

# Canada feedback

A relatively high proportion of Chinese students in this issue's Canada Feedback survey meant that more students were intending to go on to university or college studies in Canada this year.

## Canada feedback at a glance

Total number of students: female 160, male 128 (unknown 4) **292**

Average age in years: **23.2**

Average length of programme in weeks: **13.5**

Average number of students per class: **12**

Average number of hours of language tuition p/w: **23**

% of students who found their course through an agent: **42**

% of students who booked through an agent or adviser: **39**

% of students who had been on another language programme: **20**

% of students who would recommend their school: **93**

## Student nationality

Canadian language schools attracted a greater proportion of Asian students this year, with their share up from 64 per cent in last year's Canada Feedback (see *Language Travel Magazine*, September 2002), to 68 per cent in this issue's survey. Chinese students were the second largest nationality group after Korean students, with a share of 18 per cent compared with nine per cent last year. Japanese students were in third place this year, down from joint-first place last year, while Mexicans were relegated from sec-

ond position last year to fourth place this year and Brazilians were nudged into sixth place after being at number four last year.

## Student motivation

At 49 per cent, the main motivation for students taking an English language course in Canada was for their current or future work. However, 31 per cent of students said they were learning English in preparation for their further studies in Canada, compared with 22 per cent last year. This increase may be explained by the higher proportion of Chinese students, who

generally intend to continue their studies overseas. Indeed, among this nationality group, 69 per cent of students were taking an English course prior to joining mainstream university or college courses in Canada.

## Student enrolment

Agent recommendation overtook recommendation from friends and relatives this year as the main way in which students first heard about their school. Among our respondents, 42 per cent said they first heard of their school through an agent, compared with 32 per cent last

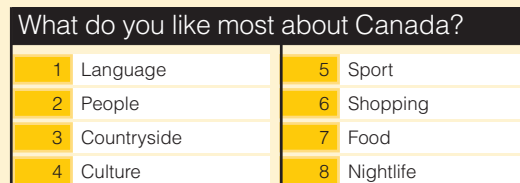
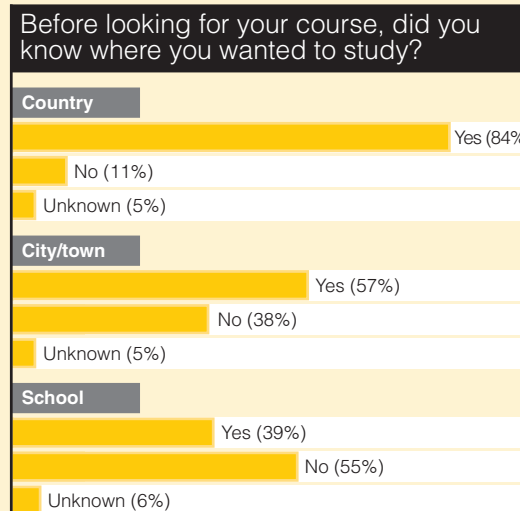
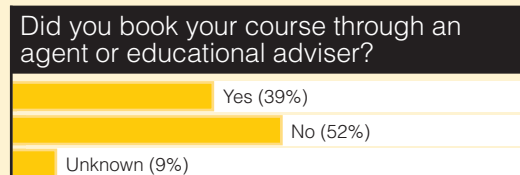
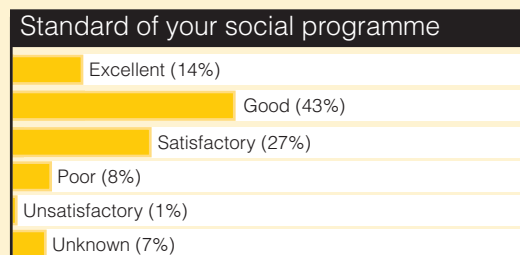
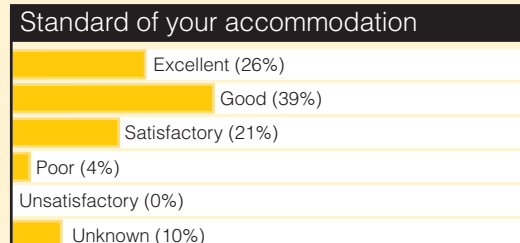
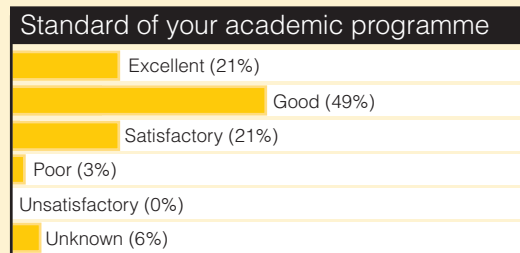
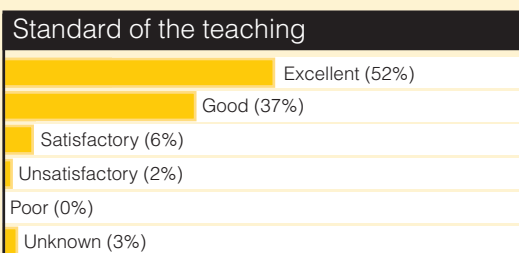
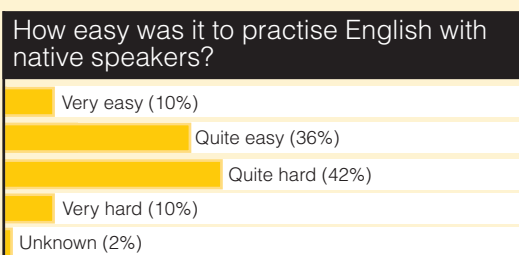
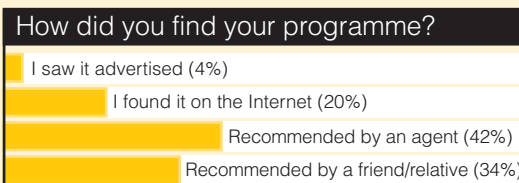
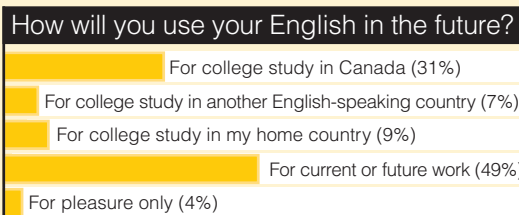
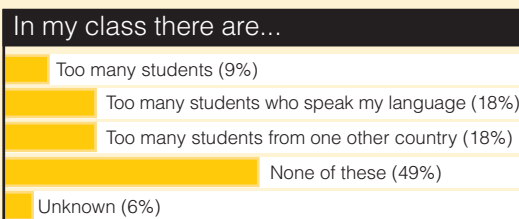
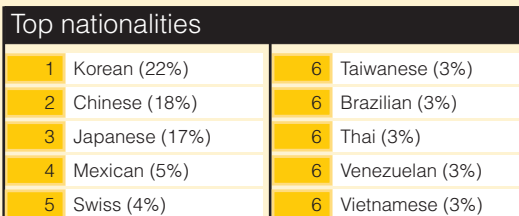
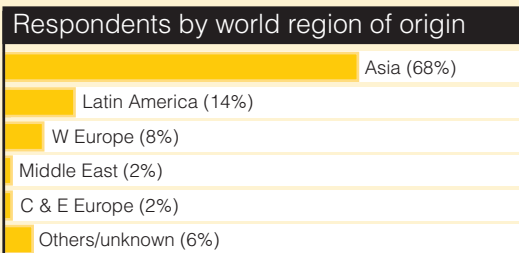
year, and 34 per cent said through friends or relations - nine percentage points lower than last year. Canada is chosen by many students as being the cheaper and safer North American choice, and 84 per cent of students said they had a clear idea about which country they wanted to study in before investigating their options. However, only 57 per cent knew which city they wanted to study in and 39 per cent the school.

