



# **GUAM VISITORS BUREAU**

## **Japan Visitor Tracker Exit Profile**

### **FY2016**

### **MARCH 2016**



**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 **356** 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 **356** 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.

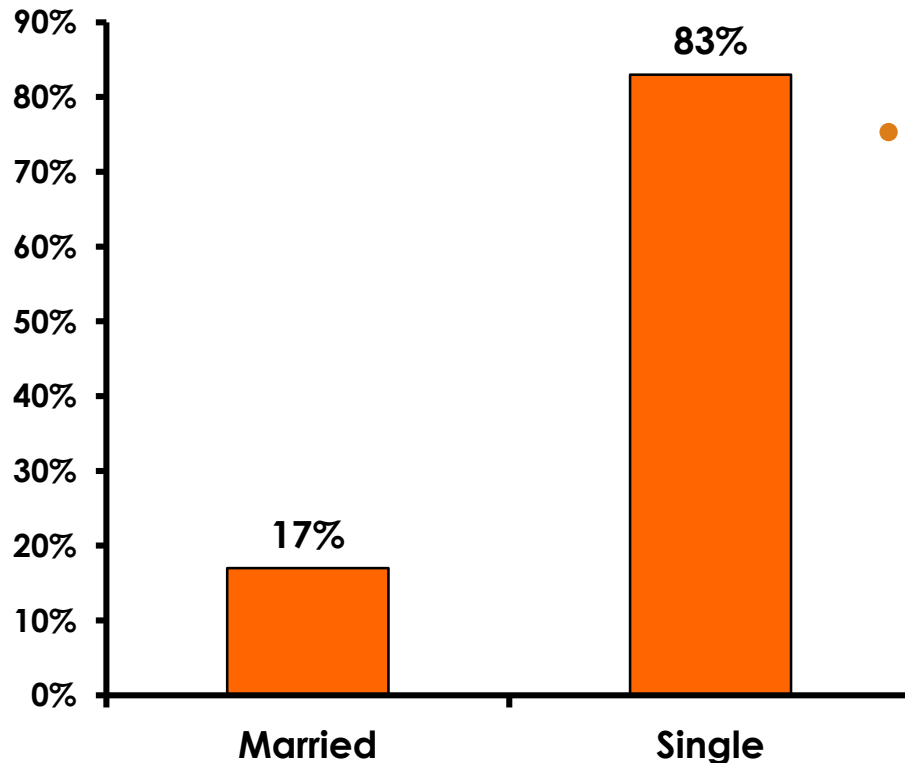
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# OBJECTIVES

- 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.

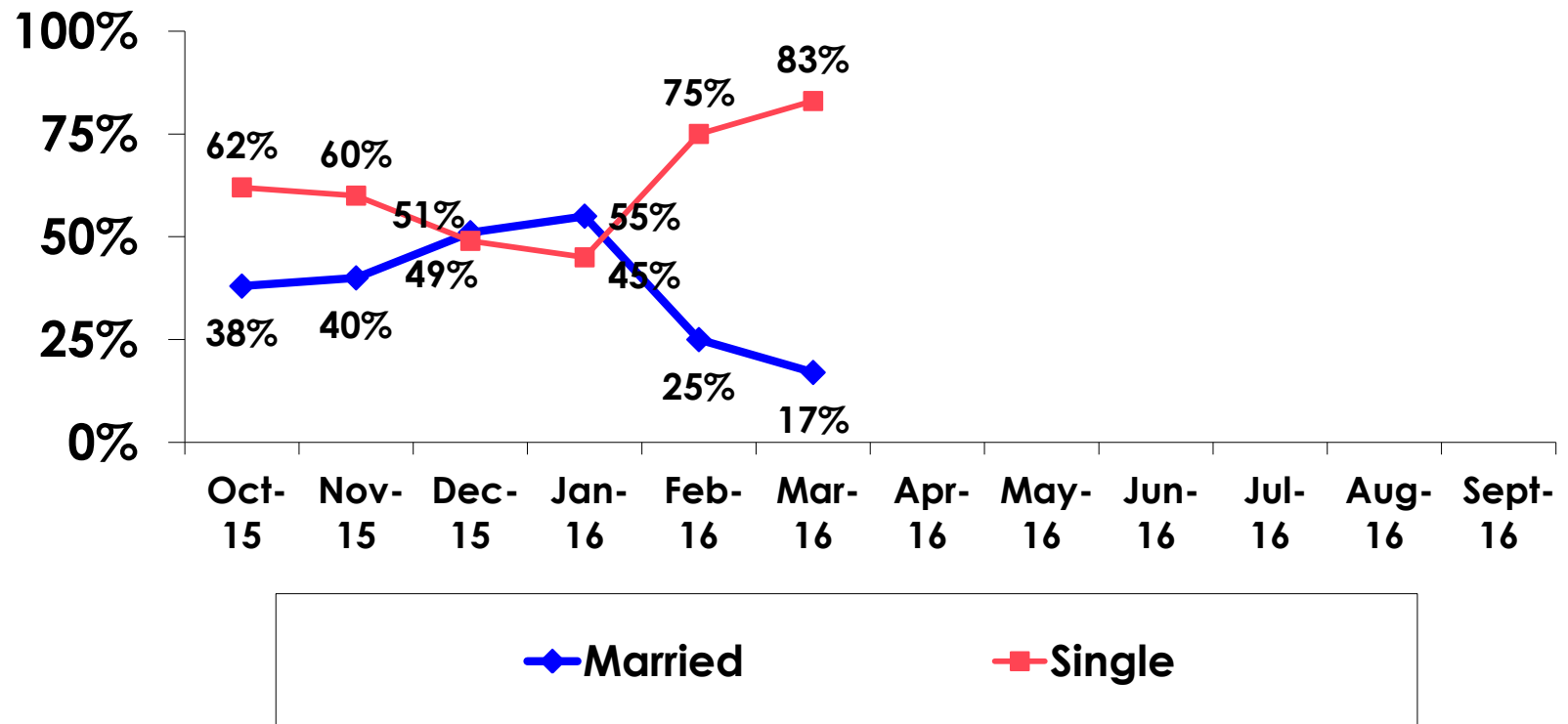
# SECTION 1 **PROFILE OF RESPONDENTS**

# Marital Status - Overall

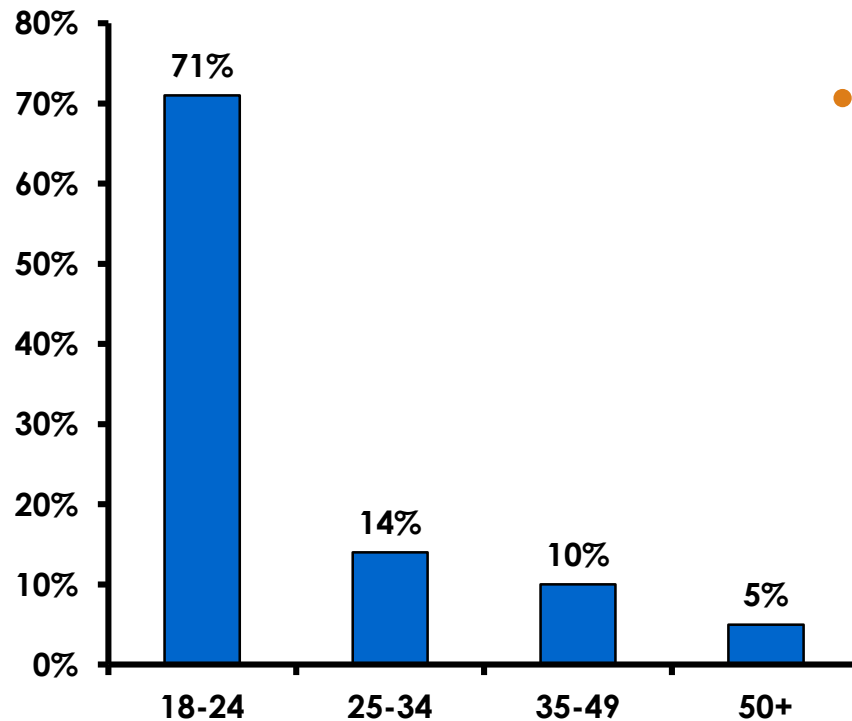


- A majority of the visitors surveyed this month were single.

# MARITAL STATUS

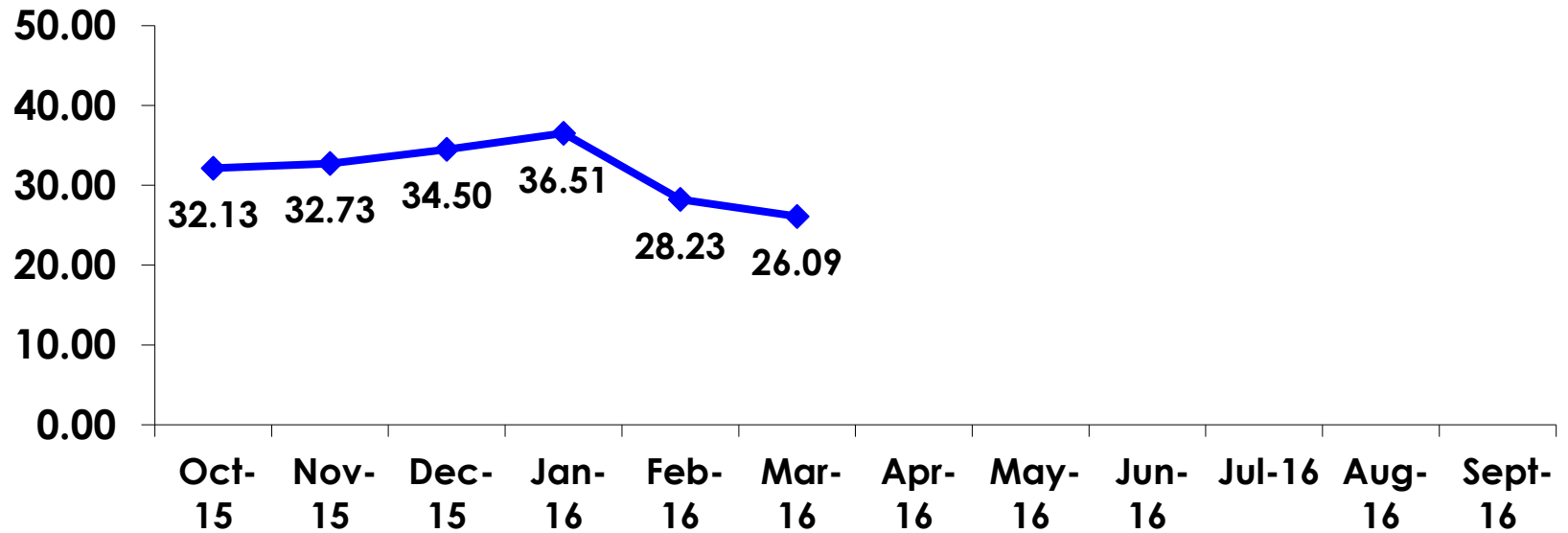


# Age - Overall



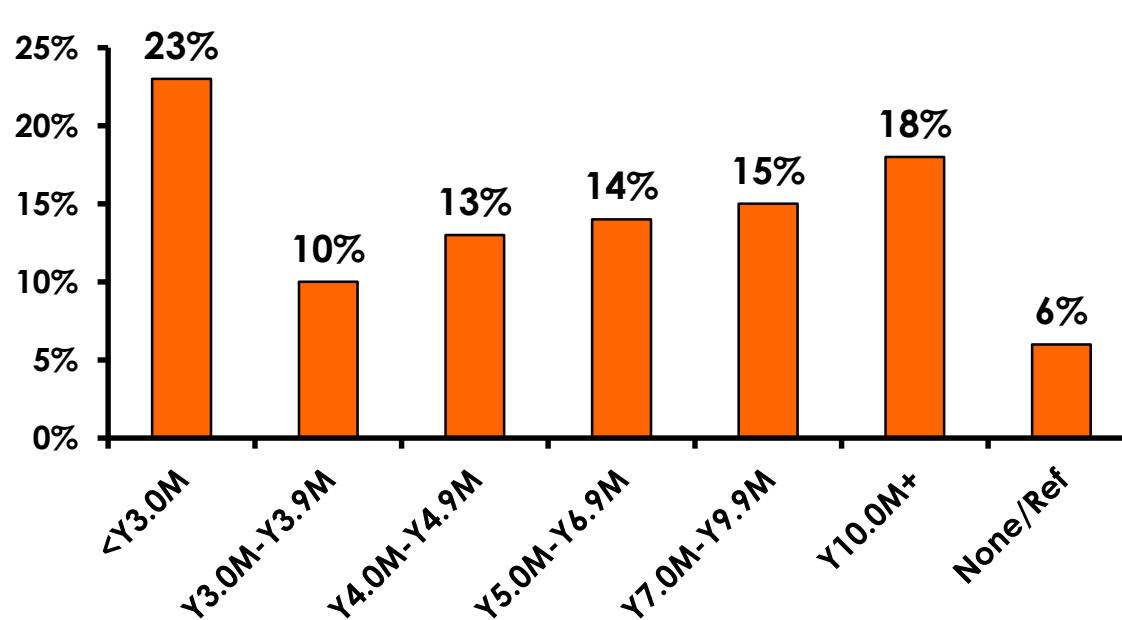
- The average age of the respondents is 26.09 years of age.

# AVERAGE - AGE



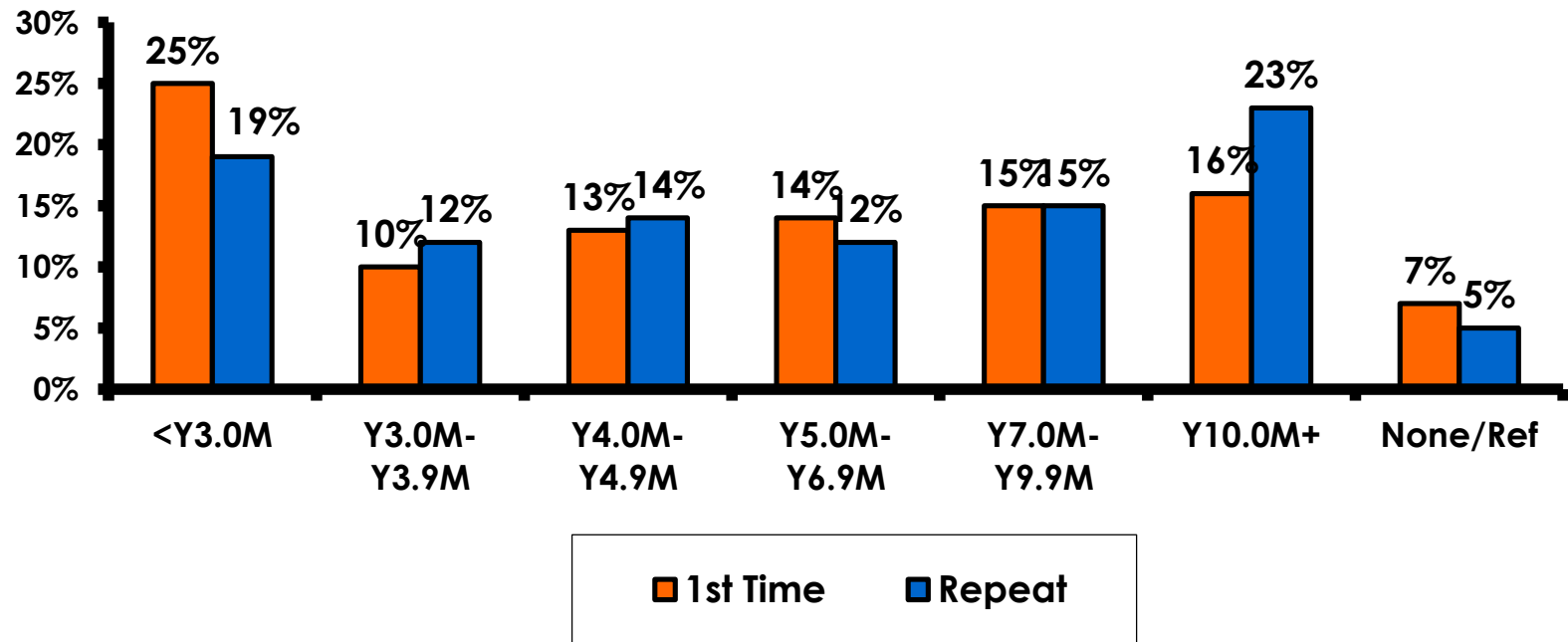


# Personal Income



• ¥113.84=\$1

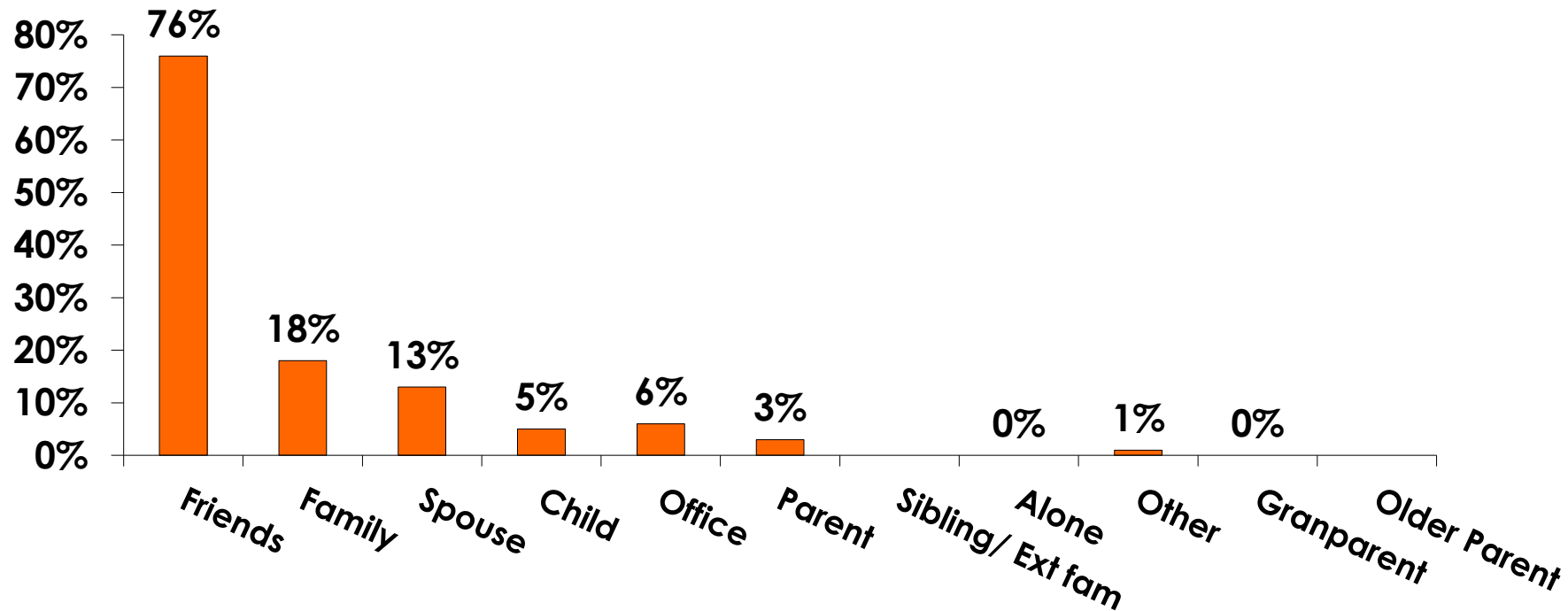
# Personal Income – 1st time vs. repeat



# Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<Y2.0 million	Count	39	17	22	37	1		
		Column N %	13%	11%	15%	19%	2%		
	Y2.0M-Y3.0M	Count	30	10	20	19	6	4	1
		Column N %	10%	7%	14%	10%	13%	12%	6%
	Y3.0M-Y4.0M	Count	30	15	15	16	8	3	3
		Column N %	10%	10%	10%	8%	17%	9%	18%
	Y4.0M-Y5.0M	Count	39	17	22	23	7	5	4
		Column N %	13%	11%	15%	12%	15%	15%	24%
	Y5.0M-Y7.0M	Count	40	26	14	22	9	6	2
		Column N %	14%	17%	10%	11%	19%	18%	12%
	Y7.0M-Y10.0M	Count	45	24	21	28	9	7	1
		Column N %	15%	16%	15%	15%	19%	21%	6%
	Y10.0M+	Count	54	30	24	33	6	9	6
		Column N %	18%	20%	17%	17%	13%	26%	35%
	No Income	Count	18	13	5	14	2		
		Column N %	6%	9%	3%	7%	4%		
Total	Count	295	152	143	192	48	34	17	

