

SAMPLE

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Market report

Q1 2020



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Prepared on behalf of:



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## Q1 2020

# Introduction

Market insight is crucial for business success, and English UK is committed to supporting members by providing better and faster information.

The Quarterly Intelligence Cohort (QUIC) introduces features not available in our existing annual student statistics reports.

QUIC provides in-depth, quarterly analysis of the UK English language teaching (ELT) industry's source markets. The full reports are available only to QUIC members, who can use them to benchmark their performance and monitor market trends. An executive summary is made publicly available.

Added value has been achieved through the outsourcing of data processing and subsequent analysis to BONARD (formerly StudentMarketing), an independent market research firm and UNWTO Affiliate Member. BONARD is also a member of ESOMAR World Research. Two-tiered data validation and reporting to international research standards means that the market intelligence is more exact, more precise, and therefore more reliable than ever before. Members can be confident in the robustness of this quarter one (Q1) report and its value in helping them make well-informed, time-critical business decisions just weeks after the quarter's end.

In addition to the quantitative expansion of the sample, last year we were also implementing a new historical comparative analysis of overall figures and breakdowns by source country, reflecting on feedback from the previous year.

Further enhancements in the provision of sectoral, regional and provider-type breakdowns are shared with QUIC members in the form of the accompanying pivot tables. These are supplied to members in a user-friendly way to offer them more granular intelligence and benchmarks tailored to their organisation.

**Note:** Data is provided in student weeks, defined as one student taking 10 or more teacher-taught hours in one week. Those studying fewer hours are excluded from the calculations.

# Q1 2020 Overview

**Table 1**  
QUIC region summary

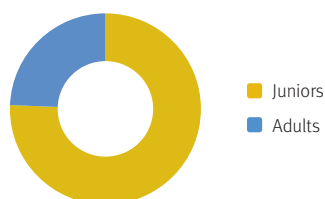
Region	No. of returns	Proportion of returns	Total weeks	Market share
	📁	%	Σ	%
London	10	33%	10,000	33%
South and South Eastern England	5	17%	4,000	13%
Northern England	5	17%	4,500	15%
South West England and The Channel Islands	3	10%	4,000	13%
Eastern England	3	10%	4,000	13%
Scotland and Northern Ireland	2	7%	2,000	7%
Central England and Wales	2	7%	1,500	5%
<b>Total</b>	<b>30</b>	<b>100.0%</b>	<b>30,000</b>	<b>100.0%</b>

**Note:** Wales was merged with Central England, as not enough member centres from this region are participating in QUIC at the moment. Similarly, Northern Ireland was merged with Scotland.

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**Chart 1**  
Student weeks by age group



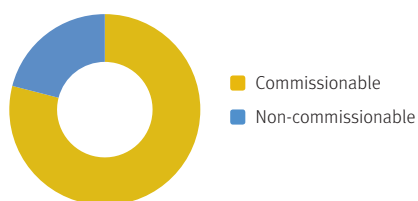
Period	Total weeks	Junior weeks	%	Adult weeks	%
<b>Q1 2019</b>	30,000	20,000	67%	10,000	33%
<b>Q1 2020</b>	35,000	20,000	57%	15,000	43%
<b>Change</b>	-14%	+0%		+10%	

n=29 centres

**Note:** Any students under the age of 18 who are studying on courses for adults are recorded as 'adult' (the course type overrides the date of birth of the student).

## Q1 2020 Overview

**Chart 2**  
Student weeks by booking source

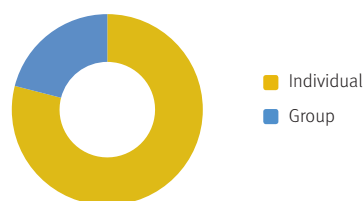


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Period	Commissioned weeks	Non-commissioned weeks
Q1 2019	79%	21%
Q1 2020	79%	21%

n=29 centres

**Chart 3**  
Student weeks by booking type



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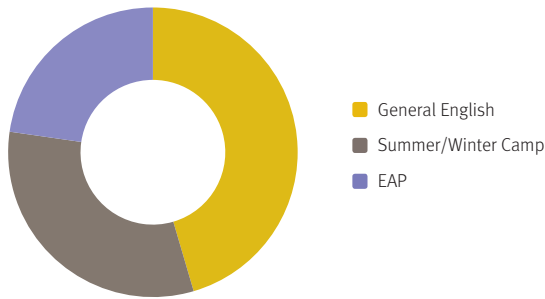
**Note:** 'Group' is defined as at least two students travelling and studying on the same itinerary.

