



# Public Opinion on Maui: A Report for Hale Makua Health Services

KEY SURVEY FINDINGS AND STRATEGIC  
RECOMMENDATIONS

May 2021





# METHODOLOGY

Strategies 360 conducted a survey of **400 Maui residents** between **April 29-May 5, 2021**.

- ✓ A combination of landline, mobile phone, and text message interviews were conducted to ensure greater coverage of the population sampled.
- ✓ The margin of error for a survey of 400 interviews is **±4.9%** at the 95% confidence level for each individual sample. The margin of error is higher for subsamples.
- ✓ Other sources of error not accounted for by the stated statistical margin of error include, but are not limited to, question wording, question order, coverage bias, and response bias.
- ✓ When analyzing survey results by ethnicity, this presentation highlights results among those identifying as *Caucasian/White, Asian or Pacific Islander (API), or mixed/multi-racial*. The API category includes respondents identifying as Filipino, Japanese, Korean, Chinese, and Pacific Islander – each of whom may hold distinct preferences, but do not make up a large enough proportion of the sample to allow for individual analysis in this deck.



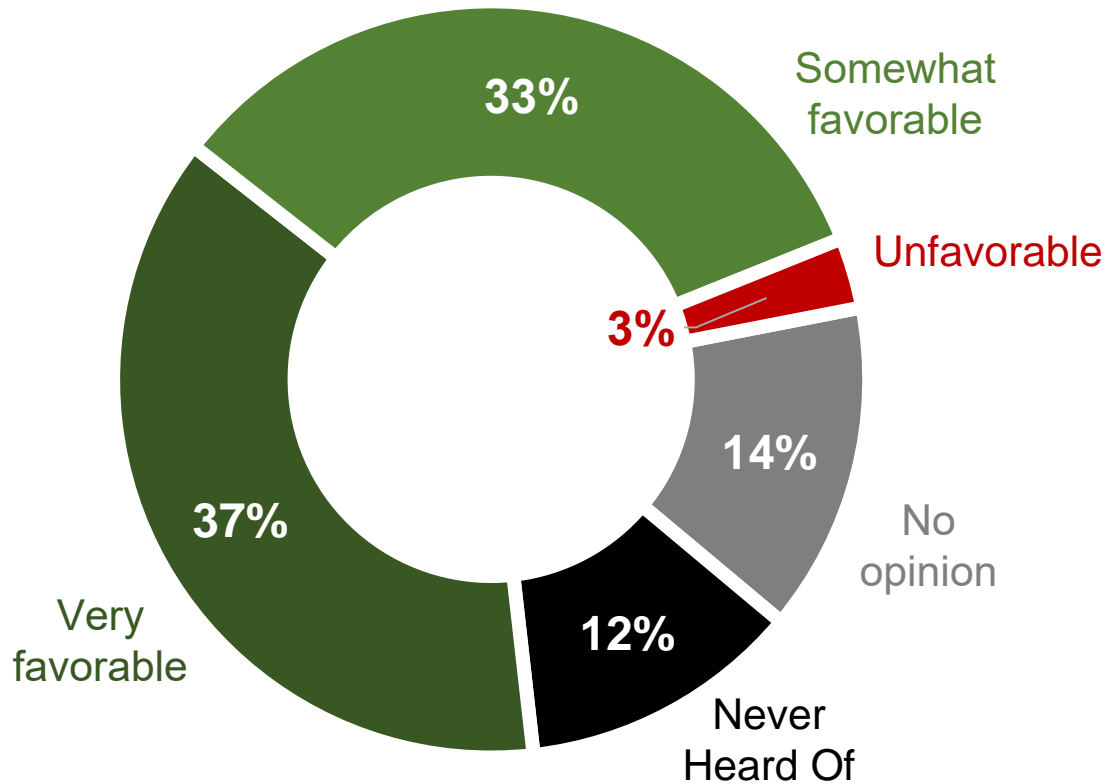
## KEY FINDINGS

- ❑ Though most are unaware of the oncoming demographic crisis, Maui residents place a high priority on caring for kūpuna. Over 9 in 10 say it is a high or top priority for the island to address.
- ❑ Residents widely approve of plans to improve and expand kūpuna services and housing on Maui; support exceeds 90% when described in general terms and holds at 82% when Hale Makua's specific vision for KCC Park is introduced.
- ❑ Hale Makua is very well known on the island and viewed extremely favorably. Framing the proposal as coming from HMHS boosts its support further.
- ❑ Residents' priorities for the vision include elements which expand access to kūpuna health and wellness services and build new housing that is affordable for kūpuna. Other services like skills training, sustainable food production, and outdoor recreation space are secondary priorities.
- ❑ Residents strongly prefer that the vision include space for the community's use rather than entirely setting it aside for kūpuna. This preference is shared across nearly every subgroup of residents.

Hale Makua enjoys a stellar reputation across the island.

