

BSP GUAHAN 2050 SUSTAINABILITY PLAN: RESIDENTIAL SURVEY RESULTS



BSP QUANTITATIVE ANALYSIS

Purpose:

- Identify resident's attitudes regarding key topics including Guam's environment, culture, economy, and village sustainability. Specifically, how best to balance economic growth with environmental protection, conserve the island's natural resources and culture, and plan for a more prosperous and resilient future. The survey was the final component of a community wide engagement program to support the development of the Guahan 2050 Sustainability plan.

Information Objectives:

- Measure community residents' perspectives on Guam's economy, environment, culture, and village sustainability. The measures were used to guide land use policy recommendations and to establish a vision for development and sustainability.

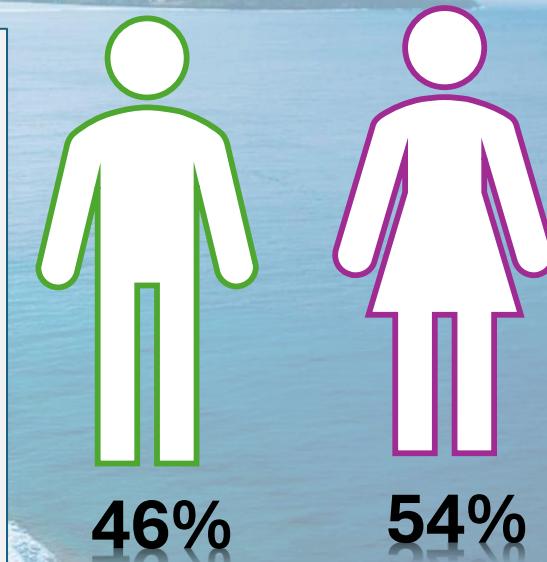
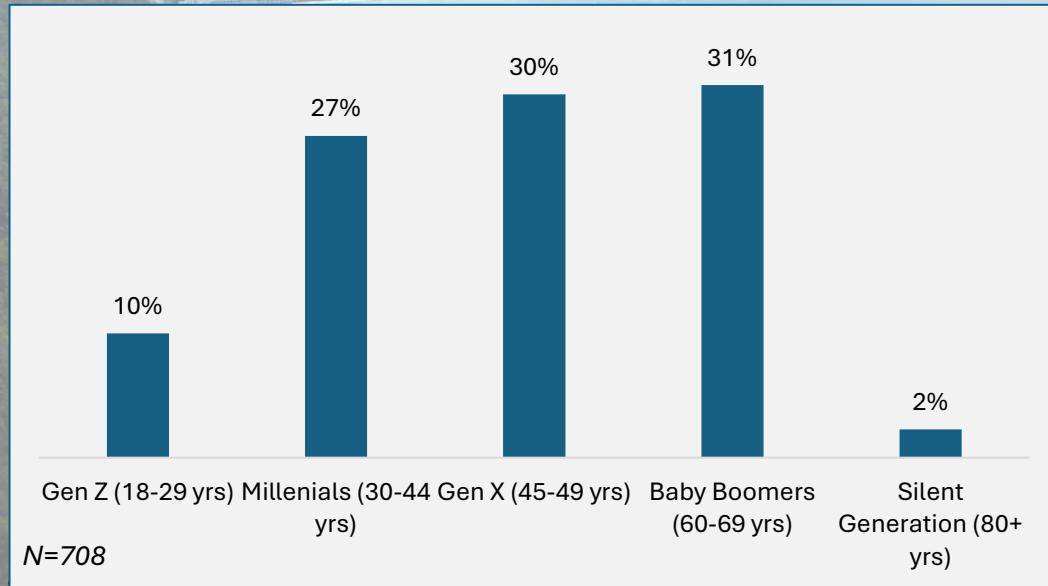
METHODS

- **Computer Aided Telephone Interview Phone Survey**
 - Mobile and fixed line telephone numbers were used to randomly collect 702 interviews among adults on Guam over the age of 18 from December 4, 2024 to January 28, 2025.
- **Statistical Representativeness**
 - The sample collected is representative of the demography of Guam as represented in the 2020 U.S. Census of Guam. However, it was necessary to weight the ages of respondents to reflect census data. The results have an accuracy of $\pm 4.35\%$ and can be replicated 95 times out of 100.
- **Conducted by MR&D's calling house in the CNMI**
 - Numbers taken from published and random digit dialed phone numbers

A scenic coastal view featuring a city skyline with numerous skyscrapers and buildings along a coastline. The foreground is dominated by a bright blue ocean with white-capped waves crashing onto a sandy beach. To the left, a lush green hillside is visible. The sky is a clear, pale blue with a few wispy clouds.

01 DEMOGRAPHICS

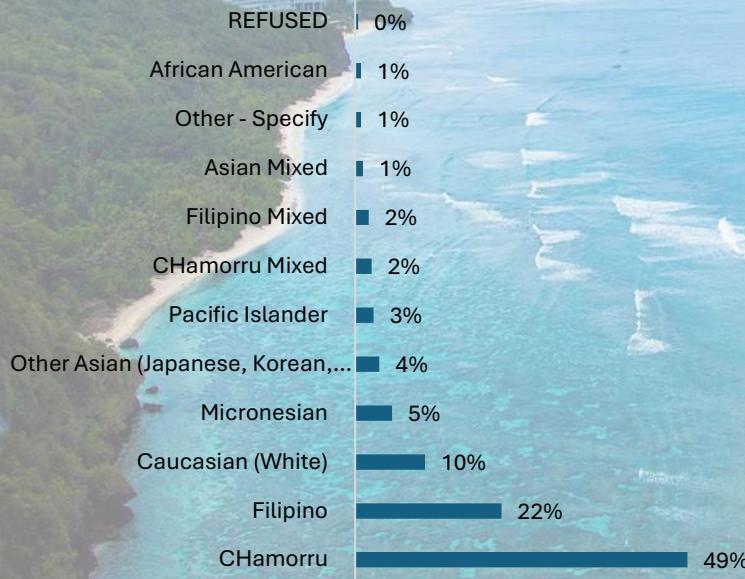
RESPONDENT PROFILE



WEIGHTED AGE

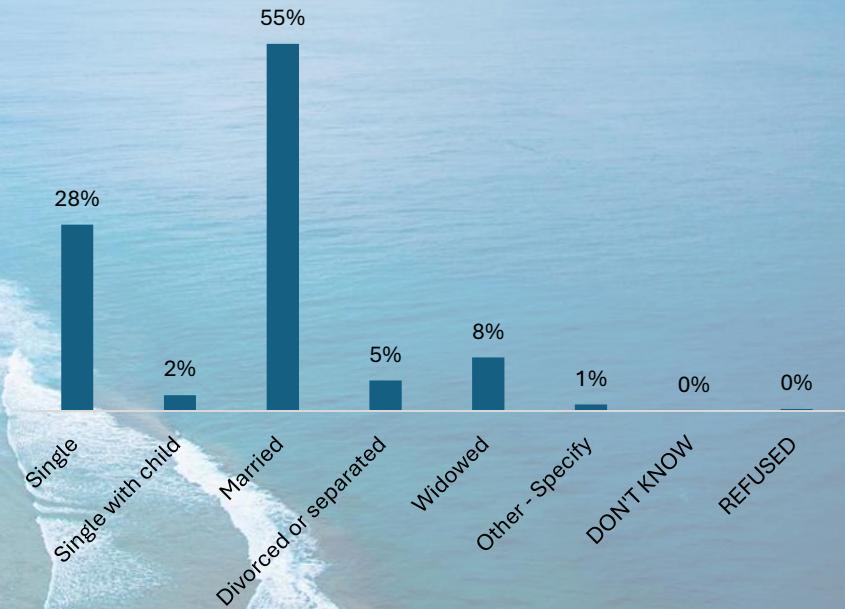
GENDER

ETHNICITY



N=702

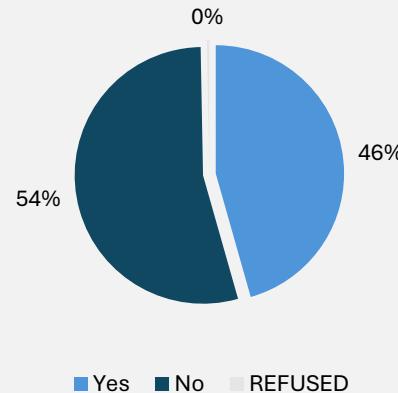
MARITAL STATUS



N=702

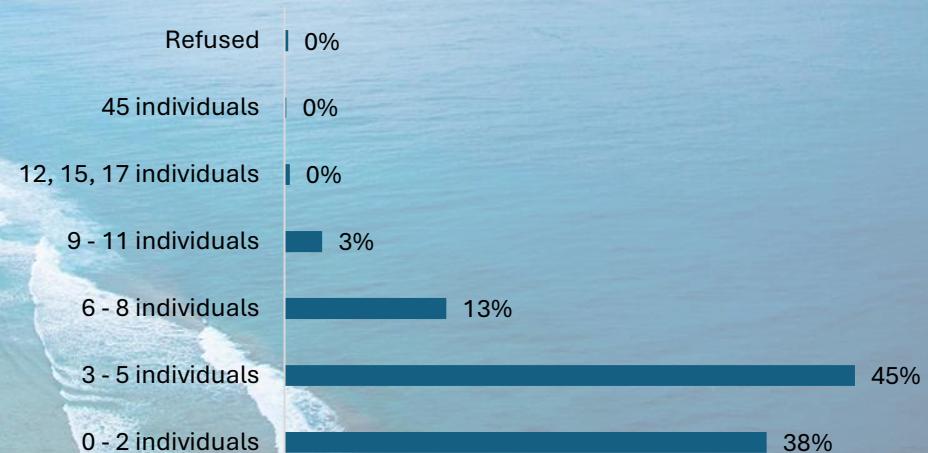
HOUSEHOLD

Children in the Household under the age of 18



N=702

How many individuals are within your household?



