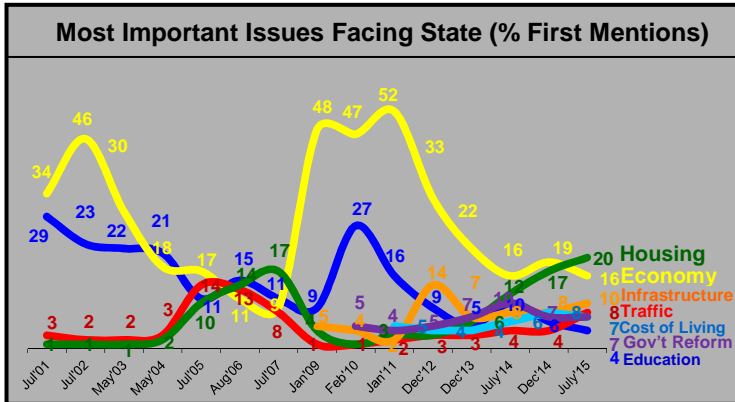


Summer 2015

Research conducted by OmniTrak Group Inc. and published as a community benefit.

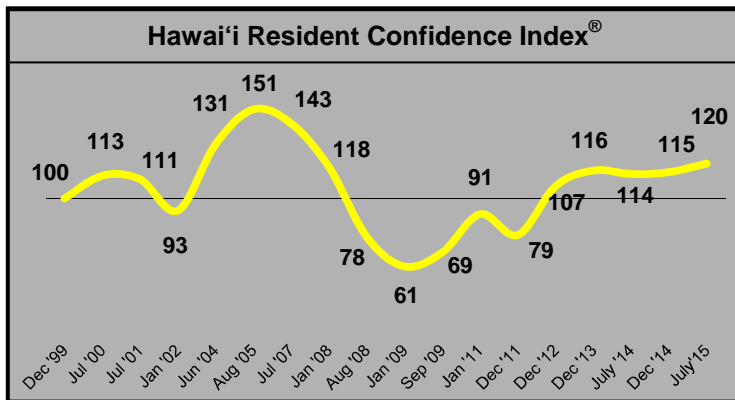
HOUSING MOVES TO FOREFRONT

As the economy improves, confidence rises (see below) and non-economic issues take center stage. The No. 1 issue is now **housing** – specifically **home affordability and homelessness** – which was mentioned first by 20% of residents vs. 16% citing economic or budget issues. “[There is] *too much homelessness*,” said one Oahu resident.



Infrastructure, including roads, mass transit, rail transit and water, is also ticking up as a top issue (10%), followed by **road traffic** (8%). The **TMT** (Thirty Meter Telescope), while occupying the headlines throughout the summer, is cited first by only 2% of residents statewide.

RESIDENT CONFIDENCE INDEX RISING

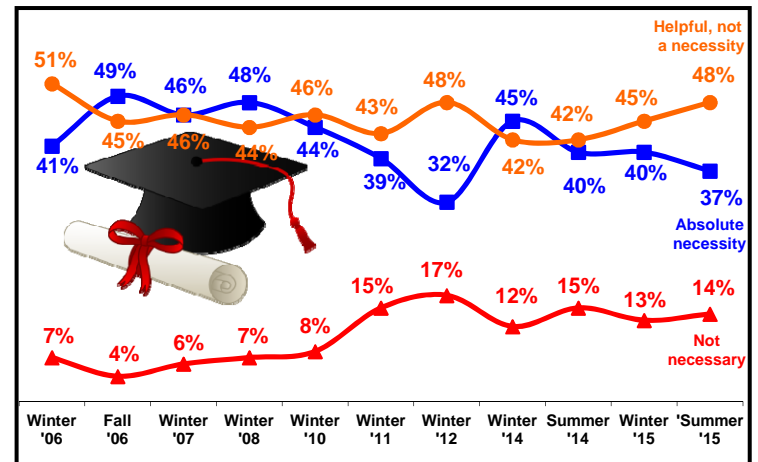


Consumer confidence is returning to pre-recession levels in Hawaii. From year-end 2014 to mid-2015, The Hawai'i Resident Confidence Index® – a barometer of residents' overall outlook – rose from 115 to 120, reaching the highest level since 2007, prior to the global recession.

The Summer 2015 issue of The People's Pulse is based on landline and cell phone interviews among a statewide random sample of 700 adult residents from June 13 to 28, 2015. Results are weighted to key population parameters. At a 95% confidence level the sampling error overall is +/- 3.7%. For more information contact OmniTrak Group at 808-528-4050.

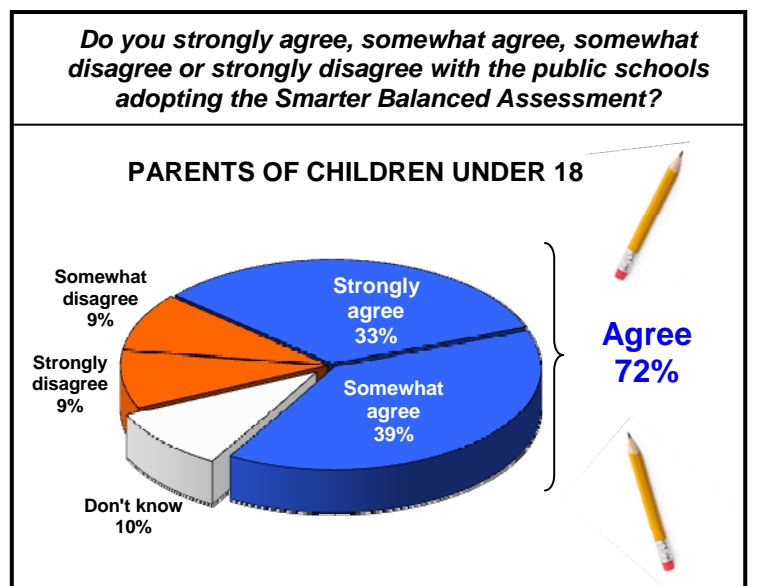
VALUE OF A COLLEGE EDUCATION

In June, 85% continue to endorse the value of a 2- or 4-year college degree, with 37% believing it to be an **“an absolute necessity”** and 48% feeling that it is **“helpful but not a necessity.”** Only 14% recently said that a college degree is **“not necessary.”**



HAWAII PARENTS SUPPORT SMARTER BALANCED TESTING IN DOE SCHOOLS

Contrary to some school populations on the U.S. mainland, Hawaii parents generally support the idea of the DOE replacing the former state test with a new online test, called the *Smarter Balanced Assessment*, which is aligned with the more rigorous standards of the Common Core curriculum. **Seventy-two percent of parents in Hawaii agree with the DOE adopting the new test** – and only 18% disagree with its adoption.



The Smarter Balanced assessment is administered to DOE students in the 3rd through 8th grades and in the 11th grade.