

# Born Global: SME Languages Survey Analysis

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December 2014

Education  
AND Employers  
RESEARCH

# Presentation Structure

This presentation, which **uses weighted data that makes the sample representative of UK SMEs as a whole**, is structured as follows:

- 1. Survey respondent characteristics**  
These figures describe the characteristics of the 410 responding SMEs
- 2. Survey responses**  
These charts show the responses of responding SMEs across all variables
- 3. Crosstabulations by language use**  
In this section we split the sample to understand how attitudes towards languages vary between SMEs that currently use languages and those that do not
- 4. Crosstabulations by SME size**  
In this section we split the sample by SME size and compare the dispositions and responses of micro and larger SMEs
- 5. Crosstabulations by SME sector**
- 6. Crosstabulations by SME turnover**

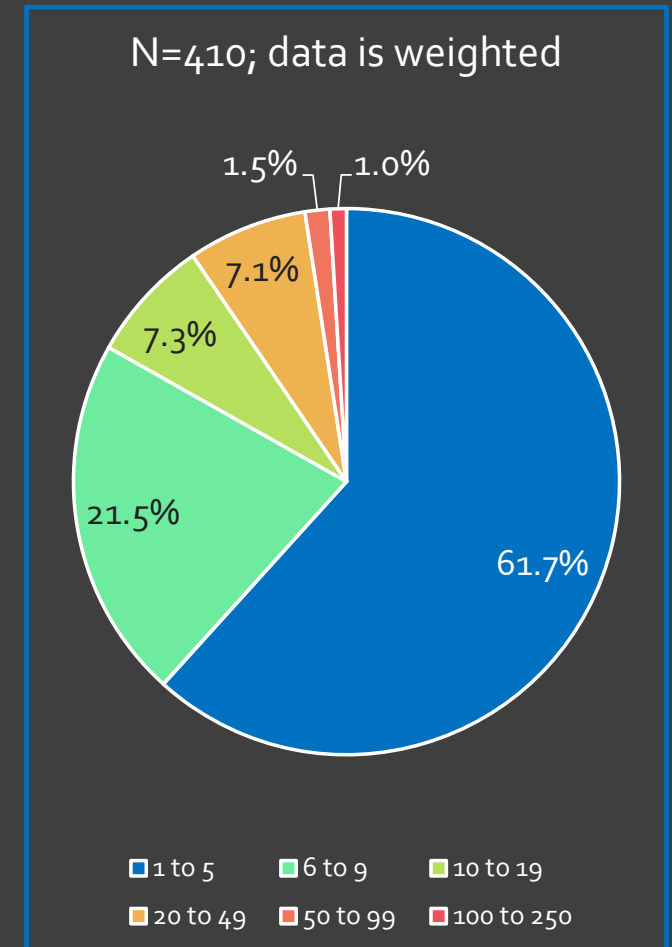
Due to rounding, percentages in tables and charts do not always add up to 100%. Because the data is weighted (in order to make the sample representative) the sample size (N) sometimes changes – this is to be expected

# 1) Survey respondents (weighted data)

Demographic characteristics of the SME sample (N=410, data is weighted)

# Demographic characteristics: SME Size

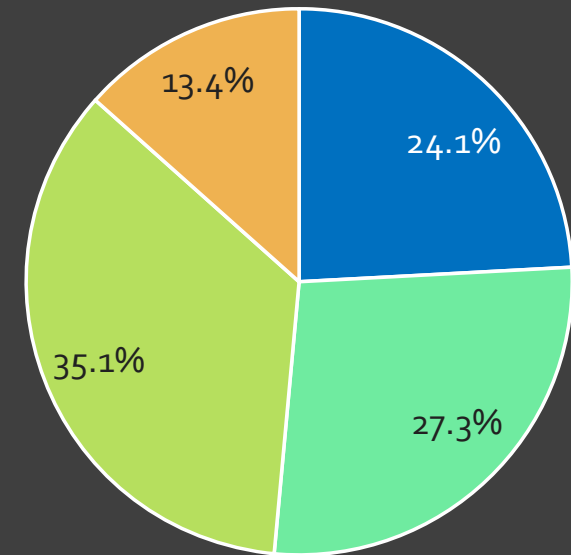
Size (Employees)	Frequency	Percent
1 to 5	253	61.7%
6 to 9	88	21.5%
10 to 19	30	7.3%
20 to 49	29	7.1%
50 to 99	6	1.5%
100 to 250	4	1.0%
<b>TOTAL</b>	<b>410</b>	<b>100.0%</b>



# Demographic characteristics: SME Sector

Broad Sector	Frequency	Percent
Primary / Manufacturing / Construction	99	24.1%
Transport / Retail / Distribution	112	27.3%
Business Services	144	35.1%
Other services	55	13.4%
<b>TOTAL</b>	<b>410</b>	<b>100.0%</b>

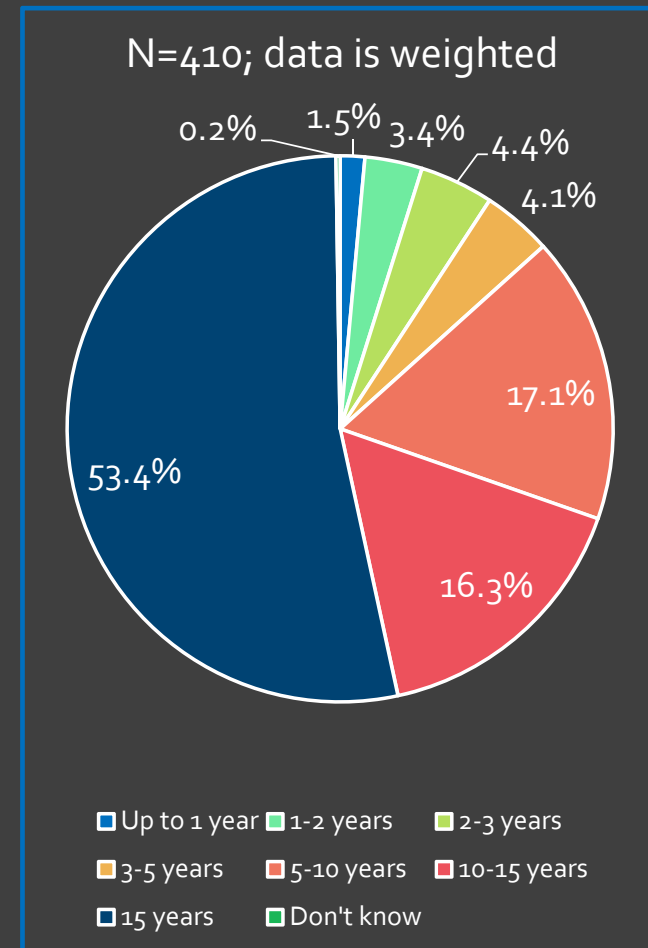
N=410; data is weighted



- Primary / Manufacturing / Construction
- Transport / Retail / Distribution
- Business Services
- Other services

# Demographic characteristics: SME Longevity

Trading For	Frequency	Percent
Up to 1 year	6	1.5%
1-2 years	14	3.4%
2-3 years	18	4.4%
3-5 years	17	4.1%
5-10 years	70	17.1%
10-15 years	67	16.3%
>15 years	219	53.4%
Don't know	1	0.2%
<b>TOTAL</b>	<b>410</b>	<b>100.0%</b>



## Demographic characteristics: SME Turnover

Turnover	Frequency	Percent
Up to £50,000	32	7.8%
£50,001 to £100,000	51	12.4%
£100,001 to £250,000	73	17.8%
£250,001 to £500,000	65	15.9%
£500,001 to £1,000,000	80	19.5%
£1,000,001 to £2,000,000	19	4.6%
£2,000,001 to £5,000,000	16	3.9%
£5,000,001 to £10,000,000	6	1.5%
£10,000,001 to £25,000,000	6	1.5%
Over £25,000,000	10	2.4%
Don't Know	26	6.3%
Refused	25	6.1%
<b>TOTAL</b>	<b>410</b>	<b>100.0%</b>



## 2) Survey responses (weighted data)

Frequency charts

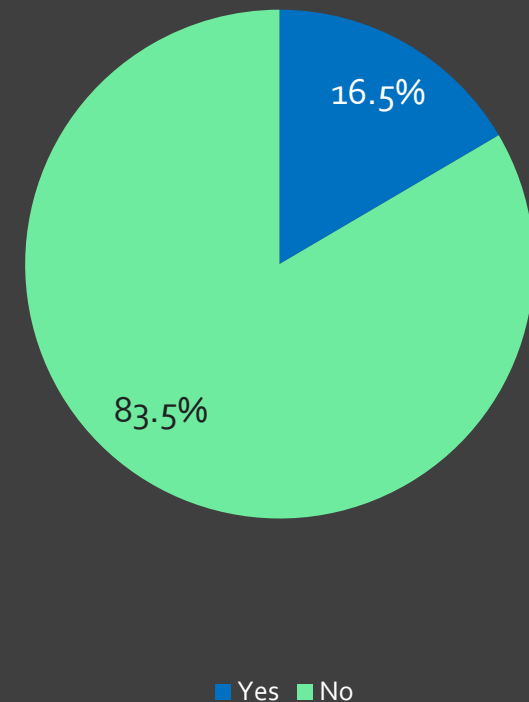




**ALL SMEs:**  
Does your organisation currently use foreign languages, in addition to English?

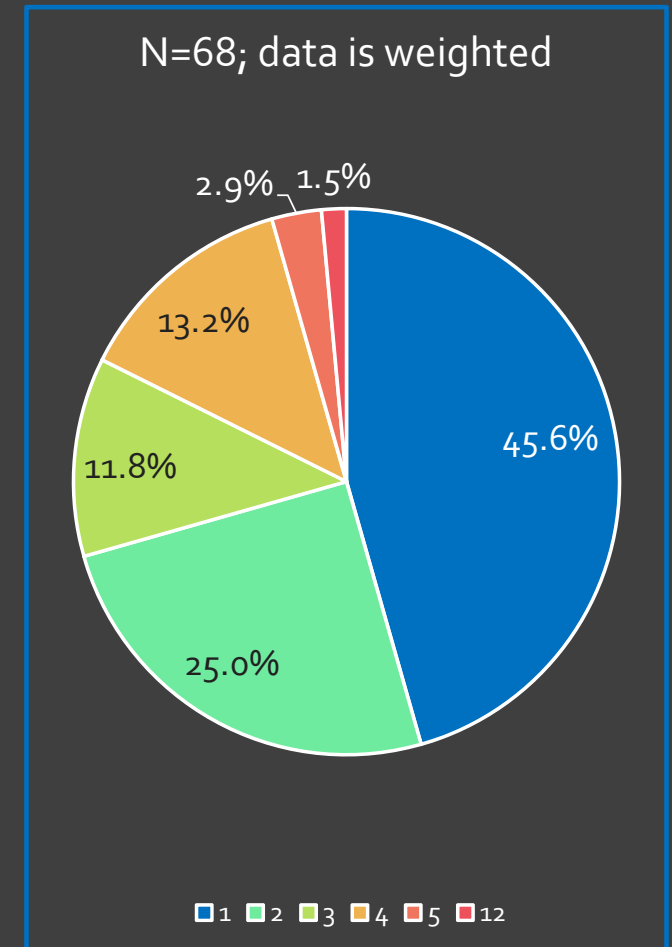
	Frequency	Percent
Yes	68	16.6%
No	342	83.4%
<b>TOTAL</b>	<b>410</b>	<b>100.0%</b>

N = 410, data is weighted

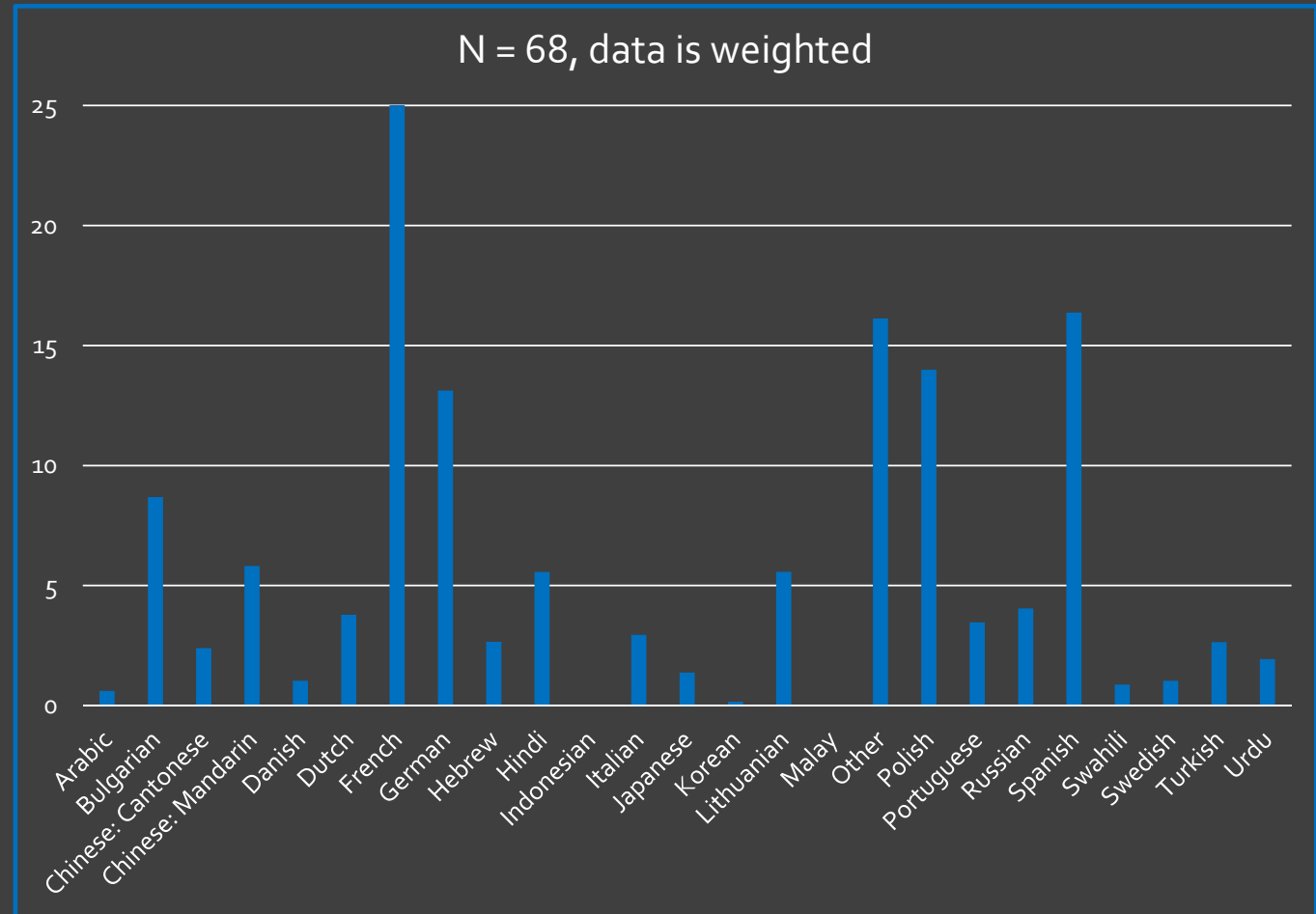


SMEs that use languages:  
(Recoded) How many languages does your organisation currently use, in addition to English?

Number of Languages	Frequency	Percent
1	31	45.6%
2	17	25.0%
3	8	11.8%
4	9	13.2%
5	2	2.9%
12	1	1.5%
<b>TOTAL</b>	<b>68</b>	<b>100.0%</b>



SMEs that use languages:  
Which language(s) does your organisation currently use, in addition to English?



**ALL SMEs:**  
Which  
language(s)  
does your  
organisation  
currently use,  
in addition to  
English?

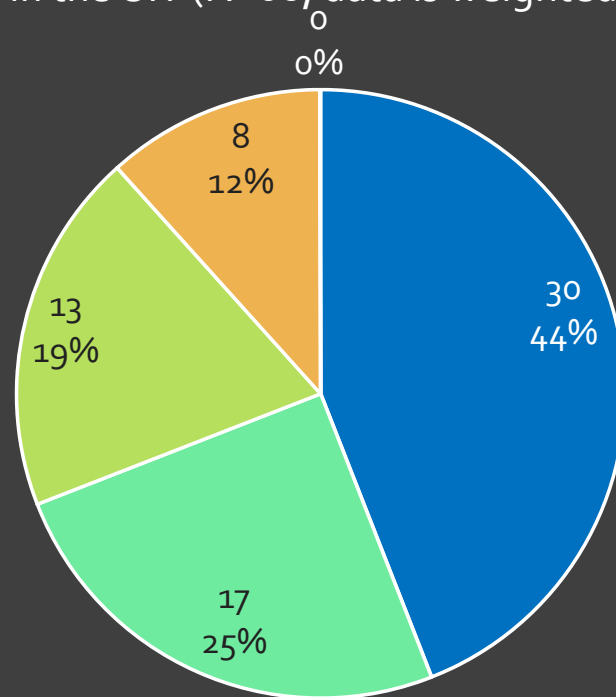
Language	#	%
Arabic	1	0.2%
Bulgarian	9	2.1%
Chinese: Cantonese	2	0.6%
Chinese: Mandarin	6	1.4%
Danish	1	0.3%
Dutch	4	0.9%
French	25	6.2%
German	13	3.2%
Hebrew	3	0.6%
Hindi	6	1.4%
Indonesian	0	0.0%
Italian	3	0.7%
Japanese	1	0.3%

Language	#	%
Korean	0	0.0%
Lithuanian	6	1.4%
Malay	0	0.0%
Polish	14	3.4%
Portuguese	3	0.8%
Russian	4	1.0%
Spanish	16	4.0%
Swahili	1	0.2%
Swedish	1	0.3%
Turkish	3	0.6%
Urdu	2	0.5%
Other	16	3.9%
None	342	83.5%

N=410, data is weighted

SMEs that use languages:  
How strongly do you agree with the following statements?

'Foreign language skills are essential for economic recovery in the UK' (N=68, data is weighted)

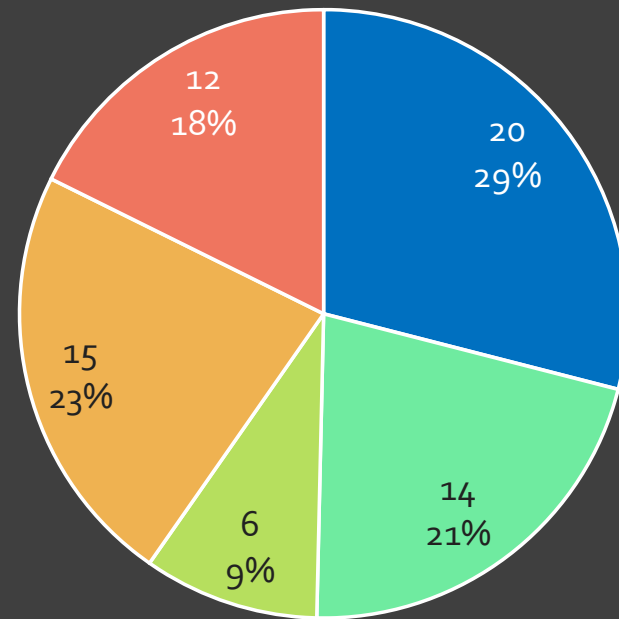


Strongly agree Tend to agree Neither / nor Tend to disagree Strongly disagree



SMEs that use languages:  
How strongly do you agree with the following statements?

'Foreign language skills are essential for my organisation's economic success' (N=68, data is weighted)

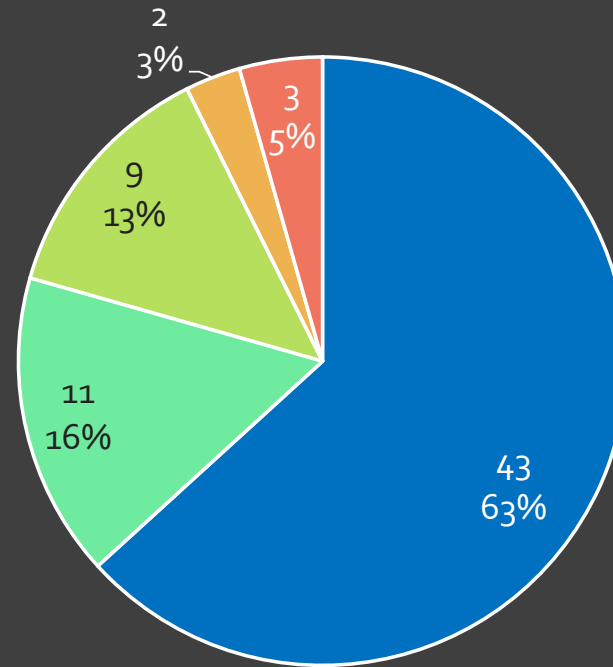


Strongly agree   Tend to agree   Neither / nor   Tend to disagree   Strongly disagree



SMEs that use languages:  
How strongly do you agree with the following statements?

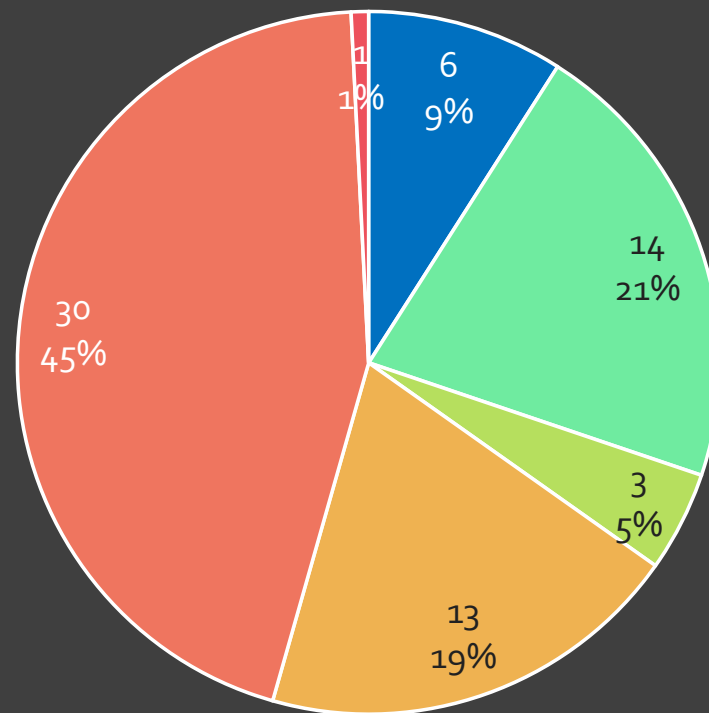
'Learning a foreign language should be a compulsory up to school leaving age' (N=68, data is weighted)



Strongly agree   Tend to agree   Neither / nor   Tend to disagree   Strongly disagree

SMEs that use languages:  
How strongly do you agree with the following statements?

'My organisation hires interpreters and translators to deal with language needs' (N=68, data is weighted)

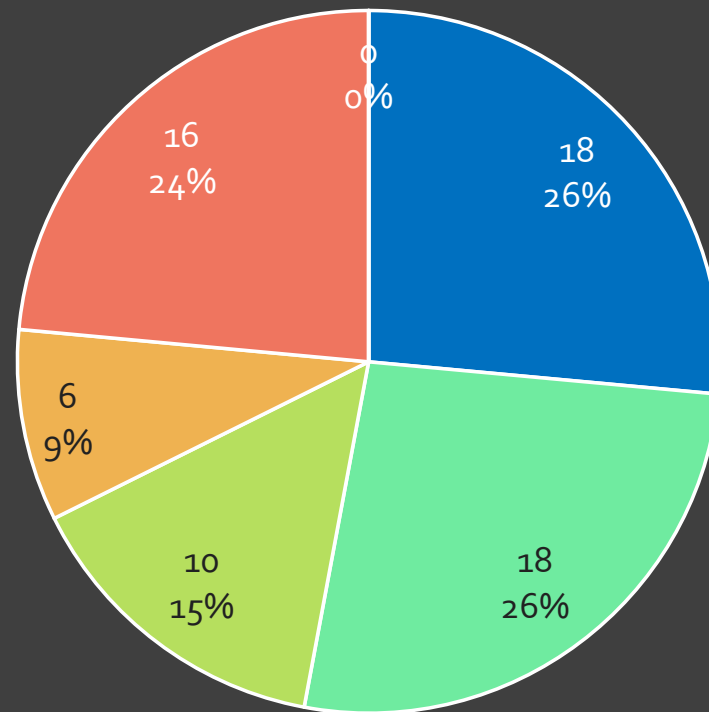


Strongly agree Tend to agree Neither / nor Tend to disagree Strongly disagree Don't know



SMEs that use languages:  
How strongly do you agree with the following statements?

'My organisation actively recruits employees with language skills' (N=68, data is weighted)

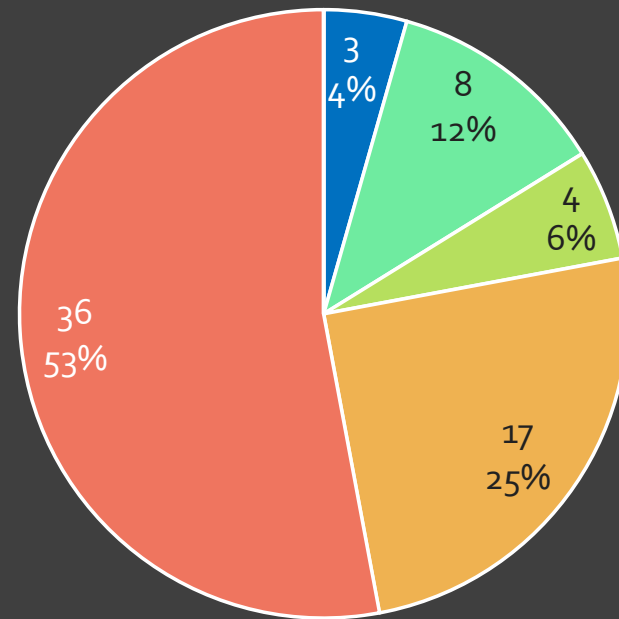


Strongly agree Tend to agree Neither / nor Tend to disagree Strongly disagree Don't know



SMEs that use languages:  
How strongly do you agree with the following statements?

