



Languages Canada 2015 Annual Survey Report

Executive Summary

We are pleased to present the results of our survey, which shares insight into the language education sector in Canada. This report presents findings from the 2015 Languages Canada annual survey conducted in February and March 2016. Thank you to all 226 member programs who participated. No extrapolation of data was necessary.

Long-term trends across all markets showed student numbers remain stagnant or decreasing. **In 2015, the overall number of students enrolled at Languages Canada member programs decreased from 137,416 in 2014 to 133,910, despite a slight increase in program numbers.**

There are a number of findings within this report that provide insights into the sector. **The majority of students study from four to twelve weeks, but some stay over a year.** Students attending public sector institutions stayed significantly longer on average. **Over half of students require some form of visa to enter the country,** either with a study permit for education of over six months, or a visitor's visa.

The survey revealed **49,194 students intended to continue on to post-secondary studies,** representing approximately **36.7% of all students** attending Languages Canada accredited programs.

Students enrolled in French-language programs stayed for shorter periods of time and were more likely to be from Canada. The majority of students studying French attended programs in Quebec.

The top five source countries for 2015 were: Brazil (19,865), Japan (19,618), China (17,093), South Korea (15,761) and Saudi Arabia (9,080). French programs showed different patterns in student numbers, **with the highest number of students originating from Canada (2,743), the United States (814), Brazil (756), Mexico (598) and China (471).** The top five markets of interest to our members were: Brazil, China, Mexico, Vietnam and Japan.

Members identified their **biggest challenges as competition from other programs, as well as student visa denials and processing times.** French programs reported facing the same difficulties, despite the lower number of international students.

Notwithstanding these challenges, tuition and living expenses paid by language students generated **an estimated \$1,500,000,000 in export revenue for the Canadian economy.** The average estimated weekly spend by students increased slightly due to higher average tuition and accommodation fees reported.

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