



Beyond Information. Intelligence.

Consulting

Database Marketing

*Economic & Social Impact
Studies*

Research

Training

**MAUI REALTOR VACATION RENTAL
PUBLIC OPINION SURVEY RESULTS**

SMS

1042 Fort Street Mall
Suite 200
Honolulu, HI 96813
Ph: (808) 537-3356
Toll Free (877) 535-5767
Fax: (808) 537-2686
E-mail: info@smshawaii.com
Website: www.smshawaii.com

SMS Affiliations and Associations:

Warren Dastrup – Kauai Affiliate
Experian
International Survey Research
Reischmann Consulting, Inc.
Solutions Pacific, LLC
Ka'ala Souza Training
3i Marketing & Communications

**Prepared by:
SMS Research & Marketing Services, Inc.
January, 2008**

CONTENTS

Executive Summary	1
Introduction	2
Objectives	2
Methodology	2
Vacation Rentals in Maui County.....	2
Problems with vacation rentals	4
Where should vacation rentals be allowed?	5
Opinions on proposed regulations.....	6
Appendix.....	10
Appendix A: Tabulations	11

EXHIBITS

Exhibit 1. Support for or against the ordinance by experience with vacation rentals	1
Exhibit 2. Percent of people who say they have vacation rentals in their neighborhood.....	3
Exhibit 3. Number of vacation rentals in their neighborhood	3
Exhibit 4. Problems with vacation rentals	4
Exhibit 5. Types of problems experienced because of vacation rentals	4
Exhibit 6. Percent that agree vacation rentals should be allowed in each property type	5
Exhibit 7. Acceptance of each type of unit in residential neighborhoods	6
Exhibit 8. Are vacation rentals good for Maui County?	6
Exhibit 9. For or against the proposed vacation rental ordinance	7
Exhibit 10. Support for or against the ordinance by experience with vacation rentals.....	7
Exhibit 11. How best can we solve the problems with vacation rentals?	8
Exhibit 12. Does this ordinance go too far in restricting your property rights?	8
Exhibit 13. If vacation rentals were allowed, but rules strictly enforced, would that solve the problems?.....	9
Exhibit 14. Will requiring the owner to live on the property solve the problems with vacation rentals?	9

EXECUTIVE SUMMARY

This report summarizes the results of a public opinion survey about vacation rentals. The survey, done with 403 Maui County residents, measured how many residents have vacation rentals in their neighborhood, whether or not they have had problems with vacation rentals, and how they feel about proposed ordinances that will place restrictions on the ability of vacation rentals to operate.

The key findings are:

- By a 2 to 1 ratio, Maui County residents opposed the adoption of ordinances that would greatly restrict or outlaw vacation rentals.
- Residents felt that any issues with vacation rentals should be solved by proper enforcement of regulations, not banning or restricting them.
- Maui County residents believed that vacation rentals are generally good for the community (57 percent).
- 23% of Maui County residents said they knew of at least one vacation rental in their neighborhood.

There is almost a 2 – 1 ratio of residents opposing the adoption of ordinances that would greatly restrict or outlaw vacation rentals to those favoring them. Even among those residents with vacation rentals in their neighborhood there is opposition to the proposed ordinances. But a majority of residents said they could support the adoption of fair but strictly enforced rules to solve problems associated with vacation rentals.

Exhibit 1. Support for or against the ordinance by experience with vacation rentals

		All residents	Have vacation rentals in their neighborhood
Are you for or against the ordinances?	For the ordinances	26.5%	34.3%
	Against the ordinances	49.8%	46.9%
	Do not know	22.7%	17.2%
	Total	100.0%	100.0%

Our interpretation of the results is that people understand that there are problems with vacation rentals, but do not support banning or restricting them. Instead, they feel that the county should approach solving the problems using other means than the proposed ordinances, which would highly restrict or outlaw them. The higher level of vacation rental problems in some neighborhoods underlines the need to create fair rules that can be enforced by the County.

INTRODUCTION

Vacation rentals have become a hot topic recently in Maui County, with some residents complaining about the problems they cause in their neighborhoods. Some people are clamoring for vacation rentals to be banned from their communities or at least severely restricted. There are proposed ordinances in Maui County that would severely limit the ability of landowners to use their properties as vacation rentals.

There are many vocal advocates for these regulations, and there are many who are against them as well. The question arises about how many residents of Maui County are on each side of this issue. Is it a small group of very vocal people that are pushing for restricting vacation rentals, or is it the majority of Maui County's residents? This research was designed to quantify how the public in Maui County feels about vacation rentals and how to deal with problems caused by them.

OBJECTIVES

The purpose of this report is to summarize research done to gauge the public's opinion on the issues surrounding vacation rentals in Maui County and the proposed ordinances that would restrict their ability to operate.

METHODOLOGY

This survey was conducted over the phone using randomly generated phone numbers with prefixes used in Maui County. It resulted in 403 completed surveys, with a sample error rate of 4.9 percentage points at the 95 percent confidence level. This survey was sponsored by the Realtors Association of Maui. SMS Research wrote the questionnaire, conducted the telephone survey, and wrote this report. The results were weighted by age and gender up to the Maui County adult population in 2007, which we estimated to be around 110,589.

VACATION RENTALS IN MAUI COUNTY

The public opinion survey probed four general areas related to vacation rentals. Those areas will be discussed in this report, and are:

- Number of residents who have vacation rentals in their neighborhoods
- Problems people experienced with vacation rentals
- What kinds of units should be allowed in residential communities and where should vacation rentals be allowed
- Opinions about proposed regulations

Overall, about 23 percent of Maui County residents are aware of at least one home in their neighborhood being used as a vacation rental.

Exhibit 2. Percent of people who say they have vacation rentals in their neighborhood

		Area						
		Haiku-Paia-Hana	Kahului-Wailuku	Kihei	Kula-Makawao	West Maui	Molokai and Lanai	Total
Any homes in your neighborhood used as vacation rental?	Yes	35.8%	10.2%	29.6%	11.3%	49.6%	24.3%	23.0%
	No	61.7%	80.3%	62.1%	78.6%	40.9%	67.6%	68.7%
	Do not know	2.5%	9.6%	8.3%	10.3%	9.5%	8.1%	8.3%
	Cases	58	93	88	101	37	26	403

For those that have them in their neighborhoods, there are usually quite a few vacation homes around. Of those that say they have vacation rentals in their neighborhoods, over 37 percent say there are at least six vacation rentals in their neighborhoods.

