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INTERNATIONAL INSIGHT
part of the Tribal Group plc

English Language Barometer

New Zealand English language sector 2016

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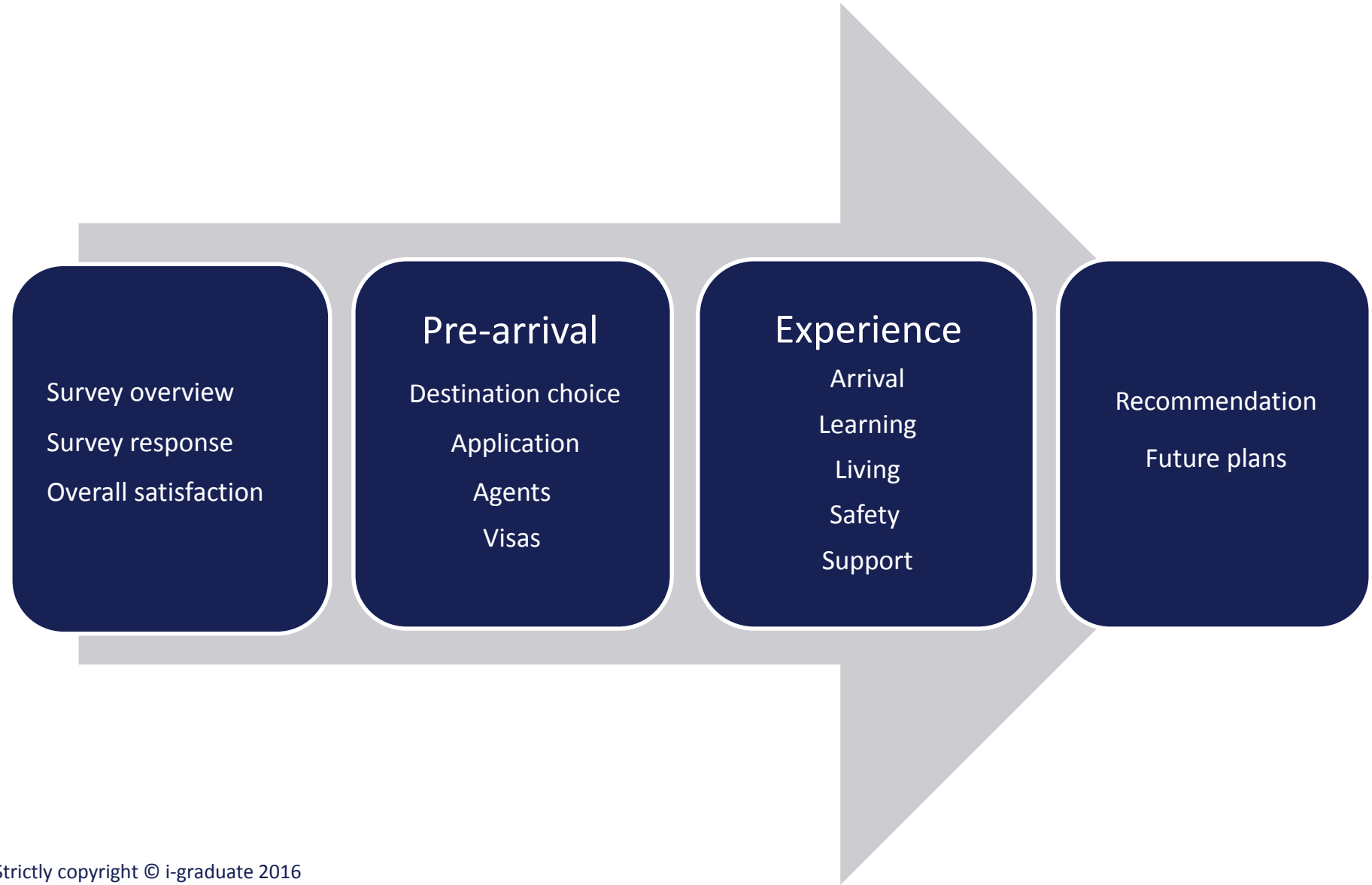
Overview



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Survey overview

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Survey overview

- Core questionnaire covering decision making, application, arrival, learning, living, support and recommendation
- Semi-standardised online questionnaire format, adapted and customised for the New Zealand English Language sector
- Questionnaire available in 9 languages: English, Arabic, Chinese (simplified), German, Japanese, Korean, Portuguese (Brazil), Spanish (South American) , Thai
- Fieldwork ran from 30th September to 7th November 2016
- 3,597 English language students participated from 49 institutions:
  - 29 specialist English language providers
  - 11 English language schools/centres at universities and ITPs
  - 9 PTEs that offered English language courses in addition to other courses
- Sector results compared against global benchmark

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Survey response

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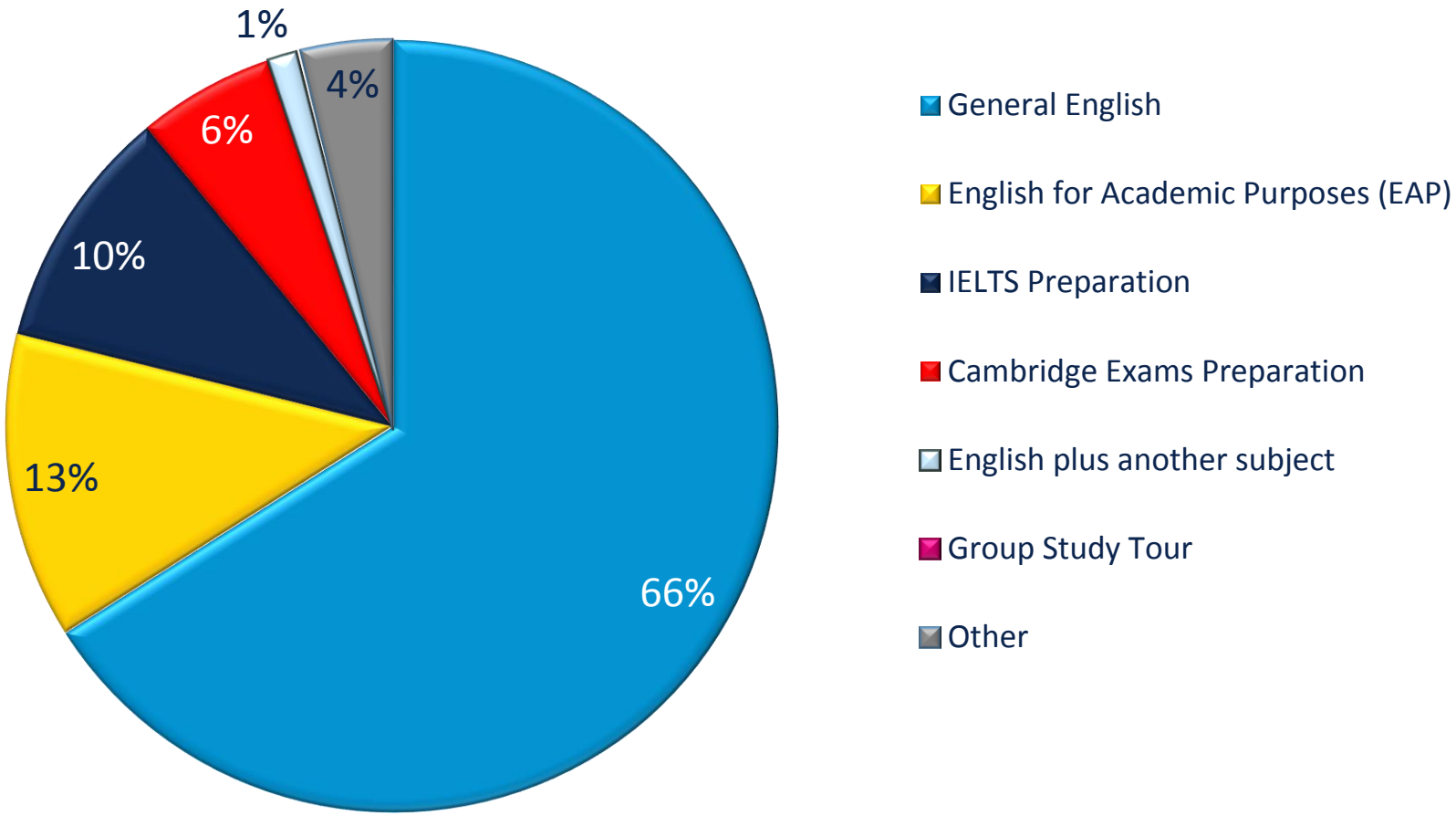
Study type breakdown

NZ ELB (3597)



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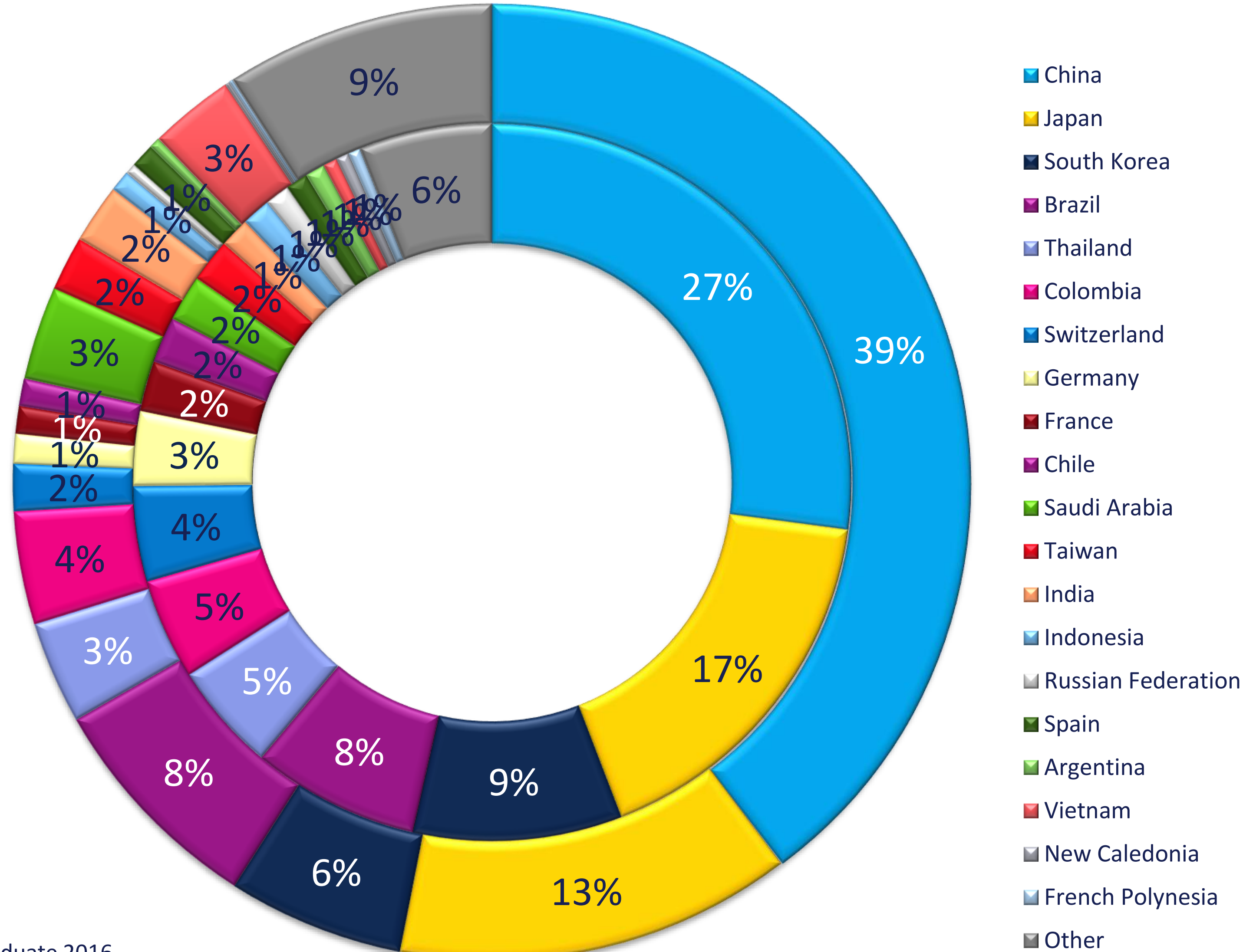
Nationality breakdown

NZ ELB (inner circle, 3597) vs Global ELB (outer circle, 14893)



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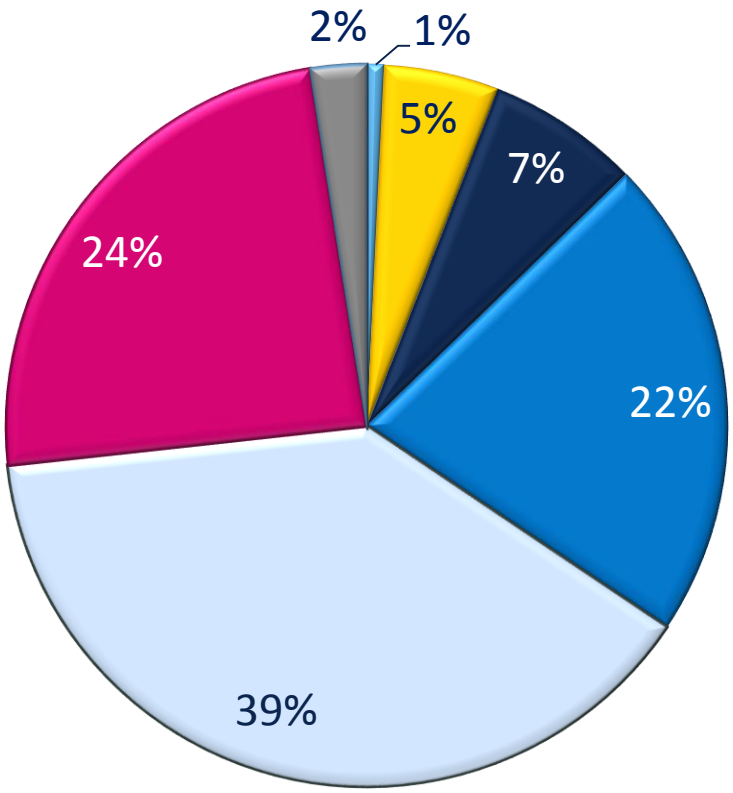
Course length

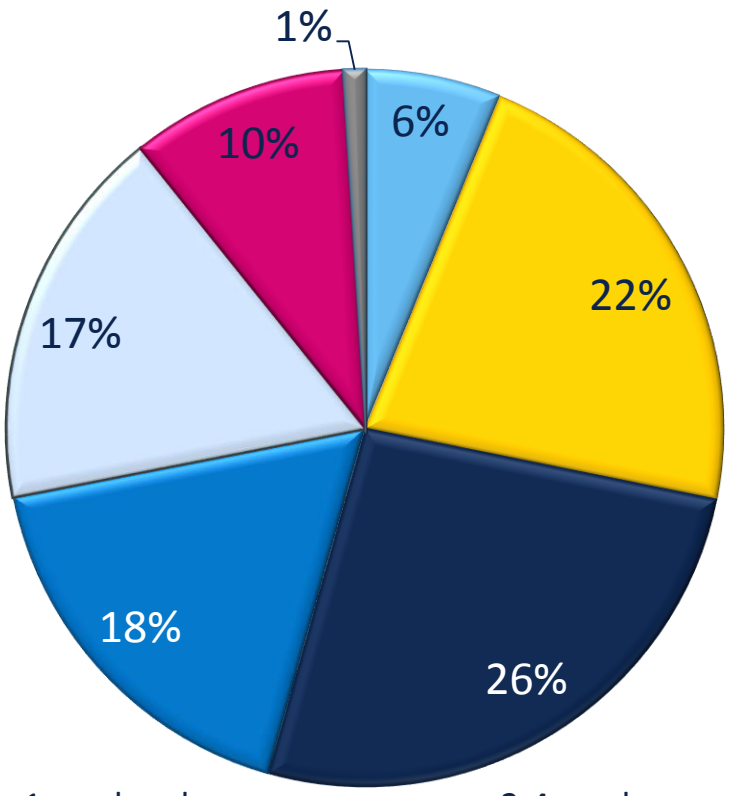
NZ ELB (3579)



1 week or less
2-4 weeks
5-8 weeks
9-12 weeks
13-24 weeks
Longer than 24 weeks
Don't know

How long is your English language course?

NZ ELB (3581)



1 week or less
2-4 weeks
5-8 weeks
9-12 weeks
13-24 weeks
Longer than 24 weeks
Don't know

How long have you been studying your current course?

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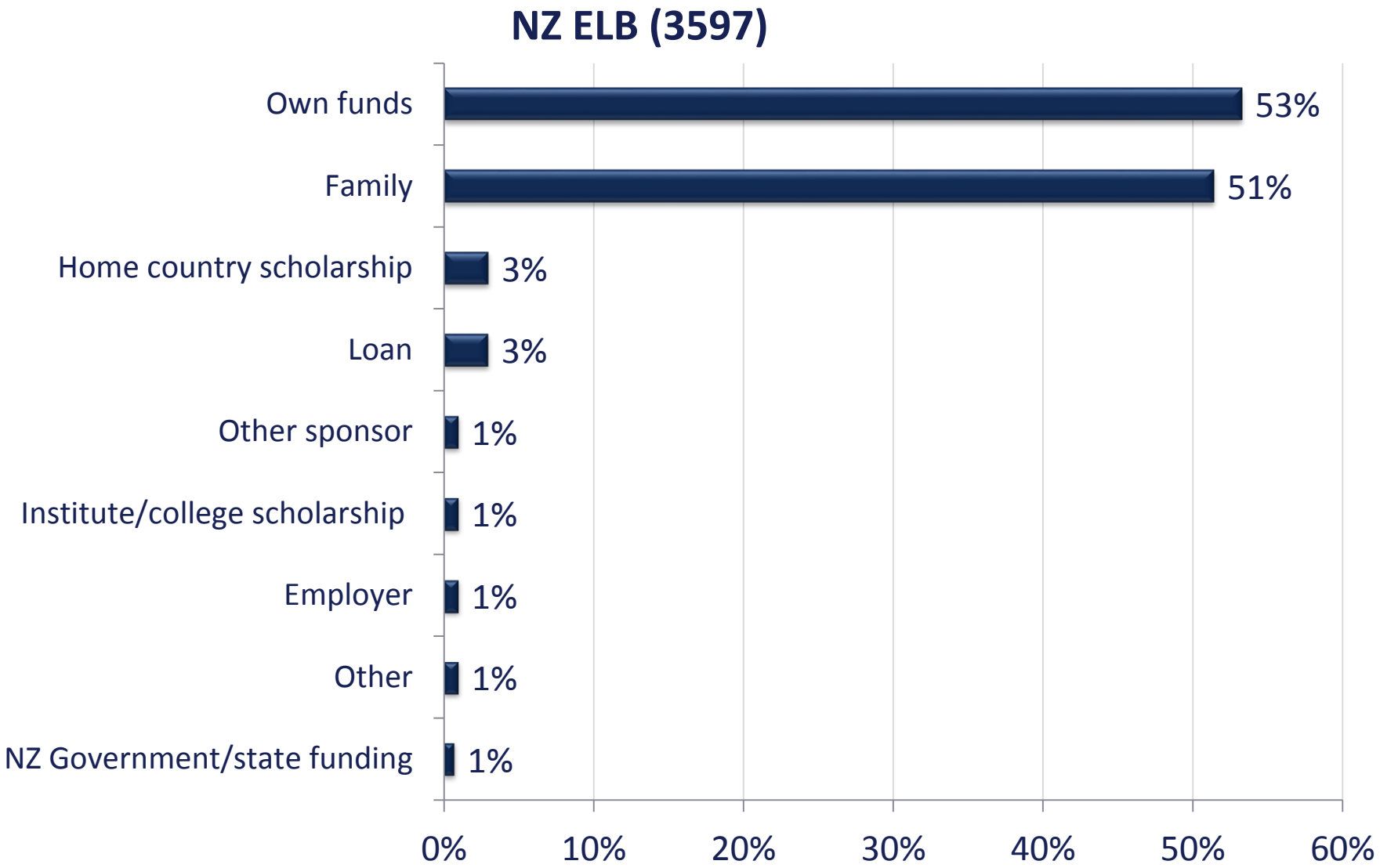
Funding of studies



How are you funding your studies?

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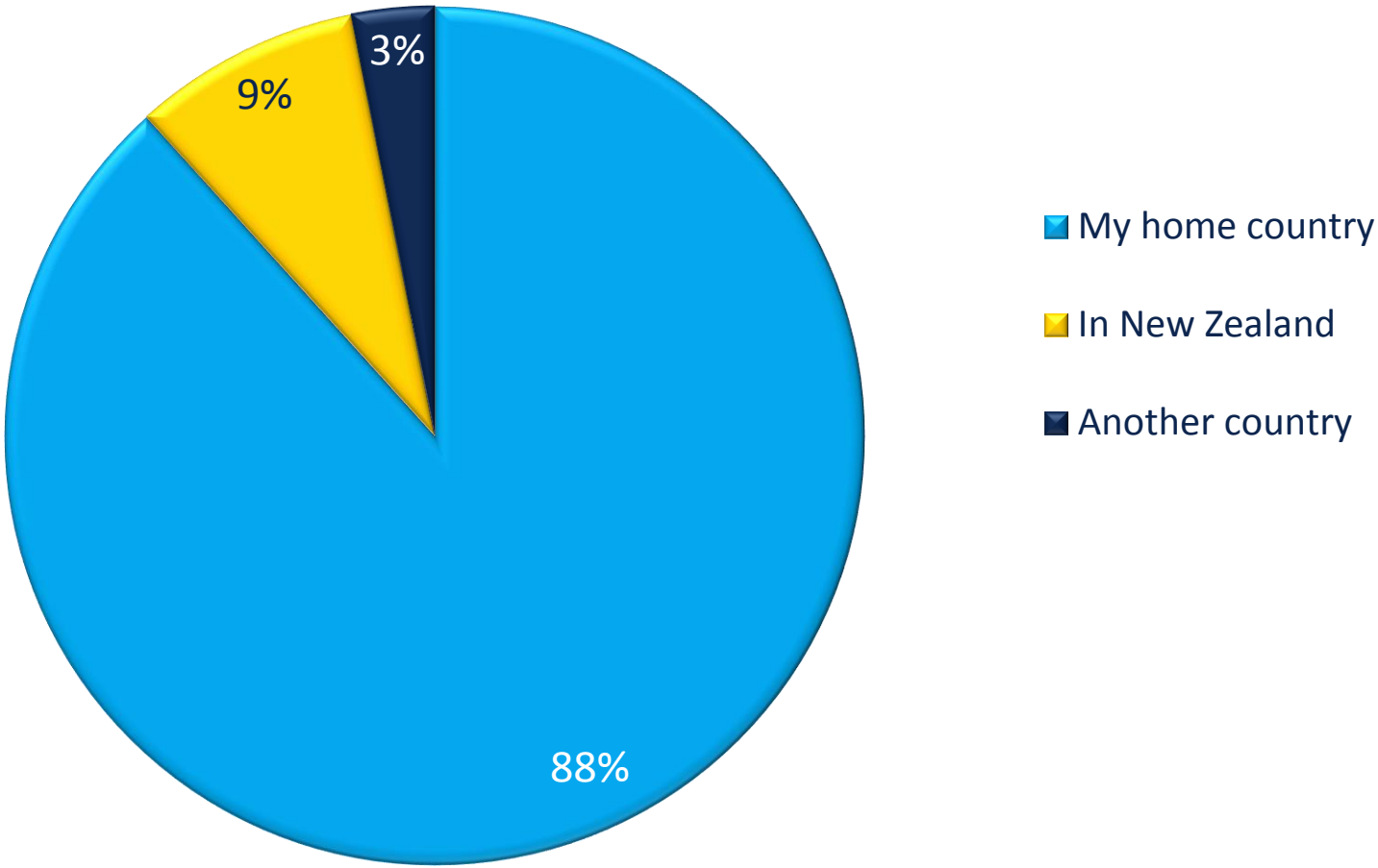
Pre-study location

NZ ELB (3586)



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Where were you before you began this current course of study?

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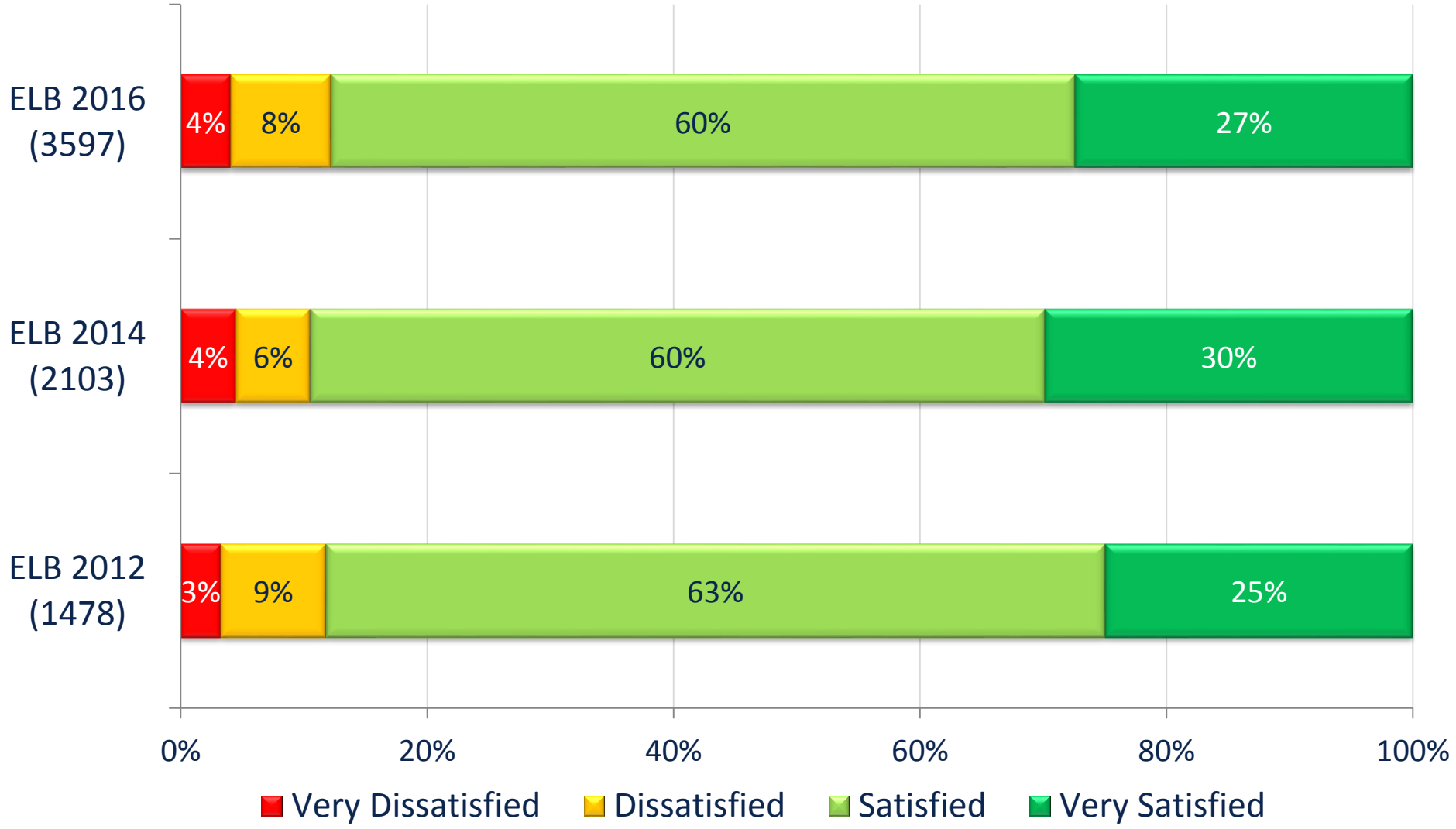
Overall satisfaction – year on year



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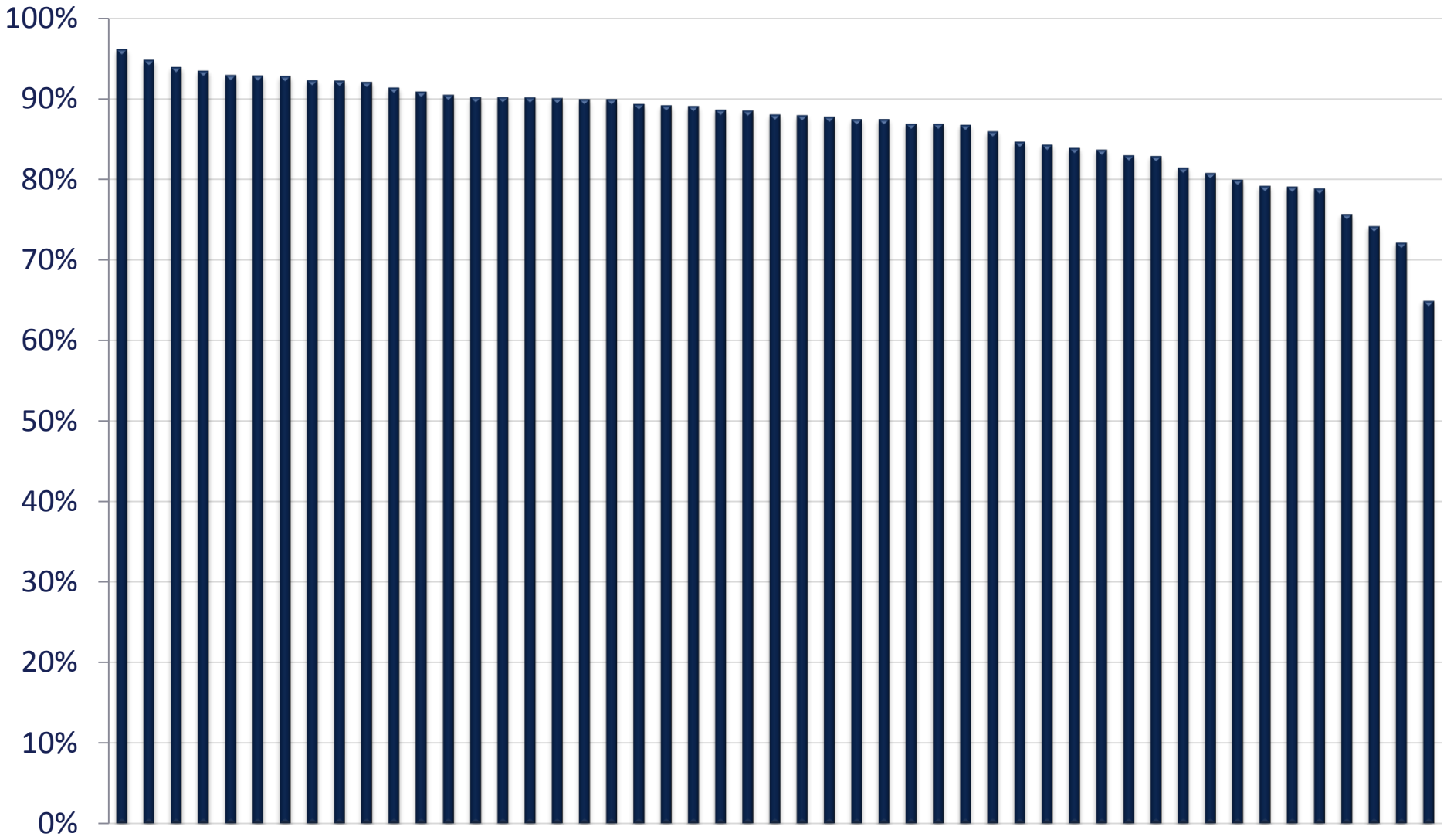
Overall, how satisfied are you with all aspects of your language school/centre experience?

