



GUAM VISITORS BUREAU

Japan Visitor Tracker Exit Profile

FY2015

OCTOBER 2014



Prepared by: QMark Research

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Background & Methodology

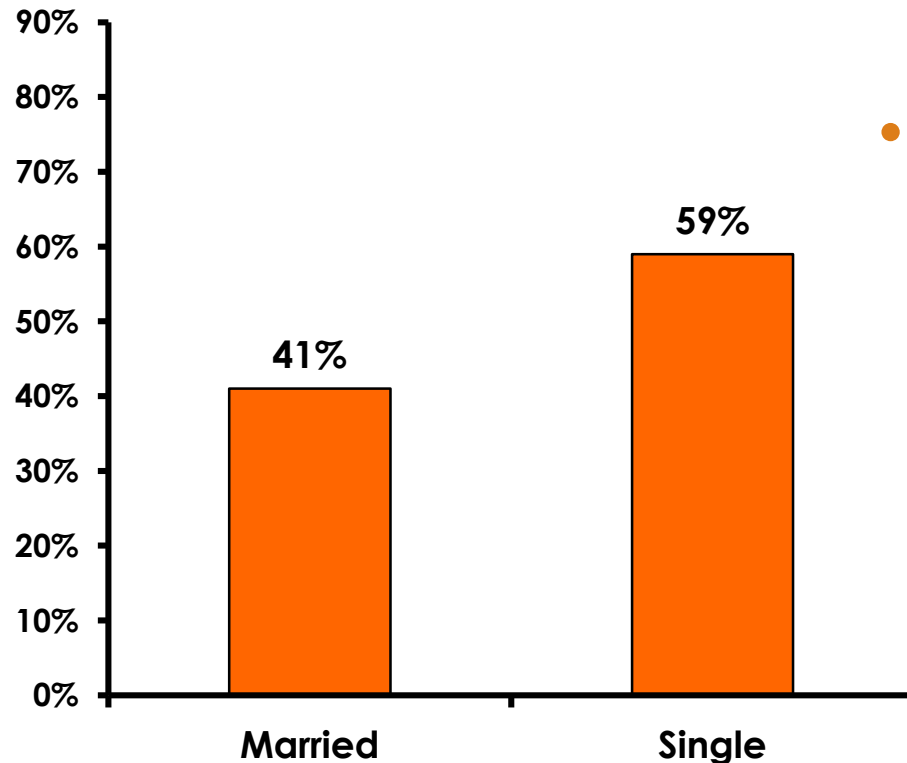
- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, QMark's professional Japanese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **350** departing 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 **350** 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.

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.

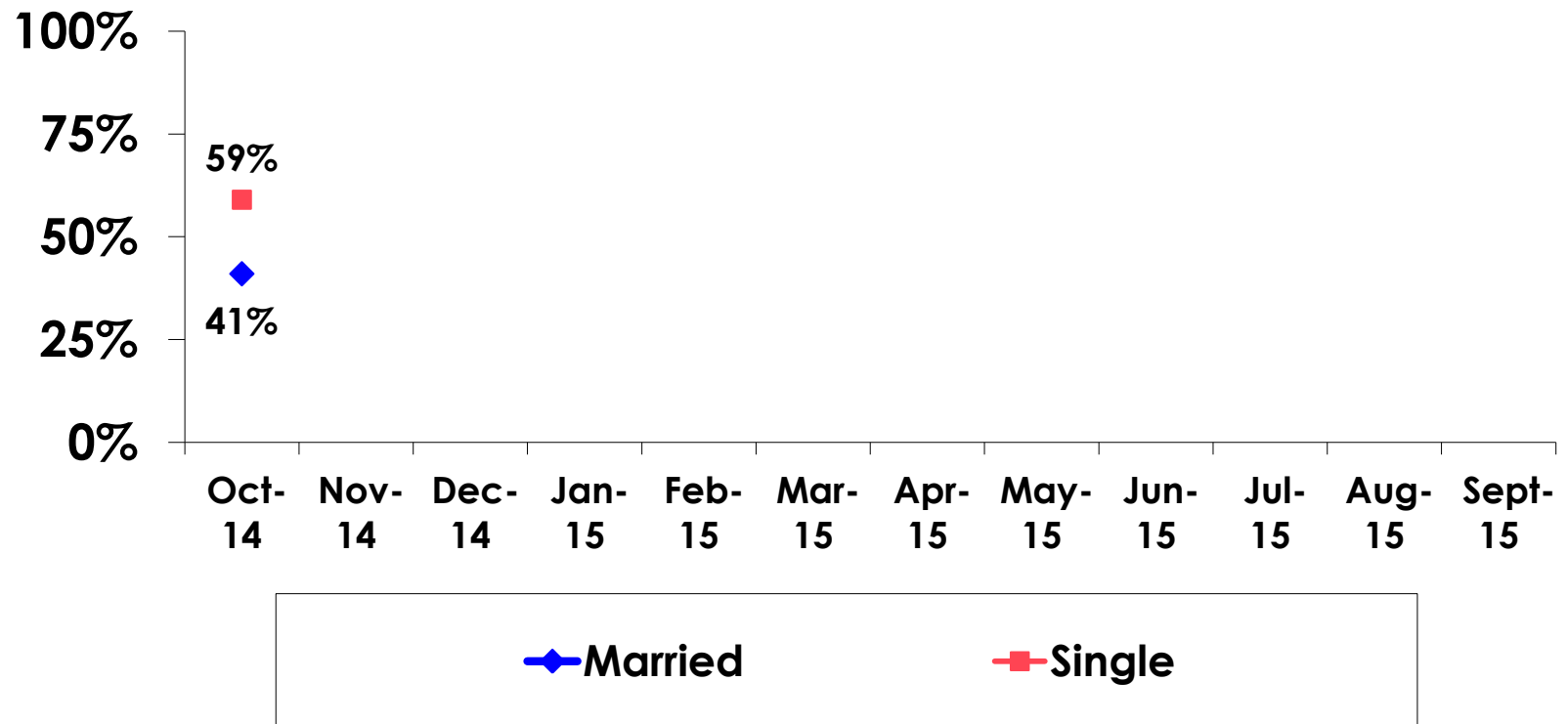
SECTION 1 **PROFILE OF RESPONDENTS**

Marital Status - Overall

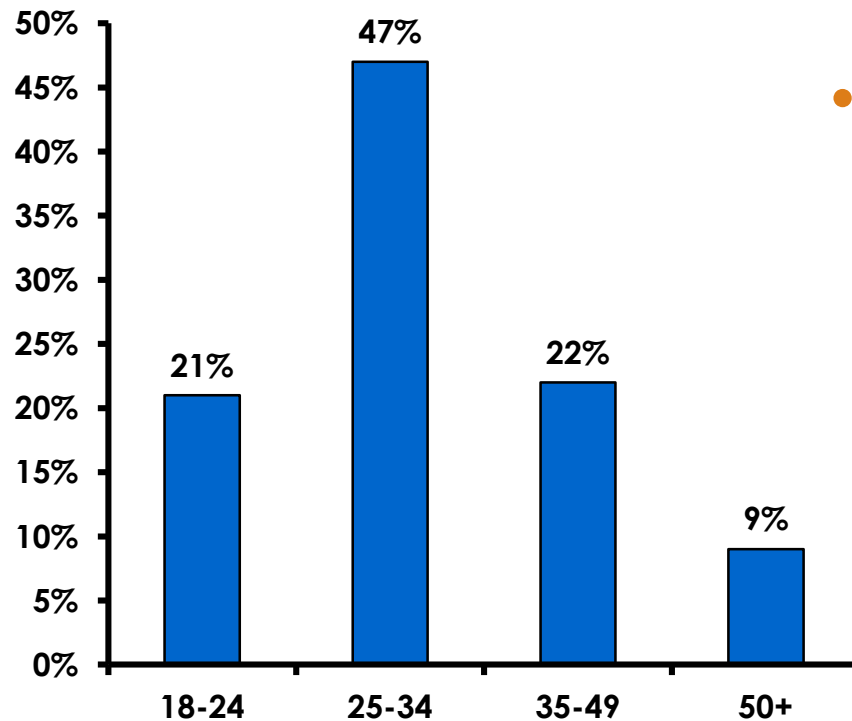


- 46% of repeat visitors are married.

MARITAL STATUS

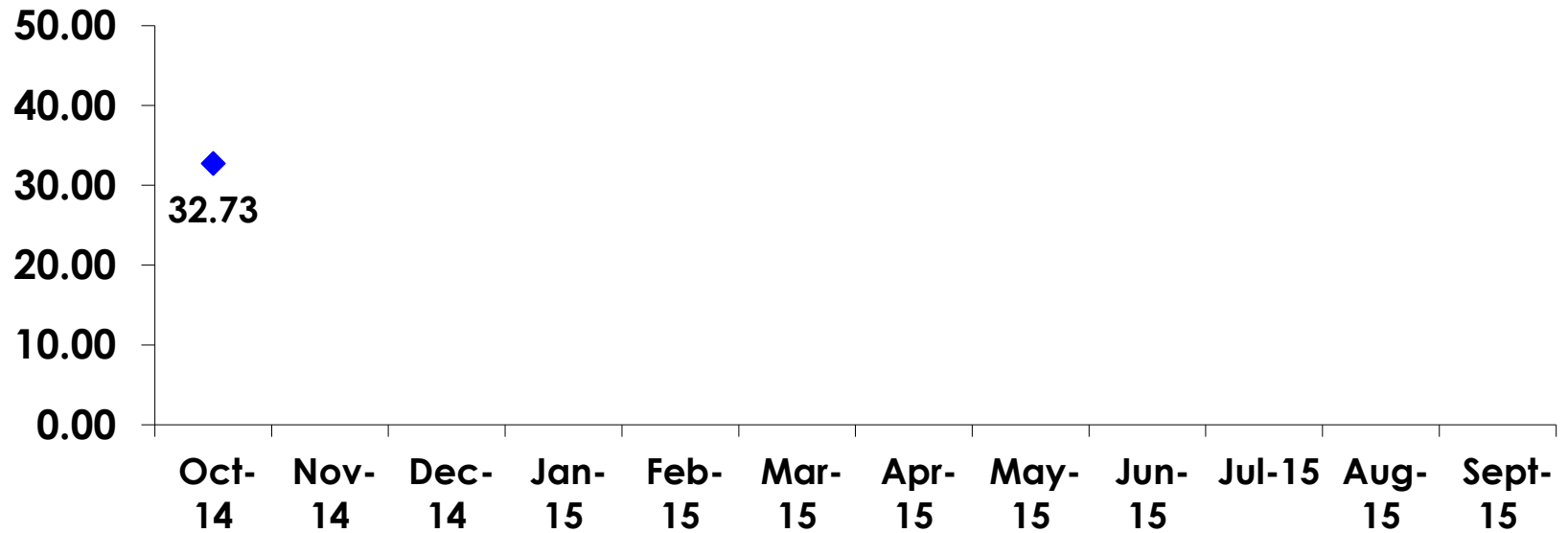


Age - Overall

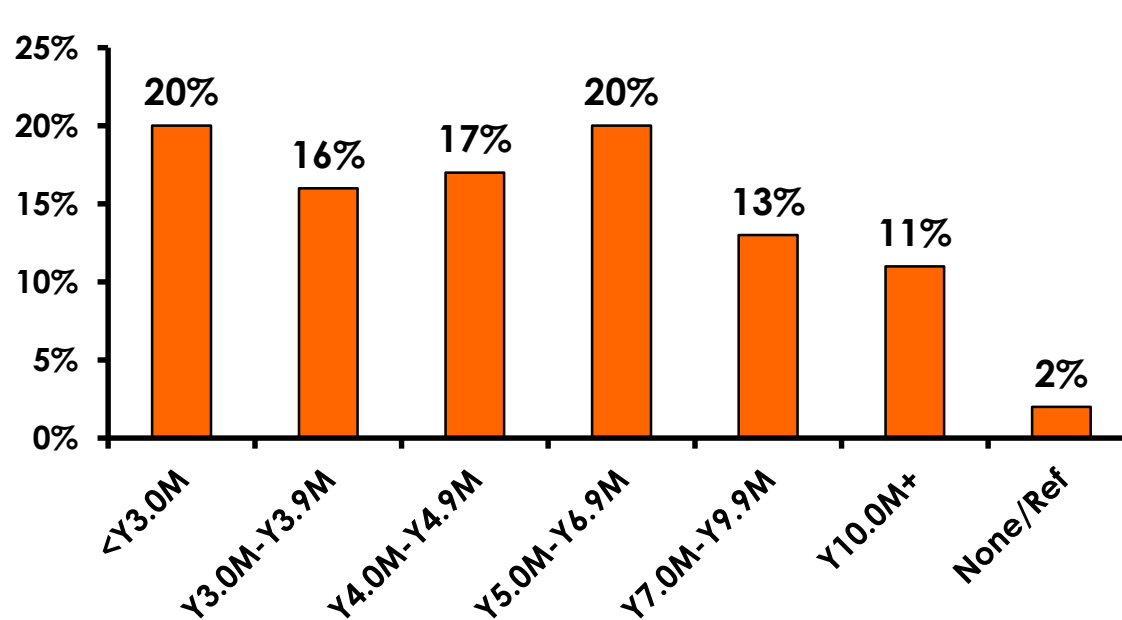


- The average age of the respondents is 32.73 years of age.

AVERAGE - AGE

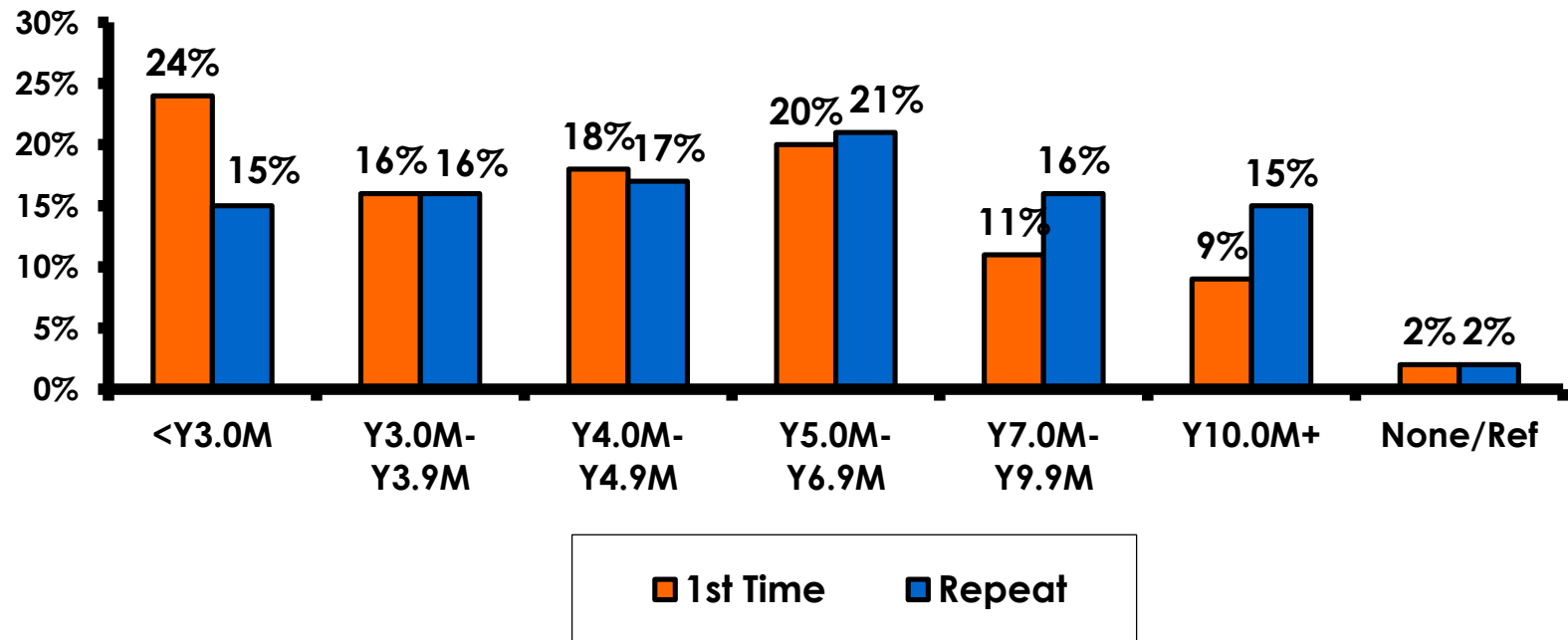


Personal Income



• ¥115.78=\$1

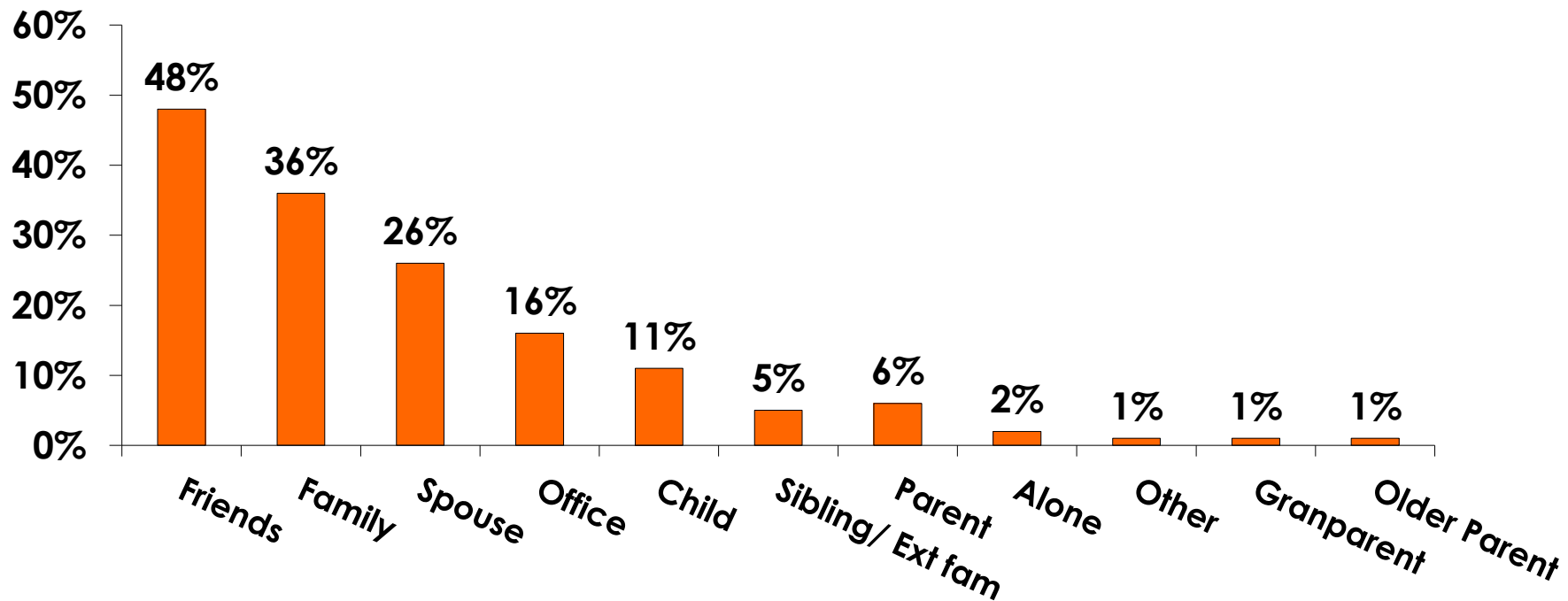
Personal Income – 1st time vs. repeat



Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<Y2.0 million	Count	17	8	9	8	8		1
		Column N %	6%	5%	6%	14%	6%		3%
	Y2.0M-Y3.0M	Count	41	17	24	10	19	7	5
		Column N %	14%	11%	17%	18%	14%	10%	17%
	Y3.0M-Y4.0M	Count	47	22	25	5	26	16	
		Column N %	16%	14%	18%	9%	19%	24%	
	Y4.0M-Y5.0M	Count	51	37	14	4	31	10	6
		Column N %	17%	24%	10%	7%	22%	15%	20%
	Y5.0M-Y7.0M	Count	60	30	30	11	29	14	6
		Column N %	20%	19%	21%	20%	21%	21%	20%
	Y7.0M-Y10.0M	Count	39	20	19	8	13	10	8
		Column N %	13%	13%	14%	14%	9%	15%	27%
	Y10.0M+	Count	33	17	16	7	11	11	4
		Column N %	11%	11%	11%	13%	8%	16%	13%
	No Income	Count	6	3	3	3	3		
		Column N %	2%	2%	2%	5%	2%		
	Total	Count	294	154	140	56	140	68	30