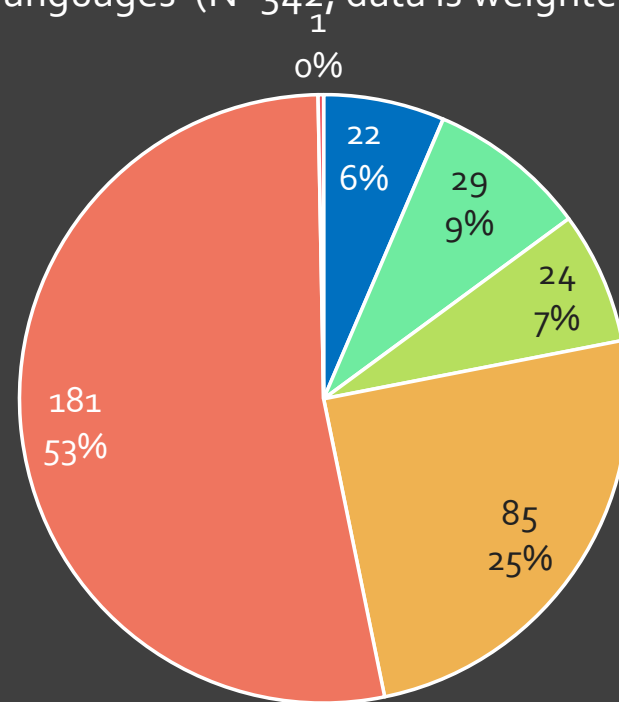
'My organisation invests in language skills training' (N=68, data is weighted)



Strongly agree Tend to agree Neither / nor Tend to disagree Strongly disagree Don't know

SMEs that **do not** use languages:  
How strongly do you agree with the following statements?

'It is a waste of time for English speakers to learn other languages' (N=342, data is weighted)

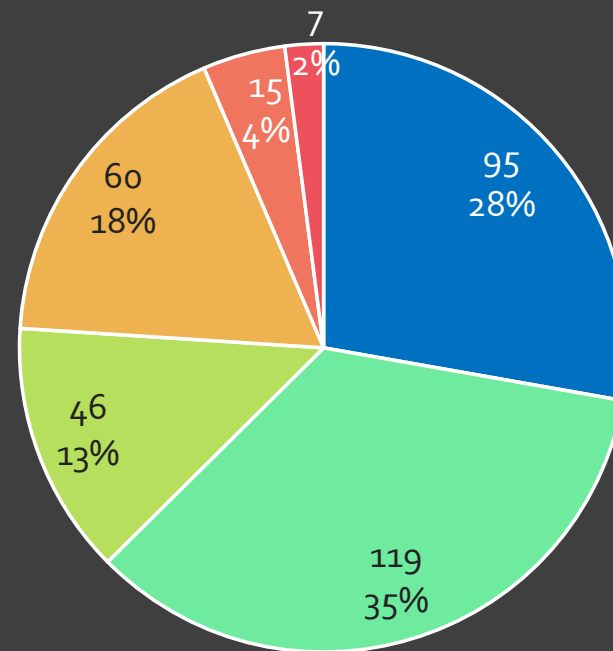


Strongly agree Tend to agree Neither / nor Tend to disagree Strongly disagree Don't know



SMEs that **do not** use languages:  
How strongly do you agree with the following statements?

'English is enough to operate effectively in international markets' (N=342, data is weighted)

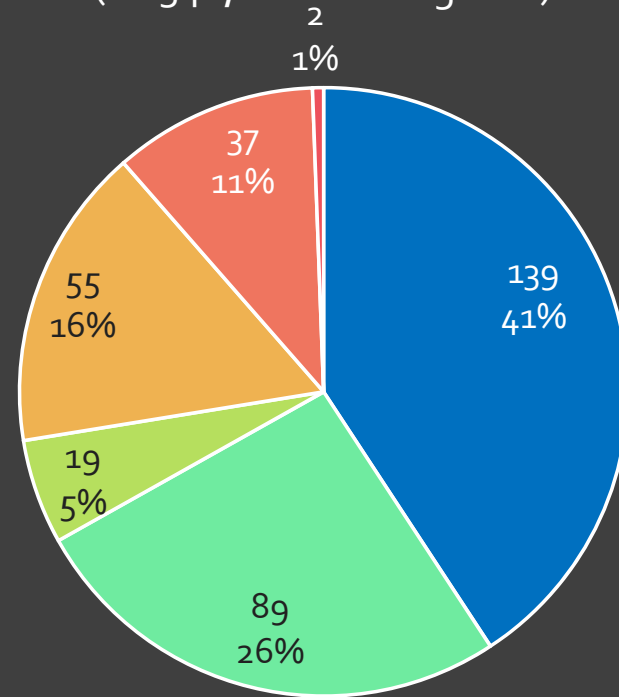


Strongly agree Tend to agree Neither / nor Tend to disagree Strongly disagree Don't know



SMEs that **do not** use languages:  
How strongly do you agree with the following statements?

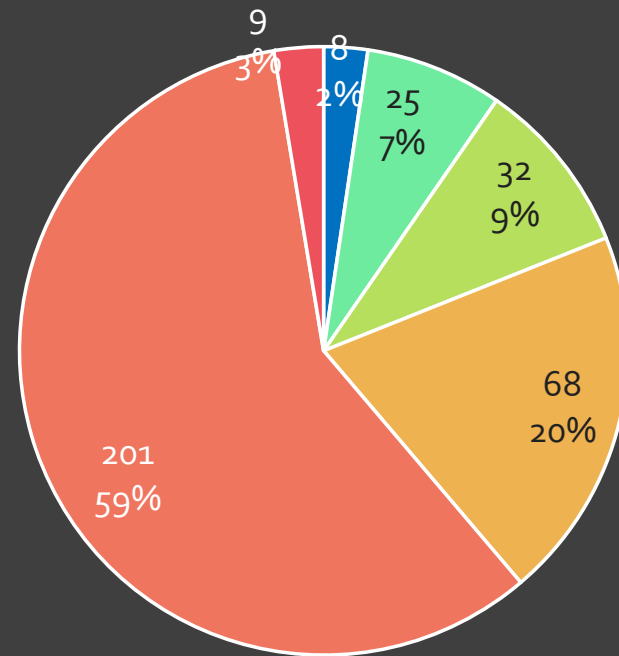
'My organisation only deals with English-speaking clients'  
(N=342, data is weighted)



Strongly agree Tend to agree Neither / nor Tend to disagree Strongly disagree Don't know

SMEs that **do not** use languages:  
How strongly do you agree with the following statements?

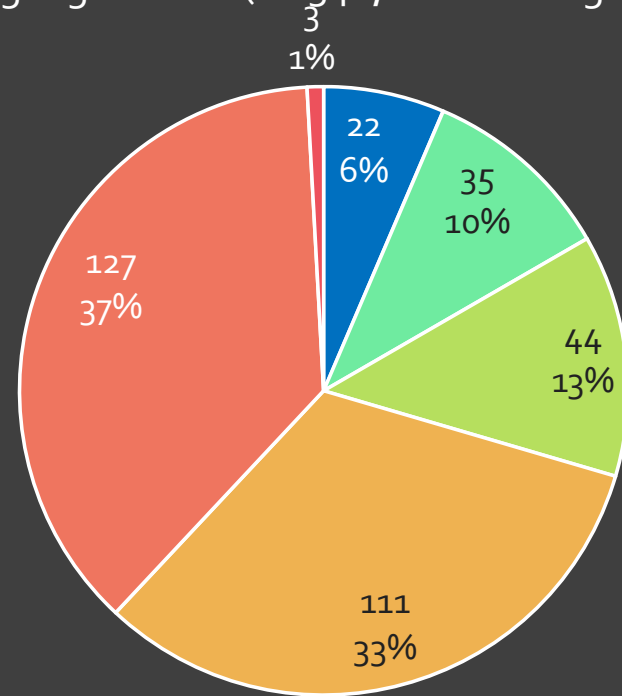
'My organisation hires interpreters and translators to deal with language needs' (N=342, data is weighted)



Strongly agree Tend to agree Neither / nor Tend to disagree Strongly disagree Don't know

SMEs that **do not** use languages:  
How strongly do you agree with the following statements?

'My organisation seeks to recruit employees with languages skills' (N=342, data is weighted)

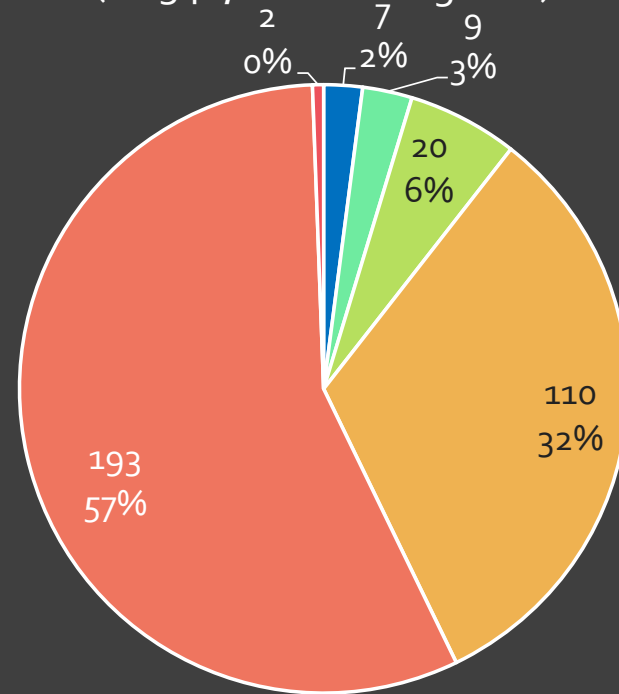


Strongly agree Tend to agree Neither / nor Tend to disagree Strongly disagree Don't know



SMEs that **do not** use languages:  
How strongly do you agree with the following statements?

'My organisation invests in language skills training'  
(N=342, data is weighted)



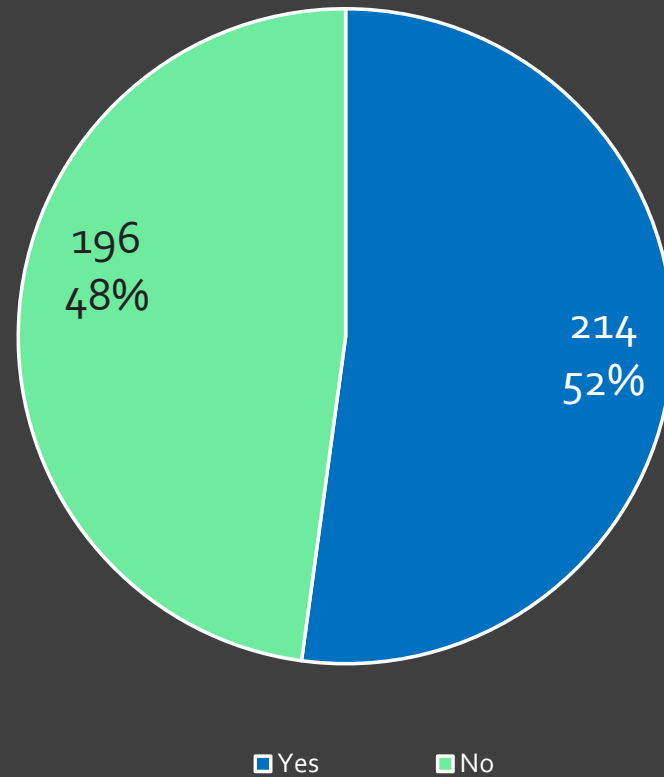
Strongly agree Tend to agree Neither / nor Tend to disagree Strongly disagree Don't know



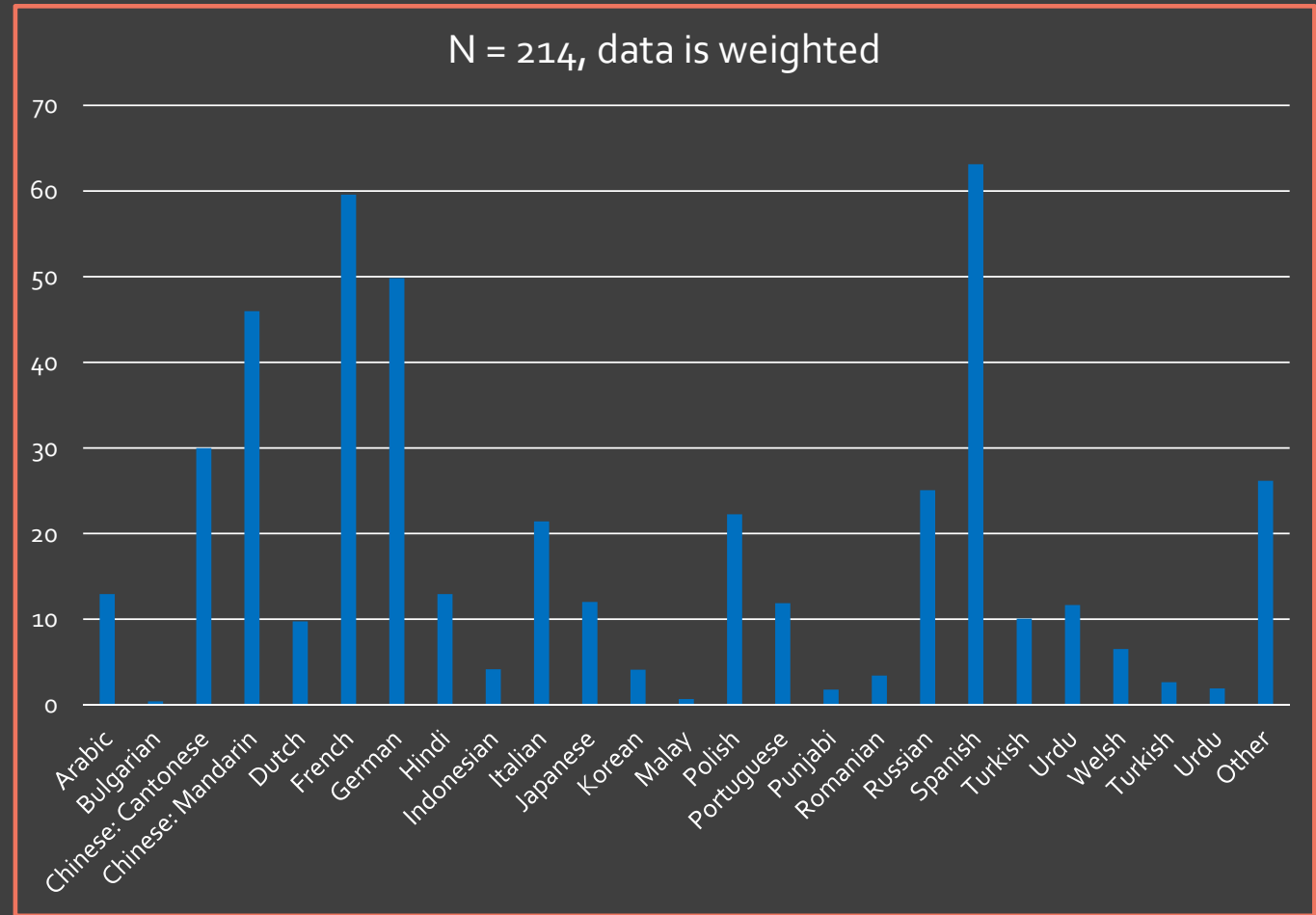
ALL SMEs:

'Thinking of your organisation, are there additional foreign languages that would be helpful to extend business opportunities in the future?'

N = 410, data is weighted



SMEs interested in new languages: Thinking of your organisation, which languages would be helpful to extend business opportunities in the future?





**ALL SMEs:**  
Thinking of your organisation, which languages would be helpful to extend business opportunities in the future?

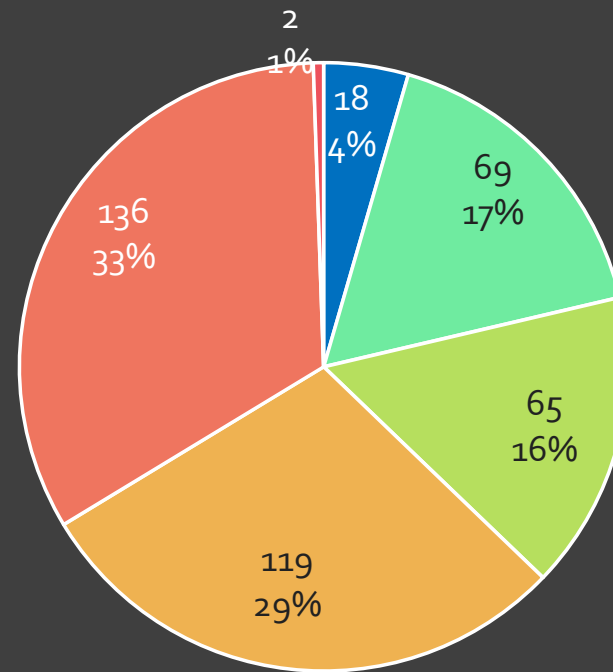
Language	#	%
Arabic	13	3.2%
Bulgarian	0	0.0%
Chinese: Cantonese	30	7.3%
Chinese: Mandarin	46	11.2%
Dutch	10	2.4%
French	60	14.5%
German	50	12.2%
Hindi	13	3.2%
Indonesian	4	1.0%
Italian	21	5.2%
Japanese	12	2.9%
Korean	4	1.0%
Malay	1	0.2%

Language	#	%
Polish	22	5.4%
Portuguese	12	2.9%
Punjabi	2	0.4%
Romanian	3	0.8%
Russian	25	6.1%
Spanish	63	15.4%
Swahili	2	0.4%
Turkish	10	2.5%
Urdu	12	2.8%
Welsh	7	1.6%
Other	26	6.4%
None	196	47.8%
Don't know	23	5.7%

N=410, data is weighted

**ALL SMEs:**  
Thinking about economic growth for your organisation, how strongly do you agree with the following statements?

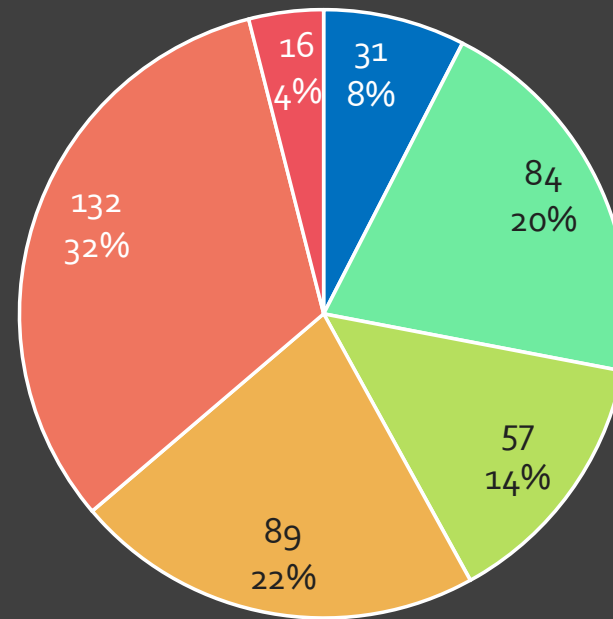
'Better language skills would strengthen relationships with international clients' (N=410, data is weighted)



Strongly agree Tend to agree Neither / nor Tend to disagree Strongly disagree Don't know

**ALL SMEs:**  
Thinking about economic growth for your organisation, how strongly do you agree with the following statements?

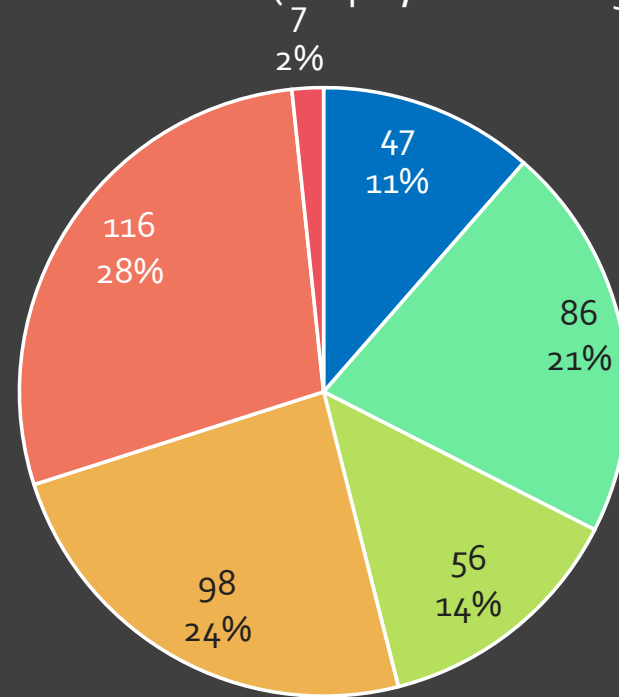
'Better foreign language skills would improve our competitiveness' (N=410, data is weighted)



Strongly agree Tend to agree Neither / nor Tend to disagree Strongly disagree Don't know

**ALL SMEs:**  
Thinking about economic growth for your organisation, how strongly do you agree with the following statements?

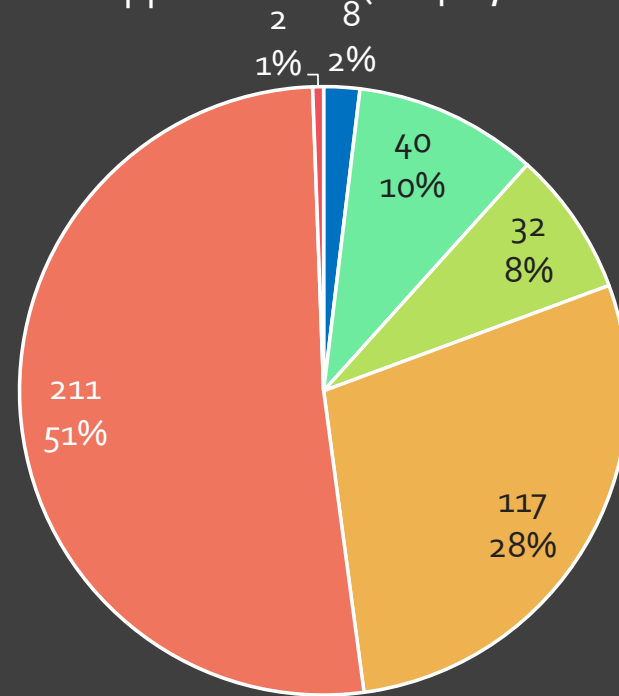
'Better foreign language skills would boost exports and international trade' (N=410, data is weighted)



Strongly agree Tend to agree Neither / nor Tend to disagree Strongly disagree Don't know

ALL SMEs:  
Thinking about  
your  
organisation's  
current  
performance,  
how strongly do  
you agree with  
the following  
statements?

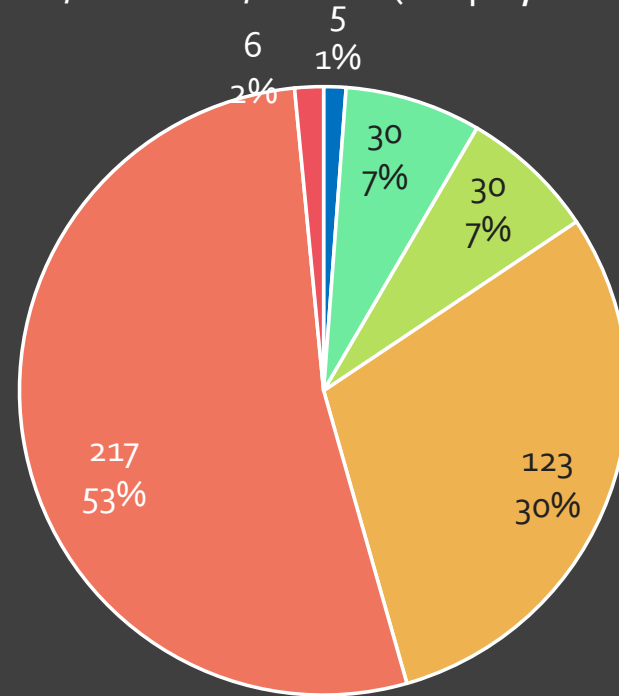
'A lack of relevant (foreign) language skills has resulted in missed market opportunities' (N=410, data is weighted)



Strongly agree Tend to agree Neither / nor Tend to disagree Strongly disagree Don't know

**ALL SMEs:**  
Thinking about your organisation's current performance, how strongly do you agree with the following statements?

'A lack of relevant (foreign) language skills has resulted in loss of revenue/contracts/clients' (N=410, data is weighted)

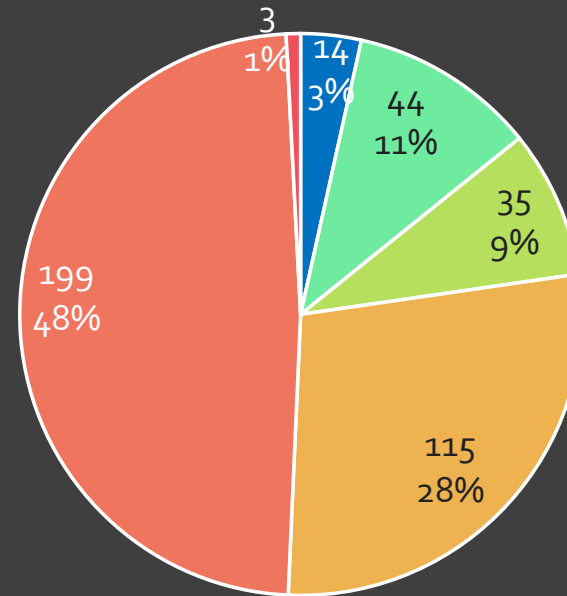


Strongly agree Tend to agree Neither / nor Tend to disagree Strongly disagree Don't know



**ALL SMEs:**  
Thinking about your organisation's current performance, how strongly do you agree with the following statements?

'A lack of relevant language skills has resulted in operational problems or misunderstandings' (N=410, data is weighted)

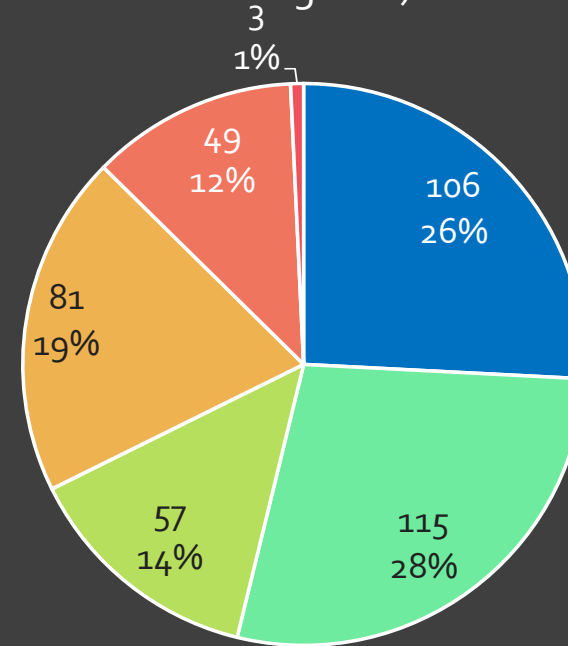


Strongly agree Tend to agree Neither / nor Tend to disagree Strongly disagree Don't know



**ALL SMEs:**  
Thinking about employability and job prospects for the current and next generations, how strongly do you agree with the following statements?

