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CONTENTS

INTRODUCTION	1
METHODOLOGY	2
RESULTS.....	3
APPENDIX	11

LIST OF EXHIBITS

EXHIBIT 1: A GRAPHICAL REPRESENTATIVE OF THE SIX GROUPS OF PEOPLE.....	3
EXHIBIT 2: GROUP BY COUNTY.....	7
EXHIBIT 3: GROUP BY POLITICAL VIEWPOINT.....	8
EXHIBIT 4: GROUP BY INCOME.....	8
EXHIBIT 5: GROUP BY YEARS IN HAWAII	9
EXHIBIT 6: GROUP BY AGE	9

INTRODUCTION

What kind of future do the residents of Hawaii want for themselves and their children? The Hawaii 2050 Project, lead by its Task Force, is charged with developing a long-range plan for building a sustainable future for Hawaii and hired SMS Research to find this out.

This telephone survey with 2,000 respondents covered topics including the environment, housing, tourism, culture and governance, and asked rather thought-provoking questions of the respondents to gauge how they really felt about this subject.

Trade-off questions were employed to gauge how they felt on certain issues.

Here's an example question from the survey (with the answers):

If the only way to keep housing affordable was to build more housing on agricultural or conservation land, then we should do it		
➤	Strongly Disagree	32.7%
➤	Somewhat Disagree	20.7%
➤	Neutral	15.8%
➤	Somewhat Agree	16.5%
➤	Strongly Agree	14.2%

As this shows, there is a great deal of variability in the answers. Some people put great value on affordable housing, and others put great value on preserving agriculture and conservation land.

Another example question trades off personal rights and freedoms against solving traffic issues.

Government should take big steps to fix our traffic problems, even if it means restricting my use of roads		
➤	Strongly Disagree	13.3%
➤	Somewhat Disagree	13.1%
➤	Neutral	18.6%
➤	Somewhat Agree	30.1%
➤	Strongly Agree	24.9%

Again, this shows much variability in how people feel about this issue. Some people do not want government restricting their freedoms, and others are willing to accept it if it solves the problem.

METHODOLOGY

A telephone survey was conducted with 2026 respondents (s.e. ~2.2% at a 95% confidence interval). The sample was evenly distributed by county, with 500 respondents in each.

The survey consisted mostly of trade-off questions, with the following five-point scale:

- Strongly Disagree
- Somewhat Disagree
- Neutral
- Somewhat Agree
- Strongly Agree

The trade-off questions were designed so that the respondents used all points on the scale during the survey. If a respondent felt a certain way on an issue, there would be some questions where they would agree, and some where they would disagree. This was done to minimize patterning (the respondent giving the same answer repeatedly) during the survey.

The trade-off questions were about the environment, economy, housing, traffic, personal rights, and other issues. The results of the questions were analyzed using a technique called latent class cluster analysis which segments or groups respondents who respond the same way together into clusters or groups. Cluster analysis provides the most meaningful way of analyzing this data.

RESULTS

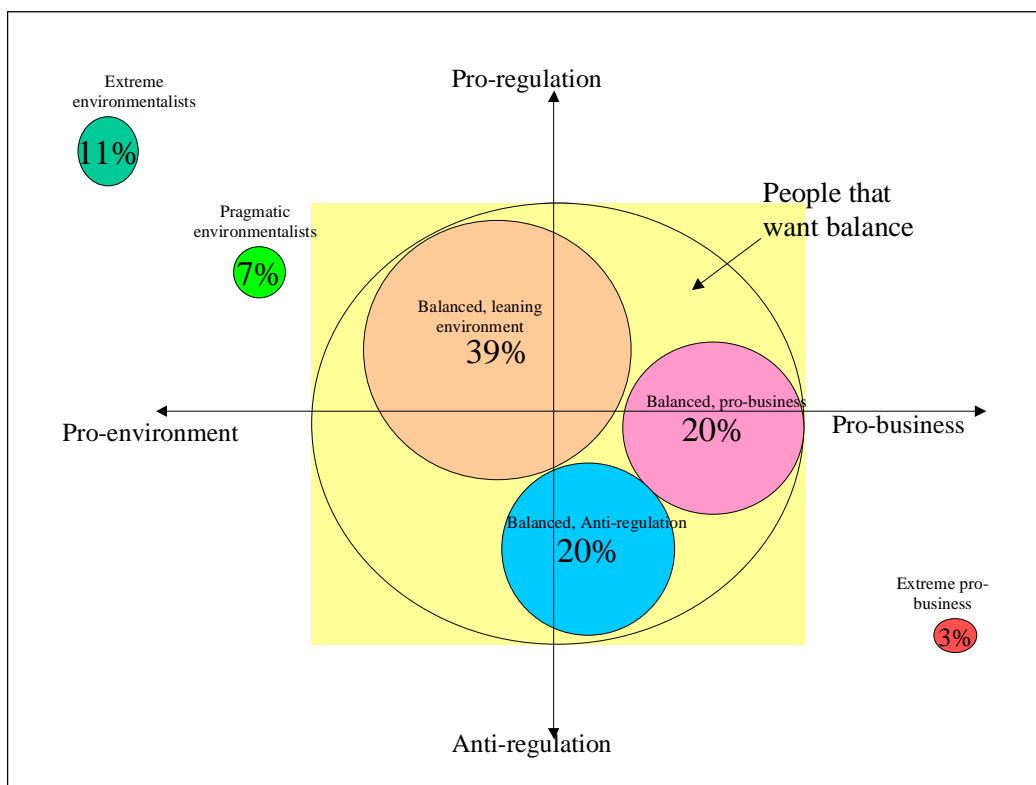
About 20 different questions using different trade-offs were used to determine what kind of future Hawaii's residents want. Obviously, not everyone will have the same ideas as to what the future should look like. There are different types of people who want different futures for Hawaii.

