

2005 Resident Survey

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

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 Hawaii. Today we're conducting a short survey on residents' attitudes on public issues in Hawaii. 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 Hawaii resident who is 18 years of age or older? YES ← CONTINUE
 NO ← TERMINATE

1. I am going to read you a list of possible community problems. For each one, please tell me if you think it is a problem or not a problem in your community. Let us begin with [READ FIRST ITEM – ROTATE START]. Would you say that it is a big problem, a small problem or not a problem at all in your community?

	Big Problem	Small Problem	Not a Problem	Expressed Opposite View	Ref./ Don't Know
a. availability of jobs	32%	32%	28%	1%	8%
b. cost of food and clothing	47%	32%	19%	0%	2%
c. cost of housing	86%	7%	6%	0%	2%
d. number and quality of parks	22%	32%	41%	0%	4%
e. preservation of native Hawaiian culture	37%	29%	26%	1%	8%
f. population growing too fast	53%	25%	19%	0%	3%
g. traffic	74%	17%	9%	0%	1%
h. average income for residents	50%	24%	14%	0%	12%
i. crime	53%	35%	10%	0%	2%
j. loss of nature and open space	44%	28%	25%	0%	2%
k. economy not diversified enough	43%	27%	21%	1%	8%
l. air or water pollution	28%	33%	37%	0%	3%

2. Please tell me if you would favor or oppose government doing each of the following. [READ – **ROTATE STARTING POINT**]

[IF “FAVOR”:] Do you strongly favor government doing this, or just tend to favor it? [IF “OPPOSE”:] Do you strongly oppose government doing this, or just sort of tend to oppose it?

	strongly favor	tend to favor	tend to oppose	strongly oppose	mixed/refus./ don't know
a. budget more money to improve infrastructure such as streets, drainage and landscaping in tourist areas	45%	23%	13%	14%	6%
b. budget more money to restore and sustain our parks, marine reserves and other scenic attractions for residents and visitors	49%	32%	6%	7%	5%
c. budget more money to create new parks, marine preserves, and other scenic attractions for tourists and residents	36%	32%	14%	13%	5%
d. budget more money to develop festivals, arts, and cultural activities for residents and visitors	32%	30%	18%	14%	6%

3. Please tell me if you agree or disagree with each of these statements. [IF AGREE OR DISAGREE:] Would you strongly (agree/disagree) or somewhat (agree/disagree?) [**ROTATE STARTING POINT**]

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	DK/NA
a. This island is being run for tourists at the expense of local people	33%	23%	19%	17%	9%
b. Overall, tourism has brought more benefits than problems to this island.	42%	29%	11%	11%	8%
c. My island's economy is too dependent on tourism.	56%	23%	10%	6%	4%
d. The Hawai'i Convention Center has proved its worth in attracting meetings and conferences	18%	19%	13%	19%	31%
e. Even if more visitors come, I don't want to see any more hotels on this island.	56%	17%	12%	10%	5%
f. We need more tourism jobs on this island.	20%	16%	26%	28%	10%

4. Please tell me whether you agree or disagree with each of these statements. [IF AGREE OR DISAGREE:] Would you strongly (agree/disagree) or somewhat (agree/disagree?) [ROTATE]

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	DK/NA
a. Much of the tax money from tourism should go to public improvements in visitor areas.	35%	20%	16%	23%	6%
b. We should keep all future resorts close to existing hotels.	41%	23%	13%	14%	10%
c. We should give tax incentives for building new hotels.	11%	9%	19%	55%	5%
d. We should give tax incentives for renovating existing hotels.	30%	27%	11%	27%	5%
e. Much of the tax money from tourism should go to preserve the environment.	58%	25%	8%	5%	4%
f. We should encourage more visitor activity in wilderness areas.	19%	17%	22%	32%	10%

5. "Bed-and-breakfasts" are places where visitors rent bedrooms in somebody's house. "Vacation rentals" are places where visitors rent whole homes or apartments with no resident living on site. Please tell us if you agree or disagree with these statements. [IF AGREE OR DISAGREE:] Would you strongly (agree/disagree) or somewhat (agree/disagree?)

