

Summer 2016 (July '16)

Research conducted by OmniTrak Group Inc. and published as a service to the community

People's Pulse: Extend Honolulu Rail Transit to UH Mānoa

With the Honolulu Rail Transit project at a "crossroads," more registered voters on O'ahu would like the train to continue onto the University of Hawai'i Mānoa Campus than to any other point on the island.

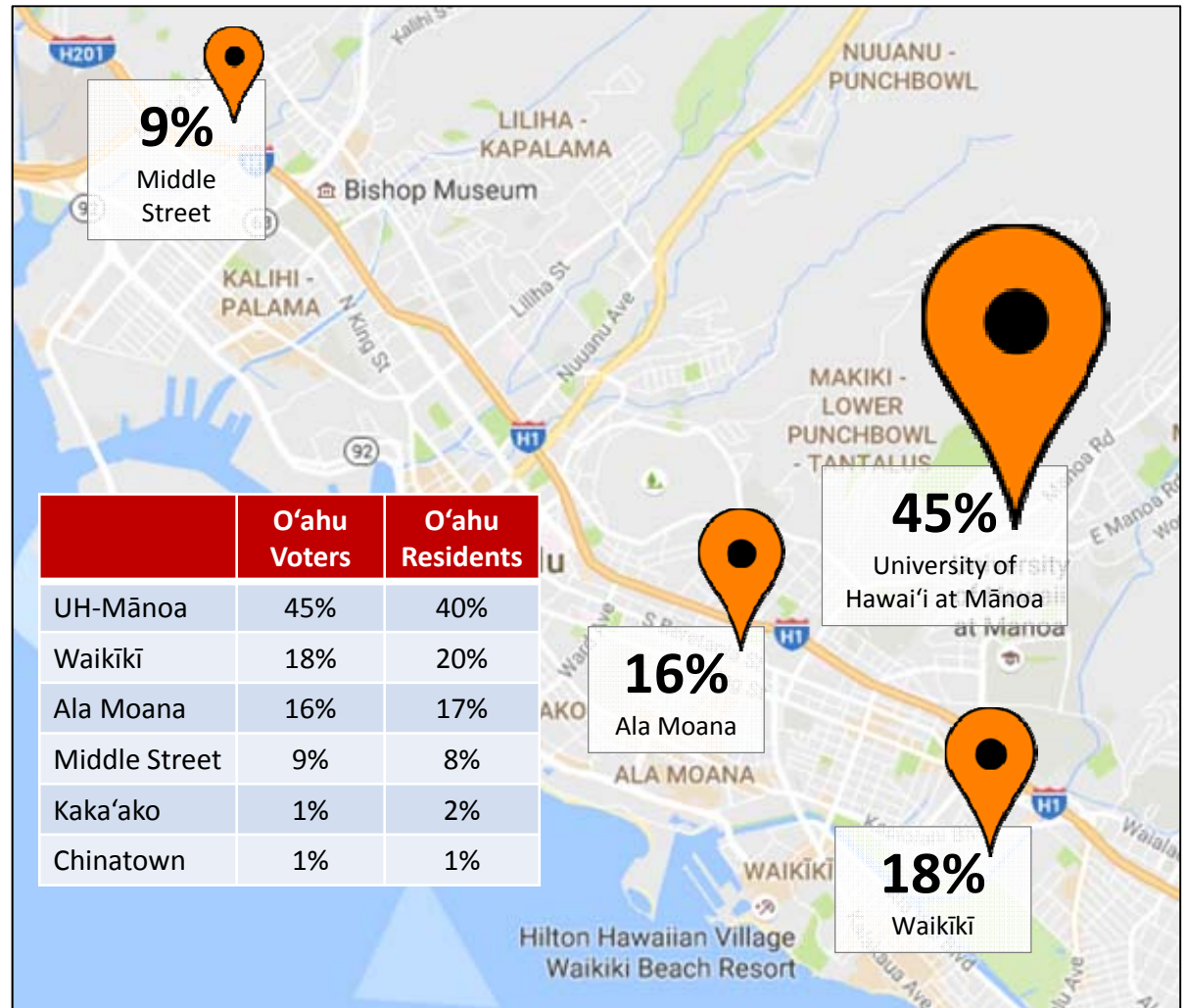
Since mid-2016, O'ahu's elected officials have repeatedly warned that due to budget constraints, the rail line would have to end at Middle Street unless additional funding is found.

