

FOR COMPANY USE ONLY:Interviewer: _____ - **DROP DOWN LIST (PER MARKET)**Airline: _____ - **DROP DOWN LIST (PER MARKET)**

Hafa Adai! How was your stay on Guam? In order for Guam to develop into a more attractive tourist destination, please complete this survey. Your honest opinions will be used as a reference that will help us to better serve you. Your cooperation is greatly appreciated.

SCREENER:

- a). How many night(s) did you stay on Guam? _____ nights **Text box/Numeric only (IF '0' TERMINATE) (MUST have stayed at least one night)**
- b). Work in Visitor Industry?
 Yes (**STOP & TERMINATE**)
 No
- c). Prefecture/ Region: _____ - **DROP DOWN LIST**
- d). And what was your age on your last birthday: _____ years. _____ **Text box/Numeric only (MUST be 18 years or older) - DROP DOWN AGE LIST (INCLUDE 'REFUSE')**
- e). Gender: Male _____ Female _____
- f). Are you married or single? Married _____ Single _____
- g). Tour Company _____ - **DROP DOWN LIST (include 'none')**

A. I decided to visit Guam because: [CHECK ALL THAT APPLY]

- _____ 1 Recommendations from friends and family
 _____ 2 Recommendations from internet sources
 _____ 3 Recommendations from social media networks
 _____ 4 Recommendations from travel agents
 _____ 5 Recommendations from travel shows
 _____ 6 Recommendations from magazines/newspapers/publications
 _____ 7 Company/Business Trip
 _____ 9 None of the above

B. How did you learn about Guam on the internet? [CHECK ALL THAT APPLY]

- _____ 1 Search Engines
 _____ 2 Blogs/video blogs
 _____ 3 Forums
 _____ 4 Q & A sites
 _____ 5 Social Networks
 _____ 6 I do not use the internet
 _____ 8 None of the above

C. Before I came to Guam, I visited: [CHECK ALL THAT APPLY]

- _____ 1 Guam Visitors Bureau Website (www.visitguam.jp)
 _____ 2 Guam Visitors Bureau Facebook Fan Page
 _____ 3 Guam Visitors Bureau Twitter Channel
 _____ 5 Guam Visitors Bureau Instagram
 _____ 4 None of the above

D. I use the following internet tool to find out what to do on Guam: [CHECK ALL THAT APPLY]

- 1 Google
- 2 Yahoo
- 3 Facebook
- 4 Twitter
- 5 I do not use the internet
- 7 Instagram
- 8 Online Booking Travel Website (Expedia, Travelocity, Trivago, Orbitz, etc.)
- 9 None of the above

1. Please select the top 3 sources of information you used to find out about Guam before your trip.

(Please check (✓) 3 sources.)

- | | |
|--|---|
| <input type="checkbox"/> 1 Internet | <input type="checkbox"/> 9 Friend or relative |
| <input type="checkbox"/> 2 TV | <input type="checkbox"/> 10 Guam Visitors Bureau promotional activities |
| <input type="checkbox"/> 3 Magazine (Consumer) | <input type="checkbox"/> 11 Guam Visitors Bureau Office |
| <input type="checkbox"/> 4 Newspaper | <input type="checkbox"/> 12 Radio |
| <input type="checkbox"/> 5 Travel agent brochure | <input type="checkbox"/> 13 Theater Ads |
| <input type="checkbox"/> 6 I have been to Guam before | <input type="checkbox"/> 14 Travel Trade Shows |
| <input type="checkbox"/> 7 Travel Guide Book at Bookstores | <input type="checkbox"/> 15 Consumer Travel Shows |
| <input type="checkbox"/> 8 Co-worker/Company travel department | |

2. Please select the top 3 sources of information you used to find out about Guam while you were here.

(Please check (✓) 3 sources.)

