

SHAKA STUDY

Prepared for:
Bizgenics, a 501(c) nonprofit

Submitted by Anthology Research
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METHODOLOGY

As part of Anthology Research's omnibus (shared resources) survey, questions were included for Bizgenics, a Hawaii-based 501(c)3 nonprofit organization, to gauge reaction to a proposed "Shaka" monument in Waikiki, on the island of Oahu.

The survey was conducted among a random sample of Hawaii residents online, using the Qualtrics platform. Research respondents were screened to ensure they were 18 years of age or older and were fulltime residents of the state of Hawaii.

A total of 461 surveys were completed June 14-27, 2022. The margin of error for a sample of this size is +/- 4.56 percentage points with a 95% confidence level. Data were weighted to represent the correct proportion of adults by ethnicity and island.

The sample for this online study was provided by third-party online sample providers, augmented by Anthology Research's proprietary panel of Hawaii residents who have opted in to take part in research studies.

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

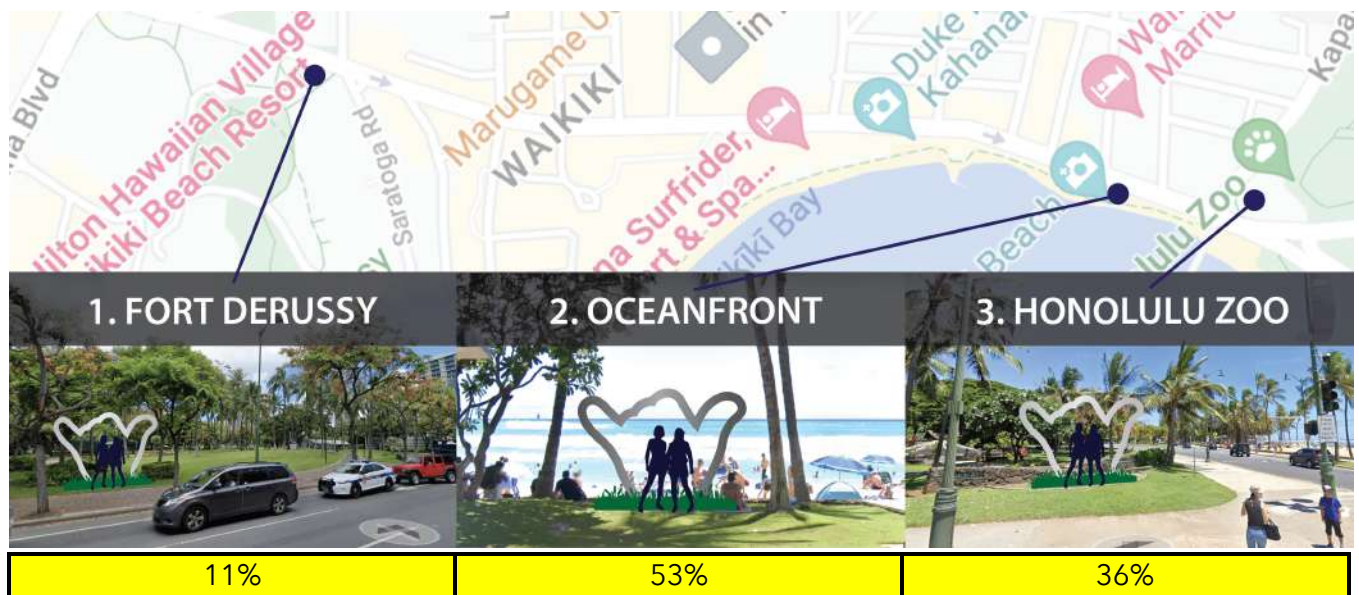
PREFERRED LOCATION

At the outset of the study each respondent was presented with the following:

A Hawaii nonprofit organization is offering to gift a Shaka Monument to the City of Honolulu. Waikiki is the proposed location as its surfing and entertainment activities played a key role in globalizing the Shaka. The Shaka is one of Hawaii’s most iconic symbols, thus the monument is intended to build Hawaii’s brand in a positive and modern way while sharing the aloha spirit with visitors from around the world. Following is an artist’s rendering of how this monument could look.



They were then asked which of the following three locations would be their preferred choice.

