Massachusetts Welcomes you

Language of love this Valentine´s Day

TOP 4

Among the top 4 things Massachusettsans want to do this year:
LEARNING A NEW LANGUAGE.

THE LANGUAGE OF LOVE:

*Of the **19%** of people who say they are dating someone who speaks another language, **66%** are actively trying to learn that person's language.*

ACTIVELY TRYING TO LEARN 66%

*Across generations, **Gen Zers** tend to be most likely in a relationship with someone that speaks a different language:*



GEN Z (27%)
MILLENNIALS (22%)
GEN X (14%)
BABY BOOMERS (12%)

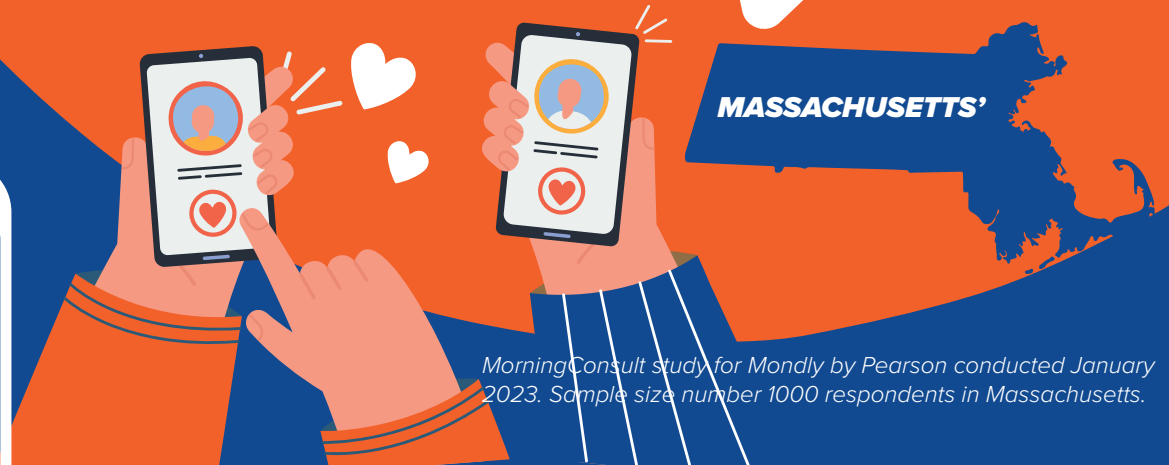
*Saying a romantic phrase for **Valentine's Day** is driving the most diverse language learning:*

Top three languages learners are interested in:

FRENCH 33%

ITALIAN 25%

SPANISH 24%



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MorningConsult study for Mondly by Pearson conducted January 2023. Sample size number 1000 respondents in Massachusetts.