We found six groups of people— three groups had polarizing views on the future, and three had more mainstream, balanced views on the future:

- Extreme Environmentalists (11% of the population)
- Pragmatic Environmentalists (9%)
- Extreme Pro-business (3%)
- Balanced (39%)
- Balanced, anti-regulation (20%)
- Balanced, leaning pro-business (20%)

The following graphic shows where the respective groups fall on the spectrum from pro-environment to pro-business and anti-regulation to pro-regulation.

Exhibit 1: A Graphical Representative of the Six Groups of People



Group 1: Extreme Environmentalists, 11% of the population

Profile

This group exhibited very strong opinions about protecting the environment, no matter what the trade-off. They rarely showed any compromise on environmental issues. They also strongly favored reducing traffic and protecting and preserving culture.

- 56% female
- 27% have kids (lowest of any group)
- 72% own their own home
- 39% are somewhat or very liberal
- 51% are lifetime residents of Hawaii
- 57% have at least a college education
- The youngest average age of any group
- Slightly below average in household income
- 45% Caucasian, 26% Japanese

Group 2: Pragmatic environmentalists: 7% of the population

Profile

This group exhibited strong opinions about protecting the environment, but when pushed on harsher trade-off questions, they backed off a bit, feeling that the cost of protecting the environment was a little too high (this differentiated them from the extreme environmentalists, who would not back off). For instance, on a trade-off question that asked if protecting the environment meant paying more taxes was okay with them, 83% of the extreme environmentalists said strongly agree, whereas 25% of the pragmatic environmentalists said strongly agree. Their pragmatism is likely due to their economic status—they have the highest percentage of renters and the lowest income of any group.

- 65% female
- 44% have kids
- 52% own their own homes (lowest of any group)
- 32% are somewhat or very liberal
- 40% are lifetime residents of Hawaii
- 38% have at least a college education
- Tend to be more middle-aged
- Lowest household income of any group
- 60% Caucasian, 32% Japanese

Group 3: Extreme Pro-business: 3% of the population

Profile

This is the smallest group, with only 3% of the population. They are distinguished by giving very strong pro-business and/or anti-environment answers consistently throughout the survey. They showed no compromise on these issues, and also showed little interest in promoting and preserving culture and are strongly anti-regulation as well.

- 64% male (highest male percentage of any group)
- 29% have kids
- 89% own their own homes (highest of any group)
- 64% are somewhat or very conservative
- 22% are lifetime residents of Hawaii
- 73% have at least a college education
- The oldest average age of any group
- Highest household income of any group
- 36% Caucasian, 31% Japanese

Group 4: Balanced, Anti-regulation: 20% of the population

Profile

This group showed balance on most environmental and business issues. They did not lean one way or another on most issues. The issues on which they stood out from the rest of the groups were related to government regulation and taxes. On questions where personal rights or freedoms or tax increases were traded off against something else, they strongly opposed the restriction or taxes. We found it interesting that there were more Hawaiian/Part Hawaiians in this group than in any other group.

- 52% male
- 57% have kids
- 69% own their own homes
- 46% are somewhat or very conservative
- 59% are lifetime residents of Hawaii
- 38% have at least a college education
- Tend to be middle aged
- Tend to have below average household incomes
- Had the highest percentage of Hawaiians (35% of the group)

Group 5: Balanced, Leaning Pro-business: 20% of the population

Profile

This was also a group that showed balance on most issues. They did not answer in extremes on the issues, and instead leaned slightly towards the pro-business side of the spectrum, but they are far different than the extreme pro-business group. Their views are much more moderate.

- 52% male
- 45% have kids
- 62% own their own homes
- 46% are somewhat or very conservative
- 50% are lifetime residents of Hawaii
- 40% have at least a college education
- Tend to have disproportionately higher numbers of young and older people
- Tend to have average household incomes
- Had the highest percentage of Asians (Japanese, Chinese, etc.)