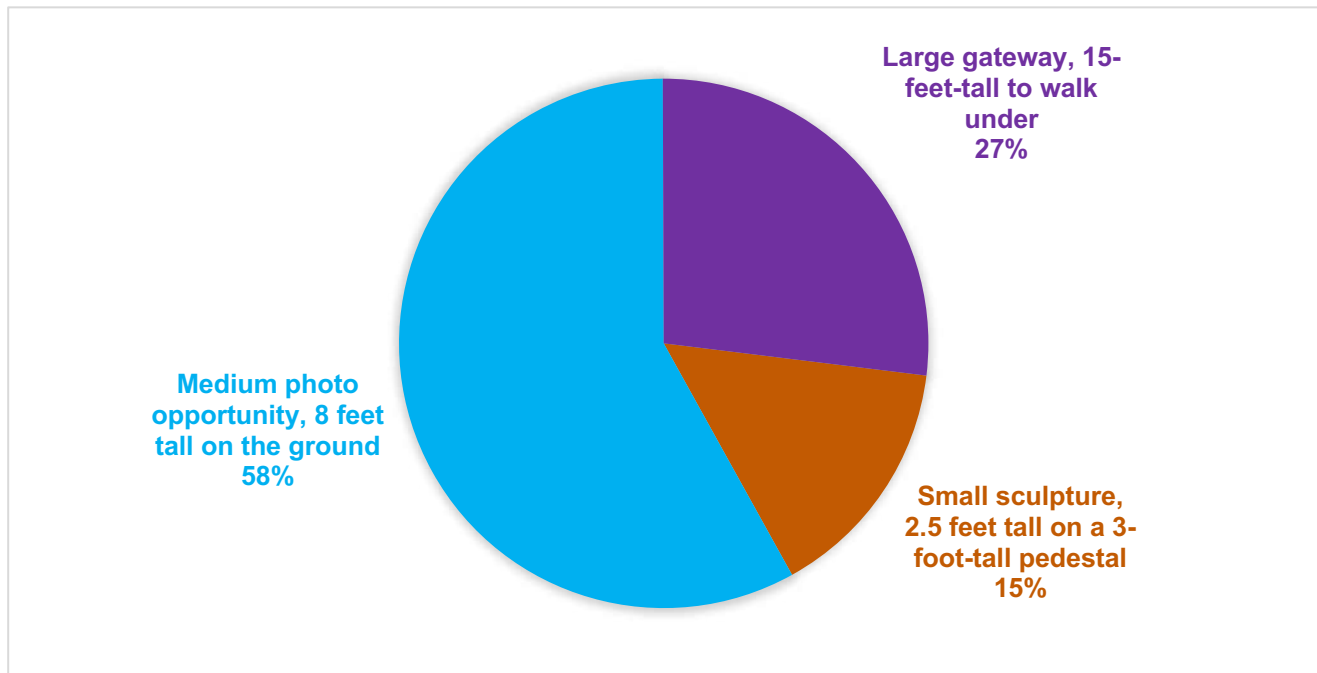


Half (53%) of those polled show an initial preference for the proposed “oceanfront” location. Ranking a distant second, at 36%, was the location fronting the Honolulu Zoo. Placing third, and the least popular option, was installing the sign at Fort DeRussy.

- *The Honolulu Zoo location was especially popular amongst young adults under the age of 35, where 49% chose this option ranking it first amongst this age group.*
- *The oceanfront location grows in popularity amongst those who prefer larger versions of the design.*
- *Amongst the 16 Waikiki residents polled, nearly half (45%) prefers the Honolulu Zoo location while 34% like the oceanfront option. Just 22% of this small subset of the sample preferred Fort DeRussy.*

PREFERRED SIZE

In this next section of the study research respondents were asked which of the following three monument size options is their preference.