Overall satisfaction by institution



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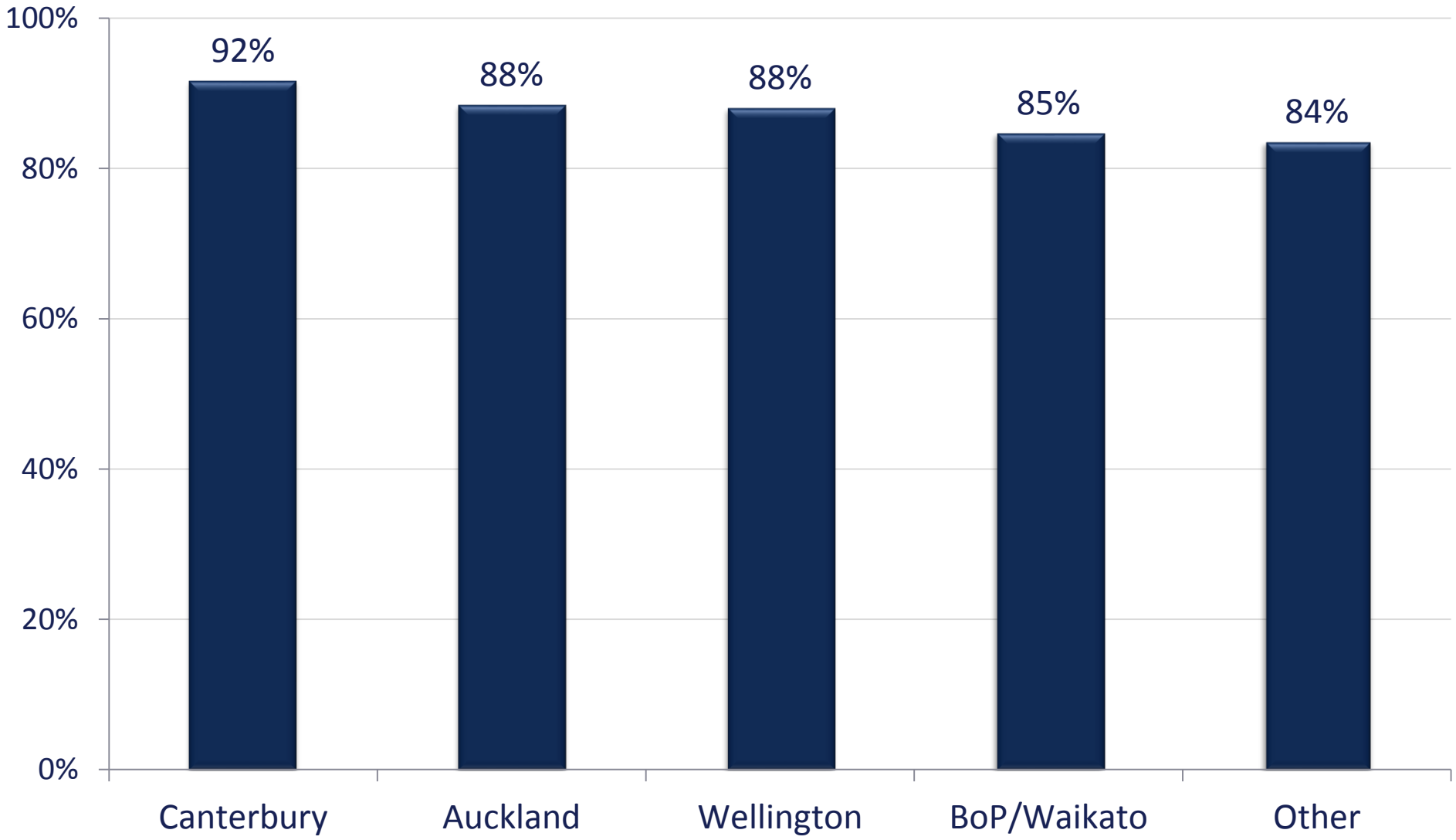
Overall satisfaction by region



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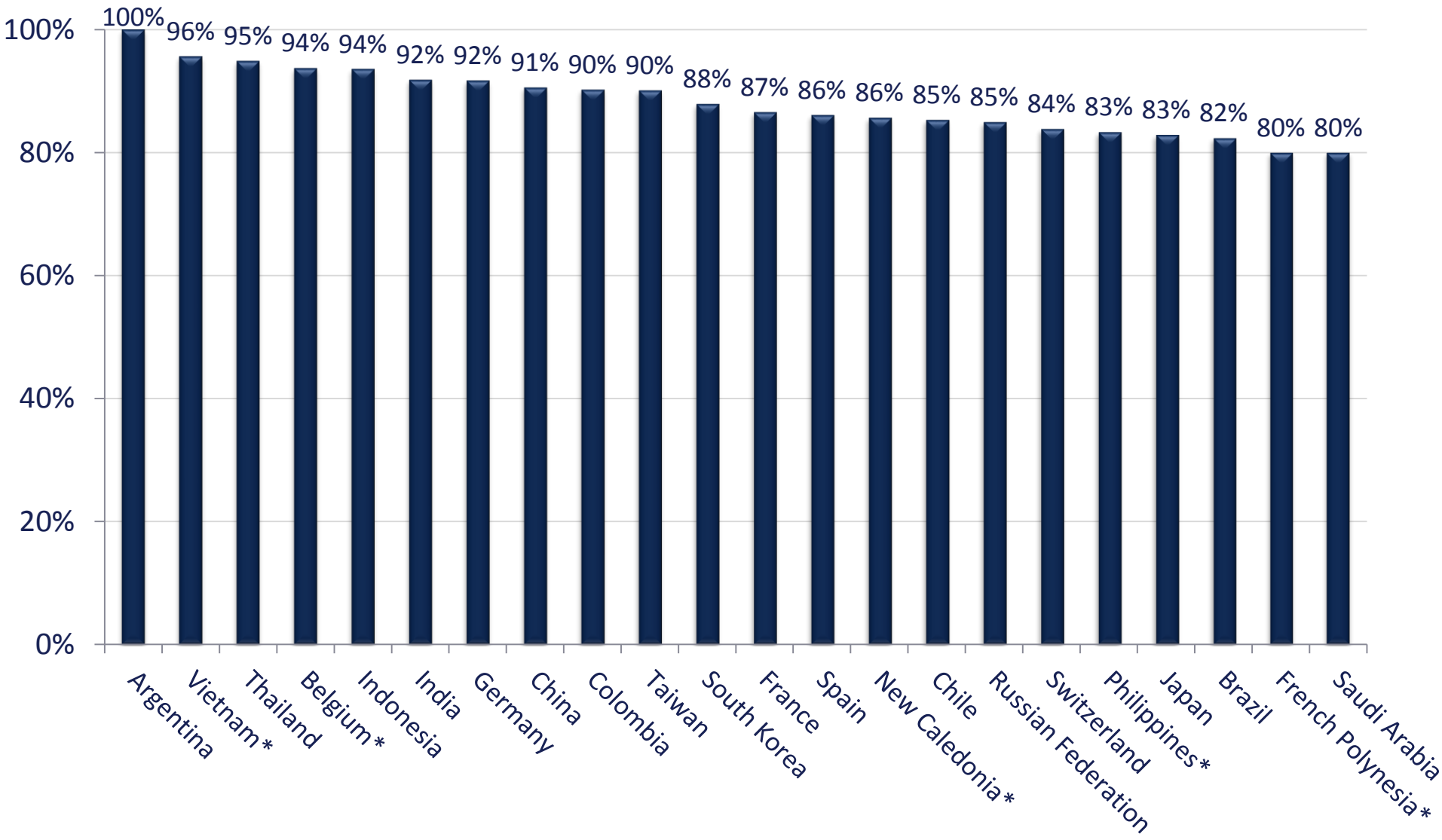
Overall satisfaction by nationality



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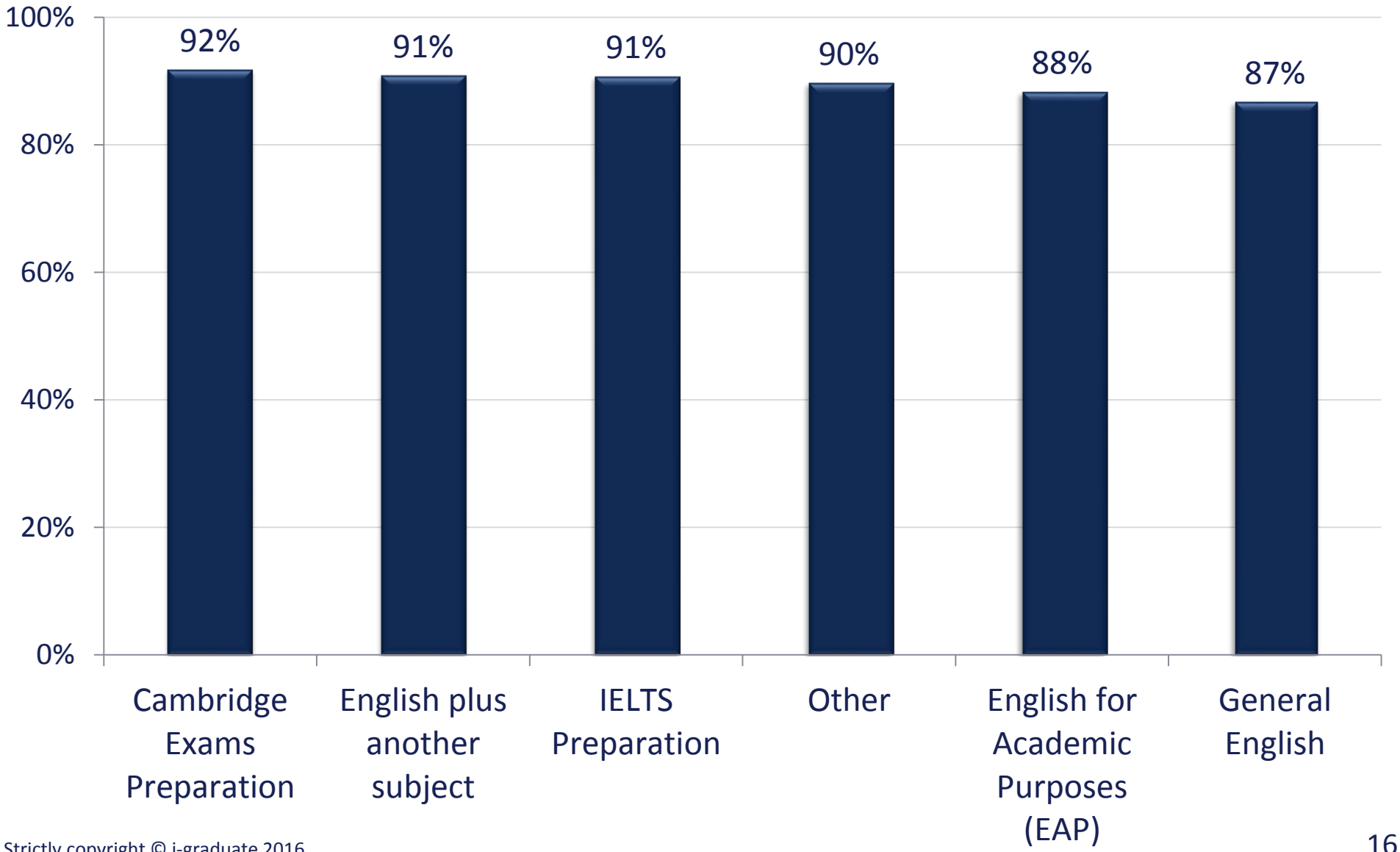
Overall satisfaction by study type



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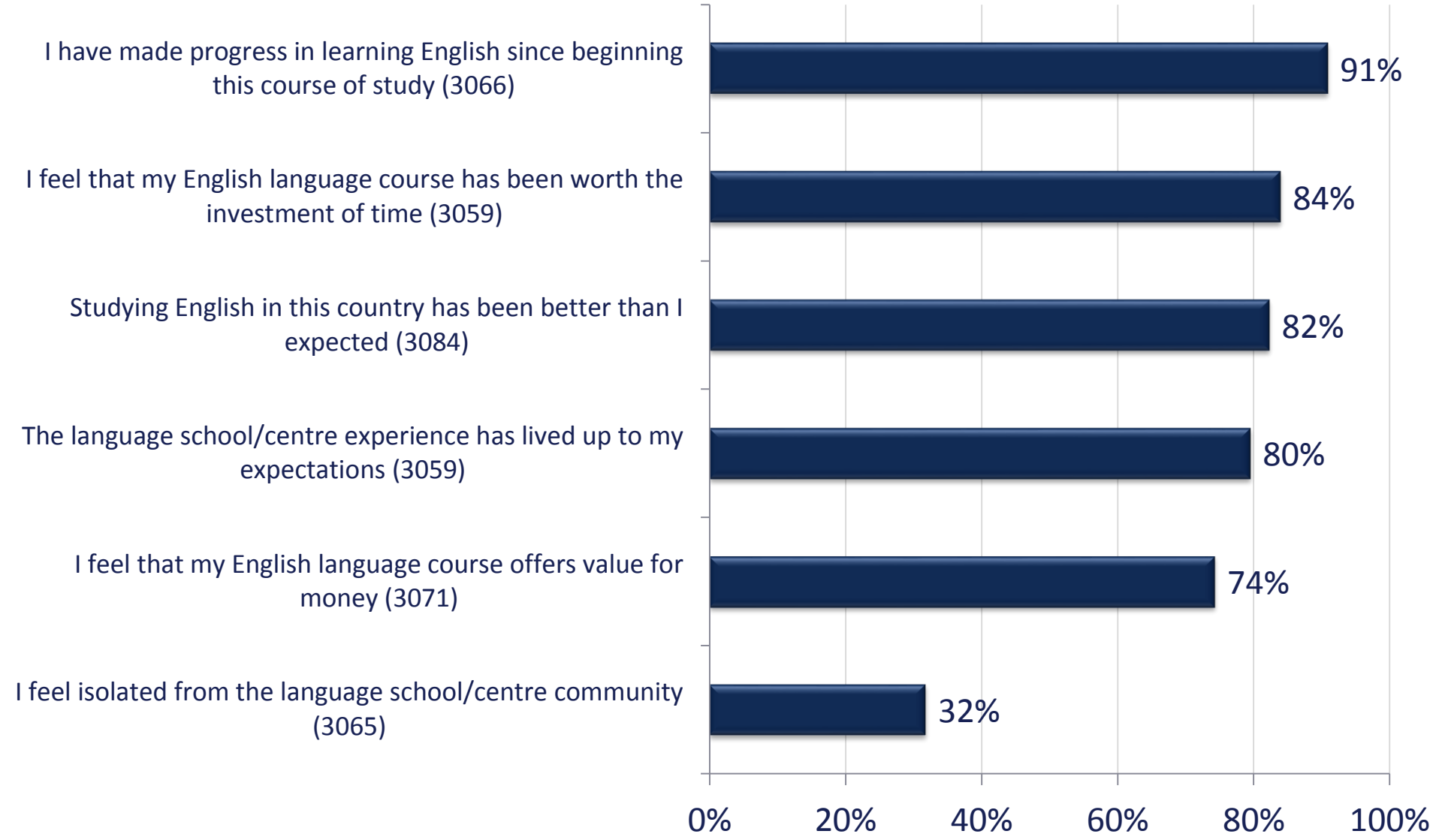
Reflections



To what extent do you agree or disagree with the following statements

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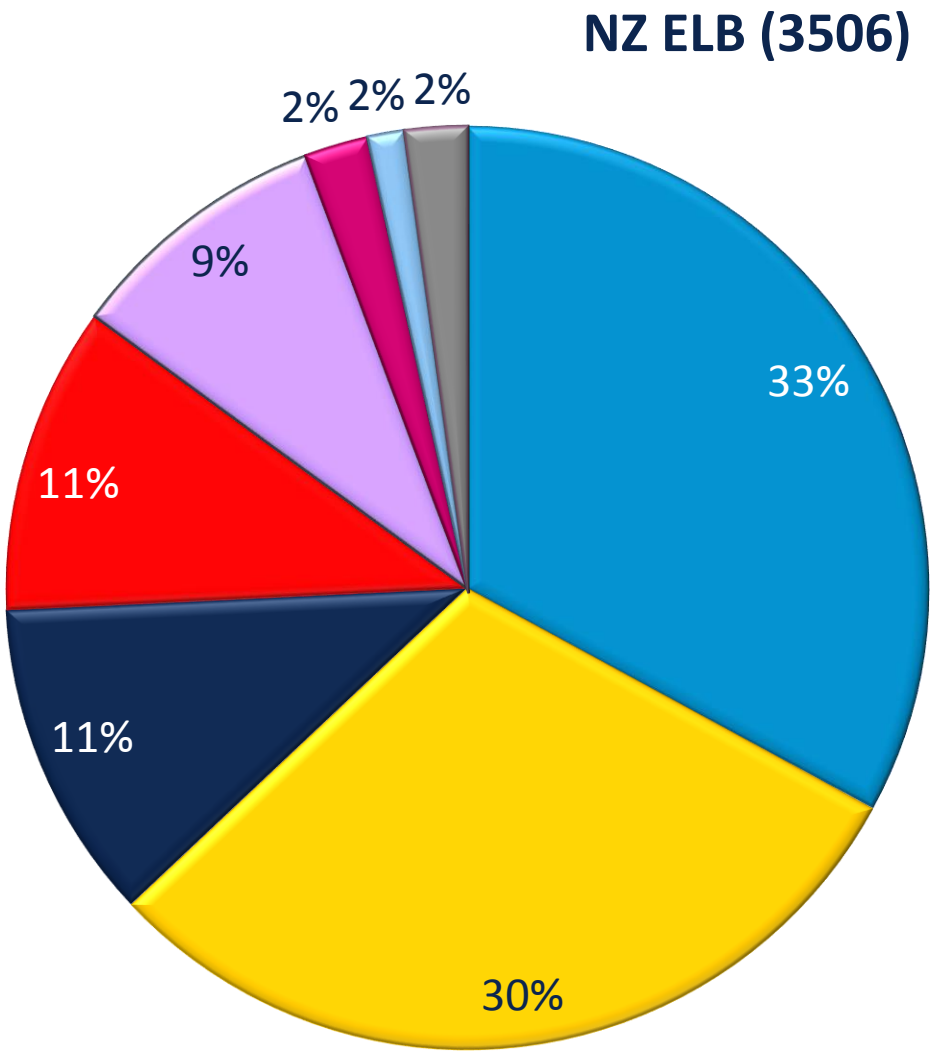
Main reason to study



What is the main reason that you chose to study an English language course?

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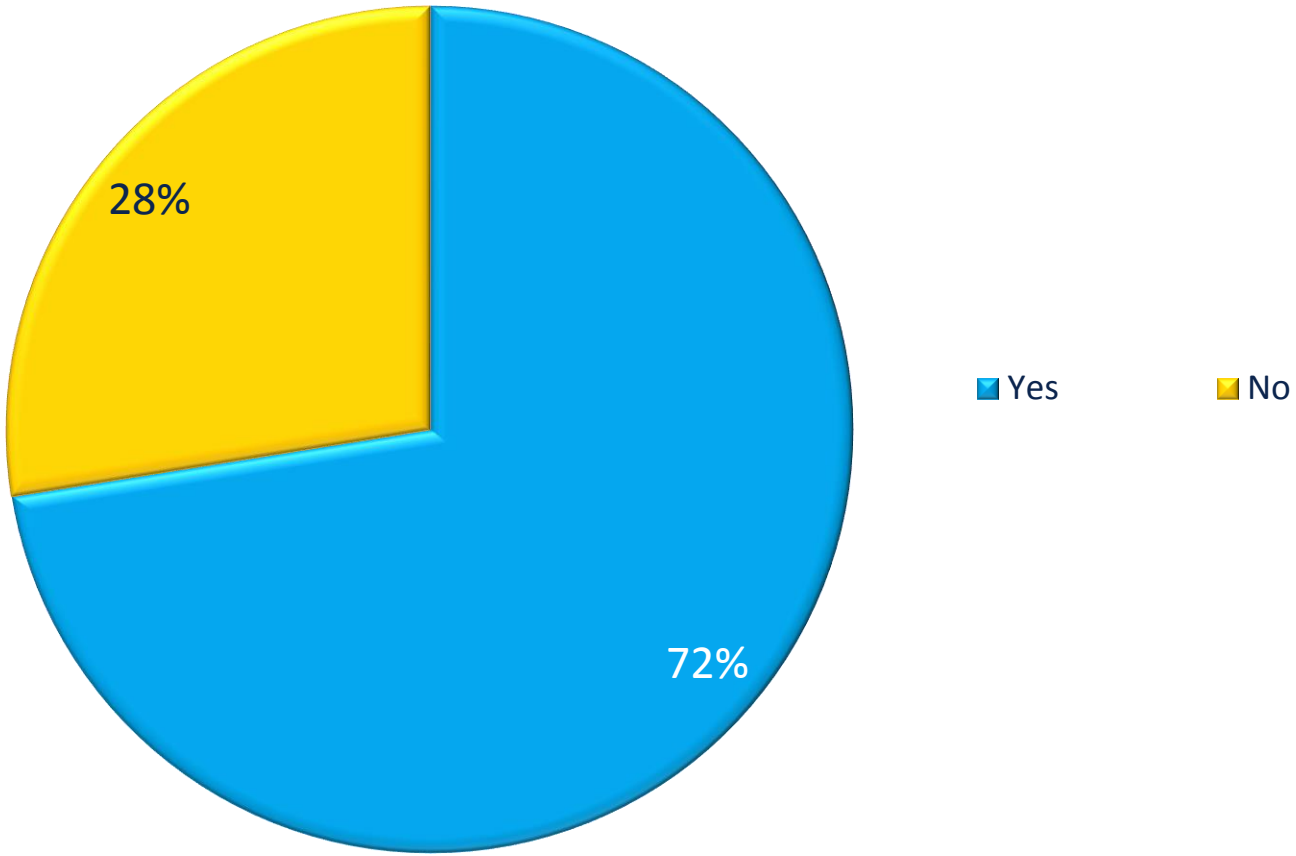
Was New Zealand first choice?

NZ ELB (3550)



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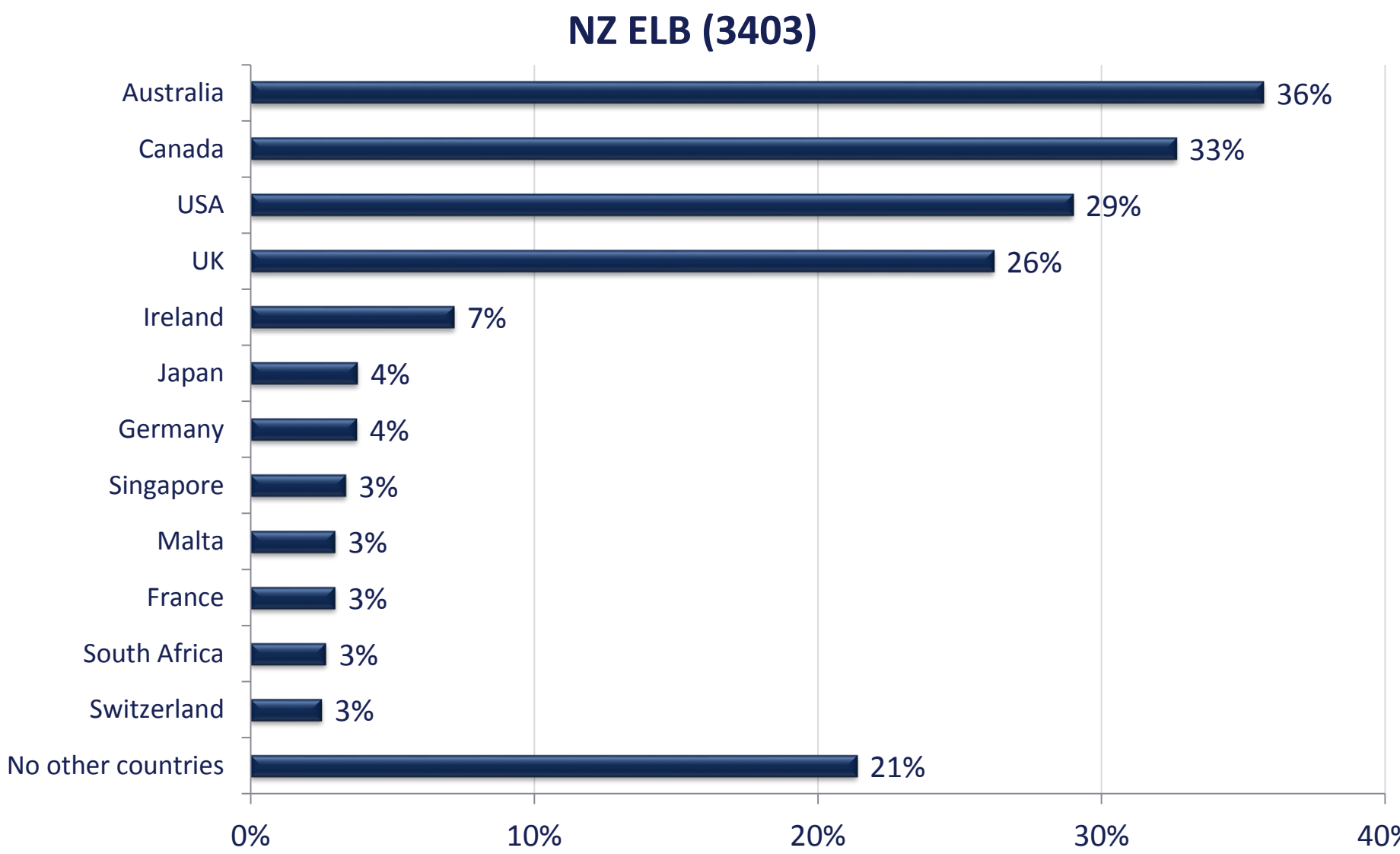
Was this country your first choice for your international language study? 20

Countries considered



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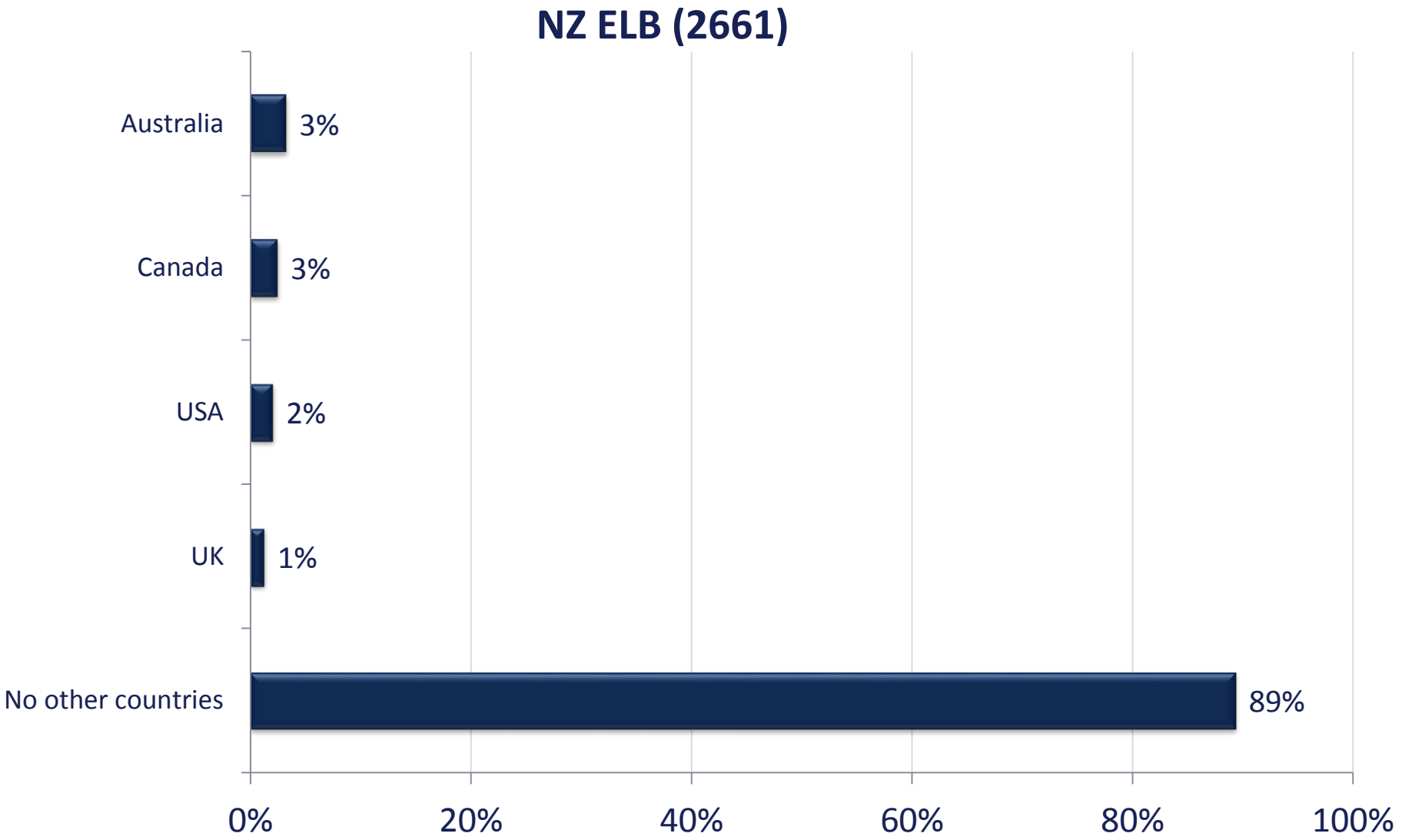
Which of the following countries did you consider?