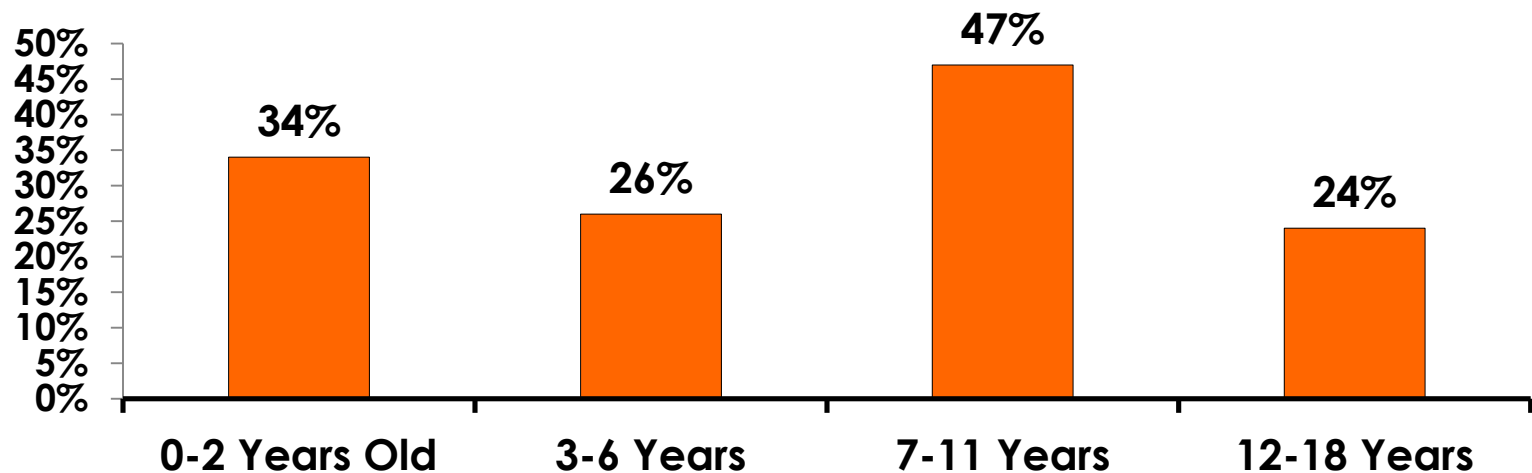
Travel Companions



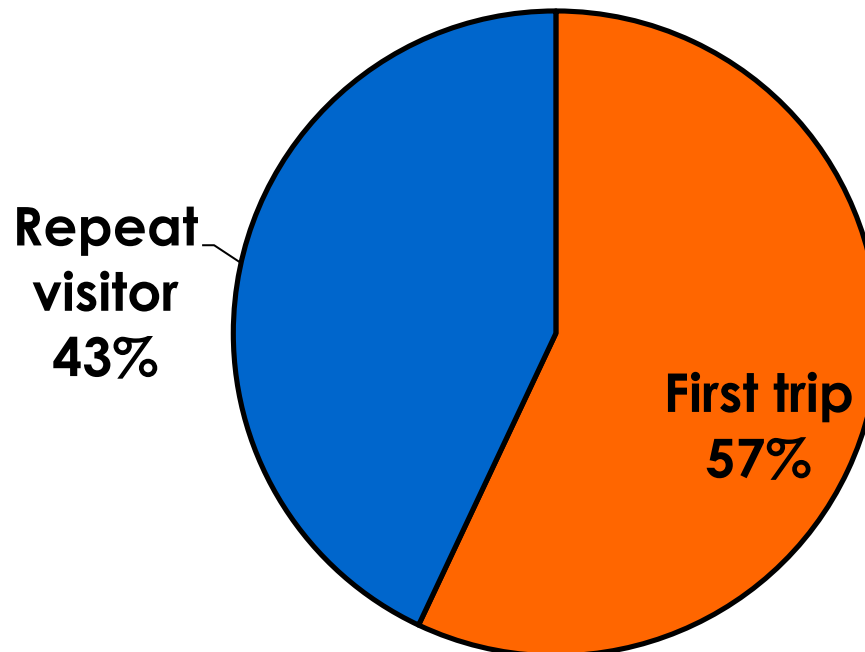
Number of Children Travel Party

N=38 total respondents traveling with children.

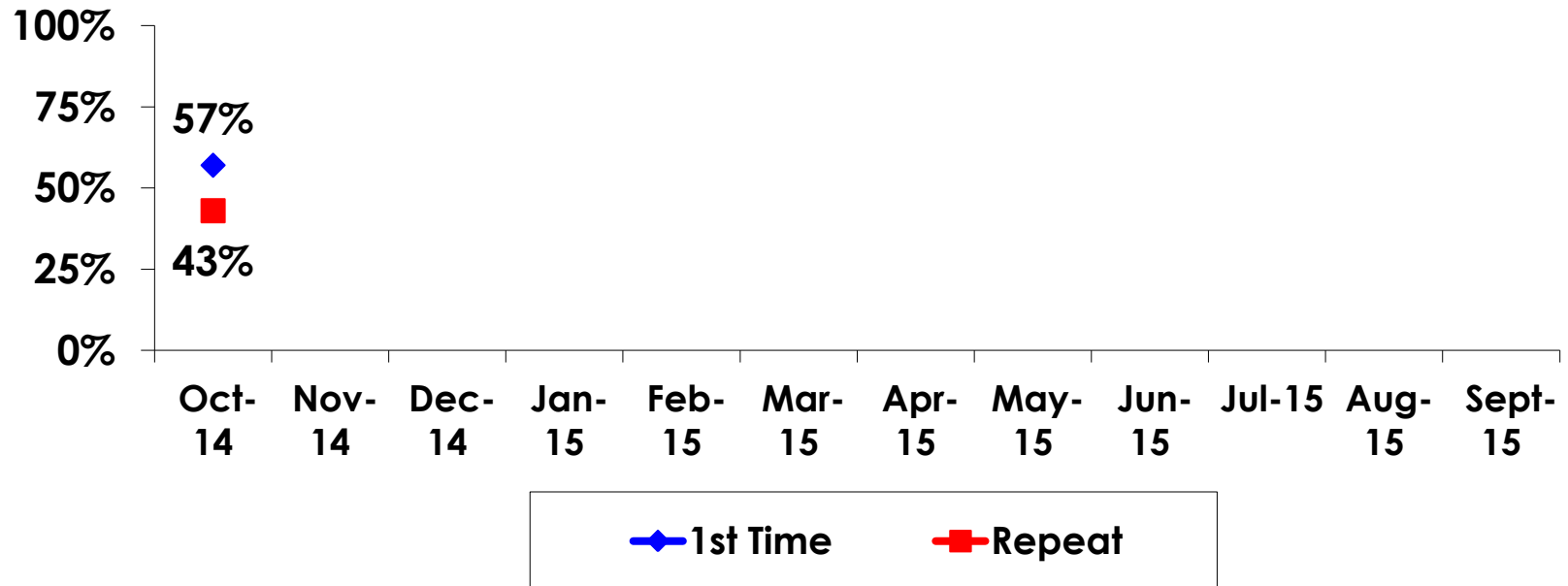
(Of those N=38 respondents, there is a total of 56 children 18 years or younger)



Prior Trips to Guam



PRIOR TRIPS TO GUAM



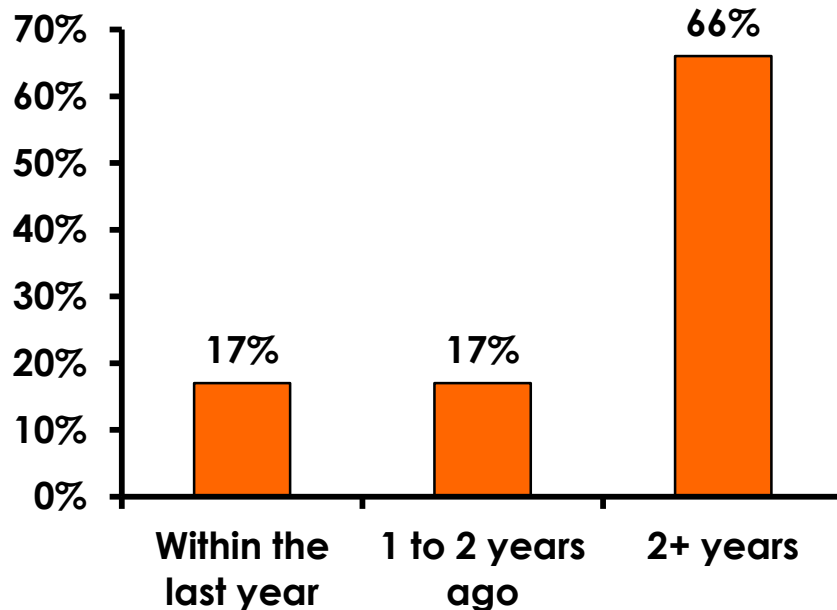
Trips to Guam by Age & Gender

			TOTAL	TRIPS TO GUAM		
			-	1st	Repeat	
GENDER	Male	Count	174	96	78	
		Column N %	50%	48%	52%	
	Female	Count	176	103	73	
		Column N %	50%	52%	48%	
	Total	Count	350	199	151	
AGE	18-24	Count	75	53	22	
		Column N %	21%	27%	15%	
	25-34	Count	165	96	69	
		Column N %	47%	48%	46%	
	35-49	Count	77	36	41	
		Column N %	22%	18%	27%	
	50+	Count	33	14	19	
		Column N %	9%	7%	13%	
		Total	Count	350	199	151

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

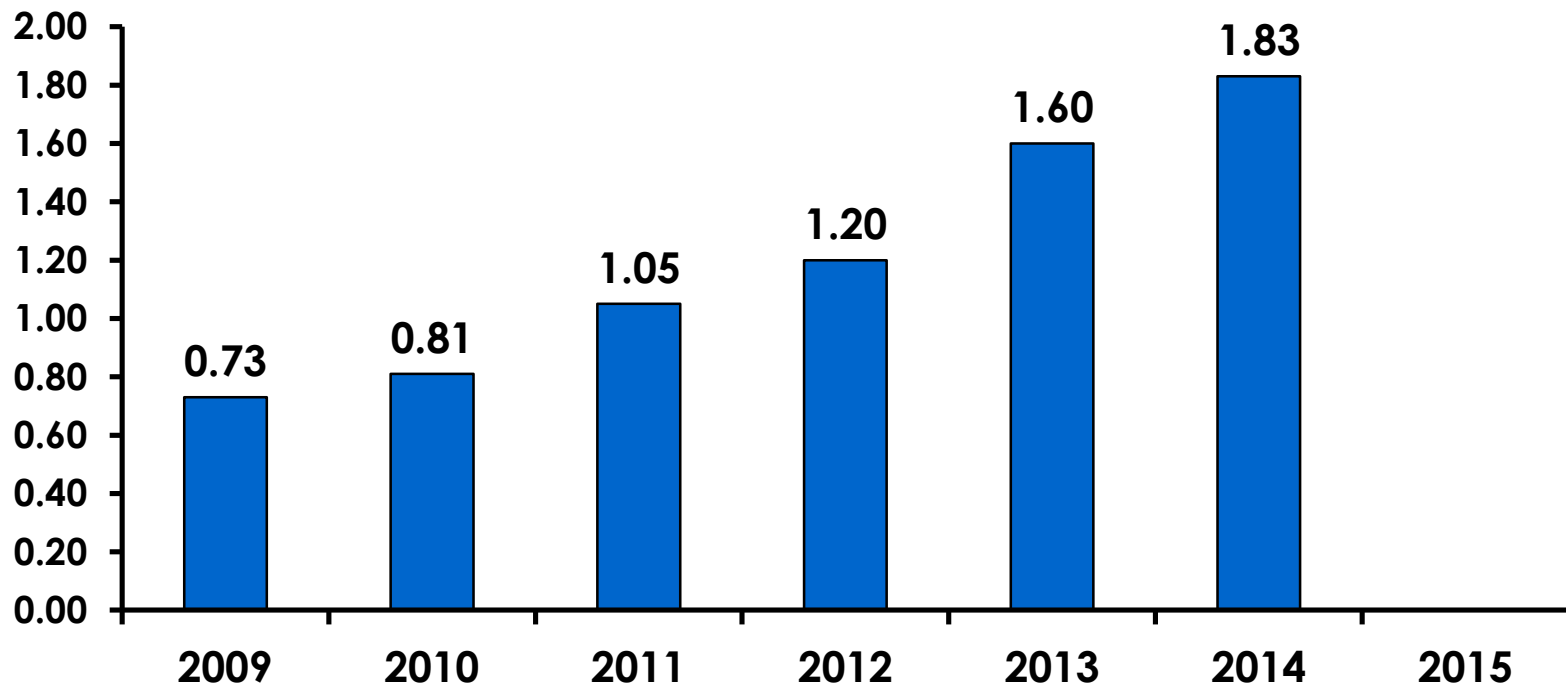
Repeat Visitors Last Trip

n = 141



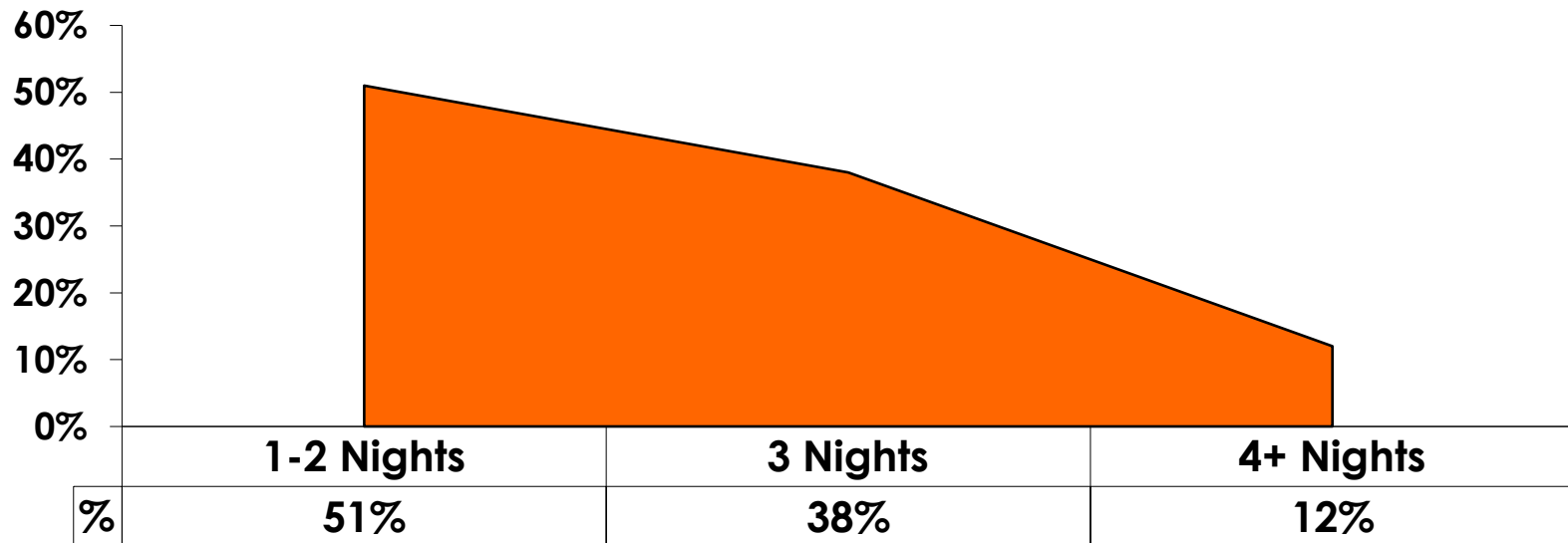
- The average repeat visitor has been to Guam 2.84 times.
- A third of repeat visitors have been to Guam within the last 2 years.

