



# **GUAM VISITORS BUREAU**

## **Korean Visitor Tracker Exit Profile**

### **MARCH 2010**



**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 Korean speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **352** departing Korean 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 +/- 5.2 percentage points with a 95% confidence level. That is, if all Korean 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 +/- 5.2 percentage points.

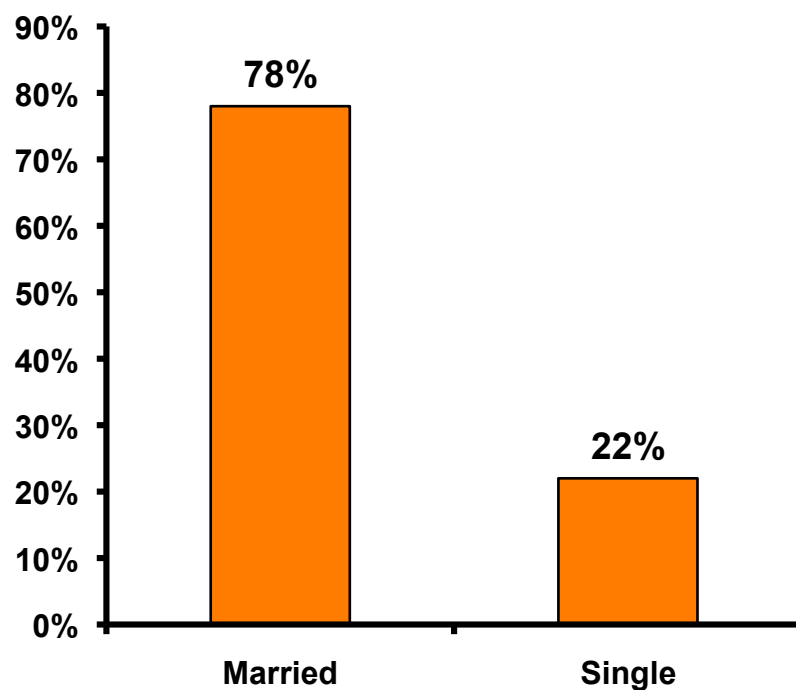
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# Objectives

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

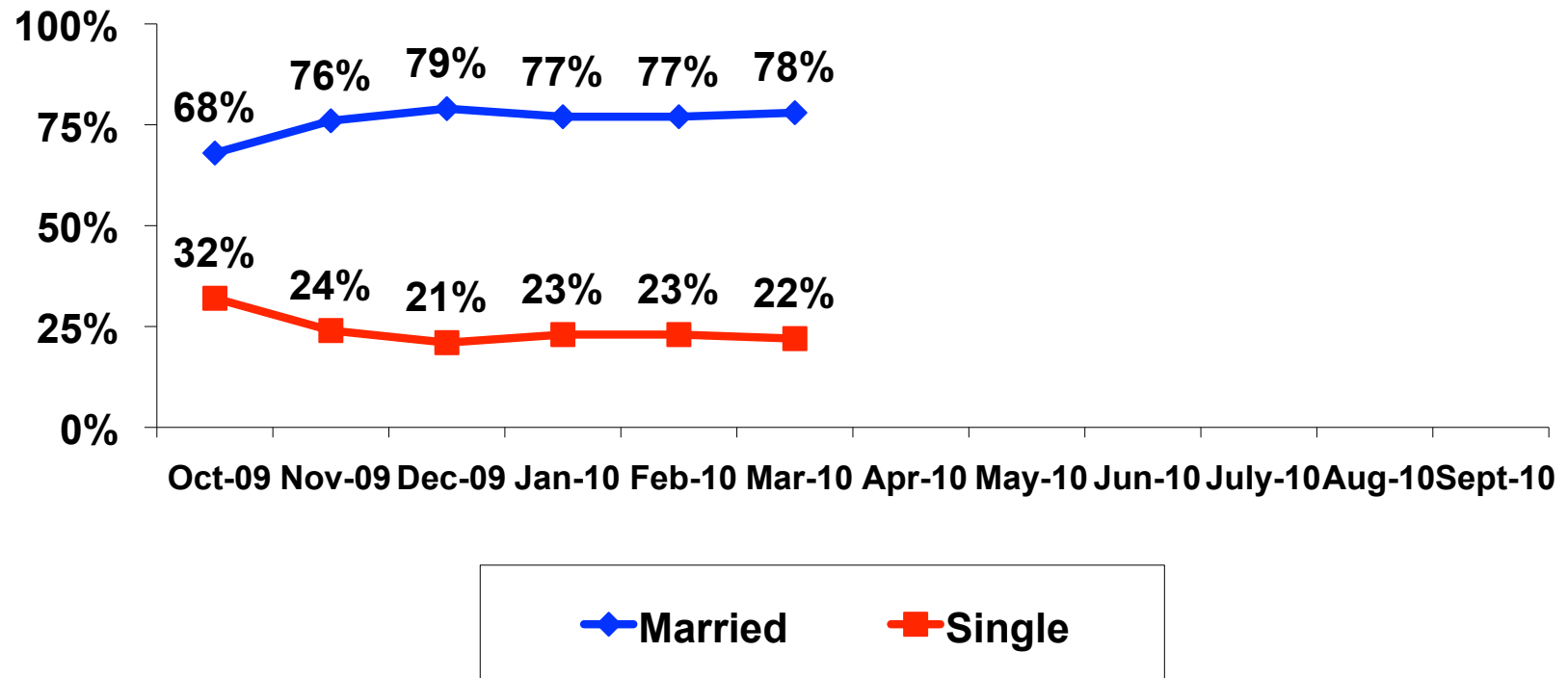
# SECTION 1 **PROFILE OF RESPONDENTS**

# Marital Status - Overall

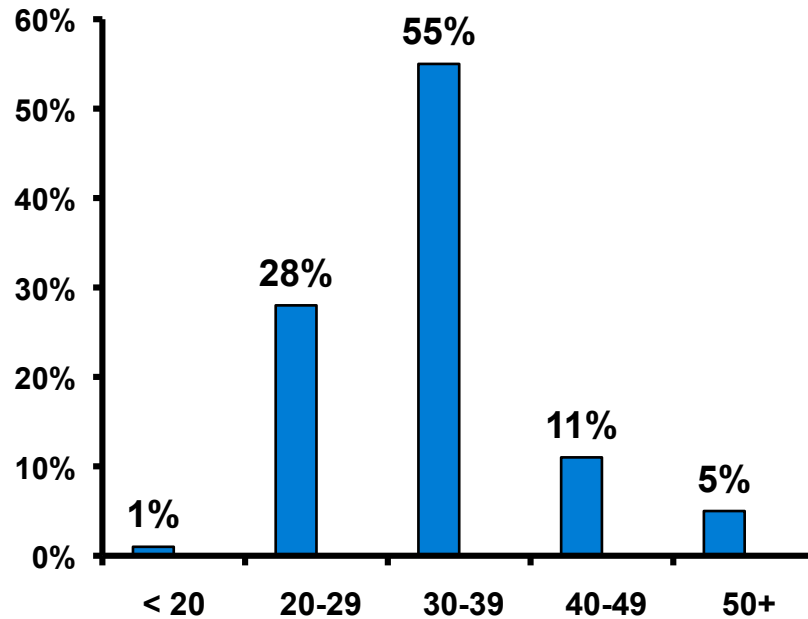


- A majority of visitors are married.

# Marital Status

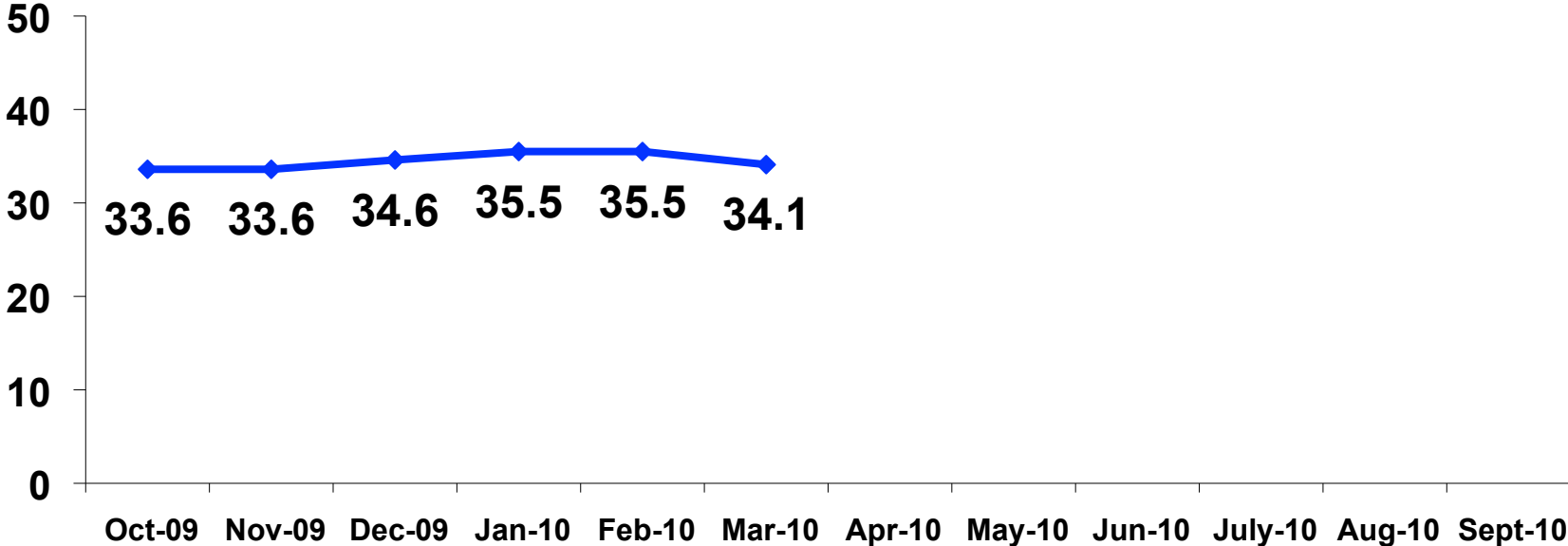


# Age - Overall



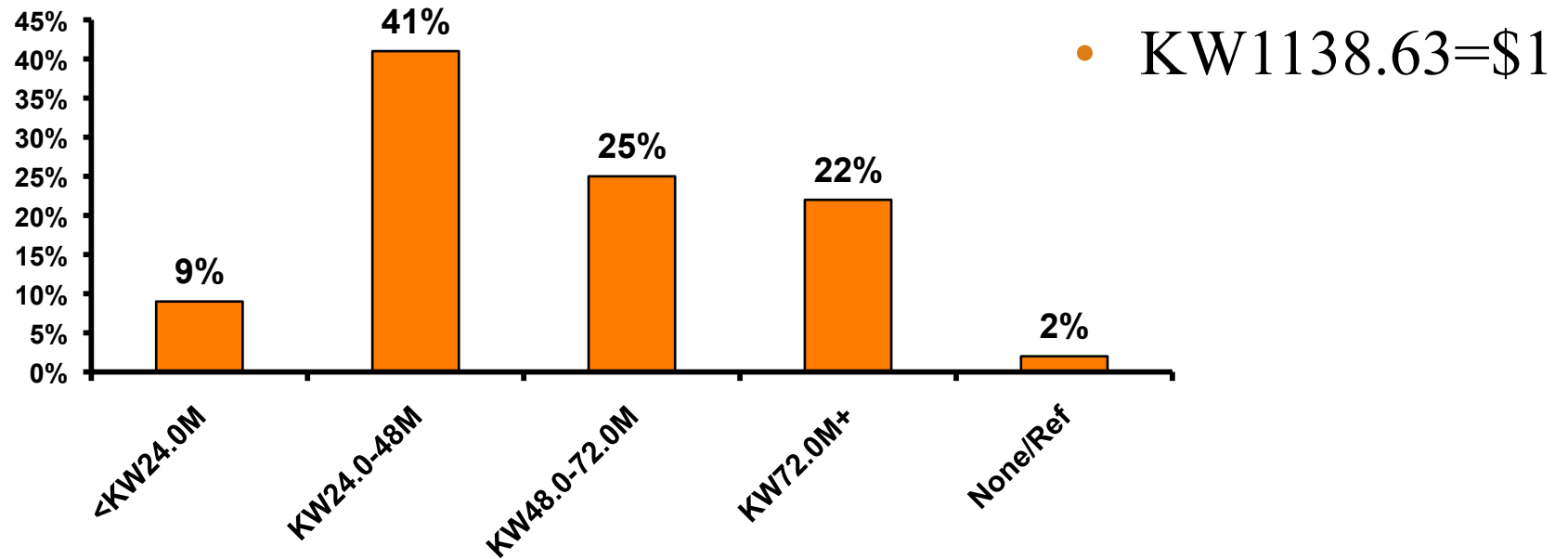
- The average age of the respondents is 34.1 years of age.

# AVERAGE - AGE

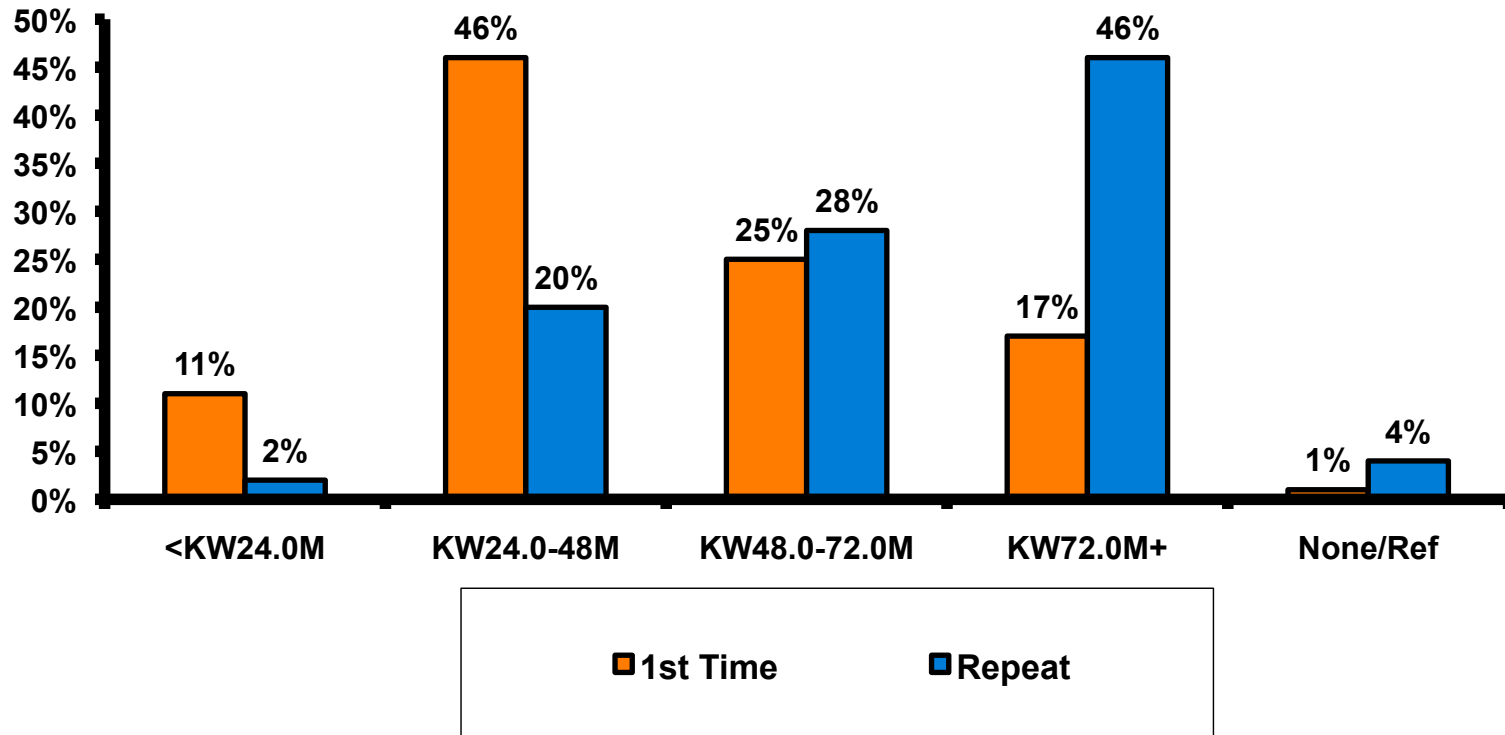




# Personal Income



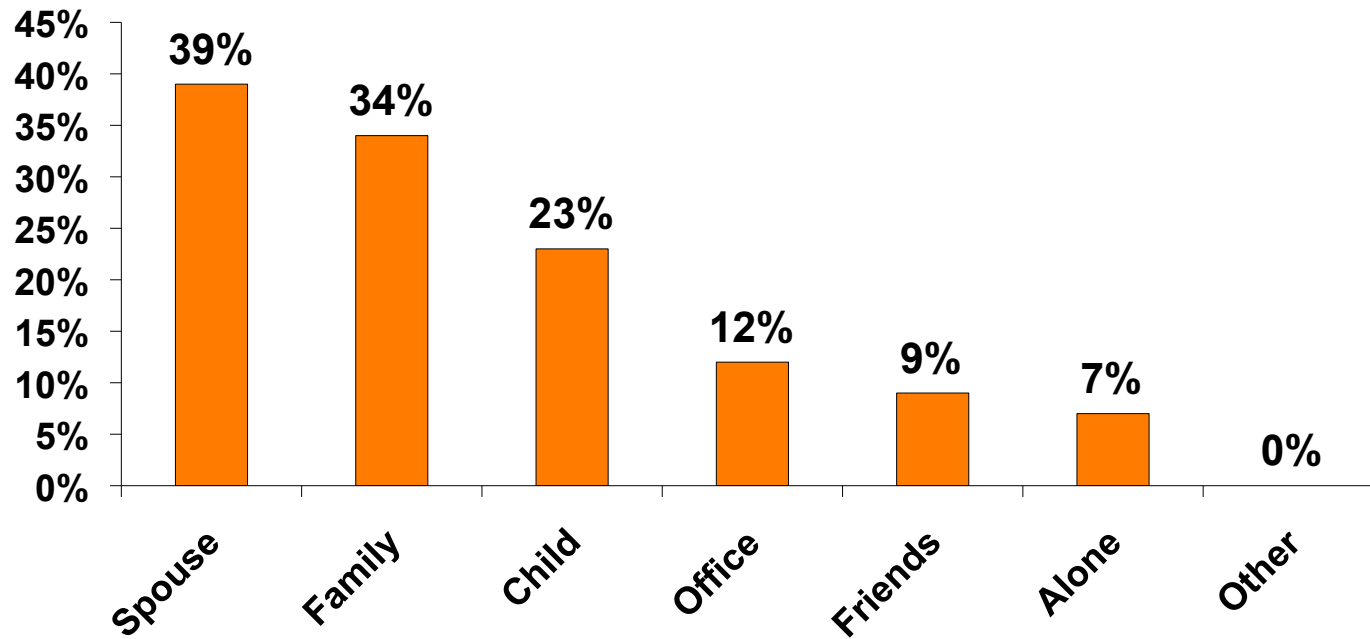
# Personal Income – 1st time vs. repeat



# Personal Income by Gender & Age

	TOTAL	GENDER		AGE					
		Male	Female	<20	20-29	30-39	40-49	50+	
PERSONAL INCOME <KW24.0M	Count	31	12	19		19	8	3	1
		9%	7%	12%		21%	4%	9%	6%
KW24.0M-KW48.0M	Count	138	65	73		47	83	3	5
		42%	39%	45%		52%	45%	9%	29%
KW48.0M-KW72.0M	Count	84	49	35	1	12	56	9	6
		25%	29%	21%	33%	13%	30%	26%	35%
KW72.0M+	Count	72	37	35	1	11	36	19	5
		22%	22%	21%	33%	12%	19%	54%	29%
Refused	Count	6	4	2	1	2	2	1	
		2%	2%	1%	33%	2%	1%	3%	
Total	Count	331	167	164	3	91	185	35	17

