

FINAL REPORT FROM CELAN QUESTIONNAIRE FOR BUSINESS

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Project Manager
EURASHE
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SECTION I. WHO FILLED THE QUESTIONNAIRE

Q1. Please indicate the EU Member State in which your enterprise / business representative organisation is based.



Romania 25%



Denmark 14%



Estonia 10%



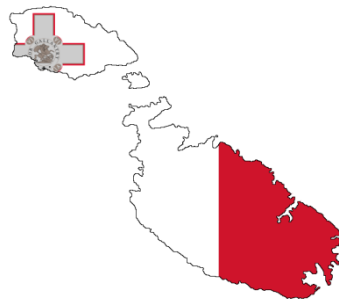
France 9%



Italy 7%



Spain 5%



Malta 5%



Germany 4%



Belgium 3%

SECTION I. WHO FILLED THE QUESTIONNAIRE

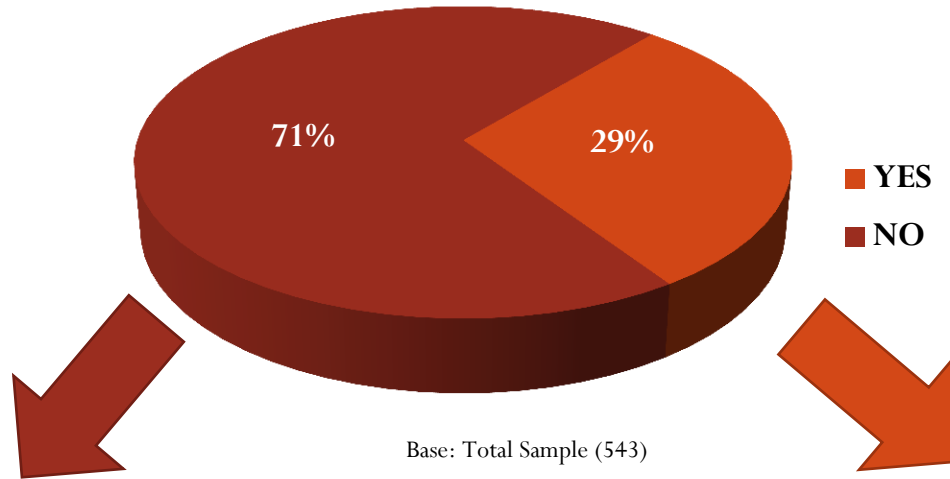
Q1. Please indicate the EU Member State in which your enterprise / business representative organisation is based.

COUNTRY	%
Romania	25.0
Denmark	14.0
Estonia	10.3
France	9.0
Italy	7.0
Spain	5.2
Malta	4.8
Germany	4.4
Belgium	2.9
Latvia	2.4
Greece	2.2
Bulgaria	1.8
United Kingdom	1.7
Sweden	1.5
The Netherlands	1.3
Lithuania	0.9
Finland	0.7
Hungary	0.7
Portugal	0.7
Austria	0.6
Luxembourg	0.6
Poland	0.6
Cyprus	0.4
Ireland	0.4
Czech Republic	0.2
Switzerland	0.2
Norway	0.2
Slovenia	0.2
Slovakia	0.2
Base: Total Sample	(543)

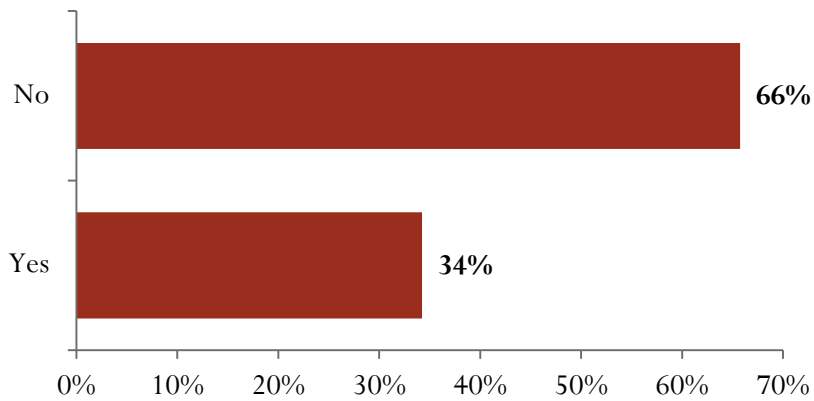
SECTION I. WHO FILLED THE QUESTIONNAIRE

Q5. Are you a Business Representative Organisation? Q6. If yes, at what level? Q8. If not, is your enterprise part of a larger foreign group?

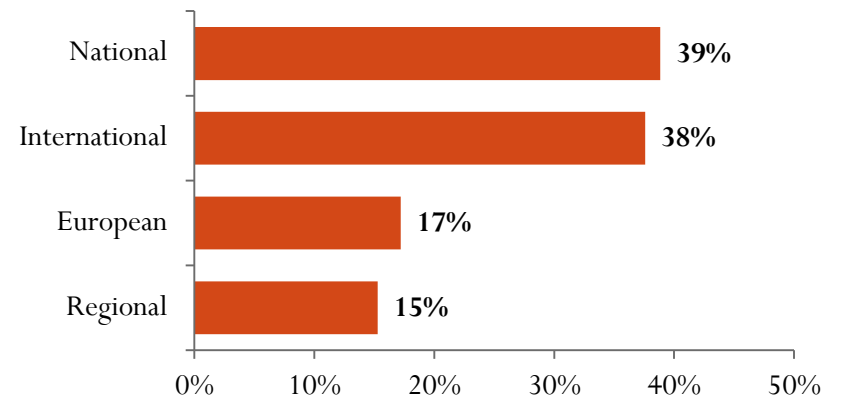
Are you a BRO?



Part of a larger foreign group



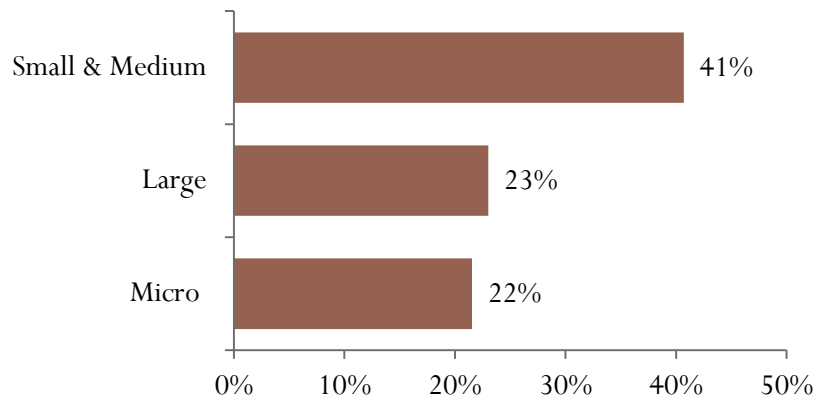
BROs' Level



SECTION I. WHO FILLED THE QUESTIONNAIRE

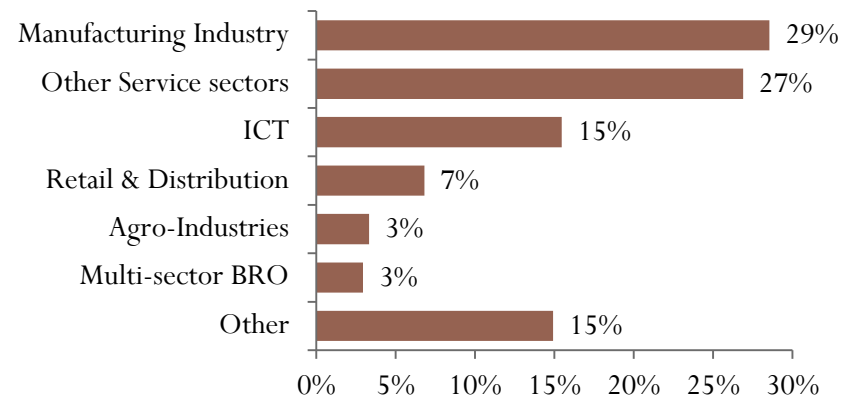
Q7. Size of your enterprise. Q9. Sector of activity.

Size of your enterprise



Base: Total Sample (543)

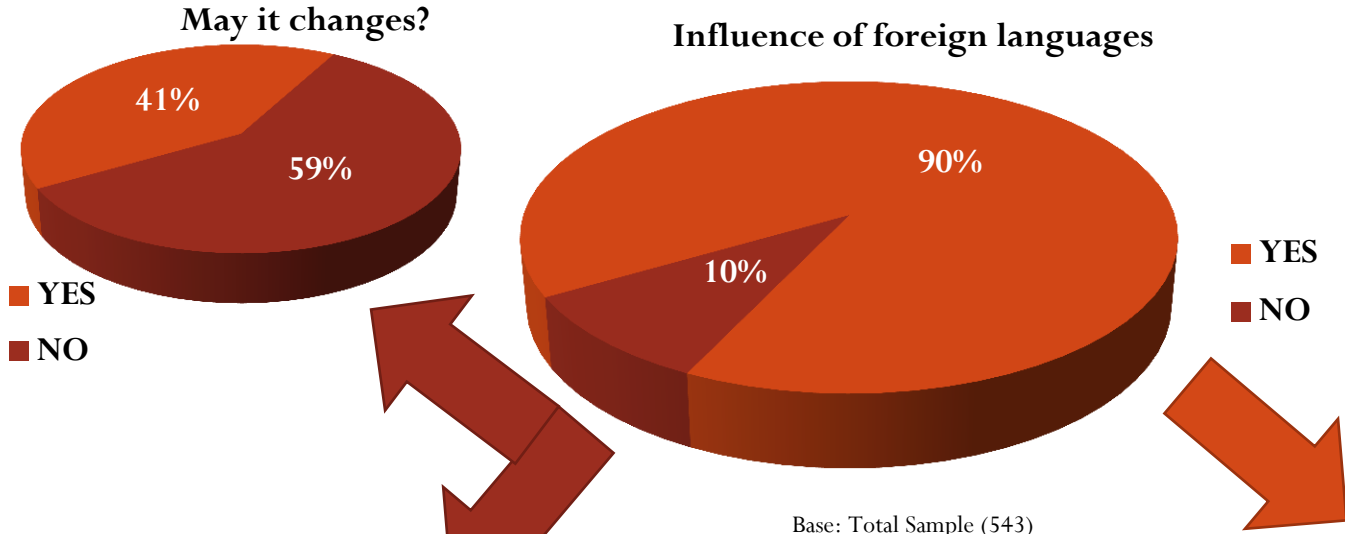
Sector of activity



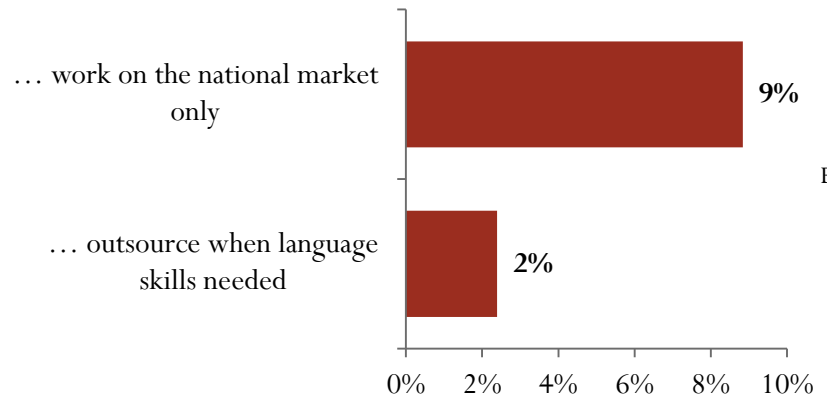
Base: Total Sample (543)

SECTION II. EXPERIENCE OF LANGUAGES IN BUSINESS

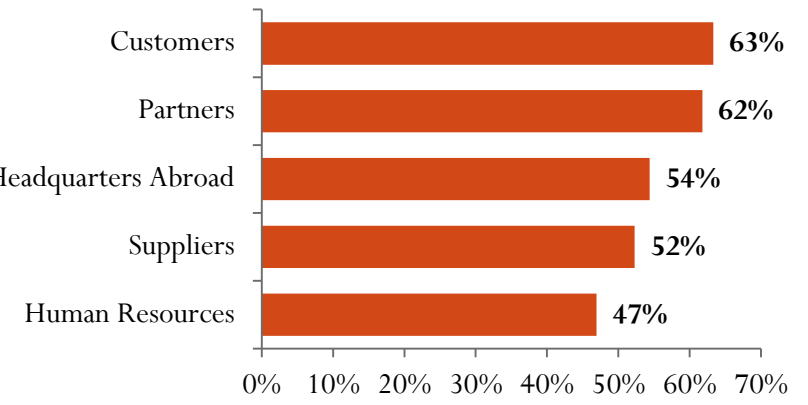
Q15. Does the knowledge of foreign languages in your enterprise matter for its operation or its competitiveness on the market? Q16. If yes, where? Q17. If no, why? Q18. Do you think that this may change in the next few years?



Because ...



Where? (TopBox)

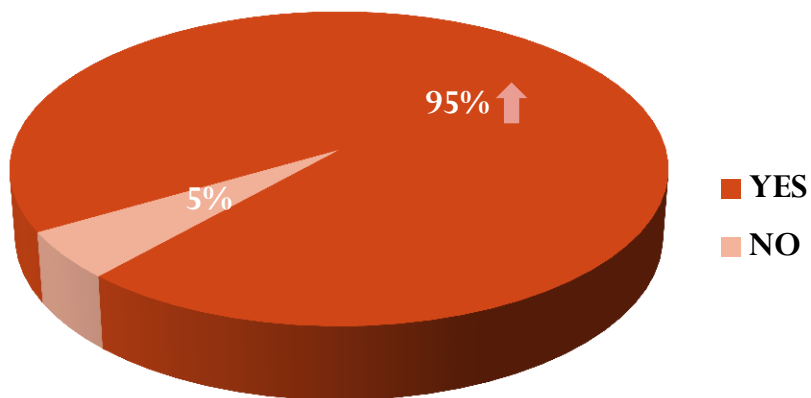


SECTION II. EXPERIENCE OF LANGUAGES IN BUSINESS BROS VS. ENTERPRISES

Q15. Does the knowledge of foreign languages in your enterprise matter for its operation or its competitiveness on the market?

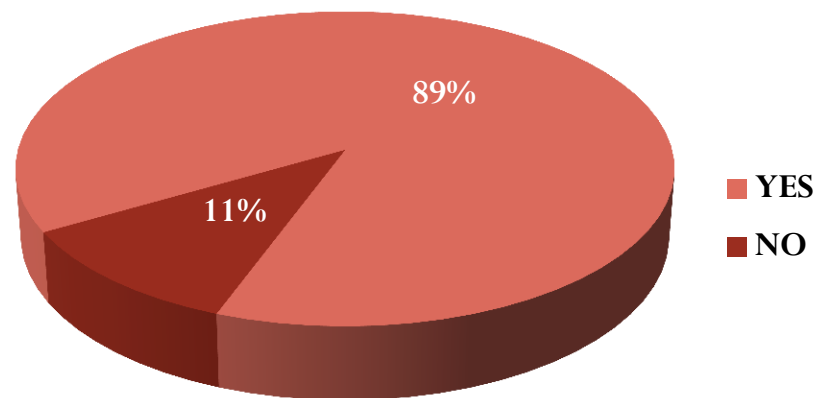
Influence of foreign languages

BROs



Base: Total Sample (154)

Enterprises



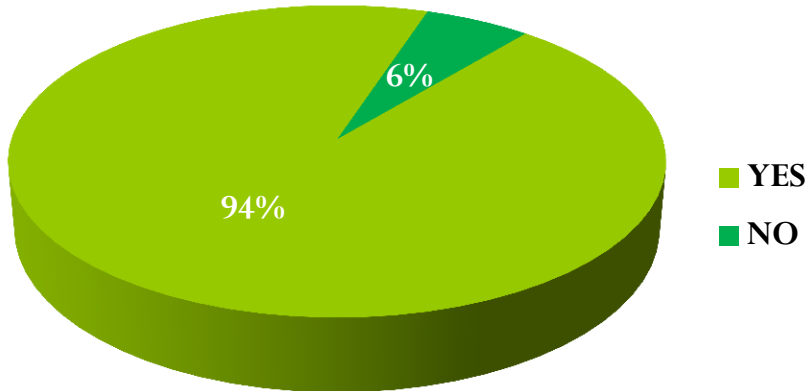
Base: Total Sample (154)

SECTION II. EXPERIENCE OF LANGUAGES IN BUSINESS

Differences within the sectors

Q15. Does the knowledge of foreign languages in your enterprise matter for its operation or its competitiveness on the market?

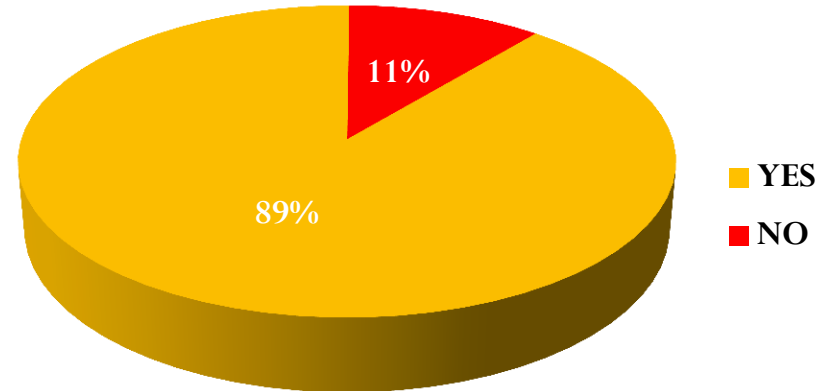
Agro-Industries +
Manufacturing Industry



Base: (173)

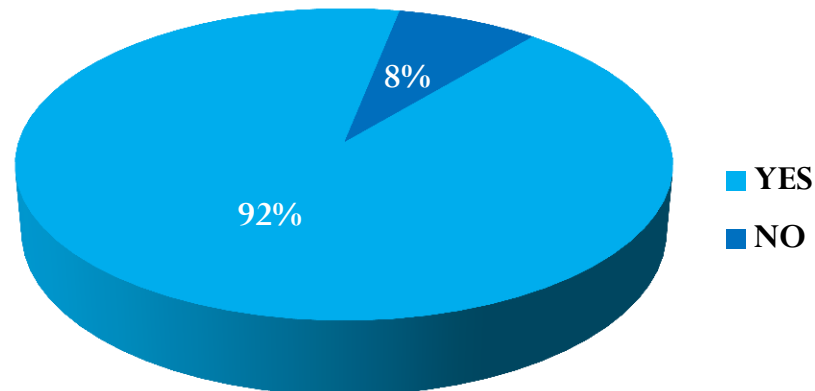
Influence of foreign
languages

Retail&Distribution +
Other Services sectors



Base: (175)

ICT + Multi-sector BRO

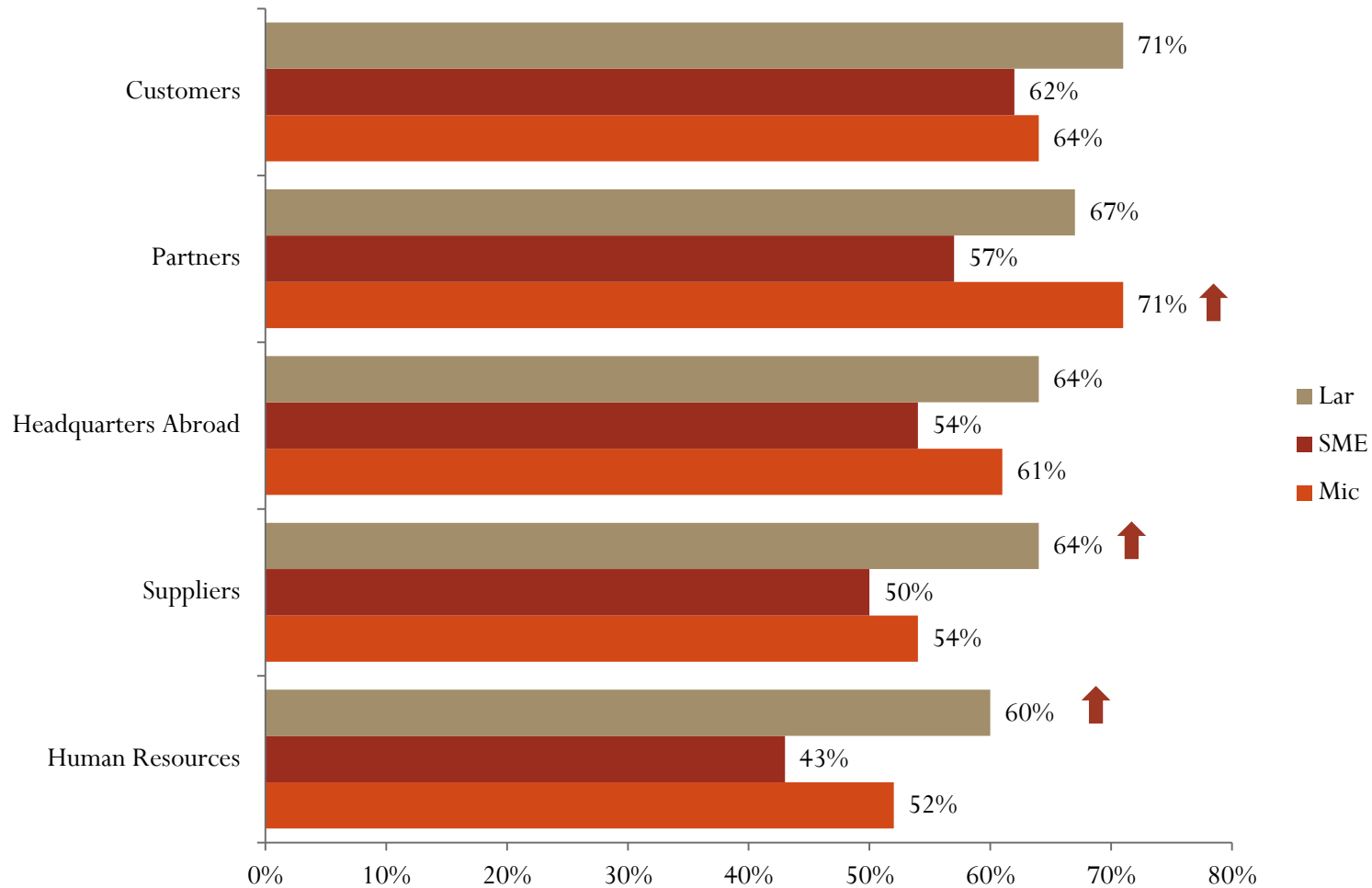


Base: (98)

SECTION II. EXPERIENCE OF LANGUAGES IN BUSINESS

Size of enterprise

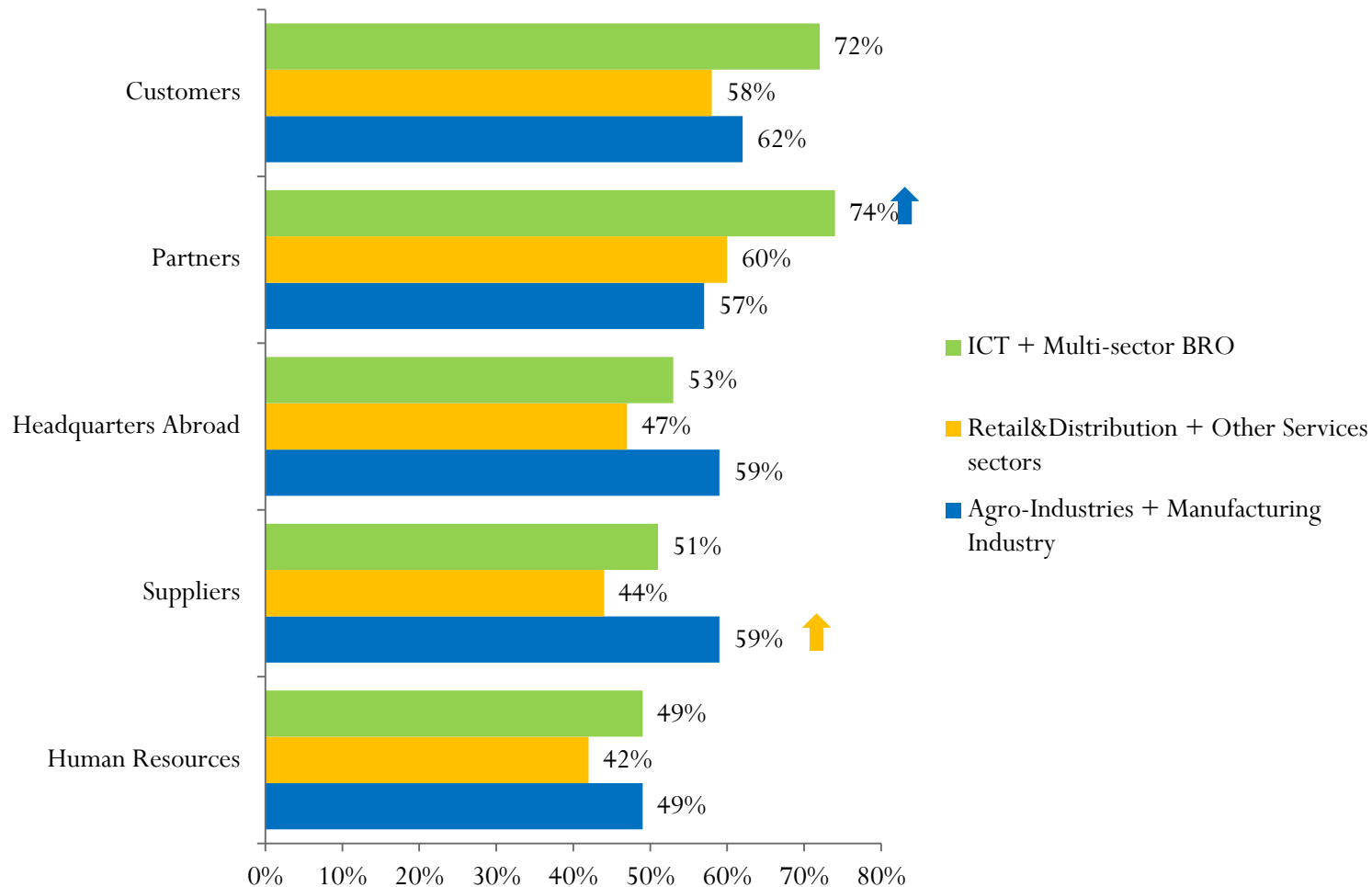
Q16. If yes, where?



