

# South Africa

A low cost of living and high standard of teaching meant that students in South Africa were satisfied with their English language learning experience. Cape Town was the requested destination for many.

## South Africa Feedback at a glance

Total number of students: <b>86</b> (female 44, male 42)
Average age in years: <b>28</b>
Average length of programme in weeks: <b>13</b>
Average number of students in class: <b>7</b>
Average number of hours of language tuition per week: <b>22.5</b>
% of students who found out about their course through an agent: <b>26</b>
% of students who booked through an agent or adviser: <b>49</b>
% of students who had been on another language programme: <b>5</b>
% of students who would recommend their school: <b>94</b>

### Student nationality

Our survey of students in South Africa was a similar size and scope to our survey last year, yet more Asian students were enrolled across schools for this survey and Koreans as a nationality were in fact in number-one position this year, overtaking Germans, Swiss, Gabonese and Brazilians since last year (all of whom remained in the top five). Western Europe remained the most important world region of origin however with 32 per cent of all clients coming from this region. However, this figure has steadily declined since 2005 when 57 per cent of all students came from Western Europe. Africa remained important in

the recruitment mix, contributing 21 per cent of clients after Asia's 23 per cent.

### Student motivation

The majority of students canvassed gave their occupation as university or college student and 43 per cent of students said they were studying English for current or future work purposes. Eighteen per cent of students were studying as a prelude to further study in South Africa, which included a mix of Korean, Swiss, Swedish, Angolan and Chinese students as well as a Libyan and an Iraqi. Sixteen per cent of students said they were studying for pleasure although some gave more

than one reason. Those studying for pleasure only were German, Swiss or Brazilian in origin. South Africa attracted a wide range of ages and five per cent of students were 50 or over although the majority were in the 20-to-25 year old category.

### Student enrolment

Almost half of all students (49 per cent) booked their language course through an agency, which is up from 42 per cent last year. And this figure is despite just 26 per cent of students saying they first found out about the school from an agency (down from 34 per cent last year). The most likely way of finding out about a school in South Africa

“Stop talking to me like I’m stupid.”

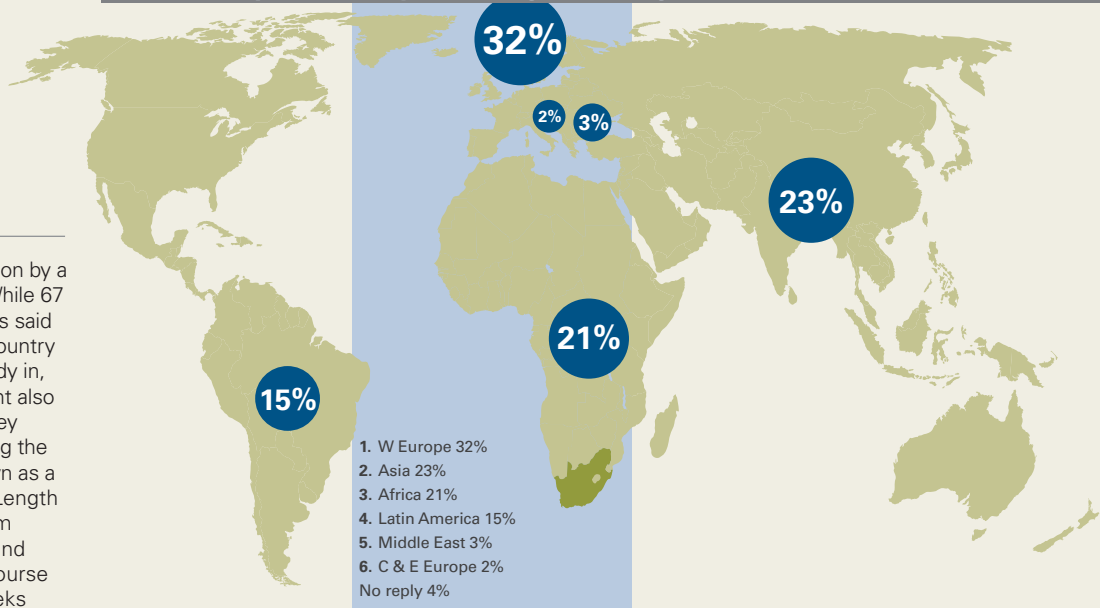
As one of the most established and successful English language schools (for adults) in Cape Town, Cape Studies has taught thousands of students both general and business courses. Our students are locally hosted and are encouraged to become involved in activities such as our Cape Studies Apple Brigade, which involves outings and events with local children. This allows us to give back as much as possible to our local community.