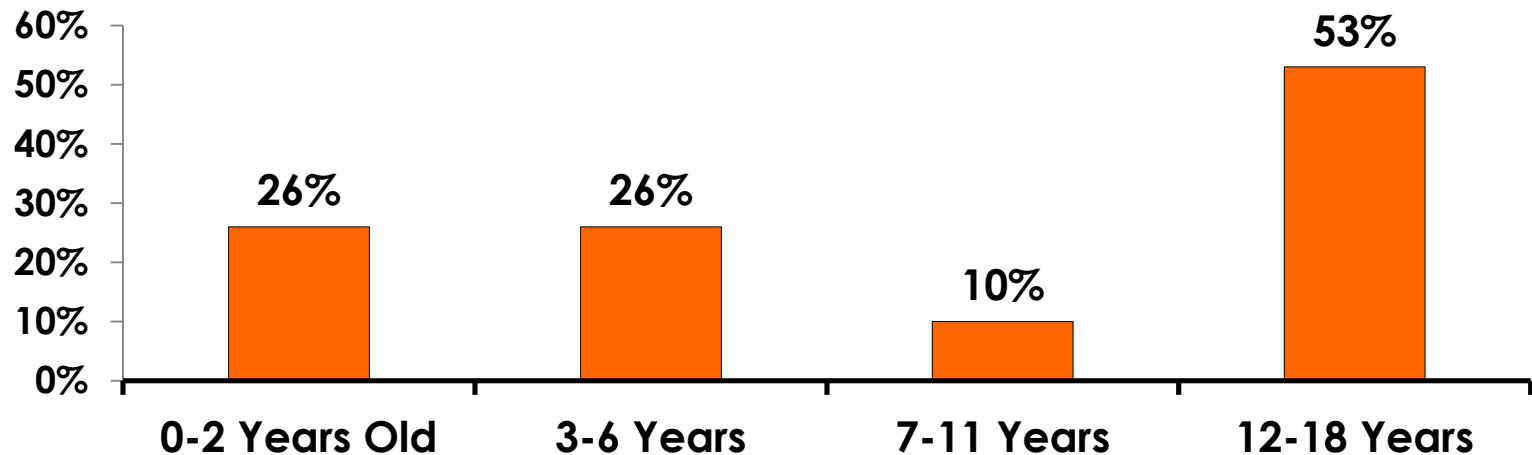
# Travel Companions



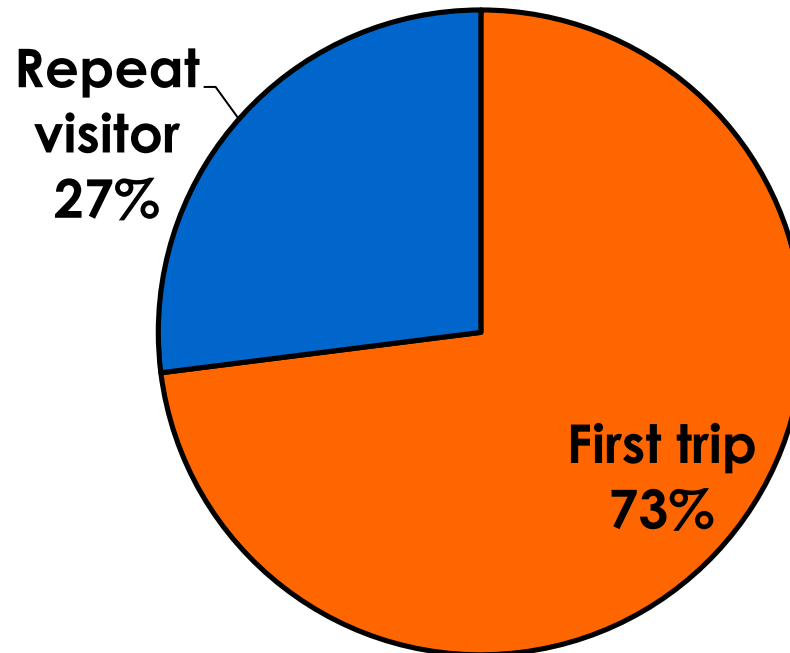
# Number of Children Travel Party

N=19 total respondents traveling with children.

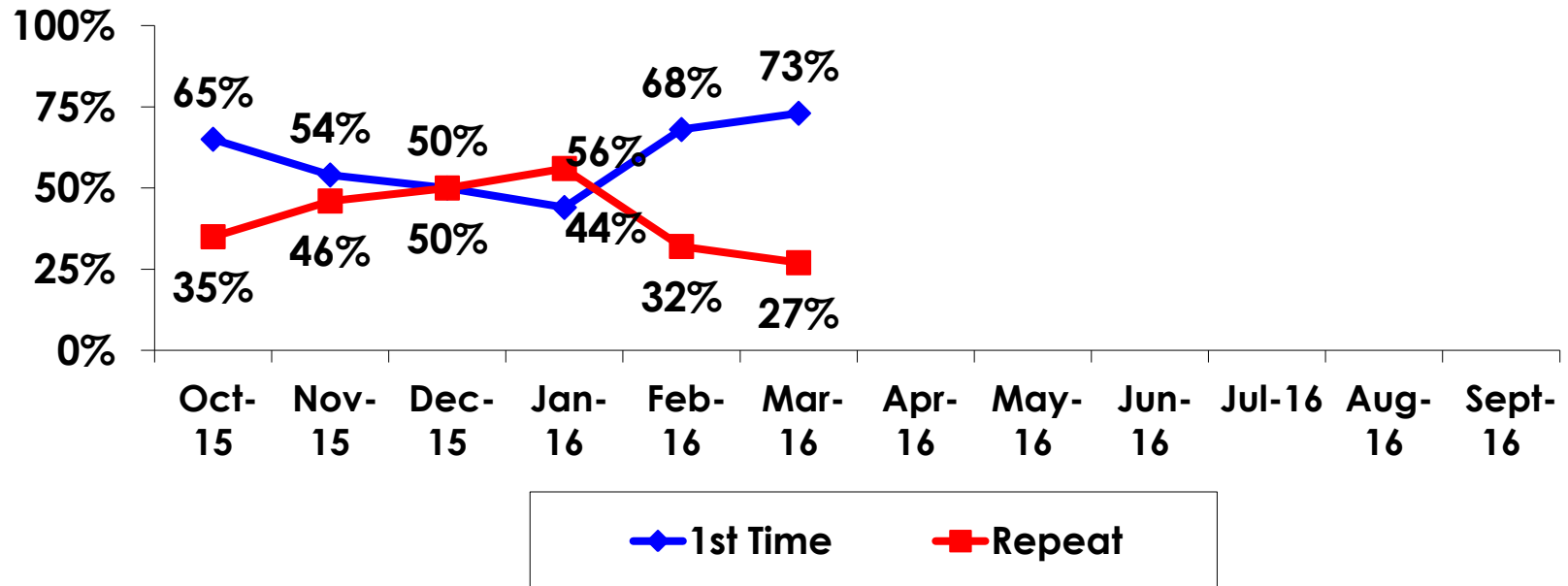
(Of those N=19 respondents, there is a total of 25 children 18 years or younger)



# Prior Trips to Guam



# PRIOR TRIPS TO GUAM



# Trips to Guam by Age & Gender

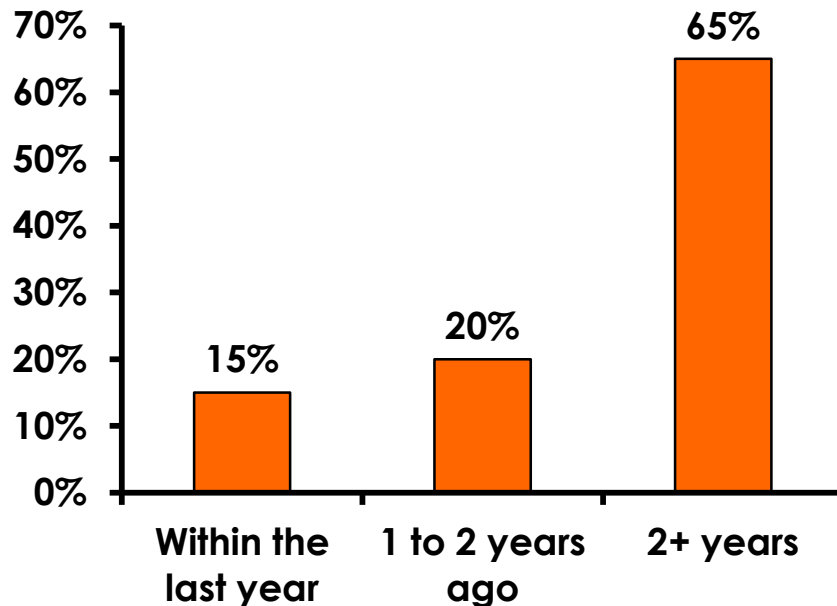
			TOTAL	TRIPS TO GUAM		
			-	1st	Repeat	
GENDER	Male	Count	177	131	44	
		Column N %	50%	50%	47%	
	Female	Count	179	129	50	
		Column N %	50%	50%	53%	
	Total	Count	356	260	94	
AGE	18-24	Count	251	199	51	
		Column N %	71%	78%	54%	
	25-34	Count	50	36	13	
		Column N %	14%	14%	14%	
	35-49	Count	34	15	19	
		Column N %	10%	6%	20%	
	50+	Count	17	6	11	
		Column N %	5%	2%	12%	
		Total	Count	352	256	94

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



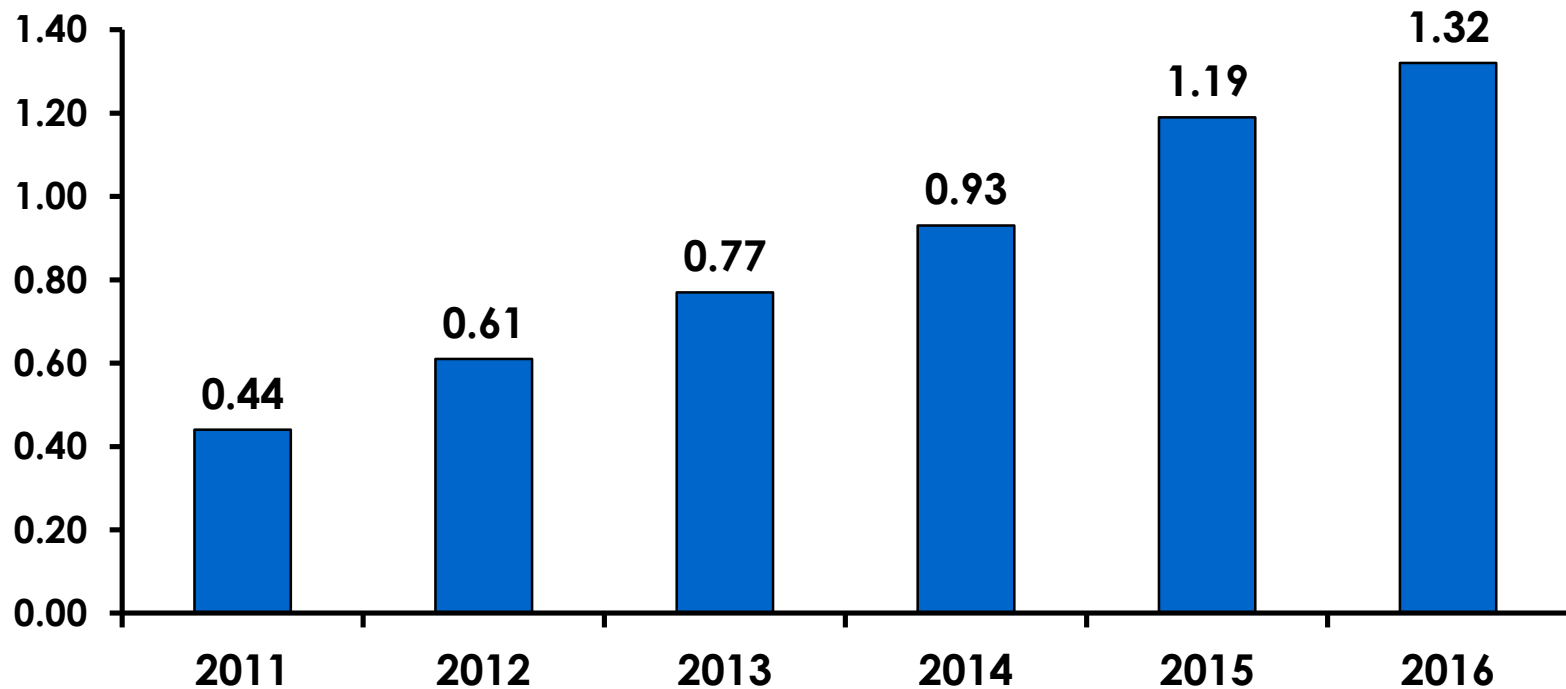
# Repeat Visitors Last Trip

n = 94



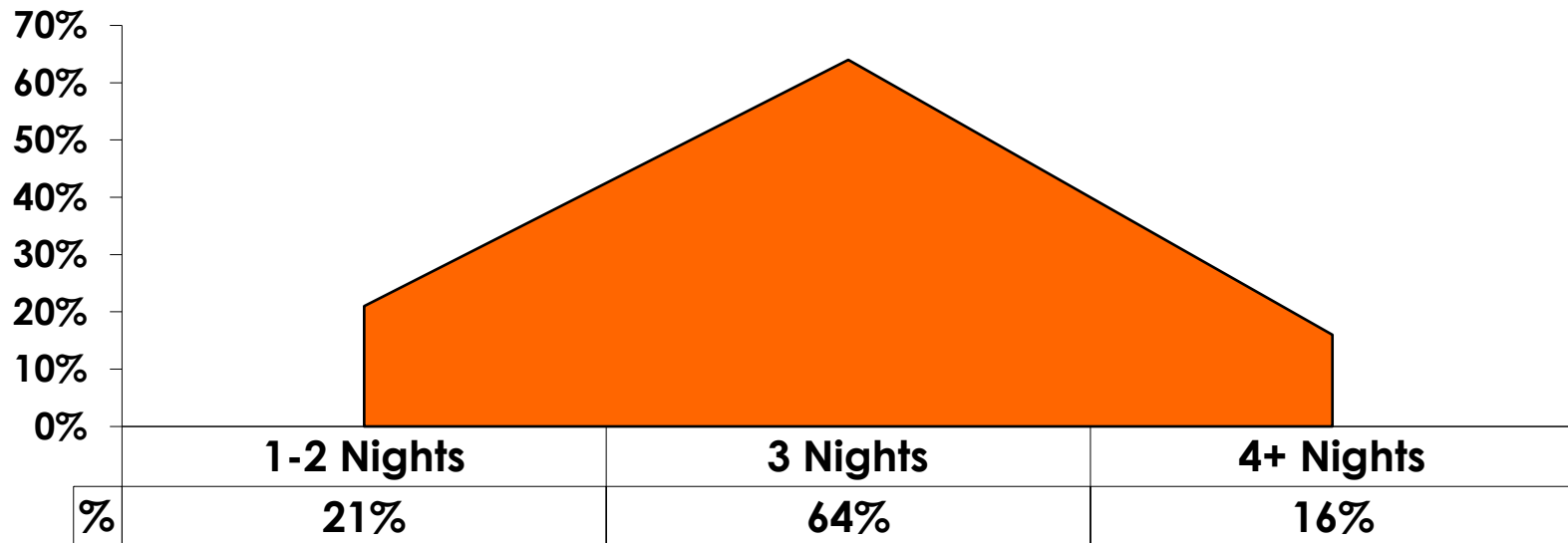
- The average repeat visitor has been to Guam 2.03 times.