Yet, O'ahu's voters would clearly veto the Middle Street option. As the end point of the transit route, Middle Street was favored by only nine percent of O'ahu voters.

The most preferred destination is UH-Mānoa, endorsed by 45 percent of O'ahu voters. Next is Waikīkī, favored by 18 percent of voters. Ala Moana Center, the original destination of the 20-mile rail plan, was chosen by 16 percent of voters.

Responses from overall O'ahu residents mirrored those of registered voters on the island.

If you could direct the Honolulu Rail Transit route, where should the rail line end?



The Summer 2016 issue of The People's Pulse is based on landline and cell phone interviews with a statewide random sample of 700 adult residents from June 14 to July 17, 2016. Results are weighted to key population parameters. At a 95% confidence level the sampling error overall is +/- 3.7%. For more information, please call OmniTrak Group Inc. at 808-528-4050, or email chriskam@omnitrakgroup.com.

Website copy of article: www.omnitrakgroup.com/solutions/solutions.html

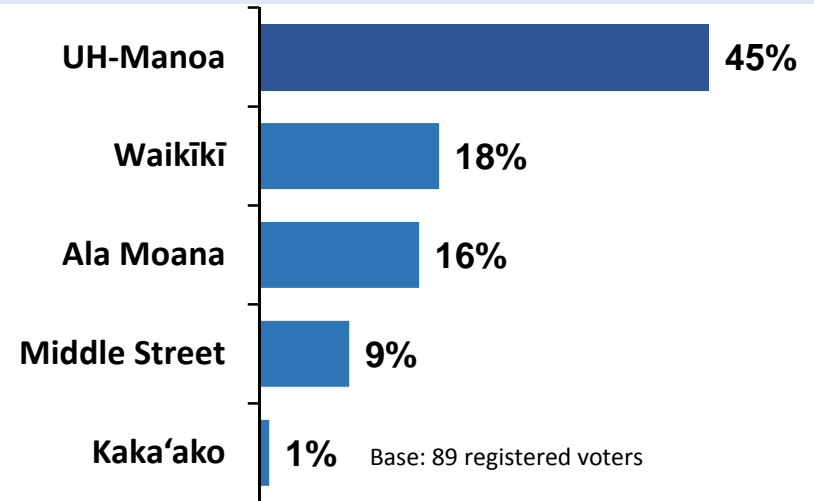
If you could direct the Honolulu Rail Transit route, where should the rail line end?

DIFFERENCES BY O'AHU REGION:

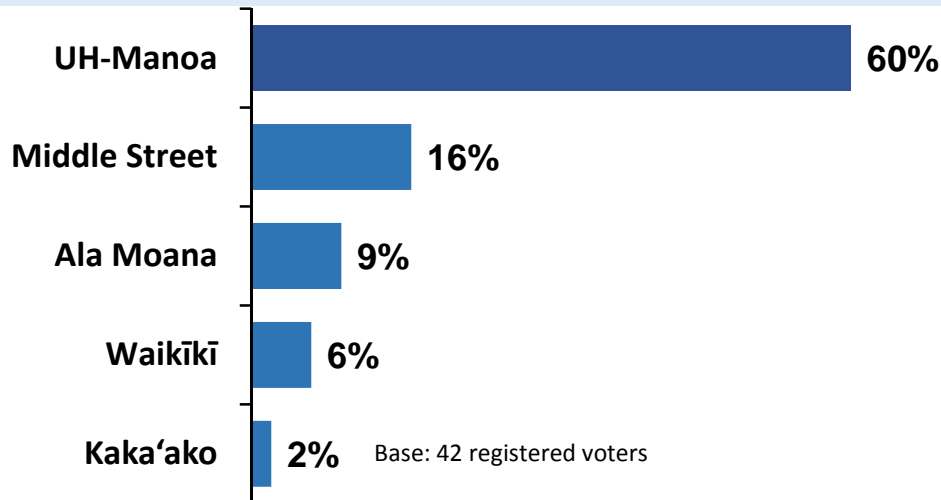
The University of Hawai'i at Mānoa campus is the clear number one choice among registered voters in Honolulu, Ewa/Kapolei and especially Central O'ahu (Mililani, Wahiawā) where 60 percent want Rail Transit to reach the UH Mānoa campus.