There’s nothing stupid about that.



For more information visit our blog on [www.capestudies.wordpress.com](http://www.capestudies.wordpress.com) or [www.capestudies.com](http://www.capestudies.com) or contact: Jens T +27 (0) 21 439 0999 E [jens@capestudies.com](mailto:jens@capestudies.com)

## Student respondents by world region of origin



was recommendation by a friend or relative. While 67 per cent of students said they knew which country they wanted to study in, a further 65 per cent also knew which city they required, underlining the appeal of Cape Town as a study destination. Length of stay ranged from two-to-44 weeks and the most typical course length was 12 weeks (average 13 weeks). Thirty-seven per cent stayed with a host family while 29 per cent made their own arrangements and 27 per cent opted for a student residence.

### Standard of the schools

A typical class size of seven students was the norm in South Africa as was a high teaching quality. Ninety-one per cent of students rated their teachers as excellent or good (four per cent did not reply). Accommodation standards were not rated as highly however, with just 54 per cent of students saying their accommodation was excellent or good. Those who thought their accommodation just satisfactory or worse were staying in all types of provision available, however. While 12 per cent of students said there were too many students in their class, most were in classes of six-to-eight. A further 21 said there were too many fellow nationals, but no one obvious nationality made this complaint.

### Living in South Africa

Fifty per cent of clients thought that the cost of living in South Africa was lower than in their home country, with an average spend per week of US\$331 for course and accommodation. Sixty per cent found it very or quite easy to practise English including most Africans and all Chinese.

### Top nationalities

15%

1. Korean

13%

2. German

3. Swiss 12%
4. Brazilian 9%
5. Gabonese 8%
6. Chinese 5%
7. French 4%
8. Congolese 3%

### How did you find your programme?

43%

1. Recommended by a friend/relative

26%

2. Recommended by an agent

3. I found it on the Internet 23%
4. I saw it advertised 6%
- No reply 2%

### In my class there are...

55%

1. The right amount of students

21%

2. Too many who speak my language

3. Too many students 12%
4. Too many students from one other country 6%
- No reply 6%

### How easy is it to practise English with native speakers?

53%

1. Quite easy

30%

2. Quite hard

3. Very easy 7%
4. Very hard 6%
- No reply 4%

### Student reasons for school selection included:

"An agency told me this school has few Koreans"

"A small school near the beach"

"It was cheap with a lot of information"

"The school is very famous in Germany"

"It looked like a large clean building with good facilities"

### Did you book your course through an agent or an educational advisor?

- Yes 49%
- No 46%
- Unknown 5%



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

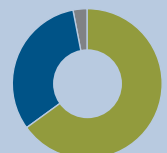
#### Country

- Yes 67%
- No 21%
- Unknown 12%



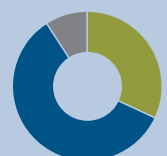
#### City/town

- Yes 65%
- No 32%
- Unknown 3%



#### School

- Yes 32%
- No 59%
- Unknown 9%



**Thank you to the following schools for participating in our survey:** Cape Communication Centre, Cape Town School of English, Inlingua, LAL, Geos, EC Cape Town, Good Hope Studies, Interlink School of Languages, South African School of English - all Cape Town; Wits Language School, Johannesburg.



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- Setting standards
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- Promoting the growth of the ELT industry in South Africa