



Post Fair Report

This report serves as a summary and evaluation of an Education New Zealand PACE 2010 Marketing Event. Written initially as a confidential document between ENZ and participating institutions, this report will also be available for industry access at the Market Information section of www.educationnz.org.nz approximately 2 months after the event date.

Name of Event	Taiwan Agent Seminars and Student Workshops
Country Name	Taiwan
Event Date	27 - 30 March 2010

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1. Executive Summary

The Agent Seminars and Student Workshops took place from 27~30 March in three Taiwanese cities.

Saturday 27th March, Taipei

- 9.30 am~12.30 pm Agent Seminar
- 2.00 pm~6.00 pm Student Workshop

Sunday 28th March, Kaohsiung

- 2.00 pm~6.00 pm Student Workshop

Monday 29th March, Kaohsiung

- 9.30 am~12.30 pm Agent Seminar

Tuesday 30th March, Taichung

- 9.30 am~12.30 pm Agent Seminar

On Friday evening 26th March, the participating institutions gathered at the NZTDC office for a market briefing held by Jamie Chien and Rahael Tharmatheva. Liam Corkery, the new NZTDC Director was introduced to all the participants. The networking evening on Friday included most of the specialist agents in Taipei. ENZ and NZTDC presented the specialist agents with their certificates, which recognised they had met a range of criteria, including passing a test and industry reference checks. The Specialist Agents are recognised with a Specialist Logo, Certificate and online listing at www.newzealandeducated.com/nzsatw and on the Education New Zealand website. The Specialist Agents were honoured in front of the group of NZ participants.

This is the fifth time that the programme has been extended to three cities. The format enables both agents and the Taiwanese public to learn more about New Zealand institutions, and it improves the NZ institutions' understanding of the Market by giving them the opportunity to interact with agents, students and parents.

The Student Workshops help raise the profile of New Zealand to the Market as a study destination, they are valued by the agents and students/parents.

The attendance of agents in all three cities was good, especially Taipei and Kaohsiung. Agent attendance was:

- Taipei 26 agencies registered and 22 came
- Kaohsiung 13 agencies registered and 15 attended
- Taichung 10 agencies registered and 8 attended

Public attendance in Taipei and Kaohsiung was even better this year, than in 2009. Approximately 140 families attended the student workshop in Taipei on Saturday afternoon (27th March) and 70 families attended the student workshop in Kaohsiung on Sunday afternoon (28th March).

2. Event Details

2.1 Promotional Activities

All promotions included a link to the Official Fair Website, [nzeducated.com/taiwan](http://www.newzealandeducated.com/taiwan) the full link is http://www.newzealandeducated.com/tw/zh-tw/blog/entry/2010edufair_tw/

Publication	Date	Media	Advert size/ B&W/Colour
UDN Website	15.03.10 - 21.03.10	Advert in "Global Observation" & "Cross-Strait" channels	240 x 400
	22.03.10 – 28.03.10	Advert in all UDN bloggers' web pages (approx. 2,500,000 exposures)	90 x 728
	12.03.10	"eflyer" distributed by UDN to its "language learning" 100,000 subscribers	
	26.03.10	Text link on UDN homepage	
Apple Daily Newspaper	10.03.10 17.03.10 24.03.10	3 adverts	One time 19.8 x 12.8 cm, colour Two times 13.2 x 12.8 cm, colour
Liberty Times Newspaper	11.03.10 16.03.10 25.03.10	3 adverts	13 x 13.8 cm, colour
Event News on the Ministry of Education's BICER Website		www.edu.tw/bicer/index.aspx	
Event news on Key Agent websites		www.edu-fair.com www.overseastudy.com.tw www.newoz.com.tw www.blog.goldenvalley.com.tw	
Event news on local libraries' websites		www.tpml.edu.tw/	
Event news on the National Sun Yat-sen University's website		http://140.117.147.6/	
Event news through local institutions websites		www.agentschat.com/index.php www.backpackers.com.tw www.helloanz.org www.english.com.tw www.youthwant.com.tw	
Event news at INZ's website and through the New Zealand Educated website		www.nzvisa.org.tw www.newzealandeducated.com/taiwan	
Press release through Chinese and English Newspapers		Depending on newspaper editor's arrangement	

News through local BBS Stations and websites		tw.bbs.campus tw.bbs.campus.activity tw.bbs.campus.advancededu tw.bbs.campus.education tw.bbs.campus.fju tw.bbs.campus.graduate tw.bbs.campus.it tw.bbs.campus.job tw.bbs.campus.kmc tw.bbs.campus.kpi tw.bbs.campus.kyit tw.bbs.campus.ltc tw.bbs.campus.nccu tw.bbs.campus.nchu tw.bbs.campus.ncku tw.bbs.campus.ncnu tw.bbs.campus.nctu tw.bbs.campus.ncu tw.bbs.campus.nthu tw.bbs.campus.ntit tw.bbs.campus.ntnu-mtc tw.bbs.campus.ntu tw.bbs.campus.pu tw.bbs.campus.stjctc tw.bbs.campus.tit tw.bbs.campus.ttit tw.bbs.campus.univnews tw.bbs.campus.wfit tw.bbs.campus.yuntech	
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Outdoor Activity:

Media	City	Location
Direct Mail	Taipei and Kaohsiung	
Posters/flyers	Taipei and Kaohsiung	Agents, Schools, Libraries etc
Street Signage	Taipei	18 different locations near the TWTC Exhibition Hall One
Street Banners	Kaohsiung	Main roads/streets in Kaohsiung

Agents were given an email signature banner to use with their emails to potential students and families. Agents were also given a web banner to install into their website promoting the fair.