Period	Individual bookings	Group bookings
Q1 2019	79%	21%
Q1 2020	79%	21%

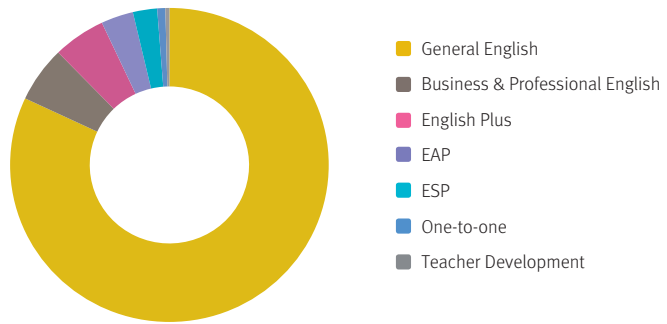
n=29 centres

# Q1 2020 Overview

**Chart 4**  
Student weeks by junior course types



**Chart 5**  
Student weeks by adult course types



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Period	Juniors		
	General English	Summer/Winter Camp	EAP
Q1 2019	10,000	7,000	5,000
Q1 2020	20,000	14,000	10,000
Change	+100%	+100%	+100%

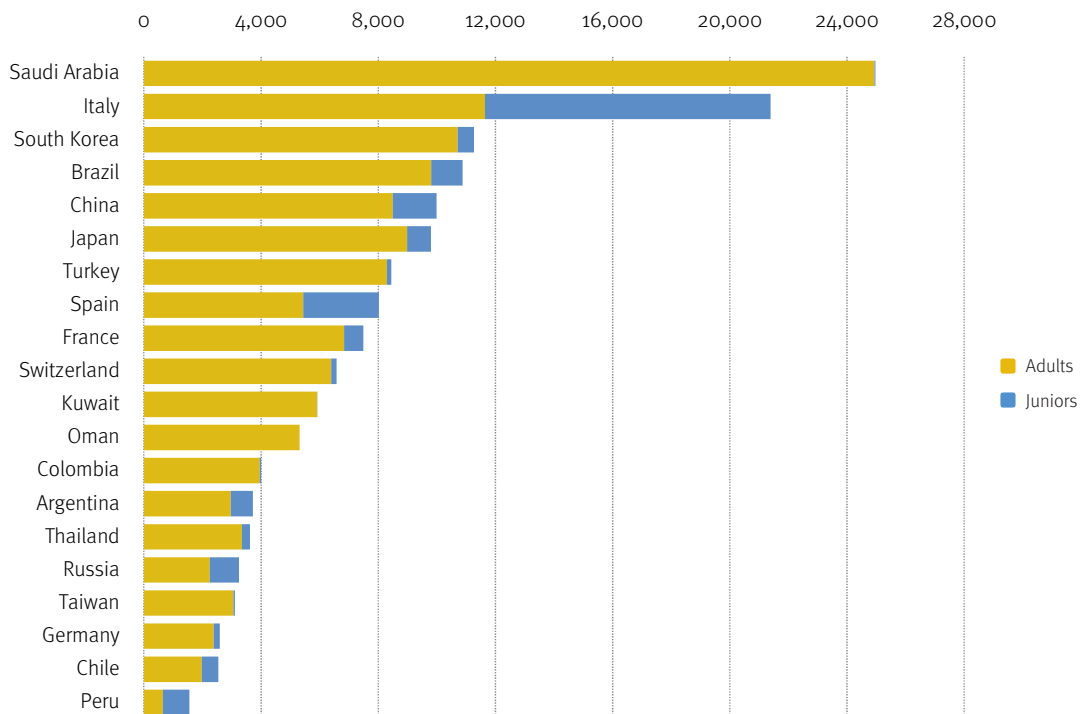
Period	Adults						
	General English	Business & Prof. English	English Plus	EAP	ESP	One-to-One	Teacher Development
Q1 2019	90,000	6,300	5,850	3,600	2,700	900	450
Q1 2020	100,000	7,000	6,500	4,000	3,000	1,000	500
Change	+10%	+10%	+10%	+10%	+10%	+10%	+10%

n= 29 centres

## Q1 2020 Overview

### Chart 6

Student weeks by age group and source country (top 20 markets)



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**i** Table 2 features:

- **Overall data** – performance of source markets based on statistics collected in Q1 2020 from the entire sample of QUIC membership (30);
- **Like-to-like comparison** – year-on-year benchmark for each age segment, based on data from centres reporting in both Q1 2019 and Q1 2020 (29 centres) for a more accurate assessment of source market performance trends.

