

Planning for Sustainable Tourism



Part IV: Socio-Cultural & Public Input Study

Volume IV: Resident Survey Report

Prepared for



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Sustainable Tourism in Hawai`i

**Socio-Cultural and Public Input
Component**

**Volume IV: Survey of Hawai`i
Resident Attitudes on Tourism
Growth and Sustainability**

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Hawai`i State Department of Business, Economic Development & Tourism

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EXECUTIVE SUMMARY

This telephone survey of 1,000 Hawai'i resident households (250 each on the islands of O`ahu, Maui, Kaua`i, and the Big Island) was conducted as part of Hawai'i's Sustainable Tourism Study. Sampling accuracy for the weighted statewide total was $\pm 4.6\%$ (and $\pm 6.2\%$ for each individual island). The survey sought resident input on:

- Perceptions of Success in Achieving "Sustainability"-Related Outcomes. These were perceived visitor industry and government success in outcomes related to tourism's ability to serve the "triple bottom line" of economic, social, and environmental benefits for Hawai'i residents.
- Attitudes Toward Changes/Growth in Hawai'i Tourism. These measured reactions to trends in, and changes in the nature of, Hawai'i tourism.
- Opinions on Congestion and Overload. Because much of the impetus for the overall Sustainable Tourism Study came from concerns about possible renewed visitor industry growth, much of the survey was dedicated to questions about possible sense of "overload" from either residential or visitor industry growth.

General Overview: Resident attitudes toward tourism and tourism growth in past surveys have proved complex, ambivalent, and sometimes a little contradictory – and the latest results are no different. One could point to answers for some Question X alone and say Hawai'i has a "pro-growth" attitude. But results for Question Y alone might indicate an "anti-growth" attitude.

Hawai'i's people have mixed-to-positive feelings about recent lack of growth in visitor counts. But they would be happy to see lots more visitors come in the near future. But they don't want more hotels. But they do tend to welcome cruise ships and bed-and-breakfasts. But they are less sure about the growing numbers of vacation homes, especially those built outside resorts in agricultural subdivisions.

They are deeply concerned about certain impacts of resident population growth in a tourism-driven economy. But the issues most attributed to tourism by concerned residents tend to be lower-ranked problems. But even the concerns least often attributed to tourism are still seen as *somewhat* tourism-related by most residents. They doubt government has done a very good job of building infrastructure to keep up with growth. But when growth gets rapid, they tend to think government should limit growth rather than build new infrastructure.

Sustainable development by definition involves trade-offs and balancing among economic and non-economic goals. The frequent splits and nuances in attitudes suggest residents would welcome such a careful and deliberate approach, giving weight to the economy but remembering environmental and cultural goals, too.

Rating Visitor Industry and Government Performance on “Sustainability”-Related Outcomes: Residents were asked if the industry had done a good job or poor job in providing various community benefits (ranging from job provision to respectful treatment of Native Hawaiian culture) ... and then if government had done a good or poor job in various aspects of supporting tourism and/or the public interest as part of tourism growth. Relatively few residents said either tourism or government has actually done a “poor job” of anything. But they sometimes gave “mixed” marks or were unsure, so that there were clear differences in percentages saying “good job:”

- Residents gave the visitor industry highest marks for being hospitable (both to visitors and to residents themselves when they go to hotels) and for attractively planning resort areas. They gave the industry relatively lowest marks (significantly less than 50% “good job”) for items involving social or environmental responsibility (e.g., “*Taking a leadership role in solving community problems*” or “*Protecting the environment*”).
- Government got its highest marks for “*Helping to advertise and market*” each island. It received relatively lowest marks for managing growth impacts – particularly “*Building new infrastructure to keep up with growth in resident and visitor population*” (44% “good” vs. 47% “poor” job, the one and only “poor job” rating to approach the 50% level).
- There were definite island differences in response to various questions, but little in the way of consistent, general patterns. However, Kaua`i residents did tend to give their visitor industry somewhat higher marks on several items involving community leadership and involvement.

Growth Trends and Recent Changes in Hawai`i Tourism: Asked if they felt various things were “good” or “bad,” residents again tended to say they had “mixed” rather than outright “bad” feelings.

- The most “good” marks involved attitudes about types of visitor units – strong majorities felt it was “good” that “*More cruise ships are coming*” and “*More B&B units are opening in residential areas,*” but also “good” that “*Few new hotels have been built in recent years.*” A smaller majority felt it was “good” that State economists think tourist counts could again increase greatly in coming years.
- The most “Mixed” feelings (50% or more) were about “*Vacation homes built outside resort areas*” and about the fact that “*The total number of visitors is about the same as 10 years ago.*” (However, for the last item, many more people said “good” than “bad,” so the tone was ambivalent.)
- Kaua`i and Maui Island residents had more negative attitudes toward various items – particularly those involving growth – than did residents of O`ahu or the Big Island.

Congestion or Other Rapid Growth “Overload” Situations: Residents were first given a list of settings/situations and asked how concerned they were about each. Only those people who said they had a “big concern” about a particular situation were then asked two follow-up questions about that situation: (1) How much of the problem was attributed to tourism? (2) Is this an acceptable or unacceptable price to pay for economic growth? Here is a summary of results:

<u>Situations</u> (rank ordered)	<u>Levels of Concern</u>	<i>(Asked only if “big concern” on first question)</i>	
		<u>Tourism Responsibility</u> ¹	<u>Acceptability as “Price to Pay”</u> ²
1. <i>Cost of housing</i>	<u>Very high</u> (74%-79% “big concern”)	<u>Moderate/Low</u> (43%-48% “at least some”)	<u>Very Low</u> (52%-60% “now unacceptable”)
2. <i>Traffic in urban areas</i> 3. <i>Air or water pollution</i>	<u>Very high</u>	<u>Moderate</u> (50%-55% “at least some”)	<u>Low</u> (42%-43% “now unacceptable”)
4. <i>Fresh water supply running low</i>	<u>Very high</u>	<u>Moderate</u>	<u>Very Low</u>
5. <i>School crowding</i>	<u>High</u> (51% - 65% “big concern”)	<u>Very Low</u> (29% “at least some”)	<u>Very Low</u>
6. <i>Traffic in rural areas</i> 7. <i>Overall population/development on island</i>	<u>High</u>	<u>Moderate</u>	<u>Moderate</u> (25%-35% “now unacceptable”)
8. <i>Building/development in places that were recently “country”</i>	<u>High</u>	<u>Moderate/High</u> (64%-70% “at least some”)	<u>Low</u>
9. <i>Building/development near your home</i>	<u>Moderate</u> (29% - 39% “big concern”)	<u>Moderate/Low</u>	<u>Moderate</u>
10. <i>Building/development in hotel/resort areas</i>	<u>Moderate</u>	<i>(assumed High)</i>	<u>Moderate</u>
11. <i>No. people using beach parks etc.</i> 12. <i>No. people using wilderness trails</i> 13. <i>No. people in places you like to shop</i>	<u>Low</u> (18% - 22% “big concern”)	<u>Moderate/High</u>	<u>Moderate</u>

The shaded area show a tendency for the things least often cited as “big concerns” to be relatively more often attributed to tourism by those who were concerned ...yet also seen as moderately acceptable prices to pay (e.g., *beach park* congestion). But the reverse was not always true. “*Building in ‘country’ areas*” was a fairly big concern heavily attributed to tourism and with low acceptability. An even bigger growth “overload” concern – *water supply running low* – was somewhat attributed to tourism and considered very unacceptable.

¹ Options were “most” (attributed to tourism), “some,” “little,” or “none.” In the statewide sample, *there was no item for which a majority said tourism should bear “most” of the responsibility.* On the other hand, when we combined “most” and “some” percentages, *majorities felt tourism bore at least some responsibility for almost all the big-concern situations.* So our table avoids saying anything has truly “high” tourism responsibility. And our categories are based on relatively high or low percentages derived by combining “most” and “some” (i.e., “at least some” responsibility).

² Options were “acceptable,” “starting to be acceptable,” and “now unacceptable.” *No item even approached getting a majority “acceptable” from people who had considered it a big concern,* so this table avoids calling anything “highly acceptable.” And our categories are based on relatively high or low percentages “unacceptable.”

Another way to look at the “tourism responsibility” questions would be to ask what percentage of the total sample thought both that something both was a big concern and was at least somewhat attributable to tourism. Using this approach naturally tends to put more emphasis on things that people are more concerned about to begin with. Analysis showed that roughly 40% of the sample were highly concerned about, and also felt tourism is at least somewhat responsible for, each of four major issues – “*Fresh water supply running low,*” “*Air or water pollution,*” “*Traffic in rural parts of islands,*” and “*Cost of housing.*”

Different analyses in this report all suggest that such basic natural and socio-economic resources tend to be at the top of residents’ “growth anxiety lists,” followed by building/development issues. Things having to do with simple “number of people” were usually at the bottom. That is, when Hawai`i residents are asked about growth in terms of additional people (visitors or people in general), it seems less problematic to them than when they are asked about growth in terms of buildings/hotels or traffic. And it seems most problematic for residents when growth is expressed in terms of impacts on fundamental natural or social resources like water and housing costs.

Island differences for these “overload” questions varied. However, the most consistent pattern was the greater tendency of Neighbor Islanders (especially those on Maui and Kaua`i) to say tourism was at least somewhat responsible for the “overload” situations that most concerned them. This matches the greater tendency of Maui and Kaua`i residents to express hesitation about continued tourism or other forms of growth. Maui residents were generally even more emphatic than Kaua`i people about their congestion/overload concerns.

Finally, residents were asked if, during times when numbers of residents or visitors are getting too much for the infrastructure, government should try to:

- Build more infrastructure (31% chose this); or
- Limit growth (50% chose this, with the remainder undecided).

Only Big Islanders were equally split between the two options – all other islands leaned toward limiting growth.

Demographic and Visitor Industry Affiliation Differences in Attitudes:

Things like gender, ethnicity, age – even being a visitor industry worker – rarely affected answers to the questions in this survey. The tendency of people who say they work in the visitor industry to have attitudes much like anyone else in Hawai`i has been documented in numerous resident surveys. It appears that attitudes toward tourism and/or growth seem to reflect basic personal values that cut across demographic and workforce categories.

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I. SURVEY PURPOSE AND METHODS

Purpose / Questionnaire Design

The Department of Business, Economic Development, and Tourism (DBEDT) specified that a telephone survey of 1,000 Hawai'i resident households be conducted as part of the Socio-Cultural and Public Input Impact component of the Sustainable Tourism Study. It was agreed that this survey should be done relatively late in the Study, in order to supplement, fill in, or confirm other findings as might be found appropriate. An original thought was that the survey might be a "validation" exercise, to see if residents supported recommendations emerging from other Study components or activities. However, at the time of the survey, not all other Study components had developed recommendations, and ideas emerging from other activities (such as the Sustainable Tourism Study Group) were often too complex or too technical to be readily tested in a survey of the general population.

Therefore, the survey questionnaire – attached to this report as Appendix B – was designed to serve three other purposes, by obtaining measures of:

- *Perceptions of Success in Achieving "Sustainability"-Related Outcomes.* This Study assumes that "Sustainable Tourism" generally relates to the quality of the tourism product, including success in preserving the assets on which the visitor industry depends. The items in Questions 1 and 2 (see Appendix B) asked residents how well either the visitor industry or local government has done in achieving certain goals that might be considered as important for achieving "Sustainable Tourism" in Hawai'i.
- *Attitudes Toward Changes/Growth in Hawai'i Tourism.* Other Study activities show that tourism growth has reached a plateau (though it may of course resume), but is nonetheless *changing* – conversion of hotels to timeshare units, rapid build-out of resort recreational property, expanded cruise ship service, etc. Items under the survey's Question 3 asked whether such changes are generally seen as good or bad for Hawai'i.
- *Opinions on Congestion and Overload.* The majority of survey questions (Questions 6 to 10 in Appendix B) deals with this general issue. The Sustainable Tourism Study originated in part because of concerns in 2000 and early 2001 that the industry might resume past rapid growth conditions, resulting in resident complaints about crowding, infrastructure overload, environmental overwhelm, etc.

Therefore, the survey devoted considerable time to determining:

- o Specific situations where crowding, congestion, or similar stresses were felt to be a “big concern” for each island. Then, for each situation judged to be a “big concern” –
 - Extent to which tourism was felt to be responsible; and
 - Whether or not this crowding/stress was seen as “an acceptable price to pay for economic growth.”
- o General assessment of government performance³ in matching infrastructure with resident or visitor growth; and
- o To the extent that infrastructure strains may be felt, whether the best response is to limit growth or expand infrastructure.

A final set of survey questions served the purpose of obtaining demographic information – including extent of individual or household participation in the visitor industry workforce – so that other results could be cross-tabulated by these variables. These cross-tabulations are contained in Appendix C (separate volume).

Sample and Sampling Error

Because of the survey's strong emphasis on growth and crowding issues – and because these issues in recent decades have been particularly relevant for Hawai'i's Neighbor Islands – it was decided to do disproportionate sampling and divide up the 1,000 total interviews among the state's four largest islands:

- O`ahu, N = 250, sampling error of $\pm 6.2\%$.
- Hawai'i Island (“Big Island”), N = 250, sampling error of $\pm 6.2\%$.
- Kaua`i, N = 250, sampling error of $\pm 6.2\%$.
- Maui Island, N = 250, sampling error of $\pm 6.2\%$.

(We opted to sample Maui Island rather than Maui County because the two less populated islands in that county, Lana`i and Moloka`i, have not suffered the same growth pressures as Maui Island. In fact, in recent years both of these smaller islands have seen *declines* in visitor counts. We note that the 2002 Hawai'i Tourism Authority [HTA] resident survey had a larger sample and was able to obtain valuable information about resident attitudes toward tourism on both Lana`i and Moloka`i. Our total sample size was not large enough to make this possible.)

³ In the report text, this question – about government performance in regard to infrastructure – will be analyzed along with the other “Sustainability Outcome” results that pertained to government performance.

Although this sampling plan has the advantage of getting better information from the three growth-sensitive larger Neighbor Islands, it also required some trade-offs in other aspects of sampling accuracy:

- The total weighted sample (i.e., balanced to reflect each island's actual population of adults aged 18+, based on year 2000 Census figures) has a sampling error of just $\pm 4.6\%$.⁴ This is still within the "industry standard" of $\pm 5\%$ accuracy for the overall sample.
- Cross-tabulations (other than comparisons of the island sample) were necessarily based on the weighted sample, meaning both that they primarily reflect demographic differences found on O`ahu and also that the sampling errors (which vary according to exact numbers in each demographic category) are higher than would be the case if overall sampling had been conducted on a proportionate basis.

Data Collection

Both data collection and data processing were subcontracted to Market Trends Pacific, Inc. (MTP). MTP took the original hard-copy questionnaire in Appendix B and programmed it into the company's Computer-Assisted Telephone Interview (CATI) software. This software automatically presents interviewers with correct questions to ask, including appropriate skips based on answers to previous questions, and records answers directly into a computerized database.

A Random Digit Dialing (RDD) program was used to generate telephone numbers for each island, based on known phone prefixes for each island. RDD creates a range of numbers, including business, nonworking, and private unlisted numbers. Only residential households were included in the final sample.

All interviewers were trained in questionnaire purpose and administration, and were supervised by an on-site supervisor at MTP's CATI calling center. Calls were made from 10 a.m. to 2 p.m. on weekends and from 5 p.m. to 9 p.m. on weekdays. (Some additional calls were made during daytime hours to ensure the sample would include residents unavailable during evening hours.) Data were collected between the dates of October 15 - December 9, 2003, including time for a few subsequent callbacks as needed to fill in missing information for some respondents.

Interviews averaged 15 minutes in length.

⁴ If the sample had been collected in strict proportion to the distribution of resident population throughout the state – e.g., 72% of the total on O`ahu – it would not have been necessary to weight the data by island, and the sampling error would have been slightly more precise (i.e., $\pm 3.1\%$).

Editing and Data Processing

CATI data were fed into an SPSS (Version 10.0) data file and edited for accuracy of bases on questions that involved skip patterns. This resulted in the previously mentioned callbacks to obtain needed additional information. (There were no open-ended questions for this survey, so editing and coding associated with such questions was unnecessary in this case.)

Two SPSS data files were created – one with weighted data that provides correct information for statewide totals and demographic cross-tabulations, and one with unweighted data primarily used for checking. Only the unweighted data file was used for this report and submittal to the State (though corrected unweighted bases of 250 per island were inserted into final cross-tabulations).

SPSS was then used to create the banner cross-tabulations attached to this report as Appendix C. The banners were created according to specifications provided by John M. Knox & Associates, Inc. (JMK Associates), the prime contractor for this report. MTP also provided JMK Associates with an Excel version of the cross-tabulations, permitting JMK Associates to conduct additional analyses and create the exhibits in the following report.

Sample Representativeness Issues

Recent changes in U.S. Census racial/ethnic categorizations make it very difficult to compare survey results for ethnicity with “known” population data. However, ethnic and age distributions from this 2003 survey match closely with data from previous resident surveys on tourism attitudes conducted for DBEDT and/or the Hawai'i Tourism Authority, except for a very slight increase in the proportion of respondents who said their job was “in the visitor industry:”

	2003	2002	2001	1999
<u>Ethnicity</u>				
Caucasian	30%	30%	31%	33%
Japanese	17%	17%	17%	21%
Hawaiian/Part Hawaiian	21%	19%	17%	18%
Filipino	10%	12%	10%	8%
Mixed (non-Hawaiian)	8%	7%	7%	6%
Other	12%	3%	16%	12%
<u>Median Age</u>	46 yrs	43 yrs	46 yrs	41 yrs
<u>Tourism Job Affiliation</u>		<i>(not comparable)</i>		
Present Visitor Industry Job	24%	37% present <u>or</u>	16%	18%
Previous Tourism Job	20%	previous tsm. job	25%	25%
Other Household Member in Tourism Job	5%	10%	6%	5%
No Tourism Job Affiliation	51%	42%	52%	52%
Information Unavailable	(0%)	11%	.1%	1%

Two demographic results apparent in Appendices B and C posed some potential problems:

- **Household Income:** Refusal rates were particularly high in this survey (43% vs. a more typical 20%). For this reason, the income variable was generally disregarded in the analyses – i.e., it was not used for purposes of cross-tabulations, because we did not have confidence in its validity.
- **Gender:** The survey sample was disproportionately female (63% on a weighted statewide basis). We were initially concerned that this disproportion might affect the validity of overall results. However, the cross-tabulations in Appendix C showed that very few items manifested any gender differences. We could have weighted to bring the gender figures into the expected 50%/50% proportion, but that would have reduced sampling accuracy and would not have affected most question results by more than a percentage point or two – well within sampling error. Therefore, we do not believe the gender disproportion has any substantial implications for the accuracy of the survey results.

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II. RESULTS: PERCEIVED SUCCESS IN ACHIEVING “SUSTAINABILITY”-RELATED OUTCOMES

Hawai'i has not yet finalized any sort of official or definitive list of the conditions that would assure us our visitor industry is “sustainable,” in the sense of meeting targets for the quality of the tourism product and/or for the preservation of particular natural or cultural assets underlying the industry's success. As the survey was being conducted, the Sustainable Tourism Study Group was developing a list of such goals – but many of them were of a specialized nature, such that it would be difficult or inappropriate to ask the general public to respond to them at this time.

Therefore, we developed survey questions that seemed in line with the general *spirit* of goals being developed by the Study Group – but that were also the sort of outcomes we thought residents were more likely to have a definite opinion on. Thus, these questions should be considered a very *preliminary* assessment of “sustainability”-related outcomes. If this type of survey is repeated in the future, the list of questions should be reviewed to see if they match any core “sustainability” goals yet to be officially adopted by State or local governments.

The survey questionnaire consisted of two series of questions of this nature:

- Question 1 consisted of 12 items (“Q1a” through “Q1l” in Appendix B) about positive outcomes that would reflect the *visitor industry's* effort or performance in serving the community.
- Question 2 consisted of five items (“Q2a – Q2e”) about positive items that would reflect *government's* effort or performance in serving the community directly (or indirectly, by assuring a successful visitor industry). Also, the later Q9 asked another question about government performance in the same format, so results for that question will be addressed here.

For each set of items, respondents were asked if the visitor industry or government had done a “good job, fairly good job, fairly poor job, or very poor job?” Respondents sometimes said they didn't know (abbreviated as “DK” in subsequent pages) or said something to the effect of “mixed” or “neutral.” These types of responses were also recorded by interviewers.

VISITOR INDUSTRY PERFORMANCE: STATEWIDE RESULTS

Exhibit II-1 summarizes the statewide (weighted) total results for Q1a - Q1l. For complete question wording, see Appendix B. This appendix (along with Appendix C) provides complete results for every response category – i.e., percentages for “very good” vs. percentages for “fairly good.” For ease of viewing and discussion, Exhibit II-1 collapses percentages for “very/fairly” good, for “very/fairly” poor, and for “dk (don’t know)/mixed.”

The key findings from Exhibit II-1 are:

- On none of the 12 items did a majority of residents say the visitor industry is doing a “poor” job. (However, due to “Don’t Know” or “Mixed” answers, some items had less than a majority saying “good” job.)
- The visitor industry got its relatively best marks – 62% to 76% “good job” -- for being hospitable and attractively planned:
 - o *Making visitors happy enough to come back* (highest, at 76%);
 - o *Making residents feel welcome in hotels and other tourism facilities*;
 - o *Planning resort areas to fit the landscape in an attractive way.*

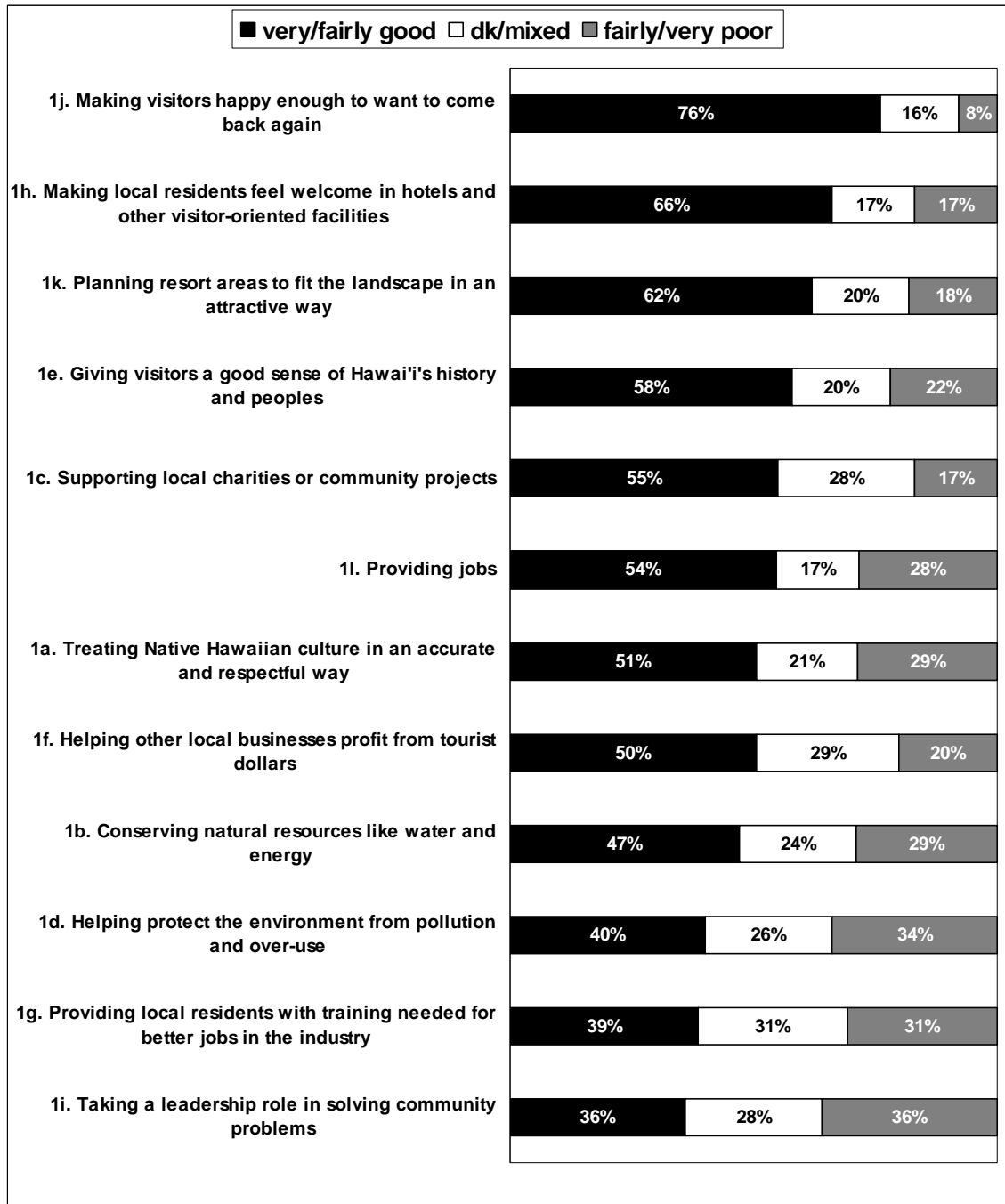
The item with the next highest mark was in a similar vein – “*Giving visitors a good sense of Hawai'i's history and peoples.*”

- The relatively worst marks from the public – with roughly as many “poor” as “good” responses – involved environmental and social responsibility:
 - o *Taking a leadership role in solving community problems* (lowest, with only 36% “good job”);
 - o *Providing resident job training for better jobs in the industry*;
 - o *Protecting the environment from pollution and over-use.*

The industry also received marginal approval (less than 50% “good”) for another environmental issue – “*Conserving natural resources like water and energy.*”

The remaining items (having to do with Native Hawaiian culture, supporting local charities, helping other local businesses profit, and providing jobs) were relatively in the middle – but on an absolute basis, all of these had at least 50% “good job” results.

Exhibit II-1: Visitor Industry Performance – Statewide Results



(Weighted N = 1,000)

VISITOR INDUSTRY PERFORMANCE: DIFFERENCES AMONG ISLANDS

Detailed island-specific results may be found in Appendix C. Exhibit II-2 shows some selected, relatively larger differences, based on percentages of “good job” ratings. (Given the relatively small sample sizes for each island, not all the differences in this and later exhibits attain statistical significance, but most are at least of borderline significance.)

Inter-island differences were generally not dramatic, but a few broad patterns were apparent.

The three Neighbor Islands had the most idiosyncratic (particularly positive or negative) results, at least for a few items:

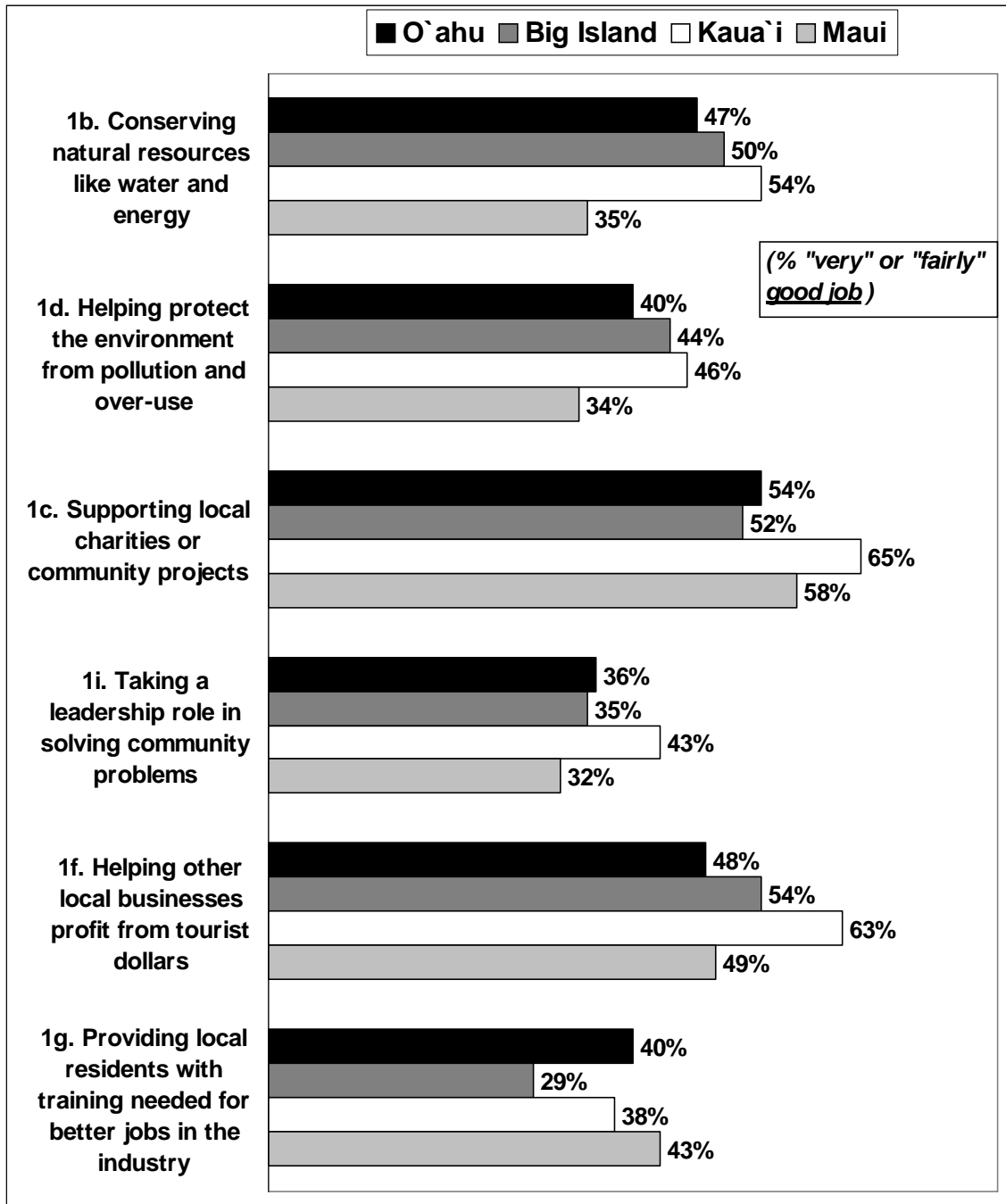
Maui Island residents were least likely to think their visitor industry did a good job in regard to environmental outcomes. Maui residents gave clearly lower marks for “*Conserving natural resources like water or energy*” and marginally lower marks for “*Protecting the environment from pollution or over-use.*”

Kaua`i residents were at least marginally more positive about their visitor industry’s performance in regard to community leadership/involvement. They gave somewhat higher marks than residents of other islands for “*Supporting local charities and community projects*” and for “*Taking a leadership role in solving community problems.*” In a somewhat similar vein, they also gave higher marks for “*Helping other local businesses profit from tourism dollars.*”

(Past HTA surveys and later results in this survey both indicate Kaua`i and Maui are alike in being particularly concerned about crowding and strains from growth. But this set of items indicates Kaua`i feels somewhat more comfortable with its visitor industry leadership than does Maui.)

Big Island residents were least likely to say their visitor industry provides good job training – only 29% said “good job” (vs. 42% “poor job”) for “*Providing resident job training for better jobs in the industry.*”

Exhibit II-2: Visitor Industry Performance – Island Differences



(N = 250 per island)

GOVERNMENT PERFORMANCE: STATEWIDE RESULTS

Although the list of government⁵ activities directly or indirectly “related to tourism” could theoretically be very long, only six items were placed on this survey.

Exhibit II-3 shows collapsed overall statewide results for Q2a - Q2e and Q9. (Question 9 was asked separately and later, but it had the same format as Q2a - Q2e and logically belongs with this series.) Key findings include:

- As with the items for visitor industry performance and outcomes, none were given “poor job” marks by a majority of residents ... though some received less than 50% “good job” ratings because of uncertain or mixed feelings.
- The item with the relatively best statewide ratings involved assistance for tourism marketing – 65% “good job” approval for “*Helping to advertise and market this particular island.*”

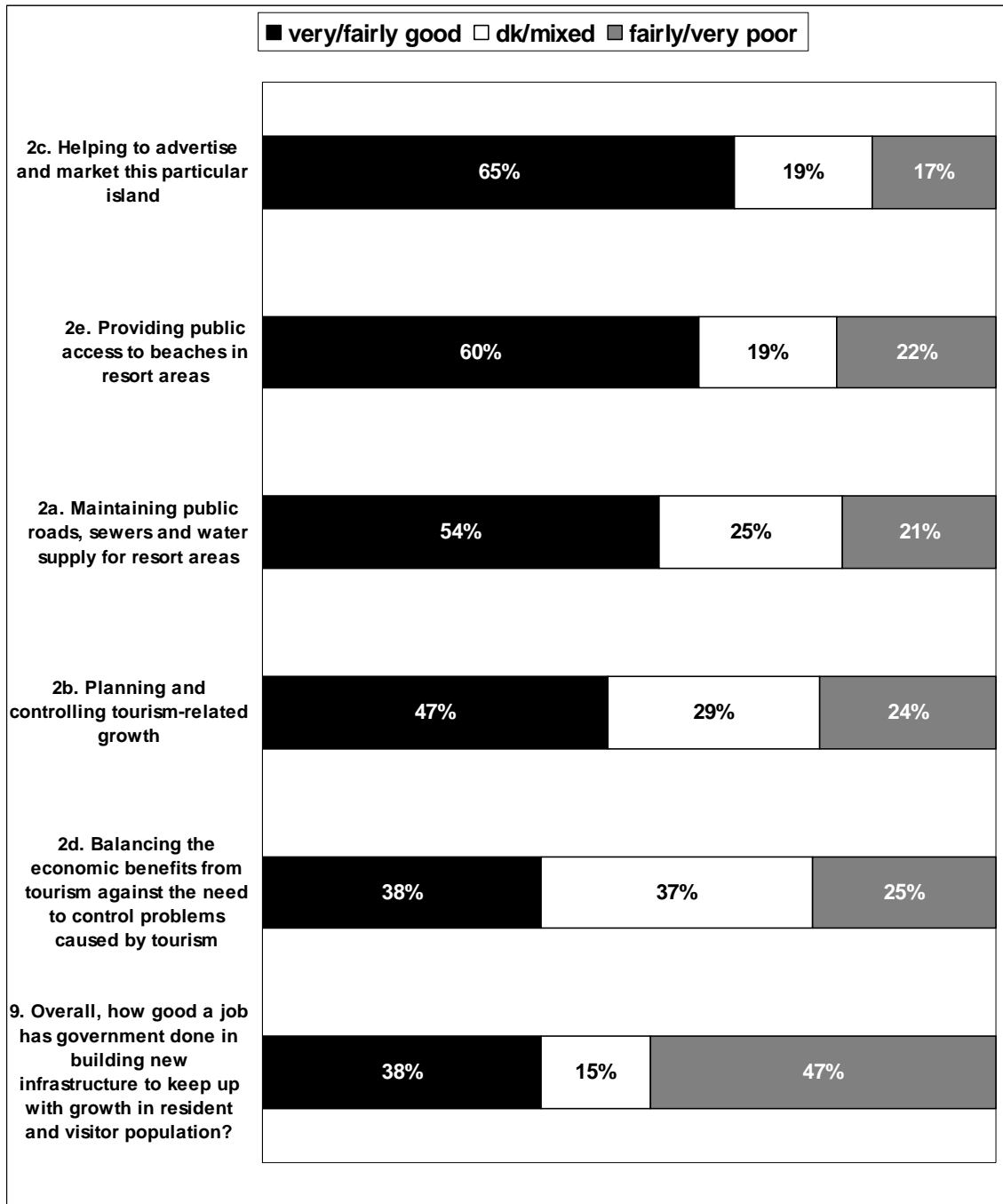
(This is at least somewhat similar to one of the top-rated items for the visitor industry back in Exhibit II-1, “*Making visitors happy enough to come back again.*” Even though Hawai'i's visitor count has remained roughly level since 1990, most residents still apparently feel that all parties responsible for attracting and keeping visitors are doing a good job.)

