busuu

Language learning survey 2017

At busuu we connect language learners from all over the world.

We have asked our community about their language learning journey. Here's is a comprehensive overview of our customers' language learning journey.

Results

Demographics

Language learning

Learning with busuu

Progress

Survey conducted in
February 2017

Demographics

Age

<18	**8%**
18-24	**14%**
25-34	**20%**
35-44	**18%**
45-54	**17%**
55-64	**14%**
65-74	**7%**
75+	**2%**

Gender

Female	**49%**
Male	**51%**

Education & Profession

Education

- 🔴 University
- 🔵 High School
- 🔴 PhD
- 🔴 School
- 🔵 Masters

Pie chart: 3%, 7%, 14%, 35%, 42%
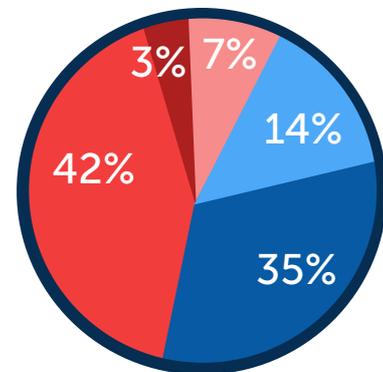
Professions

- 🔵 Employed (full-time)
- 🔵 Self-employed / Entrepreneur / Freelance
- 🔵 Retired
- 🔵 Student (University / Higher Education)
- 🔴 Not working / Career break
- 🔴 Student (School / High School)
- 🔴 Employed (part-time)

Pie chart: 6%, 9%, 10%, 10%, 12%, 14%, 39%
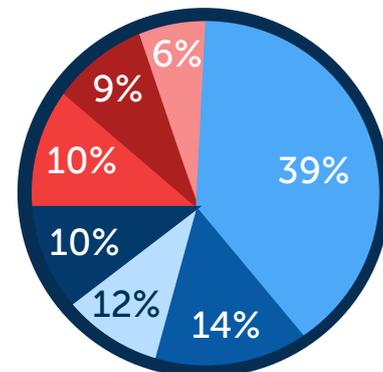
Language learning

Which language are you learning?

English	Spanish	German	French	Italian	Japanese	Other
57%	10%	7%	7%	5%	3%	11%

Why are you learning with busuu?

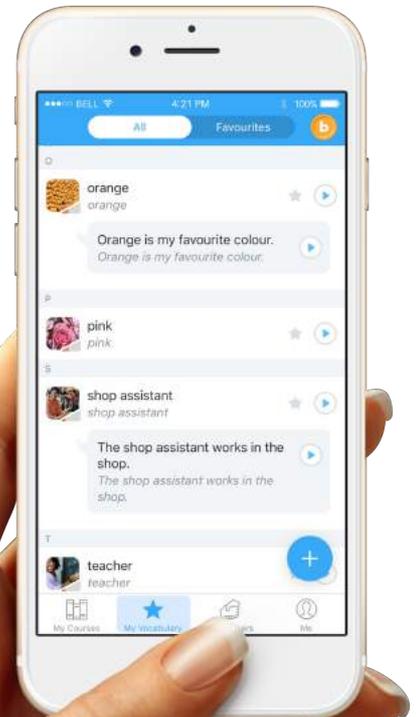|	
Bite-sized lessons	14%
Easy to use	11%
Topic-based lessons	5%
Grammar explanations	4%
Corrections from native speakers	4%
Speaking practise	3%

59% use busuu because of the variety of features like **Vocabulary Trainer**
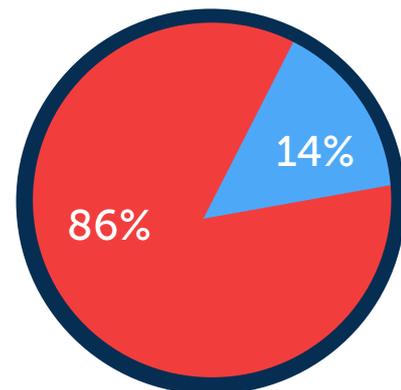
Why are you learning a language?