# Average Number Overnight Trips (2011-2016) (2 nights or more)

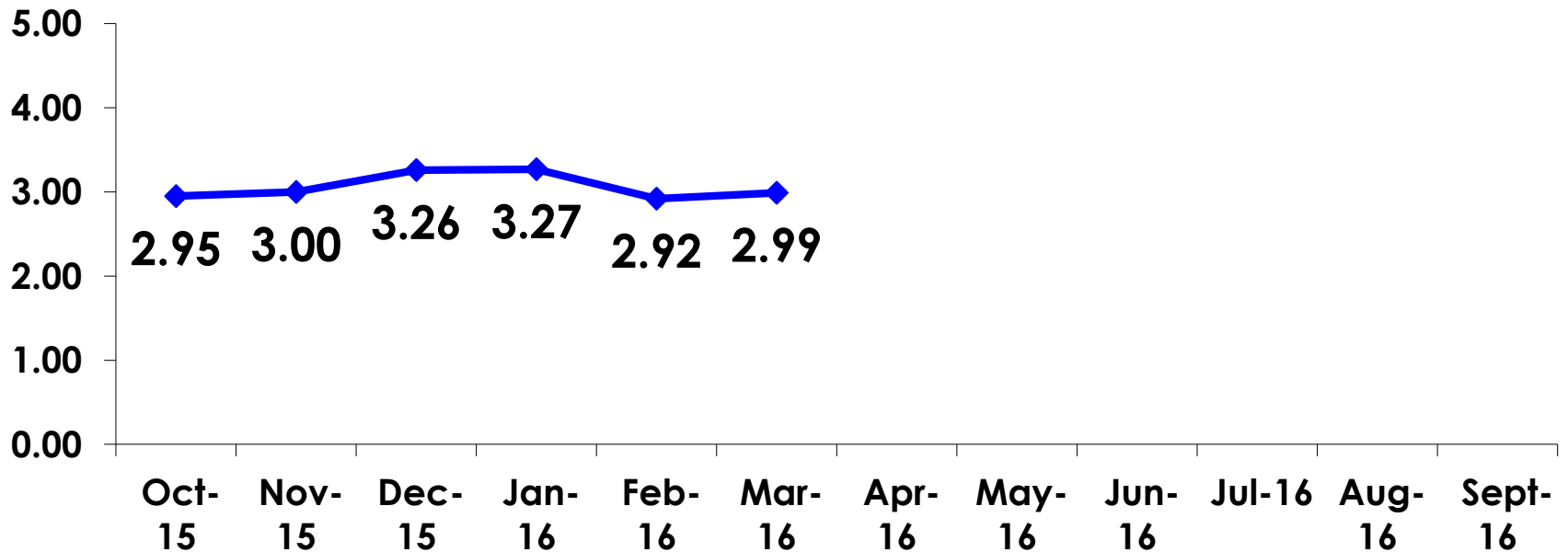


# Length of Stay

Mean = 2.99 Days  
Median = 3.0 Days



# AVG LENGTH OF STAY

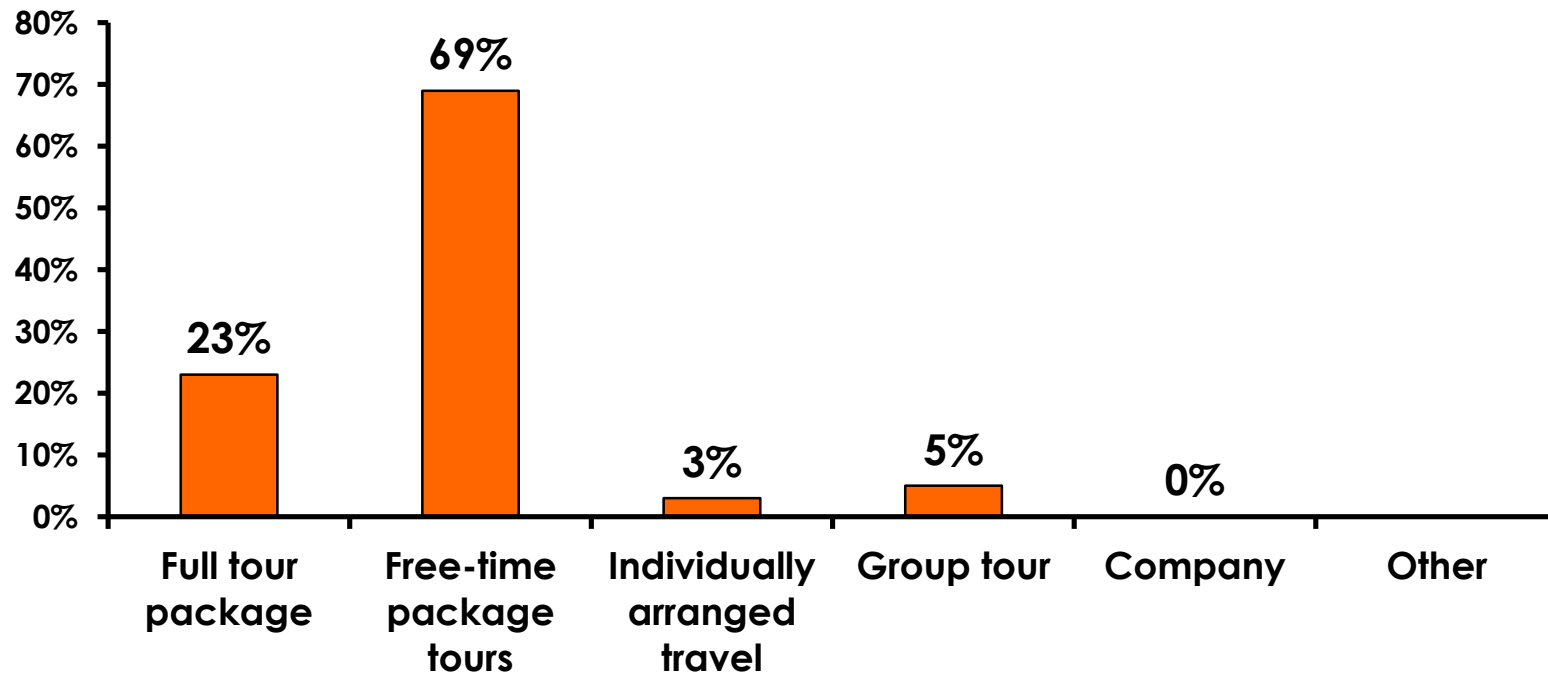


# Occupation by Income

		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	Student	64%	87%	23%	37%	53%	57%	62%	54%	100%	
	Office worker non-mgr	9%	3%	33%	20%	11%	5%	7%	11%		
	Engineer	5%		3%	3%	11%	13%	9%	7%		
	Salesperson	4%	3%	3%	10%	3%	5%	7%	6%		
	Other	2%		10%	10%	3%		2%			
	Homemaker	2%			3%	11%	3%		4%		
	Skilled worker	2%	3%	7%	3%	5%	3%				
	Self-employed	2%	5%	3%	3%		3%		4%		
	Govt- office worker non-mgr	2%			3%		5%	4%	2%		
	Professional/ Specialist	1%		3%		3%	3%		4%		
	Manager	1%		3%	3%			4%			
	Unemployed	1%			3%	3%			2%		
	Freeter	1%		7%					2%		
	Executive (30+ employees)	1%					3%	4%			
	Teacher	1%							4%		
	Retired	0%		3%							
	Govt- Executive	0%					3%				
	Govt- Manager	0%							2%		
	Total	Count	346	39	30	30	38	40	45	54	18

# SECTION 2 **TRAVEL PLANNING**

# Travel Planning - Overall



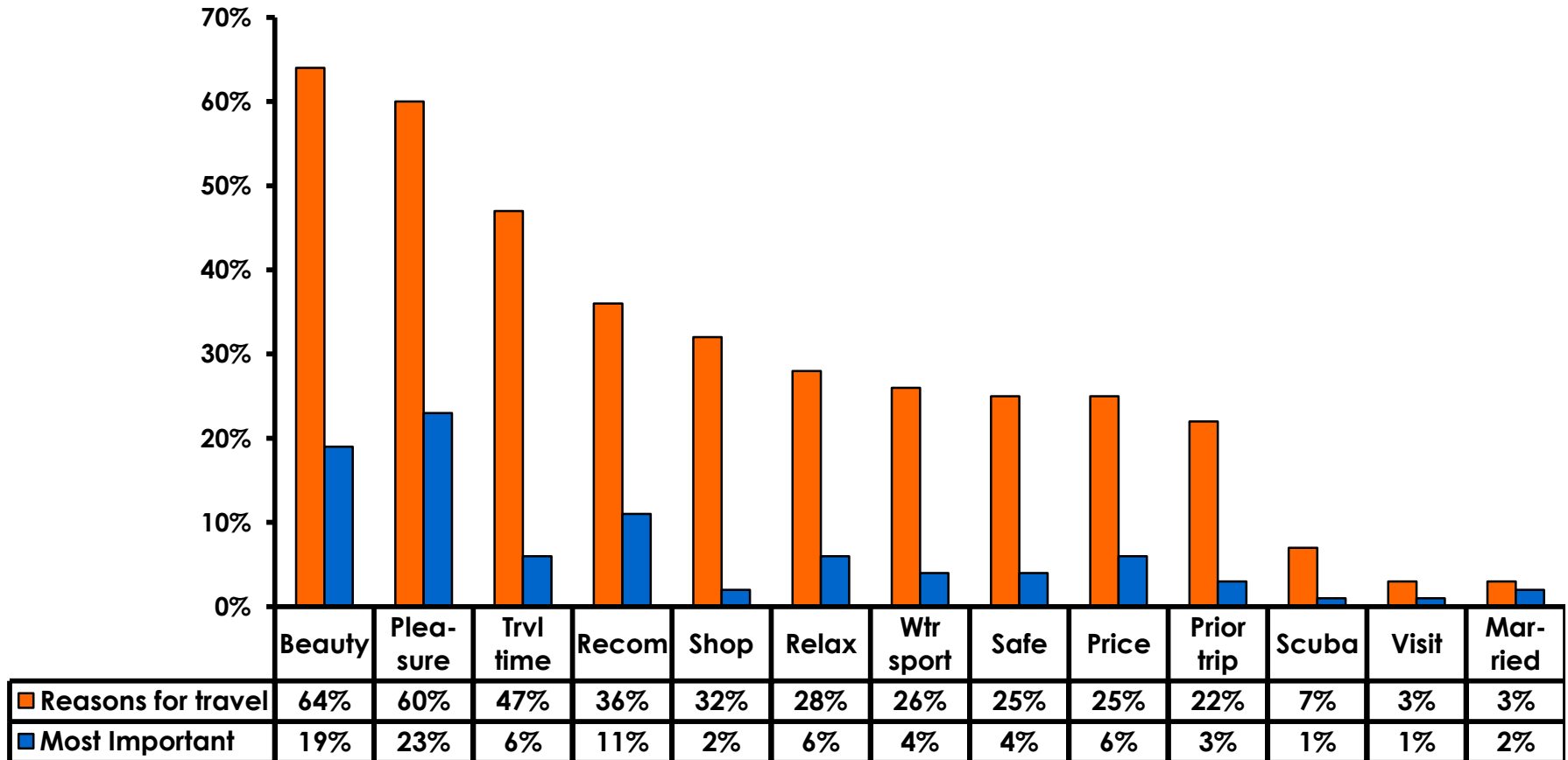
# Accommodation by Income

Average length of stay: 2.99 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	13%	23%	10%	10%	18%	3%	18%	11%	17%	
	Pacific Bay Hotel	10%	5%	7%	17%	3%	13%	13%	6%	17%	
	Other	8%	8%	7%		10%	10%	11%	6%	11%	
	Royal Orchid Guam	7%	10%		3%	8%	15%	4%	4%	6%	
	Outrigger Guam Resort	7%	8%	3%	20%	3%	5%	4%	15%		
	Bayview Hotel	6%		10%	10%	8%		2%	7%	6%	
	Hilton Guam Resort	5%	5%	17%			8%	7%	6%	6%	
	Oceanview Hotel	5%	5%	3%			5%	4%	7%		
	Guam Reef & Olive Spa	4%		7%	10%		8%	2%	7%		
	PIC Club	4%	5%	7%		3%	8%	2%	7%		
	Verona Resort & Spa	4%	5%		7%	8%		2%	4%		
	Fiesta Resort Guam	3%	3%			5%	5%	4%	2%	6%	
	Hotel Nikko Guam	3%	3%	3%	3%	10%	8%	2%	2%		
	Leo Palace Resort	3%		3%	7%	3%	3%	9%		11%	
	Onward Beach Resort	3%	3%			5%	5%	2%	2%	17%	
	Grand Plaza Hotel	3%	8%	10%		3%		2%	2%		
	Hotel Santa Fe	3%	3%			3%	3%			6%	
	Westin Resort Guam	3%	5%		3%	3%		2%	6%		
	Holiday Resort Guam	2%	3%	3%	3%	3%	3%				
	Pacific Star Resort & Spa	2%		7%	3%	3%	3%		4%		
	Aqua Suites	1%				3%		4%			
	Sheraton Laguna Guam	1%			3%	3%			2%		
	Dusit Thani Guam	0%							2%		
	Lotte Hotel Guam	0%						2%			
	Hyatt Regency Guam	0%		3%							
	Total	Count	356	39	30	30	39	40	45	54	18



# Travel Motivation - Top Responses



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# Most Important Reason for Choosing Guam

- Pleasure
  - Guam's natural beauty/ beaches,
  - Recommendations, and
- 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	64%	65%	66%	59%	59%	58%	69%	
	Pleasure	60%	63%	60%	56%	35%	56%	64%	
	Short travel time	47%	47%	46%	53%	41%	43%	50%	
	Recomm- friend/family/trvl agnt	36%	41%	24%	15%	24%	36%	35%	
	Shopping	32%	34%	24%	38%	29%	23%	42%	
	Relax	28%	26%	34%	32%	29%	28%	28%	
	Water sports	26%	30%	20%	12%	18%	22%	29%	
	Safe	25%	22%	32%	35%	41%	25%	25%	
	Price	25%	26%	14%	38%	18%	20%	29%	
	Previous trip	22%	16%	20%	44%	65%	21%	22%	
	Scuba	7%	6%	14%	3%		7%	6%	
	Other	6%	8%	2%	3%		2%	10%	
	Visit friends/ Relatives	3%	4%		3%		4%	2%	
	Married/ Attn wedding	3%		10%	3%	18%	5%	1%	
	Golf	3%	1%	2%	15%		2%	3%	
	Organized sports	2%	2%	2%		6%	4%	1%	
	Honeymoon	2%		12%	3%		3%	1%	
	Company/ Business Trip	2%		8%	3%	12%	2%	2%	
	Company Sponsored	1%	0%	2%		6%	2%		
	Career Cert/ Testing	0%		2%			1%		
	Convention/ Trade/ Conference	0%	0%				1%		
	Total	Count	351	246	50	34	17	174	177

# 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	64%	53%	69%	66%	72%	63%	60%	75%	39%	
	Pleasure	60%	45%	66%	62%	64%	65%	44%	70%	56%	
	Short travel time	47%	47%	59%	41%	46%	48%	47%	43%	22%	
	Recomm- friend/family/trvl agnt	36%	47%	31%	28%	46%	30%	31%	30%	39%	
	Shopping	32%	32%	41%	45%	33%	25%	31%	36%	6%	
	Relax	28%	21%	59%	28%	33%	20%	24%	32%	28%	
	Water sports	26%	26%	34%	17%	26%	35%	16%	23%	22%	
	Safe	25%	21%	31%	24%	18%	23%	36%	26%	11%	
	Price	25%	34%	24%	21%	28%	18%	20%	28%	22%	
	Previous trip	22%	21%	31%	24%	23%	23%	20%	30%	17%	
	Scuba	7%	3%	3%	3%	13%	5%	9%	9%		
	Other	6%	13%			5%	5%	9%	6%	6%	
	Visit friends/ Relatives	3%	3%		3%	3%	5%	2%	4%	6%	
	Married/ Attn wedding	3%		7%	3%	5%	3%	4%	2%		
	Golf	3%			3%	3%		7%	4%		
	Organized sports	2%			7%		5%			11%	
	Honeymoon	2%		3%	7%		5%	4%			
	Company/ Business Trip	2%	3%	7%	7%		3%		2%		
	Company Sponsored	1%						2%	4%		
	Career Cert/ Testing	0%						2%			
	Convention/ Trade/ Conference	0%						2%			
	Total	Count	351	38	29	29	39	40	45	53	18

# SECTION 3 **EXPENDITURES**

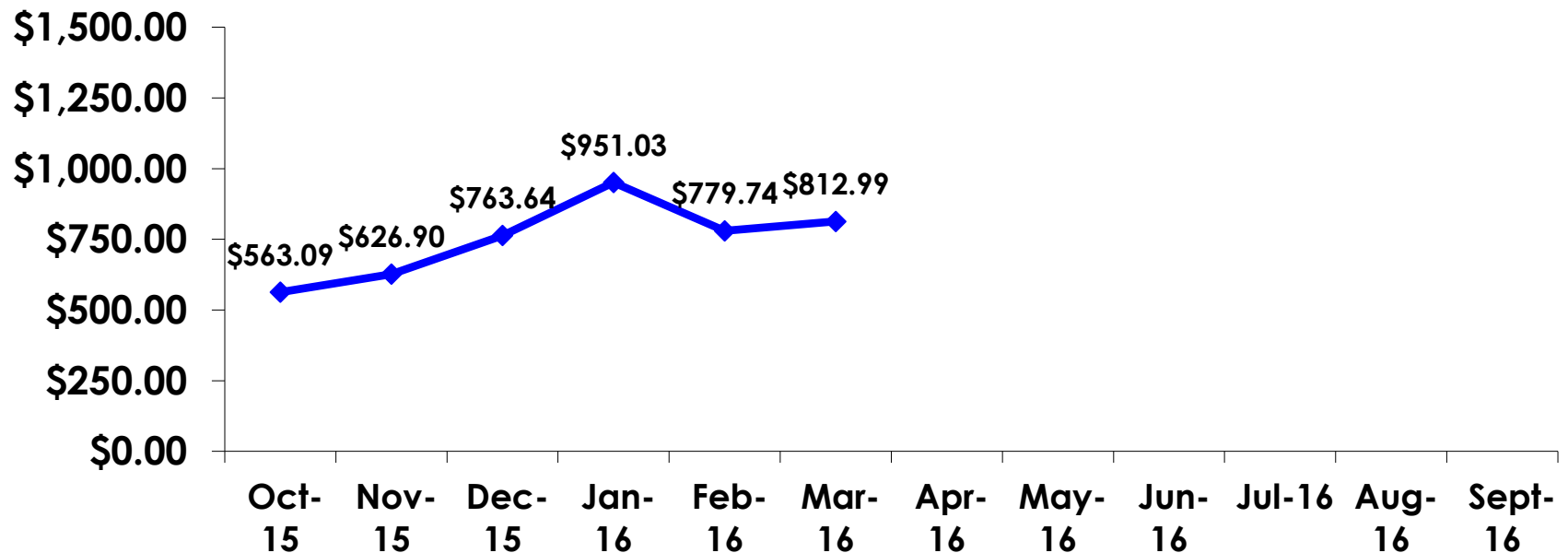
# Prepaid Expenditures

¥113.84/US\$1

- \$1,362.41 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$14,055 = maximum (highest amount recorded for the entire sample)
- \$812.99 = overall mean average per person prepaid expenditures

