



# **GUAM VISITORS BUREAU**

## **Japan Visitor Tracker Exit Profile**

### **FY2015**

### **SEPTEMBER 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 **352** 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 **352** 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.

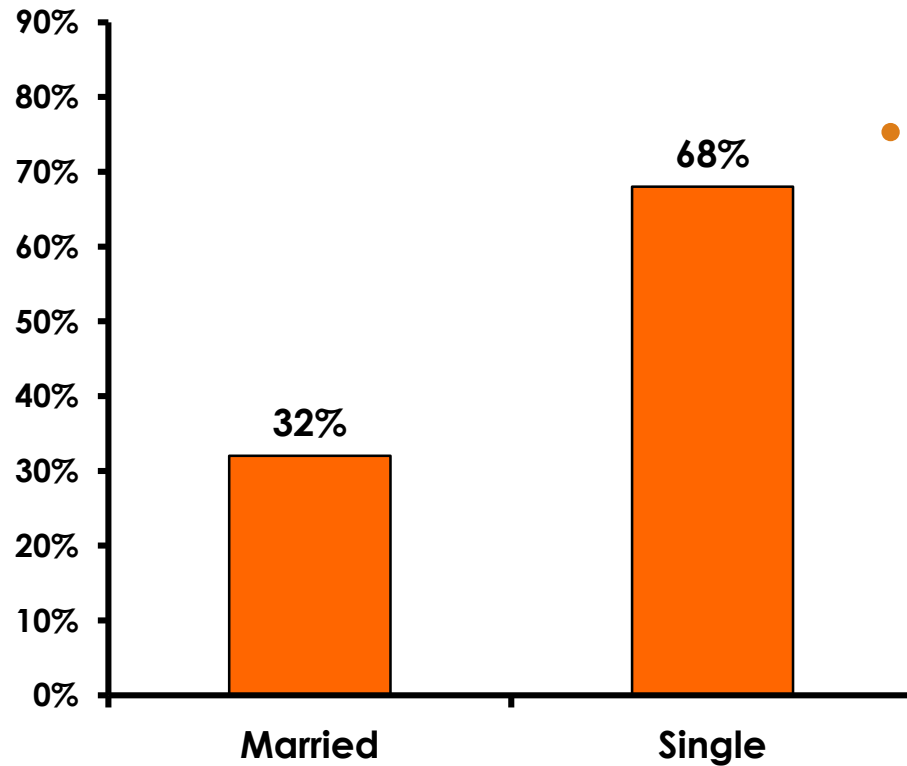
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# OBJECTIVES

- 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.

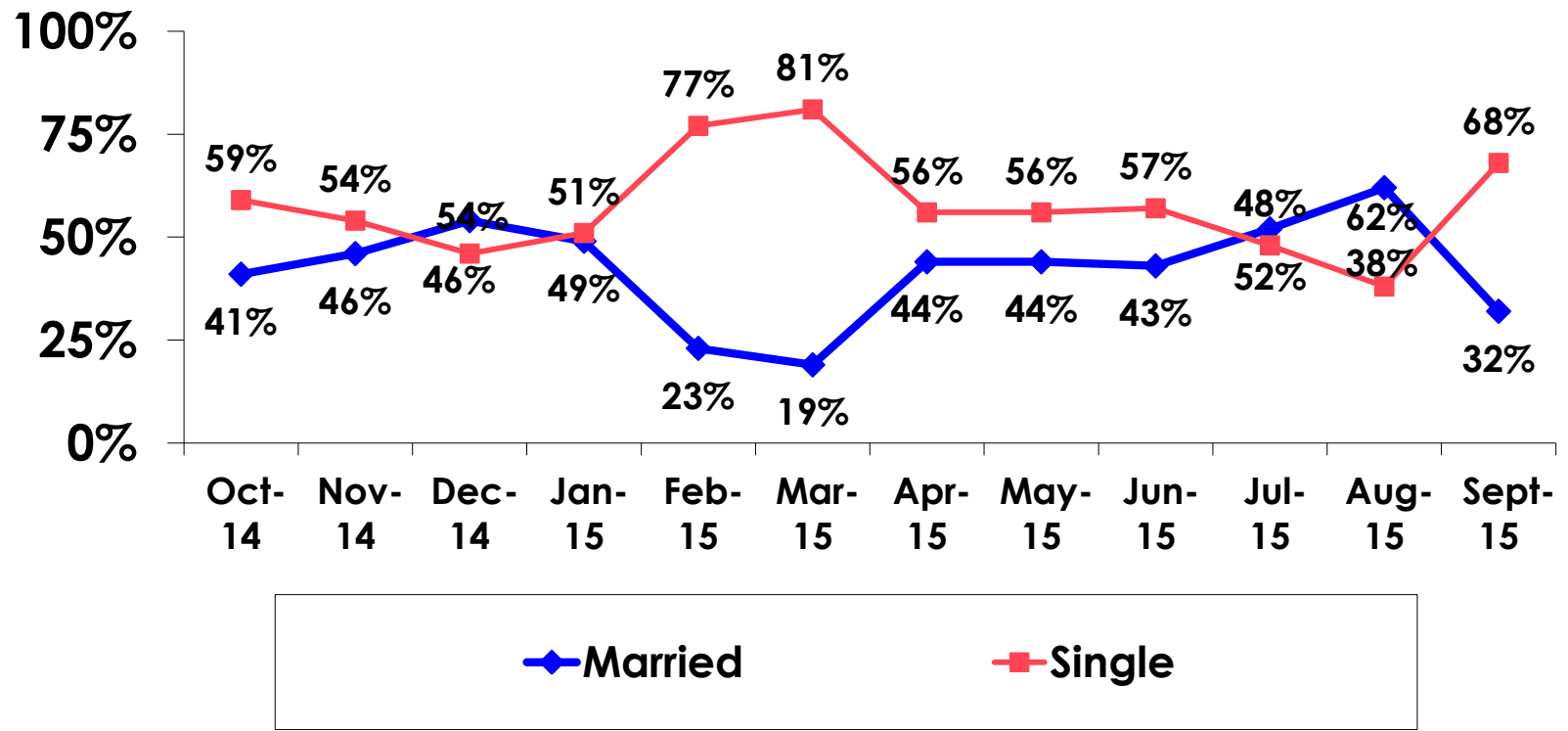
# SECTION 1 **PROFILE OF RESPONDENTS**

# Marital Status - Overall

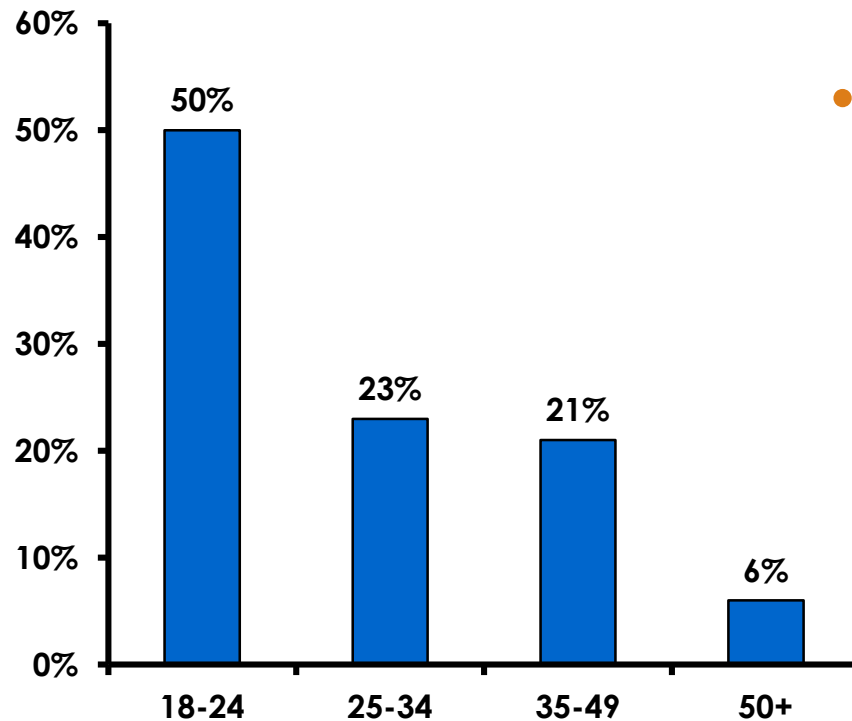


- 47% of repeat visitors are married.

# MARITAL STATUS

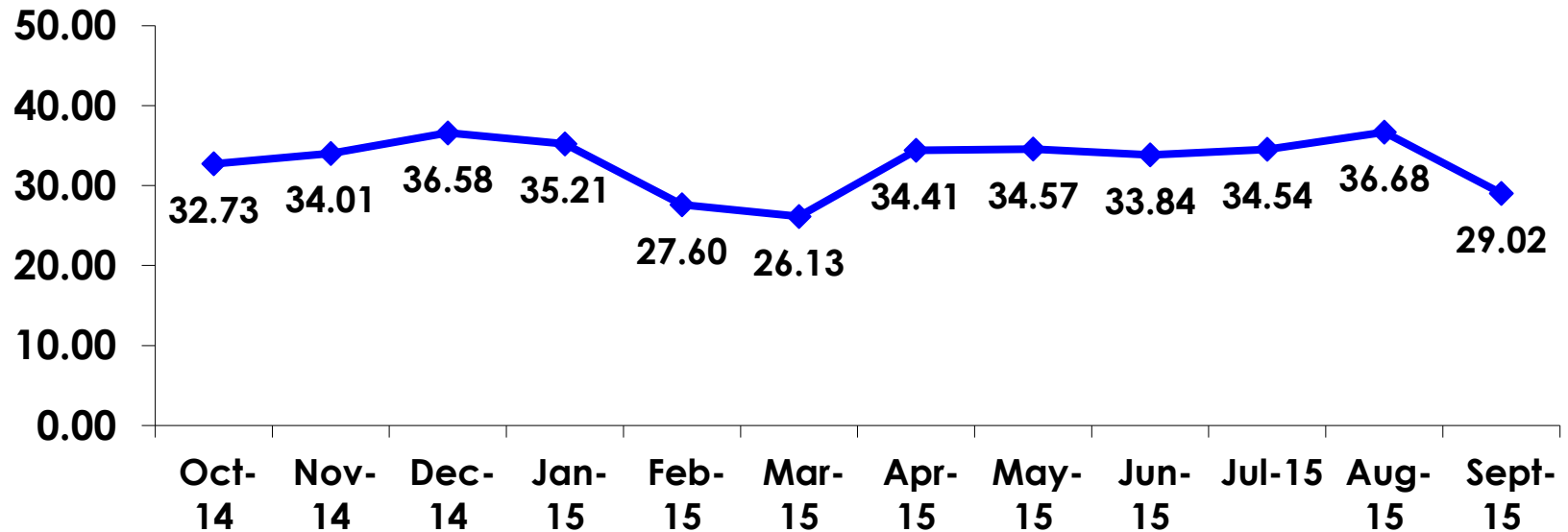


# Age - Overall



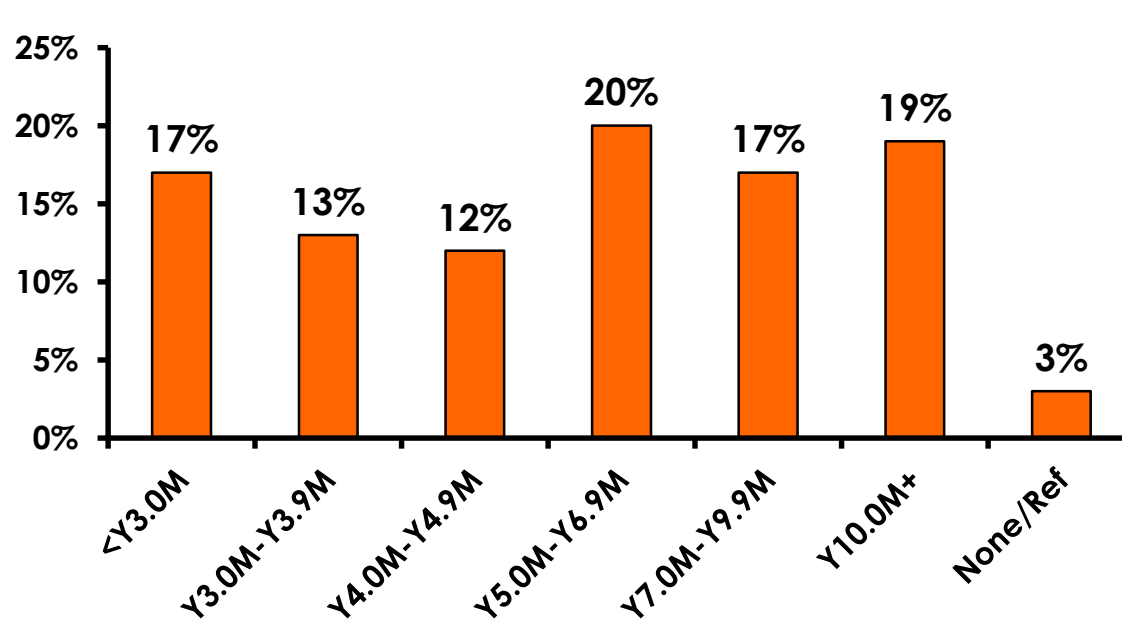
- The average age of the respondents is 29.02 years of age.

# AVERAGE - AGE



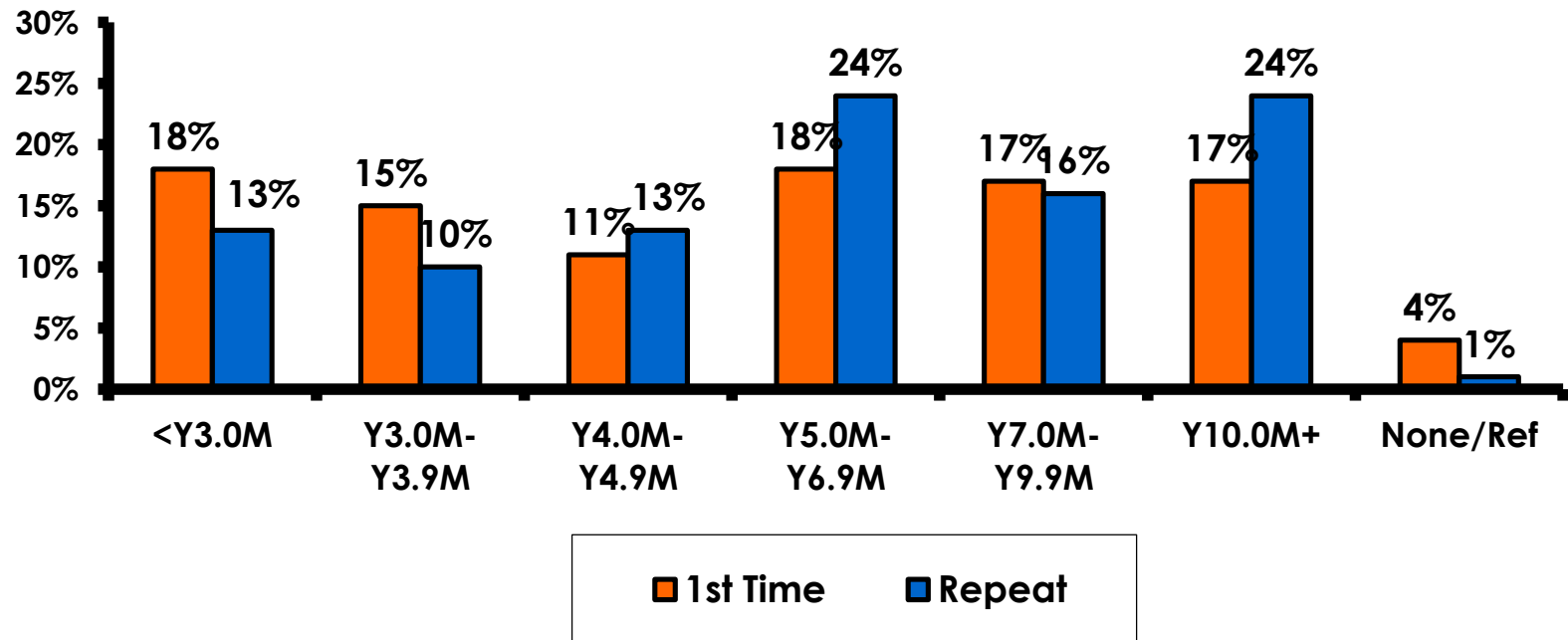


# Personal Income



• ¥119.93=\$1

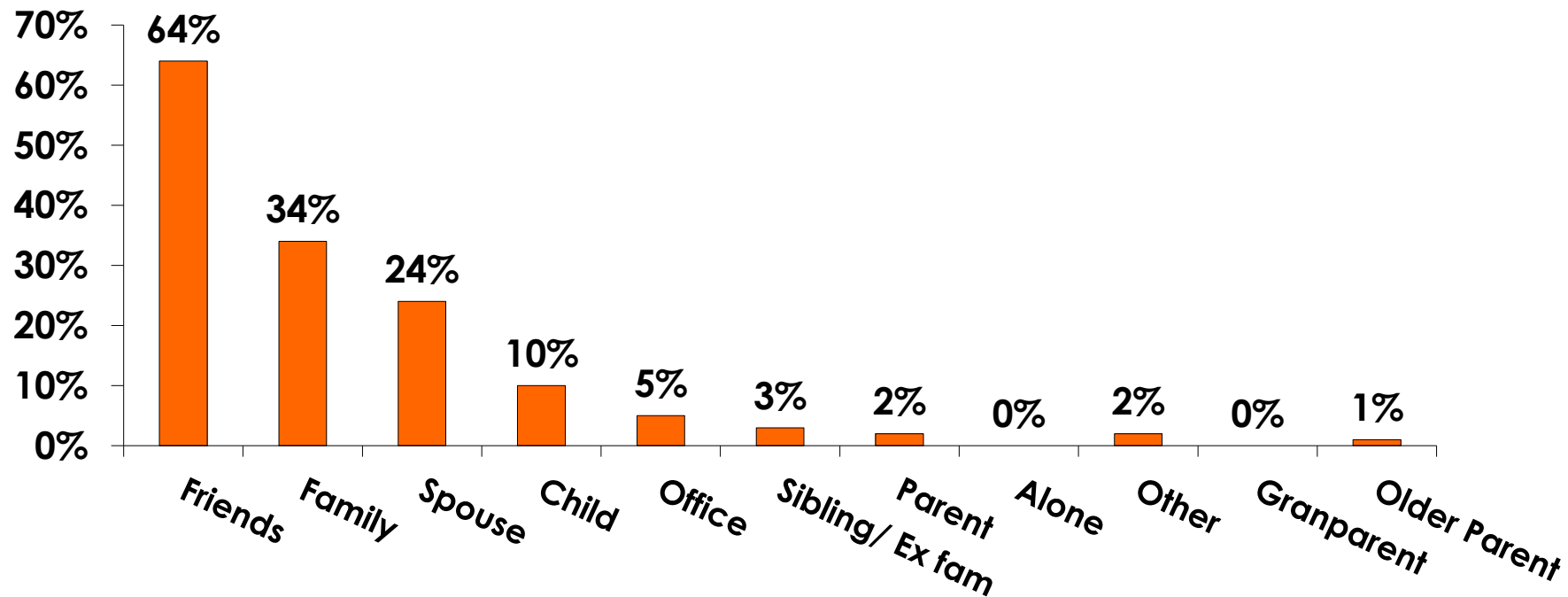
# Personal Income – 1st time vs. repeat



# Personal Income by Gender & Age

			TOTAL	GENDER		AGE			
			-	Male	Female	18-24	25-34	35-49	50+
Q26	<Y2.0 million	Count	25	13	12	20	3	2	
		Column N %	9%	8%	9%	15%	4%	3%	
	Y2.0M-Y3.0M	Count	22	6	16	13	6	2	
		Column N %	8%	4%	12%	10%	8%	3%	
	Y3.0M-Y4.0M	Count	38	15	23	18	14	4	2
		Column N %	13%	10%	17%	14%	19%	6%	10%
	Y4.0M-Y5.0M	Count	34	16	18	7	14	11	2
		Column N %	12%	10%	13%	5%	19%	17%	10%
	Y5.0M-Y7.0M	Count	59	30	29	18	14	17	8
		Column N %	20%	19%	21%	14%	19%	26%	38%
	Y7.0M-Y10.0M	Count	49	33	16	16	16	12	5
		Column N %	17%	21%	12%	12%	22%	18%	24%
	Y10.0M+	Count	56	37	19	31	3	18	4
		Column N %	19%	24%	14%	24%	4%	27%	19%
	No Income	Count	9	5	4	7	2		
		Column N %	3%	3%	3%	5%	3%		
	Total	Count	292	155	137	130	72	66	21

