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# **MAUI COUNTY DATA BOOK**

## **2011**

(Published December 2011)

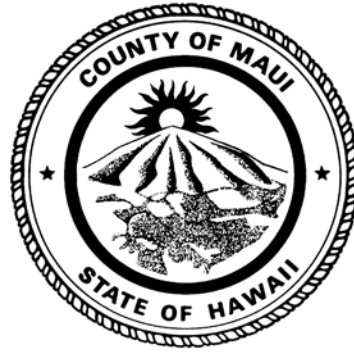
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A message from  
Mayor Alan Arakawa

Aloha kākou –

On behalf of the people of the County of Maui, it is my pleasure to present the 2011 edition of the Maui County Data Book.

I am particularly excited about this year's edition because it will include all the updated data that was gathered during the 2010 U.S. Census. So expect to see a lot of new information regarding towns and local area population. Also this is the first year that we will see information on traffic flows on major highways. This book is always a great resource and it is wonderful to see the information in it always evolving and getting better.

That said it is important to note that none of the valuable information contained in the 2011 Maui County Data Book would be possible without the vital working partnership of the Hawai'i Small Business Development Center Network's Hawai'i Business Research Library in Kīhei and the Maui County Office of Economic Development. Together they provide the most up-to-date information that is critical to almost any business or government agency.

As with earlier editions of the Maui County Data Book, the 2011 edition is available online at our Maui County Website at [www.co.maui.hi.us](http://www.co.maui.hi.us) and at the Hawai'i Business Research Library's Website [www.hbrl-sbdc.org](http://www.hbrl-sbdc.org), and we hope you will use it often to help you start-up, grow and expand upon your exciting business idea.

Sincerely,

A handwritten signature in black ink, appearing to read "Alan Arakawa". The signature is fluid and cursive.

Alan M. Arakawa  
Mayor

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This publication is partially supported and some material is based upon work supported by the U.S. Small Business Administration and the University of Hawai'i at Hilo under Cooperative Agreement 1-603001-Z-0012-22. Any opinions, findings and conclusions or recommendations expressed in this publication are those of the authors and do not necessarily reflect the view of the U.S. Small Business Administration or other sponsors.

This report has been catalogued by the Hawai'i Business Research Library as follows:

Maui County Data Book. 1991- [Kīhei, Hawai'i]: Hawai'i Business Research Library. Annual.  
Maui County (Hawai'i)—Statistics—Periodicals. I. Maui County (Hawai'i). Office of Economic Development. II. Hawai'i Small Business Development Center Network. Hawai'i Business Research Library.  
HA329.7.M3

Copies of this book are available from the Hawai'i Business Research Library, 1300 N. Holo pono Street, Suite 213, Kīhei, Maui, Hawai'i 96753. The price per copy is \$20.00 when picked up in person, and \$25.00 by first-class mail. An online version is available in Adobe Acrobat format (only) at <http://www.hbrl-sbdc.org/>. For further information, call (808) 875-5990.

The State of Hawai'i Data Book is available on-line through the State of Hawai'i Department of Business, Economic Development and Tourism. The tables are available at <http://www.hawaii.gov/dbedt/info/economic/databook/>.

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## ABOUT THIS BOOK

We hope you find the 2011 edition of the Maui County Data Book useful and valuable. This publication provides economic, demographic and other statistical information about the County of Maui.

This nineteenth edition of the Data Book is produced by the Hawai'i SBDC Network, Hawai'i Business Research Library (HBRL) under a grant from the County of Maui, administered by the Maui County Office of Economic Development. In addition to the print version, the Data Book is also available online via the Internet (<http://www.hbri-sbdc.org>). In addition to compiling and updating the Data Book, the Hawai'i Business Research Library provides a call-in/email service to provide a wide range of business research services to individuals and businesses residing or operating in Hawai'i, or investigating business opportunities in Hawai'i.

Several other publications complement the Maui County Data Book for individuals needing more data about Hawai'i. The State of Hawai'i publishes The State of Hawaii Data Book (<http://www.hawaii.gov/dbedt/info/economic/databook/>) annually through the Hawaii State Department of Business, Economic Development and Tourism. The Hawai'i County Department of Research and Development publishes statistical data books annually ([http://www.co.hawaii.hi.us/databook\\_current/dbooktoc.htm](http://www.co.hawaii.hi.us/databook_current/dbooktoc.htm).) The Hawai'i State Office of Hawaiian Affairs publishes the Native Hawaiian Data Book ([http://www.oha.org/index.php?option=com\\_content&task=view&id=102&Itemid=178](http://www.oha.org/index.php?option=com_content&task=view&id=102&Itemid=178)).

Numerous agencies of the federal, state and county governments, as well as many private organizations in Maui County, in Hawai'i and on the mainland assisted the HBRL in preparing the Maui County Data Book. To them we extend our deepest appreciation for their support and cooperation.

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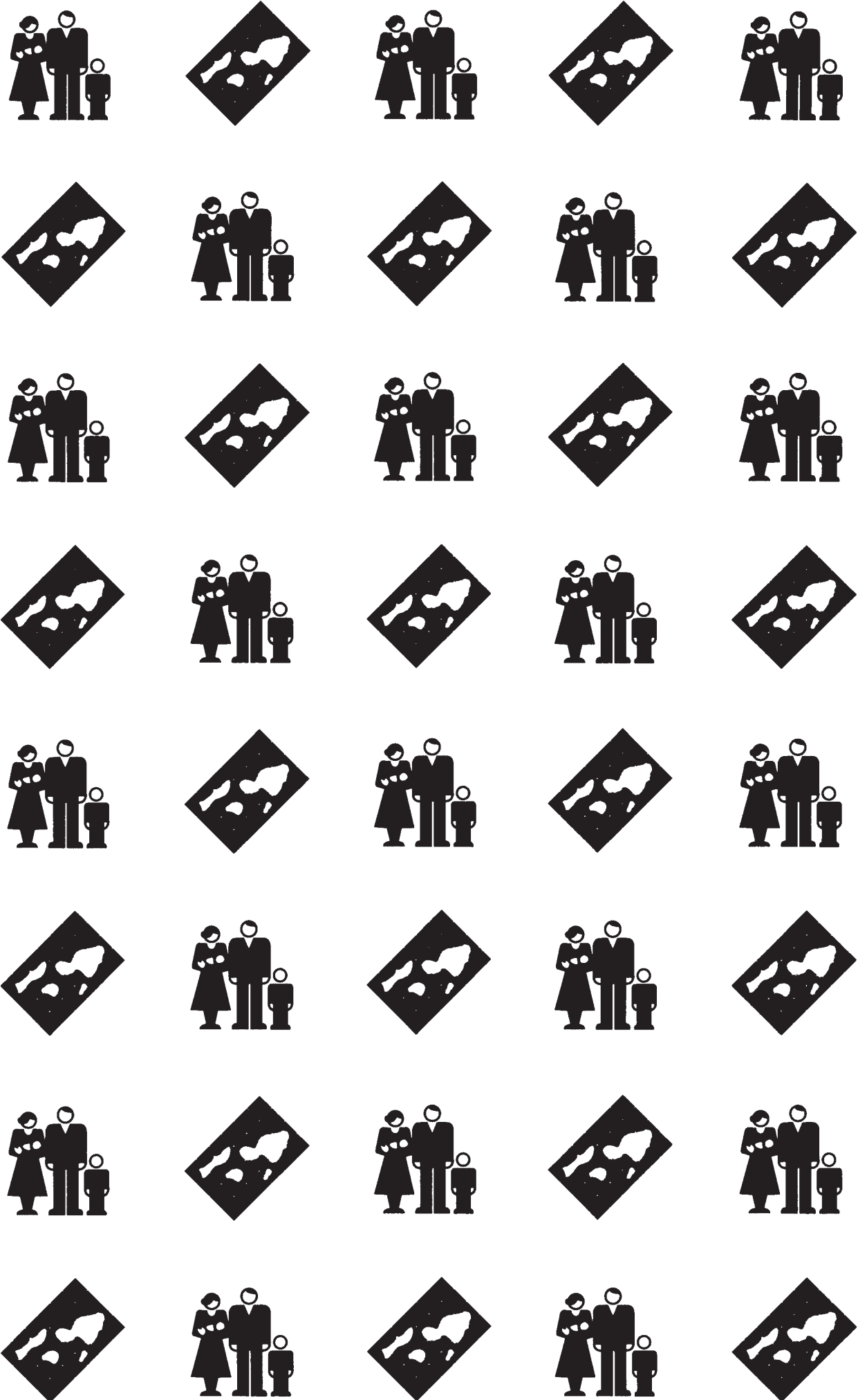
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# General Statistics



## Section 1

### General Statistics

“CDP” means Census Designated Place, a “densely settled concentration of population that is identifiable by name.” “CCD” means Census Community Division, which is based on a “well-known local name that identifies its location.” CCDs may contain one or more CDPs.

This section covers the statistics on population, population distribution, income, cost of living and other general aspects of Maui County.

The totals for population have been broken down by factors such as residence, population, de facto population (the number of people actually in the county), district, density, age, race and sex.

Population statistics are based on the 2010 census figures modified by provisional estimates supplied by the Federal-State Cooperative Program for Population Estimates.

Several of the tables address the cost of living and personal income which have been shown to be of great interest to users of this book. The primary measuring tool for cost of living increases is the consumer price index for urban dwellers (CPI-U). The Honolulu consumer price index has been compiled by the U.S. Bureau of Labor Statistics since December 1963. This index measures the average change in prices of goods and services purchased by urban households. Prices are expressed as a percent of the average levels reported in 1982–1984, the base date. Statistics for Maui County are not available, therefore the index for the City and County of Honolulu is provided.

The sources for this data are the U.S. Bureau of the Census, estimates developed by the Hawai'i State Department of Business, Economic Development and Tourism, U.S. Department of Commerce, Hawai'i State Department of Health, and the U.S. Bureau of Labor Statistics CPI Reports.

1.1.1

MAUI COUNTY STATISTICS

Unit	Measure	2005	2006	2007	2008	2009	2010	% Change 09/10	% Change 05/10
Resident Population <sup>1</sup>	Number	138,744	140,119	141,523	143,691	145,240	154,834	6.61	11.60
Civilian Labor Force	Mo. Avg.	75,000	76,600	78,000	78,200	76,000	74,900	-1.45	-0.13
Employment	Number	73,050	74,800	75,800	74,600	69,350	68,700	-0.94	-5.95
Unemployment	Mo. Avg.	1,950	1,800	2,200	3,600	6,650	6,250	-6.02	220.51
Unemployment rate	Mo. Avg.	2.6	2.4	2.8	4.6	8.7	8.3	-4.60	219.23
Total Job Count <sup>2</sup>	Mo. Avg.	67,950	69,700	72,150	71,150	67,100	64,200	-4.32	-5.52
Gross Business Receipts	Mil. \$	4,795.0	5,601.9	6,533.0	5,983.9	5,054.9	4,989.5	-1.3	4.06
State Tax Collections <sup>3</sup>	Thous. \$	315,318	355,353	406,330	373,600	294,668	304,900	3.5	-3.30
County Tax Collections <sup>4</sup>	Thous. \$	176,040	211,466	223,047	243,510	245,267	261,331	6.5	48.4
Estimated Domestic Visitors	Thous.	2,081	2,183	2,173	1,851	1,688	1,840	9.0	-11.6
Estimated International Visitors	Thous.	266	295	291	279	244	295	20.9	10.9
Hotel Inventory	Number	19,290	19,259	19,879	19,653	20,151	20,068	-0.4	4.0
Hotel Occupancy	Percent	79.6	80.0	76.5	67.9	62.1	68.1	9.7	-14.4
Private Permits	Thous. \$	831,416	981,418	727,772	443,840	224,437	194,607	-13.3	-76.6
Residential Permits	Thous. \$	486,407	362,279	302,401	276,188	103,630	81,594	-21.3	-83.2
Non-Residential Permits	Thous. \$	101,858	117,570	127,728	66,171	54,809	75,325	37.4	-26.0
Additions & Alterations	Thous. \$	111,227	99,421	116,489	101,481	65,997	37,688	-42.9	-66.1
Real Estate Resales	Number	1,317	1,088	1,138	907	693	814	17.5	-38.2
Single Family	Dollars	927,354	941,434	920,807	831,242	713,946	747,891	4.8	-19.4
Condominium	Number	2,000	1,210	1,179	788	824	1,147	39.2	-42.7
	Dollars	550,381	773,215	816,867	921,063	719,993	648,043	-10.0	17.7
Sugar Production, Raw Sugar 96'	Thous. \$	66,000	60,600	56,400	51,500	NA	NA	NA	NA
Vegetable & Melon Sales	Thous. \$	9,150	11,053	6,545	6,630	NA	NA	NA	NA
Floriculture Sales	Thous. \$	11,910	12,276	13,377	13,922	NA	NA	NA	NA
Livestock & Aquaculture	Thous. \$	8,408	6,247	6,085	7,013	NA	NA	NA	NA
Farm Labor & Proprietors' Income	Thous. \$	84,464	87,855	94,115	91,824	98,557	NA	NA	NA

1. PRELIMINARY ESTIMATES BY THE U.S. BUREAU OF THE CENSUS. 2. REFERS TO NUMBER OF JOBS RATHER THAN NUMBER OF PERSONS EMPLOYED. MORE PEOPLE ARE EMPLOYED THAN LISTED IN THE JOBS COUNT DUE PRIMARILY TO THE SELF-EMPLOYED. 3. CALENDAR YEAR 4. FISCAL YEAR ENDING JUNE 30.  
 NA: NOT AVAILABLE.

## 1.1.2

**CENSUS BUREAU QUICK FACTS  
MAUI COUNTY & STATE OF HAWAII'**

Category	Maui County	State of Hawaii'
<b>Population, 2010</b>	154,834	1,360,301
Population, percent change, 2000 to 2010	20.90%	12.30%
Population, 2000	128,094	1,211,537
Persons under 5 years, percent, 2010	6.50%	6.40%
Persons under 18 years, percent, 2010	23.10%	22.30%
Persons 65 years and over, percent, 2010	12.80%	14.30%
Female persons, percent, 2010	49.90%	49.90%
White persons, percent, 2010 (a)	34.40%	24.70%
Black persons, percent, 2010 (a)	0.60%	1.60%
American Indian and Alaska Native persons, percent, 2010 (a)	0.40%	0.30%
Asian persons, percent, 2010 (a)	28.80%	38.60%
Native Hawaiian and Other Pacific Islander, percent, 2010 (a)	10.40%	10.00%
Persons reporting two or more races, percent, 2010	23.50%	23.60%
Persons of Hispanic or Latino origin, percent, 2010 (b)	10.10%	8.90%
White persons not Hispanic, percent, 2010	31.80%	22.70%
<b>General</b>		
Living in same house 1 year & over, 2005-2009	82.40%	83.80%
Foreign born persons, percent, 2005-2009	16.00%	16.80%
Language other than English spoken at home, pct age 5+, 2005-2009	20.30%	24.40%
High school graduates, percent of persons age 25+, 2005-2009	88.30%	89.50%
Bachelor's degree or higher, pct of persons age 25+, 2005-2009	25.80%	29.20%
Veterans, 2005-2009	9,642	116,210
Mean travel time to work (minutes), workers age 16+, 2005-2009	20.8	25.6
<b>Housing</b>		
Housing units, 2010	70,379	519,508
Homeownership rate, 2005-2009	58.10%	58.10%
Housing units in multi-unit structures, percent, 2005-2009	38.90%	40.20%
Median value of owner-occupied housing units, 2005-2009	\$606,200	\$521,500
Households, 2005-2009	48,934	437,976
Persons per household, 2005-2009	2.87	2.84
Per capita money income in past 12 months (2009 dollars) 2005-2009	\$29,121	\$28,662
Median household income, 2009	\$58,167	\$63,741
Persons below poverty level, percent, 2009	10.20%	10.40%
Persons below poverty level, percent, 2008	9.00%	9.30%



1.1.2

CONTINUED

Category	Maui County	State of Hawai'i
<b>Business</b>		
Private nonfarm establishments, 2009	4,450	32,372
Private nonfarm employment, 2009	59,606	488,403
Private nonfarm employment, percent change 2000-2009	14.1%	13.0%
Nonemployer establishments, 2009	14,010	90,348
Total number of firms, 2007	20,097	120,374
Black-owned firms, percent, 2007	0.60%	0.90%
American Indian and Alaska Native owned firms, percent, 2007	1.70%	1.30%
Asian-owned firms, percent, 2007	30.30%	47.20%
Native Hawaiian and Other Pacific Islander owned firms, percent, 2007	10.50%	9.50%
Hispanic-owned firms, percent, 2007	3.90%	3.60%
Women-owned firms, percent, 2007	30.00%	31.00%
Manufacturers shipments, 2007 (\$1000)	262,749	8,799,266
Merchant wholesaler sales, 2007 (\$1000)	575,929	8,894,672
Retail sales, 2007 (\$1000)	2,474,819	17,611,851
Retail sales per capita, 2007	\$17,437	\$13,793
Accommodation and food services sales, 2007 (\$1000)	2,452,167	8,042,210
Building permits, 2010	277	3,442
Federal spending, 2009	765,346	18,985,405
<b>Geography</b>		
Land area in square miles, 2010	1,161.52	6,422.63
Persons per square mile, 2010	133.3	211.8
FIPS Code	9	15

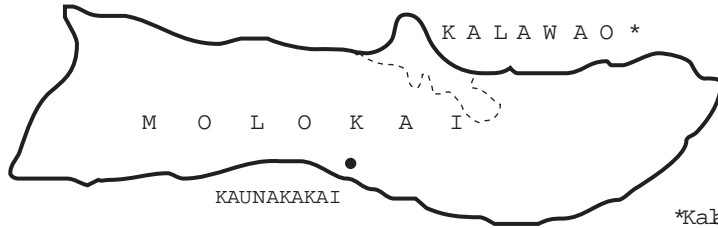
(a) Includes persons reporting only one race.

(b) Hispanics may be of any race, so also are included in applicable race categories.

SOURCE: U.S. CENSUS BUREAU, STATE AND COUNTY QUICKFACTS.

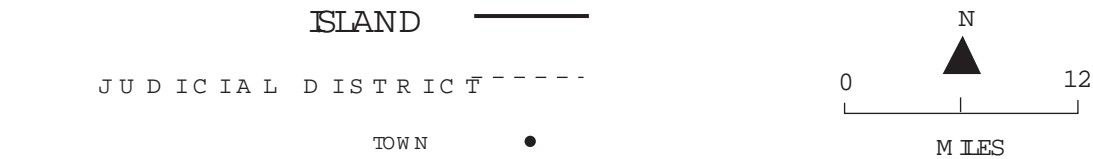
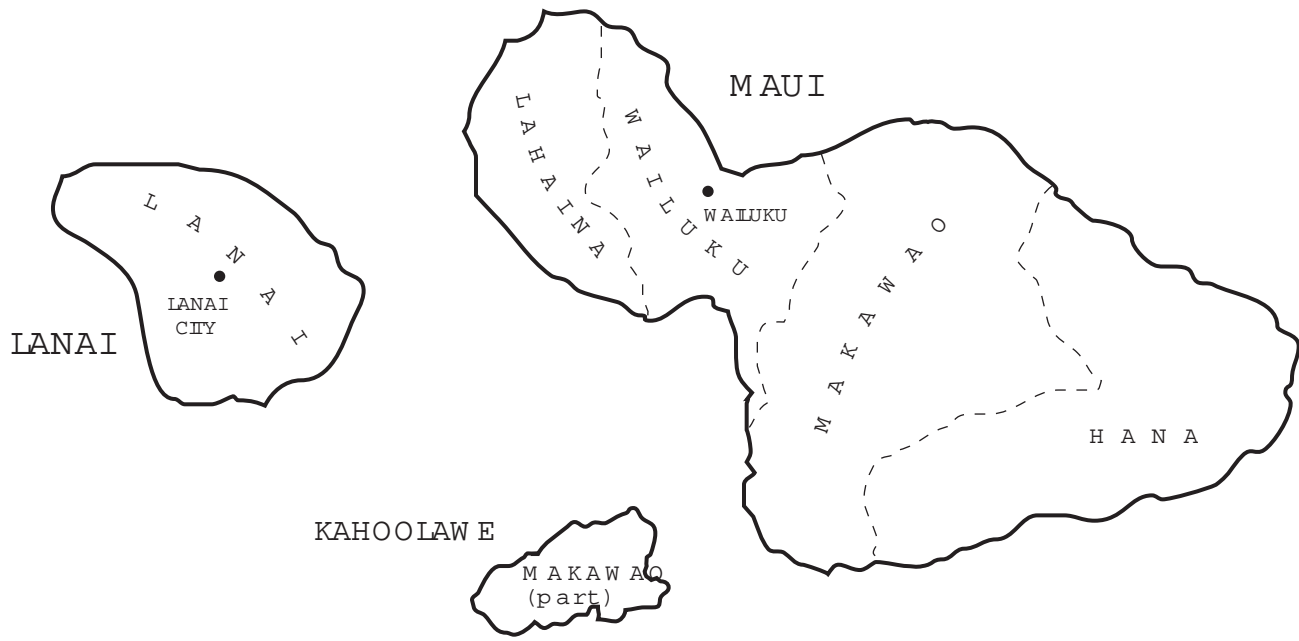
1.2.1

MAUI COUNTY AND DISTRICTS



MOLOKAI

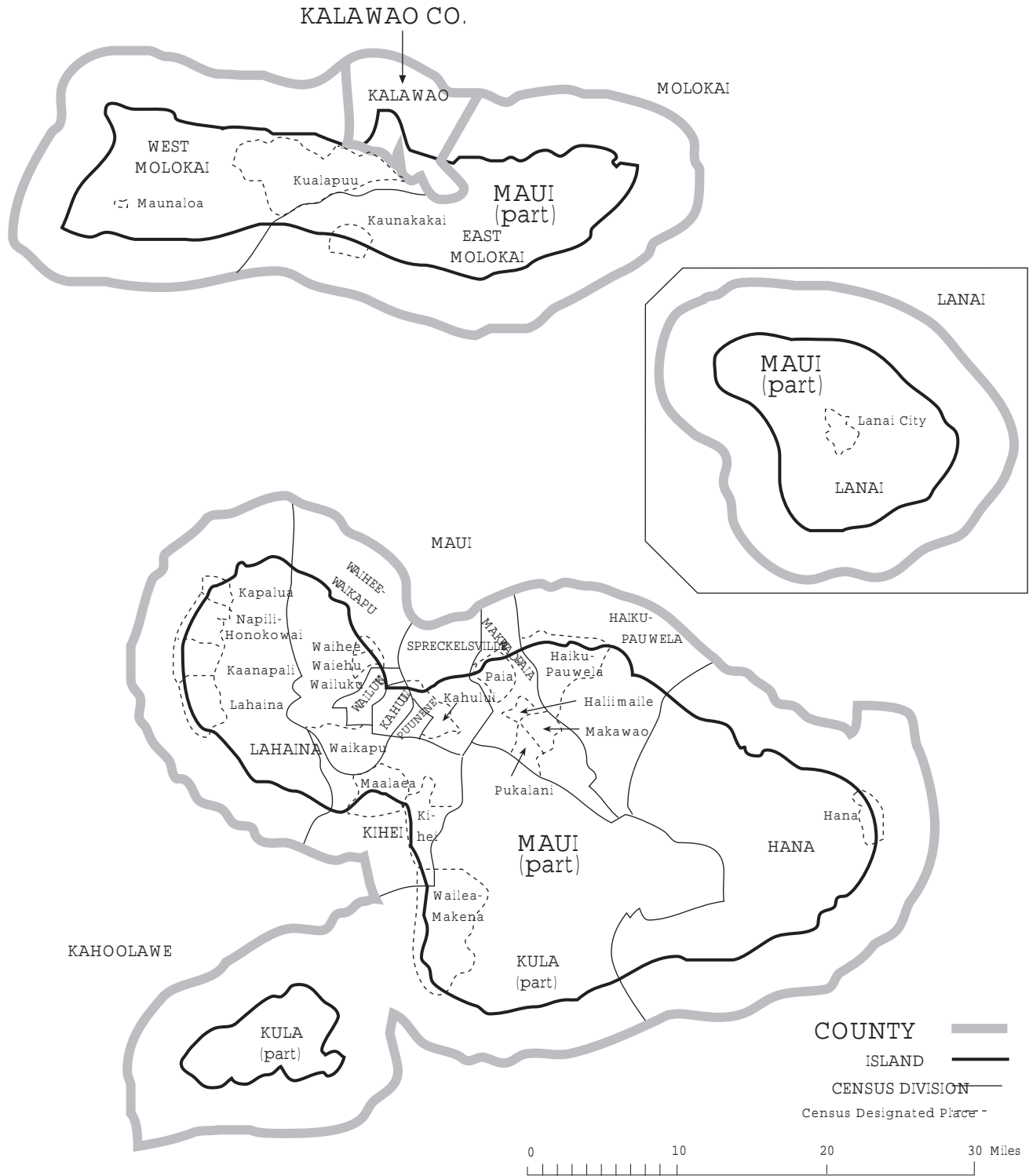
\*Kalawao is officially designated as a separate county but is usually treated as a district of Maui for statistical purposes.



SOURCE: HAWAII STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM, 1991.

1.2.2

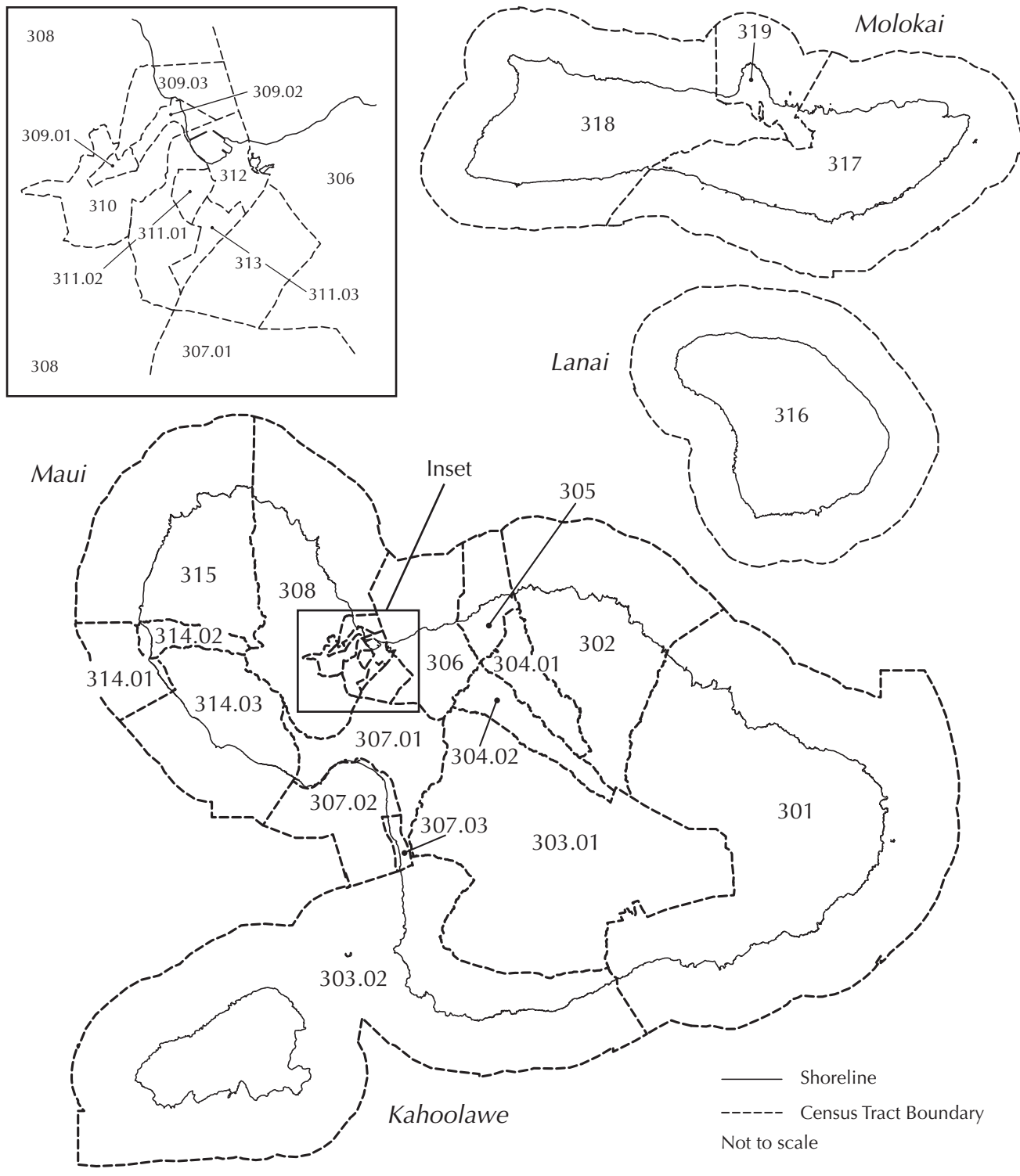
MAUI COUNTY SUBDIVISIONS AND PLACES



SOURCE: U.S. DEPARTMENT OF COMMERCE, BUREAU OF THE CENSUS, 2001.

1.2.3

MAUI COUNTY CENSUS TRACTS



SOURCE: U.S. BUREAU OF THE CENSUS, REDISTRICTING CENSUS2000 TIGER/LINE FILES, PROCESSED BY THE HAWAII SBDC NETWORK, HAWAII BUSINESS RESEARCH LIBRARY

### 1.3.1

## RESIDENT POPULATION BY COUNTY

*Estimates based on place of usual residence; includes armed forces stationed or homeported in Hawai'i and residents temporarily absent, excludes visitors present.*

Date	Maui County <sup>1</sup>	Honolulu County	Hawai'i County	Kaua'i County	State Total
July 1, 1982	77,100	776,100	98,800	41,800	993,800
July 1, 1983	80,100	789,100	100,800	42,800	1,012,700
July 1, 1984	83,000	797,800	103,500	43,600	1,027,900
July 1, 1985	85,100	804,300	105,900	44,400	1,039,700
July 1, 1986	87,400	810,400	108,400	45,600	1,051,800
July 1, 1987	90,500	818,400	111,700	47,200	1,067,900
July 1, 1988	93,800	824,100	113,400	48,500	1,079,800
July 1, 1989	96,800	831,300	116,600	49,800	1,094,600
July 1, 1990	101,709	838,534	121,572	51,676	1,108,229
July 1, 1991	105,599	850,510	127,266	53,379	1,136,754
July 1, 1992	108,585	863,959	131,630	54,439	1,158,613
July 1, 1993	111,944	870,348	135,085	55,461	1,172,838
July 1, 1994	114,754	878,591	137,713	56,478	1,187,536
July 1, 1995	117,895	881,399	140,492	57,068	1,196,854
July 1, 1996	120,689	883,443	141,935	57,688	1,203,755
July 1, 1997	122,772	886,711	144,445	57,712	1,211,640
July 1, 1998	124,648	886,909	145,833	57,843	1,215,233
July 1, 1999	126,160	878,906	146,970	58,264	1,210,300
July 1, 2000	128,899	875,061	149,095	58,511	1,211,566
July 1, 2001	131,487	877,189	150,881	58,748	1,218,305
July 1, 2002	132,805	882,628	153,170	59,466	1,228,069
July 1, 2003	134,871	888,026	156,340	60,061	1,239,298
July 1, 2004	137,136	894,406	160,170	61,070	1,252,782
July 1, 2005	139,131	900,340	164,887	61,759	1,266,117
July 1, 2006	140,513	903,467	169,540	62,079	1,275,599
July 1, 2007	142,025	898,695	173,190	62,922	1,276,832
July 1, 2008	144,462	902,745	176,399	63,875	1,287,481
July 1, 2009	145,240	907,574	177,835	64,529	1,295,178
July 1, 2010	154,834	953,207	185,079	67,091	1,360,301

SOURCE: U.S. CENSUS BUREAU

### 1.3.2

## DE FACTO POPULATION, BY COUNTIES

*Includes all persons physically present in area, regardless of military status or usual place of residence. Includes visitors present but excludes residents temporarily absent.  
Both calculated as averages for 12-month periods centered on estimate date.*

Date	Maui County <sup>1</sup>	City & County of Honolulu	Hawai'i County	Kaua'i County	State Total
July 1, 1982	94,200	837,600	104,300	48,400	1,084,600
July 1, 1983	10,400	846,300	108,500	50,500	1,109,200
July 1, 1984	114,400	852,300	109,600	54,100	1,130,500
July 1, 1985	115,400	854,800	112,500	55,200	1,137,800
July 1, 1986	120,100	871,000	116,600	59,700	1,167,500
July 1, 1987	123,100	881,000	120,400	62,100	1,186,500
July 1, 1988	125,700	888,200	122,200	64,200	1,200,400
July 1, 1989	139,200	905,900	132,300	68,100	1,245,600
July 1, 1990	138,390	913,268	137,103	68,558	1,257,319
July 1, 1991	139,703	901,717	141,240	69,605	1,252,265
July 1, 1992	146,651	912,514	146,421	66,076	1,271,662
July 1, 1993	149,067	909,506	148,014	61,262	1,267,849
July 1, 1994	152,434	919,898	150,311	67,161	1,289,804
July 1, 1995	155,144	921,626	152,482	68,844	1,298,096
July 1, 1996	157,468	921,609	154,364	70,474	1,303,915
July 1, 1997	162,011	932,931	161,225	71,763	1,327,930
July 1, 1998	163,562	931,439	165,205	73,920	1,334,125
July 1, 1999	165,743	927,689	164,570	74,441	1,332,442
July 1, 2000	168,512	925,347	166,317	74,706	1,334,882
July 1, 2001	168,021	921,266	167,466	73,718	1,330,471
July 1, 2002	170,725	924,068	170,570	74,485	1,339,848
July 1, 2003	173,626	917,224	172,846	75,537	1,339,233
July 1, 2004	176,716	929,312	177,588	77,526	1,360,872
July 1, 2005	180,749	934,310	185,370	78,489	1,378,917
July 1, 2006	183,067	937,333	190,040	79,573	1,390,013
July 1, 2007	183,866	929,780	192,168	81,768	1,387,582
July 1, 2008	182,381	924,590	193,197	80,240	1,380,408
July 1, 2009	181,397	929,344	193,226	80,157	1,384,124
July 1, 2010	186,515	941,693	196,251	81,242	1,405,701

SOURCE: HAWAII STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM, TOURISM RESEARCH BRANCH; CALCULATIONS BY DBEDT.

## 1.3.3

## RESIDENT POPULATION BY COUNTIES AND DISTRICTS

County and District	1990	2000	2010	Percent Change	
				'90 to '00	'00 to '10
<b>State Total</b>	<b>1,108,229</b>	<b>1,211,537</b>	<b>1,360,301</b>	<b>9.3</b>	<b>12.3</b>
<b>Maui County</b>	<b>100,504</b>	<b>128,241</b>	<b>154,924</b>	<b>27.6</b>	<b>20.8</b>
Hāna	1,895	1,855	2,291	-2.1	23.5
Makawao	29,207	36,476	41,887	24.9	14.8
Wailuku	45,685	61,346	78,110	34.3	27.3
Lahaina	14,574	17,967	22,156	23.3	23.3
Lānaʻi	2,426	3,193	3,135	31.6	-1.8
Molokaʻi	6,587	7,257	7,255	10.2	0.0
Kalawao	130	147	90	13.1	-38.8
<b>City and Co. of Honolulu</b>	<b>836,231</b>	<b>876,156</b>	<b>953,207</b>	<b>4.8</b>	<b>8.8</b>
Honolulu	377,059	372,279	390,738	-1.3	5.0
Koʻolaupoko	117,694	117,994	115,164	0.3	-2.4
Koʻolauloa	18,443	18,899	21,406	2.5	13.3
Waialua	11,549	14,027	13,046	21.5	-7.0
Wahiawa	43,886	38,370	41,216	-12.6	7.4
Waiʻanae	37,411	42,259	48,519	13.0	14.8
ʻEwa	230,189	272,328	323,118	18.3	18.7
<b>Hawaiʻi County</b>	<b>120,317</b>	<b>148,677</b>	<b>185,079</b>	<b>23.6</b>	<b>24.5</b>
Puna	20,781	31,335	45,326	50.8	44.6
South Hilo	44,639	47,386	50,927	6.2	7.5
North Hilo	1,541	1,720	2,041	11.6	18.7
Hāmākua	5,545	6,108	6,513	10.2	6.6
North Kohala	4,291	6,038	6,322	40.7	4.7
South Kohala	9,140	13,131	17,627	43.7	34.2
North Kona	22,284	28,543	37,875	28.1	32.7
South Kona	7,658	8,589	9,997	12.2	16.4
Kaʻu	4,438	5,827	8,451	31.3	45.0
<b>Kauaʻi County</b>	<b>51,177</b>	<b>58,463</b>	<b>67,091</b>	<b>14.2</b>	<b>14.8</b>
Hanalei	4,631	6,348	7,828	37.1	23.3
Kawaihau	15,627	18,525	20,992	18.5	13.3
Līhuʻe	10,663	12,022	14,683	12.7	22.1
Kōloa	11,368	12,845	14,086	13.0	9.7
Waimea	8,888	8,723	9,502	-1.9	8.9

SOURCE: U.S. CENSUS BUREAU

## 1.3.4

## POPULATION DENSITY BY CENSUS TRACT, MAUI COUNTY

Tract	Name	All Persons	Land Area (sq. miles)	Person/Sq. Mile
<b>Maui</b>		<b>144,444</b>	<b>771.99</b>	<b>187.1</b>
301	Hāna	2,291	214.03	10.7
302.01	Huelo	2,453	45.60	53.8
302.02	Ha'ikū	7,635	14.25	535.9
303.01	Kula	8,013	166.91	48.0
303.03	Wailea	3,567	19.71	180.9
304.02	Pukalani	8,652	17.85	484.6
304.03	Makawao	3,269	7.27	449.9
304.04	Hāli'imaile	5,609	10.52	533.3
305.01	Pā'ia	2,689	7.66	350.9
307.05	Kīhei Mauka	3,791	19.37	195.7
307.06	Keālia	2,448	0.61	4,033.7
307.07	Waipuilani	8,009	1.18	6,794.5
307.08	Halama	2,909	1.37	2,128.5
307.09	Kamaole	3,727	0.92	4,042.6
307.1	Keawakapu	2,441	0.49	4,969.8
308	Waihe'e-Waikapū	6,907	54.87	125.9
309.01	West Central Wailuku	2,617	0.39	6,677.6
309.02	East Central Wailuku	3,205	0.51	6,341.2
309.03	North Wailuku	6,481	1.02	6,352.7
310	South Wailuku	8,426	3.65	2,310.0
311.01	West Kahului	8,167	2.57	3,172.9
311.02	Central Kahului	5,426	0.67	8,057.5
311.03	Southeast Kahului	7,580	1.27	5,990.3
314.02	Kahoma	3,003	8.98	334.4
314.04	Lahaina	3,250	0.58	5,570.9
314.05	Lahainaluna	5,491	7.24	758.7
315.01	Kapalua	2,368	1.35	1,754.1
315.02	Honokahua	5,036	33.45	150.6
315.03	Honokōwai	2,366	14.80	159.9
319	Spreckelsville	5,624	25.08	224.3
320	Launiupoko	994	43.09	23.1
<b>Lāna'i</b>		<b>3,135</b>	<b>141.07</b>	<b>22.2</b>
316.01	Lāna'i City	3,135	141.07	22.2
<b>Moloka'i</b>		<b>7,345</b>	<b>260.46</b>	<b>28.2</b>
317	East Moloka'i	4,503	122.84	36.7
318.01	West Moloka'i	2,752	125.63	21.9
319	Kalawao	90	11.99	7.5

SOURCE: U.S. BUREAU OF THE CENSUS, 2010 CENSUS REDISTRICTING DATA SUMMARY FILE (FEBRUARY 2011). CALCULATIONS BY CALCULATIONS BY HAWAII STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM.



1.3.5

**RESIDENT POPULATION AND HOUSEHOLDS,  
MAUI COUNTY BY DISTRICT AND CENSUS TRACT**

Census Tract	Name	Population	Households
<b>Maui</b>		<b>144,444</b>	<b>50,215</b>
301	Hāna	2,291	823
302.01	Huelo	2,453	1,013
302.02	Ha'ikū	7,635	2,908
303.01	Kula	8,013	3,189
303.03	Wailea	3,567	1,684
304.02	Pukalani	8,652	3,064
304.03	Makawao	3,269	1,225
304.04	Hāli'imaile	5,609	1,918
305.01	Pā'ia	2,689	938
307.05	Kīhei Mauka	3,791	1,111
307.06	Keālia	2,448	963
307.07	Waipuilani	8,009	3,094
307.08	Halama	2,909	1,086
307.09	Kamaole	3,727	1,842
307.1	Keawakapu	2,441	1,109
308	Waihe'e-Waikapū	6,907	2,089
309.01	West Central Wailuku	2,617	1,013
309.02	East Central Wailuku	3,205	1,135
309.03	North Wailuku	6,481	1,633
310	South Wailuku	8,426	3,137
311.01	West Kahului	8,167	2,091
311.02	Central Kahului	5,426	1,600
311.03	Southeast Kahului	7,580	1,998
314.02	Kahoma	3,003	844
314.04	Lahaina	3,250	1,352
314.05	Lahainaluna	5,491	1,355
315.01	Kapalua	2,368	799
315.02	Honokahua	5,036	2,128
315.03	Honokōwai	2,366	1,042
319	Spreckelsville	5,624	1,597
320	Launiupoko	994	435
<b>Lāna'i</b>		<b>3,135</b>	<b>1,158</b>
316.01	Lāna'i	3,135	1,158
<b>Moloka'i</b>		<b>7,345</b>	<b>2,582</b>
317	Moloka'i	4,503	1,671
318.01	Moloka'i	2,752	842
319	Kalawao	90	69

SOURCE: U.S. CENSUS BUREAU, 2010 CENSUS REDISTRICTING DATA SUMMARY FILE (FEBRUARY 2011).

1.3.6

**SUMMARY CHARACTERISTICS OF PERSONS FOR MAUI COUNTY AND  
CENSUS DESIGNATED PLACES, BY RACE**

Place	Total population	White	Black or African American	American Indian & Alaska Native	Asian	Native Hawaiian & Pacific Islander	Some Other Race	Two or More Races	Hispanic or Latino (any race)
<b>Maui Island</b>	<b>139,528</b>	<b>48,971</b>	<b>800</b>	<b>561</b>	<b>41,460</b>	<b>13,262</b>	<b>2,944</b>	<b>31,530</b>	<b>14,540</b>
Haiku-Pauwela CDP	8,118	4,825	27	42	659	573	89	1,903	889
Hāli'imaile CDP	964	198	1	1	337	114	24	289	113
Hāna CDP	1,235	274	1	1	62	359	10	528	121
Kā'anapali CDP	1,045	889	0	1	67	28	5	55	56
Kahului CDP	26,337	2,620	111	72	13,992	3,341	418	5,783	2,484
Kapalua CDP	353	258	2	2	24	35	1	31	14
Kēōkea CDP	1,612	467	12	10	140	413	11	559	136
Kīhei CDP	20,881	10,582	244	134	4,533	1,359	633	3,396	2,198
Kula CDP	6,452	3,632	31	23	1,049	273	78	1,366	502
Lahaina CDP	11,704	3,182	62	37	4,627	1,103	503	2,190	1,345
Launiupoko CDP	588	427	5	2	46	23	13	72	61
Ma'alaea CDP	352	275	7	1	34	19	4	12	13
Mahinahina CDP	880	599	4	2	147	32	14	82	68
Makawao CDP	7,184	2,742	32	42	1,145	601	70	2,552	1,087
Mākena CDP	99	70	0	0	10	3	0	16	7
Nāpili-Honokōwai CDP	7,261	3,843	64	29	1,443	459	434	989	1,025
Olinda CDP	1,084	771	2	14	82	35	9	171	80
Olowalu CDP	80	35	0	1	11	7	0	26	1

1.3.6  
CONTINUED

Place	Total population	White	Black or African American	American Indian & Alaska Native	Asian	Native Hawaiian & Pacific Islander	Some Other Race	Two or More Races	Hispanic or Latino (any race)
Pā'ia CDP	2,668	1,139	5	17	634	206	41	626	271
Pukalani CDP	7,574	2,513	28	26	1,808	720	135	2,344	907
Waihe'e-Waiehū CDP	8,841	1,082	19	19	3,388	1,549	102	2,682	867
Waikapū CDP	2,965	702	11	14	1,006	239	30	963	314
Wailea CDP	5,938	4,637	41	23	523	116	119	479	409
Wailuku CDP	15,313	3,209	91	48	5,693	1,655	201	4,416	1,572
<b>Moloka'i</b>	<b>6,253</b>	<b>838</b>	<b>25</b>	<b>18</b>	<b>1,087</b>	<b>1,657</b>	<b>20</b>	<b>2,608</b>	<b>427</b>
Kaunakakai CDP	3,425	526	17	10	762	820	9	1,281	203
Kualapu'u CDP	2,027	171	6	1	280	669	7	893	131
Maunaloa	376	52	2	3	31	54	3	231	57
Ualapu'e CDP	425	89	0	4	14	114	1	203	36
<b>Lāna'i</b>	<b>3,131</b>	<b>459</b>	<b>5</b>	<b>2</b>	<b>1,742</b>	<b>205</b>	<b>5</b>	<b>713</b>	<b>254</b>
Lāna'i City CDP	3,102	435	5	2	1,737	205	5	713	254
Manele CDP	29	24	0	0	5	0	0	0	0

SOURCE: U.S. CENSUS BUREAU, 2010 CENSUS SUMMARY FILE.

