

Survey Outline

- Survey date: July 25, 2005 (Monday)
- Survey method: Fact-finding questionnaire given to departing visitors at each gate by 12 survey officials
- Survey time: From 14:00 at each gate until
 - (1) closing time of 19:00 at the Seto Gate and
 - (2) closing time of 22:00 at the North, West, and East Gates

· Sample

	No. of samples							
	April 17 (Sun.)	April 21 (Thurs.)	May 5 (holiday)	May 17 (Tues.)	June 27 (Mon.)	July 16 (Sat.)	July 25 (Mon.)	Total
North Gate	168	167	185	132	176	170	163	1,161
West Gate	119	149	118	150	128	120	119	903
East Gate	48	41	41	46	39	50	41	306
Seto Gate	41	34	38	33	38	40	32	256
Unknown	0	0	4	1	0	0	0	5
Total	376	391	386	362	381	380	355	2,631

Graph analysis as totals

(Reference)	No. of visitors	Weather	Max. temp.
April 17 (Sun.)	84,401	Sunny	2.4
April 21 (Thurs.)	78,378	Sunny	2.0
May 5 (holiday)	68,340	Sunny	2.9
May 17 (Tues.)	106,462	Sunny	2.2
June 27 (Mon.)	99,975	Sunny	3.2
July 16 (Sat.)	141,587	Sunny	3.3
July 25 (Mon.)	86,463	Sunny	3.2

Analysis of Survey Results

1. Since the exposition had entered the final third of its duration and the school summer holidays had begun, the proportion of families in the total number of visitors increased and that of group tours decreased. The average length of stay increased to 7 hours 11 minutes.
2. Compared with previous surveys, there was an increase in the number of visitors from the Kanto region.
3. The ratios of first-time visitors and repeaters were just about equal.
4. A positive assessment was obtained from nearly 90% of visitors, and about 80% expressed a desire to come again.
5. Most respondents expressed an interest in understanding of other countries and contents relating to the global environment, showing that the significance of holding the international exposition and the theme were understood by visitors.

7th EXPO 2005 Visitor Survey

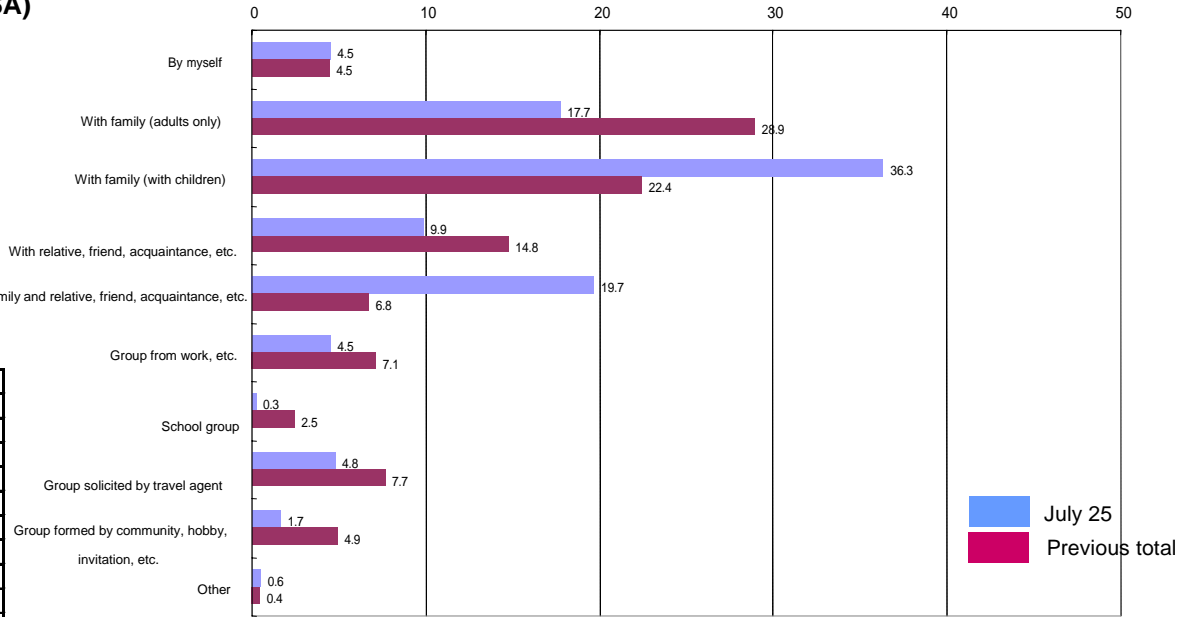
(%)

Q1: Who did you come to EXPO 2005 with this time? (SA)

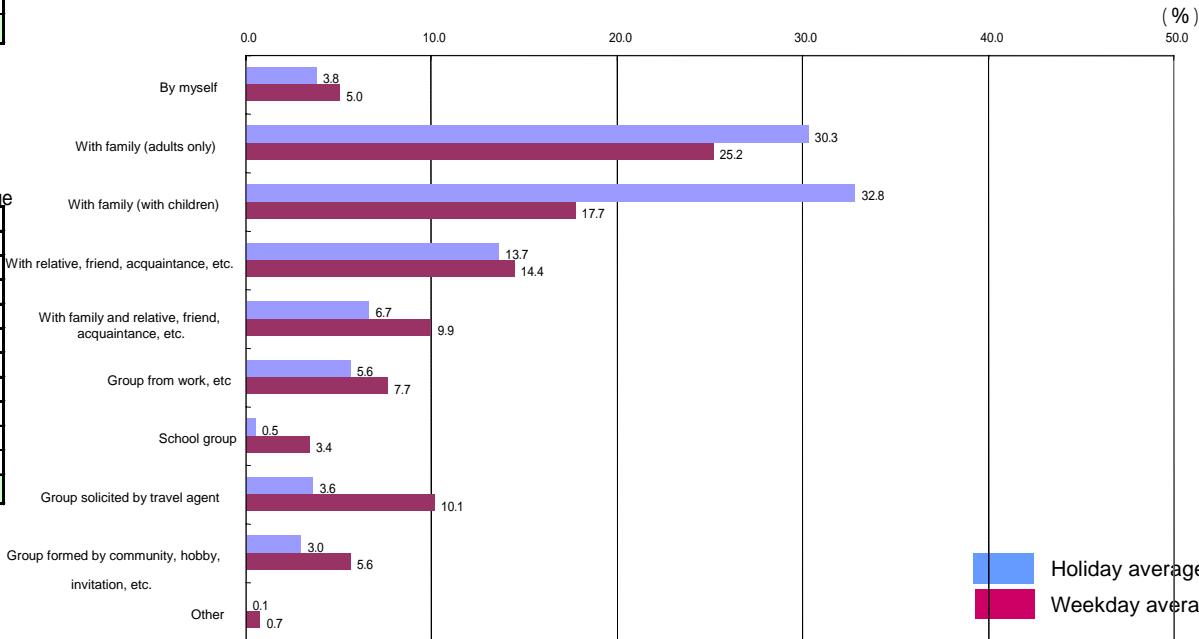
Since the school summer holidays had begun, families accounted for more than 50% of visitors. While the number of families with children was much higher than the previous average, the number of group visitors declined.

July 25 Total for previous six surveys

Category	No.	%	No.	%
1 By myself	16	4.5	102	4.5
2 With family (adults only)	63	17.7	658	28.9
3 With family (with children)	129	36.3	510	22.4
4 With relative, friend, acquaintance, etc.	35	9.9	336	14.8
5 With family and relative, friend, acquaintance, etc.	70	19.7	154	6.8
6 Group from work, etc.	16	4.5	162	7.1
7 School group	1	0.3	56	2.5
8 Group solicited by travel agent	17	4.8	175	7.7
9 Group formed by community, hobby, invitation, etc.	1	0.6	112	4.9
10 Other	2	0.6	10	0.4
No. of samples (excluding no replies)	355	100.0	2,275	100.0



Category	Holiday average		Weekday average	
	No.	%	No.	%
1 By myself	43	3.8	75	5.0
2 With family (adults only)	346	30.3	375	25.2
3 With family (with children)	375	32.8	264	17.7
4 With relative, friend, acquaintance, etc.	156	13.7	215	14.4
5 With family and relative, friend, acquaintance, etc.	70	6.7	148	9.9
6 Group from work, etc.	64	5.6	114	7.7
7 School group	6	0.5	51	3.4
8 Group solicited by travel agent	41	3.6	151	10.1
9 Group formed by community, hobby, invitation, etc.	1	0.1	84	5.6
10 Other	1	0.1	11	0.7
No. of samples (excluding no replies)	1,142	100.0	1,488	100.0

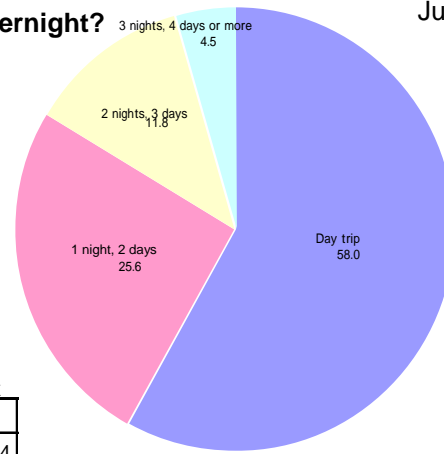


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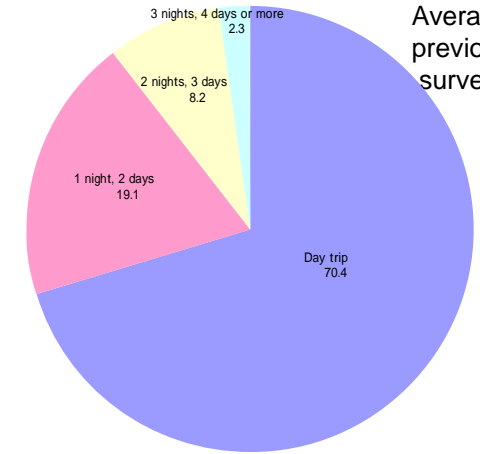
Q2: Are you on a one-day trip this time or staying overnight? (SA)

While the proportion of day-trip visitors dropped to less than 60%, the ratio of overnight visitors increased. As reasons, in addition to the fact that the number of visitors from distant places increased after schools went on summer holiday, it can be surmised that on the day of the survey, a Monday, there were a lot of group tours involving overnight accommodation.