- | | |
|--|---|
| <input type="checkbox"/> 1 Hotel Staff | <input type="checkbox"/> 7 Tour Staff |
| <input type="checkbox"/> 2 Local people | <input type="checkbox"/> 8 Restaurant Staff (outside hotel) |
| <input type="checkbox"/> 3 Signs/Advertisement | <input type="checkbox"/> 9 Local publication |
| <input type="checkbox"/> 4 Retail Staff | <input type="checkbox"/> 10 Other visitors |
| <input type="checkbox"/> 5 Taxi Drivers | <input type="checkbox"/> 11 Guam Visitors Bureau |
| <input type="checkbox"/> 6 Visitors Channel | <input type="checkbox"/> 12 Internet |
| | <input type="checkbox"/> 13 Guide books I brought with me |

Next, we would like to ask you some questions about your trip to Guam.

3. Including this trip, how many time have you visited Guam? _____ **Text box/Numeric only**

4. Please select the top 3 reasons that motivated you to travel to Guam. **(Please check (✓) 3 reasons)**

- | | |
|--|---|
| <input type="checkbox"/> 1 A previous visit | <input type="checkbox"/> 14 Beautiful seas, beaches, tropical climate |
| <input type="checkbox"/> 2 Price of the tour package | <input type="checkbox"/> 15 Shopping |
| <input type="checkbox"/> 3 To visit friends or relatives | <input type="checkbox"/> 16 Career Certification/testing |
| <input type="checkbox"/> 4 Recommendation of friend/relative/travel agency | <input type="checkbox"/> 17 To Get Married/Attend Wedding |
| <input type="checkbox"/> 5 Scuba diving | <input type="checkbox"/> 18 Honeymoon |
| <input type="checkbox"/> 6 Water sports (snorkeling, windsurfing, parasailing) | <input type="checkbox"/> 19 Pleasure/ Vacation |
| <input type="checkbox"/> 7 Short travel time (not too far from home) | <input type="checkbox"/> 20 Organized Sporting Activity/ Event |
| <input type="checkbox"/> 8 To golf | |
| <input type="checkbox"/> 9 Just to relax | <input type="checkbox"/> 22 Incentive Trip |
| <input type="checkbox"/> 10 Company/Business Trip | <input type="checkbox"/> 23 Government or Military |
| <input type="checkbox"/> 11 My company sponsored me | <input type="checkbox"/> 24 School Trip |
| <input type="checkbox"/> 12 Convention/Conference/Trade Show/Meeting | <input type="checkbox"/> 25 Adventure |
| <input type="checkbox"/> 13 It is a safe place to spend a vacation | |

4a. Please select the top 3 sources of information which motivated you to travel to Guam.

(Please check (✓) 3 sources.)

- | | |
|---|---|
| <input type="checkbox"/> 1 GVB Japan Home Page | <input type="checkbox"/> 11 I have been to Guam before |
| <input type="checkbox"/> 2 Other Guam-related information on internet | <input type="checkbox"/> 12 Miss Guam promotion |
| <input type="checkbox"/> 3 TV program | <input type="checkbox"/> 13 Guam Fiesta show |
| <input type="checkbox"/> 4 Magazine article | <input type="checkbox"/> 14 Guam Visitors Bureau promotional activities |
| <input type="checkbox"/> 5 Newspaper article | <input type="checkbox"/> 15 Guam Visitors Bureau Office |
| <input type="checkbox"/> 6 Travel Guide Book at bookstores | <input type="checkbox"/> 16 Podcasts |
| <input type="checkbox"/> 7 Recommendation by co-worker | <input type="checkbox"/> 17 Advertisement |
| <input type="checkbox"/> 8 Recommendation by friend | <input type="checkbox"/> a. TV |
| <input type="checkbox"/> 9 Recommendation by family or relatives | <input type="checkbox"/> b. Internet |
| <input type="checkbox"/> 10 Travel agent brochure | <input type="checkbox"/> c. Magazine |
| | <input type="checkbox"/> d. Newspaper |
| | <input type="checkbox"/> e. Transit |

5. In addition to yourself, on this trip, who else was in your travel party? (Please check (✓) all those that apply)

- Myself only (traveled alone/ no one else)
- My spouse
- My child(ren)/ grandchild(ren) under 18 years of age
- My child(ren)/ grandchild(ren) 18 years of age or older
- Other adult members of my family
- My friends/ associates
- My girlfriends/ boyfriend
- My office colleagues
- Other (please specify): _____

5a. (IF Selected My child(ren)/ grandchild(ren) under 18 years of age in Q5 ask)

Please select the age group of children traveling with you.

