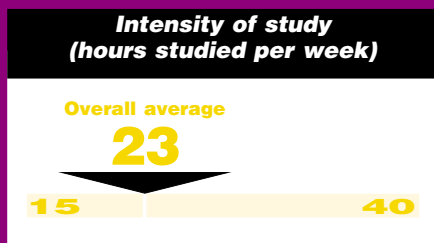
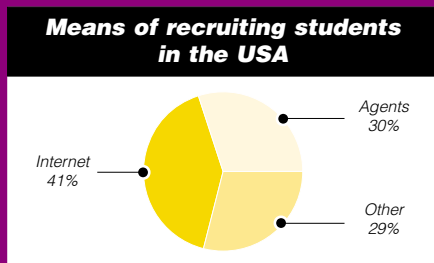


# Status: USA 2000

The Status survey is a new 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. For the first time, it is possible to compare world market statistics.

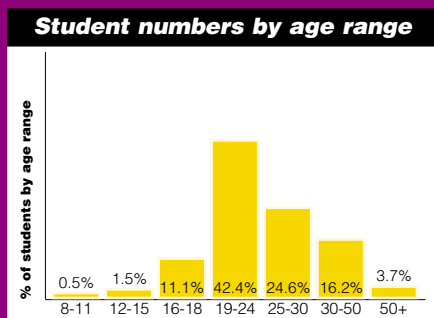
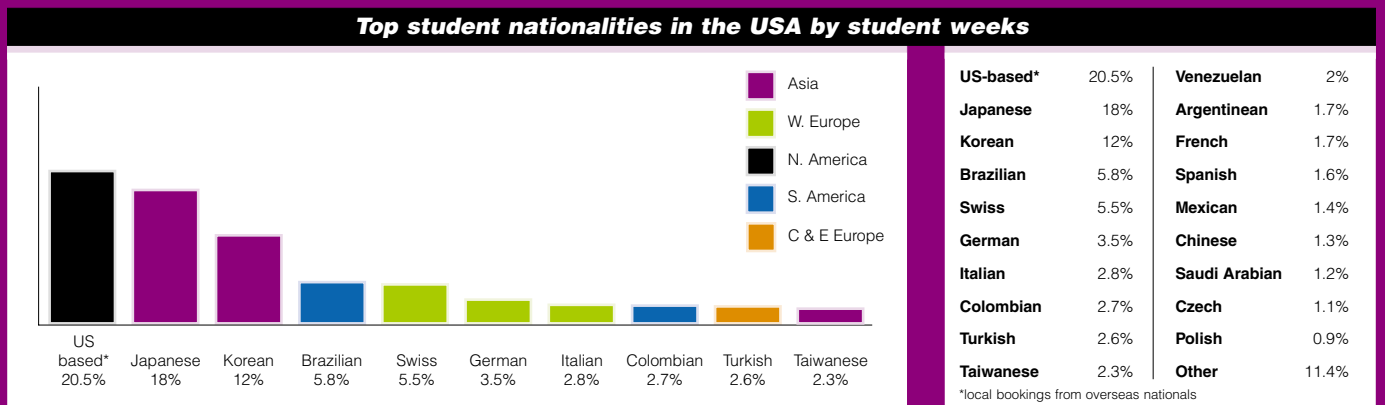
If you would like to see the complete breakdown of data, including marketing spend per region and marketing budget analysis, and you are an agent (or a school that has completed or intends to complete the Status survey), please send us an email containing "Status survey web address" in the subject heading.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



### Key points

- No. of survey respondents in the USA: 20
- Total no. of students in 2000: 29,325
- Total no. of student weeks in 2000, estimated: 289,177
- Overall average length of stay: 9.8 weeks
- Average cost of a one-month course, excluding accommodation: US\$967\*
- Average cost of residential accommodation per week: US\$244\*
- Average cost of host family accommodation per week: US\$226\*
- Average commission paid to agents on a language course: 14 per cent (ranging from 0 to 25)
- Average commission paid to agents for accommodation placement: 2 per cent (ranging from 0 to 20)

\*For currency conversion rate, see page 6.



**Thank you to the following schools for taking part in our Status survey:**  
 Academy of English at Cedar Plantation, Metter, GA; Active Language Center, Los Angeles, CA; Central Washington University UESL Program, Ellensburg, WA; College of Staten Island English Language Institute, New York, NY; Colorado State University Intensive English Program, Fort Collins, CO; Conversa Language Center, Cincinnati, OH; Edmonds Community College, Lynnwood, WA; Embassy CES, various; Florida Language Center, Fort Lauderdale, FL; Gwynedd-Mercy College, Gwynedd Valley, PA; International House USA, various; Missouri State University ESL Center, Mississippi State, MS; Northwest Missouri State University ESL Program, Maryville, MO; Rennert Bilingual, New York, NY; Sonoma State American Language Institute, Rohnert Park, CA; Southeast Missouri State University Intensive English Program, Cape Girardeau, MO; The Language Academy, Fort Lauderdale, FL; University of California San Diego Extension, International Programs, La Jolla, CA; University of Pittsburgh English Language Institute, Pittsburgh, PA; Zoni Language Centers, Manhattan Campus, New York, NY.

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:  
Malta**