



GUAM VISITORS BUREAU

Hong Kong Visitor Tracker Exit Profile

FY2013 Market Segmentation

4th Qtr. (JUL~SEPT 2013)



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 Chinese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **150** departing Chinese 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 **150** is +/- 8.0 percentage points with a 95% confidence level. That is, if all Chinese 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 +/- 8.0 percentage points.

OBJECTIVES

- **The specific objectives of the analysis were:**
 - To determine the relative size and expenditure behavior of the following market segments:
 - Families
 - Honeymooners
 - Couples
 - Office ladies
 - Divers
 - Students
 - 18-35
 - 25-55
 - Traveling with children
 - FITs
 - To identify (for all Hong Kong visitors) the most important determinants of on-island spending; and
 - To identify the most significant factors affecting overall visitor satisfaction.

Highlighted Segments Parameters

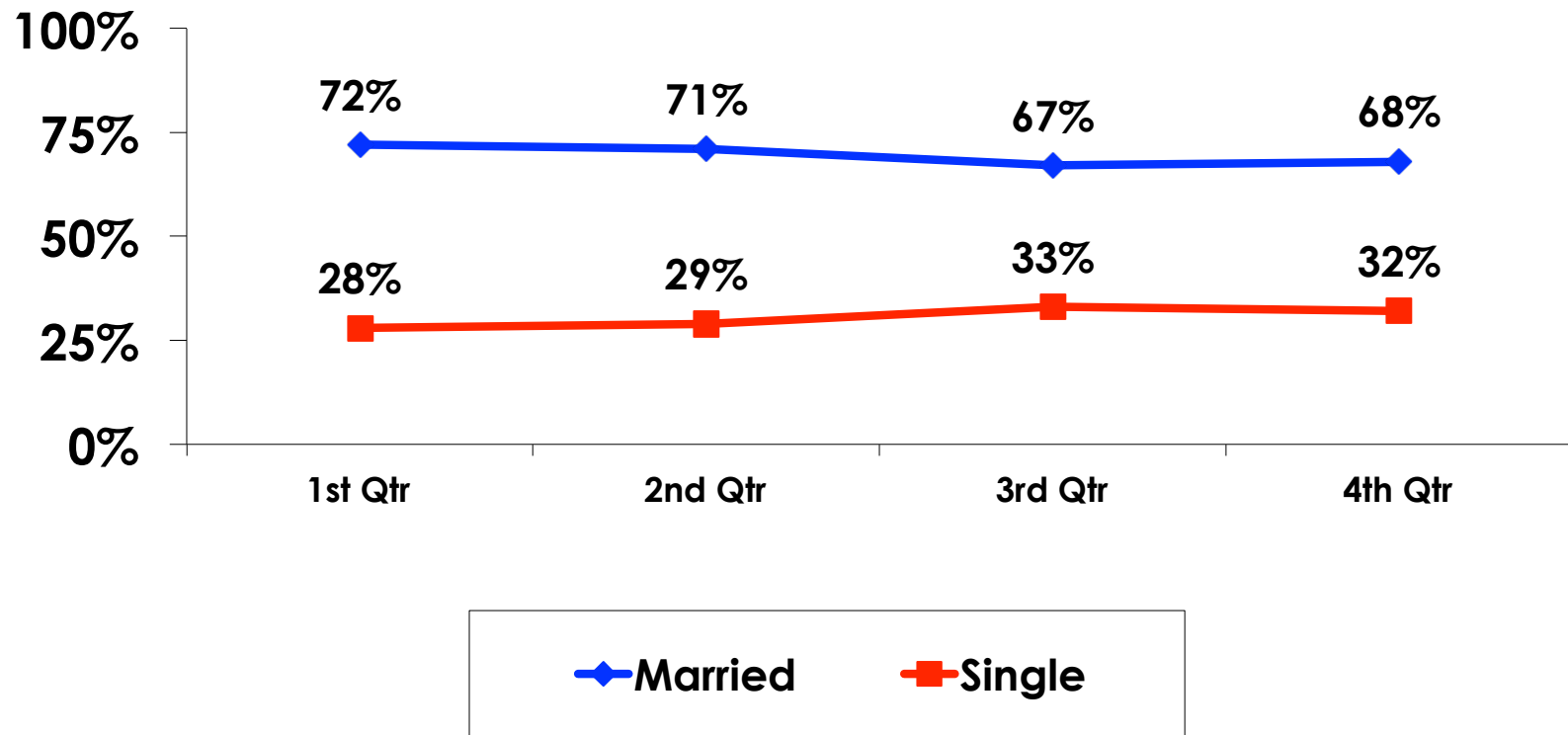
- Families – Q.6
- Wedding/ Honeymoon – Q.5A
- Couple – Q.6
- Office Lady – Q.33/ female
- Divers – Q.5A/ Q.19
- Student – Q.33/ Q.7
- 18-35 – Q.D
- 25-55 – Q.D
- Child – Q.6
- FITs – Q.7