'Foreign language skills are equally as important as sciences, technology, engineering and maths' (N=410, data is weighted)

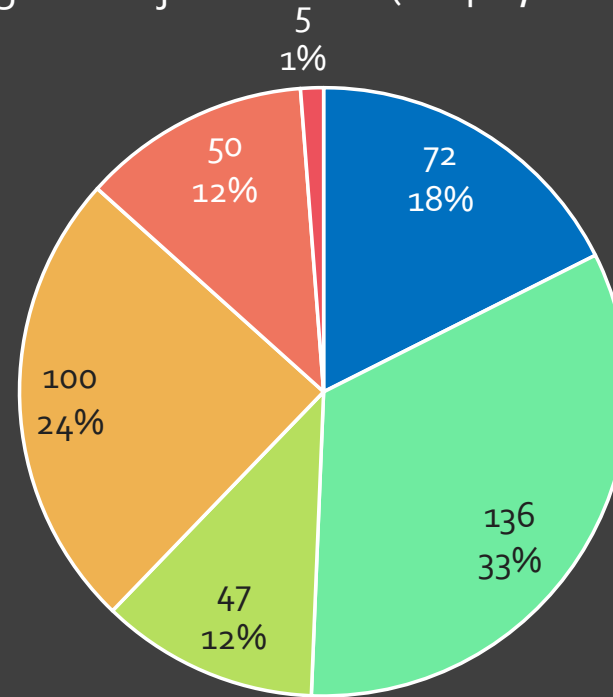


■ Strongly agree ■ Tend to agree ■ Neither / nor ■ Tend to disagree ■ Strongly disagree ■ Don't know



**ALL SMEs:**  
Thinking about employability and job prospects for the current and next generations, how strongly do you agree with the following statements?

'School leavers who only speak English are at a disadvantage in the jobs market' (N=410, data is weighted)

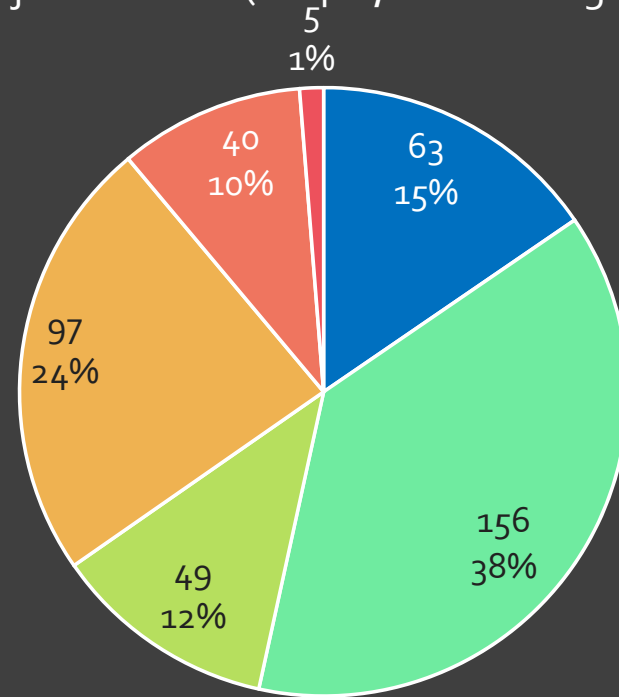


Strongly agree Tend to agree Neither / nor Tend to disagree Strongly disagree Don't know



**ALL SMEs:**  
Thinking about employability and job prospects for the current and next generations, how strongly do you agree with the following statements?

'Graduates who only speak English are at a disadvantage in the jobs market' (N=410, data is weighted)

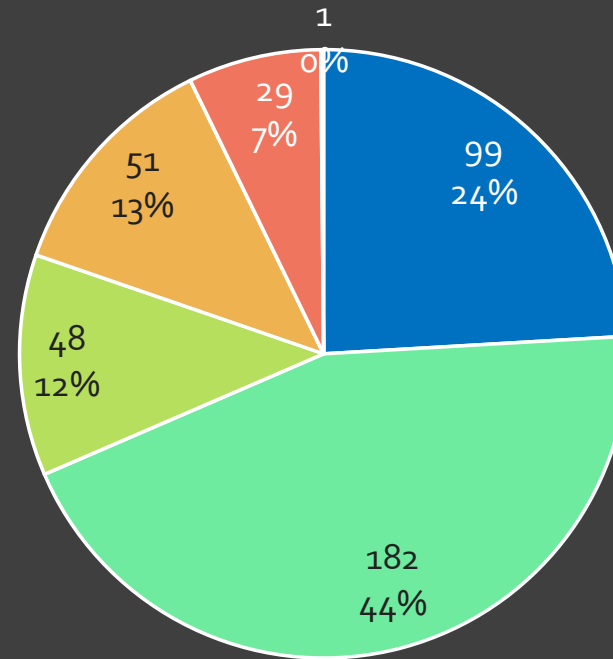


Strongly agree Tend to agree Neither / nor Tend to disagree Strongly disagree Don't know



**ALL SMEs:**  
Thinking about employability and job prospects for the current and next generations, how strongly do you agree with the following statements?

'Multilingual international graduates have a strong advantage in the jobs market' (N=410, data is weighted)

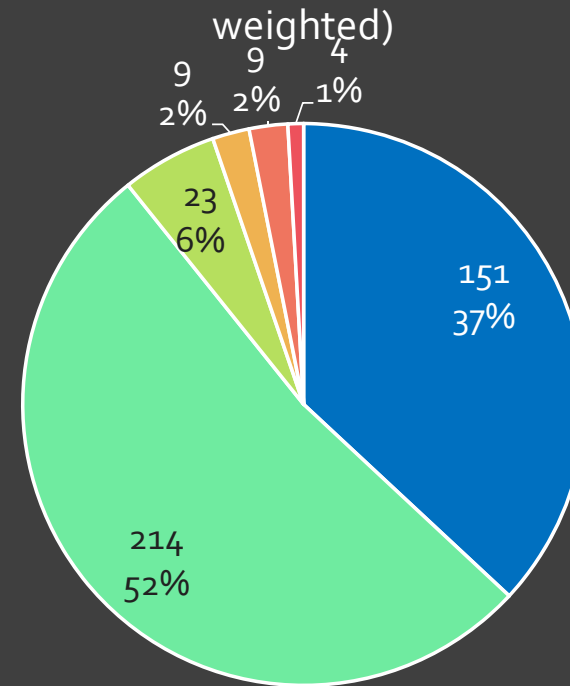


Strongly agree Tend to agree Neither / nor Tend to disagree Strongly disagree Don't know



**ALL SMEs:**  
Thinking about employability and job prospects for the current and next generations, how strongly do you agree with the following statements?

'Young people who speak a different language at home should regard bilingualism as an asset' (N=410, data is weighted)

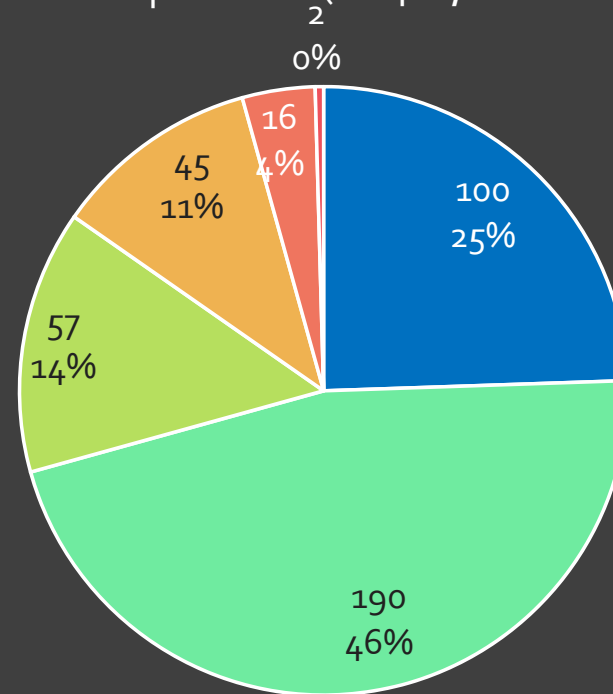


Strongly agree Tend to agree Neither / nor Tend to disagree Strongly disagree Don't know



**ALL SMEs:**  
Thinking about the current and next generation of executive leaders, how strongly do you agree with the following statements?

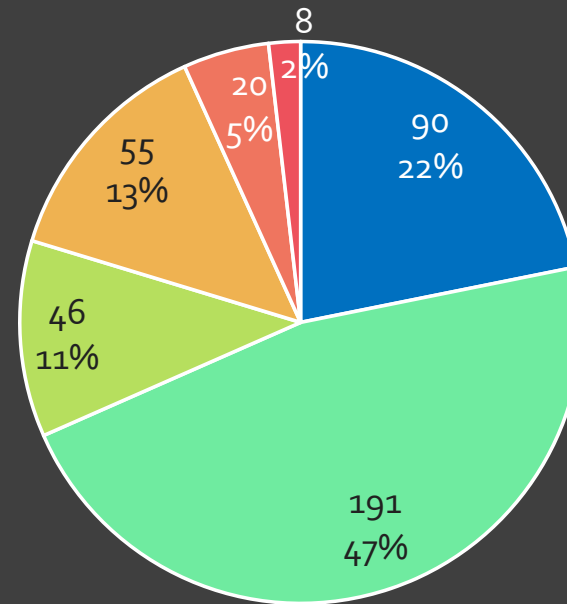
'Future executives will need (foreign) language skills and international experience' (N=410, data is weighted)



Strongly agree Tend to agree Neither / nor Tend to disagree Strongly disagree Don't know

**ALL SMEs:**  
Thinking about the current and next generation of executive leaders, how strongly do you agree with the following statements?

'Multilingual international employees have greater chances of promotion than colleagues with English' (N=410, data is weighted)

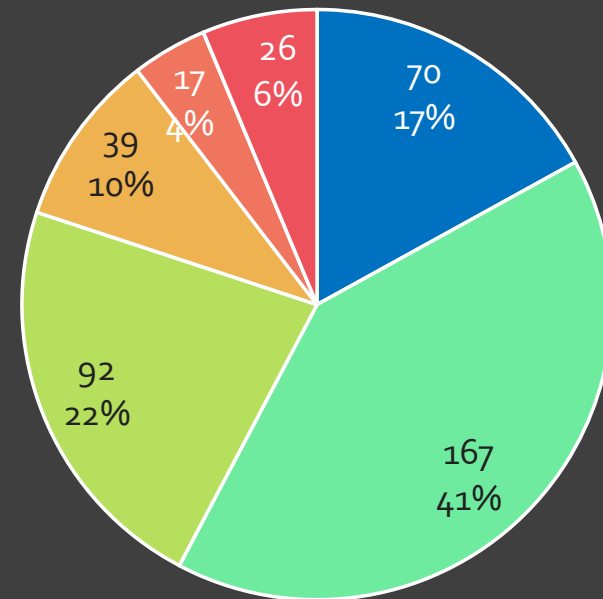


■ Strongly agree ■ Tend to agree ■ Neither / nor ■ Tend to disagree ■ Strongly disagree ■ Don't know



**ALL SMEs:**  
Thinking about the current and next generation of executive leaders, how strongly do you agree with the following statements?

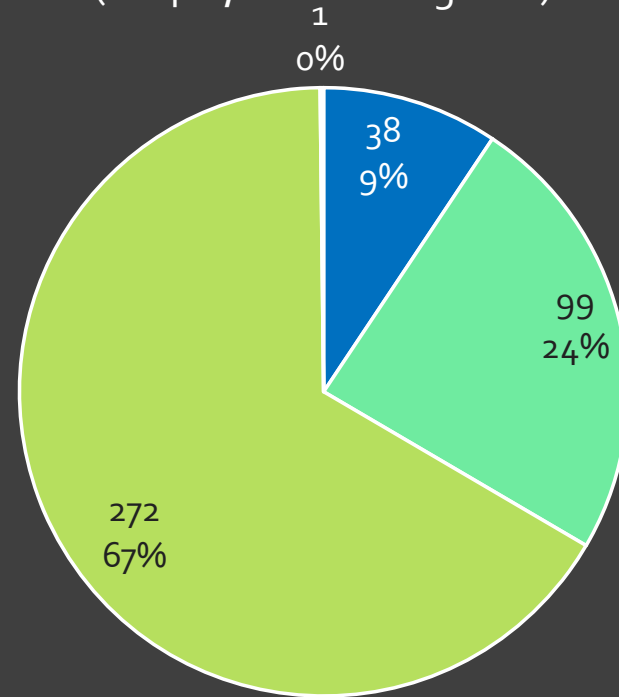
'Foreign language skills & international experience are rapidly becoming tie-breakers at interview between candidates of equal qualification and aptitude' (N=410, data is weighted)



■ Strongly agree ■ Tend to agree ■ Neither / nor ■ Tend to disagree ■ Strongly disagree ■ Don't know

**ALL SMEs:**  
Thinking about improving day-to-day operations in your organisation, to what extent would the following benefit from knowledge of a relevant foreign language?

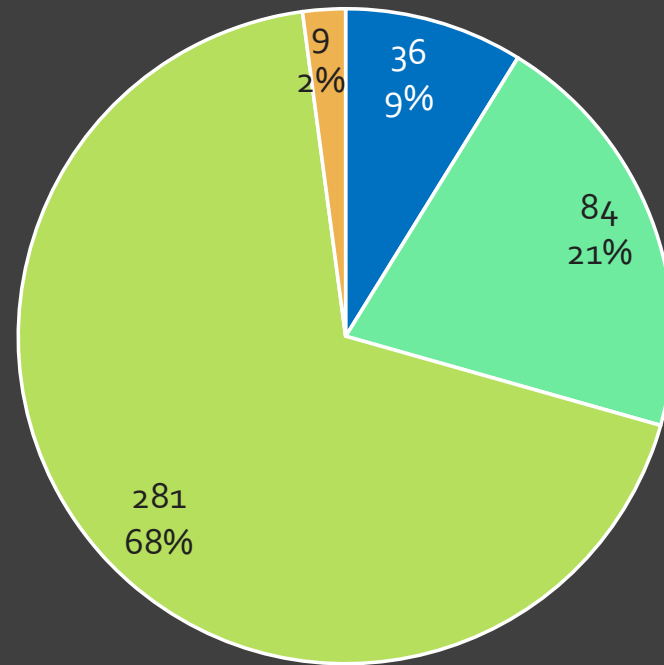
'Building and strengthening customer/client relationships'  
(N=410, data is weighted)



■ Significantly improve ■ Improve slightly ■ No Difference ■ Don't know

**ALL SMEs:**  
Thinking about improving day-to-day operations in your organisation, to what extent would the following benefit from knowledge of a relevant foreign language?

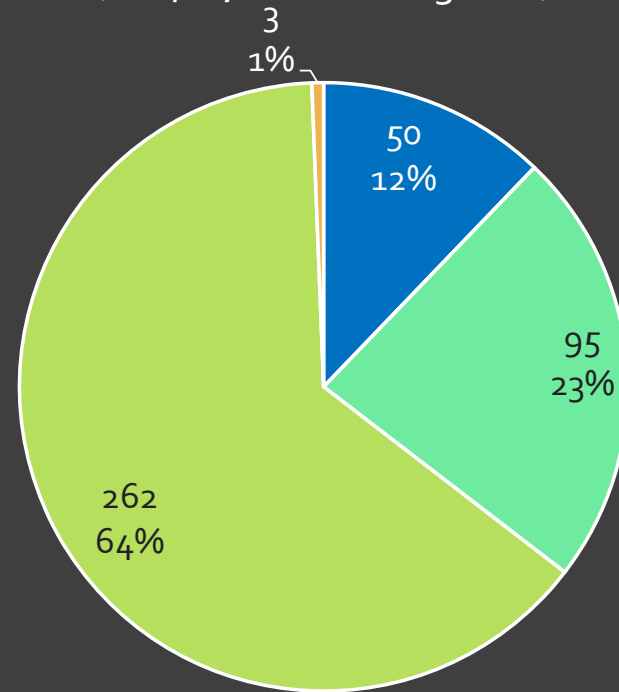
'Market research' (N=410, data is weighted)



■ Significantly improve ■ Improve slightly ■ No Difference ■ Don't know

**ALL SMEs:**  
Thinking about improving day-to-day operations in your organisation, to what extent would the following benefit from knowledge of a relevant foreign language?

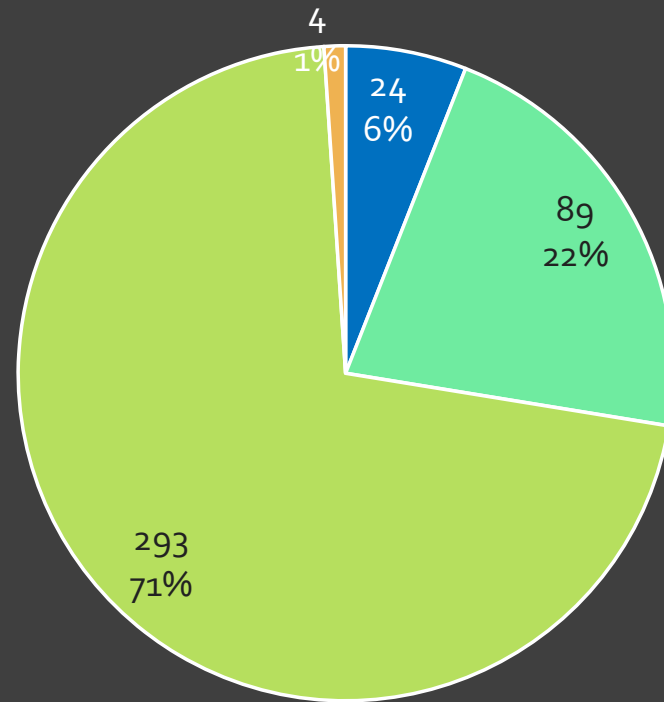
'Assessing client needs/evaluating client satisfaction'  
(N=410, data is weighted)



■ Significantly improve ■ Improve slightly ■ No Difference ■ Don't know

**ALL SMEs:**  
Thinking about improving day-to-day operations in your organisation, to what extent would the following benefit from knowledge of a relevant foreign language?

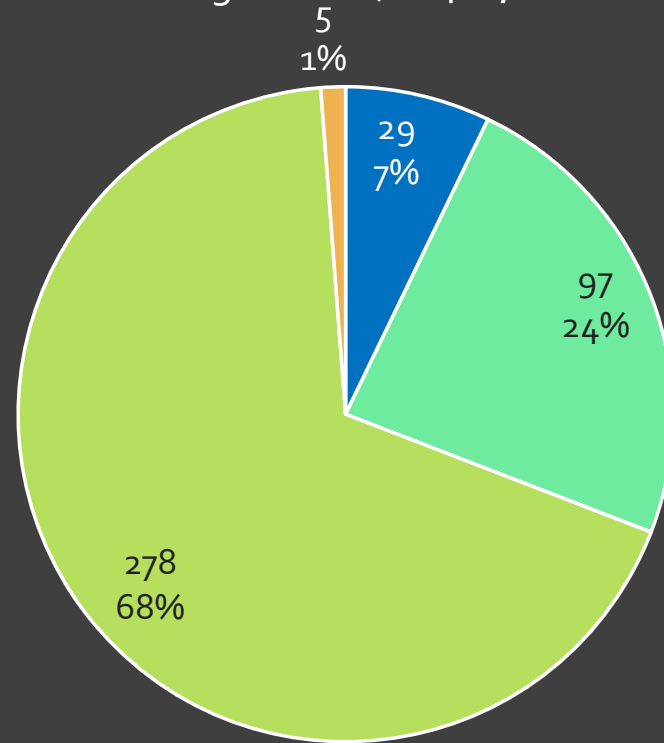
'Product/service placement' (N=410, data is weighted)



■ Significantly improve ■ Improve slightly ■ No Difference ■ Don't know

**ALL SMEs:**  
Thinking about improving day-to-day operations in your organisation, to what extent would the following benefit from knowledge of a relevant foreign language?

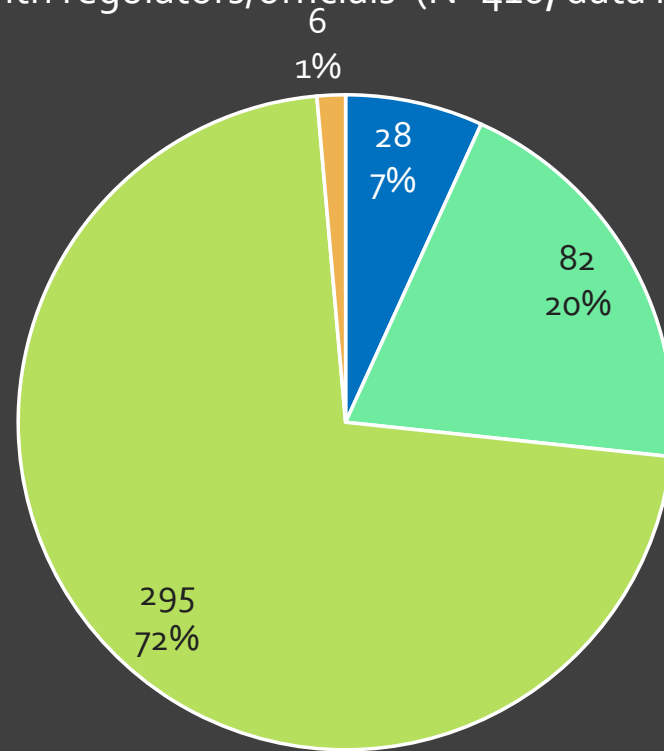
'Supply chain management' (N=410, data is weighted)



■ Significantly improve ■ Improve slightly ■ No Difference ■ Don't know

**ALL SMEs:**  
Thinking about improving day-to-day operations in your organisation, to what extent would the following benefit from knowledge of a relevant foreign language?

'Dealing with regulators/officials' (N=410, data is weighted)



■ Significantly improve ■ Improve slightly ■ No Difference ■ Don't know

### 3) Crosstabulations: Language Use (weighted data)

By crosstabulating data, it becomes possible to understand how attitudes towards languages vary between SMEs that currently use languages and SMEs that do not



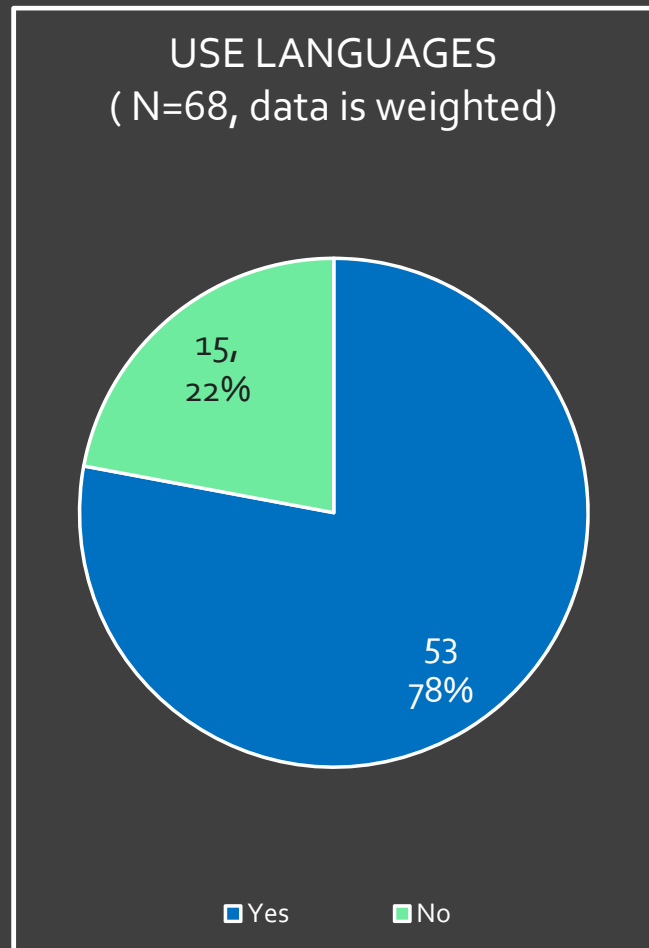
## In the next slides...

- In this section, we have split the SME sample into 2 categories:
  - The 68 SMEs that do currently use foreign languages
  - The 342 SMEs that do not currently use foreign languages
- We compare attitudes towards languages between SMEs that do and do not use foreign languages at present across all available attitudinal variables
- SMEs that currently use languages are consistently and considerably more favourable towards languages and more likely to think that additional foreign languages would be beneficial to them, than those that do not
- We have annotated the next three slides to show what crosstabulations mean and how they should be interpreted
- Note that because the data is weighted (in order to make the sample representative of all SMEs) the sample size in the two categories sometimes changes – this is to be expected

## Understanding Crosstabs 1

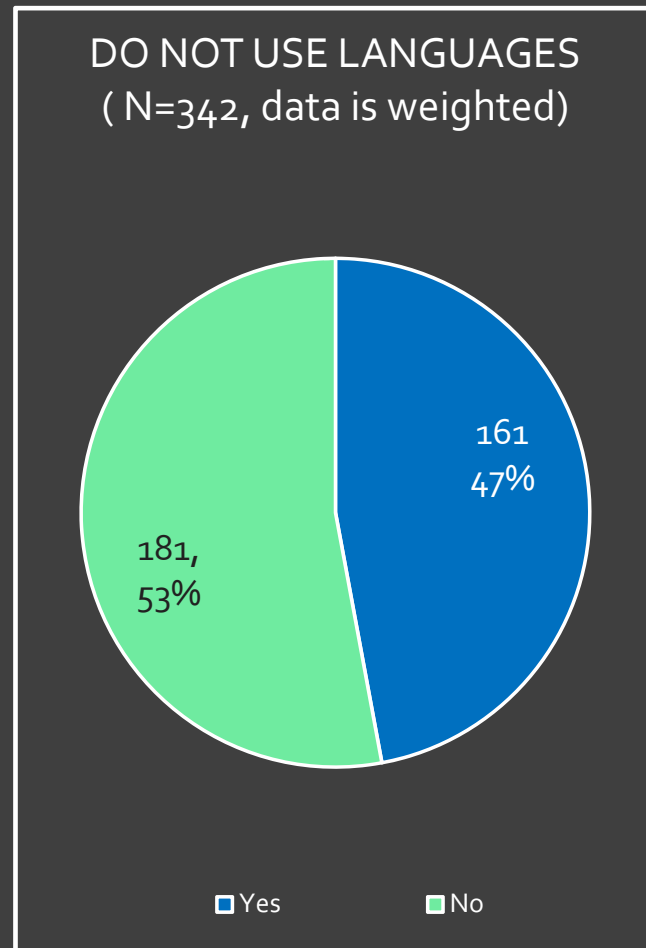
'Thinking of your organisation, are there any additional foreign languages that would be helpful to extend business opportunities in the future?'