Countries applied to



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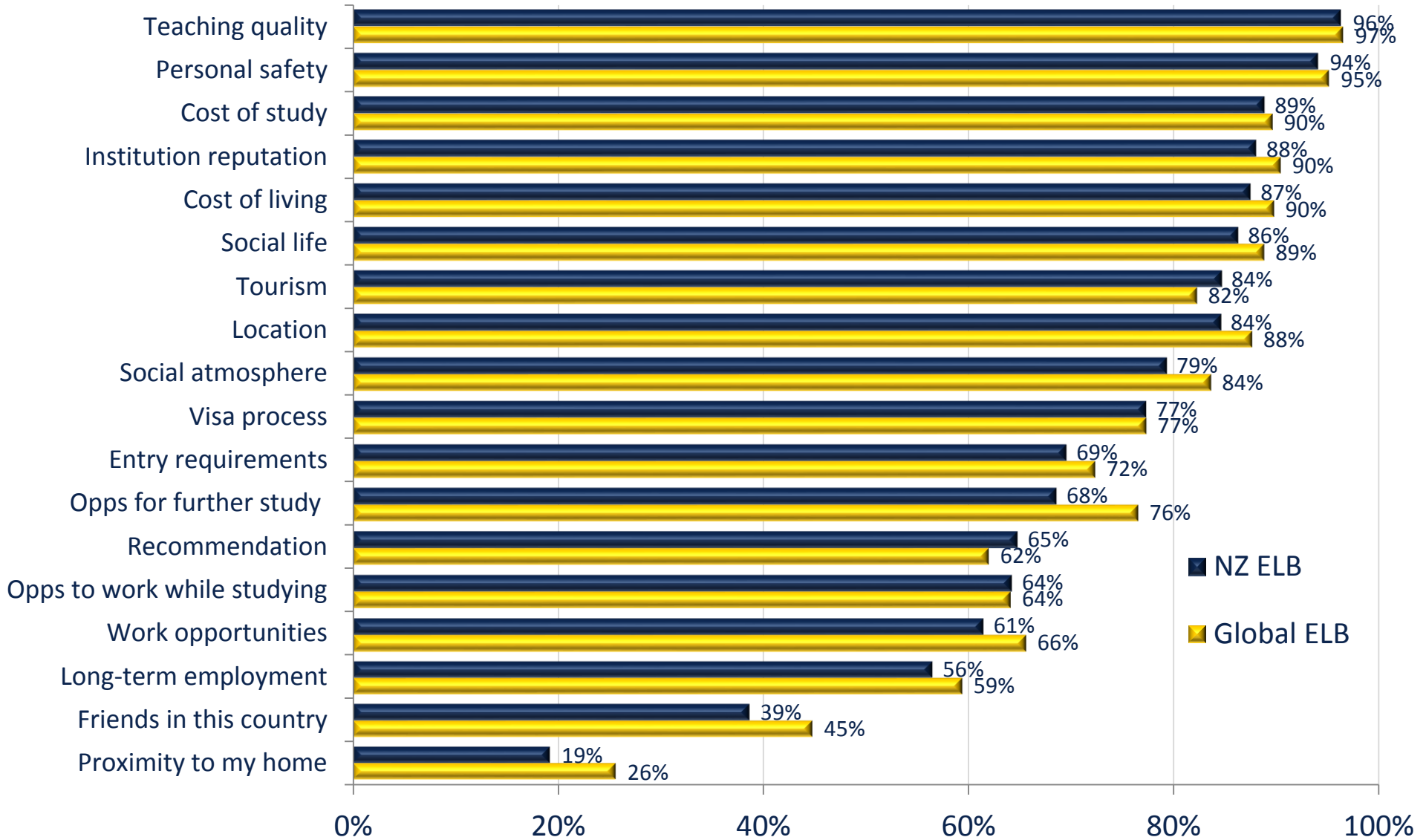
Which of the following countries did you apply to? 22

Decision-making factors (% important)



How important were the following factors when deciding where to study English?

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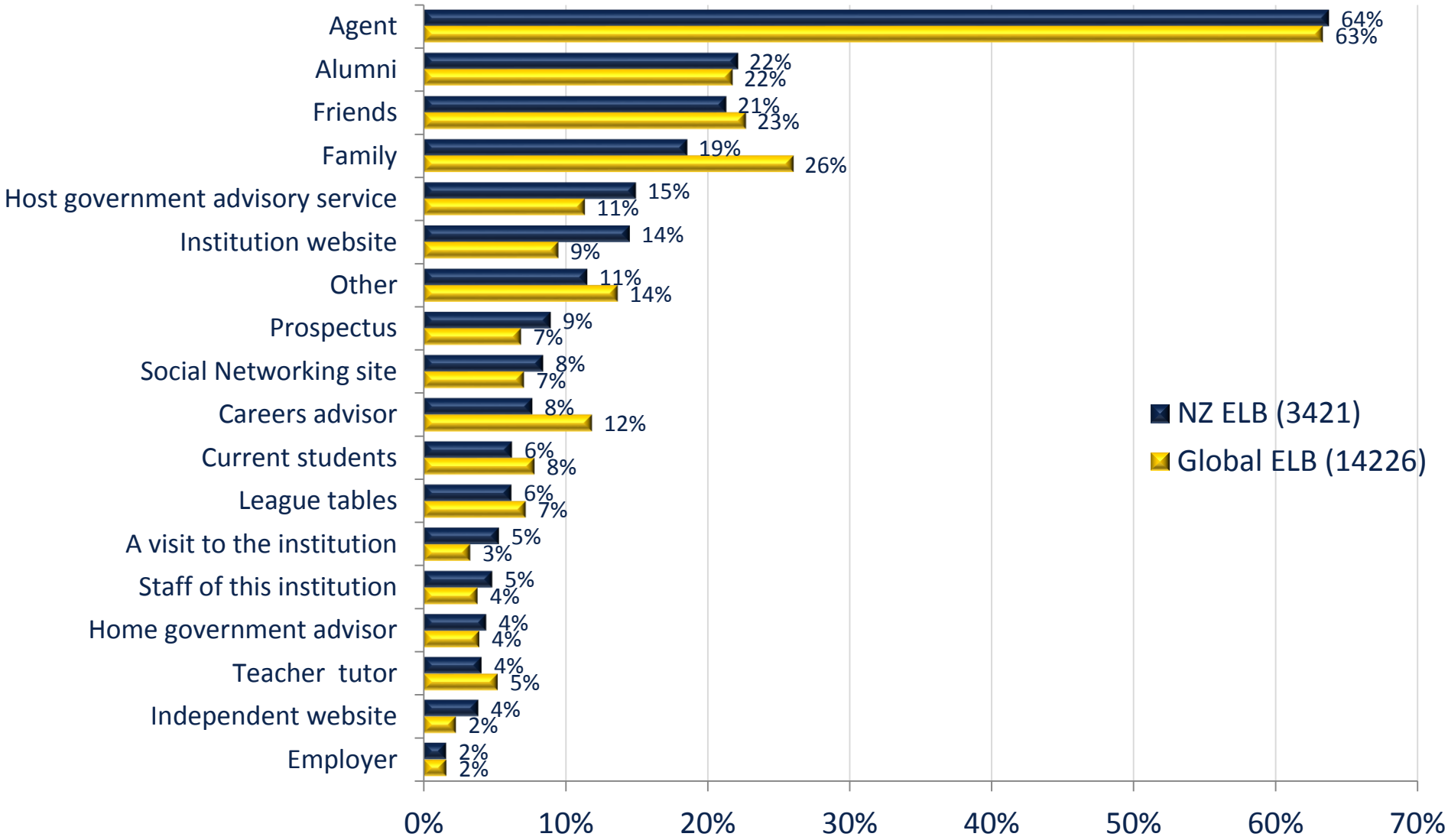
Key influences (choice of institution)



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Which of the following helped you to choose this institution?

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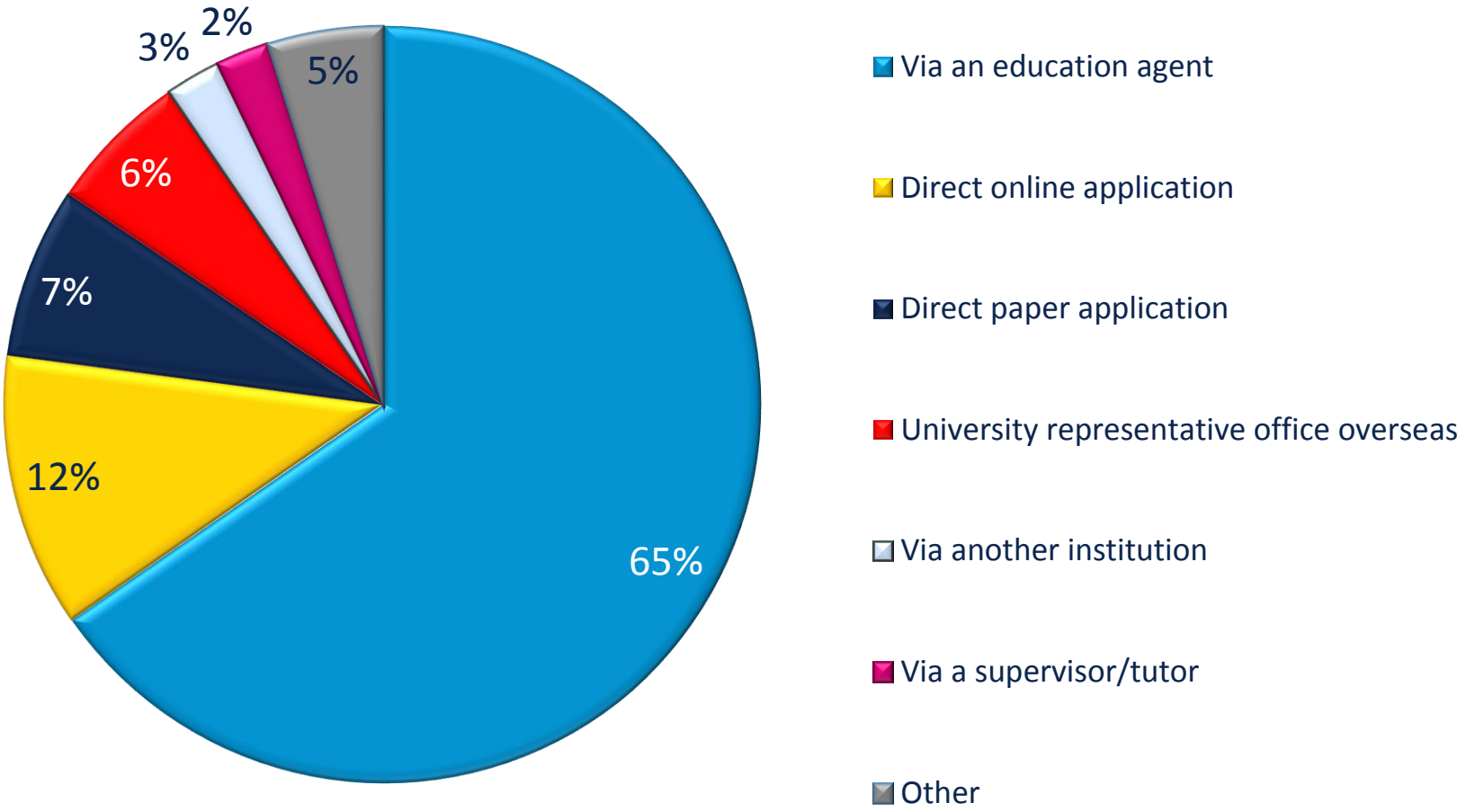
Application

NZ ELB (3377)



How did you apply to your current course at this institution?

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Application to offer – number of days and satisfaction

Average Days	NZ ELB 2016
General English - learning all areas of English	16
English for Academic Purposes (EAP) - learning English with study skills	23
IELTS Preparation	14
Cambridge Exams Preparation	14
English plus another subject – learning English plus another subject/hobby	17
Other	23

% Satisfaction	NZ ELB 2016
General English - learning all areas of English	89%
English for Academic Purposes (EAP) - learning English with study skills	88%
IELTS Preparation	85%
Cambridge Exams Preparation	88%
English plus another subject – learning English plus another subject/hobby	83%
Other	89%

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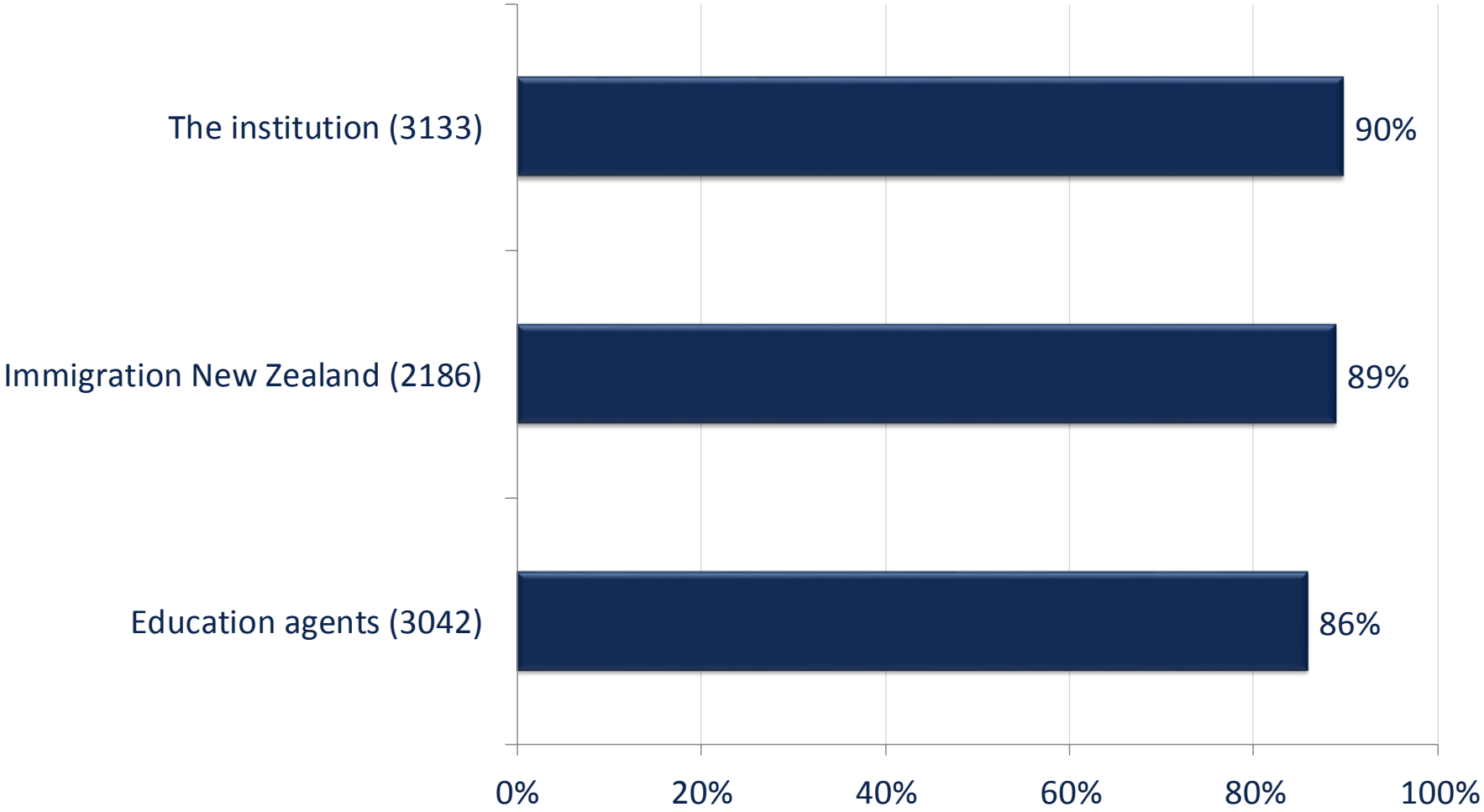
How long did you wait between applying and receiving your offer from this institution?

Satisfaction with pre-arrival advice



How satisfied were you with accuracy of pre-arrival advice and information from:

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Agents

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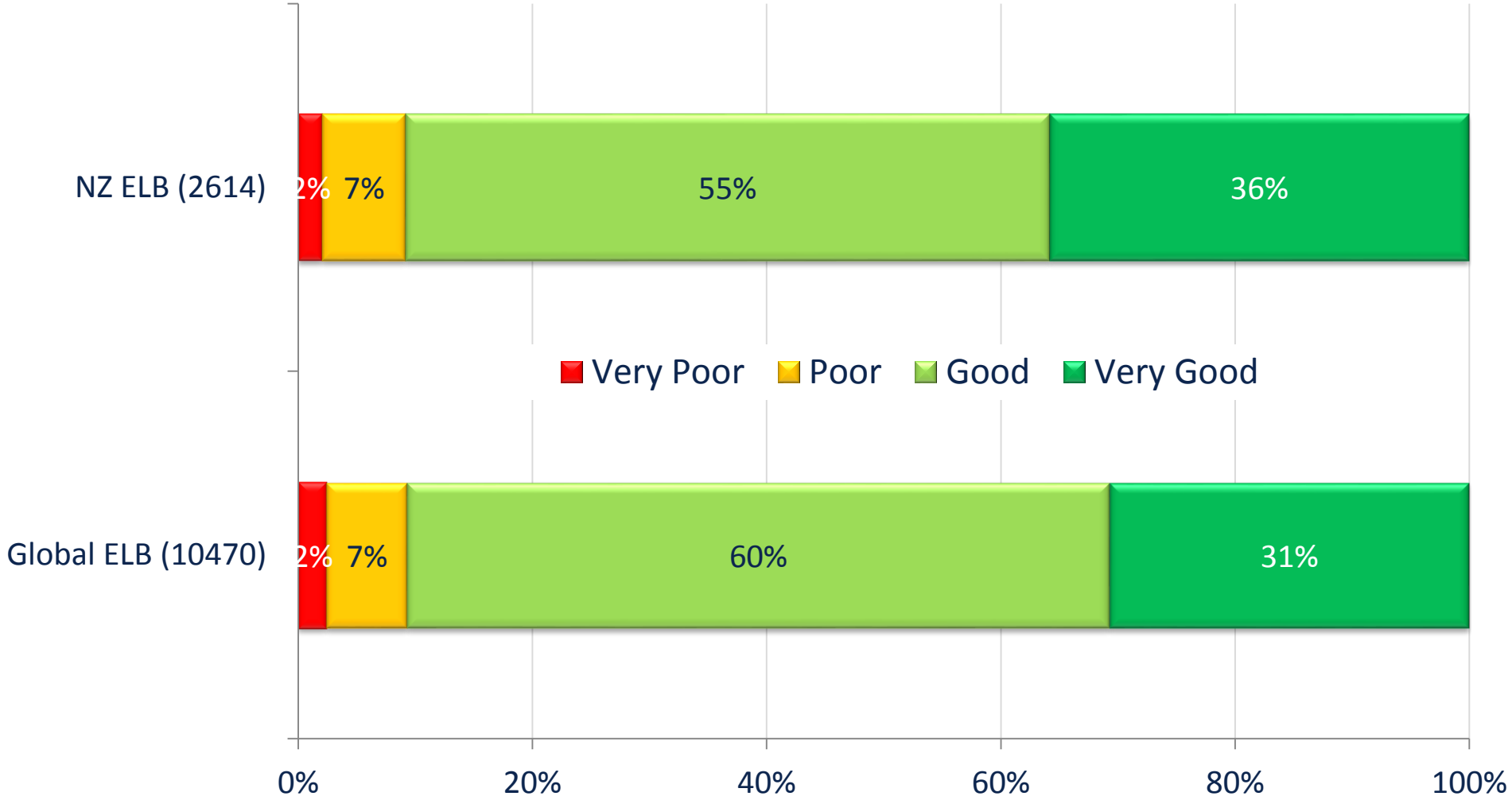
Agent/representative rating



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Please rate the service you received from the agent / representative office

Agent recommendation

NZ ELB (2524)	
30%	I would actively encourage people to use my agent/representative
46%	If asked, I would encourage people to use my agent/representative
18%	I would neither encourage nor discourage people to use my agent/representative
4%	If asked, I would discourage people from using my agent/representative
2%	I would actively discourage people from using my agent/representative

Would you recommend the agent/ overseas representative that you used to other students thinking of applying?

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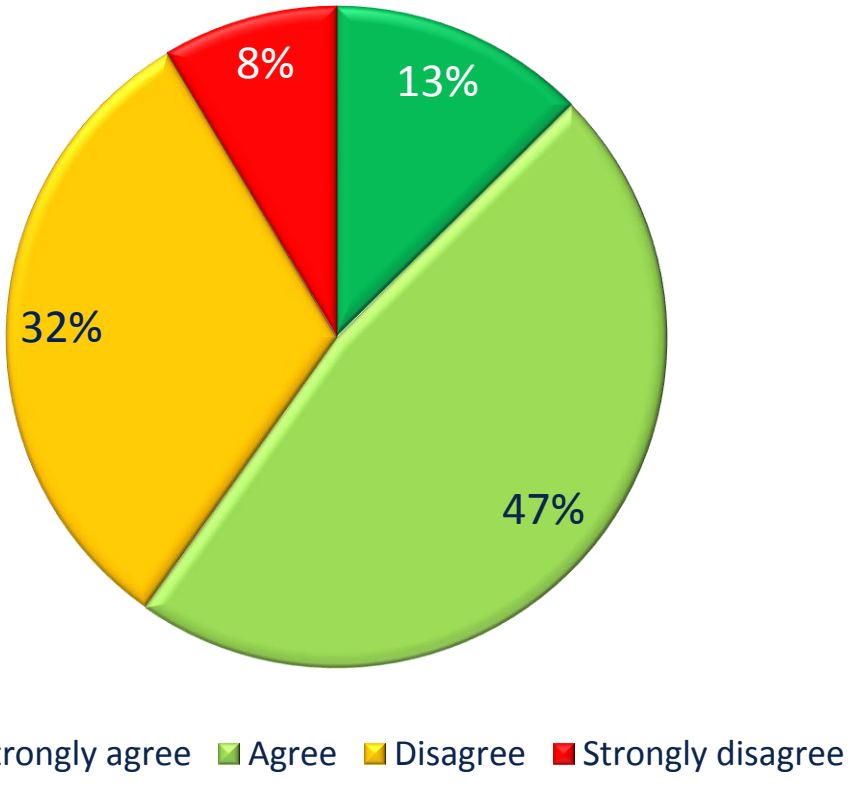
Agents

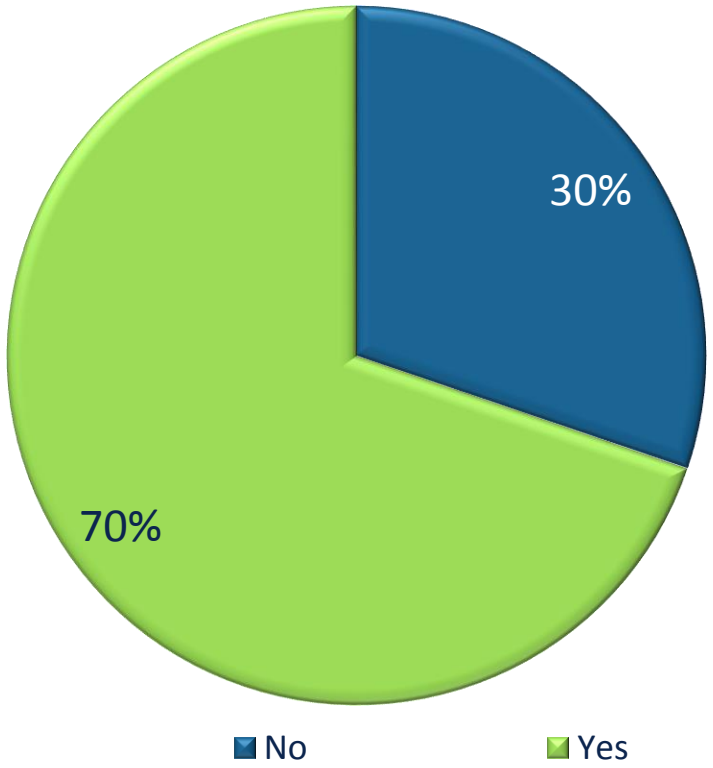
I would not have applied to this institution without the help of my agent

NZ ELB (2445)



Have you been contacted by your agent/representative after arriving at your institution?

NZ ELB (2532)



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Visas

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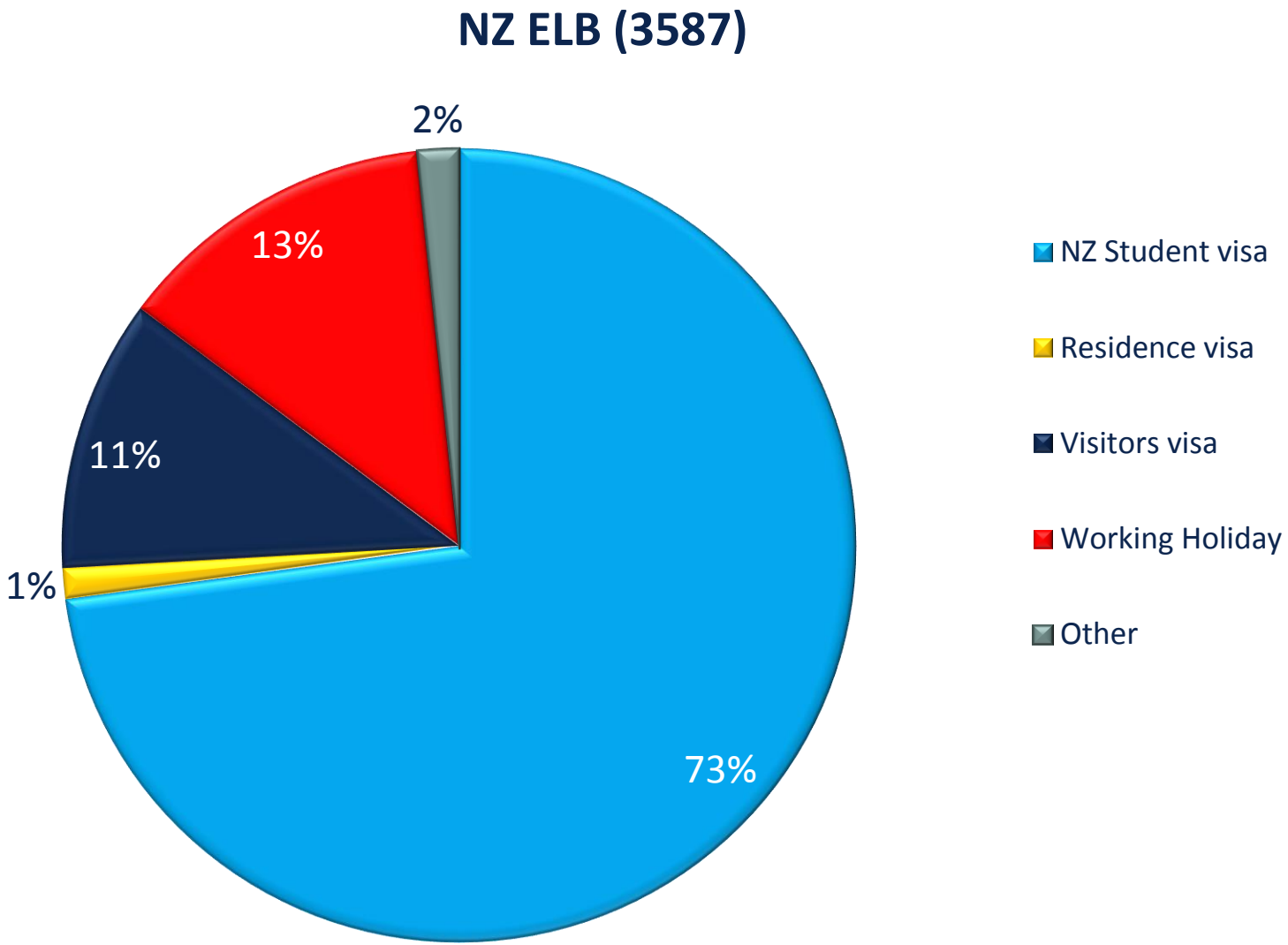
Visa type



What type of visa do you have?