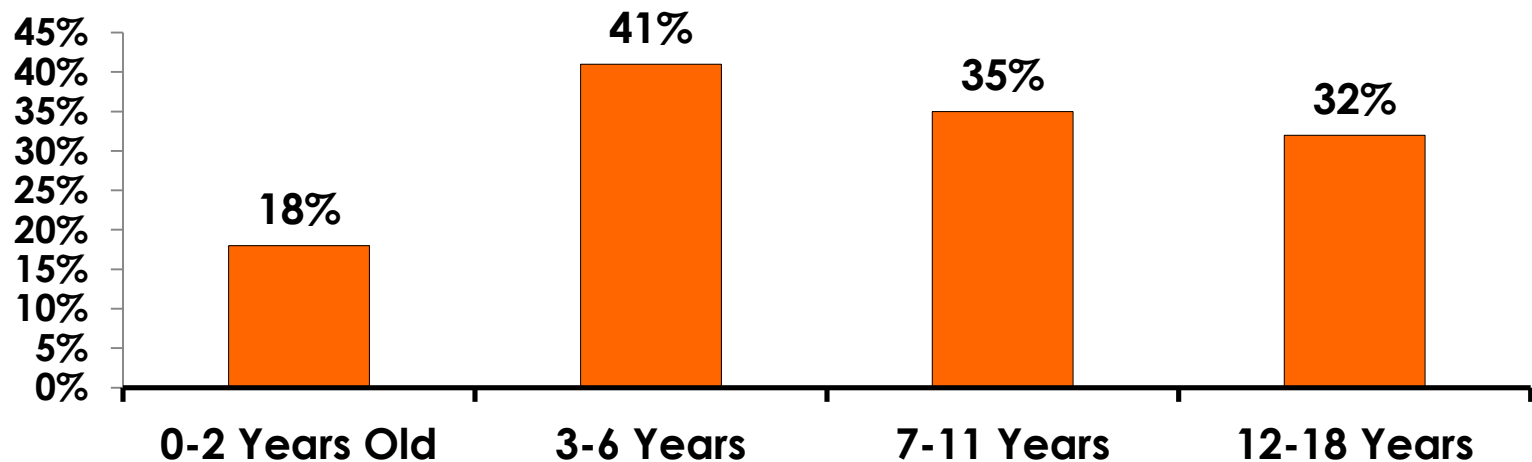
# Travel Companions



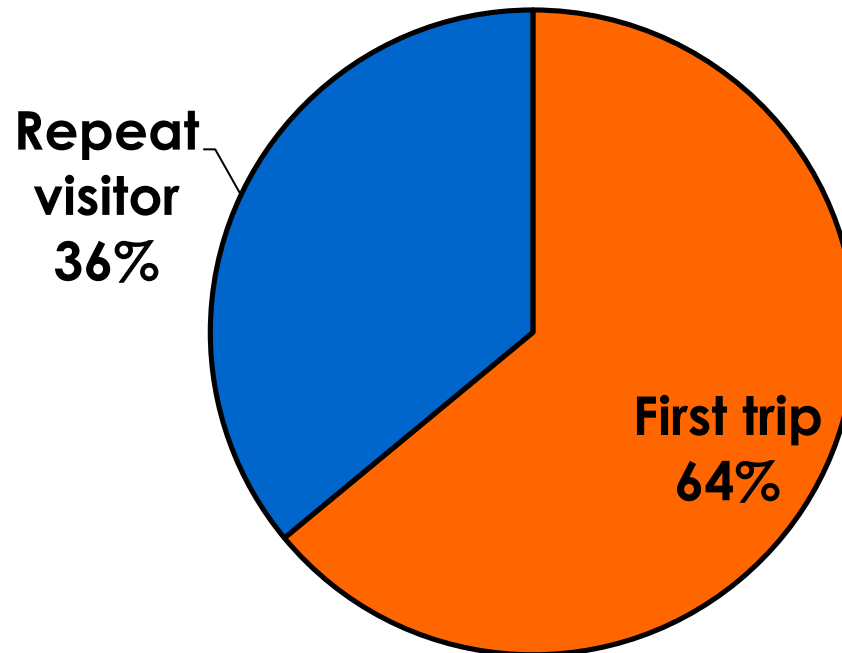
# Number of Children Travel Party

N=34 total respondents traveling with children.

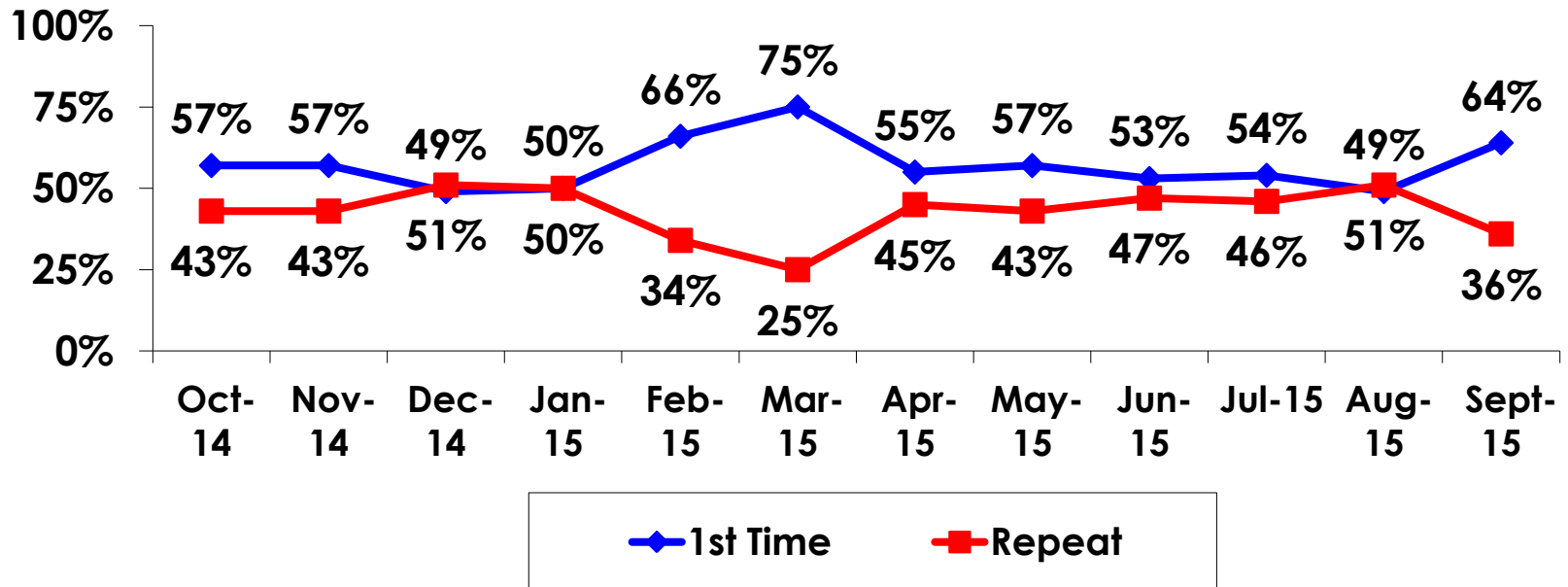
(Of those N=34 respondents, there is a total of 48 children 18 years or younger)



# Prior Trips to Guam



# PRIOR TRIPS TO GUAM



# Trips to Guam by Age & Gender

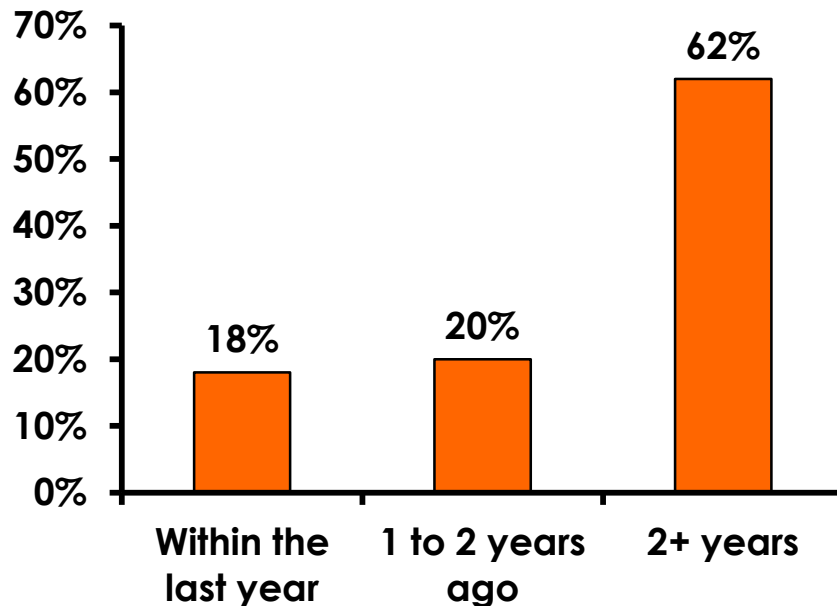
			TOTAL	TRIPS TO GUAM	
			-	1st	Repeat
GENDER	Male	Count	175	101	74
		Column N %	50%	45%	58%
	Female	Count	177	123	54
		Column N %	50%	55%	42%
	Total	Count	352	224	128
AGE	18-24	Count	175	138	37
		Column N %	50%	62%	29%
	25-34	Count	79	43	36
		Column N %	23%	19%	28%
	35-49	Count	72	33	39
		Column N %	21%	15%	31%
	50+	Count	22	7	15
		Column N %	6%	3%	12%
	Total	Count	348	221	127

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



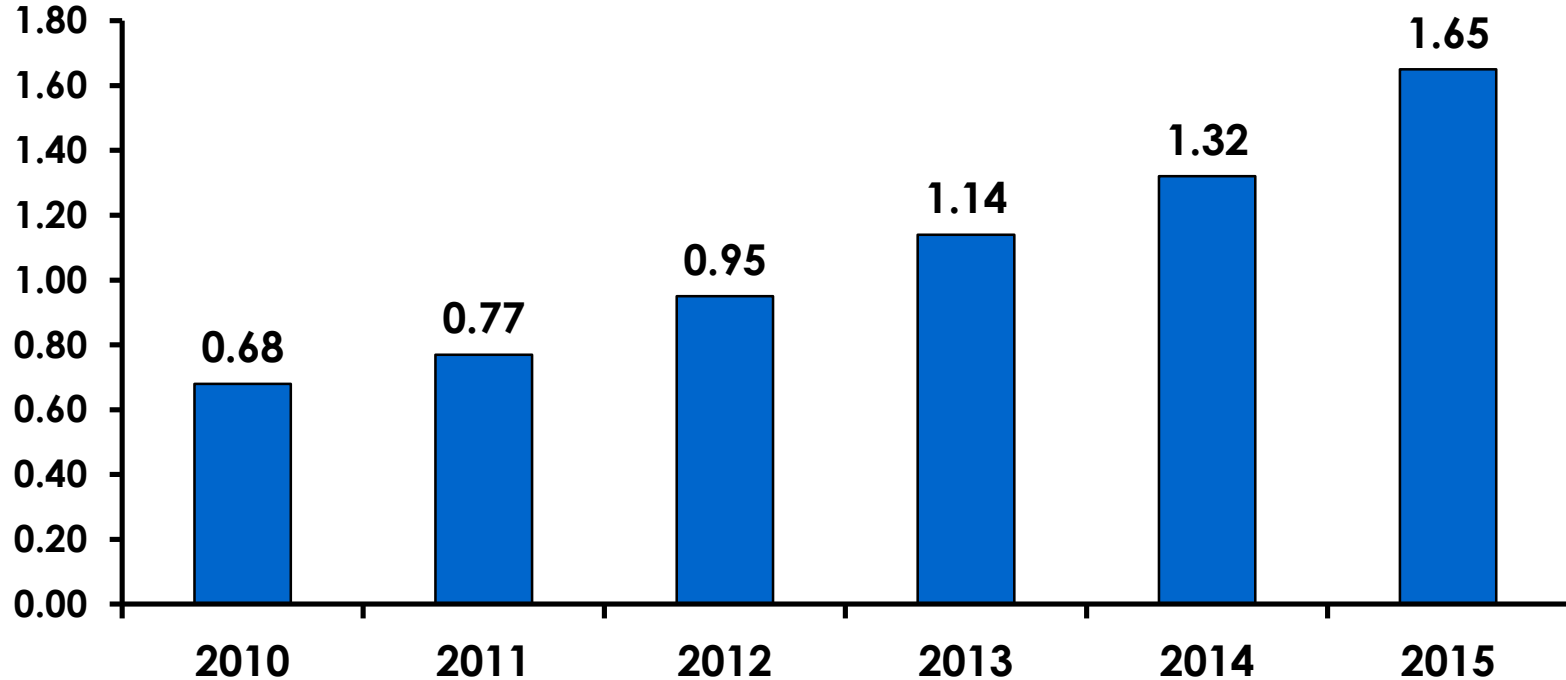
# Repeat Visitors Last Trip

n = 126



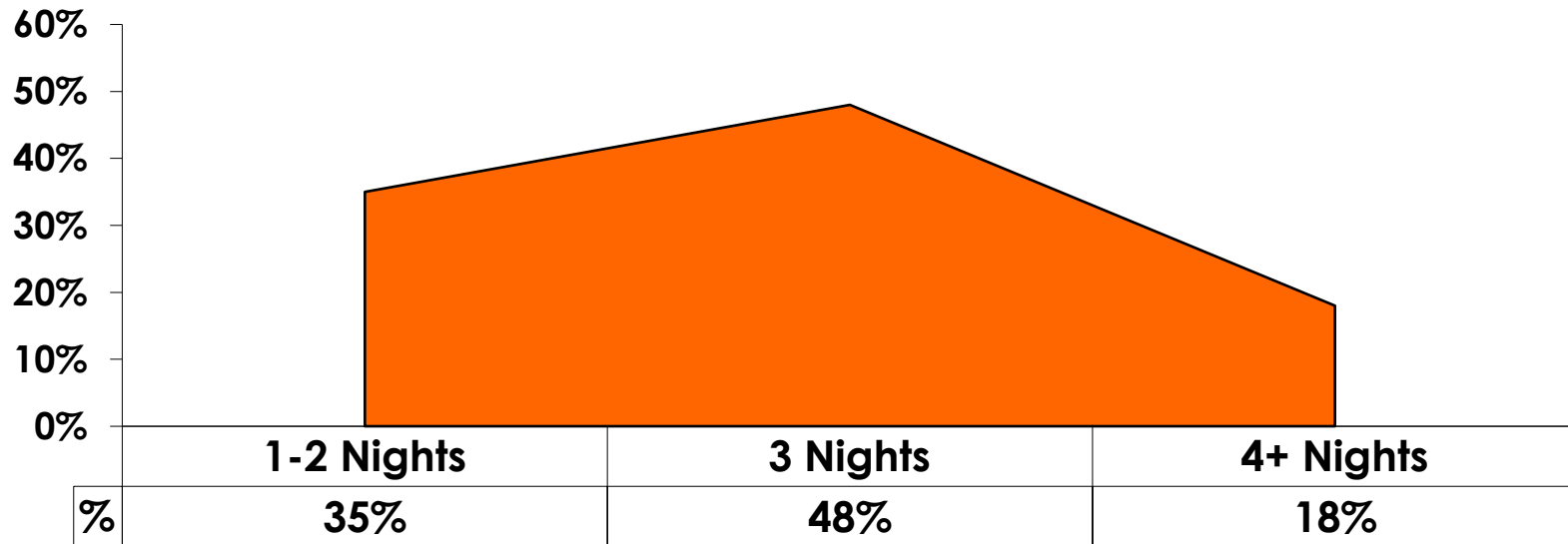
- The average repeat visitor has been to Guam 2.67 times.
- A third of repeat visitors have been to Guam within the last 2 years.