SECTION II. EXPERIENCE OF LANGUAGES IN BUSINESS

Differences within the sectors

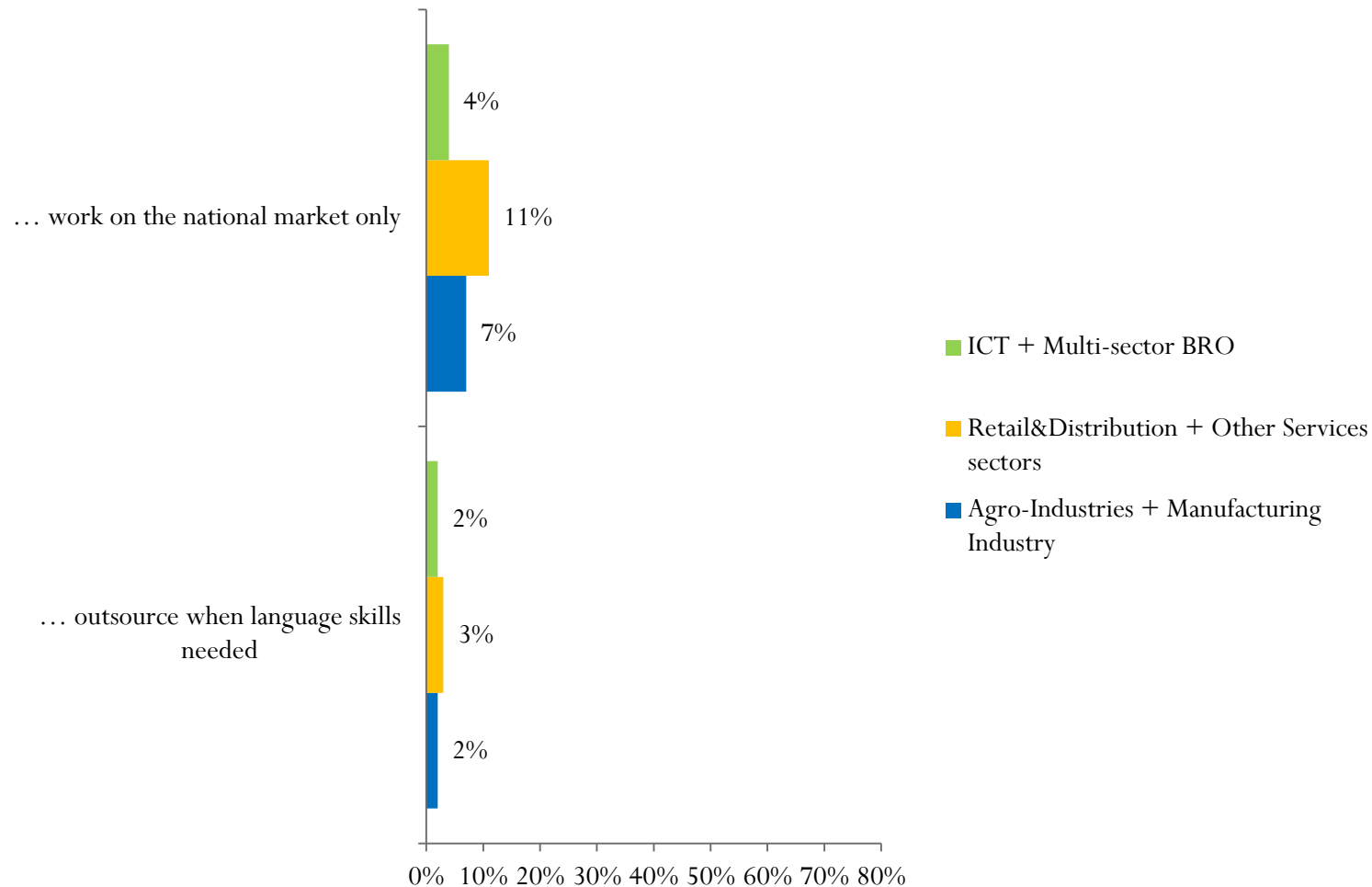
Q16. If yes, where?



SECTION II. EXPERIENCE OF LANGUAGES IN BUSINESS

Differences within the sectors

Q17. If no, why?



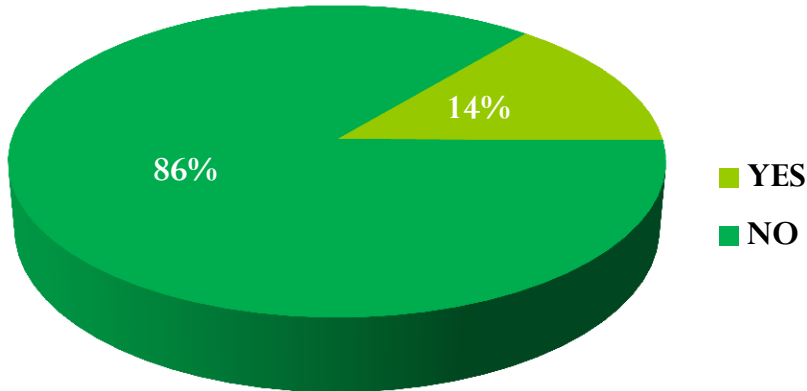
SECTION II. EXPERIENCE OF LANGUAGES IN BUSINESS

Differences within the sectors

Q18. Do you think that this may change in the next few years?

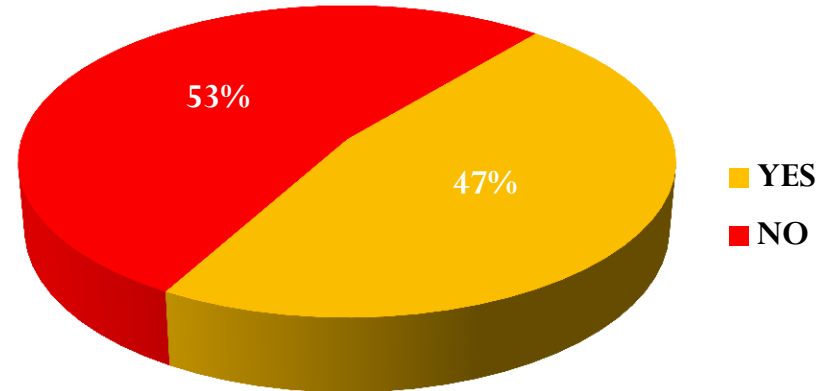
May it changes?

Agro-Industries +
Manufacturing Industry



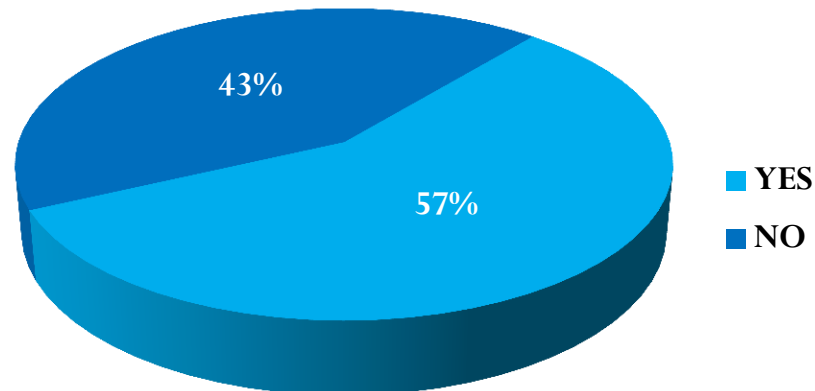
Base: (173)

Retail&Distribution +
Other Services sectors



Base: (175)

ICT + Multi-sector BRO

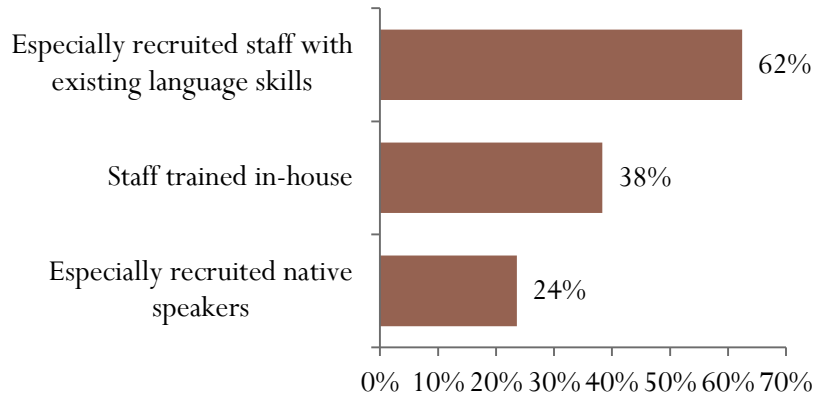


Base: (98)

SECTION II. EXPERIENCE OF LANGUAGES IN BUSINESS

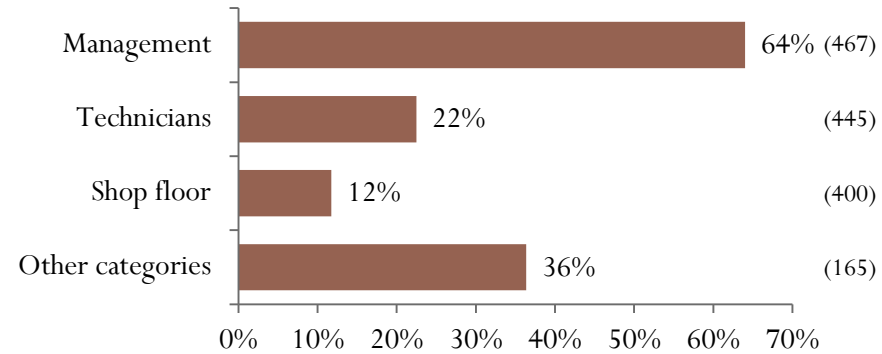
Q19. Do you have in-house language skills? Q20. When recruiting staff, how important is the command of a foreign language for your business? Q21. What motivates the use of languages in your business?

In-house language skills



Importance of the command of a foreign language (TopBox)

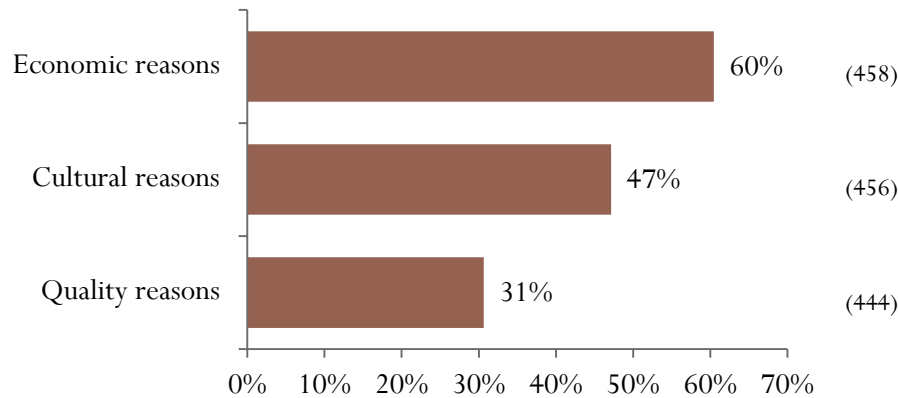
Base:



Base: Total Sample (543)

Motivators for using languages (TopBox)

Base:



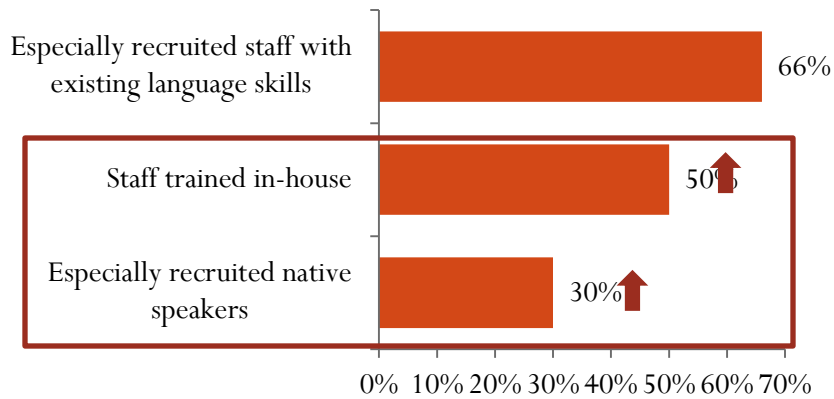
Base: Total Sample (543)

SECTION II. EXPERIENCE OF LANGUAGES IN BUSINESS BROS VS. ENTERPRISES

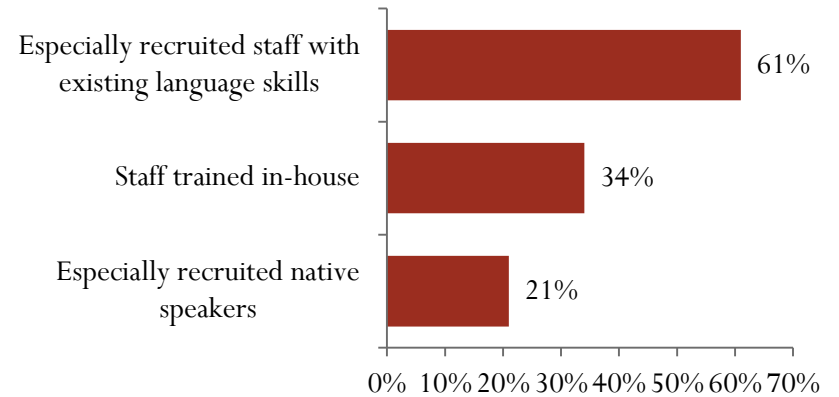
Q19. Do you have in-house language skills?

In-house language skills

BROs



Enterprises

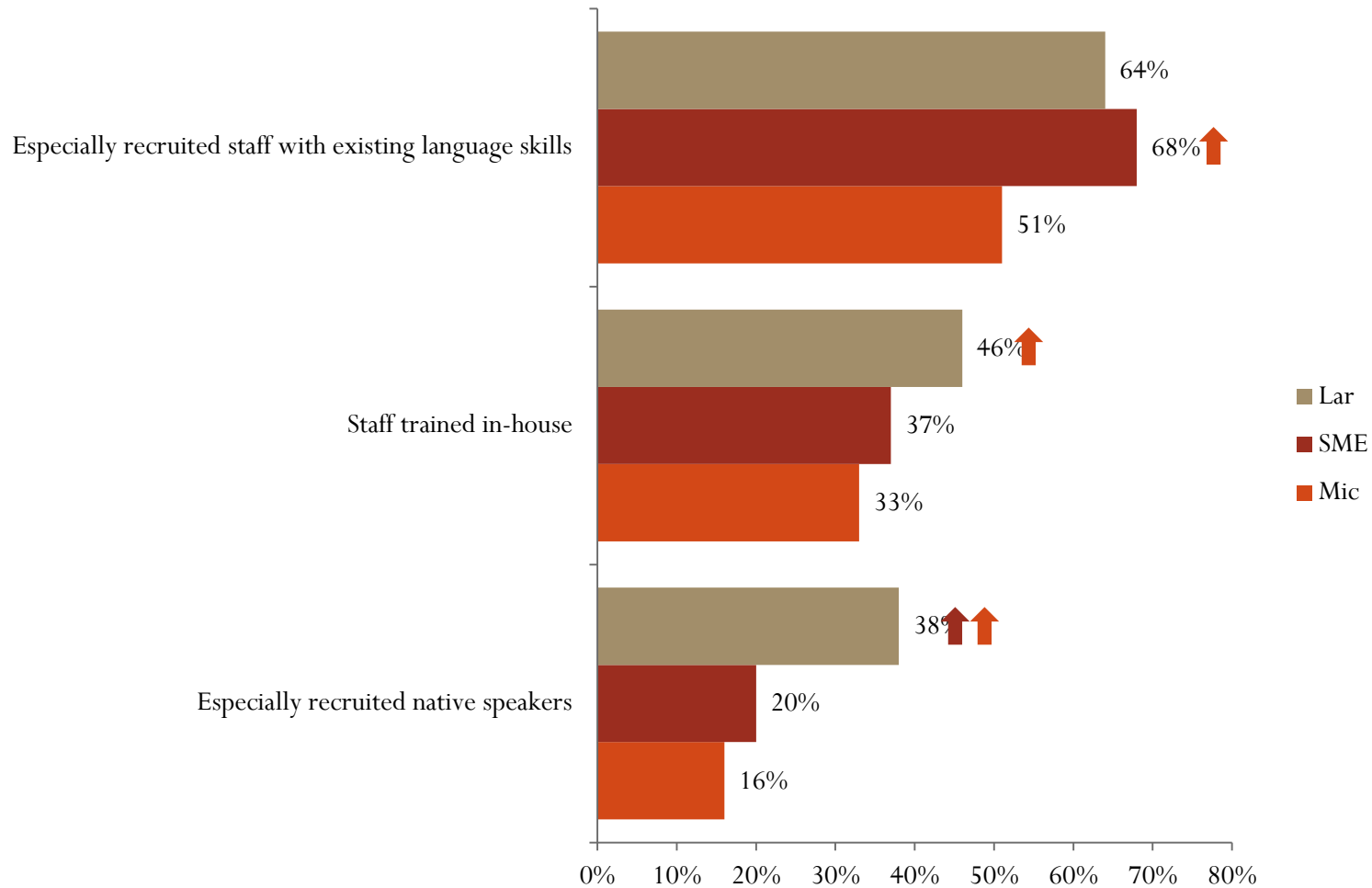


Base: Total Sample (543)

SECTION II. EXPERIENCE OF LANGUAGES IN BUSINESS

Size of enterprise

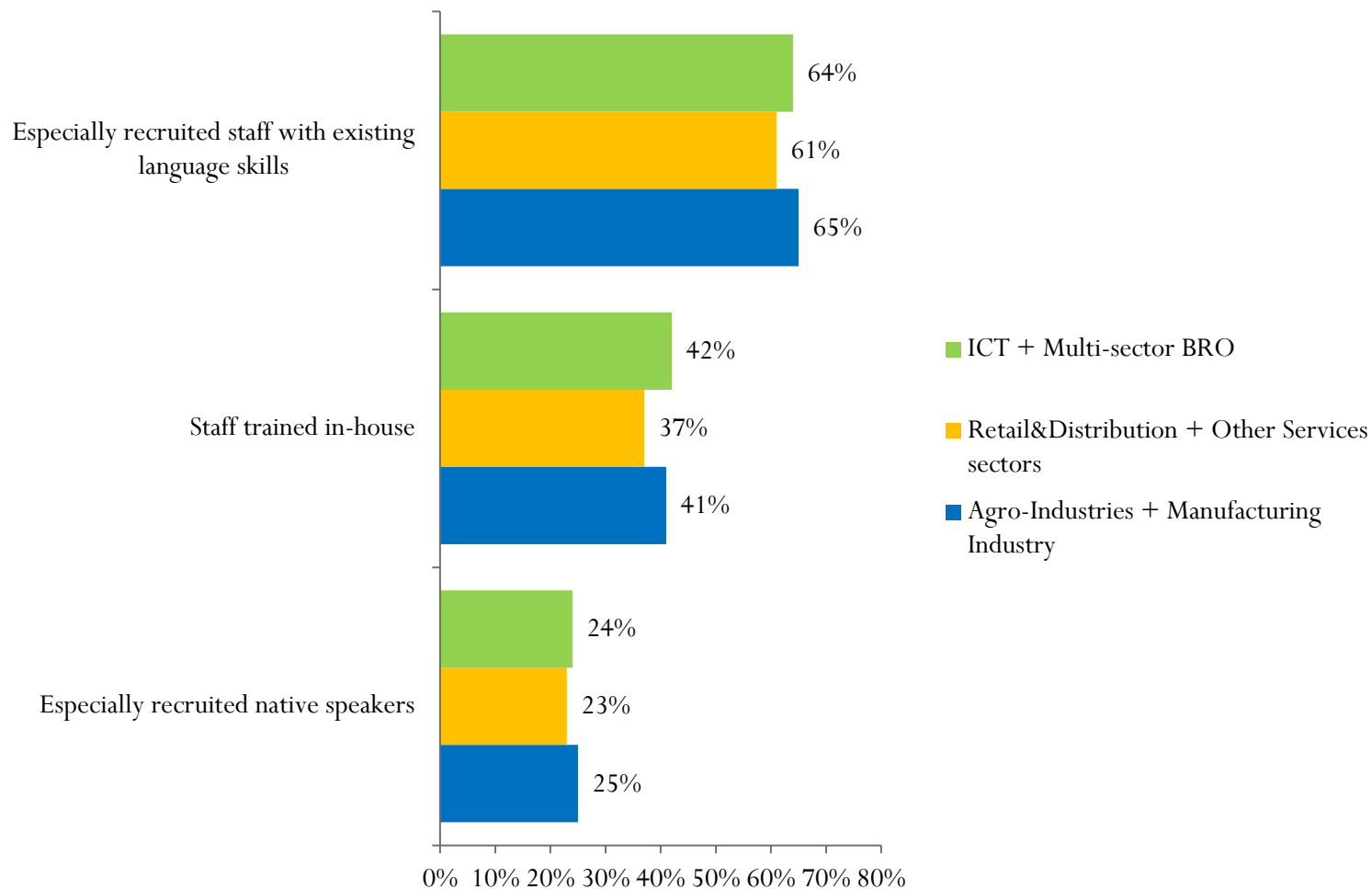
Q19. Do you have in-house language skills?



SECTION II. EXPERIENCE OF LANGUAGES IN BUSINESS

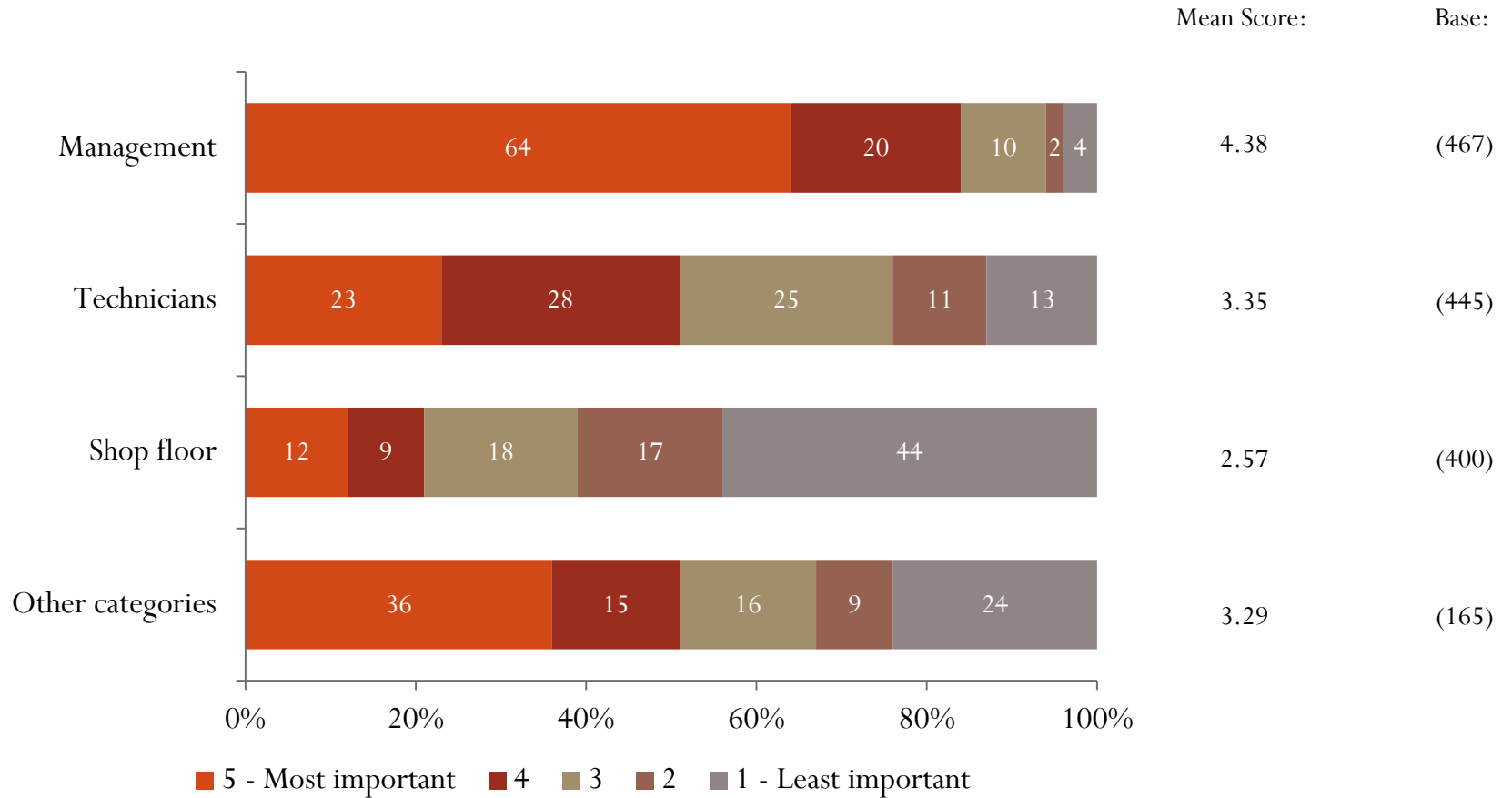
Differences within the sectors

Q19. Do you have in-house language skills?



SECTION II. EXPERIENCE OF LANGUAGES IN BUSINESS

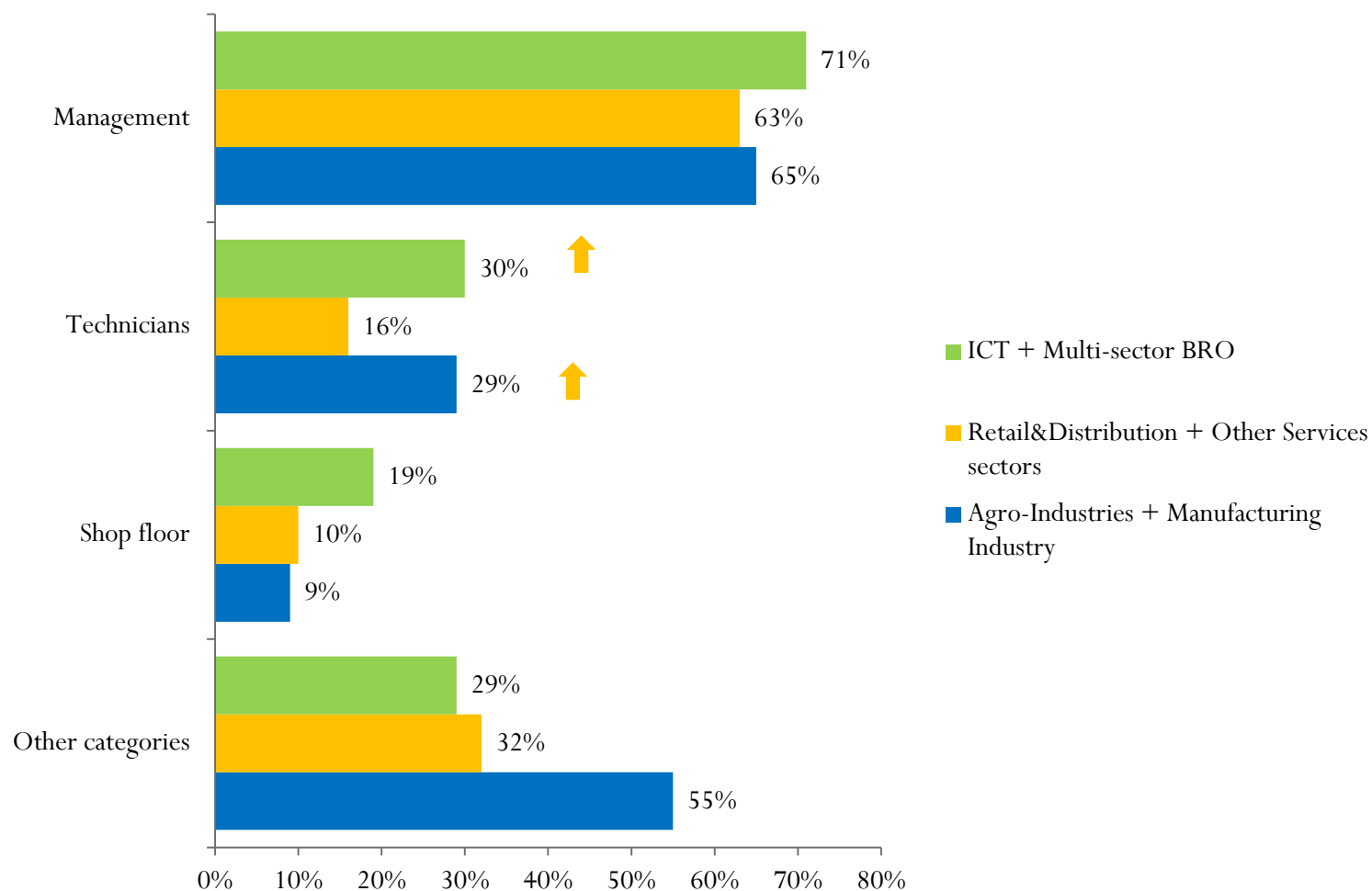
Q20. When recruiting staff, how important is the command of a foreign language for your business?



