

MAUI COUNTY DEPARTMENT OF HUMAN CONCERNS

COMMUNITY NEEDS ASSESSMENT SURVEY 2025

Submitted by
Anthology FINN Partners
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[ANTHOLOGY]

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[ANTHOLOGY]



METHODOLOGY

Overview

Anthology Marketing Group, Inc. (Anthology Research) was contracted by the County of Maui Department of Human Concerns (DHC) to conduct a community assessment survey of Maui County residents. The primary purpose of this research was to gain a comprehensive understanding of the current human service needs and priorities from the perspective of Maui County residents. This assessment aims to provide the DHC with crucial data to evaluate whether existing programs and funding structures are effectively addressing community needs, to inform future policies, programs, and grant-making decisions, and to guide the overall work of its divisions in supporting the social well-being of Maui County's citizens.

The key research objectives are to: collect data across all nine districts of Maui County; summarize community demographics; identify the human service needs of households; assess the availability and quality of current services from the residents' perspective; identify any perceived barriers to accessing these services; pinpoint new needs or service gaps; and identify indicators and data sources for monitoring progress on identified priorities. Ultimately, the findings are intended to help steer resources and program development toward areas with the most significant need, thereby filling service gaps within the communities.

Data Collection

This study was conducted as a mixed-mode survey utilizing both telephone and online methods; this is a robust collection method that can enhance data quality by reducing non-response bias and capturing a more diverse range of participants who might be inaccessible through a single-mode approach. The sample for this mixed-mode study was aggregated from multiple sources, including third-party sample providers, voter contact, and other publicly available lists, and Anthology's panel of Hawaii residents who have opted into participating in research studies. Additionally, some telephone sample was generated using random-digit dialing.

Data collection began on March 11, 2025, and ended on May 1, 2025. During this time period, n=937 completed surveys were collected from Maui County residents aged 18 years or older, resulting in a margin of error for the sample of +/- 3.02 percentage points at the 95% level of confidence. To understand the unique differences between Maui County locations, the data is often segmented by the following regions, to align with the [Maui County Community Plans](#):

	Proportion	Sample Size
Wailuku, Waikapū to Kahakuloa	21%	165
Kahului	16%	106
Kihei, Makena to Ma'alaea	14%	167
Lāhainā, Olowalu to Kapalua	12%	131
Makawao, Hali'imaile Pukalani	11%	102
Kula, Ulupalakua, Kanaio	7%	73
Pā'ia-Ha'ikū	5%	65
East Maui	4%	35
Moloka'i	8%	74
Lāna'i	3%	19

The research aimed to collect at least 100 complete responses from each region in Maui County to support analysis by region and other variables. However, due to time constraints, this was difficult in smaller or harder-to-reach communities like Pā'ia-Ha'ikū, East Maui, Moloka'i, and Lāna'i. Despite using multiple outreach methods to boost participation, the final sample sizes reflect the challenges of reaching these areas. The team made every effort to gather as complete a dataset as possible across all regions within the study's timeframe. Caution should be used in reviewing subsets of the overall sample that are based on fewer than 100 responses.

Data Weighting

To ensure representativeness, survey results were weighted to reflect the ethnic distribution of adult residents across Maui, Moloka'i, and Lāna'i, using data from the U.S. Census and the Hawai'i Health Surveillance Survey. Because Census race data often over- or under-represents multiracial populations, ethnicity benchmarks were based on the Health Surveillance Survey, which asks respondents to identify their primary ethnic identity. This approach provides a more stable and realistic view of Maui County's population.

Data Coding

In this survey, open-ended response questions were asked to probe respondents for more specific information. In order to quantify these results, Anthology Research assigned responses to a series of broader categories, with the results being presented in the report as numerical representations. Detailed definitions of all coded categories are available in the appendix of this report for more granular analysis of coded categories.

A.I. Disclaimer

This report utilizes AI tools to enhance efficiency; however, all final insights and conclusions are reviewed and determined by human researchers. All tools used are enterprise AI models that do not retain or train on any data, ensuring confidentiality. AI serves as a tool in our process, but human expertise remains the primary driver of analysis, and all collected data remains confidential.

Questionnaire Design

The survey questionnaire for this study was designed by Anthology Research, incorporating guidance and final approval from the Maui County Department of Human Concerns. The survey instrument is available for review in the appendix of this report.

EXECUTIVE SUMMARY

COMMUNITY PROGRAMS AND SERVICES OVERVIEW

Residents report varied levels of confidence regarding their awareness of County programs and services. While two-thirds (65%) of residents feel some level of confidence in their knowledge of Maui County's social well-being programs, a third (34%) express lower levels of confidence. This difference in awareness suggests a potential area for enhanced community outreach and education by County departments to ensure residents can access available support.

Mental health/substance abuse treatment and housing assistance for the unsheltered are identified as top community needs. A sizeable portion (70%) of residents cited both mental health/substance abuse treatment and housing assistance for the unsheltered/unhoused as "critically needed". Senior and disability services also ranked highly (64% "critically needed"), followed by childcare/early childhood education, food assistance, and youth programs, indicating strong community perception of need in these areas.

Limited knowledge about available services and application processes is a primary access barrier. A majority of residents who face challenges accessing County programs cite a lack of knowledge of available government services (63%) and a lack of knowledge of how to apply for government services (51%) as key obstacles. Logistical issues such as inconvenient hours of operation (34%), cost (33%), and the time required for applications (31%) also present notable barriers. These findings suggest that the County should focus on developing program and service awareness, along with ensuring programs are easily accessible to Maui County residents.

Most households possess key resources for program enrollment, though a portion lacks a reliable Internet connection. Data indicates near-universal access to valid government-issued IDs (99%), permanent mailing addresses (97%), computers/smartphones (96%), and reliable transportation (96%). However, reliable internet connection is comparatively lower, with one in ten (9%) households reporting a lack of access, which could present a challenge for utilizing online services or information.

EARLY CHILDHOOD RESOURCE PROGRAMS

A very high percentage of Maui County residents view County-provided early childhood programs and services as important. A vast majority (95%) of residents consider these programs to be either "very important" (71%) or "somewhat important" (24%). This strong consensus (average rating 3.67 out of 4.00) underscores significant community endorsement for the County's involvement in early childhood resources and programs.

Financial aid for childcare and navigation support are the most needed early childhood resources. Nearly two-thirds (64%) of residents identified financial aid to help families afford childcare as "critically needed". Assisting families in navigating early childhood programs and services also emerged as a significant need, with half (50%) citing it as "critically needed". For this reason, programs and services to support these areas should be prioritized when allocating grants related to early childhood education and resources.

There is a considerable awareness gap regarding existing County-provided early childhood resources. Three in five residents (61%) reported being unaware that the list of specific early childhood resources discussed in the survey is currently offered by the County of Maui. This low awareness likely contributes to the low utilization rate, as only one in ten (10%) of households reported using these services in the past year. The County should consider awareness and education campaigns to help increase resident awareness of the programs and services available to them.

AGING, ELDERLY, AND DISABLED RESIDENTS

There is exceptionally strong agreement among residents on the importance of County programs for aging, elderly, and disabled individuals. An overwhelming 97% of residents view these programs as either "very important" (80%) or "somewhat important" (17%). This results in a very high average rating of 3.78 on a four-point scale, indicating strong community endorsement for County support of these populations and programs developed and maintained to meet their needs.

Caregiver support, adult daycare/respite, and transportation are identified as the most critical service needs for this demographic. Caregiver support and training (65% "critically needed"), adult day care / caregiver respite services (64%), and transportation for medical, shopping, social needs (63%) were the top-ranked needs. Meal delivery programs and in-home care were also perceived as critically needed by a majority of residents, suggesting a demand for a comprehensive and varied support system. While over half of respondents rated 13 out of 14 of the programs or services as "critically needed," these findings highlight which areas should be prioritized to meet the most important needs of Maui County residents.

Housing and accommodation, transportation, and delivery assistance are frequently requested additional services for this population group. Among residents who identified further needs beyond current core services, enhanced "housing and accommodation" (9%) and "transportation / delivery / travel assistance" (9%) were the most common suggestions. These were followed by requests for additional medical and health services (8%), social and recreational activities (7%), and financial and legal assistance (6%).

UNSHELTERED / UNHOUSED PROGRAMS

A substantial majority of Maui County residents believe the County should prioritize addressing issues concerning the unsheltered/unhoused population. A total of 94% of residents believe prioritizing these issues is either "very important" (71%) or "somewhat important" (23%). This widespread agreement signals a clear community expectation for Maui County to actively focus on homelessness with supportive programs and services.

Affordable housing, mental health services, and temporary shelters are the primary suggestions for enhanced County support for the unsheltered. When asked, the County could better support this population, residents most frequently suggested affordable housing solutions (24%). This was followed by substantial mentions of mental health services (20%) and the need for temporary shelters (19%), along with substance abuse programs (15%) and employment opportunities (12%). For this reason, programs and services to support these areas should be prioritized when allocating grants related to unsheltered / unhoused populations.

IMMIGRANT SERVICES

A majority of residents are unaware of the Maui County Immigrant Services Division and its programs. Nearly two-thirds (62%) of residents reported being unaware of the services offered by this division, which include assistance for new residents in integrating into the community and U.S. Passport services. Approximately one-third (32%) of residents stated they were aware, indicating that many, including potential beneficiaries, may not know these County resources are available. The County should consider developing awareness and education campaigns to increase awareness of the immigration and passport services available to residents.

Reported utilization of Immigrant Services is minimal, consistent with low awareness levels.

Only 8% of residents indicated that they or anyone they know had utilized these services in the past year. This low level of reported contact suggests that the lack of knowledge about these services may limit their reach and use within the community.

GOVERNMENT PROGRAM INFORMATION SOURCES / COMMUNITY VOLUNTEERING

Residents utilize a combination of informal and formal channels to obtain information about government programs. Word of mouth from friends, family, and neighbors is the most cited source (74%), followed by government websites (County / State / Federal) and local news (TV, radio, newspapers, online news), both at 69%. Email newsletters or text alerts (61%) are also significant sources, suggesting that effective outreach would benefit from a multi-pronged strategy.

Residents express varied likelihood of volunteering, with a slight majority indicating some propensity to do so. Approximately three in five residents (59%) indicate some willingness to volunteer in the community in the next 12 months, with 28% stating they are "very likely" and a third (31%) "somewhat likely". Conversely, two in five (41%) residents express less inclination, with a fifth being "somewhat unlikely" (21%) and "very unlikely" (20%) to volunteer. When arranging volunteering events, the County will see the highest engagement by targeting high-likelihood groups such as middle-aged adults (35-49 years) and those with children in the household.

SURVEY FINDINGS



COMMUNITY PROGRAMS AND SERVICES OVERVIEW

UNDERSTANDING OF CURRENT PROGRAMS

To begin the survey, participants were asked to evaluate their level of confidence regarding their awareness and comprehension of programs and services offered by Maui County to support residents' social well-being. This assessment utilized a four-point rating scale, where a score of four (4) signified "very confident" and one (1) indicated "not at all confident." For participants responding via telephone, an option of "don't know" was also accepted. The mean score derived from these ratings serves as an indicator of average perceived confidence, with higher scores (approaching 4.00) suggesting greater collective confidence in Maui County's social well-being offerings.

Confidence in Knowledge of Maui County's Social Well-Being Programs and Services (Base: n=937)



Q. How confident are you in your knowledge and understanding of Maui County's programs/services that support residents' social well-being?

Residents' confidence in their knowledge of Maui County's social well-being programs and services is mixed, with an average rating of 2.69 on a four-point scale. While a combined two-thirds (65%) of residents feel some level of confidence (12% "very confident" and 53% "somewhat confident"), a notable third (34%) express lower levels of confidence, with a quarter (25%) feeling "not very confident" and 9% "not at all confident." This sizeable segment reporting low awareness suggests a potential barrier to service utilization and indicates a potential need for enhanced community outreach and education by Maui County's various departments to ensure residents can access available support.

In the following table, the data is segmented by respondents' geographic location to better understand any statistically significant differences that may exist across the various communities in Maui County.

Confidence in Knowledge of Maui County's Social Well-Being Programs and Services
(by Residents' Geographic Location)

	MAUI COUNTY LOCATION									
	East Maui	Pā'ia-Ha'ikū	Kahului	Wailuku, Waikapū to Kahakuloa	Makawao, Hali'imaile, Pukalani	Kihei, Makena to Ma'alaea	Kula, Ulupalakua, Kanaio	Lāhainā, Olowalu to Kapalua	Lāna'i	Moloka'i
<i>BASE</i>	35	65	106	165	102	167	73	131	19	74
<i>Very confident</i>	15%	10%	16%	14%	6%	5%	9%	10%	12%	21%
<i>Somewhat confident</i>	66%	52%	52%	49%	50%	56%	60%	59%	38%	54%
<i>Not very confident</i>	12%	23%	22%	26%	30%	29%	29%	20%	35%	16%
<i>Not at all confident</i>	7%	14%	9%	10%	7%	9%	3%	10%	5%	9%
<i>Don't know / Not sure</i>	-	-	2%	1%	6%	1%	-	-	11%	-
MEAN	2.88	2.58	2.77	2.69	2.59	2.56	2.75	2.69	2.64	2.86

Q. How confident are you in your knowledge and understanding of Maui County's programs/services that support residents' social well-being?

* Colored cells indicate statistically significant differences between geographic groups, where **blue cells** highlight significantly higher values than the **gray** cells on the same line (horizontal), with darker shades signifying a greater number of statistically significant differences across groups. Totals may not sum to 100 percent due to rounding.

Confidence in knowledge of Maui County's social well-being programs and services appears to vary somewhat by geographic location, with mean scores ranging from 2.56 in Kihei, Makena to Ma'alaea to 2.88 in East Maui. Residents of Moloka'i report the highest proportion of being "very confident" (21%), contributing to a higher mean score (2.86) for that region. East Maui also shows a directionally higher mean confidence (2.88), largely driven by two-thirds (66%) feeling "somewhat confident," though this finding is directional due to a smaller sample size (n=35). Conversely, areas such as Kihei, Makena to Ma'alaea (mean 2.56), Pā'ia-Ha'ikū (mean 2.58), and Makawao, Hali'imaile, Pukalani (mean 2.59) exhibit somewhat lower mean confidence scores, suggesting a potential information gap in these communities. These regional variations highlight that community outreach and educational efforts regarding available services might need to be tailored to address the specific awareness levels within different Maui County communities.

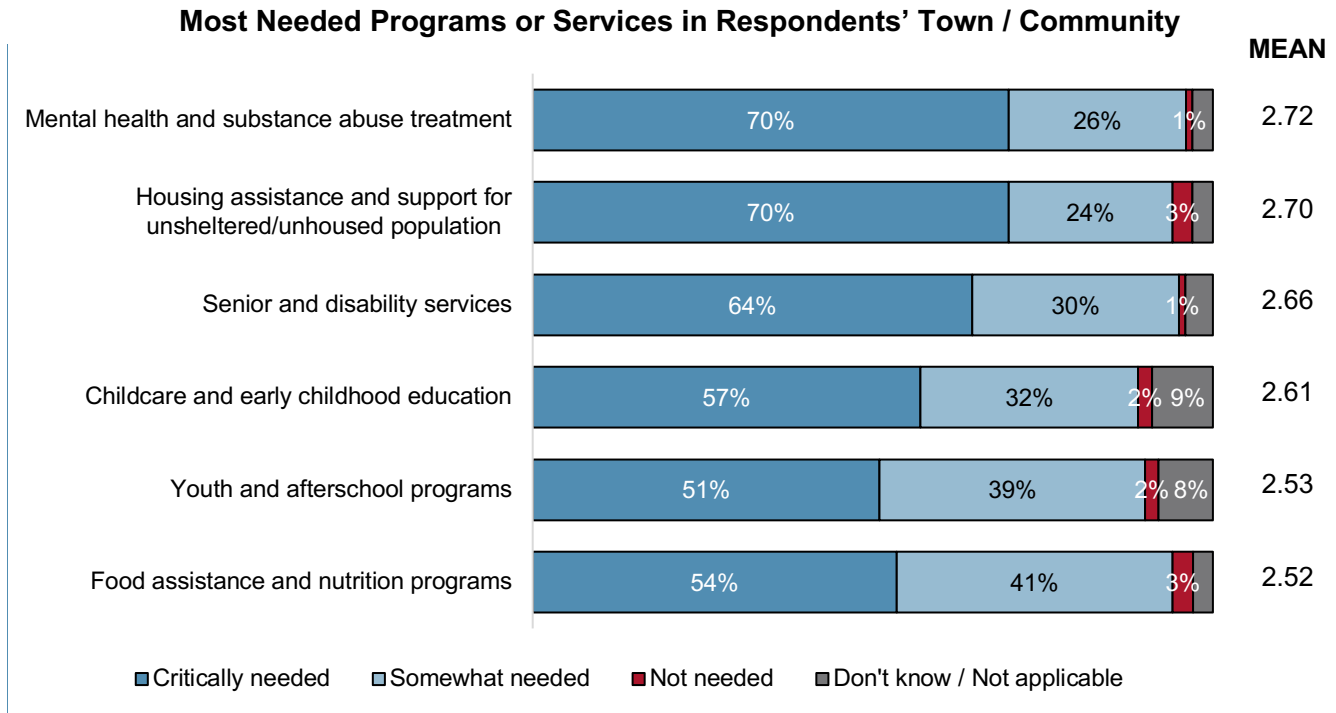
DEMOGRAPHIC TRENDS

To identify variations across different population groups, the data was segmented by demographic characteristics. The subsequent analysis highlights these demographic trends:

- **Age-Related Confidence:** Younger residents (18-34 and 35-49 age groups) report being "not very confident" or "not at all confident" about County programs and services at a significantly higher rate than older age groups (50-64 and 65+). Instead, confidence rating on average (mean score) increases with age. This suggests a potential communication gap with younger demographics regarding available support.
- **Ethnic Background:** In terms of ethnicity, Filipino residents (21%) are significantly more likely to state they are "very confident" in their knowledge of County programs, resulting in a directionally higher average rating (2.82 mean score) among this group. Meanwhile, self-reported confidence is lower among Japanese residents (2.58 mean score, 6% "very confident"). This suggests that certain communities in Maui County may require more targeted communication and outreach efforts to promote programs and services.

MOST NEEDED PROGRAMS AND SERVICES

Next, respondents were presented with a series of different programs and services and asked how needed they are in their community or town. This assessment utilized a three-point rating scale, where a score of three (3) signified "critically needed" and one (1) indicated "not needed." Additionally, all respondents were allowed to select "don't know / not applicable." The mean score derived from these ratings serves as an indicator of average community need, with higher scores (approaching 3.00) suggesting greater collective need of these programs and services across Maui County.



Q. In your opinion, what types of programs or services are most needed in your town/community? For each item, tell us if it is critically needed, somewhat needed or not needed. If you don't know or aren't sure, just indicate so. * Base: n=937

Overall, all of the services tested were seen as being "critically needed" by at least half of those surveyed in this study. Mental health/substance abuse treatment (mean 2.72) and housing assistance for the unsheltered/unhoused (mean 2.70) are perceived by residents as the most needed services, with 70% citing each as being "critically needed." Senior and disability services also rank highly (mean 2.66, 64% "critically needed"). Other considerable needs identified include childcare/early childhood education (mean 2.61, 57% "critically needed"), along with youth/afterschool programs (mean 2.53, 51% "critically needed") and food assistance/nutrition programs (mean 2.52, 54% "critically needed"). These findings suggest a strong community perception of the need for services that address mental well-being, housing stability, and support for vulnerable populations, including seniors, children, and those facing food insecurity.

In the following table, the data is segmented by respondents' geographic location to better understand any statistically significant differences that may exist across the various communities in Maui County.

