



# **GUAM VISITORS BUREAU**

## **Japan Visitor Tracker Exit Profile**

### **FY2015**

### **APRIL 2015**



**Prepared by: QMark Research**

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# Background & Methodology

- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **352** departing Japanese visitors were randomly interviewed at the Guam A.B. Wonpat International Airport's departure and waiting areas.
- The margin of error for a sample of **352** is +/- 5.23 percentage points with a 95% confidence level. That is, if all Japanese visitors who traveled to Guam in the same time period were asked these questions, we can be 95% certain that their responses would not differ by +/- 5.23 percentage points.

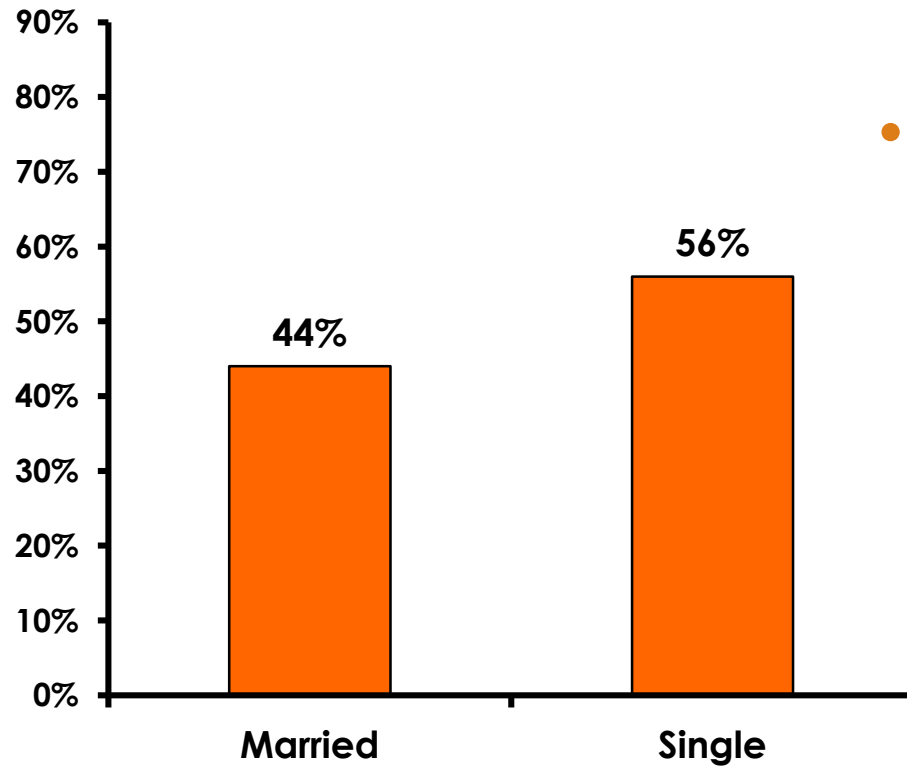
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# OBJECTIVES

- To monitor the effectiveness of the Japan seasonal campaigns in attracting Japanese visitors, refresh certain baseline data, to better understand the nature, and economic value or impact of each of the targeted segments in the Japan marketing plan.
- Identify significant determinants of visitor satisfaction, expenditures and the desire to return to Guam.

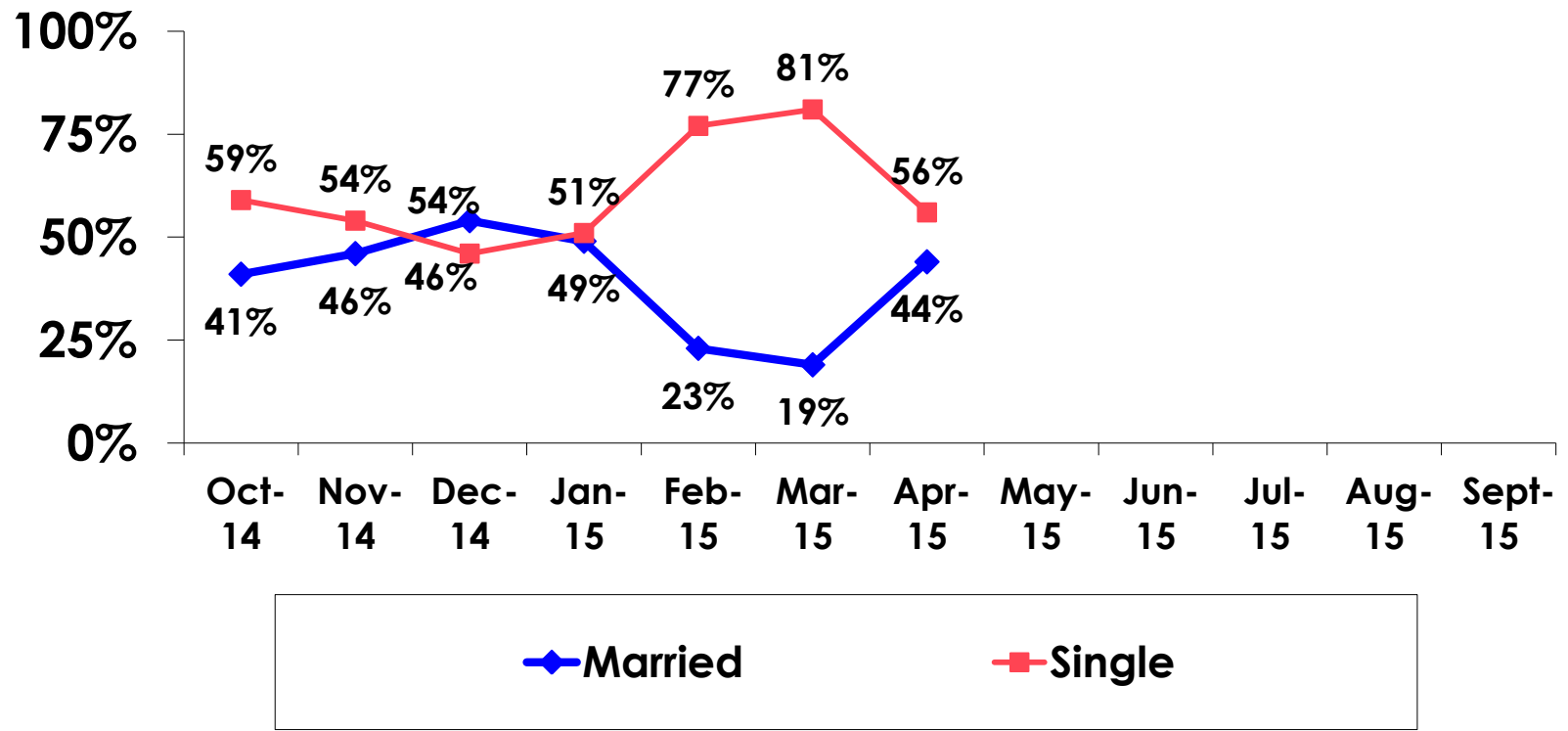
# SECTION 1 **PROFILE OF RESPONDENTS**

# Marital Status - Overall

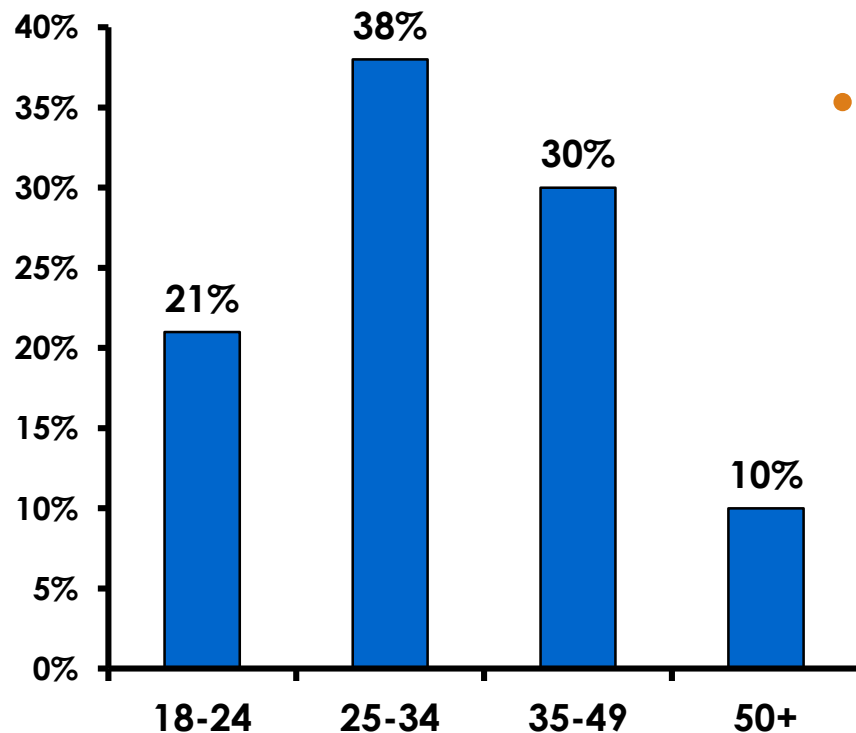


- 61% of first time visitors are single.

# MARITAL STATUS

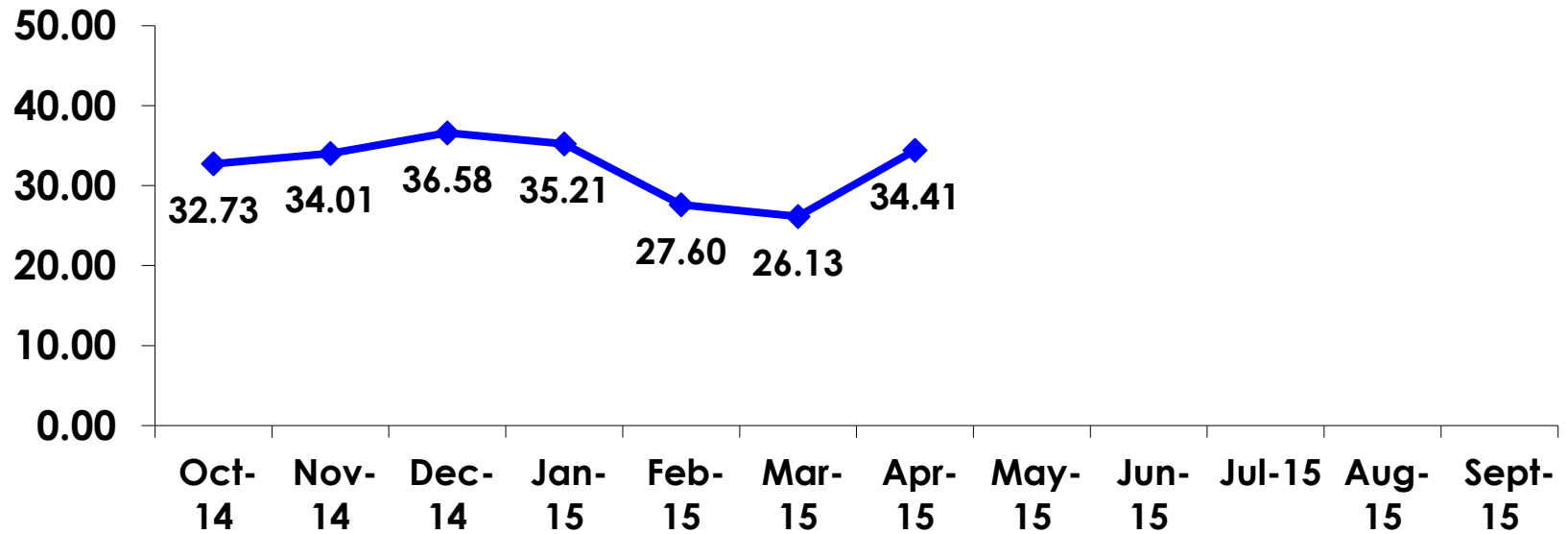


# Age - Overall



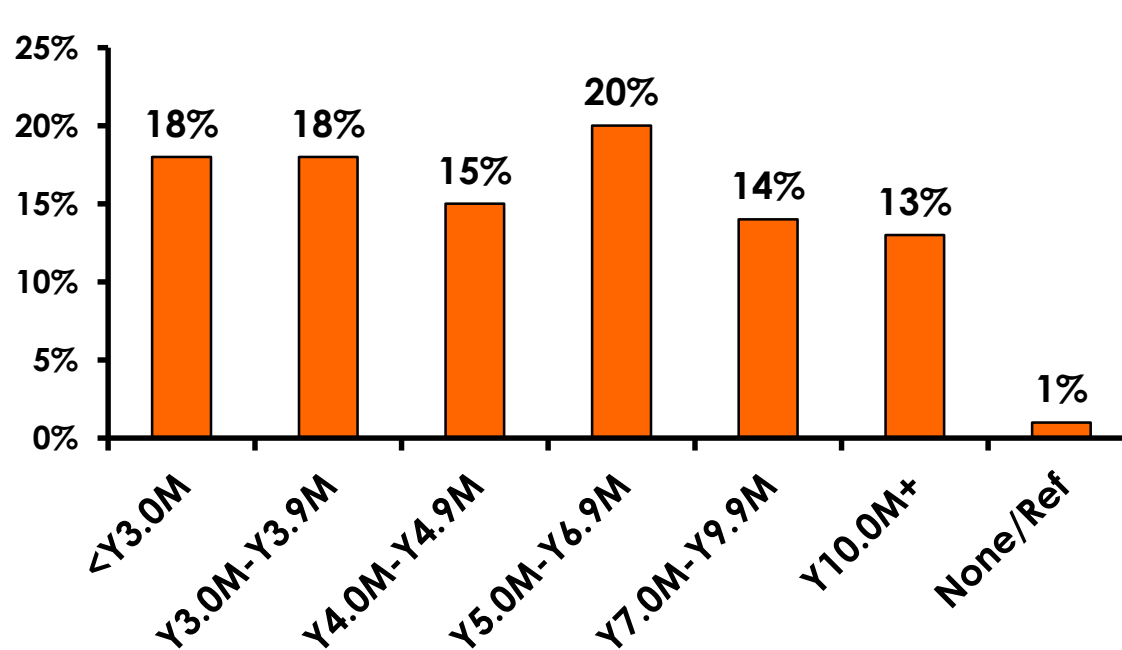
- The average age of the respondents is 34.41 years of age.

# AVERAGE - AGE



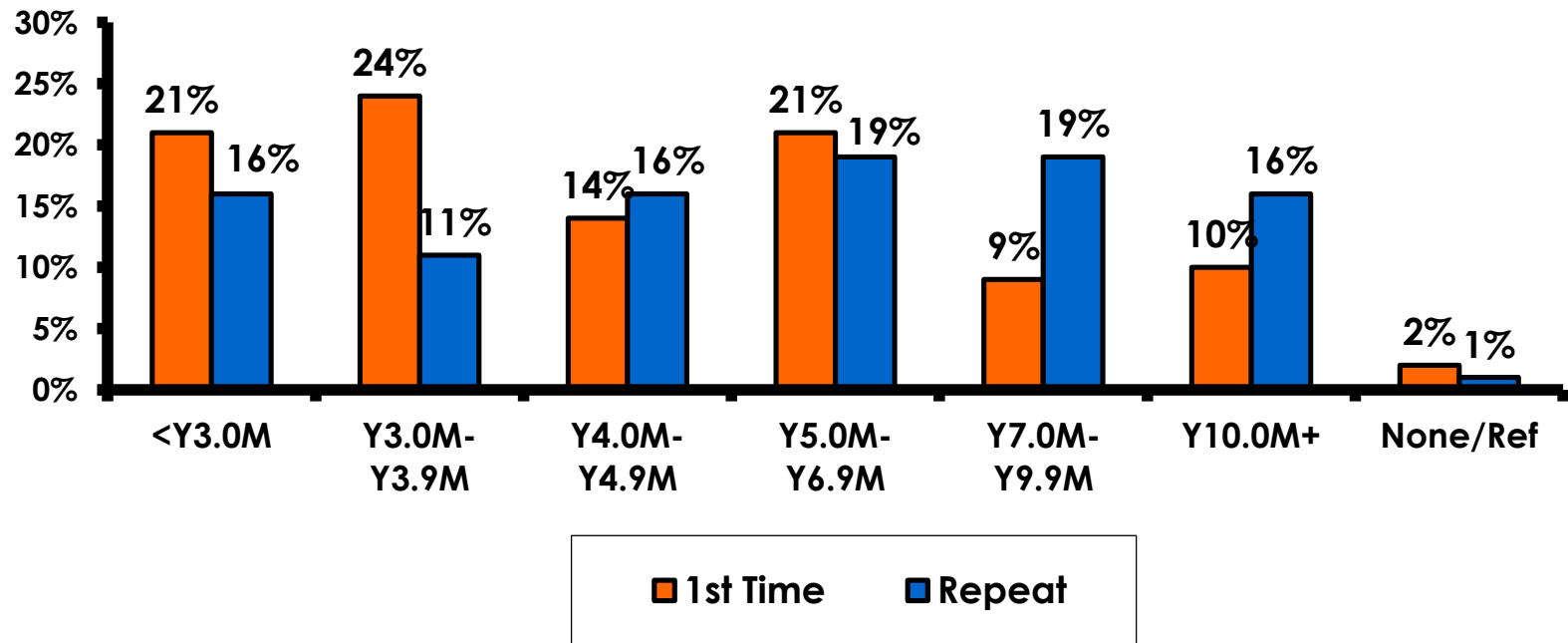


# Personal Income



• ¥119.46=\$1

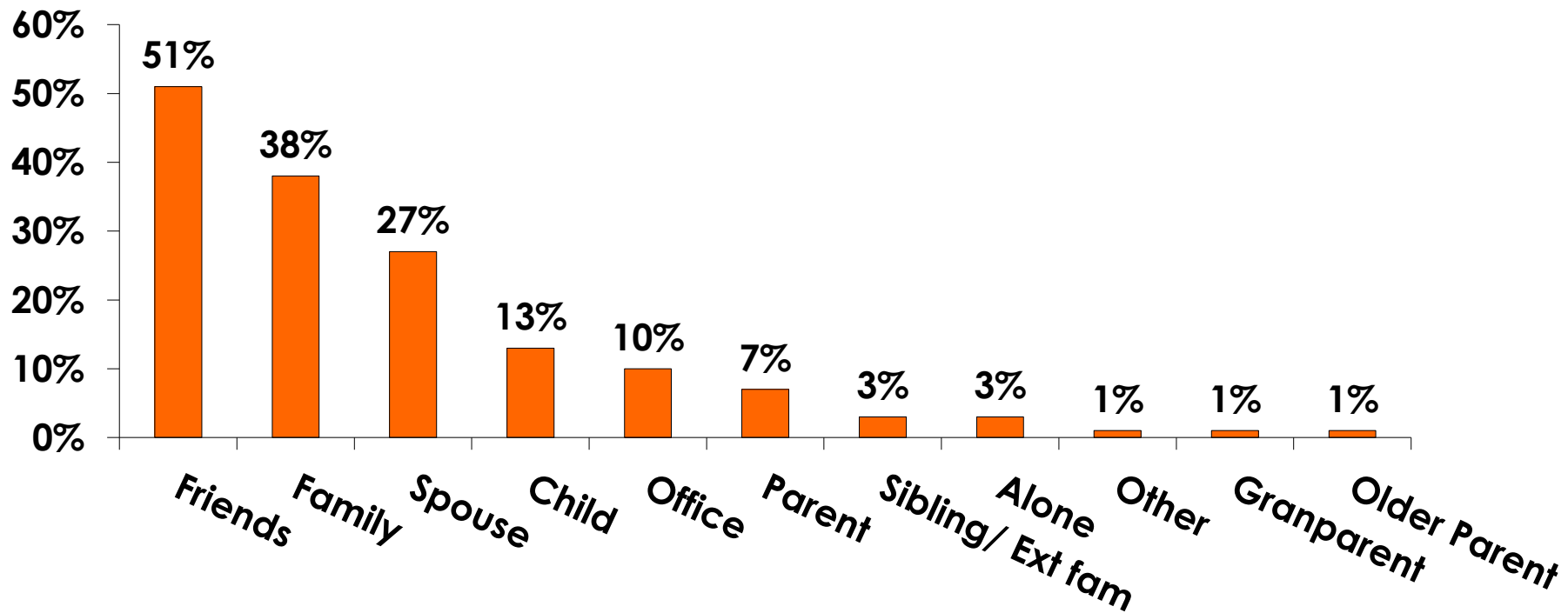
# Personal Income – 1st time vs. repeat



# Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<Y2.0 million	Count	17	3	14	9	3	4	1
		Column N %	6%	2%	9%	18%	3%	4%	3%
	Y2.0M-Y3.0M	Count	40	11	29	6	20	12	2
		Column N %	13%	7%	19%	12%	17%	12%	6%
	Y3.0M-Y4.0M	Count	56	26	30	7	35	10	4
		Column N %	18%	17%	20%	14%	29%	10%	12%
	Y4.0M-Y5.0M	Count	45	21	24	6	21	11	7
		Column N %	15%	14%	16%	12%	18%	11%	21%
	Y5.0M-Y7.0M	Count	61	35	26	5	23	24	9
		Column N %	20%	23%	17%	10%	19%	24%	26%
	Y7.0M-Y10.0M	Count	41	28	13	5	6	20	8
		Column N %	14%	18%	9%	10%	5%	20%	24%
	Y10.0M+	Count	39	29	10	8	11	17	3
		Column N %	13%	19%	7%	16%	9%	17%	9%
	No Income	Count	4	1	3	4			
		Column N %	1%	1%	2%	8%			
	Total	Count	303	154	149	50	119	98	34

