

## Multilingual Communication Access:

### An Immediate and Long-Term Necessity

Multilingual accessibility is about more than inclusion or regulatory compliance. Today, and tomorrow, it is an inescapable must-have to reach consumers, provide quality customer experience, attract top talent, and operate on a global scale.

### Language needs in the workplace



**90%**

of U.S. employers rely on talent with language skills beyond English<sup>1</sup>

**25%**

of businesses say they miss opportunities due to a language gap<sup>1</sup>



**16%**

of working age U.S. residents speak a language other than English at home<sup>2</sup>

**58%**

of U.S. employers say workers use foreign language skills to communicate with both customers and colleagues<sup>1</sup>



### Motivated, educated, multilingual minds

**6% of total college enrollment**



in the U.S. in the 2023–2024 academic year was international students — the highest number in history<sup>3</sup>



Hispanic student enrollment in fall of 2023 made up

**18%**

of U.S. undergrads with a projection in the next five years to increase by

**21%**<sup>4 5 6</sup>

### Multilingual inclusion reaches a powerful consumer base

U.S. Hispanic consumers' spending power increased by 87% from 2010 to 2020, reaching

**\$1.9 trillion**<sup>7</sup>



Asian Americans' spending power hovers at

**\$1.3 trillion**



Within the past 15 years, non-English-speaking American mortgage borrowers increased by

**29%**<sup>9</sup>

**42%**

speak a language other than English at home<sup>8</sup>

**19%**

speak limited or no English<sup>2</sup>

### Customer experience matters



**88%**

of customers value experience as much as a company's products and services<sup>10</sup>

**40%**

of consumers won't spend money with companies that don't support their primary language<sup>11</sup>



Smart technology now makes everyday multilingual accessibility convenient and affordable. Imagine how you can connect and engage across languages with Sorenson Forum real-time AI speech translation and captioning. [Discover Forum](#)