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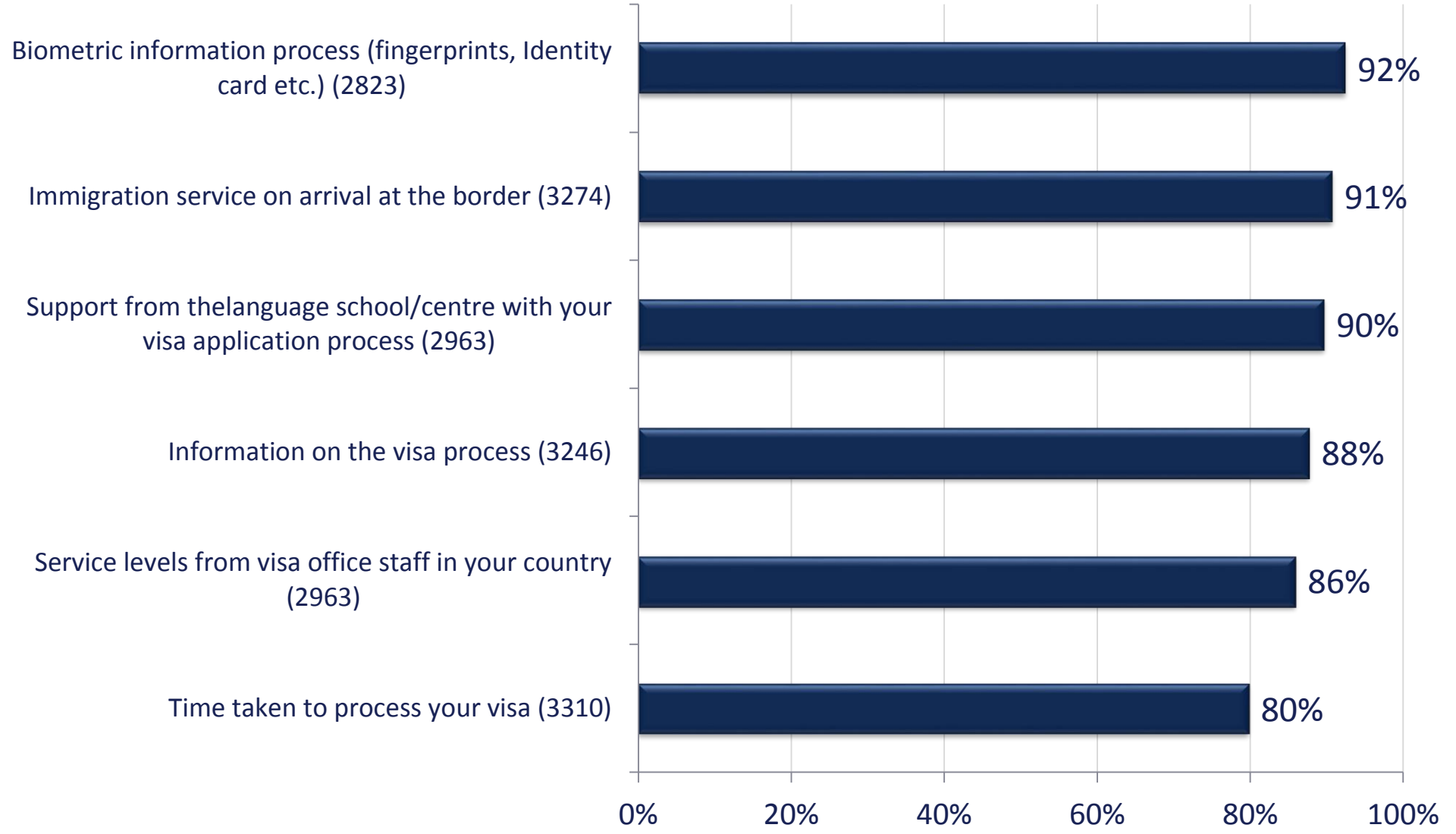
Satisfaction with aspects of the visa application process



During the visa application process, how satisfied were you with the following:

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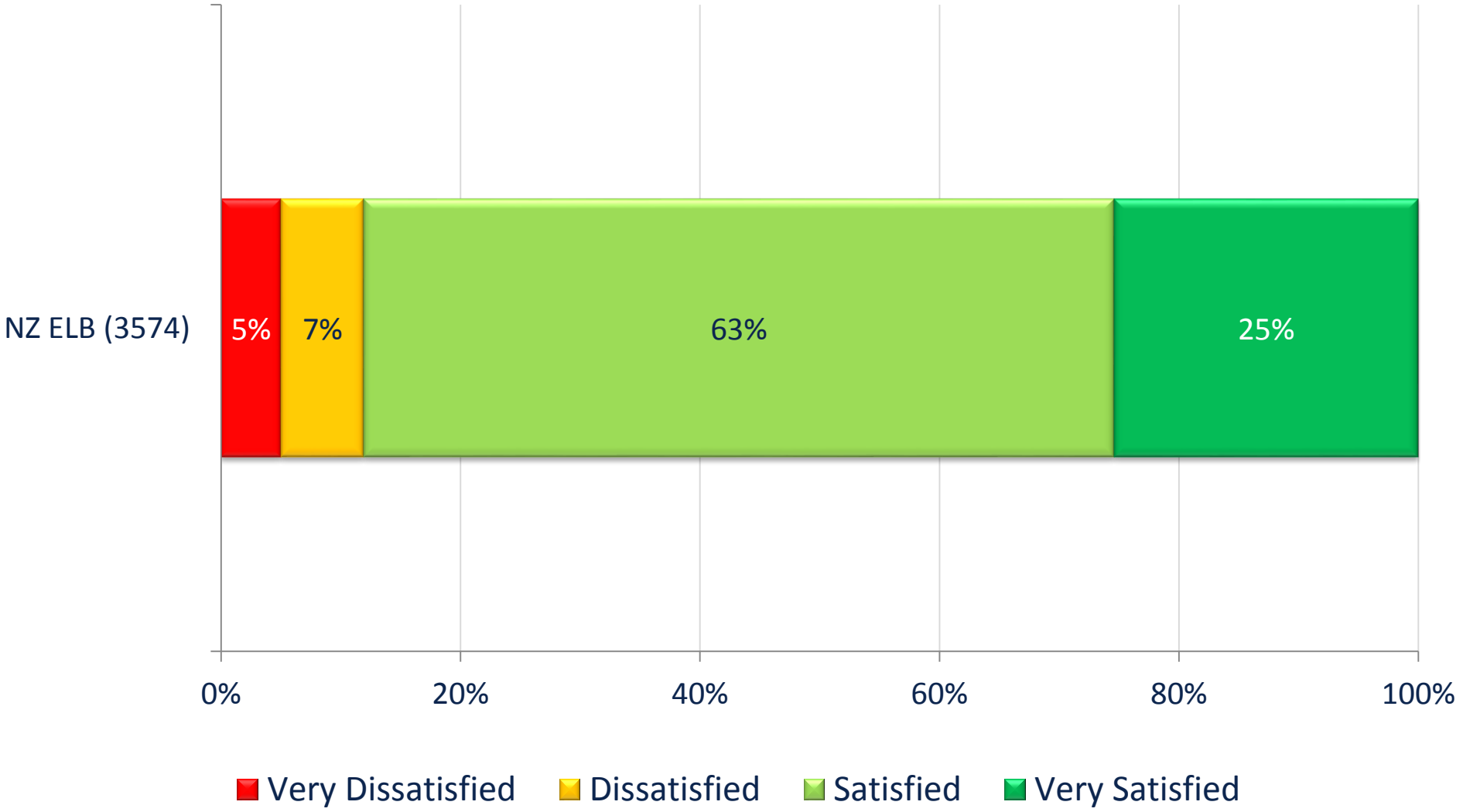
Overall satisfaction with the visa application process



Please rate your overall level of satisfaction with the visa application process that you experienced

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Arrival

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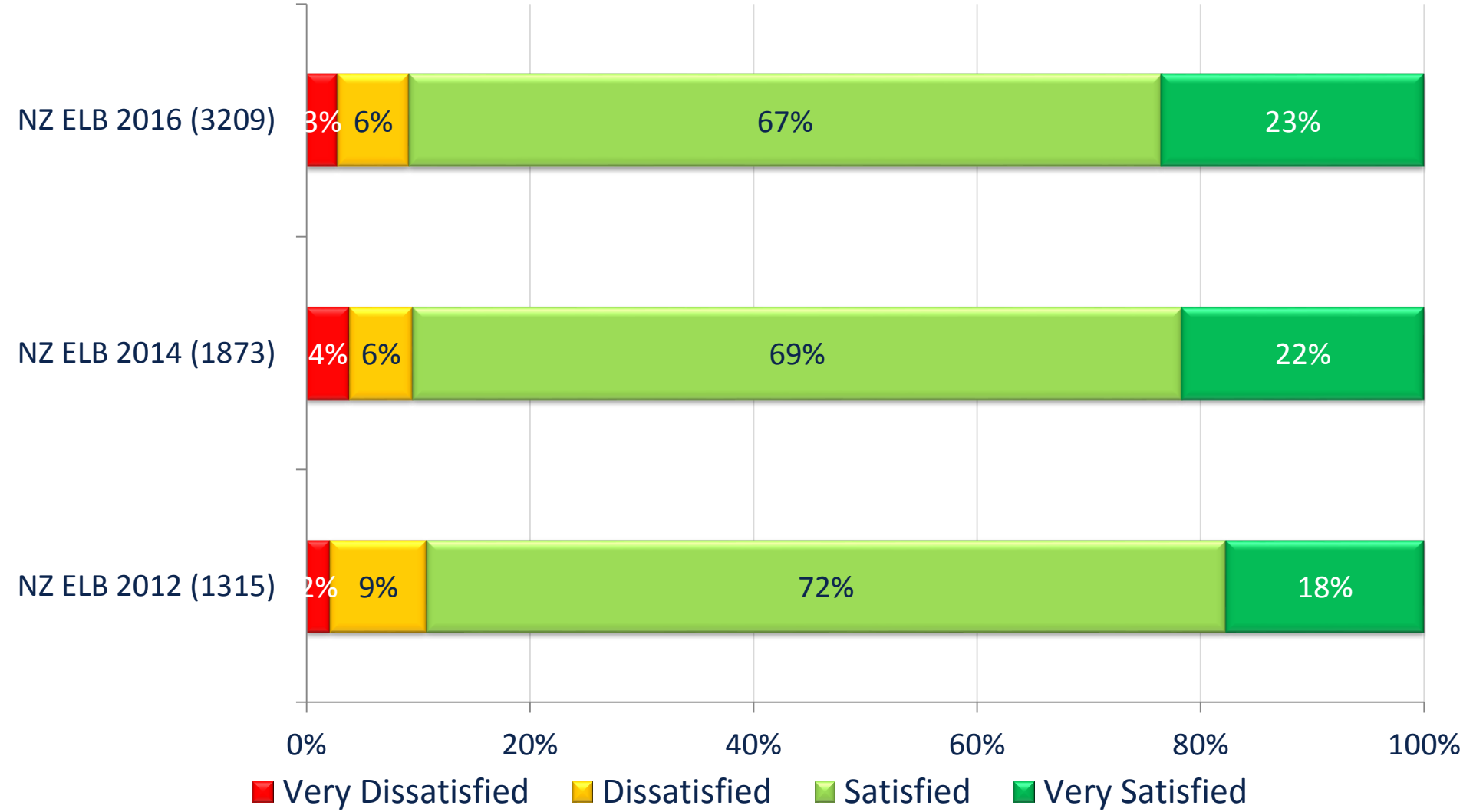
Overall satisfaction with the arrival experience – year on year



Overall, how satisfied are you with the arrival experience at this stage in the year?

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Overall satisfaction with the arrival experience

I arrived here and my host mother picked me up. My host mother is kind for the first time. So, I was nervous but I'm relaxing! And I came at school, everyone is very kind. And they explained me anything else.

When I arrived at Auckland airport ,my driver was late about 1 hour but he didn't apologize us at all.

I was expected to find my own way to the International Students Office with out any assistance. I was unhappy as it was my first time in New Zealand and out of my country.

the person who picked me up at the airport was great , he spoken french so he could advise me. I'm very satisfied to the school.

I couldn't understand what a receptionist said because she spoke English so fast, so I didn't know what I should do.

When I arrived at the homestay, the bathroom was simply a filth. Family was not in the house and only arrived after 20 days.we found the room and the table was a letter from the family explaining why they were not in the house and at the table had $ 300 to spend at the grocery store.

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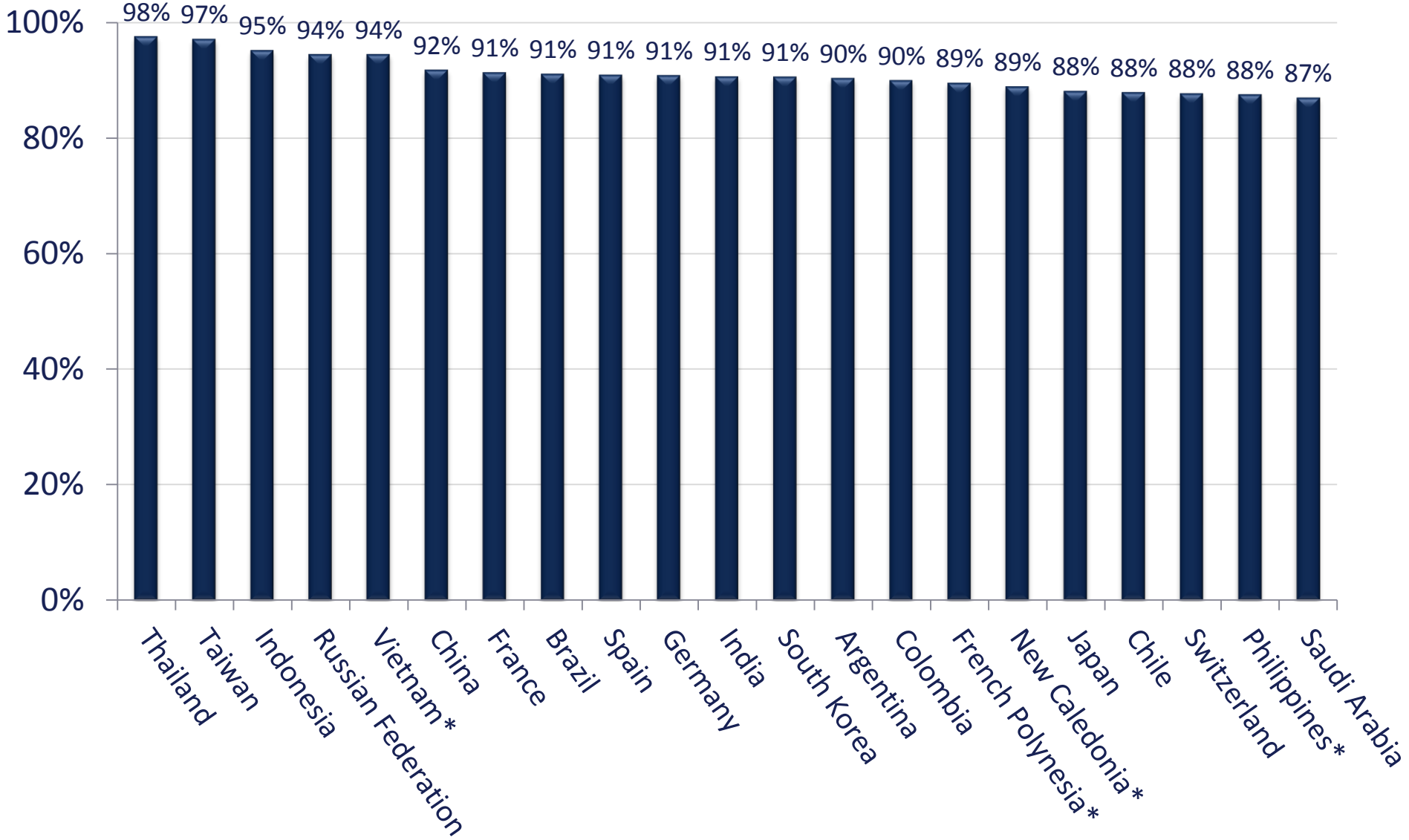
Overall satisfaction with arrival experience by nationality



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Benchmarking arrival

	New Zealand ELB %	Global ELB %	Global ELB +/-
ARRIVAL AVERAGE	**89.4%**	**89.5%**	**-0.1%**
ARRIVAL OVERALL	**89.8%**	**90.6%**	**-0.8%**
Registration	93.0%	93.4%	-0.4%
Meeting staff	92.3%	92.8%	-0.5%
School/centre Orientation	91.7%	91.8%	0.0%
Formal welcome	91.1%	91.6%	-0.6%
School/centre welcome	90.8%	91.7%	-0.8%
Homestay welcome**	90.7%	90.9%	-0.2%
First night	89.9%	88.9%	0.9%
Health insurance	89.7%	87.7%	1.9%
Welcome	88.4%	86.8%	1.6%
Local Orientation	87.7%	88.3%	-0.6%
Study sense	86.2%	87.8%	-1.6%
Bank account	85.6%	85.6%	0.0%
Accommodation Condition	85.6%	86.4%	-0.8%

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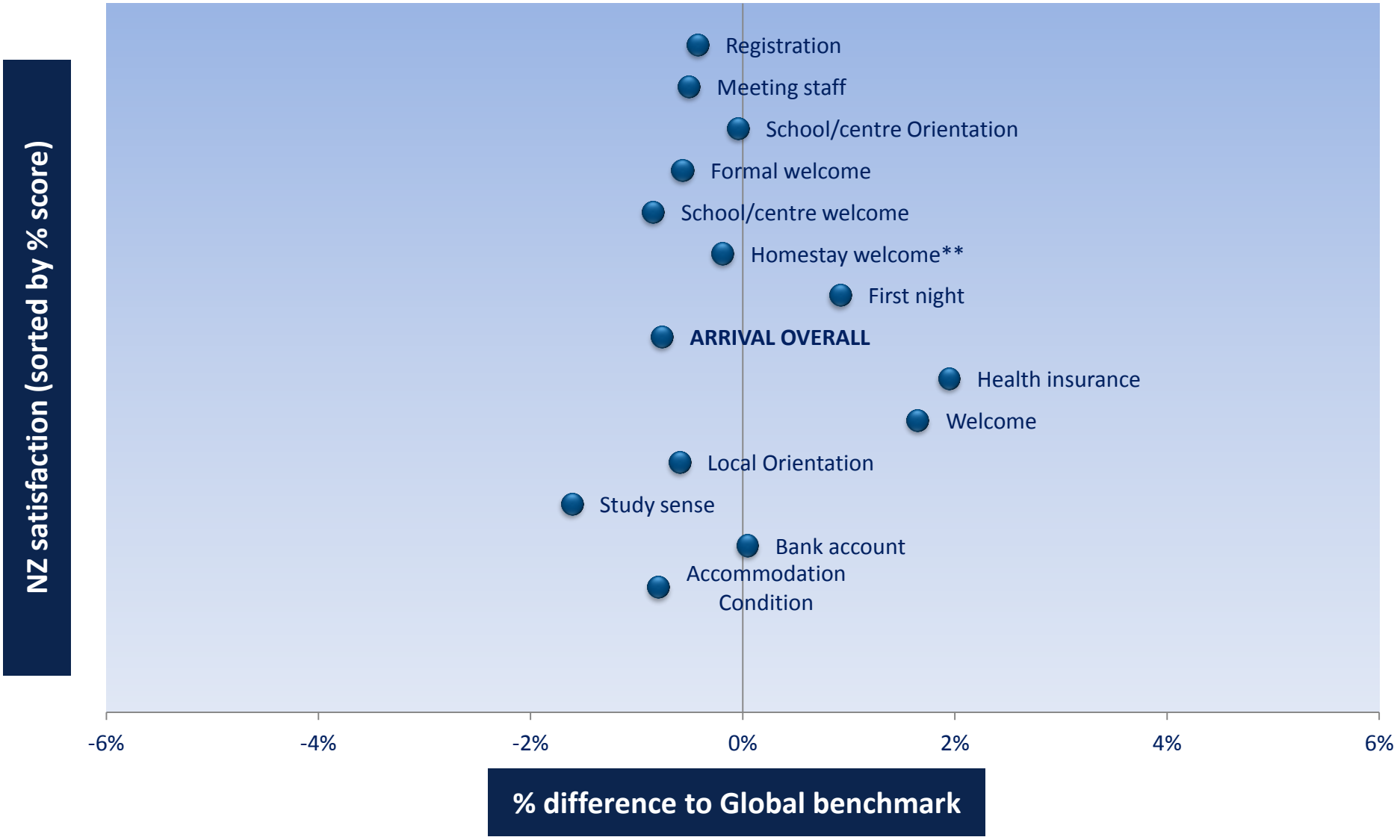
** Homestay students only

Arrival matrix



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Arrival – by study type

Base	*188*	*405*	*38*	*2138*	*335*	*98*
	Cambridge Exams Preparation	English for Academic Purposes (EAP)	English plus another subject	General English	IELTS Preparation	Other
Meeting staff	98%	95%	91%	94%	93%	89%
Registration	96%	93%	86%	94%	94%	91%
Formal welcome	96%	92%	89%	93%	93%	90%
School/centre welcome	95%	92%	92%	93%	93%	88%
School/centre Orientation	95%	93%	86%	93%	94%	89%
Homestay welcome**	92%	95%	N/A	90%	89%	90%
First night	93%	89%	91%	90%	90%	88%
Local Orientation	93%	88%	89%	88%	90%	86%
Study sense	91%	87%	89%	87%	89%	86%
Health insurance	83%	90%	79%	90%	89%	91%
Accommodation Condition	89%	89%	89%	85%	84%	86%
Welcome	92%	87%	73%	90%	85%	85%
Bank account	86%	84%	82%	85%	85%	86%

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Arrival satisfaction – wave on wave comparison

	NZ ELB 2008	NZ ELB 2012	NZ ELB 2014	NZ ELB 2016	First Wave vs 2016
Local orientation	86%	86%	87%	88%	3%
Study sense	85%	88%	89%	88%	2%
School/centre orientation		91%	91%	93%	2%
Health insurance		88%	87%	90%	1%
School/centre welcome		92%	93%	93%	1%
Formal welcome		92%	92%	93%	0%
First night		90%	91%	90%	0%
Meeting staff	94%	94%	94%	94%	0%
Welcome	89%	89%	90%	89%	0%
Accommodation Condition		87%	88%	86%	-1%
Bank account	86%	88%	85%	85%	-1%
Registration		95%	94%	94%	-1%
Homestay welcome**			92%	91%	-2%

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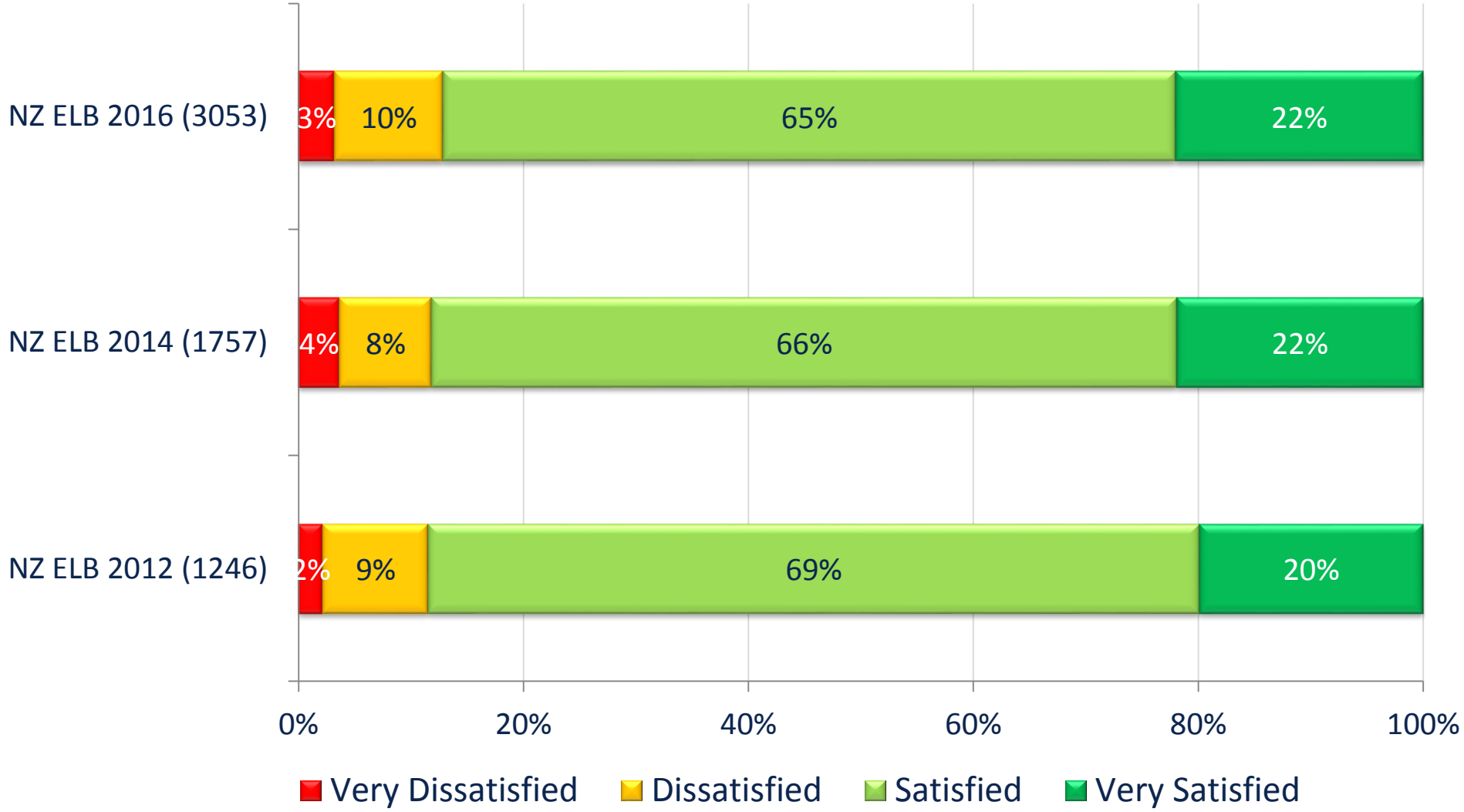
Overall satisfaction with the learning experience – year on year



Overall, how satisfied are you with the learning experience at this stage in the year?

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Overall satisfaction with the learning experience

The only bad thing is too much classmates from the same country of mine, which strongly hinder the improvment of my English. Even though I am studing abroad, but still lots of mother language in my daily life. It is very frustrating.

Internet in the school is very slow; I'm not able to make a skype call using this.

There are differences between the methods of each teacher. I would say that overall the experience has been good. However, over the last couple of moths my new teacher has made me feel very demotivated and frustrated. I don't feel that I am learning as much as a I could.

The class quality depends on the teachers. Some teachers are really nice and have good teaching skill.

I have too many Japanese in my class. It's not good for me. I wanted to learn English and different culture more.

some classroom didnt have and proper facilities like our classroom in seafield we keep on complaining that the aircon will not be turned off so we request another heater because one heater is not enaf. but after now we only use one heater.

My teacher in the morning class is one of the best i ever have had the pleasure to learn from.

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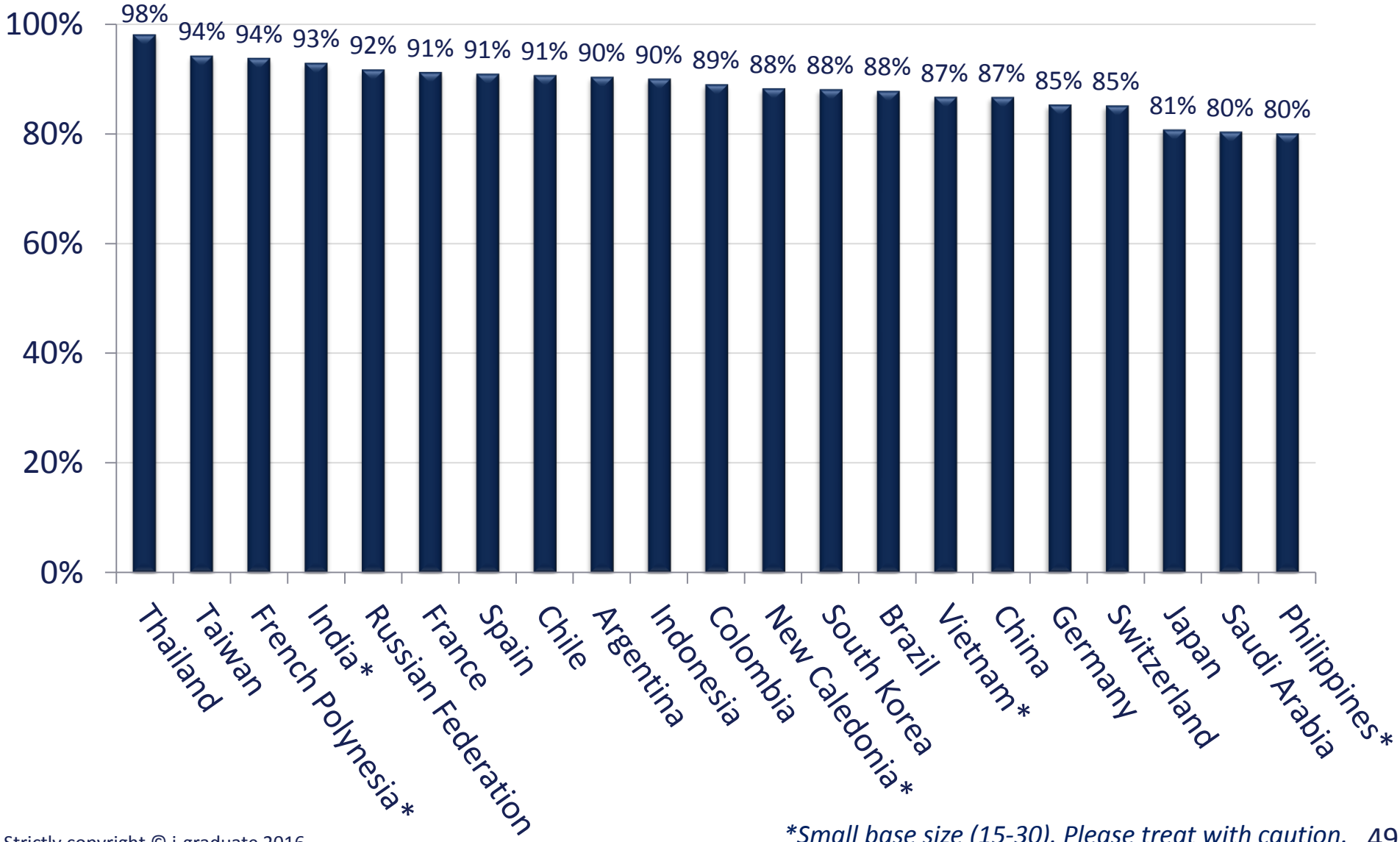
Overall satisfaction with the learning experience by nationality