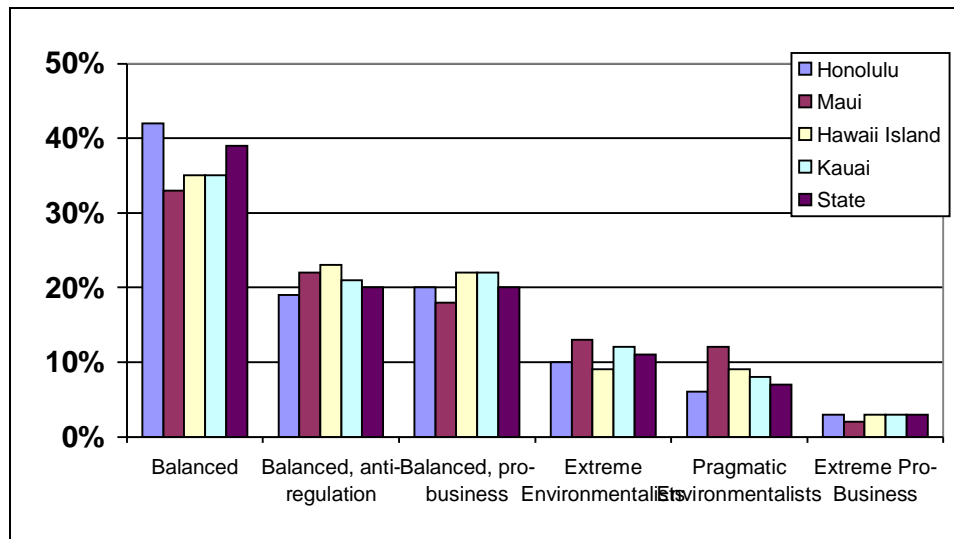
Group 6: Balanced: 39% of the population

Profile

This group wants balance. Their answers consistently showed that they are moderate in their views, although they lean slightly towards the pro-environment side of things. They are also the largest of any group, with 39% of the population.

- Even split on male/female
- 60% have kids
- 81% own their own homes
- 40% are middle of the road politically
- 45% are lifetime residents of Hawaii
- 63% have at least a college education
- Tend to be more middle aged
- Tend to have above average household incomes
- 42% Caucasian, 28% Japanese, 16% Hawaiian/Part Hawaiian

Exhibit 2: Group by County



There were only minor differences in the groups of people by county. Maui has a higher percentage of environmentalists, both the extreme and pragmatic varieties, than the other islands. Kauai also has a higher proportion of its population that fall in the environmentalist categories. Honolulu has the highest percentage of people in the balanced group.

There were some differences in groups by demographic characteristics. For instance, those who consider themselves liberal were more likely to be in the two environmental groups. Conservatives tended to be in the pro-business and anti-regulation groups.

The groups by income are very interesting. The lower incomes are more polarized, both towards the environment and business. As income increases, the people become more balanced, all the way up to the second highest income bracket. Then in the highest income bracket (over \$250,000), they shift dramatically towards the pro-business side of the spectrum.

There were also demographics that produced little difference in group membership. There is no distinct pattern in group type by age. We were expecting differences in group type by the number of years living in Hawaii. Conventional wisdom has been that people who just moved to Hawaii are more likely to be in the extreme categories, but there appears to be only small differences in group type by the number of years in Hawaii.