- Government got its relatively worst marks (less than 50% “good,” though still few “poor” responses) for managing tourism impacts:
 - o *Building new infrastructure to keep up with growth in resident and visitor population* (tied for lowest “good job,” at just 38% – but very definitely the highest “poor job,” at 47%);
 - o *Balancing economic benefits against need to control problems;*
 - o *Planning and controlling tourism-related growth.*

The latter, low-ranked items were broad and general in nature. Government fared somewhat better (more than 50% “good job”) for the two more specific items – “*Maintaining public roads, sewers and water supply for resort areas*” and “*Providing public access to beaches in resort areas.*” However, it may also be noted that this suggests residents believe, correctly or not, that government does a better job keeping up infrastructure for resort areas in particular than for the islands in general.

⁵ “Government” obviously could include either State or local county agencies. Almost no respondents asked us to make a distinction or themselves volunteered a distinction when giving their answers.

Exhibit II-3: Government Performance – Statewide Results



(Weighted N = 1,000)

GOVERNMENT PERFORMANCE: DIFFERENCES AMONG ISLANDS

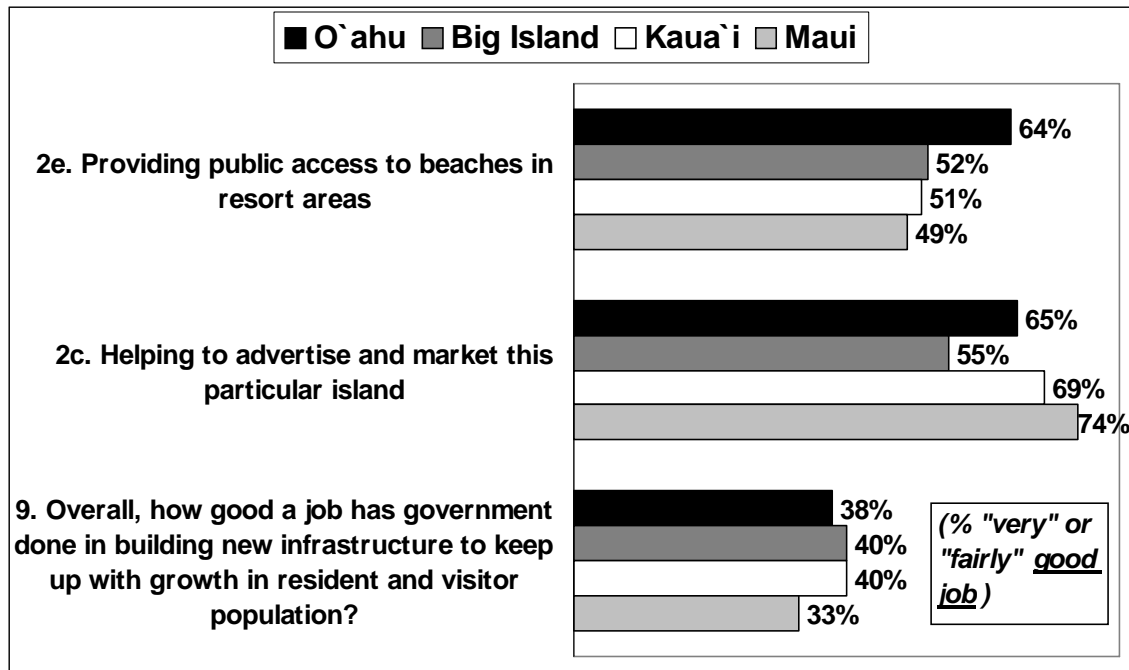
There were no consistent differences among islands for all or most of these items (that is, no general patterns). However, as shown in Exhibit II-4, three items produced inter-island differences worth mentioning:

O`ahu residents clearly gave government higher marks than did Neighbor Islanders for *“Providing public access to beaches in resort areas.”*

Big Island residents gave lower – and **Maui Island** residents somewhat higher – marks to government for *“Helping to advertise and market this particular island.”*

Maui residents were slightly less likely to think government does a good job *“Building new infrastructure to keep up with growth in resident and visitor population.”* This difference was not statistically significant, but is consistent with the greater tendency of Maui residents to react negatively to other “growth” questions, as will be seen in Chapter III.

Exhibit II-4: Government Performance – Island Differences



(N = 250 per island)

DEMOGRAPHIC DIFFERENCES IN RESPONSE TO QUESTIONS ABOUT “SUSTAINABILITY” OUTCOMES

Appendix C provides the full set of demographic cross-tabulations. For these and all later demographic differences discussed in this report, it should be remembered that demographic differences come from the weighted statewide sample and are therefore highly influenced by O`ahu results. Sampling error is difficult to calculate, but tends to be fairly high when weighted results such as these are broken down into sub-groups. Therefore, it is generally appropriate to pay less attention to results for any one question than to consistent and substantial differences for groups of similar items.

Some of the results may contradict expectations:

Age: Younger residents (under 35) tended to have *more favorable* impressions of visitor industry and government performance than did people in other age groups. The differences were not usually large, but the direction was consistent. This example is of one of the larger differences:

Q9. <i>infrastructure keeping pace with growth</i>	Age:	<u>under 35</u>	<u>35 to 44</u>	<u>45 to 54</u>	<u>55 or older</u>
	% good job (government)		55%	29%	29%

Length of Residence in Hawai'i: Newcomers (under 10 years) tended to have *more favorable* beliefs about visitor industry and government performance. However, lifetime residents did have slightly more positive attitudes than people who had been lived in Hawai'i more than 10 years. One example:

Q1d. <i>helping protect environment</i>	Length of Residence:	<u>10 years or less</u>	<u>11 – 20 years</u>	<u>more than 20 years</u>	<u>lifetime resident</u>
	% good job (industry)		45%	28%	34%

Ethnicity: Filipinos and non-specific “Others” tended to have more positive attitudes. Native Hawaiians *sometimes* had more negative attitudes, but not to a great degree. Here is one particularly relevant example:

Q1a. <i>Native Hawaiian culture</i>	Ethnicity:	<u>Caucasian</u>	<u>Filipino</u>	<u>Hawaiian</u>	<u>Japanese</u>	<u>Mixed/Other</u>
	% good job (industry)		51%	50%	39%	53%

Visitor Industry Workforce Participation: Visitor industry workers had only very slightly (not significantly) more positive attitudes about the visitor industry's performance. Government workers generally gave government the same marks as did other residents.

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III. RESULTS: ATTITUDES TOWARD CHANGES / GROWTH IN HAWAI`I TOURISM

The nine survey items comprising Question 3 (“Q3a – Q3i”) were all about trends, changes, and projected growth in Hawai`i’s visitor industry. For each statement, residents were simply asked if this situation is “good or bad.” We expected many people would say they had “mixed” feeling or would have no opinion, so we made provisions to record those answers as well.

For most of the items, an answer of “good” would probably indicate a pro-tourism or pro-growth attitude. However, there were two items for which this would not necessarily be the case:

- *“Very few new hotels have been built in recent years,”* and
- *“The total number of visitors to the state is about the same as 10 years ago.”*

Both of these items address the fact that overall tourism growth has essentially stopped in the last decade, so saying “good” to these would not have the same implications as saying “good” to the other items.

See Appendix B for complete question wording and order.

ATTITUDES TOWARD CHANGE / GROWTH: STATEWIDE RESULTS

Exhibit III-1 shows results for Q3a – Q3i, ordered by percentage of respondents who saw each as “good.” Some key implications of this exhibit:

- None of the situations were rated as “bad” by a majority of residents – whether the situations involved growth or non-growth. “Mixed” feelings generally outnumbered “bad” ones.
- Situations that elicited the highest levels of “good” answers all had to do with changes in types of visitor accommodations. (Residents seemed to have firmer opinions about visitor unit types/numbers than about the numbers of visitors themselves.)
 - o *More cruise ships stopping at island* (highest, at 79% “good”);
 - o *Few new hotels built in recent years* (note that “good” means approval)⁶;
 - o *Growing number of B&B’s in residential parts of the island*.

There were clearly more mixed feelings about *vacation rental houses* (with no on-site hosts) than about bed-and-breakfasts in residential areas.

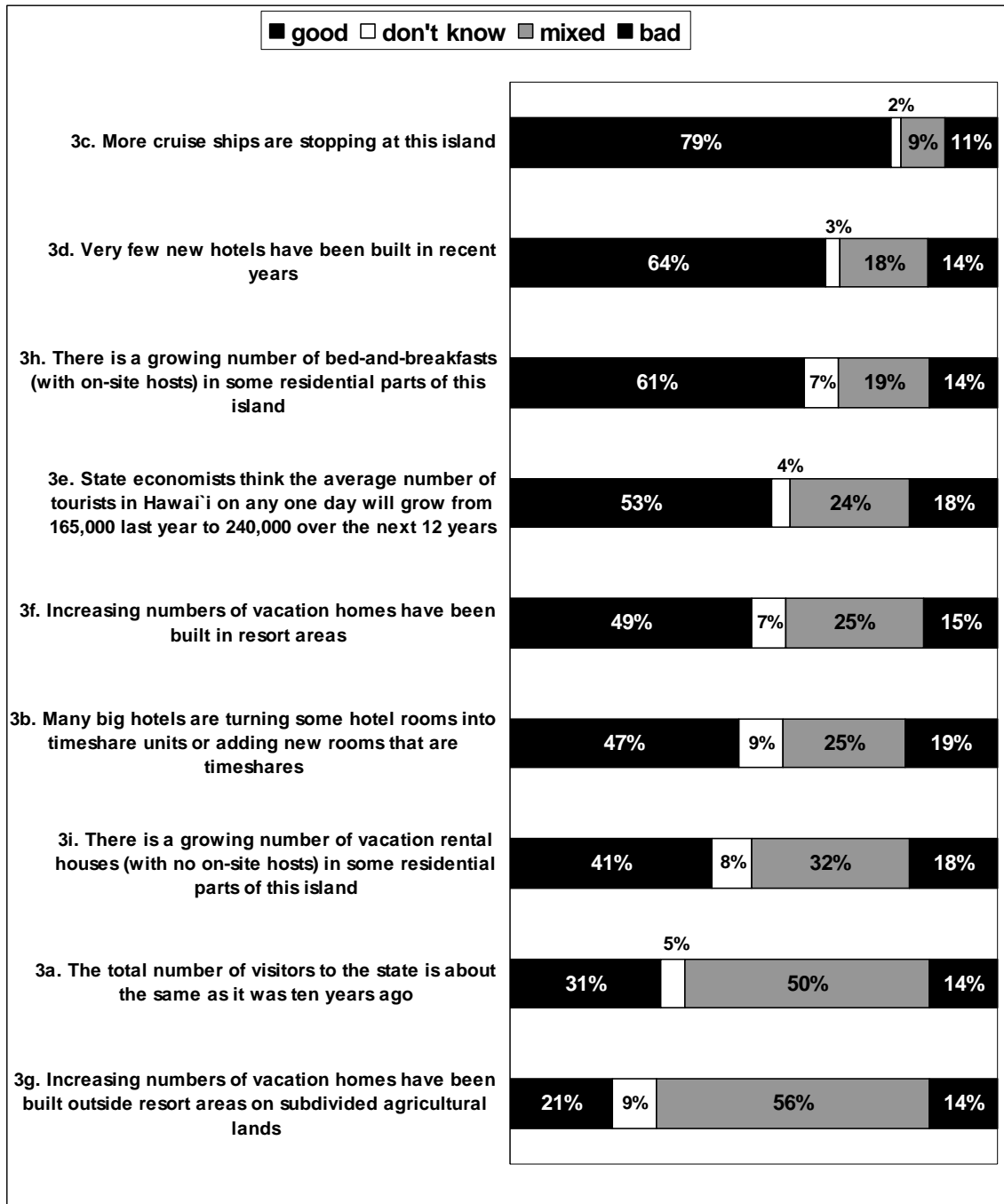
- Situations eliciting the highest level of “mixed-feeling” answers were:
 - o *Increasing numbers of vacation homes outside resorts, on subdivided agricultural lands* (56% “mixed,” 14% “bad,” and only 21% “good”);
 - o *Number of visitors to state about the same as 10 years ago* (50% “mixed,” and another 31% expressing unmixed approval).

Both of these answers provide interesting contrasts to two other items. First, there is more approval (though still just under 50% “good”) for “*Increasing numbers of vacation homes in resort areas*” than in ag lands.

Second, even though people seemed to give qualified approval to the lack of growth in visitor arrivals in the past 10 years, there was a majority “good” response to the *State economist forecast for 50% increase in tourist counts in the next 12 years*. Even assuming that many people do not appreciate the magnitude of such growth, if it occurs, the contrast with the “mixed” feelings about recent non-growth is intriguing. One interpretation: The pause in tourism growth was welcome for a while, but at least a slight majority would now welcome resumed growth in visitor numbers.

⁶ Past surveys for the Hawai'i Tourism Authority have also shown opposition to new hotels, even on the part of those who welcome more visitors or more tourism jobs. It was never clear whether this meant residents wanted other, non-hotel forms of accommodations or were just deeply ambivalent. Present results seem to support the “alternative accommodations” interpretation, but we would still recommend further research into exactly why additional hotel development strikes a negative chord. Qualitative research (focus groups) may do a better job of answering this question.

Exhibit III-1: Attitudes on Change / Growth – Statewide Results



(Weighted N = 1,000)

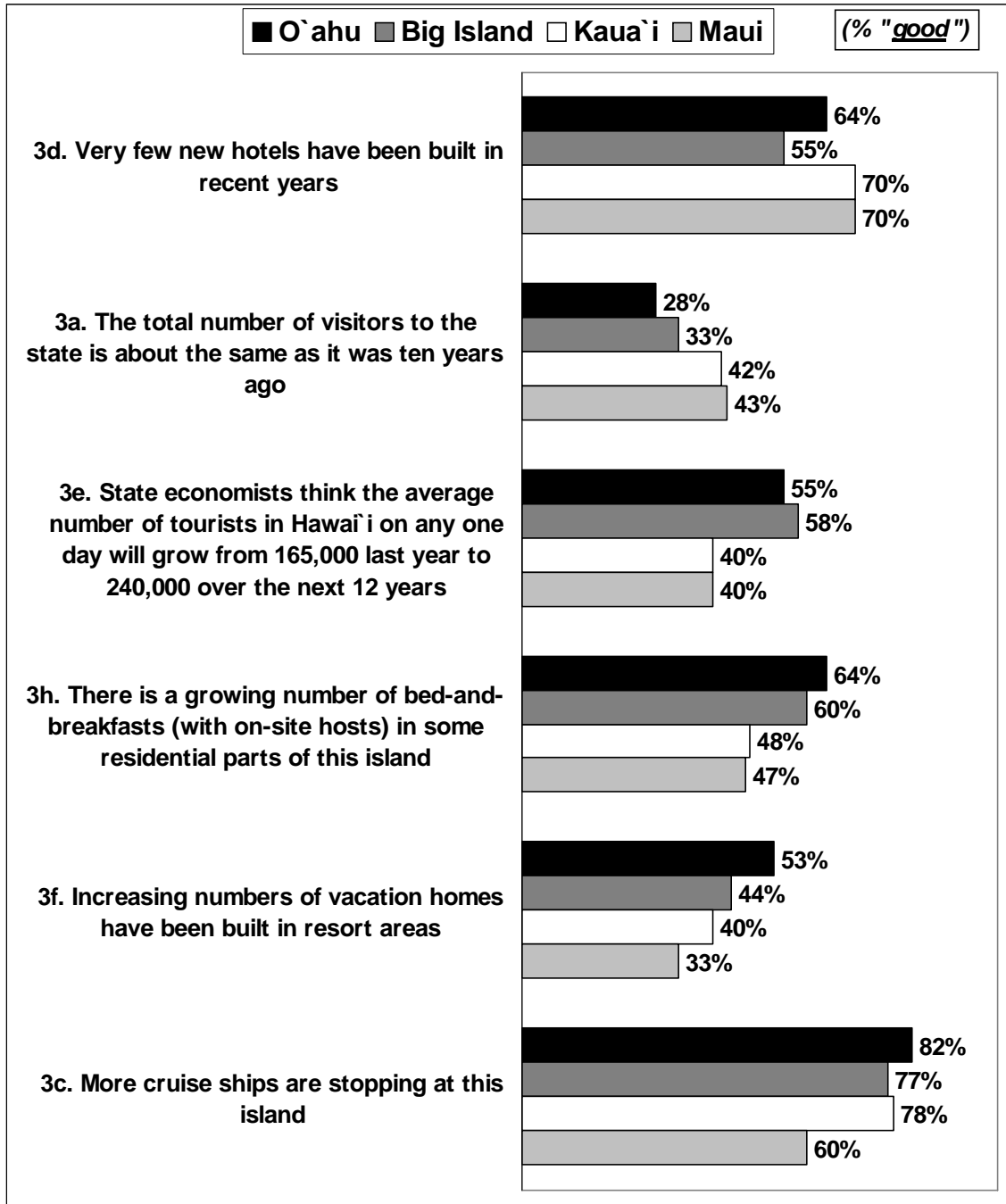
ATTITUDES TOWARD CHANGE / GROWTH: DIFFERENCES AMONG ISLANDS

Exhibit III-2 presents some selected differences. Key implications:

- Overall, Maui Island and Kaua'i residents appear consistently less happy with various forms of tourism growth/change (and happier with recent *lack* of growth) than do residents of O`ahu or the Big Island.⁷ Maui and Kaua'i respondents were more likely to say it's "good" that tourism growth essentially stopped for the past ten years, and less likely to say it's "good" that various new sectors of tourism have been on the rise.
- In fact, the previously noted sense of "majority approval" for resumed growth in visitor numbers is restricted to O`ahu and the Big Island – on Maui and Kaua'i, just 40% felt it was "good" that State economists think there will be resumed major growth in visitor counts. (Still, even on Maui and Kaua'i, few felt renewed growth at the level projected by State economists would actually be "bad;" there was just more "mixed" feeling.)
- Bed-and-breakfasts in residential areas also get majority "good" marks on O`ahu and the Big Island, but not Maui or Kaua'i.
- Maui Island residents in particular are less likely than others to think recent vacation home development (even inside resort boundaries) is a "good" thing. They are also less likely to be happy about the increase in cruise ships.

⁷ Although questions differed, recent HTA surveys showed the same general pattern of more strains from growth on Maui and Kaua'i. The 2002 HTA survey also broke down the Big Island into West vs. Hawai'i. East Hawai'i residents were more open to growth, while West Hawai'i residents were somewhat closer to Maui and Kaua'i residents (though not quite as intense in feeling).

Exhibit III-2: Attitudes on Change / Growth – Island Differences



(N = 250 per island)

DEMOGRAPHIC DIFFERENCES IN RESPONSE TO ATTITUDES TOWARD CHANGE / GROWTH:

Perhaps the most interesting thing about Appendix C figures in regard to this set of questions is the near total lack of any large or consistent demographic differences. Here are some example of minimal demographic relationships:

<i>Q3d. Very few new hotels have been built in recent years</i>	Job Type:	visitor industry	other private business	government/nonprofit	not employed
	% "good" for Q3d	63%	61%	69%	65%
	Length of Residence:	10 years or less	11 – 20 years	more than 20 years	lifetime resident
	% "good" for Q3d	64%	66%	68%	63%
	Age:	under 35	35 to 44	45 to 54	55 or older
	% "good" for Q3d	59%	70%	70%	60%
Ethnicity:	Caucasian	Filipino	Hawaiian	Japanese	Mixed/Other
% "good" 3d	63%	58%	72%	66%	59%

Appendix C also shows some of the relationships (or lack of relationships) between beliefs about crowding, congestion and other “overloading” concerns – discussed in the next chapter – and attitudes toward the sort of issues discussed in this chapter. For the most part, little relationship was found between these different types of attitudes, for example:

<i>Q3a. Visitor count unchanged in past 10 years</i>	Overall population/development on island:	big concern	small concern	not a concern
	% "good" for Q3a	33%	28%	31%
<i>Q3c. More cruise ships stopping at this island</i>	Overall population/development on island:	big concern	small concern	not a concern
	% "good" for Q3c	79%	81%	73%
<i>Q3e. State economists project large visitor increases</i>	Building/development in former country areas:	big concern	small concern	not a concern
	% "good" for Q3e	52%	56%	54%

However, the level of concern about “development” – while unrelated to feelings about growth in visitor levels (Q3a in above table) – did correlate with feelings about hotels (Q3d in table below), again emphasizing the different ways that residents think about growth in visitors vs. growth in visitor units:

<i>Q3d. Very few new hotels have been built in recent years</i>	Overall population/development on island:	big concern	small concern	not a concern
	% "good" for Q3d	70%	56%	51%
	Building/development in former country areas:	big concern	small concern	not a concern
	% "good" for Q3d	70%	62%	53%

IV. RESULTS: OPINIONS ON CONGESTION AND OVERLOAD

These questions comprised the bulk of the survey. Most had to do with perceived crowding (“people congestion”), traffic (“vehicle congestion”), or overdevelopment (“building congestion”), or environmental overload. “Cost of housing” was also included as a potential concern, because it has consistently been among the very highest community problems in past HTA surveys and thus provides a sort of benchmark.

The reason for focusing so much on congestion/overload is that concern about such strains from past rapid tourism growth was part of the impetus for the overall Sustainable Tourism Study. Of course, resident perceptions are not the only aspect – there may be objective impacts on infrastructure or environmental assets that the public is not aware of. Public perceptions could be either understated or over-stated. Nevertheless, many standard planning approaches to issues of capacity or limits place great weight on public perceptions.

As explained in Chapter I, the sequence of these questions was as follows:

- Determining the extent to which people expressed concern about congestion/overload in a variety of specific situations (including “overall level of population and development”). These situations – as specified in Questions 4 and 5a - 5l – were worded in general terms, not necessarily related to the visitor industry.
- Then, only for situations which the respondent said were “big concerns,” asking two follow-up questions about each such “big-concern” situation:
 - o Extent to which this situation was believed to have happened “because of too many tourists or too much tourism” (Q6a - Q6l) and
 - o Whether this issue seemed “an acceptable price to pay for economic growth” (Q7a - Q7l and Q8).
- The final opinion question in the survey (Q10) focused on “times when the number of residents and visitors begins to get too much for the infrastructure.” Respondents were asked if government should try to build more infrastructure or limit economic and population growth.

CONGESTION / OVERLOAD CONCERNS: STATEWIDE RESULTS

Exhibit IV-1 combines results from Q4 (about overall population and development for each island) with results from Q5a - Q5l (about "congestion" or "overload" in specific settings or situations). In each case, residents were asked if this was a "big concern," "small concern," or "not a concern" to them personally.

- The four areas of relatively greatest concern statewide were:
 - o *Cost of housing* (highest at 79%);
 - o *Fresh water supply running low*;⁸
 - o *Traffic in urban areas*; and
 - o *Air or water pollution*.

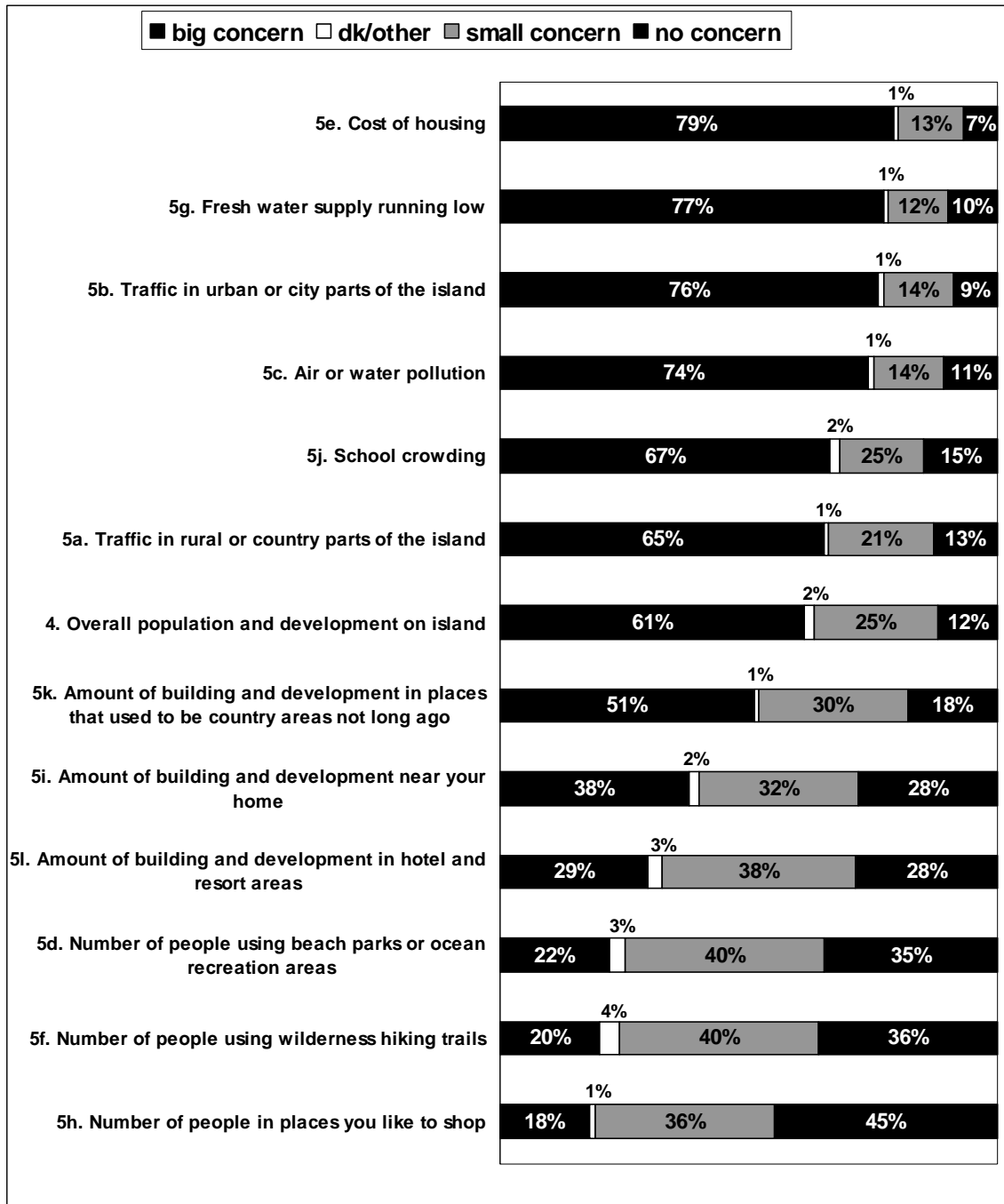
Given sampling error, all four were effectively tied for the top spot. In the 2002 HTA resident survey, "traffic" (in general) and "cost of housing" also emerged as top issues in a similar but somewhat different list of possible "community problems." However, for the past three HTA surveys, from 1999 to 2002, "air or water pollution" consistently ranked much lower. A possible explanation is that the HTA survey asked whether each thing was a concern or problem "in your community," while the current survey asked if each situation was a concern "to you personally." Thus, many Hawai'i residents may have strong *values* about the environment, even if they don't think their immediate community is threatened by pollution.

- Secondary (but still fairly high – 60%-67% level) concerns included:
 - o *School crowding*;
 - o *Traffic in rural areas*; and
 - o *Overall population/development on island*.
- Situations or settings of relatively least concern statewide were:
 - o *Number of people in places you like to shop* (lowest at 18%);
 - o *Number of people using wilderness hiking trails*; and
 - o *Number of people using beach parks or ocean recreation areas*.

The "beach parks" and "wilderness trails" items were asked in good part because planning officials interviewed earlier in 2003 reported frequent resident complaints about tourist over-use of these resources. The low numbers above do not necessarily refute such reports, as explained shortly.

⁸ To our knowledge, this is the first Hawai'i survey measuring concern about water supply relative to other issues. When initial results showed high concern levels, midway through the survey we started asking people, "Why?" Answers were diverse, but revealed (1) a definite level of anxiety, (2) heightened by the recent drought. Some also resented tourism for its water consumption.

Exhibit IV-1: Congestion / Overload Concerns – Statewide Results



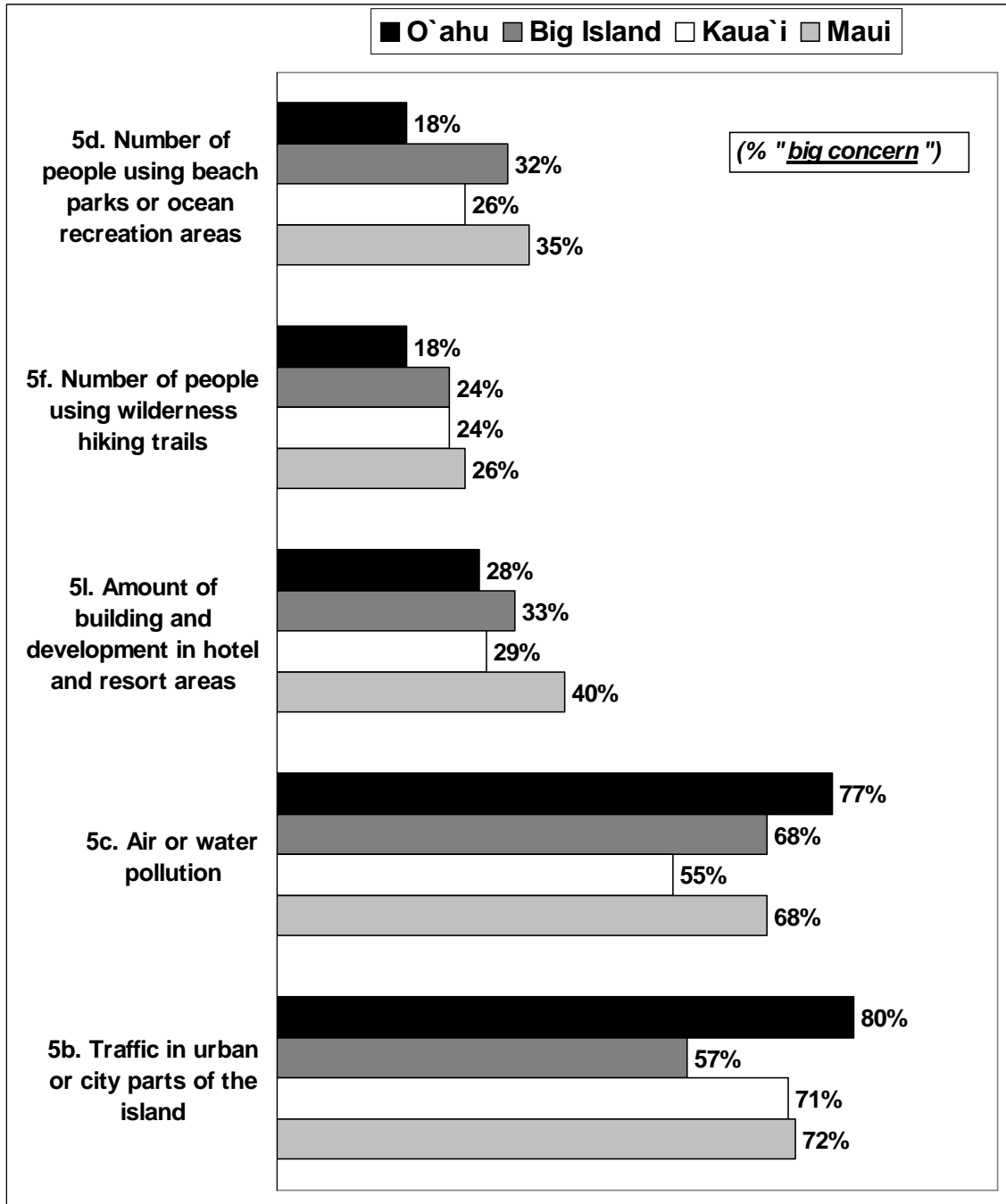
(Weighted N = 1,000)

CONGESTION / OVERLOAD CONCERNS: DIFFERENCES AMONG ISLANDS

Exhibit IV-2 shows selected island differences:

- The *beach parks* and *wilderness trail* congestion issues resonated with larger minorities on Neighbor Islands than on O`ahu.
- By contrast, O`ahu residents were somewhat more concerned than Neighbor Islanders with *urban traffic* (especially low concern on the Big Island) and *air/water pollution* (especially low concern on Kaua`i).
- Maui Island residents were more likely than residents elsewhere to register concern about *building/development in resort areas*.
- Figures in Appendix C also show Maui residents were a bit more likely to say more things overall were “big concerns.” Maui residents on average said 7.2 of the 13 items were “big concerns,” compared to 6.9 for O`ahu and 6.2 each for Kaua`i and the Big Island.

Exhibit IV-2: Congestion / Overload Concerns – Island Differences



(N = 250 per island)

ATTRIBUTING OVERLOAD CONCERNS TO TOURISM: STATEWIDE RESULTS

For each general or specific situation considered a “big concern,” respondents were asked, “*How much of that do you believe is happening because of too many tourists or tourism?*” (Note that sample sizes were smaller for these questions, and sampling error therefore larger, because they were asked only to people who had reported the situation or setting was a “big concern.”) Results are summarized in Exhibit IV-3, which preserves the order from Exhibit IV-1 showing which items had been most often named “big concerns.” Key findings:

- *Complete figures in Appendices B and C show that none of the items were believed by a majority of statewide respondents to be “mostly” due to tourism.*⁹ For ease of viewing and discussion, Exhibit IV-3 shows combined “most”/“some” figures (vs. combined “little”/“none” numbers.)
- Majorities of the concerned respondents thought tourism had at least “some” responsibility for almost all of the congestion/overload situations that bothered them. However, among people most concerned, the situations relatively most likely to be blamed on tourists/tourism were generally things that were also less likely to have been previously rated “big concerns” by the overall sample:
 - o *Number of people in places you like to shop;*
 - o *Number of people using wilderness hiking trails; and*
 - o *Number of people using beach parks of ocean recreation areas.*

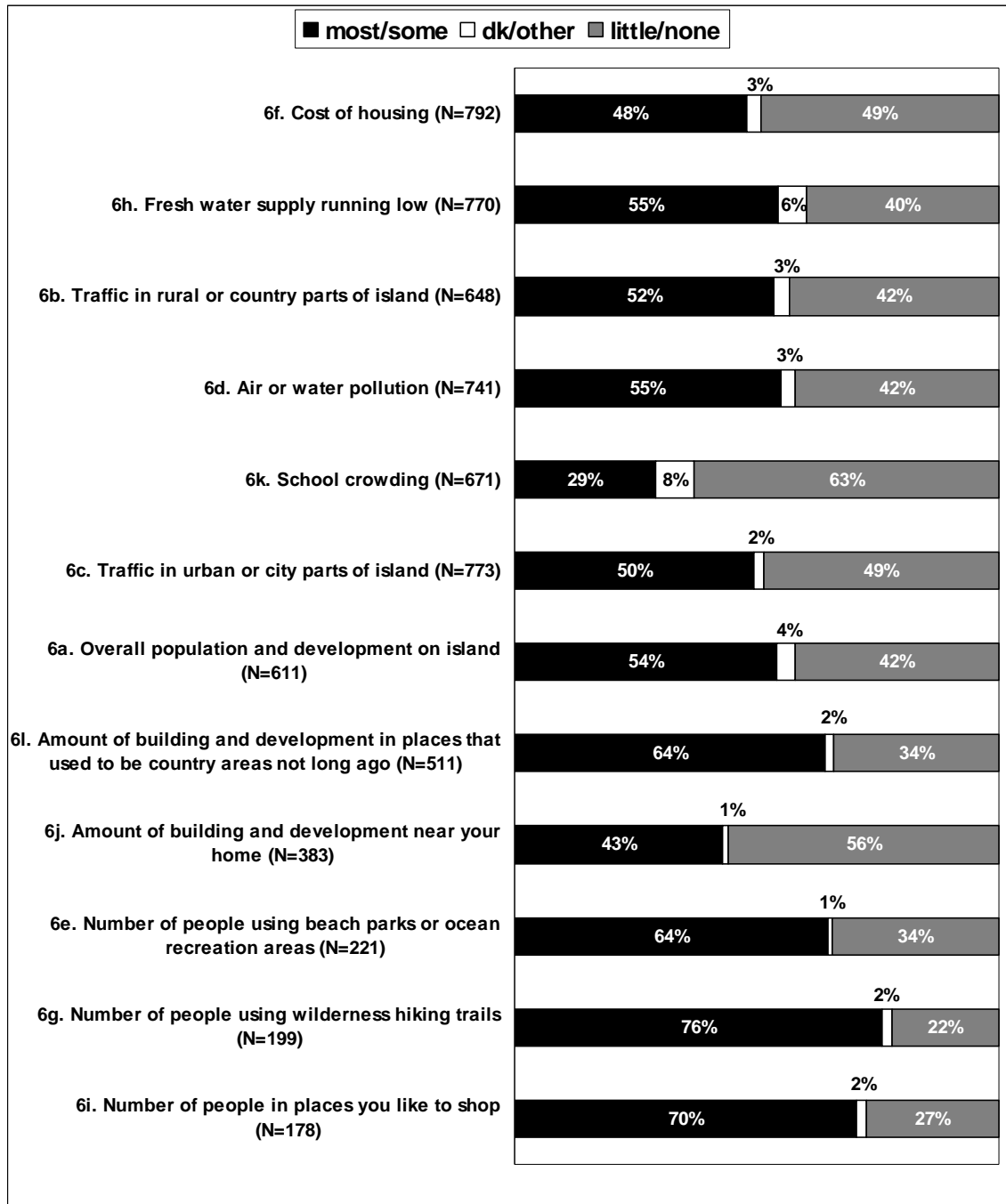
This helps explain why planning officials could report frequent complaints about tourist over-use beach parks and wilderness areas, even though these are of apparent relatively low concerns to the general public. Frequent recreational users logically would comprise a relatively small percentage of the overall population, even in Hawai'i, but would be the most likely to perceive and report greater tourist competition.