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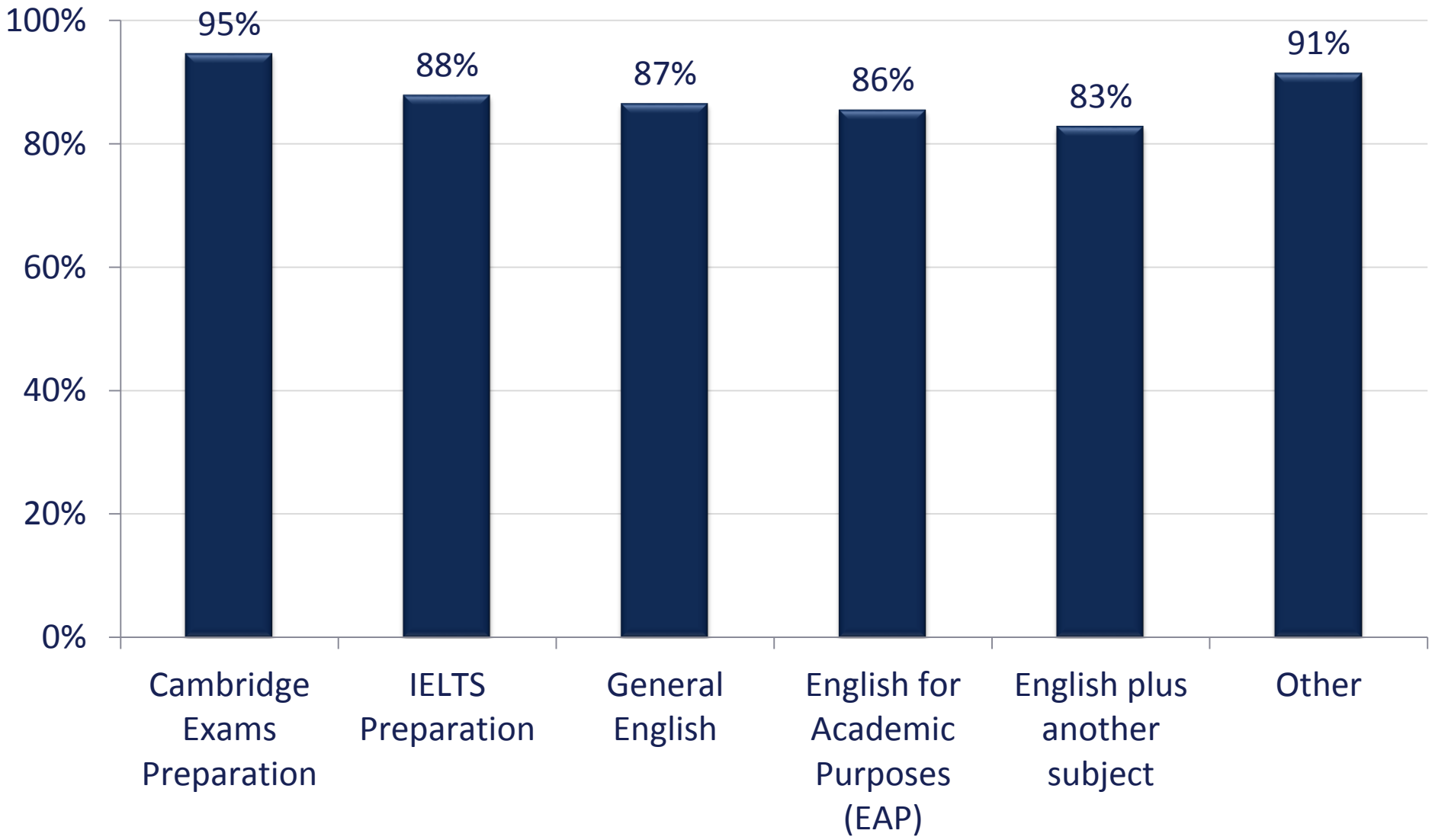
Overall satisfaction with the learning experience by study type



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Benchmarking learning

	New Zealand ELB %	Global ELB %	Global ELB +/-
LEARNING AVERAGE	**88.0%**	**89.0%**	**-1.0%**
LEARNING OVERALL	**85.6%**	**87.5%**	**-1.8%**
Friendly staff	96.7%	96.2%	0.5%
Teachers' English	95.3%	95.2%	0.1%
Learning support	93.1%	92.9%	0.2%
Good teachers	92.7%	93.1%	-0.4%
Assessment	92.6%	92.4%	0.1%
Performance feedback	91.4%	91.9%	-0.5%
Marking criteria	89.4%	89.6%	-0.2%
Language practice	89.3%	89.4%	-0.1%
Multicultural	88.6%	88.0%	0.5%
Course content	88.5%	89.3%	-0.9%
Good course	88.4%	89.3%	-0.9%
Course organisation	87.9%	89.4%	-1.5%
Classroom quality	87.2%	88.9%	-1.7%
Class size	84.6%	86.1%	-1.6%
Learning resources	84.3%	86.5%	-2.1%
Technology	83.6%	87.3%	-3.7%
Physical library	83.4%	85.6%	-2.2%
Virtual learning	83.2%	86.8%	-3.6%
Online library	83.1%	86.1%	-3.0%
Extra language support	82.9%	83.8%	-0.9%
Non-classroom activities	81.5%	81.6%	-0.1%

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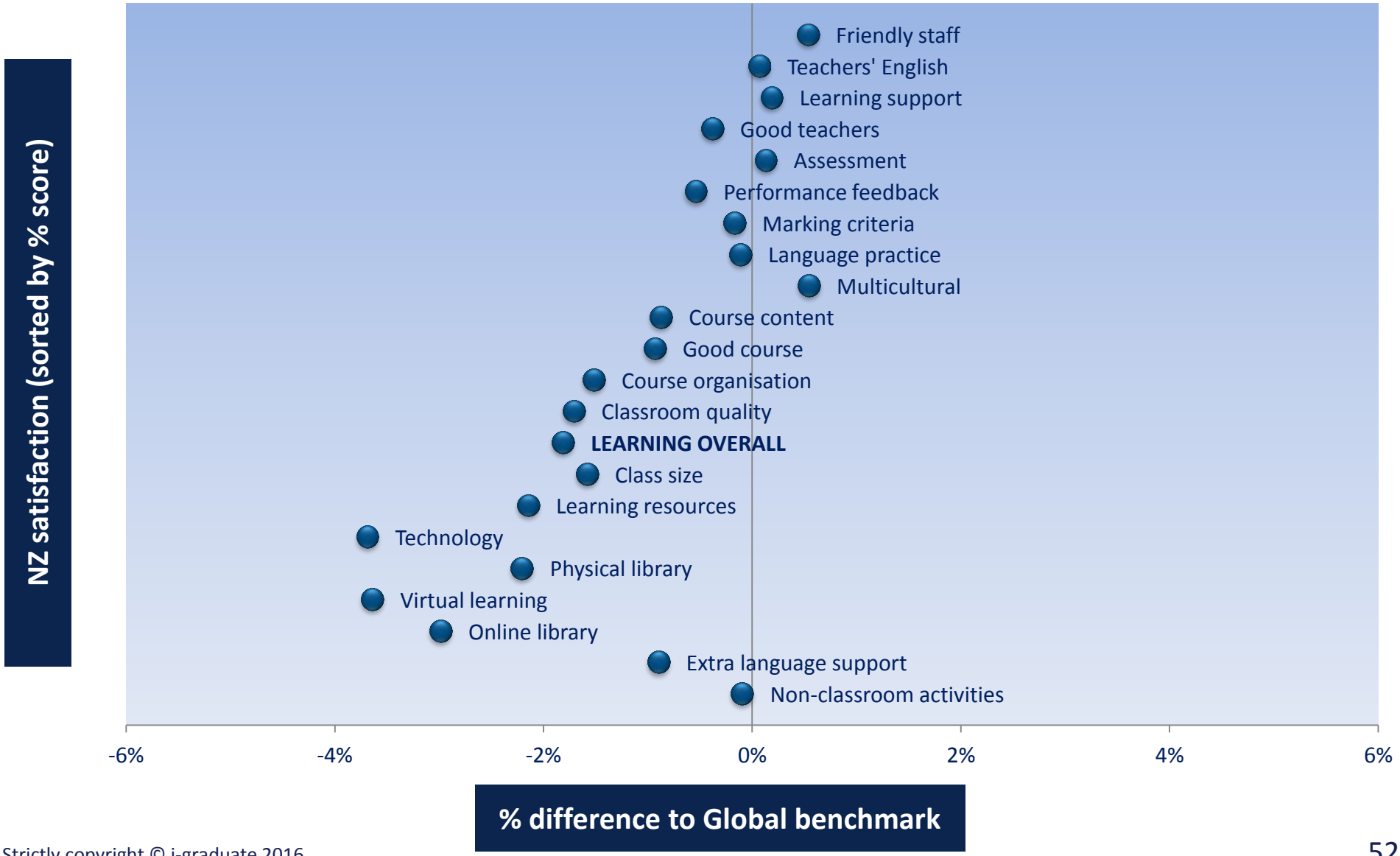
Learning matrix



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Learning – by study type

Base	*186*	*373*	*35*	*2036*	*323*	*94*
	Cambridge Exams Preparation	English for Academic Purposes (EAP)	English plus another subject	General English	IELTS Preparation	Other
Friendly staff	98%	99%	97%	97%	97%	95%
Academics' English	99%	97%	97%	95%	96%	96%
Good teachers	99%	93%	97%	93%	94%	94%
Learning support	99%	94%	94%	93%	94%	89%
Performance feedback	97%	93%	94%	91%	94%	91%
Assessment	97%	94%	91%	92%	96%	90%
Language practice	96%	92%	94%	90%	90%	88%
Marking criteria	95%	91%	91%	87%	93%	90%
Good course	94%	91%	91%	88%	89%	89%
Course organisation	93%	89%	91%	89%	90%	89%
Course content	97%	88%	91%	90%	89%	86%
Class size	95%	86%	94%	82%	82%	92%
Learning spaces	88%	94%	88%	87%	83%	84%
Multicultural	82%	87%	85%	90%	90%	88%
Learning resources	89%	90%	85%	83%	83%	90%
Language support	92%	88%	81%	82%	84%	90%
Virtual learning	85%	90%	87%	82%	81%	91%
Non-classroom activities	88%	86%	88%	82%	83%	84%
Online library	82%	90%	84%	81%	76%	86%
Physical library	83%	91%	77%	83%	78%	84%
Technology	78%	91%	79%	82%	83%	82%

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Learning satisfaction – wave on wave comparison

	NZ ELB 2008	NZ ELB 2012	NZ ELB 2014	NZ ELB 2016	2016 vs Fist Wave
Online library		74%	80%	83%	8%
Multicultural	82%	88%	89%	89%	7%
Technology	77%	76%	80%	84%	7%
Virtual learning		79%	82%	84%	5%
Learning support	89%	91%	94%	94%	5%
Performance feedback	88%	91%	92%	92%	5%
Assessment	88%	91%	92%	93%	5%
Language practice		86%	91%	90%	4%
Course content	87%	89%	91%	90%	2%
Learning resources		83%	86%	85%	2%
Physical library		82%	84%	84%	2%
Extra language support		83%	82%	84%	1%
Class size		83%	84%	84%	1%
Academics' English		95%	96%	95%	1%
Non-classroom activities			83%	83%	1%
Learning spaces	87%	88%	88%	87%	0%
Friendly staff		97%	96%	97%	0%
Course organisation		89%	91%	89%	0%
Marking criteria		90%	90%	89%	0%
Good teachers	94%	93%	95%	93%	-1%
Good course			90%	89%	-1%

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Living

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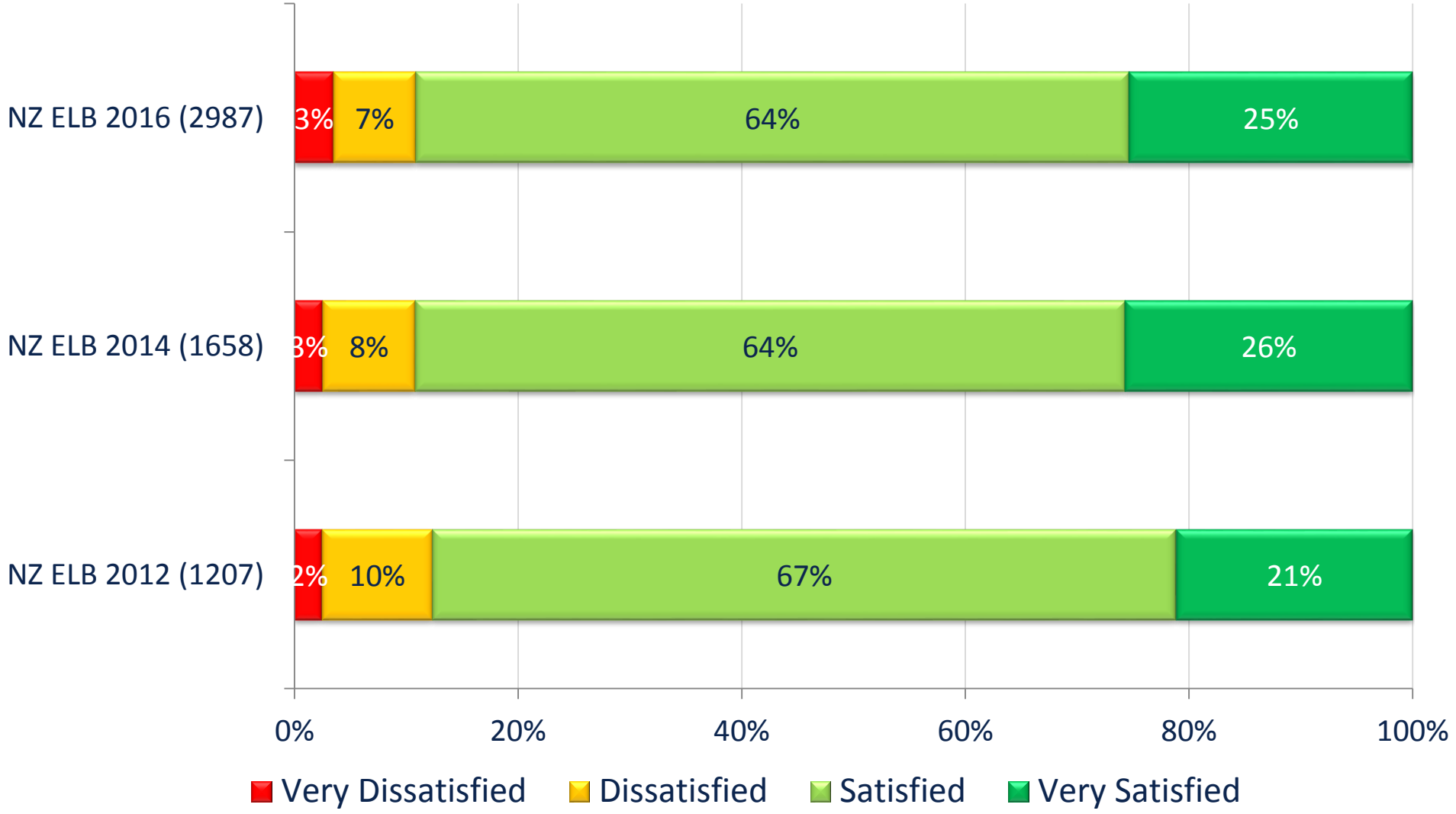
Overall satisfaction with the living experience – year on year



Overall, how satisfied are you with the living experience at this stage in the year?

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Overall satisfaction with the living experience

Even though I don't have any close kiwi friend I find kiwis nice and welcoming. Ive felt like at home with the atmosphere they create.

I recommend to stay at family house. However it should be NZ because the international student can have the chance to understand Kiwis because some students have complained about it.

YMCA hostel is too expensive for a little bedroom. The town is cool but What I hate is the food here , too junk food and even in the supermarket !

This school could be really cool, but, it needs somebody who works in its visual image. Just to start, there are a lot of information (posters) in all walls. It generate visual problems and it is not a good way to communicate. The furniture is nice, but it not works good together, there are different stiles, but not so different to be another stile. It look like how different people bought or brought different pieces of furniture.

i go to school by walk into the park every day. it takes 40 min. i think its good exacise for me im satisfied with the enviroment

It has to be easier to find a job for international students. Oportunities to apply for a full scholarship.

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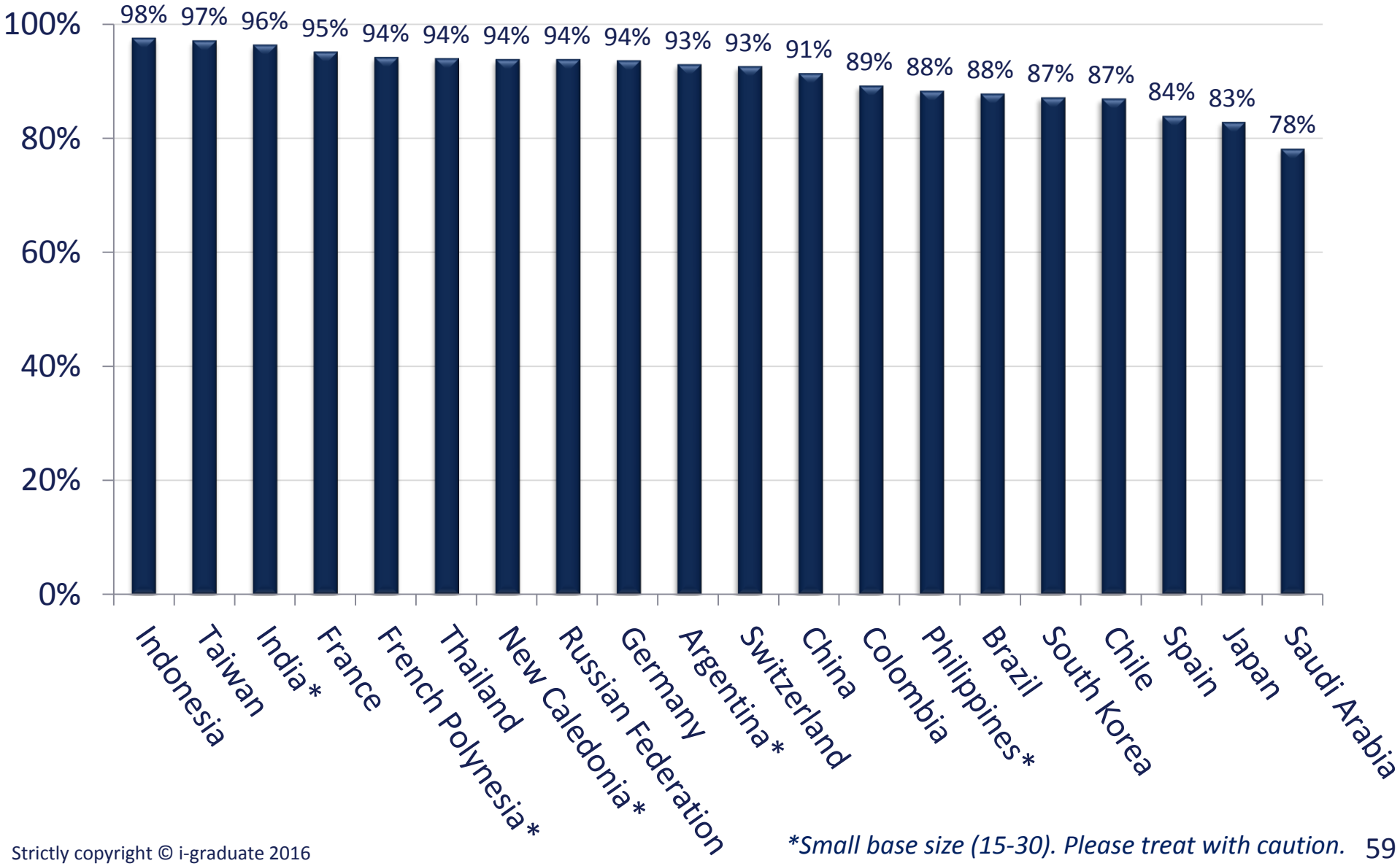
Overall satisfaction with the living experience by nationality



*Small base size (15-30). Please treat with caution.

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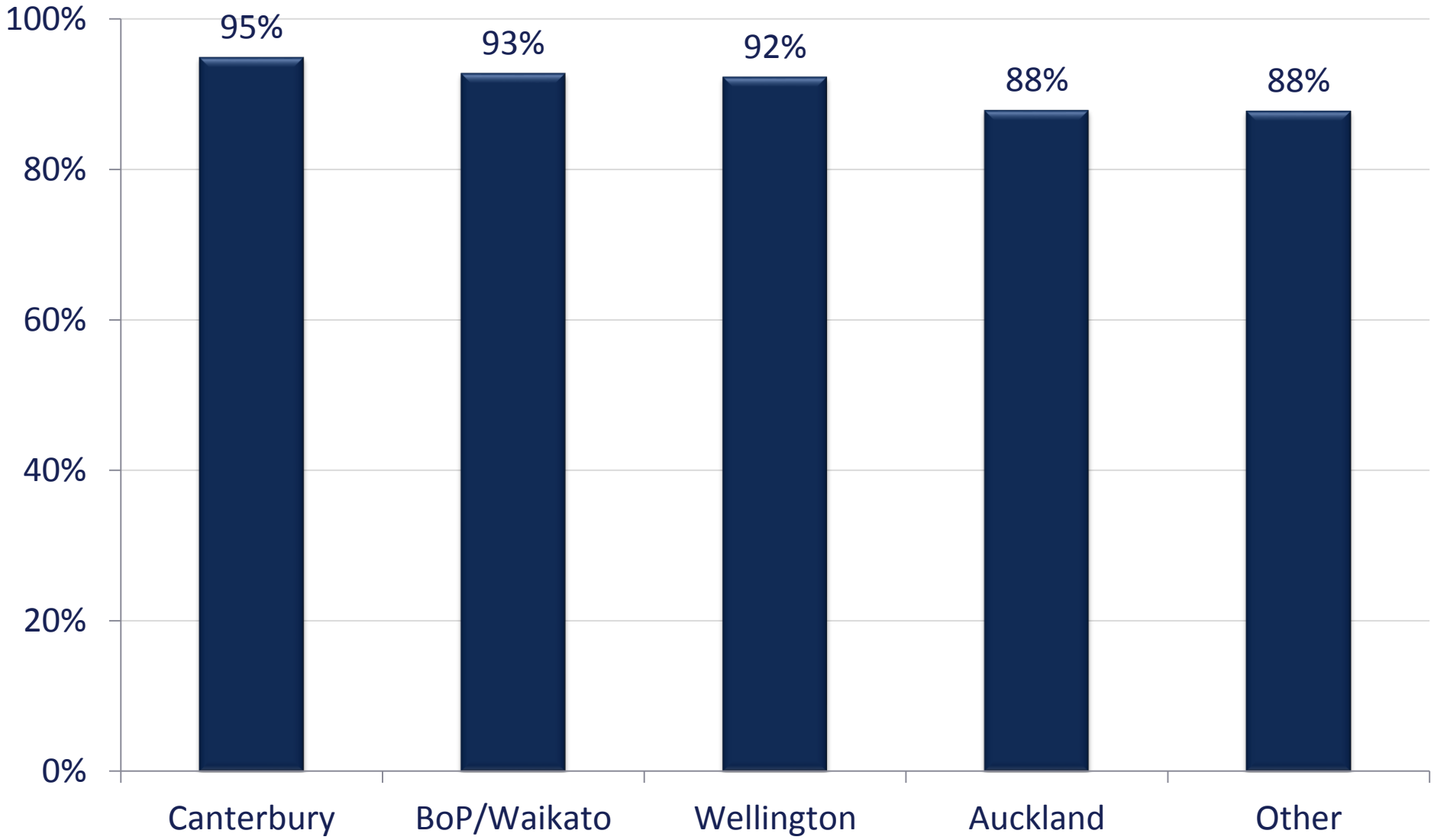
Overall satisfaction with living experience by region



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Benchmarking living

	New Zealand ELB %	Global ELB %	Global ELB +/-
LIVING AVERAGE	**82.3%**	**83.4%**	**-1.2%**
LIVING OVERALL	**89.0%**	**90.0%**	**-0.9%**
Good place to be	93.8%	94.1%	-0.2%
Other friends	92.1%	90.9%	1.2%
Home friends	92.0%	91.7%	0.3%
Safety	91.9%	92.2%	-0.3%
Eco-friendly attitude	91.5%	92.3%	-0.7%
Welcome in NZ	90.7%	89.5%	1.2%
Campus environment	90.6%	92.1%	-1.5%
Worship facilities	90.4%	90.6%	-0.2%
Visa advice	88.5%	88.2%	0.3%
Campus buildings	88.0%	90.6%	-2.6%
Host culture	87.1%	87.9%	-0.7%
Accommodation access	86.9%	87.5%	-0.6%
Good contacts	86.7%	87.1%	-0.4%
Social activities	86.5%	86.8%	-0.3%
Social facilities	85.6%	87.2%	-1.6%
Accommodation quality	85.6%	86.8%	-1.2%
Sports facilities	80.9%	83.2%	-2.3%
Internet access	80.7%	79.1%	1.6%
Host friends	72.4%	73.5%	-1.1%
Earning money	68.5%	68.0%	0.4%
Transport links	68.4%	76.7%	-8.3%
Accommodation cost	67.5%	67.3%	0.3%
Weather	65.4%	73.9%	-8.5%
Financial support	63.5%	65.1%	-1.5%
Living cost	61.5%	64.3%	-2.8%

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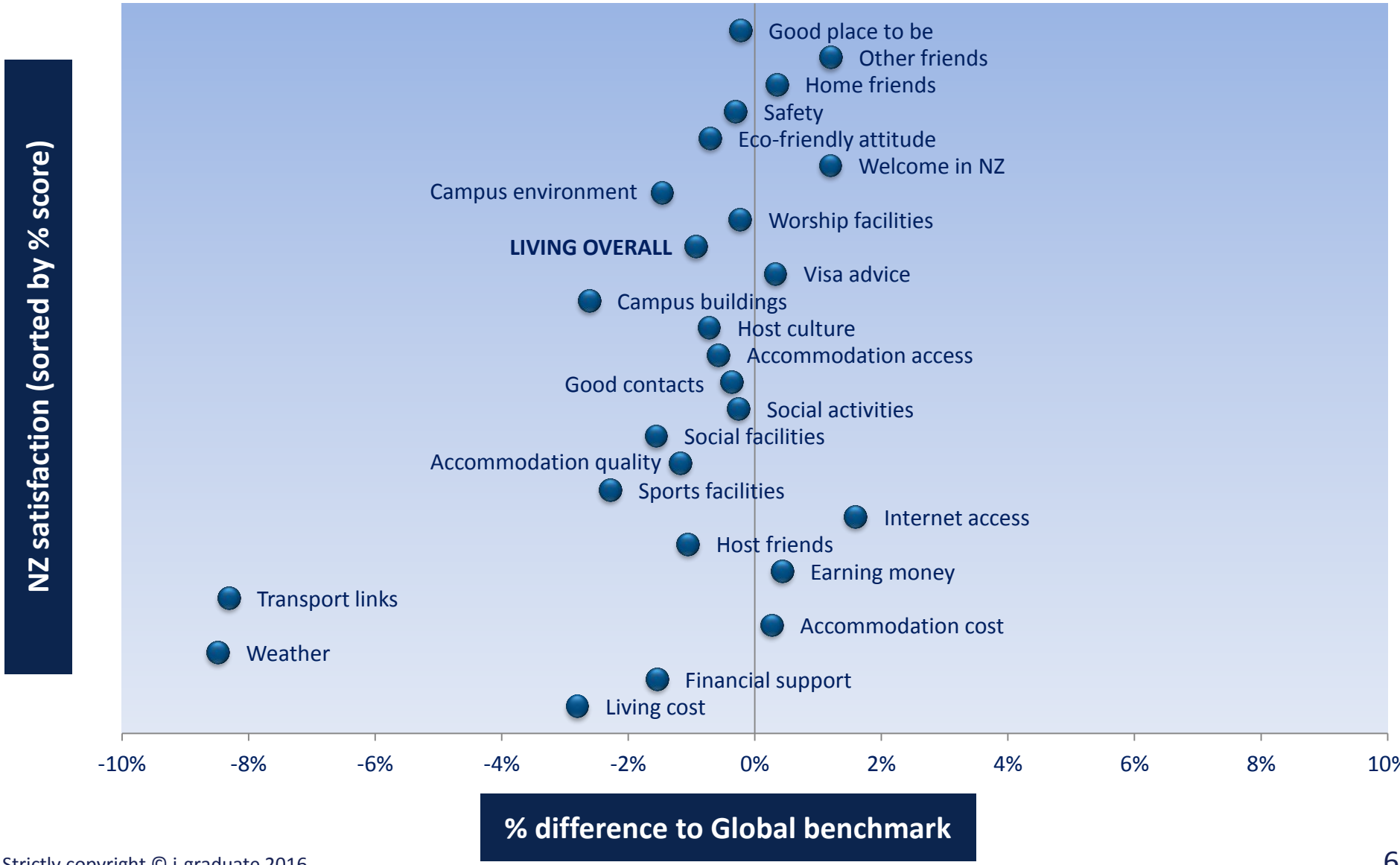
Living matrix



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Living – by study type

Base	*173*	*363*	*36*	*2000*	*319*	*89*
	Cambridge Exams Preparation	**English for Academic Purposes (EAP)**	**English plus another subject**	**General English**	**IELTS Preparation**	**Other**
Good place to be	92%	93%	97%	94%	92%	93%
Home friends	96%	93%	91%	92%	92%	91%
Eco-friendly attitude	90%	94%	91%	91%	93%	92%
Safety	95%	88%	94%	92%	90%	88%
Campus environment	91%	96%	91%	91%	88%	90%
Welcome in NZ	94%	89%	88%	91%	90%	94%
Other friends	89%	92%	88%	93%	91%	87%
Worship facilities	86%	93%	88%	89%	90%	88%
Host culture	90%	90%	94%	86%	84%	87%
Visa advice	88%	88%	87%	88%	87%	91%
Social facilities	91%	86%	94%	86%	86%	85%
Social activities	91%	87%	91%	87%	87%	86%
Campus buildings	87%	94%	83%	88%	87%	88%
Accommodation access	89%	90%	91%	86%	86%	81%
Good contacts	88%	85%	88%	88%	86%	88%
Accommodation quality	89%	86%	88%	85%	85%	86%
Sport facilities	82%	84%	91%	79%	84%	83%
Internet access	83%	78%	71%	77%	79%	93%
Host friends	59%	80%	88%	70%	70%	74%
Earning money	68%	64%	80%	68%	68%	66%
Weather	60%	67%	79%	61%	69%	71%
Transport links	58%	68%	63%	70%	69%	72%
Accommodation cost	73%	64%	53%	64%	67%	68%
Financial support	65%	64%	52%	59%	63%	75%
Living cost	60%	59%	66%	58%	59%	71%