# Q1 2020

## Age Segments

**Table 2**

Student weeks by source country (ranked by total student weeks) and age group

Rank	Source country	Σ		🧑		🏃		Total	Junior	Adult	
		Total weeks	%	Junior weeks	%	Adult weeks	%				
Overall data (n=30 centres)						Like-to-like comparison (n=29 centres)					
Q1 2020						Q1 2019 vs. Q1 2020 change					
1	Albania	10		7		3		+5	+4	+1	
2	Algeria										
3	Angola										
4	Argentina										
5	Armenia										
6	Australia										
7	Austria										
8	Azerbaijan										
9	Bahrain										
10	Belarus										
11	Belgium										
12	Bolivia										
13	Bosnia and Herzegovina										
14	Brazil										
15	Bulgaria										
16	Cambodia										
17	Canada										
18	Chile										
19	China										
20	Colombia										
21	Costa Rica										
22	Croatia										
23	Cyprus										
24	Czech Republic										
25	Denmark										
26	Ecuador										
27	Egypt										
28	Estonia										
29	Finland										



## Q1 2020

# Age Segments

**Table 3**

Top source countries of junior students by student weeks and their market share

Rank	Source country	Weeks	%
			
1	Saudi Arabia	20,000	14.1%
2	Italy	20,000	14.1%
3	South Korea	18,000	12.7%
4	Turkey	14,000	9.9%
5	China	10,000	7.0%
6	France	8,500	6.0%
7	Brazil	8,000	5.6%
8	Spain	6,000	4.2%
9	Japan	6,000	4.2%
10	Switzerland	5,600	3.9%
11	Colombia	5,000	3.5%
12	Russia	4,000	2.8%
13	Kuwait	4,000	2.8%
14	Argentina	3,000	2.1%
15	Thailand	2,000	1.4%
16	Oman	2,000	1.4%
17	Taiwan	1,800	1.3%
18	Germany	1,400	1.0%
19	Mexico	400	0.3%
20	Peru	200	0.1%
	Other	2,000	1.4%

**Note:** Percentages do not add up to 100% due to rounding.

**Q1 2020**

# Age Segments

**Table 4**

Top source countries of adult students by student weeks and their market share

Rank	Source country	Weeks	%
			
1	Saudi Arabia	10,000	15.0%
2	Italy	10,000	15.0%
3	South Korea	10,000	15.0%
4	Turkey	10,000	15.0%
5	China	5,000	7.5%
6	France	5,000	7.5%
7	Brazil	2,900	4.3%
8	Spain	2,000	3.0%
9	Japan	1,500	2.2%
10	Switzerland	1,400	2.1%
11	Colombia	1,000	1.5%
12	Russia	1,000	1.5%
13	Kuwait	900	1.3%
14	Argentina	899	1.3%
15	Thailand	800	1.2%
16	Oman	649	1.0%
17	Taiwan	500	0.7%
18	Germany	456	0.7%
19	Mexico	400	0.6%
20	Peru	400	0.6%
	Other	2,000	3.0%

**Note:** Percentages do not add up to 100% due to rounding.

**i** Table 5 displays:

- **Overall data** based on statistics collected in Q1 2020 from the entire sample of QUIC membership (30);
- **Like-to-like comparison** based on data from centres reporting in both Q1 2019 and Q1 2020 (29 centres) for a more accurate assessment of source market performance trends.

## Q1 2020 Booking Sources

**Table 5**

Student weeks by booking source (ranked by total student weeks)

Rank	Source country	Commissioned weeks		Non-commissioned weeks					
		C	NC	C	NC	C	NC	C	NC
		Overall data (n=30 centres) Q1 2020				Like-to-like comparison (n=29 centres) Q1 2019 vs. Q1 2020			
1	Albania	80%	20%			70%	30%	80%	20%
2	Algeria	80%	20%						
3	Angola	80%	20%						
4	Argentina	80%	20%						
5	Armenia	80%	20%						
6	Australia	80%	20%						
7	Austria	80%	20%						
8	Azerbaijan	80%	20%						
9	Bahrain	80%	20%						
10	Belarus	80%	20%						
11	Belgium	80%	20%						
12	Bolivia	80%	20%						
13	Bosnia and Herzegovina	80%	20%						
14	Brazil	80%	20%						
15	Bulgaria	80%	20%						
16	Cambodia	80%	20%						
17	Canada	80%	20%						
18	Chile	80%	20%						
19	China	80%	20%						
20	Colombia	80%	20%						
21	Costa Rica	80%	20%						
22	Croatia	80%	20%						
23	Cyprus	80%	20%						
24	Czech Republic	80%	20%						
25	Denmark	80%	20%						
26	Ecuador	80%	20%						
27	Egypt	80%	20%						
28	Estonia	80%	20%						
29	Finland	80%	20%						

## Q1 2020

# Booking Sources

**Table 6**

Top source countries of commissionable bookings by student weeks and their market share