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	DK/NA
a. Bed-and-breakfasts are a necessary part of Hawai'i's visitor industry, despite any problems they may cause for neighbors.	20%	19%	23%	28%	10%
b. Vacation rentals are a necessary part of Hawai'i's visitor industry, despite any problems they may cause for neighbors.	23%	19%	20%	26%	11%
c. Vacation rentals should be strictly controlled and limited to areas where nearby residents agree to allow them.	52%	20%	8%	13%	7%
d. Bed-and-breakfasts should be strictly controlled and limited to areas where nearby residents agree to allow them.	51%	18%	10%	13%	7%

6. We'd like to know how you think tourism affects things on your island. For each thing I mention, tell me if you feel tourism makes it better or worse these days. Does tourism make [READ FIRST ITEM – ROTATE] better or worse?

	Better	Worse	No Effect	DK/NA
a. number of jobs	78%	7%	10%	5%
b. cost of food and clothing	16%	39%	34%	11%
c. cost of housing	7%	56%	26%	11%
d. number and quality of parks	33%	19%	37%	10%
e. preservation of native Hawaiian culture	32%	32%	22%	14%
f. number of people living in your part of the island	18%	30%	46%	7%
g. traffic	3%	77%	16%	3%
h. average income for residents	53%	19%	16%	11%
i. crime	7%	56%	27%	10%
j. preservation of nature and open space	20%	47%	21%	11%
k. diversity of economic activities	45%	25%	19%	12%
l. quality of water and air	12%	42%	37%	10%
m. overall quality of life	50%	20%	20%	10%

7. What about you personally?	good for self and family	42%
Overall, has tourism been	bad for self and family	6%
mostly good or mostly bad for	some good, some bad	21%
you and your family?	no effect at all	29%
	don't know/no response	2%

8. Please tell me if you agree or disagree with each of these statements. [IF AGREE OR DISAGREE:] Would you strongly (agree/disagree) or somewhat (agree/disagree?) [ROTATE – but always ask Q8g last]

	strongly agree	somewhat agree	somewhat disagree	strongly disagree	DK
a. Most visitor industry jobs pay pretty well.	17%	20%	18%	25%	21%
b. Most tourism jobs don't have much opportunity for advancement.	32%	19%	17%	12%	21%
c. There's a wide variety of jobs in Hawaii's visitor industry.	41%	29%	10%	10%	10%
d. The best tourism jobs go to outsiders a lot more often than to local people	30%	13%	16%	17%	24%
e. Tourism workers often have poor hours or work only part of the year	26%	21%	17%	13%	24%
f. These days, most visitor industry managers are people who grew up in Hawaii	13%	13%	18%	25%	31%
g. When I think about "visitor industry jobs," I'm really mostly thinking just about hotel jobs.	30%	22%	20%	25%	3%

9. 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]

	<u>very good</u>	<u>fairly good</u>	<u>mixed/neutral</u>	<u>fairly poor</u>	<u>very poor</u>	<u>DK</u>
a. Treating Native Hawaiian culture in an accurate and respectful way	13%	27%	22%	16%	11%	11%
b. Conserving natural resources like water and energy	9%	22%	20%	21%	15%	12%
c. Supporting local charities or community projects	15%	31%	15%	12%	8%	19%
d. Helping protect the environment from pollution and over-use	8%	22%	18%	22%	17%	12%
e. Giving visitors a good sense of Hawai`i's history and peoples	20%	33%	17%	13%	6%	11%
f. Helping other local businesses profit from tourist dollars	16%	34%	17%	12%	7%	14%
g. Providing local residents with training needed for better jobs in the industry	11%	24%	20%	16%	10%	18%
h. Making local residents feel welcome in hotels and other visitor-oriented facilities	21%	35%	15%	14%	9%	7%
i. Taking a leadership role in solving community problems	9%	19%	20%	20%	15%	17%
j. Planning resort areas to fit the landscape in an attractive way	23%	31%	17%	11%	10%	9%
k. Providing jobs	27%	44%	12%	6%	3%	6%

