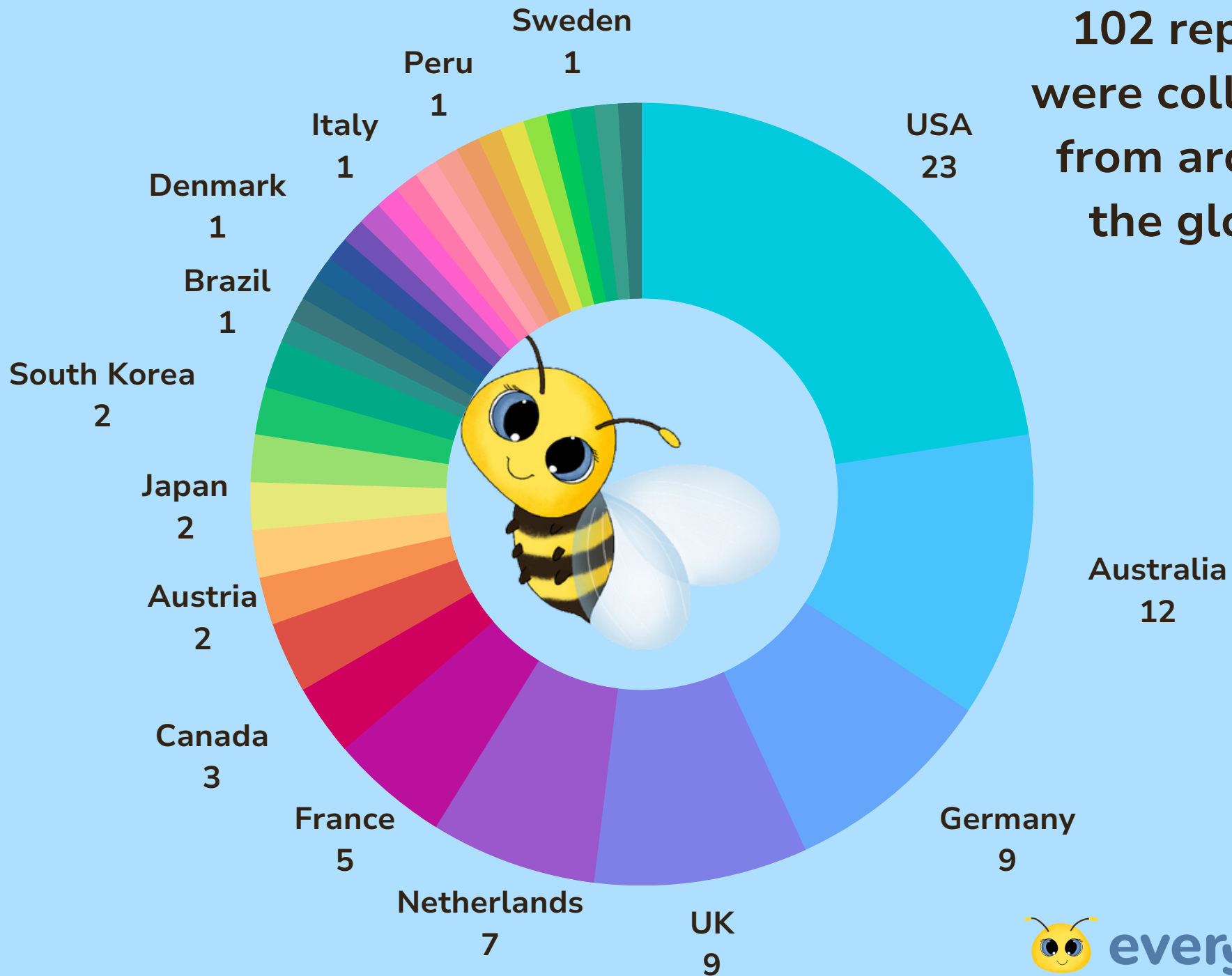




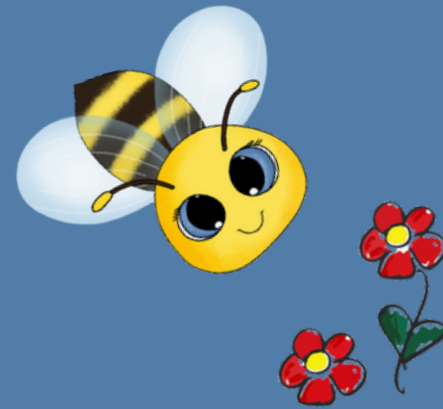
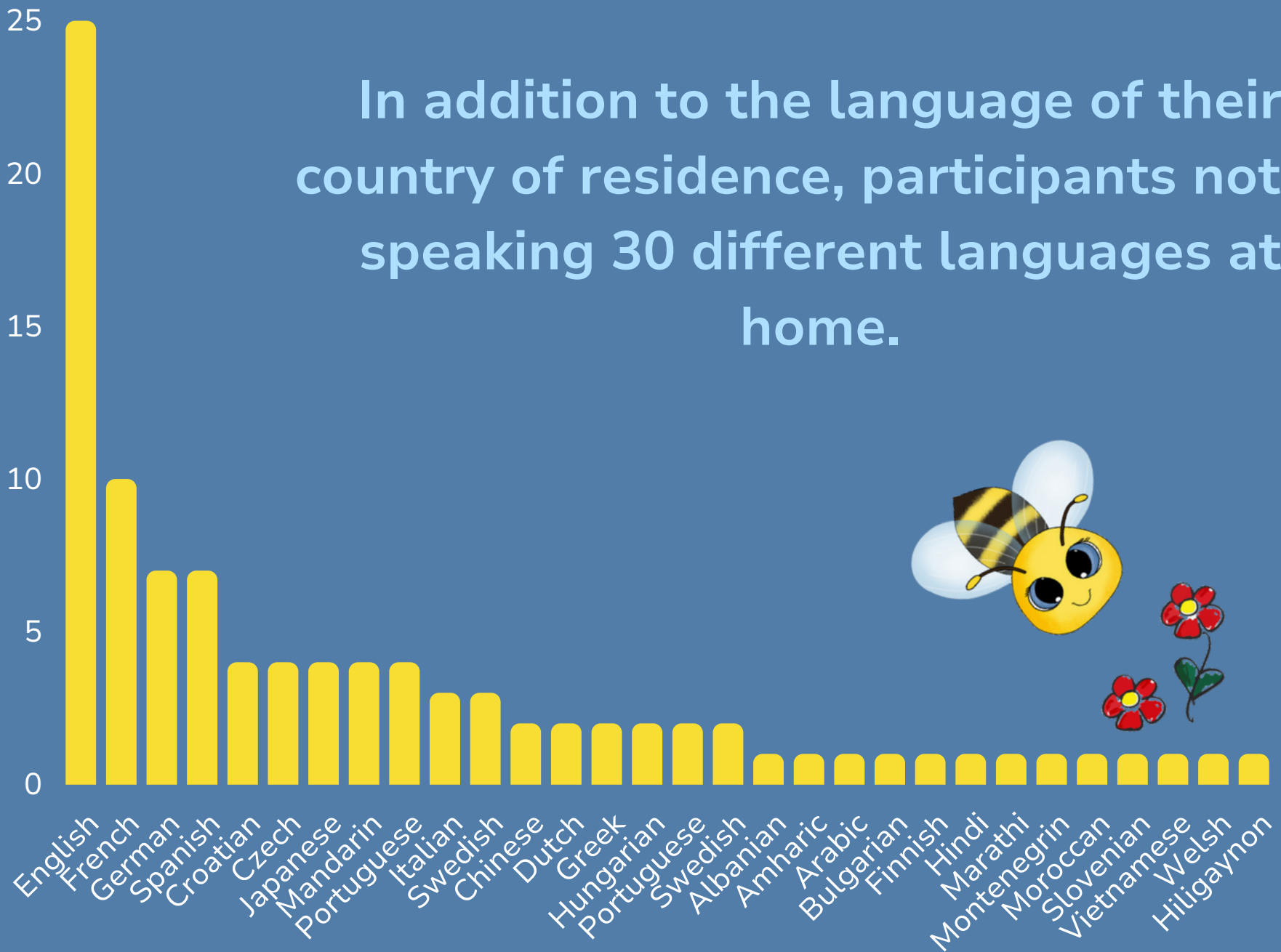
everylingo

EveryLingo surveyed 102 participants globally to gain insights into languages, challenges, and aspirations within multilingual lifestyles. The survey was advertised online with keywords like "multilingual," "bilingual," "expats," raising multilingual children and "early language learning" and attracted participants from around the world.