- 0-2 years
- 3-6 years
- 7-12 years
- 13-17 years

6. On this trip, I am a member of an organized tour group:

- Yes
- No

7. Please describe your travel arrangements to Guam? (ONE ANSWER ONLY)

- Online Travel Agent (HIS, Rakuten, etc.)
- Travel Agent/ Companies specializing in packaged tours
- Online third-party travel site (i.e. Expedia, Travelocity, Trip Advisor or Orbitz)
- Direct with (Airline/ Hotel)

7a. I am on a Prepaid Package Trip that includes at least airfare and hotel?

- Yes
- No

8. Where did you stay while on Guam?

- | | | | |
|---------|----------------------------------|---------|------------------------------|
| ___ 1. | Pacific Islands Club Hotel (PIC) | ___ 18. | Onward Beach Resort |
| ___ 2. | Pacific Star Resort & Spa | ___ 19. | Hilton Guam Resort & Spa |
| ___ 3. | Leo Palace Resort | ___ 20. | Condominium |
| ___ 4. | Holiday Resort Guam | ___ 21. | Apartment |
| ___ 5. | Hyatt Regency Guam | ___ 22. | Relatives/Friends/ Home Stay |
| ___ 6. | Outrigger Guam Resort | | |
| ___ 7. | Guam Reef & Olive Spa | ___ 24. | Palmridge Inn |
| ___ 8. | The Westin Resort Guam | ___ 25. | Days Inn (Tamuning) |
| ___ 9. | Lotte Hotel Guam | ___ 26. | Fiesta Resort Guam |
| ___ 10. | Hotel Nikko Guam | ___ 27. | Wyndham Garden Guam |
| ___ 11. | Bayview Hotel | ___ 28. | Hotel Santa Fe |
| ___ 12. | Oceanview Hotel | ___ 29. | Tumon Bay Capital Hotel |
| ___ 13. | Guam Plaza Hotel | ___ 30. | Verona Resort & Spa |
| ___ 14. | Grand Plaza Hotel | ___ 31. | Dusit Thani Guam Resort |
| ___ 15. | Pacific Bay Hotel | ___ 32. | Bed & Breakfast |
| ___ 16. | Royal Orchid Guam | ___ 33. | Guest House/ Vacation Rental |
| ___ 17. | Sheraton Laguna Guam Resort | ___ 34. | Timeshare |

9a. Please rate your hotel/lodging:

	Very Satisfied		So- So		Very Dissatisfied		
1 Room	3	2	1	0	-1	-2	-3
2 View	3	2	1	0	-1	-2	-3
3 Furnishings	3	2	1	0	-1	-2	-3
4 Cleanliness	3	2	1	0	-1	-2	-3
5 Food Quality	3	2	1	0	-1	-2	-3
6 Food Quantity	3	2	1	0	-1	-2	-3
7 Staff Friendliness/Professionalism	3	2	1	0	-1	-2	-3
8 Service	3	2	1	0	-1	-2	-3
9 Value for Money	3	2	1	0	-1	-2	-3

9b. Outside of your lodging facilities, how would you rate your dining experience?

	Very Satisfied		So- So		Very Dissatisfied		
1 Furnishings	3	2	1	0	-1	-2	-3
2 Cleanliness	3	2	1	0	-1	-2	-3
3 Food Quality	3	2	1	0	-1	-2	-3
4 Food Quantity	3	2	1	0	-1	-2	-3
5 Staff Friendliness/Professionalism	3	2	1	0	-1	-2	-3
6 Service	3	2	1	0	-1	-2	-3
7 Value for Money	3	2	1	0	-1	-2	-3

To understand your total trip expenditures, we need to ask you about prepaid expenses as well as your expenses during your stay on Guam.

