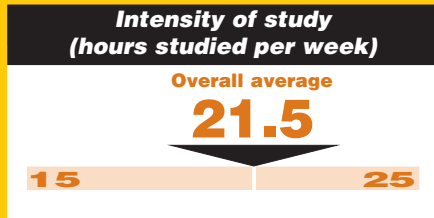
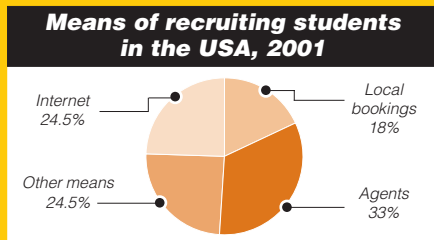


# Status: USA 2001

The Status survey is a venture by *Language Travel Magazine*, in collaboration with the Association of Language Travel Organisations (Alto), which gathers specific market data about all of the main language teaching markets in the world. It is now possible to compare world market statistics.

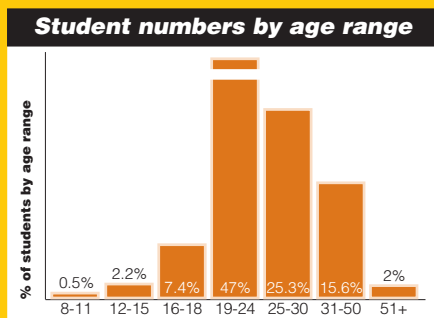
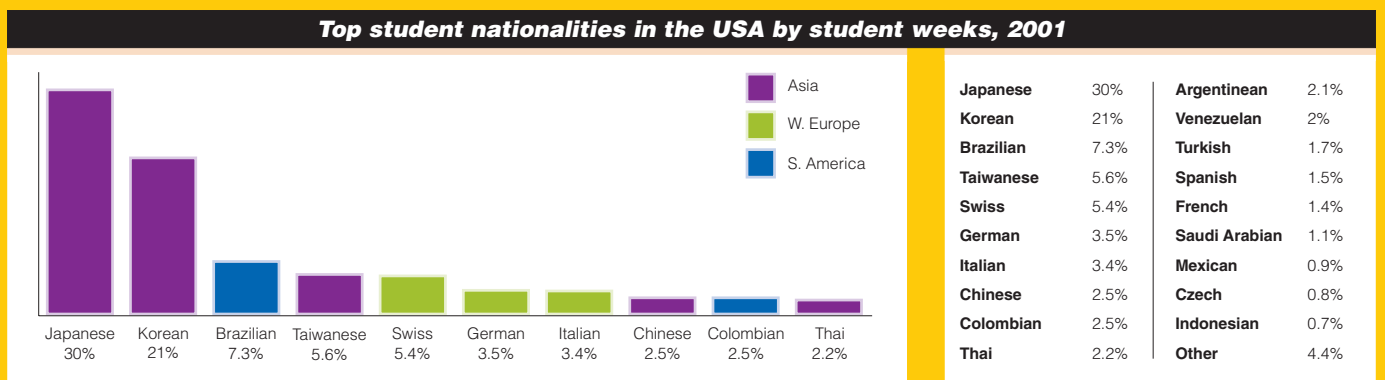
If you would like to see the complete breakdown of data, including marketing spend per region and marketing budget analysis, and you are an agent (or a school that has completed or intends to complete the Status survey), please send us an email containing 'Status survey web address' in the subject heading.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



### Key points

- No. of participating organisations in the US survey: **21**
- Total no. of students in 2001: **17,080** (one respondent did not give a figure)
- Total no. of student weeks in 2001, estimated: **232,288 weeks**
- Overall average length of stay: **13.6 weeks**
- Average cost of a one-month course, excluding accommodation: **US\$941**
- Average cost of residential accommodation per week: **US\$233**
- Average cost of host family accommodation per week: **US\$192**
- **Fifty-seven** per cent of schools paid commission at an average of: **16 per cent**
- **One** institution paid commission on accommodation

\*For currency conversion rate, see page 4.



**Thank you to the following institutions for taking part in our Status survey\*:**  
 Arkansas State University, Centre for English as a Second Language, Jonesboro, AS; California State University LA, Los Angeles, CA; Conversa Language Centre, Cincinnati, OH; Embassy CES, various; Ferris State University, Big Rapids, MI; Florida Language Center, Fort Lauderdale, FL; Fulton-Montgomery Community College, State University of New York, Johnstown, NY; Global Language Institute, St Paul, MN; International English Institute, Nashville, TN; Maryville College Center for English Language Learning, Maryville, TN; North Park University, Chicago, IL; Ohio State University, Columbus, OH; Oregon State University, English Language Institute, Corvallis, OR; Talk International, Fort Lauderdale, FL; Saint Michael's College School of International Studies, Colchester, VT; Seattle Language Academy, Seattle, WA; Shane Global Village, Honolulu, HI; University of California, San Diego, CA; University of Wisconsin-Madison, Madison, WI; Virginia Tech English Language Institute, Blacksburg, VA. \*one anonymous survey sent in

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: Global comparison**