To view the promotional material, please see here: <http://www.educationnz.org.nz/taiwan-promotional>

Generic Promotion – A billboard campaign at two Taipei MRT (Mass Rapid Transit) Subway Stations commenced at about the same time and continues until late May 2010. To view the billboard campaign, please see <http://educationnz.org.nz/china-depth>

2.2 Participants/NZ Representatives

Institution Name	Participant Name	Cities Participating
ACG - Academic Colleges Group	Ting Xu	Taipei, Kaohsiung,

		Taichung
Christchurch Girls' High School	Liz Stopforth	Taipei, Kaohsiung
Eastern Institute of Technology	Dan Zhu	Taipei, Kaohsiung, Taichung
Gisborne Boys' High School	Michele McCarthy	Taipei, Kaohsiung
International Pacific College	Alan Malcolm	Taipei
Katikati College	Jill Jack	Taipei
Macleans College	Patrick Lau	Taipei, Kaohsiung,
Murray's Bay Intermediate	Katherine McLauchlan	Taipei
Natcoll	Jeff Lockhart	Taipei, Kaohsiung
Nelson College	Leigh Rielly	Taipei, Kaohsiung, Taichung
Nelson College for Girls	June Laird	Taipei, Kaohsiung
Northcote College	Catherine Smith	Taipei, Kaohsiung, Taichung
Otumoetai College	Roy Ballantyne	Taipei
Pacific International Hotel Management School	Jimmy Huang	Taipei, Kaohsiung
Unitec Institute of Technology	Jude Lydia	Taipei, Kaohsiung
University of Canterbury	Percy Chan	Taipei, Kaohsiung, Taichung
Whiteria Community Polytechnic	Paul Maguiness	Taipei, Kaohsiung

2.3 Market Briefing

The Briefing Pack and the Agent Profiles Booklet (containing details of all the registered Agents) was sent in soft copy to all participants prior to the Agent Seminars.

A welcome letter from Liam Corkery (Director of NZTDC Taipei) was included in the participants' welcome pack, which was delivered to the hotel prior to their arrival.

At the Market Briefing, NZTDC gave a brief overview of the education market in Taiwan, and Rahael Tharmatheva briefed participants on the programme and the promotional campaign.

Secondary schools were then invited to stay to learn more about a new initiative the Taiwan Ministry of Education was promoting, - Student Exchange programmes, and what they will do to assist institutes to form these relationships.

2.4 Schedule

Day/Date	Time	Programme	Venue
Thursday 25 March	6.30 pm	CX 451 Flight to Taoyuan Airport, Taipei arrives	
Friday 26 March	Daytime	Free time in Taipei	
	5.40 pm	Meet in hotel foyer to travel together by taxi	
	6.00 pm	Market Briefing (including an introduction to the International Exchange Program by representative from Taiwan Ministry of Education)	NZTDC Office 25 th Floor TWTC Building 333, Keelung Road Sec. 1, Taipei
	6.30 pm	New Zealand Specialist Agents Award Ceremony and Networking Evening	TWTC Club 33 th Floor TWTC Building

			333, Keelung Road Sec. 1, Taipei	
Saturday 27 March	8.00 am	Meet in hotel foyer to travel together, either walking or taxi.		
	8.30 am	Set Up Market Briefing Recap (– for those that missed it the previous evening)	Taipei World Trade Centre Exhibition Hall One Conference room #3 2F, 5 Xin-Yi Road, Section 5, TWTC Exhibition Hall One, Taipei	
	9.00 am	Taipei Agent Registration		
	9.30 am – 12.30 pm	Taipei Agent Workshop		
	12.30 – 2.00 pm	Group lunch with agents (paid by ENZ)		
	2.00 – 6.00 pm	Taipei Student Workshop		
	6.00 – 6.40 pm	Pack up and debrief		
	Evening	Free Evening		
Sunday 28 March	9.30 am	Meet in lobby to travel to station		
	10.42 am	Travel to Kaohsiung (Zuoying Station)	Train #: 125 Southbound	
	12.18 pm	Arriving in Kaohsiung		
	1.30 pm	Set Up		
	2.00 – 6.00 pm	Kaohsiung Student Workshop	Grand Hi-Lai Hotel – Exhibition room 15F 15F, 266 Cheng Kung 1 st Road, Kaohsiung	
	Evening	Free Evening		
Monday 29 March	8.40 am	* Set Up		
	9.00 am	Agent Registration	Grand Hi-Lai Hotel – Exhibition room 15F 15F, 266 Cheng Kung 1 st Road, Kaohsiung	
	9.40 – 9.50 am	New Zealand Specialist Agent Award Ceremony		
	9.30 am – 12.30 pm	Kaohsiung Agent Workshop		
	12.30 pm	Group lunch with agents (paid by ENZ)		
		Meet in lobby to travel to Zuoying Station (Kaohsiung)		
	2.30 pm	Travel to Taichung (Taichung Station)		Train #: 1140 Northbound
	3.16 pm	Arriving in Taichung		
Evening	Free Evening			
Tuesday 30 March	8.30 am	* Set Up	Evergreen Laurel Hotel – Laurel Saloon B2, 6 Taichung Kang Road, Section 2, Taichung	
	9.00 am	Agent Registration		
	9.30 am – 12.30 pm	Taichung Agent Workshop		
	12.30 pm	Debriefing Session		
	1.00 pm	Meet in the Hotel Foyer to travel to Taichung Train Station together		
	2.00 pm	Travel back to Taipei		Train #: 438 Northbound
	pm	Arrive in Taipei		
	Evening	Free Evening		
Wednesday 31 March	7.00am	Meet in hotel foyer to travel together to the airport		
	12.05 pm – 1.45 pm	CX 421 to Hong Kong International Airport		
	3.05pm	CX 117 to Auckland International Airport		