PRE-PAID EXPENSES (Paid in Japan)

10a. First, some questions regarding how much you spent for your trip to Guam. If you were responsible for paying for others beside yourself, please indicate the total number of people included in these expenditure estimates. To begin with, how much did you pay in Japan before coming to Guam for the tour package(s), your airfare, lodging, meals and local transportation?

¥ _____ (If you paid nothing for your trip, record a zero)

10b. How many people were included in your prepaid expenditure estimates? _____ People

10c. Next, please separate your total pre-paid expenses into the labeled categories below. Report all pre-paid expenditures in Japanese Yen (all forms of payment). If nothing was spent in a category, record zero (“0”) in the space provided. Please make sure you total all expenses in the space provided below. The total should equal the sum of all categories. **PLEASE DO NOT LEAVE ANY ITEM BLANK. RECORD A “ZERO” IF NOTHING WAS SPENT IN A CATEGORY.**

¥ _____ 1 Airfare & Accommodations package only

¥ _____ 2 Airfare & Accommodations with daily meal package only
(Specify meal :) 1. Breakfast 2. Lunch 3. Dinner

¥ _____ 3 Airfare only

¥ _____ 4 Accommodations only

¥ _____ 5 Accommodations with daily meal only
(Specify meal :) 1. Breakfast 2. Lunch 3. Dinner

¥ _____ 6 Food & Beverages in hotel

¥ _____ 7 Ground Transportation in Japan

¥ _____ 8 Ground Transportation in Guam

(Select all transportation included in your expense :)

1. Car Rental

2. Trolley/Shopping Bus

3. Scooter

4. Bicycle

5. Other (Please Specify: _____)

¥ _____ 9 Optional Tours/Activities

¥ _____ 10 Other expenses not covered above

Next, we need to ask you about your expenses during your stay on Guam.

ON-ISLAND EXPENSES (Spending on Guam)

11a. How much in total did you spend while on Guam during this trip? (**Exclude any expenditures made in Japan.**)

\$ _____ (Total on-island expenses) (**If you paid nothing for your trip, record a zero**)

11b. Counting yourself, how many people are included in your on-island expenditure estimates? If the reported figures are only for you, please record “1” in the space below; (**if the total also includes others, record the exact number of people included in your on-island expenditure estimates**).

_____ People

11c. Next, please separate your total on-island expenses into the labeled categories below. Report all on-island expenditures in US Dollars (all forms of payment). If nothing was spent in a category, record zero (“0”) in the space provided. Please make sure you total all expenses in the space provided below. The total should equal the sum of all categories. **PLEASE DO NOT LEAVE ANY ITEM BLANK. RECORD A “ZERO” IF NOTHING WAS SPENT IN A CATEGORY.**

AMOUNT (\$ US Dollars)

- \$ _____ 1 Food & Beverages in a Hotel
- \$ _____ 2 Food & Beverages in Fast Food Restaurants and Convenience Stores
- \$ _____ 3 Food & Beverages at Restaurants or Drinking Establishments Outside a Hotel
- \$ _____ 4 Optional Tours/Activities
- \$ _____ 5 Gifts/Souvenirs for Yourself or Companions
- \$ _____ 6 Gifts/Souvenirs for Friends or Family at Home
- \$ _____ 7 Local Transportation (select all transportation included in your expense)
 - 1. Car Rental
 - 2. Trolley/Shopping Bus
 - 3. Taxi
 - 4. Scooter
 - 5. Bicycle
 - 6. Other (Please Specify: _____)
- \$ _____ 8 Other Expenses Not Covered Above

GUAM AIRPORT PURCHASES

11d. How much in total did you spend on your purchases at the Guam airport? (**If you paid nothing, please record a zero**)

\$ _____ (Total purchases at the Guam airport)