SAMPLE: SMEs that currently **use** languages



78% of 68 SMEs that currently use languages say additional languages would be helpful

SAMPLE: SMEs that **do not** use languages

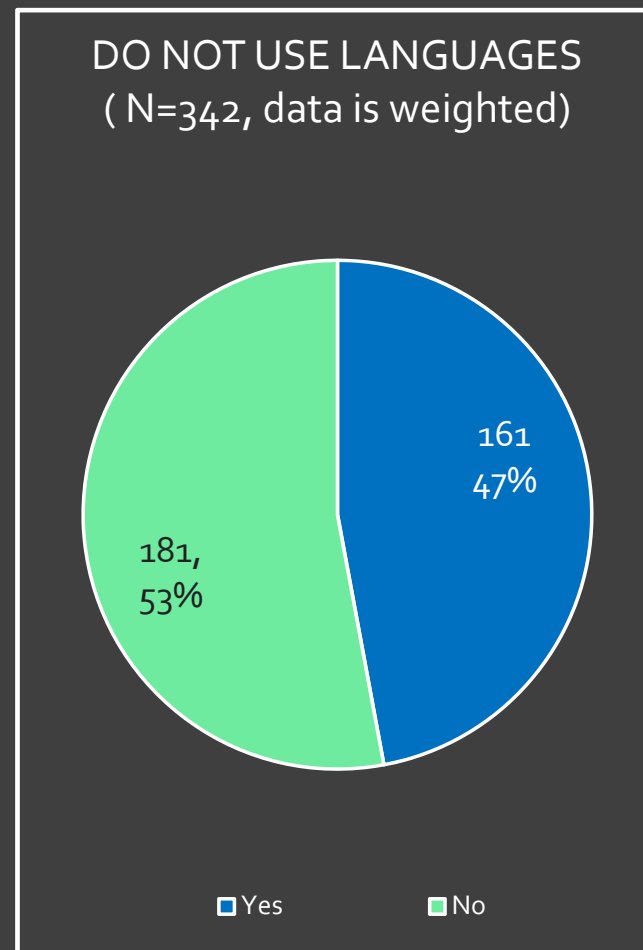
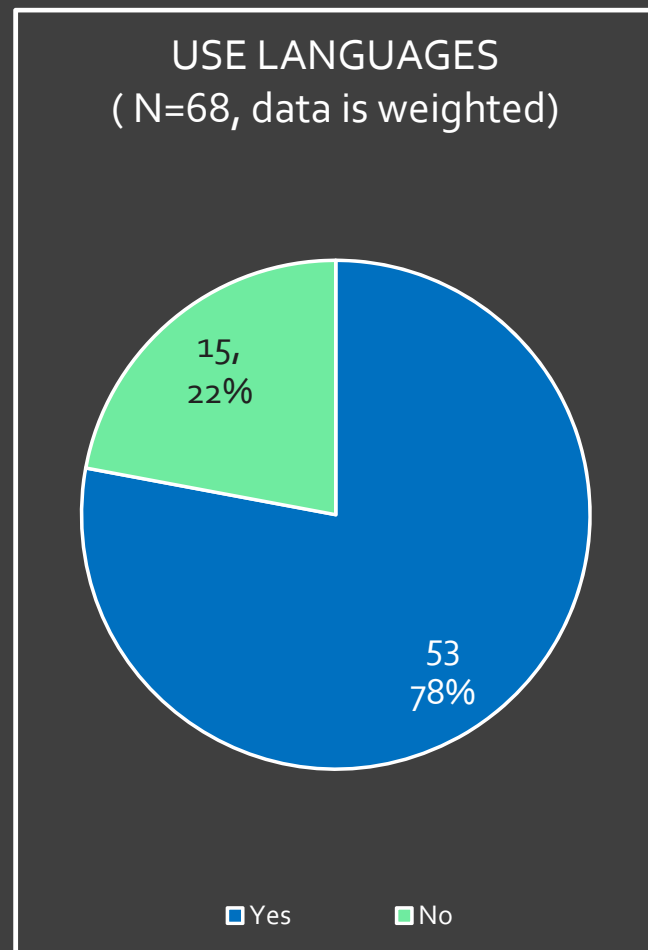


47% of 342 SMEs that do not use languages say additional languages would be helpful

## Understanding Crosstabs 2

'Thinking of your organisation, are there any additional foreign languages that would be helpful to extend business opportunities in the future?'

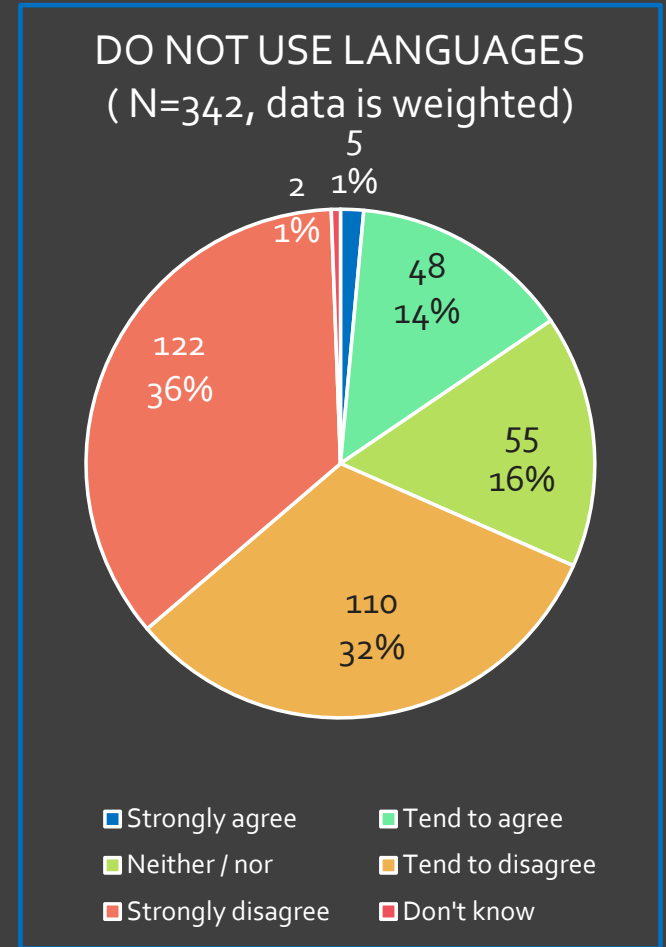
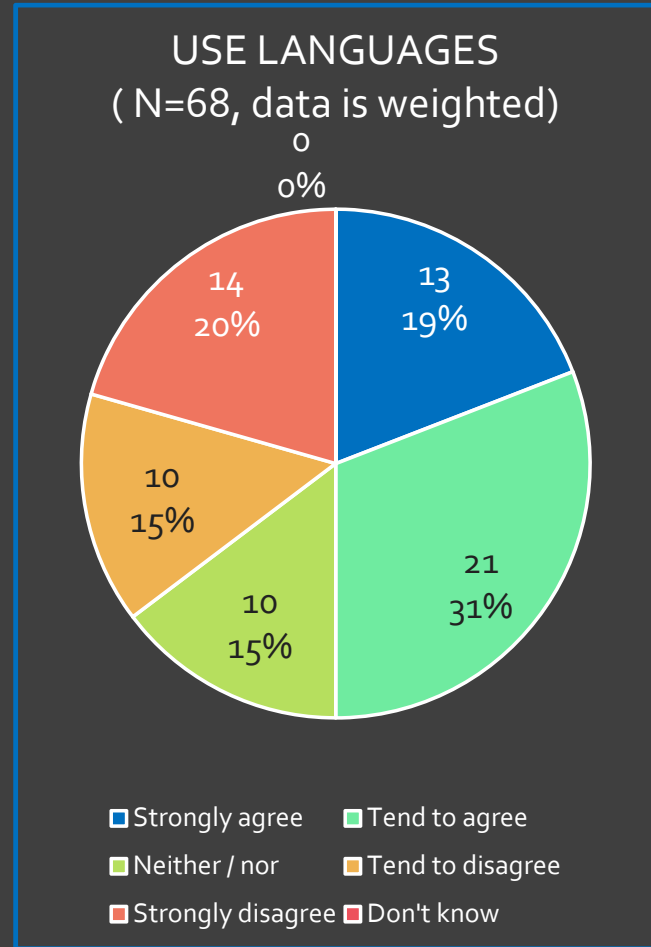
In this example, 78% of 68 SMEs that currently use languages say additional languages would be helpful v 47% of 342 SMEs that do not use languages



SMEs that already use languages are more likely to think additional languages would be helpful, perhaps because they have a sense of the value of their existing language capacity

# Understanding Crosstabs 3: Thinking about economic growth for my organisation... 'Better language skills would improve our competitiveness'

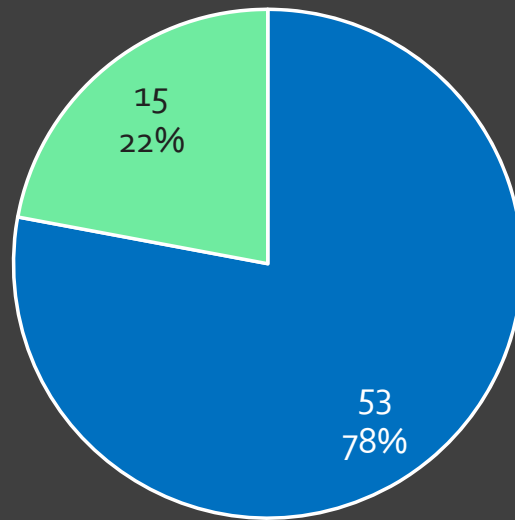
In this example, 50% of SMEs that use languages at present agree or strongly agree with the statement, versus just 15% of SMEs that do not currently use languages



SMEs that do not use languages are therefore less likely to agree with the statement, which is presumably because they 'don't know what they don't have'

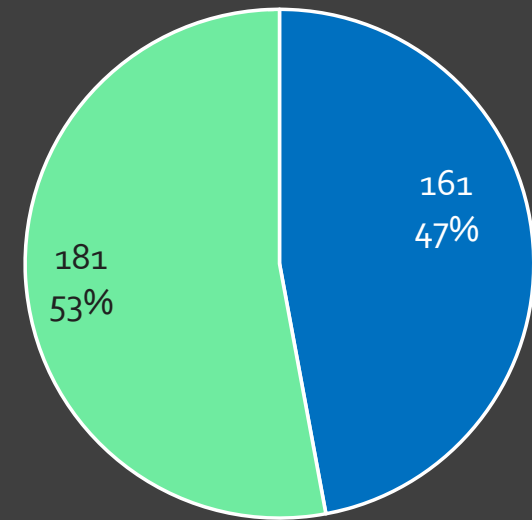
**Crosstabs:**  
'Thinking of your organisation, are there any additional foreign languages that would be helpful to extend business opportunities in the future?'

USE LANGUAGES  
( N=68, data is weighted)



■ Yes ■ No

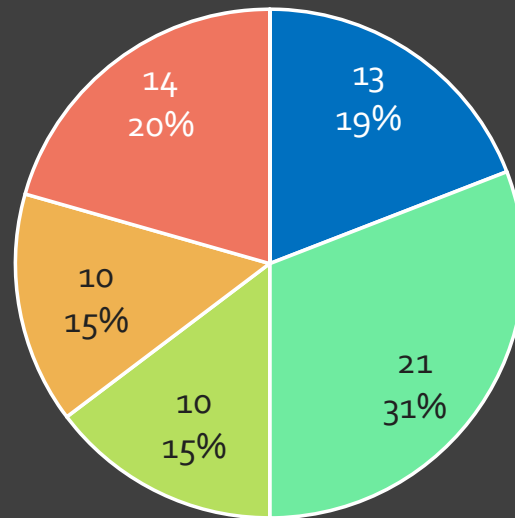
DO NOT USE LANGUAGES  
( N=342, data is weighted)



■ Yes ■ No

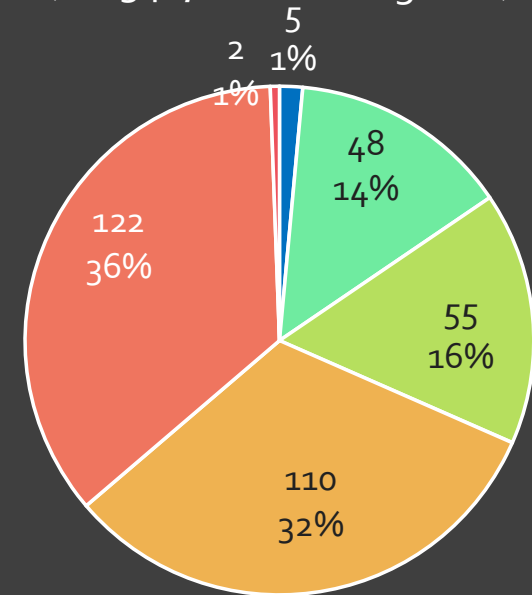
Crosstabs:  
Thinking about  
economic growth  
for my  
organisation...  
'Better foreign  
language skills  
would improve our  
competitiveness'

USE LANGUAGES  
( N=68, data is weighted)



Strongly agree    Tend to agree  
Neither / nor    Tend to disagree  
Strongly disagree    Don't know

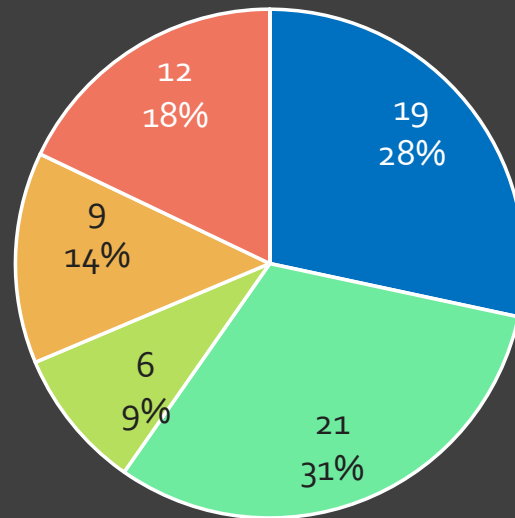
DO NOT USE LANGUAGES  
( N=342, data is weighted)



Strongly agree    Tend to agree  
Neither / nor    Tend to disagree  
Strongly disagree    Don't know

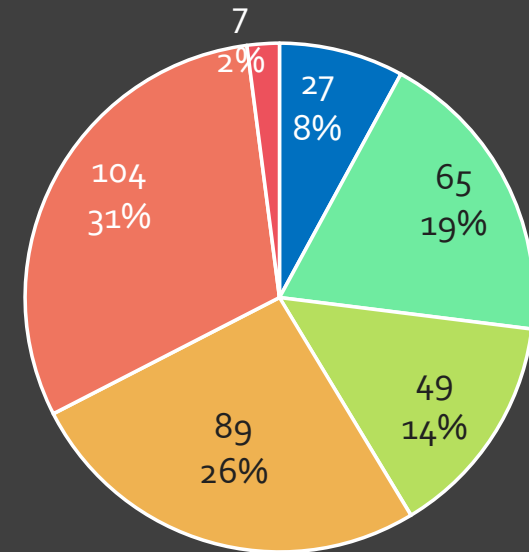
Crosstabs:  
Thinking about economic growth for my organisation...  
'Better language skills would strengthen relationships with international clients'

USE LANGUAGES  
( N=67, data is weighted)



Strongly agree    Tend to agree  
Neither / nor    Tend to disagree  
Strongly disagree    Don't know

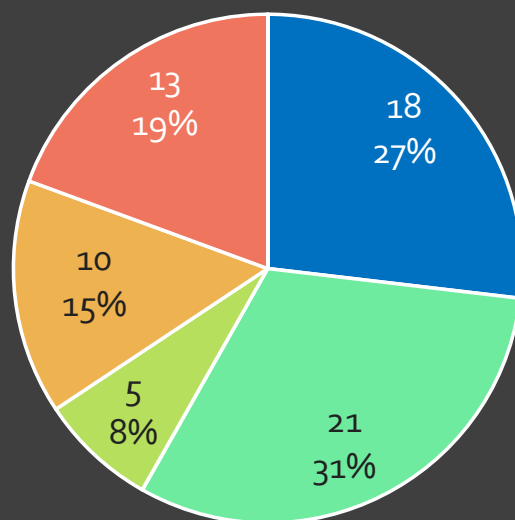
DO NOT USE LANGUAGES  
( N=341, data is weighted)



Strongly agree    Tend to agree  
Neither / nor    Tend to disagree  
Strongly disagree    Don't know

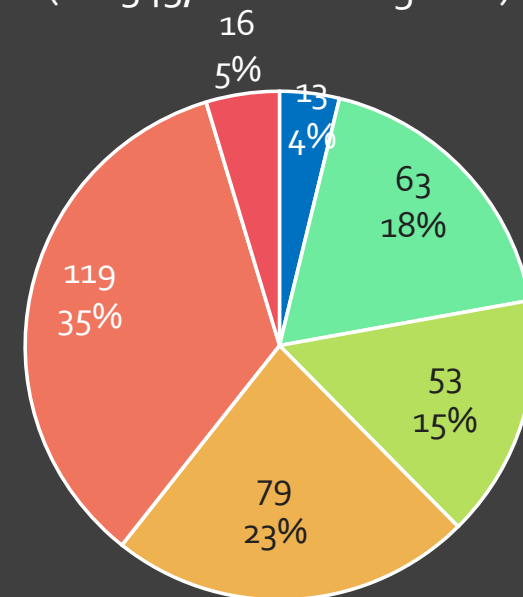
Crosstabs:  
Thinking about  
economic  
growth for my  
organisation...  
'Better foreign  
language skills  
would boost  
exports and  
international  
trade'

USE LANGUAGES  
( N=67, data is weighted)



Strongly agree    Tend to agree  
Neither / nor    Tend to disagree  
Strongly disagree    Don't know

DO NOT USE LANGUAGES  
( N=343, data is weighted)

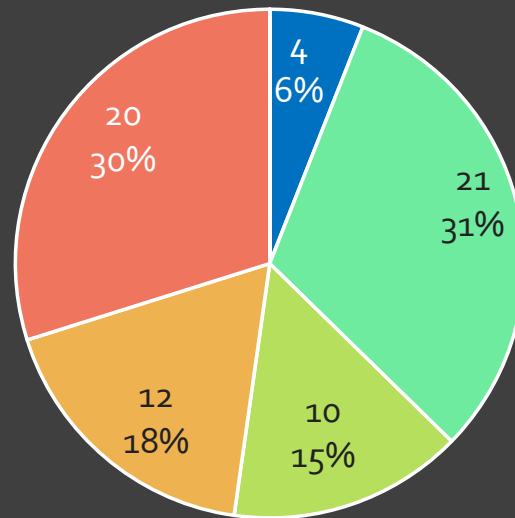


Strongly agree    Tend to agree  
Neither / nor    Tend to disagree  
Strongly disagree    Don't know



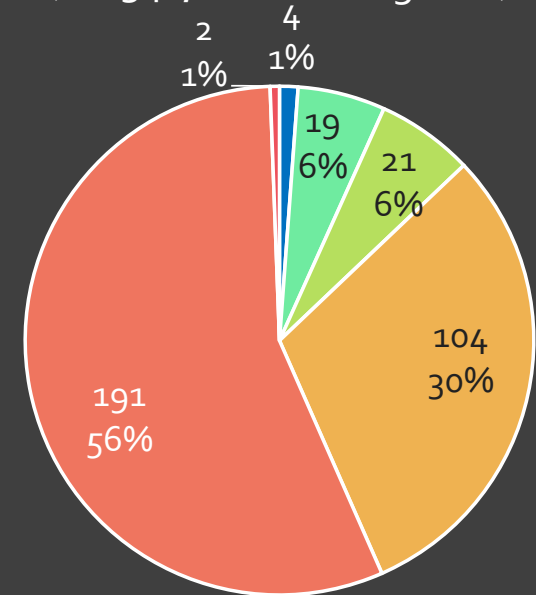
Crosstabs:  
Thinking about my  
organisation's  
current  
performance...  
'A lack of relevant  
language skills has  
resulted in  
missed market  
opportunities'

USE LANGUAGES  
( N=67, data is weighted)



Strongly agree    Tend to agree  
Neither / nor    Tend to disagree  
Strongly disagree    Don't know

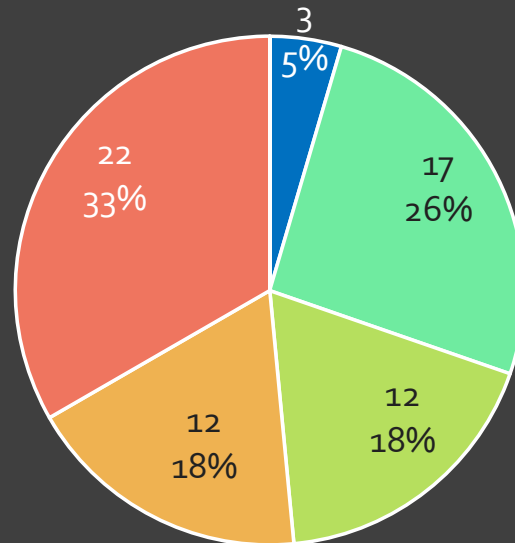
DO NOT USE LANGUAGES  
( N=341, data is weighted)



Strongly agree    Tend to agree  
Neither / nor    Tend to disagree  
Strongly disagree    Don't know

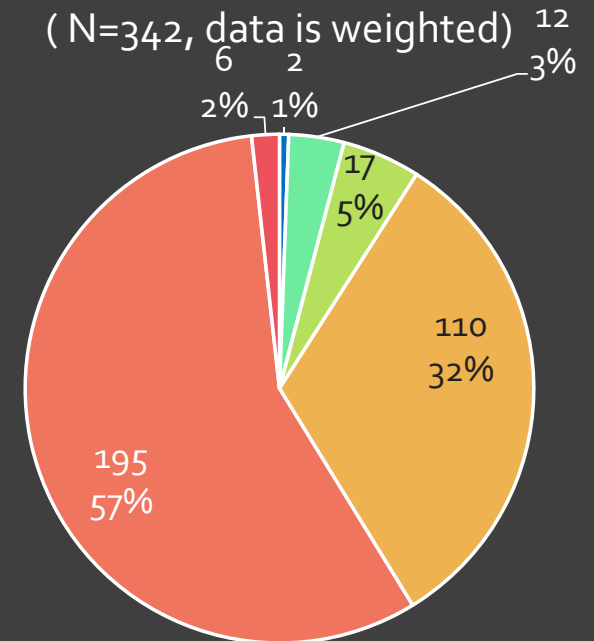
Crosstabs:  
Thinking about  
my organisation's  
current  
performance...  
'A lack of relevant  
language skills has  
resulted in  
loss of revenue /  
contracts / clients'

USE LANGUAGES  
( N=66, data is weighted)



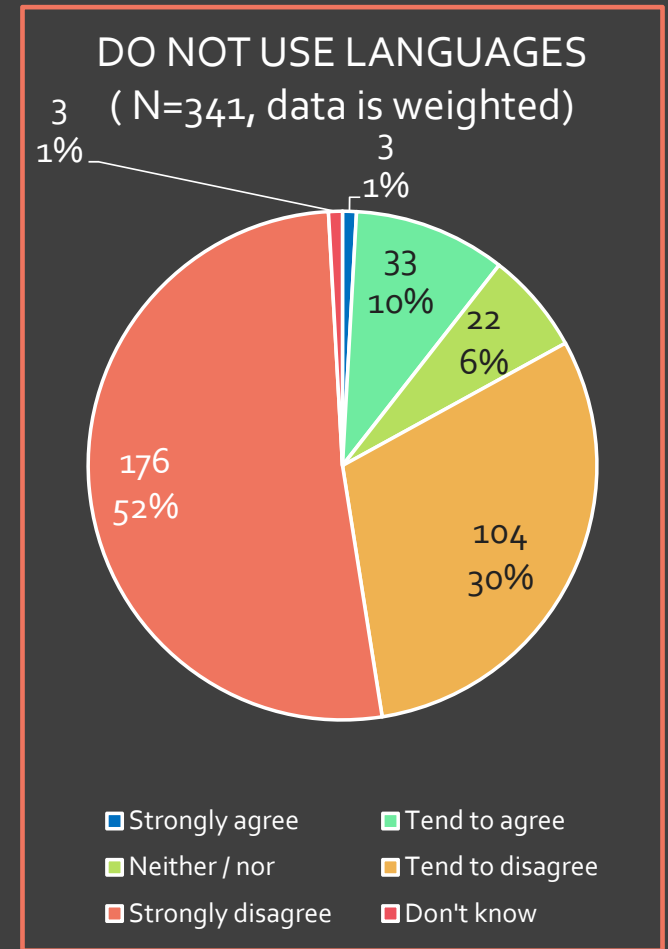
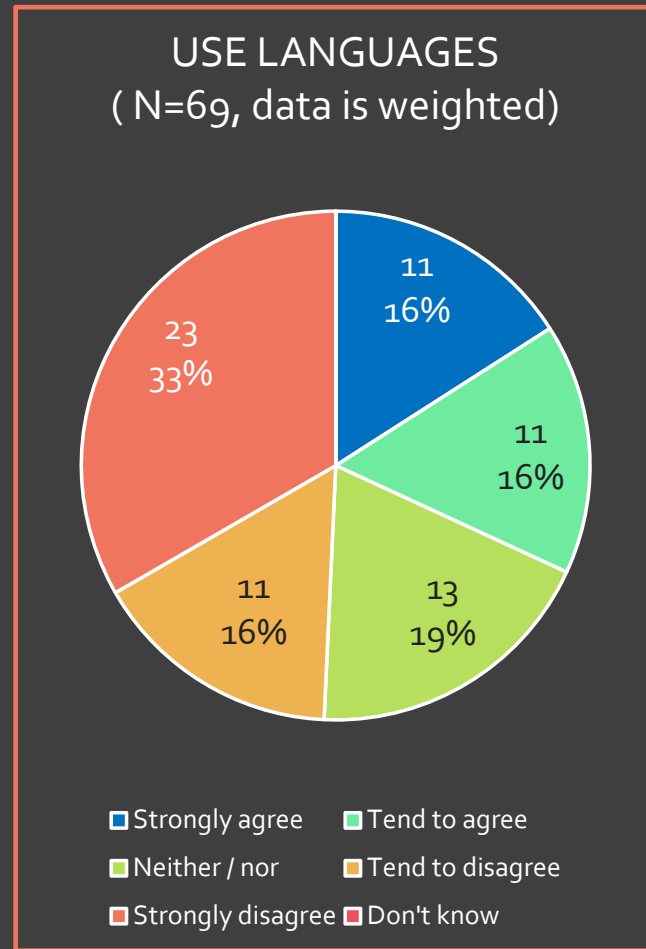
Strongly agree    Tend to agree  
Neither / nor    Tend to disagree  
Strongly disagree    Don't know

