

Canada Feedback

Chinese numbers were down this year at Canadian English language schools, while increasing numbers of Western Europeans are travelling to the country to learn English, according to the results of this year's Student Feedback survey on Canada.

Canada feedback at a glance

Total number of students: female 70, male 48, (unknown 5) 123
Average age of students in years: 23.9
Average length of programme in weeks: 12.6
Average number of students in class: 11.3
Average number of hours of language tuition per week: 22.3
% of students who found their course through an agent: 50
% of students who booked through an agent or adviser: 61
% of students who had been on another lang. programme: 28
% of students who would recommend their school: 90

Student nationality

The most noticeable nationality trend in this year's Feedback survey on Canada is a decrease in the number of Chinese students. Last year, they made up 15 per cent of respondents, while this year this number was down to just five per cent. In contrast, the number of Western Europeans crossing the Atlantic to Canada has increased in the last 12 months, to 24 per cent of respondents, compared with 11 per cent previously (see *Language Travel Magazine*, December 2005, pages 16-17).

Four Western European nationalities made it into the top ten nationality

groups this year; Swiss, German – in common with last year – as well as Spanish and French. Latin American nationalities remained a fairly strong market, making up 22 per cent of the student body. However, reports of increasing Middle Eastern enrolments among Canadian language schools in our recent Market Report were only modestly reflected, with Middle Eastern students making up just three per cent of the student body compared with two per cent last year.

Student motivation

The majority of students (52 per cent) said that they were currently using

English for their studies, although the principle aim among 48 per cent of students was to use their English for future work purposes. The average length of stay for students was quite high at 12.6 weeks, although the largest group (39 per cent) was actually studying on a language course for six weeks or less in length.

Student enrolment

Fifty-one per cent of students found their course in Canada via an agency this year, a slight decrease on the previous 56 per cent recorded. A large proportion of students also gave agency advice as a reason for choosing

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a particular school, although other reasons included the provision of pathway programmes on to higher education; an English-only policy; and also a favourable nationality breakdown. Internet use among students as a way of finding a language programme decreased slightly this year, from 16 per cent previously to 14 per cent, while personal recommendation by friends and relatives was relied on by 24 per cent of students, up from 21 per cent last year.

Standard of the schools

Overall, 90 per cent of respondents said that they would recommend their school to others and a further six per cent did not reply to this question. Nationality mix and class sizes are usually the vital differential for schools to get right and our survey found that 67 per cent of students agreed that the nationality mix and class size at their school was just right. Of the 11 per cent who thought that there were too many students of their own nationality, 50 per cent were Japanese and 29 per cent were Korean – the top two nationalities.

Living in Canada

Korean students almost universally found Canada to be more expensive than at home, while large percentages of Japanese, Brazilian, Mexican and Chinese students also said the same. Japanese and Korean students were also more likely to find it difficult to practise their language skills with the locals, with many saying this was a very hard part of their experience. However, overall, 64 per cent of students said that it was either very easy or quite easy to talk to locals.



Top nationalities

21%
1. Japanese
15%
2. Korean

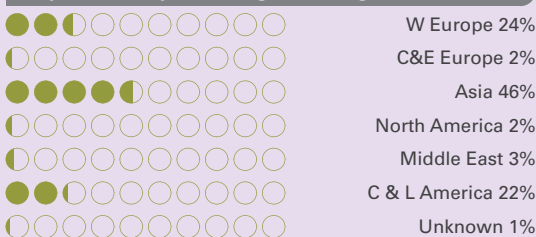
3. Mexican 13%
4. Brazilian 7%
4. Swiss 7%
6. Spanish 5%
6. Chinese 5%
8. Turkish 3%
9. German 2%
9. French 2%

How did you find your programme?

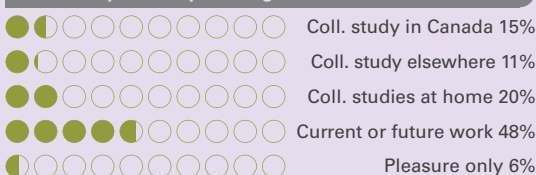
51%
1. Recommended by an agent
24%
2. It was recommended by a friend/relative

3. I found it on the Internet 15%
4. I saw it advertised 7%
5. No reply 3%

Respondents by world region of origin



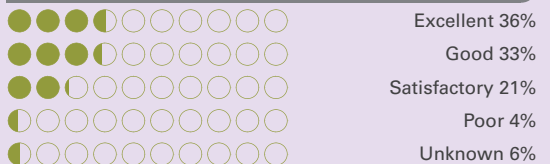
How will you use your English in the future?



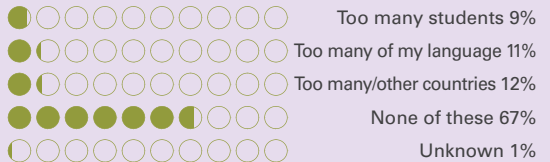
Thank you to the following schools for participating in our survey:

Canadian College of English Language, Vancouver, BC; Canadian International Student Services, Toronto, ONT; East Coast School of Languages, Halifax, NS; Global Village, Toronto, ONT; Language Studies Canada, Calgary, AB; Language Studies Canada, Montreal, QB; Language Studies Canada, Toronto, ONT; Language Studies Canada, Vancouver, BC; Pacific Global Language Centre, Vancouver, BC; Pacific Language Institute, Toronto, ONT; Study Abroad Canada, Charlottetown, PEI; Tamwood International College, Whistler, BC; Vancouver Community College, Vancouver, BC; Vancouver Premier College of English Language, Vancouver, BC; Vanier College Language School, Montreal, QB; VanWest College, Vancouver, BC.

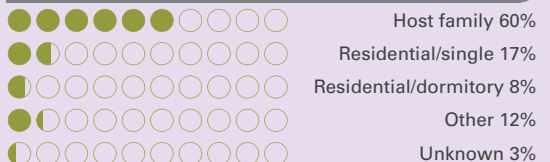
Standard of your accommodation



In my class there are...



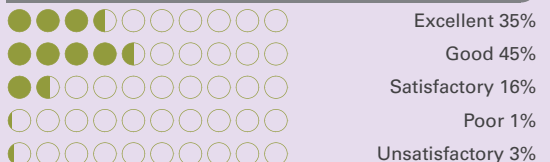
What is your accommodation while in Canada?



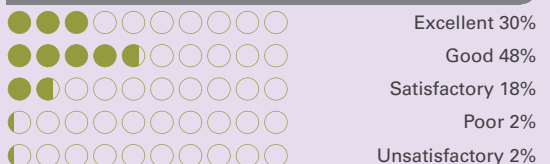
Standard of the teaching



Standard of your academic programme



Standard of your social programme



Did you book your course through an agent or an educational adviser?



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



City/town



School



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