N=702

EMPLOYMENT & INCOME

Personal Income



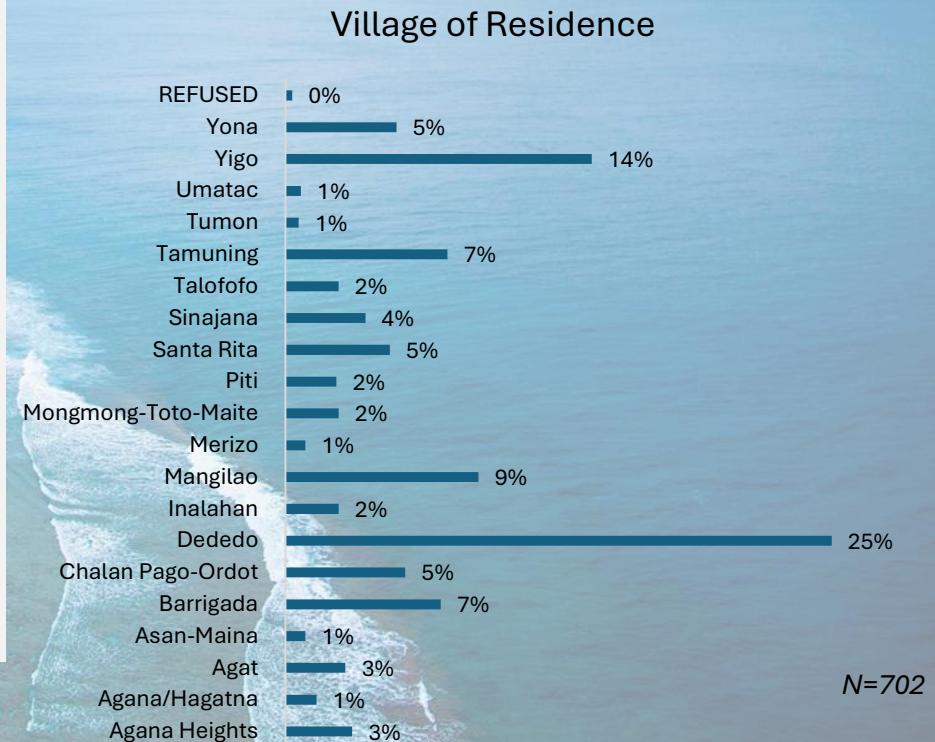
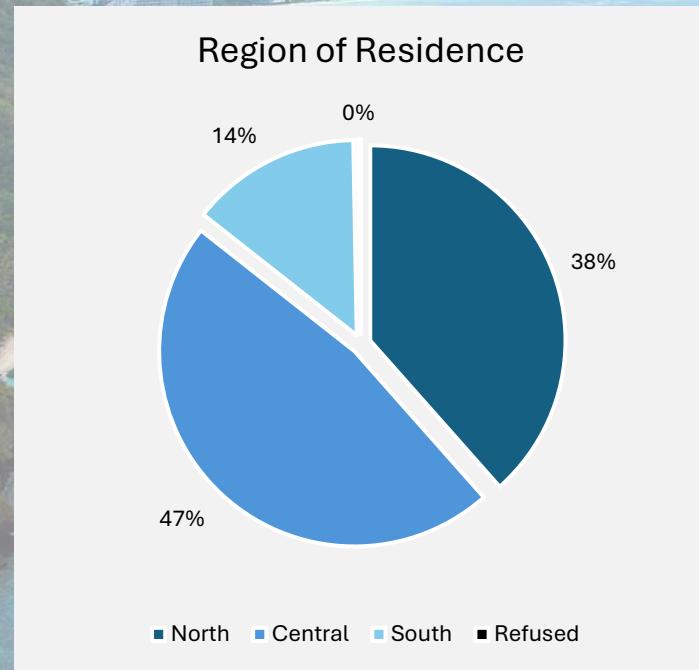
N=702

Employers and Employment Statuses



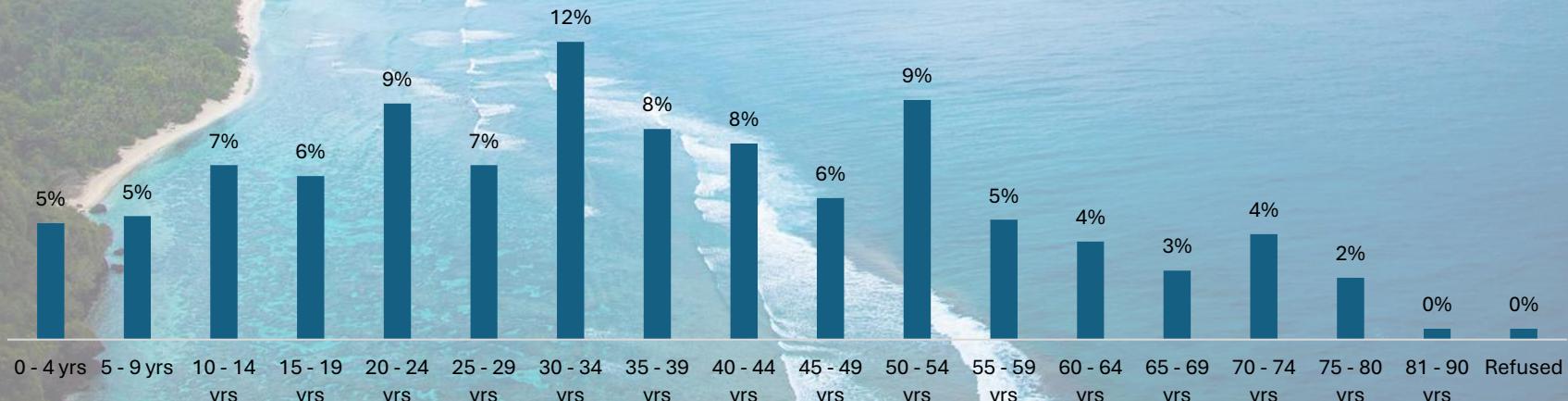
N=702

RESIDENCY



RESIDENCY

Amount of Years Residents Resided in Guam



N=702



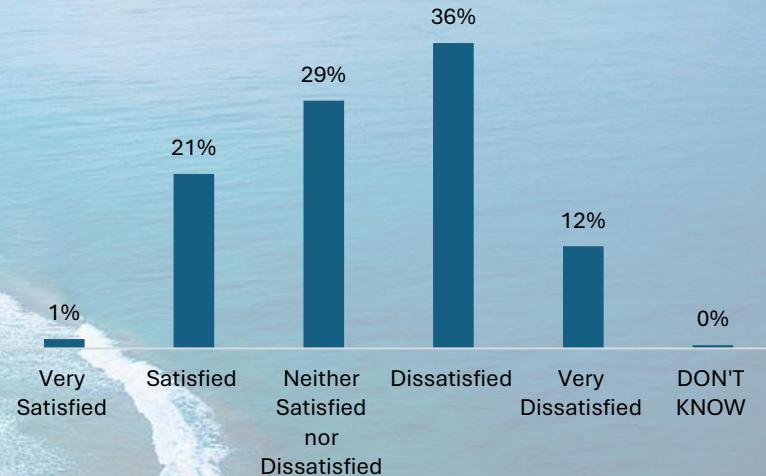
02

PROSPEROUS ECONOMY

ECONOMIC DIRECTION

- A small segment of the respondents (22%) had a positive economic outlook.
- A significant portion (29%) remained neutral or uncertain about the economy.
- Nearly half the respondents (48%) were dissatisfied with Guam's economic direction.

How Satisfied Residents Are With the Direction of Guam's Economy



N=704

FUTURE GROWTH & DEV.

- Majority of the respondents (79%) preferred development tailored to the character of their village, which could convey concerns about over-development or loss of local identity.
- There was limited desire (10%) for No Change.
- Nine-percent (9%) of respondents favored replicating the northern and central models of development in Guam.
- Uncertainty regarding Guam's future economic growth and development was low (2%).



N=703

ECONOMIC PROSPERITY

- Among the options, community and social infrastructure development was a priority for most respondents (39%).
- 14% of respondents believed farming and sustainability initiatives would improve their villages economy.
- 13% were content with the status quo.
- There was moderate support (11% respectively) for residential and commercial development, with some respondents specifically mentioning the need for affordable housing.
- Write-in responses indicated:
 - Infrastructure and economic concerns (i.e., fixing roads, improving safety, and reducing crime.)
 - Affordable housing and better business opportunities.

Improving Economic Prosperity In Villages



N=703

ECONOMIC AGRICULTURAL ACTIVITIES

- A large majority of the respondents (85%) across all incomes supported having more agricultural initiatives and activities in their village.
- There was strong support for agricultural initiatives across all age groups.
 - Gen Z (91%), Millennial (90%), and Gen X (89%) respondents showed the highest rates of agreement.
 - The highest rates of disagreement were from Silent Generation (17%) and Baby Boomer (10%) respondents.