Most Needed Programs or Services in Respondents' Town / Community
(by Residents' Geographic Location)

<i>"Critically Needed"</i>	MAUI COUNTY LOCATION									
	East Maui	Pā'ia-Ha'ikū	Kahului	Wailuku, Waikapū to Kahakuloa	Makawao, Hali'imaile, Pukalani	Kihei, Makena to Ma'alaea	Kula, Ulupalakua, Kanaio	Lāhainā, Olowalu to Kapalua	Lāna'i	Moloka'i
<i>BASE</i>	35	65	106	165	102	167	73	131	19	74
<i>Mental health and substance abuse treatment</i>	59%	65%	65%	74%	74%	66%	60%	79%	77%	79%
<i>Housing assistance and support for unsheltered/ un-housed population</i>	46%	84%	67%	74%	75%	82%	64%	77%	45%	51%
<i>Senior and disability services</i>	61%	62%	67%	67%	63%	51%	49%	71%	85%	79%
<i>Childcare and early childhood education</i>	49%	68%	60%	61%	57%	48%	43%	64%	60%	54%
<i>Youth and afterschool programs</i>	46%	57%	58%	48%	49%	41%	37%	58%	52%	62%
<i>Food assistance and nutrition programs</i>	47%	55%	53%	52%	58%	47%	51%	61%	62%	56%

Q. In your opinion, what types of programs or services are most needed in your town/community? For each item, tell us if it is critically needed, somewhat needed or not needed. If you don't know or aren't sure, just indicate so.

* Colored cells indicate statistically significant differences between geographic groups, where **blue cells** highlight significantly higher values than the **gray** cells on the same line (horizontal), with darker shades signifying a greater number of statistically significant differences across groups. Totals may not sum to 100 percent due to rounding.

The perception of which services are "critically needed" shows some variation across Maui County's geographic locations, suggesting that while some needs are widespread, their intensity can differ by community. For instance, housing assistance and support for the unsheltered/unhoused is felt most acutely in Pā'ia-Ha'ikū (84% "critically needed") and Kihei, Makena to Ma'alaea (82%), with Lāhainā also reporting a high critical need (77%). Senior and disability services are a major concern in Lāna'i (85% "critically needed" - a directional finding due to small sample size) and Moloka'i (79%). These geographical distinctions in perceived critical needs suggest that strategies for service delivery and resource allocation may benefit from regional tailoring.

DEMOGRAPHIC TRENDS

To identify variations across different population groups, the data was segmented by demographic characteristics. The subsequent analysis highlights these demographic trends:

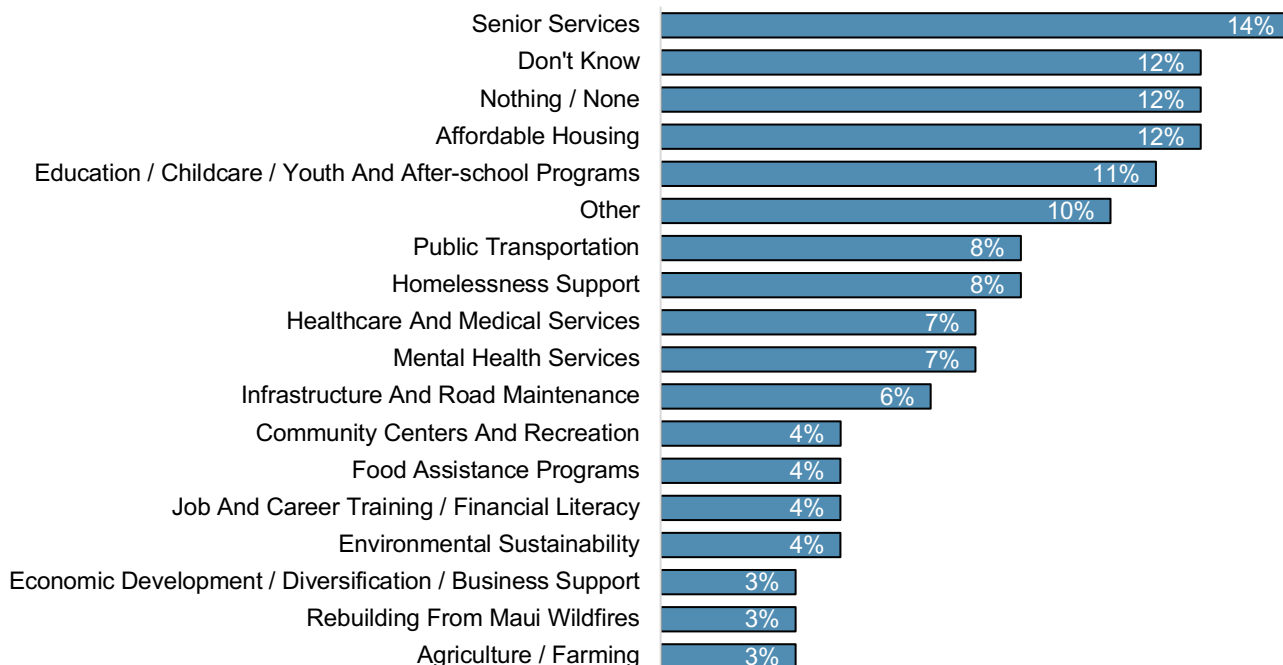
- **Age-Related Needs:** Younger to middle-aged adults (often 35-49 years, but also 18-34 years for some services) frequently expressed a higher critical need for services like housing/homeless support, childcare, mental health/substance abuse treatment, and youth programs. This likely reflects the life stages and challenges faced by these age groups. Conversely, while essential, services specifically for seniors were, perhaps understandably, seen as critically needed by a broader range of age groups, not just seniors themselves, with those aged 50-64 years sometimes showing higher concern than those aged 65+ years.
- **Socioeconomic Factors:** Renters consistently reported a significantly higher critical need for housing/homeless support, childcare, and food assistance compared to homeowners. This may indicate greater vulnerability or direct experience with the challenges these services address. Employment status also played a role, though the patterns varied by service. For example, those not working (e.g., students, homemakers, unemployed) or retired often showed higher critical need for senior services, while those employed part-time showed high need for childcare.
- **Gender Differences:** Female residents consistently reported a significantly higher critical need across a range of services, including housing/homeless support, senior/disability services, childcare/early childhood education, mental health/substance abuse treatment, and food assistance programs.
- **Impact of Children in Household & Caregiving Roles:** Households with children, particularly younger children (under 11 years), and residents who are caregivers for children, consistently identified a significantly higher critical need for services like childcare/early childhood education and youth/afterschool programs. Caregivers for adults showed a markedly higher critical need for senior and disability services.
- **Ethnic Background:** Certain ethnic groups showed significantly higher perceived needs for specific services. For instance, Hawaiian and Filipino residents often expressed a higher critical need for senior/disability services and youth programs, while Hawaiian residents also showed a higher need for mental health/substance abuse treatment. Caucasian residents noted a higher need for housing/homeless support compared to some other groups.
- **Household Size:** Larger households (often 3+ or 4+ members) tended to report a higher critical need for services like childcare, food assistance, and youth programs, likely reflecting increased demand within the household.

ADDITIONAL PROGRAMS AND SERVICES

Subsequently, respondents were asked to share any additional programs or services that they feel should be expanded in their community or town. Responses were provided in an open-ended format and then coded into recurring themes to quantify the results. Detailed descriptions of each category are located in the appendix of this report for more granular analysis.

Additional Programs and Services Requested by Maui County Residents

(Base: n=937)



Q. What other specific programs or services do you feel should be expanded or introduced in your town/community?

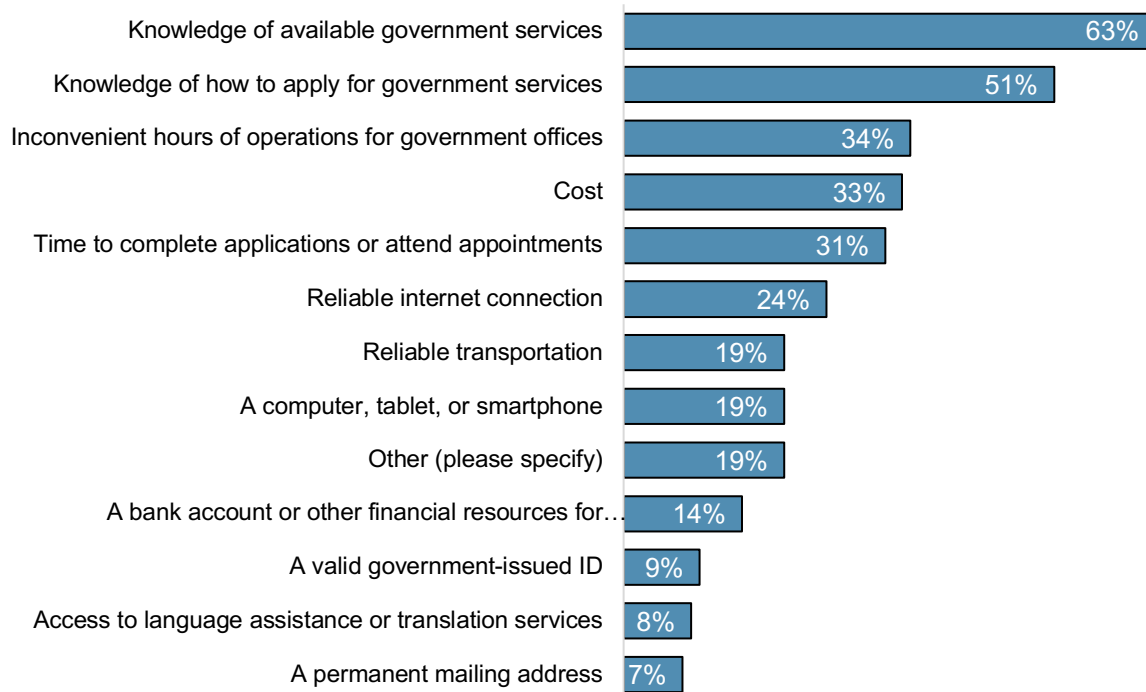
When asked about additional programs or services they wish to see expanded or introduced, the most frequent request from Maui County residents is for enhanced "Senior Services" (14%). Following this, "Affordable Housing" (12%) and "Education / Childcare / Youth and After-school Programs" (11%) are also prominent themes for desired expansion. Notably, a considerable portion of residents responded "Don't Know" (12%) or indicated "Nothing / None" (12%) when asked for additional programs or services, suggesting the provided list may adequately fit the needs of their community. Other recurring themes for new or expanded services include "Public Transportation" (8%), "Homelessness Support" (8%), and "Healthcare And Medical Services" (7%), echoing some of the broader needs identified elsewhere in the survey. These open-ended responses suggest key areas where residents perceive gaps or the need for greater investment beyond existing core services.

BARRIERS TO ACCESSING PROGRAMS AND SERVICES

In this section, respondents were asked to share any barriers that they or others in their household face in accessing programs or services provided by Maui County. This question was optional, resulting in a lower sample size compared to other questions in this study.

Barriers to Accessing Programs and Services

(Base: n=778)



Q. Which of the following are barriers for you or others in your household to access programs or services provided by Maui County?

* This question was optional, with responses only being collected from those who face barriers, resulting in a lower sample size.

Among residents who face challenges accessing Maui County programs and services, informational gaps emerge as the primary barriers. A large majority cite a lack of "Knowledge of available government services" (63%) and a lack of "Knowledge of how to apply for government services" (51%) as key obstacles. Beyond these informational challenges, logistical and financial issues are also prominent, including "Inconvenient hours of operations for government offices" (34%), "Cost" (33%), and the "Time to complete applications or attend appointments" (31%). Other notable barriers reported include difficulties with "Reliable internet connection" (24%), and both "Reliable transportation" and access to "A computer, tablet, or smartphone" (each at 19%). These findings underscore that improving awareness and simplifying application processes are potential key areas for enhancing residents' ability to access needed County services.

DEMOGRAPHIC TRENDS

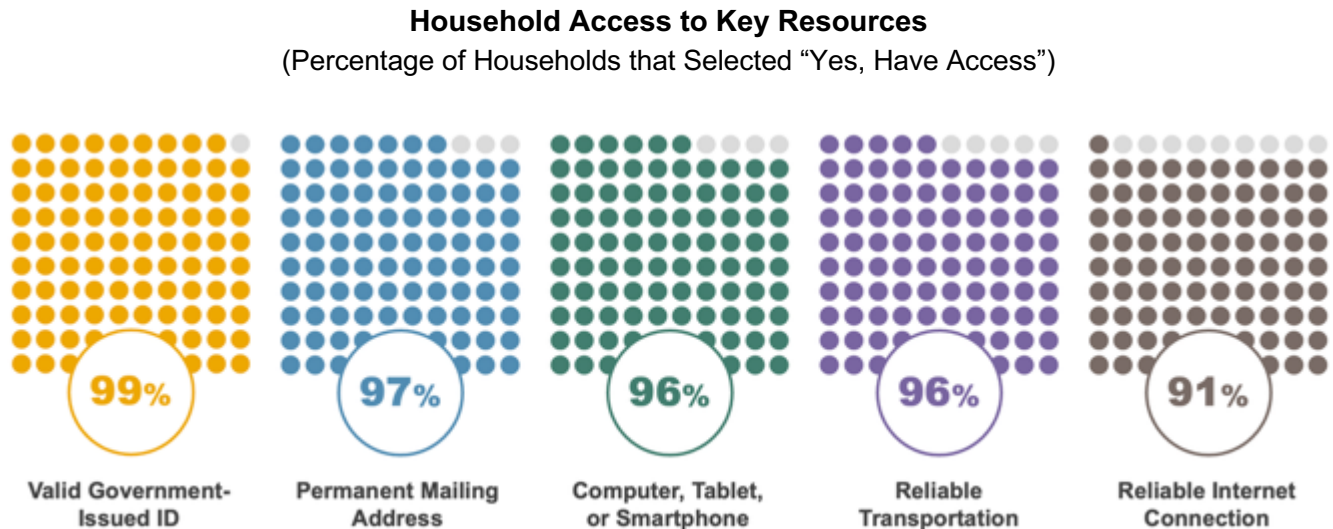
To identify variations across different population groups, the data was segmented by demographic characteristics. The subsequent analysis highlights these demographic trends:

- **Knowledge and Navigational Challenges:** While "Knowledge of available government services" was a widely cited barrier (63% overall), Japanese residents (73%) reported this more often than Caucasian residents (57%). "Knowledge of how to apply for government services" was a significant barrier for renters (55%) and those living rent-free (66%) compared to homeowners (48%). Also, males (56%) were statistically more likely to mention this as a barrier than females (48%). Interestingly, both were also more likely to be barriers for those born in Hawaii compared to transplants.
- **Working-Age & Younger Adults:** Younger and working-age adults (18-34 and 35-49) consistently reported "Inconvenient hours of operations," "Cost," and "Time to complete applications" as barriers more often than older residents (65+). For instance, half (50%) of those 35-49 cited inconvenient hours as a barrier, significantly more than the 24% of those 65+. Female residents (39%) also cited "Inconvenient hours" significantly more than male residents (26%).
- **Economic & Resource-Based Barriers Vary by Ethnicity and Housing Status:** "Cost" was a significantly greater barrier for Filipino (53%) and Hawaiian (47%) residents compared to Japanese (14%) and Caucasian (26%) residents. Renters (44%) also faced "Cost" as a significantly greater barrier than homeowners (27%). Lack of "A bank account or other financial resources" was a significantly higher barrier for Filipino residents (33%) compared to residents of other ethnic identifications. It was also more significant for renters (20%) and those living rent-free (23%) versus homeowners (12%). "Reliable transportation" was a significantly greater barrier for those not working compared to those employed and for renters (25%) than for homeowners (16%).
- **Digital Divide & Access to Technology:** Lack of "Reliable internet connection" was a higher barrier for Hawaiian (34%) and Filipino (33%) residents compared to Caucasian (14%) and Japanese (18%) residents. Those not working (35%) and those who are retired (31%) also faced this barrier more than working individuals. Not having "A computer, tablet, or smartphone" was a significantly greater barrier for Filipino residents (38%) compared to Caucasian (10%), Japanese (17%), and Hawaiian (20%) residents. Those not working (37%) also faced this barrier more than working groups.

- **Language & Documentation Barriers:** "Access to language assistance or translation services" was a significantly more prominent barrier for Filipino residents (22%) compared to Caucasian (4%), Japanese (7%), and Hawaiian (7%) residents. Needing "A permanent mailing address" was a significantly higher barrier for renters (12%) than homeowners (5%), and for those in households with three or more generations (13%) compared to two- (4%) and single-generation households (7%).

HOUSEHOLD ACCESS TO KEY RESOURCES

In this section, respondents were asked whether their households have access to the various things needed to successfully enroll in and benefit from different government programs and services. The following graphic highlights the distribution of responses overall.



Base: n=937

Q. Does your household have access to each of the following?

A very high percentage of Maui County households report having access to key items needed to enroll in and benefit from government programs and services. Near-universal access is reported for a valid government-issued ID (99%), followed closely by access to a permanent mailing address (97%), a computer, tablet, or smartphone (96%), and reliable transportation (96%). While still high, access to a reliable Internet connection is comparatively lower at 91% of residents surveyed in this study. This indicates that while most households possess these fundamental resources, a gap in reliable internet access exists for nearly one in ten households, which could present a challenge for accessing online services or information.

In the following table, the data is segmented by respondents' geographic location to better understand any statistically significant differences that may exist across the various communities in Maui County. This table displays the percentage of respondents who answered "No, do not have access" to each of the items tested, highlighting communities that may face more barriers to key programs and services provided by the County of Maui.

Household Access to Various Items and Services
(by Residents' Geographic Location -- Percentage of Households that Selected "No Access")

"No Access"	MAUI COUNTY LOCATION									
	East Maui	Pā'ia-Ha'ikū	Kahului	Wailuku, Waikapū to Kahakuloa	Makawao, Hali'imaile, Pukalani	Kihei, Makena to Ma'alaea	Kula, Ulupalakua, Kanaio	Lāhainā, Olowalu to Kapalua	Lāna'i	Moloka'i
<i>BASE</i>	35	65	106	165	102	167	73	131	19	74
<i>Valid Government-Issued ID</i>	-	1%	-	1%	-	1%	5%	3%	-	1%
<i>Permanent Mailing Address</i>	8%	1%	2%	<1%	2%	<1%	-	12%	-	1%
<i>Computer, Tablet, or Smartphone</i>	17%	-	7%	4%	-	1%	-	4%	18%	6%
<i>Reliable Transportation</i>	12%	4%	5%	2%	3%	3%	15%	3%	-	5%
<i>Reliable Internet Connection</i>	39%	2%	6%	9%	5%	1%	6%	3%	23%	20%

Q. In your opinion, what types of programs or services are most needed in your town/community? For each item, tell us if it is critically needed, somewhat needed or not needed. If you don't know or aren't sure, just indicate so.

* Colored cells indicate statistically significant differences between geographic groups, where **blue cells** highlight significantly higher values than the **gray** cells on the same line (horizontal), with darker shades signifying a greater number of statistically significant differences across groups. Totals may not sum to 100 percent due to rounding.

While overall household access to essential items and services is generally high across Maui County, specific geographic areas report notably higher percentages of no access for certain key resources. The most significant regional disparities appear in access to a reliable Internet connection, with East Maui reporting a very high 39% of households lacking access, followed by Lāna'i (23%) and Moloka'i (20%). Similarly, lack of access to a computer, tablet, or smartphone is more pronounced in East Maui (17%) and Lāna'i (18%). Other notable findings include a higher percentage of households in Lāhainā (12%) and directionally East Maui (8%) reporting no permanent mailing address, and Kula, Ulupalakua, Kanaio indicating a greater lack of reliable transportation (15%).