2.5 Agent Session

Agents were invited by email to register their attendance for the New Zealand Education Agent Seminars in Taipei, Kaohsiung or Taichung. They were sent to one of the below invitation links, depending on their location.

<http://www.newzealandeducated.com/agents/kaohsiung>

<http://www.newzealandeducated.com/agents/taichung>

<http://www.newzealandeducated.com/agents/taipei>

Information that was received through the agents' confirmations was put into a booklet that was sent in soft copy to the participating institutes and was also distributed as a hard copy at the Agent Seminars.

In December 2009 Education New Zealand held the first New Zealand Specialist Agent Training Programme in Taiwan, for agents in Taipei, Taichung, Changhua, Kaohsiung and Tainan. 40 agents attended the training and then had to meet a range of criteria. The agents that successful met the necessary criteria are now all listed online at www.newzealandeducated.com/nzsatw

At the Networking Evening on Friday 26 March, Rahael Tharmatheva spoke about the New Zealand Specialist Agent Training Programme and congratulated the specialist agents. Agents were then presented with their New Zealand Specialist Agent Certificates by the NZTDC director, Liam Corkery. Prior to the Kaohsiung Agent Seminar and the Taichung Agent Seminar Rahael Tharmatheva gave a brief presentation about the New Zealand Specialist Agent Training Program and congratulated specialist agents, Jamie Chien and Rahael Tharmatheva presented the Specialist Agents with their certificates. There may have been a few agents that were unable to meet the criteria in time for the presentations.

2.6 Giveaway Items

The following items were prepared as giveaways for agents and visitors in each city.

- Institution Profile booklets (for agents only)
- The Event Flyer listing the represented institutions
- *Study in New Zealand* Handbook of Courses and Costs (if requested by the visitors)
- *Study in New Zealand* Secondary Education Directory (if requested by the visitors)
- Kiwi bookmark
- Tourism New Zealand brochure and map
- New Zealand Educated Pens
- New Zealand Educated Note pads
- New Zealand Educated Bookmarks
- New Zealand Educated Carry bags

2.7 Visitor Data

The event in Taipei on Saturday 27th March (2pm ~ 6pm) drew in 143 families. On the ground floor there was a travel exhibition on at the same time, however the New Zealand Education Fair drew a separate crowd, generally the visitors were informed and knew what kind of information they were after.

Kaohsiung, Sunday 28th March (2pm ~ 6pm) brought in 70 families.

Both Fairs drew more visitors than last year – the number from the 2009 event was approximately 100 families at the student workshop in Taipei on Saturday afternoon and approximately 39 families attended the student workshop in Kaohsiung on the Sunday afternoon.

2.8 De-briefing with New Zealand Representatives

General arrangements:

- Generally speaking, the participants were very satisfied with the general arrangements including the comprehensive Briefing Pack, materials presented over the Market briefing and the Agent Profile booklets.
- The cocktail function was well received and achieved the objective of enabling participants to interact with each other and especially the Specialist Agents before Taiwan's first promotional activity. This was also a great opportunity for the Specialist Agents to be honoured in front of the New Zealand participants.
- Participants found the High Speed Rail convenient and comfortable for travelling from city to city. Some prefer to travel Business Class, which was not too expensive.
- Participants suggested that the Immigration NZ representative could have prepared some generic giveaway materials to improve INZ's impression for both the general public and agents.
- Participants suggested an information desk for general enquiries. There were many questions from the public asking for specific institutes to the INZ officer.
- To allow for more time between the travelling and the student workshops for Kaohsiung, as many institutes missed out on lunch.

Accommodation:

- The accommodation in each of the 3 cities was considered to be good value for money and participants would be happy to use these hotels again in the future.

Venues:

- Venues in general were considered good and participants would be pleased to use these venues again in the future.

Agent Sessions:

- NZ participants were all impressed by the quality of agents. A quick seminar was required in Kaohsiung to give agents an overview of the New Zealand Education system and New Zealand as a study destination.
- This was the second year that a (standing) group buffet lunch was provided in Taipei, the purpose was to create an informal opportunity for NZ participants and local agents to get to know each other better.
- The lunch opportunities in both Taipei and Kaohsiung were really good value as it meant that Institute Representatives and the Agents were able to continue discussions and form relationships over a more relaxed atmosphere.
- General feedback from the agents was positive, many of them would like to offer interpretation service that enable them to take lead on following up with prospective students.
- One agent suggested that seminars or speeches (open to the public) about NZ education pathways or about New Zealand could have been arranged during the day.