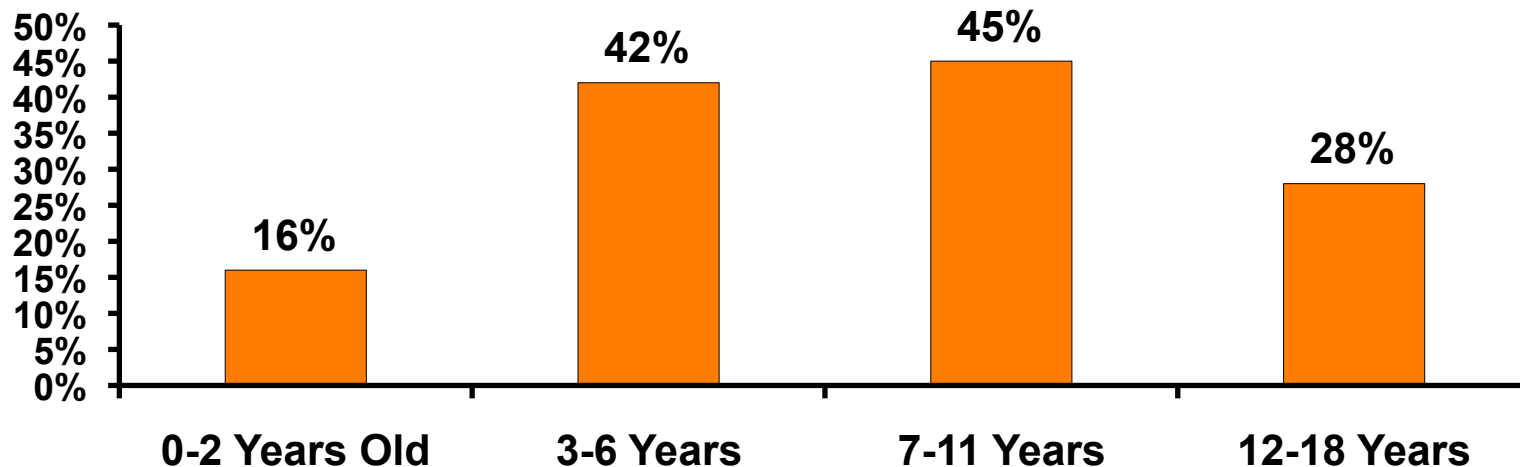
# Travel Companions



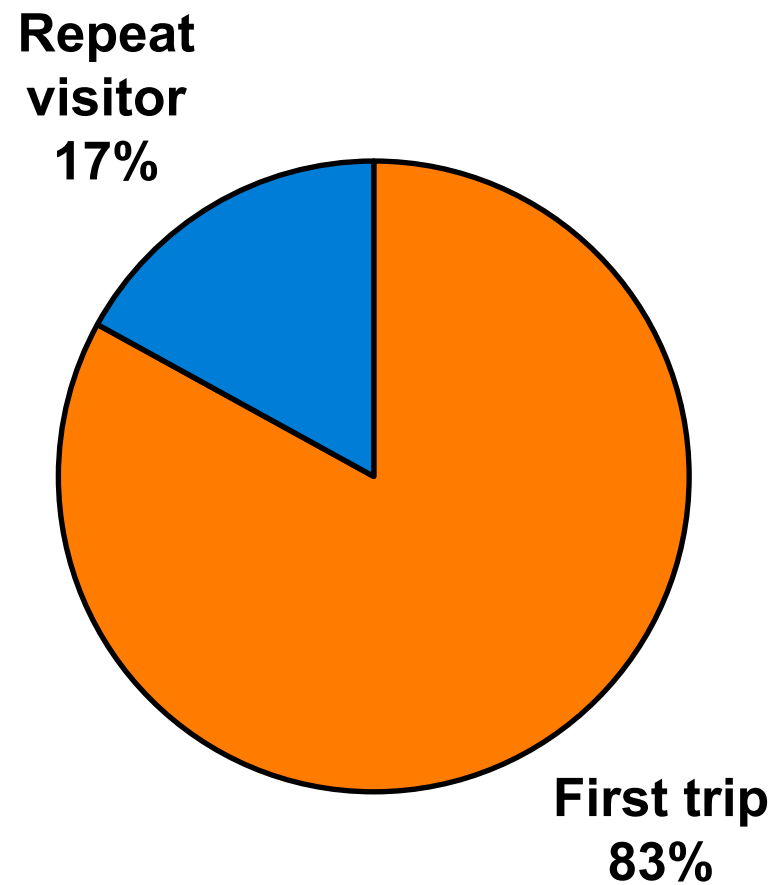
# Number of Children Travel Party

N=82 total respondents traveling with children.

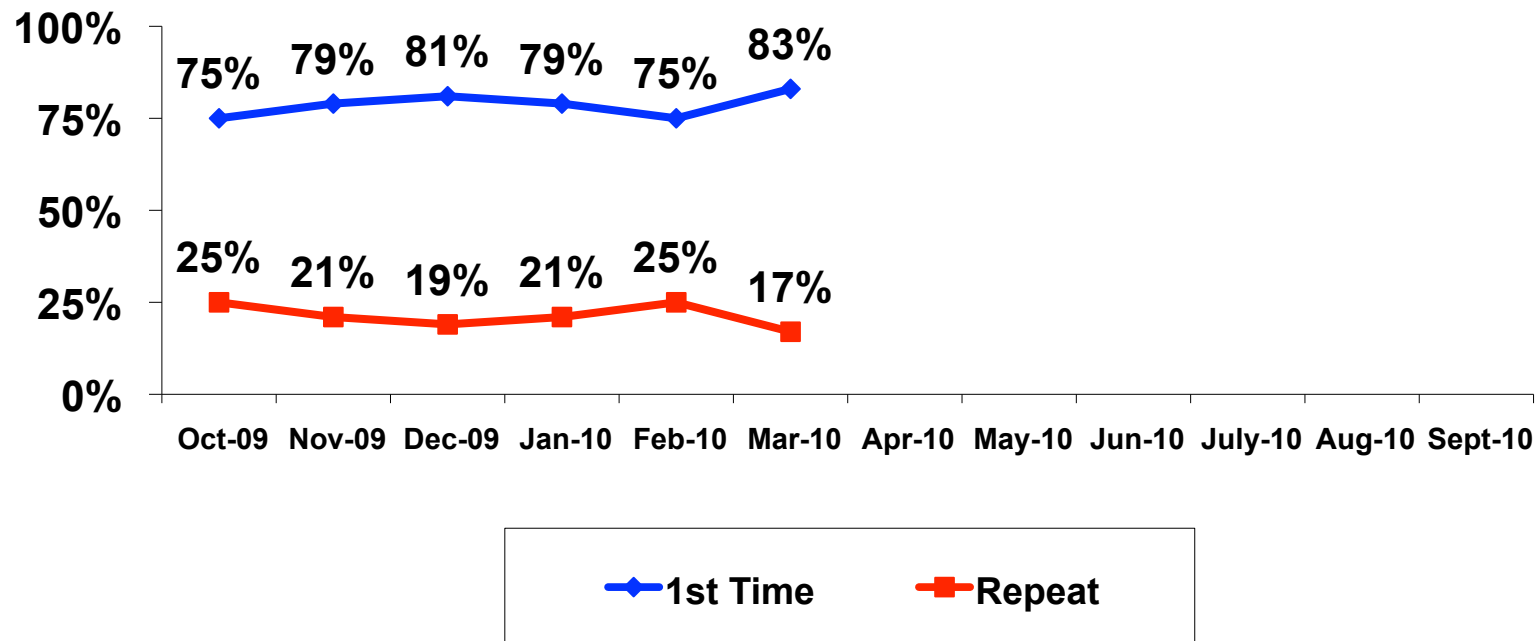
(Of those N=82 respondents, there is a total of 135 children 18 years or younger)



# Prior Trips to Guam



# Prior Trips To Guam



# Trips to Guam by Age & Gender

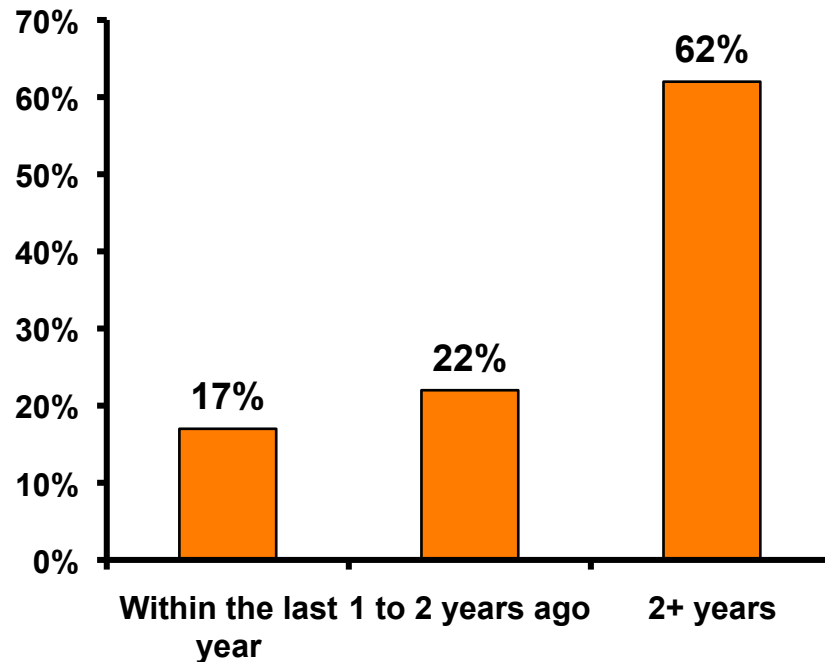
			TOTAL	TRIPS TO GUAM	
				1st	Repeat
GENDER	Male	Count	174	148	26
			49%	51%	43%
	Female	Count	178	144	34
			51%	49%	57%
Total		Count	352	292	60
AGE	<20	Count	3	2	1
			1%	1%	2%
	20-29	Count	99	89	10
			28%	30%	17%
	30-39	Count	194	163	31
			55%	56%	52%
	40-49	Count	39	28	11
		11%	10%	18%	
	50+	Count	17	10	7
			5%	3%	12%
Total		Count	352	292	60

- First-time visitors tend to be younger than repeat visitors to Guam.



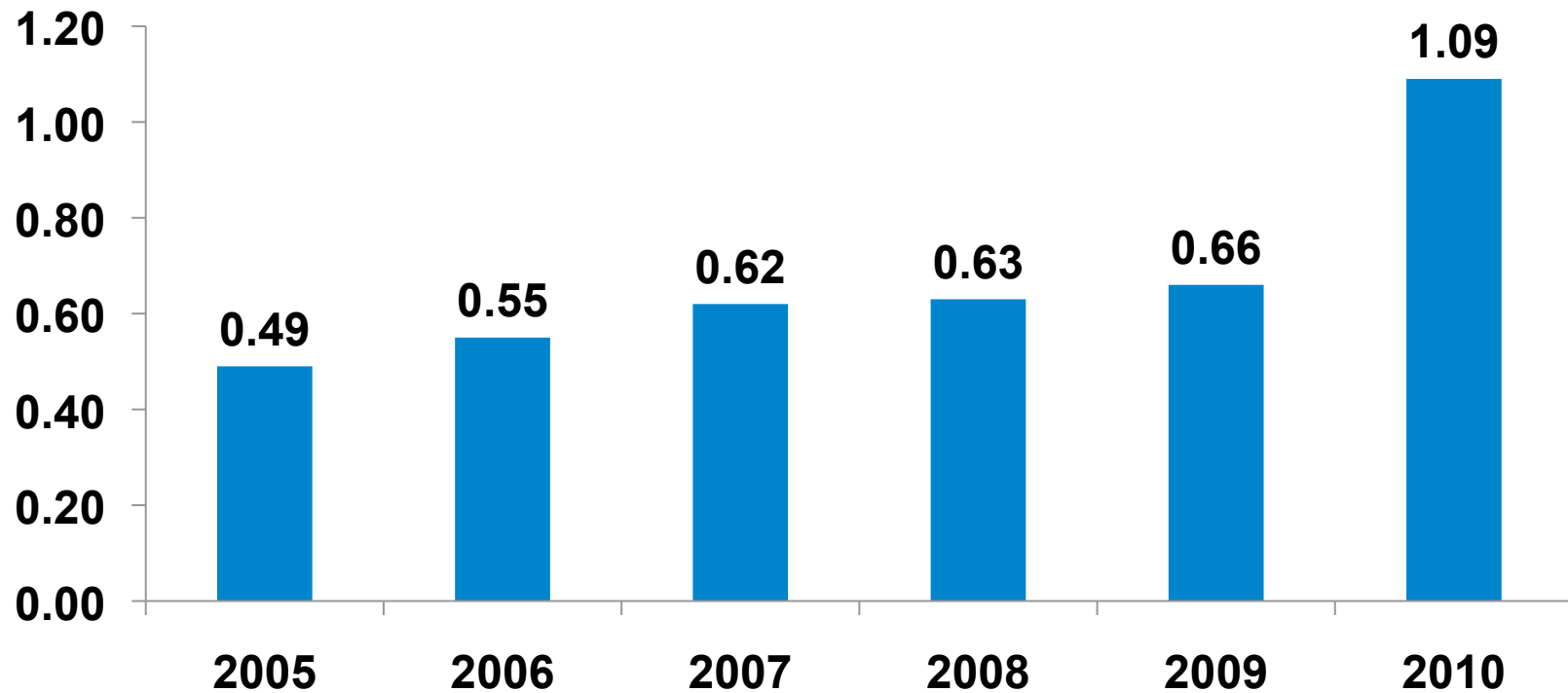
# Repeat Visitors Last Trip

n = 60

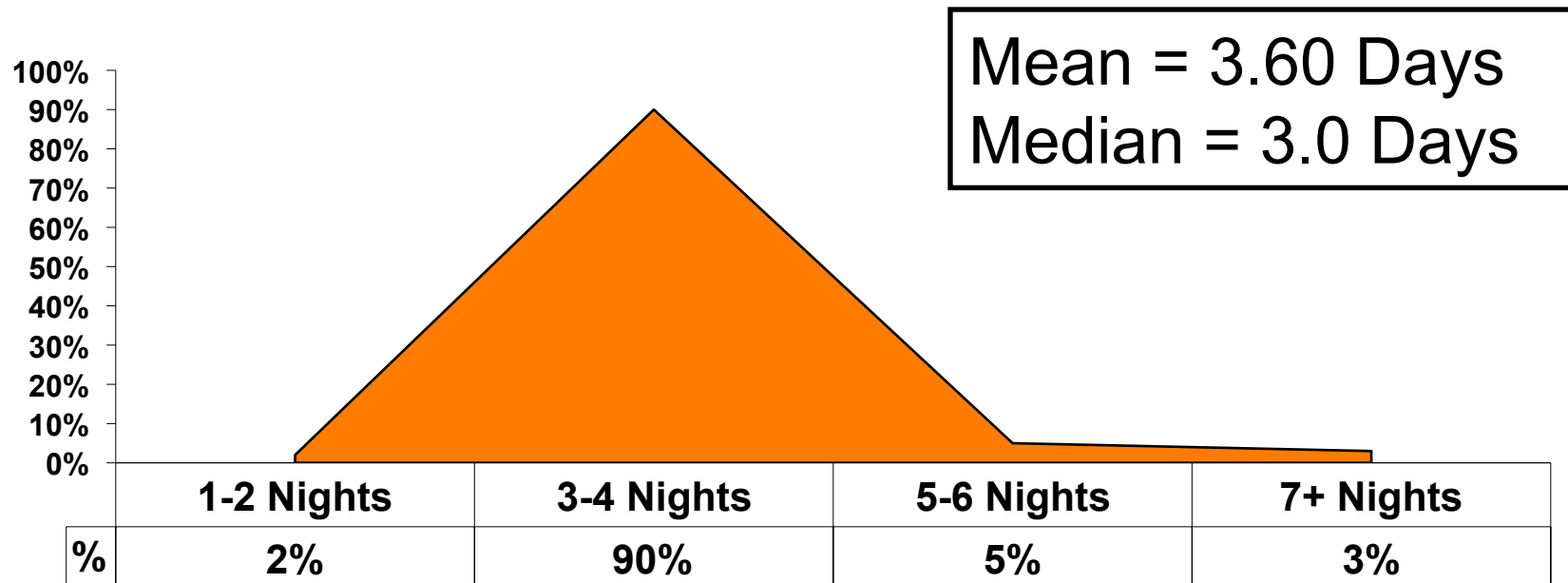


- The average repeat visitor has been to Guam 3.1 times.
- A majority of the repeat visitors have not been to Guam within the last 2 years.

