

***STATE OF PUBLIC OPINION***

**HAWAII**  
**POST-COVID LOCKDOWN**

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**POST-COVID LOCKDOWN**  
**SEPTEMBER 2020**



*PUBLIC INTEREST  
OVER TIME*  
ONLINE SEARCHES

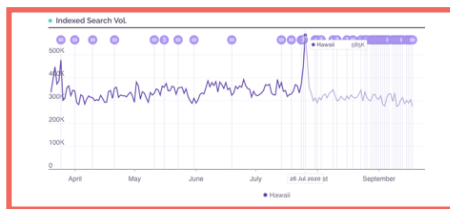


A | PUBLIC INTEREST OVER TIME (ONLINE SEARCHES)



On average, both public interest and curiosity/online discovery about the Hawaiian islands have **decreased** since the beginning of the pandemic.

B | NOTABLE PEAKS

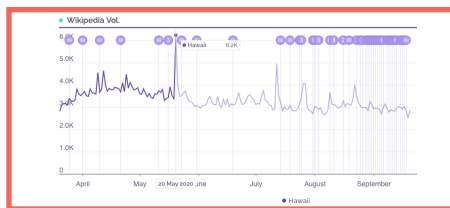


Online Searches

Date: July 26th, 2020

Cause: Hurricane Douglas

Effect: +58% to 585k



Wiki. Volume

Date: May 20th, 2020

Cause: DoH COVID update release

Effect: +82% to 6.2k



*'VIRAL' NEWS*

02

## Human interest and light-hearted stories have excelled over the last 30 days

On August 23rd, Positive Sentiment surrounding Hawaii hit a high of 98% and Negative Sentiment hit a low of 0.4%.

Mentions of "Hawaii" on Twitter increasing by 94% from the 2 days preceding.

This was thanks to light-hearted stories such as those about missing surfboards and solo trips across the Pacific Ocean.



### A NEWS STORIES

#### #1 Most-Shared US Article




GMANETWORK.COM AUG 23 2020

Missing surfboard in Hawaii turns up in the Philippines

590	32%	35.9K
Alexa rank	Relevancy	Total shares

#### #4 Most-Shared US Article




VICE.COM AUG 26 2020

A Surfboard That Went Missing in Hawaii Was Found in the Philippines Two Years Later

1.3K	15%	9.3K
Alexa rank	Relevancy	Total shares

#### #5 Most-Shared US Article




FOXNEWS.COM SEP 10 2020

California rower, 40, nears Hawaii on monthslong solo trip across Pacific Ocean

230	21%	8.5K
Alexa rank	Relevancy	Total shares

### B NEWS STORIES (CONT.)

#### #2 Most-Shared US Article




CNN.COM AUG 25 2020

New York, Hawaii, New Jersey file new lawsuit challenging Postal Service changes

109	33%	26.8K
Alexa rank	Relevancy	Total shares

Online searches rose by 13.5% from the previous day after an article was published about the lawsuit filed over Postal Service changes.

#### #3 Most-Shared US Article



USATODAY.COM SEP 17 2020

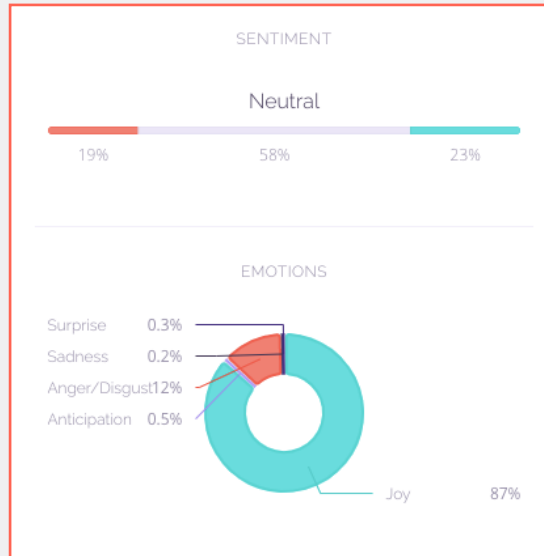
Coronavirus: Hawaii visitors can skip quarantine if they test negative

467	55%	13.3K
Alexa rank	Relevancy	Total shares

- Online searches rose by 5.2% from previous day
- Positive sentiment fell from 30% on September 17th to 12% on September 18th.
- Mentions of "Hawaii" on Twitter rose by 93% between September 17th and 18th.

*CONVERSATION  
ANALYSIS*

03



## Top Topics Generating Chatter around Hawaii:



The weather (seasonal and daily)



The COVID mortality rate

Emotions are polarized. Joy is at 87%, however Anger and Disgust hold a 12% share.

Partly Cloudy today! With a high of 87F and a low of 74F #Hawaii #Oahu #Maui #Kauai

SEP 18 2020

### Additional Trends:

- Persistent promotional comments from local businesses comprise a notable volume of online chatter.
- Small share of complaints from Hawaii residents on impact of lockdown on the local economy.
- 12% Anger/Disgust mainly stems from Conservative criticism of politicians.