	To improve my career opportunities	41%
	When travelling, I want to converse with locals	33%
	I'm interested in other cultures and languages	10%
	Self-improvement is important to me	6%
	To talk to my friends who are natives in the language	5%
	I want to live abroad	3%
	To refresh my language skills	2%
	I want to converse with my partner's family	1%
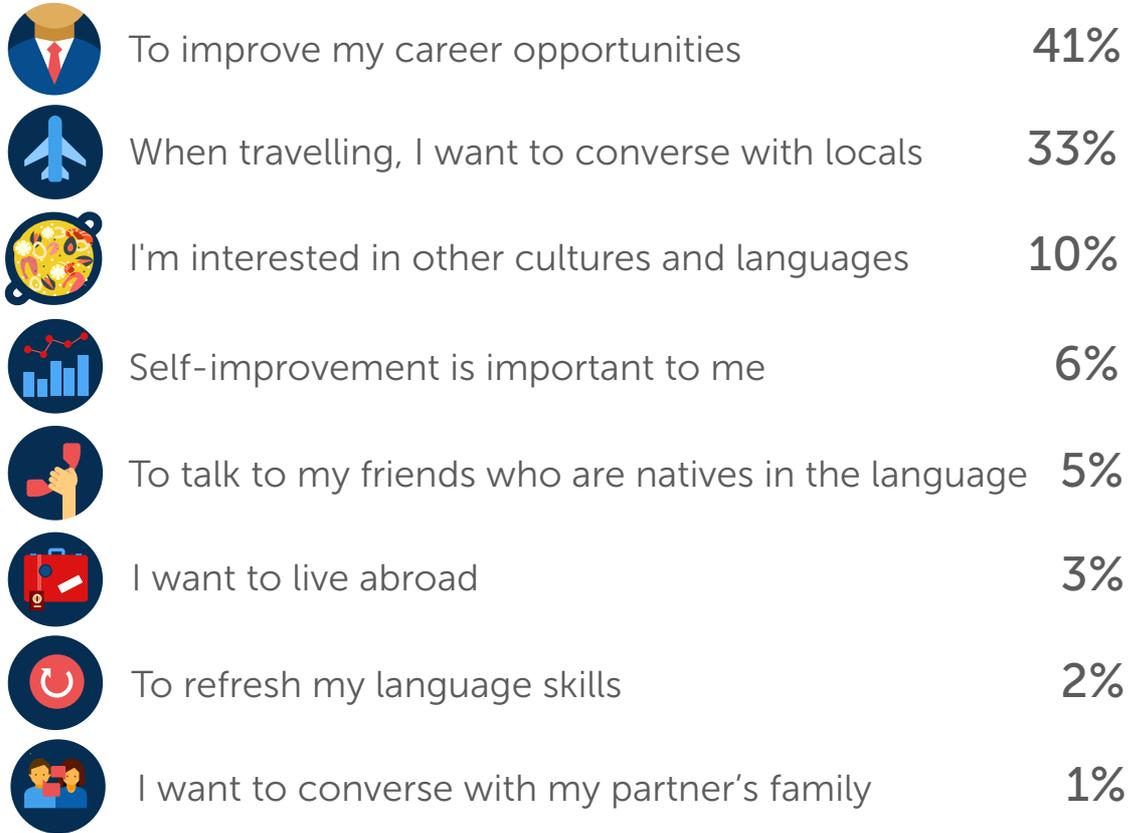
Routine

- 🔵 I have a learning schedule I follow
- 🔴 I learn as and when I have time

14%

86%

Where do you learn?

