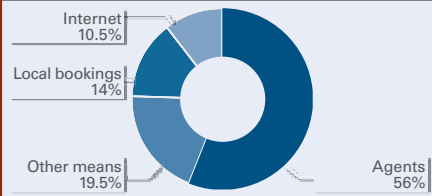


Status: Canada 2005

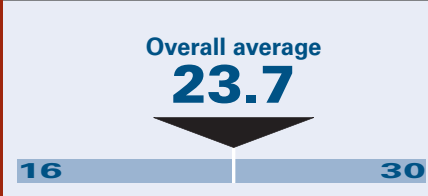
The Status survey is a venture by *Language Travel Magazine* that aims to gather specific market data about all of the main language teaching markets in the world. Through our initiative, it is now possible to compare world market statistics.

If you would like to see the complete breakdown of data, including marketing spend per region and marketing budget analysis, and you are an agent (or a school that has completed or intends to complete the Status survey), please send us an email containing "Status survey web address" in the subject heading. We will then forward the web address to you.

Means of recruiting students in Canada, 2005



Intensity of study (hours studied per week)

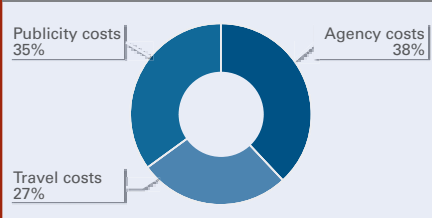


Key points

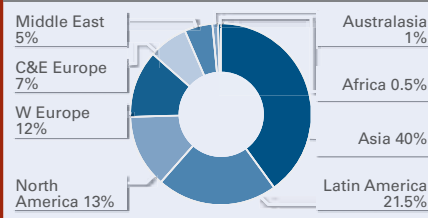
- No. of participating organisations in the Canada survey: **43**
- Total no. of students at the organisations in 2005: **34,081**
- Total no. of student weeks in 2004, estimated: **507,807**
- Overall average length of stay in weeks: **14.9**
- Average cost of a one-month course, excluding accomm.: **CAN\$934 (US\$809)**
- Average cost of residential accomm. per week: **CAN\$208 (US\$180)**
- Average cost of host family accomm. per week: **CAN\$264 (US\$229)**
- Average commission paid on a language course: **20 per cent** (from 10 to 33)
- **Three** institutions paid commission on accommodation (of 10 to 20 per cent)

*For currency conversion rate, see page 7.

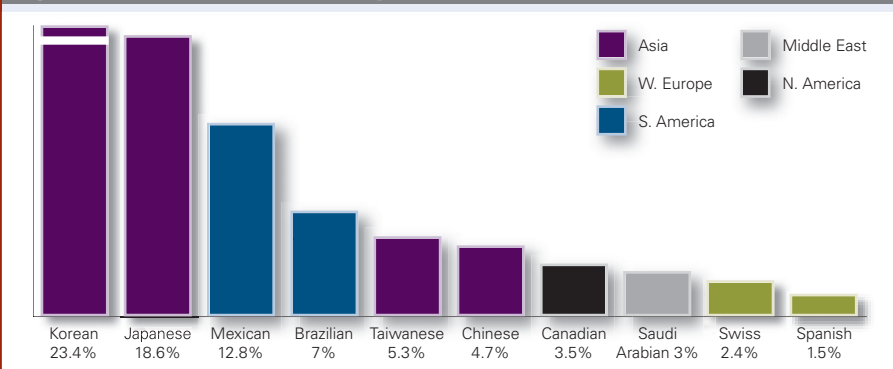
Total marketing spend by sector in %



Marketing budget by region (overall %)



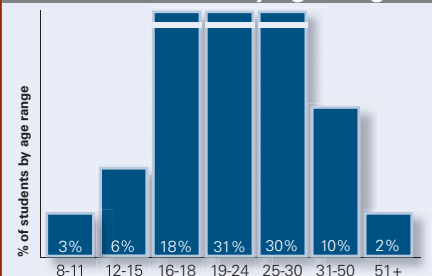
Top nationalities in Canada by student weeks, 2005



Observations

- Nine more schools took part in our survey this year than last year, so some trends may be slightly affected by a greater sample size. However, agent usage year on year in Canada remained very similar, 56% this year compared with 59% in our survey of 2004 trends.
- The top six nationalities remained the same, although Chinese students slipped from number three to number six position. Koreans remained the most populous nationality followed by Japanese. Mexicans and Brazilians moved up the league table.
- Prices for tuition had actually dropped slightly in this larger sample to CAN\$1,033, while prices for accommodation were slightly higher in 2005.
- The average length of stay for students across all our respondent schools had increased to 14.9 weeks from 11.6 weeks.

Student numbers by age range



Thank you to the following institutions for taking part in our Status survey:

Algonquin College, Ottawa, ONT; Bond Academy, Toronto, ONT; Broadwater Education Centre, London, ONT; Cambridge International College of Canada, Toronto, ONT; Canadian as a Second Language Institute, Vancouver, BC; Canadian College of English Language, Vancouver, BC; College of New Caledonia, Prince George, BC; Centre Linguista, various; East Coast School of Languages, Halifax, NS; Equilibrium International Education Institute, Calgary, AB; GEOS, Ottawa, ONT; GEOS Language Academy, Vancouver, BC; Global English College, Vancouver, BC; Global Village, Toronto, ONT; Hawthorn, Vancouver, BC; Heartland International English School, Winnipeg, MB; ILAC, Toronto, ONT; International Gateway Kelowna, Kelowna, BC; International Language School, YMCA of Greater Montreal, Montreal, QB; Intrax English Institute, Vancouver, BC; King George International College, Vancouver, BC; LSC Language Studies, various; The Language Exchange, Toronto, ONT; Linguabiz, Toronto, ONT; Mount Royal College, various in Calgary, AB; Pacific-Global Language Centre, Vancouver, BC; Pickering College, Toronto, ONT; Point 3 Language Centre, Montreal, QB; Prince of Wales School of English, Oakville, ONT; Queen's School of English, Kingston, ONT; Saint-Charles-Garnier College, Quebec City, QB; Stewart College of Languages, Victoria, BC; Sprott Shaw International Language College, Vancouver, BC; Study Abroad Canada, Charlottetown, PEI; TESL Centre, St Mary's University, Halifax, NS; University of Calgary, Calgary, AB; University of Victoria English Language Centre, Victoria, BC; VIS - Greybrook Academy, Vancouver, BC; Vancouver English Centre, Vancouver, BC; Vancouver Premier College of English Language, Vancouver, BC; VanWest College, Vancouver, BC; Worldwide Language Institute, Vancouver, BC; YMCA International College, Vancouver, BC.

Status Survey statistics are based on figures supplied by a selection of individual schools. Not all survey respondents answered every question in the survey. Figures are, in some cases, rounded up or down to the nearest whole. All information is treated with the strictest confidence.

**Next month:
Ireland**