Exhibit 3. Number of vacation rentals in their neighborhood

	About how many vacation rentals do you think there are?
	Percent
1 or 2	20.7%
3 to 5	19.8%
6 to 10	37.5%
Do not know	21.9%

Note: Base includes only those with vacation rentals in neighborhood

PROBLEMS WITH VACATION RENTALS

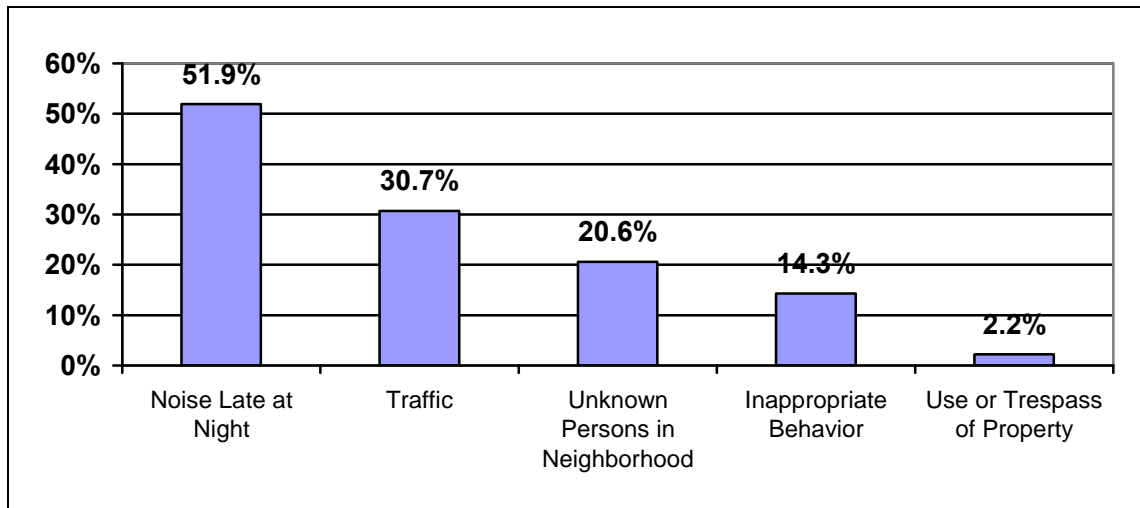
Less than 10 percent of Maui County residents have experienced a problem because of vacation rentals and about half of them considered the problem to be a major one. Of those who have vacation rentals in their neighborhood, that number is 31 percent. Of those that had a problem, slightly more than half considered it a major problem, and the rest considered it a minor one.

Exhibit 4. Problems with vacation rentals

TABLE		Any homes in your neighborhood used as vacation rental?		
		Yes	No	Total
Personally experienced problems because of vacation rentals?	Yes, a Major Problem	17.9%	1.2%	5.4%
	Yes, a Minor Problem	13.1%	1.9%	4.3%
	No	69.0%	96.9%	90.3%

Noise was the most common problem mentioned, and traffic was the next most common problem. Neither problem seemed any more severe than the others, as both rated about the same as major and minor problems.

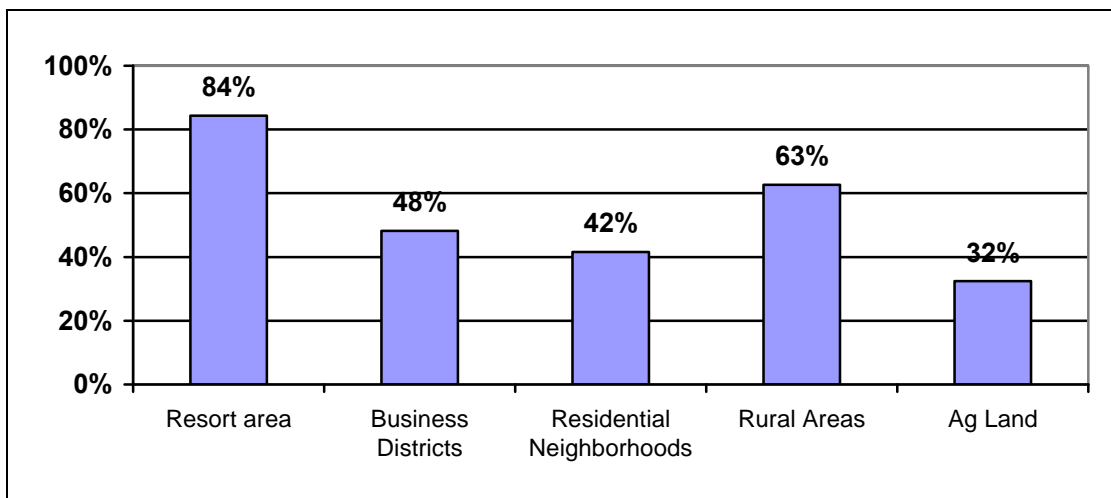
Exhibit 5. Types of problems experienced because of vacation rentals



WHERE SHOULD VACATION RENTALS BE ALLOWED?

Restrictions on where vacation rentals can be located are part of the proposed ordinances governing vacation rentals. The ordinances will restrict vacation rentals to resort areas and business districts. We probed this idea in this survey, to find out how people feel about where vacation rentals should be allowed. A majority of people felt that vacation rentals should be allowed in resort and rural areas. Just less than half thought they should be allowed in business districts and residential neighborhoods, and less than a third thought it was appropriate for them to be on agricultural land.

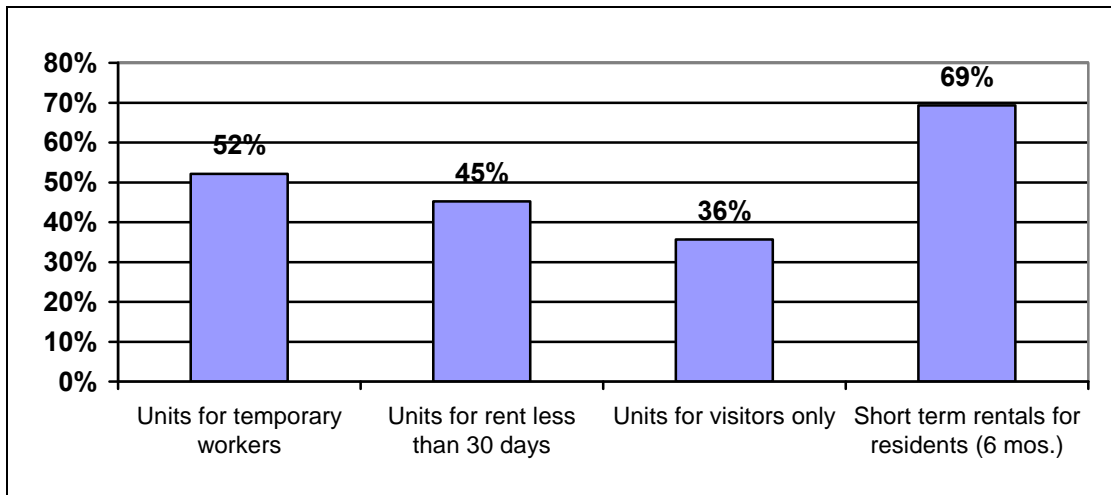
Exhibit 6. Percent that agree vacation rentals should be allowed in each property type



We also approached this concept from an alternative angle, asking which types of units would be acceptable in residential neighborhoods. The results were fairly consistent with the first approach.

There were also a large number of people who were against short-term rentals to residents (less than six months), which leads us to believe that there is a significant percentage of the population that is against any perceived outsiders or transients in their neighborhood, whether they are visitors or residents.