DEMOGRAPHIC TRENDS

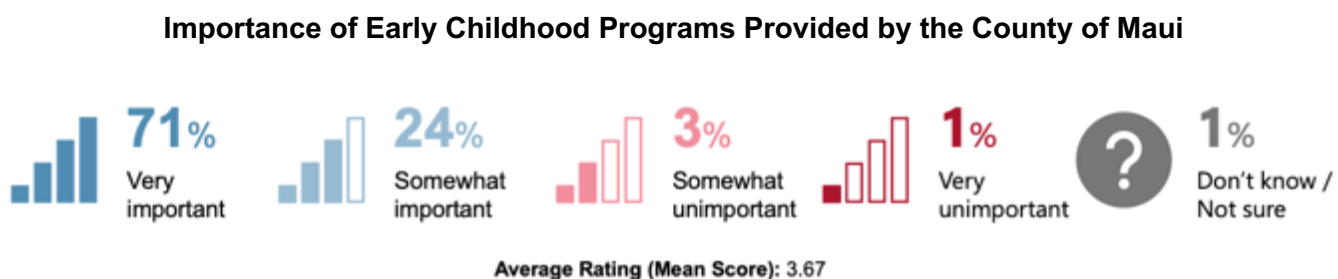
To identify variations across different population groups, the data was segmented by demographic characteristics. The subsequent analysis highlights these demographic trends:

- **Digital Access Disparities (Internet & Devices):** Lack of a reliable internet connection is a more significant issue for those who are not working (18% "No") or retired (13%) compared to those working full-time (3%), part-time (5%), or self-employed (4%). Hawaiian (12%) residents also report significantly lower access compared to other ethnic groups. Lacking a computer, tablet, or smartphone is significantly more common among those not working (10%) and retired individuals (8%). The sizable lack of reliable Internet and, to a lesser extent, devices among retirees, those not working, and specific ethnic groups highlights that some communities may struggle to access programs or services that require an internet-enabled device.

EARLY CHILDHOOD RESOURCE PROGRAMS

IMPORTANCE

In this section of the report, respondents were asked to share their thoughts and opinions on early childhood resources and programs offered by the County of Maui. To begin, they were asked how important it is for the County to provide early childhood programs and services for residents. This assessment utilized a four-point rating scale, where a score of four (4) signified "very important" and one (1) indicated "very unimportant." For participants responding via telephone, an option of "don't know" was also accepted. The mean score derived from these ratings serves as an indicator of average importance, with higher scores (approaching 4.00) suggesting greater collective importance of these programs and services being offered by the County.



Base: n=937

Q. In your opinion, how important is it for the County of Maui to provide early childhood programs and services for residents of the county?

Maui County residents perceive the provision of early childhood programs and services by the County as very important, with a high average rating of 3.67 on a four-point scale. A vast majority, 95% of residents, consider these programs to be either "very important" (71%) or "somewhat important" (24%). Conversely, only a very small fraction view them as unimportant (3% "Somewhat unimportant," 1% "Very unimportant") or are unsure (1%). This strong consensus underscores significant community endorsement for the County's involvement in early childhood resources and programs.

In the following table, the data is segmented by respondents' geographic location to better understand any statistically significant differences that may exist across the various communities in Maui County.

Importance of Early Childhood Programs Provided by the County of Maui
(by Residents' Geographic Location)

	MAUI COUNTY LOCATION									
	East Maui	Pā'ia-Ha'ikū	Kahului	Wailuku, Waikapū to Kahakuloa	Makawao, Hali'imaile, Pukalani	Kihei, Makena to Ma'alaea	Kula, Ulupalakua, Kanaio	Lāhainā, Olowalu to Kapalua	Lāna'i	Moloka'i
<i>BASE</i>	35	65	106	165	102	167	73	131	19	74
<i>Very important</i>	93%	79%	72%	70%	77%	66%	56%	70%	65%	76%
<i>Somewhat important</i>	2%	20%	22%	24%	20%	30%	36%	26%	28%	20%
<i>Somewhat unimportant</i>	-	-	4%	2%	3%	2%	7%	4%	-	2%
<i>Very unimportant</i>	-	-	-	2%	1%	1%	1%	-	-	3%
<i>Don't know / Not sure</i>	5%	1%	2%	2%	-	-	1%	1%	8%	-
MEAN	3.98	3.80	3.70	3.66	3.73	3.61	3.48	3.66	3.70	3.69

Q. In your opinion, how important is it for the County of Maui to provide early childhood programs and services for residents of the county?

* Colored cells indicate statistically significant differences between geographic groups, where **blue cells** highlight significantly higher values than the **gray** cells on the same line (horizontal), with darker shades signifying a greater number of statistically significant differences across groups. Totals may not sum to 100 percent due to rounding.

While residents across Maui County generally view the provision of early childhood programs as important, the intensity of this sentiment varies somewhat by geographic location. For instance, residents in East Maui (mean 3.98, 93% "very important") and Pā'ia-Ha'ikū (mean 3.80, 79% "very important") express particularly high levels of importance. Other areas like Makawao, Hali'imaile, Pukalani (mean 3.73) and Moloka'i (mean 3.69) also show strong perceived importance. In contrast, regions such as Kula, Ulupalakua, Kanaio (mean 3.48), and Kihei, Makena to Ma'alaea (mean 3.61) have slightly lower mean scores, with a greater proportion of residents in these areas indicating services are "somewhat important" rather than "very important." These subtle regional differences suggest that while overall support is high, the degree of perceived critical importance for County-provided early childhood services may differ across communities.

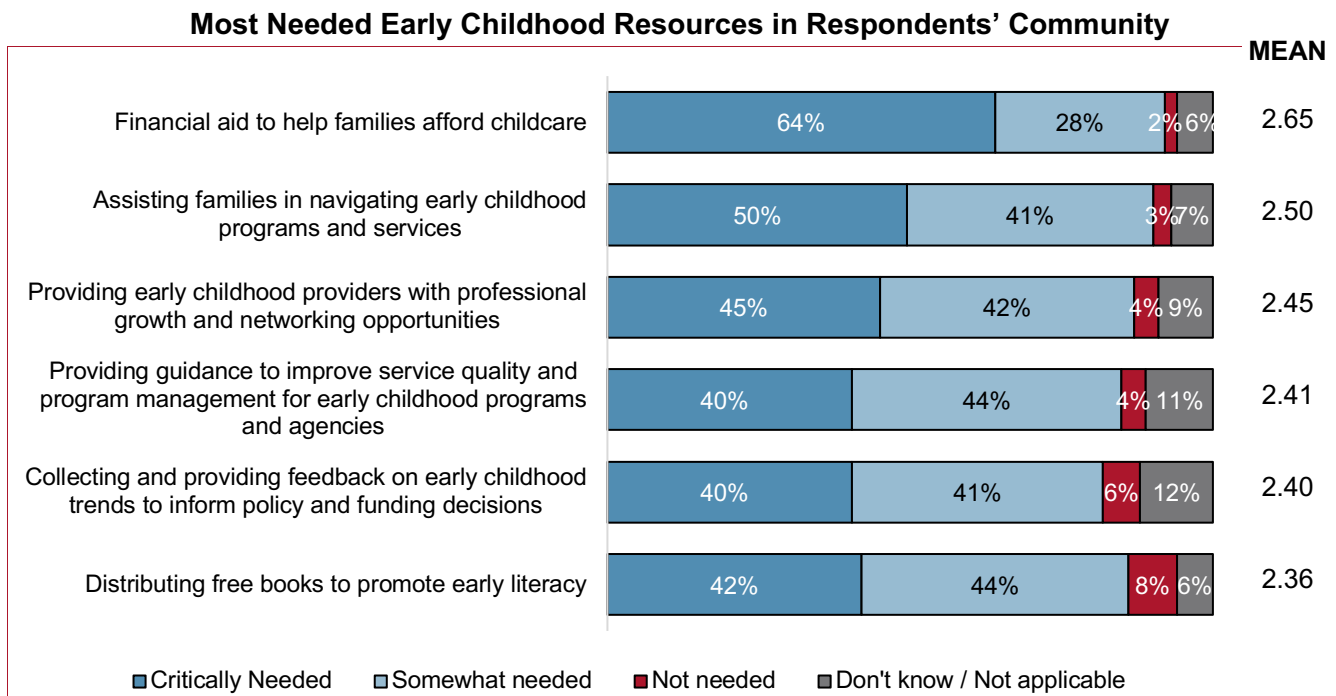
DEMOGRAPHIC TRENDS

To identify variations across different population groups, the data was segmented by demographic characteristics. The subsequent analysis highlights these demographic trends:

- **Parental Status and Caregiving Roles:** The perceived importance of early childhood services is significantly highest among those most directly involved with young children. For example, 90% of residents with children under six years and 82% of caregivers for a child rate these services as "very important," with correspondingly high mean importance scores (3.87 and 3.79, respectively), compared to those without young children or not in primary caregiving roles.
- **Cultural Background and Gender:** Female residents (3.73 mean, 76% "very important") show significantly stronger conviction about the importance of these services than male residents (3.59 mean, 63% "very important"). Similarly, Hawaiian (77%) and Filipino (78%) residents view these services as "very important" at significantly higher rates than Japanese residents (59%).
- **Life Stage and Economic Factors:** Younger to middle-aged adults, particularly those 35-49 (3.78 mean, 80% "very important"), express a significantly greater need compared to older adults aged 65+ years (3.65 mean, 68% "very important"). Additionally, renters (3.76 mean, 76% "very important") perceive these services as significantly more important than homeowners (3.65 mean, 69% "very important"), suggesting economic circumstances may heighten the sense of need.

MOST NEEDED PROGRAMS AND SERVICES

After rating the importance of early childhood programs and services, respondents were presented with a series of specific resources and asked how needed they are in their community. This assessment utilized a three-point rating scale, where a score of three (3) signified "critically needed" and one (1) indicated "not needed." Additionally, all respondents were allowed to select "don't know / not applicable." The mean score derived from these ratings serves as an indicator of average community need, with higher scores (approaching 3.00) suggesting greater collective need of these programs and services across Maui County.



Q. In your opinion, what types of early childhood resources are most needed in your community? For each item, tell us if it is critically needed, somewhat needed or not needed. If you don't know or aren't sure, just indicate so.

* Base: n=937. Totals may not sum to 100 percent due to rounding.

Among specific early childhood resources, financial aid to help families afford childcare is perceived by Maui County residents as the most needed, with a mean score of 2.65 and nearly two-thirds (64%) identifying it as "critically needed." Assisting families in navigating early childhood programs and services also emerges as a significant need (mean 2.50, 50% "critically needed"). Resources aimed at supporting providers and system improvement, such as professional growth opportunities (mean 2.45) and guidance on service quality (mean 2.41), are seen as somewhat less critically needed by residents directly, though still important. These findings suggest that direct support to families, particularly concerning affordability and access, is the primary concern within the early childhood sector from the community's perspective.

In the following table, the data is segmented by respondents' geographic location to better understand any statistically significant differences that may exist across the various communities in Maui County.

Most Needed Early Childhood Resources in Respondents' Community
(by Residents' Geographic Location)

"Critically Needed"	MAUI COUNTY LOCATION									
	East Maui	Pā'ia-Ha'ikū	Kahului	Wailuku, Waikapū to Kahakuloa	Makawao, Hali'imaile Pukalani	Kihei, Makena to Ma'alaea	Kula, Ulupalakua Kanaio	Lāhainā, Olowalu to Kapalua	Lāna'i	Moloka'i
BASE	35	65	106	165	102	167	73	131	19	74
<i>Financial aid to help families afford childcare</i>	51%	75%	69%	64%	69%	58%	57%	60%	56%	72%
<i>Assisting families in navigating early childhood programs and services</i>	34%	45%	51%	52%	54%	46%	42%	45%	47%	63%
<i>Providing early childhood providers with professional growth and networking opportunities</i>	53%	57%	46%	43%	49%	36%	32%	42%	53%	58%
<i>Providing guidance to improve service quality and program management for early childhood programs and agencies</i>	36%	45%	47%	40%	40%	31%	24%	44%	35%	56%
<i>Collecting and providing feedback on early childhood trends to inform policy and funding decisions</i>	42%	42%	41%	40%	45%	27%	31%	42%	50%	58%
<i>Distributing free books to promote early literacy</i>	38%	46%	42%	42%	43%	34%	25%	48%	42%	52%

Q. In your opinion, what types of programs or services are most needed in your town/community? For each item, tell us if it is critically needed, somewhat needed or not needed. If you don't know or aren't sure, just indicate so.

* Colored cells indicate statistically significant differences between geographic groups, where **blue cells** highlight significantly higher values than the **gray cells** on the same line (horizontal), with darker shades signifying a greater number of statistically significant differences across groups. Totals may not sum to 100 percent due to rounding.

The perceived critical need for specific early childhood resources varies across Maui County's communities, highlighting areas where certain supports are most acutely desired. For "Financial aid to help families afford childcare," the critical need is notably high in Pā'ia-Ha'ikū (75%) and Moloka'i (72%). Moloka'i also shows a particularly strong critical need for "Assisting families in navigating early childhood programs and services" (63%) and consistently reports higher critical need levels across several other resource categories, including support for providers and system improvements (56-58%). Pā'ia-Ha'ikū also indicates a higher critical need for "Providing early childhood providers with professional growth" (57%). Conversely, East Maui, while valuing early childhood programs highly overall, directionally indicates a lower percentage of "Critically Needed" for several specific resources, including financial aid (51%) and navigation assistance (34%), compared to other regions. These regional nuances in perceived critical needs suggest that targeted approaches may be beneficial when planning and funding specific early childhood initiatives.

DEMOGRAPHIC TRENDS

To identify variations across different population groups, the data was segmented by demographic characteristics. The subsequent analysis highlights these demographic trends:

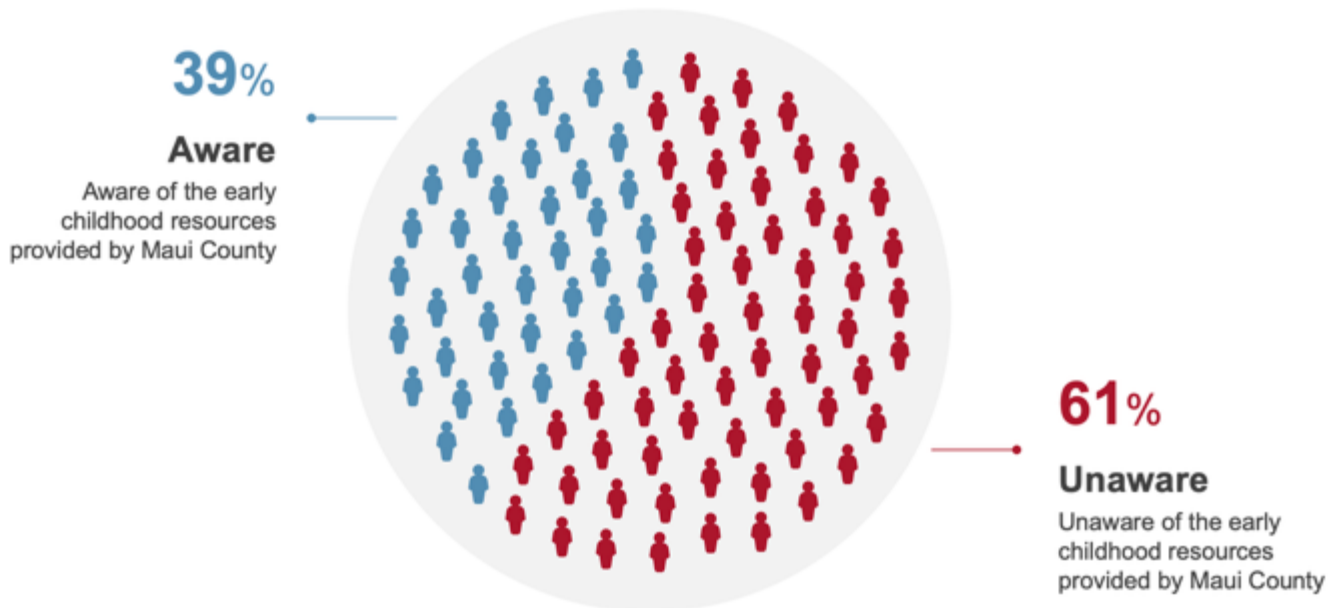
- **Those Directly Impacted:** Residents with children under 18 in the household, especially those with younger children (under 6 or 6-11), and those who are caregivers for children, consistently identified a higher critical need for financial aid for childcare, assistance in navigating early childhood programs, and resources for professional growth for providers. This highlights the immediate pressures these groups face. For example, a higher percentage of those with children under 6 years (86%), children 6-11 years (84%), or caregivers for children (82%) see financial aid for childcare as critically needed compared to those without young children or not in a caregiving role. Similar strong differences exist for these groups regarding navigating services and provider support.
- **Age & Life Stage Influence Perception of Need:** Younger to middle-aged adults (particularly 18-34 and 35-49) showed a significantly higher critical need for many of the resources tested in this section, including financial aid for childcare, compared to older residents (65+). For instance, three in four (75%) 18-34 year-olds and 73% of 35-49 year-olds see financial aid as critically needed, compared to 56% of those aged 65+ years.
- **Socioeconomic Indicators:** Renters significantly more often identified financial aid for childcare as critically needed (72%) compared to homeowners (61%). Those working (71%) and specifically those employed part-time (80%) and full-time (70%) saw a significantly higher critical need for financial aid for childcare compared to retired individuals (54%).

- **Household Structure & Size:** Larger households (often 3+, 4+, or 5+ members) frequently reported a significantly higher critical need for resources like financial aid for childcare, assisting families in navigating services, and providing professional growth opportunities for providers compared to single-person households. For example, four in five households with four (82%) or five or more members (79%) saw financial aid for childcare as critically needed, compared to 54% of single-person households.
- **Ethnic Background:** Hawaiian and Filipino residents consistently expressed a significantly higher critical need across multiple early childhood resources compared to some other ethnic groups, particularly Japanese and sometimes Caucasian residents. For distributing free books, half of Hawaiian (50%) and Filipino (51%) residents saw this as critically needed, significantly more than Japanese residents (30%). For financial aid for childcare, four in five (79%) Hawaiian and 71% of Filipino residents identified this as a critical need, significantly higher than Japanese (49%) and Caucasian residents (60%). For assisting families in navigating services, three in five Hawaiian (61%) and Filipino (59%) residents saw this as critically needed, significantly more than Japanese (38%) and Caucasian (45%) residents. Similar significant differences were seen for these groups regarding professional growth for providers, collecting feedback for policy, and guidance on service quality.

AIDED AWARENESS

Next, respondents were asked if they were aware that the County of Maui provided all of the tested early childhood resources in the previous section for residents. The following graphic highlights the distribution of overall responses.

Aided Awareness of Early Childhood Resources Offered by the County of Maui



Base: n=937

Q. Before this survey, were you aware that all the early childhood resources just mentioned are currently provided by the County of Maui?

Three in five Maui County residents (61%) report being "Unaware" that the specific early childhood resources previously presented in the survey are currently offered by the County of Maui. Conversely, only two in five (39%) of residents indicated they were "Aware" of these provisions. This low level of aided awareness for existing early childhood resources is notable, especially when considered alongside the high importance residents place on the County providing such services and the identified needs for specific resources like financial aid and navigational support. This finding suggests a substantial gap between the County's provision of these services and residents' knowledge of their availability, indicating the need to increase awareness among residents.

In the following table, the data is segmented by respondents' geographic location to better understand any statistically significant differences that may exist across the various communities in Maui County.