# Average Number Overnight Trips (2010-2015) (2 nights or more)

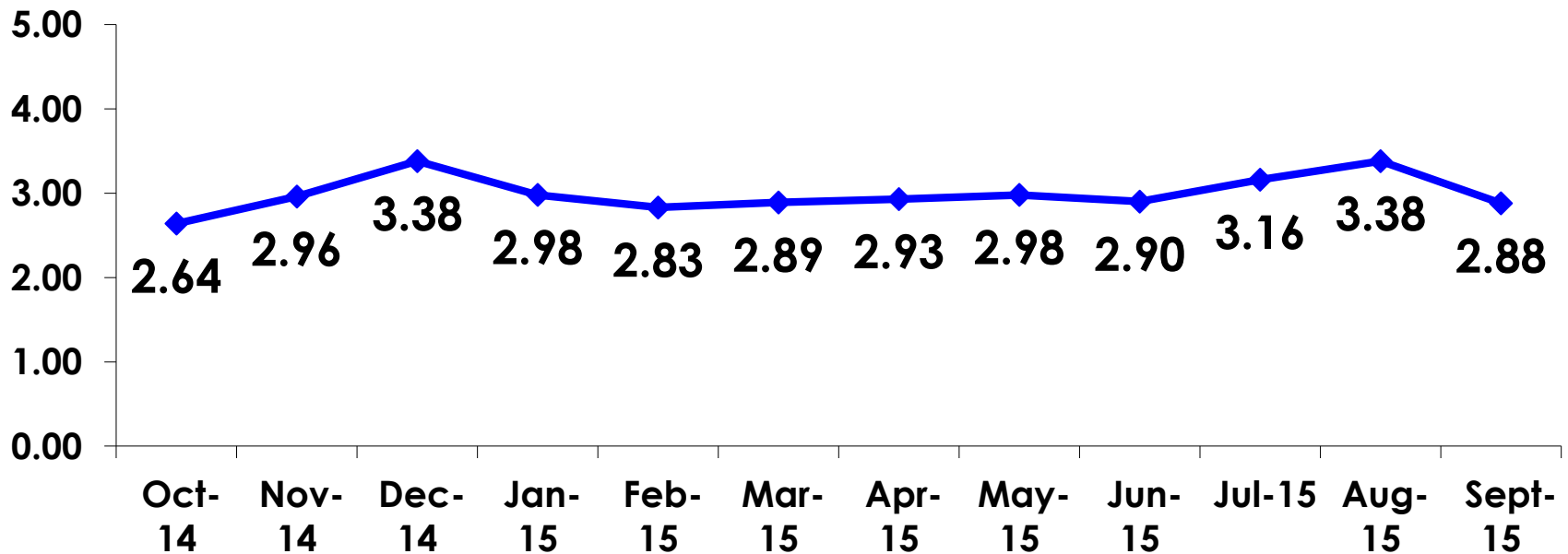


# Length of Stay

Mean = 2.88 Days  
Median = 3.0 Days



# AVG LENGTH OF STAY

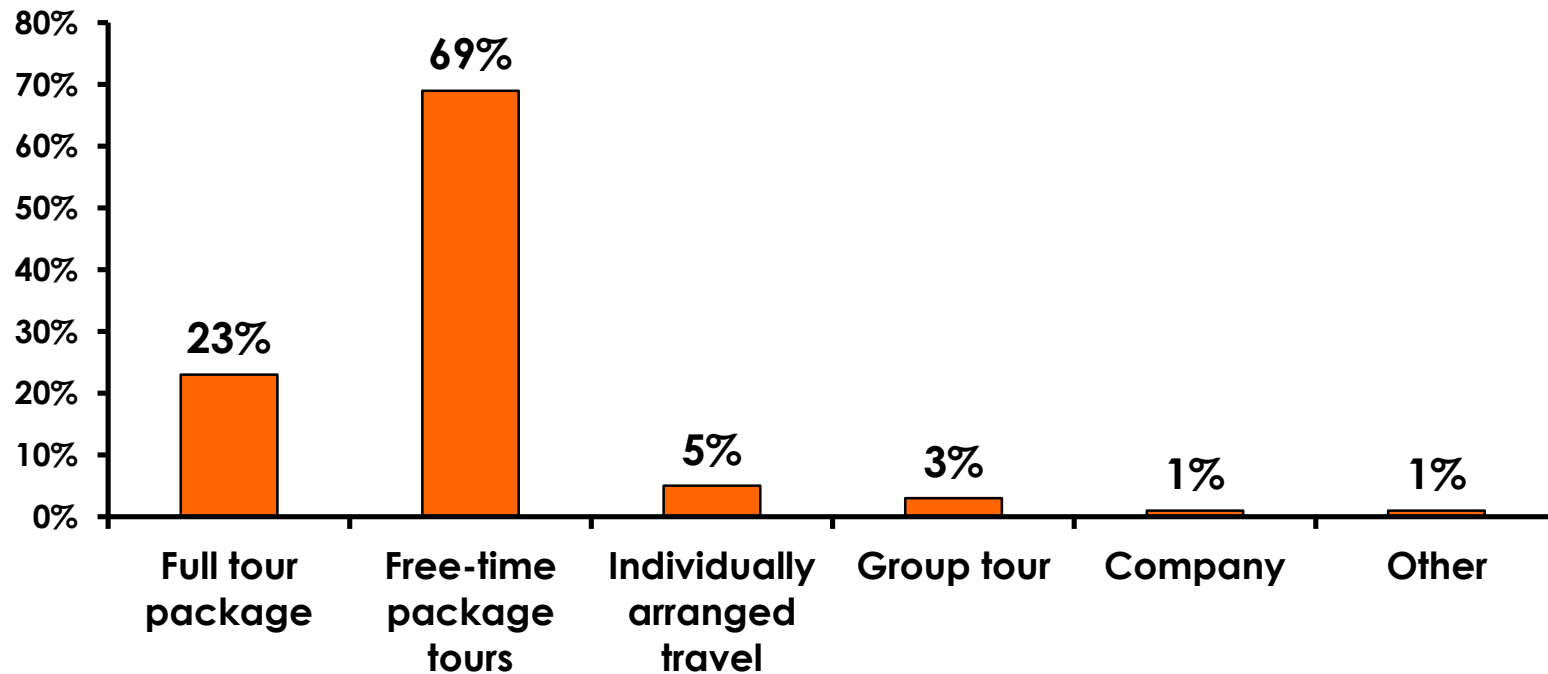


# Occupation by Income

		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	36%	60%	14%	21%	3%	24%	24%	46%	89%	
	Office worker non-mgr	11%	8%	36%	8%	18%	8%	14%	9%		
	Engineer	10%	8%	9%	29%	6%	12%	10%	7%		
	Manager	6%			3%	12%	7%	16%	7%		
	Salesperson	6%	4%		5%	9%	8%	8%	4%		
	Homemaker	4%	4%	5%	5%	9%	8%	2%	2%		
	Professional/ Specialist	4%	4%	5%	13%	6%	2%	2%	4%	11%	
	Self-employed	4%		5%	5%	3%	3%	8%	7%		
	Govt- office worker non-mgr	4%			3%	12%	5%	2%	2%		
	Govt- Manager	3%				3%	8%	2%	7%		
	Other	3%		9%	5%	6%	5%				
	Skilled worker	2%		9%		9%	3%		2%		
	Executive (30+ employees)	2%					2%	8%	2%		
	Freeter	1%	8%	5%		3%	2%				
	Teacher	1%	4%	5%	3%		2%				
	Unemployed	1%						2%			
	Retired	0%				3%					
	Total	Count	341	25	22	38	34	59	49	54	9

# SECTION 2 **TRAVEL PLANNING**

# Travel Planning - Overall



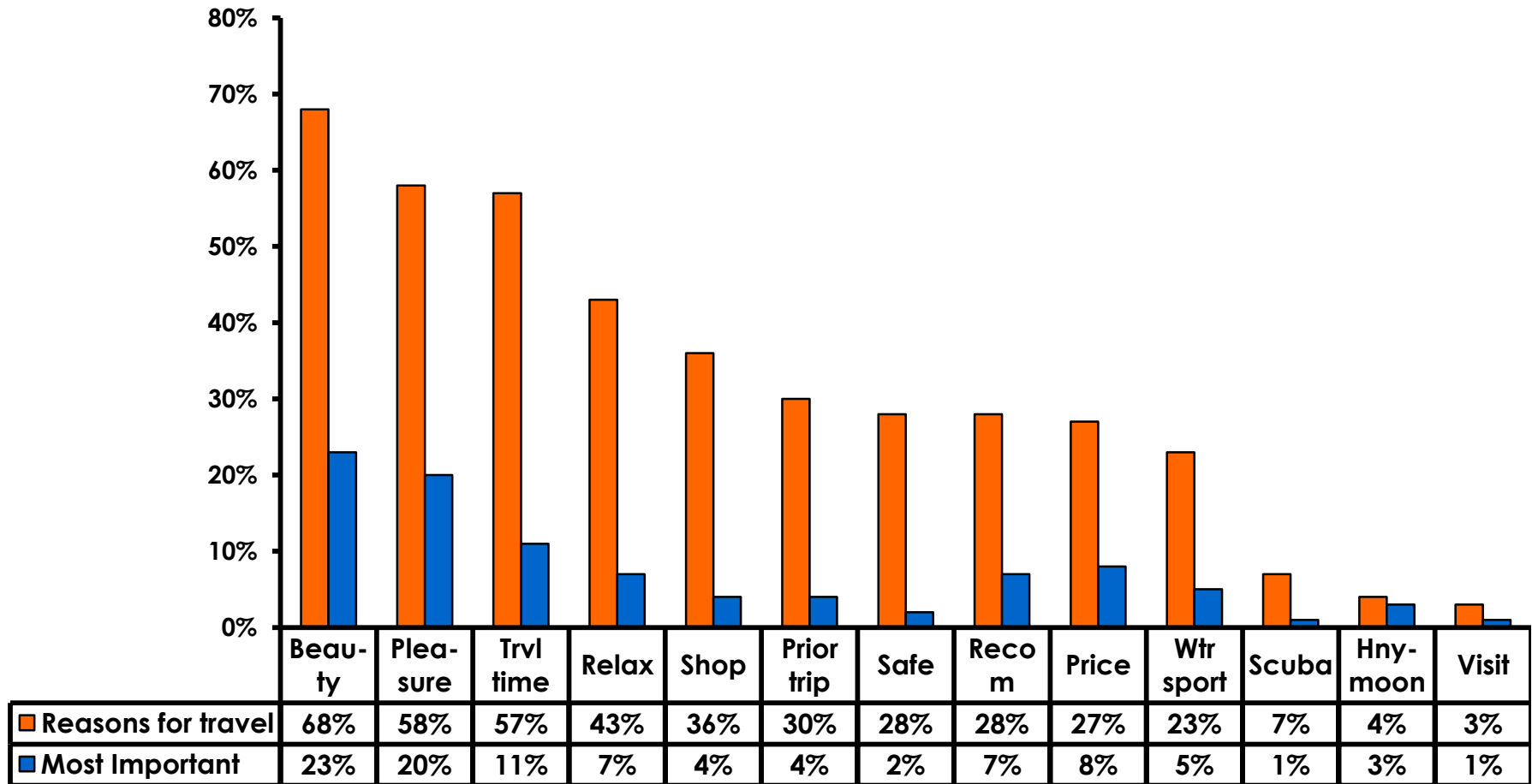
# Accommodation by Income

Average length of stay: 2.88 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	18%	32%	24%	8%	15%	12%	13%	18%	33%	
Onward Beach Resort	8%	8%		5%	3%	8%	6%	7%	11%	
Outrigger Guam Resort	7%	4%	5%	3%	12%	12%	8%	11%		
Grand Plaza Hotel	7%	4%	10%	11%	6%	10%	8%	11%		
Guam Reef & Olive Spa	7%			5%	6%	7%	10%	14%		
Holiday Resort Guam	7%	8%	5%	14%	12%	12%	2%	2%		
Fiesta Resort Guam	6%		10%	5%	9%	5%	10%	4%		
Westin Resort Guam	5%	8%	10%	14%	3%	5%	6%	4%		
Hotel Nikko Guam	5%			8%	12%		15%	4%		
Pacific Bay Hotel	4%	12%	5%		6%	2%		4%	11%	
Verona Resort & Spa	3%	4%	5%			3%	4%	2%	22%	
Hilton Guam Resort	3%	4%	5%	3%	3%	3%	4%	5%		
PIC Club	3%		5%	5%	6%	7%				
Pacific Star Resort & Spa	3%	4%		3%	3%	3%		5%	11%	
Sheraton Laguna Guam	2%		5%	8%			2%	4%		
Hyatt Regency Guam	2%			3%			6%	4%		
Other	2%	4%	5%		3%	2%		2%		
Leo Palace Resort	2%					3%		2%		
Aqua Suites	1%		5%	3%		2%	2%		11%	
Condo	1%	4%		3%						
Bayview Hotel	1%	4%	5%			2%				
Royal Orchid Guam	1%				3%		2%			
Dusit Thani Guam	0%									
Hotel Santa Fe	0%					2%				
Oceanview Hotel	0%									
Total	Count	348	25	21	37	34	59	48	56	9



# Travel Motivation - Top Responses



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# Most Important Reason for Choosing Guam

- Guam's natural beauty/ beaches,
- Pleasure,
- Short travel distance

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	68%	76%	65%	60%	50%	63%	73%	
	Pleasure	58%	64%	53%	57%	36%	51%	66%	
	Short travel time	57%	52%	62%	67%	50%	57%	57%	
	Relax	43%	39%	55%	40%	41%	41%	45%	
	Shopping	36%	44%	27%	28%	32%	31%	41%	
	Previous trip	30%	16%	35%	50%	68%	36%	25%	
	Safe	28%	26%	24%	36%	41%	32%	25%	
	Recomm- friend/family/trvl agnt	28%	36%	22%	22%	14%	21%	35%	
	Price	27%	27%	26%	28%	41%	27%	28%	
	Water sports	23%	27%	17%	21%	14%	21%	24%	
	Scuba	7%	7%	8%	4%	9%	8%	5%	
	Honeymoon	4%	2%	9%	1%	5%	6%	2%	
	Other	3%	2%	5%	3%	5%	3%	3%	
	Visit friends/ Relatives	3%	3%	1%	4%		3%	2%	
	Company/ Business Trip	2%	3%		3%		3%	1%	
	Organized sports	2%	2%		4%		2%	2%	
	Golf	1%	1%		1%	9%	1%	2%	
	Married/ Attn wedding	1%			4%	5%	2%	1%	
	Total	Count	351	175	78	72	22	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	68%	76%	77%	68%	50%	68%	69%	73%	88%	
	Pleasure	58%	60%	77%	53%	59%	58%	45%	66%	63%	
	Short travel time	57%	60%	64%	55%	56%	59%	55%	64%	38%	
	Relax	43%	36%	82%	47%	44%	31%	45%	46%	50%	
	Shopping	36%	32%	36%	42%	21%	42%	45%	30%	50%	
	Previous trip	30%	4%	41%	21%	41%	37%	27%	43%	13%	
	Safe	28%	16%	36%	29%	21%	32%	33%	39%	38%	
	Recomm- friend/family/trvl agnt	28%	52%	32%	32%	24%	22%	20%	34%	25%	
	Price	27%	20%	9%	32%	44%	32%	22%	21%	63%	
	Water sports	23%	28%	23%	18%	12%	20%	27%	29%	13%	
	Scuba	7%		14%	13%	6%		12%	7%		
	Honeymoon	4%		9%	8%		8%	2%	2%		
	Other	3%		9%			7%	4%	2%	13%	
	Visit friends/ Relatives	3%	4%			3%	3%		4%		
	Company/ Business Trip	2%				3%	5%	2%			
	Organized sports	2%	4%				3%	2%	2%		
	Golf	1%	4%		3%		2%	2%	2%		
	Married/ Attn wedding	1%			3%	3%		4%			
	Total	Count	351	25	22	38	34	59	49	56	8

# SECTION 3 **EXPENDITURES**

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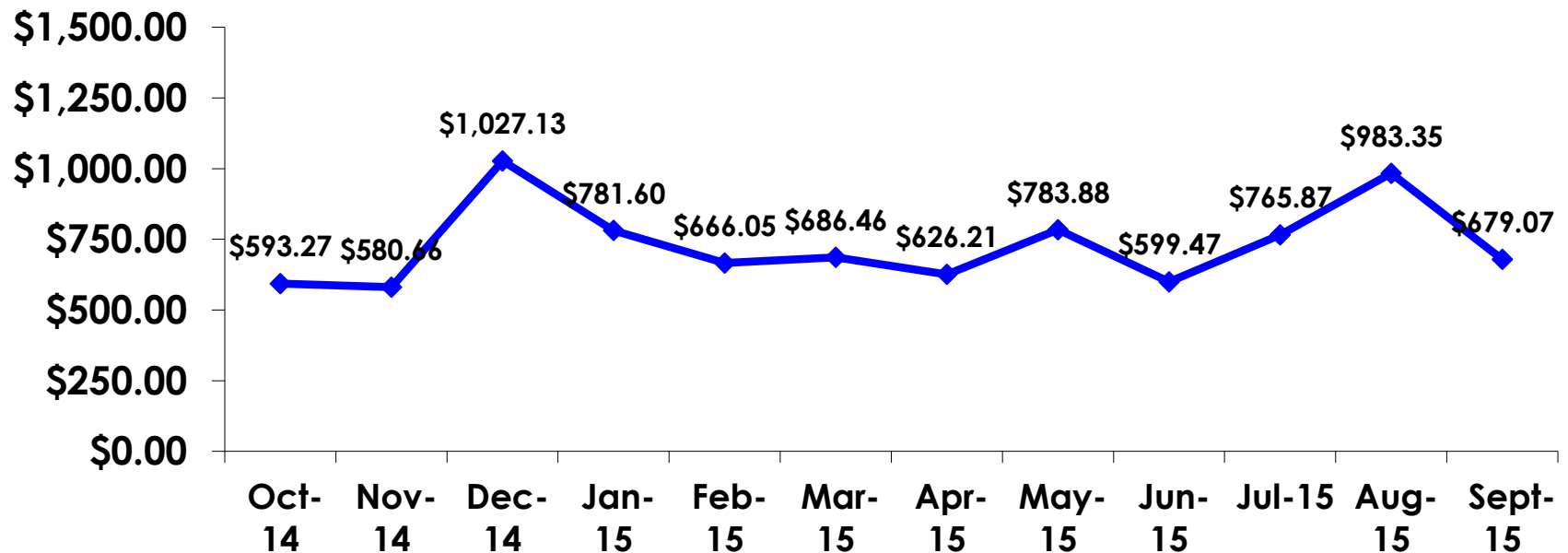
# Prepaid Expenditures

¥119.93/US\$1

- \$1,165.56 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$0 = minimum (lowest amount recorded for the entire sample)
- \$8,338 = maximum (highest amount recorded for the entire sample)
- \$679.07 = overall mean average per person prepaid expenditures

# PREPAID EXPENDITURES

## Per Person



YTD=\$731.16

# Breakdown of Prepaid Expenditures

¥119.93=\$1

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

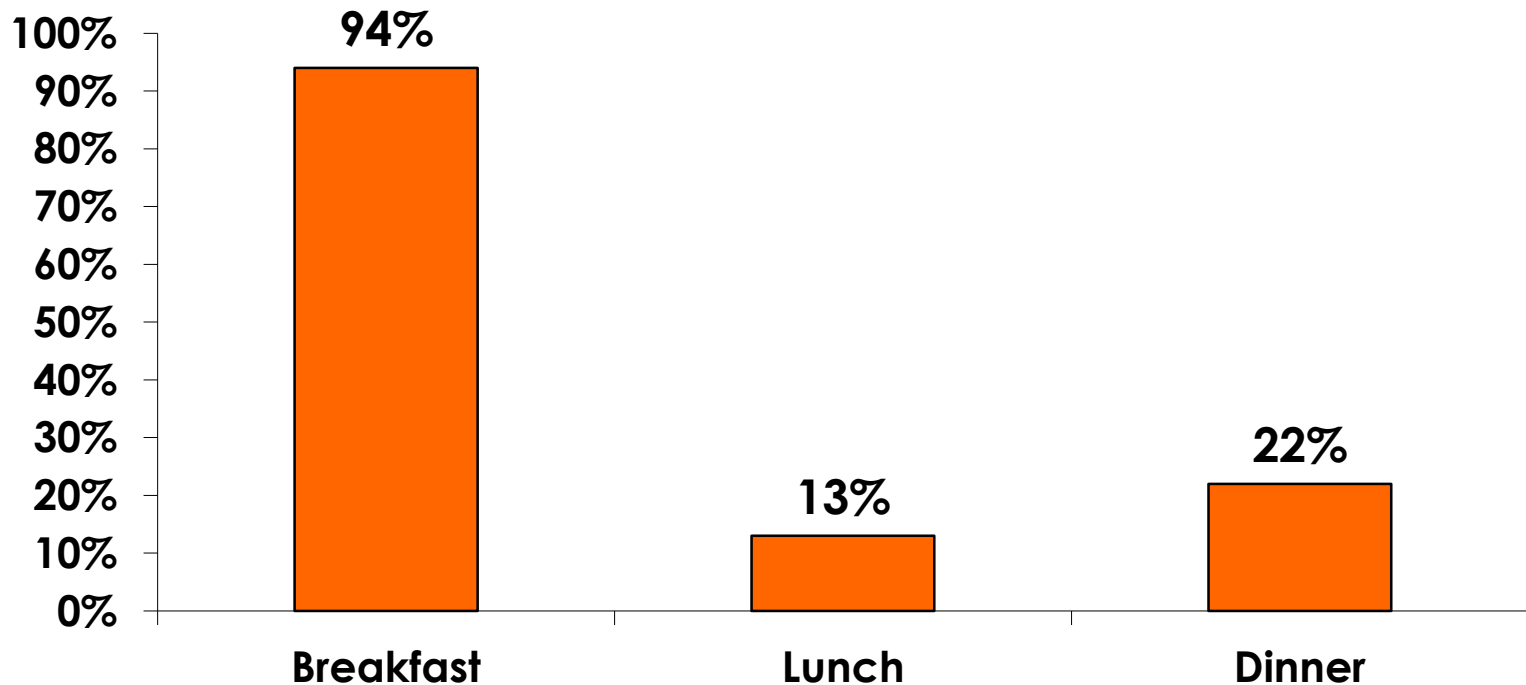
	MEAN \$
Air & Accommodation package only	\$1,149.86
Air & Accommodation w/ daily meal package	\$1,858.64
Air only	\$977.95
Accommodation only	\$506.25
Accommodation w/ daily meal only	\$-
Food & Beverages in Hotel	\$-
Ground transportation – Japan	\$44.49
Ground transportation – Guam	\$24.60
Optional tours/ activities	\$164.03
Other expenses	\$123.56
<b>Total Prepaid</b>	<b>\$1,165.56</b>



