

BLOOMBERG RANKINGS

THE LANGUAGES OF BUSINESS

Which languages -- other than English -- are most useful for conducting business around the world?

| LANGUAGE | SCORE* | NUMBER OF COUNTRIES WHERE LANGUAGE IS OFFICIAL | NUMBER OF SPEAKERS, MILLIONS | POPULATION IN COUNTRIES WHERE OFFICIAL, MILLIONS | 2011 GDP, USD, BILLIONS | GDP GROWTH %, 2011-2016 | EXPORTS + IMPORTS AS % GDP | SCHOOL LIFE EXPECTANCY, YEARS | WEIGHTED AVERAGE LITERACY RATE FOR ALL COUNTRIES WHERE LANGUAGE IS OFFICIAL | NUMBER OF INTERNET USERS, MILLIONS | INTERNET PENETRATION, % OF SPEAKERS | GEOGRAPHIC CONTINUITY (KM ² , MILLIONS) | TOURISM RECEIPTS AS % OF GDP |
|------------|--------|--|------------------------------|--|-------------------------|-------------------------|----------------------------|-------------------------------|---|------------------------------------|-------------------------------------|--|------------------------------|
| Mandarin | 57.0 | 1.0 | 845.0 | 1,331.5 | 6,515.9 | 57.4 | 49.1 | 11.6 | 94.0 | 444.9 | 52.7 | - | 0.8 |
| French | 51.7 | 27.0 | 67.8 | 341.5 | 4,115.9 | 11.1 | 70.0 | 10.1 | 65.3 | 59.8 | 88.2 | 9.5 | 2.1 |
| Arabic | 50.1 | 23.0 | 221.0 | 361.7 | 2,662.5 | 25.7 | 91.3 | 10.5 | 71.5 | 65.4 | 29.6 | 13.9 | 2.9 |
| Spanish | 49.2 | 20.0 | 329.0 | 410.4 | 4,558.6 | 16.5 | 50.9 | 14.1 | 92.9 | 153.3 | 46.6 | 11.8 | 2.3 |
| Russian | 44.6 | 4.0 | 144.0 | 172.7 | 2,134.9 | 23.9 | 52.9 | 14.2 | 99.6 | 59.7 | 41.5 | 20.2 | 0.8 |
| Portuguese | 37.7 | 8.0 | 178.0 | 249.2 | 2,783.1 | 21.8 | 30.6 | 13.2 | 85.1 | 82.5 | 46.4 | - | 0.8 |
| Japanese | 34.1 | 1.0 | 122.0 | 127.6 | 5,821.9 | 8.0 | 24.8 | 15.1 | 99.0 | 99.1 | 81.3 | - | 0.2 |
| German | 24.0 | 6.0 | 90.3 | 109.3 | 5,079.5 | 9.2 | 89.1 | 15.9 | 98.9 | 75.2 | 83.2 | 0.5 | 1.7 |
| Italian | 19.6 | 4.0 | 61.7 | 68.4 | 2,784.6 | 7.6 | 56.9 | 16.2 | 98.8 | 36.7 | 59.5 | 0.3 | 2.1 |
| Korean | 16.0 | 1.0 | 48.8 | 48.7 | 1,126.5 | 22.2 | 95.9 | 16.9 | 97.9 | 39.4 | 80.8 | - | 1.1 |
| Turkish | 13.7 | 1.0 | 50.8 | 75.7 | 822.6 | 22.1 | 49.7 | 11.8 | 90.9 | 30.1 | 59.3 | - | 3.7 |

Sources: World Bank, IMF, Ethnologue, UN Educational, Scientific and Cultural Organization (UNESCO), CIA, International Telecommunications Union, UN World Tourism Organization (UNWTO)

As of: August 5, 2011

*Languages were awarded points from 0 to 100 based on position relative to each other. Points were summed to rank each language.

METHODOLOGY: To create this ranking, we first identified the 25 languages with the greatest number of native speakers, then narrowed the list to the 11 that are official languages of G20 countries. (Countries where English is the official language, or one of multiple official languages, were excluded.) We then compiled statistics from countries where each language is official. In countries with multiple official languages, statistics were included for each language. For example, Switzerland's data were included for its three official languages: German, French and Italian.