

Civil Beat Poll

2

Representative Sample:

Likely Voters Statewide (961, Margin of Error +/- 3.2 percentage points)

Fielded, October 8 – 12, 2018

	Liberal/progressive	Moderate	Conservative
Ige	69%	57%	21%
Tupola	19%	25%	63%
Neither	4%	7%	9%
Unsure	8%	10%	6%
Total	100%	100%	100%

	Democrat	Republican	Independent
Ige	70%	19%	37%
Tupola	16%	65%	39%
Neither	4%	9%	11%
Unsure	10%	7%	14%
Total	100%	100%	100%

	College Degree	No college Degree
Ige	52%	57%
Tupola	34%	25%
Neither	6%	8%
Unsure	9%	10%
Total	100%	100%

	Less than \$50,000	\$50,000 - \$100,000	More than \$100,000
Ige	57%	57%	45%
Tupola	26%	30%	39%
Neither	8%	4%	9%
Unsure	9%	9%	8%
Total	100%	100%	100%

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3

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Fielded, October 8 – 12, 2018

	Oahu_1	Oahu_2	Hawaii	Maui	Kauai
Ige	55%	46%	52%	57%	46%
Tupola	33%	32%	27%	20%	30%
Neither	4%	8%	8%	11%	5%
Unsure	8%	14%	13%	12%	19%
Total	100%	100%	100%	100%	100%

Crosstab—Thinking back to the Democratic primary for Governor that was held in August—did you vote in that primary? And if you did vote, did you vote for David Ige or Colleen Hanabusa [name order randomized]?

	Ige	Hanabusa	Didn't Vote in Dem Primary
Ige	77%	52%	18%
Tupola	18%	28%	49%
Neither	1%	8%	13%
Unsure	3%	12%	21%
Total	100%	100%	100%

Crosstab—In the 2014 general election for Governor, did you vote for David Ige, Mufi Hannemann, or Duke Aiona [name order randomized]?

	Ige	Aiona	Hannemann	Didn't Vote in 2014
Ige	81%	25%	40%	34%
Tupola	11%	65%	37%	28%
Neither	3%	5%	16%	12%
Unsure	5%	6%	7%	27%
Total	100%	100%	100%	100%

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About the Poll

Civil Beat surveyed a random sample of 961 likely General Election voters statewide. Calls were made from October 8 – 12, 2018, using interactive voice response technology (touch-tone polling). Cell phones were contacted by live call-agents who obtained consent and then patched consenting participants through to the same recorded survey as landline respondents. The sample consisted of 70% landlines and 30% cellphones.

Results were balanced for gender, age, ancestry/ethnicity/race, county and Congressional District of residence, education, and likelihood of voting.

The margin of error +/- 3.2 percentage points. Other sources of error, such as imperfect response rates and design effect (the effect of weighting results based on demographics) are also common in public opinion research and may affect the results. The adjusted margin of error, accounting for the design effect is +/- 4.3 percentage points. The margin of error for any crosstabulated result is larger than the margin of error of the corresponding topline result.

Some columns may sum to totals slightly higher or lower than 100% due to rounding.

The poll was conducted by Civil Beat working with Merriman River Group, a full-service consulting organization specializing in opinion research, election management, and communications.