# PREPAID MEAL BREAKDOWN

Air/ Accommodations with Daily Meal Pkg.

n=32

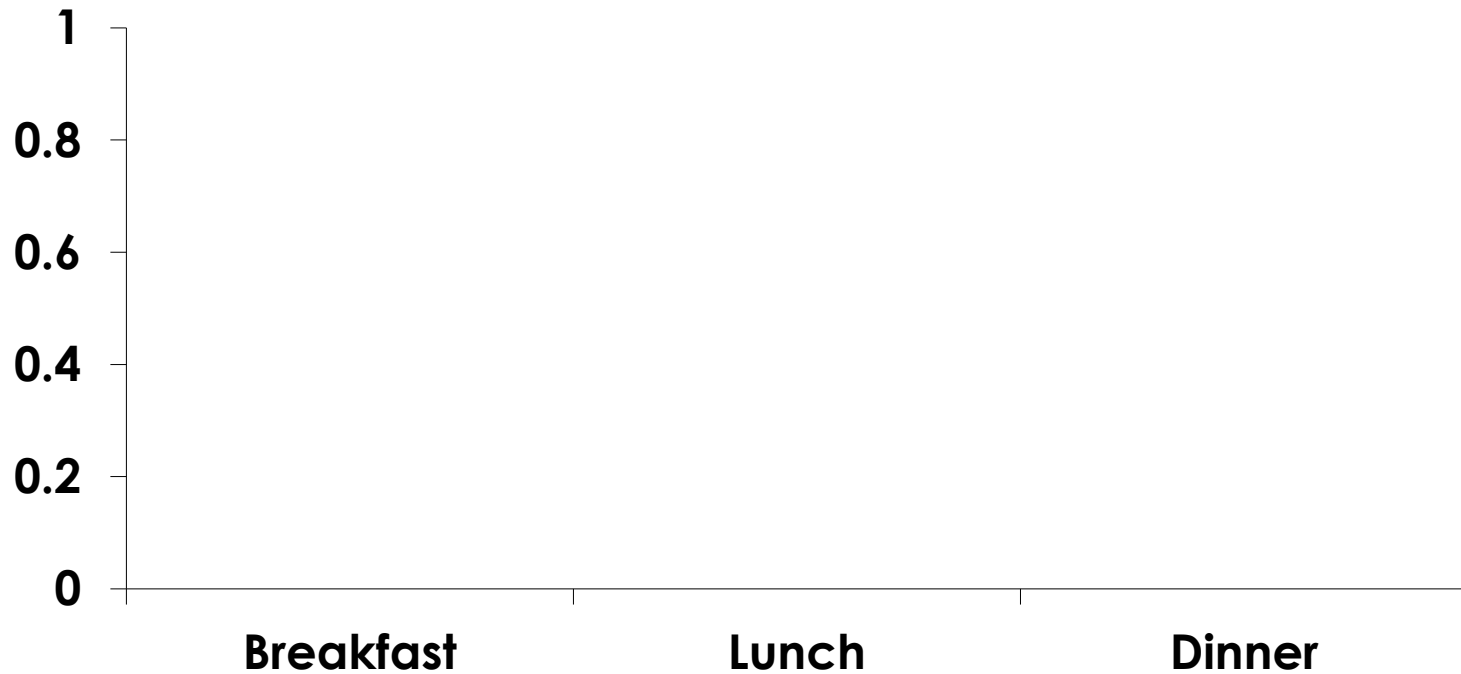


Mean=\$1,858.64 per travel party

# PREPAID MEAL BREAKDOWN

Accommodations with Daily Meal Pkg.

n=x



Mean=\$xxx per travel party

# PREPAID GROUND TRANSPORTATION

n=5



Mean=\$24.60 per travel party

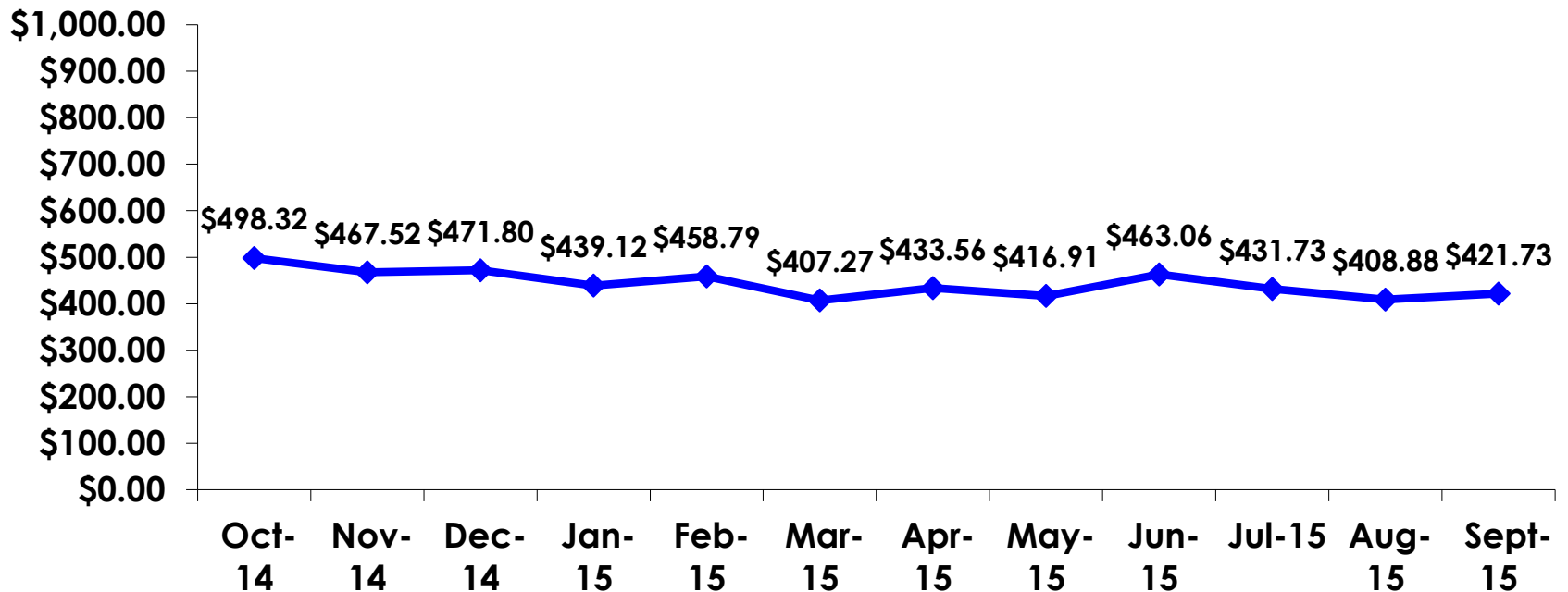
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# On-Island Expenditures

- \$611.90 = overall mean average on-island expense (for entire travel party size) by respondent
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$3,500 = Maximum (highest amount recorded for the entire sample)
- \$421.73 = overall mean average per person on-island expenditure

# ON-ISLAND EXPENDITURES

## Per Person

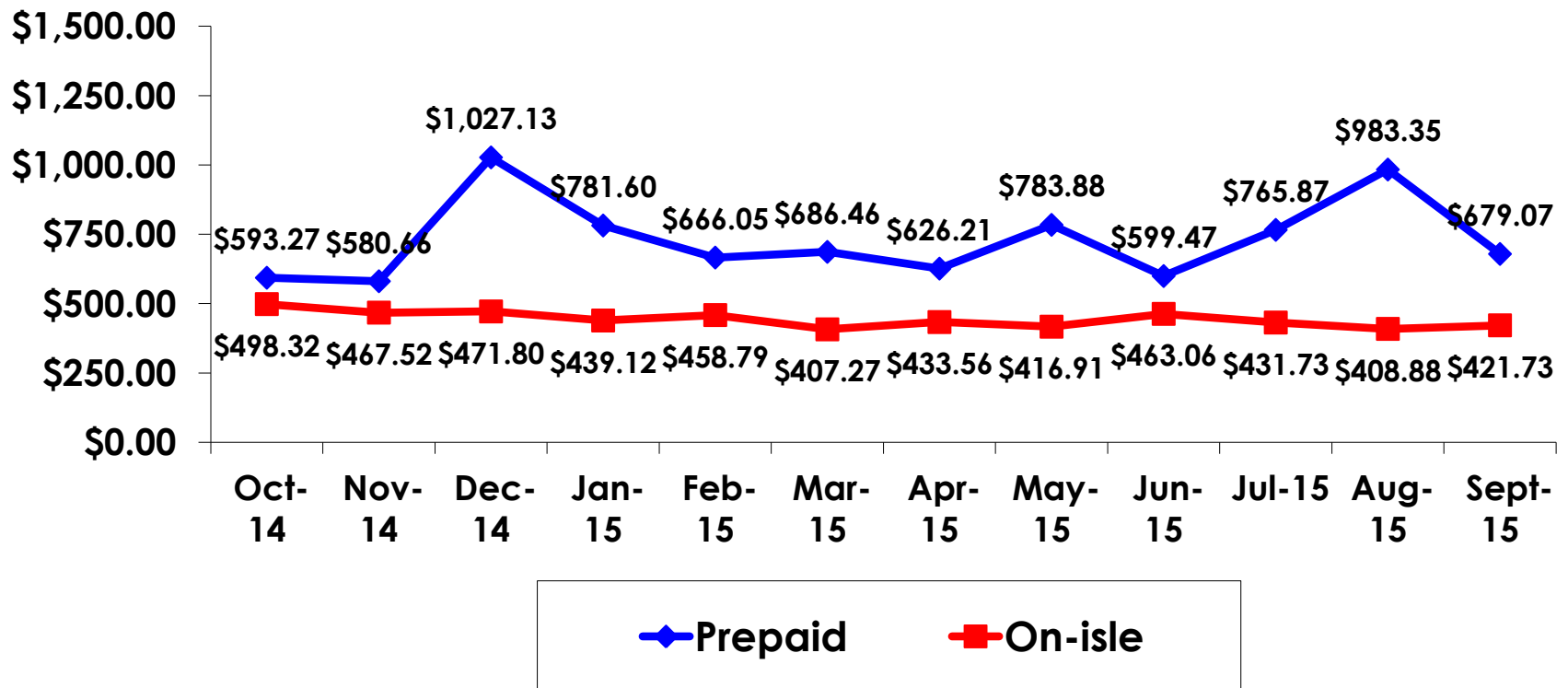


YTD = \$443.17

# PREPAID/ ON-ISLE EXPENDITURES – Per Person

Prepaid YTD = \$731.16

On-Isle YTD = \$443.17



# 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	\$421.73	\$437.78	\$405.87	\$369.03	\$455.92	\$474.72	\$559.74	\$361.52	\$472.62	\$462.21	\$622.38
	Median	\$350	\$350	\$315	\$300	\$435	\$310	\$350	\$300	\$435	\$350	\$567
	Minimum	\$0	\$0	\$0	\$0	\$0	\$25	\$133	\$0	\$100	\$0	\$200
	Maximum	\$3,500	\$3,500	\$2,000	\$2,500	\$1,113	\$3,500	\$1,168	\$2,000	\$1,805	\$1,230	\$1,200

# On-Island Expenditure Categories by Gender & Age

		TOTAL	GENDER		AGE			
		-	Male	Female	18-24	25-34	35-49	50+
F&B HOTEL	Mean	\$36.69	\$58.78	\$14.85	\$6.59	\$35.38	\$88.86	\$116.73
	Median	\$0	\$0	\$0	\$0	\$0	\$3	\$0
F&B FF/STORE	Mean	\$37.58	\$52.73	\$22.60	\$24.07	\$46.89	\$48.19	\$79.14
	Median	\$9	\$20	\$5	\$0	\$10	\$28	\$35
F&B RESTRNT	Mean	\$85.31	\$122.05	\$48.99	\$50.64	\$86.71	\$125.82	\$227.68
	Median	\$30	\$50	\$10	\$0	\$0	\$77	\$200
OPT TOUR	Mean	\$68.09	\$86.01	\$50.37	\$37.90	\$74.01	\$94.14	\$210.91
	Median	\$0	\$0	\$0	\$0	\$0	\$20	\$60
GIFT- SELF	Mean	\$125.28	\$121.64	\$128.88	\$80.67	\$168.99	\$175.75	\$165.73
	Median	\$20	\$10	\$30	\$0	\$40	\$50	\$100
GIFT- OTHER	Mean	\$103.02	\$122.55	\$83.72	\$67.79	\$99.94	\$157.71	\$200.91
	Median	\$50	\$50	\$40	\$40	\$50	\$50	\$100
TRANS	Mean	\$14.41	\$20.71	\$8.19	\$5.37	\$12.35	\$33.01	\$35.50
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER	Mean	\$139.64	\$174.88	\$104.80	\$125.39	\$155.37	\$141.00	\$187.91
	Median	\$0	\$0	\$0	\$0	\$0	\$0	\$5
TOTAL	Mean	\$611.90	\$763.06	\$462.45	\$397.46	\$692.54	\$861.85	\$1,224.50
	Median	\$480	\$550	\$368	\$300	\$500	\$700	\$1,000



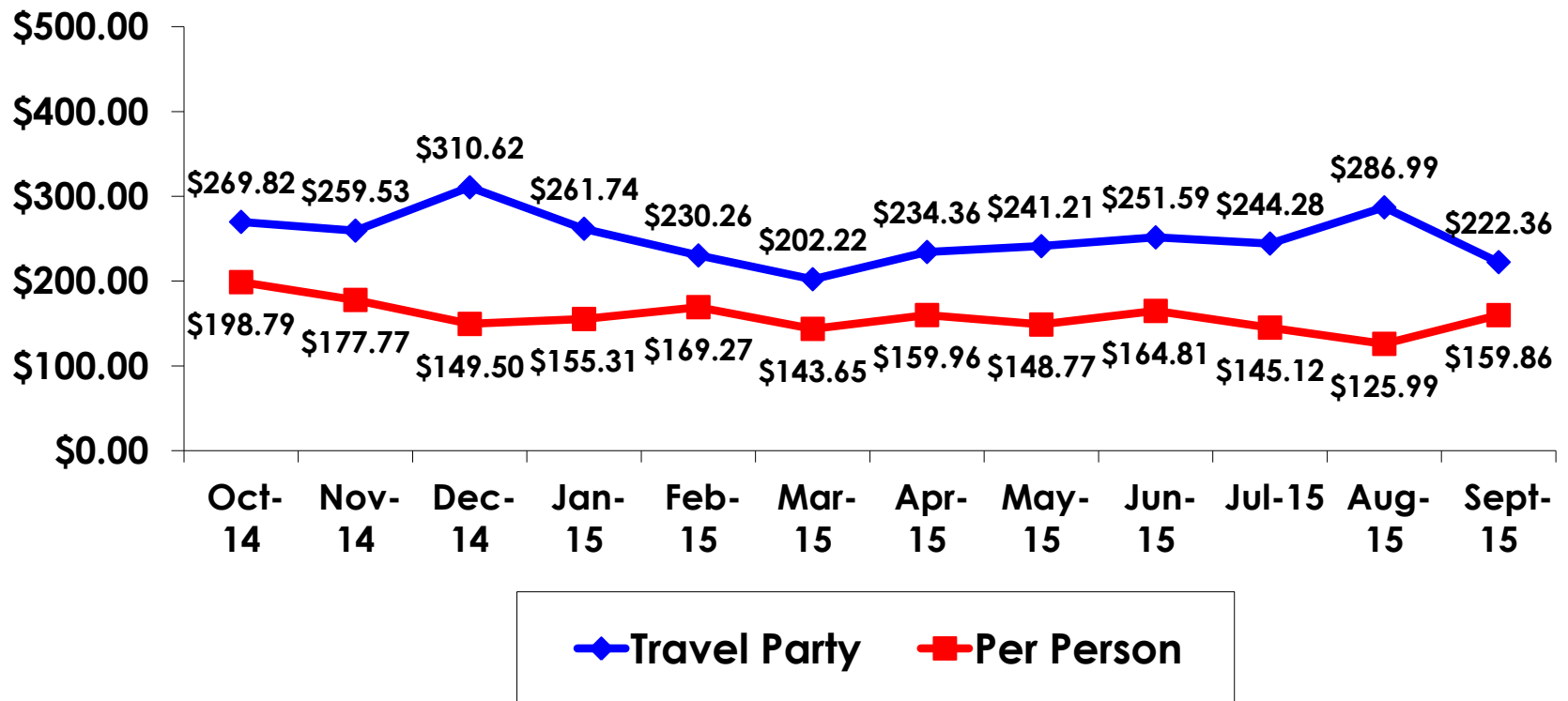
# On-Island Expenditures

## First Timers & Repeaters

		TOTAL	TRIPS TO GUAM	
		-	1st	Repeat
F&B HOTEL	Mean	\$36.69	\$22.50	\$61.52
	Median	\$0	\$0	\$0
F&B FF/STORE	Mean	\$37.58	\$35.37	\$41.45
	Median	\$9	\$7	\$10
F&B RESTRNT	Mean	\$85.31	\$74.91	\$103.52
	Median	\$30	\$18	\$50
OPT TOUR	Mean	\$68.09	\$65.18	\$73.18
	Median	\$0	\$0	\$0
GIFT- SELF	Mean	\$125.28	\$115.17	\$142.97
	Median	\$20	\$20	\$25
GIFT- OTHER	Mean	\$103.02	\$104.57	\$100.32
	Median	\$50	\$50	\$50
TRANS	Mean	\$14.41	\$7.77	\$26.03
	Median	\$0	\$0	\$0
OTHER	Mean	\$139.64	\$132.47	\$152.19
	Median	\$0	\$0	\$0
TOTAL	Mean	\$611.90	\$560.48	\$701.88
	Median	\$480	\$400	\$510