1.3.7

**POPULATION BY AGE GROUP AND GENDER RATIO,  
MAUI COUNTY CENSUS DESIGNATED PLACES**

Area	Population	Percent of Total Population							Males per 100 Females		
		Under 18	18 to 24	25 to 44	45 to 64	65 and over	Median Age	100 Males	100 Females		
<b>Maui Island</b>											
Haiku-Pauwela CDP	8,118	23.0	7.0	28.3	32.7	9.0	39.6	105.4			
Hāli'imaile CDP	964	24.0	7.6	28.4	26.7	13.4	37.9	98.4			
Hāna CDP	1,235	27.8	8.6	24.4	25.7	13.5	35.2	105.5			
Kā'anapali CDP	1,045	15.4	3.2	13.8	43.2	24.5	54.3	100.6			
Kahului CDP	26,337	24.9	8.9	27.1	23.3	15.9	37.2	97.3			
Kapalua CDP	353	12.5	3.4	16.4	38.8	28.9	56.0	101.7			
Kēōkea CDP	1,612	26.2	7.0	25.4	30.1	11.3	38.7	93.5			
Kīhei CDP	20,881	21.7	7.9	30.4	30.0	10.0	38.4	105.3			
Kula CDP	6,452	20.0	5.2	20.7	39.1	15.0	47.7	98.0			
Lahaina CDP	11,704	23.5	8.6	29.3	26.7	11.9	37.3	104.4			
Launiupoko CDP	588	23.3	4.6	27.4	35.7	9.0	42.6	86.1			
Ma'alaea CDP	352	4.5	2.8	15.3	44.6	32.7	59.1	114.6			
Mahinahina CDP	880	21.4	3.6	36.6	31.5	6.9	39.1	101.8			
Makawao CDP	7,184	24.2	8.1	27.0	29.9	10.8	38.4	96.4			
Mākena CDP	99	16.2	2.0	13.1	53.5	15.2	53.5	98.0			
Nāpili-Honokōwai CDP	7,261	20.7	7.1	33.2	30.0	9.0	38.3	104.7			
Olinda CDP	1,084	18.7	5.2	26.3	36.3	13.6	44.9	116.8			
Olowalu CDP	80	6.3	17.5	28.8	40.0	7.5	44.5	128.6			
Pā'ia CDP	2,668	20.9	8.3	31.4	28.7	10.7	37.7	106.2			
Pukalani CDP	7,574	24.0	7.3	25.1	31.3	12.4	40.5	101.0			

1.3.7

CONTINUED

Area	Population	Under 18	Percent of Total Population					65 and over	Median Age	Males per	
			18 to 24	25 to 44	45 to 64	65 and over	100 Males			100 Females	
Waihe'e-Waiehū CDP	8,841	26.7	9.6	24.9	29.2	9.7	36.7	98.3			
Waikapū CDP	2,965	31.3	6.6	32.1	23.2	6.7	32.6	99.1			
Wailea CDP	5,938	13.3	3.9	24.0	39.6	19.1	50.5	100.3			
Wailuku CDP	15,313	23.5	6.4	26.2	29.4	14.4	40.8	95.2			
<b>Moloka'i</b>											
Kaunakakai CDP	3,425	23.8	7.2	19.4	29.3	20.3	44.8	92.2			
Kualapu'u CDP	2,027	30.9	8.9	22.2	24.8	13.3	34.0	97.4			
Maunaloa	376	37.5	11.2	20.5	26.3	4.5	25.6	105.5			
Ualapu'e CDP	425	30.4	5.9	23.8	27.8	12.2	36.7	115.7			
<b>Lāna'i</b>											
Lāna'i City CDP	3,102	26.2	5.8	26.3	26.9	14.9	38.4	104.2			
Manele CDP	29	3.4	3.4	3.4	51.7	37.9	62.5	107.1			

SOURCE: U.S. BUREAU OF THE CENSUS, CENSUS 2000 SUMMARY FILE 1: HAWAII (JULY 2001).

1.3.8

**POPULATION BY RACE DETAIL, MAUI COUNTY**

	Estimate	Percent
<b>Total population</b>	<b>153,294</b>	<b>100%</b>
One race	111,857	73.00%
Two or more races	41,437	27.00%
<b>One race</b>	<b>111,857</b>	<b>73.00%</b>
White	54,180	35.30%
Black or African American	644	0.40%
American Indian and Alaska Native	339	0.20%
Asian	39,957	26.10%
Asian Indian	112	0.10%
Chinese	1,828	1.20%
Filipino	22,854	14.90%
Japanese	11,034	7.20%
Korean	965	0.60%
Vietnamese	669	0.40%
Other Asian	2,495	1.60%
Native Hawaiian and Other Pacific Islander	15,153	9.90%
Native Hawaiian	10,576	6.90%
Guamanian or Chamorro	89	0.10%
Samoan	410	0.30%
Other Pacific Islander	4,078	2.70%
Some other race	1,584	1.00%
<b>Hispanic or Latino (of any race)</b>	<b>15,485</b>	<b>10.10%</b>
Mexican	6,498	4.20%
Puerto Rican	5,449	3.60%
Other Hispanic or Latino	3,538	2.30%
<b>Two or more races</b>	<b>41,437</b>	<b>27.00%</b>
White and Black or African American	597	0.40%
White and American Indian	1,336	0.90%
White and Asian	7,660	5.00%

SOURCE: U.S. CENSUS, 2007-2010 AMERICAN COMMUNITY SURVEY

1.3.9

**COMPONENTS OF CHANGE IN THE RESIDENT  
POPULATION OF MAUI COUNTY**

<b>Change</b>	<b>Births</b>	<b>Deaths</b>	<b>Natural Increase</b>	<b>Net International Migration</b>	<b>Net Domestic Migration</b>	<b>Numeric Population Change</b>
7/1/2001 to 7/1/2002	1,818	891	927	623	-83	1,323
7/1/2002 to 7/1/2003	1,893	791	1,102	550	582	2,070
7/1/2003 to 7/1/2004	1,876	861	1,015	528	861	2,275
7/1/2004 to 7/1/2005	1,914	884	1,030	578	536	1,995
7/1/2005 to 7/1/2006	1,937	867	1,070	576	-146	1,395
7/1/2006 to 7/1/2007	2,112	944	1,168	518	-129	1,523
7/1/2007 to 7/1/2008	2,177	1,007	1,170	504	790	2,448
7/1/2008 to 7/1/2009	2,108	981	1,127	496	-823	779

Notes: Net International Migration consists of (

- 1) legal immigration to the United States as reported by the Immigration and Naturalization Service,
- (2) an estimate of net undocumented immigration from abroad,
- (3) an estimate of emigration from the United States, and
- (4) net movement between Puerto Rico and the (balance of) the United States.

Net Internal Migration is the difference between domestic in-migration to an area and domestic out-migration from it during the period. Domestic in-migration and out-migration consist of moves where both the origins and destinations are within the United States (excluding Puerto Rico).

SOURCE: U.S. CENSUS, POPULATION ESTIMATES PROGRAM, "COUNTY POPULATION ESTIMATES AND DEMOGRAPHICS COMPONENTS OF POPULATION CHANGE". APRIL 1, 2000 TO JULY 1, 2009 DATASET

### 1.3.10

## MARRIAGES BY RESIDENCY OF BRIDE AND GROOM MAUI COUNTY

Residency	2004	2005	2006	2007	2008	2009	2010
Both Bride and Groom are Residents	957	949	968	995	993	890	NA
Only One is a Resident	51	48	48	57	61	63	NA
Both Bride and Groom are Non-Residents	9,012	8,835	8,563	7,717	7,558	5,715	5,950
Total	10,020	9,832	9,579	8,769	8,612	6,668	6,908

NA: Not available

SOURCE: STATE OF HAWAII, DEPARTMENT OF HEALTH, VITAL STATISTICS

### 1.3.11

## MARRIAGES IN MAUI COUNTY WHERE BOTH BRIDE AND GROOM ARE NON-RESIDENTS

	2006	2007	2008	2009	2010	2011
<b>January</b>	487	462	415	330	332	366
<b>February</b>	591	540	476	424	339	380
<b>March</b>	702	592	517	429	427	423
<b>April</b>	717	621	629	462	445	501
<b>May</b>	969	871	714	688	650	621
<b>June</b>	848	673	592	514	597	NA
<b>July</b>	738	849	519	503	481	NA
<b>August</b>	687	673	655	474	507	NA
<b>September</b>	871	737	626	597	524	NA
<b>October</b>	855	776	601	563	872	NA
<b>November</b>	593	533	401	384	411	NA
<b>December</b>	503	390	356	228	362	NA

NA: Not available.

SOURCE: STATE OF HAWAII, DEPARTMENT OF HEALTH, VITAL STATISTICS.



1.3.12

**LIVE BIRTHS  
MAUI COUNTY BY ZIP CODE**

*Calendar year and place of mother's residence*

<b>Zip Code</b>	<b>Location</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>
<b>Maui Island</b>							
96708	Haiku	101	129	139	127	120	140
96713	Hāna	33	29	33	35	26	43
96732	Kahului	303	344	343	412	417	411
96753	Kīhei	347	305	343	325	335	294
96761	Lahaina	296	299	288	329	311	333
96768	Makawao/Pukalani	232	221	239	233	243	216
96779	Pā'ia	43	27	37	40	33	37
96788	Pukalani	NA	NA	NA	NA	NA	11
96790	Kula	78	65	74	91	79	75
96793	Wailuku	333	330	371	408	414	458
<b>Lāna'i</b>							
96763	Lāna'i City	26	49	41	46	50	43
<b>Moloka'i</b>							
96729	Ho'olehua	19	13	18	19	18	23
96748	Kaunakakai	55	57	64	63	71	70
96757	Kualapu'u	9	13	13	9	12	17
96770	Maunaloa	9	14	15	8	7	*
<b>Unknown</b>		11	14	9	8	10	0
<b>Total</b>		<b>1,895</b>	<b>1,909</b>	<b>2,027</b>	<b>2,153</b>	<b>2,146</b>	<b>2171</b>

NA: Not available

\*: The Office of Health Status Monitoring does not release data when the number of births in an area is below 5. Kualapu'u and Maunaloa figures were merged for this reason.

SOURCE: HAWAII STATE DEPARTMENT OF HEALTH, OFFICE OF HEALTH STATUS MONITORING, RECORDS.

### 1.3.13

## CHARACTERISTICS OF LIVE BIRTHS MAUI COUNTY

Characteristic	2007	Percent	2008	Percent	2009	Percent
<b>Births by Area of Residence</b>						
Maui County	2,153	100.00%	2,146	100.00%	2,171	100.00%
Maui	2,004	93.08%	1,987	92.59%	2,019	93.00%
Moloka'i	103	4.78%	109	5.08%	109	5.02%
Lāna'i	46	2.14%	50	2.33%	43	1.98%
<b>Ethnicity of Child</b>						
Caucasian	444	20.62%	475	22.13%	438	20.18%
Hawaiian	921	42.78%	890	41.47%	900	41.46%
Chinese	24	1.11%	26	1.21%	19	0.88%
Filipino	395	18.35%	398	18.55%	414	19.07%
Japanese	128	5.95%	90	4.19%	122	5.62%
All Other	241	11.19%	267	12.44%	278	12.81%
Total	2,153	100.00%	2,146	100.00%	2,171	100.00%
<b>Ethnicity of Mother</b>						
Caucasian	591	27.45%	604	28.15%	604	27.82%
Hawaiian	680	31.58%	685	31.92%	672	30.95%
Chinese	25	1.16%	24	1.12%	14	0.64%
Filipino	460	21.37%	445	20.74%	481	22.16%
Japanese	159	7.39%	131	6.10%	137	6.31%
All Other	237	11.01%	257	11.98%	263	12.11%
Total	2,153	100.00%	2,146	100.00%	2,171	100.00%

SOURCE: HAWAII STATE DEPARTMENT OF HEALTH, OFFICE OF HEALTH STATUS MONITORING, RECORDS.

## 1.3.14

## MAUI COUNTY TOTAL RESIDENT POPULATION PROJECTIONS BY 5-YEAR AGE GROUP, 2005-2035

Age group (years)	2005	2010	2015	2020	2025	2030	2035
0 - 4	8,975	9,967	10,428	10,501	10,675	11,299	11,988
5 - 9	8,654	8,960	10,290	10,753	10,807	10,960	11,580
10 - 14	9,056	8,070	8,982	10,314	10,762	10,799	10,949
15 - 19	8,476	8,743	8,312	9,223	10,543	10,978	11,014
20 - 24	8,575	8,218	9,469	9,021	9,911	11,207	11,638
25 - 29	10,186	10,514	9,153	10,393	9,919	10,776	12,063
30 - 34	9,913	10,676	11,044	9,696	10,912	10,419	11,270
35 - 39	10,266	10,389	10,867	11,236	9,882	11,077	10,584
40 - 44	10,762	10,506	10,846	11,333	11,692	10,340	11,530
45 - 49	11,628	10,837	10,652	10,993	11,474	11,825	10,489
50 - 54	10,701	11,187	10,955	10,786	11,124	11,599	11,953
55 - 59	8,910	10,624	11,845	11,634	11,475	11,813	12,294
60 - 64	6,492	8,723	10,646	11,858	11,672	11,535	11,880
65 - 69	4,546	6,090	8,771	10,629	11,818	11,671	11,573
70 - 74	3,511	4,202	5,906	8,422	10,189	11,345	11,253
75 - 79	3,278	3,111	3,773	5,332	7,640	9,289	10,401
80 - 84	2,574	2,625	2,628	3,217	4,573	6,591	8,073
85 +	2,241	3,010	3,475	3,725	4,336	5,776	8,196
<b>Total</b>	<b>138,744</b>	<b>146,452</b>	<b>158,043</b>	<b>169,066</b>	<b>179,404</b>	<b>189,300</b>	<b>198,727</b>
Share (%)	2005	2010	2015	2020	2025	2030	2035
0 - 4	6.5	6.8	6.6	6.2	6.0	6.0	6.0
5 - 9	6.2	6.1	6.5	6.4	6.0	5.8	5.8
10 - 14	6.5	5.5	5.7	6.1	6.0	5.7	5.5
15 - 19	6.1	6.0	5.3	5.5	5.9	5.8	5.5
20 - 24	6.2	5.6	6.0	5.3	5.5	5.9	5.9
25 - 29	7.3	7.2	5.8	6.1	5.5	5.7	6.1
30 - 34	7.1	7.3	7.0	5.7	6.1	5.5	5.7
35 - 39	7.4	7.1	6.9	6.6	5.5	5.9	5.3
40 - 44	7.8	7.2	6.9	6.7	6.5	5.5	5.8
45 - 49	8.4	7.4	6.7	6.5	6.4	6.2	5.3
50 - 54	7.7	7.6	6.9	6.4	6.2	6.1	6.0
55 - 59	6.4	7.3	7.5	6.9	6.4	6.2	6.2
60 - 64	4.7	6.0	6.7	7.0	6.5	6.1	6.0
65 - 69	3.3	4.2	5.5	6.3	6.6	6.2	5.8
70 - 74	2.5	2.9	3.7	5.0	5.7	6.0	5.7
75 - 79	2.4	2.1	2.4	3.2	4.3	4.9	5.2
80 - 84	1.9	1.8	1.7	1.9	2.5	3.5	4.1
85 +	1.6	2.1	2.2	2.2	2.4	3.1	4.1
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

SOURCE: STATE OF HAWAII, DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT, AND TOURISM, RESEARCH AND ECONOMIC ANALYSIS DIVISION, "POPULATION AND ECONOMIC PROJECTIONS FOR THE STATE OF HAWAII TO 2035."

### 1.3.15

## ECONOMIC PROJECTIONS, MAUI COUNTY 2007 TO 2035

	2007	2015	2020	2025	2030	2035
Total personal income (mil. 2000 \$)	4,073	4,640	5,080	5,550	6,040	6,560
Per capita personal income (2000 \$)	28,783	29,370	30,060	30,930	31,920	33,030
Total civilian wage and salary jobs	76,730	81,810	86,670	91,390	95,870	100,180
Agriculture	2,043	2,100	2,140	2,180	2,230	2,270
Mining and construction	5,075	5,350	5,750	6,070	6,370	6,670
Food processing	560	570	580	590	600	610
Other manufacturing	807	840	870	890	910	930
Transportation	3,273	3,530	3,730	3,940	4,140	4,340
Information	849	900	950	1,000	1,050	1,090
Utilities	463	490	510	530	550	570
Wholesale trade	1,422	1,530	1,620	1,710	1,800	1,890
Retail trade	10,339	10,960	11,540	12,100	12,600	13,070
Finance and insurance	930	980	1,040	1,100	1,150	1,200
Real estate and rentals	2,167	2,220	2,300	2,370	2,430	2,480
Professional services	1,585	1,690	1,800	1,910	2,020	2,120
Business services	5,369	5,560	5,870	6,140	6,400	6,620
Educational services	1,125	1,200	1,270	1,340	1,410	1,470
Health services	4,945	5,610	6,180	6,780	7,400	8,060
Arts and entertainment	2,479	2,580	2,710	2,840	2,950	3,070
Hotels	11,610	12,560	13,300	14,010	14,710	15,340
Eating and drinking	8,443	8,750	9,180	9,570	9,920	10,250
Other services	3,406	3,620	3,830	4,050	4,250	4,440
Government	9,840	10,780	11,520	12,270	12,980	13,680
Visitor Arrivals (1,000)	2,522	2,426	2,575	2,697	2,794	2,899
Visitor Days (1,000)	18,696	18,191	19,312	20,226	20,957	21,743
Visitor Expenditures (mil. 2000\$)	2,958	3,128	3,336	3,509	3,669	3,796
Hotel Rooms	19,879	19,879	19,879	20,596	21,339	22,139
Hotel Occupancy Rate	76.5	82.9	82.9	82.9	82.9	82.9

SOURCE: STATE OF HAWAII, DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT, AND TOURISM, RESEARCH AND ECONOMIC ANALYSIS DIVISION, "POPULATION AND ECONOMIC PROJECTIONS FOR THE STATE OF HAWAII TO 2035"

## 1.4.1

**PERSONAL INCOME, TOTAL AND PER CAPITAL, BY COUNTY**

Year	Maui County	Hawai'i County	Kaua'i County	City & County of Honolulu	State Total
<b>Total Personal Income, (x\$1,000)</b>					
1996	2,667,562	2,659,257	1,250,314	23,821,685	30,398,818
1997	2,756,467	2,733,775	1,272,788	24,608,562	31,371,592
1998	2,925,835	2,917,495	1,314,014	25,101,663	32,259,007
1999	3,133,723	3,050,964	1,361,797	25,697,260	33,243,744
2000	3,348,775	3,299,794	1,464,696	27,108,398	35,221,663
2001	3,506,671	3,478,755	1,491,802	27,459,274	35,936,502
2002	3,699,388	3,697,485	1,541,083	28,537,492	37,475,448
2003	3,839,546	3,869,362	1,618,576	29,704,539	39,032,023
2004	4,190,936	4,223,829	1,769,375	32,100,916	42,285,056
2005	4,525,613	4,638,838	1,903,776	34,263,920	45,332,147
2006	4,979,726	5,064,624	2,058,958	37,020,255	49,123,563
2007	5,301,137	5,453,841	2,240,380	39,257,714	52,253,072
2008	5,420,287	5,640,888	2,305,440	40,808,595	54,175,210
2009	5,313,671	5,694,731	2,294,665	41,291,401	54,594,468
<b>Per Capita Income, in (\$)</b>					
1996	22,103	18,736	21,674	26,965	25,253
1997	22,452	18,926	22,054	27,753	25,892
1998	23,473	20,006	22,717	28,302	26,546
1999	24,839	20,759	23,373	29,238	27,467
2000	25,980	22,132	25,033	30,979	29,071
2001	26,669	23,056	25,393	31,304	29,497
2002	27,856	24,140	25,915	32,332	30,516
2003	28,468	24,750	26,949	33,450	31,495
2004	30,560	26,371	28,973	35,891	33,753
2005	32,528	28,133	30,826	38,057	35,804
2006	35,440	29,873	33,167	40,976	38,510
2007	37,325	31,491	35,606	43,683	40,924
2008	37,521	31,978	36,093	45,205	42,078
2009	36,585	32,023	35,560	45,496	42,152

SOURCE: REGIONAL ECONOMIC INFORMATION SYSTEM, BUREAU OF ECONOMIC ANALYSIS, U.S. DEPARTMENT OF COMMERCE.

1.4.2

**EARNINGS BY DETAILED INDUSTRY  
MAUI COUNTY, 2008**

*In thousands of dollars*

<b>Earnings by Industry</b>	<b>2009</b>	<b>Earnings by Industry</b>	<b>2009</b>
<b>Personal income</b>	<b>5,313,671</b>	<b>Nondurable goods manufacturing</b>	<b>(D)</b>
<b>Population (persons)</b>	<b>145,240</b>	Food manufacturing	31,072
<b>Per capita personal income (dollars)</b>	<b>36,585</b>	Beverage & tobacco product manufacturing	2,438
<b>Earnings by place of work</b>	<b>3,727,713</b>	Textile mills	(L)
less: Contributions for gvt social insurance	400,433	Textile product mills	320
Employee and self-employed contributions	220,014	Apparel manufacturing	679
Employer contributions for social insurance	180,419	Leather and allied product manufacturing	97
plus: Adjustment for residence	-24,591	Paper manufacturing	16,923
equals: Net earnings by place of residence	3,302,689	Printing and related support activities	2,814
plus: Dividends, interest, and rent	1,058,033	Petroleum and coal products manufacturing	0
plus: Personal current transfer receipts	952,949	Chemical manufacturing	(D)
<b>Wage and salary disbursements</b>	<b>2,702,591</b>	Plastics and rubber products manufacturing	71
<b>Supplements to wages and salaries</b>	<b>599,846</b>	<b>Wholesale trade</b>	<b>83,334</b>
Employer contributions pension and insurance	419,427	<b>Retail trade</b>	<b>323,616</b>
Employer contributions social insurance	180,419	Motor vehicle and parts dealers	30,428
<b>Proprietors' income</b>	<b>425,276</b>	Furniture and home furnishings stores	12,272
Farm proprietors' income	28,865	Electronics and appliance stores	(D)
Nonfarm proprietors' income	396,411	Building material and garden supply stores	26,361
<b>Farm earnings</b>	<b>98,557</b>	Food and beverage stores	67,796
<b>Nonfarm earnings</b>	<b>3,629,156</b>	Health and personal care stores	23,899
<b>Private earnings</b>	<b>2,917,133</b>	Gasoline stations	19,262
<b>Forestry, fishing, and related activities</b>	<b>(D)</b>	Clothing and clothing accessories stores	43,380
Forestry and logging	(D)	Sporting goods, hobby, book & music stores	13,613
Fishing, hunting, and trapping	(D)	General merchandise stores	47,032
Agriculture and forestry support activities	3,726	Miscellaneous store retailers	37,705
<b>Mining</b>	<b>(D)</b>	Nonstore retailers	(D)
Oil and gas extraction	619	<b>Transportation and warehousing</b>	<b>116,786</b>
Mining (except oil and gas)	(D)	Air transportation	20,109
Support activities for mining	(D)	Rail transportation	0
<b>Utilities</b>	<b>48,389</b>	Water transportation	(D)
<b>Construction</b>	<b>299,997</b>	Truck transportation	18,400
Construction of buildings	76,202	Transit & ground passenger transportation	13,378
Heavy and civil engineering construction	53,907	Pipeline transportation	0
Specialty trade contractors	169,888	Scenic and sightseeing transportation	41,288
<b>Manufacturing</b>	<b>89,056</b>	Support activities for transportation	10,555
Durable goods manufacturing	(D)	Couriers and messengers	6,259
Wood product manufacturing	2,385	Warehousing and storage	(D)
Nonmetallic mineral product manufacturing	17,205	<b>Information</b>	<b>50,724</b>
Primary metal manufacturing	2,635	Publishing industries, except Internet	15,669
Fabricated metal product manufacturing	(D)	Motion picture & sound recording industries	(D)
Machinery manufacturing	(D)	Broadcasting, except Internet	5,897
Computer and electronic product manufacturing	(D)	Internet publishing and broadcasting	(NA)
Electrical equipment and appliance manufacturing	0	Telecommunications	27,369
Motor vehicles, bodies & trailers, & parts manufacturing	132	ISPs, search portals, and data processing	(D)
Other transportation equipment manufacturing	(D)	Other information services	(D)
Furniture and related product manufacturing	775		
Miscellaneous manufacturing	2,628		

## 1.4.2

## CONTINUED

Earnings by Industry	2008
<b>Finance and insurance</b>	<b>57,258</b>
Monetary authorities - central bank	0
Credit intermediation and related activities	38,801
Securities, commodity contracts, investments	5,942
Insurance carriers and related activities	12,515
Funds, trusts, and other financial vehicles	0
<b>Real estate and rental and leasing</b>	<b>83,344</b>
Real estate	(D)
Rental and leasing services	(D)
Lessors of nonfinancial intangible assets	(D)
<b>Professional, scientific, and technical services</b>	<b>135,158</b>
<b>Management of companies and enterprises</b>	<b>27,892</b>
<b>Administrative and waste services</b>	<b>198,478</b>
Administrative and support services	187,681
Waste management and remediation services	10,797
<b>Educational services</b>	<b>44,971</b>
<b>Health care and social assistance</b>	<b>(D)</b>
Ambulatory health care services	200,770
Hospitals	(D)
Nursing and residential care facilities	(D)
Social assistance	55,317
<b>Arts, entertainment, and recreation</b>	<b>107,228</b>
Performing arts and spectator sports	51,096
Museums, historical sites, zoos, and parks	4,487
Amusement, gambling, and recreation	51,645
<b>Accommodation and food services</b>	<b>746,360</b>
Accommodation	545,523
Food services and drinking places	200,837
<b>Other services, except public administration</b>	<b>196,915</b>
Repair and maintenance	47,967
Personal and laundry services	57,070
Membership associations and organizations	85,801
Private households	6,077
<b>Government and government enterprises</b>	<b>712,023</b>
Federal, civilian	74,532
Military	60,117
State and local	577,374
State government	397,588
Local government	179,786

(D): Not shown to avoid disclosure of confidential information, but the estimates for this item are included in totals.

(L): Less than \$50,000, but the estimates for this item are included in totals.

(NA): Data not available for this year

SOURCE: U.S. BUREAU OF ECONOMIC ANALYSIS, REGIONAL ECONOMIC INFORMATION SYSTEM, OCTOBER 2011.

### 1.4.3

## CONSUMER PRICE INDEX (ALL ITEMS COMBINED), BY TYPE OF CONSUMER: HONOLULU

Year	Annual average	First half	Second half	Annual average	First half	Second half
1992	155.1	153.9	156.4	155.9	154.6	157.2
1993	160.1	158.6	161.6	160.7	159.4	162.0
1994	164.5	163.4	165.7	164.7	163.5	165.8
1995	168.1	166.9	169.4	168.4	167.2	169.7
1996	170.7	170.5	171.0	171.0	170.8	171.2
1997	171.9	172.1	171.8	172.2	172.4	172.0
1998	171.5	172.0	171.0	171.6	172.3	171.0
1999	173.3	172.7	173.8	173.4	173.0	173.9
2000	176.3	175.9	176.7	176.5	176.0	176.9
2001	178.4	178.1	178.7	179.1	178.6	179.5
2002	180.3	180.1	180.4	180.6	180.4	180.7
2003	184.5	183.2	185.7	184.3	183.4	185.3
2004	190.6	189.2	191.9	190.2	188.8	191.5
2005	197.8	195.0	200.6	197.2	194.6	199.8
2006	209.4	206.4	212.3	208.5	205.6	211.4
2007	219.504 <sup>1</sup>	216.620	222.388	218.541	215.681	221.401
2008	228.861	227.334	230.387	228.344	226.738	229.950
2009	230.048	228.070	232.026	228.773	226.462	231.084
2010	234.869	233.822	235.916	234.020	233.089	234.951

Note: See Introduction (General Statistics) for CPI-U and CPI-W definitions  
1982-1984 = 100

1.. U.S. Bureau of Labor Statistics instituted a 3-decimal presentation beginning January 2007

SOURCE: U.S. BUREAU OF LABOR STATISTICS.



1.4.4

**ESTIMATED COST OF LIVING BY CATEGORY, COUNTIES OF HAWAII'  
RELATIVE WASHINGTON, DC**

Expenditure Item	Maui Index <sup>1</sup>	Honolulu Index <sup>1</sup>	Hawaii Index <sup>2</sup>	Kauai Index <sup>1</sup>	Expenditure Item	Maui Index <sup>1</sup>	Honolulu Index <sup>1</sup>	Hawaii Index <sup>2</sup>	Kauai Index <sup>1</sup>
<b>Food</b>	<b>129.38</b>	<b>124.98</b>	<b>127.40</b> <sup>3</sup>	<b>123.69</b>	<b>Transportation</b>	<b>112.80</b>	<b>108.89</b>	<b>115.33</b>	<b>111.11</b>
Cereals and bakery products	165.52	160.63	163.39	162.33	Motor vehicle costs	100.64	101.41	105.84	100.90
Meats, poultry, fish, and eggs	123.11	119.77	120.36	121.00	Gasoline and motor oil	115.68	105.17	111.28	111.13
Dairy products	154.50	145.22	140.45	145.09	Maintenance and repairs	104.70	110.00	117.54	104.18
Fruits and vegetables	173.92	144.06	159.85	172.84	Vehicle insurance	100.14	93.71	96.29	91.43
Processed foods	135.32	136.06	136.16	136.43	Public transportation	210.88	193.26	218.78	218.95
Other food at home	126.95	125.44	138.95	126.21					
Nonalcoholic beverages	150.17	144.38	138.59	131.80	<b>Medical</b>	<b>88.22</b>	<b>85.88</b>	<b>85.41</b>	<b>84.68</b>
Food away from home	115.31	112.13	110.03	106.60	Health insurance	72.14	72.55	71.97	72.61
Alcoholic beverages	114.99	118.38	114.41	112.22	Medical services	118.90	106.48	108.03	98.94
					Drugs and medical supplies	99.92	102.70	99.66	106.41
<b>Shelter and Utilities</b>	<b>129.64</b>	<b>131.54</b>	<b>105.21</b> <sup>3</sup>	<b>119.96</b>					
Shelter	97.73	115.89	69.00	89.51	<b>Recreation</b>	<b>104.74</b>	<b>107.42</b>	<b>98.95</b>	<b>98.63</b>
Energy utilities	443.26	289.58	414.51	423.64	Fees and admissions	88.08	87.64	86.99	77.82
Water and other public services	90.63	89.70	52.45	59.34	Television, radios, sound equip	106.89	112.97	105.76	115.26
					Pets, toys, & playground equip.	124.61	135.71	108.27	122.95
<b>Household Furnishings &amp; Supplies</b>	<b>102.45</b>	<b>103.09</b>	<b>98.74</b>	<b>100.28</b>	Other entertainment supplies	113.65	116.74	114.66	107.99
Household operations	93.17	92.48	85.89	82.24	Personal care products	97.82	105.35	102.91	97.05
Housekeeping supplies	115.95	112.71	109.79	116.65	Personal care services	111.28	97.81	86.72	78.04
Textiles and area rugs	109.09	121.99	110.00	116.26	Reading	101.18	104.58	96.08	106.81
Furniture	99.10	99.58	99.10	99.10					
Major appliances	107.30	108.34	117.29	113.98	<b>Education and Communication</b>	<b>98.27</b>	<b>103.74</b>	<b>100.06</b>	<b>97.46</b>
Small appliances, misc. housewares	117.36	116.85	110.75	112.73	Education	81.32	159.48	88.71	98.03
Misc. household equipment	101.27	103.81	98.17	102.44	Communications	99.21	100.38	100.83	97.08
					Computers & computer services	100.16	99.94	100.16	100.16
<b>Apparel and Services</b>	<b>107.80</b>	<b>102.26</b>	<b>105.14</b>	<b>103.01</b>					
Men and boys	111.16	100.69	113.64	112.41	<b>Miscellaneous</b>	<b>101.72</b>	<b>101.45</b>	<b>100.45</b>	<b>100.66</b>
Women and girls	104.82	89.41	97.40	92.11	Tobacco products, etc	131.78	135.87	128.29	129.69
Children under 2	124.64	119.16	113.30	121.64	Miscellaneous	107.46	91.43	97.93	99.30
Footwear	98.23	103.97	97.19	99.10	Personal insurance & pensions	99.74	101.56	99.74	99.74
Other apparel products and services	122.98	132.11	123.75	119.00					
					<b>Overall Price Index</b>	<b>116.62</b>	<b>116.37</b>	<b>104.71</b>	<b>111.14</b>
					<b>Plus Adjustment Factor</b>	<b>7.00</b>	<b>5.00</b>	<b>7.00</b>	<b>7.00</b>
					<b>Index Plus Adjustment Factor</b>	<b>123.62</b>	<b>121.37</b>	<b>111.71</b>	<b>118.14</b>

1. Primary category figures from Major Expenditure Groups (MEGs) Index, Subcategory figures from Primary Expenditure Groups (PEGs) Index. 2. Average of Hilo and Kona/Waimea Area Indexes. Note: Surveys conducted by Office of Personnel Management (OPM) in the spring and summer of 2007.  
Adjustment Factor: A negotiated factor to reflect differences in living costs that might not be captured by the surveys.  
SOURCE: U.S. OFFICE OF PERSONNEL MANAGEMENT, "2007 NON-FOREIGN AREA COST-OF-LIVING ALLOWANCE SURVEY REPORT: PACIFIC AND WASHINGTON, DC, AREAS," FEDERAL REGISTER VOL. 73 No. 237, DECEMBER 9, 2008, PP.74861-74896.

1.4.5

**DETAILED COMSUMER PRICE INDEX FOR  
ALL URBAN CONSUMERS (CPI-U): HONOLULU**

1982-1984 Average = 100 unless otherwise noted

<b>Group</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
<b>All Items</b>	<b>209.4</b>	<b>219.504</b>	<b>228.861</b>	<b>230.048</b>	<b>234.869</b>
<b>Food and Beverages</b>	<b>194.2</b>	<b>204.943</b>	<b>216.625</b>	<b>224.317</b>	<b>224.774</b>
Food	193.9	204.850	216.742	224.544	224.794
Food at home	198.9	211.000	228.319	234.220	232.694
Food away from home	186.0	195.071	202.257	210.826	213.582
Alcoholic Beverages	197.7	204.337	213.936	219.970	223.755
<b>Housing</b>	<b>222.5</b>	<b>238.428</b>	<b>248.700</b>	<b>249.735</b>	<b>251.968</b>
Shelter	242.2	260.518	266.411	272.988	272.182
Rent of Primary Residence	228.9	247.386	256.216	264.375	265.333
Owners' equivalent rent	248.3	267.859	274.756	282.507	282.422
Fuels and Utilities	203.3	214.040	283.911	240.284	280.202
Household energy	187.3	192.529	267.903	204.339	240.938
Gas (piped) and electricity	185.2	190.190	264.567	200.994	237.451
Electricity	181.1	185.965	259.990	196.257	232.605
Piped gas service	217.8	224.454	284.130	241.959	277.267
Household Furnishings and operations	162.6	165.368	164.958	164.336	157.188
<b>Apparel</b>	<b>104.4</b>	<b>104.145</b>	<b>105.277</b>	<b>112.811</b>	<b>116.423</b>
<b>Transportation</b>	<b>202.1</b>	<b>205.027</b>	<b>213.998</b>	<b>200.296</b>	<b>214.411</b>
Private Transportation	199.8	202.805	209.161	196.370	211.530
Motor Fuel	234.0	243.860	284.948	222.322	263.334
Gasoline (All types)	240.4	250.606	292.545	228.060	270.775
Gasoline, unleaded regular	253.5	264.578	310.952	240.837	287.744
Gasoline, unleaded midgrade <sup>1</sup>	188.4	195.918	231.559	179.009	212.918
Gasoline, unleaded premium	215.1	223.726	256.120	202.844	237.763

## 1.4.5

## CONTINUED

Group	2006	2007	2008	2009	2010
<b>Medical Care</b>			<b>317.955</b>	<b>321.599</b>	<b>320.153</b>
<b>Recreation<sup>2</sup></b>	<b>101.1</b>	<b>102.572</b>	<b>105.290</b>	<b>105.239</b>	<b>107.484</b>
<b>Education and Communication<sup>2</sup></b>	<b>114</b>	<b>113.967</b>	<b>117.118</b>	<b>122.843</b>	<b>128.483</b>
<b>Other goods and services</b>	<b>332.1</b>	<b>347.499</b>	<b>365.441</b>	<b>395.186</b>	<b>415.526</b>
<b>Special Aggregate Indexes</b>					
All items less shelter	195.6	201.523	212.804	211.498	218.944
All items less medical care	205.1	214.992	224.234	225.324	230.394
All items less energy	211	221.339	227.534	233.154	235.509
All items less food and energy	215.6	225.932	230.999	236.209	239.010
Commodities	169.1	174.478	181.113	181.015	185.266
Commodities less food	152.9	155.028	159.042	155.374	161.351
Nondurables	186	193.935	205.297	204.923	210.505
Nondurables less food	177.1	181.620	192.548	184.589	195.311
Nondurables less food and beverage	175.7	180.082	191.108	182.226	193.408
Services	244.2	258.946	270.734	273.114	278.394
Services less rent of shelter <sup>3</sup>	246.1	253.668	275.405	271.298	285.581
Services less medical care	240.4	254.878	266.102	268.028	273.790

1. December 1993= 100

2. December 1997= 100

3. December 1982= 100

SOURCE: U.S. DEPARTMENT OF LABOR STATISTICS

## 1.5.1

## CAPACITIES OF HOSPITALS AND SPECIALTY CARE BEDS, MAUI COUNTY

*Data are for facilities recognized by the Hawai'i State Health Planning and Development Agency*

Area by Type of Beds by Facility for the Calendar Year 2007

Facility	Licensed Beds	Inpatient Days	Admissions	Average Stay	Occupant Rate
Medical/Surgical					
Lana'i Community Hospital	4	70	28	2.5	4.79
Maui Memorial Hospital	136	44,008	7,210	6.1	88.65
Moloka'i General Hospital	9	407	91	4.5	12.39
Critical Care					
Maui Memorial Hospital	16	4,018	981	4.1	68.80
Obstetric					
Maui Memorial Hospital	23	7,645	3,695	2.1	91.07
Moloka'i General Hospital	2	57	35	1.6	7.81
Psychiatric (Psych)					
Maui Memorial Hospital	18	3,875	607	6.4	58.98
SNF/ICF					
Hale Makua (Wailuku & Kahului)	378	131,870	569	231.8	95.58
Kula Hospital	99	34,944	58	602.5	96.70
Lana'i Community Hospital	10	2,69	19	129.9	67.64
Moloka'i General Hospital	2	730	1	730.0	100.00
Acute/SNF					
Kula Hospital	5	523	27	19.4	28.66
Moloka'i General Hospital	2	401	14	28.6	54.93
Skilled Nursing (SNF)					
Maui Memorial Hospital	4	53	1	53.0	3.63
Mentally Retarded (MR)					
Kula Hospital	9	2,920	1	2,929.0	88.89
Hansen's Disease					
Kalaupapa Care Home	16	1,402	1	1,402.0	24.01
Other(s)					
The Maui Farm, Inc.	6	863	3	287.7	39.41
Ho'omaka Hou	8	645	10	64.5	22.09
<b>Maui County Total</b>	<b>747</b>	<b>236,900</b>	<b>13,351</b>	<b>17.74</b>	<b>64.90</b>

Notes:

SNF= Skilled Nursing Facility

ICF = Intermediate Care Facility

SOURCE: HAWAII STATE DEPARTMENT OF HEALTH, STATE HEALTH PLANNING AND DEVELOPMENT AGENCY, INPATIENT FACILITIES UTILIZATION.

## 1.5.2

## ADULT RESIDENTIAL CARE HOMES, MAUI COUNTY

*Data are for facilities recognized by the Hawaii State Department of Health,  
Office of Health Care Assurance*

Location	Facilities	Beds	Persons <sup>1</sup> age 65+	Beds/1,000 persons age 65+
<b>Type I (up to 5 beds)</b>				
Kahului	6	28	4182	6.70
Kīhei	1	5	3225	1.55
Wailuku	3	15	3425	4.38
Maui Island Total	10	48	18,148	2.64
Molokaʻi	3	15	1181	12.70
Lānaʻi	0	0	474	0.00
Maui County Total	13	63	19,803	3.18
Hawaiʻi County	50	229	26,834	8.53
Kauaʻi County	15	68	9,985	6.81
City and County of Honolulu	403	1894	138,490	13.68
<b>State Total</b>	<b>481</b>	<b>2254</b>	<b>195,112</b>	<b>11.55</b>
<b>Type II (more than 5 beds)</b>				
Maui Island	0	0	18,148	0.00
Molokaʻi	0	0	1181	0.00
Lānaʻi	0	0	474	0.00
Maui County Total	0	0	19,803	0.00
Hawaiʻi County	0	0	26,834	0.00
Kauaʻi County	1	10	9,985	1.00
City and County of Honolulu	25	407	138,490	2.94
<b>State Total</b>	<b>26</b>	<b>417</b>	<b>195,112</b>	<b>2.14</b>

1. Bureau of the Census, Census 2010

SOURCE: HAWAII STATE DEPARTMENT OF HEALTH, OFFICE OF HEALTH CARE ASSURANCE, VACANCY REPORT- ADULT RESIDENTIAL CARE HOMES AND EXPANDED ADULT RESIDENTIAL CARE HOMES, OCTOBER 2011

## 1.5.3

## HEALTH PRACTITIONERS LICENSED IN HAWAII BY PLACE OF ADDRESS

	Acupuncturist	Chiropractor	Dental Hygienist	Dentist	Massage Therapist
Maui	72	65	91	92	1,270
Moloka'i	1	2	3	3	16
Lāna'i	0	1	0	1	6
O'ahu	278	194	532	831	3,374
Hawai'i	92	55	65	103	959
Kaua'i	32	23	32	40	491
Subtotal Hawai'i	475	340	723	1,070	6,116
Mainland	151	161	253	433	840
Foreign/Other	7	7	3	18	106
Total	633	508	979	1,521	7,062

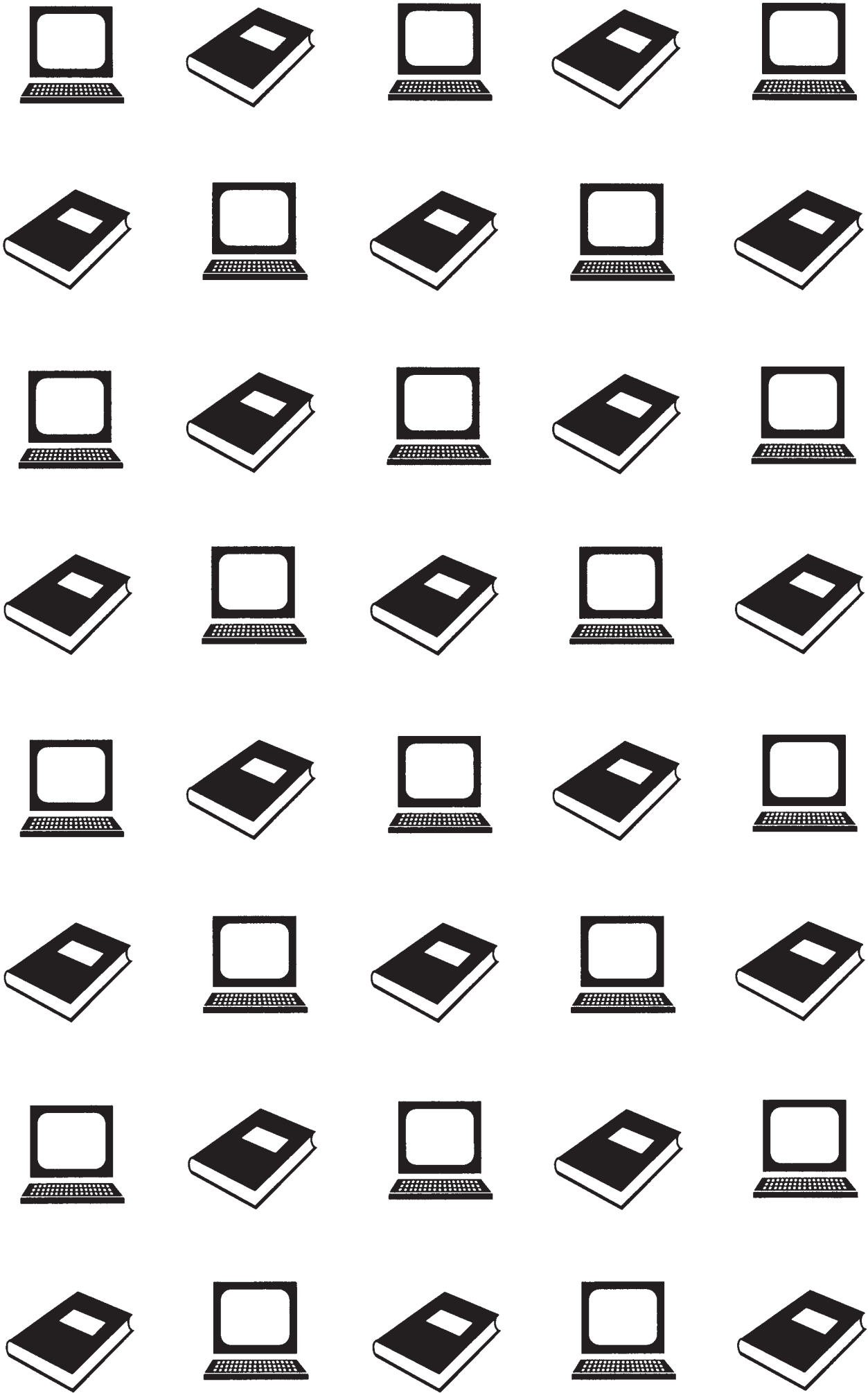
	Certified Physician's Assistant	Emergency Medical Tech. Basic	Emergency Medical Tech. Paramedic	Physician or Surgeon <sup>1</sup>	Osteopathic Physician and Surgeon
Maui	22	66	39	340	25
Moloka'i	0	1	4	11	0
Lāna'i	0	0	0	2	2
O'ahu	121	305	264	3,258	157
Hawai'i	10	256	93	396	32
Kaua'i	8	34	19	163	13
Subtotal Hawai'i	161	662	419	4,170	229
Mainland	49	11	37	3,954	403
Foreign/Other	0	0	0	68	1
Total	210	673	456	8,192	633

	Licensed Practical Nurse	Registered Nurse	Advanced Practice Registered Nurse	Occupational Therapist	Physical Therapist
Maui	320	1,209	43	32	106
Moloka'i	8	29	2	1	3
Lāna'i	2	15	0	0	0
O'ahu	1,134	9,523	544	252	539
Hawai'i	341	1,527	81	49	104
Kaua'i	148	603	30	14	44
Subtotal Hawai'i	1,953	12,906	700	348	796
Mainland	264	4,602	210	198	411
Foreign/Other	5	89	2	5	11
Total	2,222	17,597	912	551	1,218

	Naturopath	Optometrist	Pharmacist	Podiatrist	Psychologist
Maui	14	23	109	5	45
Moloka'i	0	0	3	0	1
Lāna'i	0	0	0	0	0
O'ahu	31	207	907	26	513
Hawai'i	24	23	139	5	73
Kaua'i	9	12	64	1	34
Subtotal Hawai'i	78	265	1,222	37	666
Mainland	46	131	957	38	238
Foreign/Other	0	2	7	1	3
Total	124	398	2,186	76	907

1. Permanent licenses only. Does not include interns, residents, or physicians who provided state government services only.

SOURCE: HAWAII STATE DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS, PROFESSIONAL AND VOCATIONAL LICENSING DIVISION, LICENSING BRANCH, RECORDS, OCTOBER 3, 2011



# Education

## Section 2

### Education

This section covers statistics on public and private schools, enrollment, number of teachers, high school graduates, enrollment at University of Hawai'i Maui College, degrees offered, number of faculty at UH Maui College and libraries.

Maui County public and private schools provide educational opportunities for students from pre-kindergarten through senior high school. UH Maui College offers courses in a wide variety of technical, vocational and liberal arts disciplines and through the University of Hawai'i Center offers 4-year University of Hawai'i degrees via the Hawai'i Interactive Television System (HITS).

The Hawai'i State Public Library System in Maui County has eight locations on three islands, Maui, Moloka'i and Lāna'i. UH Maui College Library holdings include four centers; two on Maui (Kahului and Hāna), and one each on Moloka'i and Lāna'i.