SECTION II. EXPERIENCE OF LANGUAGES IN BUSINESS

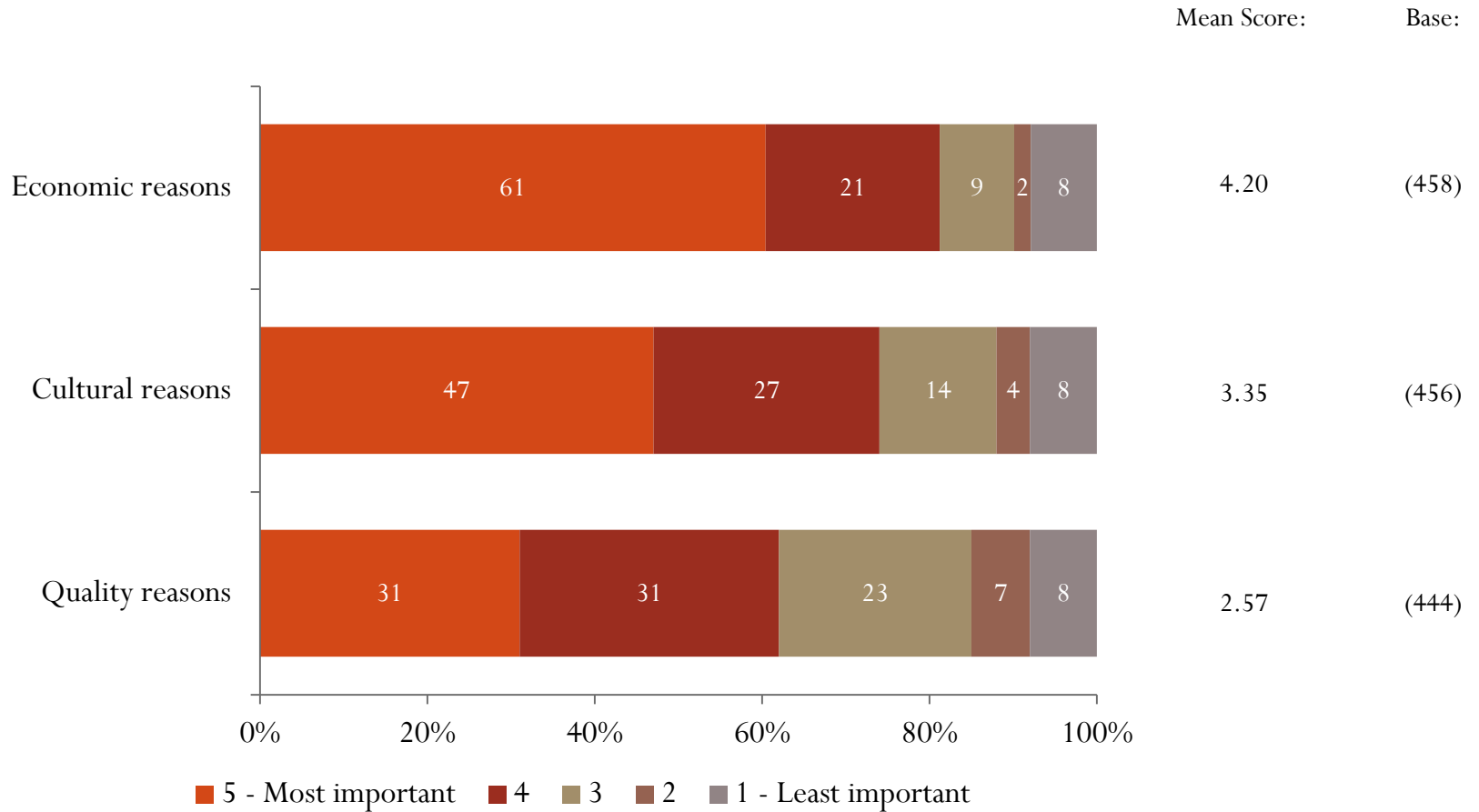
Differences within the sectors

Q20. When recruiting staff, how important is the command of a foreign language for your business?



SECTION II. EXPERIENCE OF LANGUAGES IN BUSINESS

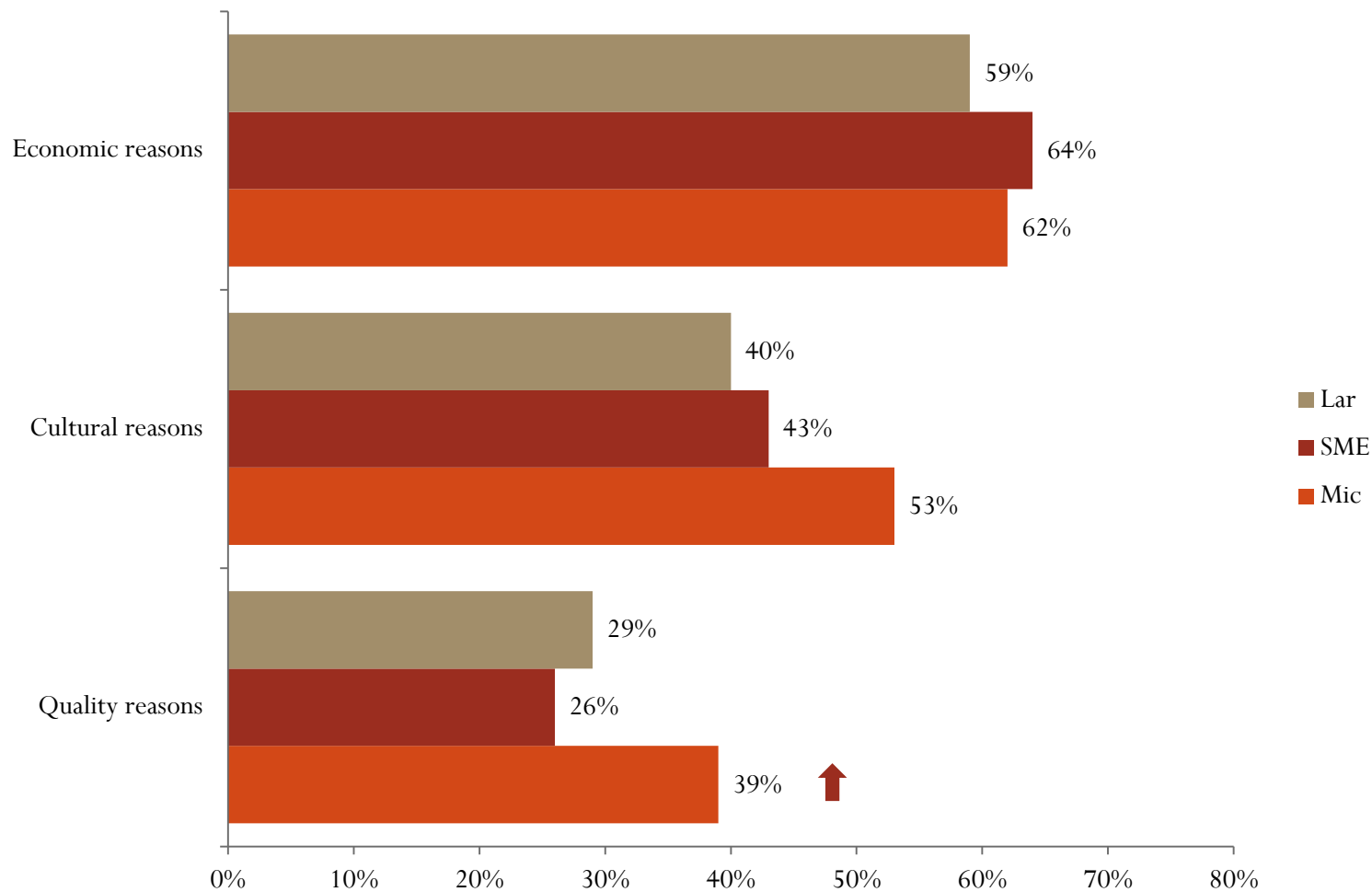
Q21. What motivates the use of languages in your business?



SECTION II. EXPERIENCE OF LANGUAGES IN BUSINESS

Size of enterprise

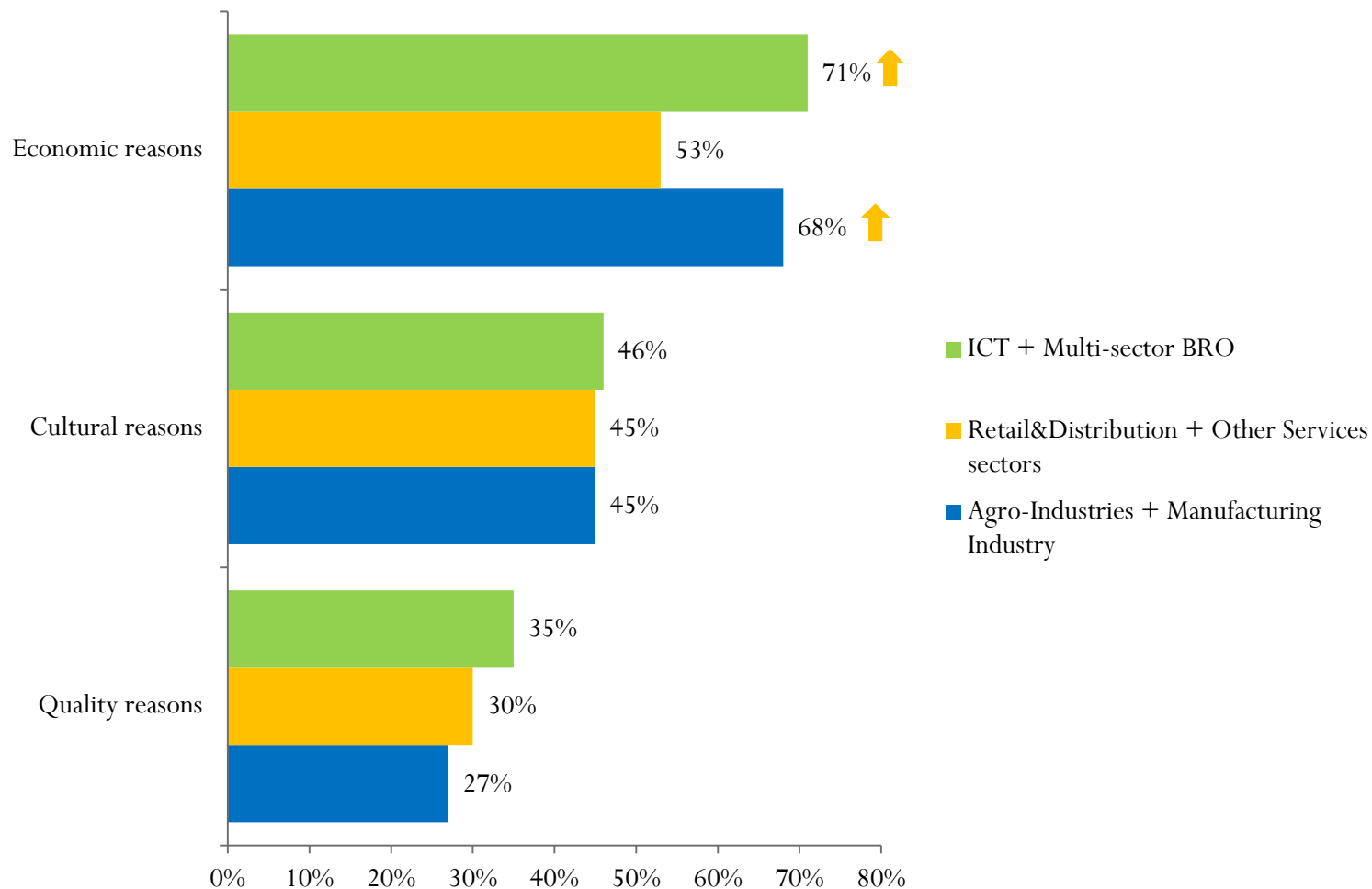
Q21. What motivates the use of languages in your business?



SECTION II. EXPERIENCE OF LANGUAGES IN BUSINESS

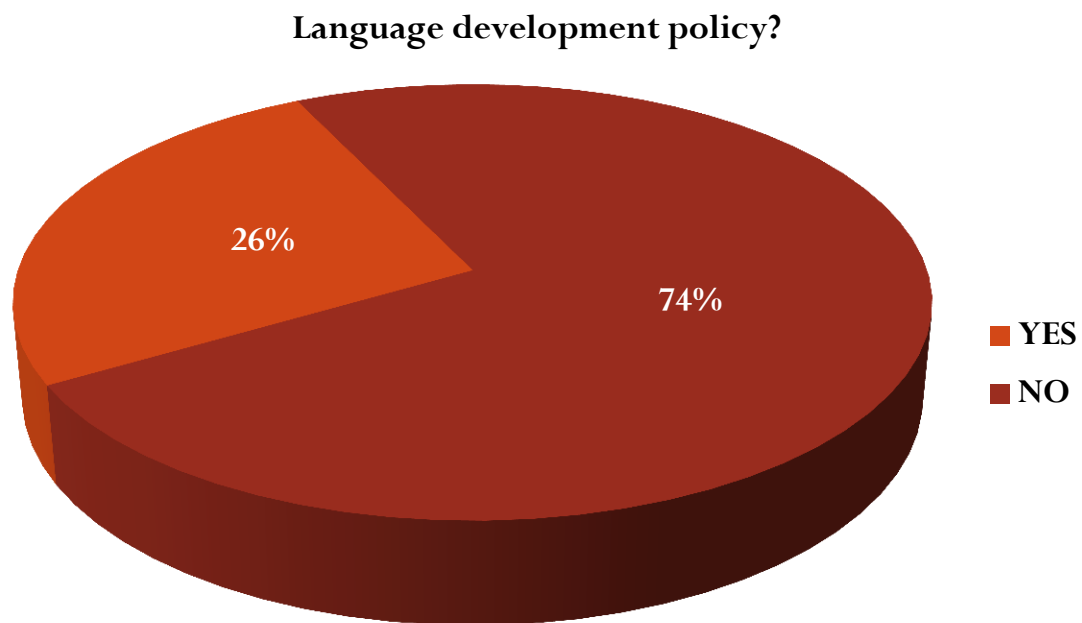
Differences within the sectors

Q21. What motivates the use of languages in your business?



SECTION II. EXPERIENCE OF LANGUAGES IN BUSINESS

Q22. Do you have a formal language development policy?

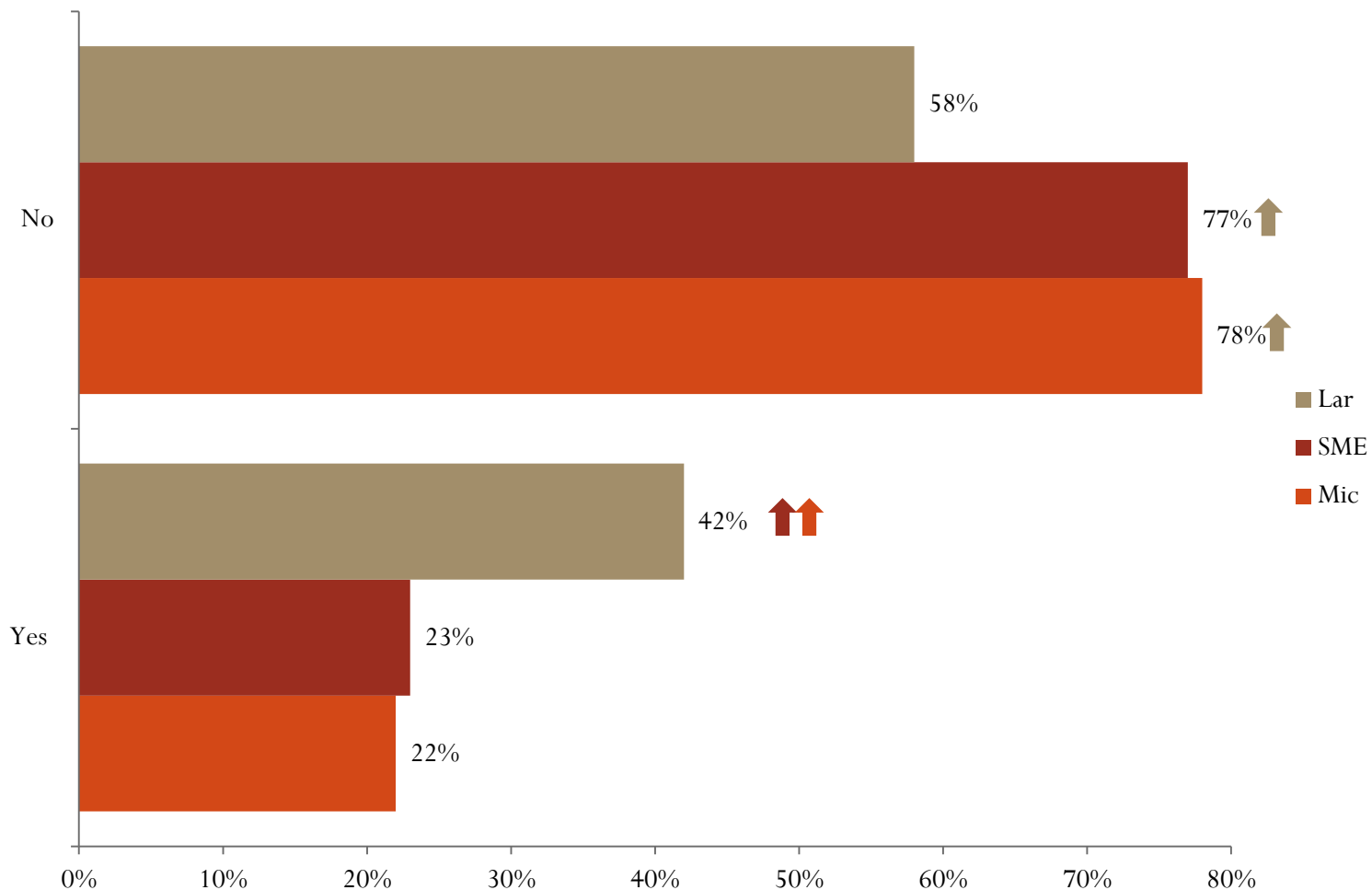


Base: (444)

SECTION II. EXPERIENCE OF LANGUAGES IN BUSINESS

Size of enterprise

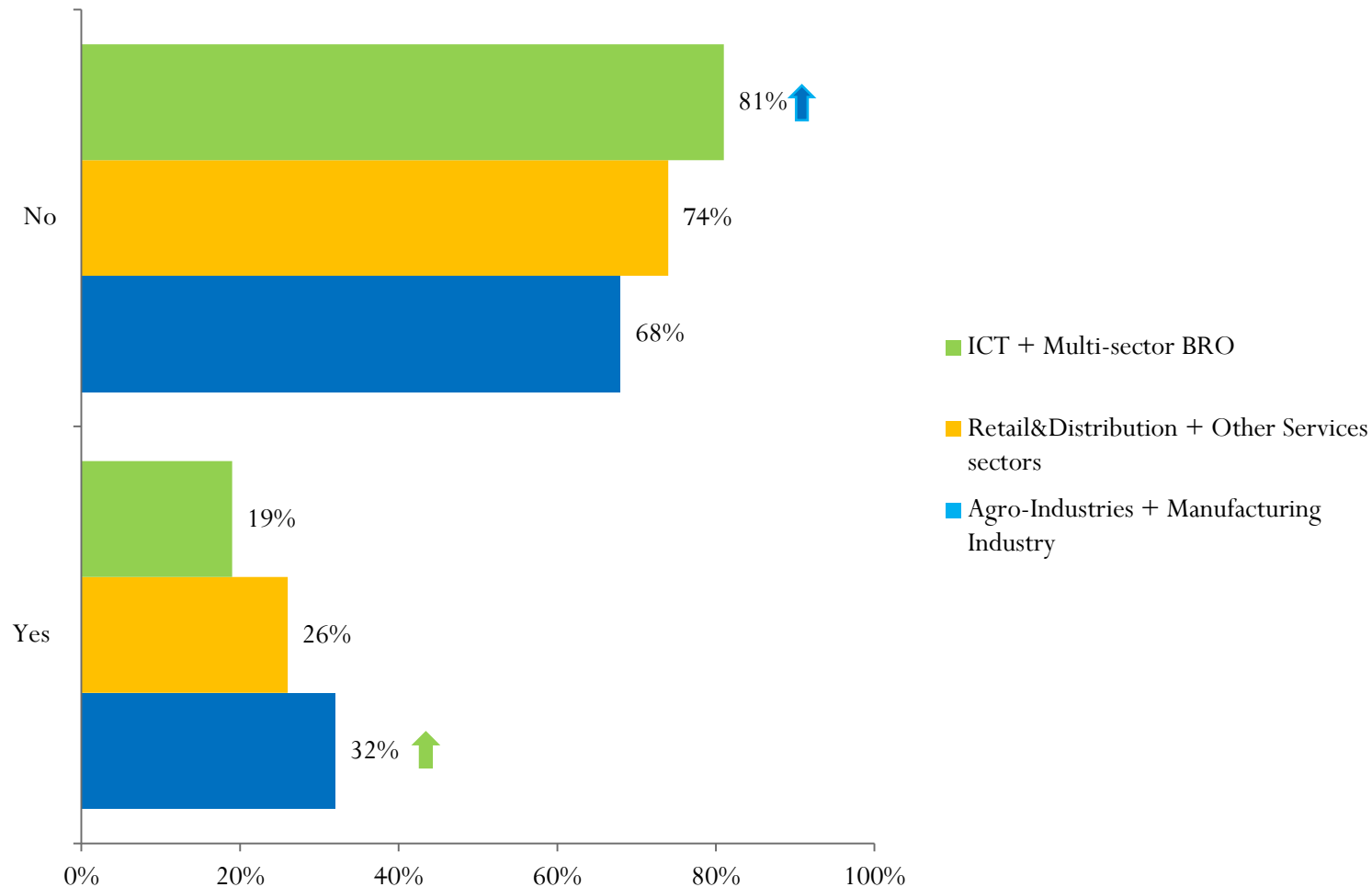
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SECTION II. EXPERIENCE OF LANGUAGES IN BUSINESS

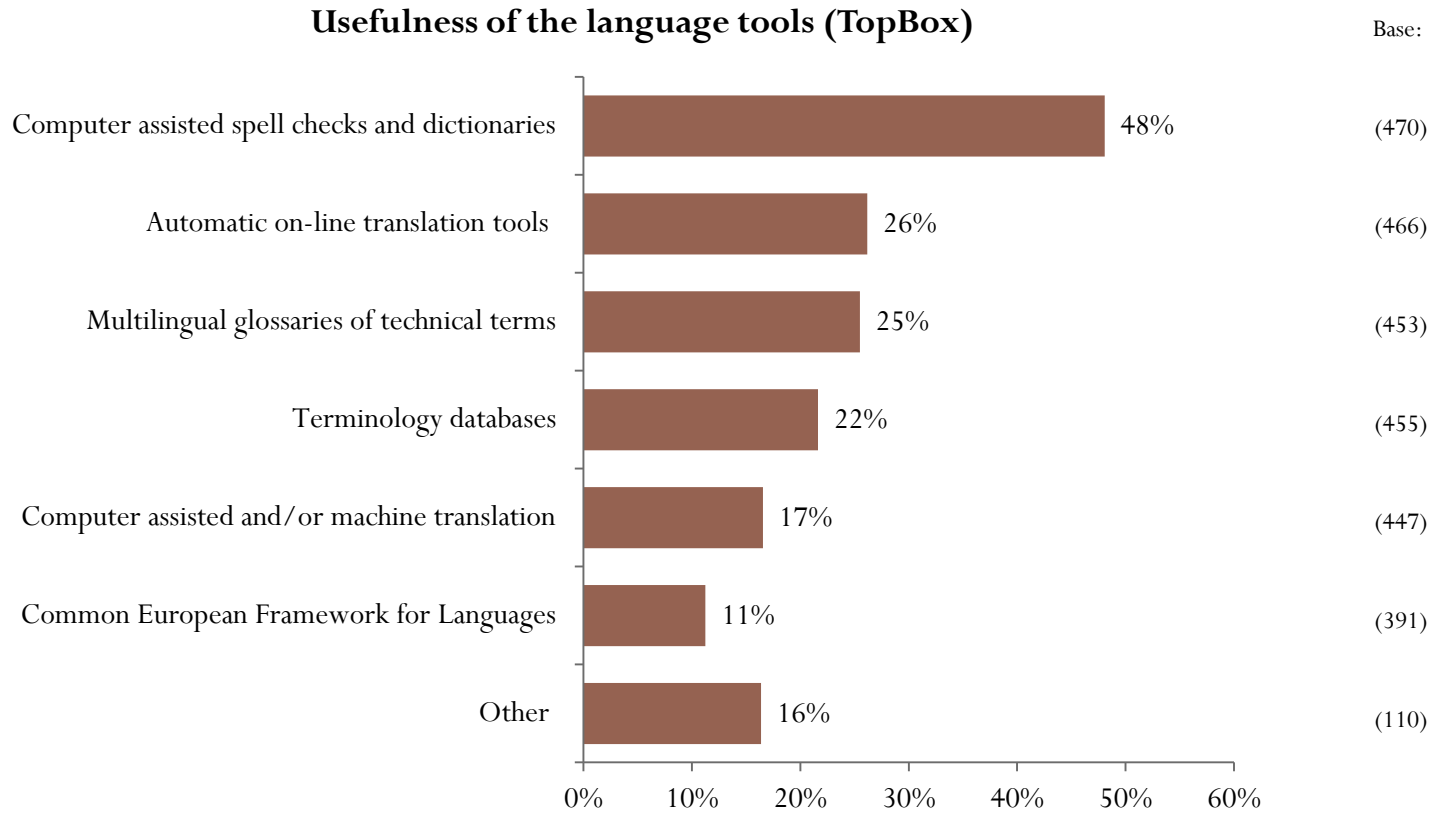
Differences within the sectors

Q22. Do you have a formal language development policy?