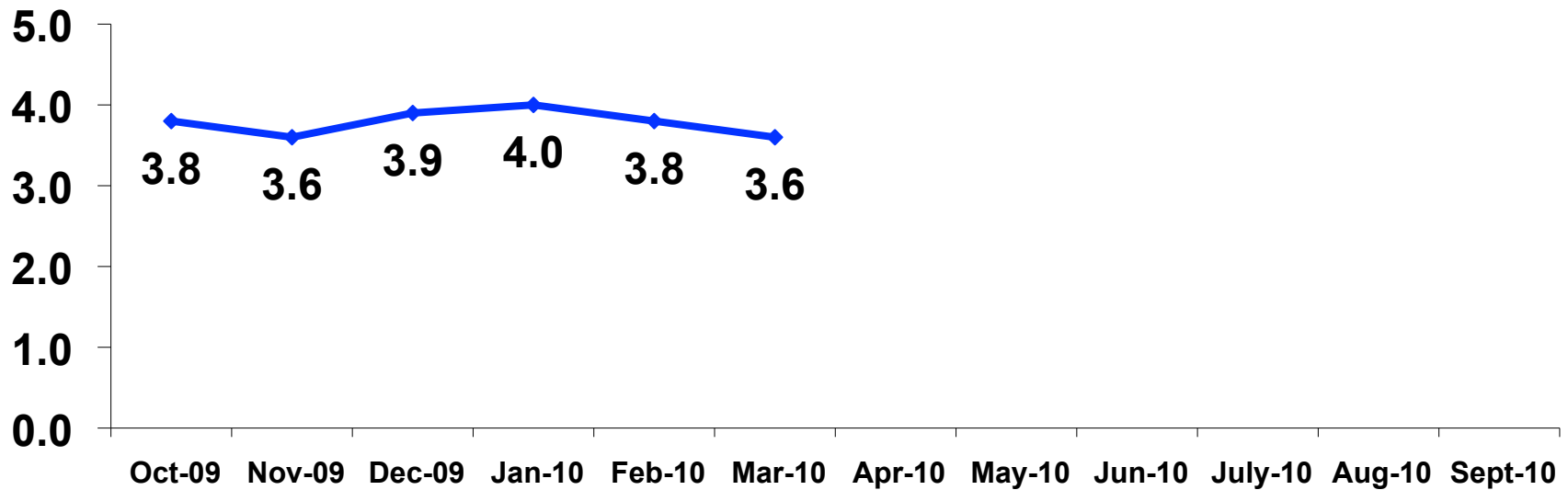
# Average Number Overnight Trips (2004-2010) (2 nights or more)



# Length of Stay

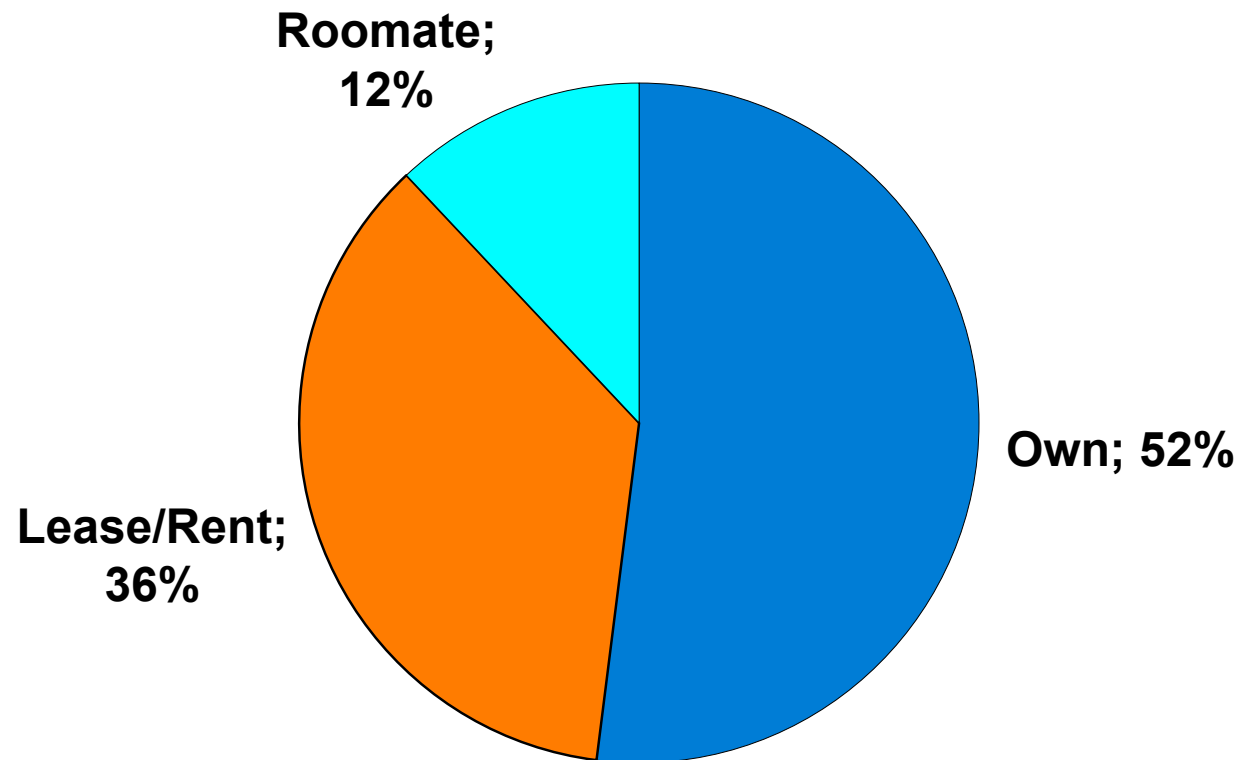


# Avg Length Of Stay



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# Living Accommodations

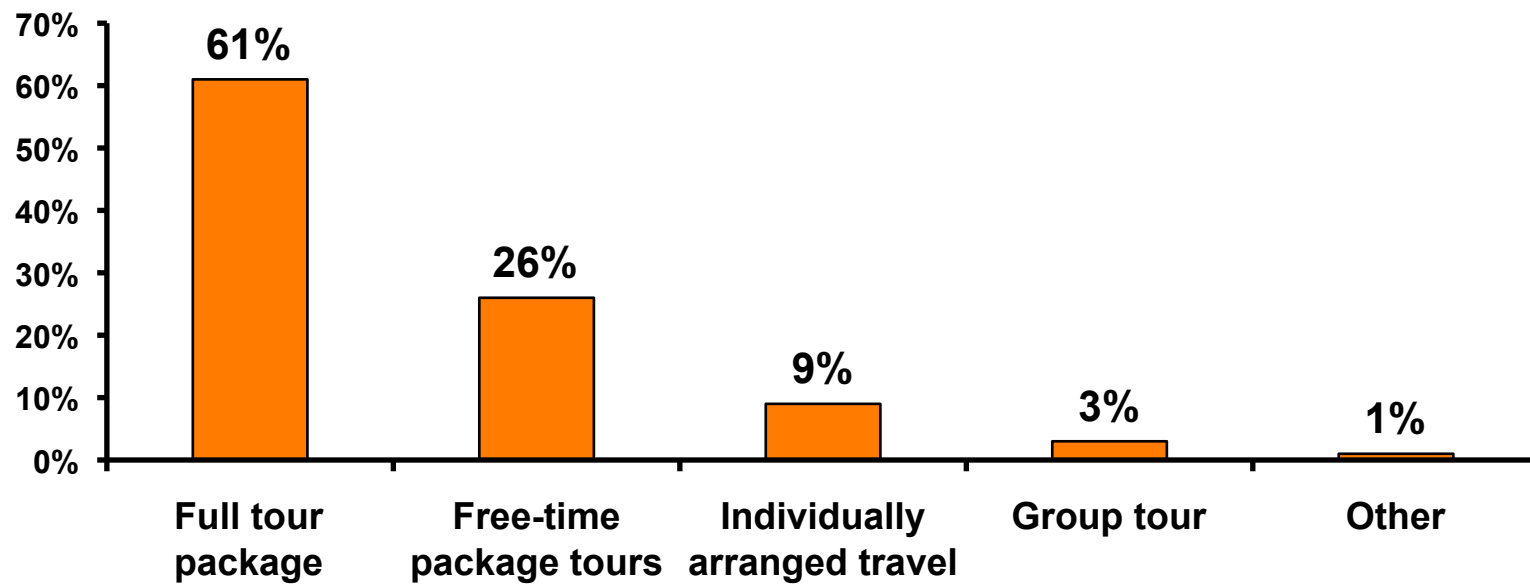


# Occupation by Income

	TOTAL	PERSONAL INCOME					Refused
		<KW24.0M	KW24.0M-KW48.0M	KW48.0M-KW72.0M	KW72.0M+		
Q.29 White Collar-Office	24%	20%	28%	30%	17%		
Self-employed	17%	17%	7%	24%	31%		
Prof/Specialist/Tech	14%	10%	12%	13%	26%		
Homemaker	12%	10%	9%	13%	7%	50%	
Sales/Clerical	4%	7%	7%	2%	1%		
Professor/Teacher	3%		8%	1%			
Service worker	3%	7%	7%		1%		
Manager	3%		2%	4%	7%		
Other	3%	3%	4%	4%	1%		
Govt-Mgr	3%	3%	6%		1%		
Student	3%	10%	1%	1%	1%	50%	
Skilled worker	3%	7%	2%	4%	1%		
Free-lancer	3%	7%	2%	2%	1%		
Retired	2%		3%		1%		
Unemployed	2%		2%	1%			
Govt - Office/non-mgr	1%		1%	1%			
Farmer	1%		1%				
Judicial	0%				1%		
Total Count	350	30	137	84	72	6	

# SECTION 2 **TRAVEL PLANNING**

# Travel Planning - Overall



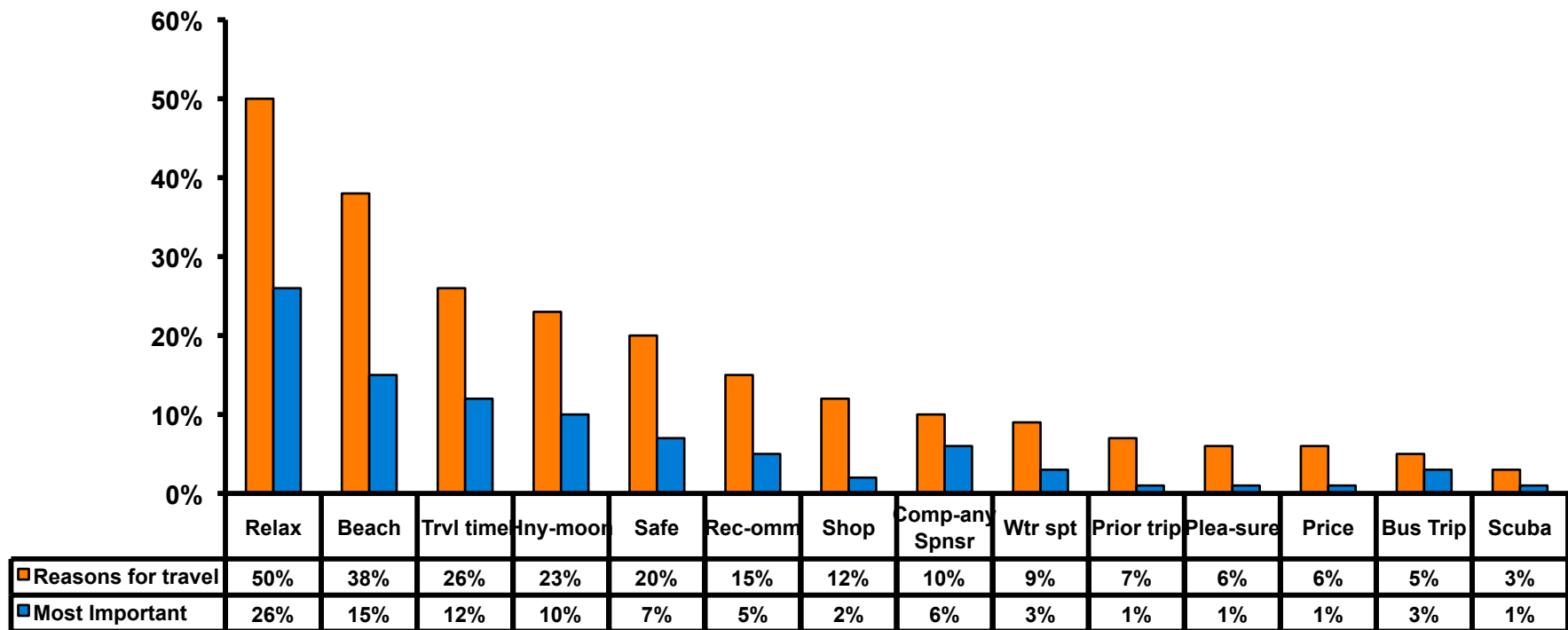


# Accommodation by Income

Average length of stay: 3.60 days

	TOTAL	PERSONAL INCOME				Refused
		<KW24.0M	KW24.0M-KW48.0M	KW48.0M-KW72.0M	KW72.0M+	
Q.9 Pacific Islands Club PIC	60%	45%	57%	67%	67%	50%
Hyatt Regency Guam	9%	6%	10%	4%	13%	
The Westin Resort Guam	9%	10%	7%	12%	7%	
Hilton Guam Resort & Spa	5%	10%	8%	4%	3%	
Sheraton Laguna Resort	5%	3%	5%	5%	1%	17%
Onward Beach Resort	3%	3%	4%	2%	1%	
Relatives, Friends, Home Stay	2%		2%	1%	3%	17%
Ramada Suites Guam	1%	3%	2%			
Leo Palace Resort	1%			2%	1%	
Outrigger Guam Resort	1%	6%	1%			
Hotel Nikko Guam	1%	3%	1%			
Ohana Bayview Hotel	1%	3%	1%			
Guam Marriott Resort Hotel	1%	3%			1%	
Other	1%			1%		17%
Fiesta Resort Guam	1%		1%	1%		
Hotel Sane Fe	1%	3%	1%			
Holiday Resort Guam	1%		1%			
Japan Plaza Hotel	0%			1%		
Condominium	0%				1%	
Days Inn Maite	0%				1%	
Total Count	351	31	138	84	72	6

# Travel Motivation - Top Responses



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# Most Important Reason for Choosing Guam

- The desire to relax,
- Guam's natural beauty/beaches and
- Short travel time

are the three reasons mentioned most often as the most important reason for this particular trip.

# Motivation by Age & Gender

	TOTAL	AGE					GENDER	
		<20	20-29	30-39	40-49	50+	Male	Female
Q.5 Just to relax	50%	67%	38%	55%	56%	35%	50%	49%
Beautiful seas, beaches, tropical climate	38%	33%	29%	40%	54%	35%	40%	37%
Short travel time	26%		24%	27%	26%	29%	22%	30%
Honeymoon	23%		41%	20%			26%	20%
It is a safe place to spend a vacation	20%		17%	18%	31%	41%	20%	20%
Recommendation of friend, relative, travel agency	15%	33%	18%	14%	15%	12%	14%	17%
Shopping	12%	33%	10%	14%	8%	12%	10%	15%
My company sponsored me	10%		11%	9%	18%	6%	12%	8%
Water sports	9%		8%	9%	13%	12%	10%	9%
A previous visit	7%		2%	8%	18%	12%	7%	8%
Price of the tour package	6%		5%	7%	5%	12%	7%	5%
Pleasure	6%		6%	4%	8%	29%	6%	6%
Company or Business trip	5%		5%	5%	3%	6%	4%	5%
Other	4%		3%	6%			3%	5%
SCUBA diving	3%		2%	2%	13%		2%	4%
To golf	3%			3%	5%	24%	5%	2%
To get married or Attend wedding	3%		1%	4%	3%	6%	3%	3%
To visit friends or relatives	3%	33%	1%	1%	8%	18%	2%	3%
Career certification or testing	3%	33%	6%	1%	3%		2%	3%
Promotional materials from GVB	2%		1%	2%	3%		1%	2%
Convention, Conference, Trade show	1%			1%	3%	6%	1%	2%
Special promotion	1%		1%	1%			1%	1%
Organized Sporting Activity	1%		1%		3%		1%	1%
Total Cases	352	3	99	194	39	17	174	178

# Motivation by Income

	TOTAL	PERSONAL INCOME					Refused
		<KW24.0M	KW24.0M-KW48.0M	KW48.0M-KW72.0M	KW72.0M+		
Q.5 Just to relax	50%	32%	46%	58%	58%	17%	
Beautiful seas, beaches, tropical climate	38%	26%	39%	38%	51%		
Short travel time	26%	16%	23%	29%	33%		
Honeymoon	23%	29%	33%	20%	6%	33%	
It is a safe place to spend a vacation	20%	16%	20%	25%	19%		
Recommendation of friend, relative, travel agency	15%	16%	17%	15%	13%	50%	
Shopping	12%	19%	9%	13%	14%	17%	
My company sponsored me	10%	19%	9%	6%	14%		
Water sports	9%	3%	7%	12%	17%		
A previous visit	7%	3%	4%	12%	11%		
Pleasure	6%	6%	4%	10%	8%	17%	
Price of the tour package	6%		7%	8%	4%	17%	
Company or Business trip	5%	3%	4%	5%	4%		
Other	4%	3%	2%	6%	6%		
SCUBA diving	3%		3%	1%	7%		
To golf	3%		1%	6%	6%		
To visit friends or relatives	3%	3%	1%	4%	4%	17%	
To get married or Attend wedding	3%	10%	2%	2%			
Career certification or testing	3%		3%	1%	3%	17%	
Promotional materials from GVB	2%	6%	1%	1%	1%		
Convention, Conference, Trade show	1%		2%		1%		
Special promotion	1%		1%	1%			
Organized Sporting Activity	1%		1%		1%		
Total Cases	352	31	138	84	72	6	

# SECTION 3 **EXPENDITURES**

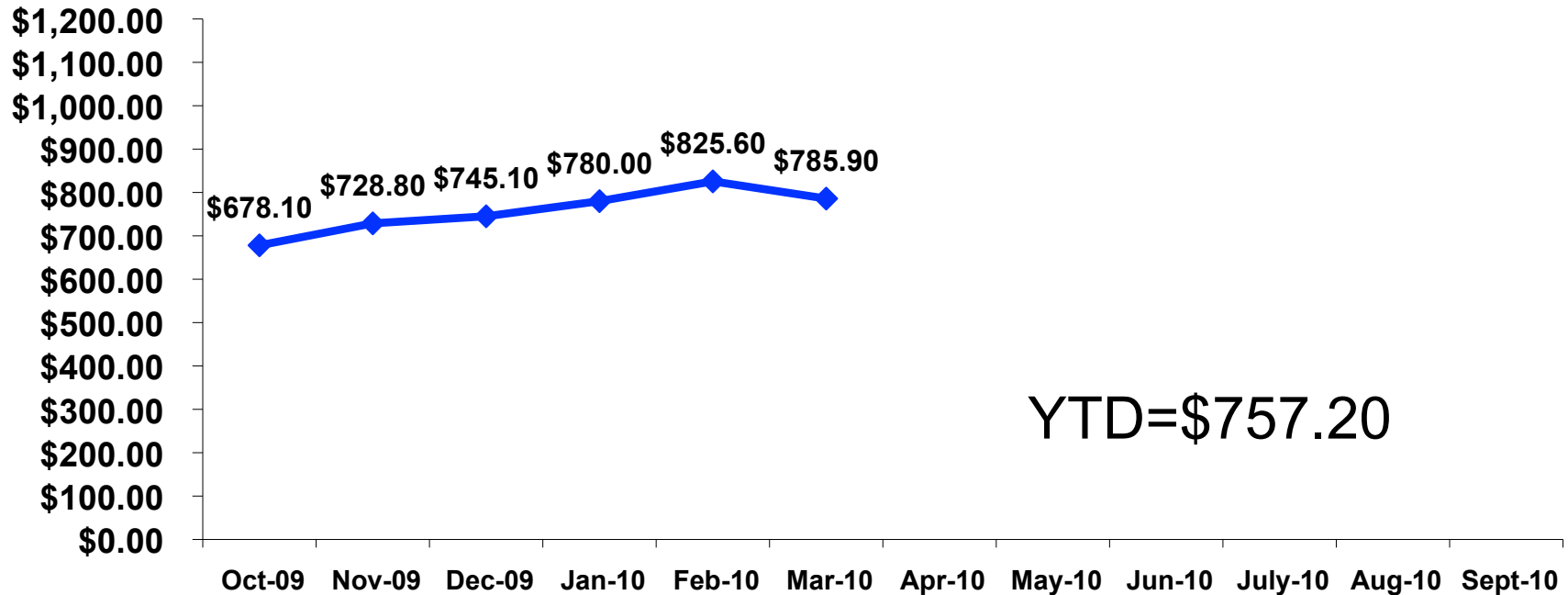
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# Prepaid Expenditures

KW1138.63/US\$1

- \$1,857.10 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$14,051 = maximum (highest amount recorded for the entire sample)
- \$785.90 = overall mean average per person prepaid expenditures

