



# DATA FOR *PROGRESS*

## Summary of Findings

From July 13th to July 21st, 2022, Data for Progress conducted a [survey](#) of 1,056 likely voters in Hawai'i. In it, we examined voters' attitudes on policies related to campaign finance reform and qualities that they would like to see more of in their candidates.

Findings:

- Among the tested policies, voters were more likely to support candidates committed to: tackling the affordable housing crisis (79 percent support), passing campaign finance reform including and up to publicly financing state elections (74 percent support), rejecting campaign contributions from out-of-state developers, major landowners, energy companies, and hotel conglomerates (74 percent support), rejecting campaign contributions from corporate PACs and lobbyists (70 percent support) and increasing taxes on tourism (66 percent support) and non-resident homeowners (66 percent support) in order to offset their strain on the environment and public resources.
- Voters place greater importance on their representatives being free from the influence of special interest groups and outside money than on their representative strictly adhering to either the Democratic or Republican party line (+30-point margin of support).

## Overall Attitudes

When asked what policies and stances would make voters more or less likely to vote for a candidate, topics related to fair campaign finance practices and tackling the affordable housing crisis topped the list of important qualities. An impressive 79 percent of likely voters in Hawai'i said that they would be more likely to vote for a candidate who supported government investments in affordable housing and increasing the overall supply of housing in Hawai'i. This result is bolstered by strong bipartisan support, with 87 percent of Democrats, 63 percent of Independents, and 54 percent of Republicans saying they would be more likely to vote for such a candidate.

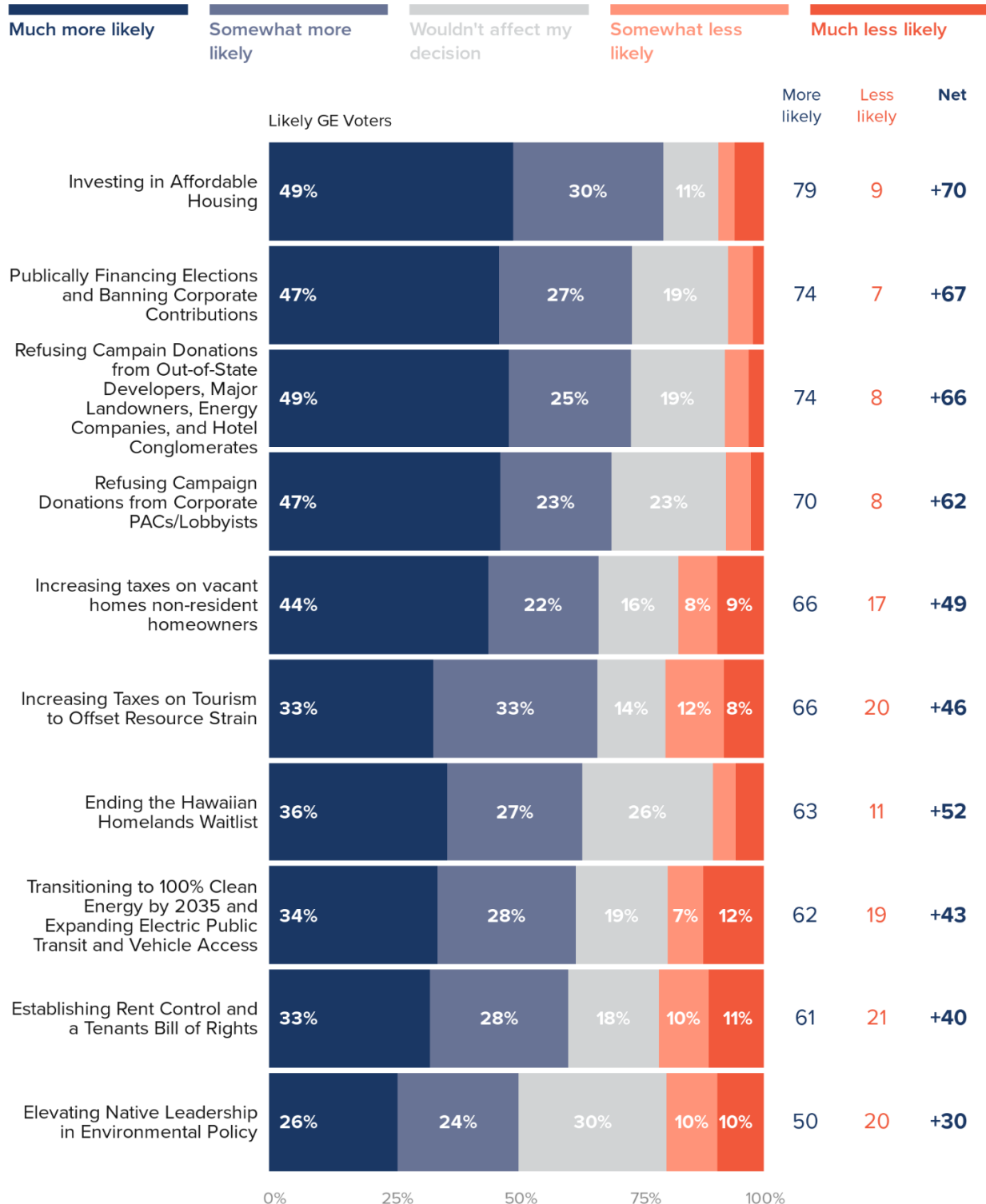
Voters also wanted to see official action taken to remove corporate lobbyists, special interest groups and other outside influences from politics in Hawai'i. 74 percent of likely voters said they would be more likely to support a candidate who would support fully banning campaign contributions from corporations and implementing a system of publicly financing state elections. This included strong support across the spectrum, with Democrats, Independents, and Republicans saying that they would be more likely to support such a candidate by +75-point, +59-point, and +59-point margins, respectively.

Voters in Hawai'i also emphasized that a candidate's personal commitment to fair campaign finance practices would make them more likely to support that candidate, with 74 percent of voters saying that they would be more likely to support a candidate who refused campaign donations from out-of-state developers, major landowners, hotel conglomerates, and energy companies and 70 percent of voters more likely to support a candidate who refused donations from lobbyists and corporate PACs. Notably, calling out specific industries by name makes voters more likely to support a candidate than a broad appeal to rejecting corporate influence, particularly amongst independents, where there was an 11-point increase amongst the two options polled.

Notably, most of the tested policies received support across party lines. In fact, voters in *both* parties said that, on balance, they would be more likely to support a candidate who championed nearly every one of the policies in the chart below.

# Voters in Hawaii Want Affordable Housing Investments and Fair Campaign Financing from Their Candidates

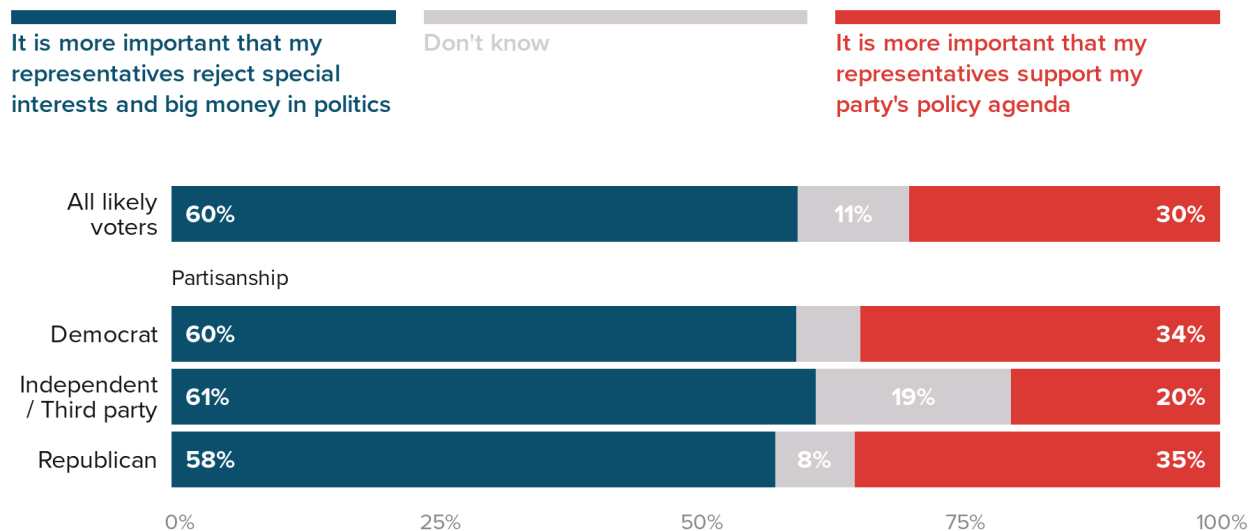
Would you be more or less likely to vote for a candidate who supported the following policies and positions?



Finally, in line with our results related to campaign finance reform, we find that voters in Hawai'i prioritize political independence over strict partisanship in terms of what they want from their elected officials. By a +30-point margin, voters said that it is more important that their representative reject the influence of special interest groups and big money in politics than it is that the representative supports the voters' particular party's agenda. This sentiment also received strong bipartisan support from voters, with Democrats, Independents, and Republicans supporting the statement by +26-point, +41-point, and +23-point margins, respectively.

## Voters Want a Representative Without Ties to Special Interest Groups

When thinking about your state politicians, which of the following statements come closer to your view, even if neither is exactly right?



July 13–July 21, 2022 survey of 1056 likely voters

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Broadly, we see a large swath of policies on which voters across Hawai'i are in alignment. Likely voters most consistently want to see their candidates take action on removing bias and outside influence from state politics through both their own practices and more formal government policy. They also want affordable housing to be a top priority for candidates and that the state's tax policy accounts for tourism's impact on their communities and the environment overall.

## Methodology

From July 13 to 21, 2022, Data for Progress conducted a survey of 1,056 likely voters in Hawai'i using SMS and web panel respondents. The sample was weighted to be representative of likely

voters by age, gender, education, race, geography, and voting history. The survey was conducted in English. The margin of error is  $\pm 3$  percentage points.

## **About Data for Progress**

Data for Progress is the think tank for the future of progressivism. We are a multidisciplinary group of experts using state-of-the-art techniques in data science to prove that progressive ideas can win.