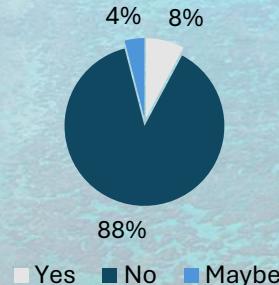


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OUTMIGRATION FROM GUAM

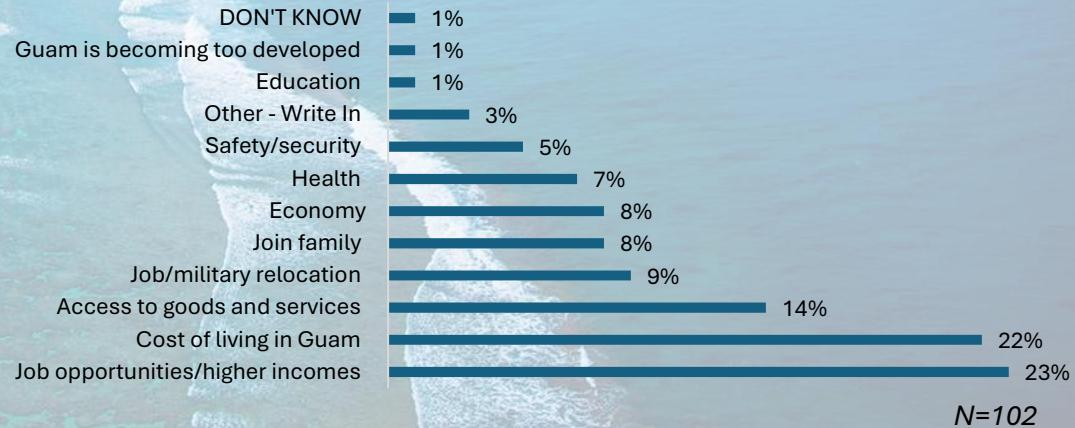
- 8% of respondents were planning to permanently leave Guam over the next 12 months, and an additional 4% are not considering leaving but are not sure.
- The three most frequently mentioned reasons why respondents are planning or considering emigration were: Job Opportunities/Higher Income (23%), Cost of Living (22%), and Access to Goods and Services (14%).
 - 56% of Gen Z respondents and slightly less than a third (29%) of Gen X were planning to leave because of the cost of living and job opportunities and better incomes elsewhere.
 - Older individuals (35+ yrs) were more likely (7.5%) to select “Join Family” as a primary reason they are considering leaving

Residents Plan to Permanently Leave Guam in the Next 12 months



N=703

Primary Reason Residents Would Leave Guam



TOURISM RELATED OPINIONS

- Perceptions on whether there was already too much tourism-related development were divided.
 - Although only a weak-to-moderate statistical association, results indicated retirees (30%) and federal employees (32%) were more likely to agree, while Gov. Guam, private sector, and self-employed individuals are more likely to disagree.
- Most respondents (66%) disagreed that the hotel and tourism industry were fine the way it is.
- Almost all respondents (92%) believed/preferred improving existing hotels than building new ones.
 - Seventy-five percent (75%) of respondents disagreed to building new hotels and retail buildings.
- Seventy-seven percent (77%) of respondents' supported building more tourist attractions and optional tours for tourists.
 - Highest incidence of agreement was seen among the 40-59 yr age group.
 - Younger groups (20-29 yrs) were more likely to disagree.

TOURISM RELATED OPINIONS

Residents Agreed or Disagreed with the following statements

Guam has too much hotel and tourist-related development already.



Guam's hotel and tourism industry is fine the way it is.



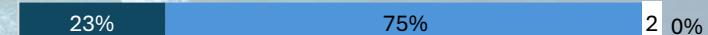
Guam should prioritize the rehabilitation and improvement of existing hotels and not build new ones.



Guam should build more tourist-serving attractions and optional tours.



Guam should build more hotels and retail buildings.



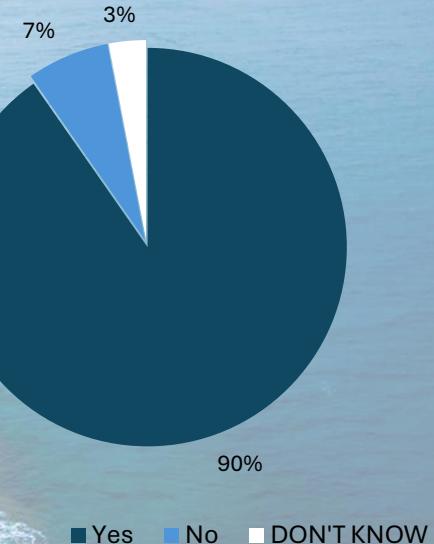
■ Agree ■ Disagree ■ DON'T KNOW ■ REFUSED

N=703

RENEWABLE ENERGY DEV.

- 90% of respondents supported renewable energy development in their village.

Residents Support Renewable Energy Development



N=703

KEY OBSERVATIONS

Satisfaction with Guam's Economy

- Economic planning should prioritize balanced, village-specific growth rather than a one-size-fits-all approach.
- Development efforts should respect village identity and cultural integrity while promoting economic opportunities.
- There is low resistance to change, but residents preferred thoughtful, localized expansion rather than widespread urbanization.

Views of Future Economic Growth and Development in Guam

- The high level of dissatisfaction with the direction of the economy is associated with concerns about the cost of living, the lack of job opportunities, and poor business conditions, specifically in the tourism sector.
- Improvement of these conditions will be necessary to restore public confidence that the economy is headed in the right direction.
- The low percentage of respondents satisfied with the status quo signals a desire for change.

KEY OBSERVATIONS

Improving Economic Prosperity in Villages

- Respondents preferred investments in community and social infrastructure as they are seen as key to economic prosperity. Agricultural development and activities in the villages were also popular.
- Respondents believed community farming are desirable and should be incorporated in village land use planning.

Emigration

- Slightly more than one in ten (12%) of respondents indicated that they are planning or considering relocating. What is most important about the probable out migration was that most were GEN Z and GEN X residents. The youngest cohorts of the workforce are considering to leave because of the lack job opportunities and cost of living.

KEY OBSERVATIONS

Tourism and Development in Guam

- Respondents preferred upgrading existing hotels rather than building new ones. At the same time, building new attractions and experiences, was supported.
- Overall, residents may be concerned about the continued urbanization of the island, preferring that what is remembered as the character of Guam be preserved. Growth within tourism in ways that exhibit the ambiance and culture of Guam were preferred over intense capital investment in hotels and shopping centers.

Renewable Energy Development in Guam

- Respondents were overwhelmingly in favor of renewable energy. Their interest was likely because of cost savings but also it is in line with their expressed desires for the preservation of conservation areas and the importance of climate change.

KEY OBSERVATIONS

Tourism and Development in Guam

- Investment should focus on upgrading existing hotels rather than new construction, aligning with public preference.
- Tourism diversification, such as attractions and experiences, is strongly supported, indicating opportunities for eco-tourism, cultural tourism, and adventure tourism.
- Concerns about overdevelopment may need to be addressed, balancing economic benefits with community concerns about infrastructure and environmental impact. Skepticism about additional hotels and retail suggests a need for strategic planning, ensuring tourism growth aligns with local needs and sustainability.

Renewable Energy Development in Guam

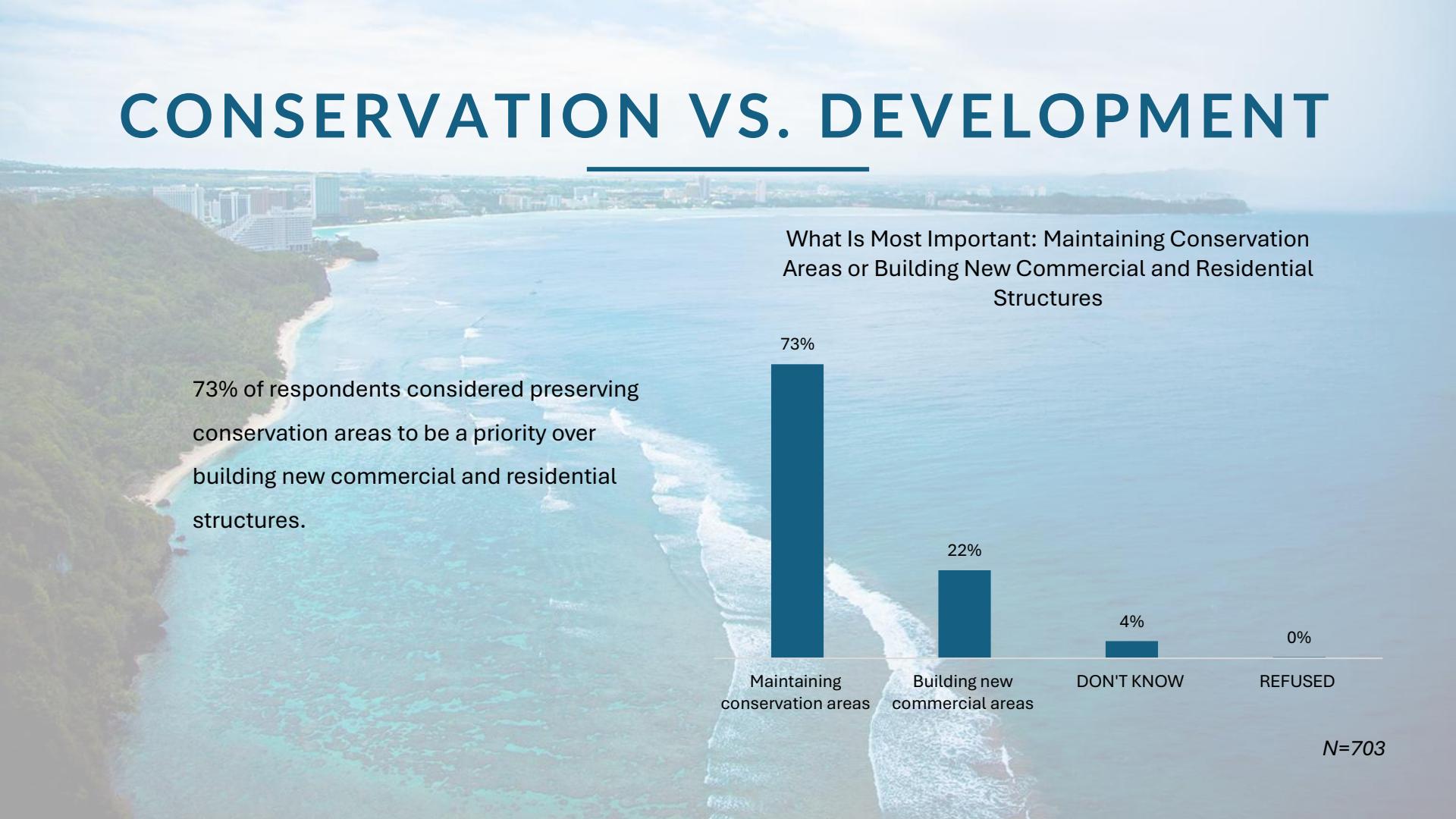
- Strong public support presents an opportunity for policymakers to accelerate renewable energy initiatives without major pushback. Investments in solar, wind, and other renewable energy sources are likely to be well-received, potentially reducing dependence on imported fossil fuels. Public outreach and education can focus on addressing any lingering concerns, particularly among the undecided (3%) and opposed (7%).
- Alignment with global sustainability trends and potential economic benefits, such as job creation in the renewable energy sector, can be leveraged to gain further support.