The principal sources of the data on education are the Hawai'i State Department of Education, the Hawai'i Association of Private Schools, and the University of Hawai'i Institutional Research Office. On libraries, the principal sources are the Hawai'i State Public Library System, Research and Evaluation Services and the UH Maui College Library.



## 2.1

## MAUI DISTRICT PUBLIC AND PRIVATE SCHOOLS BY ISLAND AND LOCATION

**MAUI**

Hāna		Kahului/Wailuku	
<b>Hāna High and Elementary</b>	K thru 12	Christ the King Elementary	K thru 6
Kīhei		H. Perrine Baldwin High	9 thru 12
Kamali'i Elementary	K thru 5	Emmanuel Lutheran	K thru 8
Kīhei Elementary	K thru 5	Ī'ao Intermediate	6 thru 8
Kīhei Charter School	6 thru 12	Ka'ahumanu Hou Christian	PreK thru 12
Lokelani Intermediate	6 thru 8	Kahului Elementary	K thru 5
<b>Montessori Hale O Keiki</b>	PreK thru 8	Lihikai Elementary	K thru 5
Lahaina		Maui Adventist	K thru 8
King Kamehameha III Elementary	K thru 5	Maui High	9 thru 12
Lahaina Intermediate	6 thru 8	Maui Waena Intermediate	6 thru 8
Lahainaluna High	9 thru 12	Pomaika'i Elementary	K thru 5
Maui Preparatory Academy	PreK thru 12	St. Anthony Grade School	K thru 6
Princess Nahi'ena'ena Elementary	K thru 5	St. Anthony Junior and Senior High	7 thru 12
<b>Sacred Hearts Elementary</b>	PreK to 8	Waihe'e Elementary	K thru 5
UpCountry/North Shore		Wailuku Elementary	K thru 5
Carden Academy of Maui	K thru 8		
Clearview Christian Girl's School	6 thru 10	<b>LĀNA'I</b>	
Doris Todd Memorial Christian	PreK thru 8	Lāna'i High and Elementary	K thru 12
Ha'ikū Elementary	K thru 5		
Haleakalā Waldorf	PreK thru 8	<b>MOLOKA'I</b>	
Horizons Academy of Maui	K thru 12	Aka'ula School	5 thru 10
S. Enoka Kalama Intermediate	6 thru 8	Ho'omana Hou School	9 thru 12
Kamehameha School (Maui)	K thru 12	Kaunakakai Elementary	K thru 6
King Kekaulike High	9 thru 12	Kilohana Elementary	K thru 6
Kula Elementary	K thru 5	Kualapu'u Charter School	K thru 6
Makawao Elementary	K thru 5	Maunaloa Elementary	K thru 6
Maui Christian Academy	7 thru 8	Moloka'i Christian Academy	PreK thru 12
Montessori of Maui	PreK thru 8	Moloka'i High	9 thru 12
Pā'ia Elementary	K thru 5	Moloka'i Intermediate	7 thru 8
Pukalani Elementary	K thru 5		
Seabury Hall	6 thru 12		

SOURCES: HAWAII STATE DEPARTMENT OF EDUCATION, RECORDS; HAWAII ASSOCIATION OF INDEPENDENT SCHOOLS, LICENSED PRIVATE SCHOOLS; AND PHONE SURVEY

## 2.2

**PER PUPIL EXPENDITURES BY SCHOOLS  
AND FUNCTIONS, MAUI COUNTY  
2007-2008**

School	Instruction	Instructional Support	Leadership	Operations	Other Commitments
<b>Elementary Schools</b>					
Haiku	5,347.13	3,492.53	569.12	1,733.82	63.69
Kahului	5,504.64	2,718.54	446.88	1,673.58	65.95
Kamali'i	4,474.79	3,070.87	484.19	1,622.06	65.47
Kamehameha III	5,254.87	2,839.96	424.80	1,550.39	64.93
Kaunakakai	8,020.35	6,090.30	917.43	2,506.38	60.91
Kihei	5,497.34	2,496.80	379.25	1,811.51	66.95
Kilohana	6,470.36	7,259.06	1,501.81	2,893.77	60.95
Kualapu'u Charter School <sup>1</sup>	4,573.53	4,661.24	472.05	1,591.05	99.94
Kula	5,252.62	3,225.76	674.97	1,701.89	65.25
Lihikai	5,115.39	2,968.69	307.75	1,527.54	66.31
Makawao	6,394.81	4,058.88	169.54	1,601.98	102.36
Maunaloa	4,795.89	7,832.66	2,076.58	4,394.88	65.54
Nahi'ena'ena	5,478.39	2,890.32	472.99	1,064.42	65.12
Pā'ia	5,606.33	3,486.35	245.84	1,395.01	67.56
Pukalani	6,224.19	3,479.46	657.81	1,640.62	66.50
Waihe'e	4,821.70	2,745.63	469.76	1,554.44	35.06
Wailuku	5,904.48	2,549.22	390.96	1,604.57	64.79
<b>Intermediate Schools</b>					
Īao	5,134.01	3,106.21	450.04	1,675.81	72.66
Kalama	5,961.30	3,840.07	430.16	1,738.70	59.34
Lahaina	4,946.48	3,536.04	391.64	2,274.27	63.46
Lokelani	4,289.01	3,318.00	464.41	1,484.13	83.43
Maui Waena	5,520.00	3,315.12	452.14	1,470.01	62.93
Moloka'i	8,347.30	5,624.58	634.79	1,704.90	60.89
<b>High Schools</b>					
Baldwin	5,272.46	3,620.23	391.03	1,452.08	63.32
Kihei Charter School <sup>1</sup>	5,672.38	4,792.53	54.11	730.31	65.02
King Kekaulike	5,075.68	3,896.96	372.69	1,401.24	66.02
Lahainaluna	4,761.03	4,047.14	358.29	1,411.38	59.15
Maui	4,966.88	3,428.96	364.89	1,418.51	61.07
Moloka'i	6,218.80	6,419.69	509.22	2,118.74	59.74
<b>Multi-Level Schools</b>					
Hāna High & Elem.	8,310.50	6,736.26	507.12	2,106.56	60.06
Lāna'i High & Elem.	5,018.38	5,750.80	718.39	1,772.59	66.89

1. Undistributed allotments

SOURCE: HAWAII STATE DEPARTMENT OF EDUCATION, RECORDS.

## 2.3

**PUBLIC SCHOOLS: ENROLLMENT AND GRADES,  
MAUI DISTRICT**

School	2006	2007	2008	2009	2010
<b>Elementary Schools</b>					
Haiku	412	441	442	421	440
Kahului	895	857	920	956	965
Kamali'i	698	650	653	660	634
Kamehameha III	738	701	689	713	733
Kaunakakai	212	231	225	229	240
Kīhei	793	799	828	870	868
Kilohana	98	111	101	105	88
Kualapu'u Charter School	361	367	379	364	379
Kula	428	455	407	392	415
Lihikai	1118	1006	990	970	1003
Makawao	481	493	491	471	461
Maunaloa	57	62	54	61	69
Nahi'ena'ena	625	624	643	610	607
Pā'ia	209	208	211	227	242
Pomaika'i <sup>1</sup>		327	456	542	588
Pukalani	458	479	484	508	513
Waihe'e	823	819	807	764	746
Wailuku	951	894	849	850	871
<b>Intermediate Schools</b>					
Īao	841	818	861	868	884
Kalama	927	894	847	850	843
Lahaina	584	615	683	693	653
Lokelani	692	651	600	569	565
Maui Waena	987	1015	1056	1054	1068
Moloka'i	160	147	151	171	165
<b>High Schools</b>					
Baldwin	1559	1602	1523	1546	1592
Kīhei Charter School	218	277	365	436	507
King Kekaulike	1352	1354	1331	1254	1147
Lahainaluna	984	996	977	969	1027
Maui	1725	1732	1765	1815	1771
Moloka'i	394	384	360	334	343
<b>Multi-Level Schools</b>					
Hāna High & Elem.	357	327	334	337	340
Lāna'i High & Elem.	609	575	559	542	549

1. School opened 2007 school year

SOURCE: HAWAII STATE DEPARTMENT OF EDUCATION, RECORDS.

## 2.4

**STUDENT PROFILES,  
MAUI COUNTY PUBLIC SCHOOLS,  
YEAR 2009-10**

School	Fall Enrollment	Students Enrolled for the Entire Year	Receiving Free or Reduced Cost Lunch	Students in Special Education	Students with Limited English Proficiency
<b>Elementary Schools</b>					
Haiku	421	89.8%	49.9%	7.6%	3.6%
Kahului	956	95.6%	58.6%	4.9%	31.0%
Kamali'i	660	90.6%	27.4%	6.8%	7.6%
Kamehameha III	713	92.3%	45.2%	7.3%	30.2%
Kaunakakai	229	94.3%	65.5%	15.7%	3.9%
Kīhei	870	91.4%	52.6%	6.2%	22.9%
Kilohana	105	89.5%	75.5%	11.4%	1.0%
Kualapu'u Charter School	364	95.1%	75.5%	6.9%	4.1%
Kula	392	93.4%	32.9%	7.7%	1.3%
Lihikai	970	93.8%	56.8%	5.4%	28.6%
Makawao	471	90.9%	56.7%	11.0%	5.5%
Maunaloa	61	90.2%	95.1%	3.3%	0.0%
Nahi'ena'ena	610	94.4%	39.0%	9.2%	40.0%
Pā'ia	227	93.0%	46.7%	3.5%	5.3%
Pomaika'i	542	94.6%	19.7%	7.7%	4.4%
Pukalani	508	93.7%	49.0%	7.7%	3.9%
Waihe'e	764	95.5%	43.8%	6.7%	5.8%
Wailuku	850	92.6%	38.6%	7.6%	13.1%
<b>Intermediate Schools</b>					
Īao	868	96.0%	36.6%	8.8%	7.6%
Kalama	850	93.6%	43.9%	14.2%	2.8%
Lahaina	693	94.4%	38.5%	12.7%	11.7%
Lokelani	569	92.1%	38.5%	9.3%	12.8%
Maui Waena	1054	95.2%	41.7%	11.0%	17.0%
Moloka'i	171	93.6%	73.1%	13.5%	4.7%
<b>High Schools</b>					
Baldwin	1546	95.8%	24.9%	10.3%	4.7%
King Kekaulike	1254	89.8%	32.9%	15.6%	2.0%
Lahainaluna	969	93.1%	26.2%	11.0%	12.9%
Maui	1815	94.2%	31.0%	11.7%	14.0%
Moloka'i	334	94.9%	63.8%	20.1%	5.1%
<b>Multi-Level Schools</b>					
Hāna High & Elem.	337	95.3%	64.1%	14.5%	0.0%
Lāna'i High & Elem.	542	95.8%	36.5%	18.1%	14.9%

SOURCE: HAWAII STATE DEPARTMENT OF EDUCATION, ACCOUNTABILITY RESOURCE CENTER (ARCH), SCHOOL STATUS AND IMPROVEMENT REPORTS, SCHOOL YEAR 2009-2010.

## 2.5

## ETHNIC PROFILES, MAUI COUNTY PUBLIC SCHOOLS, SCHOOL YEAR 2009-2010

School	Chinese	Filipino	Hawaiian	Part Hawaiian	Japanese	Portuguese	Hispanic	White	Other <sup>1</sup>
<b>Elementary Schools</b>									
Haiku	1.1%	3.9%	3.4%	24.5%	3.2%	1.8%	3.4%	45.5%	13.1%
Kahului	1.2%	52.9%	4.3%	18.7%	4.3%	1.2%	2.9%	1.7%	12.7%
Kamali'i	0.9%	8.8%	2.8%	13.1%	3.1%	1.0%	6.3%	47.5%	16.2%
Kamehameha III	0.6%	12.5%	1.0%	12.8%	1.8%	0.3%	18.0%	19.4%	33.8%
Kaunakakai	0.0%	17.8%	2.1%	68.6%	0.8%	0.8%	0.0%	6.4%	3.4%
Kihei	0.4%	27.1%	1.5%	19.8%	0.8%	0.2%	9.9%	16.5%	23.8%
Kilohana	0.0%	3.0%	4.0%	83.2%	0.0%	0.0%	1.0%	4.0%	5.0%
Kualapu'u Charter	0.0%	9.2%	2.6%	84.7%	0.0%	0.0%	0.3%	1.6%	1.6%
Kula	2.7%	5.1%	7.8%	26.9%	5.1%	5.4%	2.4%	36.2%	8.3%
Lihikai	1.6%	41.7%	3.5%	21.1%	4.7%	0.7%	4.2%	3.1%	19.2%
Makawao	1.9%	11.8%	11.2%	30.2%	5.6%	5.2%	6.0%	14.1%	14.1%
Maunaloa	0.0%	13.3%	6.7%	71.7%	0.0%	0.0%	0.0%	1.7%	6.7%
Nahi'ena'ena	1.3%	43.3%	5.5%	16.4%	1.9%	0.0%	13.0%	4.1%	14.6%
Pā'ia	0.9%	11.1%	17.9%	44.0%	1.7%	1.3%	0.9%	7.7%	14.6%
Pomaika'i	1.8%	28.6%	4.7%	17.4%	15.6%	2.5%	3.3%	16.8%	9.3%
Pukalani	1.2%	14.9%	7.9%	31.1%	9.5%	5.6%	5.4%	12.2%	12.2%
Waihe'e	2.7%	25.3%	13.2%	38.2%	5.4%	1.7%	1.3%	5.9%	6.4%
Wailuku	2.8%	16.2%	6.3%	28.0%	13.3%	2.1%	4.8%	7.7%	18.9%
<b>Intermediate Schools</b>									
Īao	2.1%	20.5%	9.2%	26.8%	11.3%	2.9%	2.7%	10.5%	14.1%
Kalama	1.2%	9.8%	8.4%	31.6%	5.4%	6.1%	3.5%	22.8%	11.2%
Lahaina	0.1%	33.4%	2.9%	14.3%	2.8%	0.9%	15.2%	13.0%	17.5%
Lokelani	0.7%	31.0%	1.6%	12.7%	2.3%	0.4%	6.5%	28.3%	16.6%
Maui Waena	0.9%	47.5%	2.8%	18.1%	7.1%	1.9%	3.7%	4.8%	13.4%
Moloka'i	0.0%	11.6%	1.2%	81.1%	1.8%	0.0%	0.0%	3.0%	1.2%
<b>High Schools</b>									
Baldwin	1.5%	21.8%	5.8%	25.6%	15.2%	1.6%	2.2%	11.4%	14.8%
King Kekaulike	0.8%	10.4%	5.5%	24.1%	8.5%	7.2%	2.7%	29.9%	10.9%
Lahainaluna	0.2%	33.5%	2.7%	17.5%	2.9%	1.2%	9.1%	18.2%	14.5%
Maui	0.6%	49.7%	2.0%	14.0%	4.9%	1.3%	4.8%	9.1%	13.7%
Moloka'i	0.0%	11.7%	9.4%	65.7%	2.3%	0.9%	0.3%	6.5%	3.0%
<b>Multi-Level Schools</b>									
Hāna High & Elem.	0.3%	0.8%	3.6%	79.7%	1.1%	0.8%	1.1%	8.1%	4.5%
Lāna'i High & Elem.	0.7%	56.9%	5.3%	16.9%	2.9%	0.6%	0.9%	5.3%	10.3%

1. Other includes Native American, Black, Korean, Samoan, Indo-Chinese, and Others.

SOURCE: HAWAII STATE DEPARTMENT OF EDUCATION, ACCOUNTABILITY RESOURCE CENTER (ARCH), SCHOOL STATUS AND IMPROVEMENT REPORTS, SCHOOL YEAR 2009-2010.

## 2.6

### COMMUNITY PROFILES, MAUI COUNTY PUBLIC SCHOOLS

School Community	Population	% of Population Aged 5-19	Number of Families	% of Families with Children Under 18	% of Families Headed by Single Mother	Median Household Income	% of Households Receiving Public Assistance Income	% of Families with Children Living in Poverty
State of Hawai'i	1,211,537	20.6%	287,068	45.0%	18.3%	\$49,820	7.6%	11.2%
Baldwin Complex	22,782	22.4%	5,308	49.9%	19.2%	\$51,251	7.1%	10.6%
King Kekaulike Complex	33,406	22.1%	8,200	51.6%	19.9%	\$52,638	5.3%	8.8%
Lahainaluna Complex	17,967	17.3%	3,789	43.2%	19.2%	\$56,315	4.5%	8.9%
Maui Complex	41,634	19.7%	9,630	45.9%	20.6%	\$48,679	6.2%	9.2%
Hāna Complex	1,855	25.0%	406	47.3%	17.2%	\$37,898	7.6%	19.4%
Lāna'i Complex	3,193	22.8%	805	50.1%	16.9%	\$43,642	4.9%	8.9%
Moloka'i Complex	7,257	28.3%	1,761	47.0%	22.5%	\$33,894	14.1%	23.6%

Note: All figures based on 2000 Census

SOURCE: HAWAII STATE DEPARTMENT OF EDUCATION, ACCOUNTABILITY RESOURCE CENTER (ARCH), SCHOOL STATUS AND IMPROVEMENT REPORTS, SCHOOL YEAR 2009-2010.

## 2.7

### COMMUNITY EDUCATION ATTAINMENT LEVEL MAUI COUNTY PUBLIC SCHOOLS

School Community	College Graduate	Some College	High School	Less than High School Graduate
State of Hawai'i	26.2%	29.9%	28.5%	15.4%
Baldwin Complex	21.1%	29.0%	31.6%	18.3%
King Kekaulike Complex	28.2%	34.5%	26.3%	11.1%
Lahainaluna Complex	22.1%	29.7%	31.8%	16.4%
Maui Complex	20.8%	32.6%	28.2%	18.4%
Hāna Complex	14.4%	27.7%	42.7%	15.2%
Lāna'i Complex	16.5%	25.7%	27.2%	30.6%
Moloka'i Complex	13.8%	26.3%	38.0%	21.9%

Note: All figures based on 2000 Census

SOURCE: HAWAII STATE DEPARTMENT OF EDUCATION, ACCOUNTABILITY RESOURCE CENTER (ARCH), SCHOOL STATUS AND IMPROVEMENT REPORTS, SCHOOL YEAR 2009-2010.

## 2.8

### SCHOOL COMPLETION, MAUI COUNTY PUBLIC SCHOOLS, SCHOOL YEAR 2008-2009

School	Total Completers <sup>1</sup>	Diploma Graduates	Certificate of Completion	Individual Program	School Dropouts <sup>2</sup>
<b>High Schools</b>					
Baldwin	98.3%	95.1%	0.0%	3.2%	9.3%
King Kekaulike	98.5%	95.9%	0.0%	2.6%	18.8%
Lahainaluna	91.0%	90.4%	0.0%	0.6%	16.1%
Maui	97.5%	94.8%	0.0%	2.8%	13.4%
Moloka'i	100.0%	96.3%	0.0%	3.7%	2.7%
<b>Multi-Level Schools</b>					
Hāna High & Elem.	100.0%	91.7%	0.0%	8.3%	22.7%
Lāna'i High and Elem.	97.6%	83.3%	0.0%	14.3%	4.7%

1. Completers statistics are based on the senior class graduation rate.

2. Dropout rates are based on the cohort of first time 9th graders who dropped out prior to graduation.

SOURCE: HAWAII STATE DEPARTMENT OF EDUCATION, ACCOUNTABILITY RESOURCE CENTER (ARCH), SCHOOL STATUS AND IMPROVEMENT REPORTS, SCHOOL YEAR 2009-2010.

## 2.9

## TEACHING STAFF PROFILES, MAUI COUNTY PUBLIC SCHOOLS, SCHOOL YEAR 2009-2010

School	Teacher Head-count	Teachers With 5 or More Years at this School	Teachers With Advanced Degrees	Average Years Experience	Student Teacher Ratio Regular Instruction	Student Teacher Ratio Special Education
<b>Elementary Schools</b>						
Haiku	27	16	8	13.2	17.7	6.4
Kahului	55	27	15	12.6	19.8	5.2
Kamali'i	38	24	10	11.3	19.8	6.4
Kamehameha III	45	23	17	10.3	17.4	7.4
Kaunakakai	21	10	5	9.2	13.8	5.1
Kīhei	56	31	12	9.8	16.7	7.7
Kilohana	8	2	2	9.1	15.5	6.0
Kualapu'u Charter	29	13	6	6.1	13.0	8.3
Kula	25	15	6	16.4	16.5	10.0
Lihikai	58	41	16	14.5	18.0	7.4
Makawao	35	17	8	12.8	15.5	6.5
Maunaloa	4	2	1	8.8	14.8	0.0
Nahi'ena'ena	46	25	17	10.4	15.6	5.6
Pā'ia	17	9	2	12.7	16.8	2.7
Pomaika'i	35	0	12	8.6	17.2	7.0
Pukalani	33	9	10	10.6	18.8	4.9
Waihe'e	46	30	9	14.7	18.5	7.3
Wailuku	55	33	18	13.5	17.8	5.9
<b>Intermediate Schools</b>						
Īao	48	23	18	9.5	19.3	10.9
Kalama	54	34	26	14.8	17.4	10.1
Lahaina	41	23	21	8.1	18.3	11.0
Lokelani	40	27	12	10.2	14.7	10.6
Maui Waena	65	36	18	11.6	18.0	8.9
Moloka'i	12	9	1	16.0	14.8	11.5
<b>High Schools</b>						
Baldwin	90	60	32	13.8	19.3	8.8
King Kekaulike	79	41	41	8.4	17.9	9.8
Lahainaluna	63	38	22	9.1	17.6	8.2
Maui	108	62	39	11.3	18.6	10.1
Moloka'i	30	22	10	11.3	12.1	9.6
<b>Multi-Level Schools</b>						
Hāna High & Elem.	28	18	8	11.2	13.7	9.8
Lāna'i High & Elem.	44	24	18	9.5	13.5	9.8

SOURCE: HAWAII STATE DEPARTMENT OF EDUCATION, ACCOUNTABILITY RESOURCE CENTER (ARCH), SCHOOL STATUS AND IMPROVEMENT REPORTS, SCHOOL YEAR 2009-2010.



## 2.10

**SUBJECT PROFICIENCIES, MAUI COUNTY SCHOOLS,  
SCHOOLS YEAR 2009-2010**

School	Grade	% Proficient Reading	% Proficient Math	% Proficient Science
<b>Elementary Schools</b>				
Haiku	4	84%	69%	65%
Kahului	4	61%	56%	31%
Kamali'i	4	71%	62%	54%
Kamehameha III	4	58%	43%	41%
Kaunakakai	4	56%	61%	50%
Kihei	4	63%	54%	44%
Kilohana	4	38%	15%	31%
Kualapu'u Charter School	4	64%	59%	25%
Kula	4	70%	62%	70%
Lihikai	4	53%	50%	33%
Makawao	4	66%	54%	49%
Maunaloa	4	36%	27%	18%
Nahi'ena'ena	4	35%	25%	29%
Pā'ia	4	76%	79%	38%
Pomaika'i	4	76%	48%	56%
Pukalani	4	72%	61%	59%
Waihe'e	4	56%	44%	37%
Wailuku	4	69%	64%	54%
State Average	4	63%	50%	49%
<b>Intermediate Schools</b>				
Īao	6	41%	32%	28%
Kalama	6	44%	41%	34%
Lahaina	6	46%	34%	21%
Lokelani	6	56%	49%	36%
Maui Waena	6	51%	38%	34%
Moloka'i <sup>1</sup>	7	52%	29%	NA
State Average	6	59%	50%	41%
<b>High Schools</b>				
Baldwin	10	69%	44%	33%
King Kekaulike	10	68%	31%	31%
Lahainaluna	10	61%	24%	19%
Maui	10	64%	25%	15%
Moloka'i	10	47%	23%	12%
<b>Multi-Level Schools</b>				
Hāna High & Elem.	10	71%	19%	19%
Lāna'i High & Elem.	10	65%	22%	16%
State Average	10	71%	38%	27%

1. Moloka'i Intermediate School consists of only grades 7 and 8; no science proficiency tests are given at these levels.

SOURCE: HAWAII STATE DEPARTMENT OF EDUCATION, ACCOUNTABILITY RESOURCE CENTER (ARCH), SCHOOL STATUS AND IMPROVEMENT REPORTS, SCHOOL YEAR 2009-2010.

2.11

**PRIVATE SCHOOL CHARACTERISTICS,  
SCHOOL YEAR 2009-2010**

School	Classroom Teachers (FTE)	Student Teacher Ratio	Amer Ind/ Alaskan Native	Asian	Black	Hispanic	White	Native Hawaiian/ Pacific Islander	Two or more races
Aka'uia School	4.8	12.3	0	0	1	11	9	35	3
Carden Academy of Maui	12.8	8.3	NA	NA	NA	NA	NA	NA	NA
Christ the King	7.0	12.4	1	0	0	0	2	14	70
Clearview Christian Girl's School	5.	3.3	0	0	0	0	12	1	6
Doris Todd Memorial Christian	13.0	7.6	0	23	1	6	43	15	11
Emmanuel Lutheran	10.0	16.4	0	10	2	2	19	0	131
Haleakalā Waldorf	19.9	9.9	0	12	5	3	62	18	97
Horizons Academy of Maui	3.3	4.5	1	1	0	1	11	1	0
Ka'ahumanu Hou Christian	6.0	10.3	0	10	0	3	17	12	20
Kamehameha Schools (Maui)	75.0	14.7	0	0	0	0	0	1,101	0
Maui Adventist	3.0	9.7	0	1	0	1	1	16	10
Maui Preparatory Academy	19.8	8.4	0	6	3	5	139	10	3
Montessori Hale O Keiki	12.8	4.8	0	4	1	1	39	4	13
Montessori of Maui	24.9	8.4	0	13	2	11	122	15	47
Sacred Hearts Elementary	10.9	16.9	0	19	2	12	137	12	2
Seabury Hall	45.5	9.6	2	50	9	8	288	32	47
St. Anthony Grade School	8.3	20.5	0	NA	0	3	52	NA	NA
St. Anthony Junior & Senior High	16.6	11.1	1	41	0	6	86	3	47

NA: Not available

SOURCE: NATIONAL CENTER FOR EDUCATIONAL STATISTICS (NCES).

2.12

**PRIVATE SCHOOL TUITION,  
MAUI COUNTY 2009-2010**

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<b>School</b>	<b>Tuition Fees \$</b>
Aka'ula School	6,000
Carden Academy of Maui	7,650 - 8,950
Christ the King	4,500
Clearview Christian Girl's School	6,100 - 6,500
Doris Todd Memorial Christian	5,145 - 5,460
Emmanuel Lutheran	4,570 - 5,360
Haleakalā Waldorf	10,700
Ho'omana Hou School	5,000
Horizons Academy of Maui	14,500 - 15,285
Ka'ahumanu Hou Christian	4,135 - 5,382
Kamehameha Schools (Maui)	2,695 - 3,395
Maui Adventist	3,200 - 4,200
Maui Preparatory Academy	12,000 - 14,250
Montessori Hale O Keiki	8,750 - 9,400
Montessori of Maui	10,150 - 11,800
Sacred Hearts Elementary	5,730 - 5,980
Seabury Hall	16,100
St. Anthony Grade School	4,450 - 4,550
St. Anthony Junior & Senior High	9,500
St. Joseph	4,880

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SOURCE: HAWAII COUNCIL OF PRIVATE SCHOOL, PRIVATE SCHOOL TUITION REPORT 2009-2010

## 2.13

**PRIVATE SCHOOL ENROLLMENT BY GRADES,  
MAUI DISTRICT**

School	PreK	K	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	Total
Aka'ula School						5	8	16	13	4	2				48
Carden Academy of Maui		12	13	15	16	16	16	13	6						123
Christ the King	64	12	9	12	10	6									113
Clearview Christian Girl's School							2	5	4	3	3				17
Doris Todd Memorial Christian	32	18	10	16	10	12	10	24	16	17					165
Emmanuel Lutheran	36	22	22	20	20	20	22	18	17						217
Haleakalā Waldorf	47	36	24	25	24	17	26	24	11	24					258
Ho'omana Hou School											4	3	4	1	12
Horizons Academy of Maui		1	1	1	1	2	2	1	2	2	1	2	3	2	21
Ka'ahumanu Hou Christian	50	3	2	5	7	3	1	8	6	3	4	4	2	2	100
Kamehameha Schools (Maui)		40	40	40	48	48	48	108	108	108	120	120	120	120	1068
Maui Adventist		2	3	5	5	2	5	1	2	1					26
Maui Preparatory Academy	15	15	17	14	19	6	7	13	9	12	10	10	14	13	174
Montessori Hale O Keiki	18	12	11	6	7	4	3	2	3	1					67
Montessori of Maui	61	25	20	21	15	20	16	6	11	14					209
Sacred Hearts School	29	13	18	20	12	23	18	18	17	16					184
Seabury Hall							45	44	44	44	82	76	80	74	445
St. Anthony Grade School		23	15	20	20	25	22	26							151
St. Anthony Junior & Senior High									15	22	17	35	22	26	137

SOURCE: HAWAII COUNCIL OF PRIVATE SCHOOL, PRIVATE SCHOOL ENROLLMENT REPORT 2010-2011

## 2.14

**LIBRARY HOLDINGS AND CIRCULATION,  
HAWAI'I STATE PUBLIC LIBRARY SYSTEM,  
MAUI LIBRARY DISTRICT**

	2008	2009	2010
<b>Library Locations, June 30</b>	8	8	8
<b>Personnel, June 30</b>	NA	43	42
<b>Circulation, year ending June 30</b>	710,712	734,002	679,233
<b>Collections, June 30</b>			
Books	393,906	398,980	406,119
Periodical Subscriptions	777	880	629
DVDs and Videotapes	19,225	20,782	22,050
Sound Recordings	20,811	20,670	14,588
Sound Recordings	19,787	20,811	20,670

NA: Not available

SOURCE: HAWAI'I STATE PUBLIC LIBRARY SYSTEM, INFORMATION MANAGEMENT BRANCH, RECORDS.

## 2.15

**LIBRARY HOLDINGS AND CIRCULATION,  
UNIVERSITY OF HAWAI'I MAUI COLLEGE**

Year	Number of Volumes, June 30 <sup>1</sup>	Circulation, year ended June 30 <sup>2</sup>
2001	50,416	22,020
2002	51,130	7,401
2003	52,737	8,126
2004	55,220	9,680
2005	57,408	7,756
2006	59,489	6,800
2007	61,572	15,392
2008	61,853	21,477
2009	63,967	7,865
2010	64,402	38,908

1. Includes holdings on Moloka'i, Lāna'i, and Hāna

2. Circulation also includes in-house and interlibrary loan counts

SOURCE: UNIVERSITY OF HAWAI'I AT MĀNOA, UNIVERSITY LIBRARIES, RECORDS.

2.16

**DEGREES AND CERTIFICATES OFFERED  
AT UNIVERSITY OF HAWAI'I MAUI COLLEGE**

Program	Degrees and Certificates Offered <sup>1</sup>			Total Earned <sup>2</sup>	Degrees	Certificates of Achievement
<b>Total</b>	19	14	17	336	226	137
<b>Field of Study</b>						
<b>General and Pre-professional Education</b>						
Liberal Arts	AA			96	96	
<b>Career and Technical Education</b>						
<b>Business</b>						
Accounting	AAS	CA		19	11	8
Applied Business and Information Technology	BAS			2	2	
Business Careers	AAS	CA		12	8	4
Business Technology	AAS	CA	CC	15	8	7
Hospitality and Tourism	AAS	CA	CC	7	4	3
Medical Assistant			CC			
<b>Food Services</b>						
Culinary Arts	AAS	CA		33	24	9
Pastry Cook			CC			
<b>Health Services</b>						
Dental Hygiene	AS					
Dental Assisting			CC			
Nursing	AS			31	31	
Practical Nursing		CA		74		74
<b>Public Services</b>						
Administration of Justice	AAS	CA				
Human Services	AS	CA		30	14	16
Early Childhood Education			CC			
Substance Abuse Counseling			CC			
<b>Trades and Technology</b>						
Agriculture and Natural Resources	AAS	CA		9	6	3
Landscape Maintenance			CC			
Sustainable Tropical Crop Production			CC			
Turfgrass Specialist			CC			
Auto Body Repair and Painting	AAS	CA				
Auto Body Refinishing			CC			
Corrosion			CC			
Automotive/ Automotive Mechanics Technology	AAS	CA		11	6	5
Electronic and Computer Engineer Tech	AS	CA	CC	17	12	5
Engineering Technology	BAS					
Fashion Technology	AAS	CA		3	2	1
Dressmaker			CC			
Fashion-Fabric Salesperson			CC			
Seamstress			CC			
Sustainable Construction Technology	AAS	CA	CC	5	2	2
<b>Interdisciplinary Program</b>	ATS					

AA: Associate in Arts; AS: Associate in Science; AAS: Associate in Applied Science; ATS: Associate in Technical Studies; BAS: Bachelor's in Applied Science, CA: Certificate of Achievement; CC: Certificate of Completion

1. As of Fall 2009

2. Degrees and certificates earned during year running July 1, 2007 to June 30 2008

SOURCE: UNIVERSITY OF HAWAI'I, INSTITUTIONAL RESEARCH OFFICE, DEGREES AND CERTIFICATES EARNED, JULY 1, 2007 - JUNE 30 2008.

## 2.17

**HAWAI'I HIGH SCHOOL GRADUATES ENTERING  
THE UNIVERSITY OF HAWAI'I SYSTEM  
BY HIGH SCHOOL, FALL 2010**

School	Total Grads	UH System	Mānoa	Hilo	West O'ahu	Maui College	Other Campuses
<b>Public Schools, Maui County</b>							
Baldwin	338	119	21	2	1	87	8
Hāna	24	14	1	0	0	8	5
Kīhei Charter School	31	12	0	0	0	10	2
King Kekaulike	264	93	19	0	0	71	3
Lahainaluna	161	51	8	1	0	35	7
Maui	390	166	9	2	0	145	10
Lāna'i	41	16	1	4	0	7	4
Moloka'i	81	20	2	0	0	11	7
<b>Private Schools, Maui County</b>							
Ho'omana Hou	1	0	0	0	0	0	0
Horizons Academy of Maui	1	0	0	0	0	0	0
Ka'ahumanu Hou	4	2	0	0	0	2	0
Kamehameha Maui	110	51	13	5	0	30	3
Saint Anthony	39	13	3	1	0	7	2
Seabury Hall	70	11	7	0	0	3	1
	62	5	2	0	0	3	0

SOURCE: UNIVERSITY OF HAWAII, INSTITUTIONAL RESEARCH OFFICE, HIGH SCHOOL BACKGROUND OF FIRST-TIME STUDENTS, FALL 2010.

## 2.18

**ENROLLMENT PROJECTIONS FOR UNIVERSITY OF HAWAI'I  
MAUI COLLEGE, 2010-2016**

	Historic	Projections					
	2010	2011	2012	2013	2014	2015	2016
<b>Status</b>							
Full time	1,830	1,905	1,944	1,976	2,003	2,016	2,026
Part time	2,537	2,628	2,683	2,728	2,765	2,782	2,797
<b>Degree Type</b>							
Liberal arts	2,242	2,320	2,360	2,392	2,419	2,441	2,451
Career & Technical Ed	1,616	1,696	1,748	1,789	1,820	1,846	1,862
Unclassified	289	308	306	307	311	300	298
Home-based at Other UH campus	220	209	213	216	218	211	212

SOURCE: STATE OF HAWAII, INSTITUTIONAL RESEARCH OFFICE, ENROLLMENT PROJECTIONS FALL 2011 TO FALL 2016.

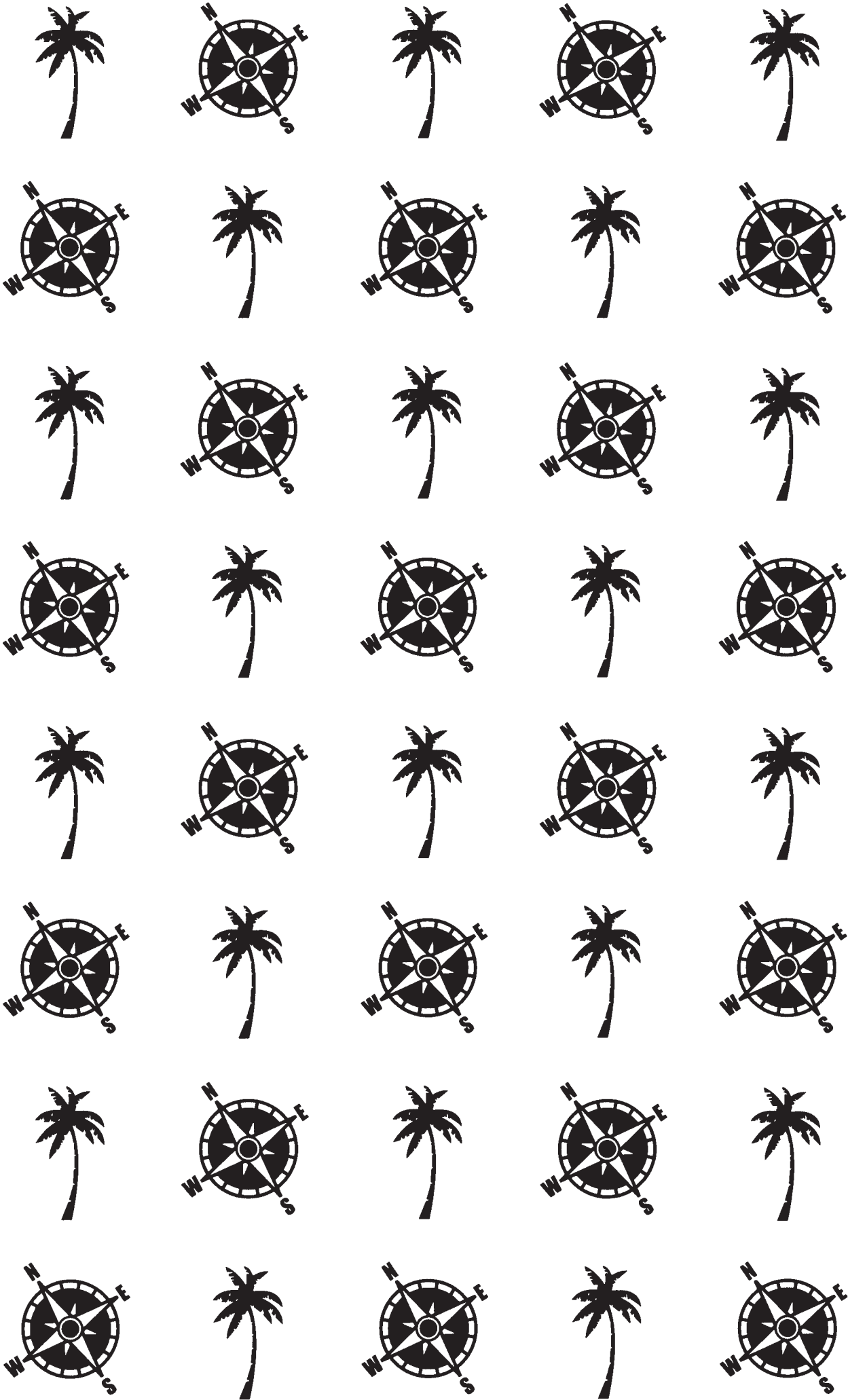
2.19

**UNIVERSITY OF HAWAI‘I MAUI COLLEGE,  
NUMBER OF STUDENTS AND FACULTY**

<b>Fall Semester</b>	<b>Total</b>	<b>Full-time</b>	<b>Part-time</b>
<b>Students Enrolled</b>			
1993	2,578	870	1,708
1994	2,809	912	1,897
1995	2,765	985	1,780
1996	2,854	1,046	1,808
1997	2,787	1,062	1,725
1998	2,849	1,593	1,256
1999	2,862	1,573	1,289
2000	2,678	1,493	1,185
2001	2,699	1,453	1,246
2002	2,989	1,630	1,359
2003	2,985	1,659	1,326
2004	2,996	1,682	1,314
2005	2,903	1,672	1,231
2006	2,481	1,611	1,230
2007	2,981	1,651	1,330
2008	3,287	1,892	1,395
2009	4,114	1,733	2,381
2010	4,367	1,830	2,537
<b>Number of Faculty</b>			
1993	156	85	71
1994	157	84	73
1995	148	80	68
1996	161	83	78
1997	161	83	78
1998	162	86	76
1999	165	87	78
2000	169	86	83
2001	180	90	90
2002	186	97	89
2003	160	92	68
2004	191	98	68
2005	179	99	80
2006	160	76	84
2007	154	87	67

SOURCE: UNIVERSITY OF HAWAI‘I, INSTITUTIONAL RESEARCH OFFICE, FALL ENROLLMENT REPORT AND FACULTY AND STAFF REPORT.  
UNIVERSITY OF HAWAI‘I MAUI COLLEGE BENCHMARKING DATA 2008 AND 2009.





# Geography & Land Use

## Section 3

### Geography & Land Use

This section presents statistics on physical geography, water areas, climate, land use, value and ownership. Information on agriculture, forests and parks may be found in other sections of the book.

Maui County consists of four of the major eight islands in the State of Hawai'i: Maui, Moloka'i, Lāna'i and Kaho'olawe. The total land area of Maui County is 1,171.0 square miles with a general coastline of 210 statute miles. The highest peak in the county is Haleakalā (Red Hill), Maui, at 10,023 feet; the largest stream is Kaliainui-Wai'ale Gulch, Maui, 18 miles; the most extensive lake or similar body, Keālia Pond (Marsh), Maui, 500 acres and the highest waterfall (in the county and in the state) is Kahiwa, Moloka'i, a 1,750-foot cascade.

The climate of Maui County is defined by average temperatures ranging from 83.8 degrees in the warmest month at Kahului Airport, Maui, to 67.4 degrees in the coolest month. Rainfall varies greatly. Annual averages for rainfall in the county range from 81 inches in Hāna, to 26 inches in Moloka'i, to 30 inches at Kapalua-West Maui Airport.

The State Land Use Commission has zoned 28,619 acres in Maui County as urban, 311,601 as conservation, 402,354 as agricultural and 8,326 as rural.

In the State of Hawai'i, land ownership data indicates that the federal government owns 3.9 percent of all land, the state and counties own 25.7 percent, and private owners (chiefly large estates) have 70.3 percent. The island of Kaho'olawe (28,800 acres) was transferred from the federal government to the State of Hawai'i in May, 1994.

Considerable caution is necessary in comparing statistics from different sources on land use and ownership. Variations in definitions and survey dates seriously affect comparability.

Sources important to these tables are the U.S. National Climatic Data Center, and The State of Hawai'i Data Book, published annually by the Department of Business, Economic Development and Tourism.

### 3.1.1

## LAND AND WATER AREA OF COUNTIES AND ISLANDS

County or Island	Square Miles			Acres <sup>1</sup>	
	Total	Land <sup>2</sup>	Inland Water <sup>3</sup>	Total	Land
<b>State Total</b>	<b>6,470.8</b>	<b>6,425.2</b>	<b>45.6</b>	<b>4,141,312</b>	<b>4,112,128</b>
Counties <sup>4</sup>					
Hawai'i	4,035.2	4,034.2	1.0	2,582,528	2,581,888
Maui	1,171.0	1,161.6	9.4	749,440	743,424
Kalawao	14.3	13.3	1.0	9,152	8,512
Honolulu <sup>5</sup>	620.5	596.3	24.2	397,120	381,632
Kaua'i <sup>5</sup>	629.8	619.8	10.0	403,072	396,672
Islands <sup>4</sup>					
Hawai'i	4,035.2	4,034.2	1.0	2,582,528	2,581,888
Maui <sup>6</sup>	734.5	728.6	5.9	470,080	466,304
Kaho'olawe	45.9	45.0	0.9	29,376	28,800
Lāna'i	141.2	140.4	0.8	90,368	89,856
Moloka'i	263.7	260.9	2.8	168,768	166,976
O'ahu	617.6	593.6	24.0	395,264	379,904
Kaua'i	558.2	549.4	8.8	357,248	351,616
Ni'ihau <sup>7</sup>	71.1	70.0	1.1	45,504	44,800
Ka'ula	0.4	0.4	—	256	256

1 Areas in acres were calculated directly from the figures shown for square miles; these equivalents were independently rounded, and hence may not add exactly to the indicated totals and subtotals. One square mile = 640 acres.

2 Dry land and land temporarily or partially covered by water, as marshland, swamps, etc. streams and canals under one-eighth statute mile wide; and lakes, reservoirs, and ponds under 40 acres of area.

3 Permanent inland water surface, such as lakes, reservoirs, and ponds having 40 acres or more of area; streams, sloughs, estuaries, and canals one-eighth statute mile or more in width; deeply indented embayments and sounds, and other coastal waters behind or sheltered by headlands or islands separated by less than 1 nautical mile of water and islands having less than 40 acres of area.

4 Because of rounding, island figures may not add to county figures.

5 Reflect inclusion of Ka'ula in the County of Kaua'i rather than in the City and County of Honolulu (Act 245, S.L.H. 1988, approved June 9, 1988).

6 Molokini, offshore of Maui, not measured; other sources give the area of Molokini as 18.6 acres (0.03 square miles).

7 Includes Lehua, previously reported as 243 acres (0.38 square miles).

SOURCE: HAWAII STATE DEPARTMENT OF PLANNING AND ECONOMIC DEVELOPMENT, REMEASUREMENTS OF THE AREA OF HAWAII, 1982 (STATISTICAL MEMORANDUM 83-6, MAY 18, 1983); HAWAII STATE DEPARTMENT OF BUSINESS AND ECONOMIC DEVELOPMENT, *STATE OF HAWAII DATA BOOK*.

### 3.1.2

## GENERAL COASTLINE AND TIDAL SHORELINE OF HAWAI'I, BY COUNTY AND ISLAND

	General Coastline <sup>1</sup>		Tidal Shoreline <sup>2</sup>	
	Statute Miles	Kilometers <sup>3</sup>	Statute Miles	Kilometers
<b>State Total</b>	<b>750</b>	<b>1207</b>	<b>1052</b>	<b>1693</b>
<b>Counties</b>				
Hawai'i	266	428	313	504
Maui and Kalawao	210	338	343	552
Honolulu	137	220	234	377
Kaua'i	137	220	162	261
<b>Islands<sup>4</sup></b>				
Hawai'i	266	428	313	504
Maui	120	193	149	240
Kaho'olawe	29	47	36	58
Lāna'i	47	76	52	84
Moloka'i	88	142	106	171
O'ahu	112	180	209	336
Kaua'i	90	145	110	177
Kaua'i	45	72	50	80
Ka'ula	2	3	2	3
<b>Northwestern Hawaiian Islands<sup>5</sup></b>				
Nihoa	3	5	3	5
Necker Island	2	3	2	3
French Frigate Shoals	6	10	6	10
Laysan Island	6	10	6	10
Lisianski Island	3	5	3	5
Kure Atoll	5	8	5	8

<sup>1</sup> Figures are lengths of general outline of seacoast. Data for the four islands of Maui County are not consistent with the reported county total.

<sup>2</sup> Shoreline of outer coast, offshore islands, bays, rivers, and creeks is included to the head of tidewater or to a point where tidal waters narrow to a width of 100 feet.

<sup>3</sup> Derived from data expressed in statute miles; independently rounded and accordingly may not add exactly to indicated totals and subtotals. 1 mile = 1.609 km.