Average Number Overnight Trips (2009-2015) (2 nights or more)

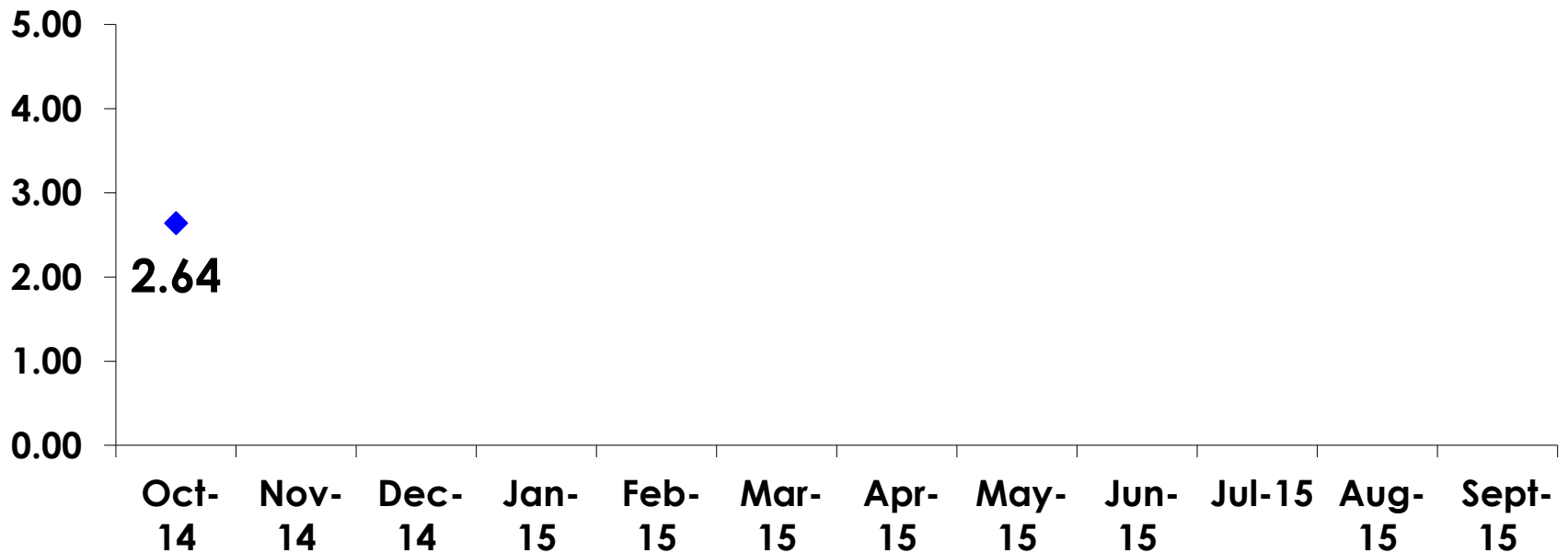


Length of Stay

Mean = 2.64 Days
Median = 2.0 Days



AVG LENGTH OF STAY

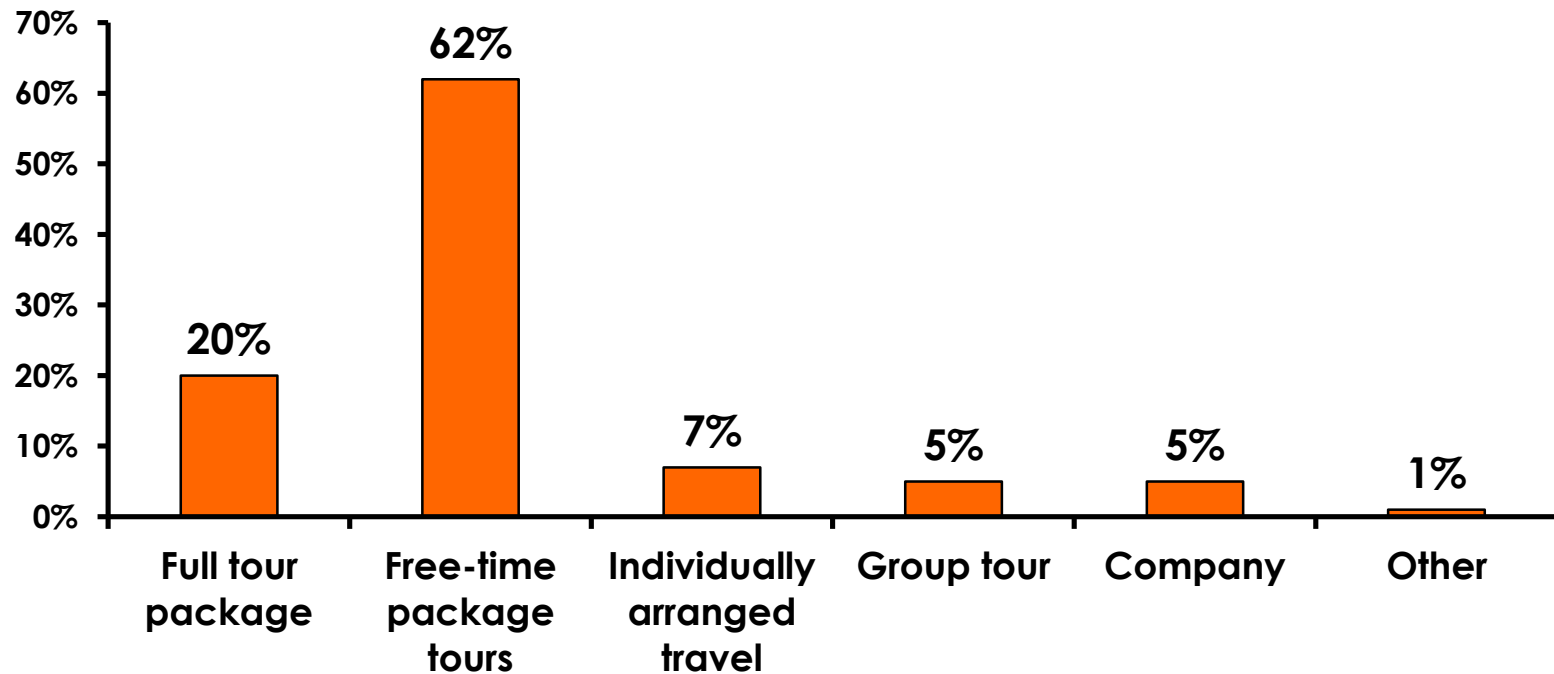


Occupation by Income

		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	Office worker non-mgr	21%	12%	37%	28%	14%	20%	18%	9%	17%	
	Engineer	18%	12%	20%	34%	24%	13%	13%	6%	17%	
	Salesperson	13%		5%	13%	20%	23%	5%	21%		
	Student	12%	47%	5%	2%	2%	10%	10%	15%	50%	
	Self-employed	7%	6%	12%	9%	10%	5%	5%	9%		
	Skilled worker	6%		10%		12%	7%	10%	3%		
	Homemaker	5%	6%			4%	8%	13%	3%		
	Professional/ Specialist	4%		5%	4%	2%		3%	18%		
	Freeter	3%	12%			4%	7%				
	Govt- office worker non-mgr	2%		5%	4%	4%		5%			
	Manager	2%				2%	5%	3%	6%		
	Other	2%	6%		2%		2%	8%			
	Teacher	1%		2%		4%		3%	3%		
	Unemployed	1%						3%		17%	
	Executive (30+ employees)	1%			2%				3%		
	Free-lancer	0%							3%		
	Govt- Executive	0%						3%			
	Govt- Manager	0%			2%						
	Total	Count	334	17	41	47	51	60	39	33	6

SECTION 2 **TRAVEL PLANNING**

Travel Planning - Overall

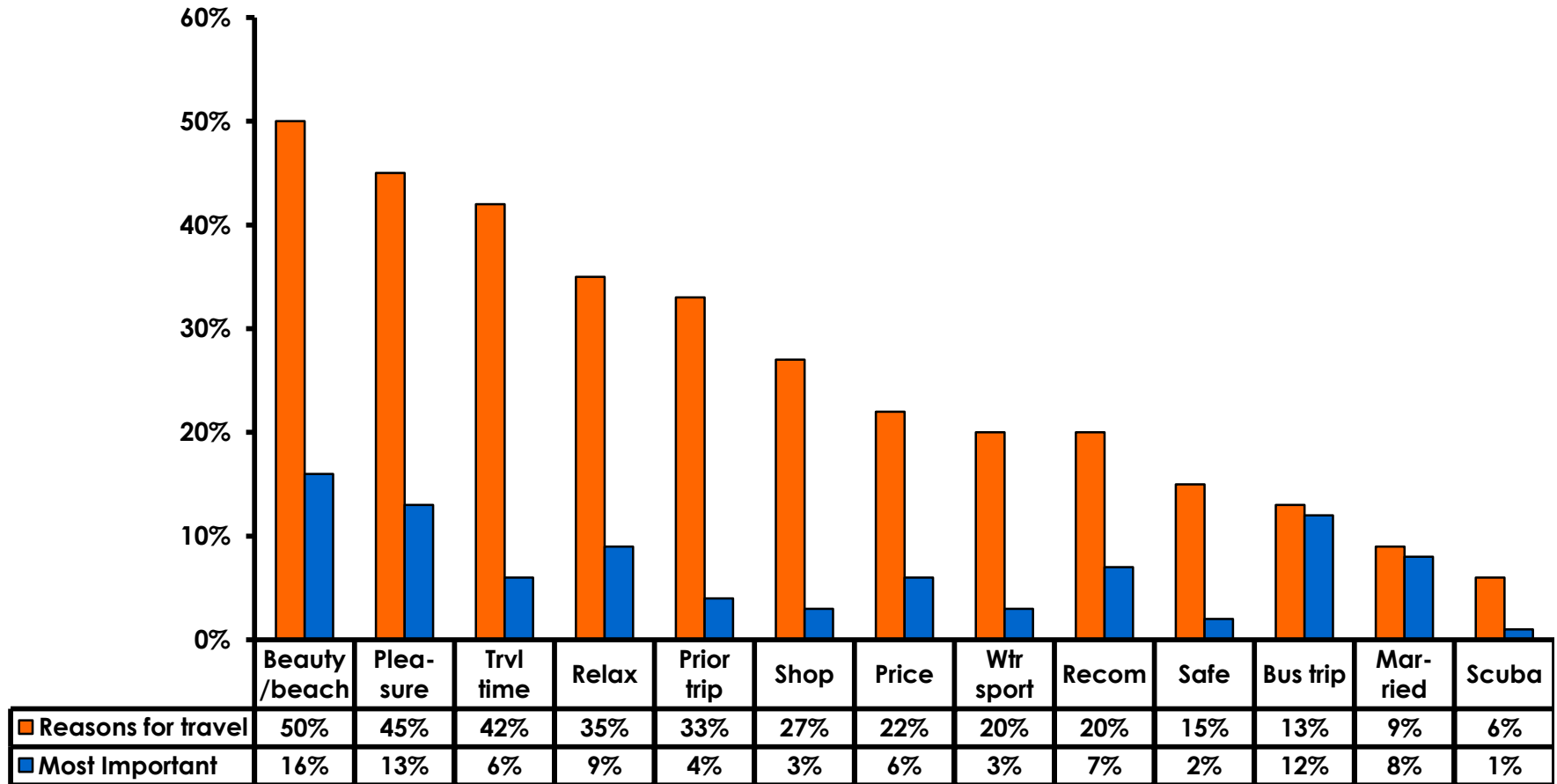


Accommodation by Income

Average length of stay: 2.64 days

		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	
Q9	Guam Plaza Hotel	22%	29%	27%	19%	14%	22%	18%	18%	17%	
	Grand Plaza Hotel	10%	12%	5%	6%	12%	8%	8%	6%	17%	
	PIC Club	9%	29%		9%	4%	15%	8%	6%		
	Fiesta Resort Guam	6%		12%	11%	6%	8%	5%	3%		
	Guam Reef & Olive Spa	6%			13%	8%	2%	3%	15%		
	Outrigger Guam Resort	6%	12%	10%	2%	8%	3%	8%	12%		
	Holiday Resort Guam	5%	12%	15%	2%	4%	3%	8%		17%	
	Hilton Guam Resort	5%			2%	8%	12%	5%	9%		
	Royal Orchid Guam	5%	6%	5%	6%	4%	3%	10%	3%	17%	
	Westin Resort Guam	5%		5%	6%	2%	5%	5%	9%		
	Onward Beach Resort	3%		2%		2%	3%	13%	3%		
	Pacific Bay Hotel	3%			11%	2%	3%	3%		17%	
	Leo Palace Resort	3%		7%		2%	2%		9%		
	Hotel Nikko Guam	2%		2%	2%	8%		3%			
	Hyatt Regency Guam	2%		2%	4%	4%		3%	3%		
	Lotte Hotel Guam	1%				2%	3%			17%	
	Hotel Santa Fe	1%				4%	2%				
	Sheraton Laguna Guam	1%		2%		4%					
	Oceanview Hotel	1%			2%				3%		
	Bayview Hotel	1%		2%		2%	2%				
	Pacific Star Resort & Spa	1%			2%		2%				
	Other	1%			2%			3%			
	Condo	1%		2%							
	Days Inn (Maite)	0%				2%					
	Total	Count	348	17	41	47	51	59	39	33	6

Travel Motivation - Top Responses



Most Important Reason for Choosing Guam

- Guam's natural beauty/ beaches,
- Pleasure,
- Business trip

are 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	50%	59%	53%	43%	34%	48%	52%	
	Pleasure	45%	55%	47%	40%	25%	39%	52%	
	Short travel time	42%	36%	43%	49%	28%	42%	41%	
	Relax	35%	36%	42%	25%	16%	32%	37%	
	Previous trip	33%	21%	33%	36%	47%	36%	29%	
	Shopping	27%	31%	27%	21%	28%	20%	34%	
	Price	22%	40%	16%	17%	19%	19%	24%	
	Water sports	20%	17%	24%	18%	16%	21%	20%	
	Recomm- friend/family/trvl agnt	20%	31%	18%	14%	19%	20%	20%	
	Safe	15%	11%	15%	25%	9%	19%	12%	
	Company/ Business Trip	13%	7%	13%	18%	22%	14%	13%	
	Married/ Attn wedding	9%	1%	10%	9%	19%	12%	6%	
	Scuba	6%	9%	6%	4%	3%	5%	7%	
	Honeymoon	4%	1%	7%	4%		8%	1%	
	Other	3%	4%	2%	4%		2%	4%	
	Company Sponsored	3%		2%	5%	3%	1%	4%	
	Golf	2%	1%	2%	3%	3%	3%	1%	
	Visit friends/ Relatives	2%	3%	2%		3%	2%	2%	
	Organized sports	0%		1%			1%		
	Career Cert/ Testing	0%	1%					1%	
	Total	Count	349	75	165	77	32	173	176

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	50%	35%	46%	40%	55%	58%	56%	48%	83%	
	Pleasure	45%	41%	34%	38%	33%	58%	59%	36%	67%	
	Short travel time	42%	12%	34%	34%	43%	58%	56%	39%	33%	
	Relax	35%	35%	22%	34%	31%	40%	41%	39%	17%	
	Previous trip	33%	24%	24%	34%	39%	38%	33%	42%	33%	
	Shopping	27%	24%	29%	26%	22%	35%	23%	18%	50%	
	Price	22%	18%	22%	17%	16%	32%	18%	24%	33%	
	Water sports	20%	12%	22%	30%	27%	27%	18%	21%		
	Recomm- friend/family/trvl agnt	20%	47%	20%	17%	10%	22%	15%	15%	50%	
	Safe	15%	6%	15%	11%	16%	23%	21%	15%		
	Company/ Business Trip	13%	6%	24%	17%	18%	7%	10%	12%		
	Married/ Attn wedding	9%		10%	17%	12%	8%	3%	12%		
	Scuba	6%	6%	5%	9%	8%	3%	8%	9%	33%	
	Honeymoon	4%	6%	5%	4%	14%	2%	5%			
	Other	3%		2%	2%	2%	5%		3%		
	Company Sponsored	3%		2%		2%	2%	5%	9%		
	Golf	2%				6%	2%	3%	6%	17%	
	Visit friends/ Relatives	2%					3%	3%	3%		
	Organized sports	0%				2%					
	Career Cert/ Testing	0%					2%				
	Total	Count	349	17	41	47	51	60	39	33	6

SECTION 3 **EXPENDITURES**

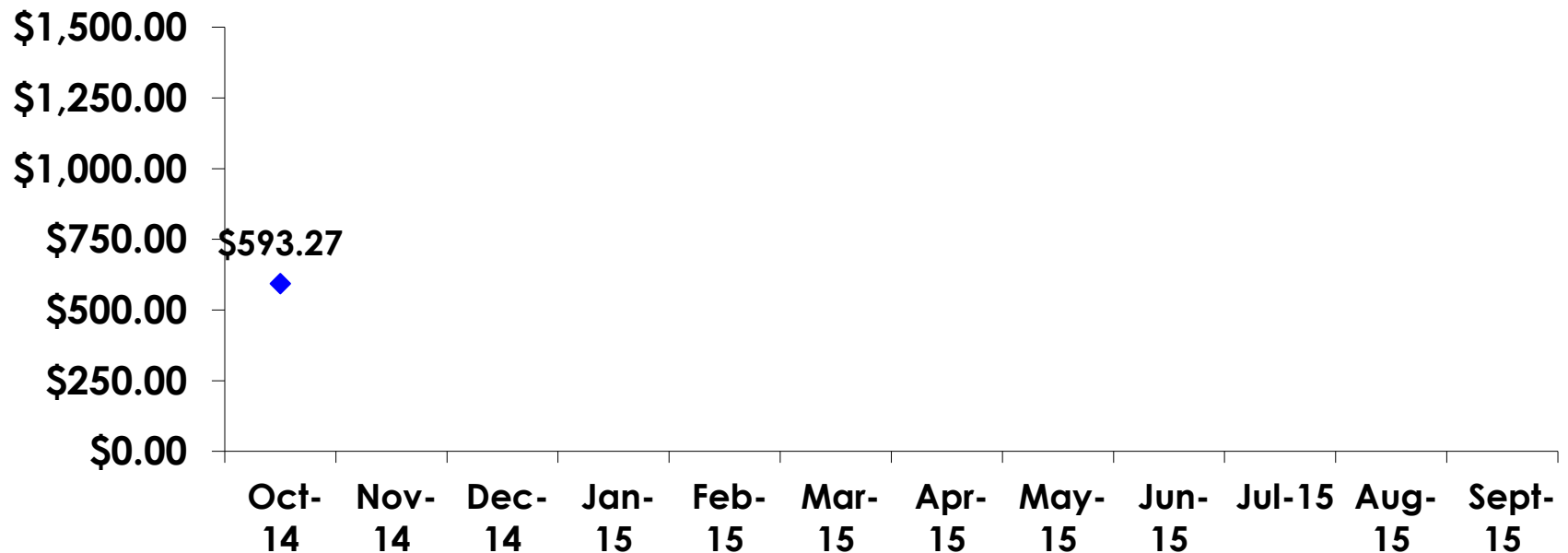
Prepaid Expenditures

¥115.78/US\$1

- \$935.02 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$4,189 = maximum (highest amount recorded for the entire sample)
- \$593.27 = overall mean average per person prepaid expenditures

PREPAID EXPENDITURES

Per Person



YTD=\$593.27

Breakdown of Prepaid Expenditures

¥115.78=\$1

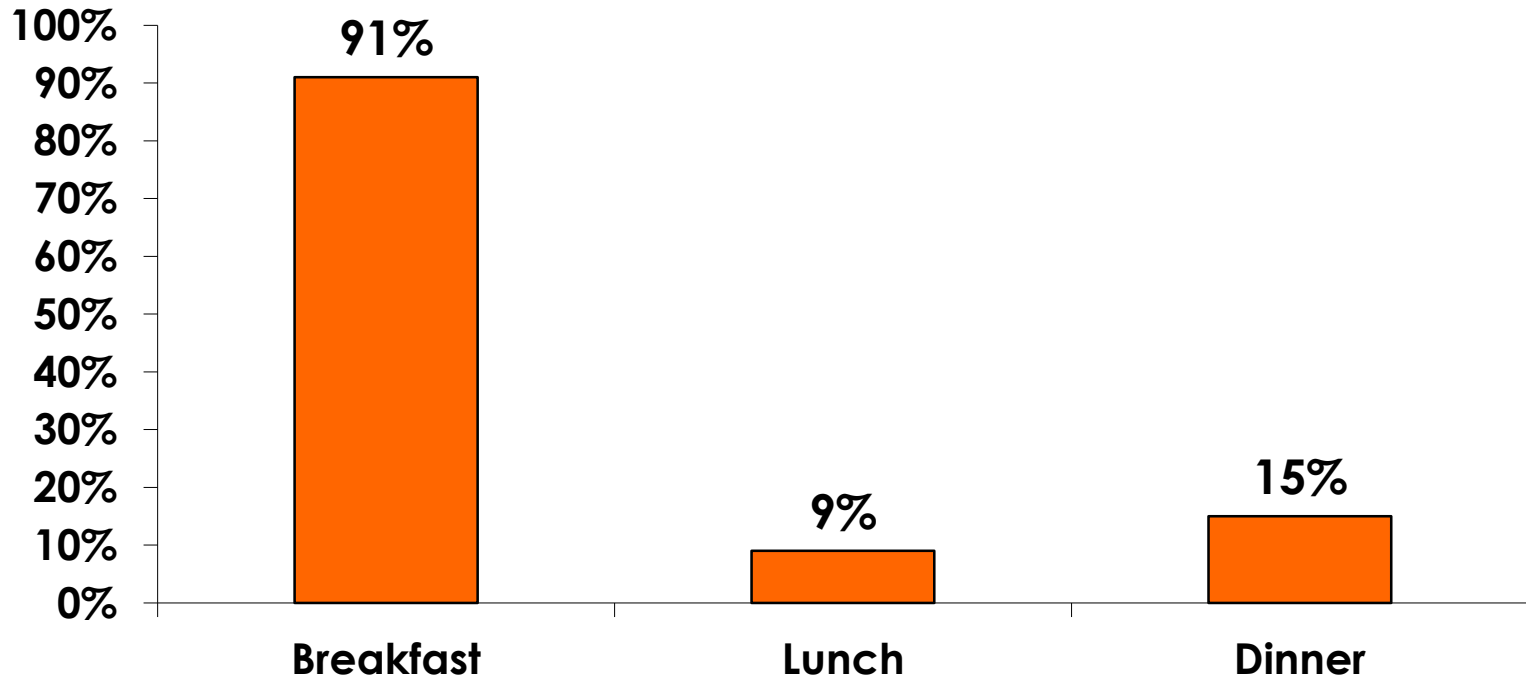
(Filter: Only those who responded/
Per Travel Party)