# ON-ISLE EXPENDITURES – Per Day

Travel Party YTD = \$251.23    Per Person YTD = \$158.21

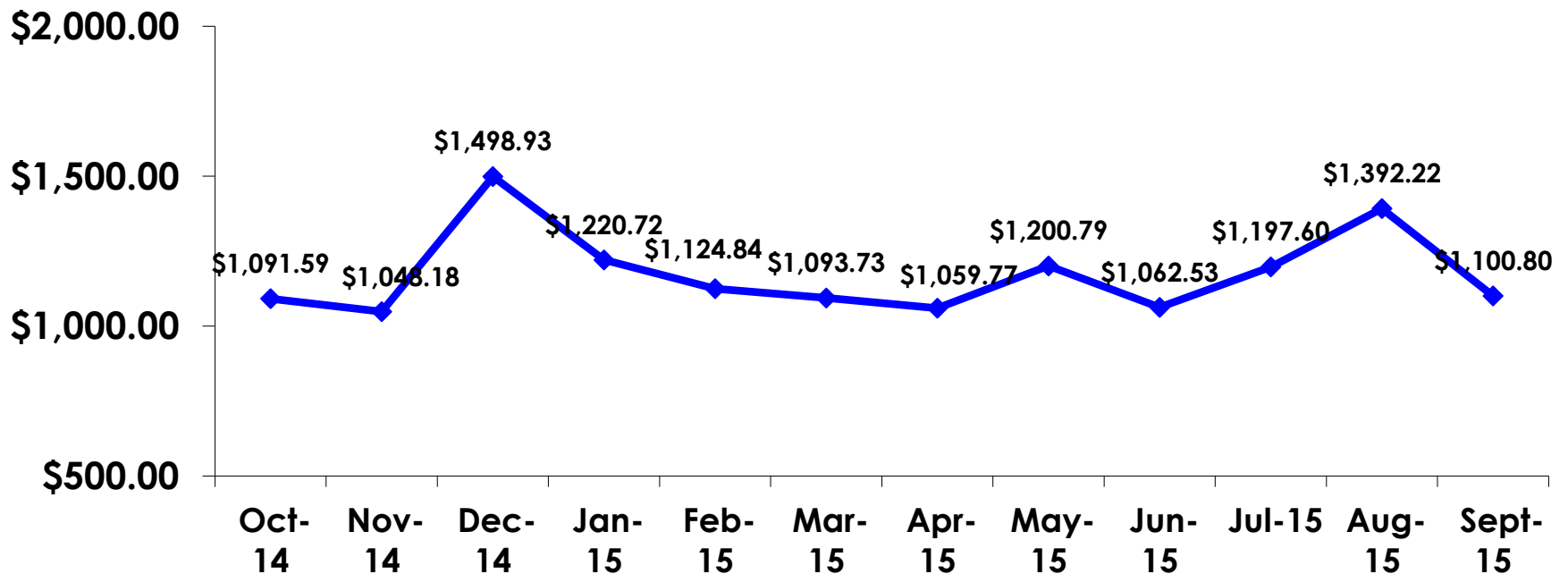


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# Total Expenditures Per Person (Prepaid & On-Island)

- \$1,100.80 = overall average
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$4,100 = Maximum (highest amount recorded for the entire sample)

# TOTAL EXPENDITURES Per Person



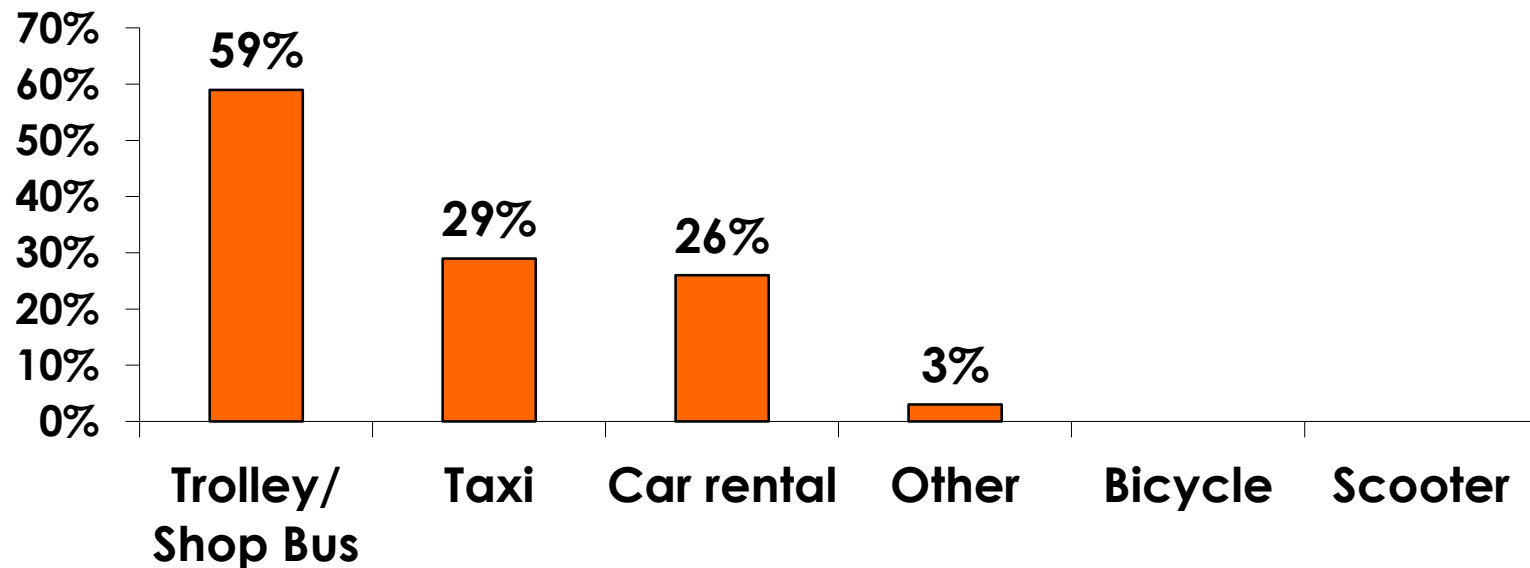
YTD=\$1,174.33

# Breakdown of On-Island Expenditures

	MEAN \$
Food & beverage in a hotel	\$36.69
Food & beverage in fast food restaurant/convenience store	\$37.58
Food & beverage at restaurants or drinking establishments outside a hotel	\$85.31
Optional tours and activities	\$68.09
Gifts/ souvenirs for yourself/companions	\$125.28
Gifts/ souvenirs for friends/family at home	\$103.02
Local transportation	\$14.41
Other expenses not covered	\$139.64
<b>Average Total</b>	<b>\$611.90</b>

# Local Transportation

n=70



Mean=\$14.41 per travel party

---

# Guam Airport Expenditures

- \$25.26 = Mean
- \$9 = Median
- \$0 = Minimum (lowest amount recorded for the entire sample)
- \$450 = Maximum (highest amount recorded for the entire sample)

# Breakdown of Airport Expenditures

	<b>MEAN \$</b>
<b>Food &amp; Beverages</b>	\$8.35
<b>Gifts/Souvenirs Self</b>	\$10.02
<b>Gifts/Souvenirs Others</b>	\$8.57
<b>Total</b>	<b>\$25.26</b>

