



# **GUAM VISITORS BUREAU**

## **Japan Visitor Tracker Exit Profile**

### **FY2016**

### **OCTOBER 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 **351** 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 **351** 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.

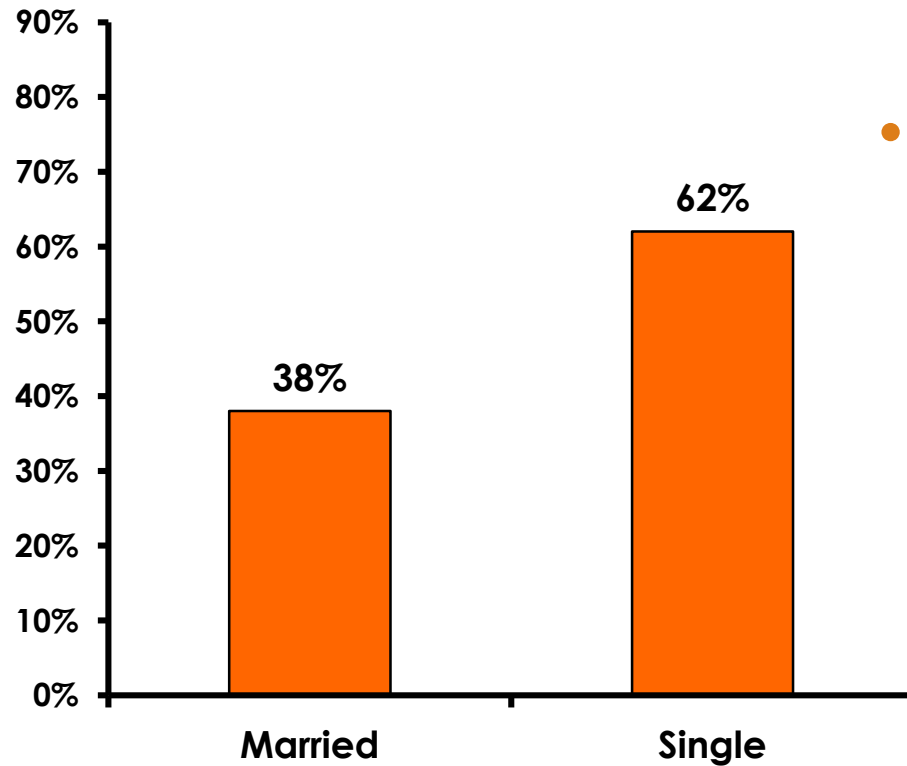
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# OBJECTIVES

- 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.

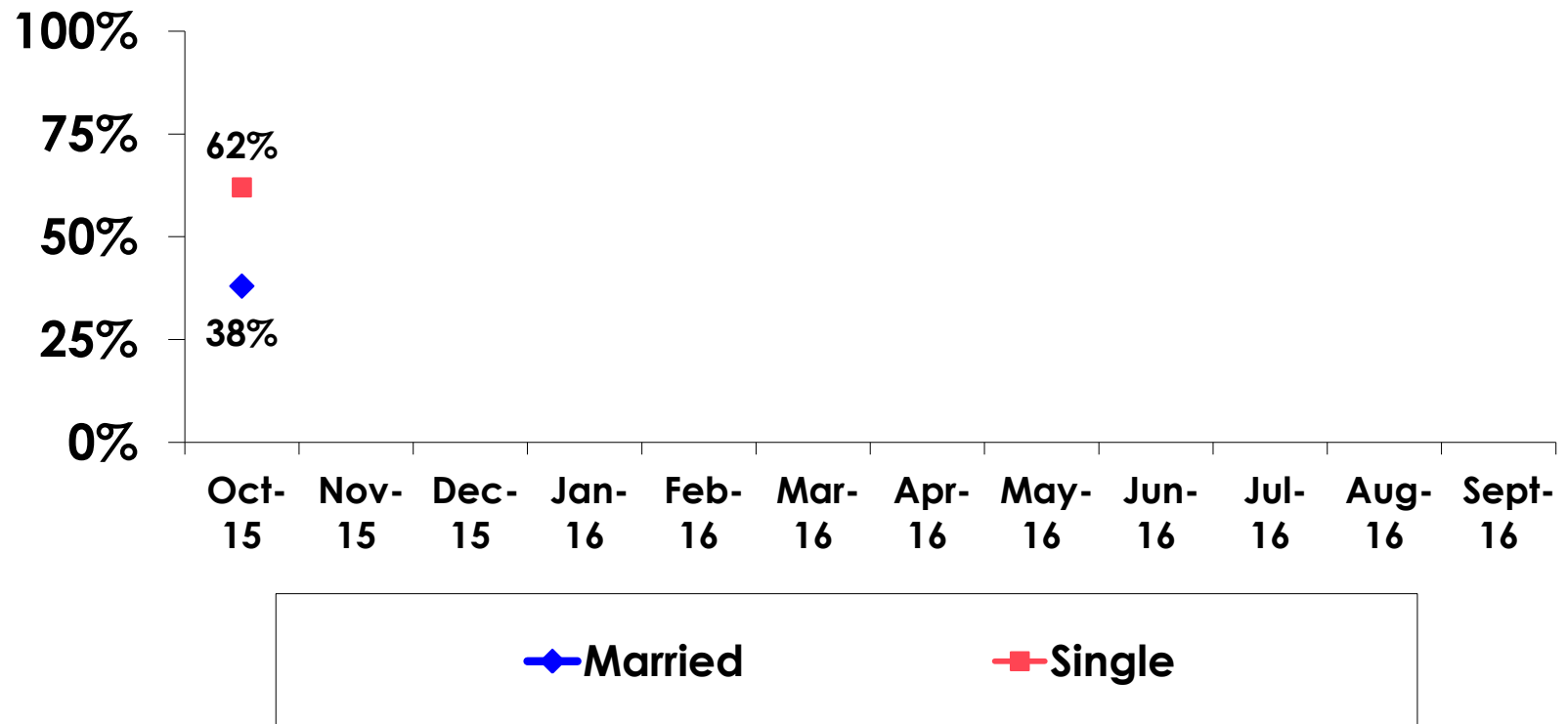
# SECTION 1 **PROFILE OF RESPONDENTS**

# Marital Status - Overall

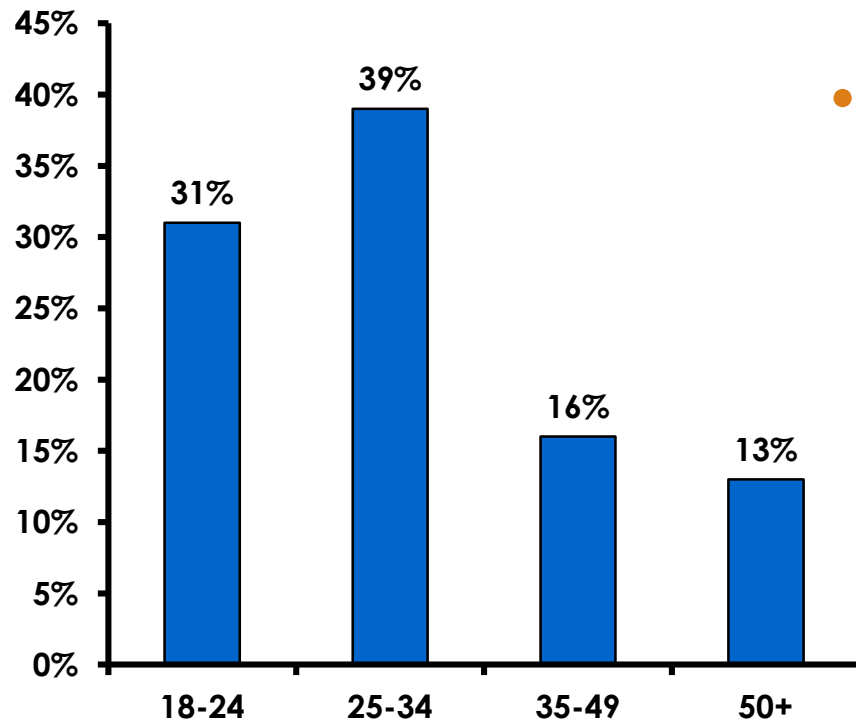


- 46% of repeat visitors are married.

# MARITAL STATUS

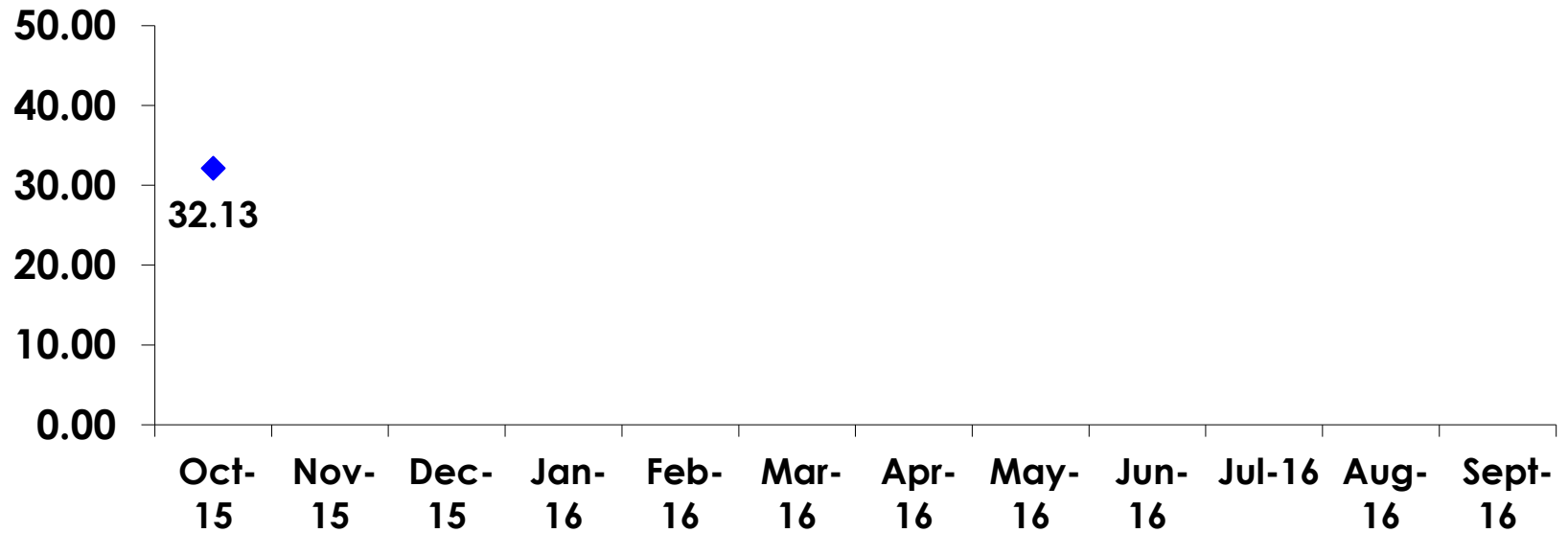


# Age - Overall



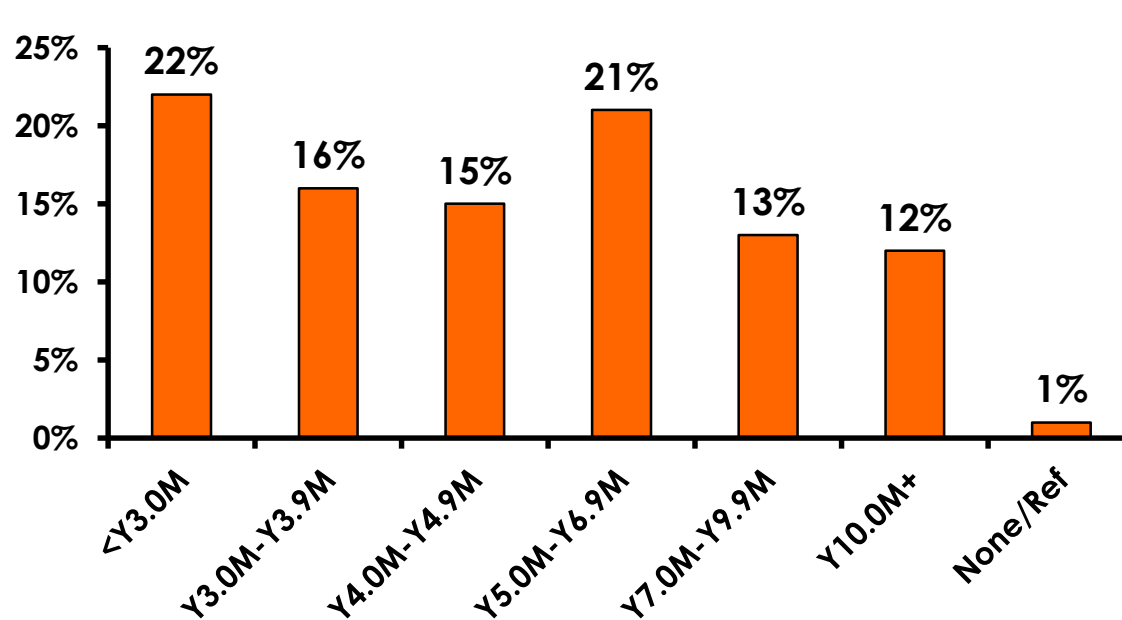
- The average age of the respondents is 32.13 years of age.

# AVERAGE - AGE



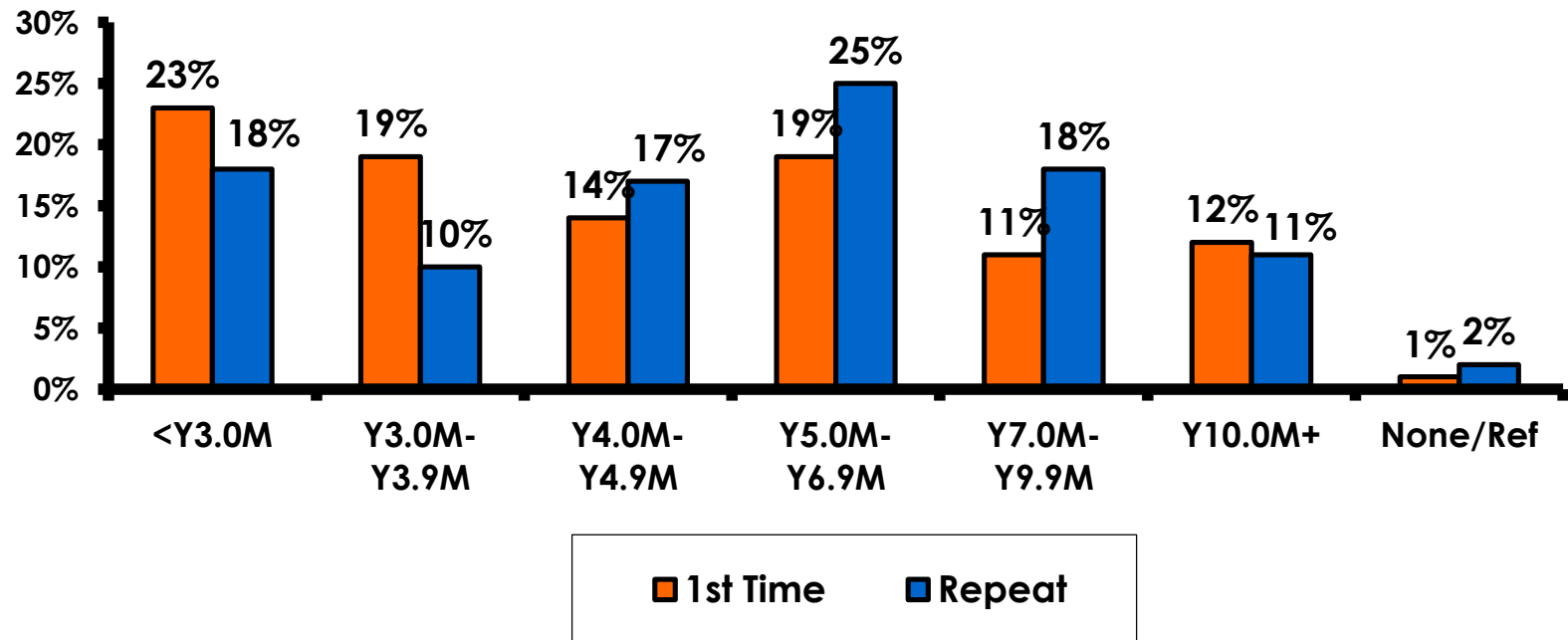


# Personal Income



• ¥120.31=\$1

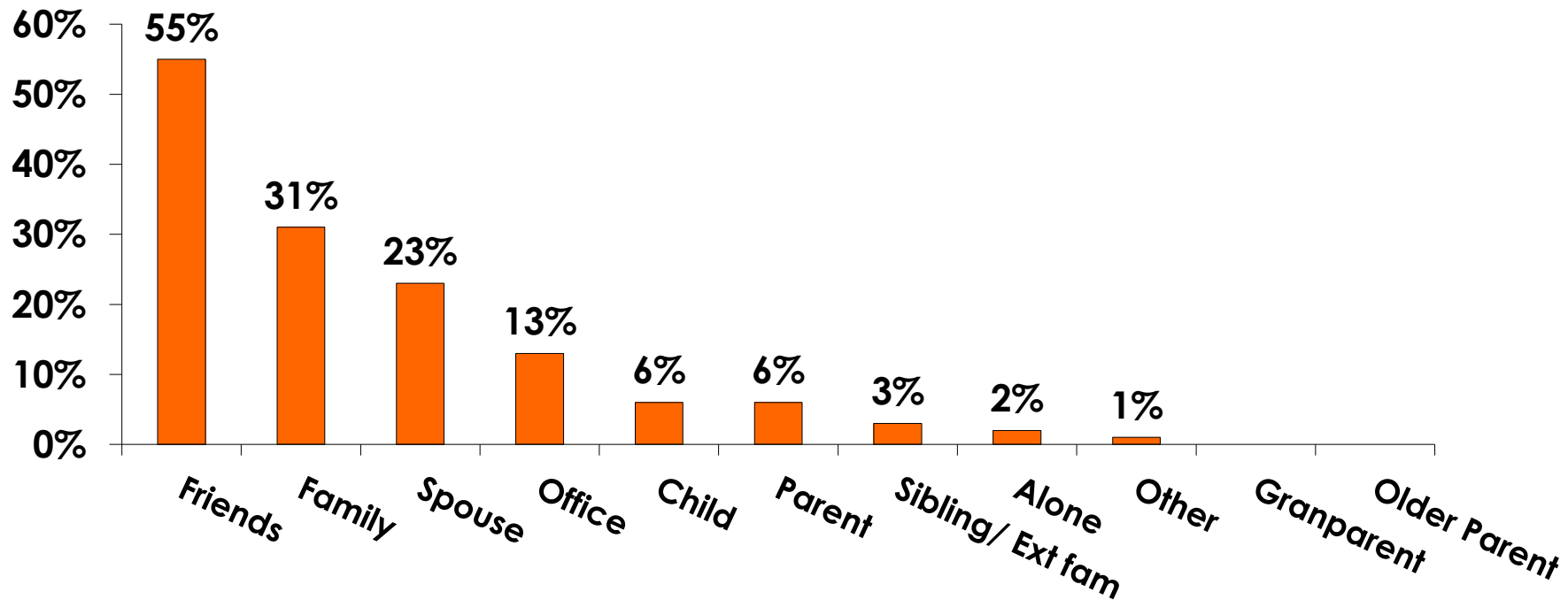
# Personal Income – 1st time vs. repeat



# Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<Y2.0 million	Count	21	7	14	12	5		4
		Column N %	7%	4%	9%	14%	4%		9%
Y2.0M-Y3.0M	Y2.0M-Y3.0M	Count	46	15	31	16	24	2	4
		Column N %	15%	9%	21%	19%	19%	4%	9%
Y3.0M-Y4.0M	Y3.0M-Y4.0M	Count	49	24	25	5	30	7	7
		Column N %	16%	15%	17%	6%	23%	13%	16%
Y4.0M-Y5.0M	Y4.0M-Y5.0M	Count	47	30	17	7	24	9	7
		Column N %	15%	18%	11%	8%	19%	17%	16%
Y5.0M-Y7.0M	Y5.0M-Y7.0M	Count	66	38	28	14	28	14	10
		Column N %	21%	23%	19%	16%	22%	26%	23%
Y7.0M-Y10.0M	Y7.0M-Y10.0M	Count	42	31	11	14	11	11	6
		Column N %	13%	19%	7%	16%	9%	20%	14%
Y10.0M+	Y10.0M+	Count	37	18	19	16	5	10	6
		Column N %	12%	11%	13%	19%	4%	19%	14%
No Income	No Income	Count	4	1	3	2	1	1	
		Column N %	1%	1%	2%	2%	1%	2%	
Total	Total	Count	312	164	148	86	128	54	44