Aided Awareness of Early Child Resources Offered by the County of Maui
(by Residents' Geographic Location)

	MAUI COUNTY LOCATION									
	East Maui	Pā'ia-Ha'ikū	Kahului	Wailuku, Waikapū to Kahakuloa	Makawao, Hali'imaile Pukalani	Kihei, Makena to Ma'alaea	Kula, Ulupalakua Kanaio	Lāhainā, Olowalu to Kapalua	Lāna'i	Moloka'i
<i>BASE</i>	35	65	106	165	102	167	73	131	19	74
<i>Aware</i>	38%	38%	39%	43%	47%	32%	34%	27%	40%	45%
<i>Unaware</i>	62%	62%	61%	57%	53%	68%	66%	73%	60%	55%

Q. Before this survey, were you aware that all the early childhood resources just mentioned are currently provided by the County of Maui?

* Colored cells indicate statistically significant differences between geographic groups, where **blue cells** highlight significantly higher values than the **gray** cells on the same line (horizontal), with darker shades signifying a greater number of statistically significant differences across groups. Totals may not sum to 100 percent due to rounding.

While a general lack of awareness regarding County-provided early childhood resources is prevalent, the extent of this awareness varies somewhat by geographic location. Residents in Makawao, Hali'imaile, Pukalani report the highest level of awareness (47%), followed by those on Moloka'i (45%) and in Wailuku, Waikapū to Kahakuloa (43%). Conversely, awareness is notably lower in Lāhainā, where only one in four (27%) residents indicated they were aware of these resources. Kihei, Makena to Ma'alaea (32% aware) and Kula, Ulupalakua, Kanaio (34% aware) also show lower-than-average awareness levels. These regional differences suggest that efforts to inform residents about available early childhood services might need to be particularly focused on communities with the lowest current awareness, or that the need in these areas is lower due to demographic differences.

DEMOGRAPHIC PROFILES

This table highlights demographic profiles based on aided awareness of the tested programs.

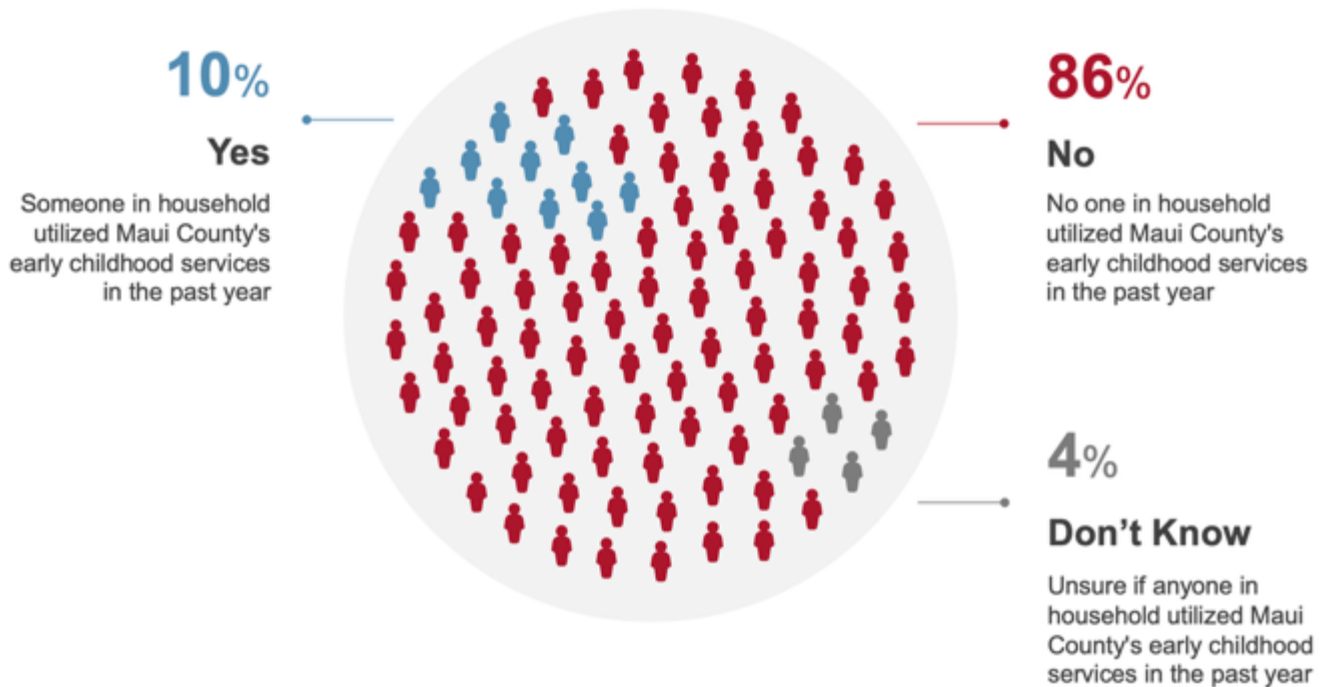
	Aware n=363	Unaware n=574	Comments
AGE			
18-34	5%	7%	<i>Those unaware of the tested early childhood programs are older on average, with this group containing a statistically higher proportion of residents aged 65 years or older.</i>
35-49	21%	16%	
50-64	34%	29%	
65+	40%	49%	
Refused	1%	<1%	
MEAN	59.25	60.90	
MEDIAN	61	63	
GENDER			
Male	33%	44%	<i>There is a statistically higher proportion of females aware of the tested early childhood programs, while males are more likely to be unaware of them.</i>
Female	66%	55%	
Some other way	<1%	1%	
Refused	1%	1%	
ETHNICITY (PRIMARY)			
Caucasian	27%	29%	<i>A statistically higher proportion of Hawaiian residents are aware of the tested early childhood programs, while a significantly greater proportion of Japanese residents are unaware.</i>
Hawaiian / Part Hawaiian	30%	20%	
Japanese	18%	26%	
Filipino	16%	15%	
Other	7%	8%	
Refused	2%	2%	
EMPLOYMENT STATUS			
Full-time	38%	32%	
Part-time	9%	8%	
Self-employed	7%	9%	
Not working	7%	5%	
Retired	36%	42%	
Other	2%	4%	
Refused	<1%	<1%	
PRIMARY RESIDENCE			
Rent	27%	21%	<i>A statistically greater proportion of renters are aware of the tested programs, while those who live rent-free are more likely to be unaware of these programs.</i>
Own	68%	70%	
Live rent-free	4%	8%	
Unhoused	-	1%	
Don't know / Not sure	1%	<1%	
CHILDREN IN HOUSEHOLD	35%	21%	<i>Those with children in the household are more aware of the tested programs, while those with adults 55+ show lower awareness.</i>
ADULTS 55+ IN HOUSEHOLD	76%	82%	
BORN IN HAWAII			
Yes	57%	54%	
No	43%	46%	

* Figures in **bold red** text are statistically significant compared to figures in light gray text on the same line (horizontally). Totals may not sum to 100 percent due to rounding.

UTILIZATION

At the outset of this section, residents were asked if they or anyone in their household had utilized the tested childhood services from the County of Maui in the past year. The following graphic highlights the distribution of overall responses.

Utilization of Early Child Resources Offered by the County of Maui in the Past Year



Base: n=937

Q. Have you or anyone in your household utilized any of these early childhood services in the past year?

Reported utilization of County-offered early childhood resources in the past year is very low, with only one in ten residents (10%) indicating that they or someone in their household had used these services. A vast majority (86%) stated that no one in their household had utilized Maui County's early childhood services in the past year, while a small percentage (4%) were unsure. This low utilization rate aligns with the previously noted finding that a significant majority of residents (61%) are unaware that the County currently provides these specific early childhood resources, suggesting that lack of awareness may be a driver of underutilization.

In the following table, the data is segmented by respondents' geographic location to better understand any statistically significant differences that may exist across the various communities in Maui County.

Utilization of Early Child Resources Offered by the County of Maui in the Past Year
(by Residents' Geographic Location)

	MAUI COUNTY LOCATION									
	East Maui	Pā'ia-Ha'ikū	Kahului	Wailuku, Waikapū to Kahakuloa	Makawao, Hali'imaile Pukalani	Kihei, Makena to Ma'alaea	Kula, Ulupalakua Kanaio	Lāhainā, Olowalu to Kapalua	Lāna'i	Moloka'i
<i>BASE</i>	35	65	106	165	102	167	73	131	19	74
<i>Utilized</i>	16%	11%	10%	10%	15%	5%	9%	8%	-	10%
<i>Did not utilize</i>	65%	86%	87%	88%	83%	93%	84%	87%	82%	84%
<i>Don't know / Not sure</i>	19%	2%	2%	2%	1%	2%	7%	5%	18%	6%

Q. Have you or anyone in your household utilized any of these early childhood services in the past year?

* Colored cells indicate statistically significant differences between geographic groups, where **blue cells** highlight significantly higher values than the **gray** cells on the same line (horizontal), with darker shades signifying a greater number of statistically significant differences across groups. Totals may not sum to 100 percent due to rounding.

While the overall utilization of County-offered early childhood resources is low, some regional variations exist. East Maui (16% utilized - directional due to n=35) and Makawao, Hali'imaile, Pukalani (15% utilized) report somewhat higher utilization rates compared to other areas. Conversely, utilization is particularly low in Kihei, Makena to Ma'alaea (5%), and Lāna'i directionally reports no utilization (0% - based on n=19). Notably, East Maui and Lāna'i also show directionally higher percentages of residents who are "unsure if anyone in their household utilized these services (19% and 18%, respectively). These findings suggest that even in areas with slightly better uptake, utilization remains limited, and in some communities, is potentially non-existent, or respondents are uncertain about household use. Additionally, these differences in utilization may be the result of demographic differences among these communities, such as resident age and the proportion of those with children in their household.

DEMOGRAPHIC PROFILES

This table highlights demographic profiles based on utilization in the past year of the tested programs.

	Utilized n=82	Did Not Utilize n=821	Comments
AGE			
18-34	14%	6%	<i>Younger residents, especially those aged 18-34 and 35-49 are mostly likely to utilize the tested early childhood programs, while those who did not utilize any of the programs are statistically older.</i>
35-49	31%	17%	
50-64	36%	30%	
65+	19%	47%	
Refused	-	1%	
MEAN	51.45	61.27	
MEDIAN	51	63	
GENDER			
Male	26%	41%	<i>A statistically higher proportion of female residents have utilized the tested programs, while males were more likely to have not.</i>
Female	72%	58%	
Some other way	-	1%	
Refused	1%	<1%	
ETHNICITY (PRIMARY)			
Caucasian	14%	30%	<i>Utilization of the tested early childhood programs is particularly pronounced among Hawaiian residents, while higher proportions of Caucasian and Japanese residents did not utilize these programs in the past year.</i>
Hawaiian / Part Hawaiian	49%	20%	
Japanese	9%	25%	
Filipino	19%	14%	
Other	6%	9%	
Refused	2%	2%	
EMPLOYMENT STATUS			
Full-time	45%	34%	<i>Working residents, especially those working full-time, are the most likely to utilize the tested early childhood programs. Meanwhile, a statistically higher proportion of retirees share that they have not utilize any of the tested programs in the past year.</i>
Part-time	8%	8%	
Self-employed	10%	8%	
Not working	11%	5%	
Retired	24%	41%	
Other	2%	3%	
Refused	-	<1%	
PRIMARY RESIDENCE			
Rent	42%	21%	<i>A statistically great proportion of renters utilized the tested programs, while homeowners make up the majority of those who did not utilize any of these programs in the past year.</i>
Own	50%	72%	
Live rent-free	8%	6%	
Unhoused	-	<1%	
Don't know / Not sure	-	<1%	
CHILDREN IN HOUSEHOLD	69%	22%	<i>Utilization is highest among those with children in their household, but lower among those with adults 55+ in their household.</i>
ADULTS 55+ IN HOUSEHOLD	67%	81%	
BORN IN HAWAII			
Yes	79%	52%	
No	21%	48%	

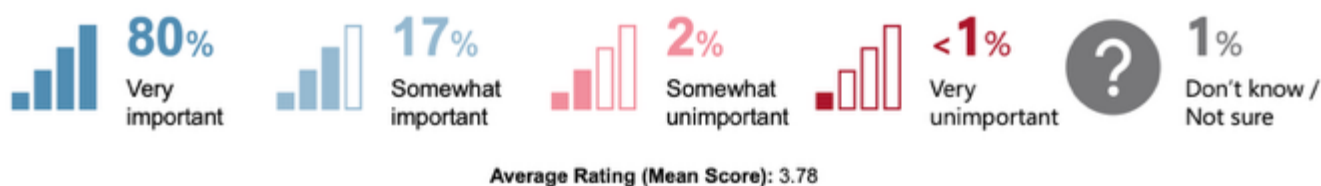
* Figures in **bold red** text are statistically significant compared to figures in light gray text on the same line (horizontally). Totals may not sum to 100 percent due to rounding.

AGING, ELDERLY, AND DISABLED RESIDENTS

IMPORTANCE

In this section, respondents were asked to share their thoughts and opinions on aging (60+ years), elderly, and disabled resident resources and programs offered by the County of Maui. To begin, they were asked how important it is for the County to provide these programs and services for residents. This assessment utilized a four-point rating scale, where a score of four (4) signified "very important" and one (1) indicated "very unimportant." For participants responding via telephone, an option of "don't know" was also accepted. The mean score derived from these ratings serves as an indicator of average importance, with higher scores (approaching 4.00) suggesting greater collective importance of these programs and services being offered by the County.

Importance of Programs for Aging, Elderly, and Disabled Residents



Base: n=937

Q. In your opinion, how important is it for the County of Maui to provide programs and services for aging (60 years or older), elderly and disabled residents?

There is exceptionally strong agreement among Maui County residents regarding the importance of the County providing programs and services for aging (60 years or older), elderly, and disabled residents, with a very high average rating of 3.78 on a four-point scale. An overwhelming 97% of residents view these programs as either "very important" (80%) or "somewhat important" (17%). Minimal opposition or uncertainty exists, with only 2% considering them "somewhat unimportant," less than 1% "very unimportant," and 1% being unsure. This near-unanimous support underscores the community's profound endorsement for County involvement in supporting its aging, elderly, and disabled populations.

In the following table, the data is segmented by respondents' geographic location to better understand any statistically significant differences that may exist across the various communities in Maui County.

Importance of Programs for Aging, Elderly, and Disabled Residents
(by Residents' Geographic Location)

	MAUI COUNTY LOCATION									
	East Maui	Pā'ia-Ha'ikū	Kahului	Wailuku, Waikapū to Kahakuloa	Makawao, Hali'imaile, Pukalani	Kihei, Makena to Ma'alaea	Kula, Ulupalakua, Kanaio	Lāhainā, Olowalu to Kapalua	Lāna'i	Moloka'i
<i>BASE</i>	35	65	106	165	102	167	73	131	19	74
<i>Very important</i>	96%	75%	83%	80%	81%	74%	67%	80%	89%	82%
<i>Somewhat important</i>	4%	25%	14%	18%	18%	19%	31%	19%	-	15%
<i>Somewhat unimportant</i>	-	-	<1%	2%	1%	6%	-	1%	-	3%
<i>Very unimportant</i>	-	-	<1%	-	-	<1%	2%	-	-	1%
<i>Don't know / Not sure</i>	-	-	2%	-	-	<1%	1%	1%	11%	-
MEAN	3.96	3.75	3.83	3.78	3.80	3.68	3.64	3.80	4.00	3.78

Q. In your opinion, how important is it for the County of Maui to provide programs and services for aging (60 years or older), elderly and disabled residents?

* Colored cells indicate statistically significant differences between geographic groups, where **blue cells** highlight significantly higher values than the **gray** cells on the same line (horizontal), with darker shades signifying a greater number of statistically significant differences across groups. Totals may not sum to 100 percent due to rounding.

The strong importance residents place on County programs for aging, elderly, and disabled individuals is remarkably consistent across nearly all geographic locations in Maui County, with mean scores generally ranging from 3.64 to 4.00. Directionally, East Maui (mean 3.96, 96% "very important") and Lāna'i (mean 4.00, with 89% "very important") show exceptionally high, near-unanimous levels of perceived importance. Other regions like Kahului (mean 3.83), Makawao, Hali'imaile, Pukalani (mean 3.80), Lāhainā (mean 3.80), and Moloka'i (mean 3.78) also report very strong importance, with over 80% in each deeming these services "very important." While Kula, Ulupalakua, Kanaio shows a slightly lower, yet still very high, proportion of "very important" responses (67%, mean 3.64), the overwhelming sentiment across all areas underscores a unified, strong community expectation for the County's role in supporting these residents.

DEMOGRAPHIC TRENDS

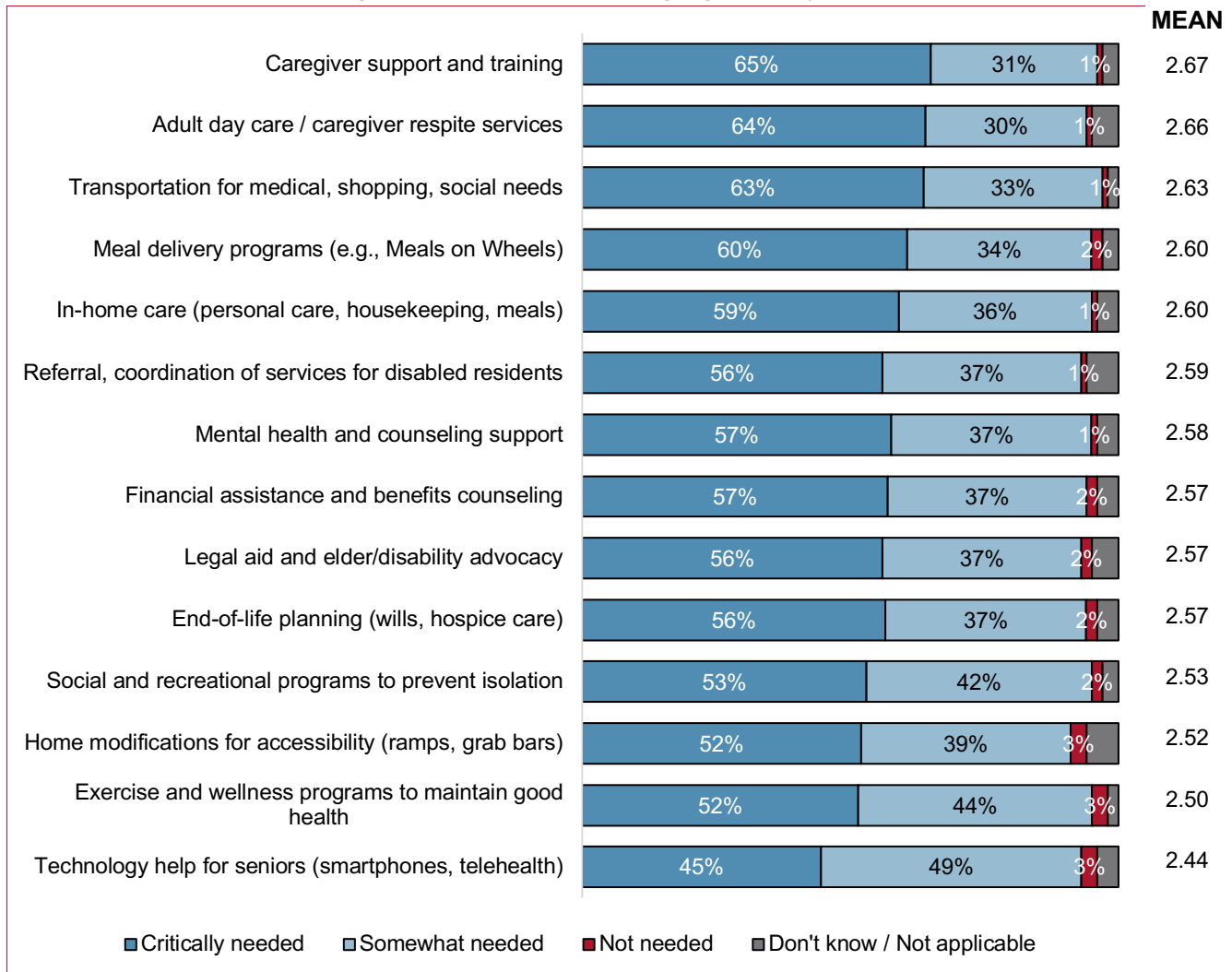
To identify variations across different population groups, the data was segmented by demographic characteristics. The subsequent analysis highlights these demographic trends:

- **Gender and Ethnic Background:** Female residents (mean 3.85, 86% "very important") view these services as significantly more important than male residents (mean 3.69, 71% "very important"). Additionally, Hawaiian (mean 3.87, 87% "very important") and Filipino (mean 3.86, 89% "very important") residents express significantly higher levels of importance compared to Caucasian (mean 3.70, 73% "very important") and Japanese (mean 3.73, 74% "very important") residents. This highlights that importance, while still high across all groups, may vary among specific communities.
- **Direct Experience (Caregiving) Amplifies Perceived Need:** Individuals who are caregivers for an adult (mean 3.89, 89% "very important") demonstrate a significantly higher perceived importance for these services compared to those who are not adult caregivers (mean 3.76, 78% "very important"). Similar directional findings are observed among those with adults aged 55+ years in their household than those without. This highlights how direct experience with the needs of this population translates to a stronger call for County support.
- **Socioeconomic Factors and Household Composition:** While the overall importance is high, renters (82% "very important") tend to place a slightly higher emphasis on these services compared to homeowners (78%). Those in households with three members (83% "very important") or four members (85%) also show strong support. Notably, those born in Hawaii (82%) report this significantly more than those born elsewhere (76%).