# Prepaid Expenditures





# Breakdown of Prepaid Expenditures

**KW1138.63=\$1**

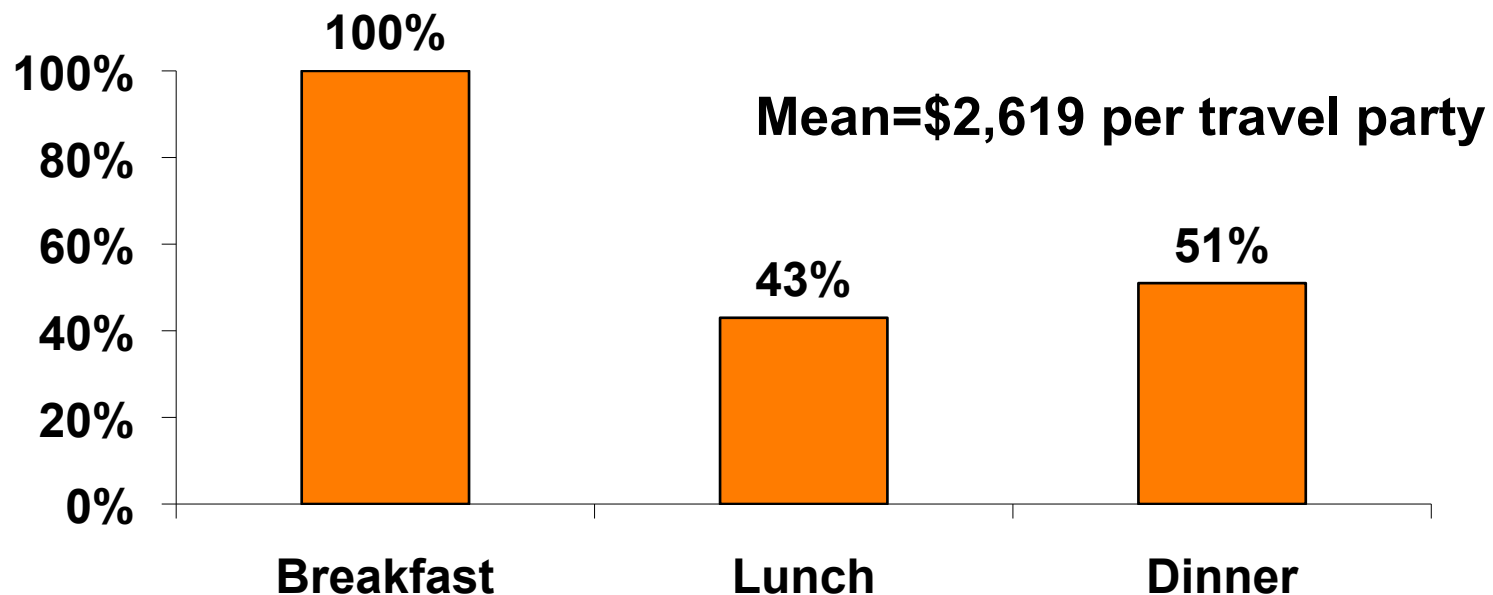
**(Filter: Only those who responded)**

	MEAN \$
Air & Accommodation package only	\$1,863
Air & Accommodation w/ daily meal package	\$2,619
Air only	\$714
Accommodation only	-
Accommodation w/ daily meal only	\$439
Food & Beverages in Hotel	\$112
Ground transportation- Korea	\$55
Ground transportation - Guam	\$90
Optional tours/ activities	\$479
Other expenses	\$316
Total Prepaid	\$1,857

# Prepaid Meal Breakdown

Air/ Accommodations with Daily Meal Package

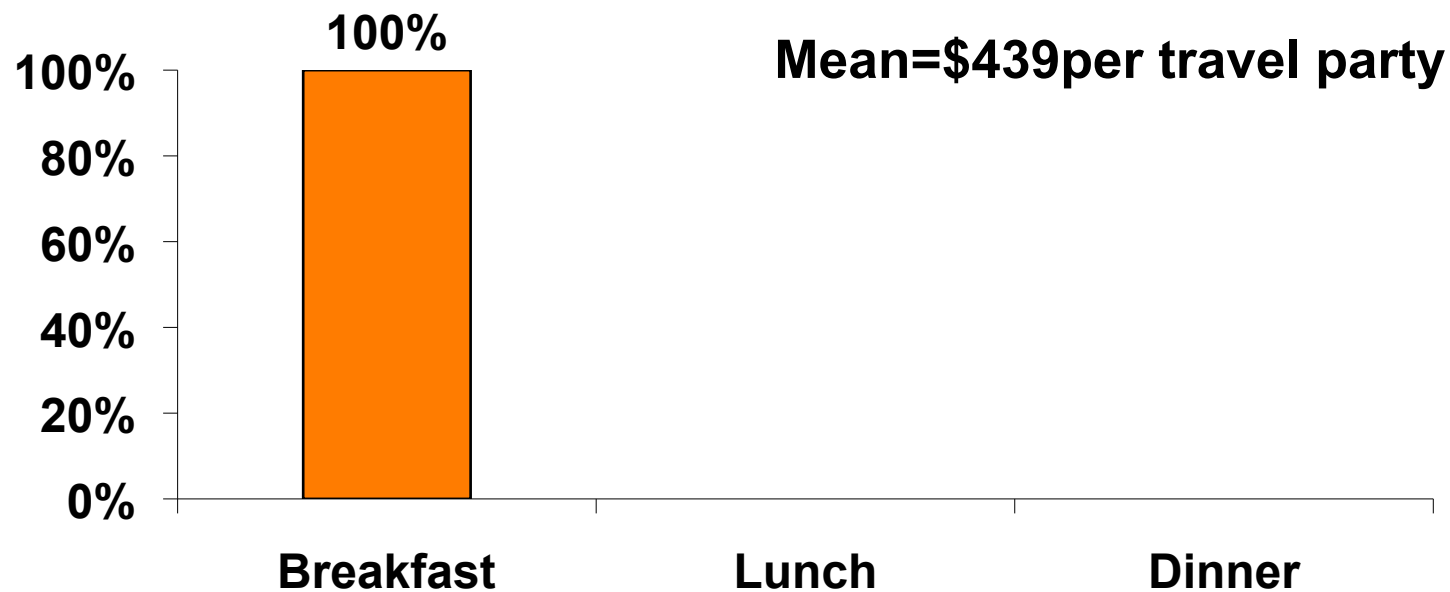
n=147



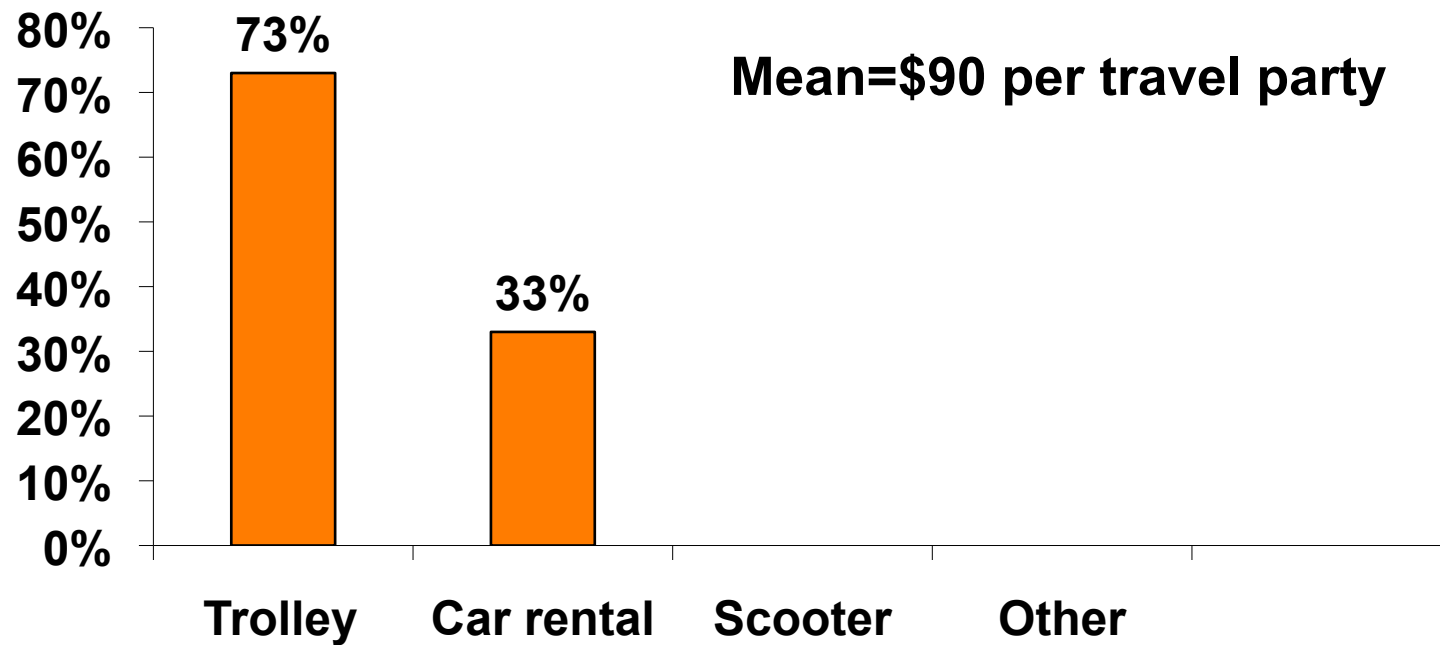
# PRPrepaid Meal Breakdown

Accommodations with Daily Meal Package

n=2



## Prepaid Ground Transportation n=15

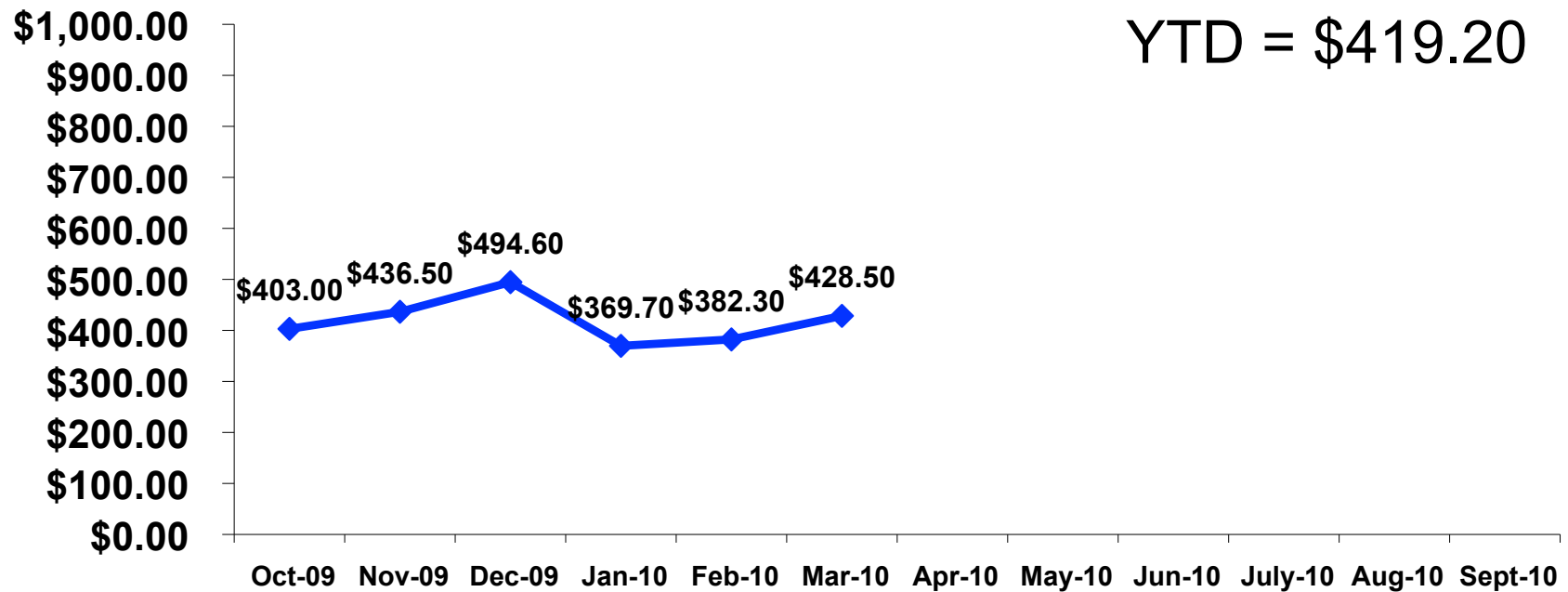


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# On-Island Expenditures

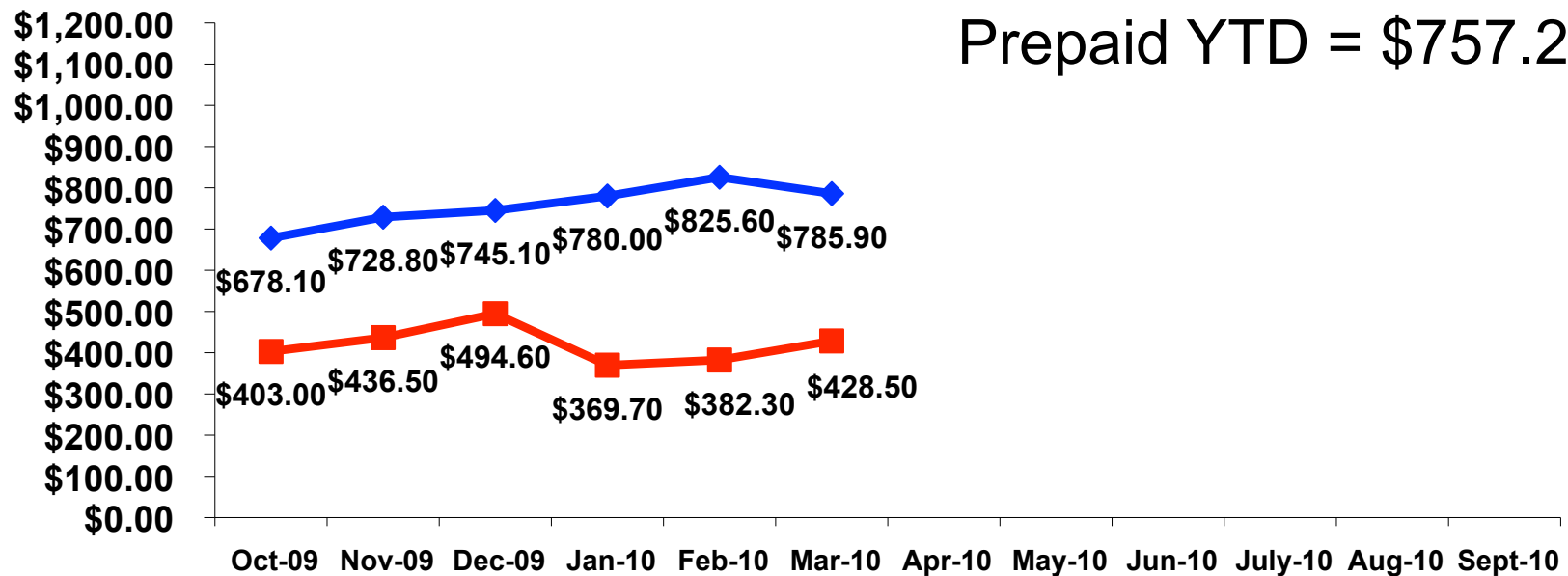
- \$878.30 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$10,000 = Maximum (highest amount recorded for the entire sample)
- \$428.50 = overall mean average per person on-island expenditure

# On-Island Expenditures



# Prepaid / On-Island Expenditures

On-Island YTD = \$419.20  
 Prepaid YTD = \$757.20



# Total On-Island Expenditure by Gender & Age

	TOTAL	GENDER		GENDER									
		Male	Female	Male					Female				
				AGE					AGE				
				<20	20-29	30-39	40-49	50+	<20	20-29	30-39	40-49	50+
Q.11A Mean	\$878.31	\$926.05	\$831.65	\$0.00	\$664.00	\$862.90	\$1,258.45	\$1,518.15	\$27.00	\$928.36	\$750.48	\$908.06	\$852.50
Median	\$504	\$500	\$550	\$0	\$500	\$500	\$685	\$800	\$27	\$600	\$500	\$400	\$915



# On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE				
			Male	Female	<20	20-29	30-39	40-49	50+
F&B-HOTEL	Mean	\$56.40	\$86.03	\$27.43	\$0.00	\$24.87	\$56.05	\$23.67	\$329.00
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B-FF	Mean	\$20.23	\$19.14	\$21.29	\$6.67	\$21.20	\$20.53	\$26.15	\$0.00
REST/CONV	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B-OUT- SIDE	Mean	\$28.32	\$25.55	\$31.03	\$0.00	\$24.29	\$24.02	\$34.21	\$92.35
HOTEL/ REST	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OPTIONAL	Mean	\$97.61	\$90.49	\$104.57	\$0.00	\$135.61	\$80.54	\$104.87	\$71.76
TOUR	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT/	Mean	\$181.88	\$167.80	\$195.63	\$0.00	\$170.21	\$211.64	\$155.38	\$2.94
SOUV-SELF	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT/SOUV-	Mean	\$123.44	\$140.78	\$106.49	\$1.33	\$123.96	\$140.56	\$65.54	\$79.41
F&F AT HOME	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
LOCAL TRANS	Mean	\$16.33	\$14.52	\$18.11	\$10.00	\$17.03	\$17.72	\$14.18	\$2.47
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER EXP	Mean	\$354.20	\$381.74	\$327.28	\$0.00	\$339.42	\$263.75	\$681.72	\$783.59
	Median	\$30	\$30	\$20	\$0	\$30	\$10	\$140	\$300
TOTAL ON	Mean	\$878.31	\$926.05	\$831.65	\$18.00	\$856.26	\$814.80	\$1,105.72	\$1,361.53
ISLAND	Median	\$504	\$500	\$550	\$0	\$600	\$500	\$500	\$806

# On-Island Expenditures

## First Timers & Repeaters

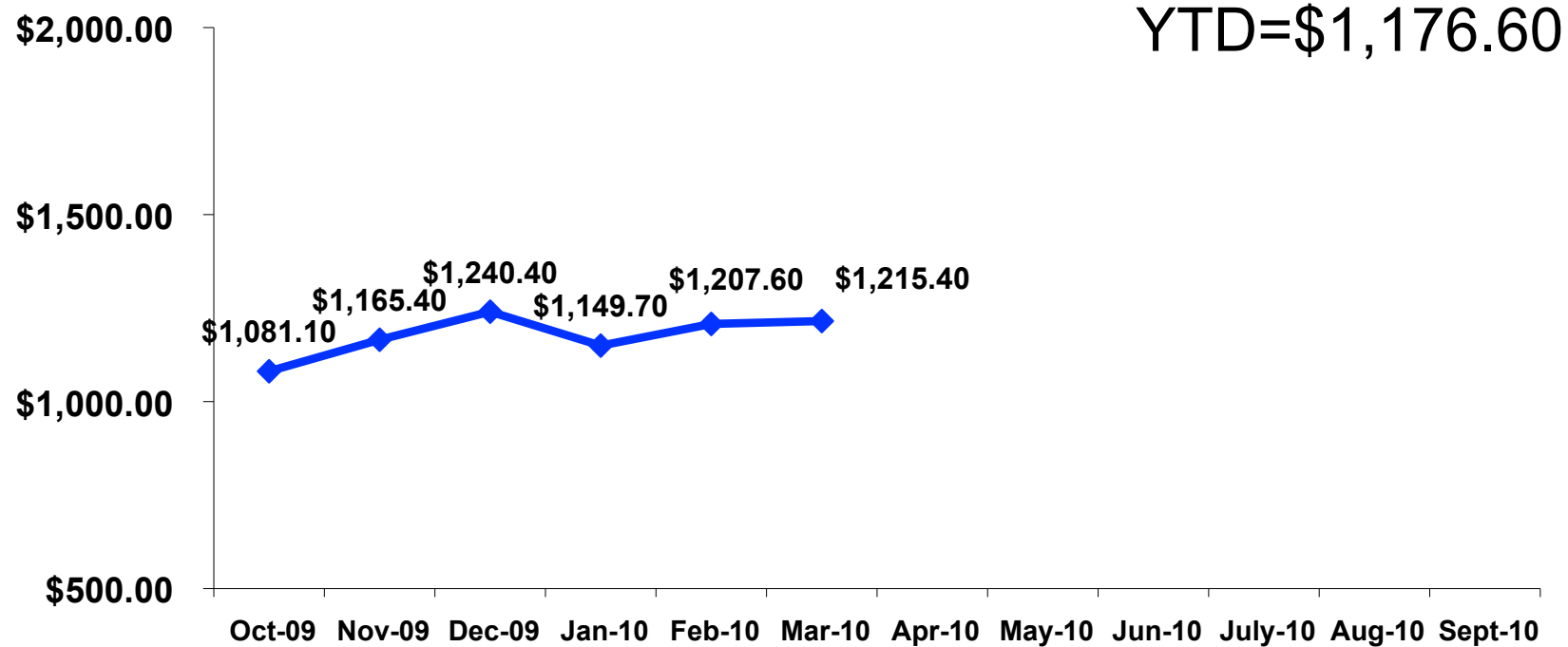
		TRIPS TO GUAM	
		1st	Repeat
F&B-HOTEL	Mean	\$40.71	\$132.75
	Median	\$0	\$0
F&B-FF REST/CONV	Mean	\$21.58	\$13.67
	Median	\$0	\$0
F&B-OUT- SIDE HOTEL/ REST	Mean	\$23.52	\$51.67
	Median	\$0	\$0
OPTIONAL TOUR	Mean	\$109.65	\$39.00
	Median	\$0	\$0
GIFT/ SOUV-SELF	Mean	\$183.42	\$174.33
	Median	\$0	\$0
GIFT/ SOUV- F&F AT HOME	Mean	\$132.01	\$81.73
	Median	\$0	\$0
LOCAL TRANS	Mean	\$14.47	\$25.42
	Median	\$0	\$0
OTHER EXP	Mean	\$347.71	\$385.77
	Median	\$30	\$45
TOTAL ON ISLAND	Mean	\$872.96	\$904.33
	Median	\$550	\$490