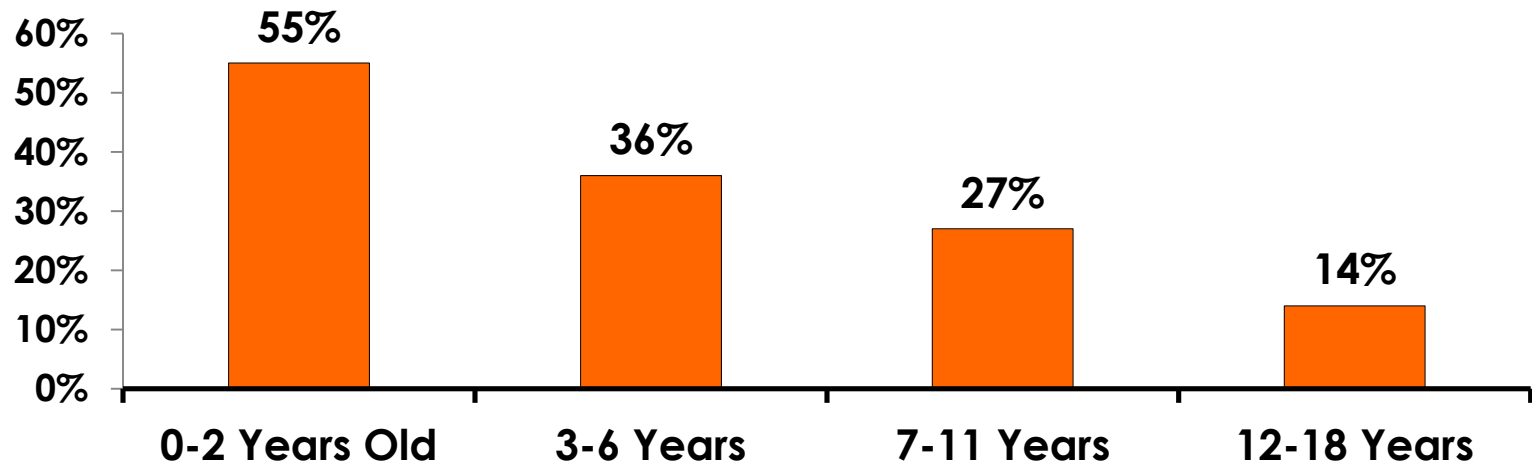
# Travel Companions



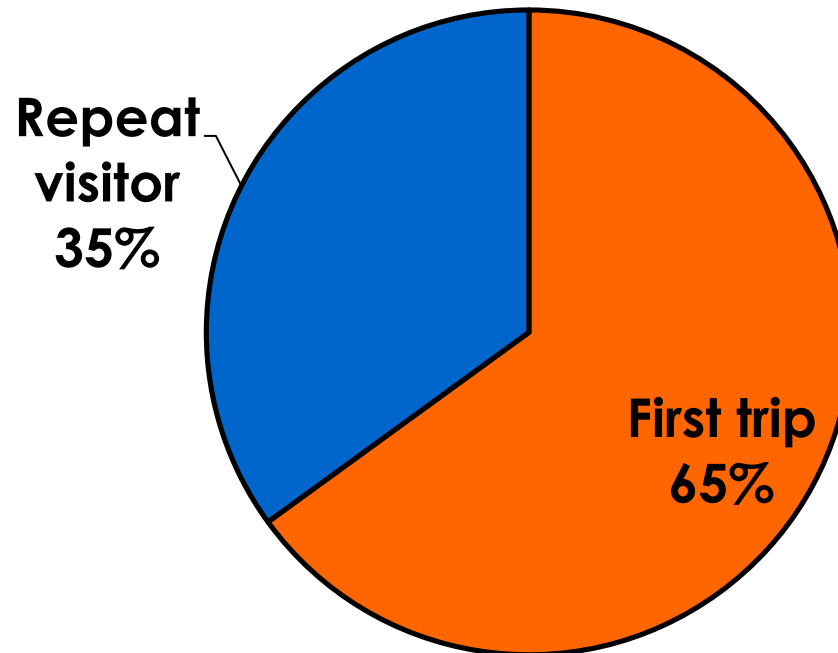
# Number of Children Travel Party

N=22 total respondents traveling with children.

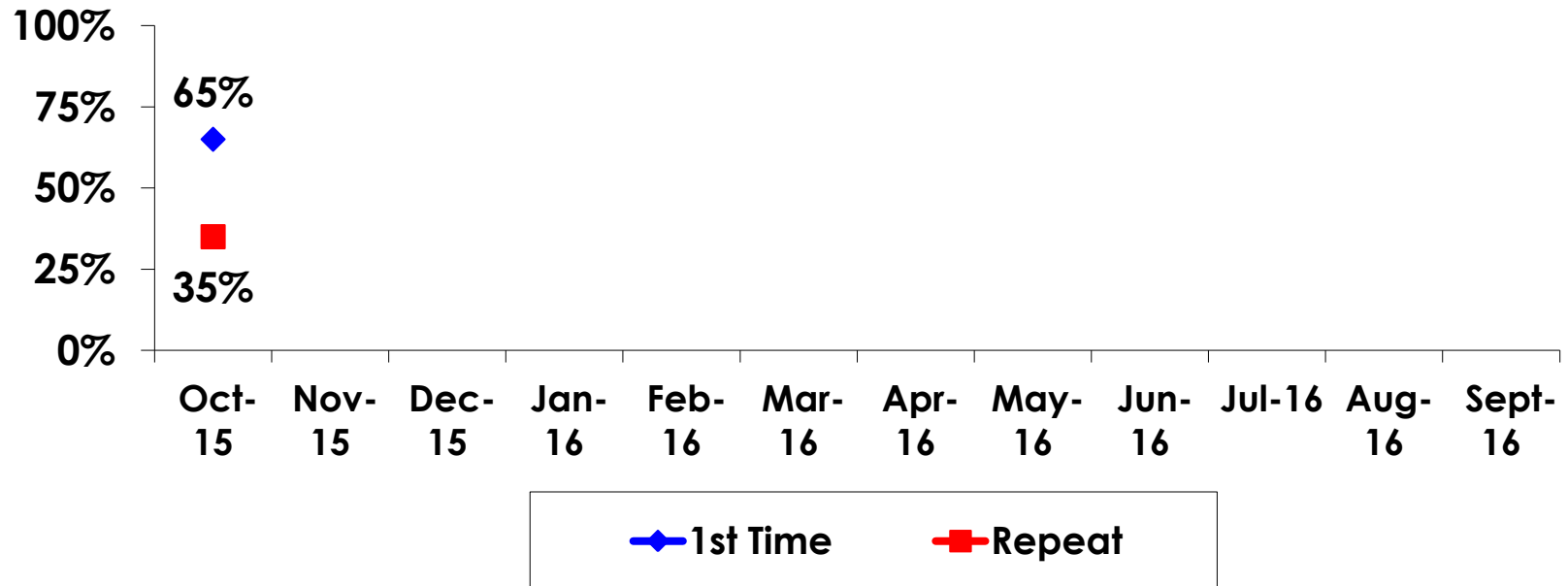
(Of those N=22 respondents, there is a total of 34 children 18 years or younger)



# Prior Trips to Guam



# PRIOR TRIPS TO GUAM



# Trips to Guam by Age & Gender

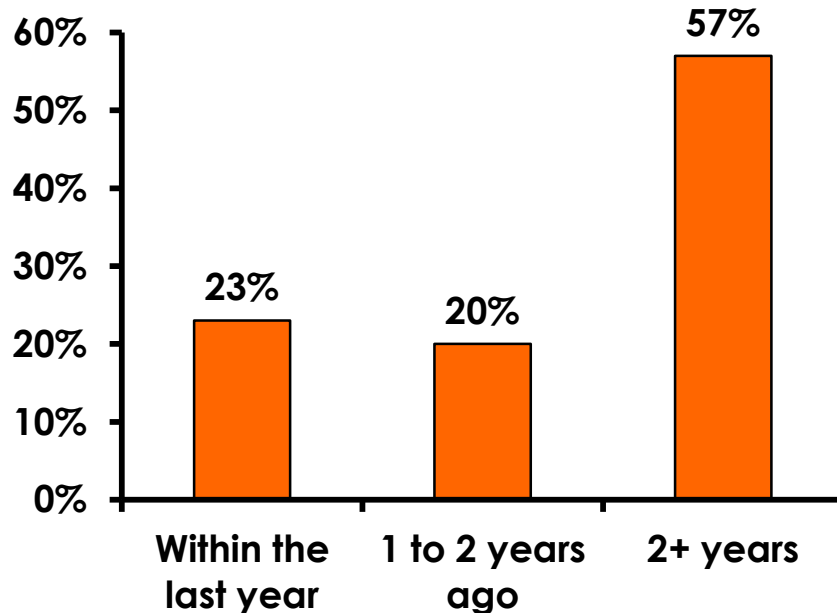
			TOTAL	TRIPS TO GUAM		
			-	1st	Repeat	
GENDER	Male	Count	174	117	57	
		Column N %	50%	52%	46%	
	Female	Count	177	110	67	
		Column N %	50%	48%	54%	
	Total	Count	351	227	124	
AGE	18-24	Count	110	83	27	
		Column N %	31%	37%	22%	
	25-34	Count	138	99	39	
		Column N %	39%	44%	31%	
	35-49	Count	57	27	30	
		Column N %	16%	12%	24%	
	50+	Count	45	17	28	
		Column N %	13%	8%	23%	
		Total	Count	350	226	124

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



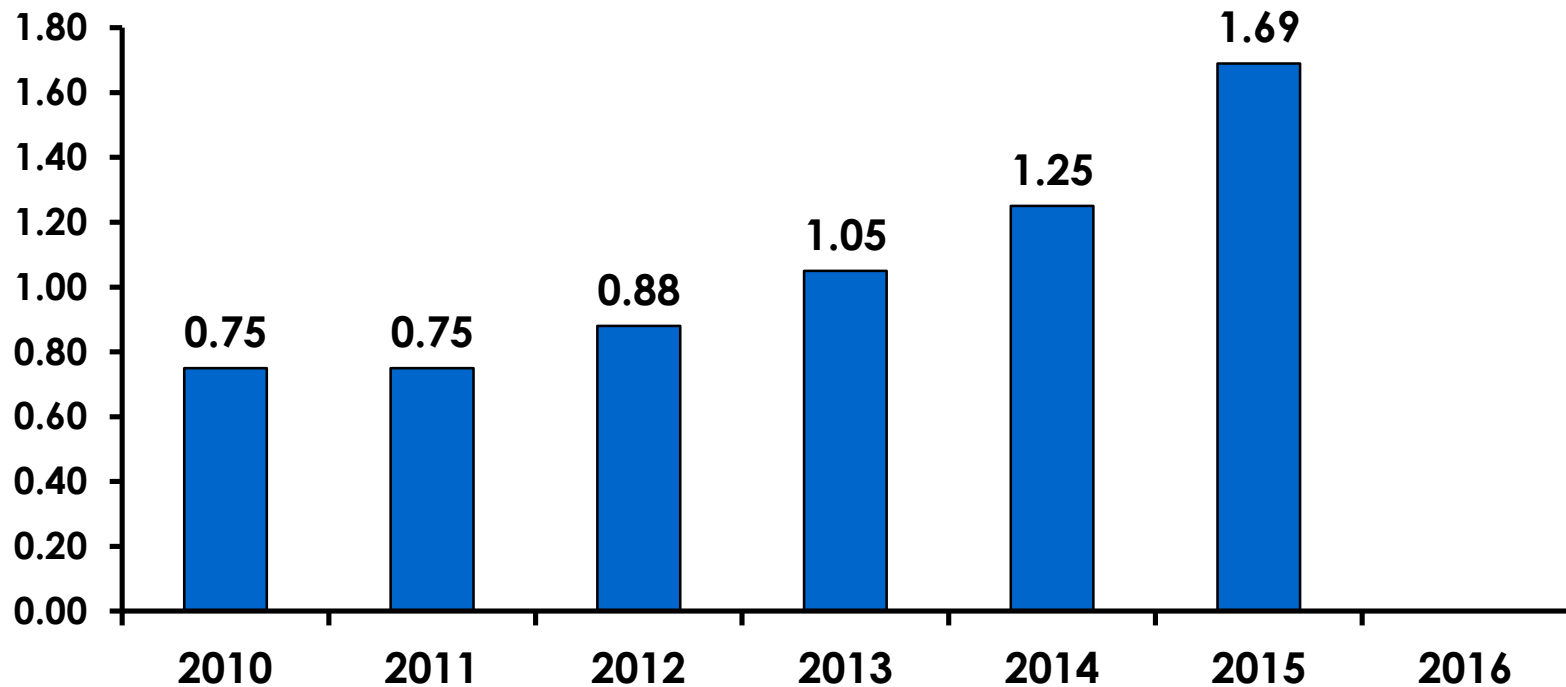
# Repeat Visitors Last Trip

n = 118



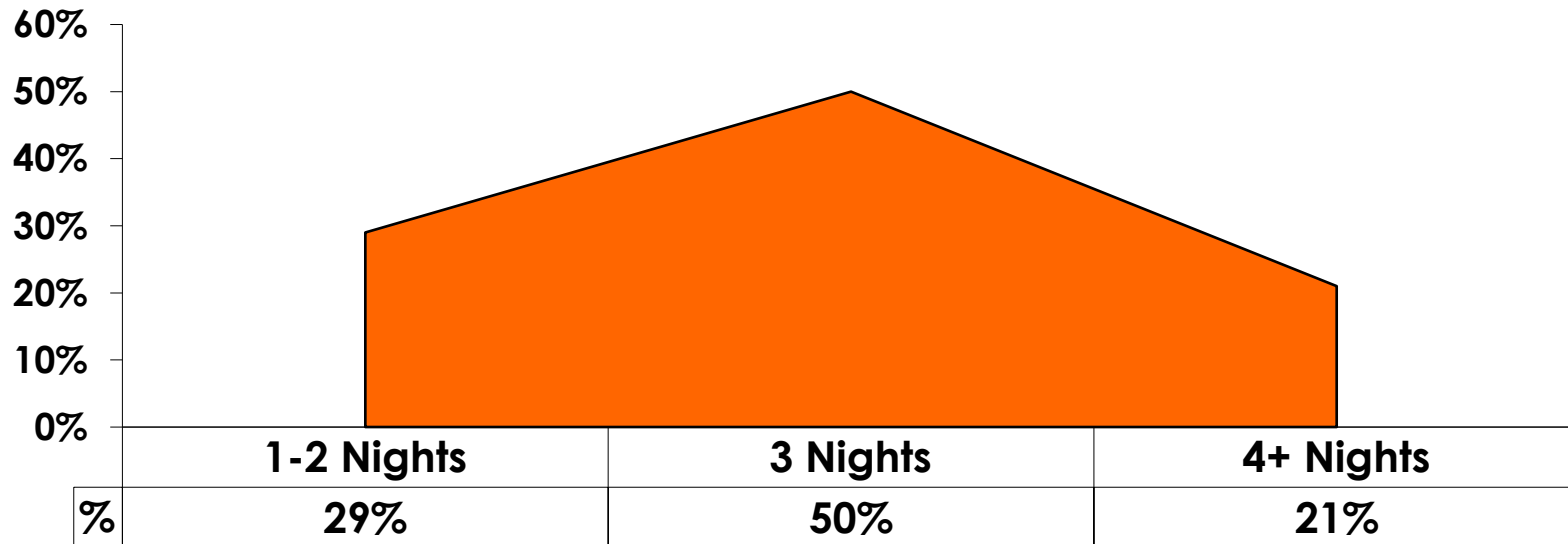
- The average repeat visitor has been to Guam 6.62 times.
- Less than half of repeat visitors have been to Guam within the last 2 years.