July 25



Average for previous six surveys



7/25 Total for previous six

No.	Category	No.	%	No.	%
1	Day trip	206	58.0	1,601	70.4
2	1 night, 2 days	91	25.6	434	19.1
3	2 nights, 3 days	42	11.8	186	8.2
4	3 nights, 4 days or more	16	4.5	53	2.3
No. of samples (excluding no replies)		355	100.0	2,274	100.0

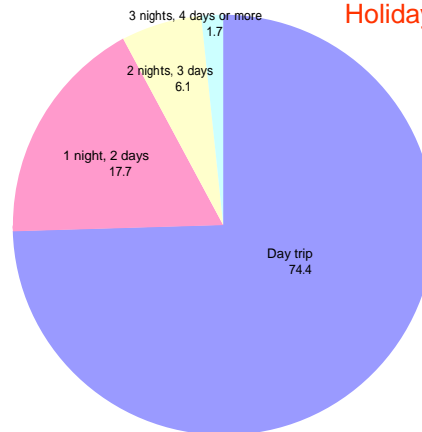
Time-series comparison

No.	Category	4/17		4/21		5/5		5/17		6/27		7/16		7/25	
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1	Day trip	299	79.5	276	70.6	285	73.8	245	67.7	219	57.5	277	73.1	206	58.0
2	1 night, 2 days	77	20.5	115	29.4	101	26.2	117	32.3	162	42.5	102	26.9	149	42.0
No. of samples (excluding no replies)		376	100.0	391	100.0	386	100.0	362	100.0	381	100.0	379	100.0	355	100.0

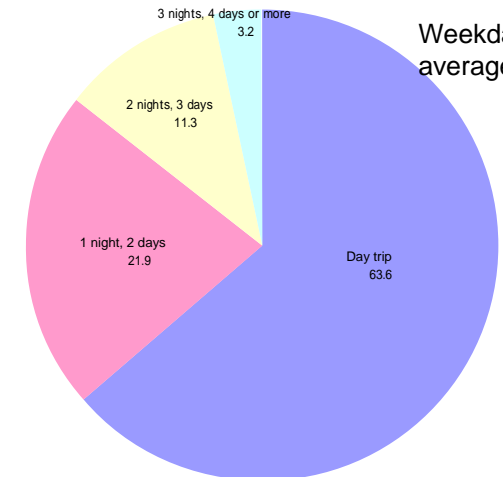
Holiday average Weekday average

No.	Category	No.	%	No.	%
1	Day trip	852	74.4	946	63.6
2	1 night, 2 days	203	17.7	326	21.9
3	2 nights, 3 days	70	6.1	168	11.3
4	3 nights, 4 days or more	20	1.7	48	3.2
No. of samples (excluding no replies)		1,145	100.0	1,488	100.0

Holiday average



Weekday average

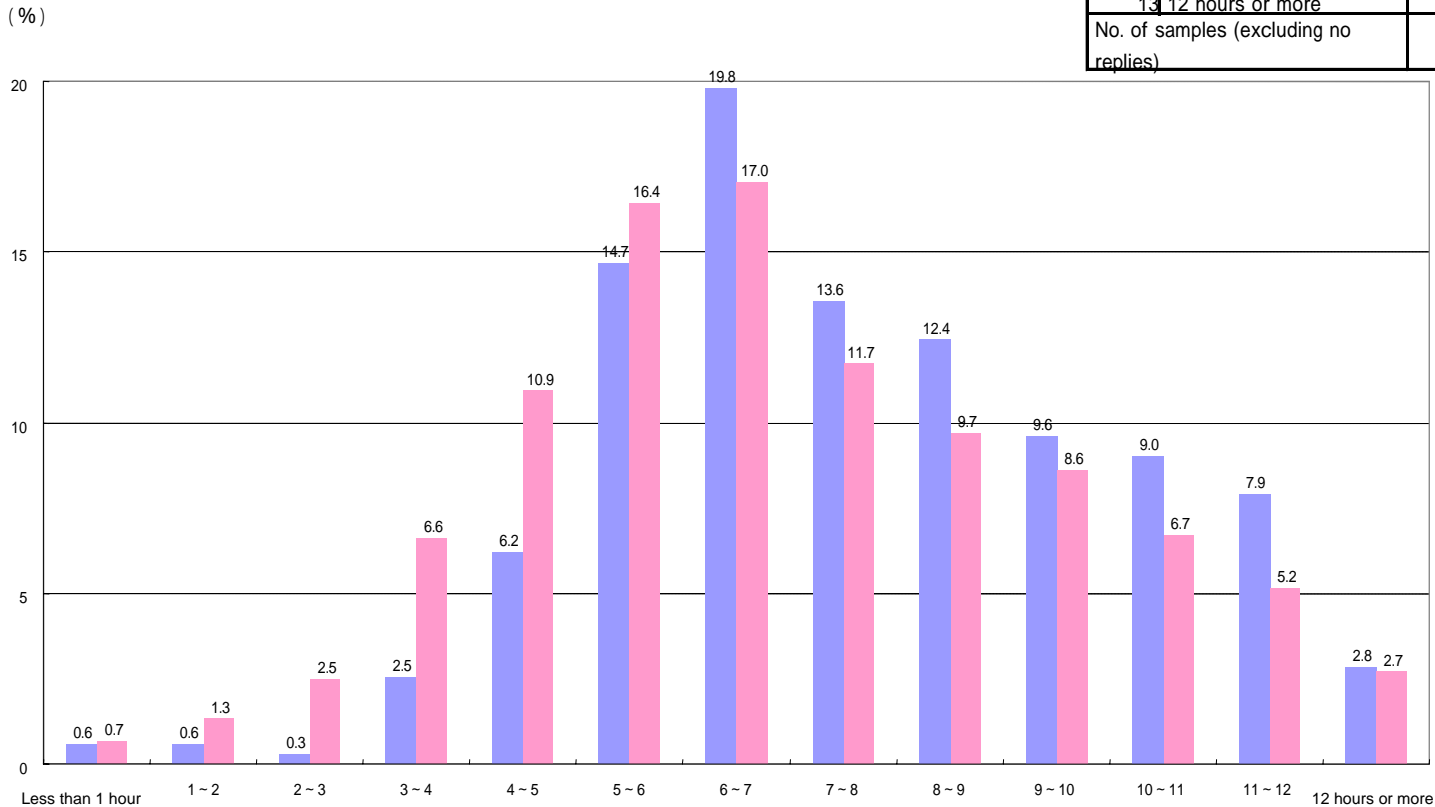


Q3: About what time did you enter the site?

*Average length of stay calculated from times of admission and exit

The average length of stay at EXPO 2005 was 7 hours 11 minutes, which exceeded the average for the previous six surveys by about 24 minutes. This is probably because of the decline in the ratio of group visitors and increase in the ratio of individual visitors.

No.	Category	7/25		Total for previous six surveys	
		No.	%	No.	%
1	Less than 1 hour	2	0.6	15	0.7
2	1-2 hours	2	0.6	30	1.3
3	2-3 hours	1	0.3	57	2.5
4	3-4 hours	9	2.5	150	6.6
5	4-5 hours	22	6.2	248	10.9
6	5-6 hours	52	14.7	373	16.4
7	6-7 hours	70	19.8	387	17.0
8	7-8 hours	48	13.6	266	11.7
9	8-9 hours	44	12.4	220	9.7
10	9-10 hours	34	9.6	195	8.6
11	10-11 hours	32	9.0	152	6.7
12	11-12 hours	28	7.9	117	5.2
13	12 hours or more	10	2.8	61	2.7
No. of samples (excluding no replies)		354	100.0	2,271	100.0



< Average length of stay >
 July 25 (Mon.):
 7 hours 11 minutes
 Average for previous six surveys:
 6 hours 47 minutes