### Standard of the schools

Overall, the standards at the schools that took part in our survey were relatively high. Looking at individual aspects of the language travel package, 89 per cent of students rated the teaching at their schools either excellent or good, while 70 per cent of students said the same of the academic programme. Eighty-four per cent of students said the standard of their social programme was at least satisfactory and 86 per cent said the same of their accommodation (56 per cent of students were staying with host families).

### Living in Canada

More students this year said they found the cost of living in Canada to be more expensive than in their home countries. Among the 58 per cent who indicated that they found Canada to be more expensive than their countries of origin were all of our Brazilian and Colombian respondents, 91 per cent of Chinese students and 90 per cent of Vietnamese. The 20 per cent of respondents who found the cost of living to be lower in Canada included 82 per cent of both Japanese and Swiss students.



**Thank you to the following schools for participating in our survey:** Alberta College, Edmonton, AB; Aspect, Vancouver, BC; Banff Education Centre, Banff, AB; Canadian Business English Institute, Vancouver, BC; Canadian College of English Language, Vancouver, BC; Centre Linguista, Toronto, ON; Comox Valley International College, Comox, BC; Connect School of Languages, Toronto, ON; Four Corners Language Institute, Victoria, BC; Heartland International English School, Winnipeg, MN; International Language Learning Center, Vancouver, BC; King's Canada School of English, Victoria, BC; Kiosk School of English and Entrepreneurship, Toronto, ON; Language Studies Canada, various; Lethbridge Community College, Lethbridge, AB; Malaspina University, Nanaimo, BC; Mount Royal College, Calgary, AB; Pacific Gateway International College, various; Shane Global Village, various; The Language Circle, Hamilton, ON; University of Regina, Regina, SK; York University English Language Institute, Toronto, ON.