12. Please rate your satisfaction with the following aspects of your trip to Guam.

	Very Satisfied			So- So		Very Dissatisfied	
1 Quality and Cleanliness of beaches & parks	3	2	1	0	-1	-2	-3
2 Ease of getting around	3	2	1	0	-1	-2	-3
3 Safety walking around at night	3	2	1	0	-1	-2	-3
4 Quality of daytime tours	3	2	1	0	-1	-2	-3
5 Variety of daytime tours	3	2	1	0	-1	-2	-3
6 Quality of nighttime tours	3	2	1	0	-1	-2	-3
7 Variety of nighttime tours	3	2	1	0	-1	-2	-3
8 Quality of shopping	3	2	1	0	-1	-2	-3
9 Variety of shopping	3	2	1	0	-1	-2	-3
10 Price of things on Guam	3	2	1	0	-1	-2	-3
11 Quality of hotel accommodations	3	2	1	0	-1	-2	-3
12 Quality/Cleanliness of air, sky	3	2	1	0	-1	-2	-3
13 Quality/Cleanliness of parks	3	2	1	0	-1	-2	-3
14 Quality of landscape in Tumon	3	2	1	0	-1	-2	-3
15 Quality of landscape in Guam	3	2	1	0	-1	-2	-3
16 Quality of ground handler	3	2	1	0	-1	-2	-3
17 Quality/Cleanliness of transportations vehicles	3	2	1	0	-1	-2	-3

13. Overall, how satisfied are you with your experience while on Guam?

Very Satisfied	So - so			Very Dissatisfied
3	2	1	0	-1
				-2
				-3

14. Please tell us about ONE detail that made your trip to Guam excellent. (Select only one)

- One particular Packaged Tour or Activity
- Events I observed or participated in
- Friendly, warm people/ Customer service/ Hospitality
- Nature/ Natural beauty, scenery
- Beach/ Ocean
- Relaxation
- Weather/ Climate/ Good atmosphere/Fresh air
- Hotel/ Accommodations
- Local culture/ Food/ Music
- Events/ Celebrations with family/ friends
- Shopping
- Safe environment
- Military historical sites

15. If applicable, please share the ONE thing that could be improved to make your stay in Guam more enjoyable. (Select only one)

- No negatives/everything was great
- Food/ restaurant quality
- Food/ restaurant variety/ dining options
- Food/ restaurant/ poor service
- Accommodations/not as promised
- Accommodations/ cleanliness/ upkeep

- Accommodations/ poor service from staff
- Rental car experience (long waits in line, condition of rental car, bad check in or out service/rental car company service)
- Driving experience (signage, road surface, traffic violations, bad drivers, street lighting)
- Availability and service of ground transportation, tour bus, trolley, shopping bus/ availability and service of taxi cabs, etc.
- Variety of activities/attractions/ events
- Overall customer service/ hospitality/ the people (locals, tour guide/ staff, sales clerks, etc.)
- Would like to experience more local culture
- Immigration (length of time, service)
- Concerns about safety
- Traffic (congested/slow)
- Expensive/ high costs (general items, food, shopping, taxi fares, activities, hotel, etc.)
- Language barrier/ communication
- Public bathroom cleanliness

16. Guam has a number of shopping malls and stores. **Please check (√) all those visited during this trip.**

- _____ 1 ABC Stores
- _____ 2 Acanta Mall
- _____ 3 Agana Shopping Center
- _____ 4 T-Galleria / DFS Galleria Guam Tumon
- _____ 5 Guam Premier Outlets
- _____ 6 JP Store (Japan Plaza Super Store)
- _____ 7 K-Mart
- _____ 8 Macy's
- _____ 9 Micronesia Mall
- _____ 10 Ross Dress for Less (at Guam Premier Outlets)
- _____ 11 The Plaza (at the Outrigger Guam Resort)
- _____ 12 Tumon Sands Plaza
- _____ 14 Pacific Place

17. How many optional (paid and ticketed) tours did you participate in during this visit to Guam?

_____ **Optional tours**

17a. Please rate ONLY those optional tours that you experienced on this visit to Guam.