Highlighted Segments

	1 st QTR	2 nd QTR	3 rd QTR	4 th QTR
Families	59%	53%	52%	51%
Wedding/ Honeymoon	9%	4%	3%	7%
Couples	58%	33%	43%	31%
Ol's	25%	27%	27%	24%
Diver	29%	30%	25%	16%
Student	3%	1%	2%	2%
M 18-35	25%	29%	37%	37%
F 18-35	29%	30%	36%	25%
M 25-55	44%	43%	41%	47%
F 25-55	41%	45%	43%	45%
Child	17%	3%	5%	3%
FITs	82%	66%	65%	52%
TOTAL	150	150	150	150

SECTION 1 **PROFILE OF RESPONDENTS**

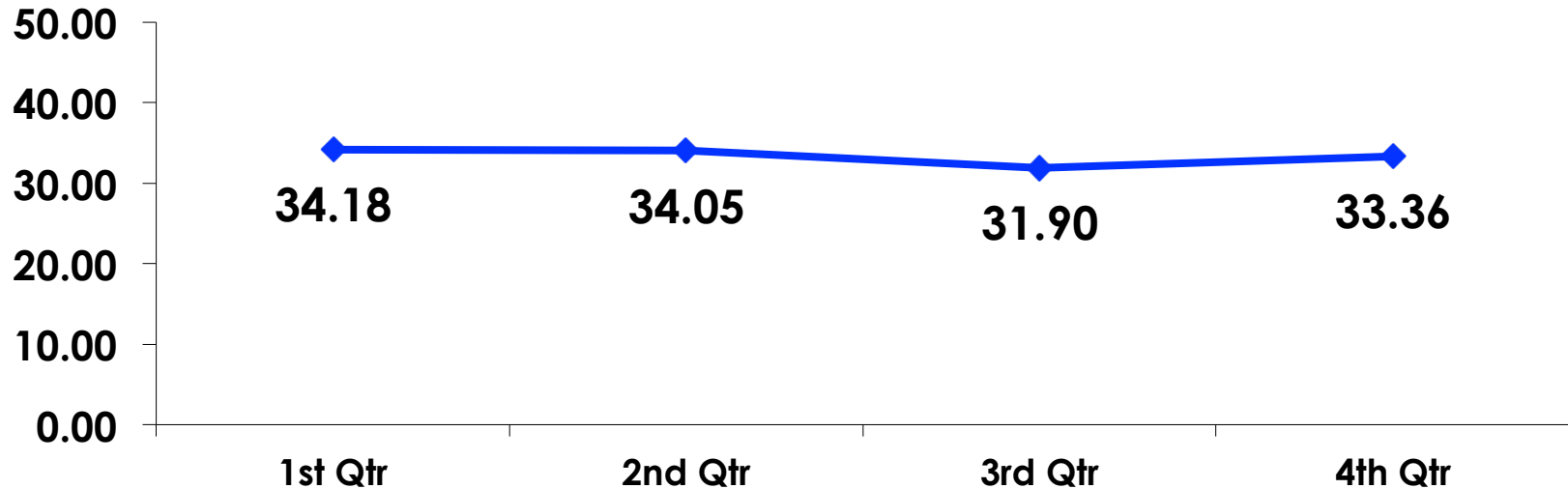
MARITAL STATUS - TRACKING



MARITAL STATUS- SEGMENTATION

			TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
			-	-	-	-	-	-	-	-	-	-	-	-
QE	Married	Count	102	77	8	47	27	17	1	28	22	5	50	48
		Column N %	68%	100%	80%	100%	75%	71%	33%	51%	59%	100%	75%	62%
	Single	Count	48	0	2	0	9	7	2	27	15	0	17	30
		Column N %	32%	0%	20%	0%	25%	29%	67%	49%	41%	0%	25%	38%
Total		Count	150	77	10	47	36	24	3	55	37	5	67	78