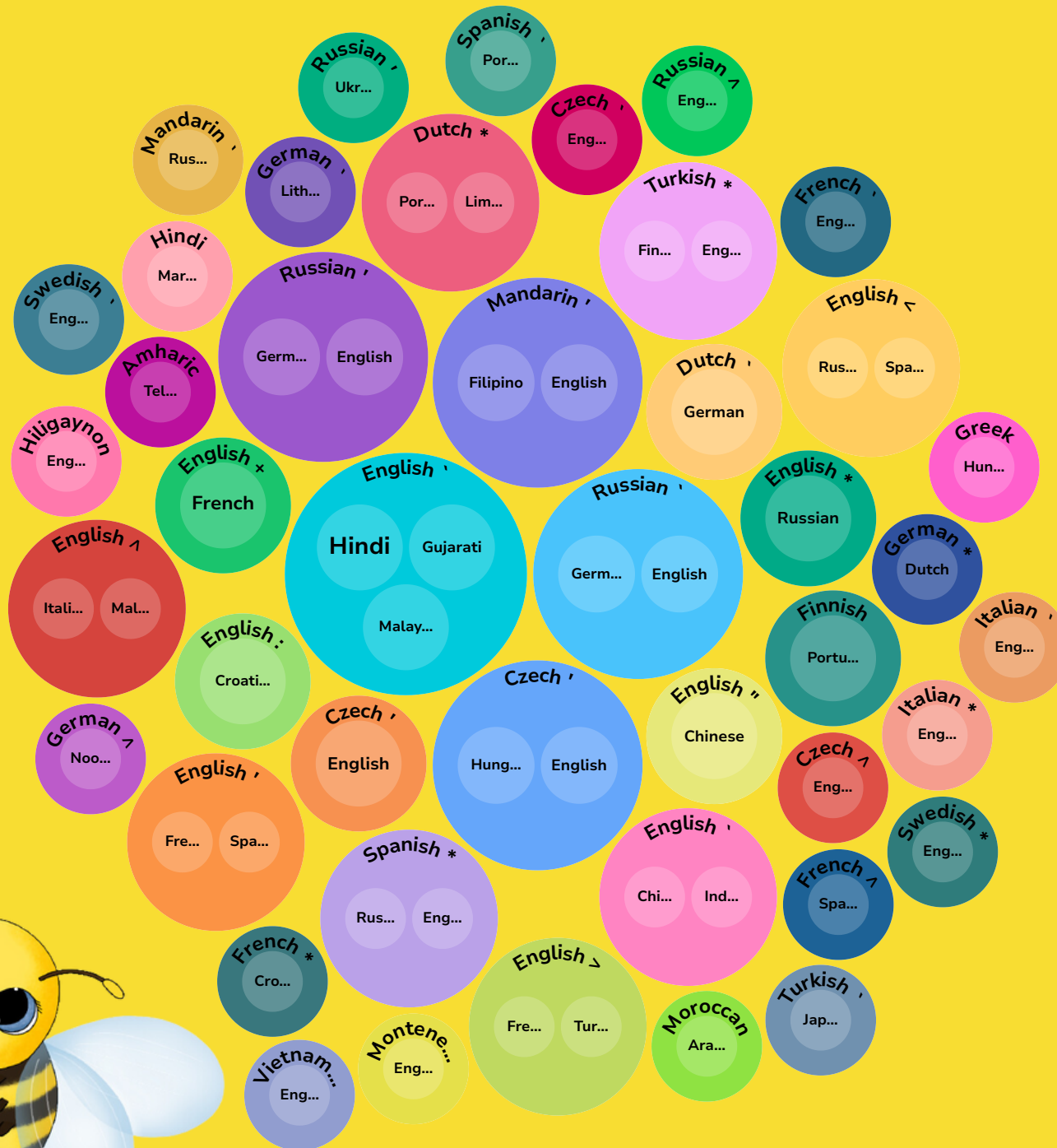
An impressive
102 replies
were collected
from around
the globe



In addition to the language of their country of residence, participants noted speaking 30 different languages at home.