10. 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]

	<u>very good</u>	<u>fairly good</u>	<u>mixed/neutral</u>	<u>fairly poor</u>	<u>very poor</u>	<u>DK</u>
a. Maintaining public roads, sewers and water supply for resort areas	17%	27%	16%	15%	13%	13%
b. Planning and controlling tourism-related growth	10%	27%	17%	18%	13%	15%
c. Helping to advertise and market this particular island	32%	38%	12%	5%	4%	9%
d. Balancing the economic benefits from tourism against the need to control problems caused by tourism	9%	24%	21%	21%	11%	13%
e. Providing public access to beaches in resort areas	16%	33%	15%	15%	15%	7%
f. Promoting festivals, arts, and cultural activities that bring visitors and residents together	21%	40%	16%	11%	6%	6%

11. 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	9%
Fairly good	20%
(Mixed/neutral)	15%
Fairly poor	25%
Very poor	28%
(Don’t know/refused).....	4%

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

Yes	70%	→	ASK Q13A
No	29%	→	ASK Q13B
Refused	1%	→	

[READ BEFORE ASKING 13A OR 13B:] Let's define the "visitor industry" as any business depending mostly on tourists or depending on other businesses working with tourists.

13. [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" AND GO TO Q.14. IF NO, ASK B.]
- B. Have you ever worked in the visitor industry? [IF YES, MARK "2" AND GO TO Q.14. 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	19%
Respondent onced worked in visitor industry	30%
Other household member in visitor industry	6%
No household affiliation with visitor industry	44%
Refused/DK/Other Answers	1%

14. Including yourself, how many of the adults in your household are employed?

0	6%
1	29%
2	39%
3	12%
4	6%
5+	2%
Refused/DK	6%

Mean = 1.90

15. [IF Q13 WAS "4," WRITE IN ZERO AND GO TO Q.17 WITHOUT READING. ELSE, READ:]
Including yourself, how many adults in your household now work in the visitor industry?

0	69%
1	22%
2	7%
3	1%
4+	0%
Refused/DK	1%

**Mean = 0.45 (for hh's with 1+ worker); 0.42 for all households
(0.42/1.90 = 22% of all adults in respondent households work in vis. industry)**

16. Including yourself, how many of these visitor industry workers belong to a labor union?

0	64%
1	31%
2	3%
3+	0%
Refused/DK	2%

**Mean = 0.38 (for hh's with 1+ visitor industry worker); 0.11 for all households
(0.11/0.42 = 26% of all visitor industry workers belong to a labor union)**

17.	How close do you live to the nearest really large resort area or tourist attraction – right in one, within a five-minute drive, or farther?	right in one5% within 5-minute drive 27% farther67% close to a <u>planned new</u> big tourist area 0% don't know/no response 1%
18.	In which age category are you?	Under 25 7% 25 to 3414% 35 to 4419% 45 to 5423% 55 to 6418% 65 or older16% [Refused] 2%
19.	What is your ethnic identification? [IF MORE THAN ONE:] With which do you identify the most?	Caucasian34% Filipino 9% Hawaiian or part-Hawaiian19% Japanese14% Mixed, non-Hawaiian 7% Other15% [Refused] 3%
20.	Which of the following categories includes your total annual family income before taxes for 2004? Just stop me when I reach the correct category.	Less than \$15,000 5% \$15,000 but less than \$25,000 7% \$25,000 but less than \$35,000 9% \$35,000 but less than \$50,00013% \$50,000 but less than \$75,00019% \$75,000 but less than \$100,00013% \$100,000 and over14% [Refused]20%
21.	Gender [RECORD, DO NOT ASK]	Male43% Female57%
22.	Island [RECORD, DO NOT ASK]	O`ahu30% Maui14% Moloka`i 8% Lana`i 7% Kaua`i15% Big Island WEST13% Big Island EAST13%

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!