AVERAGE AGE - TRACKING



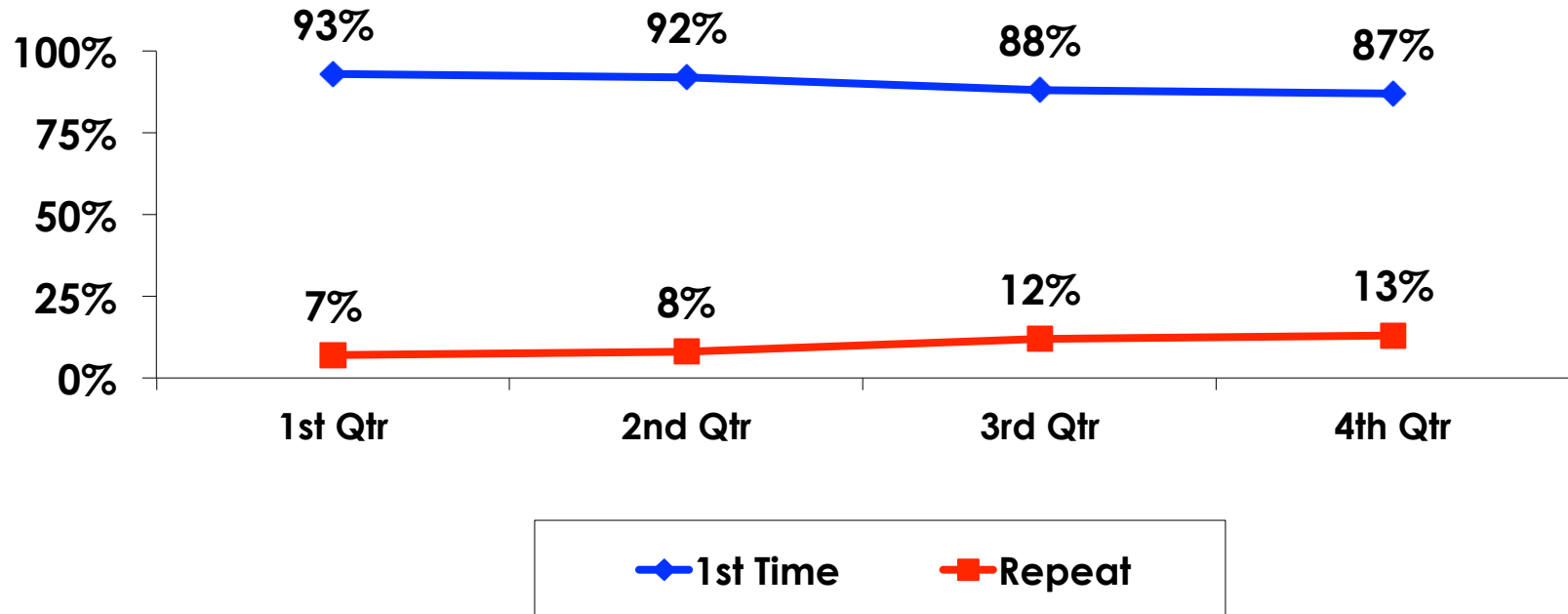
AGE- SEGMENTATION

			TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18- 35	CHILD	FEMALE 25- 55	FIT
			-	-	-	-	-	-	-	-	-	-	-	-
QF	18-24	Count	9	1	2	1	0	1	3	6	3	0	0	4
		Column N %	6%	1%	22%	2%	0%	4%	100%	11%	8%	0%	0%	5%
25-34	Count	80	38	6	28	20	18	0	47	33	3	33	50	
	Column N %	54%	50%	67%	61%	57%	75%	0%	85%	89%	60%	49%	66%	
35-49	Count	53	32	1	15	12	5	0	2	1	2	30	22	
	Column N %	36%	42%	11%	33%	34%	21%	0%	4%	3%	40%	45%	29%	
50+	Count	6	5	0	2	3	0	0	0	0	0	4	0	
	Column N %	4%	7%	0%	4%	9%	0%	0%	0%	0%	0%	6%	0%	
	Total	Count	148	76	9	46	35	24	3	55	37	5	67	76
QF	Mean		33.36	35.22	28.56	33.89	34.69	30.50	21.67	29.04	28.57	35.60	35.22	31.46
	Median		32	34	29	31	33	30	21	29	28	34	35	31

INCOME - SEGMENTATION

			TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	MALE 18-35	FEMALE 18- 35	CHILD	FEMALE 25- 55	FIT
			-	-	-	-	-	-	-	-	-	-	-
Q26	HKD240K-HKD500K	Count	5	3	1	3	0	2	3	1	0	1	3
		Column N %	5%	6%	17%	11%	0%	15%	9%	5%	0%	2%	7%
	HKD500K-HKD1.0M	Count	37	16	5	10	14	10	16	11	0	15	24
		Column N %	41%	34%	83%	36%	48%	77%	48%	58%	0%	37%	55%
	HKD1.0M-HKD2.0M	Count	25	15	0	10	11	1	6	4	3	13	12
		Column N %	27%	32%	0%	36%	38%	8%	18%	21%	100%	32%	27%
	HKD2.0M-HKD3.0M	Count	8	4	0	2	2	0	2	1	0	4	5
		Column N %	9%	9%	0%	7%	7%	0%	6%	5%	0%	10%	11%
	HKD3.0M+	Count	16	9	0	3	2	0	6	2	0	8	0
		Column N %	18%	19%	0%	11%	7%	0%	18%	11%	0%	20%	0%
Total		Count	91	47	6	28	29	13	33	19	3	41	44