# Average Number Overnight Trips (2010-2016) (2 nights or more)

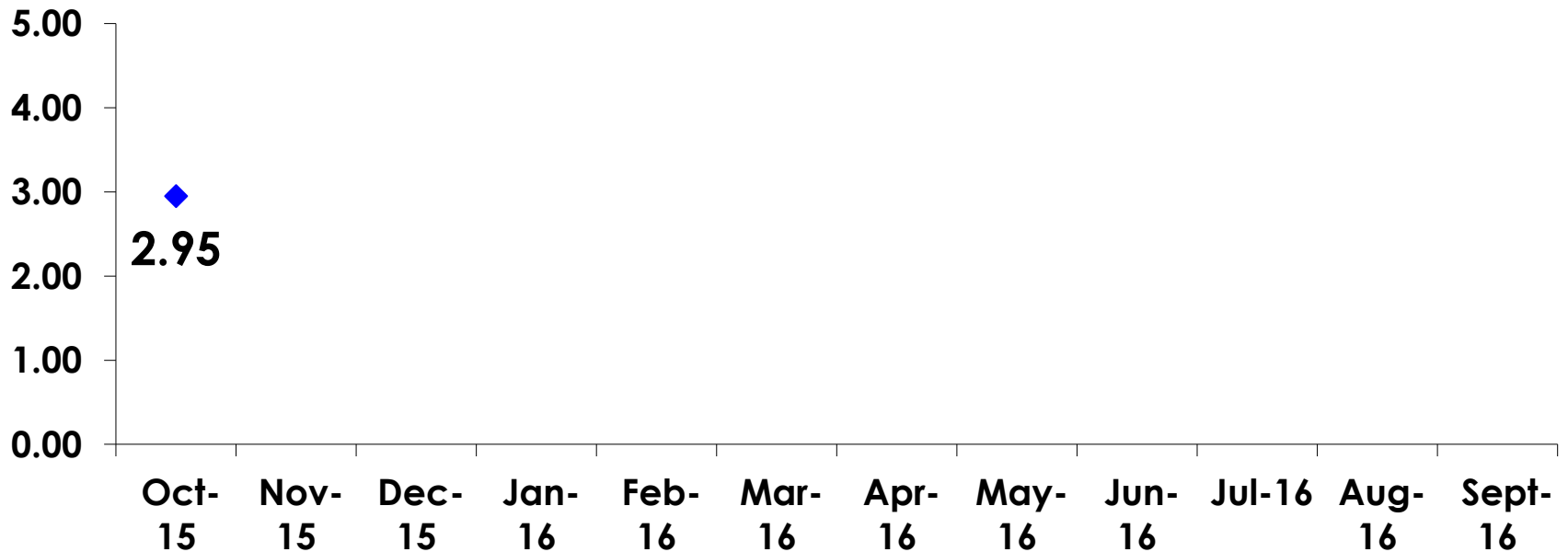


# Length of Stay

Mean = 2.95 Days  
Median = 3.0 Days



# AVG LENGTH OF STAY

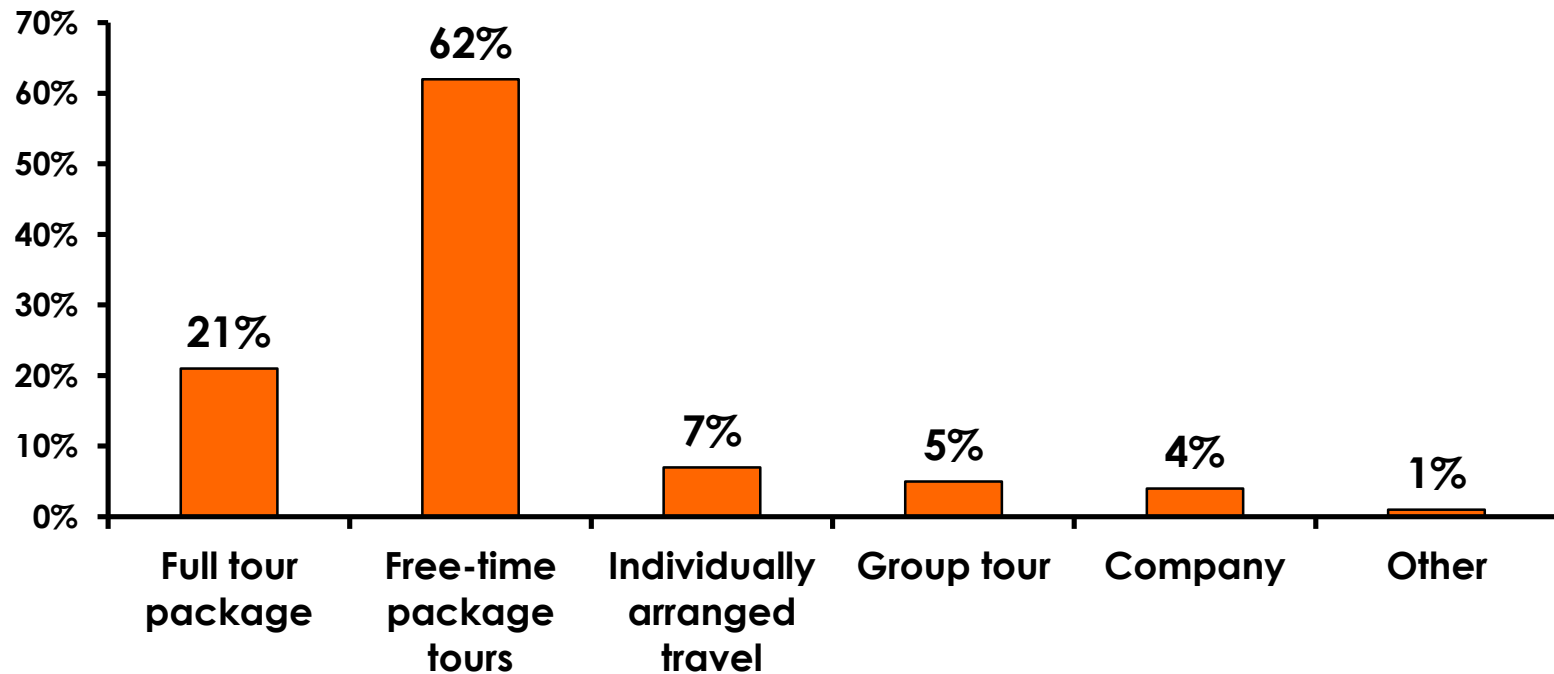


# Occupation by Income

		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	19%	10%	17%	35%	19%	23%	19%		25%	
	Office worker non-mgr	16%	5%	24%	14%	13%	15%	19%	16%		
	Student	14%	29%				9%	19%	30%	50%	
	Salesperson	11%	14%	17%	12%	19%	12%	7%	5%		
	Professional/ Specialist	7%		7%	4%	15%	9%	2%	8%		
	Self-employed	6%		9%	2%	9%	11%	2%	5%		
	Manager	5%		2%	4%	6%	6%	12%	5%		
	Skilled worker	5%	5%	7%	8%	9%	2%	7%	3%		
	Homemaker	4%	5%			2%	6%	2%	11%		
	Freeter	3%	5%	7%	2%			2%	5%		
	Other	3%	5%	7%	4%		3%			25%	
	Executive (30+ employees)	2%	10%		2%				11%		
	Retired	1%			6%	2%	2%				
	Free-lancer	1%	5%		2%	4%		2%			
	Govt- office worker non-mgr	1%	5%	2%	2%		2%	2%			
	Unemployed	1%	5%		2%	2%					
	Teacher	0%		2%							
	Govt- Manager	0%						2%			
	Total	Count	340	21	46	49	47	65	42	37	4

# SECTION 2 **TRAVEL PLANNING**

# Travel Planning - Overall



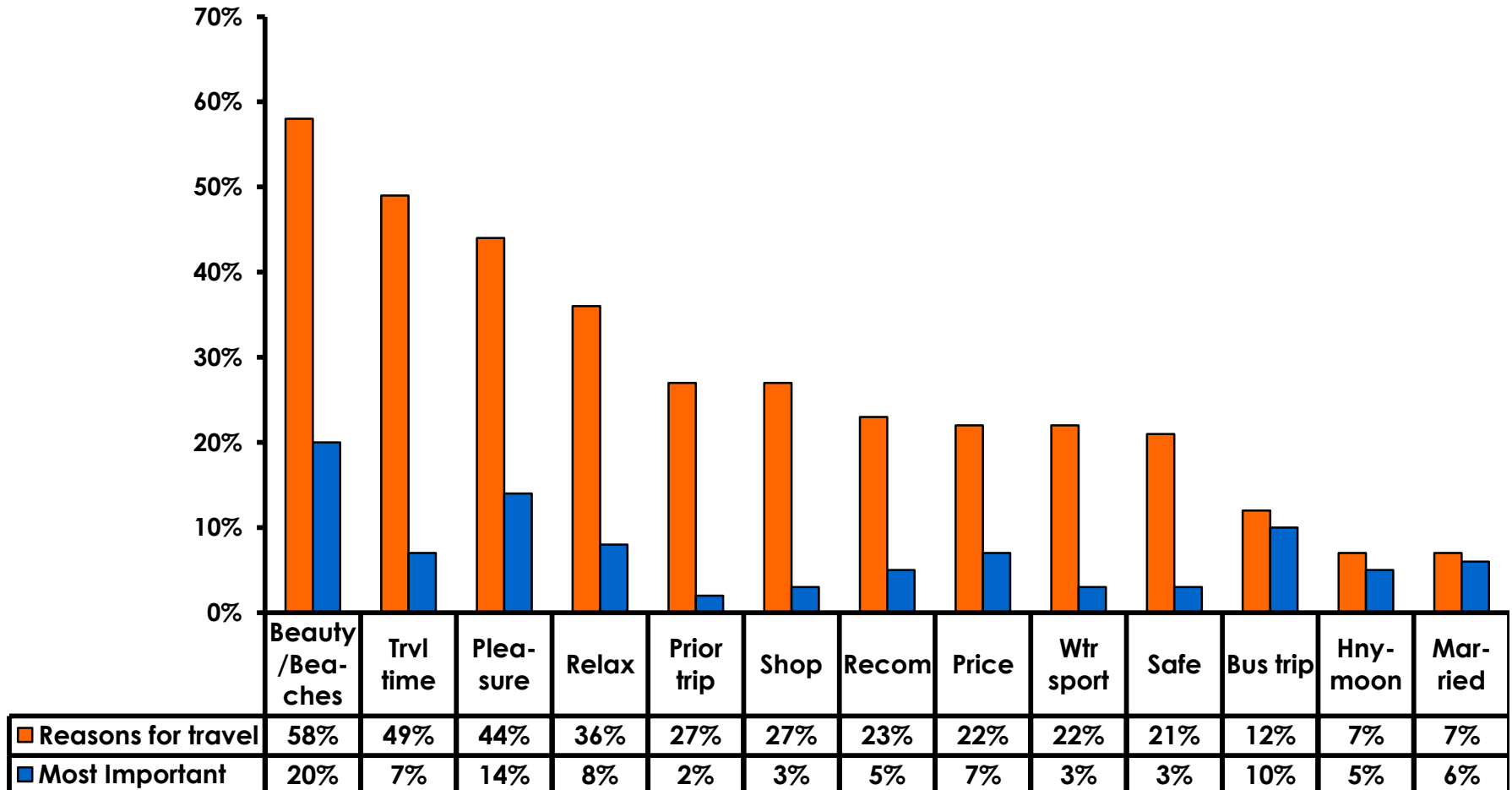
# Accommodation by Income

Average length of stay: 2.95 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	16%	24%	20%	12%		15%	14%	16%	25%	
Hilton Guam Resort	10%	5%	11%	8%	6%	9%	19%	8%		
Guam Reef & Olive Spa	9%	5%	9%	8%	11%	11%	10%	14%		
Fiesta Resort Guam	7%	10%		12%	9%	6%	5%	11%	25%	
Hotel Nikko Guam	6%	5%	7%	8%	9%	5%	7%	3%		
Onward Beach Resort	5%	5%	11%	2%	4%	9%	10%			
Grand Plaza Hotel	5%		4%	6%	4%	5%	5%	3%	25%	
Pacific Star Resort & Spa	5%	10%	7%	4%	9%	2%	5%	3%		
Outrigger Guam Resort	5%			6%	11%	6%	2%	5%		
Holiday Resort Guam	5%	5%	4%	8%	6%	2%	5%	5%		
Royal Orchid Guam	5%	5%	2%	4%	9%	5%		11%		
Westin Resort Guam	5%	5%	7%	2%	6%	8%		5%		
Hyatt Regency Guam	4%		9%	6%	4%	3%	5%			
Other	3%	10%	7%	2%		3%	2%	3%		
Leo Palace Resort	3%		2%	4%	4%	2%	5%	3%		
Aqua Suites	2%	10%			2%	3%	5%	3%		
PIC Club	2%	5%			4%	3%	2%	3%	25%	
Pacific Bay Hotel	1%			2%		2%		5%		
Sheraton Laguna Guam	1%		2%		2%	2%				
Hotel Santa Fe	1%			4%						
Dusit Thani Guam	0%					2%				
Home stay/ friend/ relative	0%									
Oceanview Hotel	0%									
Bayview Hotel	0%					2%				
Total	Count	351	21	46	49	47	66	42	37	4



# Travel Motivation - Top Responses



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# Most Important Reason for Choosing Guam

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

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	58%	65%	60%	51%	42%	51%	64%	
	Short travel time	49%	49%	53%	46%	44%	45%	53%	
	Pleasure	44%	56%	45%	35%	27%	42%	47%	
	Relax	36%	31%	41%	39%	31%	32%	40%	
	Previous trip	27%	21%	19%	40%	51%	24%	30%	
	Shopping	27%	29%	30%	18%	24%	18%	36%	
	Recomm- friend/family/trvl agnt	23%	33%	19%	14%	22%	19%	26%	
	Price	22%	29%	21%	11%	20%	18%	26%	
	Water sports	22%	28%	22%	18%	11%	20%	24%	
	Safe	21%	19%	23%	19%	24%	22%	21%	
	Company/ Business Trip	12%	10%	8%	23%	16%	16%	8%	
	Honeymoon	7%	1%	14%	5%		10%	3%	
	Married/ Attn wedding	7%	3%	10%	4%	11%	8%	6%	
	Scuba	6%	6%	8%	5%	2%	7%	5%	
	Golf	2%		1%	5%	9%	3%	1%	
	Visit friends/ Relatives	2%	3%	3%	2%		1%	4%	
	Other	2%	2%	1%	4%	4%	2%	2%	
	Organized sports	1%	2%	1%	2%	2%	1%	2%	
	Company Sponsored	1%		1%	2%		1%		
	Total	Count	347	109	135	57	45	173	174

# 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	58%	50%	61%	59%	48%	56%	67%	70%	67%	
	Short travel time	49%	40%	52%	51%	50%	47%	45%	65%	67%	
	Pleasure	44%	35%	43%	45%	35%	44%	50%	65%		
	Relax	36%	15%	37%	43%	33%	35%	43%	49%	33%	
	Previous trip	27%	30%	26%	14%	26%	32%	36%	22%	67%	
	Shopping	27%	10%	33%	16%	24%	20%	38%	41%		
	Recomm- friend/family/trvl agnt	23%	40%	15%	16%	20%	23%	26%	27%		
	Price	22%	15%	26%	35%	9%	17%	24%	32%	33%	
	Water sports	22%	15%	20%	35%	22%	18%	17%	24%	33%	
	Safe	21%	25%	15%	22%	15%	27%	21%	32%		
	Company/ Business Trip	12%	15%	15%	14%	15%	11%	14%	5%		
	Honeymoon	7%	10%	9%	6%	11%	11%	2%	3%		
	Married/ Attn wedding	7%	5%	4%	10%	11%	9%	5%			
	Scuba	6%	15%	2%	6%	7%	8%	7%	8%		
	Golf	2%	5%		2%	4%	2%	5%	3%		
	Visit friends/ Relatives	2%			6%	2%			3%		
	Other	2%		2%	2%		3%	5%			
	Organized sports	1%		2%	4%			2%			
	Company Sponsored	1%					2%	2%			
	Total	Count	347	20	46	49	46	66	42	37	3

# SECTION 3 **EXPENDITURES**

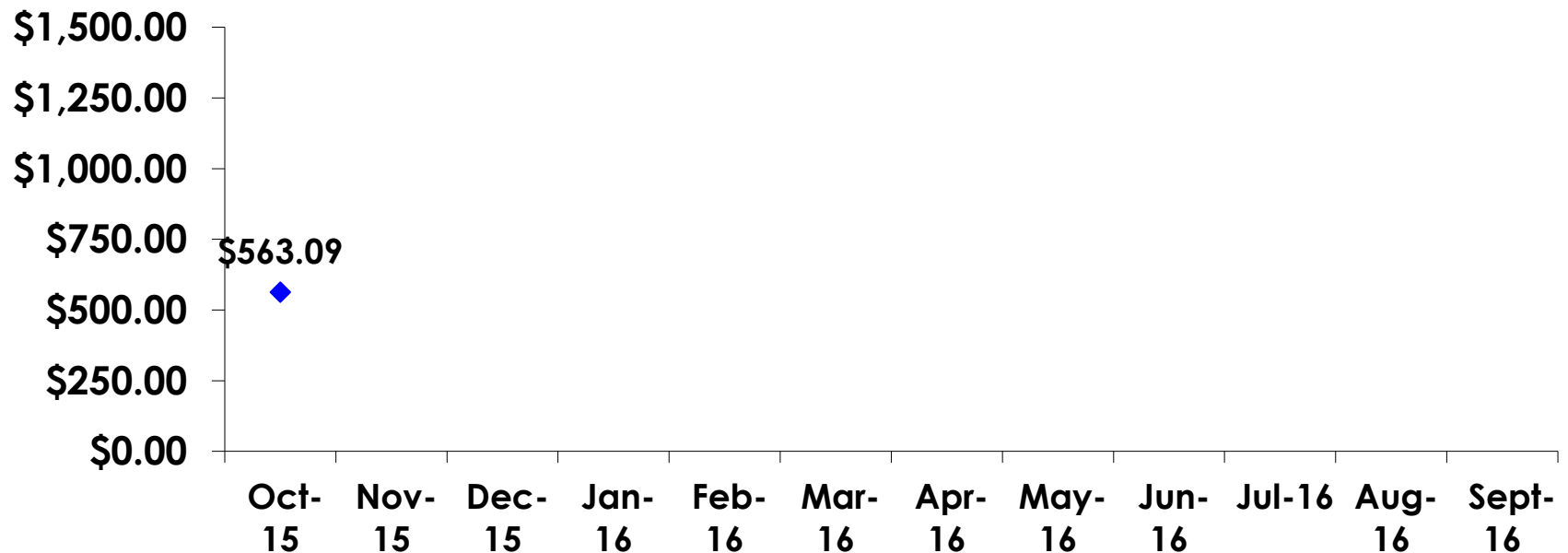
# Prepaid Expenditures

¥120.31/US\$1

- \$1,006.30 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$9,974 = maximum (highest amount recorded for the entire sample)
- \$563.09 = overall mean average per person prepaid expenditures

# PREPAID EXPENDITURES

## Per Person



YTD=\$563.09

# Breakdown of Prepaid Expenditures

¥120.31=\$1

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

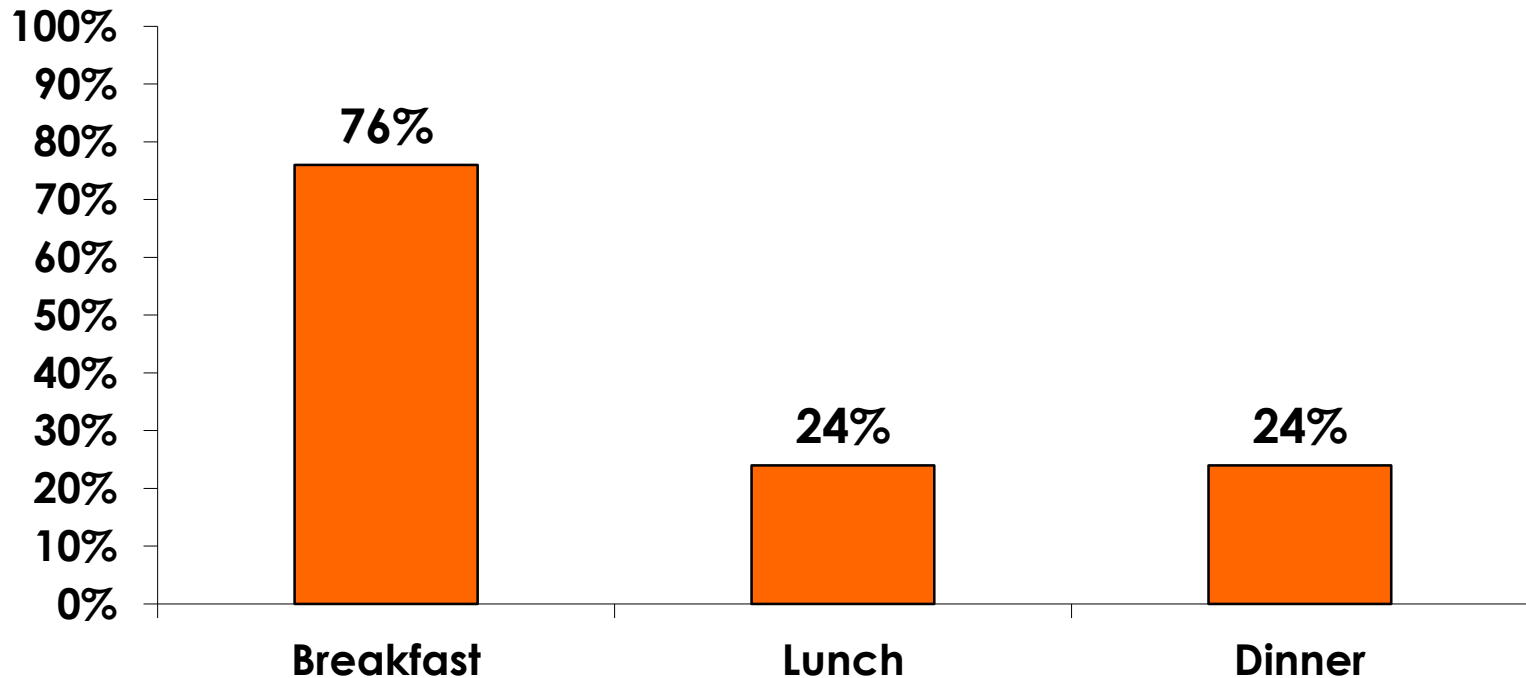
	MEAN \$
Air & Accommodation package only	\$1,054.88
Air & Accommodation w/ daily meal package	\$1,691.09
Air only	\$873.61
Accommodation only	\$783.39
Accommodation w/ daily meal only	\$1,246.78
Food & Beverages in Hotel	\$166.24
Ground transportation – Japan	\$70.47
Ground transportation – Guam	\$47.79
Optional tours/ activities	\$164.05
Other expenses	\$154.11
<b>Total Prepaid</b>	<b>\$1,006.30</b>



# PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n=37

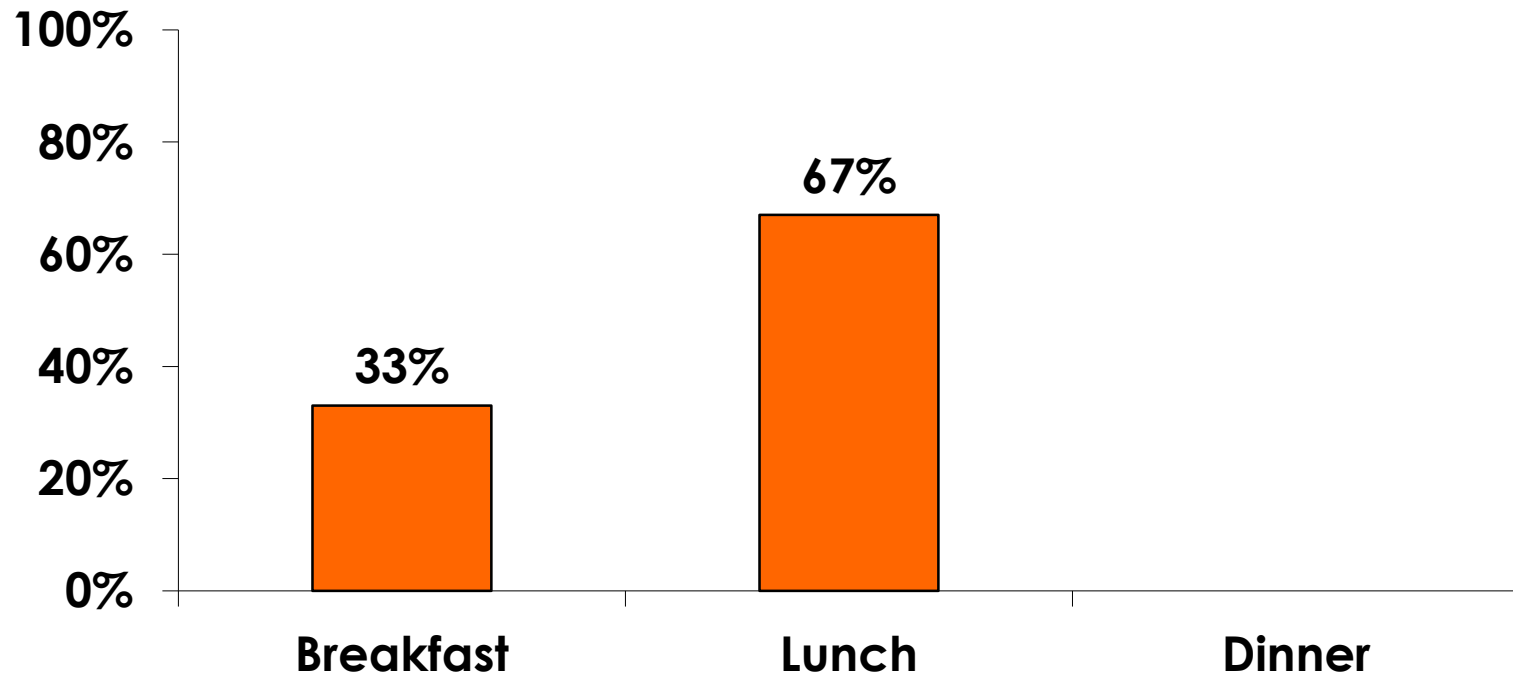


Mean=\$1,691.09 per travel party

# PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

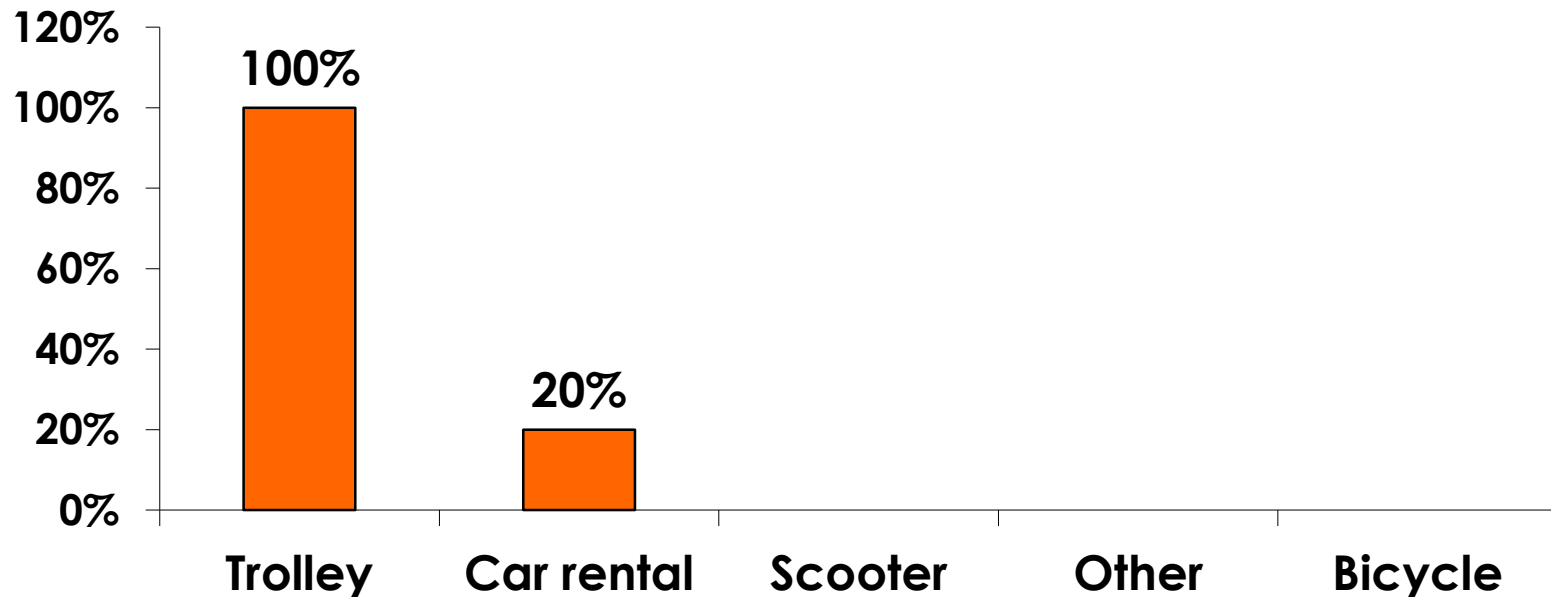
n=3



Mean=\$1,246.78 per travel party

# PREPAID GROUND TRANSPORTATION

n=5



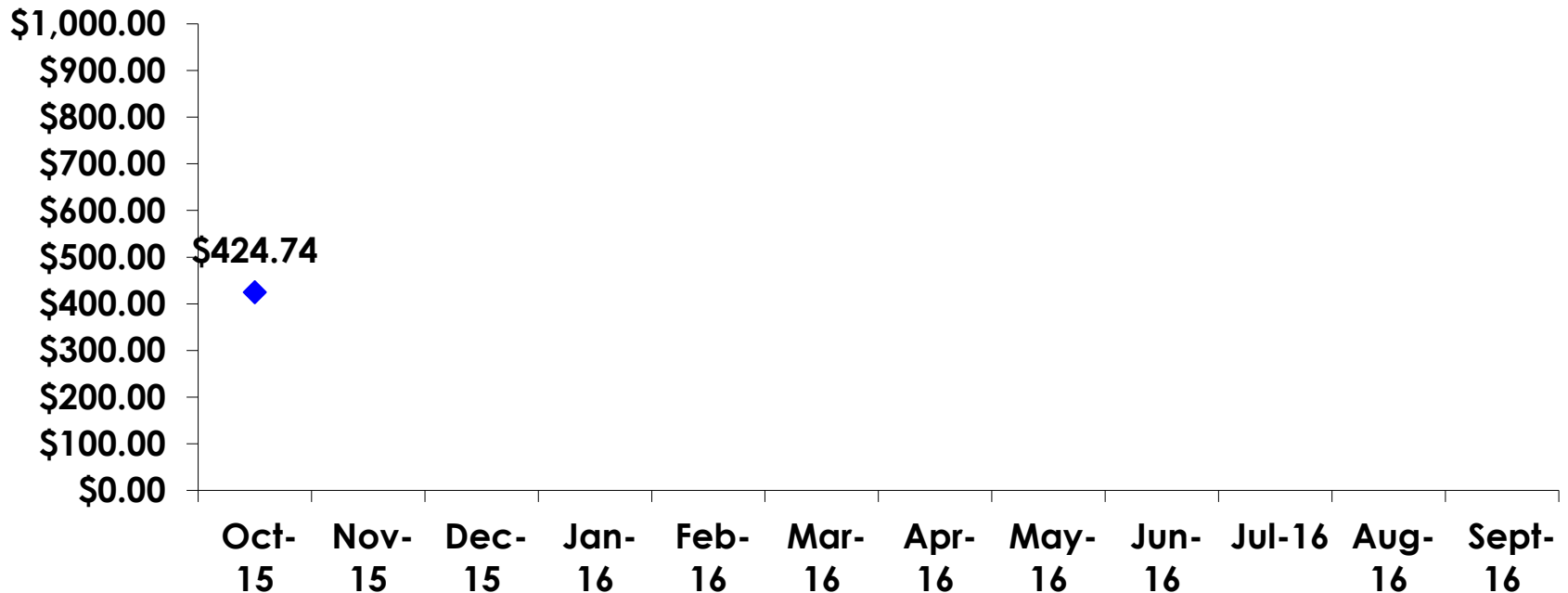
Mean=\$47.79 per travel party

# On-Island Expenditures

- \$635.72 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$8,000 = Maximum (highest amount recorded for the entire sample)
- \$424.74 = overall mean average per person on-island expenditure

# ON-ISLAND EXPENDITURES

## Per Person

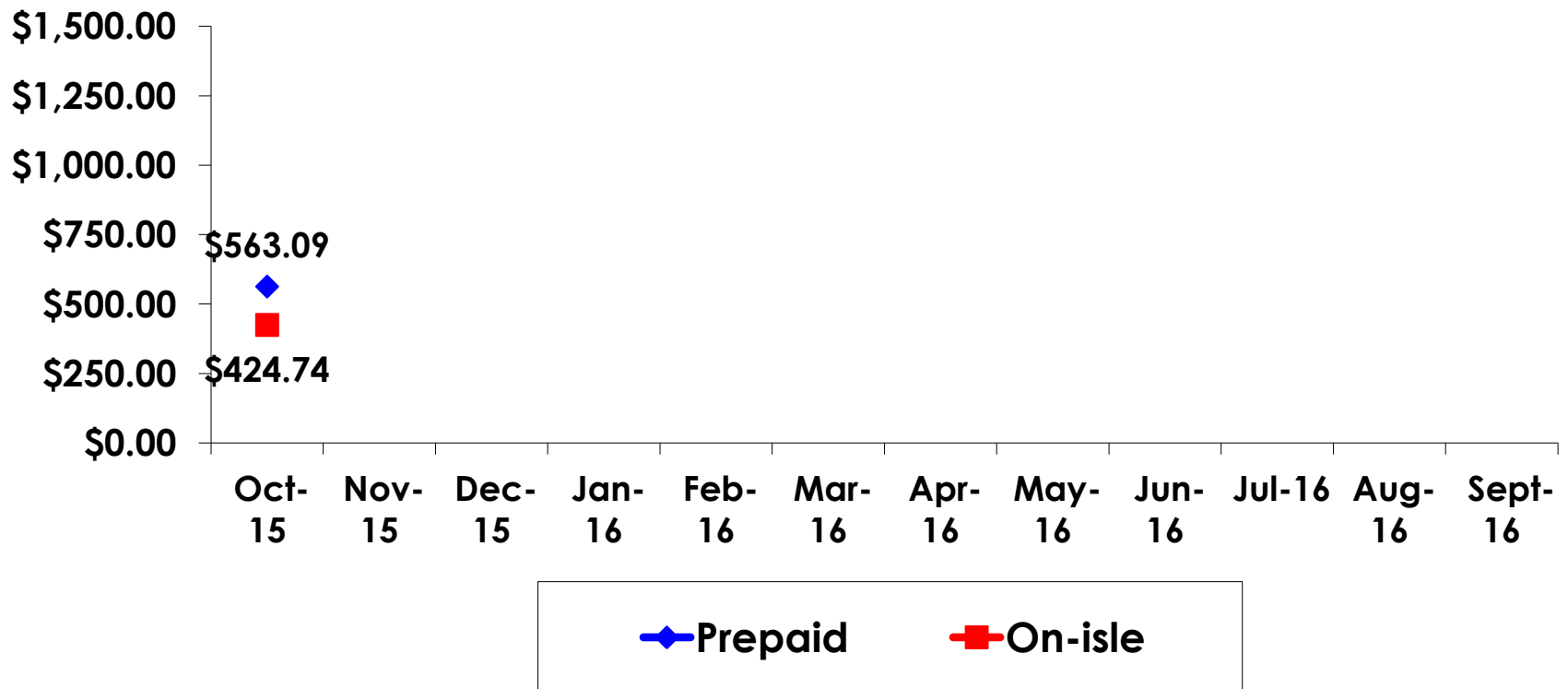


YTD = \$424.74

# PREPAID/ ON-ISLE EXPENDITURES – Per Person

Prepaid YTD = \$563.09

On-Isle YTD = \$424.74



# 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	\$424.74	\$430.26	\$419.31	\$345.82	\$424.69	\$449.16	\$536.69	\$320.86	\$517.73	\$335.82	\$509.68
	Median	\$333	\$343	\$303	\$310	\$400	\$290	\$285	\$300	\$380	\$249	\$300
	Minimum	\$0	\$0	\$0	\$0	\$0	\$0	\$76	\$0	\$0	\$0	\$0
	Maximum	\$4,000	\$4,000	\$3,000	\$1,300	\$2,000	\$3,000	\$4,000	\$1,000	\$3,000	\$1,000	\$2,054

# On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$30.03	\$36.76	\$23.42	\$13.67	\$28.28	\$42.75	\$55.53
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$37.01	\$45.67	\$28.49	\$28.94	\$40.16	\$28.63	\$58.49
	Median	\$3	\$10	\$0	\$2	\$10	\$0	\$0
F&B RESTRNT	Mean	\$101.89	\$157.91	\$46.83	\$54.72	\$74.42	\$162.46	\$213.69
	Median	\$0	\$50	\$0	\$0	\$0	\$50	\$15
OPT TOUR	Mean	\$50.66	\$56.47	\$44.94	\$41.01	\$58.25	\$40.25	\$65.27
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- SELF	Mean	\$156.70	\$176.16	\$137.58	\$57.35	\$197.59	\$188.89	\$232.44
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- OTHER	Mean	\$98.48	\$119.11	\$78.20	\$57.86	\$105.86	\$145.04	\$118.36
	Median	\$35	\$50	\$20	\$20	\$50	\$50	\$50
TRANS	Mean	\$16.62	\$24.08	\$9.28	\$11.14	\$15.64	\$22.81	\$25.53
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER	Mean	\$144.32	\$132.70	\$155.76	\$110.15	\$153.51	\$151.47	\$193.82
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL	Mean	\$635.72	\$748.86	\$524.50	\$374.85	\$673.71	\$782.30	\$963.13
	Median	\$420	\$500	\$360	\$330	\$500	\$500	\$500



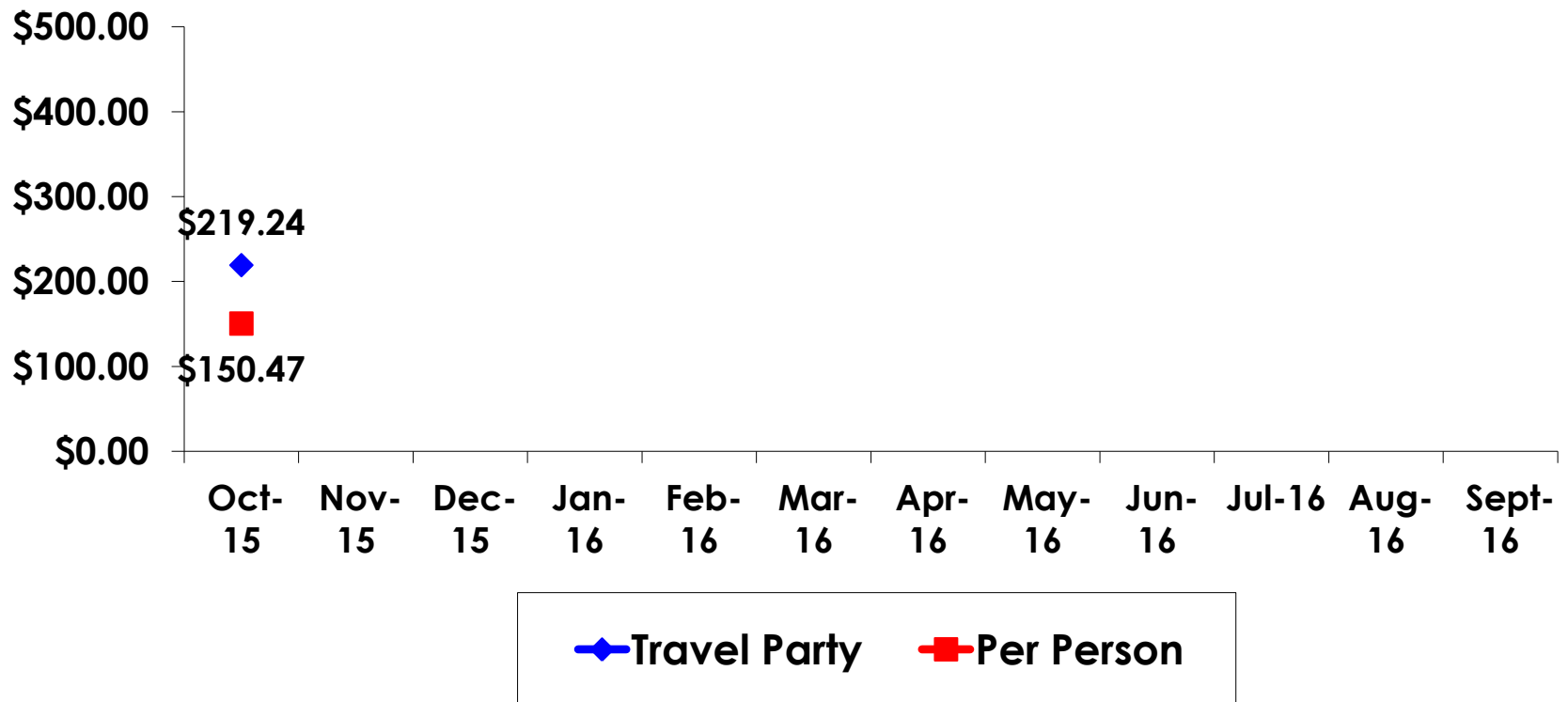
# On-Island Expenditures

## First Timers & Repeaters

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$30.03	\$24.09	\$40.92
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$37.01	\$28.34	\$52.86
	Median	\$3	\$0	\$20
F&B RESTRNT	Mean	\$101.89	\$100.27	\$104.87
	Median	\$0	\$0	\$25
OPT TOUR	Mean	\$50.66	\$47.72	\$56.02
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$156.70	\$129.86	\$205.85
	Median	\$0	\$0	\$30
GIFT- OTHER	Mean	\$98.48	\$87.95	\$117.76
	Median	\$35	\$30	\$50
TRANS	Mean	\$16.62	\$11.49	\$26.01
	Median	\$0	\$0	\$0
OTHER	Mean	\$144.32	\$125.44	\$178.89
	Median	\$0	\$0	\$0
TOTAL	Mean	\$635.72	\$555.17	\$783.18
	Median	\$420	\$400	\$500