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

- \$1,215.40 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$10,830 = Maximum (highest amount recorded for the entire sample)

# Total Expenditures



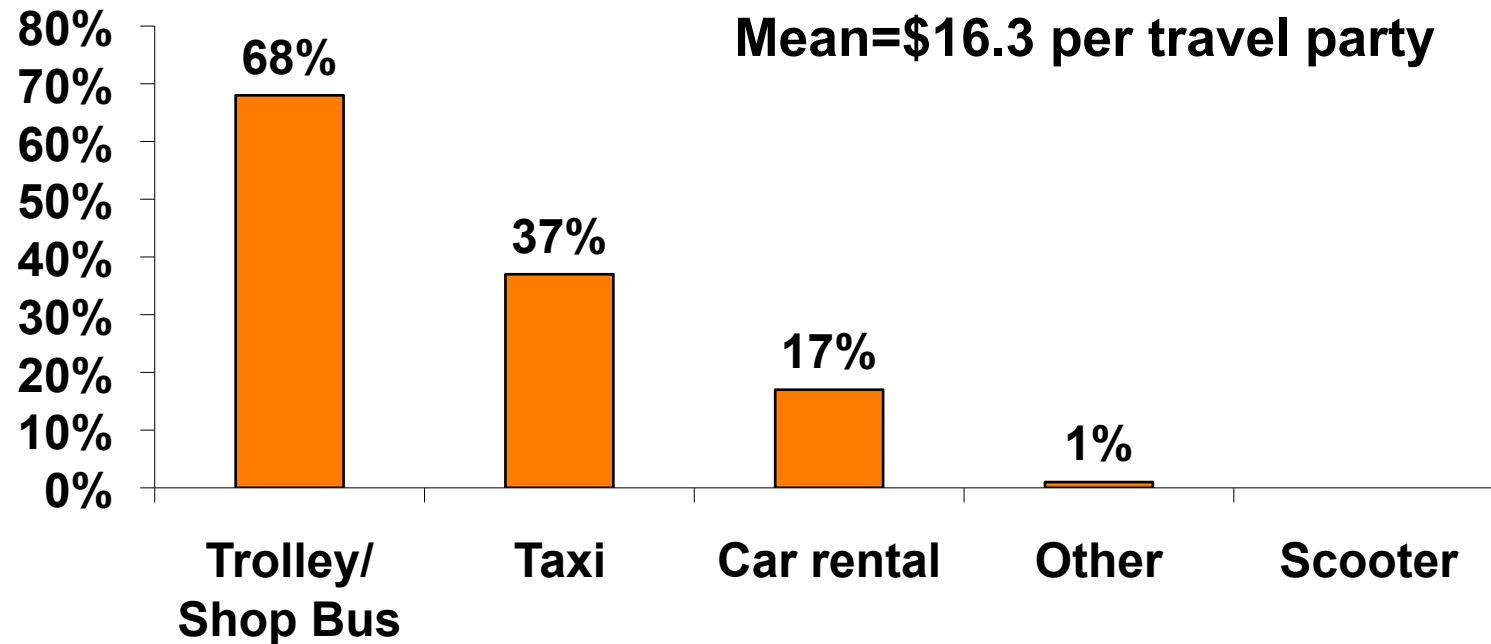
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# Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$56.40
Food & beverage in fast food restaurant/ convenience store	\$20.20
Food & beverage at restaurants or drinking establishments outside a hotel	\$28.30
Optional tours and activities	\$97.60
Gifts/ souvenirs for yourself/companions	\$181.90
Gifts/ souvenirs for friends/family at home	\$123.40
Local transportation	\$16.30
Other expenses not covered	\$354.20
<b>Average Total</b>	<b>\$878.30</b>

# Local Transportation

n=100



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# Guam Airport Expenditures

- \$50.20 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$1,500 = Maximum (highest amount recorded for the entire sample)

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# Breakdown of Airport Expenditures

	<b>MEAN \$</b>
<b>Food &amp; Beverages</b>	\$3.50
<b>Gifts/Souvenirs Self</b>	\$28.00
<b>Gifts/Souvenirs Others</b>	\$18.70
<b>Total</b>	<b>\$50.20</b>

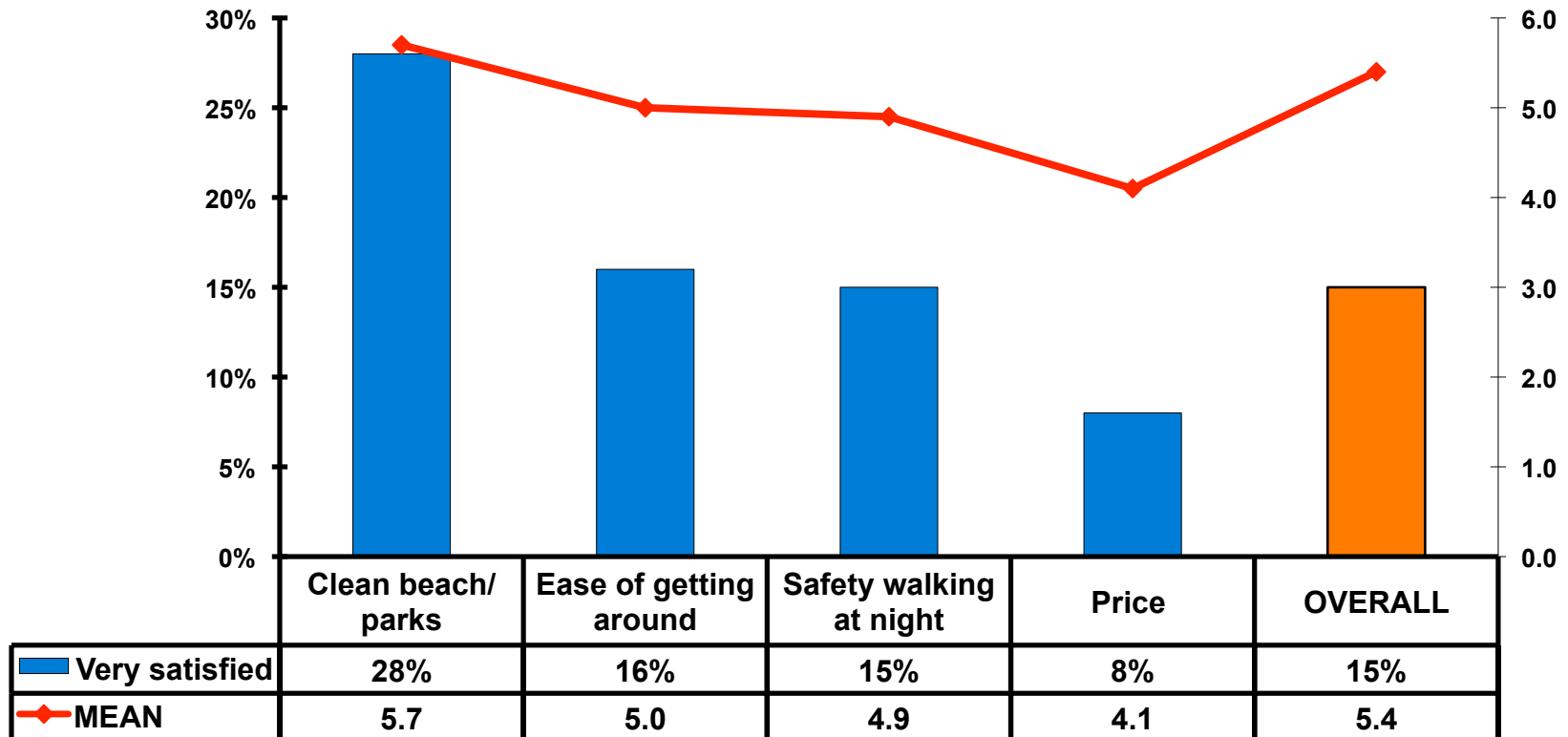


# SECTION 4 **VISITOR SATISFACTION**

# Satisfaction Scores Overall

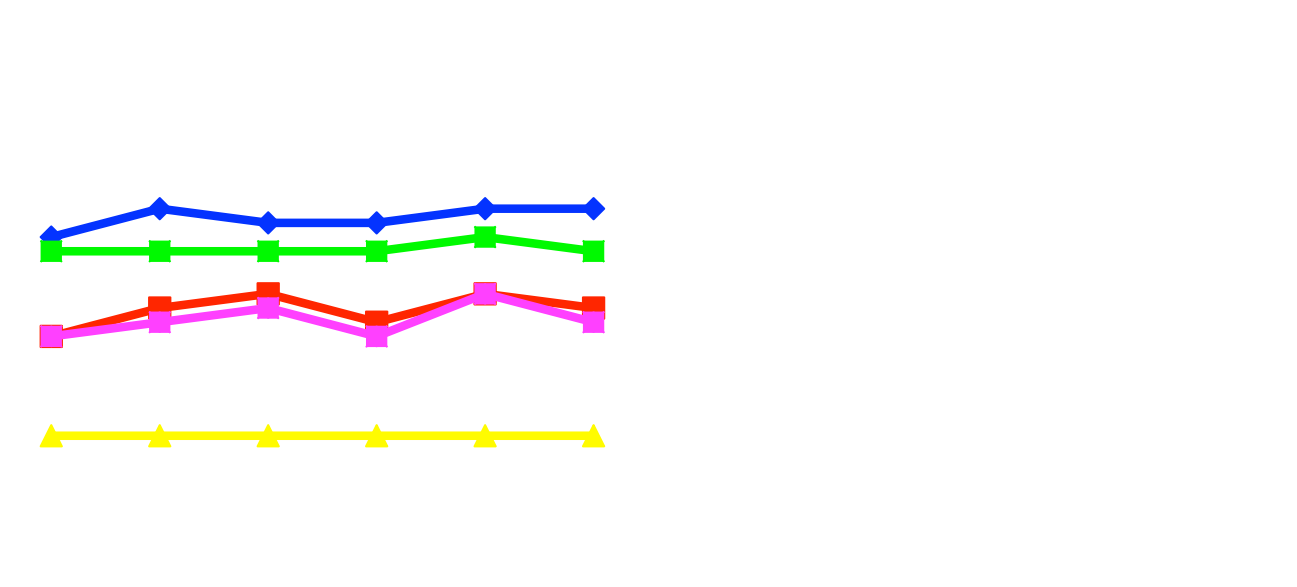
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



# Guam Perceptions

7.0  
6.0  
5.0  
4.0  
3.0

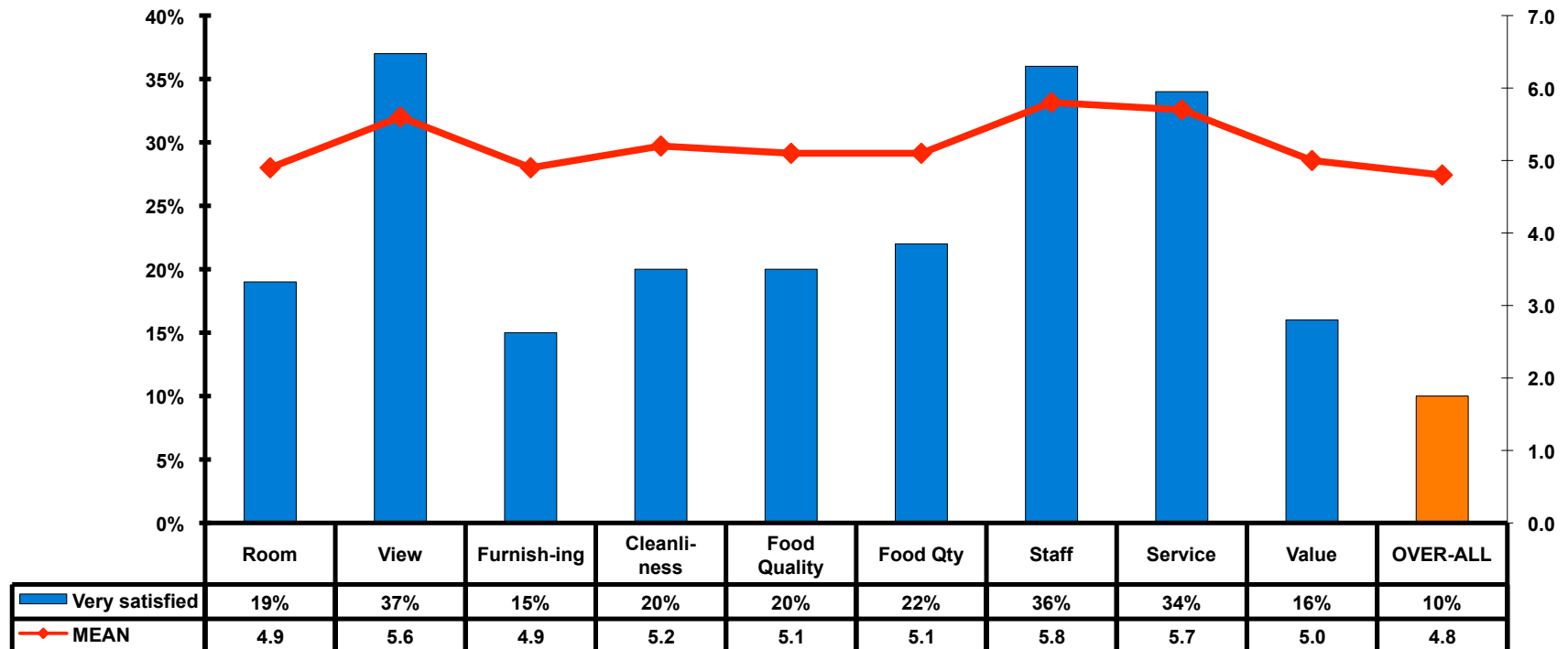


	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	July-10	Aug-10	Sept-10
◆ Clean beach/park	5.5	5.7	5.6	5.6	5.7	5.7						
■ Ease getting around	4.8	5.0	5.1	4.9	5.1	5.0						
■ Safe walk night	4.8	4.9	5.0	4.8	5.1	4.9						
▲ Price	4.1	4.1	4.1	4.1	4.1	4.1						
■ Overall	5.4	5.4	5.4	5.4	5.5	5.4						