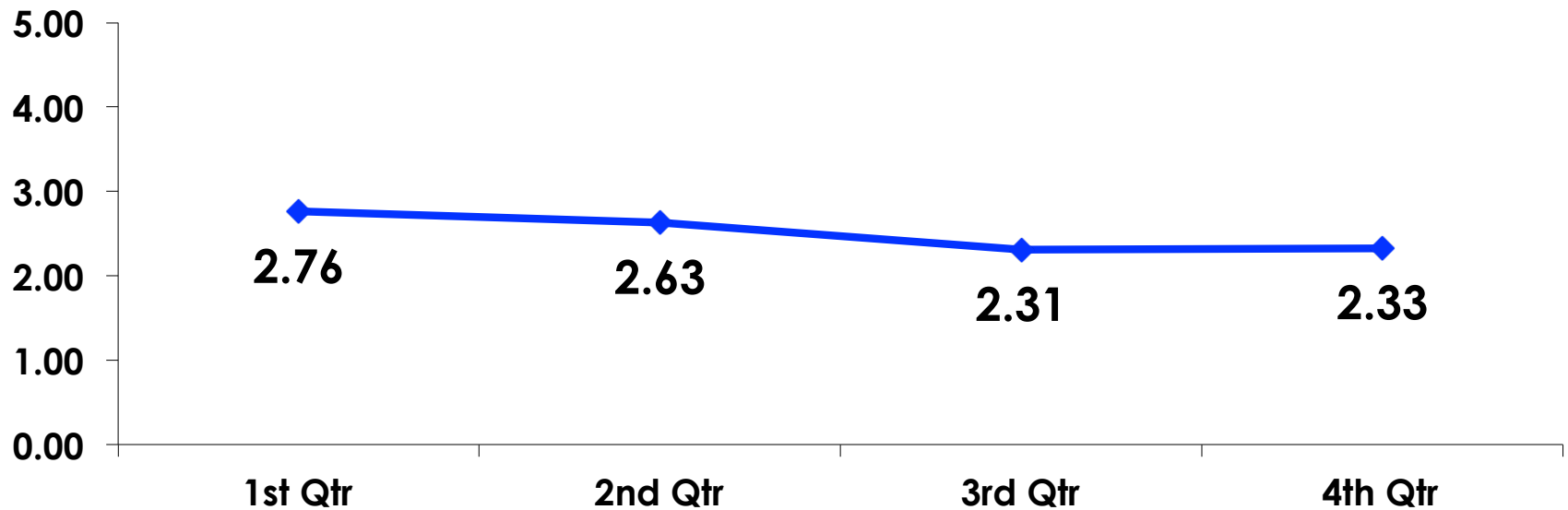
PRIOR TRIPS TO GUAM - TRACKING



PRIOR TRIPS TO GUAM - SEGMENTATION

			TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
			-	-	-	-	-	-	-	-	-	-	-	-
Q3A	Yes	Count	131	69	9	42	31	21	3	48	35	4	58	69
		Column N %	87%	90%	90%	89%	86%	88%	100%	87%	95%	80%	87%	88%
	No	Count	19	8	1	5	5	3	0	7	2	1	9	9
		Column N %	13%	10%	10%	11%	14%	13%	0%	13%	5%	20%	13%	12%
Total	Count	150	77	10	47	36	24	3	55	37	5	67	78	

AVG LENGTH OF STAY - TRACKING



AVG LENGTH OF STAY - SEGMENTATION

	TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
	-	-	-	-	-	-	-	-	-	-	-	-
Q8												
Mean	2.33	2.42	2.40	2.46	2.43	2.33	2.33	2.33	2.36	2.60	2.32	2.35
Median	2	2	2	2	2	2	2	2	2	3	2	2

SECTION 2 **TRAVEL PLANNING**

TRAVEL PLANNING - SEGMENTATION

			TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
			-	-	-	-	-	-	-	-	-	-	-	-
Q7	Full package tour	Count	19	11	2	7	1	0	0	10	2	0	5	0
		Column N %	13%	14%	20%	15%	3%	0%	0%	18%	5%	0%	7%	0%
	Free-time package tour	Count	49	26	3	11	14	10	1	13	9	1	27	0
		Column N %	33%	34%	30%	23%	39%	43%	33%	24%	24%	20%	40%	0%
	Individually arranged travel (FIT)	Count	78	39	5	29	20	13	2	30	25	4	34	78
		Column N %	52%	51%	50%	62%	56%	57%	67%	55%	68%	80%	51%	100%
	Group tour	Count	1	1	0	0	0	0	0	1	0	0	0	0
		Column N %	1%	1%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%
	Company paid travel	Count	2	0	0	0	1	0	0	1	1	0	1	0
		Column N %	1%	0%	0%	0%	3%	0%	0%	2%	3%	0%	1%	0%
	Total	Count	149	77	10	47	36	23	3	55	37	5	67	78