DO NOT USE LANGUAGES  
( N=342, data is weighted)



Strongly agree    Tend to agree  
Neither / nor    Tend to disagree  
Strongly disagree    Don't know

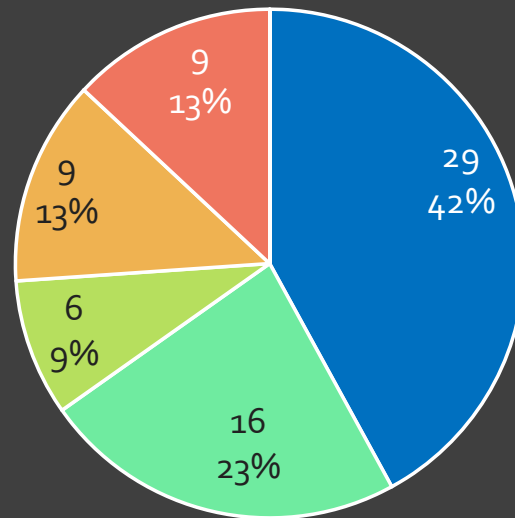
Crosstabs:  
Thinking about my organisation's current performance...  
'A lack of relevant language skills has resulted in operational problems or misunderstandings'





Crosstabs:  
Thinking about  
job prospects for  
the current and  
next generation...  
'Foreign language  
skills are equally as  
important as  
sciences,  
technology,  
engineering and  
maths'

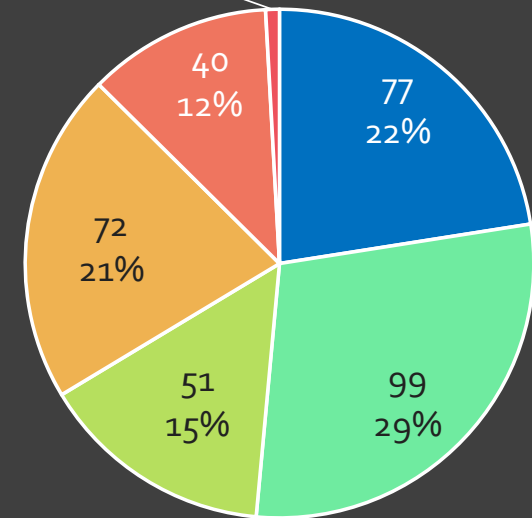
USE LANGUAGES  
( N=67, data is weighted)



Strongly agree    Tend to agree  
Neither / nor    Tend to disagree  
Strongly disagree    Don't know

DO NOT USE LANGUAGES  
( N=342, data is weighted)

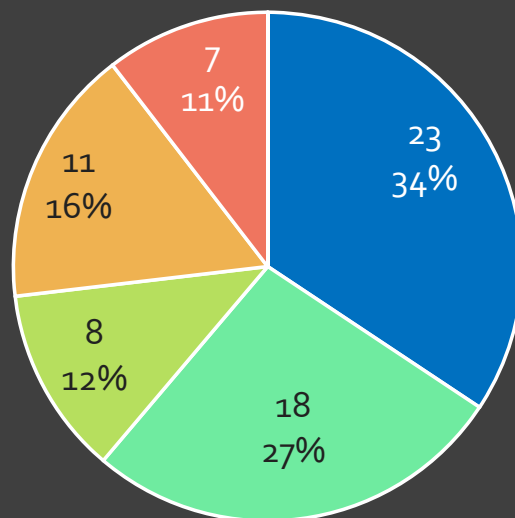
3  
1%



Strongly agree    Tend to agree  
Neither / nor    Tend to disagree  
Strongly disagree    Don't know

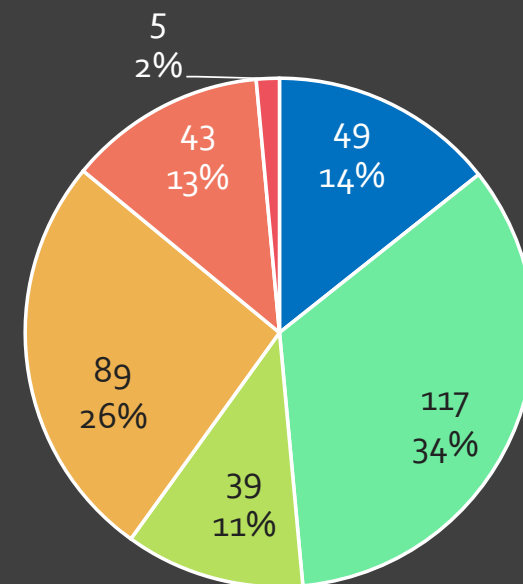
Crosstabs:  
Thinking about  
job prospects for  
the current and  
next generation...  
'School leavers  
who only speak  
English are at a  
disadvantage in  
the jobs market'

USE LANGUAGES  
( N=67, data is weighted)



Strongly agree    Tend to agree  
Neither / nor    Tend to disagree  
Strongly disagree    Don't know

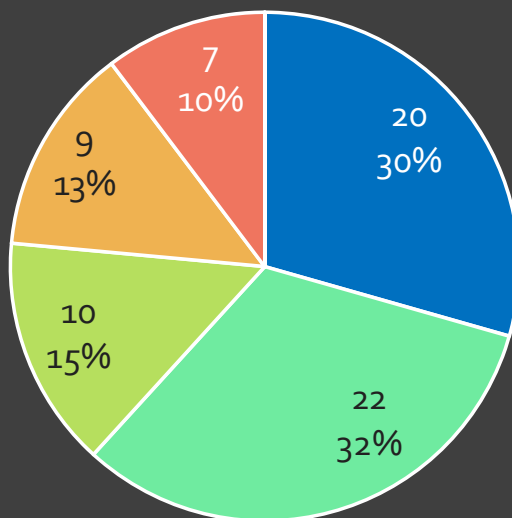
DO NOT USE LANGUAGES  
( N=342, data is weighted)



Strongly agree    Tend to agree  
Neither / nor    Tend to disagree  
Strongly disagree    Don't know

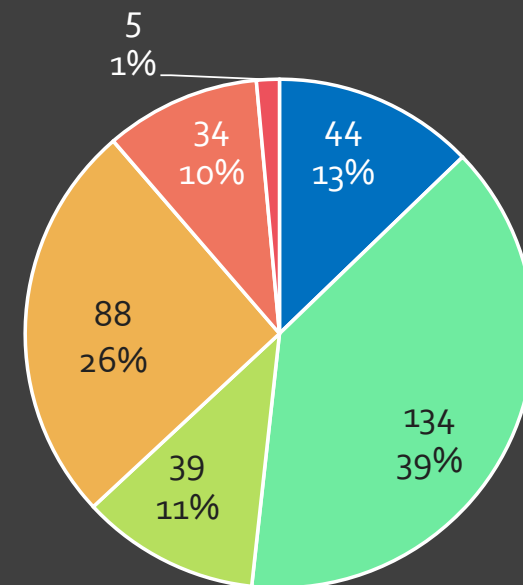
Crosstabs:  
Thinking about  
job prospects for  
the current and  
next generation...  
'Graduates who  
only speak  
English are at a  
disadvantage in  
the jobs market'

USE LANGUAGES  
( N=68, data is weighted)



Strongly agree    Tend to agree  
Neither / nor    Tend to disagree  
Strongly disagree    Don't know

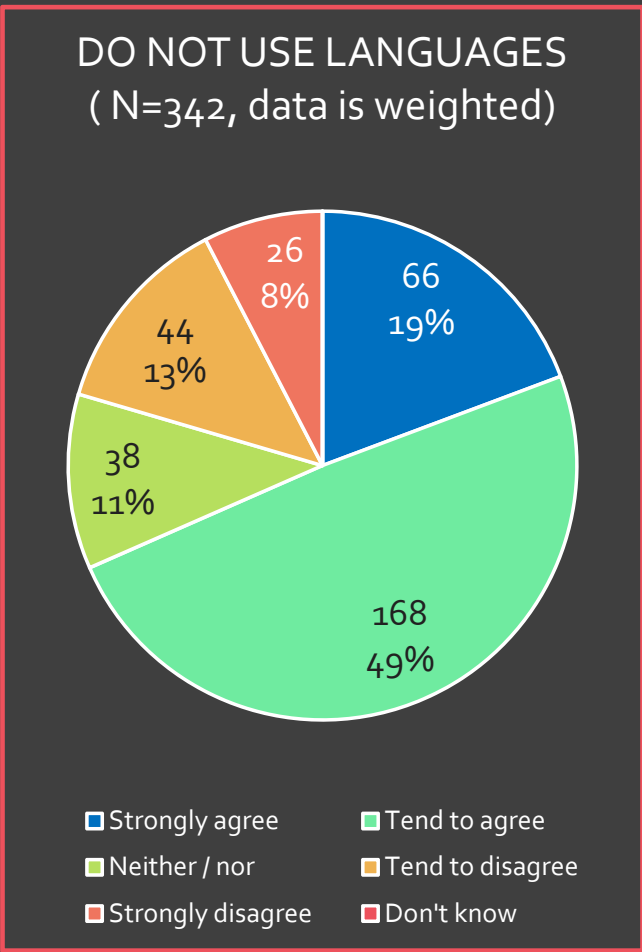
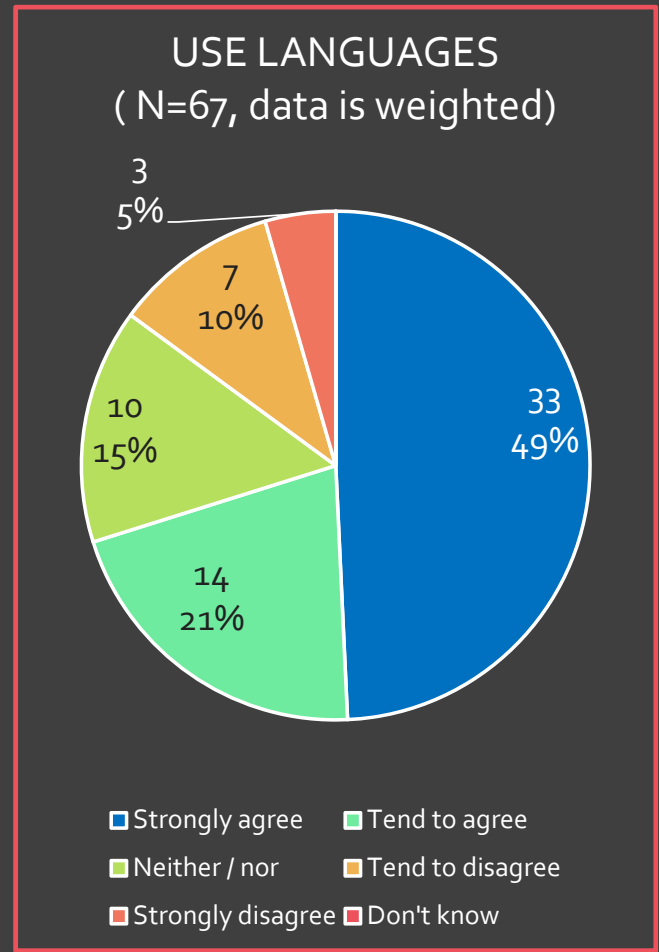
DO NOT USE LANGUAGES  
( N=344, data is weighted)



Strongly agree    Tend to agree  
Neither / nor    Tend to disagree  
Strongly disagree    Don't know

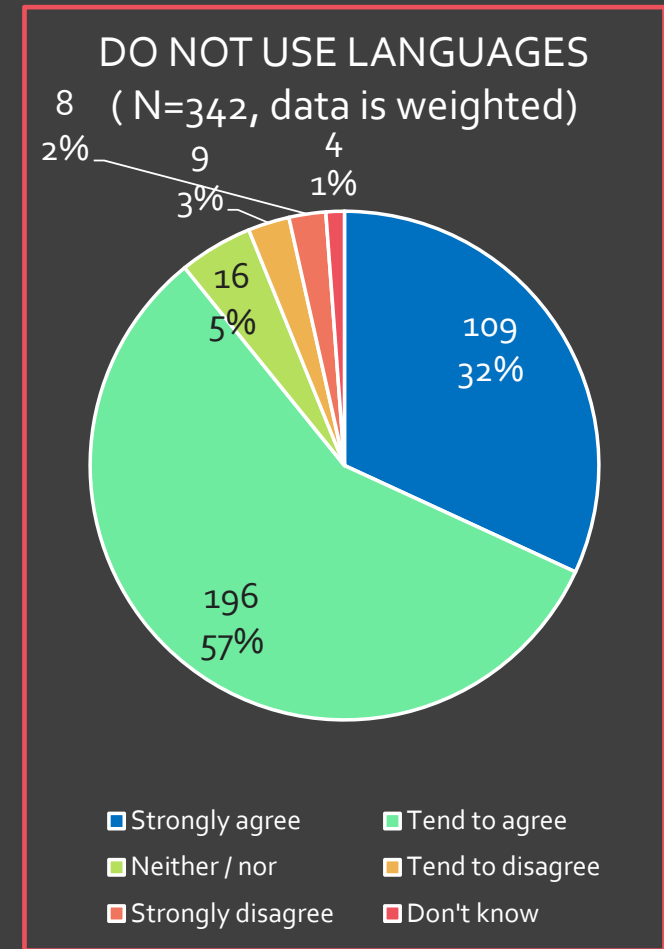
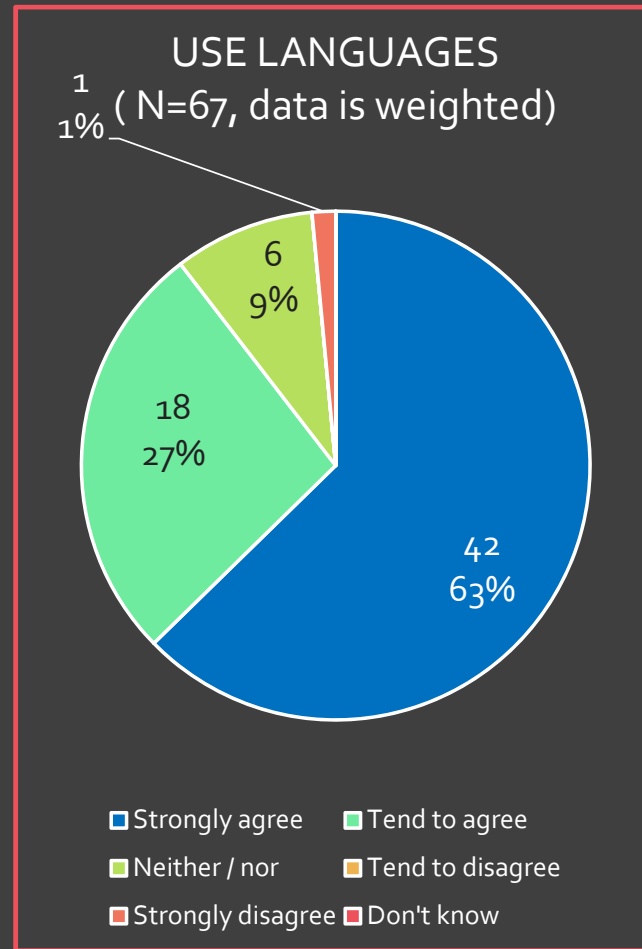


Crosstabs:  
Thinking about  
job prospects for  
the current and  
next generation...  
**'Multilingual  
international  
graduates have a  
strong advantage  
in the jobs market'**



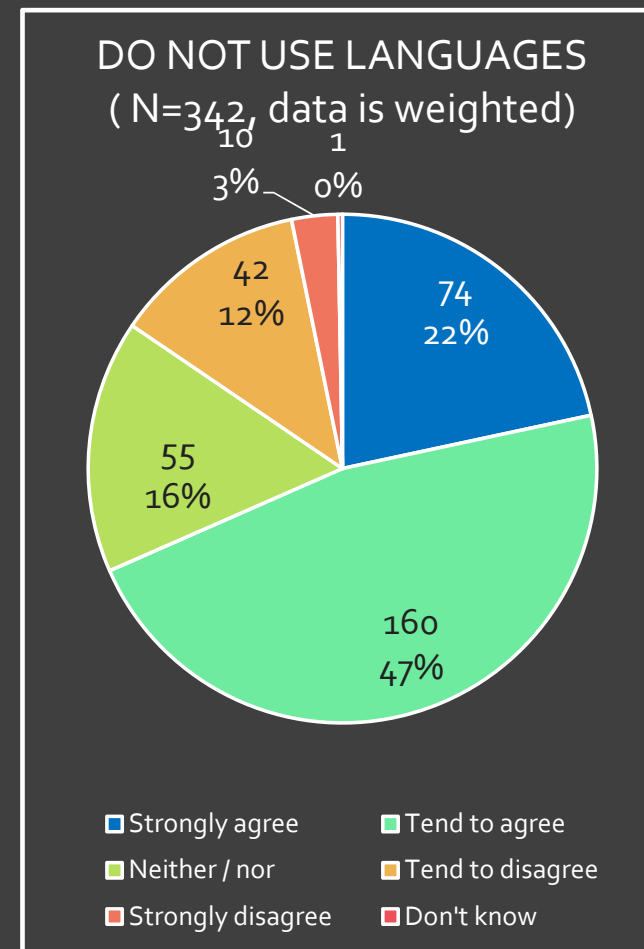
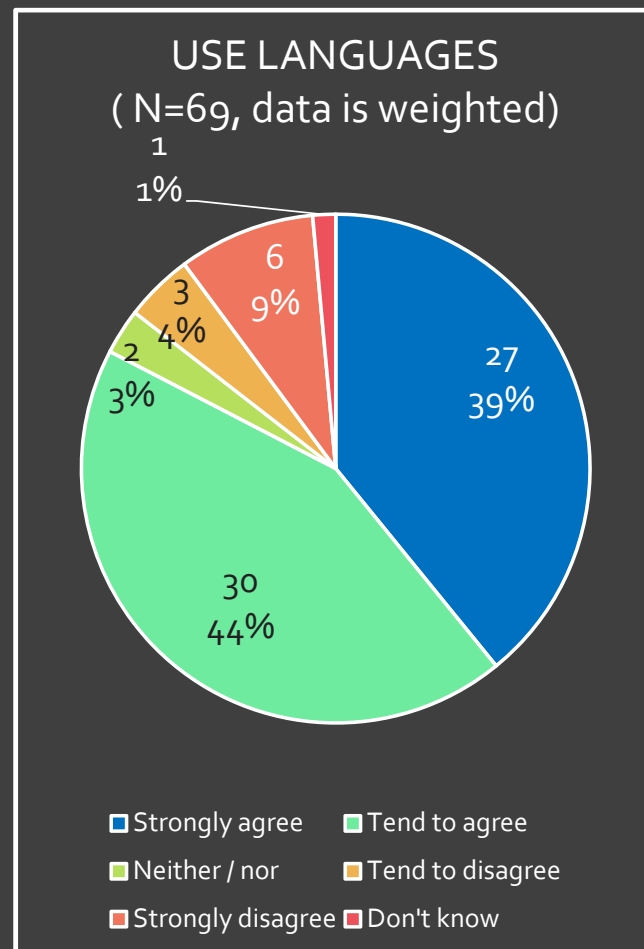


Crosstabs:  
Thinking about  
job prospects for  
the current and  
next generation...  
**'Young people  
who speak a  
different language  
in the home  
should regard  
bilingualism as an  
asset'**

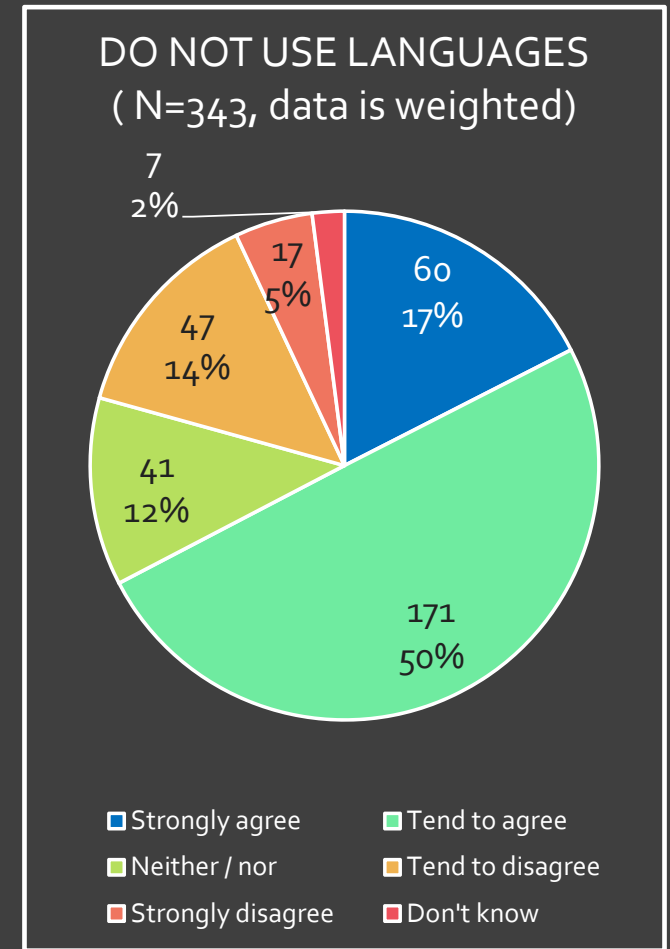
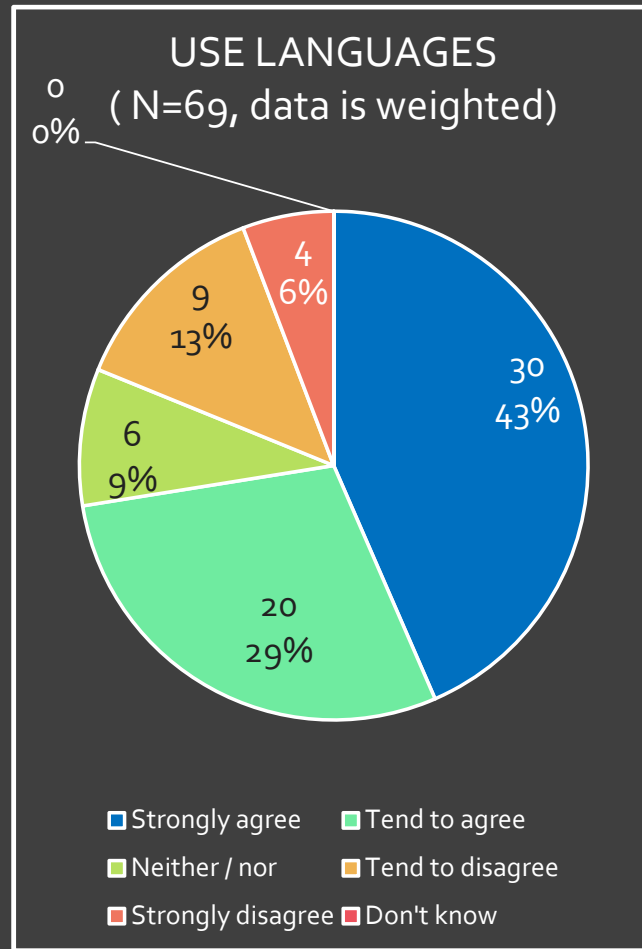