Exhibit 3: Group by Political Viewpoint

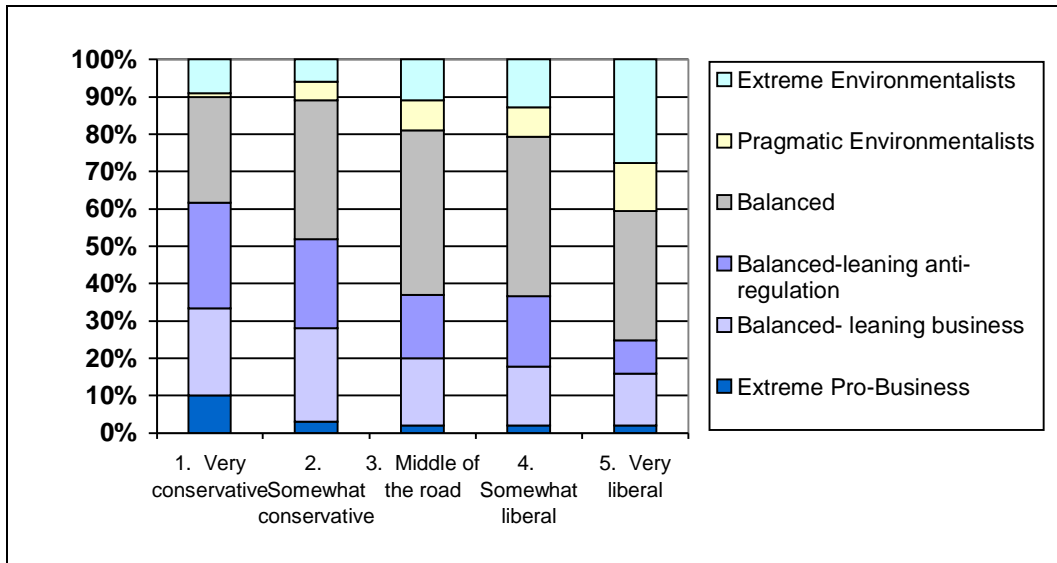


Exhibit 4: Group by Income

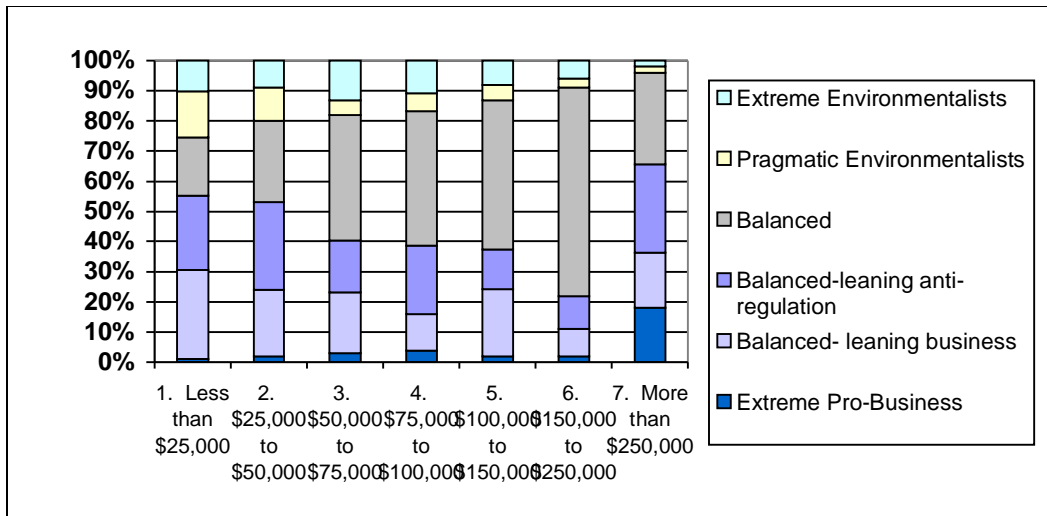


Exhibit 5: Group by Years in Hawaii

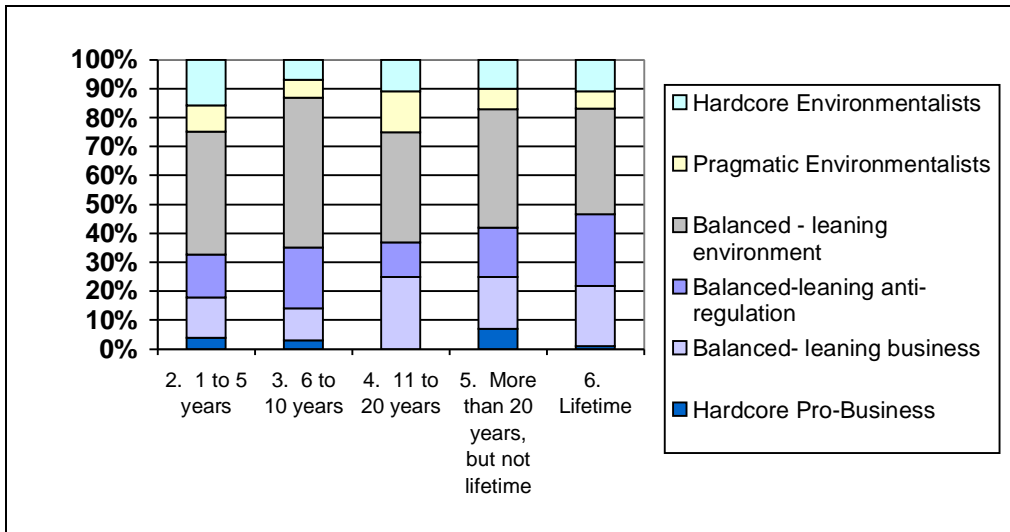
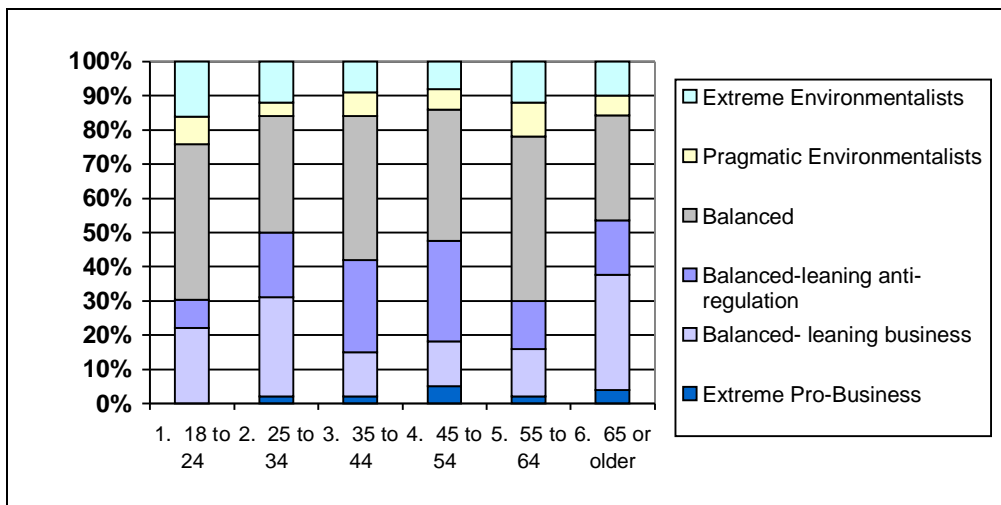


Exhibit 6: Group by Age



Interpretation

The three largest groups make up almost 80% of the population, and they all have moderate views on what the future should look like. They feel that protecting the environment is important, but not if the costs are too high. They are wary of government regulations, but will embrace them only if they are reasonable and effective.