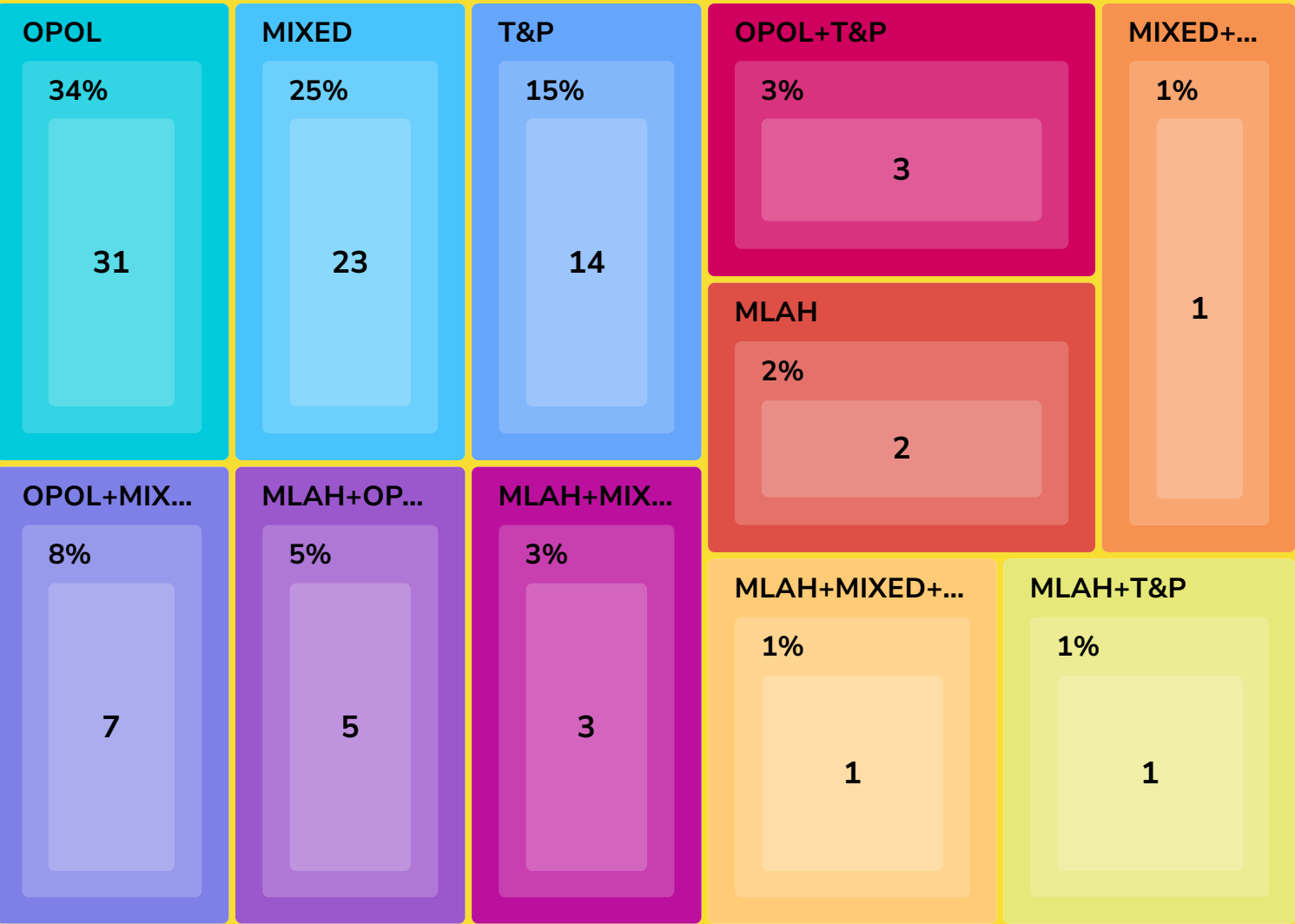
A whopping 44% of our respondents speak more than one additional language on top of community language at home! One respondent even speaks an impressive four additional languages, 12 respondents speak three, while 31 speak two additional languages at home.