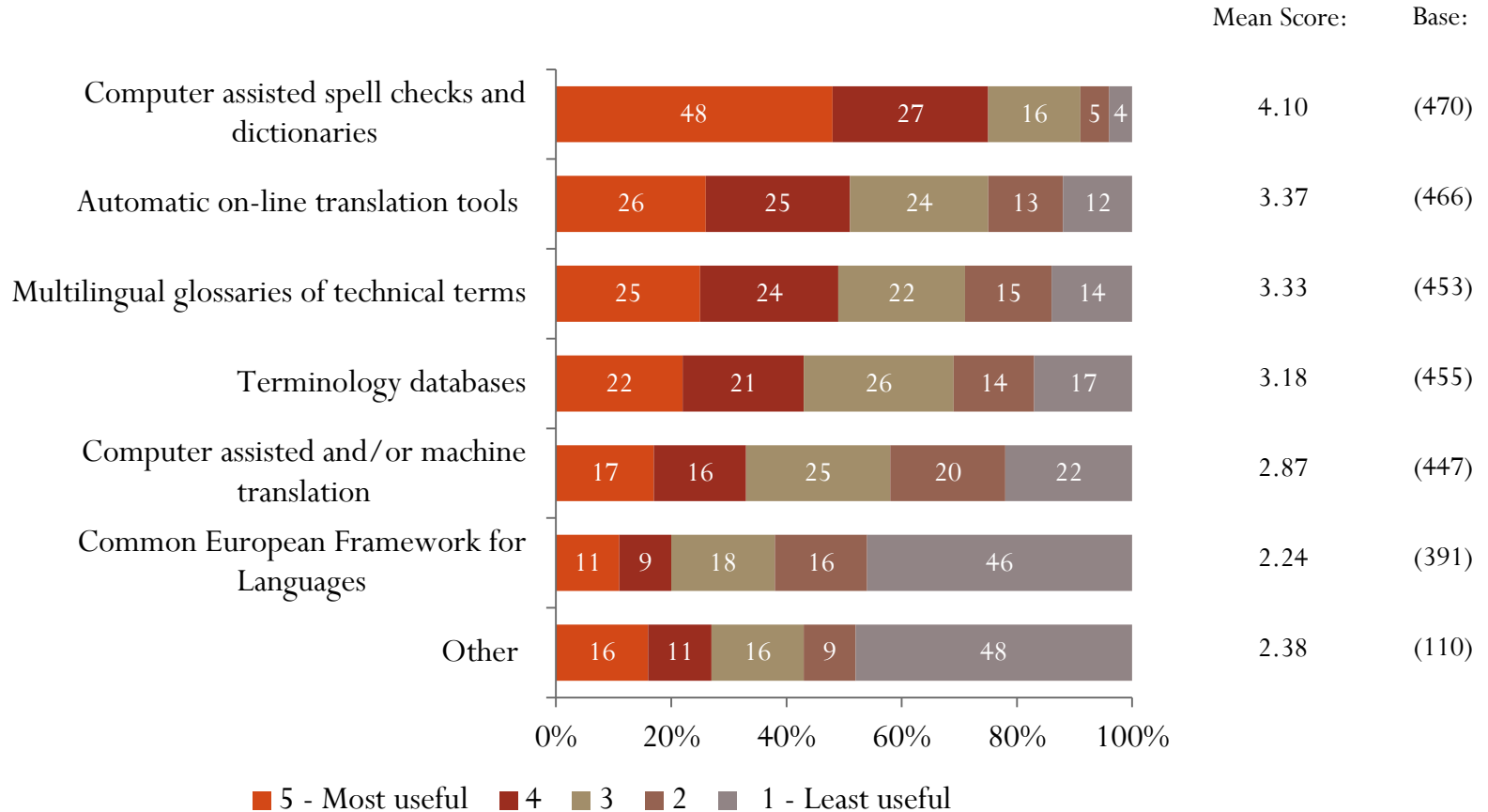
SECTION II. EXPERIENCE OF LANGUAGES IN BUSINESS

Q23. How useful are the following language tools to your business?



SECTION II. EXPERIENCE OF LANGUAGES IN BUSINESS

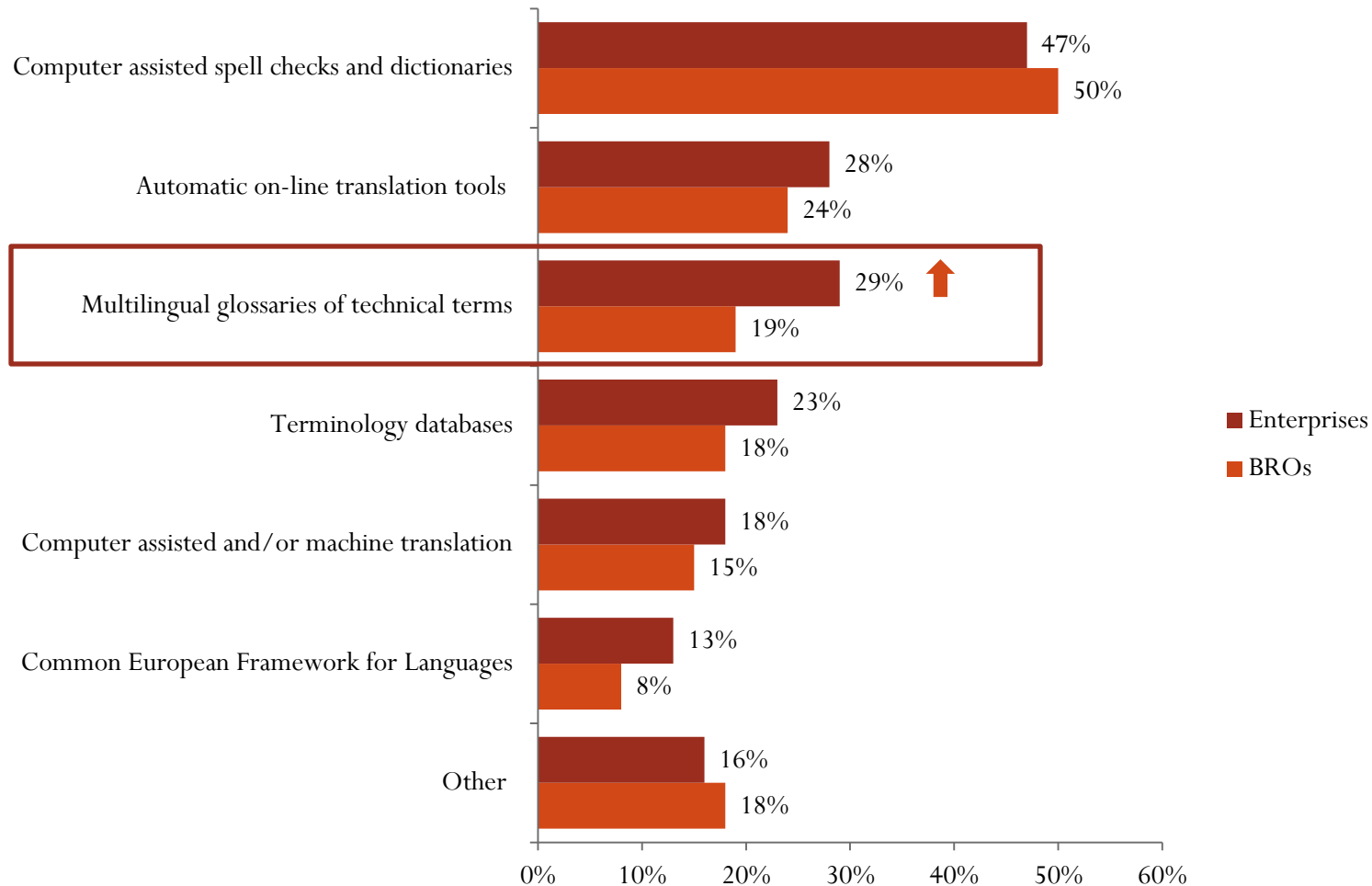
Q23. How useful are the following language tools to your business?



SECTION II. EXPERIENCE OF LANGUAGES IN BUSINESS

BROS VS. ENTERPRISES

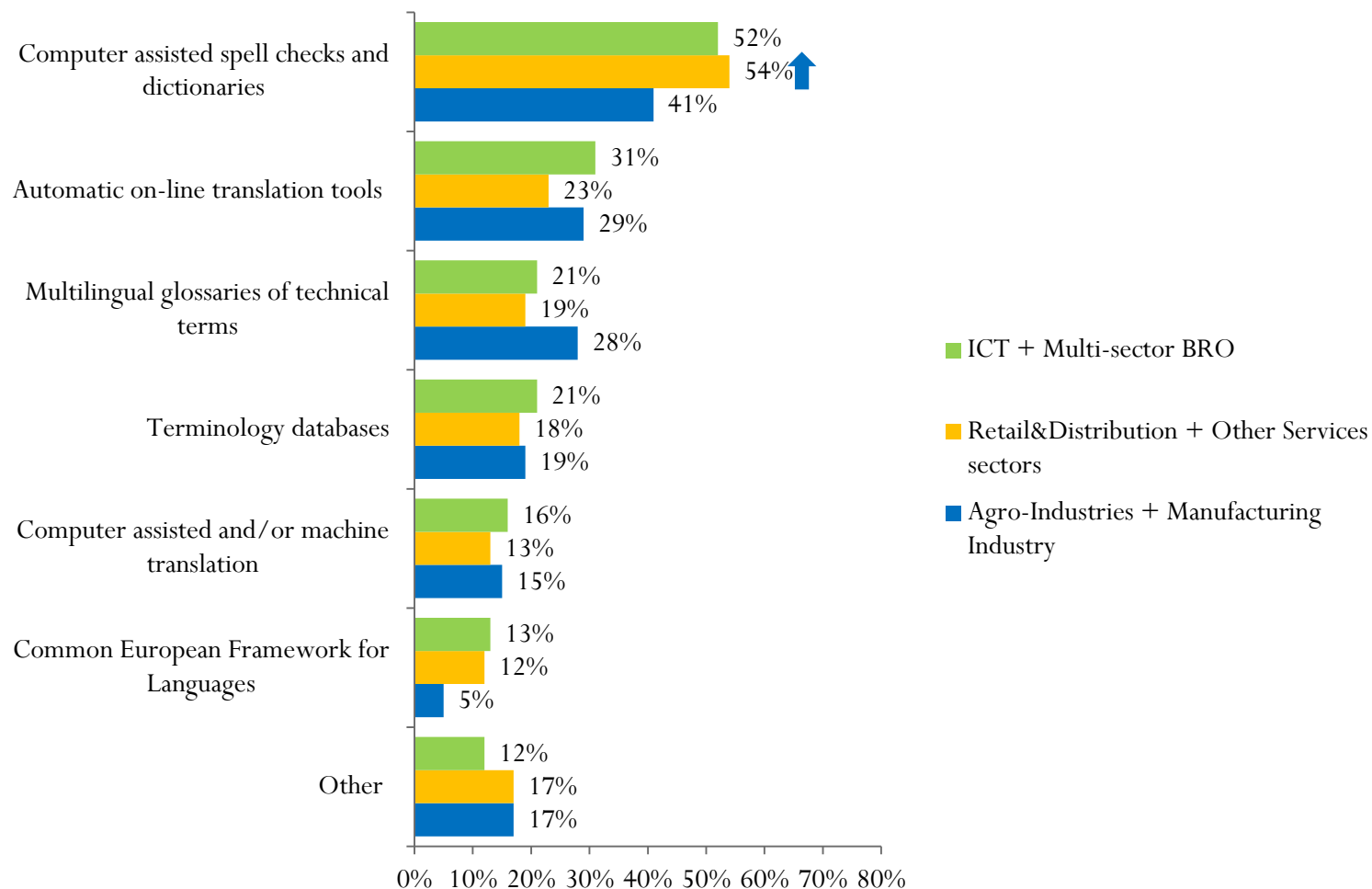
Q23. How useful are the following language tools to your business?



SECTION II. EXPERIENCE OF LANGUAGES IN BUSINESS

Differences within the sectors

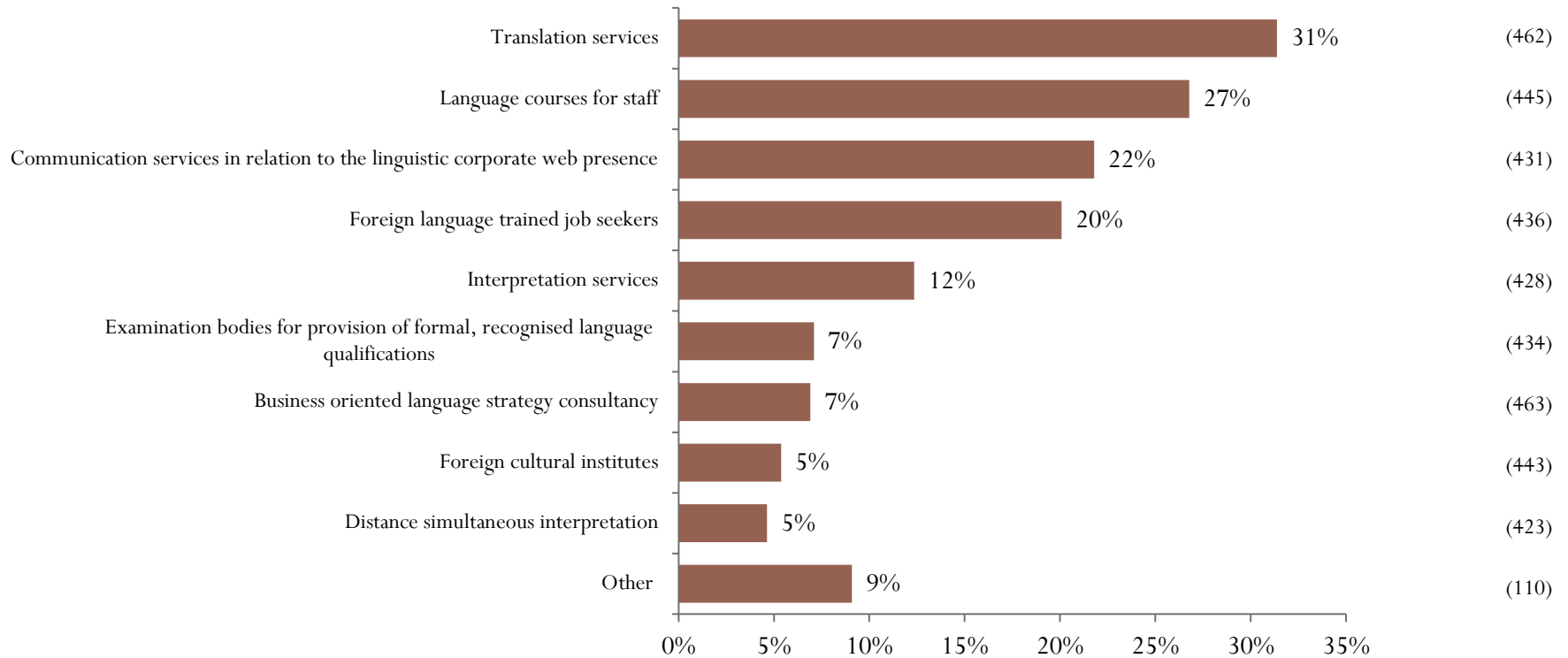
Q23. How useful are the following language tools to your business?



SECTION II. EXPERIENCE OF LANGUAGES IN BUSINESS

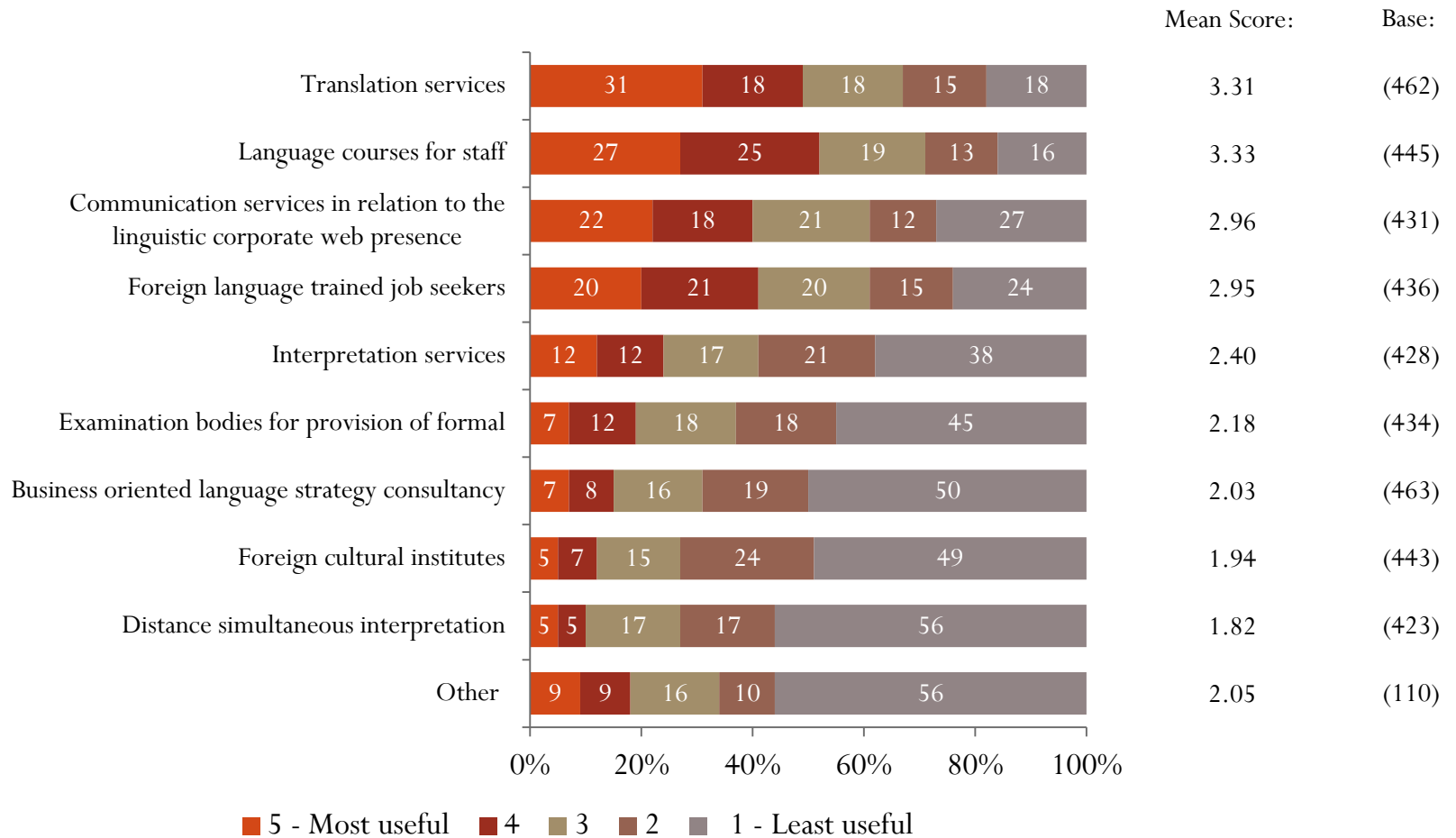
Q24. How useful are the following language services to your business?

Usefulness of the language services (TopBox)



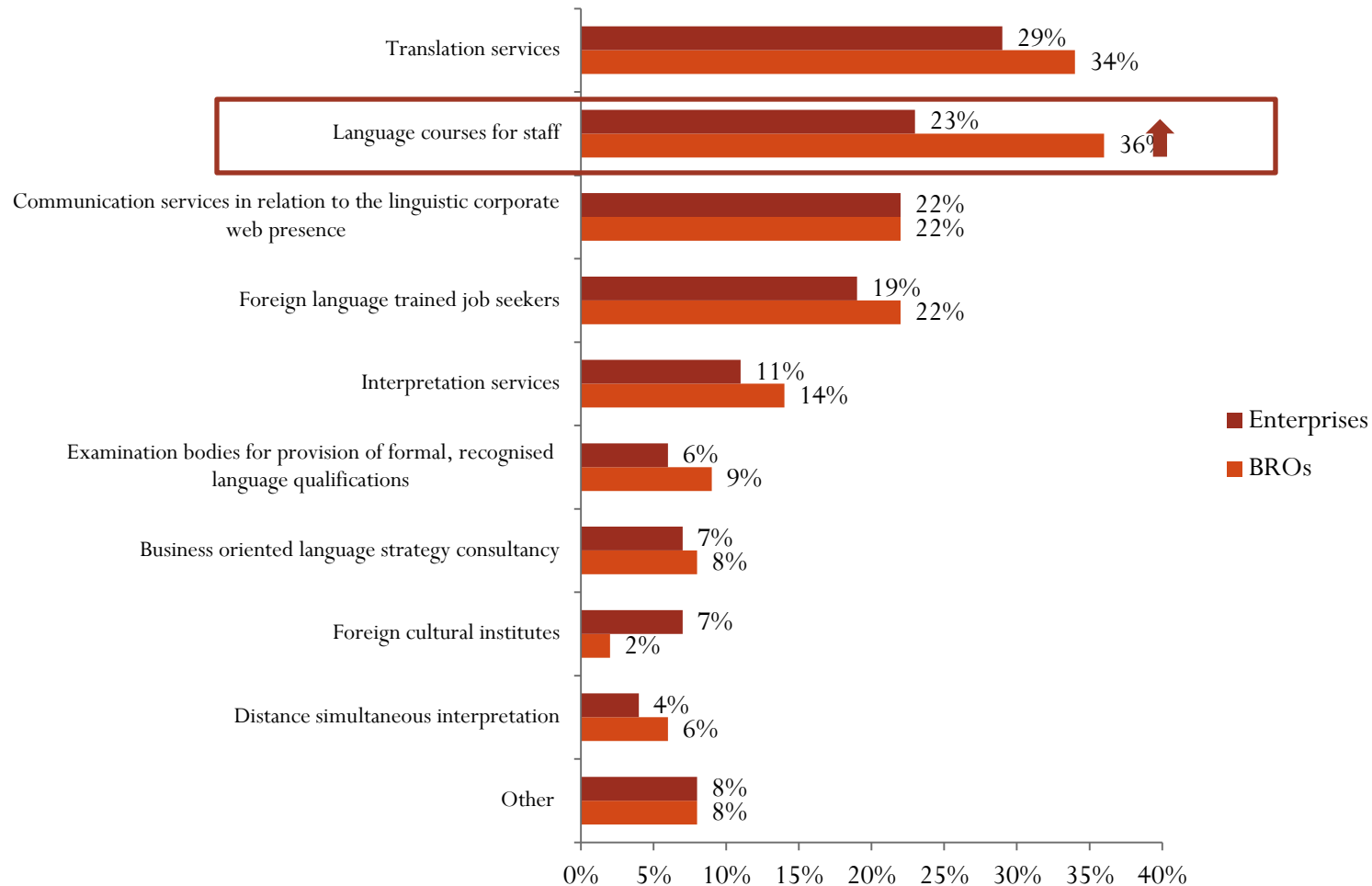
SECTION II. EXPERIENCE OF LANGUAGES IN BUSINESS

Q24. How useful are the following language services to your business?



SECTION II. EXPERIENCE OF LANGUAGES IN BUSINESS BROS VS. ENTERPRISES

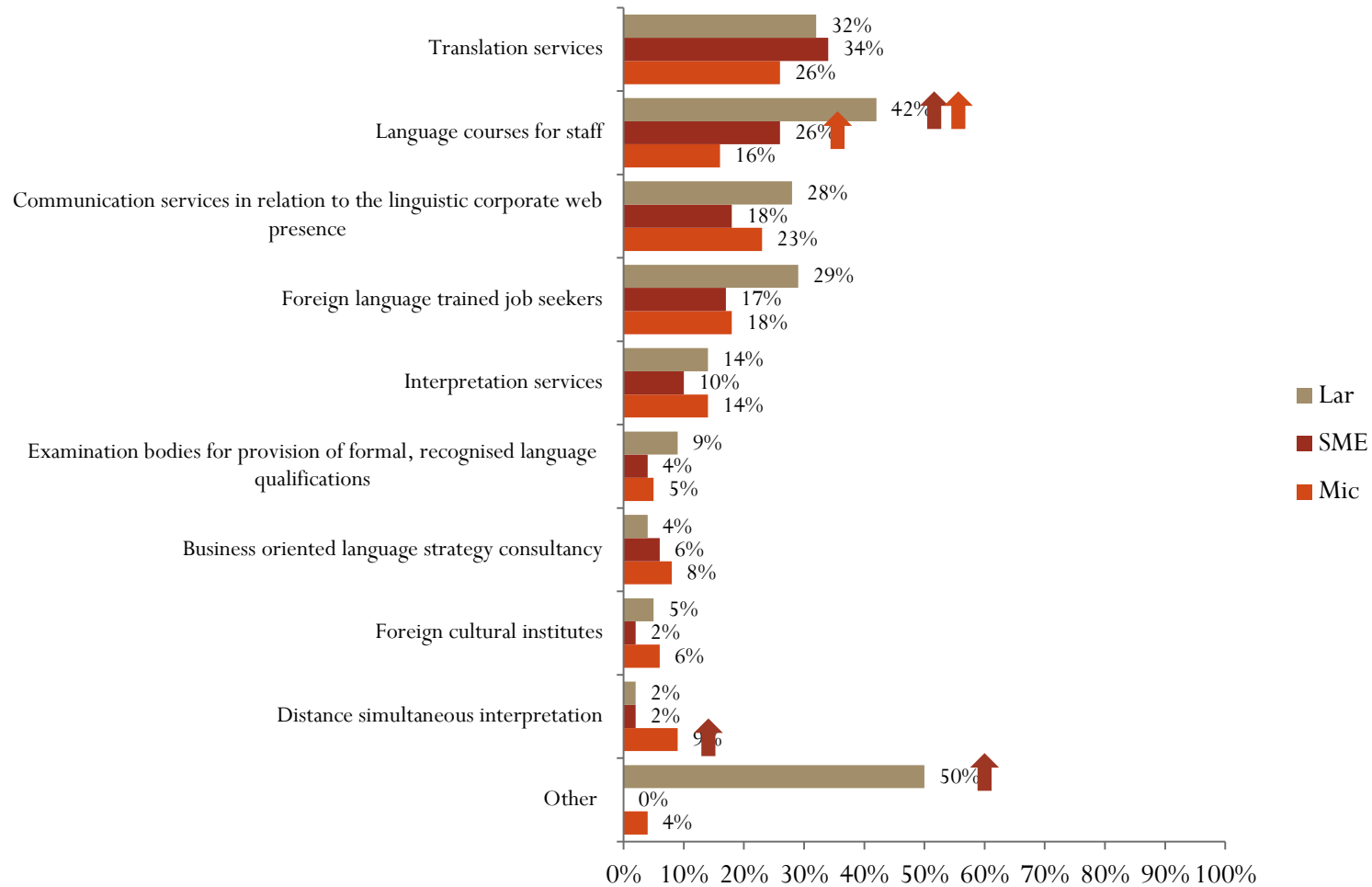
Q24. How useful are the following language services to your business?



