

# USA Feedback

Asian nationalities are becoming less dominant in the incoming US language teaching market, while other world regions such as the Middle East are making their presence felt. This year's Feedback survey on the USA shows a healthy range of nationalities represented.

## USA feedback at a glance

Total number of students: <i>male 79, female 80, unknown 12</i>	<b>171</b>
Average age in years:	<b>24</b>
Average length of programme in weeks:	<b>15</b>
Average number of students in class:	<b>12</b>
Average number of hours of language tuition per week:	<b>21.6</b>
% of students who found their course through an agent:	<b>33</b>
% of students who booked through an agent or adviser:	<b>23</b>
% of students who had been on another lang. programme:	<b>25</b>
% of students who would recommend their school:	<b>89</b>

### Student nationality

A total of 44 nationalities were represented in this issue's Feedback survey of the USA, proving how popular this country is as a language study destination worldwide. Asian students continue to make up the largest percentage of respondents – 45 per cent – although a steady decline in numbers over the last few years suggests change is afoot. Japanese students were the largest single nationality present once again, although numbers were down slightly on the previous year to 16 per cent – compared with 20 per cent recorded last year (see *Language Travel Magazine*, September

2006, pages 16-17).

Interestingly, the number of Korean students dipped significantly – down from 18 per cent to seven per cent this year. In contrast, the Middle East, a world region not represented in last year's survey, accounted for 11 per cent of the total student body this year. Of the Middle Eastern nationalities present, Saudi Arabian students were the most numerous, making up nine per cent of the student body and taking second place in the list of top nationalities.

### Student motivation

A majority of respondents classified themselves as a university student this year (64 per cent),

while ages ranged from between 17 and 58 years and averaged out at 24 years. Learning a language to prepare for further studies in the USA remains a strong motivation for students, with 38 per cent giving this as the principle reason for their English studies. However, those intending to use their English in a future or current work environment were more numerous this year, with 41 per cent stating this was their main motivating factor, compared with 37 per cent last year.


### Student enrolment

The most popular methods used by students to find a

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language school largely mirrors last year's results. Recommendation by friends and family still takes precedence, with 36 per cent of students relying on word-of-mouth recommendation to find their school, compared with 38 per cent in 2006. Meanwhile, 26 per cent of students sourced a school using the Internet, a slight increase on the 22 per cent who did so last year. When asked why students chose a particular school, reasons included a good location (near a city) as well as positive feedback from previous students.

### Standard of the schools

Most respondents seemed satisfied with the number of students in their class (only eight per cent thought that class sizes were too large) although the nationality mix was more debatable. While 14 per cent of students – mostly from Japan and Saudi Arabia – said that there were too many students of their own nationality present, 19 per cent believed their class was made up of too many students of one other nationality, up seven percentage points on last year. Overall 89 per cent of students said that they would recommend their school, compared with 92 per cent last year.

### Living in the USA

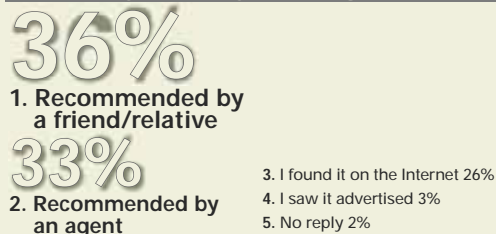
The average cost of a language course including accommodation increased from US\$311 to US\$417 per week this year but only 65 per cent of respondents said that the cost of living was higher than at home, a marginal increase on last year's 62 per cent. The food and nightlife in the USA were least likely to be enjoyed by students, whereas the language and people scored first and second.