In essence, they want a sustainable future for Hawaii. But within this large number of residents that want a sustainable future, there are three sub-groups with somewhat divergent ideas. One group leans towards promoting business and economic interests, one group is strongly against government regulation, and another leans towards protecting the environment. These three groups are not too far away from each other in their beliefs, but some work would be required to satisfy all of them.

It is the job of the Hawaii 2050 Task Force to create a plan for the future that will satisfy the residents of Hawaii. There are six distinct groups of people, which all have differing ideas as to what the future should look like, and it will be difficult to satisfy them all. The three balanced groups make up the majority of the population, and they should be the main groups that the Task Force should try to satisfy. And even though they are three distinct groups, they are the closest together in what they want in the future, so satisfying one of the groups will leave the other two mostly satisfied.

The groups on the extreme ends want a future that looks very different than the balanced groups. There are smaller numbers of people in the extreme groups, but they are not insignificant in size. Ultimately it is not feasible to craft a future that only a minority of people will support, but at the same time that minority should be acknowledged for their beliefs.. The Task Force may want to focus on messages crafted to these groups that acknowledge them and try to move their beliefs to be more mainstream.

APPENDIX

Appendix A: Frequency Tables

Table 1: We should have mandatory recycling programs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Strongly disagree	40532	4.2	4.2	4.2
	2. Somewhat disagree	54674	5.6	5.6	9.8
	3. Neutral	94398	9.7	9.7	19.5
	4. Somewhat agree	186634	19.2	19.2	38.7
	5. Strongly agree	594916	61.3	61.3	100.0
	Total	971153	100.0	100.0	

Table 2: We need to limit growth to protect the environment, even if it means we have to pay more for housing.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Strongly disagree	127747	13.2	13.2	13.2
	2. Somewhat disagree	133584	13.8	13.8	26.9
	3. Neutral	259603	26.7	26.7	53.6
	4. Somewhat agree	247789	25.5	25.5	79.2
	5. Strongly agree	202429	20.8	20.8	100.0
	Total	971153	100.0	100.0	

Table 3: Hawaii should be energy independent using renewable energy sources, even if it means I have to pay more for it.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Strongly disagree	73658	7.6	7.6	7.6
	2. Somewhat disagree	85540	8.8	8.8	16.4
	3. Neutral	157646	16.2	16.2	32.6
	4. Somewhat agree	302565	31.2	31.2	63.8
	5. Strongly agree	351743	36.2	36.2	100.0
	Total	971153	100.0	100.0	

Table 4: If the only way to keep housing affordable was to build more housing on agricultural or conservation land, then we should do it.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Strongly disagree	317698	32.7	32.7	32.7
	2. Somewhat disagree	201169	20.7	20.7	53.4
	3. Neutral	153925	15.8	15.8	69.3
	4. Somewhat agree	160394	16.5	16.5	85.8
	5. Strongly agree	137966	14.2	14.2	100.0
	Total	971153	100.0	100.0	

Table 5: We should actively preserve sites of cultural importance, even if it hurts economic development.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Strongly disagree	53642	5.5	5.5	5.5
	2. Somewhat disagree	102668	10.6	10.6	16.1
	3. Neutral	153922	15.8	15.8	31.9
	4. Somewhat agree	239891	24.7	24.7	56.6
	5. Strongly agree	421030	43.4	43.4	100.0
	Total	971153	100.0	100.0	

Table 6: We should deliberately limit population growth because of our limited natural resources.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Strongly disagree	154510	15.9	15.9	15.9
	2. Somewhat disagree	139232	14.3	14.3	30.2
	3. Neutral	198757	20.5	20.5	50.7
	4. Somewhat agree	206947	21.3	21.3	72.0
	5. Strongly agree	271706	28.0	28.0	100.0
	Total	971153	100.0	100.0	

Table 7: If protecting the environment means my family and I pay more taxes, I accept that.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Strongly disagree	117552	12.1	12.1	12.1
	2. Somewhat disagree	100849	10.4	10.4	22.5
	3. Neutral	157913	16.3	16.3	38.7
	4. Somewhat agree	318514	32.8	32.8	71.5
	5. Strongly agree	276325	28.5	28.5	100.0
	Total	971153	100.0	100.0	

Table 8: If protecting the environment means families like mine have to move to the mainland, I accept that.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Strongly disagree	498244	51.3	51.3	51.3
	2. Somewhat disagree	162536	16.7	16.7	68.0
	3. Neutral	125259	12.9	12.9	80.9
	4. Somewhat agree	101880	10.5	10.5	91.4
	5. Strongly agree	83233	8.6	8.6	100.0
	Total	971153	100.0	100.0	

Table 9: Government should take big steps to fix our traffic problems, even if it means restricting my use of roads.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Strongly disagree	129205	13.3	13.3	13.3
	2. Somewhat disagree	126991	13.1	13.1	26.4
	3. Neutral	180203	18.6	18.6	44.9
	4. Somewhat agree	292585	30.1	30.1	75.1
	5. Strongly agree	242168	24.9	24.9	100.0
	Total	971153	100.0	100.0	