Student Workshops:

- The group agreed that attendance in Taipei was quite successful. It was noted however that the Taipei and the Kaohsiung events had a strong tertiary focus and language focus.

Marketing/advertising:

- The general survey of students/parents showed that they learned about the Taipei and Kaoshiung events through diversified channels i.e. Apple Daily newspaper advertisements, Liberty Times newspaper advertisements, UDN website advertisements, street banners plus free channel promotions.

NZ participants:

- It is recommended that more institutions continue to support the PACE workshops in the future. While the tertiary sector continues to attract the most interest amongst the students and agents, secondary schools and English language schools are also highly sought after.

3. Summary of Participants' Evaluations

Online evaluation feedback regarding the Taipei Agent Seminar and Student Workshop:

Great number of Agents. The turnout was above expectation. Current agents are more knowledgeable about NZ education and what we have to offer.

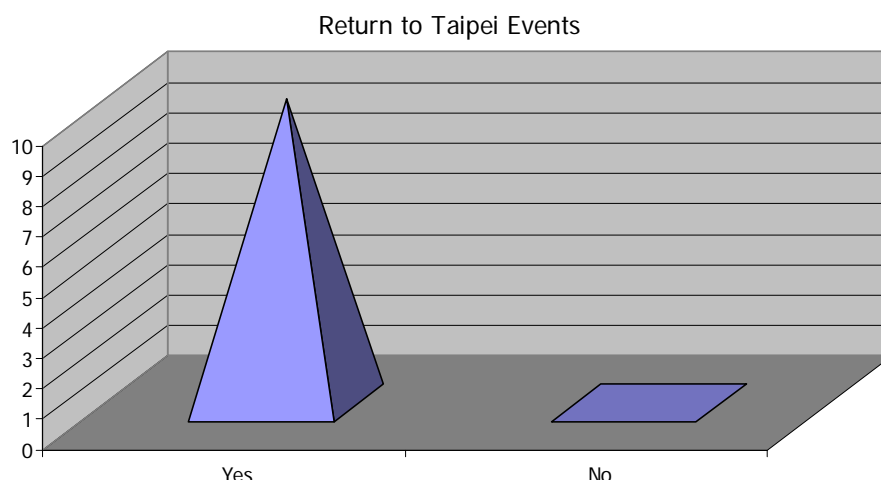
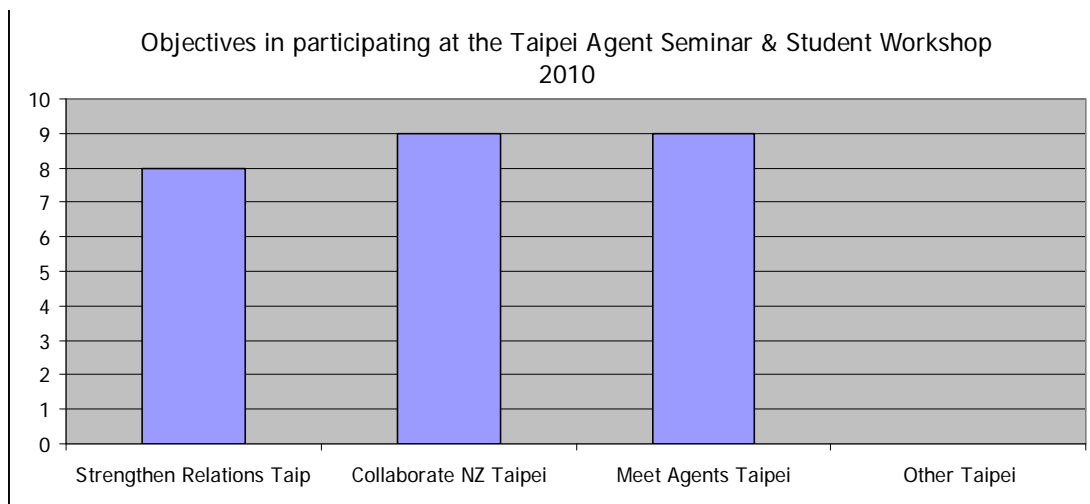
2 agents and a parent said that the venue in the building was not easy to locate. Not as busy as I had hoped for.

The certificate ceremony and mingling with agents on Friday night is a great idea. Makes agents feel valued and special.

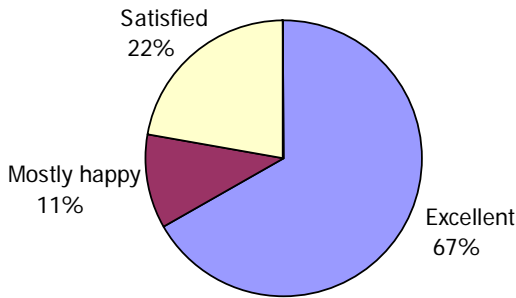
Lunch on the Saturday is another way of networking in a relaxed way. The presentation of the Agents' Certificates added value to the evening.

All good. Keep doing the agent booklets please, they are very useful.