The background image is an aerial photograph of a coastal area. On the left, a dense green hillside slopes down to a sandy beach. A large, modern resort complex with numerous buildings and pools is situated along the beach. The ocean is a vibrant blue, with white-capped waves crashing onto the shore. In the distance, a city skyline with several tall buildings is visible under a sky filled with scattered clouds.

03

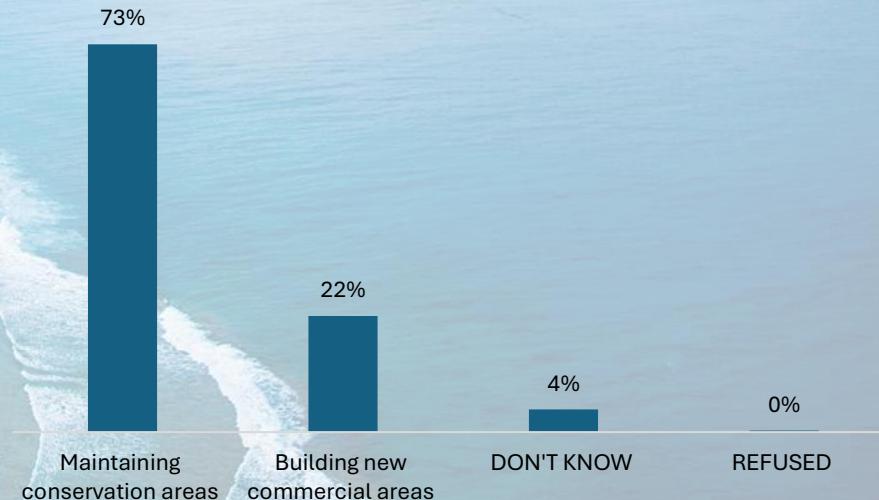
THRIVING ENVIRONMENT

CONSERVATION VS. DEVELOPMENT



73% of respondents considered preserving conservation areas to be a priority over building new commercial and residential structures.

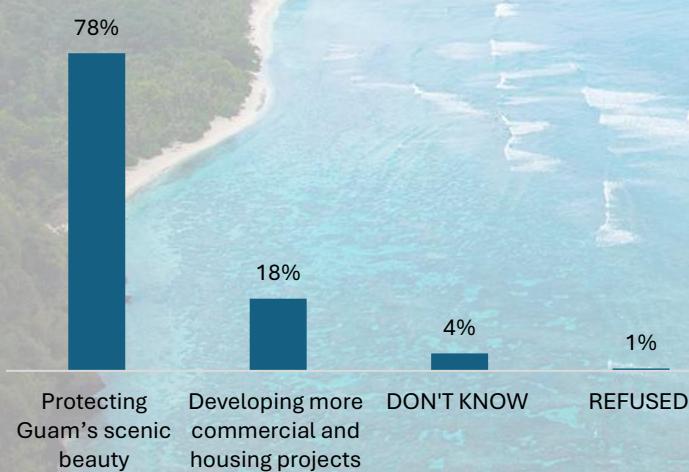
What Is Most Important: Maintaining Conservation Areas or Building New Commercial and Residential Structures



N=703

SCENIC BEAUTY VS. HOUSING

Protecting Scenic Beauty vs.
Developing Commercial and Housing
Projects



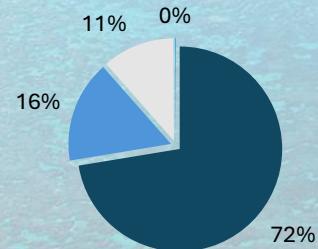
- A significant majority (78%) prioritized protecting Guam's scenic beauty over housing related development.
- Females (81%) were more likely than males (74%) to prefer environmental conservation.
- Twenty-percent (20%) of males were more likely to support commercial and housing development compared to sixteen-percent (16%) of females.

N=703

DEVELOPMENT OVER THE AQUIFER

- Seventy-two percent (72%) of respondents believed the development over the aquifer should be limited.
- A significant proportion of respondents believed some form of construction restriction over the aquifer (56%).
 - Twenty-three percent (23%) indicated uncertainty.
 - Twenty-one percent (21%) of respondents did not think restrictions were necessary.

Government Should Limit Development
Over The Aquifer



■ Yes ■ No ■ DON'T KNOW ■ REFUSED

N=703

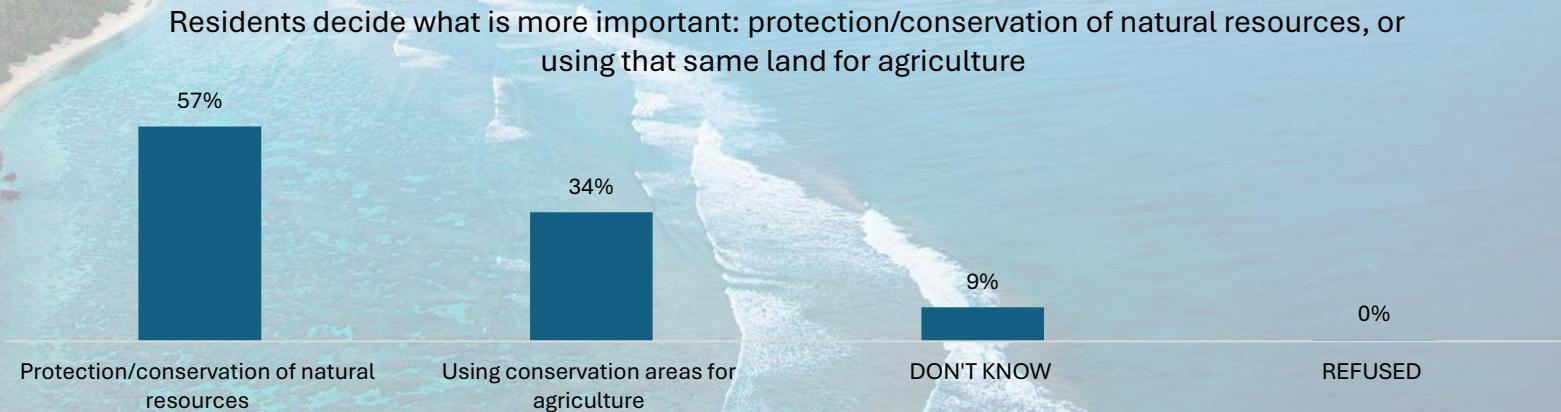
Construction Over The Aquifer Should Be
Limited To:



N=703

CONSERVATION VS. AGRICULTURE

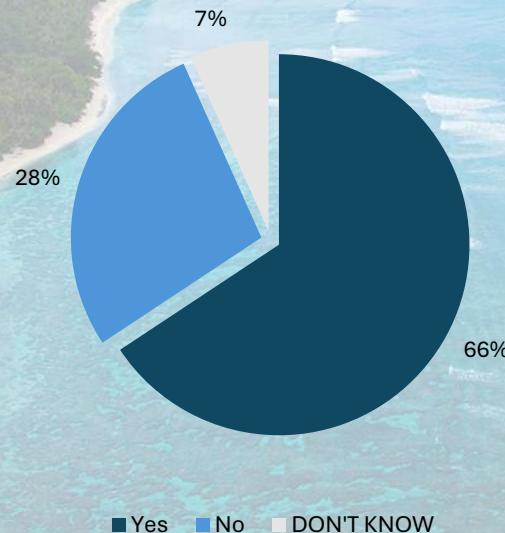
- Protection/conservation of natural resources was a priority for majority of the respondents (57%).
- A notable portion of respondents (34%) indicated that they thought conservation areas should be used for agriculture.



