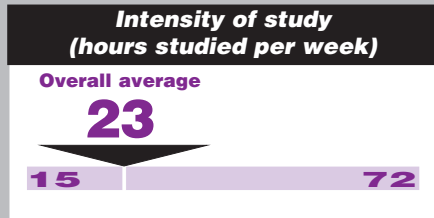
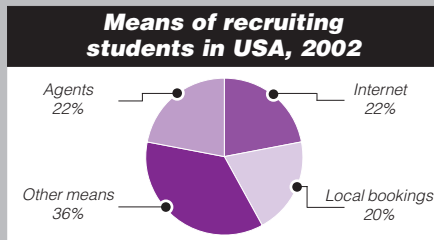


Status: USA 2002

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.

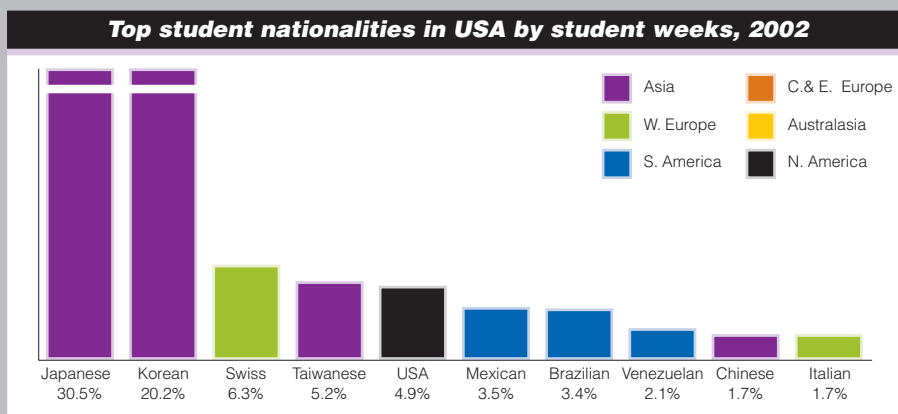
If you would like to see the complete breakdown of data, including marketing spend per region and marketing budget analysis, and you are an agent (or a school that has completed or intends to complete the Status survey), please send us an email containing 'Status survey web address' in the subject heading.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



Key points

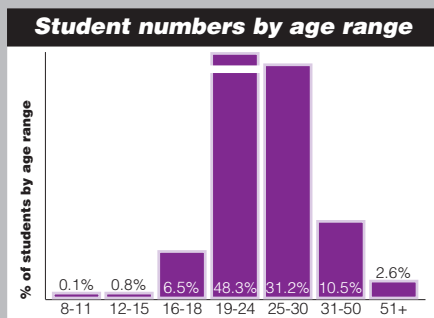
- No. of participating organisations in the USA survey: **22**
- Total no. of students at in 2002: **8,248 students**
- Total no. of student weeks in 2002, estimated: **123,720 weeks**
- Overall average length of stay: **15 weeks**
- Average cost of a one-month course, excluding accommodation: **US\$798**
- Average cost of residential accommodation per week: **US\$188**
- Average cost of host family accommodation per week: **US\$200**
- Average commission paid on a language course: **13.6 per cent** (from 0 to 25)
- **Two** institutions paid commission on accommodation (of 10 or 15 per cent)

*For currency conversion rate, see page 4.



Observations

- Japanese and Korean students continue to dominate the nationality spread of students in the US, with similar market share to our 2001 survey.
- Swiss students were in number-three position this year, although their market share was only 1% higher than last year, while Brazilians dropped from third-largest nationality to number seven this year, representing just 3.4% of students, from 7.3% in 2001.
- Average prices for four weeks of English language tuition dropped slightly on the price in last year's survey by almost US\$150, to an average of US\$798.
- The percentage of students that were recruited by agents decreased from an overall 33 per cent in 2001 to 22 per cent this year. The USA remains one of the markets least reliant on agencies for bookings, according to our Status surveys.



Thank you to the following institutions for taking part in our Status survey:
 AF International School of Languages, Los Angeles, CA; American English Institute, University of Oregon, Eugene, OR; Beverley Hills International School of Languages, Los Angeles, CA; Bridge-Linguathec, Denver, CO; California State University, American Culture and Language Program, Los Angeles, CA; Center for English Language Learning, Maryville, TN; College of Marin, Intensive English Program, Novato, CA; Conversa Language Center, Cincinnati, OH; Diplomatic language Services, Inc. English Language Institute, Arlington, VA; English Language Institute, Corvallis, OR; English Language Institute of Virginia Tech, Blacksburg, VA; English Language Institute, University of Tennessee, Knoxville, TN; Fulton-Montgomery Community College State University of New York, Johnstown, NY; Intensive English Institute, Urbana, IL; The New England School of English, Boston, MA; North Dakota State University, Fargo, ND; St. Mary's College of California, Moraga, CA; San Francisco Institute of English, San Francisco, CA; Seattle Language Academy, Seattle, WA; Shane Global Village, Honolulu, HI; South Seattle Community College, Seattle, WA; University of California, San Diego, CA.

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: Germany