# ON-ISLE EXPENDITURES – Per Day

Travel Party YTD = \$219.24    Per Person YTD = \$150.47



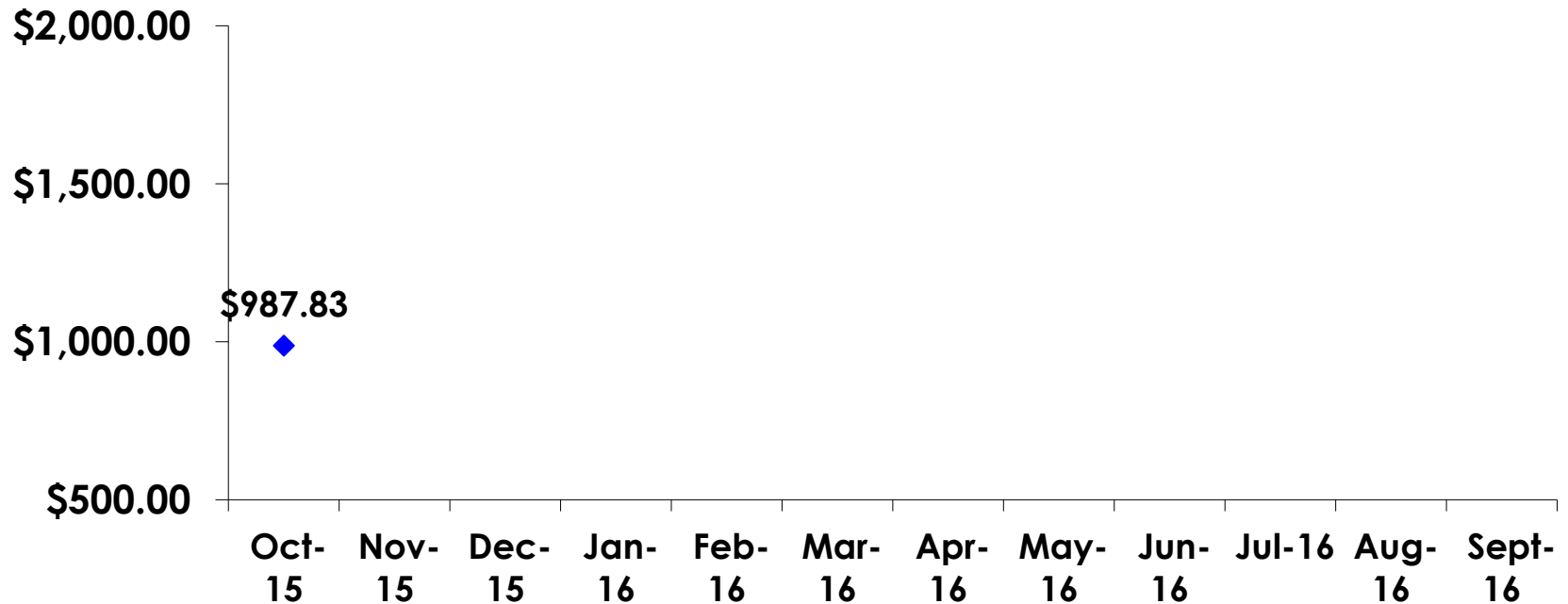
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# Total Expenditures Per Person (Prepaid & On-Island)

- \$987.83 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$4,623 = Maximum (highest amount recorded for the entire sample)

# TOTAL EXPENDITURES

## Per Person



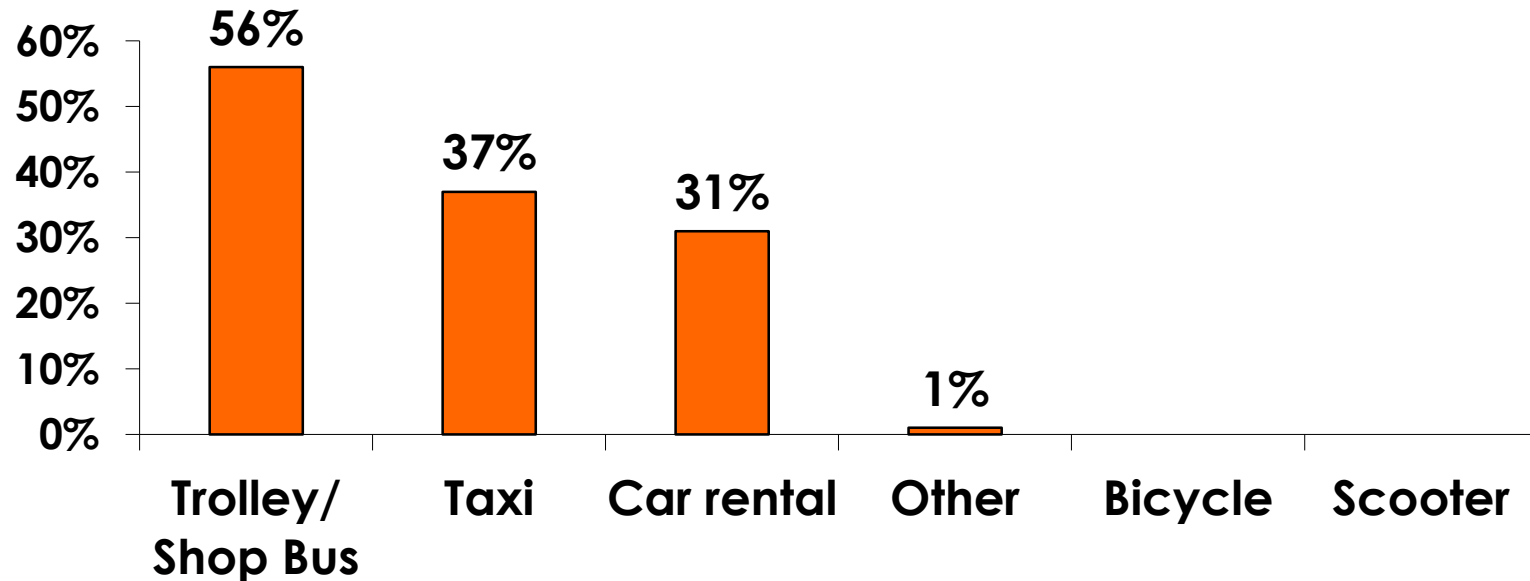
YTD=\$987.83

# Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$30.03
Food & beverage in fast food restaurant/convenience store	\$37.01
Food & beverage at restaurants or drinking establishments outside a hotel	\$101.89
Optional tours and activities	\$50.66
Gifts/ souvenirs for yourself/companions	\$156.70
Gifts/ souvenirs for friends/family at home	\$98.48
Local transportation	\$16.62
Other expenses not covered	\$144.32
<b>Average Total</b>	<b>\$635.72</b>

# Local Transportation

n=75



Mean=\$14.41 per travel party

---

# Guam Airport Expenditures

- \$26.46 = Mean
- \$7 = Median
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$1,600 = Maximum (highest amount recorded for the entire sample)

# Breakdown of Airport Expenditures

	<b>MEAN \$</b>
<b>Food &amp; Beverages</b>	\$8.39
<b>Gifts/Souvenirs Self</b>	\$10.58
<b>Gifts/Souvenirs Others</b>	\$7.48
<b>Total</b>	<b>\$26.46</b>