MOST NEEDED PROGRAMS AND SERVICES

After rating the importance of aging, elderly, and disabled programs and services, respondents were presented with a series of specific resources and asked how needed they are in their community. This assessment utilized a three-point rating scale, where a score of three (3) signified "critically needed" and one (1) indicated "not needed." Additionally, all respondents were allowed to select "don't know / not applicable." The mean score derived from these ratings serves as an indicator of average community need, with higher scores (approaching 3.00) suggesting greater collective need of these programs and services across Maui County.

Most Needed Programs or Services for Aging, Elderly, or Disabled Residents



Q. In your opinion, what types of programs or services for aging, elderly or disabled residents are most needed in your town/community? For each item, tell us if it is critically needed, somewhat needed or not needed. If you don't know or aren't sure, just indicate so.

* Base: n=937. Totals may not sum to 100 percent due to rounding.

Residents identify a broad spectrum of highly needed services for aging, elderly, or disabled individuals, underscoring complex support requirements for this population. Among the most critical are "Caregiver support and training" (mean 2.67, 65% "critically needed"), "Adult day care / caregiver respite services" (mean 2.66, 64% "critically needed"), and "Transportation for medical, shopping, social needs" (mean 2.63, 63% "critically needed"). Closely following are "Meal delivery programs" (mean 2.60, 60% "critically needed") and "In-home care" (mean 2.60, 59% "critically needed"). Furthermore, a majority of residents also perceive a critical need for services like referral and coordination, mental health support, financial and legal aid, and end-of-life planning, all with mean scores above 2.50 and over half citing them as "critically needed." This wide array of highly-rated needs suggests a demand for comprehensive and varied support systems for Maui County's aging, elderly, and disabled residents. Additionally, mean scores and the proportion of "critically needed" responses highlight which programs the County of Maui may want to prioritize first when it comes to resources for aging, elderly, and disabled residents.

In the following table, the data is segmented by respondents' geographic location to better understand any statistically significant differences that may exist across the various communities in Maui County.

Most Needed Early Childhood Resources in Respondents' Community
(by Residents' Geographic Location)

"Critically Needed"	MAUI COUNTY LOCATION									
	East Maui	Pā'ia-Ha'ikū	Kahului	Wailuku, Waikapū to Kahakuloa	Makawao, Hali'imaile Pukalani	Kihei, Makena to Ma'alaea	Kula, Ulupalakua Kanaio	Lāhainā, Olowalu to Kapalua	Lāna'i	Moloka'i
BASE	35	65	106	165	102	167	73	131	19	74
Caregiver support and training	58%	57%	71%	72%	65%	57%	49%	67%	72%	73%
Adult day care / caregiver respite services	68%	64%	67%	73%	66%	49%	57%	67%	67%	58%
Transportation for medical, shopping, social needs	68%	59%	64%	69%	56%	55%	49%	70%	59%	73%
Meal delivery programs	55%	55%	63%	62%	66%	53%	56%	59%	70%	61%
In-home care	57%	59%	55%	63%	61%	55%	48%	59%	72%	66%
Referral, coordination of services for disabled residents	66%	56%	59%	63%	58%	51%	43%	52%	57%	57%
Mental health and counseling support	61%	55%	60%	58%	58%	49%	39%	67%	54%	66%
Financial assistance and benefits counseling	64%	55%	63%	61%	58%	49%	45%	58%	47%	62%
Legal aid and elder/disability advocacy	63%	49%	59%	60%	54%	44%	41%	65%	72%	63%
End-of-life planning	63%	37%	62%	65%	54%	44%	37%	58%	54%	68%
Social and recreational programs to prevent isolation	53%	64%	53%	53%	54%	48%	34%	66%	47%	52%
Home modifications for accessibility	66%	38%	60%	51%	50%	41%	38%	53%	70%	68%
Exercise and wellness programs to maintain good health	60%	44%	57%	57%	47%	48%	31%	62%	59%	44%
Technology help for seniors	46%	33%	46%	50%	49%	40%	31%	50%	44%	42%

Q. In your opinion, what types of programs or services for aging, elderly or disabled residents are most needed in your town/community? For each item, tell us if it is critically needed, somewhat needed or not needed. If you don't know or aren't sure, just indicate so.

* Colored cells indicate statistically significant differences between geographic groups, where **blue cells** highlight significantly higher values than the **gray** cells on the same line (horizontal), with darker shades signifying a greater number of statistically significant differences across groups. Totals may not sum to 100 percent due to rounding.

The perceived critical need for specific programs and services for aging, elderly, or disabled residents reveals distinct geographic concentrations of critical need. Moloka'i residents, for example, consistently report very high percentages of critical need across a wide array of services, including caregiver support (73%), transportation (73%), end-of-life planning (68%), and home modifications (68%). Similarly, those in and around Lāhainā express a strong critical need for transportation (70%), mental health services (67%), caregiver support (67%), adult daycare (67%), and social / recreational programs (66%).

Beyond these areas, other regions also highlight specific critical needs. For instance, caregiver support and training is also a major concern in Wailuku, Waikapū to Kahakuloa (72%) and Makawao, Hali'imaile, Pukalani (71%), while adult day care/respite services are seen as critically needed by a high percentage in Wailuku, Waikapū to Kahakuloa (73%) and directionally in East Maui (68%). While the overall importance of supporting this demographic is recognized broadly, regions like Kula, Ulupalakua, Kanaio and Kīhei, Makena to Ma'alaea tend to report a somewhat lower intensity of critical need for several of these specific services compared to Moloka'i or Lāhainā. These detailed regional variations underscore the importance of a geographically nuanced approach to effectively address the diverse critical needs of Maui County's aging, elderly, and disabled populations.

DEMOGRAPHIC TRENDS

To identify variations across different population groups, the data was segmented by demographic characteristics. The subsequent analysis highlights these demographic trends:

- **Those Directly Involved:** Individuals who are caregivers for an adult showed a higher critical need for services like in-home care, adult day care/respite services, financial assistance, legal aid, and end-of-life planning compared to non-caregivers, underscoring the direct impact and awareness that comes with this role.
- **Age & Life Stage:** Middle-aged residents (often 35-49 and 50-64) frequently expressed a higher critical need for many services compared to the youngest (18-34) and sometimes even the oldest (65+) adults. This was notable for services like adult day care/respite, mental health support, social/recreational programs, exercise/wellness programs, financial assistance, legal aid, and caregiver support. This might reflect the "sandwich generation" phenomenon or a growing awareness of these needs as they, their parents, or community members age.
- **Impact of Household Structure:** Residents in larger households (often 3+, 4+, or 5+ members) or multi-generational households frequently reported a higher critical need across a variety of services. This was prominent for in-home care, adult day care/respite, transportation, mental health support, social/recreational programs, exercise/wellness, financial assistance, legal aid,

home modifications, and technology help. This indicates that larger family units may feel the strain or recognize the need for these supports more acutely.

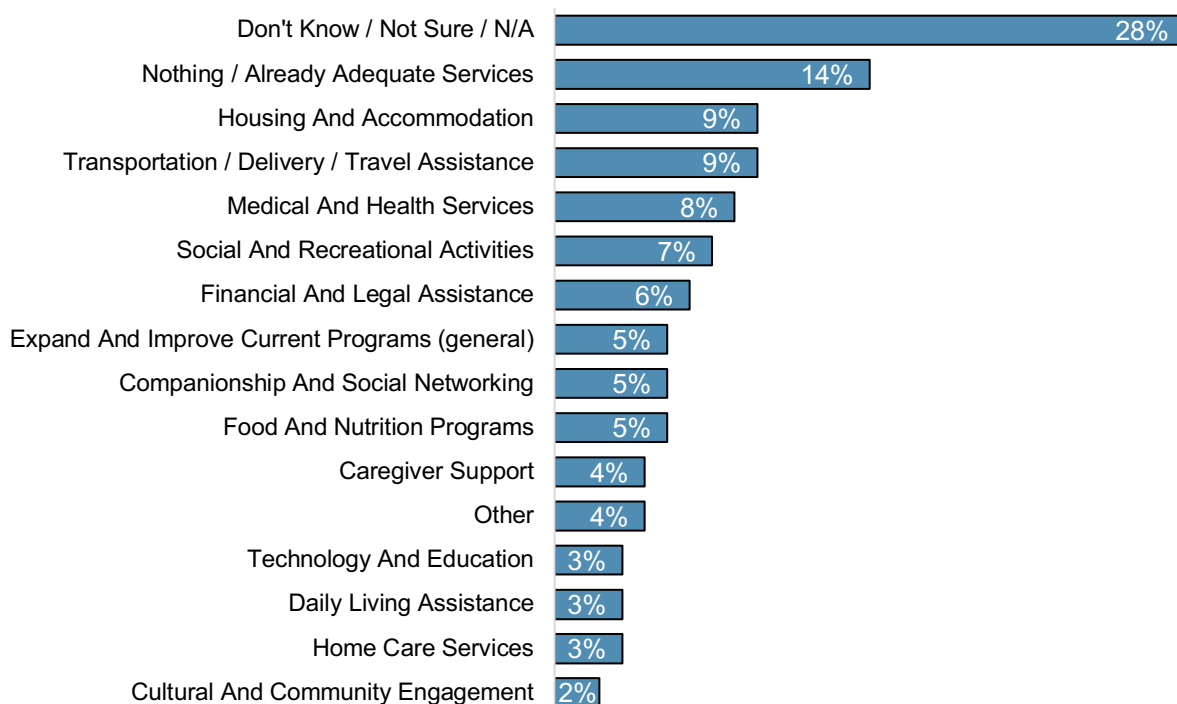
- **Socioeconomic Indicators:** Renters often expressed a higher critical need for services like in-home care, transportation, and meal delivery compared to homeowners. Those not working or retired tended to show a higher critical need for services directly supporting daily living and health, such as in-home care and meal delivery, compared to some working groups.
- **Ethnic Background:** Across many services including in-home care, adult day care/respite, transportation, mental health support, social/recreational programs, financial assistance, legal aid, home modifications, caregiver support, and end-of-life planning, Hawaiian and Filipino residents frequently expressed a higher critical need compared to Caucasian and/or Japanese residents. This suggests these services may be particularly vital or perceived as less accessible/available within these communities.
- **Gender Differences:** Female residents consistently identified a higher critical need for a broad array of services compared to male residents. This includes in-home care, adult day care/respite services, transportation, meal delivery, mental health support, social/recreational programs, financial assistance, legal aid, home modifications, and caregiver support.

ADDITIONAL PROGRAMS AND SERVICES

Subsequently, respondents were asked to share any additional programs or services related to aging, elderly, or disabled residents that they feel should be expanded in their community or town. Responses were provided in an open-ended format and then coded into recurring themes to quantify the results. Detailed descriptions of each category are located in the appendix of this report.

Additional Programs and Services Needed for Aging, Elderly, and Disabled Residents

(Base: n=937)



Q. What other specific programs or services for aging, elderly or disabled residents do you feel should be expanded or introduced in in your town/community?

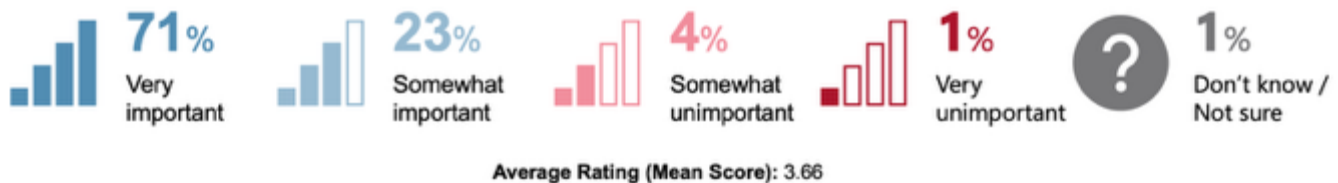
When Maui County residents were asked for additional or expanded programs for aging, elderly, and disabled individuals, a notable one in four (28%) responded that they are unsure, and another 14% indicated current services are adequate or there is nothing else that they can think of. This suggests that a considerable portion of residents either lack further specific suggestions or perceive current offerings as sufficient. Among those who identified additional needs, "Housing and Accommodation" (9%) and "Transportation / Delivery / Travel Assistance" (9%) were the most frequently mentioned themes. These were followed by requests for "Medical and Health Services" (8%), "Social and Recreational Activities" (7%), and "Financial and Legal Assistance" (6%). These open-ended responses point towards fundamental support areas that coincide with or supplement the previous programs and services identified in the previous section of this survey.

UNSHELTERED / UNHOUSED PROGRAMS

In this section, respondents were asked to share their thoughts and opinions on unsheltered / unhoused resident resources and programs offered by the County of Maui. To begin, they were asked how important it is for the County to provide these programs and services. This assessment utilized a four-point rating scale, where a score of four (4) signified "very important" and one (1) indicated "very unimportant." For participants responding via telephone, an option of "don't know" was also accepted. The mean score derived from these ratings serves as an indicator of average importance, with higher scores (approaching 4.00) suggesting greater collective importance of these programs and services being offered by the County.

IMPORTANCE

Importance of Prioritizing Unsheltered / Unhoused Issues



Base: n=937

Q. In your opinion, how important do you think it is for Maui County to prioritize addressing issues related to the unsheltered / unhoused (homeless) population?

Maui County residents express a very strong conviction that the County should prioritize addressing issues related to the unsheltered/unhoused (homeless) population, assigning this a high average importance rating of 3.66 on a four-point scale. The vast majority (94%) believe prioritizing these issues is either "very important" (71%) or "somewhat important" (23%). Minimal disagreement exists, with only 4% considering it "somewhat unimportant" and 1% "very unimportant," while 1% are unsure. This widespread agreement signals a clear community expectation for Maui County to actively focus on and tackle homelessness with supportive programs and services.

In the following table, the data is segmented by respondents' geographic location to better understand any statistically significant differences that may exist across the various communities in Maui County.

Importance of Prioritizing Unsheltered / Unhoused Issues
(by Residents' Geographic Location)

	MAUI COUNTY LOCATION									
	East Maui	Pā'ia-Ha'ikū	Kahului	Wailuku, Waikapū to Kahakuloa	Makawao, Hali'imaile, Pukalani	Kihei, Makena to Ma'alaea	Kula, Ulupalakua, Kanaio	Lāhainā, Olowalu to Kapalua	Lāna'i	Moloka'i
<i>BASE</i>	35	65	106	165	102	167	73	131	19	74
<i>Very important</i>	83%	79%	67%	73%	74%	83%	49%	68%	70%	66%
<i>Somewhat important</i>	11%	18%	25%	23%	21%	13%	46%	27%	12%	31%
<i>Somewhat unimportant</i>	-	1%	7%	4%	3%	3%	3%	3%	-	2%
<i>Very unimportant</i>	4%	-	-	-	2%	1%	2%	1%	2%	1%
<i>Don't know / Not sure</i>	2%	1%	2%	-	-	-	-	1%	16%	-
MEAN	3.77	3.79	3.61	3.68	3.67	3.77	3.42	3.63	3.77	3.62

Q. In your opinion, how important do you think it is for Maui County to prioritize addressing issues related to the unsheltered / unhoused (homeless) population?

* Colored cells indicate statistically significant differences between geographic groups, where **blue cells** highlight significantly higher values than the **gray** cells on the same line (horizontal), with darker shades signifying a greater number of statistically significant differences across groups. Totals may not sum to 100 percent due to rounding.

The strong community sentiment for Maui County to prioritize issues related to the unsheltered/unhoused population is largely consistent across most geographic regions, though with some variations in intensity. Statistically, the highest importance is noted in Pā'ia-Ha'ikū (mean 3.79, 79% "very important") and Kihei, Makena to Ma'alaea (mean 3.77, 83% "very important"). East Maui (mean 3.77), Wailuku, Waikapū to Kahakuloa (mean 3.68), and Makawao, Hali'imaile, Pukalani (mean 3.67) also demonstrate very strong support for prioritization. While still indicating importance, Kula, Ulupalakua, Kanaio (mean 3.42) shows a somewhat less intense view, with a lower proportion (49%) rating it "very important" and more (46%) as "somewhat important." Lāna'i (mean 3.77) also shows high importance among those with an opinion, but has a notable 16% unsure responses. Overall, these findings reflect a broad and significant call from residents across most communities for focused County action on homelessness.

DEMOGRAPHIC TRENDS

To identify variations across different population groups, the data was segmented by demographic characteristics. The subsequent analysis highlights these demographic trends:

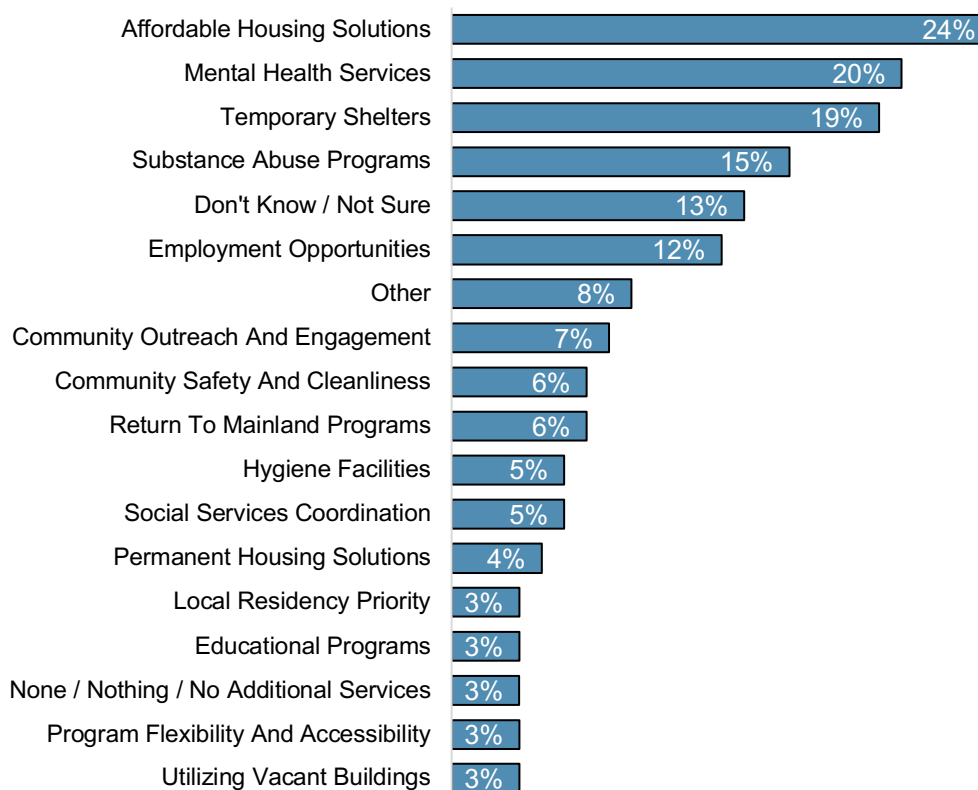
- **Gender and Ethnic Background:** Female residents (mean 3.73, 76% "very important") view prioritizing this issue as significantly more important than male residents (mean 3.57, 65% "very important"). While Caucasian residents had a significantly higher percentage rating it "very important" (77%) compared to Japanese residents (54%), Japanese residents, in turn, were significantly more likely to choose "somewhat important" (37%) compared to Caucasians (18%), Hawaiians (20%), and Filipinos (16%). Hawaiian (mean 3.72, 76% "very important") and Filipino (mean 3.78, 81% "very important") residents also strongly emphasized its importance.
- **Age Group:** While not statistically significant, a directional trend highlights that younger respondents tend to place higher importance on addressing this issue, with mean score and the proportion of "very important" ratings decreasing among older respondents.
- **Primary Residence:** Renters (mean 3.74, 80% "very important") see prioritizing homelessness as significantly more important than homeowners (mean 3.64, 67% "very important"). This may suggest that socioeconomic status impacts the perceived importance of addressing this issue.