# PREPAID EXPENDITURES

## Per Person



YTD=\$749.98

# Breakdown of Prepaid Expenditures

¥113.84=\$1

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

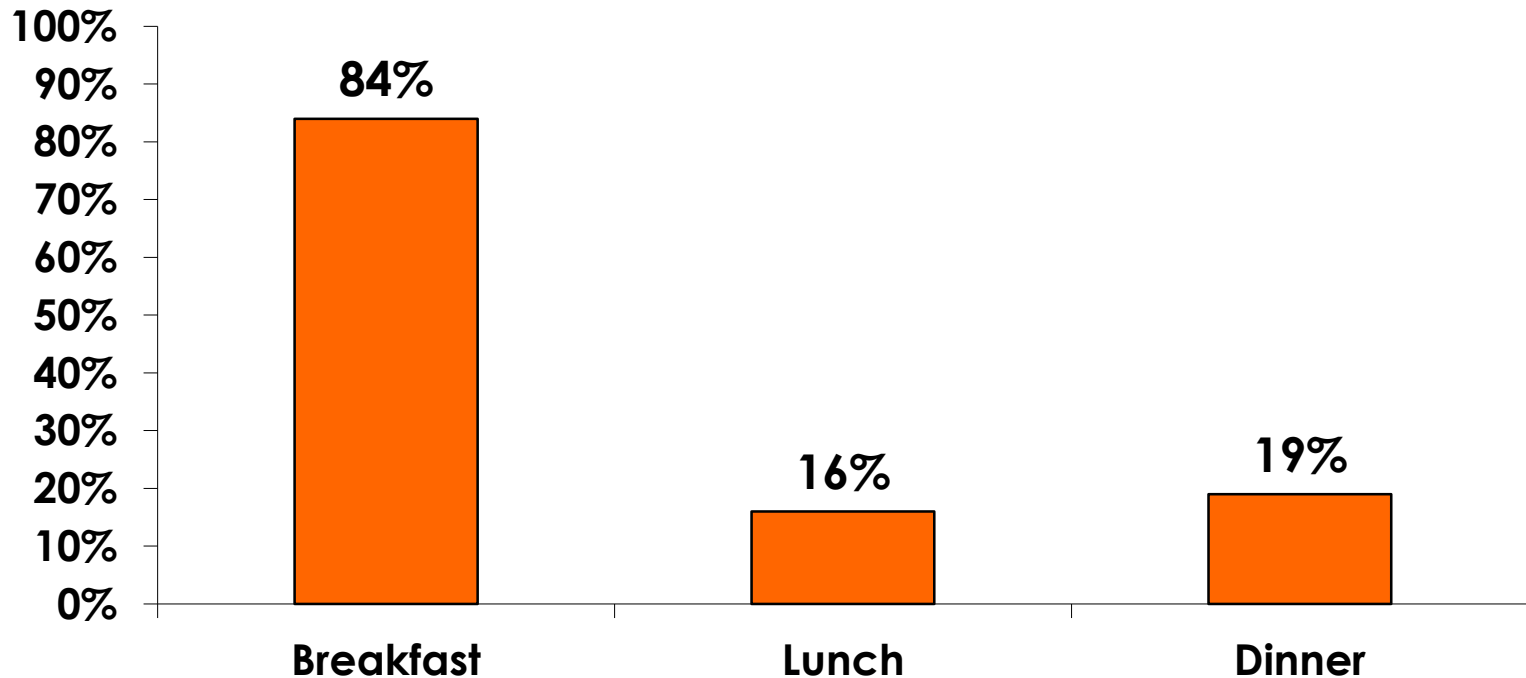
	MEAN \$
Air & Accommodation package only	\$1,279.61
Air & Accommodation w/ daily meal package	\$1,955.45
Air only	\$600.26
Accommodation only	\$380.65
Accommodation w/ daily meal only	\$-
Food & Beverages in Hotel	\$168.00
Ground transportation – Japan	\$85.87
Ground transportation – Guam	\$52.71
Optional tours/ activities	\$276.16
Other expenses	\$286.39
<b>Total Prepaid</b>	<b>\$1,362.41</b>



# PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n=31

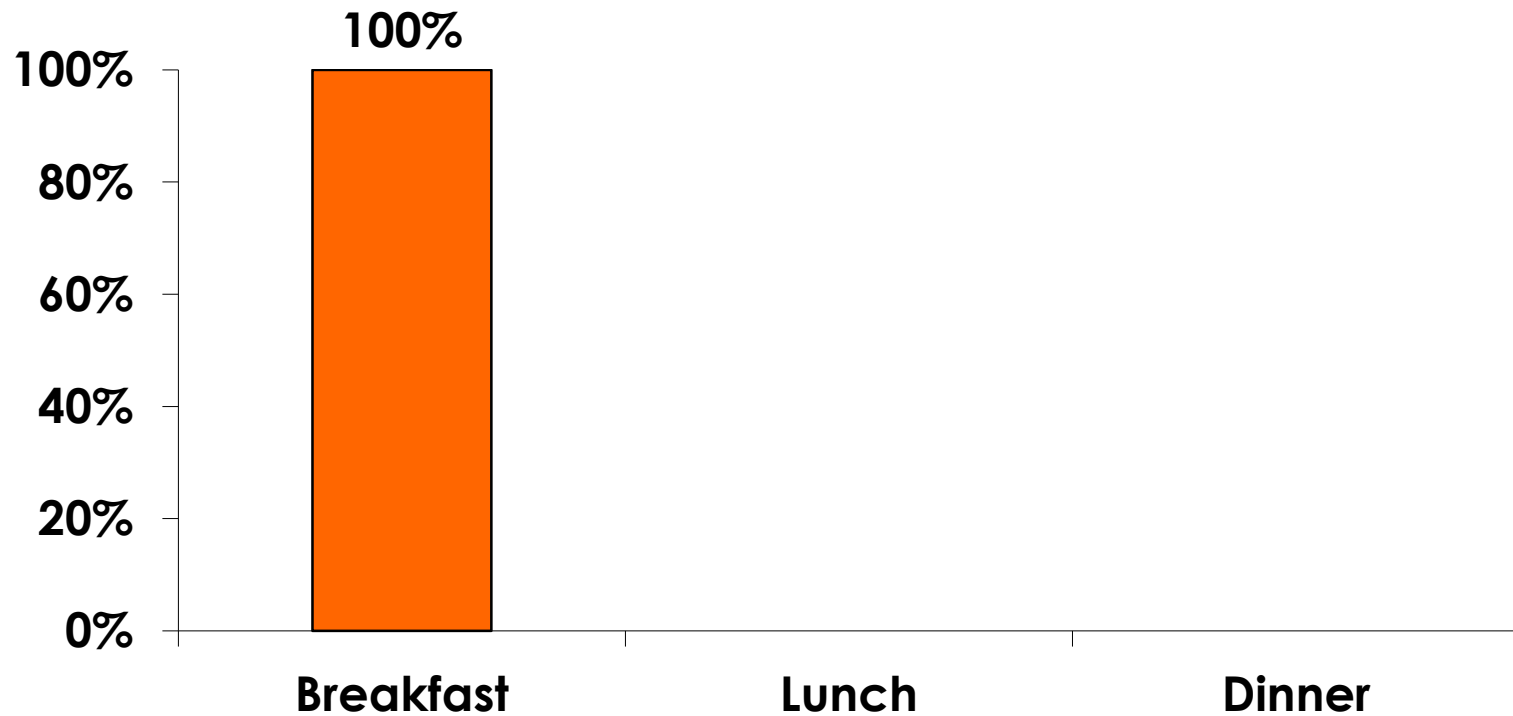


Mean=\$1,955.45 per travel party

# PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

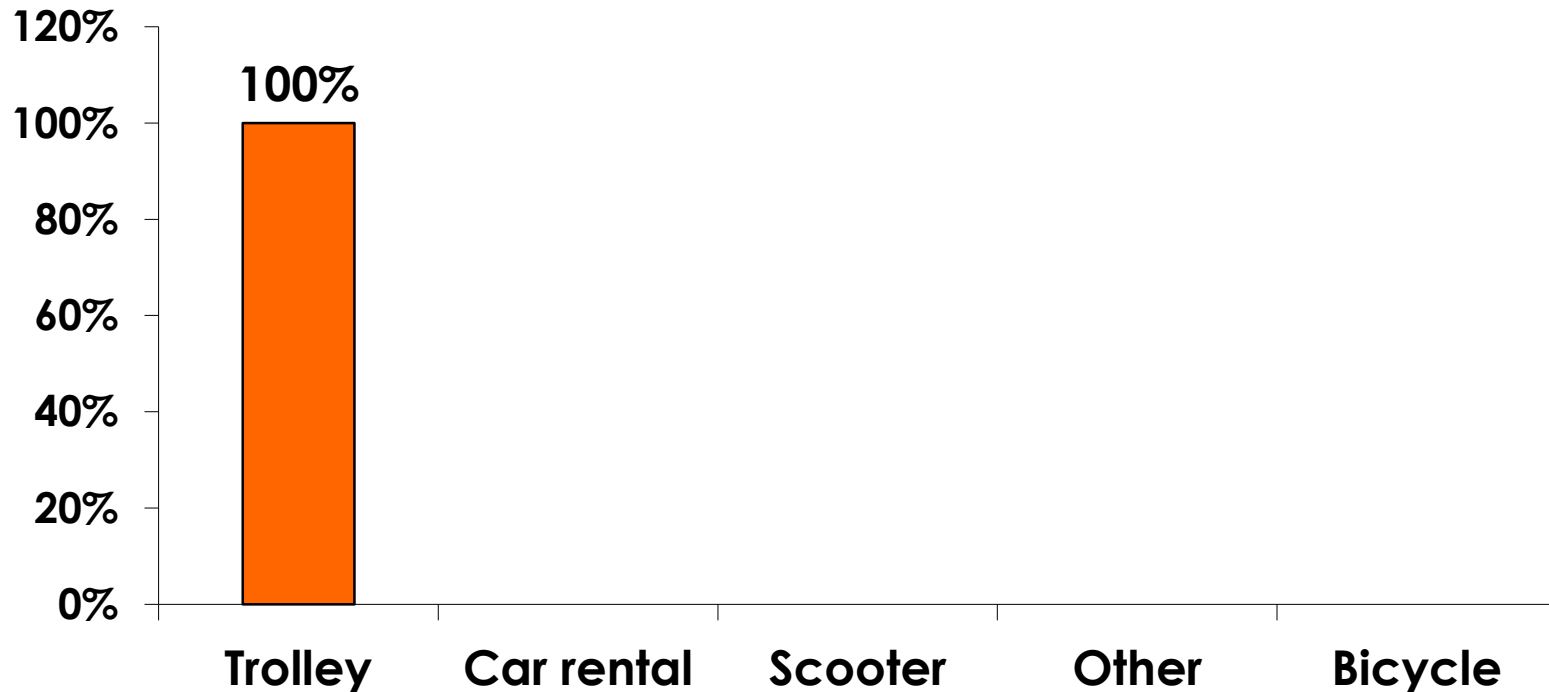
n=1



Mean=\$XXX.XX per travel party

# PREPAID GROUND TRANSPORTATION

n=1



Mean=\$52.71 per travel party

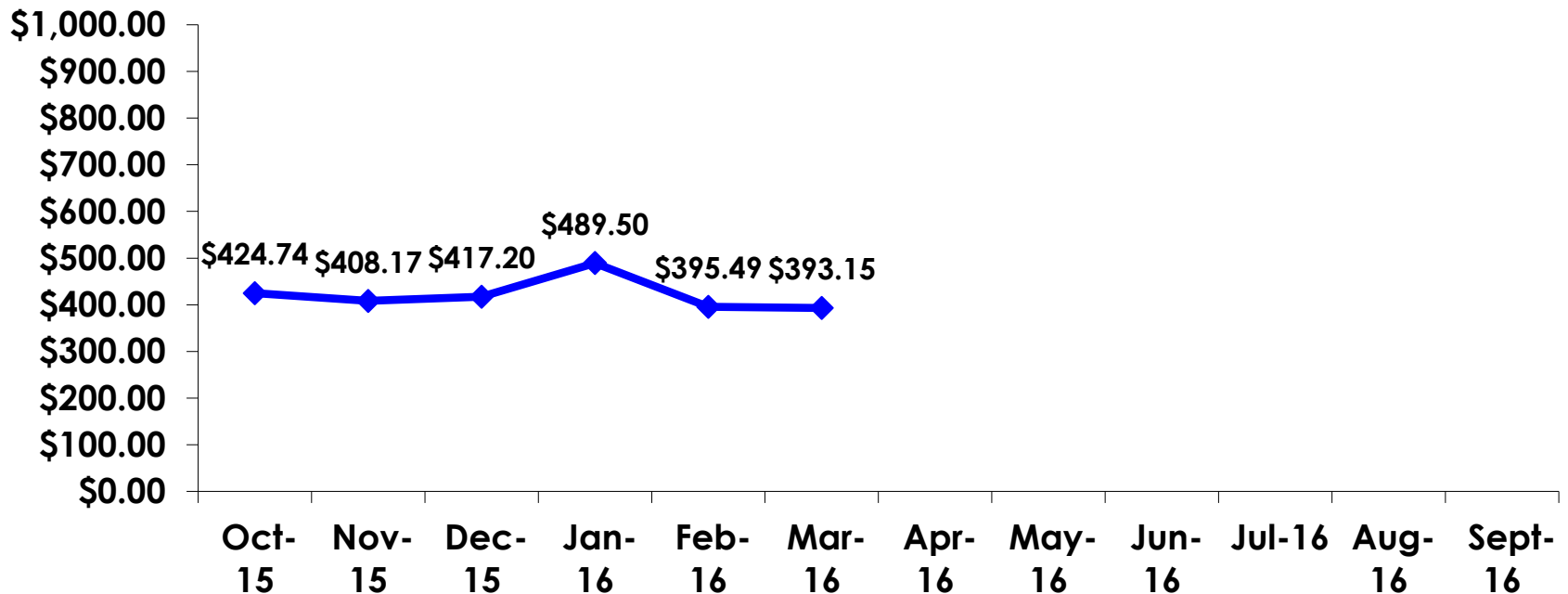
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# On-Island Expenditures

- \$566.56 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$7,250 = Maximum (highest amount recorded for the entire sample)
- \$393.15 = overall mean average per person on-island expenditure

# ON-ISLAND EXPENDITURES

## Per Person

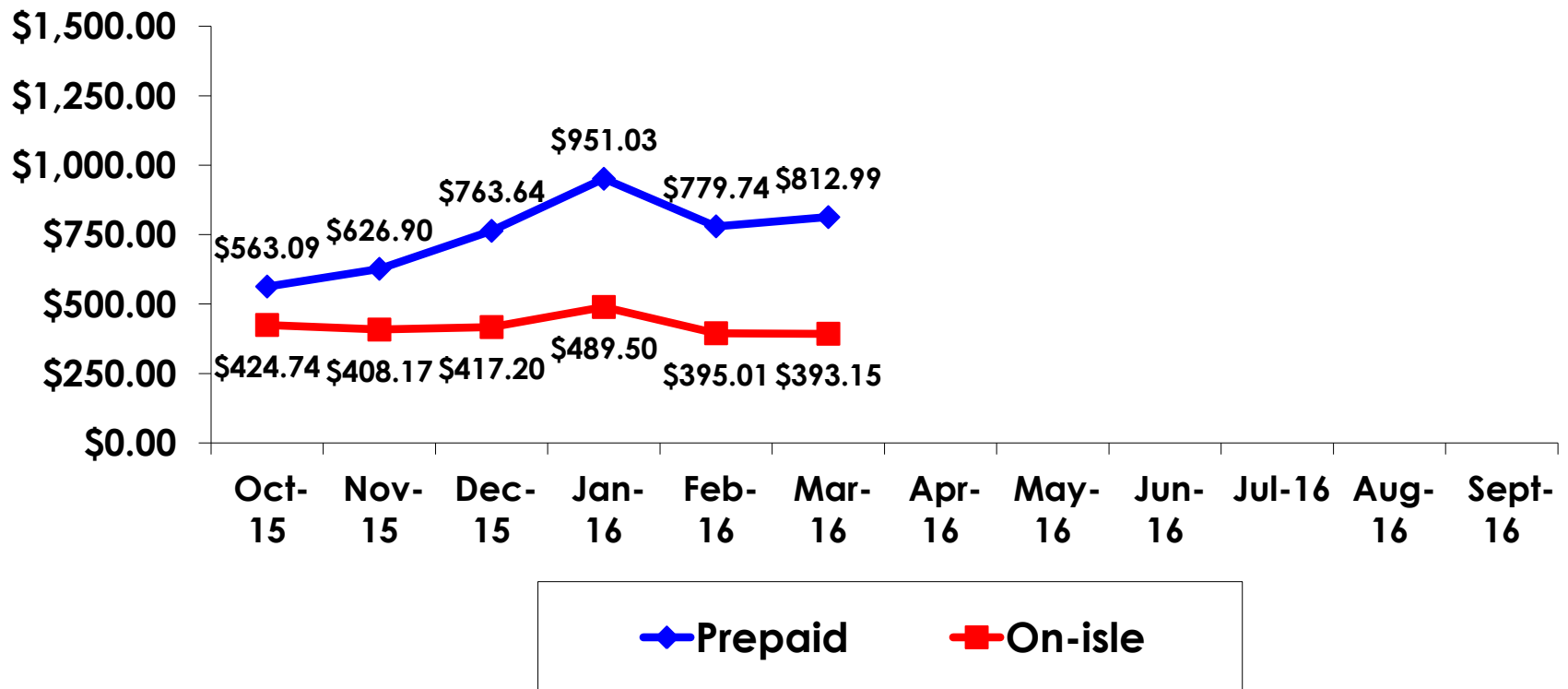


YTD = \$421.32

# PREPAID/ ON-ISLE EXPENDITURES – Per Person

Prepaid YTD = \$749.98

On-Isle YTD = \$421.32



# 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	\$393.15	\$418.51	\$368.08	\$391.67	\$451.10	\$433.19	\$616.92	\$344.16	\$321.71	\$500.76	\$714.17
	Median	\$300	\$335	\$300	\$320	\$390	\$350	\$350	\$300	\$300	\$400	\$600
	Minimum	\$0	\$0	\$0	\$0	\$80	\$0	\$130	\$0	\$150	\$0	\$240
	Maximum	\$2,665	\$2,665	\$2,000	\$2,665	\$1,100	\$1,813	\$2,500	\$2,000	\$500	\$1,735	\$1,815

# On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$31.69	\$46.21	\$17.34	\$14.06	\$52.40	\$111.18	\$79.65
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
F&B FF/STORE	Mean	\$38.12	\$44.55	\$31.76	\$30.83	\$45.40	\$79.71	\$35.41
	Median	\$10	\$12	\$0	\$5	\$20	\$0	\$22
F&B RESTRNT	Mean	\$78.67	\$91.24	\$66.23	\$62.23	\$76.76	\$100.00	\$296.88
	Median	\$30	\$30	\$30	\$25	\$50	\$10	\$100
OPT TOUR	Mean	\$57.79	\$71.19	\$44.54	\$45.90	\$96.14	\$81.71	\$86.24
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GIFT- SELF	Mean	\$130.19	\$143.55	\$116.97	\$85.53	\$106.20	\$324.41	\$500.71
	Median	\$20	\$0	\$30	\$2	\$45	\$100	\$52
GIFT- OTHER	Mean	\$85.72	\$84.45	\$86.98	\$59.45	\$115.60	\$167.85	\$222.24
	Median	\$40	\$30	\$50	\$30	\$80	\$80	\$100
TRANS	Mean	\$10.26	\$13.66	\$6.89	\$7.73	\$17.32	\$17.21	\$15.29
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER	Mean	\$134.13	\$160.65	\$107.90	\$131.42	\$90.50	\$174.03	\$242.35
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL	Mean	\$566.56	\$655.50	\$478.61	\$437.16	\$600.32	\$1,056.09	\$1,478.76
	Median	\$375	\$420	\$300	\$300	\$500	\$578	\$1,000