SECTION II. EXPERIENCE OF LANGUAGES IN BUSINESS

Size of enterprise

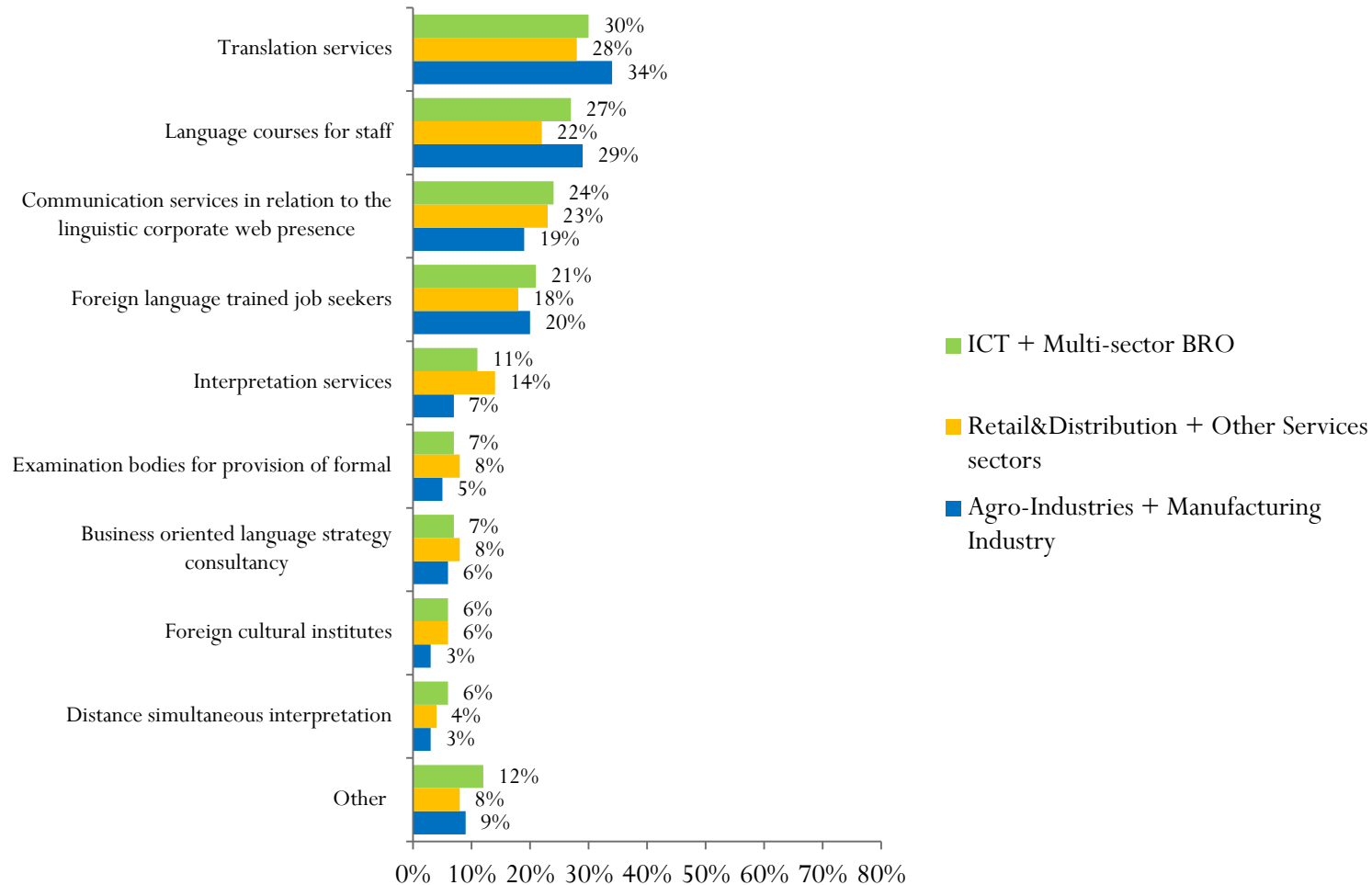
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SECTION II. EXPERIENCE OF LANGUAGES IN BUSINESS

Differences within the sectors

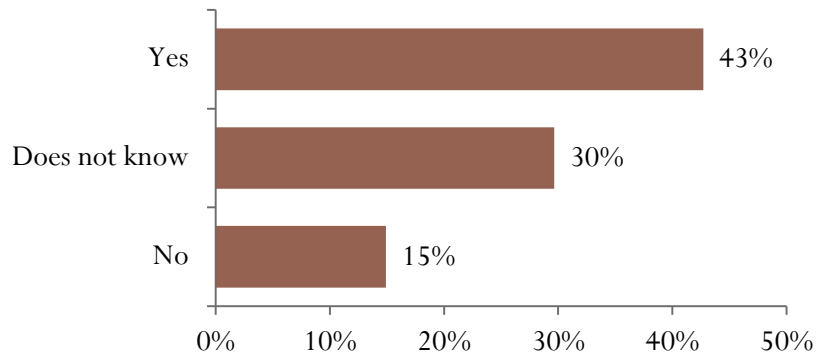
Q24. How useful are the following language services to your business?



SECTION II. EXPERIENCE OF LANGUAGES IN BUSINESS

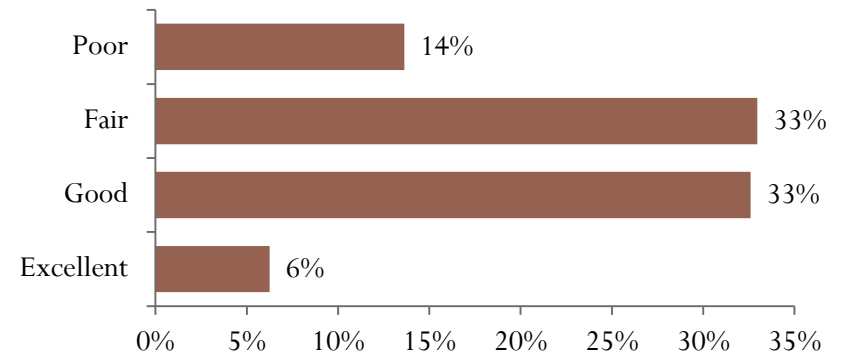
Q25. Do you prefer certified language service providers? Q26. How would you rate your knowledge of the services offered by the language industry?

Preference of certified language service providers



Base: Total Sample (543)

Rating of knowledge of the services by the language industry

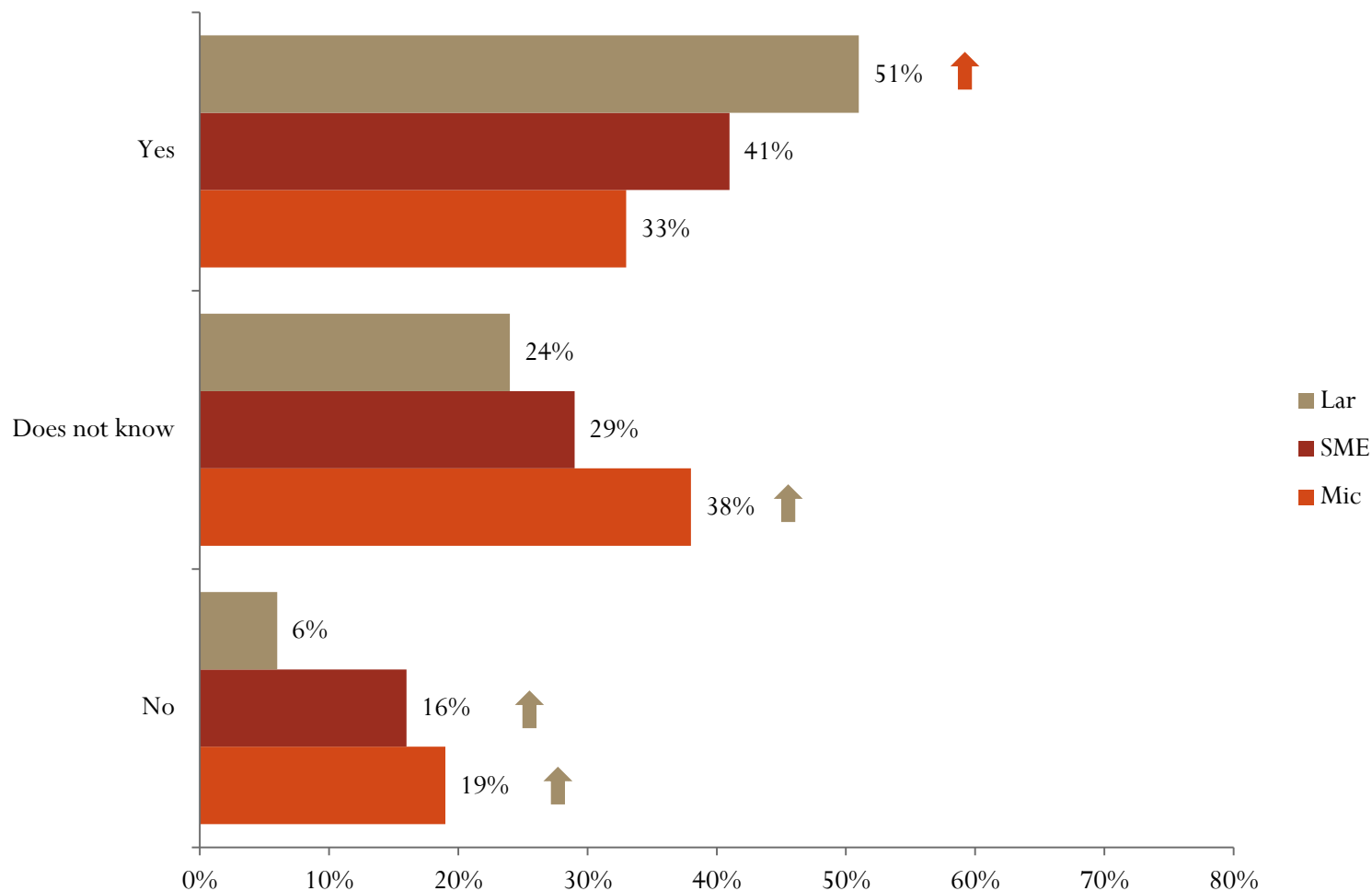


Base: Total Sample (543)

SECTION II. EXPERIENCE OF LANGUAGES IN BUSINESS

Size of enterprise

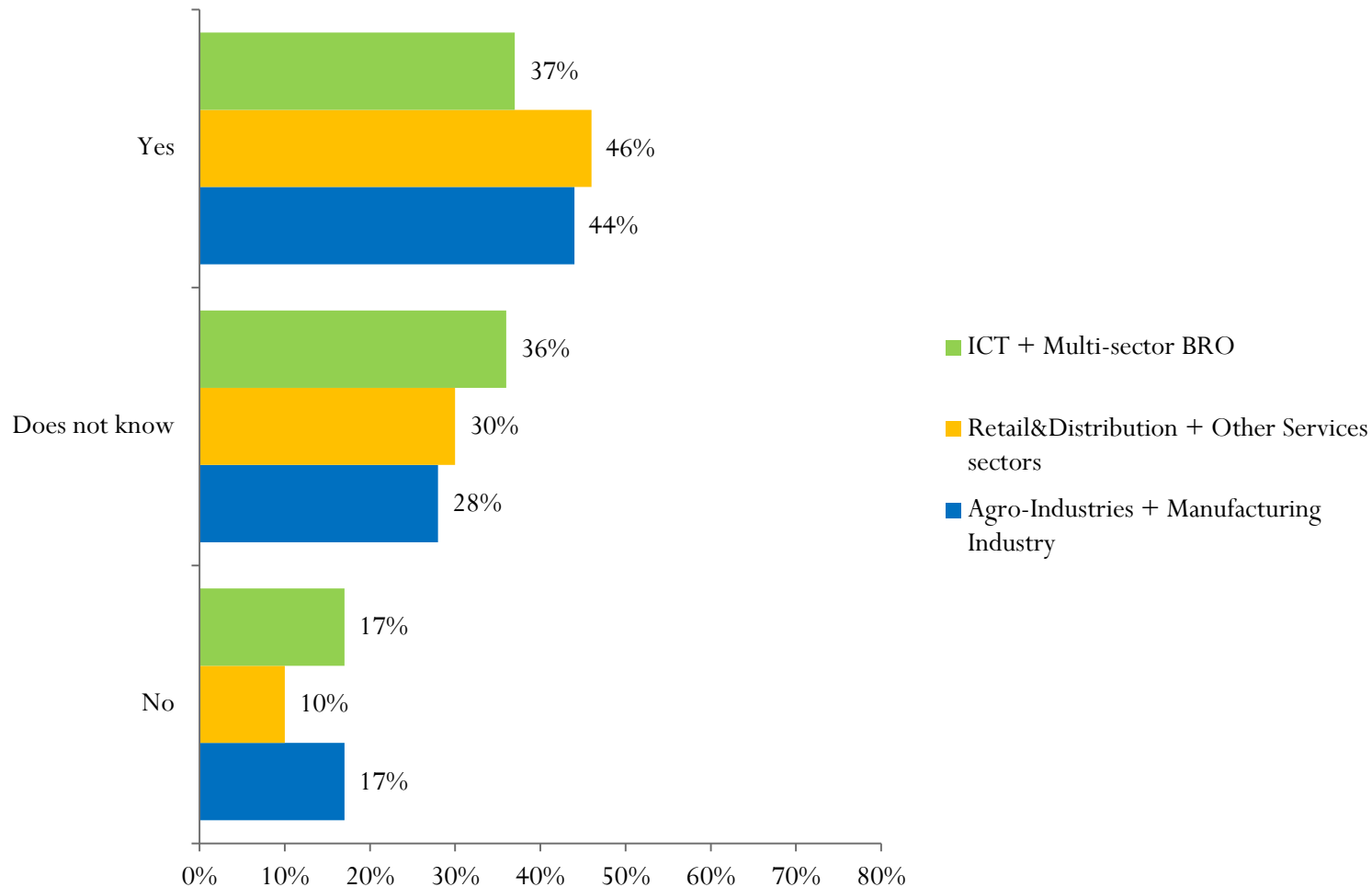
Q25. Do you prefer certified language service providers?



SECTION II. EXPERIENCE OF LANGUAGES IN BUSINESS

Differences within the sectors

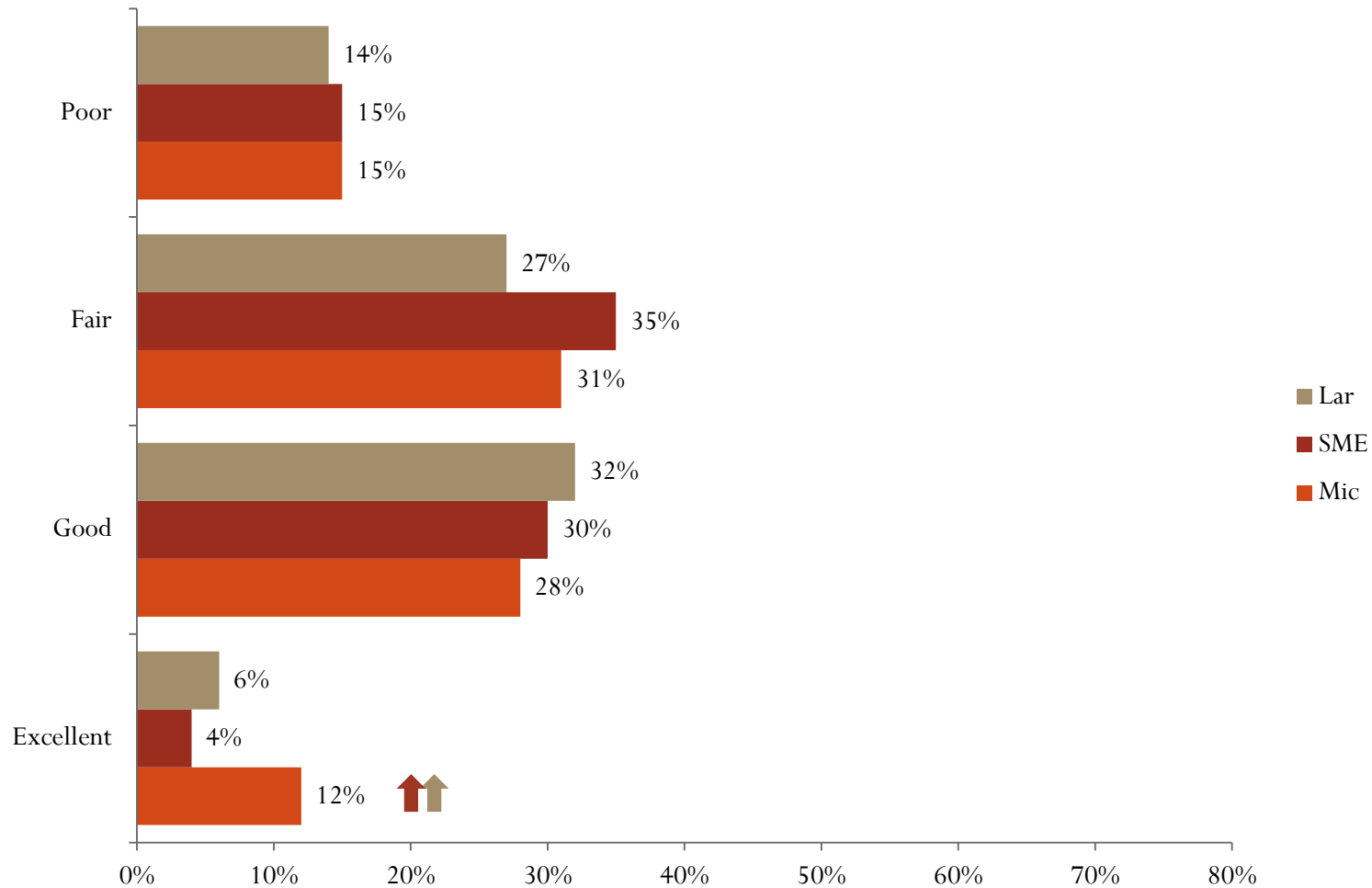
Q25. Do you prefer certified language service providers?



SECTION II. EXPERIENCE OF LANGUAGES IN BUSINESS

Size of enterprise

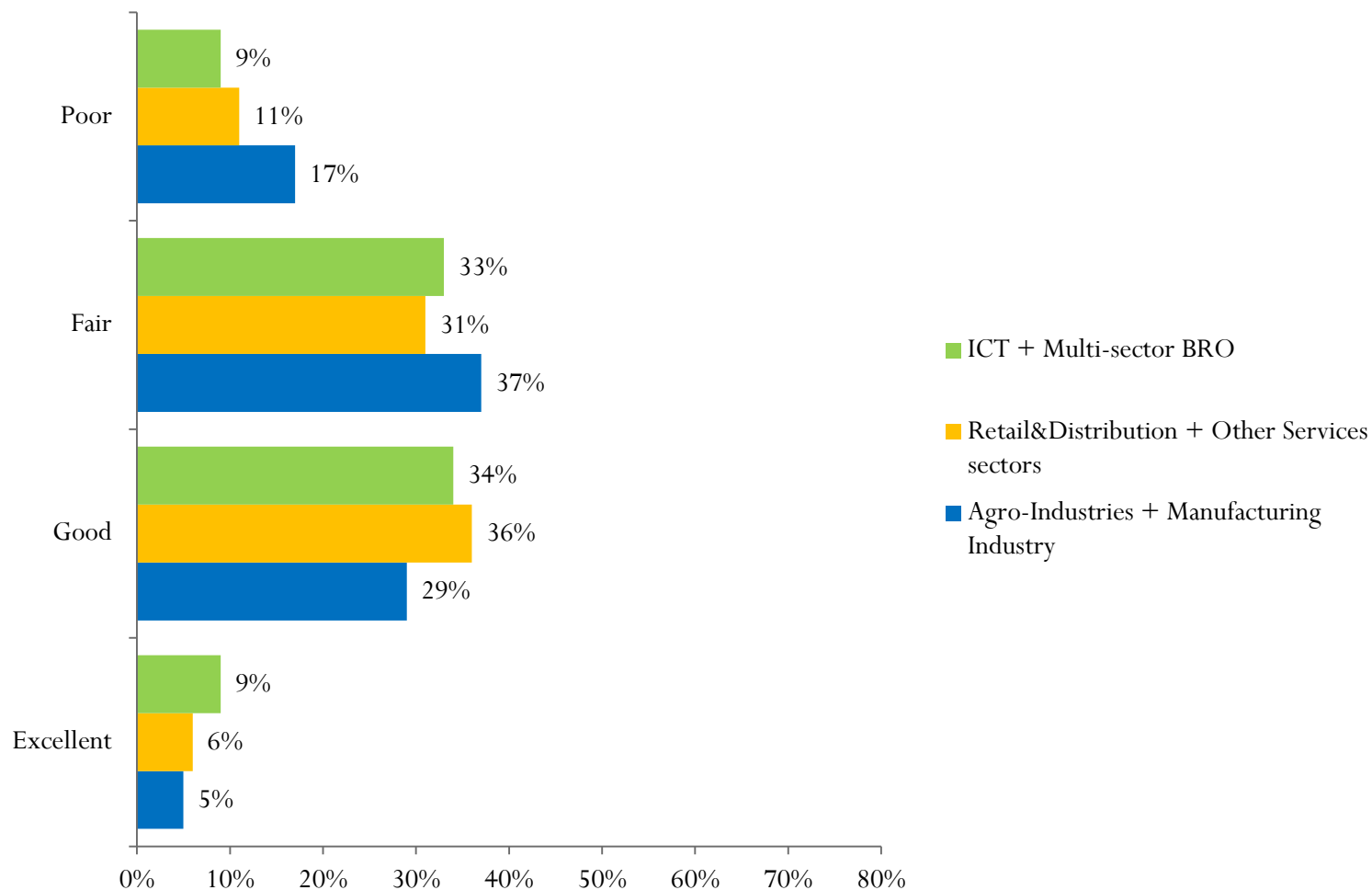
Q26. How would you rate your knowledge of the services offered by the language industry?



SECTION II. EXPERIENCE OF LANGUAGES IN BUSINESS

Differences within the sectors

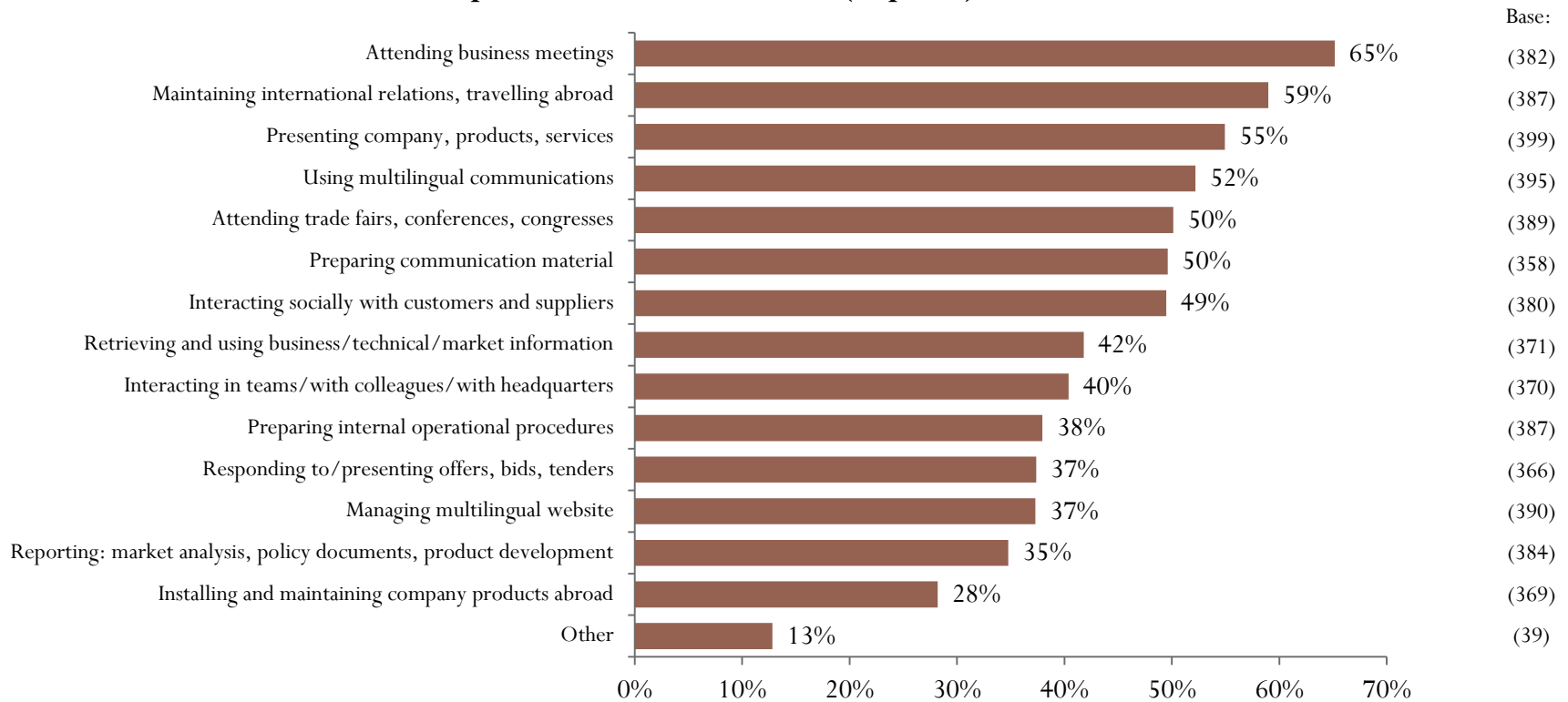
Q26. How would you rate your knowledge of the services offered by the language industry?