July 25
 N=354

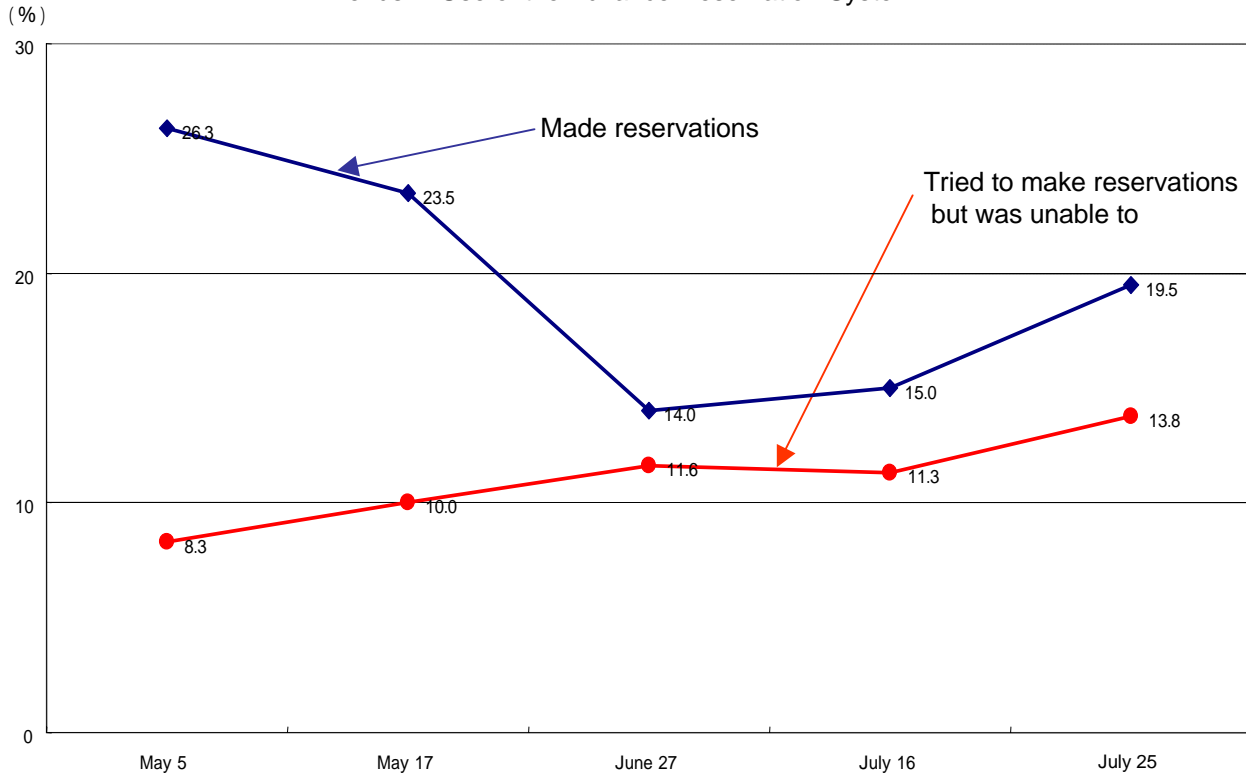
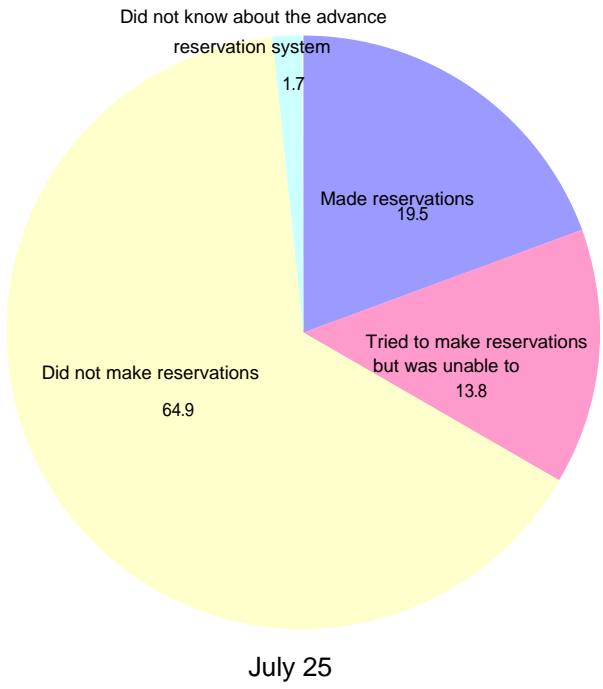
Average for
 previous six
 surveys
 N=2271

Q4: Before coming to EXPO 2005 today, did you make any advance reservations for pavilions, etc. through the advance reservation system? (SA)

The ratio of visitors who know about the advance reservation system has been stable at more than 30% since the opening of the exposition. It can be guessed that the fluctuations of the figure on the different survey days is caused by such factors as the ratios of group and individual visitors.

Time-series comparison		5/5		5/17		6/27		7/16		7/25	
No.	Category	No.	%	No.	%	No.	%	No.	%	No.	%
1	Made reservations	101	26.3	85	23.5	53	14.0	57	15.0	68	19.5
2	Tried to make reservations but was unable to	32	8.3	36	10.0	44	11.6	43	11.3	48	13.8
3	Did not make reservations	245	63.8	237	65.7	277	73.3	276	72.6	226	64.9
4	Did not know about the advance reservation system	6	1.6	3	0.8	5	1.3	4	1.1	6	1.7
No. of samples (excluding no replies)		384	100.0	361	100.0	379	100.0	380	100.0	348	100.0

Trends in Use of the Advance Reservation System



7th EXPO 2005 Visitor Survey

Q5: Did you feel any inconvenience about information within the EXPO 2005 site, or was there anything that you wanted to know? (MA)

July 25

Total for past four surveys

7/25

Total for past four surveys

Category	No.	%	No.	%
Nothing in particular	169	47.6	414	36.7

Compared with the results of the previous four surveys, there was an increase in the ratio of respondents answering "nothing in particular." It can be surmised that the reasons for this are the wide availability of information through the media and the increase in the ratio of repeaters.

Category	No.	%	No.	%
1 Information on pavilion numbered ticket distribution	55	25.9	187	15.6
2 Information on pavilion waiting times	59	27.8	323	26.9
3 Event information	10	4.7	78	6.5
4 Restaurant information	14	6.6	74	6.2
5 Entrance gate information	9	4.2	50	4.2
6 Transport access information	6	2.8	35	2.9
7 On-site transport access information	13	6.1	72	6.0
8 Other	46	21.7	382	31.8
No. of samples (excluding no replies)	212		1,201	

Information on pavilion numbered ticket distribution

Information on pavilion waiting times

Event information

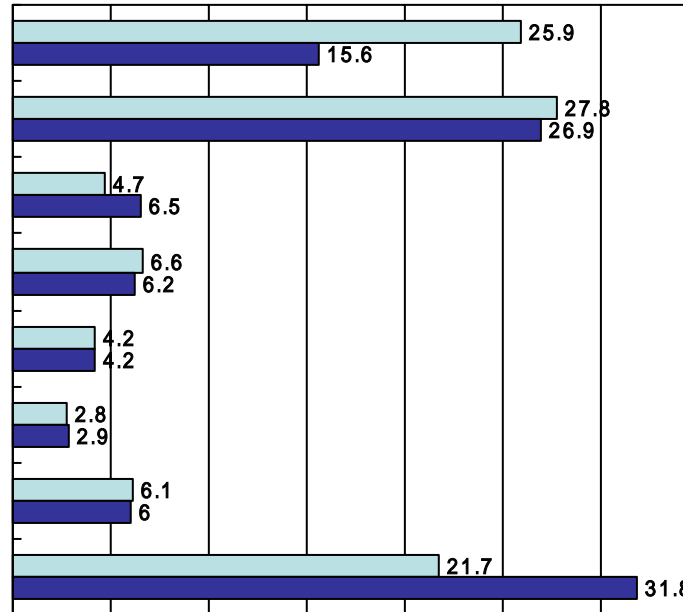
Restaurant information

Entrance gate information

Transport access information

On-site transport access information

Other



Legend:
■ July 25
■ Total for past four surveys

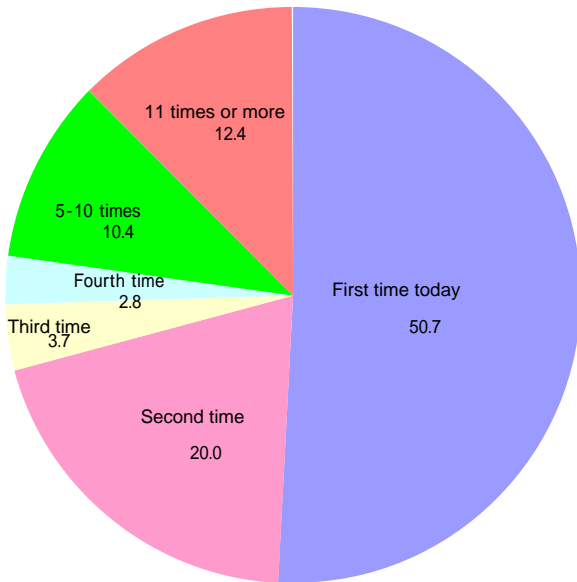
7th EXPO 2005 Visitor Survey

Q6: How many times have you visited EXPO 2005? (SA)

