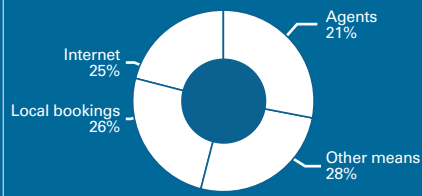


Status: USA 2005

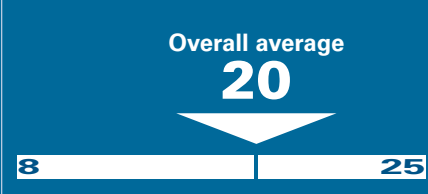
The Status survey is a venture by *Language Travel Magazine* that aims to gather specific market data about all of the main language teaching markets in the world. Through our initiative, it is now possible to compare world market statistics.

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 USA, 2005



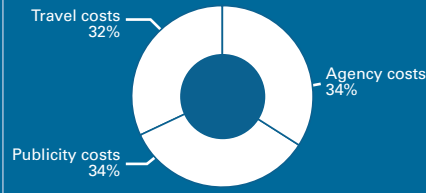
Intensity of study (hours studied per week)



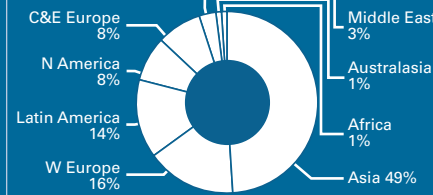
Key points

- No. of participating organisations in the USA survey: **26**
- Total no. of students at the organisations in 2005: **17,517 students**
- Total no. of student weeks in 2005, estimated: **262,755 weeks**
- Overall average length of stay: **15 weeks**
- Average cost of a one-month course, excluding accommodation: **US\$937**
- Average cost of residential accommodation per week: **US\$227**
- Average cost of host family accommodation per week: **US\$174**
- Average commission paid on a language course: **15 per cent** (from 0 to 30)
- **Two** institutions paid commission on accommodation (of 5 or 15 per cent)

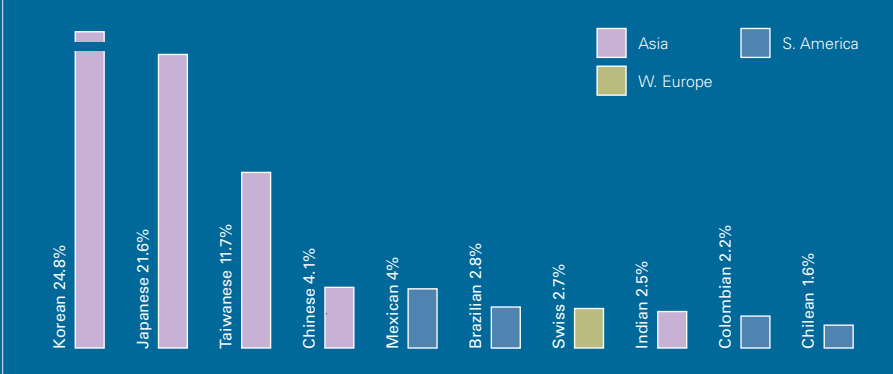
Total marketing spend by sector in %



Marketing budget by region (overall %)



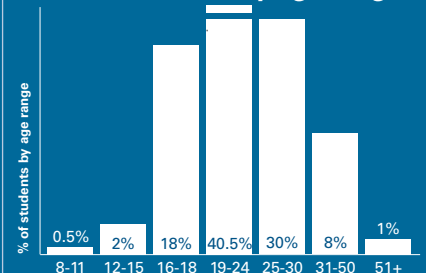
Top nationalities in the USA by student weeks, 2005



Observations

- The same top four Asian nationalities were present in the top 10 as last year, although Koreans are in number-one position this year, usurping the Japanese. Mexicans are present across US language schools this year whereas they, and Chileans in tenth position, did not feature last year.
- A similar proportion of students were recorded in this survey as in our survey last year (see LTM, August 2005, page 52)
- and with a comparable average length of stay - from 15 weeks last year to 14.6 weeks this year - total sample size in terms of weeks was unchanged.
- Agent usage, however, did change year on year with a drop in student bookings coming via agencies, from 35% to just 21% this year.
- Age range was slightly more diverse this year with fewer 19-to-24 year olds recorded.