# Quality of Accommodations

7pt Rating Scale

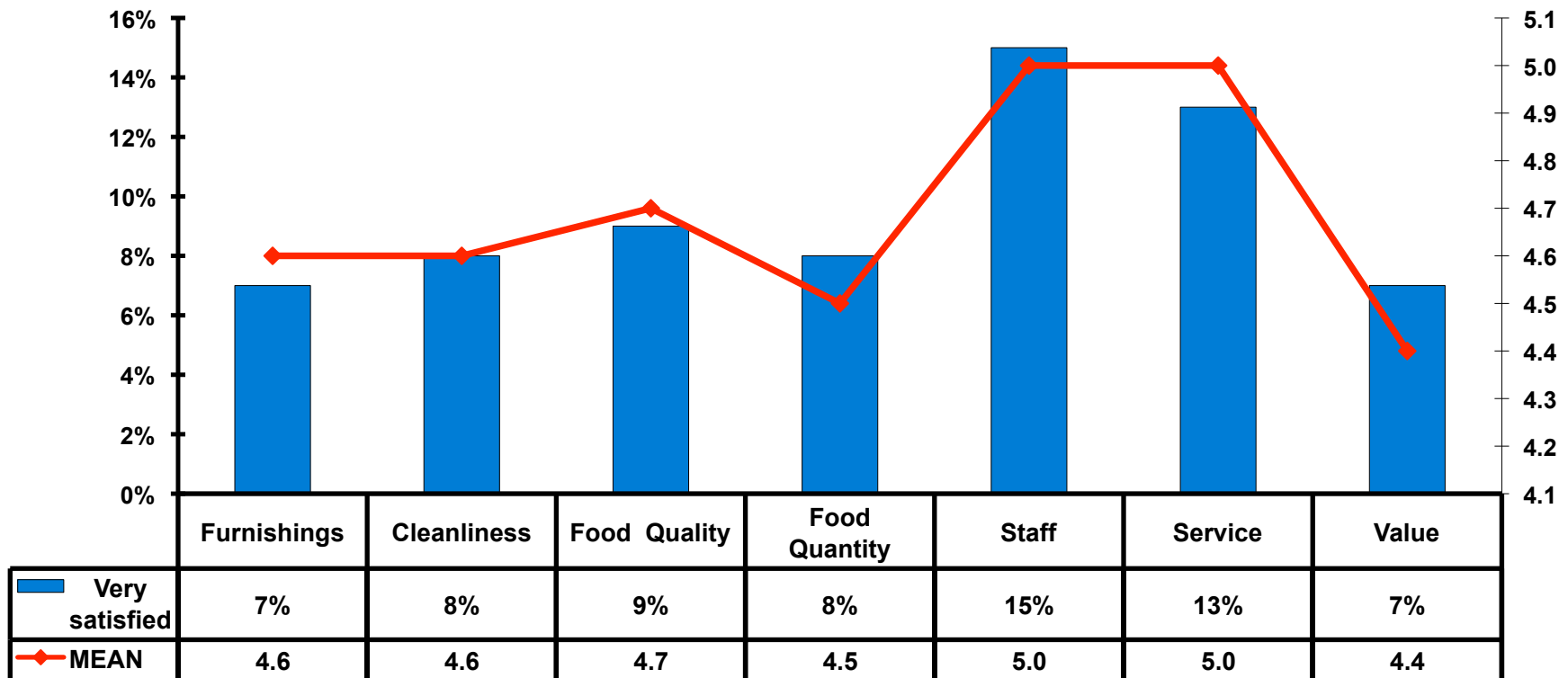
7=Very Satisfied/1=Very Dissatisfied



# Quality of Dining Experience

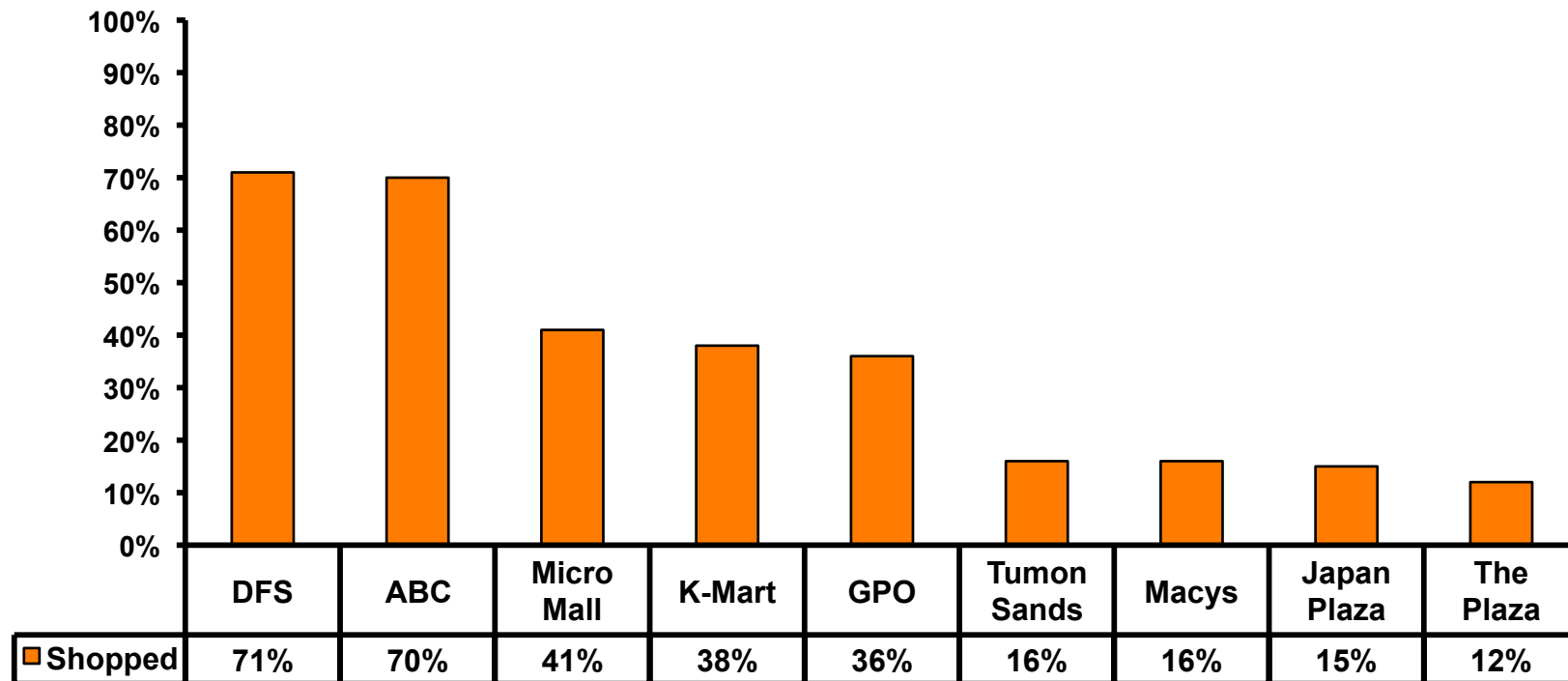
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



# Visits to Shopping Centers/Malls on Guam

## Top responses



# Satisfaction with Shopping

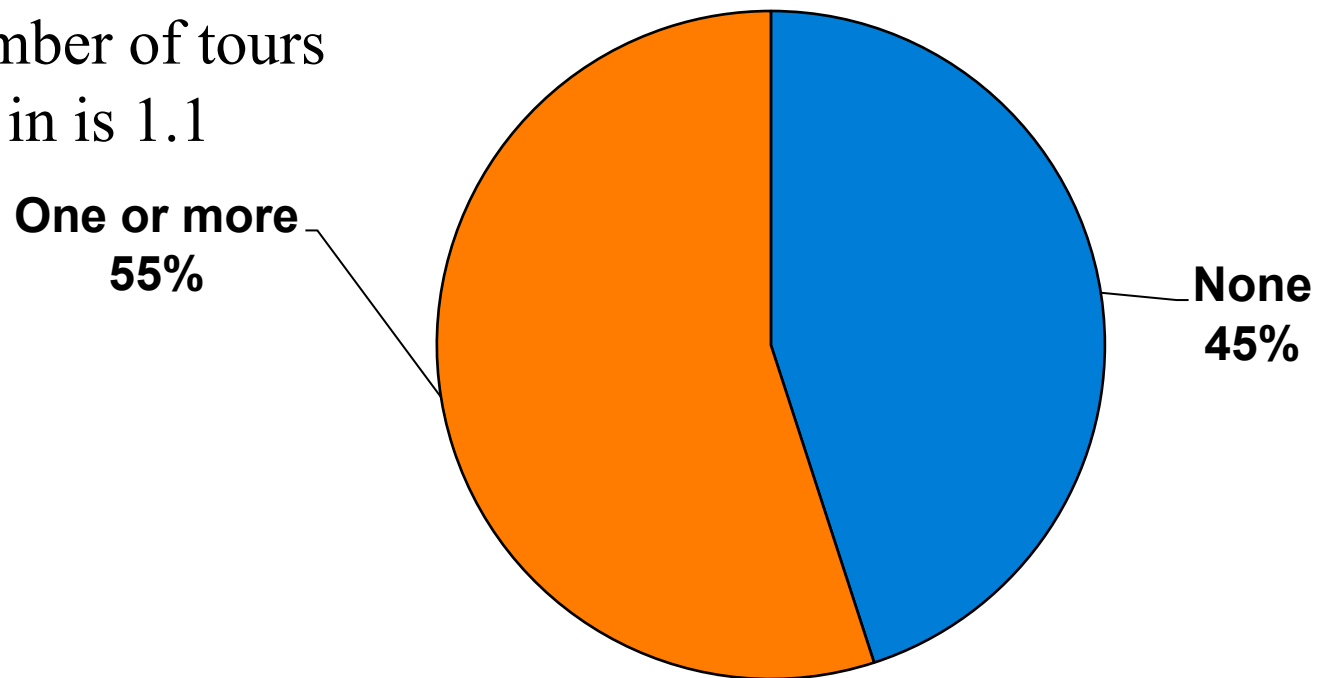
7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

<b>Quality of Shopping</b>	<b>Variety of Shopping</b>
Score of 6 to 7 = <b>43%</b>	Score of 6 to 7 = <b>40%</b>
Score of 4 to 5 = <b>47%</b>	Score of 4 to 5 = <b>48%</b>
Score 1 to 3 = <b>9%</b>	Score 1 to 3 = <b>13%</b>
<b>MEAN = 5.1</b>	<b>MEAN = 4.9</b>

# Optional Tour Participation

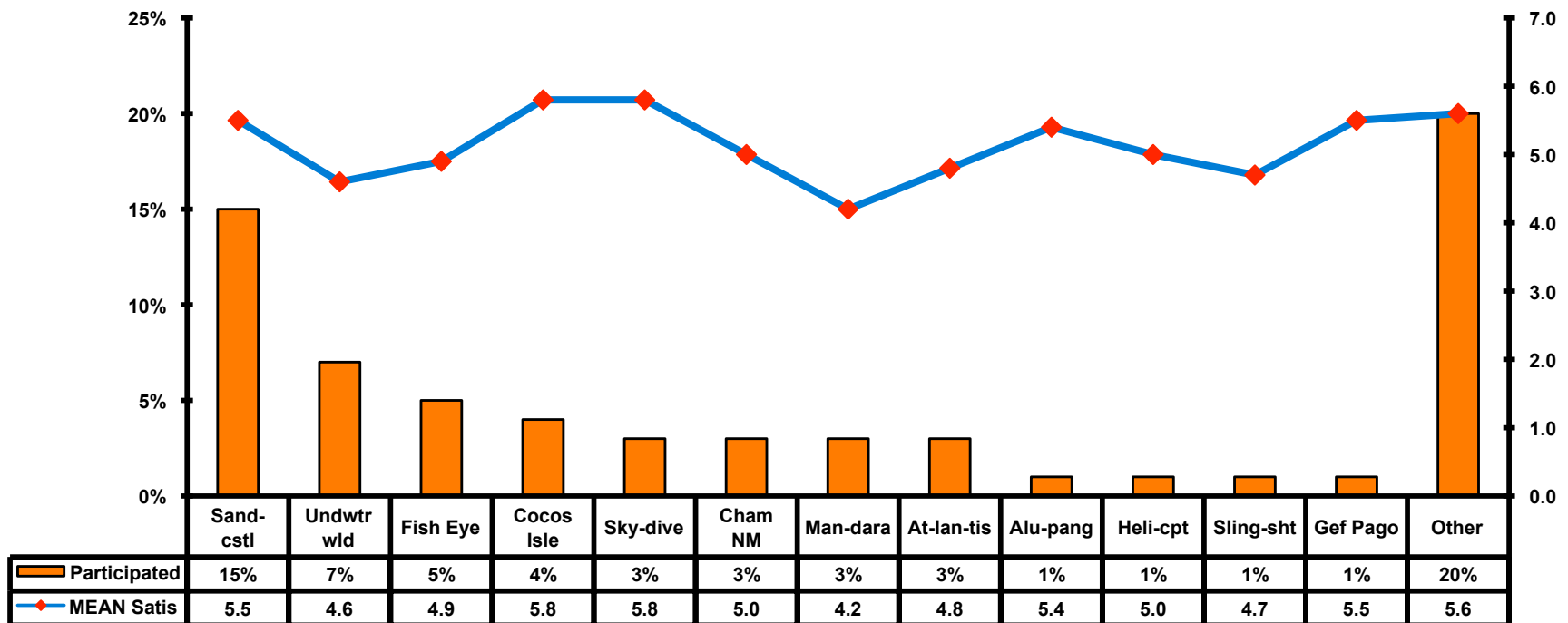
- Average number of tours participated in is 1.1





# Optional Tours

## Participation & Satisfaction



# Day Tours Satisfaction

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

<b>Quality of Day Tour</b>	<b>Variety of Day Tour</b>
Score of 6 to 7 = <b>40%</b>	Score of 6 to 7 = <b>33%</b>
Score of 4 to 5 = <b>54%</b>	Score of 4 to 5 = <b>54%</b>
Score 1 to 3 = <b>7%</b>	Score 1 to 3 = <b>12%</b>
<b>MEAN = 5.1</b>	<b>MEAN = 4.8</b>

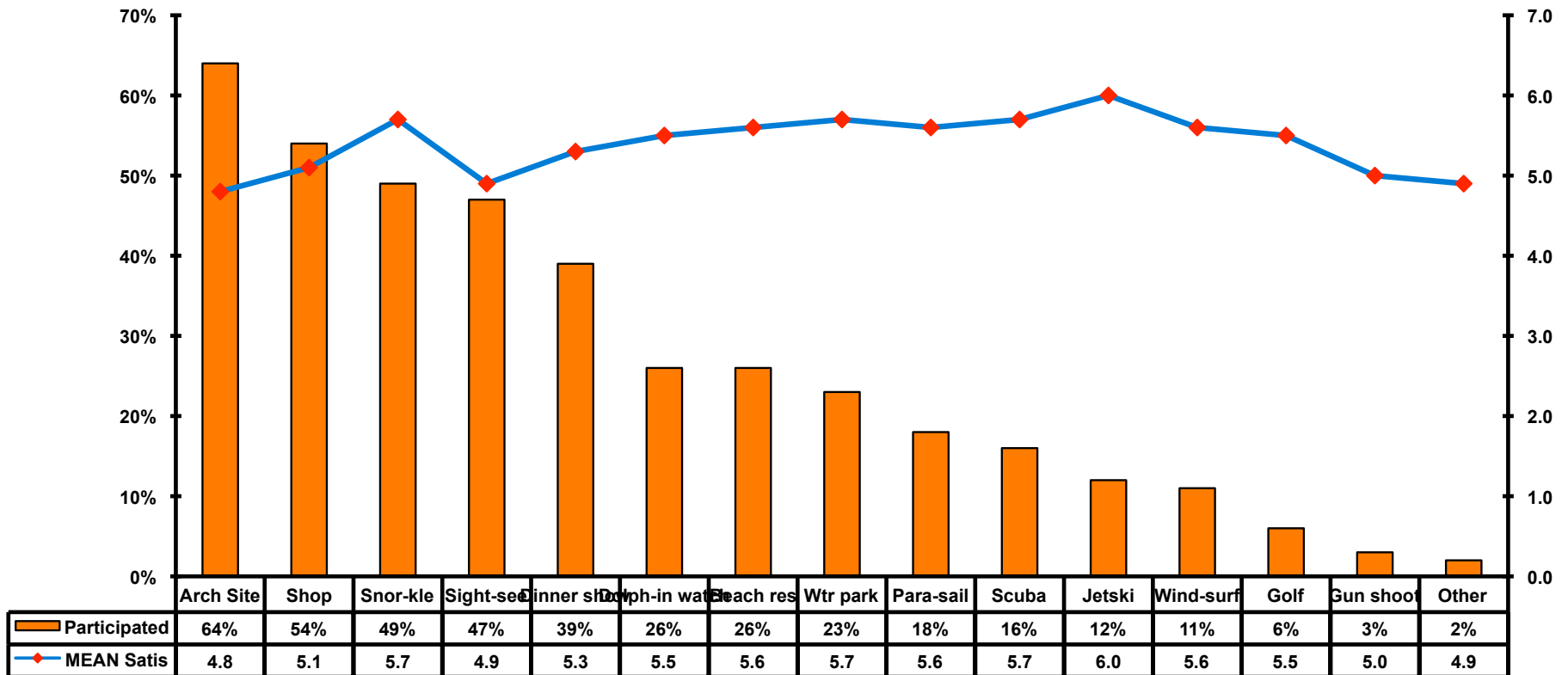
# Night Tours Satisfaction

7pt Rating Scale

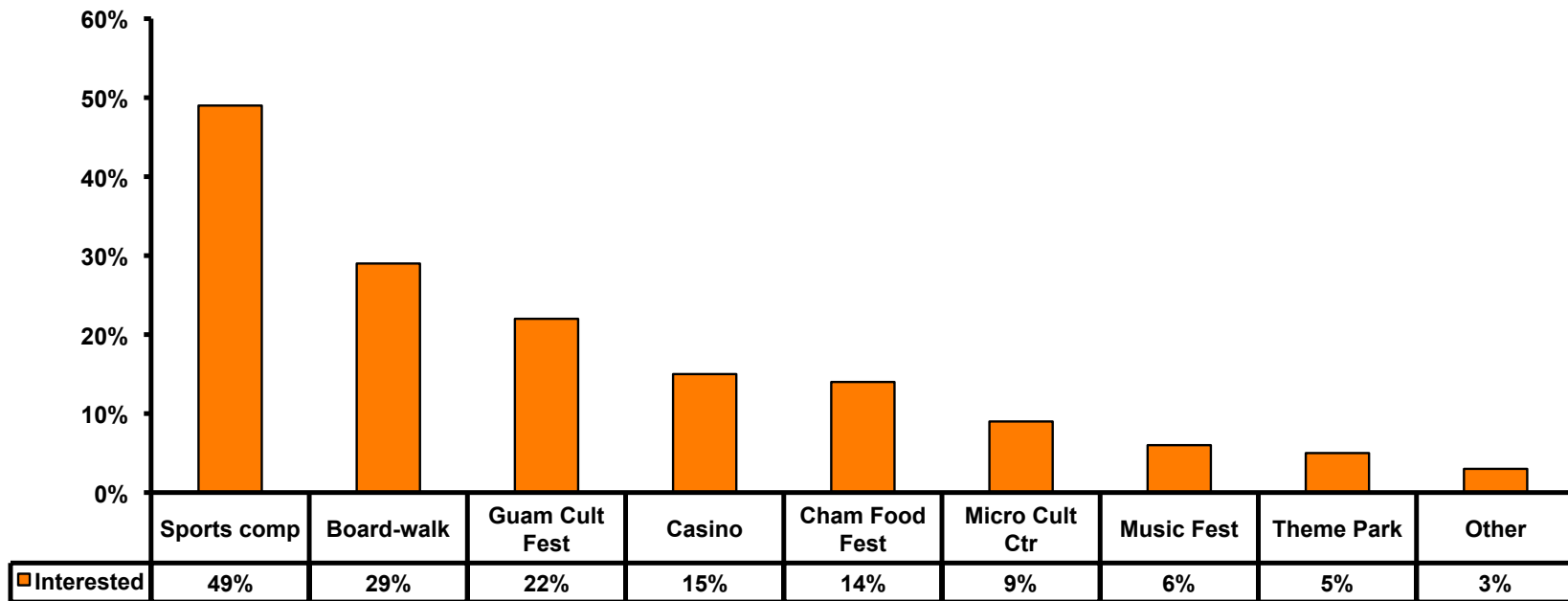
7=Very Satisfied/ 1=Very Dissatisfied

<b>Quality of Night Tour</b>	<b>Variety of Night Tour</b>
Score of 6 to 7 = <b>23%</b>	Score of 6 to 7 = <b>22%</b>
Score of 4 to 5 = <b>57%</b>	Score of 4 to 5 = <b>58%</b>
Score 1 to 3 = <b>20%</b>	Score 1 to 3 = <b>21%</b>
<b>MEAN = 4.4</b>	<b>MEAN = 4.3</b>