	MEAN \$
Air & Accommodation package only	\$999.69
Air & Accommodation w/ daily meal package	\$1,704.79
Air only	\$870.62
Accommodation only	\$183.85
Accommodation w/ daily meal only	\$-
Food & Beverages in Hotel	\$-
Ground transportation – Japan	\$69.93
Ground transportation – Guam	\$50.38
Optional tours/ activities	\$200.45
Other expenses	\$270.23
Total Prepaid	\$935.02

PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n=33

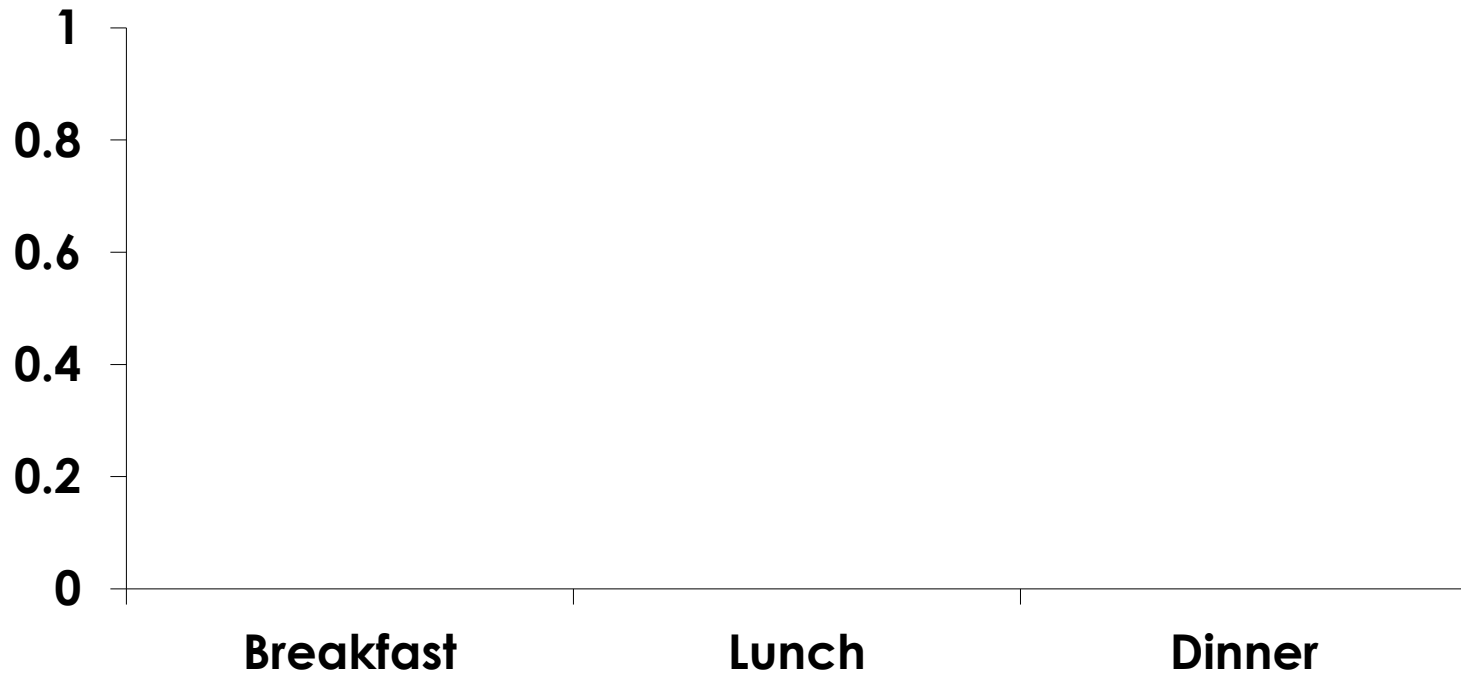


Mean=\$1,704.79 per travel party

PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

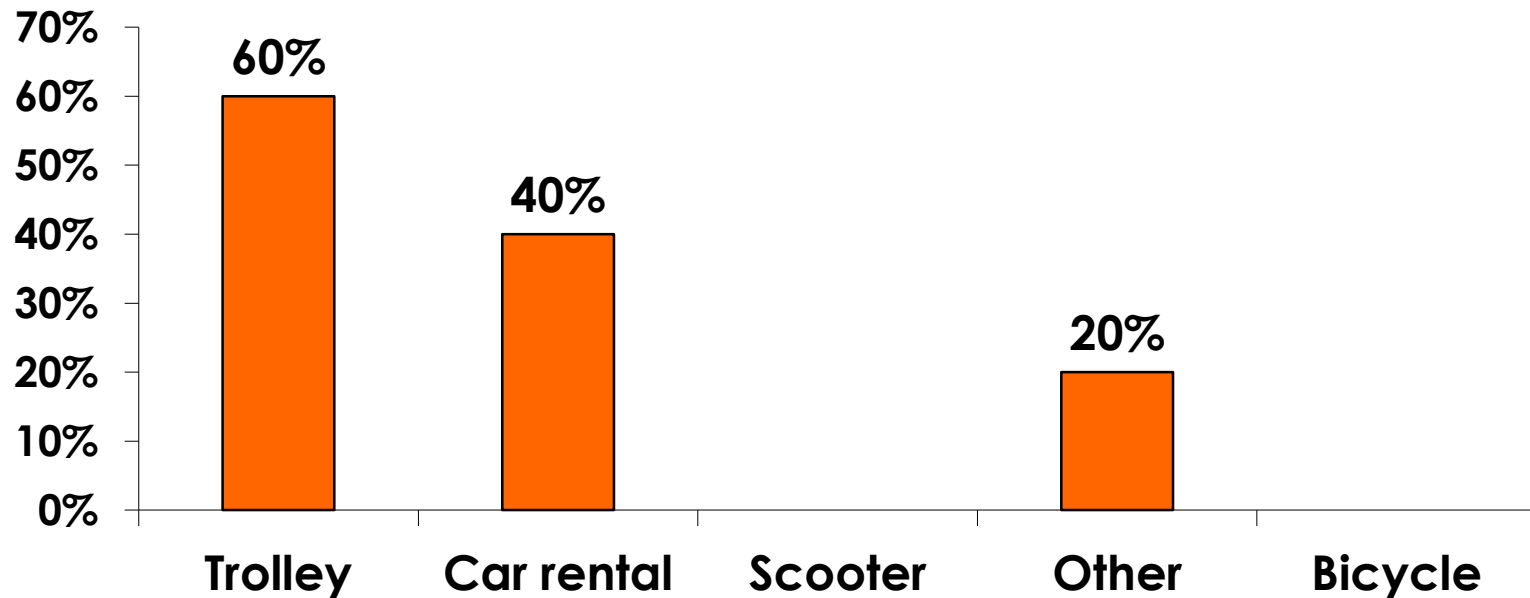
N=0



Mean=\$xx per travel party

PREPAID GROUND TRANSPORTATION

n=5



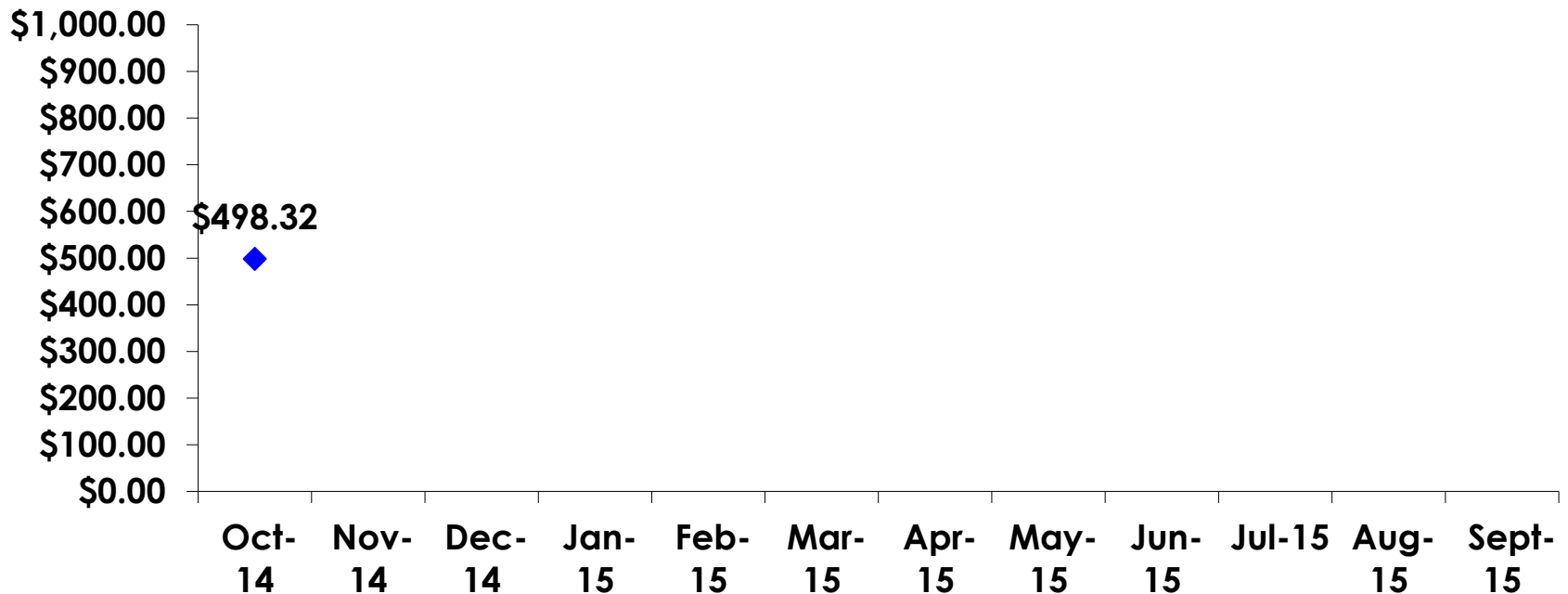
Mean=\$50.38 per travel party

On-Island Expenditures

- \$700.80 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$3,200 = Maximum (highest amount recorded for the entire sample)
- \$498.32 = overall mean average per person on-island expenditure

ON-ISLAND EXPENDITURES

Per Person

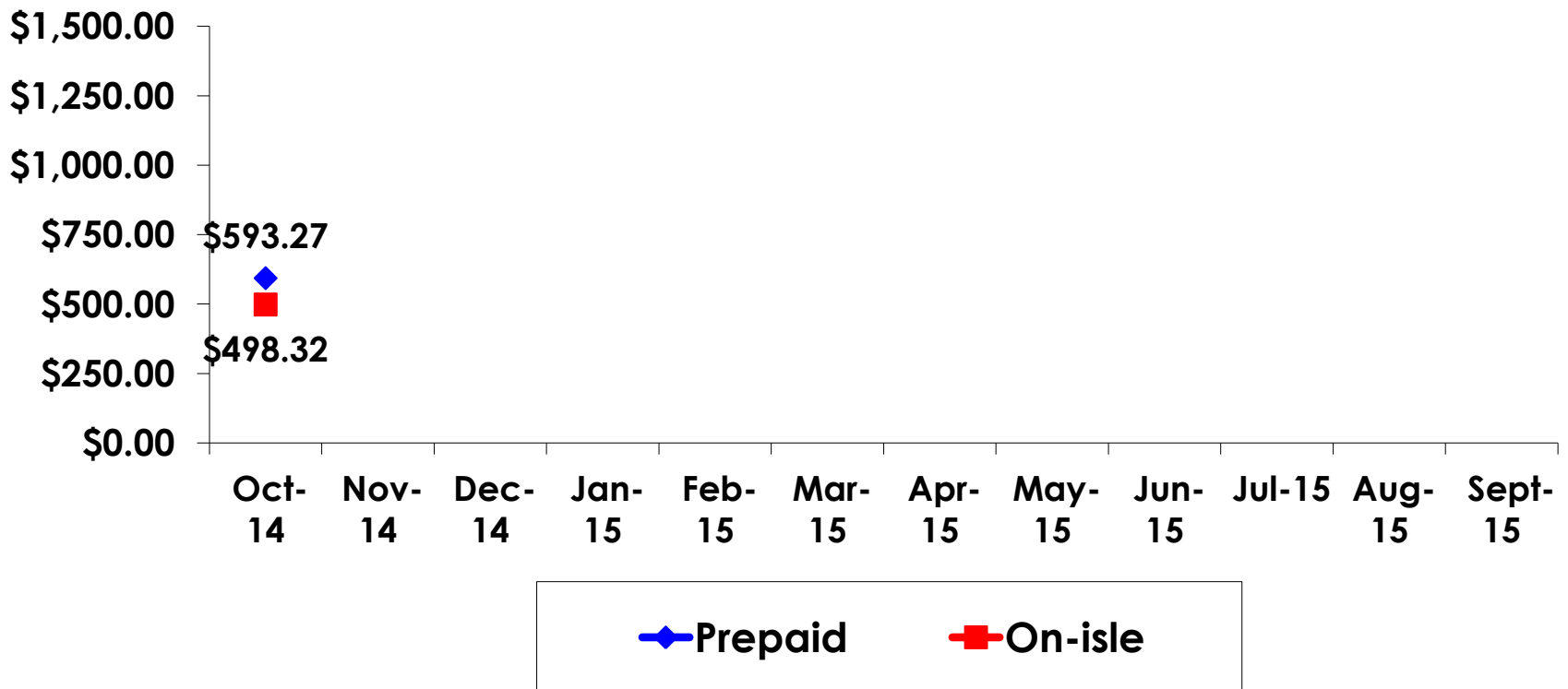


YTD = \$498.32

PREPAID/ ON-ISLE EXPENDITURES – Per Person

Prepaid YTD = \$593.27

On-Isle YTD = \$498.32



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	\$498.32	\$483.73	\$512.74	\$522.24	\$448.31	\$516.61	\$495.66	\$504.98	\$502.75	\$552.59	\$524.25
	Median	\$400	\$400	\$400	\$400	\$400	\$417	\$300	\$480	\$400	\$333	\$425
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$3,100	\$3,100	\$3,000	\$2,000	\$1,600	\$3,100	\$2,000	\$2,000	\$3,000	\$3,000	\$2,000

On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$27.81	\$45.18	\$10.64	\$13.89	\$23.67	\$44.82	\$40.45
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$26.20	\$28.67	\$23.77	\$15.09	\$24.76	\$40.36	\$25.61
	Median	\$0	\$5	\$0	\$0	\$0	\$10	\$0
F&B RESTRNT	Mean	\$79.78	\$106.16	\$53.70	\$45.56	\$82.95	\$103.70	\$85.91
	Median	\$9	\$50	\$0	\$0	\$0	\$50	\$0
OPT TOUR	Mean	\$73.60	\$97.09	\$50.38	\$58.77	\$78.44	\$85.91	\$54.36
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- SELF	Mean	\$168.99	\$172.90	\$165.13	\$142.40	\$135.59	\$286.17	\$123.03
	Median	\$2	\$0	\$30	\$30	\$0	\$100	\$0
GIFT- OTHER	Mean	\$101.53	\$96.69	\$106.31	\$84.25	\$88.96	\$132.73	\$130.82
	Median	\$50	\$50	\$39	\$50	\$10	\$100	\$50
TRANS	Mean	\$11.25	\$13.69	\$8.85	\$10.61	\$9.04	\$16.39	\$11.79
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER	Mean	\$211.92	\$244.42	\$179.79	\$154.16	\$209.93	\$237.69	\$293.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL	Mean	\$700.80	\$805.72	\$597.07	\$527.28	\$653.59	\$943.09	\$765.88
	Median	\$500	\$600	\$480	\$482	\$500	\$700	\$500

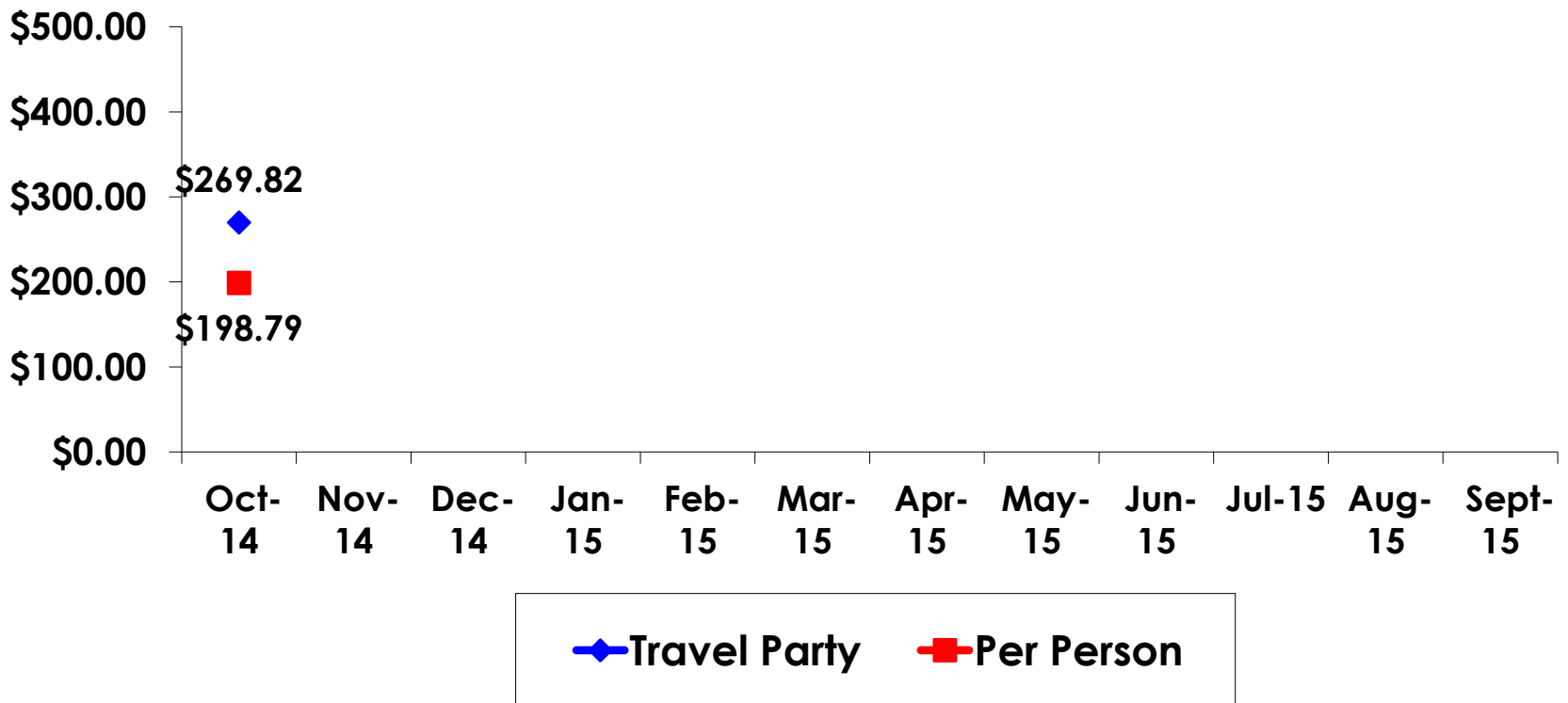
On-Island Expenditures

First Timers & Repeaters

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$27.81	\$28.95	\$26.31
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$26.20	\$23.75	\$29.43
	Median	\$0	\$0	\$0
F&B RESTRNT	Mean	\$79.78	\$69.49	\$93.34
	Median	\$9	\$0	\$20
OPT TOUR	Mean	\$73.60	\$63.20	\$87.31
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$168.99	\$156.47	\$185.50
	Median	\$2	\$0	\$30
GIFT- OTHER	Mean	\$101.53	\$109.83	\$90.58
	Median	\$50	\$50	\$50
TRANS	Mean	\$11.25	\$10.30	\$12.52
	Median	\$0	\$0	\$0
OTHER	Mean	\$211.92	\$186.83	\$244.98
	Median	\$0	\$0	\$0
TOTAL	Mean	\$700.80	\$650.68	\$766.86
	Median	\$500	\$500	\$550