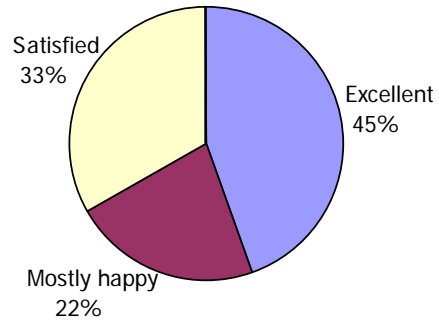
It was better than anticipated. We were in Taiwan so thought we would join and were well received.



Rate Organisation of Taipei Agent Seminar and Student Workshop



Rate Participation Value of Taipei Agent Seminar and Student Workshop



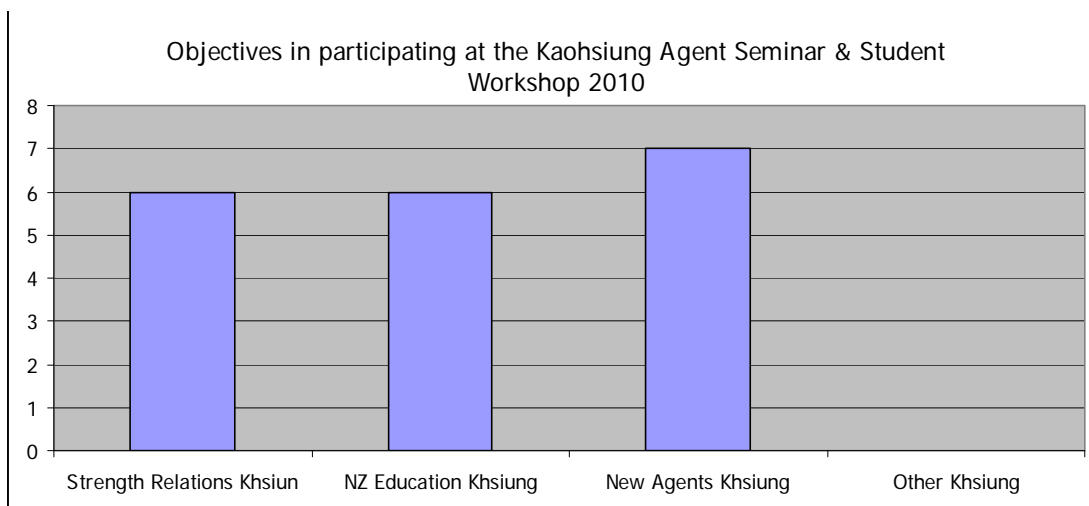
Kaohsiung Agent Seminar and Student Workshop
Venue at the hotel is really good.

Coffee and tea on the Sunday afternoon at the student workshop would have been appreciated. Even if had it in another room that just the institutions could go to when needed. Perhaps a later start as it is a real rush after the train trip, checking in, getting something quick to eat, setting up.....

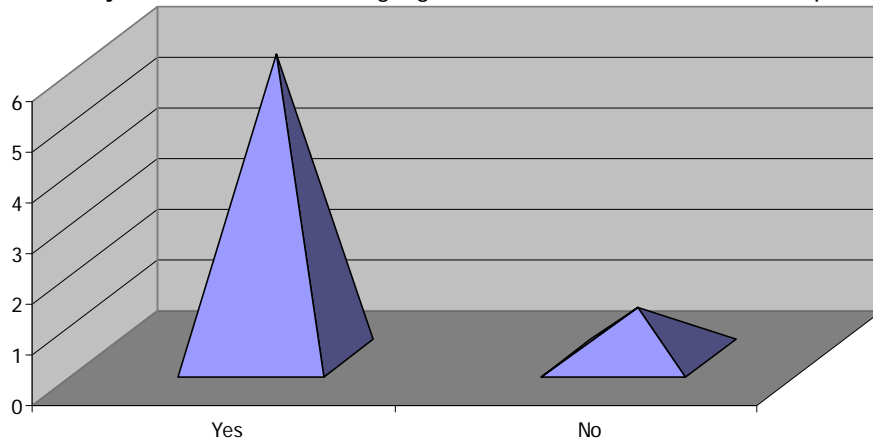
Could we have a bigger display board advertising the student fair on the Sunday in the hotel lobby?

Perhaps an earlier departure from Taipei to Kaohsiung so that it is not so rushed to get the student seminar going in the afternoon. Perhaps agent Seminar to start at 10am since there are not many agents in Kaohsiung.

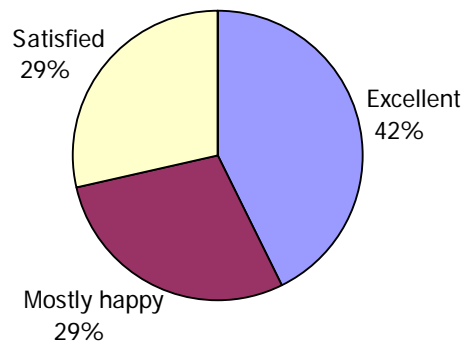
A number of agents suggested that it would be helpful to have a brief presentation on NZ education before they talk to the institutions. I suppose ENZ can run the presentation in a seminar room. Those familiar with NZ can still have the freedom to go and talk to individual institutions