### Impressions of Hale Makua Health Services

70% Total Favorable | 3% Total Unfavorable

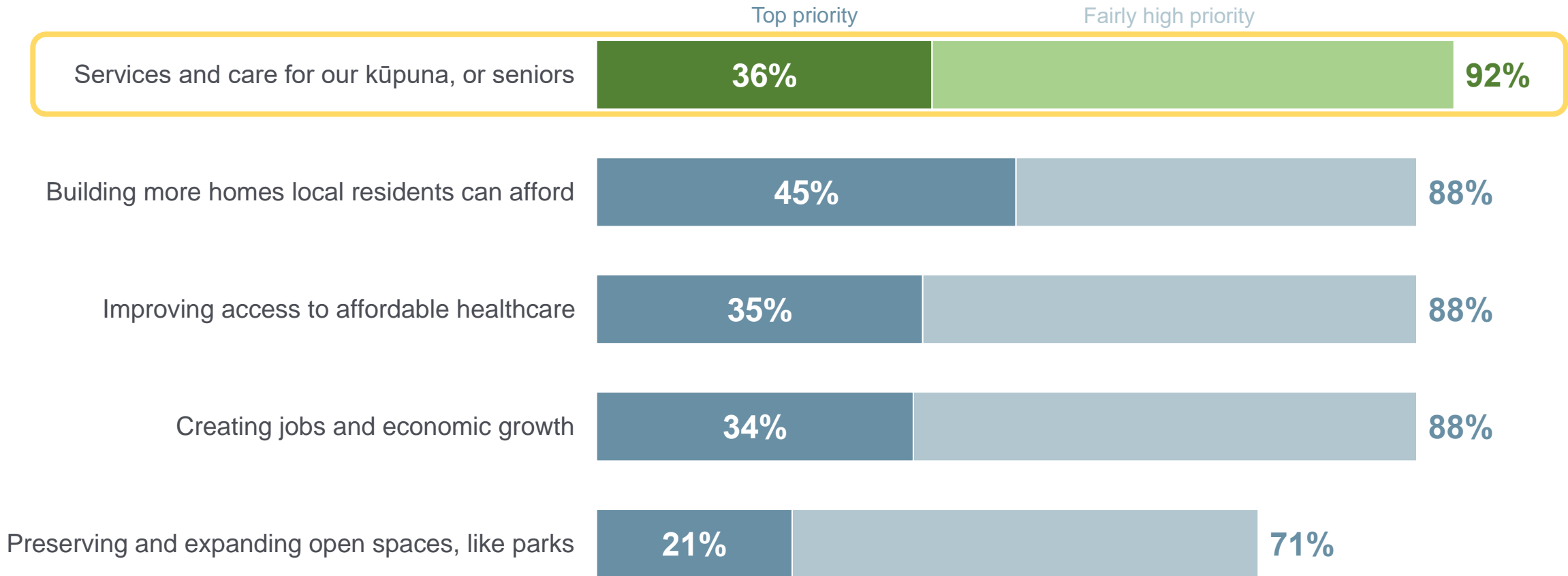


% Very favorable	
<b>Total</b>	<b>37</b>
Men	27
Women	47
Age 18-49	29
Age 50-64	44
Age 65+	44
Non-college grad	41
College graduate	28
Liberal	22
Moderate	35
Conservative	48
West/South Maui	34
Central/Kahului	44
East/Upcountry	33

% Very favorable	
<b>Total</b>	<b>37</b>
Income <\$50k	35
Income \$50-100k	34
Income \$100k+	44
Caucasian	27
API	44
Multi/mixed	40
Homeowner	35
Home renter	37
Kup in home	40
No kup in home	34
Under 20 yr res	22
Over 20 yr res	42

Kūpuna care is a top priority for Maui residents, rivaling housing and healthcare.