Home	Work commute	Work	While waiting	School
93%	**2%**	**2%**	**1%**	**1%**

When

Afternoon	21%
Evening 8-11	20%
Mornings between 9-12	17%
Mornings before 9	16%
Early evening 5-7	11%
At night	9%
Over lunch	6%

Scale: 0%, 6%, 12%, 18%, 24%

How often

A few times a week	35%
I haven't used it in a while	20%
Occasionally	17%
Every day	13%
Several times a month	6%
Once a week	6%

Scale: 0%, 10%, 20%, 30%, 40%

Total hours learned so far

40%
5 or less

25%
10-19 hours

14%
20-49
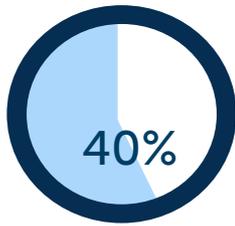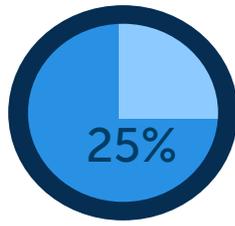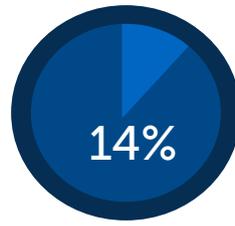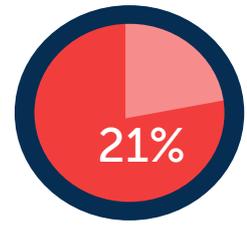
21%
More than 50

Which platforms do you use?

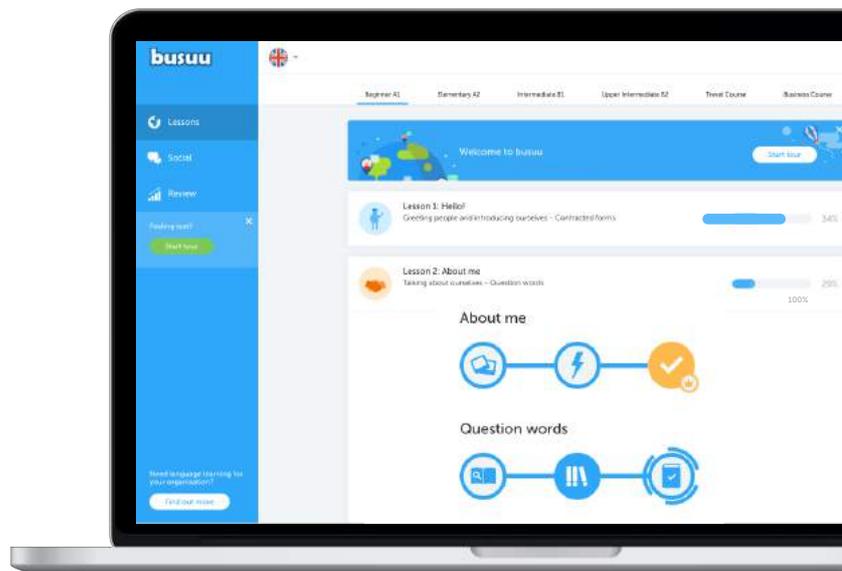Mobile

Computer /laptop

Tablet

61%

32%

7%

Features

Which busuu features do you use?