# On-Island Expenditures

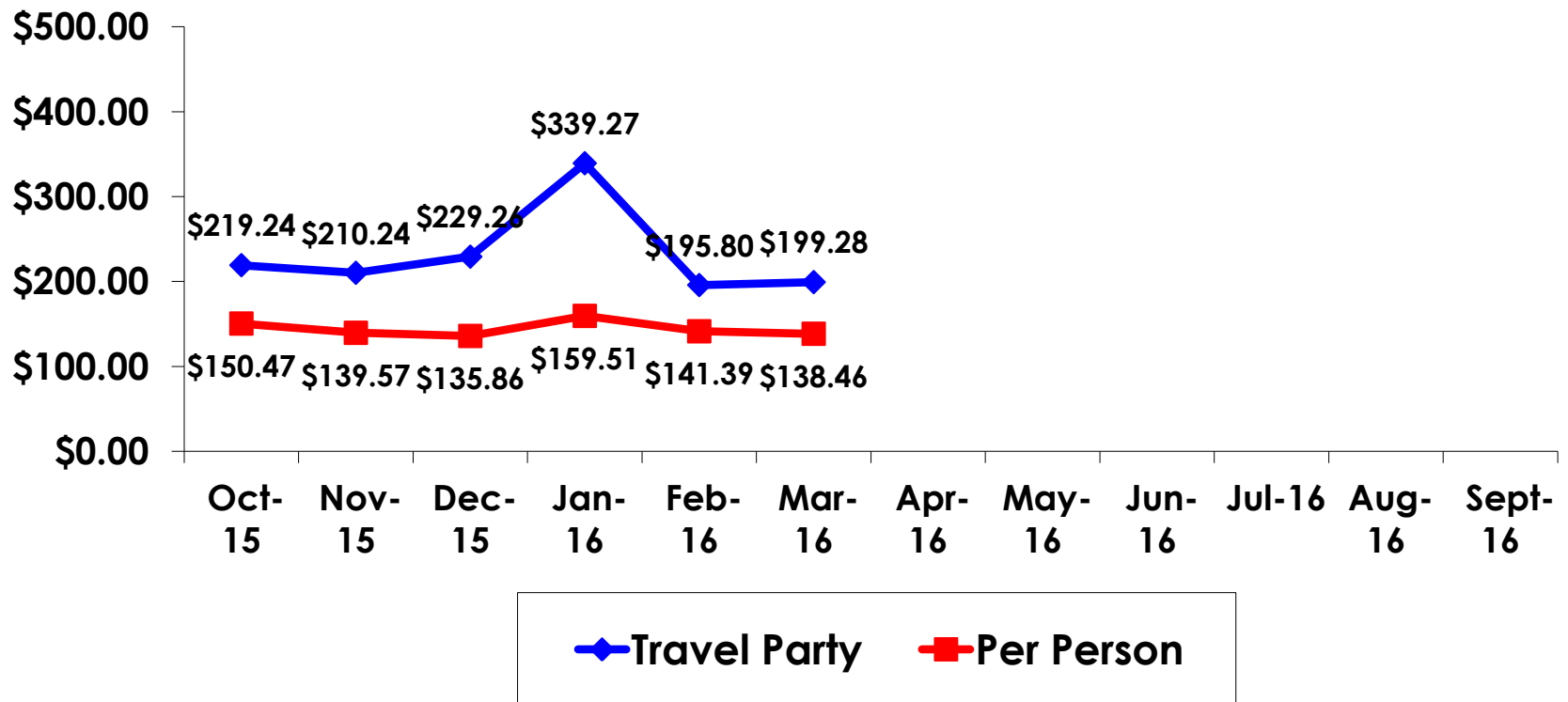
## First Timers & Repeaters

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$31.69	\$27.75	\$43.28
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$38.12	\$36.89	\$36.49
	Median	\$10	\$10	\$10
F&B RESTRNT	Mean	\$78.67	\$80.63	\$73.83
	Median	\$30	\$30	\$0
OPT TOUR	Mean	\$57.79	\$54.24	\$64.59
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$130.19	\$100.32	\$215.13
	Median	\$20	\$1	\$45
GIFT- OTHER	Mean	\$85.72	\$79.87	\$101.94
	Median	\$40	\$40	\$35
TRANS	Mean	\$10.26	\$9.83	\$11.41
	Median	\$0	\$0	\$0
OTHER	Mean	\$134.13	\$138.47	\$124.98
	Median	\$0	\$0	\$0
TOTAL	Mean	\$566.56	\$527.99	\$671.64
	Median	\$375	\$350	\$400

# ON-ISLE EXPENDITURES – Per Day

Travel Party YTD = \$232.13

Per Person YTD = \$144.18

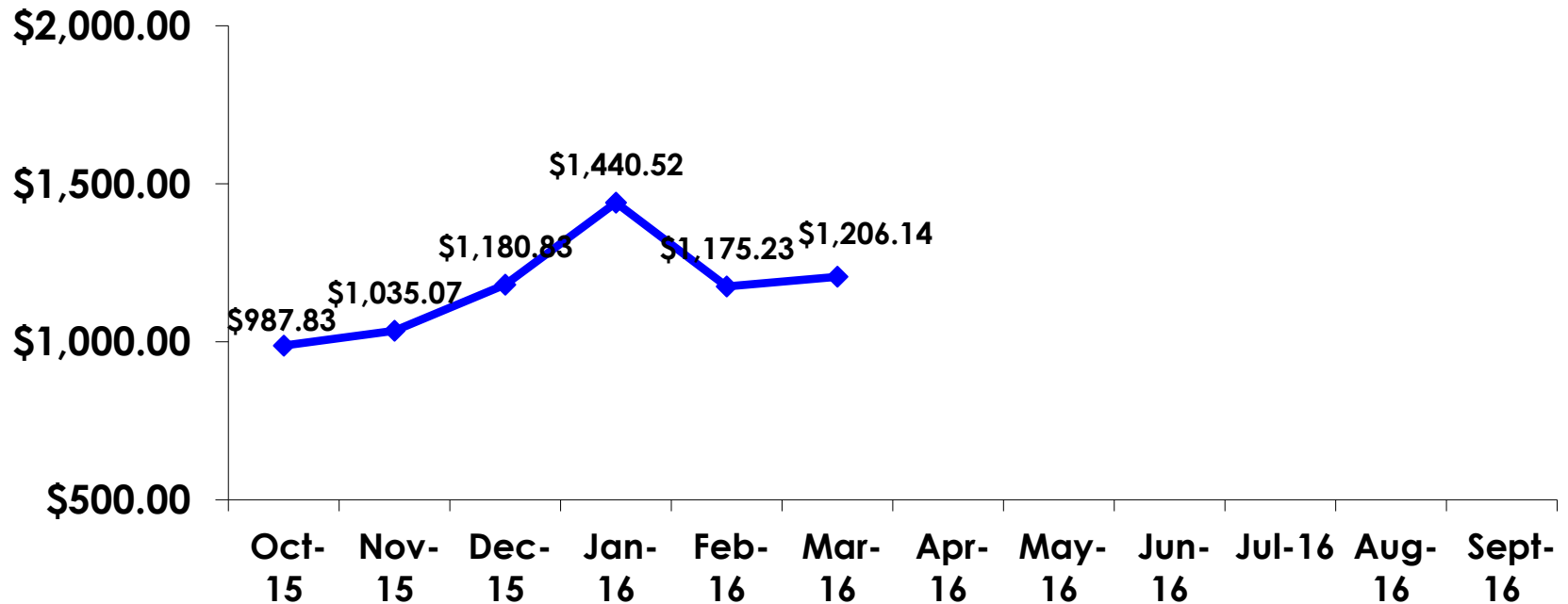


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# Total Expenditures Per Person (Prepaid & On-Island)

- \$1,206.14 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$7,527 = Maximum (highest amount recorded for the entire sample)

# TOTAL EXPENDITURES Per Person



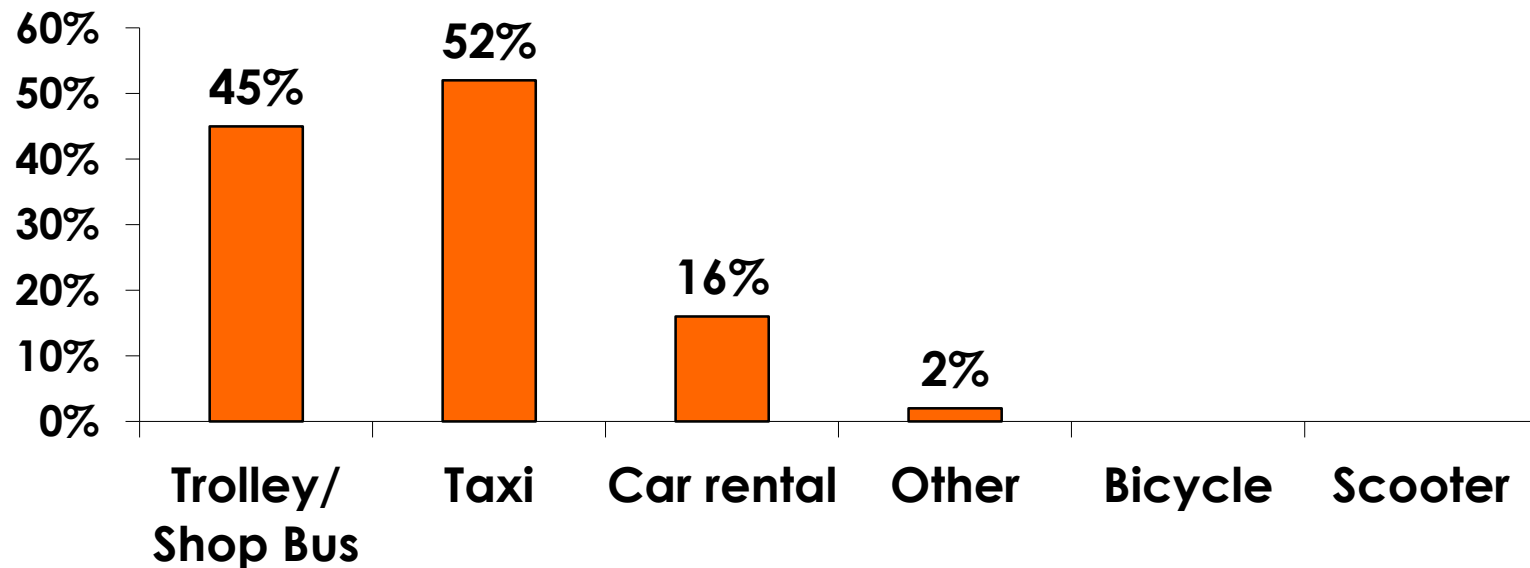
YTD=\$1,171.30

# Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$31.69
Food & beverage in fast food restaurant/convenience store	\$38.12
Food & beverage at restaurants or drinking establishments outside a hotel	\$78.67
Optional tours and activities	\$57.79
Gifts/ souvenirs for yourself/companions	\$130.19
Gifts/ souvenirs for friends/family at home	\$85.72
Local transportation	\$10.26
Other expenses not covered	\$134.13
<b>Average Total</b>	<b>\$566.56</b>

# Local Transportation

n=85



Mean=\$10.26 per travel party

---

# Guam Airport Expenditures

- \$19.22 = Mean
- \$10 = Median
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$400 = Maximum (highest amount recorded for the entire sample)

# Breakdown of Airport Expenditures

	<b>MEAN \$</b>
<b>Food &amp; Beverages</b>	\$8.72
<b>Gifts/Souvenirs Self</b>	\$5.77
<b>Gifts/Souvenirs Others</b>	\$4.73
<b>Total</b>	<b>\$19.22</b>