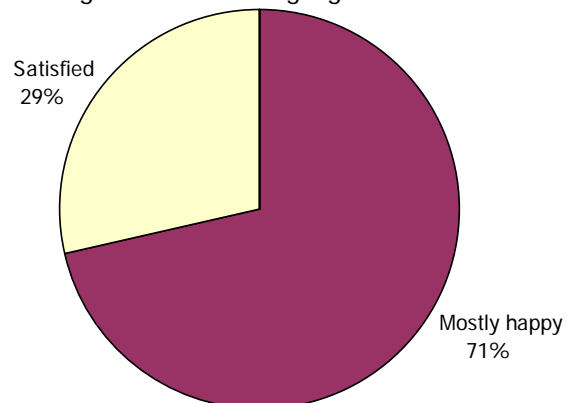
Objectives Met at Kaohsiung Agent Seminar and Student Workshop



Rate Organisation of Kaohsiung Agent Seminar & Student Workshop

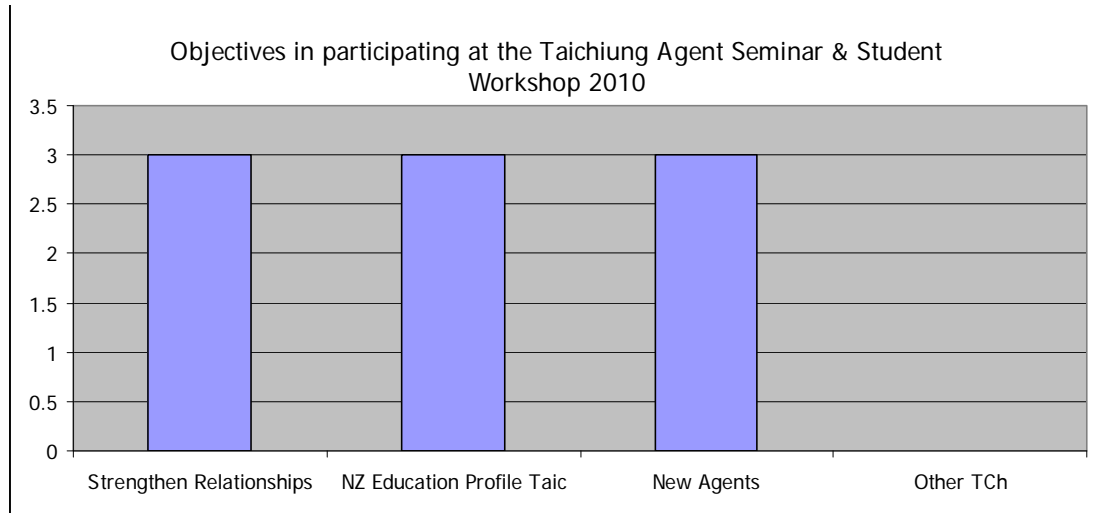


Rate Agents in Kaohsiung Agent Seminar

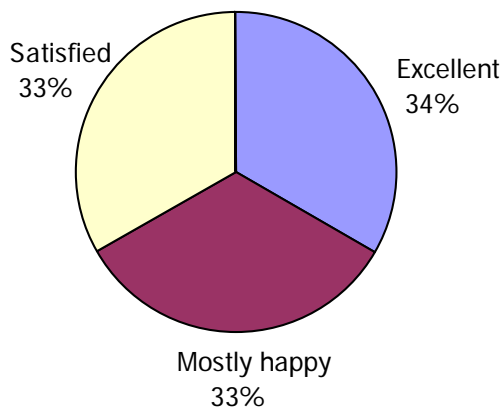


Taichiung Agent Seminar

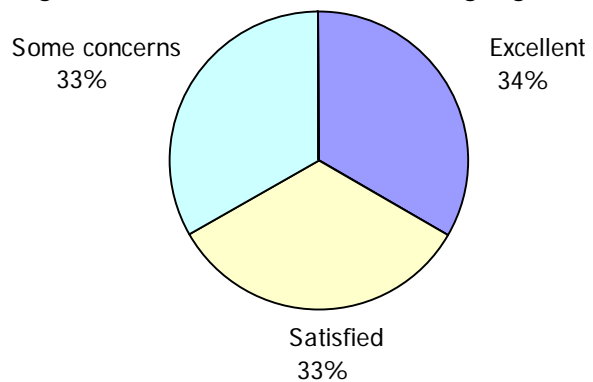
Although small and I had to leave early, I had made some good contacts.



Rate Organisation of Taichiung Agent Seminar



Rate Agent that attended the Taichiung Agent Seminar



4. Recommendations for Future Events

It is recommended that the overall structure of events in future remains the same. These events are important profile raising opportunities for New Zealand and help spread the word across the country. Although Kaohsiung and Taichung are smaller cities, having a 3 city tour is reasonably cost effective.

Based on participant feedback, we will look into providing lunch boxes for institutes before the Kaohsiung Student Workshop to avoid the rush in looking for lunch options. Also, tea & coffee could be offered to NZ participants on Sunday Kaohsiung Student Workshop, or arrange a bottle of water per table at the venue.

It is recommended that the same lunch format in both Taipei and Kaohsiung could be arranged next year. The feedback from both NZ participants and agents was positive.

The same accommodation and venues will be used again next year.

Promotion for the Student Workshops worked well to raise the profile of New Zealand and the New Zealand events. It is recommended to keep at least the same level of promotion for next year.

