

# HomeAid Hawai'i Survey Research Findings

2025 Fall Omnibus Survey



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INCORPORATED

# Methodology

- Omnibus Survey that included a battery of questions specific to HomeAid Hawai'i, along with topics on insurance, tourism, and current events, among others
- Survey administered November 3<sup>rd</sup> to November 21<sup>st</sup>, 2025 via online panel and telephone sample among adult (18+) residents of Hawai'i
- 714 total respondents completed the survey
- County distribution: O'ahu (n=346), Maui (n=119), Hawai'i (n=150), & Kaua'i (n=97)
- Sampling error for n=714 is +/-3.67 percentage points
- Data weighted by county, age, gender, and education using population statistics from the 2024 American Community Survey
- This report includes overall response distributions for each question and analysis of statistically significant subgroup differences for variables such as age, gender, ethnicity, education, income, county residence, political party identification, and political ideology. All responses to open-ended questions may be found in the Appendix.

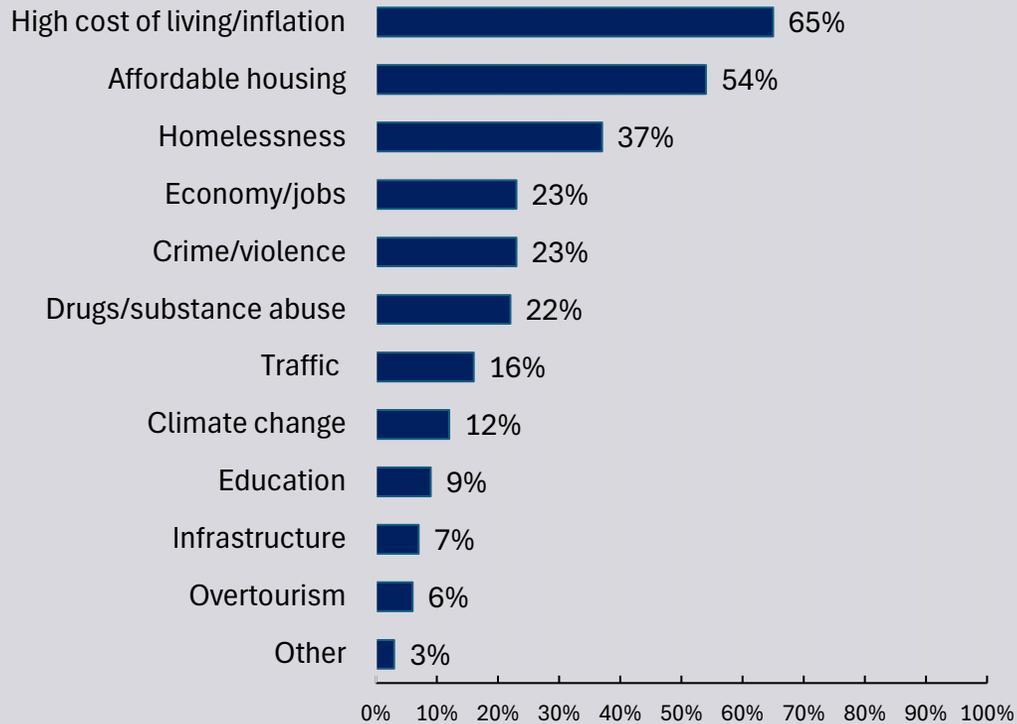
# Results

# Affordable housing and homelessness are two of the top three most cited issues impacting Hawai'i today, and nearly 90% of residents agree that Hawai'i policymakers should prioritize seeking housing solutions to homelessness.

Residents who mentioned **affordable housing** were significantly more likely to live on Neighbor Islands compared to O'ahu (67% vs. 48%) and were more likely to have lived in Hawai'i 10 or more years or to have been born and raised in Hawai'i rather than to have lived in the state for less than 10 years (54% & 59% vs. 17%). Residents who mentioned **homelessness** were significantly more likely to reside on O'ahu rather than Neighbor Islands (40% vs. 30%).

Those who "strongly agree" that policymakers should prioritize seeking solutions to homelessness were more likely to be **Caucasians** rather than Native Hawaiians, Filipinos, or Americans of Japanese Ancestry (54% vs. 33%, 25% & 33%), and have lived in Hawai'i for 10 or more years (but not born and raised) compared to less than 10 years (47% vs. 21%).

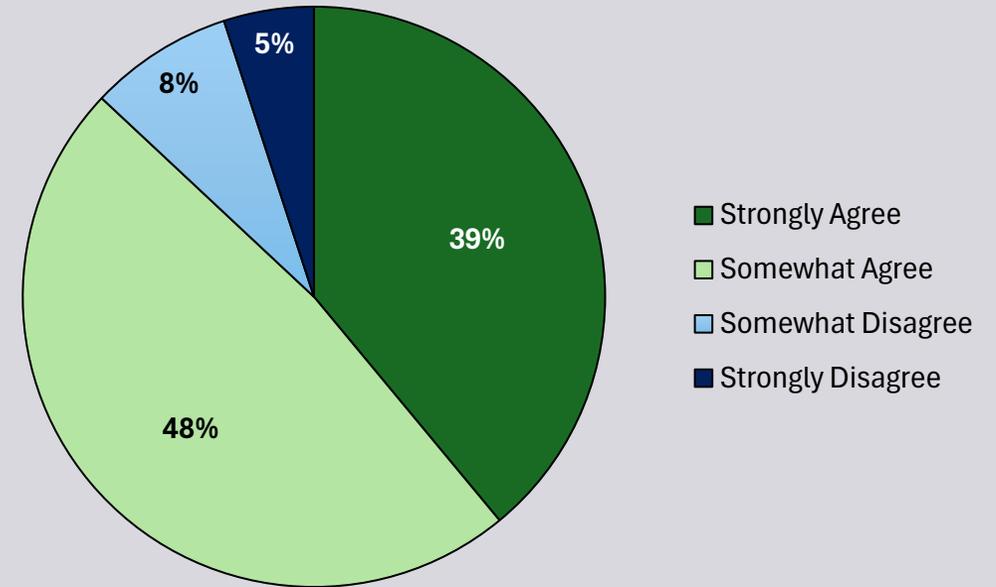
Most Important Issues Facing Respondents' Island



Question: "What would you say are the most important issues or problems facing [your island] today?"

n=714

Opinions About the Prioritization of Seeking Housing Solutions to Homelessness



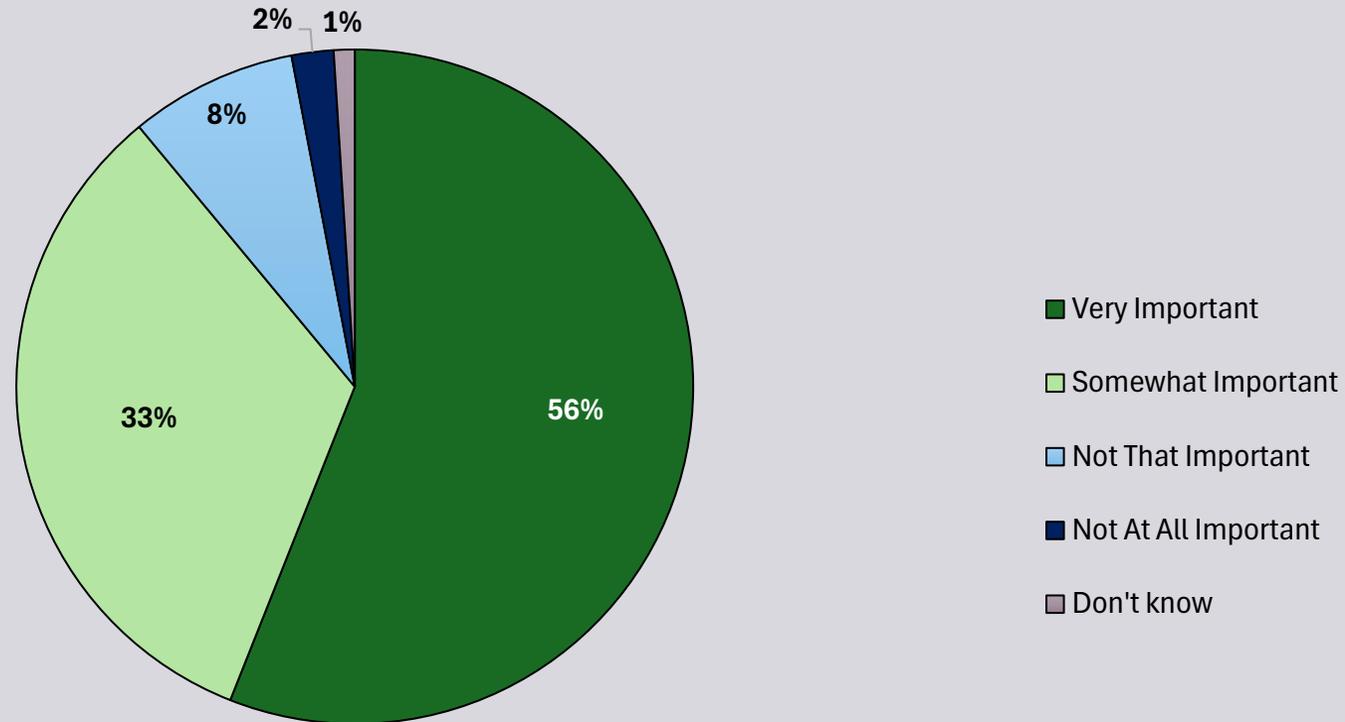
Question: "How much do you agree or disagree with the following statement: 'Hawai'i policymakers should prioritize seeking housing solutions to homelessness.'"

