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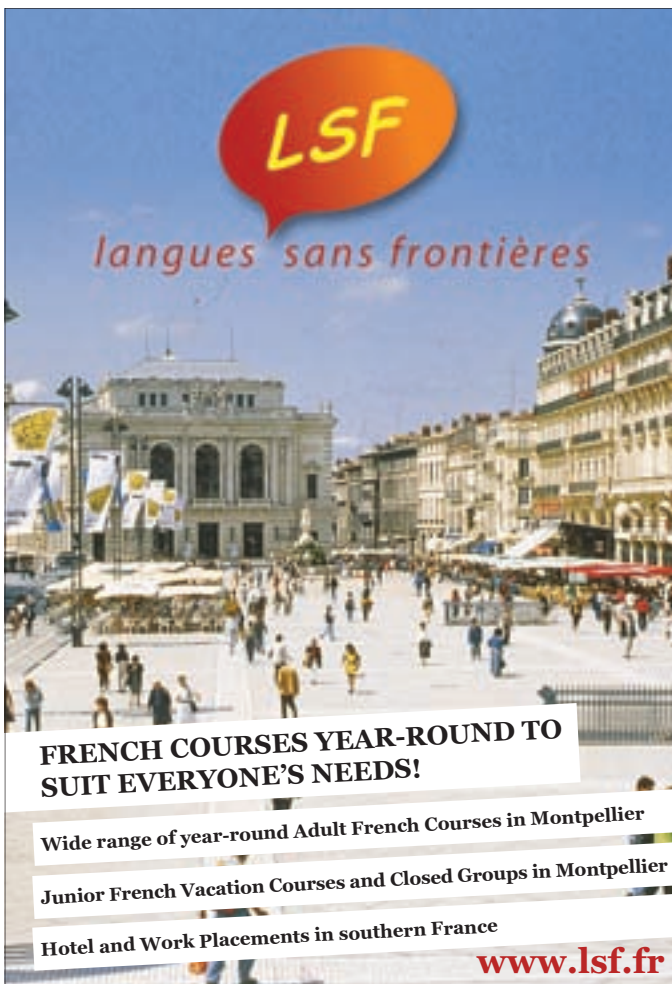
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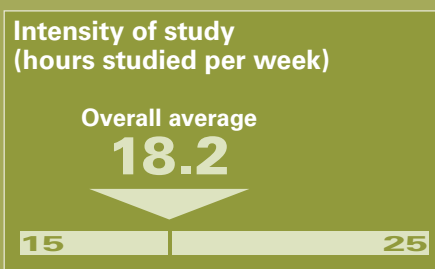
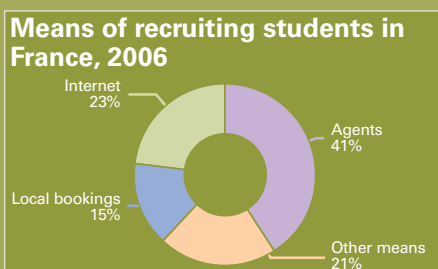


