

RESIDENT ATTITUDE STUDY

Excerpt on Taxes

Prepared for:
Grassroot Institute of Hawai'i

Submitted by Anthology Marketing Group
September 2021

[ANTHOLOGY®]

METHODOLOGY

The Grassroot Institute of Hawai'i has contracted Anthology Research to conduct a quantitative mixed-mode study of adult residents of Hawaii. The results of the survey are intended to guide the organization's efforts in advocacy and outreach, as well as serve as a baseline for tracking progress in brand regard and community support on initiatives it considers important.

The sample for this mixed-mode survey was compiled from three sources: The sample for the Internet-based portion of the study was purchased from third party online sample providers, augmented by purchased Voter Contact Lists and Anthology's proprietary panel of Hawaii residents. The sample used to generate the telephone surveys was derived using Anthology's proprietary Random Digit Dialing software and Voter Contact Lists; both mobile and landline numbers were called.

The study began on August 16 and ended September 7, 2021. A total of n=933 completed surveys were collected during this period, stratified by island as follows. The margin of error for an overall sample of this size is +/- 3.21 percentage points with a 95% confidence level. Due to the disproportionate sampling plan, the overall data were weighted to reflect populations estimates of adults 18+ by ethnicity.

- O'ahu: n=455
- B.I.: n= 202
- Maui County: n=167
- Kauai: n=109

The questionnaire used in this study was developed by Anthology Research with input and approval from the client. The questionnaire is located in the appendix of this report.

(Note: The research design for this study, including the questionnaire developed for this project, are proprietary and should be considered the property of Anthology Research.)

RESIDENT ATTITUDE STUDY

Hawaii residents and businesses are overtaxed and should pay lower taxes overall?:

		TOTAL	POLITICAL PARTY					REG VOTER		CORE VOTER	POLITICALLY ACTIVE		HGI AIDED AWARE		HGI PERCEPTION		AREA		COUNTY	
		-	Dem	Indep	Rep	Libertarian	Other	Yes	No	-	Yes	No	Yes	No	Favor	Unfavor	Oahu	N.I.	Oahu	B.I.
		(A)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)
Q5-1	Strongly agree	32%	26%	33%	44% A	68% A B E	30%	32%	35%	30%	36%	30%	34%	30%	40%	30%	32%	33%	32%	31%
	Somewhat agree	41%	40%	42%	41%	15% D	53%	40%	44%	41%	36%	43%	41%	41%	36%	37%	39%	44%	39%	47%
	Somewhat disagree	24%	30% C	24%	13%	17%	14%	25%	19%	25%	24%	24%	23%	26%	21%	27%	25%	21%	25%	19%
	Strongly disagree	3%	4%	1%	2%	4	3%	3%	2%	4%	4%	3%	3%	4%	2%	6%	3%	2%	3%	3%
	Prefer not to say	0%	0%	4	4	4	4	0%	4	4	0%	4	0%	4	0%	4	4	0%	4	4
	Total	933	478	200	159	37	59	791	142	383	307	626	523	410	286	90	455	478	455	202
SUMMARY	Mean	3.02	2.87	3.07 A	3.26 A	3.50 A	3.10	3.00	3.11	2.97	3.05	3.00	3.06	2.97	3.14 B	2.90	2.99	3.07	2.99	3.06

RESIDENT ATTITUDE STUDY

Hawaii residents and businesses are overtaxed and should pay lower taxes overall?:

		COUNTY		GENDER		HOUSEHOLD INCOME			ETHNICITY					AGE				HAWAII RESIDENT	
		Maui	Kauai	Male	Female	<\$50K	\$50K-\$100K	\$100K+	Caucasian	Japanese	Hawaiian	Filipino	Other	18-34	35-49	50-64	65+	Born & Raised	Transplant
		(C)	(D)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(A)	(B)
Q5-1	Strongly agree	33%	38%	36% B	29%	36%	34%	27%	30%	24%	43% B	34%	34%	35% D	36% D	34% D	19%	34%	28%
	Somewhat agree	43%	37%	34%	45% A	40%	39%	43%	37%	40%	41%	49%	43%	38%	39%	44%	43%	42%	39%
	Somewhat disagree	22%	23%	26%	23%	22%	24%	27%	27% C	33% C D E	15%	17%	17%	25%	22%	18%	34% B C	22%	28% A
	Strongly disagree	2%	2%	4%	3%	2%	2%	4%	5%	3%	2%	4	5%	2%	3%	4%	4%	2%	5% A
	Prefer not to say	0%	4	4	0%	0%	4	4	0%	4	4	4	4	4	4	4	0%	4	0%
	Total	167	109	398	525	242	313	310	378	197	145	46	137	201	303	239	190	537	396
SUMMARY	Mean	3.07	3.10	3.03	3.01	3.09	3.06	2.93	2.93	2.85	3.24 A B	3.17 B	3.07	3.05 D	3.09 D	3.09 D	2.76	3.08 B	2.91

RESIDENT ATTITUDE STUDY

Hawaii residents and businesses are overtaxed and should pay lower taxes overall?:

	PRIMARY RESIDENCE			UNION HSE		COLLEGE GRADUATE		EMPLOYED		OAHU AREA						BIG ISLAND		PUBLIC SECTOR	
	Own	Rent	Rent free	Yes	No	Yes	No	Full/Part	No	Metro HNL	East HNL	Windward	North Shore	Central	West	Kona	Hilo	Yes	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(A)	
Q5-1	Strongly agree	27%	37% A	37%	35%	31%	31%	33%	33%	29%	25%	32%	36%	42%	39%	33%	33%	30%	33%
	Somewhat agree	43%	39%	32%	40%	41%	38%	44% A	39%	44%	42%	38%	25%	58%	43%	39%	47%	48%	39%
	Somewhat disagree	25%	22%	25%	21%	25%	28% B	20%	25%	22%	30%	28%	33%	4	17%	22%	16%	21%	24%
	Strongly disagree	4% B	1%	5% B	4%	3%	3%	3%	2%	4%	3%	2%	6%	4	1%	6%	4%	2%	4%
	Prefer not to say	0%	4	4	4	0%	0%	4	0%	4	4	4	4	4	4	4	4	4	4
	Total	534	327	72	241	692	534	397	607	326	169	63	50	7	84	82	115	87	274
SUMMARY	Mean	2.94	3.13 A	3.01	3.06	3.00	2.97	3.07	3.04	2.98	2.89	3.00	2.91	3.42	3.20 A	2.99	3.08	3.05	3.02

RESIDENT ATTITUDE STUDY

Hawaii residents and businesses are overtaxed and should pay lower taxes overall?:

		PUBLIC SECTOR ...
		No
		(B)
Q5-1	Strongly agree	31%
	Somewhat agree	41%
	Somewhat disagree	24%
	Strongly disagree	3%
	Prefer not to say	0%
	Total	659
SUMMARY	Mean	3.01

(09/21) * Prepared by Anthology Research *1,2,3,5,6

- Results are based on two-sided tests assuming equal variances. For each significant pair, the key of the smaller category appears in the category with the larger mean.
Significance level for upper case letters (A, B, C): .05
- Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.
- This category is not used in comparisons because its column proportion is equal to zero or one.
- Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion.
Significance level for upper case letters (A, B, C): .05
- Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

RESIDENT ATTITUDE STUDY

States with lower taxes tend to have healthier, more attractive economies:

		TOTAL	POLITICAL PARTY					REG VOTER		CORE VOTER	POLITICALLY ACTIVE		HGI AIDED AWARE		HGI PERCEPTION		AREA		COUNTY	
		-	Dem	Indep	Rep	Libertarian	Other	Yes	No	-	Yes	No	Yes	No	Favor	Unfavor	Oahu	N.I.	Oahu	B.I.
		(A)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)
Q5-2	Strongly agree	23%	13%	24% A	36% A	47% A	44% A B	23%	23%	22%	28% B	20%	23%	23%	27%	24%	21%	26%	21%	36% A C
	Somewhat agree	45%	43%	52% E	54% E	36%	26%	43%	57% A	41%	35%	49% A	45%	46%	49% B	37%	47%	41%	47%	35%
	Somewhat disagree	24%	34% B C	18%	9%	17%	20%	26% B	15%	25%	26%	24%	25%	24%	17%	25%	23%	27%	23%	24%
	Strongly disagree	8%	10% C	6%	2%	4	10%	8%	5%	12%	11% B	6%	8%	8%	7%	14%	9%	6%	9%	5%
	Total	933	478	200	159	37	59	791	142	383	307	626	523	410	286	90	455	478	455	202
SUMMARY	Mean	2.83	2.59	2.93 A	3.23 A B	3.30 A	3.04 A	2.80	2.98 A	2.74	2.79	2.84	2.82	2.83	2.95 B	2.72	2.80	2.88	2.80	3.01

RESIDENT ATTITUDE STUDY

States with lower taxes tend to have healthier, more attractive economies:

		COUNTY		GENDER		HOUSEHOLD INCOME			ETHNICITY					AGE				HAWAII RESIDENT	
		Maui	Kauai	Male	Female	<\$50K	\$50K-\$100K	\$100K+	Caucasian	Japanese	Hawaiian	Filipino	Other	18-34	35-49	50-64	65+	Born & Raised	Transplant
		(C)	(D)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(A)	(B)
Q5-2	Strongly agree	17%	24%	26% B	20%	23%	18%	29% B	27% B	13%	25% B	30% B	21%	19%	23%	31% A D	15%	21%	25%
	Somewhat agree	50%	34%	40%	49% A	51% C	47%	39%	42%	42%	50%	53%	48%	52% C	48%	39%	41%	47%	42%
	Somewhat disagree	27%	35%	25%	24%	21%	28%	23%	16%	41% A C D	18%	15%	25%	21%	20%	25%	35% A B	26%	21%
	Strongly disagree	6%	7%	9%	6%	6%	7%	9%	15% B D	5%	7%	2%	5%	7%	9%	6%	9%	5%	12% A
	Total	167	109	398	525	242	313	310	378	197	145	46	137	201	303	239	190	537	396
SUMMARY	Mean	2.78	2.75	2.83	2.83	2.89	2.75	2.88	2.82	2.63	2.92 B	3.11 A B	2.85	2.84	2.85 D	2.94 D	2.62	2.84	2.80

RESIDENT ATTITUDE STUDY

States with lower taxes tend to have healthier, more attractive economies:

		PRIMARY RESIDENCE			UNION HSE		COLLEGE GRADUATE		EMPLOYED		OAHU AREA						BIG ISLAND		PUBLIC SECTOR
		Own	Rent	Rent free	Yes	No	Yes	No	Full/Part	No	Metro HNL	East HNL	Windward	North Shore	Central	West	Kona	Hilo	Yes
		(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(A)
Q5-2	Strongly agree	20%	27%	19%	26%	21%	23%	22%	25% B	18%	13%	29% A	24%	42%	30% A	18%	33%	37%	22%
	Somewhat agree	46%	46%	42%	45%	45%	41%	51% A	46%	44%	45%	41%	51%	58%	45%	54%	39%	33%	44%
	Somewhat disagree	28% B	19%	25%	24%	25%	27%	22%	23%	28%	32% C	18%	13%	4	20%	22%	21%	26%	28%
	Strongly disagree	6%	8%	14% A	5%	9%	9%	6%	6%	10%	9%	12%	13%	4	5%	6%	7%	4%	6%
	Total	534	327	72	241	692	534	397	607	326	169	63	50	7	84	82	115	87	274
SUMMARY	Mean	2.79	2.91	2.67	2.91	2.79	2.79	2.88	2.90 B	2.69	2.62	2.87	2.85	3.42	2.99 A	2.84	2.99	3.02	2.83

