

NZ Feedback

Fewer nationalities took part in this year's Feedback survey on New Zealand although the most important student markets remained the same.

New Zealand feedback at a glance

Total number of students: <i>male 31, female 47, unknown 3</i>	81
Average age in years:	24
Average length of programme in weeks:	15.4
Average number of students in class:	10
Average number of hours of language tuition per week:	22
% of students who found their course through an agent:	52
% of students who booked through an agent or adviser:	62
% of students who had been on another lang. programme:	30
% of students who would recommend their school:	89

Student nationality

Just 17 different nationalities were represented among the student respondents of this year's Feedback feature on New Zealand, a marked decrease on the 29 different nationalities who took part last year (see *Language Travel Magazine*, June 2006, pages 16-17) and a stark contrast to recent Feedback surveys on other English language study destinations, such as Australia (when 28 different nationalities were represented) and Canada (26 different nationalities). New Zealand's language schools have always been popular with the Asian student market

and this year the world region increased its share by six per cent to 68 per cent. Other trends include an increase in the percentage of Central and Eastern European students taking part in the survey – making up eight per cent of the student body compared with two per cent last year – and a decrease in the number of Western Europeans – down from 23 per cent last year to 16 per cent.

Student motivation

With 44 per cent of respondents classing themselves as students and 56 per cent falling within the 20-to-25 year-old age bracket, all but five per cent of students were learning English

for either work or study purposes rather than for pleasure. The most noticeable change from last year is the increase in students intending to study in New Zealand, which increased to 25 per cent compared with just nine per cent last year. Overall, 56 per cent of respondents said that they were currently using English for their studies at home while 28 per cent regularly used English in their current employment. Four per cent said that they used English for both pursuits and 12 per cent did not comment.

Student enrolment

The percentage of students booking their course through an

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agency decreased by 10 percentage points, from 72 per cent to 62 per cent this year. Agent usage, however, remained the most popular method of finding a school (52 per cent of students), while relying on personal recommendations increased from 24 per cent to 31 per cent. Just 11 per cent of students used the Internet to research where they wanted to study compared with 17 per cent last year.



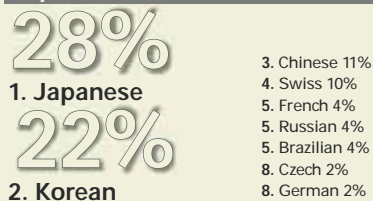
Standard of the schools

Student satisfaction rates were relatively low this year when compared with our previous survey, with just 46 per cent of respondents satisfied with their class size and nationality mix compared with 63 per cent last year. Overall, 42 per cent of classes consisted of 10 students or less, although class numbers varied between one and 20. Of the 25 per cent of students who thought that there were too many people in their class, numbers varied between 10 and 17 and of the seven per cent of respondents who thought that there were too many students of their own nationality present, 33 per cent were Japanese and a further third originated from China.

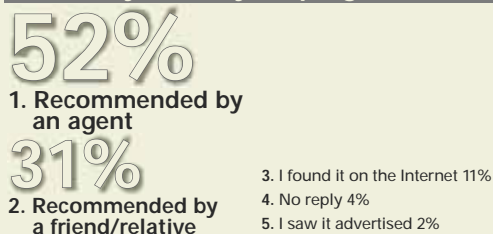
Living in New Zealand

New Zealand's countryside proved to be very popular with students this year, coming second to language in things students liked best. Forty-six per cent of students found the cost of living to be the same as in their own country, while 36 per cent found the cost of living to be higher than at home. Chinese, Korean, Russian and Brazilian students were among those that found costs high.

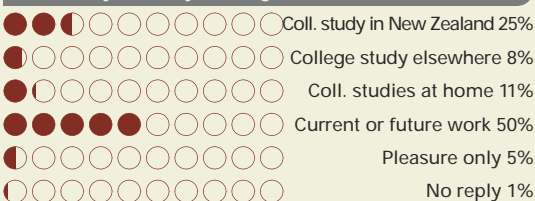
Top nationalities



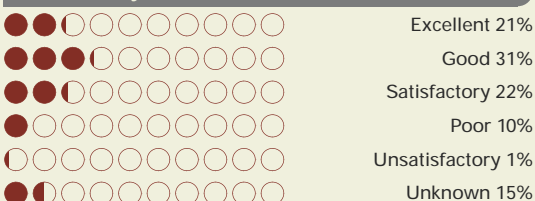
How did you find your programme?



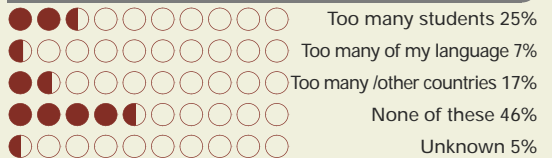
How will you use your English in the future?



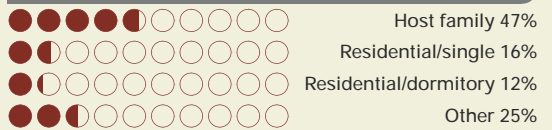
Standard of your accommodation



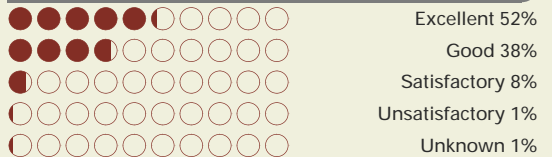
In my class there are...



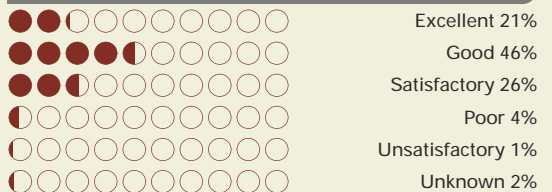
What is your accommodation while in New Zealand?



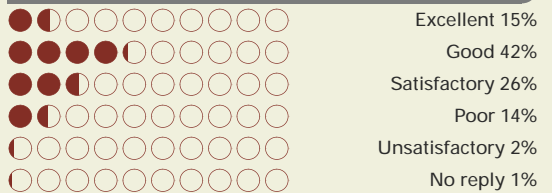
Standard of the teaching



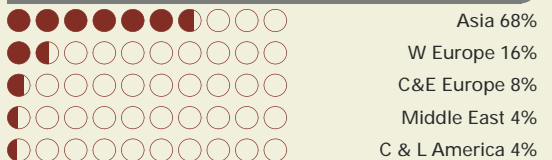
Standard of your academic programme



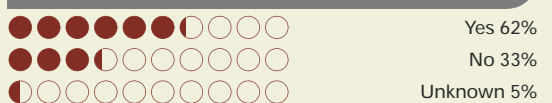
Standard of your social programme



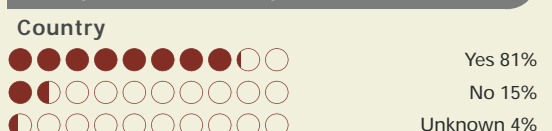
Respondents by world region of origin



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?



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

AIS St Helens, Western Springs; Auckland English Academy, Auckland; Canterbury University Language Centre, Christchurch; Coromandel Outdoor Language Centre, Whitianga; Dominion English School, Auckland; Dominion English School, Christchurch; Language Schools New Zealand, Christchurch; Queenstown Language School, Queenstown; Rotorua English Language Academy, Rotorua; Unitec International, Mount Albert; University of Otago Foundation Studies, Dunedin.