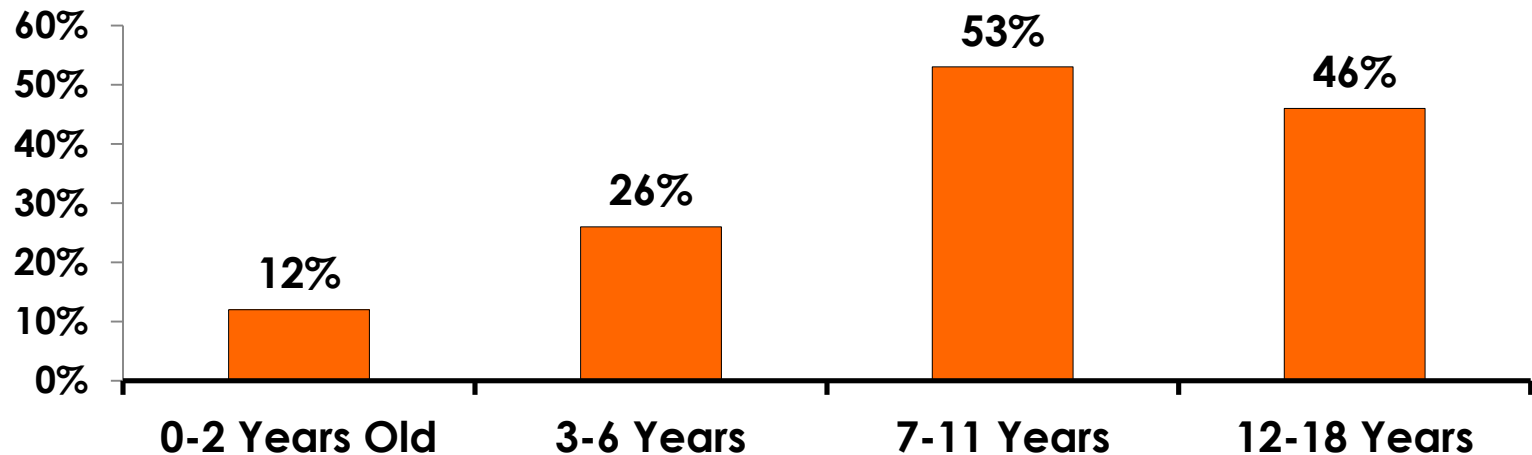
# Travel Companions



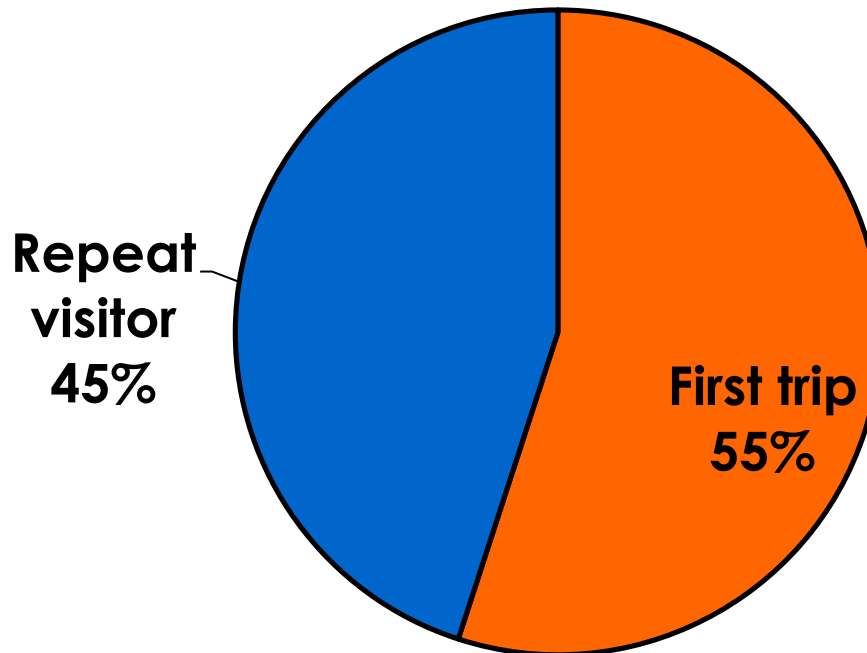
# Number of Children Travel Party

N=43 total respondents traveling with children.

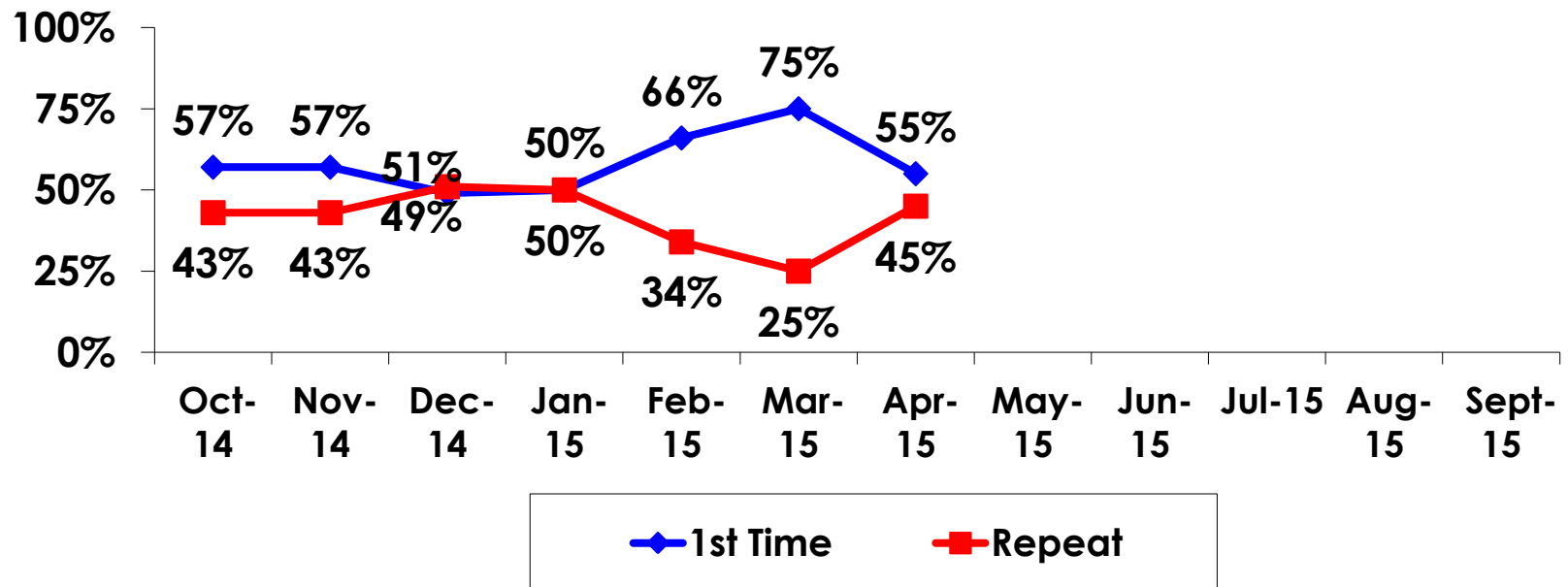
(Of those N=43 respondents, there is a total of 74 children 18 years or younger)



# Prior Trips to Guam



# PRIOR TRIPS TO GUAM



# Trips to Guam by Age & Gender

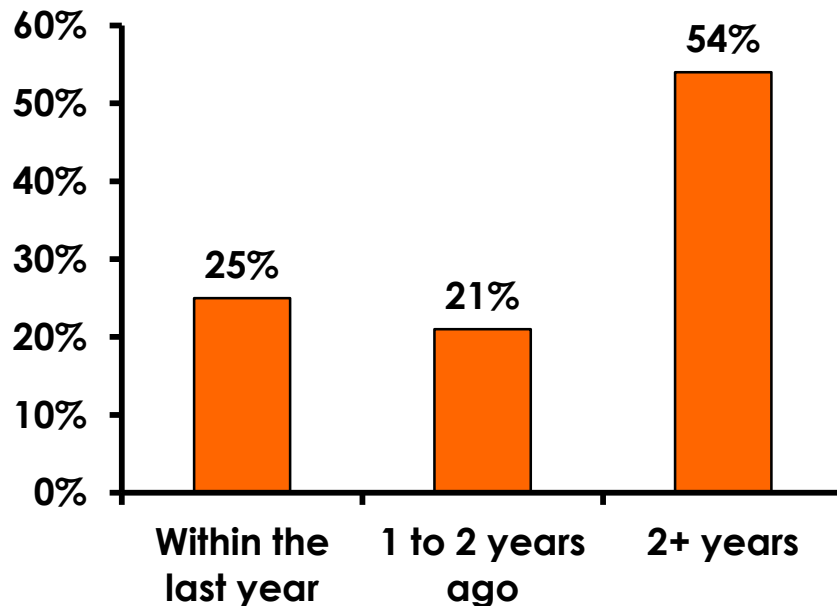
			TOTAL	TRIPS TO GUAM		
			-	1st	Repeat	
GENDER	Male	Count	177	83	94	
		Column N %	50%	43%	59%	
	Female	Count	175	111	64	
		Column N %	50%	57%	41%	
	Total	Count	352	194	158	
AGE	18-24	Count	75	51	24	
		Column N %	21%	26%	15%	
	25-34	Count	132	85	47	
		Column N %	38%	44%	30%	
	35-49	Count	106	46	60	
		Column N %	30%	24%	38%	
	50+	Count	36	11	25	
		Column N %	10%	6%	16%	
		Total	Count	349	193	156

- First-time visitors are younger than repeat visitors to Guam.



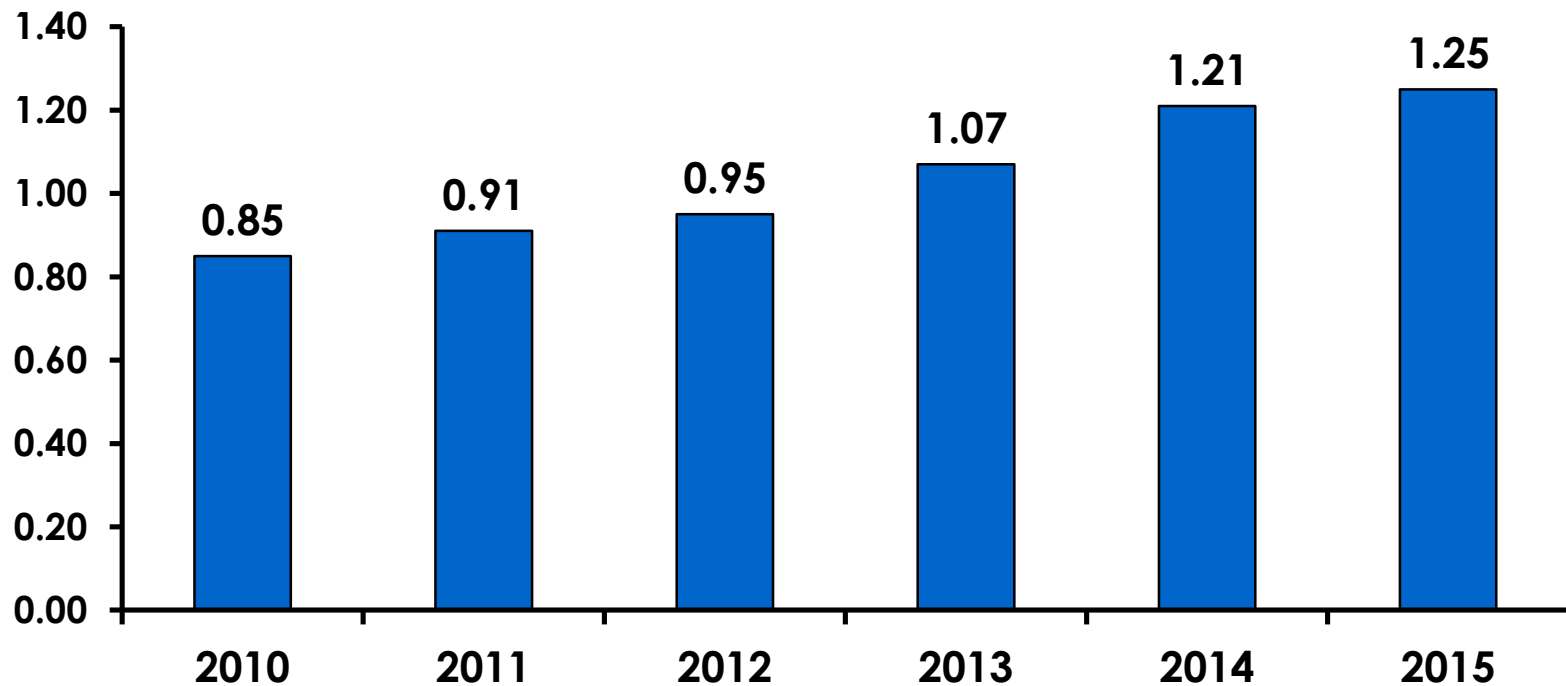
# Repeat Visitors Last Trip

n = 152



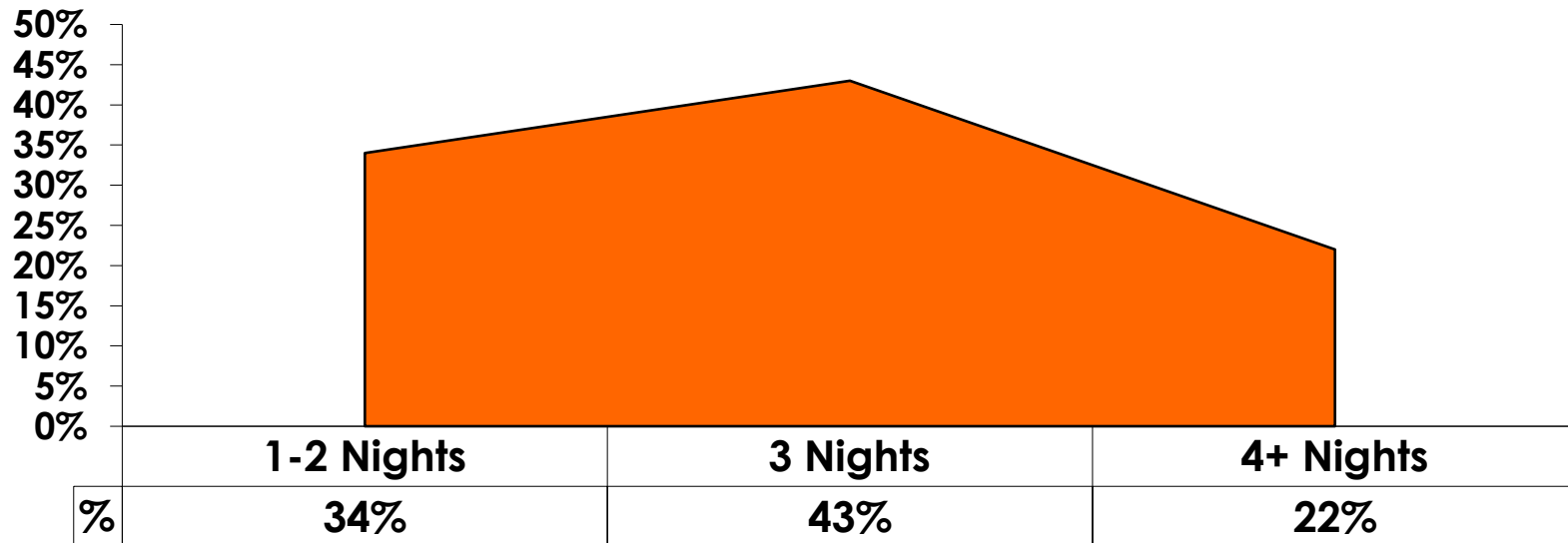
- The average repeat visitor has been to Guam 3.76 times.
- Half of repeat visitors have been to Guam within the last 2 years.