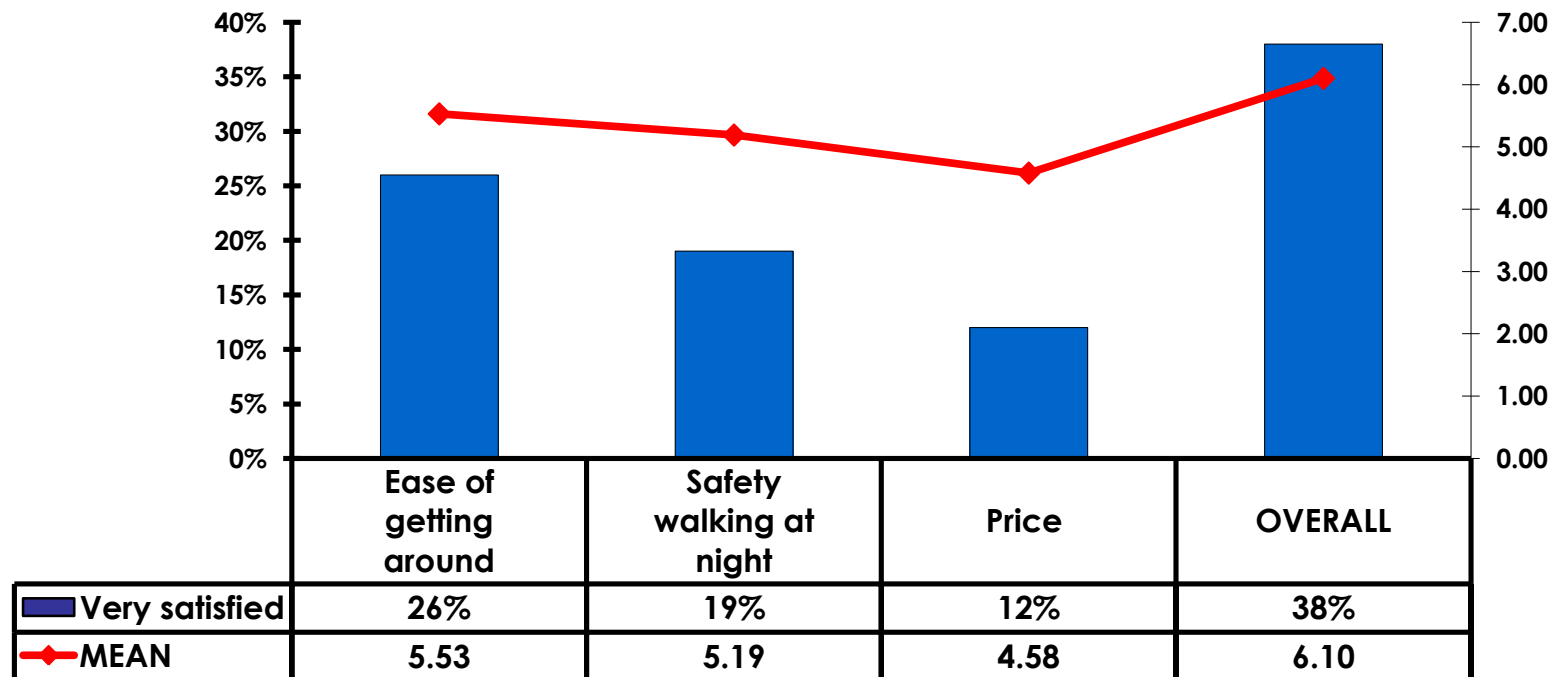


# SECTION 4 **VISITOR SATISFACTION**

# Satisfaction Scores Overall

7pt Rating Scale

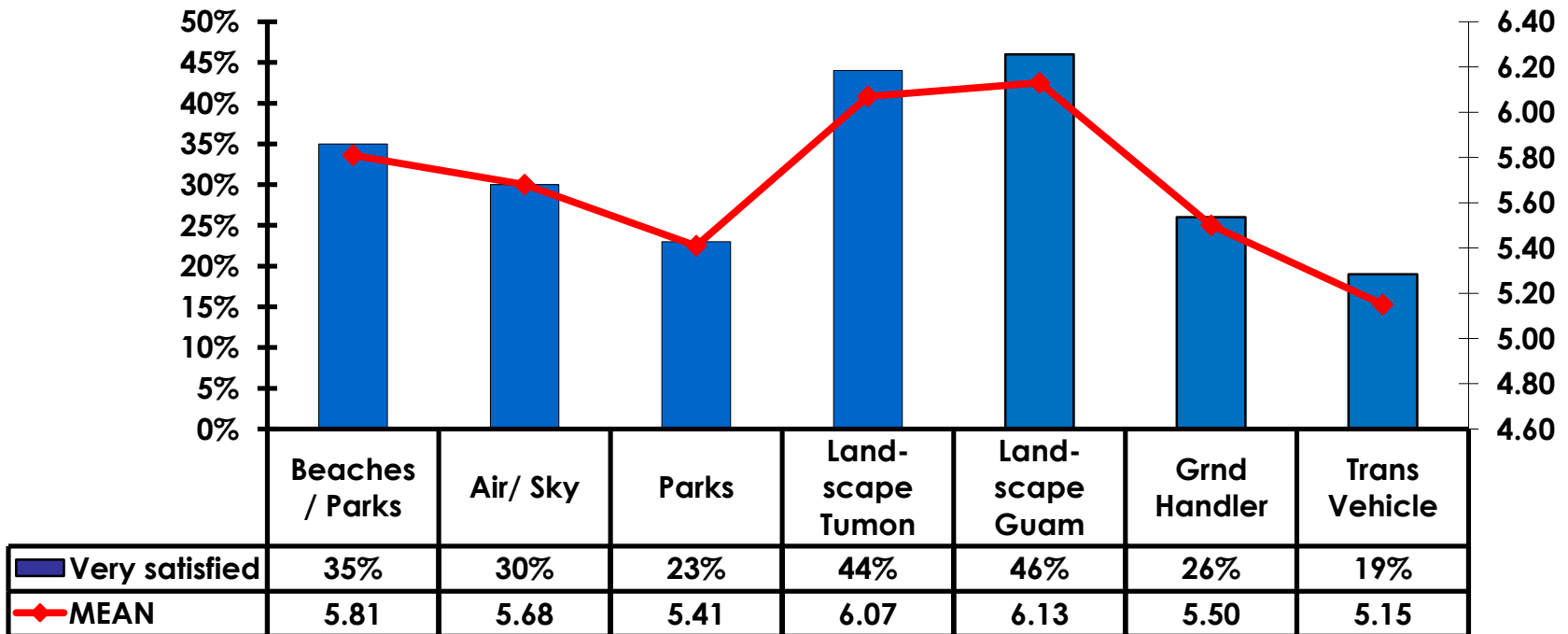
7=Very Satisfied/1=Very Dissatisfied



# Satisfaction Quality/ Cleanliness

7pt Rating Scale

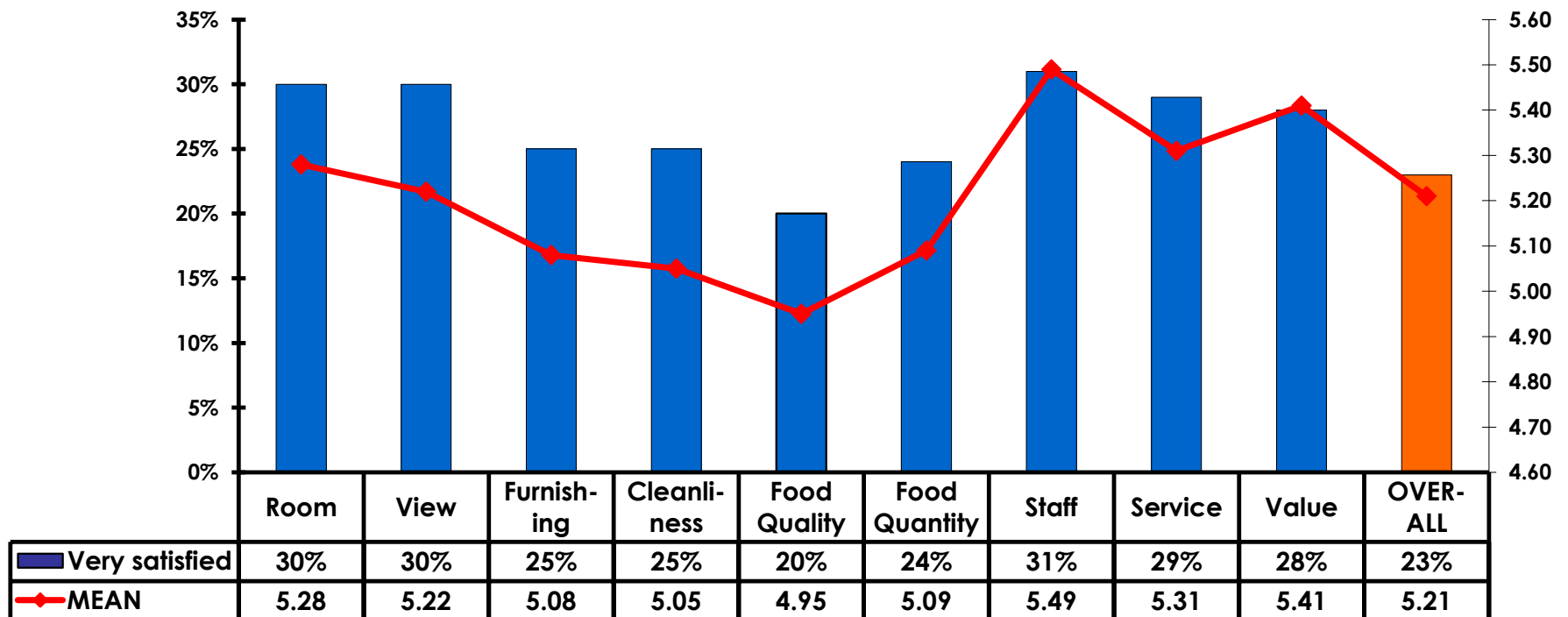
7=Very Satisfied/1=Very Dissatisfied



# Quality of Accommodations

7pt Rating Scale

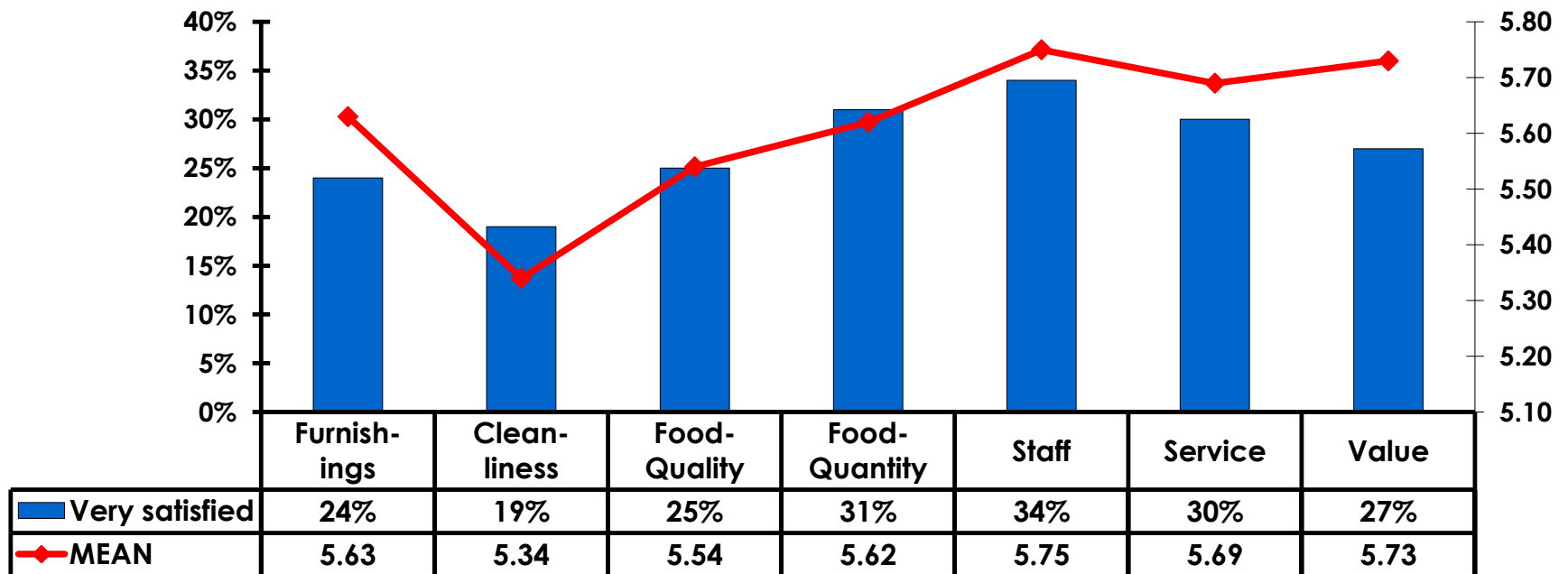
7=Very Satisfied/1=Very Dissatisfied



# Quality of Dining Experience

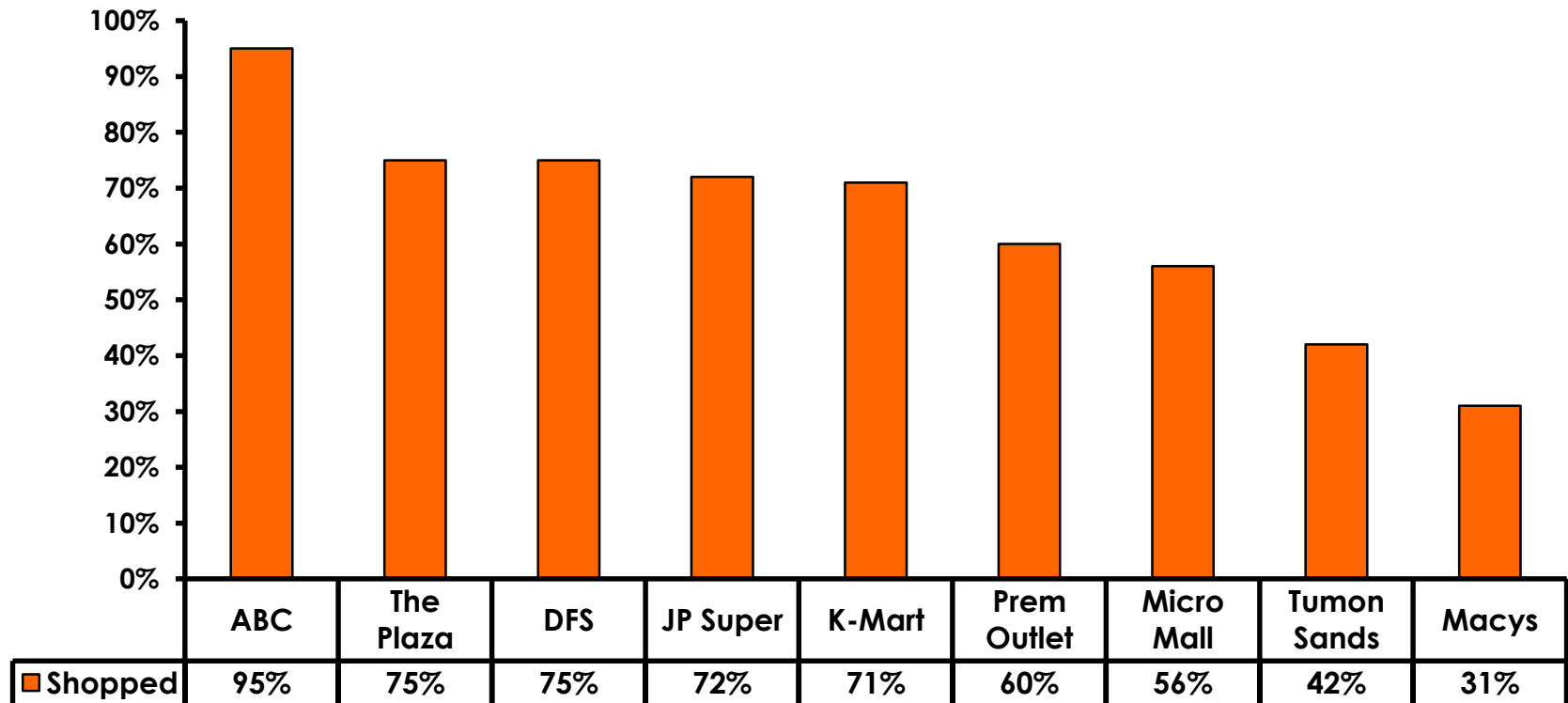
7pt Rating Scale

7=Very Satisfied/1=Very Dissatisfied



# Visits to Shopping Centers/Malls on Guam

## Top responses



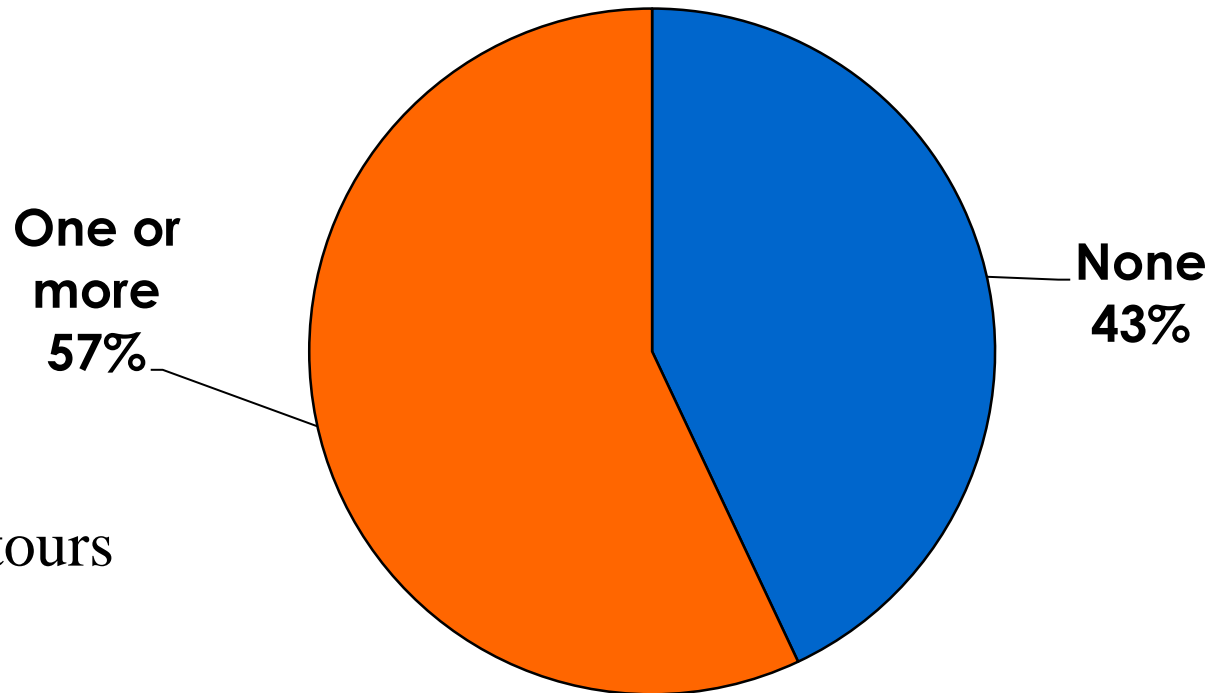
# Satisfaction with Shopping

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

Quality of Shopping	Variety of Shopping
Score of 6 to 7 = <b>59%</b>	Score of 6 to 7 = <b>55%</b>
Score of 4 to 5 = <b>37%</b>	Score of 4 to 5 = <b>37%</b>
Score 1 to 3 = <b>3%</b>	Score 1 to 3 = <b>8%</b>
<b>MEAN = 5.57</b>	<b>MEAN = 5.46</b>

# Optional Tour Participation

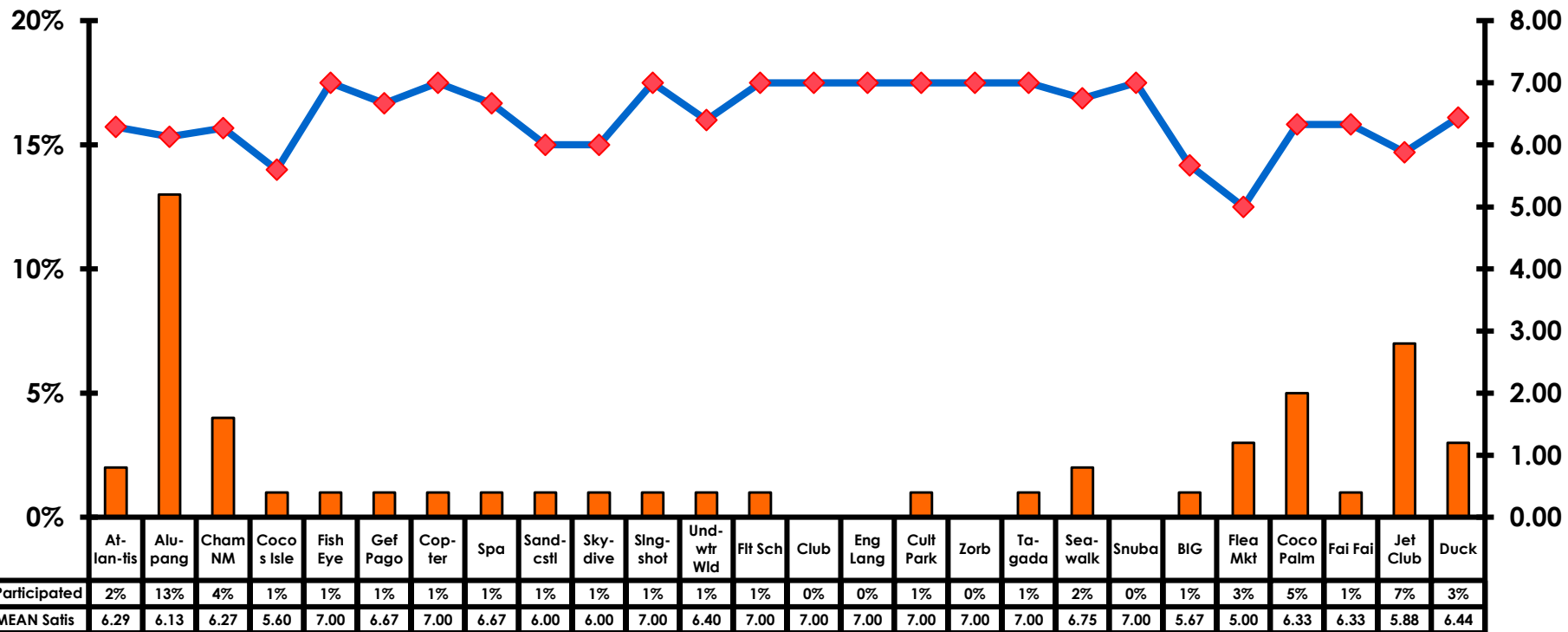


- Average number of tours participated in is .88



# 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>60%</b>	Score of 6 to 7 = <b>59%</b>
Score of 4 to 5 = <b>37%</b>	Score of 4 to 5 = <b>40%</b>
Score 1 to 3 = <b>3%</b>	Score 1 to 3 = <b>2%</b>
<b>MEAN = 5.58</b>	<b>MEAN = 5.59</b>

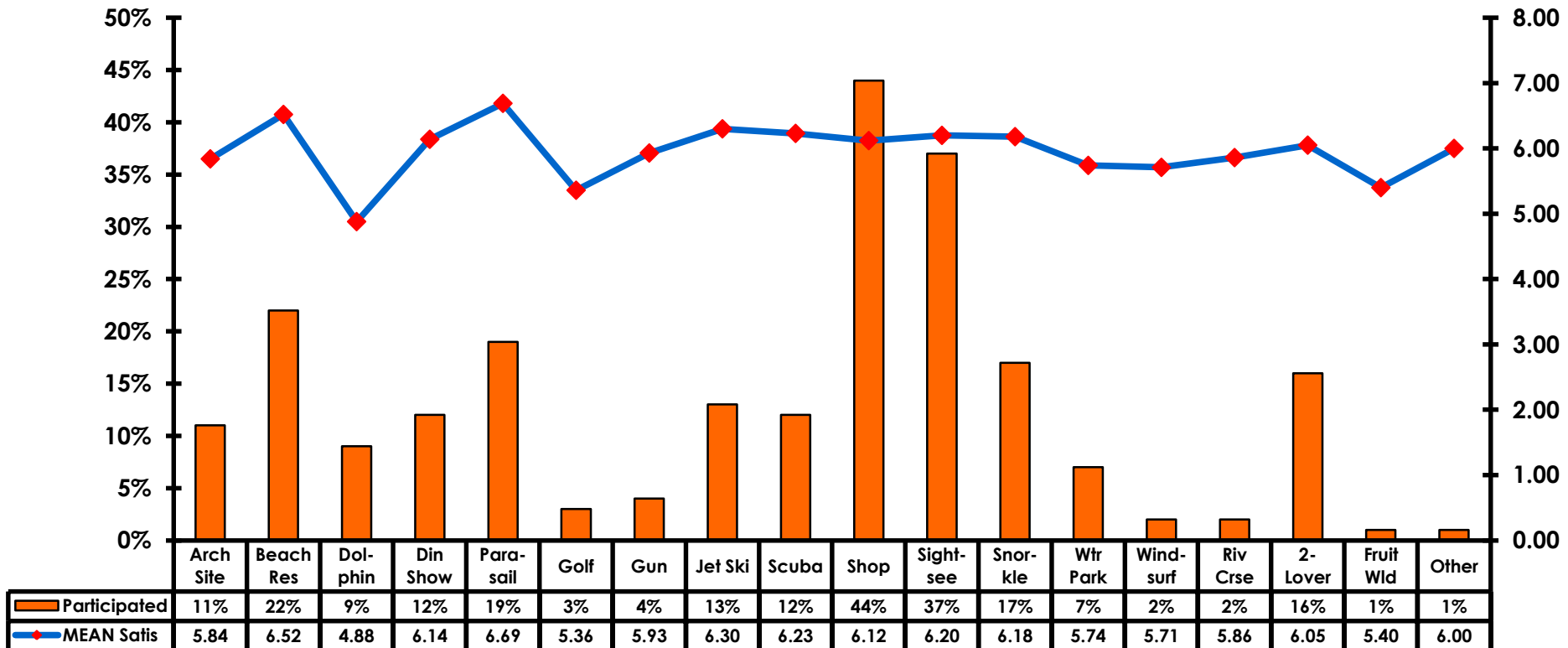
# Night Tours Satisfaction

7pt Rating Scale

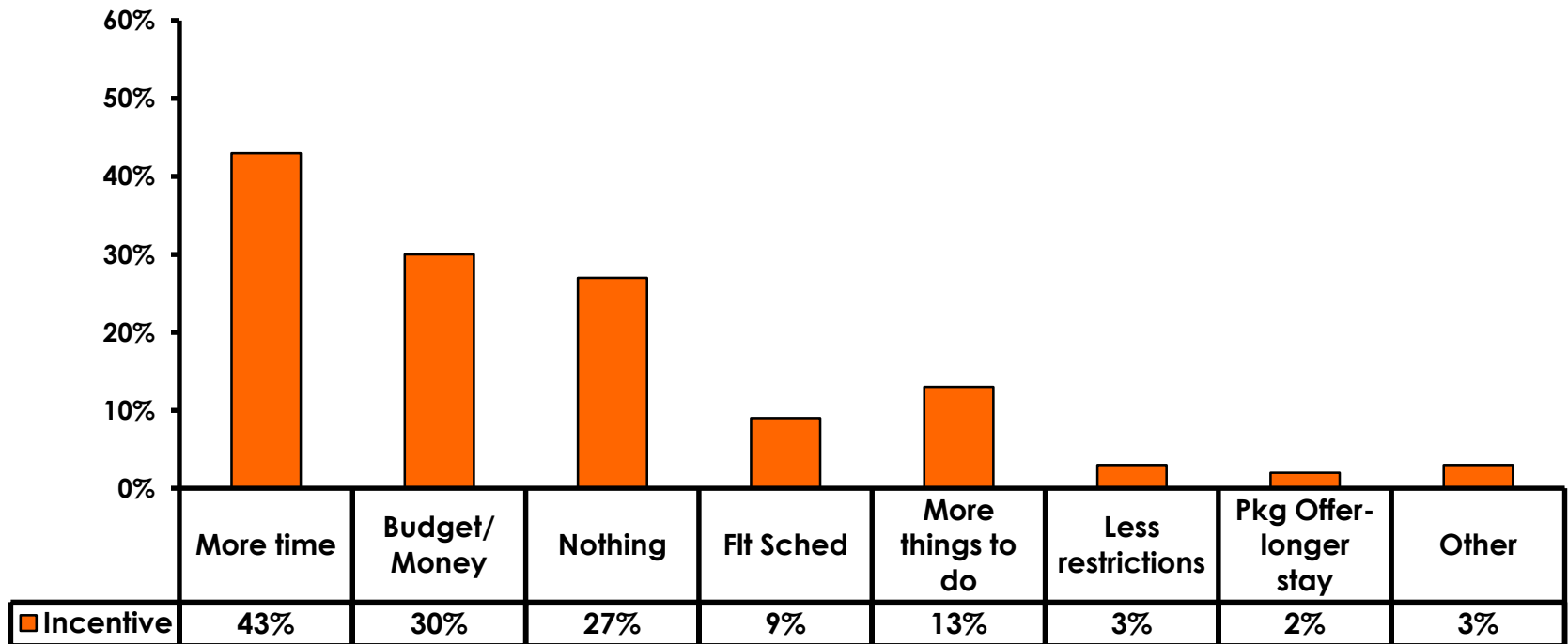
7=Very Satisfied/ 1=Very Dissatisfied

Quality of Night Tour	Variety of Night Tour
Score of 6 to 7 = <b>35%</b>	Score of 6 to 7 = <b>36%</b>
Score of 4 to 5 = <b>65%</b>	Score of 4 to 5 = <b>63%</b>
Score 1 to 3 = <b>0%</b>	Score 1 to 3 = <b>1%</b>
<b>MEAN = 4.88</b>	<b>MEAN = 4.93</b>

# Satisfaction with Other Activities



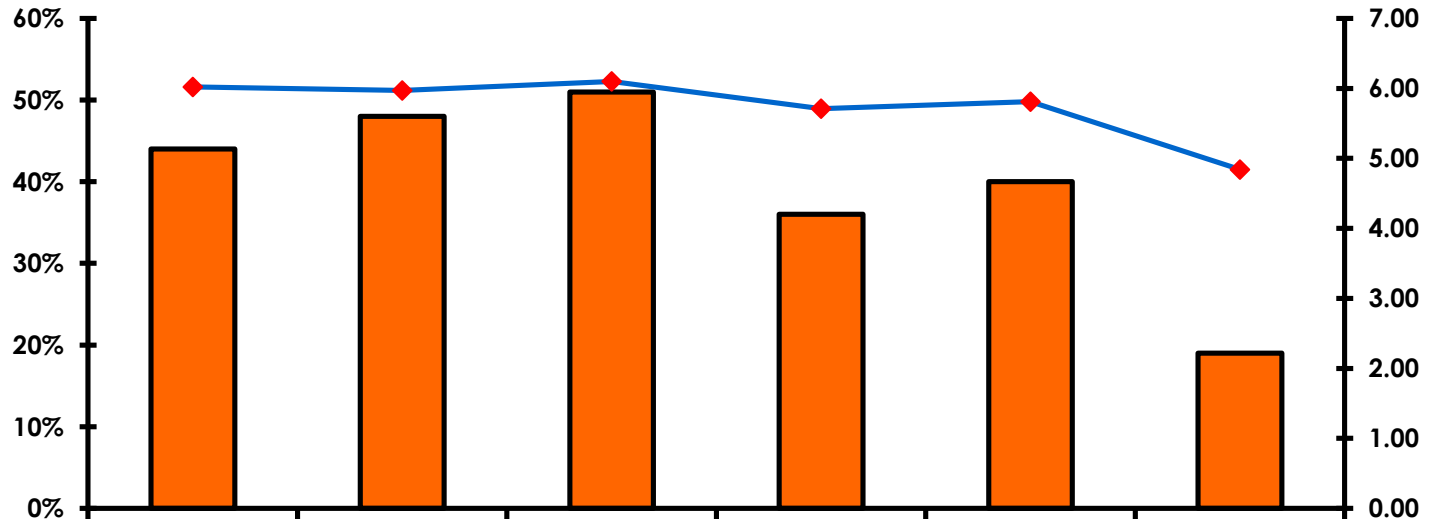
# What would it take to make you want to stay an extra day in Guam?