TRAVEL MOTIVATION - SEGMENTATION

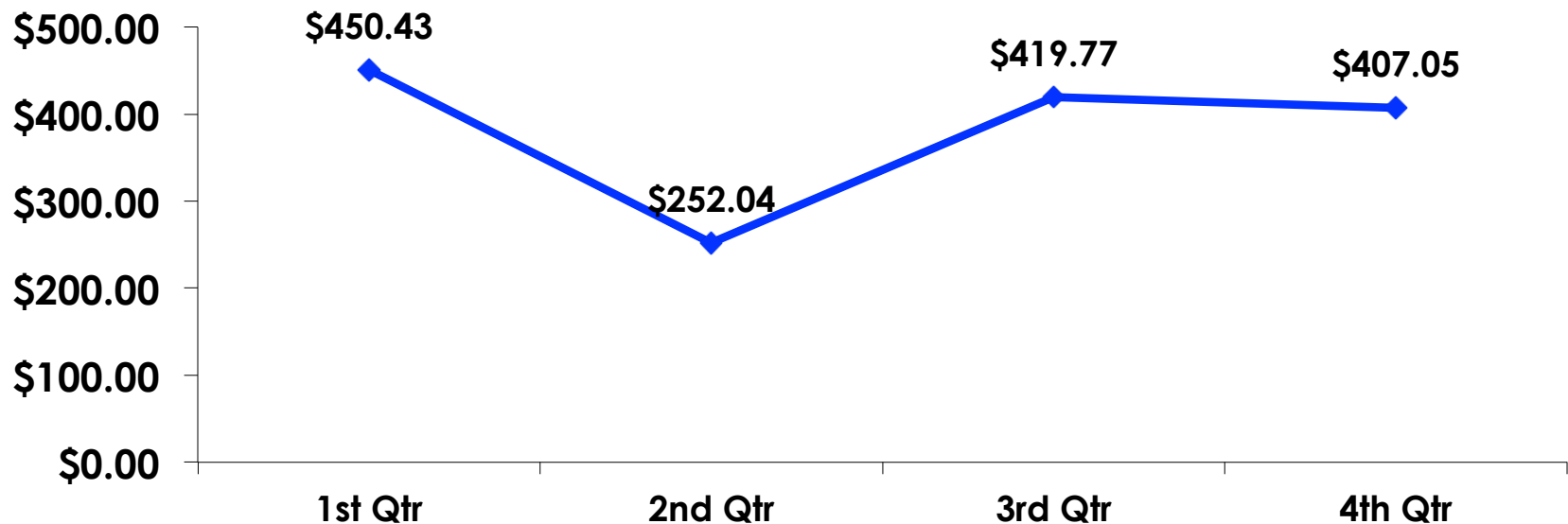
		TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT	
		-	-	-	-	-	-	-	-	-	-	-	-	
Q5A	Price	6%	9%	0%	6%	6%	4%	0%	4%	3%	20%	8%	5%	
	Visit friends/ Relatives	1%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	1%	
	Recomm- friend/family/trvl agnt	3%	4%	0%	6%	3%	0%	0%	5%	0%	0%	2%	4%	
	Scuba	9%	10%	20%	13%	3%	58%	33%	15%	8%	40%	5%	10%	
	Water sports	1%	1%	0%	2%	3%	4%	0%	0%	0%	0%	2%	1%	
	Short travel time	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	
	Golf	6%	9%	0%	6%	6%	0%	0%	4%	3%	20%	6%	8%	
	Relax	17%	21%	0%	26%	26%	4%	0%	18%	19%	0%	20%	21%	
	Company/ Business Trip	3%	0%	0%	0%	0%	0%	0%	2%	3%	0%	2%	3%	
	Company Sponsored	3%	0%	0%	0%	9%	0%	0%	0%	6%	0%	6%	1%	
	Convention/ Trade/ Conference	3%	0%	0%	0%	9%	0%	0%	0%	3%	0%	8%	3%	
	Safe	13%	16%	0%	13%	9%	8%	33%	11%	11%	20%	9%	10%	
	Natural beauty	25%	26%	20%	26%	20%	33%	33%	27%	31%	40%	23%	26%	
	Shopping	8%	9%	0%	9%	6%	13%	0%	15%	6%	0%	6%	3%	
	Married/ Attn wedding	2%	3%	30%	4%	6%	0%	0%	2%	3%	0%	2%	3%	
	Honeymoon	5%	6%	70%	9%	3%	17%	0%	9%	3%	0%	3%	4%	
	Pleasure	5%	4%	0%	4%	0%	4%	0%	5%	8%	0%	6%	8%	
	No visa requirement	10%	9%	0%	4%	17%	0%	0%	9%	8%	0%	14%	13%	
	Total	Count	149	77	10	47	35	24	3	55	36	5	66	77

INFORMATION SOURCES - SEGMENTATION

		TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT	
		-	-	-	-	-	-	-	-	-	-	-	-	
Q1	Internet	60%	68%	50%	74%	61%	71%	33%	60%	62%	100%	60%	65%	
	Friend/ Relative	18%	21%	30%	26%	17%	21%	33%	20%	19%	0%	12%	23%	
	TV	15%	17%	0%	11%	22%	17%	0%	15%	14%	20%	19%	17%	
	Newspaper	11%	5%	20%	9%	6%	4%	0%	16%	11%	0%	7%	9%	
	Prior Trip	8%	6%	0%	6%	11%	8%	0%	9%	5%	20%	9%	8%	
	Travel Agent Brochure	5%	4%	10%	6%	6%	0%	0%	4%	5%	0%	4%	3%	
	Co-Worker/ Company Trvl Dept	4%	3%	10%	2%	8%	4%	33%	2%	8%	0%	6%	3%	
	Consumer Trvl Show	1%	0%	10%	0%	0%	0%	0%	2%	0%	0%	0%	1%	
	Travel Trade Show	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	
	Radio	1%	1%	10%	2%	0%	0%	0%	2%	0%	0%	0%	0%	
	GVB Office	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	
	Magazine (Consumer)	1%	1%	0%	0%	3%	0%	0%	0%	3%	0%	1%	1%	
	Total	Count	150	77	10	47	36	24	3	55	37	5	67	78