Rank	Source country	Weeks	%
1	Saudi Arabia	10,000	15.0%
2	Italy	10,000	15.0%
3	South Korea	10,000	15.0%
4	Turkey	10,000	15.0%
5	China	5,000	7.5%
6	France	5,000	7.5%
7	Brazil	2,900	4.3%
8	Spain	2,000	3.0%
9	Japan	1,500	2.2%
10	Switzerland	1,400	2.1%
11	Colombia	1,000	1.5%
12	Russia	1,000	1.5%
13	Kuwait	900	1.3%
14	Argentina	899	1.3%
15	Thailand	800	1.2%
16	Oman	649	1.0%
17	Taiwan	500	0.7%
18	Germany	456	0.7%
19	Mexico	400	0.6%
20	Peru	400	0.6%
	Other	2,000	3.0%

**Note:** Figures of student weeks were rounded and do not add up to the total sum of commissionable student weeks.

## Q1 2020

# Booking Sources

**Table 7**

Top source countries of non-commissionable bookings by student weeks and their market share

Rank	Source country	Weeks	%
1	Saudi Arabia	20,000	14.1%
2	Italy	20,000	14.1%
3	South Korea	18,000	12.7%
4	Turkey	14,000	9.9%
5	China	10,000	7.0%
6	France	8,500	6.0%
7	Brazil	8,000	5.6%
8	Spain	6,000	4.2%
9	Japan	6,000	4.2%
10	Switzerland	5,600	3.9%
11	Colombia	5,000	3.5%
12	Russia	4,000	2.8%
13	Kuwait	4,000	2.8%
14	Argentina	3,000	2.1%
15	Thailand	2,000	1.4%
16	Oman	2,000	1.4%
17	Taiwan	1,800	1.3%
18	Germany	1,400	1.0%
19	Mexico	400	0.3%
20	Peru	200	0.1%
	Other	2,000	1.4%

**Note:** Percentages do not add up to 100% due to rounding. Figures of student weeks were rounded and do not add up to the total sum of non-commissionable student weeks.



Table 8 displays:

- **Overall data** based on statistics collected in Q1 2020 from the entire sample of QUIC membership (30);
- **Like-to-like comparison** based on data from centres reporting in both Q1 2019 and Q1 2020 (29 centres) for a more accurate assessment of source market performance trends.

# Q1 2020 Booking Types

**Table 8**  
Student weeks by source country (ranked by total student weeks) and booking type

Rank	Source country	Individual bookings		Group bookings		Like-to-like comparison (n=29 centres)			
		IND	GR	IND	GR	Q1 2019	vs.	Q1 2020	
		<b>Overall data (n=30 centres)</b>				<b>Q1 2020</b>			
1	Albania	80%	20%	70%	30%	80%		20%	
2	Algeria	80%	20%						
3	Angola	80%	20%						
4	Argentina	80%	20%						
5	Armenia	80%	20%						
6	Australia	80%	20%						
7	Austria	80%	20%						
8	Azerbaijan	80%	20%						
9	Bahrain	80%	20%						
10	Belarus	80%	20%						
11	Belgium	80%	20%						
12	Bolivia	80%	20%						
13	Bosnia and Herzegovina	80%	20%						
14	Brazil	80%	20%						
15	Bulgaria	80%	20%						
16	Cambodia	80%	20%						
17	Canada	80%	20%						
18	Chile	80%	20%						
19	China	80%	20%						
20	Colombia	80%	20%						
21	Costa Rica	80%	20%						
22	Croatia	80%	20%						
23	Cyprus	80%	20%						
24	Czech Republic	80%	20%						
25	Denmark	80%	20%						
26	Ecuador	80%	20%						
27	Egypt	80%	20%						
28	Estonia	80%	20%						
29	Finland	80%	20%						

## Q1 2020

# Booking Types

**Table 9**

Top source countries of individual bookings by student weeks and their market share

Rank	Source country	Weeks	%
			
1	Saudi Arabia	20,000	13.9%
2	Italy	20,000	13.9%
3	South Korea	14,000	9.8%
4	Turkey	10,000	7.0%
5	China	4,000	2.8%
6	France	8,000	5.6%
7	Brazil	8,500	5.9%
8	Spain	6,000	4.2%
9	Japan	6,000	4.2%
10	Switzerland	5,600	3.9%
11	Colombia	5,000	3.5%
12	Russia	4,000	2.8%
13	Kuwait	3,500	2.4%
14	Argentina	3,000	2.1%
15	Thailand	2,000	1.4%
16	Oman	18,000	12.6%
17	Taiwan	1,800	1.3%
18	Germany	1,400	1.0%
19	Mexico	400	0.3%
20	Peru	200	0.1%
	Other	2,000	1.4%

**Note:** Percentages do not add up to 100% due to rounding. Figures of student weeks were rounded and do not add up to the total sum of individual student weeks.