ADDITIONAL PROGRAMS AND SERVICES

Subsequently, respondents were asked to share any additional programs or services related to unsheltered / unhoused residents that they feel should be expanded in their community or town. Responses were provided in an open-ended format and then coded into recurring themes to quantify the results. Detailed descriptions of each category are located in the appendix of this report.

Additional Programs and Services Needed for the Unhoused / Unsheltered Populations

(Base: n=937)



Q. How might Maui County better support the unsheltered / unhoused (homeless) population in the county? What programs would you like to see implemented?

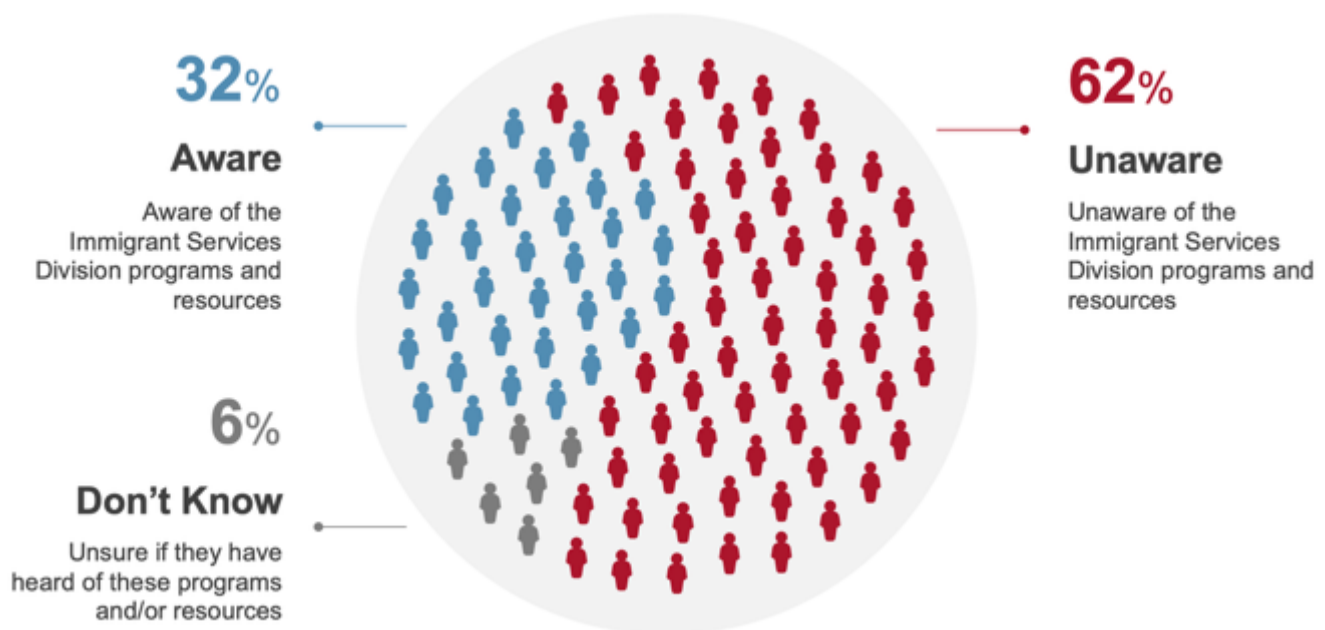
When asked how Maui County could better support the unsheltered/unhoused population, residents most frequently suggested affordable housing solutions (24%). This was followed by significant mentions of mental health services (20%) and the need for temporary shelters (19%). Other notable program suggestions included substance abuse programs (15%) and employment opportunities (12%). A portion of residents also indicated "Don't Know / Not Sure" (13%) regarding specific program implementations. These open-ended responses underscore a community desire for a comprehensive approach that combines various housing options with essential support services like mental health care, substance abuse treatment, and pathways to employment.

IMMIGRANT SERVICES

AIDED AWARENESS

Next, respondents were asked if they were aware that the County of Maui provides the following immigrant and passport services: *The Maui County Immigrant Services Division assists new residents in integrating into the community by providing information and referrals to resources and services. It also provides U.S. Passport services.* The following graphic highlights the distribution of overall awareness.

Aided Awareness of Immigrant Services Division Programs and Resources



Q. The Maui County Immigrant Services Division assists new residents in integrating into the community by providing information and referrals to resources and services. It also provides U.S. Passport services. Before this survey, were you aware that the County of Maui provides these services? Base: n=937

A large majority of Maui County residents are not aware of the programs and resources offered by the County's Immigrant Services Division. Nearly two-thirds (62%) reported being unaware of these services, which include assistance for new residents and U.S. Passport services. Only about a third (32%) of residents stated they were aware, while an additional 6% were unsure if they had heard of them. This low level of awareness suggests that many residents, including potentially those who could benefit from immigrant or passport services, may not know these resources are available through the County of Maui.

In the following table, the data is segmented by respondents' geographic location to better understand any statistically significant differences that may exist across the various communities in Maui County.

Aided Awareness of Immigrant Services Division Programs and Resources
(by Residents' Geographic Location)

	MAUI COUNTY LOCATION									
	East Maui	Pā'ia-Ha'ikū	Kahului	Wailuku, Waikapū to Kahakuloa	Makawao, Hali'imaile Pukalani	Kihei, Makena to Ma'alaea	Kula, Ulupalakua Kanaio	Lāhainā, Olowalu to Kapalua	Lāna'i	Moloka'i
<i>BASE</i>	35	65	106	165	102	167	73	131	19	74
<i>Aware</i>	21%	30%	34%	37%	27%	21%	42%	31%	32%	36%
<i>Unaware</i>	68%	65%	61%	58%	66%	74%	55%	63%	42%	58%
<i>Don't know / Not sure</i>	12%	5%	5%	5%	7%	5%	4%	6%	26%	5%

Q. The Maui County Immigrant Services Division assists new residents in integrating into the community by providing information and referrals to resources and services. It also provides U.S. Passport services. Before this survey, were you aware that the County of Maui provides these services? * Colored cells indicate statistically significant differences between geographic groups, where **blue cells** highlight significantly higher values than the **gray** cells on the same line (horizontal), with darker shades signifying a greater number of statistically significant differences across groups. Totals may not sum to 100 percent due to rounding.

While overall awareness of Maui County's Immigrant Services Division programs and resources is low, there are some discernible geographic variations. Kula, Ulupalakua, Kanaio residents report the directionally highest level of awareness (42%), followed by those in Wailuku, Waikapū to Kahakuloa (37%), Moloka'i (36%), and Kahului (34%). Conversely, awareness is directionally lower in East Maui (21% - low sample size) and Kihei, Makena to Ma'alaea (21%), with Makawao, Hali'imaile, Pukalani also showing below-average awareness (27%). Notably, Lāna'i has a directionally high percentage of residents who are unsure about these services (26%), and East Maui also shows a relatively high uncertainty rate (12%), although these groups both have low sample sizes. These regional differences suggest that while general outreach is needed, specific communities might require more targeted efforts to improve knowledge of available immigrant services.

DEMOGRAPHIC PROFILES

This table highlights demographic profiles based on aided awareness of the tested programs.

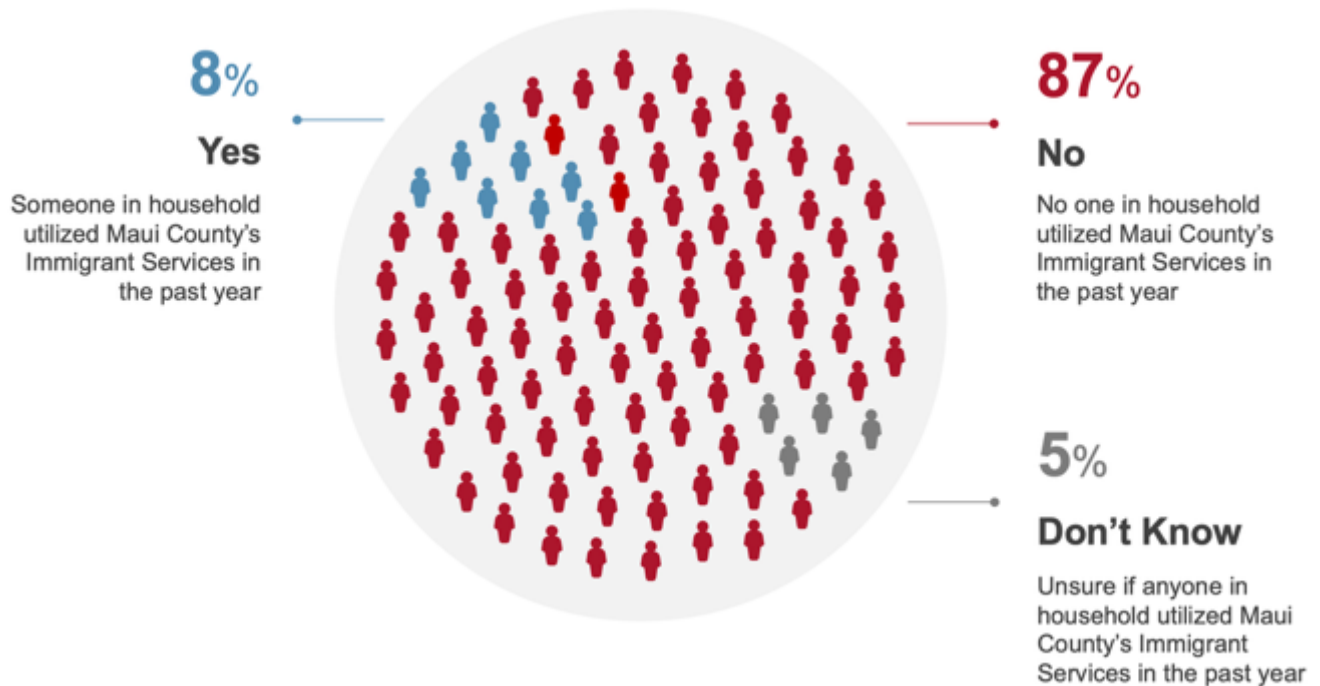
	Aware n=277	Unaware n=606	Comments
AGE			
18-34	6%	7%	
35-49	16%	18%	
50-64	33%	31%	
65+	46%	43%	
Refused	-	1%	
MEAN	61.12	59.97	
MEDIAN	63	62	
GENDER			
Male	42%	39%	
Female	56%	60%	
Some other way	<1%	1%	
Refused	1%	<1%	
ETHNICITY (PRIMARY)			
Caucasian	21%	32%	Awareness of the tested immigrant and passport services was statistically higher among Filipino residents, while a greater proportion of those unaware of these services are Caucasian.
Hawaiian / Part Hawaiian	25%	23%	
Japanese	25%	23%	
Filipino	18%	12%	
Other	9%	8%	
Refused	2%	2%	
EMPLOYMENT STATUS			
Full-time	36%	34%	
Part-time	7%	9%	
Self-employed	8%	8%	
Not working	6%	5%	
Retired	39%	40%	
Other	3%	3%	
Refused	<1%	1%	
PRIMARY RESIDENCE			
Rent	21%	25%	
Own	72%	69%	
Live rent-free	7%	6%	
Unhoused	<1%	<1%	
Don't know / Not sure	<1%	<1%	
CHILDREN IN HOUSEHOLD	28%	26%	
ADULTS 55+ IN HOUSEHOLD	83%	79%	
BORN IN HAWAII			
Yes	61%	52%	Awareness of these services is statistically higher for those born and raised in Hawaii.
No	39%	48%	

* Figures in **bold red** text are statistically significant compared to figures in light gray text on the same line (horizontally). Totals may not sum to 100 percent due to rounding.

UTILIZATION

At the outset of this section, residents were asked if they or anyone in their household had utilized Immigrant Services from the County of Maui in the past year. The following graphic highlights the distribution of overall responses.

Utilization of Immigrant Services Offered by the County of Maui in the Past Year



Base: n=937

Q. In the past year, have you or anyone you know utilized Immigrant Services through the County of Maui?

Reported utilization of Maui County's Immigrant Services, even when defined broadly as used by the respondent or anyone they know in the past year, is very low at 8% of residents. The vast majority of residents (87%) indicated that neither they nor anyone they know had utilized these services, while 5% were unsure. This minimal level of reported contact with Immigrant Services aligns with the low overall awareness previously noted for this division (32% aware, 62% unaware), suggesting that the lack of knowledge about these services significantly limits their reach and use within the broader community.

In the following table, the data is segmented by respondents' geographic location to better understand any statistically significant differences that may exist across the various communities in Maui County.

Utilization of Immigrant Services Offered by the County of Maui in the Past Year
(by Residents' Geographic Location)

	MAUI COUNTY LOCATION									
	East Maui	Pā'ia-Ha'ikū	Kahului	Wailuku, Waikapū to Kahakuloa	Makawao, Hali'imaile Pukalani	Kihei, Makena to Ma'alaea	Kula, Ulupalakua Kanaio	Lāhainā, Olowalu to Kapalua	Lāna'i	Moloka'i
<i>BASE</i>	35	65	106	165	102	167	73	131	19	74
<i>Utilized</i>	4%	1%	15%	6%	1%	4%	8%	13%	4%	1%
<i>Did not utilize</i>	87%	92%	81%	92%	93%	91%	89%	76%	62%	91%
<i>Don't know / Not sure</i>	10%	6%	3%	3%	6%	5%	3%	11%	10%	6%

Q. In the past year, have you or anyone you know utilized Immigrant Services through the County of Maui?

* Colored cells indicate statistically significant differences between geographic groups, where **blue cells** highlight significantly higher values than the **gray** cells on the same line (horizontal), with darker shades signifying a greater number of statistically significant differences across groups. Totals may not sum to 100 percent due to rounding.

The already low reported utilization of Maui County's Immigrant Services (8% overall) is primarily concentrated in a few specific geographic areas, with most communities reporting minimal to virtually no contact. Kahului (15% utilized) and Lāhainā, Olowalu to Kapalua (13% utilized) show notably higher rates of residents knowing someone who used these services or having used them themselves. In contrast, several regions, including Pā'ia-Ha'ikū, Makawao, Hali'imaile, Pukalani, and Moloka'i, report extremely low utilization (all at 1%). Other areas like East Maui (4%), Kihei (4%), and Lāna'i (4%) also indicate very limited reach. This pattern suggests that the limited engagement with Immigrant Services is not evenly distributed, and in many parts of the County, these services have a very minimal reported footprint.

DEMOGRAPHIC PROFILES

This table highlights demographic profiles based on utilization in the past year of the tested programs.

	Utilized n=66	Did Not Utilize n=822	Comments
AGE			
18-34	5%	6%	
35-49	21%	17%	
50-64	34%	31%	
65+	40%	46%	
Refused	-	1%	
MEAN	60.17	60.60	
MEDIAN	60	63	
GENDER			
Male	49%	39%	
Female	51%	60%	
Some other way	-	1%	
Refused	-	1%	
ETHNICITY (PRIMARY)			
Caucasian	18%	29%	<i>Filipino residents are statistically more likely to have utilized the tested services, while there are greater proportions of Caucasian residents among those who did not utilize any of the tested services in the past year.</i>
Hawaiian / Part Hawaiian	24%	23%	
Japanese	15%	24%	
Filipino	34%	14%	
Other	9%	8%	
Refused	1%	2%	
EMPLOYMENT STATUS			
Full-time	49%	32%	<i>There is a statistically greater proportion of full-time workers among those who have utilized the tested immigration and passport services.</i>
Part-time	7%	8%	
Self-employed	6%	9%	
Not working	5%	5%	
Retired	32%	41%	
Other	-	3%	
Refused	-	<1%	
PRIMARY RESIDENCE			
Rent	25%	23%	
Own	70%	70%	
Live rent-free	5%	6%	
Unhoused	-	<1%	
Don't know / Not sure	-	<1%	
CHILDREN IN HOUSEHOLD	32%	26%	
ADULTS 55+ IN HOUSEHOLD	84%	80%	
BORN IN HAWAII			
Yes	53%	55%	
No	47%	45%	

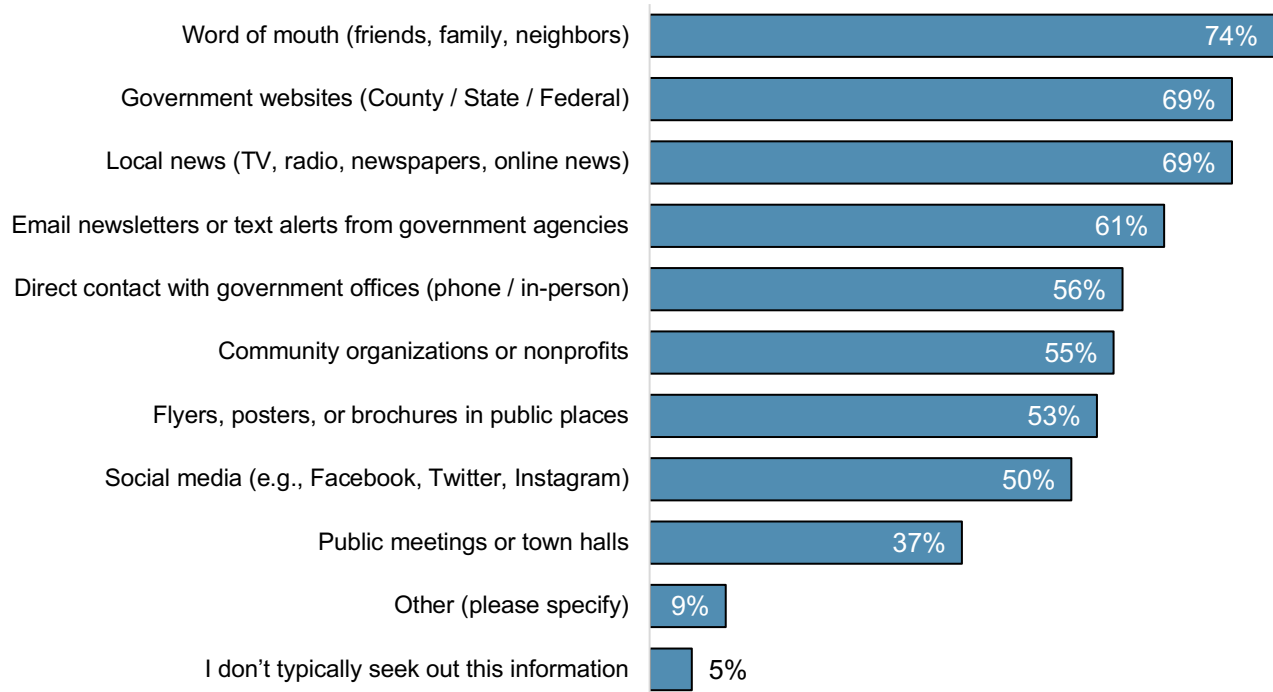
* Figures in **bold red** text are statistically significant compared to figures in **light gray** text on the same line (horizontally). Totals may not sum to 100 percent due to rounding.