50% of our users use **flashcards**

2. Vocabulary trainer

3. Speaking practice

4. Offline mode in the app

5. Corrections from native speakers

Progress

Level

A1	A2	B1	B2	C1+
47%	24%	16%	10%	4%

Abilities

Legend:
- All users
- Users with Premium membership

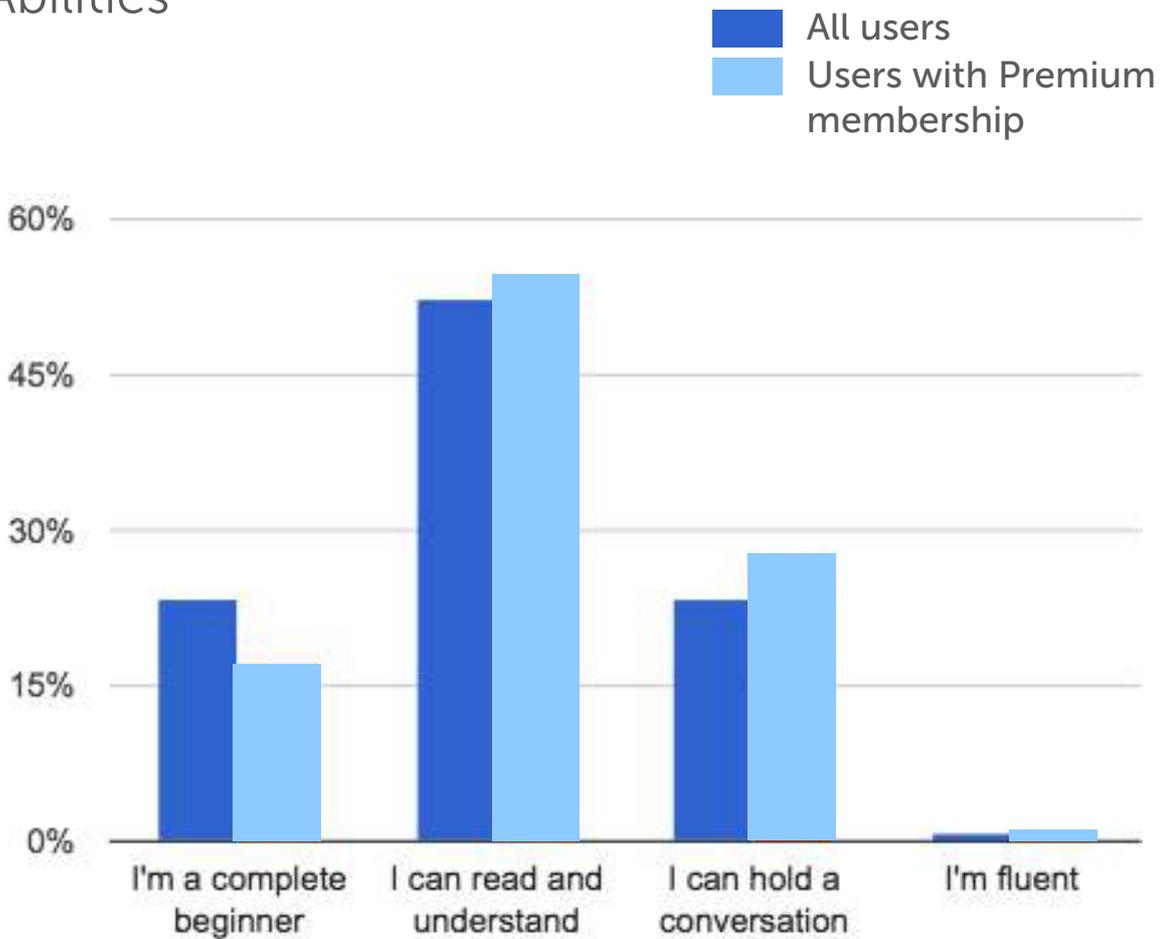|	I'm a complete beginner	I can read and understand	I can hold a conversation	I'm fluent
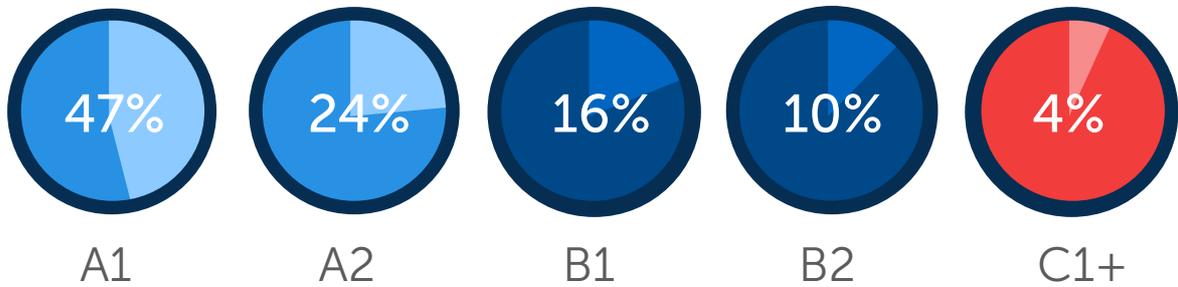
Country comparison