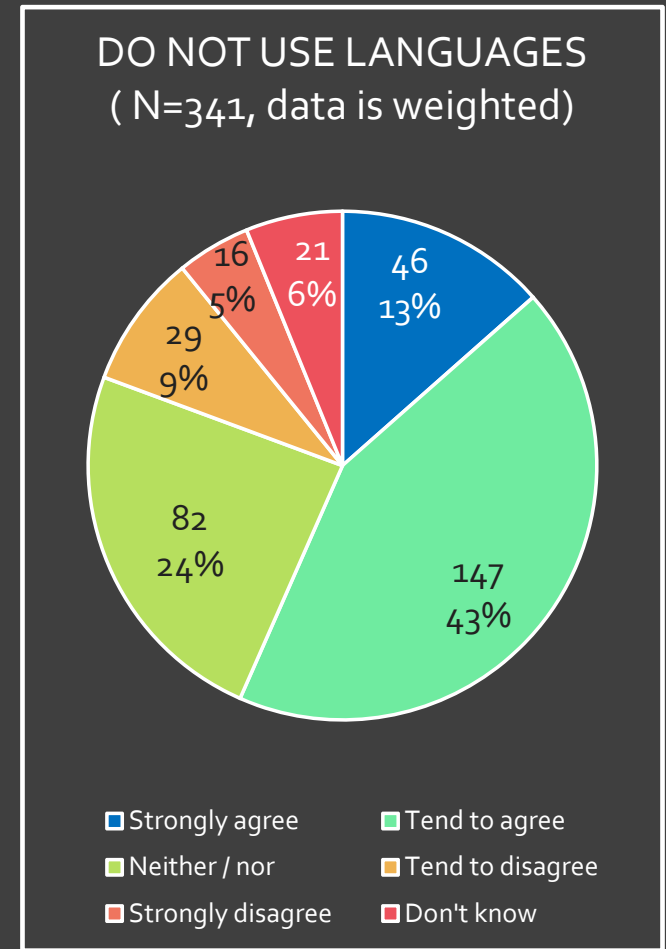
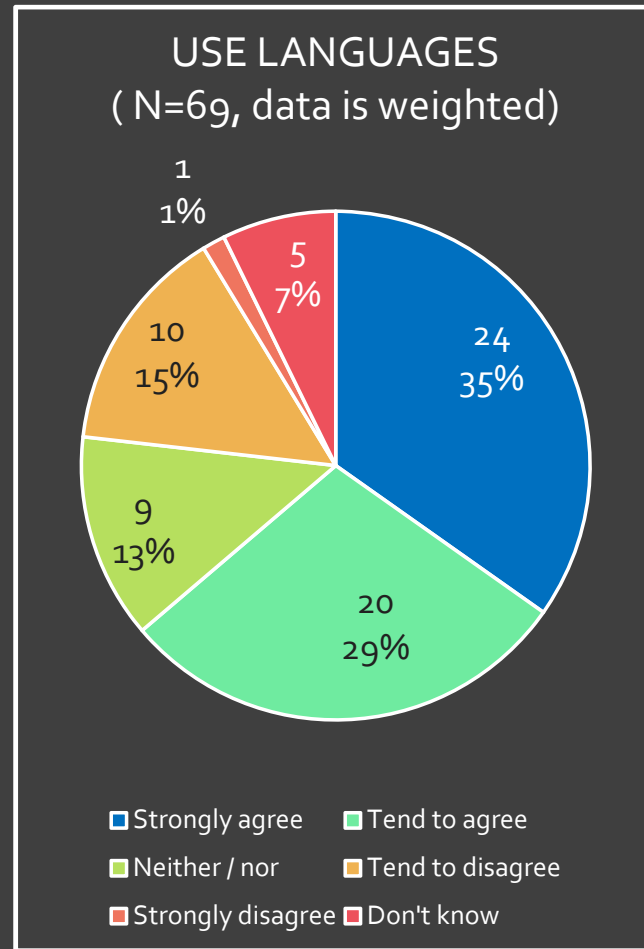
Crosstabs:  
Thinking about  
the current & next  
generation of  
executive  
leaders...  
'Future executives  
will need (foreign)  
language skills  
and international  
experience'



Crosstabs:  
Thinking about the current & next generation of executive leaders...  
**'Multilingual international employees have greater chances of promotion than colleagues with English'**

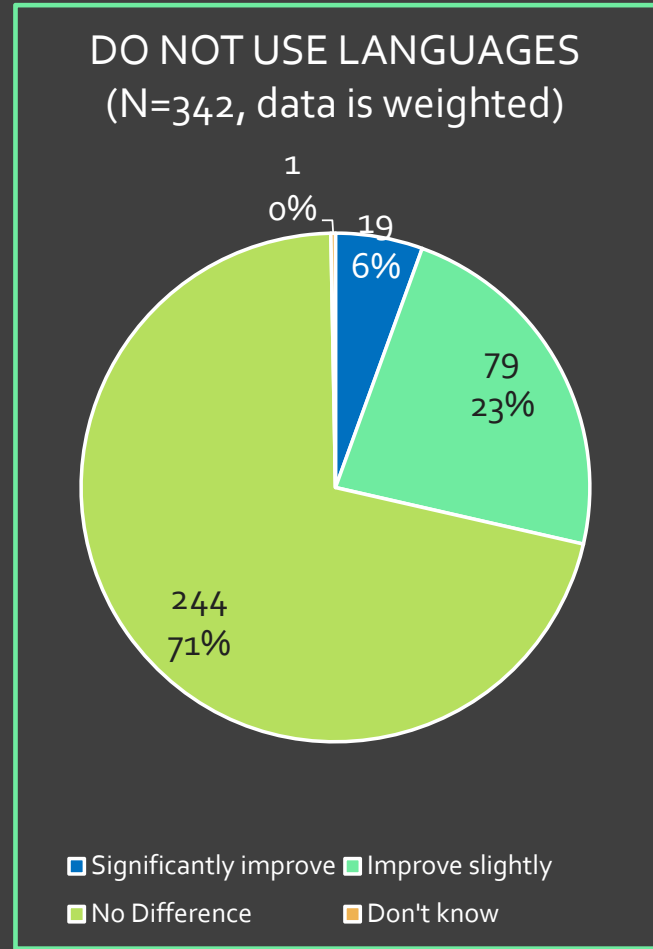
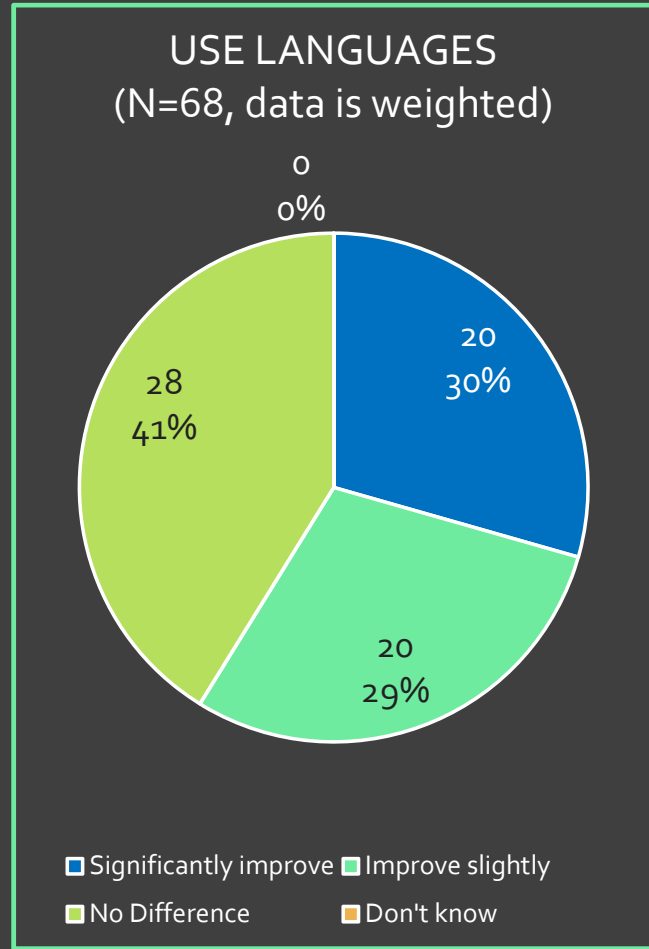


Crosstabs: :  
 Thinking about  
 the current & next  
 generation of  
 executive  
 leaders...  
 'Foreign language  
 skills & intl  
 experience are  
 rapidly becoming  
 tie-breakers at  
 interview'

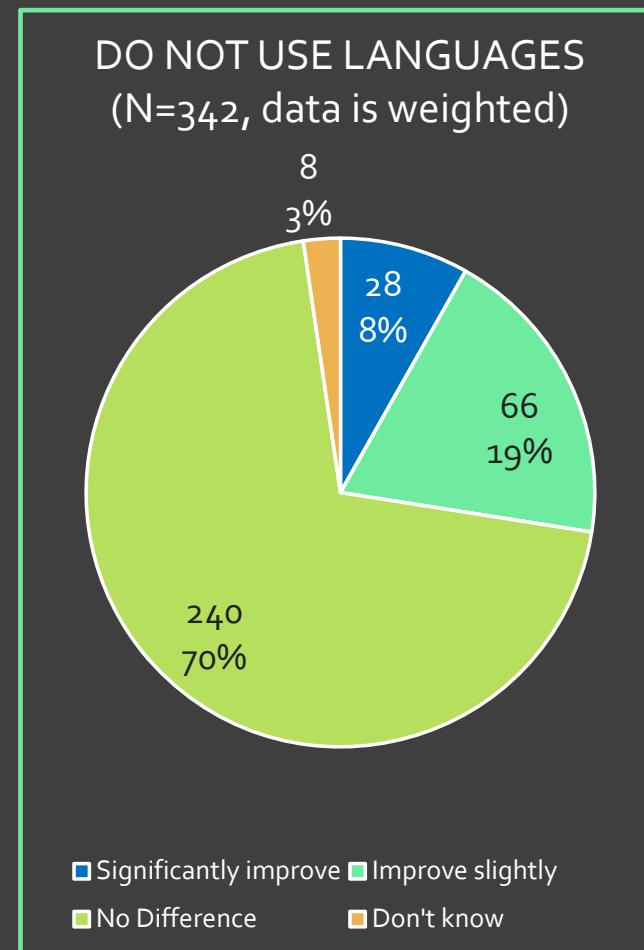
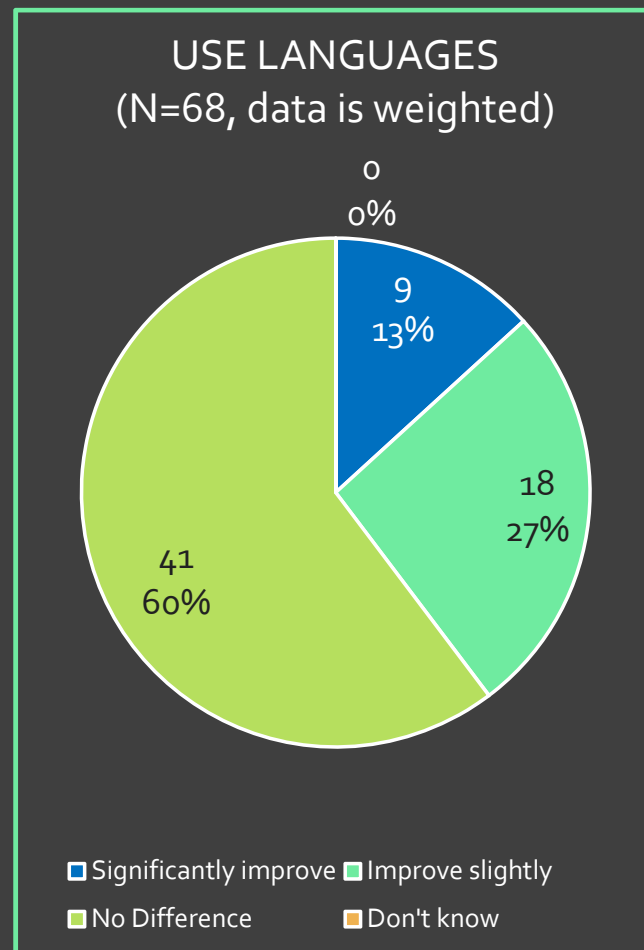




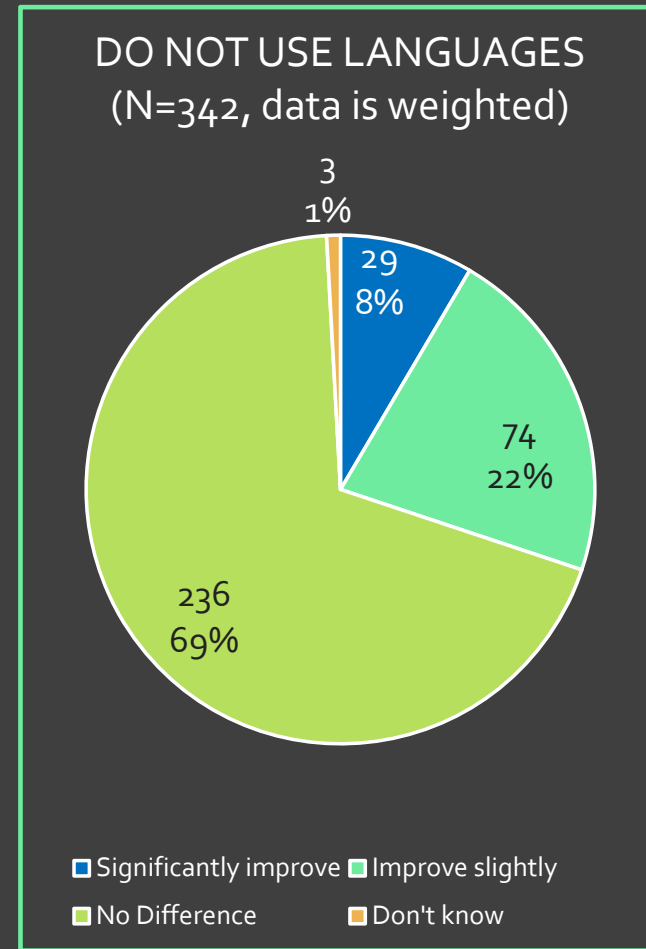
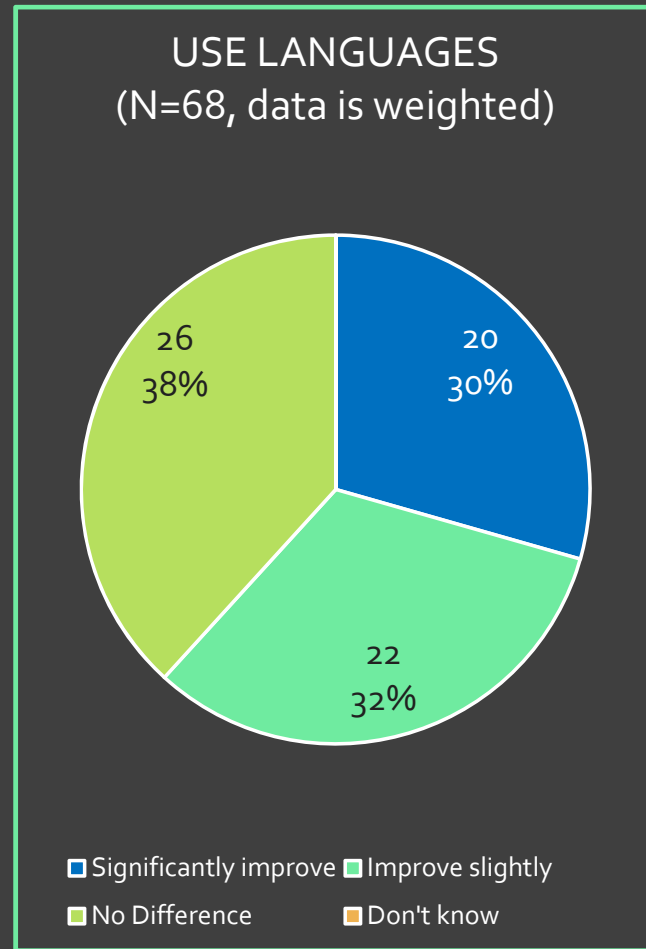
**Crosstabs:**  
Thinking about day-to-day operations, to what extent would the following benefit from knowledge of a foreign language?  
**Building and strengthening customer/client relationships**



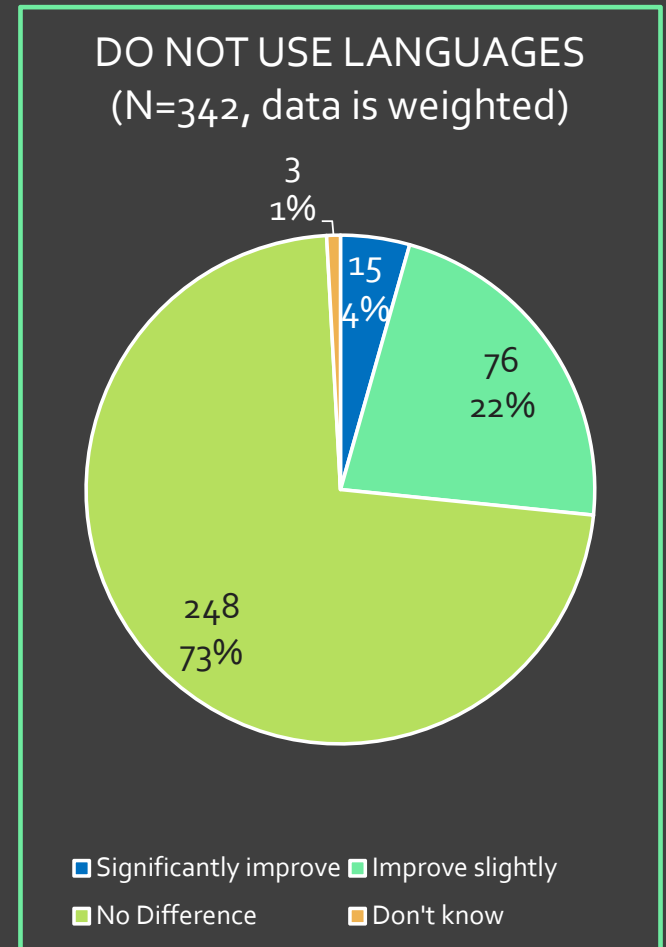
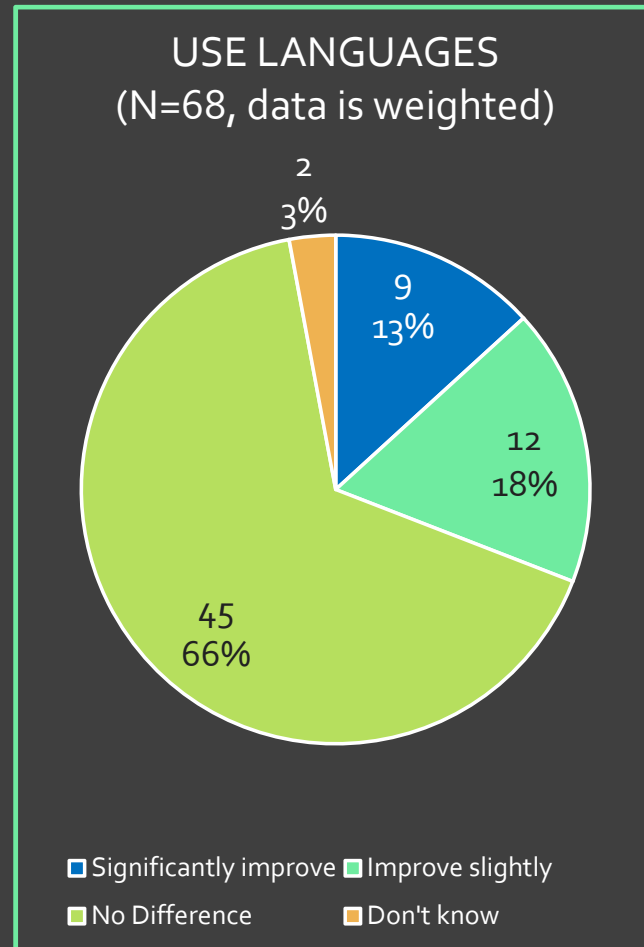
Crosstabs:  
Thinking about  
day-to-day  
operations, to  
what extent  
would the  
following benefit  
from knowledge  
of a foreign  
language?  
Market research



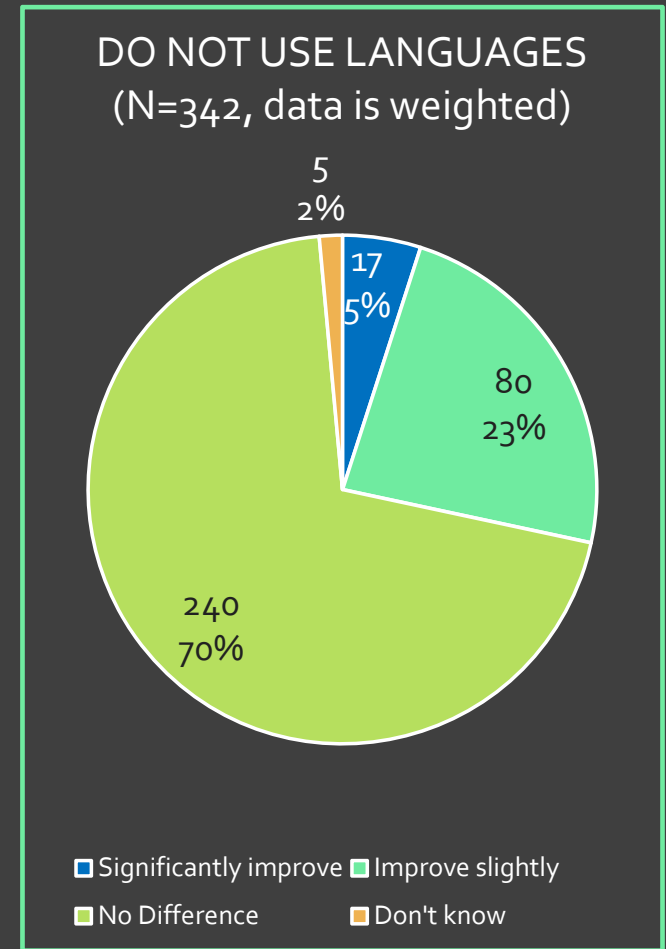
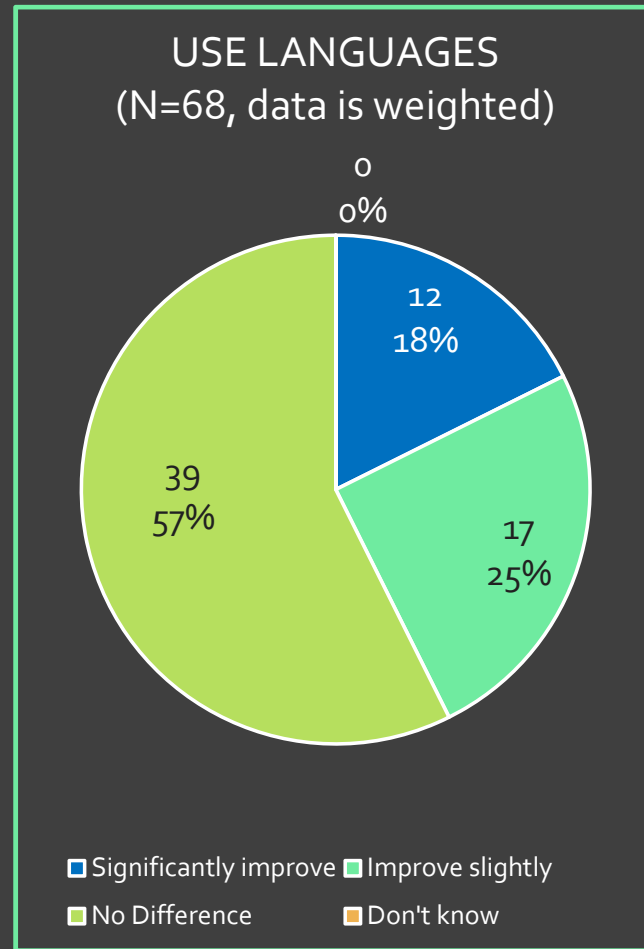
Crosstabs:  
Thinking about day-to-day operations, to what extent would the following benefit from knowledge of a foreign language?  
Assessing client needs / evaluating client satisfaction



Crosstabs:  
Thinking about day-to-day operations, to what extent would the following benefit from knowledge of a foreign language?  
Product / service placement



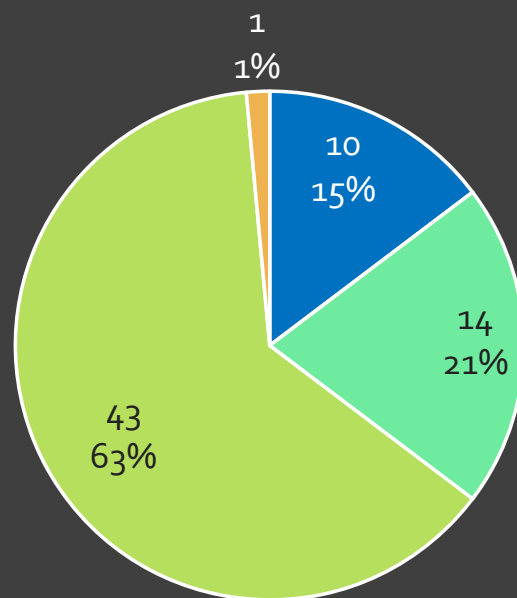
Crosstabulation:  
Thinking about  
day-to-day  
operations, to  
what extent  
would the  
following benefit  
from knowledge  
of a foreign  
language?  
Supply chain  
management





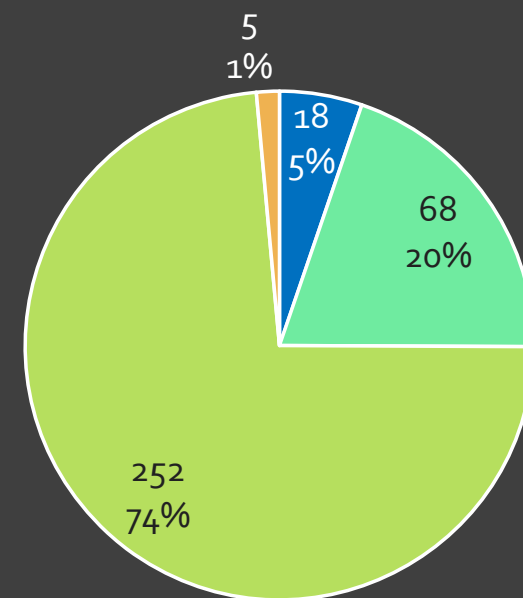
Crosstabs:  
Thinking about  
day-to-day  
operations, to  
what extent would  
the following  
benefit from  
knowledge of a  
foreign language?  
**Dealing with  
regulators/officials**

USE LANGUAGES  
(N=68, data is weighted)



■ Significantly improve ■ Improve slightly  
■ No Difference ■ Don't know

DO NOT USE LANGUAGES  
(N=343, data is weighted)



■ Significantly improve ■ Improve slightly  
■ No Difference ■ Don't know

## 4) Crosstabulations: Size (weighted data)

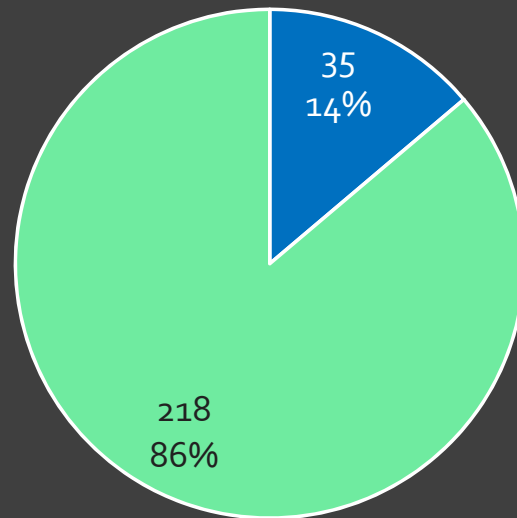
By crosstabulating data, it becomes possible to understand how attitudes towards languages vary between micro SMEs (1-5 employees) and larger SMEs (6-49 employees)

## In the next slides...

- The SME sample is heavily skewed towards very small SMEs – there are only 10 SMEs in the sample with between 50 and 250 employees
- In order to make meaningful comparisons, we have removed the 10 larger SMEs from this weighted data and split the remaining sample into 2 categories of broadly comparable size:
  - The 253 micro SMEs that employ between 1 and 5 people
  - The 147 SMEs that employ between 6 and 49 people
- We compare existing language use between micro and larger SMEs and perceptions of whether additional language capacity would be useful for the organisation. We also compare attitudes towards a select number of attitudinal variables
- In general, micro SMEs are less likely to use languages at present, less likely to think additional language capacity would be useful and more sceptical about the advantages of better foreign language skills
- Note that because the data is weighted (in order to make the sample representative of all SMEs) the sample size in the two categories sometimes changes – this is to be expected

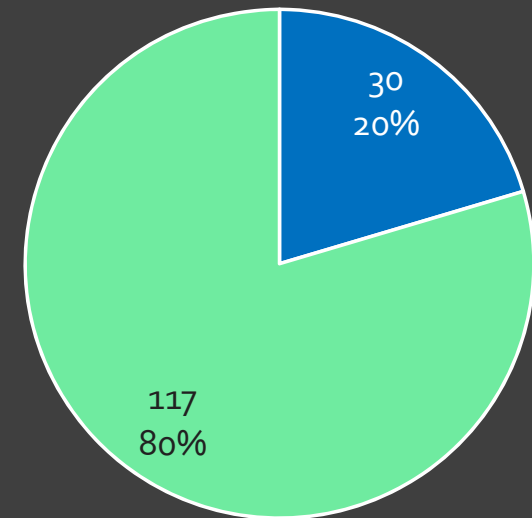
Crosstab:  
'Does your organisation currently use foreign languages, in addition to English?'