Does this mean concern about tourism impact on outdoor resources is confined to a “vocal minority?” Perhaps, but that could be a risky interpretation, given that majorities of people concerned about almost all other overload situations attributed at least some responsibility to tourists/tourism. Also, it should be noted that “*Building and development in places that were recently ‘country’*” – another item often attributed to tourism – had been a “big concern” to 51% of residents (Exhibit IV-1).

- *School crowding* was the only situation for which the majority of concerned respondents thought tourism bore “little” or “none” of the responsibility.

⁹ Except, of course, *Building/development in resort areas*. It was assumed this would be totally attributed to tourism, and so this item was not even included in this set of follow-up questions.

Exhibit IV-3: Attributing Overload to Tourism – Statewide Results



(Weighted N's vary for each item because these questions were asked only to those who answered "big concern" for each in previous questions, as listed in Exhibit IV-1. The order of items from Exhibit IV-1 has been preserved here to facilitate comparisons among that exhibit, this one, and the following Exhibit IV-5. **Caution:** Percentages here do not apply to entire sample – just those who said "big concern" on previous question. See Appendix A for alternative analysis.)

ATTRIBUTING OVERLOAD CONCERNS TO TOURISM: ISLAND DIFFERENCES

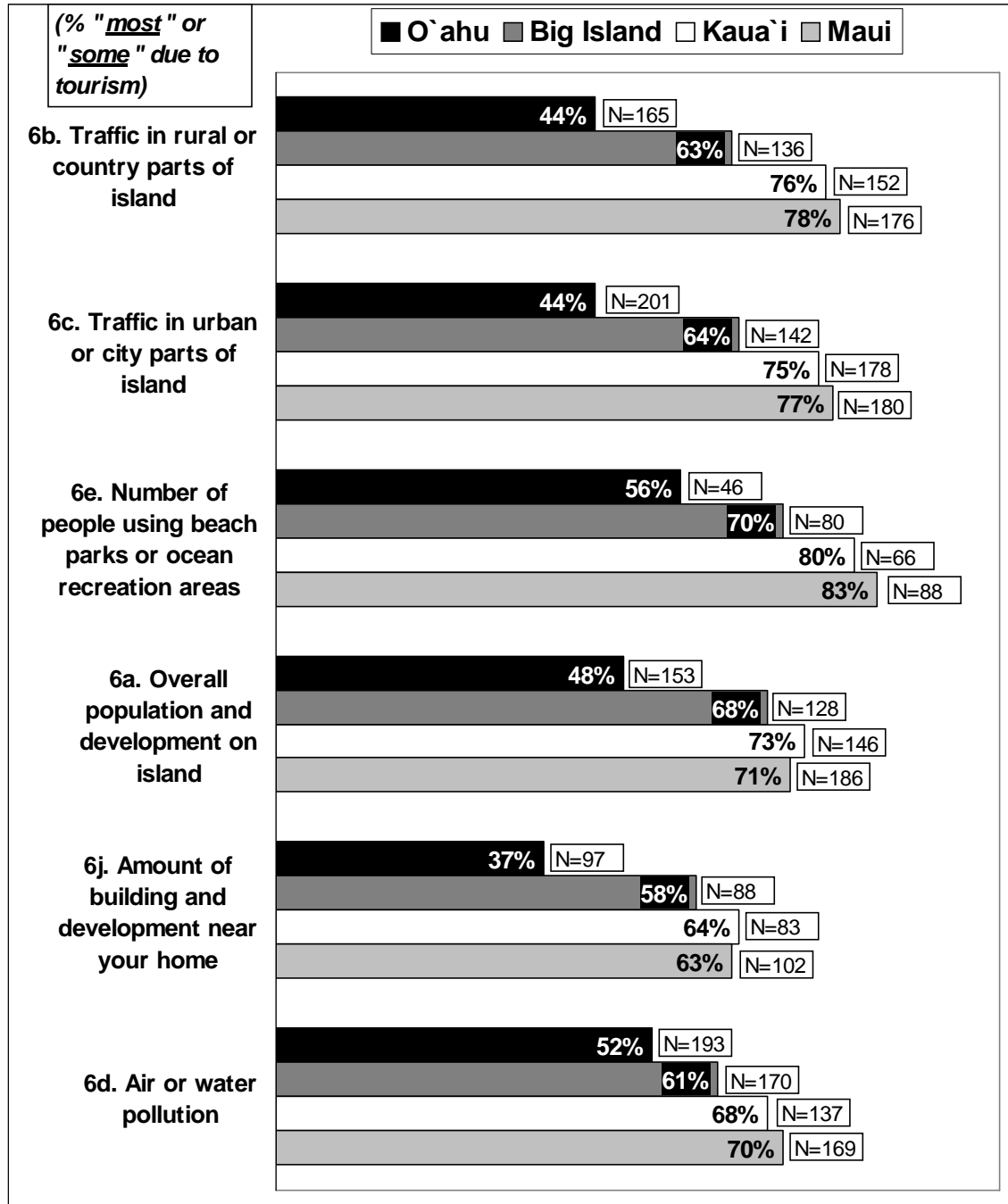
The statewide patterns just discussed are, of course, largely determined by O`ahu responses. For this set of questions, however, there were large and consistent differences between O`ahu and Neighbor Island response patterns.

Among those expressing concerns about the various “overload” situations, Neighbor Islanders – especially those on Kaua`i and Maui Island – were considerably more likely than O`ahu residents to attribute at least some of the responsibility to tourists/tourism.¹⁰ Exhibit IV-4 shows some of the items with particularly large differences.

- Concerned Neighbor Island respondents were much more likely than O`ahu residents to attribute *traffic* – whether in urban or rural settings – to tourism. On Kaua`i and Maui, traffic was among the high-concern items most often judged as being either somewhat or mostly due to tourism.
- However, the overload situation that was the very most likely to be considered (at least somewhat) attributable to tourism on Maui and Kaua`i was “*Number of people using beach parks of ocean recreation areas.*” On each of these islands, 80% or more who had considered this a big concern thought that some or most of the situation was due to tourism.
- Other situations that Neighbor Island respondents were particularly more likely to attribute to tourism, as compared to O`ahu respondents who had expressed “big concern” about each situation, included:
 - o *Overall population/development on this island;*
 - o *Amount of building/development near your home; and*
 - o *Air or water pollution.*
- Figures in Appendix C indicate that the only items not much more likely to be considered due to tourism on the Neighbor Islands were “*Number of people in places you like to shop*” and “*Number of people using wilderness hiking trails.*”
- Statewide, we previously reported a rough tendency for settings less often considered a “big concern” to be more often attributed to tourism by people who did express concern. However, that pattern was generally blurred or lost in island-specific analyses (due in part to greater sampling error for the smaller numbers of respondents on each island). The one constant finding was that concern over heavy use of *beach parks* was relatively low on all islands, but attribution to tourism relatively high.

¹⁰ Percentages saying tourism was responsible for “most” of the high-concern situations still remained below 50% on the Neighbor Islands, except that 53% of Maui Islanders who had said *Cost of housing* was a big concern also felt this was mostly because of tourism.

Exhibit IV-4: Attributing Overload to Tourism – Island Differences



(Island N's vary for each item, as indicated in exhibit, because these questions were asked only to those who answered "big concern" for each in previous questions, as shown in Exhibit IV-1.)

OVERLOAD ACCEPTABILITY: STATEWIDE RESULTS

For each general or specific situation considered a “big concern,” respondents were also asked if this situation is currently “acceptable,” “starting to be unacceptable,” or is “now unacceptable” as a price to pay for economic growth. Results are summarized in Exhibit IV-5. Key findings:

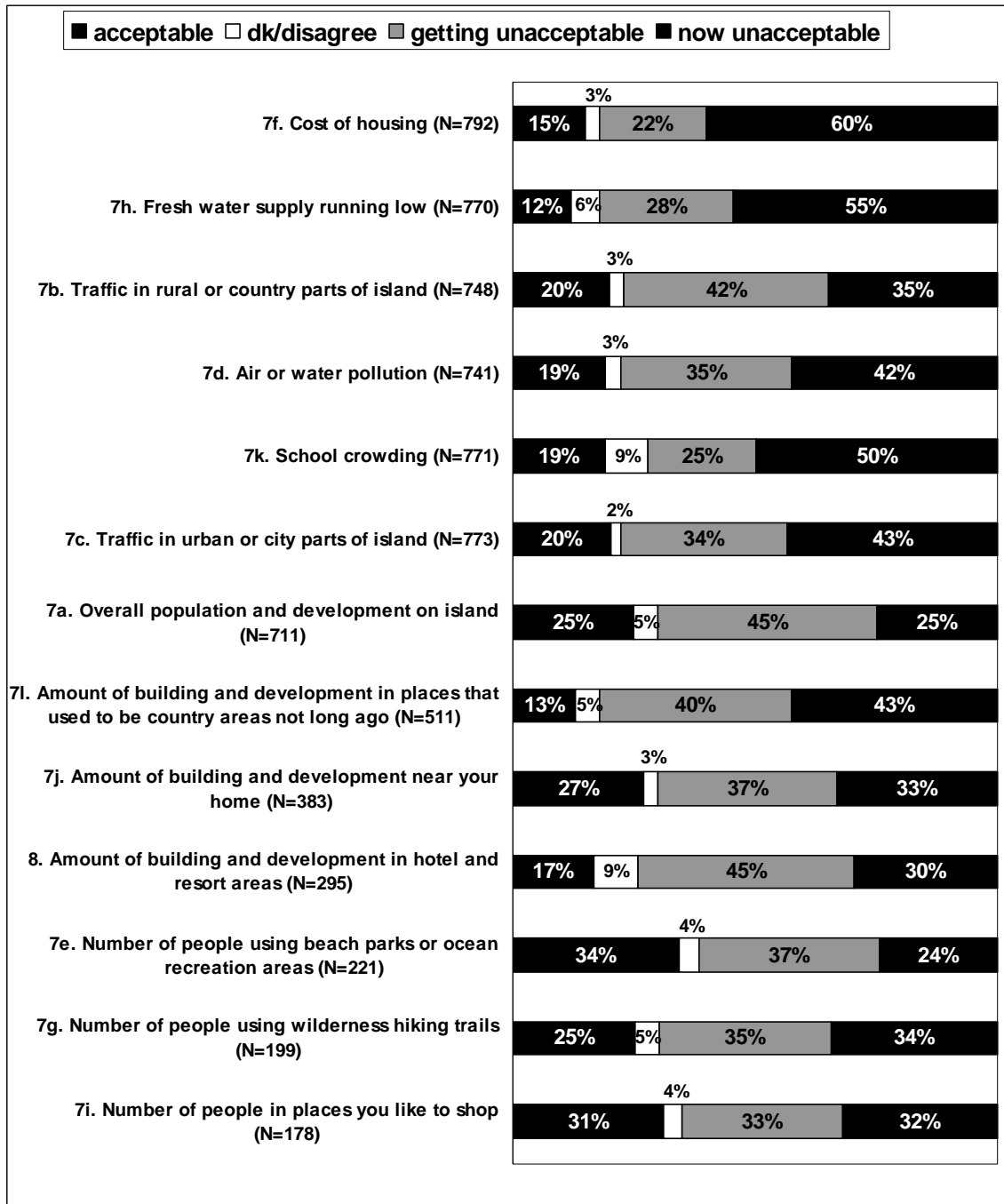
- Perhaps expectably, people agitated enough to call something a “big concern” were unlikely to call that same situation a totally “acceptable” price to pay. No item had a majority with an “acceptable” rating.
- Exhibit IV-5 shows a rough tendency for the situations most likely to be considered “big concerns” to be also considered “now unacceptable” as a price for economic benefits. This was particularly true for:
 - o *Cost of housing* (with the highest *unacceptable* rating, 60%);
 - o *Fresh water supply running low* and
 - o *School crowding*.

Interestingly, none of these highly unacceptable situations were among those that had been most likely to be blamed on tourism, at least among the total statewide sample. (See Exhibit IV-3.)

- Similarly, many of the situations least likely to be called “unacceptable” (although still rarely totally “acceptable,” either!) were (a) less likely to be called “big concerns” in the first place, but (b) were thereafter relatively more likely to be blamed on tourism. That is, a relatively small number of people was highly concerned about these things, tended to attribute them to tourism, but also tended to be *fairly* willing to accept them:
 - o *Number of people in places you like to shop*;
 - o *Number of people using wilderness hiking trails*; and
 - o *Number of people using beach parks of ocean recreation areas*.¹¹
- Two other situations – “*Fresh water supply running low*” and “*Building/development in places that were recently country*” – may be important because they do not fit the above pattern. These were “big concerns” to higher percentages of people, were equally often attributed to tourism, and were much less likely to be considered acceptable. Thus, in the public’s eyes, these may be tourism’s greatest “sustainability” challenges here.
- “*Traffic in urban areas*” and “*Air or water pollution*” were high-concern topics that ranked in the middle in terms of attributed tourism responsibility (Exhibit IV-3) and were also relatively in the middle in terms of acceptability as a price for economic benefits (Exhibit IV-5). That is, they were big concerns, moderately blamed on tourism, and fairly unacceptable.

¹¹ *Building/development in resort areas* also meets these criteria – though it was simply assumed that people concerned about this would attribute it to tourism!

Exhibit IV-5: Overload Acceptability – Statewide Results



(Weighted N's vary for each item because these questions were asked only to those who answered "big concern" for each in previous questions, as listed in Exhibit IV-1. The order of items from Exhibit IV-1 has been preserved here to facilitate comparisons among that exhibit, Exhibit IV-3, and this one.)

OVERLOAD ACCEPTABILITY: ISLAND DIFFERENCES

In contrast to the previous discussion of *strong* O`ahu vs. Neighbor Island differences when it came to attributing responsibility for overload situations to tourism/tourists, there were *almost no* meaningful or consistent differences among the islands for the “acceptability” issue.

There were certainly some differences – just not particularly large or consistent. Here are a few examples drawn the complete set of figures in Appendix C:

Q7e. Number of people using beach parks or ocean recreation areas		O`ahu	Big Island	Kaua`i	Maui Island
	acceptable	35%	34%	42%	28%
	starting to be unacceptable	39%	35%	38%	32%
	unacceptable	22%	23%	20%	39%

Q7f. Cost of housing		O`ahu	Big Island	Kaua`i	Maui Island
	acceptable	15%	21%	10%	15%
	starting to be unacceptable	21%	28%	23%	21%
	unacceptable	61%	47%	64%	61%

The point of the above comparisons is that most differences were quite small. However, one interesting, though still fairly small, is the greater tendency of Maui Islanders who were concerned about building and development in resort areas to find this an “unacceptable” prices to pay for economic growth:

Q8. Amount of building and development in hotel and resort areas		O`ahu	Big Island	Kaua`i	Maui Island
	acceptable	17%	22%	19%	10%
	starting to be unacceptable	46%	41%	38%	41%
	unacceptable	28%	28%	31%	42%

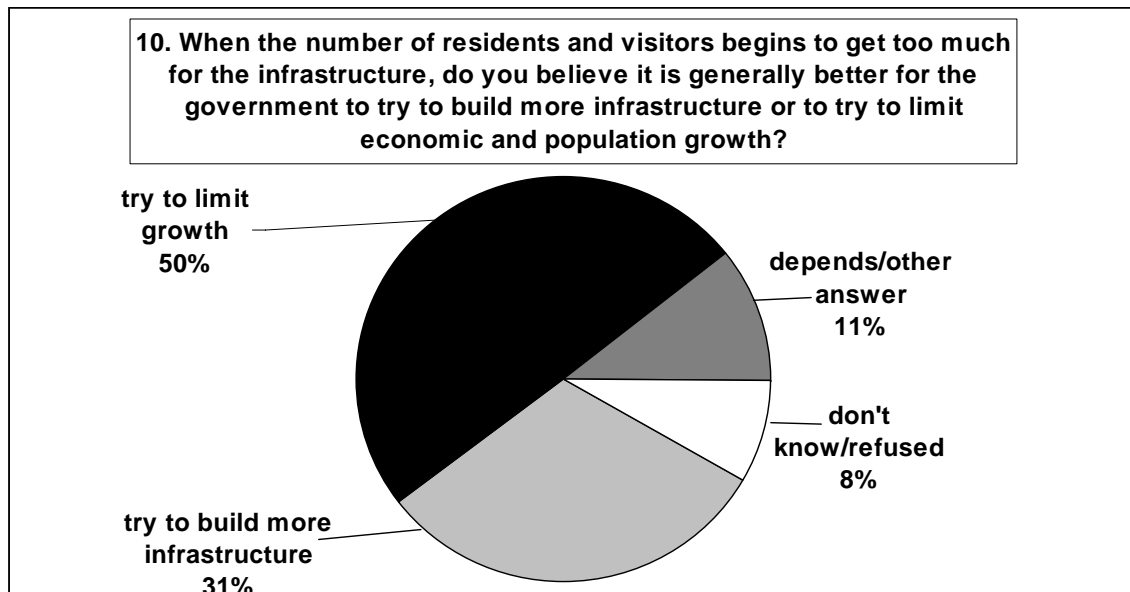
GOVERNMENT POLICY ON LIMITING GROWTH – STATEWIDE RESULTS

Q10 asked: “When the number of residents and visitors begins to get too much for the infrastructure, do you believe it is generally better for the government to try to build more infrastructure, or to try to limit economic and population growth?”

This question clearly has less to do with “sustainability” in the sense of quality, because it is more about quantity of resident or visitor growth. But it is a logical follow-up to the preceding Q9 about government’s performance in regard to maintaining infrastructure to keep up with growth.

Exhibit IV-6 shows that a bare majority (50%, plus a few decimal places) of the sample would prefer to limit growth – and only 31% would prefer to build more infrastructure.

Exhibit IV-6: Government Policy on Limiting Growth – Statewide Results

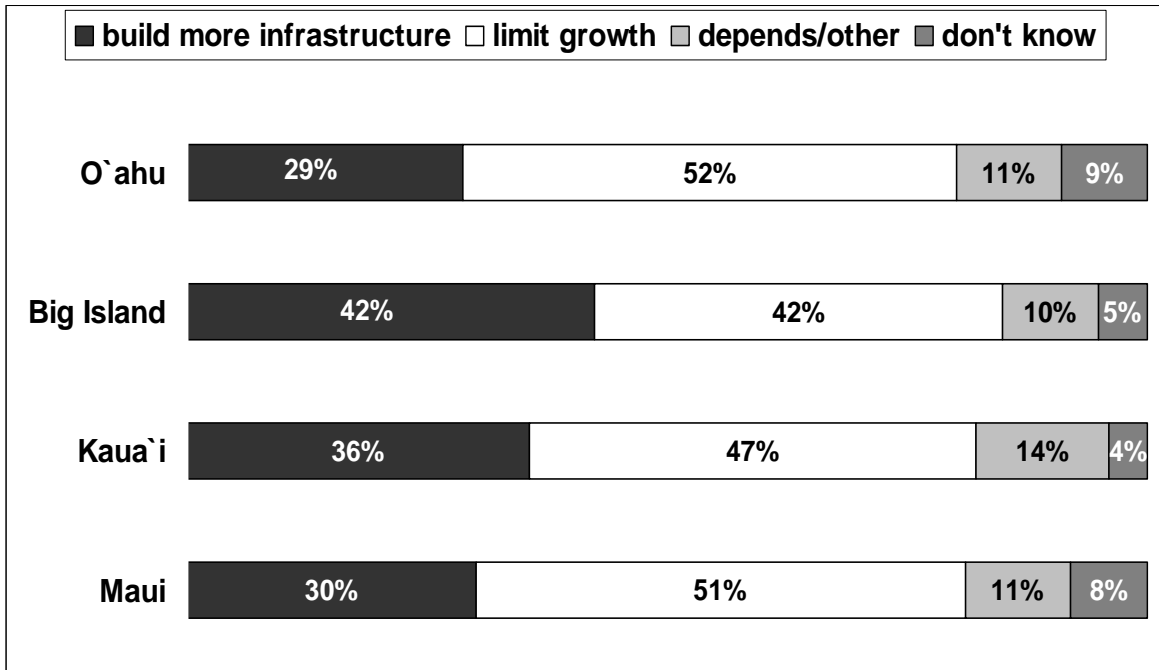


(Weighted N = 1,000)

GOVERNMENT POLICY ON LIMITING GROWTH – DIFFERENCES AMONG ISLANDS

As shown in Exhibit IV-7, Big Island residents had a somewhat higher proportion of respondents who would choose to build more infrastructure rather than limit growth. On the Big Island, the percentages for the two options were equal. On Kaua'i there was still a tendency to prefer limiting growth – just not quite to the same extent as on Maui Island or O`ahu. These two islands had the greatest tendency to want government to try to limit growth if the infrastructure is getting overwhelmed.

Exhibit IV-7: Government Policy on Limiting Growth – Island Differences



(N = 250 per island)

DEMOGRAPHIC DIFFERENCES IN RESPONSE TO QUESTIONS ABOUT OVERLOAD AND CONGESTION

For the sake of completeness, Appendix C does include information about demographic differences in regard to the questions about attributions for tourism responsibility (Q6a - Q6l) and acceptability as “prices to pay” (Q7a - Q7l and Q8). However, because of the small sample sizes for these questions, we caution that sampling error for sub-groups is so large that results should be treated with great caution.¹² Therefore, we will focus here primarily on those questions asked to the entire sample – level of concern about “overload” issues (Q4 and Q5a - Q5l) and preference for limiting growth vs. expanding infrastructure (Q10).

Again, the principal finding is that demographic characteristics have little effect on most attitudes of the sort being measured in this survey. There were some very slight tendencies for lifetime residents (and/or those of Native Hawaiian and Japanese ancestry) to express a few more “big concerns.” But things like age, gender, and visitor industry workforce affiliation had little or no consistent effect, except perhaps for the tendency of the non-employed (a mix of the unemployed, housewives, students, etc.) to have a few *less* “big concerns.” This is shown below in the average number of “big concern” responses for Q4 and Q5a - Q5l.

Average number of “big concerns” for Q4 and Q5a - Q5l (range was 0 to 13; average for overall sample was 6.8)	Age:		under 35	35 to 44	45 to 54	55 or older
	Average:		6.6	7.1	7.4	6.3
	Length of Residence:		10 years or less	11 – 20 years	more than 20 years	lifetime resident
	Average:		6.4	6.5	6.4	7.0
	Job Type:		visitor industry	other private business	government/nonprofit	not employed
	Average:		7.1	7.3	6.8	6.1
	Ethnicity:	Caucasian	Filipino	Hawaiian	Japanese	Mixed/Other
Average:	6.3	6.5	7.0	7.2	7.3	

Attitudes about growth and development seem to relate far more to individual values and philosophy than to demographics. So it is perhaps unsurprising that people who are more concerned about development/building levels are also more likely to favor limiting growth than expanding infrastructure:

Q10 – When growth exceeds infrastructure, should govt. build more infrastructure or limit growth?	Overall population/development on island:		big concern	small concern	not a concern
	% “limit growth”		53%	51%	39%
	Building/development in former country areas		big concern	small concern	not a concern
	% “limit growth”		61%	41%	36%

¹² Nevertheless, a few of these differences are quite interesting – e.g., the fact that older and/or lifetime residents concerned about *beach park* crowding are much less likely to find this an “acceptable” price to pay for economic growth than are younger people and/or newcomers.

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APPENDIX A: ALTERNATIVE ANALYSES OF “ATTRIBUTING OVERLOAD CONCERNS TO TOURISM” AND “ACCEPTABILITY”

In the preceding Chapter IV, Exhibit IV-1 showed statewide results for the percentage answering “big concern” to each potential overload issue. Only those people who answered “big concern” were then asked several follow-up questions, including the extent to which these concerns were (1) attributed to (i.e., felt to be the responsibility of) tourists or tourism, and (2) felt to be acceptable or unacceptable prices to pay for economic growth.

In Chapter IV, we presented results for both the “attribution” and the “acceptability” questions based on the *number of people who were asked the question*, which was of course less than the total sample. Statewide results were shown in Exhibit IV-3 and IV-5, respectively. An alternative approach would be to present results based on the *total sample* – that is:

- For the tourism attribution questions, multiply “big concern” percentages for each item in Exhibit IV-1 by “most/some” percentages for corresponding items in Exhibit IV-3. This results in the percentage of the total sample which thinks that a given overload setting is both a big concern and also fairly attributable to tourism ... giving a sort of “**impact index**” that measures combined concern and feelings that tourism is responsible.
- For the acceptability questions, multiply the same “big concern” percentages by “now unacceptable” percentages for corresponding items in Exhibit IV-5. This results in the percentage of the total sample which thinks that a given overload setting is both a big concern and is also a currently unacceptable price to pay for economic growth ... giving a sort “**growth irritation index**” that refines the original major concerns by accentuating those thought most pressing and unacceptable.

(A further step might have been to examine percentages of the total sample which thought each overload setting was not only a big concern, but also attributable to tourism and a currently unacceptable price to pay. However, we concluded the sample size did not permit reliable analysis at that level.)

THE “IMPACT INDEX:” STATEWIDE RESULTS

Exhibit A-1 shows the results of multiplying each item's “big concern” percentage by its subsequent percentage attributed mostly or somewhat to tourism.

By this approach, “high-impact” congestion/overload settings include:

- *Fresh water supply running low;*
- *Air or water pollution;*
- *Traffic in rural parts of island; and*
- *Cost of housing*

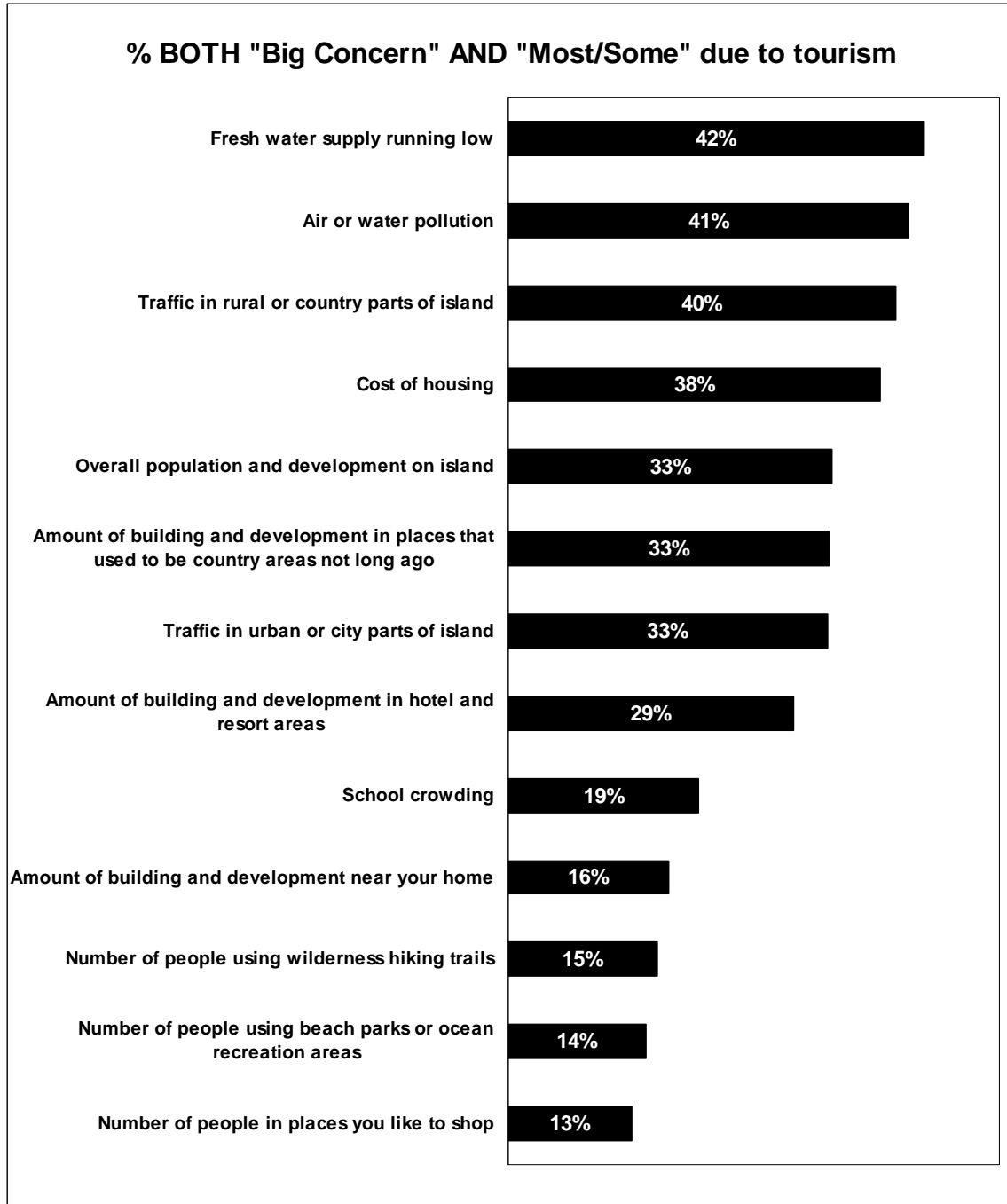
And the “low-impact” settings by this approach include:

- *Number of people in place you like to shop;*
- *Number of people using beach parks; and*
- *Number of people using wilderness hiking trails*

Several observations about this pattern:

1. The high-impact settings specify fundamental natural resources and social infrastructure as most critical. Impacts associated with simple “number of people” are generally not so critical. Settings that have to do with “building and development” end up in the middle. As previously suggested, Hawai'i residents seem less concerned with growing numbers of people than with growing numbers of buildings ... but cars, housing costs, and natural resources are more important yet.
2. For the most part, the high-impact overload settings are things due to any sort of population increase. The settings most directly related to tourism tend to end up toward the bottom of Exhibit A-1. (This, of course, was more directly shown and discussed in Chapter IV.)

Exhibit A-1: Alternative Analysis of Attributing Overload to Tourism – Statewide Results



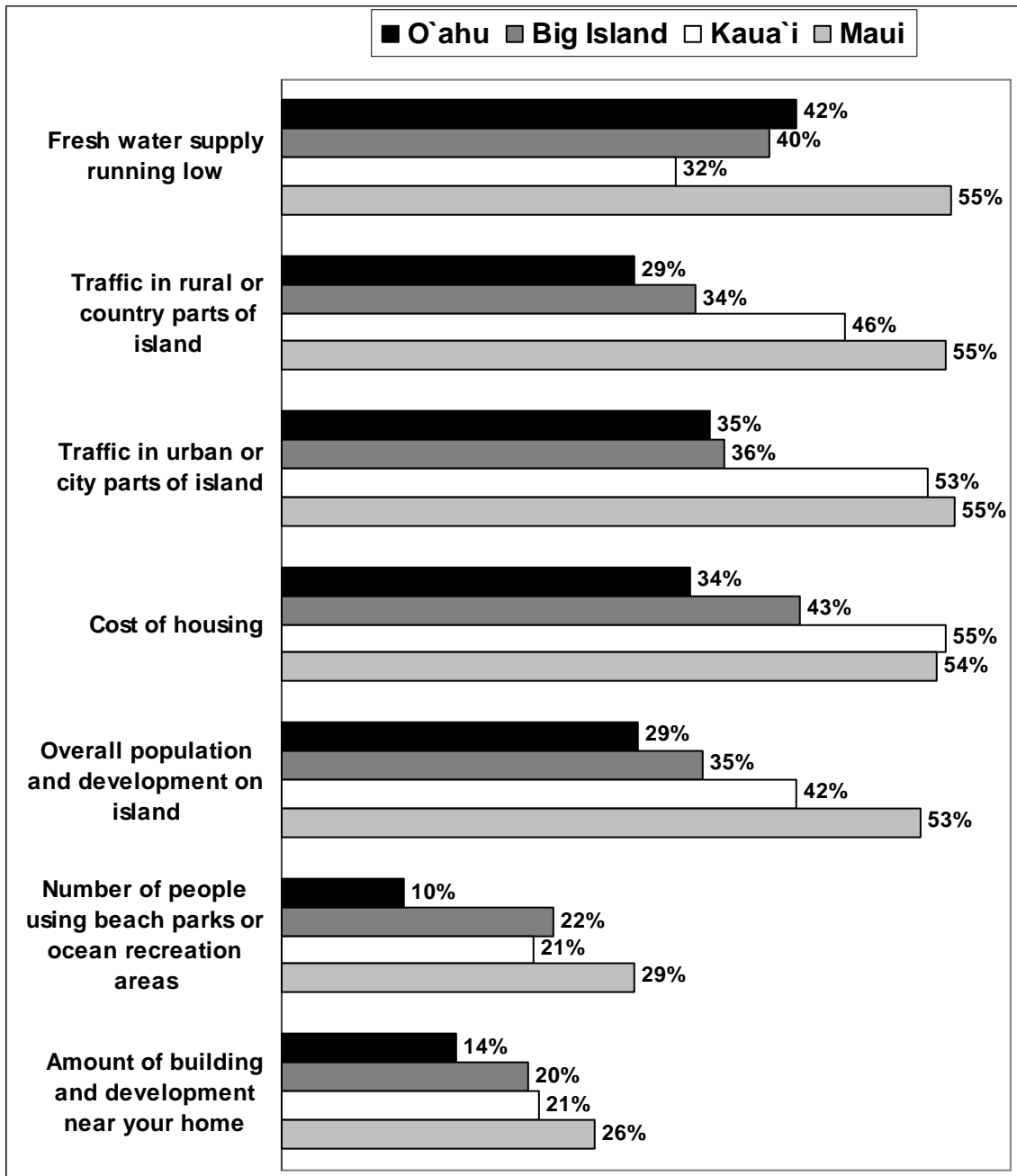
(Weighted N = 1,000; the 29% figure for “Amount of building and development in hotel and resort areas” based solely on the percentage “big concern,” as it was assumed this would be attributed entirely to tourism.)

THE “IMPACT INDEX:” ISLAND DIFFERENCES

Exhibit A-2 shows all the items for which major differences are apparent, and almost all of them tell similar stories:

- Maui Island residents are the most likely have high levels of concern for which tourism is held at least somewhat responsible.
- Kaua'i residents are often neck-and-neck with Maui, except for their lower index ratings for *water supply*.
- On other items, O'ahu residents have the lowest level of concerns attributed to tourism, which is consistent with most of the results in the earlier Exhibit IV-4.