n=714

# An overwhelming proportion of residents (89%) believe it is important that government supports efforts to achieve deep affordability.

Residents who believe government support is “*very important*” were significantly more likely to be **women** compared to men (63% vs. 50%), to have been **born and raised in Hawai'i** rather than to have lived in the state for less than ten years (61% vs. 34%), have **lower household incomes** (<\$50K per year) compared to middle (\$50-100K per year) and upper income (\$100K+ per year) households (75% vs. 57% & 45%), and have **lower education levels** (some college or less) compared to upper education levels (post-graduate degree) (61% vs. 48%). These residents were also more likely to identify as **Democrats** and **Independents** rather than Republicans (60% & 63% vs. 42%).

*Importance of Government Support for Achieving Deep Affordability*



Question: “Some Hawai'i organizations are focused on achieving “deep affordability”, which refers to housing that can be afforded by those earning minimum wage. How important is it that government supports the development of housing for residents at that income level?”

n=714

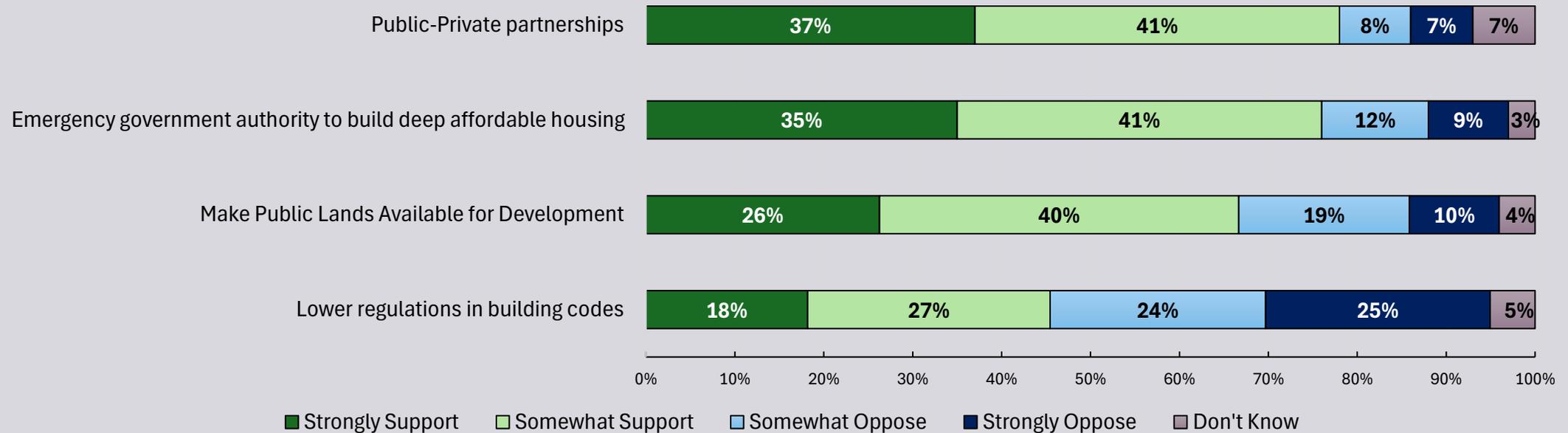
# Residents demonstrate variation in their support of a variety of public sector approaches to creating deep affordability. Most support public-private partnerships or direct-action affordable housing development strategies; there is less support for lowering regulations in building codes.

Residents who “**strongly support**” public-private partnerships were more likely to be **older (65+)** compared to younger (18-44) residents (45% vs. 30%), have a **post-graduate degree** compared to some college education or less (46% vs. 34%), and to have **lived in Hawai'i for 10 or more years** or have been **born and raised in the state** rather than to have lived in Hawai'i for less than 10 years (35% & 41% vs. 12%).

Those who “**strongly support**” emergency government efforts to build deep affordable housing were more likely to be **Native Hawaiian** rather than Caucasian or Japanese (49% vs. 33% & 43%), have **lower income households** compared to middle and upper incomes households (58% vs. 34% & 25%), have **lower education levels** compared to those with a college or post-graduate degree (44% vs. 26% & 29%), and identify as **Democrats or Independents** compared to Republicans (38% & 44% vs. 26%).

There were few significant subgroup differences among those who “strongly support” making public lands available for development or lowering regulations in building codes. **Older residents** were more likely than middle-aged residents to “**strongly support**” making public lands available for development; there were no statistically significant differences among subgroups who “strongly support” lowering regulations in building codes.

*Support/Opposition to Strategies to Create Deep Affordability Housing*



Question: “The following is a list of strategies that can be pursued to create deep affordability housing options. Please let us know how much you support or oppose each of these strategies.”  
n=714

# Two-thirds (66%) of residents indicated they were familiar with kauhale housing, and the most cited sources of information about this type of housing was from the news (54%), social media (29%), Governor Josh Green’s initiative (29%), and by word of mouth (25%).

Familiarity with kauhale housing was not associated with any subgroup differences.

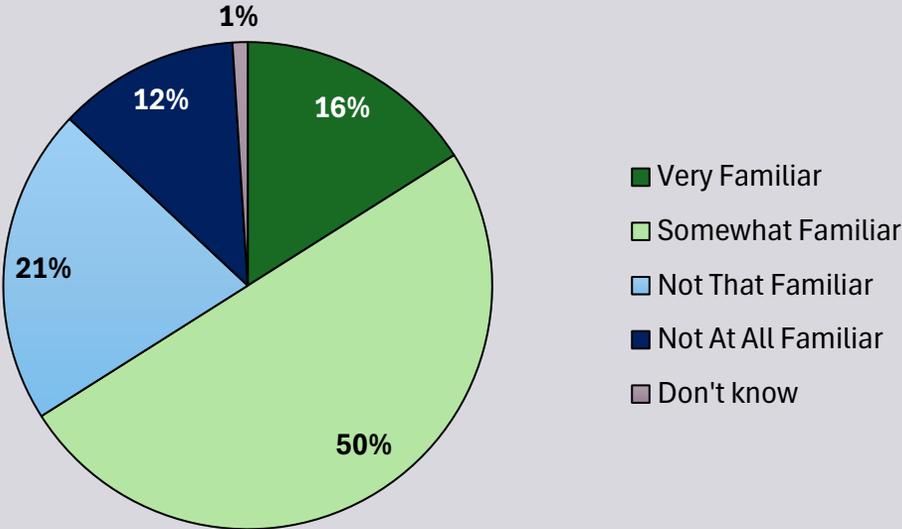
Residents who have heard about kauhale housing via **news reports** were more likely to **live on O’ahu** rather than Neighbor Islands (58% vs. 47%), be **middle aged or older** rather than younger (57% & 72% vs. 41%), have **college and post-graduate education** compared to lower education levels (66% & 70% vs. 43%), have **upper household** incomes compared to lower and middle household incomes (63% vs. 46% & 47%), and be **Caucasian, Native Hawaiian or Japanese** compared to Filipino (60%, 53%, 66% vs. 20%).