# Average Number Overnight Trips (2010-2015) (2 nights or more)

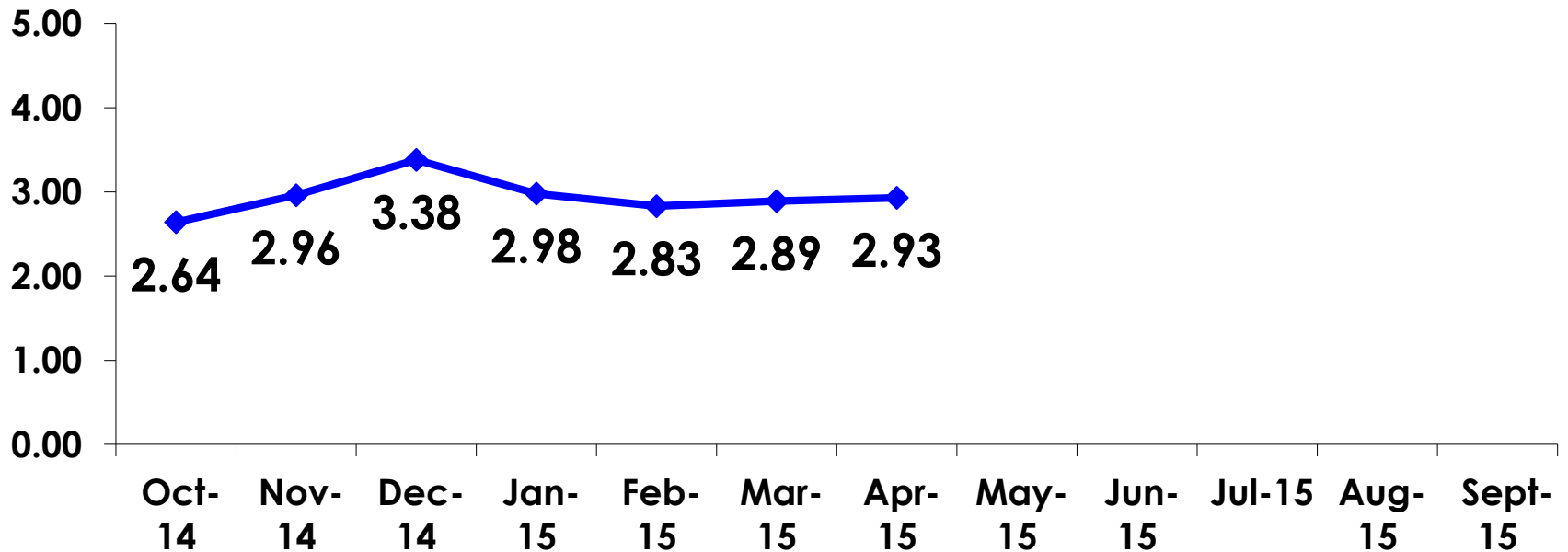


# Length of Stay

Mean = 2.93 Days  
Median = 3.0 Days



# AVG LENGTH OF STAY

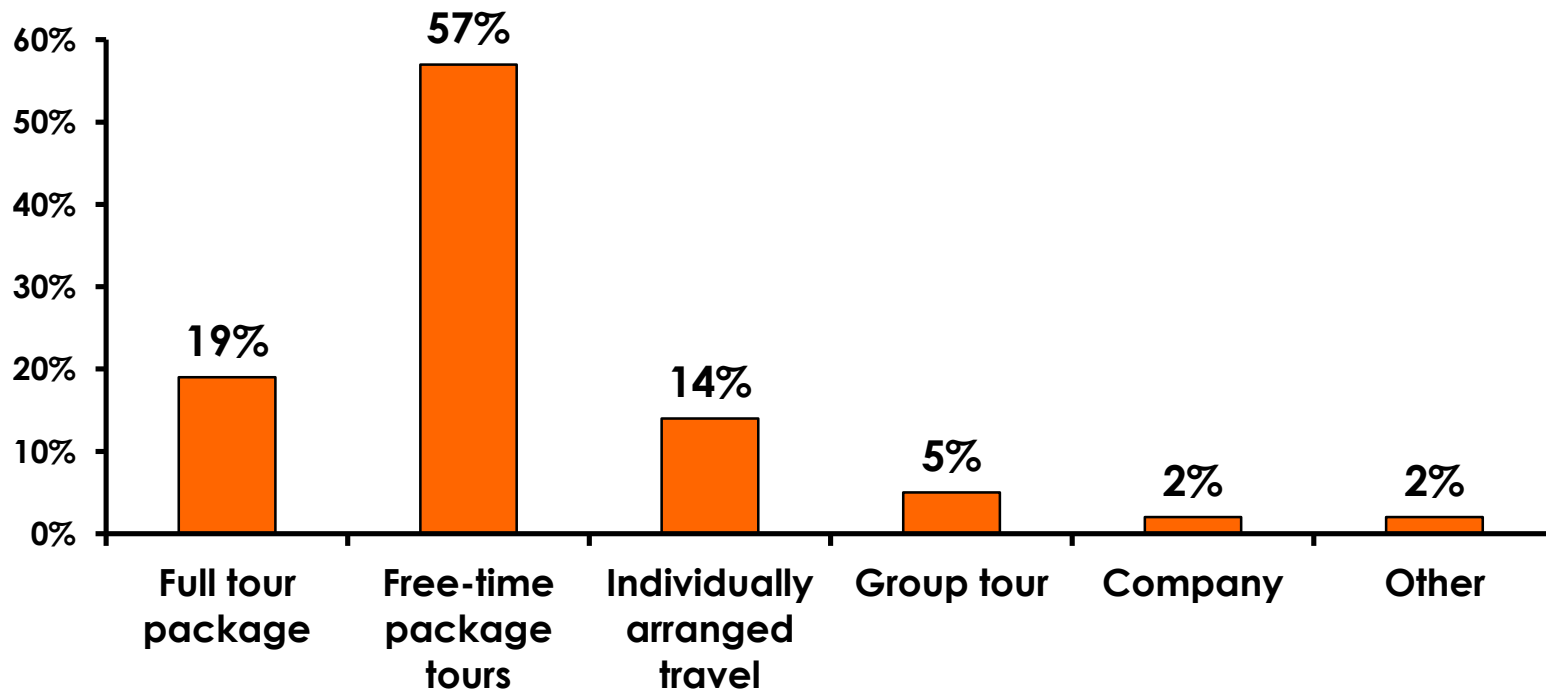


# Occupation by Income

		TOTAL	Q26								
		-	<Y2.0 million	Y2.0M-Y3.0M	Y3.0M-Y4.0M	Y4.0M-Y5.0M	Y5.0M-Y7.0M	Y7.0M-Y10.0M	Y10.0M+	No Income	
Q25	Engineer	22%	18%	26%	27%	31%	26%	15%	21%		
	Office worker non-mgr	15%	18%	15%	14%	11%	15%	22%	10%		
	Salesperson	13%		8%	16%	18%	10%	22%	15%		
	Self-employed	10%	6%	5%	11%	13%	11%	12%	15%		
	Student	7%	18%				2%	5%	8%	50%	
	Homemaker	6%		3%	5%	7%	11%	10%	3%		
	Skilled worker	5%	6%	10%	5%	9%		2%	5%		
	Freeter	4%	24%	13%	2%	2%			3%	25%	
	Other	4%	6%	10%	2%		3%	5%	3%		
	Manager	3%			2%		8%	2%	5%		
	Professional/ Specialist	3%		3%	9%		2%		3%		
	Executive (30+ employees)	3%		3%		2%	2%	2%	8%	25%	
	Unemployed	2%		3%	2%	2%	3%		3%		
	Govt- office worker non-mgr	1%	6%		2%		2%	2%			
	Govt- Manager	1%			2%	2%	2%				
	Retired	1%		3%			2%				
	Teacher	1%			2%	2%					
	Free-lancer	0%					2%				
	Total	Count	334	17	39	56	45	61	41	39	4

# SECTION 2 **TRAVEL PLANNING**

# Travel Planning - Overall



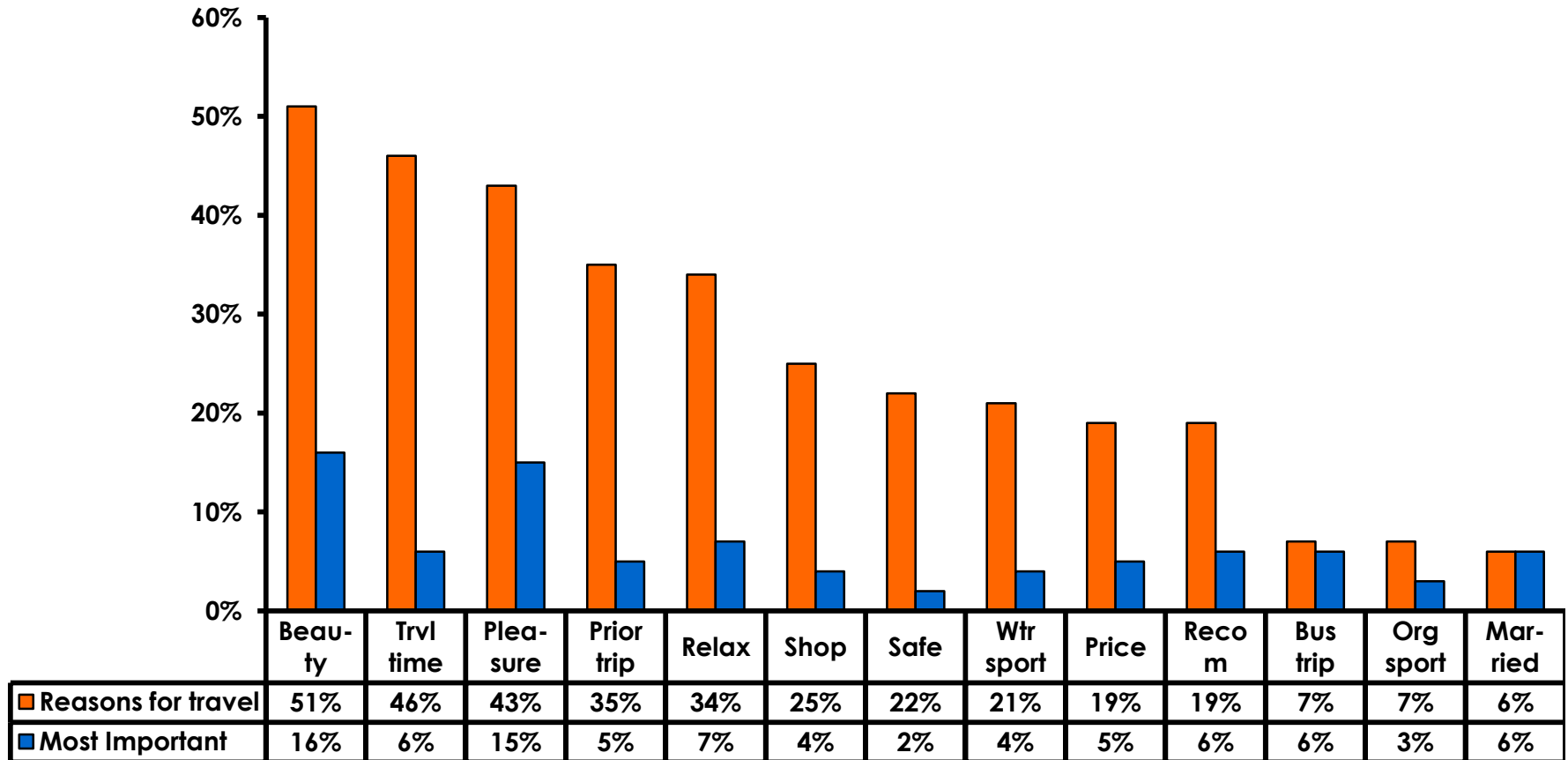
# Accommodation by Income

Average length of stay: 2.93 days

		TOTAL	Q26							No Income	
		-	<Y2.0 million	Y2.0M-Y3.0M	Y3.0M-Y4.0M	Y4.0M-Y5.0M	Y5.0M-Y7.0M	Y7.0M-Y10.0M	Y10.0M+		
Q9	Guam Plaza Hotel	11%	18%	23%	11%	11%	5%	7%	13%		
	Fiesta Resort Guam	9%		13%	18%	7%	11%	5%	5%		
	Onward Beach Resort	7%	12%	5%	4%	7%	11%	15%	5%		
	Grand Plaza Hotel	7%	6%	5%	9%	7%	5%	2%	8%		
	Hotel Nikko Guam	7%		8%	4%	4%	10%	12%	8%		
	Holiday Resort Guam	7%	12%	3%	11%	4%	8%	2%	5%	25%	
	PIC Club	6%	6%	8%	5%		5%	10%	8%		
	Guam Reef & Olive Spa	5%		5%	9%		5%	10%		50%	
	Outrigger Guam Resort	5%	12%		5%	13%	3%	7%	3%		
	Bayview Hotel	4%	6%	13%		2%	7%	2%	5%		
	Pacific Bay Hotel	4%		5%	11%		3%	7%	3%		
	Hyatt Regency Guam	4%			4%	2%	5%	5%			
	Leo Palace Resort	4%	6%			9%	3%	7%	3%		
	Hilton Guam Resort	4%		3%		9%	7%		11%		
	Oceanview Hotel	3%	6%		4%	2%		5%	5%		
	Royal Orchid Guam	3%			2%	9%			5%		
	Pacific Star Resort & Spa	3%		3%	2%	4%	5%		3%		
	Other	2%	6%	5%	2%	2%					
	Westin Resort Guam	2%	6%		2%	2%	2%				
	Hotel Santa Fe	1%	6%				2%		5%		
	Sheraton Laguna Guam	1%		3%		4%	2%		3%		
	Condo	1%		3%				2%	3%		
	Verona Resort & Spa	1%								25%	
	Aqua Suites	0%					2%				
	Lotte Hotel Guam	0%									
	Total	Count	351	17	40	56	45	61	41	38	4



# Travel Motivation - Top Responses



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# Most Important Reason for Choosing Guam

- Guam's natural beauty/ beaches
- Pleasure
- The ability to relax

were the primary reasons for visiting during this period.

# Motivation by Age & Gender

		TOTAL	AGE				GENDER		
		-	18-24	25-34	35-49	50+	Male	Female	
Q5A	Natural beauty	51%	61%	50%	52%	33%	44%	58%	
	Short travel time	46%	35%	52%	49%	42%	43%	49%	
	Pleasure	43%	47%	45%	41%	36%	34%	51%	
	Previous trip	35%	20%	30%	42%	61%	38%	31%	
	Relax	34%	27%	40%	34%	31%	32%	37%	
	Shopping	25%	25%	31%	19%	19%	19%	31%	
	Safe	22%	20%	19%	27%	28%	23%	22%	
	Water sports	21%	15%	24%	24%	17%	18%	24%	
	Price	19%	23%	23%	16%	8%	20%	18%	
	Recomm- friend/family/trvl agnt	19%	21%	24%	14%	11%	15%	23%	
	Company/ Business Trip	7%	4%	7%	10%	6%	10%	4%	
	Organized sports	7%	5%	8%	5%	11%	6%	8%	
	Married/ Attn wedding	6%	5%	5%	7%	8%	7%	6%	
	Golf	6%		5%	7%	19%	10%	1%	
	Other	5%	1%	3%	10%	8%	6%	5%	
	Honeymoon	5%	4%	8%	3%	3%	9%	1%	
	Scuba	4%	3%	4%	5%	3%	3%	5%	
	Visit friends/ Relatives	3%	1%	1%	3%	11%	3%	2%	
	Career Cert/ Testing	1%	1%	1%	2%		1%	2%	
	Company Sponsored	1%	1%	1%	1%		1%	1%	
	Convention/ Trade/ Conference	1%		1%		3%	1%	1%	
	Total	Count	350	75	131	105	36	177	173

# Motivation by Income

		TOTAL	Q26								
		-	<Y2.0 million	Y2.0M-Y3.0M	Y3.0M-Y4.0M	Y4.0M-Y5.0M	Y5.0M-Y7.0M	Y7.0M-Y10.0M	Y10.0M+	No Income	
Q5A	Natural beauty	51%	56%	60%	45%	49%	54%	56%	54%	50%	
	Short travel time	46%	19%	53%	45%	47%	51%	56%	44%	25%	
	Pleasure	43%	44%	45%	47%	44%	38%	56%	33%	50%	
	Previous trip	35%	31%	33%	25%	40%	30%	61%	36%		
	Relax	34%	19%	50%	36%	29%	33%	56%	31%		
	Shopping	25%	31%	30%	24%	22%	18%	32%	21%		
	Safe	22%	25%	25%	27%	31%	16%	34%	21%		
	Water sports	21%	19%	25%	22%	29%	20%	27%	10%	50%	
	Price	19%	19%	28%	29%	18%	13%	22%	15%		
	Recomm- friend/family/trvl agnt	19%	38%	20%	24%	18%	18%	17%	18%		
	Company/ Business Trip	7%	6%	5%	9%	9%	5%	2%	10%		
	Organized sports	7%	6%	5%	11%		5%	12%	10%		
	Married/ Attn wedding	6%	6%	13%	7%	4%	7%	2%	5%		
	Golf	6%	6%		2%	9%	7%	10%	13%		
	Other	5%	6%	5%	7%	2%	3%	5%	13%		
	Honeymoon	5%			9%	9%	5%	5%			
	Scuba	4%	6%	8%		2%	5%		3%		
	Visit friends/ Relatives	3%	6%		2%		3%	10%			
	Career Cert/ Testing	1%	6%	3%				2%			
	Company Sponsored	1%			2%			2%		25%	
	Convention/ Trade/ Conference	1%				2%		2%			
	Total	Count	350	16	40	55	45	61	41	39	4

# SECTION 3 **EXPENDITURES**

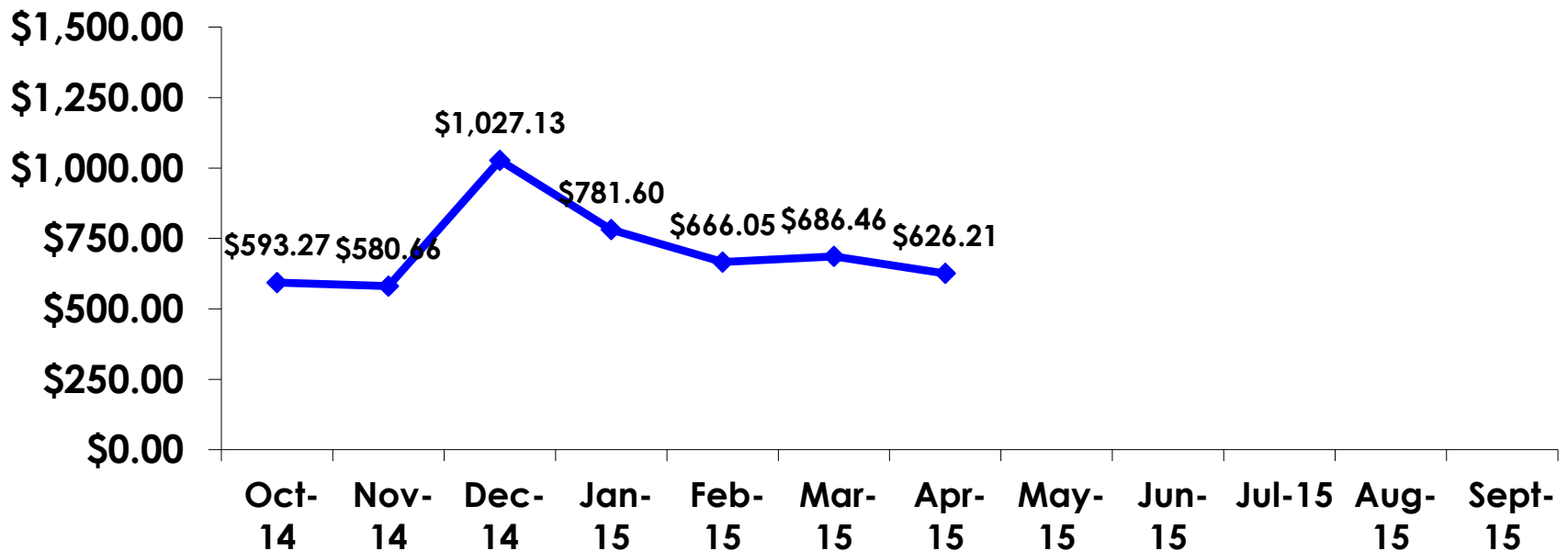
# Prepaid Expenditures

¥119.46/US\$1

- \$1,177.07 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$12,557 = maximum (highest amount recorded for the entire sample)
- \$626.21 = overall mean average per person prepaid expenditures