## Q1 2020

# Booking Types

**Table 10**

Top source countries of group bookings by student weeks and their market share

Rank	Source country	Weeks	%
			
1	Saudi Arabia	20,000	13.9%
2	Italy	20,000	13.9%
3	South Korea	14,000	9.8%
4	Turkey	10,000	7.0%
5	China	4,000	2.8%
6	France	8,000	5.6%
7	Brazil	8,500	5.9%
8	Spain	6,000	4.2%
9	Japan	6,000	4.2%
10	Switzerland	5,600	3.9%
11	Colombia	5,000	3.5%
12	Russia	4,000	2.8%
13	Kuwait	3,500	2.4%
14	Argentina	3,000	2.1%
15	Thailand	2,000	1.4%
16	Oman	18,000	12.6%
17	Taiwan	1,800	1.3%
18	Germany	1,400	1.0%
19	Mexico	400	0.3%
20	Peru	200	0.1%
	Other	2,000	1.4%

**Note:** Percentages do not add up to 100% due to rounding.



**i** Table 11 displays **overall data** based on statistics collected in Q1 2020 from the entire sample of QUIC membership (30).

## Q1 2020 Programme Data

**Table 11**

Student weeks by source country (ranked by total student weeks) and course type

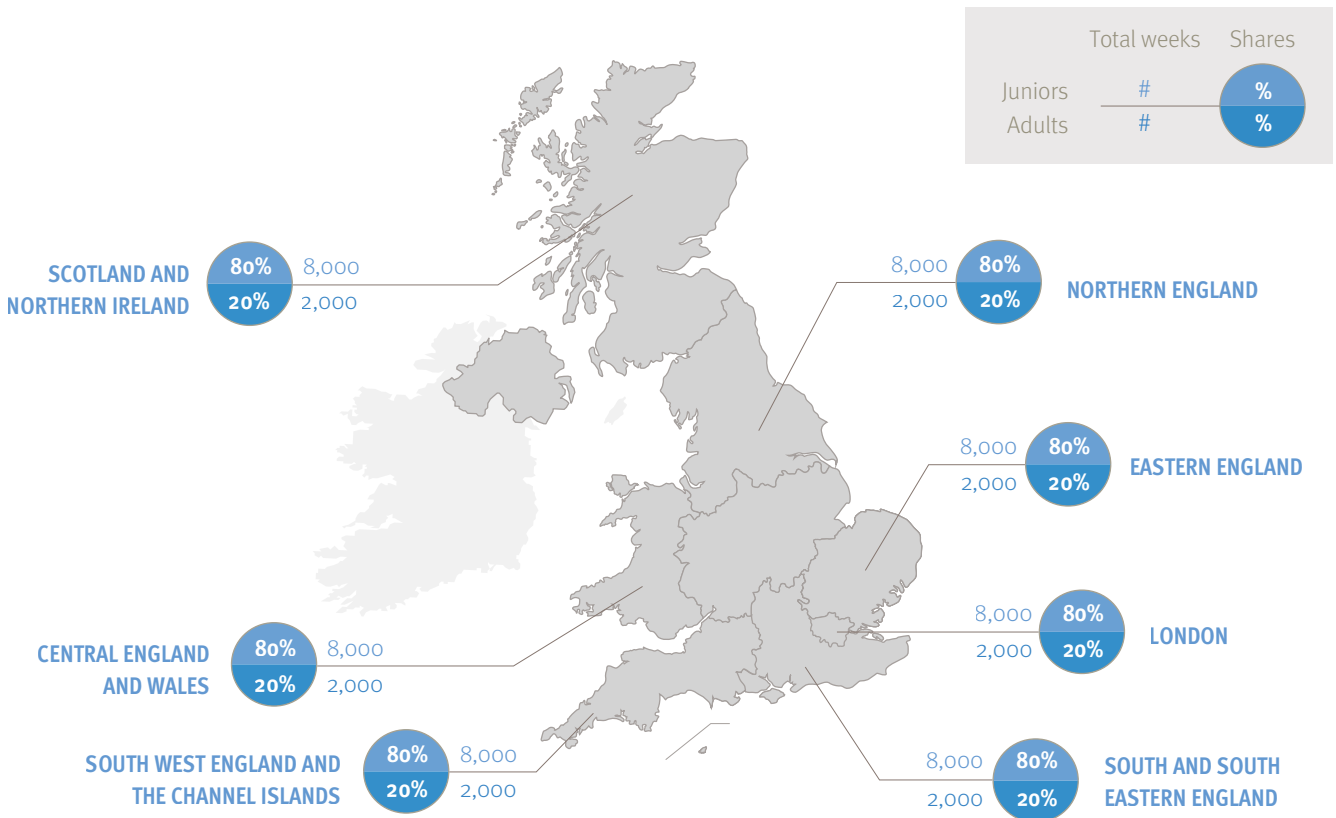
Rank	Source country	Juniors			Adults						
		General English	Summer/Winter Camp	EAP	General English	Business & Prof. English	English Plus	EAP	ESP	One-to-One	Teacher Development
1	Albania	100	80	40	50	10	8	9	9	12	1
2	Algeria										
3	Angola										
4	Argentina										
5	Armenia										
6	Australia										
7	Austria										
8	Azerbaijan										
9	Bahrain										
10	Belarus										
11	Belgium										
12	Bolivia										
13	Bosnia and Herzegovina										
14	Brazil										
15	Bulgaria										
16	Cambodia										
17	Canada										
18	Chile										
19	China										
20	Colombia										
21	Costa Rica										
22	Croatia										
23	Cyprus										
24	Czech Republic										
25	Denmark										
26	Ecuador										
27	Egypt										
28	Estonia										
29	Finland										