Demographics

Language learned by country

Learning with busuu

What users say

China

France

UK

Italy

Poland

Russia

Brazil

Spain

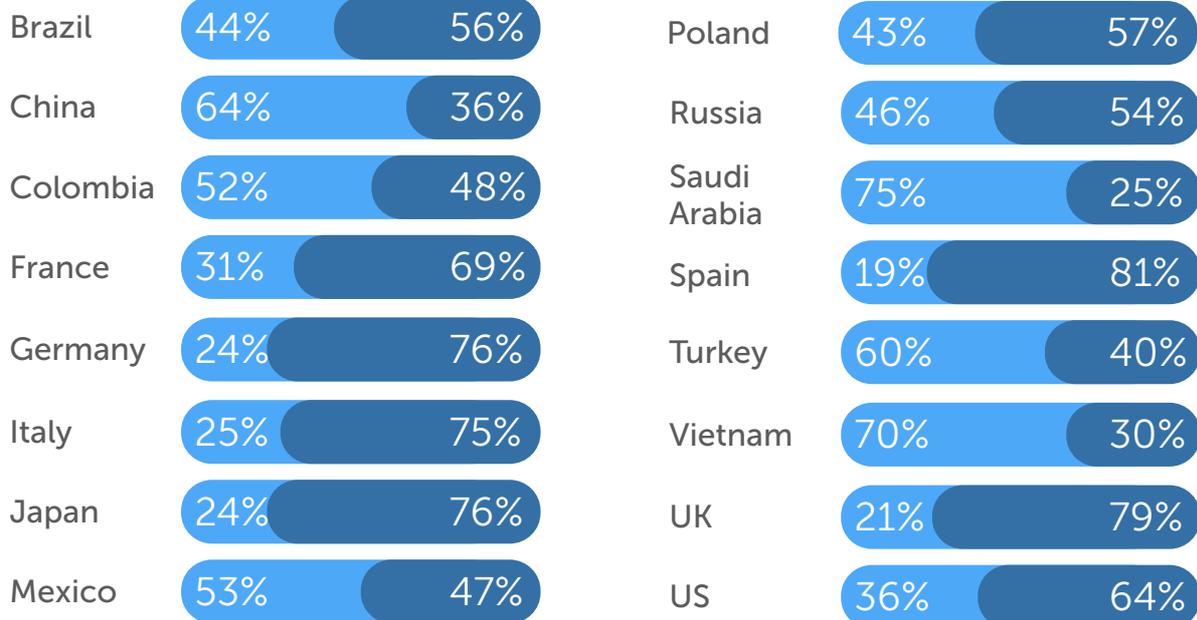Japan

Germany

Saudi Arabia

Colombia

US

Vietnam

Mexico

Turkey

Comparison across Countries
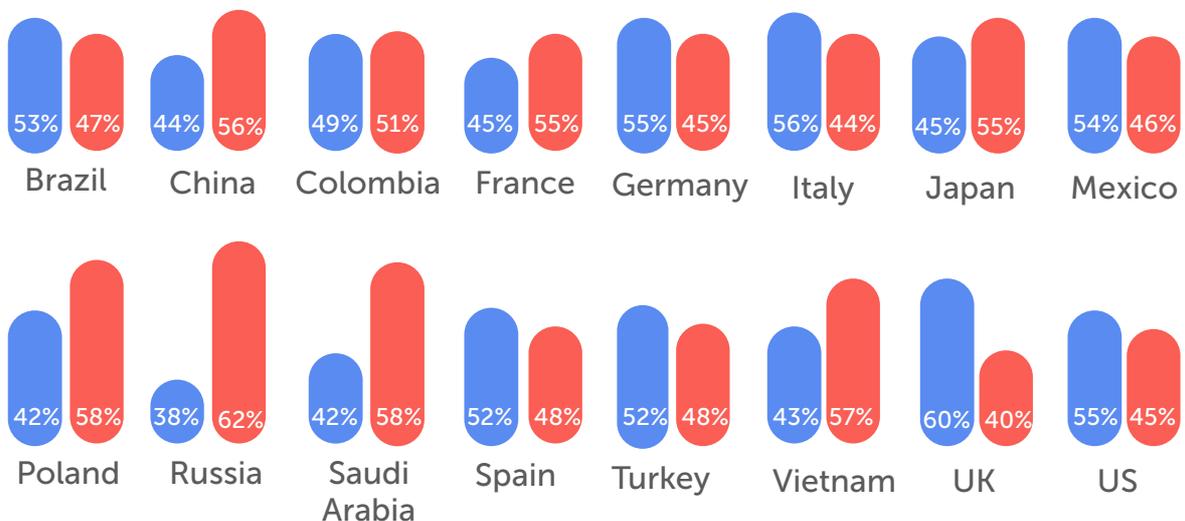
Age

Country	<35	>35
Brazil	44%	56%
China	64%	36%
Colombia	52%	48%
France	31%	69%
Germany	24%	76%
Italy	25%	75%
Japan	24%	76%
Mexico	53%	47%
Poland	43%	57%
Russia	46%	54%
Saudi Arabia	75%	25%
Spain	19%	81%
Turkey	60%	40%
Vietnam	70%	30%
UK	21%	79%
US	36%	64%

Gender

Male %   Female %

Country	Male %	Female %
Brazil	53%	47%
China	44%	56%
Colombia	49%	51%
France	45%	55%
Germany	55%	45%
Italy	56%	44%
Japan	45%	55%
Mexico	54%	46%
Poland	42%	58%
Russia	38%	62%
Saudi Arabia	42%	58%
Spain	52%	48%
Turkey	52%	48%
Vietnam	43%	57%
UK	60%	40%
US	55%	45%