1. First time today 2. Second time 3. Third time 4. Fourth time 5. 5-10 times 6. 11 times or more

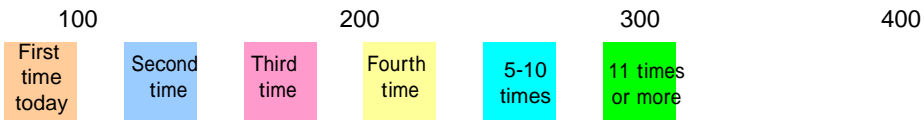
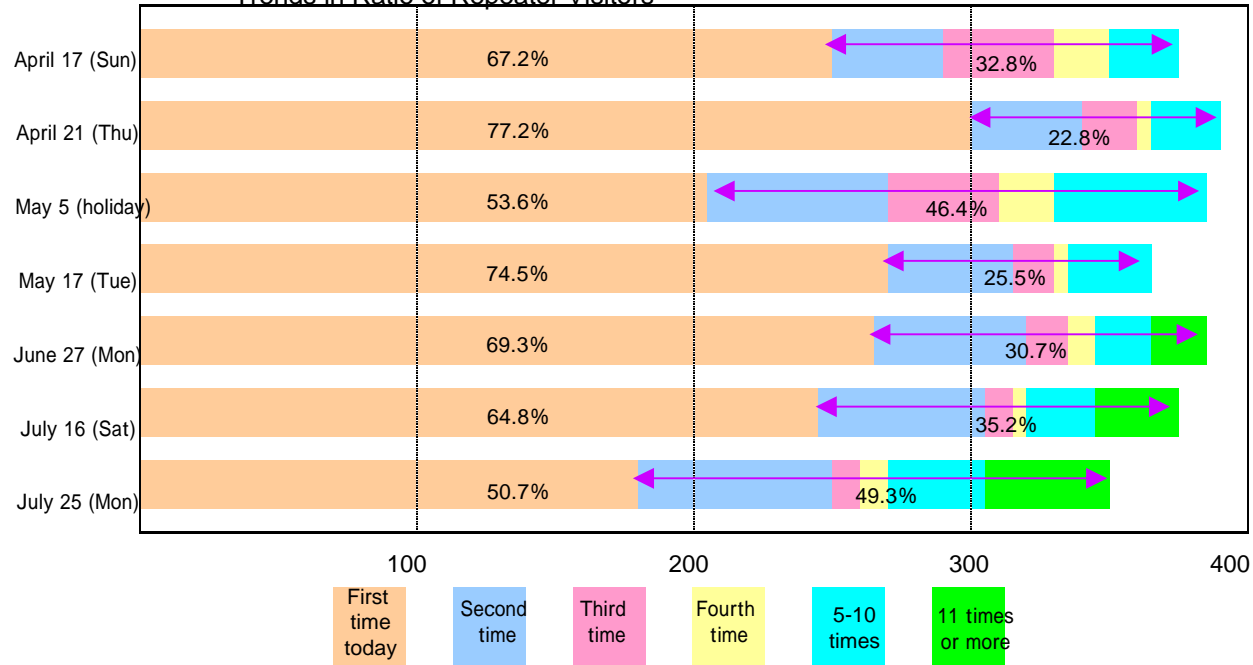
This time, while the ratio of first-time visitors declined considerable, that of repeaters increased, as a result of which the two ratios became almost equal for the first time. The ratio of respondents who had visited five times or more reached nearly 23%.

Trend over time		4/17		4/21		5/5		5/17		6/27		7/16		7/25	
No.	Category	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1	First time today	252	67.2	302	77.2	207	53.6	269	74.5	264	69.3	247	65.2	180	50.7
2	Second time	40	10.7	38	9.7	62	16.1	44	12.2	55	14.4	59	15.6	71	20.0
3	Third time	38	10.1	22	5.6	36	9.3	13	3.6	13	3.4	11	2.9	13	3.7
4	Fourth time	19	5.1	5	1.3	23	6.0	5	1.4	8	2.1	5	1.3	10	2.8
5	5-10 times	26	6.9	24	6.1	58	15.0	30	8.3	19	5.0	26	6.9	37	10.4
6	11 times or more									22	5.8	31	8.2	44	12.4
No. of samples (excluding no replies)		375	100.0	391	100.0	386	100.0	361	100.0	381	100.0	379	100.0	355	100.0



July 25

Trends in Ratio of Repeater Visitors

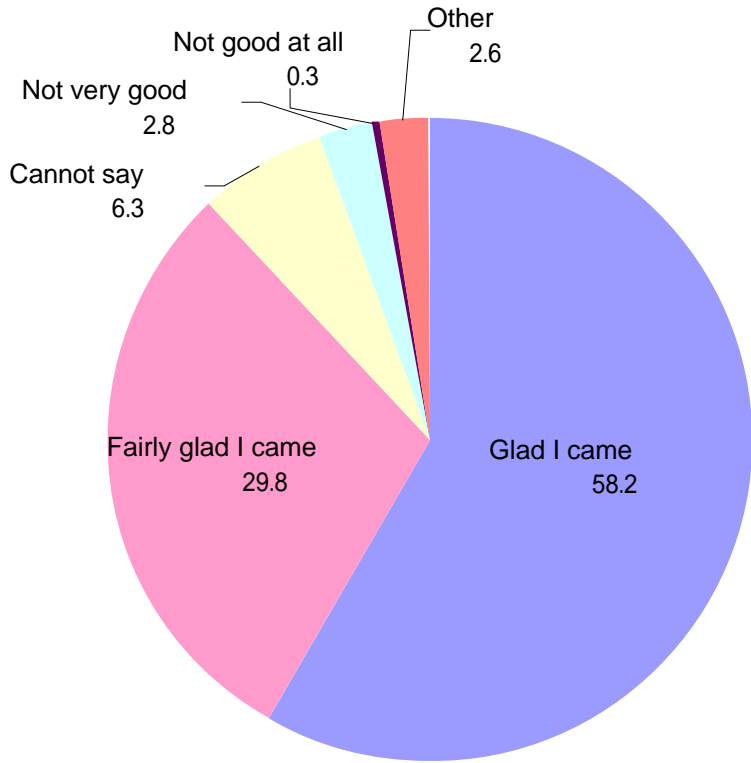


7th EXPO 2005 Visitor Survey

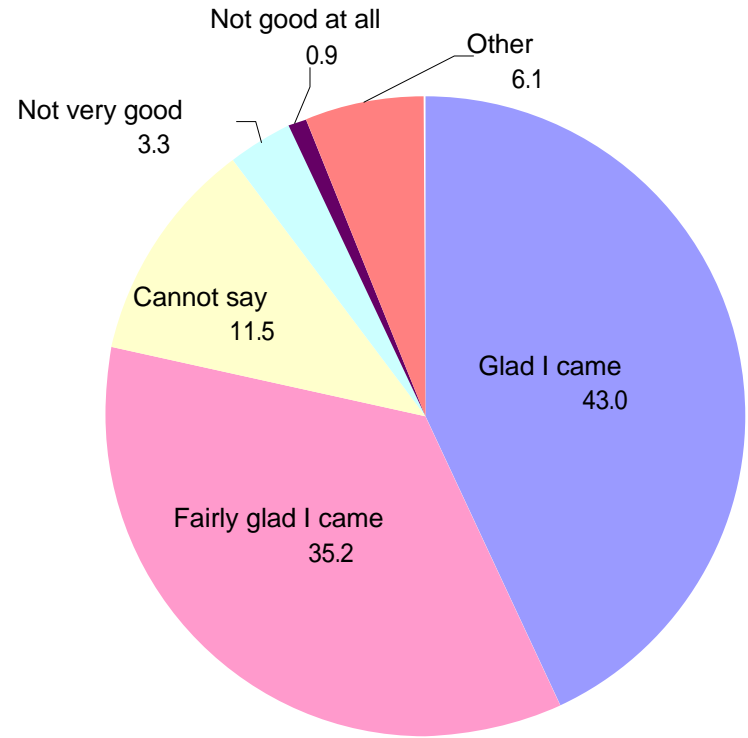
Q7: What is your overall impression after visiting EXPO 2005? (SA)

In the previous six surveys, an average of nearly 80% of respondents said they had a good impression. In the survey this time, about 90% of respondents gave a high assessment.

No.	Category	7/25		Total for past six surveys	
		No.	%	No.	%
1	Glad I came	205	58.2	975	43.0
2	Fairly glad I came	105	29.8	797	35.2
3	Cannot say	22	6.3	261	11.5
4	Not very good	10	2.8	75	3.3
5	Not good at all	1	0.3	20	0.9
6	Other	9	2.6	138	6.1
No. of samples (excluding no replies)		352	100.0	2,266	100.0