		Very Satisfied			So- so		Very Dissatisfied		
a.	Atlantis Submarine	3	2	1	0	-1	-2	-3	
b.	Alupang Beach Club	3	2	1	0	-1	-2	-3	
c.	Chamorro Night Market	3	2	1	0	-1	-2	-3	
d.	Cocos Island	3	2	1	0	-1	-2	-3	
e.	Fish Eye Marine Park	3	2	1	0	-1	-2	-3	
f.	Gef Pago Inarajan Historical Park	3	2	1	0	-1	-2	-3	
g.	Helicopter Ride	3	2	1	0	-1	-2	-3	
h.	Spa	3	2	1	0	-1	-2	-3	
i.	Sandcastle	3	2	1	0	-1	-2	-3	
j.	Skydiving	3	2	1	0	-1	-2	-3	
k.	Slingshot	3	2	1	0	-1	-2	-3	
l.	Underwater World	3	2	1	0	-1	-2	-3	
m.	Flight School	3	2	1	0	-1	-2	-3	
n.	Night Clubbing	3	2	1	0	-1	-2	-3	
o.	English Language Lesson	3	2	1	0	-1	-2	-3	
p.	Guam Cultural & Eco Park	3	2	1	0	-1	-2	-3	
r.	Tagada Guam Amusement Park	3	2	1	0	-1	-2	-3	

s.	Guam Seawalker	3	2	1	0	-1	-2	-3
t.	SNUBA	3	2	1	0	-1	-2	-3
u.	BIG Sunset Cruises	3	2	1	0	-1	-2	-3
v.	Dededo Flea Market	3	2	1	0	-1	-2	-3
w.	Coco Palm Garden Beach	3	2	1	0	-1	-2	-3
x.	Fai Fai Powder Sand Beach	3	2	1	0	-1	-2	-3
y.	Ocean Jet Club	3	2	1	0	-1	-2	-3
l.	Ride the Duck Tour	3	2	1	0	-1	-2	-3
z.	Other (Specify: _____)	3	2	1	0	-1	-2	-3

18. What about other activities you may have experienced on this visit to Guam? Please select only those activities you experienced on this visit to Guam.

a.	Archaeology Site Visit	k.	Sightseeing
b.	Beach Resorts	l.	Snorkeling
c.	Dolphin Watching	m.	Water Parks
d.	Dinner Shows	n.	Windsurfing
e.	Parasailing	o.	River/ Jungle Cruise
f.	Golfing	p.	Two Lovers Point
g.	Gun Shooting	q.	Hamamoto Fruit World
h.	Jet Skiing	r.	Other (Specify: _____)
i.	Scuba Diving	s.	Valley of the Latte Adventure Park
j.	Shopping	t.	Did not experience any other activities

19-1. During your visit to Guam, have you experienced any of the following Chamorro culture and “Hafa Adai” Spirit such as... [PLEASE CHECK ALL THAT APPLY]

- 1 Listening to local music (live entertainment, recordings, etc.)
- 2 Attending local night market events
- 3 Socializing with the Local people
- 4 Enjoying the beautiful beaches
- 5 Eating local Chamorro cuisines
- 6 Other (Please Specify: _____)
- 7 I did not experience the island’s culture and “Hafa Adai” Spirit

19-2. During your stay on Guam, did you experience any of the following cultural activities or events? [PLEASE CHECK ALL THAT APPLY]

- 1 Gef Pa’go Inarajan Historical Park
- 2 Lina’La
- 3 Valley of the Latte Adventure Park
- 4 Sagan Kotturan Chamoru
- 5 Hotnu Bakery Inarajan
- 6 Two Lovers Point
- 7 Amot Tao’Tao Tano Farm
- 8 Chamorro Village
- 9 Guam Museum
- 10 Village Festivals (Agat Mango, Mangilao Donne, Talofoto Banana, Agana Heights Coconut, etc.)
- 11 Chamorro Cultural Entertainment - Music or dance (Hotels, etc.)
- 12 I did not experience any cultural activities or events (SKIP TO Q.19-5)

19-3. How did you get information about the cultural activities or events you attended?
 [PLEASE CHECK ALL THAT APPLY]

- 1 Travel agency
- 2 Internet
- 3 Hotel staff
- 4 Travel guides/ Brochures
- 5 Family/ Friends
- 6 Newspapers/ Magazines
- 7 Other (Please Specify:) _____

19-4. Please rate the quality of the cultural activity or event(s) you attended?