Student numbers by age range



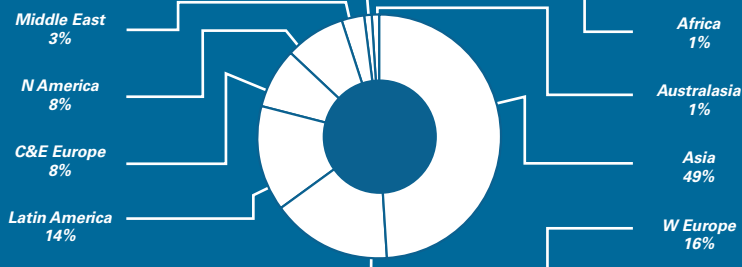
Thank you to the following institutions for taking part in our Status survey:

Berkeley English Academy, Berkeley, CA; Brandon College, San Francisco, CA; Bridge-Linguatex, Denver, CO; California School of English, Temecula, CA; Center for English Language Learning at Maryville College, Maryville, TN; College of Marin, Intensive English Program, Novato, CA; Everest College English Language Program, Portland, OR; Florida International University, English Language Inst, Miami, FL; Fulton-Montgomery Community College, Johnstown, NY; Humboldt State University IELI, Arcata, CA; Illinois State University - English Language Institute, Normal, IL; International Communications College, Honolulu, HI; International House, Portland, OR; Iowa Intensive English Program, Iowa City, IA; The Language Academy, Fort Lauderdale, FL; National University English Language Programs, San Diego, CA; Nomen Global Language Centers, Provo and Salt Lake City (both Utah); Program for American Language Studies (PALS), New York, NY; Savoir Faire Language Institute, Redondo Beach, CA; South Seattle Community College, Seattle, WA; Tennessee Technological University, Office of International Student Affairs, Cookeville, TN; University of California, San Diego, CA; University of California, Santa Cruz (ELT), Santa Cruz, CA; University of Pennsylvania English Language Programs, Philadelphia, PA; University of Pittsburgh - English Language Institute, Pittsburgh, PA; USC Language Academy, Los Angeles, CA.

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.

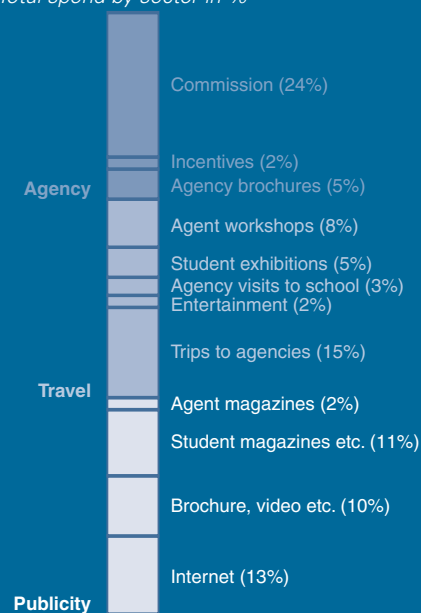
**Next month:
France**

Marketing budget by region



Marketing spend by category

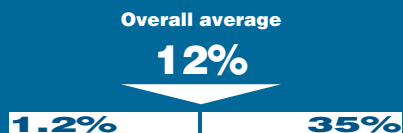
based on sample of schools
Total spend by sector in %



Marketing budget by sector



Marketing spend as % of school's gross income



Average cost of tuition

For 80 hours of tuition

Overall average **US\$937**



(Costs for one hour of tuition ranged from US\$6.25 to US\$18.75 per hour, averaging US\$11.7)

% of institutions offering/selling travel insurance



Annual student intake in the USA by world region of origin