MICRO SMEs (1-5)  
(N=253, data is weighted)



■ Yes ■ No

LARGER SMEs (6-49)  
(N=147, data is weighted)

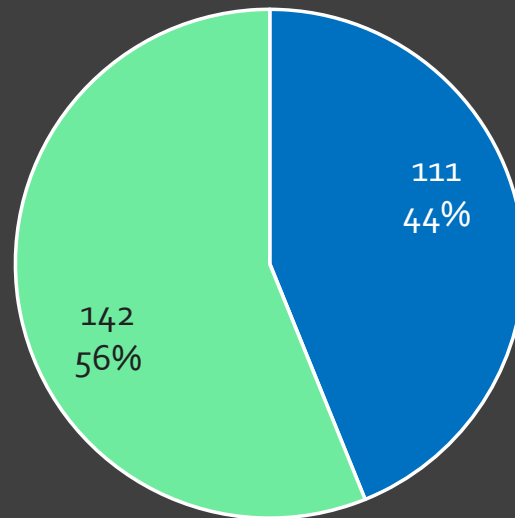


■ Yes ■ No



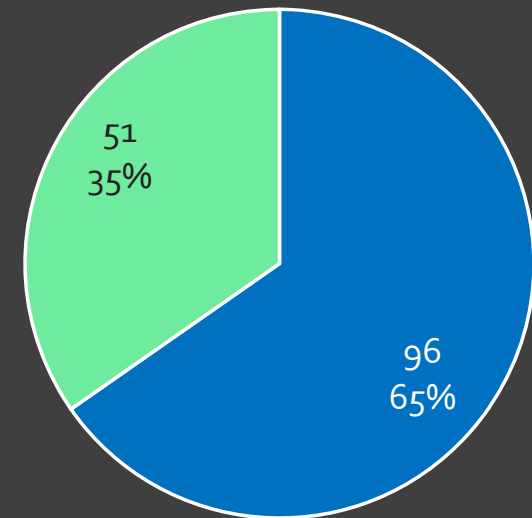
Crosstab:  
'Thinking of your organisation, would additional foreign languages be helpful to extend business opportunities in the future?'

MICRO SMEs (1-5)  
(N=253, data is weighted)



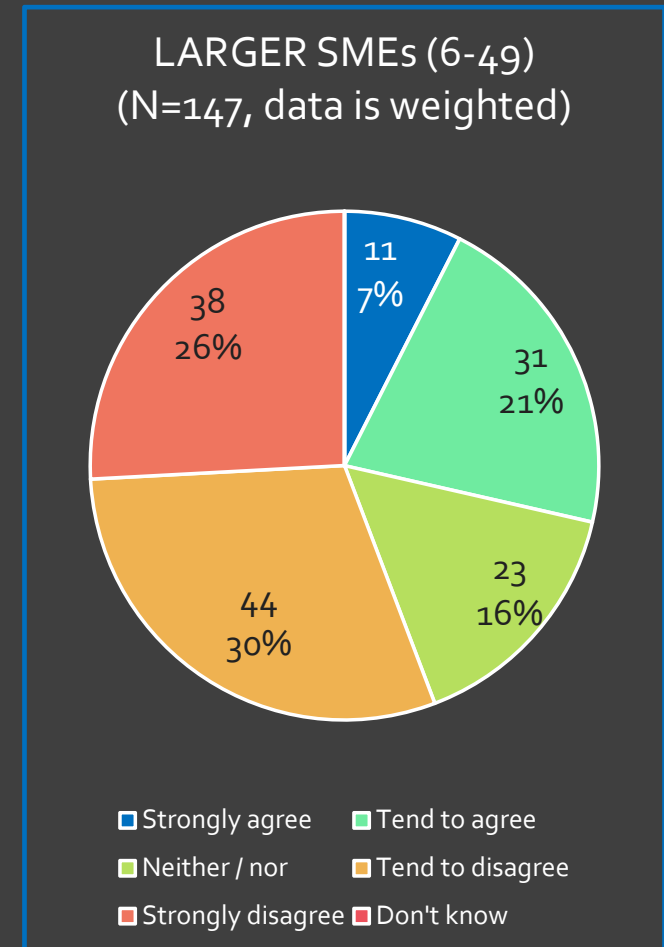
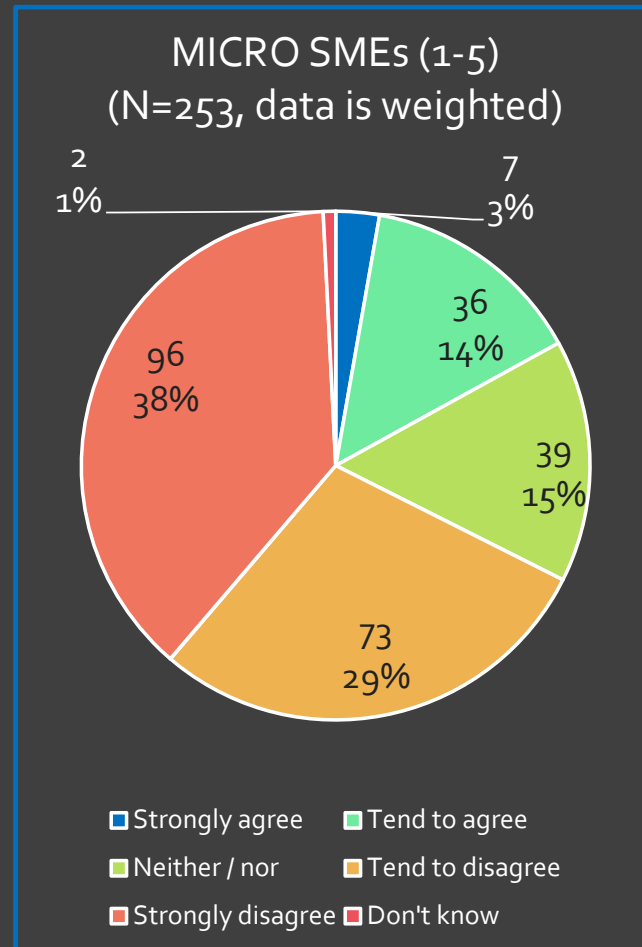
Some languages No languages

LARGER SMEs (6-49)  
(N=147, data is weighted)



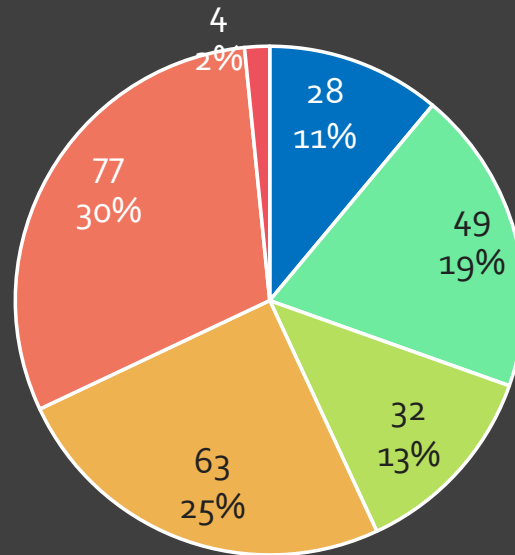
Some languages No languages

Crosstabs:  
Thinking about economic growth for my organisation...  
'Better foreign language skills would improve our competitiveness'



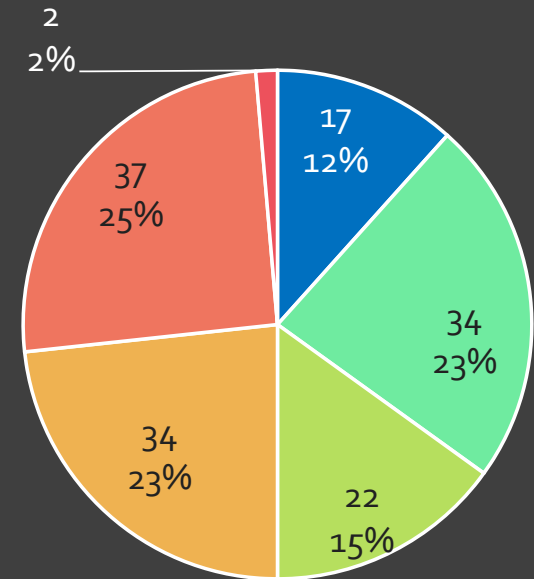
Crosstabs:  
Thinking about  
economic growth  
for my  
organisation...  
'Better language  
skills would  
strengthen  
relationships with  
international  
clients'

MICRO SMEs (1-5)  
(N=253, data is weighted)



Strongly agree    Tend to agree  
Neither / nor    Tend to disagree  
Strongly disagree    Don't know

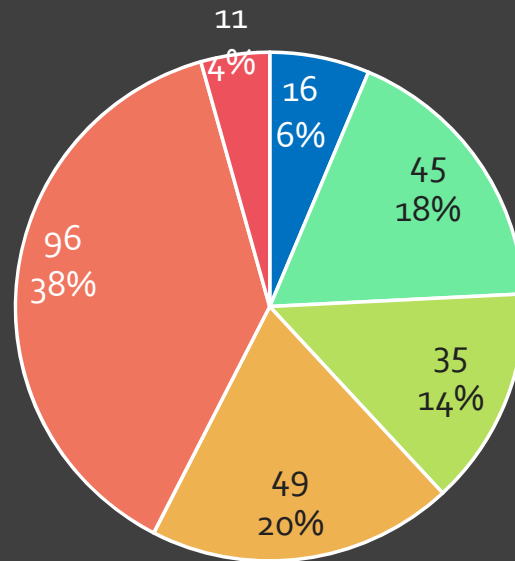
LARGER SMEs (6-49)  
(N=146, data is weighted)



Strongly agree    Tend to agree  
Neither / nor    Tend to disagree  
Strongly disagree    Don't know

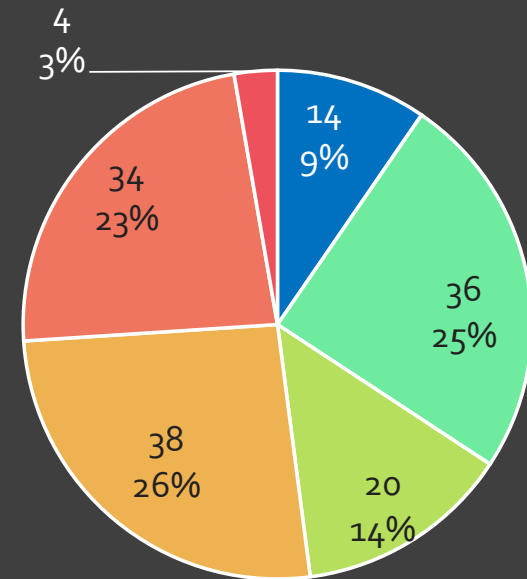
Crosstabs:  
Thinking about economic growth for my organisation...  
**'Better foreign language skills would boost exports and international trade'**

MICRO SMEs (1-5)  
(N=252, data is weighted)



Strongly agree    Tend to agree  
Neither / nor    Tend to disagree  
Strongly disagree    Don't know

LARGER SMEs (6-49)  
(N=146, data is weighted)



Strongly agree    Tend to agree  
Neither / nor    Tend to disagree  
Strongly disagree    Don't know



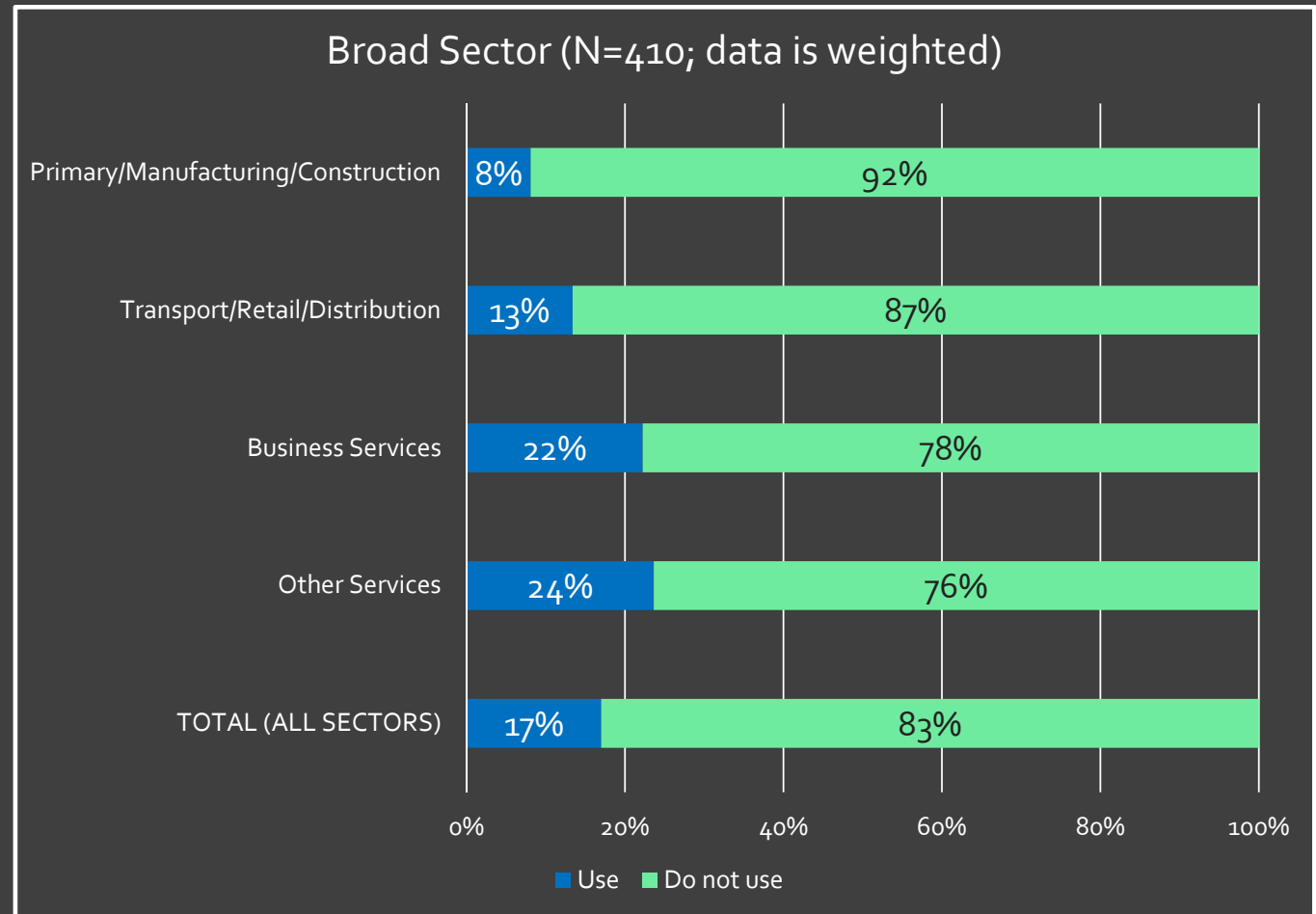
## 5) Crosstabulations: Sector (weighted data)

By crosstabulating data, it becomes possible to understand how attitudes towards languages vary SMEs in different sectors

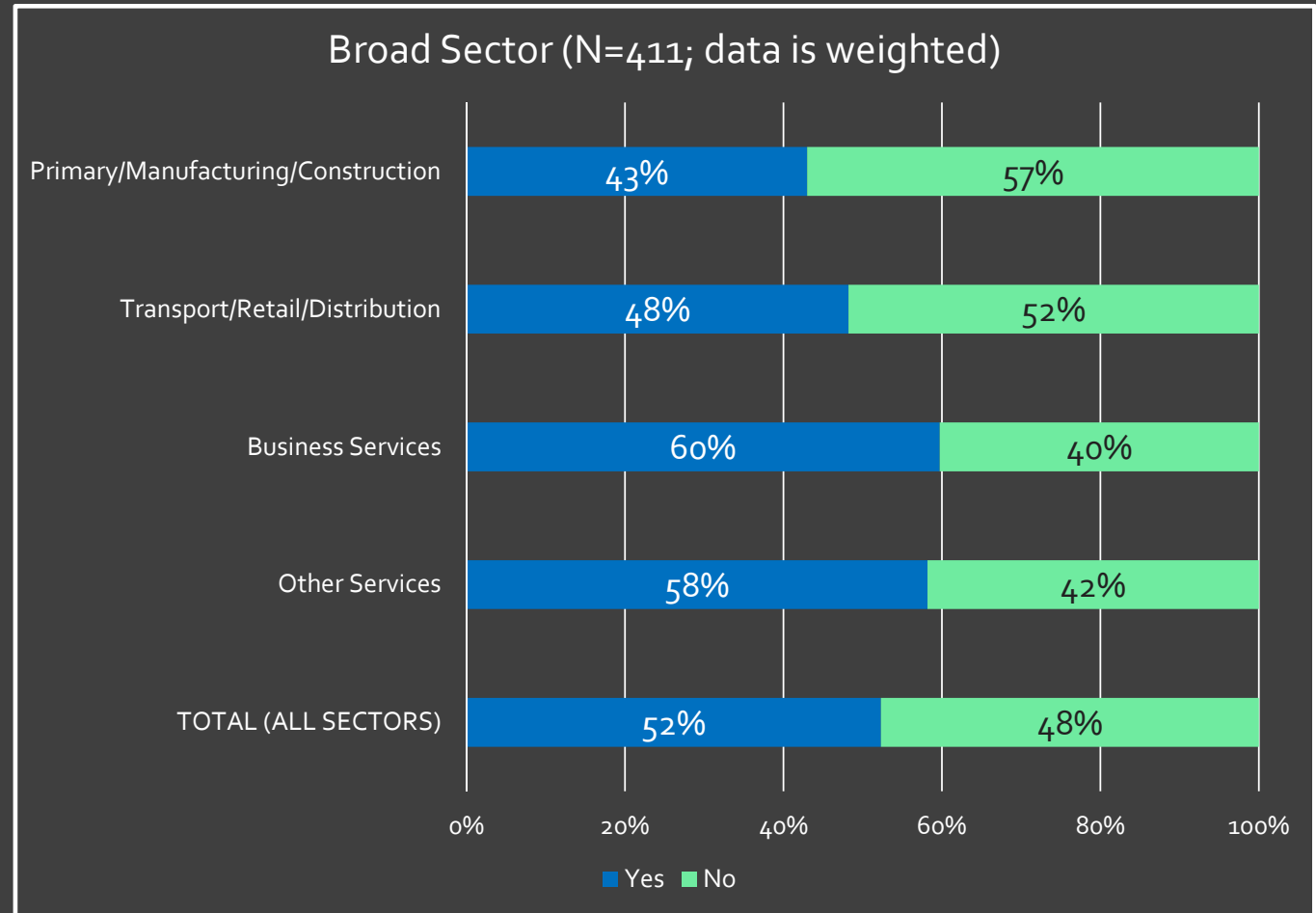
## Descriptive statistics: Sector

Broad Sector	Frequency	Percent
Primary / Manufacturing / Construction	99	24.1%
Transport / Retail / Distribution	112	27.3%
Business Services	144	35.1%
Other services	55	13.4%
<b>TOTAL</b>	<b>410</b>	<b>100.0%</b>

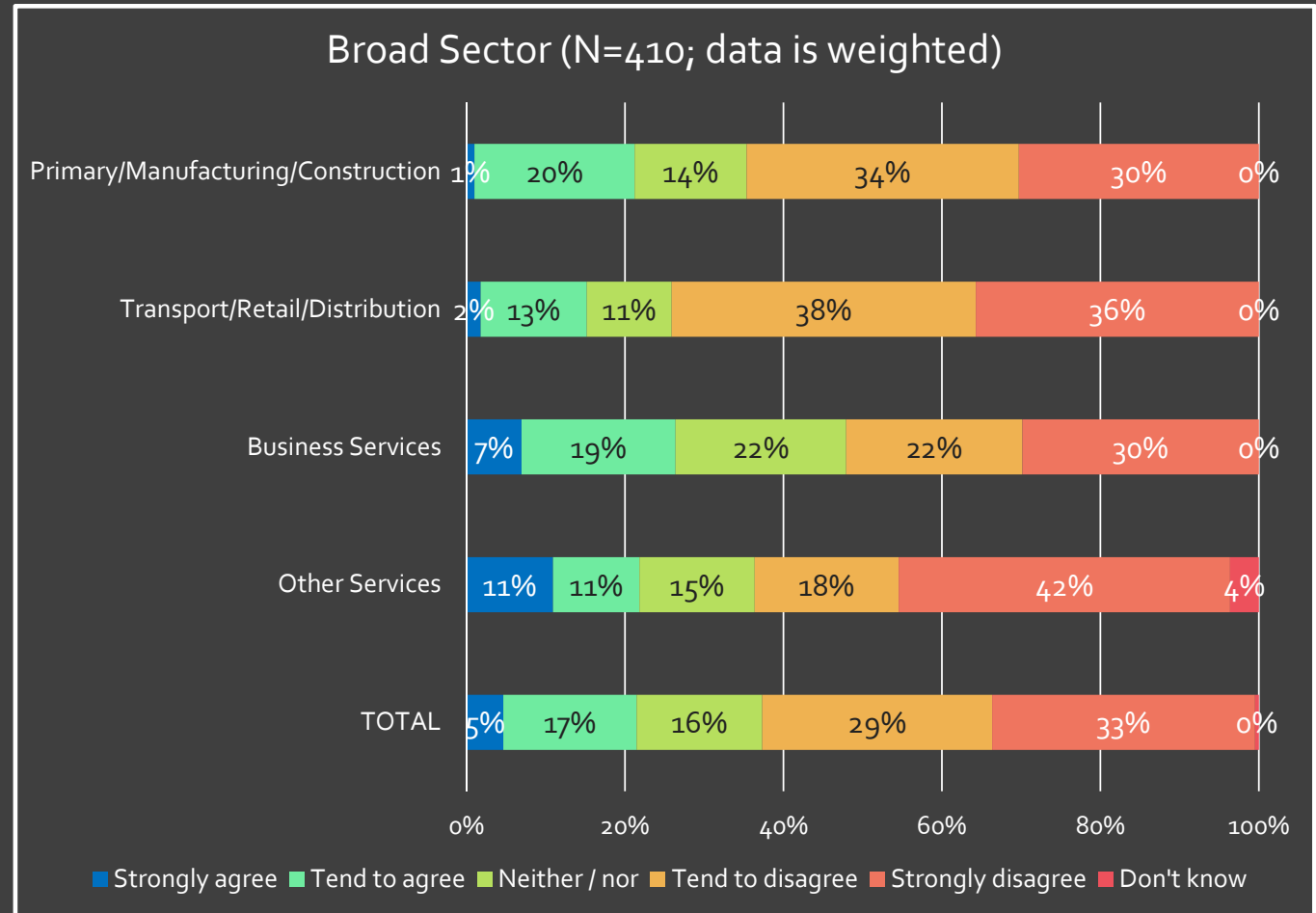
Crosstab:  
'Does your organisation currently use foreign languages, in addition to English?'



