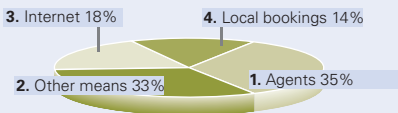


Status: USA 2004

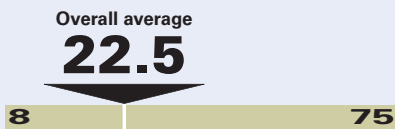
The Status survey is a venture by *Language Travel Magazine* that aims to gather specific market data about all of the main language teaching markets in the world. Through our initiative, it is now possible to compare world market statistics.

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 USA, 2004



Intensity of study (hours studied per week)

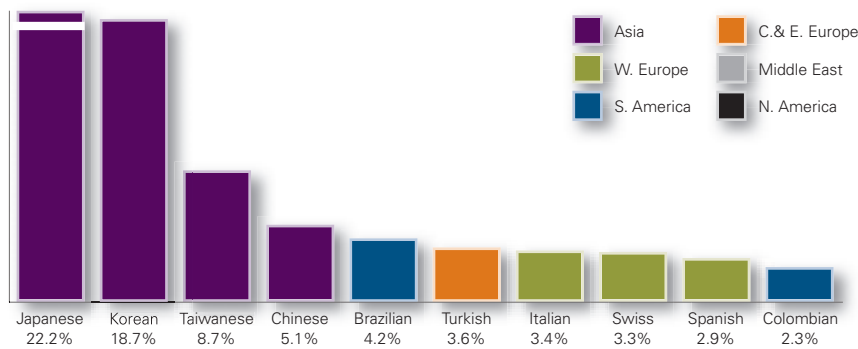


Key points

- Number of participating organisations in the US survey: **25**
- Total number of students at the organisations in 2004: **17,754**
- Total number of student weeks in 2004, estimated: **259,208**
- Overall average length of stay in weeks: **14.6**
- Average cost of a one-month course, excluding accommodation: **US\$1,044**
- Average cost of residential accommodation per week: **US\$199**
- Average cost of host family accommodation per week: **US\$181**
- Average commission paid on a language course: **15 per cent (from 0 to 24)**
- **One** institution paid commission on accommodation (of 5 per cent)

*For currency conversion rate, see page 7.

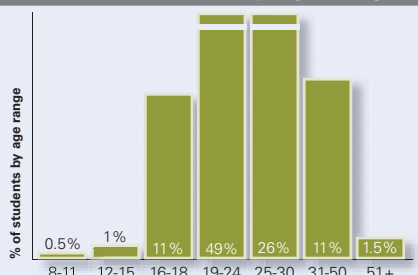
Top student nationalities in the UK by student weeks, 2004



Observations

- The proportion of bookings at US language schools made via agencies is similar to last year's survey, with a 2% rise from 33% last year to 35% (see LTM, Oct 2004, page 44). This is low compared with other countries, such as Australia, where agent bookings make up 65% of total enrollments.
- Tuition costs went up year on year from US\$864 to US\$1044, while accommodation costs remained similar.
- The average length of stay rose slightly from 11.6 weeks to 14.6 weeks.
- Average commission, at 15 per cent, is also lower than some other countries where 20% is more typical.
- Japanese and Korean students remain the most important for US schools but their share dropped slightly, compared with last year, while Chinese, Brazilian, Turkish and Colombian students were more numerous this year.

Student numbers by age range



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

American English Language Programs Inc, Boston, MA; California State University, Los Angeles, CA; California State University, San Bernardino International Extension Programs, San Bernardino, CA; Concordia College, Bronxville, NY; Embassy CES (USA), various; English Language Center, Boston, MA; Fulton-Montgomery Community College State University of New York, Johnstown, NY; Hawaii Community College IEP, Hilo, HI; Intercultural Communications College, Honolulu, HI; Internexus, Salt Lake City, UT; The New England School of English, Cambridge, MA; Maryville College Center for English Language Learning, Maryville, TN; North Dakota State University International Programs, Fargo, ND; North Seattle Community College, Seattle, WA; Oregon State University English Language Institute, Corvallis, OR; The Olin Center, Boston, MA; Snow College, various, UT; St Giles International, San Francisco, CA; Talk International, Fort Lauderdale, FL; TLA (The Language Academy), Fort Lauderdale, FL; University of California Extension, Santa Cruz, CA; University of Denver English Language Center, Denver, CO; University of Nebraska-Kearney English Language Institute, Kearney, NE; University of Northern Iowa, Cedar Falls, IA; University of Pennsylvania English Language Programs, Philadelphia, PA.

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:
France**