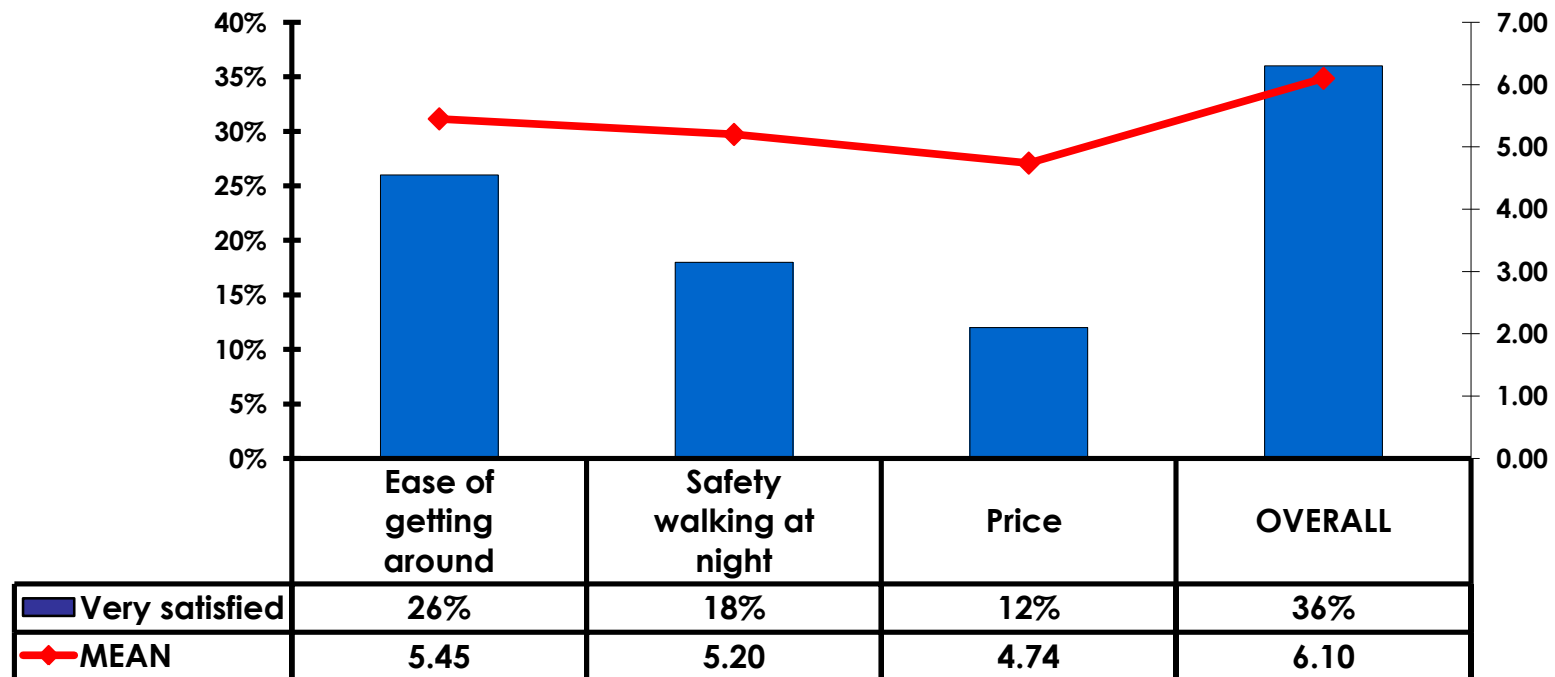


# SECTION 4 **VISITOR SATISFACTION**

# Satisfaction Scores Overall

7pt Rating Scale

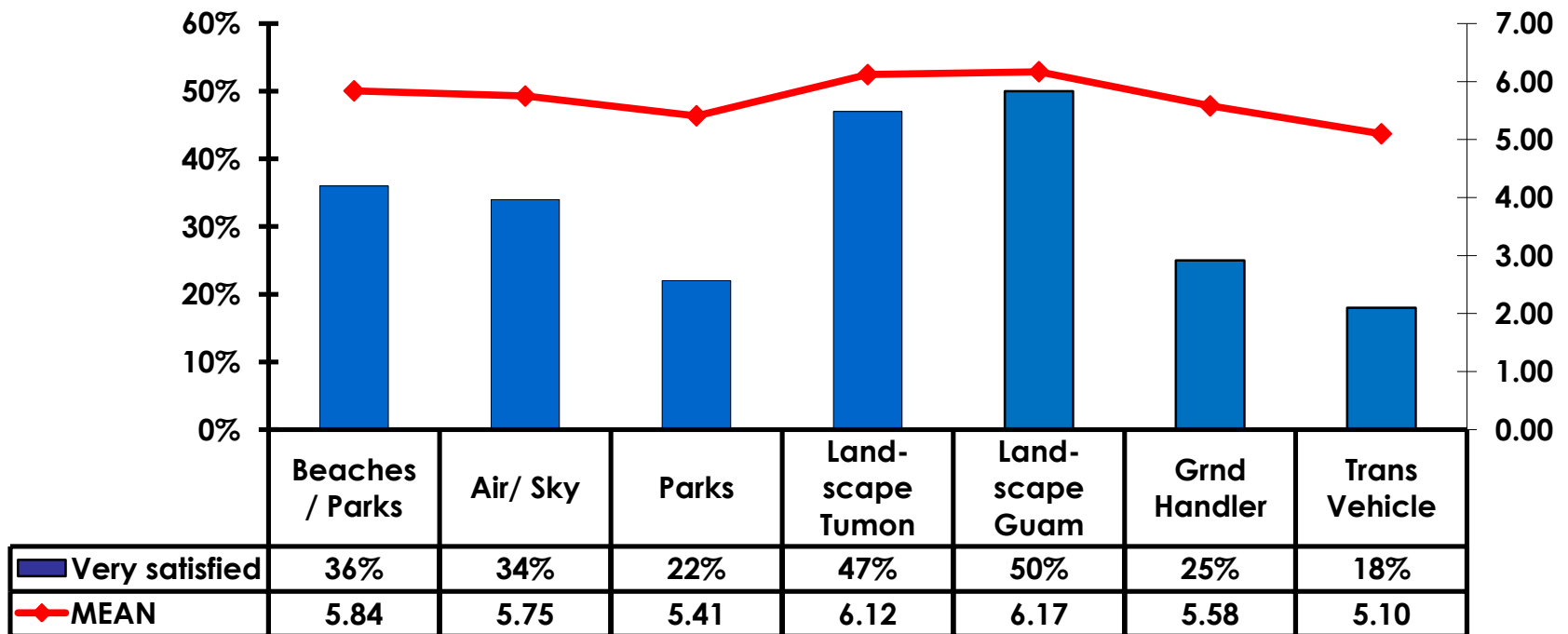
7=Very Satisfied/1=Very Dissatisfied



# Satisfaction Quality/ Cleanliness

7pt Rating Scale

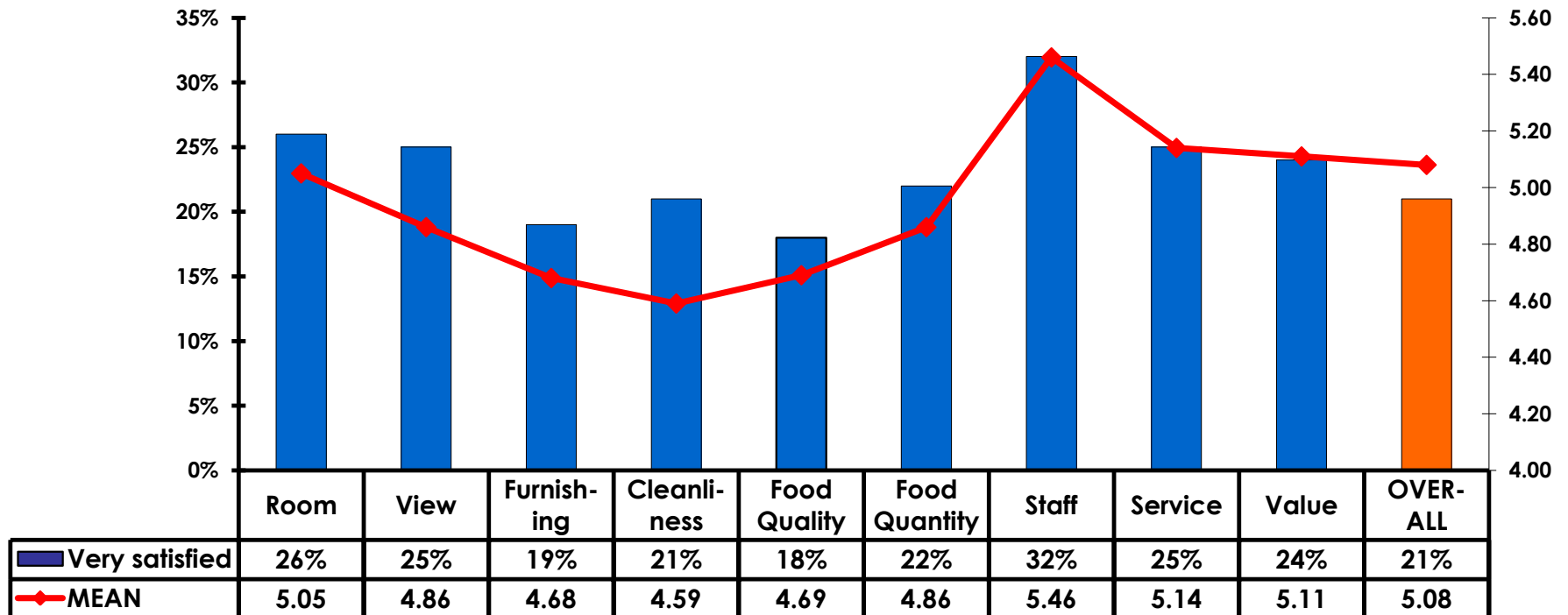
7=Very Satisfied/1=Very Dissatisfied



# Quality of Accommodations

7pt Rating Scale

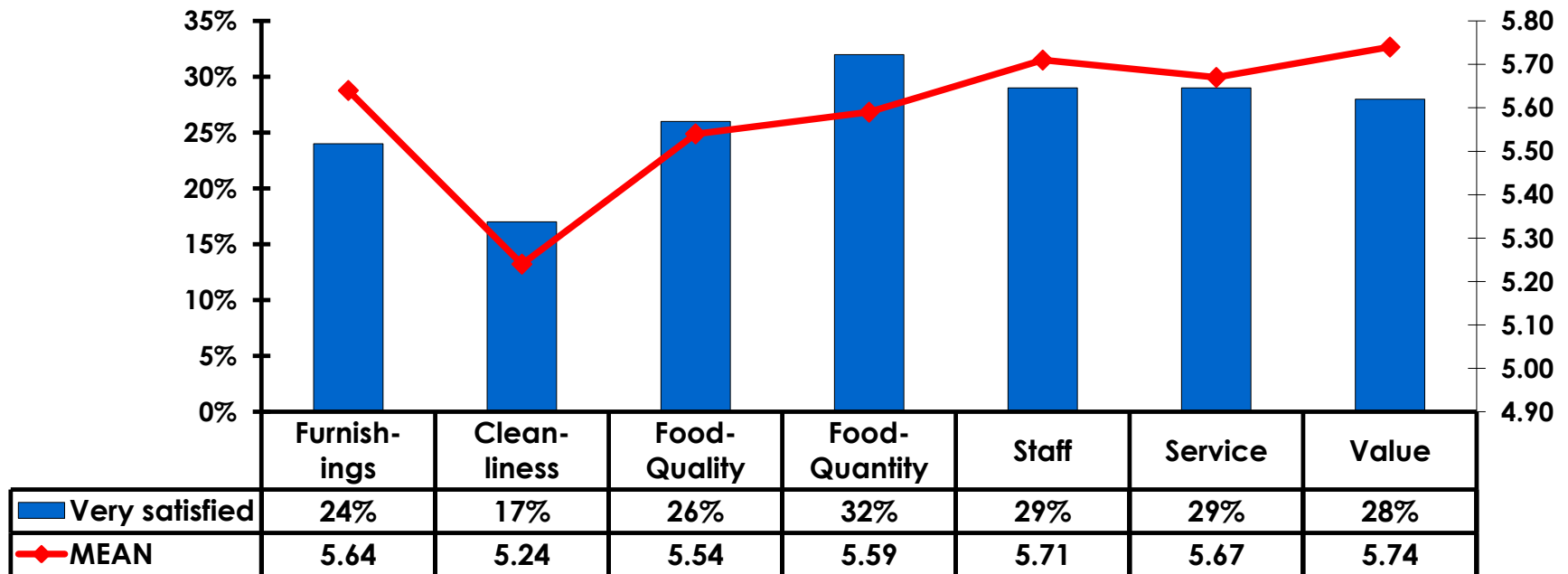
7=Very Satisfied/1=Very Dissatisfied



# Quality of Dining Experience

7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



# Visits to Shopping Centers/Malls on Guam

## Top responses



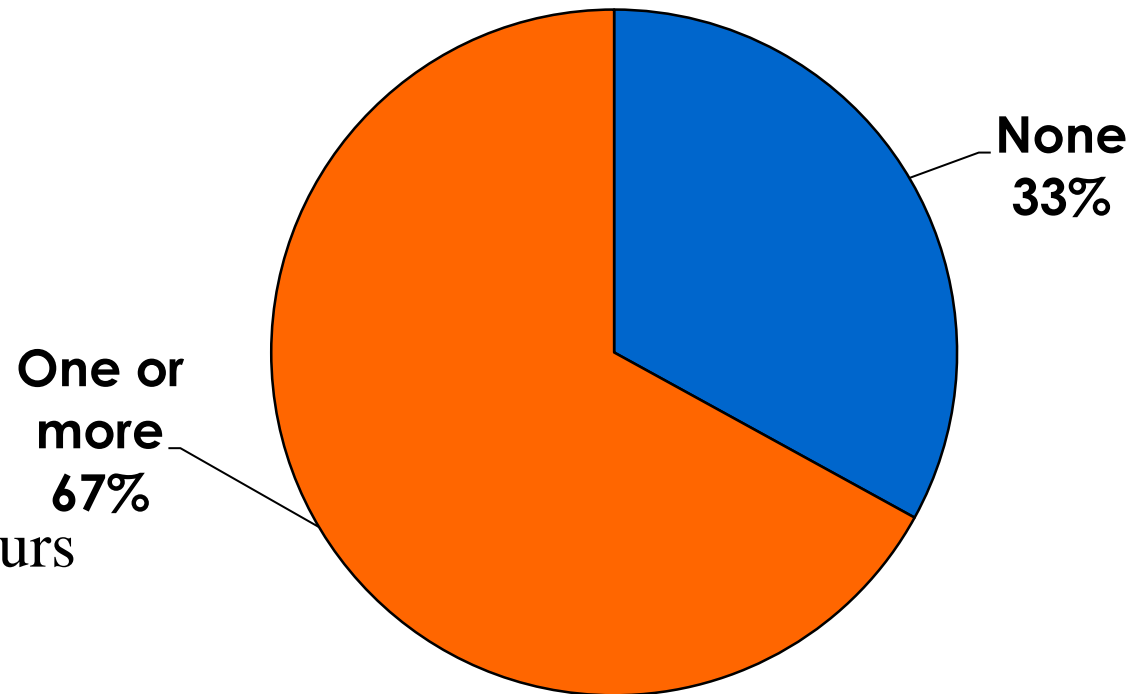
# Satisfaction with Shopping

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = <b>60%</b>	Score of 6 to 7 = <b>58%</b>
Score of 4 to 5 = <b>35%</b>	Score of 4 to 5 = <b>35%</b>
Score 1 to 3 = <b>4%</b>	Score 1 to 3 = <b>7%</b>
<b>MEAN = 5.61</b>	<b>MEAN = 5.52</b>

# Optional Tour Participation

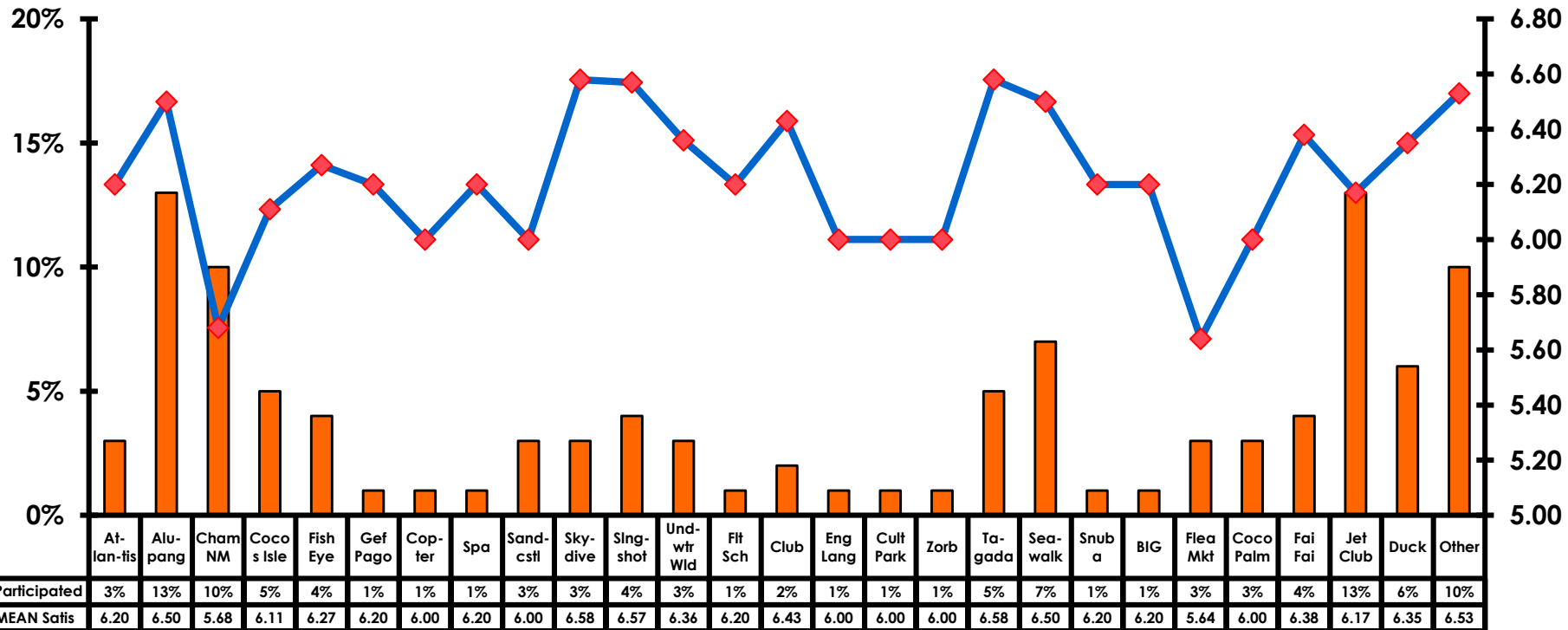


- Average number of tours participated in is 1.09



# 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>66%</b>	Score of 6 to 7 = <b>65%</b>
Score of 4 to 5 = <b>33%</b>	Score of 4 to 5 = <b>33%</b>
Score 1 to 3 = <b>1%</b>	Score 1 to 3 = <b>1%</b>
<b>MEAN = 5.78</b>	<b>MEAN = 5.72</b>

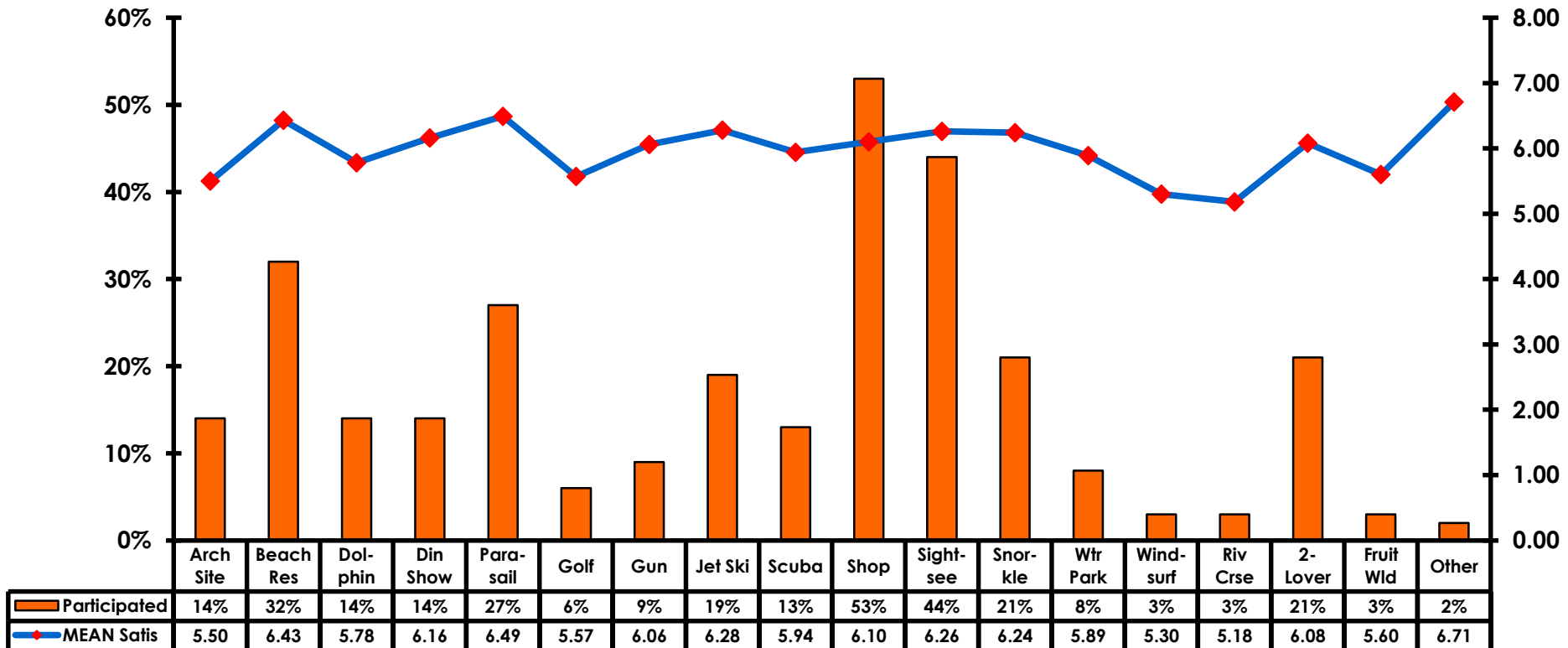
# Night Tours Satisfaction

7pt Rating Scale

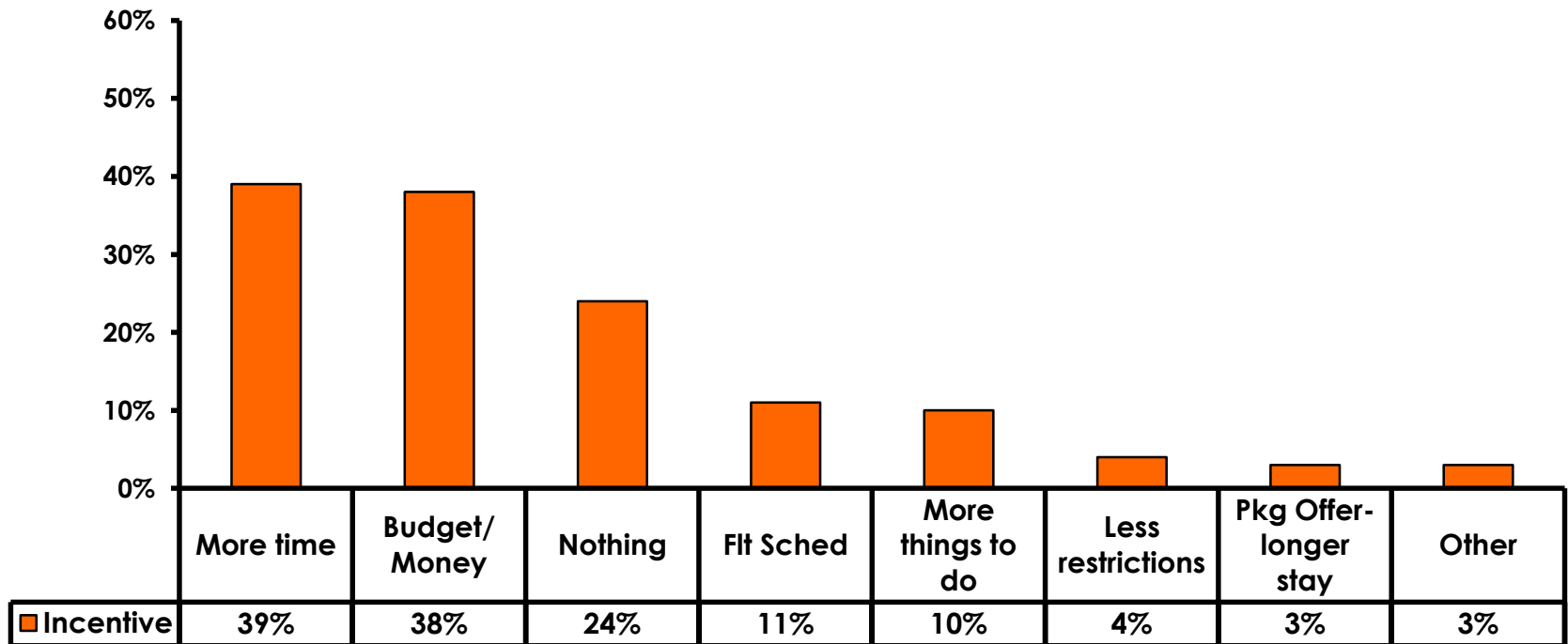
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = <b>35%</b>	Score of 6 to 7 = <b>34%</b>
Score of 4 to 5 = <b>64%</b>	Score of 4 to 5 = <b>65%</b>
Score 1 to 3 = <b>1%</b>	Score 1 to 3 = <b>1%</b>
<b>MEAN = 4.94</b>	<b>MEAN = 4.94</b>

# Satisfaction with Other Activities



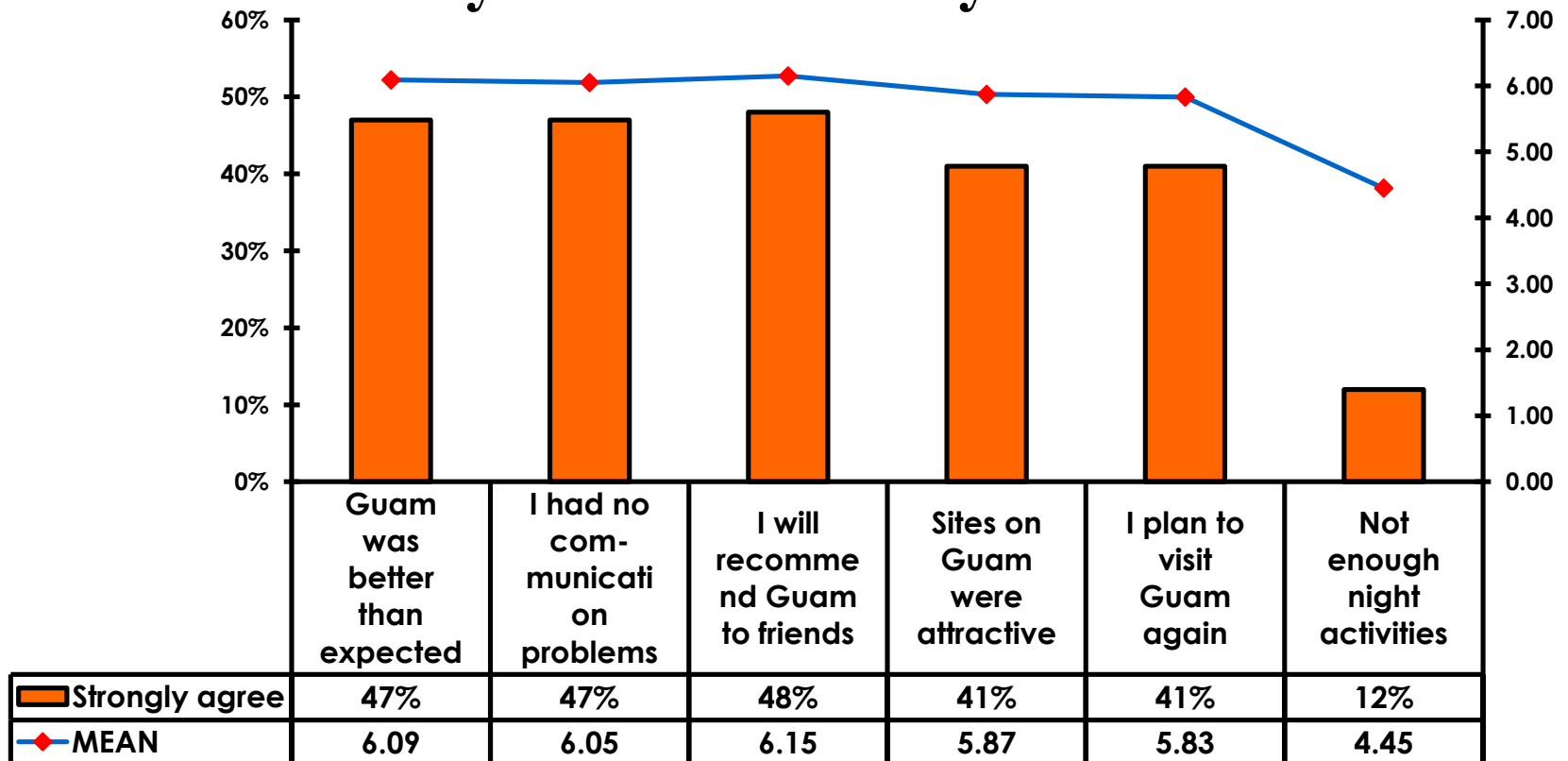
# What would it take to make you want to stay an extra day in Guam?



