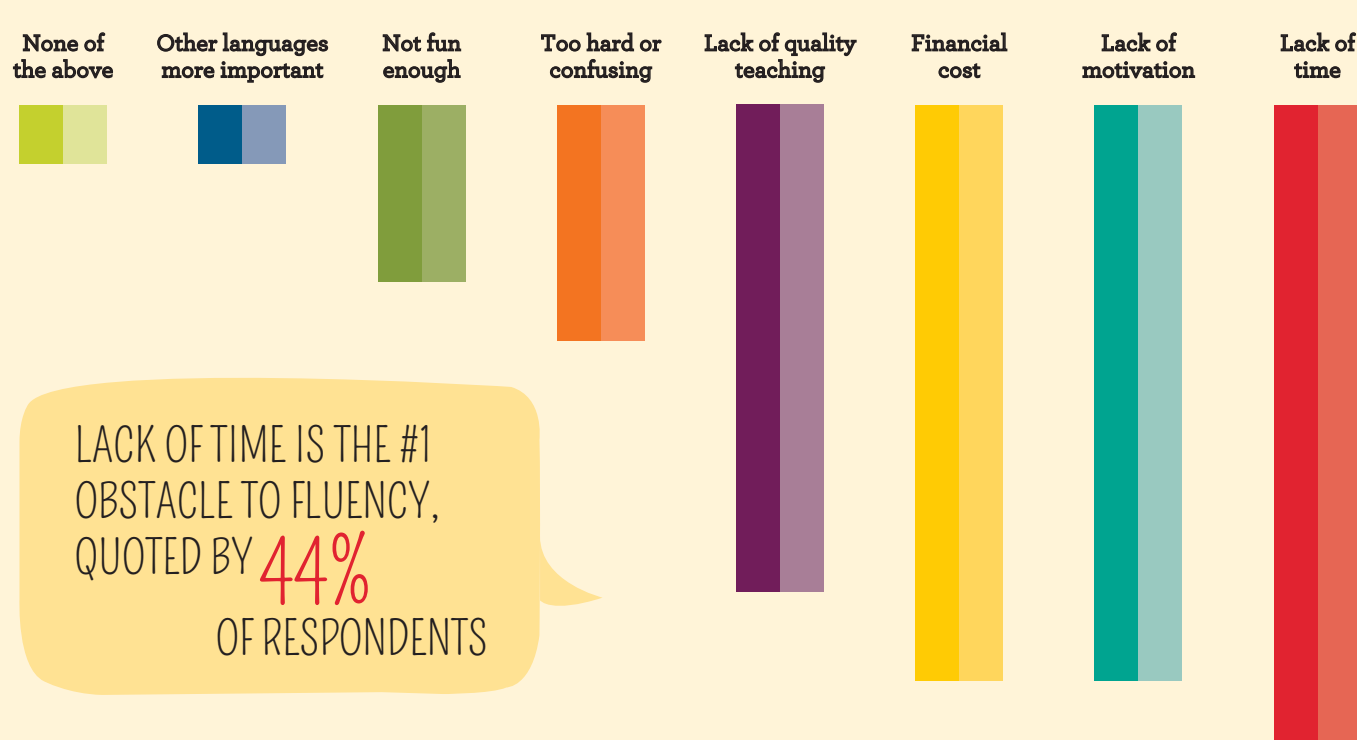


LIVING IN AN ENGLISH SPEAKING COUNTRY IS SEEN TO BE THE BEST METHOD OF LEARNING ENGLISH

However talking with English speaking people online is seen to be the second best method



KEY OBSTACLES TO BECOMING FLUENT IN ENGLISH



LACK OF TIME IS THE #1 OBSTACLE TO FLUENCY, QUOTED BY 44% OF RESPONDENTS



Grammar and speaking are seen to be the most difficult aspects of learning English



55%

say speaking is seen to be a far more important skill to learn

The perception is that on average it takes

2.5 YEARS

to become fluent in English