SECTION III. BUSINESS LANGUAGE NEEDS

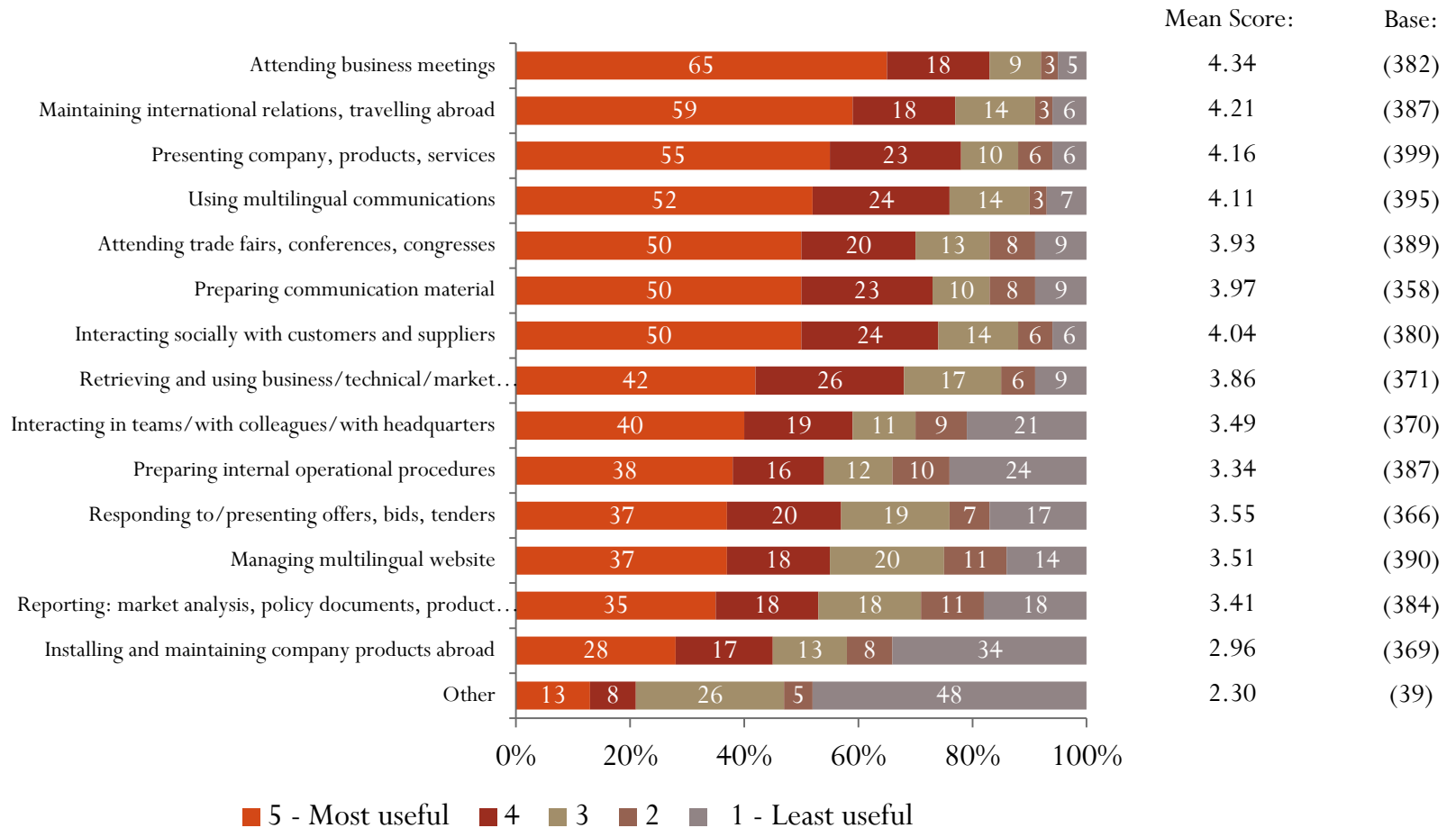
Q27. In what specific business activities you commonly have to perform are foreign languages required?

Specific business activities (TopBox)



SECTION III. BUSINESS LANGUAGE NEEDS

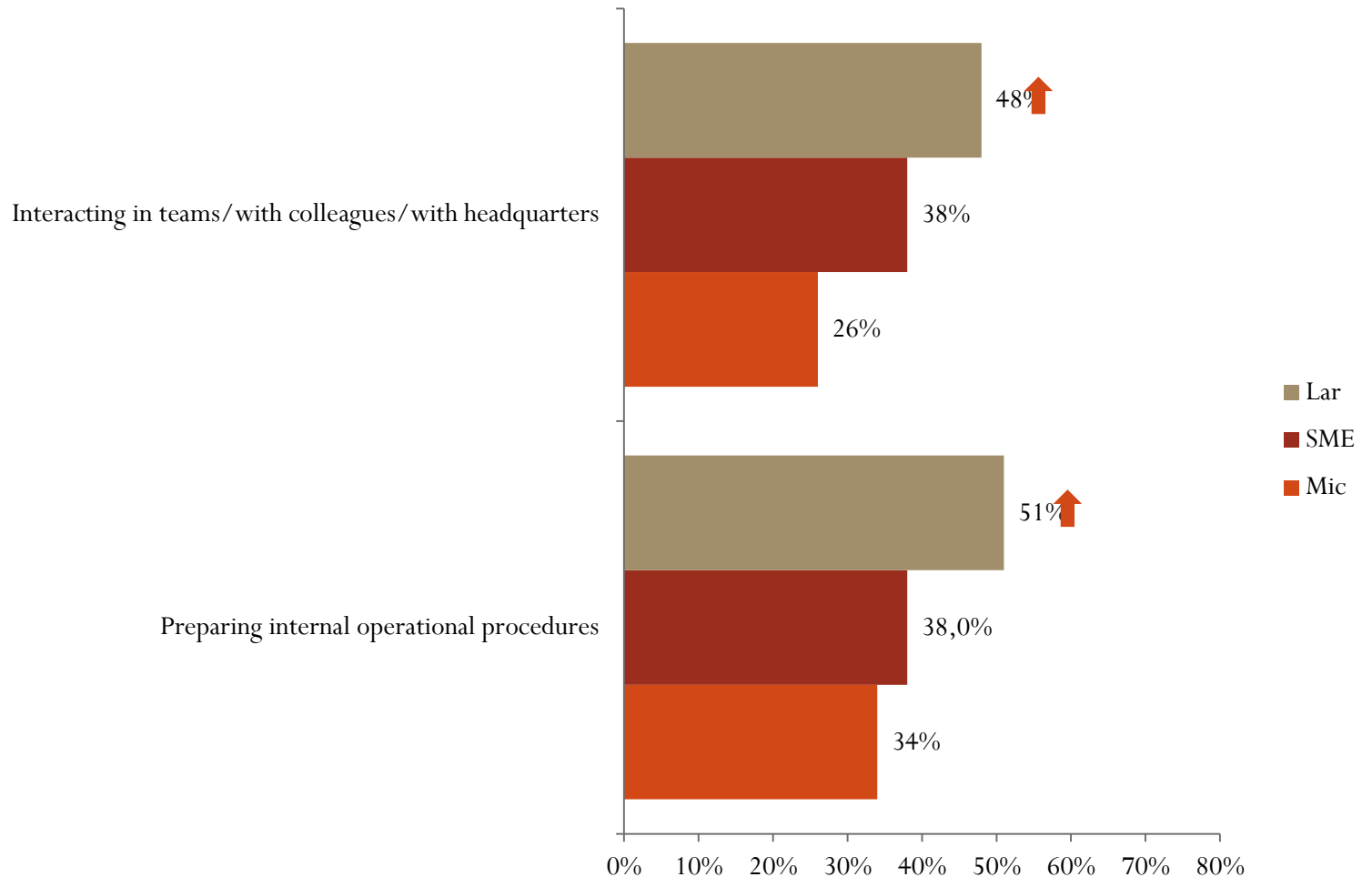
Q27. In what specific business activities you commonly have to perform are foreign languages required?



SECTION III. BUSINESS LANGUAGE NEEDS

Size of enterprise

Q27. In what specific business activities you commonly have to perform are foreign languages required?

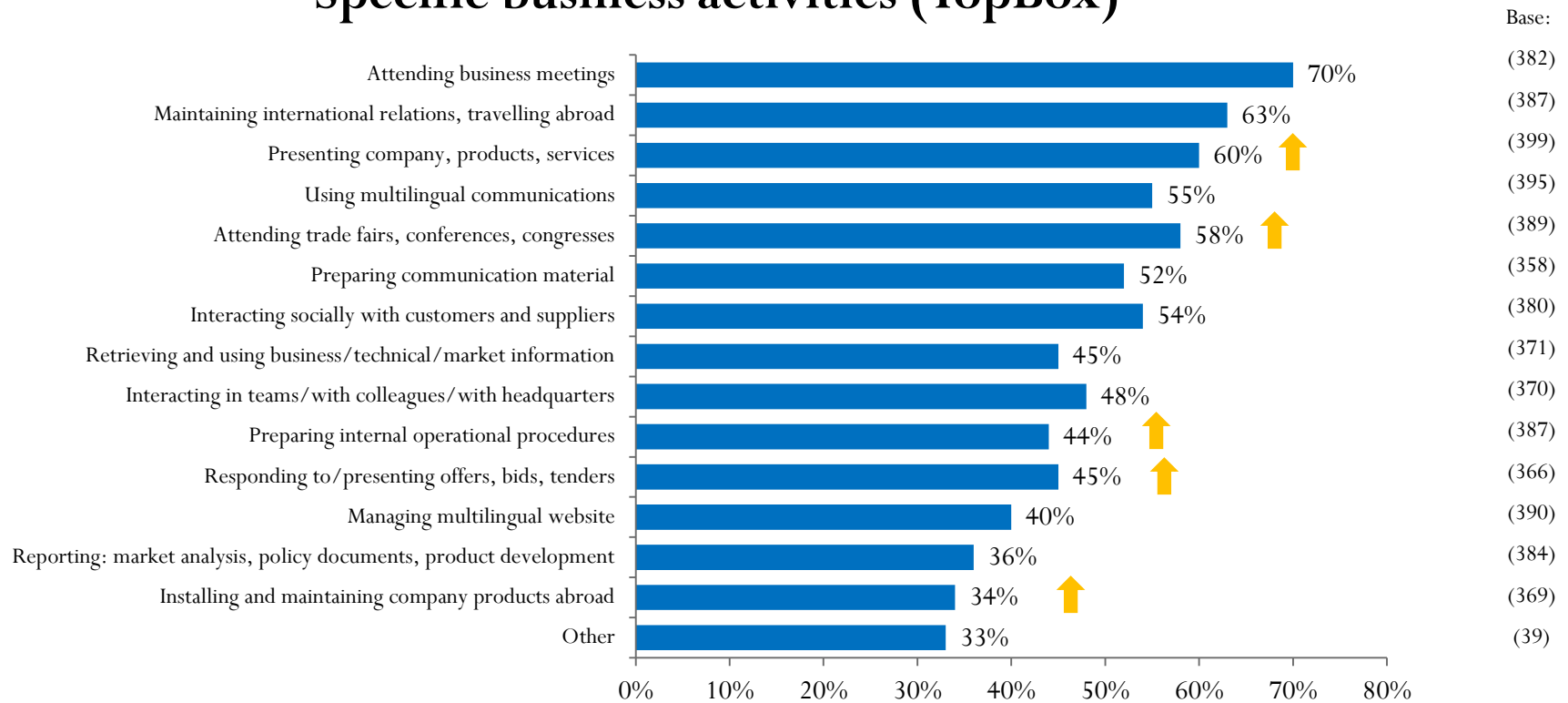


SECTION III. BUSINESS LANGUAGE NEEDS

Agro-Industries + Manufacturing Industry

Q27. In what specific business activities you commonly have to perform are foreign languages required?

Specific business activities (TopBox)

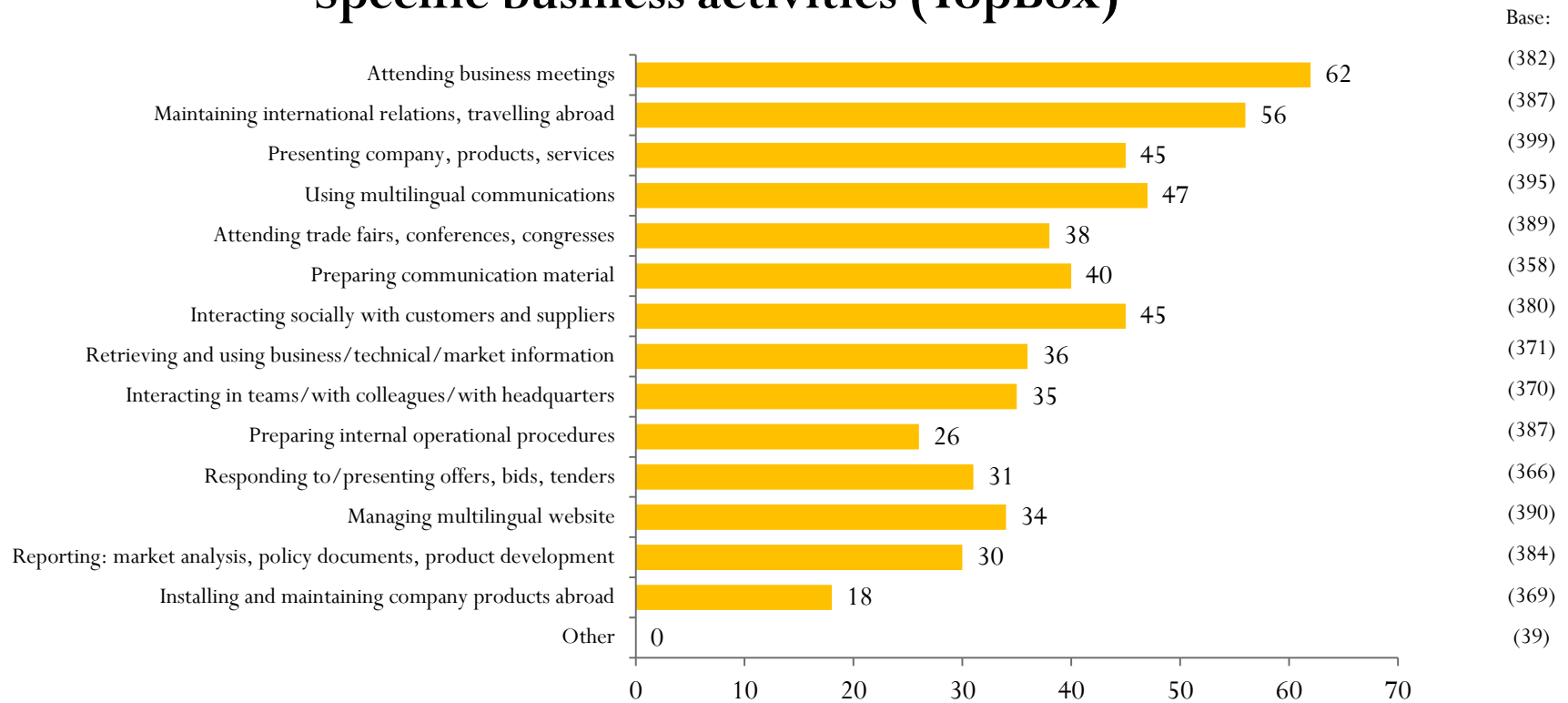


SECTION III. BUSINESS LANGUAGE NEEDS

Retail&Distribution + Other Services sectors

Q27. In what specific business activities you commonly have to perform are foreign languages required?

Specific business activities (TopBox)

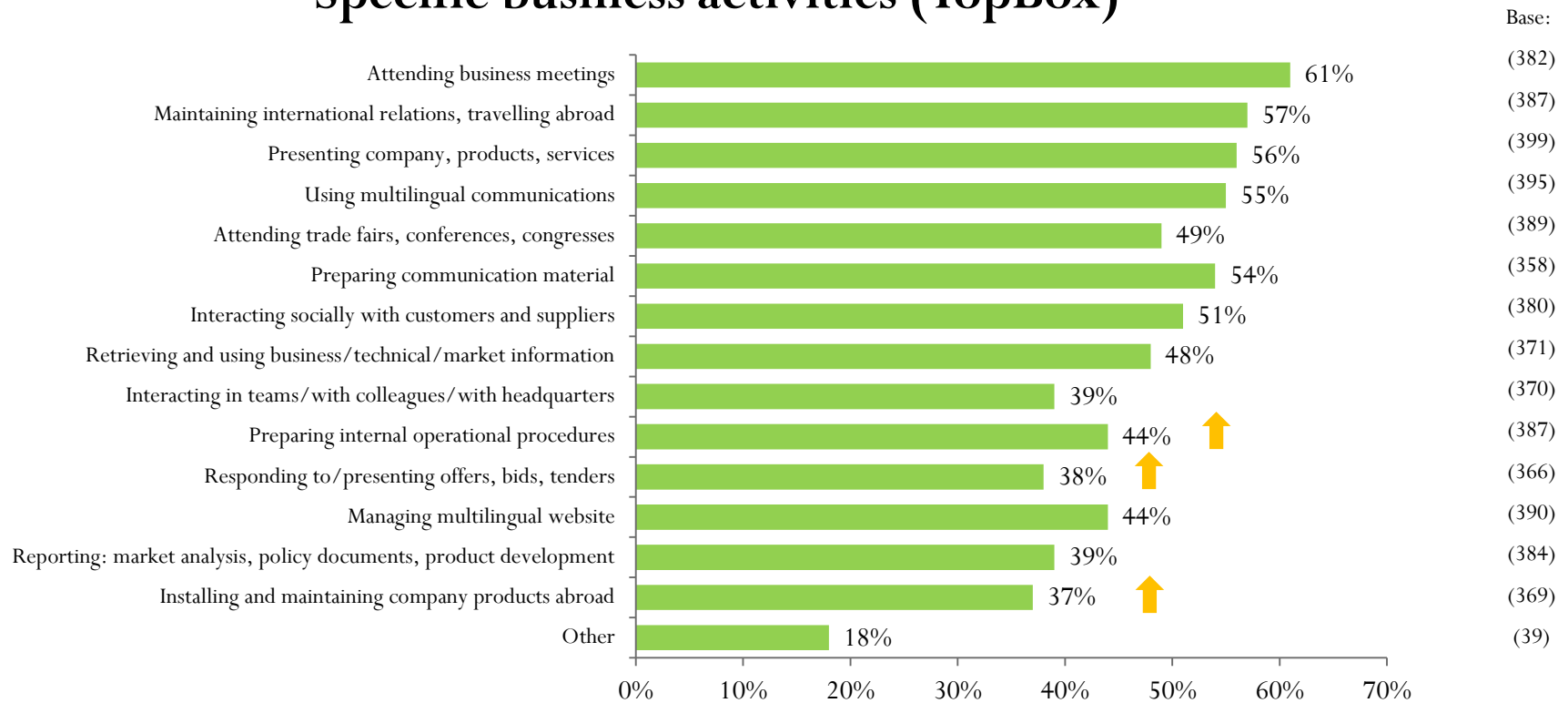


SECTION III. BUSINESS LANGUAGE NEEDS

ICT + Multi-sector BRO

Q27. In what specific business activities you commonly have to perform are foreign languages required?

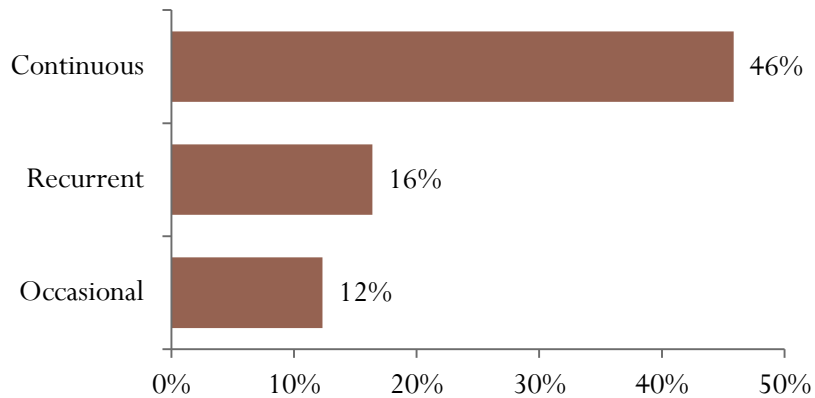
Specific business activities (TopBox)



SECTION III. BUSINESS LANGUAGE NEEDS

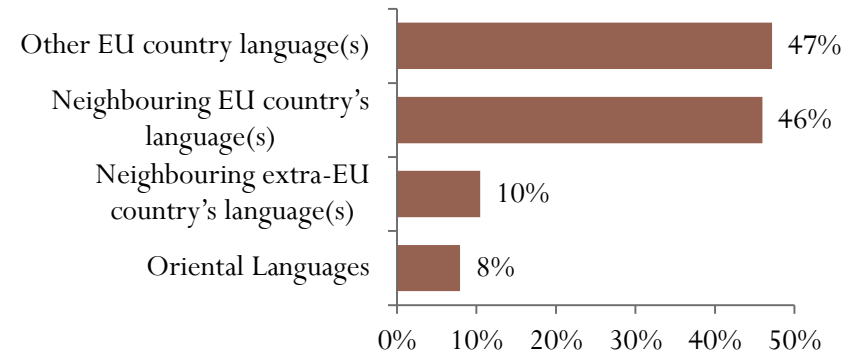
Q28. What is the frequency of your foreign language needs? Q29. What languages would you need most?

frequency of your foreign language needs



Base: Total Sample (543)

What languages would you need most?
(TopBox)

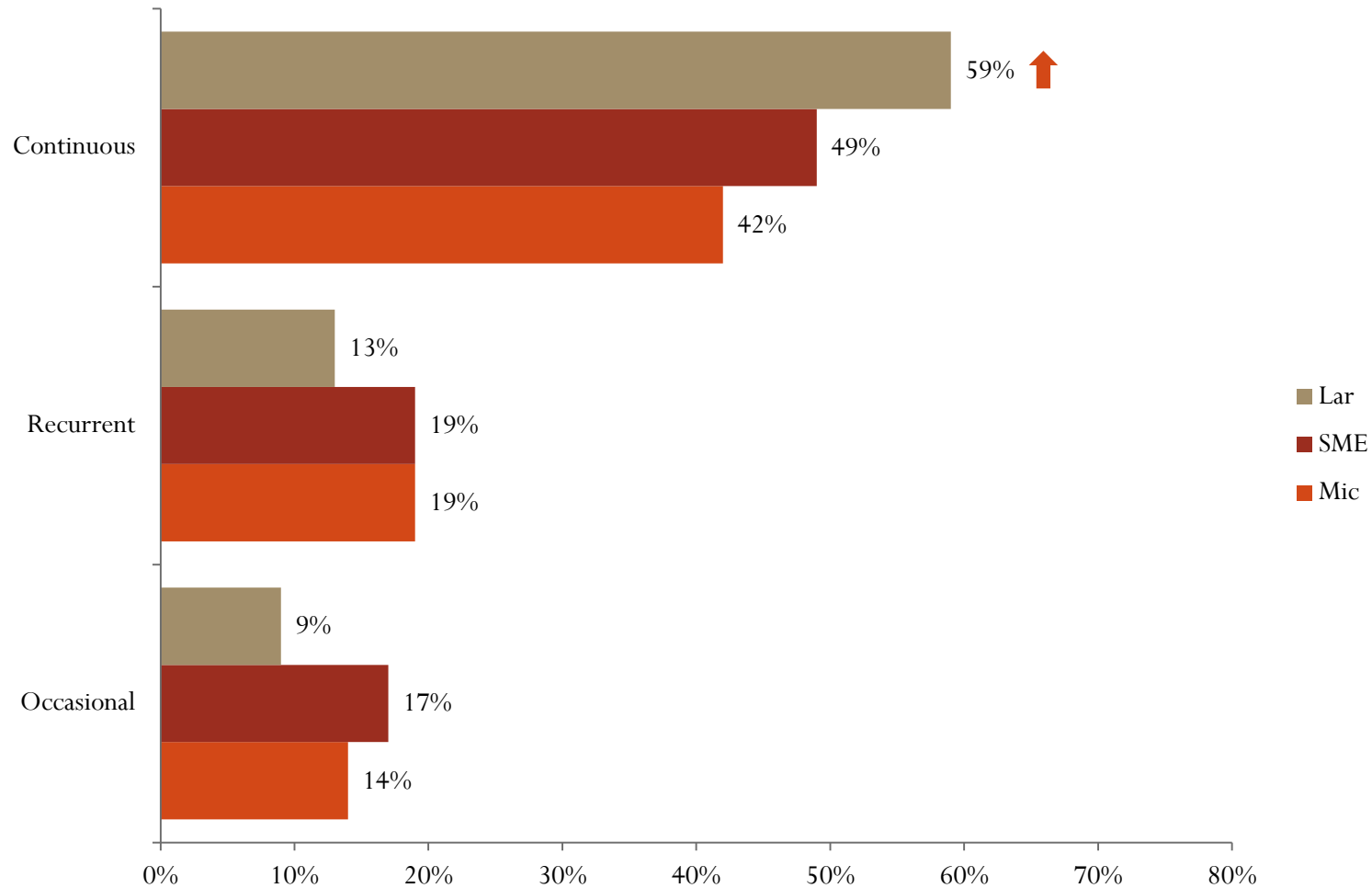


Base: Total Sample (543)

SECTION III. BUSINESS LANGUAGE NEEDS

Size of enterprise

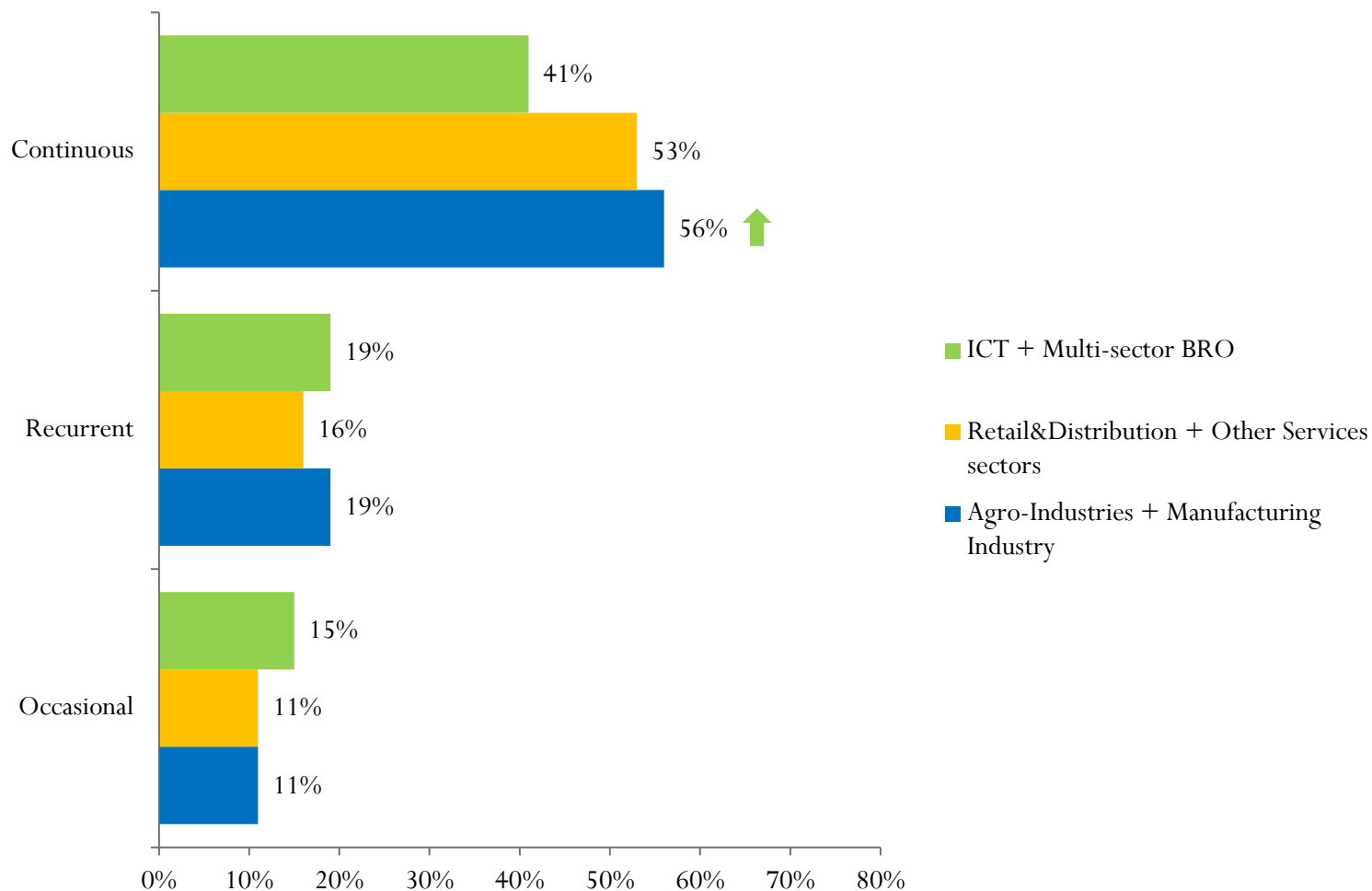
Q28. What is the frequency of your foreign language needs? Q29. What languages would you need most?