# On-Island Perceptions

7pt Rating Scale

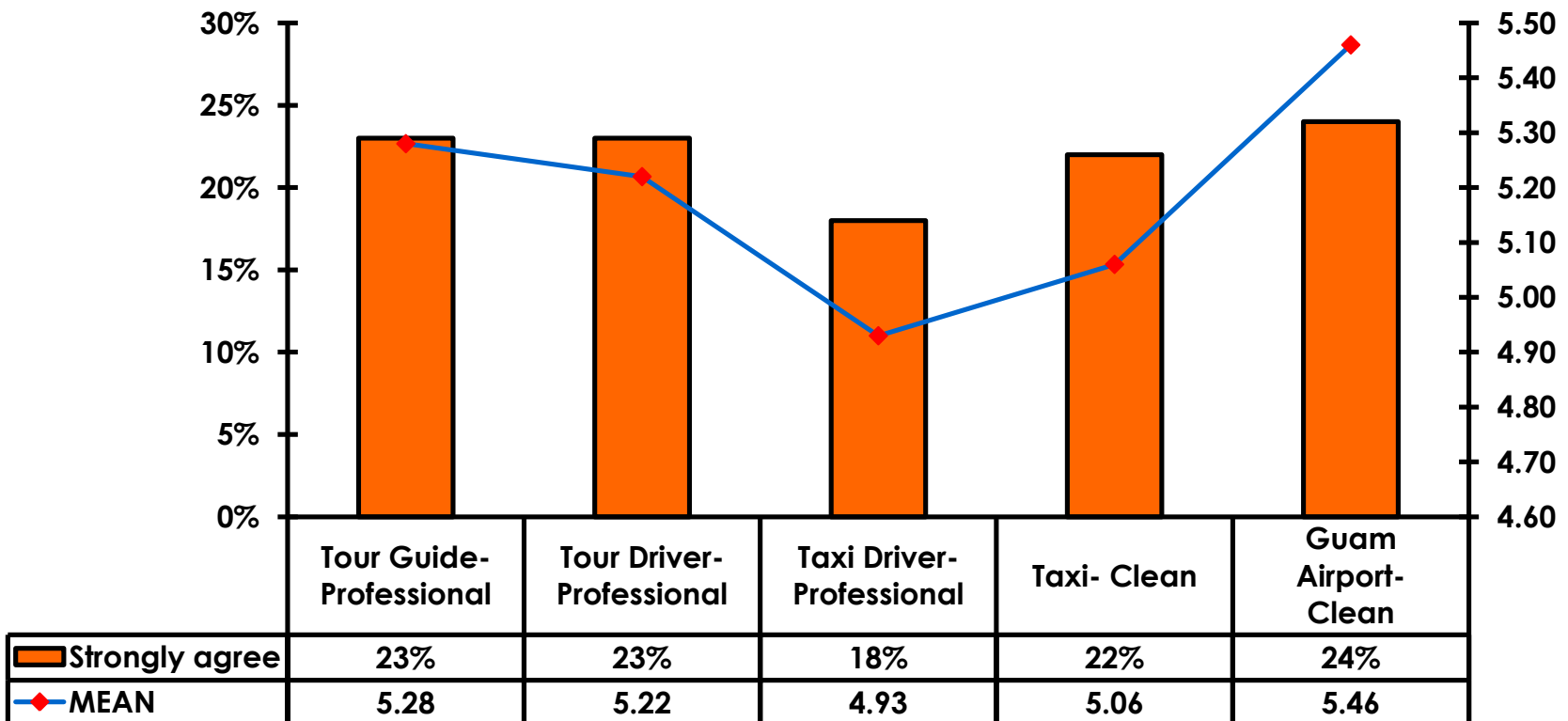
7=Very Satisfied/ 1=Very Dissatisfied



# On-Island Perceptions

7pt Rating Scale

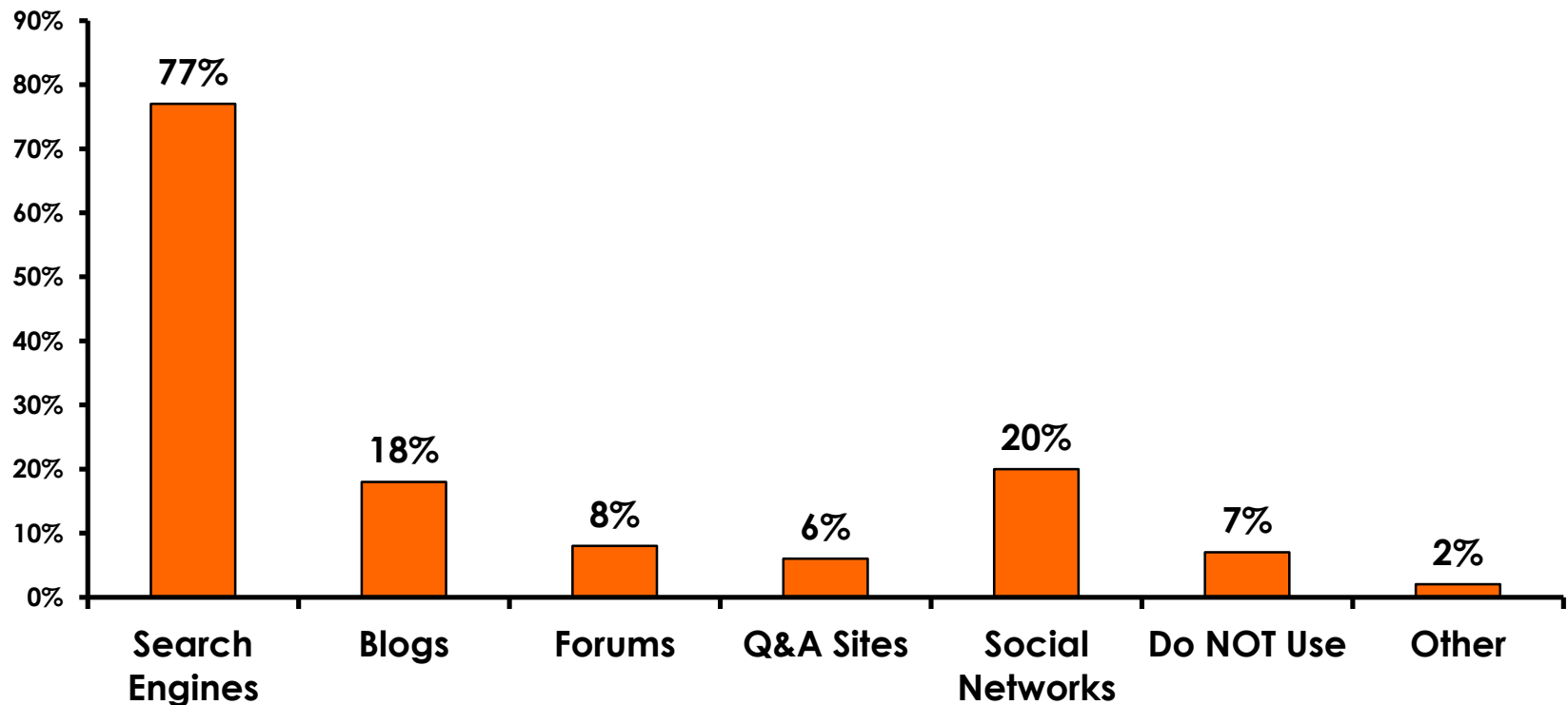
7=Very Satisfied/ 1=Very Dissatisfied



# SECTION 5 **PROMOTIONS**

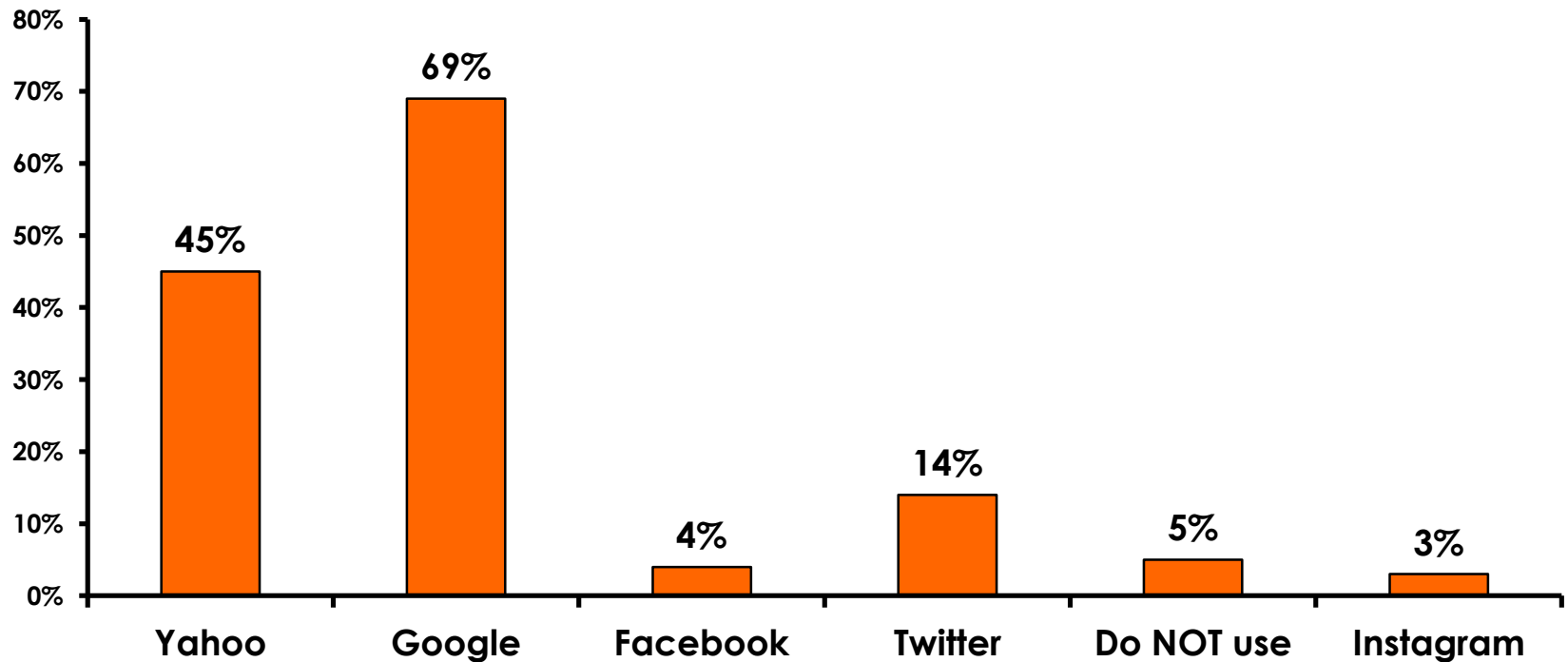


# Internet- Guam Sources of Info

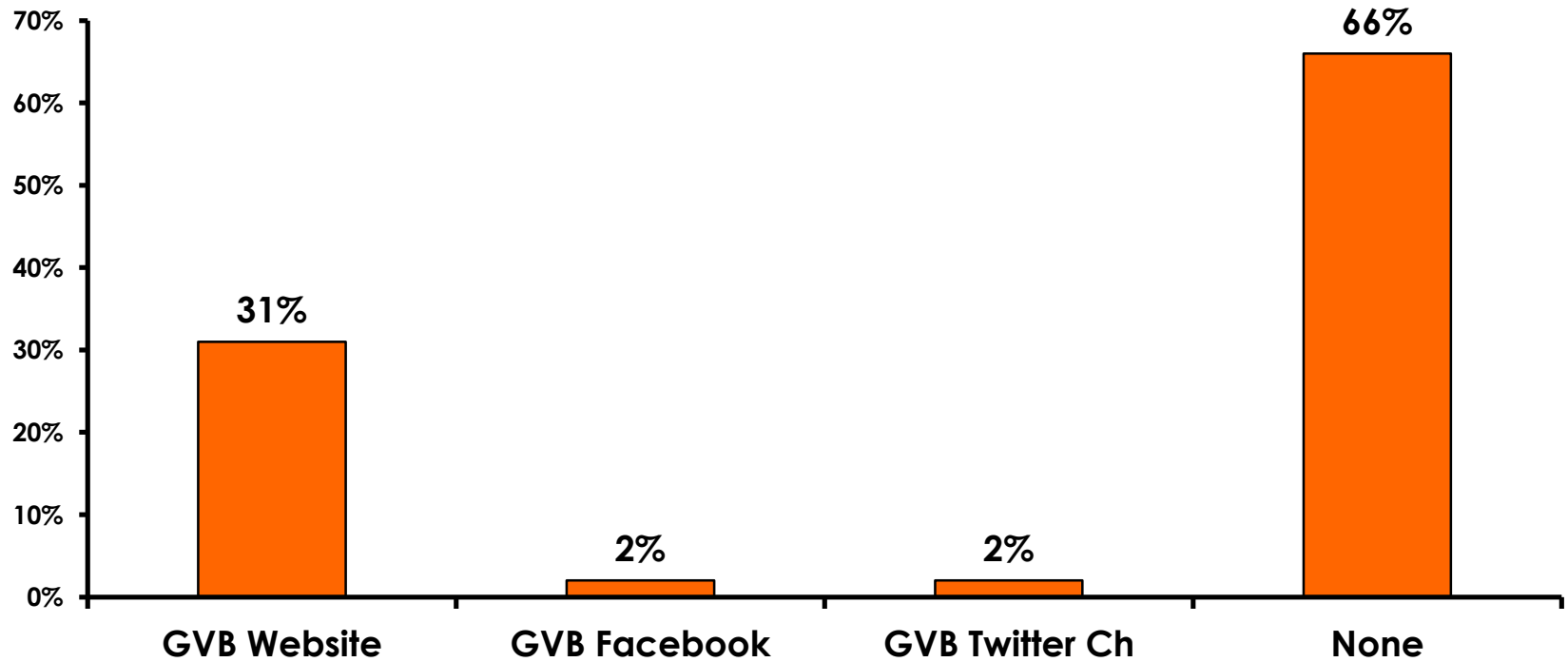


# Internet- Things To Do

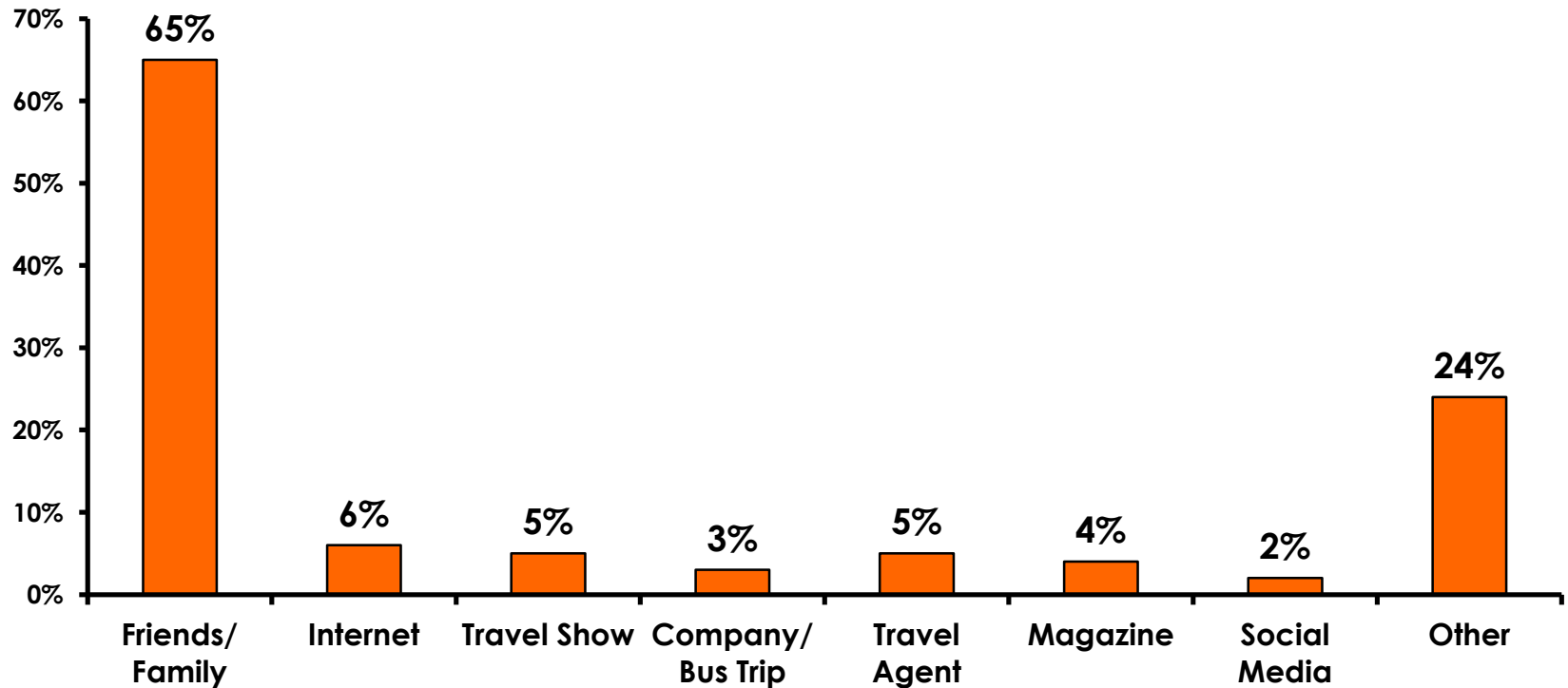
## Sources of Info



# Internet- GVB Sources

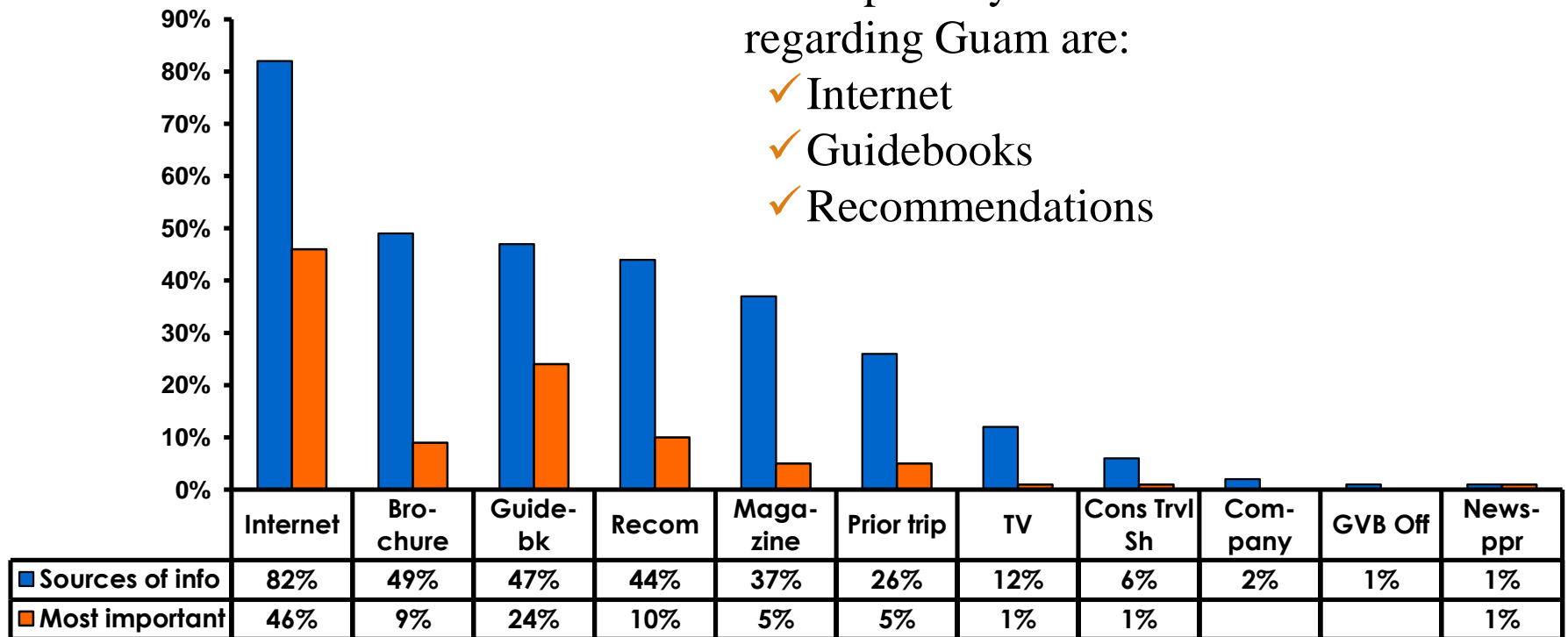


# Travel Motivation- Info Sources



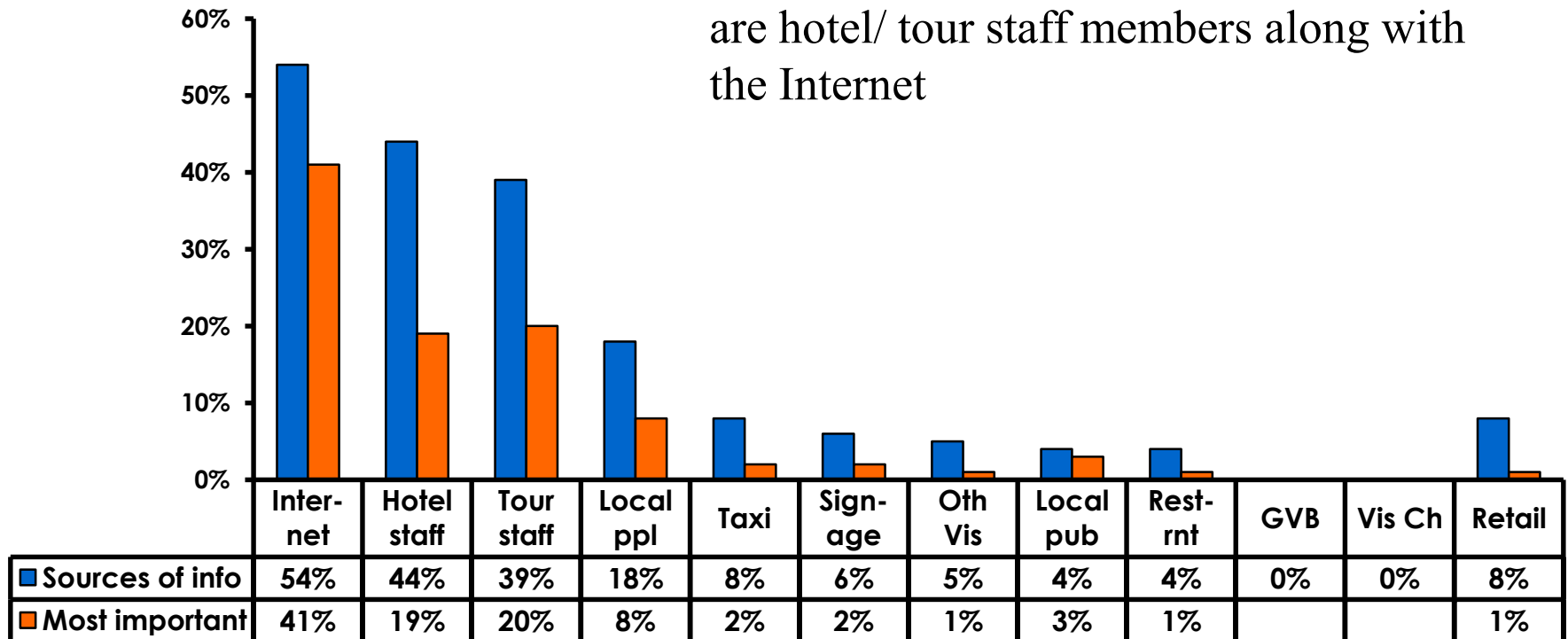
# Sources of Information Pre-arrival

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

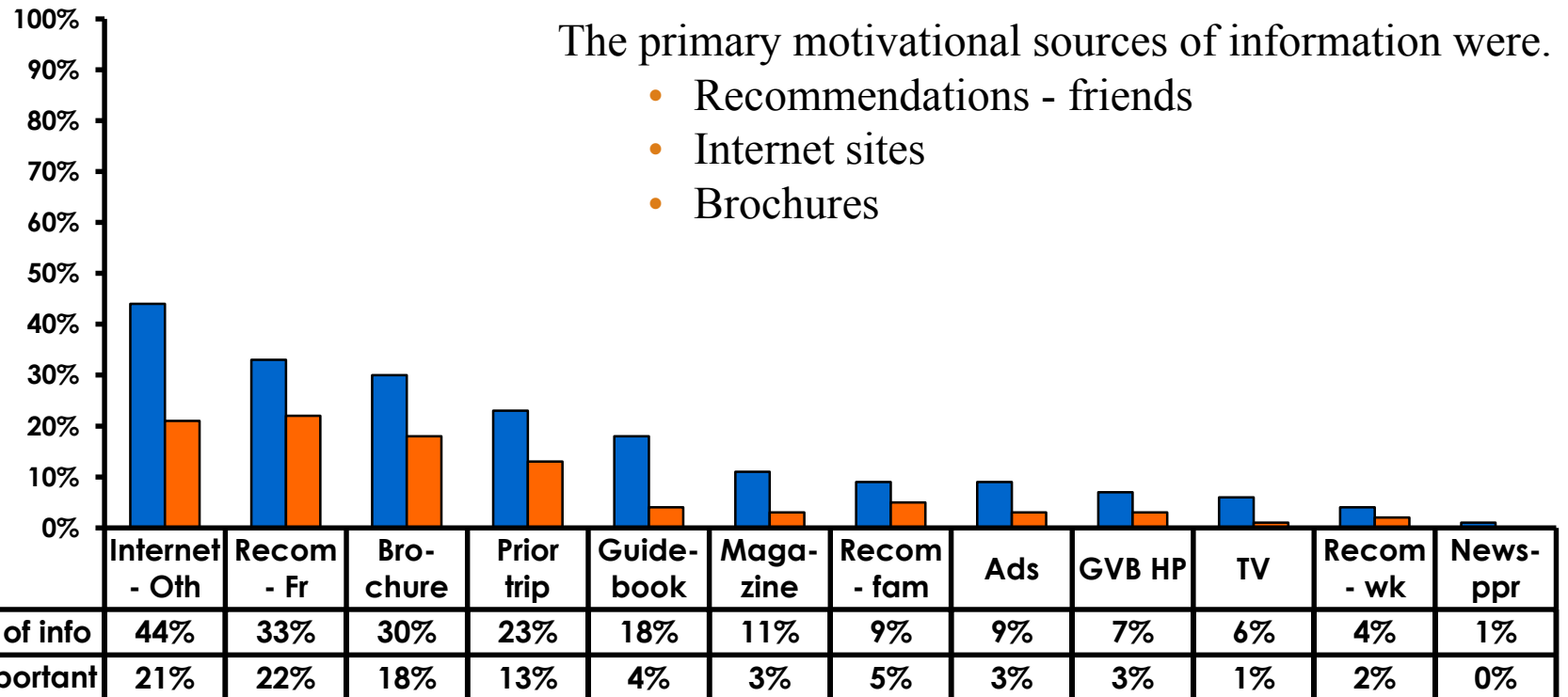


# Sources of Information Post-arrival

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



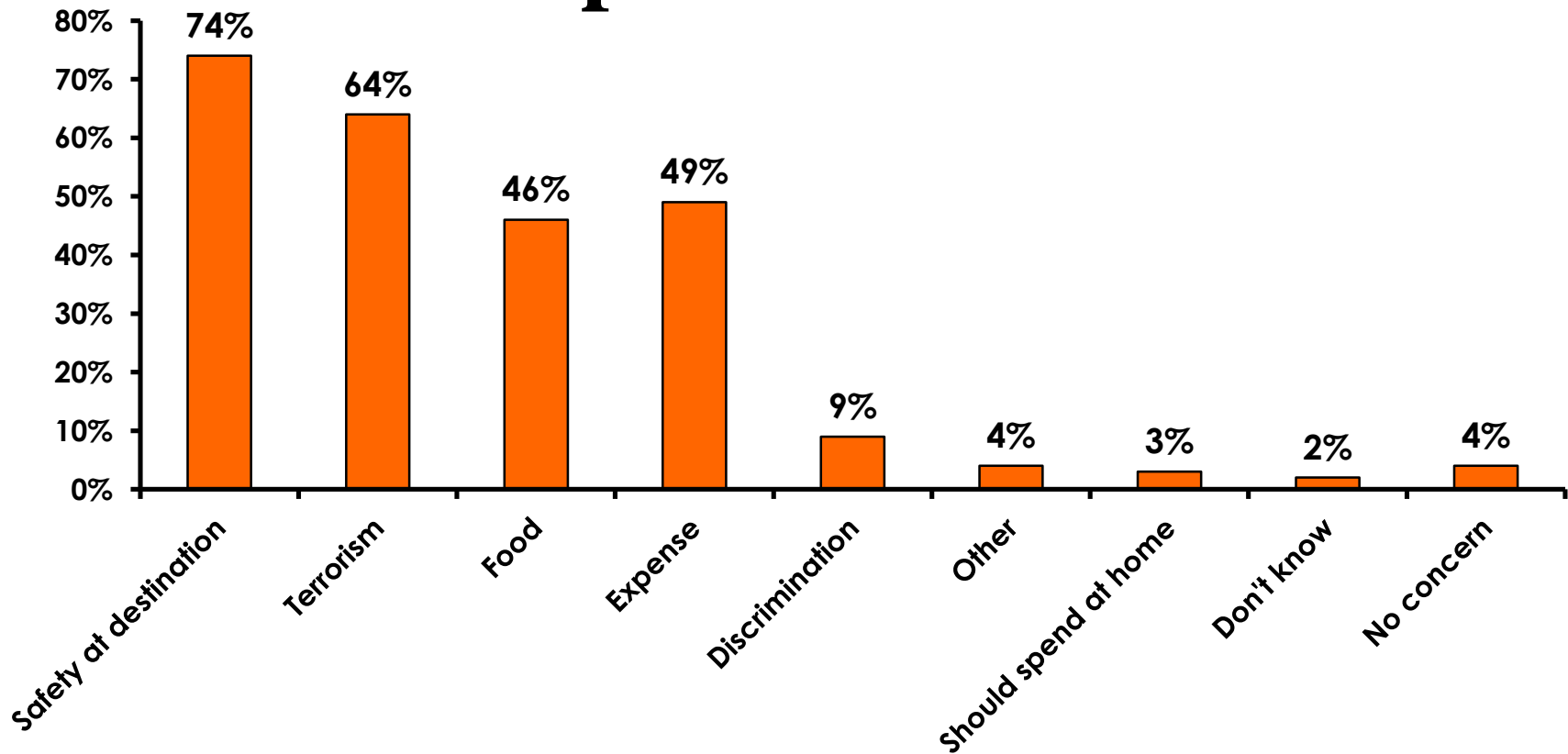
# Sources of Information - Motivation



# SECTION 6 **OTHER ISSUES**



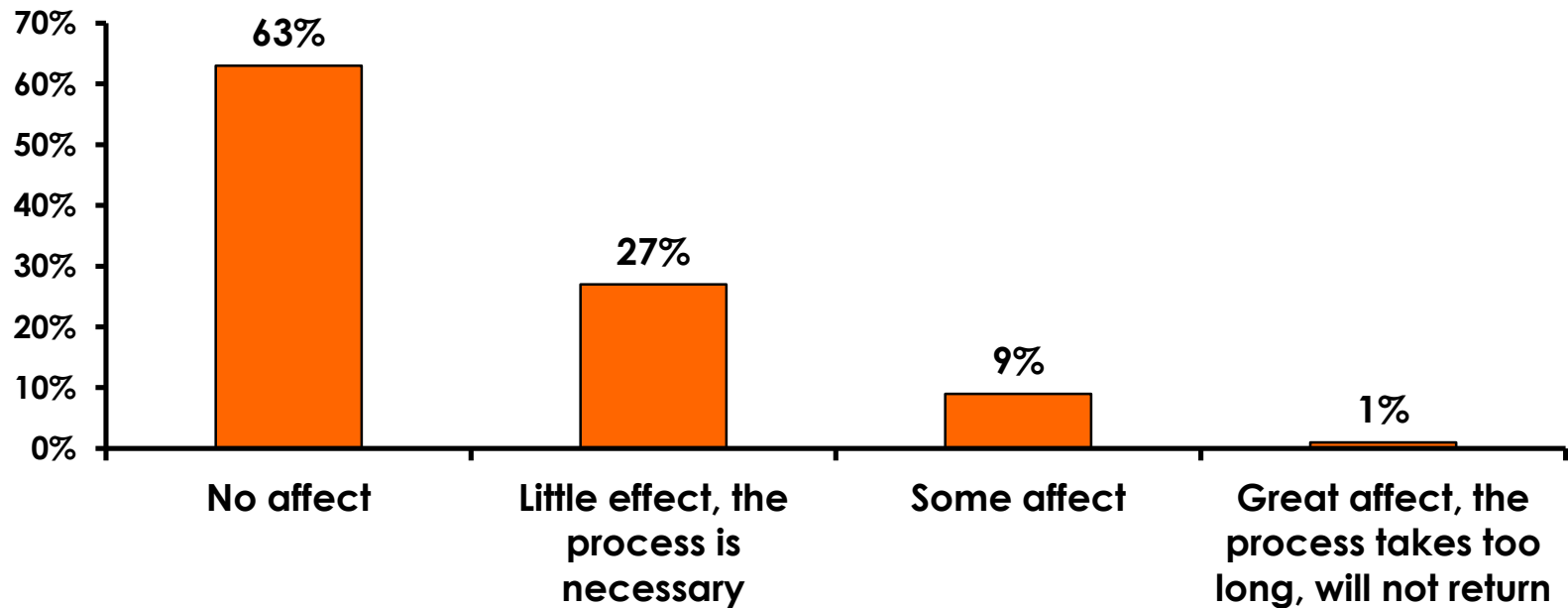