# PREPAID EXPENDITURES

## Per Person



YTD=\$708.81

# Breakdown of Prepaid Expenditures

¥119.46=\$1

(Filter: Only those who responded/  
Per Travel Party)

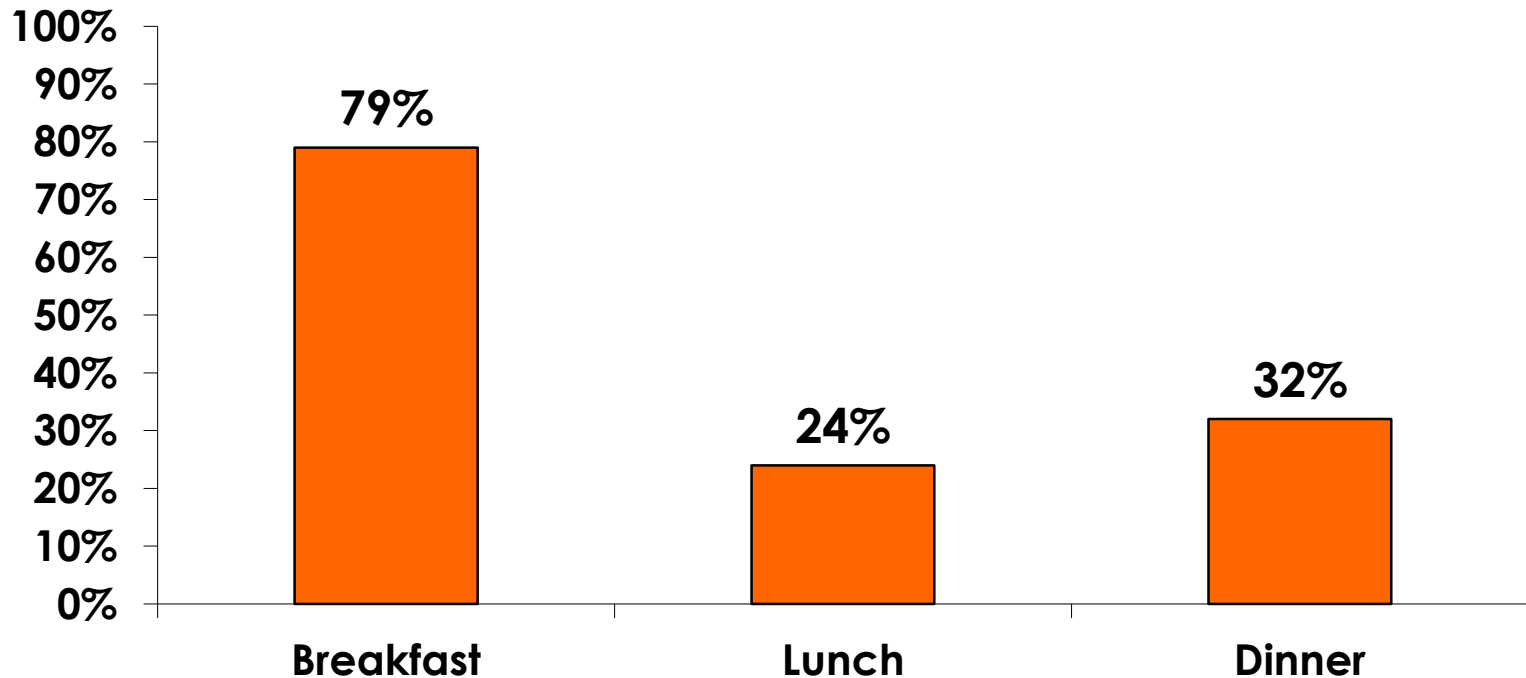
	MEAN \$
Air & Accommodation package only	\$1,137.42
Air & Accommodation w/ daily meal package	\$2,152.23
Air only	\$872.33
Accommodation only	\$534.49
Accommodation w/ daily meal only	\$-
Food & Beverages in Hotel	\$-
Ground transportation – Japan	\$61.66
Ground transportation – Guam	\$73.00
Optional tours/ activities	\$297.46
Other expenses	\$368.92
<b>Total Prepaid</b>	<b>\$1,177.07</b>



# PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n=34

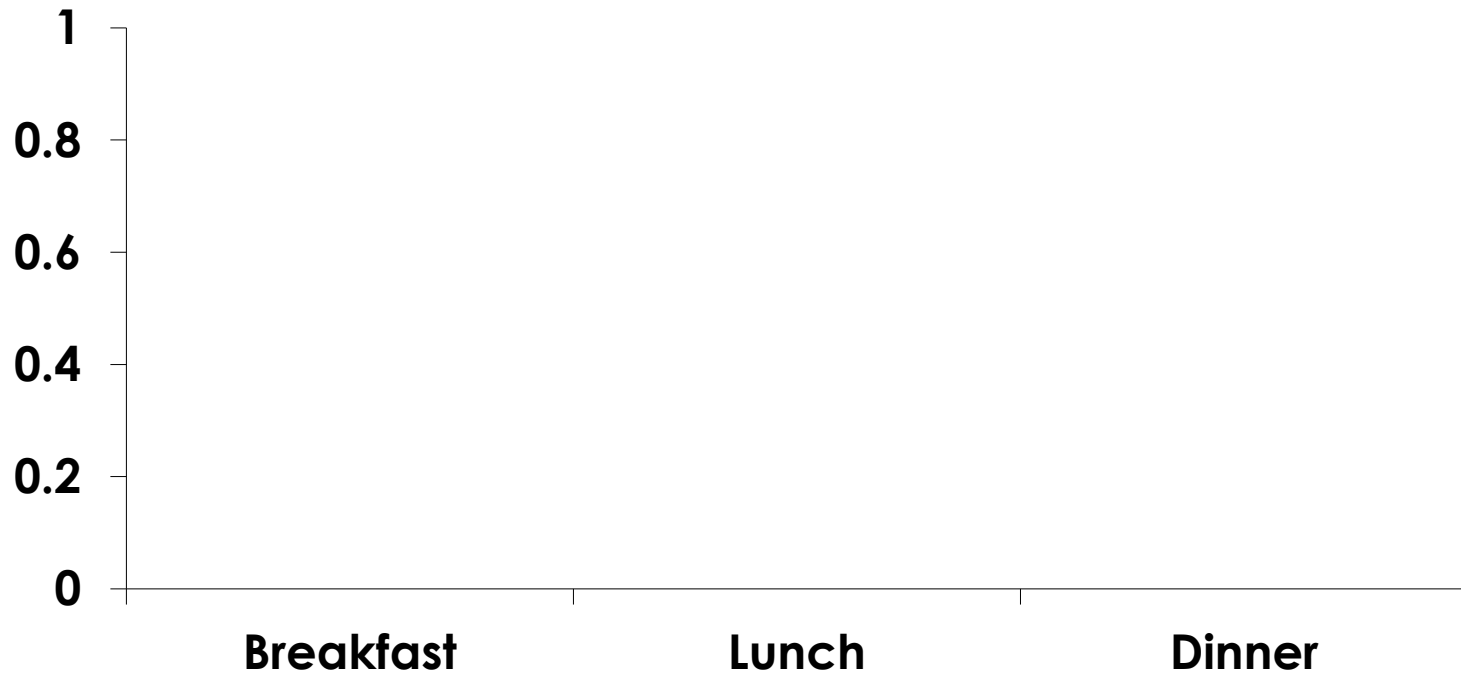


Mean=\$2,152.23 per travel party

# PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

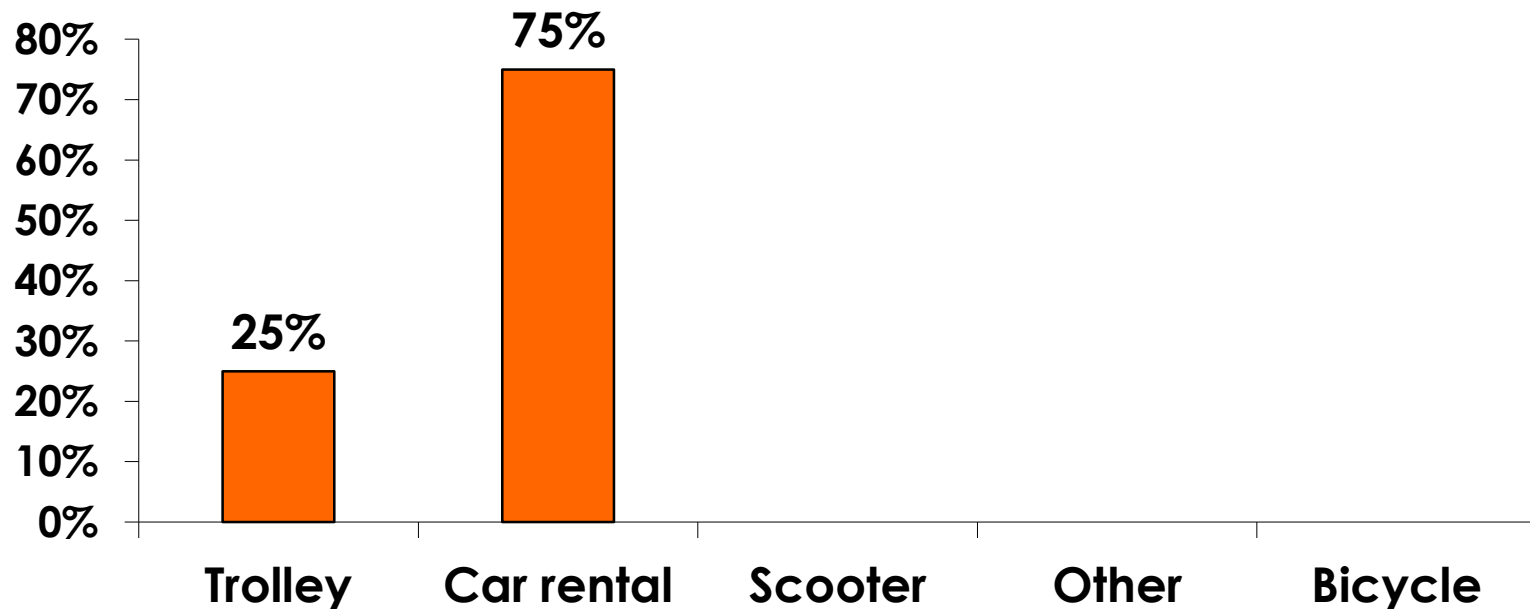
n=x



Mean=\$xxx per travel party

# PREPAID GROUND TRANSPORTATION

n=4



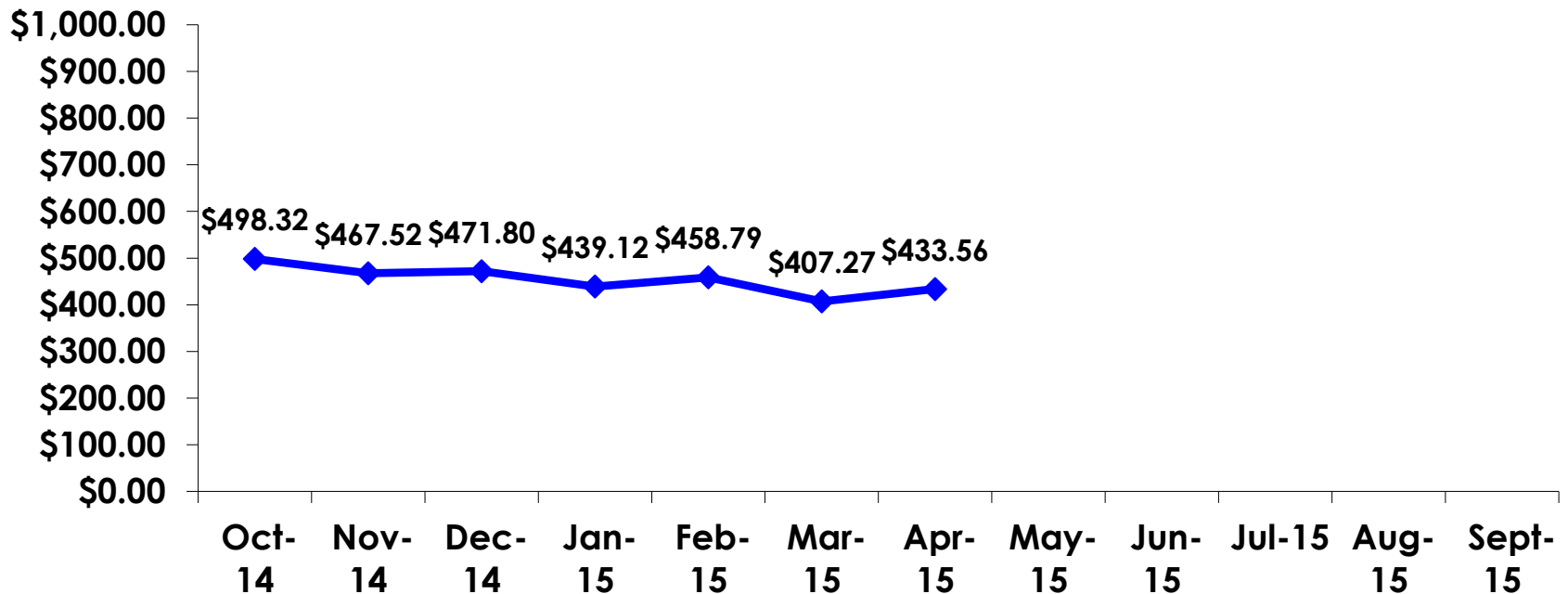
Mean=\$73.00 per travel party

# On-Island Expenditures

- \$669.66 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$5,000 = Maximum (highest amount recorded for the entire sample)
- \$433.56 = overall mean average per person on-island expenditure

# ON-ISLAND EXPENDITURES

## Per Person

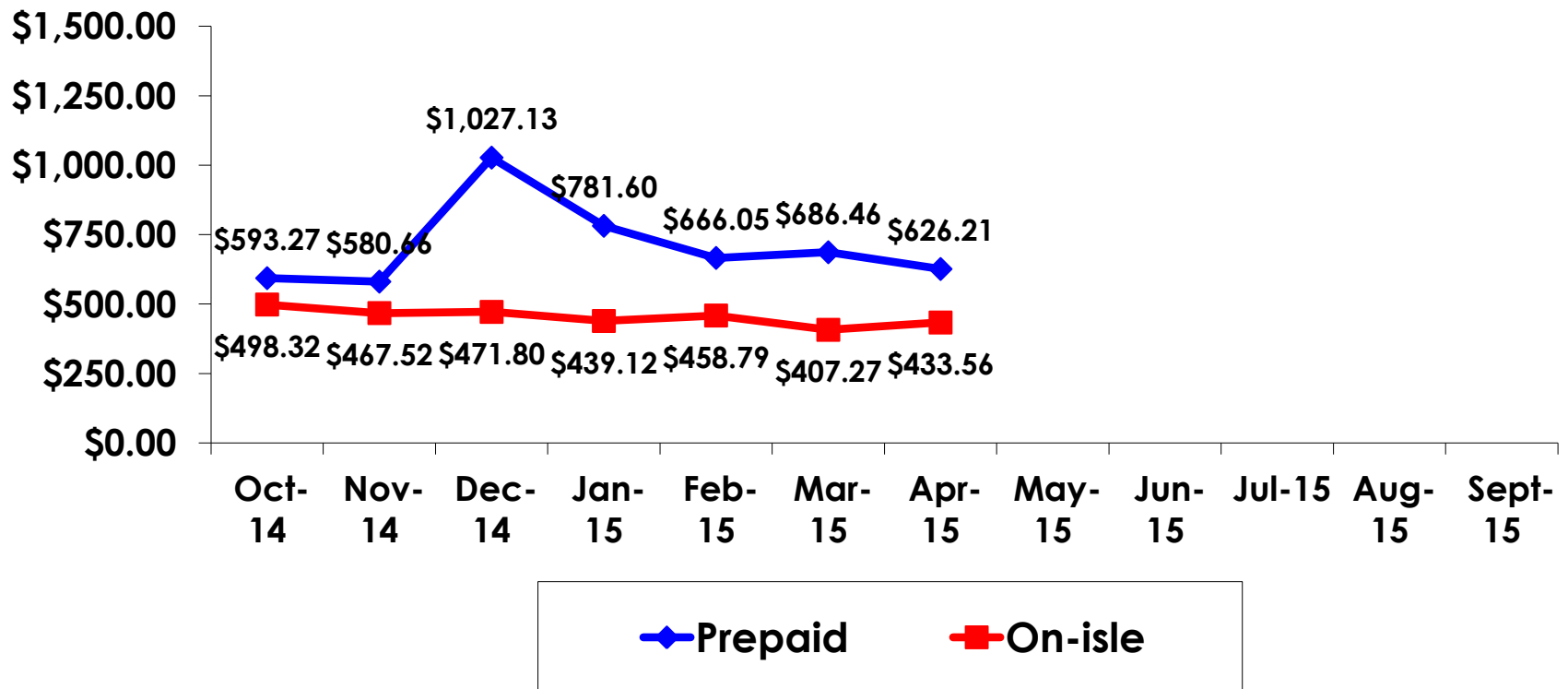


YTD = \$453.72

# PREPAID/ ON-ISLE EXPENDITURES – Per Person

Prepaid YTD = \$708.81

On-Isle YTD = \$453.72



# Total On-Island Expenditure by Gender & Age

		TOTAL	GENDER		GENDER							
			-	Male	Female	Male				Female		
		AGE				AGE						
		18-24				25-34	35-49	50+	18-24	25-34	35-49	50+
PER PERSON	Mean	\$433.56	\$418.17	\$449.12	\$381.45	\$470.61	\$373.75	\$462.44	\$389.38	\$474.84	\$514.30	\$342.43
	Median	\$330	\$300	\$350	\$280	\$333	\$300	\$288	\$325	\$380	\$400	\$275
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$100	\$0
	Maximum	\$3,000	\$3,000	\$3,000	\$1,500	\$3,000	\$1,600	\$1,600	\$1,250	\$2,000	\$3,000	\$1,000

# On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$30.57	\$36.16	\$24.90	\$20.69	\$24.90	\$31.59	\$63.08
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$30.64	\$36.23	\$24.98	\$38.00	\$24.25	\$35.82	\$23.22
	Median	\$0	\$0	\$0	\$0	\$0	\$10	\$0
F&B RESTRNT	Mean	\$79.18	\$98.33	\$59.80	\$49.93	\$83.98	\$102.64	\$57.22
	Median	\$5	\$40	\$0	\$0	\$43	\$50	\$0
OPT TOUR	Mean	\$53.99	\$68.55	\$39.26	\$43.20	\$54.98	\$64.44	\$46.56
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- SELF	Mean	\$158.61	\$156.18	\$161.07	\$131.37	\$175.29	\$164.71	\$146.67
	Median	\$10	\$0	\$30	\$0	\$20	\$30	\$0
GIFT- OTHER	Mean	\$94.77	\$86.95	\$102.69	\$80.67	\$107.52	\$99.69	\$68.06
	Median	\$40	\$20	\$50	\$20	\$50	\$50	\$0
TRANS	Mean	\$13.24	\$16.69	\$9.75	\$7.25	\$11.01	\$19.46	\$16.67
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER	Mean	\$209.82	\$226.70	\$192.74	\$154.61	\$149.20	\$289.12	\$308.81
	Median	\$0	\$0	\$0	\$36	\$0	\$0	\$0
TOTAL	Mean	\$669.66	\$723.82	\$614.88	\$527.60	\$631.95	\$800.41	\$733.06
	Median	\$500	\$570	\$410	\$346	\$500	\$600	\$500