Residents who heard about this type of housing through **social media** were more likely to **live on Neighbor Islands** compared to O’ahu (37% vs. 25%), be **younger** rather than older (36% vs. 19%), and be **Caucasian and Native Hawaiian** compared to Filipino (29% & 38% vs. 9%).

Those who mentioned **Governor Green** were significantly more likely to **live on O’ahu** rather than Neighbor Islands (33% vs. 18%), and be **Japanese** compared to Caucasian (34% vs. 20%).

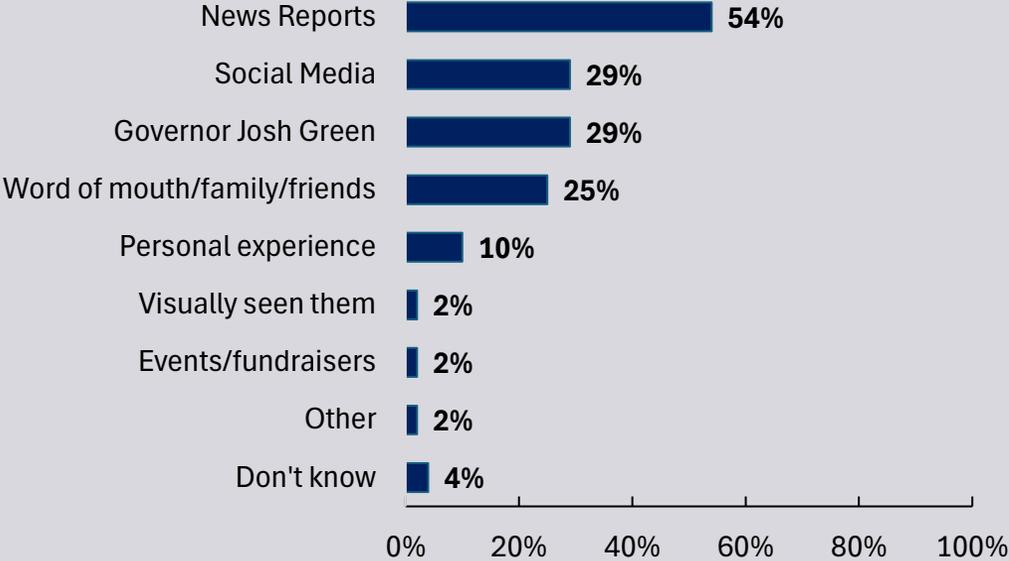
Residents who mentioned they heard about kauhale housing via **word of mouth** were significantly more likely to be **Filipino** compared to Caucasian or Japanese (45% vs. 22% & 16%), and to have **lived in Hawai’i less than 10 years** compared to those who have lived in Hawai’i 10 or more years or those who were born and raised in Hawai’i (61% vs. 23% & 22%).

*Kauhale Familiarity*



Question: “Kauhale housing generally refers to communities that include tiny houses and/or shared communal spaces meant to house homeless individuals. How familiar are you with this type of housing?”  
n=714

*Sources of Information About Kauhale*

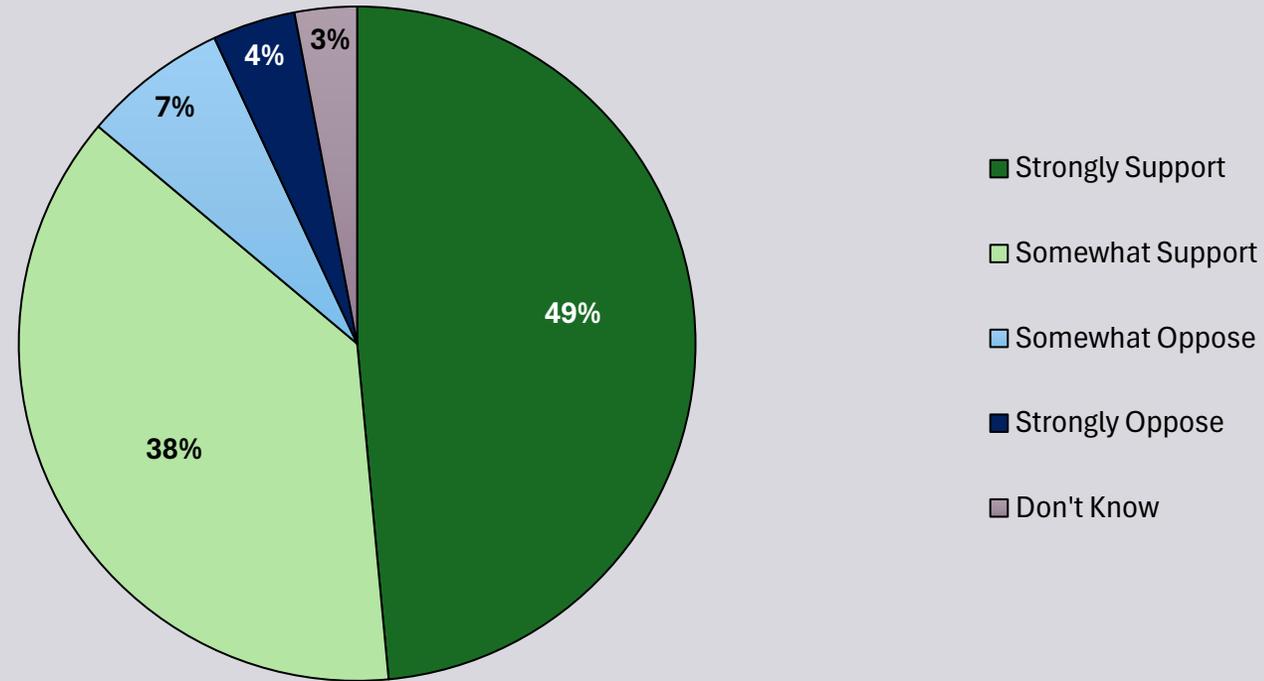


Question: “Where have you heard about this type of housing? (Select all that apply)”  
n=632

# Hawai'i residents express considerable support (87%) for kauhale housing for those who are homeless.

There were no significant subgroup differences in terms of those who support this housing for those who are homeless.

*Support/Opposition to Kauhale for Homeless*



Question: "How much do you support or oppose this type of housing for those who are homeless?"  
n=714