July 25



Average for previous six surveys

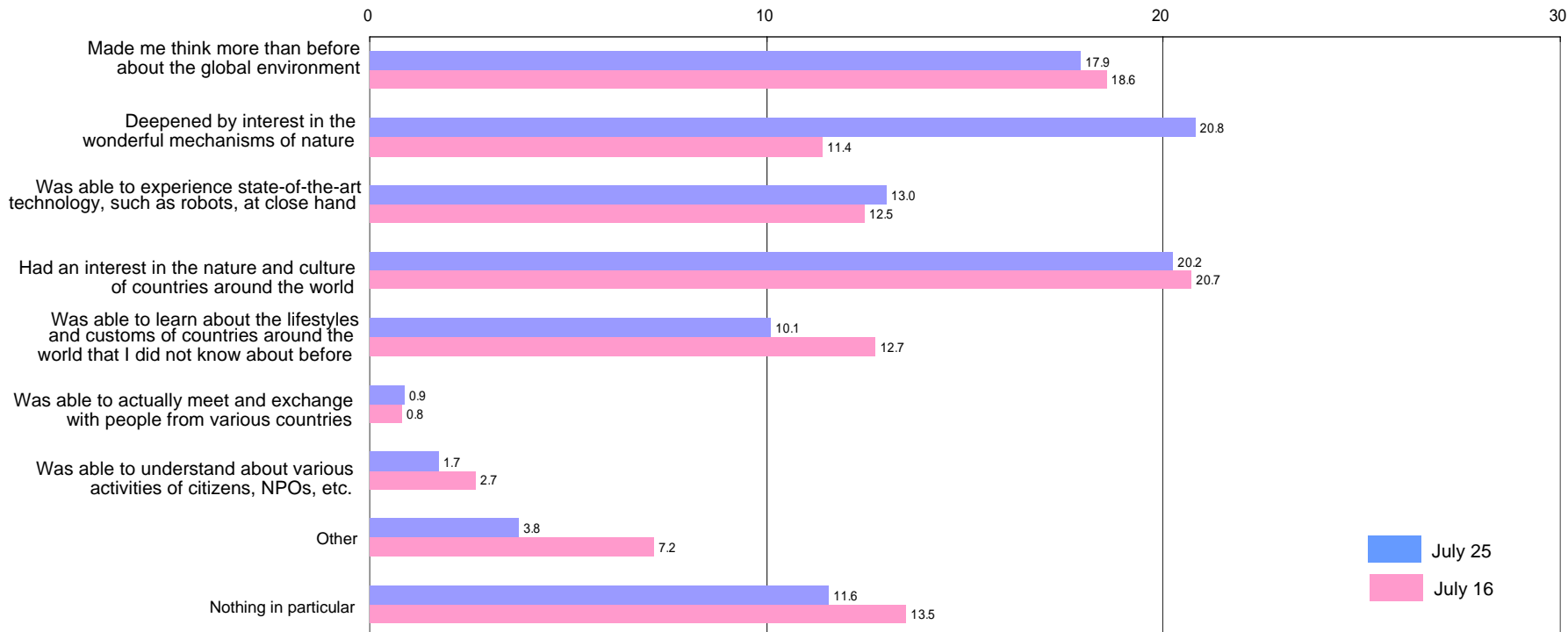
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Q8: What is your specific impression after visiting EXPO 2005? (Please select one reply for each category.)

*This question was added from the July 16 survey.

No.	Category	7/25		7/16	
		No.	%	No.	%
1	Made me think more than before about the global environment	62	17.9	70	18.6
2	Deepened by interest in the wonderful mechanisms of nature	72	20.8	43	11.4
3	Was able to experience state-of-the-art technology, such as robots, at close hand	45	13.0	47	12.5
4	Had an interest in the nature and culture of countries around the world	70	20.2	78	20.7
5	Was able to learn about the lifestyles and customs of countries around the world that I did not know about before	35	10.1	48	12.7
6	Was able to actually meet and exchange with people from various countries	3	0.9	3	0.8
7	Was able to understand about various activities of citizens, NPOs, etc.	6	1.7	10	2.7
8	Other	13	3.8	27	7.2
9	Nothing in particular	40	11.6	51	13.5
No. of samples (excluding no replies)		346	100.0	377	100.0

Regarding their specific impressions of EXPO 2005, the categories most often cited by respondents were understanding of other countries around the world and of the global environment, which shows that the significance of holding the international exposition and its theme are well understood by visitors.



7th EXPO 2005 Visitor Survey

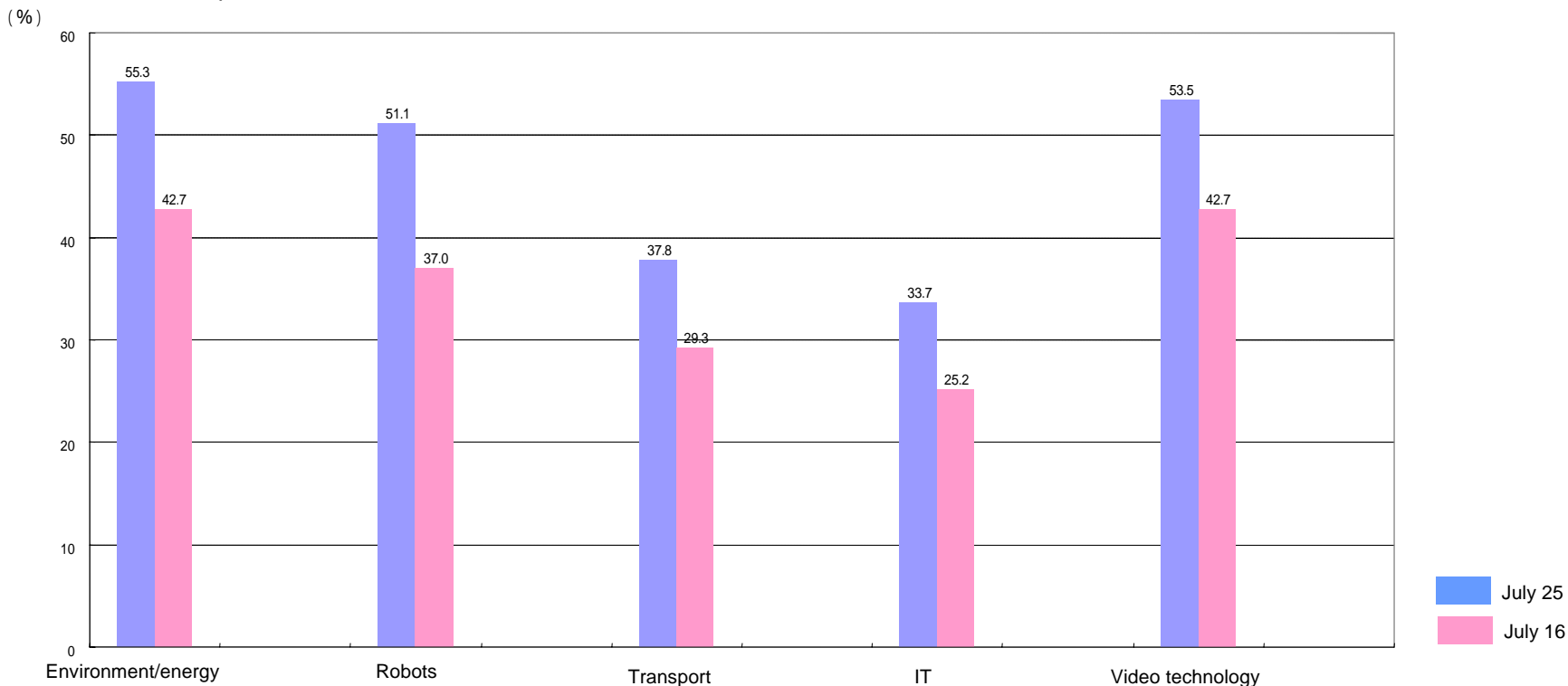
Q9: What state-of-the-art technology do you have interest in after visiting EXPO 2005? (Please select one reply for each category.)

*This question was added from the July 16 survey.

Compared with the results of the July 16 survey, relatively more respondents appear to have deepened their interest or to have been stimulated. By category of state-of-the-art technology, ratios were high for "environment/energy" and "video technology," as well as "robots."

No.	Category	Date	Environment/energy		Robots		Transport		IT		Video technology		
			No.	%	No.	%	No.	%	No.	%	No.	%	
1	Had been interested before and further deepened interest	7/25	96	30.0	104	33.2	61	19.9	59	19.1	111	35.1	
		7/16	72	21.8	86	25.9	48	14.6	44	13.5	86	25.7	
2	Had not been very interested before but became interested after visit	7/25	81	25.3	56	17.9	55	17.9	45	14.6	58	18.4	
		7/16	69	20.9	37	11.1	48	14.6	38	11.7	57	17.0	
3	No change	7/25	69	21.6	68	21.7	95	30.9	100	32.4	68	21.5	
		7/16	32	9.7	46	13.9	58	17.7	55	16.9	36	10.7	
4	No interest	7/25	14	4.4	12	3.8	17	5.5	18	5.8	15	4.7	
		7/16	36	10.9	35	10.5	36	11.0	40	12.3	35	10.4	
5	Don't know	7/25	60	18.8	73	23.3	79	25.7	87	28.2	64	20.3	
		7/16	121	36.7	128	38.6	138	42.1	148	45.5	118	35.2	
No. of samples (excluding no replies)			7/25	320	100.0	313	100.0	307	100.0	309	100.0	316	100.0
			7/16	330	100.0	332	100.0	328	100.0	325	100.0	335	100.0

"Further deepened interest" + "became interested after visit"