**Q1 2020**

**Regional Analysis**

**Chart 7**

Junior and adult student weeks by region



**Note:** Figures of student weeks were rounded and do not add up to the total sum of student weeks per region in Table 1.

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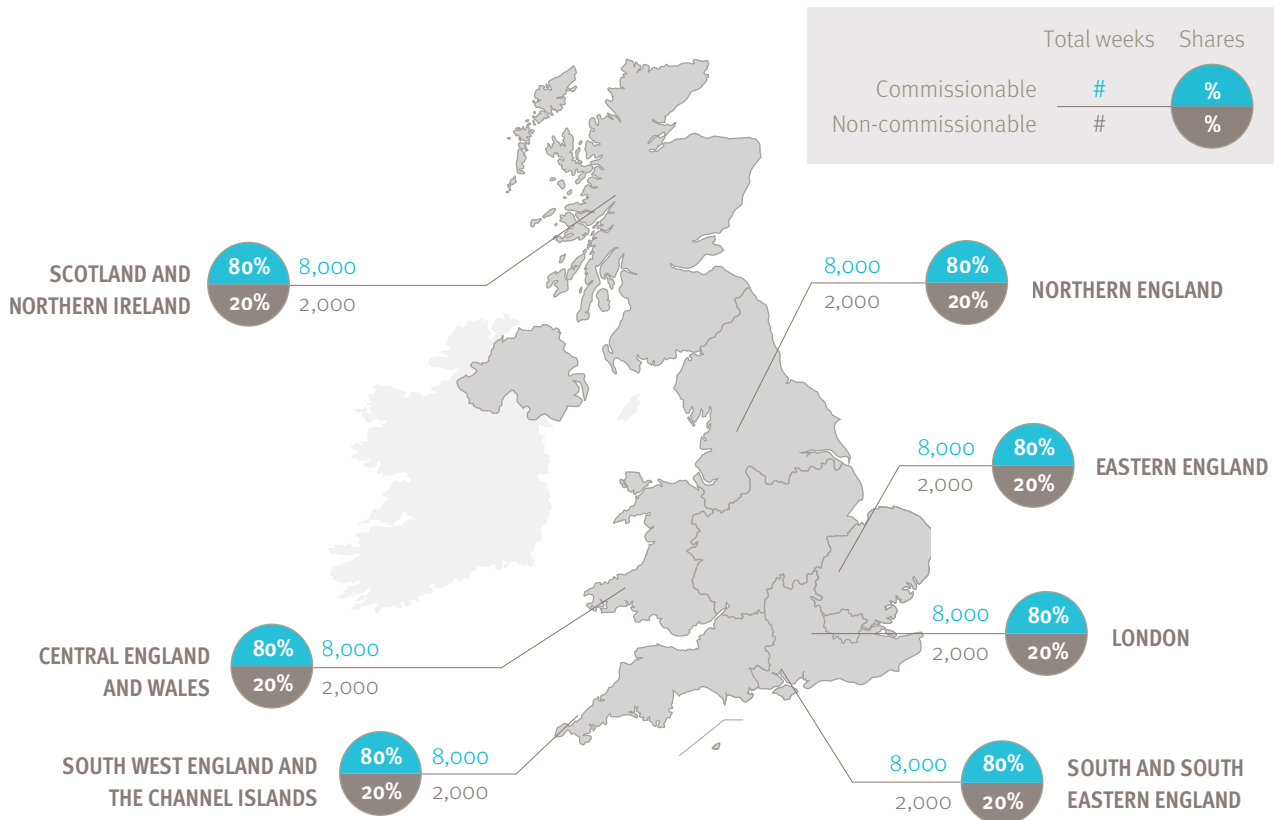
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## Q1 2020

# Regional Analysis

**Chart 8**

Commissionable and non-commissionable student weeks by region



**Note:** Figures of student weeks were rounded and do not add up to the total sum of student weeks per region in Table 1.