It is recommended that, where possible, NZ participants arrange interpreters themselves with agents that they have an existing relationship with. This contact ensures quality time together and provides the agents with strong leads to follow up on.

Thank you to all participants for supporting these events, we wish you all the best for good results from Taiwan.

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Offshore Events Manager

Education New Zealand

Completion Date: 12 May 2010

Photos

Photos are available online for download at Flickr, please use the following link:
<http://www.flickr.com/photos/27527622@N04/sets/72157623862655196/>

Participating Agents List

Participating agent list in three cities

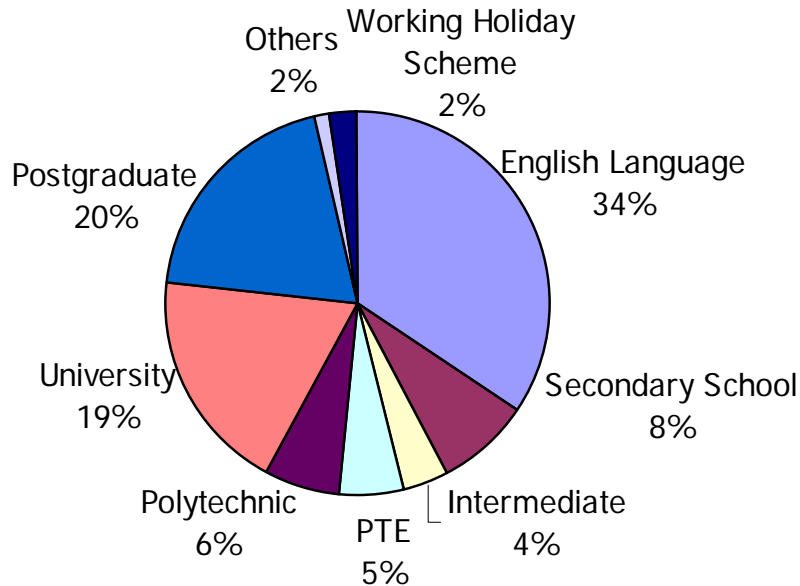
Agency Name	Participant Name
<i>Taipei</i>	
UR Edu and Info Co Ltd	Danny Chang, Ben Chang, Maggie Wang
Joyful Travel	Romy Lo
Oh! Study Education Center/ Oh Study	Doris Shen & Dennis Yu
Worldwide Education Foundation	Candy Chiu
Kojen Education Consulting Co Ltd	G-Len Tan & Gene Huang
Evergreen International Education Consultant	Jane Lee
Formosa Overseas Study Center	Eshana Chen
New Oz Consulting Corp	Andy Chang & Terry Wang
Southern Cross International Education Services Ltd	Joan Chang
Lincoln MGT Consultants	Michelle Shih
Golden Valley Overseas Study Company	Darren Lee and his colleague
Global Vision Education Centre	Jack Liu
Wish Education Services, International Co Ltd	Jackie Liu
North Star International Education Services Ltd.	Jenny Fu & Andrew Hsieh
HESS Educational Organisation	Susan Hsieh, Sunny Chen and 5 consultants from different branches
CEDCA	Nancy Su
StudyLink Education Advisory Services Ltd (SEAS)	Patrick Liao
Chiao Shun International Pty Ltd	Petra Chiu & Cheyenne Chen
ANZ Family	Edward Fan
Jason International Education Services Co	Sherry Chang
Johnson Education Service	Daniel Lin & Sandra Liang
Taiwan International Working Holiday Association	James Chang & Migi Ho
Total: 22 agencies, 38 agent representatives	
<i>Kaohsiung</i>	
C&W Consulting Co Ltd	Jack Chen & Sherry Wang
Taida International Education Services	Dada Chen & Amy Kao
Fastlane International Corp	Freda Chang
Newton Education Service & Tour	Janet Hung
Brilliance International Consulting Corp	Paula Tseng
Studylink Education Advisory Services Ltd (SEAS)	Tracy Dung (attended Sunday Student Workshop only) and Bruce Chuang
A Plus Education Consulting Service	Sheree Shao
Cosmos Language School	Ophelia Lin
Oxford Language & Computer Institute	Debbie Wang, Jill Shen & Abbie Su
GoStudy Education Institute	Maxine Chung & Sonia Wu
Worldwide Education Foundation (attended Sunday student workshop only)	Margrete Chen
Oh! Study Education Center/ Oh Study	Maggie Chang
Grand International Consulting Co Ltd	Zoe Kan & Kely Kuo
Chiao Shun International Pty Ltd	Jenniferl Chang
ANZ Family	Edward Fan
Total: 15 agencies, 22 agent representatives	

<i>Taichung</i>	
GH Education Consultancy	Debbie Chang
Pao-Hung Ltd	Tina Wang
DeWey International Education	Artis Lee
Becky Education Center	Mia Chiang
Oh! Study Education Center/ Oh Study	Karen Lu
Victory Int'l Consulting Corp	Judy Li
VIP Study	Yuping Lai and her secretary
Chiao Shun International Pty Ltd	Carolyn Liu
Total: 8 agencies, 9 agent representatives	