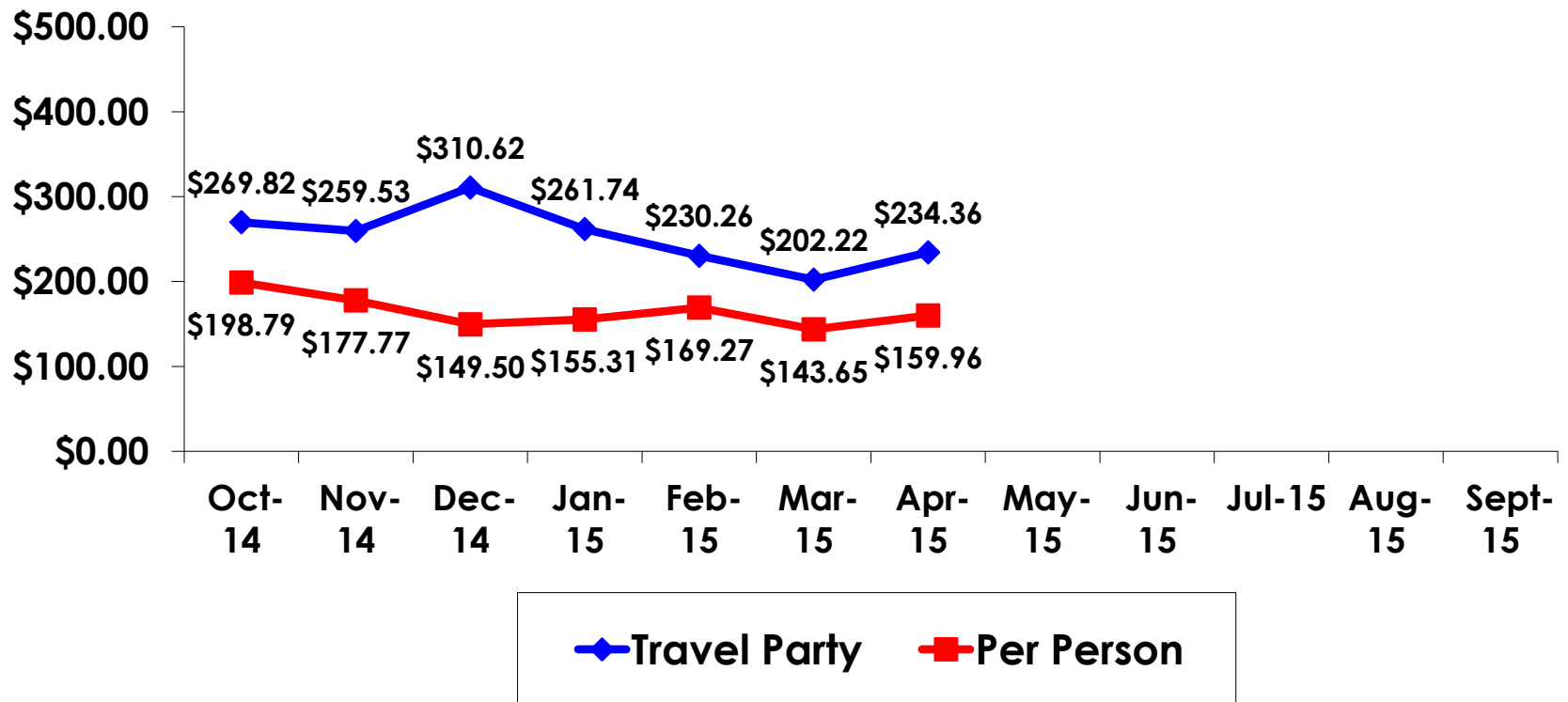
# On-Island Expenditures

## First Timers & Repeaters

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$30.57	\$29.76	\$31.56
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$30.64	\$32.45	\$28.41
	Median	\$0	\$0	\$0
F&B RESTRNT	Mean	\$79.18	\$70.95	\$89.27
	Median	\$5	\$0	\$20
OPT TOUR	Mean	\$53.99	\$50.19	\$58.65
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$158.61	\$151.49	\$167.35
	Median	\$10	\$15	\$0
GIFT- OTHER	Mean	\$94.77	\$106.79	\$80.01
	Median	\$40	\$50	\$20
TRANS	Mean	\$13.24	\$13.12	\$13.39
	Median	\$0	\$0	\$0
OTHER	Mean	\$209.82	\$182.14	\$243.79
	Median	\$0	\$0	\$0
TOTAL	Mean	\$669.66	\$637.71	\$708.89
	Median	\$500	\$500	\$500

# ON-ISLE EXPENDITURES – Per Day

Travel Party YTD = \$252.60    Per Person YTD = \$164.86

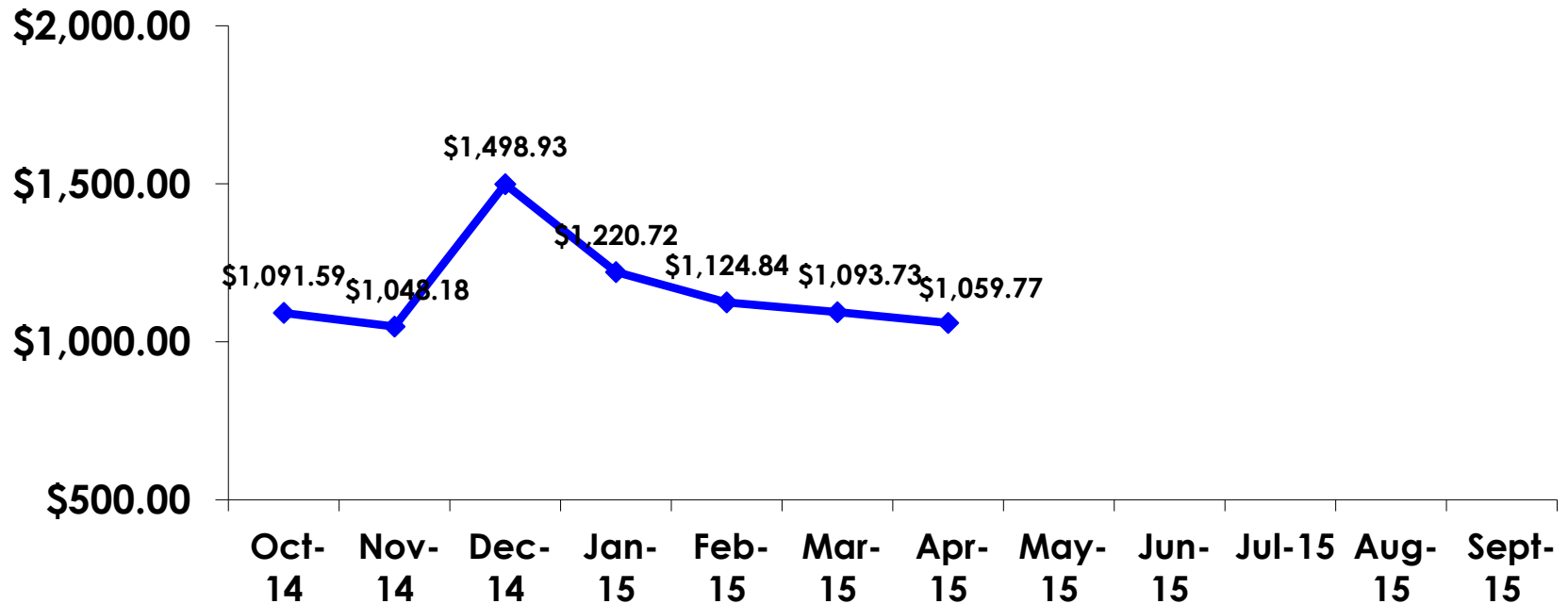


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# Total Expenditures Per Person (Prepaid & On-Island)

- \$1,059.77 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$4,172 = Maximum (highest amount recorded for the entire sample)

# TOTAL EXPENDITURES Per Person



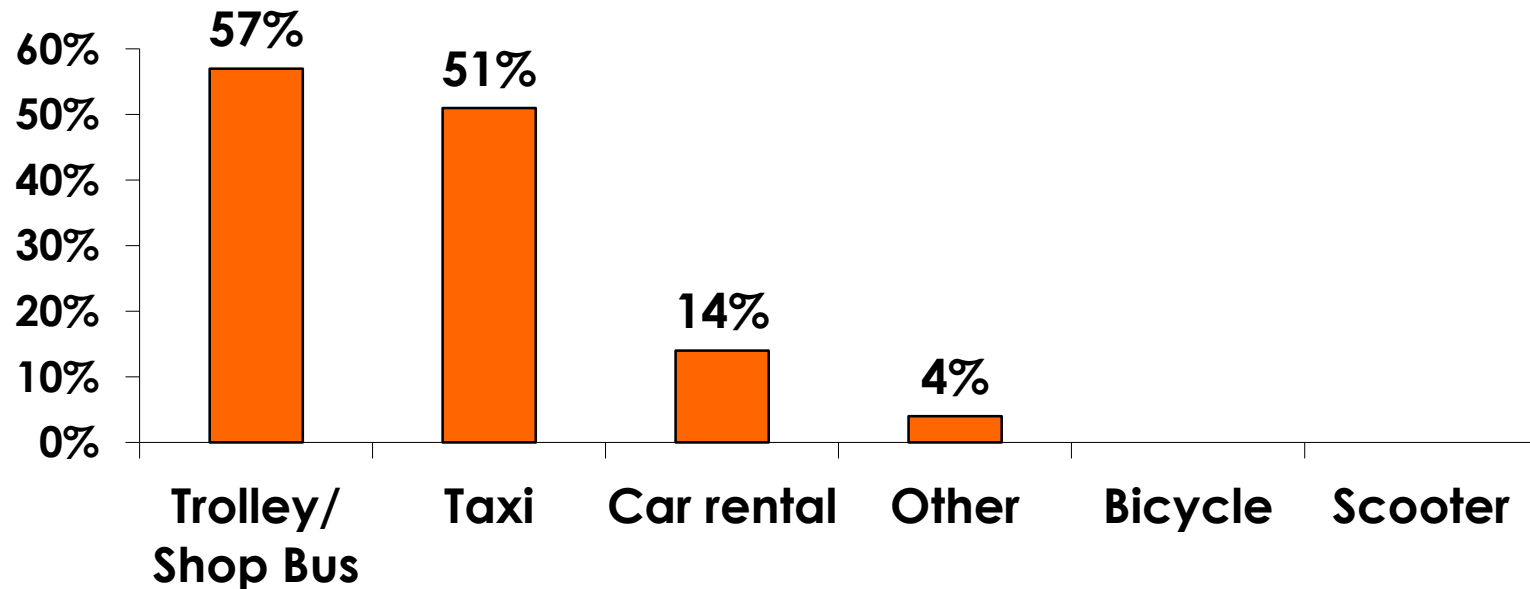
YTD=\$1,162.53

# Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$30.57
Food & beverage in fast food restaurant/convenience store	\$30.64
Food & beverage at restaurants or drinking establishments outside a hotel	\$79.18
Optional tours and activities	\$53.99
Gifts/ souvenirs for yourself/companions	\$158.61
Gifts/ souvenirs for friends/family at home	\$94.77
Local transportation	\$13.24
Other expenses not covered	\$209.82
<b>Average Total</b>	<b>\$669.66</b>

# Local Transportation

n=72



Mean=\$13.24 per travel party

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# Guam Airport Expenditures

- \$31.36 = Mean
- \$10 = Median
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$1,000 = Maximum (highest amount recorded for the entire sample)

# Breakdown of Airport Expenditures

	<b>MEAN \$</b>
<b>Food &amp; Beverages</b>	\$9.41
<b>Gifts/Souvenirs Self</b>	\$11.74
<b>Gifts/Souvenirs Others</b>	\$10.21
<b>Total</b>	<b>\$31.36</b>

