

Mexico feedback

Americans remain the most prevalent nationality to be found learning Spanish in Mexico. Older language learners and many students who have been on a language learning trip before are also attracted to study in the country.

Mexico feedback at a glance

Total number of students: <i>female 28, male 19, (unknown 1)</i>	48
Average age in years:	31
Average length of programme in weeks:	7
Average number of students in class:	5
Average number of hours of language tuition per week:	19
% of students who found their course through an agent:	13
% of students who booked through an agent or adviser:	26
% of students who had been on another lang. programme:	51
% of students who would recommend their school:	98

Student profile

The profile of the typical student in Mexico is different to that in many other language teaching destinations, with many older students learning Spanish in Mexico and a high proportion of students citing pleasure as their main reason for language study, according to our survey. Although 42 per cent of students were aged between 20 and 25 years old, a further 34 per cent were aged over 31. Notwithstanding, a high 58 per cent of respondents described themselves as a student. The main motivation for studying was current or future work, while the second most important

motivation was for pleasure only.

Student nationality

As in our previous Feedback survey of Mexico (see *Language Travel Magazine*, February 2003, page 14), a majority of students were from the USA. However, Canadians were noticeably absent this year, resulting in North America's share slipping from 60 per cent in 2003 to 50 per cent. Western Europeans increased their share of the market, from 21 per cent in our previous survey to 42 per cent this year. After Germans, Swiss were the most numerous nationality from Western Europe

and the most likely to book with an agency.

Student enrolment

Although the proportion of students who booked their course through an agency, at only 26 per cent, was still relatively low this year, it has increased considerably from the 11 per cent recorded in our last survey. Another interesting development is that, whereas in 2003 more students indicated that they had used an agent for information but then booked directly via the school, this year a higher proportion of students had booked through an agency than had originally found their school through this

channel. Despite the rise in agency bookings, however, the Internet was far more important in recruitment terms, accounting for 52 per cent of student bookings. When asked for more specific reasons for why they had chosen their school, apart from school location, one student mentioned their institution's nice website, another said they wanted certification from a university, and a further response was: "they were the quickest to answer".

Standard of the schools

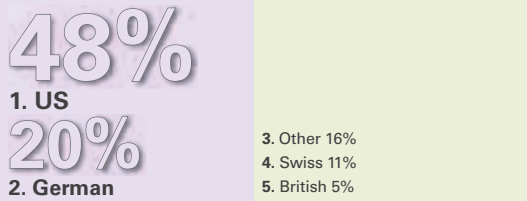
Looking at individual aspects of programmes, 95 per cent of students felt their academic programme to be excellent or good and 94 per cent thought the same of their teachers, while 80 per cent so rated their accommodation, which is higher than in other countries. For example, in Spain, only 63 per cent voted in the top two categories for accommodation. Sixty-three per cent of students were staying with host families. Class sizes were generally very small with an average of five students per class.

Living in Mexico

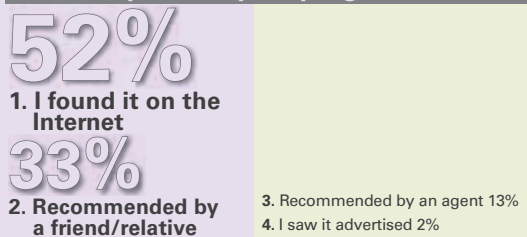
For most of the students in Mexico (68 per cent), the cost of living was considered to be cheaper than at home while 26 per cent of students thought it was about the same. When asked to put aspects of their experience in order of preference, after the language, the people and the culture were voted second and third. Accordingly, a relatively high 64 per cent of students said they found it quite easy to practise their Spanish with the local Mexican people.



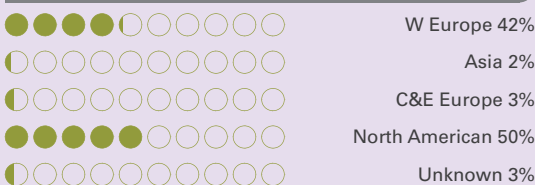
Top nationalities



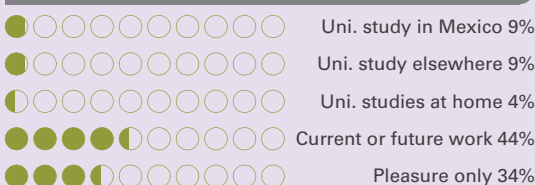
How did you find your programme?



Respondents by world region of origin



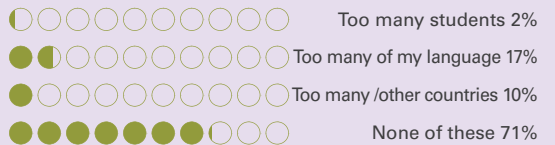
How will you use your Spanish in the future?



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

Centro Idiomas del Sureste, Merida; CLS Cuernavaca Language School, Cuernavaca; El Bosque del Caribe Spanish Language School, Cancun; Encuentros, Cuernavaca; Escuela Kukulcan, Cuernavaca; Ole Spanish Language School, Queretaro; Solexico, Oaxaca; Universidad de Guadalajara CEPE, Guadalajara; Universidad Internacional, Cuernavaca.

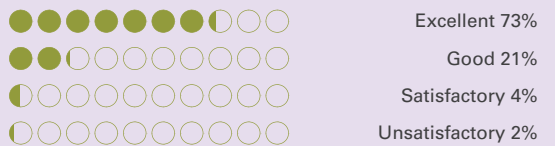
In my class there are...



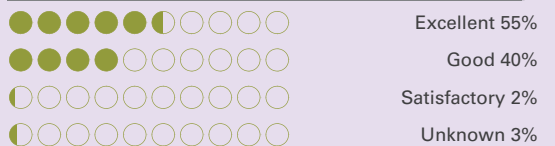
What is your accommodation while in Mexico?



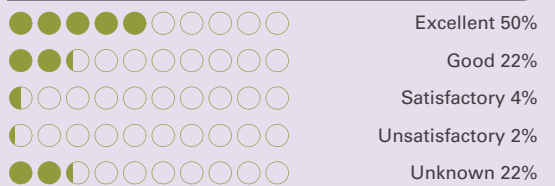
Standard of the teaching



Standard of your academic programme



Standard of your social programme



Standard of your accommodation



Percentage of agents who recognised each of the following organisations