# On-Island Perceptions

7pt Rating Scale

7=Very Satisfied/ 1=Very Dissatisfied

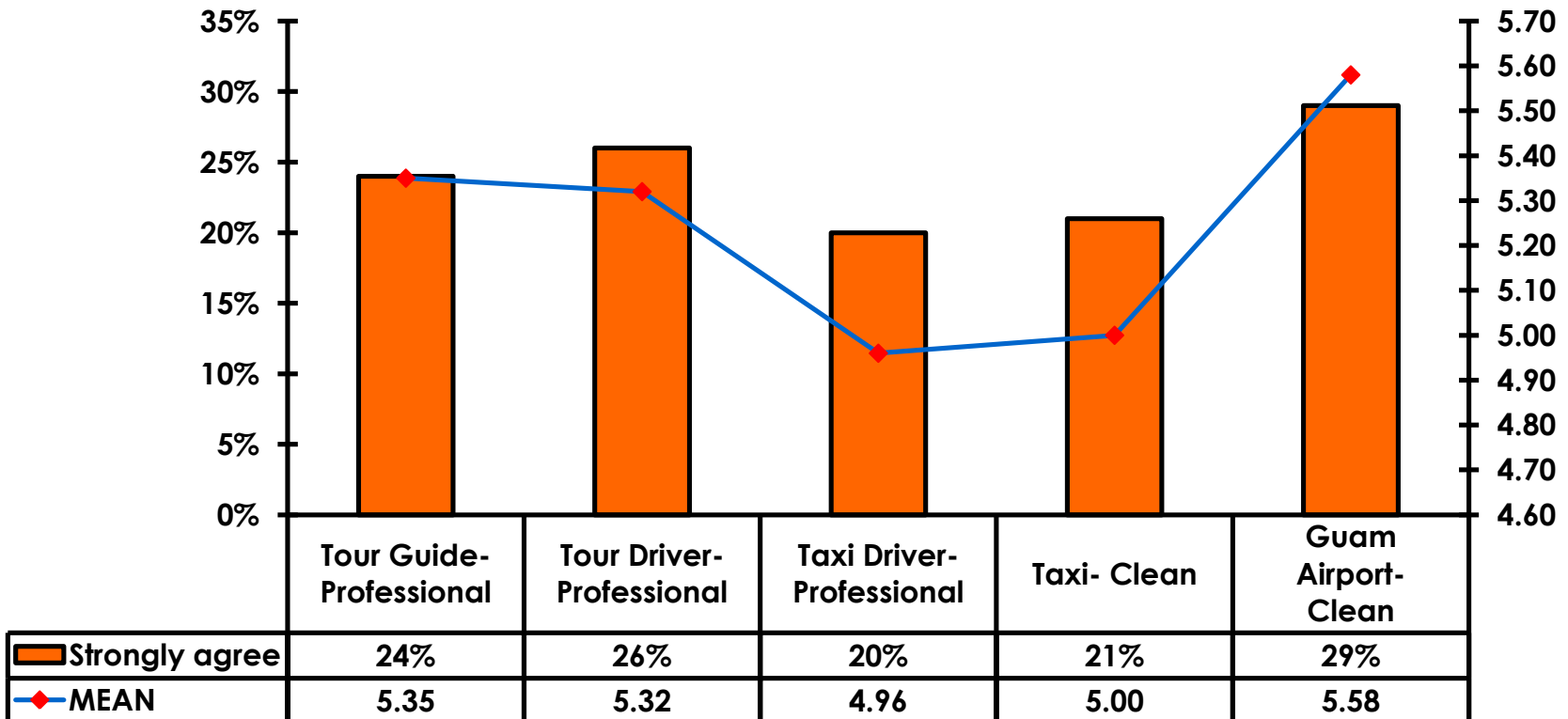


	Guam was better than expected	I had no communication problems	I will recommend Guam to friends	Sites on Guam were attractive	I plan to visit Guam again	Not enough night activities
<b>Strongly agree</b>	44%	48%	51%	36%	40%	19%
<b>MEAN</b>	6.02	5.97	6.10	5.71	5.81	4.84