ON-ISLE EXPENDITURES – Per Day

Travel Party YTD = \$269.82 Per Person YTD = \$198.79

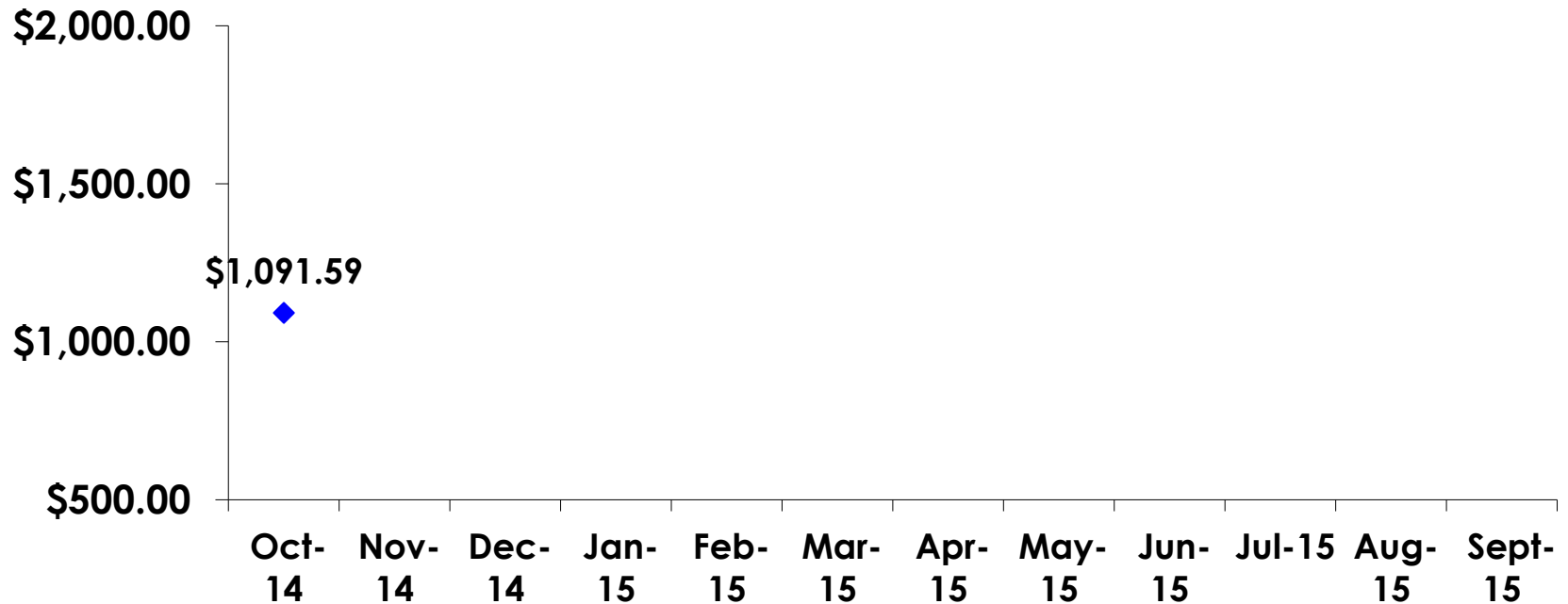


Total Expenditures Per Person (Prepaid & On-Island)

- \$1,091.59 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$3,864 = Maximum (highest amount recorded for the entire sample)

TOTAL EXPENDITURES

Per Person



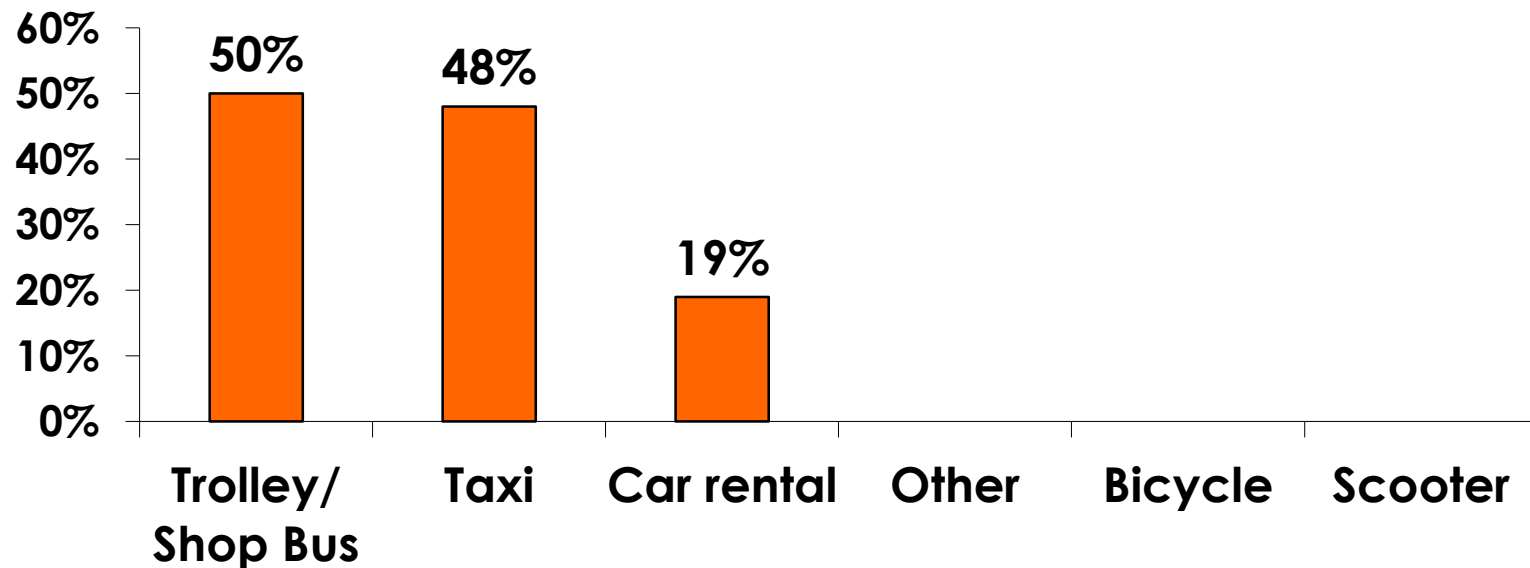
YTD=\$1,091.59

Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$27.81
Food & beverage in fast food restaurant/convenience store	\$26.20
Food & beverage at restaurants or drinking establishments outside a hotel	\$79.78
Optional tours and activities	\$73.60
Gifts/ souvenirs for yourself/companions	\$168.99
Gifts/ souvenirs for friends/family at home	\$101.53
Local transportation	\$11.25
Other expenses not covered	\$211.92
Average Total	\$700.80

Local Transportation

n=52



Mean=\$11.25 per travel party

Guam Airport Expenditures

- \$20.46 = Mean
- \$7 = Median
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$400 = Maximum (highest amount recorded for the entire sample)

Breakdown of Airport Expenditures

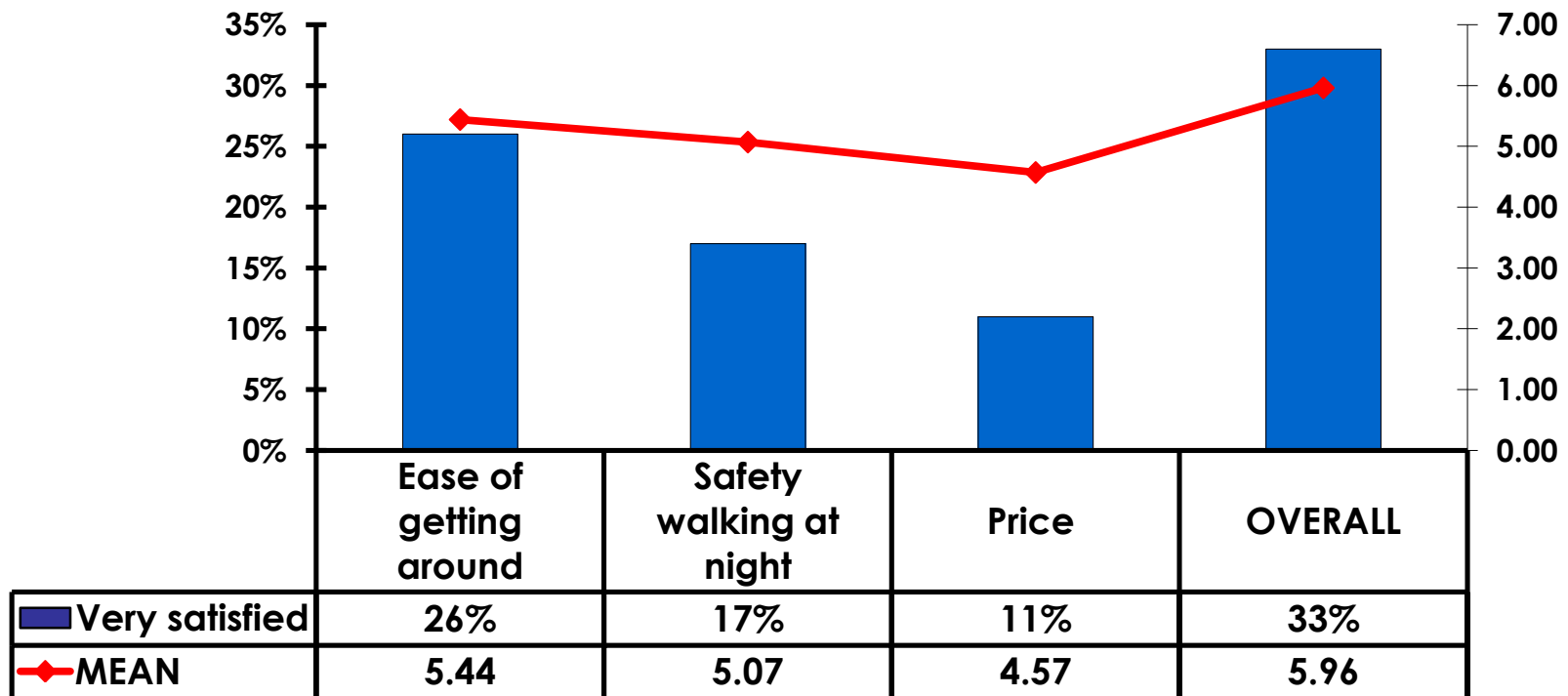
	MEAN \$
Food & Beverages	\$6.32
Gifts/Souvenirs Self	\$4.80
Gifts/Souvenirs Others	\$9.30
Total	\$20.46

