

**SURVEYS RECENTLY COMPLETED** on Guam by the University's Sociology Department under the leadership of Prof. Chris Ford have produced some fascinating figures of interest to local business marketers.

- ◆ In general, family income is up 37 per cent since 1970. Ninety-two per cent of all "Guam" families own their own homes with 67 per cent of "Stateside" families owning theirs on the island. Each household owns an average of 1.9 automobiles and virtually every home on Guam has a TV set, 50 per cent in color. TV viewing time averages 4.5 hours per day for the typical resident, with 7.5 hours daily TV time utilized by persons under 20 years of age.
- ◆ Sixteen per cent of all the people of Guam buy their food at a military commissary and the average family in the south of Guam spent just over \$1000 last year for fiestas versus an average of \$650 for northern families. Some three meals are eaten out in local restaurants and hotels by the average "Guam" family with five meals out for the "Stateside" family here per month.
- ◆ Questioned on tourism, 62 per cent agreed that tourism is good for Guam. Seventy-eight per cent stated tourism brings money to Guam and 71 per cent felt that tourism was not harming Guam's environment. But 57 per cent felt the Government should put some controls on the growth of tourism.
- ◆ The survey showed job status was highest for teachers and technicians among "Guam" families, lowest for farmers and priests. "Statesiders" rated teachers and politicians highest with farmers and militarists lowest.
- ◆ And what do the people of Guam worry most about? Guamanians worry most about family, crime and money (in that order) while resident statesiders are concerned about crime first, family second and typhoons and earthquakes third!



The August General Membership Luncheon traditionally serves as the Chamber's Annual Meeting, and so it will be this Wednesday, August 27th, at the Guam Hilton Hotel. The Executive Committee has accepted a nominating committee report and the following Chamber members comprise the slate to be presented Wednesday for election. Additional nominees are, of course, welcome from the floor.

Joe BLAS, President, J. B. Travel

Fred COCHRAN, VP and General Manager, Guam Oil Refining Corp., (Incumbent)

Jimmy CRUZ, President, Cruz Service Station

Steven CRYTSEY, General Manager, Chase Manhattan Bank

Kameo ENJOJI, General Manager, Guam Hotel Okura, (Incumbent)

Philip FLORES, Executive Vice President, Guam Savings and Loan, (Incumbent)

Dean GILLHAM, Resident Partner, Gillham, Koebig and Koebig, Inc.

Lee HOLMES, President, Guam Cable T.V. System, (Incumbent)

Fred JACKSON, Owner/Manager, Hydro-Spray Car Wash, (Incumbent)

Robert JONES, Executive Vice President, Jones & Guerro, (Incumbent)

James JOYNER, President, Institute Data, (Incumbent)

Bradley KLEMM, Partner, Klemm and Dear.

Konrad LAN, Chairman, Investment Overseas Corporation

Matt LONAC, General Manager, Pacific Construction Company

Garet MARTINEZ, President, Gem Travel Service

Charlie NAURA, Director of Sales, Pan American World Airways

William NORWOOD, VP and General Manager, Black Construction Company, (Incumbent)

Yoshitsugu ODA, General Manager, Guam Reef Hotel

Tony PALOMO, Editor, The Pacifican

Albert PEREZ, President, Topsy's Liquor Store, (Incumbent)