Table 10: I am willing to give up some of my personal rights and freedoms for the common good.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Strongly disagree	270090	27.8	27.8	27.8
	2. Somewhat disagree	113645	11.7	11.7	39.5
	3. Neutral	219187	22.6	22.6	62.1
	4. Somewhat agree	240791	24.8	24.8	86.9
	5. Strongly agree	127440	13.1	13.1	100.0
	Total	971153	100.0	100.0	

Table 11: I am willing to tolerate problems in the future if my taxes are lower.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Strongly disagree	206481	21.3	21.3	21.3
	2. Somewhat disagree	225182	23.2	23.2	44.4
	3. Neutral	217720	22.4	22.4	66.9
	4. Somewhat agree	166950	17.2	17.2	84.1
	5. Strongly agree	154819	15.9	15.9	100.0
	Total	971153	100.0	100.0	

Table 12: Government should take big steps to fix our traffic problems, even if it means paying tolls or higher gas taxes.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Strongly disagree	156678	16.1	16.1	16.1
	2. Somewhat disagree	117959	12.1	12.1	28.3
	3. Neutral	197405	20.3	20.3	48.6
	4. Somewhat agree	262268	27.0	27.0	75.6
	5. Strongly agree	236843	24.4	24.4	100.0
	Total	971153	100.0	100.0	

Table 13: We need to maintain a strong economy, even if it means the quality of air and water in Hawaii is somewhat lower.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Strongly disagree	458486	47.2	47.2	47.2
	2. Somewhat disagree	230285	23.7	23.7	70.9
	3. Neutral	117397	12.1	12.1	83.0
	4. Somewhat agree	98737	10.2	10.2	93.2
	5. Strongly agree	66248	6.8	6.8	100.0
	Total	971153	100.0	100.0	

Table 14: Large corporations will lead the economic growth into the future. Without them, Hawaii will fall behind the rest of the country.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Strongly disagree	182136	18.8	18.8	18.8
	2. Somewhat disagree	217465	22.4	22.4	41.1
	3. Neutral	199564	20.5	20.5	61.7
	4. Somewhat agree	208248	21.4	21.4	83.1
	5. Strongly agree	163740	16.9	16.9	100.0
	Total	971153	100.0	100.0	

Table 15: We need to improve our education system, no matter how much it costs.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Strongly disagree	38016	3.9	3.9	3.9
	2. Somewhat disagree	50466	5.2	5.2	9.1
	3. Neutral	103240	10.6	10.6	19.7
	4. Somewhat agree	209344	21.6	21.6	41.3
	5. Strongly agree	570086	58.7	58.7	100.0
	Total	971153	100.0	100.0	

Table 16: All Hawaii residents should have access to health care in the future, no matter what it costs.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Strongly disagree	45882	4.7	4.7	4.7
	2. Somewhat disagree	63859	6.6	6.6	11.3
	3. Neutral	109861	11.3	11.3	22.6
	4. Somewhat agree	269041	27.7	27.7	50.3
	5. Strongly agree	482509	49.7	49.7	100.0
	Total	971153	100.0	100.0	

Table 17: I think that government will be effective in solving Hawaii's problems in the future.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Strongly disagree	183176	18.9	18.9	18.9
	2. Somewhat disagree	194686	20.0	20.0	38.9
	3. Neutral	240971	24.8	24.8	63.7
	4. Somewhat agree	265816	27.4	27.4	91.1
	5. Strongly agree	86504	8.9	8.9	100.0
	Total	971153	100.0	100.0	

Table 18: I think that the problems Hawaii will face in the future are solvable.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Strongly disagree	17584	1.8	1.8	1.8
	2. Somewhat disagree	53218	5.5	5.5	7.4
	3. Neutral	124400	12.8	12.9	20.3
	4. Somewhat agree	346070	35.6	36.0	56.3
	5. Strongly agree	420869	43.3	43.7	100.0
	Total	962142	99.1	100.0	
Missing	System	9011	.9		
Total		971153	100.0		

**Table 19: How important is preserving the Native Hawaiian culture to you personally? Is it...
[READ LIST]**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Of critical importance	573927	59.1	59.1	59.1
	Nice to have, but not critical	332681	34.3	34.3	93.4
	Not important	64545	6.6	6.6	100.0
	Total	971153	100.0	100.0	

Table 20: Some people think that the government should take steps to reduce regulations and lower the cost of running a small business. Do you think this issue is...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Of critical importance	465062	47.9	47.9	47.9
	Nice to have, but not critical	435096	44.8	44.8	92.7
	Not important	70995	7.3	7.3	100.0
	Total	971153	100.0	100.0	

Table 21: Some people think that we should have rules and regulations that require the use of renewable and locally produced building materials. Do you think this issue is...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Of critical importance	290448	29.9	29.9	29.9
	Nice to have, but not critical	549494	56.6	56.6	86.5
	Not important	131211	13.5	13.5	100.0
	Total	971153	100.0	100.0	

Table 22: Some people think that the government should adopt policies and rules that would encourage Hawaii to become self-sufficient in the production of food. Do you think this issue is...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Of critical importance	400129	41.2	41.2	41.2
	Nice to have, but not critical	479714	49.4	49.4	90.6
	Not important	91310	9.4	9.4	100.0
	Total	971153	100.0	100.0	