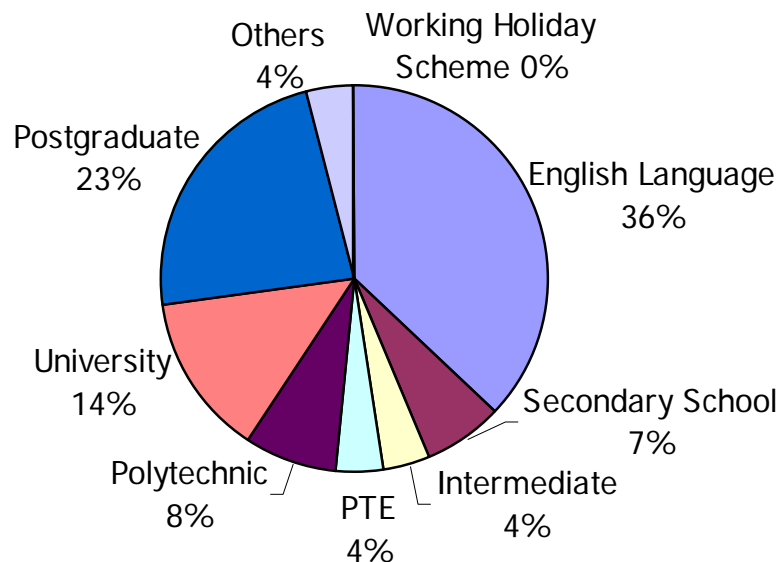
Visitor Data Breakdown

From the Registrations that were completed by visitors prior to entering the Fair. This is based from registrations per family

Taipei Visitor Sector Interests

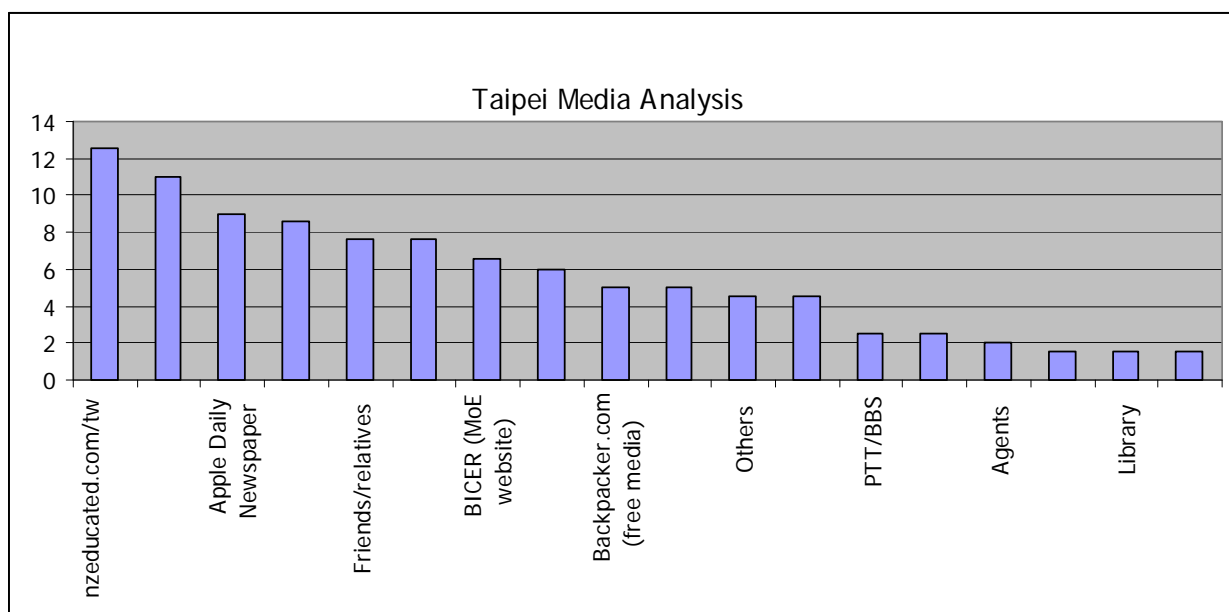


Kaohsiung Visitor Sector Interests



The general survey of students/parents showed that they learned about the Taipei and Kaohsiung events through a range of channels including the Apple Daily newspaper advertisements, Liberty Times newspaper advertisements U Paper newspaper advertisements, UDN website advertisements, street signage and banners, plus the free channel promotions.

Taipei	%
UDN	11
Street Signage	4.5
Apple Daily Newspaper	9
Liberty Times Newspaper	7.6
U Paper	5
nzeducated.com/tw	12.6
nz visa website	1.5
BICER (MoE website)	6.6
Backpacker.com (free media)	5
PTT/BBS	2.5
Blog (could be free media or UDN's blog)	1.5
Event poster/flyer	6
Library	1.5
Agents	2
NZTDC's notification	8.6
Friends/relatives	7.6
Others	4.5
Unknown	2.5



Kaohsiung	%
UDN	6.9
Apple Daily Newspaper	6

Liberty Times Newspaper	4.3
Street banners	15.5
nzeducated.com/tw	7.8
nz visa website	2.6
BICER (MoE website)	4.3
Backpacker.com (free media)	6.9
PTT/BBS	1.7
Blog (could be free media or UDN's blog)	1
Event poster/flyer	17.2
Library	0
Agents	1.7
NZTDC's notification	6
Friends/relatives	14.7
Others	2.6
Unknown	0

