



**SECTION: INTRODUCTION AND SCREENING QUESTIONS**

**S10** What is the name of the city or town in which you live?

**[DO NOT READ BUT WAIT FOR CITY/TOWN NAME TO BE VOLUNTEERED]**

- |                       |                        |
|-----------------------|------------------------|
| 1. Ahuimanu           | 21. Makakilo           |
| 2. Aiea               | 22. Maunawili          |
| 3. Ewa                | 23. Mililani           |
| 4. Halawa             | 24. Mokuleia           |
| 5. Haleiwa            | 25. Nanakuli           |
| <b>6. Hauula</b>      | 26. Pearl City         |
| 7. Heeia              | <b>27. Punaluu</b>     |
| 8. Hickam Housing     | 28. Pupukea            |
| 9. Honolulu           | 29. Schofield Barracks |
| 10. Iroquois Point    | 30. Village Park       |
| <b>11. Kaaawa</b>     | 31. Wahiawa            |
| 12. Kahaluu           | 32. Waialua            |
| <b>13. Kahana</b>     | 33. Waianae            |
| <b>14. Kahuku</b>     | 34. Waikane            |
| 15. Kailua            | 35. Waimalu            |
| 16. Kaneohe           | 36. Waimanalo          |
| <b>17. Kawela Bay</b> | 37. Waipahu            |
| <b>18. Laie</b>       | 38. Waipio             |
| 19. Maili             | 39. Wheeler AFB        |
| 20. Makaha            | 40. Whitmore Village   |

<b>SECTION 100 QUALITY OF LIFE</b>
------------------------------------

Q100. Thinking about the overall quality of your life in and around the community where you live, please imagine a ladder with ten steps representing the "ladder of life." Let's suppose the top of the ladder, the tenth step, represents the best possible life for you; and the bottom, the first step, the worst possible life for you. On a scale of 1 to 10, on which step of the ladder do you personally stand at the present time?

	<b>O'ahu</b>	<b>Ko'olau Loa</b>
<i>Sample Size:</i>	<b>832</b>	<b>157</b>
Mean	7.1	7.6
Top 2 Box (9-10)	18%	32%
Bottom 2 Box (1-2)	2%	3%

Q140. On another subject, do you feel things in your own community today are going in the right direction or do you feel things have pretty seriously gotten off on the wrong track?

	<b>O'ahu</b>	<b>Ko'olau Loa</b>
<i>Sample Size:</i>	<b>832</b>	<b>157</b>
Right Direction	56%	63%
Wrong Track	24%	26%

<b>SECTION 400 ISSUES AND PRIORITIES</b>
--

**[IF LIVE IN KOOLAU LOA (S10= 6,11,13, 14,17,18,27), READ S399]**

[100] S399. Throughout this survey you will be asked questions about the region where you live. For you, that region is referred to as the Ko'olau Loa region which extends from Kawela Bay in the north to Kaaawa to the south and includes all the area in and around those towns plus Kahuku, Laie, and Hauula.

Q400 Thinking specifically about the region where you live, what would you say is the single most important problem facing your region? [RECORD OPEN-END RESPONSE]

	<b>O'ahu</b>	<b>Ko'olau Loa</b>
<i>Sample Size:</i>	<b>832</b>	<b>157</b>
Crime/drugs	16%	10%
Too much traffic	15%	12%
Poor quality of education	7%	5%
Homelessness	7%	2%
Jobs/Unemployment/wages	7%	10%
Infrastructure (roads etc)	6%	6%
Economic conditions	4%	1%
Rising cost of living	4%	1%
Too much development	3%	13%
Overcrowding/population	2%	1%
Lack of affordable housing	3%	18%

**[IF LIVE IN KO'OLAU LOA (S10= 6,11,13, 14,17,18,27), READ Q430]**

Q430. Some people have reported family members that have had to move out of the region due to the lack of jobs here or because they couldn't find an affordable place to live. Over that last 10 years, how many people in your family, if any, have moved somewhere else because they could not find a job or an affordable place to live in the Ko'olau Loa region?