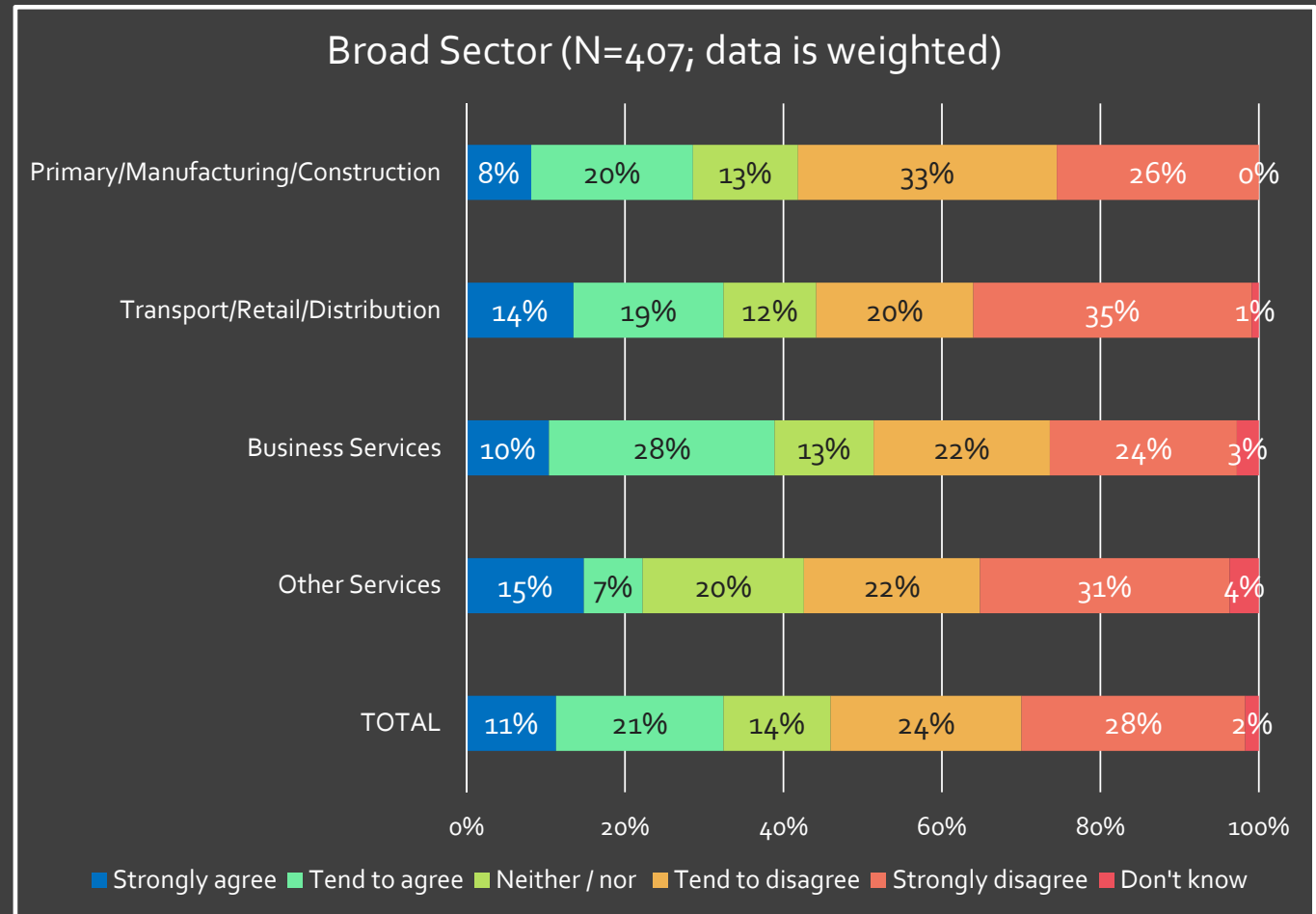
Crosstab:  
'Thinking of your organisation, would additional foreign languages be helpful to extend business opportunities in the future?'



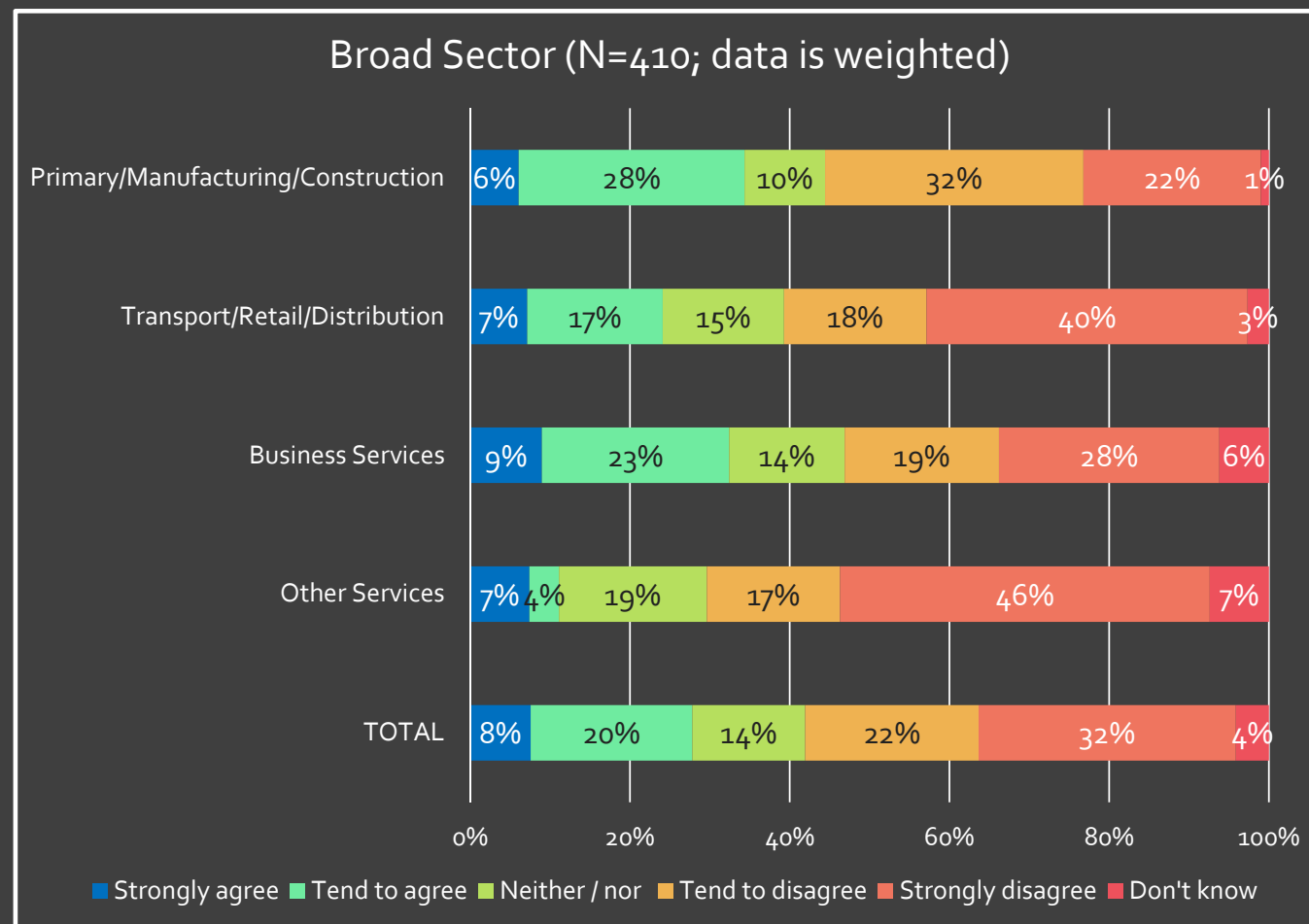
Crosstabs:  
Thinking about  
economic  
growth for my  
organisation...  
'Better foreign  
language skills  
would improve  
our  
competitiveness'



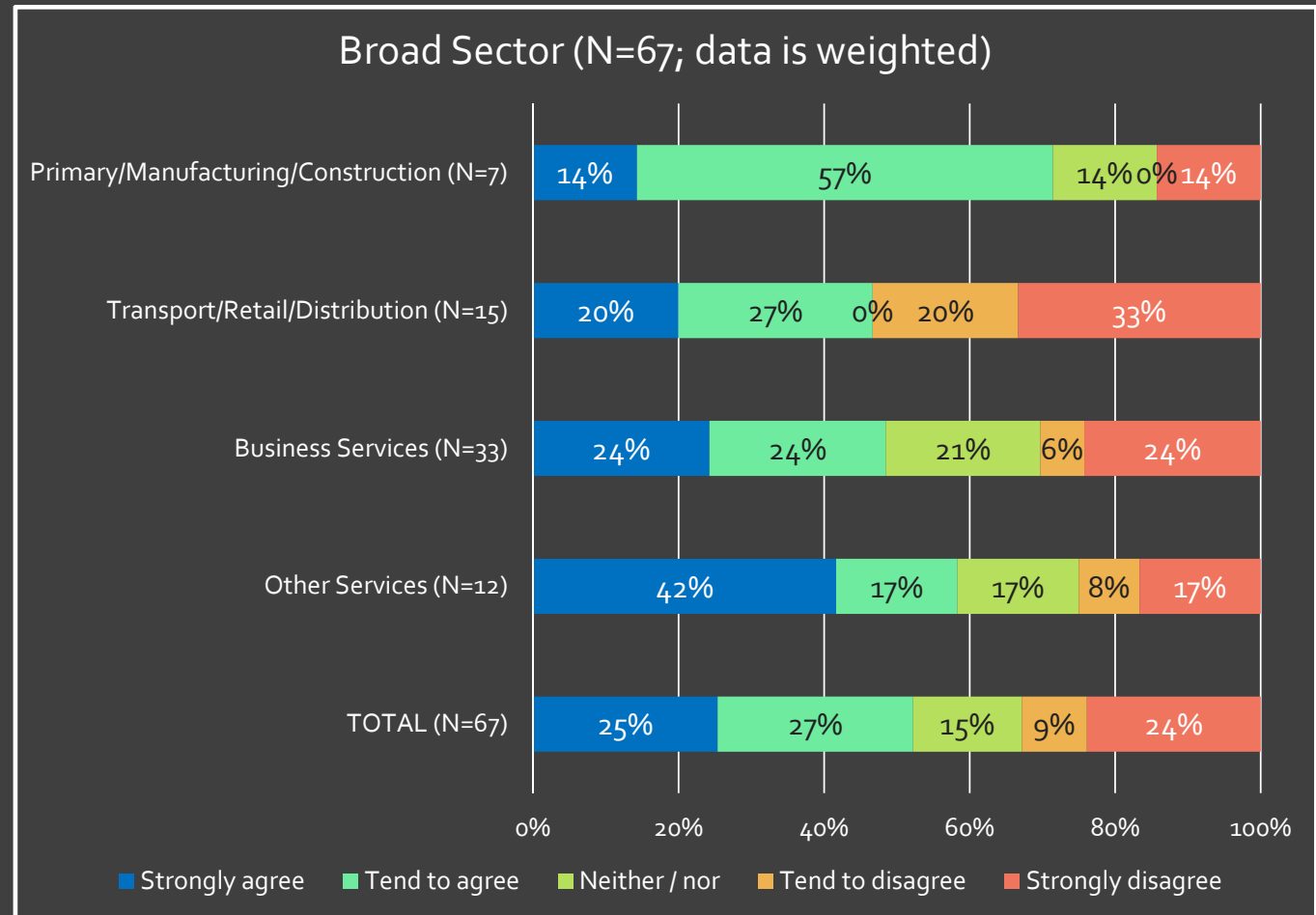
Crosstabs:  
Thinking about  
economic  
growth for my  
organisation...  
'Better language  
skills would  
strengthen  
relationships  
with  
international  
clients'



Crosstabs:  
Thinking about  
economic  
growth for my  
organisation...  
'Better foreign  
language skills  
would boost  
exports and  
international  
trade'



Crosstabs:  
SMEs that use  
languages:  
'My organisation  
actively recruits  
employees with  
language skills'  
(small sample)





## 6) Crosstabulations: Turnover (weighted data)

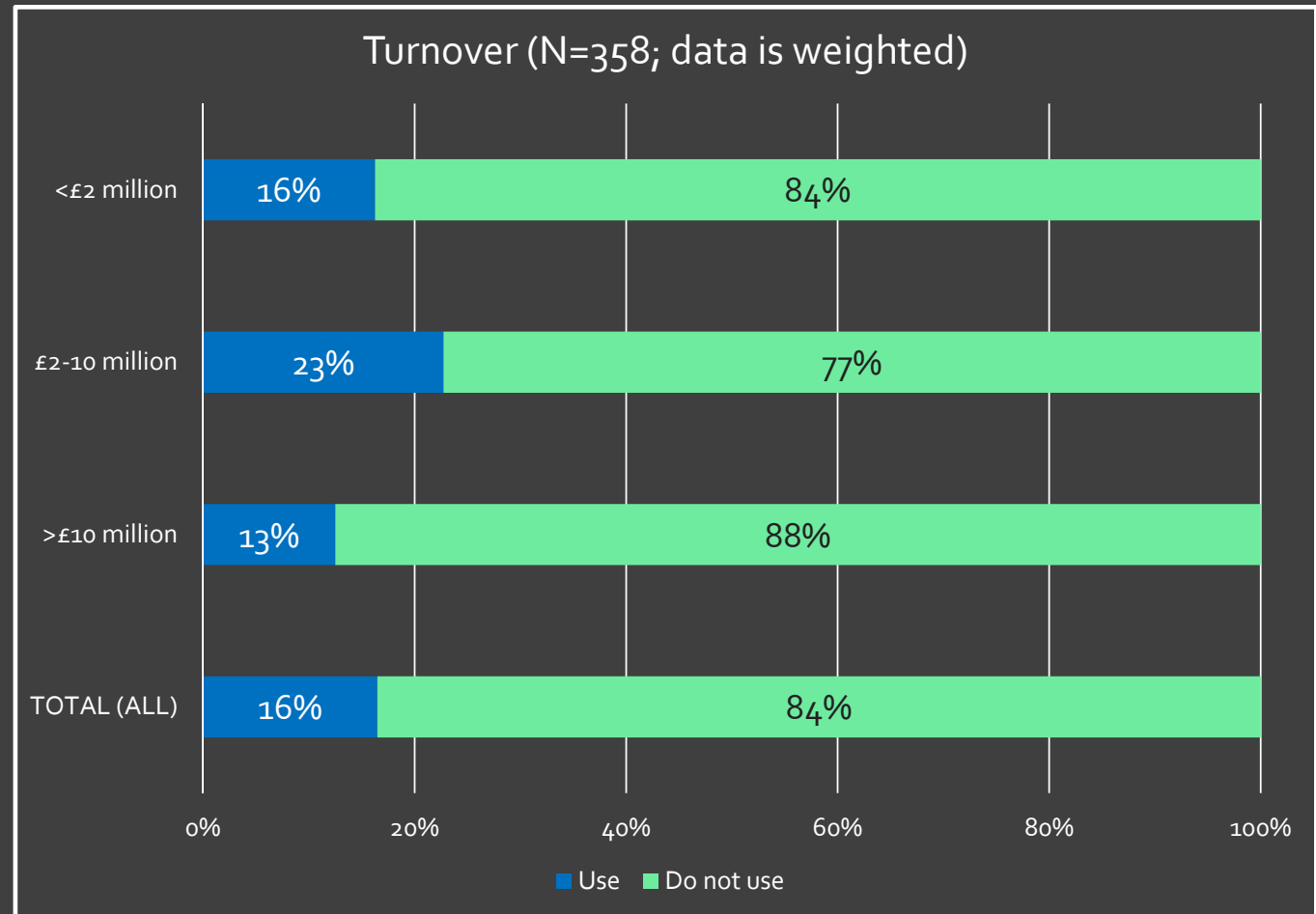
By crosstabulating data, it becomes possible to understand how attitudes towards languages vary SMEs in different sectors

## Descriptive statistics: Turnover (re-grouped)

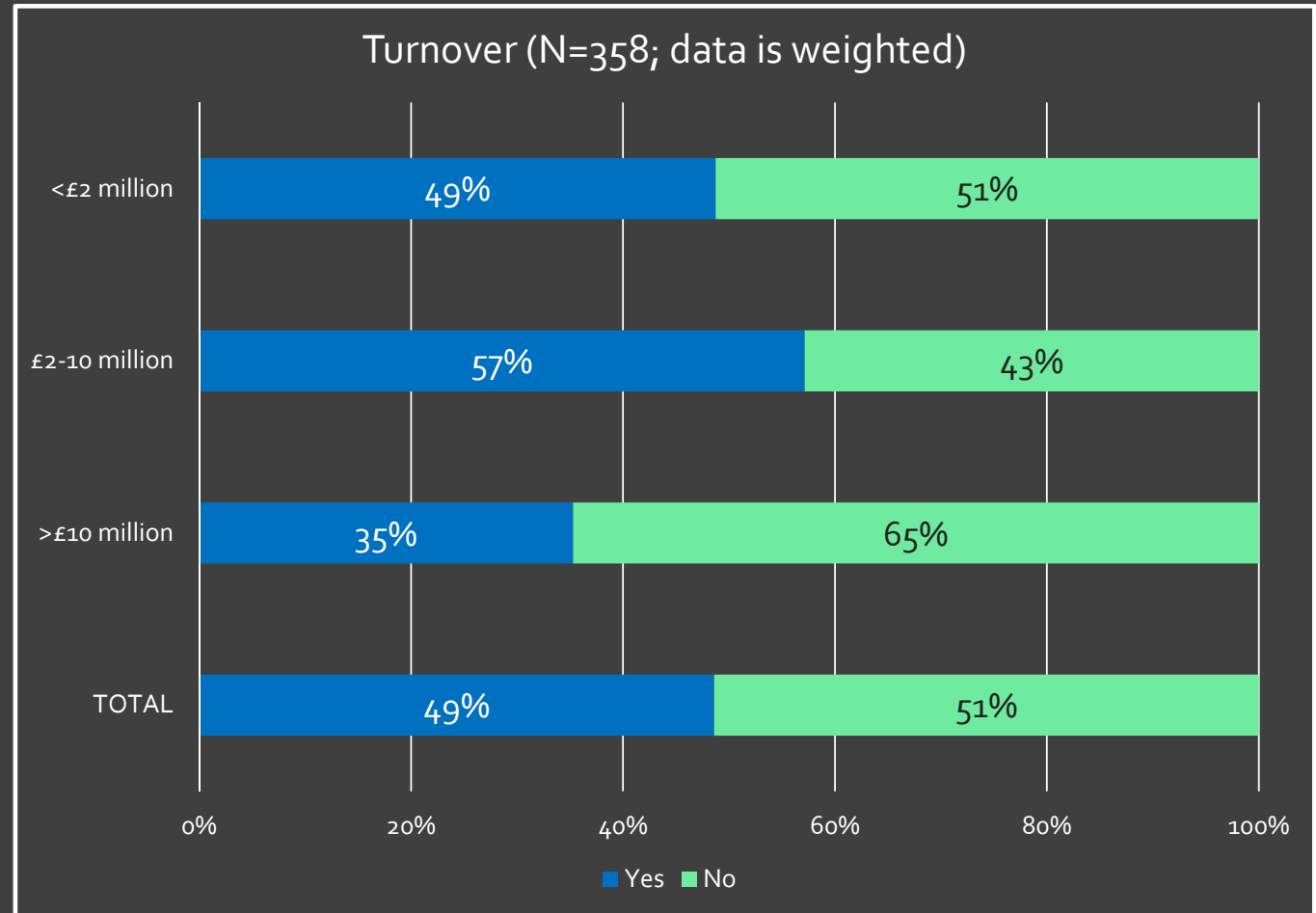
	Frequency	Percent
<£2 million	320	89.4%
£2-10 million	21	5.9%
>£10 million	17	4.7%
<b>TOTAL</b>	<b>358</b>	<b>100.0%</b>

- Note that when data is weighted the sample sizes for the larger categories become **very** small
- The data in the next two slides should therefore be interpreted with caution

Crosstab:  
'Does your organisation currently use foreign languages, in addition to English?'



Crosstab:  
'Thinking of your organisation, would additional foreign languages be helpful to extend business opportunities in the future?'





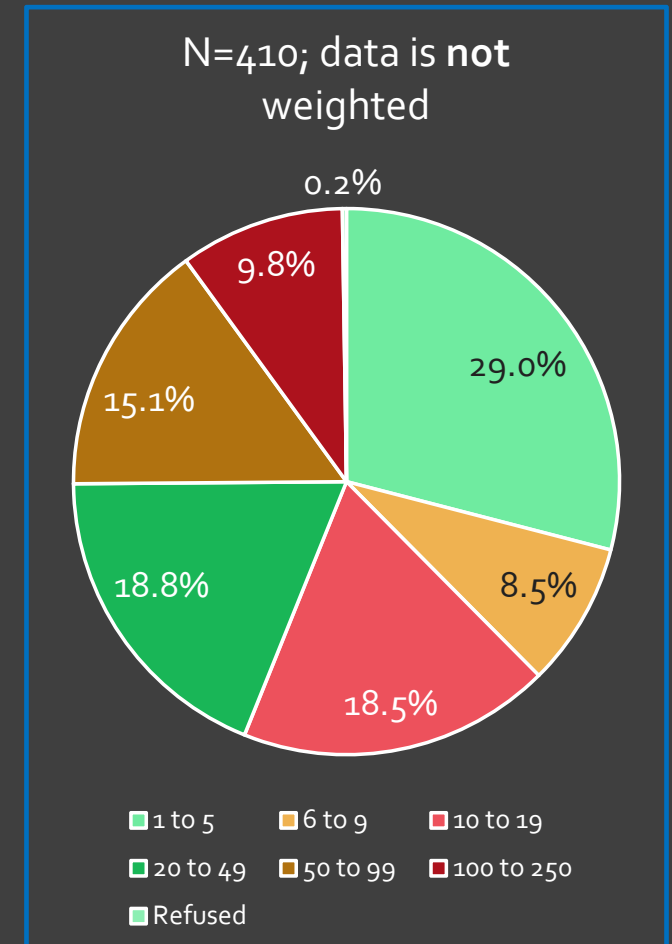
# Addendum: Survey respondents - unweighted data

Demographic characteristics of the SME sample (N=410)



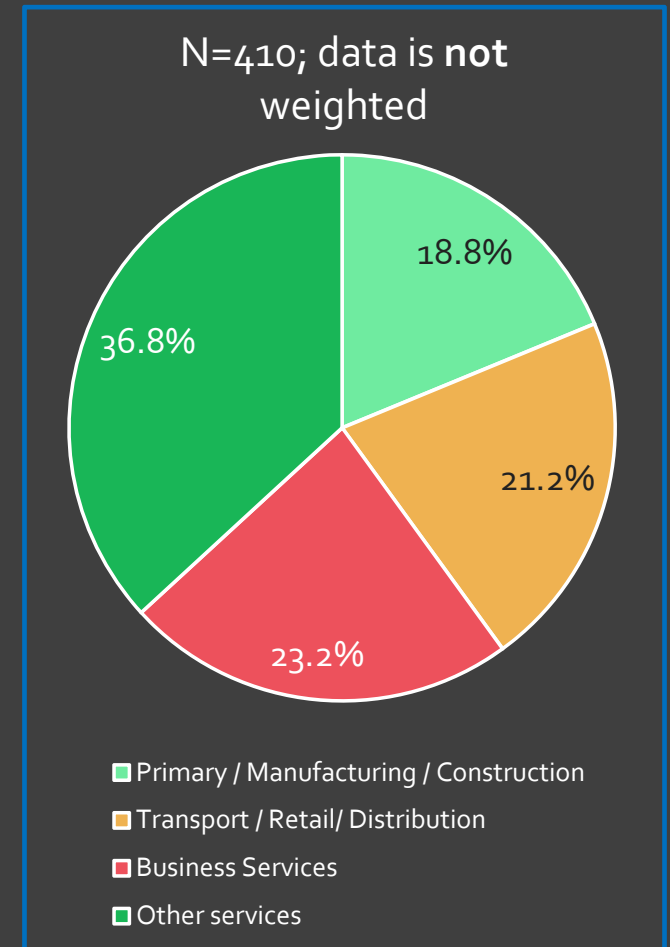
## Demographic characteristics: SME Size

Size (Employees)	Frequency	Percent
1 to 5	119	29.0%
6 to 9	35	8.5%
10 to 19	76	18.5%
20 to 49	77	18.8%
50 to 99	62	15.1%
100 to 250	40	9.8%
Refused	1	0.2%
<b>TOTAL</b>	<b>410</b>	<b>100.0%</b>



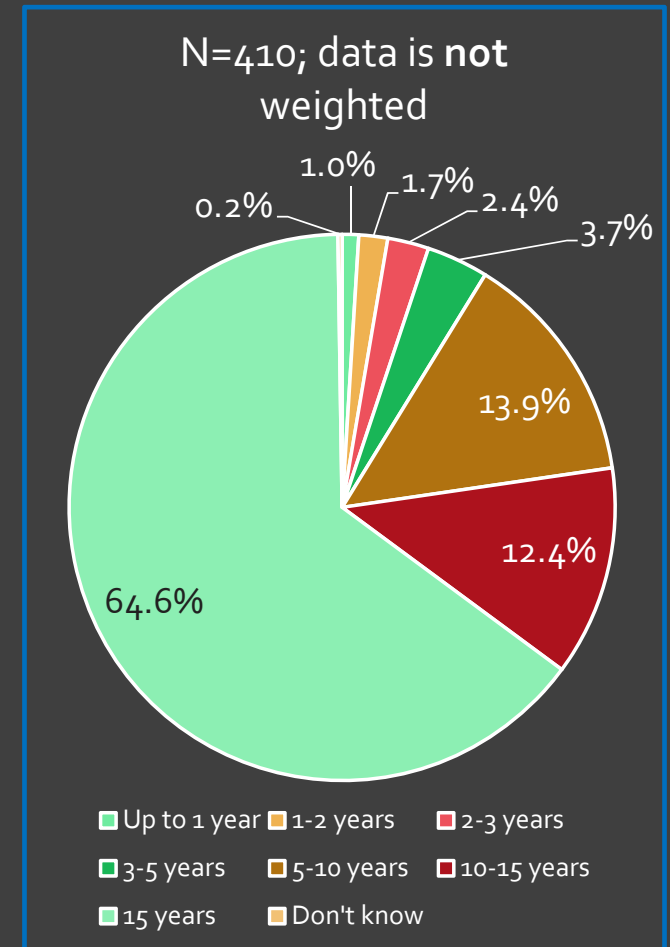
# Demographic characteristics: SME Sector

Broad Sector	Frequency	Percent
Primary / Manufacturing / Construction	77	18.8%
Transport / Retail / Distribution	87	21.2%
Business Services	95	23.2%
Other services	151	36.8%
<b>TOTAL</b>	<b>410</b>	<b>100.0%</b>



# Demographic characteristics: SME Longevity

Trading For	Frequency	Percent
Up to 1 year	4	1.0%
1-2 years	7	1.7%
2-3 years	10	2.4%
3-5 years	15	3.7%
5-10 years	57	13.9%
10-15 years	51	12.4%
>15 years	265	64.6%
Don't know	1	0.2%
<b>TOTAL</b>	<b>410</b>	<b>100.0%</b>





## Demographic characteristics: SME Turnover

Turnover	Frequency	Percent
Up to £50,000	19	4.6%
£50,001 to £100,000	28	6.8%
£100,001 to £250,000	45	11.0%
£250,001 to £500,000	43	10.5%
£500,001 to £1,000,000	52	12.7%
£1,000,001 to £2,000,000	42	10.2%
£2,000,001 to £5,000,000	47	11.5%
£5,000,001 to £10,000,000	30	7.3%
£10,000,001 to £25,000,000	22	5.4%
Over £25,000,000	17	4.1%
Don't Know	35	8.5%
Refused	30	7.3%
<b>TOTAL</b>	<b>410</b>	<b>100.0%</b>

# Born Global SME Languages Survey

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Education  
AND  
Employers  
RESEARCH