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Living – by NZ regions

Base	*1945*	*386*	*277*	*209*	*170*
	Auckland	**Other**	**Canterbury**	**Bop/Waikato**	**Wellington**
Eco-friendly attitude	90%	91%	98%	94%	96%
Safety	90%	96%	95%	94%	95%
Good place to be	94%	90%	92%	96%	96%
Campus environment	90%	89%	96%	97%	95%
Home friends	92%	92%	95%	93%	95%
Other friends	92%	93%	90%	94%	96%
Welcome in NZ	90%	94%	91%	92%	95%
Campus buildings	88%	85%	94%	96%	88%
Accommodation access	85%	84%	93%	92%	93%
Visa advice	87%	86%	94%	90%	90%
Worship facilities	90%	83%	94%	87%	92%
Host culture	86%	86%	88%	92%	91%
Good contacts	86%	88%	89%	89%	89%
Accommodation quality	84%	83%	93%	92%	90%
Social activities	86%	87%	90%	86%	90%
Social facilities	85%	86%	91%	86%	90%
Sport facilities	79%	82%	88%	83%	84%
Internet access	76%	75%	91%	87%	84%
Host friends	68%	73%	78%	77%	74%
Accommodation cost	61%	69%	74%	81%	69%
Earning money	67%	66%	72%	74%	65%
Transport links	70%	58%	74%	63%	77%
Weather	58%	75%	77%	68%	64%
Financial support	57%	66%	73%	70%	64%
Living cost	56%	60%	67%	74%	65%

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Living satisfaction – wave on wave comparison

	NZ ELB 2008	NZ ELB 2012	NZ ELB 2014	NZ ELB 2016	NZ ELB 2016 vs first wave
Visa advice	75%	87%	88%	88%	13%
Internet access	67%	65%	75%	79%	11%
Social activities	77%	82%	86%	87%	10%
Home friends	82%	90%	90%	92%	10%
Worship facilities	80%	86%	88%	90%	10%
Host culture	80%	86%	87%	87%	7%
Other friends	86%	91%	92%	92%	6%
Earning money	62%	45%	60%	68%	5%
Good contacts		82%	86%	88%	5%
Welcome in NZ		86%	89%	91%	5%
Host friends	67%	64%	71%	72%	4%
Safety	88%	89%	94%	92%	4%
Weather		60%	63%	63%	3%
Financial support			59%	62%	3%
Eco-friendly attitude		90%	90%	92%	2%
Campus buildings		87%	88%	88%	2%
Good place to be		92%	94%	94%	2%
Sport facilities			80%	81%	2%
Accommodation access		85%	87%	86%	2%
Social facilities		85%	84%	86%	1%
Campus environment		91%	92%	91%	1%
Accommodation quality	88%	84%	86%	85%	-3%
Transport links	77%	61%	70%	70%	-7%
Living cost	67%	57%	56%	59%	-8%
Accommodation cost	74%	62%	64%	65%	-9%

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Safety

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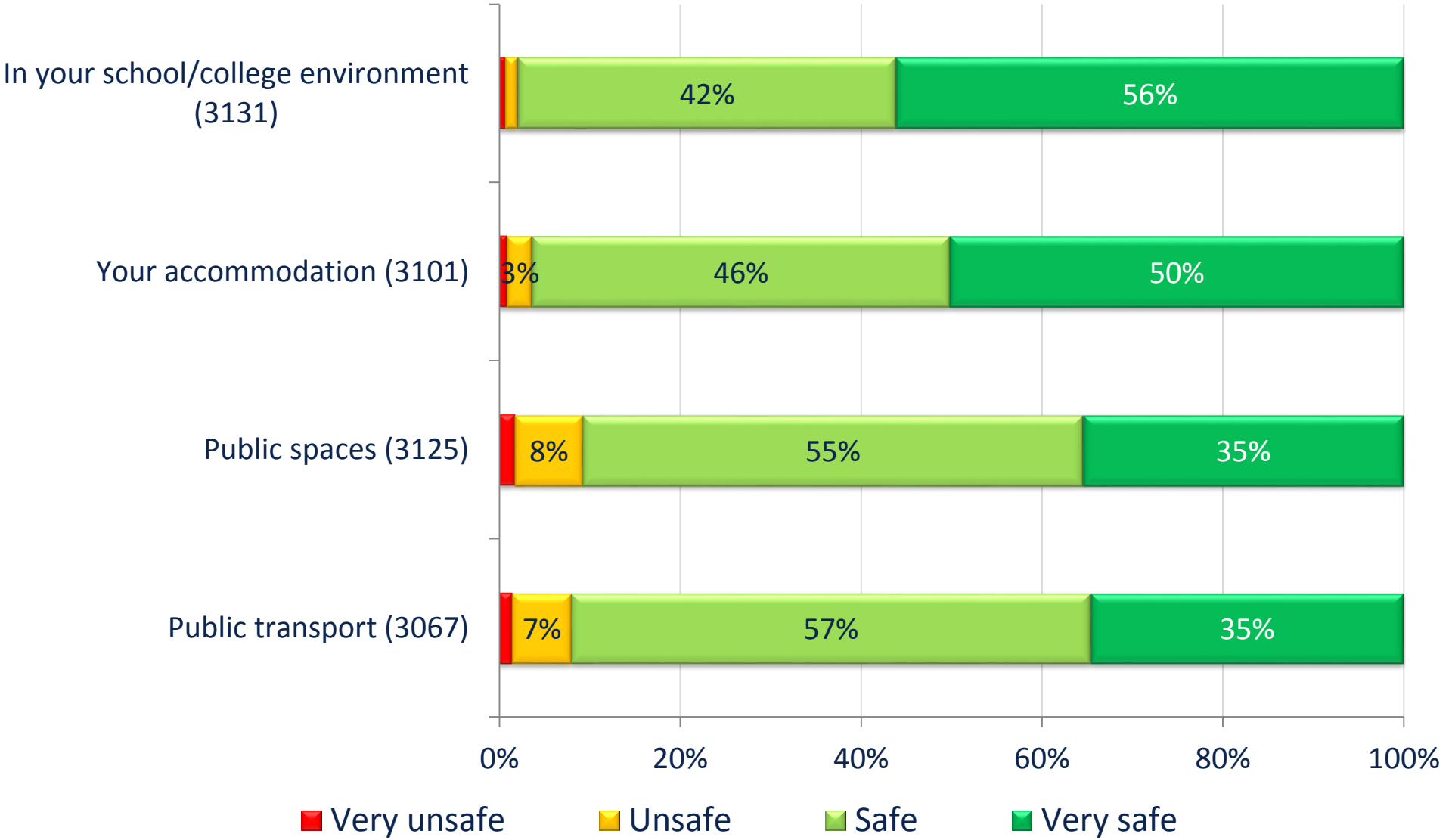
Feelings of safety



Do you feel safe in the following places?

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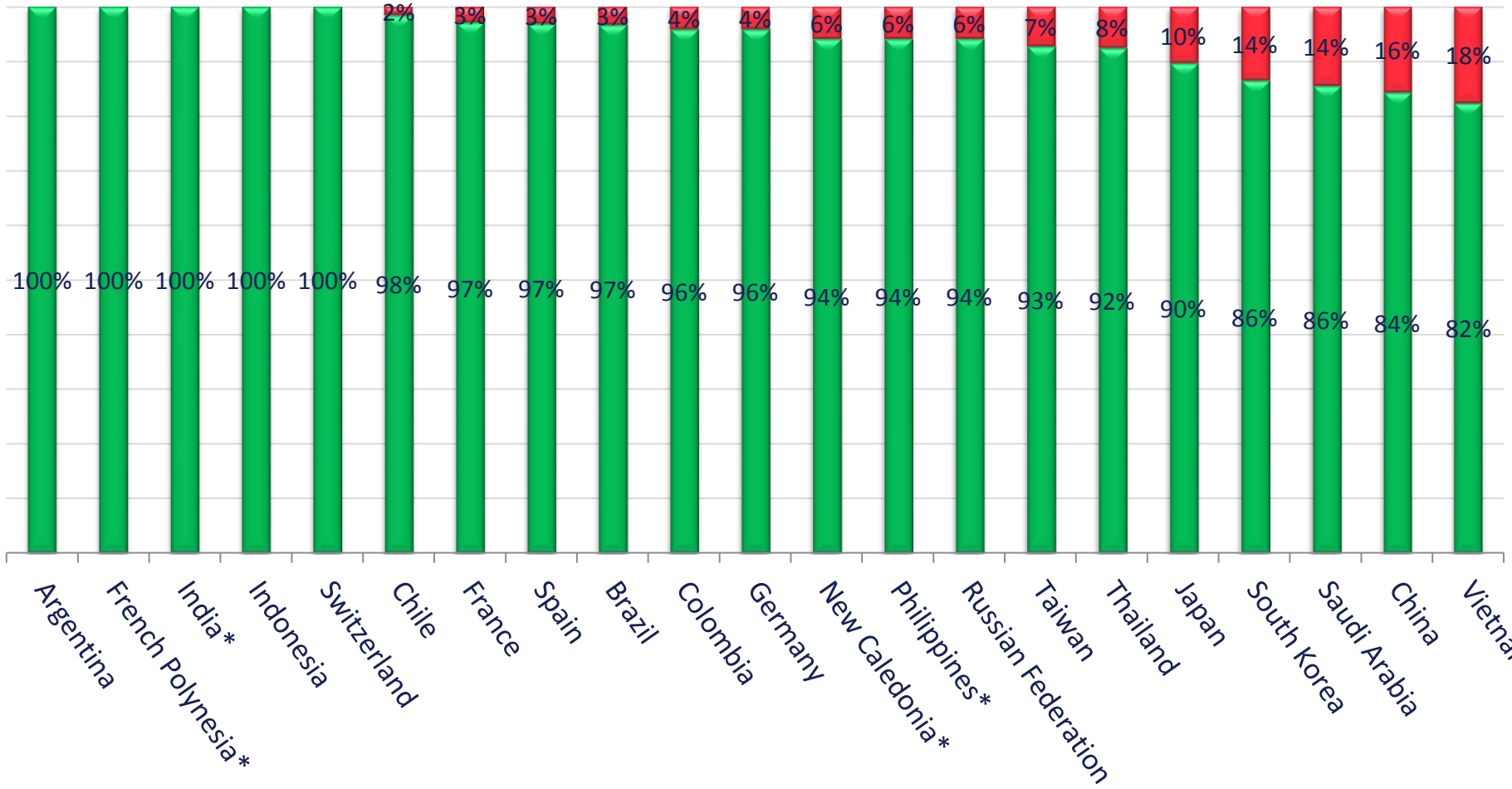
Feelings of safety in public spaces (city, malls, off campus) – by nationality



**Small base size (15-30). Please treat with caution.*

Do you feel safe in the following places: Public spaces (city, malls, off campus)?

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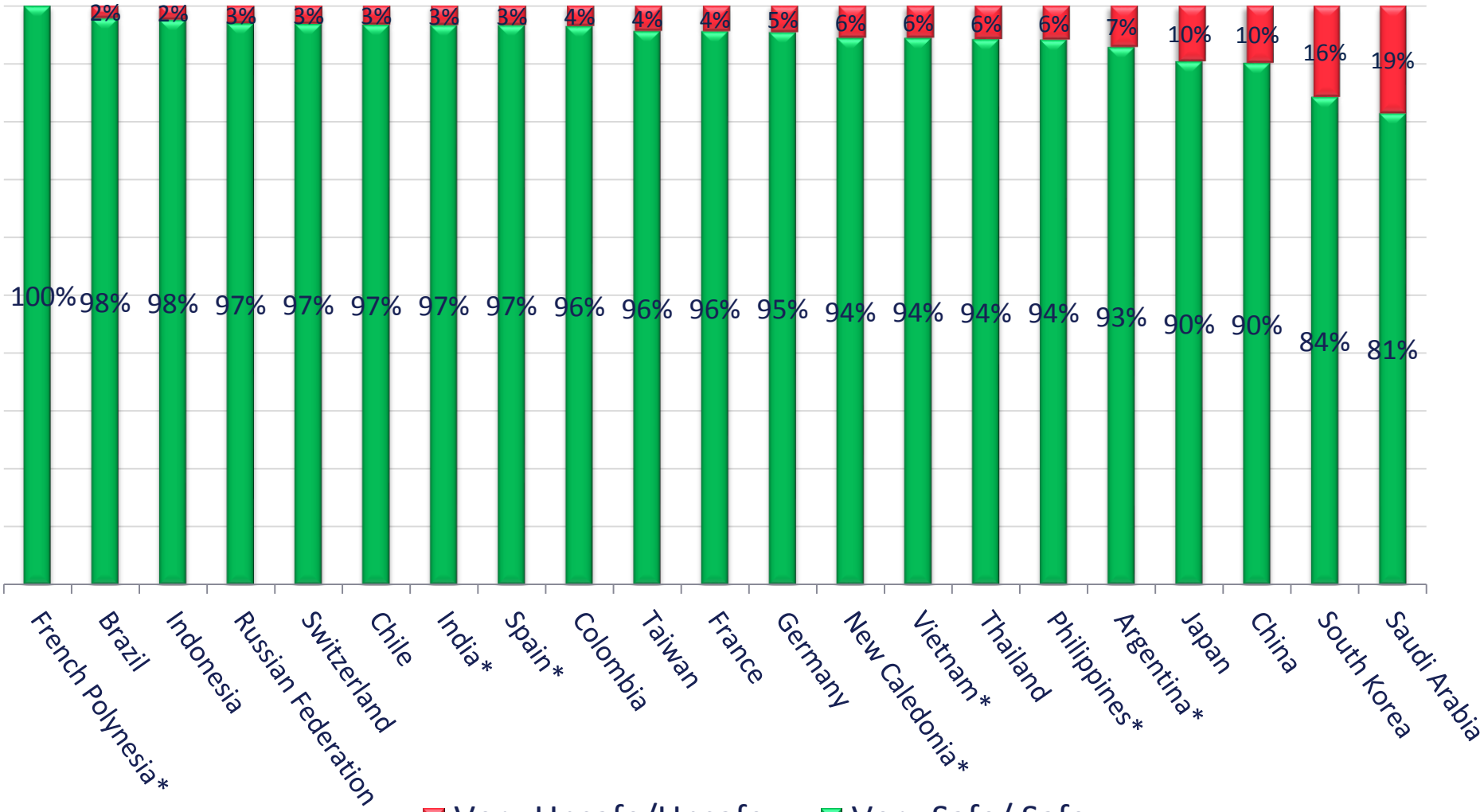
Feelings of safety on public transport (incl. train stations, bus stops) – by nationality



**Small base size (15-30). Please treat with caution.*

Do you feel safe in the following places: Public transport (includes train stations, bus stops)?

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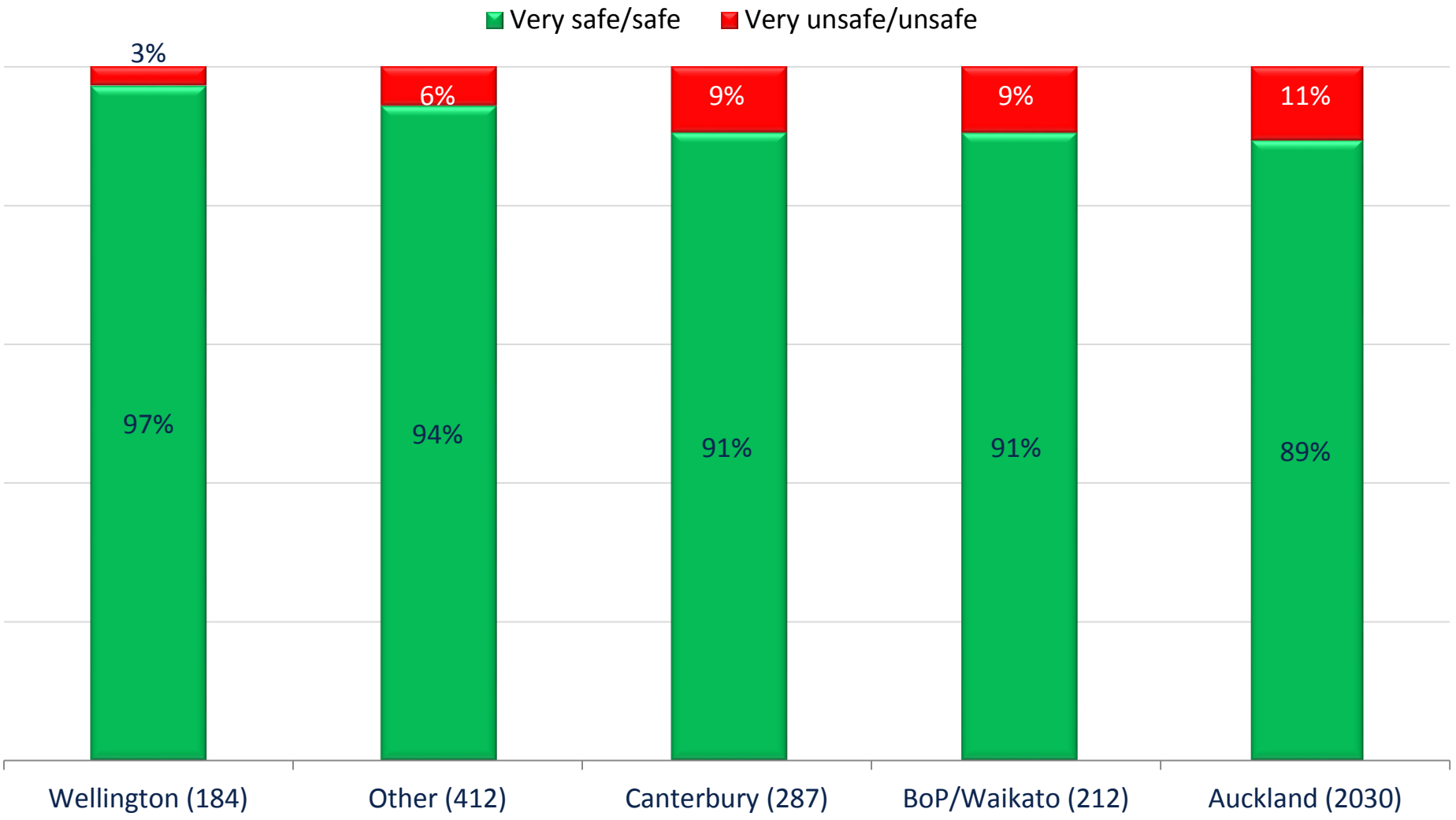
Feelings of safety in public spaces (city, malls, off campus) – by region



Do you feel safe in the following places: Public spaces (city, malls, off campus)?

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Feelings of safety on public transport (incl. train stations, bus stops) – by region

Do you feel safe in the following places: Public transport (includes train stations, bus stops)?

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Comments on safety

When I arrived NZ (Mar to Oct.), I knew more than 7 Asian people were attacked in the city centre. So, it seems that city security need to be improved, of course, I know this is impossible, and nobody cares about whether Asian guys were or are attacked before or now in the public areas.

Chch is quite small and friendly city. one night I heard a voices in our garden I called the police and I told them and they come in 3-5 mins and they were friendly and checked everything

they should issue limited drinking in university area because sometime drunker make unsatisfied voice and behavior.

It is really good because in New Zealand I have felt safe and this is an amazing thing from here. Also, this was an important point when I was looking for a place to study around the world.

i feel nervous at night, because sometimes homeless people talk about bad words.

Sometimes someone begs me to get money aggressively.

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Support

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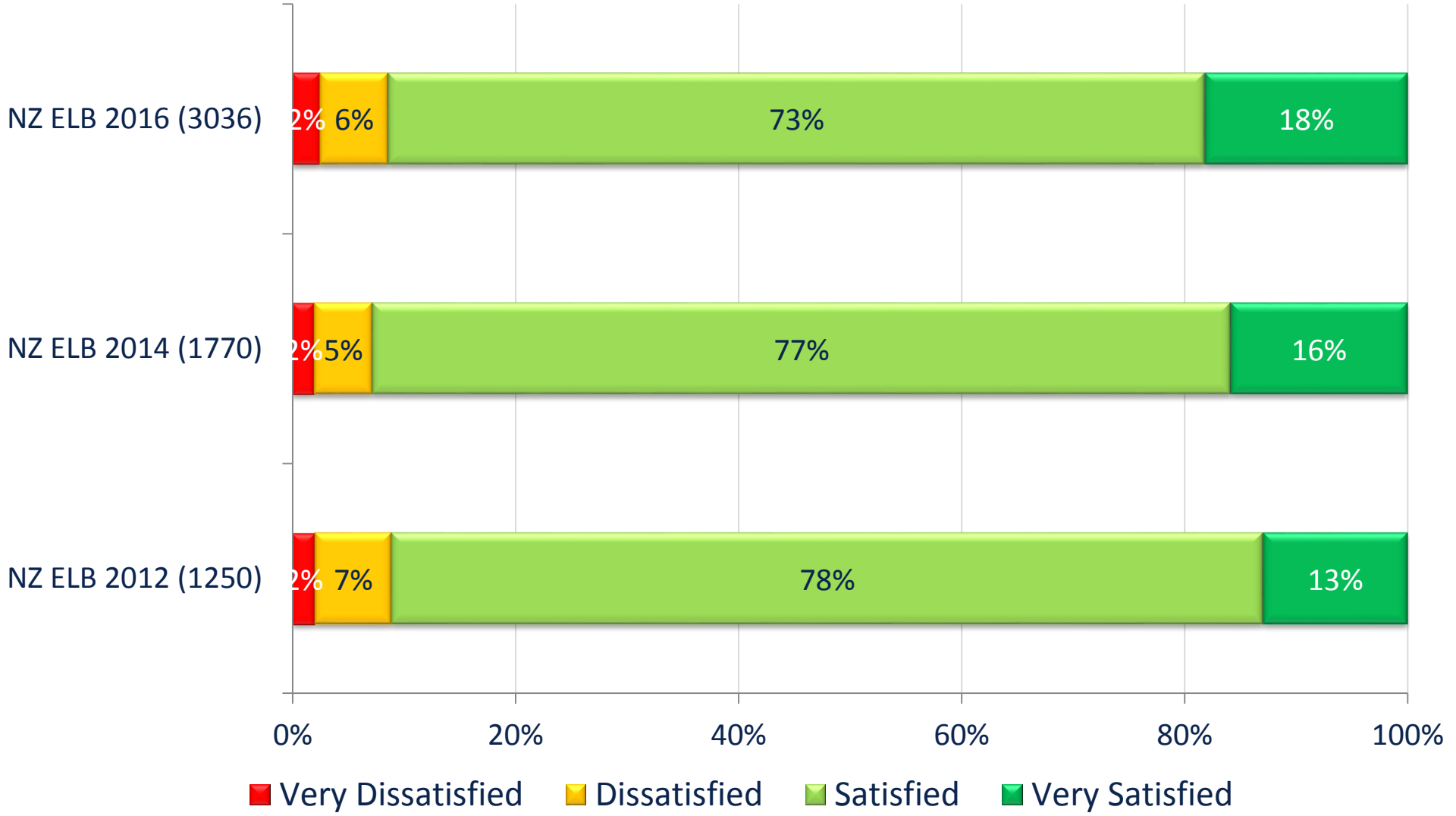
Overall satisfaction with support services – year on year



Overall, how satisfied are you with the support services at this stage in the year?

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Overall satisfaction with support services

My personal goal is permanent residency in New Zealand. I understand that the school is not responsible for finding us jobs. It would be great if they could extend there support for business students. The application of business courses are too broad; and it would be great if they could give us a list of job titles that can help us get permanent residency or a 2 year work visa.

I stayed here . I had a problem about my teeth. I went to Dentral clinic but I can't refund insurance.

Accommodations recommended by the school are extremely expensive and I had to find it by myself.

Thai agent doesn't give all detail about accommodation.

[The residence] mixed up my gender, they corrected at once but I have to live in one room for a few days and change another room. It's unpleasant.

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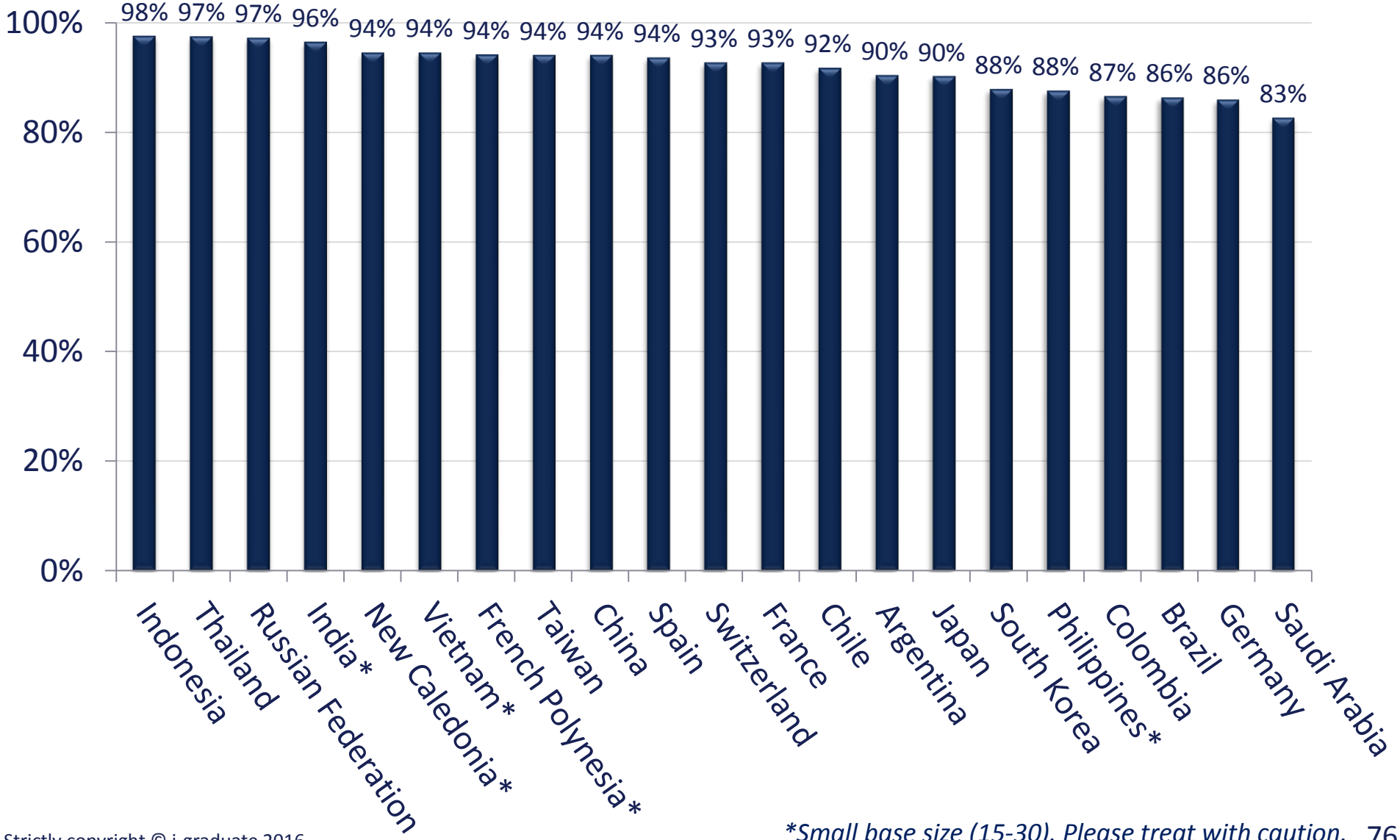
Overall satisfaction with support services by nationality



*Small base size (15-30). Please treat with caution.

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Benchmarking support

	New Zealand ELB %	Global ELB %	Global ELB +/-
SUPPORT AVERAGE	**85.6%**	**85.4%**	**0.1%**
SUPPORT OVERALL	**91.3%**	**91.9%**	**-0.6%**
Support on course related issues	90.6%	90.6%	0.0%
Visa application support	90.5%	90.7%	-0.2%
Pre-arrival advice	88.2%	88.7%	-0.5%
Social organization	88.2%	88.1%	0.1%
Accommodation placement service	86.7%	85.88%	0.8%
Further study advice	85.6%	85.8%	-0.2%
Finding medical care	85.5%	84.5%	1.1%
Handling a complaint	85.1%	84.7%	0.4%
Advice on finding counselling services	84.9%	84.9%	0.0%
Future career advice	80.1%	80.3%	-0.2%
Part-time work advice	75.7%	75.7%	0.0%

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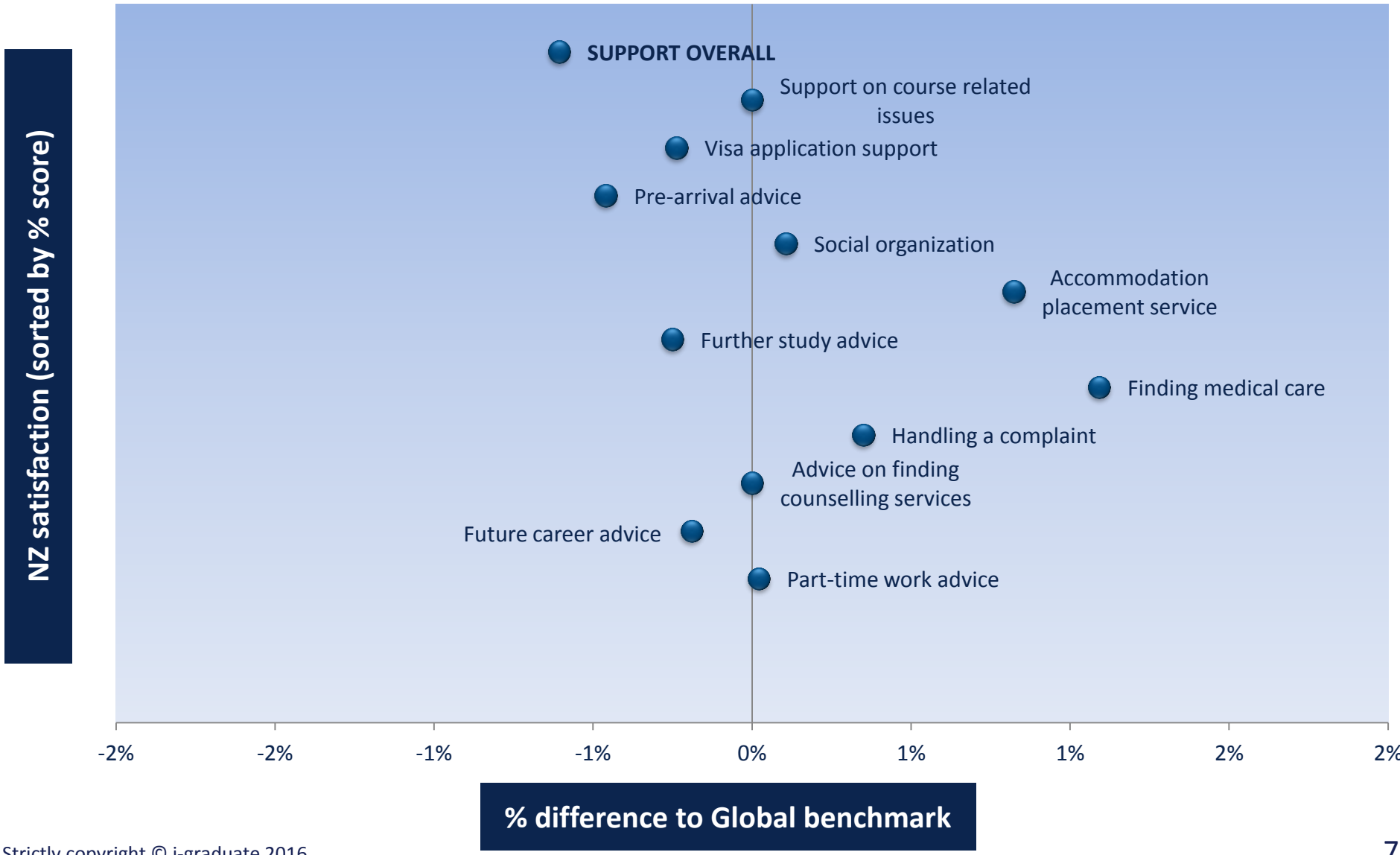
Support matrix



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Support – by study type

Base	*176*	*372*	*35*	*2038*	*322*	*87*
	Cambridge Exams Preparation	**English for Academic Purposes (EAP)**	**English plus another subject**	**General English**	**IELTS Preparation**	**Other**
Support on course related issues	92%	91%	93%	91%	90%	85%
Visa application support	86%	92%	89%	91%	89%	86%
Social organization	92%	90%	87%	88%	91%	84%
Pre-arrival advice	94%	89%	82%	89%	90%	88%
Accommodation placement service	90%	89%	89%	86%	86%	87%
Handling a complaint	86%	86%	96%	83%	85%	87%
Further study advice	92%	87%	78%	85%	86%	88%
Advice on finding counselling services	88%	86%	81%	83%	87%	89%
Finding medical care	89%	86%	79%	84%	84%	87%
Future career advice	81%	82%	74%	80%	78%	78%
Part-time work advice	74%	75%	76%	75%	74%	78%

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Support satisfaction – wave on wave comparison

	NZ ELB 2008	NZ ELB 2012	NZ ELB 2014	NZ ELB 2016	2016 vs First Wave
Visa application support	79%	88%	90%	91%	12%
Finding medical care	73%	82%	84%	84%	12%
Social organization	79%	87%	87%	89%	10%
Further study advice	76%	84%	86%	86%	10%
Pre-arrival advice	81%	88%	87%	89%	8%
Part-time work advice		67%	73%	75%	8%
Handling a complaint		81%	84%	84%	3%
Future career advice		76%	80%	80%	3%
Accommodation placement service		84%	86%	87%	2%
Advice on finding counselling services				84%	
Support on course related issues				91%	

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Propensity to recommend their institution – 2016 vs 2014

NZ ELB 2016 (3134)		NZ ELB 2014 (1841)
32%	I would actively encourage people to apply	35%
49%	If asked, I would encourage people to apply	50%
14%	I would neither encourage nor discourage people to apply	11%
3%	If asked, I would discourage people from applying	3%
1%	I would actively discourage people from applying	1%

Based on your impressions at this stage in the year, would you recommend your language school/centre to other students thinking of applying here?