Central O'ahu is also the region where the **Middle Street** stopping point has the most support, at 16 percent of voters in the area.

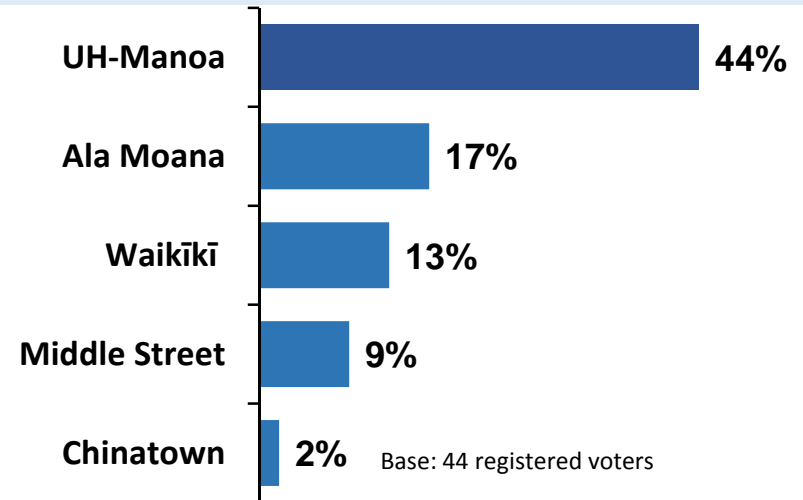
HONOLULU VOTERS



CENTRAL O'AHU VOTERS

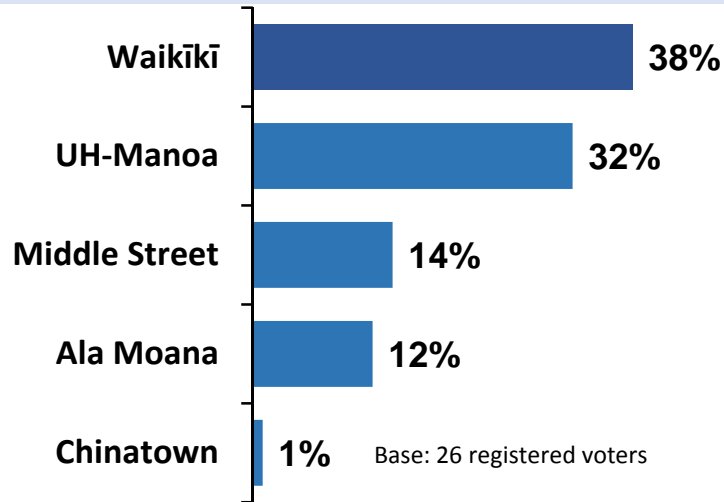


EWA/KAPOLEI VOTERS



If you could direct the Honolulu Rail Transit route, where should the rail line end?

AIEA/PEARL CITY VOTERS



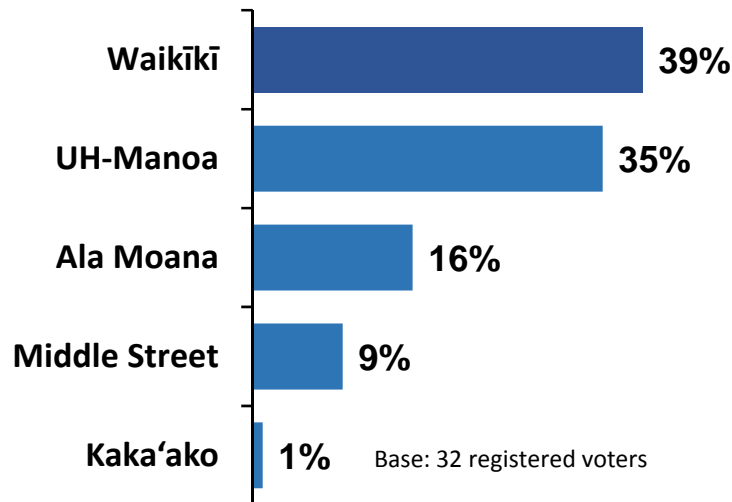
Waikiki Destination Supported in Pearl City and Waikiki, but not in East Oahu

A Waikiki Rail destination enjoys considerable support in **Aiea-Pearl City** as well as in **Waikiki**.