Language learned across countries

Country	English	2nd	3rd
Brazil	58%	10%	9%
China	58%	10%	8%
Colombia	70%	8%	6%
France	48%	16%	9%
Germany	44%	14%	13%
Italy	57%	11%	7%
Japan	71%	8%	6%
Mexico	69%	6%	4%
Poland	63%	7%	6%
Russia	67%	9%	7%
Saudi Arabia	87%	4%	3%
Spain	66%	10%	7%
Turkey	67%	7%	7%
Vietnam	73%	11%	5%
UK	26%	24%	14%
US	33%	24%	12%

Reasons for learning

Work
Brazil
China
Japan
Poland
Saudi Arabia

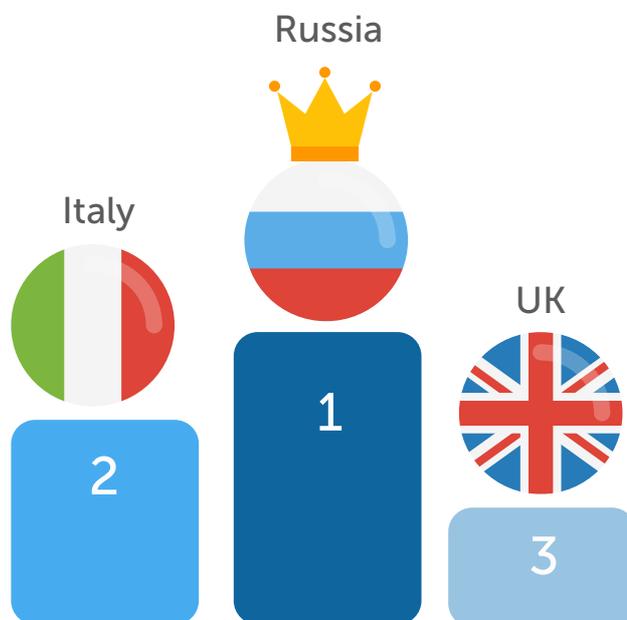**Travel**
Germany
France
UK
US

Work & travel
Italy
Russia

Learning with busuu

Average hours learned so far

Turkey 28 hrs

Country	Hours
Germany	25 hours
Italy	24 hours
UK	24 hours
Spain	23 hours

Learning progress

Russia

Italy

UK

2

1

3

''I can hold a conversation in a foreign language''

And finally…

95% of **Premium** users recommend busuu

Contact us

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