<sup>4</sup> Data are not available for 4 minor islands: Molokini, Lehua, Gardner Pinnacles, Maro Reef, and Pearl and Hermes Atoll.

<sup>5</sup> Excludes the Midway Islands, which are part of the Hawaiian archipelago but not legally part of the State of Hawai'i. (Midway has a general coastline of 20 miles and a tidal shoreline of 33 miles.)

SOURCE: HAWAI'I STATE DEPARTMENT OF PLANNING AND ECONOMIC DEVELOPMENT, HAWAI'I, THE NATURAL ENVIRONMENT (1974), P. 13; HAWAI'I STATE DEPARTMENT OF BUSINESS AND ECONOMIC DEVELOPMENT, THE STATE OF HAWAI'I DATA BOOK, 1989 (NOVEMBER 1989), TABLE 131.

### 3.1.3

## MAJOR NAMED WATERFALLS, MAUI COUNTY

<b>Waterfall</b>	<b>Cascade Height (feet)</b>	<b>Horizontal Distance (feet)</b>	<b>Average Discharge (million gal/day)</b>
<b>Maui</b>			
Honokōhau	1,120	500	26.6
Waihi'umalu	400	150	
Waimoku	40	50	37.1
<b>Moloka'i</b>			
Kahiwa	1,750	1,000	
Pāpalaua	1,200	500	
Wailele	500	150	
Hāloku	500	200	
Hīpuapua	500	300	
'Olo'upena	300	150	
Moa'ula	250	200	19.7

Note: Includes the largest named waterfalls in each island, either in height or average discharge; all other named falls 250 feet high or over; and well-known small falls. Many unnamed falls have sheer drops of 200 feet or more.

SOURCE: U.S. GEOLOGICAL SURVEY, RECORDS; HAWAII STATE DEPARTMENT OF LAND AND NATURAL RESOURCES, DIVISION OF WATER AND LAND DEVELOPMENT, RECORDS, AND HAWAII STATE DEPARTMENT OF PLANNING AND ECONOMIC DEVELOPMENT, HAWAII, THE NATURAL ENVIRONMENT(1974), P.18.

### 3.1.4

## ELEVATIONS OF MAJOR SUMMITS

*Elevation of the highest point on each island and other important peaks*

Island and Summit		Feet	Meters
<b>Hawai'i</b>	Mauna Ke'a <sup>1</sup>	13,796	4,205
	Mauna Loa <sup>2</sup>	13,679	4,169
	Hualālai	8,271	2,521
	Kaunu o Kaleihoochie	5,480	1,670
	Kīlauea (Uwēkahuna)	4,093	1,248
	Kīlauea (Halema'uma'u Rim)	3,660	1,116
<b>Kaho'olawe</b>	Pu'u 'O Moa'ula Nui	1,483	452
	Pu'u Moa'ula Iki	1,434	437
<b>Maui</b>	Haleakalā (Red Hill)	10,023	3,055
	Haleakalā (Kaupō Gap)	8,201	2,500
	Pu'u Kukui	5,788	1,764
	'Īao Needle	2,250	686
<b>Lāna'i</b>	Lāna'ihale	3,366	1,026
<b>Moloka'i</b>	Kamakou	4,961	1,512
	Oloku'i	4,606	1,404
	Kaunuohua	4,535	1,382
	Kalaupapa Lookout	1,600	488
	Mauna Loa (Kukui)	1,430	436
<b>O'ahu</b>	Ka'ala	4,003	1,220
	Pu'u Kalena	3,504	1,068
	Kōnahuanui	3,150	960
	Tantalus	2,013	614
	Olomana	1,643	501
	Koko Crater (Kohelepelepe)	1,208	368
	Nu'uaniu Pali Lookout	1,186	361
	Diamond Head	760	232
	Koko Head	642	196
Punchbowl	500	152	

### 3.1.4

#### CONTINUED

Island and Summit		Feet	Meters
<b>Kaua'i</b>	Kawaikini	5,243	1,598
	Wai'ale'ale	5,148	1,569
	Nāmolokama Mountain	4,421	1,348
	Kalalau Lookout	4,120	1,256
	Hā'upu	2,297	700
	Sleeping Giant (Nounou)	1,241	378
<b>Ni'ihau</b>	Paniau	1,250	381
<b>Lehua</b>		699	213
<b>Ka'ula</b>		548	167
<b>Nihoa</b>	Millers Peak	903	275
<b>Necker Island</b>	Summit Hill	276	84
<b>French Frigate Shoal</b>	La Perouse Pinnacles	120	37
<b>Gardner Pinnacles</b>		190	58
<b>Maro Reef</b>		Awash	Awash
<b>Laysan Island</b>		40	12
<b>Lisianski Island</b>		40	12
<b>Pearl and Hermes Atoll</b>		10	3
<b>Midway Islands</b>		12	4
<b>Kure Atoll</b>		20	6

<sup>1</sup> According to the 1991 Guinness Book of World Records (p. 142), "The world's tallest mountain measured from its submarine base (3,280 fathoms) in the Hawaiian Trough to its peak is Mauna Ke'a ... with a combined height of 33,476 ft., of which 13,796 ft. are above sea level."

<sup>2</sup> Guinness (p. 142-143) describes Mauna Loa as having "dimensions, but not height, [which] exceed those of Mt. Everest .... The axes of its elliptical base, 16,322 ft. below sea level, have been estimated at 74 miles and 53 miles."

SOURCE: HAWAII STATE DEPARTMENT OF ACCOUNTING AND GENERAL SERVICES, SURVEY DIVISION, DATA PROVIDED APRIL 21, 1992; U.S. NATIONAL CARTOGRAPHIC INFORMATION CENTER, DATA PROVIDED OCTOBER 11, 1978; U.S. GEOLOGICAL SURVEY TOPOGRAPHIC MAPS, 1981-1984; HAWAIIAN GOVERNMENT SURVEY (FOR NIHOA AND MOLOKINI); U.S.S. Tanager Survey, 1923 (FOR NECKER ISLAND, FRENCH FRIGATE SHOALS, LAYSAN, LISIANSKI, PEARL AND HERMES ATOLL AND KURE ATOLL).

## 3.1.5

## MISCELLANEOUS GEOGRAPHIC STATISTICS, BY ISLAND

	State	Hawai'i	Maui	Kaho'olawe	Lāna'i	Moloka'i	O'ahu	Kaua'i	Ni'ihau
Extreme Length (miles)	93	48	11	18	38	44	33	33	8
Extreme Width (miles)	76	26	6	13	10	30	25	25	6
Miles of Sea Cliffs with Heights of 1,000 Feet or More <sup>1</sup>	33	4	–	–	1	14	–	11	3
Miles from Coast of Most Remote Point	28.5	28.5	10.6	2.4	5.2	3.9	10.6	10.8	2.4
Percent of Area Within 5 Miles of Coast	48.6	30.0	76.1	100.0	100.0	100.0	79.0	65.0	100.0
Percent of Area with Elevation of Less than 500 Feet	20.8	12.0	24.9	38.9	24.8	37.3	45.3	35.6	78.2
Percent of Area with Elevation of 2000 Feet or More	50.9	68.4	41.4	0.0	6.3	17.8	4.6	24.0	0.0
Approximate Mean Altitude (feet)	3,030	3,950	2,390	600	1,140	1,150	860	1,380	530
Percent of Area with Slope Less than 10%	63.5	76.0	38.5	60.0	61.0	53.0	42.5	33.5	68.0
Percent of Area with Slope 20% or more	17.0	4.0	36.0	9.0	16.0	26.0	45.5	50.5	12.5

<sup>1</sup> According to Lee S. Motteler, Geography and Map Division, Bernice P. Bishop Museum, the sea cliffs along the northeastern coast of Moloka'i between Umilehi Point and Pu'uka'ōkū Point drop 3,250 feet at an average slope of 58 degrees. These cliffs have been described by The Guinness Book of World Records (1991 edition, p. 148) as "the highest sea cliffs yet pinpointed anywhere in the world."

SOURCE: HAWAII STATE DEPARTMENT OF PLANNING AND ECONOMIC DEVELOPMENT, HAWAII, THE NATURAL ENVIRONMENT (1974), P. 19; AND U.S. GEOLOGICAL SURVEY, ELEVATIONS AND DISTANCES IN THE UNITED STATES (1978), P. 4-5.



3.1.6

**TEMPERATURE AND PRECIPITATION  
AVERAGES AND EXTREMES, MAUI COUNTY**

Station	Elevation (feet)	1st Year of Record	Daily average		Warmest Month		Coolest Month		Record High	Record Low		
			High	Low	High	Low	High	Low	°F	°F	Date	Date
Haleakalā Ranger Station	6,960	1949	62.7	44.8	66.1	47.7	59.1	41.5	80	27	7/25/1953	2/26/1965
Hāna Airport	61	1950	80.8	67.4	83.5	70.3	78.2	63.9	94	50	11/3/1979	1/9/1953
Kahului Airport	48	1954	83.8	67.3	87.3	71.3	80.1	63.2	97	48	8/31/1994	1/20/1969
Kailua (NE Maui, Inland)	700	1949	76.2	63.5	79.0	65.8	73.9	60.5	88	44	9/18/1968	3/16/2009
Kapalua Airport	240	1987	81.9	69.1	85.6	72.0	78.3	65.7	98	58	4/20/2005	12/18/1988
Molokaʻi Airport	450	1953	81.4	67.6	85.2	71.4	77.3	63.1	96	46	4/14/1974	3/4/1987
Lānaʻi Airport	1300	1949	79.3	62.7	82.7	65.8	75.8	59.2	93	46	7/2/2004	1/22/1955
Lānaʻi City	1620	1949	75.4	62.4	78.1	65.8	72.5	59.5	92	47	10/20/2006	2/22/1973

Station	Annual Avg. Inches	Days Precip ≥ 0.01 in.	Wettest Year		Driest Year		Wettest Month		Driest Month		1 Day Record	
			Inches	Year	Inches	Year	Inches	Month	Inches	Month	Inches	Date
Haleakalā Ranger Station	51.61	141	121.16	1980	17.71	1962	8.12	Jan	1.18	June	18.50	1/9/1980
Hāna Airport	80.76	268	126.23	1965	49.64	1953	9.52	Mar	4.08	June	17.57	4/16/1968
Kahului Airport	18.49	95	40.63	1989	6.76	1998	3.56	Jan	0.21	June	5.82	12/21/1955
Kailua (NE Maui, Inland)	118.82	268	161.82	1969	79.20	1953	12.56	Mar	6.66	June	15.20	11/15/1965
Kapalua Airport	28.97	155	48.43	2004	18.92	2000	4.61	Dec	0.92	Sept	8.14	3/24/2006
Molokaʻi Airport	25.47	104	43.70	1963	11.06	2001	4.53	Jan	0.53	June	9.03	2/12/1989
Lānaʻi Airport	18.92	59	47.66	1951	5.28	1999	3.19	Dec	0.50	Aug	10.45	11/10/1955
Lānaʻi City	34.68	112	66.87	1968	15.64	1999	5.30	Jan	1.24	June	11.25	11/10/1955

SOURCE: U.S. DEPT. OF COMMERCE, NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION, WESTERN REGIONAL CLIMATE CENTER, HAWAII CLIMATE SUMMARIES.

3.1.7

**MONTHLY RAINFALL AND TEMPERATURE AT SPECIFIED LOCATIONS  
IN MAUI COUNTY, 2010**

<b>Rainfall</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Annual</b>	<b>Departure from Normal</b>
<b>Maui</b>														
Haleakalā Ranger Station	0.71	0.49	5.22	1.88	0.52	0.05	0.44	0.25	0.55	6.61	4.73	3.87	25.32	NA
Kahului Airport	0.99	0.62	1.40	0.77	0.03	0.05	0.06	0.06	0.20	0.40	1.25	3.61	9.44	-9.36
Kapalua Airport	1.43	0.79	3.39	2.27	0.34	0.56	1.08	1.01	1.06	1.69	3.34	3.45	20.41	NA
Ke'anae	NA	NA	23.00	NA	NA	NA	6.00	8.00	5.90	NA	NA	9.50	NA	NA
Kīhei	0.90	0.71	0.17	0.24	0.00	0.09	0.01	0.00	0.00	0.04	0.08	2.44	4.68	-7.95
Kuiaha	4.32	2.06	11.18	8.39	2.79	2.04	2.55	4.34	2.05	11.03	11.05	5.76	67.56	NA
Kula Branch Station	0.93	1.03	2.54	0.74	0.22	0.16	0.14	0.14	0.02	0.60	0.46	4.24	11.22	-10.92
Kula Hospital	2.12	1.44	1.44	0.56	0.26	0.70	3.42	0.54	1.74	2.78	3.59	8.84	27.43	-1.24
Mākena Golf Course	0.18	0.39	0.31	0.07	0.00	0.00	0.50	0.00	1.61	1.37	0.36	3.70	8.49	-5.11
'Ohe'o	0.86	1.34	8.45	5.83	3.71	4.44	5.55	5.24	3.51	7.03	11.80	6.40	64.16	-19.18
Pu'u Kukui	3.70	6.65	38.66	33.60	7.67	6.48	18.76	21.27	12.85	30.27	34.75	10.29	224.95	NA
Waihe'e Valley	4.94	2.23	5.97	4.96	0.17	0.22	0.77	0.49	1.76	2.25	3.78	8.16	35.70	-9.13
<b>Moloka'i</b>														
Kalaupapa	5.32	0.83	1.16	1.06	0.30	1.15	2.39	1.93	1.72	0.77	5.30	5.22	27.15	NA
Moloka'i Airport	4.92	1.55	2.74	0.92	0.02	0.19	0.47	0.26	0.26	0.40	1.05	4.02	16.80	-7.84
Kaunakakai	5.32	0.83	1.16	1.06	0.30	1.15	0.00	0.00	0.01	0.06	0.47	3.49	13.85	NA
<b>Lāna'i</b>														
Lāna'i Airport	0.83	1.15	0.88	0.31	0.00	0.00	0.57	0.25	0.42	0.00	0.90	NA	NA	NA
Lāna'i City	NA	NA	NA	NA	NA	0.37	1.40	0.24	1.09	1.11	1.88	9.18	NA	NA

3.1.7

CONTINUED

Temperature <sup>1</sup>	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
<b>Maui</b>													
Haleakalā Ranger Station	56.80	51.30	48.70	53.20	56.10	59.50	56.30	57.60	56.20	53.90	53.20	52.60	54.60
Kahului Airport	72.20	71.00	72.90	74.60	76.80	78.40	79.00	80.30	78.60	77.30	74.90	73.70	75.80
Kapalua Airport	72.70	71.70	71.10	72.50	75.70	76.60	76.90	77.30	77.50	76.50	74.60	73.80	74.70
Kula Hospital	60.20	58.40	59.60	60.80	63.00	63.60	63.90	64.50	64.20	64.00	62.30	61.30	62.20
Mākena Golf Course	72.70	70.70	71.70	73.80	NA	NA	NA	NA	NA	NA	NA	NA	NA
'Ohe'o	75.00	73.20	72.20	73.20	75.30	75.90	75.80	76.60	76.90	77.10	75.60	75.10	75.20
<b>Moloka'i</b>													
Moloka'i Airport	71.90	70.20	71.90	72.60	75.10	76.90	76.80	77.90	77.50	77.10	74.60	73.10	74.60

NA: Not Available

1. Average temperature for the month

SOURCE: U.S. DEPARTMENT OF COMMERCE, NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION, NATIONAL CLIMATIC DATA CENTER.

### 3.1.8

## ANNUAL RAINFALL AND TEMPERATURE AT SPECIFIED LOCATIONS, MAUI COUNTY

Annual Rainfall, Inches							
<b>Maui</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
Haleakalā Ranger Station	70.00	45.57	43.97	43.68	38.00	34.06	25.32
Kahului Airport	26.17	NA	18.65	13.06	9.55	14.09	9.44
Kapalua Airport	48.43	NA	35.38	38.05	20.02	19.09	NA
Ke‘anae	166.00	174.30	173.80	159.10	111.40	NA	NA
Kīhei	26.38	10.88	16.49	14.61	5.84	7.33	4.68
Kuiaha	NA	103.14	72.66	67.14	59.53	61.63	67.56
Kula Branch Station	31.57	25.19	30.87	22.61	16.94	18.01	11.22
Kula Hospital	56.98	32.05	35.10	36.97	20.57	26.73	27.43
Mākena Golf Course	29.97	15.42	19.86	20.32	14.81	NA	8.49
‘Ohe‘o	103.87	85.86	92.29	89.65	81.05	71.76	64.16
Pu‘u Kukui	378.54	320.19	140.29	234.65	211.58	202.51	224.95
Waihe‘e Valley	69.70	39.92	54.39	32.90	23.78	44.53	35.70
<b>Moloka‘i</b>							
Kalaupapa	57.06	49.84	43.35	38.05	32.37	38.34	27.15
Moloka‘i Airport	NA	NA	NA	NA	19.06	15.07	16.80
Kaunakakai	45.22	20.55	NA	22.71	NA	9.43	13.85
<b>Lāna‘i</b>							
Lāna‘i Airport	26.10	NA	NA	NA	NA	NA	NA
Lāna‘i City	78.40	NA	NA	NA	41.58	NA	NA
Average Annual Temperature, Fahrenheit							
<b>Maui</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
Haleakalā Ranger Station	54.4	54.6	55.3	54.2	54.0	54.2	56.8
Kahului Airport	76.4	75.9	76.3	76.0	74.9	74.9	75.8
Kapalua Airport	<b>76.6</b>	<b>NA</b>	<b>76.3</b>	<b>75.8</b>	<b>NA</b>	<b>NA</b>	<b>74.7</b>
Kula Branch Station	<b>64.9</b>	<b>64.3</b>	<b>63.8</b>	<b>63.9</b>	<b>63.3</b>	<b>63.6</b>	<b>63.4</b>
Kula Hospital	63.9	63.6	63.3	62.9	62.3	62.5	62.2
Mākena Golf Course	76.0	75.7	75.1	75.0	75.0	NA	NA
‘Ohe‘o	75.9	75.3	75.1	NA	74.6	NA	75.2
<b>Moloka‘i</b>							
Moloka‘i Airport	NA	NA	NA	NA	74.4	74.5	74.6
<b>Lāna‘i</b>							
Lāna‘i Airport	72.4	NA	NA	NA	NA	NA	NA
Lāna‘i City	NA	39.9	NA	NA	NA	NA	NA

NA: Not available.

SOURCE: U.S. DEPARTMENT OF COMMERCE, NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION, NATIONAL CLIMATIC DATA CENTER.

## 3.2.1

## TRENDS IN REAL PROPERTY TAX BASE, MAUI COUNTY

Gross valuation in thousands  
As of mid-April

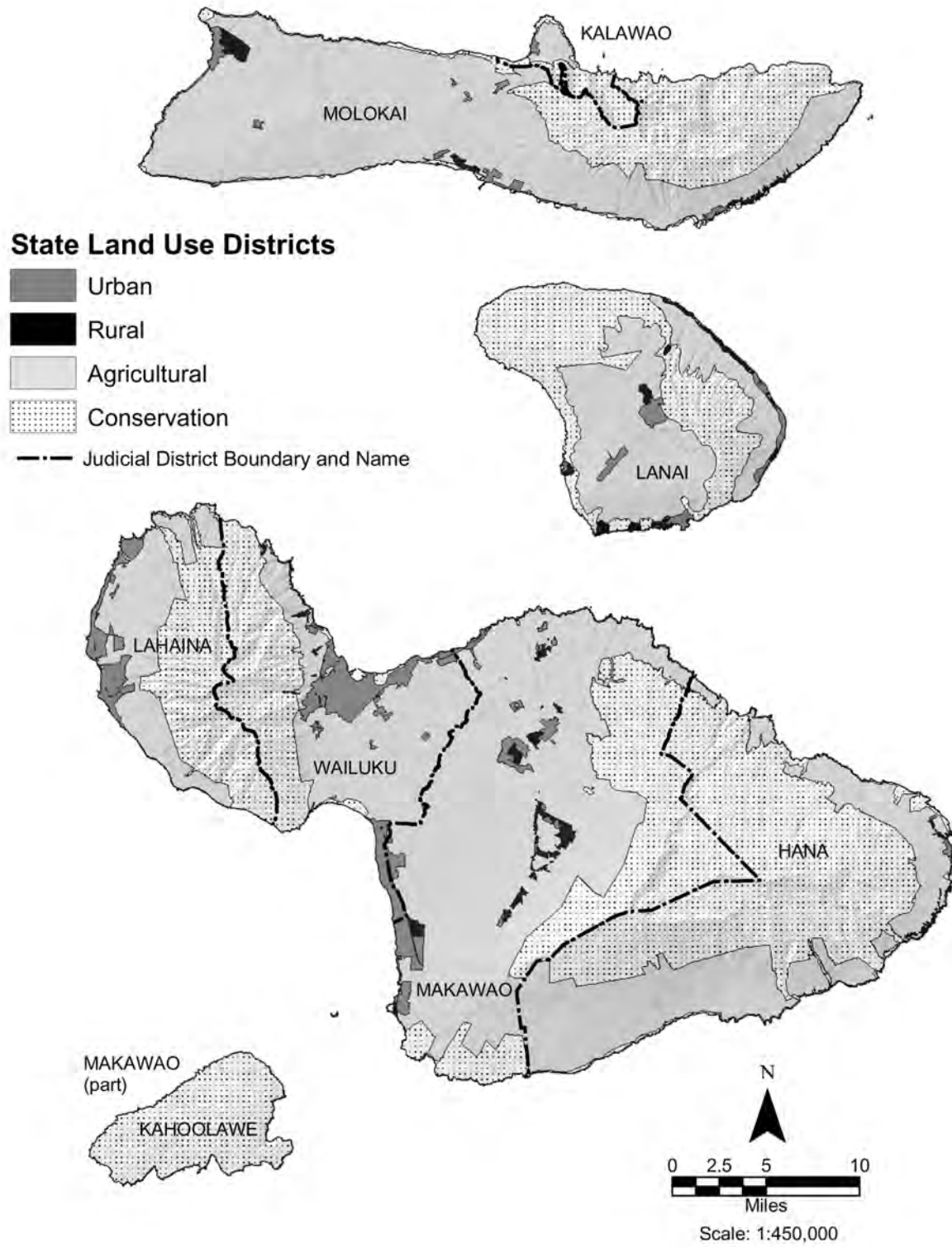
	2006	2007	2008	2009	2010	2011
<b>Improved Residential<sup>1</sup></b>						
Land	5,316,036	5,919,247	5,955,449	5,399,221	4,180,014	4,000,496
Improvements	1,586,147	1,713,457	1,922,779	2,070,229	2,108,966	2,110,846
<b>Unimproved Residential<sup>1</sup></b>						
Land	599,634	613,817	544,053	561,922	358,577	
Improvements	928	852	1,230	1,707	544	
<b>Homeowner</b>						
Land	8,950,125	11,157,056	11,404,677	10,655,335	8,424,063	6,859,815
Improvements	4,976,216	5,950,207	6,477,654	6,997,284	6,998,022	6,664,084
<b>Hotel/Resort</b>						
Land	2,031,211	2,390,669	2,910,119	3,003,430	2,325,263	1,820,070
Improvements	6,632,453	7,548,100	6,924,373	7,238,142	6,242,720	5,715,836
<b>Apartment</b>						
Land	1,549,767	1,537,338	1,811,272	1,900,236	1,900,081	1,756,162
Improvements	3,237,154	3,938,058	3,988,516	4,274,671	3,903,308	3,426,937
<b>Time Share</b>						
Land	158,543	259,211	279,163	294,584	348,275	205,659
Improvements	749,315	842,443	831,318	1,780,307	1,789,782	1,421,993
<b>Commercial</b>						
Land	1,300,095	1,434,558	1,486,037	1,481,011	1,466,493	1,464,329
Improvements	664,386	730,997	816,929	905,570	910,740	905,019
<b>Industrial</b>						
Land	766,176	899,609	1,004,674	1,047,648	1,039,239	894,229
Improvements	526,099	596,303	662,675	694,800	705,277	668,461
<b>Agricultural</b>						
Land	2,922,435	3,229,315	3,260,938	3,094,315	2,576,126	2,110,435
Improvements	763,967	809,528	939,079	999,833	1,051,200	1,027,998
<b>Conservation</b>						
Land	307,250	314,447	401,437	347,270	335,975	297,308
Improvements	39,007	43,676	47,813	48,748	139,367	129,570
<b>Commercialized Residential</b>						
Land					43,367	36,416
Improvements					30,456	34,048
<b>Total</b>	<b>43,076,944</b>	<b>49,928,888</b>	<b>51,670,185</b>	<b>52,796,263</b>	<b>46,877,855</b>	<b>41,549,711</b>

1. In fiscal year 2011, the classes "Improved Residential" and "Unimproved Residential" were combined into one class, "Residential".

SOURCE: CITY AND COUNTY OF HONOLULU, DEPARTMENT OF BUDGET AND FISCAL SERVICES. REAL PROPERTY ASSESSMENT DIVISION.

3.2.2

LAND USE DISTRICTS, MAUI COUNTY



SOURCE: STATE OF HAWAII, OFFICE OF PLANNING, HAWAII STATEWIDE GIS PROGRAM.

### 3.2.3

## ESTIMATED ACREAGE OF LAND USE DISTRICTS, BY ISLAND

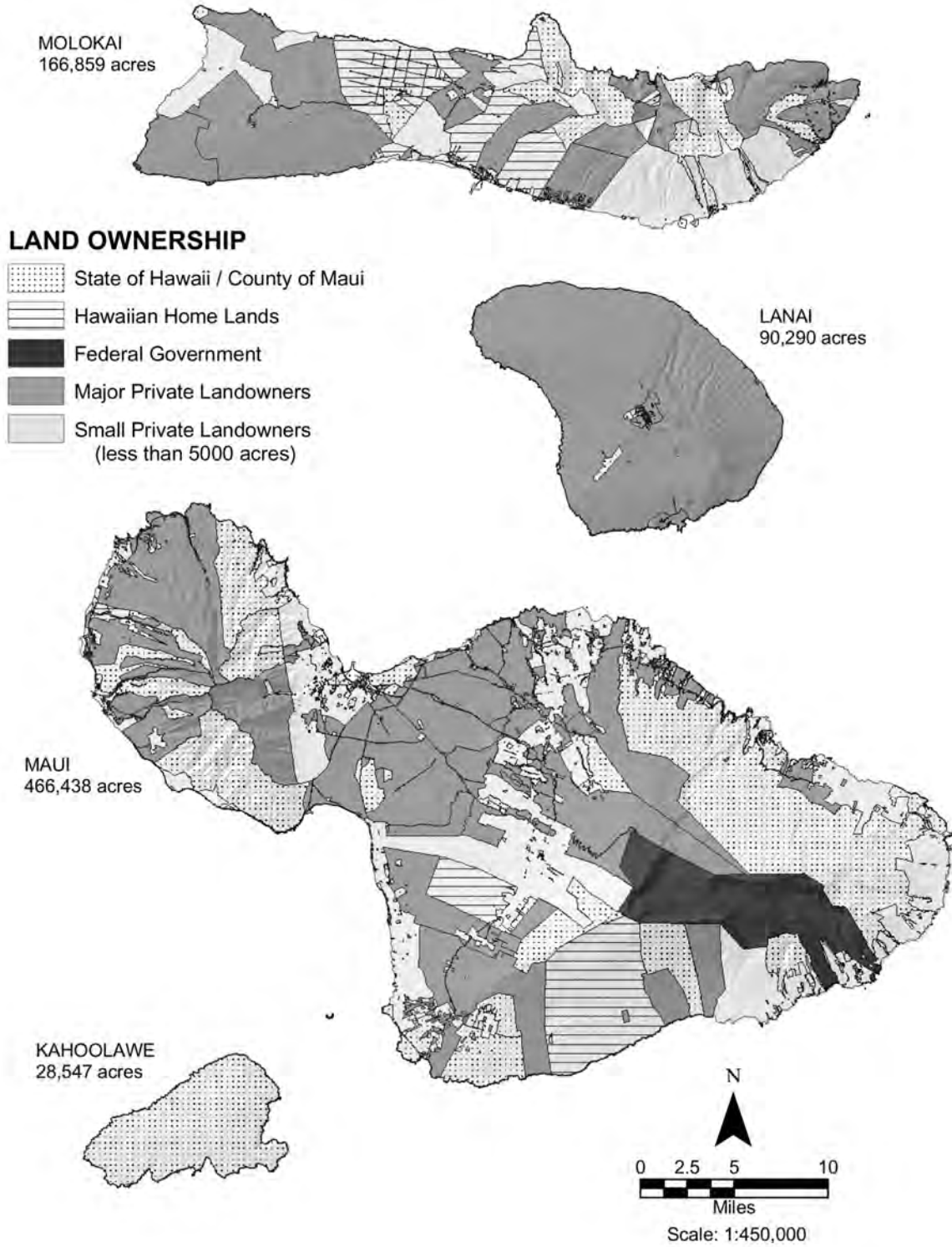
*Total acreage, including inland water, as classified by the Hawai'i State Land Use Commission under the provisions of Chapter 205, Hawai'i Revised Statutes, as amended; all data are approximate*

Classification by State Land Use Commission					
Island	Total Area	Urban	Conservation	Agricultural	Rural
Maui	465,800	22,823	194,836	244,088	4,053
Lāna'i	90,500	3,257	38,197	46,639	2,407
Moloka'i	165,800	2,539	49,768	111,627	1,866
Kaho'olawe	28,800	0	28,800	0	0
Hawai'i	2,573,400	53,722	1,304,347	1,214,040	1,291
O'ahu	386,188	100,730	156,619	128,839	0
Kaua'i	353,900	14,558	198,769	139,320	1,253
Ni'ihau	45,700	0	0	45,700	0

SOURCE: HAWAII STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT, AND TOURISM, LAND USE COMMISSION, RECORDS

### 3.2.4

## LAND OWNERSHIP, MAUI COUNTY



SOURCE: STATE OF HAWAII, OFFICE OF PLANNING, HAWAII STATEWIDE GIS PROGRAM.



### 3.2.5

## NATIONAL AND STATE HISTORIC PLACES, MAUI COUNTY

#### Island of Maui

'Alae Petroglyphs  
Alena Habitation Site  
Bank of Hawaii- Haiku Branch  
Cave of Seven Coffins  
**CHINESE SOCIETY HALLS**  
    Wo Hing Society Hall  
    Ket Hing  
Crater Historic Dist.- Haleakalā  
Frank Baldwin/H.F. Rice Res.  
Fred Baldwin Memorial Home  
Gomes Residence  
Haiku Fruit&Packing Co. Mgr Res  
Haiku Mill  
Hale Ho'ike'ike  
Hale Pa'i  
Haleki'i-Pihana Heiau  
Hale-o-Lono Heiau  
Hāmoa Complex  
Hāna Belt Road  
Hāna Police Station & Courthouse  
Hāna Store  
Hanamau'uloa Complex  
Hardy House  
Holy Ghost Catholic Church  
Hongwanji Temple  
Honokalani Village  
Honokowai Petroglyphs  
'Īao Theater  
Ka'ahumanu Church  
Kahikinui House  
Kaiapuni Ho'a  
Kaimupe'elua Heiau  
Kalepolepo Fishpond  
Kaluakakalioa Cave  
Kaluanui Heiau Complex  
Kama'ole House Site

#### Island of Maui (Continued)

Kauhihale Complex  
Ka'umi'umiua Heiau  
Keone'ō'io Archaeological Dist.  
Kilolani Congregational Church  
Kīpahulu Historic District  
Kīpapa Archaeological District  
Kula Sanatorium  
Lahaina Historic District (60 sites)  
Lo'alo'a Heiau  
Luala'lua Cave  
Luala'ilua Heiau  
Luala'ilua Terrace Complex  
Lufkin Residence  
Makawao Union Church  
Maui Jinsha Mission  
Molohai Heiau  
Nanihoa Drive Overpass Bridge  
Pā'ia Mantokuji Soto Mission  
Papakea Heiau  
Papakea Petroglyphs  
Pi'ilanihale Heiau  
**SCHOOLS**  
    Wailuku School  
    Pu'unēnē School  
    Henry Perrine Baldwin HS  
    Pā'ia School  
    Ke'anae School  
    Kaupō School  
    Wahene Platform  
    Wai'ale Bridge  
    Waihe'e Church  
    Waikapū Stone Church  
    Wailuku Civic Center  
    Wānanalua Cong. Church  
    William K. Kaluakini Residence

#### Island of Moloka'i

'Ahina Heiau  
**FISHPONDS**  
Fishponds (numerous)  
Mikiawa Fishpond  
Weheleau'ulu Fishpond  
Halemahana Fishpond  
'Ualapu'e Fishpond  
Kalua'aha Fishpond  
Mahilika Fishpond  
Panahana Fishpond  
Ipukaiole Fishpond  
Kainalu Fishpond  
Kahinapōhaku Fishpod  
Honouliwai Fishtrap  
Hōkūkano-'Ualapu'e Complex  
Keawanui Fishpond  
Kukui Heiau  
Pu'u'ōlelo Heiau  
Kaluakapi'ioho Heiau  
Kahokukano Heiau  
Pāku'i Heiau  
Kalauonākukui Heiau  
'Ualapu'e Fishpond  
'Ili'ili'ōpae Heiau  
Kalua'aha church  
Kilohana School  
St. Joseph Catholic Church  
  
**Island of Lāna'i**  
Keāliakapu Complex  
Pu'u Pehe Platform  
  
**Island of Kaho'olawe**  
Kaho'olawe Archaeological Dist.

SOURCE: HAWAII STATE DEPARTMENT OF LAND AND NATURAL RESOURCES, STATE HISTORIC PRESERVATION DIVISION, RECORDS.

### 3.2.6

## NUMBER OF LAND RECORDS BY COUNTY

Year	Maui	Honolulu	Hawai'i	Kaua'i	State Total
2001	62,873	259,456	135,499	29,818	487,646
2002	NA	260,662	NA	30,097	NA
2003	60,472	252,435	133,321	28,432	474,660
2004	60,537	255,029	134,290	28,772	478,628
2005	61,273	258,415	134,021	28,936	482,645
2006	62,521	262,479	134,885	29,423	489,308
2007	64,597	268,441	136,612	30,831	500,481
2008	65,938	271,859	138,281	31,822	507,900
2009	67,981	274,483	139,167	32,398	514,029
2010	68,930	276,582	139,649	32,870	518,031
2011	70,365	277,581	139,883	32,993	520,822

SOURCE: CITY AND COUNTY OF HONOLULU, DEPARTMENT OF BUDGET AND FISCAL SERVICES. REAL PROPERTY ASSESSMENT DIVISION

### 3.2.7

## DEPARTMENT OF HAWAIIAN HOME LANDS ACREAGE, LESSEES, AND APPLICANTS, BY ISLAND

*The Department of Hawaiian Home Lands administers land set aside for the benefit of qualified Native Hawaiians, who receive homestead leases and financial assistance from the Department*

June 30, 2009	Maui	Lāna'i	Moloka'i	Hawai'i	Kaua'i	O'ahu	State Total
Acreage							
Homestead leases	NA	NA	NA	NA	NA	NA	NA
General leases	512	0	1,764	11,017	72	27	13,392
Licenses	7,320	0	721	17,731	315	106	26,193
Others	NA	NA	NA	NA	NA	NA	NA
Homestead Leases							
Residential	1,428	27	846	2,522	4,183	742	9,748
Agricultural	1,288	27	394	1,713	4,123	693	8,238
Pastoral	65	0	425	505	60	47	1,102
Pastoral	75	0	27	304	0	2	408
Applicant Waiting List							
Residential	8,540	65	1,913	14,258	3,941	12,856	41,573
Agricultural	3,570	65	730	5,572	1,524	9,536	21,000
Pastoral	4,420	0	996	6,799	2,122	3,317	17,654
Pastoral	550	0	187	1,887	295	0	2,919

SOURCE: HAWAII STATE DEPARTMENT OF HAWAIIAN HOMELANDS, ANNUAL REPORTS AND RECORDS

**3.2.8**  
**DISPOSITION OF STATE LANDS, MAUI COUNTY**  
**2009**

<b>Document Number</b>	<b>Permittee or Grantee Name</b>	<b>Location</b>	<b>Acres</b>	<b>Use</b>	<b>Payment</b>
<b>Revocable Permits</b>					
RP7483	MC&A	Makawao	0.02	Recreational	100
RP7556	Beach Games Spectacular, Inc. dba BGS Incentive Activities	Makawao	0.05	Recreational	210
RP7568	William Latham	Hāna	0.67	Agriculture	480
RP7591	Beach Games Spectacular, Inc. dba BGS Incentive Activities	Makawao	0.46	Recreational	200
RP7597	Hawaii Explosives & Pyrotechnics	Lahaina	0.02	Recreational	100
RP7598	MC&A	Makawao	0.12	Recreational	5200
RP7608	William F. & William G. Jacintho	Hāna	25.08	Pasture	480
RP7609	MC&A	Makawao	0.17	Recreational	750
RP764	Jeanine Thomason	Makawao	0.03	Recreational	720
RP7621	Barron Thomas Souza, Jr.	Makawao	10.4	Pasture	480
RP7622	Samadhi Butterfly	Hāna	1.25	Agriculture	480
RP7626	Pearl Pahukoa	Hāna	1.53	Agriculture	480
RP7631	Valley Isle Masters Swimmers	Makawao	0.02	Recreational	78
RP7638	Beach Games Spectacular, Inc. dba BGS Incentive Activities	Makawao	0.02	Recreational	100
<b>General Leases &amp; Term Easements</b>					
GL5956	William T. Sturgis	Lahaina	0.019	Seawall/Boat Ramp	81,200
GL5998	Napili Kai, Ltd.	Lahaina	0.053	Walkway	42,000
GL6003	Kaheawa Wind Power II, LLC.	Wailuku	135	Utility	150,000
GL6004	Kaheawa Wind Power II, LLC.	Lahaina	8	Utility	NA
<b>Executive Orders - Set Asides</b>					
4315	DLNR Division of Boating and Ocean Recreations	Lahaina	24.53	Public Purpose	
4342	County of Maui, Parks & Recreation	Wailuku	1.88	Public Purpose	
<b>Perpetual Easements</b>					
LOD28970	Peter and Debra Hepner	Makawao	0.139	Access & Utility	5,470

DLNR: Department of Land and Natural Resources

NA: Not available

SOURCE: STATE OF HAWAII, DEPARTMENT OF LAND AND NATURAL RESOURCES.

## 3.2.9

## SINGLE FAMILY HOME AND CONDOMINIUM SALES BY AREA, MAUI COUNTY, 2010

Area	# Sales	% Change	Avg. Price	% Change Last Yr	Median Price	% Change Last Yr	Total volume	% Change Last Yr
<b><u>Single Family Homes</u></b>								
Central	259	7%	\$437,094	-14%	\$430,000	-9%	\$113,207,236	-8%
Haiku	45	29%	\$617,049	-16%	\$52,000	-13%	\$27,767,200	7%
Hāna	4	-33%	\$912,500	4%	\$845,000	-14%	\$3,650,000	-30%
Kā'anapali	21	50%	\$1,252,500	-18%	\$965,000	-33%	\$26,302,500	23%
Kahakuloa	0	-100%	\$0	-100%	\$0	-100%	\$0	-100%
Kapalua	12	140%	\$3,404,167	51%	\$2,900,000	25%	\$40,850,000	262%
Kīhei	153	23%	\$607,292	-10%	\$438,710	-9%	\$92,915,642	11%
Kula/Ulupalakua/Kanaio	62	24%	\$740,443	8%	\$550,000	-7%	\$45,907,456	34%
Lahaina	41	32%	\$829,435	-22%	\$501,900	-23%	\$34,006,850	3%
Lāna'i	5	-50%	\$562,600	-16%	\$268,000	-8%	\$2,813,000	-58%
Makawao/Olinda/Hali'imaile	43	19%	\$546,648	27%	\$379,000	-12%	\$23,505,850	51%
Maui Meadows	18	50%	\$985,544	24%	\$812,500	18%	\$17,739,800	87%
Moloka'i	9	80%	\$587,100	5%	\$450,000	58%	\$5,283,900	89%
Nāhiku	1	0%	\$800,000	119%	\$800,000	119%	\$800,000	119%
Nāpili/Kahana/Honokōwai	27	13%	\$810,744	-26%	\$660,000	-13%	\$21,890,100	-16%
Olowalu	0	-100%	\$0	-100%	\$0	-100%	\$0	-100%
Pukalani	60	7%	\$475,113	-11%	\$423,375	-10%	\$28,506,800	-5%
Spreckelsville/Pā'ia/Ku'au	24	14%	\$595,708	-20%	\$515,000	10%	\$14,297,000	-9%
Wailea/Mākena	29	61%	\$3,754,821	49%	\$1,700,000	11%	\$108,889,800	141%
<b>Maui Summary</b>	<b>814</b>	<b>17%</b>	<b>\$747,891</b>	<b>5%</b>	<b>\$460,000</b>	<b>-8%</b>	<b>\$608,783,134</b>	<b>23%</b>
<b><u>Condominiums</u></b>								
Central	112	45%	\$211,593	2%	\$189,500	0%	\$23,698,377	49%
Hāna	2	100	\$650,000	171%	\$650,000	171%	\$1,300,000	442%
Kā'anapali	237	23%	\$1,245,722	-6%	\$823,250	-16%	\$295,236,038	16%
Kapalua	29	45%	\$1,561,483	-8%	\$800,000	2%	\$45,283,000	33%
Kīhei	369	42%	\$321,966	-11%	\$258,000	-15%	\$118,805,291	27%
Lahaina	64	16%	\$363,403	-15%	\$378,583	-5%	\$23,257,788	-2%
Lāna'i	2	-60%	\$1,155,000	-39%	\$1,155,000	-38%	\$2,310,000	-75%
Mā'alaea	38	36%	\$332,322	-7%	\$297,500	-15%	\$12,628,250	26%
Moloka'i	16	60%	\$137,994	-48%	\$134,950	-37%	\$2,207,900	-17%
Nāpili/Kahana/Honokōwai	173	80%	\$344,185	-11%	\$310,000	-16%	\$59,544,050	61%
Pukalani	1	-91%	\$380,500	-23%	\$380,500	-17%	\$380,500	-93%
Wailea/Mākena	104	46%	\$1,525,521	1%	\$852,500	-35%	\$158,654,209	48%
<b>Maui Summary</b>	<b>1147</b>	<b>39%</b>	<b>\$648,043</b>	<b>-10%</b>	<b>\$377,500</b>	<b>-16%</b>	<b>\$743,305,403</b>	<b>25%</b>

N/A: Not applicable.

SOURCE: MAUI BOARD OF REALTORS, MLS RESALE DATA, DECEMBER 2010.

### 3.2.10

## LAND SALES BY AREA, MAUI COUNTY 2010

Area	# Sales	% Change Last Yr	Avg. Price	% Change Last Yr	Median Price	% Change Last Yr	Total volume	% Change Last Yr
Central	21	-9%	\$392,153	-25%	\$215,000	-28%	\$8,235,220	-32%
Ha'ikū	17	55%	\$416,973	-24%	\$405,000	33%	\$7,088,539	17%
Hāna	6	N/A	\$475,104	N/A	\$267,500	N/A	\$2,850,625	N/A
Kā'anapali	9	29%	\$425,556	-15%	\$400,000	-2%	\$3,830,000	9%
Kahakuloa	1	N/A	\$300,000	N/A	\$300,000	N/A	\$300,000	N/A
Kapalua	2	0%	\$775,000	-87%	\$775,000	-87%	\$1,550,000	-87%
Kīhei	4	0%	\$449,750	42%	\$442,500	31%	\$1,799,000	42%
Kula/Ulupalakua/ Kanaio	11	-15%	\$482,509	-30%	\$380,000	-24%	\$5,307,600	-41%
Lahaina	24	85%	\$726,855	-27%	\$655,280	-27%	\$17,444,510	36%
Makawao/Olinda/ Hali'imaile	8	700%	\$901,563	1027%	\$632,500	691%	\$7,212,500	8916%
Moloka'i	11	57%	\$187,227	12%	\$115,000	-8%	\$2,059,500	76%
Nāhiku	1	0%	\$520,000	51%	\$520,000	51%	\$520,000	51%
Nāpili/Kahana/ Honokōwai	0	-100%	\$0	-100%	\$0	-100%	\$0	-100%
Olowalu	0	-100%	\$0	-100%	\$0	-100%	\$0	-100%
Pukalani	3	0%	\$285,833	-8%	\$252,500	10%	\$857,500	-8%
Spreckelsville/ Pā'ia/Ku'au	1	N/A	\$150,000	N/A	\$150,000	N/A	\$150,000	N/A
Wailea/Mākena	7	-63%	\$777,643	-76%	\$406,000	-78%	\$5,443,500	-91%
<b>Maui Summary</b>	<b>127</b>	<b>14%</b>	<b>\$513,571</b>	<b>-53%</b>	<b>\$405,000</b>	<b>-19%</b>	<b>\$65,223,494</b>	<b>-47%</b>

N/A: Not applicable.