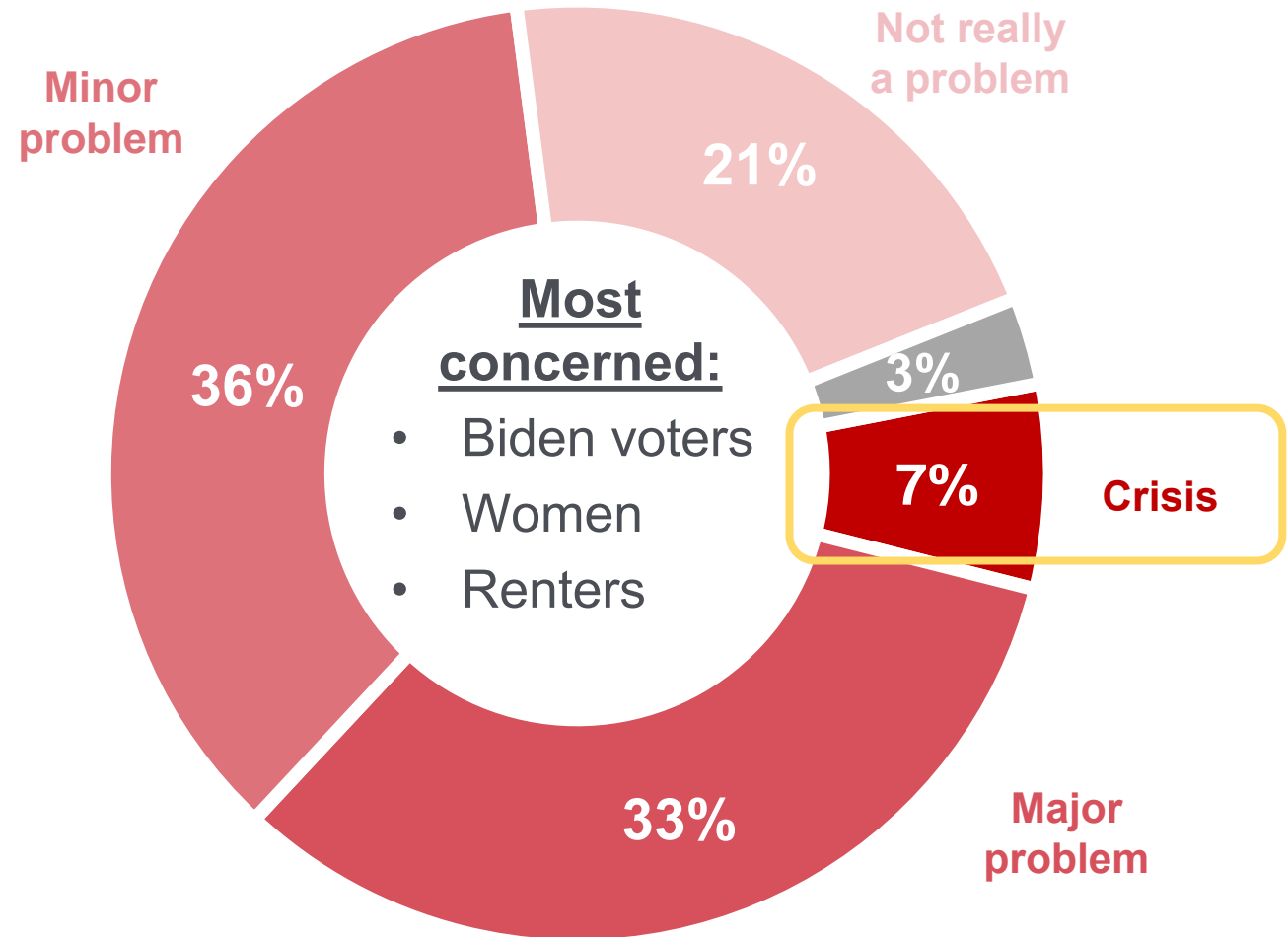
**How high a priority is it to address various challenges on Maui?**



There is a major opportunity to communicate about the impending demographic crisis, which many Maui residents are not aware of.

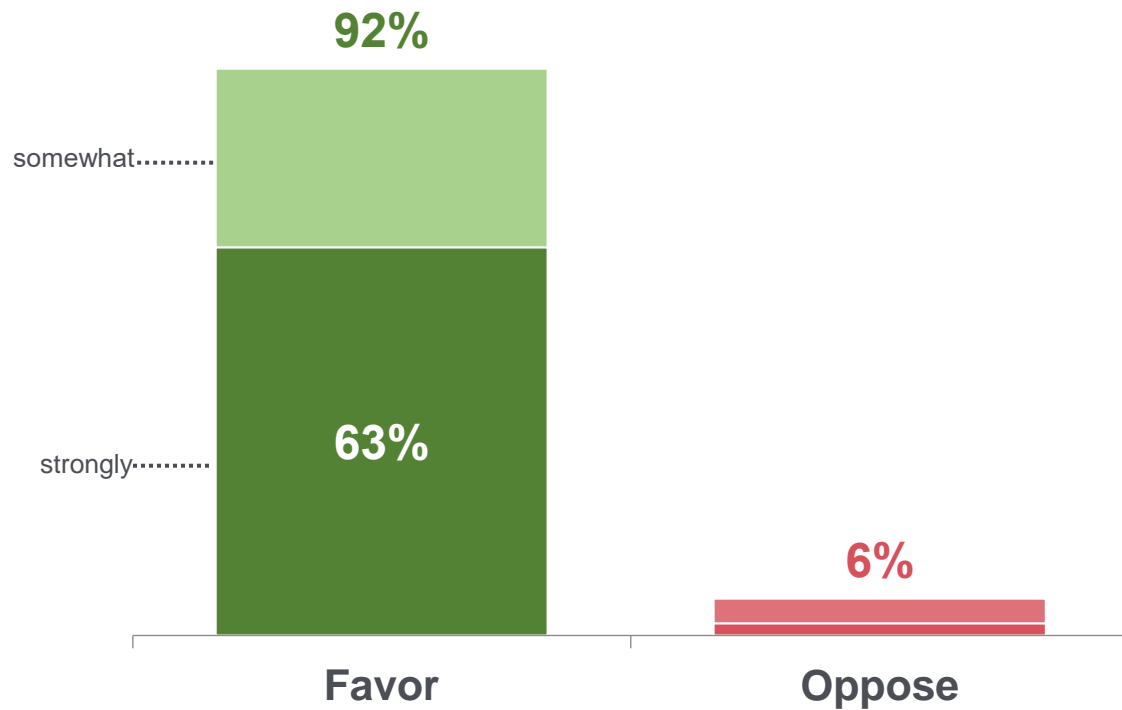
*As you may know, the U.S. Census estimates that the population of Maui residents over age 65 will rise dramatically in the coming years, with the number of seniors expected to more than double by the year 2040.*

***When thinking about the future of the County, would you say Maui's aging population is a crisis, a major problem, a minor problem, or not really a problem?***



There is overwhelming support for the general goal of expanding kūpuna services on Maui, encompassing broad majorities of every demographic group.