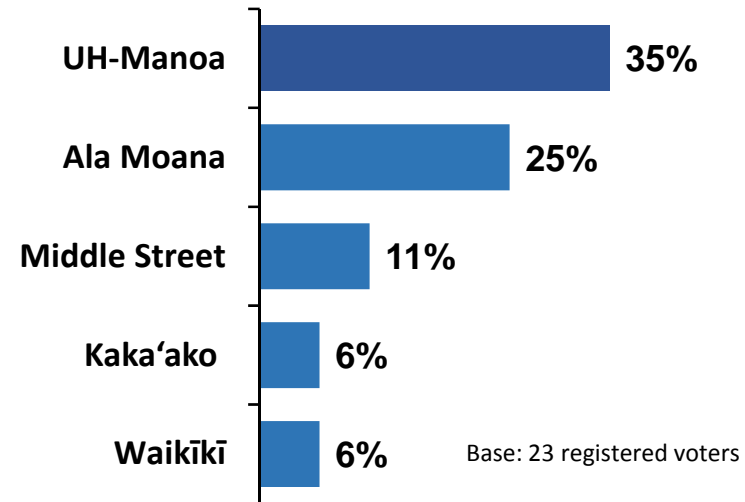
In both areas, almost 40 percent of voters chose Waikiki over UH-Mānoa as the most preferred Rail destination.

In East Oahu, however, Waikiki ranks last as a rail destination. The majority of East Oahu voters prefer rail to end either at UH-Mānoa or at Ala Moana Center.

WAIKIKI VOTERS



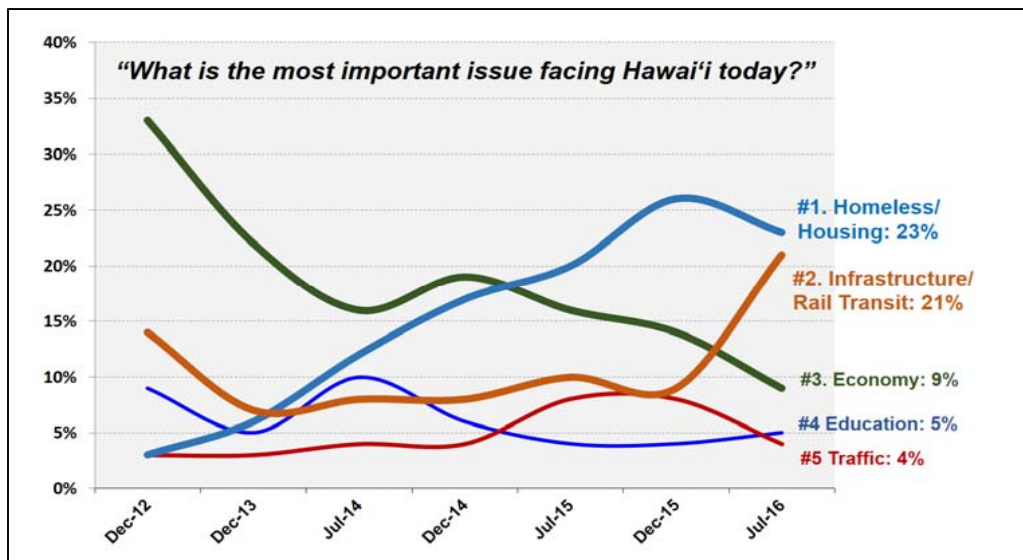
EAST OAHU VOTERS



Homelessness, infrastructure on the minds of Hawai'i residents...

Homelessness/housing is the number one concern, cited by 23 percent of residents in July's poll. **The other top priority** in Hawai'i, cited by 21 percent statewide is **Infrastructure**, specifically Rail Transit.

Meanwhile, issues of the **economy have dropped** in importance of late – a likely reflection of Hawai'i's strong tourism industry and low unemployment rate.



Residents remain positive about their economic prospects

The Hawai'i Resident Confidence Index® has tracked a gradual rise in confidence by local consumers since 2012, in tandem with the slow growth of the U.S. economy.

The July Index of 124 is twice the level of early 2009 (61) that marked the low point of the 2008-09 recession. The Index has recovered much of the ground lost in the last recession, and the present rising confidence suggests that local consumer spending.