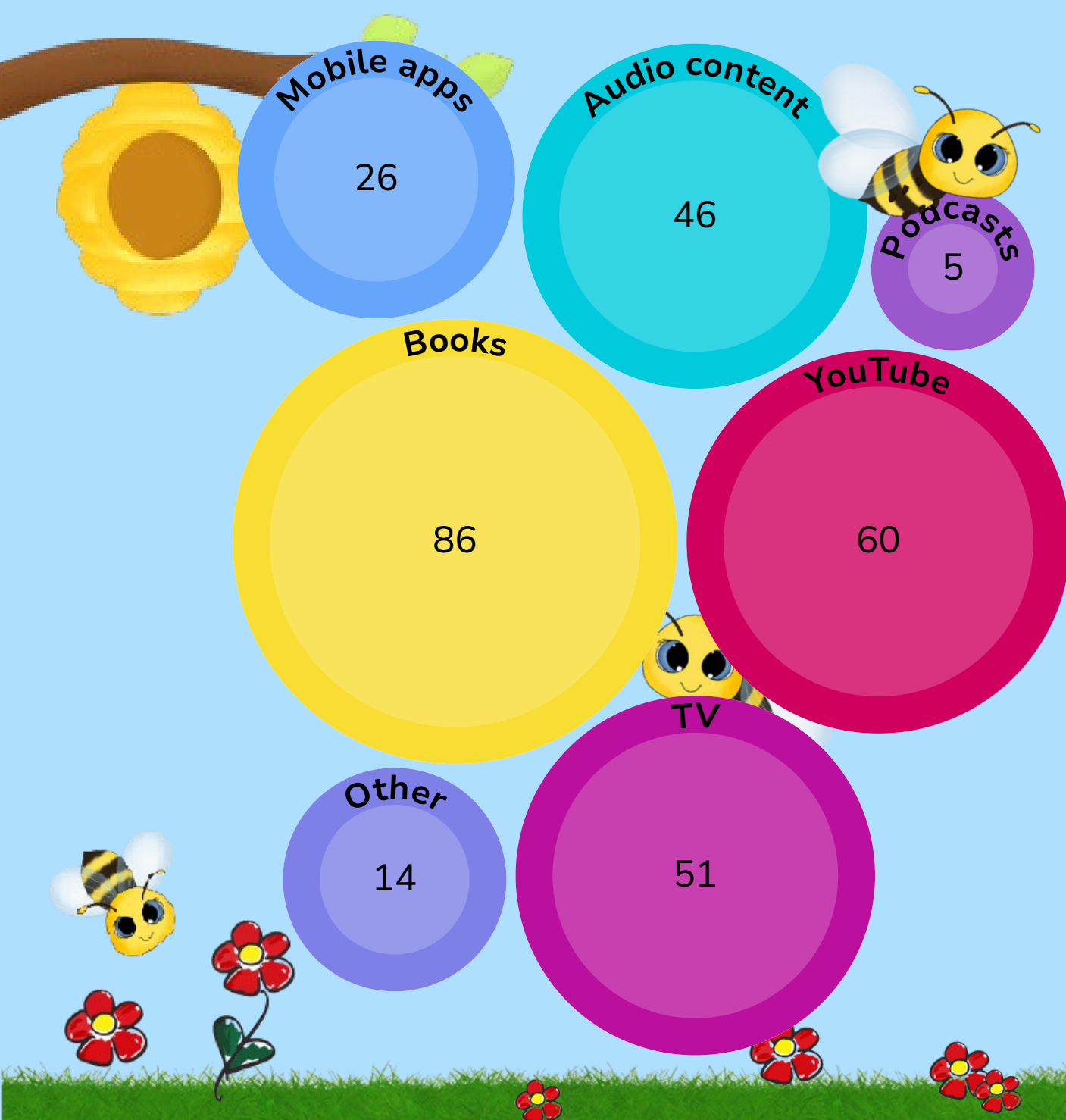


An impressive 90% of those surveyed were already passing their mother tongue to their children. And the rest were eagerly looking at doing the same!





Survey Shows OPOL to be the Most Popular Language-Teaching Method In contrast, the Minority Language at Home (MLAH) technique is less used. Caregivers also used mixed methods, including using both languages interchangeably and the Time and Place (T&P) method, where languages are separated by time or place. Some caregivers combined these techniques.



The survey results indicate that most people use books as the primary resource when teaching their child a different language than those spoken in their country of residence. YouTube and TV are popular resources, followed by audio content such as stories, podcasts, and radio. Mobile apps are used, but still not so common.