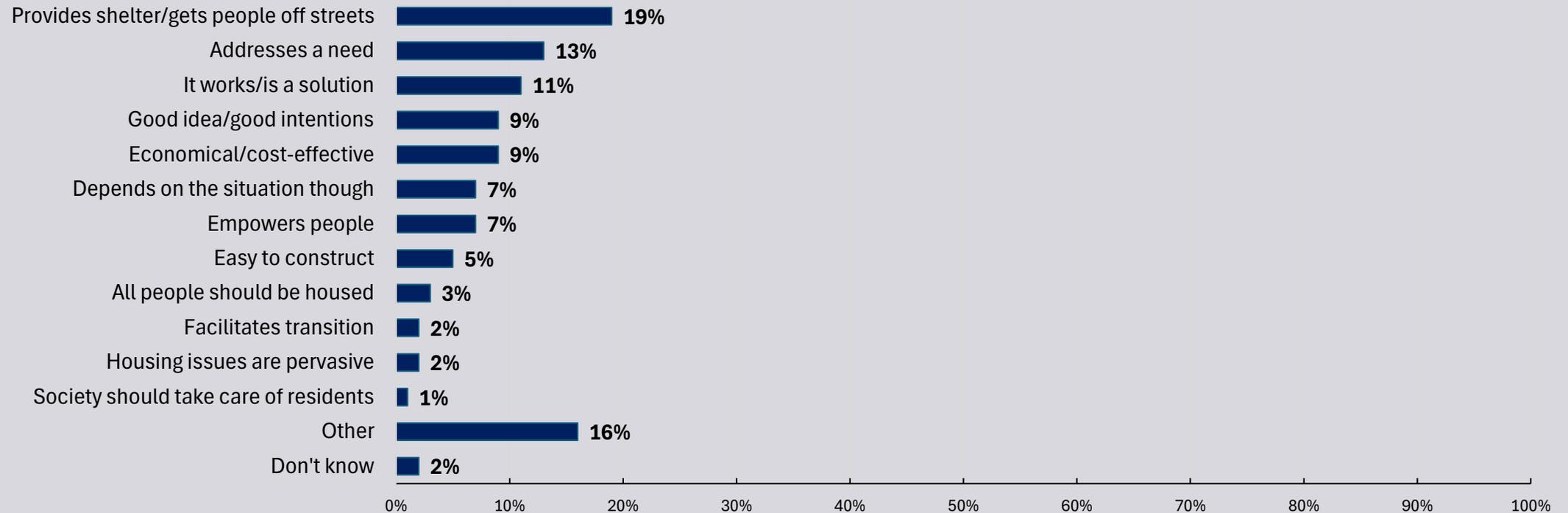
# Residents who state support for kauhale housing for the homeless cited reasons related to the effectiveness of the housing and because it serves a societal need, among others.

Supporters who mentioned that this type of housing *provides shelter or gets people off the street* were significantly more likely to be **women** rather than men (24% vs. 15%), and **politically moderate** compared to liberal (25% vs. 14%).

Those who mentioned that it *addresses a need of society* were more likely to be **older** compared to younger (21% vs. 9%) and have **lower household incomes** compared to upper incomes (21% vs. 8%).

Supporters who stated that the *housing works or is a solution* were more likely to have **college or post-graduate degrees** compared to those with lower education levels (17% & 16% vs. 5%), have **upper household incomes** compared to low household incomes (16% vs. 4%), and identify as **Democrats** rather than Independents (12% vs. 4%).

## Reasons for Supporting Kauhale for Homeless



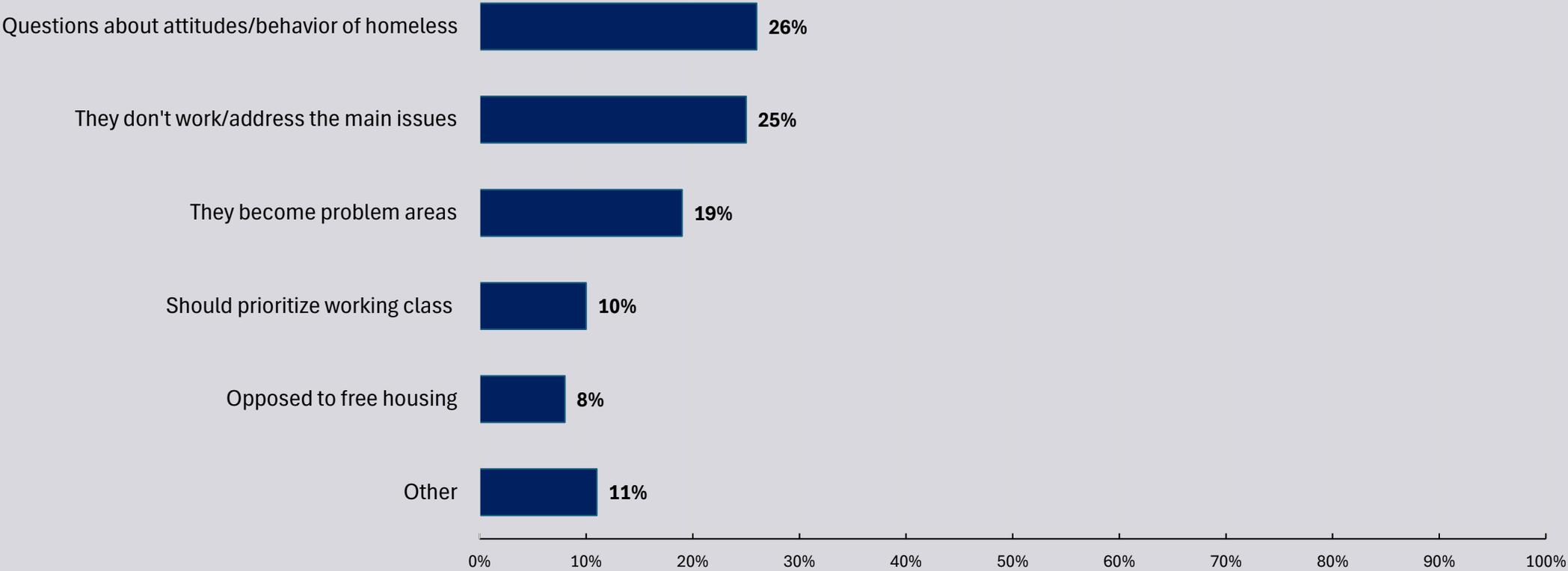
Question: "And why do you say that?" [Among those who said they support kauhale housing for those who are homeless.]

n=598

# Opposition to kauhale housing for the homeless is small and tends to focus on the homeless themselves, the belief that this housing doesn't improve homelessness, and the potential for this type of housing to become areas of crime or other issues.

The limited number of observations preclude statistical analysis by subgroup.

*Reasons for Opposing Kauhale for Homeless*



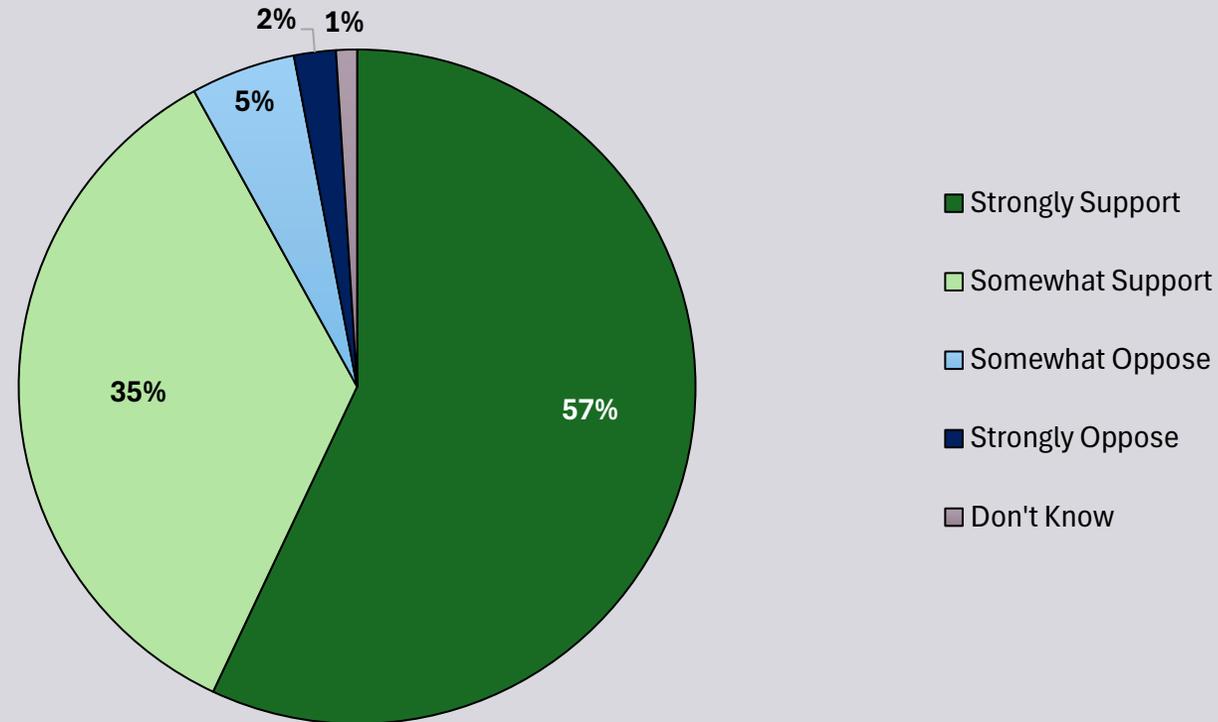
Question: "And why do you say that?" [Among those who said they oppose kauhale housing for those who are homeless.]

n=74

Hawai'i residents also demonstrate considerable support for kauhale for the working poor. In fact, a slightly larger proportion of residents support kauhale for the working poor (92%) than for the homeless (87%).