RESIDENT ATTITUDE STUDY

States with lower taxes tend to have healthier, more attractive economies:

		PUBLIC SECTOR ...
		No
		(B)
Q5-2	Strongly agree	23%
	Somewhat agree	46%
	Somewhat disagree	23%
	Strongly disagree	9%
	Total	659
SUMMARY	Mean	2.83

(09/21) * Prepared by Anthology Research *1,2,3,5,6

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Significance level for upper case letters (A, B, C): .05
- Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

RESIDENT ATTITUDE STUDY

Lower taxes would help residents better afford the state's high cost of living:

		TOTAL	POLITICAL PARTY					REG VOTER		CORE VOTER	POLITICALLY ACTIVE		HGI AIDED AWARE		HGI PERCEPTION		AREA		COUNTY	
		-	Dem	Indep	Rep	Libertarian	Other	Yes	No	-	Yes	No	Yes	No	Favor	Unfavor	Oahu	N.I.	Oahu	B.I.
		(A)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)
Q5-3	Strongly agree	40%	37%	42%	46%	61% E	29%	40%	40%	39%	42%	39%	39%	41%	42%	39%	40%	39%	40%	37%
	Somewhat agree	39%	42% D E	43% D E	40% E	13%	15%	39%	38%	37%	35%	40%	40%	38%	42% B	30%	40%	36%	40%	36%
	Somewhat disagree	17%	15%	13%	11%	26%	45% A B C	16%	19%	18%	17%	16%	17%	16%	13%	24% A	15%	21% A	15%	24%
	Strongly disagree	5%	6%	2%	3%	4 10% B		5%	3%	5%	6%	4%	4%	5%	2%	7% A	5%	4%	5%	3%
	Total	933	478	200	159	37	59	791	142	383	307	626	523	410	286	90	455	478	455	202
SUMMARY	Mean	3.14	3.09 E	3.26 E	3.29 E	3.35 E	2.63	3.13	3.15	3.11	3.13	3.14	3.13	3.14	3.24 B	3.01	3.15	3.10	3.15	3.06

RESIDENT ATTITUDE STUDY

Lower taxes would help residents better afford the state's high cost of living:

		COUNTY		GENDER		HOUSEHOLD INCOME			ETHNICITY					AGE				HAWAII RESIDENT	
		Maui	Kauai	Male	Female	<\$50K	\$50K-\$100K	\$100K+	Caucasian	Japanese	Hawaiian	Filipino	Other	18-34	35-49	50-64	65+	Born & Raised	Transplant
		(C)	(D)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(A)	(B)
Q5-3	Strongly agree	39%	44%	43%	38%	45% C	42%	32%	43% B	31%	45% B	44%	41%	43% D	45% D	39%	29%	39%	40%
	Somewhat agree	40%	29%	36%	41%	42%	38%	38%	35%	44%	40%	35%	38%	39%	34%	40%	46% B	40%	38%
	Somewhat disagree	17%	20%	16%	17%	10%	15%	24% A B	16%	21% C	9%	21% C	16%	16%	15%	17%	20%	16%	17%
	Strongly disagree	4%	7%	5%	4%	3%	5%	6%	6%	5%	6%	4 6%	5%	3%	7%	3%	5%	4%	5%
	Total	167	109	398	525	242	313	310	378	197	145	46	137	201	303	239	190	537	396
SUMMARY	Mean	3.14	3.09	3.17	3.12	3.30 C	3.16 C	2.96	3.14	3.01	3.25 B	3.22	3.16	3.21	3.16	3.15	2.99	3.14	3.12

RESIDENT ATTITUDE STUDY

Lower taxes would help residents better afford the state's high cost of living:

	PRIMARY RESIDENCE			UNION HSE		COLLEGE GRADUATE		EMPLOYED		OAHU AREA						BIG ISLAND		PUBLIC SECTOR	
	Own	Rent	Rent free	Yes	No	Yes	No	Full/Part	No	Metro HNL	East HNL	Windward	North Shore	Central	West	Kona	Hilo	Yes	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(A)	
Q5-3	Strongly agree	36%	45% A	43%	39%	40%	35%	46% A	38%	43%	35%	46%	49%	42%	44%	35%	42%	34%	36%
	Somewhat agree	41% C	40% C	25%	38%	39%	39%	39%	40%	36%	42%	29%	37%	58%	43%	43%	41%	31%	40%
	Somewhat disagree	20% B	11%	20%	19%	16%	20% B	12%	17%	17%	17%	19%	10%	4	8%	19%	11%	33% A	19%
	Strongly disagree	4%	4%	12% A B	4%	5%	6%	3%	5%	4%	6%	6%	5%	4	5%	3%	6%	2%	5%
	Total	534	327	72	241	692	534	397	607	326	169	63	50	7	84	82	115	87	274
SUMMARY	Mean	3.08	3.26 A C	3.00	3.11	3.15	3.03	3.27 A	3.11	3.18	3.06	3.15	3.29	3.42	3.27	3.11	3.19	2.97	3.06

RESIDENT ATTITUDE STUDY

Lower taxes would help residents better afford the state's high cost of living:

		PUBLIC SECTOR ...
		No
		(B)
Q5-3	Strongly agree	41%
	Somewhat agree	39%
	Somewhat disagree	15%
	Strongly disagree	4%
	Total	659
SUMMARY	Mean	3.17

(09/21) * Prepared by Anthology Research *1,2,3,5,6

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Significance level for upper case letters (A, B, C): .05
- Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.
- This category is not used in comparisons because its column proportion is equal to zero or one.
- Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion.
Significance level for upper case letters (A, B, C): .05
- Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

RESIDENT ATTITUDE STUDY

I personally pay too much state and county taxes overall:

	TOTAL	POLITICAL PARTY					REG VOTER		CORE VOTER	POLITICALLY ACTIVE		HGI AIDED AWARE		HGI PERCEPTION		AREA		COUNTY		
		-	Dem	Indep	Rep	Libertarian	Other	Yes	No	-	Yes	No	Yes	No	Favor	Unfavor	Oahu	N.I.	Oahu	B.I.
		(A)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)
Q5-4	Strongly agree	29%	22%	34% A	41% A	44%	30%	28%	34%	28%	30%	29%	34% B	24%	38%	34%	31%	26%	31%	23%
	Somewhat agree	41%	45% E	39%	40%	22%	24%	41%	39%	38%	38%	42%	40%	41%	38%	38%	40%	42%	40%	41%
	Somewhat disagree	25%	28% C	22%	16%	13%	41% B C	26%	21%	28%	27%	24%	22% A	22%	22%	22%	24%	28%	24%	33%
	Strongly disagree	5%	5%	5%	3%	21% A B C	5%	5%	7%	6%	4%	5%	3% A	7% A	2%	6% A	6%	4%	6%	3%
	Total	933	478	200	159	37	59	791	142	383	307	626	523	410	286	90	455	478	455	202
SUMMARY	Mean	2.94	2.84	3.03	3.18 A E	2.89	2.78	2.93	3.00	2.89	2.94	2.94	3.04 B	2.82	3.12	3.00	2.96	2.89	2.96	2.83

RESIDENT ATTITUDE STUDY

I personally pay too much state and county taxes overall:

	COUNTY		GENDER		HOUSEHOLD INCOME			ETHNICITY					AGE				HAWAII RESIDENT		
	Maui	Kauai	Male	Female	<\$50K	\$50K-\$100K	\$100K+	Caucasian	Japanese	Hawaiian	Filipino	Other	18-34	35-49	50-64	65+	Born & Raised	Transplant	
	(C)	(D)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(A)	(B)	
Q5-4	Strongly agree	29%	26%	35% B	25%	30%	33%	26%	29%	21%	43% A B	27%	29%	31% D	33% D	35% D	14%	30%	29%
	Somewhat agree	45%	38%	37%	43% A	42%	40%	41%	33%	46% A	37%	45%	47%	42%	41%	36%	44%	44% B	34%
	Somewhat disagree	21%	30%	24%	26%	21%	24%	29%	27%	30%	20%	26%	17%	21%	22%	26%	34% A B	24%	27%
	Strongly disagree	4%	6%	4%	6%	7%	3%	4%	11% B C D	3%	0%	2%	8% C	7%	3%	3%	9% C	2%	10% A
	Total	167	109	398	525	242	313	310	378	197	145	46	137	201	303	239	190	537	396
SUMMARY	Mean	3.00	2.83	3.04 B	2.87	2.95	3.02	2.89	2.80	2.85	3.23 A B	2.97	2.96	2.96 D	3.04 D	3.03 D	2.62	3.01 B	2.82

RESIDENT ATTITUDE STUDY

I personally pay too much state and county taxes overall:

	PRIMARY RESIDENCE			UNION HSE		COLLEGE GRADUATE		EMPLOYED		OAHU AREA						BIG ISLAND		PUBLIC SECTOR	
	Own	Rent	Rent free	Yes	No	Yes	No	Full/Part	No	Metro HNL	East HNL	Windward	North Shore	Central	West	Kona	Hilo	Yes	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(A)	
Q5-4	Strongly agree	27%	33%	24%	30%	29%	26%	34% A	32% B	23%	27%	37%	34%	42%	36%	26%	29%	18%	27%
	Somewhat agree	41%	39%	43%	42%	40%	41%	40%	41%	40%	41%	33%	37%	42%	40%	45%	50%	34%	39%
	Somewhat disagree	27%	23%	24%	25%	25%	28% B	22%	23%	29%	30% E	25%	20%	4	16%	23%	16%	46% A	29%
	Strongly disagree	4%	5%	10%	3%	6%	6%	4%	4%	8% A	3%	5%	9%	17%	7%	7%	4%	3%	4%
	Total	534	327	72	241	692	534	397	607	326	169	63	50	7	84	82	115	87	274
SUMMARY	Mean	2.92	3.00	2.80	2.98	2.92	2.86	3.03 A	3.02 B	2.78	2.92	3.02	2.95	3.08	3.05	2.90	3.04 B	2.67	2.90

RESIDENT ATTITUDE STUDY

I personally pay too much state and county taxes overall:

		PUBLIC SECTOR ...
		No
		(B)
Q5-4	Strongly agree	30%
	Somewhat agree	41%
	Somewhat disagree	23%
	Strongly disagree	6%
	Total	659
SUMMARY	Mean	2.96

(09/21) * Prepared by Anthology Research *1,2,3,5,6

- Results are based on two-sided tests assuming equal variances. For each significant pair, the key of the smaller category appears in the category with the larger mean.
Significance level for upper case letters (A, B, C): .05
- Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.
- This category is not used in comparisons because its column proportion is equal to zero or one.
- Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion.
Significance level for upper case letters (A, B, C): .05
- Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

RESIDENT ATTITUDE STUDY

I personally should pay more in state and county taxes overall:

		TOTAL	POLITICAL PARTY					REG VOTER		CORE VOTER	POLITICALLY ACTIVE		HGI AIDED AWARE		HGI PERCEPTION		AREA		COUNTY	
		-	Dem	Indep	Rep	Libertarian	Other	Yes	No	-	Yes	No	Yes	No	Favor	Unfavor	Oahu	N.I.	Oahu	B.I.
		(A)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)
Q5_5	Strongly agree	5%	6%	2%	5%	8%	6%	5%	8%	5%	10% B	3%	8% B	2%	13% B	4%	4%	7%	4%	9%
	Somewhat agree	14%	16% E	12%	15%	25% E	2%	13%	21% A	15%	20% B	12%	17% B	11%	17% A	27%	14%	16%	14%	18%
	Somewhat disagree	36%	39%	33%	30%	17%	52% C D	37%	30%	37%	31%	38% A	35%	37%	30%	34%	34%	41%	34%	48% A
	Strongly disagree	45%	39%	53% A	51%	49%	39%	45%	42%	42%	38%	47% A	40%	50% A	40%	35%	48% B	36%	48% B	26%
	Total	933	478	200	159	37	59	791	142	383	307	626	523	410	286	90	455	478	455	202
SUMMARY	Mean	1.80	1.89 B	1.63	1.73	1.93	1.75	1.77	1.95 A	1.83	2.03 B	1.71	1.93 B	1.65	2.03	1.99	1.74	1.93 A	1.74	2.09 A C