**Would you favor or oppose new efforts to improve and expand kūpuna services and housing on Maui?**



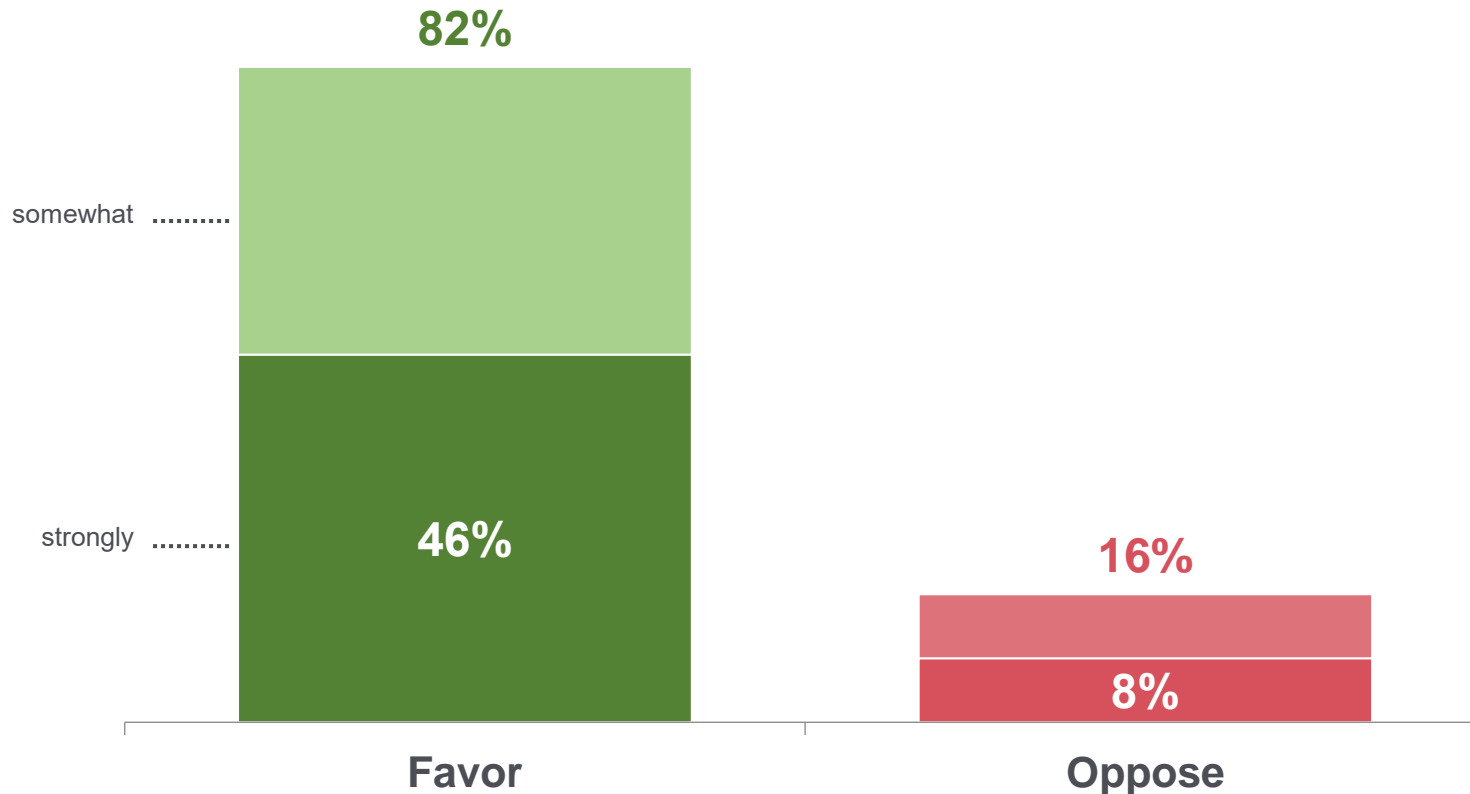
% Strongly Favor	
<b>Total</b>	<b>63</b>
Men	56
Women	69
Age 18-49	59
Age 50-64	65
Age 65+	69
Non-college grad	63
College graduate	61
Liberal	60
Moderate	61
Conservative	68
West/South Maui	60
Central/Kahului	65
East/Upcountry	64

% Strongly Favor	
<b>Total</b>	<b>63</b>
Income <\$50k	59
Income \$50-100k	69
Income \$100k+	65
Caucasian	52
API	65
Multi/mixed	70
Homeowner	64
Home renter	61
Kup in home	69
No kup in home	59
Under 20 yr res	44
Over 20 yr res	70

An introduction to the specific HMHS vision draws support from over 8 in 10 residents.

Would you favor or oppose a proposal [led by Hale Makua, a Maui-based non-profit focused on caring for kūpuna,] 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.