SOURCE: MAUI BOARD OF REALTORS, MLS RESALES DATA DECEMBER 2010

3.2.11

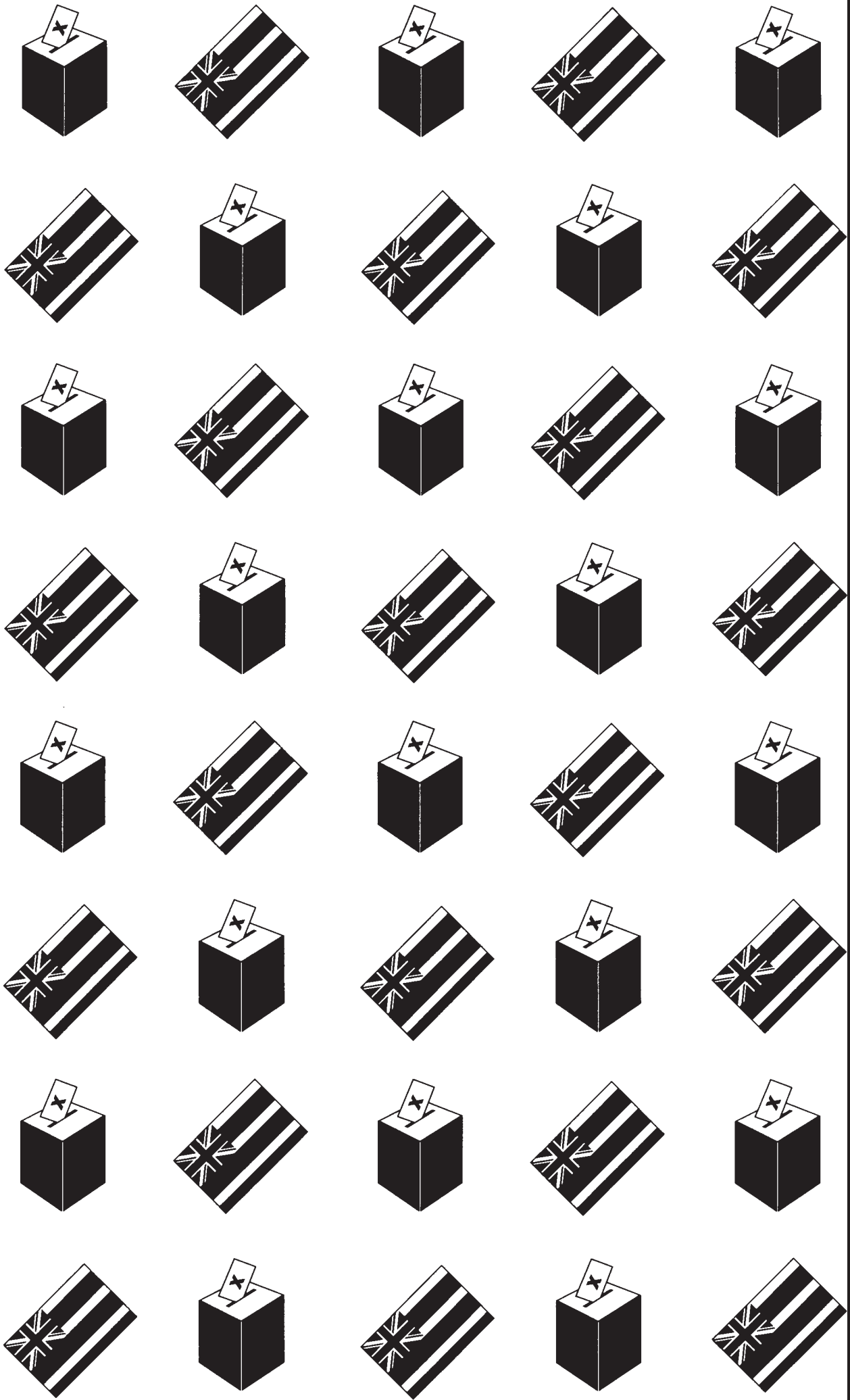
**FOREST AND NATURAL AREA ACREAGE,  
BY ISLAND JUNE 30, 2010**

Island	Conservation district forest land		Natural areas	
	Forest reserve land	Private forest land	Number of areas	Acres
<b>State total</b>	<b>676,000</b>	<b>328,742</b>	<b>19</b>	<b>109,164</b>
Hawai'i	476,000	106,745	8	82,535
Maui <sup>1</sup>	83,000	53,180	4	17,123
Kaho'olawe	NA	NA	NA	NA
Lāna'i	NA	6,150	NA	NA
Moloka'i	NA	NA	2	2,950
O'ahu	31,000	88,817	3	1,770
Kaua'i	86,000	73,850	2	4,786
Ni'ihau	NA	NA	NA	NA

NA: Not available

1. Includes both Maui and Moloka'i.

SOURCE: HAWAII STATE DEPARTMENT OF LAND AND NATURAL RESOURCES, DIVISION OF FORESTRY AND WILDLIFE, RECORDS.



# GOVERNMENT

## Section 4

### GOVERNMENT

This section presents data on election districts, registered voters and votes cast, county operating revenues, general excise and use tax base, real property valuations and rates, government debt, and the state and local tax burden.

Local government in the State of Hawai'i is vested in one combined city and county (Honolulu, consisting of the Island of O'ahu and outlying islets), three non-metropolitan counties (Hawai'i, Kaua'i and Maui), and one area (Kalawao County) administered by the Hawai'i State Department of Health. Separate municipal governments do not exist.

Official results for the primary, general and special elections are published by the Office of Elections. Reapportionment for Maui County was effected in May 2002.

Important sources on statistics on government include: Government in Hawai'i; Revenue Trends (monthly tax collection reports), Hawai'i State Department of Taxation; State of Hawai'i Data Book, and Hawai'i State Department of Business, Economic Development and Tourism.

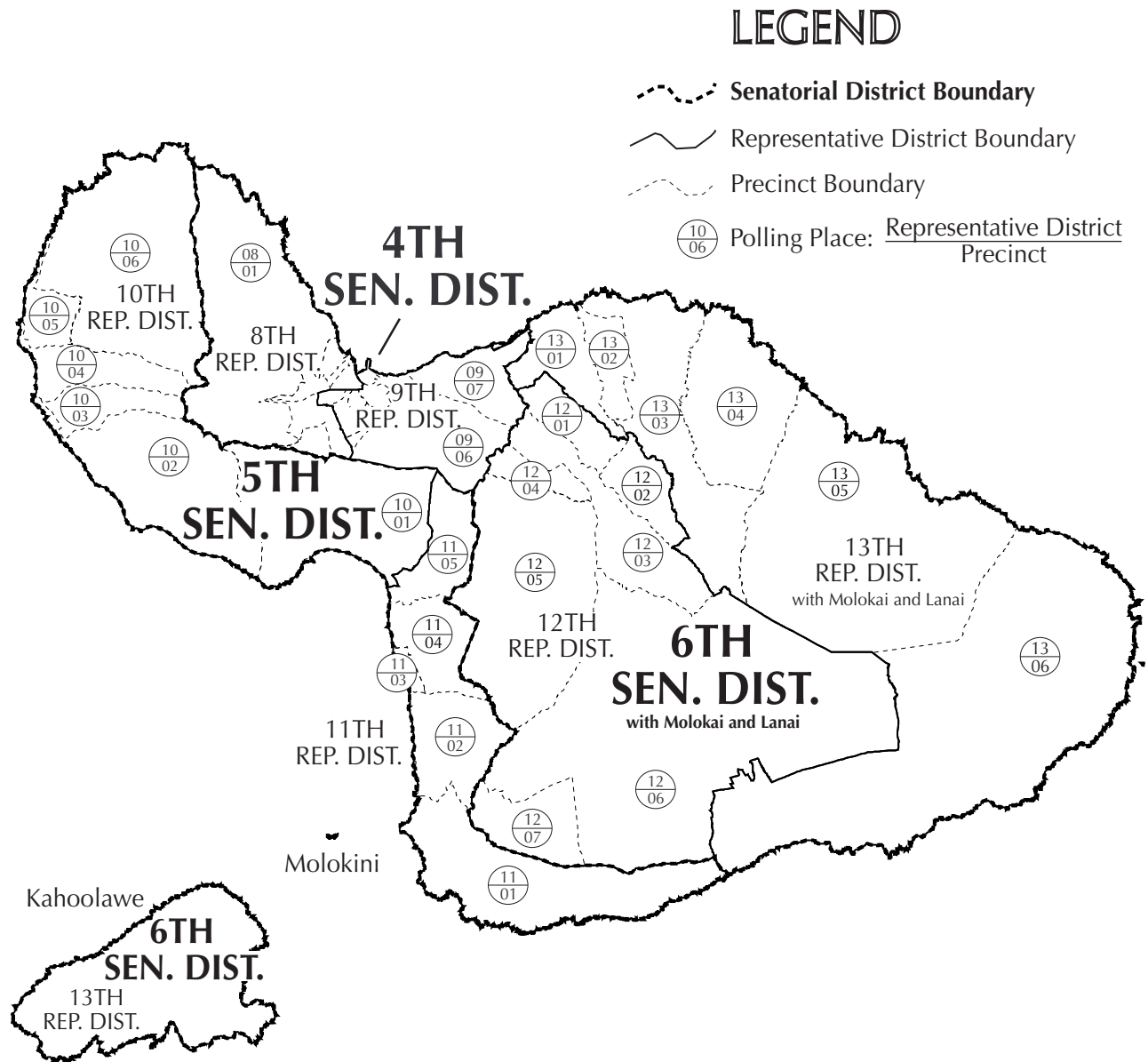
For more detail on government finances and spending, see Comprehensive Annual Financial Report, County of Maui; and Consolidated Federal Funds Report, U.S. Dept. of Commerce, Bureau of the Census, which has detail on Federal Government spending down to the county level. It is available on the Internet at <http://www.census.gov/>. The State of Hawai'i does not report on its spending by county.



4.1.1

# MAPS OF ELECTION DISTRICTS

*Islands of Maui and Kaho'olawe*



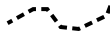
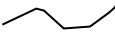
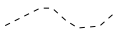

SOURCE: COUNTY OF MAUI, GEOGRAPHIC INFORMATION SYSTEMS, SEPTEMBER 2002.

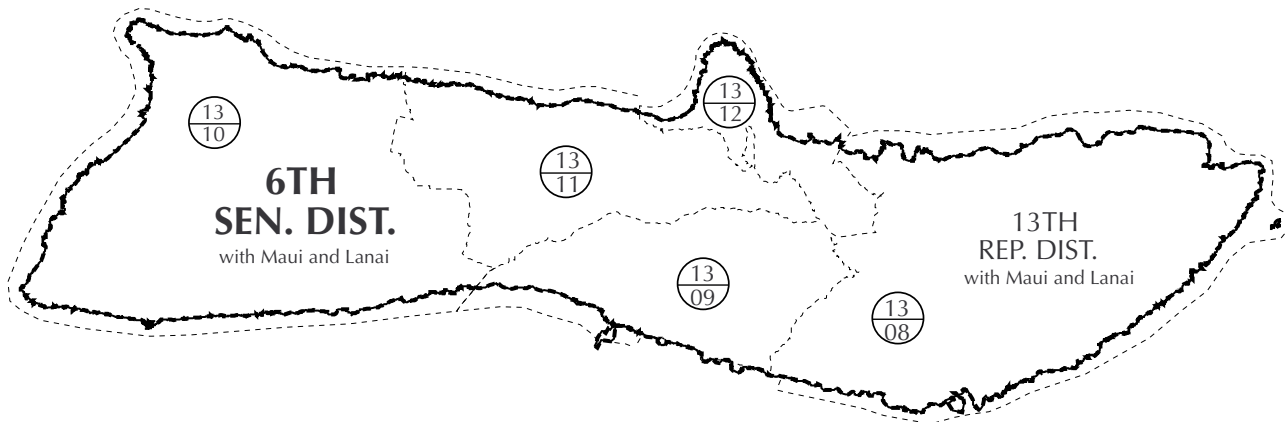
4.1.2

MAPS OF ELECTION DISTRICTS

*Island of Moloka'i*

LEGEND

-  **Senatorial District Boundary**
-  Representative District Boundary
-  Precinct Boundary
-  Polling Place:  $\frac{\text{Representative District}}{\text{Precinct}}$




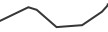


SOURCE: COUNTY OF MAUI, GEOGRAPHIC INFORMATION SYSTEMS, SEPTEMBER 2002.

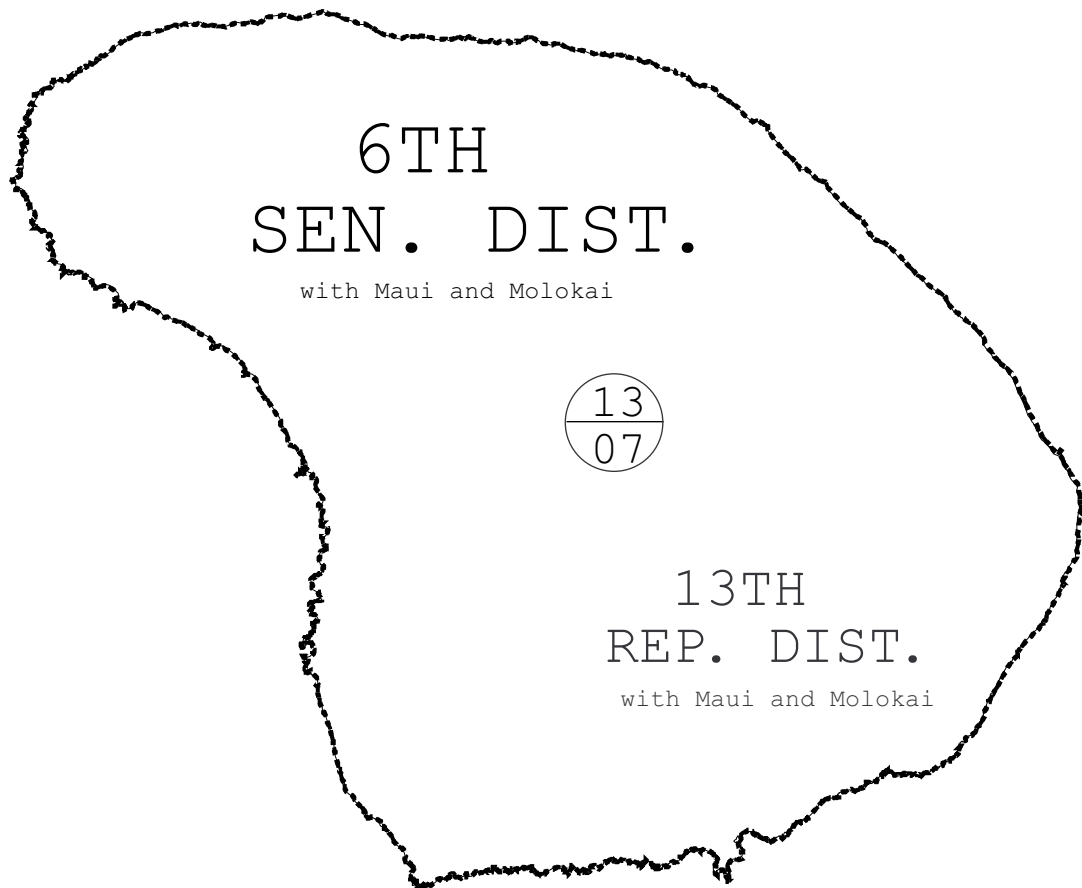
4.1.3

MAPS OF ELECTION DISTRICTS

Island of Lānaʻi

LEGEND

-  Senatorial District Boundary
-  Representative District Boundary
-  Precinct Boundary
-  Polling Place: Representative Dis  
Precinct



SOURCE: COUNTY OF MAUI, GEOGRAPHIC INFORMATION SYSTEMS, SEPTEMBER 2002.

## 4.1.4

### MAPS OF ELECTION DISTRICTS

*List of Polling Places*

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#### **8th Representative District**

##### **Kahakuloa, Waihe'e, Waiehu**

1. Waihe'e Elementary School
2. Velma McWayne Santos Comm Ctr.
3. Baldwin High School
4. Paukūkalo Hwn Homes Comm Ctr.
5. Wailuku Elementary School
6. Waikapū Comm. Ctr.
7. Maui Economic Opportunity Ctr.

#### **9th Representative District**

##### **Wailuku, Kahului, Spreckelsville**

1. 'Īao School
2. Maui Waena Intermediate
3. Lihikai Elementary
4. Maui High School
5. Kahului Elementary
6. Kaunoa Senior Citizen Center

#### **10th Representative District**

##### **Lahaina, Ma'alaea, North Kīhei**

1. Kenolio Recreational Complex
2. Kamehameha III Elementary
3. Lahaina Intermediate
4. Princess Nahi'ena'ena Elementary
5. Lahaina Civic Center
6. Honolulu United Methodist Church

#### **11th Representative District**

##### **Kīhei, Wailea**

1. Trinity Episcopal Church
2. Kamali'i Elementary School
3. Kīhei Community Center
4. Kīhei Elementary School

#### **12th Representative District**

##### **Hāli'imaile, Pukalani, Makawao, Kula, and 'Ulupalakua**

1. Kalama Intermediate
2. Eddie Tam Memorial Center
3. Pukalani Elementary
4. Mayor Hannibal Tavares Comm Ctr.
5. Kula Community Center
6. Kula Elementary

#### **13th Representative District**

##### **Pā'ia, Haiku, Ke'anae, Hāna, Moloka'i, and Lāna'i**

1. Pā'ia Community Center
  2. Haiku Elementary
  3. Haiku Community Center
  4. Kalaupapa Settlement
  5. Ke'anae Elementary School
  6. Hāna High and Elementary
  7. Lāna'i High and Elementary
  8. Kilohana Community Center
  9. Kaunakakai School
  10. Maunaloa Community Center
  11. Kualapu'u Community Center
- 

SOURCE: STATE OF HAWAII, OFFICE OF ELECTIONS, 2010 POLLING PLACES.

**4.2.1  
REGISTERED VOTERS AND VOTES CAST IN THE NOVEMBER 2, 2010  
GENERAL ELECTION**

District	Precinct Name	Registered Voters		Turnout		District	Precinct Name	Registered Voters		Turnout	
		Voters	Cast	%	Count			Voters	Cast	%	Count
8-1	Waihe'e Elementary School	1,730	617	35.7%		11-1	Trinity Episcopal Church	3,156	932	29.5%	
8-2	Velma McWayne Santos Comm Ctr.	3,425	1,102	32.2%		11-2	Kamali'i Elementary School	4,317	1,430	33.1%	
8-3	Baldwin High School	1,548	470	30.4%		11-3	Kīhei Community Center	3,728	1,098	29.5%	
8-4	Paukūkalo Hwn Homes Comm Ctr.	1,921	446	23.2%		11-4	Kīhei Elementary School	3,786	1,093	28.9%	
8-5	Wailuku Elementary School	3,051	1,031	33.8%			Absentee walkins		371		
8-6	Waikapū Comm. Ctr.	1,328	548	41.3%			Absentee mail		1,315		
8-7	Maui Economic Opportunity Ctr.	980	265	27.0%							
	Absentee walkins		1,028			12-1	Kalama Intermediate	3,029	1,036	34.2%	
	Absentee mail		2,415			12-2	Eddie Tam Memorial Center	2,046	759	37.1%	
9-1	Īao School	1,067	350	32.8%		12-3	Pukalani Elementary	3,033	1,043	34.4%	
9-2	Maui Waena Intermediate	2,938	1,039	35.4%		12-4	Mayor Hannibal Tavares Comm Ctr.	3,204	1,202	37.5%	
9-3	Līhikai Elementary	2,307	760	32.9%		12-5	Kula Community Center	2,002	770	38.5%	
9-4	Maui High School	2,229	660	29.6%		12-6	Kula Elementary	2,532	992	39.2%	
9-5	Kahului Elementary	2,928	1,041	35.6%			Absentee walkins		701		
9-6	Kaunoa Senior Citizen Center	1,068	379	35.5%			Absentee mail		2,421		
	Absentee walkins		572			13-1	Pā'ia Community Center	1,069	380	35.5%	
	Absentee mail		2,101			13-2	Haiku Elementary	2,642	856	32.4%	
10-1	Kenolio Recreational Complex	1,347	390	29.0%		13-3	Haiku Community Center	3,722	1,250	33.6%	
10-2	Kamehameha III Elementary	2,330	688	29.5%		13-4	Kalaupapa Settlement	44	0	0.0%	
10-3	Lahaina Intermediate	2,257	753	33.4%		13-5	Ke'anae Elementary School	187	55	29.4%	
10-4	Princess Nahi'ena'ena Elementary	1,724	547	31.7%		13-6	Hāna High and Elementary	1,176	429	36.5%	
10-5	Lahaina Civic Center	3,011	848	28.2%		13-7	Lāna'i High and Elementary	1,696	631	37.2%	
10-6	Honolua United Methodist Church	2,616	888	33.9%		13-8	Kīlohana Community Center	608	215	35.4%	
	Absentee walkins		184			13-9	Kaunakakai School	1,996	626	31.4%	
	Absentee mail		930			13-10	Maunaloa Community Center	347	128	36.9%	
						13-11	Kualapu'u Community Center	1,098	397	36.2%	
							Absentee walkins		835		
							Absentee mail		1,305		

SOURCE: HAWAII STATE OFFICE OF ELECTIONS, RECORDS

4.2.2

**MAUI COUNTY GENERAL ELECTION RESULTS,  
NOVEMBER 2, 2010**

<b>U.S. Senator</b>	<b>Votes</b>	<b>Percent</b>	<b>State Representative, Dist. 13</b>	<b>Votes</b>	<b>Percent</b>
D) Inouye, Daniel K.	31,301	74.0%	D) Carroll, Mele	5,058	71.2%
R) Cavasso, Cam	8,006	18.9%	R) Akuna, Meiling K.	1,491	21.0%
G) Brewer, Jim	855	2.0%	Blank Votes	553	7.8%
L) Mallan, Lloyd Jeffrey	398	0.9%	Over Votes	5	0.1%
N) Jarrett, Jeff	345	0.8%	<b>Mayor, Maui County</b>		
Blank Votes	1,388	3.3%	Arakawa, Alan M.	24,195	57.2%
Over Votes	29	0.1%	Tavares, Charmaine	16,944	40.1%
<b>U.S. Representative, Dist. 2</b>			Blank Votes	1,143	2.7%
D) Hirono, Mazie	29,680	70.1%	Over Votes	15	0.0%
R) Willoughby, John W.	9,174	21.7%	<b>Councilmember (East Maui)</b>		
L) Brock, Pat	660	1.6%	Carroll, Robert (Bob)	17,253	40.8%
N) Von Sonn, Andrew Vsevolod	447	1.1%	Medeiros, Bill (Kauakea)	17,194	40.7%
Blank Votes	2,330	5.5%	Blank Votes	7,839	18.5%
Over Votes	31	0.1%	Over Votes	11	0.0%
<b>Governor &amp; Lieutenant Governor</b>			<b>Councilmember (West Maui)</b>		
D) Abercrombie/Schatz	25,516	60.3%	Cochran, Elle	20,265	47.9%
R) Aiona/Finnegan	16,024	37.9%	Fukuyama, Alan	16,179	38.3%
N) Pollard/Kama	199	0.5%	Blank Votes	5,844	13.8%
F) Cunningham/Spence	197	0.5%	Over Votes	9	0.0%
Blank Votes	364	0.9%	<b>Councilmember (Wailuku Waihe'e Waikapū)</b>		
Over Votes	22	0.1%	Victorino, Michael (Mike)	26,887	63.6%
<b>State Senator, Dist. 4</b>			Gapero, Lisa	9,784	23.1%
D) Tsutsui, Shan S.	10,931	73.7%	Blank Votes	5,615	13.3%
R) Seibert, Eric	3,113	21.0%	Over Votes	11	0.0%
Blank Votes	772	5.2%	<b>Councilmember (Kahului)</b>		
Over Votes	8	0.1%	Pontanilla, Joe	28,309	66.9%
<b>State Representative, Dist. 8</b>			Blank Votes	13,988	33.1%
D) Souki, Joe	5,686	71.8%	Over Votes	0	0.0%
R) Schumaker, Dean	1,694	21.4%	<b>Councilmember (South Maui)</b>		
Blank Votes	542	6.8%	Couch, Don	20,824	49.2%
Over Votes	0	0.0%	Nishiki, Wayne	17,306	40.9%
<b>State Representative, Dist. 9</b>			Blank Votes	4,142	9.8%
D) Keith-Agaran, Gil S. Coloma	4,884	70.8%	Over Votes	25	0.1%
R) Hoylman, Jeff	1,307	18.9%	<b>Councilmember (Makawao, Ha'ikū, Pā'ia)</b>		
Blank Votes	708	10.3%	White, Mike	21,701	51.3%
Over Votes	3	0.0%	Nishiki, Kai	16,008	37.8%
<b>State Representative, Dist. 10</b>			Blank Votes	4,559	10.8%
D) McKelvey, Angus L. K.	3,191	61.0%	Over Votes	29	0.1%
R) Madden, Ramon Kitaichi	1,773	33.9%	<b>Councilmember (Upcountry)</b>		
Blank Votes	264	5.0%	Baisa, Gladys Coelho	29,067	68.7%
Over Votes	0	0.0%	Blank Votes	13,230	31.3%
<b>State Representative, Dist. 11</b>			Over Votes	0	0.0%
R) Fontaine, George R.	3,051	48.9%	<b>Councilmember (Lāna'i)</b>		
D) Bertram, Joseph III	2,879	46.1%	Hokama, Riki	20,842	49.3%
Blank Votes	309	5.0%	Mano, Matthew J.K. (Matt)	12,356	29.2%
Over Votes	0	0.0%	Blank Votes	9,087	21.5%
<b>State Representative, Dist. 12</b>			Over Votes	12	0.0%
D) Yamashita, Kyle	6,242	69.9%	<b>Councilmember (Moloka'i)</b>		
R) Rinaldi, Laurie	2,134	23.9%	Mateo, Danny A.	28,283	66.9%
Blank Votes	543	6.1%	Blank Votes	14,014	33.1%
Over Votes	5	0.1%	Over Votes	0	0.0%

SOURCE: HAWAII STATE OFFICE OF ELECTIONS, RECORDS.

### 4.2.3

## MAUI COUNTY GENERAL ELECTION RESULTS, OFFICE OF HAWAIIAN AFFAIRS TRUSTEES AND STATE CONSTITUTIONAL AMENDMENTS, NOVEMBER 2, 2010

### Office of Hawaiian Affairs

At Large Trustee	Votes	Percent	Oahu Resident Trustee	Votes	Percent
Waihee, John IV	15,673	12.3%	Apo, Peter	10,879	25.7%
Akana, Rowena M.N.	15,132	11.9%	Burke, Jackie Kahookole	6,700	15.8%
Kalima, Leona Mapuana	8,194	6.5%	Heen, Walter Meheula	5,784	13.7%
Stender, Oswald (Oz)	7,910	6.2%	Blank Votes	18,948	44.8%
Makekau, Kealii J.	6,603	5.2%	Over Votes	11	0.0%
Meyers, William (Willy)	5,662	4.5%			
Hopkins, Kama	3,901	3.1%	<b>Maui Resident Trustee</b>		
Lewis, Joseph Kuhio	3,471	2.7%	Mossman, Boyd Poki	28,311	66.9%
Odegaard, Michael Malulani	1,555	1.2%	Blank Votes	14,011	33.1%
Blank Votes	58,817	46.3%	Over Votes	0	0.0%
Over Votes	16	0.0%			

### State of Hawai'i Constitutional Amendments

Board of Education			Tax Rebate Requirement		
Yes	18,432	43.6%	Yes	25,887	61.2%
No	21,208	50.1%	No	12,001	28.4%
Blank Votes	2,649	6.3%	Blank Votes	4,404	10.4%
Over Votes	33	0.1%	Over Votes	30	0.1%

To amend the Hawai'i Constitution to change the Board of Education to a board appointed by the Governor<sup>1</sup>

To authorize the Legislature to determine whether excess funds should be used as tax credits/refunds or diverted to temporary supplemental funds for the State when needed<sup>1</sup>

1. Summary of actual text

#### 4.2.4

### MAUI COUNTY GENERAL ELECTION RESULTS, MAUI COUNTY CHARTER AMENDMENTS, NOVEMBER 2, 2010

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#### Ballot Text and Results

Should a minimum of two percent (2%) of the certified real property tax revenues for fiscal years 2008 through 2015 be appropriated into an affordable housing fund to be used for the provision, protection, and expansion of affordable housing and suitable living environments for persons of very low to gap income?

Yes	24,893	58.9%
No	13,830	32.7%
Blank Votes	3,552	8.4%
Over Votes	22	0.1%

Should candidates for elective County office be required to file financial disclosure statements concurrently with the filing of nomination papers, instead of allowing financial disclosures to be filed within 15 days of filing nomination papers?

Yes	33,953	80.3%
No	4,723	11.2%
Blank Votes	3,597	8.5%
Over Votes	24	0.1%

Should the Charter be revised, effective as of January 1, 2011, to: (1) Reduce by ten days the amount of time the mayor has to veto budget and capital program ordinances; (2) Extend by ten days, to March 25 of each year, the deadline for the mayor to submit to council annual budget and capital ordinance proposals; and (3) Extend by ten days, to June 10 of each year, the date by which Council must pass annual budget and capital program ordinances?

Yes	23,398	55.3%
No	12,552	29.7%
Blank Votes	6,329	15.0%
Over Votes	18	0.0%

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SOURCE: HAWAII STATE OFFICE OF ELECTIONS, RECORDS.



### 4.3.1

## STATEMENT OF REVENUES AND EXPENDITURES, MAUI COUNTY

*In thousands of dollars. For year ending June 30*

<b>Revenues</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
Taxes	223,047	243,510	245,267	261,331
Intergovernmental Revenues	53,117	57,001	66,185	62,707
Charges for Services	43,859	48,694	51,050	57,302
Licenses and Permits	16,996	17,719	16,278	17,946
Revenues from Use of Money and Property	11,953	14,165	1,706	9,973
Fines and Forfeitures	1,779	2,049	2,294	2,712
Assessments	10,370	3,149	1,214	231
Other	4,186	3,809	9,128	7,507
<b>Total Revenues</b>	<b>365,306</b>	<b>390,095</b>	<b>393,121</b>	<b>419,710</b>
<b>Expenditures</b>				
Management and Other	70,467	98,268	94,429	90,136
Public Safety	64,080	72,294	78,163	80,376
Sanitation	34,420	39,362	43,875	40,832
Highway and Streets	25,123	30,786	33,711	35,039
Social Welfare	34,840	38,105	42,893	43,509
Culture and Recreation	23,149	26,418	27,952	27,034
Legislative	4,602	4,767	5,336	5,199
Capital Outlay	38,027	46,964	88,612	54,804
Debt Service: Principal	17,864	18,373	18,879	20,485
Interest	9,822	9,954	10,688	10,219
<b>Total Expenditures</b>	<b>322,393</b>	<b>385,291</b>	<b>444,179</b>	<b>407,633</b>
<b>Excess (Deficiency) of Revenues over Expenditures</b>	<b>42,913</b>	<b>4,804</b>	<b>(51,058)</b>	<b>12,077</b>

SOURCE: MAUI COUNTY DEPARTMENT OF FINANCE, COMPREHENSIVE ANNUAL FINANCIAL REPORTS

### 4.3.2

## STATE TAX COLLECTION MAUI COUNTY

*In \$1,000*

	2007	2008	2009	2010
Banks/Financial Corps	93,575	29,936	25,668	29,079
Employment Sec. Contri.	0	0	0	0
Fuel	9,684,054	9,455,215	8,874,547	8,524,797
GE License/Fees	189,947,825	194,196,012	0	0
General Excise & Use Tax	464,287	1,334,626	162,755,296	166,122,032
Honolulu County Surcharge <sup>1</sup>	1,165,353	1,250,311	1,246,360	1,379,269
Income-Corporate				
Decl. of Estimated Taxes	2,854,866	20,632,703	1,095,026	1,292,906
Payment With Returns	582,333	1,080,823	566,735	464,712
Refunds	(1,008,033)	(721,328)	(2,512,722)	(626,036)
Income-Individual				
Decl. of Estimated Taxes	51,157,549	28,689,132	22,108,872	17,709,742
Payment With Returns	23,198,403	20,217,947	13,983,714	12,745,908
Withholding Tax on Wages	73,285,920	74,157,374	62,081,782	60,035,408
Refunds	(44,667,423)	(44,204,522)	(49,462,315)	(40,334,123)
Liquor and Permits	6,805,526	6,875,838	6,255,878	6,447,019
Motor Vehicle Tax/Fees	10,387,581	10,313,288	10,286,267	9,929,523
Public Service Company	13,419,312	14,684,061	18,544,012	12,289,595
Tobacco and Licenses	8,683,442	8,657,093	10,206,222	11,124,960
Transient Accommod./Time Share Occup. Fees	30	30	15	0
Transient Accommod. Tax/Time Share Occup. Tax	36,924,460	42,944,540	28,612,366	37,764,990
All Others	0		5	30
<b>Total</b>	<b>381,813,708</b>	<b>388,342,768</b>	<b>294,667,726</b>	<b>304,899,810</b>

1. Surcharge began in 2007. Businesses with activities in Honolulu may have to pay this surcharge although they are not located on O'ahu.

SOURCE: HAWAII STATE DEPARTMENT OF TAXATION, STATE TAX COLLECTIONS AND DISTRIBUTIONS 2007-2010.

### 4.3.3

## ESTIMATED REAL PROPERTY TAX REVENUE, MAUI COUNTY

*In thousands of dollars*

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<b>Fiscal Year 2011-2012</b>	
Assessor's gross valuation	41,549,711
Land	19,444,919
Improvements	22,104,792
Exemptions	8,294,047
Assessor's net taxable valuation	33,255,664
Half of valuation on appeal	335,073
Number of appeals	786
Valuation for tax rate purposes	32,920,591
Land	16,395,247
Improvements	16,525,344
<b>Amount to be raised by taxation</b>	<b>208,877</b>

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SOURCE: CITY AND COUNTY OF HONOLULU, DEPARTMENT OF BUDGET AND FINANCE, REAL PROPERTY ASSESSMENT DIVISION

4.3.4

**REAL PROPERTY TAX RATES,  
MAUI COUNTY**

*Dollars per \$1,000 net taxable value*

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<b>Land Use Class</b>	<b>Rate Fiscal Year 2011-2012</b>
<b>Land</b>	
Residential	5.55
Apartment	5.50
Commercial	6.25
Industrial	7.00
Agricultural	5.80
Conservation	5.60
Hotel and Resort	9.00
Homeowner	2.50
Time Share	15.00
Commercialized Residential	4.20
<b>Buildings</b>	
Residential	5.55
Apartment	5.50
Commercial	6.25
Industrial	7.00
Agricultural	5.80
Conservation	5.60
Hotel and Resort	9.00
Homeowner	2.50
Time Share	15.00
Commercialized Residential	4.20

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SOURCE: CITY AND COUNTY OF HONOLULU, DEPARTMENT OF BUDGET AND FINANCE, REAL PROPERTY ASSESSMENT DIVISION

### 4.3.5

## DEBT OF MAUI COUNTY GOVERNMENT

*In thousands of dollars*

<b>Fiscal Year</b>	<b>General Obligation Bonds</b>	<b>Notes Payable</b>	<b>Total Outstanding Debt</b>
2001	194,807	23,779	218,586
2002	208,832	23,764	232,596
2003	242,996	39,582	282,578
2004	227,007	39,194	266,201
2005	233,684	36,762	270,446
2006	215,336	34,295	249,631
2007	226,720	40,078	266,798
2008	247,258	47,262	294,520
2009	226,048	65,578	291,626
2010	204,717	12,823	275,974

SOURCE: MAUI COUNTY DEPARTMENT OF FINANCE, COMPREHENSIVE ANNUAL FINANCIAL REPORTS.

4.4

**PERSONNEL BY DEPARTMENT FOR FISCAL YEARS,  
MAUI COUNTY**

	2008	2009	2010	2011
Civil Defense	8	8	10	10
Corporation Counsel	29.8	29.8	29.9	29.9
Environmental Management				
General	9	6	6	6
Wastewater	113.3	117.3	120.3	120.3
Solid Waste	95	102	102.3	103.3
Finance	144.8	148.8	153.8	153.8
Fire & Public Safety	308	311	312	312
Housing & Human Concerns	136.1	136.1	133.7	133.7
Liquor Control	23	26	26	26
Management	45	46	46	46
Parks and Recreation				
General	440.5	443	446	448
Golf	22.3	22.9	22.9	22.9
Personnel Services	18	20	20	20
Planning	68.9	69.2	69.2	69.2
Police	524.9	524.4	523.1	524.1
Prosecuting Attorney	74.9	78.9	80.9	79.9
Public Works				
General	90.2	90.2	87.2	86.2
Highways	170	170	171	171
Transportation	5	5	5	5
Water Supply	219.2	219.2	225.2	225.2

SOURCE: OFFICE OF THE MAYOR, BUDGET OFFICE, COUNTY BUDGET PROPOSAL 2011.

4.5.1

**COUNTY PROPERTY TAX EXEMPTIONS BY TYPE,  
MAUI COUNTY FY 2011-2012**

Type of Exemption	Number	Amount (\$1,000)
Federal Government	83	44,361
State Government	1,282	1,812,919
County Government	489	412,104
Government Leases-Total	89	79,166
Government Leases-Portion	52	16,406
Hawaiian Homes Commission	297	16,540
Hawn Homes Land-Basic	528	78,351
Hawn Homes Land-Multiple	137	20,467
Hawn Homes Land-Total Land	310	43
Hawn Homes Land-Vacant Land	192	456
Hawaiian Homes-7 year	350	61,105
Homes-Fee (Basic)	19,072	5,231,579
Homes-Fee (Multiple)	6,129	1,683,225
Homes-Leasehold (Basic)	221	52,306
Homes-Leasehold (Multiple)	585	159,581
Blind	27	658
Deaf	9	77
Hansen's Disease (Leprosy)	1	0
Totally Disabled	406	7,958
Totally Disabled Veterans	221	101,081
Cemetaries	7	951
Charitable Organizations	243	274,016
Childcare	22	1,100
Churches	229	292,430
Credit Unions	13	12,782
Forest Reserve	4	77
Historic Residential Properties	8	10,763
Kuleana	15	2,856
Hospitals	11	43,159
Landscaping, Open-Space	1	10
Low-Moderate Income Housing	42	157,654
Public Utilities	76	71,206
Roadways and Waterways	1,569	4,388
Schools	10	72,898
Taro	46	12
Miscellaneous	4	355
Military (deployed)	6	2,724
<b>Total</b>	<b>32,786</b>	<b>10,725,764</b>

Note: Amount includes government parcels at actual value and exemptions on federal leases, if any.

SOURCE: CITY AND COUNTY OF HONOLULU, REAL PROPERTY ASSESSMENT DIVISION, *NUMBER AND AMOUNT OF EXEMPTIONS BY TYPE AND COUNTY*

#### 4.5.2

### LIQUID FUEL TAX BASE AND TAX COLLECTIONS FISCAL YEAR ENDING JUNE 30, 2011, MAUI COUNTY

Source of Revenue	Gallons	State Tax	City Fuel Tax	Total Tax
Gasoline	\$63,122,486.25	\$10,711,339.84	\$10,080,114.98	\$20,791,454.82
Diesel Oil (non-hwy)	22,603,389.75	452,067.80	0.00	452,067.80
Diesel Oil (hwy use)	6,978,734.64	1,186,384.89	1,116,597.54	2,302,982.43
Liquid Petroleum Gas (hwy use)	1,599.36	83.16	68.78	151.94
Small Boat (gas)	0.00	0.00	0.00	0.00
Small Boat (diesel oil)	57,300.00	1,146.00	0.00	1,146.00
Aviation fuel	61,907,990.50	1,238,159.81	0.00	1,238,159.81
Other fuel	200,995.25	8,039.81	0.00	8,039.81
SUB-TOTAL	154,872,495.75	13,597,221.31	11,196,781.30	24,794,002.61
Environmental Tax**	3,648,970.91	3,238,721.26	0.00	3,238,721.26
<b>TOTAL</b>		<b>16,835,942.57</b>	<b>11,196,781.30</b>	<b>28,032,723.87</b>

SOURCE: STATE OF HAWAII, DEPARTMENT OF TAXATION, TAX RESEARCH AND PLANNING OFFICE, LIQUID FUEL TAX BASE & TAX COLLECTIONS.

#### 4.5.3

### LIQUID FUEL TAX ALLOCATION BY FUND FISCAL YEAR ENDING JUNE 30, 2009, MAUI COUNTY

	Amount	Total Tax
State Highway Special Fund	\$12,235,470.89	
State Airports Special Fund	1,238,159.81	
State Boating Special Fund	235,558.43	\$13,709,189.13
County Fuel Tax:		
Lanai	85,658.12	
Molokai	199,403.95	
Maui	10,799,751.41	\$11,084,813.48
Environmental Response Fund	182,448.55	
Energy Security Fund	458,440.91	
Energy Development Fund	305,627.29	
Agricultural Development Fund	458,440.91	
General Fund	1,833,763.60	\$3,238,721.26
<b>Grand Total</b>		<b>\$28,032,723.87</b>

SOURCE: STATE OF HAWAII, DEPARTMENT OF TAXATION, TAX RESEARCH AND PLANNING OFFICE, LIQUID FUEL TAX ALLOCATION BY FUND.



# Agriculture & Aquaculture



## Section 5

### **AGRICULTURE & AQUACULTURE**

This section includes statistics on agriculture and aquaculture. Statistics about farms are presented along with the value and distribution of farm and other land based herbaculture production. Fish catches and other aquaculture statistics are given.

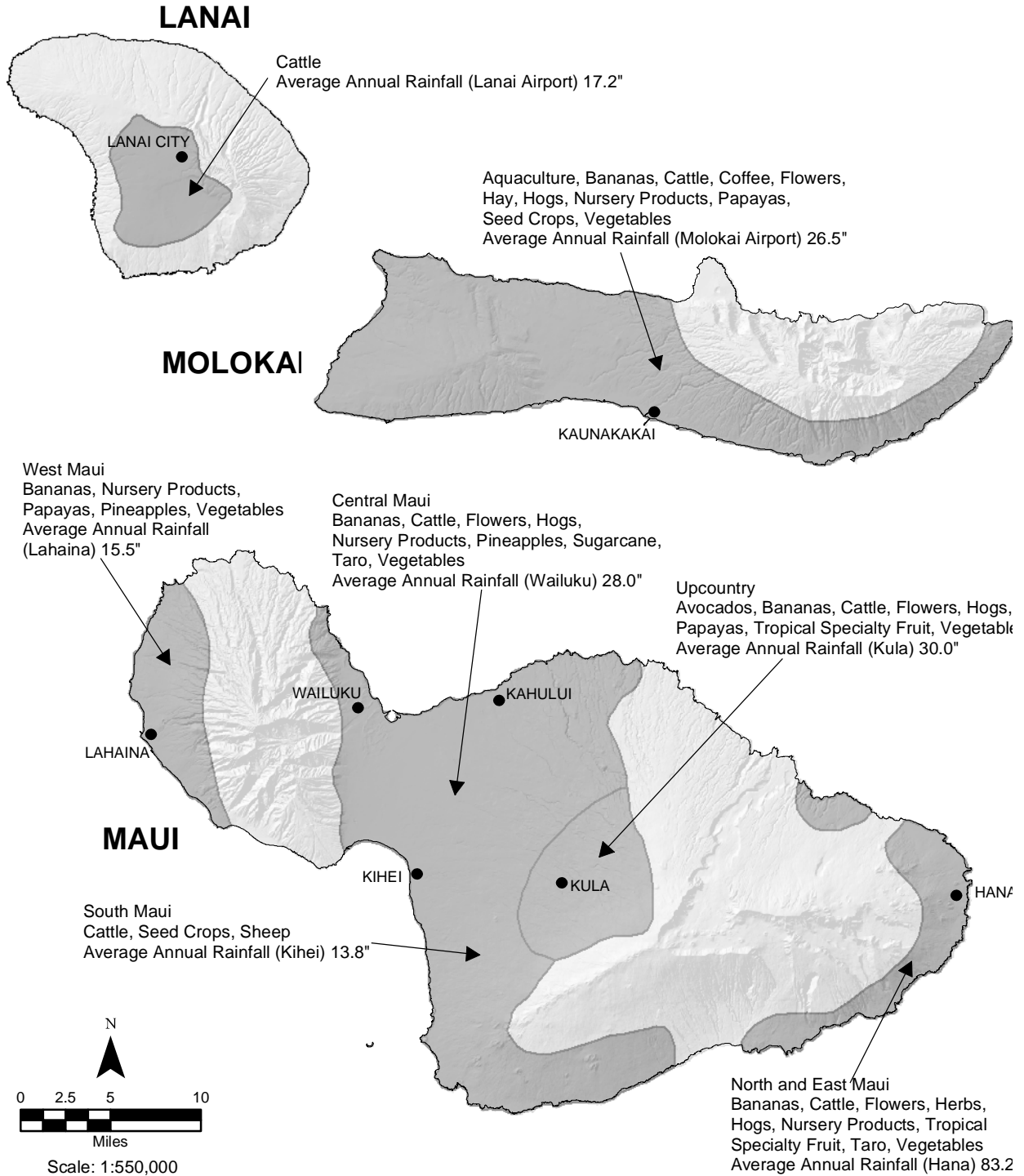
Agriculture remains an important element in Maui County's economy and land use patterns. Sugar and pineapple remain the largest crops, though the trend toward diversification of agriculture continues.

The pounds of fish landed State wide has declined significantly from 2008 to 2009, although the pounds landed in Maui County were fairly steady. Commercial aquaculture continues to grow in importance.

The data in this section comes mainly from the U.S. Census Bureau, the Hawai'i Agriculture Statistics Service, specific crop producers, and the Hawai'i State Department of Land and Natural Resources.

5.1.1

**AGRICULTURAL AREAS,  
MAUI COUNTY**



SOURCE: HAWAII' I AGRICULTURAL STATISTICS SERVICE, *STATISTICS OF HAWAII AGRICULTURE, 2003.*

## 5.1.2

**TENURE AND CHARACTERISTICS OF FARM  
OPERATORS AND TYPES OF FARM ORGANIZATION,  
MAUI COUNTY**

	1992	1997	2002	2007
<b>Farms</b>	<b>850</b>	<b>806</b>	<b>823</b>	<b>1,156</b>
<b>Land In Farms (acres)</b>	<b>355,786</b>	<b>292,090</b>	<b>256,690</b>	<b>225,568</b>
<b>Tenure of Operator</b>				
Full Owners				
Farms	503	460	529	827
Acres	118,137	81,616	82,274	62,325
Part Owners				
Farms	159	137	115	138
Acres	225,867	188,649	135,661	141,052
Owned land in farms (acres)	141,136	140,909	102,342	105,762
Rented land in farms (acres)	84,731	47,740	33,319	35,290
Tenants				
Farms	188	209	179	191
Acres	11,782	21,825	38,755	22,191
<b>Operator Characteristics</b>				
Place of Residence				
On farm operated	577	536	623	929
Not on farm operated	219	215	200	227
Not reported	54	55	n/a	n/a
Principal Occupation				
Farming	456	372	434	515
Other	394	434	389	641
Days of Work Off Farm <sup>1</sup>				
None	298	290	413	229
Any	482	455	410	927
1 to 49 days	55	59	47	155
50 to 99 days	31	33	36	151
100 to 199 days	133	86	63	166
200 days or more	263	277	264	455
Not reported	70	61	n/a	n/a
Years on Present Farm				
2 years or less	44	42	46	51
3 or 4 years	136	47	66	68
5 to 9 years	171	171	189	284
10 years or more	360	406	522	753
Average years on present farm	13.1	14.3	15.3	16.7
Not reported	139	140	n/a	n/a

## 5.1.2

CONTINUED

	1992	1997	2002	2007
<b>Operator Characteristics (cont.)</b>				
Age Group				
Under 25 years	2	7	4	4
25 to 34 years	44	24	26	32
35 to 44 years	259	182	108	89
45 to 54 years	221	270	310	314
55 to 59 years	50	107	117	242
60 to 64 years	62	59	82	197
65 to 69 years	74	45	54	129
70 years and over	138	112	122	149
Average age	52.6	53.0	55.0	57.7
Male				
Farms	737	681	659	856
Acres	318,121	275,346	241,920	217,574
Female				
Farms	113	125	164	300
Acres	37,665	16,744	14,770	7,994
<b>Type of Organization</b>				
Individual or Family (sole proprietorship)				
Farms	710	679	701	975
Acres	53,463	31,942	D	34,647
Partnership				
Farms	52	44	37	66
Acres	D	34,620	11,357	11,751
Corporation (family held)				
Farms	46	56	58	69
Acres	90,740	101,236	76,424	114,456
Corporation (other than family held)				
Farms	26	13	17	33
Acres	192,428	123,312	99,056	60,646
Other (cooperative, estate or trust, institutional, etc.)				
Farms	16	14	10	13
Acres	D	980	D	4,068

D: Withheld to avoid disclosing data for individual farms.

na: not available.

<sup>1</sup> Number of days of Work Off Farm revised 2002.