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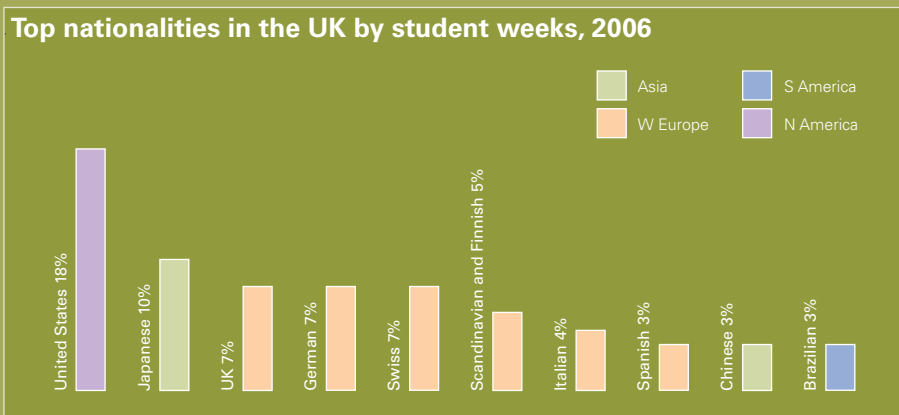
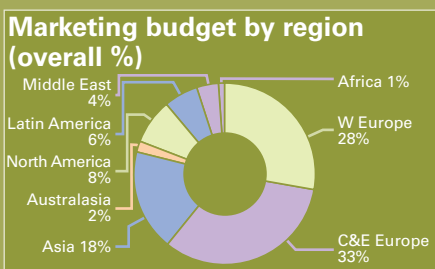
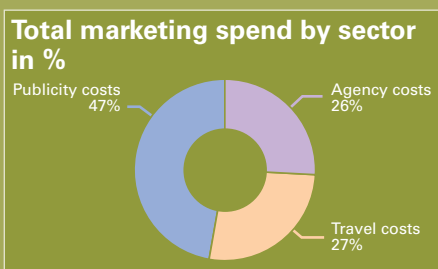
Status: France 2006

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.

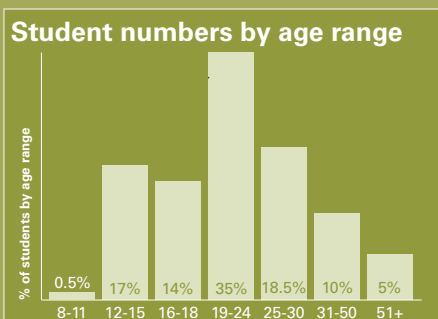
If you would like to see the complete breakdown of data, including marketing spend per region and marketing budget analysis, and you are an agent (or a school that has completed or intends to complete the Status survey), please send us an email containing "Status survey web address" in the subject heading. We will then forward the web address to you.



- ### Key points
- Number of participating organisations in the France survey: **14**
 - Total number of students at the organisations in 2006: **14,326**
 - Total number of student weeks in 2006, estimated: **91,686**
 - Overall average length of stay in weeks: **6.4**
 - Average cost of a one-month course, excluding accommodation: **€874** (US\$1,209)
 - Average cost of residential accommodation per week: **€249** (US\$344)
 - Average cost of host family accommodation per week: **€271** (US\$375)
 - Average commission paid on a language course: **17 per cent** (from 10 to 25)
 - **Five** institutions paid commission on accommodation (average 11 per cent)
- *For currency conversion rate, see page 7.



- ### Observations
- European countries still represent the majority of the top 10 nationalities studying in France, although eight featured in the top 10 of last year's survey (see LTM, Oct 2006, page 48), which is two more than this year. The USA took the top spot despite not ranking in the top 10 last year.
 - The average commission paid on a language course (17 per cent) is down two percentage points on the last survey, but five schools paid commission on accommodation, as opposed to one in 2005.
 - The average length of stay has risen from 5.6 to 6.4 weeks this year but the average number of hours studied per week is down from 22.5 to 18.2.
 - 19-to-24 year-olds were the most numerous age range but the 25-to-30 year category has increased by 9.5 percentage points.



Thank you to the following institutions for taking part in our Status survey:
 Alfmed, Perpignan; Alliance Français, Rouen; Association Perigord Linguistique et Cultural, Perigueux; Centre International des Langues, Manosque; College International de Cannes, Cannes; Ecole Suisse Internationale, Paris; ELFE, Paris; Elit – Saint-Denis International School, Loches; France Langue, Paris; French in Normandy, Rouen; IFALPES, Annecy and Chambery; Institut Lyonnais, Lyon; Langues Sans Frontieres, Montpellier; SILC – Sejours Linguistiques, Angouleme.

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:
Italy**