SECTION 4 **VISITOR SATISFACTION**

Satisfaction Scores Overall

7pt Rating Scale

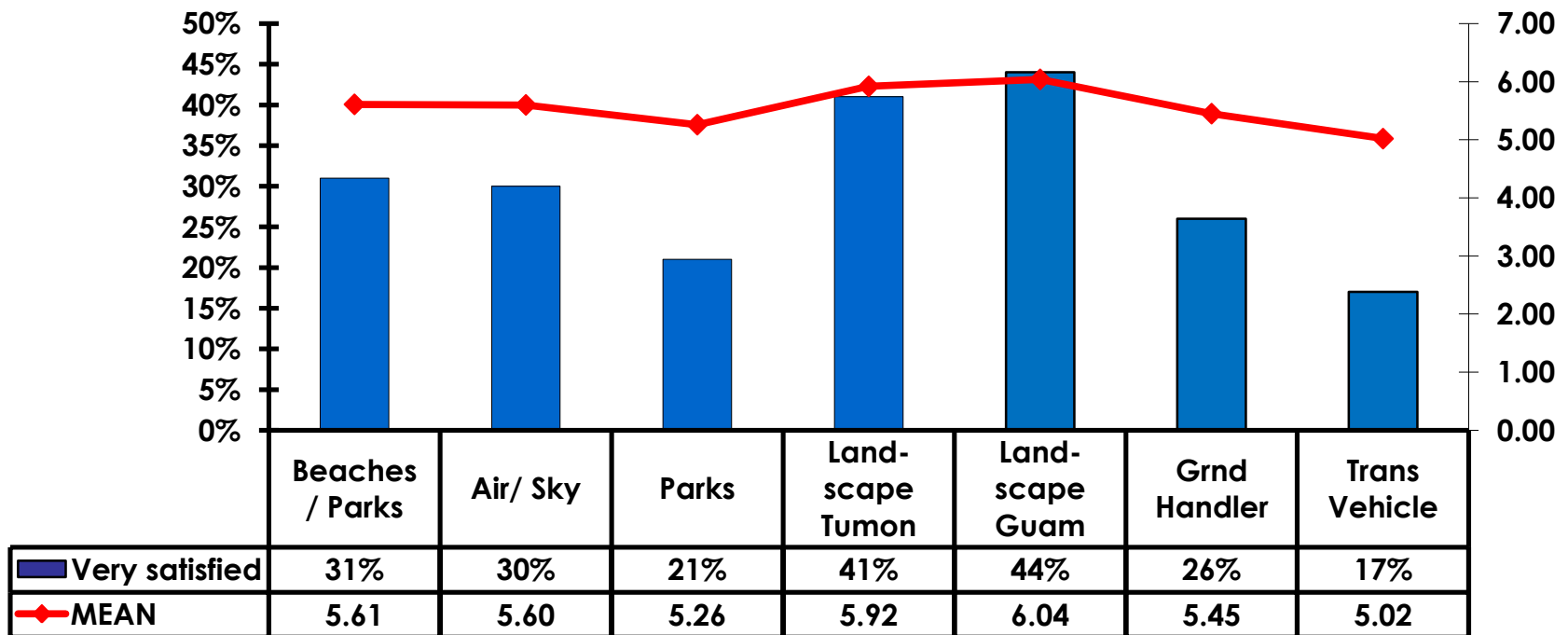
7=Very Satisfied/1=Very Dissatisfied



Satisfaction Quality/ Cleanliness

7pt Rating Scale

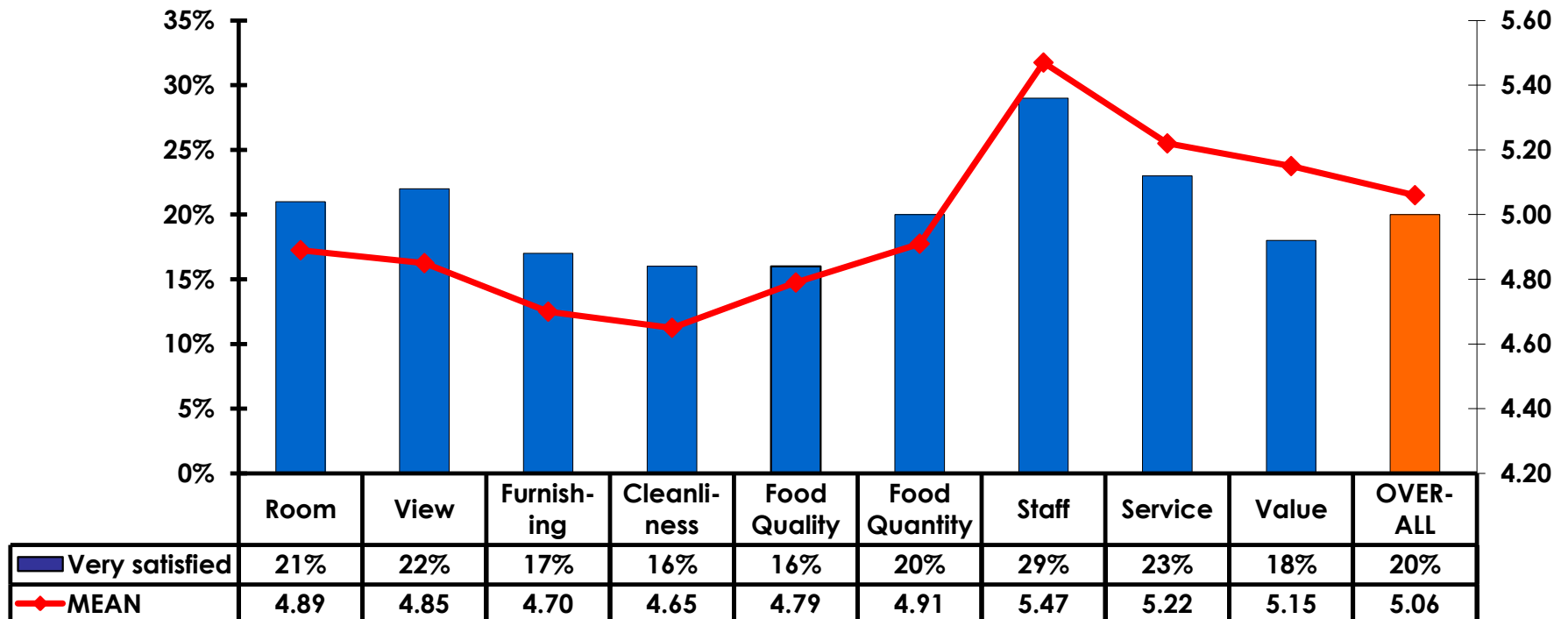
7=Very Satisfied/1=Very Dissatisfied



Quality of Accommodations

7pt Rating Scale

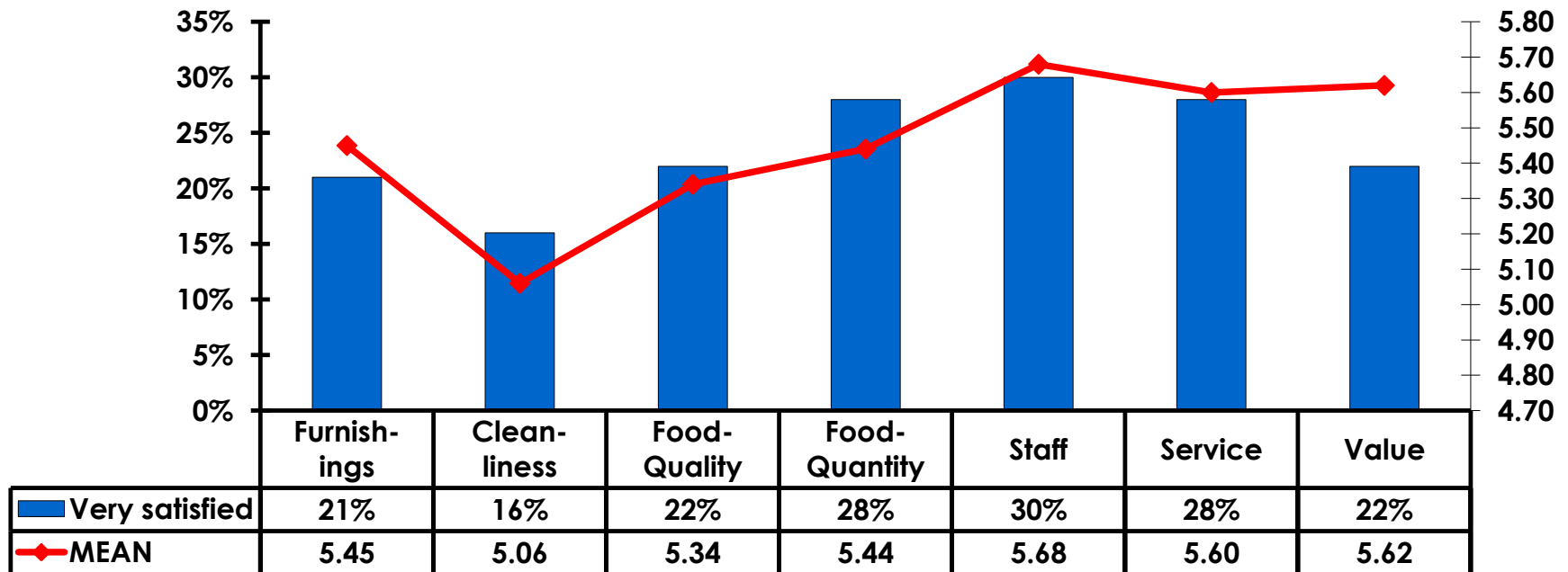
7=Very Satisfied/1=Very Dissatisfied



Quality of Dining Experience

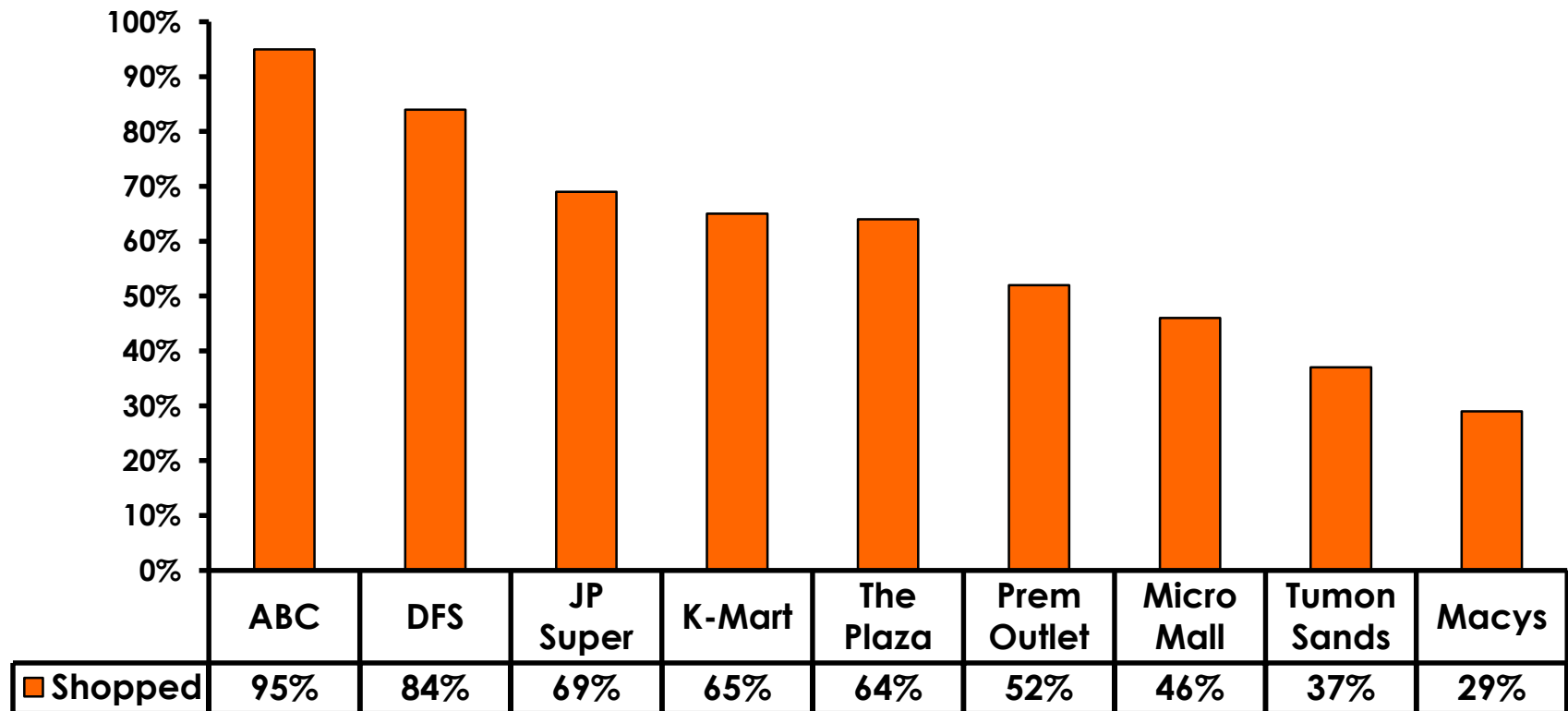
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



Visits to Shopping Centers/Malls on Guam

Top responses



Satisfaction with Shopping

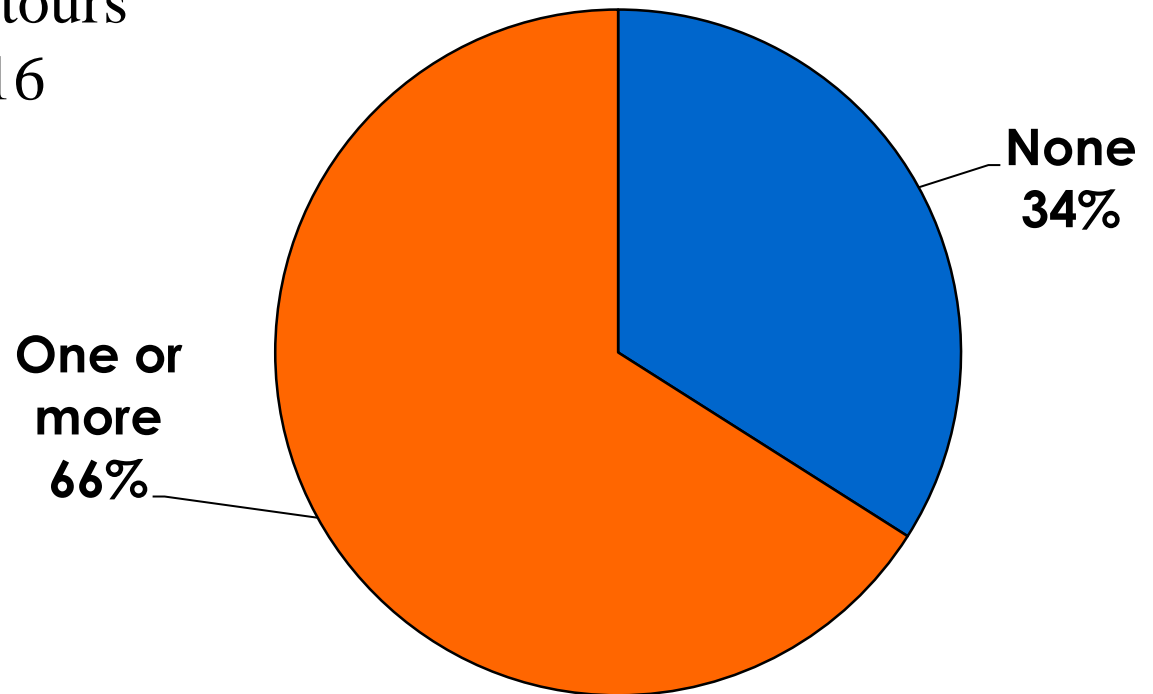
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = 55%	Score of 6 to 7 = 53%
Score of 4 to 5 = 41%	Score of 4 to 5 = 40%
Score 1 to 3 = 4%	Score 1 to 3 = 6%
MEAN = 5.45	MEAN = 5.41

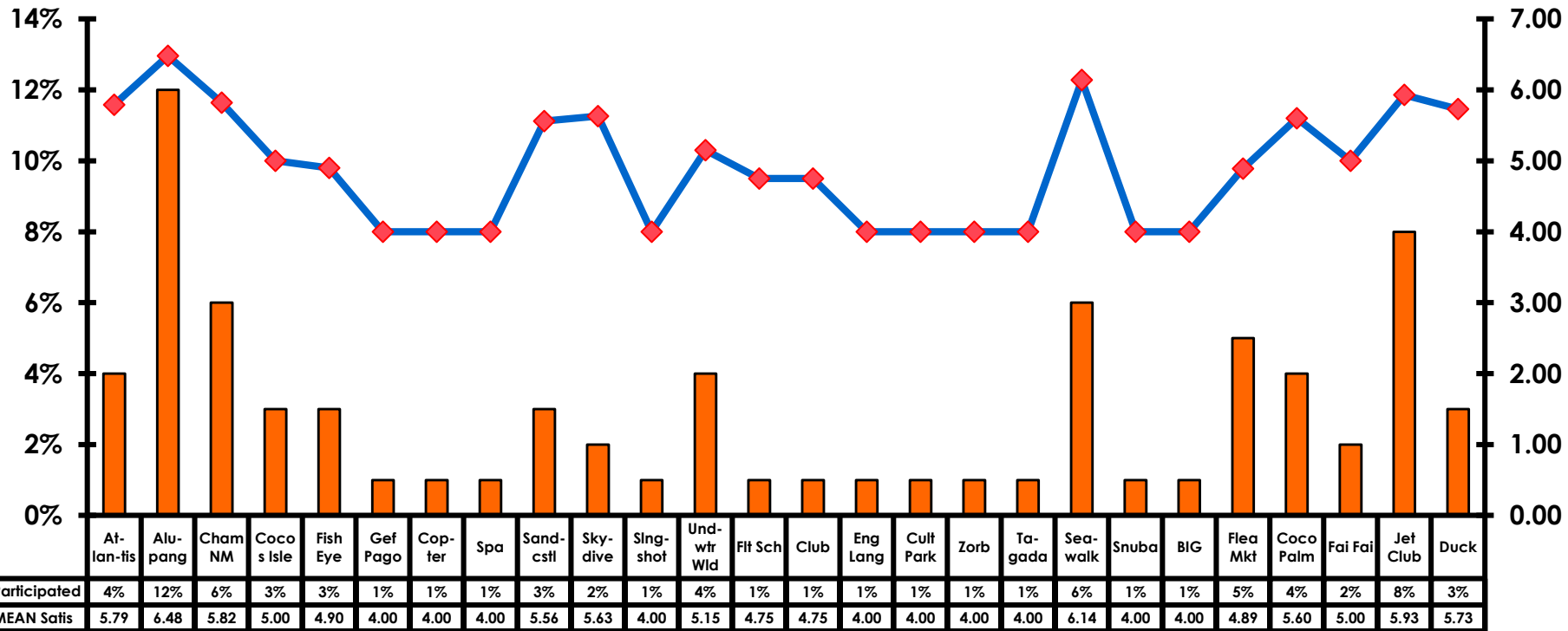
Optional Tour Participation

- Average number of tours participated in is 1.16



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 = 61%	Score of 6 to 7 = 58%
Score of 4 to 5 = 36%	Score of 4 to 5 = 40%
Score 1 to 3 = 2%	Score 1 to 3 = 1%
MEAN = 5.58	MEAN = 5.57

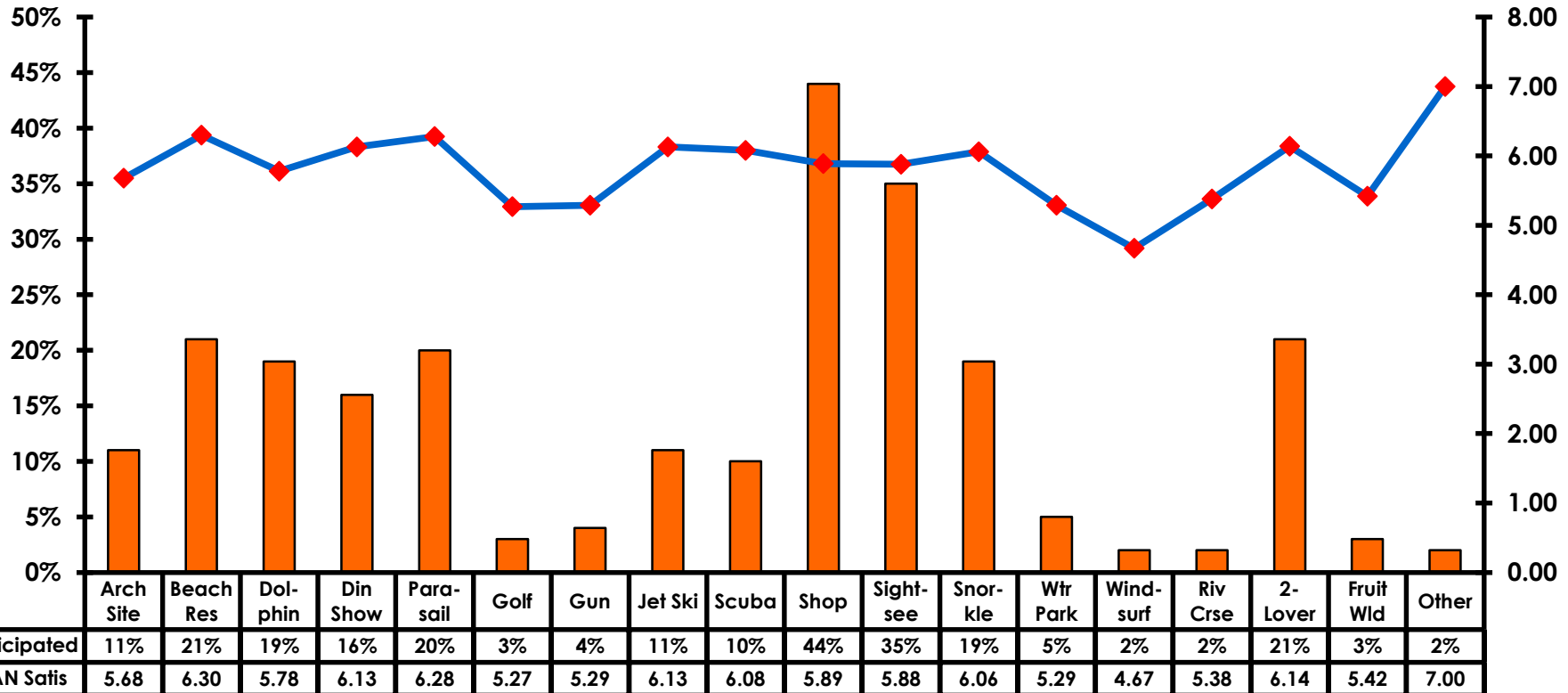
Night Tours Satisfaction

7pt Rating Scale

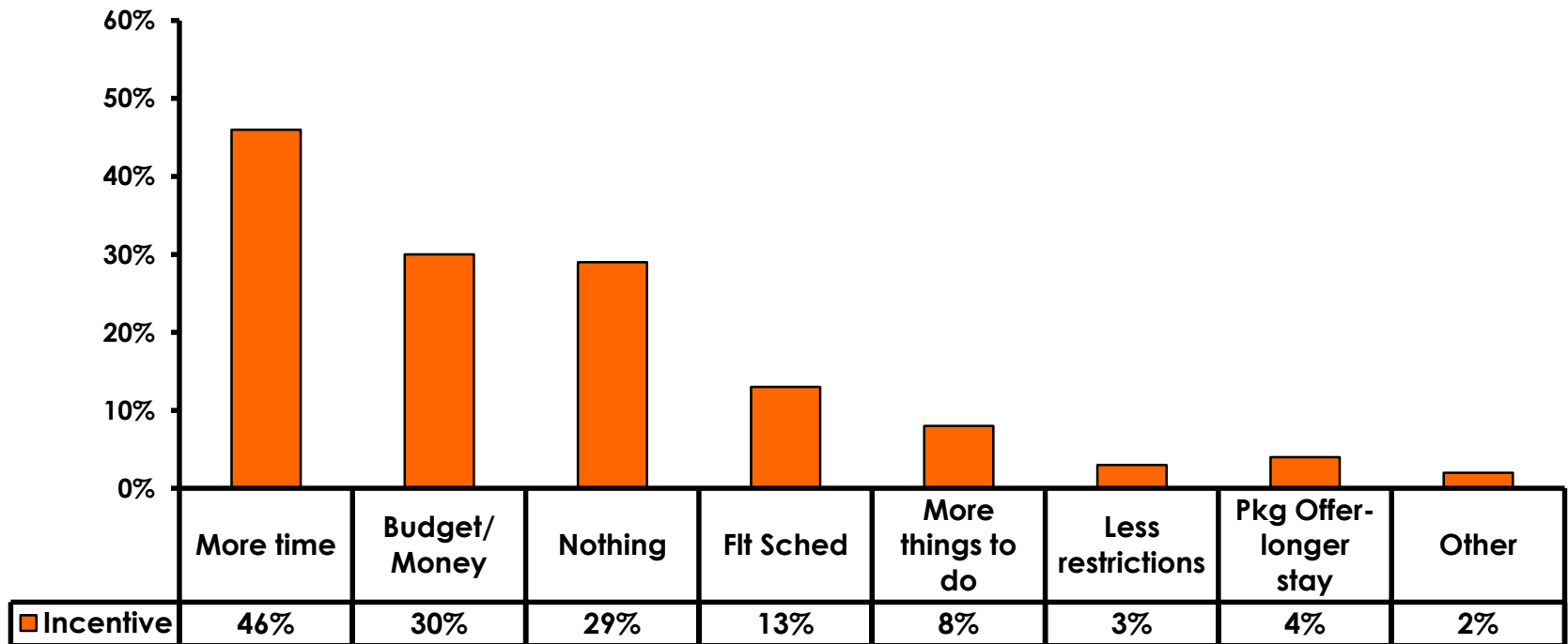
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = 31%	Score of 6 to 7 = 27%
Score of 4 to 5 = 66%	Score of 4 to 5 = 71%
Score 1 to 3 = 3%	Score 1 to 3 = 3%
MEAN = 4.81	MEAN = 4.75

Satisfaction with Other Activities



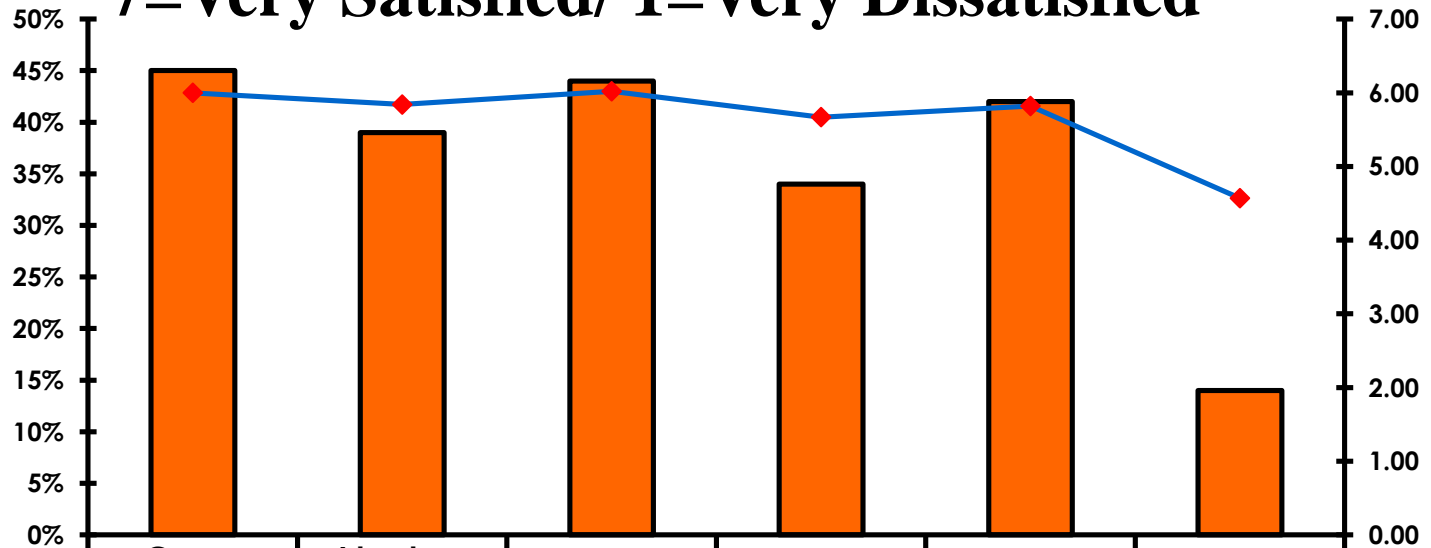
What would it take to make you want to stay an extra day in Guam?