GOVERNMENT PROGRAM INFORMATION SOURCES

In this section, residents were asked to share which information sources they would use to get more details about programs and services that are offered by the government to benefit the public. Respondents were allowed to select multiple responses, with the following chart displaying the overall distribution of relied-upon information sources.

Information Sources for Government Public Benefit Programs and Services

(Base: n=937)



Q. Which of the following would you use to get information about programs and services that are provided by government to benefit the public?

When seeking information about government public benefit programs and services, Maui County residents rely on a mix of informal and formal channels. Word of mouth from friends, family, and neighbors is the most cited source (74%), followed by government websites (County / State / Federal) and local news (TV, radio, newspapers, online news), both at 69%. Additionally, many also indicate they would use email newsletters or text alerts from government agencies (61%). Other significant sources include direct contact with government offices (56%), community organizations or nonprofits (55%), flyers, posters, or brochures (53%), and social media (50%). These preferences suggest that effective outreach requires a multi-pronged strategy, utilizing personal networks, official government channels, traditional media, and digital platforms to disseminate information.

COMMUNITY VOLUNTEERING

At the outset of the survey, respondents were asked to share how likely they are to volunteer in their communities in the next 12 months. The following visualization displays the overall distribution of responses for Maui County residents.

Likelihood of Volunteering in the Community in the Next 12 Months



Base: n=937

Q. How likely are you to volunteer in the community in the next 12 months?

Maui County residents express a somewhat mixed likelihood of volunteering in the community in the next 12 months, with an average rating of 2.68 on a four-point scale. A slight majority, three in five (59%), indicate some propensity to volunteer, with slightly over one in four (28%) stating they are "very likely" and 31% "somewhat likely." However, a notable two in five (41%) residents express disinterest, with one in five (21%) being "somewhat unlikely" and a similar amount (20%) "very unlikely" to volunteer. Less than 1% are unsure if they will volunteer in their community in the next year. This division suggests that while a fair portion of the community is open to volunteering, a significant segment is not, indicating potential opportunities to explore motivations and barriers related to community service engagement.

In the following table, the data is segmented by respondents' geographic location to better understand any statistically significant differences that may exist across the various communities in Maui County.

Likelihood of Volunteering in the Community in the Next 12 Months
(by Residents' Geographic Location)

	MAUI COUNTY LOCATION									
	East Maui	Pā'ia-Ha'ikū	Kahului	Wailuku, Waikapū to Kahakuloa	Makawao, Hali'imaile, Pukalani	Kihei, Makena to Ma'alaea	Kula, Ulupalakua, Kanaio	Lāhainā, Olowalu to Kapalua	Lāna'i	Moloka'i
<i>BASE</i>	35	65	106	165	102	167	73	131	19	74
<i>Very likely</i>	31%	29%	17%	28%	30%	33%	35%	32%	24%	33%
<i>Somewhat likely</i>	24%	30%	37%	27%	30%	26%	24%	37%	20%	39%
<i>Somewhat unlikely</i>	24%	21%	23%	23%	18%	21%	21%	24%	26%	11%
<i>Very unlikely</i>	21%	19%	23%	22%	21%	21%	21%	7%	31%	17%
<i>Don't know / Not sure</i>	-	-	-	0%	-	-	-	1%	-	-
MEAN	2.65	2.69	2.49	2.61	2.70	2.71	2.72	2.94	2.37	2.87

Q. In your opinion, how important do you think it is for Maui County to prioritize addressing issues related to the unsheltered / unhoused (homeless) population?

* Colored cells indicate statistically significant differences between geographic groups, where **blue cells** highlight significantly higher values than the **gray** cells on the same line (horizontal), with darker shades signifying a greater number of statistically significant differences across groups. Totals may not sum to 100 percent due to rounding.

The likelihood of Maui County residents volunteering in their community in the next 12 months varies noticeably by geographic location. Residents in Lāhainā, Olowalu to Kapalua (mean 2.94) and Moloka'i (mean 2.87) express a higher propensity to volunteer, with over two-thirds in each area indicating they are "very likely" or "somewhat likely." In contrast, residents in Kahului (mean 2.49), and directionally Lāna'i (mean 2.37), show a lower likelihood, with these areas also reporting higher percentages of residents being "very unlikely" to volunteer (23% and 31% respectively). Wailuku, Waikapū to Kahakuloa (mean 2.61) also has a notable portion of residents (22%) who are "very unlikely" to volunteer. These regional differences suggest that community engagement through volunteering is not uniform, and strategies to foster volunteerism may need to consider these varied local sentiments.

DEMOGRAPHIC TRENDS

To identify variations across different population groups, the data was segmented by demographic characteristics. The subsequent analysis highlights these demographic trends:

- **Age and Life Stage:** Middle-aged residents, particularly those 35-49 (mean 3.12, 45% "very likely"), show a significantly higher likelihood of volunteering compared to the youngest (18-34: mean 2.68, 15% "very likely") and oldest (65+: mean 2.41, 22% "very likely") groups. Volunteering efforts targeted toward this age bracket may be more successful in garnering participation.
- **Ethnicity and Birthplace:** Caucasian (38%) and Hawaiian residents (36%) are significantly more likely to be "very likely" to volunteer compared to Japanese residents (12%). Those born outside of Hawaii (mean 2.88, 37% "very likely") also show a higher likelihood than those born in Hawaii (mean 2.52, 22% "very likely"). Conversely, Japanese residents (30%) are significantly more likely to be "very unlikely" to volunteer compared to Caucasian (17%), Hawaiian (17%), and Filipino (12%) residents.
- **Household Composition and Caregiving Roles:** Individuals in households with children, particularly those with children aged 6-11 years (mean 3.03, 39% "very likely") or 12-17 years (mean 3.05, 39% "very likely"), and those who are caregivers for a child (mean 3.07, 43% "very likely"), report a significantly higher likelihood of volunteering compared to those without children under 18 or not in a child caregiving role.
- **Employment Status:** Those working (mean 2.92, 34% "very likely") show a higher likelihood of volunteering than those not working (2.43 mean, 22% "very likely"), especially retired individuals (mean 2.39, 21% "very likely"). Retired residents, in turn, are significantly more likely to be "very unlikely" to volunteer compared to those working full- or part-time or who are self-employed.

APPENDIX



PROFILE OF RESPONDENTS

	TOTAL n=937	Comments
LOCATION		
Wailuku, Waikapū to Kahakuloa	21%	
Kahului	16%	
Kihei, Makena to Ma'alaea	14%	
Lāhainā, Olowalu to Kapalua	12%	
Makawao, Hali'imaile Pukalani	11%	
Kula, Ulupalakua, Kanaio	7%	
Pā'ia-Ha'ikū	5%	
East Maui	4%	
Moloka'i	8%	
Lāna'i	3%	
AGE		
18-34	6%	
35-49	18%	
50-64	31%	
65+	44%	
Refused	1%	
MEAN	60.26	
MEDIAN	62	
GENDER		
Male	39%	
Female	59%	
Some other way	<1%	
Refused	1%	
ETHNICITY (PRIMARY)		
Caucasian	28%	<i>The data in this survey was weighted to reflect estimates of Hawai'i adults aged 18+ years by ethnicity (primary) distribution in Maui County.</i>
Hawaiian / Part Hawaiian	24%	
Japanese	23%	
Filipino	15%	
Other	8%	
Refused	2%	
EMPLOYMENT STATUS		
Full-time	34%	
Part-time	8%	
Self-employed	9%	
Not working (e.g., unemployed, student, etc.)	6%	
Retired	40%	
Other	3%	
Refused	<1%	

* Totals may not sum to 100 percent due to rounding

	TOTAL n=937	Comments
PRIMARY RESIDENCE		
Rent	24%	
Own	69%	
Live rent-free	6%	
Unhoused	<1%	
Don't know / Not sure	<1%	
HOUSEHOLD SIZE		
1	22%	
2	36%	
3	17%	
4	9%	
5+	16%	
MEAN	2.81	
MEDIAN	2	
GENERATION IN HOUSEHOLD		
1	54%	
2	32%	
3	13%	
4+	1%	
Don't know / Not sure	<1%	
CHILDREN IN HOUSEHOLD		
Child(ren) 5 years or younger	12%	
Child(ren) 6 to 11 years	14%	
Child(ren) 12 to 17 years	14%	
NET CHILDREN IN HOSEHOLD	26%	
CAREGIVER FOR CHILD	16%	
ADULTS 55+ IN HOUSEHOLD		
Adults 55-59 years	24%	
Adults 60 years or older	68%	
NET ADULTS 55+ IN HOUSEHOLD	80%	
CAREGIVER FOR ADULT 18+	13%	
BORN IN HAWAII		
Yes	55%	
No	45%	
U.S. CITIZENSHIP		
U.S. Citizen	98%	
COFA migrant	<1%	
Undocumented resident	<1%	
Prefer not to say	1%	

* Totals may not sum to 100 percent due to rounding

CODE DEFINITIONS

Q3. What other specific programs or services do you feel should be expanded or introduced in your town/community?

Affordable Housing	The theme 'Affordable Housing' encompasses a wide range of concerns and suggestions related to the need for increased availability and accessibility of affordable housing options for various demographics, including low-income families, workforce housing, and senior housing. Respondents highlighted the necessity for rental assistance, rent stabilization, and the expansion of housing programs to address the high cost of living and housing shortages, emphasizing the importance of prioritizing residents over resort and second-home developments.
Agriculture / Farming	The theme 'Agriculture / Farming' encompasses a range of suggestions aimed at enhancing local food production and sustainability. Respondents highlighted the need for increased support for local farmers through grants, community gardens, agricultural programs, and initiatives to address challenges such as the Axis Deer crisis, with a focus on promoting self-sustaining agriculture and reducing dependency on external food sources.
Community Centers and Recreation	The theme 'Community Centers and Recreation' encompasses a wide range of suggestions for enhancing recreational facilities and community engagement spaces, including the establishment of community centers, gymnasiums, and expanded parks and recreational services. Respondents emphasized the need for more sports programs, pickleball courts, playgrounds, and family entertainment options, as well as improved maintenance and accessibility of existing parks and pools to foster a more active lifestyle for all age groups.
Don't Know	The theme 'Don't Know' encompasses responses where participants expressed uncertainty or lack of knowledge regarding specific programs or services that should be expanded or introduced in their town/community. This includes phrases such as "not sure," "don't know," "I can't think of any right now," and similar expressions indicating indecision or unfamiliarity with the topic.
Economic Development / Diversification / Business Support	The theme 'Economic Development / Diversification / Business Support' encompasses the need for financial assistance and resources for small businesses, including mentorship programs, co-working spaces, and funding opportunities. Respondents also highlighted the importance of diversifying the local economy beyond tourism, supporting sustainable work, and providing education on economic self-sufficiency to foster a more resilient community.
Education / Childcare / Youth And After-school Programs	The theme 'Education / Childcare / Youth And After-school Programs' encompasses a wide range of suggestions for expanding educational opportunities, including early childhood education, STEM programs, financial literacy, and vocational training. Respondents also emphasized the need for affordable childcare, after-school sports and arts programs, and initiatives to engage youth in productive activities to prevent delinquency and enhance community involvement.

Environmental Sustainability	The theme 'Environmental Sustainability' encompasses initiatives aimed at enhancing water resource management, recycling programs, and water conservation services. Respondents highlighted the need for improved air quality control, land preservation, flood prevention, and sustainable living education, emphasizing the importance of protecting natural resources and promoting eco-friendly practices within the community.
Food Assistance Programs	The theme 'Food Assistance Programs' encompasses a range of suggestions for enhancing food security and accessibility within the community. Respondents highlighted the need for better-organized food distribution, expansion of food banks, school lunch affordability, and outreach programs to provide hot meals to homeless families, emphasizing the importance of ensuring nutritious food availability for all residents, including seniors and low-income individuals.
Healthcare and Medical Services	The theme 'Healthcare and Medical Services' encompasses a wide range of concerns and suggestions, including the need for additional hospitals, urgent care facilities, and specialized medical services such as dermatology and dental care. Respondents also highlighted the necessity for improved healthcare access for low-income families, mobile healthcare units, hospice programs, and transportation services for medical appointments, particularly for isolated communities and those requiring off-island travel.
Homelessness Support	The theme 'Homelessness Support' encompasses a range of suggestions aimed at addressing the needs of homeless individuals, including the expansion of shelters, housing assistance, and safe parking facilities. Respondents also emphasized the importance of comprehensive programs that integrate mental health services, substance abuse counseling, and basic amenities such as showers and laundry facilities to effectively support the homeless population.
Infrastructure and Road Maintenance	The theme 'Infrastructure and Road Maintenance' encompasses concerns related to the need for road repairs, improvements, and safety measures such as speed bumps and pedestrian walkways. Respondents also highlighted the importance of urban planning, including the development of sidewalks, bike paths, and traffic solutions to address congestion and enhance community accessibility.
Job and Career Training / Financial Literacy	The theme 'Job and Career Training / Financial Literacy' encompasses suggestions for expanding programs that provide job training and apprenticeships for individuals of all ages, including high school students and young adults, as well as initiatives to enhance financial literacy and advisement. Respondents emphasized the importance of equipping community members with life skills, financial responsibility, and career development opportunities to foster self-sufficiency and economic empowerment.
Mental Health Services	The theme 'Mental Health Services' encompasses a wide range of concerns and suggestions, including the need for more accessible and affordable mental health programs, services for children, youth, and seniors, and specialized support for individuals with substance abuse issues and those transitioning from incarceration. Respondents emphasized the importance of expanding mental health facilities, increasing outreach and support, and integrating mental health care with other community services to address the growing demand and diverse needs within the community.

Nothing / None	The theme 'Nothing / None' encompasses responses indicating a lack of additional suggestions or needs for new programs or services in the community. This includes expressions of satisfaction with current offerings, such as "You pretty much covered it all," and straightforward negations like "None" or "No comment," reflecting a consensus that existing services are adequate or comprehensive.
Other	The theme 'Other' encompasses a diverse range of community concerns and suggestions, including the need for cultural education and awareness programs, civic engagement initiatives, and improved access to information about government policies and global politics. Additionally, respondents highlighted the importance of addressing issues such as crime prevention, legal aid, and the expansion of animal welfare services.
Public Transportation	The theme 'Public Transportation' encompasses a wide range of concerns and suggestions from respondents, including the need for expanded bus services, improved routes, and more frequent stops to better serve various communities, particularly for elderly and disabled individuals. Additionally, there is a call for reliable inter-island transportation options, including additional airlines and ferry services, to facilitate travel for medical appointments and other essential needs.
Rebuilding from Maui Wildfires	The theme 'Rebuilding from Maui Wildfires' encompasses requests for assistance in rebuilding homes and infrastructure, particularly in areas affected by the Lahaina fire. Respondents highlighted the need for streamlined permitting processes, financial support for homeowners, and specific rebuilding efforts for Kupuna and Filipino families, emphasizing the urgency of addressing the housing crisis and improving emergency preparedness and response.
Senior Services	The theme 'Senior Services' encompasses a wide range of needs and suggestions for enhancing support for the elderly, including the expansion of senior housing, day care, and recreational programs. Respondents highlighted the importance of improving access to healthcare, transportation, and technology education for seniors, as well as providing assistance with daily living activities and mental health services.

Q9. How might Maui County better support the unsheltered / unhoused (homeless) population in the county? What programs would you like to see implemented?

Affordable Housing Solutions	The theme 'Affordable Housing Solutions' encompasses suggestions for increasing the availability of affordable housing options, such as building more low-cost housing units, implementing rent control measures, and developing tiny home communities. Respondents also emphasized the need for housing projects that prioritize local residents and offer financial assistance to make housing more accessible to those with limited income.
Community Outreach and Engagement	The theme 'Community Outreach and Engagement' encompasses suggestions for increased interaction and communication with the unsheltered population, including direct outreach programs, strategic data utilization, and community involvement initiatives. Respondents emphasized the importance of personalized engagement, consistent communication, and the involvement of trained professionals to assess needs and connect individuals with available resources.
Community Safety and Cleanliness	The theme 'Community Safety and Cleanliness' encompasses concerns about the unsanitary conditions and safety hazards posed by homeless encampments in public spaces, including beaches, parks, and roadways. Respondents highlighted the need for stricter enforcement of laws to prevent littering, unauthorized camping, and drug use, as well as the importance of maintaining clean and secure environments through regular police patrols and sanitation services.
Don't Know / Not Sure	The theme 'Don't Know' encompasses responses where participants express uncertainty or lack of knowledge regarding solutions or programs to support the unsheltered population in Maui County. This includes statements of not being informed enough, inability to think of solutions, and acknowledgment of the complexity of the issue without providing specific suggestions.
Educational Programs	The theme 'Educational Programs' encompasses suggestions for implementing educational initiatives aimed at equipping individuals with essential life skills, financial literacy, and job training to improve their prospects and self-sufficiency. Respondents emphasized the importance of integrating personal finance education in middle schools, providing community-based training for various employment positions, and offering programs that teach self-care and positive integration into society.
Employment Opportunities	The theme 'Employment Opportunities' encompasses suggestions for job placement assistance, community-based training programs, and incentivized work initiatives aimed at integrating the unsheltered population into the workforce. Respondents emphasized the importance of job fairs, technical job training, and collaboration with local businesses to provide meaningful employment opportunities that can help individuals become self-sufficient and reintegrate into society.
Hygiene Facilities	The theme 'Hygiene Facilities' encompasses suggestions for providing accessible shower and restroom facilities, including portable and mobile options, to improve hygiene for the unsheltered population. Respondents emphasized the need for designated areas where individuals can clean themselves, wash their clothes, and maintain personal hygiene, which is seen as essential for their well-being and integration into the community.

Local Residency Priority	The theme 'Local Residency Priority' encompasses respondents' emphasis on prioritizing housing and social services for individuals born and raised in Maui County, advocating for local residents to receive assistance before newcomers or out-of-state homeless individuals. This theme highlights the sentiment that resources should be allocated to support long-term residents and discourage the influx of homeless individuals from other regions.
Mental Health Services	The theme 'Mental Health Services' encompasses suggestions for increased availability and accessibility of mental health care for the unsheltered population, including the establishment of mental health treatment facilities, mobile outreach programs, and mandatory mental health evaluations. Respondents emphasize the need for comprehensive mental health support as a critical component in addressing homelessness, advocating for integrated services that include counseling, psychiatric treatment, and coordination with other social services.
None / Nothing / No Additional Services	The theme 'None / Nothing / Everything Covered Previously' encompasses responses indicating that current resources and efforts are sufficient, with no additional programs needed or suggestions to offer. Respondents express satisfaction with existing services, noting that previous comments or actions have adequately addressed the issue, and some believe that further investment may be unnecessary.
Other	The theme 'Other' encompasses a diverse range of suggestions and observations that do not fit neatly into predefined categories. This includes ideas such as community internet and computer stations, legal assistance and amnesty for minor offenses, transient population management, and the need for more infrastructure, highlighting the multifaceted nature of addressing homelessness beyond traditional programmatic solutions.
Permanent Housing Solutions	The theme 'Permanent Housing Solutions' encompasses suggestions for implementing long-term housing initiatives such as the "Housing First" policy, tiny home villages, and permanent community camps with sanitation facilities. Respondents advocate for strategic investments in pathways to permanent housing, including refurbishing vacant buildings and partnering with local organizations to provide stable housing options for the unhoused population.
Program Flexibility and Accessibility	The theme 'Program Flexibility and Accessibility' encompasses feedback on the need for more adaptable and inclusive programs that cater to the specific needs of the homeless population, such as allowing pets in housing and reducing restrictions related to drug use or criminal history. Respondents emphasize the importance of open programs with fewer rules to encourage participation and address the barriers that prevent the homeless from utilizing existing services.
Return to Mainland Programs	The theme 'Return to Mainland Programs' encompasses suggestions for initiatives aimed at relocating non-resident homeless individuals back to their home states, often through the provision of one-way tickets or assistance in reconnecting with family and support systems on the mainland. Respondents frequently express the need for collaboration with other states to prevent the influx of homeless individuals to Maui and advocate for programs that facilitate their return to their original communities.