RESIDENT ATTITUDE STUDY

I personally should pay more in state and county taxes overall:

		COUNTY		GENDER		HOUSEHOLD INCOME			ETHNICITY					AGE				HAWAII RESIDENT	
		Maui	Kauai	Male	Female	<\$50K	\$50K-\$100K	\$100K+	Caucasian	Japanese	Hawaiian	Filipino	Other	18-34	35-49	50-64	65+	Born & Raised	Transplant
		(C)	(D)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(A)	(B)
Q5_5	Strongly agree	6%	6%	8% B	3%	3%	5%	7%	9% B	2%	4%	4%	6%	5%	8% D	4%	2%	5%	5%
	Somewhat agree	14%	13%	16%	13%	13%	14%	16%	20% C	14%	10%	11%	10%	19% C	15%	8%	15%	14%	15%
	Somewhat disagree	32%	43%	32%	39% A	33%	36%	40%	25%	42% A	34%	49% A	41% A	38%	31%	36%	43%	39% B	32%
	Strongly disagree	48% B	38%	44%	45%	50% C	45%	38%	46%	42%	52%	36%	43%	37%	47%	52% A	41%	42%	48%
	Total	167	109	398	525	242	313	310	378	197	145	46	137	201	303	239	190	537	396
SUMMARY	Mean	1.77	1.88	1.88 B	1.73	1.70	1.80	1.92 A	1.92 C	1.76	1.66	1.81	1.80	1.93 C	1.83	1.65	1.78	1.82	1.76

RESIDENT ATTITUDE STUDY

I personally should pay more in state and county taxes overall:

	PRIMARY RESIDENCE			UNION HSE		COLLEGE GRADUATE		EMPLOYED		OAHU AREA						BIG ISLAND		PUBLIC SECTOR	
	Own	Rent	Rent free	Yes	No	Yes	No	Full/Part	No	Metro HNL	East HNL	Windward	North Shore	Central	West	Kona	Hilo	Yes	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)	(A)	
Q5_5	Strongly agree	6%	4%	1%	5%	5%	6%	4%	6%	4%	5%	6%	5%	4%	2%	19% B	1%	6%	
	Somewhat agree	16% C	14% C	3%	9%	16% A	15%	14%	15%	13%	10%	21%	10%	8%	10%	21% A	13%	13%	
	Somewhat disagree	39% B	30%	44% B	39%	35%	39%	33%	35%	38%	46% B E F	22%	32%	33%	29%	26%	34%	58% A	42% B
	Strongly disagree	38%	52% A	52% A	47%	43%	41%	49% A	44%	45%	39%	51%	53%	58%	57% A	51%	23%	28%	39%
	Total	534	327	72	241	692	534	397	607	326	169	63	50	7	84	82	115	87	274
SUMMARY	Mean	1.91 B C	1.70	1.53	1.72	1.83	1.85 B	1.73	1.82	1.75	1.81	1.82	1.67	1.50	1.60	1.75	2.39 B	1.87	1.86

RESIDENT ATTITUDE STUDY

I personally should pay more in state and county taxes overall:

		PUBLIC SECTOR ...
		No
		(B)
Q5_5	Strongly agree	4%
	Somewhat agree	15%
	Somewhat disagree	33%
	Strongly disagree	47% A
	Total	659
SUMMARY	Mean	1.77

(09/21) * Prepared by Anthology Research *1,2,3,5,6

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