Exhibit A-2: Alternative Analysis of Attributing Overload to Tourism – Island Differences



(N = 250 per island)

THE “GROWTH IRRITATION INDEX:” STATEWIDE RESULTS

Exhibit A-3 shows the results of multiplying each item's “big concern” percentage by its subsequent percentage considered “now unacceptable.” Note that this provides a refined measure of the level of concern about various possible overload issues due to growth in general, not necessarily tourism-specific growth.

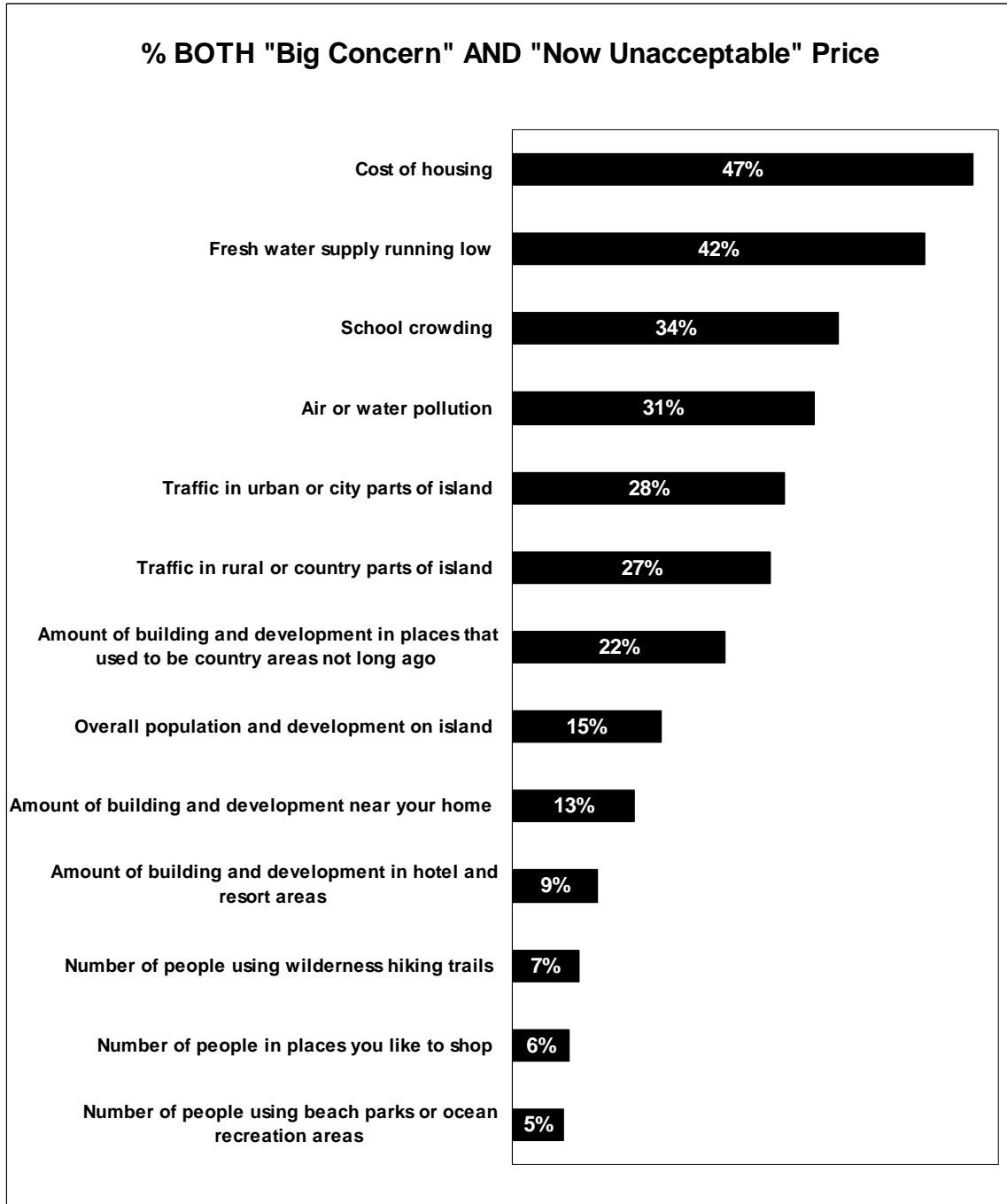
The order of the items is of course somewhat similar to the order from the original Exhibit IV-1, based solely on the “big concern” percentage. Most of the items in Exhibit A-3 are ranked almost the same as they were on Exhibit IV-1.

“Cost of housing” and *“Fresh water supply running low”* emerge as the top two issues in both exhibits (and, for that matter, were the top two “unacceptable” items in Exhibit IV-5 as well).

But the further screening for “unacceptability” does show one clear difference in comparison to the original Exhibit IV-1 rankings: “School crowding” is sufficiently unacceptable that it moves into the third-ranked position in this analysis.

It may be recalled that school crowding was relatively little attributed to tourism. It is simply a fairly large public concern that is considered a particularly unacceptable price to pay for economic growth – topped only by housing cost and fresh water depletion.

Exhibit A-3: Alternative Analysis of Overload Acceptability – Statewide Results



(Weighted N = 1,000)

THE “GROWTH IRRITATION INDEX:” ISLAND DIFFERENCES

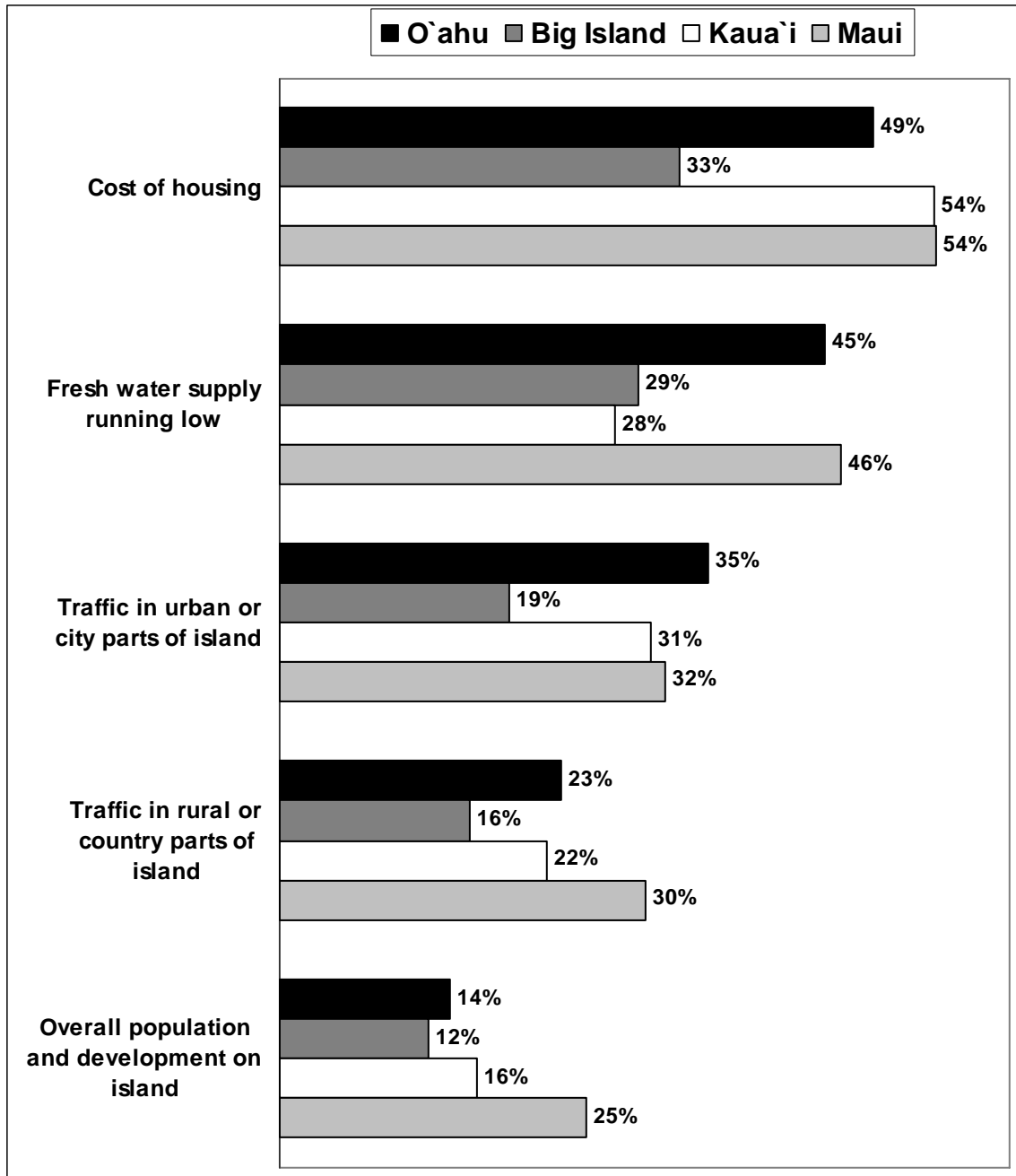
Exhibit A-4 shows those items for which island differences were particularly apparent for the “growth irritation index.”

As before, the consistent finding is that Maui Island residents are among the most irritated by various growth overload problems.

Kaua`i residents join Maui Islanders in being most concerned about housing costs, but by these measures it is often O`ahu people who feel as strongly as Maui residents do about certain issues – particularly *water supply* depletion.

Big Islanders tend to have the lowest rates of “unacceptable big concerns” – perhaps reflecting cultural differences between the two Neighbor Islands about the extent to which strong feelings are either held or expressed.

Exhibit A-4: Alternative Analysis of Overload Acceptability – Island Differences



(N = 250 per island)

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APPENDIX B: SURVEY QUESTIONNAIRE AND STATE RESULTS

The following pages contain the original “hard-copy” questionnaire prior to programming into the CATI computerized interviewing software, as administered by Market Trends Pacific, Inc.

Also shown are weighted statewide results for each question.

2003 Sustainable Tourism Survey

Reference No. _____
 Time Ended _____
 Time Started _____
 Total Minutes _____

SAMPLE = 1,000 (Weighted Statewide Total Results)

Date: _____
 Interviewer Name _____ Interviewer ID _____
 Respondent Name _____ Telephone _____

Hello, good morning/afternoon/evening, I'm _____ from Market Trends Pacific, a professional survey research center in Hawai'i. Today we're conducting a short survey on residents' attitudes on public issues in Hawai'i. Let me assure you this survey is to get your opinions only, and we're not selling anything. Let me also assure you that all of your answers will be kept completely confidential.

A. Are you a full-time Hawai'i resident who is 18 years of age or older? YES ← CONTINUE
 NO ← TERMINATE

1. Overall, how good a job do you think this island's visitor industry does for each of the following things – a very good job, fairly good job, fairly poor job, or very poor job? [ROTATE STARTING POINT]

	very good	fairly good	mixed/neutral	fairly poor	very poor	DK
a. Treating Native Hawaiian culture in an accurate and respectful way	13%	38%	16%	18%	11%	5%
b. Conserving natural resources like water and energy	12%	35%	19%	19%	10%	5%
c. Supporting local charities or community projects	15%	40%	18%	12%	5%	10%
d. Helping protect the environment from pollution and over-use	11%	30%	21%	21%	13%	5%
e. Giving visitors a good sense of Hawai'i's history and peoples	19%	39%	14%	17%	6%	6%
f. Helping other local businesses profit from tourist dollars	13%	37%	17%	14%	6%	12%
g. Providing local residents with training needed for better jobs in the industry	9%	30%	21%	19%	12%	10%
h. Making local residents feel welcome in hotels and other visitor-oriented facilities	23%	43%	12%	11%	6%	5%
i. Taking a leadership role in solving community problems	8%	28%	20%	23%	13%	8%
j. Making visitors happy enough to want to come back again	31%	45%	11%	5%	3%	5%
k. Planning resort areas to fit the landscape in an attractive way	18%	44%	16%	10%	8%	4%
l. Providing jobs	17%	37%	14%	20%	9%	3%

2. Overall, how good a job do you think government has done on the following things related to tourism – very good, fairly good, fairly poor, or very poor? [ROTATE]

	very good	fairly good	mixed/neutral	fairly poor	very poor	DK
a. Maintaining public roads, sewers and water supply for resort areas	19%	35%	16%	13%	8%	9%
b. Planning and controlling tourism-related growth	10%	37%	19%	16%	8%	10%
c. Helping to advertise and market this particular island	29%	37%	12%	12%	5%	7%
d. Balancing the economic benefits from tourism against the need to control problems caused by tourism	6%	32%	25%	17%	9%	12%
e. Providing public access to beaches in resort areas	24%	36%	13%	12%	10%	6%

3. Now I'm going to read you some things happening in Hawai'i's tourism industry. For each one, please tell me if you think this is good or bad? [NOTE: IF RESPONDENT DOUBTS OR DISAGREES THIS THING IS HAPPENING IN HAWAII, ASK:] If it is true, do you think this is good or bad?

	<u>Good</u>	<u>Bad</u>	<u>Mixed</u>	<u>DK</u>
a. The total number of visitors to the state is about the same as it was ten years ago	31%	14%	50%	5%
b. Many big hotels are turning some hotel rooms into timeshare units or adding new rooms that are timeshares	47%	19%	25%	9%
c. More cruise ships are stopping at this island	79%	11%	9%	2%
d. Very few new hotels have been built in recent years	64%	14%	18%	3%
e. State economists think the average number of tourists in Hawai'i on any one day will grow from 165,000 last year to 240,000 over the next 12 years	53%	18%	24%	4%
f. Increasing numbers of vacation homes have been built in resort areas	49%	15%	28%	8%
g. Increasing numbers of vacation homes have been built outside resort areas on subdivided agricultural lands	21%	14%	56%	9%
h. There is a growing number of bed-and-breakfasts (with on-site hosts) in some residential parts of this island	61%	14%	19%	7%
i. There is a growing number of vacation rental houses (with no on-site hosts) in some residential parts of this island	41%	18%	32%	9%

4. I'd like to ask about the overall level of population and development on this island – does that feel like a big concern, small concern, or no concern to you personally?

Big concern.....	61%
Small concern.....	25%
No concern.....	12%
(Expressed opposite viewpoint – “good thing”).....	1%
Refused/don't know.....	1%

5. Now I'm going to read a list of other possible community concerns. Again, please tell me if this feels like a big concern, small concern, or not a concern to you personally. [ROTATE]

	<u>Big Concern</u>	<u>Small Concern</u>	<u>Not a Concern</u>	<u>Expressed Opposite View</u>	<u>Ref./ Don't Know</u>
a. Traffic in rural or country parts of the island	65%	21%	13%	0%	1%
b. Traffic in urban or city parts of the island	76%	14%	9%	0%	1%
c. Air or water pollution	74%	14%	11%	0%	1%
d. Number of people using beach parks or ocean recreation areas	22%	40%	35%	1%	2%
e. Cost of housing	79%	13%	7%	0%	1%
f. Number of people using wilderness hiking trails	20%	40%	36%	1%	3%
g. Fresh water supply running low	77%	12%	10%	0%	1%
h. Number of people in places you like to shop	18%	36%	45%	0%	1%
i. Amount of building and development near your home	39%	32%	28%	0%	2%
j. School crowding	67%	17%	15%	0%	2%
k. Amount of building and development in places that used to be country areas not long ago	51%	30%	18%	0%	1%
l. Amount of building and development in hotel and resort areas	30%	39%	29%	1%	3%

6. [IF NO ANSWER OF "BIG CONCERN" TO ANY OF THE PRECEDING QUESTIONS Q4 OR Q5a – k, THEN SKIP THIS QUESTION AND Q7 – GO STRAIGHT TO Q8.]

Earlier you said you felt that [READ FIRST QUALIFYING ITEM BELOW] is a big concern. How much of that do you believe is happening because of too many tourists or too much tourism: Most of it, some of it, a little of it, or none of it? [READ ONLY THOSE ITEMS THAT QUALIFY, ACCORDING TO PRIOR RESPONSE]

	<u>most</u>	<u>some</u>	<u>little</u>	<u>none</u>	<u>other</u> <u>reply</u>	<u>don't</u> <u>know</u>
a. [IF Q4=1] Overall population and development on island	21%	34%	24%	18%	1%	3%
b. [IF Q5a=1] Traffic in rural or country parts of island	21%	31%	28%	21%	0%	1%
c. [IF Q5b=1] Traffic in urban or city parts of island	20%	30%	30%	19%	1%	1%
d. [IF Q5c=1] Air or water pollution	24%	31%	24%	18%	2%	1%
e. [IF Q5d=1] Number of people using beach parks or ocean recreation areas	35%	29%	21%	14%	0%	1%
f. [IF Q5e=1] Cost of housing	25%	23%	25%	26%	1%	2%
g. [IF Q5f=1] Number of people using wilderness hiking trails	44%	32%	12%	10%	2%	0%
h. [IF Q5g=1] Fresh water supply running low	22%	33%	25%	15%	2%	4%
i. [IF Q5h=1] Number of people in places you like to shop	39%	31%	15%	12%	0%	2%
j. [IF Q5i=1] Amount of building & development near your home	24%	19%	22%	34%	0%	1%
k. [IF Q5j=1] School crowding	15%	14%	22%	41%	1%	7%
l. [IF Q5k=1] Amount of building and development in places that used to be country areas not long ago	32%	32%	19%	15%	0%	2%

7. Some people say these things are an acceptable price to pay for economic growth, whether from tourism or other economic activities. Other people feel such things are an unacceptable price to pay. For each of the things you said were big concerns, please tell me if you feel it is currently an acceptable price to pay for economic benefits, is starting to be unacceptable, or is now an unacceptable price for economic benefits.

	<u>acceptable</u>	starting to be unac- <u>ceptable</u>	now unac- <u>ceptable</u>	(disagree, no eco- nomic tie)	<u>DK/</u> <u>other</u>
a. [IF Q4=1] Overall population and development on island	26%	45%	25%	3%	2%
b. [IF Q5a=1] Traffic in rural or country parts of island	20%	42%	35%	1%	2%
c. [IF Q5b=1] Traffic in urban or city parts of island	20%	35%	43%	1%	2%
d. [IF Q5c=1] Air or water pollution	19%	35%	42%	1%	2%
e. [IF Q5d=1] Number of people using beach parks or ocean recreation areas	34%	37%	24%	2%	2%
f. [IF Q5e=1] Cost of housing	15%	22%	60%	1%	2%
g. [IF Q5f=1] Number of people using wilderness hiking trails	25%	35%	34%	3%	2%
h. [IF Q5g=1] Fresh water supply running low	12%	28%	55%	1%	5%
i. [IF Q5h=1] Number of people in places you like to shop	31%	33%	32%	3%	1%
j. [IF Q5i=1] Amount of building & development near your home	27%	37%	33%	1%	2%
k. [IF Q5j=1] School crowding	19%	22%	50%	2%	7%
l. [IF Q5k=1] Amount of building and development in places that used to be country areas not long ago	13%	40%	43%	1%	4%

8. [ASK ONLY IF ANSWER TO Q5] = 1 (“Big Concern”); OTHERWISE SKIP TO Q9] Earlier you said that “Amount of building and development in hotel and resort areas” is a big concern on your island. Do you feel that is currently an acceptable price to pay for the economic benefits of tourism, is starting to be unacceptable, or is now an unacceptable price for economic benefits?

	<u>acceptable</u>	starting to be unac- <u>ceptable</u>	now unac- <u>ceptable</u>	(disagree, no eco- nomic tie)	DK/ other
[IF Q5]=1] Amount of building and development in hotel and resort areas	17%	45%	30%	1%	8%

9. The word “infrastructure” means the physical things that government builds to keep our society working – things like roads, schools, parks, sewer lines, and so forth. Overall, how good a job has government done in building new infrastructure to keep up with growth in resident and visitor population – very good, fairly good, fairly poor, or very poor?

Very good	6%
Fairly good	38%
(Mixed/neutral)	13%
Fairly poor	27%
Very poor	20%
(Don't know/refused)	3%

10. When the number of residents and visitors begins to get too much for the infrastructure, do you believe it is generally better for the government to try to build more infrastructure or to try to limit economic and population growth?

Try build more infrastructure	31%
Try limit growth	50%
Depends/other answer	11%
Don't know/refused	8%

11. These last questions are just for statistical purposes. Are you currently employed?

Yes	69%	→	ASK Q12A
No	31%	→	ASK Q12B
Refused	0%	→	

12. [READ DIFFERENT INITIAL SENTENCE DEPENDING ON ANSWER ABOVE:]

- A. Would you say your job is actually part of the visitor industry? [IF YES, OR IF RESPONDENT HAS SEVERAL JOBS AND AT LEAST ONE IS IN VISITOR INDUSTRY, MARK “1.” IF NO, ASK B.]
- B. Have you ever worked in the visitor industry? [IF YES, MARK “2.” IF NO, ASK C.]
- C. Does anyone else in this household currently work in the visitor industry? [IF YES, MARK “3.” IF NO, MARK “4”.]

Respondent now works in visitor industry	24%
Respondent onced worked in visitor industry	20%
Other household member in visitor industry	5%
No household affiliation with visitor industry	51%
Refused/DK/Other Answers	0%

13. [IF ANSWER TO Q12 WAS "1," DO NOT READ – MARK "1" HERE AND GO TO Q14. OR ... IF ANSWER TO Q11 WAS "2," DO NOT READ – MARK "5" HERE AND GO TO Q14.]

Do you personally work for a private business or for government? [IF SEVERAL JOBS, ASK ABOUT MAIN ONE.]	[visitor industry]24% [non-visitor] private business26% government16% other/nonprofit3% not employed31% don't know/no response0%
---	---

14. In which age category are you?	Under 259% 25 to 3416% 35 to 4422% 45 to 5421% 55 to 6416% 65 or older13% [Refused]3%
------------------------------------	---

15. What is your ethnic identification? [IF MORE THAN ONE:] With which do you identify the most?	Caucasian30% Filipino10% Hawaiian or part-Hawaiian21% Japanese17% Mixed, non-Hawaiian8% Other12% [Refused]3%
--	--

16. Have you lived in Hawai'i pretty much all your life? [IF NO:] How long have you lived in Hawai'i?	Yes, lifetime resident58% 5 years or less14% 11 – 20 years14% More than 20 years13% [Refused/other reply]1%
---	---

17. Which of the following categories includes your total annual family income before taxes for 2002? Just stop me when I reach the correct category.	Less than \$25,0009% \$25,000 but less than \$35,00019% \$35,000 but less than \$50,00012% \$50,000 but less than \$75,00015% \$75,000 but less than \$100,0007% \$100,000 and over6% [Refused]43%
---	--

18. Gender [RECORD, DO NOT ASK]	Male37% Female63%
---------------------------------	----------------------------------

19. Island [RECORD, DO NOT ASK]	O`ahu25% Maui25% Kaua`i25% Big Island25%
---------------------------------	---

In case my supervisor would like to verify this survey, may I have just your first name please? [RECORD RESPONDENT NAME ON COVER.] And that was my last question. Thank you very much for your time and cooperation in completing this survey!

APPENDIX C: CROSS-TABULATIONS

The following cross-tabulations show:

- Island results (with unweighted bases);
- Workforce affiliation results (i.e., whether people reported currently working in the visitor industry by various other possible workforce or employment statuses);
- Other demographic results (with weighted bases); and
- Analyses by level of concern for selected “overload” issues.

The demographic analyses omit income levels because of the particularly high refusal rates encountered for that variable in this survey.

Q1: Overall, how good a job do you think this island's visitor industry does

		Total	Island				Visitor industry employment				Work for private business or government				Gender	
			O'ahu	Big Island	Kaua'i	Mauai	works in visitor industry	worked in visitor industry	other house hold member in visitor industry	no affiliation with visitor industry	visitor industry	other private business	govern ment/ nonprofit	not employed	male	female
q1a: Treating Native Hawaiian culture in an accurate and respectful way	very good	13%	12%	16%	15%	12%	16%	10%	2%	13%	16%	11%	12%	12%	12%	13%
	fairly good	38%	39%	37%	36%	32%	34%	38%	33%	40%	34%	36%	37%	42%	37%	38%
	mixed/neutral	16%	16%	14%	18%	18%	13%	13%	14%	19%	13%	24%	16%	13%	13%	18%
	fairly poor	18%	18%	18%	19%	18%	23%	18%	22%	16%	23%	14%	23%	15%	22%	16%
	very poor	11%	10%	13%	6%	14%	10%	17%	23%	7%	10%	8%	10%	14%	11%	10%
	don't know	5%	5%	2%	6%	5%	3%	4%	7%	5%	3%	8%	2%	4%	4%	5%
q1b: Conserving natural resources like water and energy	very good	12%	12%	14%	14%	8%	16%	7%	10%	12%	16%	11%	8%	12%	13%	11%
	fairly good	35%	35%	36%	40%	27%	33%	29%	19%	40%	33%	33%	34%	37%	33%	36%
	mixed/neutral	19%	21%	12%	16%	20%	13%	23%	21%	21%	13%	24%	19%	21%	20%	19%
	fairly poor	19%	17%	21%	15%	27%	19%	19%	27%	17%	19%	20%	24%	14%	19%	18%
	very poor	10%	9%	11%	8%	15%	14%	15%	15%	6%	14%	6%	10%	10%	11%	9%
	don't know	5%	6%	6%	7%	4%	5%	6%	7%	5%	5%	6%	4%	6%	4%	6%
q1c: Supporting local charities or community projects	very good	15%	14%	16%	21%	16%	15%	19%	11%	14%	15%	18%	13%	12%	15%	15%
	fairly good	40%	40%	36%	44%	42%	39%	40%	33%	42%	39%	35%	44%	43%	41%	40%
	mixed/neutral	18%	18%	19%	14%	16%	22%	16%	17%	17%	22%	20%	16%	14%	17%	19%
	fairly poor	12%	13%	13%	8%	8%	14%	13%	16%	11%	14%	12%	15%	9%	14%	11%
	very poor	5%	4%	6%	2%	5%	5%	5%	9%	4%	5%	5%	4%	4%	6%	4%
	don't know	10%	10%	9%	11%	12%	5%	8%	14%	13%	5%	9%	7%	17%	8%	12%
q1d: Helping protect the environment from pollution and over-use	very good	10%	11%	11%	14%	6%	12%	8%	14%	10%	12%	11%	11%	9%	13%	9%
	fairly good	30%	29%	33%	32%	28%	30%	30%	14%	31%	30%	29%	28%	32%	32%	28%
	mixed/neutral	21%	23%	13%	14%	22%	18%	17%	24%	25%	18%	26%	20%	21%	20%	22%
	fairly poor	21%	20%	21%	22%	26%	22%	20%	25%	20%	22%	21%	19%	20%	17%	23%
	very poor	13%	12%	14%	12%	15%	14%	18%	16%	9%	14%	9%	16%	12%	13%	12%
	don't know	5%	5%	7%	6%	4%	4%	6%	7%	5%	4%	4%	6%	6%	5%	5%
q1e: Giving visitors a good sense of Hawai'i's history and peoples	very good	19%	18%	22%	24%	20%	21%	19%	8%	19%	21%	17%	14%	23%	17%	21%
	fairly good	39%	40%	37%	41%	36%	40%	35%	48%	39%	40%	41%	30%	41%	38%	39%
	mixed/neutral	14%	14%	13%	9%	18%	12%	13%	6%	17%	12%	16%	18%	12%	12%	15%
	fairly poor	17%	17%	16%	15%	16%	20%	17%	20%	15%	20%	14%	26%	11%	23%	13%
	very poor	5%	5%	8%	6%	7%	4%	9%	6%	5%	4%	7%	5%	6%	4%	6%
	don't know	6%	6%	5%	5%	4%	4%	7%	12%	5%	4%	5%	7%	7%	5%	6%
q1f: Helping other local businesses profit from tourist dollars	very good	13%	12%	16%	17%	14%	18%	12%	8%	12%	18%	9%	11%	14%	15%	12%
	fairly good	37%	36%	38%	46%	35%	34%	27%	63%	39%	34%	36%	43%	35%	38%	36%
	mixed/neutral	17%	18%	15%	11%	17%	15%	19%	10%	18%	15%	22%	17%	15%	15%	19%
	fairly poor	14%	14%	17%	10%	19%	17%	21%	5%	12%	17%	14%	17%	12%	17%	13%
	very poor	6%	6%	7%	6%	6%	9%	10%		5%	9%	5%	6%	7%	6%	7%
	don't know	12%	14%	7%	10%	8%	6%	11%	14%	15%	6%	14%	7%	17%	8%	14%
Base	1000	250	250	250	250	242	196	51	509	242	264	182	307	373	627	

Q1: Overall, how good a job do you think this island's visitor industry does

		Island				Visitor industry employment				Work for private business or government				Gender		
		Total	O'ahu	Big Island	Kaua'i	Maui	works in visitor industry	worked in visitor industry	other house hold member in visitor industry	no affiliation with visitor industry	visitor industry	other private business	government/nonprofit	not employed	male	female
q1g: Providing local residents with training needed for better jobs in the industry	very good	9%	9%	7%	12%	9%	16%	13%	2%	5%	16%	8%	6%	6%	10%	8%
	fairly good	30%	31%	22%	26%	34%	26%	24%	34%	34%	26%	31%	30%	32%	29%	31%
	mixed/neutral	21%	21%	18%	20%	20%	20%	16%	33%	21%	20%	23%	21%	18%	17%	23%
	fairly poor	19%	18%	23%	23%	19%	23%	20%	13%	17%	23%	13%	25%	16%	21%	17%
	very poor	12%	12%	20%	11%	9%	12%	22%	11%	9%	12%	14%	8%	13%	14%	11%
	don't know	10%	10%	11%	8%	10%	3%	5%	9%	14%	3%	11%	10%	14%	9%	10%
q1h: Making local residents feel welcome in hotels and other visitor-oriented facilities	very good	23%	22%	26%	28%	18%	23%	14%	15%	26%	23%	29%	15%	22%	25%	21%
	fairly good	43%	44%	44%	39%	39%	43%	40%	42%	45%	43%	36%	45%	48%	41%	45%
	mixed/neutral	12%	12%	12%	9%	16%	14%	16%	22%	9%	14%	12%	14%	11%	14%	11%
	fairly poor	11%	10%	8%	13%	16%	9%	15%	9%	10%	9%	13%	13%	9%	9%	12%
	very poor	6%	6%	8%	6%	8%	7%	11%	3%	4%	7%	5%	6%	6%	7%	6%
	don't know	5%	6%	2%	4%	4%	5%	3%	8%	6%	5%	5%	6%	5%	4%	5%
q1i: Taking a leadership role in solving community problems	very good	8%	8%	6%	13%	5%	12%	7%	1%	7%	12%	6%	7%	7%	11%	6%
	fairly good	28%	28%	29%	30%	27%	28%	26%	31%	29%	28%	29%	25%	30%	24%	31%
	mixed/neutral	20%	20%	18%	15%	22%	18%	14%	19%	23%	18%	16%	25%	21%	14%	23%
	fairly poor	23%	23%	25%	21%	23%	19%	27%	26%	24%	19%	26%	25%	23%	30%	19%
	very poor	13%	13%	13%	13%	14%	14%	20%	16%	9%	14%	15%	11%	11%	15%	12%
	don't know	8%	8%	9%	7%	9%	8%	7%	7%	8%	8%	8%	7%	8%	7%	8%
q1j: Making visitors happy enough to want to come back again	very good	31%	29%	31%	48%	43%	42%	30%	30%	27%	42%	26%	24%	33%	36%	29%
	fairly good	45%	46%	44%	36%	39%	38%	40%	47%	49%	38%	52%	47%	42%	38%	48%
	mixed/neutral	11%	11%	10%	6%	9%	8%	15%	10%	10%	8%	8%	12%	14%	12%	10%
	fairly poor	5%	5%	7%	5%	4%	5%	4%		6%	5%	4%	9%	3%	6%	4%
	very poor	3%	4%	3%	1%	2%	5%	5%		2%	5%	3%	2%	3%	5%	2%
	don't know	5%	6%	4%	4%	3%	2%	6%	13%	5%	2%	7%	6%	5%	2%	7%
q1k: Planning resort areas to fit the landscape in an attractive way	very good	18%	17%	23%	22%	17%	19%	15%	11%	20%	19%	17%	12%	22%	16%	19%
	fairly good	44%	45%	41%	42%	42%	40%	41%	60%	46%	40%	46%	50%	42%	45%	44%
	mixed/neutral	16%	16%	14%	10%	17%	14%	21%	17%	15%	14%	19%	20%	13%	18%	15%
	fairly poor	10%	9%	11%	12%	15%	17%	9%	4%	8%	17%	6%	12%	8%	10%	10%
	very poor	8%	8%	7%	8%	6%	8%	11%	2%	7%	8%	8%	5%	9%	8%	8%
	don't know	4%	4%	5%	6%	3%	3%	3%	7%	5%	3%	5%	1%	6%	4%	4%
q1l: Providing jobs	very good	17%	17%	14%	18%	21%	21%	12%	6%	18%	21%	15%	13%	17%	16%	17%
	fairly good	37%	36%	36%	43%	38%	31%	29%	37%	42%	31%	40%	45%	34%	40%	35%
	mixed/neutral	14%	15%	14%	10%	11%	17%	11%	20%	14%	17%	16%	13%	12%	12%	16%
	fairly poor	20%	21%	21%	19%	17%	21%	33%	16%	16%	21%	17%	21%	21%	20%	20%
	very poor	8%	8%	13%	7%	10%	8%	13%	9%	7%	8%	7%	7%	10%	10%	8%
	don't know	3%	3%	3%	4%	2%	1%	2%	12%	4%	1%	4%	1%	5%	3%	3%
Base	1000	250	250	250	250	242	196	51	509	242	264	182	307	373	627	

Q1: Overall, how good a job do you think this island's visitor industry does

		Total	Age				Ethnic identification						Length of Hawaii residence			
			under 35	35 to 44	45 to 54	55 or older	Caucasian	Filipino	Hawaiian or part-Hawaiian	Japanese	Mixed, non-Hawaiian	Other	10 years or less	11 – 20 years	more than 20 years	lifetime resident
q1a: Treating Native Hawaiian culture in an accurate and respectful way	very good	13%	23%	7%	9%	11%	15%	12%	11%	7%	10%	19%	29%	7%	15%	9%
	fairly good	38%	34%	37%	42%	39%	36%	38%	28%	46%	48%	40%	33%	25%	37%	42%
	mixed/neutral	16%	16%	18%	17%	14%	16%	19%	15%	14%	23%	17%	12%	28%	17%	14%
	fairly poor	18%	14%	21%	20%	20%	21%	15%	25%	19%	7%	11%	10%	18%	17%	21%
	very poor	11%	8%	10%	12%	12%	7%	13%	18%	10%	5%	7%	7%	18%	11%	10%
	don't know	5%	5%	8%	1%	3%	5%	2%	3%	5%	7%	7%	9%	5%	3%	4%
q1b: Conserving natural resources like water and energy	very good	12%	16%	12%	8%	11%	10%	8%	11%	14%	5%	23%	12%	19%	10%	11%
	fairly good	35%	38%	25%	36%	39%	35%	53%	32%	24%	29%	43%	39%	32%	27%	36%
	mixed/neutral	19%	21%	25%	17%	17%	19%	27%	15%	26%	27%	9%	23%	22%	17%	18%
	fairly poor	19%	15%	18%	24%	18%	22%	6%	20%	26%	16%	10%	13%	16%	26%	19%
	very poor	10%	6%	10%	14%	9%	10%	4%	13%	7%	14%	5%	8%	10%	11%	10%
	don't know	5%	5%	9%	1%	6%	4%	1%	9%	3%	9%	9%	5%	1%	8%	6%
q1c: Supporting local charities or community projects	very good	15%	14%	16%	9%	19%	12%	22%	12%	16%	21%	16%	7%	18%	13%	16%
	fairly good	40%	41%	36%	44%	39%	36%	43%	38%	45%	31%	51%	44%	39%	37%	40%
	mixed/neutral	18%	19%	24%	20%	13%	22%	13%	21%	10%	28%	14%	21%	23%	17%	17%
	fairly poor	12%	14%	12%	12%	10%	13%	11%	16%	16%	6%	4%	11%	6%	18%	13%
	very poor	5%	4%	2%	10%	4%	4%	3%	6%	4%	10%	3%	3%	5%	4%	5%
	don't know	10%	8%	10%	6%	15%	13%	8%	8%	9%	5%	12%	15%	11%	11%	9%
q1d: Helping protect the environment from pollution and over-use	very good	10%	22%	7%	6%	6%	10%	19%	7%	9%	9%	16%	14%	11%	7%	10%
	fairly good	30%	22%	27%	29%	35%	23%	43%	38%	26%	25%	29%	31%	17%	27%	33%
	mixed/neutral	21%	23%	26%	16%	22%	17%	27%	18%	28%	32%	21%	15%	30%	27%	20%
	fairly poor	21%	16%	21%	29%	19%	33%	3%	16%	23%	16%	13%	26%	21%	22%	19%
	very poor	13%	12%	13%	18%	10%	12%	8%	13%	13%	13%	14%	8%	18%	9%	13%
	don't know	5%	5%	6%	2%	7%	6%	1%	8%	2%	5%	7%	6%	4%	8%	5%
q1e: Giving visitors a good sense of Hawai'i's history and peoples	very good	19%	29%	13%	15%	19%	19%	23%	15%	19%	20%	24%	26%	17%	20%	18%
	fairly good	39%	36%	40%	39%	41%	36%	53%	41%	38%	30%	40%	40%	38%	35%	40%
	mixed/neutral	14%	14%	13%	15%	13%	16%	8%	11%	16%	19%	16%	15%	20%	11%	13%
	fairly poor	17%	8%	24%	20%	17%	19%	8%	16%	26%	17%	8%	9%	15%	15%	19%
	very poor	5%	7%	3%	7%	5%	5%	4%	7%	1%	4%	7%	8%	7%	9%	4%
	don't know	6%	6%	8%	4%	5%	4%	4%	9%	1%	9%	6%	3%	3%	10%	6%
q1f: Helping other local businesses profit from tourist dollars	very good	13%	15%	14%	13%	13%	15%	8%	12%	11%	22%	15%	22%	10%	11%	13%
	fairly good	37%	44%	33%	38%	31%	34%	52%	31%	41%	19%	43%	33%	29%	37%	39%
	mixed/neutral	17%	19%	23%	18%	13%	20%	14%	15%	13%	20%	25%	21%	30%	6%	16%
	fairly poor	14%	11%	11%	17%	18%	14%	6%	22%	18%	14%	8%	5%	15%	25%	14%
	very poor	6%	6%	9%	6%	6%	5%	7%	6%	6%	17%	1%	4%	7%	9%	6%
	don't know	12%	6%	10%	8%	20%	12%	14%	14%	11%	8%	8%	14%	9%	13%	12%
	Base	1000	250	224	205	294	300	96	211	168	83	115	140	138	134	583

Q1: Overall, how good a job do you think this island's visitor industry does

		Age					Ethnic identification						Length of Hawaii residence			
		Total	under 35	35 to 44	45 to 54	55 or older	Caucasian	Filipino	Hawaiian or part-Hawaiian	Japanese	Mixed, non-Hawaiian	Other	10 years or less	11 – 20 years	more than 20 years	lifetime resident
q1g: Providing local residents with training needed for better jobs in the industry	very good	9%	13%	7%	11%	5%	4%	14%	9%	5%	18%	10%	7%	6%	8%	10%
	fairly good	30%	30%	26%	29%	34%	32%	34%	31%	31%	13%	31%	30%	25%	42%	28%
	mixed/neutral	21%	16%	24%	22%	22%	18%	26%	17%	27%	25%	21%	21%	21%	23%	20%
	fairly poor	19%	23%	21%	14%	16%	24%	20%	19%	20%	12%	11%	14%	23%	9%	21%
	very poor	12%	7%	14%	19%	11%	11%	1%	18%	7%	20%	13%	12%	18%	11%	11%
	don't know	10%	11%	8%	5%	11%	10%	5%	5%	11%	13%	15%	16%	7%	7%	9%
q1h: Making local residents feel welcome in hotels and other visitor-oriented facilities	very good	23%	30%	22%	16%	22%	30%	23%	17%	11%	30%	27%	27%	24%	27%	21%
	fairly good	43%	42%	42%	52%	40%	43%	44%	37%	47%	46%	49%	48%	50%	34%	42%
	mixed/neutral	12%	10%	13%	14%	13%	9%	14%	12%	19%	5%	17%	12%	10%	4%	15%
	fairly poor	11%	8%	13%	10%	11%	8%	14%	16%	14%	9%	2%	2%	6%	17%	13%
	very poor	6%	5%	6%	7%	7%	6%	1%	9%	5%	5%	2%	6%	9%	10%	4%
	don't know	5%	6%	4%	2%	7%	4%	5%	9%	4%	4%	3%	6%	0%	7%	5%
q1i: Taking a leadership role in solving community problems	very good	8%	10%	8%	7%	5%	7%	6%	10%	5%	8%	9%	7%	13%	2%	8%
	fairly good	28%	32%	22%	27%	31%	24%	40%	25%	33%	20%	30%	26%	22%	23%	32%
	mixed/neutral	20%	20%	20%	19%	19%	19%	15%	22%	19%	20%	25%	18%	23%	28%	17%
	fairly poor	23%	18%	25%	26%	25%	32%	23%	14%	26%	25%	17%	27%	24%	20%	23%
	very poor	13%	11%	15%	17%	11%	11%	8%	17%	12%	18%	12%	12%	11%	14%	13%
	don't know	8%	8%	9%	4%	9%	7%	7%	12%	5%	9%	7%	9%	7%	13%	7%
q1j: Making visitors happy enough to want to come back again	very good	31%	42%	26%	29%	29%	38%	29%	37%	16%	38%	24%	42%	37%	42%	25%
	fairly good	45%	42%	43%	50%	44%	44%	50%	46%	45%	27%	51%	40%	37%	25%	52%
	mixed/neutral	11%	8%	12%	11%	12%	9%	13%	8%	14%	14%	11%	11%	11%	12%	10%
	fairly poor	5%	2%	11%	2%	5%	3%	4%	3%	11%	6%	6%	3%	5%	9%	5%
	very poor	3%	3%	3%	4%	4%	3%	3%	2%	6%	8%	3%	3%	9%	1%	3%
	don't know	5%	3%	6%	4%	5%	4%	4%	4%	8%	8%	4%	2%	1%	12%	5%
q1k: Planning resort areas to fit the landscape in an attractive way	very good	18%	19%	17%	12%	22%	20%	25%	14%	11%	26%	23%	28%	23%	21%	14%
	fairly good	44%	46%	43%	49%	40%	50%	37%	39%	42%	35%	52%	48%	40%	38%	45%
	mixed/neutral	16%	20%	19%	12%	13%	17%	12%	16%	19%	20%	12%	20%	16%	12%	16%
	fairly poor	10%	9%	11%	10%	11%	8%	7%	14%	15%	9%	5%	3%	9%	13%	12%
	very poor	8%	1%	9%	13%	9%	2%	10%	15%	10%	5%	4%	1%	9%	7%	9%
	don't know	4%	4%	2%	3%	5%	3%	8%	2%	3%	5%	4%	1%	3%	10%	4%
q1l: Providing jobs	very good	17%	20%	15%	15%	16%	15%	12%	15%	21%	24%	15%	22%	14%	17%	16%
	fairly good	37%	38%	35%	40%	34%	40%	38%	30%	32%	32%	47%	35%	35%	38%	38%
	mixed/neutral	14%	14%	19%	15%	12%	17%	14%	16%	16%	13%	8%	16%	16%	10%	15%
	fairly poor	20%	20%	19%	18%	25%	16%	27%	27%	20%	17%	16%	12%	22%	23%	21%
	very poor	8%	5%	8%	11%	9%	8%	7%	10%	7%	11%	10%	9%	11%	7%	8%
	don't know	3%	3%	4%	0%	4%	3%	1%	3%	4%	4%	4%	6%	3%	3%	3%
Base		1000	250	224	205	294	300	96	211	168	83	115	140	138	134	583

Q1: Overall, how good a job do you think this island's visitor industry does

		Total	Overall level of population and development on this island			Building and development in places that used to be country			Building and development in hotel and resort areas			Total 'big concern' responses for Q4, Q5			
			big concern	small concern	no concern	big concern	small concern	not a concern	big concern	small concern	not a concern	0-4	5-6	7-8	9-13
q1a: Treating Native Hawaiian culture in an accurate and respectful way	very good	13%	12%	15%	14%	10%	18%	14%	8%	14%	17%	21%	13%	9%	9%
	fairly good	38%	34%	45%	43%	36%	40%	39%	41%	37%	37%	46%	40%	30%	37%
	mixed/neutral	16%	17%	16%	12%	19%	16%	8%	20%	16%	11%	9%	16%	21%	17%
	fairly poor	18%	22%	13%	11%	20%	17%	17%	18%	20%	17%	8%	18%	26%	19%
	very poor	11%	12%	8%	9%	13%	5%	13%	12%	10%	12%	9%	6%	10%	16%
	don't know	5%	4%	3%	11%	2%	5%	10%	1%	4%	7%	7%	6%	3%	3%
q1b: Conserving natural resources like water and energy	very good	12%	11%	10%	23%	10%	10%	21%	9%	14%	13%	18%	11%	9%	11%
	fairly good	35%	34%	38%	36%	34%	39%	30%	36%	35%	33%	36%	39%	34%	31%
	mixed/neutral	19%	20%	18%	16%	20%	22%	13%	19%	19%	21%	17%	25%	19%	18%
	fairly poor	19%	20%	18%	12%	19%	18%	19%	18%	20%	17%	12%	16%	27%	18%
	very poor	10%	12%	7%	8%	12%	6%	9%	14%	8%	9%	7%	6%	7%	18%
	don't know	5%	4%	9%	4%	4%	5%	8%	4%	4%	6%	10%	4%	5%	4%
q1c: Supporting local charities or community projects	very good	15%	15%	12%	17%	17%	10%	18%	16%	17%	10%	11%	21%	10%	17%
	fairly good	40%	42%	42%	33%	41%	44%	32%	42%	43%	34%	36%	41%	39%	44%
	mixed/neutral	18%	18%	20%	17%	19%	20%	13%	20%	17%	19%	19%	15%	22%	16%
	fairly poor	12%	11%	13%	12%	11%	13%	14%	12%	12%	13%	10%	11%	16%	12%
	very poor	5%	4%	3%	11%	5%	5%	3%	5%	2%	8%	4%	6%	4%	5%
	don't know	10%	10%	10%	10%	7%	7%	20%	6%	8%	15%	20%	6%	10%	6%
q1d: Helping protect the environment from pollution and over-use	very good	10%	9%	10%	19%	10%	10%	14%	9%	11%	13%	14%	12%	8%	8%
	fairly good	30%	30%	28%	31%	28%	34%	28%	30%	30%	27%	32%	27%	33%	27%
	mixed/neutral	21%	21%	21%	22%	20%	26%	19%	18%	21%	26%	23%	25%	20%	17%
	fairly poor	21%	23%	21%	12%	25%	18%	16%	25%	23%	16%	12%	20%	24%	25%
	very poor	13%	13%	12%	8%	15%	9%	9%	15%	11%	11%	5%	12%	13%	18%
	don't know	5%	3%	8%	9%	3%	2%	14%	3%	4%	8%	13%	4%	1%	4%
q1e: Giving visitors a good sense of Hawai'i's history and peoples	very good	19%	18%	21%	24%	19%	18%	23%	19%	19%	19%	21%	20%	20%	16%
	fairly good	39%	36%	45%	42%	36%	44%	40%	38%	44%	35%	48%	39%	33%	38%
	mixed/neutral	14%	14%	15%	9%	14%	16%	11%	15%	12%	16%	11%	15%	17%	13%
	fairly poor	17%	22%	11%	7%	20%	14%	13%	19%	17%	16%	6%	17%	20%	22%
	very poor	5%	6%	4%	7%	7%	4%	3%	7%	5%	6%	3%	5%	7%	7%
	don't know	6%	4%	4%	11%	4%	4%	11%	2%	3%	8%	12%	5%	4%	3%
q1f: Helping other local businesses profit from tourist dollars	very good	13%	13%	12%	13%	15%	11%	10%	10%	11%	17%	17%	10%	14%	13%
	fairly good	37%	35%	43%	38%	38%	35%	37%	43%	39%	30%	32%	35%	39%	40%
	mixed/neutral	17%	17%	17%	21%	18%	19%	12%	17%	17%	18%	17%	18%	16%	19%
	fairly poor	14%	16%	11%	13%	13%	16%	16%	17%	14%	15%	12%	17%	14%	15%
	very poor	6%	8%	4%	4%	7%	5%	8%	7%	6%	6%	4%	6%	7%	8%
	don't know	12%	12%	13%	11%	9%	13%	17%	6%	12%	15%	18%	14%	11%	6%
Base		1000	611	251	124	511	298	176	295	385	284	219	236	261	284

Q1: Overall, how good a job do you think this island's visitor industry does

		Total	Overall level of population and development on this island			Building and development in places that used to be country			Building and development in hotel and resort areas			Total 'big concern' responses for Q4, Q5			
			big concern	small concern	no concern	big concern	small concern	not a concern	big concern	small concern	not a concern	0-4	5-6	7-8	9-13
q1g: Providing local residents with training needed for better jobs in the industry	very good	9%	9%	11%	7%	9%	8%	10%	10%	9%	8%	7%	7%	6%	14%
	fairly good	30%	28%	35%	33%	25%	39%	29%	24%	37%	29%	38%	30%	27%	26%
	mixed/neutral	21%	20%	23%	17%	22%	20%	18%	24%	19%	18%	19%	21%	20%	21%
	fairly poor	19%	20%	16%	16%	19%	19%	18%	19%	22%	17%	14%	21%	20%	19%
	very poor	12%	13%	10%	14%	15%	8%	9%	18%	8%	14%	9%	10%	16%	13%
	don't know	10%	10%	6%	13%	9%	6%	16%	6%	6%	14%	12%	11%	10%	7%
q1h: Making local residents feel welcome in hotels and other visitor-oriented facilities	very good	23%	19%	27%	32%	22%	22%	28%	15%	23%	30%	33%	17%	21%	21%
	fairly good	43%	43%	47%	41%	45%	44%	40%	48%	49%	33%	40%	43%	49%	41%
	mixed/neutral	12%	12%	13%	8%	11%	11%	16%	14%	10%	13%	13%	17%	8%	12%
	fairly poor	11%	13%	8%	9%	11%	15%	5%	14%	10%	10%	5%	12%	10%	15%
	very poor	6%	7%	3%	9%	7%	4%	6%	7%	4%	8%	3%	8%	6%	7%
	don't know	5%	6%	3%	1%	4%	5%	6%	3%	4%	5%	6%	3%	6%	4%
q1i: Taking a leadership role in solving community problems	very good	8%	7%	8%	13%	8%	5%	11%	6%	9%	8%	8%	10%	5%	9%
	fairly good	28%	24%	38%	37%	27%	29%	30%	32%	29%	25%	37%	28%	24%	27%
	mixed/neutral	20%	21%	19%	17%	17%	25%	18%	21%	17%	21%	20%	19%	20%	20%
	fairly poor	23%	28%	16%	15%	25%	23%	21%	21%	29%	21%	15%	27%	26%	24%
	very poor	13%	14%	12%	10%	16%	9%	9%	16%	11%	13%	8%	11%	16%	16%
	don't know	8%	7%	7%	8%	6%	8%	10%	4%	6%	11%	13%	5%	9%	5%
q1j: Making visitors happy enough to want to come back again	very good	31%	30%	32%	38%	27%	33%	40%	24%	30%	40%	37%	36%	30%	25%
	fairly good	45%	45%	47%	39%	53%	40%	30%	58%	47%	28%	35%	36%	49%	55%
	mixed/neutral	11%	10%	12%	13%	7%	14%	15%	6%	11%	16%	14%	15%	6%	9%
	fairly poor	5%	6%	2%	4%	5%	5%	5%	7%	6%	3%	3%	5%	7%	5%
	very poor	3%	5%	0%	3%	4%	2%	4%	4%	1%	6%	2%	2%	5%	3%
	don't know	5%	4%	7%	3%	3%	5%	7%	2%	5%	7%	8%	7%	3%	3%
q1k: Planning resort areas to fit the landscape in an attractive way	very good	18%	18%	19%	19%	15%	22%	24%	10%	21%	22%	24%	20%	20%	11%
	fairly good	44%	44%	44%	46%	45%	47%	41%	45%	49%	41%	41%	47%	41%	47%
	mixed/neutral	16%	15%	16%	19%	18%	12%	13%	20%	11%	15%	14%	14%	18%	18%
	fairly poor	10%	11%	8%	8%	10%	10%	12%	11%	9%	12%	7%	10%	14%	9%
	very poor	8%	9%	5%	6%	9%	6%	4%	10%	5%	8%	9%	3%	6%	12%
	don't know	4%	3%	7%	2%	3%	4%	6%	4%	4%	3%	6%	6%	1%	3%
q1l: Providing jobs	very good	17%	16%	16%	19%	14%	21%	17%	14%	18%	17%	17%	19%	16%	16%
	fairly good	37%	36%	37%	41%	38%	36%	35%	38%	35%	39%	41%	29%	41%	36%
	mixed/neutral	14%	13%	18%	12%	16%	14%	9%	14%	16%	13%	14%	17%	13%	13%
	fairly poor	20%	23%	18%	11%	23%	18%	17%	25%	22%	14%	15%	26%	17%	24%
	very poor	8%	10%	5%	11%	8%	8%	11%	8%	7%	11%	6%	6%	12%	9%
	don't know	3%	2%	5%	6%	1%	2%	11%	1%	2%	6%	8%	3%	2%	1%
Base		1000	611	251	124	511	298	176	295	385	284	219	236	261	284

Q2: Overall, how good a job do you think government has done on the following things related to tourism

		Island				Visitor industry employment				Work for private business or government				Gender		
		Total	O'ahu	Big Island	Kaua'i	Maui	works in visitor industry	worked in visitor industry	other house hold member in visitor industry	no affiliation with visitor industry	visitor industry	other private business	govern ment/ nonprofit	not employed	male	female
q2a: Maintaining public roads, sewers and water supply for resort areas	very good	19%	19%	19%	19%	19%	19%	20%	28%	18%	19%	21%	25%	15%	19%	19%
	fairly good	35%	34%	42%	40%	30%	33%	25%	33%	39%	33%	36%	27%	38%	35%	34%
	mixed/neutral	16%	17%	13%	12%	14%	13%	18%	5%	17%	13%	16%	18%	17%	16%	16%
	fairly poor	13%	14%	9%	14%	16%	14%	17%	15%	11%	14%	15%	17%	9%	17%	11%
	very poor	8%	8%	11%	5%	11%	11%	8%	10%	6%	11%	7%	6%	8%	6%	9%
	don't know	9%	9%	7%	10%	9%	9%	11%	9%	8%	9%	5%	8%	13%	7%	10%
q2b: Planning and controlling tourism-related growth	very good	10%	10%	10%	12%	9%	14%	5%	11%	10%	14%	9%	9%	8%	12%	9%
	fairly good	37%	38%	36%	33%	31%	27%	43%	31%	40%	27%	42%	36%	40%	37%	37%
	mixed/neutral	19%	20%	18%	16%	19%	18%	17%	21%	20%	18%	21%	21%	17%	17%	20%
	fairly poor	16%	14%	22%	19%	18%	20%	10%	12%	17%	20%	14%	14%	15%	18%	15%
	very poor	8%	7%	8%	10%	14%	12%	15%	10%	4%	12%	5%	10%	7%	9%	8%
	don't know	10%	11%	6%	10%	8%	10%	10%	15%	10%	10%	9%	9%	12%	7%	11%
q2c: Helping to advertise and market this particular island	very good	29%	28%	23%	33%	34%	37%	29%	16%	26%	37%	22%	28%	28%	32%	27%
	fairly good	36%	37%	32%	36%	40%	23%	38%	42%	42%	23%	43%	34%	43%	31%	40%
	mixed/neutral	12%	11%	14%	14%	12%	15%	14%	8%	10%	15%	10%	9%	13%	12%	12%
	fairly poor	12%	11%	20%	8%	6%	13%	9%	21%	11%	13%	12%	12%	9%	17%	8%
	very poor	5%	5%	6%	4%	4%	6%	8%	2%	4%	6%	5%	9%	2%	5%	5%
	don't know	7%	8%	6%	6%	3%	6%	3%	12%	8%	6%	8%	8%	5%	5%	8%
q2d: Balancing the economic benefits from tourism against the need to control problems caused by tourism	very good	6%	6%	6%	10%	4%	11%	2%	2%	5%	11%	2%	6%	5%	7%	5%
	fairly good	32%	32%	36%	30%	30%	29%	32%	30%	34%	29%	38%	22%	36%	32%	33%
	mixed/neutral	25%	26%	20%	18%	19%	21%	25%	17%	27%	21%	21%	32%	26%	26%	24%
	fairly poor	17%	15%	19%	24%	25%	19%	15%	22%	16%	19%	19%	20%	12%	19%	15%
	very poor	8%	8%	8%	8%	12%	10%	16%	14%	4%	10%	11%	8%	6%	9%	8%
	don't know	12%	13%	10%	10%	10%	11%	9%	15%	13%	11%	10%	13%	14%	8%	15%
q2e: Providing public access to beaches in resort areas	very good	24%	28%	14%	14%	15%	25%	22%	9%	26%	25%	21%	30%	23%	28%	21%
	fairly good	36%	36%	38%	37%	34%	28%	32%	56%	39%	28%	39%	30%	42%	34%	37%
	mixed/neutral	13%	13%	13%	11%	12%	15%	13%	5%	13%	15%	12%	12%	14%	9%	15%
	fairly poor	12%	9%	19%	20%	20%	14%	13%	19%	10%	14%	14%	13%	8%	13%	11%
	very poor	10%	8%	13%	11%	14%	14%	15%	5%	6%	14%	10%	8%	8%	13%	8%
	don't know	6%	6%	3%	6%	6%	6%	6%	6%	6%	5%	7%	6%	3%	8%	
	Base	1000	250	250	250	250	242	196	51	509	242	264	182	307	373	627

Q2: Overall, how good a job do you think government has done on the following things related to tourism

		Total	Age				Ethnic identification						Length of Hawaii residence			
			under 35	35 to 44	45 to 54	55 or older	Caucasian	Filipino	Hawaiian or part-Hawaiian	Japanese	Mixed, non-Hawaiian	Other	10 years or less	11 – 20 years	more than 20 years	lifetime resident
q2a: Maintaining public roads, sewers and water supply for resort areas	very good	19%	19%	17%	20%	20%	20%	19%	15%	21%	19%	22%	18%	24%	22%	17%
	fairly good	35%	37%	32%	31%	37%	35%	38%	30%	30%	38%	40%	42%	29%	25%	36%
	mixed/neutral	16%	18%	14%	13%	18%	12%	18%	17%	27%	14%	12%	11%	16%	14%	18%
	fairly poor	13%	8%	22%	15%	10%	13%	14%	18%	13%	12%	9%	11%	12%	15%	14%
	very poor	8%	8%	8%	9%	8%	12%	4%	10%	7%	6%	5%	6%	13%	10%	7%
	don't know	9%	10%	8%	10%	7%	8%	9%	11%	2%	11%	12%	12%	6%	13%	8%
q2b: Planning and controlling tourism-related growth	very good	10%	12%	10%	10%	9%	12%	4%	8%	9%	16%	13%	20%	11%	4%	9%
	fairly good	37%	43%	27%	34%	40%	33%	41%	37%	42%	26%	37%	35%	32%	28%	40%
	mixed/neutral	19%	18%	26%	18%	17%	22%	24%	13%	23%	18%	17%	17%	24%	25%	17%
	fairly poor	16%	8%	19%	18%	18%	19%	17%	16%	12%	14%	14%	12%	19%	17%	16%
	very poor	8%	4%	9%	12%	8%	7%	4%	11%	8%	14%	5%	6%	8%	10%	8%
	don't know	10%	16%	8%	8%	8%	8%	9%	16%	6%	12%	13%	10%	6%	16%	10%
q2c: Helping to advertise and market this particular island	very good	29%	31%	19%	31%	33%	33%	36%	24%	22%	30%	26%	40%	16%	45%	25%
	fairly good	36%	35%	37%	34%	40%	30%	28%	43%	44%	29%	37%	37%	24%	23%	43%
	mixed/neutral	12%	10%	17%	7%	12%	12%	16%	12%	11%	13%	10%	10%	19%	16%	10%
	fairly poor	12%	11%	14%	14%	10%	13%	12%	8%	15%	13%	10%	5%	18%	8%	12%
	very poor	5%	4%	5%	6%	3%	3%	1%	6%	4%	10%	8%	5%	12%	3%	3%
	don't know	7%	8%	9%	9%	2%	9%	8%	7%	4%	5%	8%	3%	10%	5%	7%
q2d: Balancing the economic benefits from tourism against the need to control problems caused by tourism	very good	6%	9%	5%	7%	3%	4%	2%	7%	6%	5%	9%	7%	6%	3%	5%
	fairly good	32%	37%	27%	34%	32%	32%	37%	28%	37%	25%	30%	35%	26%	28%	34%
	mixed/neutral	25%	22%	28%	19%	28%	26%	37%	17%	29%	29%	20%	19%	35%	27%	23%
	fairly poor	17%	15%	18%	17%	17%	20%	11%	19%	14%	17%	14%	16%	17%	20%	16%
	very poor	8%	4%	10%	12%	8%	6%	1%	15%	10%	13%	5%	8%	7%	8%	9%
	don't know	12%	14%	12%	12%	11%	12%	12%	14%	4%	12%	22%	15%	9%	13%	12%
q2e: Providing public access to beaches in resort areas	very good	24%	35%	19%	25%	19%	28%	19%	16%	15%	38%	38%	41%	27%	22%	19%
	fairly good	36%	35%	34%	36%	39%	42%	43%	26%	39%	27%	27%	35%	38%	29%	37%
	mixed/neutral	13%	14%	14%	9%	15%	8%	12%	18%	18%	13%	10%	11%	7%	14%	15%
	fairly poor	12%	7%	17%	13%	10%	10%	18%	13%	10%	13%	10%	6%	12%	16%	12%
	very poor	10%	5%	11%	12%	11%	6%	4%	17%	15%	4%	8%	5%	10%	9%	11%
	don't know	6%	6%	4%	6%	7%	5%	5%	9%	3%	4%	8%	2%	5%	10%	6%
Base		1000	250	224	205	294	300	96	211	168	83	115	140	138	134	583

Q2: Overall, how good a job do you think government has done on the following things related to tourism

		Total	Overall level of population and development on this island			Building and development in places that used to be country			Building and development in hotel and resort areas			Total 'big concern' responses for Q4, Q5			
			big concern	small concern	no concern	big concern	small concern	not a concern	big concern	small concern	not a concern	0-4	5-6	7-8	9-13
q2a: Maintaining public roads, sewers and water supply for resort areas	very good	19%	19%	18%	22%	18%	22%	19%	15%	22%	20%	16%	19%	23%	18%
	fairly good	35%	35%	35%	32%	37%	31%	33%	40%	32%	35%	34%	35%	30%	39%
	mixed/neutral	16%	17%	15%	12%	18%	15%	13%	19%	13%	16%	13%	16%	19%	16%
	fairly poor	13%	14%	10%	20%	12%	18%	10%	11%	16%	13%	13%	12%	17%	12%
	very poor	8%	8%	10%	5%	10%	5%	7%	10%	10%	5%	7%	6%	7%	12%
	don't know	9%	8%	11%	10%	4%	10%	18%	5%	8%	11%	17%	12%	5%	4%
q2b: Planning and controlling tourism-related growth	very good	10%	9%	6%	22%	10%	6%	16%	11%	7%	13%	7%	14%	8%	11%
	fairly good	37%	34%	45%	38%	35%	42%	34%	34%	38%	41%	40%	38%	35%	35%
	mixed/neutral	19%	19%	24%	10%	20%	20%	17%	19%	24%	13%	23%	17%	20%	17%
	fairly poor	16%	18%	11%	14%	20%	14%	10%	21%	14%	13%	9%	13%	20%	19%
	very poor	8%	11%	6%	2%	11%	5%	5%	11%	7%	8%	4%	7%	6%	14%
	don't know	10%	9%	8%	15%	5%	13%	18%	5%	10%	13%	16%	11%	10%	4%
q2c: Helping to advertise and market this particular island	very good	29%	30%	24%	29%	27%	29%	32%	28%	26%	33%	30%	29%	27%	29%
	fairly good	36%	36%	39%	38%	41%	33%	30%	46%	36%	28%	32%	33%	37%	43%
	mixed/neutral	12%	10%	14%	15%	12%	12%	13%	9%	14%	12%	13%	14%	10%	10%
	fairly poor	12%	12%	10%	11%	11%	14%	10%	10%	14%	11%	12%	8%	16%	10%
	very poor	5%	6%	5%	1%	6%	4%	4%	5%	3%	7%	3%	4%	5%	7%
	don't know	7%	6%	8%	7%	4%	8%	11%	2%	7%	8%	10%	12%	5%	2%
q2d: Balancing the economic benefits from tourism against the need to control problems caused by tourism	very good	6%	6%	3%	10%	4%	6%	10%	4%	7%	6%	3%	8%	5%	7%
	fairly good	32%	31%	35%	37%	32%	34%	32%	35%	33%	33%	37%	32%	29%	32%
	mixed/neutral	25%	23%	29%	20%	25%	30%	17%	23%	27%	22%	23%	31%	28%	18%
	fairly poor	17%	19%	15%	9%	20%	15%	11%	24%	14%	15%	11%	15%	17%	23%
	very poor	8%	9%	5%	11%	11%	3%	11%	8%	8%	9%	7%	3%	9%	14%
	don't know	12%	11%	13%	13%	8%	11%	20%	6%	12%	14%	19%	11%	13%	6%
q2e: Providing public access to beaches in resort areas	very good	24%	25%	25%	21%	19%	31%	28%	18%	28%	26%	24%	26%	26%	21%
	fairly good	36%	35%	36%	44%	37%	40%	25%	38%	40%	30%	39%	34%	40%	31%
	mixed/neutral	13%	13%	13%	10%	12%	15%	14%	11%	12%	17%	15%	16%	9%	13%
	fairly poor	12%	12%	10%	11%	15%	9%	7%	19%	9%	9%	6%	9%	14%	17%
	very poor	10%	12%	5%	10%	12%	3%	12%	13%	6%	11%	7%	8%	9%	14%
	don't know	6%	4%	11%	4%	4%	2%	14%	2%	5%	7%	11%	8%	2%	5%
	Base	1000	611	251	124	511	298	176	295	385	284	219	236	261	284

Q3: Now I'm going to read you some things happening in Hawai'i's tourism industry. For each one, please tell me if you think this is good or bad

		Total	Island				Visitor industry employment				Work for private business or government				Gender	
			O`ahu	Big Island	Kaua`i	Maui	works in visitor industry	worked in visitor industry	other house hold member in visitor industry	no affiliation with visitor industry	visitor industry	other private business	govern ment/ nonprofit	not employed	male	female
q3a: The total number of visitors to the state is about the same as it was ten years ago	good	31%	28%	33%	42%	43%	27%	33%	16%	33%	27%	30%	31%	34%	28%	32%
	bad	14%	15%	14%	16%	11%	7%	16%	18%	17%	7%	21%	13%	14%	17%	13%
	mixed	50%	52%	50%	38%	40%	57%	51%	65%	45%	57%	46%	52%	47%	53%	48%
	don't know	5%	5%	3%	4%	6%	9%	0%	1%	5%	9%	3%	4%	4%	2%	7%
q3b: Many big hotels are turning some hotel rooms into timeshare units or adding new rooms that are timeshares	good	47%	48%	48%	43%	37%	53%	38%	44%	48%	53%	51%	46%	39%	51%	44%
	bad	19%	19%	20%	18%	18%	15%	16%	15%	22%	15%	19%	23%	19%	17%	20%
	mixed	25%	23%	27%	32%	35%	25%	34%	28%	22%	25%	22%	18%	33%	26%	25%
	don't know	9%	10%	5%	7%	10%	8%	11%	13%	8%	8%	8%	13%	9%	6%	11%
q3c: More cruise ships are stopping at this island	good	79%	82%	77%	78%	60%	80%	71%	74%	82%	80%	77%	82%	78%	82%	77%
	bad	11%	11%	8%	8%	14%	11%	12%	4%	10%	11%	12%	6%	11%	8%	12%
	mixed	9%	6%	13%	13%	24%	7%	16%	16%	5%	7%	9%	11%	8%	8%	9%
	don't know	2%	2%	2%	2%	2%	2%	0%	6%	2%	2%	2%	0%	2%	1%	3%
q3d: Very few new hotels have been built in recent years	good	64%	64%	55%	70%	70%	63%	69%	60%	63%	63%	61%	69%	65%	62%	65%
	bad	14%	15%	16%	12%	9%	10%	13%	12%	17%	10%	20%	13%	12%	13%	15%
	mixed	18%	18%	27%	14%	17%	23%	15%	28%	16%	23%	18%	12%	19%	23%	16%
	don't know	3%	3%	2%	5%	4%	4%	2%	1%	4%	4%	2%	6%	3%	2%	4%
q3e: State economists think the average number of tourists in Hawai`i on any one day will grow from 165,000 last year to 240,000 over the next 12 years	good	53%	55%	58%	40%	40%	52%	53%	50%	55%	52%	52%	59%	53%	56%	52%
	bad	18%	18%	18%	21%	16%	17%	16%	14%	20%	17%	20%	19%	17%	14%	21%
	mixed	24%	22%	23%	34%	37%	26%	30%	29%	21%	26%	24%	21%	25%	28%	22%
	don't know	4%	4%	2%	6%	7%	5%	1%	7%	5%	5%	3%	1%	5%	2%	5%
q3f: Increasing numbers of vacation homes have been built in resort areas	good	49%	53%	44%	40%	33%	47%	51%	53%	50%	47%	44%	56%	51%	56%	46%
	bad	15%	14%	21%	18%	14%	11%	15%	14%	18%	11%	20%	14%	16%	12%	17%
	mixed	28%	24%	31%	38%	46%	35%	33%	20%	23%	35%	29%	21%	26%	28%	28%
	don't know	7%	8%	4%	4%	7%	7%	2%	13%	9%	7%	7%	9%	7%	5%	9%
q3g: Increasing numbers of vacation homes have been built outside resort areas on subdivided agricultural lands	good	21%	22%	22%	13%	18%	24%	18%	16%	22%	24%	21%	16%	21%	24%	19%
	bad	14%	14%	17%	14%	14%	9%	15%	14%	16%	9%	18%	19%	12%	12%	15%
	mixed	56%	54%	56%	70%	64%	61%	63%	58%	51%	61%	52%	58%	56%	59%	55%
	don't know	9%	10%	5%	4%	4%	6%	4%	12%	11%	6%	9%	7%	11%	5%	11%
q3h: There is a growing number of bed-and-breakfasts (with on-site hosts) in some residential parts of this island	good	61%	64%	60%	48%	47%	58%	62%	45%	63%	58%	56%	64%	65%	58%	62%
	bad	14%	12%	21%	16%	17%	14%	15%	12%	14%	14%	16%	11%	14%	9%	17%
	mixed	19%	17%	15%	31%	31%	21%	20%	25%	16%	21%	24%	17%	13%	28%	13%
	don't know	7%	7%	4%	5%	5%	7%	3%	18%	7%	7%	3%	8%	9%	5%	8%
q3i: There is a growing number of vacation rental houses (with no on-site hosts) in some residential parts of this island	good	41%	43%	44%	30%	34%	37%	44%	48%	41%	37%	39%	45%	45%	45%	39%
	bad	18%	18%	20%	20%	16%	19%	16%	11%	19%	19%	19%	18%	17%	14%	21%
	mixed	32%	30%	32%	45%	44%	36%	35%	30%	29%	36%	36%	22%	31%	35%	30%
	don't know	8%	10%	5%	4%	6%	7%	5%	12%	10%	7%	6%	15%	8%	5%	10%
	Base	1000	250	250	250	250	242	196	51	509	242	264	182	307	373	627

Q3: Now I'm going to read you some things happening in Hawai'i's tourism industry. For each one, please tell me if you think this is good or bad

		Total	Age				Ethnic identification						Length of Hawaii residence			
			under 35	35 to 44	45 to 54	55 or older	Caucasian	Filipino	Hawaiian or part-Hawaiian	Japanese	Mixed, non-Hawaiian	Other	10 years or less	11 – 20 years	more than 20 years	lifetime resident
q3a: The total number of visitors to the state is about the same as it was ten years ago	good	31%	31%	33%	31%	31%	37%	30%	25%	33%	16%	32%	37%	35%	24%	30%
	bad	14%	16%	9%	16%	15%	16%	12%	11%	8%	18%	19%	26%	12%	19%	11%
	mixed	50%	47%	52%	47%	52%	41%	47%	56%	59%	66%	48%	34%	48%	50%	55%
	don't know	5%	6%	6%	6%	3%	5%	11%	9%	0%	1%	0%	4%	5%	7%	5%
q3b: Many big hotels are turning some hotel rooms into timeshare units or adding new rooms that are timeshares	good	47%	46%	55%	45%	47%	47%	58%	38%	51%	52%	50%	44%	54%	39%	48%
	bad	19%	19%	18%	21%	17%	19%	19%	20%	24%	15%	10%	23%	16%	21%	18%
	mixed	25%	28%	17%	28%	27%	27%	15%	32%	18%	21%	32%	28%	26%	24%	25%
	don't know	9%	7%	11%	6%	8%	7%	8%	10%	8%	12%	9%	5%	4%	16%	9%
q3c: More cruise ships are stopping at this island	good	79%	77%	78%	85%	78%	78%	85%	68%	85%	81%	87%	81%	85%	73%	78%
	bad	11%	9%	12%	7%	13%	12%	8%	14%	6%	9%	7%	8%	7%	17%	11%
	mixed	9%	11%	6%	8%	8%	9%	3%	15%	7%	7%	5%	11%	7%	9%	8%
	don't know	2%	3%	3%	1%	1%	1%	4%	3%	3%	4%		1%	0%	1%	3%
q3d: Very few new hotels have been built in recent years	good	64%	59%	70%	70%	60%	63%	58%	72%	66%	57%	60%	64%	66%	68%	63%
	bad	14%	12%	9%	13%	20%	17%	14%	8%	14%	10%	20%	12%	16%	16%	13%
	mixed	18%	24%	17%	14%	18%	16%	20%	18%	19%	29%	17%	18%	15%	14%	20%
	don't know	3%	5%	3%	3%	2%	4%	8%	2%	1%	4%	3%	6%	3%	1%	3%
q3e: State economists think the average number of tourists in Hawai'i on any one day will grow from 165,000 last year to 240,000 over the next 12 years	good	53%	57%	56%	48%	53%	51%	60%	55%	50%	69%	54%	55%	47%	47%	56%
	bad	18%	21%	14%	17%	18%	18%	20%	15%	23%	14%	19%	21%	19%	22%	16%
	mixed	24%	18%	25%	29%	27%	27%	15%	23%	26%	17%	27%	23%	27%	29%	23%
	don't know	4%	4%	5%	6%	2%	5%	5%	7%	1%	1%	1%	2%	7%	2%	4%
q3f: Increasing numbers of vacation homes have been built in resort areas	good	49%	54%	49%	41%	53%	53%	48%	48%	45%	60%	51%	53%	52%	49%	48%
	bad	15%	16%	13%	17%	13%	17%	10%	15%	14%	2%	21%	17%	16%	16%	14%
	mixed	28%	24%	27%	34%	26%	24%	23%	30%	33%	30%	28%	23%	25%	26%	30%
	don't know	7%	6%	11%	7%	7%	6%	20%	7%	9%	8%	1%	6%	7%	10%	7%
q3g: Increasing numbers of vacation homes have been built outside resort areas on subdivided agricultural lands	good	21%	24%	23%	20%	20%	22%	24%	21%	15%	23%	25%	21%	25%	11%	23%
	bad	14%	15%	12%	14%	13%	17%	17%	10%	15%	10%	11%	16%	16%	14%	13%
	mixed	56%	54%	51%	61%	60%	52%	49%	62%	62%	60%	53%	55%	49%	62%	57%
	don't know	9%	6%	14%	6%	8%	9%	11%	7%	8%	7%	11%	8%	10%	13%	7%
q3h: There is a growing number of bed-and-breakfasts (with on-site hosts) in some residential parts of this island	good	61%	65%	55%	63%	61%	64%	52%	60%	58%	64%	62%	67%	66%	59%	58%
	bad	14%	15%	14%	11%	14%	18%	12%	14%	17%	5%	7%	16%	16%	16%	13%
	mixed	19%	16%	24%	22%	15%	16%	26%	19%	16%	23%	20%	16%	16%	20%	20%
	don't know	7%	4%	7%	4%	10%	1%	10%	8%	10%	8%	11%	1%	3%	4%	9%
q3i: There is a growing number of vacation rental houses (with no on-site hosts) in some residential parts of this island	good	41%	43%	42%	47%	36%	45%	36%	36%	31%	46%	56%	46%	46%	47%	38%
	bad	18%	18%	15%	15%	23%	19%	18%	18%	30%	15%	3%	17%	18%	24%	17%
	mixed	32%	31%	36%	31%	30%	32%	32%	37%	29%	30%	29%	30%	31%	23%	35%
	don't know	8%	8%	7%	7%	11%	5%	14%	9%	9%	9%	12%	7%	5%	6%	10%
	Base	1000	250	224	205	294	300	96	211	168	83	115	140	138	134	583

Q3: Now I'm going to read you some things happening in Hawai'i's tourism industry. For each one, please tell me if you think this is good or bad

		Total	Overall level of population and development on this island			Building and development in places that used to be country			Building and development in hotel and resort areas			Total 'big concern' responses for Q4, Q5			
			big concern	small concern	no concern	big concern	small concern	not a concern	big concern	small concern	not a concern	0-4	5-6	7-8	9-13
q3a: The total number of visitors to the state is about the same as it was ten years ago	good	31%	33%	28%	31%	32%	29%	32%	35%	29%	29%	31%	29%	28%	35%
	bad	14%	15%	15%	13%	13%	17%	13%	8%	20%	15%	19%	17%	9%	13%
	mixed	50%	48%	53%	53%	52%	50%	47%	55%	45%	51%	40%	50%	58%	50%
	don't know	5%	5%	5%	3%	3%	5%	8%	2%	5%	5%	10%	3%	4%	3%
q3b: Many big hotels are turning some hotel rooms into timeshare units or adding new rooms that are timeshares	good	47%	48%	49%	38%	50%	40%	53%	46%	50%	47%	43%	48%	50%	46%
	bad	19%	17%	21%	26%	18%	23%	16%	21%	20%	15%	26%	17%	15%	19%
	mixed	25%	27%	21%	29%	26%	26%	24%	28%	23%	26%	23%	23%	27%	28%
	don't know	9%	9%	9%	7%	7%	11%	8%	5%	7%	12%	9%	13%	8%	7%
q3c: More cruise ships are stopping at this island	good	79%	79%	81%	73%	78%	79%	78%	73%	77%	85%	80%	78%	79%	78%
	bad	11%	10%	12%	11%	10%	13%	10%	11%	12%	9%	13%	10%	10%	10%
	mixed	9%	9%	6%	13%	10%	6%	9%	15%	7%	4%	4%	9%	9%	12%
	don't know	2%	2%	2%	3%	2%	2%	3%	0%	4%	2%	2%	3%	3%	0%
q3d: Very few new hotels have been built in recent years	good	64%	70%	56%	51%	70%	62%	53%	70%	65%	60%	50%	61%	74%	68%
	bad	14%	11%	17%	26%	12%	15%	17%	11%	13%	18%	26%	13%	6%	14%
	mixed	18%	16%	24%	22%	16%	20%	23%	16%	18%	21%	21%	19%	19%	17%
	don't know	3%	3%	3%	1%	2%	3%	6%	3%	4%	2%	3%	7%	1%	2%
q3e: State economists think the average number of tourists in Hawai'i on any one day will grow from 165,000 last year to 240,000 over the next 12 years	good	53%	50%	61%	58%	52%	56%	54%	49%	52%	60%	51%	59%	49%	55%
	bad	18%	19%	18%	15%	16%	22%	17%	15%	25%	13%	23%	17%	18%	15%
	mixed	24%	28%	17%	24%	30%	19%	19%	35%	20%	20%	19%	18%	29%	30%
	don't know	4%	4%	4%	3%	2%	3%	10%	1%	3%	6%	7%	6%	4%	1%
q3f: Increasing numbers of vacation homes have been built in resort areas	good	49%	49%	47%	54%	46%	51%	58%	40%	53%	56%	52%	47%	53%	45%
	bad	15%	11%	23%	22%	15%	19%	12%	14%	18%	13%	15%	24%	12%	11%
	mixed	28%	32%	23%	20%	35%	22%	18%	43%	21%	22%	21%	20%	29%	40%
	don't know	7%	8%	6%	4%	4%	8%	11%	2%	7%	9%	12%	9%	7%	4%
q3g: Increasing numbers of vacation homes have been built outside resort areas on subdivided agricultural lands	good	21%	20%	23%	26%	18%	24%	27%	22%	20%	23%	28%	21%	19%	18%
	bad	14%	12%	16%	22%	12%	18%	10%	10%	19%	12%	18%	18%	9%	12%
	mixed	56%	60%	53%	44%	63%	51%	49%	65%	53%	57%	42%	49%	63%	67%
	don't know	9%	8%	8%	9%	7%	7%	14%	4%	8%	9%	11%	11%	9%	4%
q3h: There is a growing number of bed-and-breakfasts (with on-site hosts) in some residential parts of this island	good	61%	58%	65%	67%	61%	55%	72%	57%	61%	67%	63%	58%	66%	57%
	bad	14%	14%	16%	12%	13%	16%	14%	13%	18%	10%	19%	16%	9%	14%
	mixed	19%	23%	12%	14%	21%	22%	9%	25%	16%	18%	13%	17%	18%	26%
	don't know	7%	5%	7%	7%	6%	7%	5%	5%	6%	5%	6%	10%	7%	4%
q3i: There is a growing number of vacation rental houses (with no on-site hosts) in some residential parts of this island	good	41%	40%	48%	42%	40%	42%	46%	38%	47%	41%	44%	41%	43%	38%
	bad	18%	17%	19%	21%	18%	18%	18%	18%	18%	17%	27%	18%	10%	18%
	mixed	32%	35%	26%	30%	36%	29%	26%	39%	27%	31%	23%	25%	39%	38%
	don't know	8%	8%	7%	7%	6%	11%	10%	5%	7%	10%	7%	15%	7%	5%
	Base	1000	611	251	124	511	298	176	295	385	284	219	236	261	284

Q4: I'd like to ask about the overall level of population and development on this island – does that feel like a big concern, small concern, or no concern to you personally

		Island				Visitor industry employment				Work for private business or government				Gender		
		Total	O'ahu	Big Island	Kaua'i	Maui	works in visitor industry	worked in visitor industry	other house hold member in visitor industry	no affiliation with visitor industry	visitor industry	other private business	government/nonprofit	not employed	male	female
q4: Is the overall level of population and development on this island a big concern, small concern, or no concern to you personally?	big concern	61%	61%	51%	58%	74%	61%	67%	48%	60%	61%	64%	60%	58%	65%	59%
	small concern	25%	26%	28%	28%	17%	26%	21%	29%	26%	26%	22%	25%	27%	20%	28%
	no concern	12%	12%	19%	13%	7%	11%	12%	21%	12%	11%	14%	13%	12%	14%	12%
	(expressed opposite viewpoint – 'good thing')	1%	1%	2%	1%	0%	1%			1%	1%			2%	1%	1%
	refused/don't know	1%	0%	1%		1%	0%		1%	1%	0%		2%	0%	0%	1%
Base	1000	250	250	250	250	242	196	51	509	242	264	182	307	373	627	

Q4: I'd like to ask about the overall level of population and development on this island – does that feel like a big concern, small concern, or no concern to you personally

		Total	Age				Ethnic identification						Length of Hawaii residence			
			under 35	35 to 44	45 to 54	55 or older	Caucasian	Filipino	Hawaiian or part-Hawaiian	Japanese	Mixed, non-Hawaiian	Other	10 years or less	11 – 20 years	more than 20 years	lifetime resident
q4: Is the overall level of population and development on this island a big concern, small concern, or no concern to you personally?	big concern	61%	53%	60%	66%	64%	57%	65%	62%	62%	63%	64%	59%	60%	67%	60%
	small concern	25%	31%	27%	23%	21%	30%	21%	21%	25%	22%	25%	29%	24%	26%	24%
	no concern	12%	15%	12%	10%	13%	12%	13%	14%	13%	11%	11%	11%	15%	6%	14%
	(expressed opposite viewpoint – 'good thing')	1%	0%	0%	0%	2%	0%	0%	2%		4%	0%	0%	0%		1%
	refused/don't know	1%	1%	1%	0%		0%	1%	2%		1%		0%		0%	1%
Base	1000	250	224	205	294	300	96	211	168	83	115	140	138	134	583	

Q4: I'd like to ask about the overall level of population and development on this island – does that feel like a big concern, small concern, or no concern to you personally

		Total	Overall level of population and development on this island			Building and development in places that used to be country			Building and development in hotel and resort areas			Total 'big concern' responses for Q4, Q5			
			big concern	small concern	no concern	big concern	small concern	not a concern	big concern	small concern	not a concern	0-4	5-6	7-8	9-13
q4: Is the overall level of population and development on this island a big concern, small concern, or no concern to you personally?	big concern	61%	100%			71%	56%	43%	77%	63%	44%	30%	47%	71%	88%
	small concern	25%		100%		21%	34%	22%	18%	30%	27%	38%	38%	19%	9%
	no concern	12%			100%	6%	10%	33%	5%	7%	27%	28%	14%	9%	2%
	(expressed opposite viewpoint – 'good thing')	1%				1%		2%	0%	0%	2%	2%	0%	1%	0%
	refused/don't know	1%				0%	0%				0%	2%	0%	0%	
Base	1000	611	251	124	511	298	176	295	385	284	219	236	261	284	

Q5: Now I'm going to read a list of other possible community concerns. Again, please tell me if this feels like a big concern, small concern, or not a concern to you personally

		Total	Island				Visitor industry employment				Work for private business or government				Gender	
			O'ahu	Big Island	Kaua'i	Maui	works in visitor industry	worked in visitor industry	other house hold member in visitor industry	no affiliation with visitor industry	visitor industry	other private business	government/ nonprofit	not employed	male	female
q5a: Traffic in rural or country parts of the island	big concern	65%	66%	54%	61%	70%	67%	69%	67%	62%	67%	67%	68%	59%	63%	66%
	small concern	21%	22%	20%	24%	18%	21%	18%	18%	23%	21%	18%	23%	23%	23%	20%
	not a concern	13%	12%	24%	16%	10%	11%	13%	15%	14%	11%	14%	7%	18%	14%	13%
	expressed opposite view	0%				0%				0%				0%		0%
	refused/don't know	1%	0%	2%		2%	1%	0%		1%	1%	0%	2%	0%	1%	1%
q5b: Traffic in urban or city parts of the island	big concern	76%	80%	57%	71%	72%	77%	70%	80%	78%	77%	79%	74%	74%	76%	77%
	small concern	14%	11%	27%	19%	18%	16%	16%	11%	12%	16%	14%	14%	12%	17%	12%
	not a concern	9%	8%	15%	10%	8%	6%	14%	10%	9%	6%	7%	10%	13%	7%	10%
	expressed opposite view	0%				0%				0%				0%	0%	
	refused/don't know	1%	0%	2%	0%	2%	1%	0%		1%	1%	0%	2%	1%	0%	1%
q5c: Air or water pollution	big concern	74%	77%	68%	55%	68%	74%	75%	65%	75%	74%	76%	77%	70%	70%	76%
	small concern	14%	13%	16%	25%	19%	10%	16%	22%	15%	10%	17%	14%	16%	15%	14%
	not a concern	11%	10%	14%	19%	13%	15%	9%	13%	10%	15%	7%	7%	13%	14%	9%
	expressed opposite view	0%		1%				0%		0%		0%	0%		0%	0%
	refused/don't know	1%	0%	1%	1%	1%	1%	0%		1%	1%	0%	2%	0%	0%	1%
q5d: Number of people using beach parks or ocean recreation areas	big concern	22%	18%	32%	26%	35%	28%	23%	24%	18%	28%	25%	16%	19%	24%	21%
	small concern	40%	42%	34%	36%	36%	40%	39%	39%	40%	40%	39%	44%	37%	40%	40%
	not a concern	35%	37%	33%	36%	28%	31%	34%	29%	39%	31%	34%	35%	41%	35%	36%
	expressed opposite view	1%	1%	0%	0%			2%		1%		1%	2%	0%		1%
	refused/don't know	2%	2%	1%	1%	2%	1%	2%	7%	3%	1%	1%	4%	3%	1%	3%
q5e: Cost of housing	big concern	79%	80%	70%	84%	83%	81%	82%	87%	76%	81%	83%	83%	72%	75%	82%
	small concern	13%	13%	15%	10%	9%	13%	7%	9%	16%	13%	12%	11%	15%	16%	11%
	not a concern	7%	6%	12%	6%	6%	6%	10%	3%	7%	6%	5%	4%	11%	9%	6%
	expressed opposite view	0%		1%			0%	0%			0%			0%	0%	0%
	refused/don't know	1%	0%	1%	0%	2%	0%	0%	1%	1%	0%	0%	2%	1%	1%	1%
q5f: Number of people using wilderness hiking trails	big concern	20%	18%	24%	24%	26%	20%	27%	12%	17%	20%	20%	20%	20%	22%	18%
	small concern	40%	42%	35%	36%	36%	42%	36%	28%	42%	42%	39%	44%	36%	38%	41%
	not a concern	36%	37%	37%	37%	33%	36%	35%	47%	36%	36%	39%	31%	39%	38%	35%
	expressed opposite view	1%	1%	1%	0%	0%	0%	0%		1%	0%		2%	1%	0%	1%
	refused/don't know	3%	3%	3%	2%	4%	1%	1%	13%	4%	1%	2%	4%	5%	2%	4%
Base		1000	250	250	250	250	242	196	51	509	242	264	182	307	373	627

Q5: Now I'm going to read a list of other possible community concerns. Again, please tell me if this feels like a big concern, small concern, or not a concern to you personally

		Island				Visitor industry employment				Work for private business or government				Gender		
		Total	O'ahu	Big Island	Kaua'i	Maui	works in visitor industry	worked in visitor industry	other house hold member in visitor industry	no affiliation with visitor industry	visitor industry	other private business	govern ment/ nonprofit	not employed	male	female
q5g: Fresh water supply running low	big concern	77%	80%	67%	55%	81%	80%	78%	85%	74%	80%	83%	73%	71%	77%	77%
	small concern	12%	12%	14%	19%	11%	13%	11%	7%	13%	13%	8%	15%	14%	11%	13%
	not a concern	10%	8%	18%	24%	8%	7%	10%	7%	11%	7%	9%	7%	13%	11%	9%
	expressed opposite view	0%	0%	0%						1%			2%			1%
	refused/don't know	1%	1%	2%	2%	0%	0%	0%		2%	0%	0%	2%	1%	0%	1%
q5h: Number of people in places you like to shop	big concern	18%	18%	20%	14%	15%	21%	17%	11%	17%	21%	25%	16%	10%	16%	19%
	small concern	36%	36%	35%	36%	35%	41%	35%	16%	35%	41%	30%	36%	37%	35%	37%
	not a concern	45%	45%	43%	49%	48%	37%	48%	73%	45%	37%	44%	46%	51%	49%	43%
	expressed opposite view	0%	0%	1%		0%				1%		0%		1%	0%	1%
	refused/don't know	1%	1%	1%	1%	2%	0%			1%	0%	1%	2%	0%	0%	1%
q5i: Amount of building and development near your home	big concern	38%	39%	35%	33%	41%	46%	46%	22%	33%	46%	42%	39%	29%	41%	36%
	small concern	32%	32%	29%	34%	33%	30%	28%	44%	33%	30%	36%	34%	27%	30%	33%
	not a concern	28%	27%	34%	32%	24%	23%	24%	35%	30%	23%	21%	24%	39%	28%	27%
	expressed opposite view	0%	0%	0%		0%		0%		1%			0%	1%		1%
	refused/don't know	2%	2%	1%	0%	2%	0%	2%		3%	0%	1%	3%	4%	1%	3%
q5j: School crowding	big concern	67%	69%	63%	58%	61%	69%	66%	68%	66%	69%	70%	72%	60%	63%	69%
	small concern	17%	16%	16%	21%	17%	20%	14%	10%	17%	20%	13%	12%	20%	18%	16%
	not a concern	15%	13%	19%	19%	18%	11%	19%	21%	14%	11%	16%	13%	18%	16%	14%
	expressed opposite view	0%			0%	1%				0%		0%	0%	0%	0%	0%
	refused/don't know	2%	1%	3%	2%	3%	1%	0%	1%	3%	1%	1%	2%	3%	2%	1%
q5k: Amount of building and development in places that used to be country areas not long ago	big concern	51%	51%	50%	55%	53%	57%	59%	55%	44%	57%	60%	48%	40%	50%	52%
	small concern	30%	30%	27%	27%	30%	25%	25%	20%	35%	25%	27%	31%	34%	31%	29%
	not a concern	18%	18%	20%	15%	15%	17%	15%	23%	18%	17%	12%	17%	24%	18%	17%
	expressed opposite view	0%	0%	0%	1%	0%		0%		1%			0%	1%	0%	1%
	refused/don't know	1%	1%	2%	2%	2%	1%	0%	1%	2%	1%	0%	4%	1%	1%	1%
q5l: Amount of building and development in hotel and resort areas	big concern	29%	28%	33%	29%	40%	31%	39%	20%	26%	31%	32%	32%	24%	23%	33%
	small concern	38%	40%	34%	42%	34%	42%	37%	33%	38%	42%	37%	35%	38%	43%	36%
	not a concern	28%	29%	30%	26%	21%	25%	20%	47%	32%	25%	28%	30%	31%	31%	27%
	expressed opposite view	0%	0%	0%	1%	1%		2%		0%		1%		0%	0%	1%
	refused/don't know	3%	3%	3%	2%	4%	2%	2%		4%	2%	1%	4%	5%	2%	4%
Base	1000	250	250	250	250	242	196	51	509	242	264	182	307	373	627	

Q5: Now I'm going to read a list of other possible community concerns. Again, please tell me if this feels like a big concern, small concern, or not a concern to you personally

		Total	Age				Ethnic identification						Length of Hawaii residence			
			under 35	35 to 44	45 to 54	55 or older	Caucasian	Filipino	Hawaiian or part-Hawaiian	Japanese	Mixed, non-Hawaiian	Other	10 years or less	11 – 20 years	more than 20 years	lifetime resident
q5a: Traffic in rural or country parts of the island	big concern	65%	57%	67%	68%	67%	58%	68%	70%	71%	57%	66%	48%	67%	71%	66%
	small concern	21%	29%	20%	20%	17%	27%	15%	22%	16%	21%	18%	36%	16%	17%	20%
	not a concern	13%	14%	12%	11%	15%	15%	17%	6%	12%	21%	16%	16%	17%	11%	13%
	expressed opposite view	0%				0%	0%						0%			
	refused/don't know	1%	1%	1%	0%	0%	0%		2%	1%		0%			1%	1%
q5b: Traffic in urban or city parts of the island	big concern	76%	74%	78%	82%	74%	77%	75%	78%	74%	69%	81%	81%	72%	70%	78%
	small concern	14%	16%	17%	10%	12%	16%	9%	11%	17%	14%	11%	13%	15%	18%	13%
	not a concern	9%	10%	4%	7%	13%	6%	15%	8%	8%	18%	8%	6%	13%	12%	9%
	expressed opposite view	0%				0%	0%						0%			
	refused/don't know	1%	0%	1%	0%	1%	0%	1%	2%	1%		0%			1%	1%
q5c: Air or water pollution	big concern	74%	74%	71%	86%	69%	68%	67%	74%	82%	87%	81%	69%	70%	65%	78%
	small concern	14%	16%	17%	5%	17%	20%	20%	13%	9%	10%	3%	20%	19%	19%	11%
	not a concern	11%	11%	11%	8%	14%	12%	13%	11%	8%	2%	15%	11%	11%	15%	10%
	expressed opposite view	0%			0%	0%			0%			0%			0%	0%
	refused/don't know	1%	0%	1%	0%	0%	0%	1%	2%	0%			0%	0%	0%	1%
q5d: Number of people using beach parks or ocean recreation areas	big concern	22%	21%	20%	22%	24%	19%	25%	22%	29%	17%	22%	15%	22%	23%	24%
	small concern	40%	43%	46%	43%	31%	42%	44%	40%	35%	50%	34%	42%	43%	38%	39%
	not a concern	35%	36%	29%	33%	43%	39%	28%	32%	32%	29%	44%	42%	32%	36%	34%
	expressed opposite view	1%		1%	1%	0%	0%		1%	2%						1%
	refused/don't know	2%	1%	3%	0%	2%	0%	3%	5%	2%	4%		1%	2%	3%	2%
q5e: Cost of housing	big concern	79%	82%	79%	82%	74%	76%	79%	85%	74%	87%	84%	80%	74%	70%	82%
	small concern	13%	13%	15%	11%	12%	15%	13%	8%	18%	10%	6%	15%	15%	22%	10%
	not a concern	7%	5%	4%	6%	13%	8%	8%	5%	8%	2%	9%	5%	9%	8%	7%
	expressed opposite view	0%			0%	0%	0%				1%			1%	0%	
	refused/don't know	1%	0%	1%		1%	0%		2%	1%		0%	0%	1%		1%
q5f: Number of people using wilderness hiking trails	big concern	20%	19%	15%	23%	20%	13%	14%	28%	24%	12%	24%	15%	10%	17%	24%
	small concern	40%	41%	48%	42%	32%	42%	43%	36%	38%	42%	40%	45%	40%	38%	39%
	not a concern	36%	37%	32%	34%	44%	40%	42%	31%	36%	38%	35%	36%	49%	37%	34%
	expressed opposite view	1%		1%	0%	1%	1%			2%				0%	1%	1%
	refused/don't know	3%	3%	4%	1%	3%	3%	1%	5%	1%	7%	1%	4%	1%	8%	2%
Base		1000	250	224	205	294	300	96	211	168	83	115	140	138	134	583

Q5: Now I'm going to read a list of other possible community concerns. Again, please tell me if this feels like a big concern, small concern, or not a concern to you personally

		Total	Age				Ethnic identification						Length of Hawaii residence			
			under 35	35 to 44	45 to 54	55 or older	Caucasian	Filipino	Hawaiian or part-Hawaiian	Japanese	Mixed, non-Hawaiian	Other	10 years or less	11 – 20 years	more than 20 years	lifetime resident
q5g: Fresh water supply running low	big concern	77%	75%	86%	81%	69%	71%	68%	79%	85%	86%	82%	73%	70%	71%	81%
	small concern	12%	15%	7%	11%	14%	17%	18%	11%	7%	8%	5%	17%	18%	17%	8%
	not a concern	10%	10%	3%	7%	16%	11%	11%	9%	8%	6%	10%	9%	10%	11%	9%
	expressed opposite view	0%		1%	0%					0%		3%				
	refused/don't know	1%	0%	3%		1%	0%	3%	2%	1%			0%	2%		1%
q5h: Number of people in places you like to shop	big concern	18%	22%	17%	22%	13%	17%	21%	15%	15%	28%	22%	23%	14%	19%	17%
	small concern	36%	38%	37%	29%	39%	33%	32%	39%	36%	28%	36%	37%	32%	30%	37%
	not a concern	45%	38%	44%	48%	48%	49%	47%	44%	48%	40%	42%	40%	53%	49%	44%
	expressed opposite view	0%	0%		1%	0%	0%						0%		2%	0%
	refused/don't know	1%	1%	2%		0%	0%		2%	0%	4%		1%	0%		1%
q5i: Amount of building and development near your home	big concern	38%	40%	42%	46%	29%	31%	40%	38%	37%	53%	47%	31%	37%	43%	39%
	small concern	32%	34%	37%	26%	30%	34%	29%	29%	36%	25%	32%	36%	35%	22%	32%
	not a concern	28%	25%	18%	25%	39%	33%	28%	29%	27%	22%	19%	30%	26%	28%	28%
	expressed opposite view	0%		0%	2%		0%		0%				0%	0%	2%	
	refused/don't know	2%	1%	3%	1%	2%	2%	4%	3%	0%		3%	3%	2%	5%	1%
q5j: School crowding	big concern	67%	68%	78%	66%	58%	67%	52%	67%	71%	80%	67%	68%	71%	63%	67%
	small concern	17%	19%	9%	21%	18%	17%	20%	18%	11%	11%	23%	12%	14%	19%	18%
	not a concern	15%	13%	10%	12%	22%	14%	25%	12%	17%	8%	10%	15%	12%	17%	15%
	expressed opposite view	0%		0%	0%		0%		0%				1%			
	refused/don't know	2%	1%	3%	0%	2%	2%	4%	2%	1%		0%	3%	3%	1%	1%
q5k: Amount of building and development in places that used to be country areas not long ago	big concern	51%	50%	61%	58%	42%	49%	44%	51%	53%	61%	57%	54%	57%	37%	53%
	small concern	30%	29%	23%	28%	35%	34%	32%	25%	26%	35%	24%	27%	23%	48%	27%
	not a concern	18%	21%	14%	11%	22%	16%	19%	22%	20%	4%	19%	19%	19%	12%	18%
	expressed opposite view	0%		0%	2%		0%		0%				0%	0%	2%	
	refused/don't know	1%	1%	2%	2%	1%	0%	4%	2%	1%		0%	1%	0%	0%	2%
q5l: Amount of building and development in hotel and resort areas	big concern	29%	27%	31%	34%	29%	24%	30%	30%	41%	29%	29%	24%	25%	24%	33%
	small concern	38%	41%	34%	40%	39%	47%	36%	35%	30%	34%	37%	44%	44%	41%	35%
	not a concern	28%	29%	34%	21%	29%	26%	29%	30%	28%	29%	31%	30%	30%	29%	28%
	expressed opposite view	0%			2%	0%	0%		1%		0%		1%	0%	0%	1%
	refused/don't know	3%	3%	2%	3%	3%	3%	5%	4%	1%	8%	3%	1%	0%	5%	4%
Base	1000	250	224	205	294	300	96	211	168	83	115	140	138	134	583	

Q5: Now I'm going to read a list of other possible community concerns. Again, please tell me if this feels like a big concern, small concern, or not a concern to you personally

		Total	Overall level of population and development on this island			Building and development in places that used to be country			Building and development in hotel and resort areas			Total 'big concern' responses for Q4, Q5			
			big concern	small concern	no concern	big concern	small concern	not a concern	big concern	small concern	not a concern	0-4	5-6	7-8	9-13
q5a: Traffic in rural or country parts of the island	big concern	65%	73%	52%	52%	77%	54%	49%	82%	58%	57%	17%	63%	75%	94%
	small concern	21%	16%	37%	16%	15%	31%	24%	12%	31%	19%	45%	27%	15%	4%
	not a concern	13%	11%	10%	32%	7%	15%	26%	6%	11%	24%	36%	10%	9%	2%
	expressed opposite view	0%		0%				0%				0%			
	refused/don't know	1%	0%	1%		0%		0%	0%	0%	0%	2%			0%
q5b: Traffic in urban or city parts of the island	big concern	76%	84%	62%	66%	86%	70%	60%	89%	73%	71%	34%	77%	89%	96%
	small concern	14%	9%	28%	12%	8%	23%	16%	7%	21%	12%	39%	13%	5%	3%
	not a concern	9%	7%	10%	21%	6%	6%	23%	5%	6%	17%	24%	10%	5%	0%
	expressed opposite view	0%		0%				0%				0%			
	refused/don't know	1%	0%	1%	0%		0%	1%			0%	3%	0%	0%	
q5c: Air or water pollution	big concern	74%	82%	68%	50%	86%	68%	53%	89%	72%	63%	34%	69%	87%	98%
	small concern	14%	10%	23%	19%	9%	22%	17%	7%	19%	15%	34%	21%	6%	1%
	not a concern	11%	8%	8%	31%	5%	10%	30%	3%	9%	21%	30%	11%	7%	0%
	expressed opposite view	0%	0%			0%			0%					0%	0%
	refused/don't know	1%	0%	0%		0%	0%	0%		0%	0%	2%	0%		
q5d: Number of people using beach parks or ocean recreation areas	big concern	22%	27%	15%	11%	32%	13%	9%	44%	17%	9%	4%	10%	13%	54%
	small concern	40%	41%	45%	27%	38%	53%	25%	33%	55%	30%	35%	45%	53%	27%
	not a concern	35%	29%	37%	61%	28%	31%	62%	22%	28%	57%	57%	43%	31%	17%
	expressed opposite view	1%	0%	2%		1%	1%	0%	0%		1%			2%	0%
	refused/don't know	2%	3%	0%	0%	1%	2%	3%	1%	1%	3%	4%	3%	0%	2%
q5e: Cost of housing	big concern	79%	85%	74%	65%	88%	76%	63%	92%	75%	73%	41%	84%	89%	96%
	small concern	13%	9%	21%	15%	8%	20%	14%	6%	20%	12%	32%	12%	9%	3%
	not a concern	7%	6%	4%	19%	3%	4%	22%	3%	4%	15%	24%	4%	2%	1%
	expressed opposite view	0%	0%	0%	0%	0%		0%	0%	0%	0%	0%		0%	
	refused/don't know	1%	0%	1%			0%	0%	0%	0%	0%	3%		0%	
q5f: Number of people using wilderness hiking trails	big concern	20%	24%	8%	22%	28%	12%	10%	36%	14%	13%	3%	11%	11%	48%
	small concern	40%	39%	54%	16%	39%	49%	31%	34%	54%	30%	38%	50%	43%	31%
	not a concern	36%	33%	32%	61%	32%	36%	52%	29%	29%	54%	53%	35%	42%	20%
	expressed opposite view	1%	0%	3%		0%	2%	0%	0%	1%	1%	1%	0%	1%	
	refused/don't know	3%	3%	3%	1%	1%	2%	6%	1%	2%	3%	5%	4%	3%	0%
Base		1000	611	251	124	511	298	176	295	385	284	219	236	261	284

Q5: Now I'm going to read a list of other possible community concerns. Again, please tell me if this feels like a big concern, small concern, or not a concern to you personally

		Total	Overall level of population and development on this island			Building and development in places that used to be country			Building and development in hotel and resort areas			Total 'big concern' responses for Q4, Q5			
			big concern	small concern	no concern	big concern	small concern	not a concern	big concern	small concern	not a concern	0-4	5-6	7-8	9-13
q5g: Fresh water supply running low	big concern	77%	84%	72%	55%	89%	69%	56%	91%	74%	69%	32%	79%	90%	98%
	small concern	12%	9%	18%	19%	5%	20%	18%	4%	19%	9%	36%	13%	3%	1%
	not a concern	10%	6%	9%	27%	5%	10%	23%	4%	7%	19%	29%	8%	5%	1%
	expressed opposite view	0%	1%			1%			0%		1%			1%	0%
	refused/don't know	1%	1%	0%		0%	0%	2%	0%	0%	1%	3%	0%	0%	0%
q5h: Number of people in places you like to shop	big concern	18%	23%	11%	6%	28%	8%	7%	32%	14%	9%	2%	7%	11%	46%
	small concern	36%	36%	47%	14%	35%	45%	24%	32%	49%	23%	37%	40%	40%	27%
	not a concern	45%	39%	41%	80%	37%	46%	69%	36%	35%	67%	59%	52%	48%	27%
	expressed opposite view	0%	1%	0%		0%		0%		0%	1%		0%	1%	0%
	refused/don't know	1%	1%	1%		0%	1%		0%	1%		2%	1%	0%	0%
q5i: Amount of building and development near your home	big concern	38%	47%	30%	16%	54%	26%	15%	61%	34%	24%	8%	12%	45%	77%
	small concern	32%	29%	46%	17%	26%	48%	22%	24%	44%	24%	34%	54%	30%	12%
	not a concern	28%	22%	22%	65%	17%	26%	61%	14%	21%	48%	53%	32%	22%	10%
	expressed opposite view	0%	1%								1%	0%		1%	
	refused/don't know	2%	2%	2%	3%	2%	0%	2%	1%	1%	2%	5%	2%	1%	1%
q5j: School crowding	big concern	67%	73%	65%	48%	78%	65%	43%	83%	60%	65%	27%	60%	79%	93%
	small concern	17%	13%	25%	19%	12%	20%	24%	8%	25%	13%	35%	22%	10%	4%
	not a concern	15%	13%	9%	32%	9%	15%	31%	8%	14%	20%	34%	18%	9%	3%
	expressed opposite view	0%	0%			0%				0%	0%	0%	0%		
	refused/don't know	2%	1%	1%	1%	1%	0%	3%	0%	1%	2%	5%	1%	1%	0%
q5k: Amount of building and development in places that used to be country areas not long ago	big concern	51%	59%	43%	27%	100%			78%	43%	35%	7%	33%	61%	91%
	small concern	30%	27%	40%	23%		100%		16%	43%	29%	46%	44%	29%	6%
	not a concern	18%	12%	16%	47%			100%	6%	14%	35%	43%	22%	8%	3%
	expressed opposite view	0%	1%							0%	1%	0%	0%	1%	
	refused/don't know	1%	0%	1%	3%				0%	0%	0%	4%	0%	0%	
q5l: Amount of building and development in hotel and resort areas	big concern	29%	37%	21%	12%	45%	15%	9%	100%			2%	13%	24%	69%
	small concern	38%	40%	45%	23%	32%	56%	30%		100%		47%	46%	42%	22%
	not a concern	28%	20%	30%	63%	20%	27%	56%			100%	44%	37%	30%	7%
	expressed opposite view	0%	0%	1%		1%		0%				0%	0%	1%	0%
	refused/don't know	3%	2%	2%	3%	2%	2%	4%				6%	3%	3%	1%
Base		1000	611	251	124	511	298	176	295	385	284	219	236	261	284

	Total	Island				Visitor industry employment				Work for private business or government				Gender	
		O`ahu	Big Island	Kaua`i	Maui	works in visitor industry	worked in visitor industry	other house hold member in visitor industry	no affiliation with visitor industry	visitor industry	other private business	govern ment/ nonprofit	not employed	male	female
Sum of total "big concern" responses for Q4 and Q5_1 - Q5_12	6.8	6.9	6.2	6.2	7.2	7.1	7.2	6.4	6.5	7.1	7.3	6.8	6.1	6.7	6.9

	Total	Age				Ethnic identification						Length of Hawaii residence			
		under 35	35 to 44	45 to 54	55 or older	Cauca sian	Filipino	Hawaiian or part-Hawaiian	Japanese	Mixed, non-Hawaiian	Other	10 years or less	11 – 20 years	more than 20 years	lifetime resident
Sum of total "big concern" responses for Q4 and Q5_1 - Q5_12	6.8	6.6	7.1	7.4	6.3	6.3	6.5	7.0	7.2	7.3	7.3	6.4	6.5	6.4	7.0

	Total	Overall level of population and development on this island			Building and development in places that used to be country			Building and development in hotel and resort areas		
		big concern	small concern	no concern	big concern	small concern	not a concern	big concern	small concern	not a concern
Sum of total "big concern" responses for Q4 and Q5_1 - Q5_12	6.8	8.0	5.2	4.3	8.6	5.3	4.2	9.5	6.0	5.3

Q6: How much of that do you believe is happening because of too many tourists or too much tourism

		Total	Island				Visitor industry employment				Work for private business or government				Gender	
			O'ahu	Big Island	Kaua'i	Maui	works in visitor industry	worked in visitor industry	other house hold member in visitor industry	no affiliation with visitor industry	visitor industry	other private business	government/nonprofit	not employed	male	female
q6a: [IF Q4=1] Overall population and development on island	most	20%	16%	25%	42%	34%	25%	23%	9%	18%	25%	13%	25%	21%	18%	22%
	some	34%	32%	43%	31%	37%	31%	35%	26%	35%	31%	36%	34%	33%	31%	35%
	little	24%	27%	17%	16%	16%	17%	31%	45%	23%	17%	33%	28%	20%	28%	22%
	none	18%	20%	13%	8%	11%	19%	7%	21%	22%	19%	14%	12%	23%	19%	17%
	other reply	1%	1%	1%	1%	1%	5%			0%	5%		0%		2%	1%
	don't know	3%	3%	1%	3%	2%	3%	3%		3%	3%	4%	1%	3%	3%	3%
Base		611	153	128	146	186	149	132	25	304	149	169	110	180	243	368
q6b: [IF Q5a=1] Traffic in rural or country parts of island	most	21%	16%	26%	36%	39%	27%	21%	18%	17%	27%	16%	17%	21%	18%	22%
	some	31%	28%	37%	40%	39%	28%	32%	29%	31%	28%	33%	28%	32%	28%	32%
	little	28%	32%	22%	14%	13%	28%	27%	33%	27%	28%	28%	32%	25%	29%	27%
	none	20%	24%	15%	9%	9%	17%	19%	20%	23%	17%	22%	23%	20%	25%	18%
	other reply	0%		1%			0%				0%				0%	
	don't know	1%	1%		2%	1%		0%		1%		0%	0%	2%	0%	1%
Base		648	165	136	152	176	163	136	34	314	163	178	125	182	235	412
q6c: [IF Q5b=1] Traffic in urban or city parts of island	most	20%	16%	30%	35%	36%	23%	17%	29%	18%	23%	15%	20%	22%	19%	20%
	some	30%	28%	34%	40%	41%	23%	38%	40%	30%	23%	35%	27%	34%	31%	30%
	little	30%	33%	20%	16%	14%	37%	27%	13%	29%	37%	27%	39%	21%	29%	30%
	none	19%	21%	14%	7%	7%	16%	17%	18%	21%	16%	21%	14%	20%	19%	19%
	other reply	1%	0%	1%	1%			1%		1%		1%		1%	1%	0%
	don't know	1%	1%	1%	1%	2%	0%	0%		2%	0%	0%		3%	0%	2%
Base		763	201	142	178	180	187	137	40	398	187	208	136	229	282	481
q6d: [IF Q5c=1] Air or water pollution	most	24%	23%	24%	26%	30%	24%	29%	14%	22%	24%	21%	21%	27%	22%	24%
	some	31%	29%	37%	42%	40%	32%	36%	36%	29%	32%	32%	33%	30%	29%	33%
	little	24%	25%	25%	19%	15%	26%	23%	34%	23%	26%	25%	30%	19%	25%	24%
	none	18%	20%	12%	10%	13%	18%	11%	15%	22%	18%	20%	15%	18%	22%	17%
	other reply	2%	2%	1%	1%		0%	0%		3%	0%	1%		4%	2%	1%
	don't know	1%	1%	1%	1%	2%	1%	0%		1%	1%	0%	0%	1%	1%	1%
Base		741	193	170	137	169	180	147	33	379	180	200	141	216	262	479
q6e: [IF Q5d=1] Number of people using beach parks or ocean recreation areas	most	35%	30%	35%	41%	52%	43%	38%	9%	32%	43%	22%	45%	37%	34%	36%
	some	29%	26%	35%	39%	31%	33%	38%	12%	24%	33%	32%	26%	23%	25%	32%
	little	20%	26%	20%	8%	3%	13%	18%	28%	25%	13%	30%	25%	15%	23%	19%
	none	14%	17%	7%	12%	10%	9%	3%	52%	18%	9%	16%	4%	23%	16%	13%
	other reply	0%		1%				1%						1%	1%	
	don't know	1%		1%		3%	1%	2%			1%		2%	1%	1%	0%
Base		221	46	80	66	88	68	46	12	93	68	65	30	58	88	133
q6f: [IF Q5e=1] Cost of housing	most	25%	22%	31%	38%	34%	30%	22%	27%	24%	30%	28%	22%	21%	25%	26%
	some	23%	20%	30%	27%	31%	22%	26%	27%	21%	22%	25%	20%	23%	19%	24%
	little	24%	27%	18%	13%	15%	24%	23%	27%	25%	24%	23%	37%	18%	28%	23%
	none	25%	28%	18%	17%	16%	22%	27%	19%	28%	22%	21%	21%	36%	26%	25%
	other reply	1%	0%	1%	2%	0%	0%	0%		1%	0%	1%	0%	0%	1%	0%
	don't know	2%	1%	3%	2%	3%	1%	2%		2%	1%	2%	1%	3%	1%	2%
Base		792	200	175	209	207	196	161	44	389	196	219	152	222	279	513

Q6: How much of that do you believe is happening because of too many tourists or too much tourism

		Total	Island				Visitor industry employment				Work for private business or government				Gender	
			O`ahu	Big Island	Kaua`i	Maui	works in visitor industry	worked in visitor industry	other house hold member in visitor industry	no affiliation with visitor industry	visitor industry	other private business	government/nonprofit	not employed	male	female
q6g: [IF Q5f=1] Number of people using wilderness hiking trails	most	44%	42%	46%	50%	52%	51%	51%	26%	38%	51%	29%	59%	44%	41%	47%
	some	32%	31%	34%	33%	30%	39%	21%	10%	36%	39%	31%	31%	27%	27%	35%
	little	12%	13%	10%	10%	8%	4%	24%	15%	8%	4%	29%	10%	4%	16%	9%
	none	10%	11%	7%	3%	11%	4%	3%	50%	15%	4%	6%		24%	13%	8%
	other reply	2%	2%	2%				1%		3%		6%		1%	4%	
	don't know	0%		2%	3%		1%			0%	1%			1%		1%
Base		199	45	61	60	66	49	54	6	89	49	53	36	61	83	116
q6h: [IF Q5g=1] Fresh water supply running low	most	22%	21%	22%	23%	31%	22%	25%	19%	20%	22%	19%	24%	23%	21%	23%
	some	33%	32%	38%	36%	37%	34%	37%	26%	32%	34%	37%	32%	30%	34%	33%
	little	25%	28%	17%	19%	11%	22%	25%	27%	25%	22%	21%	36%	23%	24%	25%
	none	15%	14%	16%	15%	17%	15%	9%	21%	16%	15%	18%	4%	17%	15%	14%
	other reply	2%	2%	1%	1%		2%	0%		2%	2%			4%	2%	1%
	don't know	4%	4%	5%	6%	4%	5%	3%	7%	3%	5%	5%	4%	3%	4%	4%
Base		770	199	167	137	202	193	153	43	378	193	219	134	219	289	481
q6i: [IF Q5h=1] Number of people in places you like to shop	most	39%	40%	34%	39%	34%	59%	31%	22%	31%	59%	30%	24%	38%	34%	41%
	some	31%	29%	42%	33%	37%	24%	41%	7%	34%	24%	41%	22%	32%	38%	28%
	little	15%	16%	10%	17%	16%	10%	20%	12%	16%	10%	14%	36%	4%	14%	15%
	none	12%	13%	10%	8%	11%	7%	7%	52%	15%	7%	10%	16%	23%	13%	12%
	other reply	0%		2%						1%				2%		0%
	don't know	2%	2%	2%	3%	3%		1%	7%	4%		5%	2%	1%	1%	3%
Base		178	45	50	36	38	50	33	6	88	50	67	30	32	61	117
q6j: [IF Q5i=1] Amount of building and development near your home	most	24%	22%	27%	27%	35%	28%	22%	32%	21%	28%	24%	15%	26%	17%	29%
	some	19%	15%	31%	37%	28%	18%	16%	10%	23%	18%	19%	16%	24%	15%	22%
	little	22%	24%	15%	19%	14%	18%	30%	41%	18%	18%	27%	36%	8%	23%	21%
	none	34%	38%	23%	14%	21%	36%	30%	17%	35%	36%	27%	31%	42%	42%	28%
	other reply	0%				1%	0%				0%				0%	
	don't know	1%	1%	5%	2%	1%	0%	2%		2%	0%	3%	1%	1%	3%	0%
Base		383	97	88	83	102	112	90	11	169	112	110	71	89	155	228
q6k: [IF Q5j=1] School crowding	most	15%	14%	14%	12%	20%	17%	13%	22%	13%	17%	16%	14%	13%	14%	15%
	some	14%	12%	15%	23%	21%	14%	12%	3%	15%	14%	14%	14%	13%	15%	13%
	little	22%	23%	23%	24%	20%	23%	22%	16%	23%	23%	24%	26%	18%	25%	21%
	none	41%	44%	34%	33%	30%	41%	46%	46%	39%	41%	36%	36%	49%	39%	43%
	other reply	1%	2%		1%	1%	4%	0%		1%	4%			2%	1%	2%
	don't know	7%	5%	14%	7%	8%	3%	7%	12%	8%	3%	9%	10%	5%	7%	6%
Base		671	173	157	144	152	167	130	34	337	167	185	132	184	237	434
q6l: [IF Q5k=1] Amount of building and development in places that used to be country areas not long ago	most	32%	30%	40%	37%	39%	35%	26%	27%	34%	35%	32%	34%	28%	26%	36%
	some	32%	32%	31%	33%	31%	31%	45%	11%	29%	31%	26%	35%	40%	31%	33%
	little	19%	20%	16%	20%	14%	20%	25%	26%	14%	20%	20%	23%	11%	20%	18%
	none	15%	17%	8%	7%	12%	13%	3%	25%	20%	13%	17%	7%	19%	19%	12%
	other reply	0%			1%	2%	0%	0%		0%	0%			1%		0%
	don't know	2%	2%	5%	2%	3%	0%	2%	10%	2%	0%	5%	1%	1%	5%	1%
Base		511	127	125	138	132	139	116	28	226	139	159	88	124	185	326

Q6: How much of that do you believe is happening because of too many tourists or too much tourism

		Total	Age				Ethnic identification						Length of Hawaii residence			
			under 35	35 to 44	45 to 54	55 or older	Caucasian	Filipino	Hawaiian or part-Hawaiian	Japanese	Mixed, non-Hawaiian	Other	10 years or less	11 – 20 years	more than 20 years	lifetime resident
q6a: [IF Q4=1] Overall population and development on island	most	20%	24%	16%	26%	16%	19%	21%	23%	15%	17%	30%	28%	16%	19%	20%
	some	34%	32%	37%	33%	36%	35%	21%	29%	48%	25%	35%	36%	45%	32%	31%
	little	24%	24%	26%	21%	23%	23%	23%	29%	17%	31%	21%	24%	16%	23%	25%
	none	18%	15%	18%	15%	21%	20%	25%	12%	21%	21%	14%	11%	18%	19%	19%
	other reply	1%		3%		2%	1%			5%			0%		4%	1%
	don't know	3%	5%	0%	5%	2%	3%	10%	3%		6%		0%	4%	4%	3%
Base		611	133	133	135	189	172	62	130	105	52	74	83	83	90	350
q6b: [IF Q5a=1] Traffic in rural or country parts of island	most	21%	28%	15%	20%	21%	20%	21%	17%	23%	8%	32%	32%	11%	18%	22%
	some	31%	29%	36%	33%	27%	34%	21%	26%	25%	50%	38%	31%	41%	19%	31%
	little	28%	26%	35%	21%	27%	21%	24%	38%	34%	15%	20%	19%	19%	42%	27%
	none	20%	17%	14%	25%	23%	24%	30%	19%	18%	27%	10%	17%	28%	18%	20%
	other reply	0%	0%						0%							0%
	don't know	1%	0%	0%	0%	1%	0%	5%	0%				0%	0%	3%	0%
Base		648	143	150	140	198	174	65	147	119	47	76	67	93	96	388
q6c: [IF Q5b=1] Traffic in urban or city parts of island	most	20%	25%	15%	19%	21%	17%	30%	15%	18%	21%	27%	25%	14%	19%	20%
	some	30%	29%	31%	32%	31%	37%	20%	21%	39%	26%	28%	33%	38%	30%	28%
	little	30%	26%	44%	25%	24%	25%	20%	43%	21%	31%	33%	30%	24%	34%	30%
	none	19%	19%	9%	23%	21%	19%	26%	18%	22%	23%	11%	12%	23%	14%	21%
	other reply	1%		2%	0%	0%	0%		2%	0%		1%		0%		1%
	don't know	1%	0%	0%	0%	3%	2%	5%					1%	1%	4%	1%
Base		763	185	174	168	219	232	72	166	125	57	93	114	99	94	453
q6d: [IF Q5c=1] Air or water pollution	most	24%	25%	20%	25%	25%	18%	23%	23%	26%	39%	39%	33%	23%	15%	24%
	some	31%	27%	41%	28%	30%	34%	20%	31%	39%	30%	23%	39%	26%	32%	31%
	little	24%	28%	20%	26%	21%	25%	18%	31%	20%	19%	23%	13%	33%	28%	24%
	none	18%	19%	15%	20%	19%	23%	35%	11%	15%	20%	14%	15%	15%	21%	20%
	other reply	2%	0%	2%		4%			4%	2%	4%				3%	2%
	don't know	1%	0%	2%	0%	1%	1%	5%	1%	0%			0%	3%	1%	0%
Base		741	185	160	176	202	203	64	157	139	72	94	96	96	87	458
q6e: [IF Q5d=1] Number of people using beach parks or ocean recreation areas	most	35%	37%	39%	43%	26%	22%	23%	49%	41%	38%	46%	43%	27%	26%	38%
	some	29%	39%	22%	28%	29%	40%	34%	21%	26%	29%	25%	52%	34%	35%	23%
	little	20%	10%	30%	9%	26%	17%	15%	26%	8%	26%	25%	2%	24%	22%	22%
	none	14%	13%	9%	18%	17%	17%	28%	3%	25%	4%	4%	3%	12%	14%	17%
	other reply	0%			1%						3%			2%		
	don't know	1%		1%	1%	1%	3%							1%	3%	0%
Base		221	52	46	46	71	56	24	46	49	14	25	21	31	31	137
q6f: [IF Q5e=1] Cost of housing	most	25%	30%	22%	24%	26%	17%	39%	22%	30%	17%	42%	32%	24%	24%	25%
	some	23%	27%	16%	25%	20%	27%	14%	23%	18%	15%	22%	30%	21%	13%	23%
	little	24%	25%	36%	26%	14%	25%	21%	28%	26%	26%	18%	21%	28%	34%	23%
	none	25%	17%	23%	24%	38%	28%	22%	25%	25%	38%	17%	15%	26%	24%	28%
	other reply	1%		2%	0%	0%	0%	0%	2%	0%		0%	1%		0%	1%
	don't know	2%	2%	1%	1%	3%	2%	5%	0%		5%	0%	1%	1%	6%	1%
Base		792	206	177	168	217	229	76	181	125	72	97	112	101	94	480

Q6: How much of that do you believe is happening because of too many tourists or too much tourism

		Total	Age				Ethnic identification						Length of Hawaii residence				
			under 35	35 to 44	45 to 54	55 or older	Caucasian	Filipino	Hawaiian or part-Hawaiian	Japanese	Mixed, non-Hawaiian	Other	10 years or less	11 – 20 years	more than 20 years	lifetime resident	
q6g: [IF Q5f=1] Number of people using wilderness hiking trails	most	44%	41%	47%	45%	45%	38%	29%	54%	45%	23%	55%	53%	33%	37%	46%	
	some	32%	43%	39%	36%	13%	36%	20%	23%	27%	69%	31%	35%	49%	25%	29%	
	little	12%	9%	4%	13%	19%	6%	1%	16%	19%	2%	14%	3%	8%	13%	14%	
	none	10%	7%	2%	3%	23%	19%	50%	2%	9%	2%		6%	6%	25%	9%	
	other reply	2%		9%	1%				5%		5%				4%		2%
	don't know	0%			2%		1%			1%			3%	1%			
Base		199	48	34	48	60	39	13	59	40	10	28	22	14	23	137	
q6h: [IF Q5g=1] Fresh water supply running low	most	22%	25%	15%	23%	26%	18%	32%	17%	20%	22%	39%	33%	15%	20%	21%	
	some	33%	34%	44%	28%	26%	37%	28%	40%	32%	36%	20%	34%	40%	40%	30%	
	little	25%	22%	28%	21%	25%	27%	9%	25%	29%	17%	25%	20%	24%	24%	26%	
	none	15%	11%	9%	21%	18%	14%	31%	10%	14%	24%	9%	6%	16%	14%	16%	
	other reply	2%	2%	2%	2%	2%	0%		4%	2%		3%	3%	0%		2%	
	don't know	4%	6%	2%	5%	3%	4%	1%	6%	3%	1%	5%	3%	4%	3%	4%	
Base		770	187	192	166	202	215	65	166	143	71	94	102	96	96	471	
q6i: [IF Q5h=1] Number of people in places you like to shop	most	39%	51%	29%	36%	33%	26%	35%	47%	29%	44%	63%	34%	38%	43%	39%	
	some	31%	30%	49%	16%	35%	41%	28%	27%	45%	27%	10%	24%	52%	49%	25%	
	little	15%	7%	12%	31%	11%	23%	5%	12%	15%	14%	12%	20%	5%	6%	17%	
	none	12%	11%	10%	11%	20%	8%	32%	5%	11%	15%	14%	21%	5%		14%	
	other reply	0%														0%	
	don't know	2%	1%		7%	1%	1%		9%			2%	1%		2%	3%	
Base		178	55	39	44	37	50	20	32	26	23	25	32	20	25	101	
q6j: [IF Q5i=1] Amount of building and development near your home	most	24%	31%	21%	21%	24%	20%	41%	21%	15%	21%	39%	33%	27%	32%	20%	
	some	19%	24%	14%	12%	25%	29%	17%	18%	8%	20%	9%	34%	44%	18%	10%	
	little	22%	21%	24%	27%	12%	25%	12%	29%	21%	10%	20%	4%	12%	29%	25%	
	none	34%	23%	38%	40%	39%	24%	29%	28%	55%	49%	31%	26%	16%	20%	43%	
	other reply	0%		0%									1%				
	don't know	1%	2%	4%		1%	2%		4%	0%		1%	2%	1%	1%	2%	
Base		383	100	95	93	85	94	38	80	62	44	54	43	51	58	228	
q6k: [IF Q5j=1] School crowding	most	15%	16%	11%	12%	20%	10%	26%	16%	16%	4%	28%	15%	5%	15%	17%	
	some	14%	13%	15%	11%	15%	16%	20%	14%	6%	17%	15%	16%	23%	12%	11%	
	little	22%	30%	27%	21%	12%	23%	21%	25%	16%	19%	25%	29%	22%	28%	20%	
	none	41%	38%	39%	47%	44%	43%	26%	36%	58%	54%	24%	36%	40%	32%	45%	
	other reply	1%		2%	2%	2%	0%		4%			4%	3%	0%	4%	1%	
	don't know	7%	3%	6%	6%	6%	8%	7%	4%	4%	6%	4%	1%	10%	10%	5%	
Base		671	169	174	136	170	200	50	142	120	66	77	95	98	85	388	
q6l: [IF Q5k=1] Amount of building and development in places that used to be country areas not long ago	most	32%	49%	20%	31%	30%	33%	51%	23%	29%	29%	43%	40%	39%	38%	28%	
	some	32%	21%	39%	29%	38%	27%	23%	44%	32%	25%	32%	18%	27%	46%	35%	
	little	19%	22%	22%	19%	13%	17%	9%	19%	25%	20%	14%	19%	14%	4%	22%	
	none	15%	5%	15%	20%	18%	18%	16%	10%	13%	25%	10%	18%	19%	11%	13%	
	other reply	0%	0%	0%		0%		0%	1%							0%	
	don't know	2%	3%	2%	2%	1%	5%		3%	0%	1%	1%	5%	1%	2%	2%	
Base		511	124	137	118	124	147	42	107	89	51	66	75	79	50	306	

Q6: How much of that do you believe is happening because of too many tourists or too much tourism

		Total	Overall level of population and development on this island			Building and development in places that used to be country			Building and development in hotel and resort areas			Total 'big concern' responses for Q4, Q5			
			big concern	small concern	no concern	big concern	small concern	not a concern	big concern	small concern	not a concern	0-4	5-6	7-8	9-13
q6a: [IF Q4=1] Overall population and development on island	most	20%	20%			25%	9%	21%	24%	20%	16%	17%	12%	16%	28%
	some	34%	34%			38%	34%	14%	34%	36%	32%	21%	33%	37%	35%
	little	24%	24%			21%	31%	25%	23%	22%	31%	23%	28%	29%	19%
	none	18%	18%			13%	18%	39%	15%	19%	15%	28%	24%	16%	14%
	other reply	1%	1%			1%	2%	1%	1%	1%	1%	1%		2%	1%
	don't know	3%	3%			2%	6%		2%	3%	5%	9%	3%	1%	3%
Base		611	611			363	167	75	228	242	124	66	111	185	250
q6b: [IF Q5a=1] Traffic in rural or country parts of island	most	21%	21%	19%	24%	28%	9%	8%	30%	15%	15%	6%	15%	14%	30%
	some	31%	30%	42%	8%	34%	33%	11%	30%	35%	26%	22%	25%	35%	31%
	little	28%	25%	30%	44%	22%	37%	35%	26%	27%	34%	51%	30%	30%	22%
	none	20%	23%	10%	23%	16%	19%	46%	14%	23%	24%	13%	30%	21%	16%
	other reply	0%				0%				0%					0%
	don't know	1%	1%			0%	2%		0%	0%	2%	8%	0%	0%	0%
Base		648	443	131	65	396	160	86	242	224	161	36	149	196	266
q6c: [IF Q5b=1] Traffic in urban or city parts of island	most	20%	22%	12%	22%	24%	13%	16%	25%	17%	16%	11%	14%	20%	26%
	some	30%	29%	42%	18%	33%	33%	12%	33%	31%	26%	20%	33%	33%	28%
	little	30%	27%	30%	41%	26%	32%	38%	25%	30%	36%	54%	19%	31%	29%
	none	19%	21%	15%	15%	15%	19%	34%	17%	19%	21%	6%	33%	15%	16%
	other reply	1%	0%	0%	4%	1%	0%	0%	0%	1%		0%	1%	1%	
	don't know	1%	1%	1%		0%	3%		0%	1%	1%	8%	1%	0%	0%
Base		763	516	156	82	442	209	106	262	282	201	75	181	233	274
q6d: [IF Q5c=1] Air or water pollution	most	24%	24%	22%	23%	30%	16%	14%	29%	21%	22%	17%	20%	17%	33%
	some	31%	31%	33%	28%	34%	28%	25%	33%	31%	32%	30%	25%	33%	34%
	little	24%	24%	23%	30%	24%	25%	25%	21%	27%	27%	29%	17%	32%	21%
	none	18%	19%	19%	13%	11%	28%	32%	17%	18%	18%	13%	36%	15%	13%
	other reply	2%	1%	2%	6%	1%	3%			3%	0%	5%	2%	3%	
	don't know	1%	1%	1%	0%	0%	0%	3%	0%	0%	2%	6%		0%	0%
Base		741	501	170	62	438	202	94	262	277	179	73	162	227	279
q6e: [IF Q5d=1] Number of people using beach parks or ocean recreation areas	most	35%	39%	26%	12%	38%	35%	8%	41%	27%	24%	12%	5%	35%	41%
	some	29%	32%	17%	34%	32%	24%	11%	31%	31%	17%	16%	11%	34%	31%
	little	20%	18%	38%	3%	19%	29%	18%	15%	28%	30%	65%	43%	17%	15%
	none	14%	11%	18%	50%	10%	13%	63%	12%	13%	29%	7%	41%	11%	12%
	other reply	0%		1%		0%			0%					1%	
	don't know	1%	1%	1%		1%			1%	1%				1%	1%
Base		221	168	37	14	165	38	16	129	64	26	10	23	34	154
q6f: [IF Q5e=1] Cost of housing	most	25%	27%	22%	23%	34%	13%	15%	38%	18%	22%	10%	19%	26%	35%
	some	23%	22%	25%	22%	25%	23%	13%	19%	26%	22%	28%	28%	14%	24%
	little	24%	24%	26%	24%	22%	27%	28%	22%	23%	30%	22%	22%	35%	19%
	none	25%	25%	26%	25%	17%	34%	43%	20%	30%	23%	35%	28%	23%	22%
	other reply	1%	0%	0%	4%	1%		1%	0%	1%	0%	1%	0%	1%	0%
	don't know	2%	2%	1%	2%	1%	3%	1%	1%	2%	3%	5%	3%	1%	0%
Base		792	519	185	81	451	226	111	270	290	206	90	199	231	272

Q6: How much of that do you believe is happening because of too many tourists or too much tourism

		Total	Overall level of population and development on this island			Building and development in places that used to be country			Building and development in hotel and resort areas			Total 'big concern' responses for Q4, Q5				
			big concern	small concern	no concern	big concern	small concern	not a concern	big concern	small concern	not a concern	0-4	5-6	7-8	9-13	
q6g: [IF Q5f=1] Number of people using wilderness hiking trails	most	44%	48%	28%	38%	48%	31%	47%	50%	38%	43%	8%	50%	34%	47%	
	some	32%	31%	44%	26%	31%	25%	43%	29%	36%	33%	19%	43%	25%	31%	
	little	12%	11%	19%	11%	11%	22%	2%	11%	14%	2%	50%	4%	13%	11%	
	none	10%	10%	4%	16%	7%	22%	8%	9%	5%	21%	23%	2%	16%	10%	
	other reply	2%		2%	11%	2%				0%	6%				12%	
	don't know	0%	0%	2%		0%			0%	0%	1%			1%		0%
Base		199	149	21	28	143	35	17	107	52	36	6	26	28	138	
q6h: [IF Q5g=1] Fresh water supply running low	most	22%	25%	16%	17%	28%	15%	9%	26%	17%	24%	14%	18%	18%	29%	
	some	33%	34%	36%	25%	37%	32%	18%	35%	34%	31%	32%	28%	37%	35%	
	little	25%	24%	25%	31%	22%	26%	33%	18%	33%	25%	19%	26%	28%	22%	
	none	15%	14%	12%	22%	9%	19%	29%	16%	11%	16%	22%	19%	11%	12%	
	other reply	2%	2%	2%		0%	4%	3%	0%	3%	1%		5%	1%	0%	
	don't know	4%	2%	9%	6%	4%	3%	7%	4%	3%	4%	12%	4%	4%	2%	
Base		770	515	181	68	457	207	99	267	285	197	69	186	236	279	
q6i: [IF Q5h=1] Number of people in places you like to shop	most	39%	40%	26%	46%	42%	21%	34%	39%	39%	30%	5%	21%	51%	39%	
	some	31%	35%	24%	2%	35%	24%	3%	34%	35%	17%		7%	29%	36%	
	little	15%	11%	36%	5%	11%	36%	26%	14%	9%	29%		45%	5%	14%	
	none	12%	12%	4%	46%	12%	4%	32%	12%	11%	20%	12%	24%	15%	10%	
	other reply	0%						4%			2%	12%				
	don't know	2%	1%	11%		0%	16%		1%	6%	2%	72%	4%		0%	
Base		178	141	28	8	144	23	12	95	55	25	4	16	28	130	
q6j: [IF Q5i=1] Amount of building and development near your home	most	24%	27%	17%	7%	26%	19%	16%	29%	19%	20%	39%	8%	25%	24%	
	some	19%	18%	20%	37%	20%	16%	18%	20%	19%	19%	5%	32%	12%	23%	
	little	22%	21%	25%	18%	20%	24%	37%	21%	24%	16%	3%	26%	23%	21%	
	none	34%	34%	37%	23%	32%	41%	27%	29%	36%	44%	50%	33%	36%	31%	
	other reply	0%	0%			0%			0%						0%	
	don't know	1%	1%	1%	15%	2%	1%	2%	1%	2%	1%	3%	1%	3%	0%	
Base		383	286	76	19	277	78	27	180	131	67	17	29	117	220	
q6k: [IF Q5j=1] School crowding	most	15%	16%	10%	17%	18%	10%	10%	21%	9%	14%	7%	10%	12%	21%	
	some	14%	16%	10%	7%	17%	11%	1%	20%	11%	10%	8%	9%	13%	18%	
	little	22%	20%	26%	30%	21%	22%	27%	16%	30%	22%	29%	31%	21%	18%	
	none	41%	39%	47%	36%	42%	37%	51%	36%	39%	50%	29%	42%	47%	39%	
	other reply	1%	2%			1%	3%		1%	3%			2%	2%	1%	
	don't know	7%	6%	7%	10%	0%	17%	11%	6%	9%	5%	28%	6%	5%	3%	
Base		671	443	162	60	398	193	75	245	229	184	58	141	207	264	
q6l: [IF Q5k=1] Amount of building and development in places that used to be country areas not long ago	most	32%	33%	31%	36%	32%			37%	35%	20%	49%	21%	34%	34%	
	some	32%	30%	41%	23%	32%			33%	26%	36%	28%	39%	25%	34%	
	little	19%	19%	15%	20%	19%			16%	24%	14%	16%	14%	26%	16%	
	none	15%	16%	10%	12%	15%			13%	11%	25%	1%	19%	12%	16%	
	other reply	0%	0%			0%				0%	0%		1%	0%		
	don't know	2%	1%	4%	9%	2%			1%	3%	4%	5%	6%	2%	1%	
Base		511	363	109	33	511			231	165	100	16	78	158	259	

Q7: For each of the things you said were big concerns, please tell me if you feel it is currently an acceptable price to pay for economic benefits

		Island				Visitor industry employment				Work for private business or government				Gender		
		Total	O'ahu	Big Island	Kaua'i	Maui	works in visitor industry	worked in visitor industry	other house hold member in visitor industry	no affiliation with visitor industry	visitor industry	other private business	government/nonprofit	not employed	male	female
q7a: [IF Q4=1] Overall population and development on island	acceptable	25%	25%	32%	26%	19%	34%	25%	23%	22%	34%	21%	28%	20%	34%	20%
	starting to be unacceptable	45%	46%	41%	42%	44%	38%	51%	44%	46%	38%	45%	49%	49%	42%	47%
	now unacceptable	25%	23%	24%	28%	34%	24%	23%	21%	26%	24%	24%	20%	29%	21%	27%
	(disagree, no economic tie)	3%	4%	1%		1%	2%		12%	4%	2%	5%	3%	2%	3%	3%
	don't know/other	2%	2%	2%	3%	2%	2%	1%		2%	2%	4%	0%	1%	1%	3%
Base		611	153	128	146	186	149	132	25	304	149	169	110	180	243	368
q7b: [IF Q5a=1] Traffic in rural or country parts of island	acceptable	20%	19%	26%	25%	17%	24%	16%	18%	20%	24%	13%	28%	17%	21%	19%
	starting to be unacceptable	42%	44%	42%	36%	36%	36%	52%	28%	43%	36%	51%	40%	40%	40%	44%
	now unacceptable	35%	35%	29%	36%	43%	39%	31%	54%	33%	39%	31%	31%	38%	38%	33%
	(disagree, no economic tie)	1%	1%	1%		2%	0%			1%	0%	2%		0%	0%	1%
	don't know/other	2%	2%	1%	3%	2%	0%	1%		3%	0%	2%		4%	0%	3%
Base		648	165	136	152	176	163	136	34	314	163	178	125	182	235	412
q7c: [IF Q5b=1] Traffic in urban or city parts of island	acceptable	20%	19%	30%	22%	19%	24%	19%	22%	19%	24%	17%	26%	17%	20%	20%
	starting to be unacceptable	34%	34%	36%	33%	35%	35%	40%	24%	33%	35%	32%	34%	38%	33%	36%
	now unacceptable	43%	44%	33%	43%	44%	41%	40%	54%	43%	41%	48%	40%	41%	46%	41%
	(disagree, no economic tie)	1%	1%		1%	1%		0%		2%		3%		0%	0%	1%
	don't know/other	1%	1%	1%	2%	1%	0%	1%		2%	0%	0%	0%	4%	0%	2%
Base		763	201	142	178	180	187	137	40	398	187	208	136	229	282	481
q7d: [IF Q5c=1] Air or water pollution	acceptable	19%	18%	28%	20%	17%	20%	19%	19%	19%	20%	23%	17%	17%	24%	16%
	starting to be unacceptable	35%	35%	36%	31%	35%	33%	31%	49%	37%	33%	31%	37%	38%	32%	37%
	now unacceptable	42%	44%	33%	44%	44%	46%	47%	33%	40%	46%	42%	44%	40%	41%	43%
	(disagree, no economic tie)	1%	2%	1%	1%	2%	1%			3%	1%	2%	2%	2%	1%	1%
	don't know/other	2%	2%	2%	5%	2%	1%	3%		2%	1%	2%	1%	4%	1%	2%
Base		741	193	170	137	169	180	147	33	379	180	200	141	216	262	479
q7e: [IF Q5d=1] Number of people using beach parks or ocean recreation areas	acceptable	34%	35%	34%	42%	28%	32%	42%	34%	32%	32%	29%	46%	36%	35%	34%
	starting to be unacceptable	37%	39%	35%	38%	32%	42%	38%	28%	35%	42%	43%	32%	28%	31%	41%
	now unacceptable	24%	22%	22%	20%	39%	19%	18%	34%	30%	19%	27%	20%	29%	31%	20%
	(disagree, no economic tie)	2%	2%	4%		1%	1%		4%	4%	1%	1%		6%	2%	3%
	don't know/other	2%	2%	5%			5%	2%			5%	1%	2%	1%	1%	3%
Base		221	46	80	66	88	68	46	12	93	68	65	30	58	88	133
q7f: [IF Q5e=1] Cost of housing	acceptable	15%	15%	21%	10%	6%	19%	14%	0%	14%	19%	11%	20%	10%	22%	11%
	starting to be unacceptable	22%	20%	28%	22%	26%	23%	18%	12%	24%	23%	23%	18%	23%	22%	22%
	now unacceptable	60%	61%	47%	64%	65%	54%	63%	87%	59%	54%	61%	60%	65%	55%	63%
	(disagree, no economic tie)	1%	1%	1%	2%	1%	2%	2%		1%	2%	3%	0%	0%	1%	2%
	don't know/other	2%	2%	3%	1%	1%	2%	3%		2%	2%	2%	2%	2%	1%	3%
Base		792	200	175	209	207	196	161	44	389	196	219	152	222	279	513

Q7: For each of the things you said were big concerns, please tell me if you feel it is currently an acceptable price to pay for economic benefits

		Island				Visitor industry employment				Work for private business or government				Gender		
		Total	O'ahu	Big Island	Kaua'i	Maui	works in visitor industry	worked in visitor industry	other house hold member in visitor industry	no affiliation with visitor industry	visitor industry	other private business	government/ nonprofit	not employed	male	female
q7g: [IF Q5f=1] Number of people using wilderness hiking trails	acceptable	25%	27%	28%	22%	17%	28%	24%	11%	26%	28%	28%	40%	13%	34%	19%
	starting to be unacceptable	35%	33%	36%	43%	39%	53%	35%	7%	27%	53%	29%	6%	43%	28%	40%
	now unacceptable	34%	33%	34%	30%	39%	18%	41%	82%	36%	18%	31%	46%	43%	38%	31%
	(disagree, no economic tie)	3%	4%		2%					7%		11%		0%	0%	5%
	don't know/other	2%	2%	2%	3%	5%	2%			4%	2%	1%	8%	1%	1%	4%
Base		199	45	61	60	66	49	54	6	89	49	53	36	61	83	116
q7h: [IF Q5g=1] Fresh water supply running low	acceptable	12%	12%	14%	15%	9%	13%	9%	10%	13%	13%	16%	8%	10%	18%	8%
	starting to be unacceptable	28%	27%	33%	27%	29%	27%	29%	22%	28%	27%	25%	23%	33%	28%	28%
	now unacceptable	55%	56%	44%	50%	57%	55%	54%	61%	55%	55%	52%	64%	52%	47%	59%
	(disagree, no economic tie)	1%	1%	2%	1%	1%	0%	0%	1%	1%	0%		2%	1%	1%	0%
	don't know/other	5%	5%	7%	7%	4%	5%	7%	7%	4%	5%	7%	4%	4%	6%	5%
Base		770	199	167	137	202	193	153	43	378	193	219	134	219	289	481
q7i: [IF Q5h=1] Number of people in places you like to shop	acceptable	31%	27%	44%	47%	39%	33%	44%	64%	23%	33%	39%	23%	17%	46%	23%
	starting to be unacceptable	33%	36%	24%	28%	29%	32%	29%	3%	37%	32%	38%	22%	36%	20%	40%
	now unacceptable	32%	33%	28%	22%	26%	28%	25%	26%	36%	28%	22%	54%	37%	27%	34%
	(disagree, no economic tie)	3%	4%				6%			3%	6%			9%	5%	3%
	don't know/other	1%		4%	3%	5%	1%	1%	7%	0%	1%	1%	2%	1%	3%	0%
Base		178	45	50	36	38	50	33	6	88	50	67	30	32	61	117
q7j: [IF Q5i=1] Amount of building and development near your home	acceptable	27%	28%	24%	30%	21%	28%	21%	7%	31%	28%	25%	35%	21%	32%	23%
	starting to be unacceptable	37%	37%	37%	36%	36%	44%	41%	28%	30%	44%	29%	39%	36%	38%	36%
	now unacceptable	33%	32%	35%	33%	41%	28%	37%	65%	33%	28%	39%	21%	42%	25%	39%
	(disagree, no economic tie)	1%	1%							2%			4%		2%	
	don't know/other	2%	2%	3%	1%	2%	0%	1%		4%	0%	6%	1%	1%	3%	2%
Base		383	97	88	83	102	112	90	11	169	112	110	71	89	155	228
q7k: [IF Q5j=1] School crowding	acceptable	19%	20%	18%	13%	12%	31%	13%	11%	16%	31%	20%	12%	12%	27%	15%
	starting to be unacceptable	22%	21%	27%	23%	25%	21%	24%	8%	23%	21%	19%	29%	21%	27%	19%
	now unacceptable	50%	51%	38%	56%	52%	45%	55%	66%	49%	45%	47%	46%	60%	39%	56%
	(disagree, no economic tie)	2%	2%	1%	1%	2%		0%	3%	3%		2%	3%	2%	0%	2%
	don't know/other	7%	6%	15%	7%	9%	3%	7%	12%	9%	3%	11%	10%	5%	7%	7%
Base		671	173	157	144	152	167	130	34	337	167	185	132	184	237	434
q7l: [IF Q5k=1] Amount of building and development in places that used to be country areas not long ago	acceptable	13%	13%	11%	13%	8%	15%	11%	4%	13%	15%	12%	10%	12%	14%	12%
	starting to be unacceptable	40%	41%	38%	36%	36%	34%	42%	44%	42%	34%	36%	53%	42%	35%	43%
	now unacceptable	43%	42%	45%	49%	49%	47%	46%	40%	40%	47%	47%	36%	40%	47%	41%
	(disagree, no economic tie)	1%	1%	1%		1%	0%		1%	1%	0%	0%		2%	0%	1%
	don't know/other	4%	3%	5%	2%	6%	3%	2%	10%	3%	3%	5%	1%	4%	4%	3%
Base		511	127	125	138	132	139	116	28	226	139	159	88	124	185	326

Q7: For each of the things you said were big concerns, please tell me if you feel it is currently an acceptable price to pay for economic benefits

		Total	Age				Ethnic identification						Length of Hawaii residence			
			under 35	35 to 44	45 to 54	55 or older	Caucasian	Filipino	Hawaiian or part-Hawaiian	Japanese	Mixed, non-Hawaiian	Other	10 years or less	11 – 20 years	more than 20 years	lifetime resident
q7a: [IF Q4=1] Overall population and development on island	acceptable	25%	26%	27%	23%	27%	32%	26%	15%	29%	35%	23%	37%	18%	19%	26%
	starting to be unacceptable	45%	52%	40%	47%	40%	44%	44%	43%	42%	40%	60%	51%	43%	56%	40%
	now unacceptable	25%	19%	25%	26%	29%	22%	24%	36%	23%	19%	13%	12%	30%	24%	27%
	(disagree, no economic tie)	3%	3%	4%	2%	4%	2%	5%	3%	1%	4%			4%		
	don't know/other	2%	0%	4%	3%	1%	1%	0%	3%	3%	6%		0%	4%	1%	2%
Base		611	133	133	135	189	172	62	130	105	52	74	83	83	90	350
q7b: [IF Q5a=1] Traffic in rural or country parts of island	acceptable	20%	15%	23%	20%	22%	21%	15%	19%	22%	28%	22%	10%	20%	17%	23%
	starting to be unacceptable	42%	46%	41%	48%	37%	48%	29%	41%	45%	38%	44%	49%	41%	40%	42%
	now unacceptable	35%	34%	33%	32%	39%	29%	50%	40%	30%	35%	29%	36%	38%	43%	32%
	(disagree, no economic tie)	1%		2%		1%	0%	5%		0%		1%		1%		1%
	don't know/other	2%	5%		0%	2%	2%	1%	0%	3%		4%	5%	0%		2%
Base		648	143	150	140	198	174	65	147	119	47	76	67	93	96	388
q7c: [IF Q5b=1] Traffic in urban or city parts of island	acceptable	20%	20%	24%	17%	21%	22%	17%	19%	20%	25%	23%	20%	18%	15%	22%
	starting to be unacceptable	34%	35%	27%	37%	37%	33%	27%	31%	40%	26%	46%	33%	30%	35%	35%
	now unacceptable	43%	41%	48%	46%	38%	43%	51%	47%	38%	49%	27%	44%	52%	49%	39%
	(disagree, no economic tie)	1%	0%	2%		2%	0%	4%	2%			0%	0%			2%
	don't know/other	1%	4%		0%	2%	2%	1%	0%	2%		3%	3%	0%	1%	1%
Base		763	185	174	168	219	232	72	166	125	57	93	114	99	94	453
q7d: [IF Q5c=1] Air or water pollution	acceptable	19%	15%	17%	26%	20%	21%	16%	12%	21%	26%	23%	13%	29%	16%	19%
	starting to be unacceptable	35%	39%	30%	29%	38%	40%	25%	34%	34%	41%	31%	45%	32%	52%	30%
	now unacceptable	42%	43%	50%	40%	39%	36%	53%	49%	45%	34%	39%	39%	38%	30%	47%
	(disagree, no economic tie)	1%	0%	2%	3%	0%	0%	5%	0%			7%	3%			2%
	don't know/other	2%	2%	0%	2%	3%	2%	1%	5%	0%			0%	0%	1%	3%
Base		741	185	160	176	202	203	64	157	139	72	94	96	96	87	458
q7e: [IF Q5d=1] Number of people using beach parks or ocean recreation areas	acceptable	34%	52%	45%	27%	21%	44%	16%	32%	34%	8%	54%	57%	36%	10%	35%
	starting to be unacceptable	37%	25%	33%	51%	37%	33%	36%	33%	37%	67%	36%	30%	50%	47%	33%
	now unacceptable	24%	22%	22%	23%	30%	19%	44%	28%	23%	25%	8%	13%	10%	31%	28%
	(disagree, no economic tie)	2%	1%			6%	2%		1%	6%		2%		3%		3%
	don't know/other	2%	1%			6%	2%	4%	6%						13%	1%
Base		221	52	46	46	71	56	24	46	49	14	25	21	31	31	137
q7f: [IF Q5e=1] Cost of housing	acceptable	15%	12%	14%	13%	17%	19%	10%	10%	13%	14%	14%	12%	10%	11%	16%
	starting to be unacceptable	22%	26%	17%	24%	21%	21%	24%	21%	26%	21%	21%	32%	21%	27%	19%
	now unacceptable	60%	58%	65%	58%	60%	57%	60%	64%	61%	61%	62%	52%	68%	59%	61%
	(disagree, no economic tie)	1%	0%	4%	2%	0%	1%	4%	0%	0%	4%	3%	3%	0%	1%	1%
	don't know/other	2%	3%	0%	2%	2%	2%	1%	5%				1%		2%	3%
Base		792	206	177	168	217	229	76	181	125	72	97	112	101	94	480

Q7: For each of the things you said were big concerns, please tell me if you feel it is currently an acceptable price to pay for economic benefits

		Total	Age				Ethnic identification						Length of Hawaii residence			
			under 35	35 to 44	45 to 54	55 or older	Caucasian	Filipino	Hawaiian or part-Hawaiian	Japanese	Mixed, non-Hawaiian	Other	10 years or less	11 – 20 years	more than 20 years	lifetime resident
q7g: [IF Q5f=1] Number of people using wilderness hiking trails	acceptable	25%	29%	41%	27%	15%	17%	6%	25%	42%	7%	37%	39%	19%	17%	26%
	starting to be unacceptable	35%	45%	28%	25%	43%	48%	14%	33%	29%	36%	40%	56%	33%	30%	34%
	now unacceptable	34%	26%	30%	41%	37%	31%	78%	42%	22%	28%	23%	4%	21%	53%	38%
	(disagree, no economic tie)	3%			6%	5%	0%			7%	29%		1%	22%		2%
	don't know/other	2%	1%	1%	1%	1%	3%	3%	1%				1%	4%		1%
Base		199	48	34	48	60	39	13	59	40	10	28	22	14	23	137
q7h: [IF Q5g=1] Fresh water supply running low	acceptable	12%	8%	15%	11%	13%	16%	11%	4%	15%	13%	12%	12%	22%	12%	9%
	starting to be unacceptable	28%	24%	18%	29%	38%	31%	23%	29%	28%	25%	21%	32%	18%	34%	27%
	now unacceptable	55%	61%	65%	50%	45%	49%	63%	55%	53%	60%	58%	52%	55%	52%	56%
	(disagree, no economic tie)	1%	0%		2%	1%	0%	0%	0%	0%		4%	0%			1%
	don't know/other	5%	7%	2%	8%	4%	4%	3%	12%	3%	2%	5%	4%	4%	2%	6%
Base		770	187	192	166	202	215	65	166	143	71	94	102	96	96	471
q7i: [IF Q5h=1] Number of people in places you like to shop	acceptable	31%	22%	42%	41%	20%	38%	29%	23%	33%	40%	17%	35%	16%	22%	34%
	starting to be unacceptable	33%	39%	29%	31%	32%	21%	11%	51%	54%	27%	39%	32%	30%	31%	35%
	now unacceptable	32%	38%	22%	27%	39%	32%	60%	27%	14%	21%	42%	12%	54%	44%	30%
	(disagree, no economic tie)	3%		8%		8%	6%				13%		19%			
	don't know/other	1%	1%		1%	1%	3%						2%	1%	3%	1%
Base		178	55	39	44	37	50	20	32	26	23	25	32	20	25	101
q7j: [IF Q5i=1] Amount of building and development near your home	acceptable	27%	13%	27%	36%	32%	28%	16%	16%	37%	36%	28%	19%	27%	32%	26%
	starting to be unacceptable	37%	54%	31%	33%	29%	40%	36%	35%	29%	39%	44%	49%	41%	38%	34%
	now unacceptable	33%	32%	35%	28%	38%	31%	49%	45%	29%	25%	21%	31%	32%	29%	36%
	(disagree, no economic tie)	1%			3%							5%				1%
	don't know/other	2%	1%	7%		1%	1%		5%	5%		1%	0%	1%	1%	3%
Base		383	100	95	93	85	94	38	80	62	44	54	43	51	58	228
q7k: [IF Q5j=1] School crowding	acceptable	19%	23%	19%	23%	15%	21%	14%	14%	17%	29%	25%	16%	23%	11%	21%
	starting to be unacceptable	22%	19%	18%	26%	27%	20%	13%	21%	30%	18%	31%	17%	14%	24%	25%
	now unacceptable	50%	51%	58%	41%	50%	49%	65%	56%	49%	47%	36%	60%	53%	50%	48%
	(disagree, no economic tie)	2%	4%		3%	1%	2%		2%	0%	1%	5%	6%		4%	0%
	don't know/other	7%	3%	6%	7%	8%	8%	9%	9%	6%	4%	6%	4%	1%	10%	10%
Base		671	169	174	136	170	200	50	142	120	66	77	95	98	85	388
q7l: [IF Q5k=1] Amount of building and development in places that used to be country areas not long ago	acceptable	13%	11%	10%	11%	17%	19%	9%	7%	15%	15%	5%	10%	17%	16%	12%
	starting to be unacceptable	40%	44%	35%	49%	34%	37%	26%	36%	38%	57%	54%	55%	46%	28%	37%
	now unacceptable	43%	41%	50%	39%	43%	40%	62%	51%	42%	28%	35%	30%	34%	54%	47%
	(disagree, no economic tie)	1%		0%	0%	2%	0%			4%			1%			1%
	don't know/other	4%	4%	4%	2%	3%	4%	2%	6%	0%	1%	6%	5%	3%	2%	3%
Base		511	124	137	118	124	147	42	107	89	51	66	75	79	50	306

Q7: For each of the things you said were big concerns, please tell me if you feel it is currently an acceptable price to pay for economic benefits

		Total	Overall level of population and development on this island			Building and development in places that used to be country			Building and development in hotel and resort areas			Total 'big concern' responses for Q4, Q5			
			big concern	small concern	no concern	big concern	small concern	not a concern	big concern	small concern	not a concern	0-4	5-6	7-8	9-13
q7a: [IF Q4=1] Overall population and development on island	acceptable	25%	25%			25%	29%	22%	24%	28%	25%	26%	22%	24%	28%
	starting to be unacceptable	45%	45%			48%	48%	28%	48%	40%	48%	36%	47%	48%	44%
	now unacceptable	25%	25%			24%	20%	34%	25%	24%	24%	28%	28%	23%	24%
	(disagree, no economic tie)	3%	3%			1%	2%	16%	3%	4%	3%	10%	3%	4%	1%
	don't know/other	2%	2%			3%	0%	1%	1%	4%	0%	1%	1%	2%	3%
Base		611	611			363	167	75	228	242	124	66	111	185	250
q7b: [IF Q5a=1] Traffic in rural or country parts of island	acceptable	20%	17%	23%	34%	20%	20%	21%	22%	18%	21%	34%	17%	16%	23%
	starting to be unacceptable	42%	42%	61%	15%	44%	46%	28%	40%	44%	43%	21%	48%	45%	40%
	now unacceptable	35%	38%	16%	46%	34%	31%	44%	37%	35%	35%	44%	30%	37%	35%
	(disagree, no economic tie)	1%	1%			0%	1%	3%	1%	0%	0%		0%	2%	
	don't know/other	2%	2%	0%	5%	1%	2%	3%	1%	3%	0%	1%	4%	0%	2%
Base		648	443	131	65	396	160	86	242	224	161	36	149	196	266
q7c: [IF Q5b=1] Traffic in urban or city parts of island	acceptable	20%	16%	27%	31%	21%	20%	16%	19%	18%	26%	25%	20%	21%	19%
	starting to be unacceptable	34%	34%	47%	16%	34%	38%	32%	35%	37%	29%	21%	42%	32%	35%
	now unacceptable	43%	47%	26%	49%	44%	40%	44%	44%	43%	43%	50%	34%	46%	44%
	(disagree, no economic tie)	1%	1%			0%	1%	3%	1%	1%	0%		2%	2%	0%
	don't know/other	1%	2%		4%	1%	0%	6%	1%	0%	1%	4%	2%		2%
Base		763	516	156	82	442	209	106	262	282	201	75	181	233	274
q7d: [IF Q5c=1] Air or water pollution	acceptable	19%	20%	16%	22%	19%	23%	13%	19%	19%	20%	19%	15%	22%	20%
	starting to be unacceptable	35%	34%	43%	24%	35%	39%	30%	34%	38%	32%	34%	39%	31%	36%
	now unacceptable	42%	43%	39%	48%	45%	34%	49%	44%	40%	46%	42%	38%	45%	43%
	(disagree, no economic tie)	1%	1%	2%	0%	0%	3%	4%	1%	2%	2%	4%	2%	1%	0%
	don't know/other	2%	2%	0%	6%	1%	2%	4%	2%	2%	0%	1%	6%	1%	1%
Base		741	501	170	62	438	202	94	262	277	179	73	162	227	279
q7e: [IF Q5d=1] Number of people using beach parks or ocean recreation areas	acceptable	34%	34%	37%	37%	32%	38%	53%	32%	38%	38%	46%	47%	37%	31%
	starting to be unacceptable	37%	38%	36%	27%	37%	46%	20%	37%	43%	25%	45%	31%	34%	38%
	now unacceptable	24%	25%	15%	32%	28%	15%	9%	28%	18%	23%	9%	5%	25%	28%
	(disagree, no economic tie)	2%	1%	10%		1%	1%	18%	0%	1%	15%		13%	4%	0%
	don't know/other	2%	2%	1%	3%	3%			3%	1%			4%		3%
Base		221	168	37	14	165	38	16	129	64	26	10	23	34	154
q7f: [IF Q5e=1] Cost of housing	acceptable	15%	12%	19%	20%	14%	18%	11%	9%	19%	17%	17%	16%	12%	15%
	starting to be unacceptable	22%	23%	23%	13%	21%	25%	20%	28%	18%	21%	25%	25%	17%	23%
	now unacceptable	60%	61%	55%	66%	63%	55%	60%	61%	59%	62%	54%	55%	69%	58%
	(disagree, no economic tie)	1%	2%	2%	0%	1%	1%	3%	1%	1%	0%	1%	0%	2%	2%
	don't know/other	2%	2%	2%	1%	1%	1%	6%	1%	2%	0%	4%	4%	0%	2%
Base		792	519	185	81	451	226	111	270	290	206	90	199	231	272

Q7: For each of the things you said were big concerns, please tell me if you feel it is currently an acceptable price to pay for economic benefits

		Total	Overall level of population and development on this island			Building and development in places that used to be country			Building and development in hotel and resort areas			Total 'big concern' responses for Q4, Q5			
			big concern	small concern	no concern	big concern	small concern	not a concern	big concern	small concern	not a concern	0-4	5-6	7-8	9-13
q7g: [IF Q5f=1] Number of people using wilderness hiking trails	acceptable	25%	23%	10%	48%	25%	18%	43%	28%	23%	22%	60%	38%	20%	22%
	starting to be unacceptable	35%	37%	47%	15%	38%	30%	24%	41%	33%	25%	25%	39%	26%	37%
	now unacceptable	34%	34%	41%	27%	33%	35%	34%	27%	31%	53%	16%	21%	54%	33%
	(disagree, no economic tie)	3%	2%		11%	2%	8%		3%	6%					4%
	don't know/other	2%	3%	2%		1%	8%		1%	7%	1%		1%		3%
Base		199	149	21	28	143	35	17	107	52	36	6	26	28	138
q7h: [IF Q5g=1] Fresh water supply running low	acceptable	12%	11%	11%	18%	12%	12%	9%	11%	9%	14%	8%	12%	10%	14%
	starting to be unacceptable	28%	31%	24%	13%	25%	33%	27%	30%	29%	22%	30%	33%	26%	25%
	now unacceptable	55%	55%	54%	58%	57%	49%	56%	52%	58%	59%	44%	49%	59%	58%
	(disagree, no economic tie)	1%	0%	2%	1%	0%	2%	1%	0%	1%	2%	6%		1%	0%
	don't know/other	5%	3%	9%	11%	5%	4%	7%	7%	4%	4%	12%	7%	4%	3%
Base		770	515	181	68	457	207	99	267	285	197	69	186	236	279
q7i: [IF Q5h=1] Number of people in places you like to shop	acceptable	31%	30%	31%	51%	28%	43%	39%	31%	18%	62%	28%	54%	11%	33%
	starting to be unacceptable	33%	36%	17%	40%	33%	22%	56%	39%	26%	18%	72%	21%	29%	34%
	now unacceptable	32%	31%	41%	9%	34%	33%	5%	28%	45%	19%		22%	50%	30%
	(disagree, no economic tie)	3%	2%	11%		4%				11%				10%	2%
	don't know/other	1%	1%			1%	3%		1%	0%	2%		4%		1%
Base		178	141	28	8	144	23	12	95	55	25	4	16	28	130
q7j: [IF Q5i=1] Amount of building and development near your home	acceptable	27%	27%	29%	20%	23%	44%	16%	22%	30%	34%	27%	30%	26%	27%
	starting to be unacceptable	37%	38%	35%	34%	37%	33%	51%	38%	35%	38%	45%	39%	40%	35%
	now unacceptable	33%	34%	31%	31%	37%	19%	33%	39%	29%	23%	9%	30%	31%	37%
	(disagree, no economic tie)	1%		4%			4%				4%	17%			
	don't know/other	2%	2%	1%	15%	3%	1%		1%	5%	1%	3%	1%	3%	2%
Base		383	286	76	19	277	78	27	180	131	67	17	29	117	220
q7k: [IF Q5j=1] School crowding	acceptable	19%	16%	25%	30%	17%	21%	27%	16%	19%	22%	26%	20%	16%	19%
	starting to be unacceptable	22%	27%	15%	6%	26%	17%	15%	34%	16%	15%	7%	20%	17%	30%
	now unacceptable	50%	50%	50%	51%	56%	42%	38%	44%	53%	54%	38%	47%	59%	47%
	(disagree, no economic tie)	2%	2%	2%	1%	0%	2%	8%		2%	4%	2%	4%	2%	
	don't know/other	7%	7%	8%	11%	1%	18%	11%		6%	10%	5%	28%	9%	5%
Base		671	443	162	60	398	193	75	245	229	184	58	141	207	264
q7l: [IF Q5k=1] Amount of building and development in places that used to be country areas not long ago	acceptable	13%	13%	10%	11%	13%			13%	11%	14%	9%	13%	7%	16%
	starting to be unacceptable	40%	43%	30%	31%	40%			41%	41%	36%	39%	40%	46%	36%
	now unacceptable	43%	42%	49%	47%	43%			43%	43%	46%	46%	39%	41%	45%
	(disagree, no economic tie)	1%	0%	3%	1%	1%			1%	1%			1%	2%	
	don't know/other	4%	2%	8%	9%	4%			2%	5%	4%	6%	6%	5%	2%
Base		511	363	109	33	511			231	165	100	16	78	158	259

Q8: Do you feel that the amount of building and development in hotel and resort areas currently an acceptable price to pay for the economic benefits of tourism

		Island				Visitor industry employment				Work for private business or government				Gender		
		Total	O'ahu	Big Island	Kaua'i	Maui	works in visitor industry	worked in visitor industry	other house hold member in visitor industry	no affiliation with visitor industry	visitor industry	other private business	government/nonprofit	not employed	male	female
q8: [IF Q5]=1	acceptable	17%	17%	22%	19%	10%	23%	18%	8%	14%	23%	6%	32%	12%	31%	11%
Amount of building and development in hotel and resort areas	starting to be unacceptable	45%	46%	41%	37%	41%	44%	37%	82%	46%	44%	42%	49%	44%	43%	45%
	now unacceptable	30%	28%	28%	31%	42%	29%	37%	10%	27%	29%	40%	12%	32%	18%	34%
	(disagree, no economic tie)	1%	1%		1%					2%		3%		0%		2%
	don't know/other	8%	7%	9%	11%	7%	4%	7%		10%	4%	8%	6%	11%	7%	8%
	Base	295	69	82	72	100	76	76	10	132	76	85	58	75	87	208

Q8: Do you feel that the amount of building and development in hotel and resort areas currently an acceptable price to pay for the economic benefits of tourism

		Age				Ethnic identification						Length of Hawaii residence				
		Total	under 35	35 to 44	45 to 54	55 or older	Caucasian	Filipino	Hawaiian or part-Hawaiian	Japanese	Mixed, non-Hawaiian	Other	10 years or less	11 – 20 years	more than 20 years	lifetime resident
q8: [IF Q5]=1	acceptable	17%	21%	22%	14%	13%	23%	25%	14%	8%	27%	19%	18%	4%	34%	16%
Amount of building and development in hotel and resort areas	starting to be unacceptable	45%	56%	35%	51%	39%	42%	37%	44%	53%	33%	54%	58%	44%	19%	47%
	now unacceptable	30%	20%	37%	21%	39%	28%	34%	37%	26%	26%	16%	22%	29%	47%	28%
	(disagree, no economic tie)	1%		5%			0%			4%			1%			2%
	don't know/other	8%	3%	1%	14%	9%	6%	3%	5%	9%	14%	11%	1%	22%		7%
	Base	295	68	69	70	84	71	29	64	69	24	34	33	35	32	194

Q8: Do you feel that the amount of building and development in hotel and resort areas currently an acceptable price to pay for the economic benefits of tourism

		Total	Overall level of population and development on this island			Building and development in places that used to be country			Building and development in hotel and resort areas	Total 'big concern' responses for Q4, Q5			
			big concern	small concern	no concern	big concern	small concern	not a concern	big concern	0-4	5-6	7-8	9-13
q8: [IF Q5]=1	acceptable	17%	16%	20%	26%	14%	24%	45%	17%		24%	19%	16%
Amount of building and development in hotel and resort areas	starting to be unacceptable	45%	45%	42%	46%	44%	54%	28%	45%	28%	37%	51%	44%
	now unacceptable	30%	30%	30%	28%	33%	13%	23%	30%	72%	34%	18%	32%
	(disagree, no economic tie)	1%	1%	0%		1%		1%	1%		1%		1%
	don't know/other	8%	8%	7%		7%	10%	3%	8%		5%	11%	7%
	Base	295	228	52	14	231	46	17	295	5	31	62	196

Q9, Q10: Opinions about infrastructure

		Total	Island				Visitor industry employment				Work for private business or government				Gender	
			O`ahu	Big Island	Kaua`i	Mau	works in visitor industry	worked in visitor industry	other house hold member in visitor industry	no affiliation with visitor industry	visitor industry	other private business	govern ment/ nonprofit	not employed	male	female
q9: Overall, how good a job has government done in building new infrastructure to keep up with growth in resident and visitor population?	very good	6%	6%	6%	10%	5%	9%	2%	6%	6%	9%	4%	4%	6%	6%	6%
	fairly good	32%	32%	34%	30%	28%	33%	32%	41%	30%	33%	33%	32%	30%	35%	30%
	(mixed/neutral)	13%	13%	10%	12%	13%	11%	18%	9%	12%	11%	14%	10%	15%	10%	14%
	fairly poor	27%	28%	20%	24%	27%	18%	25%	20%	32%	18%	26%	34%	30%	24%	29%
	very poor	20%	18%	28%	22%	24%	27%	21%	24%	17%	27%	20%	18%	17%	25%	18%
	(don't know/refused)	2%	2%	2%	2%	3%	2%	2%		3%	2%	3%	2%	2%	1%	3%
q10: When the number of residents and visitors begins to get too much for the infrastructure, do you believe it is generally better for the government to try to build more infrastructure or to try to limit economic and population growth?	try build more infrastructure	31%	29%	42%	36%	30%	33%	34%	26%	29%	33%	30%	31%	30%	41%	25%
	try limit growth	50%	52%	42%	47%	51%	54%	51%	51%	48%	54%	48%	49%	50%	47%	52%
	depends/other answer	11%	11%	10%	14%	11%	7%	7%	17%	14%	7%	13%	13%	11%	9%	12%
	don't know/refused	8%	9%	5%	4%	8%	6%	7%	6%	9%	6%	9%	7%	9%	3%	11%
	Base	1000	250	250	250	250	242	196	51	509	242	264	182	307	373	627

Q9, Q10: Opinions about infrastructure

		Total	Age				Ethnic identification						Length of Hawaii residence			
			under 35	35 to 44	45 to 54	55 or older	Cauca sian	Filipino	Hawaiian or part-Hawaiian	Japanese	Mixed, non-Hawaiian	Other	10 years or less	11 – 20 years	more than 20 years	lifetime resident
q9: Overall, how good a job has government done in building new infrastructure to keep up with growth in resident and visitor population?	very good	6%	13%	3%	4%	3%	4%	14%	6%	6%	5%	7%	9%	6%	1%	6%
	fairly good	32%	42%	26%	25%	30%	32%	44%	24%	30%	29%	34%	31%	24%	29%	34%
	(mixed/neutral)	13%	10%	16%	10%	14%	9%	21%	11%	16%	17%	12%	8%	20%	11%	13%
	fairly poor	27%	18%	30%	31%	32%	29%	16%	28%	29%	27%	26%	31%	25%	24%	27%
	very poor	20%	14%	22%	27%	20%	23%	3%	26%	18%	21%	21%	20%	22%	34%	17%
	(don't know/refused)	2%	3%	3%	2%	1%	3%	1%	5%	2%	1%	0%	1%	2%	1%	3%
q10: When the number of residents and visitors begins to get too much for the infrastructure, do you believe it is generally better for the government to try to build more infrastructure or to try to limit economic and population growth?	try build more infrastructure	31%	29%	35%	30%	30%	31%	29%	28%	26%	43%	38%	39%	31%	29%	29%
	try limit growth	50%	54%	43%	52%	50%	50%	46%	51%	55%	39%	51%	47%	45%	44%	53%
	depends/other answer	11%	8%	10%	13%	14%	11%	8%	11%	14%	10%	7%	8%	17%	11%	10%
	don't know/refused	8%	9%	12%	5%	6%	7%	17%	10%	5%	7%	4%	6%	7%	15%	7%
	Base	1000	250	224	205	294	300	96	211	168	83	115	140	138	134	583

Q9, Q10: Opinions about infrastructure

		Total	Overall level of population and development on this island			Building and development in places that used to be country			Building and development in hotel and resort areas			Total 'big concern' responses for Q4, Q5			
			big concern	small concern	no concern	big concern	small concern	not a concern	big concern	small concern	not a concern	0-4	5-6	7-8	9-13
q9: Overall, how good a job has government done in building new infrastructure to keep up with growth in resident and visitor population?	very good	6%	6%	6%	7%	7%	5%	5%	6%	6%	6%	7%	4%	5%	7%
	fairly good	32%	29%	34%	40%	31%	32%	35%	32%	29%	36%	34%	35%	28%	30%
	(mixed/neutral)	13%	12%	12%	17%	12%	11%	16%	14%	11%	11%	16%	12%	13%	10%
	fairly poor	27%	28%	32%	11%	29%	28%	22%	26%	29%	27%	23%	29%	27%	28%
	very poor	20%	23%	13%	23%	20%	22%	18%	21%	23%	19%	15%	15%	26%	25%
	(don't know/refused)	2%	2%	3%	2%	1%	2%	5%	1%	2%	2%	5%	6%	0%	0%
q10: When the number of residents and visitors begins to get too much for the infrastructure, do you believe it is generally better for the government to try to build more infrastructure or to try to limit economic and population growth?	try build more infrastructure	31%	28%	33%	40%	24%	36%	44%	22%	37%	34%	39%	34%	30%	23%
	try limit growth	50%	53%	51%	39%	61%	41%	36%	60%	46%	46%	36%	49%	49%	63%
	depends/other answer	11%	10%	11%	13%	9%	13%	11%	12%	8%	13%	13%	9%	15%	7%
	don't know/refused	8%	9%	5%	8%	6%	10%	9%	7%	9%	6%	12%	8%	5%	7%
	Base	1000	611	251	124	511	298	176	295	385	284	219	236	261	284



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