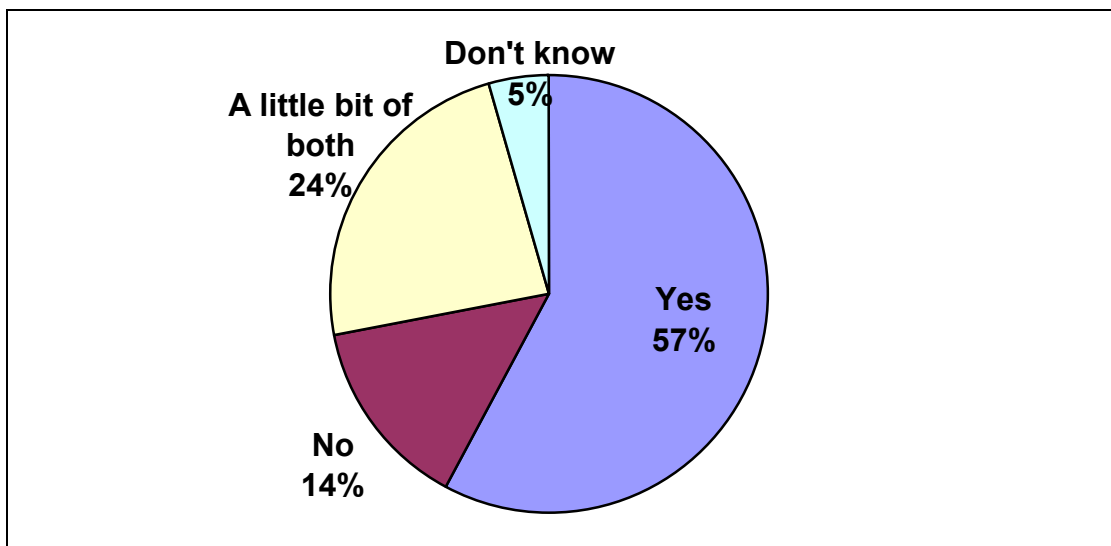
Exhibit 7. Acceptance of each type of unit in residential neighborhoods



OPINIONS ON PROPOSED REGULATIONS

People in general thought vacation rentals are good for Maui County. Over 57 percent agreed with that statement while only 14 percent disagreed with it.

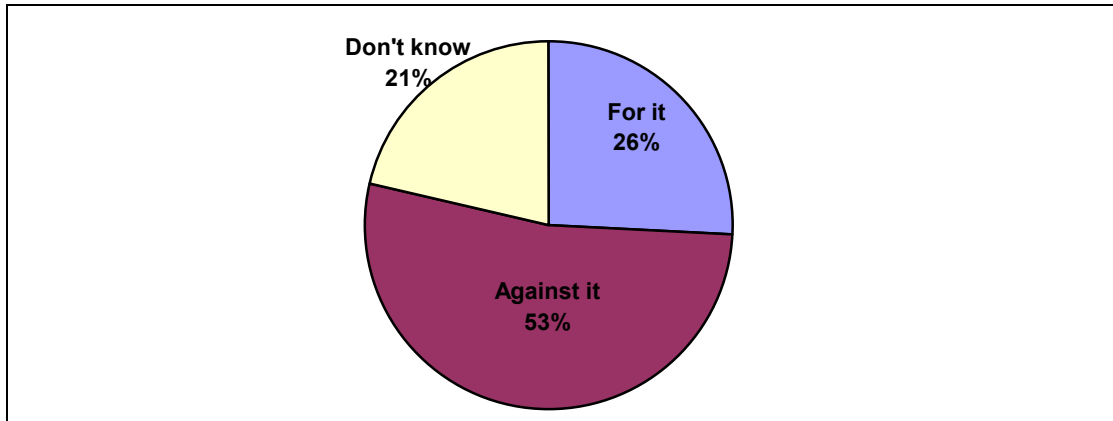
Exhibit 8. Are vacation rentals good for Maui County?



Over 60 percent of Maui County residents have heard about the proposed ordinances to shut down vacation rentals. And of those that have heard about them, a majority (53 percent) were against it, with only 26% being for it.

This is contrary to perceived public opinion. It appears that it's a very vocal minority who are for this proposed ordinance that will restrict vacation rentals. The majority of Maui County residents are against the ordinance.

Exhibit 9. For or against the proposed vacation rental ordinance



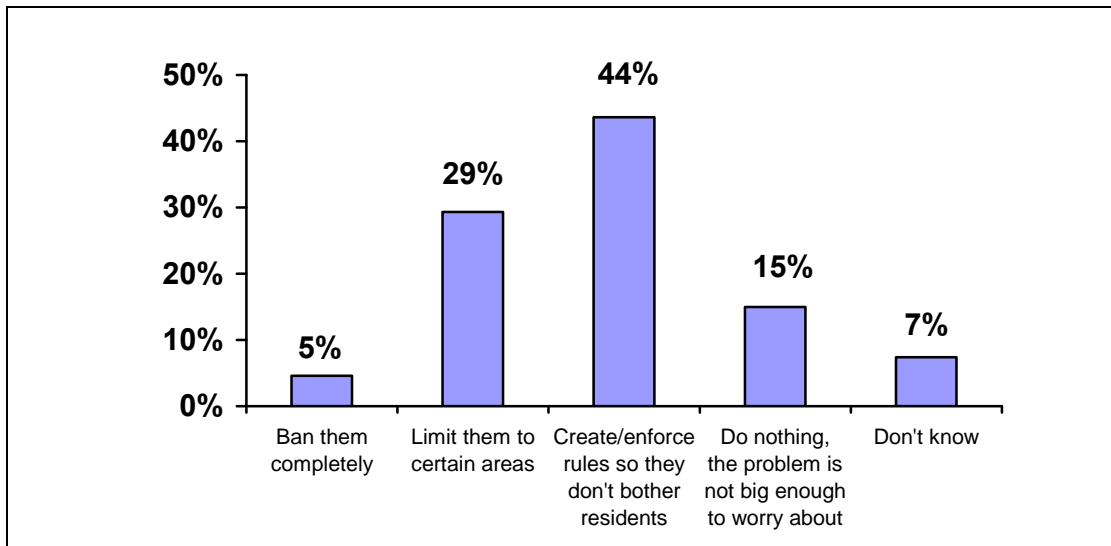
Even those who have vacation rentals in their neighborhoods are against the ordinance (47% against it vs. 34% for it). It's only when we look at those that have experienced problems because of vacation rentals that we find a group that supports the ordinance (44% support vs. 28% against).

