



May 27, 2021

TO: Hale Makua Health Services

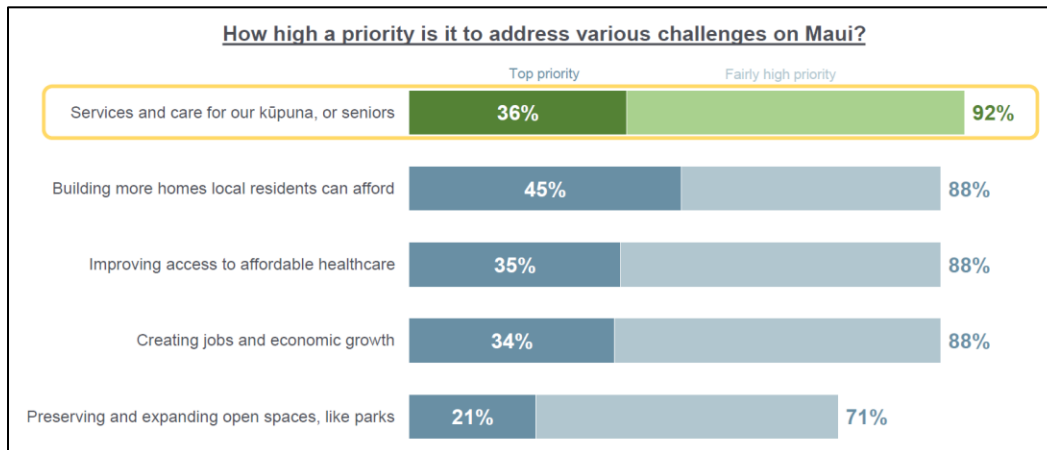
FR: Strategies 360 Research

RE: Maui Residents Strongly Support the Hale Makua Vision

A recent survey of Maui residents finds overwhelming community support for Hale Makua's plan to improve and expand kūpuna services and housing in Kahului Community Center Park. Over 4 in 5 residents favor moving forward with the project, with support spanning demographic, ideological, and geographic lines.

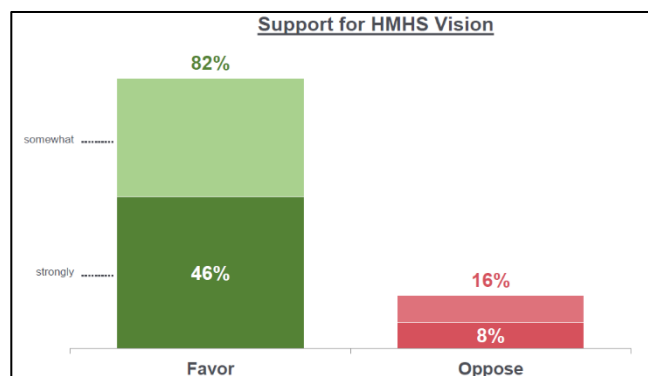
### KEY FINDINGS

- ❖ **Hale Makua enjoys a stellar reputation across the island.** Nearly 9 in 10 Maui residents are familiar with Hale Makua Health Services and the overwhelming majority of them have positive impressions of the organization: 70% favorable to just 3% unfavorable.
- ❖ **Improving services and care for kūpuna is a top priority for the community.** Over 9 in 10 residents say that services and care for our kūpuna is a fairly high or top priority, eclipsing the number who say the same about building more affordable housing, improving access to affordable healthcare, and creating jobs and economic growth (each 88%). Women, residents in lower-income households, and those who've lived in Maui for over 20 years are most likely to see kūpuna care as a top priority.



- ❖ **Residents almost unanimously want to see new efforts to improve and expand kūpuna services and housing on Maui.** A full 92% favor new efforts improving and expanding kūpuna services and housing on Maui while just 6% oppose. Nearly two-thirds (63%) say they *strongly* favor these efforts.

- ❖ **Hale Makua’s vision draws 82% support with minimal opposition.** Upon hearing a neutral description of Hale Makua’s vision<sup>1</sup>, over 4 in 5 residents favor moving forward with the project, including 46% who *strongly* favor doing so. The coalition in favor of this project is extraordinarily consistent across demographic groups, with support exceeding 75% among men and women, younger and older residents, residents of every racial/ethnic background, low-income and high-income households, residents from each region of the island (including 84% among those in the Kahului area), liberals and conservatives, homeowners and renters, and those with and without a college degree.



- ❖ **The community’s top priorities for the Hale Makua plan are health/wellness services and housing for kūpuna.** Over 9 in 10 residents (91%) say expanding access to kūpuna health and wellness services is a top or high priority for the effort, while a similar proportion (88%) prioritize building new housing that is truly affordable for kūpuna. Community members also prioritize creating a safe, vibrant, and stimulating community for kūpuna. Additional benefits – like promoting food sustainability, expanding outdoor recreation areas, and providing employment and skills training for kūpuna – are secondary priorities.
- ❖ **Residents prefer that the vision include areas space for community use in addition to the services and housing for kūpuna.** Residents do not want the park to become a space set aside exclusively for kūpuna; while the primary goal of the vision is to provide kūpuna services, care, and housing, residents prefer it also include broader community spaces for all to enjoy.
- ❖ **Existing usage of KCC Park is fairly limited.** Only 9% of Maui residents say they use or visit KCC Park on a weekly basis, while another 16% say they do so once or twice a month – and questions on the frequency of personal use of a public service can sometimes overstate the actual behavior, so actual usage of the park could be even lower than reported here. Park users tend to be younger, male, and reside in the Kahului area.

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## ABOUT THE POLL

On behalf of Hale Makua Health Services, Strategies 360 conducted a mixed mode survey of 400 Maui residents between April 29<sup>th</sup> and May 5<sup>th</sup>, 2021. A combination of live-interviewer landline, mobile phone, and text message interviews were conducted to ensure greater coverage of the Maui population. The margin of error for a survey of 400 interviews is  $\pm 4.9\%$  at the 95% confidence interval.

<sup>1</sup> “Would you favor or oppose a proposal to transform KCC Park in Kahului into a new community area for the primary benefit of kūpuna? It would include community spaces and recreation areas as well as kūpuna housing, a kūpuna health and wellness center, and other services for kūpuna.” Half of respondents also heard that the project was “led by Hale Makua, a Maui-based non-profit focused on caring for kūpuna.”