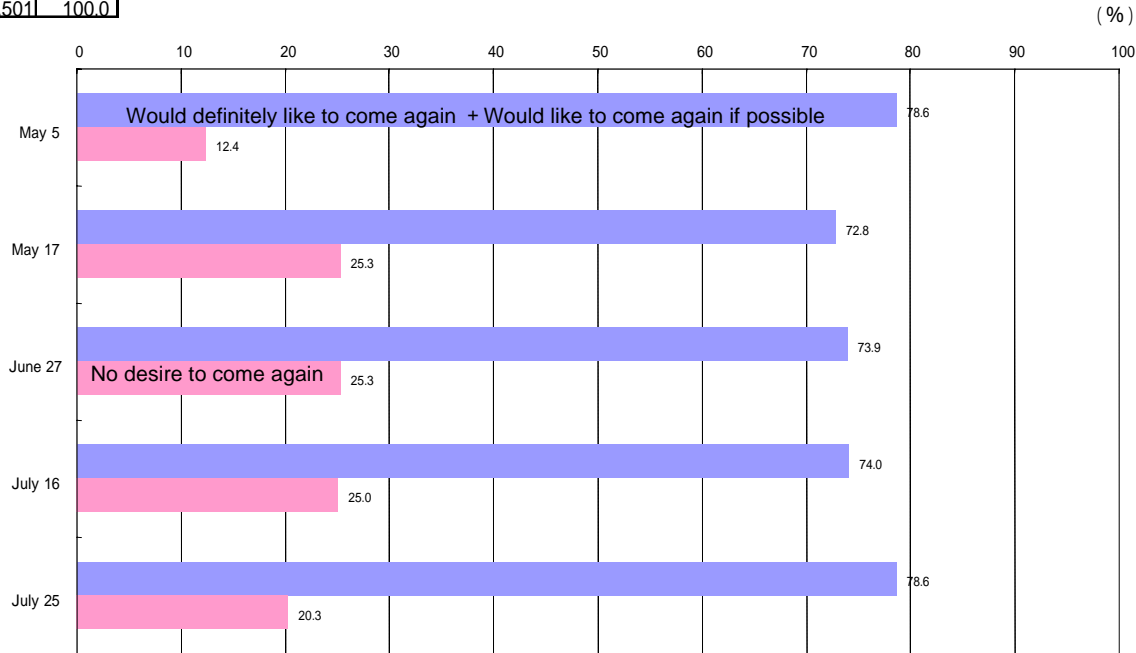
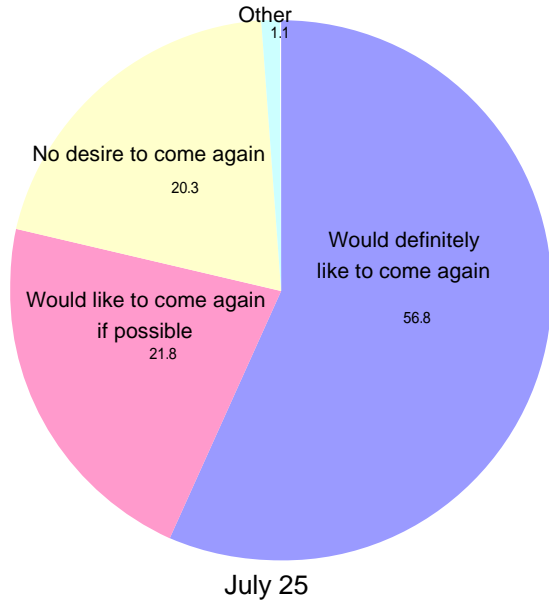


Q10: Do you think that you want to visit EXPO 2005 again? (SA)

July 25 Total for previous four surveys

No.	Category	No.	%	No.	%
1	Would definitely like to come again	201	56.8	747	49.8
2	Would like to come again if possible	77	21.8	410	27.3
3	No desire to come again	72	20.3	329	21.9
4	Other	4	1.1	15	1.0
No. of samples (excluding no replies)		354	100.0	1,501	100.0

There was no major change from the previous surveys. Nearly 80% of respondents have a desire to visit again.



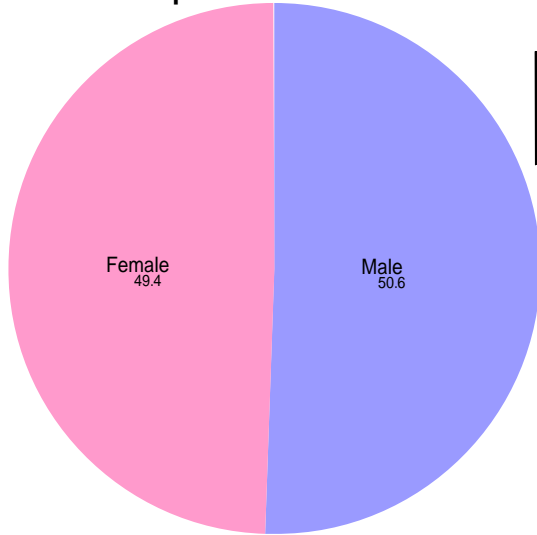
< Main reasons for wanting to come again >

Because there are things I have not yet seen	125
Because it was enjoyable and good	23
Because I have a full-term pass	18
Because I want to see the corporate pavilions	17
Because I live nearby	10
Because my children enjoyed it	7
Scheduled to come again tomorrow	7
Want to spend more time seeing things	6

Want to see different events	6
Because I have plans to come again	5
Want to come in the evening next time	5
Want to come with my family	4
Because it's being held here in Aichi, where I live	3
Because I can learn about the world	3
Want to come if it gets cooler	3
Want to come when it's less busy	3

F1: Attributes of respondents

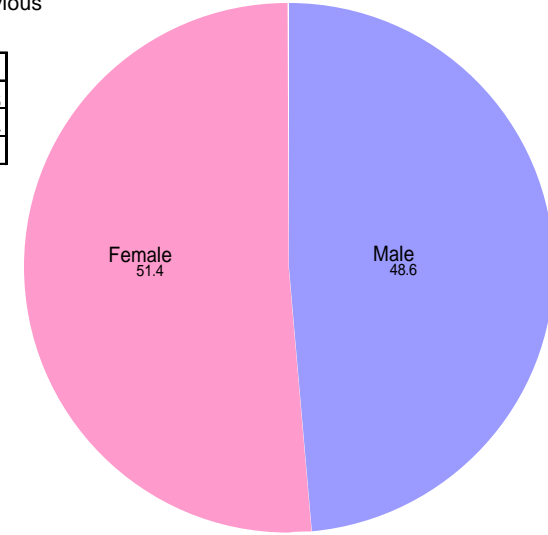
Gender



July 25

Total for previous six surveys

No.	Category	No.	%	No.	%
1	Male	177	50.6	1,101	48.6
2	Female	173	49.4	1,163	51.4
No. of samples (excluding no replies)		350	100.0	2,264	100.0



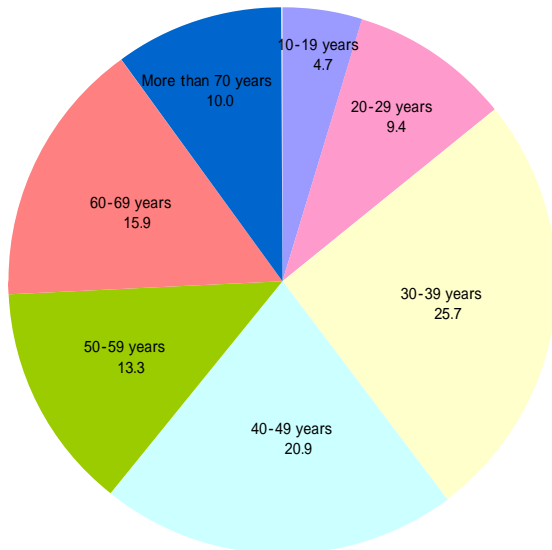
Age

July 25

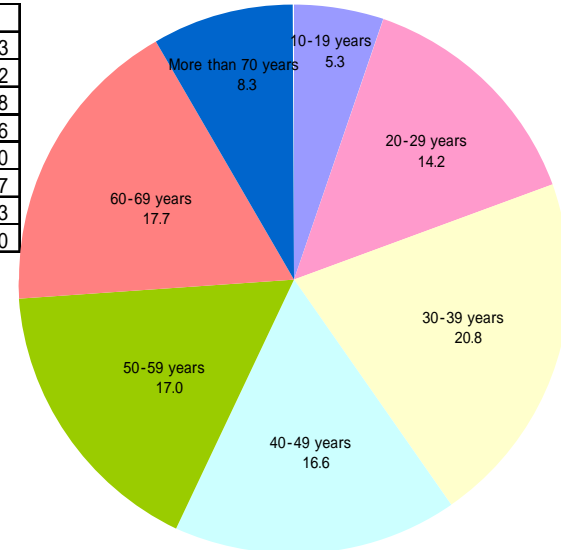
Total for previous six surveys

July 25

Average for previous six surveys



No.	Category	No.	%	No.	%
1	10-19 years	16	4.7	120	5.3
2	20-29 years	32	9.4	322	14.2
3	30-39 years	87	25.7	469	20.8
4	40-49 years	71	20.9	375	16.6
5	50-59 years	45	13.3	385	17.0
6	60-69 years	54	15.9	401	17.7
7	More than 70 years	34	10.0	188	8.3
No. of samples (excluding no replies)		339	100.0	2,260	100.0