Exhibit 10. Support for or against the ordinance by experience with vacation rentals

TABLE		Any homes in your neighborhood used as vacation rental?				Personally experienced problems because of vacation rentals?			
		Yes	No	Do not know	Total	Yes	No	Do not know	Total
Are you for or against that ordinance ?	For it	34.3%	24.5%	20.9%	26.5%	44.4%	24.1%	43.5%	26.5%
	Against it	46.9%	50.1%	52.7%	49.8%	28.1%	52.9%	15.2%	49.8%
	Do not know	17.2%	24.5%	26.4%	22.7%	24.5%	22.2%	41.4%	22.7%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

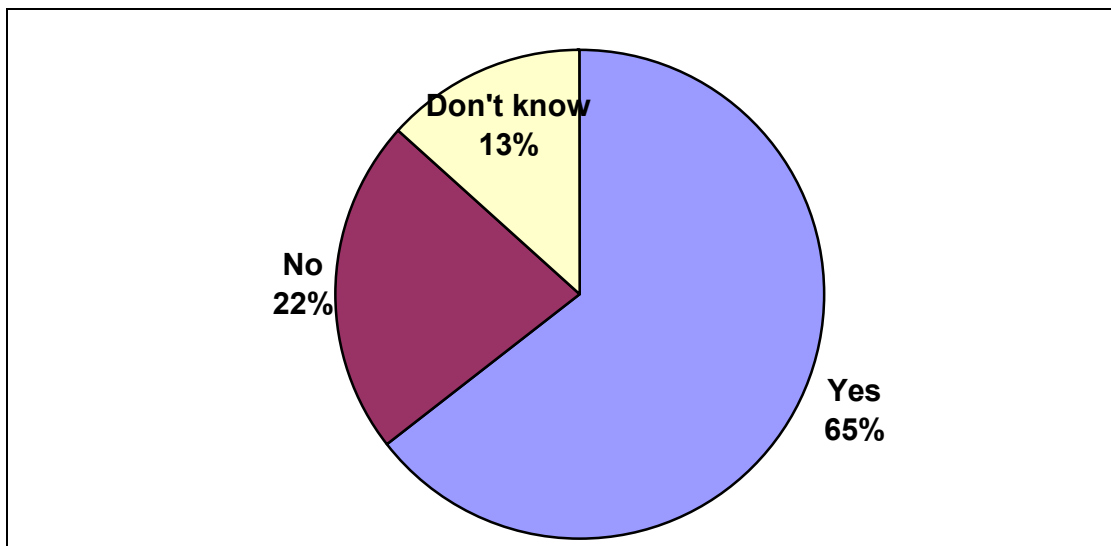
We also gave people a choice on how they felt this issue is best handled. Options ranged from completely banning vacation rentals to doing absolutely nothing. Overall, people were against banning vacation rentals. Almost half (44 percent) preferred proper enforcement of the rules and regulations, and 29 percent think there should be geographic restrictions on vacation rentals.

Exhibit 11. How best can we solve the problems with vacation rentals?



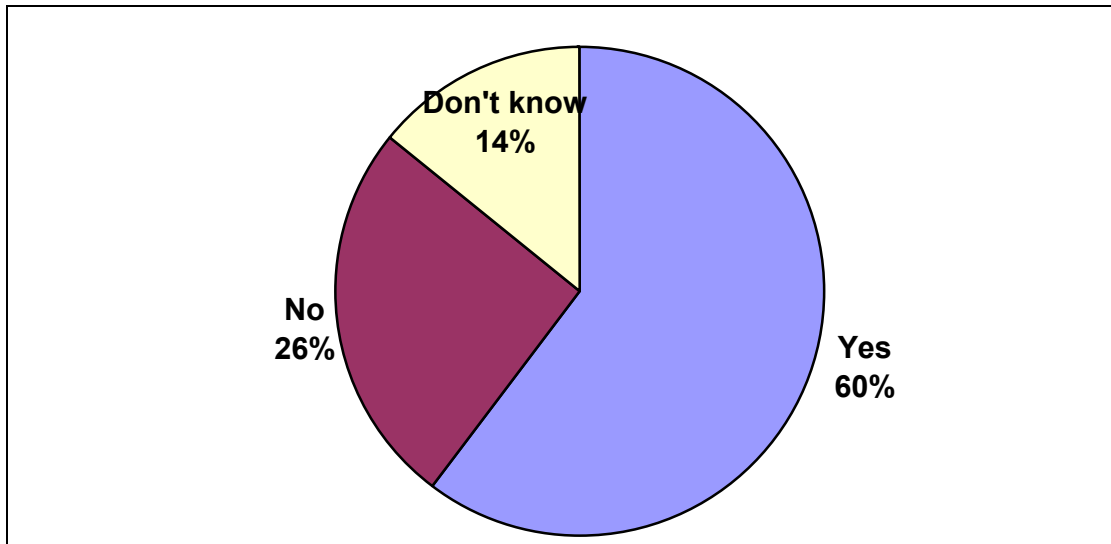
A majority of Maui County residents also feel that this ordinance goes too far in restricting their property rights. This is likely why a majority of people feel that vacation rentals should not be banned or restricted.

Exhibit 12. Does this ordinance go too far in restricting your property rights?



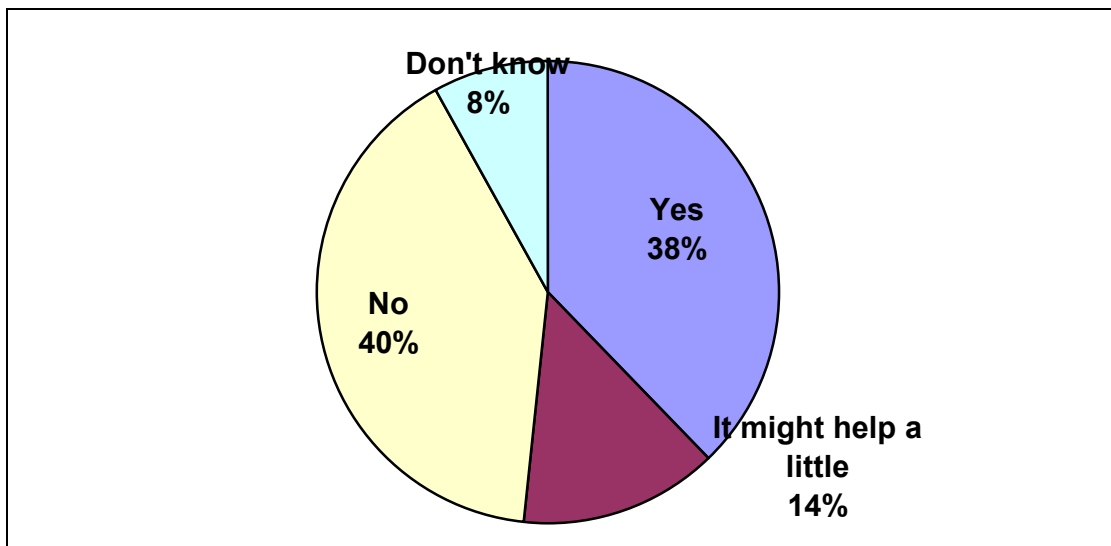
A follow-up question about enforcing rules also shows that people seem to think that enforcement is the best approach to this problem. They have mixed feelings on whether or not requiring the landowner to live on the property will solve the problems, though.

Exhibit 13. If vacation rentals were allowed, but rules strictly enforced, would that solve the problems?



We asked if requiring the owner to live on the property being rented would help, and the results were mixed—38 percent said yes, 40 percent said no, and 14 percent said it might help a little bit.

Exhibit 14. Will requiring the owner to live on the property solve the problems with vacation rentals?



APPENDIX

APPENDIX A: TABULATIONS

Table 1: Any homes in your neighborhood used as vacation rental?

Response	Number of Respondents	Percent
Yes	25,437	23.0%
No	75,965	68.7%
Do not know	8,787	7.9%
Refused	401	0.4%
Total	110,589	100.0%

Table 2: About how many do you think there are?