Residents who expressed "**strong support**" for kauhale for the working poor were more likely to have **lived in Hawai'i 10 or more years or have been born and raised** in Hawai'i compared to those who have only lived in Hawai'i less than 10 years (61% & 60% vs. 19%), and those who have **low household incomes** compared to middle household incomes (66% vs. 49%).

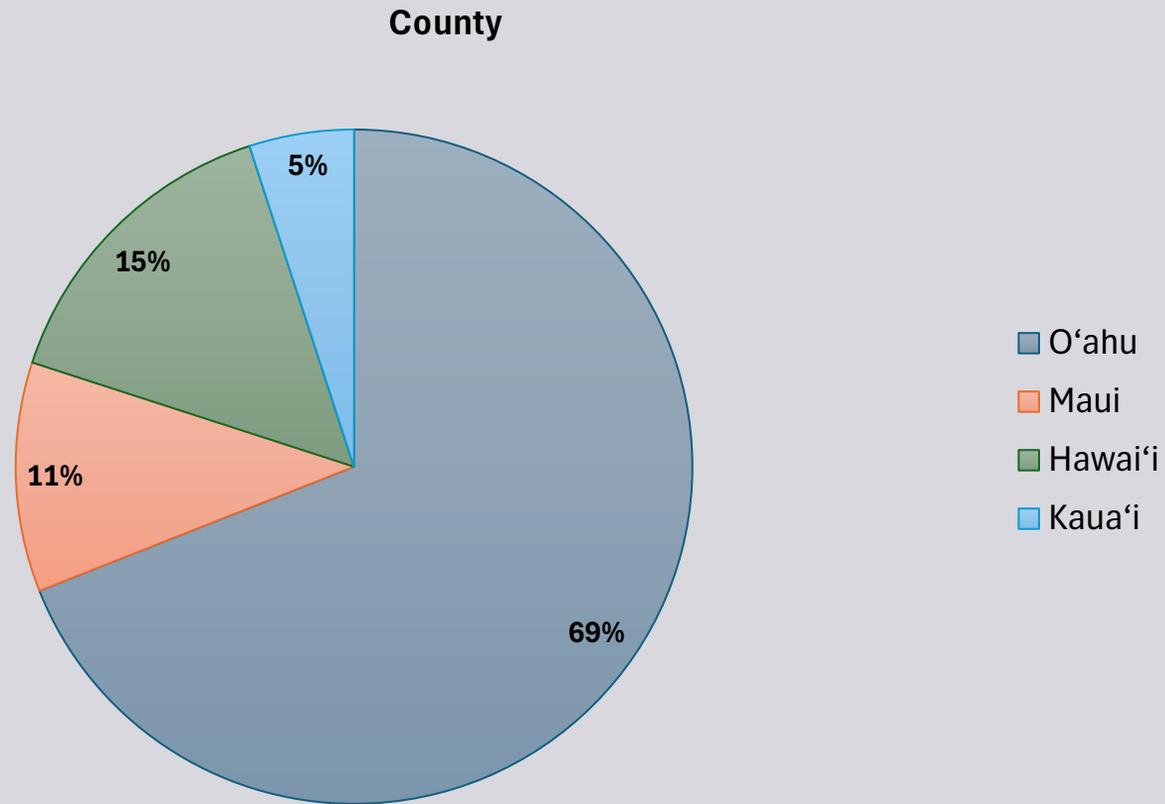
*Support/Opposition to Kauhale for Working Poor*



Question: "How much do you support or oppose this type of housing for those who are not homeless but need deep affordability, like the working poor?"  
n=714