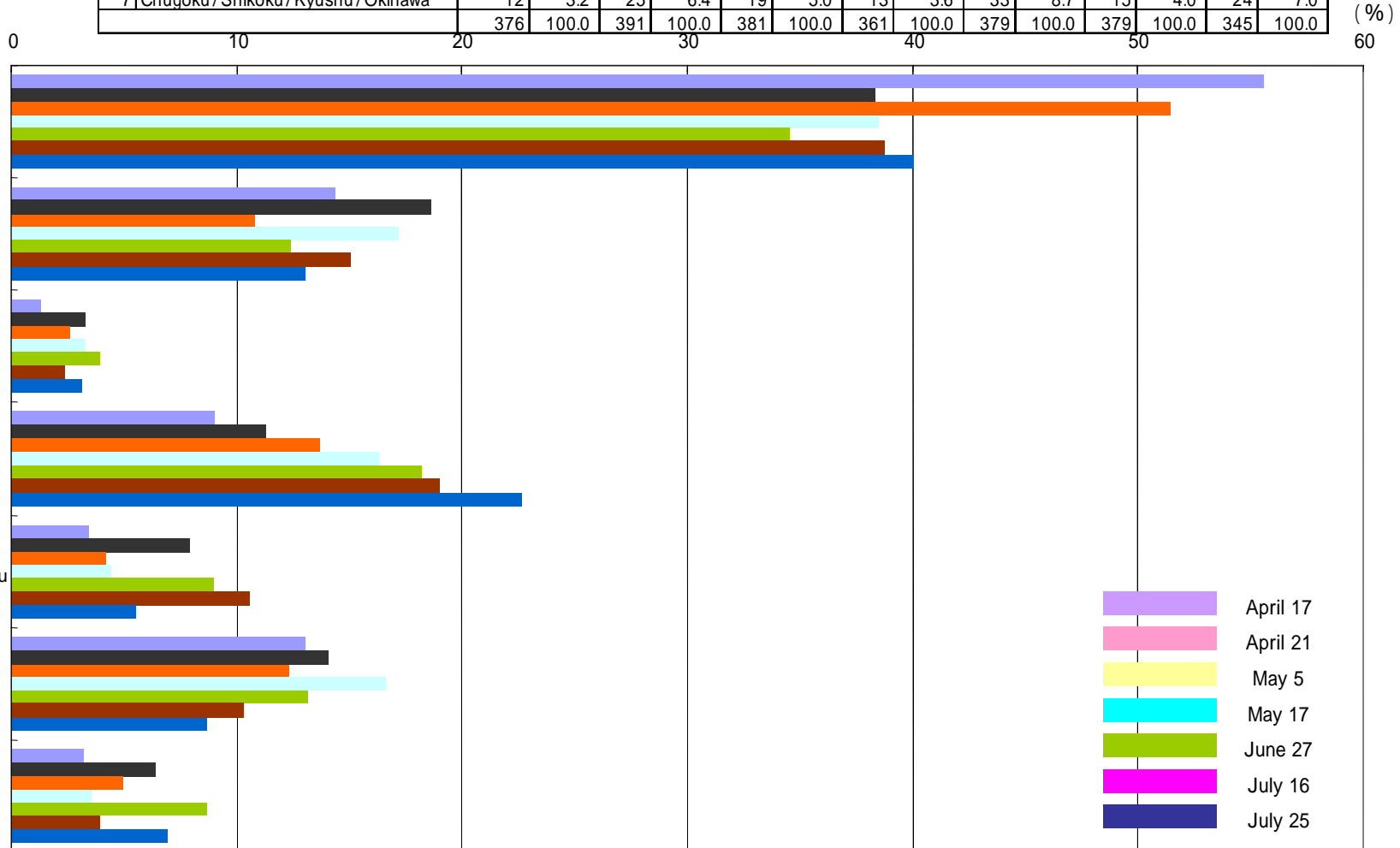


7th EXPO 2005 Visitor Survey

F1: Attributes of respondents

Region of residence: 1

Time-series comparison		4/17		4/21		5/5		5/17		6/27		7/16		7/25	
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1	Aichi	209	55.6	150	38.4	196	51.4	139	38.5	131	34.6	147	38.8	138	40.0
2	Other three Tokai prefectures	54	14.4	73	18.7	41	10.8	62	17.2	47	12.4	57	15.0	45	13.0
3	Hokkaido/Tohoku	5	1.3	13	3.3	10	2.6	12	3.3	15	4.0	9	2.4	11	3.2
4	Kanto	34	9.0	44	11.3	52	13.6	59	16.3	69	18.2	72	19.0	78	22.6
5	Koshinetsu/Hokuriku	13	3.5	31	7.9	16	4.2	16	4.4	34	9.0	40	10.6	19	5.5
6	Kansai	49	13.0	55	14.1	47	12.3	60	16.6	50	13.2	39	10.3	30	8.7
7	Chugoku/Shikoku/Kyushu/Okinawa	12	3.2	25	6.4	19	5.0	13	3.6	33	8.7	15	4.0	24	7.0
		376	100.0	391	100.0	381	100.0	361	100.0	379	100.0	379	100.0	345	100.0



7th EXPO 2005 Visitor Survey

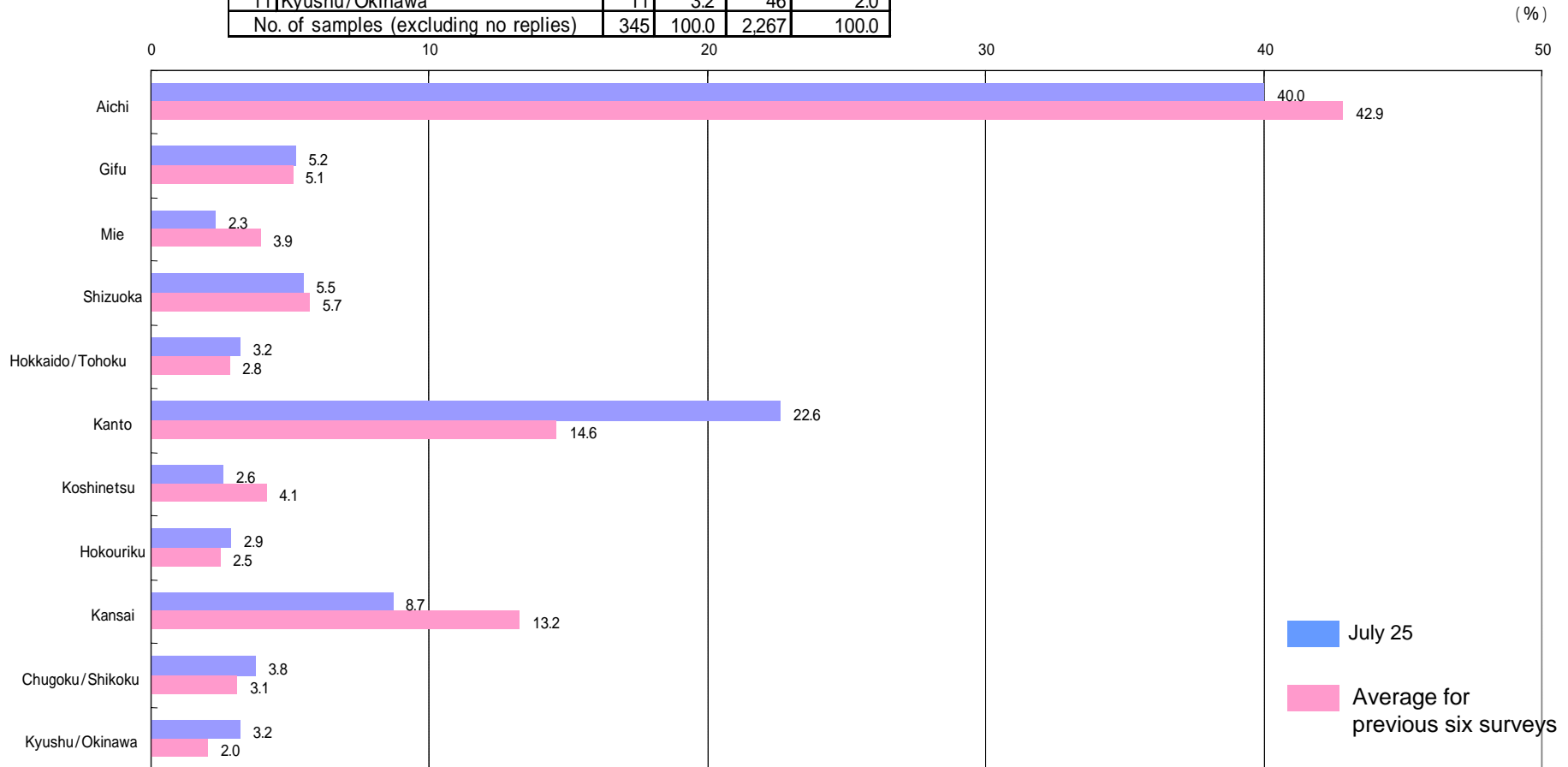
F1: Attributes of respondents

7/25 Total for previous six surveys

Region of residence: 2

No.	Region of residence	No.	%	No.	%
1	Aichi	138	40.0	972	42.9
2	Gifu	18	5.2	116	5.1
3	Mie	8	2.3	89	3.9
4	Shizuoka	19	5.5	129	5.7
5	Hokkaido/Tohoku	11	3.2	64	2.8
6	Kanto	78	22.6	330	14.6
7	Koshinetsu	9	2.6	94	4.1
8	Hokuriku	10	2.9	56	2.5
9	Kansai	30	8.7	300	13.2
10	Chugoku/Shikoku	13	3.8	71	3.1
11	Kyushu/Okinawa	11	3.2	46	2.0
No. of samples (excluding no replies)		345	100.0	2,267	100.0

Compared with the results of the previous six surveys, generally speaking, the latest survey shows an increase in the proportion of visitors from distant regions (especially the Kanto region).