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Propensity to recommend their institution

NZ ELB 2016 (3134)		Global ELB 2016 (13211)
32%	I would actively encourage people to apply	30%
49%	If asked, I would encourage people to apply	52%
14%	I would neither encourage nor discourage people to apply	15%
3%	If asked, I would discourage people from applying	2%
1%	I would actively discourage people from applying	1%

Based on your impressions at this stage in the year, would you recommend your language school/centre to other students thinking of applying here?

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Propensity to recommend their institution – by NZ region

NZ ELB 2016 (3134)		Auckland (2030)	BoP/ Waikato (206)	Canterbury (284)	Wellington (176)	Other (406)
32%	I would actively encourage people to apply	31%	36%	31%	33%	36%
49%	If asked, I would encourage people to apply	50%	50%	54%	47%	43%
14%	I would neither encourage nor discourage people to apply	14%	15%	15%	20%	16%
3%	If asked, I would discourage people from applying	3%	0%	0%	0%	6%
1%	I would actively discourage people from applying	1%	0%	0%	0%	0%

Based on your impressions at this stage in the year, would you recommend your language school/centre to other students thinking of applying here?

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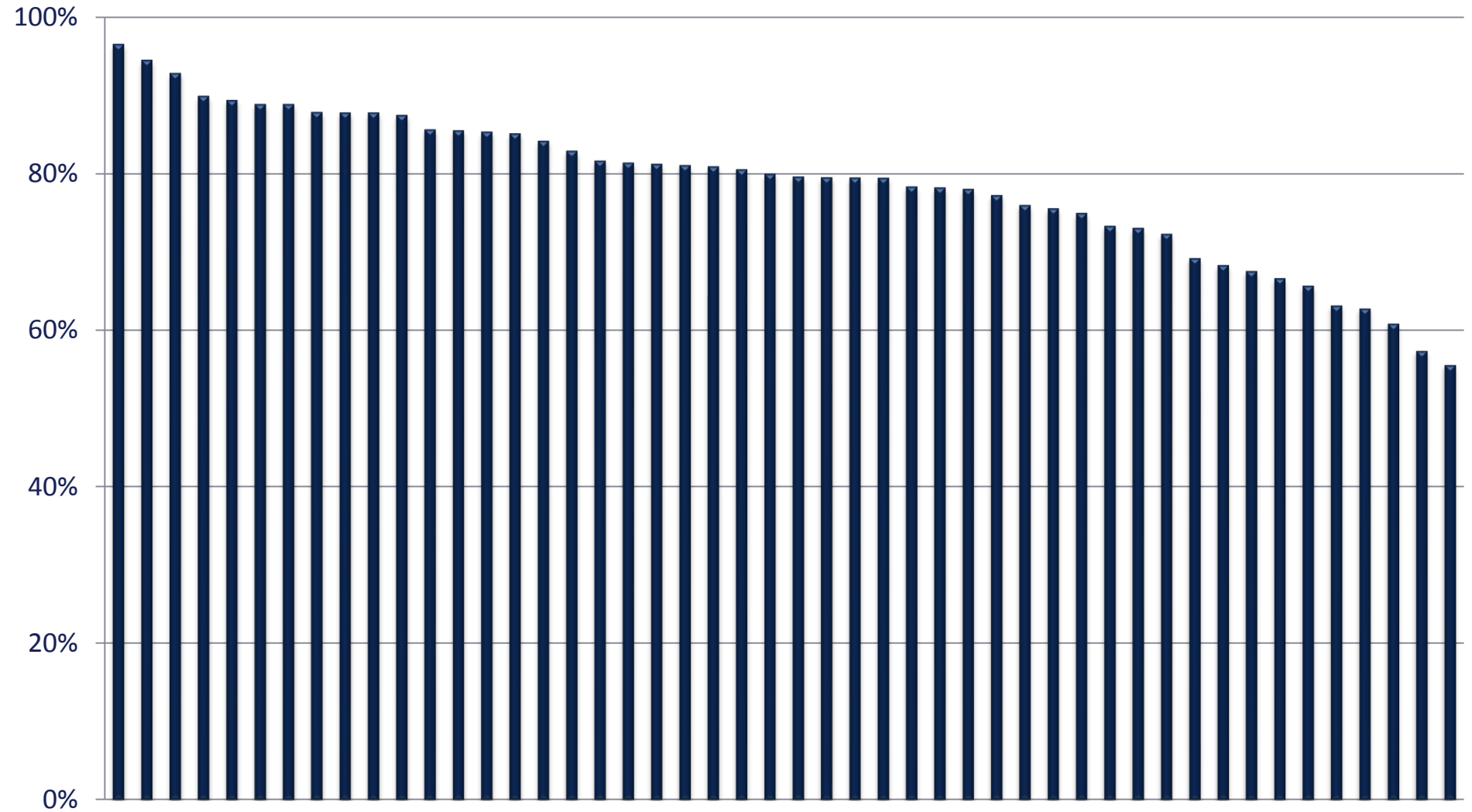
Propensity to recommend their institution by institution



Based on your impressions at this stage in the year, would you recommend your language school/centre to other students thinking of applying here?

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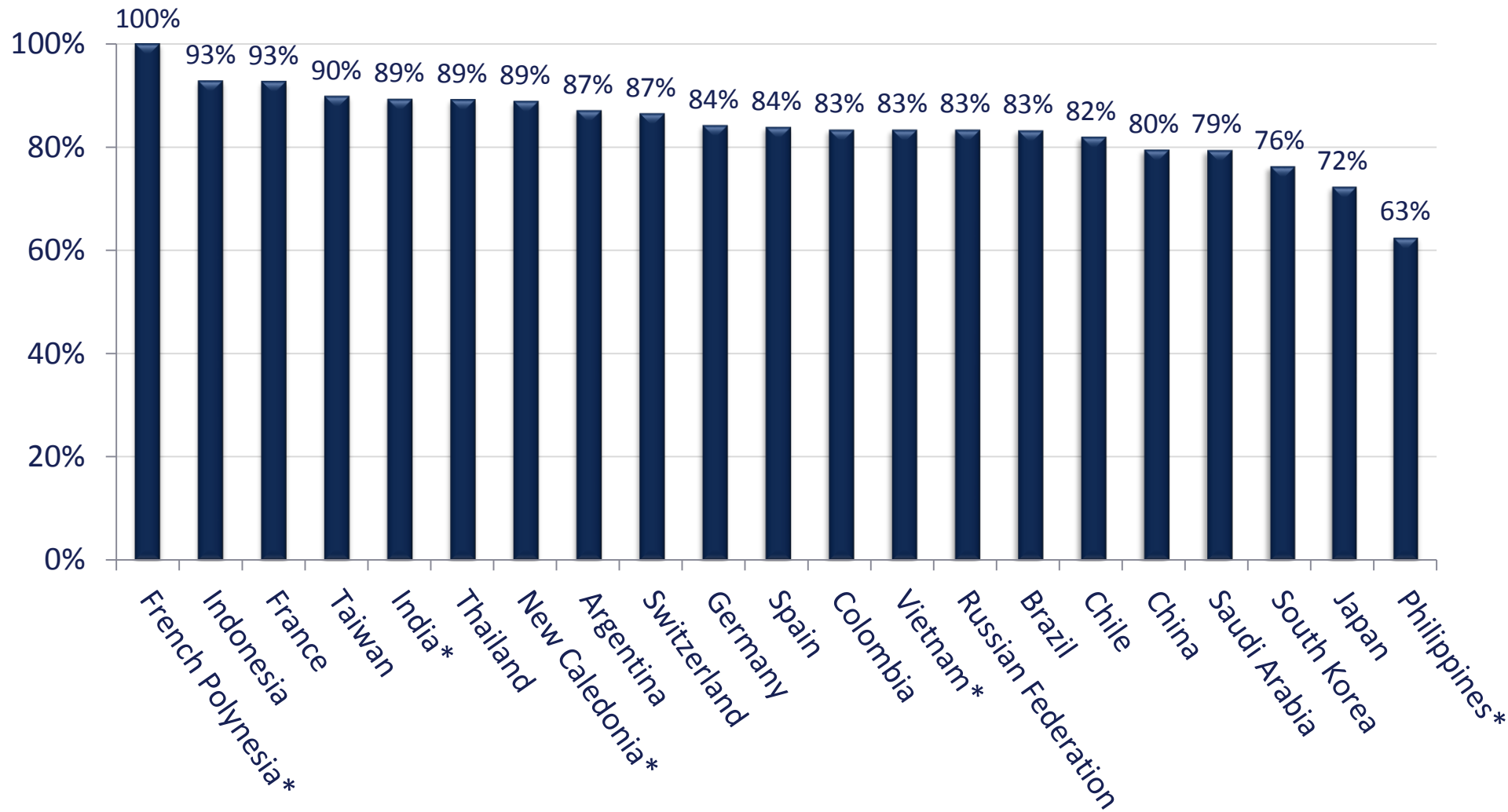
Propensity to recommend their institution by nationality



**Small base size (15-30). Please treat with caution.*

Based on your impressions at this stage in the year, would you recommend your language school/centre to other students thinking of applying here?

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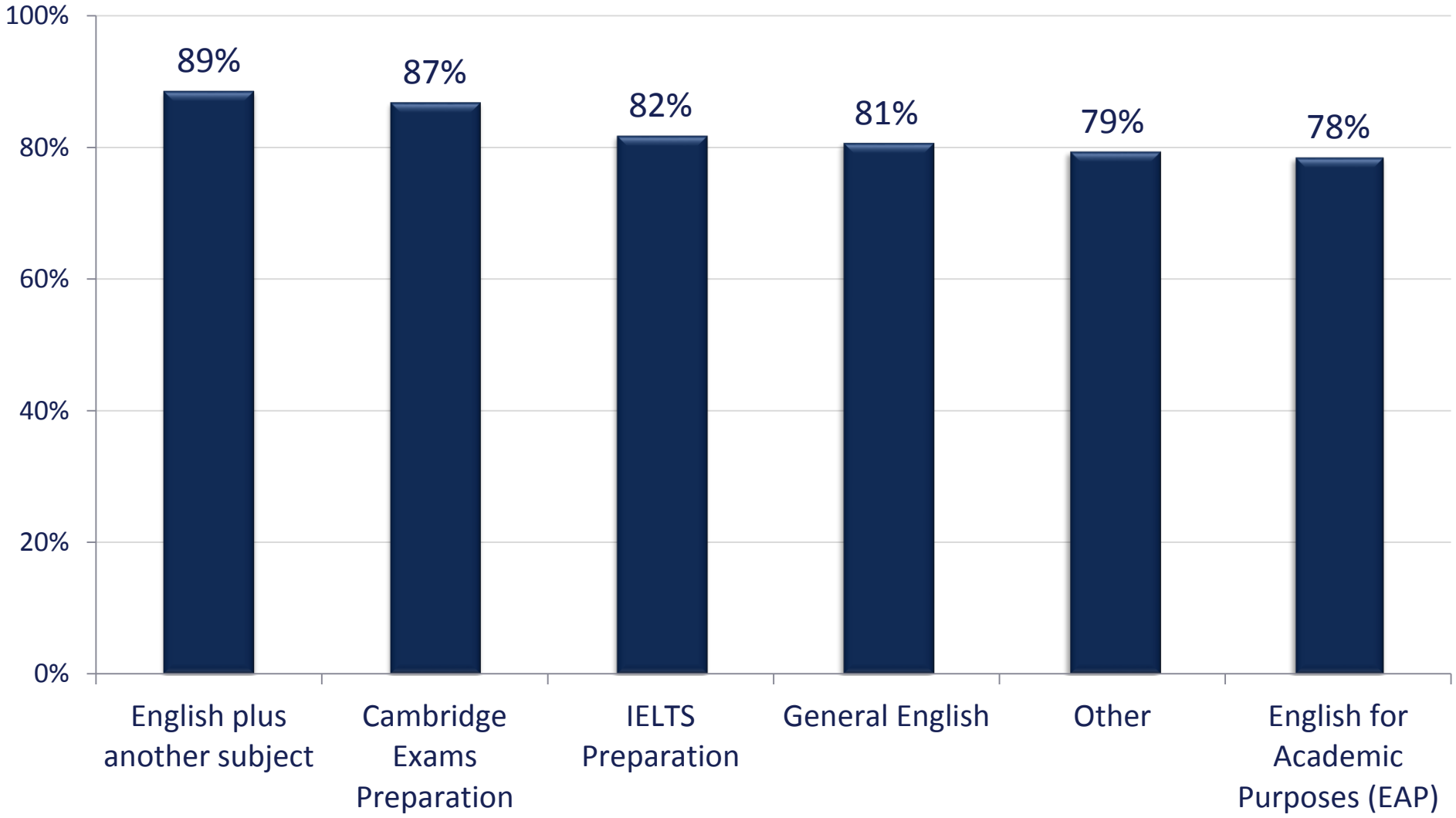
Propensity to recommend their institution by study type



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Reasons for not recommending their institution

manager of school should try to fix problem. should not belive one side. student who faced problems. they are not necessary to make story. and he should not told me to meet him and said student told lie and say please stop tell lie. he doesn't have enough maturity to be manager.

School is very money minded they don't approve leave even after providing sufficient medical evidence and ccharge for redo. Some teachers are good some are not supportive at all. They even don't know how to handle students complaints properly

It was because of the false information given to us before, but if in terms of the teaching i can recommend the school.

just thinking of money and usually but students from rich country in down level to took long time and it have to study tow years to finish this school becuase of make easy money

The school system is based on luck. I had bad luck. The School do the level assessment, without consider if the course is in the end, middle or begining.

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Reasons for recommending their institution

because i want to have old friends in this school, partly because this school provides strict rules with language practice.

The place offer a good study environment supported with good and qualified tutors.

New Zealand is a beautiful country and the people are very friendly. Kaplan is an awesome school with great teachers and students

The learning environment is really relax and you have opportunity to know different countries' culture! Also, teachers and staff are all nice to every students and are willing to answer any questions or help students.

I think my school is really good and have quality. But unfortunately weather here is not too good sometimes its really hard for students for can relax or travel. But if about quality of school I must advice to other people.

[Institution name] has a good studying environment and it is a multi-cutural institude that I can make friend with many students from different countries.

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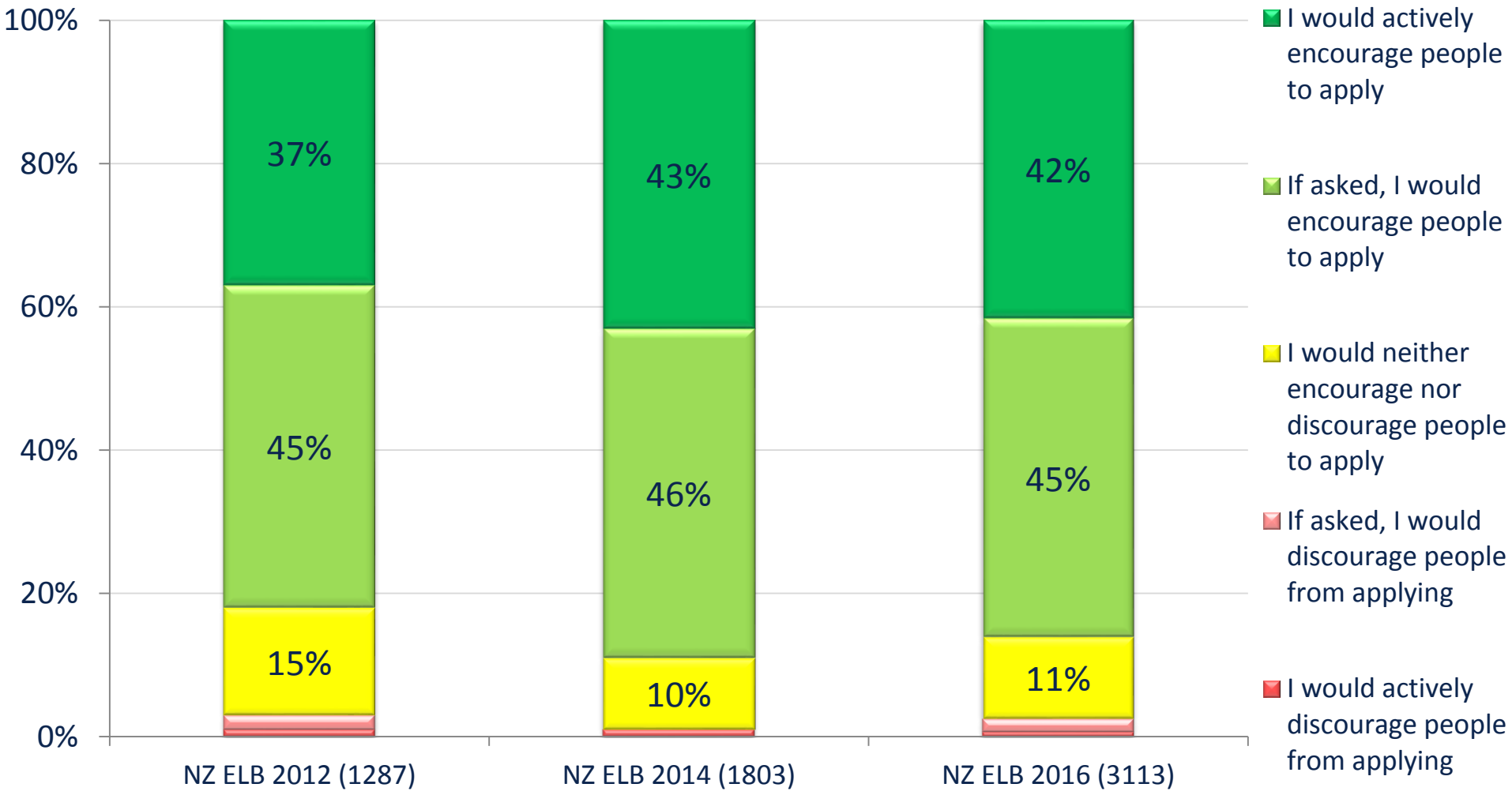
Propensity to recommend New Zealand – year on year



Would you recommend New Zealand to other students thinking of applying for a similar course?

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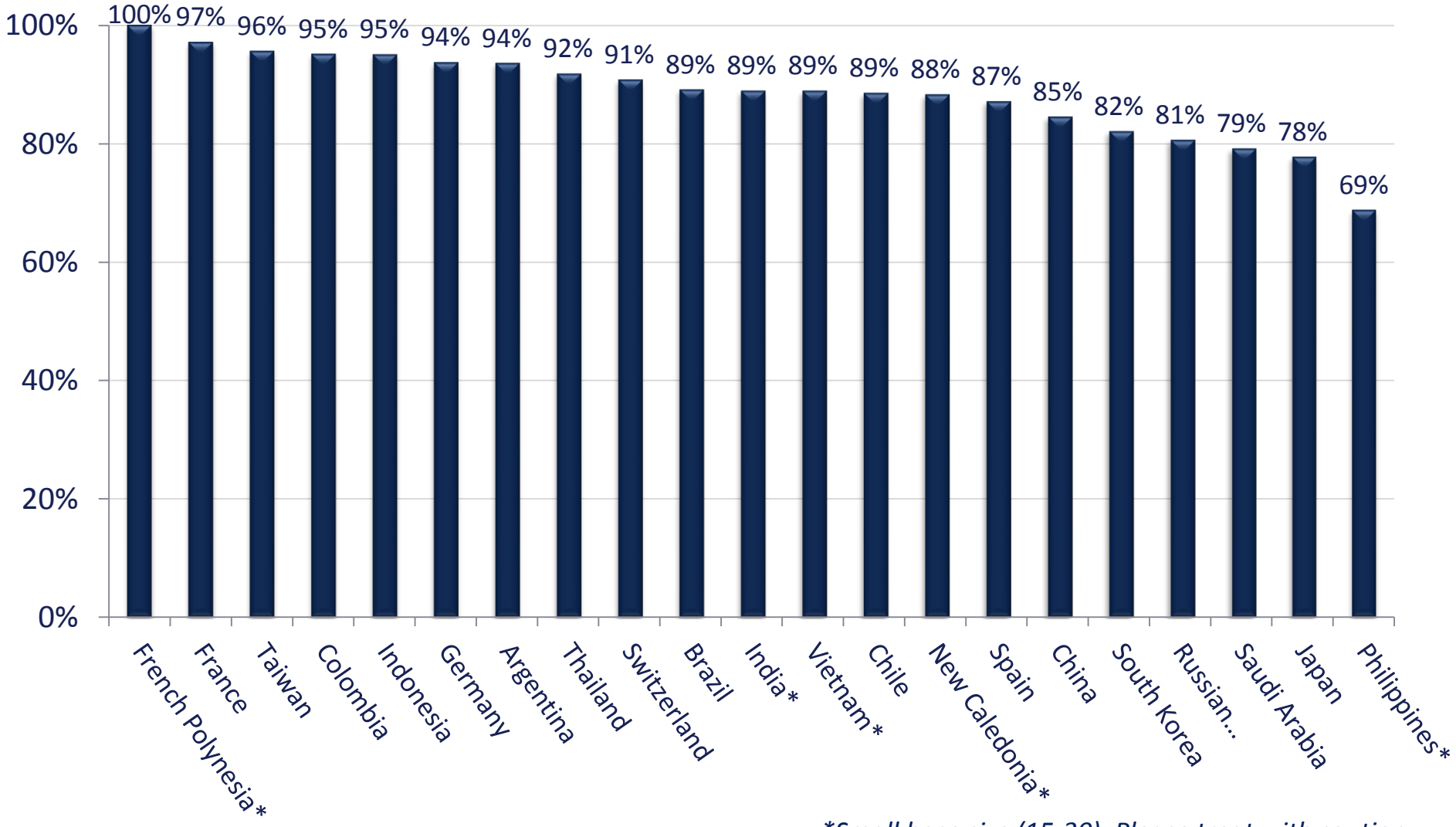
Propensity to recommend New Zealand by nationality



*Small base size (15-30). Please treat with caution.

Would you recommend New Zealand to other students thinking of applying for a similar course?

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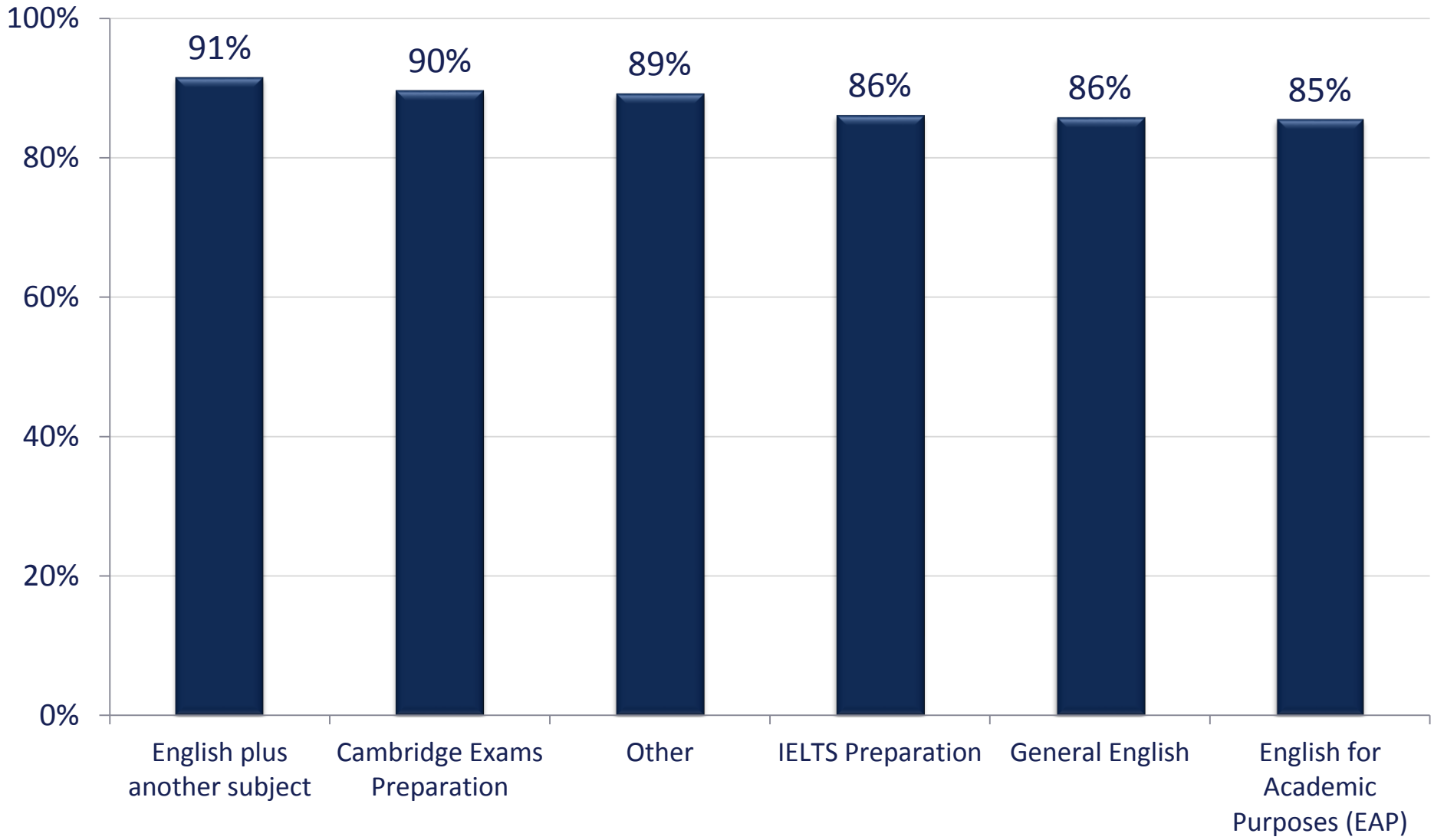
Propensity to recommend New Zealand by study type



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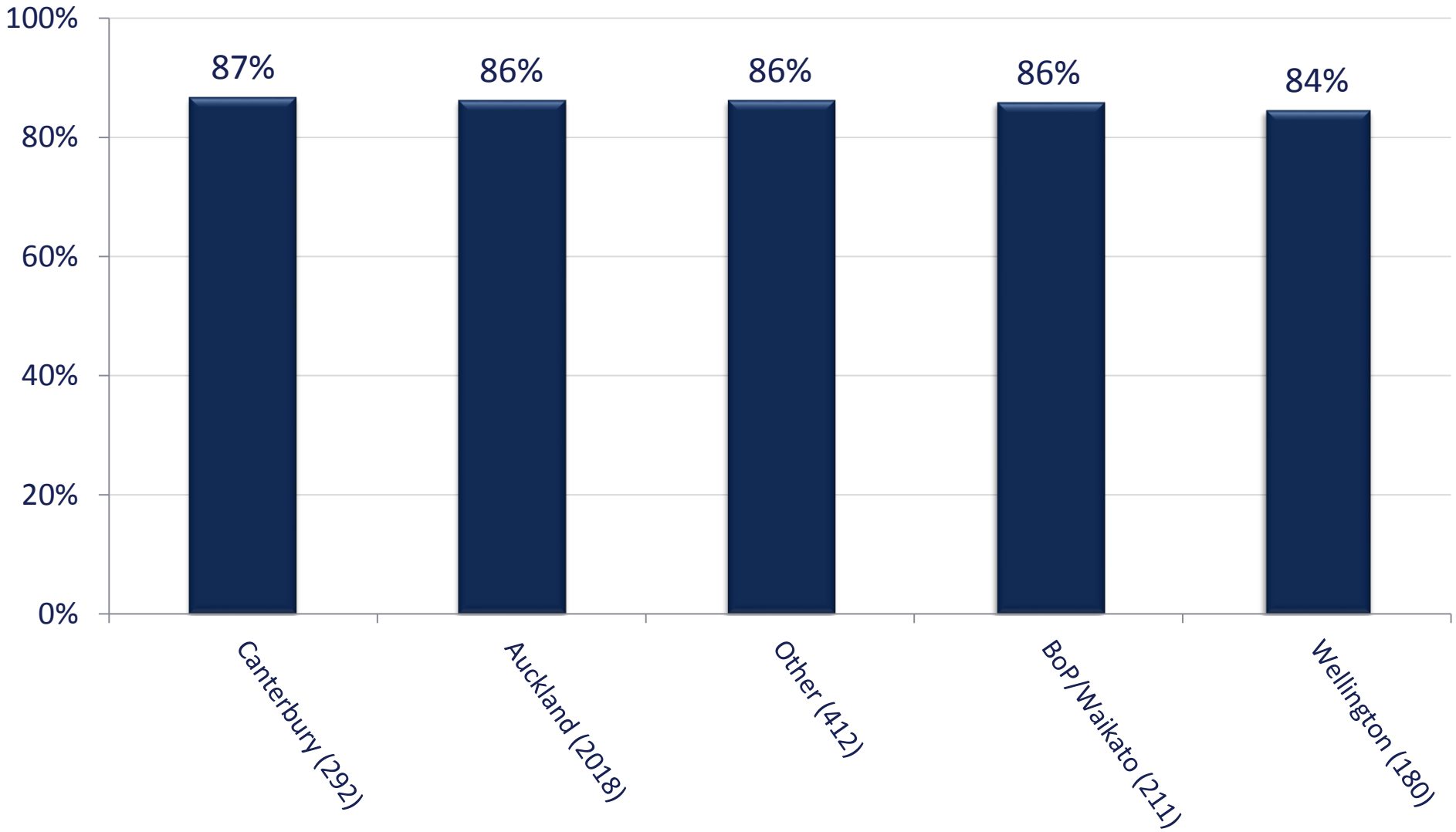
Propensity to recommend New Zealand by region



Would you recommend New Zealand to other students thinking of applying for a similar course?