SECTION II. EXPERIENCE OF LANGUAGES IN BUSINESS

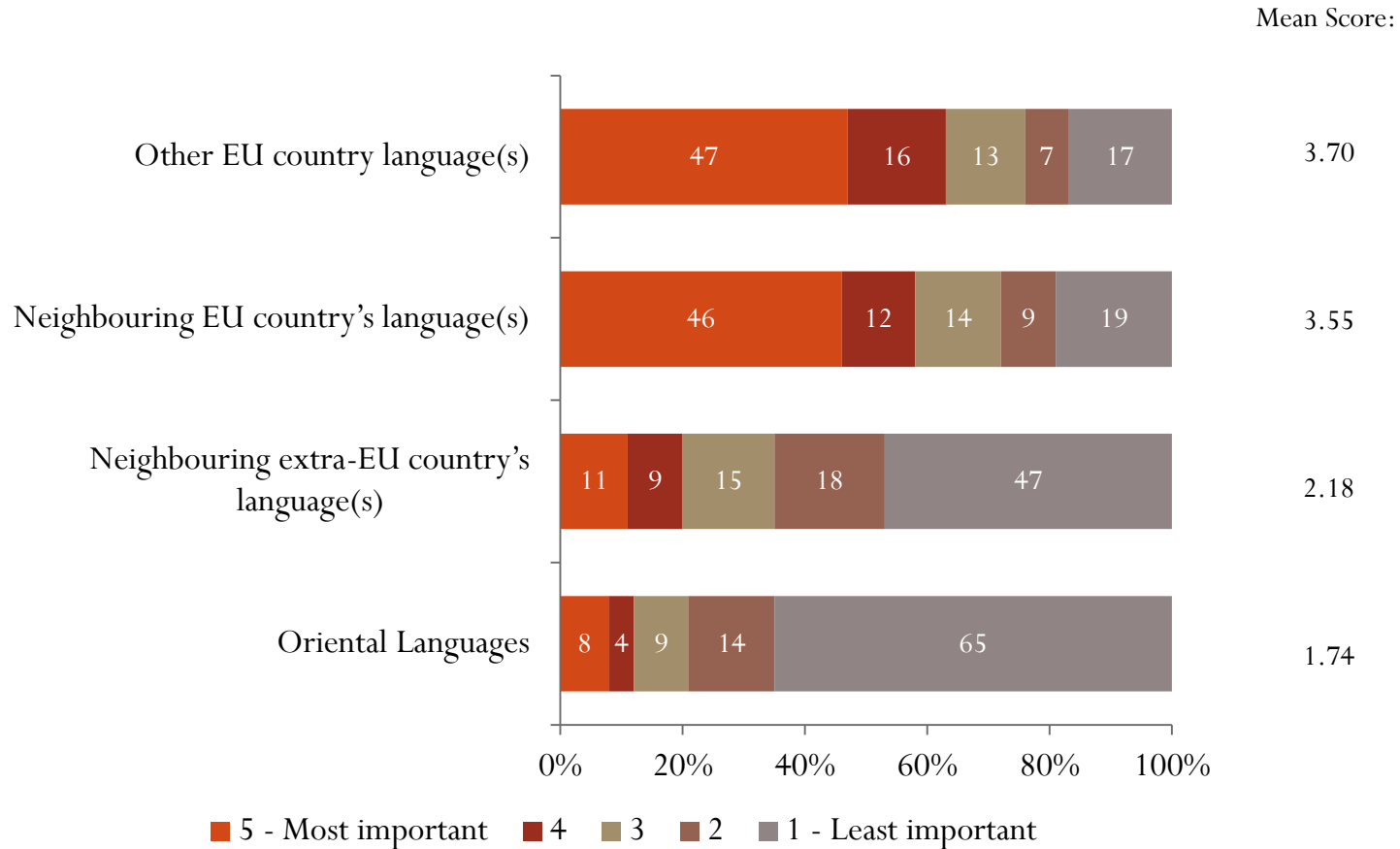
Differences within the sectors

Q28. What is the frequency of your foreign language needs? Q29. What languages would you need most?



SECTION III. BUSINESS LANGUAGE NEEDS

Q29. What languages would you need most?

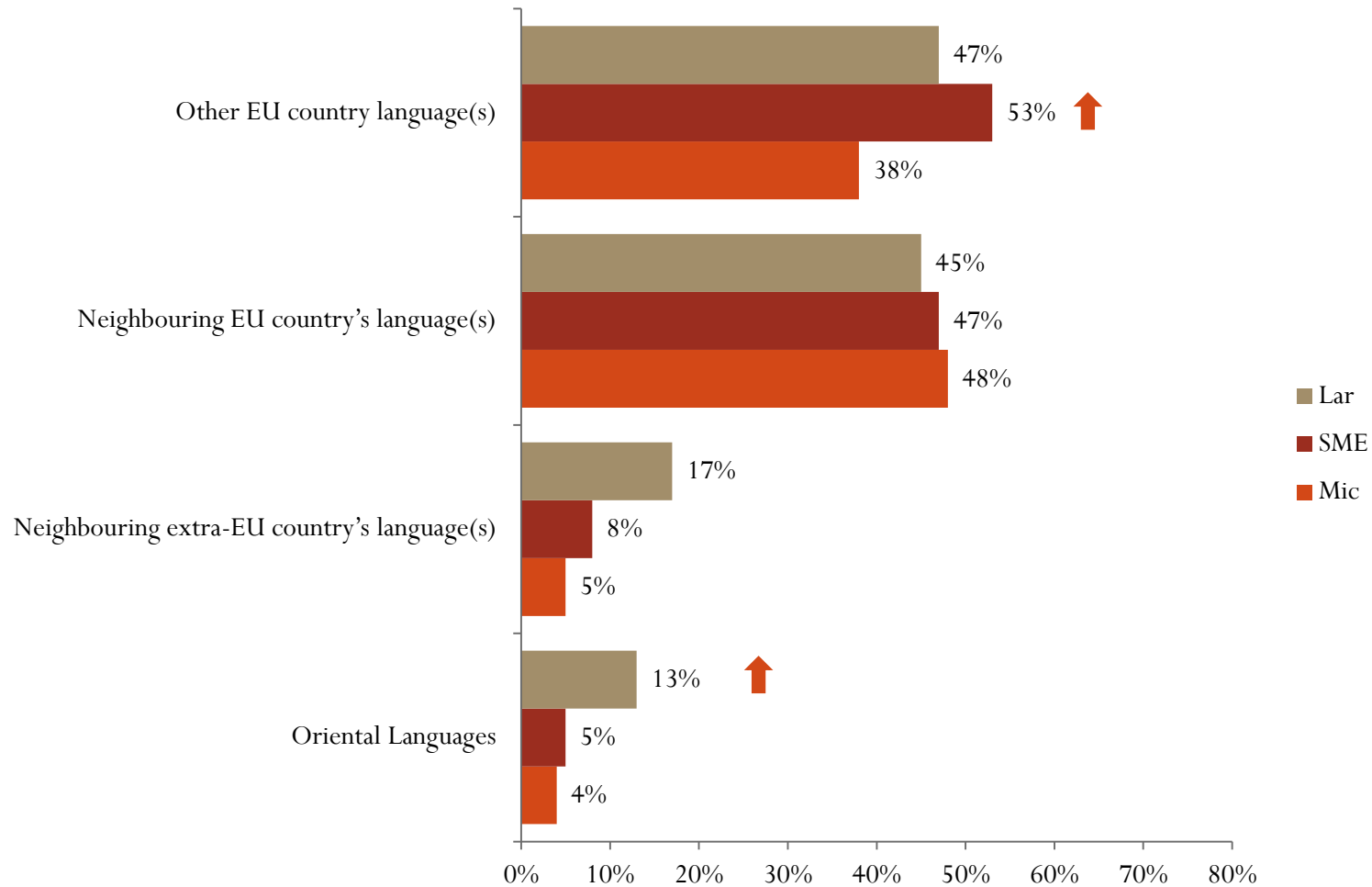


Base: Total Sample (543)

SECTION III. BUSINESS LANGUAGE NEEDS

Size of enterprise

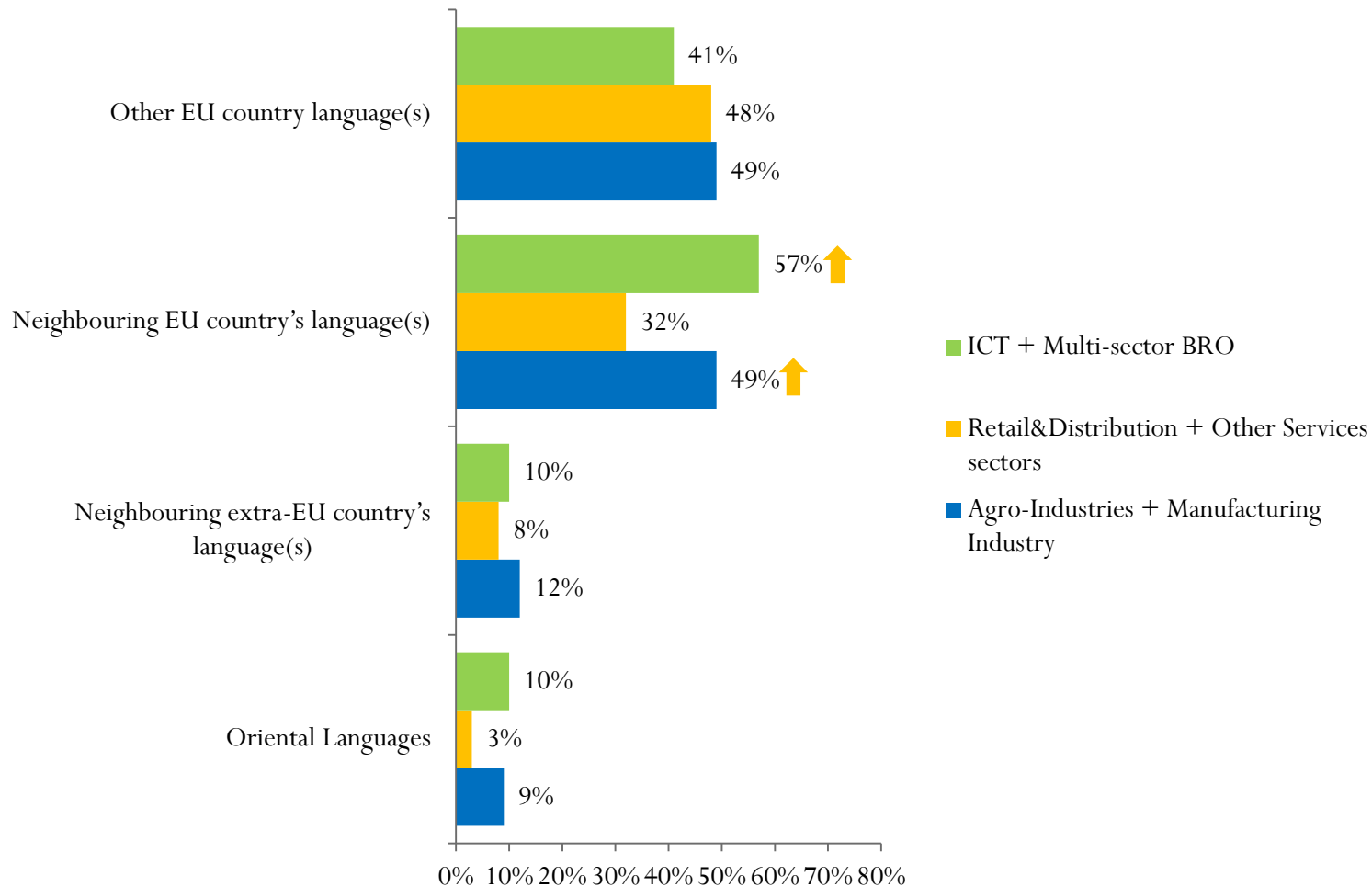
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SECTION II. EXPERIENCE OF LANGUAGES IN BUSINESS

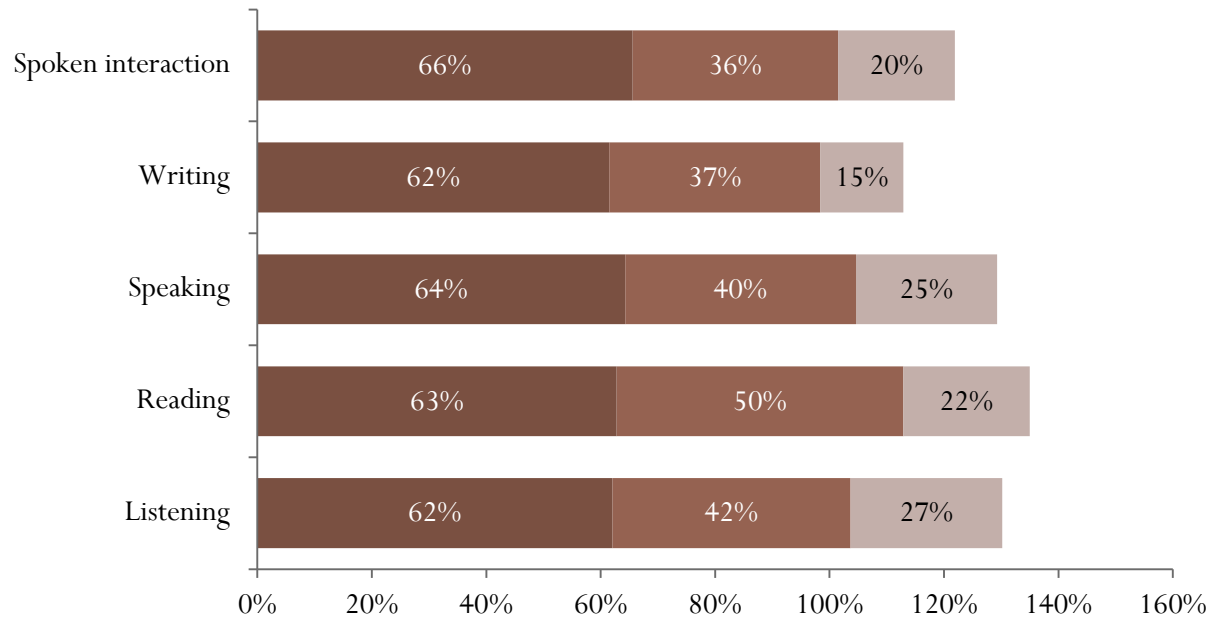
Differences within the sectors

Q29. What languages would you need most?



SECTION III. BUSINESS LANGUAGE NEEDS

Q30. Who needs language skills in your enterprise?



Base: Total Sample (543)

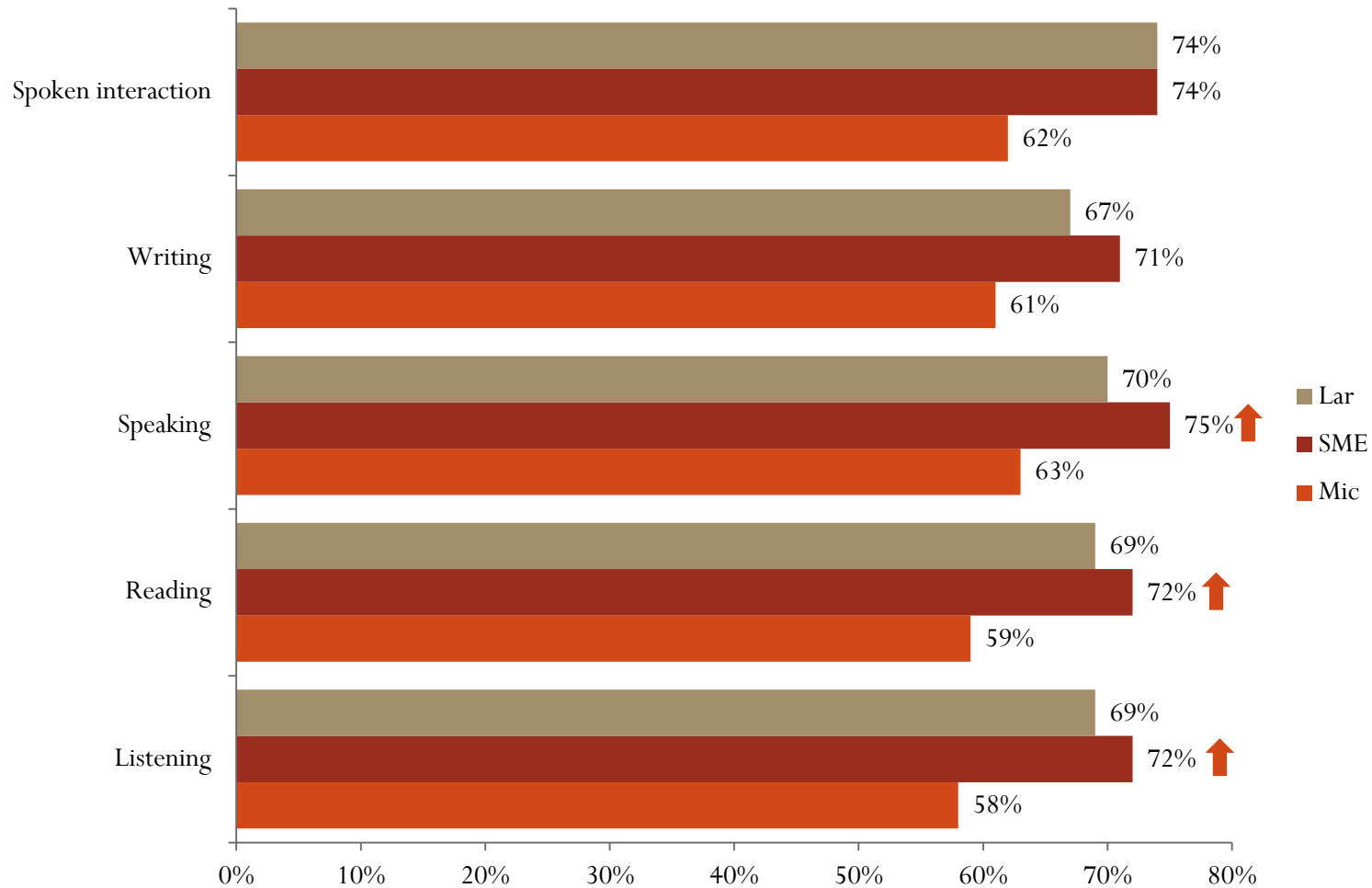
Management

Technicians

Shop floor

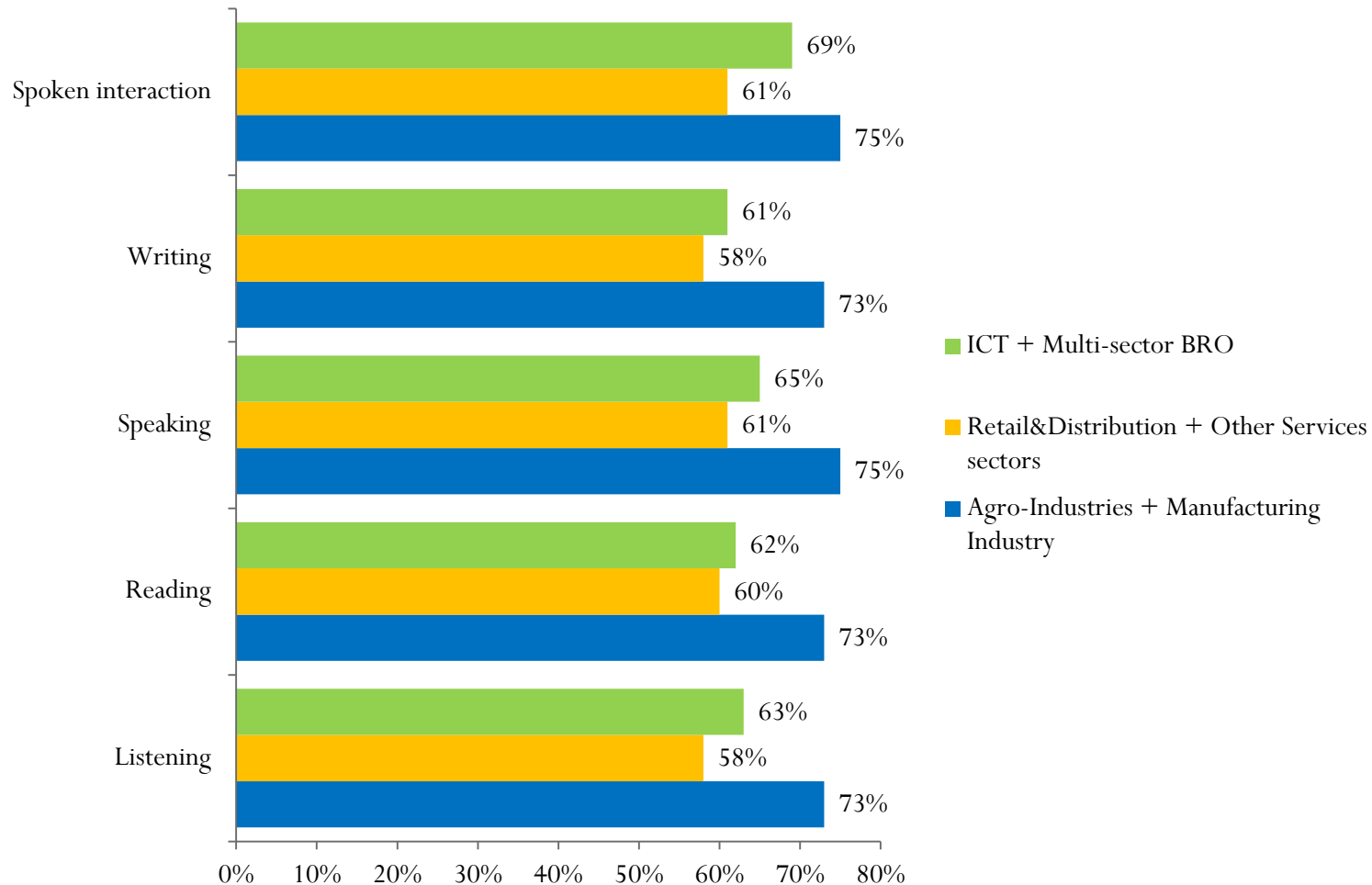
SECTION III. BUSINESS LANGUAGE NEEDS MANAGEMENT - Size of enterprise

Q30. Who needs language skills in your enterprise?



SECTION III. BUSINESS LANGUAGE NEEDS MANAGEMENT - Differences within the sectors

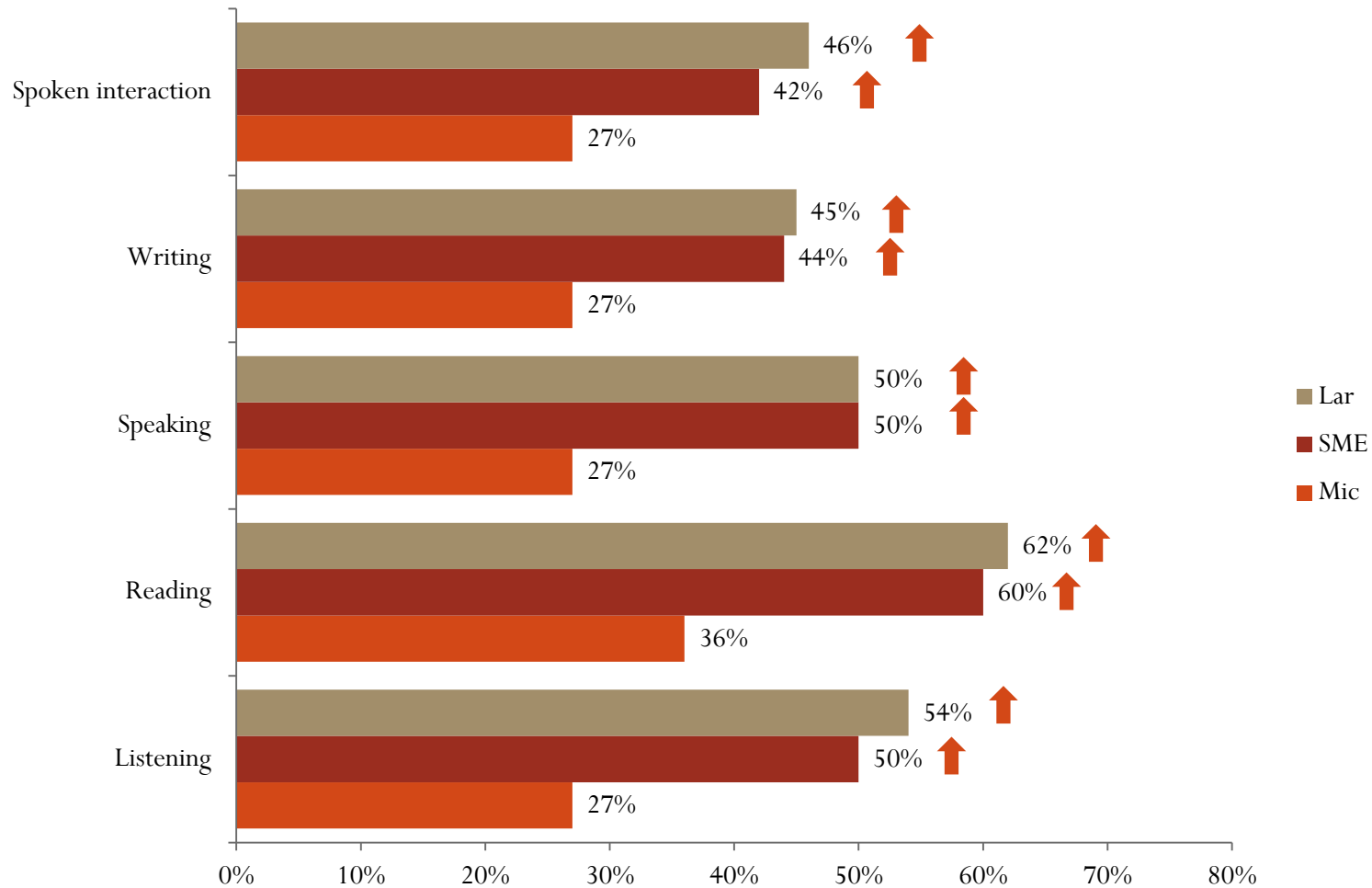
Q30. Who needs language skills in your enterprise?