SECTION 3 **EXPENDITURES**

PREPAID EXPENDITURES - TRACKING

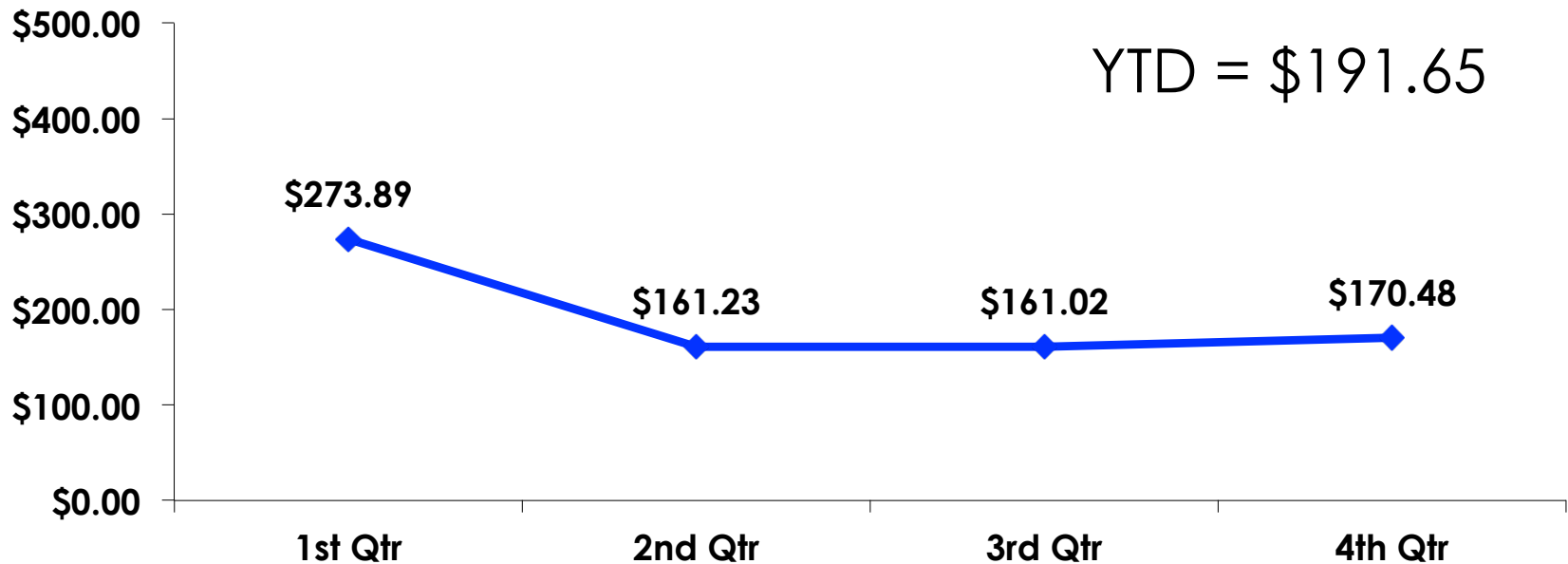


YTD=\$382.10

PREPAID EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$407.05	\$430.44	\$498.58	\$420.97	\$370.53	\$559.48	\$292.47	\$399.55	\$325.20	\$664.52	\$366.69	\$442.22
	Median	\$0	\$0	\$361	\$0	\$0	\$375	\$0	\$0	\$0	\$742	\$0	\$0
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$2,297	\$1,794	\$1,290	\$1,794	\$1,935	\$1,613	\$877	\$2,297	\$1,935	\$1,290	\$1,935	\$2,297

ON-ISLAND EXPENDITURES - TRACKING



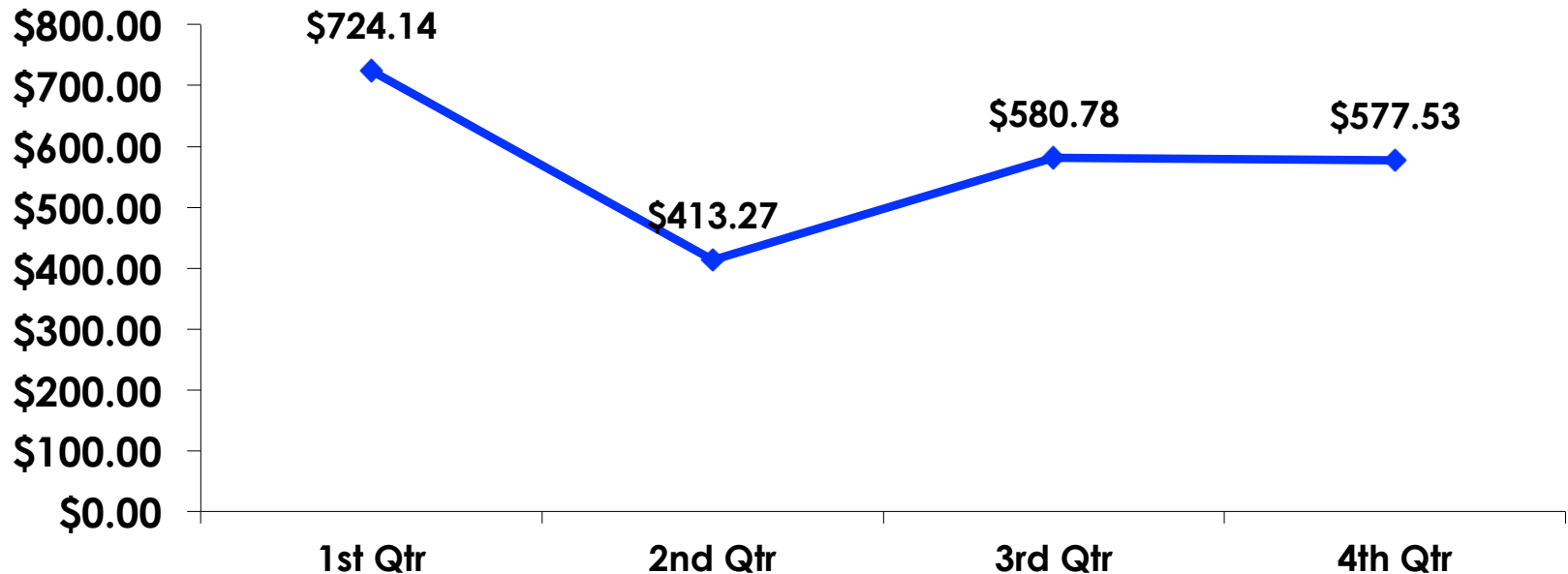
ON-ISLAND EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-	-
PER PERSON	Mean	\$170.48	\$103.88	\$95.53	\$91.54	\$135.31	\$78.21	\$0.00	\$164.62	\$113.55	\$231.67	\$174.01	\$180.10
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$333	\$0	\$0
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$1,700	\$840	\$274	\$840	\$1,410	\$425	\$0	\$800	\$1,410	\$425	\$1,700	\$1,700

