

TOC Brand Awareness Results Group 001

Demographic

- Age: 25 to 55
- Hawaii residents
- Group size 15

Excluded from sample: current and former TOC members, friends and family of TOC ohana and staff. Any person working in non-profit sector or living in the same household with someone working in the non-profit sector.

Note: Budget restrictions limited the sampling size of the group, which in an ideal situation would be a minimum of 1500.

Overview: As preface to a focus group discussion, a 10-question survey was sent to 30 potential attendees. Seventeen responses were received, with one respondent indicating they were unable to answer the survey because they were not aware of any non-profit environmental groups in Hawaii.

Objective: The objective of the survey was to gain a baseline understanding of the focus group's awareness and opinions of environmental non-profits in Hawaii and to gain better insight on how and why perceptions these perceptions are formed. By gaining better insight from the general public, TOC can "step outside their bubble" so to speak, and develop an effective strategy and development plan designed to appeal to NEW paying members and donors.

Key Insight: *An organization's positive public image has more to do with frequency of mentions in the news, than alignment with the public's top environmental concerns.*

While climate change and recycling/waste reduction were the top two concerns of respondents, the Sierra Club (40%) and Blue Planet Foundation (26.7%) organizations more known for access and preservation of hiking trails and clean energy, respectively, were the top two vote getters as having the most positive impact in Hawaii. This directly correlates to respondents awareness of these organizations because of news coverage. (see questions 1 & 2)

Top-of-mind environmental organizations according to survey respondents. Respondents were asked to name the top 3 organization that come to mind when it comes to environmental advocacy and preservation in Hawaii (see question 1). Here are the results tabulated for number of mentions

Multiple Mentions

Sierra Club 10
Nature Conservancy 7
Blue Planet Foundation 4
Surfrider Foundation 3
Kahea 2

One mention

The Outdoor Circle
Lani-Kailua TOC
Pohahaikalani
Hawaiian Islands Land Trust
Sustainable Coastlines
CC for Hawaii
Hawaii Wildlife Center
Kupu
Heia Pier
University of Hawaii
Trail Maintenance
Earth Justice

Other Key Insights:

1. **Survey respondents said they would be very likely (23.5%) or likely (41.18%) to become a supporting member of an organization if asked by a friend or family member.** *(see question 7)*
2. **Appeal for support would best get their attention by email (47.6%) or social channels (35.29) and least likely by mail (5.8%).** *(see question 8)*
3. **More than 70% of respondents said they would support an organization that provides educational activities for themselves and their community.** *(see question 9)*
4. **Just one respondent said an appeal for support during the Covid-19 pandemic would be met negatively.** While almost 70% said an appeal would be met with a very positive or positive response. *(see question 10)*

Summary

While this is an initial survey, insights indicate that Hawaii's community is open to supporting local non-profit environmental organizations if asked by their ohana, if the organization provides opportunities for interactive educational activities and if the outreach is via email or social channels.

The group discussion will be an opportunity to drill down on types of activities, specific messaging for appeals and help identify community ambassadors and advocates.