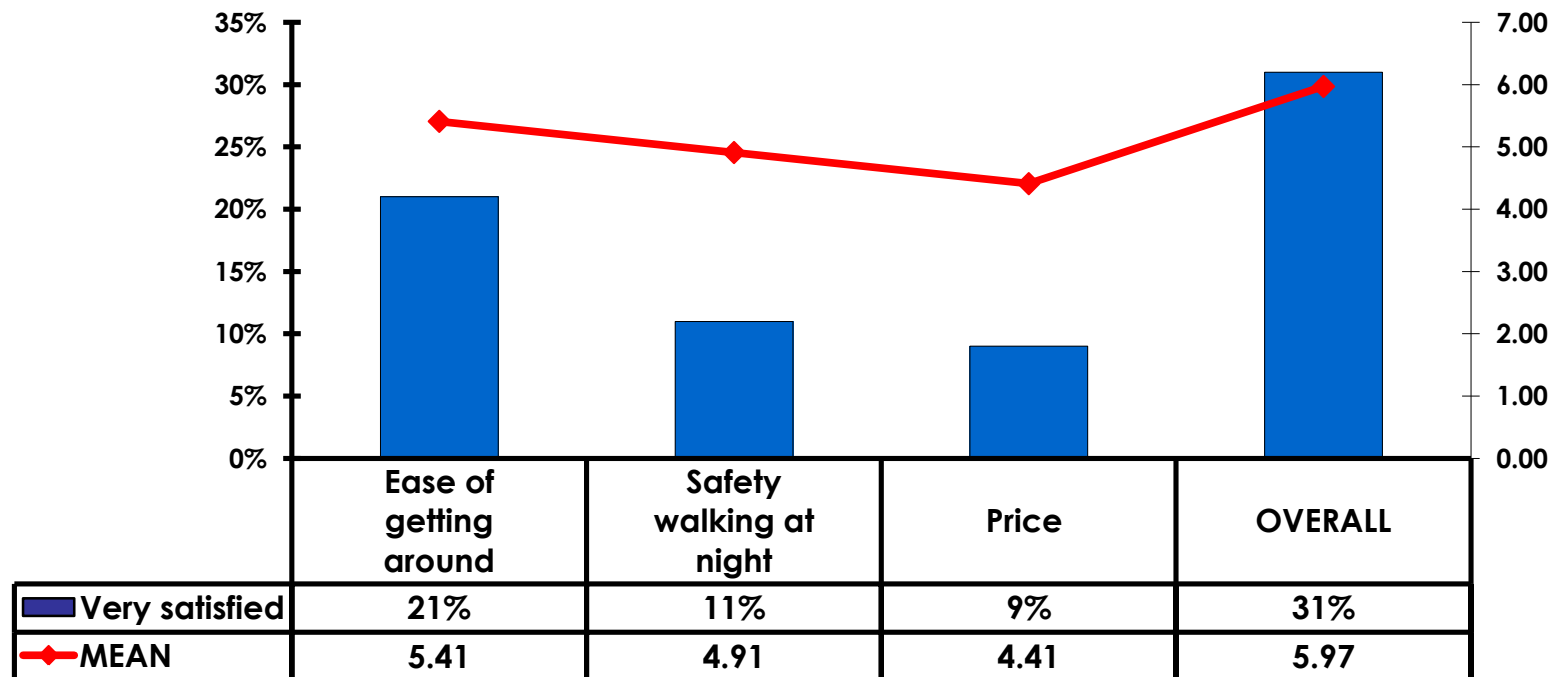


# SECTION 4 **VISITOR SATISFACTION**

# Satisfaction Scores Overall

7pt Rating Scale

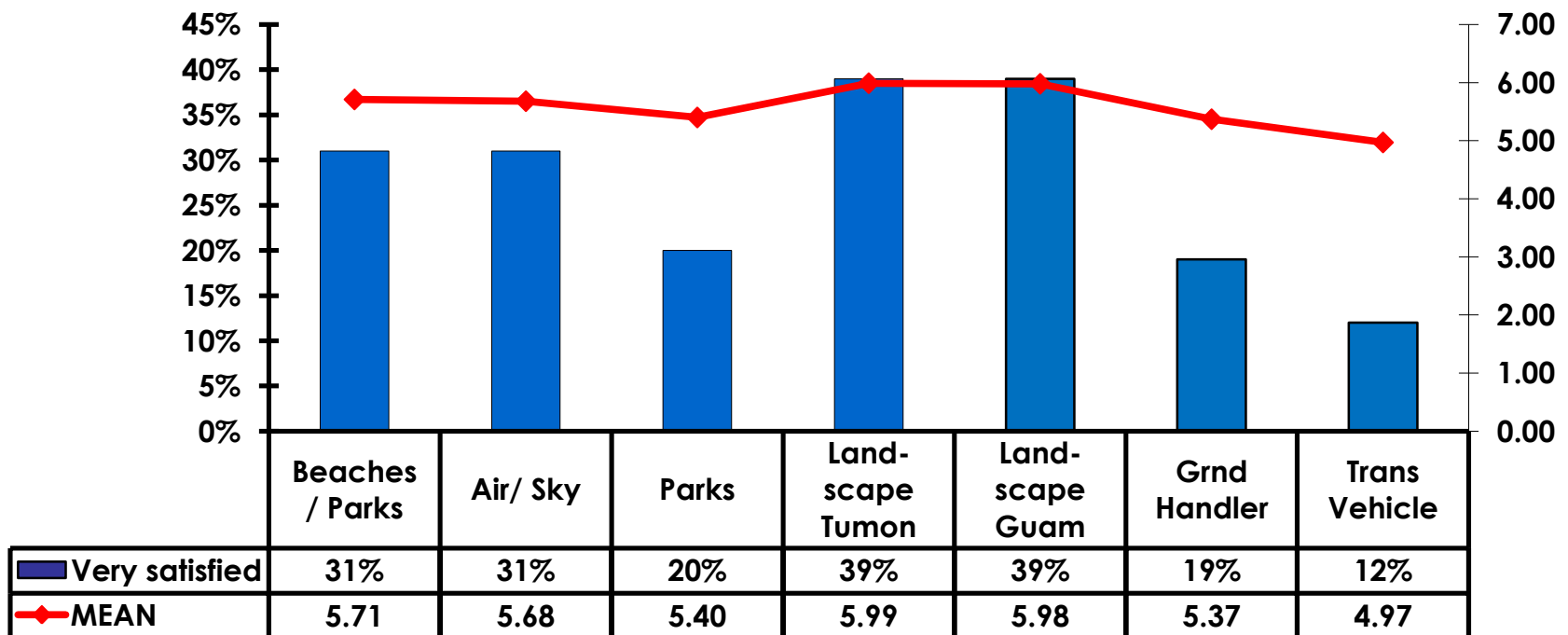
7=Very Satisfied/1=Very Dissatisfied



# Satisfaction Quality/ Cleanliness

7pt Rating Scale

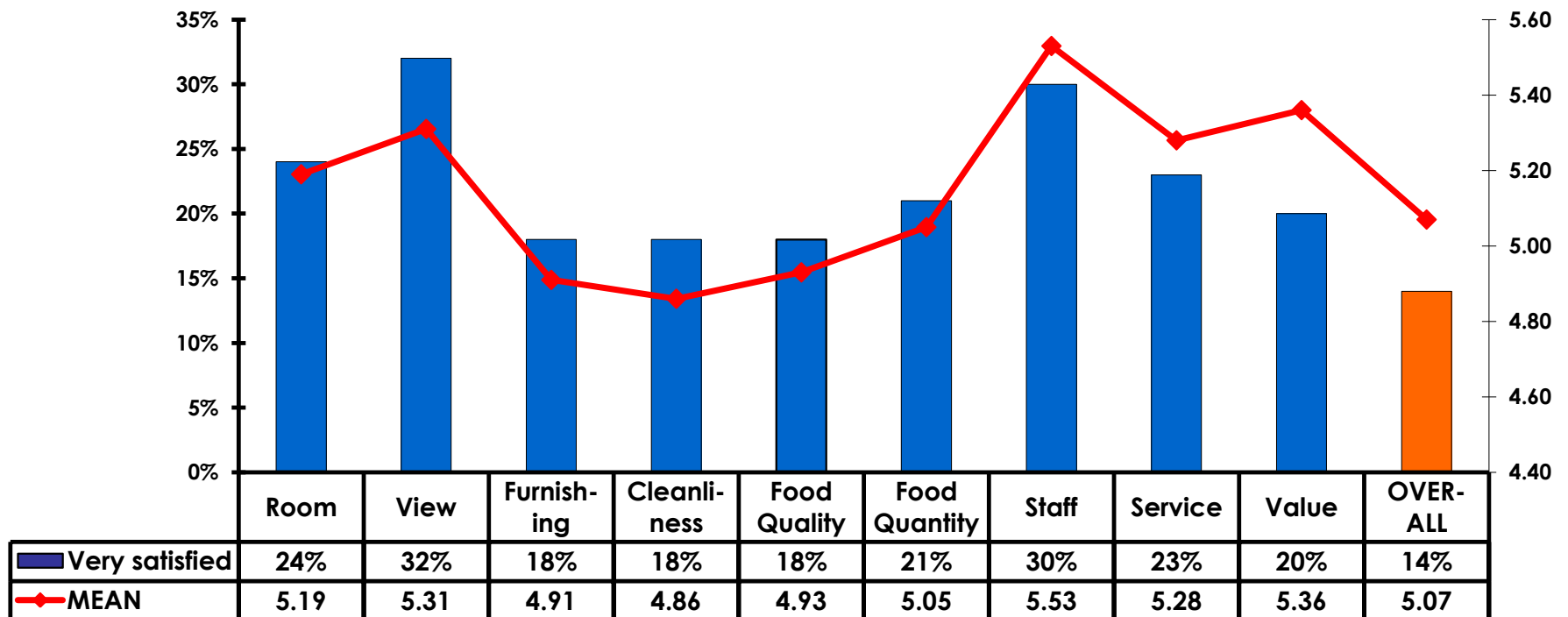
7=Very Satisfied/1=Very Dissatisfied



# Quality of Accommodations

7pt Rating Scale

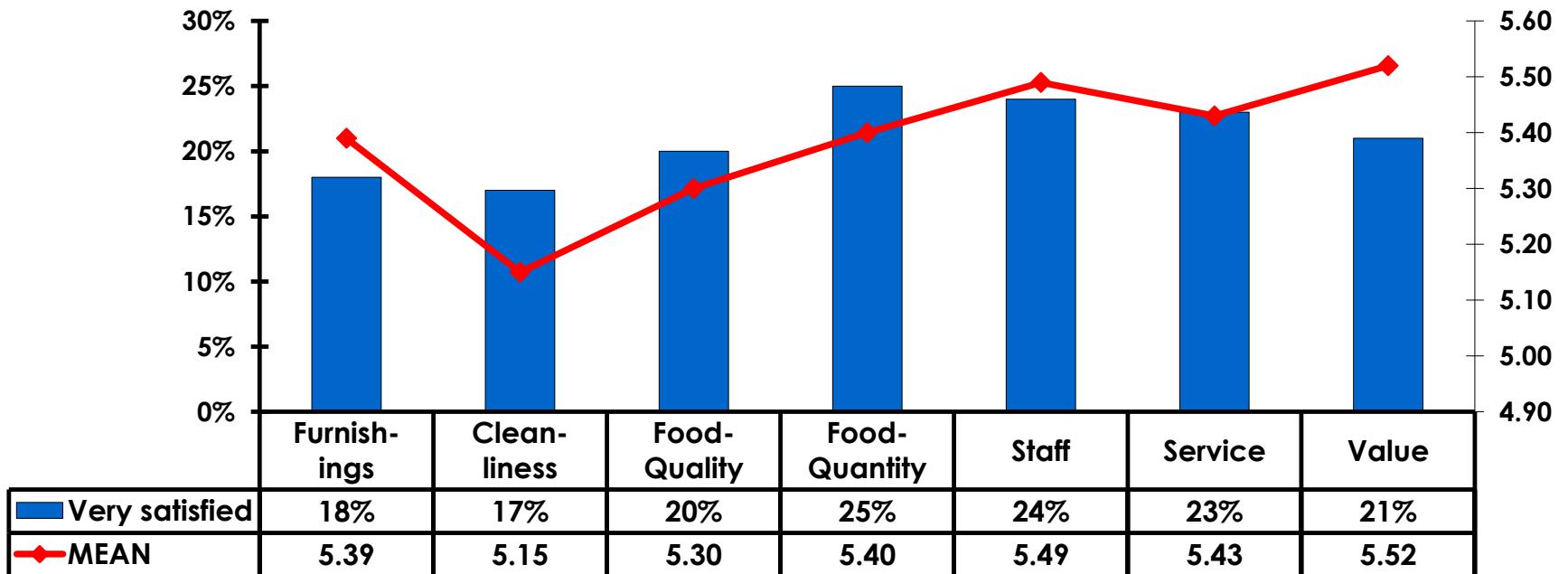
7=Very Satisfied/1=Very Dissatisfied



# Quality of Dining Experience

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



# Visits to Shopping Centers/Malls on Guam

## Top responses



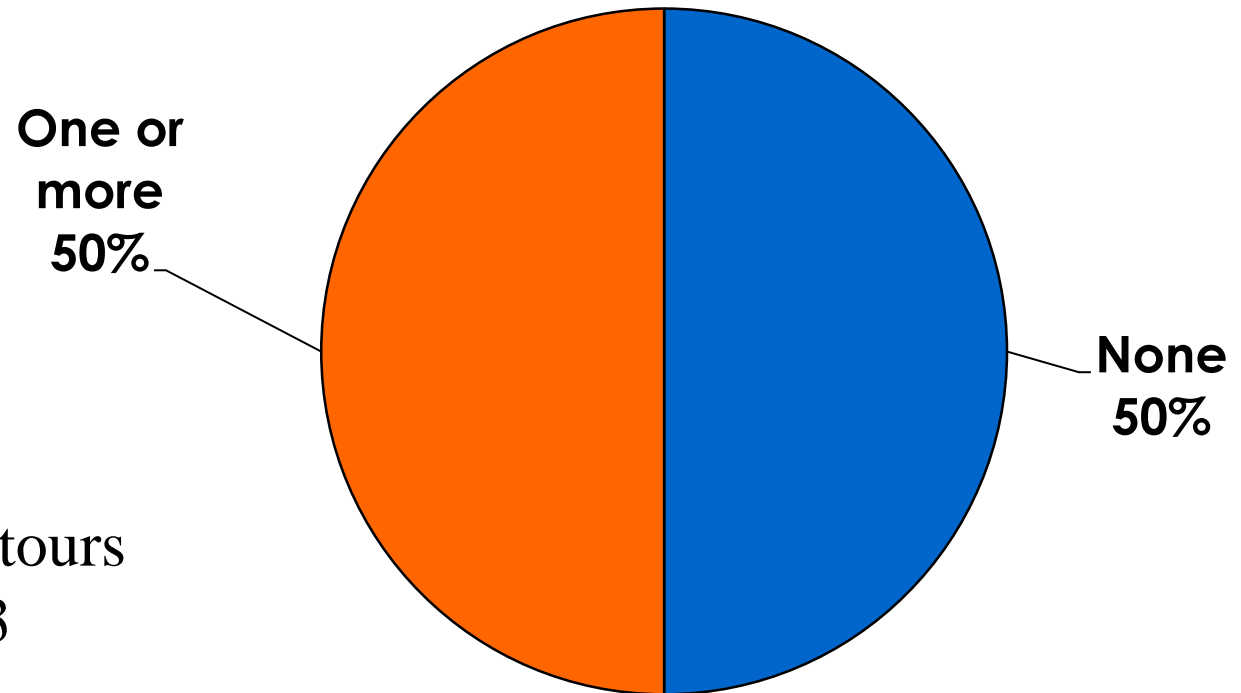
# Satisfaction with Shopping

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = <b>48%</b>	Score of 6 to 7 = <b>48%</b>
Score of 4 to 5 = <b>46%</b>	Score of 4 to 5 = <b>45%</b>
Score 1 to 3 = <b>6%</b>	Score 1 to 3 = <b>8%</b>
<b>MEAN = 5.30</b>	<b>MEAN = 5.21</b>

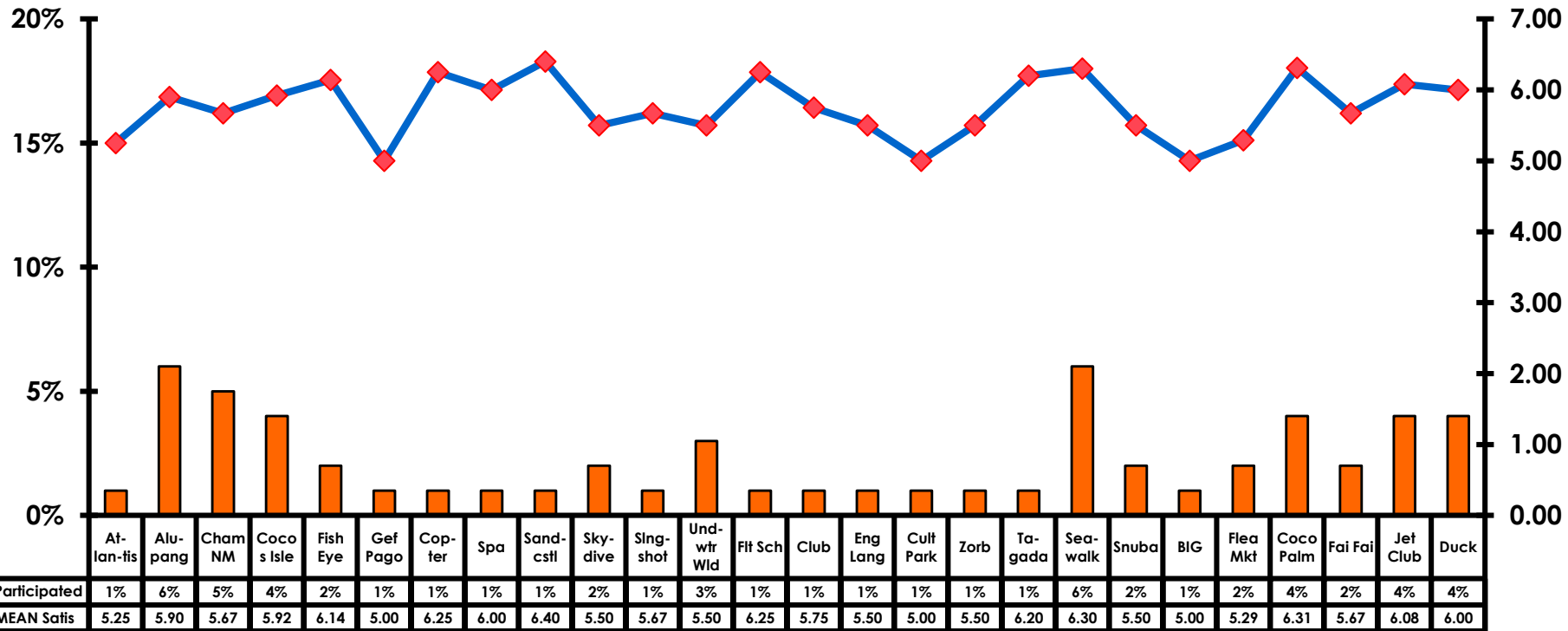
# Optional Tour Participation



- Average number of tours participated in is .83



# Optional Tours Participation & Satisfaction



# Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Day Tour	Variety of Day Tour
Score of 6 to 7 = <b>52%</b>	Score of 6 to 7 = <b>50%</b>
Score of 4 to 5 = <b>47%</b>	Score of 4 to 5 = <b>49%</b>
Score 1 to 3 = <b>0%</b>	Score 1 to 3 = <b>1%</b>
<b>MEAN = 5.81</b>	<b>MEAN = 5.37</b>

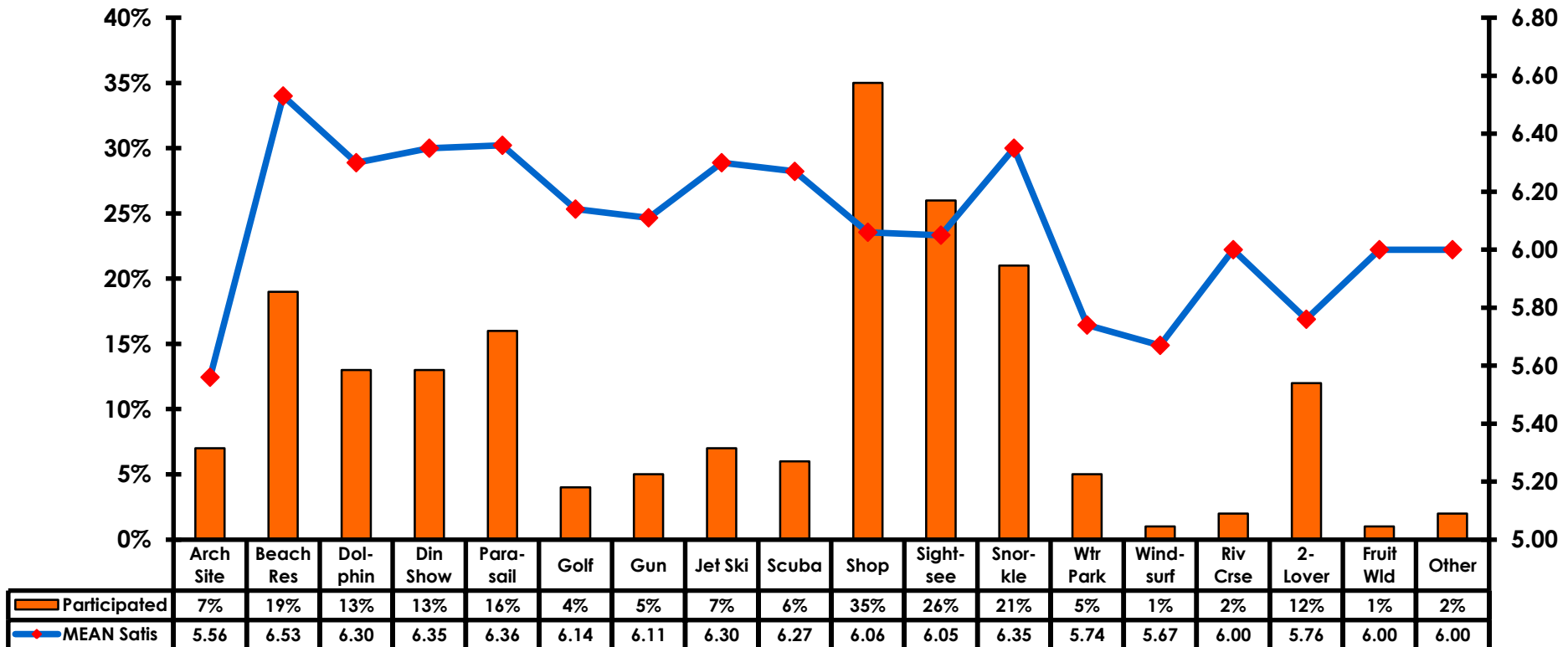
# Night Tours Satisfaction

7pt Rating Scale

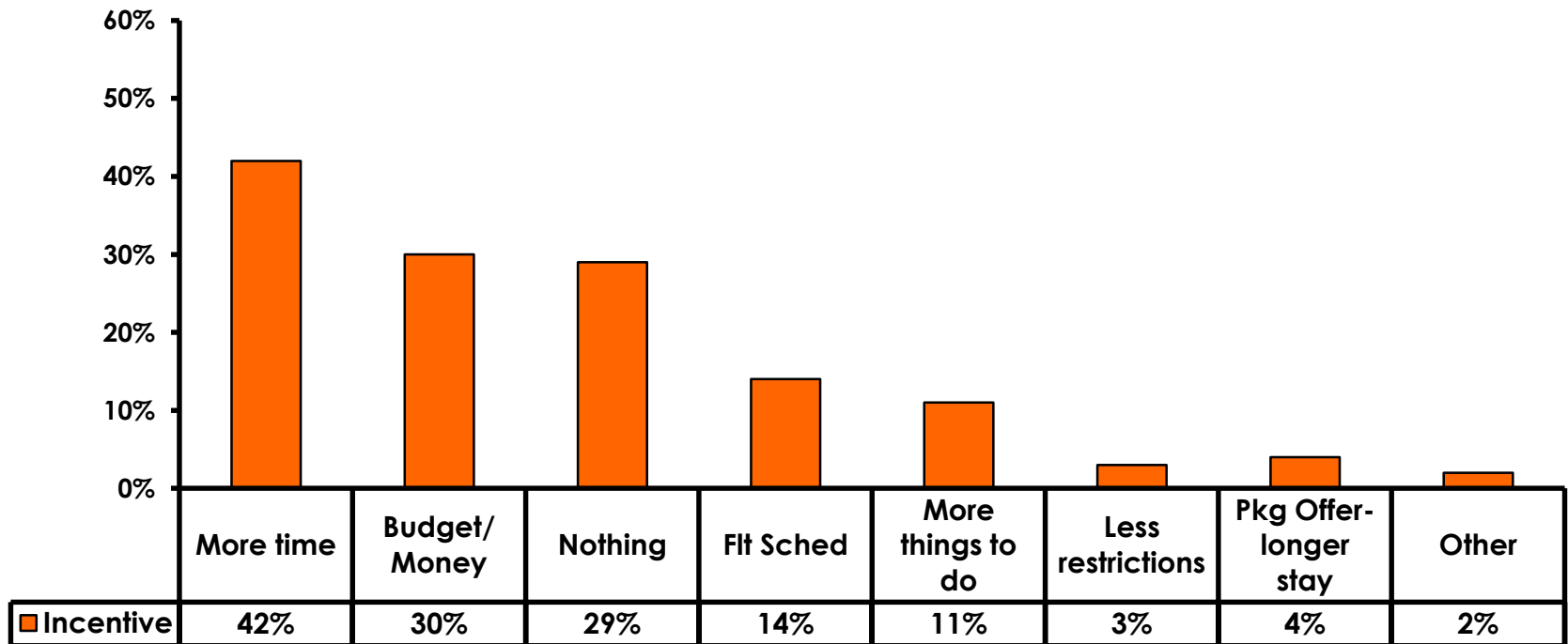
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = <b>29%</b>	Score of 6 to 7 = <b>29%</b>
Score of 4 to 5 = <b>70%</b>	Score of 4 to 5 = <b>69%</b>
Score 1 to 3 = <b>1%</b>	Score 1 to 3 = <b>3%</b>
<b>MEAN = 4.78</b>	<b>MEAN = 4.78</b>

# Satisfaction with Other Activities



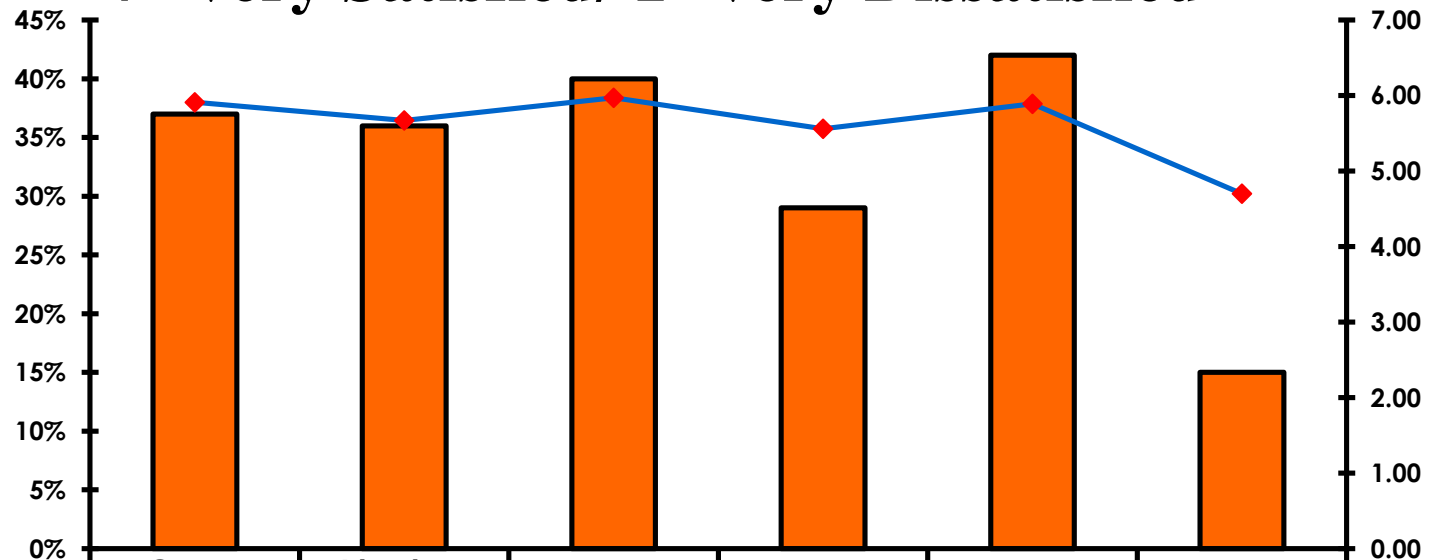
# What would it take to make you want to stay an extra day in Guam?