Response	Number of Respondents	Percent
1 or 2	5,270	4.8%
3 to 5	5,036	4.6%
6 to 10	9,550	8.6%
Do not know	5,581	5.0%
Total	110,589	100.0%

Table 3: Personally experienced problems because of vacation rentals?

Response	Number of Respondents	Percent
Yes	10,698	9.7%
No	96,968	87.7%
Do not know	2,757	2.5%
Refused	167	0.2%
Total	110,589	100.0%

Table 4: Was it a major or minor problem

Response	Number of Respondents	Percent
Major problem	5,916	5.3%
Minor problem	4,381	4.0%
Do not know	401	0.4%
Had no problem	99,891	90.3%
Total	110,589	100.0%

Table 5: Do you think vacation rentals should be allowed in resort areas?

Response	Number of Respondents	Percent
Yes	93,234	84.3%
No	13,676	12.4%
Do not know	3,374	3.1%
Refused	305	0.3%
Total	110,589	100.0%

Table 6: Do you think vacation rentals should be allowed in business districts?

Response	Number of Respondents	Percent
Yes	53,296	48.2%
No	46,751	42.3%
Do not know	10,541	9.5%
Total	110,589	100.0%

Table 7: Do you think vacation rentals should be allowed in residential neighborhoods?

Response	Number of Respondents	Percent
Yes	46,036	41.6%
No	53,651	48.5%
Do not know	10,902	9.9%
Total	110,589	100.0%

Table 8: Do you think vacation rentals should be allowed in rural areas?

Response	Number of Respondents	Percent
Yes	69,340	62.7%
No	31,496	28.5%
Do not know	9,282	8.4%
Refused	471	0.4%
Total	110,589	100.0%

Table 9: Do you think vacation rentals should be allowed on land zoned for agriculture?

Response	Number of Respondents	Percent
Yes	35,810	32.4%
No	65,214	59.0%
Do not know	9,260	8.4%
Refused	305	0.3%
Total	110,589	100.0%

Table 10: Should Units for temporary workers be allowed in residential neighborhoods?

Response	Number of Respondents	Percent
Yes	57,666	52.1%
No	41,452	37.5%
Do not know	11,472	10.4%
Total	110,589	100.0%

Table 11: Should Units for rent for less than 30 days?

Response	Number of Respondents	Percent
Yes	50,004	45.2%
No	51,833	46.9%
Do not know	8,752	7.9%
Total	110,589	100.0%

Table 12: Should Units be reserved for visitors only?

Response	Number of Respondents	Percent
Yes	39,521	35.7%
No	61,888	56.0%
Do not know	9,180	8.3%
Total	110,589	100.0%

Table 13: Should short-term Units for residents for periods less than 6 months be allowed in residential neighborhoods?

Response	Number of Respondents	Percent
Yes	76,667	69.3%
No	29,089	26.3%
Do not know	4,833	4.4%
Total	110,589	100.0%

Table 14: Overall, do you think that vacation rentals are good or bad for Maui?

Response	Number of Respondents	Percent
Good	63,839	57.7%
Bad	15,774	14.3%
A little of both	25,950	23.5%
Do not know	5,026	4.5%
Total	110,589	100.0%

Table 15: Have you heard about Maui County considering an ordinance to regulate or close down short-term rentals in Maui?

Response	Number of Respondents	Percent
Yes	66,688	60.3%
No	8,641	7.8%
Don't know	34,144	30.9%
Refused	1,115	1.0%
Total	110,589	100.0%

Table 16: Are you for or against that ordinance?

Response	Number of Respondents	Percent
For it	19,946	18.0%
Against it	37,509	33.9%
Do not know	17,128	15.5%
Refused	747	0.7%
No knowledge of ordinance	35,259	31.9%
Total	110,589	100.0%

Table 17: Do you feel that requiring an owner to live on the same property as the vacation rental will eliminate the problems?

Response	Number of Respondents	Percent
Yes	41,654	37.7%
It might help a little	15,431	14.0%
No	44,459	40.2%
Do not know	8,837	8.0%
Refused	208	0.2%
Total	110,589	100.0%

Table 18: How do you think Maui County can best solve the problems some people have with vacation rentals?

Response	Number of Respondents	Percent
Ban them completely	5,137	4.6%
Limit them to certain areas	32,413	29.3%
Create and enforce rules to ensure vacation rentals do not bother residents	48,206	43.6%
Do nothing, the problems are not big enough to worry about	16,606	15.0%
Do not know	8,227	7.4%
Total	110,589	100.0%

Table 19: If vacation rentals were allowed, but rules were strictly enforced, do you feel that would solve the problems

Response	Number of Respondents	Percent
Yes	66,758	60.4%
No	28,269	25.6%
Do not know	15,355	13.9%
Refused	208	0.2%
Total	110,589	100.0%

Table 20: The county is considering an ordinance that prohibits landowners from rental their property to visitors for short periods of time. Do you feel this goes too far in restricting the landowners rights to use his or her property as they wish?

Response	Number of Respondents	Percent
Yes	71,213	64.4%
No	24,707	22.3%
Do not know	13,813	12.5%
Do not care	648	0.6%
Refused	208	0.2%
Total	110,589	100.0%

Table 21: In the next five years do you think tourism on Maui should grow faster, slower, or at the same rate as it has in the last few years?

Response	Number of Respondents	Percent
Faster	25,760	23.3%
Slower	27,317	24.7%
About the same	49,924	45.1%
Does not matter to me	2,963	2.7%
Do not know	4,624	4.2%
Total	110,589	100.0%

Table 22: Gender

Response	Number of Respondents	Percent
Male	55,165	49.9%
Female	55,424	50.1%
Total	110,589	100.0%

Table 23: Household size

Response	Number of Respondents	Percent
1	9,859	8.9%
2	39,341	35.6%
3	22,434	20.3%
4	19,462	17.6%
5	9,815	8.9%
6	6,238	5.6%
7	859	0.8%
8	582	0.5%
9	476	0.4%
10	503	0.5%
11	234	0.2%
12	167	0.2%
15	454	0.4%
Do not know	167	0.2%
Total	110,589	100.0%

Table 24: How many children in household

Response	Number of Respondents	Percent
0	62,513	56.5%
1	18,203	16.5%
2	19,335	17.5%
3	5,951	5.4%
4	2,730	2.5%
5	1,412	1.3%
6	208	0.2%
9	238	0.2%
Total	110,589	100.0%

Table 25: Highest level of education completed

Response	Number of Respondents	Percent
8th grade or less	430	0.4%
Some high school	2,610	2.4%
High school graduate	25,247	22.8%
Some college	28,472	25.7%
College graduate	33,299	30.1%
Some grad school	5,520	5.0%
Graduate or professional degree	14,539	13.1%
Refused	472	0.4%
Total	110,589	100.0%

Table 26: Years in Hawai'i

Response	Number of Respondents	Percent
Less than one year	1,575	1.4%
1 to 5 years	9,833	8.9%
6 to 10 years	11,067	10.0%
11 to 20 years	18,122	16.4%
20 or more, but not lifetime	25,693	23.2%
Lifetime	44,298	40.1%
Total	110,589	100.0%