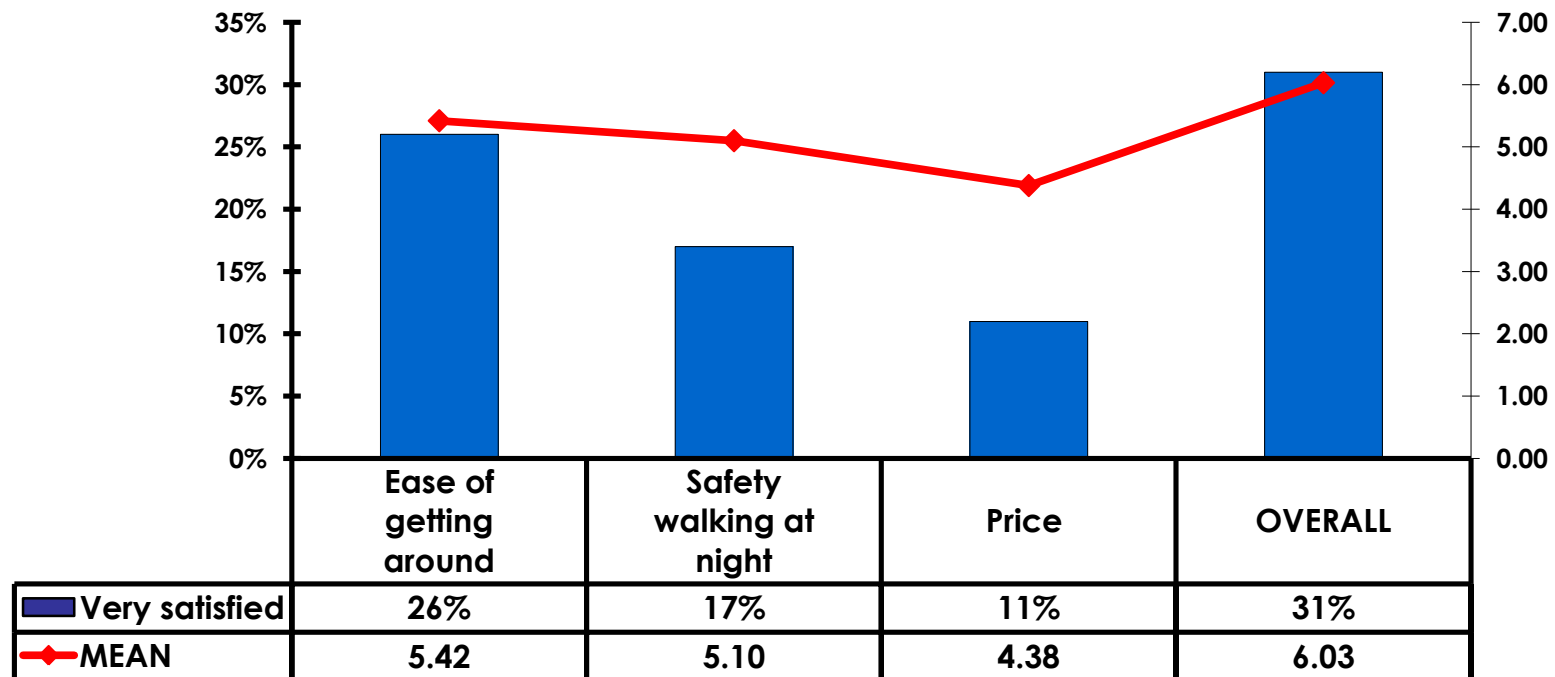


# SECTION 4 **VISITOR SATISFACTION**

# Satisfaction Scores Overall

7pt Rating Scale

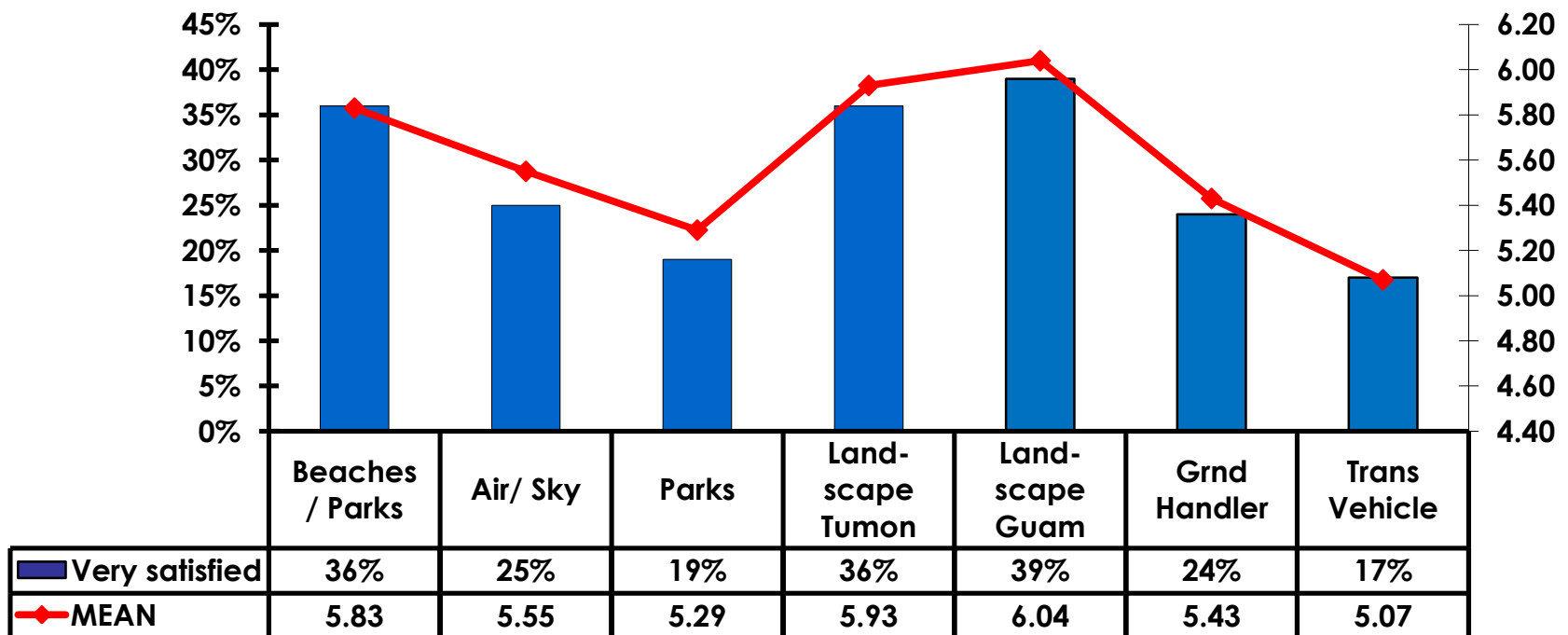
7=Very Satisfied/1=Very Dissatisfied



# Satisfaction Quality/ Cleanliness

7pt Rating Scale

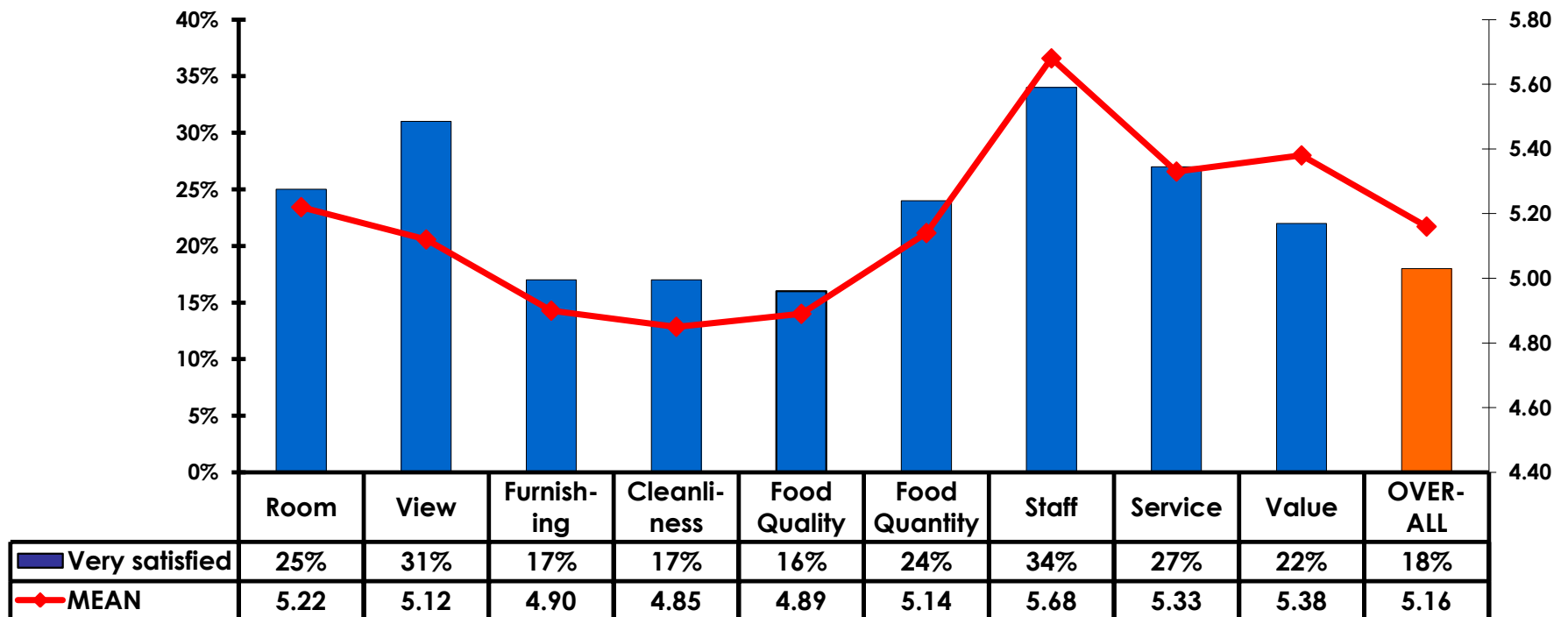
7=Very Satisfied/1=Very Dissatisfied



# Quality of Accommodations

7pt Rating Scale

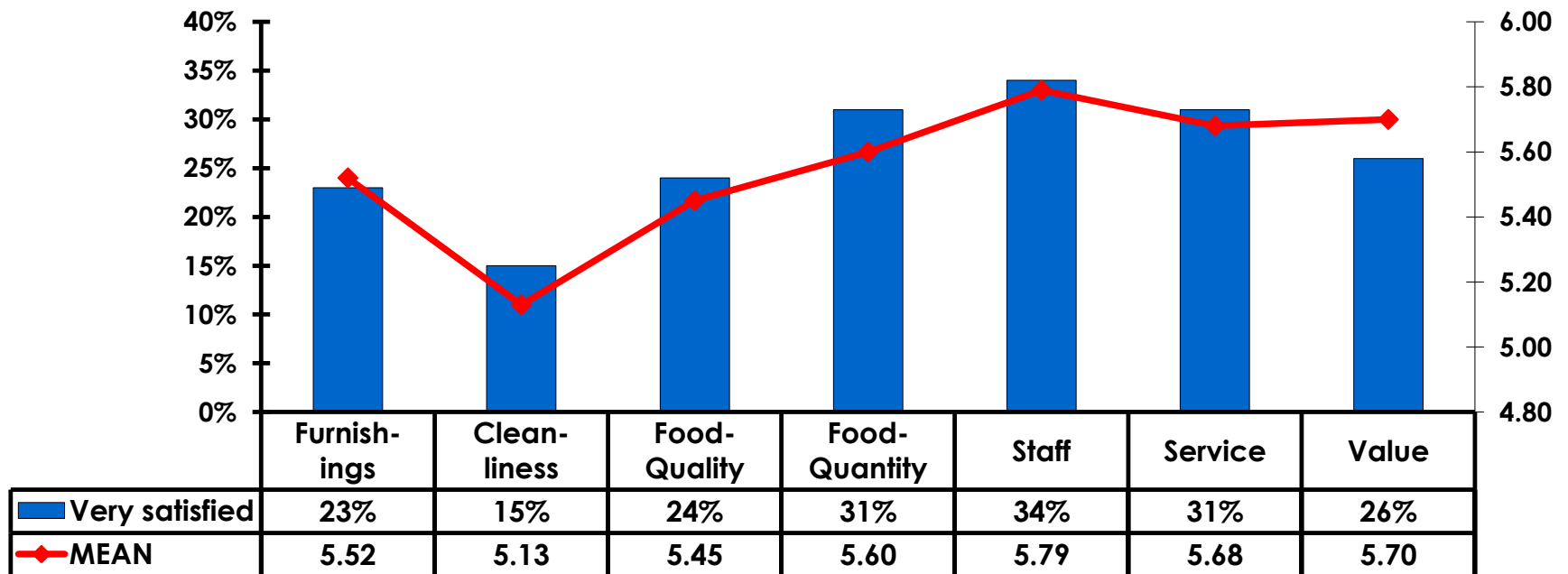
7=Very Satisfied/1=Very Dissatisfied



# Quality of Dining Experience

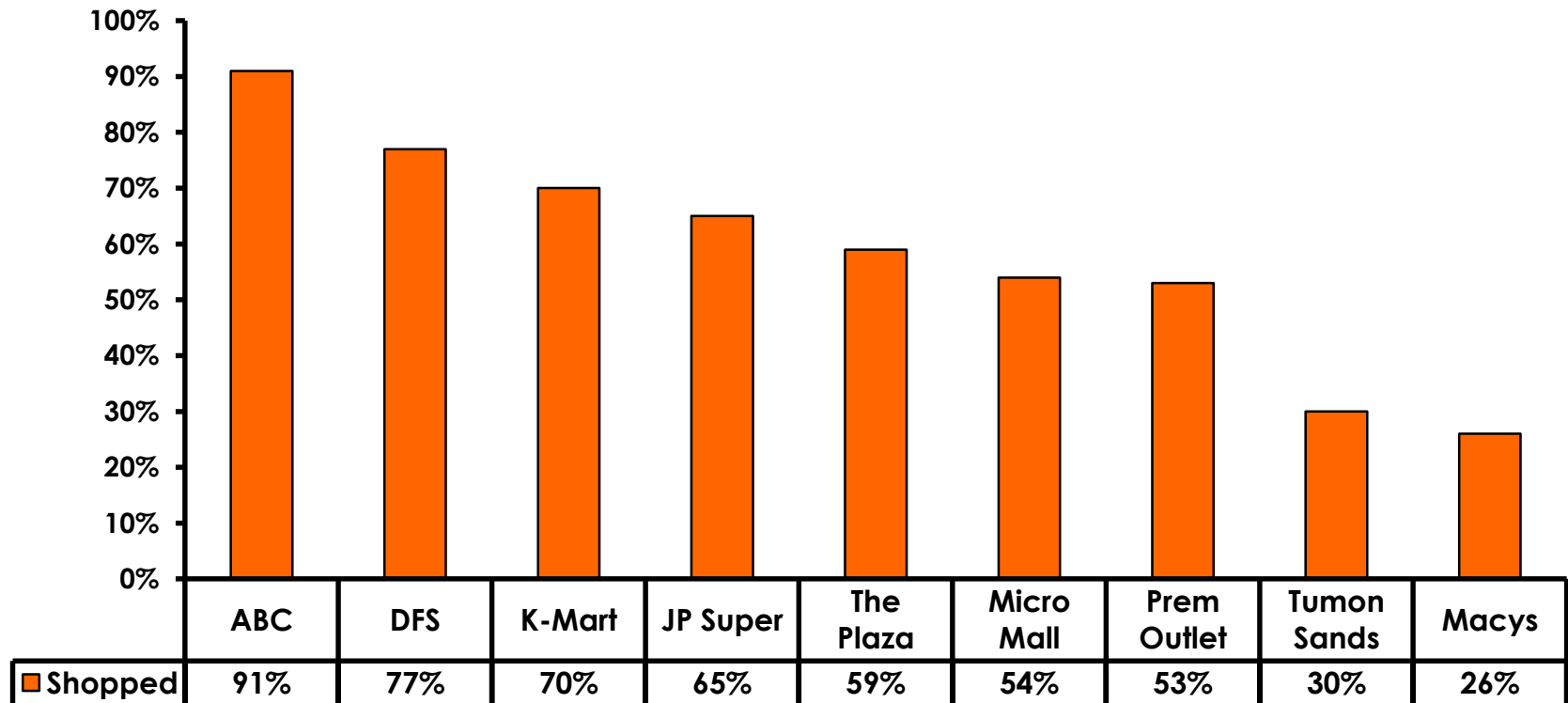
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



# Visits to Shopping Centers/Malls on Guam

## Top responses



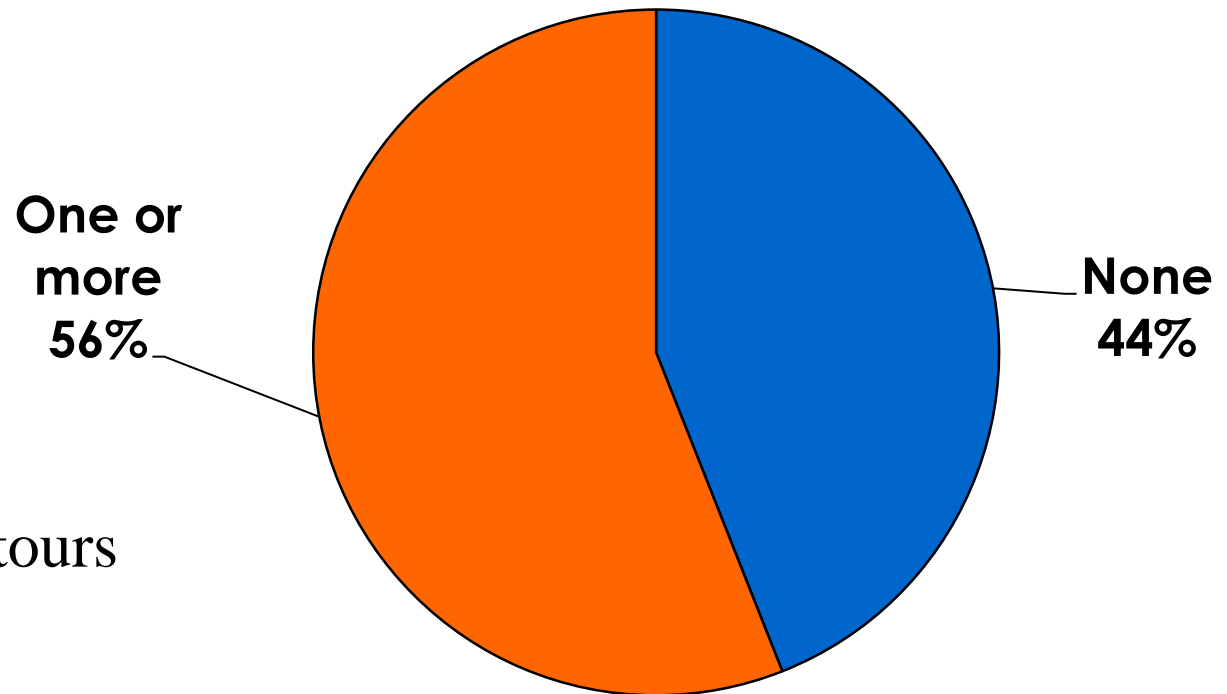
# Satisfaction with Shopping

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = <b>57%</b>	Score of 6 to 7 = <b>55%</b>
Score of 4 to 5 = <b>39%</b>	Score of 4 to 5 = <b>39%</b>
Score 1 to 3 = <b>4%</b>	Score 1 to 3 = <b>6%</b>
<b>MEAN = 5.49</b>	<b>MEAN = 5.43</b>

# Optional Tour Participation

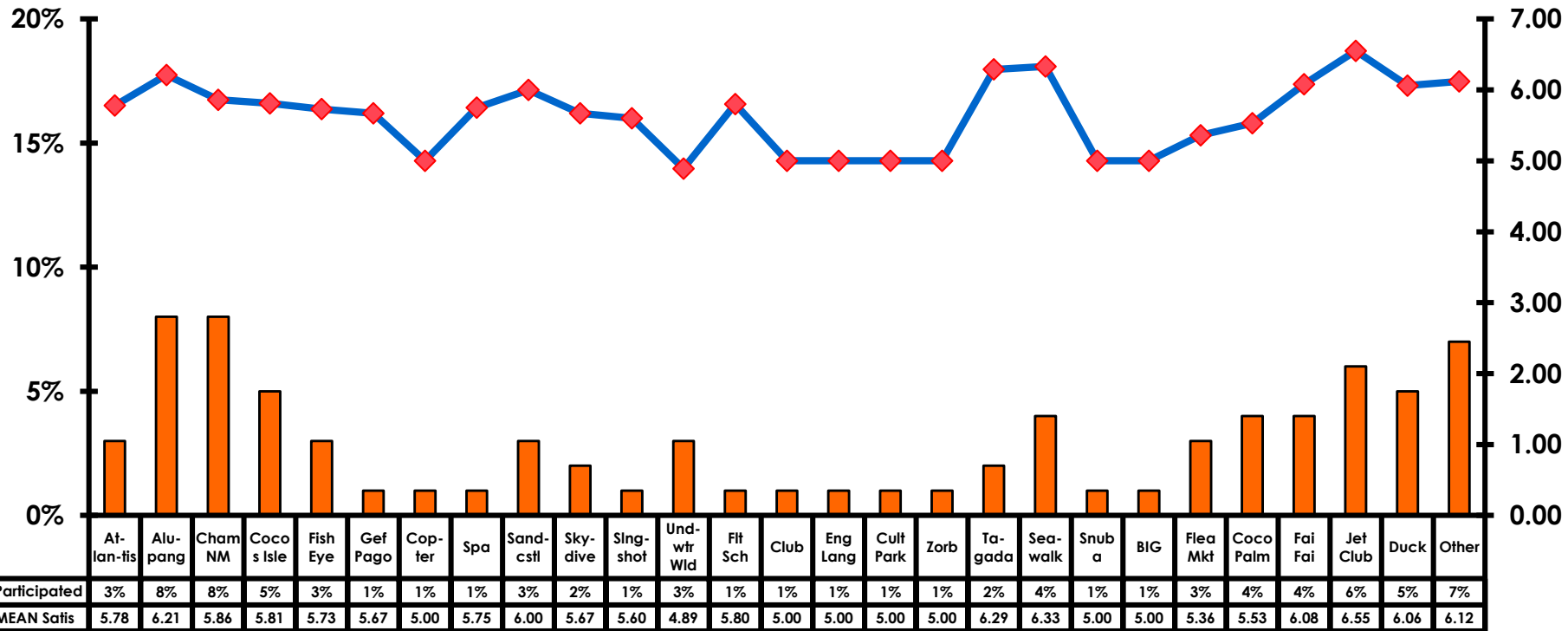


- Average number of tours participated in is .91



# 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>61%</b>	Score of 6 to 7 = <b>57%</b>
Score of 4 to 5 = <b>36%</b>	Score of 4 to 5 = <b>43%</b>
Score 1 to 3 = <b>3%</b>	Score 1 to 3 = <b>1%</b>
<b>MEAN = 5.55</b>	<b>MEAN = 5.48</b>

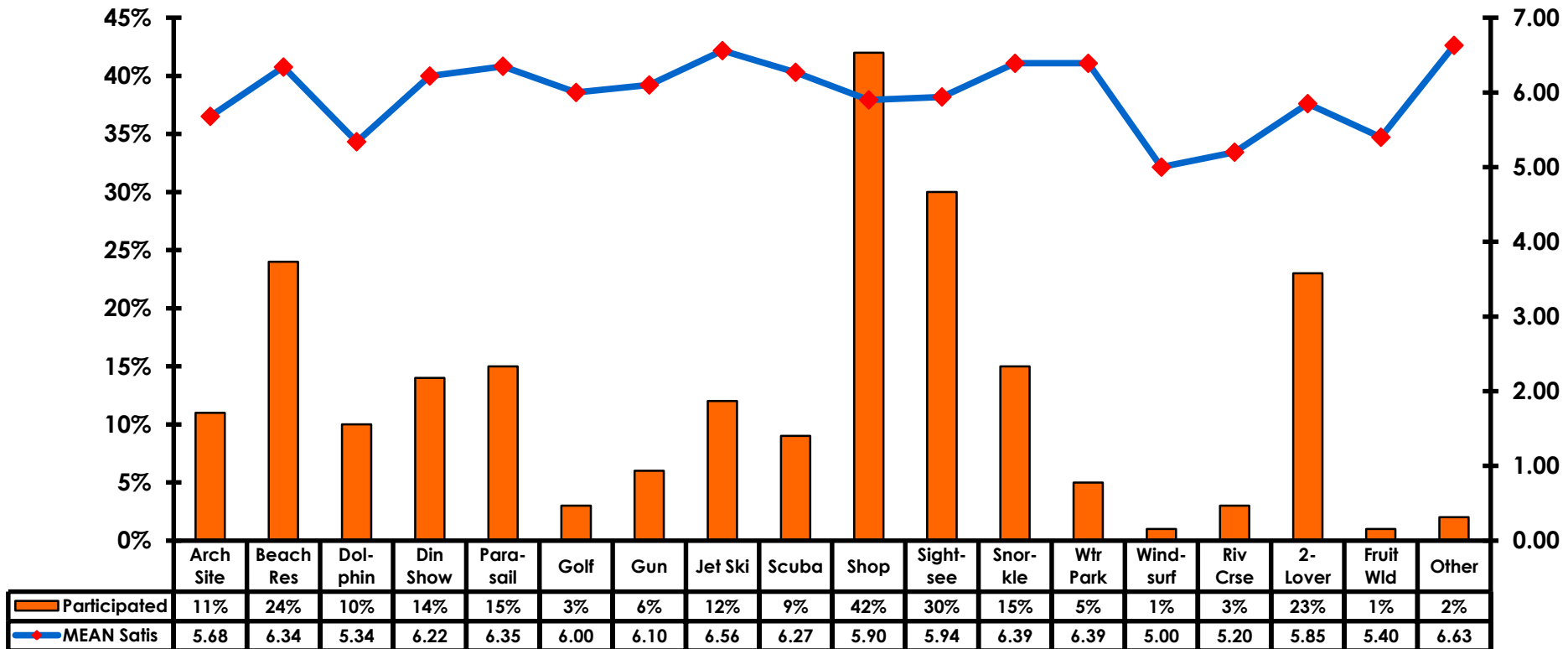
# Night Tours Satisfaction

7pt Rating Scale

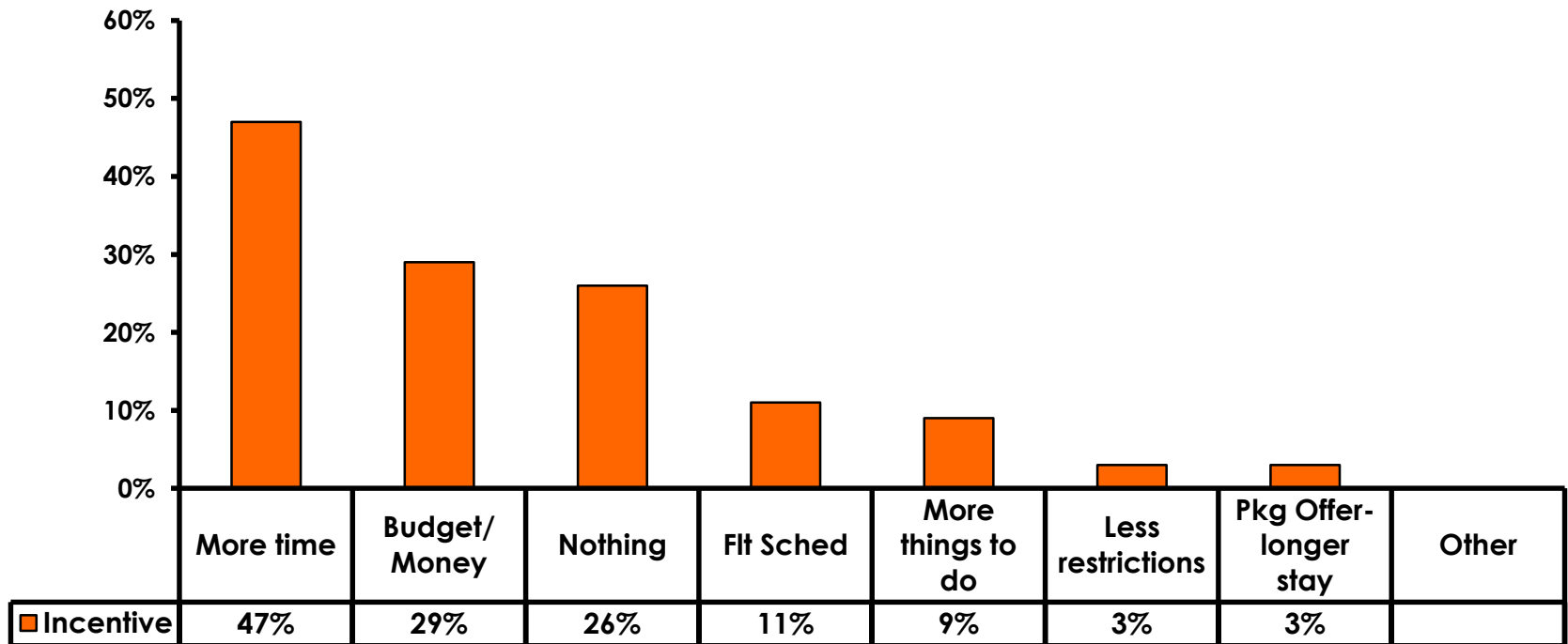
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = <b>34%</b>	Score of 6 to 7 = <b>33%</b>
Score of 4 to 5 = <b>63%</b>	Score of 4 to 5 = <b>65%</b>
Score 1 to 3 = <b>3%</b>	Score 1 to 3 = <b>%</b>
<b>MEAN = 4.85</b>	<b>MEAN = 4.85</b>

# Satisfaction with Other Activities



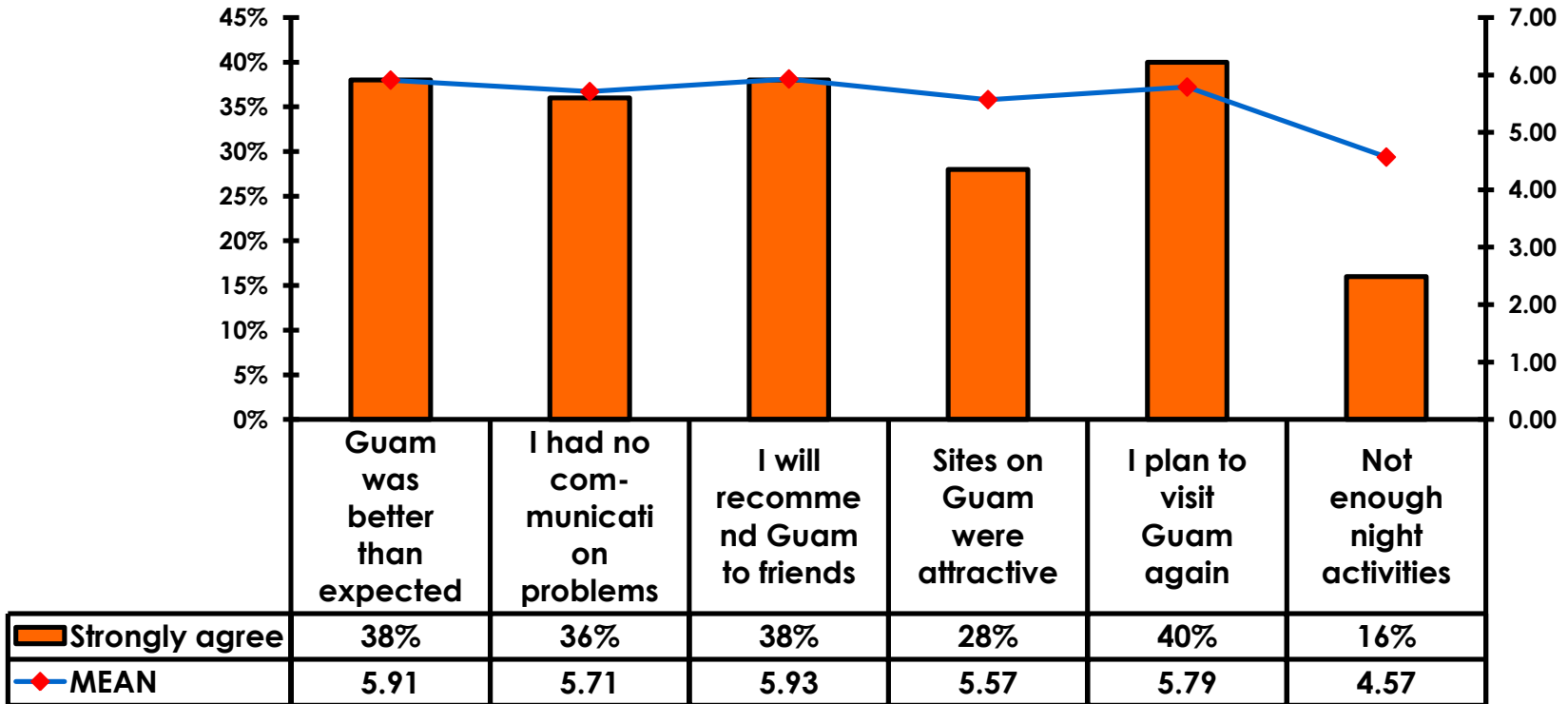
# What would it take to make you want to stay an extra day in Guam?



