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.

**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
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.

#1 Most-Shared US Article

Missing surfboard in Hawaii turns up in the Philippines

Alexa rank: 590  
Relevancy: 32%  
Total shares: 35.9K

#4 Most-Shared US Article

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

Alexa rank: 1.3K  
Relevancy: 15%  
Total shares: 9.3K

#5 Most-Shared US Article

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

Alexa rank: 230  
Relevancy: 21%  
Total shares: 8.5K

#2 Most-Shared US Article

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

Alexa rank: 109  
Relevancy: 33%  
Total shares: 26.8K

#3 Most-Shared US Article

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

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
**General Trends**

**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.

**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.

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**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

**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
Travelling to Hawaii

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.

Outright fervour from others...

Once Covid fucks off, I’m heading straight to #Hawaii 🌞🌴

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

I am pretending that next week, I will still be going to #Hawaii 😢 #travel #Traveler #mentalhealth https://t.co/FWdDuhiG2V

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/bjVPf0Av1

Four years ago I was in this beautiful place. Can’t wait to travel again soon #Hawaii 🏖️

https://t.co/ztL8tn5FUv

YouGov
SIGNAL.YOUGOV.COM
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.
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** Affinities: 17
- **Facebook**: 1.75 1.2%
- **Hawaiian Airlines**: 4.94 1.2%
- **Delta**: 0.651 1.2%
- **Instagram**: 2.74 1.1%
- **Ford**: 3.9 1.0%
- **National Geographic**: 3.03 1.0%

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

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

- **Nashville**: 5.05 1.3%
- **9-1-1**: 3.53 1.0%
- **Game of Thrones**: 3.58 0.8%
- **Saturday Night Live**: 2.36 0.7%
- **The Mandalorian**: 1.6 0.6%

What travel booking services are they more likely to use?

- **Tripadvisor**: 2.58 0.5%

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

- **AirBnB**: -2.07 1.0%
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.