N=703

RENEWABLE ENERGY SUPPORT

Support for Renewable Energy Projects in Conservation Areas

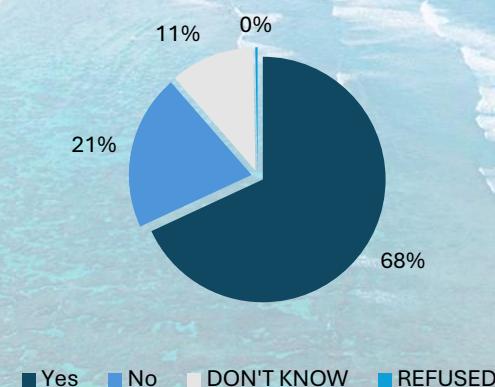


N=703

Sixty-six percent (66%) of respondents believed there should be renewable energy projects (e.g., solar and wind farms) constructed in conservation areas.

SEA LEVEL RISE & COASTAL DEV.

Sea level rise in Guam is becoming an issue in coastal areas of the island. Residents decide if they feel that further development in coastal areas should be restricted



N=703

- The majority (68%) believed development in coastal areas should be restricted due to sea level rise.

Statistical analysis show:

- Gender had some influence on opinions.
 - Females (56.6%) were more likely to support restrictions.
 - Males (56.9%) were more likely to disagree.
- Region of Residence had a modest association:
 - Central residents (48%) were most likely to support restrictions.
 - Northern residents (42%) were most likely to disagree with restricting development.

KEY OBSERVATIONS

Protection of Natural Resources

- Respondent favored environmental conservation over development including housing development. There is support for allowing agriculture within conservation areas. Regardless, the preservation of conservation areas was a priority for those surveyed.

Protecting Scenic Beauty vs. Development

- Respondents strongly favored conservation of Guam's scenic beauty over development, be it for housing or commercial purposes.

Development Over the Aquifer

- Nearly three quarters of respondents felt there should be restrictions of development over the northern aquifer. Respondents were less sure about what sort of restrictions should exist. While a plurality (39%) believed that development over the aquifer should be restricted to areas with sewer, some 44% felt there should be no restrictions (21%) or were not sure there should be any restrictions (23%). Only 17% support the current regulation of allowing septic systems over the aquifer.

The Environment

- About two thirds of respondents supported the location of renewable energy projects in conservation areas. An equal proportion expressed concern over sea level rise and felt it important that coastal area development should be restricted.

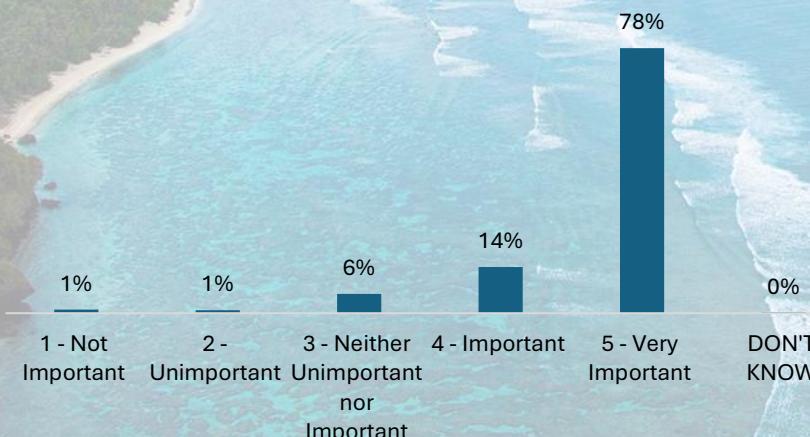


04

VIBRANT CULTURE & SOCIETY

HISTORICAL & CULTURAL SITE PROTECTION

How important it is to protect historical and cultural sites on the island



N=703

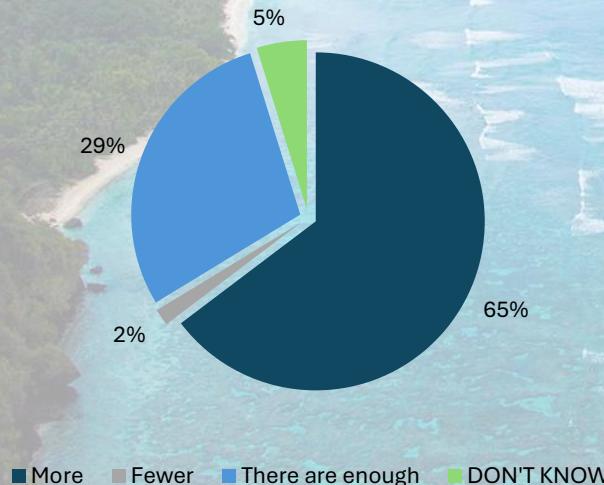
- Majority of respondents (78%) thought historical and cultural site protection is very important.

A weak yet statistically significant relationship between income level and historical and cultural site protection existed.

- 47% of higher-income respondents (\$70k+) completely disagreed that protection is important.
- 37% of middle-income respondents (\$30k-\$69k) supported protection.
- 24% of lower-income respondents (<\$30k) had mixed views but were less likely to completely disagree with protecting sites.

CULTURAL SITES

Views on the Number of Cultural Sites to Preserve



- 65% of respondents thought more cultural sites should be preserved.
- 29% believed there are enough that are already preserved.
- A minority (2%) believed fewer sites should be preserved.

Statistically, income range showed a weak but significant relationship.

- Across all income ranges, majority of respondents believed more cultural sites should be preserved:
 - 73% of those earning less \$30,000
 - 65% of those earning \$30,000-\$69,000
 - 64% of those earning \$70,000 or above

N=703

KEY OBSERVATIONS

Protecting Historical and Cultural Sites

- Protecting historical and cultural sites is important to the community - 92% believe it to be important and only 2% do not.

Cultural Sites Preservation

- A clear majority (65%) favors expanding the number of cultural sites,. Less than a third (29%) disagree.

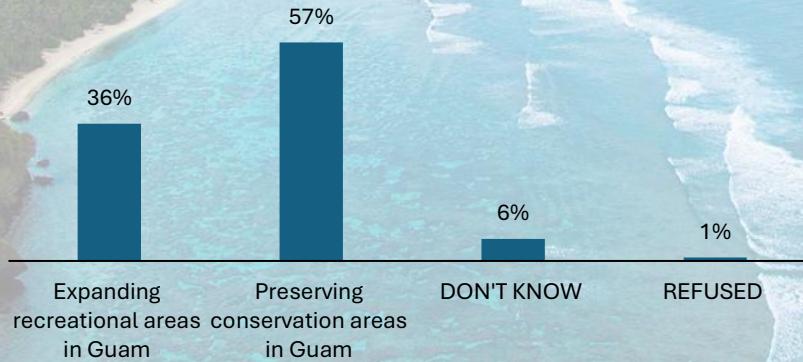


05

VILLAGE SUSTAINABILITY

RECREATIONAL EXPANSION VS. PRESERVATION

Residents' Priority: Recreational Expansion vs. Preservation of Conservation Areas



More than half (57%) of respondents would rather preserve conservations in Guam than expand recreational areas.

N=703

RECREATIONAL AREAS

Access and Proximity:

- Generally seen positively (39%)
- A significant portion of respondents were dissatisfied (30%).

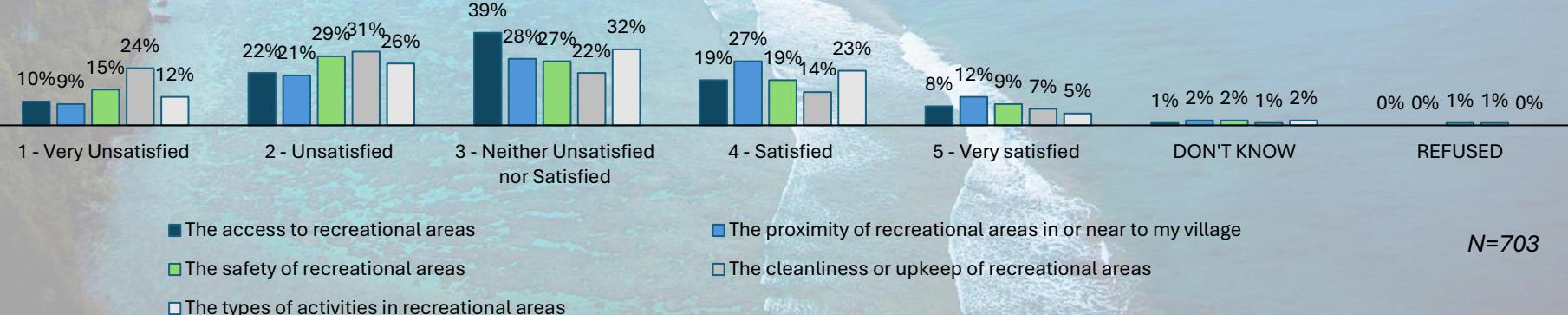
Safety and Cleanliness:

- Majority of respondents were dissatisfied with both safety (44%) and cleanliness (55%).

Activities:

- A moderate number (38%) of respondents indicated dissatisfaction with types of recreational activities available.