### Support for HMHS Vision





Support for the project spans demographic, geographic, and ideological lines, though intensity is highest among women, those aged 50-64, and long-time Maui residents.

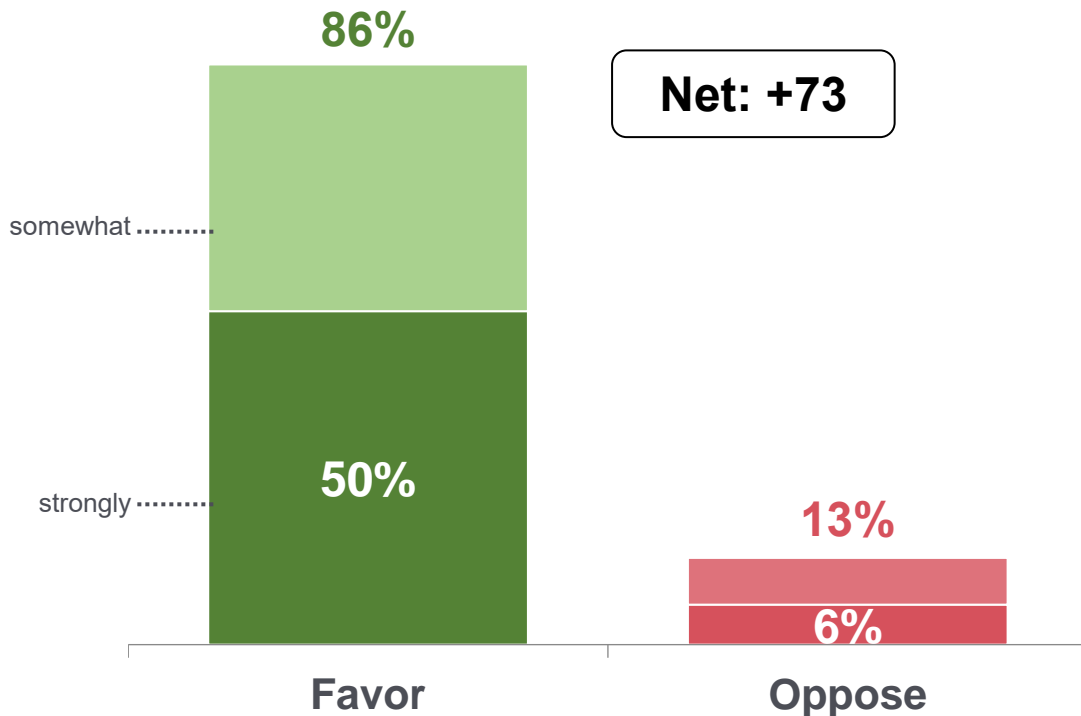
<i>Initial Ask</i>	Total Support	Strong Support
<b>Total</b>	<b>82</b>	<b>46</b>
Men	78	41
Women	87	53
Age 18-49	80	39
Age 50-64	86	59
Age 65+	80	45
Non-college grad	80	46
College graduate	86	45
Liberal	79	46
Moderate	79	43
Conservative	86	47
West/South Maui	81	44
Central/Kahului	84	45
East/Upcountry	82	50

<i>Initial Ask</i>	Total Support	Strong Support
<b>Total</b>	<b>82</b>	<b>46</b>
Income <\$50k	84	46
Income \$50-100k	79	46
Income \$100k+	88	48
Caucasian	81	39
API	86	47
Multi/mixed	85	57
Homeowner	82	45
Home renter	84	49
Kup in home	83	47
No kup in home	81	46
Under 20 years	78	39
Over 20 years	84	49

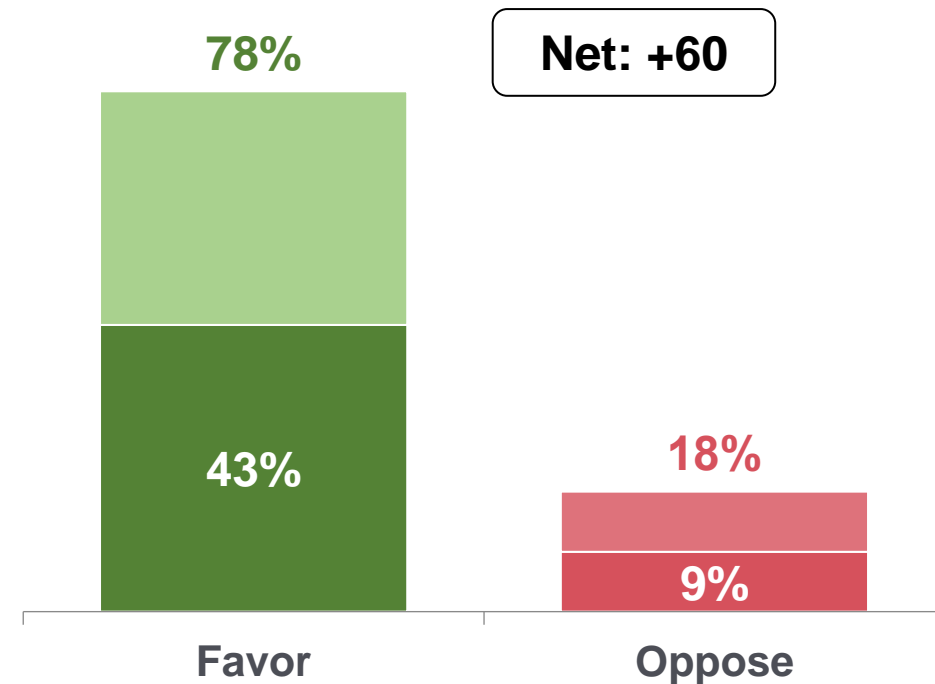
Use of the HMHS name/brand in describing the project further strengthens its appeal.

Would you favor or oppose a proposal [led by Hale Makua, a Maui-based non-profit focused on caring for kūpuna ,] 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.

With HMHS Brand\*

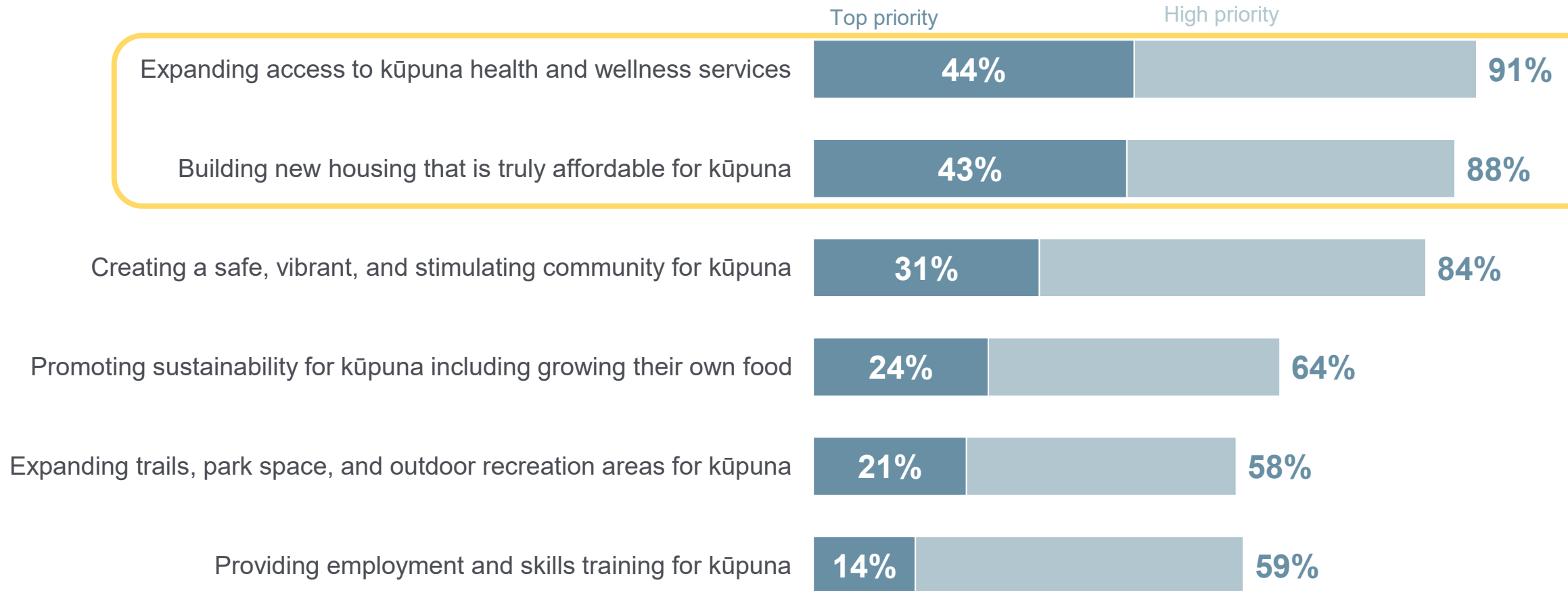


Without HMHS Brand\*



In assessing their priorities for the project, residents say it is most important to focus on caring for kūpuna health / wellness and affordable housing.

**What should be included in new efforts to improve and expand kūpuna services and housing?**





## We tested 6 distinct messages for communicating about the project.

### **Responsibility**

We all have a responsibility to care for our kūpuna. This proposal not only addresses their healthcare, food, and housing needs, but will give them a sense of purpose, allowing them to age with dignity and integrate them into an active, intergenerational community.

### **Future**

Maui's senior population is exploding and we are currently unprepared to address their growing needs. We need to think long-term. This proposal will help us meet the needs of our kūpuna now and for generations of kūpuna to come.

### **Housing**

Three quarters of Maui kūpuna currently live with family members. This proposal will create new affordable, safe, and comfortable housing for kūpuna who prefer to live among peers – and it will help ease the housing crisis for all of us by creating more housing supply.

### **Safety**

The new community will be a safe and walkable area not just for kūpuna but for children and families. It will improve the surrounding neighborhood and help draw businesses and restaurants to Kahului.