# On-Island Perceptions

7pt Rating Scale

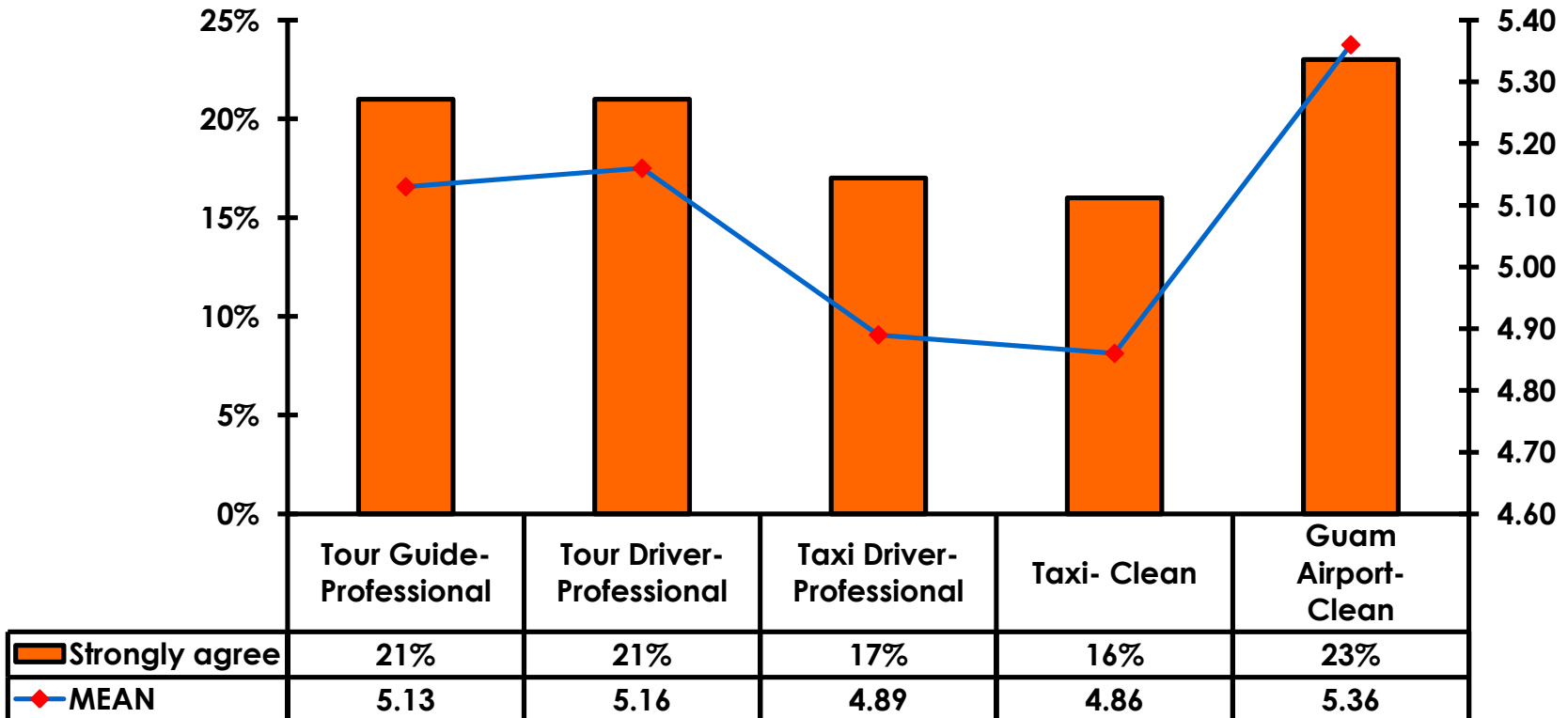
7=Very Satisfied/ 1=Very Dissatisfied



# On-Island Perceptions

7pt Rating Scale

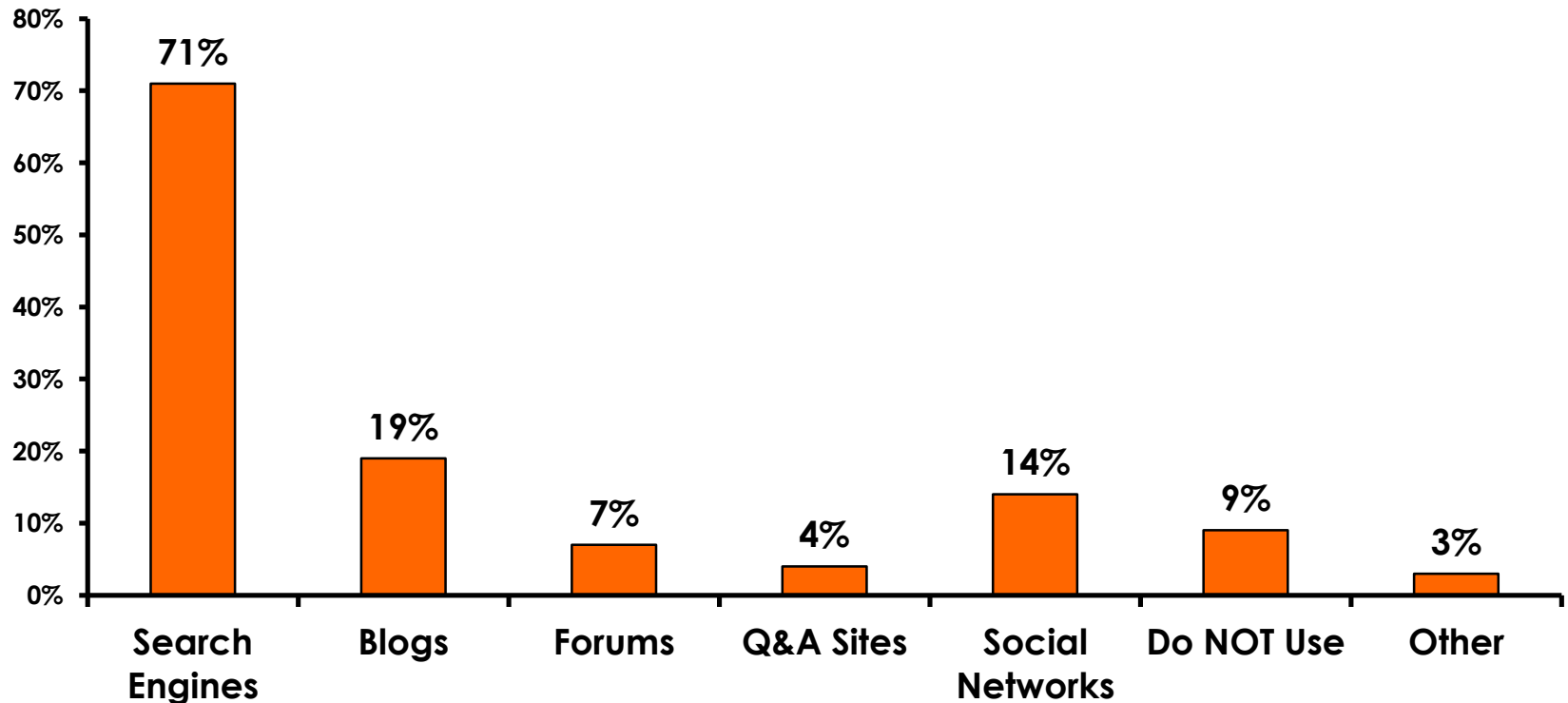
7=Very Satisfied/ 1=Very Dissatisfied



# SECTION 5 **PROMOTIONS**

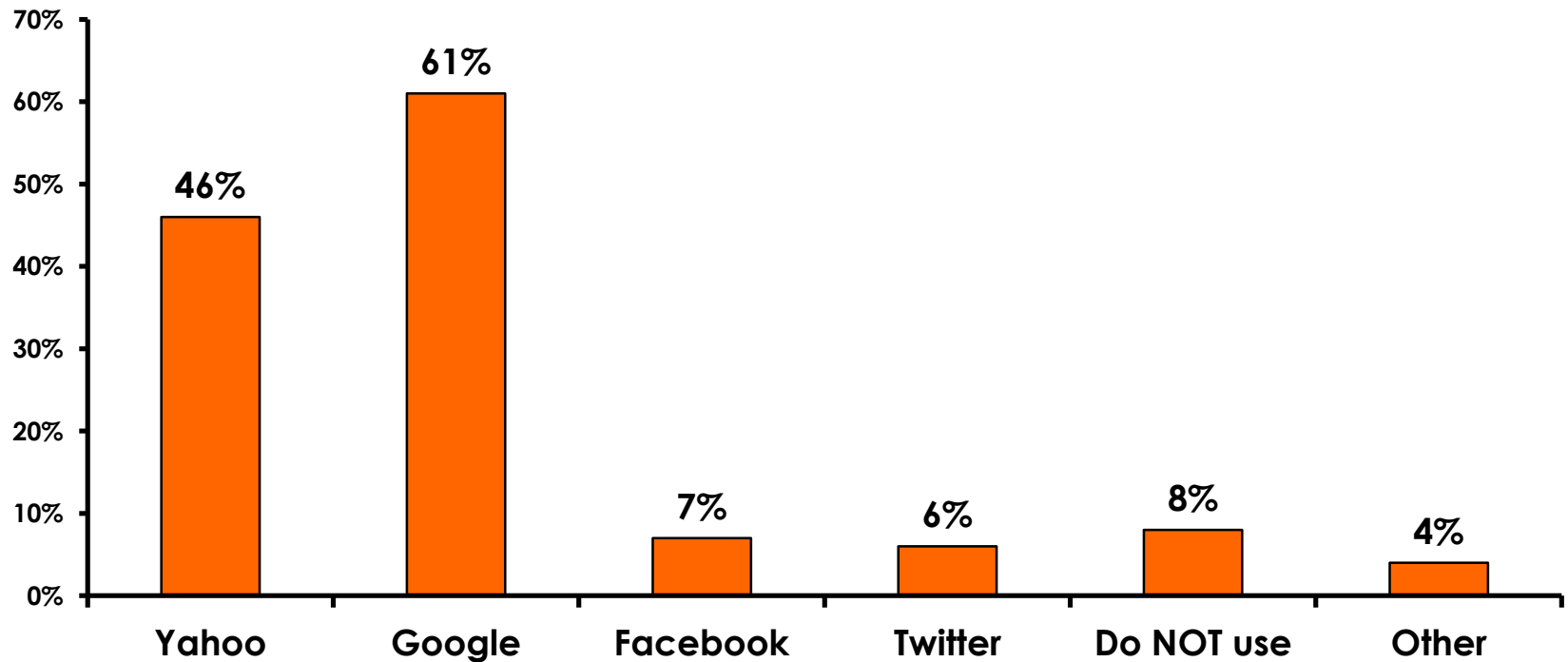


# Internet- Guam Sources of Info

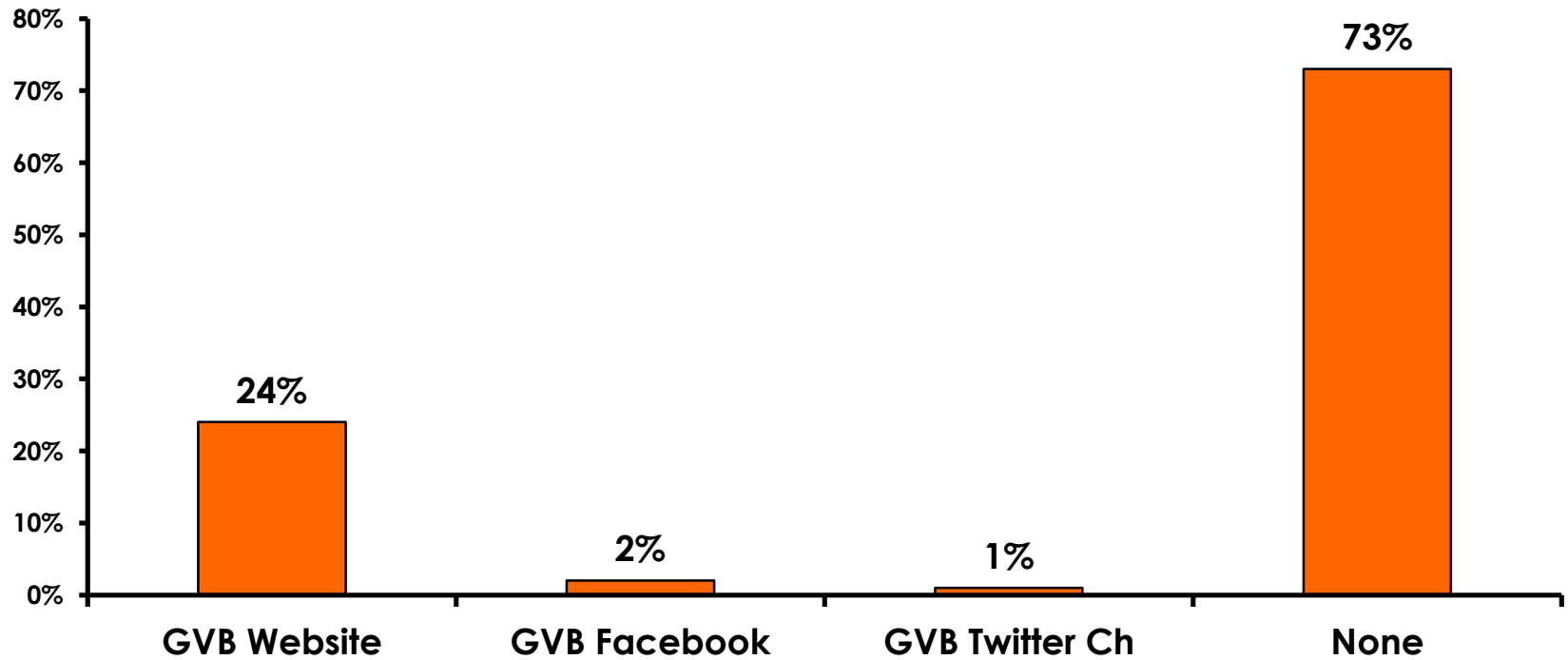


# Internet- Things To Do

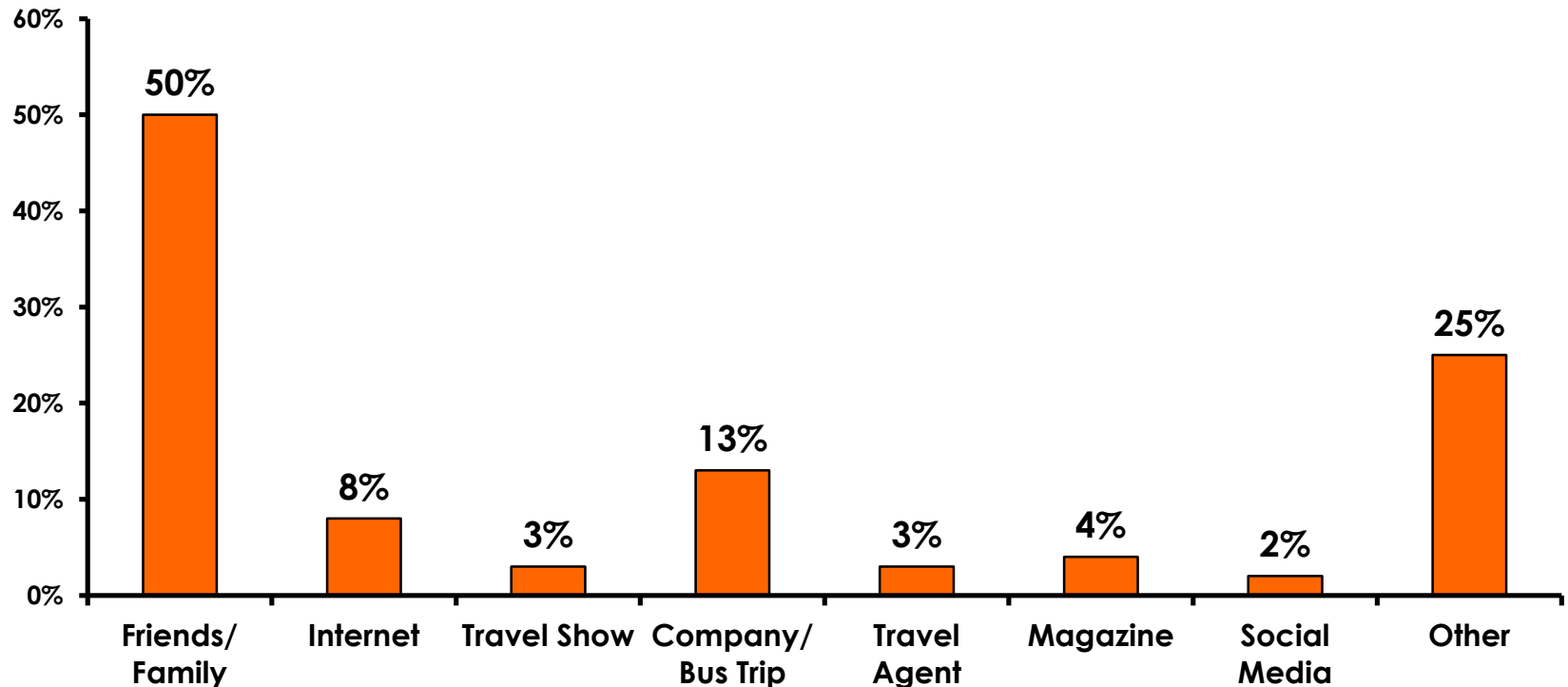
## Sources of Info



# Internet- GVB Sources

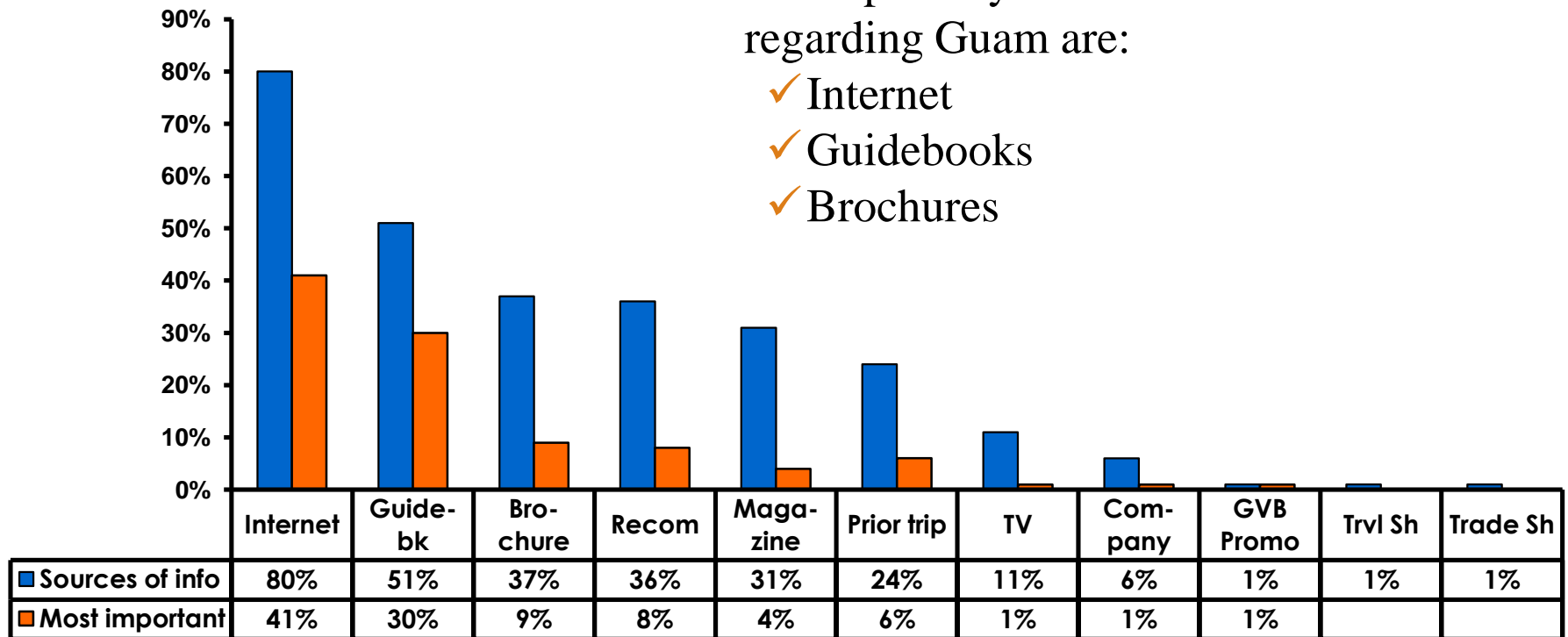


# Travel Motivation- Info Sources



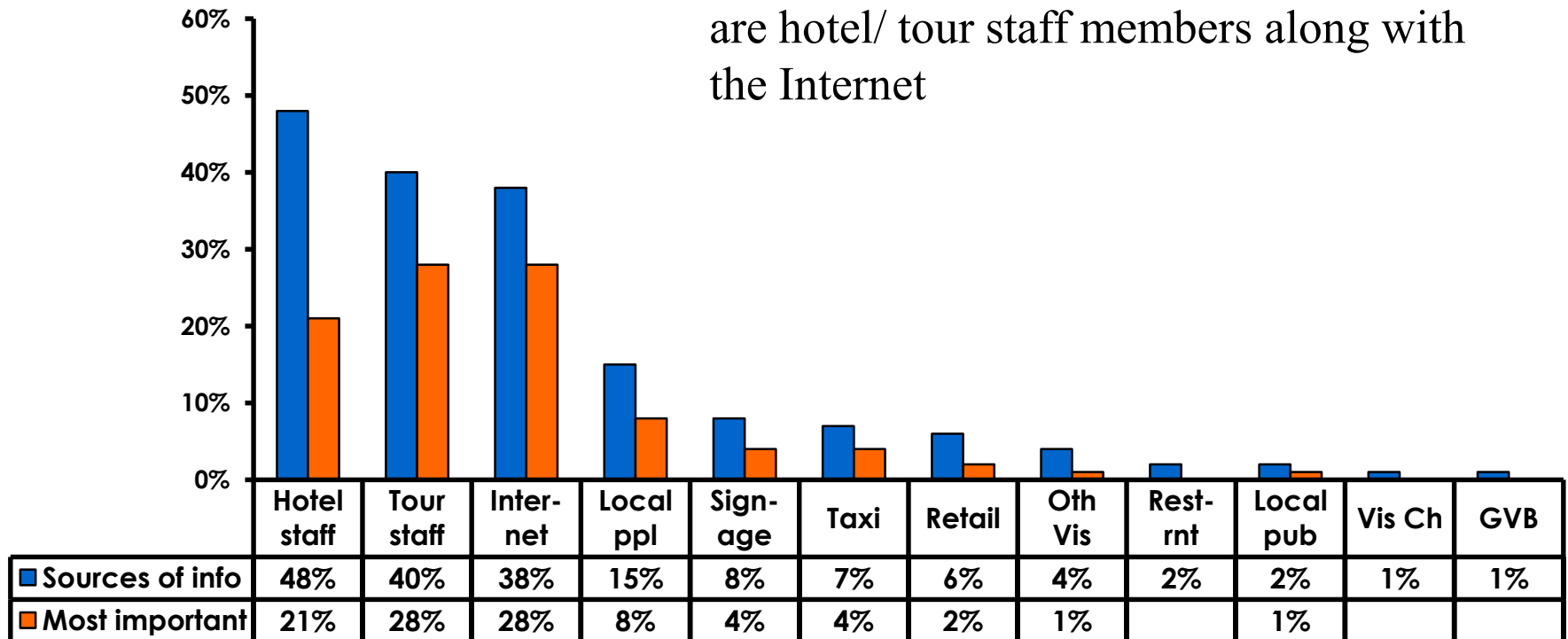
# Sources of Information Pre-arrival

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



# Sources of Information Post-arrival

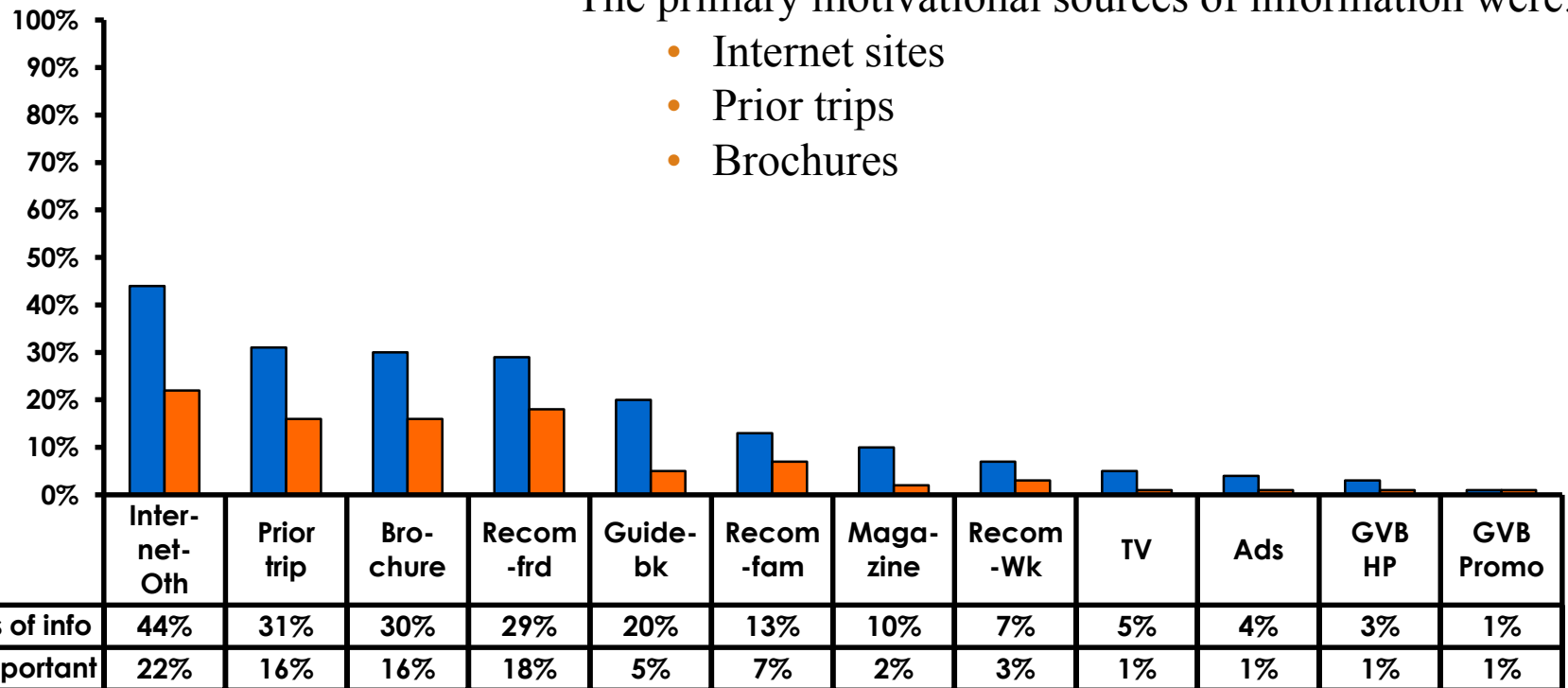
- The primary local source of information are hotel/ tour staff members along with the Internet



# Sources of Information - Motivation

The primary motivational sources of information were.

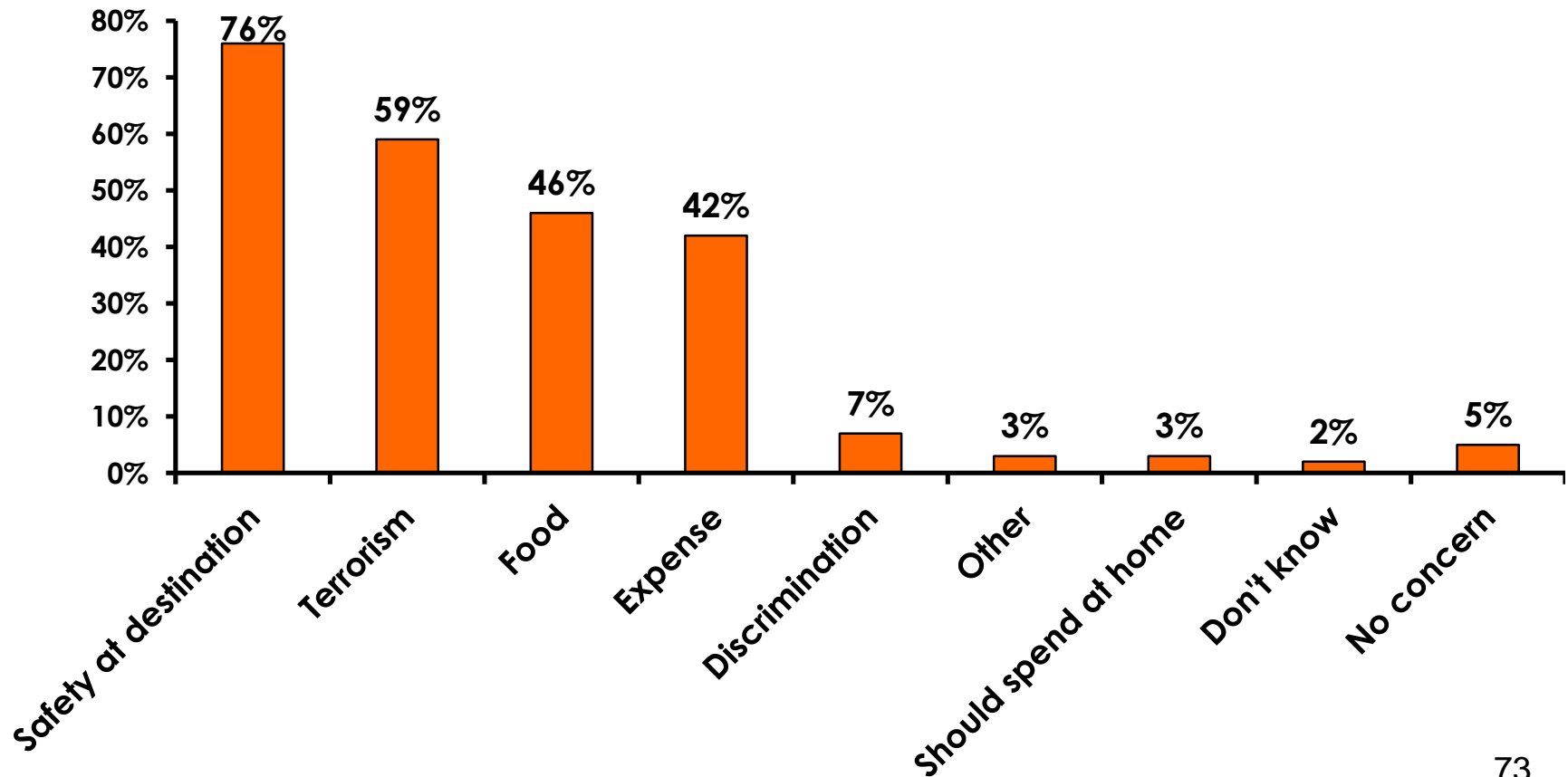
- Internet sites