# Concerns about travel outside of Japan - Overall



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

		TOTAL	AGE				Q26								
		-	18-24	25-34	35-49	50+	<Y2.0 million	Y2.0M-Y3.0M	Y3.0M-Y4.0M	Y4.0M-Y5.0M	Y5.0M-Y7.0M	Y7.0M-Y10.0M	Y10.0M+	No Income	
Q21	Safety	74%	71%	80%	79%	88%	71%	77%	70%	68%	80%	80%	83%	53%	
	Terrorism	64%	63%	67%	71%	71%	58%	83%	80%	68%	78%	56%	63%	53%	
	Expense	49%	50%	53%	41%	41%	61%	60%	40%	53%	57%	47%	43%	53%	
	Food	46%	44%	47%	53%	65%	39%	57%	37%	58%	57%	38%	56%	41%	
	Discrimination against Japanese	9%	9%	6%	12%	6%	5%	17%	3%	5%	13%	9%	7%	6%	
	Other	4%	3%	6%	9%	6%	5%	10%	7%		5%		6%		
	No concerns	4%	4%		6%		3%			8%		4%	4%	12%	
	Should spend at home	3%	3%	2%		6%	3%			3%	5%	9%	2%	6%	
	Don't know	2%	3%					3%					2%		
	Total	Count	353	249	49	34	17	38	30	30	38	40	45	54	17

# Security Screening/ Immigration Process at Guam International Airport



# Airport Screening

## 7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree

