

**2007 SURVEY OF RESIDENT SENTIMENTS  
ON TOURISM IN HAWAII**

**Volume II: Detailed Cross-Tabulation Results**

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**Prepared for:**

The Hawai`i Tourism Authority

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Possible community problems

		Total	Oahu	Maui County	Maui Island	Molokai	Lanai	Kauai	Hawaii County	West Hawaii	East Hawaii
Availability of jobs	Big problem	27%	27%	26%	24%	63%	29%	23%	32%	22%	40%
	Small problem	33%	33%	33%	34%	20%	27%	32%	34%	33%	34%
	Not a problem	32%	32%	37%	38%	15%	41%	42%	28%	38%	20%
	Expressed opposite view	1%	1%	0%	0%	1%		1%	0%	0%	0%
	Don't know/refused	6%	7%	4%	4%	1%	3%	3%	6%	7%	5%
Cost of food and clothing	Big problem	52%	51%	55%	55%	62%	59%	61%	51%	48%	53%
	Small problem	30%	30%	29%	30%	20%	18%	21%	30%	32%	28%
	Not a problem	17%	17%	16%	15%	17%	22%	16%	18%	19%	17%
	Expressed opposite view	0%	0%					0%	0%		0%
	Don't know/refused	1%	2%	0%	0%	1%	1%	2%	1%	1%	0%
Cost of housing	Big problem	81%	83%	80%	81%	63%	69%	87%	67%	72%	62%
	Small problem	10%	9%	9%	9%	10%	14%	6%	20%	16%	23%
	Not a problem	8%	7%	10%	9%	26%	15%	6%	12%	11%	13%
	Expressed opposite view	0%	0%								
	Don't know/refused	1%	1%	1%	1%	1%	2%	1%	2%	1%	2%
Population growing too fast	Big problem	51%	49%	58%	61%	23%	19%	57%	55%	55%	55%
	Small problem	24%	25%	19%	18%	26%	28%	21%	21%	20%	23%
	Not a problem	22%	22%	22%	19%	52%	50%	17%	22%	24%	20%
	Expressed opposite view	0%	0%					1%	0%		0%
	Don't know/refused	3%	4%	1%	1%		4%	4%	1%	1%	1%
Traffic	Big problem	76%	80%	62%	66%	9%	6%	83%	64%	73%	57%
	Small problem	14%	12%	21%	22%	15%	12%	10%	19%	10%	26%
	Not a problem	9%	7%	17%	12%	77%	82%	7%	17%	17%	17%
	Expressed opposite view	0%	0%					0%			
	Don't know/refused	0%	0%								
Loss of nature and open space	Big problem	43%	43%	45%	48%	17%	10%	48%	35%	36%	34%
	Small problem	28%	29%	27%	28%	23%	24%	27%	28%	29%	27%
	Not a problem	26%	25%	27%	24%	60%	64%	21%	35%	32%	37%
	Expressed opposite view	0%	0%					0%	0%	0%	
	Don't know/refused	2%	2%	1%	1%	1%	2%	3%	2%	2%	1%
Economy not diversified enough	Big problem	41%	41%	40%	40%	42%	37%	43%	45%	38%	50%
	Small problem	28%	29%	28%	29%	25%	24%	29%	26%	30%	21%
	Not a problem	21%	20%	25%	25%	27%	31%	20%	19%	21%	17%
	Expressed opposite view	1%	1%	0%		1%		0%			
	Don't know/refused	9%	9%	6%	6%	6%	7%	7%	11%	10%	11%
total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	sample size	1644	405	533	282	124	127	301	405	204	201

Results are weighted.

Who or what do you think is responsible for cost of housing being such a problem now

	Total	Oahu	Maui County	Maui Island	Molokai	Lanai	Kauai	Hawaii County	West Hawaii	East Hawaii
Government	22%	22%	26%	26%	15%	10%	19%	16%	16%	16%
Developers/landowners	10%	8%	21%	21%	13%	28%	9%	13%	9%	17%
Rich/wealthy	10%	8%	12%	12%	17%	9%	23%	13%	16%	11%
Speculators/investors	8%	8%	6%	6%	7%	10%	14%	10%	8%	13%
Realtors	3%	3%	3%	3%	5%	2%	8%	3%	4%	3%
Banks/lenders	1%	2%	1%	0%	1%	1%	1%	0%	1%	0%
Hotels or tourism	0%	0%	1%	1%	0%	1%	0%	0%	0%	0%
Market forces	21%	21%	16%	16%	24%	13%	25%	24%	21%	28%
More demand than supply	20%	22%	11%	11%	16%	12%	13%	18%	16%	20%
Other mention	1%	0%	4%	4%	4%	10%	3%	3%	6%	0%
Don't know	10%	10%	12%	12%	13%	15%	3%	11%	12%	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
sample size	1169	311	373	216	75	82	236	249	131	118

Results are weighted.

Who or what do you think is responsible for traffic being such a problem now

	Total	Oahu	Maui County	Maui Island	Molokai	Lanai	Kauai	Hawaii County	West Hawaii	East Hawaii
Government	39%	35%	45%	45%	36%	37%	52%	52%	57%	46%
Developers/landowners	5%	4%	10%	10%	0%	0%	9%	6%	8%	5%
Other entities	1%	0%	1%	1%	0%	0%	1%	2%	2%	1%
Hotels or tourism	0%	0%	3%	3%	0%	0%	0%	0%	0%	0%
Economic forces, work patterns	4%	5%	2%	2%	0%	0%	6%	4%	4%	3%
More cars/people/not enough roads	54%	59%	39%	39%	55%	37%	45%	41%	35%	48%
Other mention	1%	0%	3%	3%	0%	0%	1%	3%	1%	6%
Don't know	3%	3%	5%	5%	9%	25%	0%	3%	5%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
sample size	992	311	195	176	11	8	234	252	141	111

Results are weighted.

**Agreement with statements about tourism and this island**

		Total	Oahu	Maui County	Maui Island	Molokai	Lanai	Kauai	Hawaii County	West Hawaii	East Hawaii
This island is being run for tourists at the expense of local people	Strongly agree	29%	26%	44%	45%	28%	43%	44%	30%	28%	32%
	Somewhat agree	23%	23%	21%	21%	27%	21%	21%	26%	27%	24%
	Somewhat disagree	22%	24%	12%	12%	17%	13%	15%	22%	22%	22%
	Strongly disagree	18%	19%	18%	18%	24%	13%	14%	15%	14%	16%
	Don't know/refused	8%	9%	4%	4%	4%	9%	6%	7%	8%	5%
Overall, tourism has brought more benefits than problems to this island	Strongly agree	45%	46%	42%	43%	24%	44%	36%	43%	45%	41%
	Somewhat agree	29%	28%	30%	30%	27%	28%	34%	30%	32%	28%
	Somewhat disagree	11%	11%	11%	11%	20%	14%	12%	9%	9%	9%
	Strongly disagree	10%	9%	11%	11%	19%	7%	13%	10%	6%	14%
	Don't know/refused	6%	6%	6%	6%	9%	6%	5%	8%	7%	8%
The increase in out-of-state people buying homes in residential neighborhoods is mostly due to tourism	Strongly agree	25%	21%	36%	36%	37%	43%	42%	29%	30%	28%
	Somewhat agree	20%	20%	22%	22%	27%	17%	25%	19%	20%	18%
	Somewhat disagree	24%	27%	17%	17%	16%	13%	13%	19%	21%	17%
	Strongly disagree	21%	21%	18%	18%	11%	15%	14%	23%	19%	27%
	Don't know/refused	10%	10%	8%	7%	9%	12%	6%	10%	10%	10%
In general, the visitor industry tries hard to be good corporate citizens	Strongly agree	38%	38%	41%	41%	37%	45%	39%	36%	38%	34%
	Somewhat agree	37%	39%	31%	31%	36%	23%	34%	35%	40%	31%
	Somewhat disagree	8%	8%	7%	7%	10%	12%	11%	8%	6%	10%
	Strongly disagree	8%	6%	13%	14%	8%	8%	10%	9%	6%	12%
	Don't know/refused	10%	10%	7%	7%	8%	13%	6%	11%	10%	12%
Even if more visitors come, I don't want to see any more hotels on this island.	Strongly agree	47%	44%	62%	62%	65%	57%	62%	41%	49%	34%
	Somewhat agree	21%	23%	14%	14%	15%	12%	17%	15%	15%	14%
	Somewhat disagree	17%	18%	9%	9%	12%	12%	10%	22%	18%	26%
	Strongly disagree	12%	11%	14%	14%	6%	14%	8%	17%	13%	20%
	Don't know/refused	4%	4%	2%	1%	2%	5%	3%	5%	4%	5%
We need more tourism jobs on this island	Strongly agree	23%	21%	25%	25%	27%	37%	19%	30%	26%	32%
	Somewhat agree	20%	21%	14%	13%	14%	17%	14%	25%	22%	28%
	Somewhat disagree	28%	30%	19%	19%	20%	13%	31%	20%	23%	17%
	Strongly disagree	22%	19%	36%	37%	35%	27%	33%	20%	23%	17%
	Don't know/refused	7%	8%	6%	6%	4%	6%	4%	5%	5%	5%
total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	sample size	1644	405	533	282	124	127	301	405	204	201

Results are weighted.

Opinions about how you think tourism affects things on your island

		Total	Oahu	Maui County	Maui Island	Molokai	Lanai	Kauai	Hawaii County	West Hawaii	East Hawaii
Number of jobs	Tourism makes it better	69%	69%	71%	72%	51%	70%	67%	70%	71%	68%
	Tourism makes it worse	8%	7%	10%	10%	8%	10%	12%	6%	6%	7%
	Tourism has no effect	18%	19%	17%	16%	35%	16%	16%	18%	19%	18%
	Don't know/refused	5%	5%	3%	2%	6%	4%	4%	6%	4%	7%
Cost of food and clothing	Tourism makes it better	11%	11%	9%	9%	10%	18%	11%	11%	8%	13%
	Tourism makes it worse	26%	25%	38%	39%	25%	28%	30%	22%	25%	20%
	Tourism has no effect	54%	55%	47%	47%	54%	50%	49%	57%	60%	54%
	Don't know/refused	9%	9%	6%	5%	11%	5%	10%	10%	7%	13%
Cost of housing	Tourism makes it better	5%	5%	6%	6%	2%	13%	5%	5%	5%	5%
	Tourism makes it worse	42%	38%	58%	59%	57%	47%	61%	43%	50%	37%
	Tourism has no effect	44%	48%	32%	32%	35%	36%	27%	43%	37%	48%
	Don't know/refused	8%	9%	4%	4%	6%	4%	7%	9%	7%	10%
Number of people living in your part of the island	Tourism makes it better	13%	10%	19%	20%	15%	24%	13%	21%	23%	20%
	Tourism makes it worse	19%	16%	29%	29%	24%	16%	35%	22%	26%	18%
	Tourism has no effect	61%	66%	49%	48%	50%	56%	46%	48%	40%	54%
	Don't know/refused	7%	7%	3%	3%	10%	4%	7%	9%	11%	7%
Traffic	Tourism makes it better	3%	2%	2%	2%	2%	5%	3%	3%	4%	3%
	Tourism makes it worse	54%	47%	78%	82%	41%	18%	81%	61%	71%	52%
	Tourism has no effect	40%	46%	18%	15%	54%	76%	14%	32%	21%	41%
	Don't know/refused	4%	4%	2%	2%	2%	1%	2%	4%	4%	4%
Preservation of nature and open space	Tourism makes it better	17%	17%	15%	15%	12%	25%	16%	17%	16%	17%
	Tourism makes it worse	39%	38%	45%	46%	31%	21%	45%	38%	37%	39%
	Tourism has no effect	36%	37%	35%	34%	46%	46%	35%	36%	37%	34%
	Don't know/refused	8%	9%	6%	6%	11%	7%	4%	10%	10%	9%
Diversity of economic activities	Tourism makes it better	39%	40%	43%	43%	36%	41%	35%	38%	34%	42%
	Tourism makes it worse	19%	19%	23%	24%	15%	12%	26%	15%	18%	12%
	Tourism has no effect	29%	28%	27%	26%	41%	37%	29%	32%	34%	30%
	Don't know/refused	13%	13%	7%	7%	9%	10%	10%	15%	14%	15%
Overall quality of life	Tourism makes it better	46%	48%	43%	43%	32%	50%	35%	41%	41%	41%
	Tourism makes it worse	15%	13%	24%	25%	23%	15%	29%	16%	18%	15%
	Tourism has no effect	30%	30%	27%	26%	39%	28%	30%	35%	33%	36%
	Don't know/refused	9%	9%	6%	6%	7%	8%	7%	8%	8%	7%
total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	sample size	1644	405	533	282	124	127	301	405	204	201

Results are weighted.

Overall, has tourism been mostly good or mostly bad for you and your family?

	Total	Oahu	Maui County	Maui Island	Molokai	Lanai	Kauai	Hawaii County	West Hawaii	East Hawaii
Good for self and family	45%	47%	42%	42%	27%	51%	38%	37%	44%	31%
Bad for self and family	5%	4%	7%	7%	6%	2%	8%	5%	5%	5%
Some good, some bad	21%	17%	31%	31%	33%	25%	35%	25%	23%	27%
No effect at all	28%	30%	19%	18%	31%	20%	19%	31%	25%	35%
Don't know/refused	1%	1%	1%	1%	2%	1%	1%	2%	3%	2%
total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
sample size	1644	405	533	282	124	127	301	405	204	201

Results are weighted.

Opinions about the job this island's visitor industry has been doing

		Total	Oahu	Maui County	Maui Island	Molokai	Lanai	Kauai	Hawaii County	West Hawaii	East Hawaii
Supporting local charities or community projects	Very good	23%	23%	28%	28%	24%	31%	29%	21%	23%	19%
	Fairly good	28%	30%	25%	25%	31%	24%	25%	20%	23%	17%
	Mixed/neutral	18%	17%	20%	21%	14%	19%	20%	22%	20%	24%
	Fairly poor	7%	7%	6%	6%	10%	10%	7%	9%	9%	9%
	Very poor	8%	7%	10%	10%	6%	7%	8%	9%	9%	8%
Helping protect the environment from pollution and over-use	Don't know/refused	16%	16%	11%	11%	15%	9%	12%	20%	16%	22%
	Very good	11%	11%	15%	15%	16%	31%	11%	9%	8%	9%
	Fairly good	22%	25%	15%	15%	25%	17%	17%	15%	16%	14%
	Mixed/neutral	23%	22%	26%	27%	19%	24%	24%	29%	31%	26%
	Fairly poor	17%	17%	15%	15%	19%	11%	18%	18%	18%	17%
Giving visitors a good sense of Hawaii's history and peoples	Very poor	18%	17%	22%	23%	10%	12%	21%	18%	17%	19%
	Don't know/refused	9%	8%	7%	6%	12%	5%	9%	11%	9%	13%
	Very good	24%	24%	25%	24%	27%	33%	25%	23%	22%	23%
	Fairly good	32%	34%	27%	27%	30%	24%	32%	27%	27%	26%
	Mixed/neutral	20%	19%	21%	22%	14%	19%	21%	26%	26%	26%
Providing local residents with training needed for better jobs in the industry	Fairly poor	9%	10%	10%	10%	9%	9%	9%	6%	10%	3%
	Very poor	7%	6%	11%	12%	9%	9%	9%	8%	8%	9%
	Don't know/refused	7%	7%	7%	6%	11%	6%	5%	10%	7%	12%
	Very good	18%	18%	20%	20%	13%	31%	18%	13%	15%	11%
	Fairly good	27%	30%	24%	24%	23%	26%	22%	19%	21%	18%
Taking a leadership role in solving community problems	Mixed/neutral	19%	17%	22%	22%	15%	19%	21%	26%	25%	27%
	Fairly poor	12%	13%	7%	6%	21%	10%	16%	11%	9%	13%
	Very poor	10%	9%	13%	13%	12%	10%	10%	15%	16%	14%
	Don't know/refused	14%	14%	14%	14%	16%	4%	13%	15%	14%	17%
	Very good	9%	9%	14%	14%	10%	19%	12%	9%	12%	6%
Planning resort areas to fit the landscape in an attractive way	Fairly good	22%	24%	15%	14%	31%	15%	20%	15%	14%	16%
	Mixed/neutral	26%	25%	30%	31%	20%	24%	24%	28%	29%	27%
	Fairly poor	14%	14%	12%	11%	13%	15%	19%	15%	18%	12%
	Very poor	17%	17%	20%	21%	10%	13%	17%	16%	13%	18%
	Don't know/refused	13%	12%	9%	9%	15%	14%	9%	18%	15%	20%
total	Very good	23%	22%	30%	31%	15%	41%	21%	24%	30%	18%
	Fairly good	30%	33%	24%	24%	26%	24%	26%	22%	21%	23%
	Mixed/neutral	19%	18%	18%	18%	17%	15%	25%	26%	21%	30%
	Fairly poor	11%	12%	9%	9%	14%	7%	11%	8%	8%	8%
	Very poor	10%	9%	12%	12%	10%	7%	11%	13%	13%	13%
Don't know/refused	7%	7%	7%	6%	18%	6%	7%	7%	7%	7%	
total	sample size	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	sample size	1644	405	533	282	124	127	301	405	204	201

Results are weighted.

Which particular types of community problems do you think the visitor industry should show better leadership in solving

	Total	Oahu	Maui County	Maui Island	Molokai	Lanai	Kauai	Hawaii County	West Hawaii	East Hawaii
Tourism workforce pay, promotion, work conditions	5%	6%	2%	2%	7%	4%	4%	4%	2%	5%
Teach visitors more about Hawaiian culture or history	5%	5%	5%	5%	4%	3%	5%	7%	5%	9%
Treatment of visitors (crime, price gouging, etc.)	6%	7%	2%	3%	2%	1%	3%	4%	2%	6%
Other internal visitor industry issues	1%	0%	2%	3%	2%	0%	1%	2%	2%	2%
Resort structures - location, design, planning	3%	3%	1%	1%	2%	0%	4%	1%	1%	1%
Level of tourism development, growth	2%	2%	2%	2%	4%	0%	5%	3%	6%	1%
Improve economic linkages between tourism and other sectors	3%	3%	1%	1%	4%	0%	4%	4%	0%	7%
Resident access to or parking at beaches in resort areas	0%	0%	0%	0%	0%	0%	1%	1%	1%	1%
Control tourism spillover: beach, park, ocean, highway use	0%	0%	1%	1%	2%	0%	1%	1%	2%	1%
General references: favoritism shown tourists over residents	2%	2%	1%	1%	0%	0%	0%	0%	0%	1%
Other mentions re tourism effect on community	2%	2%	1%	1%	4%	0%	1%	3%	2%	4%
Housing/homeless	11%	12%	11%	11%	7%	10%	15%	6%	9%	4%
Traffic/highway congestion: general-no tourism mention	13%	11%	14%	14%	2%	3%	30%	12%	12%	12%
Environment, natural resources: general-no tourism mention	18%	21%	11%	11%	15%	3%	14%	10%	11%	9%
Parks - number or condition: general-no tourism mention	2%	2%	1%	1%	2%	1%	2%	2%	3%	1%
Growth, population, overcrowding: general-no tourism mention	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
Drugs, crime, social issues	5%	5%	3%	3%	2%	6%	5%	6%	2%	8%
General community issues not related to tourism	7%	4%	19%	19%	15%	23%	9%	12%	11%	12%
Other mention	3%	2%	5%	5%	2%	6%	5%	2%	4%	0%
Don't know	27%	24%	30%	29%	38%	49%	19%	37%	41%	34%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
sample size	887	204	284	159	55	70	146	253	123	130

Results are weighted.

**Opinions about the job government has done in relation to tourism**

		Total	Oahu	Maui County	Maui Island	Molokai	Lanai	Kauai	Hawaii County	West Hawaii	East Hawaii
Maintaining public roads, sewers and water supply for resort areas	Very good	18%	16%	25%	25%	10%	35%	17%	21%	24%	18%
	Fairly good	21%	21%	22%	22%	18%	23%	20%	21%	21%	21%
	Mixed/neutral	15%	13%	18%	17%	17%	26%	18%	20%	17%	23%
	Fairly poor	15%	17%	8%	8%	20%	9%	17%	10%	9%	11%
	Very poor	20%	21%	19%	19%	21%	5%	23%	15%	19%	12%
Helping to advertise and market this particular island	Don't know/refused	11%	12%	9%	9%	15%	2%	5%	13%	11%	14%
	Very good	27%	25%	42%	44%	15%	35%	31%	21%	24%	19%
	Fairly good	36%	41%	22%	22%	27%	21%	27%	23%	23%	23%
	Mixed/neutral	16%	13%	18%	18%	15%	17%	21%	25%	23%	27%
	Fairly poor	6%	7%	3%	2%	18%	9%	6%	8%	8%	7%
Providing public access to beaches in resort areas	Very poor	6%	5%	6%	6%	15%	5%	7%	8%	9%	7%
	Don't know/refused	9%	8%	8%	8%	10%	13%	9%	14%	13%	15%
	Very good	20%	20%	21%	21%	20%	36%	18%	18%	20%	16%
	Fairly good	30%	33%	21%	21%	28%	24%	24%	20%	18%	23%
	Mixed/neutral	17%	16%	19%	19%	14%	22%	17%	19%	18%	20%
total	Fairly poor	13%	12%	12%	12%	14%	8%	18%	16%	18%	14%
	Very poor	14%	12%	21%	21%	19%	4%	19%	20%	22%	18%
	Don't know/refused	7%	7%	6%	6%	5%	6%	4%	7%	5%	8%
sample size	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		1644	405	533	282	124	127	301	405	204	201

Results are weighted.

**Opinion about the job government has done in building new infrastructure**

		Total	Oahu	Maui County	Maui Island	Molokai	Lanai	Kauai	Hawaii County	West Hawaii	East Hawaii
Very good		6%	6%	9%	8%	9%	22%	8%	5%	4%	5%
Fairly good		16%	18%	10%	9%	25%	19%	11%	10%	8%	12%
Mixed/neutral		17%	17%	23%	23%	23%	26%	14%	19%	14%	23%
Fairly poor		22%	23%	16%	16%	13%	12%	18%	19%	18%	20%
Very poor		37%	35%	39%	41%	23%	14%	47%	43%	53%	34%
Don't know/refused		2%	2%	4%	4%	7%	7%	2%	5%	3%	5%
total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
sample size		1644	405	533	282	124	127	301	405	204	201

Results are weighted.

Visitor industry employment

		Total	Oahu	Maui County	Maui Island	Molokai	Lanai	Kauai	Hawaii County	West Hawaii	East Hawaii
Employed	Yes	67%	68%	68%	69%	55%	64%	69%	58%	60%	57%
	No	32%	31%	30%	29%	45%	32%	30%	40%	37%	42%
	Refused	1%	1%	2%	2%		4%	1%	2%	2%	1%
Visitor industry employment	Now in visitor industry	22%	20%	31%	32%	12%	43%	30%	23%	28%	18%
	Once in visitor industry	26%	26%	27%	26%	41%	20%	32%	24%	26%	23%
	HH member in visitor industry	5%	6%	3%	3%	5%	4%	8%	3%	3%	3%
	No HH visitor industry affiliation	46%	48%	37%	37%	42%	28%	30%	48%	40%	55%
	Don't know/Refused	1%	0%	1%	1%		4%	1%	2%	2%	1%
total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	sample size	1644	405	533	282	124	127	301	405	204	201

Results are weighted.

Visitor industry employment

		Total	Oahu	Maui County	Maui Island	Molokai	Lanai	Kauai	Hawaii County	West Hawaii	East Hawaii
Workers in household	0 workers	13%	12%	14%	14%	23%	18%	13%	20%	19%	21%
	1 or more workers	85%	87%	84%	85%	77%	80%	85%	78%	79%	77%
	Don't know/refused	2%	1%	1%	1%		2%	2%	2%	1%	2%
Visitor industry workers in household	0 visitor workers	44%	44%	44%	44%	48%	24%	36%	44%	38%	50%
	1 or more visitor workers	35%	34%	40%	40%	29%	54%	46%	32%	39%	26%
	No workers in household	13%	12%	14%	14%	23%	18%	13%	20%	19%	21%
	Don't know/refused	7%	9%	1%	1%	1%	2%	4%	1%	2%	0%
	Missing	1%	1%	1%	1%		2%	1%	2%	1%	2%
Visitor industry workers in labor union	Visitor workers, no union workers	15%	12%	25%	26%	19%	23%	29%	19%	21%	17%
	1 or more union workers	11%	11%	9%	9%	7%	29%	12%	9%	11%	7%
	No workers in household	13%	12%	14%	14%	23%	18%	13%	20%	19%	21%
	Workers, no visitor workers in household	44%	44%	44%	44%	48%	24%	36%	44%	38%	50%
	Don't know/refused	9%	10%	5%	5%	2%	2%	6%	4%	7%	1%
	Missing	8%	10%	2%	2%	1%	5%	5%	3%	3%	2%
	total		100%	100%	100%	100%	100%	100%	100%	100%	100%
	sample size	1644	405	533	282	124	127	301	405	204	201

Results are weighted.

Visitor industry employment

	Total	Oahu	Maui County	Maui Island	Molokai	Lanai	Kauai	Hawai'i County	West Hawai'i	East Hawai'i
Including yourself, how many of the adults in your household are employed?	1.85	1.91	1.69	1.70	1.45	1.73	2.01	1.57	1.67	1.48
Including yourself, how many adults in your household now work in the visitor industry?	.66	.70	.61	.62	.41	.89	.82	.45	.53	.38
Including yourself, how many of these visitor industry workers belong to a labor union?	.31	.37	.16	.15	.11	.59	.27	.15	.20	.11
Pct. of employed adults working in tourism	36%	37%	36%	36%	28%	52%	41%	29%	32%	25%
Pct of tourism workers in labor unions	47%	53%	26%	24%	27%	67%	33%	34%	38%	30%

Mean averages. Results are weighted.

Demographic characteristics of the survey sample

		Total	Oahu	Maui County	Maui Island	Molokai	Lanai	Kauai	Hawaii County	West Hawaii	East Hawaii
In which age category are you?	Under 25	7%	7%	6%	6%	7%	9%	6%	5%	5%	5%
	25-34	11%	12%	6%	6%	11%	9%	6%	9%	10%	7%
	35-44	15%	16%	18%	18%	13%	17%	18%	9%	8%	10%
	45-54	24%	23%	26%	27%	20%	28%	27%	24%	22%	26%
	55-64	22%	21%	22%	22%	21%	16%	21%	26%	27%	24%
	65 or older	20%	20%	18%	18%	27%	19%	20%	25%	25%	26%
What is your ethnic identification?	Refused	2%	2%	3%	3%	1%	4%	3%	2%	3%	2%
	Caucasian	32%	28%	42%	44%	22%	23%	38%	44%	52%	37%
	Filipino	10%	10%	11%	10%	7%	39%	14%	7%	5%	9%
	Hawaiian or part-Hawaiian	16%	15%	22%	20%	52%	14%	18%	19%	20%	18%
	Japanese	18%	20%	11%	11%	5%	10%	13%	13%	10%	16%
	Mixed, non-Hawaiian	7%	8%	5%	5%	6%	6%	5%	5%	4%	5%
	Other	14%	16%	7%	7%	6%	5%	9%	9%	6%	11%
	Refused	3%	3%	3%	2%	2%	4%	3%	3%	2%	4%
How long have you lived in Hawaii?	Less than 5 years	6%	5%	7%	7%	6%	11%	7%	10%	12%	8%
	5 to 10 years	8%	8%	9%	10%	4%	5%	7%	7%	10%	5%
	11 to 20 years	8%	6%	13%	14%	6%	12%	9%	12%	16%	9%
	20 years or more	27%	28%	25%	26%	19%	32%	24%	24%	20%	27%
	All your life	50%	52%	43%	42%	64%	36%	51%	45%	41%	49%
	Refused	1%	1%	2%	2%	2%	4%	2%	1%	1%	1%
Which of the following categories includes your total annual family income before taxes for 2006?	Less than \$25,000	8%	7%	6%	6%	10%	9%	7%	12%	9%	15%
	\$25,000 but less than \$35,000	6%	5%	5%	5%	13%	8%	7%	8%	8%	9%
	\$35,000 but less than \$50,000	14%	14%	17%	17%	19%	21%	9%	15%	15%	16%
	\$50,000 but less than \$75,000	16%	14%	19%	19%	19%	19%	17%	20%	23%	17%
	\$75,000 but less than \$100,000	12%	13%	10%	11%	1%	6%	9%	11%	11%	10%
	\$100,000 and over	19%	22%	12%	12%	6%	8%	12%	9%	9%	8%
	Refused	26%	25%	31%	30%	32%	28%	40%	24%	25%	24%
Gender	Male	40%	39%	42%	43%	29%	44%	37%	41%	39%	43%
	Female	60%	61%	58%	57%	71%	56%	63%	59%	61%	57%
Island	O`ahu	71%	100%								
	Maui	10%		92%	100%						
	Moloka`i	1%		5%		100%					
	Lana`i	0%		3%			100%				
	Kaua`i	5%						100%			
	Big Island West	6%							46%	100%	
total	Big Island East	7%							54%		100%
	sample size	1644	405	533	282	124	127	301	405	204	201

Results are weighted.

Possible community problems

		Total	Gender		Age					Ethnicity					Household income				Time in Hawaii				
			Male	Female	18-34	35-44	45-54	55-64	65 or more	Caucasian	Filipino	Hawaiian or part-Hawaiian	Japanese	Other or mixed	Under \$35,000	\$35,000 < \$50,000	\$50,000 < \$75,000	\$75,000 or more	Less than 5 years	5 to 10 years	11 to 20 years	20 years or more	All your life
Availability of jobs	Big problem	27%	25%	29%	24%	28%	24%	32%	27%	25%	28%	40%	19%	26%	30%	31%	28%	23%	19%	28%	22%	24%	30%
	Small problem	33%	35%	32%	37%	36%	40%	30%	25%	31%	36%	30%	35%	37%	30%	40%	29%	38%	49%	34%	30%	33%	33%
	Not a problem	32%	34%	31%	32%	32%	31%	32%	35%	36%	30%	27%	35%	30%	33%	24%	30%	34%	23%	30%	39%	38%	29%
	Expressed opposite view	1%	1%	1%		1%	1%	1%	0%	1%		1%		1%	0%	2%	1%	1%			2%	0%	1%
	Don't know/refused	6%	5%	7%	7%	3%	5%	5%	12%	7%	6%	1%	11%	6%	7%	3%	12%	5%	9%	7%	7%	5%	7%
Cost of food and clothing	Big problem	52%	46%	55%	41%	56%	51%	57%	52%	52%	45%	61%	41%	55%	47%	56%	53%	50%	50%	53%	53%	53%	51%
	Small problem	30%	33%	27%	36%	28%	28%	30%	27%	29%	26%	24%	39%	29%	36%	29%	29%	32%	31%	36%	24%	29%	30%
	Not a problem	17%	19%	16%	21%	16%	19%	12%	16%	17%	23%	14%	18%	15%	15%	14%	16%	16%	18%	10%	21%	17%	17%
	Expressed opposite view	0%	0%	1%	2%			0%	0%	0%	4%					1%	1%	0%	1%	0%			1%
	Don't know/refused	1%	1%	1%			1%	0%	5%	1%	2%	1%	2%	1%	2%		1%	1%	0%	0%	2%	1%	2%
Cost of housing	Big problem	81%	76%	83%	79%	90%	78%	86%	73%	84%	75%	85%	78%	78%	74%	85%	86%	80%	75%	73%	85%	81%	82%
	Small problem	10%	13%	8%	11%	7%	17%	5%	8%	10%	10%	7%	11%	12%	10%	7%	7%	15%	16%	15%	9%	11%	8%
	Not a problem	8%	9%	7%	8%	4%	4%	6%	16%	5%	7%	8%	10%	9%	13%	7%	6%	4%	9%	12%	5%	6%	8%
	Expressed opposite view	0%	0%	1%	1%			1%			2%			1%		1%	1%						1%
	Don't know/refused	1%	2%	1%	1%	0%	1%	1%	3%	1%	7%	0%	2%		3%	1%	0%	1%	0%		1%	2%	2%
Population growing too fast	Big problem	51%	48%	53%	43%	60%	48%	52%	55%	51%	29%	66%	49%	54%	51%	55%	58%	47%	38%	44%	44%	49%	57%
	Small problem	24%	28%	22%	32%	26%	24%	24%	16%	25%	31%	15%	26%	23%	29%	22%	19%	30%	30%	34%	33%	26%	20%
	Not a problem	22%	23%	21%	23%	12%	25%	22%	23%	22%	33%	16%	19%	21%	18%	20%	20%	22%	27%	18%	22%	23%	20%
	Expressed opposite view	0%	0%	0%		0%		1%	0%	0%		0%	0%	1%	1%	0%	0%	0%	1%	2%		0%	0%
	Don't know/refused	3%	2%	4%	2%	3%	3%	2%	5%	2%	7%	3%	6%	1%	1%	3%	2%	1%	4%	2%	0%	3%	4%
Traffic	Big problem	76%	75%	77%	72%	79%	75%	81%	75%	77%	64%	79%	76%	78%	73%	77%	81%	78%	74%	77%	77%	74%	78%
	Small problem	14%	15%	13%	20%	13%	18%	11%	9%	14%	18%	14%	14%	13%	18%	12%	7%	16%	18%	16%	16%	14%	13%
	Not a problem	9%	9%	9%	8%	7%	8%	8%	15%	9%	16%	7%	8%	8%	9%	11%	11%	6%	8%	6%	8%	11%	9%
	Expressed opposite view	0%	0%		1%			0%		0%	2%							1%				1%	
	Don't know/refused	0%		1%					1%				1%						0%				1%
Loss of nature and open space	Big problem	43%	36%	47%	44%	48%	35%	51%	38%	45%	35%	47%	43%	39%	43%	41%	44%	43%	36%	40%	44%	39%	46%
	Small problem	28%	28%	28%	27%	30%	31%	28%	26%	29%	24%	30%	29%	28%	22%	29%	29%	33%	37%	36%	24%	25%	28%
	Not a problem	26%	34%	22%	27%	22%	32%	20%	30%	24%	34%	20%	25%	32%	30%	27%	25%	24%	27%	23%	31%	33%	23%
	Expressed opposite view	0%	0%	0%		0%	0%	1%	0%			0%	1%	0%			0%					0%	0%
	Don't know/refused	2%	2%	2%	2%	0%	2%	1%	5%	2%	7%	2%	2%		4%	3%	2%	1%		1%	1%	3%	2%
Economy not diversified enough	Big problem	41%	39%	43%	31%	43%	46%	47%	39%	43%	32%	49%	42%	37%	41%	39%	39%	40%	31%	32%	45%	40%	45%
	Small problem	28%	31%	26%	30%	31%	29%	30%	24%	28%	33%	24%	31%	31%	20%	33%	28%	36%	28%	30%	25%	32%	27%
	Not a problem	21%	21%	20%	22%	20%	20%	16%	24%	20%	21%	19%	20%	22%	25%	15%	24%	18%	32%	26%	18%	20%	19%
	Expressed opposite view	1%	0%	1%	0%	1%	1%		1%	1%	2%				0%			2%			2%	1%	0%
	Don't know/refused	9%	8%	10%	17%	5%	5%	7%	12%	8%	12%	9%	8%	11%	13%	14%	9%	4%	9%	11%	10%	7%	9%
total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	sample size	1644	653	991	285	248	389	354	334	527	159	268	297	347	218	230	255	510	97	133	127	443	821

Results are weighted.

Who or what do you think is responsible for cost of housing being such a problem now

	Total	Gender		Age					Ethnicity					Household income				Time in Hawaii				
		Male	Female	18-34	35-44	45-54	55-64	65 or more	Caucasian	Filipino	Hawaiian or part-Hawaiian	Japanese	Other or mixed	Under \$35,000	\$35,000 < \$50,000	\$50,000 < \$75,000	\$75,000 or more	Less than 5 years	5 to 10 years	11 to 20 years	20 years or more	All your life
Government	22%	23%	21%	25%	15%	22%	24%	21%	18%	41%	23%	16%	22%	33%	22%	22%	15%	12%	21%	19%	24%	22%
Developers/landowners	10%	9%	10%	3%	9%	11%	11%	14%	10%	7%	13%	4%	13%	12%	16%	10%	7%	9%	9%	11%	12%	9%
Rich/wealthy	10%	10%	9%	9%	9%	10%	10%	11%	12%	7%	11%	8%	7%	12%	11%	10%	9%	13%	8%	6%	11%	10%
Speculators/investors	8%	9%	8%	3%	8%	9%	15%	6%	5%	6%	15%	11%	6%	3%	6%	7%	13%	3%	1%	7%	8%	10%
Realtors	3%	5%	2%	0%	2%	6%	1%	4%	3%	4%	1%	3%	4%	1%	1%	3%	3%	2%	0%	7%	3%	3%
Banks/lenders	1%	1%	2%	2%	0%	2%	2%	0%	2%	6%	0%	0%	1%	0%	2%	3%	1%	0%	7%	0%	3%	0%
Hotels or tourism	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%
Market forces	21%	17%	24%	31%	26%	17%	16%	19%	22%	22%	15%	22%	27%	21%	21%	22%	23%	44%	20%	30%	17%	20%
More demand than supply	20%	21%	19%	15%	18%	23%	24%	17%	22%	13%	10%	26%	23%	9%	13%	20%	30%	8%	20%	20%	22%	19%
Other mention	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	0%	3%	0%	1%	1%	1%
Don't know	10%	9%	10%	15%	16%	6%	4%	13%	10%	3%	15%	13%	4%	12%	11%	7%	5%	10%	21%	3%	8%	10%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
sample size	1228	462	766	194	204	300	276	232	409	103	219	219	244	143	186	213	380	71	84	101	337	621

Results are weighted.

Who or what do you think is responsible for traffic being such a problem now

	Total	Gender		Age					Ethnicity					Household income				Time in Hawaii				
		Male	Female	18-34	35-44	45-54	55-64	65 or more	Caucasian	Filipino	Hawaiian or part-Hawaiian	Japanese	Other or mixed	Under \$35,000	\$35,000 < \$50,000	\$50,000 < \$75,000	\$75,000 or more	Less than 5 years	5 to 10 years	11 to 20 years	20 years or more	All your life
Government	39%	43%	36%	30%	43%	48%	36%	36%	48%	37%	34%	33%	34%	36%	45%	41%	39%	30%	53%	54%	44%	33%
Developers/landowners	5%	4%	5%	5%	7%	7%	5%	1%	5%	5%	9%	2%	4%	6%	4%	4%	6%	1%	7%	4%	5%	5%
Other entities	1%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	2%	0%	0%	1%	0%	0%	1%	1%	0%	0%
Hotels or tourism	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Economic forces, work patterns	4%	5%	4%	5%	2%	5%	7%	2%	4%	4%	3%	5%	5%	4%	2%	6%	5%	1%	1%	0%	6%	5%
More cars/people/not enough roads	54%	53%	55%	57%	51%	44%	58%	61%	47%	53%	53%	62%	59%	51%	48%	54%	54%	61%	49%	41%	46%	60%
Other mention	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	2%	1%	0%	2%	0%	0%	0%	3%	1%	0%	0%	1%
Don't know	3%	1%	4%	4%	6%	2%	0%	4%	2%	6%	4%	2%	2%	9%	2%	1%	2%	6%	3%	2%	3%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
sample size	1197	469	728	194	185	283	269	243	391	93	200	215	264	147	167	207	394	70	96	94	319	603

Results are weighted.

Agreement with statements about tourism and this island

		Total	Gender		Age					Ethnicity					Household income				Time in Hawaii				
			Male	Female	18-34	35-44	45-54	55-64	65 or more	Caucasian	Filipino	Hawaiian or part-Hawaiian	Japanese	Other or mixed	Under \$35,000	\$35,000 < \$50,000	\$50,000 < \$75,000	\$75,000 or more	Less than 5 years	5 to 10 years	11 to 20 years	20 years or more	All your life
This island is being run for tourists at the expense of local people	Strongly agree	29%	27%	31%	38%	31%	28%	23%	27%	23%	28%	42%	28%	30%	36%	33%	30%	23%	23%	30%	23%	32%	
	Somewhat agree	23%	24%	23%	26%	15%	23%	25%	26%	27%	26%	16%	26%	20%	23%	25%	25%	23%	30%	32%	25%	19%	23%
	Somewhat disagree	22%	28%	18%	21%	31%	22%	25%	12%	23%	17%	20%	23%	25%	22%	14%	23%	29%	26%	15%	28%	27%	19%
	Strongly disagree	18%	16%	19%	11%	16%	22%	17%	21%	21%	15%	13%	14%	21%	9%	20%	12%	22%	19%	16%	14%	21%	17%
	Don't know/refused	8%	5%	9%	4%	7%	5%	9%	13%	6%	15%	9%	9%	5%	10%	8%	8%	3%	2%	7%	2%	9%	8%
Overall, tourism has brought more benefits than problems to this island	Strongly agree	45%	50%	41%	41%	48%	47%	48%	40%	53%	44%	39%	38%	45%	30%	34%	49%	49%	44%	53%	46%	48%	42%
	Somewhat agree	29%	28%	29%	32%	23%	30%	30%	28%	27%	19%	27%	38%	29%	32%	34%	25%	30%	31%	29%	22%	28%	30%
	Somewhat disagree	11%	9%	12%	14%	12%	9%	8%	12%	10%	14%	13%	12%	10%	16%	15%	10%	11%	9%	9%	15%	9%	12%
	Strongly disagree	10%	9%	10%	9%	12%	10%	8%	8%	5%	11%	12%	6%	14%	14%	11%	11%	7%	11%	6%	9%	9%	10%
Don't know/refused	6%	4%	8%	5%	5%	4%	5%	11%	5%	12%	9%	6%	2%	8%	5%	5%	2%	5%	4%	8%	6%	6%	
The increase in out-of-state people buying homes in residential neighborhoods is mostly due to tourism	Strongly agree	25%	23%	25%	33%	24%	22%	19%	26%	22%	25%	37%	21%	20%	35%	30%	22%	15%	31%	19%	29%	21%	26%
	Somewhat agree	20%	23%	19%	21%	20%	21%	20%	20%	22%	18%	17%	20%	22%	19%	23%	20%	22%	24%	28%	21%	21%	19%
	Somewhat disagree	24%	28%	22%	19%	30%	25%	24%	24%	26%	22%	20%	28%	24%	24%	17%	27%	32%	16%	29%	14%	28%	24%
	Strongly disagree	21%	20%	21%	21%	19%	23%	25%	16%	24%	18%	18%	17%	23%	11%	17%	21%	26%	20%	17%	25%	22%	20%
Don't know/refused	10%	6%	12%	6%	8%	8%	12%	14%	6%	17%	6%	14%	11%	10%	13%	10%	5%	8%	6%	11%	8%	10%	
In general, the visitor industry tries hard to be good corporate citizens	Strongly agree	38%	38%	38%	31%	36%	41%	43%	37%	42%	37%	33%	37%	39%	35%	25%	40%	40%	33%	40%	40%	35%	40%
	Somewhat agree	37%	39%	36%	39%	37%	37%	37%	36%	38%	37%	31%	37%	39%	36%	45%	39%	38%	43%	42%	40%	38%	35%
	Somewhat disagree	8%	9%	7%	14%	11%	7%	5%	4%	6%	6%	11%	10%	8%	9%	9%	6%	11%	6%	9%	5%	7%	9%
	Strongly disagree	8%	7%	8%	8%	7%	8%	8%	7%	8%	3%	13%	5%	7%	10%	9%	6%	6%	10%	2%	7%	8%	8%
Don't know/refused	10%	7%	11%	8%	9%	7%	6%	16%	7%	17%	11%	11%	7%	11%	12%	9%	5%	8%	7%	9%	12%	8%	
Even if more visitors come, I don't want to see any more hotels on this island.	Strongly agree	47%	40%	52%	47%	53%	44%	51%	41%	43%	47%	68%	42%	41%	50%	54%	48%	42%	29%	41%	49%	41%	53%
	Somewhat agree	21%	21%	20%	16%	19%	21%	20%	25%	22%	14%	10%	26%	22%	17%	24%	22%	24%	21%	17%	19%	25%	19%
	Somewhat disagree	17%	23%	14%	23%	15%	21%	15%	12%	19%	16%	11%	21%	18%	17%	10%	11%	21%	24%	20%	17%	19%	16%
	Strongly disagree	12%	13%	11%	13%	12%	11%	12%	13%	12%	16%	9%	7%	16%	9%	9%	11%	13%	23%	16%	14%	11%	10%
Don't know/refused	4%	3%	4%	2%	2%	3%	2%	8%	4%	7%	1%	4%	2%	6%	2%	8%	0%	2%	6%	1%	4%	3%	
We need more tourism jobs on this island	Strongly agree	23%	22%	23%	20%	24%	18%	23%	28%	20%	35%	21%	18%	25%	23%	21%	23%	16%	20%	29%	31%	21%	21%
	Somewhat agree	20%	23%	19%	24%	20%	20%	19%	18%	18%	24%	19%	21%	22%	23%	21%	22%	18%	31%	24%	23%	20%	18%
	Somewhat disagree	28%	27%	28%	27%	29%	31%	29%	25%	33%	23%	24%	35%	22%	23%	30%	21%	37%	29%	23%	33%	28%	28%
	Strongly disagree	22%	23%	21%	23%	19%	24%	21%	22%	22%	12%	34%	19%	20%	23%	21%	23%	23%	15%	15%	12%	24%	25%
Don't know/refused	7%	5%	9%	7%	7%	7%	8%	7%	7%	6%	2%	7%	11%	8%	6%	11%	6%	5%	10%	2%	7%	8%	
total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	sample size	1644	653	991	285	248	389	354	334	527	159	268	297	347	218	230	255	510	97	133	127	443	821

Results are weighted.

Opinions about how you think tourism affects things on your island

		Total	Gender		Age					Ethnicity					Household income				Time in Hawaii				
			Male	Female	18-34	35-44	45-54	55-64	65 or more	Caucasian	Filipino	Hawaiian or part-Hawaiian	Japanese	Other or mixed	Under \$35,000	\$35,000 < \$50,000	\$50,000 < \$75,000	\$75,000 or more	Less than 5 years	5 to 10 years	11 to 20 years	20 years or more	All your life
Number of jobs	Tourism makes it better	69%	75%	65%	70%	68%	73%	71%	64%	76%	62%	53%	81%	67%	62%	63%	74%	73%	81%	67%	79%	72%	66%
	Tourism makes it worse	8%	8%	8%	7%	8%	7%	10%	7%	5%	5%	12%	6%	11%	9%	10%	9%	6%	5%	7%	5%	7%	9%
	Tourism has no effect	18%	14%	21%	20%	18%	18%	14%	21%	15%	24%	27%	11%	20%	21%	21%	13%	19%	13%	22%	12%	16%	21%
	Don't know/refused	5%	3%	6%	4%	5%	1%	5%	8%	4%	9%	8%	3%	2%	9%	6%	3%	2%	1%	4%	4%	5%	4%
Cost of food and clothing	Tourism makes it better	11%	12%	10%	9%	11%	11%	9%	15%	12%	21%	8%	9%	9%	14%	8%	10%	12%	16%	17%	13%	9%	10%
	Tourism makes it worse	26%	27%	25%	29%	26%	25%	30%	21%	24%	17%	30%	29%	27%	24%	25%	26%	28%	38%	33%	24%	25%	24%
	Tourism has no effect	54%	52%	56%	52%	49%	59%	56%	52%	58%	52%	55%	54%	52%	52%	57%	56%	55%	42%	44%	59%	59%	55%
Cost of housing	Don't know/refused	9%	8%	9%	10%	14%	5%	5%	11%	6%	10%	8%	8%	12%	10%	10%	8%	5%	4%	6%	5%	7%	11%
	Tourism makes it better	5%	6%	5%	1%	6%	5%	4%	9%	5%	8%	6%	3%	6%	13%	3%	5%	4%	2%	8%	5%	6%	5%
	Tourism makes it worse	42%	45%	40%	50%	43%	42%	43%	35%	47%	39%	45%	40%	36%	42%	40%	38%	45%	56%	40%	40%	45%	40%
	Tourism has no effect	44%	42%	46%	38%	43%	47%	46%	46%	41%	43%	41%	47%	50%	39%	43%	49%	47%	38%	48%	48%	40%	47%
Number of people living in your part of the island	Don't know/refused	8%	7%	9%	10%	9%	6%	7%	9%	7%	10%	8%	9%	7%	7%	14%	8%	5%	3%	4%	7%	9%	9%
	Tourism makes it better	13%	13%	13%	8%	13%	14%	14%	15%	11%	20%	9%	13%	15%	13%	9%	19%	11%	12%	19%	12%	15%	11%
	Tourism makes it worse	19%	16%	21%	26%	18%	16%	19%	19%	20%	19%	29%	15%	14%	22%	19%	16%	20%	22%	19%	21%	13%	22%
	Tourism has no effect	61%	65%	59%	63%	62%	62%	59%	60%	64%	52%	53%	64%	66%	57%	62%	60%	64%	62%	53%	62%	65%	60%
Traffic	Don't know/refused	7%	6%	8%	3%	8%	8%	8%	6%	5%	9%	10%	7%	5%	8%	10%	5%	5%	4%	9%	6%	7%	7%
	Tourism makes it better	3%	3%	2%	0%	3%	2%	3%	4%	1%	4%	3%	2%	3%	6%	4%	1%	1%	1%	5%	2%	2%	3%
	Tourism makes it worse	54%	56%	52%	63%	51%	56%	51%	46%	61%	45%	54%	48%	52%	56%	52%	53%	59%	64%	70%	63%	51%	49%
	Tourism has no effect	40%	38%	41%	33%	42%	40%	41%	43%	35%	45%	38%	44%	43%	31%	41%	42%	39%	31%	24%	34%	40%	45%
Preservation of nature and open space	Don't know/refused	4%	2%	5%	4%	4%	1%	4%	6%	3%	5%	5%	6%	2%	6%	3%	4%	1%	4%	1%	1%	7%	3%
	Tourism makes it better	17%	19%	15%	14%	13%	16%	19%	19%	17%	25%	12%	14%	19%	19%	16%	14%	15%	18%	18%	13%	22%	14%
	Tourism makes it worse	39%	40%	38%	50%	37%	39%	41%	29%	40%	33%	40%	44%	33%	38%	41%	41%	42%	46%	45%	37%	35%	39%
	Tourism has no effect	36%	34%	37%	27%	39%	39%	33%	42%	37%	35%	42%	31%	37%	38%	37%	37%	37%	30%	32%	42%	34%	38%
Diversity of economic activities	Don't know/refused	8%	6%	10%	10%	10%	6%	7%	10%	6%	8%	7%	10%	11%	4%	5%	8%	6%	6%	5%	9%	9%	8%
	Tourism makes it better	39%	44%	37%	38%	40%	39%	45%	36%	43%	36%	34%	42%	41%	39%	41%	46%	40%	45%	49%	35%	39%	39%
	Tourism makes it worse	19%	24%	16%	27%	19%	18%	22%	15%	20%	13%	18%	24%	18%	16%	14%	16%	25%	20%	22%	16%	17%	20%
	Tourism has no effect	29%	24%	32%	21%	27%	34%	23%	34%	27%	33%	31%	20%	33%	28%	27%	27%	28%	26%	20%	36%	28%	29%
Overall quality of life	Don't know/refused	13%	8%	16%	14%	14%	9%	11%	16%	10%	18%	17%	14%	8%	18%	18%	11%	7%	9%	9%	13%	15%	12%
	Tourism makes it better	46%	53%	41%	39%	50%	54%	45%	40%	47%	46%	32%	54%	50%	43%	34%	47%	52%	53%	44%	48%	51%	42%
	Tourism makes it worse	15%	14%	16%	14%	16%	17%	16%	13%	17%	10%	24%	10%	13%	19%	15%	13%	18%	14%	21%	10%	13%	17%
	Tourism has no effect	30%	25%	34%	40%	29%	22%	29%	34%	30%	36%	35%	28%	27%	29%	37%	34%	26%	32%	32%	31%	25%	32%
total	Don't know/refused	9%	8%	9%	7%	6%	7%	10%	12%	6%	8%	9%	9%	9%	10%	14%	6%	5%	1%	4%	11%	10%	8%
	sample size	1644	653	991	285	248	389	354	334	527	159	268	297	347	218	230	255	510	97	133	127	443	821

Results are weighted.

Overall, has tourism been mostly good or mostly bad for you and your family?

	Total	Gender		Age					Ethnicity					Household income				Time in Hawaii				
		Male	Female	18-34	35-44	45-54	55-64	65 or more	Caucasian	Filipino	Hawaiian or part-Hawaiian	Japanese	Other or mixed	Under \$35,000	\$35,000 < \$50,000	\$50,000 < \$75,000	\$75,000 or more	Less than 5 years	5 to 10 years	11 to 20 years	20 years or more	All your life
Good for self and family	45%	48%	43%	36%	53%	45%	46%	44%	50%	49%	31%	45%	49%	35%	40%	46%	50%	49%	48%	42%	57%	38%
Bad for self and family	5%	5%	5%	6%	6%	4%	6%	3%	4%	1%	9%	5%	5%	6%	5%	5%	6%	2%	2%	5%	5%	6%
Some good, some bad	21%	18%	23%	25%	20%	23%	20%	15%	18%	26%	28%	17%	19%	31%	22%	14%	19%	18%	19%	24%	15%	24%
No effect at all	28%	28%	28%	32%	21%	27%	27%	35%	27%	21%	32%	33%	26%	26%	32%	35%	24%	29%	31%	28%	23%	31%
Don't know/refused	1%	0%	2%	1%	0%	0%	1%	2%	1%	3%	0%	1%	1%	2%	1%	0%	0%	1%	0%	1%	1%	1%
total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
sample size	1644	653	991	285	248	389	354	334	527	159	268	297	347	218	230	255	510	97	133	127	443	821

Results are weighted.

Opinions about the job this island's visitor industry has been doing

		Total	Gender		Age					Ethnicity					Household income				Time in Hawaii				
			Male	Female	18-34	35-44	45-54	55-64	65 or more	Caucasian	Filipino	Hawaiian or part-Hawaiian	Japanese	Other or mixed	Under \$35,000	\$35,000 < \$50,000	\$50,000 < \$75,000	\$75,000 or more	Less than 5 years	5 to 10 years	11 to 20 years	20 years or more	All your life
Supporting local charities or community projects	Very good	23%	25%	22%	17%	20%	28%	26%	23%	24%	29%	25%	23%	21%	28%	20%	24%	21%	23%	15%	26%	27%	23%
	Fairly good	28%	27%	28%	26%	30%	21%	32%	32%	26%	27%	25%	29%	33%	25%	29%	28%	32%	12%	40%	29%	25%	29%
	Mixed/neutral	18%	20%	17%	25%	16%	22%	15%	13%	14%	12%	23%	19%	24%	18%	17%	20%	19%	20%	11%	8%	20%	20%
	Fairly poor	7%	7%	7%	8%	7%	10%	7%	4%	8%	9%	7%	8%	4%	12%	5%	3%	9%	9%	8%	12%	8%	6%
	Very poor	8%	7%	8%	6%	11%	7%	8%	6%	8%	7%	11%	3%	6%	7%	8%	10%	7%	9%	4%	9%	6%	8%
Helping protect the environment from pollution and over-use	Don't know/refused	16%	14%	18%	17%	16%	13%	12%	22%	20%	15%	9%	18%	12%	10%	20%	15%	12%	26%	21%	15%	14%	15%
	Very good	11%	12%	11%	12%	9%	11%	10%	14%	12%	13%	13%	8%	13%	17%	8%	17%	7%	16%	17%	9%	10%	11%
	Fairly good	22%	21%	23%	15%	21%	22%	28%	23%	24%	24%	17%	24%	23%	17%	26%	28%	23%	20%	23%	35%	21%	21%
	Mixed/neutral	23%	25%	22%	25%	25%	30%	18%	19%	17%	26%	27%	26%	25%	21%	32%	18%	24%	23%	13%	16%	23%	26%
	Fairly poor	17%	19%	16%	24%	18%	14%	17%	15%	20%	11%	18%	16%	16%	14%	13%	16%	21%	19%	23%	17%	17%	16%
Giving visitors a good sense of Hawaii's history and peoples	Very poor	18%	17%	18%	16%	19%	18%	20%	16%	21%	12%	19%	15%	17%	21%	14%	16%	19%	16%	18%	15%	20%	17%
	Don't know/refused	9%	6%	10%	8%	9%	6%	7%	12%	7%	14%	7%	11%	6%	11%	7%	6%	6%	5%	7%	7%	8%	9%
	Very good	24%	23%	25%	24%	21%	25%	22%	26%	22%	30%	21%	21%	30%	28%	25%	26%	22%	24%	32%	21%	26%	22%
	Fairly good	32%	35%	31%	34%	33%	30%	36%	31%	35%	32%	27%	31%	37%	31%	30%	37%	36%	37%	34%	39%	28%	34%
	Mixed/neutral	20%	21%	20%	20%	22%	20%	17%	21%	21%	13%	26%	24%	14%	20%	22%	21%	16%	17%	17%	20%	19%	21%
Providing local residents with training needed for better jobs in the industry	Fairly poor	9%	9%	9%	11%	11%	12%	9%	4%	11%	9%	6%	11%	9%	7%	9%	7%	13%	16%	7%	10%	10%	8%
	Very poor	7%	7%	8%	8%	9%	7%	9%	5%	7%	3%	14%	5%	6%	7%	9%	5%	8%	2%	5%	6%	8%	8%
	Don't know/refused	7%	5%	9%	3%	4%	5%	7%	13%	4%	13%	6%	8%	5%	7%	5%	5%	5%	3%	5%	4%	9%	7%
	Very good	18%	18%	18%	18%	19%	15%	17%	19%	19%	21%	16%	16%	18%	18%	27%	23%	19%	10%	15%	23%	17%	21%
	Fairly good	27%	26%	28%	31%	24%	23%	27%	32%	24%	33%	26%	30%	30%	32%	31%	22%	30%	30%	29%	22%	21%	31%
Taking a leadership role in solving community problems	Mixed/neutral	19%	21%	17%	24%	19%	22%	14%	15%	18%	15%	26%	16%	18%	16%	14%	21%	20%	21%	15%	26%	16%	19%
	Fairly poor	12%	13%	11%	13%	15%	14%	12%	8%	15%	11%	11%	12%	9%	9%	11%	9%	15%	17%	9%	7%	17%	10%
	Very poor	10%	10%	10%	6%	14%	10%	12%	10%	10%	9%	12%	7%	13%	6%	11%	16%	9%	7%	11%	12%	12%	9%
	Don't know/refused	14%	12%	15%	8%	10%	15%	19%	15%	16%	11%	10%	19%	12%	9%	11%	14%	16%	10%	13%	16%	12%	15%
	Very good	9%	10%	9%	11%	7%	7%	9%	12%	11%	13%	5%	9%	9%	14%	7%	6%	5%	12%	20%	11%	7%	8%
Planning resort areas to fit the landscape in an attractive way	Fairly good	22%	20%	23%	20%	18%	16%	31%	23%	22%	25%	19%	25%	19%	20%	29%	21%	20%	27%	13%	30%	17%	24%
	Mixed/neutral	26%	29%	24%	25%	29%	34%	20%	21%	22%	25%	23%	31%	29%	21%	29%	28%	26%	19%	17%	25%	29%	26%
	Fairly poor	14%	12%	15%	14%	17%	17%	13%	10%	14%	12%	15%	15%	14%	10%	6%	11%	21%	10%	14%	11%	16%	14%
	Very poor	17%	18%	17%	17%	19%	18%	17%	16%	17%	14%	25%	10%	16%	17%	15%	19%	19%	19%	24%	17%	17%	16%
	Don't know/refused	13%	12%	13%	13%	10%	8%	10%	19%	13%	11%	12%	10%	13%	17%	14%	13%	9%	13%	13%	6%	14%	12%
total	Very good	23%	20%	25%	22%	21%	24%	27%	28%	28%	27%	18%	17%	25%	27%	23%	24%	20%	30%	24%	27%	21%	23%
	Fairly good	30%	31%	30%	33%	35%	28%	30%	28%	29%	28%	24%	36%	35%	24%	31%	30%	34%	27%	40%	29%	32%	29%
	Mixed/neutral	19%	21%	17%	21%	20%	24%	15%	16%	16%	16%	24%	24%	17%	21%	20%	16%	18%	22%	9%	20%	19%	20%
	Fairly poor	11%	11%	11%	11%	8%	11%	17%	6%	14%	5%	9%	10%	11%	6%	13%	14%	13%	12%	13%	7%	14%	9%
	Very poor	10%	12%	8%	9%	11%	10%	11%	9%	10%	7%	17%	4%	9%	13%	8%	12%	10%	6%	9%	10%	8%	11%
sample size	1644	653	991	285	248	389	354	334	527	159	268	297	347	218	230	255	510	97	133	127	443	821	

Results are weighted.

Which particular types of community problems do you think the visitor industry should show better leadership in solving

	Total	Gender		Age					Ethnicity					Household income				Time in Hawaii				
		Male	Female	18-34	35-44	45-54	55-64	65 or more	Caucasian	Filipino	Hawaiian or part-Hawaiian	Japanese	Other or mixed	Under \$35,000	\$35,000 < \$50,000	\$50,000 < \$75,000	\$75,000 or more	Less than 5 years	5 to 10 years	11 to 20 years	20 years or more	All your life
Tourism workforce pay, promotion, work conditions	5%	5%	6%	0%	7%	5%	8%	6%	5%	13%	2%	2%	10%	1%	4%	6%	6%	3%	1%	6%	5%	7%
Teach visitors more about Hawaiian culture or history	5%	6%	5%	6%	7%	3%	5%	8%	6%	0%	10%	3%	5%	11%	7%	2%	2%	9%	10%	7%	2%	6%
Treatment of visitors (crime, price gouging, etc.)	6%	8%	5%	2%	0%	9%	3%	12%	3%	5%	2%	10%	11%	4%	6%	8%	6%	1%	5%	3%	4%	8%
Other internal visitor industry issues	1%	1%	1%	0%	0%	1%	2%	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%	1%	2%	2%	1%	0%
Resort structures - location, design, planning	3%	3%	3%	3%	1%	0%	8%	3%	2%	0%	4%	2%	4%	3%	0%	2%	3%	3%	2%	0%	3%	3%
Level of tourism development, growth	2%	3%	1%	1%	1%	2%	3%	5%	2%	1%	3%	6%	0%	3%	0%	1%	3%	2%	2%	2%	3%	2%
Improve economic linkages between tourism and other sectors	3%	2%	3%	5%	0%	2%	5%	4%	1%	1%	6%	4%	3%	4%	2%	4%	2%	3%	1%	1%	3%	4%
Resident access to or parking at beaches in resort areas	0%	0%	1%	0%	0%	0%	2%	0%	0%	0%	2%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%
Control tourism spillover: beach, park, ocean, highway use	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	1%	1%	0%	0%	0%
General references: favoritism shown tourists over residents	2%	3%	1%	2%	4%	0%	0%	3%	3%	1%	2%	0%	0%	1%	0%	2%	3%	1%	0%	5%	2%	1%
Other mentions re tourism effect on community	2%	2%	2%	5%	2%	1%	1%	1%	2%	0%	0%	4%	2%	1%	0%	0%	4%	0%	1%	1%	2%	2%
Housing/homeless	11%	8%	13%	13%	16%	10%	15%	4%	11%	14%	15%	8%	11%	9%	9%	10%	13%	3%	7%	17%	12%	12%
Traffic/highway congestion: general-no tourism mention	13%	14%	11%	10%	8%	16%	14%	12%	19%	8%	9%	8%	12%	10%	11%	17%	17%	9%	9%	14%	20%	8%
Environment, natural resources: general-no tourism mention	18%	17%	18%	27%	22%	19%	19%	4%	21%	5%	14%	24%	17%	14%	13%	20%	26%	32%	35%	9%	17%	16%
Parks - number or condition: general-no tourism mention	2%	1%	2%	4%	2%	2%	0%	1%	2%	5%	3%	0%	2%	1%	3%	3%	2%	7%	0%	5%	1%	2%
Growth, population, overcrowding: general-no tourism mention	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Drugs, crime, social issues	5%	5%	5%	5%	7%	6%	5%	3%	5%	9%	2%	4%	8%	5%	6%	5%	6%	2%	5%	4%	6%	6%
General community issues not related to tourism	7%	10%	6%	5%	6%	10%	8%	7%	10%	2%	8%	2%	9%	7%	7%	9%	8%	20%	4%	6%	9%	6%
Other mention	3%	2%	3%	3%	1%	2%	1%	6%	4%	3%	5%	1%	1%	7%	3%	3%	1%	4%	1%	5%	2%	3%
Don't know	27%	22%	30%	26%	27%	27%	18%	33%	19%	46%	24%	36%	22%	31%	33%	25%	17%	11%	26%	25%	25%	29%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
sample size	863	347	516	136	145	239	163	173	287	66	154	157	172	111	121	144	292	48	69	63	265	409

Results are weighted.

Opinions about the job government has done in relation to tourism

		Total	Gender		Age					Ethnicity					Household income				Time in Hawaii				
			Male	Female	18-34	35-44	45-54	55-64	65 or more	Caucasian	Filipino	Hawaiian or part-Hawaiian	Japanese	Other or mixed	Under \$35,000	\$35,000 < \$50,000	\$50,000 < \$75,000	\$75,000 or more	Less than 5 years	5 to 10 years	11 to 20 years	20 years or more	All your life
Maintaining public roads, sewers and water supply for resort areas	Very good	18%	17%	18%	22%	18%	13%	21%	16%	17%	21%	9%	21%	24%	15%	18%	19%	18%	25%	20%	21%	15%	
	Fairly good	21%	21%	21%	29%	17%	20%	18%	21%	18%	19%	21%	31%	22%	22%	19%	23%	27%	22%	11%	16%	25%	
	Mixed/neutral	15%	16%	14%	14%	19%	20%	12%	11%	15%	22%	12%	13%	14%	16%	17%	15%	18%	8%	22%	17%	13%	
	Fairly poor	15%	16%	15%	11%	17%	21%	13%	15%	14%	16%	17%	17%	15%	11%	17%	14%	16%	5%	10%	14%	15%	17%
	Very poor	20%	22%	19%	16%	20%	18%	24%	21%	24%	7%	24%	18%	16%	20%	17%	22%	18%	17%	21%	23%	16%	21%
	Don't know/refused	11%	8%	13%	9%	10%	8%	14%	15%	12%	14%	5%	13%	11%	10%	13%	10%	15%	13%	9%	14%	8%	
Helping to advertise and market this particular island	Very good	27%	27%	27%	32%	22%	22%	26%	33%	28%	24%	33%	26%	25%	26%	26%	25%	28%	35%	36%	29%	26%	25%
	Fairly good	36%	35%	37%	28%	37%	40%	43%	32%	34%	38%	27%	38%	43%	31%	32%	36%	42%	32%	41%	34%	33%	39%
	Mixed/neutral	16%	17%	15%	23%	17%	20%	12%	10%	16%	16%	21%	14%	14%	23%	21%	17%	13%	10%	12%	12%	18%	17%
	Fairly poor	6%	8%	6%	7%	12%	6%	3%	7%	6%	6%	6%	9%	6%	4%	7%	5%	7%	11%	4%	6%	8%	5%
	Very poor	6%	6%	5%	5%	6%	4%	8%	7%	7%	3%	8%	4%	5%	8%	6%	7%	5%	8%	2%	10%	5%	6%
	Don't know/refused	9%	7%	10%	6%	6%	9%	12%	9%	13%	6%	9%	8%	8%	8%	9%	5%	5%	6%	9%	10%	9%	
Providing public access to beaches in resort areas	Very good	20%	20%	19%	25%	16%	15%	19%	23%	23%	28%	12%	12%	21%	18%	18%	25%	17%	29%	22%	28%	23%	15%
	Fairly good	30%	29%	30%	36%	30%	26%	26%	34%	30%	24%	23%	41%	31%	30%	30%	27%	33%	33%	44%	31%	27%	29%
	Mixed/neutral	17%	18%	16%	18%	23%	22%	12%	9%	12%	21%	21%	14%	20%	18%	20%	14%	15%	13%	12%	10%	15%	20%
	Fairly poor	13%	14%	12%	8%	11%	17%	16%	10%	14%	11%	18%	10%	10%	12%	12%	11%	16%	12%	10%	9%	16%	12%
	Very poor	14%	14%	14%	10%	14%	12%	22%	14%	14%	7%	24%	13%	12%	17%	13%	15%	13%	4%	8%	15%	13%	17%
	Don't know/refused	7%	5%	8%	3%	6%	7%	5%	11%	6%	8%	3%	9%	6%	6%	8%	6%	8%	4%	8%	8%	6%	7%
total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	sample size	1644	653	991	285	248	389	354	334	527	159	268	297	347	218	230	255	510	97	133	127	443	821

Results are weighted.

Opinion about the job government has done in building new infrastructure

	Total	Gender		Age					Ethnicity					Household income				Time in Hawaii				
		Male	Female	18-34	35-44	45-54	55-64	65 or more	Caucasian	Filipino	Hawaiian or part-Hawaiian	Japanese	Other or mixed	Under \$35,000	\$35,000 < \$50,000	\$50,000 < \$75,000	\$75,000 or more	Less than 5 years	5 to 10 years	11 to 20 years	20 years or more	All your life
Very good	6%	6%	6%	10%	4%	5%	4%	7%	4%	13%	5%	6%	6%	11%	4%	4%	5%	9%	7%	7%	6%	6%
Fairly good	16%	13%	17%	18%	12%	13%	16%	19%	11%	16%	25%	21%	14%	21%	19%	14%	15%	12%	15%	6%	13%	19%
Mixed/neutral	17%	16%	18%	21%	19%	18%	16%	14%	15%	29%	15%	17%	19%	23%	19%	20%	13%	10%	12%	31%	13%	20%
Fairly poor	22%	22%	21%	21%	21%	28%	20%	18%	22%	16%	18%	22%	27%	14%	29%	20%	27%	28%	24%	11%	25%	21%
Very poor	37%	42%	33%	28%	43%	35%	43%	36%	46%	20%	36%	31%	33%	28%	28%	42%	40%	39%	42%	44%	41%	32%
Don't know/refused	2%	1%	3%	2%	0%	1%	2%	6%	2%	6%	1%	3%	2%	4%	2%	0%	0%	2%	1%	1%	2%	2%
total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
sample size	1644	653	991	285	248	389	354	334	527	159	268	297	347	218	230	255	510	97	133	127	443	821

Results are weighted.

Visitor industry employment

		Total	Gender		Age					Ethnicity					Household income				Time in Hawaii				
			Male	Female	18-34	35-44	45-54	55-64	65 or more	Caucasian	Filipino	Hawaiian or part-Hawaiian	Japanese	Other or mixed	Under \$35,000	\$35,000 < \$50,000	\$50,000 < \$75,000	\$75,000 or more	Less than 5 years	5 to 10 years	11 to 20 years	20 years or more	All your life
Employed	Yes	67%	74%	63%	75%	90%	83%	74%	19%	70%	64%	70%	60%	69%	51%	58%	68%	84%	72%	68%	67%	74%	63%
	No	32%	26%	36%	24%	10%	17%	26%	80%	29%	34%	30%	40%	31%	49%	41%	32%	15%	28%	32%	32%	26%	36%
	Refused	1%	1%	1%	1%	0%	0%	0%	0%	0%	2%	0%	2%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Visitor industry employment	Now in visitor industry	22%	23%	22%	31%	30%	28%	22%	5%	18%	30%	24%	18%	28%	24%	27%	20%	21%	15%	22%	28%	21%	23%
	Once in visitor industry	26%	26%	26%	22%	30%	26%	28%	24%	23%	22%	34%	24%	29%	25%	23%	30%	29%	17%	14%	28%	26%	29%
	HH member in visitor industry	5%	7%	4%	7%	5%	3%	7%	6%	5%	9%	10%	4%	3%	6%	6%	4%	6%	15%	5%	4%	5%	5%
	No HH visitor industry affiliation	46%	44%	47%	40%	35%	43%	43%	64%	55%	36%	32%	54%	40%	45%	44%	47%	43%	54%	59%	40%	48%	42%
	Don't know/Refused	1%	1%	1%	1%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
sample size		1644	653	991	285	248	389	354	334	527	159	268	297	347	218	230	255	510	97	133	127	443	821

Results are weighted.

Visitor industry employment

	Total	Gender		Age					Ethnicity					Household income				Time in Hawaii						
		Male	Female	18-34	35-44	45-54	55-64	65 or more	Caucasian	Filipino	Hawaiian or part-Hawaiian	Japanese	Other or mixed	Under \$35,000	\$35,000 < \$50,000	\$50,000 < \$75,000	\$75,000 or more	Less than 5 years	5 to 10 years	11 to 20 years	20 years or more	All your life		
Workers in household																								
0 workers	13%	11%	15%	0%	2%	4%	11%	47%	15%	7%	5%	18%	15%	21%	18%	15%	5%	8%	14%	7%	12%	15%		
1 or more workers	85%	87%	84%	99%	98%	95%	89%	50%	84%	90%	94%	81%	85%	79%	80%	82%	95%	92%	86%	93%	86%	84%		
Don't know/refused	2%	2%	1%	0%		2%	0%	3%	1%	2%	1%	1%	1%	0%	3%	2%	1%		0%	0%	2%	1%		
Visitor industry workers in household																								
0 visitor workers	44%	43%	45%	44%	48%	50%	45%	32%	51%	38%	42%	42%	40%	38%	33%	45%	51%	48%	55%	43%	47%	41%		
1 or more visitor workers	35%	37%	33%	50%	39%	39%	36%	15%	29%	45%	42%	31%	38%	34%	41%	28%	38%	34%	31%	44%	30%	37%		
No workers in household	13%	11%	15%	0%	2%	4%	11%	47%	15%	7%	5%	18%	15%	21%	18%	15%	5%	8%	14%	7%	12%	15%		
Don't know/refused	7%	7%	6%	6%	11%	5%	8%	3%	4%	8%	10%	7%	6%	7%	6%	10%	6%	10%		5%	8%	6%		
Missing	1%	2%	1%			1%	0%	3%	1%	2%	1%	1%	1%		3%	2%	1%		0%	0%	2%	1%		
Visitor industry workers in labor union																								
Visitor workers, no union workers	15%	15%	15%	21%	14%	18%	16%	8%	15%	13%	19%	14%	16%	15%	20%	13%	14%	19%	19%	16%	13%	15%		
1 or more union workers	11%	13%	10%	13%	14%	14%	11%	4%	8%	28%	15%	6%	10%	8%	11%	10%	13%	8%	9%	10%	10%	12%		
No workers in household	13%	11%	15%	0%	2%	4%	11%	47%	15%	7%	5%	18%	15%	21%	18%	15%	5%	8%	14%	7%	12%	15%		
Workers, no visitor workers in household	44%	43%	45%	44%	48%	50%	45%	32%	51%	38%	42%	42%	40%	38%	33%	45%	51%	48%	55%	43%	47%	41%		
Don't know/refused	9%	9%	8%	15%	11%	8%	9%	3%	6%	4%	8%	11%	12%	10%	10%	5%	11%	7%	4%	18%	7%	9%		
Missing	8%	9%	7%	6%	11%	7%	9%	6%	5%	10%	11%	8%	7%	7%	8%	12%	7%	10%	0%	6%	10%	7%		
total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
sample size	1644	653	991	285	248	389	354	334	527	159	268	297	347	218	230	255	510	97	133	127	443	821		

Results are weighted.

Visitor industry employment

	Total	Gender		Age					Ethnicity					Household income				Time in Hawaii				
		Male	Female	18-34	35-44	45-54	55-64	65 or more	Caucasian	Filipino	Hawaiian or part-Hawaiian	Japanese	Other or mixed	Under \$35,000	\$35,000 < \$50,000	\$50,000 < \$75,000	\$75,000 or more	Less than 5 years	5 to 10 years	11 to 20 years	20 years or more	All your life
Including yourself, how many of the adults in your household are employed?	1.85	1.85	1.84	2.49	2.22	1.96	1.87	.82	1.52	2.71	2.22	1.70	1.82	1.54	1.59	1.71	2.22	1.76	1.65	1.68	1.82	1.89
Including yourself, how many adults in your household now work in the visitor industry?	.66	.63	.68	1.20	.68	.74	.60	.19	.58	1.14	.64	.48	.79	.65	.75	.53	.78	.50	.60	.60	.70	.69
Including yourself, how many of these visitor industry workers belong to a labor union?	.31	.34	.29	.53	.28	.32	.26	.11	.24	.57	.23	.11	.54	.35	.28	.17	.41	.16	.16	.18	.43	.32
Pct. of employed adults working in tourism	36%	34%	37%	48%	30%	38%	32%	23%	38%	42%	29%	29%	43%	42%	47%	31%	35%	28%	36%	36%	38%	36%
Pct of tourism workers in labor unions	47%	54%	42%	44%	42%	43%	42%	55%	42%	50%	36%	23%	68%	53%	38%	33%	52%	32%	27%	29%	62%	46%

Mean averages. Results are weighted.

Demographic characteristics of the survey sample

		Total	Gender		Age					Ethnicity					Household income				Time in Hawaii				
			Male	Female	18-34	35-44	45-54	55-64	65 or more	Caucasian	Filipino	Hawaiian or part-Hawaiian	Japanese	Other or mixed	Under \$35,000	\$35,000 < \$50,000	\$50,000 < \$75,000	\$75,000 or more	Less than 5 years	5 to 10 years	11 to 20 years	20 years or more	All your life
In which age category are you?	Under 25	7%	7%	6%	39%					4%	11%	8%	6%	9%	18%	10%	3%	2%	6%	3%	14%	2%	9%
	25-34	11%	11%	11%	61%					7%	18%	14%	7%	15%	12%	11%	10%	12%	25%	16%	6%	3%	13%
	35-44	15%	16%	15%		100%				12%	18%	17%	13%	18%	11%	10%	21%	20%	18%	22%	25%	15%	12%
	45-54	24%	26%	22%			100%			24%	21%	23%	25%	25%	13%	23%	24%	33%	26%	27%	27%	27%	21%
	55-64	22%	20%	22%				100%		30%	12%	21%	18%	17%	23%	19%	19%	23%	13%	22%	15%	28%	20%
	65 or older	20%	19%	21%					100%	20%	20%	16%	30%	16%	24%	26%	22%	10%	10%	10%	12%	22%	24%
	Refused	2%	2%	2%						1%	1%	0%	1%	1%		2%		0%	0%	0%	1%	2%	1%
What is your ethnic identification?	Caucasian	32%	35%	30%	22%	26%	32%	45%	32%	100%					25%	30%	40%	35%	66%	53%	56%	46%	14%
	Filipino	10%	7%	11%	16%	11%	8%	6%	9%		100%				12%	13%	9%	8%	4%	11%	15%	11%	8%
	Hawaiian or part-Hawaiian	16%	15%	17%	21%	19%	16%	16%	13%			100%			25%	16%	16%	15%		1%	1%	8%	28%
	Japanese	18%	17%	19%	13%	16%	19%	15%	27%				100%		13%	20%	12%	18%	7%	6%	8%	12%	27%
	Mixed, non-Hawaiian	7%	7%	7%	7%	8%	11%	6%	4%					34%	4%	8%	7%	10%	2%	5%	1%	8%	9%
	Other	14%	16%	13%	22%	17%	12%	11%	12%					66%	21%	12%	15%	14%	18%	24%	13%	13%	13%
	Refused	3%	3%	2%	0%	3%	2%	2%	2%						0%	1%	1%	0%	4%		5%	3%	1%
How long have you lived in Hawaii?	Less than 5 years	6%	7%	5%	11%	7%	7%	4%	3%	12%	2%		2%	5%	4%	3%	7%	7%	100%				
	5 to 10 years	8%	7%	9%	9%	12%	9%	8%	4%	13%	9%	1%	3%	11%	13%	5%	5%	9%		100%			
	11 to 20 years	8%	7%	8%	9%	13%	9%	5%	5%	14%	12%	0%	4%	5%	8%	8%	9%	6%			100%		
	20 years or more	27%	30%	25%	8%	26%	31%	35%	29%	38%	31%	13%	18%	27%	25%	24%	35%	30%				100%	
	All your life	50%	48%	51%	63%	41%	44%	47%	59%	22%	43%	87%	74%	52%	49%	60%	44%	47%					100%
	Refused	1%	1%	1%	1%	0%	0%	1%	0%	0%	2%							0%					
Which of the following categories includes your total annual family income before taxes for 2006?	Less than \$25,000	8%	6%	9%	14%	5%	3%	8%	9%	7%	10%	10%	5%	8%	58%				3%	9%	10%	8%	8%
	\$25,000 but less than \$35,000	6%	4%	6%	9%	4%	4%	5%	6%	3%	6%	10%	4%	8%	42%				6%	12%	5%	4%	5%
	\$35,000 but less than \$50,000	14%	12%	15%	17%	9%	13%	12%	18%	13%	18%	14%	15%	14%		100%			8%	8%	14%	12%	17%
	\$50,000 but less than \$75,000	16%	17%	14%	12%	22%	16%	14%	17%	19%	15%	15%	10%	16%			100%		19%	9%	17%	20%	14%
	\$75,000 but less than \$100,000	12%	15%	11%	10%	17%	15%	15%	7%	13%	9%	15%	12%	12%				40%	11%	15%	11%	12%	13%
	\$100,000 and over	19%	22%	16%	14%	24%	28%	18%	9%	21%	15%	15%	18%	22%				60%	28%	21%	14%	22%	17%
	Refused	26%	23%	29%	23%	19%	21%	27%	34%	23%	27%	22%	35%	20%					25%	26%	28%	21%	27%
Gender	Male	40%	100%		41%	42%	43%	37%	36%	43%	29%	37%	38%	43%	31%	34%	45%	48%	45%	35%	35%	45%	38%
	Female	60%		100%	59%	58%	57%	63%	64%	57%	71%	63%	62%	57%	69%	66%	55%	52%	55%	65%	65%	55%	62%
Island	O`ahu	71%	70%	72%	79%	73%	69%	69%	69%	62%	71%	65%	81%	82%	65%	69%	64%	81%	59%	71%	55%	74%	74%
	Maui	10%	11%	9%	7%	12%	11%	10%	9%	14%	11%	12%	6%	6%	8%	12%	12%	7%	11%	12%	18%	9%	8%
	Moloka`i	1%	0%	1%	1%	0%	0%	1%	1%	0%	0%	2%	0%	0%	1%	1%	1%	0%	1%	0%	0%	0%	1%
	Lana`i	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
	Kaua`i	5%	5%	5%	3%	6%	6%	5%	5%	6%	7%	6%	3%	3%	5%	3%	5%	3%	6%	4%	6%	4%	5%
	Big Island West	6%	6%	6%	5%	3%	6%	8%	7%	10%	3%	7%	3%	3%	8%	6%	9%	4%	12%	8%	12%	5%	5%
	Big Island East	7%	8%	7%	5%	5%	8%	8%	9%	8%	7%	8%	6%	5%	13%	8%	8%	4%	10%	4%	9%	7%	7%
total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
	sample size	1644	653	991	285	248	389	354	334	527	159	268	297	347	218	230	255	510	97	133	127	443	821

Results are weighted.

Possible community problems

		Total	Visitor industry employment				Adults in the visitor industry			Visitor industry workers in a labor union		
			Now in visitor industry	Once in visitor industry	HH member in visitor industry	No HH visitor industry affiliation	No workers in HH	Workers, no vis workers	1 or more vis workers	Vis workers, no union workers	1 or more union workers	No vis workers in HH
Availability of jobs	Big problem	27%	26%	29%	30%	26%	29%	26%	28%	25%	39%	26%
	Small problem	33%	35%	32%	48%	32%	24%	34%	35%	34%	38%	34%
	Not a problem	32%	36%	32%	18%	33%	29%	34%	32%	39%	19%	34%
	Expressed opposite view	1%	1%	1%		1%	1%	1%	1%	1%		1%
Cost of food and clothing	Don't know/refused	6%	3%	6%	3%	9%	17%	5%	5%	2%	4%	5%
	Big problem	52%	56%	51%	52%	50%	53%	48%	56%	61%	54%	48%
	Small problem	30%	27%	30%	24%	31%	27%	33%	27%	22%	34%	33%
	Not a problem	17%	15%	17%	23%	17%	17%	17%	15%	14%	13%	17%
Cost of housing	Expressed opposite view	0%	1%			0%		1%	1%	1%		1%
	Don't know/refused	1%	1%	2%		2%	4%	1%	1%	1%		1%
	Big problem	81%	85%	81%	73%	79%	71%	81%	84%	83%	82%	81%
	Small problem	10%	8%	9%	14%	12%	10%	11%	9%	8%	10%	11%
Population growing too fast	Not a problem	8%	4%	9%	13%	8%	16%	7%	5%	7%	6%	7%
	Expressed opposite view	0%	1%			0%		0%	1%	1%		0%
	Don't know/refused	1%	2%	1%	1%	1%	3%	1%	1%	1%	2%	1%
	Big problem	51%	51%	56%	51%	48%	56%	50%	52%	52%	53%	50%
Traffic	Small problem	24%	24%	22%	22%	25%	16%	26%	24%	24%	26%	26%
	Not a problem	22%	21%	18%	26%	23%	24%	21%	21%	24%	16%	21%
	Expressed opposite view	0%			0%	1%	0%	0%	0%			0%
	Don't know/refused	3%	4%	3%	1%	3%	5%	3%	3%	1%	5%	3%
Loss of nature and open space	Big problem	76%	75%	80%	66%	76%	74%	79%	73%	75%	67%	79%
	Small problem	14%	16%	12%	27%	13%	10%	13%	18%	13%	23%	13%
	Not a problem	9%	10%	8%	6%	10%	15%	8%	9%	12%	8%	8%
	Expressed opposite view	0%		1%		0%		0%	1%		2%	0%
Economy not diversified enough	Don't know/refused	0%				1%	1%	0%				0%
	Big problem	43%	42%	48%	33%	41%	43%	43%	42%	40%	42%	43%
	Small problem	28%	30%	26%	34%	28%	22%	28%	30%	32%	24%	28%
	Not a problem	26%	26%	25%	29%	27%	31%	26%	26%	26%	34%	26%
total	Expressed opposite view	0%	1%			0%	0%	0%	1%	1%		0%
	Don't know/refused	2%	1%	1%	4%	3%	4%	2%	1%	2%	0%	2%
	Big problem	41%	44%	46%	44%	38%	34%	43%	43%	39%	51%	43%
	Small problem	28%	31%	26%	24%	29%	29%	27%	30%	33%	24%	27%
sample size	Not a problem	21%	19%	21%	24%	21%	23%	21%	18%	21%	16%	21%
	Expressed opposite view	1%	0%	0%		1%	1%	1%	0%	0%		1%
	Don't know/refused	9%	6%	8%	8%	11%	13%	8%	9%	6%	10%	8%
	total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	sample size	1644	365	426	89	751	218	722	570	249	178	722

Results are weighted.

Who or what do you think is responsible for cost of housing being such a problem now

	Total	Visitor industry employment				Adults in the visitor industry			Visitor industry workers in a labor union		
		Now in visitor industry	Once in visitor industry	HH member in visitor industry	No HH visitor industry affiliation	No workers in HH	Workers, no vis workers	1 or more vis workers	Vis workers, no union workers	1 or more union workers	No vis workers in HH
Government	22%	25%	25%	16%	19%	22%	19%	22%	20%	35%	19%
Developers/landowners	10%	10%	10%	16%	9%	16%	8%	11%	10%	12%	8%
Rich/wealthy	10%	9%	10%	3%	11%	7%	11%	8%	11%	7%	11%
Speculators/investors	8%	9%	10%	8%	7%	5%	9%	10%	11%	7%	9%
Realtors	3%	4%	4%	1%	2%	1%	4%	3%	4%	3%	4%
Banks/lenders	1%	2%	1%	0%	1%	1%	1%	2%	0%	4%	1%
Hotels or tourism	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Market forces	21%	20%	26%	13%	20%	21%	23%	19%	18%	12%	23%
More demand than supply	20%	20%	16%	26%	20%	18%	20%	21%	22%	14%	20%
Other mention	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%
Don't know	10%	6%	6%	18%	13%	12%	10%	8%	9%	8%	10%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
sample size	1228	279	327	64	549	143	545	442	193	130	545

Results are weighted.

Who or what do you think is responsible for traffic being such a problem now

	Total	Visitor industry employment				Adults in the visitor industry			Visitor industry workers in a labor union		
		Now in visitor industry	Once in visitor industry	HH member in visitor industry	No HH visitor industry affiliation	No workers in HH	Workers, no vis workers	1 or more vis workers	Vis workers, no union workers	1 or more union workers	No vis workers in HH
Government	39%	41%	38%	41%	38%	30%	40%	41%	42%	47%	40%
Developers/landowners	5%	8%	5%	1%	4%	1%	5%	6%	10%	2%	5%
Other entities	1%	1%	0%	0%	0%	1%	0%	1%	2%	0%	0%
Hotels or tourism	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%
Economic forces, work patterns	4%	4%	5%	2%	4%	3%	6%	3%	2%	3%	6%
More cars/people/not enough roads	54%	50%	59%	57%	53%	70%	50%	52%	48%	55%	50%
Other mention	1%	2%	0%	0%	1%	1%	0%	1%	2%	1%	0%
Don't know	3%	1%	0%	6%	5%	1%	5%	2%	1%	1%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
sample size	1197	258	325	58	547	158	537	399	178	115	537

Results are weighted.

**Agreement with statements about tourism and this island**

		Total	Visitor industry employment				Adults in the visitor industry			Visitor industry workers in a labor union		
			Now in visitor industry	Once in visitor industry	HH member in visitor industry	No HH visitor industry affiliation	No workers in HH	Workers, no vis workers	1 or more vis workers	Vis workers, no union workers	1 or more union workers	No vis workers in HH
This island is being run for tourists at the expense of local people	Strongly agree	29%	34%	31%	26%	26%	33%	25%	33%	33%	36%	25%
	Somewhat agree	23%	20%	19%	27%	26%	27%	23%	22%	27%	21%	23%
	Somewhat disagree	22%	21%	24%	20%	22%	11%	26%	21%	16%	23%	26%
	Strongly disagree	18%	18%	18%	12%	19%	19%	20%	16%	15%	13%	20%
	Don't know/refused	8%	6%	9%	14%	7%	10%	7%	7%	10%	6%	7%
Overall, tourism has brought more benefits than problems to this island	Strongly agree	45%	49%	44%	34%	44%	36%	47%	45%	46%	51%	47%
	Somewhat agree	29%	26%	27%	30%	30%	35%	29%	26%	30%	18%	29%
	Somewhat disagree	11%	9%	13%	16%	11%	12%	10%	12%	8%	11%	10%
	Strongly disagree	10%	10%	11%	9%	8%	10%	9%	11%	9%	11%	9%
	Don't know/refused	6%	5%	5%	11%	7%	6%	5%	6%	7%	9%	5%
The increase in out-of-state people buying homes in residential neighborhoods is mostly due to tourism	Strongly agree	25%	31%	25%	34%	20%	25%	19%	29%	32%	31%	19%
	Somewhat agree	20%	19%	22%	23%	20%	21%	21%	20%	24%	19%	21%
	Somewhat disagree	24%	23%	22%	19%	27%	26%	26%	23%	21%	24%	26%
	Strongly disagree	21%	20%	20%	13%	23%	12%	25%	22%	18%	17%	25%
	Don't know/refused	10%	7%	11%	11%	10%	17%	9%	7%	5%	9%	9%
In general, the visitor industry tries hard to be good corporate citizens	Strongly agree	38%	48%	33%	26%	37%	35%	37%	42%	45%	38%	37%
	Somewhat agree	37%	29%	35%	41%	41%	38%	41%	33%	30%	35%	41%
	Somewhat disagree	8%	7%	12%	9%	7%	5%	8%	8%	5%	9%	8%
	Strongly disagree	8%	10%	10%	12%	5%	9%	5%	10%	14%	8%	5%
	Don't know/refused	10%	6%	10%	12%	11%	14%	9%	8%	6%	10%	9%
Even if more visitors come, I don't want to see any more hotels on this island.	Strongly agree	47%	50%	54%	33%	43%	50%	44%	47%	53%	43%	44%
	Somewhat agree	21%	17%	19%	36%	21%	22%	20%	21%	18%	20%	20%
	Somewhat disagree	17%	18%	13%	19%	19%	13%	20%	17%	13%	23%	20%
	Strongly disagree	12%	13%	11%	8%	12%	11%	12%	13%	13%	13%	12%
	Don't know/refused	4%	2%	3%	4%	5%	5%	4%	2%	3%	1%	4%
We need more tourism jobs on this island	Strongly agree	23%	27%	16%	20%	24%	29%	20%	24%	23%	26%	20%
	Somewhat agree	20%	16%	23%	30%	20%	22%	22%	18%	18%	24%	22%
	Somewhat disagree	28%	29%	26%	36%	28%	18%	29%	29%	30%	25%	29%
	Strongly disagree	22%	23%	28%	6%	20%	24%	21%	23%	26%	23%	21%
	Don't know/refused	7%	5%	7%	7%	8%	7%	8%	6%	4%	2%	8%
total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	sample size	1644	365	426	89	751	218	722	570	249	178	722

Results are weighted.

Opinions about how you think tourism affects things on your island

		Total	Visitor industry employment				Adults in the visitor industry			Visitor industry workers in a labor union		
			Now in visitor industry	Once in visitor industry	HH member in visitor industry	No HH visitor industry affiliation	No workers in HH	Workers, no vis workers	1 or more vis workers	Vis workers, no union workers	1 or more union workers	No vis workers in HH
Number of jobs	Tourism makes it better	69%	70%	65%	71%	71%	59%	73%	69%	73%	62%	73%
	Tourism makes it worse	8%	7%	10%	2%	7%	12%	6%	8%	7%	11%	6%
	Tourism has no effect	18%	19%	20%	19%	16%	25%	15%	20%	17%	22%	15%
	Don't know/refused	5%	3%	4%	7%	6%	4%	5%	3%	2%	5%	5%
Cost of food and clothing	Tourism makes it better	11%	11%	11%	12%	11%	10%	10%	13%	8%	22%	10%
	Tourism makes it worse	26%	26%	26%	26%	26%	27%	25%	27%	29%	25%	25%
	Tourism has no effect	54%	56%	53%	48%	56%	53%	57%	54%	59%	44%	57%
	Don't know/refused	9%	7%	10%	14%	8%	10%	9%	6%	3%	9%	9%
Cost of housing	Tourism makes it better	5%	6%	5%	5%	5%	6%	5%	5%	3%	6%	5%
	Tourism makes it worse	42%	43%	42%	38%	42%	42%	42%	42%	51%	37%	42%
	Tourism has no effect	44%	43%	47%	37%	44%	40%	46%	44%	41%	48%	46%
	Don't know/refused	8%	8%	5%	21%	9%	12%	6%	9%	5%	10%	6%
Number of people living in your part of the island	Tourism makes it better	13%	11%	15%	9%	13%	16%	13%	12%	14%	14%	13%
	Tourism makes it worse	19%	23%	21%	19%	16%	22%	16%	22%	25%	18%	16%
	Tourism has no effect	61%	58%	58%	63%	64%	57%	65%	60%	56%	59%	65%
	Don't know/refused	7%	8%	7%	9%	7%	5%	6%	6%	6%	8%	6%
Traffic	Tourism makes it better	3%	3%	1%	1%	4%	4%	3%	2%	1%	1%	3%
	Tourism makes it worse	54%	56%	48%	63%	55%	52%	54%	55%	58%	54%	54%
	Tourism has no effect	40%	39%	47%	30%	37%	41%	39%	39%	37%	41%	39%
	Don't know/refused	4%	3%	3%	7%	4%	3%	4%	4%	4%	4%	4%
Preservation of nature and open space	Tourism makes it better	17%	15%	19%	13%	17%	20%	17%	15%	15%	18%	17%
	Tourism makes it worse	39%	43%	37%	37%	38%	32%	40%	40%	45%	41%	40%
	Tourism has no effect	36%	34%	36%	41%	37%	40%	35%	37%	35%	34%	35%
	Don't know/refused	8%	8%	8%	10%	9%	8%	9%	7%	4%	7%	9%
Diversity of economic activities	Tourism makes it better	39%	41%	39%	35%	40%	32%	40%	41%	45%	35%	40%
	Tourism makes it worse	19%	24%	22%	22%	15%	17%	17%	22%	21%	23%	17%
	Tourism has no effect	29%	27%	27%	22%	31%	38%	29%	27%	28%	30%	29%
	Don't know/refused	13%	9%	11%	20%	14%	13%	14%	10%	6%	12%	14%
Overall quality of life	Tourism makes it better	46%	49%	48%	43%	44%	42%	45%	48%	41%	49%	45%
	Tourism makes it worse	15%	14%	17%	11%	15%	16%	16%	13%	15%	10%	16%
	Tourism has no effect	30%	30%	28%	32%	31%	33%	30%	32%	38%	32%	30%
	Don't know/refused	9%	7%	7%	14%	10%	9%	9%	7%	6%	8%	9%
total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
	sample size	1644	365	426	89	751	218	722	570	249	178	722

Results are weighted.

Overall, has tourism been mostly good or mostly bad for you and your family?

	Total	Visitor industry employment				Adults in the visitor industry			Visitor industry workers in a labor union		
		Now in visitor industry	Once in visitor industry	HH member in visitor industry	No HH visitor industry affiliation	No workers in HH	Workers, no vis workers	1 or more vis workers	Vis workers, no union workers	1 or more union workers	No vis workers in HH
Good for self and family	45%	53%	50%	45%	38%	40%	40%	51%	55%	53%	40%
Bad for self and family	5%	5%	6%	3%	5%	6%	5%	4%	4%	5%	5%
Some good, some bad	21%	27%	22%	28%	16%	16%	20%	26%	26%	29%	20%
No effect at all	28%	15%	21%	19%	40%	36%	35%	18%	15%	13%	35%
Don't know/refused	1%	0%	1%	4%	1%	2%	1%	0%	1%	0%	1%
total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
sample size	1644	365	426	89	751	218	722	570	249	178	722

Results are weighted.

Opinions about the job this island's visitor industry has been doing

		Total	Visitor industry employment				Adults in the visitor industry			Visitor industry workers in a labor union		
			Now in visitor industry	Once in visitor industry	HH member in visitor industry	No HH visitor industry affiliation	No workers in HH	Workers, no vis workers	1 or more vis workers	Vis workers, no union workers	1 or more union workers	No vis workers in HH
Supporting local charities or community projects	Very good	23%	26%	22%	15%	24%	19%	25%	22%	19%	27%	25%
	Fairly good	28%	27%	29%	24%	28%	36%	28%	27%	29%	26%	28%
	Mixed/neutral	18%	21%	16%	30%	17%	12%	17%	21%	25%	16%	17%
	Fairly poor	7%	5%	8%	11%	7%	5%	8%	7%	7%	7%	8%
	Very poor	8%	9%	10%	5%	6%	5%	6%	10%	7%	10%	6%
	Don't know/refused	16%	11%	15%	15%	19%	22%	16%	13%	14%	13%	16%
Helping protect the environment from pollution and over-use	Very good	11%	12%	11%	6%	12%	12%	12%	11%	11%	12%	12%
	Fairly good	22%	20%	20%	31%	24%	23%	23%	23%	21%	24%	23%
	Mixed/neutral	23%	28%	20%	30%	21%	20%	22%	26%	24%	23%	22%
	Fairly poor	17%	17%	18%	17%	17%	15%	17%	17%	20%	17%	17%
	Very poor	18%	19%	22%	11%	15%	19%	16%	19%	18%	20%	16%
	Don't know/refused	9%	4%	10%	4%	11%	11%	10%	5%	6%	4%	10%
Giving visitors a good sense of Hawaii's history and peoples	Very good	24%	29%	17%	18%	26%	24%	24%	25%	23%	25%	24%
	Fairly good	32%	32%	31%	40%	33%	32%	31%	34%	32%	37%	31%
	Mixed/neutral	20%	22%	22%	16%	18%	25%	19%	19%	23%	15%	19%
	Fairly poor	9%	9%	11%	5%	9%	3%	11%	10%	9%	13%	11%
	Very poor	7%	7%	11%	6%	6%	7%	7%	8%	7%	6%	7%
	Don't know/refused	7%	2%	8%	15%	8%	8%	8%	5%	6%	4%	8%
Providing local residents with training needed for better jobs in the industry	Very good	18%	21%	15%	13%	18%	17%	17%	19%	19%	25%	17%
	Fairly good	27%	19%	28%	29%	31%	27%	31%	24%	25%	27%	31%
	Mixed/neutral	19%	21%	16%	26%	17%	16%	19%	20%	20%	13%	19%
	Fairly poor	12%	16%	16%	14%	8%	9%	10%	16%	15%	21%	10%
	Very poor	10%	14%	13%	4%	8%	11%	9%	11%	11%	10%	9%
	Don't know/refused	14%	10%	12%	15%	18%	20%	15%	10%	9%	4%	15%
Taking a leadership role in solving community problems	Very good	9%	10%	8%	2%	11%	12%	10%	9%	10%	10%	10%
	Fairly good	22%	22%	19%	31%	22%	23%	20%	23%	21%	26%	20%
	Mixed/neutral	26%	30%	24%	31%	24%	20%	25%	29%	33%	28%	25%
	Fairly poor	14%	11%	15%	13%	14%	10%	16%	13%	12%	11%	16%
	Very poor	17%	19%	23%	7%	14%	16%	16%	17%	14%	18%	16%
	Don't know/refused	13%	7%	10%	16%	16%	18%	14%	9%	9%	6%	14%
Planning resort areas to fit the landscape in an attractive way	Very good	23%	21%	22%	24%	24%	25%	24%	23%	22%	25%	24%
	Fairly good	30%	33%	25%	32%	32%	29%	31%	32%	39%	24%	31%
	Mixed/neutral	19%	20%	22%	29%	16%	16%	19%	19%	18%	19%	19%
	Fairly poor	11%	12%	11%	1%	12%	8%	12%	11%	11%	14%	12%
	Very poor	10%	11%	13%	3%	8%	13%	9%	9%	7%	10%	9%
	Don't know/refused	7%	4%	7%	11%	8%	8%	6%	5%	4%	7%	6%
total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	sample size	1644	365	426	89	751	218	722	570	249	178	722

Results are weighted.

Which particular types of community problems do you think the visitor industry should show better leadership in solving

	Total	Visitor industry employment				Adults in the visitor industry			Visitor industry workers in a labor union		
		Now in visitor industry	Once in visitor industry	HH member in visitor industry	No HH visitor industry affiliation	No workers in HH	Workers, no vis workers	1 or more vis workers	Vis workers, no union workers	1 or more union workers	No vis workers in HH
Tourism workforce pay, promotion, work conditions	5%	5%	7%	17%	4%	5%	5%	6%	4%	12%	5%
Teach visitors more about Hawaiian culture or history	5%	3%	8%	9%	4%	8%	5%	4%	6%	2%	5%
Treatment of visitors (crime, price gouging, etc.)	6%	8%	5%	8%	5%	8%	4%	7%	8%	13%	4%
Other internal visitor industry issues	1%	1%	0%	2%	1%	0%	1%	1%	1%	1%	1%
Resort structures - location, design, planning	3%	2%	5%	8%	1%	3%	1%	4%	1%	0%	1%
Level of tourism development, growth	2%	3%	2%	1%	2%	1%	3%	2%	3%	2%	3%
Improve economic linkages between tourism and other sectors	3%	4%	3%	2%	3%	4%	2%	3%	1%	10%	2%
Resident access to or parking at beaches in resort areas	0%	0%	1%	2%	0%	0%	1%	0%	1%	0%	1%
Control tourism spillover: beach, park, ocean, highway use	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%
General references: favoritism shown tourists over residents	2%	2%	2%	0%	2%	3%	1%	2%	3%	0%	1%
Other mentions re tourism effect on community	2%	3%	3%	0%	1%	1%	1%	3%	1%	8%	1%
Housing/homeless	11%	11%	12%	8%	11%	8%	13%	12%	16%	6%	13%
Traffic/highway congestion: general-no tourism mention	13%	14%	11%	11%	13%	15%	12%	14%	12%	10%	12%
Environment, natural resources: general-no tourism mention	18%	15%	23%	12%	17%	12%	19%	15%	14%	22%	19%
Parks - number or condition: general-no tourism mention	2%	3%	3%	8%	0%	1%	0%	3%	1%	5%	0%
Growth, population, overcrowding: general-no tourism mention	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Drugs, crime, social issues	5%	8%	4%	0%	4%	2%	6%	6%	6%	5%	6%
General community issues not related to tourism	7%	11%	8%	4%	6%	9%	7%	8%	11%	2%	7%
Other mention	3%	2%	6%	1%	1%	7%	1%	3%	1%	5%	1%
Don't know	27%	23%	19%	14%	34%	24%	31%	24%	28%	22%	31%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
sample size	863	188	250	38	378	112	385	290	128	79	385

Results are weighted.

Opinions about the job government has done in relation to tourism

		Total	Visitor industry employment				Adults in the visitor industry			Visitor industry workers in a labor union		
			Now in visitor industry	Once in visitor industry	HH member in visitor industry	No HH visitor industry affiliation	No workers in HH	Workers, no vis workers	1 or more vis workers	Vis workers, no union workers	1 or more union workers	No vis workers in HH
Maintaining public roads, sewers and water supply for resort areas	Very good	18%	18%	17%	4%	19%	16%	19%	15%	18%	14%	19%
	Fairly good	21%	19%	19%	27%	23%	23%	22%	20%	21%	20%	22%
	Mixed/neutral	15%	21%	14%	15%	12%	12%	13%	19%	18%	19%	13%
	Fairly poor	15%	14%	18%	26%	13%	14%	14%	16%	16%	20%	14%
	Very poor	20%	23%	19%	17%	20%	23%	18%	22%	22%	20%	18%
Helping to advertise and market this particular island	Don't know/refused	11%	5%	14%	11%	13%	12%	13%	8%	5%	6%	13%
	Very good	27%	29%	23%	29%	27%	28%	26%	29%	31%	30%	26%
	Fairly good	36%	32%	37%	29%	39%	35%	40%	31%	31%	35%	40%
	Mixed/neutral	16%	20%	16%	17%	13%	11%	15%	18%	19%	11%	15%
	Fairly poor	6%	8%	6%	10%	6%	7%	5%	9%	8%	7%	5%
Providing public access to beaches in resort areas	Very poor	6%	6%	6%	4%	6%	10%	4%	7%	7%	6%	4%
	Don't know/refused	9%	5%	12%	11%	9%	9%	10%	7%	5%	11%	10%
	Very good	20%	18%	15%	21%	23%	25%	19%	18%	19%	20%	19%
	Fairly good	30%	26%	26%	40%	33%	26%	32%	29%	26%	28%	32%
	Mixed/neutral	17%	20%	17%	7%	16%	12%	19%	16%	17%	11%	19%
total	Fairly poor	13%	13%	15%	23%	10%	7%	12%	15%	20%	15%	12%
	Very poor	14%	17%	21%	8%	10%	14%	12%	17%	15%	17%	12%
	Don't know/refused	7%	6%	6%	1%	8%	15%	6%	6%	3%	8%	6%
	sample size	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		1644	365	426	89	751	218	722	570	249	178	722

Results are weighted.

**Opinion about the job government has done in building new infrastructure**

	Total	Visitor industry employment				Adults in the visitor industry			Visitor industry workers in a labor union		
		Now in visitor industry	Once in visitor industry	HH member in visitor industry	No HH visitor industry affiliation	No workers in HH	Workers, no vis workers	1 or more vis workers	Vis workers, no union workers	1 or more union workers	No vis workers in HH
Very good	6%	7%	4%	2%	7%	8%	6%	5%	6%	7%	6%
Fairly good	16%	11%	14%	36%	17%	23%	14%	17%	15%	18%	14%
Mixed/neutral	17%	23%	16%	15%	15%	12%	15%	22%	22%	20%	15%
Fairly poor	22%	24%	19%	10%	24%	16%	24%	19%	17%	24%	24%
Very poor	37%	35%	45%	32%	34%	37%	38%	35%	38%	31%	38%
Don't know/refused	2%	1%	2%	4%	3%	5%	2%	1%	1%	0%	2%
total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
sample size	1644	365	426	89	751	218	722	570	249	178	722

Results are weighted.

**Visitor industry employment**

	Total	Visitor industry employment				Adults in the visitor industry			Visitor industry workers in a labor union			
		Now in visitor industry	Once in visitor industry	HH member in visitor industry	No HH visitor industry affiliation	No workers in HH	Workers, no vis workers	1 or more vis workers	Vis workers, no union workers	1 or more union workers	No vis workers in HH	
Employed		67%	100%	64%	55%	55%		73%	85%	86%	83%	73%
	Yes											
	No	32%		36%	45%	45%	100%	26%	15%	14%	17%	26%
	Refused	1%		0%		1%		1%	0%	0%	0%	1%
Visitor industry employment		22%	100%					62%	71%	55%		
	Now in visitor industry											
	Once in visitor industry	26%	100%			28%	20%	22%	18%	31%	20%	
	HH member in visitor industry	5%		100%				15%	12%	14%		
	No HH visitor industry affiliation	46%			100%	72%	80%				80%	
	Don't know/Refused	1%				0%						
total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
sample size		1644	365	426	89	751	218	722	570	249	178	722

Results are weighted.

Visitor industry employment

	Total	Visitor industry employment				Adults in the visitor industry			Visitor industry workers in a labor union			
		Now in visitor industry	Once in visitor industry	HH member in visitor industry	No HH visitor industry affiliation	No workers in HH	Workers, no vis workers	1 or more vis workers	Vis workers, no union workers	1 or more union workers	No vis workers in HH	
Workers in household	0 workers	13%	14%		21%	100%						
	1 or more workers	85%	85%	100%	77%		100%	100%	100%	100%	100%	
	Don't know/refused	2%	0%	0%	2%			0%				
Visitor industry workers in household	0 visitor workers	44%	34%		77%		100%				100%	
	1 or more visitor workers	35%	98%	30%	97%			100%	100%	100%		
	No workers in household	13%	14%		21%	100%						
	Don't know/refused	7%	2%	22%	3%							
	Missing	1%			2%							
Visitor industry workers in labor union	Visitor workers, no union workers	15%	48%	10%	32%			44%	100%			
	1 or more union workers	11%	27%	13%	28%			31%		100%		
	No workers in household	13%	14%		21%	100%						
	Workers, no visitor workers in household	44%	34%		77%		100%				100%	
	Don't know/refused	9%	22%	7%	36%			25%				
	Missing	8%	2%	22%	3%	2%						
total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
	sample size	1644	365	426	89	751	218	722	570	249	178	722

Results are weighted.

Visitor industry employment

	Total	Visitor industry employment				Adults in the visitor industry			Visitor industry workers in a labor union		
		Now in visitor industry	Once in visitor industry	HH member in visitor industry	No HH visitor industry affiliation	No workers in HH	Workers, no vis workers	1 or more vis workers	Vis workers, no union workers	1 or more union workers	No vis workers in HH
Including yourself, how many of the adults in your household are employed?	1.85	2.32	1.77	2.44	1.57	.00	1.97	2.27	2.09	2.61	1.97
Including yourself, how many adults in your household now work in the visitor industry?	.66	1.70	.85	1.31	.00	.00	.00	1.75	1.54	2.34	.00
Including yourself, how many of these visitor industry workers belong to a labor union?	.31	.60	.62	.74	.00	.	.00	.84	.00	2.00	.00
Pct. of employed adults working in tourism	36%	73%	48%	54%	0%	NA	0%	77%	74%	90%	0%
Pct of tourism workers in labor unions	47%	35%	74%	57%	NA	NA	NA	48%	0%	86%	NA

Mean averages. Results are weighted.

Demographic characteristics of the survey sample

	Total	Visitor industry employment				Adults in the visitor industry			Visitor industry workers in a labor union			
		Now in visitor industry	Once in visitor industry	HH member in visitor industry	No HH visitor industry affiliation	No workers in HH	Workers, no vis workers	1 or more vis workers	Vis workers, no union workers	1 or more union workers	No vis workers in HH	
In which age category are you?												
Under 25	7%	12%	4%	16%	5%	0%	5%	12%	11%	11%	5%	
25-34	11%	12%	11%	5%	10%	0%	12%	12%	13%	11%	12%	
35-44	15%	20%	17%	14%	12%	2%	17%	17%	14%	19%	17%	
45-54	24%	29%	24%	14%	22%	6%	27%	27%	28%	30%	27%	
55-64	22%	21%	23%	28%	20%	17%	22%	22%	23%	21%	22%	
65 or older	20%	5%	19%	23%	29%	72%	15%	9%	10%	8%	15%	
Refused	2%	0%	2%	2%	1%	2%	0%	0%	1%	2%		
What is your ethnic identification?												
Caucasian	32%	26%	28%	28%	38%	37%	37%	27%	32%	23%	37%	
Filipino	10%	13%	8%	17%	8%	5%	8%	13%	8%	25%	8%	
Hawaiian or part-Hawaiian	16%	18%	21%	31%	11%	6%	16%	20%	20%	23%	16%	
Japanese	18%	15%	17%	12%	21%	25%	17%	16%	17%	10%	17%	
Mixed, non-Hawaiian	7%	15%	10%	1%	3%	4%	6%	11%	13%	8%	6%	
Other	14%	12%	14%	11%	15%	19%	14%	12%	9%	12%	14%	
Refused	3%	2%	2%	3%	4%	3%	3%	1%	0%	3%		
How long have you lived in Hawaii?												
Less than 5 years	6%	4%	4%	16%	7%	3%	7%	6%	7%	4%	7%	
5 to 10 years	8%	8%	4%	8%	11%	9%	10%	7%	10%	7%	10%	
11 to 20 years	8%	10%	8%	6%	7%	4%	8%	10%	8%	7%	8%	
20 years or more	27%	25%	27%	25%	28%	25%	29%	24%	23%	26%	29%	
All your life	50%	52%	57%	42%	46%	58%	46%	53%	51%	56%	46%	
Refused	1%	1%	0%	3%	1%	2%	1%	1%	1%	1%		
Which of the following categories includes your total annual family income before taxes for 2006?												
Less than \$25,000	8%	8%	10%	8%	7%	17%	5%	7%	8%	2%	5%	
\$25,000 but less than \$35,000	6%	7%	3%	8%	6%	5%	6%	6%	5%	9%	6%	
\$35,000 but less than \$50,000	14%	17%	12%	16%	13%	19%	11%	16%	18%	15%	11%	
\$50,000 but less than \$75,000	16%	14%	18%	10%	16%	18%	16%	13%	14%	14%	16%	
\$75,000 but less than \$100,000	12%	13%	12%	18%	12%	7%	13%	14%	12%	15%	13%	
\$100,000 and over	19%	16%	22%	18%	18%	4%	22%	20%	16%	23%	22%	
Refused	26%	26%	23%	22%	28%	32%	26%	24%	27%	23%	26%	
Gender												
Male	40%	41%	40%	51%	38%	33%	39%	42%	39%	47%	39%	
Female	60%	59%	60%	49%	62%	67%	61%	58%	61%	53%	61%	
Island												
O`ahu	71%	65%	70%	78%	74%	63%	72%	69%	56%	74%	72%	
Mau	10%	14%	10%	6%	8%	10%	10%	11%	17%	8%	10%	
Moloka`i	1%	0%	1%	0%	1%	1%	1%	0%	1%	0%	1%	
Lana`i	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	
Kaua`i	5%	7%	6%	7%	3%	5%	4%	7%	10%	5%	4%	
Big Island West	6%	8%	6%	4%	5%	9%	5%	7%	8%	6%	5%	
Big Island East	7%	6%	6%	5%	8%	11%	8%	5%	8%	5%	8%	
total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
sample size	1644	365	426	89	751	218	722	570	249	178	722	

Results are weighted.