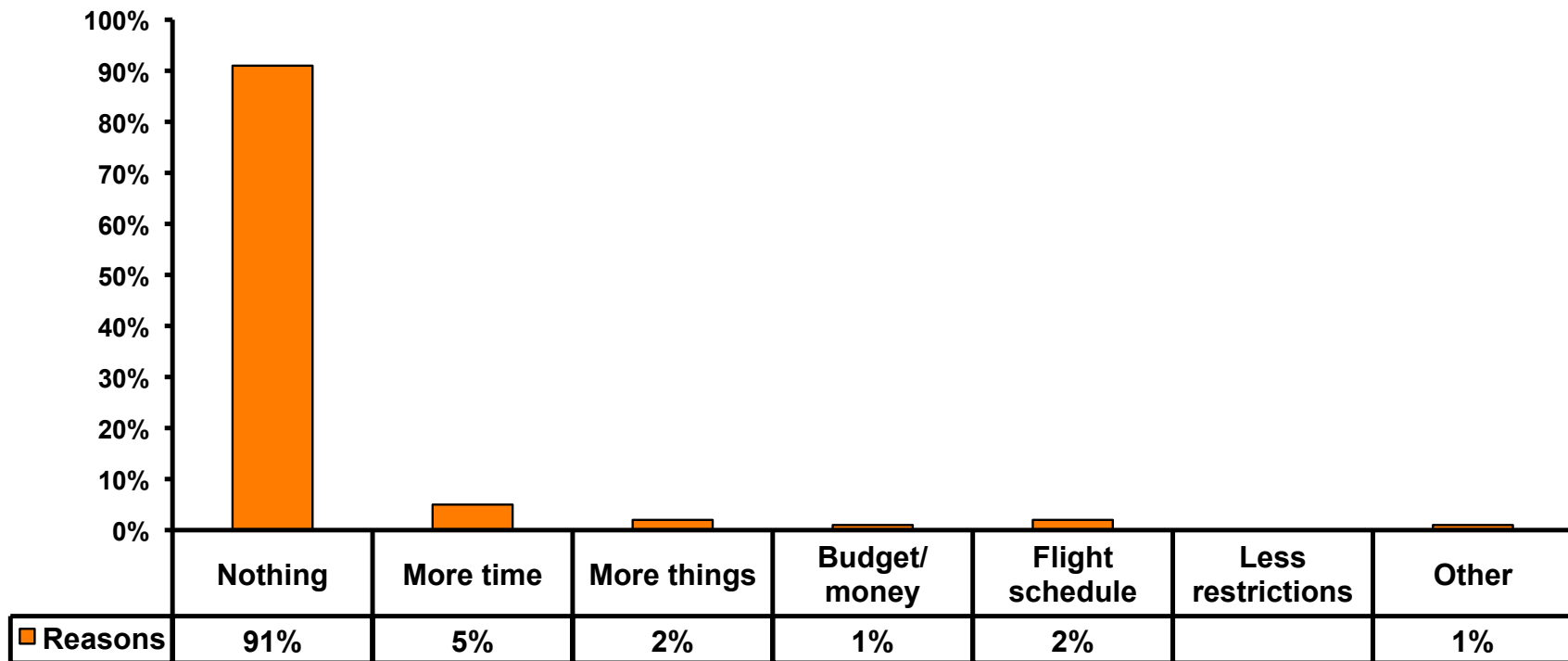
# Satisfaction with Other Activities



# Which activities or attractions would you most likely participate in if they were available on Guam?



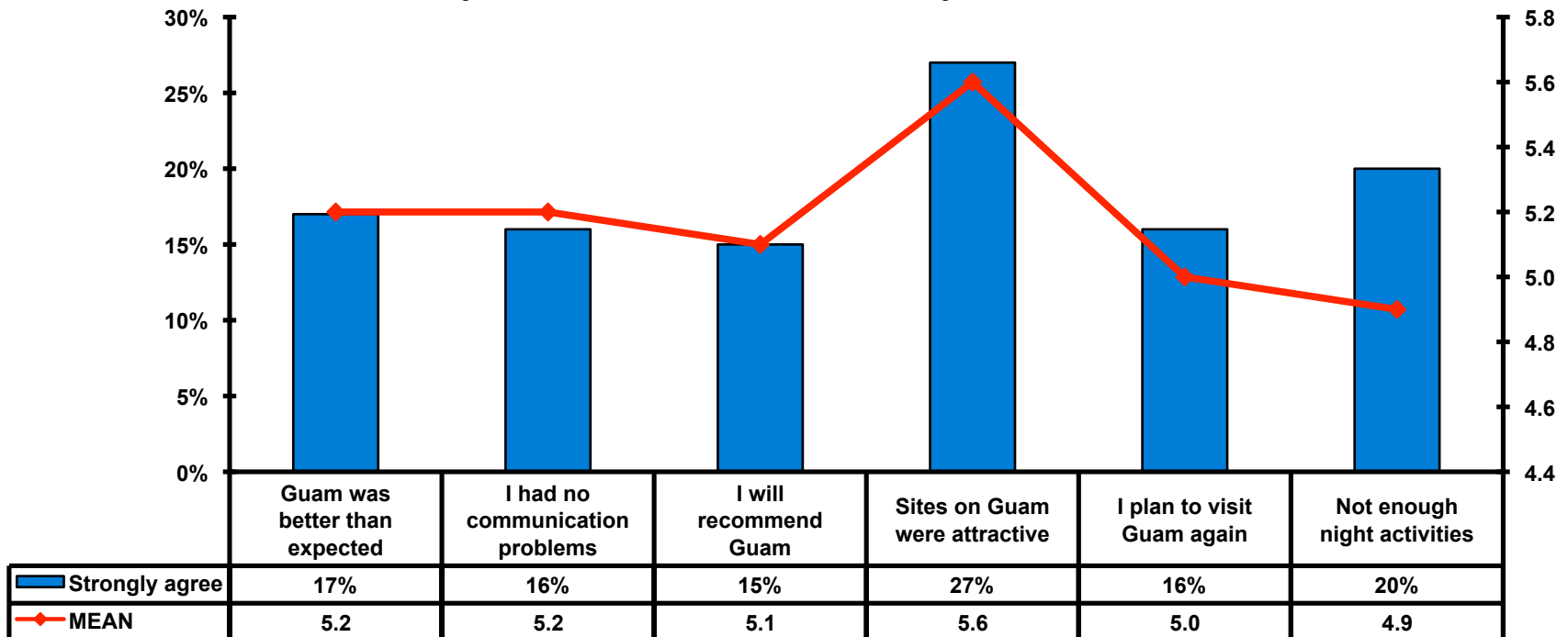
# What would it take to make you want to stay an extra day on Guam?



# On-Island Perceptions

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

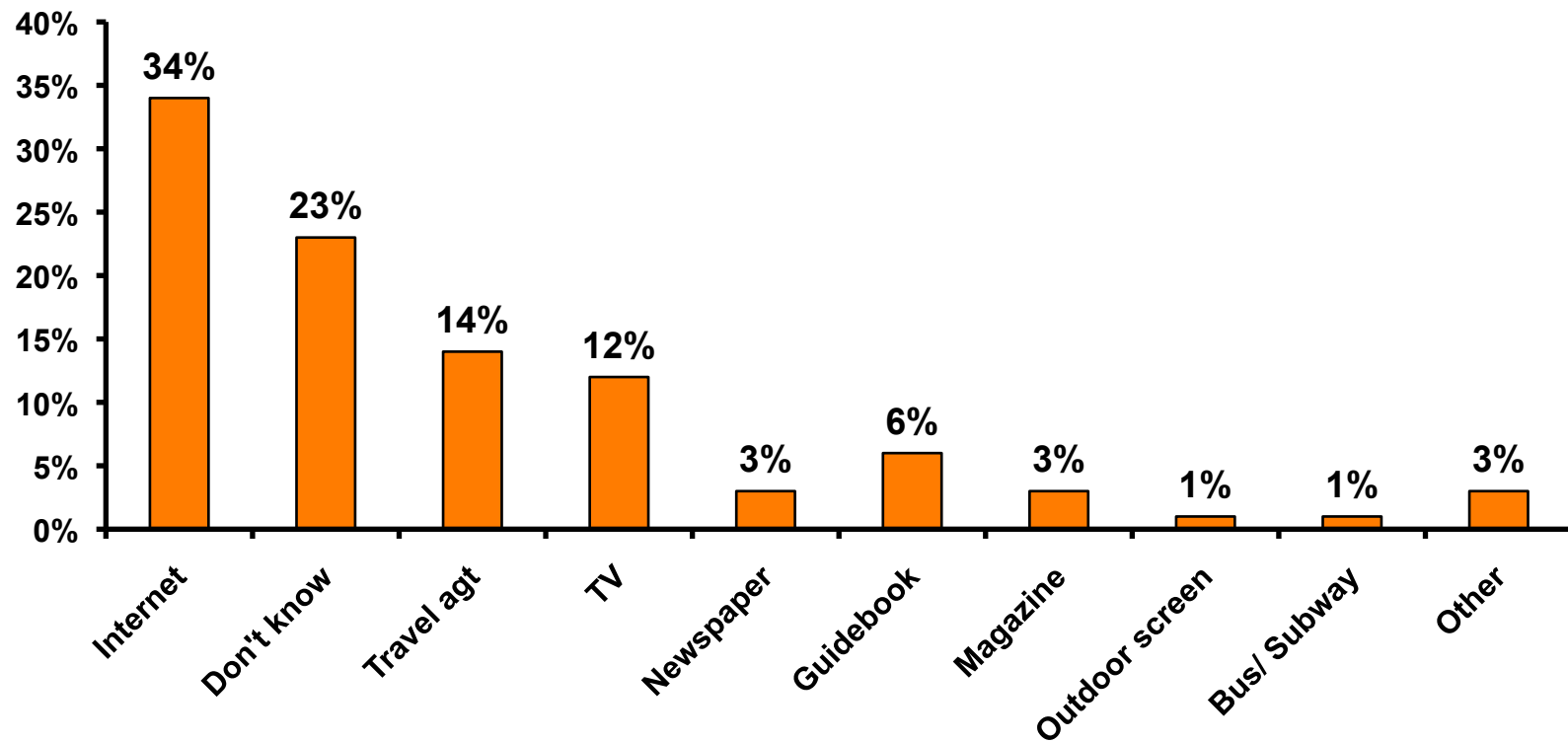


# SECTION 5 **PROMOTIONS**

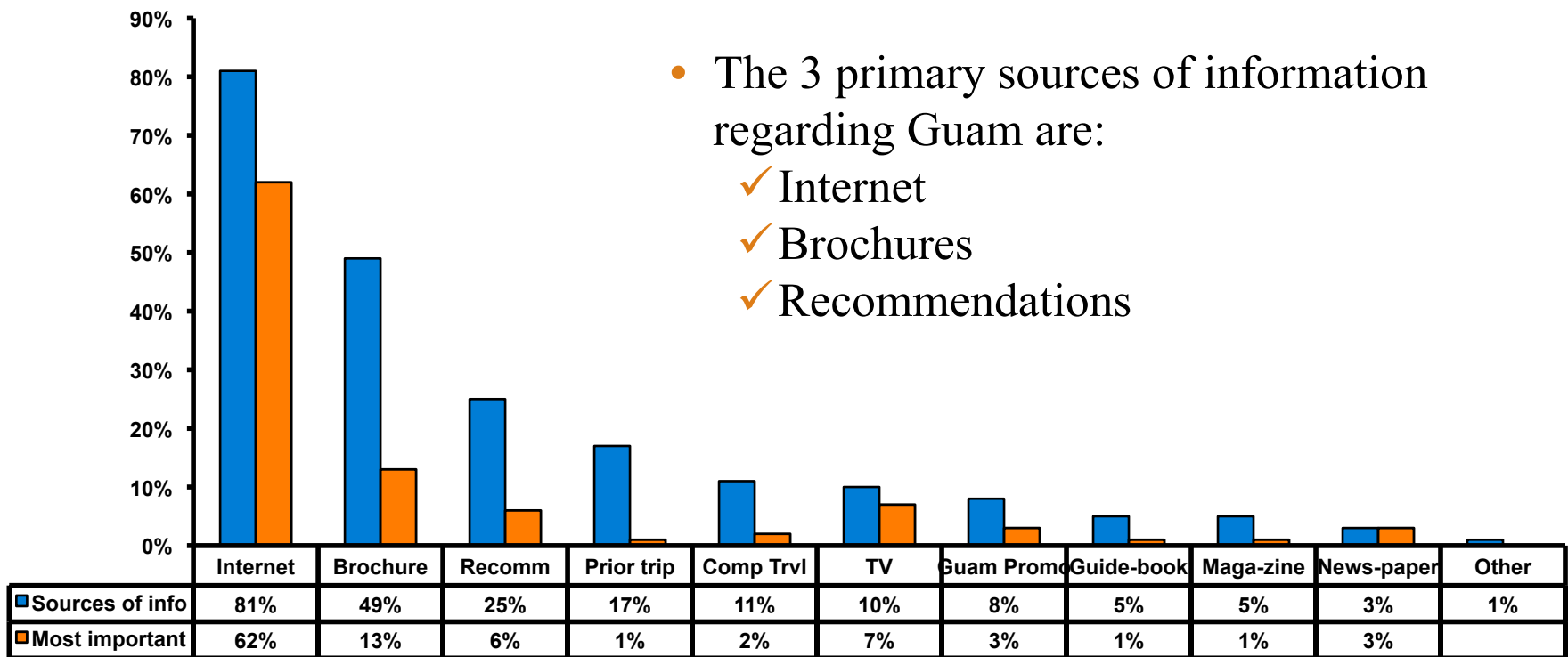


# Guam Promotion - Media

## Past 90 days

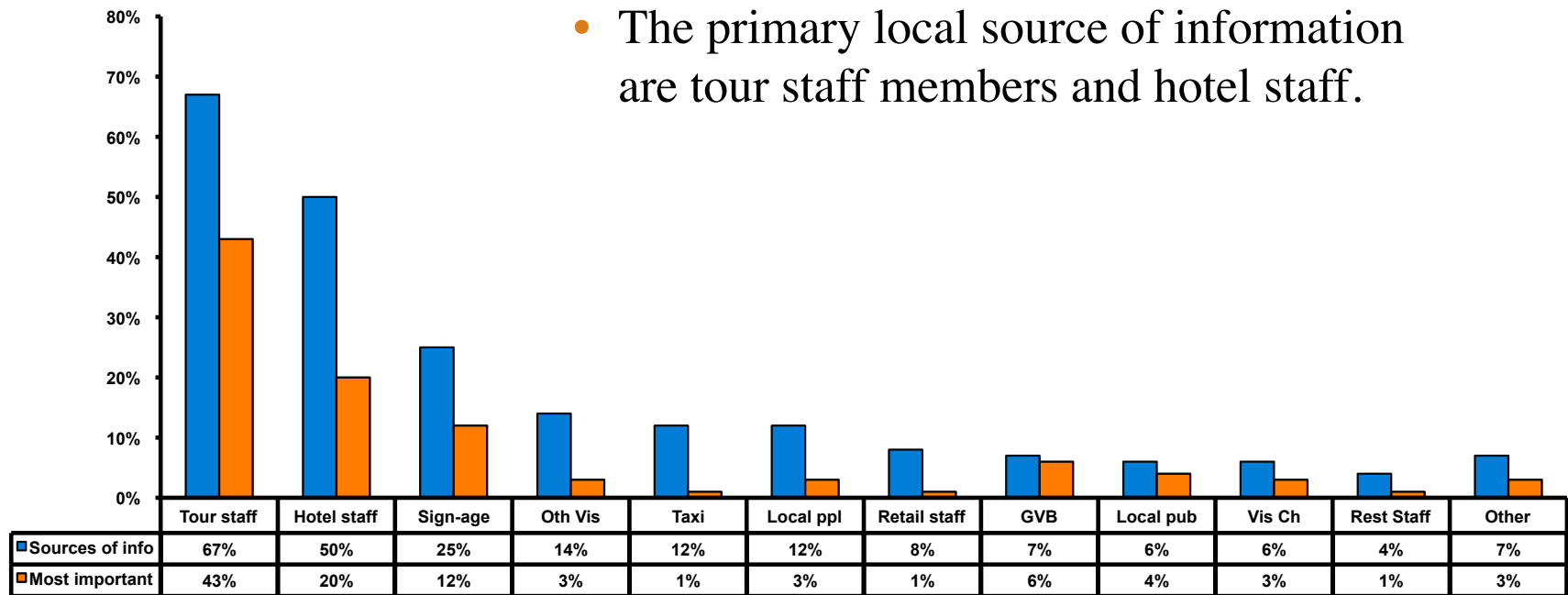


# Sources of Information Pre-arrival



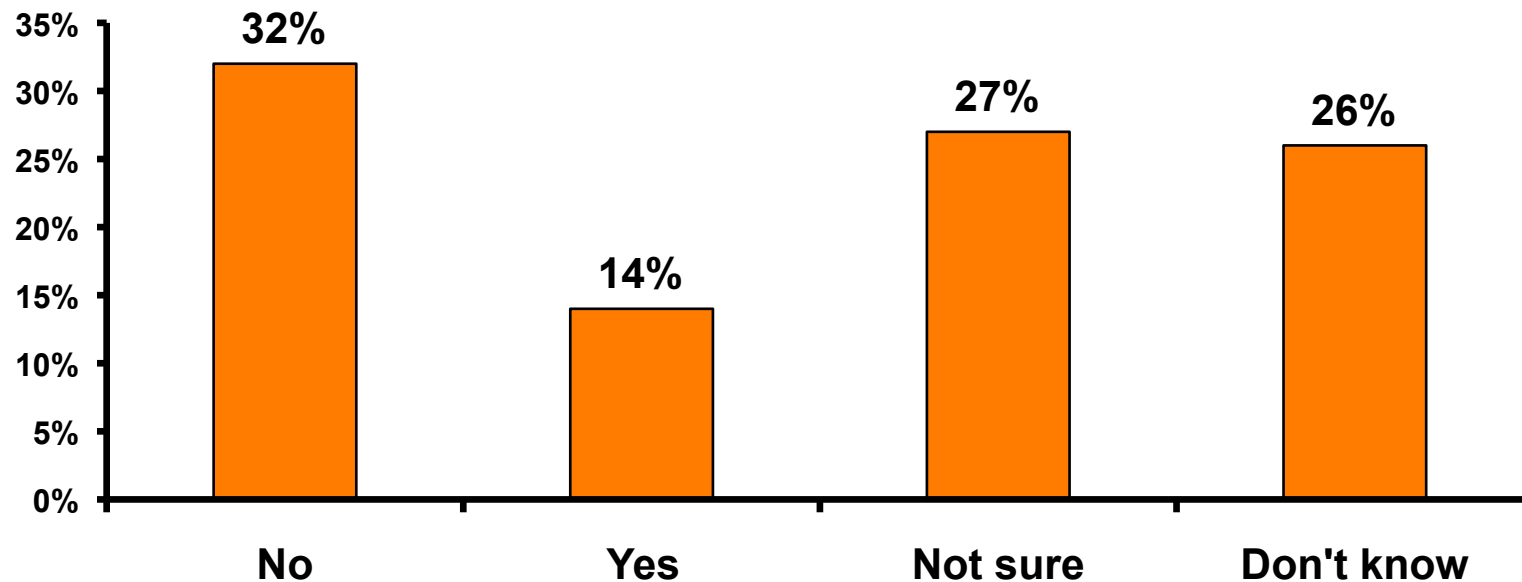
# Sources of Information Post-arrival

- The primary local source of information are tour staff members and hotel staff.