Table 23: In the future, do you think the military presence in Hawaii should be bigger, smaller, or about the same size as it is now?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Faster	128559	13.2	13.2	13.2
	About the same	668007	68.8	68.8	82.0
	Slower	174587	18.0	18.0	100.0
	Total	971153	100.0	100.0	

Table 24: In the future, do you think the visitor industry should grow faster, slower, or about the same as the rest of the economy ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Faster	200315	20.6	20.6	20.6
	About the same	618104	63.6	63.6	84.3
	Slower	152734	15.7	15.7	100.0
	Total	971153	100.0	100.0	

Table 25: In the future, do you think the agricultural industry should grow faster, slower, or about the same as the rest of the economy?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Faster	548199	56.4	56.4	56.4
	About the same	369934	38.1	38.1	94.5
	Slower	53019	5.5	5.5	100.0
	Total	971153	100.0	100.0	

Table 26: In the future, do you think the State and County Government and its spending should grow faster, slower, or about the same as the rest of the economy?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Faster	122058	12.6	12.6	12.6
	About the same	612613	63.1	63.1	75.6
	Slower	236481	24.4	24.4	100.0
	Total	971153	100.0	100.0	

Table 27: Let's say we have unused land. Which of the following do you think is the best use of that land in the future?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Agriculture	343397	35.4	35.4	35.4
	2. Conserve it and preserve open space	312772	32.2	32.2	67.6
	3. Housing	203368	20.9	20.9	88.5
	4. Business and industry	52828	5.4	5.4	93.9
	5. [DON'T KNOW]	45177	4.7	4.7	98.6
	6. [DON'T CARE]	1819	.2	.2	98.8
	9. [REFUSED]	11791	1.2	1.2	100.0
	Total	971153	100.0	100.0	

Table 28: In the future, do you think land use and permitting rules should be:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less strict	128525	13.2	13.2	13.2
	About the same	489407	50.4	50.4	63.6
	More strict	353222	36.4	36.4	100.0
	Total	971153	100.0	100.0	

Table 29: How many motor vehicles does your household have?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	29230	3.0	3.0	3.0
	1	246734	25.4	25.4	28.5
	2	453170	46.7	46.7	75.2
	3	154338	15.9	15.9	91.1
	4	57589	5.9	5.9	97.1
	5	16706	1.7	1.7	98.8
	6	7180	.7	.7	99.5
	7	1328	.1	.1	99.7
	8	455	.0	.0	99.7
	9	2528	.3	.3	100.0
	10	304	.0	.0	100.0
	Total	969561	99.8	100.0	
Missing	System	1592	.2		
Total		971153	100.0		

Table 30: Gender [ASK ONLY IF NECESSARY]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. MALE	478259	49.2	49.2	49.2
	2. FEMALE	492894	50.8	50.8	100.0
	Total	971153	100.0	100.0	

Table 31: What is your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. 18 to 24	112842	11.6	11.6	11.6
	2. 25 to 34	141923	14.6	14.6	26.2
	3. 35 to 44	168472	17.3	17.3	43.6
	4. 45 to 54	201396	20.7	20.7	64.3
	5. 55 to 64	167745	17.3	17.3	81.6
	6. 65 or older	178774	18.4	18.4	100.0
		Total	971153	100.0	100.0

Table 32: How many people are in your Household?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	119858	12.3	12.4	12.4
	2	286906	29.5	29.7	42.1
	3	175817	18.1	18.2	60.3
	4	190859	19.7	19.8	80.1
	5	97857	10.1	10.1	90.2
	6	94728	9.8	9.8	100.0
	Total	966025	99.5	100.0	
Missing	System	5128	.5		
Total		971153	100.0		

Table 33: How many children under the age of 18 live in your household? [IF ZERO, ENTER 0] [IF REFUSED, ENTER 99]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	479514	49.4	56.3	56.3
	1	159761	16.5	18.8	75.1
	2	123309	12.7	14.5	89.6
	3	45305	4.7	5.3	94.9
	4	24270	2.5	2.9	97.8
	5	7125	.7	.8	98.6
	6	1960	.2	.2	98.8
	7	6630	.7	.8	99.6
	8	519	.1	.1	99.7
	31	64	.0	.0	99.7
	33	1245	.1	.1	99.8
	Refused	1592	.2	.2	100.0
	Total	851295	87.7	100.0	
Missing	System	119858	12.3		
Total		971153	100.0		

Table 34: Are any of your children in public school?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Yes	213825	22.0	57.8	57.8
	2. No	156167	16.1	42.2	99.9
	9. Refused	197	.0	.1	100.0
	Total	370189	38.1	100.0	
Missing	System	600964	61.9		
Total		971153	100.0		

Table 35: Do you own or rent your home?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Own	688562	70.9	70.9	70.9
	2. Rent	254857	26.2	26.2	97.1
	3. Occupy without cash payment	15019	1.5	1.5	98.7
	4. Not sure	6599	.7	.7	99.4
	9. Refused	6116	.6	.6	100.0
	Total	971153	100.0	100.0	