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**Q1 2020**

**Programme Data**

**Table 13**

Top source countries by junior course type, student weeks and their market share

Rank	General English	Weeks	%	Summer/Winter Camp	Weeks	%	EAP	Weeks	%
									
1	Saudi Arabia	20,000	18.7%	Saudi Arabia	20,000	18.7%	Saudi Arabia	20,000	18.7%
2	Italy	20,000	18.7%	Italy	20,000	18.7%	Italy	20,000	18.7%
3	South Korea	14,000	13.1%	South Korea	14,000	13.1%	South Korea	14,000	13.1%
4	Turkey	10,000	9.3%	Turkey	10,000	9.3%	Turkey	10,000	9.3%
5	China	4,000	3.7%	China	4,000	3.7%	China	4,000	3.7%
6	France	8,000	7.5%	France	8,000	7.5%	France	8,000	7.5%
7	Brazil	8,500	7.9%	Brazil	8,500	7.9%	Brazil	8,500	7.9%
8	Spain	6,000	5.6%	Spain	6,000	5.6%	Spain	6,000	5.6%
9	Japan	6,000	5.6%	Japan	6,000	5.6%	Japan	6,000	5.6%
10	Switzerland	5,600	5.2%	Switzerland	5,600	5.2%	Switzerland	5,600	5.2%
	Other	5,000	4.7%	Other	5,000	4.7%	Other	5,000	4.7%

**Note:** Percentages do not add up to 100% due to rounding. Figures of student weeks were rounded and do not add up to the total sum of student weeks by course type in Table 11.

## Q1 2020

# Programme Data

**Table 14**

Top source countries by adult course type, student weeks and their market share

Rank	General English			Business & Prof. English			English Plus			
	Weeks	%		Weeks	%		Weeks	%		
1	Saudi Arabia	20,000	18.7%	Saudi Arabia	20,000	18.7%	Saudi Arabia	20,000	18.7%	
2	Italy	20,000	18.7%	Italy	20,000	18.7%	Italy	20,000	18.7%	
3	South Korea	14,000	13.1%	South Korea	14,000	13.1%	South Korea	14,000	13.1%	
4	Turkey	10,000	9.3%	Turkey	10,000	9.3%	Turkey	10,000	9.3%	
5	China	4,000	3.7%	China	4,000	3.7%	China	4,000	3.7%	
6	France	8,000	7.5%	France	8,000	7.5%	France	8,000	7.5%	
7	Brazil	8,500	7.9%	Brazil	8,500	7.9%	Brazil	8,500	7.9%	
8	Spain	6,000	5.6%	Spain	6,000	5.6%	Spain	6,000	5.6%	
9	Japan	6,000	5.6%	Japan	6,000	5.6%	Japan	6,000	5.6%	
10	Switzerland	5,600	5.2%	Switzerland	5,600	5.2%	Switzerland	5,600	5.2%	
	Other	5,000	4.7%	Other	5,000	4.7%	Other	5,000	4.7%	

Rank	EAP			ESP			One-to-One			Teacher Development		
	Weeks	%		Weeks	%		Weeks	%		Weeks	%	
1	Saudi Arabia	20,000	18.7%	Saudi Arabia	20,000	18.7%	Saudi Arabia	20,000	18.7%	Saudi Arabia	20,000	18.7%
2	Italy	20,000	18.7%	Italy	20,000	18.7%	Italy	20,000	18.7%	Italy	20,000	18.7%
3	South Korea	14,000	13.1%	South Korea	14,000	13.1%	South Korea	14,000	13.1%	South Korea	14,000	13.1%
4	Turkey	10,000	9.3%	Turkey	10,000	9.3%	Turkey	10,000	9.3%	Turkey	10,000	9.3%
5	China	4,000	3.7%	China	4,000	3.7%	China	4,000	3.7%	China	4,000	3.7%
6	France	8,000	7.5%	France	8,000	7.5%	France	8,000	7.5%	France	8,000	7.5%
7	Brazil	8,500	7.9%	Brazil	8,500	7.9%	Brazil	8,500	7.9%	Brazil	8,500	7.9%
8	Spain	6,000	5.6%	Spain	6,000	5.6%	Spain	6,000	5.6%	Spain	6,000	5.6%
9	Japan	6,000	5.6%	Japan	6,000	5.6%	Japan	6,000	5.6%	Japan	6,000	5.6%
10	Switzerland	5,600	5.2%	Switzerland	5,600	5.2%	Switzerland	5,600	5.2%	Switzerland	5,600	5.2%
	Other	5,000	4.7%	Other	5,000	4.7%	Other	5,000	4.7%	Other	5,000	4.7%