On-Island Perceptions

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

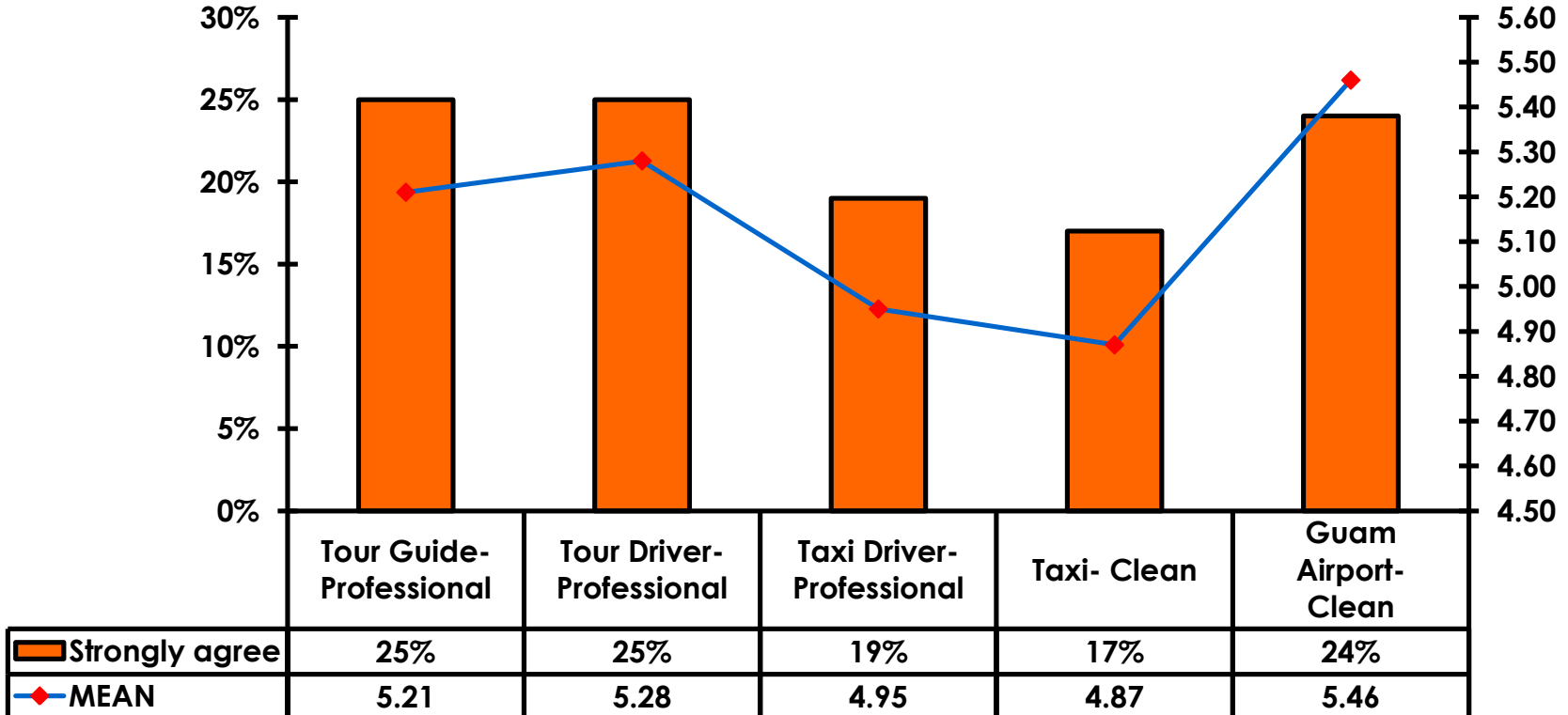


	Guam was better than expected	I had no communication on problems	I will recommend Guam to friends	Sites on Guam were attractive	I plan to visit Guam again	Not enough night activities
 Strongly agree	45%	39%	44%	34%	42%	14%
 MEAN	6.00	5.84	6.02	5.67	5.82	4.57

On-Island Perceptions

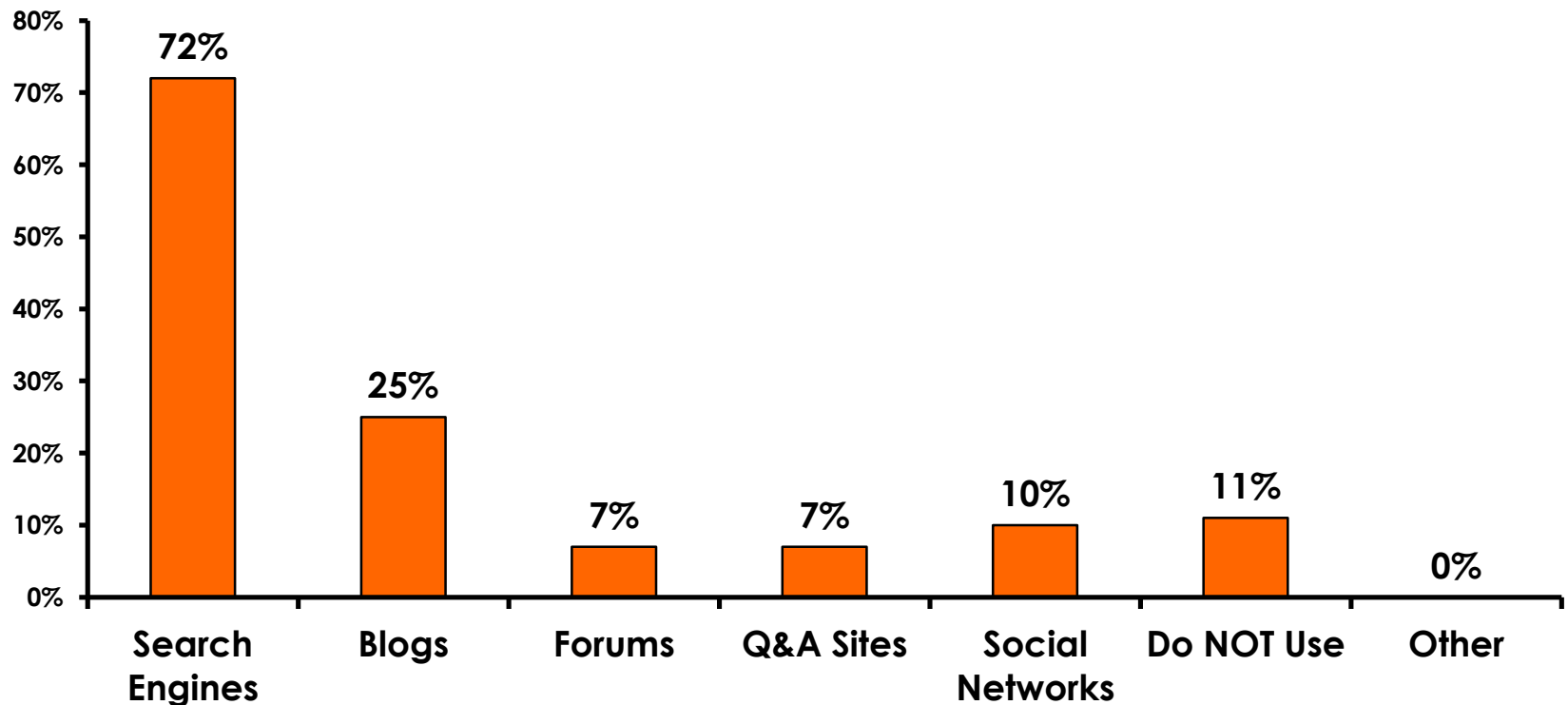
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied



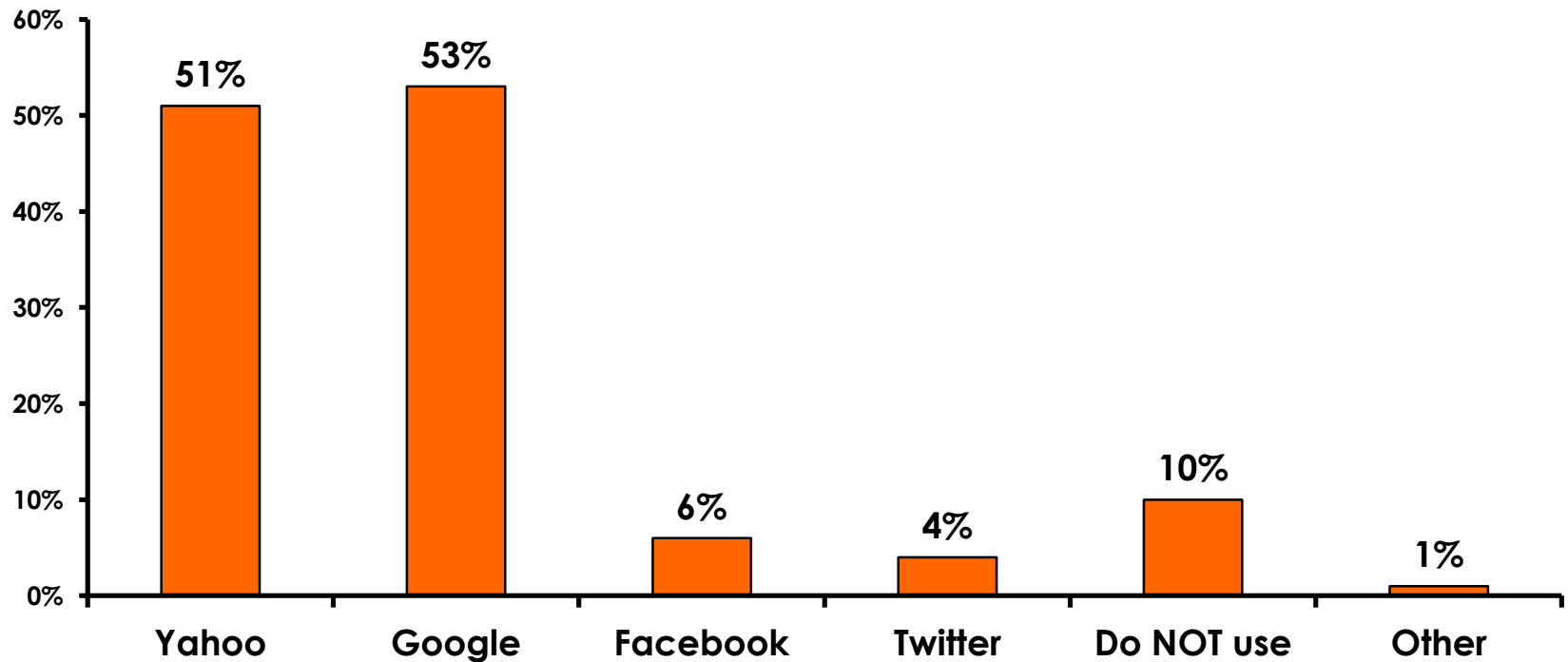
SECTION 5 **PROMOTIONS**

Internet- Guam Sources of Info

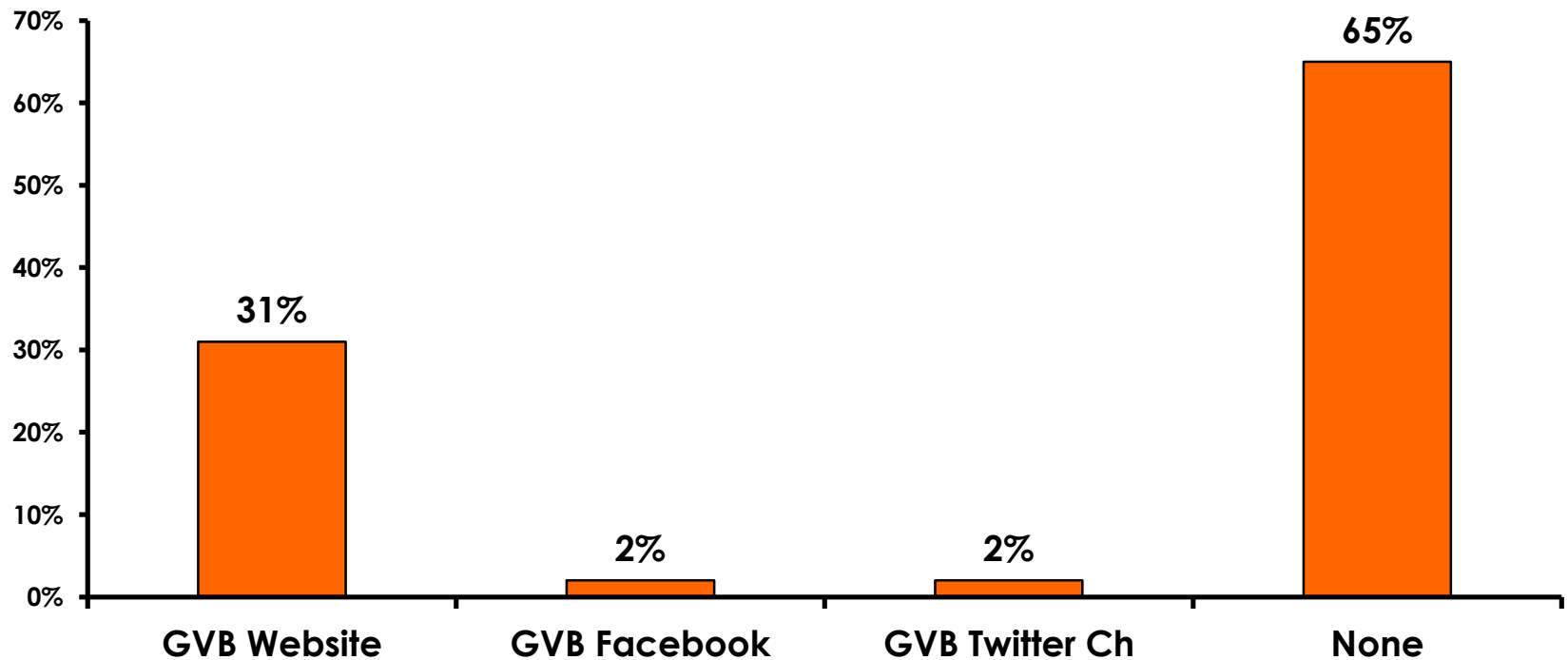


Internet- Things To Do

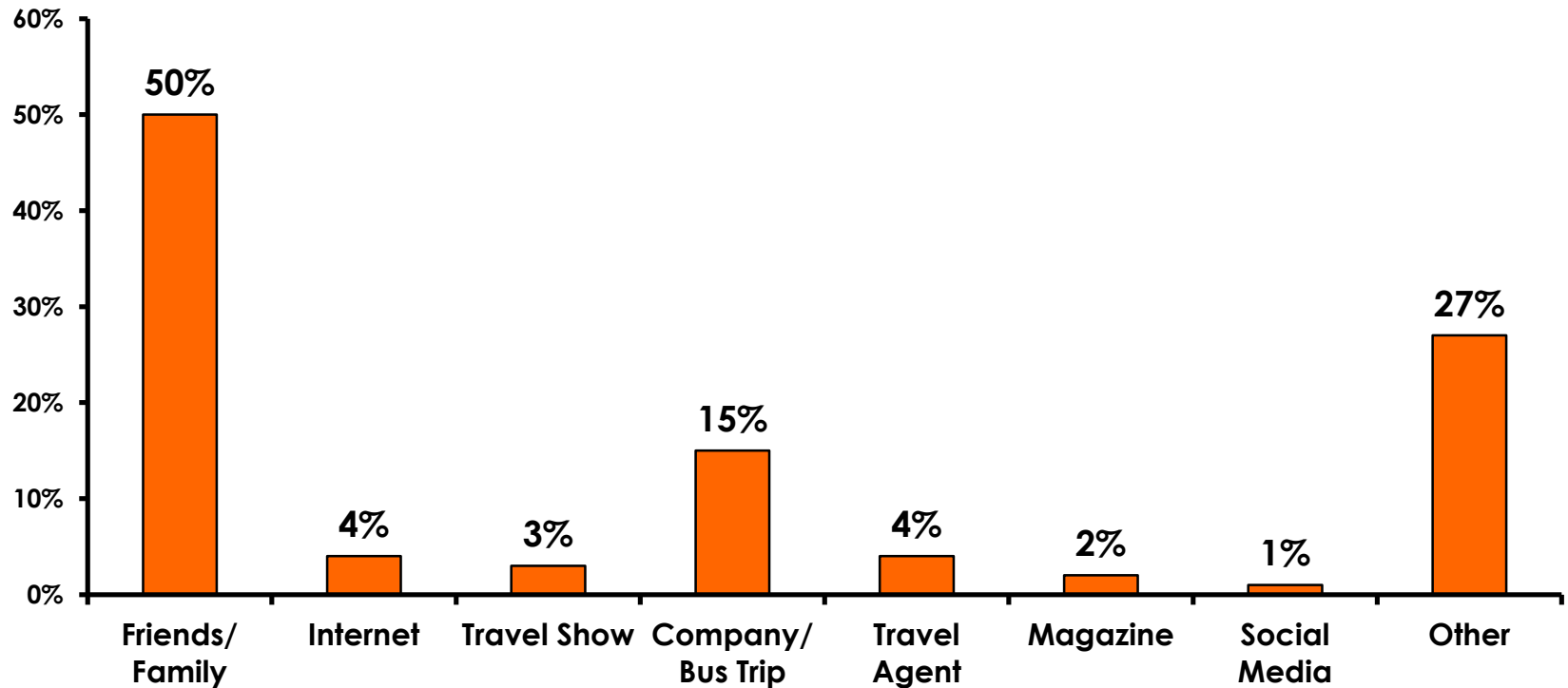
Sources of Info



Internet- GVB Sources

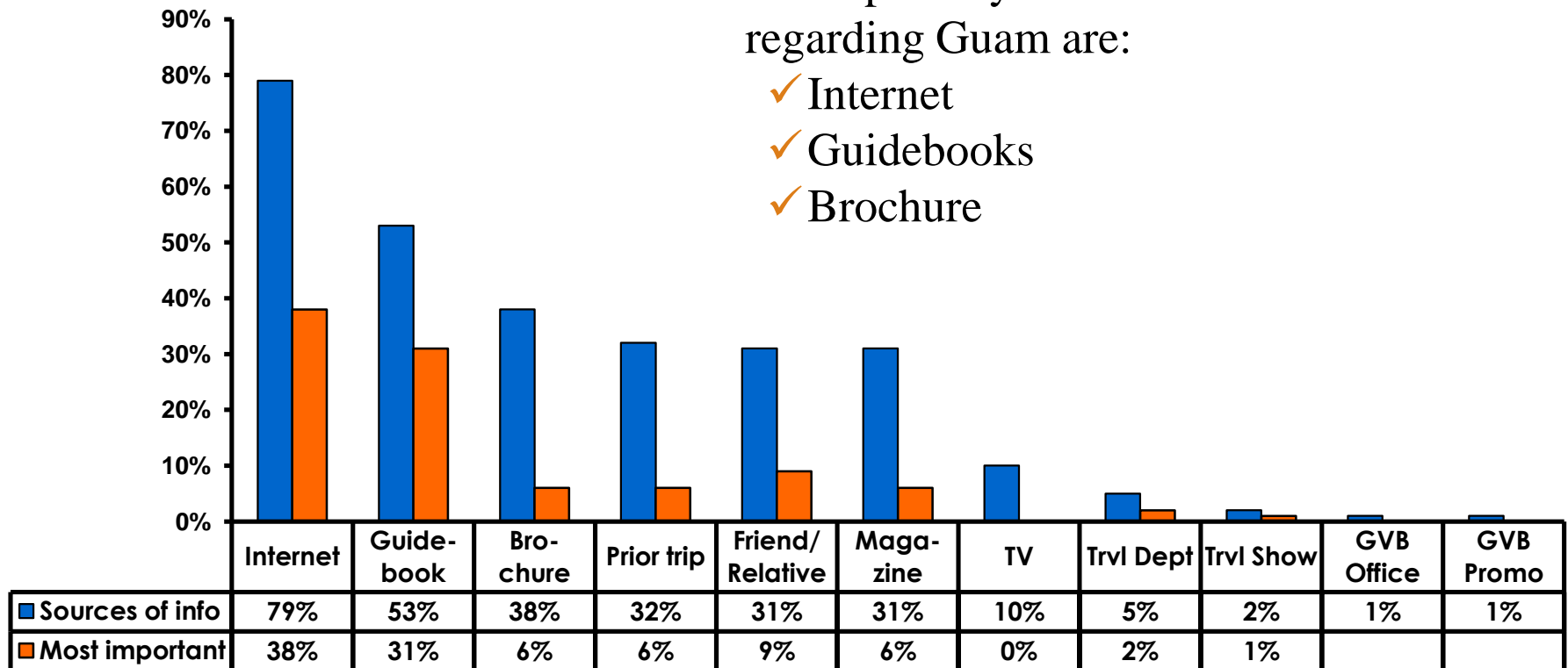


Travel Motivation- Info Sources



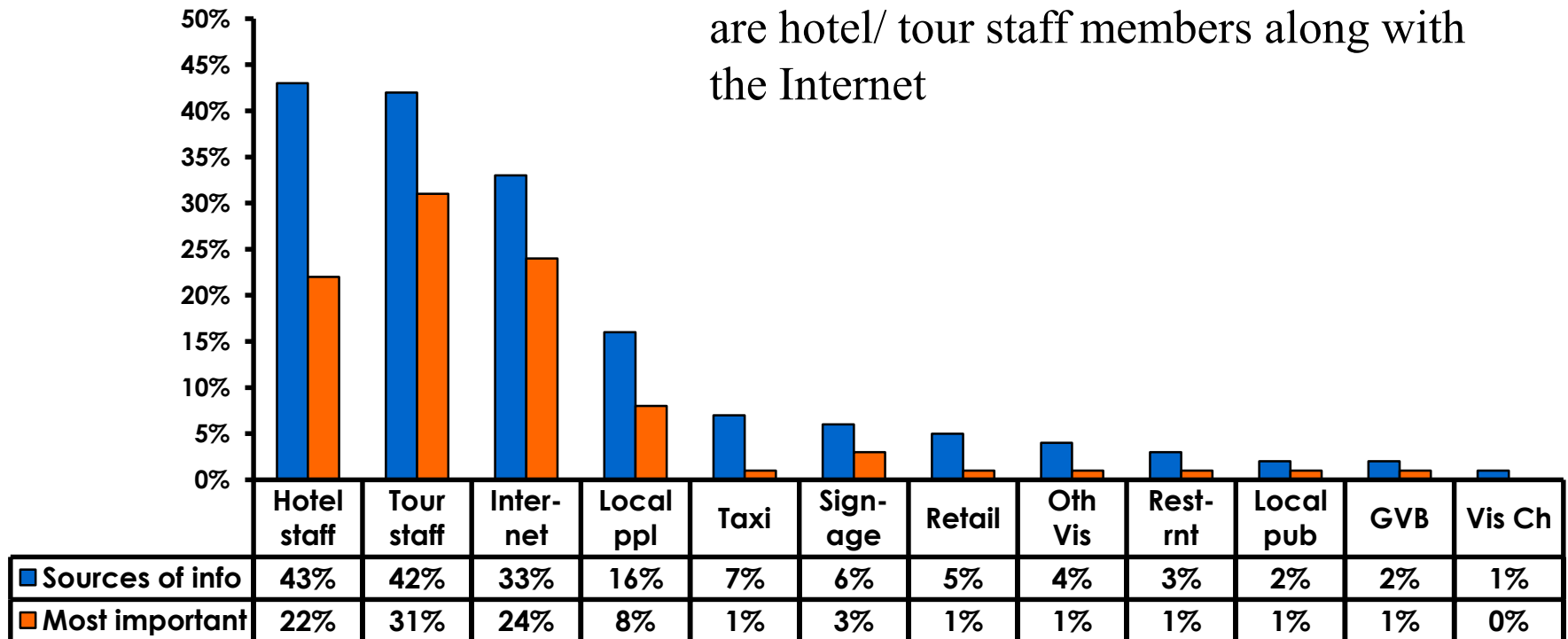
Sources of Information Pre-arrival

- The 3 primary sources of information regarding Guam are:
 - ✓ Internet
 - ✓ Guidebooks
 - ✓ Brochure



Sources of Information Post-arrival

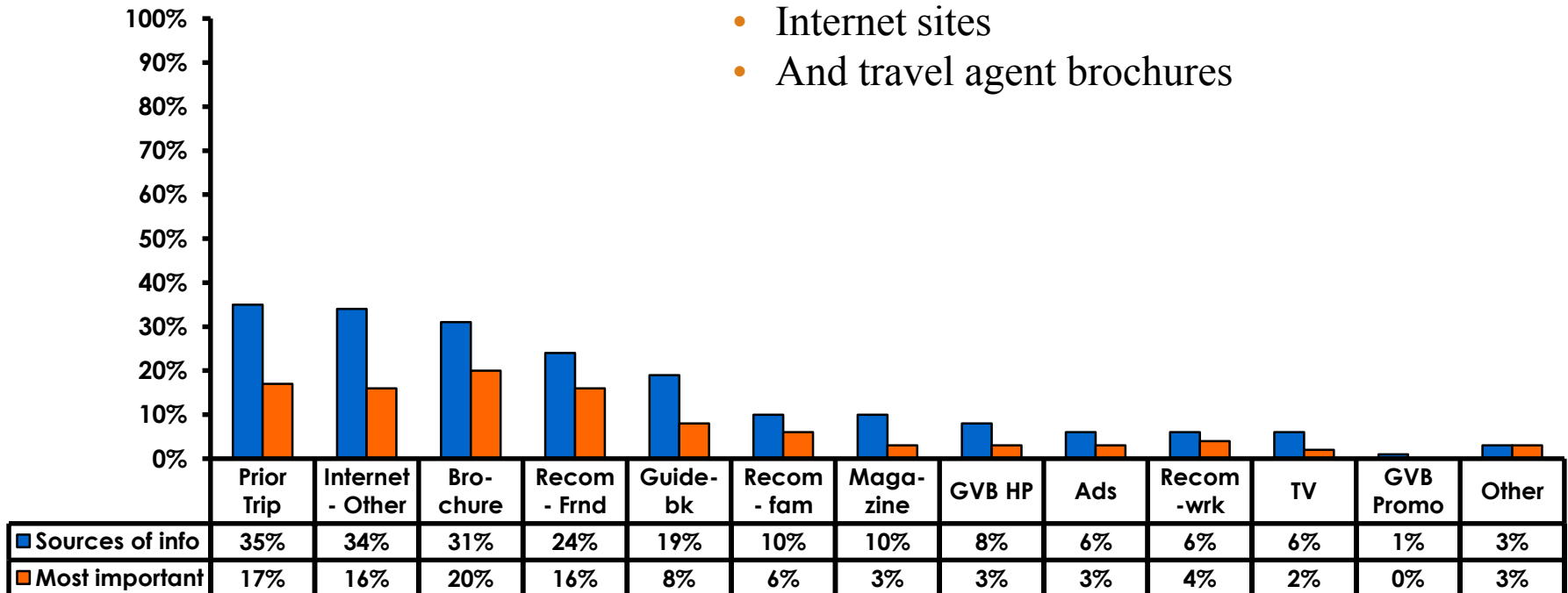
- The primary local source of information are hotel/ tour staff members along with the Internet



Sources of Information - Motivation

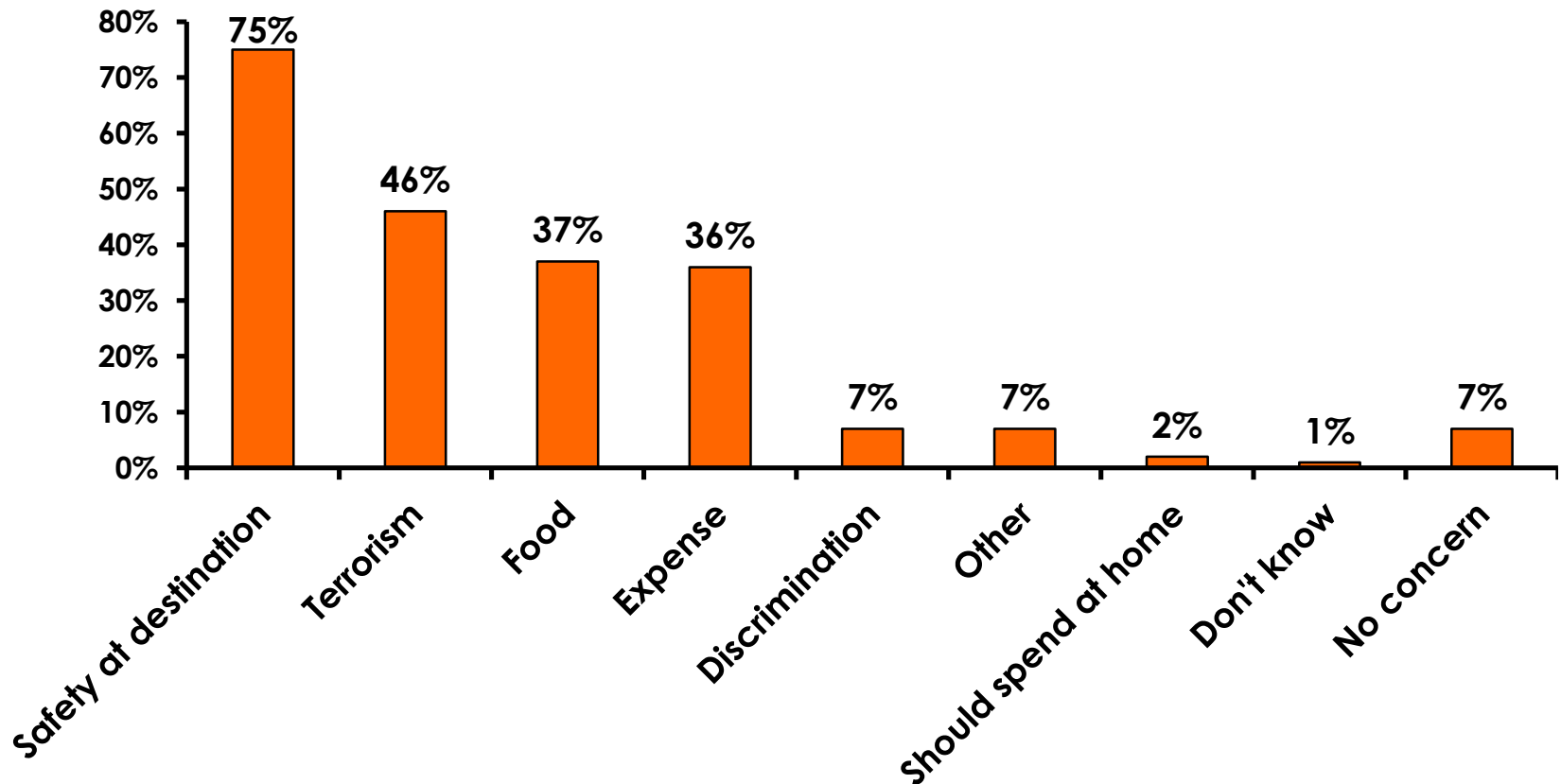
The primary motivational sources of information were.

- Prior trip to Guam,
- Internet sites
- And travel agent brochures



SECTION 6 **OTHER ISSUES**

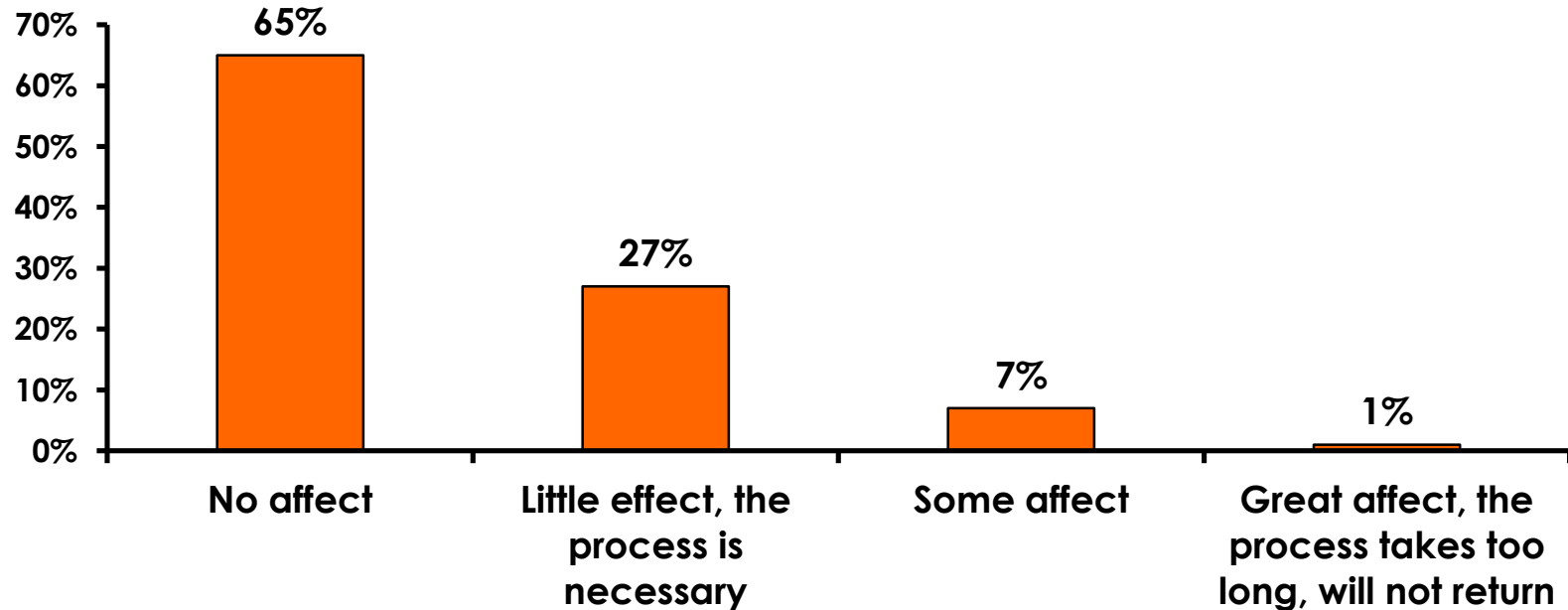
Concerns about travel outside of Japan - Overall



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	75%	78%	70%	76%	85%	71%	68%	66%	78%	83%	79%	76%	100%	
	Terrorism	46%	37%	45%	48%	61%	35%	41%	45%	54%	44%	54%	36%	33%	
	Food	37%	38%	36%	31%	48%	47%	39%	34%	28%	34%	44%	33%	33%	
	Expense	36%	48%	33%	32%	36%	35%	27%	40%	38%	42%	36%	33%	50%	
	Other	7%	7%	8%	5%	6%	6%	2%	9%	12%	7%	5%	3%	17%	
	Discrimination against Japanese	7%	5%	6%	9%	9%	6%	7%	6%	4%	8%	8%	6%	17%	
	No concerns	7%	5%	7%	11%		12%	12%	9%	4%	3%	3%	6%		
	Should spend at home	2%	3%	1%		9%		5%		4%	3%				
	Don't know	1%	4%	1%		3%		2%			2%		3%		
	Total	Count	340	73	159	75	33	17	41	47	50	59	39	33	6

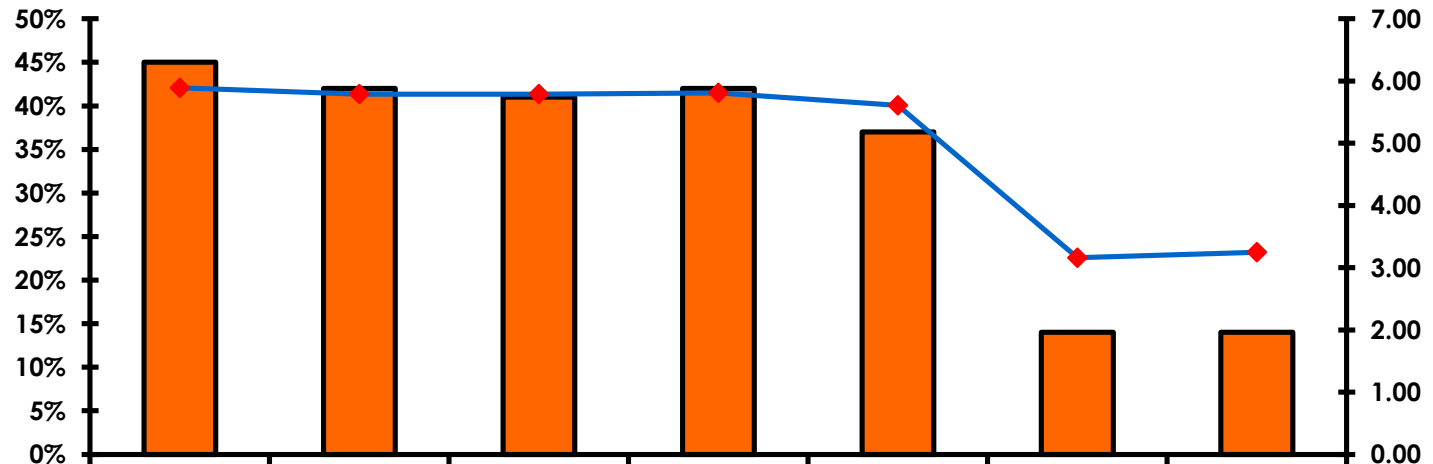
Security Screening/ Immigration Process at Guam International Airport





Airport Screening

7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



	Time drop bags for screen reasonable	Signs bag screen reasonable	Time clear security enter secured area reasonable	Screening officer-good	Officer careful w/ belongings	Officer abused authority	Officer rude/unprof
 Strongly agree	45%	42%	41%	42%	37%	14%	14%
 MEAN	5.89	5.79	5.79	5.81	5.61	3.16	3.25