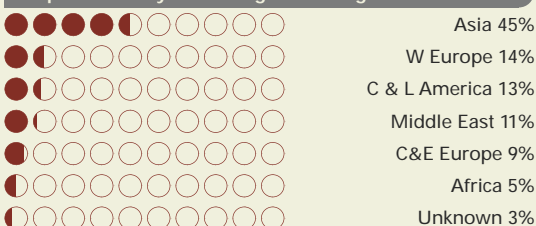
### Top nationalities



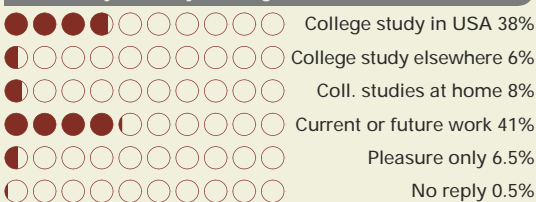
### How did you find your programme?



### Respondents by world region of origin



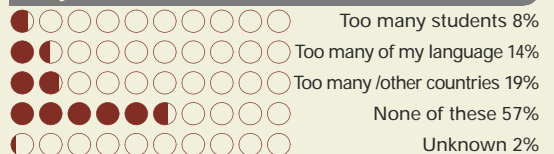
### How will you use your English in the future?



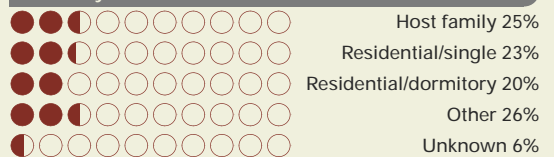
### Thank you to the following schools for participating in our survey:

Bell Language School, Brooklyn, NY; Bluedata International Inc., New York, NY; Boston English Institute, Boston, MA; Brandon College, San Francisco, CA; California State University, San Marcos, CA; Colorado School of English, Denver, CO; Edmond Language Institute, Edmond, OK; ELC, Boston, MA; ELS Language Centers, various; ICC, Honolulu, HI; Interlink Language Center, various; Intrax International Institute, various; LAL, Fort Lauderdale, FL; Northeastern State University, Tahlequah, OK; Shawnee English Institute, Shawnee, OH; South Bend English Institute, South Bend, IN; University of Tennessee ELI, Knoxville, TN; The Olin Center, Boston, MA; Orlando English Institute, Orlando, FL; University of Dayton, Dayton, OH; University of Nevada, Reno, NV; University of Northern Iowa, Cedar Falls, IA; William Jewel College, Liberty, MO.

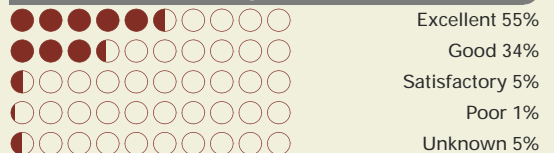
### In my class there are...



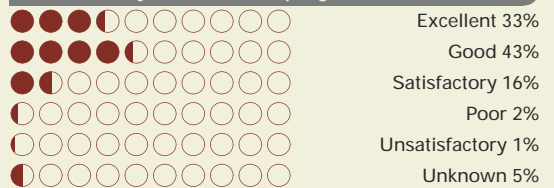
### What is your accommodation while in the USA?



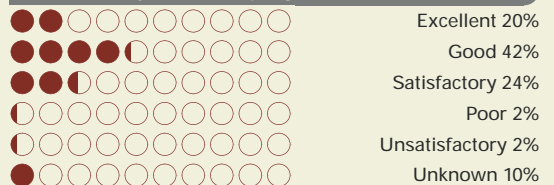
### Standard of the teaching



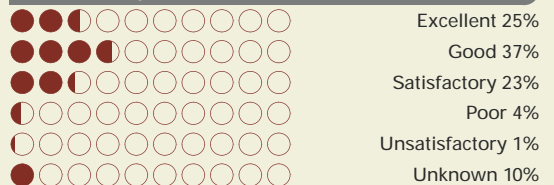
### Standard of your academic programme



### Standard of your social programme



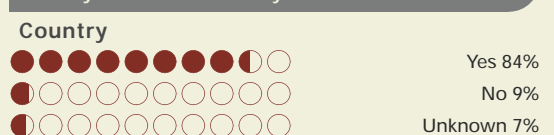
### Standard of your accommodation



### 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