	O'ahu	Ko'olau Loa
<i>Sample Size:</i>		<b>157</b>
Mean		1.3
None		60%
1-3		27%
4-5		9%
6+		5%

**[ONLY IF DO NOT LIVE IN KO'OLAU LOA, GIVE FOLLOWING INSTRUCTION]**

Throughout the rest of this survey you will be asked questions about the Ko'olau Loa region, which extends from Kawela Bay in the north to Kaaawa to the south and includes all the area in and around those towns plus Kahuku, Laie, and Hauula. You may be familiar with that part of the island or you may not. For the following questions, just do your best based on what you have heard and read and your own feelings

Q420. Following is a list of issues facing the people in the Ko'olau Loa region. For each, please tell me how important you think it is that something be done to fix the problem mentioned:

1. Extremely Important
2. Very Important
3. Somewhat Important
4. Not Very Important
5. Not Important At All
6. Don't know/Refused (DO NOT READ)

<b>Top 2 Box Only (% Extremely + Very Important)</b>	<b>O'ahu</b>	<b>Ko'olau Loa</b>
<i>Sample Size:</i>	<b>832</b>	<b>157</b>
Each year more homes in this area are being sold to outsiders.	49%	71%
There are nearly 40% fewer jobs per household in the Ko'olau Loa district than the rest of the island of O'ahu.	64%	80%
Math and Reading proficiency scores in the Ko'olau Loa school district are significantly lower than the rest of O'ahu	82%	90%
The average cost to buy a home in the Ko'olau Loa district is \$610,000 compared to \$541,000 in the rest of O'ahu. At current prices, more than 90% of the households in Ko'olau Loa can not afford to purchase a home.	60%	77%
The level of crowding in households in the Ko'olau Loa region is nearly twice what it is on the rest of the island of O'ahu.	50%	71%

Q470. I am going to read the opinions of two hypothetical area residents. Please indicate which opinion comes closest to your own. Is your opinion more like Mrs. Kalama or more like Mrs. Keawe?

[RANDOMIZE ORDER]

Kalama believes a moderate amount of growth in the Ko'olau Loa district is necessary for the communities in the region to be vibrant and sustainable. If a community stops growing it begins to stagnate and die.

Keawe believes it is best if there is no growth in the Ko'olau Loa district because that is the only way to preserve the rural feeling of the area. If the communities grow at all, they will lose their small town feel.

Please indicate which opinion comes closest to your own.

Is your opinion more like Kalama or more like Keawe?

	O'ahu	Ko'olau Loa
<i>Sample Size:</i>	<b>832</b>	<b>157</b>
<b>Total Kalama (Moderate Growth)</b>	<b>65%</b>	<b>67%</b>
Exactly like Kalama	19%	33%
Somewhat like Kalama	46%	34%
<b>Total Keawe (No Growth)</b>	<b>25%</b>	<b>26%</b>
Somewhat like Keawe	19%	14%
Exactly like Keawe	6%	12%

Q480. There is a saying in the Ko'olau Loa region, "Keep the country, country". This saying means different things to different people. Which of the following best describes what this saying means to you?  
[RANDOMIZE ORDER]

	O'ahu	Ko'olau Loa
<i>Sample Size:</i>	<b>832</b>	<b>157</b>
Means no growth or development of any kind.	26%	24%
Mean "no" to any growth that attracts wealthy new home buyers into the area or more tourists but "yes" to growth that improves the quality of life for the families that live here.	68%	70%

#### **SECTION 500 Awareness of Ko'olau Loa Sustainable Communities Initiative**

**[ONLY IF LIVE IN KOOLAU LOA (S10= 6,11,13, 14,17,18,27), ASK Q500]**

Q500. Over the past 2 years, there have been on-going discussions and community meetings about the Ko'olau Loa Sustainable Communities Plan and the future of the region. These discussions have focused on long-range visions and policies to guide land use and infrastructure for the region over the next 25 years.

Prior to taking this survey, have you heard, read or seen anything about this process?

	O'ahu	Ko'olau Loa
<i>Sample Size:</i>		<b>157</b>
Yes, Aware		74%
No, Not Aware		26%
Not Sure		-

**[ONLY IF LIVE IN KO'OLAUI LOA (S10= 6,11,13, 14,17,18,27), ASK Q520]**

Q520. Have you or a member of your family ever participated in the planning or envisioning process for the region by attending any meetings or speaking out on the issues you care about?