# On-Island Perceptions

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

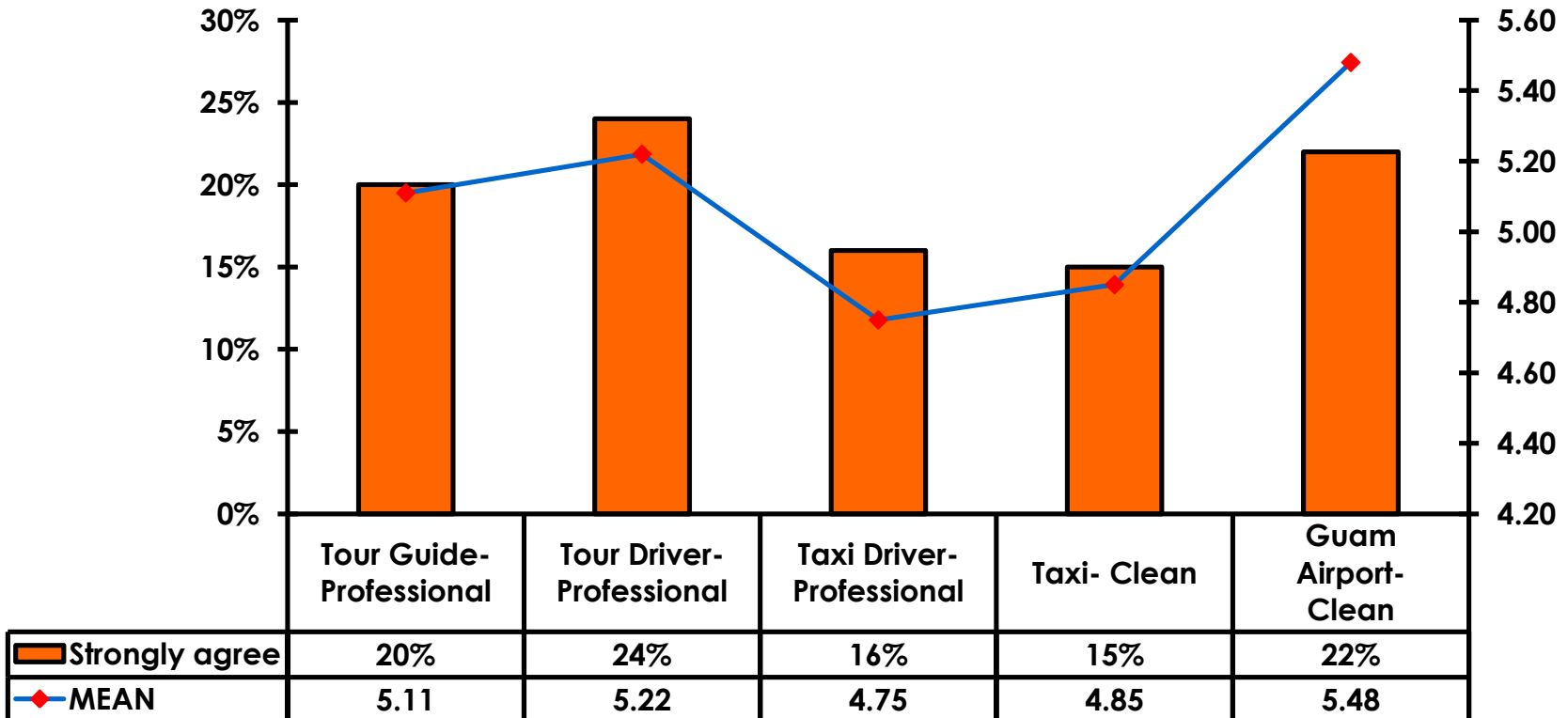


	Guam was better than expected	I had no communication problems	I will recommend Guam to friends	Sites on Guam were attractive	I plan to visit Guam again	Not enough night activities
 Strongly agree	37%	36%	40%	29%	42%	15%
 MEAN	5.91	5.67	5.97	5.56	5.89	4.70