**Note:** Percentages do not add up to 100% due to rounding.

**Q1 2020**

**Regional Analysis**

**Table 15**

Top source countries by region and their market share (student weeks)

Rank	Central England and Wales		Eastern England		London		Northern England	
		%		%		%		%
1	Saudi Arabia	18.7%	Saudi Arabia	18.7%	Saudi Arabia	18.7%	Saudi Arabia	18.7%
2	Italy	18.7%	Italy	18.7%	Italy	18.7%	Italy	18.7%
3	South Korea	13.1%	South Korea	13.1%	South Korea	13.1%	South Korea	13.1%
4	Turkey	9.3%	Turkey	9.3%	Turkey	9.3%	Turkey	9.3%
5	China	3.7%	China	3.7%	China	3.7%	China	3.7%
6	France	7.5%	France	7.5%	France	7.5%	France	7.5%
7	Brazil	7.9%	Brazil	7.9%	Brazil	7.9%	Brazil	7.9%
8	Spain	5.6%	Spain	5.6%	Spain	5.6%	Spain	5.6%
9	Japan	5.6%	Japan	5.6%	Japan	5.6%	Japan	5.6%
10	Switzerland	5.2%	Switzerland	5.2%	Switzerland	5.2%	Switzerland	5.2%
	Other	4.7%	Other	4.7%	Other	4.7%	Other	4.7%

Rank	Scotland and Northern Ireland		South and South Eastern England		South West England and The Channel Islands	
		%		%		%
1	Saudi Arabia	18.7%	Saudi Arabia	18.7%	Saudi Arabia	18.7%
2	Italy	18.7%	Italy	18.7%	Italy	18.7%
3	South Korea	13.1%	South Korea	13.1%	South Korea	13.1%
4	Turkey	9.3%	Turkey	9.3%	Turkey	9.3%
5	China	3.7%	China	3.7%	China	3.7%
6	France	7.5%	France	7.5%	France	7.5%
7	Brazil	7.9%	Brazil	7.9%	Brazil	7.9%
8	Spain	5.6%	Spain	5.6%	Spain	5.6%
9	Japan	5.6%	Japan	5.6%	Japan	5.6%
10	Switzerland	5.2%	Switzerland	5.2%	Switzerland	5.2%
	Other	4.7%	Other	4.7%	Other	4.7%

**Note:** Percentages do not add up to 100% due to rounding.

## Q1 2020

# Regional Analysis

**Table 16**

Student weeks by region and course type and their market share

Region	Juniors					
	General English		Summer/Winter Camp		EAP	
London	4,000	82.6%	800	16.5%	40	0.8%
South and South Eastern England	3,400	86.3%	500	12.7%	40	1.0%
Northern England	2,000	85.1%	300	12.8%	50	2.1%
South West England and The Channel Islands	1,700	88.5%	200	10.4%	20	1.0%
Eastern England	2,000	79.1%	500	19.8%	30	1.2%
Scotland and Northern Ireland	800	87.0%	100	10.9%	20	2.2%
Central England and Wales	500	87.7%	50	8.8%	20	3.5%

Region	Adults													
	General English		Business & Prof. English		English Plus		EAP		ESP		One-to-One		Teacher Development	
London	50,000	92.6%	900	1.7%	400	0.7%	2,000	3.7%	500	0.9%	100	0.2%	90	0.2%
South and South Eastern England	40,000	90.8%	200	0.5%	300	0.7%	3,000	6.8%	300	0.7%	170	0.4%	80	0.2%
Northern England	43,000	95.6%	400	0.9%	50	0.1%	1,000	2.2%	430	1.0%	30	0.1%	70	0.2%
South West England and The Channel Islands	8,000	88.4%	500	5.5%	200	2.2%	50	0.6%	200	2.2%	40	0.4%	60	0.7%
Eastern England	7,000	93.7%	100	1.3%	100	1.3%	70	0.9%	100	1.3%	60	0.8%	40	0.5%
Scotland and Northern Ireland	6,000	94.3%	50	0.8%	50	0.8%	100	1.6%	100	1.6%	10	0.2%	50	0.8%
Central England and Wales	1,000	63.7%	30	1.9%	100	6.4%	300	19.1%	100	6.4%	10	0.6%	30	1.9%

**Note:** Percentages do not add up to 100% due to rounding.

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Q1 2020

# QUIC participants



**QUIC** QUARTERLY  
INTELLIGENCE  
COHORT