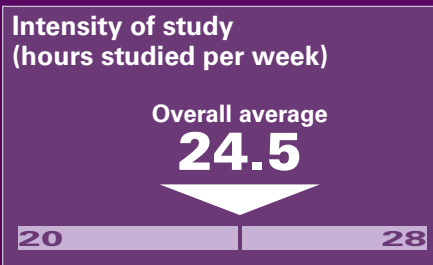
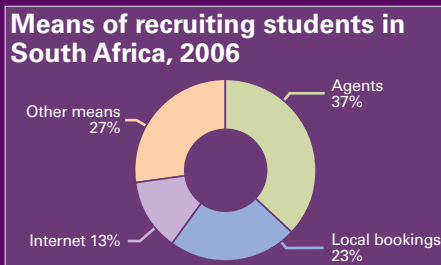


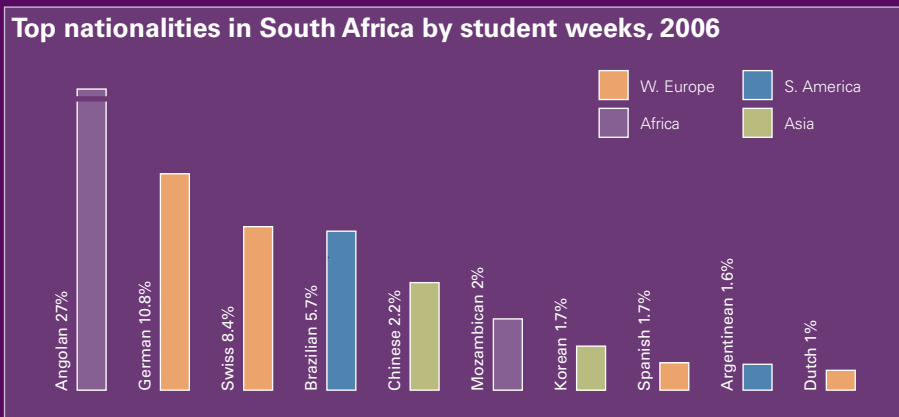
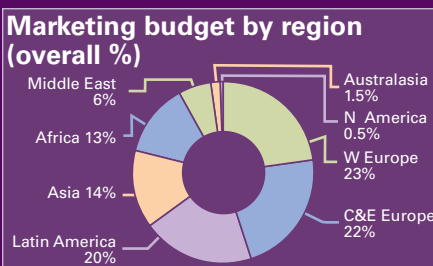
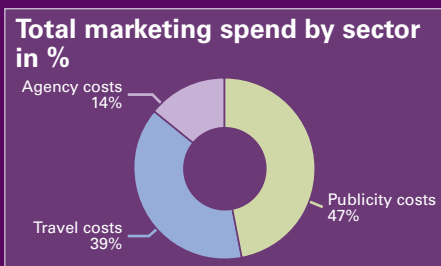
Status: South Africa 2006

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.

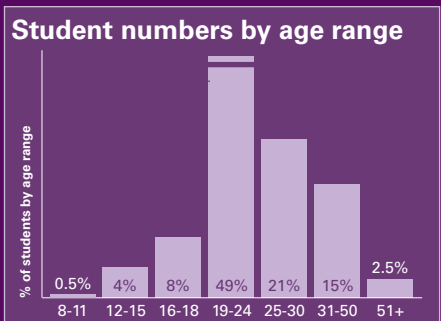
If you would like to see the complete breakdown of data, please visit www.hothousemedia.com/statuszone/lmstatus/latest.htm where this information is available. Thanks to all the schools that contribute valuable data - confidentially - to help us produce this market information.



- ### Key points
- Number of participating organisations in the South African survey: **nine**
 - Total number of students at the organisations in 2006: **6,689**
 - Total number of student weeks in 2006, estimated: **71,572**
 - Overall average length of stay in weeks: **10.7**
 - Average cost of a one-month course, excluding accommodation: **R5,411 (US\$781)**
 - Average cost of residential accommodation per week: **R891 (US\$129)**
 - Average cost of host family accommodation per week: **R1,233 (US\$178)**
 - Average commission paid on a language course: **19 per cent**
 - **Three** institutions paid commission on accommodation (averaging 17 per cent)
- *For currency conversion rate, see page 7.



- ### Observations
- One more school took part in this year's Status Survey on South Africa and the sample size of students almost doubled (see LTM, February 07, page 45). The average length of stay, however, was down from 12.4 weeks to 10.7 weeks per student which meant that the increase in total student weeks was less dramatic.
 - The average age of students was down this year with the largest group (49 per cent) in the 19-to-24 age bracket. Last year, 21 per cent of total students were in this age bracket, while the largest group (32 per cent) were aged between 31 and 50 years, compared with 15 per cent this year.
 - Chinese student numbers were down this year to 2.2 per cent (compared with 9.5 per cent previously), while Angolan students increased to 27 per cent from 9.6 per cent.



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

ABC International, Johannesburg; Good Hope Studies, Cape Town; Inlingua Training Centre, Cape Town; International House, Durban; LAL South Africa, Cape Town and Durban; South African School of English, Cape Town; The International English School, Somerset West; Natal Language Centre, University of KwaZulu-Natal, Natal; Wits Language School, Braamfontein.

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 analysis