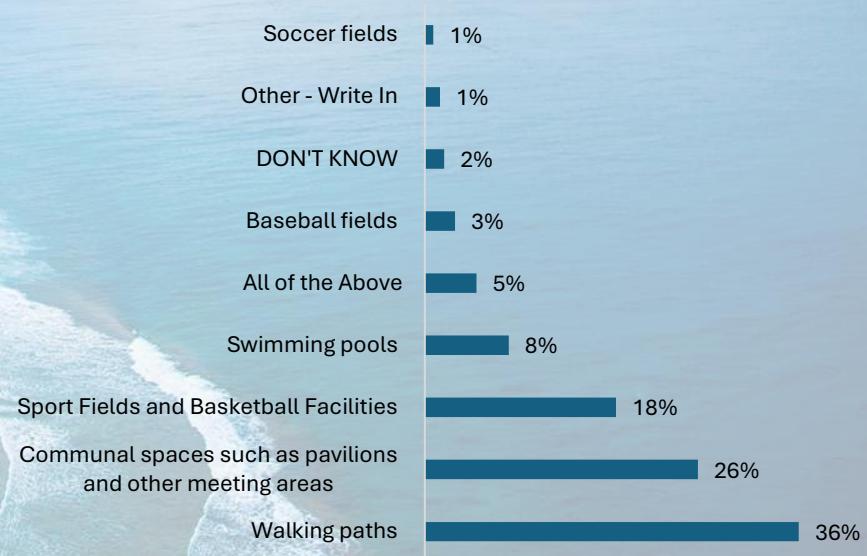
How satisfied residents are with the following aspects of recreational areas available in Guam



RECREATIONAL ACTIVITIES

- A plurality of respondents (36%) would like to see more walking paths in recreational areas.
- 26% would like more pavilions and communal meeting areas for social gatherings.
- 22% wanted more sports facilities and fields.

Types of activities residents would like to have available



N=487

HOUSING NEEDS

- Majority of respondents (82%) believed a combination of both multi-family and single-family housing is the best approach to address Guam's housing needs.
- Only 8% preferred single-family homes, and another 8% support multi-family housing exclusively.

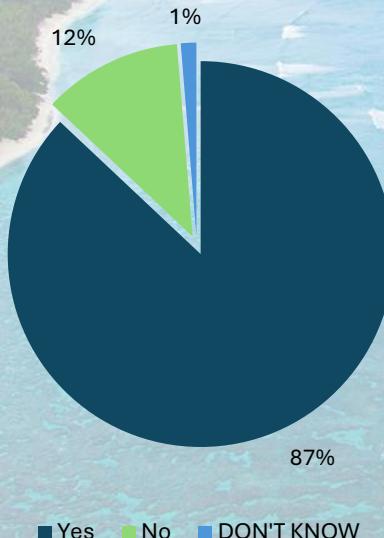
What Residents Feel Is Best For Guam To Address The Need For Housing



N=703

AFFORDABLE HOUSING

Support for Affordable Housing Construction in Villages

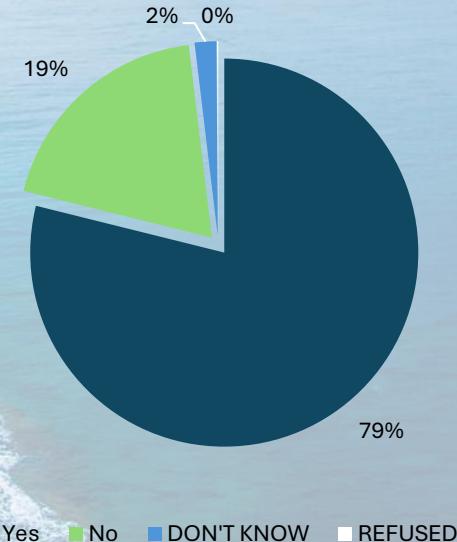


- A strong majority (87%) of respondents supported the construction of affordable housing in their village, while 12% oppose it.
 - Micronesians were the most interested in affordable housing by 14% over Caucasians and 10% over Filipinos and Chamorros

MULTI-FAMILY HOUSING

- The majority (79%) of respondents supported the construction of more multi-family housing units in their village, while 19% oppose it.
 - Support is high across all income levels, but highest support (84.9%) is among those earning less than \$30,000.
 - Opposition to multi-family housing increased with income.

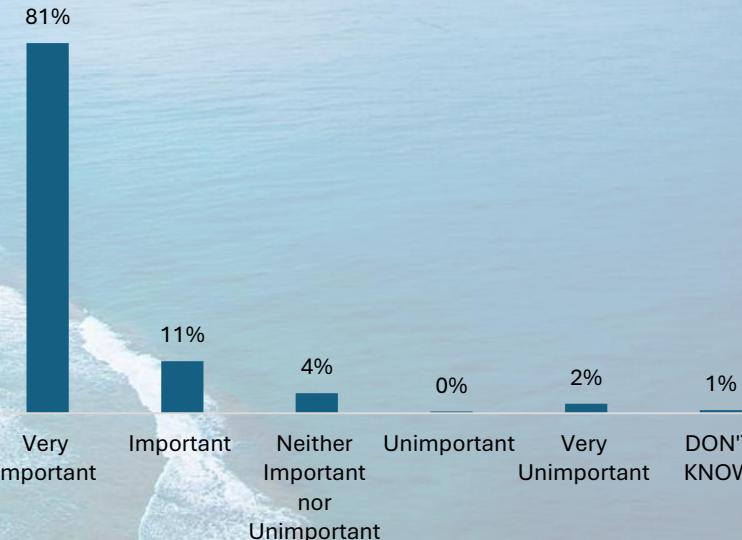
Supporting Construction of More Multi-Family Housing Units



INFRASTRUCTURE

- Nearly all (92%) of the respondents believed it is important to have basic infrastructure (water, power, sewer, and roads) installed before completing new residential and commercial construction, with 81% saying it was *very important* and 11% saying it is *important*.

Importance of Installing Basic Infrastructure Before New Construction

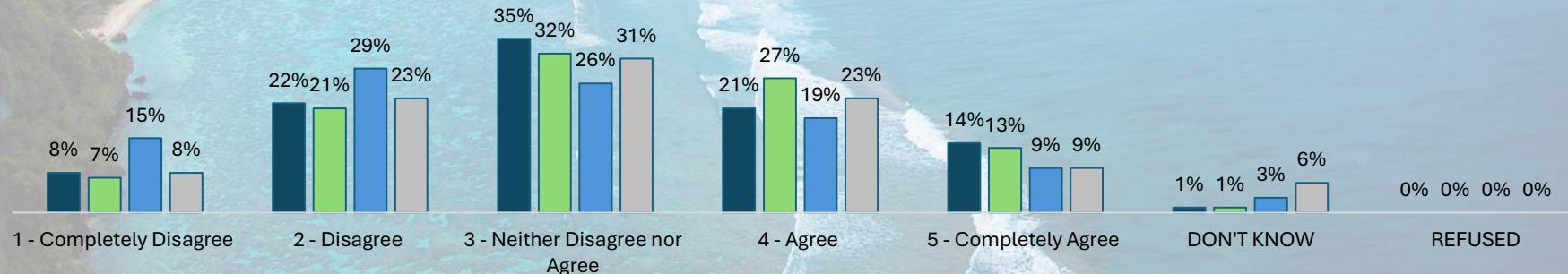


N=703

VILLAGE PERCEPTIONS

- **Infrastructure Adequacy:** 35% of respondents were neutral about the adequacy of infrastructure (water, power, sewer, roads, and drainage), while 30% disagreed, and 35% agreed.
- **Environmental Protection & Green Space:** 40% agreed that the environment was protected and there was sufficient green space, while 28% disagreed, and 32% were neutral.
- **Disability Access:** 44% disagree that there was adequate access for those with disabilities, while only 28% agreed, and 26% were neutral.
- **Cultural & Historical Site Preservation:** Views were split, with 32% agreeing that sites were appropriately preserved, 31% neutral, and 31% disagreeing.

The Level of Agreement Residents Have With the Following Statements About Their Village

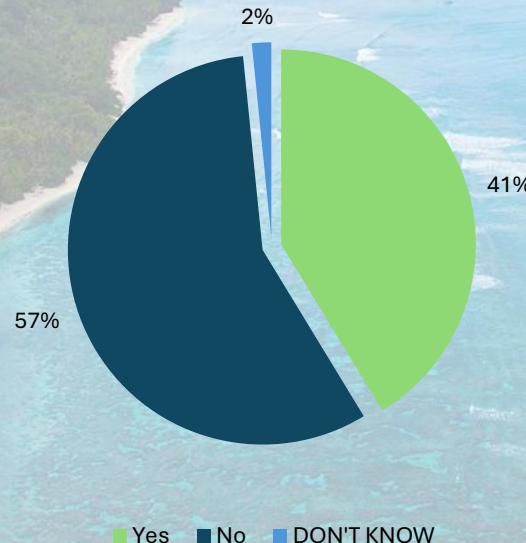


- There is adequate infrastructure (water, power, sewer, roads, and flooding drainage).
- The environment is protected and there is sufficient green space.
- There is adequate access for those with disabilities.
- Cultural and historical sites are appropriately preserved.

N=703

RETAIL BUSINESSES

Desire for More Retail Businesses Within Walking Distance from Homes



More than half (57%) of respondents did not want more retail businesses within walking distance from their home, while 41% supported the idea.

KEY OBSERVATIONS

Priorities for Guam

- Preserving conservation areas was the clear priority for the majority, emphasizing the importance of maintaining natural landscapes and biodiversity.
- While recreational areas are also valued, the fact that a significantly larger portion favors conservation suggests a general preference for environmental protection over development.