#### NEGATIVE

Our congressional misrepresentatives Tojo Hirono Brian Schatz his pants Ed "You Have No Mail" Case Tulsi Gabby mouth Are nowhere to be found to stop the Three Stooges, Ige, Caldwell, & Green. Derelict in their duty to #Hawaii They don't care. They're all democrats. They Hate Us

SEP 15 2020

ANGER/DISGUST

#### NEGATIVE

We need relief. Please investigate. #Hawaii is suffering. Lives are being lost, businesses closed forever, children's education & development affected...& for what? One of the lowest infection & death rates in the US. Something is seriously wrong. #FollowTheMoney #reopenhawaii

SEP 18 2020

NOT AVAILABLE

So we can now go to Hawaii with proof of a [negative](#) COVID-19 test - but are you [okay](#) with getting on a plane for a very [long](#) flight?  
 #Dovenews #COVID19 #negativecovidtests  
 #Hawaii #tourismdollars #safetravel  
 #socialdistancing #wearamask  
 #stopthespread <https://t.co/uc83tMnrKj>  
<https://t.co/bjVPfOAv1>

 SEP 18 2020

## Common Sentiment in conversation surrounding travelling to Hawaii: "Once the pandemic is over..."

The new pre-travel program, which includes letting visitors skip quarantine if they successfully test negative for COVID, is driving positive sentiment and chatter volume. Debate is being driven by:

- Whether people feel this is enough of an incentive to travel to Hawaii
- If this is effective enough as a cautionary measure.

**No Concrete Plans for some.**  
 But detectable anticipation surrounding travelling to Hawaii "soon" or similar.

Four years ago I was in this [beautiful](#) place.

Can't wait to travel again soon #Hawaii 🌴🌺

<https://t.co/ztL8tnSFUv>

 SEP 16 2020

## Outright fervour from others...

Once [Covid](#) fucks off, I'm heading straight to

[#Hawaii](#) 🌞🌴🍹🌊

 SEP 20 2020

## ...and regret over lost trips for an unlucky few.

 I am pretending that [next](#) week, I will still be going to #Hawaii 😞 #travel #Traveller #mentalhealth <https://t.co/FWdDuhiGzV>

 SEP 18 2020



## Signal can perform conversation analysis on relevant brands in relation to Hawaii...



**Princess Cruises:** Minimal Conversation surrounding Hawaii, mainly comprised of nostalgia and whimsical planning such as *"Taking a cruise to Hawaii is on my bucket list. Maybe next year."*



**Hawaiian Airlines:** Notable curiosity regarding travelling to Hawaii, but no concrete plans detectable in online conversation. Significant volume of conversation is comprised of Anger/Disgust surrounding furloughs/layoffs and its effect on the Hawaiian population.



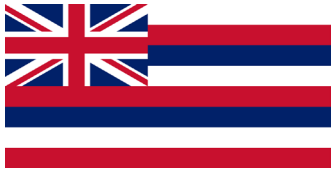
**TripAdvisor:** Low volume of conversation surrounding actual travel plans to Hawaii. A few comments indicate that potential travellers are concerned that other travellers will not adhere to COVID safety guidelines.



**Delta:** Notable Anger/Disgust from individuals whose trips to Hawaii were cancelled without warning and who didn't receive a refund.

*ONLINE AUDIENCE*

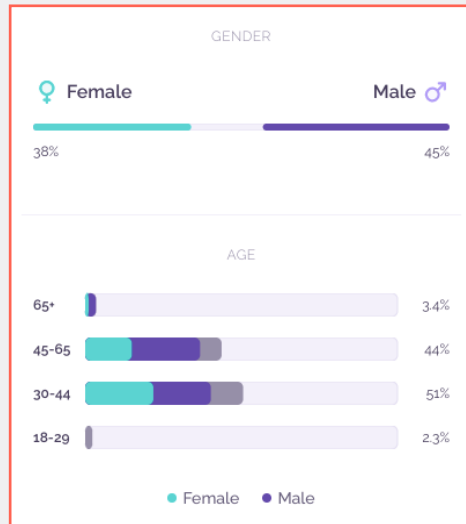
04



## Hawaii's Online Audience

Signal defines the online audiences of your leaders, relevant businesses, and more. Use our demographic data to forecast public reaction to events and gauge efficacy of planned strategies.

We also enable you to better understand specific audiences and how to reach them. Use Signal Affinities to stay informed on which social platforms, brands, and other entities are most linked by audiences.



Likely male skew (45%) with 95% between the ages of 30-65.

### Top Affinities to refine ad targeting.

Hawaii		
Entity	Score	Percentage
American Airlines	3.07	1.3%
Hawaiian Airlines	4.94	1.2%
Facebook	1.76	1.2%
Delta	0.651	1.2%
Instagram	2.74	1.1%
Ford	3.9	1.0%
National Geogra...	3.03	1.0%

Discover where to effectively reach your target across Social Media, Mobile Apps and more.

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Top TV Show affinities to inform which talk and news shows to partner with + general programmatic advertising.

TV SHOWS		
Entity	Score	Percentage
Nashville	5.05	1.3%
9-1-1	3.53	1.0%
Game of Thrones	3.58	0.8%
Saturday Night ...	2.36	0.7%
The Mandalorian	1.6	0.6%

Tripadvisor	2.58	0.5%
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What travel booking services are they more likely to use?

The Hawaii online audience is remarkably less likely than the average adult to discuss AirBnB.

airbnb	-2.07	1.0%
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# YouGovSignal

YouGov Signal is a global digital and social research company, working with key stakeholders across the entertainment industry to unlock meaningful, actionable insights.

Founded as Portent.io in May 2014, YouGov Signal is the digital and social research arm of YouGov – one of the world's largest and most respected research firms.

**GLOBAL NETWORK - 35 OFFICES ACROSS 22 COUNTRIES**

**[signal.yougov.com](https://signal.yougov.com)**

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