ON-ISLAND EXPENSE-BREAKDOWN

		TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-	-
AIR & HOTEL	Mean	\$1,098.06	\$2,064.52	\$877.42	\$2,064.52	\$1,129.03	\$1,367.74	\$877.42	\$1,145.16	\$1,058.06	.	\$1,037.42	\$1,118.28
	Median	\$877	\$2,065	\$877	\$2,065	\$942	\$1,368	\$877	\$929	\$877	.	\$826	\$877
	Minimum	\$617	\$1,806	\$877	\$1,806	\$826	\$929	\$877	\$619	\$774	.	\$774	\$619
	Maximum	\$2,323	\$2,323	\$877	\$2,323	\$1,806	\$1,806	\$877	\$2,297	\$1,806	.	\$1,806	\$2,297
AIR/ HOTEL/ MEAL	Mean	\$1,957.76	\$1,952.33	\$1,496.77	\$2,102.07	\$1,707.66	\$1,897.18	.	\$1,720.43	\$2,010.75	\$2,032.26	\$1,871.16	\$2,009.68
	Median	\$1,677	\$1,677	\$1,497	\$1,823	\$1,600	\$1,613	.	\$1,581	\$1,710	\$2,032	\$1,677	\$1,548
	Minimum	\$1,265	\$1,265	\$1,445	\$1,290	\$1,445	\$1,290	.	\$1,265	\$1,290	\$1,484	\$1,290	\$1,265
	Maximum	\$3,587	\$3,587	\$1,548	\$3,587	\$2,323	\$3,161	.	\$2,581	\$3,587	\$2,581	\$3,587	\$3,587
AIR ONLY	Mean	\$3,870.97	\$3,870.97	.	\$3,870.97	\$3,870.97	\$3,870.97	\$3,870.97	\$3,870.97
	Median	\$3,871	\$3,871	.	\$3,871	\$3,871	\$3,871	\$3,871	\$3,871
	Minimum	\$3,871	\$3,871	.	\$3,871	\$3,871	\$3,871	\$3,871	\$3,871
	Maximum	\$3,871	\$3,871	.	\$3,871	\$3,871	\$3,871	\$3,871	\$3,871
HOTEL ONLY	Mean
	Median
	Minimum
	Maximum
HOTEL & MEAL	Mean
	Median
	Minimum
	Maximum
F&B HOTEL	Mean	\$30.97	.	\$36.13	.	\$36.13	\$36.13	.	\$25.81	.	.	\$36.13	.
	Median	\$31	.	\$36	.	\$36	\$36	.	\$26	.	.	\$36	.
	Minimum	\$26	.	\$36	.	\$36	\$36	.	\$26	.	.	\$36	.
	Maximum	\$36	.	\$36	.	\$36	\$36	.	\$26	.	.	\$36	.
TRANS- HK	Mean	\$94.62	\$103.23	.	.	.	\$77.42	.	\$77.42	.	.	\$129.03	\$103.23
	Median	\$77	\$103	.	.	.	\$77	.	\$77	.	.	\$129	\$103
	Minimum	\$77	\$77	.	.	.	\$77	.	\$77	.	.	\$129	\$77
	Maximum	\$129	\$129	.	.	.	\$77	.	\$77	.	.	\$129	\$129
TRANS- GUAM	Mean
	Median
	Minimum
	Maximum
OPT TOURS	Mean	\$632.26	\$258.06	.	\$258.06	\$258.06	.	.	\$1,006.45	.	.	\$258.06	\$1,006.45
	Median	\$632	\$258	.	\$258	\$258	.	.	\$1,006	.	.	\$258	\$1,006
	Minimum	\$258	\$258	.	\$258	\$258	.	.	\$1,006	.	.	\$258	\$1,006
	Maximum	\$1,006	\$258	.	\$258	\$258	.	.	\$1,006	.	.	\$258	\$1,006
OTHER	Mean	\$1,126.10	\$1,600.00	\$1,298.92	\$1,587.10	\$980.65	\$1,152.69	.	\$1,167.74	\$1,290.32	.	\$1,015.05	\$920.43
	Median	\$1,032	\$1,587	\$1,290	\$1,587	\$981	\$1,137	.	\$1,161	\$1,290	.	\$981	\$879
	Minimum	\$439	\$1,290	\$981	\$1,548	\$981	\$488	.	\$439	\$1,290	.	\$774	\$439
	Maximum	\$1,935	\$1,935	\$1,626	\$1,626	\$981	\$1,626	.	\$1,935	\$1,290	.	\$1,290	\$1,548
TOTAL	Mean	\$668.55	\$877.63	\$780.39	\$869.39	\$647.87	\$1,039.27	\$292.47	\$545.69	\$503.92	\$1,587.10	\$661.73	\$694.50
	Median	\$0	\$0	\$439	\$0	\$0	\$465	\$0	\$0	\$0	\$1,484	\$0	\$0
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$3,871	\$3,871	\$2,565	\$3,871	\$3,871	\$3,226	\$877	\$3,226	\$3,587	\$3,871	\$3,871	\$3,871

