

**Table 7.12-- OVERALL RATING BY LIFESTAGE AND BY VISITATION STATUS BY VISITORS FROM THE U.S. TOTAL: 2014**

[Covers visitors from United States staying overnight or longer. Percent of visitors]

<b>Category</b>	<b>Excellent</b>	<b>Above average</b>	<b>Below average</b>	<b>Poor</b>
Total	82.3	15.8	1.7	0.2
Lifestyle / lifestage segments				
Wedding / honeymoon	88.7	11.2	0.1	0.0
Family	84.6	14.1	1.2	0.1
Young	86.1	12.0	1.8	0.1
Middle age	78.6	18.4	2.6	0.3
Seniors	81.1	17.1	1.5	0.3
Visitation status				
First timers	83.1	14.9	1.9	0.1
Repeat visitors	82.0	16.2	1.6	0.2

Source: Hawaii Tourism Authority, Tourism Research, *2014 Visitor Satisfaction and Activity Report*  
 <<http://www.hawaiitourismauthority.org/default/assets/File/reports/visitor-satisfaction/2014%20VSAT%20Companion%20Tables.xlsx>> accessed June 27, 2016.