	O'ahu	Ko'olau Loa
<i>Sample Size:</i>		<b>157</b>
Yes, participated		49%
No, no participated		50%
Don't know/refused		1%

**[ONLY IF LIVE IN KO'OLAUI LOA (S10= 6,11,13, 14,17,18,27), ASK Q550]**

Q550 The Ko'olau Loa Sustainable Communities Plan (KSCP) was developed by the City and County of Honolulu's Department of Planning and Permitting in order outline how growth should take place in the region over the next 25 years. Some of the policies propose how community needs should be balanced with the protection and enhancement of Ko'olau Loa's spectacular natural, scenic, and cultural qualities.

How much do you support or oppose the following land use strategies planned for the Ko'olau Loa District?

[ROTATE ORDER OF PRESENTATION]

- 1 Strongly support
- 2 Somewhat support
- 3 Somewhat oppose
- 4 Strongly oppose
- 5 Don't know/Refused (DO NOT READ)

<b>Top 2 Box Only (% Strongly + Somewhat Support)</b>	O'ahu	Ko'olau Loa
<i>Sample Size:</i>		<b>157</b>
Encourage a range of housing types—such as apartments, townhomes, duplex, single family homes—to provide options for a wide variety of needs		66%
Preserve diversified agriculture and aquaculture		96%
Currently 95.6% of all the land in the Ko'olau Loa district is set aside for preservation and agriculture. The new plan continues to preserve 94.1% of all the land, but dedicates 1.5% of the land for such uses as new affordable housing, some business and growth of BYU-Hawaii.		62%

<b>Top 2 Box Only (% Strongly + Somewhat Support)</b>	<b>O'ahu</b>	<b>Ko'olau Loa</b>
The current enrollment of BYU-Hawaii is two thousand four hundred students. Over the next several years BYU-Hawaii should be allowed to increase its enrollment at a rate of about 5-6% a year--the same as Hawaii Pacific University and Chaminade University—so that it can remain financially sustainable, grow regional jobs, and help the local economy		71%
Quality affordable housing that fits the rural character should be made available in the communities of Kahuku, Laie, and Hauula		77%
Kamehameha Highway should be improved with safety measures such as wider shoulders, turning lanes, improved lighting and intersections.		77%
New housing is needed for area residents and workers first, not for offshore residents or people from other parts of the island or from outside Hawaii.		74%
Additional affordable multifamily housing is needed--some designated for senior citizens.		88%

**[ONLY IF LIVE IN KO'OLAU LOA (S10= 6,11,13, 14,17,18,27), ASK Q560]**

Q560 The Ko'olau Loa Sustainable Communities plan recognizes Malaekahana as a location in the Ko'olau Loa district where there is sufficient land for the necessary infrastructure to build new affordable community housing to meet pent up demand for the people that live and work in the region. The plan proposes about 875 housing units to be built in Malaekahana in phases over the next 25 years. Which of the following best describes your feeling about building affordable community housing in Malaekahana.

	<b>O'ahu</b>	<b>Ko'olau Loa</b>
<i>Sample Size:</i>		<b>157</b>
<b>Total Support</b>		63%
Strongly Support		38%
Somewhat Support		25%
<b>Do not support</b>		33%

**[ONLY IF LIVE IN KO'OLAU LOA (S10= 6,11,13, 14,17,18,27), ASK Q570]**

Q570. Based on everything you have heard and read, do you support or oppose the proposed draft of the Ko'olau Loa Sustainable Communities Plan?

	O'ahu	Ko'olau Loa
<i>Sample Size:</i>		<b>157</b>
<b>Total Support</b>		<b>64%</b>
Strongly Support		37%
Somewhat Support		28%
<b>Total Oppose</b>		<b>30%</b>
Somewhat Oppose		13%
Strongly Oppose		17%

**[ALL RESPONDENTS]**

Q810. Currently there are plans to build a replacement hotel in Laie on land already zoned for resort use. The 220 room hotel is designed with a Hawaiian architectural style and intended to provide family-priced rooms for out of town visitors of the students and families living in the area as well as for guests of the Polynesian Cultural Center. Which of the following best describes your feelings about such a hotel?