SOURCE: UNITED STATES DEPARTMENT OF AGRICULTURE, NATIONAL AGRICULTURAL STATISTICS SERVICE, *CENSUS OF AGRICULTURE, VARIOUS TABLES*.

### 5.1.3

## FARMS AND LAND IN FARMS, MAUI COUNTY

	1992	1997	2002	2007
<b>Farms</b>	850	80	823	1,156
<b>Land in Farms</b>	355,786	292,090	256,690	225,568
Average size of farm (acres)	419	362	312	195
Median size of farm (acres)	NA	6	NA	5
<b>Estimated Market Value of Land &amp; Buildings<sup>1</sup></b>				
Average per farm	1,118,184	818,342	1,251,598	1,601,950
Average per acre	2,671	2,258	4,112	8,210
<b>Est. Market Value of Machinery &amp; Equipment<sup>1</sup></b>				
Average per farm	117,143	88,989	58,849	52,480
<b>Farms by Size</b>				
1 to 9 acres	505	468	505	766
10 to 49 acres	232	233	212	289
50 to 179 acres	60	48	56	48
180 to 499 acres	24	29	20	21
500 to 999 acres	3	5	7	11
1,000 acres or more	26	23	23	21
<b>Total Cropland</b>				
Farms	733	684	649	975
Acres	D	D	28,404	54,557
<b>Harvested Cropland</b>				
Farms	666	605	649	928
Acres	39,031	32,243	28,404	54,528
<b>Irrigated Land</b>				
Farms	541	480	462	650
Acres	61,549	35,031	26,855	28,027
<b>Value of Agricultural Products Sold (\$1,000)</b>	164,767	128,385	124,511	139,326
Crops, including nursery & greenhouse crops	153,285	116,084	116,645	132,058
Livestock, poultry, and their products	11,483	12,301	7,866	7,268
<b>Value of Agricultural Products Sold per Farm (\$)</b>	193,844	159,287	151,289	120,524

<sup>1</sup> Data are based on a sample of farms.

D: Withheld to avoid disclosing data for individual farms.

NA: Not available.

SOURCE: UNITED STATES DEPARTMENT OF AGRICULTURE, NATIONAL AGRICULTURAL STATISTICS SERVICE, *CENSUS OF AGRICULTURE, VARIOUS TABLES*.

### 5.1.4

## NUMBER OF FARMS, FARM ACREAGE, AND FARM EMPLOYMENT, MAUI COUNTY

	2003	2004	2005	2006	2007	2008
Number of Farms <sup>1</sup>	850	850	850	850	1,156	1,150
Farm Acreage (1,000)	260	260	260	260	230	230
Farm Employment						
Hired workers	1,650	1,850	1,700	1,750	1,700	1,700

<sup>1</sup> Based on farm definition of \$1,000 or more of agricultural sales

SOURCE: HAWAII AGRICULTURAL STATISTICS SERVICE, STATISTICS OF HAWAII AGRICULTURE (ANNUAL).

### 5.1.5

## LIVESTOCK: NUMBER OF OPERATIONS AND VALUE OF SALES, MAUI COUNTY

	2004	2005	2006	2007	2008
<b>Number of Livestock Operations, December 31</b>					
Cattle <sup>1</sup>	160	160	160	180	150
Hogs	60	60	60	60	60
Milk	5	5	5	5	5
Eggs	10	10	10	10	15
Honey	3	1	2	3	3
<b>Value of Livestock Sales (\$1,000)</b>					
Cattle <sup>2</sup>	3,015	2,686	3,403	4,260	5,495
Hogs <sup>2</sup>	859	880	920	885	750
Milk	D	D	D	D	D
Eggs	D	D	D	D	D
Aquaculture	D	D	D	D	D
<b>Total Livestock and Aquaculture Sales (\$1,000)</b>	<b>6,510</b>	<b>8,408</b>	<b>6,249</b>	<b>6,085</b>	<b>7,013</b>

D: Withheld to avoid disclosure of individual operations

<sup>1</sup>. Includes beef, dairy, and dairy replacement operations

<sup>2</sup>. Excludes interfarm sales; includes out-of-state sales of slaughter animals

SOURCE: HAWAII AGRICULTURAL STATISTICS SERVICE, STATISTICS OF HAWAII AGRICULTURE (ANNUAL).

## 5.1.6

### CROPS: ACREAGE, NUMBER OF FARMS, AND VALUE OF SALES, MAUI COUNTY

	2004	2005	2006	2007	2008
<b>Acreage in Crop (1,000 acres)</b>					
Sugarcane	34.8	33.0	34.9	32.4	34.5
Pineapples	5.5	D	D	T	T
Vegetables and Melons	0.9	1.0	0.8	0.7	0.7
Fruits (excluding pineapple)	0.5	0.5	0.6	0.6	0.6
Coffee	D	D	D	D	D
Macadamia nuts	D	D	D	D	D
All other crops	1.7	2.2	1.7	6.7	5.2
<b>Number of Crop Farms</b>					
Sugarcane	1	1	1	1	1
Pineapple	5	5	5	9	9
Vegetables and melons	107	107	106	120	102
Fruits (excluding pineapple)	260	258	250	260	272
Coffee	27	34	32	30	32
Macadamia Nuts	10	20	20	10	20
Taro	25	20	20	20	15
Flowers and nursery products	180	185	190	210	200
<b>Value of Sales (\$1,000)</b>					
Sugar (unprocessed cane)	46,200	44,200	40,700	37,800	34,500
Pineapple (fresh equivalent)	28,400	D	D	T	T
Vegetables, ginger root, herbs, and melons	9,632	9,150	11,053	6,545	6,630
Fruits (excluding pineapple)	1,316	2,038	1,953	1,734	2,382
Coffee (parchment)	D	D	D	D	D
Macadamia Nuts (in shell)	D	D	D	D	D
Taro	D	D	D	D	D
Seed crops	D	D	D	D	D
Flowers and nursery products	9,535	11,910	11,823	13,337	13,922
Total crops	129,200	145,983	141,017	150,643	144,231

D: Withheld to avoid disclosure of individual operations

T: Withheld to avoid disclosure of individual operations, but included in total under All other crops

SOURCE: HAWAII AGRICULTURAL STATISTICS SERVICE, STATISTICS OF HAWAII AGRICULTURE (ANNUAL).



## 5.1.7

**SUGARCANE, MAUI ISLAND**

	2005	2006	2007	2008	2009
Number of farms	1	1	1	1	1
Acreage (1,000 acres)					
In crop	33.0	34.9	32.4	34.5	34.4
Harvested for sugar	16.6	16.9	16.9	16.9	15.1
Yield per acre (tons)					
Sugarcane	80.20	78.30	70.40	65.80	64.50
Raw Sugar 96°	11.58	10.24	9.74	8.55	8.40
Production of cane for sugar (1,000 tons)	1,331	1,323	1,190	1,112	974
Farm price (dollar per ton)	33.20	30.80	31.80	31.00	30.80
Value of cane for sugar (\$1 million)	44.2	40.7	37.8	34.5	30.0
Mill production (1,000 tons)					
Raw Sugar 96°	193	173	165	145	127
Molasses	57	56	50	52	41
Average returns received (dollars per ton)					
Raw Sugar 96°	342.00	350.00	342.00	355.00	352.00
Molasses	60.00	75.50	87.30	87.20	142.80
Value of production (\$1 million)					
Raw Sugar 96°	66.0	60.6	56.4	51.5	44.7
Molasses	3.4	4.2	4.4	4.5	5.9
Total	69.4	64.8	60.8	56.0	50.6

Note: Yield and prices may not compute due to rounding

SOURCE: HAWAII AGRICULTURAL STATISTICS SERVICE, STATISTICS OF HAWAII AGRICULTURE (ANNUAL).

## 5.1.8

### VEGETABLES, MELONS AND TARO, ACREAGE, PRODUCTION AND VALUE, MAUI COUNTY

<b>Harvested Acreage</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>
Beans, snap	45	45	50	50	50
Cabbage, head	175	200	140	120	110
Celery	10	D	D	D	D
Cucumbers	185	195	190	190	200
Onions, dry	125	125	110	100	90
Romaine	30	35	20	20	20
Squash, Italian	75	90	65	70	50
Sweet potatoes	50	70	D	D	D
Taro <sup>1</sup>	75	75	90	70	85
<b>Production (1,000 pounds)</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>
Beans, snap	230	170	225	260	330
Cabbage, head	4,800	4,500	3,100	3,200	3,300
Celery	300	D	D	D	D
Cucumbers	3,300	2,780	3,600	3,060	2,900
Onions, dry	1,150	1,550	1,270	1,200	1,100
Romaine	400	600	270	260	200
Squash, Italian	760	650	465	420	350
Sweet potatoes	600	580	D	D	D
Taro (marketings) <sup>1</sup>	800	900	910	910	690
<b>Value of Sales (\$1,000)</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>
Beans, snap	216	166	187	169	330
Cabbage, head	1,478	1,233	809	928	990
Celery	89	D	D	D	D
Cucumbers	1,690	1,290	1,775	1,502	1,543
Onions, dry	1,995	2,429	1,918	1,524	1,375
Romaine	204	324	167	148	102
Squash, Italian	418	364	279	252	210
Sweet potatoes	330	377	D	D	D
Taro <sup>1</sup>	441	511	570	563	487

D: Withheld to avoid disclosure of individual operations

<sup>1</sup>. O'ahu combined with Maui and Moloka'i to avoid disclosure of individual operations

SOURCE: HAWAII AGRICULTURAL STATISTICS SERVICE, STATISTICS OF HAWAII AGRICULTURE (ANNUAL).

### 5.1.9

## FLORICULTURE AND NURSERY PRODUCTS, MAUI COUNTY

*Number of farms and growing area*

State Total	Number of Farms	Greenhouse (1,000 sq. ft.)	Artificial Shade (1,000 sq. ft.)	Open (Acres)	Field Total (Acres)
2004	920	2,620	26,560	3,160	3,830
2005	955	2,095	27,015	3,320	3,988
2006	930	2,190	25,410	3,430	4,064
2007	1,060	2,020	25,012	3,755	4,376
2008	1,025	2,135	24,020	2,640	3,240
<b>Maui County</b>					
2004	180	285	750	530	554
2005	185	265	795	525	549
2006	190	280	735	520	544
2007	210	355	490	640	659
2008	200	375	645	630	653

SOURCE: HAWAII' AGRICULTURAL STATISTICS SERVICE, STATISTICS OF HAWAII' AGRICULTURE (ANNUAL).

### 5.1.10

## FLORICULTURE AND NURSERY PRODUCTS, BY COMMODITY, MAUI COUNTY

*Value of grower sales (\$1,000)*

Commodity	2004	2005	2006	2007	2008
Cut Flowers	2,530	2,838	2,785	3,293	2,623
Orchids	918	991	992	1,104	1,118
Lei Flowers	880	1,249	1,334	1,504	1,432
Foliage	450	482	513	622	527
Potted Flowering Plants	1,274	1,621	1,265	861	1,202
All Other Nursery Products	3,268	4,419	4,579	5,563	6,670
Unspecified Sales	215	310	355	390	350
Total	9,535	11,910	11,823	13,337	13,922

SOURCE: HAWAII' AGRICULTURAL STATISTICS SERVICE, STATISTICS OF HAWAII' AGRICULTURE (ANNUAL).

## 5.1.11

### FRUITS: VALUE OF SALES, MAUI COUNTY

1,000 dollars (Fresh weight basis)

Maui/Moloka'i/Lāna'i	Pineapples	Other	Total
1997	28,295	1,136	29,431
1998	28,413	1,051	29,464
1999	28,325	1,056	29,381
2000	29,445	1,102	30,547
2001	27,115	921	28,036
2002	29,624	1,270	30,894
2003	30,441 <sup>r</sup>	1,451	31,892
2004	27,977	1,316 <sup>r</sup>	29,450
2005	D	2,038	D
2006	D	1,895	D

D Not reported to avoid disclosure of individual operations.

r: Revised from previous Data Book.

SOURCE: HAWAII AGRICULTURAL STATISTICS SERVICE, STATISTICS OF HAWAII AGRICULTURE 2006 (ANNUAL).

## 5.1.12

### BANANAS, MAUI COUNTY

	1998	1999	2000	2001	2002
<b>Maui/Moloka'i/Lāna'i</b>					
Number of Farms	35	40	40	30	40
Acreage in crop	85	85	75	85	85
Acreage harvested	50	50	60	60	60
Yield per acre (1,000 lbs. harvested)	16.0	17.8	12.5	9.7	9.2
Fresh utilization (1,000 pounds)	800	890	750	580	550
Farm price (cents per pound)	55.0	56.0	60.0	58.0	60.0
Value of sales (\$1,000)	440	499	451	333	330

SOURCE: HAWAII AGRICULTURAL STATISTICS SERVICE, STATISTICS OF HAWAII AGRICULTURE 2004 (ANNUAL).

## 5.1.13

**AGRICULTURAL TOURISM BY COUNTY,  
2003 AND 2006**

County	Total Farms		Ag-Tourism Activity		(\$1,000) Value of Ag-Tourism		Farms Planning Ag-Tourism Activities	
	2003	2006	2003	2006	2003	2006	2003	2006
Maui	800	800	43	28	6,772	4,994	37	14
Hawai'i	3,300	3,300	89	56	12,562	13,206	65	50
Honolulu	900	900	31	13	8,586	14,201	23	10
Kaua'i	500	500	24	15	5,949	6,365	20	10
<b>State</b>	<b>5,500</b>	<b>5,500</b>	<b>187</b>	<b>112</b>	<b>33,869</b>	<b>38,766</b>	<b>145</b>	<b>84</b>

Note: Ag-tourism is a commercial enterprise on a working farm conducted for the enjoyment, education, and/or active involvement of the visitor, generating supplemental income for the farm. Activities such as producing and selling products directly from the farm, operating a bed and breakfast, conducting educational farm tours, offering horseback riding, festivals, concerts, and many other on-farm activities qualify as ag-tourism.

SOURCE: HAWAII AGRICULTURAL STATISTICS SERVICE, STATISTICS OF HAWAII AGRICULTURE 2007 (ANNUAL).

## 5.1.14

## FARM INCOME AND EXPENSES MAUI COUNTY

*In \$1,000*

Income and Expenses	2005	2006	2007	2008	2009
<b>Cash receipts from marketing</b>	173,930	171,761	191,627	191,728	188,124
Cash receipts: livestock and products	7,048	5,636	5,051	4,518	6,059
Cash receipts: crops	166,882	166,125	186,576	187,210	182,065
<b>Other income</b>	8,618	10,184	8,996	14,076	9,342
Government payments	721	494	171	1,734	2,203
Imputed and miscellaneous income	7,897	9,690	8,825	12,342	7,139
<b>Total production expenses</b>	132,680	136,068	137,989	138,480	149,626
Feed purchased	2,713	2,552	2,823	3,655	3,496
Livestock purchased	436	522	413	290	912
Seed purchased	4,069	3,840	3,730	3,732	3,845
Fertilizer and lime	12,724	13,471	11,101	11,165	14,497
Petroleum products purchased	6,746	7,502	6,565	6,590	8,048
Hired farm labor expenses	53,853	50,852	48,928	46,749	47,734
All other production expenses	52,139	57,329	64,429	66,299	71,094
<b>Value of Inventory Change</b>	-83	104	-580	-347	119
Livestock: value of inventory change	395	-360	-653	-231	99
Crops: value of inventory change	0	0	0	0	0
Materials and supplies: value of inventory change	-478	464	73	-116	L
<b>Total cash receipts and other income</b>	182,548	181,945	200,623	205,804	197,466
less: Total production expenses	132,680	136,068	137,989	138,480	149,626
<b>Realized Net Income</b>	49,868	45,877	62,634	67,324	47,840
plus: Value of inventory change	-83	104	-580	-347	119
<b>Total net income including corporate farms</b>	49,785	45,981	62,054	66,977	47,959
less: Net income of corporate farms	30,287	25,110	36,807	41,761	19,094
plus: Statistical adjustment	0	0	0	0	0
<b>Total net farm proprietor's income</b>	19,498	20,871	25,247	25,216	28,865
plus: Farm wages and perquisites	55,798	57,326	58,013	56,252	59,159
plus: Farm supplements to wages and salaries	9,168	9,658	10,855	10,356	10,533
<b>Total farm labor and proprietor's income</b>	84,464	87,855	94,115	91,824	98,557

L: less than \$50,000

SOURCE: REGIONAL ECONOMIC INFORMATION SYSTEM, BUREAU OF ECONOMIC ANALYSIS, U.S. DEPARTMENT OF COMMERCE

5.2.1

**SEA LANDINGS BY FISHING METHOD AND SPECIES GROUP  
STATE OF HAWAI'I**

*Pounds landed*

	2005	2006	2007	2008	2009
<b>Fishing Method</b>					
Aku Pole & Line	NA	630,590	643,029	702,193	NA
Longline	18,793,030	16,426,235	23,942,579	25,526,099	21,764,074
Deep Bottom Handline	496,822	449,581	435,934	503,814	525,330
Tuna Handline	1,632,844	1,478,051	1,770,695	1,180,948	1,414,844
Trolling	2,505,381	2,587,228	2,885,501	3,020,287	3,004,093
All Other	2,342,990	1,306,136	1,529,253	1,154,310	1,667,697
<b>Total</b>	<b>25,771,067</b>	<b>22,877,821</b>	<b>31,206,991</b>	<b>32,087,651</b>	<b>28,376,038</b>
<b>Species Group</b>					
Tunas	14,596,986	12,618,034	18,660,259	18,908,288	15,229,305
Bill & Swordfish	4,655,440	4,038,122	5,470,247	6,406,085	5,967,862
Misc. Pelagic	4,405,774	4,296,982	4,711,822	4,847,981	5,231,456
Deep Bottom	522,728	474,860	478,899	482,824	512,284
Akule/'Ōpelu	887,225	867,448	1,094,462	620,770	617,268
Inshore	253,828	240,299	268,452	309,760	325,717
All Other	449,086	342,076	522,850	511,943	492,146
<b>Total</b>	<b>25,771,067</b>	<b>22,877,821</b>	<b>31,206,991</b>	<b>32,087,651</b>	<b>28,376,038</b>

NA: Not available

SOURCE: STATE OF HAWAI'I, DEPARTMENT OF LAND AND NATURAL RESOURCES, DIVISION OF AQUATIC RESOURCES, COMMERCIAL MARINE LANDINGS SUMMARY TREND REPORT, CALENDAR YEAR REPORTS

## 5.2.2

### SEA LANDINGS BY PORT OF LANDING

*Pounds landed*

Port of Landing	2005	2006	2007	2008	2009
Maui County	611,085	515,064	610,050	765,090	763,240
Maui	556,151	473,620	575,938	NA	694,560
Moloka'i	35,312	23,901	16,408	NA	49,205
Lāna'i	19,622	17,543	17,704	NA	19,475
O'ahu	20,887,310	18,738,150	26,269,822	28,332,176	24,126,553
Hawai'i	3,693,069	3,074,866	3,548,890	2,395,446	2,719,379
Kaua'i and Ni'ihau	579,603	549,741	778,229	594,939	766,866
<b>Total</b>	<b>25,771,067</b>	<b>22,877,821</b>	<b>31,206,991</b>	<b>32,087,651</b>	<b>28,376,038</b>

NA: Not available

SOURCE: STATE OF HAWAII, DEPARTMENT OF LAND AND NATURAL RESOURCES, DIVISION OF AQUATIC RESOURCES, COMMERCIAL MARINE LANDINGS SUMMARY TREND REPORT, CALENDAR YEAR REPORTS

## 5.2.3

### SEA LANDINGS BY AREA FISHED, MAUI COUNTY

*Pounds landed*

Area Fished	2005	2006	2007	2008	2009
Kawai (Moloka'i Channel)	29,565	51,308	22,920	21,918	19,137
Penguin Bank	98,099	87,308	78,646	102,352	116,712
Kealaikahiki Channel	48,409	34,736	24,313	28,517	43,402
'Alenuihāhā Channel	33,982	21,478	73,635	141,146	99,282
Moloka'i	40,004	33,420	24,898	27,846	41,354
Lāna'i	100,281	89,390	137,778	115,492	102,609
Kaho'olawe	23,704	31,037	25,972	12,783	55,686
Mākena - Hāna	37,746	21,044	37,393	53,553	42,283
Hāna - Kahului	158,421	144,266	176,011	221,693	196,110
Honolua - Lahaina	3,041	4,032	5,582	4,649	5,350
Lahaina - Mākena	112,757	74,503	85,938	53,213	49,555

SOURCE: STATE OF HAWAII, DEPARTMENT OF LAND AND NATURAL RESOURCES, DIVISION OF AQUATIC RESOURCES, COMMERCIAL MARINE LANDINGS SUMMARY TREND REPORT, CALENDAR YEAR REPORTS





## Section 6

### **COMMUNICATION & TRANSPORTATION**

This section covers statistics on communications and transportation.

Newspapers, radio and television station statistics are included in the first section (6.1). Under transportation, statistics on fuel usage, registered drivers, aircraft and water craft facilities and freight traffic are presented.

With more than 41,000 tons of cargo and mail passing through Kahului Airport and just over 5,600,000 tons passing through Kahului Harbor, water transport remains the primary way goods reach Maui.

The transportation statistics are mostly taken from the Hawai'i State Department of Transportation.

### 6.1.1

## AVERAGE PAID CIRCULATION OF THE MAUI NEWS

For 24 month period ending March 31

Year	Monday - Thursday	Friday	Saturday <sup>1</sup>	Sunday
1994	18,615	21,691		22,246
1995	18,816	21,865		23,441
1996	18,379	21,234		23,866
1997	17,710	20,346		23,992
1998	17,142	19,634		24,098
2001	18,880	21,069	18,718 <sup>2</sup>	25,090
2002			21,214	26,525
2003			21,631	26,833
2004			22,032	26,931
2005			21,902	26,382
2006			21,668	26,547
2007			20,777	25,343

Note: The Maui News started publishing a Saturday edition in 2001.

1. Unless otherwise noted, number is for Monday - Saturday circulation. 2. For the Saturday issue only

SOURCE: AUDIT BUREAU OF CIRCULATIONS, MAUI NEWS AUDIT REPORT, 1990-1998 AND MAUI NEWS RECORDS 2007.

### 6.1.2

## AVERAGE DISTRIBUTION OF OTHER NEWSPAPERS, MAUI COUNTY

Free Circulation	Number Distributed	Frequency
Lahaina News	12,500	weekly
Maui Time	18,000	weekly
Maui Weekly	16,250	weekly
The Lānaʻi Times	3,000	monthly
The Molokaʻi Dispatch	4,800	weekly
<b>Paid Circulation</b>		
Honolulu Star-Advertiser	NA	daily

NA: Not Available.

SOURCE: HAWAII BUSINESS RESEARCH LIBRARY, PHONE SURVEY

### 6.1.3

## CABLE TELEVISION, SUBSCRIBERS AND REVENUES, BY COUNTY

	Maui	Hawai'i	Honolulu	Kaua'i	State
<b>Subscribers</b>					
2004	50,814	38,991	278,336	21,357	389,498
2005	51,626	38,955	282,225	21,378	394,184
2006	52,937	46,274	284,038	24,050	407,299
2007	54,637	47,959	285,811	23,550	411,957
2008	54,569	48,413	287,429	23,608	414,019
2009	54,447	48,149	287,266	23,511	413,373
2010	53,519	48,073	284,945	23,810	410,347
<b>Basic service revenue (\$1,000)</b>					
2004	18,903	16,722	101,318	8,582	145,527
2005	19,861	17,883	106,248	9,102	153,095
2006	20,997	19,181	111,308	9,842	161,329
2007	22,066	20,478	115,633	10,373	168,551
2008	23,381	21,764	125,251	10,963	181,359
2009	24,034	22,340	130,298	11,281	187,954
2010	24,350	22,554	129,900	11,568	188,374

SOURCE: HAWAII STATE DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS, CABLE TELEVISION

### 6.1.4

## RADIO AND TELEVISION BROADCASTING STATIONS IN OPERATION, MAUI COUNTY, 2011

	Maui County	State Total
<b>Commercial</b>		
AM	4	32
FM	15	57
TV	5	23
<b>Public or Educational</b>		
AM	0	0
FM	3	13
TV	1	2

SOURCE: FEDERAL COMMUNICATIONS COMMISSION, MASS MEDIA BUREAU, AUDIO DIVISION, RECORDS.

## 6.2.1

### TRAFFIC FLOWS ON MAJOR ROADS, MAUI COUNTY

Road Name	Peak AM Time	Peak AM Volume	Peak PM Time	Peak PM Volume	Daily Volume
South Market Street between Main St. and Wells St. (Wailuku)					
To Main St.	7:00-8:00	454	4:15-5:15	588	6,054
North Market Street between Liko Pl. and Mill St. (Wailuku)					
To Liko Pl.	7:15-8:15	558	4:30-5:30	736	7,865
To Mill St.	6:45-7:45	464	4:00-5:00	292	4,510
Wakea Avenue between Hina Ave. and Onehee Ave. (Kahului)					
To Hina Ave.	7:15-8:15	521	3:45-4:45	437	5,630
To Onehee Ave.	7:00-8:00	519	3:30-4:30	472	5,452
Lahainaluna Road between Honopiilani Hwy and Wainee St. (Lahaina)					
To Honopiilani Hwy	7:00-8:00	255	3:00-4:00	303	4,458
To Wainee St.	7:30-8:30	291	3:45-4:45	297	4,157
Front Street, between Mokuhinia Place and Prison Street (Lahaina)					
To Prison Street	7:15-8:15	262	3:30-4:30	283	3,600
To Mokuhinia Street	8:00-9:00	167	3:30-4:30	268	3,124
South Kihei Road, between North Kihei Rd. and Uwapo Rd. (Kihei)					
To Uwapo Rd.	7:00-8:00	514	3:00-4:00	376	5,453
To North Kihei Rd	7:15-8:15	283	4:45-5:45	564	5,333
South Kihei Road, between Maui Kamaole and Ala Koa St. (Kihei)					
To Ala Koa St.	8:00-9:00	392	4:30-5:30	355	5,079
To Maui Kamaole	8:00-9:00	247	3:30-4:30	432	5,072
Baldwin Avenue between Mahiko St. and Puakou Pl. (Pā'ia)					
To Mahiko St.	7:00-8:00	214	3:45-4:45	218	2,292
To Puakou Pl.	7:30-8:30	246	4:00-5:00	143	1,861
Makawao Avenue between Haleakalā Hwy and Koehana Pl. (Makawao)					
To Koehana Pl	7:15-8:15	425	4:30-5:30	722	7,347
To Haleakalā Hwy	6:45-7:45	618	3:00-4:00	485	6,579
Old Haleakalā Hwy between Piimauna St. and Pahaa St. (Pukalani)					
To Piimauna St.	7:00-8:00	332	4:45-5:45	719	6,434
To Pahaa Pl.	7:00-8:00	657	3:00-4:00	332	5,531
Kamehameha V Highway between Mohala St. and Ala Malama Ave. (Moloka'i)					
To Mohala St.	7:30-8:30	276	3:00-4:00	354	3,569
To Ala Malama Ave.	7:00-8:00	270	3:15-4:15	315	3,451
Maunaloa Highway between Puupeelua Ave. and Kalae Hwy (Moloka'i)					
To Puupeelua Ave.	6:00-7:00	108	3:30-4:30	119	1,270
To Kalae Hwy.	6:45-7:45	114	3:00-4:00	120	1,236
Kaunalapau Highway between Fraser Ave. and Manele Ave. (Lāna'i City)					
To Fraser Ave.	8:00-9:00	101	3:30-4:30	146	1,447
To Manele Ave.	7:30-8:30	118	3:15-4:15	117	1,455

SOURCE: STATE OF HAWAII, DEPARTMENT OF TRANSPORTATION, TRAFFIC STATION MAPS 2010

## 6.2.2

**MOTOR VEHICLE CRASHES BY TYPE AND TOWN,  
MAUI COUNTY CALENDAR YEAR 2010**

<b>Town</b>	<b>Major<sup>1</sup></b>	<b>Minor<sup>2</sup></b>	<b>Civil<sup>3</sup></b>	<b>Non Traffic</b>
Haiku	59	89	13	5
Hāli'imaile	8	13	3	0
Hāna	20	59	15	1
Ka'anapali	6	36	54	0
Kahana/Nāpili	46	46	40	3
Kahului	234	557	314	6
Kīhei	189	258	118	7
Kula	47	74	8	0
Lahaina	152	269	45	3
Lāna'i	4	20	3	1
Ma'alaea	37	39	3	3
Makawao	41	101	26	1
Moloka'i	30	68	12	3
Pā'ia	35	86	21	0
Pukalani	24	50	43	1
Wailea	46	66	20	1
Wailuku	121	279	112	6
Unknown	11	22	1	0
<b>TOTAL</b>	<b>1,110</b>	<b>2,132</b>	<b>851</b>	<b>41</b>

1. Major Vehicle Crash: Resulting in injury or damages are estimated to exceed \$3,000.

2. Minor Vehicle Crash: No injuries or and estimated damages of less than \$3,000.

3. Crash occurred on private property..

SOURCE: COUNTY OF MAUI, MAUI POLICE DEPARTMENT, RECORDS.

6.2.3

**GASOLINE AND DIESEL AVERAGE PRICES PER GALLON, WAILUKU, HONOLULU, AND HILO**

	11/10	12/10	1/11	2/11	3/11	4/11	5/11	6/11	7/11	8/11	9/11	10/11
<b>Gasoline Prices, Wailuku</b>												
Regular \$ per Gallon	3.921	3.967	4.037	4.015	4.269	4.794	4.794	4.432	4.381	4.377	4.391	4.439
Mid Grade \$ per Gallon	4.147	4.195	4.269	4.078	4.361	4.888	4.840	4.451	4.469	4.464	4.479	4.528
Premium \$ per Gallon	4.224	4.273	4.349	4.169	4.454	4.977	4.934	4.546	4.565	4.554	4.572	4.624
Diesel Prices \$ per Gallon	4.350	4.311	4.290	4.346	4.640	4.862	4.958	4.916	4.863	4.849	4.924	4.939
<b>Gasoline Prices, Honolulu</b>												
Regular \$ per Gallon	3.383	3.465	3.576	3.637	3.959	4.359	4.258	3.935	3.961	4.011	4.079	4.090
Mid Grade \$ per Gallon	3.577	3.665	3.782	3.748	4.055	4.458	4.356	4.031	4.056	4.108	4.180	4.190
Premium \$ per Gallon	3.644	3.733	3.852	3.827	4.139	4.542	4.446	4.119	4.142	4.195	4.267	4.280
Diesel Prices \$ per Gallon	3.906	3.937	3.967	4.026	4.313	4.666	4.727	4.659	4.632	4.619	4.633	4.641
<b>Gasoline Prices, Hilo</b>												
Regular \$ per Gallon	3.515	3.588	3.716	3.762	4.085	4.476	4.326	3.990	4.052	4.151	4.280	4.328
Mid Grade \$ per Gallon	3.717	3.794	3.930	3.866	4.179	4.571	4.425	4.107	4.153	4.228	4.343	4.393
Premium \$ per Gallon	3.786	3.865	4.003	3.927	4.273	4.666	4.526	4.196	4.253	4.368	4.492	4.540
Diesel Prices \$ per Gallon	4.169	4.241	4.316	4.358	4.546	4.927	5.040	4.909	4.848	4.815	4.941	4.917

SOURCE: STATE OF HAWAII, DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM, MONTHLY ENERGY TRENDS.

## 6.2.4

### HIGHWAY DISTANCES, MAUI COUNTY

Route	Statute Miles	Route	Statute Miles
<b>Maui</b>		<b>Moloka'i</b>	
Wailuku-Kahului	2.3	Kaunakakai-Sheraton Hotel	19.5
Wailuku-Kahului Airport	4.2	Kaunakakai-Maunaloa	16.5
Wailuku-Hāna, via Ke'anae	53.2	Kaunakakai-Airport	8
Wailuku-Hāna, via Kaupō	59.8	Kaunakakai-Hālawā	27.6
Wailuku-Haleakalā summit	38.2	Airport-Sheraton Hotel	11.5
Wailuku-Mākena	17.9		
Wailuku-Lahaina, via Kahakuloa	38	<b>Lāna'i</b>	
Wailuku-Lahaina, via Olowalu	20.9	Lāna'i City-Lāna'i Airport	3.1
Kahului-Kīhei	8.2	Lāna'i City-Hulopoe	7.5
Lahaina-Wailea	32.4		
Lahaina-Nāpili	8.9		
Lahaina-Kā'anapali	3.7		

SOURCE: HAWAII STATE DEPARTMENT OF TRANSPORTATION, HIGHWAYS DIVISION, RECORDS

## 6.2.5

### HAWAII DRIVERS LICENSES IN FORCE AND VEHICLE REGISTRATION BY TYPE OF VEHICLE, MAUI COUNTY

*Taxable and non-taxable; includes vehicles registered but subsequently scrapped or shipped out of state*

	2005	2006	2007	2008	2009	2010
<b>Driver's Licenses in Force</b>	<b>102,050</b>	<b>103,402</b>	<b>105,635</b>	<b>108,259</b>	<b>109,304</b>	<b>110,420</b>
<b>All vehicles</b>	<b>164,386</b>	<b>163,696</b>	<b>164,537</b>	<b>162,943</b>	<b>158,306</b>	<b>159,221</b>
<b>Motor vehicles</b>	<b>160,277</b>	<b>159,341</b>	<b>160,076</b>	<b>158,417</b>	<b>153,481</b>	<b>154,276</b>
Passenger vehicles <sup>1</sup>	125,169	122,990	122,823	121,249	117,369	118,945
Ambulances	11	12	14	15	15	15
Buses	272	246	206	199	190	179
Trucks <sup>1</sup>	31,495	32,493	33,217	33,010	32,004	31,190
Truck tractors	86	94	95	89	75	70
Truck cranes	56	76	84	84	80	74
Motorcycles, motorscooters <sup>2</sup>	3,188	3,430	3,637	3,771	3,748	3,803
Trailers and semi-trailers	4,109	4,355	4,461	4,526	4,825	4,945

1. Vans, pickups, and other trucks under 6,500 lb. in personal use, legally classified as passenger vehicles, are included in the totals for trucks.

2. Excluding mopeds (1.5 HP or less), which are legally classified as bicycles.

SOURCE: HAWAII STATE DEPARTMENT OF TRANSPORTATION, MOTOR VEHICLE SAFETY OFFICE, RECORDS..



6.2.6

**HIGHWAY BRIDGES, BY ISLAND,  
DECEMBER 31, 2010**

Island	Number of bridges	Longest bridge		Highest bridge	
		Location	Length (feet)	Location	Height (feet)
State	752	Airport Viaduct	14,890	Nanue	208
Hawai'i	135	Hakalau	775	Nanue	208
Maui	98	Honokahua	600	Uaoa	79
Lāna'i	0	None	0	None	0
Moloka'i	19	Manawainui	360	Manawainui	50
O'ahu	445	Airport Viaduct	14,890	Kipapa	156
Kaua'i	55	Hanamaulu	1,150	Wahiawa, Koloa	90

1 Limited to bridges under State jurisdiction and longer than 20 feet

SOURCE: HAWAII STATE DEPARTMENT OF TRANSPORTATION, HIGHWAYS DIVISION, RECORDS

6.2.7

**LENGTH OF STREETS AND HIGHWAYS, PAVED AND UNPAVED  
BY ISLAND, DECEMBER 31, 2010**

Island	Total mileage	Paved		Unpaved
		Freeways	Other	
<b>State total</b>	<b>4,394.51</b>	<b>88.55</b>	<b>4,133.55</b>	<b>172.41</b>
Hawai'i	1,481.06	0.00	1,421.76	59.30
Maui	636.18	0.00	578.48	56.70
Lāna'i	47.80	0.00	33.80	14.00
Moloka'i	136.15	0.00	124.15	12.00
O'ahu	1,654.23	88.55	1,557.76	7.92
Kaua'i	439.08	0.00	416.59	22.49
Ni'ihau	0.00	0.00	0.00	0.00

SOURCE: HAWAII STATE DEPARTMENT OF TRANSPORTATION, HIGHWAYS DIVISION, RECORDS

## 6.2.8

## MOTOR VEHICLE FUEL CONSUMPTION AND VEHICLE MILES

Year	Highway fuel consumption		Annual vehicle miles of travel	
	Total (1,000 gallons)	Gallons per vehicle <sup>1</sup>	Total (millions)	Per vehicle <sup>1</sup>
<b>Maui County</b>				
1997	53,771	461	1,046.0	8,963
1998	56,241	467	1,079.7	8,959
1999	59,560	477	1,119.5	8,958
2000	60,598	459	1,182.6	8,955
2001	61,922	456	1,216.9	8,956
2002	65,142	474	1,231.9	8,958
2003	77,140	534	1,292.5	8,952
2004	68,646	452	1,357.7	8,941
2005	69,270	531	1,426.0	10,932
2006	72,311	537	1,439.5	10,694
2007	75,216	470	1,444.6	9,024
2008	67,902	430	1,411.9	8,913
2009	67,412	441	1,369.2	8,921
2010	61,707	400	1,375.0	8,913
<b>State</b>				
1997	421,499	477	8,003.0	9,050
1998	422,928	473	8,090.2	9,055
1999	417,374	460	8,215.2	9,058
2000	428,425	455	8,525.7	9,058
2001	445,558	461	8,754.3	9,052
2002	477,518	484	8,937.3	9,050
2003	483,232	469	9,325.0	9,046
2004	498,816	463	9,734.6	9,042
2005	505,418	459	10,129.1	9,045
2006	531,505	471	10,196.3	9,044
2007	541,956	478	10,259.9	9,043
2008	540,910	480	10,189.1	9,036
2009	545,413	488	10,095.2	9,031
2010	500,987	447	10,111.0	9,027

1. Data include passenger cars, buses, trucks, and motorcycles but exclude trailers and semi-trailers.

SOURCE: HAWAII STATE DEPARTMENT OF TRANSPORTATION, HIGHWAYS DIVISION, PLANNING BRANCH, RECORDS.

6.2.9

**VEHICLE REGISTRATION BY TAXATION STATUS,  
BY COUNTY 2009**

Taxation status	State total	Honolulu	Hawai'i	Kaua'i	Maui
<b>Taxable vehicles</b>	<b>1,007,109</b>	<b>621,839</b>	<b>165,563</b>	<b>70,895</b>	<b>148,812</b>
<b>Exempt vehicles</b>	<b>83,535</b>	<b>78,939</b>	<b>2,042</b>	<b>893</b>	<b>1,661</b>
Federal government	423	414	7	0	2
State government	6,239	6,238	0	0	1
County government	7,472	4,600	1,015	567	1,290
Fire department	303	70	131	56	46
Police department	1,719	1,309	405	0	6
Consulates	59	59	0	0	0
Disabled veterans	214	49	150	14	1
Military non-resident	61,936	61,666	50	144	76
Farm	114	37	34	3	40
Horseless carriage	67	52	7	8	0
Electric vehicles	271	152	41	12	66
National Guard	4,718	4,293	202	89	134
<b>Total registered</b>	<b>1,090,644</b>	<b>700,778</b>	<b>167,605</b>	<b>71,788</b>	<b>150,473</b>

SOURCE: HAWAII STATE DEPARTMENT OF TRANSPORTATION, MOTOR VEHICLE SAFETY OFFICE, RECORDS.

6.2.10

**DRIVERS INVOLVED IN FATAL CRASHES AND BLOOD  
ALCOHOL CONCENTRATION (BAC) OF THE DRIVER: 2008**

County	All drivers	No alcohol BAC = 0.00		Any alcohol BAC = 0.01 +		BAC = 0.01 - 0.07		BAC = 0.08 +	
		Number	%	Number	%	Number	%	Number	%
Hawai'i	36	16	54	17	46	0	0	17	46
Honolulu	70	47	67	23	33	7	10	17	24
Kaua'i	10	4	40	6	60	0	0	6	60
Maui	23	13	57	10	43	0	0	10	41
<b>State</b>	<b>139</b>	<b>83</b>	<b>60</b>	<b>56</b>	<b>40</b>	<b>7</b>	<b>5</b>	<b>49</b>	<b>35</b>

SOURCE: U.S. DEPARTMENT OF TRANSPORTATION, NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION (NHTSA), NATIONAL CENTER FOR STATISTICS & ANALYSIS, FATALITY ANALYSIS REPORTING SYSTEM.

## 6.2.11

### TRAFFIC ACCIDENTS, TRAFFIC INJURIES, AND TRAFFIC DEATHS, BY COUNTY

	2005	2006	2007	2008	2009 <sup>2</sup>
Major traffic accidents <sup>1</sup>					
Honolulu	6,824	6,371	5,827	5,064	4522
Hawai'i	2,168	1,586	2,161	1,716	373
Kaua'i	649	553	605	567	48
Maui	950	924	953	911	565
Fatal Accidents					
Honolulu	73	81	61	41	50
Hawai'i	32	34	34	29	24
Kaua'i	9	10	9	9	7
Maui	15	19	21	23	18
Persons Injured					
Honolulu	5,294	4,909	4,370	3,946	3649
Hawai'i	1,790	1,357	1,591	1,074	206
Kaua'i	397	442	497	513	49
Maui	1,067	1,040	1,029	897	555
Persons Killed					
Honolulu	76	90	67	43	53
Hawai'i	39	34	38	29	27
Kaua'i	10	14	9	11	8
Maui	15	19	24	24	21

1. Effective June 20, 1995, includes only accidents with damage of \$3,000 or more or causing injury or death.

2. Preliminary, as of May 2011.

SOURCE: HAWAII STATE DEPARTMENT OF TRANSPORTATION, HIGHWAYS DIVISION, TRAFFIC BRANCH, RECORDS.

6.2.12

**ESTIMATED SCHEDULED AIRLINE SEAT  
CAPACITY FOR ARRIVING FLIGHTS**

	Kahului International Airport			Statewide		
	2010	2009	% Change	2010	2009	% Change
<b>DOMESTIC SEATS</b>	<b>1,557,143</b>	<b>1,350,143</b>	<b>15.3%</b>	<b>6,668,392</b>	<b>6,241,390</b>	<b>6.8%</b>
<b>US West</b>	<b>1,426,490</b>	<b>1,216,194</b>	<b>17.3%</b>	<b>5,745,356</b>	<b>5,346,752</b>	<b>7.5%</b>
Anchorage	9,891	24,806	-60.1%	50,240	61,544	-18.4%
Denver	29,152	40,992	-28.9%	151,188	159,624	-5.3%
Las Vegas	6,552	0	NA	239,841	232,488	3.2%
Los Angeles	530,345	426,888	24.2%	2,148,410	1,919,093	11.9%
Oakland	61,289	4,710	1201.3%	178,769	104,105	71.7%
Orange County	20,584	0	NA	49,352	0	NA
Phoenix	114,712	113,291	1.3%	453,550	441,538	2.7%
Portland	149,285	119,958	24.4%	303,358	286,548	5.9%
Sacramento	44,117	0	NA	136,097	94,524	44.0%
Salt Lake City	10,929	51,964	-79.0%	89,337	135,472	-34.1%
San Diego	31,580	0	NA	131,978	94,524	39.6%
San Francisco	215,756	230,630	-6.4%	1,049,063	1,045,236	0.4%
Seattle	182,359	202,955	-10.1%	632,273	685,092	-7.7%
<b>US East</b>	<b>130,653</b>	<b>133,949</b>	<b>-2.5%</b>	<b>923,036</b>	<b>894,638</b>	<b>3.2%</b>
Chicago	41,328	51,824	-20.3%	206,457	171,494	20.4%
Dallas	89,325	82,125	8.8%	253,575	246,375	2.9%
<b>INTERNATIONAL SEATS</b>	<b>122,977</b>	<b>91,751</b>	<b>34.0%</b>	<b>2,521,848</b>	<b>2,435,383</b>	<b>3.6%</b>
Canada	122,977	91,751	34.0%	286,492	228,383	25.2%
Calgary	14,517	1,477	882.9%	24,678	2,742	799.7%
Vancouver	107,236	90,274	18.8%	256,918	225,007	14.2%
<b>TOTAL SEATS</b>	<b>1,680,120</b>	<b>1,441,894</b>	<b>16.5%</b>	<b>9,190,240</b>	<b>8,676,773</b>	<b>5.9%</b>

Note: Includes direct, non-stop flights only. Not all originating locations are listed. Charter flights are not included.

SOURCE: OFFICIAL AIRLINE GUIDE. CALCULATIONS BY THE HAWAII TOURISM AUTHORITY.

## 6.2.13

### AIRCRAFT OPERATIONS BY TYPE OF AIRCRAFT, MAJOR STATE-OWNED AIRPORTS 2009

Airport	Total operations	Air carrier	Air taxi	General aviation	Military
Honolulu International	263,440	144,247	58,013	47,431	13,749
Kahului	118,896	39,400	59,387	17,287	2,822
Kona International	124,889	24,691	15,815	72,024	12,359
Līhu'e	106,815	22,779	46,619	33,207	4,210
Hilo International	78,663	14,033	39,219	15,394	10,017
Moloka'i	26,491	0	19,679	6,065	747

Definitions:

Aircraft Operations: Total aircraft movements, takeoffs and landings, combined

Air carrier: large commercial aircraft having more than 60 seats

Air taxi: small commercial aircraft with 60 seats or less.

General Aviation is all types of civil aviation, including private jets, corporate jets, and helicopters.

SOURCE: HAWAII STATE DEPARTMENT OF TRANSPORTATION, AIRPORTS DIVISION, RECORDS.

## 6.2.14

### AIRCRAFT OPERATIONS BY TYPE OF AIRCRAFT, KAHULUI AND MOLOKA'I AIRPORTS

	2003	2004	2005	2006	2007	2008	2009	2010
<b>Kahului Airport</b>								
All movements	151,558	160,552	168,449	164,992	148,034	128,022	118,800	118,896
Air carrier	47,295	50,729	59,210	67,676	52,172	39,240	40,802	39,400
Air taxi	76,261	80,563	77,844	70,272	72,935	68,981	58,664	59,387
General Aviation	24,169	25,543	27,326	24,468	20,237	17,005	15,306	17,287
Military	3,833	3,717	4,069	2,576	2,690	2,796	4,028	2,822
<b>Moloka'i Airport</b>								
All movements	40,944	36,757	39,364	39,685	37,615	31,200	24,295	26,491
Air carrier	656	424	0	181	0	0	0	0
Air taxi	27,116	24,321	26,349	27,488	26,821	23,405	17,966	19,679
General Aviation	11,450	10,702	10,977	10,137	9,407	6,601	5,629	6,065
Military	1,722	1,310	2,038	1,879	1,387	1,194	700	747

SOURCE: HAWAII STATE DEPARTMENT OF TRANSPORTATION, AIRPORTS DIVISION, AIRPORT ACTIVITY STATISTICS.