# On-Island Perceptions

7pt Rating Scale

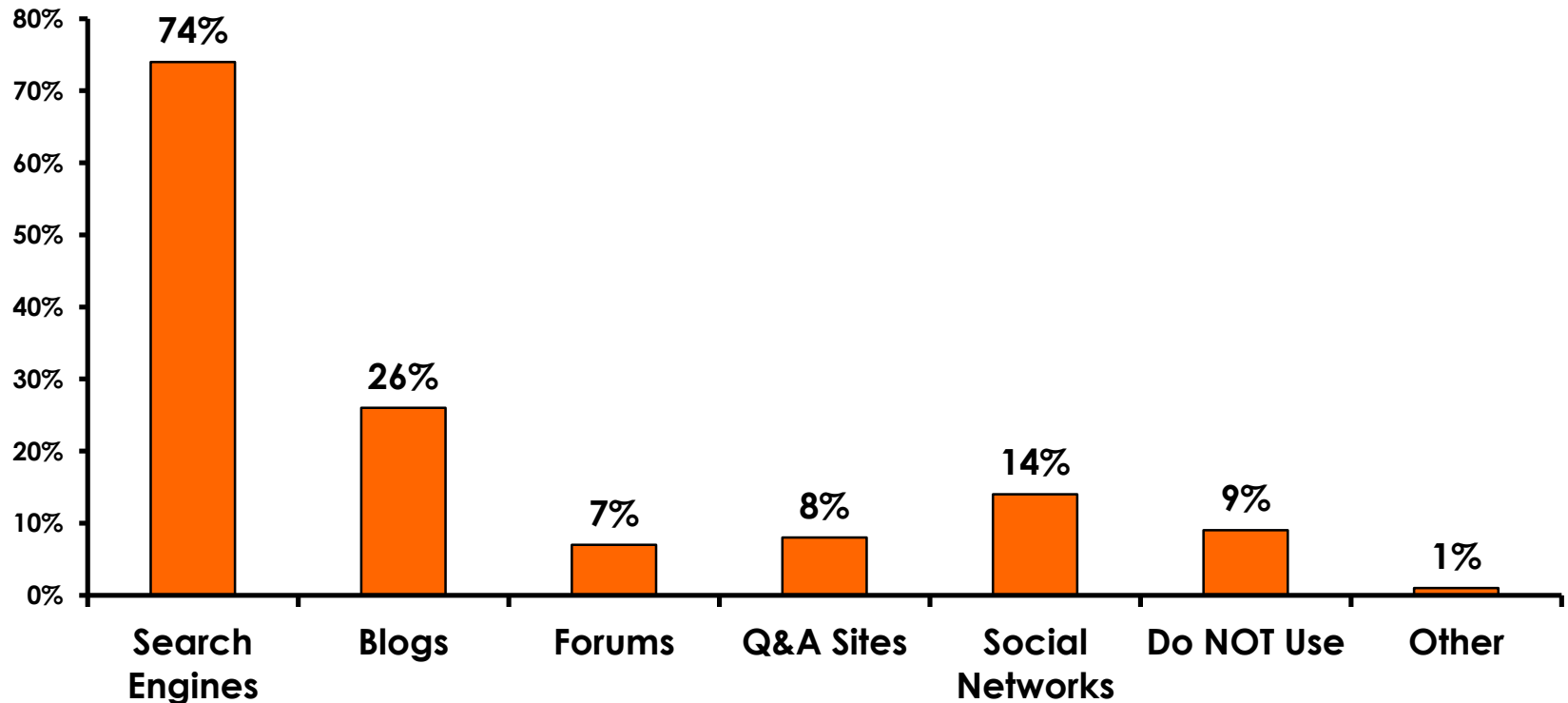
7=Very Satisfied/ 1=Very Dissatisfied



# SECTION 5 **PROMOTIONS**

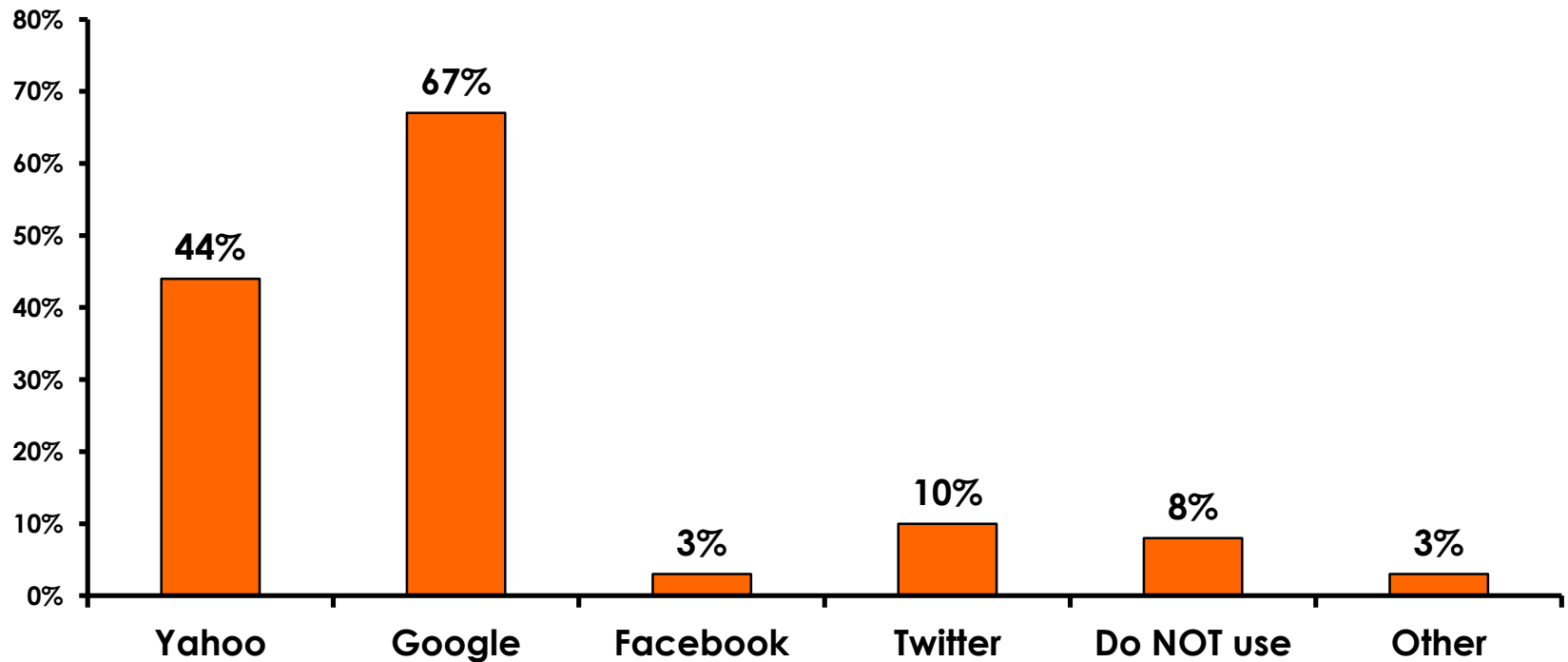


# Internet- Guam Sources of Info

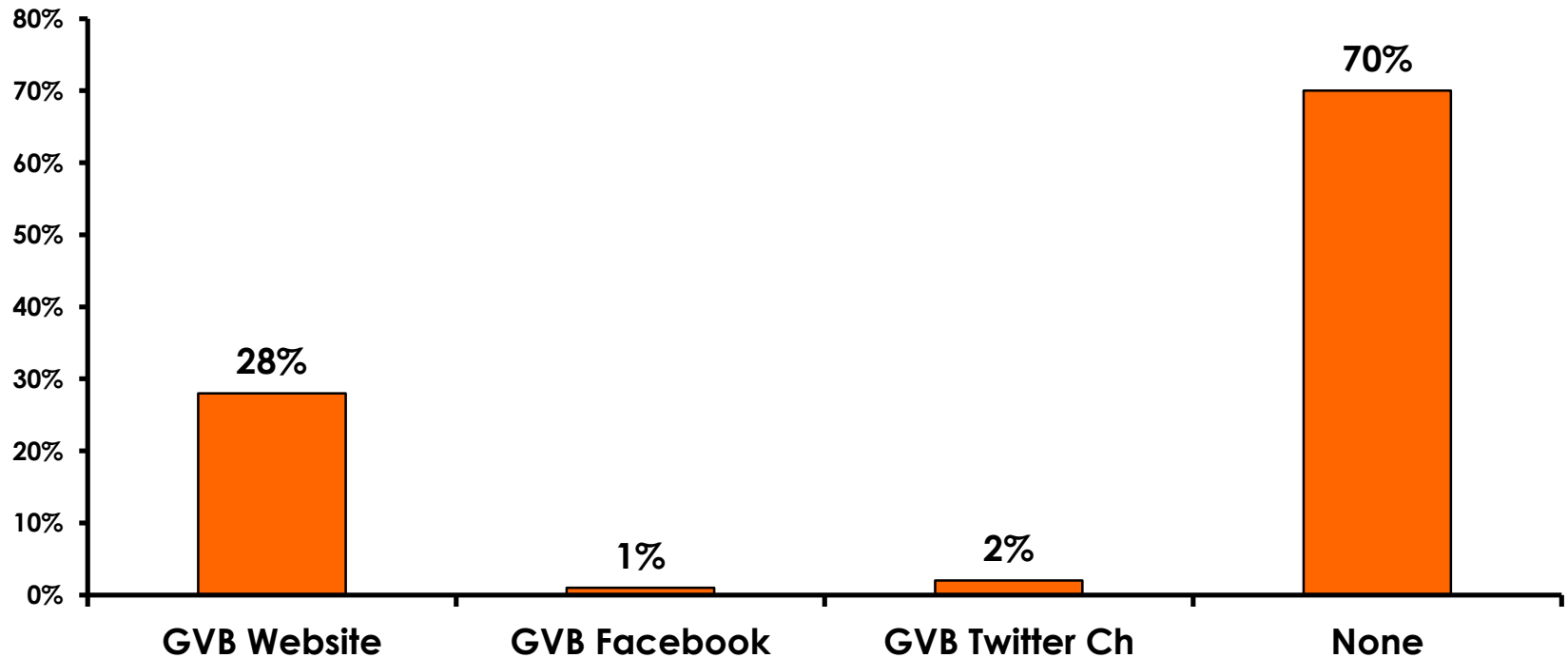


# Internet- Things To Do

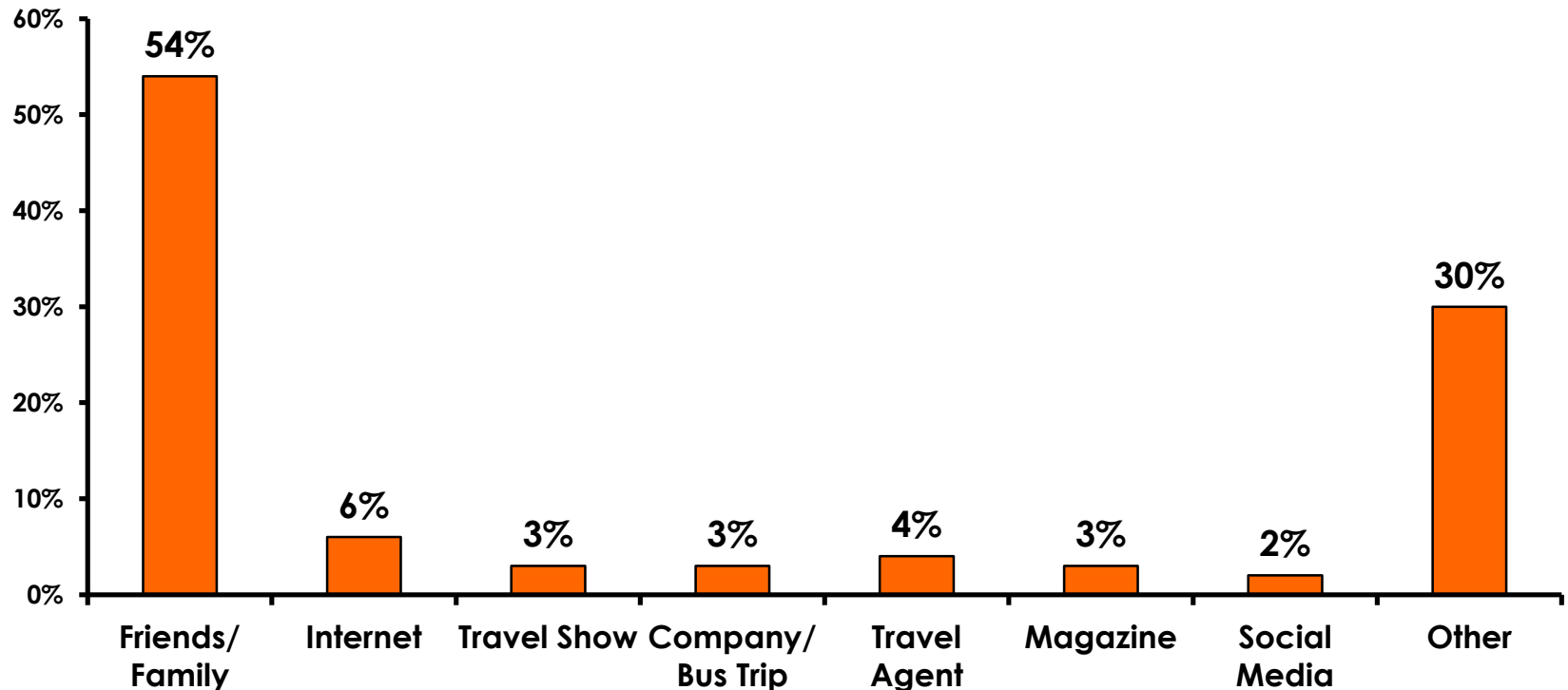
## Sources of Info



# Internet- GVB Sources

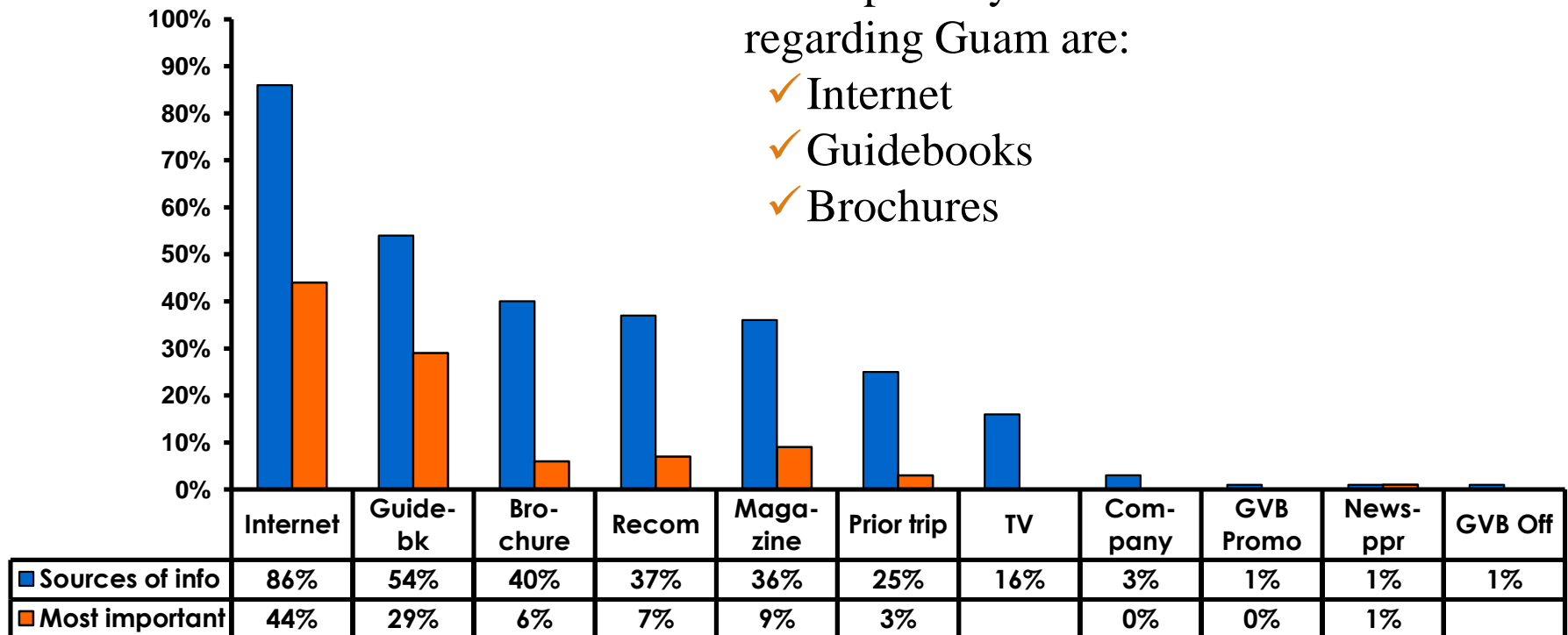


# Travel Motivation- Info Sources



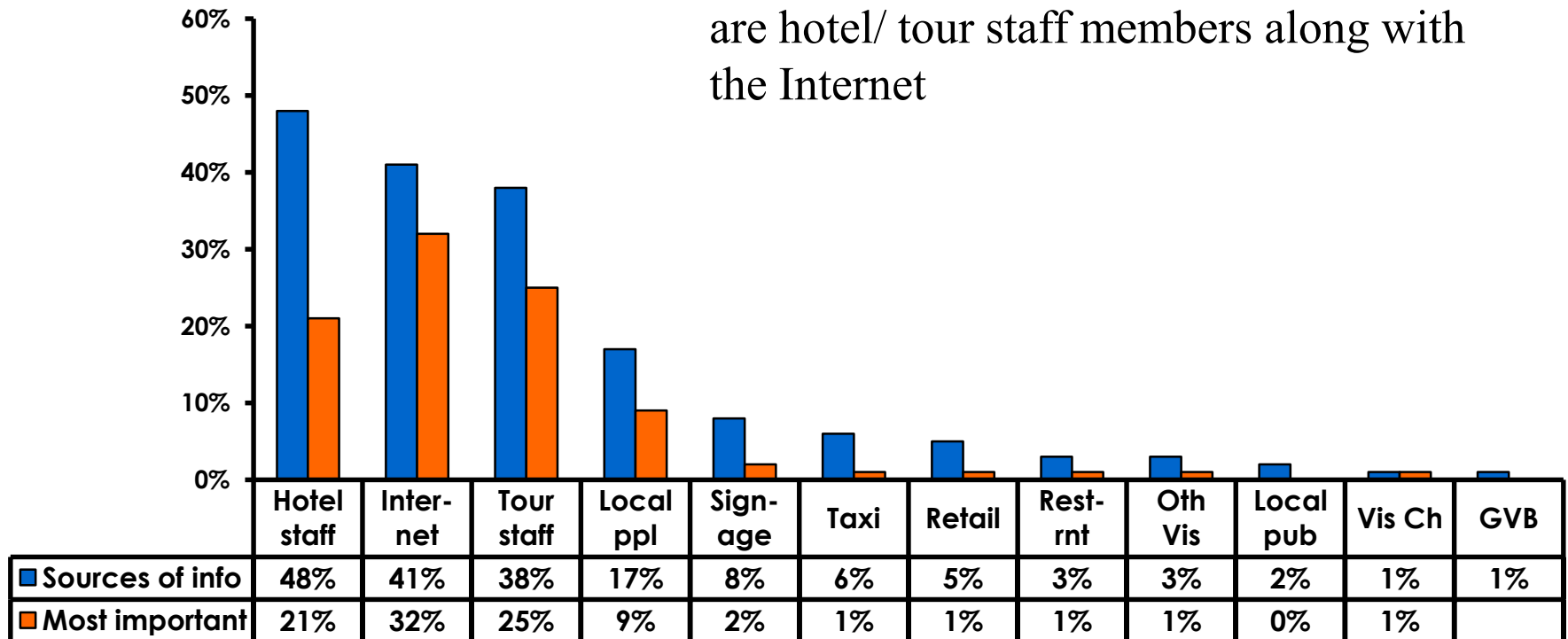
# Sources of Information Pre-arrival

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



# Sources of Information Post-arrival

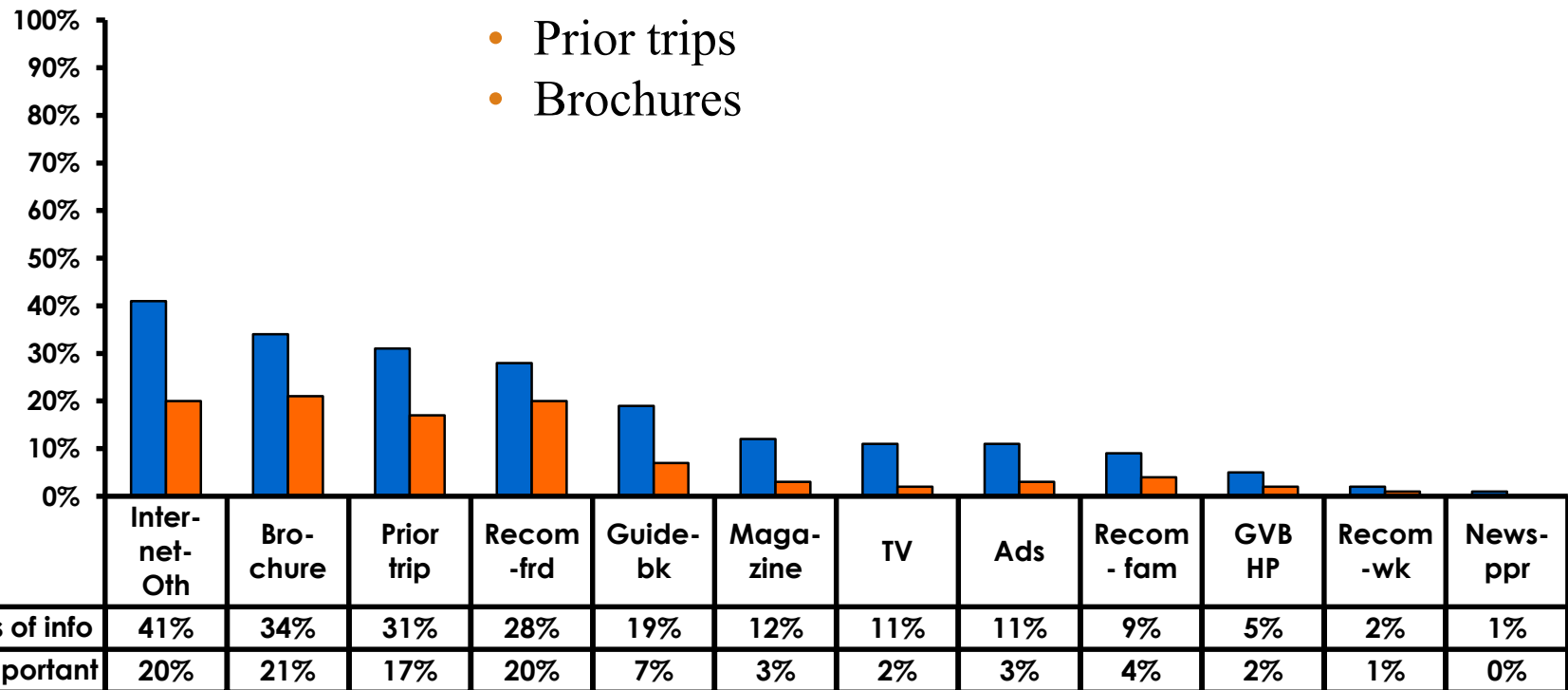
- The primary local source of information are hotel/ tour staff members along with the Internet



# Sources of Information - Motivation

The primary motivational sources of information were.

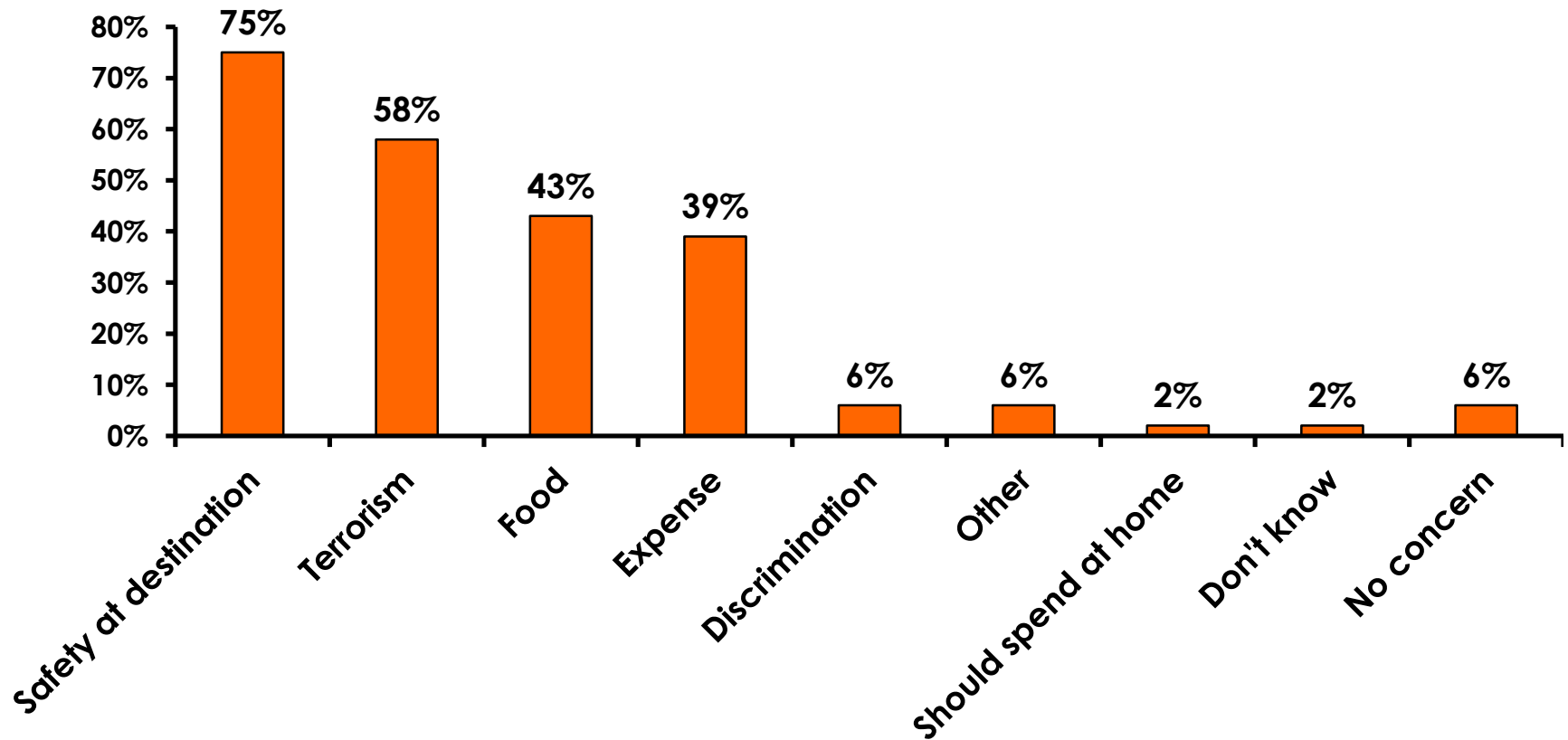
- Internet sites
- Prior trips
- Brochures



# SECTION 6 **OTHER ISSUES**



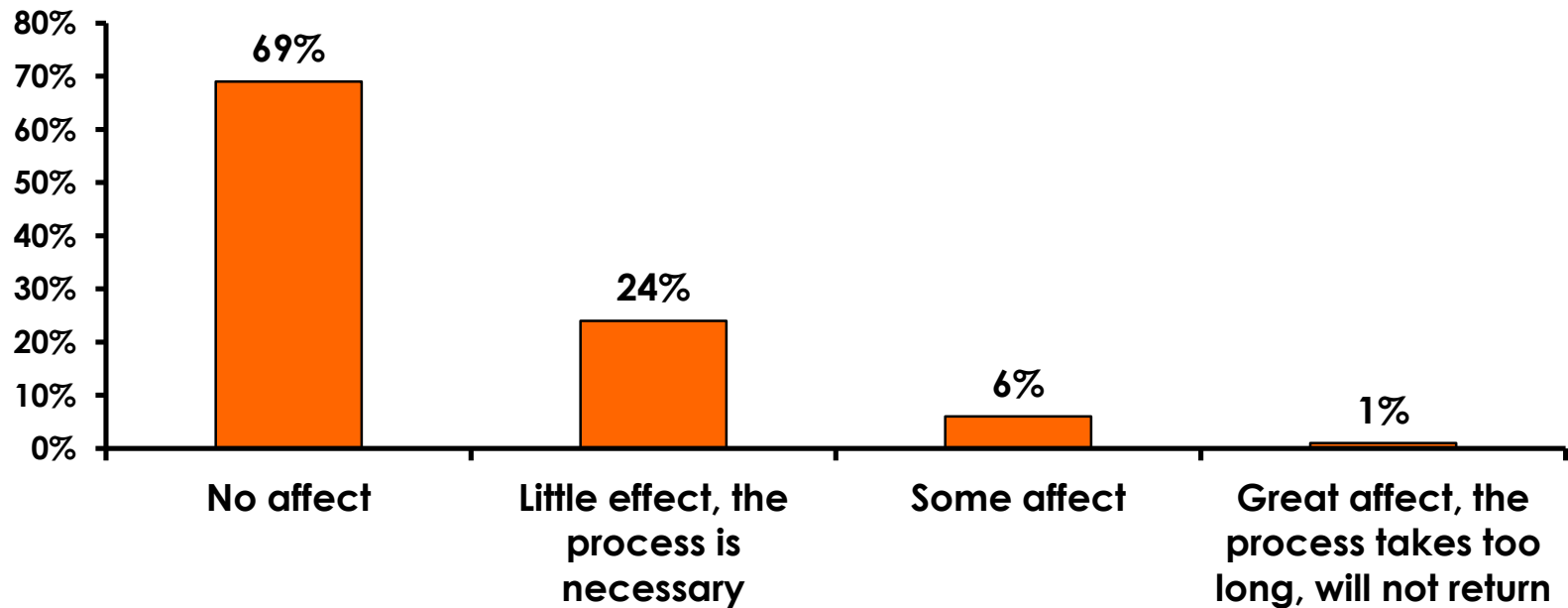
# Concerns about travel outside of Japan - Overall



# 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	75%	72%	76%	85%	59%	68%	71%	81%	74%	81%	75%	73%	78%	
	Terrorism	58%	53%	63%	60%	59%	68%	57%	70%	59%	56%	50%	59%	33%	
	Food	43%	39%	49%	43%	50%	44%	43%	49%	47%	46%	44%	39%	56%	
	Expense	39%	42%	42%	32%	32%	36%	48%	51%	32%	42%	31%	39%	78%	
	Discrimination against Japanese	6%	5%	8%	8%	9%	8%	19%	5%	6%	2%	10%	5%		
	Other	6%	5%	8%	6%	9%	4%	5%	3%	3%	8%	15%	4%	11%	
	No concerns	6%	4%	4%	8%	18%	4%	10%	3%	9%	3%	8%	5%		
	Don't know	2%	3%	1%	1%				3%			2%	2%		
	Should spend at home	2%	2%	1%	3%		4%		3%	3%	3%	2%	2%		
	Total	Count	346	169	79	72	22	25	21	37	34	59	48	56	9

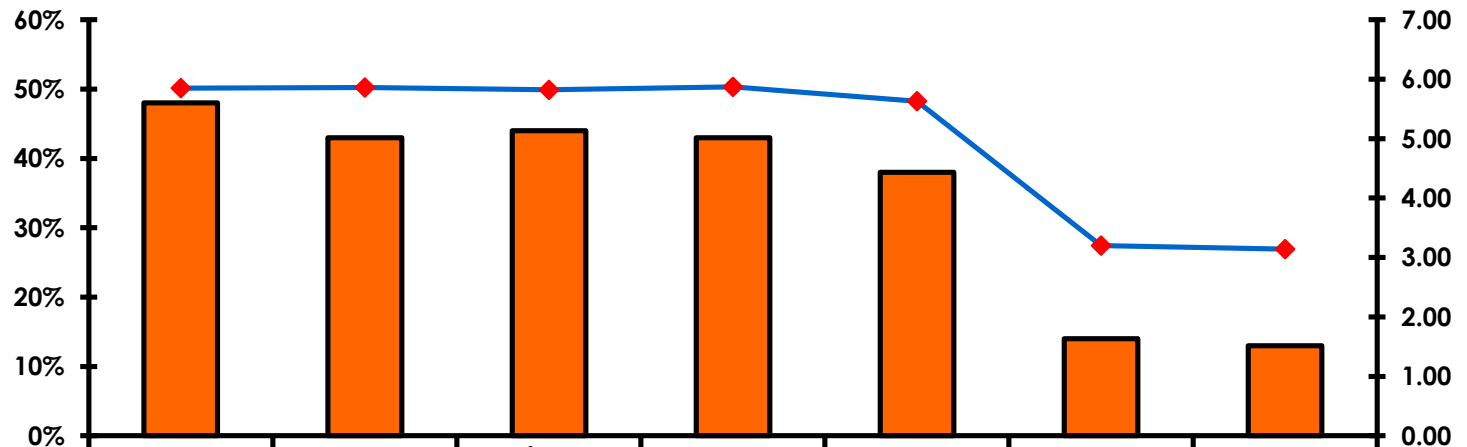
# Security Screening/ Immigration Process at Guam International Airport





# Airport Screening

## 7pt Rating Scale

7=Strongly Agree/ 1=Strongly Disagree



 Strongly agree	48%	43%	44%	43%	38%	14%	13%
 MEAN	5.85	5.86	5.82	5.87	5.63	3.20	3.14