Satisfaction with Recreational Areas

- Access to and safety in recreational areas are areas of concern for many respondents, with significant dissatisfaction reported for both.
- The cleanliness and upkeep of recreational areas shows the highest levels of dissatisfaction. There was significant dissatisfaction regarding the activities offered.
- Respondents indicated a need to improve safety, maintenance, and access to recreational areas to improve public satisfaction.

KEY OBSERVATIONS

Desired Activities in Recreational Areas

- Walking paths and communal spaces were the top priorities for recreational area activities. There was also support for sports-related facilities like basketball courts, but swimming pools and specific fields (baseball, soccer) were desired.
- Respondents preferred diverse recreational options with a focus on walking, community gatherings, and physical activity spaces.

Housing Preferences for Guam

- Diverse housing options (combining both multi-family and single-family) were the preferred approach to addressing Guam's housing needs.

Support for Affordable Housing in Guam

- There was near universal support (87%) for the development of affordable housing.
- There is also broad support (79%) for multi-family housing.

KEY OBSERVATIONS

Importance of Basic Infrastructure

- Respondents universally (92%) supported the requirement that infrastructure be installed before development is permitted.

Infrastructure, Environment, and Accessibility

- Respondents were divided on opinions of whether the existing infrastructure was adequate for their village, or if the environment was sufficiently protected, or if there was sufficient green space provided.
- Respondents were also split on whether there is adequate access to facilities for the disabled and if there are sufficient numbers of historical and cultural sites.

Retail Businesses Within Walking Distance

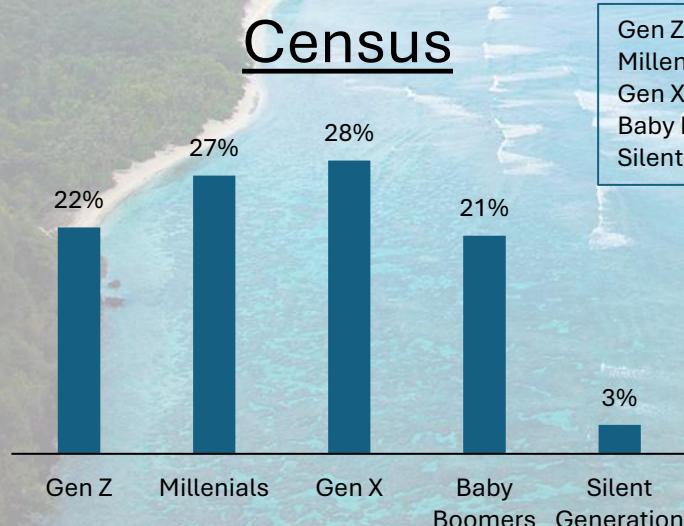
- A majority of respondents (57%) did not express a desire to have more businesses within walking distance of their home or village, while 41% indicated that they did.

A scenic aerial photograph of a tropical coastline. On the left, a steep, lush green hillside descends to a sandy beach. The water is a vibrant turquoise color, with white waves crashing onto the shore. In the distance, a city skyline with several tall buildings is visible across the water. The sky is a clear, pale blue.

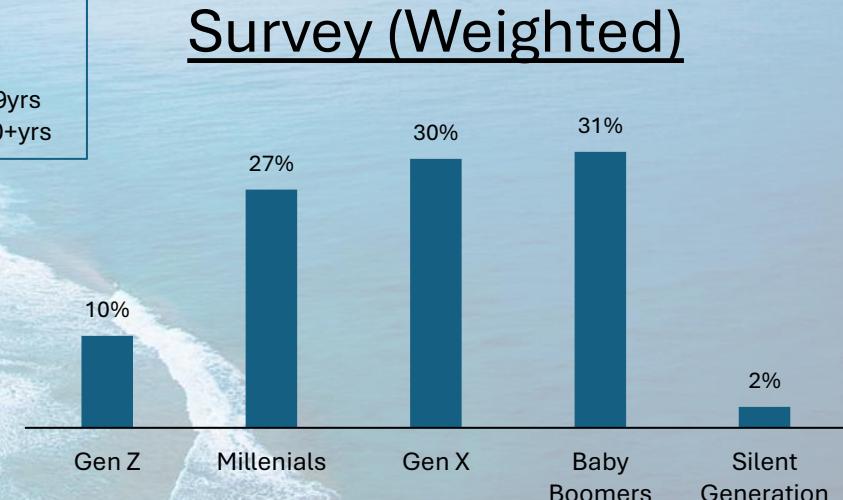
Census Comparison

AGE COMPARISON

The survey showed a noticeable overrepresentation of Baby Boomers and underrepresentation of Gen Z compared to the Guam Census 2020. Weights corresponding to the census data were used to compensate for this differential representation.



Gen Z: 18-29yrs
Millennials: 30-44yrs
Gen X: 45-49yrs
Baby Boomers: 60-69yrs
Silent Generation: 80+yrs



GENDER COMPARISON

The survey showed a shift in gender representation, with females being overrepresented by 5 percentage points and males being underrepresented by 5 percentage points compared to the census data.

Census



51%



49%

Survey



54%



46%

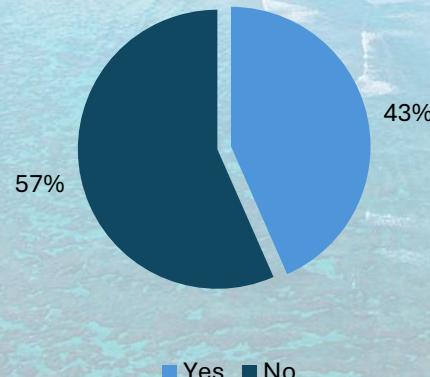
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N=731

CHILDREN UNDER 18 COMPARISON

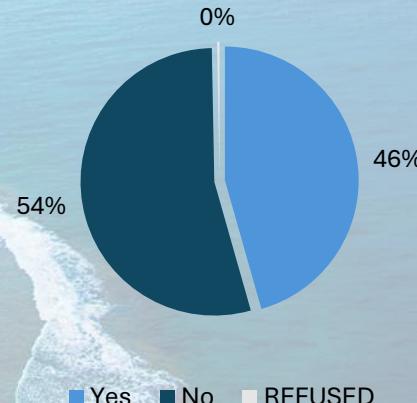
The survey data aligned closely with the census, showing only minor differences. The survey had a slightly higher proportion of households reporting children under 18 and a correspondingly smaller proportion without children under 18.

Census



N=43381

Survey



N=702

INCOME COMPARISON

Low-Income Range: Survey data showed a significantly higher percentage (17%) of respondents reported income under \$30,000 compared to the census (7%).

Middle-Income Range: The survey defined this range as \$30,000 to \$69,000, while the census defined it as \$30,000 to \$59,000. Survey data reported (28%), while the census reported only (7%) in this range.

High-Income Range: Survey respondents reported \$70,000 or more make up (40%), much higher than the (13%) in the census (\$60,000 or above).

Census



N=153836

Survey



N=702

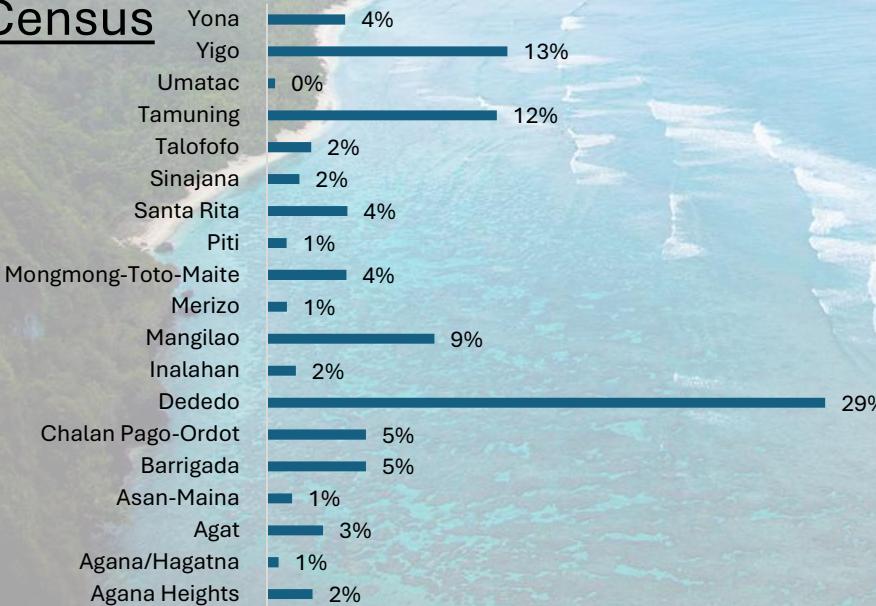
RESIDENCY COMPARISON

High Representation: Dededo was the largest proportion in both datasets but showed a 4% lower representation in the survey. Yigo had similar high representation, with a 1% higher representation in the survey.

Differences: Notable decreases in the survey for Tamuning (-5%) and Mongmong-Toto-Maite (-2%). Slight increases for Barrigada (+2%), Sinajana (+2%), and Santa Rita (+1%).