It is too boring for kids

Doesn't offer the language I need

It is too complicated for my child/children

It is too expensive

Don't need one yet

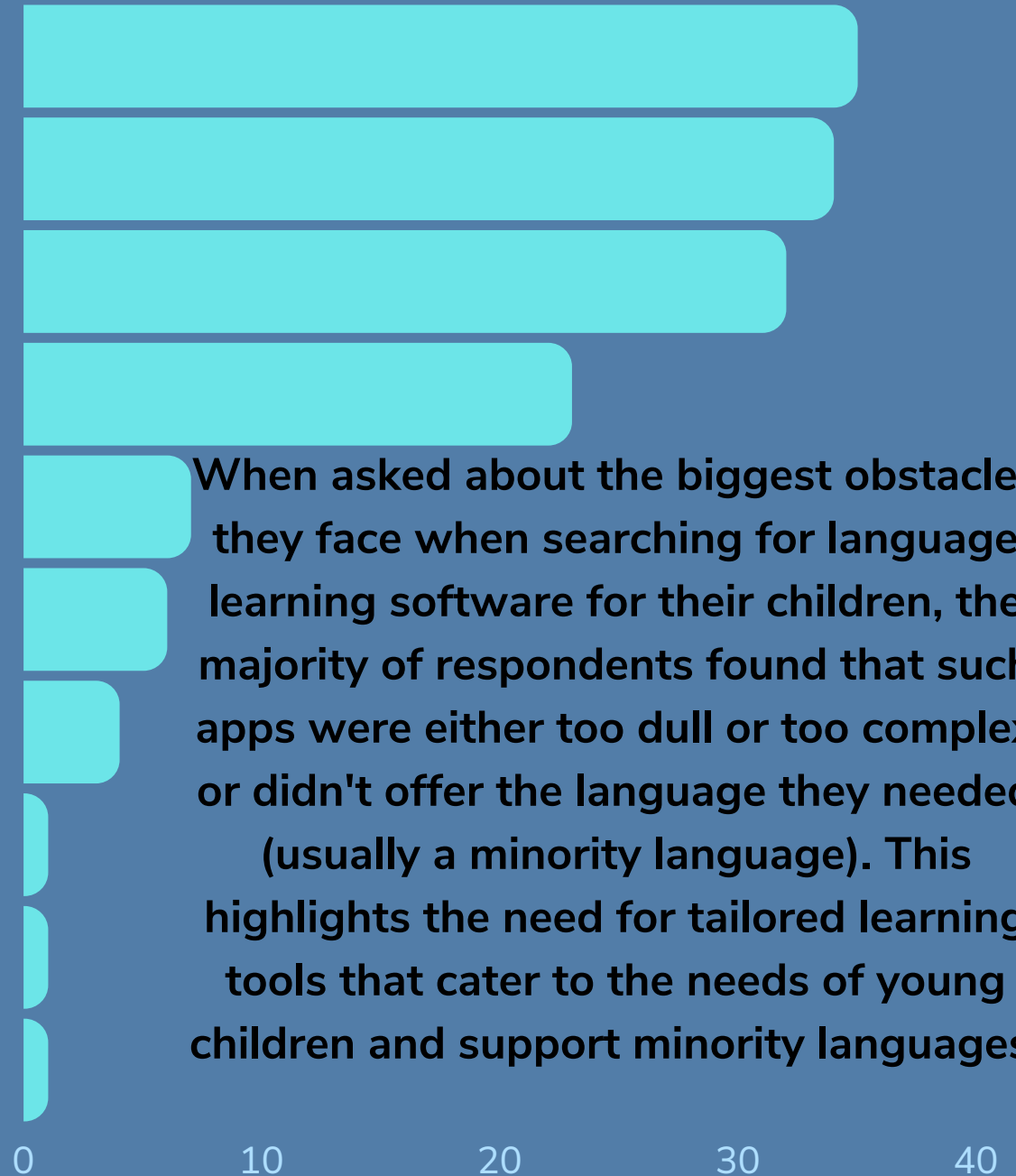
Worried about screen time

Do not use apps

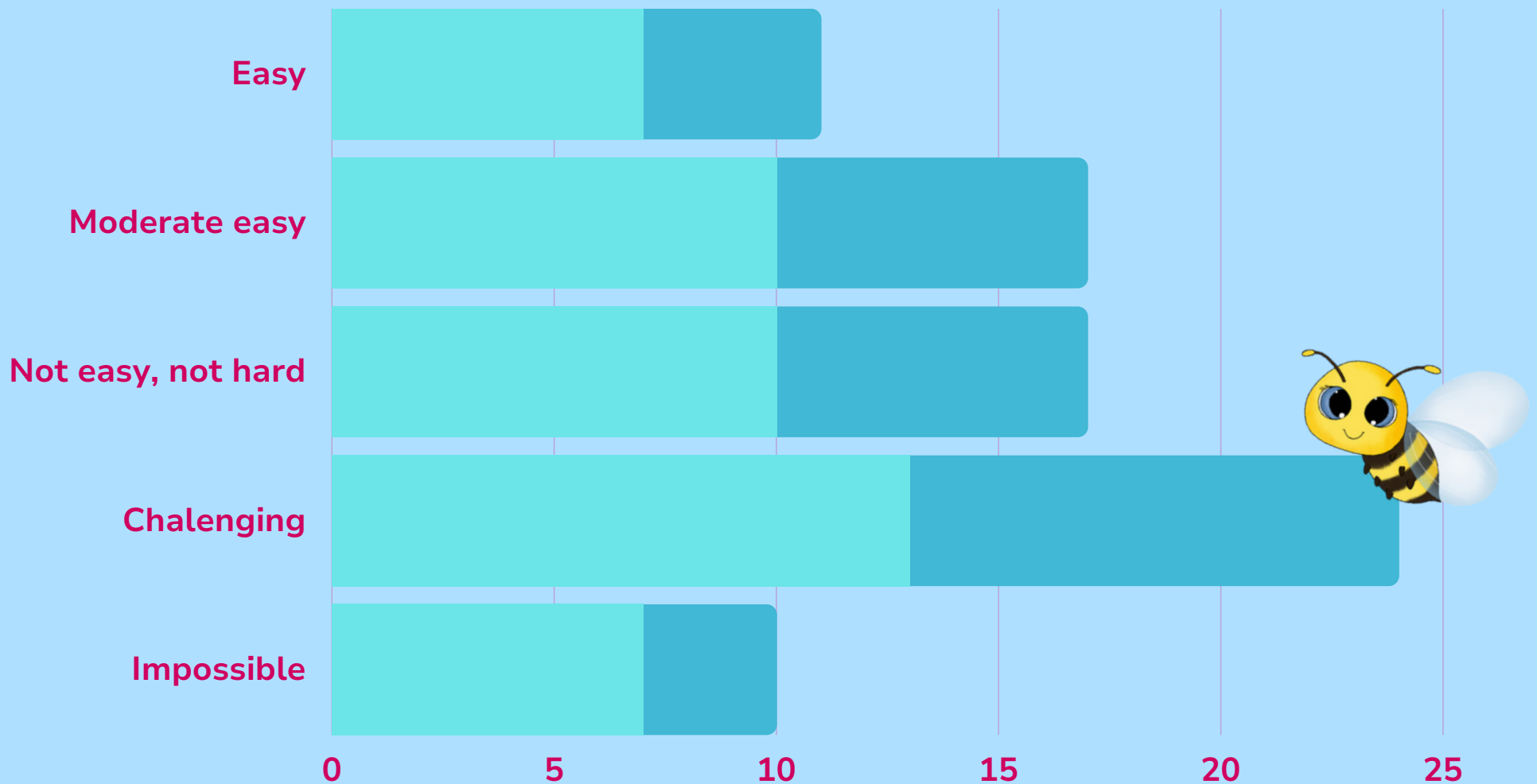
Don't know any unfortunately

Haven't find the good one

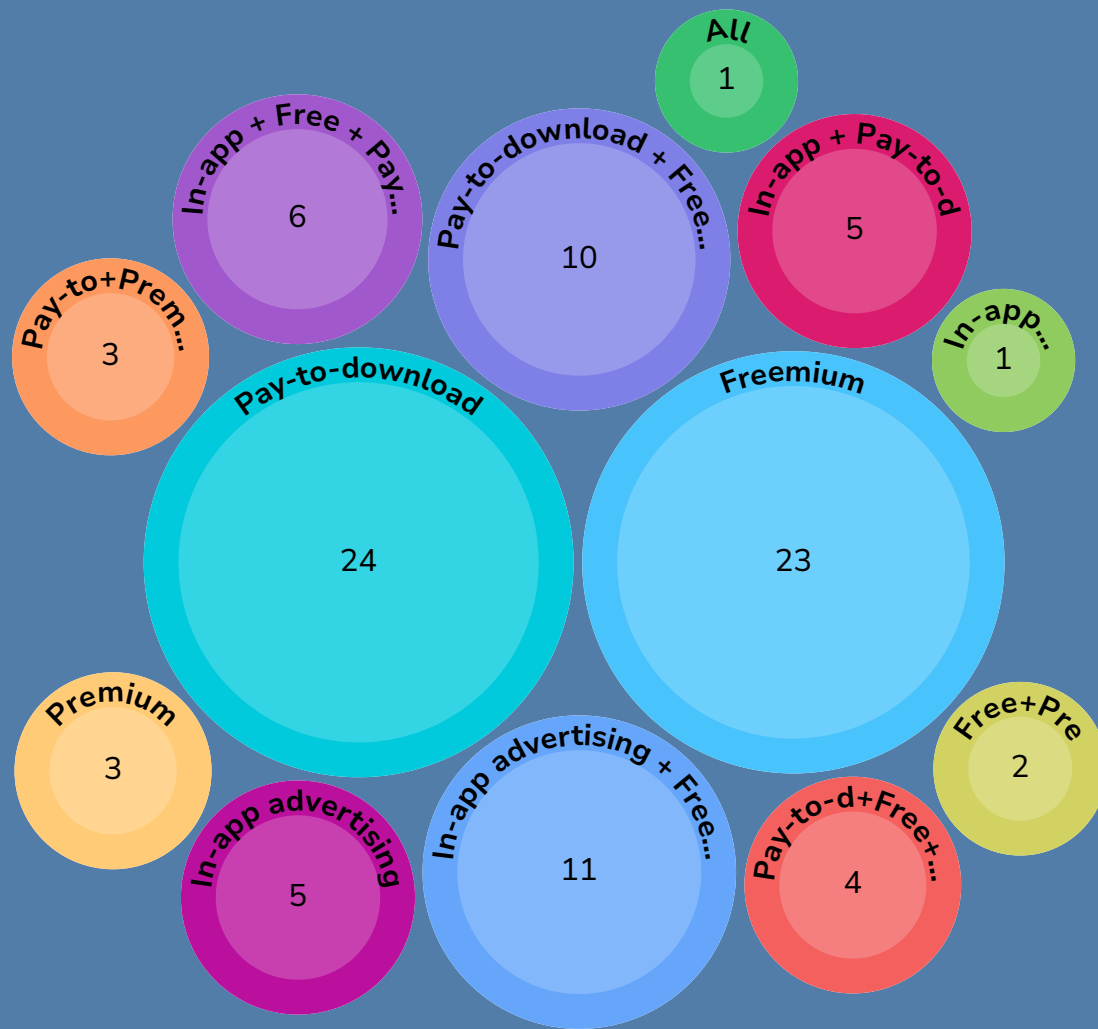
No problems



When asked about the biggest obstacles they face when searching for language learning software for their children, the majority of respondents found that such apps were either too dull or too complex or didn't offer the language they needed (usually a minority language). This highlights the need for tailored learning tools that cater to the needs of young children and support minority languages.



Caregivers teaching children a minor language were asked to measure the challenge of finding useful online tools on a scale from 1 (easy) to 10 (impossible). Most respondents found it difficult, reflecting the very issue EveryLingo aims to address and simplify.



Most respondents favour the "Freemium" followed by "Pay-to-download" payment models for mobile apps. "In-app advertising" and "Premium" are less popular, with the Premium subscription model the least preferable.