- Prior trips
- Brochures



# SECTION 6 **OTHER ISSUES**



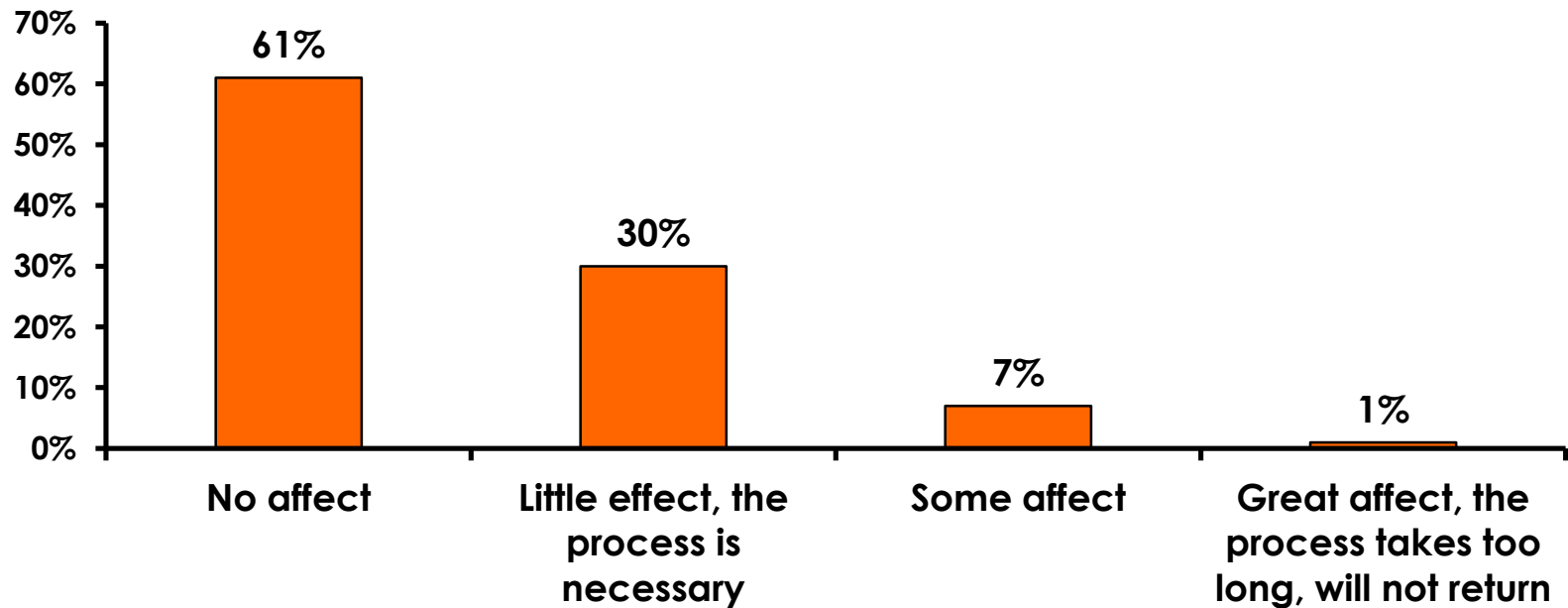
# Concerns about travel outside of Japan - Overall



# 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	76%	74%	82%	72%	71%	71%	78%	82%	77%	79%	76%	78%	50%	
	Terrorism	59%	54%	61%	61%	62%	57%	59%	67%	57%	53%	62%	57%	75%	
	Food	46%	36%	52%	47%	51%	14%	50%	63%	51%	44%	48%	46%	75%	
	Expense	42%	40%	48%	37%	36%	33%	48%	53%	43%	52%	29%	38%	25%	
	Discrimination against Japanese	7%	7%	9%	4%	4%	5%	7%	10%	4%	6%	10%	8%		
	No concerns	5%	5%	2%	7%	9%	10%	4%	6%	2%		7%	5%	25%	
	Other	3%	4%	4%	2%	2%		4%	6%	4%	5%	2%		25%	
	Should spend at home	3%	4%	2%	2%	7%		11%		2%	2%	5%	3%	25%	
	Don't know	2%	3%	2%				2%		2%	2%				
	Total	Count	350	110	137	57	45	21	46	49	47	66	42	37	4

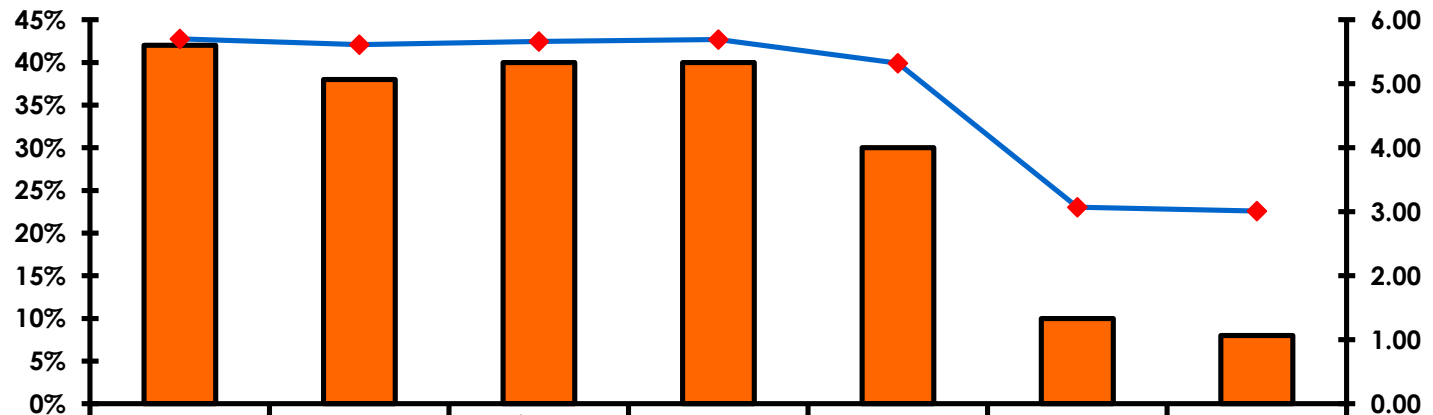
# Security Screening/ Immigration Process at Guam International Airport





# Airport Screening

## 7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



 Strongly agree	42%	38%	40%	40%	30%	10%	8%
 MEAN	5.70	5.61	5.66	5.69	5.32	3.07	3.01