TOTAL EXPENDITURES – TRACKING



YTD=\$573.43

TOTAL EXPENDITURES PER PERSON - SEGMENTATION

		TOTAL	FAMILY	WEDDING/ HNYMOON	SPOUSE	OFFICE LADY	DIVER	STUDENT	MALE 18-35	FEMALE 18-35	CHILD	FEMALE 25-55	FIT
		-	-	-	-	-	-	-	-	-	-	-	-
TOTAL PER PERSON	Mean	\$577.53	\$534.31	\$594.11	\$512.50	\$505.84	\$637.68	\$292.47	\$564.18	\$438.75	\$896.18	\$540.70	\$622.33
	Median	\$320	\$300	\$478	\$0	\$100	\$575	\$0	\$200	\$0	\$742	\$245	\$378
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Maximum	\$2,783	\$1,920	\$1,471	\$1,920	\$2,135	\$1,715	\$877	\$2,783	\$2,135	\$1,715	\$2,135	\$2,783

SECTION 4 **ADVANCED STATISTICS**

ANALYSIS TECHNIQUE

- Dependent variables: total per person on island expenditure and overall satisfaction (numeric)
- Independent variables are satisfaction with different aspects of trip to Guam (numeric).
- Use of linear stepwise regression to derive predictors (drivers) of on-island expenditure and overall satisfaction, Since both the independent and dependent variables are numeric.
- This determines the significant ($p \leq .05$) drivers and the percentage of the dependent variables accounted for by each significant predictor and by all of them combined.

Comparison of Drivers of Overall Satisfaction, 1st Qtr 2012, 2nd, 3rd and 4th Qtr 2013 and Overall 1st Qtr 2012 to 4th Qtr 2013					
Drivers:	1st Qtr 2012	2nd Qtr 2013	3rd Qtr 2013	4th Qtr 2013	Combined 1st Qtr 2012 to 4th Qtr 2013
Quality & Cleanliness of beaches & parks		1			1
Ease of getting around					
Safety walking around at night					3
Quality of daytime tours					
Variety of daytime tours					
Quality of nighttime tours					
Variety of nighttime tours					
Quality of shopping					
Variety of shopping			2		
Price of things on Guam			1		4
Quality of hotel accommodations					
Quality/cleanliness of air, sky					
Quality/cleanliness of parks	1				
Quality of landscape in Tumon				1	
Quality of landscape in Guam					2
Quality of ground handler					
Quality/cleanliness of transportation vehicles					
% of Per Person On Island Expenditures Accounted For	16.8%	25.2%	6.7%	15.1%	17.2%
NOTE: Only significant drivers are included.					

DRIVERS OF OVERALL SATISFACTION

- **Overall satisfaction** with the Hong Kong visitor's experience on Guam is driven by one significant factor in the Fourth Quarter 2013 Period. It is:
 - **Quality of landscape in Tumon.**
- With this factor the overall r^2 is .151 meaning that **15.1% of overall satisfaction is accounted for by this factor.**

Comparison of Drivers of Per Person On-Island Expenditures, 1st Qtr 2012, 2nd,3rd and 4th Qtr 2013 and Overall 1st Qtr 2012 through 4th Qtr 2013					
	1st Qtr 2012	2nd Qtr 2013	3rd Qtr 2013	4th Qtr 2013	Combined 1st Qtr 2012 -4th Qtr 2013
Drivers:	rank	rank	rank	rank	rank
Quality & Cleanliness of beaches & parks		1			
Ease of getting around					
Safety walking around at night		2			
Quality of daytime tours	2				3
Variety of daytime tours					
Quality of nighttime tours	1				
Variety of nighttime tours					2
Quality of shopping					
Variety of shopping					
Price of things on Guam					5
Quality of hotel accommodations	4		1		
Quality/cleanliness of air, sky					1
Quality/cleanliness of parks					
Quality of landscape in Tumon	3				4
Quality of landscape in Guam					
Quality of ground handler					
Quality/cleanliness of transportation vehicles					
% of Per Person On Island Expenditures Accounted For	27.9%	12.8%	3.3%	0.0%	7.9%
NOTE: Only significant drivers are included.					

Drivers of Per Person On Island Expenditure

- **Per person on island expenditure** of Hong Kong visitor's on Guam is driven by no significant factor in the Fourth Quarter 2013 Period.