Table 36: Do you consider yourself to be...? [READ LIST]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Very conservative	91186	9.4	9.4	9.4
	2. Somewhat conservative	281336	29.0	29.0	38.4
	3. Middle of the road	334884	34.5	34.5	72.9
	4. Somewhat liberal	179353	18.5	18.5	91.4
	5. Very liberal	63324	6.5	6.5	97.9
	6. [DON'T KNOW]	12603	1.3	1.3	99.2
	9. [REFUSED]	7447	.8	.8	100.0
	Total	970133	99.9	100.0	
Missing	System	1019	.1		
Total		971153	100.0		

Table 37: How long have you lived in Hawaii? [READ LIST]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Less than 1 year	16943	1.7	1.7	1.7
	2. 1 to 5 years	74194	7.6	7.6	9.4
	3. 6 to 10 years	52660	5.4	5.4	14.8
	4. 11 to 20 years	118567	12.2	12.2	27.0
	5. More than 20 years, but not lifetime	227017	23.4	23.4	50.4
	6. Lifetime	477939	49.2	49.2	99.6
	9. Refused	3833	.4	.4	100.0
	Total	971153	100.0	100.0	

Table 38: Are you currently employed, either full time or part time?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Yes	695355	71.6	71.6	71.6
	2. No	111489	11.5	11.5	83.1
	3. [Retired]	159870	16.5	16.5	99.5
	7. Don't know	1193	.1	.1	99.7
	9. Refused	3245	.3	.3	100.0
	Total	971153	100.0	100.0	

Table 39: Including yourself, how many adults in your Household are employed either full or part time?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	82899	8.5	9.7	9.7
	1	184157	19.0	21.6	31.4
	2	391787	40.3	46.0	77.4
	3	111807	11.5	13.1	90.5
	4	51834	5.3	6.1	96.6
	5	18822	1.9	2.2	98.8
	6	4558	.5	.5	99.4
	7	1451	.1	.2	99.5
	8	1096	.1	.1	99.7
	Refused	2884	.3	.3	100.0
	Total	851295	87.7	100.0	
Missing	System	119858	12.3		
Total		971153	100.0		

Table 40: Does anyone in your household work in the tourism industry?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Yes	129666	13.4	16.9	16.9
	2. No	635550	65.4	82.7	99.6
	3. [DON'T KNOW]	262	.0	.0	99.6
	9. [REFUSED]	2918	.3	.4	100.0
	Total	768396	79.1	100.0	
Missing	System	202757	20.9		
Total		971153	100.0		

Table 41: Does anyone in your household work in for state or county government?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Yes	229713	23.7	29.9	29.9
	2. No	534916	55.1	69.6	99.5
	3. [DON'T KNOW]	850	.1	.1	99.6
	9. [REFUSED]	2918	.3	.4	100.0
	Total	768396	79.1	100.0	
Missing	System	202757	20.9		
Total		971153	100.0		

Table 42: Does anyone in your household work in education?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Yes	182491	18.8	23.7	23.7
	2. No	583942	60.1	76.0	99.7
	3. [DON'T KNOW]	290	.0	.0	99.8
	9. [REFUSED]	1673	.2	.2	100.0
	Total	768396	79.1	100.0	
Missing	System	202757	20.9		
Total		971153	100.0		

Table 43: What is the highest level of education you have completed? [READ LIST]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Never attended school	230	.0	.0	.0
	2. Grades 1 - 8 (elementary)	4837	.5	.5	.5
	3. Grades 9 - 11 (some high school)	18062	1.9	1.9	2.4
	4. Grades 12 or GED (high school graduate)	189872	19.6	19.6	21.9
	5. Some college	278506	28.7	28.7	50.6
	6. College graduate (bachelors degree)	290523	29.9	29.9	80.5
	7. Graduate degree	183014	18.8	18.8	99.4
	8. Don't know	191	.0	.0	99.4
	9. Refused	5917	.6	.6	100.0
Total		971153	100.0	100.0	

Table 44: What was the total income in 2006 for all members of your household? [READ LIST]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Less than \$25,000	56081	5.8	5.8	5.8
	2. \$25,000 to \$50,000	161221	16.6	16.6	22.4
	3. \$50,000 to \$75,000	190955	19.7	19.7	42.0
	4. \$75,000 to \$100,000	142458	14.7	14.7	56.7
	5. \$100,000 to \$150,000	144054	14.8	14.8	71.5
	6. \$150,000 to \$250,000	69209	7.1	7.1	78.7
	7. More than \$250,000	21588	2.2	2.2	80.9
	8. Don't know	75464	7.8	7.8	88.7
	9. Refused	110124	11.3	11.3	100.0
	Total	971153	100.0	100.0	

Table 45: Have you or any member of your household attended any of the Hawaii 2050 meetings held this year?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Yes	21693	2.2	2.2	2.2
	2. No	929806	95.7	95.7	98.0
	3. Don't know	14624	1.5	1.5	99.5
	9. Refused	5030	.5	.5	100.0
	Total	971153	100.0	100.0	

Table 46: Like the definition of sustainability?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Yes	875641	90.2	90.2	90.2
	2. No	45584	4.7	4.7	94.9
	3. [Don't know]	33753	3.5	3.5	98.3
	4. [Don't care]	2636	.3	.3	98.6
	9. [Refused]	13539	1.4	1.4	100.0
	Total	971153	100.0	100.0	