Table 27: Household income

Response	Number of Respondents	Percent
Less than \$25K	8,969	8.1%
\$25k to \$50K	21,249	19.2%
\$50K to \$75K	19,504	17.6%
\$75K to \$100K	17,363	15.7%
\$100K to \$125K	8,114	7.3%
\$125K to \$150K	4,498	4.1%
\$150K to \$250K	7,293	6.6%
\$250K or more	3,971	3.6%
Do not know or refused	19,629	17.7%
Total	110,589	100.0%

Table 28: Age

Response	Number of Respondents	Percent
18 to 24	10,700	9.7%
25 to 34	14,087	12.7%
35 to 44	19,589	17.7%
45 to 54	25,707	23.2%
55 to 64	21,704	19.6%
65 or older	18,802	17.0%
Total	110,589	100.0%

Table 29: Home Ownership

Response	Number of Respondents	Percent
Own	70,560	63.8%
Rent	28,723	26.0%
Occupy without Cash Payment	4,031	3.6%
Do not know	7,275	6.6%
Total	110,589	100.0%

Table 30: Area

Response	Number of Respondents	Percent
Haiku-Paia-Hana	16,079	14.5%
Kahului-Wailuku	26,256	23.7%
Kihei	23,900	21.6%
Kula-Makawao	27,384	24.8%
West Maui	10,731	9.7%
Molokai and Lanai	6,239	5.6%
Total	110,589	100.0%

TABLE		Area													
		Haiku-Paia-Hana		Kahului-Wailuku		Kihei		Kula-Makawao		West Maui		Molokai and Lanai		Total	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Any homes in your neighborhood used as vacation rental?	Yes	5,751	35.8%	2,671	10.2%	7,071	29.6%	3,104	11.3%	5,321	49.6%	1,517	24.3%	25,437	23.0%
	No	9,923	61.7%	21,076	80.3%	14,842	62.1%	21,517	78.6%	4,392	40.9%	4,215	67.6%	75,965	68.7%
	Do not know	404	2.5%	2,509	9.6%	1,987	8.3%	2,762	10.1%	1,018	9.5%	507	8.1%	9,187	8.3%
	Total	16,079	100.0%	26,256	100.0%	23,900	100.0%	27,384	100.0%	10,731	100.0%	6,239	100.0%	110,589	100.0%

TABLE		Area													
		Haiku-Paia-Hana		Kahului-Wailuku		Kihei		Kula-Makawao		West Maui		Molokai and Lanai		Total	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
About how many do you think there are?	1 or 2	1,021	17.8%	800	30.0%	1,762	24.9%	1,016	32.7%	401	7.5%	269	17.8%	5,270	20.7%
	3 to 5	477	8.3%			1,385	19.6%	621	20.0%	1,305	24.5%	1,248	82.2%	5,036	19.8%
	6 to 10	3,615	62.9%	939	35.2%	1,445	20.4%	1,467	47.3%	2,083	39.2%			9,550	37.5%
	Do not know	638	11.1%	932	34.9%	2,480	35.1%			1,532	28.8%			5,581	21.9%
	Total	5,751	100.0%	2,671	100.0%	7,071	100.0%	3,104	100.0%	5,321	100.0%	1,517	100.0%	25,437	100.0%

TABLE		Area													
		Haiku-Paia-Hana		Kahului-Wailuku		Kihei		Kula-Makawao		West Maui		Molokai and Lanai		Total	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Personally experienced problems because of vacation rentals?	Yes	1,086	6.8%	1,324	5.0%	2,663	11.1%	3,028	11.1%	2,193	20.4%	404	6.5%	10,698	9.7%
	No	14,827	92.2%	23,834	90.8%	20,532	85.9%	23,568	86.1%	8,371	78.0%	5,835	93.5%	96,968	87.7%
	Do not know	167	1.0%	1,098	4.2%	705	2.9%	787	2.9%	167	1.6%			2,923	2.6%
	Total	16,079	100.0%	26,256	100.0%	23,900	100.0%	27,384	100.0%	10,731	100.0%	6,239	100.0%	110,589	100.0%

TABLE		Area													
		Haiku-Paia-Hana		Kahului-Wailuku		Kihei		Kula-Makawao		West Maui		Molokai and Lanai		Total	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
What kind of problems were there?	Traffic	208	19.1%			1,192	44.8%	1,205	39.8%	680	31.0%			3,284	30.7%
	Noise late at night			269	20.4%	1,794	67.4%	1,603	52.9%	1,721	78.5%	167	41.2%	5,554	51.9%
	Inappropriate behavior					333	12.5%	208	6.9%	985	44.9%			1,526	14.3%
	Unknown persons in neighborhood	208	19.1%			855	32.1%	900	29.7%	238	10.8%			2,201	20.6%
	Use or trespass of my property					234	8.8%							234	2.2%
	Other	878	80.9%	1,054	79.6%	1,269	47.7%	1,560	51.5%	468	21.3%	404	100.0%	5,634	52.7%
	Total	1,086	100.0%	1,324	100.0%	2,663	100.0%	3,028	100.0%	2,193	100.0%	404	100.0%	10,698	100.0%

TABLE		Area													
		Haiku-Paia-Hana		Kahului-Wailuku		Kihei		Kula-Makawao		West Maui		Molokai and Lanai		Total	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Do you think vacation rentals should be allowed in resort areas?	Yes	13,364	83.1%	21,531	82.0%	21,058	88.1%	24,711	90.2%	7,577	70.6%	4,993	80.0%	93,234	84.3%
	No	1,689	10.5%	3,686	14.0%	2,573	10.8%	2,368	8.6%	2,114	19.7%	1,246	20.0%	13,676	12.4%
	Do not know	1,026	6.4%	1,039	4.0%	269	1.1%	305	1.1%	1,040	9.7%			3,679	3.3%
	Total	16,079	100.0%	26,256	100.0%	23,900	100.0%	27,384	100.0%	10,731	100.0%	6,239	100.0%	110,589	100.0%

TABLE		Area													
		Haiku-Paia-Hana		Kahului-Wailuku		Kihei		Kula-Makawao		West Maui		Molokai and Lanai		Total	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Do you think vacation rentals should be allowed in business districts?	Yes	9,273	57.7%	9,320	35.5%	13,400	56.1%	14,027	51.2%	4,741	44.2%	2,535	40.6%	53,296	48.2%
	No	5,860	36.4%	13,547	51.6%	8,363	35.0%	10,523	38.4%	5,089	47.4%	3,371	54.0%	46,751	42.3%
	Do not know	946	5.9%	3,390	12.9%	2,137	8.9%	2,834	10.3%	901	8.4%	333	5.3%	10,541	9.5%
	Total	16,079	100.0%	26,256	100.0%	23,900	100.0%	27,384	100.0%	10,731	100.0%	6,239	100.0%	110,589	100.0%