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Future plans

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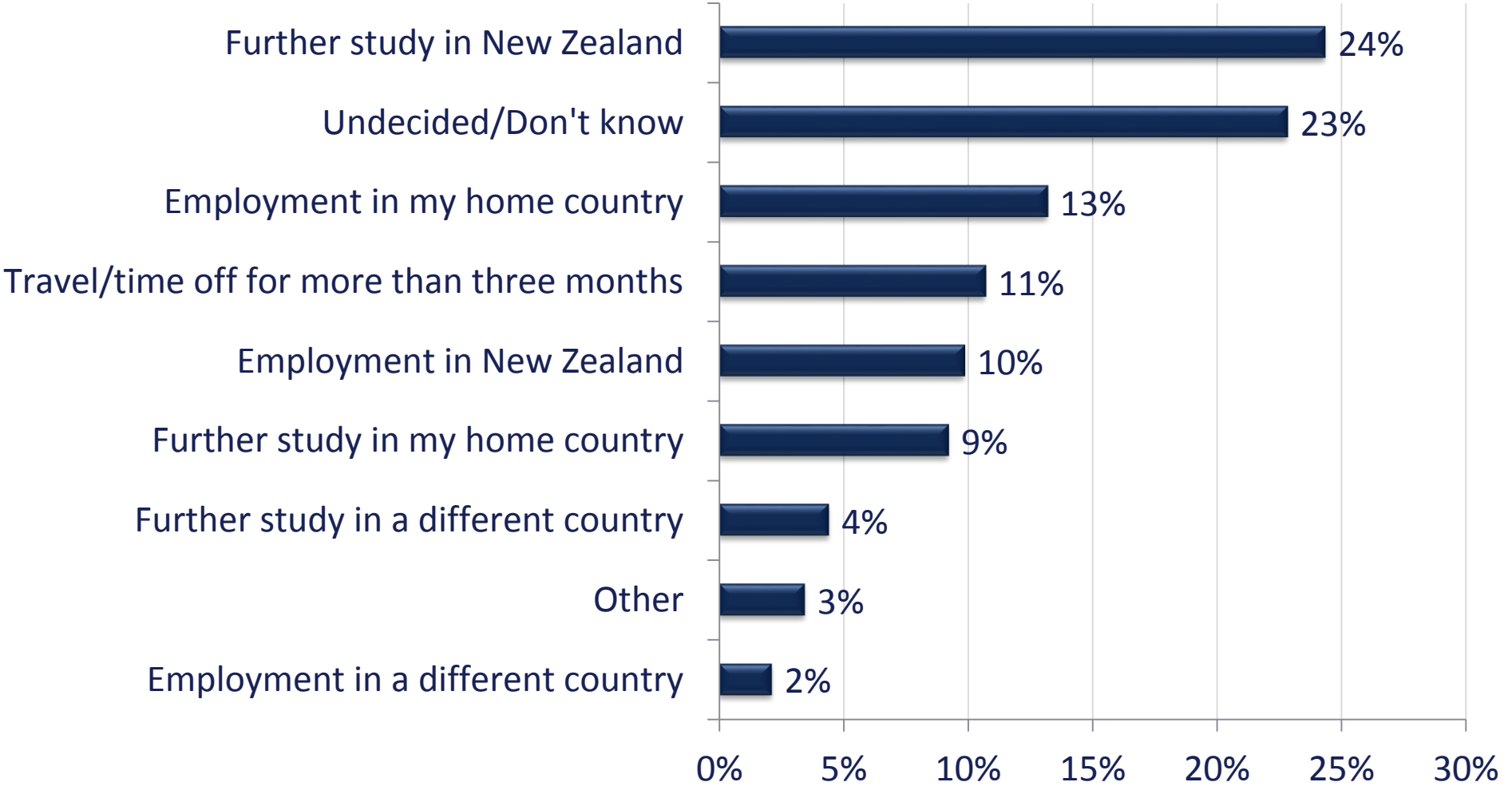
Future plans

NZ ELB (3097)



What do you plan to do after your current programme of study?

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Appendix

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Participating institutions – New Zealand

NZ ELB 2016 (n=3,597)		
ABC College of English	Kaplan International English	Queens Academic Group - Auckland
ACG English School	Language Schools New Zealand - Queenstown	Rotorua English Language Academy (RELA)
AIS English Language Centre	Languages International	Seafield School of English
Ara School of English	Lincoln University	Southern Lakes English College
Aspiring Language Institute	Linguis International Institute, Auckland	Taupo Language
Auckland English Academy - Day programme	LSI	The Campbell Institute - Auckland
Auckland English Academy - Evening programme	Mount Maunganui Language Centre	The Campbell Institute - Wellington
Bay of Plenty Polytechnic	Nelson English Centre	Unique New Zealand
Bridge International College	New Horizon College - Auckland	University of Otago Language Centre
CCEL Auckland	New Horizon College - Napier	Victoria University of Wellington
CCEL Christchurch	New Zealand College of Business, Auckland	Waiariki Institute of Technology
Coromandel Outdoor Language Centre	New Zealand Institute of Studies	Waikato Pathways College
Crown English	New Zealand Language Centres - Auckland	WelTec
Dominion English Schools	New Zealand Language Centres - Wellington	Whitireia - Auckland campus
DynaSpeak	NorthTec	Whitireia - Porirua campus
EF International Language School Auckland	NSIA	Wilkinson's English Language School - Auckland
EIT	Ntec - Concordia Institute of Business – Auckland	Wilkinson's English Language School - Christchurch
ELA	Ntec - Concordia Institute of Business – Christchurch	Wintec
ICL Graduate Business School	Ntec - Concordia Institute of Business – Tauranga	Worldwide School of English
IPU New Zealand	NZIE	

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Participating institutions – Global benchmark

Global English Language Providers (n=14,893)		
ABC College of English	Central Queensland University (CQU)	ILSC Brisbane
ACG English School	Coromandel Outdoor Language Centre	ILSC Brisbane - Sydney Campus
ACU English Language Centre, Brisbane	Crown English	Institute of Continuing and TESOL Ed
ACU English Language Centre, Melbourne	Curtin English	International House Sydney
ACU English Language Centre, North Sydney	Deakin University English Language Institute	IPU New Zealand
AIS English Language Centre	Department of Education Tasmania (Tastafe)	Kaplan Int Sydney
Ara School of English	Dominion English Schools	Kaplan International English
Aspiring Language Institute	DynaSpeak	Kaplan International Perth
Auckland English Academy - Day programme	EF International Language School Auckland	Kaplan Melbourne
Auckland English Academy - Evening programme	EIT	La Trobe
Australia Pacific College	ELA	Language Schools New Zealand - Queenstown
Bay of Plenty Polytechnic	ELSIS	Languages International
Bond University English	English Language Centre, University of New England	Lincoln University
Bradford College	English Language Company	Linguis International Institute, Auckland
Bridge International College	Eynesbury College Academy of English	LSI
CCEL Auckland	Griffith English Language Institute (GELI)	Macquarie University English Language Centre
CCEL Christchurch	Hawthorne Melbourne	Monash College
CELUSA	ICL Graduate Business School	Mount Maunganui Language Centre

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Participating institutions – Global benchmark (continued)

Global English Language Providers (n=14,893)		
Navitas English Bondi	Oxford English Language Centre	University of Tasmania, English Language Centre
Navitas English Brisbane	Phoenix Academy	University of Wollongong
Navitas English Darwin	Queens Academic Group - Auckland	UNSW Institute of Languages
Navitas English Manly	QUT International College	UTS Insearch
Navitas English Perth	RMIT Training (RMIT English Worldwide)	UWA Centre for English Language Teaching
Navitas English Sydney	Rotorua English Language Academy (RELA)	Victoria University English
Nelson English Centre	Seafield School of English	Victoria University of Wellington
New Horizon College - Auckland	SITEC Faculty of Work and Study	Waiariki Institute of Technology
New Horizon College - Napier	Southern Lakes English College	Waikato Pathways College
New Zealand College of Business, Auckland	Swinburne College	WelTec
New Zealand Institute of Studies	Taupo Language	Western Sydney University
New Zealand Language Centres - Auckland	The Campbell Institute - Auckland	Whitireia - Auckland campus
New Zealand Language Centres - Wellington	The Campbell Institute - Wellington	Whitireia - Porirua campus
NorthTec	The University of Newcastle Language Centre	Wilkinson's English Language School - Auckland
NSIA	The University of Sydney, Centre for English Teaching	Wilkinson's English Language School - Christchurch
Ntec - Concordia Institute of Business – Auckland	Training and Workforce Development	Wintec
Ntec - Concordia Institute of Business – Christchurch	Unique New Zealand	Worldwide School of English
Ntec - Concordia Institute of Business – Tauranga	University of Adelaide English Language Centre	
NZIE	University of Otago Language Centre	

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Arrival terminology

Terminology in questionnaire	Terminology in report
Condition of accommodation on arrival	Accommodation Condition
Setting up a bank account	Bank account
First night - getting to where I would stay	First night
Formal welcome at the language school/centre	Formal welcome
Assistance to obtain health insurance	Health insurance
Welcome from my homestay family	Homestay welcome**
Language school/centre orientation	Institution Orientation
Orientation (finding my way around the local area)	Local Orientation
Meeting teachers/academic staff	Meeting staff
Academic/course registration	Registration
The welcome I received when I arrived at my language school/centre	School/centre welcome
Understanding how my course of study would work	Study sense
Welcome/pickup at airport/railway/coach station	Welcome

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**Homestay students only

Learning terminology

Terminology in questionnaire	Terminology in report
Fair and transparent assessment of my work	Assessment
The size of classes	Class size
The quality of the classrooms	Classroom quality
The content of my course/studies	Course content
The organisation and smooth running of the course	Course organisation
Extra English language or study skills support classes	Extra language support
Staff/teachers who are friendly and approachable	Friendly staff
Learning that will help me to get onto a good course	Good course
The teaching ability of teachers	Good teachers
Opportunities to practice my English language skills	Language practice
The learning resources (books etc.)	Learning resources
Getting time from teachers/personal support with learning when I need it	Learning support
Explanation of marking/assessment criteria	Marking criteria

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Learning terminology (continued)

Terminology in questionnaire	Terminology in report
Studying with people from other cultures	Multicultural
Non-classroom activities to help me learn English	Non-classroom activities
The online library facilities	Online library
Feedback on work from teachers	Performance feedback
The physical library facilities	Physical library
Teachers who I can understand	Teacher's English
The technology (computers, networking, etc.)	Technology
Virtual Learning Environment (Blackboard/WebCT/Weblearn)	Virtual learning

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Living terminology

Terminology in questionnaire	Terminology in report
Access to suitable accommodation	Accommodation access
The cost of accommodation	Accommodation cost
The quality of accommodation	Accommodation quality
The design and quality of the campus buildings (what they look like, internal quality, functionality and beauty)	Campus buildings
The quality of the external campus environment (landscaping, street furniture, litter, trees, cycle parking, sign-posting)	Campus environment
The opportunity to earn money while studying	Earning money
The language school/centre's eco-friendly attitude to the environment (e.g. recycling/energy etc.)	Eco-friendly attitude
The availability of financial support/bursaries etc.	Financial Support
Making good contacts for the future	Good contacts
The surroundings outside the language school/centre	Good place to be
Making friends from my home country	Home friends
Opportunities to experience the culture of this country	Host culture
Making friends from this country	Host friends

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Living terminology (continued)

Terminology in questionnaire	Terminology in report
Internet access at my accommodation	Internet access
The cost of living (food, drink, transport and social)	Living cost
Making friends from other countries during my stay	Other friends
Feeling safe and secure	Safety
The social activities (organised events)	Social activities
The social facilities (common room etc.)	Social facilities
The sports facilities	Sports facilities
The transport links to other places	Transport links
Immigration and visa advice from the language school/centre	Visa advice
The weather	Weather
Feeling welcome in this country	Welcome in NZ
The facilities for religious worship (quiet room/prayer room, etc.)	Worship facilities

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Support terminology

Terminology in questionnaire	Terminology in report
Accommodation placement service	Accommodation placement service
Advice and guidance on finding part-time work while in this country	Part-time work advice
Advice on employment/career options following my English course	Future career advice
Advice on finding medical care	Finding medical care
Advice on further study following my English course	Further study advice
Advice provided by my language school/centre before travelling	Pre-arrival advice
Handling a complaint	Handling a complaint
Help and support with my visa application	Visa application support
Social course organisation	Social organisation
Support/advice on course related issues/questions	Support on course related issues
Advice on finding counselling services (for support with mental issues, etc.)	Advice on finding counselling services

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Questionnaire flow

Background
- *Accommodation*
- *Funding*
- *Study type*
- *Length of study*

Pre-Arrival
- *Choice of destination*
- *Key influences*
- *Application process*

Arrival Experience
- *Overall Satisfaction*
- *Rating on experience*

Learning Experience
- *Overall Satisfaction*
- *Satisfaction of learning elements*

Living Experience
- *Overall Satisfaction*
- *Satisfaction of living elements*
- *Perceptions of safety*

Support Experience
- *Overall Satisfaction*
- *Satisfaction with services used*

Recommendation
- *Recommendation to other students*

Future Plans
- *Employment*
- *Study*

Not a full list of questions

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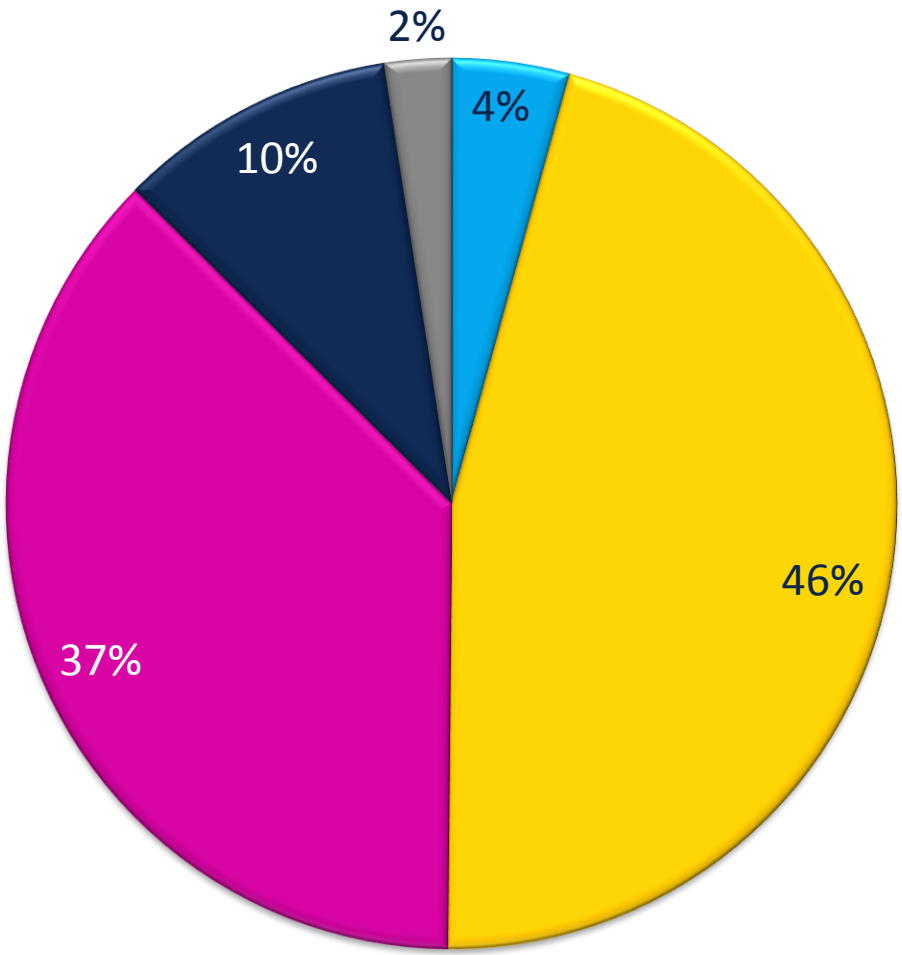
Study breakdown

NZ ELB (3597)



Which best describes how you are studying?

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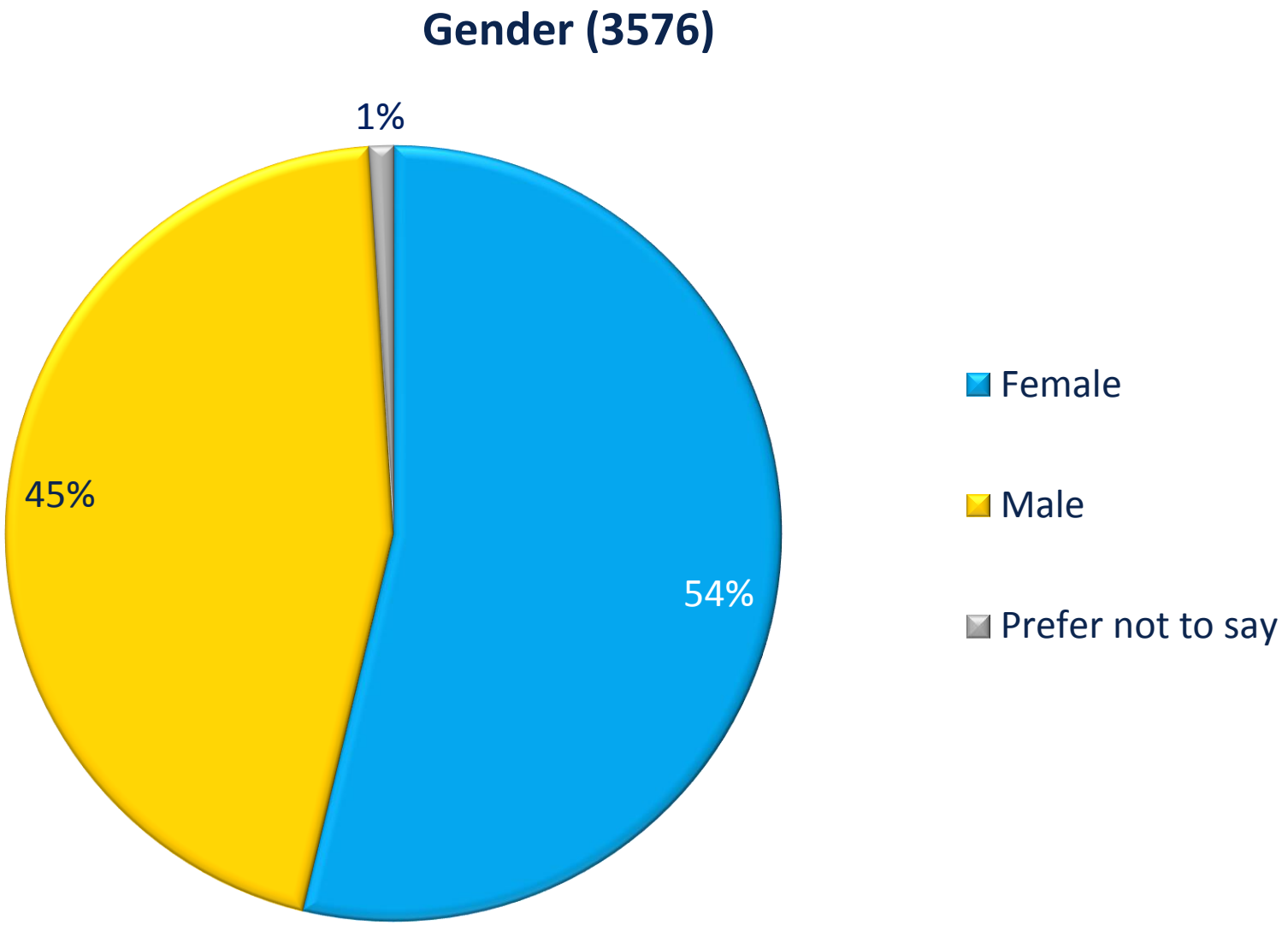
Gender breakdown



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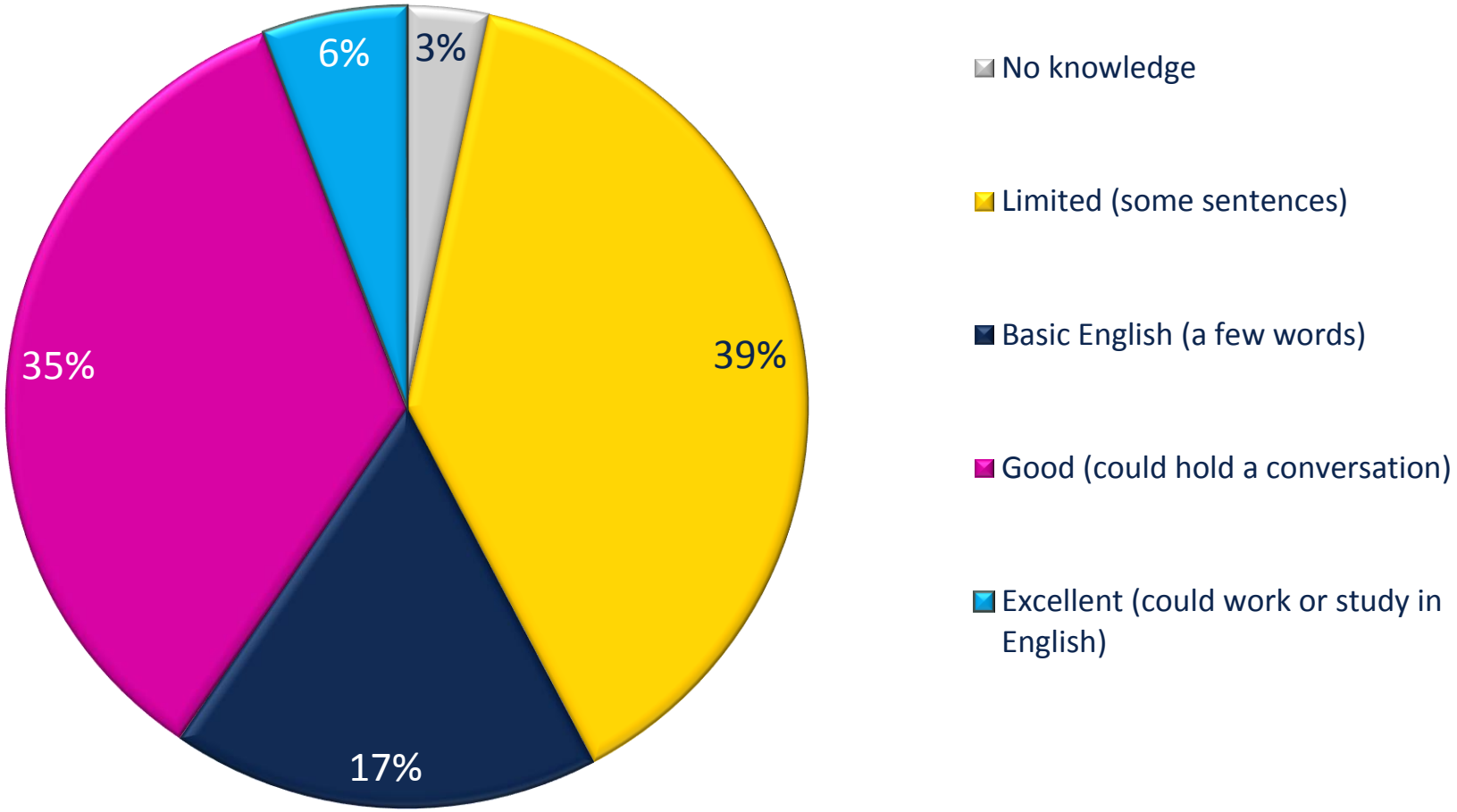
Level of English

Level of English (3587)



Please indicate your level of knowledge of English before starting this current course of study

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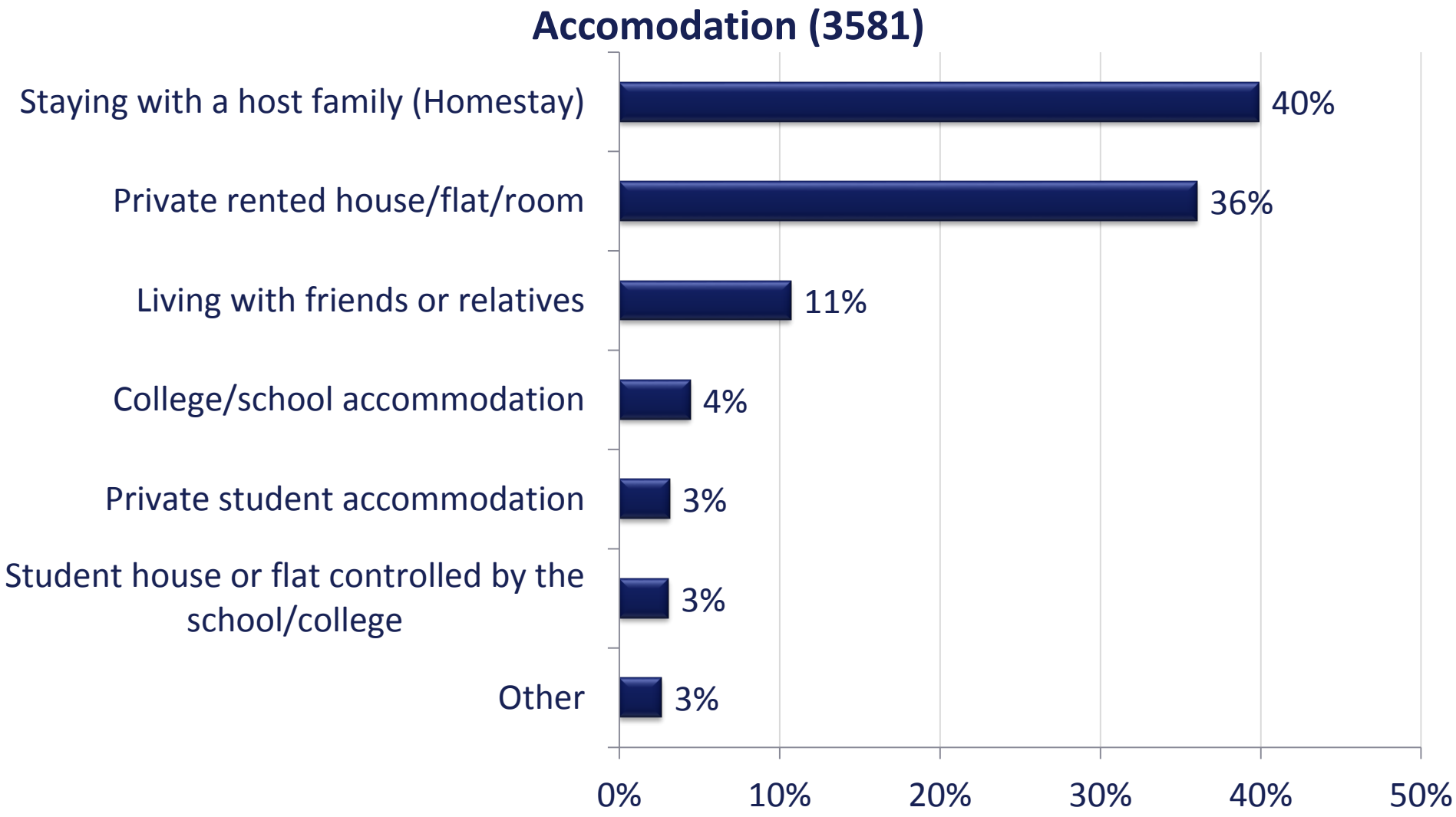
Accommodation



Where are you living now?

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About i-graduate

- The **International Graduate Insight Group (i-graduate)** is an **independent benchmarking and research service,** delivering **comparative insights** for the **education sector worldwide:** *your finger on the pulse of student and stakeholder opinion*

- The **Student Barometer** is **the largest annual study of students in the world**, with feedback from over **2.7 million** respondents

- **Used throughout the sector** to target resourcing and investment in improving services, teaching and support for students

- i-graduate surveys implemented **by 1400 education institutions worldwide**, in **33 countries** across **5 continents**

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Contact details

- For further information about the Student Barometer or any of i-graduate's other research services, please contact Kyla Steenhart (kyla.Steenhart@i-graduate.org)

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