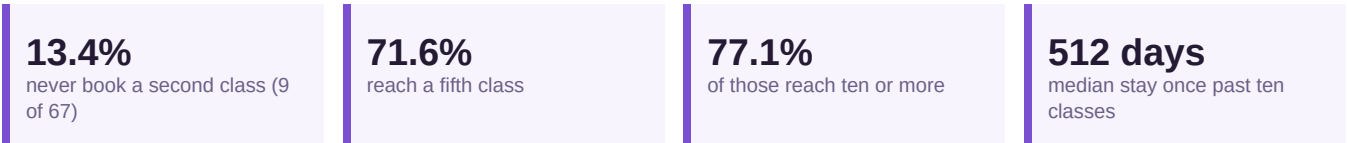


The First Class Decides It

What 1,896 one-to-one Spanish lessons show about who keeps going. Six and a half years of records from 67 adult students at Speak Better Spanish.



The finding

Adult attrition in one-to-one Spanish tuition is not spread evenly across a year. It is concentrated in the first class. Of every 67 students who take a first class with us, nine never take a second. Of the 58 who do, 55 come back for a third (94.8%). Past class five the curve nearly flattens, and students who reach ten classes stay a median of 17 months.

Continuation by class number (67 students, 1,896 classes)

After class	Students who reached it	Took the next one	Continuation
1	67	58	86.6%
2	58	55	94.8%
3	55	53	96.4%
4	53	48	90.6%
5	48	44	91.7%
10	37	34	91.9%

Why nobody publishes this

Retention numbers in the adult language space come almost entirely from apps, whose sessions are three minutes long and do not compare to an hour of one-to-one tuition. Schools that hold the relevant records are small private businesses with no reason to publish them. We looked for a comparable published figure from another one-to-one school before writing this and could not find one, which is why this study reports its own sample size in every sentence rather than claiming to describe the field.

Method.

Data is the Acuity client ledger, one row per client with completed class count and first and last class dates. Duplicate client records were merged by email address (12 pairs found). We restricted to students with at least one completed class between 2020-01-06 and 2026-07-24: n = 67 students, 1,896 classes. Continuation rates are calculated at each class number as (students who reached the next class) / (students who reached this one). Roadmap consultation conversion (57.1%) is (paid students) / (roadmap bookers), 40 of 70. Figures recomputed 2026-09-20 by analyze.py. Underlying tables are published as CSV under CC BY 4.0.