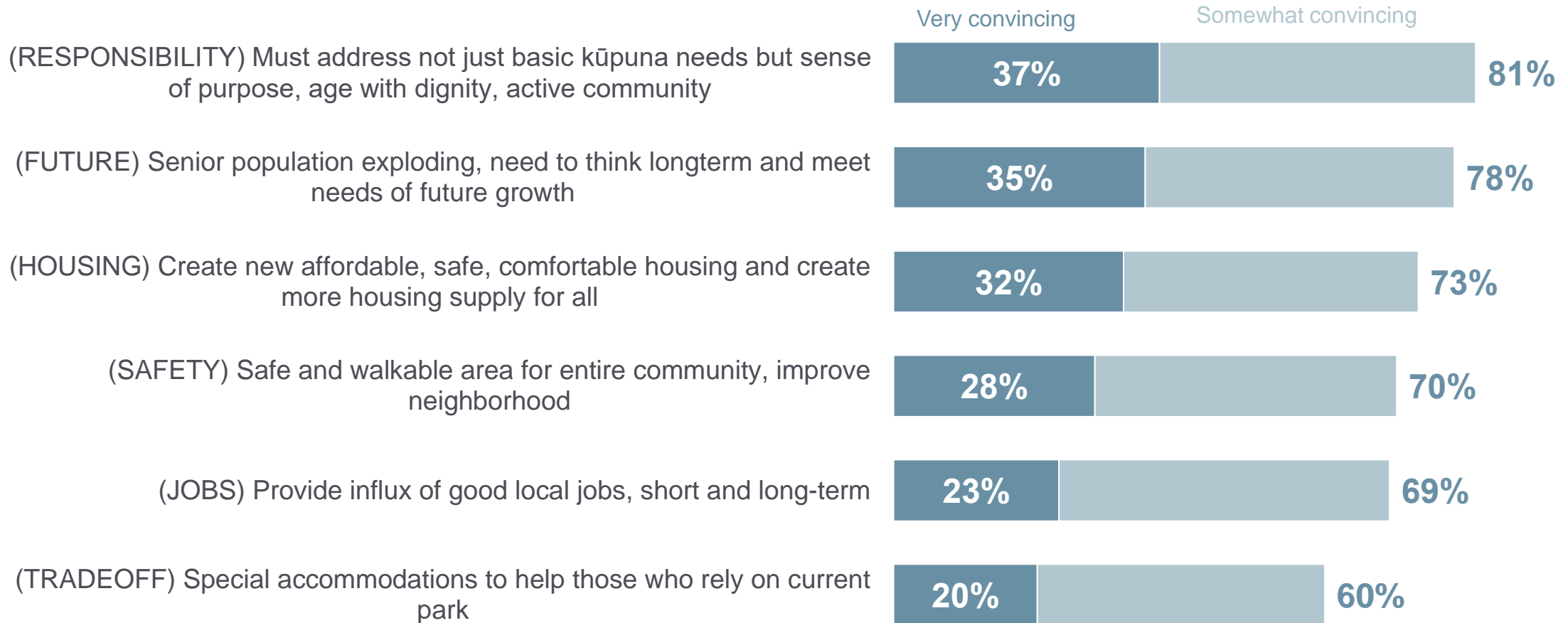
### **Jobs**

This proposal will provide an influx of good paying local jobs – both in construction in the short term as well as permanent health and wellness focused jobs in our community.

### **Tradeoff**

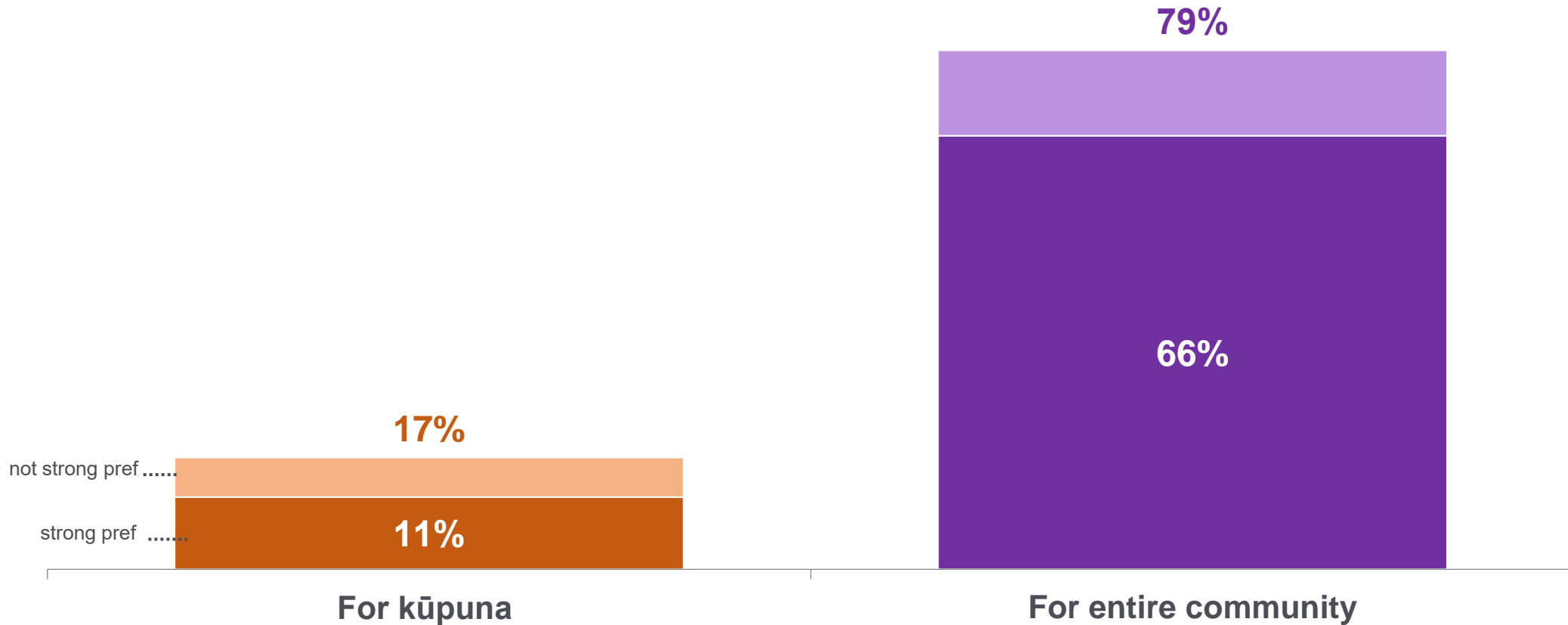
While the benefits are clear, there is no doubt that the project requires tradeoffs and would change the look of KCC Park. To lessen any negative impacts, special accommodations would be made to help groups which rely on the current park so that they could find suitable alternatives.

All six frames resonate strongly; the strongest arguments go back to the fundamental goals of caring for Maui's kūpuna, today and in the future, especially by creating more affordable housing. Improving community safety and providing jobs are secondary benefits



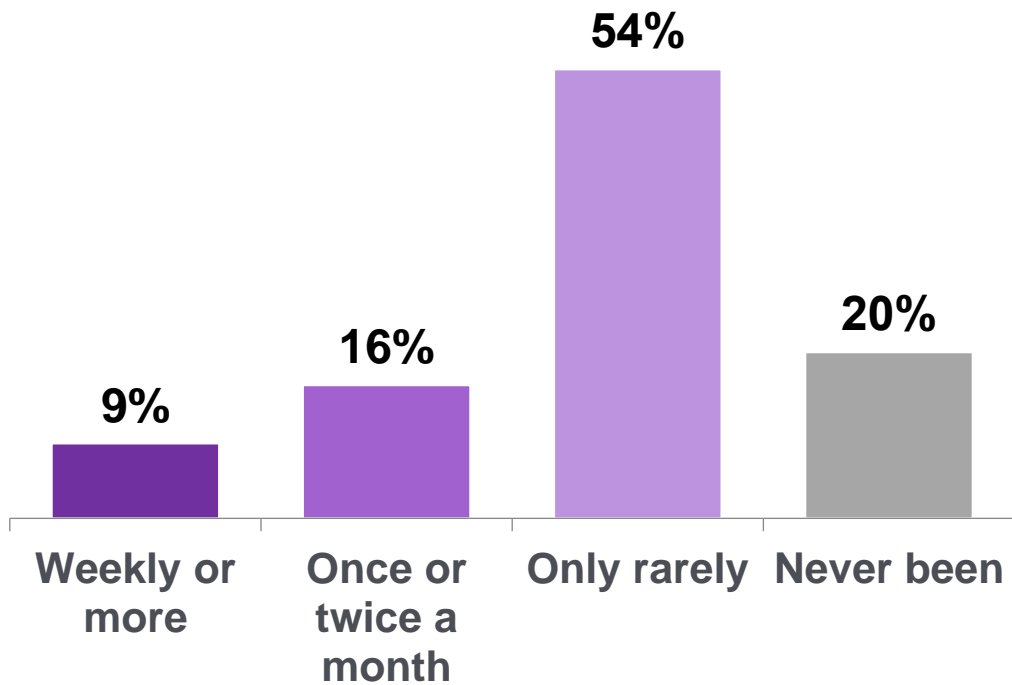
Residents strongly prefer the vision include areas for the entire community.

Would you prefer that the community spaces to be built in the park be **mostly set aside for kūpuna specifically** or would you prefer they **include areas intended to be used by the entire community?**



Only a quarter of Maui residents say they regularly go to KCC park – and this likely overreports the actual number of people who use the park.

### Frequency of KCC Park Use



Weekly/Monthly	
<b>Total</b>	<b>25</b>
Men	28
Women	22
Age 18-49	32
Age 50-64	23
Age 65+	15
Non-college grad	27
College graduate	22
Liberal	23
Moderate	23
Conservative	28
West/South Maui	22
Central/Kahului	36
East/Upcountry	18

Weekly/Monthly	
<b>Total</b>	<b>25</b>
Income <\$50k	25
Income \$50-100k	29
Income \$100k+	21
Caucasian	18
API	28
Multi/mixed	24
Homeowner	21
Home renter	31
Kup in home	20
No kup in home	30
Under 20 years	21
Over 20 years	26
Persuadables	17

Preserving/expanding open spaces is a lower priority for residents than other issues, including in the Kahului area.

**How high a priority is it to address various challenges on Maui?**