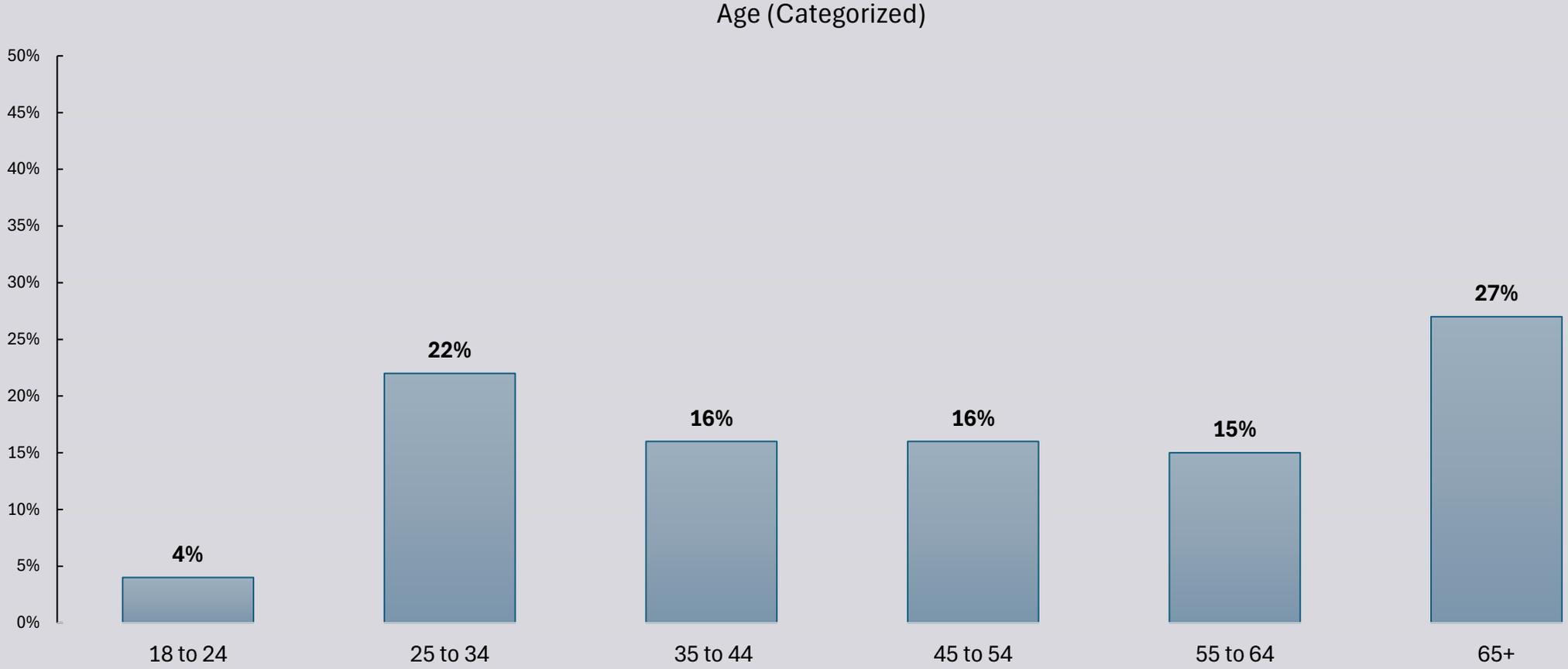
# Survey Demographics

# Residence by County



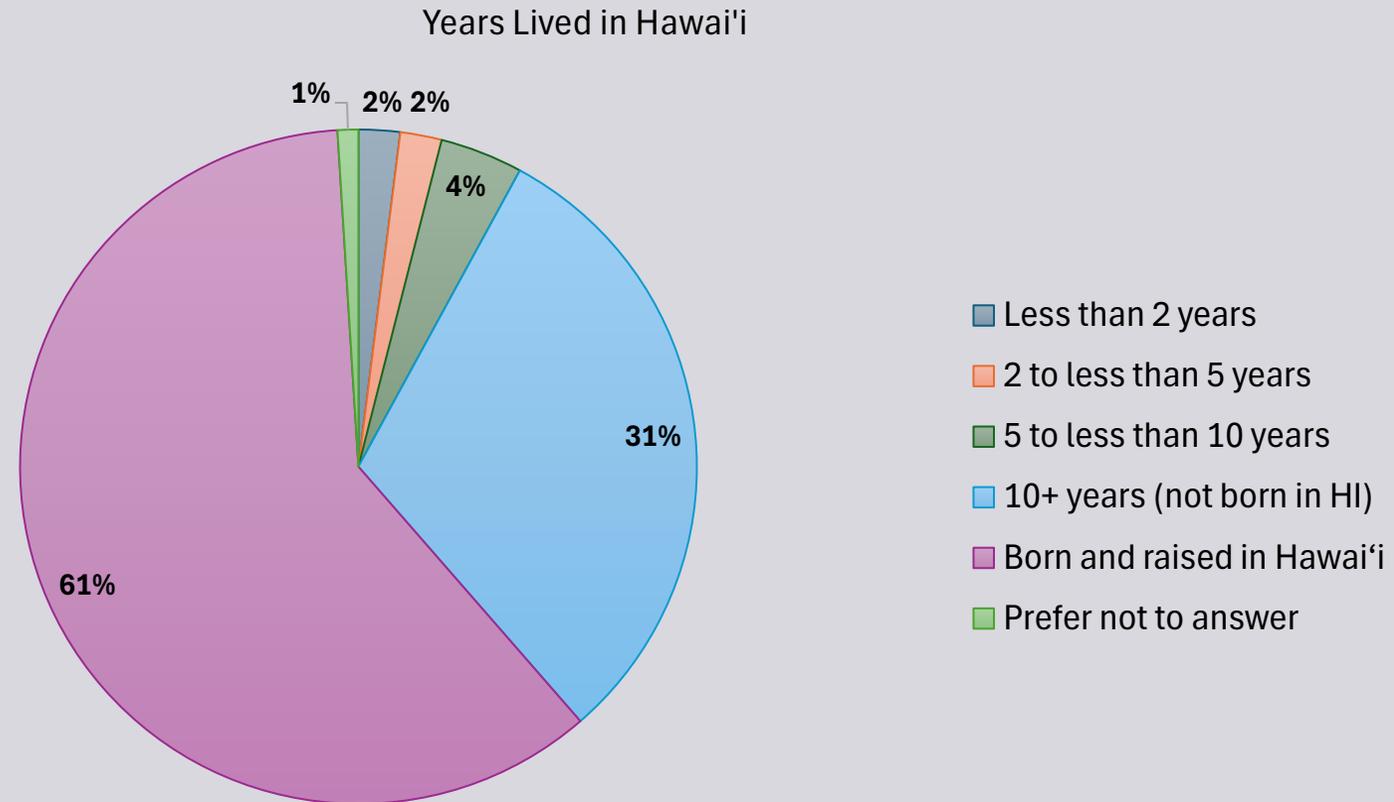
Question: What is your residential zip code?  
n=714

# Age (Categorized)



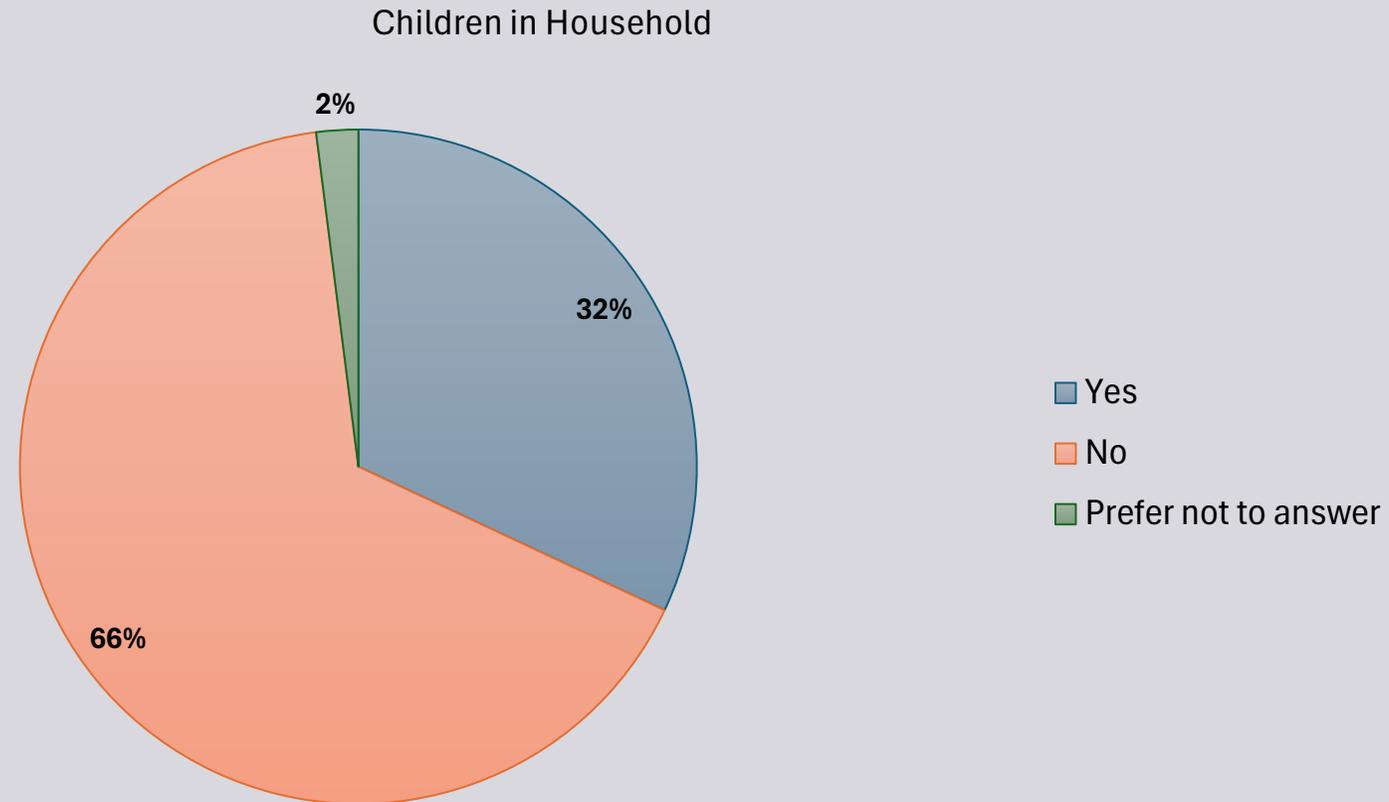
Question: What was your age on your last birthday?  
n=714

# Number of Years Lived in Hawai'i



Question: How many years have you lived in Hawai'i?  
n=714

# Presence of Children (<18) in Household

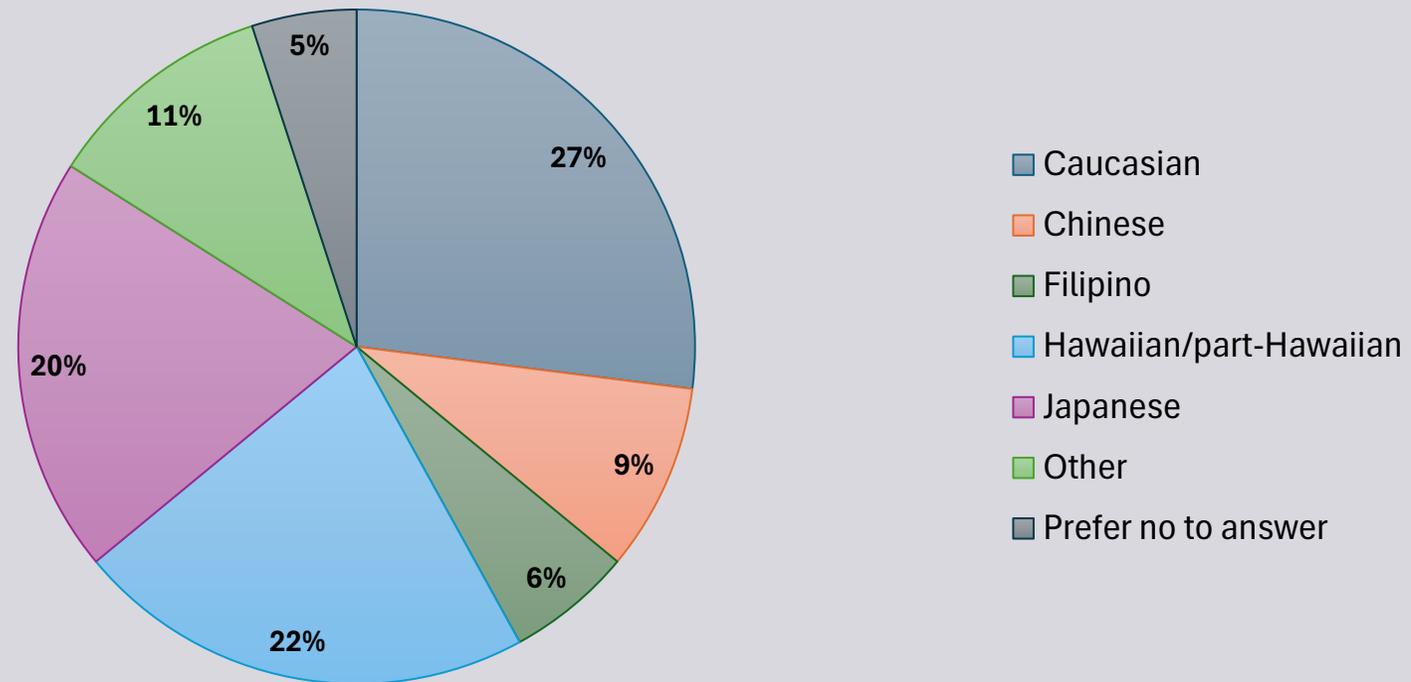


Question: Do you have any children 18 years of age or younger currently living in your household?

n=714

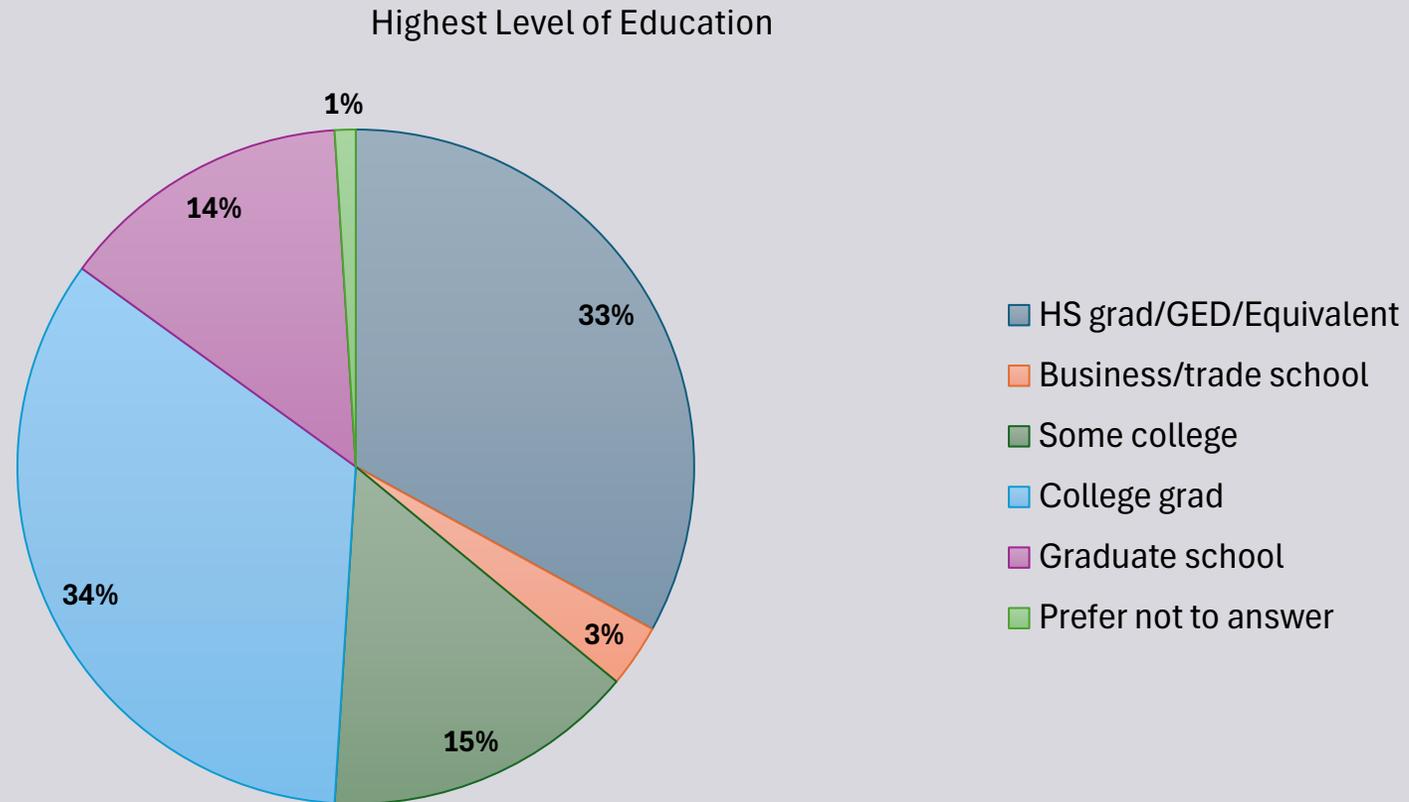
# Ethnicity

Ethnic Identification



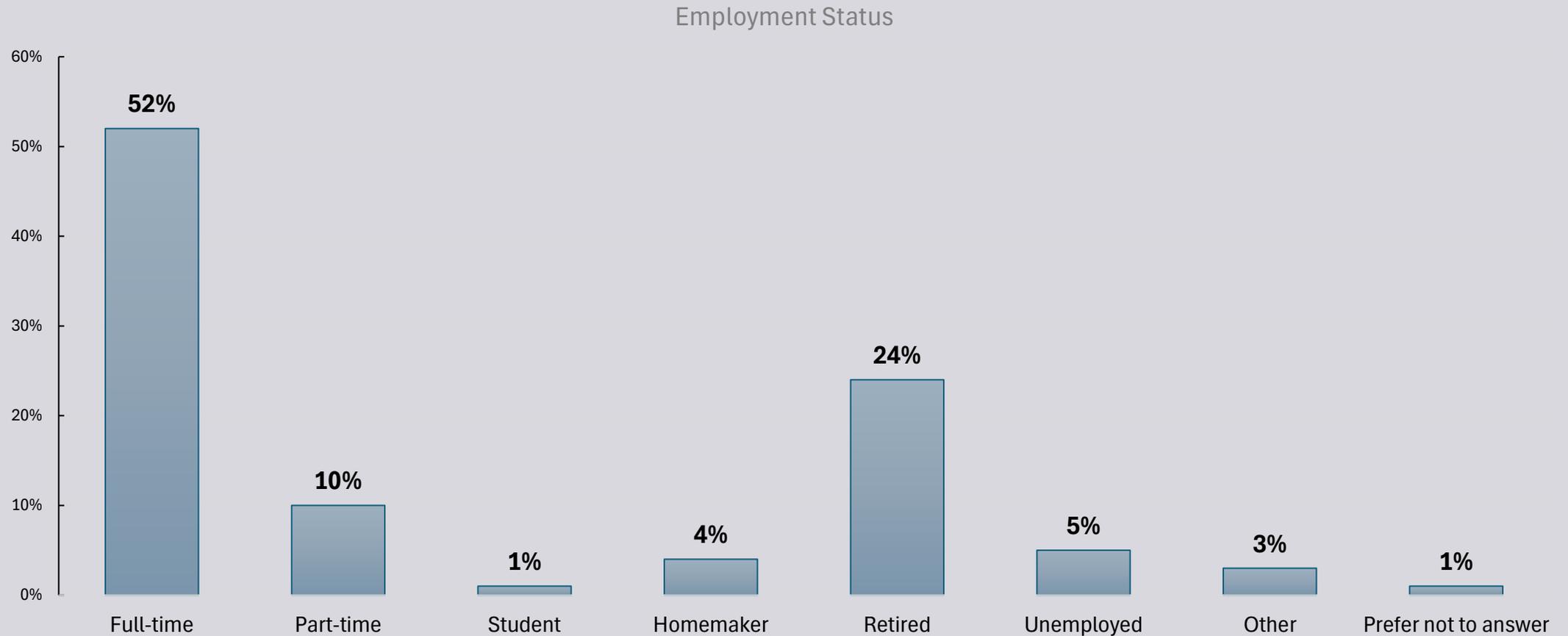
Question: And with which ethnicity do you most closely identify with?  
n=714

# Highest Level of Education



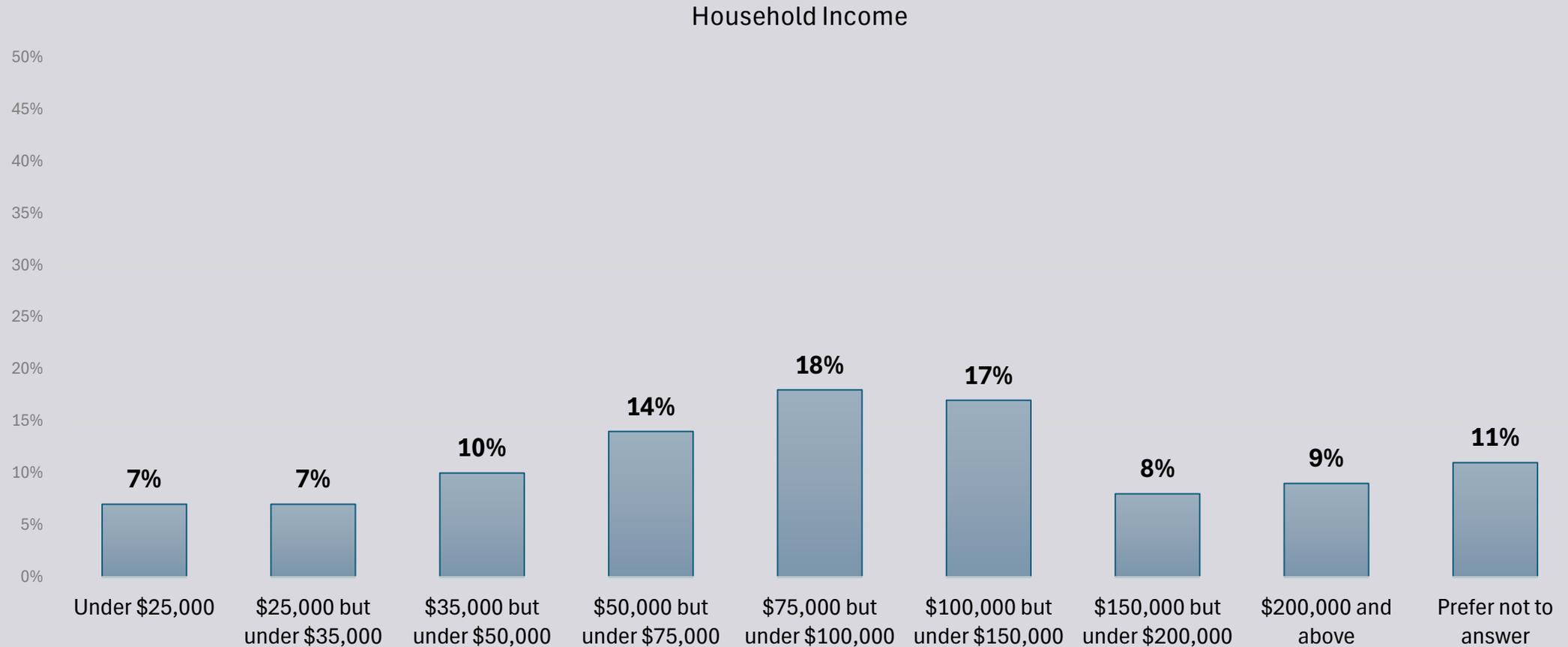
Question: What is the highest level of education you completed?  
n=714

# Employment Status



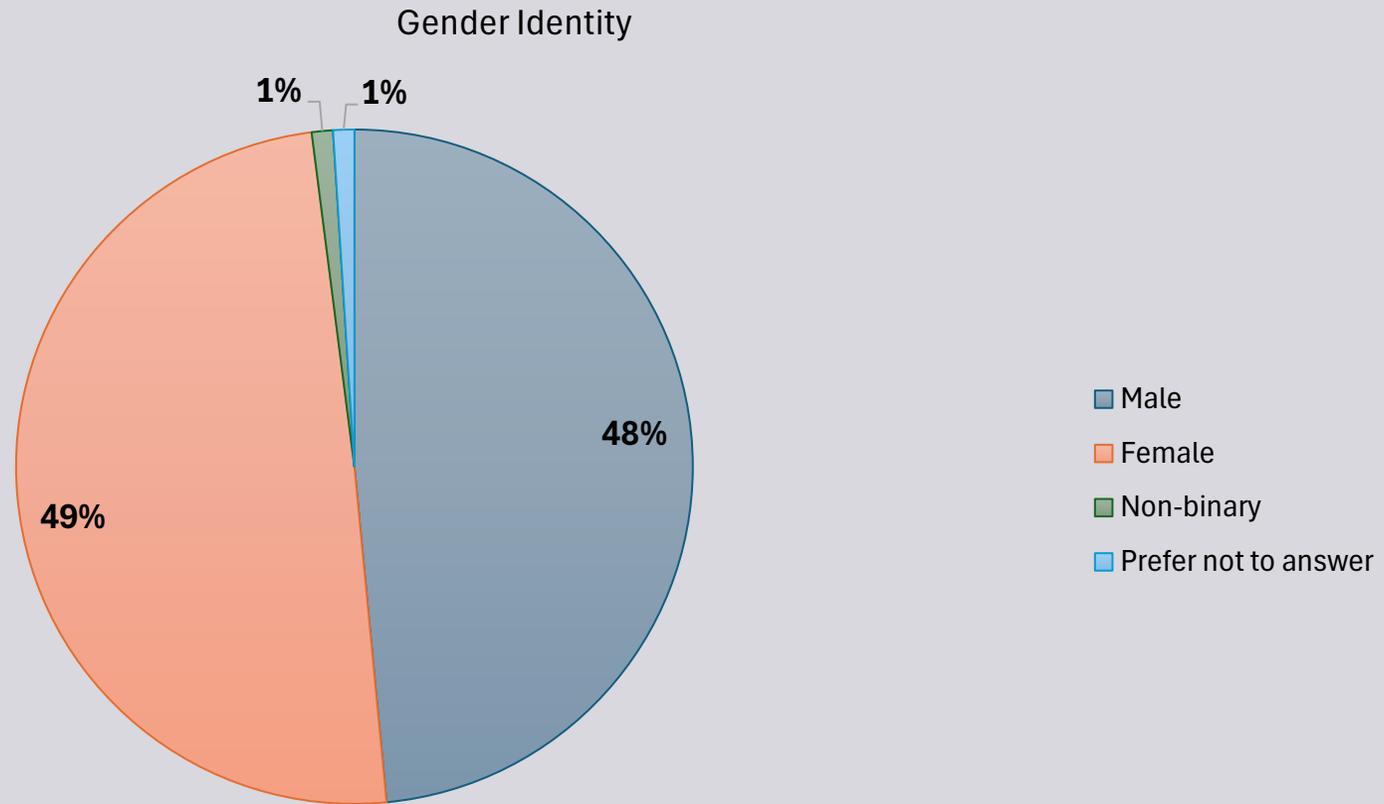
Question: What is your employment status?  
n=714

# Household Income



Question: Was your total **household** income for 2024, before taxes:  
n=714

# Gender Identity



Question: With which gender do you identify?  
n=714