TABLE		Area													
		Haiku-Paia-Hana		Kahului-Wailuku		Kihei		Kula-Makawao		West Maui		Molokai and Lanai		Total	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Do you think vacation rentals should be allowed in residential neighborhoods?	Yes	9,013	56.1%	6,298	24.0%	11,311	47.3%	13,056	47.7%	3,893	36.3%	2,464	39.5%	46,036	41.6%
	No	5,341	33.2%	17,467	66.5%	10,694	44.7%	11,419	41.7%	5,551	51.7%	3,179	50.9%	53,651	48.5%
	Do not know	1,725	10.7%	2,491	9.5%	1,894	7.9%	2,908	10.6%	1,287	12.0%	596	9.6%	10,902	9.9%
	Total	16,079	100.0%	26,256	100.0%	23,900	100.0%	27,384	100.0%	10,731	100.0%	6,239	100.0%	110,589	100.0%

TABLE		Area													
		Haiku-Paia-Hana		Kahului-Wailuku		Kihei		Kula-Makawao		West Maui		Molokai and Lanai		Total	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Do you think vacation rentals should be allowed in rural areas?	Yes	12,120	75.4%	13,305	50.7%	16,548	69.2%	16,884	61.7%	6,138	57.2%	4,345	69.6%	69,340	62.7%
	No	2,817	17.5%	9,943	37.9%	5,906	24.7%	8,426	30.8%	3,288	30.6%	1,116	17.9%	31,496	28.5%
	Do not know	1,142	7.1%	3,007	11.5%	1,445	6.0%	2,074	7.6%	1,305	12.2%	779	12.5%	9,753	8.8%
	Total	16,079	100.0%	26,256	100.0%	23,900	100.0%	27,384	100.0%	10,731	100.0%	6,239	100.0%	110,589	100.0%

TABLE		Area													
		Haiku-Paia-Hana		Kahului-Wailuku		Kihei		Kula-Makawao		West Maui		Molokai and Lanai		Total	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Do you think vacation rentals should be allowed on land zoned for agriculture?	Yes	8,017	49.9%	5,433	20.7%	8,260	34.6%	9,751	35.6%	2,663	24.8%	1,685	27.0%	35,810	32.4%
	No	6,510	40.5%	18,482	70.4%	13,948	58.4%	15,408	56.3%	7,458	69.5%	3,409	54.6%	65,214	59.0%
	Do not know	1,552	9.7%	2,341	8.9%	1,692	7.1%	2,225	8.1%	610	5.7%	1,145	18.4%	9,565	8.6%
	Total	16,079	100.0%	26,256	100.0%	23,900	100.0%	27,384	100.0%	10,731	100.0%	6,239	100.0%	110,589	100.0%

TABLE		Area													
		Haiku-Paia-Hana		Kahului-Wailuku		Kihei		Kula-Makawao		West Maui		Molokai and Lanai		Total	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Should Units for temporary workers be allowed in residential neighborhoods?	Yes	9,726	60.5%	13,097	49.9%	11,591	48.5%	13,474	49.2%	5,947	55.4%	3,831	61.4%	57,666	52.1%
	No	4,658	29.0%	10,895	41.5%	9,392	39.3%	10,440	38.1%	4,130	38.5%	1,938	31.1%	41,452	37.5%
	Do not know	1,696	10.5%	2,265	8.6%	2,917	12.2%	3,469	12.7%	654	6.1%	471	7.6%	11,472	10.4%
	Total	16,079	100.0%	26,256	100.0%	23,900	100.0%	27,384	100.0%	10,731	100.0%	6,239	100.0%	110,589	100.0%

TABLE		Area													
		Haiku-Paia-Hana		Kahului-Wailuku		Kihei		Kula-Makawao		West Maui		Molokai and Lanai		Total	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Should Units for rent for less than 30 days?	Yes	9,370	58.3%	8,222	31.3%	11,046	46.2%	14,629	53.4%	2,846	26.5%	3,891	62.4%	50,004	45.2%
	No	5,359	33.3%	16,031	61.1%	10,110	42.3%	11,483	41.9%	6,771	63.1%	2,079	33.3%	51,833	46.9%
	Do not know	1,350	8.4%	2,003	7.6%	2,743	11.5%	1,272	4.6%	1,114	10.4%	269	4.3%	8,752	7.9%
	Total	16,079	100.0%	26,256	100.0%	23,900	100.0%	27,384	100.0%	10,731	100.0%	6,239	100.0%	110,589	100.0%

TABLE		Area													
		Haiku-Paia-Hana		Kahului-Wailuku		Kihei		Kula-Makawao		West Maui		Molokai and Lanai		Total	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Should Units reserved for visitors only?	Yes	6,688	41.6%	6,860	26.1%	8,372	35.0%	10,453	38.2%	4,195	39.1%	2,953	47.3%	39,521	35.7%
	No	7,765	48.3%	16,438	62.6%	13,614	57.0%	15,155	55.3%	6,065	56.5%	2,850	45.7%	61,888	56.0%
	Do not know	1,626	10.1%	2,958	11.3%	1,914	8.0%	1,775	6.5%	471	4.4%	436	7.0%	9,180	8.3%
	Total	16,079	100.0%	26,256	100.0%	23,900	100.0%	27,384	100.0%	10,731	100.0%	6,239	100.0%	110,589	100.0%

TABLE		Area													
		Haiku-Paia-Hana		Kahului-Wailuku		Kihei		Kula-Makawao		West Maui		Molokai and Lanai		Total	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Should short-term Units for residents for periods less than 6 months be allowed in residential neighborhoods?	Yes	13,293	82.7%	15,217	58.0%	16,957	70.9%	19,064	69.6%	7,085	66.0%	5,051	80.9%	76,667	69.3%
	No	2,315	14.4%	8,743	33.3%	6,466	27.1%	7,351	26.8%	3,025	28.2%	1,189	19.1%	29,089	26.3%
	Do not know	471	2.9%	2,295	8.7%	477	2.0%	969	3.5%	621	5.8%			4,833	4.4%
	Total	16,079	100.0%	26,256	100.0%	23,900	100.0%	27,384	100.0%	10,731	100.0%	6,239	100.0%	110,589	100.0%

TABLE		Area													
		Haiku-Paia-Hana		Kahului-Wailuku		Kihei		Kula-Makawao		West Maui		Molokai and Lanai		Total	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Overall, do you think that vacation rentals are good or bad for Maui?	Good	9,371	58.3%	12,302	46.9%	15,171	63.5%	18,509	67.6%	5,596	52.1%	2,890	46.3%	63,839	57.7%
	Bad	1,378	8.6%	5,258	20.0%	3,080	12.9%	3,518	12.8%	2,140	19.9%	401	6.4%	15,774	14.3%
	A little of both	4,329	26.9%	7,307	27.8%	4,698	19.7%	4,473	16.3%	2,193	20.4%	2,949	47.3%	25,950	23.5%
	Do not know	1,001	6.2%	1,388	5.3%	951	4.0%	884	3.2%	801	7.5%			5,026	4.5%
	Total	16,079	100.0%	26,256	100.0%	23,900	100.0%	27,384	100.0%	10,731	100.0%	6,239	100.0%	110,589	100.0%

