

**Table 7.13-- OVERALL RATING BY LIFESTAGE AND BY VISITATION STATUS BY VISITORS FROM THE U.S. WEST: 2014**

[Covers visitors from Pacific and Mountain States of the 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	81.6	16.7	1.5	0.3
Lifestyle / lifestage segments				
Wedding / honeymoon	82.8	17.1	0.1	0.0
Family	83.7	15.0	1.2	0.1
Young	85.8	12.4	1.8	0.0
Middle age	79.1	17.9	2.5	0.5
Seniors	79.8	18.3	1.5	0.4
Visitation status				
First timers	82.0	16.2	1.6	0.2
Repeat visitors	81.5	16.8	1.5	0.3

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.