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

**Cultural Icons**

- **Best male artist to help you learn English**: Justin Timberlake
- **Best female artist to help you learn English**: Adele
- **Best TV program to help you learn English**: House of Cards
- **The person who demonstrated the best mastery of the English language**: William Shakespear
- **The non-native English speaker who has found most success through learning English**: Bill Gates
- **The person people would most like to teach them English**: Celine Dion
- **The most useful English word cited by respondents**: Love
- **The favourite English word**: Thank you

**64% are learning or have previously learnt English.**

**82% would like to go abroad to learn English.**

- **88% think English should be the official language of commerce/business.**
- **87% agree that English has already become a global language.**
- **87% believe American English is more important to learn than British English.**
- **82% are learning or have previously learnt English.**
- **The majority believe American English is more important to learn than British English.**
- **84% are learning or have previously learnt English.**
- **The perception is that grammar and speaking are the most difficult aspects of learning English.**
- **42% say speaking is seen to be a far more important skill to learn.**
- **65% say speaking is seen to be a far more important skill to learn.**

- **82% would like to go abroad to learn English.**
- **The majority believe American English is more important to learn than British English.**
- **88% think English should be the official language of commerce/business.**
- **87% agree that English has already become a global language.**
- **87% believe American English is more important to learn than British English.**
- **84% are learning or have previously learnt English.**
- **The perception is that grammar and speaking are the most difficult aspects of learning English.**
- **42% say speaking is seen to be a far more important skill to learn.**

**Lack of time is the #1 obstacle to fluency, quoted by 44% of respondents.**

- **82% would like to go abroad to learn English.**
- **The majority believe American English is more important to learn than British English.**
- **88% think English should be the official language of commerce/business.**
- **87% agree that English has already become a global language.**
- **87% believe American English is more important to learn than British English.**
- **84% are learning or have previously learnt English.**
- **The perception is that grammar and speaking are the most difficult aspects of learning English.**
- **42% say speaking is seen to be a far more important skill to learn.**

- **82% would like to go abroad to learn English.**
- **The majority believe American English is more important to learn than British English.**
- **88% think English should be the official language of commerce/business.**
- **87% agree that English has already become a global language.**
- **87% believe American English is more important to learn than British English.**
- **84% are learning or have previously learnt English.**
- **The perception is that grammar and speaking are the most difficult aspects of learning English.**
- **42% say speaking is seen to be a far more important skill to learn.**

- **82% would like to go abroad to learn English.**
- **The majority believe American English is more important to learn than British English.**
- **88% think English should be the official language of commerce/business.**
- **87% agree that English has already become a global language.**
- **87% believe American English is more important to learn than British English.**
- **84% are learning or have previously learnt English.**
- **The perception is that grammar and speaking are the most difficult aspects of learning English.**
- **42% say speaking is seen to be a far more important skill to learn.**

**Consumer research conducted by Morar Consulting and Pearson English, 2014. Sample of 6,000 people in Brazil, China, Germany, Indonesia, Poland, South Korea, USA, Mexico, Turkey, Russia, India & Japan.**