- 1-Poor 2-Average 3-Good 4-Very Good 5-Excellent

(ASK ONLY IF “did not experience any cultural activities or events” IN Q.19-2:)

19-5. If you were unable to attend a cultural activity or event, please indicate for what reason(s)?
 [PLEASE CHECK ALL THAT APPLY]

- 1 I was unaware a cultural activity or event was offered during my visit
- 2 I did not know where the cultural activity or even was located
- 3 My schedule did not allow for me to attend the activity or event
- 4 I did not want to attend the activity or event
- 5 Other (Please Specify:) _____

20. How strongly do you agree or disagree with the following statements?

	Strongly Agree		So-so			Strongly Disagree	
1. Guam was better than expected.	3	2	1	0	-1	-2	-3
2. I had no communication problems	3	2	1	0	-1	-2	-3
3. I will recommend Guam to friends	3	2	1	0	-1	-2	-3
4. Sites on Guam were attractive	3	2	1	0	-1	-2	-3
5. I plan to visit Guam again.	3	2	1	0	-1	-2	-3
6. Not enough night time activities	3	2	1	0	-1	-2	-3
7. Tour guides were professional.	3	2	1	0	-1	-2	-3
8. Tour drivers were professional.	3	2	1	0	-1	-2	-3
9. Taxi drivers were professional.	3	2	1	0	-1	-2	-3
10. Taxis were clean.	3	2	1	0	-1	-2	-3
11. Guam airport was clean.	3	2	1	0	-1	-2	-3

21. What are your biggest concerns about travel outside of Japan? (Check all that apply)

- 1. Terrorism
- 2. Safety at my destination
- 3. Expense
- 4. Food
- 5. Spending money abroad when it should be spent at home
- 6. Other (Specify: _____)
- 7. No concerns
- 8. Don't know
- 9. Discrimination against Japanese

22. What would it take to make you want to stay an extra day in Guam? **(Check all that apply)**

- 1 Nothing, spent the right amount of time on Guam
- 2 Budget / Money
- 3 More things to do on Guam
- 4 More time
- 5 Less restrictions on pre-arranged travel package for extended stay
- 6 Flight schedule times
- 7 Other (Please specify: _____)
- 8 Packages that offered longer stays

23. Do you think the security screening and/or immigration process here at the Guam International Airport will affect your decisions to visit Guam again in the future? **(Please check only one answer)**

- 1. No
- 2. Yes

Finally, we would like to ask a few more questions about you.

24. What is your occupation?

- 1 Self-employed
- 2 Company Employee: Office Worker Non-Managerial
- 3 Company Employee: Engineer
- 4 Company Employee: Salesperson
- 5 Company Employee: Manager
- 6 Company Employee: Executive (Company with over 30 employees)
- 7 Government Employee: Office Worker Non-Managerial
- 8 Government Employee: Manager
- 9 Government Employee: Executive
- 10 Teacher
- 11 Skilled Worker (craft and related trades workers, plant and machine operators and assemblers, construction worker)
- 12 Professional/Specialist (Doctor, Lawyer, Nurse, etc.)
- 13 Free-lancer (Artist, Musician)
- 14 Freeter
- 15 Homemaker
- 16 Retired
- 17 Student
- 18 Unemployed
- 19 Other (Please specify: _____)
- 20 Refuse

25. What is your approximate annual household income, before taxes?

- 1 Less than ¥2 million
- 2 ¥2,000,001 ~ ¥3,000,000
- 3 ¥3,000,001 ~ ¥4,000,000
- 4 ¥4,000,001 ~ ¥5,000,000
- 5 ¥5,000,001 ~ ¥7,000,000
- 6 ¥7,000,001 ~ ¥10 million
- 7 ¥10 million or more
- 8 No Income
- 9 Refuse

You have reached the end of the survey.
Please select the '**next >>>>**' button to submit your answers.

Thank you for your participation.
Please return ipad/tablet back to the interviewer. As a token of our appreciation for helping us, you will be given a gift.

SAMPLE