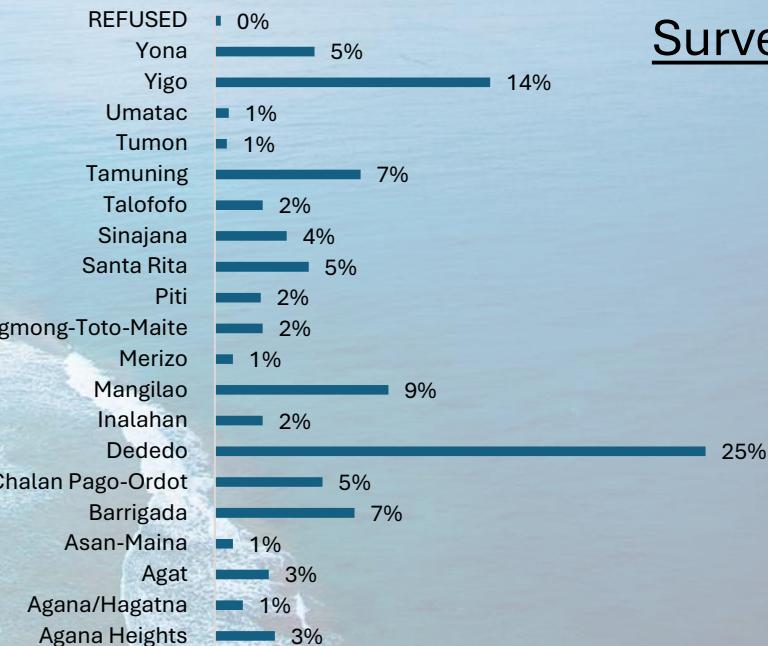
Unique Categories: Tumon appeared in the survey but not in the census data.

Census



N=153836

REFUSED



Survey

N=702

ETHNICITY COMPARISON

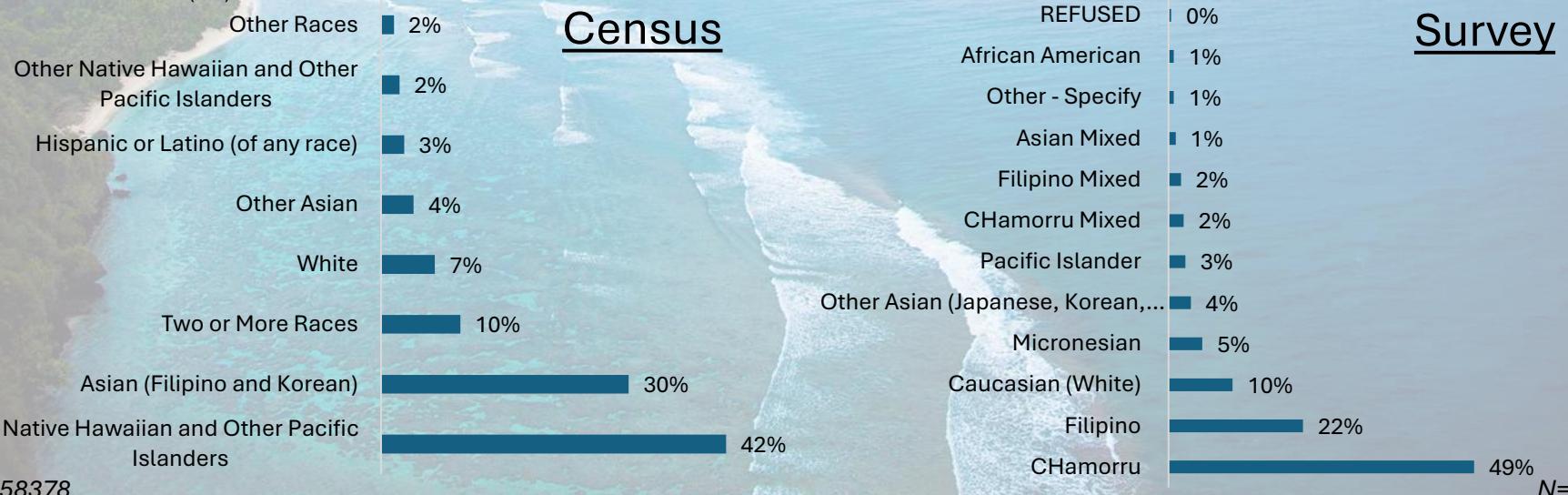
Chamorro/Native Hawaiian & Pacific Islander: The Census reported (42%) as Native Hawaiian and Other Pacific Islanders, while the survey specifically identified Chamorro as (49%).

Filipino & Asian Population: The Census reported (30%) as Asian (Filipino and Korean), while the survey identified Filipino at (22%).

White/Caucasian: Both datasets reported a similar percentage of White respondents (Census: 7%, Survey: 10%).

Micronesian & Pacific Islanders: The survey reported Micronesian at (5%) and Pacific Islander at (3%), while the Census grouped these under Other Native Hawaiian & Pacific Islanders (2%).

Multiracial Population: The Census stated (10%) identify as Two or More Races, while the survey broke this down into Chamorro Mixed (2%), Filipino Mixed (2%), and Asian Mixed (1%).



KEY OBSERVATIONS

Priorities for Guam

- Preserving conservation areas was the clear priority for the majority, emphasizing the importance of maintaining natural landscapes and biodiversity. While recreational areas were also valued, the fact that a significantly larger portion favored conservation suggests a general preference for environmental protection over development.

Satisfaction with Recreational Areas

- Access to and safety in recreational areas were areas of concern for many respondents. Significant levels of dissatisfaction were reported for both.
- The cleanliness and upkeep of recreational area elicited the highest levels of dissatisfaction.
- There was significant dissatisfaction regarding the activities offered.
- Respondents indicated a need to improve safety, maintenance, and access to recreational areas to improve public satisfaction.

KEY OBSERVATIONS

Desired Activities in Recreational Areas

- Walking paths and communal spaces were the top priorities for recreational area activities.
- There was also support for sports-related facilities like basketball courts, but swimming pools and specific fields (baseball, soccer) were desired.
- Respondents preferred diverse recreational options with a focus on walking, community gatherings, and physical activity spaces.

Housing Preferences for Guam

- Diverse housing options (combining both multi-family and single-family) were the preferred approach to addressing Guam's housing needs.

Support for Affordable Housing in Guam

- There was near universal support (87%) for the development of affordable housing.
- There is also broad support (79%) for multi-family housing.

KEY OBSERVATIONS

Importance of Basic Infrastructure

- Respondents universally (92%) supported the requirement that infrastructure be installed before development is permitted.

Infrastructure, Environment, and Accessibility

- Respondents were divided on opinions of whether existing infrastructure was adequate for their village, if the environment was sufficiently protected, or if there was sufficient green space provided.
- Respondents were also split on whether there is adequate access to facilities for the disabled and if there are sufficient numbers of historical and cultural sites.

Retail Businesses Within Walking Distance

- A majority of respondents (57%) did not express a desire to have more businesses within walking distance of their home or village, while 41% indicated that they did.

Conclusion

Limits, Balance, Renewal, and Equity

LIMITS

Development Over Sensitive Areas

- The majority supported restrictions on development over the aquifer (72%) and coastal areas (68%) due to environmental concerns like water safety and sea level rise.

Tourism Growth

- 75% opposed new hotels and retail buildings, preferring improvements to existing tourism infrastructure (92%)

Conservation Priority

- 73% prioritized conservation over new commercial and residential structures, with a similar sentiment (57%) for protecting conservation areas over expanding recreational spaces.

Scenic Beauty

- 78% prioritized protecting Guam's natural beauty over housing development.

Historical and Cultural Preservation

- Across all income levels, 78% strongly supported protecting historic and cultural sites, though statistically ~47% of wealthier respondents (\$70k+) are less likely to support it.

BALANCE

Economic Growth vs. Environment

- While nearly half (48%) were dissatisfied with Guam's economic direction, most (79%) prefer development tailored to their village's character, indicating a desire for growth without overdevelopment.

Agriculture vs. Conservation

- 57% prioritized conservation, while 34% believed conservation areas should be used for agriculture, showing a divide in land use perspectives.

Tourism vs. Community Needs

- While most opposed new hotels, 77% favored adding more attractions and optional tours, indicating support for a tourism model that enhances visitor experience rather than increasing commercial development.

Housing Types

- 82% supported a mix of single- and multi-family homes, suggesting an effort to balance affordability with community preferences.

RENEWAL

Renewable Energy

- 90% supported renewable energy projects in their village, with 66% approving placement of such projects in conservation areas.

Infrastructure First

- 92% believed basic infrastructure (i.e., water, power, sewer, and roads) must be in place before further development and/or construction in any given area.

Community Improvements

- Respondents prioritized infrastructure and social development (39%), including housing (87%) and better business opportunities.

Agricultural Growth

- The strong support (85%) expressed for agricultural initiatives may suggest the need for food security, but it also may have represented a nostalgia for Guam's past rural agricultural nature.

EQUITY

Housing Affordability

- 87% supported affordable housing.

Multi-Family Housing

- 79% supported multi-family housing development, with lower-income respondents (<\$30k) showing the highest support (84.9%).

Outmigration & Cost of Living

- The vast majority (88%) did not plan to leave Guam in the next 12 months. However, among those considering outmigration, younger generations—particularly Gen Z (56%)—statistically cited cost of living as their primary reason, while job opportunities and higher income were also major factors.

Access to Recreational Areas

- Many were dissatisfied with safety (44%) and cleanliness (55%), indicating dissatisfaction with the quality of public spaces.

Disability Access

- 44% felt Guam lacks adequate disability accessibility, highlighting an area for improvement in community equity.

THANK YOU

The findings reported are provided on a confidential basis to BSP, which is free to use the findings in whatever manner it chooses, including releasing them to their industry stakeholders and partners and/or media.

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