# On-Island Perceptions

7pt Rating Scale

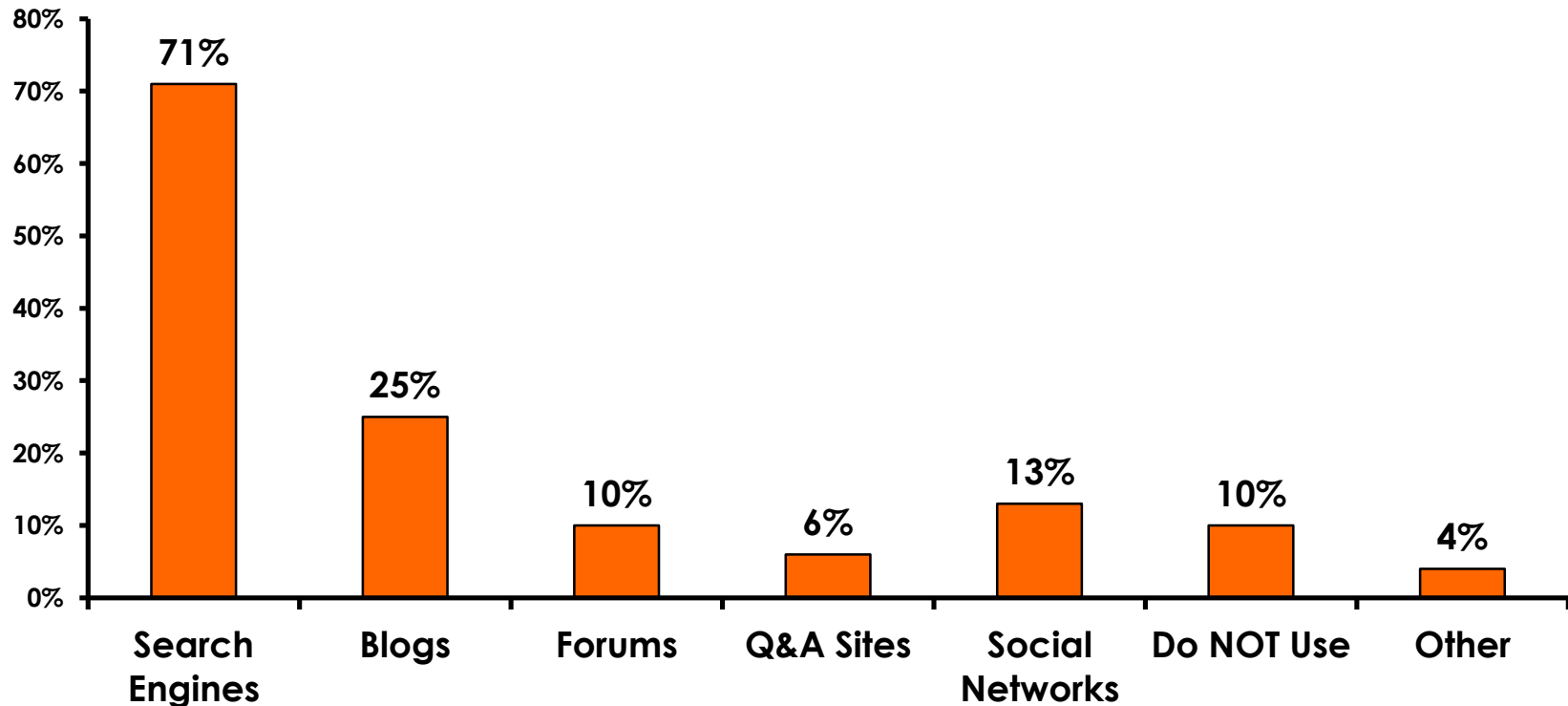
7=Very Satisfied/ 1=Very Dissatisfied



# SECTION 5 **PROMOTIONS**

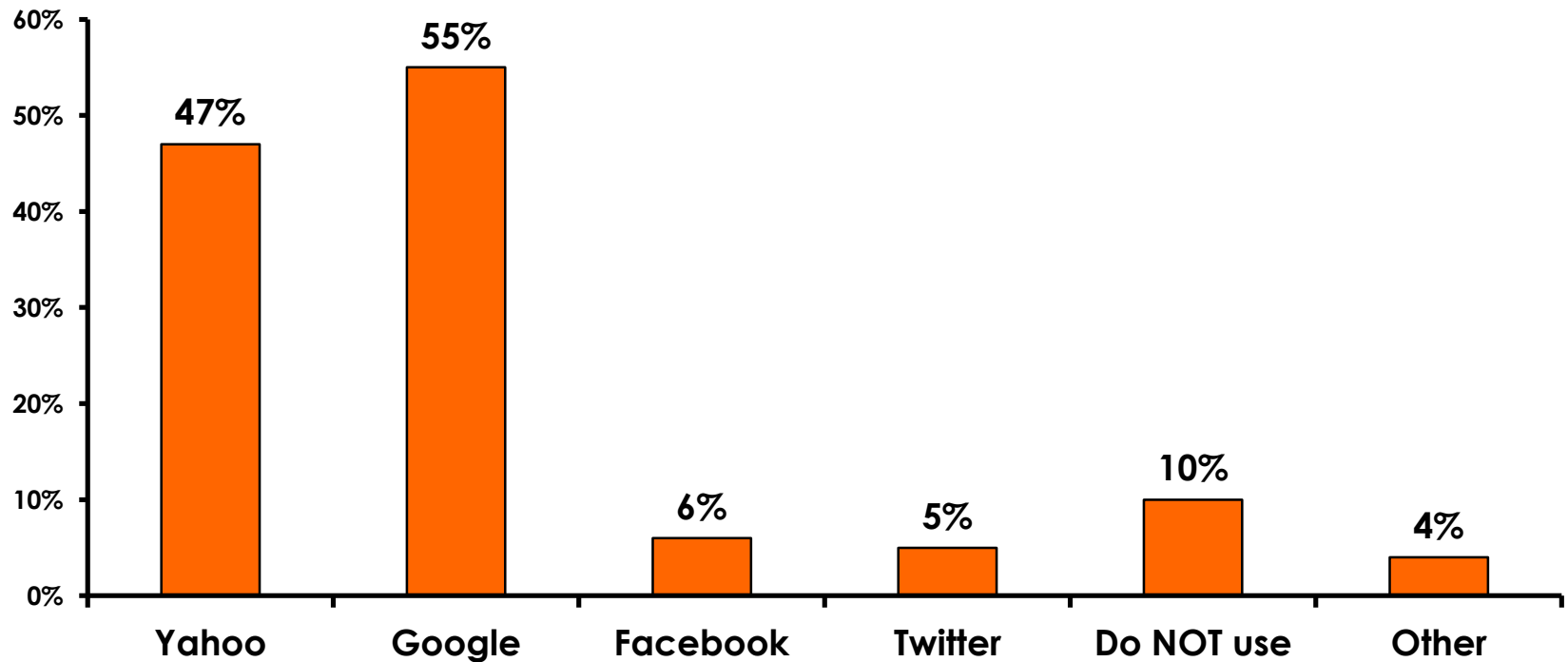


# Internet- Guam Sources of Info

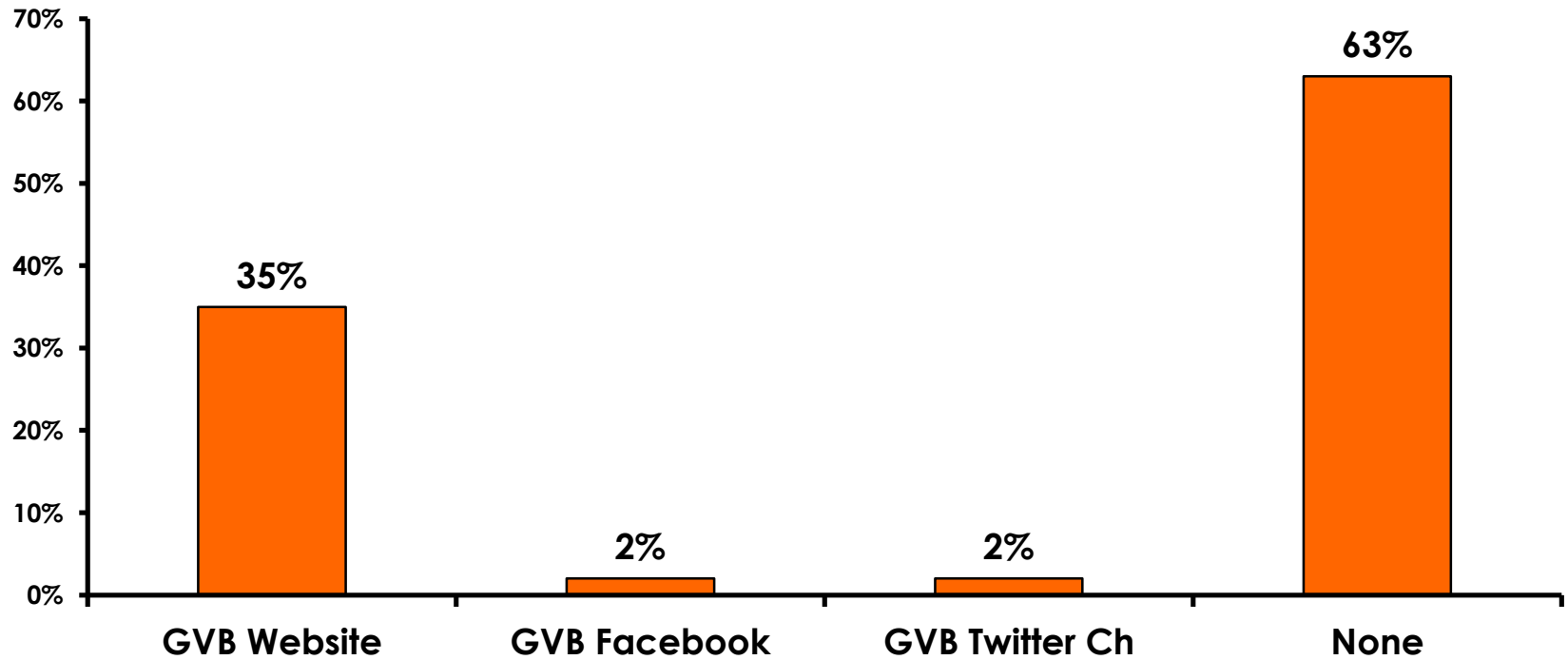


# Internet- Things To Do

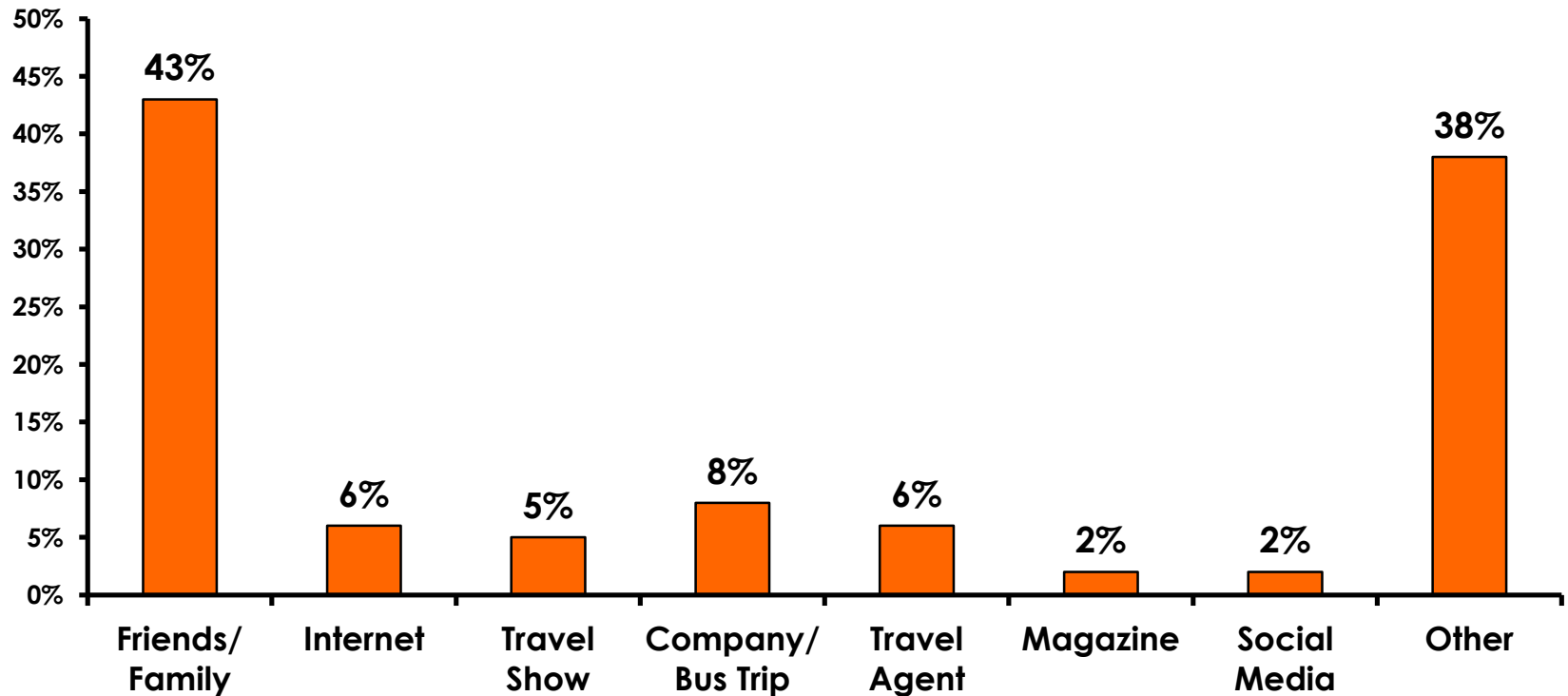
## Sources of Info



# Internet- GVB Sources

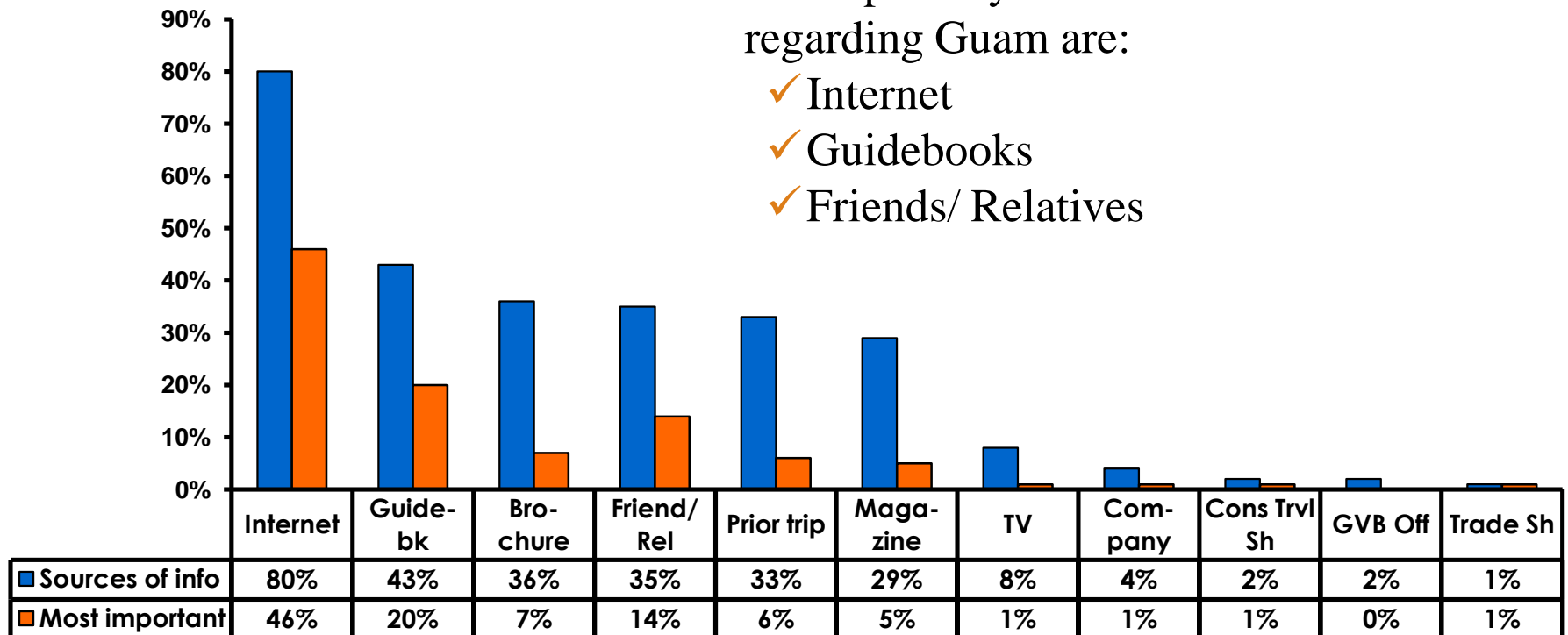


# Travel Motivation- Info Sources



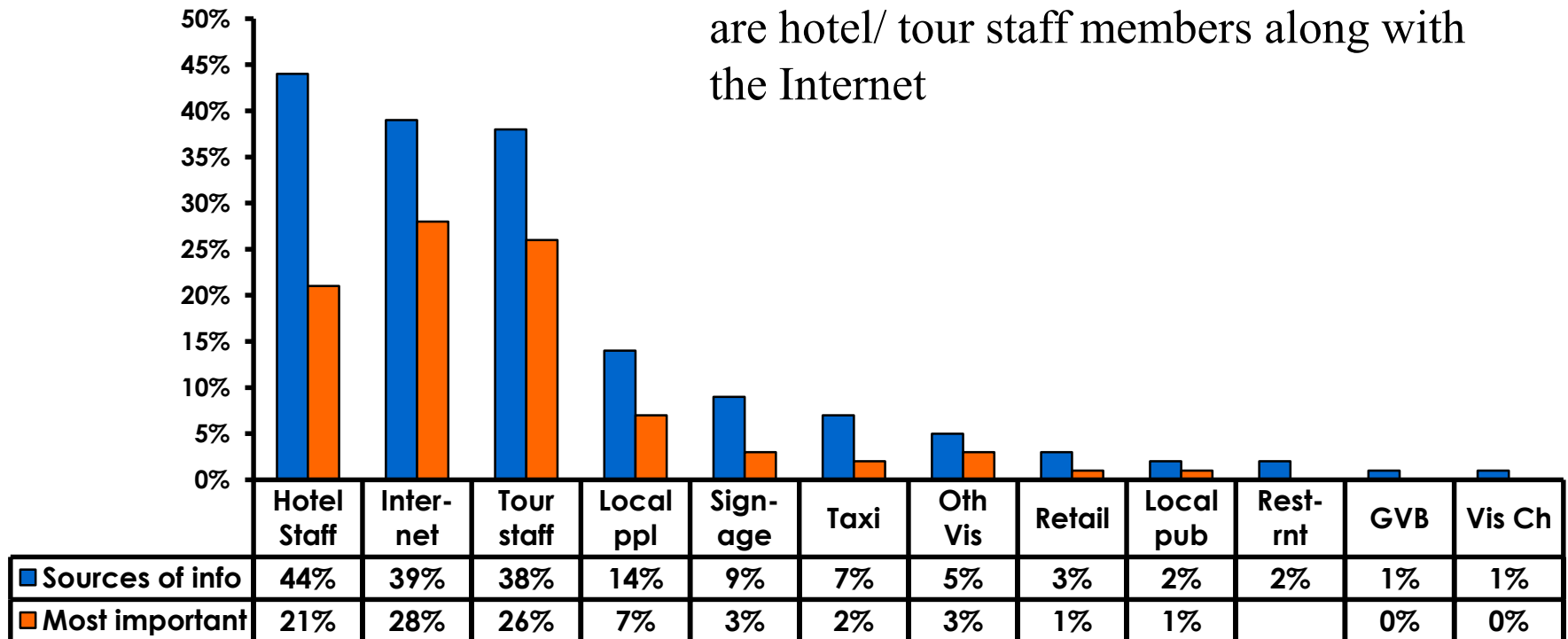
# Sources of Information Pre-arrival

- The 3 primary sources of information regarding Guam are:
  - ✓ Internet
  - ✓ Guidebooks
  - ✓ Friends/ Relatives



# Sources of Information Post-arrival

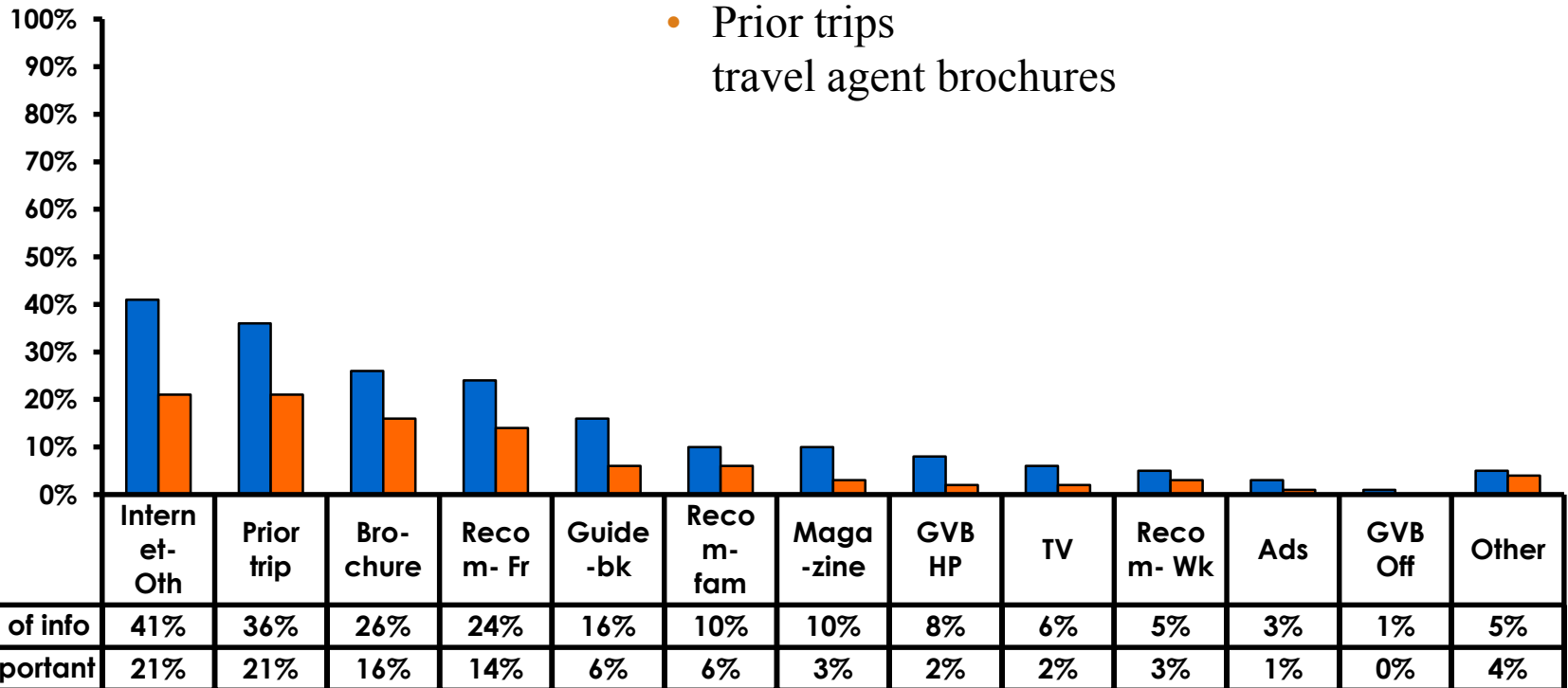
- The primary local source of information are hotel/ tour staff members along with the Internet



# Sources of Information - Motivation

The primary motivational sources of information were.

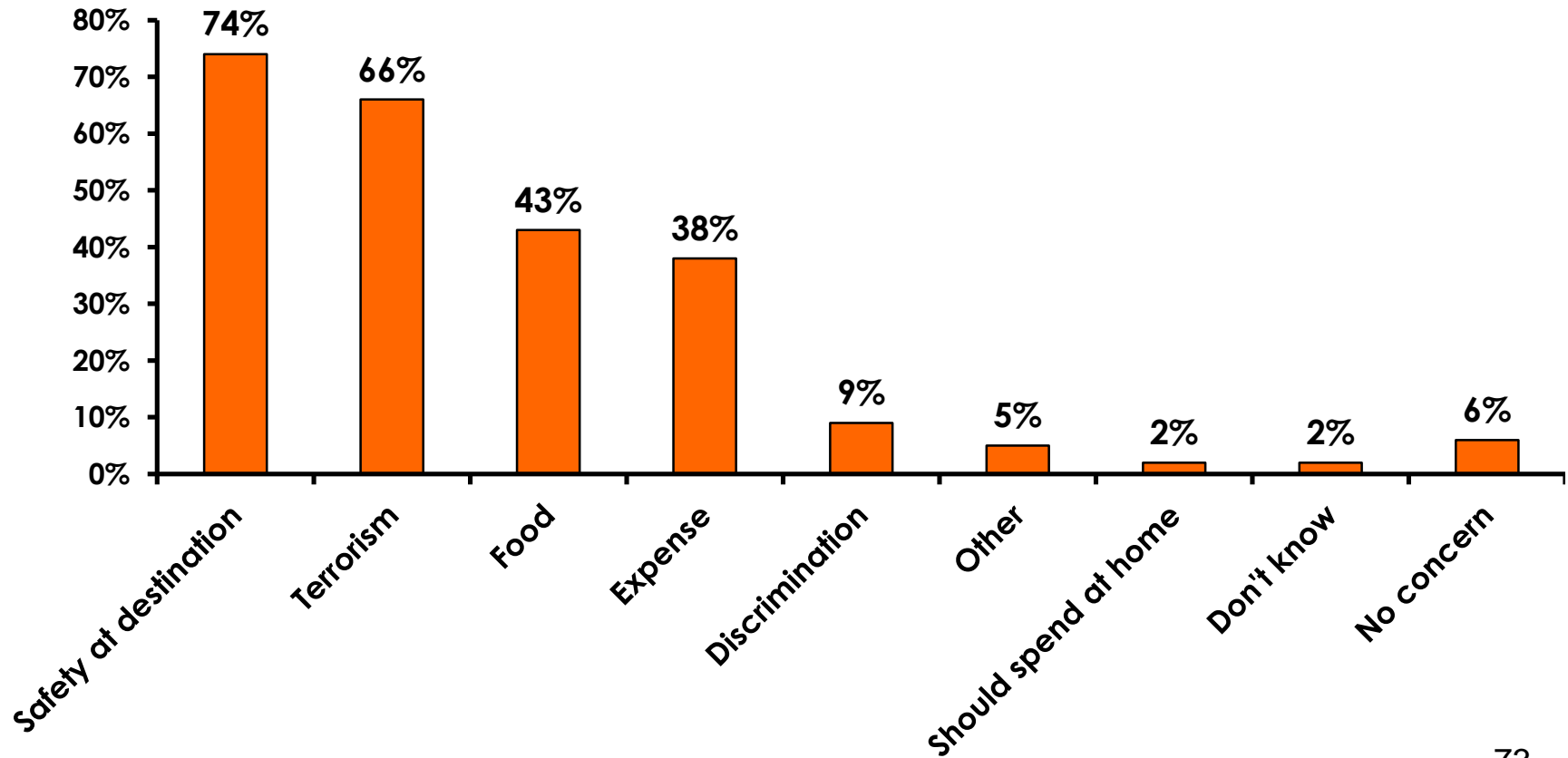
- Internet sites
- Prior trips  
travel agent brochures



# SECTION 6 **OTHER ISSUES**



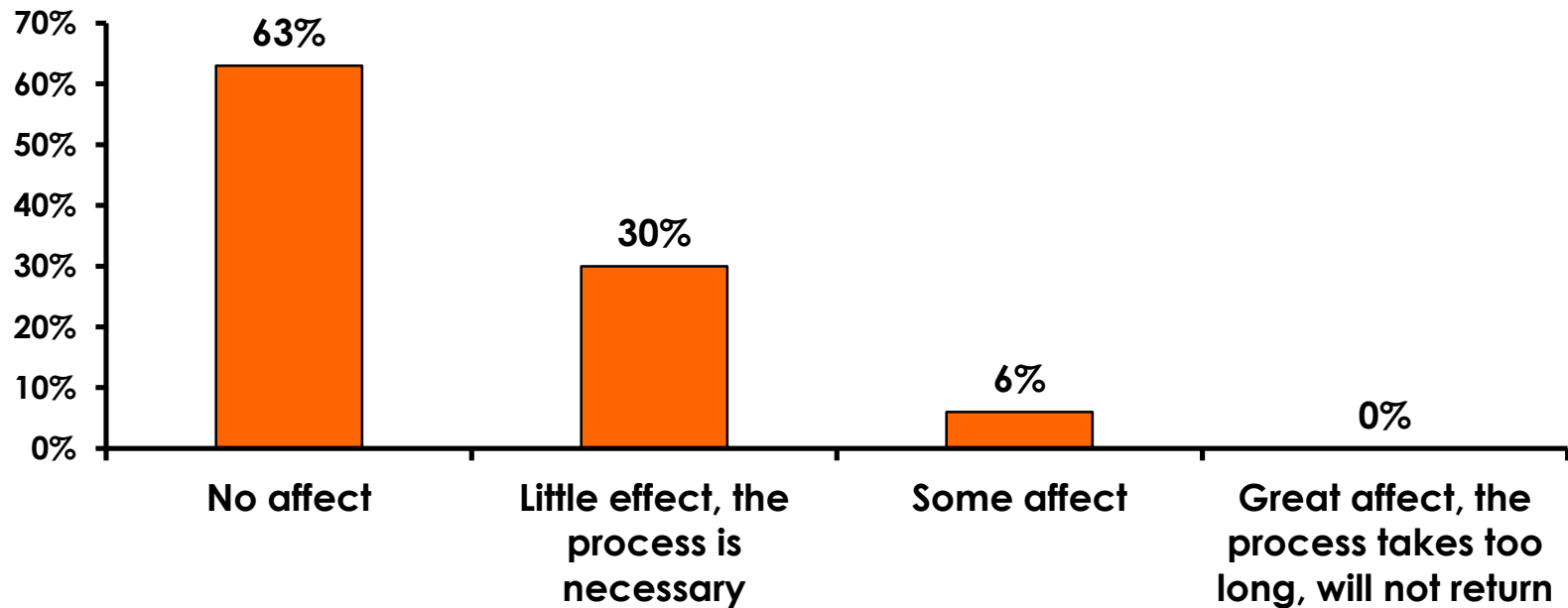
# Concerns about travel outside of Japan - Overall



# Concerns about travel outside of Japan - By Age & Income

		TOTAL	AGE				Q26								
		-	18-24	25-34	35-49	50+	<Y2.0 million	Y2.0M-Y3.0M	Y3.0M-Y4.0M	Y4.0M-Y5.0M	Y5.0M-Y7.0M	Y7.0M-Y10.0M	Y10.0M+	No Income	
Q21	Safety	74%	77%	77%	68%	72%	76%	75%	80%	82%	70%	76%	69%	50%	
	Terrorism	66%	57%	67%	64%	83%	53%	58%	70%	71%	67%	68%	59%	25%	
	Food	43%	36%	42%	45%	47%	53%	38%	46%	53%	49%	41%	36%	25%	
	Expense	38%	36%	37%	41%	36%	47%	45%	34%	38%	41%	34%	36%		
	Discrimination against Japanese	9%	6%	8%	17%		24%	13%	9%	7%	8%	5%	15%		
	No concerns	6%	4%	5%	10%	6%		10%	5%	7%	5%	2%	10%	50%	
	Other	5%	3%	7%	5%		6%	5%	5%	9%	5%		3%		
	Should spend at home	2%	1%	5%		3%	6%	3%	4%	2%	2%	2%			
	Don't know	2%	1%	3%	2%						5%				
	Total	Count	346	69	132	106	36	17	40	56	45	61	41	39	4

# Security Screening/ Immigration Process at Guam International Airport



# Airport Screening

## 7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree

