

EXECUTIVE SUMMARY

DEPARTMENT OF HEALTH COVID-19 AWARENESS AND COMPLIANCE SURVEY

- A majority of Hawaii residents consider COVID-19 to be a very serious concern when asked about the disease.
 - 81% of Neighbor Island respondents consider it to be a very serious health concern.
 - By comparison, this number drops to 69% (very serious health concern) on Oahu.

- Those who recall DOH messaging concerning how the public can protect themselves from COVID-19 show greater levels of concern compared to those who were not exposed to DOH directives.
 - Those who recall seeing a Frank De Lima PSA are more likely to recognize the threat that COVID-19 poses to their households than are those who did not see this spot.

- The 137 respondents who said they are not concerned about the threat of COVID-19 were asked why they felt this way.
 - More than half who fall into this segment are confident they will not contract COVID-19 because they are following CDC guidelines.

- Those who saw DOH messaging related to mitigation efforts and those who recall seeing a Frank De Lima PSA were more likely to be able to identify symptoms as associated with the virus.

- Nearly everyone (85%) who took part in the study agrees that adults over the age of 60 are in great danger from COVID-19 with another 13% believing they are in some danger.
 - Another community segment that is perceived to be in great danger are those with pre-existing health conditions.

- The perception of danger from COVID-19 exposure for younger residents, particularly young children is not as accepted by many in the community.
 - Only 14% believe that teenagers are in great danger from COVID-19 exposure.

- From a list of possible choices, the top sources of information regarding COVID-19 are local and national news outlets, the Centers for Disease Control (CDC), and the Hawaii Department of Health.
 - Those who indicate they are currently following all of the government mandates and guidelines related to the COVID-19 are more likely to list the Hawaii Department of Health and the CDC as sources of information.

- Young adults show a greater reliance on social media for their COVID-19 updates.
 - 77% of those under the age of 35 indicate they get information related to the virus from social media outlets.
 - The number of seniors who rely on social media for information falls to 23%.

- Social media is also a more likely source of information among residents who live with at least one child under 18 compared to those living in households without a child.

- Survey results show that the Hawaii Department of Health is doing a good job of reaching a majority (81%) of Hawaii residents with their messaging campaign related to COVID-19 mitigation practices.
 - Among those not following social distancing guidelines on a full-time basis, 21% do not recall being exposed to Hawaii Department of Health messaging related to ways the public can protect themselves from viruses like COVID-19.

- Two in five (41%) Hawaii residents had aided awareness of the Frank De Lima PSA spots.
 - Aided awareness of the ad is higher on Oahu (44%) than it is on the Neighbor Islands (35%).
 - Older segments of the sample are more likely to recall seeing the spots.
 - Locals, born & raised in Hawaii (48%) are more likely to recall the spots than are transplants (30%) to the state.

- At least a quarter of the population or more are not following 11 of 18 recommended guidelines on a regular basis at the time of the interview. Some are fairly significant and include among others: staying 6ft apart from other people, staying away from kupuna, staying home as much as possible, and avoiding touching your face.

- Respondents were asked to rate their own personal adherence to these suggested guidelines as a whole.
- When results are segmented by whether or not they were exposed to Hawaii Department of Health COVID-19 prevention messaging, there is a statistically significant difference in how much an individual is complying with suggested behavioral changes.
 - For example, 59% of those exposed to Hawaii Department of Health messaging indicate they are following all the suggested guidelines. This drops to 44% among those who have yet to be exposed to Hawaii Department of Health messaging.
- Three in four who are trying to follow the guidelines indicate those around them have been very supportive of their efforts.
 - Another 22% indicate their friends and family have been at least somewhat supportive.
- Statewide, nearly half of those polled believe they are following social distancing guidelines all of the time with another 51% doing so most of the time.
 - When the results are segmented by whether or not they were exposed to the Hawaii Department of Health messaging, we find those who recall information from Hawaii Department of Health more likely to adhere to social distancing guidelines all of the time.
 - The primary difference between Oahu and the Neighbor Islands is the greater likelihood Oahu respondents have gone to work outside of their homes.
 - Among those who admit they are not following social distancing guidelines “all of the time,” half have worked outside of their homes.
- The two situations where respondents feel they face the greatest challenges in maintaining adequate distance from others is at the grocery store and at their place of employment.
 - Most who have ventured out in their own neighborhoods or have gone to the beach feel maintaining proper social distancing is not a major concern to them at this time.
- A majority of Hawaii residents are shopping less on average, limiting purchases to just what they deem to be essential goods and services.
 - Those residents that were exposed or recall messaging from the Hawaii Department of Health related to COVID-19 prevention are more likely to be limiting their shopping to essentials than are those not exposed to Hawaii Department of Health messaging.
- Results show that two-thirds of the workforce has been affected in some way by COVID-19.

Current employment status of those employed before COVID-19	n=324
No change in employment	33%
Working from home for my employer – full employment	26%
Laid off or furloughed	23%
Working from home for my employer – reduced hours	6%
Working both at home and at place of employment	3%

- When asked what they were doing with their time at home, the four activities being undertaken by at least half of those polled were cooking at home, using technology to connect with family & friends, exercising at home, and walking more.
 - Seniors are also more likely to be walking since the COVID-19 outbreak with 65% indicating they are undertaking this activity.

METHODOLOGY

The State of Hawaii Department of Health contracted Anthology Research to conduct a quantitative study in the form of a mixed-mode survey of Hawaii residents.

A total of 545 surveys were conducted beginning on April 17, 2020 and ending on April 23, 2020. Each respondent was screened to ensure they were at least 18 years of age and a full-time resident of the state of Hawaii. The margin of error for a sample of this size is +/- 4.20 percentage points with a 95% confidence level.

Of the 545 surveys, 517 were conducted online with an additional 28 being conducted through telephone interviews.

The online sample was derived from a database purchased from Dynata and supplemented by Anthology Research's proprietary panel of respondents. The telephone sample was generated based on output from Anthology's Random Digit Dialing software.

The data was weighted to reflect population estimates of adults 18 years and older by major ethnic groups by island.