SECTION III. BUSINESS LANGUAGE NEEDS

TECHNICIANS - Size of enterprise

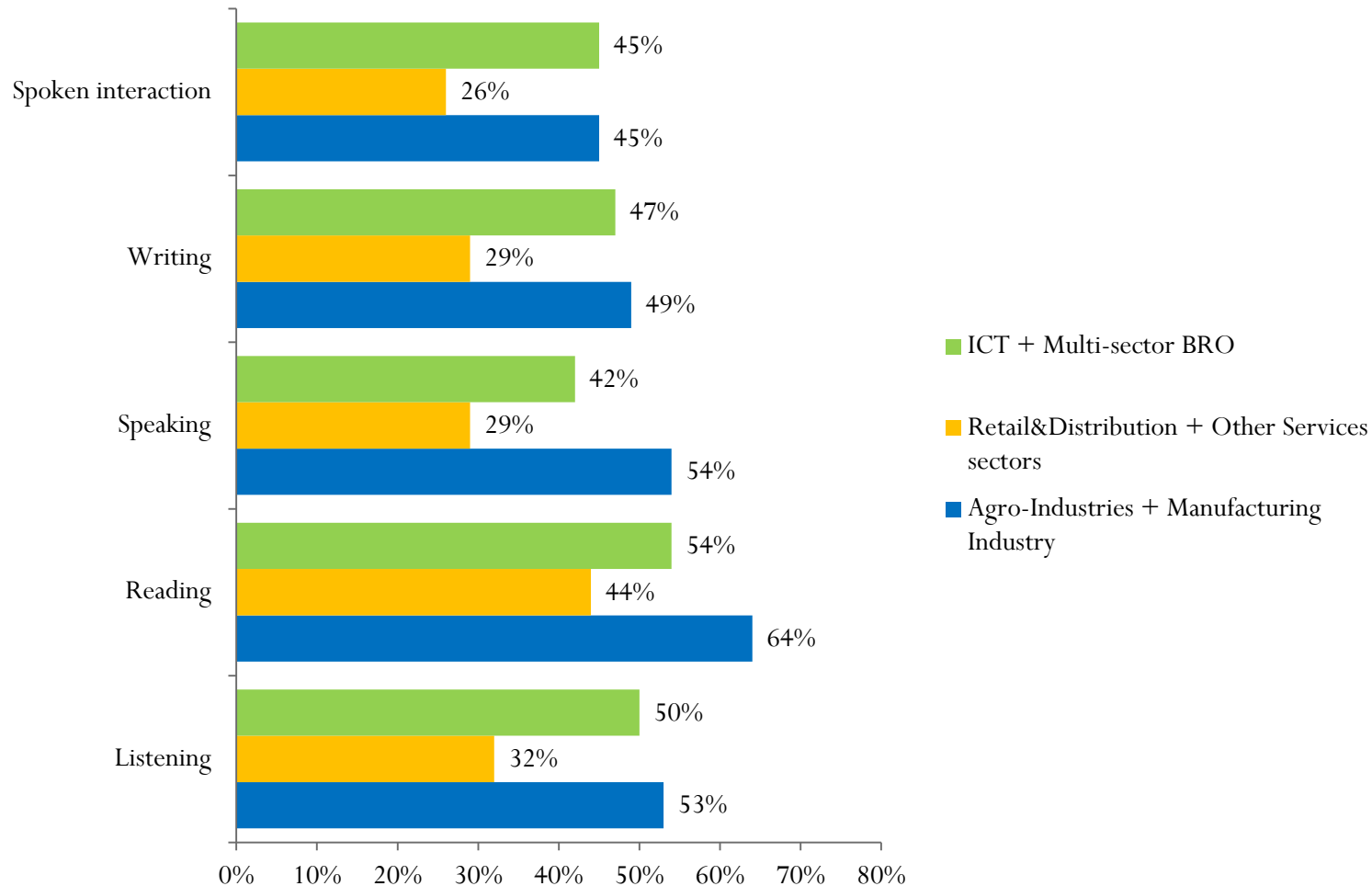
Q30. Who needs language skills in your enterprise?



SECTION III. BUSINESS LANGUAGE NEEDS

TECHNICIANS - Differences within the sectors

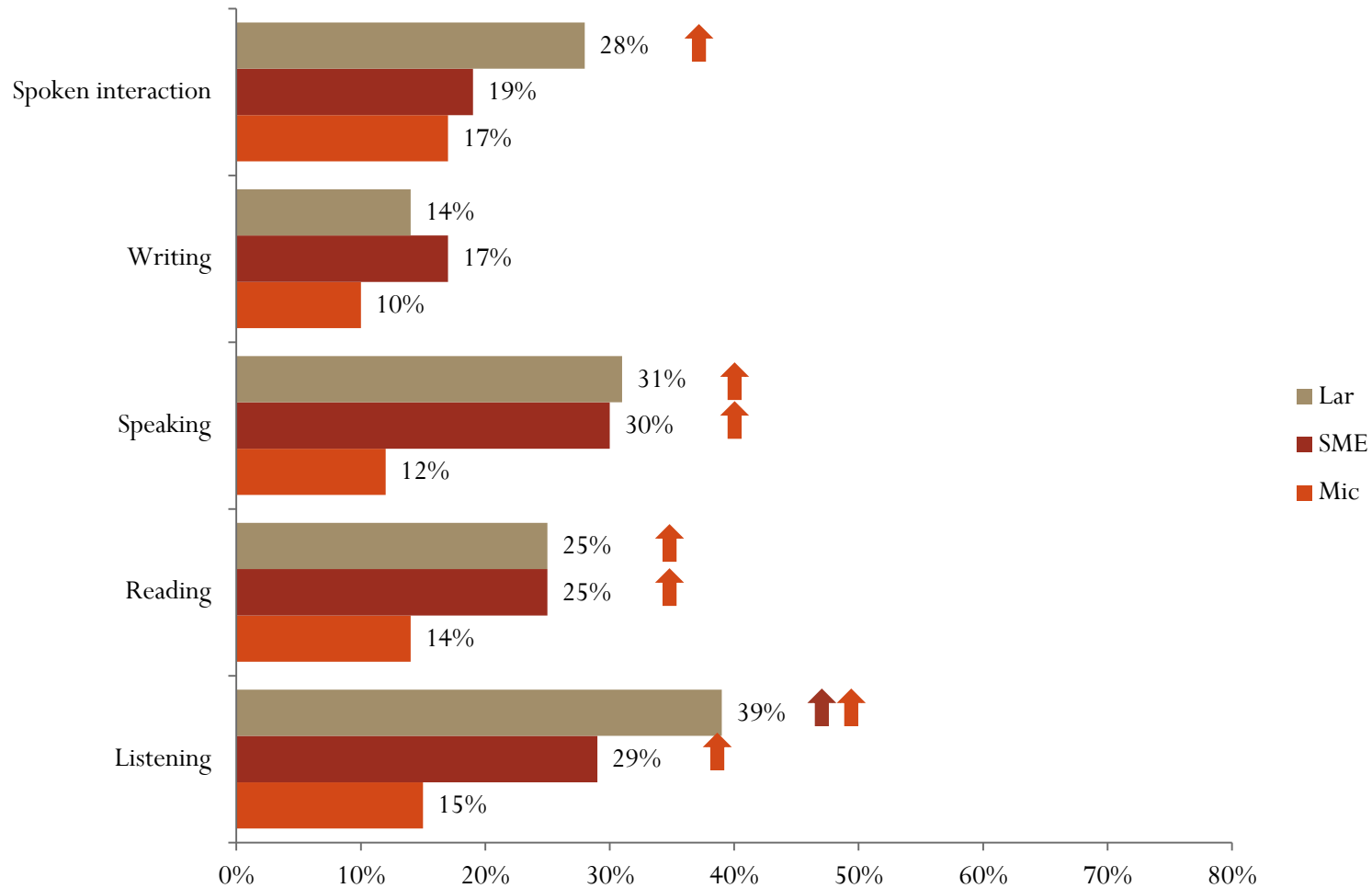
Q30. Who needs language skills in your enterprise?



SECTION III. BUSINESS LANGUAGE NEEDS

SHOP FLOOR - Size of enterprise

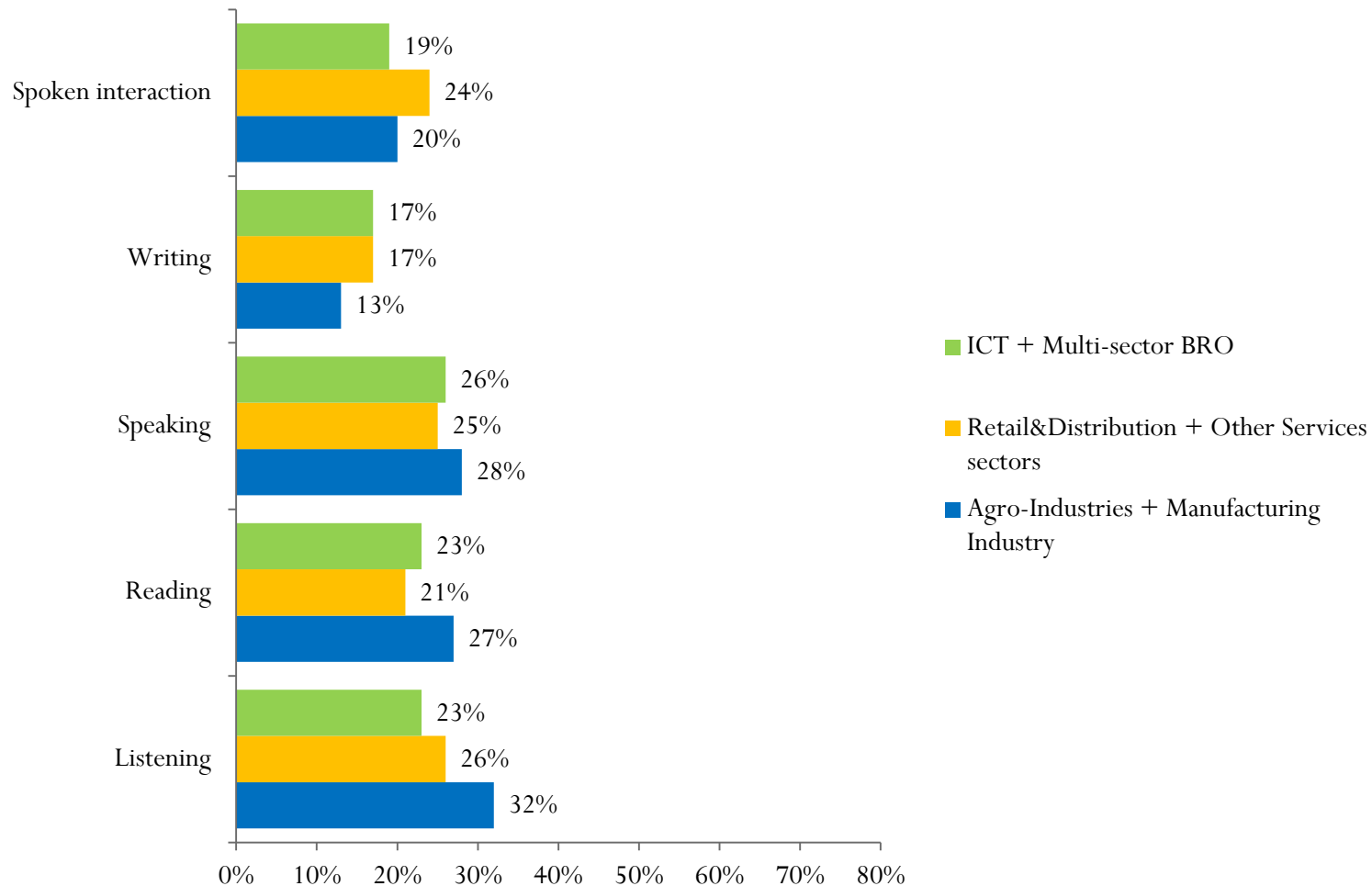
Q30. Who needs language skills in your enterprise?



SECTION III. BUSINESS LANGUAGE NEEDS

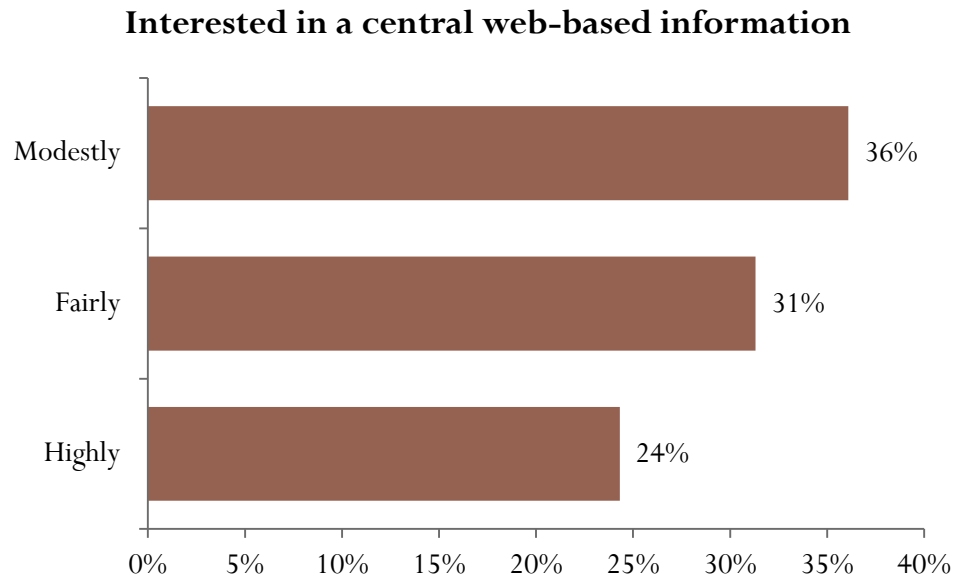
SHOP FLOOR - Differences within the sectors

Q30. Who needs language skills in your enterprise?



SECTION III. BUSINESS LANGUAGE NEEDS

Q31. Would you be interested in a central web-based information point for language strategies for business?

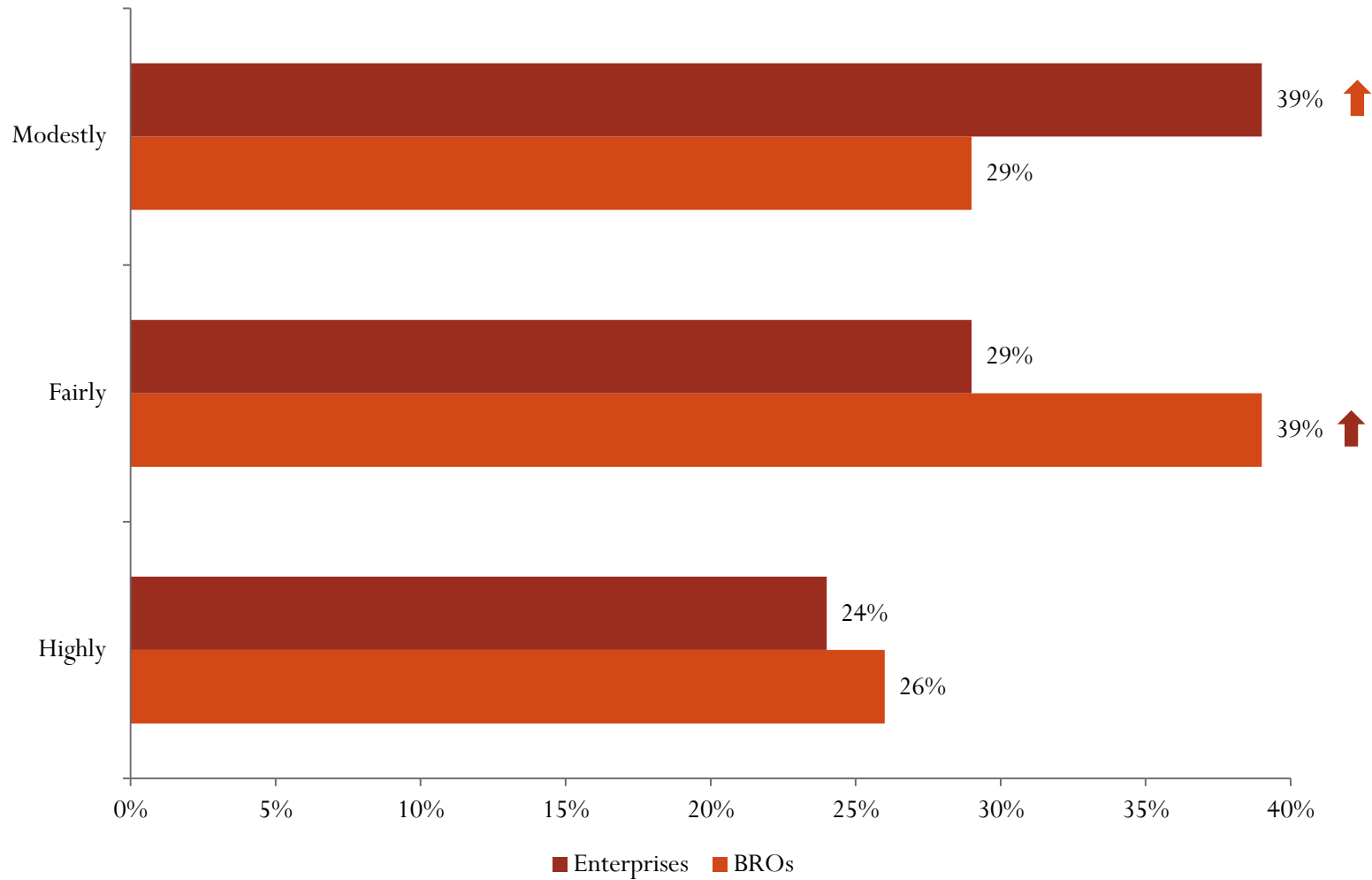


Base: Total Sample (543)

SECTION III. BUSINESS LANGUAGE NEEDS

BROS. VS. ENTERPRISES

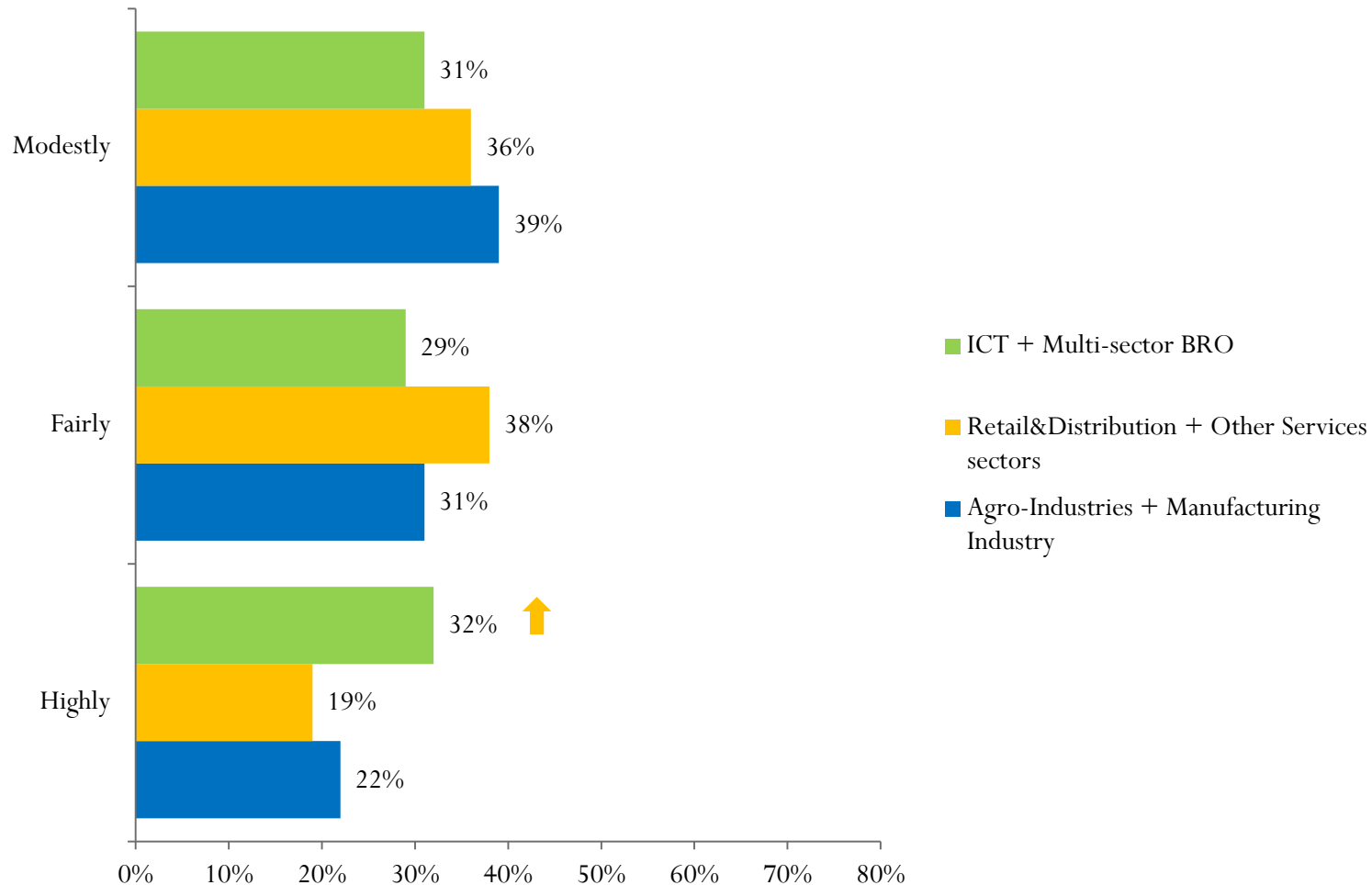
Q31. Would you be interested in a central web-based information point for language strategies for business?



SECTION III. BUSINESS LANGUAGE NEEDS

Differences within the sectors

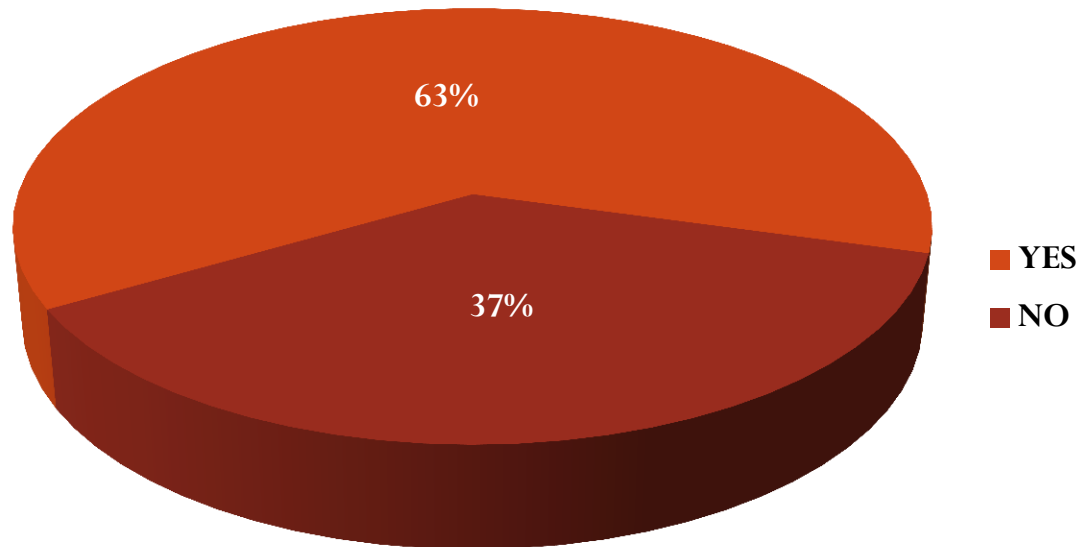
Q31. Would you be interested in a central web-based information point for language strategies for business?



SECTION IV. INTEREST IN SURVEY RESULTS

Q32. Would you be interested in receiving a synthesis report of the findings of this survey?

Interested in receiving a summary report



Base: Total Sample (543)

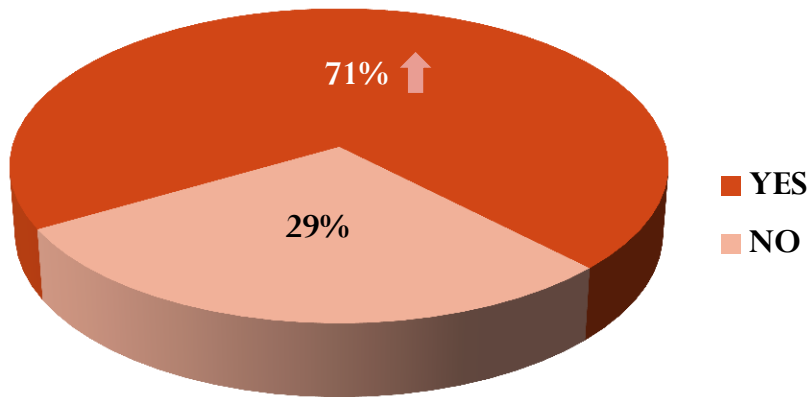
SECTION IV. INTEREST IN SURVEY RESULTS

BROS VS. ENTERPRISES

Q32. Would you be interested in receiving a synthesis report of the findings of this survey?

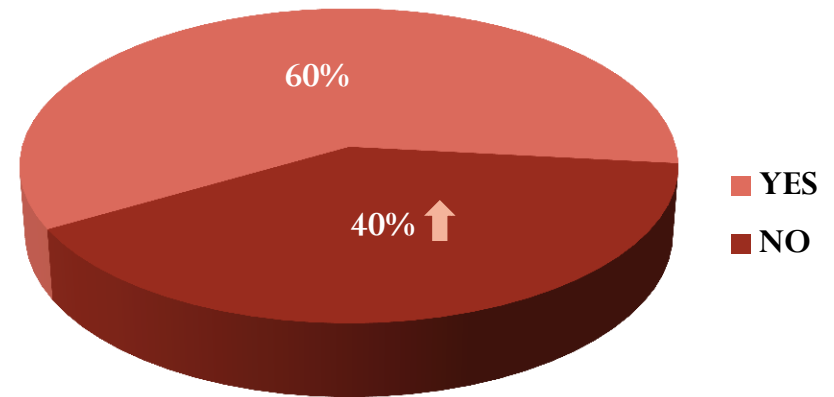
Interested in receiving a summary report

BROs



Base: Total Sample (157)

Enterprises



Base: Total Sample (376)

SECTION IV. INTEREST IN SURVEY RESULTS

Size of enterprise

Q32. Would you be interested in receiving a synthesis report of the findings of this survey?