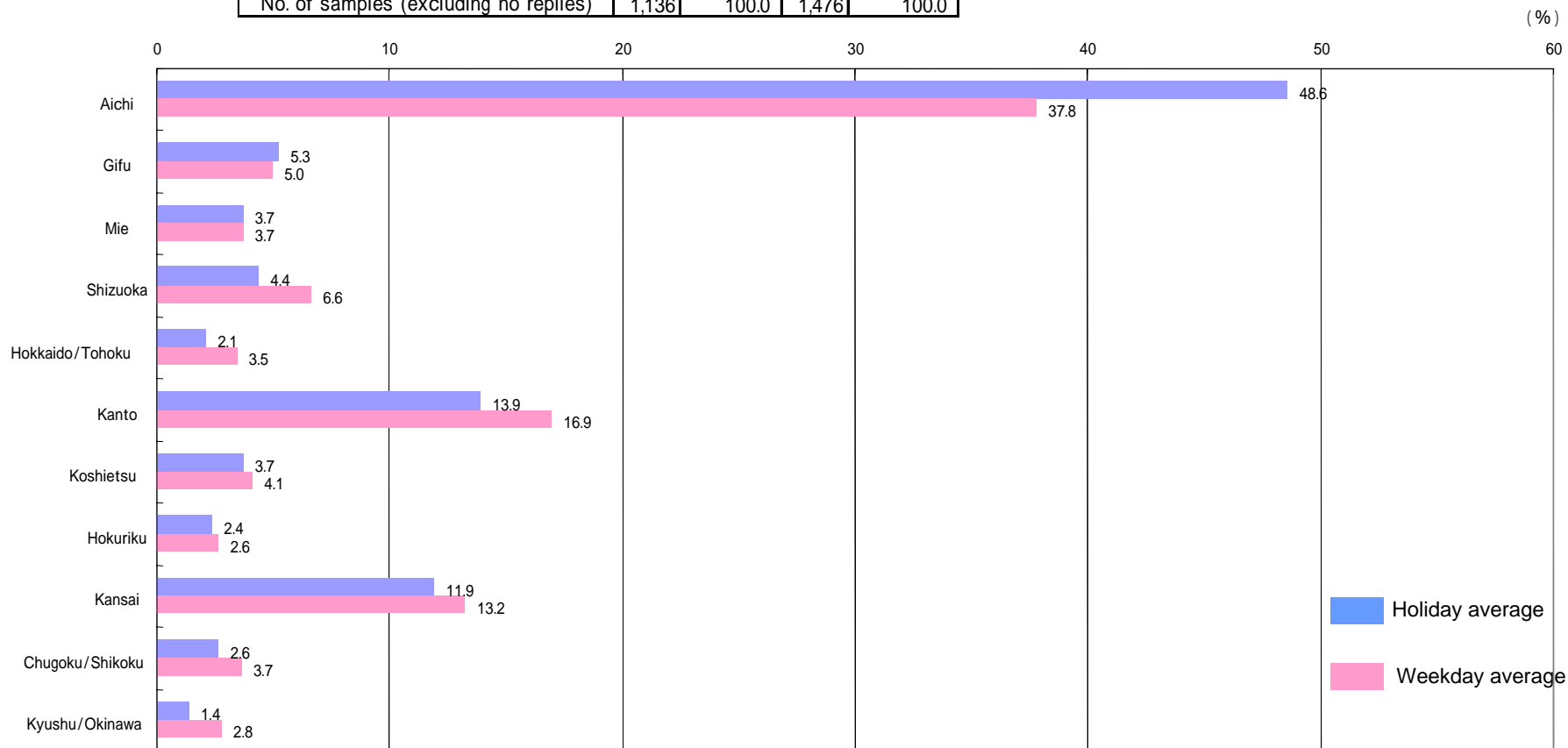


7th EXPO 2005 Visitor Survey

Region of residence: 3

No.	Region of residence	Holiday average		Weekday average	
		No.	%	No.	%
1	Aichi	552	48.6	558	37.8
2	Gifu	60	5.3	74	5.0
3	Mie	42	3.7	55	3.7
4	Shizuoka	50	4.4	98	6.6
5	Hokkaido/Tohoku	24	2.1	51	3.5
6	Kanto	158	13.9	250	16.9
7	Koshinetsu	42	3.7	61	4.1
8	Hokuriku	27	2.4	39	2.6
9	Kansai	135	11.9	195	13.2
10	Chugoku/Shikoku	30	2.6	54	3.7
11	Kyushu/Okinawa	16	1.4	41	2.8
No. of samples (excluding no replies)		1,136	100.0	1,476	100.0

Classifying the results of the seven surveys conducted so far by holiday (three times) and weekday (four times), we see that the ratio of visitors from Aichi Prefecture, where the site is located, is high on holidays and the ratio of from large cities in the Kanto and Kansai regions and distant regions is high on weekdays.



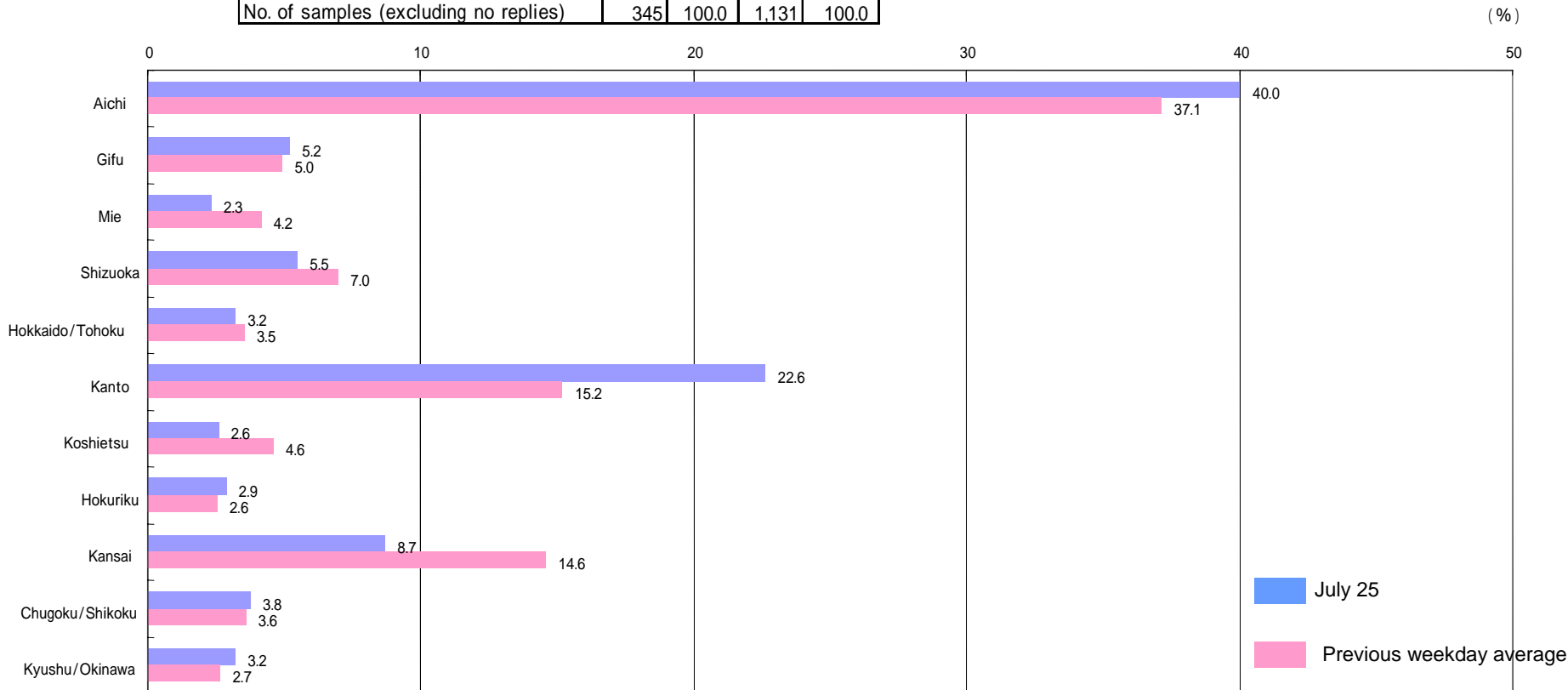
7th EXPO 2005 Visitor Survey

7/25 previous
weekday
average

Region of residence: 4

No.	Region of residence	No.	%	No.	%
1	Aichi	138	40.0	420	37.1
2	Gifu	18	5.2	56	5.0
3	Mie	8	2.3	47	4.2
4	Shizuoka	19	5.5	79	7.0
5	Hokkaido/Tohoku	11	3.2	40	3.5
6	Kanto	78	22.6	172	15.2
7	Koshietsu	9	2.6	52	4.6
8	Hokuriku	10	2.9	29	2.6
9	Kansai	30	8.7	165	14.6
10	Chugoku/Shikoku	13	3.8	41	3.6
11	Kyushu/Okinawa	11	3.2	30	2.7
No. of samples (excluding no replies)		345	100.0	1,131	100.0

Compared with the three previous surveys conducted on weekdays, perhaps because the school summer holidays have begun, the ratio of visitors from Aichi Prefecture increased slightly. The results of the latest survey also showed a large increase in the proportion of visitors from the Kanto region and a decrease in the ratio of visitors from the Kansai region.



7th EXPO 2005 Visitor Survey

Region of residence: 5

	Kanto		Kansai		Tokai/Hokuriku		Other	
	実数	%	実数	%	実数	%	実数	%
EXPO 2005 Aichi	408	15.6	330	12.6	1407	53.9	467	17.9
Tsukuba Expo '85	4016	74.5	220	4.1	586	10.9	566	10.5
Flower Expo '90 Osaka	226	11.1	1305	64.2	218	10.7	283	13.9

Looking at the region of residence of visitors to EXPO 2005, Tsukuba Expo '85, and Osaka International Garden and Greenery Exposition in 1990, we seen that the ratio of visitors from the local area ranged from more than 60% (EXPO 2005, Osaka Expo '90) to more than 70% (Tsukuba Expo '85).