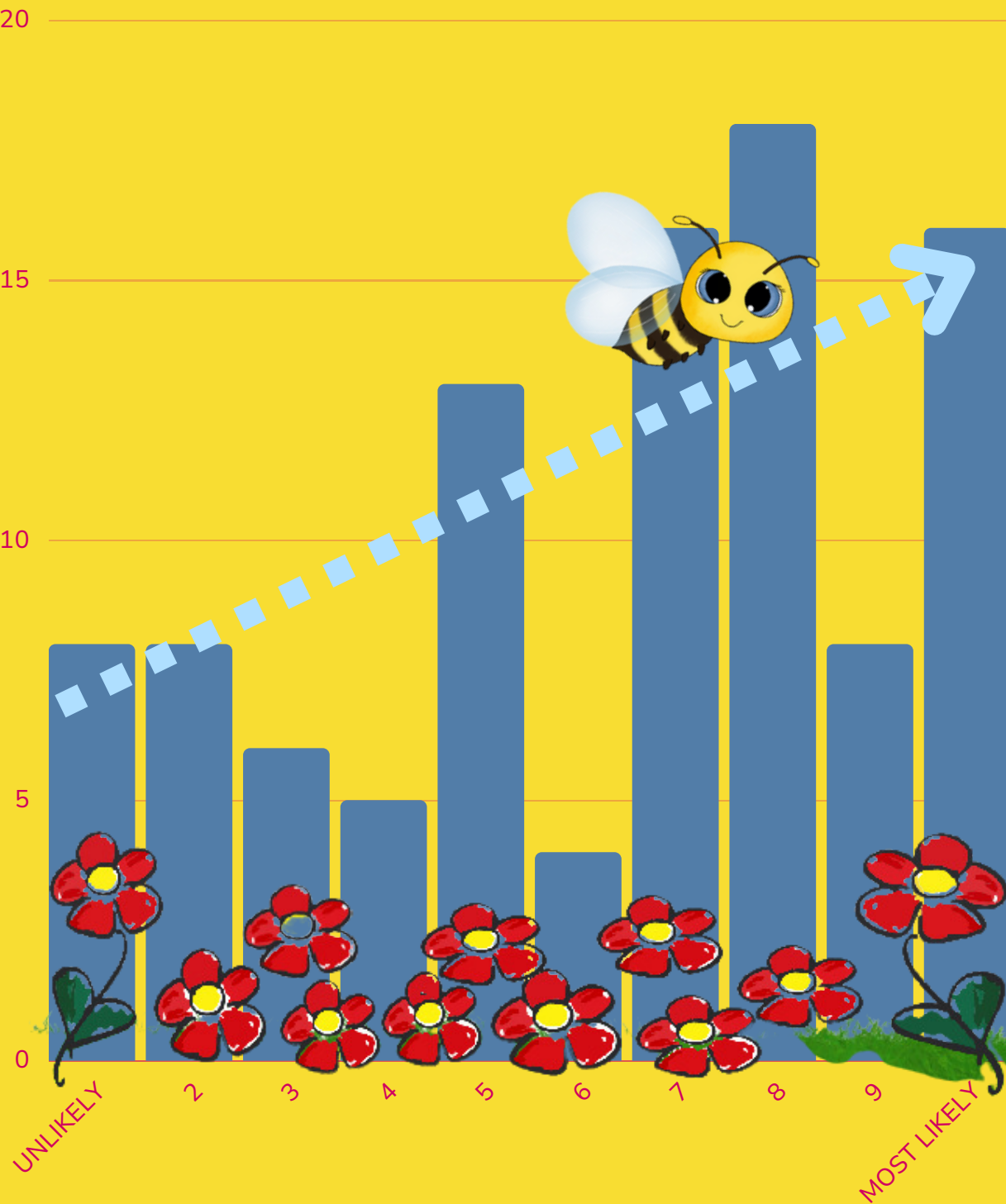


Freemium: Users can access the app's basic features for free but must pay for premium features or upgrades.

Pay-to-download: Users pay a one-time fee to download the app and access its full functionality.

In-app advertising: Users see ads within the app

Premium: paid subscription that gives users access to all the mobile app features in a paid period



The given data shows the responses to a survey question regarding the likelihood of using a personalized app where users can upload their own content through speaking and writing. The answers range from 1 (Unlikely) to 10 (Most Likely). Many respondents (16%) expressed a high inclination (rated 10) to use such software, indicating strong interest in this concept. Additionally, 18% rated their likelihood as 8; conversely, 8% responded as Unlikely, and 8% chose a rating of 2, indicating a relatively lower interest. The varied responses highlight the diverse attitudes toward the concept, with a notable percentage showing enthusiasm for the idea of using personalized software for content creation.

Celebrating Language Diversity: EveryLingo's Ongoing Mission

As we wrap up this survey, we want to thank you - Your insights have been pure gold. Our goal is to empower these linguistic adventures, and we pledge to craft bespoke solutions that honour every spoken word, leaving no language behind. We invite you to [subscribe to our newsletter](#) for early access to development insights and the opportunity to give feedback before launching the app. If you have a question or feedback or just want to say hi - feel free to reach out to us at this email address: everylingo@everylingo.app

Thank you for being an essential part of EveryLingo's journey!



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