

RESIDENT ATTITUDE STUDY

Excerpt on Regulations

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

Government regulations are necessary to keep local people safe:

	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)
Strongly agree	27%	35% B C E	21%	17%	33%	12%	28%	22%	29%	35% B	24%	32% B	21%	37%	40%	27%	27%	27%	28%
Somewhat agree	53%	54%	52%	56%	32%	48%	51%	60%	49%	47%	55% A	49%	57% A	45%	45%	55%	48%	55%	46%
Somewhat disagree	15%	9%	19% A	18% A	28% A	33% A	16%	13%	17%	12%	16%	14%	16%	12%	11%	13%	20% A	13%	24% A D
Strongly disagree	5%	2%	8% A	9% A	8%	7%	5%	5%	5%	6%	5%	5%	5%	6%	3%	5%	5%	5%	2%
Total	933	478	200	159	37	59	791	142	383	307	626	523	410	286	90	455	478	455	202
SUMMARY Mean	3.02	3.21 B C E	2.86	2.81	2.90	2.65	3.02	2.99	3.02	3.11 B	2.98	3.07 B	2.95	3.13	3.23	3.04	2.97	3.04	2.99

RESIDENT ATTITUDE STUDY

Government regulations are necessary to keep local people safe:

	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)
Strongly agree	22%	35%	28%	27%	26%	27%	27%	30%	27%	25%	26%	24%	28%	32%	23%	23%	26%	29%
Somewhat agree	49%	50%	50%	55%	51%	57%	51%	48%	57%	50%	57%	55%	56%	52%	51%	51%	54%	50%
Somewhat disagree	23% A D	5%	16%	14%	15%	13%	17%	15%	14%	17%	17%	17%	9%	14%	20% A	19% A	15%	15%
Strongly disagree	6%	10%	6%	4%	9% B	3%	5%	7%	3%	9%	4	3%	7%	2%	6%	7%	5%	6%
Total	167	109	398	525	242	313	310	378	197	145	46	137	201	303	239	190	537	396
SUMMARY Mean	2.87	3.11	2.99	3.04	2.93	3.08	3.00	3.01	3.07	2.91	3.10	3.01	3.06	3.14 C D	2.91	2.89	3.01	3.03

RESIDENT ATTITUDE STUDY

Government regulations are necessary to keep local people safe:

	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)
Strongly agree	26%	29%	28%	27%	27%	30% B	23%	26%	29%	28%	37% F	31%	8%	32% F	15%	46% B	14%	30%
Somewhat agree	52%	52%	56%	49%	54%	51%	55%	55%	49%	54%	45%	53%	75%	49%	68% B E	45%	46%	48%
Somewhat disagree	17%	13%	11%	21% B	13%	15%	15%	14%	17%	16%	13%	12%	4	15%	8%	7%	36% A	19% B
Strongly disagree	4%	6%	5%	4%	6%	4%	7%	5%	5%	3%	5%	4%	17%	5%	9%	2%	3%	3%
Total	534	327	72	241	692	534	397	607	326	169	63	50	7	84	82	115	87	274
SUMMARY Mean	2.99	3.04	3.06	2.98	3.03	3.07 B	2.95	3.01	3.02	3.06	3.13	3.10	2.75	3.07	2.89	3.37 B	2.72	3.05

RESIDENT ATTITUDE STUDY

Government regulations are necessary to keep local people safe:

	PUBLIC SECTOR ...
	No
	(B)
Strongly agree	26%
Somewhat agree	55%
Somewhat disagree	14%
Strongly disagree	6%
Total	659
SUMMARY Mean	3.00

(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

Hawaii would be a better place with more government regulations:

	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)
Strongly agree	8%	10%	4%	10%	17% E	1%	7%	13% A	6%	13% B	6%	11% B	5%	13%	14%	9%	7%	9%	9%
Somewhat agree	29%	35% C	29%	21%	20%	18%	28%	37% A	27%	34% B	27%	30%	29%	29%	41% A	30%	29%	30%	31%
Somewhat disagree	43%	44%	39%	39%	27%	54%	44% B	33%	46%	31%	47% A	40%	46%	41% B	24%	42%	43%	42%	47%
Strongly disagree	20%	11%	28% A	30% A	36% A	27% A	20%	17%	21%	22%	19%	20%	20%	17%	20%	20%	20%	20%	13%
Total	933	478	200	159	37	59	791	142	383	307	626	523	410	286	90	455	478	455	202
SUMMARY Mean	2.26	2.43 B C E	2.10	2.11	2.18	1.94	2.23	2.46 A	2.19	2.38 B	2.21	2.32 B	2.19	2.39	2.50	2.27	2.24	2.27	2.35

RESIDENT ATTITUDE STUDY

Hawaii would be a better place with more government regulations:

	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)
Strongly agree	7%	5%	11% B	6%	8%	8%	8%	12%	5%	6%	11%	8%	13% C D	11% D	6% D	0%	7%	9%
Somewhat agree	23%	37%	27%	31%	25%	33%	27%	25%	32%	29%	35%	28%	34% C	36% C D	21%	23%	31%	27%
Somewhat disagree	42%	38%	39%	46% A	40%	41%	48%	38%	51% A C	37%	42%	48%	37%	35%	50% A B	51% A B	44%	40%
Strongly disagree	28% B	19%	23% B	17%	27% B C	17%	17%	25% B D	13%	29% B D	12%	16%	15%	18%	23%	25%	17%	24% A
Total	167	109	398	525	242	313	310	378	197	145	46	137	201	303	239	190	537	396
SUMMARY Mean	2.09	2.28	2.25	2.26	2.14	2.32 A	2.26	2.23	2.29	2.12	2.44 C	2.29	2.46 C D	2.40 C D	2.10	1.99	2.28	2.22

RESIDENT ATTITUDE STUDY

Hawaii would be a better place with more government regulations:

	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)
Strongly agree	7%	11%	7%	6%	9%	7%	10%	9%	6%	6%	20% A C	2%	8%	11%	8%	17% B	2%	5%
Somewhat agree	27%	34%	25%	32%	28%	30%	28%	31%	26%	29%	25%	37%	8%	31%	30%	48% B	19%	34% B
Somewhat disagree	48% B	32%	52% B	44%	42%	45%	40%	40%	47%	49%	37%	44%	17%	37%	38%	24%	63% A	44%
Strongly disagree	18%	23%	17%	18%	21%	18%	23%	19%	21%	16%	19%	17%	67% A B C E F	22%	24%	10%	16%	17%
Total	534	327	72	241	692	534	397	607	326	169	63	50	7	84	82	115	87	274
SUMMARY Mean	2.23	2.32	2.21	2.26	2.26	2.27	2.24	2.30 B	2.17	2.24	2.46 D	2.24	1.58	2.30	2.22	2.73 B	2.08	2.26

RESIDENT ATTITUDE STUDY

Hawaii would be a better place with more government regulations:

	PUBLIC SECTOR ...
	No
	(B)
Strongly agree	10% A
Somewhat agree	27%
Somewhat disagree	42%
Strongly disagree	21%
Total	659
SUMMARY Mean	2.26

(09/21) * Prepared by Anthology Research *1,2,3,4,5

- 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.
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Significance level for upper case letters (A, B, C): .05
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RESIDENT ATTITUDE STUDY

Hawaii has too many government regulations:

	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
	(A)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(A)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)
Strongly agree	21%	11%	28% A	35% A	61% A B E	18%	21%	20%	22%	24%	20%	21%	21%	26%	18%	21%	22%	21%
Somewhat agree	42%	42%	41%	38%	28%	58%	41%	49%	42%	39%	43%	45% B	38%	46%	48%	40%	46%	40%
Somewhat disagree	31%	38% C D	29%	23%	10%	22%	32%	29%	30%	31%	31%	27%	36% A	23%	23%	32%	30%	32%
Strongly disagree	6%	9% B	2%	5%	4	2%	7% B	1%	7%	6%	6%	7%	5%	5%	12% A	7% B	3%	7%
Total	933	478	200	159	37	59	791	142	383	307	626	523	410	286	90	455	478	455
SUMMARY Mean	2.78	2.56	2.94 A	3.03 A	3.51 A B C E	2.93 A	2.76	2.89	2.78	2.81	2.77	2.81	2.75	2.93 B	2.71	2.74	2.87 A	2.74

RESIDENT ATTITUDE STUDY

Hawaii has too many government regulations:

	COUNTY			GENDER		HOUSEHOLD INCOME			ETHNICITY					AGE				HAWAII RESIDENT
	B.I.	Maui	Kauai	Male	Female	<\$50K	\$50K-\$100K	\$100K+	Caucasian	Japanese	Hawaiian	Filipino	Other	18-34	35-49	50-64	65+	Born & Raised
	(B)	(C)	(D)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(D)	(E)	(A)	(B)	(C)	(D)	(A)
Strongly agree	21%	20%	30%	26% B	18%	22%	20%	22%	23% B	13%	25% B	31% B	19%	22%	19%	22%	21%	22%
Somewhat agree	51%	44%	35%	41%	42%	43%	41%	44%	41%	39%	42%	46%	48%	39%	43%	44%	42%	44%
Somewhat disagree	26%	33%	32%	28%	34% A	28%	32%	31%	28%	45% A C D E	25%	21%	27%	32%	32%	29%	31%	30%
Strongly disagree	2%	3%	3%	6%	6%	7%	7%	4%	8%	4%	7%	2%	6%	6%	6%	5%	6%	5%
Total	202	167	109	398	525	242	313	310	378	197	145	46	137	201	303	239	190	537
SUMMARY Mean	2.90	2.81	2.93	2.86 B	2.72	2.81	2.75	2.83	2.79	2.60	2.86 B	3.06 A B	2.80	2.77	2.75	2.83	2.78	2.82 B

RESIDENT ATTITUDE STUDY

Hawaii has too many government regulations:

	HAWAII RESIDENT	PRIMARY RESIDENCE			UNION HSE		COLLEGE GRADUATE		EMPLOYED		OAHU AREA						BIG ISLAND	
	Transplant	Own	Rent	Rent free	Yes	No	Yes	No	Full/Part	No	Metro HNL	East HNL	Windward	North Shore	Central	West	Kona	Hilo
	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(C)	(D)	(E)	(F)	(A)	(B)
Strongly agree	20%	20%	22%	22%	22%	20%	20%	22%	19%	15%	20%	15%	50% A	29% A	25%	28%	15%	
Somewhat agree	39%	46%	38%	36%	41%	42%	42%	41%	42%	43%	38%	44%	50%	37%	36%	38%	60% A	
Somewhat disagree	33%	30%	32%	37%	30%	32%	33%	29%	32%	35%	32%	36%	4	27%	30%	29%	24%	
Strongly disagree	8% A	5%	8%	5%	6%	6%	5%	7%	4%	9% A	7%	10%	5%	4	7%	9%	4%	1%
Total	396	534	327	72	241	692	534	397	607	326	169	63	50	7	84	82	115	87
SUMMARY Mean	2.71	2.81	2.74	2.75	2.79	2.78	2.78	2.78	2.81	2.71	2.66	2.69	2.70	3.50 A	2.88	2.77	2.91	2.90

RESIDENT ATTITUDE STUDY

Hawaii has too many government regulations:

	PUBLIC SECTOR HSE	
	Yes	No
	(A)	(B)
Strongly agree	20%	21%
Somewhat agree	42%	42%
Somewhat disagree	32%	31%
Strongly disagree	6%	6%
Total	274	659
SUMMARY Mean	2.77	2.79

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

1. 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
2. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
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Significance level for upper case letters (A, B, C): .05
6. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

RESIDENT ATTITUDE STUDY

Government regulations hurt Hawaii's small businesses:

	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)
Strongly agree	24%	13%	31% A	41% A	59% A B E	22%	24%	25%	23%	34% B	20%	25%	23%	31%	21%	24%	24%	24%	26%
Somewhat agree	45%	46%	46%	36%	37%	58% C	44%	52%	40%	34%	49% A	45%	44%	44%	42%	44%	47%	44%	52%
Somewhat disagree	27%	34% B C D	22%	21%	4%	20%	28%	22%	31%	25%	28%	26%	29%	21%	29%	28%	25%	28%	19%
Strongly disagree	4%	7% B	1%	2%	4	0%	5%	1%	6%	7% B	3%	4%	4%	4%	8%	4%	4%	4%	3%
Total	933	478	200	159	37	59	791	142	383	307	626	523	410	286	90	455	478	455	202
SUMMARY Mean	2.89	2.65	3.08 A	3.16 A	3.55 A B E	3.01 A	2.87	3.00	2.82	2.95	2.86	2.92	2.85	3.02 B	2.76	2.87	2.92	2.87	3.00

RESIDENT ATTITUDE STUDY

Government regulations hurt Hawaii's small businesses:

	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)
Strongly agree	22%	27%	30% B	19%	24%	22%	27%	31% B	17%	28%	21%	19%	22%	22%	29%	22%	24%	23%
Somewhat agree	48%	30%	41%	47%	47%	43%	43%	36%	44%	49%	56% A	48%	47%	47%	45%	38%	47%	41%
Somewhat disagree	25%	41% B	25%	29%	24%	30%	27%	26%	37% C D	19%	21%	26%	29%	26%	21%	36% C	26%	29%
Strongly disagree	5%	2%	4%	4%	4%	5%	3%	6%	2%	5%	2%	7%	3%	5%	5%	4%	3%	7% A
Total	167	109	398	525	242	313	310	378	197	145	46	137	201	303	239	190	537	396
SUMMARY Mean	2.86	2.81	2.97 B	2.82	2.92	2.83	2.95	2.93	2.77	2.99	2.98	2.78	2.89	2.88	2.98	2.78	2.93 B	2.81

RESIDENT ATTITUDE STUDY

Government regulations hurt Hawaii's small businesses:

	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)
Strongly agree	22%	27%	24%	24%	24%	23%	25%	26% B	20%	17%	29%	22%	50%	29%	28%	34%	20%	20%
Somewhat agree	46%	42%	45%	47%	44%	42%	48%	45%	44%	46%	32%	52%	50%	44%	43%	39%	62% A	46%
Somewhat disagree	27%	27%	28%	25%	28%	30%	24%	25%	31%	30%	35%	25%	4	25%	25%	22%	18%	29%
Strongly disagree	4%	4%	4%	4%	4%	5%	3%	3%	6%	7%	4%	4	4	2%	4%	6%	1%	5%
Total	534	327	72	241	692	534	397	607	326	169	63	50	7	84	82	115	87	274
SUMMARY Mean	2.86	2.92	2.89	2.91	2.88	2.85	2.94	2.94 B	2.78	2.72	2.86	2.97	3.50 A	3.00 A	2.95	3.00	3.01	2.82

RESIDENT ATTITUDE STUDY

Government regulations hurt Hawaii's small businesses:

	PUBLIC SECTOR ...
	No
	(B)
Strongly agree	26% A
Somewhat agree	44%
Somewhat disagree	26%
Strongly disagree	4%
Total	659
SUMMARY Mean	2.92

(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.