

Feedback UK

A rapid decline in Chinese students and a move away from learning English for university study marked out this year's trends in our Feedback Survey of the UK.

UK feedback at a glance

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| Total number of students: female 94, male 46, (unknown 10) | 150 |
| Average age in years: | 24 |
| Average length of programme in weeks: | 16.2 |
| Average number of students in class: | 9.5 |
| Average number of hours of language tuition per week: | 20.3 |
| % of students who found their course through an agent: | 50 |
| % of students who booked through an agent or adviser: | 60 |
| % of students who had been on another lang. programme: | 27 |
| % of students who would recommend their school: | 91 |

Student nationality

The most notable change in this year's UK Feedback survey, which canvassed students at both private and tertiary language centres, is the glaring lack of Chinese students compared with the results of our previous surveys of separate sectors. Last year, Chinese students made up 24 per cent of the total student body in the UK tertiary sector – the largest student nationality represented – and nine per cent in the private sector, the second largest nationality (see *Language Travel Magazine*, April 2005, pages 16-17 and August 2005, pages 18-19). This year, the figure was one

per cent across both sectors. Some schools pointed out that this trend was not the norm across their year-round student body but our survey could indicate that a recent increase in visa refusals for Chinese students coming to the UK, as reported in our most recent UK Market Report, is taking its toll on this valuable student market (see *Language Travel Magazine*, October 2005, page 29).

Student motivation

Another important trend noted in this year's survey, possibly related to lower numbers of Chinese (and Asian students in general), was the decrease in students

who said that they were learning English in order to go on to study in the UK or another English-speaking destination. Last year, 38 per cent of language students in the private sector and 68 per cent of those in tertiary institutions gave this as their motivating factor for study, compared with just 20 per cent of respondents this year. The predominant reason given for a language travel trip in our current survey was work reasons, cited by 58 per cent of students.

Student enrolment

Agency recommendation remained the most common way for students to find a

language course, with 50 per cent of respondents initially finding out about their school from an agency, and 60 per cent booking their programme through an agency. Last year, the tertiary sector revealed less of a reliance on agents, although similar figures of 50 per cent and 62 per cent for finding and booking a programme were charted in the private sector survey. When asked why they chose a particular school, students mentioned the usual reasons of price, location and reputation, and for some, the fact that their school was accredited by the British Council played a major role in their decision-making process.

Standard of the schools
Satisfaction levels among our student respondents were generally high, with 91 per cent of students saying that they would recommend their course. The most popular accommodation option was host family, chosen by 60 per cent of respondents, and 89 per cent of these found it to be at least satisfactory. A further 23 per cent of students were in residential accommodation, and of these, 71 per cent found their accommodation to be at least satisfactory. Of the 19 per cent of students who said there were too many students speaking their own language in their class, 25 per cent were Swiss (the joint-top nationality with Japanese).

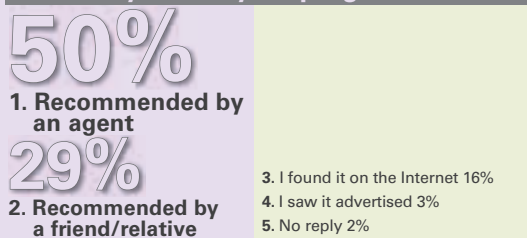
Living in the UK
Eighty-five per cent of respondents said that the cost of living in the UK was higher than in their own countries, 13 per cent said that it was the same and just one per cent said it was lower.



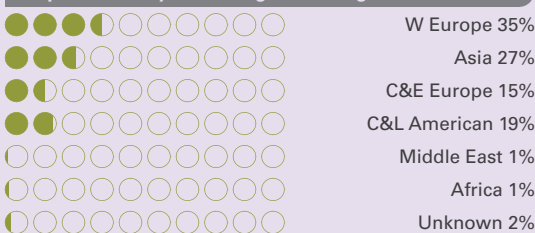
Top nationalities



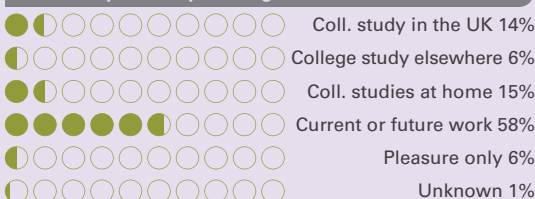
How did you find your programme?



Respondents by world region of origin



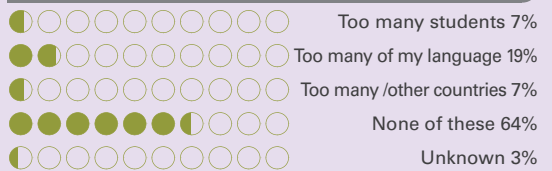
How will you use your English in the future?



Thank you to the following schools for participating in our survey:

Embassy CES, Cambridge; Embassy CES, Oxford; Eurolang, Scarborough; European Centre of English Languages, Brighton; Gloscat, Cheltenham; Hampstead School of English, London; Lake School of English, Oxford; Language Studies International, Brighton; Live Language, Glasgow; Regent, Margate; Regent, Oxford; St Giles International, Brighton; St Giles International, London; Sidmouth International School, Sidmouth; University of Edinburgh IALS, Edinburgh; The English Studio, London; University of Glasgow EFL unit, Glasgow; Wimbledon School of English, London.

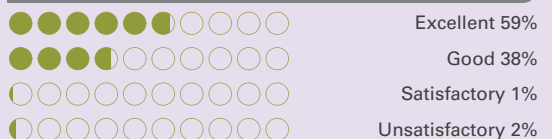
In my class there are...



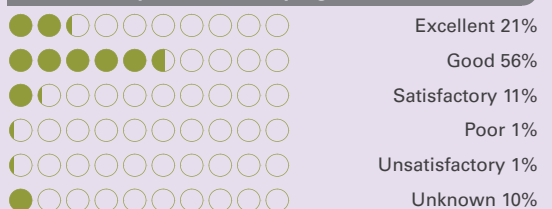
What is your accommodation while in the UK



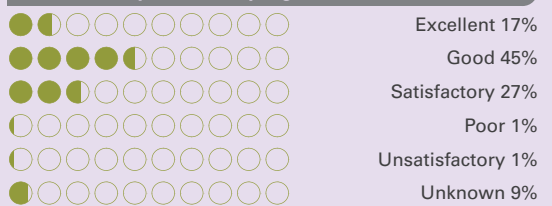
Standard of the teaching



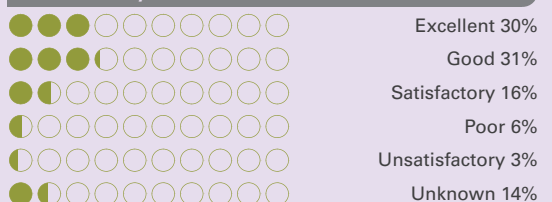
Standard of your academic programme



Standard of your social programme



Standard of your accommodation



Before looking for your course, did you know where you wanted to study?