	O'ahu	Ko'olau Loa
<i>Sample Size:</i>	<b>832</b>	<b>157</b>
<b>Total Support</b>	<b>69%</b>	<b>72%</b>
Strongly Support	23%	46%
Somewhat Support	47%	26%
<b>Total Oppose</b>	<b>25%</b>	<b>27%</b>
Somewhat Oppose	16%	11%
Strongly Oppose	9%	17%

<b>SECTION 1500: ADDITIONAL DEMOGRAPHICS</b>
--

Q1527 How many years have you lived in your current community?

	O'ahu	Ko'olau Loa
<i>Sample Size:</i>	<b>832</b>	<b>157</b>
Mean	21.8	28.4
4 Years or Less	16%	11%
5-9 Years	14%	9%
10-14 Years	12%	14%
15-19 Years	9%	6%
20+ Years	47%	59%

Q1560 What is the last grade of formal education you completed?

	O'ahu	Ko'olau Loa
<i>Sample Size:</i>	<b>832</b>	<b>157</b>
Less than High School	7%	7%
High School/GED/Vocational/Technical	26%	26%
Associates Degree	11%	11%
Some College	25%	25%
College Graduate	21%	21%
Grad School/Grad Degree	8%	8%

Q1580 Including yourself, how many adults over the age of 18 live in your household? [Allow 0-100]

	O'ahu	Ko'olau Loa
<i>Sample Size:</i>	<b>832</b>	<b>157</b>
Mean	2.8	2.8
1-2	61%	55%
3-4	29%	33%
5+	10%	12%

Q1582. Besides you and your family, if you have one, how many other families or generations live in your home? [Allow 0-100]

	O'ahu	Ko'olau Loa
<i>Sample Size:</i>	<b>832</b>	<b>157</b>
Mean	.5	.6
None	71%	67%
1	14%	18%
2	10%	6%
3+	5%	8%

Q1585 How many children under the age of 18 live in your household?  
[Allow 0-100]

	O'ahu	Ko'olau Loa
<i>Sample Size:</i>	<b>832</b>	<b>157</b>
Mean	.7	1.48
None	64%	54%
2-3	18%	19%
4-5	2%	9%
6+	1%	5%

Q1590 What was your total household income before taxes last year (2009)?

	O'ahu	Ko'olau Loa
<i>Sample Size:</i>	<b>832</b>	<b>157</b>
Less than \$20,000	7%	13%
\$20,000 - \$39,999	13%	21%
\$40,000 - \$59,999	15%	14%
\$60,000 - \$79,999	16%	18%
\$80,000 - \$99,999	13%	11%
\$100,000 - \$149,000	13%	8%
\$150,000 - \$199,000	5%	2%
\$200,000+	4%	4%
Refused	14%	9%

## Q1592 What is your religious preference?

	O'ahu	Ko'olau Loa
<b>Sample Size:</b>	<b>832</b>	<b>157</b>
Episcopalian	1%	1%
Presbyterian	3%	1%
Methodist	1%	3%
Lutheran	2%	-
Baptist	3%	2%
Pentecostal	2%	1%
Catholic	18%	12%
LDS/Mormon	4%	43%
United Church of Christ	8%	5%
Other Christian Churches	15%	12%
Other Non-Christian	8%	4%
Agnostic/Aetheist	4%	-
None	20%	11%
Decline to Answer	13%	4%

## Q1595 Gender

	O'ahu	Ko'olau Loa
<b>Sample Size:</b>	<b>832</b>	<b>157</b>
Male	50%	50%
Female	50%	50%

## Q1600 And what is your ethnic identification? With which of the following do you identify this most?

	O'ahu	Ko'olau Loa
<b>Sample Size:</b>	<b>832</b>	<b>157</b>
Caucasian/White	22%	29%
Polynesian	2%	11%
Native Hawaiian	15%	33%
Chinese	8%	1%
Japanese	29%	3%
Filipino	9%	6%
Black/African-American	1%	3%
Hispanic/Latino	1%	1%
Mixed Race	7%	4%
Other	1%	6%

Decline to Answer	4%	3%
-------------------	----	----

2/7/11 7:25 AM