Social Services Coordination	The theme 'Social Services Coordination' encompasses feedback on the need for improved collaboration and coordination among existing social service programs to effectively address the needs of the unsheltered population. Respondents highlighted the importance of integrating services such as mental health support, substance abuse treatment, and job preparation skills, ensuring seamless communication and cooperation between agencies to provide comprehensive care.
Substance Abuse Programs	The theme 'Substance Abuse Programs' encompasses feedback advocating for the implementation and expansion of drug and alcohol rehabilitation services, substance abuse counseling, and addiction treatment centers. Respondents emphasize the need for accessible and mandatory programs to address substance abuse issues among the unsheltered population, with suggestions for integrating these services into broader support systems.
Temporary Shelters	The theme 'Temporary Shelters' encompasses suggestions for providing immediate, short-term housing solutions for the unsheltered population, including the establishment of tent cities, dormitory-style accommodations, and the use of shipping containers or tiny homes. Respondents emphasized the need for shelters that offer basic amenities such as showers, beds, and sanitary facilities, with some advocating for shelters that accommodate families, couples, and pets.
Utilizing Vacant Buildings	The theme 'Utilizing Vacant Buildings' encompasses suggestions for repurposing unused structures, such as closed businesses, shopping centers, hotels, and government buildings, into housing solutions for the homeless population in Maui County. Respondents advocate for transforming these spaces into shelters or transitional housing, emphasizing the potential to provide essential services and amenities, such as safety, dignity, and community support, within these repurposed facilities.

Q14. What other specific programs or services for aging, elderly or disabled residents do you feel should be expanded or introduced in in your town/community?

Caregiver Support	The theme 'Caregiver Support' encompasses the need for increased availability and affordability of caregiver services, including respite care, training, and emotional support for caregivers. Respondents highlighted the importance of programs that enable family members to be compensated for caregiving, as well as initiatives to reduce isolation and provide assistance for those caring for individuals with dementia and Alzheimer's.
Companionship and Social Networking	The theme 'Companionship and Social Networking' encompasses suggestions for programs that foster social interaction and companionship for aging, elderly, or disabled residents. Respondents highlighted the need for initiatives such as buddy programs, adopt-a-senior schemes, and intergenerational activities that connect seniors with youth, as well as regular social gatherings and companion care services to alleviate loneliness and promote community engagement.
Cultural and Community Engagement	The theme 'Cultural and Community Engagement' encompasses programs that leverage elderly life experiences to benefit the youth, promote intergenerational interactions, and foster cultural heritage through community events and activities. Respondents highlighted the importance of culturally rooted programs, spaces for kupuna and keiki, and initiatives that encourage community engagement and social skills sharing among different age groups.
Daily Living Assistance	The theme 'Daily Living Assistance' encompasses the need for expanded services to aid elderly and disabled residents with everyday tasks, including housekeeping, personal hygiene, meal preparation, and socialization. Respondents highlighted the importance of trained personnel for chores, door-to-door assistance, and equitable access to essential services to ensure a safe and supportive living environment.
Don't Know / Not Sure / N/A	The theme 'Don't Know / Not Sure' encompasses responses where participants express uncertainty or lack of awareness regarding existing programs or services for aging, elderly, or disabled residents in their community. This includes statements indicating an inability to identify specific programs, a general lack of knowledge about available services, or uncertainty about the county's capacity to implement such initiatives.
Expand and Improve Current Programs (general)	The theme 'Expand and Improve Current Programs (general)' encompasses feedback advocating for the expansion and enhancement of existing services for elderly and disabled residents. Respondents emphasize the need for increased accessibility, outreach, and availability of programs, highlighting the importance of maintaining and broadening the scope of current offerings to better serve the community's needs.
Financial and Legal Assistance	The theme 'Financial and Legal Assistance' encompasses a range of concerns and suggestions related to financial aid, tax reduction, estate planning, and legal services for the elderly. Respondents highlighted the need for improved access to financial literacy services, fraud prevention, assistance with navigating federal programs, and legal aid, including setting up wills and power of attorney, to alleviate the financial and legal burdens faced by aging residents.

Food and Nutrition Programs	The theme 'Food and Nutrition Programs' encompasses suggestions for expanding and improving meal delivery services such as Meals on Wheels, ensuring access to nutritious and affordable food for the elderly, and introducing programs that promote healthy eating habits, including plant-based diets. Respondents also highlighted the need for food vouchers, quality meal consistency, and increased food assistance programs that deliver directly to seniors' homes.
Home Care Services	The theme 'Home Care Services' encompasses the need for expanded in-home caregiving, including assistance for seniors and disabled individuals to remain in their homes, and the provision of home health care services. Respondents highlighted the importance of increasing the availability of home care workers, respite care, and support for caregivers, as well as addressing the challenges of understaffing and the high costs associated with home maintenance and caregiving services.
Housing and Accommodation	The theme 'Housing and Accommodation' encompasses a wide range of concerns and suggestions related to the availability and affordability of housing for seniors, including the need for more low-income and subsidized housing options, senior living facilities, and long-term care accommodations. Respondents highlighted the importance of expanding housing assistance programs, improving existing facilities, and ensuring accessibility for elderly and disabled residents, with a focus on community-based solutions and partnerships.
Medical and Health Services	The theme 'Medical and Health Services' encompasses a wide range of concerns and suggestions related to healthcare accessibility and affordability for aging, elderly, or disabled residents. Respondents highlighted the need for more doctors, specialty medical services, mental health support, affordable prescription medication, expanded speech and occupational therapy, improved dementia and Alzheimer's care, and enhanced medical facilities, including hospitals and mobile healthcare options.
Nothing / Already Adequate Services	The theme 'Nothing / Already Adequate Services' encompasses responses indicating satisfaction with the current programs and services available for aging, elderly, or disabled residents, suggesting that all necessary areas have been adequately addressed. Respondents frequently expressed that the existing offerings are comprehensive and sufficient, with no additional programs or services needed at this time.
Other	The theme 'Other' encompasses a diverse range of suggestions and concerns, including the need for translation services for immigrant elderly residents, service animals, and end-of-life training. Additionally, respondents highlighted the importance of emergency preparedness, such as roadways and exit routes, and assistance with alcohol problems and drug issues affecting the community.
Social and Recreational Activities	The theme 'Social and Recreational Activities' encompasses suggestions for expanding or introducing programs that promote physical fitness, social interaction, and recreational engagement for aging, elderly, or disabled residents. Respondents highlighted the need for activities such as exercise classes, social gatherings, arts and crafts, music and dance, and community events that foster socialization and prevent isolation.

Technology and Education	<p>The theme 'Technology and Education' encompasses the need for educational programs focused on technology literacy for seniors, including basic smartphone and computer navigation, media literacy training, and learning to use helpful apps. Respondents also highlighted the importance of offering adult education classes, free tuition for seniors, and maintaining access to online courses to ensure continuous learning and adaptation to evolving technological landscapes.</p>
Transportation / Delivery / Travel Assistance	<p>The theme 'Transportation / Delivery / Travel Assistance' encompasses the need for expanded and reliable transportation services for elderly and disabled residents, including assistance for off-island medical appointments, local travel to grocery stores and social activities, and improved public transportation options. Respondents highlighted the importance of timely and accessible transportation solutions, such as shuttle services, autonomous vehicles, and financial support for travel, to enhance mobility and reduce isolation.</p>

SURVEY INSTRUMENT

Maui Community Needs Assessment
County of Maui Department of Human Concerns
February 2025

Aloha,

On behalf of the County of Maui Department of Human Concerns, Anthology Research, a professional market research company in Hawaii, is conducting a survey to better understand resident needs. This is market research only and the information you provide will be anonymous. Your input will be used to improve existing services and identify needs for new services to support the lives of County residents.

As a thank you for your participation, we would like to offer you a \$5 e-gift card from your choice of a number of popular retailers or a \$5 contribution to the Hawaii Community Foundation's Maui Strong Fund. You must qualify and complete the entire survey to be eligible for the \$5 e-gift card or contribution. Please allow 5 to 7 days for processing of the e-gift card.

Your answers in the survey will be strictly confidential – no identifying information will be connected to your responses.

If you would like to verify that this is a legitimate Maui County survey, please contact Jessica Crouse at (808) 270-7805.

Please click the link below to begin the survey.

[SURVEY BEGINS]

A. Which of the following describes your residency on the island of Maui? Would you describe yourself as a fulltime resident, part-time resident, or visitor?

1. Fulltime resident (live on island at least six months out of the year)
2. Parttime resident (live on island fewer than six months out of the year)
3. Visitor to Maui (TERMINATE)

B. What was your age on your last birthday? ____ [TERMINATE IF <18]

C. [IF RESIDENT] **Which of the following best describes where you live?**

1. East Maui (Hāna, Ke‘anae, Kīpahulu, Kaupō)
2. Pā‘ia-Ha‘ikū
3. Kahului
4. Wailuku, Waikapū to Kahakuloa
5. Makawao, Hali‘imaile, Pukalani
6. Kihei, Makena to Ma‘alaea
7. Kula, Ulupalakua, Kanaio
8. Lāhainā, Olowalu to Kapalua
9. Lāna‘i
10. Moloka‘i
11. Somewhere else (please specify) _____

The County, through the Department of Human Concerns, supports a wide range of community needs through a combination of direct services administered by the department, grant support to non-profit service providers, and/or encouraging and facilitating collaboration and partnerships among public and private organizations.

Our mission is to support and enhance the social well-being of the citizens of Maui County.

1. **How confident are you in your knowledge and understanding of Maui County's programs and services that support residents' social well-being?**

1. Very confident
2. Somewhat confident
3. Not very confident
4. Not at all confident

2. **In your opinion, what types of programs or services are most needed in your town/community?** For each item, tell us if it is critically needed, somewhat needed or not needed. If you don't know or aren't sure, just indicate so. **[ROTATE ITEMS]**

		Critically needed	Somewhat needed	Not needed	Don't know / Not applicable
1	Housing assistance and support for unsheltered/unhoused (homeless) population	1	2	3	4
2	Senior and disability services	1	2	3	4
3	Childcare and early childhood education	1	2	3	4
4	Mental health and substance abuse treatment	1	2	3	4
5	Food assistance and nutrition programs	1	2	3	4
6	Youth and afterschool programs	1	2	3	4

3. **What other specific programs or services do you feel should be expanded or introduced in in your town/community?** [OPEN END]

[ROTATE ORDER OF SECTIONS]

Section: Early Childhood Resource Program

4. **In your opinion, how important is it for the County of Maui to provide early childhood programs and services for residents of the county?**
1. Very important
 2. Somewhat important
 3. Somewhat unimportant
 4. Very unimportant
5. **In your opinion, what types of early childhood resources are most needed in your community?** For each item, tell us if it is critically needed, somewhat needed or not needed. If you don't know or aren't sure, just indicate so. [ROTATE]

		Critically needed	Somewhat needed	Not needed	Don't know / Not applicable
1	Distributing free books to promote early literacy.	1	2	3	4
2	Financial aid to help families afford childcare.	1	2	3	4
3	Assisting families in navigating early childhood programs and services.	1	2	3	4
4	Providing early childhood providers with professional growth and networking opportunities.	1	2	3	4
5	Collecting and providing feedback on early childhood trends to inform policy and funding decisions.	1	2	3	4
6	Providing guidance to improve service quality and program management for early childhood programs and agencies.	1	2	3	4

6. Before this survey, were you aware that all the early childhood resources just mentioned are currently provided by the County of Maui?
1. Yes
 2. No
7. Have you or anyone in your household utilized any of these early childhood services in the past year?
1. Yes
 2. No
 3. Don't know / Not sure

Section: Homeless Program

8. **In your opinion, how important do you think it is for Maui County to prioritize addressing issues related to the unsheltered / unhoused (homeless) population?**
1. Very important
 2. Somewhat important
 3. Somewhat unimportant
 4. Very unimportant
 5. Don't know / Not sure **(phone)**
9. **How might Maui County better support the unsheltered / unhoused (homeless) population in the county? What programs would you like to see implemented? (Please be as specific as possible.)** [OPEN END]

_____ [OE]

Section: Immigrant Services

10. The Maui County Immigrant Services Division assists new residents in integrating into the community by providing information and referrals to resources and services. It also provides U.S. Passport services. **Before this survey, were you aware that the County of Maui provides these services?**
1. Yes
 2. No
 3. Don't know / Not sure
11. **In the past year, have you or anyone you know utilized Immigrant Services through the County of Maui?**
1. Yes
 2. No
 3. Don't know / Not sure

Section: Office on Aging

12. **In your opinion, how important is it for the County of Maui to provide programs and services for aging (60 years or older), elderly and disabled residents?**
1. Very important
 2. Somewhat important
 3. Somewhat unimportant
 4. Very unimportant
 5. Don't know / Not sure **(phone)**

13. **In your opinion, what types of programs or services for aging, elderly or disabled residents are most needed in your town/community?** For each item, tell us if it is critically needed, somewhat needed or not needed. If you don't know or aren't sure, just indicate so. [ROTATE ITEMS]

		Critically needed	Somewhat needed	Not needed	Don't know / Not applicable
1	In-home care (personal care, housekeeping, meals)	1	2	3	4
2	Adult day care / caregiver respite services	1	2	3	4
3	Transportation for medical, shopping, social needs	1	2	3	4
4	Meal delivery programs (e.g., Meals on Wheels)	1	2	3	4
5	Mental health and counseling support	1	2	3	4
6	Social and recreational programs to prevent isolation	1	2	3	4
7	Exercise and wellness programs to maintain good health	1	2	3	4
8	Financial assistance and benefits counseling	1	2	3	4
9	Legal aid and elder/disability advocacy	1	2	3	4
10	Home modifications for accessibility (ramps, grab bars)	1	2	3	4
11	Caregiver support and training	1	2	3	4
12	Technology help for seniors (smartphones, telehealth)	1	2	3	4
13	End-of-life planning (wills, hospice care)	1	2	3	4
14	Referral, coordination of services for disabled residents	1	2	3	4

14. **What other specific programs or services for aging, elderly or disabled residents do you feel should be expanded or introduced in in your town/community?** [OPEN END]

_____ [OE]

15. Which of the following are barriers for you or others in your household to access programs or services provided by Maui County? (Select all that apply) [ROTATE]

1. Cost
2. Knowledge of available government services
3. Inconvenient hours of operations for government offices
4. Reliable internet connection
5. A computer, tablet, or smartphone
6. Reliable transportation
7. A valid government-issued ID
8. A permanent mailing address
9. A bank account or other financial resources for payments/fees
10. Access to language assistance or translation services
11. Knowledge of how to apply for government services
12. Time to complete applications or attend appointments
13. Other (Please specify): _____
14. Don't know / Not sure (phone)

16. Which of the following would you use to get information about programs and services that are provided by government to benefit the public? (Select all that apply) [ROTATE]

1. Government websites (e.g., County, State, Federal websites)
2. Social media (e.g., Facebook, Twitter, Instagram)
3. Local news (TV, radio, newspapers, online news)
4. Word of mouth (friends, family, neighbors)
5. Community organizations or nonprofits
6. Public meetings or town halls
7. Flyers, posters, or brochures in public places
8. Direct contact with government offices (phone calls, in-person visits)
9. Email newsletters or text alerts from government agencies
10. I don't typically seek out this information [ANCHOR, EXCLUSIVE]
11. Other (Please specify): _____ [ANCHOR]
12. Don't know / Not sure (phone)

17. How likely are you to volunteer in the community in the next 12 months?

1. Very likely
2. Somewhat likely
3. Somewhat unlikely
4. Very unlikely
5. Don't know / Not sure (phone)

And a few last questions for classification purposes only.

D1. Do you describe yourself as a male, female or in some other way?

1. Male
2. Female
3. Some other way
4. Prefer not to say

D2. **Do you own or rent your home?**

1. Rent
2. Own
3. Live rent-free
4. Unhoused
5. Don't know / Not sure **(phone)**

D3. **Including yourself, how many people live in your household? _____**

D4. **How many generations live in your household?**

1. One generation – Single generation (e.g., all adults or all seniors).
2. Two generations – Parents and children, or adults and elderly parents.
3. Three generations – Grandparents, parents, and children.
4. Four or more generations – Great-grandparents, grandparents, parents, and children.
5. Don't know / Not sure **(phone)**

D5. **Yes or no, including yourself, do any members of your household fall into each of the following categories?**

		Yes	No	Dk/Rf (Phone)
1	Child(ren) 5 years or younger	1	2	3
2	Child(ren) 6 to 11 years	1	2	3
3	Child(ren) 12 to 17 years	1	2	3
4	Adults 55-59 years	1	2	3
5	Adults 60 years or older	1	2	3

D6. **Are you a caregiver for a child or adult in your household?**

Caregiver for Child: Yes _____ No _____

Caregiver for Adult (18+): Yes _____ No _____

D7. **Does your household have access to each of the following?**

		Yes	No	Dk/Rf (phone)
1	Reliable internet connection	1	2	3
2	A computer, tablet, or smartphone	1	2	3
3	Reliable transportation	1	2	3
4	A valid government-issued ID	1	2	3
5	A permanent mailing address	1	2	3

D8. **What is the zip code of your primary residence? _____ [LIMIT TO HAWAII ZIP CODES]**

D9. **Were you born in Hawai'i?**

1. Yes
2. No

D10. **What is your current employment status?**

- 1 Employed fulltime
- 2 Employed part time
- 3 Unemployed, not looking for work
- 4 Unemployed, willing to return to work
- 5 Retired
- 6 Homemaker
- 7 Self-employed
- 8 Student
- 9 Other (please specify): _____
- 10 Refused

D11. **Are you a U.S. Citizen, COFA migrant or undocumented resident?**

1. U.S. Citizen
2. COFA migrant
3. Undocumented resident
4. Prefer not to say

D12. **With which ethnicities do you identify?** (Select all that apply)

1. African American
2. Caucasian
3. Chinese
4. Filipino
5. Hawaiian / Part-Hawaiian
6. Japanese
7. Mixed (not part-Hawaiian)
8. Other ethnicity not listed (please specify): _____
9. Prefer not to say

D12a. **[IF MORE THAN ONE IN D12]** With which ethnicity do you identify the most?

If you have any Hawaiian in your ethnic mix, please select Hawaiian/Part Hawaiian. If you cannot choose, please select mixed.

- 1 [SHOW ITEMS SELECTED IN D9]
- 2 Mixed (not part-Hawaiian)

D13. The space below may be used if you have any last comments. Your responses are confidential so please be forthcoming with your thoughts about any of the topics we touched upon. If you have no further comments, we thank you very much for your participation in this important survey. [OPEN END]

[OE]

Those are all the questions we have, thank you for participating in our survey!