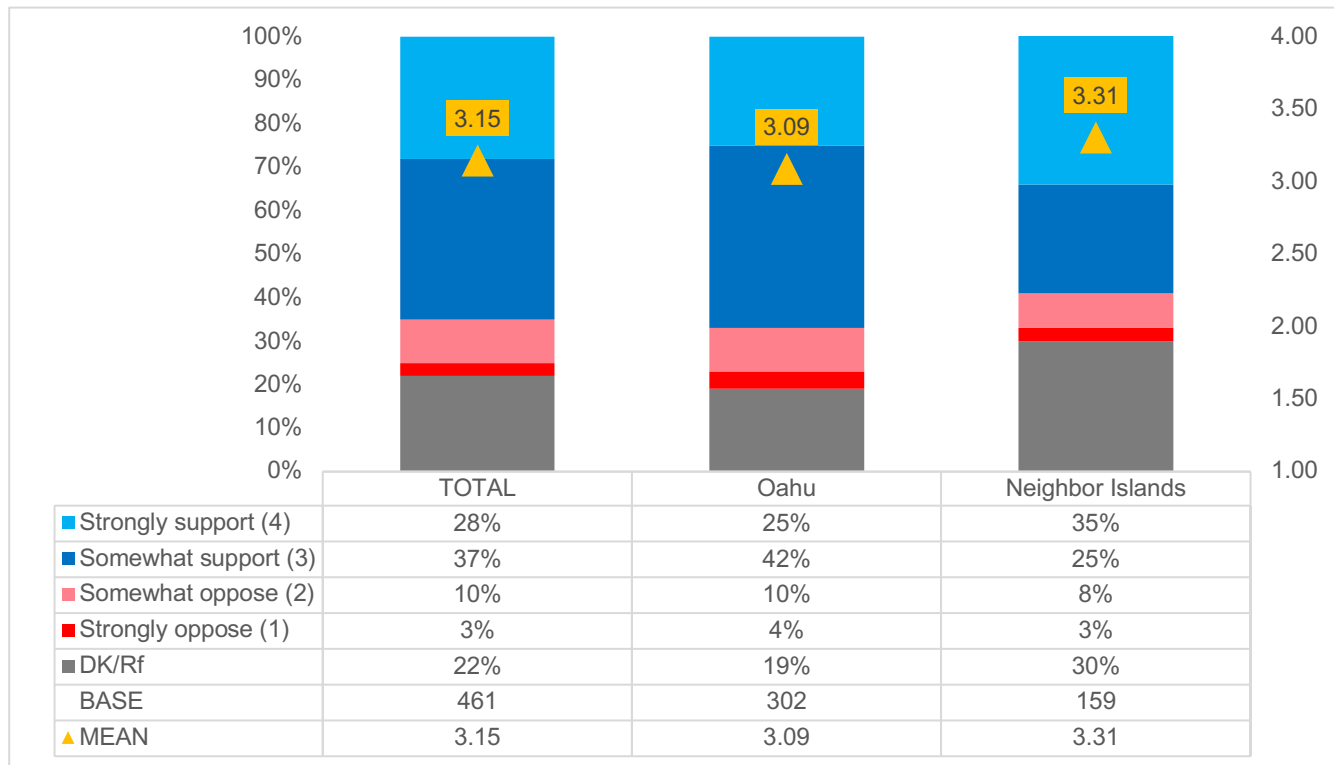
The results show a little more than half (58%) of those who took part in the survey prefer the medium-sized monument as described roughly in the description above. Ranking a distant second was the large-sized gateway model, at 27%, follow by the least popular option which would be the small sculpture.

- *The large-sized gateway option was especially popular amongst Filipinos, where 44% chose this option. As a point of comparison, just 16% of AJAs felt this was the best choice of the three. Another way of looking at this is that amongst those who prefer the large-sized monument, one in five (20%) are Filipinos. Conversely, there are larger proportions of AJAs amongst those who prefer the small and medium-sized versions.*
- *Amongst the 16 respondents who reside in Waikiki, 49% prefers the medium-sized sculpture, 34% the large, gateway option, while just 17% likes the small version.*

- *The proportion of locals, born & raised in Hawaii declines as the preference for the monument size increases. For example, amongst those who prefer the small design, 75% of this base is comprised of local, born & raised in Hawai'i. The proportion of locals declines to 65% amongst those who prefer the medium sized monument and drops down to 57% amongst those who prefer the larger sized monument.*

LEVEL OF SUPPORT

At the conclusion of this section of the study research respondents were asked to rate the level of support for the installation of the monument described throughout the report. They were instructed to quantify their perceptions using a standard four-point rating scale highlighted in the table below. In addition to the percent results a mean or average score was also computed. The higher the mean score (closer to 4.00) the greater the level of support.



One in five (22%) who took part in the study appears to be relatively indifferent when it comes to this project. Of the remainder, 28% are strong proponents of a Shaka monument, while another 37% somewhat support this concept. Just 13% of those surveyed express varying degrees of opposition. When these results are combined, they result in a mean or average score of 3.15 out of a possible 4.00 amongst those with an opinion on this topic. Using 2.50 as the midpoint cutoff between a net support/oppose viewpoint, the 3.15 clearly shows support amongst those who have an opinion.

Amongst those with an opinion, support for this project is stronger on the Neighbor Islands than it is on O’ahu.

- *The degree of support for a Shaka monument is stronger amongst less affluent segments of the sample. For example, amongst those who live in the bottom income tier (<\$50K), 36% indicate they strongly support this project. As a point of comparison, this TopBox (strongly support) score falls to 22% amongst those who reside in homes earning in excess of \$100K.*
- *Amongst the major ethnic groups in the state, support for this project is strongest amongst Filipinos and weakest amongst AJAs. For example, 45% of the Filipinos polled strongly supports this project. This number falls to just 15% amongst AJAs.*
- *Younger segments of the sample are stronger supporters of a Shaka monument. Forty-one percent of young adults under the age of 35 strongly supports this project. This TopBox score slowly declines with age, eventually bottoming out at just 17% (strongly supports) amongst seniors.*
- *When the results are segmented by their preferred monument location, we see support is strongest amongst those who chose the oceanfront (3.23 mean score) option and lowest amongst those who prefer the Fort DeRussy (2.81 mean score) location.*
- *Support for the project is higher amongst those who prefer the medium or large-gateway sized options. For example, the mean support score amongst those who chose the small-sized monument option was 2.60 (very close to the 2.50 midpoint). The mean score from those who liked the medium-sized monument was 3.14. Eventually the mean support score tops out at 3.43 amongst those who chose the large, gateway-sized option.*
- *Amongst the 16 respondents who reside in Waikiki, the mean or average score was a 3.16 indicating support for the project amongst those with an opinion on the topic.*

In this section of the study, we provide a profile based on level of support, in this instance comparing those who gave a TopBox (strongly support) score versus those who provided a lower mark.

	STRONGLY SUPPORT	OTHER	COMMENT
COUNTY			
Honolulu	61%	78%	Smaller proportion of O'ahu residents amongst those who strongly support this project.
Hawai'i	22%	9%	
Maui	9%	9%	
Kaua'i	6%	4%	
O'AHU			
Metro HNL	25%	26%	Higher proportion of Windward area and North Shore residents amongst those who did not provide a TopBox score.
Waikiki	8%	4%	
East HNL	13%	18%	
Windward/ NS	6%	19%	
Central	23%	19%	
West	24%	14%	
PRIMARY RESIDENCE			
Own	60%	58%	
Rent	34%	34%	
Live rent free	6%	8%	
HOUSEHOLD SIZE			
One person	17%	21%	Those who are the strongest proponents of this project tend to live in larger households.
Two persons	21%	35%	
Three to four persons	47%	32%	
Five or more	15%	12%	
MEAN	3.43	2.87	
YEARS IN HAWAII			
Born and Raised	63%	61%	
Transplant	37%	39%	
AGE			
18-34	32%	20%	Those who strongly support this project are younger on average.
35-49	31%	27%	
50-64	20%	27%	
65+	16%	25%	
MEAN	44.10	50.70	
COLLEGE GRADUATE	59%	59%	
ETHNICITY			
Caucasian	31%	30%	There were a higher proportion of Filipinos amongst those who strongly support this project. Conversely, there is a higher proportion of AJAs who did not give a TopBox score when asked.
Japanese	15%	30%	
Hawaiian	23%	18%	
Chinese	2%	5%	
Filipino	20%	9%	
Other	9%	7%	
HOUSEHOLD INCOME			
< \$50K	31%	21%	Strong supporters of this project tend to be less affluent on average.
\$50K-\$100K	31%	33%	
\$100K+	29%	40%	
Rf	10%	6%	
GENDER			
Male	41%	46%	
Female	59%	53%	

PROFILE OF RESPONDENTS

	OVERALL	COMMENT
COUNTY		
Honolulu	69%	
Hawai'i	14%	
Maui	11%	
Kaua'i	5%	
O'AHU		
Metro HNL	27%	
Waikiki	5%	
East HNL	18%	
Windward/ NS	14%	
Central	20%	
West	17%	
HAWAII ISLAND		
Hilo	73%	
Kona	27%	
PRIMARY RESIDENCE		
Own	58%	
Rent	31%	
Live rent free	11%	
HOUSEHOLD SIZE		
One person	18%	The typical respondent resided in a home that contained an average of 2.99 persons. The median was lower at two persons.
Two persons	33%	
Three to four persons	37%	
Five or more	12%	
MEAN	2.99	
YEARS IN HAWAII		
Born and Raised	64%	
Transplant	36%	
AGE		
18-34	22%	The typical respondent was 49.70 years of age with the median being 48 years old.
35-49	28%	
50-64	23%	
65+	26%	
MEAN	49.70	
ETHNICITY		
Caucasian	29%	Weighted data to reflect population estimates of adults 18 and older on each of the major counties.
Japanese	28%	
Hawaiian	19%	
Chinese	4%	
Filipino	12%	
Other	7%	
HOUSEHOLD INCOME		
< \$50K	24%	
\$50K-\$100K	31%	
\$100K+	36%	
Rf	8%	
GENDER		
Male	44%	Targeted 50/50 split.
Female	56%	

APPENDIX – QUESTIONNAIRE

ANTHOLOGY RESEARCH 808 POLL (OMNIBUS) May 2022

Aloha,

We are Anthology Research, a market research company based here in Hawaii, and we're conducting a market research survey. This is strictly market research as we do no product promotion or selling. All of your answers are confidential and will be reported only in combination with other respondents.

- A. Are you 18 years of age or older?
1. Yes
 2. No (THANK & TERMINATE)
- B. Are you a current fulltime resident of Hawaii (lives in the state at least 6 months out of the year)?
1. Yes
 2. No (THANK & TERMINATE)
- C. On which island do you live?
1. Oahu
 2. Hawaii
 3. Maui
 4. Kauai
 5. Lanai or Molokai
- C_1. Which of the following best describes where you live?
1. Metropolitan Honolulu (excluding Waikiki)
 2. Waikiki
 3. East Honolulu
 4. Windward Oahu / North Shore
 5. Central Oahu
 6. West Oahu
- C_2. Which of the following best describes where you live?
1. East Hawaii/ Hilo
 2. West Hawaii/ Kona

This survey is slightly different than some in that we will be asking some questions on multiple topics. To begin...

A Hawaii nonprofit organization is offering to gift a Shaka Monument to the City of Honolulu. Waikiki is the proposed location as its surfing and entertainment activities played a key role in globalizing the

Shaka. The Shaka is one of Hawaii’s most iconic symbols, thus the monument is intended to build Hawaii’s brand in a positive and modern way while sharing the aloha spirit with visitors from around the world. Following is an artist’s rendering of how this monument could look.



SHKAQ1. There are a number of locations in Waikiki that could be appropriate for the Shaka monument. Of the following, which location in Waikiki do you think is best? (ROTATE OPTIONS)

1. FORT DERUSSY

2. OCEANFRONT

3. HONOLULU ZOO

SHKAQ2. The Shaka monument could be installed in a landscape area, over a walkway or even over a roadway. What size Shaka monument would you prefer?

1. Small sculpture, 2.5 feet tall on a 3-foot-tall pedestal.
2. Medium photo opportunity, 8 feet tall on the ground.
3. Large gateway, 15-feet-tall to walk under.

SHKAQ3. In general, how do you feel about the idea of installing a Shaka monument in Waikiki?

1. Strongly support

2. Somewhat support
3. Somewhat oppose
4. Strongly oppose
5. Don't have strong feelings one way or another

And now a few last questions for classification purposes only.

D2. What is your current employment status?

1. Employed full time
2. Employed part time
3. Fulltime student
4. Not employed, looking for work
5. Not employed, not looking for work
6. Retired, not employed
7. Homemaker
8. Disabled

D2a. Looking at it a little differently, which of the following best describes your current employment status?

1. Currently employed as a payroll worker for a company in Hawaii (fulltime, parttime)
2. Currently employed (working remotely) as a payroll worker for a company NOT in Hawaii (fulltime, parttime)
3. Currently self-employed or independent contractor
4. Retired, but might rejoin labor force later
5. Permanently retired (no plans to ever rejoin labor force)
6. Not currently working, but actively looking for work
7. Not currently working, and not actively looking for work
8. I have never worked, but could join the labor force in the future

D2b. (If employed) Does your current job have any connection to the visitor industry?

1. Yes
2. No
3. Don't know / Not sure

D3. What was your age on your last birthday? _____

D4. Including yourself, how many people live in your household?
of people in HH _____

D5. Do you own or rent your home?

- 1 Own
- 2 Rent
- 3 Live rent free

D6. Were you born in Hawaii?

- 1 Yes

2 No

D7. What is your ethnic identification? **[IF MORE THAN ONE, ASK, "With which do you identify The most".]** **(IF NO CHOICE, CHOOSE MIXED)**

- 1 Caucasian
- 2 Japanese
- 3 Chinese
- 4 Filipino
- 5 Hawaiian/Part-Hawaiian
- 6 African-American
- 7 Other (please specify): _____
- 8 Mixed
- 9 Prefer not to say

D8. I will read some broad categories of income and I would like you to tell me when I come to the category that includes your household's income before taxes for 2021. Please consider and include in your thinking the income of all persons living in your household as well as income from all sources including investments, retirement funds, etc.

(INTERVIEWER: READ CATEGORIES) Again, just stop me when I come to the correct category.

- 1 Less than \$25,000
- 2 \$25,000 but less than \$50,000
- 3 \$50,000 but less than \$75,000
- 4 \$75,000 but less than \$100,000
- 5 \$100,000 to \$150,000
- 6 \$150,000 or more
- 7 (DO NOT READ) Don't Know/Refused

D9. **[Record, DO NOT ASK:]** Gender

- 1 Male
- 2 Female
- 3 Nonbinary