## 6.2.15

**PASSENGERS, CARGO AND MAIL, OVERSEAS AND INTERISLAND,  
MAUI COUNTY AIRPORTS**

Airport	2007		2008		2009		2010	
	Outgoing	Incoming	Outgoing	Incoming	Outgoing	Incoming	Outgoing	Incoming
<b>Passengers</b>								
Kahului								
interisland	1,644,999	1,636,703	1,381,700	1,373,026	1,333,172	1,322,789	1,220,115	1,228,489
overseas	1,597,194	1,635,918	1,345,248	1,363,813	1,259,248	1,273,707	1,448,210	1,449,880
Moloka'i	114,999	119,400	106,988	110,268	93,083	95,490	83,684	85,549
Lāna'i	63,803	63,843	56,889	56,722	46,111	45,745	45,354	45,213
Kapalua	51,177	53,883	59,939	59,624	44,999	45,280	40,236	40,391
Hāna	2,619	2,652	1,462	1,575	764	563	541	123
Kalaupapa	3,695	4,088	3,135	4,283	2,220	2,359	903	892
<b>Cargo (U.S. tons)</b>								
Kahului								
interisland	4,267	13,412	4,019	10,285	3,738	10,220	4,544	11,320
overseas	5,157	9,531	3,674	9,113	2,478	7,887	1,882	7,736
Moloka'i	329	804	204	730	204	725	205	611
Lāna'i	84	771	101	620	60	532	81	491
Kapalua	253	617	266	679	192	619	179	694
Hāna	6	4	0	4	0	1	27	0
Kalaupapa	12	146	13	180	18	150	24	135
<b>Mail (U.S. tons)</b>								
Kahului								
interisland	875	7,172	875	7,651	863	7,445	1,650	7,651
overseas	678	4,544	988	4,737	721	4,272	707	4,525
Moloka'i	85	270	132	276	90	145	0	0
Lāna'i	19	134	33	131	23	75	0	0
Kapalua	30	82	2	0	0	0	0	0
Hāna	0	0	0	0	0	0	0	0
Kalaupapa	5	15	5	15	4	10	0	0

Note: Overseas includes both U.S. mainland and international flights

SOURCE: HAWAII STATE DEPARTMENT OF TRANSPORTATION, AIRPORTS DIVISION, RECORDS

6.2.16

**PRIVATE PASSENGER AIRCRAFT AND CORPORATE JET LANDINGS,  
KAHULUI AIRPORT 2010**

MLW (pounds)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
<10,000	0	0	0	0	2	0	0	0	0	0	0	0	2
10,000 - 20,000	4	8	4	5	3	0	6	1	2	0	0	4	37
20,000 - 30,000	6	3	3	1	0	5	2	3	5	0	2	6	36
30,000 - 40,000	11	11	13	18	9	11	9	11	0	10	13	17	133
40,000 - 50,000	3	7	3	1	2	4	3	7	1	3	2	9	45
50,000 - 75,000	8	5	7	8	3	3	7	11	2	8	8	13	83
75,000 - 100,000	7	4	2	7	6	2	9	13	3	7	7	4	71
>100,000	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total</b>	<b>39</b>	<b>38</b>	<b>32</b>	<b>40</b>	<b>25</b>	<b>25</b>	<b>36</b>	<b>46</b>	<b>13</b>	<b>28</b>	<b>32</b>	<b>53</b>	<b>407</b>

MLW: Maximum Landing Weight

Aircraft Types by MLW

< 10,000: Britten-Norman.

10,000 - 20,000: Cessna, DHC-6, Dehavilland DHC-6, Lear 35 & 36, WestWind II, LearJet 60.

20,000 - 30,000: Cessna CIT 680, G-150, WestWind Astra, IAI 1125 Astra SPX, Hawker 800, IAI Galaxy, IAI 1126 Galaxy, others.

30,000 - 40,000: IAI 1126 Galaxy G-2000, G200, Cessna 750 CIT X, Falcon 2000, Falcon 50, Challenger 600 & 601 & 604, others.

40,000 - 50,000: DC Dash 8, Embraer ERJ135, Falcon 900 & 900EX, Falcon 50EX,

50,000 - 75,000: Gulfstream III & IV-SP.

75,000 - 100,000: Gulfstream V, BD-700 Global EX, Bombardier BD-700, others.

>100,000: A340-200, B 767-200, B737-700, B737, Boeing Business, B727-100, B727, B727-200.

SOURCE: STATE OF HAWAII, DEPARTMENT OF TRANSPORTATION, AIRPORTS DIVISION, RECORDS.



## 6.2.17

### VESSEL ARRIVALS FOR KAHULUI HARBOR

*Excludes domestic fishing craft*

	2005	2006	2007	2008	2009
<b>Total Inbound Vessels</b>	<b>1,420</b>	<b>1,426</b>	<b>1,507</b>	<b>2,160</b>	<b>1,033</b>
<b>By Type of Vessel</b>					
Self propelled vessels					
Passenger and dry cargo	161	203	203	96	60
Tanker	4	3	3	6	3
Towboat or tugboat	683	655	673	1,544	531
Non-self propelled vessels					
Dry Cargo	459	461	517	419	361
Tanker	113	104	111	95	78
<b>By Draft</b>					
Less than 18 feet	1,132	1,012	992	1,417	791
18 feet and more	288	414	515	743	242

SOURCE: U.S. DEPARTMENT OF THE ARMY, CORPS OF ENGINEERS, WATERBORNE COMMERCE OF THE UNITED STATES, PART 4, PACIFIC COAST, ALASKA, AND HAWAII, CALENDAR YEARS.

## 6.2.18

### FREIGHT TRAFFIC FOR KAHULUI HARBOR

Freight Traffic (In thousand short tons)	
1993	2,216
1994	2,368
1995	2,586
1996	2,828
1997	2,895
1998	2,851
1999	3,513
2000	3,477
2001	3,695
2002	3,458
2003	3,778
2004	3,901
2005	4,132
2006	4,794
2007	5,630
2008	3,958
2009	2,139

SOURCE: U.S. DEPARTMENT OF THE ARMY, CORPS OF ENGINEERS, WATERBORNE COMMERCE OF THE UNITED STATES, PART 4, PACIFIC COAST, ALASKA, AND HAWAII, CALENDAR YEARS..

## 6.2.19

## KAHULUI HARBOR FREIGHT TRAFFIC BY COMMODITY, 2009

*In short tons*

	Total	Domestic Receipts	Domestic Shipments	Foreign Inbound
<b>All Commodities</b>	2,139,458	1,260,591	781,329	97,538
<b>Total coal</b>	93,496	0	0	93,496
1100 coal & lignite	93,496	0	0	93,496
<b>Total Petroleum and Petroleum Products</b>	<b>370,808</b>	<b>366,600</b>	<b>166</b>	<b>4,042</b>
2211 Gasoline	111,592	111,592	0	0
2330 Distillate fuel oil	171,389	171,389	0	0
2340 Residual fuel oil	71,387	71,387	0	0
2350 Lub oil & greases	849	845	4	0
2640 Hydrocarbon & petrol gases, liquefied and gaseous	15,270	11,066	0	4,042
<b>Total Chemicals and Related Products</b>	<b>11,790</b>	<b>11,722</b>	<b>68</b>	<b>0</b>
3190 Fertilizers and mixes NEC	6,965	6,965	0	0
3220 Alcohols	4,073	4,073	0	0
<b>Total Crude Materials, Inedible (Except Fuels)</b>	<b>22,734</b>	<b>18,653</b>	<b>4,081</b>	<b>0</b>
4189 Lumber	18,314	18,314	0	0
4420 Iron & steel scrap	4,081	0	4,081	0
<b>Total Primary Manufactured Goods</b>	<b>1,355,816</b>	<b>680,691</b>	<b>675,125</b>	<b>0</b>
5190 Paper products NEC	4,117	4,080	37	0
5220 Cement and concrete	31,767	31,767	0	0
5290 Misc. mineral products	754	754	0	0
5370 Iron & steel pipe and tube	415	415	0	0
5480 Fabricated metal products	1,318,763	643,675	675,088	0

6.2.19

CONTINUED

	Total	Domestic Receipts	Domestic Shipments	Foreign Inbound
<b>Total Food and Farm Products</b>	<b>143,216</b>	<b>87,051</b>	<b>56,165</b>	<b>0</b>
6442 Rice	2,495	2,495	0	0
6654 Vegetables and products	14,453	10,217	4,236	0
6781 Hay & fodder	738	738	0	0
6782 Animal feed, prepared	3,902	3,902	0	0
6811 Meat, fresh, frozen	4,605	4,605	0	0
6839 Animals and products NEC	948	192	756	0
6861 Sugar	3,695	22	3,673	0
6865 Molasses	23,925	0	23,925	0
6885 Alcoholic beverages	20,727	20,564	163	0
6889 Food products NEC	63,569	40,229	23,340	0
6899 Farm products NEC	4,028	4,028	0	0
<b>Total All Manufactured Equipment, Machinery, and Products</b>	<b>132,910</b>	<b>95,277</b>	<b>37,633</b>	<b>0</b>
7110 Machinery (not electric)	7,032	2,255	4,777	0
7120 Electrical machinery	1,434	589	845	0
7210 Vehicles & parts	38,238	24,070	14,168	0
7400 Manufactured wood products	33,934	26,634	7,300	0
7600 Rubber and plastic products	723	203	520	0
7900 Manufactured products NEC	51,538	41,515	10,023	0
<b>Total Waste and Scrap NEC</b>	<b>8,091</b>	<b>0</b>	<b>8,091</b>	<b>0</b>
8900 Waste and scrap NEC	8,091	0	8,091	0

Note: Totals may not add due to rounding.

NEC: Not elsewhere classified

SOURCE: U.S. DEPARTMENT OF THE ARMY, CORPS OF ENGINEERS, WATERBORNE COMMERCE OF THE UNITED STATES, PART 4, PACIFIC COAST, ALASKA, AND HAWAII, CALENDAR YEARS

## 6.2.20

## KAHULUI HARBOR FREIGHT TRAFFIC, BY COMMODITY, HISTORICAL

*In short tons*

	2005	2006	2007	2008
<b>All Commodities</b>	<b>4,132,492</b>	<b>4,793,519</b>	<b>5,629,882</b>	<b>3,957,865</b>
Receipts	2,829,832	2,934,190	3,340,983	2,409,330
Shipments	1,302,660	1,859,329	2,288,899	1,548,535
<b>Total Coal</b>	<b>72,094</b>	<b>45,490</b>	<b>65,629</b>	<b>94,202</b>
Receipts	72,094	45,490	65,629	94,202
Shipments	0	0	0	0
<b>Total Petroleum and Petroleum Products</b>	<b>628,619</b>	<b>537,608</b>	<b>602,444</b>	<b>448,417</b>
Receipts	622,146	537,608	598,221	448,396
Shipments	6,473	0	4,223	21
<b>Total Chemicals and Related Products</b>	<b>26,666</b>	<b>28,614</b>	<b>31,542</b>	<b>23,234</b>
Receipts	25,788	28,255	30,719	22,962
Shipments	878	359	823	272
<b>Total Crude Materials, Inedible (Except Fuels)</b>	<b>164,081</b>	<b>94,160</b>	<b>74,748</b>	<b>74,299</b>
Receipts	144,589	65,588	55,990	46,194
Shipments	19,492	28,572	18,758	28,105
<b>Total Primary Manufactured Goods</b>	<b>2,063,890</b>	<b>2,968,697</b>	<b>3,847,734</b>	<b>2,587,964</b>
Receipts	1,309,490	1,566,202	1,952,700	1,313,664
Shipments	754,400	1,402,495	1,895,034	1,274,300
<b>Total Food and Farm Products</b>	<b>525,214</b>	<b>444,466</b>	<b>365,483</b>	<b>264,064</b>
Receipts	210,932	226,388	215,684	190,592
Shipments	314,282	218,078	149,799	73,472
<b>Total All Manufactured Equipment, Machinery</b>	<b>650,854</b>	<b>670,830</b>	<b>637,814</b>	<b>459,504</b>
Receipts	444,318	461,575	421,796	292,683
Shipments	206,536	209,255	216,018	166,821
<b>Total Waste and Scrap, NEC</b>	<b>599</b>	<b>567</b>	<b>4,244</b>	<b>5,544</b>
Receipts	0	0	0	0
Shipments	599	567	4,244	5,544
<b>Unknown or NEC</b>	<b>475</b>	<b>3,087</b>	<b>244</b>	<b>637</b>
Receipts	475	3,084	244	637
Shipments	0	3	0	0

SOURCE: U.S. DEPARTMENT OF THE ARMY, CORPS OF ENGINEERS, WATERBORNE COMMERCE OF THE UNITED STATES, PART 4, PACIFIC COAST, ALASKA, AND HAWAII, CALENDAR YEARS.

# Energy & Science



## Section 7

### ENERGY & SCIENCE

The increase in Maui County's population has been reflected in the utilities. Consumption and use of electricity, gas, utilities, and water have all increased dramatically over the last decade. Statistics on electricity, gas, water production and consumption are covered. Hawaiian Commercial and Sugar generated about 10.0% of the electric power used on the island of Maui in 2009.

Ongoing scientific endeavors include observation of astronomical and man-made space objects from the summit of Mt. Haleakalā.

## 7.1.1

## TELESCOPES AT THE SUMMITS OF MAUNA KE‘A AND HALEAKALĀ: 2010

Facility (mirror diameter in meters)	Capital cost (\$ mil)	Annual operating cost (\$ mil)	County based staff	Operational
<b>Mauna Kea observatories:</b>				
UH 2.2-m (Optical/Infrared)	5	1.2	5	1970
Canada-France-Hawaii 3.6-m (Optical/Infrared)	30	7.5	49	1979
NASA IRTF 3.0-m (Infrared)	10	4.0	16	1979
United Kingdom 3.8-m (Infrared)	5	3.3	27	1979
James Clerk Maxwell 15-m Submillimeter	32	3.8	27	1986
Caltech 10.4-m Submillimeter	10	2.6	11	1986
VLBA Antenna 25-m (Radio)	7	0.3	2	1992
W.M. Keck Observatory (Keck I & II)				
10-m x 2 (Optical/Infrared)	170	13.0	130	1992/1996
Subaru (Japan National Large Telescope)				
8-m (Optical/Infrared)	170	18.4	96	1999
Fredrick C. Gillett Gemini 8m (Optical/Infrared)	92	13.3	105	1999
Submillimeter Array 8x6-m	80	5.0	27	2003
Mauna Kea Observatories Support Services	X	3.9	30	1980
<b>Total</b>	611	72.4	525	
<b>Haleakala observatories:</b>				
Mees Solar Observatory	0.5	0.1	2	1968
Haleakala Observatories Projects	NA	0.42	5	1979
Maui Space Surveillance Site (MSSS) 3/ Advanced Electro-Optical System	200	16	120	1979
3.7-m Telescope (AEOS)	50	15	55	1997
Faulkes 2-m Telescope	5	0.4	2	2003
Transportable Laser Ranging System (TLRS4)	0.6	0.4	4	2005
Panoramic Survey Telescope And Rapid Response System (Pan-STARRS) PS1 @ LURE Observatory	15	3	9	2009
Haleakala Support Facilities	NA	0.38	9	NA
<b>Total</b>	261.1	35.7	208	

NA Not available.

X Not applicable.

SOURCE: UNIVERSITY OF HAWAII AT MANOA, INSTITUTE FOR ASTRONOMY, RECORDS.

## 7.1.2

## ELECTRIC UTILITY STATISTICS, MAUI COUNTY

	2006	2007	2008	2009	2010
<b>Customers, Dec 31</b>					
Total					
Maui Island	60,218	61,485	62,266	62,707	62,992
Moloka'i	3,099	3,141	3,151	3,146	3,127
Lāna'i	1,620	1,697	1,648	1,636	1,620
Maui County	64,937	66,323	67,065	67,489	67,739
Residential					
Maui Island	50,922	52,066	52,922	53,438	53,848
Moloka'i	2,531	2,579	2,590	2,589	2,596
Lāna'i	1,381	1,431	1,413	1,404	1,391
Maui County	54,834	56,076	56,925	57,431	57,835
Other					
Maui Island	9,296	9,419	9,344	9,269	9,144
Moloka'i	568	562	561	557	531
Lāna'i	239	266	235	232	229
Maui County	10,103	10,247	10,140	10,058	9,904
<b>Generating and Firm Purchased Capability, Dec 31 (mW)</b>					
Maui Island	248.0	260.3	262.3	262.3	262.3
Moloka'i	11.8	11.8	11.8	11.8	11.8
Lāna'i	10.3	9.3	9.3	10.1	10.1
Maui County	270.1	281.4	283.4	284.2	284.2
<b>Peak Demand (mW)<sup>1</sup></b>					
Maui Island	206.4	204.4	194.4	199.9	199.4
Moloka'i	6.2	6.3	5.9	5.9	5.6
Lāna'i	5.5	5.4	5.2	4.7	4.8
<b>Power Sold (1,000 kWh)</b>					
Total					
Maui Island	1,202,503	1,213,611	1,176,505	1,134,313	1,135,141
Moloka'i	35,273	35,756	33,586	31,834	31,451
Lāna'i	28,691	30,736	29,138	26,097	24,967
Maui County	1,266,467	1,280,103	1,239,229	1,192,244	1,191,559
Residential					
Maui Island	424,628	428,414	414,006	408,068	403,908
Moloka'i	12,717	12,697	12,437	12,261	12,041
Lāna'i	8,088	8,465	8,120	7,614	7,377
Maui County	445,433	449,576	434,563	427,943	423,326
Other					
Maui Island	777,875	785,197	762,499	726,245	731,233
Moloka'i	22,556	23,059	21,149	19,573	19,410
Lāna'i	20,603	22,271	21,018	18,483	17,590
Maui County	821,034	830,527	804,666	764,301	768,233



## 7.1.2

CONTINUED

	2006	2007	2008	2009	2010
<b>Average Annual Use, Dec 31 (kWh)</b>					
Residential					
Maui Island	8,339	8,228	7,823	7,636	7,501
Moloka'i	5,024	4,923	4,802	4,736	4,638
Lāna'i	5,857	5,915	5,747	5,423	5,303
Other					
Maui Island	83,678	83,363	81,603	78,352	79,969
Moloka'i	39,711	41,030	37,699	35,140	36,554
Lāna'i	86,205	83,726	89,438	79,668	76,812
<b>Average Rate (dollars per kWh)</b>					
Residential					
Maui Island	0.27784	0.28056	0.37117	0.25553	0.29453
Moloka'i	0.33955	0.34197	0.43692	0.32102	0.35778
Lāna'i	0.32505	0.32782	0.44089	0.32598	0.37102
Other					
Maui Island	0.26349	0.26337	0.35394	0.23856	0.27890
Moloka'i	0.33543	0.33497	0.43307	0.32478	0.36182
Lāna'i	0.31364	0.32809	0.44362	0.33171	0.37470
<b>Revenues (\$1,000)</b>					
Total					
Maui Island	322,941	326,991	423,546	277,527	322,903
Moloka'i	11,884	12,066	14,593	10,293	11,331
Lāna'i	9,091	10,081	12,904	8,613	9,328
Maui County	343,916	349,138	451,043	296,433	343,562
Residential					
Maui Island	117,980	120,197	153,668	104,272	118,962
Moloka'i	4,318	4,342	5,434	3,936	4,308
Lāna'i	2,629	2,775	3,580	2,482	2,737
Maui County	124,927	127,314	162,682	110,690	126,007
Other					
Maui Island	204,961	206,794	269,878	173,255	203,941
Moloka'i	7,566	7,724	9,159	6,357	7,023
Lāna'i	6,462	7,307	9,324	6,131	6,591
Maui County	218,989	221,825	288,361	185,743	217,555

mW: Megawatts

kWh: Kilowatt hours

1. Peak demand is the maximum amount of energy required from the electrical system. The islands' electrical systems are not interconnected, so no peaks are reported for Maui County as a whole.

SOURCE: HAWAII STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM, STRATEGIC INDUSTRIES DIVISION; HAWAIIAN ELECTRIC CO., INC., SECURITIES AND EXCHANGE COMMISSION, 10-K FILINGS 2006-2011.

## 7.1.3

**GAS UTILITY STATISTICS, MAUI COUNTY***Excludes bottled gas*

	2006	2007	2008	2009	2010
<b>Island of Maui</b>					
<b>Customers, Dec. 31</b>					
Residential	319	341	431	429	427
Other	77	77	82	84	86
Total	396	418	513	513	513
<b>Gas Sold (1,000 therms)</b>					
Residential	76	83	93	100	108
Other	726	724	681	660	769
Total	802	807	774	760	877
<b>Average Annual Use (therms)</b>					
Residential	238	243	216	233	252
Other	9,429	9,403	8,305	7,857	8,941
<b>Average rate (dollar per therm)</b>					
Residential	3.34211	3.49398	4.08602	3.58000	3.91045
Other	2.05510	2.25138	2.88399	2.23030	2.53368
<b>Revenues (\$1,000)</b>					
Residential	254	290	380	358	421
Other	1,492	1,630	1,964	1,472	1,948
Total	1,746	1,920	2,344	1,830	2,369
<b>Islands of Moloka'i and Lāna'i<sup>1</sup></b>					
<b>Customers, Dec. 31</b>					
Moloka'i	81	80	82	77	78
Lāna'i	6	12	9	16	17
<b>Gas Sold (1,000 therms)</b>					
Moloka'i	14	13	14	12	13
Lāna'i	NA	NA	1	1	1
<b>Average Annual Use (therms)</b>					
Moloka'i	173	163	171	156	163
Lāna'i	NA	NA	NA	63	75
<b>Average rate (dollar per therm)</b>					
Moloka'i	3.71429	4.00000	4.08602	4.25000	4.57941
Lāna'i	NA	NA	NA	6.00000	6.14759
<b>Revenues (\$1,000)</b>					
Moloka'i	52	52	61	51	58
Lāna'i	NA	3	5	6	8

1. All Moloka'i and Lāna'i customers are residential

SOURCE: HAWAII STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM, STRATEGIC INDUSTRIES DIVISION.

## 7.1.4

## HAWAI'I STATE ENERGY REPORT, ENERGY CONSUMPTION ESTIMATES BY SOURCE

*In trillion BTU*

	2005	2006	2007	2008	2009
<b>Coal</b>	<b>18.0</b>	<b>17.5</b>	<b>19.0</b>	<b>20.2</b>	<b>19.0</b>
<b>Natural gas</b>	<b>0.2</b>	<b>0.2</b>	<b>0.2</b>	<b>0.1</b>	<b>0.2</b>
<b>Petroleum</b>					
Distillate fuel oil	42.6	39.0	54.1	33.0	35.6
Jet fuel	92.8	86.9	72.3	60.7	47.0
Liquefied petroleum gas	1.6	1.7	1.5	2.4	2.9
Motor gasoline	56.1	58.8	57.5	52.5	52.5
Residual fuel oil	83.0	92.3	102.6	78.4	78.2
Other	17.9	17.0	16.6	14.5	14.4
<b>Total petroleum</b>	<b>294.0</b>	<b>295.8</b>	<b>304.6</b>	<b>241.5</b>	<b>230.7</b>
<b>Renewable Energy</b>					
Hydroelectric	1.0	1.2	0.9	0.8	1.1
Wood and waste	8.4	8.5	8.0	8.6	8.4
Ethanol fuel	1.2	1.4	1.7	3.2	3.6
Geothermal	2.2	2.1	2.3	2.3	1.6
Solar / Photovoltaic	1.5	1.7	1.9	2.4	2.8
Wind	0.1	0.8	2.4	2.4	2.5
<b>Total renewable energy</b>	<b>14.3</b>	<b>15.6</b>	<b>17.1</b>	<b>19.7</b>	<b>20.0</b>
<b>Total Energy Consumption</b>	<b>326.5</b>	<b>329.2</b>	<b>341.0</b>	<b>281.5</b>	<b>269.8</b>

SOURCE: U.S. DEPARTMENT OF ENERGY, ENERGY INFORMATION ADMINISTRATION, STATE ENERGY DATA SYSTEM

7.1.5

**WATER SERVICES AND CONSUMPTION, MAUI COUNTY**

Years ending June 30

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	
	<b>Number of Services</b>										
Maui County	30,414	31,021	31,680	32,344	33,123	33,675	34,682	35,444	35,540	35,611	
Maui	28,872	29,451	30,102	30,751	31,510	32,045	33,032	33,789	33,876	33,947	
Moloka'i	1,542	1,570	1,578	1,593	1,613	1,630	1,650	1,655	1,664	1,664	
	<b>Consumption (million gallons)</b>										
Maui County	12,883	12,312	12,695	12,436	12,961	13,186	13,258	12,797	12,074	12,214	
Maui	12,546	11,997	12,357	12,105	12,644	12,883	12,961	12,510	11,794	11,916	
Moloka'i	337	315	338	331	317	303	297	287	280	298	

SOURCE: COUNTY OF MAUI, DEPARTMENT OF WATER SUPPLY, ANNUAL REPORT, 2001-2010.

7.1.6

**DAILY AVERAGES FOR WATER PRODUCTION BY AREA, MAUI COUNTY**

*in thousands of gallons*

Area	8/10	9/10	10/10	11/10	12/10	1/11	2/11	3/11	4/11	5/11	6/11	7/11	Previous 12 Months
<b>Central Maui</b>													
Groundwater-Īao	17,891	16,903	16,357	15,610	12,919	11,852	13,113	13,852	16,436	16,054	16,870	16,485	15,368
Īao Tunnel	1,569	1,310	1,232	1,241	1,231	1,230	1,246	1,234	1,236	1,295	1,267	1,350	1,287
Groundwater-Waihe'e	4,395	2,911	3,771	3,677	3,141	3,351	3,205	3,584	3,411	3,624	3,927	4,516	3,631
Kepaniwai	862	864	864	828	826	826	827	826	826	826	828	813	835
Maui Lani	648	1,290	1,302	1,267	1,128	1,234	1,152	1,245	1,120	1,261	1,102	1,183	1,161
Surface Water	706	983	760	751	1,046	1,046	1,122	1,000	944	1,048	1,112	1,046	963
<b>Upcountry Maui</b>													
Surface Water	8,510	9,291	7,713	6,445	5,218	4,967	5,359	4,961	6,480	5,982	7,015	7,237	6,601
Groundwater	1,312	1,071	1,416	1,159	833	818	1,089	1,055	1,413	1,743	1,170	1,124	1,193
<b>West Maui</b>													
Surface Water	3,662	2,890	2,751	2,859	2,850	2,664	2,895	3,089	2,736	3,196	3,131	3,228	2,998
Groundwater	2,737	2,940	2,838	2,260	1,929	1,877	2,033	2,244	2,694	2,159	2,365	2,426	2,376
<b>East Maui</b>													
Groundwater	413	391	338	294	311	333	357	337	348	334	343	362	347
<b>Moloka'i</b>													
Groundwater	1,116	1,115	1,064	892	767	742	721	789	871	870	875	905	895
<b>Total Water Production</b>	<b>43,821</b>	<b>41,959</b>	<b>40,406</b>	<b>37,282</b>	<b>32,201</b>	<b>30,940</b>	<b>33,120</b>	<b>34,216</b>	<b>38,516</b>	<b>38,392</b>	<b>40,006</b>	<b>40,776</b>	<b>37,654</b>

SOURCE: COUNTY OF MAUI, DEPARTMENT OF WATER SUPPLY, MONTHLY WATER PRODUCTION, [HTTP://CO.MAUI.HI.US/INDEX.ASPX?NID=572](http://co.maui.hi.us/index.aspx?nid=572). ACCESSED NOV 16, 2011

7.1.7

**WATER SYSTEM SERVICE CHARGES AND  
DEVELOPMENT FEE SCHEDULES**

**Water Service Charges (Effective July 1, 2011)**

<b>Schedule A</b>		<b>Schedule B (meter size)</b>	<b>Per meter/ per month</b>
<b>General Rates:</b>		5/8 inch	\$9.25
0 - 5,000 gal	\$1.75	3/4 inch	\$14.00
5,001 - 15,000 gal	\$3.20	1 inch	\$24.00
Over 15,000 gal	\$4.60	1 1/2 inch	\$51.00
<b>Agricultural Rates:</b>		2 inch	\$67.50
Over 15,000 gal	\$1.05	3 inch	\$125.00
<b>Non-potable Agricultural Rates</b>		4 inch	\$250.00
All usage	\$1.05	6 inch	\$415.00
		8 inch	\$650.00

**Water System Development Fee Schedule (Effective July 29, 2002)**

<b>Meter Size</b>	<b>Fee</b>
5/8 inch	\$6,030
3/4 inch	\$8,442
1 inch	\$15,678
1 1/2 inch	\$34,974
2 inch	\$61,506
3 inch	\$138,690
4 inch	\$247,230
6 inch	\$555,966
8 inch	\$987,714
10 inch	\$1,543,680
12 inch	\$2,222,658

7.1.8

**WATER SERVICE BY METER SIZE,  
MAUI COUNTY**

*Year ending June 30, 2010*

<b>District</b>	<b>5/8"</b>	<b>3/4"</b>	<b>1"</b>	<b>1 1/2"</b>	<b>2"</b>	<b>3"</b>	<b>4"</b>	<b>6"</b>	<b>8"</b>	<b>Total</b>
<b>Regular Rates</b>										
Wailuku	17,197	1,427	538	410	399	59	28	6	1	20,065
Makawao	8,615	302	166	70	27	12	3	1	0	9,196
Lahaina	2,699	227	131	124	122	26	8	2	0	3,339
Hāna	494	10	8	4	4	0	0	0	0	520
Moloka'i	1,546	46	30	15	18	2	0	1	0	1,658
Subtotal	30,551	2,012	873	623	570	99	39	10	1	34,778
<b>Agricultural Meters</b>										
Wailuku	31	6	10	4	3	2	1	0	0	57
Makawao	432	79	102	99	36	1	3	0	0	752
Lahaina	5	3	2	0	1	0	1	0	0	12
Hāna	6	0	2	0	0	0	0	0	0	8
Moloka'i	1	1	2	0	0	0	0	0	0	4
Subtotal	461	86	115	104	38	2	5	0	0	811
<b>Total</b>	<b>31,026</b>	<b>2,101</b>	<b>991</b>	<b>726</b>	<b>610</b>	<b>102</b>	<b>44</b>	<b>10</b>	<b>1</b>	<b>35,611</b>

SOURCE: COUNTY OF MAUI, DEPARTMENT OF WATER SUPPLY, ANNUAL REPORT FY 2010

## 7.1.9

## OUTSIDE WATER DELIVERIES TO DEPARTMENT OF WATER SUPPLY, MAUI COUNTY

*Year ending June 30, 2010*

	1,000 Gallons	Amount	Cost per 1,000 Gallons
<b>Purchased From</b>			
East Maui Irrigation	2,481,508	149,559	0.060
Wailuku Water Co.	561,528	287,722	0.512
Kapalua Land Co.	573,839	159,807	0.278
Hawaiian Home Lands	15,349	70,790	4.612
<b>Total</b>	<b>3,632,224</b>	<b>667,878</b>	<b>0.184</b>
<b>District</b>			
Wailuku	561,528	287,722	0.512
Kula	1,762,361	106,225	0.060
Makawao	709,615	42,759	0.060
Lahaina	573,839	159,807	0.278
Hāna	9,532	575	0.060
Moloka'i	15,349	70,790	4.612
<b>Total</b>	<b>3,632,224</b>	<b>667,878</b>	<b>0.184</b>
<b>Other Water</b>			
Wailuku- Wiku. Water Co.	391,974		
Wailuku- Hi. Land & Farming	1,817,581		
<b>Total</b>	<b>2,209,555</b>		

SOURCE: COUNTY OF MAUI, DEPARTMENT OF WATER SUPPLY, ANNUAL REPORT FY 2010



## 7.1.10

**WATER SALES TO GENERAL AND AGRICULTURAL  
CONSUMERS BY DISTRICT & SYSTEM,  
MAUI COUNTY**

*Year ending June 30, 2010*

System	Services	Change from FY 2008	Consumption (1,000 gal)	Change from FY 2008 (1,000 gal)
<b>Wailuku District</b>				
Wailuku	6,199	158	1,216,414	(39,424)
Waihe'e	195	1	23,712	(4,121)
Waikapū	912	7	120,132	5,504
Wailuku Heights	494	4	76,030	(3,767)
Kahului	4,979	102	1,568,857	(21,472)
Pu'unēnē	11	0	42,645	654
Kīhei	5,986	(239)	3,822,030	78,163
Mā'alaea	45	0	75,299	(3,671)
Mākena	202	5	241,081	18,560
Pā'ia-Kū'au	900	(4)	148,072	(2,865)
Spreckelsville	193	(4)	73,864	(8,379)
Subtotal	20,116	30	7,408,136	19,182
<b>Makawao District</b>				
Kokomo-Kaupakalua	1,113	2	161,069	(32,670)
Kuiaha	295	42	65,816	(3,710)
Haiku-Pa'uwela	845	37	139,409	(15,919)
Makawao	1,985	(48)	324,807	(2,056)
Pukalani	2,068	28	373,544	39,718
Hāli'imaile	201	2	33,616	(148)
Upper Kula	2,232	(7)	499,763	40,439
Lower Kula	1,095	(17)	769,774	34,839
'Ulupalakua-Kanaio	80	(1)	51,714	9,091
Kula Ag. Park	38	(1)	203,476	53,749
Subtotal	9,952	37	2,622,988	123,333
<b>Lahaina District</b>				
Lahaina	2,096	4	780,742	27,578
Honokōwai	448	(4)	497,258	(14,734)
'Alaeloa	795	4	536,270	(22,465)
Honokōhau	13	0	777	0
Subtotal	3,352	4	1,815,047	(9,621)
<b>Moloka'i District</b>				
Kawela-Kaunakakai	1,174	0	223,768	16,633
'Ualapu'e	378	(1)	64,384	1,361
Kala'e	112	(1)	9,924	307
Hālawā	0	0	0	0
Subtotal	1,664	(2)	298,076	18,301
<b>Hāna District</b>				
Hāna	389	7	54,463	(11,176)
Nāhiku	40	1	4,517	(61)
Ke'anae	85	3	9,067	(37)
Kaupō	13	(9)	1,458	(111)
Subtotal	527	2	69,505	(11,385)

SOURCE: COUNTY OF MAUI, DEPARTMENT OF WATER SUPPLY, ANNUAL REPORT FY 2010

## 7.1.11

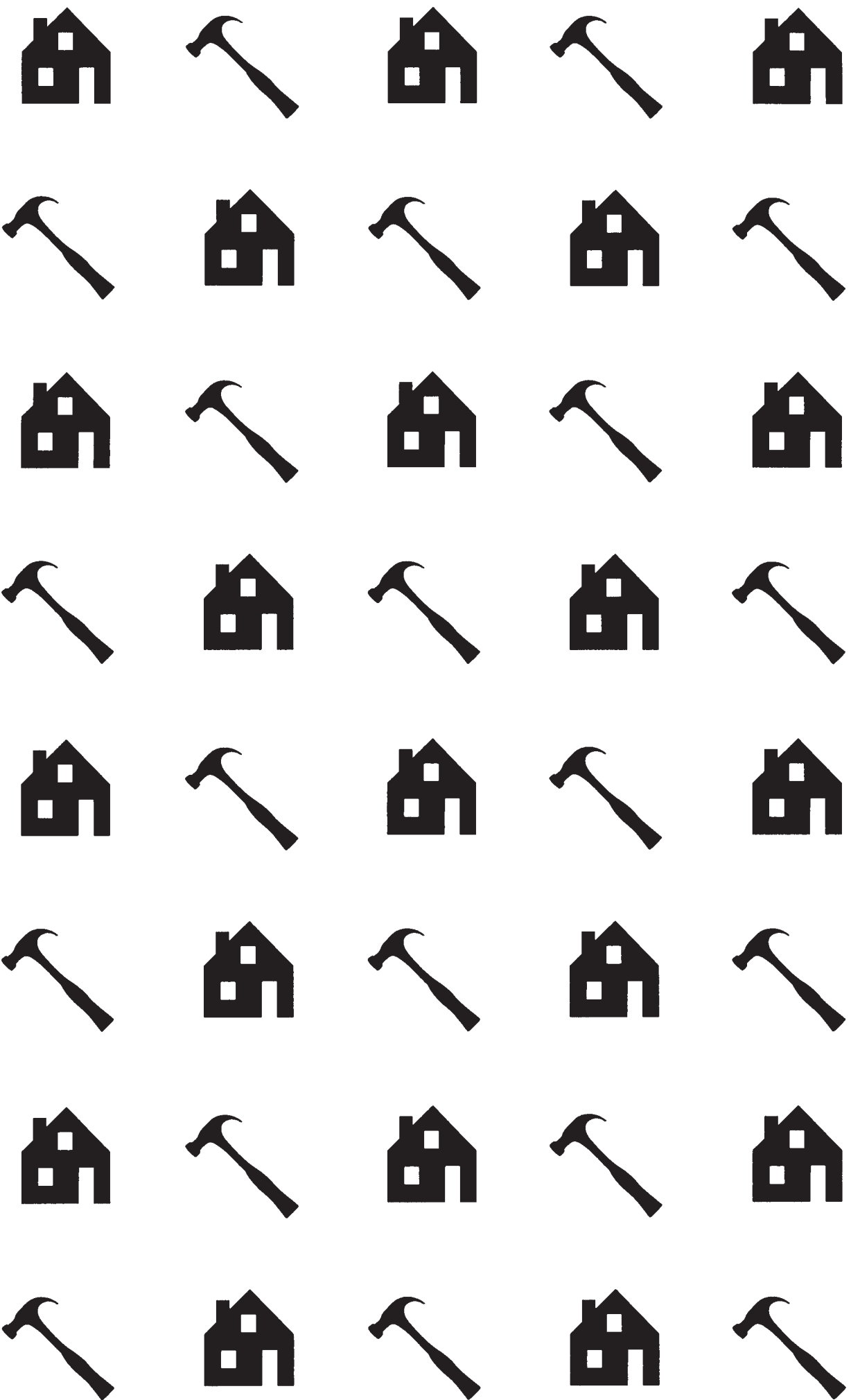
## MONTHLY WATER CONSUMPTION BY DISTRICT, MAUI COUNTY

*Year ending June 30, 2010, in 1,000 gallons*

Months	Total	Wailuku	Makawao	Kula	Lahaina	Moloka'i	Hāna
<b>General</b>							
July	1,117,616	984,952	11,138	68,093	762	49,207	3,464
August	840,245	315,102	163,319	31,178	319,398	384	10,864
September	1,107,739	983,226	11,525	68,892	220	43,852	24
October	801,475	280,463	169,478	27,762	308,547	4,810	10,415
November	1,093,618	975,002	6,793	66,692	595	44,493	43
December	914,475	440,738	148,510	31,587	283,154	1,495	8,991
January	818,242	695,277	1,709	60,307	375	60,561	13
February	674,623	236,098	141,875	22,781	272,348	1,493	28
March	979,654	860,711	8,769	60,440	497	37,058	12,179
April	729,963	264,879	142,347	21,227	290,770	893	9,847
May	1,002,925	917,020	3,372	44,808	288	37,382	55
June	841,965	285,877	177,894	50,065	311,948	7,171	9,010
<b>Total General</b>	<b>10,922,540</b>	<b>7,239,345</b>	<b>986,729</b>	<b>553,832</b>	<b>1,788,902</b>	<b>288,799</b>	<b>64,933</b>
<b>Agricultural</b>							
July	118,679	19,223	2,839	94,791	0	1,671	155
August	110,063	6,379	20,146	77,262	4,913	352	1,011
September	129,183	20,961	1,250	105,533	0	1,439	0
October	111,899	6,549	20,371	79,120	4,866	211	782
November	120,777	17,904	581	100,374	0	1,898	20
December	100,504	5,435	14,468	74,661	5,143	175	622
January	105,609	26,087	1,632	76,529	0	1,361	0
February	83,919	5,666	15,513	58,853	3,707	180	0
March	98,206	24,111	934	71,331	0	1,088	742
April	83,270	6,188	13,168	60,070	3,285	0	559
May	101,992	22,342	286	78,991	0	373	0
June	127,111	7,946	19,481	94,243	4,231	529	681
<b>Total Agricultural</b>	<b>1,291,212</b>	<b>168,791</b>	<b>110,669</b>	<b>971,758</b>	<b>26,145</b>	<b>9,277</b>	<b>4,572</b>
<b>Grand Total</b>	<b>12,213,752</b>	<b>7,408,136</b>	<b>1,097,398</b>	<b>1,525,590</b>	<b>1,815,047</b>	<b>298,076</b>	<b>69,505</b>

SOURCE: COUNTY OF MAUI, DEPARTMENT OF WATER SUPPLY, ANNUAL REPORT FY 2010

# Construction & Housing



## Section 8

### CONSTRUCTION & HOUSING

Statistics on building permits, construction authorizations and modifications for both public and private projects are covered in this section. Tenure and control of real property is reflected here, as are Maui's housing characteristics by division and census designated place.

There are approximately 70,510 housing units on Maui of which around 30,809 (43.6%) are owner-occupied. 1,016 building permits were issued in 2010.

### 8.1.1

## NUMBER AND VALUE OF BUILDING PERMITS, MAUI COUNTY

Year	Number Issued	Estimated Value (\$1,000)
1998	2,338	207,498
1999	2,365	250,486
2000	2,294	355,360
2001	2,012	312,737
2002	1,915	273,716
2003	2,199	469,277
2004	2,472	448,831
2005	2,348	831,416
2006	2,404	979,412
2007	2,196	727,772
2008	1,607	443,840
2009	1,130	224,437
2010	1,016	194,607

SOURCE: COMPILED FROM COUNTY BUILDING DEPARTMENTS BY THE HAWAII STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

### 8.1.2

## VALUE OF BUILDING PERMITS BY TYPE, MAUI COUNTY

*In thousands of dollars*

Category	2005	2006	2007	2008	2009	2010
Residential	486,407	362,279	302,401	276,188	103,630	81,594
Hotel	131,924	400,142	181,153	0	0	0
Non-residential	101,858	117,570	127,728	66,171	54,809	75,325
Additions and alterations	111,227	99,421	116,489	101,481	65,997	37,688

SOURCE: COMPILED FROM COUNTY BUILDING DEPARTMENTS BY THE HAWAII STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

### 8.1.3

## PRIVATE RESIDENTIAL CONSTRUCTION AUTHORIZATIONS, MAUI COUNTY

	2006	2007	2008	2009	2010
<b>Authorized Housing Units (number)</b>					
New single family units	1,008	1,050	527	273	210
New multi-family units	390	251	227	115	67
<b>Total</b>	<b>1,398</b>	<b>1,301</b>	<b>754</b>	<b>388</b>	<b>277</b>
<b>Permit Value (\$)</b>					
New single family units	199,721,428	210,034,680	110,418,556	62,789,622	49,727,615
New multi-family units	38,868,559	28,482,221	38,917,886	45,984,620	14,380,634
<b>Total</b>	<b>238,589,987</b>	<b>238,516,901</b>	<b>149,336,442</b>	<b>108,774,242</b>	<b>64,108,249</b>

SOURCE: U.S. CENSUS BUREAU, ANNUAL NEW PRIVATELY-OWNED RESIDENTIAL BUILDING PERMITS

### 8.1.4

## PRIVATE RESIDENTIAL CONSTRUCTION AND DEMOLITION AUTHORIZED BY PERMITS, MAUI COUNTY

Year	New Single Family Units	New Duplex Units	New Apartments	Units Demolished
1999	650	42	218	86
2000	842	24	245	37
2001	767	28	253	43
2002	807	36	371	34
2003	889	6	206	47
2004	1160	28	371	44
2005	971	206	388	52
2006	1083	44	304	47
2007	1062	34	217	48
2008	535	142	113	39
2009	280	8	107	23
2010	212	8	59	26

SOURCE: COMPILED FROM COUNTY BUILDING DEPARTMENTS BY THE HAWAII STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM.

## 8.1.5

## LOW INCOME RENTAL HOUSING AFFORDABILITY, BY COUNTY

	Maui	Honolulu	Hawai'i	Kaua'i	State
<b>Housing Wage</b>					
Hourly wage necessary to afford 2 bedroom FMR	\$31.10	\$32.73	\$22.02	\$27.96	\$31.08
<b>Housing Cost</b>					
2 bedroom FMR	\$1,617	\$1,702	\$1,145	\$1,454	\$1,616
Income needed to afford 2 bedroom FMR	\$64,680	\$68,080	\$45,800	\$58,160	\$64,651
Full-time jobs at minimum wage to afford 2 bedroom FMR	4.3	4.5	3.0	3.9	4.3
<b>Area Median Income (AMI)</b>					
Annual AMI	\$76,000	\$81,600	\$68,700	\$75,200	\$78,790
Rent affordable at AMI	\$1,900	\$2,040	\$1,718	\$1,880	\$1,970
30% of AMI	\$22,800	\$24,480	\$20,610	\$22,560	\$23,637
Rent affordable at 30% of AMI	\$570	\$612	\$515	\$564	\$591
<b>Renter Households</b>					
Number (2000 Census)	20,486	133,659	21,659	7,687	183,562
% of total households (2000)	42%	44%	34%	35%	42%
Estimated mean renter hourly wage (2006)	\$22.71	\$13.95	\$12.08	\$11.79	\$13.65
Rent affordable at mean wage	\$1,181	\$725	\$628	\$613	\$710
Full time jobs at mean renter wage to afford 2 br FMR	1.4	2.3	1.8	2.4	2.3

FMR: fair market rent; calculated by the U.S. Department of Housing and Urban Development

SOURCE: NATIONAL LOW INCOME HOUSING COALITION, OUT OF REACH 2011

### 8.1.6

## PLANNED ADDITIONS TO AND SUBTRACTIONS FROM MAUI VISITOR INDUSTRY PLANT SUPPLY

Name of Facility	Planned Type	Planned Units	Estimated Completion
Kahului Airport Hotel	Hotel	140	NA
Maui Palms Expansion	Hotel	136	NA
Maui Lu Timeshare	Timeshare	400	NA
Baccarat Resort - Wailea	Hotel/Condo	193	NA
Kamaole Heights	Hotel/Condo	24	NA
Kula Lodge Project	Hotel	15	NA
Silversword Inn Project, District 2	Inn	12	NA
Hyatt Regency Maui	Timeshare	131	NA
Westin Kaanapali (N.B. Lot 3)	Timeshare	390	NA
Kapalua Project, District 1	NA	1,050	NA
Villas at Royal Lahaina	NA	126	NA
Grand Wailea Resort Expansion	Hotel	310	NA

NA: Not Available

SOURCE: HAWAII TOURISM AUTHORITY, VISITOR PLANT SURVEY, 2010.