TABLE		Area													
		Haiku-Paia-Hana		Kahului-Wailuku		Kihei		Kula-Makawao		West Maui		Molokai and Lanai		Total	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Overall, do you think that vacation rentals are good or bad for Maui?	Good	9,371	58.3%	12,302	46.9%	15,171	63.5%	18,509	67.6%	5,596	52.1%	2,890	46.3%	63,839	57.7%
	Bad	1,378	8.6%	5,258	20.0%	3,080	12.9%	3,518	12.8%	2,140	19.9%	401	6.4%	15,774	14.3%
	A little of both	4,329	26.9%	7,307	27.8%	4,698	19.7%	4,473	16.3%	2,193	20.4%	2,949	47.3%	25,950	23.5%
	Do not know	1,001	6.2%	1,388	5.3%	951	4.0%	884	3.2%	801	7.5%			5,026	4.5%
	Total	16,079	100.0%	26,256	100.0%	23,900	100.0%	27,384	100.0%	10,731	100.0%	6,239	100.0%	110,589	100.0%

TABLE		Area													
		Haiku-Paia-Hana		Kahului-Wailuku		Kihei		Kula-Makawao		West Maui		Molokai and Lanai		Total	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Have you heard about Maui County considering an ordinance to regulate or close down short-term rentals in Maui?	Yes	12,505	77.8%	11,834	45.1%	16,241	68.0%	16,360	59.7%	6,651	62.0%	3,098	49.7%	66,688	60.3%
	No	1,448	9.0%	2,734	10.4%	1,014	4.2%	2,532	9.2%	208	1.9%	705	11.3%	8,641	7.8%
	Do not know	2,126	13.2%	11,688	44.5%	6,646	27.8%	8,492	31.0%	3,872	36.1%	2,436	39.0%	35,259	31.9%
	Total	16,079	100.0%	26,256	100.0%	23,900	100.0%	27,384	100.0%	10,731	100.0%	6,239	100.0%	110,589	100.0%

TABLE		Area													
		Haiku-Paia-Hana		Kahului-Wailuku		Kihei		Kula-Makawao		West Maui		Molokai and Lanai		Total	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Are you for or against that ordinance?	For it	2,441	17.5%	4,623	31.7%	4,567	26.5%	5,238	27.7%	1,929	28.1%	1,147	30.2%	19,946	26.5%
	Against it	9,211	66.0%	4,777	32.8%	8,157	47.3%	10,228	54.1%	3,480	50.7%	1,655	43.5%	37,509	49.8%
	Do not know	2,301	16.5%	5,168	35.5%	4,530	26.3%	3,425	18.1%	1,449	21.1%	1,001	26.3%	17,875	23.7%
	Total	13,953	100.0%	14,568	100.0%	17,254	100.0%	18,891	100.0%	6,859	100.0%	3,803	100.0%	75,330	100.0%

TABLE		Area													
		Haiku-Paia-Hana		Kahului-Wailuku		Kihei		Kula-Makawao		West Maui		Molokai and Lanai		Total	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Do you feel that requiring an owner to live on the same property as the vacation rental will eliminate the problems?	Yes	6,680	41.5%	6,592	25.1%	10,783	45.1%	10,775	39.3%	3,366	31.4%	3,459	55.4%	41,654	37.7%
	It might help a little	2,154	13.4%	6,511	24.8%	2,859	12.0%	3,166	11.6%	436	4.1%	305	4.9%	15,431	14.0%
	No	6,441	40.1%	10,523	40.1%	8,835	37.0%	11,090	40.5%	5,358	49.9%	2,212	35.5%	44,459	40.2%
	Do not know	804	5.0%	2,630	10.0%	1,423	6.0%	2,354	8.6%	1,571	14.6%	263	4.2%	9,045	8.2%
	Total	16,079	100.0%	26,256	100.0%	23,900	100.0%	27,384	100.0%	10,731	100.0%	6,239	100.0%	110,589	100.0%

TABLE		Area													
		Haiku-Paia-Hana		Kahului-Wailuku		Kihei		Kula-Makawao		West Maui		Molokai and Lanai		Total	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
How do you think Maui County can best solve the problems some people have with vacation rentals?	Ban them completely			1,885	7.2%	1,560	6.5%	1,083	4.0%	208	1.9%	401	6.4%	5,137	4.6%
	Limit them to certain areas	4,455	27.7%	10,463	39.9%	4,839	20.2%	6,045	22.1%	4,320	40.3%	2,292	36.7%	32,413	29.3%
	Create and enforce rules to ensure vacation rentals do not bother residents	6,738	41.9%	8,634	32.9%	12,069	50.5%	14,551	53.1%	3,545	33.0%	2,668	42.8%	48,206	43.6%
	Do nothing, the problems are not big enough to worry about	3,055	19.0%	3,279	12.5%	3,927	16.4%	4,020	14.7%	1,715	16.0%	610	9.8%	16,606	15.0%
	Do not know	1,832	11.4%	1,994	7.6%	1,505	6.3%	1,684	6.1%	943	8.8%	269	4.3%	8,227	7.4%
	Total	16,079	100.0%	26,256	100.0%	23,900	100.0%	27,384	100.0%	10,731	100.0%	6,239	100.0%	110,589	100.0%

TABLE		Area													
		Haiku-Paia-Hana		Kahului-Wailuku		Kihei		Kula-Makawao		West Maui		Molokai and Lanai		Total	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
If vacation rentals were allowed, but rules were strictly enforced, do you feel that would solve the problems	Yes	8,916	55.5%	15,539	59.2%	17,035	71.3%	14,883	54.4%	7,133	66.5%	3,252	52.1%	66,758	60.4%
	No	5,726	35.6%	7,459	28.4%	4,396	18.4%	7,132	26.0%	1,254	11.7%	2,302	36.9%	28,269	25.6%
	Do not know	1,437	8.9%	3,259	12.4%	2,469	10.3%	5,369	19.6%	2,344	21.8%	685	11.0%	15,563	14.1%
	Total	16,079	100.0%	26,256	100.0%	23,900	100.0%	27,384	100.0%	10,731	100.0%	6,239	100.0%	110,589	100.0%

TABLE		Area													
		Haiku-Paia-Hana		Kahului-Wailuku		Kihei		Kula-Makawao		West Maui		Molokai and Lanai		Total	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
In the next five years do you think tourism on Maui should grow faster, slower, or at the same rate as it has in the last few years?	Faster	3,141	19.5%	9,498	36.2%	2,771	11.6%	5,888	21.5%	2,862	26.7%	1,599	25.6%	25,760	23.3%
	Slower	4,383	27.3%	4,199	16.0%	8,174	34.2%	6,020	22.0%	2,372	22.1%	2,169	34.8%	27,317	24.7%
	About the same	8,125	50.5%	10,462	39.8%	11,866	49.6%	12,443	45.4%	4,826	45.0%	2,201	35.3%	49,924	45.1%
	Does not matter to me			908	3.5%	208	0.9%	1,577	5.8%			269	4.3%	2,963	2.7%
	Do not know	430	2.7%	1,189	4.5%	881	3.7%	1,455	5.3%	670	6.2%			4,624	4.2%
Total		16,079	100.0%	26,256	100.0%	23,900	100.0%	27,384	100.0%	10,731	100.0%	6,239	100.0%	110,589	100.0%