Representative Statewide Sample of 1,120 Registered Voters, Margin of Error +/- 3 percentage points
Includes 782 Likely Democratic Primary Voters, Margin of Error +/- 4 percentage points
Fielded June 28 – 30 2022

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Democratic Gubernatorial Primary
Self-reported likely Democratic primary voters statewide

Green	48%
Cayetano	15%
Kahele	16%
Not sure	22%
Total	100%

Crosstabs

	Gender	
	Male	Female
Green	51%	47%
Cayetano	14%	15%
Kahele	17%	16%
Not sure	17%	23%
	100%	100%

	Age	
	18-49	50 or older
Green	38%	54%
Cayetano	10%	17%
Kahele	27%	11%
Not sure	26%	18%
	100%	100%

	Ethnicity					
	Caucasian	Japanese	Filipino	Hawaiian/Pacific	Chinese	Other/Mixed
Green	59%	49%	47%	35%	50%	46%
Cayetano	14%	24%	18%	8%	19%	11%
Kahele	11%	9%	14%	32%	5%	23%
Not sure	16%	18%	21%	25%	27%	20%
	100%	100%	100%	100%	100%	100%

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College_Deg

	College degree	No college degree
Green	48%	47%
Cayetano	17%	14%
Kahele	15%	20%
Not sure	20%	20%
	100%	100%

Politics

	Liberal/progressive	Moderate	Conservative
Green	51%	46%	52%
Cayetano	15%	15%	20%
Kahele	18%	18%	11%
Not sure	17%	21%	18%
	100%	100%	100%

Income

	Less than $50,000	$50,000-$100,000	More than $100,000
Green	48%	46%	52%
Cayetano	13%	15%	16%
Kahele	23%	17%	13%
Not sure	16%	22%	19%
	100%	100%	100%

County_CD

	Oahu_1	Oahu_2	Hawaii	Maui	Kauai
Green	48%	50%	50%	47%	34%
Cayetano	19%	18%	5%	12%	3%
Kahele	13%	16%	16%	18%	42%
Not sure	21%	17%	29%	23%	22%
	100%	100%	100%	100%	100%

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About the Poll

Civil Beat surveyed a random sample of 1,120 registered voters statewide. Surveys were fielded from June 28 – 30, 2022, using a combination of interactive voice response technology (touch-tone/IVR polling) and a survey administered online. Both the touch-tone and online version of the poll were conducted using random, probability-based sampling of registered voters in Hawai'i. The touch-tone version was conducted by contacting landline telephones. The online version was conducted by texting cellphones and linking poll participants to an online survey optimized for smartphones. Questions in the telephone and online versions of the survey were nearly identical, other than differences necessitated by the different platforms. The text-to-online version of the poll replaces our previous method of contacting cellphones via live call agents, but retains the same method to identify a randomly-selected subset of registered voters to contact. The text method of contacting cellphones yields a much higher survey completion rate and a more demographically diverse set of respondents than did the call-agent method. Approximately two thirds of the total sample completed the poll via text-to-online and the other one third completed it via calls to landline phones.

Results were weighted based on likelihood of voting and were balanced for gender, age, ancestry/ethnicity/race, county and Congressional District of residence, education (college degree attainment), and survey platform (text-to-online vs. landline IVR) to match the demographic parameters of registered voters statewide.

The overall margin of error is +/- 3 percentage points. Other sources of error, such as imperfect response rates and design effect (the effect of weighting results based on demographics) are also common in public opinion research and may affect the results. The adjusted margin of error, accounting for the design effect is also +/- 3 percentage points. The margin of error for any crosstabulated result is larger than the margin of error of the corresponding topline result.

Representative subsamples reported include 782 statewide Democratic Party primary voters, margin of error +/- 4 percentage points; 390 First Congressional District Democratic Party primary voters, margin of error +/- 5 percentage points; 391 Second Congressional District Democratic Party primary voters, margin of error +/- 5 percentage points; 269 statewide Republican Party primary voters, margin of error +/- 6 percentage points; and 780 registered voters on Oahu, margin of error +/- 4 percentage points.

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

The poll was conducted by Civil Beat working with MRG Research, a public opinion research organization specializing in issues and candidate polling, message testing, and persuasive communications. Please follow us on Twitter: @MRG_Research