SECTION 6  
**OTHER ISSUES**

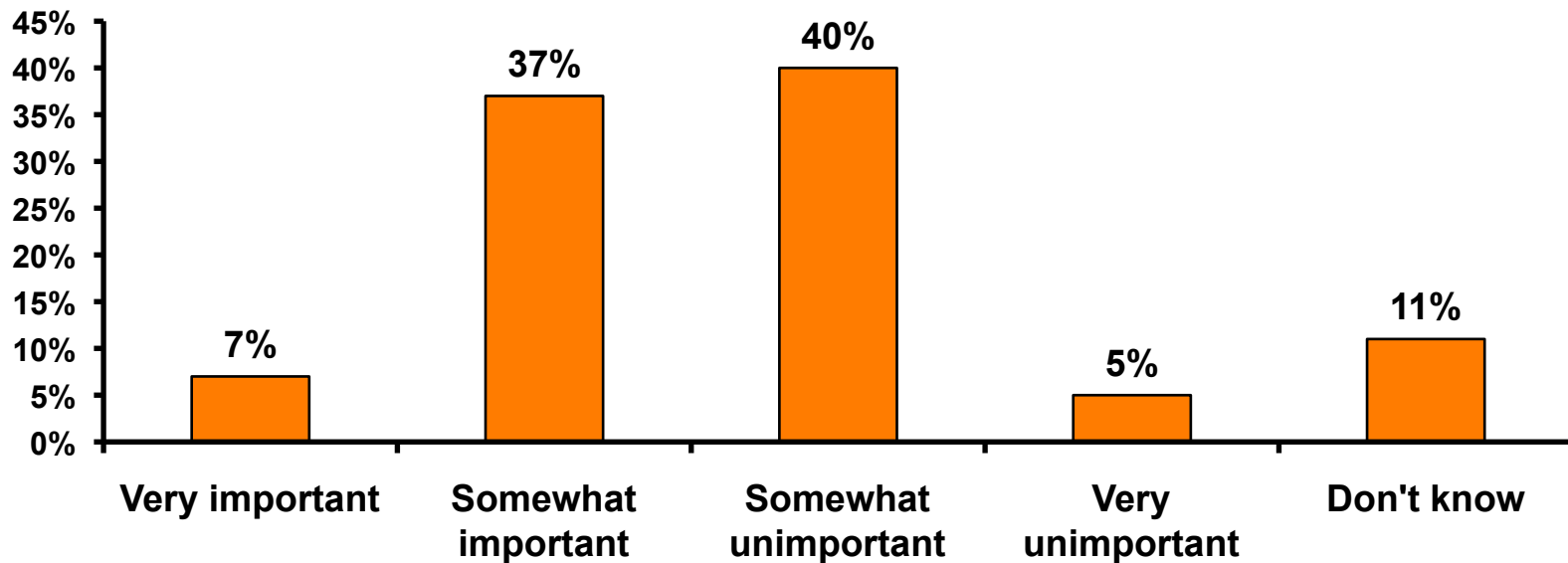
## Good time to spend money on travel outside of Korea - Overall



# Good time to spend money on travel outside of Korea by Age & Income

		AGE					PERSONAL INCOME				
		<20	20-29	30-39	40-49	50+	<KW24.0M	KW24.0M-KW48.0M	KW48.0M-KW72.0M	KW72.0M+	Refused
Q.22	No	100%	31%	32%	33%	18%	32%	28%	31%	33%	50%
	Yes		13%	16%	10%	18%	10%	14%	12%	22%	
	Not sure		26%	26%	31%	41%	29%	29%	33%	21%	17%
	Do not know		29%	26%	26%	24%	29%	29%	24%	24%	33%
Total	Count	3	99	194	39	17	31	138	84	72	6

# The importance of the state of the Korean economy in decision to travel outside of Korea - Overall

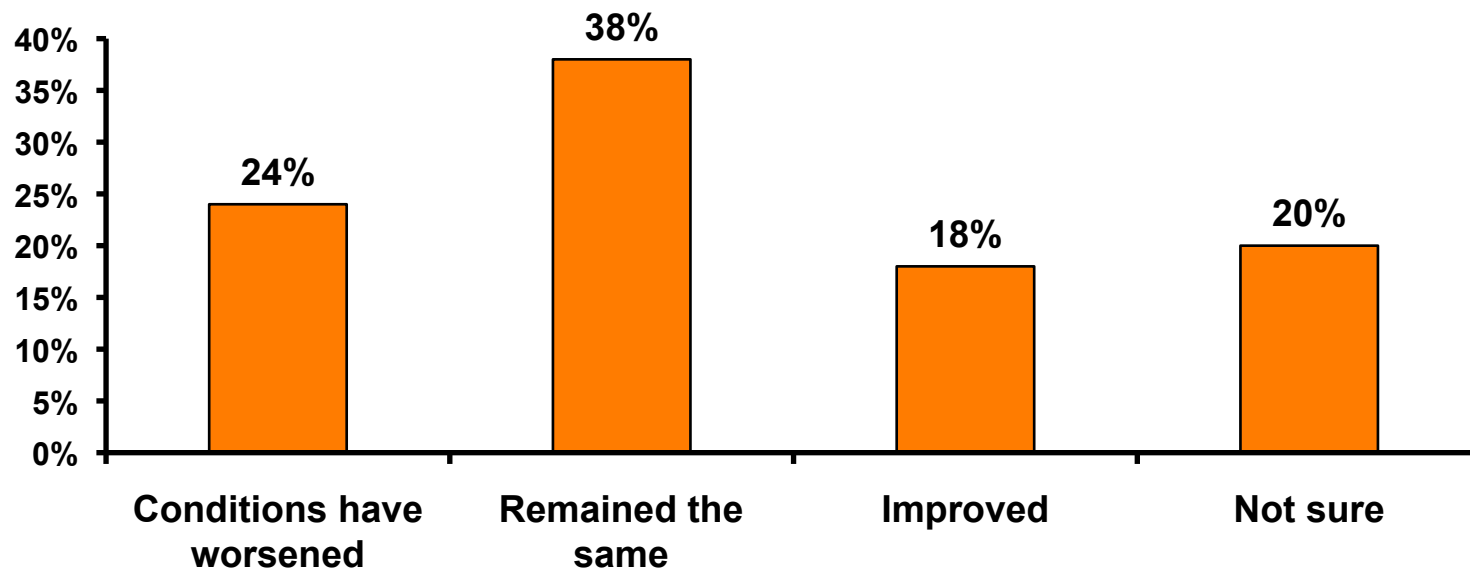


# The importance of the state of the Korean economy in decision to travel outside of Korea by Age & Income

		AGE					PERSONAL INCOME				
		<20	20-29	30-39	40-49	50+	<KW24.0M	KW24.0M-KW48.0M	KW48.0M-KW72.0M	KW72.0M+	Refused
Q.23	Very unimportant		5%	4%	5%	12%	3%	7%	4%	3%	
	Somewhat unimportant	33%	41%	41%	26%	53%	26%	40%	39%	49%	50%
	Somewhat important	33%	32%	39%	44%	24%	55%	32%	37%	33%	50%
	Very important	33%	8%	5%	13%	6%	3%	8%	13%	3%	
	Don't know		13%	11%	13%	6%	13%	14%	7%	13%	
Total	Count	3	99	194	39	17	31	138	84	72	6



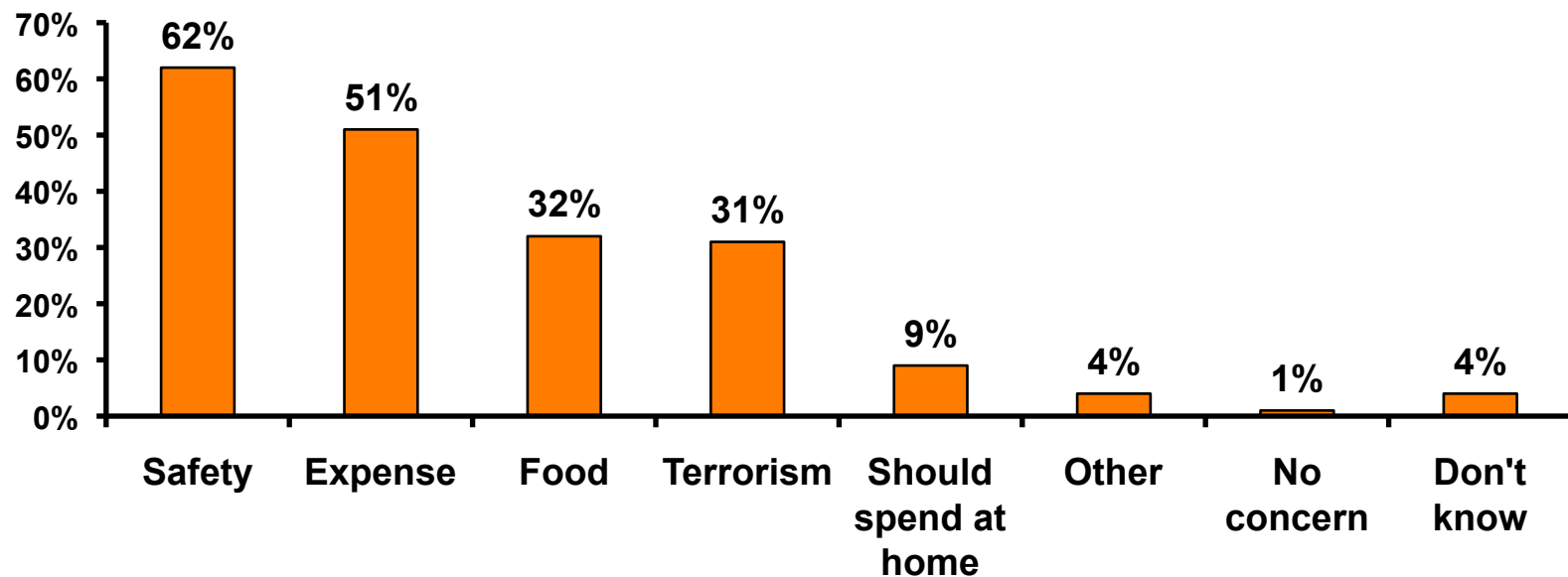
# Rating Korean Economy Compared to 12 months ago



# Rating Korean Economy Compared to 12 months ago by Age & Income

		AGE					PERSONAL INCOME				
		<20	20-29	30-39	40-49	50+	<KW24.0M	KW24.0M-KW48.0M	KW48.0M-KW72.0M	KW72.0M+	Refused
Q.21	Conditions have worsened	67%	19%	27%	21%	12%	29%	20%	27%	19%	50%
	Conditions have remained the same		39%	35%	46%	65%	39%	37%	39%	39%	33%
	Conditions have improved		16%	21%	18%	6%	10%	19%	20%	24%	
	Do not know	33%	25%	18%	15%	18%	23%	24%	13%	18%	7%
Total	Count	3	99	194	39	17	31	138	84	72	6

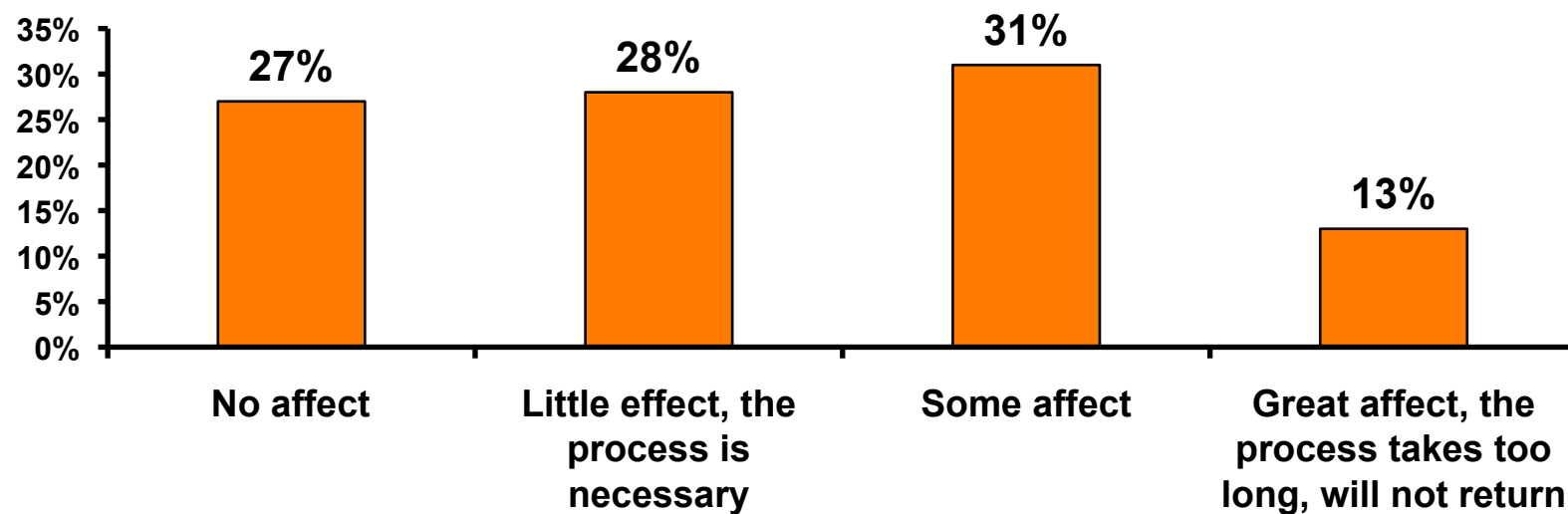
# Concerns about travel outside of Korea - Overall



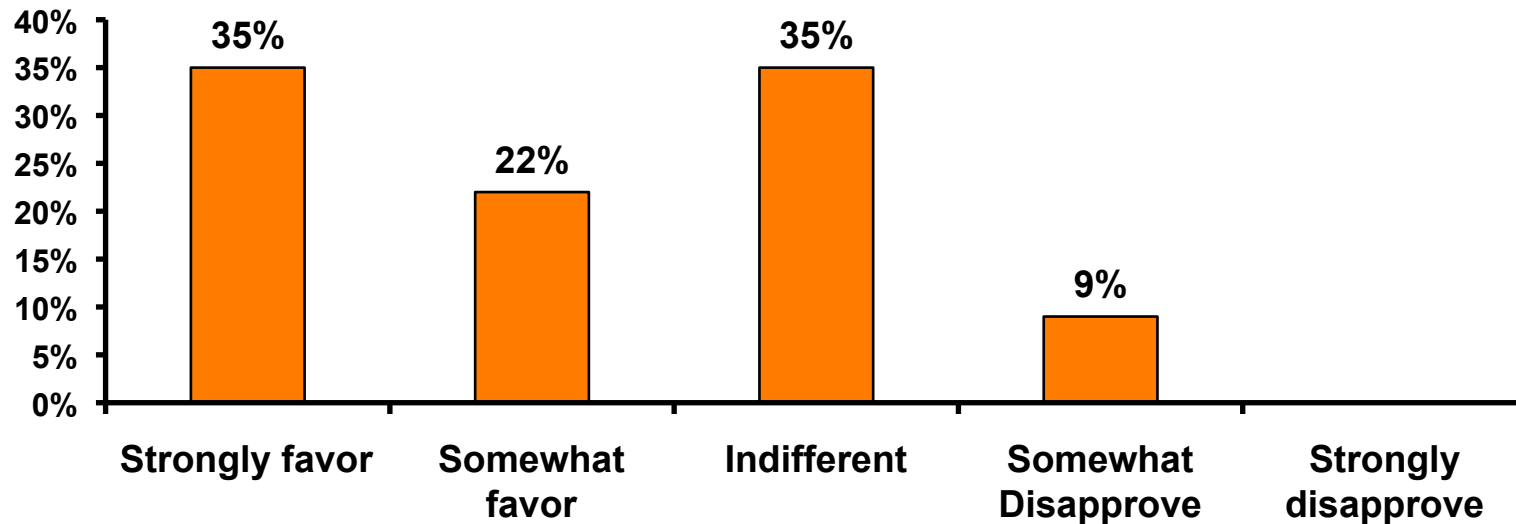
# Concerns about travel outside of Korea - By Age & Income

	AGE					PERSONAL INCOME					Refused
	<20	20-29	30-39	40-49	50+	<KW24.0M	KW24.0M-KW48.0M	KW48.0M-KW72.0M	KW72.0M+		
Q.24											
Safety at my destination	67%	61%	64%	54%	59%	45%	65%	71%	60%	17%	
Expense	100%	53%	52%	51%	24%	58%	49%	51%	44%	67%	
Food		33%	30%	33%	41%	35%	32%	33%	29%	50%	
Terrorism	33%	24%	35%	31%	24%	13%	36%	36%	26%		
Spending money abroad when it should be spent at home		11%	8%	10%	12%	16%	8%	13%	3%		
Other		5%	4%	3%	6%	3%	5%	2%	6%		
Do not know		4%	3%	10%		6%	4%	2%	4%	17%	
No concerns			1%		18%		1%	1%	3%		
Total	Cases	3	99	194	39	17	31	138	84	72	6

# Security Screening/ Immigration Process at Guam International Airport



# Increase Drinking Age to 21



# Increase Drinking Age to 21 by Gender & Age

		AGE					GENDER	
		<20	20-29	30-39	40-49	50+	Male	Female
Q.28	Strongly Favor		30%	39%	33%	24%	34%	36%
	Somewhat favor		23%	22%	18%	24%	21%	22%
	Indifferent	100%	34%	31%	41%	47%	39%	31%
	Somewhat disapprove		12%	7%	8%	6%	6%	11%
Total	Count	3	99	194	39	17	174	173

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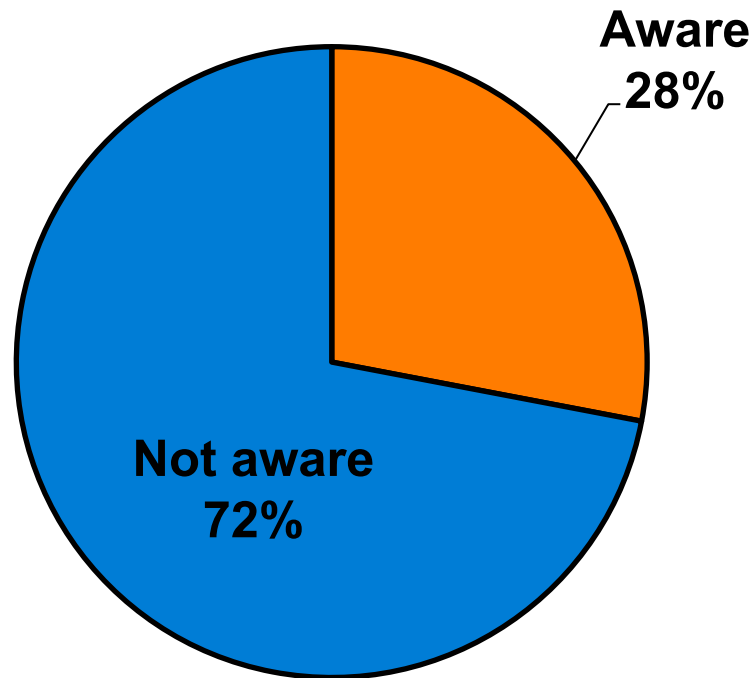
## **Hotel Room Surcharge by \$3.00/ Per day/ Per room to help build the Guam Museum**

- Mean Rating – **3.0** out of possible 7.0
- Agree (Score 6-7) – **9%**
- Neutral (Score 4-5) – **37%**
- Disagree (Score 1-3) – **54%**



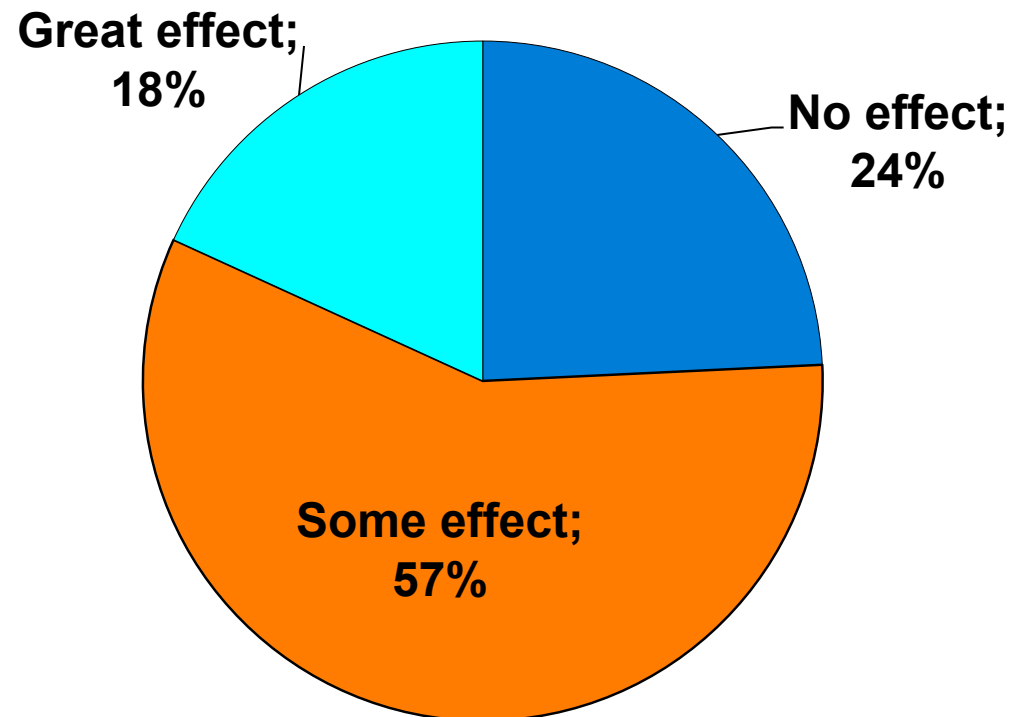
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# Awareness of U.S. Military troops moving from Japan to Guam



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## Effects of U.S. Military troop movement on future trips to Guam



# Likelihood of travel outside of Korea within the next 6 to 24 months

