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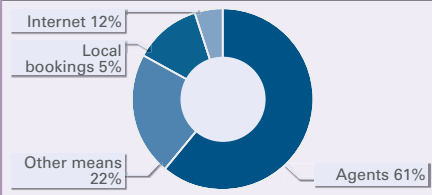
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Status: UK 2005

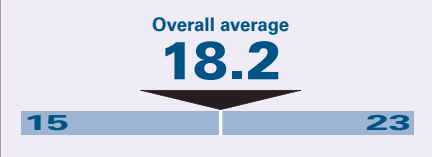
The Status survey is a venture by *Language Travel Magazine* that aims to gather specific market data about all of the main language teaching markets in the world. Through our initiative, it is now possible to compare world market statistics.

If you would like to see the complete breakdown of data, 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.

Means of recruiting students in the UK, 2005



Intensity of study (hours studied per week)

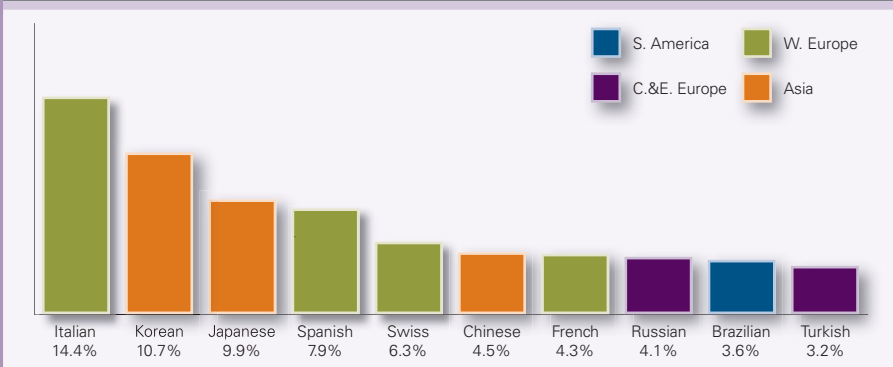


Key points

- No. of participating organisations in the UK survey: **35**
- Total no. of students at the organisations in 2005: **57,659**
- Total no. of student weeks in 2005, estimated: **461,272**
- Overall average length of stay in weeks: **8**
- Average cost of a one-month course, excluding accommodation: **UK£764** (US\$1,364)
- Average cost of residential accommodation per week: **UK£138** (US\$246)
- Average cost of host family accommodation per week: **UK£121** (US\$216)
- Average commission paid on a language course: **20 per cent** (from 10 to 30)
- **Two** institutions paid commission on accommodation (of 15 or 20 per cent)

*For currency conversion rate, see page 7.

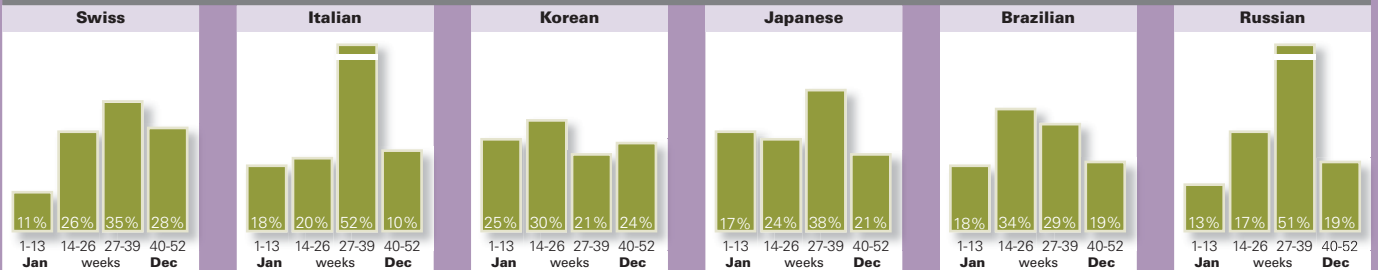
Top nationalities in the UK by student weeks, 2005



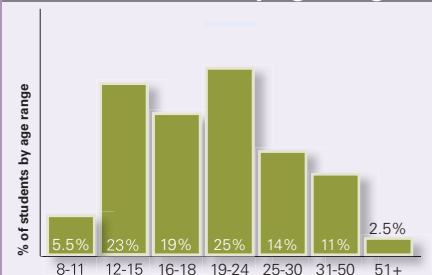
Observations

- The nationality profile across UK language schools has changed, compared with the results of our 2004 survey (see LTM June 2005, page 44). Italians are far more important in this survey in number-one position, up from fourth place, while Japanese were relegated to third position. Koreans stayed in second place and Chinese were also less important - now in sixth position only.
- This survey represented a larger canvass group than in our previous survey but the overall average length of stay remained unchanged at 8 weeks. Prices were almost identical for accommodation too, while tuition costs had dropped slightly in this survey.
- Agency-led student recruitment accounted for 61% of all student enrolments in 2005, which is in fact a rise on the 48% figure recorded last year.
- A wider overall age range of students was recorded.

Examples of seasonal student intake in the UK by nationality and quarter



Student numbers by age range



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

Accent Languages, St Peter Port, Guernsey; Aspect College, Oxford; Avalon School of English Ltd, London; Bath Spa University, Bath; Bell International, Cambridge; The Bury Language School, Bury St Edmunds; Colchester Institute, Colchester; EAC Language Centres (UK) Ltd, various; Ealing, Hammersmith and West London College, London; Embassy CES, various; Education aBc, Oxford; Exsportise, West Sussex; The English Language Centre, Bristol; Eurocentres, various; The Exeter Academy, Exeter; Foyle Language School, Derry, NI; Geos English Academy, Brighton & Hove; Hampstead School of English, London; Harrogate Tutorial College, Harrogate; Heart of England Language School, Leamington Spa; International Centre for English Language Studies, Oxford Brookes University, Oxford; International House, Torquay; Internexus, Regents College, London; Langbourne College, Bournemouth; Languages (Out There!), London; Manchester Academy of English, Manchester; SGLC (Hastings), St Leonards-on-Sea; St Giles International, various; St Peter School of English, Canterbury; Shane Global, London; Skola - English in London, London; Taunton International Study Centre, Taunton; The Terrace English Tuition, London; The Language Centre, University of the Arts, London; University of Edinburgh Institute for Applied Language Studies.

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:
Australia**

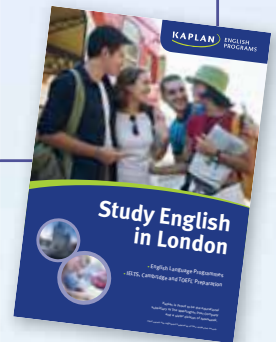
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