### 8.1.7

## AVERAGE ANNUAL WAGES FOR CONSTRUCTION INDUSTRIES, MAUI COUNTY - 2010

Industry	Number of Establishments	Average Employment	Total Wages	Average Annual Wages
<b>Construction</b>	<b>592</b>	<b>2,721</b>	<b>\$150,325,937</b>	<b>\$55,247</b>
<b>Construction of Buildings</b>	<b>195</b>	<b>742</b>	<b>\$40,118,600</b>	<b>\$54,068</b>
Residential	155	426	\$19,636,391	\$46,095
Nonresidential	40	317	\$20,482,209	\$64,613
<b>Heavy and Civil Engineering Construction</b>	<b>36</b>	<b>397</b>	<b>\$34,466,510</b>	<b>\$86,817</b>
Land Subdivision	17	91	\$7,483,205	\$82,233
Highway, Street, and Bridge Construction	8	226	\$19,227,675	\$85,078
<b>Specialty Trade Contractors</b>	<b>361</b>	<b>1,581</b>	<b>\$75,740,827</b>	<b>\$47,907</b>
Building Foundation/Exterior Contractors	67	258	\$11,681,729	\$45,278
Building Equipment Contractors	112	585	\$30,409,215	\$51,982
Building Finishing Contractors	103	467	\$22,512,656	\$48,207
Other Specialty Trade Contractors	79	272	\$11,137,227	\$40,946

SOURCE: U.S. DEPARTMENT OF LABOR STATISTICS, QUARTERLY CENSUS OF EMPLOYMENT AND WAGES



## 8.1.8

**BUILDING PERMITS ISSUED,  
MAUI COUNTY CALENDAR YEAR 2010**

<b>Types of Permits</b>	<b>No. of Permits</b>	<b>No. of Units</b>	<b>Valuation</b>
Single family, detached	213	213	\$67,213,222.00
Single family, attached	2	4	\$689,940.00
Two family buildings	2	4	\$4,300,000.00
Three and four family buildings	3	11	\$2,667,300.00
Five or more family buildings	8	48	\$6,723,394.00
Amusement, social, and recreational	1		\$1,834,436.00
Industrial	1		\$850,000.00
Parking Garages	1		\$3,500.00
Hospital and institutional	2		\$6,296,897.00
Offices, bank, and professional	2		\$588,021.00
Public works and utilities	1		\$150,000.00
Schools and other educational	4		\$27,220,055.00
Stores and customer services	17		\$16,608,897.00
Other non-residential buildings	61		\$5,982,298.00
Structures other than buildings	183		\$14,889,735.00
Residential (Add, Alter, Convert)	344	9	\$19,788,596.86
Commercial (Add, Alter, Convert)	144		\$18,149,507.24
Additions of res. Garages/carports	29		\$1,016,780.00
Demo- single family homes	26	26	\$368,300.00
Demo- all other	44		\$910,665.92
Repairs to dwellings	15		\$2,577,500.00
Repairs to other buildings	151		\$21,005,148.94
Relocate garages and other bldgs	2		\$10,500.00
Fences, retaining wall, seawalls, etc.	97		3,810,612
Temporary structures (tents, booths, etc.)	130		\$543,181.65
<b>Total</b>	<b>1,483</b>	<b>315</b>	<b>\$224,198,487.61</b>

SOURCE: COUNTY OF MAUI, DEPARTMENT OF PUBLIC WORKS, RECORDS.

## 8.1.9

## CONSTRUCTION ESTABLISHMENTS BY TYPE AND LOCATION, MAUI COUNTY

*Based on primary North American Industry Classification System (NAICS) code and Zip Code*

Establishment Type	Location	Number	Location	Number	Location	Number
<b>Residential Building</b>						
	Ha'ikū	11	Lahaina	22	Kualapu'u	1
	Hāna	4	Makawao	27	Maunaloa	2
	Kahului	7	Pā'ia	3	Lāna'i City	3
	Kīhei	34	Wailuku	16		
	Kula	14	Kaunakakai	4		
<b>Nonresidential Building</b>						
	Ha'ikū	3	Kula	1	Wailuku	4
	Kahului	3	Lahaina	2	Kaunakakai	1
	Kīhei	2	Makawao	3		
<b>Utility System Construction</b>						
	Haiku	1	Kahului	2	Wailuku	3
<b>Land Subdivision</b>						
	Kahului	3	Kula	1		
	Kihei	2	Wailuku	3		
<b>Heavy and Civil Engineering</b>						
	Kīhei	2	Lahaina	1		
<b>Foundation, Structure, and Building Exterior</b>						
	Ha'ikū	3	Kula	4	Pā'ia	1
	Kahului	7	Lahaina	6	Wailuku	12
	Kīhei	18	Makawao	7		
<b>Building Equipment</b>						
	Ha'ikū	13	Kula	5	Wailuku	21
	Hāna	1	Lahaina	7	Ho'olehua	1
	Kahului	16	Makawao	9	Kaunakakai	2
	Kīhei	22	Pā'ia	2		
<b>Building Finishing</b>						
	Ha'ikū	11	Kula	7	Pā'ia	2
	Kahului	9	Lahaina	11	Wailuku	16
	Kīhei	13	Makawao	10		
<b>Other Specialty Trade Contractors</b>						
	Ha'ikū	2	Kula	6	Wailuku	9
	Kahului	2	Lahaina	3	Kaunakakai	1
	Kīhei	10	Makawao	4	Lāna'i City	1
			Wailuku	9		

SOURCE: U.S. CENSUS BUREAU, ZIP CODE BUSINESS PATTERNS 2009

8.2.1

**SUMMARY HOUSING CHARACTERISTICS,  
MAUI COUNTY, 2010**

<b>Characteristic</b>	<b>Number</b>	<b>Percent</b>
<b>Total Housing Units</b>	<b>70,510</b>	<b>100.0%</b>
Median Number of Rooms	4	
<b>Occupied Housing Units</b>		
Structure built 1990 or later	25,472	36.1%
Structure built before 1940	2,347	3.3%
Lacking Complete Plumbing	766	1.5%
Lacking Complete Kitchen	1,460	2.8%
Lacking Telephone Service	2,476	4.8%
Moved into Unit After 1999	32,878	63.4%
Moved into Unit Before 1980	5,454	10.5%
Occupants per Room of 1.51 or more	2,076	4.0%
<b>Owner-Occupied Units</b>		
Median Value	597,100	
With a Mortgage	22,576	73.3%
Median monthly costs	2,479	
Monthly Costs Were 35% or more of income	11,217	50.1%
Not mortgaged	8,233	26.7%
Median monthly costs	\$445	
<b>Renter-Occupied Units</b>		
Median Gross Rent	\$1,287	
Rent was 35% or More of Income	8,791	47.0%

SOURCE: U.S. CENSUS BUREAU, AMERICAN COMMUNITY SURVEY 2010

## 8.2.2

## SELECTED HOUSING CHARACTERISTICS, MAUI COUNTY

Maui County	2007	2008	2009	2010
<b>All Housing Units</b>	<b>64,993</b>	<b>66,224</b>	<b>66,679</b>	<b>70,510</b>
<b>Units in Structure</b>				
1 unit, detached	38,054	36,836	36,528	39,504
1 unit, attached	2,821	2,345	1,975	3,580
2 to 4 units	4,220	7,219	6,713	7,967
5 to 9 units	4,408	4,286	5,596	5,304
10 or more units	8,372	15,475	15,727	14,155
Mobile home, boat, other	154	63	140	0
Median Number of Rooms	4.1	3.9	4.0	4.1
<b>Occupied Housing Units</b>	<b>50,568</b>	<b>48,950</b>	<b>48,326</b>	<b>51,893</b>
With 1.01 or more occupants/room	6,226	5,548	4,358	5,594
<b>Vacant Housing Units</b>	<b>14,425</b>	<b>17,274</b>	<b>18,353</b>	<b>18,617</b>
For seasonal use	3,821	5,541	5,891	9,956
Homeowner Vacancy Rate	1.0%	2.3%	1.2%	3.7%
Rental Vacancy Rate	29.9%	28.8%	32.0%	24.8%
<b>Owner-Occupied Units</b>				
Total	30,749	28,157	27,831	30,809
Percent of all Occupied Units	60.8%	57.5%	57.6%	59.4%
Average Household Size	2.97	3.12	3.20	3.16
<b>Value of Owner Occupied Units</b>				
Total units	30,749	28,157	27,831	30,809
Less than \$100,000 unit value	393	309	1,031	479
\$100,000 to \$199,999	1,077	982	744	1,910
\$200,000 to \$299,999	2,327	1,690	2,346	2,160
\$300,000 to \$499,999	5,370	5,246	6,781	7,046
\$500,000 to \$999,999	16,262	16,029	12,803	15,381
\$1 million or more	5,320	3,901	4,126	3,833
Median value	\$637,200	\$621,500	\$586,500	\$597,100
<b>Renter-Occupied Units</b>				
Total	19,819	20,793	20,495	21,084
Average Household Size	2.51	2.52	2.68	2.62
<b>Gross Rent</b>				
Total renters	19,819	18,936	18,954	18,894
Less than \$300 rent	501	192	699	583
\$300 to \$499	565	1,020	323	633
\$500 to \$749	1,466	782	2,109	1,695
\$750 to \$999	2,109	3,696	2,819	3,152
\$1,000 to \$1,499	8,203	6,747	6,329	5,569
\$1,500 or more	5,316	6,499	6,675	7,262
No cash rent	1,659	1,857	1,541	2,190
Median rent	\$1,281	\$1,292	\$1,307	\$1,287

SOURCE: U.S. CENSUS BUREAU, AMERICAN COMMUNITY SURVEY, 2007-2010.

8.2.3

**HOUSING UNIT CHARACTERISTICS OF  
CENSUS DESIGNATED PLACES (CDP),  
MAUI COUNTY**

2010	Total Housing Units	Occupied Housing Units	Owner Occupied Units	Renter Occupied Units
<b>Maui Island</b>				
Haiku-Pauwela CDP	3,400	3,119	1,651	1,468
Hāli'imaile CDP	320	295	175	120
Hāna CDP	506	390	213	177
Kā'anapali CDP	1,806	465	355	110
Kahului CDP	7,773	7,111	3,782	3,329
Kapalua CDP	1,015	163	116	47
Kēōkea CDP	619	544	396	148
Kīhei CDP	11,994	8,095	3,889	4,206
Kula CDP	2,975	2,649	1,612	1,037
Lahaina CDP	4,049	3,535	1,545	1,990
Launiupoko CDP	287	216	151	65
Ma'alaea CDP	587	196	128	68
Mahinahina CDP	360	317	226	92
Makawao CDP	2,702	2,563	1,392	1,171
Mākena CDP	96	47	34	13
Nāpili-Honokōwai CDP	4,284	2,942	1,217	1,725
Olinda CDP	508	445	238	207
Olowalu CDP	40	35	14	21
Pā'ia CDP	1,052	932	524	408
Pukalani CDP	2,900	2,696	1,617	1,079
Waihe'e-Waiehū CDP	2,459	2,344	1,853	491
Waikapū CDP	909	879	693	186
Wailea CDP	5,987	2,760	1,562	1,198
Wailuku CDP	6,250	5,600	3,387	2,213
<b>Moloka'i</b>				
Kaunakakai CDP	1,533	1,254	789	465
Kualapu'u CDP	671	583	445	138
Maunaloa CDP	160	111	44	67
Ualapu'e CDP	255	157	110	47
<b>Lāna'i</b>				
Lāna'i City CDP	1,452	1,140	576	564
Manele CDP	84	16	14	2

SOURCE: U.S. CENSUS BUREAU, CENSUS 2010 CENSUS DATA

## 8.2.4

**VACANT HOUSING UNIT CHARACTERISTICS  
BY CENSUS DESIGNATED PLACE (CDP), MAUI COUNTY**

2010	All Housing Units	Vacant	VACANT HOUSING UNITS		
			Seasonal, Recreational or Occasional	Homeowner Vacancy Rate	Rental Vacancy Rate
<b>Maui Island</b>					
Haiku-Pauwela CDP	3,400	281	122	1.4	4.2
Hāli'imaile CDP	320	25	7	0.6	0.8
Hāna CDP	306	116	56	0.0	13.5
Kā'anapali CDP	1,806	1,341	603	8.0	86.2
Kahului CDP	7,773	662	47	1.3	4.1
Kapalua CDP	1,015	852	429	17.1	89.3
Kēōkea CDP	619	75	29	1.7	4.5
Kīhei CDP	11,994	3,899	3,038	3.9	8.8
Kula CDP	2,975	326	132	1.5	5.2
Lahaina CDP	4,049	514	259	2.3	6.6
Launiupoko CDP	287	71	55	4.4	4.4
Ma'alaea CDP	587	391	387	0.8	2.9
Mahinahina CDP	360	43	22	2.6	10.7
Makawao CDP	2,702	138	27	1.3	3.9
Mākena CDP	96	49	42	8.1	0.0
Nāpili-Honokōwai CDP	4,284	1,342	516	6.2	27.8
Olinda CDP	503	58	24	0.8	5.9
Olowalu CDP	40	5	4	0.0	0.0
Pā'ia CDP	1,052	120	48	1.7	5.8
Pukalani CDP	2,900	204	27	1.8	5.5
Waihe'e-Waiehū CDP	2,459	115	12	1.0	5.6
Waikapū CDP	909	30	3	1.0	2.6
Wailea CDP	5,987	3,227	2,978	4.1	7.0
Wailuku CDP	6,250	650	66	1.7	11.5
<b>Moloka'i</b>					
Kaunakakai CDP	1,533	279	130	2.1	7.8
Kualapu'u CDP	671	88	43	0.4	2.1
Maunaloa CDP	160	49	7	4.3	23.0
Ualapu'e CDP	255	98	21	2.7	2.5
<b>Lāna'i</b>					
Lāna'i City CDP	1,452	312	58	3.3	15.9
Manele CDP	84	68	47	41.7	0.0

SOURCE: U.S. CENSUS BUREAU, CENSUS 2010 DATA

## 8.2.5

## OCCUPIED HOUSING UNIT CHARACTERISTICS BY CENSUS DESIGNATED PLACE (CDP), MAUI COUNTY

2010	All Housing Units	Occupied Housing Units			Average Household Size	
		Occupied	by Owner	by Renter	Owner- Occupied Units	Renter- Occupied Units
<b>Maui Island</b>						
Haiku-Pauwela CDP	3,400	3,119	1,651	1,468	2.84	2.33
Hāli'imaile CDP	320	295	175	120	3.29	3.24
Hāna CDP	506	390	213	177	3.51	2.75
Kā'anapali CDP	1,806	495	355	110	2.18	2.47
Kahului CDP	7,773	7,111	3,782	3,329	3.67	3.22
Kapalua CDP	1,015	163	116	47	2.09	2.36
Kēōkea CDP	619	544	396	148	3.22	2.26
Kīhei CDP	11,994	8,095	3,889	4,206	2.76	2.38
Kula CDP	2,975	2,649	1,612	1,037	2.53	2.29
Lahaina CDP	4,049	3,535	1,545	1,990	3.82	2.79
Launiupoko CDP	287	216	151	65	2.76	2.63
Ma'alaea CDP	587	196	128	68	1.62	1.44
Mahinahina CDP	360	317	225	92	2.71	2.95
Makawao CDP	2,702	2,563	1,392	1,171	2.99	2.52
Mākena CDP	96	47	34	13	2.26	1.54
Nāpili-Honokōwai CDP	4,284	2,942	1,217	1,725	2.81	2.22
Olinda CDP	508	445	238	207	2.71	2.13
Olowalu CDP	40	35	14	21	2.14	2.38
Pā'ia CDP	1,052	932	524	408	3.10	2.56
Pukalani CDP	2,900	2,696	1,617	1,079	2.88	2.70
Waihe'e-Waiehū CDP	2,459	2,344	1,853	491	3.88	3.34
Waikapū CDP	909	879	693	186	3.44	3.12
Wailea CDP	5,987	2,760	1,562	1,198	2.18	2.05
Wailuku CDP	6,250	5,600	3,387	2,213	2.81	2.52
<b>Moloka'i</b>						
Kaunakakai CDP	1,533	1,254	789	465	2.81	2.59
Kualapu'u CDP	671	583	445	138	3.48	3.32
Maunaloa CDP	160	111	44	67	3.75	3.15
Ualapu'e CDP	255	157	110	47	2.72	2.68
<b>Lāna'i</b>						
Lāna'i City CDP	1,452	1,140	576	564	2.92	2.52
Manele CDP	84	16	14	2	1.93	1.00

SOURCE: U.S. CENSUS BUREAU, CENSUS 2010 DATA

## 8.2.6

**OWNER-OCCUPIED HOUSING UNIT VALUES BY  
CENSUS DESIGNATED PLACE (CDP), MAUI COUNTY**

2009	Total	SPECIFIED OWNER-OCCUPIED HOUSING UNITS					
		Less than \$100,000	\$100,000 to \$199,000	\$200,000 to \$299,000	\$300,000 to \$499,000	\$500,000 to \$999,000	\$1,000,000 or more
<b>Maui Island</b>							
Haiku-Pauwela CDP	1,609	49	34	29	178	1,064	255
Hāli'imaile CDP	244	3	3	2	75	155	6
Hāna CDP	110	0	0	7	41	40	22
Kā'anapali CDP	359	0	2	0	15	121	221
Kahului CDP	3,899	103	77	256	824	2,522	117
Kapalua CDP	118	0	0	3	0	54	61
Kīhei CDP	3,579	0	39	252	1,072	1,937	279
Lahaina CDP	1,464	30	58	50	155	887	284
Ma'alaea CDP	172	0	2	11	78	70	11
Makawao CDP	1,230	9	76	114	183	777	71
Nāpili-Honokōwai CDP	1,443	23	32	97	458	522	311
Pā'ia CDP	422	0	11	4	119	217	71
Pukalani CDP	1,682	0	0	50	115	1,440	77
Waihe'e-Waiehū CDP	1,759	69	166	95	377	927	125
Waikapū CDP	334	0	0	7	70	247	10
Wailea-Mākena CDP	1,717	28	60	60	248	569	752
Wailuku CDP	3,394	46	126	398	902	1,764	158
<b>Moloka'i</b>							
Kaunakakai CDP	542	13	99	141	250	27	12
Kualapu'u CDP	461	106	74	67	115	90	9
Maunaloa CDP	10	3	3	0	4	0	0
<b>Lāna'i</b>							
Lāna'i City CDP	666	0	58	125	299	176	8

Note: CDPs for this table are defined using the Census 2000 definitions. This data is not yet available for the 2010 Census.

SOURCE: U.S. CENSUS BUREAU, 2005-2009 AMERICAN COMMUNITY SURVEY 5-YEAR ESTIMATES.



## 8.2.7

**GROSS RENT AS A PERCENTAGE OF INCOME, BY CENSUS  
DESIGNATED PLACE (CDP), MAUI COUNTY**

2009	Total Rentals	Under 20%	20% to 29.9%	30% to 39.9%	40% to 49.9 %	Over 50%	Not Computed
<b>Maui Island</b>							
Haiku-Pauwela CDP	1,216	189	228	184	189	400	26
Hāli'imaile CDP	53	22	20	3	0	3	5
Hāna CDP	43	0	21	0	0	5	17
Kā'anapali CDP	83	12	13	13	8	17	20
Kahului CDP	2,481	644	458	439	155	473	312
Kapalua CDP	43	0	9	3	3	8	20
Kīhei CDP	4,077	624	1,187	836	275	883	272
Lahaina CDP	1,520	263	337	335	105	278	202
Ma'ālaea CDP	85	46	0	6	8	13	12
Makawao CDP	961	222	147	56	96	414	26
Nāpili-Honokōwai CDP	1,568	265	498	248	246	248	63
Pā'ia CDP	367	92	52	52	31	103	37
Pukalani CDP	1,187	316	276	42	161	309	83
Waihe'e-Waiehū CDP	429	78	68	87	12	109	75
Waikapū CDP	76	14	4	0	26	20	12
Wailea-Mākena CDP	1,214	230	290	221	96	270	107
Wailuku CDP	1,854	353	398	325	212	382	184
<b>Moloka'i</b>							
Kaunakakai CDP	361	38	114	28	9	116	56
Kualapu'u CDP	95	16	6	0	5	39	29
Maunaloa CDP	87	13	11	25	14	17	7
<b>Lāna'i</b>							
Lāna'i City CDP	402	203	68	16	12	52	51

Note: CDPs for this table are defined using the Census 2000 definitions. This data is not yet available for the 2010 Census.

SOURCE: U.S. CENSUS BUREAU, 2005-2009 AMERICAN COMMUNITY SURVEY 5-YEAR ESTIMATES.

## 8.2.8

## GROSS RENT OF RENTER-OCCUPIED HOUSING UNITS BY CENSUS DESIGNATED PLACE (CDP), MAUI COUNTY

2009	SPECIFIED RENTER-OCCUPIED HOUSING UNITS PAYING CASH RENT						
	Total	Less than \$300 <sup>1</sup>	\$300 to \$499	\$500 to \$749	\$750 to \$999	\$1,000 to \$1,499	\$1,500 or more
<b>Maui Island</b>							
Haiku-Pauwela CDP	1,216	26	0	19	277	409	485
Hāli'imaile CDP	53	5	0	3	3	19	23
Hāna CDP	43	17	0	8	9	6	3
Kā'anapali CDP	83	28	0	0	10	7	38
Kahului CDP	2,481	428	161	508	497	613	274
Kapalua CDP	43	20	0	0	0	0	23
Kīhei CDP	4,077	298	0	230	382	1,703	1,464
Lahaina CDP	1,520	277	79	165	198	432	369
Ma'alaea CDP	85	12	0	0	0	33	40
Makawao CDP	961	40	0	67	86	298	470
Nāpili-Honokōwai CDP	1,568	63	11	46	298	612	538
Pā'ia CDP	367	37	24	16	40	79	171
Pukalani CDP	1,187	83	14	70	184	501	335
Waihe'e-Waiehū CDP	429	86	45	12	56	84	146
Waikapū CDP	76	12	0	12	14	24	14
Wailea-Mākena CDP	1,214	92	18	57	22	371	654
Wailuku CDP	1,854	196	49	240	593	549	227
<b>Moloka'i</b>							
Kaunakakai CDP	361	96	38	56	20	132	19
Kualapu'u CDP	95	35	6	0	20	16	18
Maunaloa CDP	87	7	0	28	52	0	0
<b>Lāna'i</b>							
Lāna'i City CDP	402	77	130	87	31	51	26

1. Includes no cash rent.

Note: CDPs for this table are defined using the Census 2000 definitions. This data is not yet available for the 2010 Census.

SOURCE: U.S. CENSUS BUREAU, 2005-2009 AMERICAN COMMUNITY SURVEY 5-YEAR ESTIMATES.

8.2.9

**SELECTED MONTHLY OWNER AND RENTER COST  
AS A PERCENTAGE OF HOUSEHOLD INCOME**

	1999	2008	2009	2010
<b>Owner</b>				
Housing Units with a mortgage	14,131	20,068	19,750	22,576
Less than 20% of income	8,636	4,202	4,514	3,973
20% to 24.9%	2,387	2,952	2,609	2,551
25% to 29.9%	2,060	1,353	2,065	2,754
30% to 34.9%	1,581	2,021	2,257	1,987
35% or more	5,201	9,540	8,305	11,311
Not computed	88	129	283	176
Median mortgage (dollars)	\$1,638	\$2,564	\$2,199	\$2,479
<b>Renter</b>				
Renter-occupied units	18,319	18,831	18,596	18,710
Less than 15% of income	3,254	1,775	1,618	1,235
15% to 19.9%	2,613	2,526	2,391	1,759
20% to 24.9%	2,291	1,676	2,805	2,488
25% to 29.9%	1,892	2,312	1,814	2,619
30% to 34.9%	1,342	2,136	2,165	1,815
35% or more	5,335	8,406	7,803	8,794
Not computed	1,592	1,962	1,899	2,374
Median rent (dollars)	\$788	\$1,292	\$1,307	\$1,287

SOURCE: U.S. CENSUS BUREAU, SELECTED HOUSING CHARACTERISTICS, 2000, 2008, 2009, AND 2010.

## 8.2.10

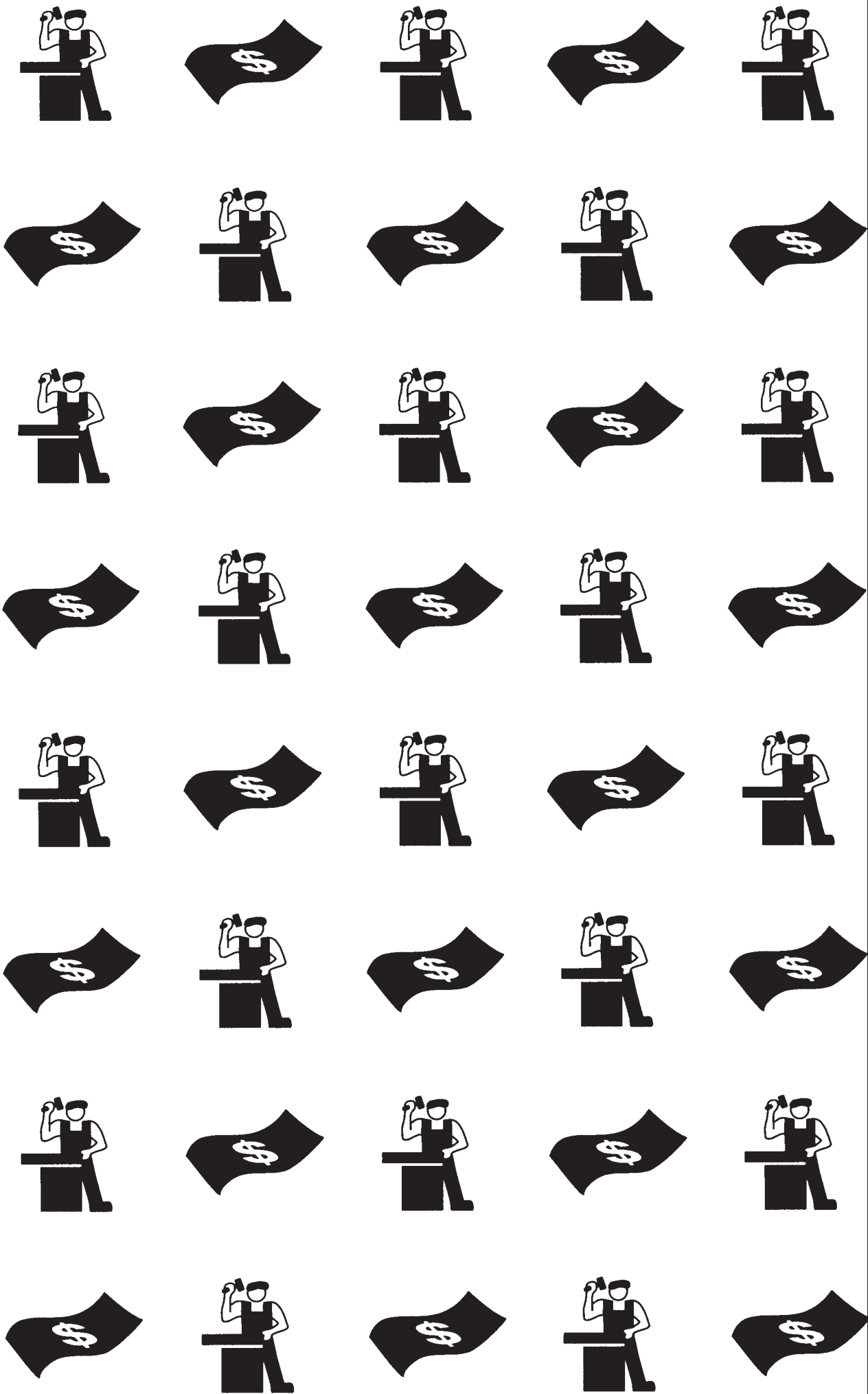
### FORECLOSURE FILINGS BY JUDICIAL CIRCUIT

Year	Maui County <sup>1</sup>	Hawai'i County	Kaua'i County	City and County of Honolulu <sup>1</sup>	State Total
2000	228	251	83	1,591	2,153
2001	197	246	80	1,390	1,913
2002	110	151	63	624	948
2003	78	112	35	396	621
2004	51	80	23	283	437
2005	47	51	12	198	308
2006	59	105	23	266	453
2007	101	188	34	395	718
2008	254	359	84	666	1,363
2009	386	488	140	786	1,800
2010	280	316	93	611	1,300

1. The Maui County Judicial Circuit excludes Kalawao on Moloka'i. Kalawao foreclosures are handled in the Honolulu Judicial Circuit.

SOURCE: THE JUDICIARY, OFFICE OF THE ADMINISTRATIVE DIRECTOR OF THE COURTS, STATISTICS OFFICE, RECORDS

# Finance & Labor



## Section 9

### FINANCE & LABOR

Part one of this section presents statistics on the financial institutions on Maui. Part two includes figures for Maui County's labor force.

The civilian labor force for 2010 was 74,900 and the number of employed was 68,700. The unemployment rate decreased from 8.6% to 8.3% between 2009 and 2010.

Data for this section came from many sources, including the Hawai'i State Department of Business, Economic Development and Tourism and the Hawai'i Department of Industrial Labor and Relations.

### 9.1.1

## FINANCIAL INSTITUTIONS WITH LOCATIONS IN MAUI COUNTY

*As of December 31, 2010*

	Maui	Moloka'i	Lāna'i
<b>Banks</b>			
Firms	3	1	2
Locations	24	1	2
<b>Savings and Loan Associations</b>			
Associations	1	0	0
Locations	1	0	0
<b>Financial Services Loan Companies</b>			
Firms	4	1	0
Locations	5	1	0
<b>Escrow Depository Companies</b>			
Firms	6	0	0
Locations	14	0	0

SOURCE: HAWAII STATE DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS, DIVISION OF FINANCIAL INSTITUTIONS, RECORDS

### 9.1.2

## DEPOSITS IN OFFICES OF FDIC-INSURED INSTITUTIONS, MAUI COUNTY

*As of June 30; In thousands of dollars*

Location	2007	2008	2009	2010	2011
Hāna	\$5,026	\$4,927	\$5,385	\$5,108	5,016
Kahului	821,585	778,024	763,513	741,668	782,902
Kīhei	370,017	347,066	343,697	387,947	388,509
Lahaina	413,579	378,933	336,723	351,376	372,786
Makawao/Pukalani	166,847	156,123	165,745	164,076	171,161
Pā'ia	44,698	42,354	43,885	45,901	51,144
Wailuku	300,497	295,865	334,164	310,379	304,456
Kaunakakai	65,544	65,559	61,895	61,076	61,772
Lāna'i City	41,090	31,761	34,606	29,336	27,995
<b>Total</b>	<b>\$2,228,883</b>	<b>\$2,100,612</b>	<b>\$2,089,613</b>	<b>\$2,096,867</b>	<b>\$2,165,741</b>

SOURCE: FEDERAL DEPOSIT INSURANCE CORPORATION, FDIC/OTS SUMMARY OF DEPOSITS.

### 9.1.3

## FEDERAL CREDIT UNIONS BY ASSET SIZE, MEMBERSHIP AND LOANS, MAUI COUNTY

As of September 2011

Name	Location	Assets (\$)	Loans (\$)	Members
First Hawaiian Homes	Ho'olehua	\$3,662,036	\$1,857,902	1,289
Kahului	Kahului	\$53,545,871	\$26,544,873	4,791
Kula Community	Kahului	\$40,369,966	\$16,202,158	3,577
Lāna'i	Lāna'i City	\$24,556,195	\$628,278	1,930
Maui	Kahului	\$59,508,290	\$12,608,651	5,250
Maui County	Wailuku	\$234,878,948	\$173,157,299	14,151
Maui Teachers	Wailuku	\$33,849,160	\$3,171,372	1,640
Moloka'i Community	Kaunakakai	\$18,478,835	\$9,607,163	3,948
Valley Isle Community	Kahului	\$103,462,564	\$36,713,318	12,939
Wailuku	Wailuku	\$39,342,488	\$28,965,194	3,765
West Maui Community	Lahaina	\$29,144,960	\$2,790,402	2,634
<b>Maui County Total</b>		<b>\$640,799,313</b>	<b>\$312,246,610</b>	<b>55,914</b>

SOURCE: NATIONAL CREDIT UNION ADMINISTRATION, FINANCIAL PERFORMANCE REPORTS

### 9.1.4

## FEDERAL CREDIT UNION CHARACTERISTICS, MAUI COUNTY

	2007	2008	2009	2010
Number of credit unions	13	12	12	11
Total members	53,488	54,687	55,410	55,914
Total assets	\$510,463,199	\$569,137,058	\$640,902,399	\$640,799,313
Total shares and deposits	\$426,931,345	\$478,460,959	\$537,561,342	\$466,082,986
Number of shares & deposit accounts	75,706	79,539	NA	NA
Total loans	\$267,412,185	\$319,801,194	\$330,231,131	\$312,246,610
Number of loans	15,732	15,487	NA	NA

SOURCE: NATIONAL CREDIT UNION ADMINISTRATION, CALL REPORT DATA FILES UNDER FOIA (FINAL), DECEMBER 2007-2010.



## 9.2.1

## CIVILIAN LABOR FORCE SUMMARY, STATE OF HAWAII AND COUNTIES

*Annual averages*

	Maui County	Hawai'i County	Kaua'i County	City & County of Honolulu	State of Hawai'i
<b>Labor Force</b>					
2004	74,250	79,250	31,550	433,050	618,100
2005	75,000	80,750	31,900	439,400	627,050
2006	76,600	83,200	32,250	441,500	633,550
2007	78,000	84,250	32,500	440,050	634,800
2008	78,200	84,800	32,650	444,050	639,700
2009	76,000	83,800	31,950	440,050	631,800
2010	74,900	83,250	31,850	439,000	629,000
<b>Employed</b>					
2004	72,000	76,200	30,500	419,500	598,200
2005	73,050	78,100	31,050	427,650	609,850
2006	74,800	80,700	31,450	430,850	617,800
2007	75,800	81,400	31,650	429,000	617,850
2008	74,600	80,000	31,150	428,000	613,750
2009	69,350	75,600	28,950	414,700	588,600
2010	68,700	75,150	29,050	414,500	587,400
<b>Unemployed</b>					
2004	2,300	3,050	1,050	13,550	19,950
2005	1,950	2,700	850	11,750	17,250
2006	1,800	2,450	800	10,650	15,700
2007	2,200	2,850	850	11,050	16,950
2008	3,600	4,750	1,500	16,050	25,900
2009	6,650	8,150	3,000	25,350	43,150
2010	6,250	8,150	2,800	24,500	41,700
<b>Percent Unemployed</b>					
2004	3.1	3.9	3.4	3.1	3.4
2005	2.6	3.3	2.7	2.7	2.8
2006	2.4	3.0	2.4	2.4	2.6
2007	2.8	3.4	2.6	2.5	2.8
2008	4.6	5.6	4.5	3.6	4.6
2009	8.7	9.7	9.3	5.8	8.4
2010	8.3	9.8	8.7	5.6	8.1

SOURCE: HAWAII STATE DEPARTMENT OF LABOR AND INDUSTRIAL RELATIONS, AND RECORDS.

## 9.2.2

### EMPLOYMENT STATUS OF THE CIVILIAN LABOR FORCE BY ISLAND, MAUI COUNTY

	Maui	Moloka'i	Lāna'i	Maui County
<b>Labor Force</b>				
1994	61,950	2,900	1,500	66,350
1995	62,550	3,000	1,650	67,250
1996	63,550	3,100	1,650	68,350
1997	65,400	2,850	1,700	69,950
1998	66,400	2,950	1,700	71,100
1999	68,250	3,000	1,800	73,050
2000	66,650	2,850	1,800	71,300
2001	68,750	2,550	1,800	73,200
2002	68,100	2,450	1,750	72,300
2003	68,700	2,450	1,700	72,850
2004	70,050	2,550	1,650	74,250
2005	70,850	2,550	1,650	75,000
2006	72,350	2,550	1,700	76,600
2007	73,750	2,500	1,750	78,000
2008	74,000	2,500	1,700	78,200
2009	71,850	2,550	1,550	76,000
2010	71,050	2,450	1,450	74,900
<b>Employment</b>				
1994	58,450	2,650	1,400	62,500
1995	58,350	2,700	1,600	62,600
1996	59,500	2,650	1,600	63,750
1997	61,100	2,500	1,600	65,200
1998	62,500	2,550	1,650	66,700
1999	65,000	2,600	1,700	69,350
2000	64,450	2,500	1,750	68,700
2001	66,250	2,250	1,750	70,300
2002	65,550	2,300	1,650	69,500
2003	66,250	2,200	1,650	70,100
2004	68,100	2,300	1,600	72,000
2005	69,100	2,300	1,650	73,050
2006	70,750	2,350	1,700	74,800
2007	71,750	2,350	1,700	75,800
2008	70,750	2,250	1,650	74,600
2009	65,700	2,200	1,400	69,350
2010	65,250	2,100	1,350	68,700

## 9.2.2

CONTINUED

	Maui	Molokaʻi	Lānaʻi	Maui County
<b>Unemployment</b>				
1994	3,500	250	100	3,850
1995	4,200	350	100	4,600
1996	4,050	450	100	4,600
1997	4,250	400	100	4,750
1998	3,900	400	50	4,350
1999	3,250	400	50	3,700
2000	2,200	350	50	2,600
2001	2,550	300	50	2,950
2002	2,550	200	50	2,800
2003	2,400	250	*	2,700
2004	1,950	300	*	2,300
2005	1,700	200	*	1,950
2006	1,600	200	*	1,800
2007	2,000	150	*	2,200
2008	3,250	250	50	3,600
2009	6,150	350	150	6,650
2010	5,800	350	100	6,250
<b>Percent Unemployed</b>				
1994	5.6	9.1	6.0	5.8
1995	6.7	10.9	5.0	6.9
1996	6.4	14.8	5.4	6.7
1997	6.5	13.6	5.3	6.8
1998	5.9	13.6	3.1	6.2
1999	4.8	13.1	3.9	5.1
2000	3.3	13.0	3.0	3.7
2001	3.7	11.8	3.8	4.0
2002	3.8	7.4	4.2	3.9
2003	3.5	10.1	2.8	3.7
2004	2.8	10.7	2.6	3.1
2005	2.4	8.2	1.5	2.6
2006	2.2	7.5	1.3	2.4
2007	2.7	6.2	2.2	2.8
2008	4.4	9.9	3.7	4.6
2009	8.6	13.7	9.7	8.7
2010	8.2	13.5	7.0	8.3

\*: Data is less than 50

SOURCE: HAWAII STATE DEPARTMENT OF LABOR AND INDUSTRIAL RELATIONS, AND RECORDS.

## 9.2.3

### LABOR FORCE BY RACE AND SEX, MAUI COUNTY

Race and Sex, 2010	PERCENT DISTRIBUTION						
	Civilian Labor Force	Employ- ed	Un- employed	Civilian Labor Force	Employ- ed	Un- employed	Unem- ployment Rate
<b>Both Sexes</b>	<b>74,900</b>	<b>68,700</b>	<b>6,250</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>8.30%</b>
White	29,700	27,400	2,300	39.7	39.9	37.0	7.8
Black/African American	300	250	*	0.4	0.4	0.3	6.1
American Indian/ Alaska Native	350	300	50	0.4	0.4	0.7	13.9
Asian	21,200	20,100	1,100	28.3	29.3	17.4	5.1
Native Hawaiian/ Pacific Islander	7,550	6,250	1,300	10.1	9.1	20.7	17.1
Some Other Race	1,050	1,050	*	1.4	1.5	0.1	0.8
Two or More Races	14,800	13,300	1,500	19.8	19.4	23.8	10.0
Minority Group	45,200	41,300	3,950	60.3	60.1	63.0	8.7
Hispanic or Latino	5,200	4,600	550	6.9	6.7	9.0	10.9
<b>Females</b>	<b>34,900</b>	<b>32,300</b>	<b>2,600</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>7.50%</b>
White	13,250	12,200	1,050	38.0	37.8	39.9	7.9
Black/African American	100	100	*	0.3	0.3	0.7	14.7
American Indian/ Alaska Native	150	150	*	0.4	0.4	0.9	16.0
Asian	10,300	9,950	350	29.5	30.9	12.8	3.2
Native Hawaiian/ Pacific Islander	3,550	2,950	600	10.2	9.2	23.1	16.9
Some Other Race	400	400	0	1.2	1.3	0.0	0.0
Two or More Races	7,100	6,500	600	20.3	20.1	22.5	8.3
Minority Group	21,650	20,100	1,550	62.0	62.2	4.9	7.2
Hispanic or Latino	2,350	2,100	250	6.7	6.4	9.6	10.8
Females as % of both sexes	46.6%	47.0%	41.9%				

\* Less than 25

SOURCE: STATE OF HAWAII, DEPARTMENT OF LABOR AND INDUSTRIAL RELATIONS, ESTIMATES BASED ON 2010 LOCAL AREA UNEMPLOYMENT STATISTICS FROM U.S. BUREAU OF LABOR STATISTICS

## 9.2.4

## ANNUAL AVERAGE JOBCOUNT BY INDUSTRY AND ISLAND, MAUI COUNTY

Industry, 2010	Maui	Moloka'i	Lāna'i	County
<b>TOTAL NONAGRICULTURAL</b>	<b>61,400</b>	<b>1,600</b>	<b>1300</b>	<b>64,200</b>
<b>Total Private</b>	<b>52,400</b>	<b>1,000</b>	<b>1100</b>	<b>54,500</b>
<b>Goods Producing</b>	<b>3,600</b>	*	*	<b>3,700</b>
Nat. Resources & Mining & Construction	2,600	*	*	2,700
Special Trade Contractors	1,600	*	0	1,600
Manufacturing	1,000	*	0	1,000
Durable Goods	200	*	0	200
Non-Durable Goods	800	*	0	800
<b>Service-Providing</b>	<b>57,800</b>	<b>1,600</b>	<b>1300</b>	<b>60,500</b>
<b>Private Service-Providing</b>	<b>48,800</b>	<b>1,000</b>	<b>1100</b>	<b>50,800</b>
<b>Trade, Transportation &amp; Utilities</b>	<b>12,700</b>	<b>300</b>	<b>100</b>	<b>13,100</b>
Wholesale Trade	1,400	*	*	1,400
Retail Trade	8,500	200	100	8,800
Food & Beverage Stores	1,900	200	*	2,000
Grocery Stores	1,700	NA	NA	1,800
Clothing & Clothing Accessories Stores	1,400	NA	NA	1,400
General Merchandise	1,400	NA	NA	1,400
Department Stores	1,000	NA	NA	1,000
Transportation, Warehousing & Utilities	2,800	100	*	2,900
Air Transportation	500	*	*	500
<b>Information</b>	<b>700</b>	*	*	<b>700</b>
Telecommunications	300	NA	0	300
Financial Activities	2,300	*	100	2,400
Finance & Insurance	800	*	*	800
<b>Professional &amp; Business Services</b>	<b>6,100</b>	*	<b>200</b>	<b>6,200</b>
Professional, Scientific & Tech. Svcs.	1,400	*	*	1,400
Administrative & Support & Waste				
Management & Remediation Services	4,500	NA	NA	4,500
<b>Education &amp; Health Services</b>	<b>5,700</b>	<b>400</b>	*	<b>6,000</b>
Education Services	1,000	*	NA	1,000
Health Care & Social Assistance	4,700	300	*	5,000
<b>Leisure and Hospitality</b>	<b>18,800</b>	<b>200</b>	<b>700</b>	<b>19,700</b>
Accommodation & Food Services	17,100	200	600	17,900
Accommodation	9,700	100	600	10,400
Food Services and Drinking Places	7,400	100	*	7,500
Full-Service Restaurants	5,100	*	*	5,100
Other Services	2,600	100	*	2,700
<b>Government</b>	<b>9,000</b>	<b>600</b>	<b>200</b>	<b>9,700</b>
<b>Federal Government</b>	<b>900</b>	*	*	<b>1,000</b>
Department of Defense	*	NA	NA	*
State Government	5,600	400	100	6,100
State Education (DOE & UH)	2,900	200	100	3,200
Local Government	2,400	200	*	2,600
AGRICULTURE	1,150	300	0	1,450

\* Fewer than 50. NA: Not available

SOURCE: HAWAII STATE DEPARTMENT OF LABOR AND INDUSTRIAL RELATIONS, RECORDS.

## 9.2.5

### MEAN ANNUAL WAGE FOR THE TOP 10 MOST COMMON OCCUPATIONS, MAUI COUNTY

Maui Rank	Occupation	Maui County		
		Estimated Employees	Annual Mean Wage	Annual Wage (Statewide)
1	Waiters & Waitresses	2,820	\$27,760	\$24,890
2	Retail Salespersons	2,740	\$27,300	\$26,680
3	Cashiers	2,260	\$24,960	\$22,560
4	Janitors & Cleaners	1,900	\$27,800	\$25,680
5	Landscaping & Groundskeeping	1,520	\$32,290	\$29,760
6	Maids and Housekeeping	1,480	\$30,310	\$29,670
7	Office Clerks, General	1,380	\$29,670	\$29,470
8	Cooks, Restaurant	1,280	\$32,090	\$29,840
9	Food Prep and Serving (Fast Food)	1,260	\$20,000	\$19,410
10	Freight, Stock & Material Movers	1,110	\$31,420	\$31,260

SOURCE: HAWAII'S STATE DEPARTMENT OF LABOR AND INDUSTRIAL RELATIONS, RECORDS.

## 9.2.6

### INCOME FOR HOUSEHOLDS AND FAMILIES, MAUI COUNTY

Income (in Inflation-Adjusted Dollars) <sup>1</sup>	2009		2010	
	Households	Families	Households	Families
Total number	48,326	33,824	51,893	34,516
Less than \$10,000	2,121	869	2,370	1,459
\$10,000 to \$14,999	2,051	792	2,140	679
\$15,000 to \$24,999	3,973	2,009	4,438	2,300
\$25,000 to \$34,999	4,463	3,305	5,161	3,085
\$35,000 to \$49,999	7,544	5,245	7,301	4,026
\$50,000 to \$74,999	10,355	7,032	9,828	6,075
\$75,000 to \$99,999	5,865	4,966	7,401	6,546
\$100,000 to \$149,999	6,560	5,121	8,237	6,508
\$150,000 to \$199,999	2,282	1,811	2,406	1,809
\$200,000 or more	3,112	2,674	2,611	2,029
Median income	\$60,502	\$67,544	\$60,617	\$73,916
Mean income	\$79,244	\$87,191	\$79,426	\$88,289

SOURCE: U.S. CENSUS BUREAU, 2009 AND 2010 AMERICAN COMMUNITY SURVEY

## 9.2.7

### LONG TERM INDUSTRY EMPLOYMENT PROJECTIONS MAUI COUNTY

Occupational Title	Employment 2008	2018	Number Change	Percent Change	Annual Growth
Total Employment, All Jobs	81,330	88,780	7,450	9.2%	0.9%
Goods-Producing	7,660	7,770	110	1.4%	0.1%
Natural Resources & Mining	1,960	1,730	-230	-11.7%	-1.2%
Agriculture, Forestry, Fishing & Hunting	1,940	1,710	-230	-11.9%	-1.2%
Construction	4,470	4,850	380	8.5%	0.9%
Manufacturing	1,230	1,180	-50	-4.1%	-0.4%
Services-Providing	65,280	71,770	6,490	9.9%	1.0%
Trade, Transportation, & Utilities	14,440	15,970	1,530	10.6%	1.1%
Wholesale Trade	1,470	1,740	270	18.4%	1.8%
Retail Trade	9,750	10,570	820	8.4%	0.8%
Transportation & Warehousing	2,750	3,160	410	14.9%	1.5%
Utilities	470	500	30	6.4%	0.6%
Information	830	840	10	1.2%	0.1%
Financial Activities	2,760	2,930	170	6.2%	0.6%
Finance & Insurance	870	930	60	6.9%	0.7%
Real Estate & Rental & Leasing	1,890	2,000	110	5.8%	0.6%
Professional & Business Services	6,860	7,650	790	11.5%	1.2%
Professional, Scientific, & Technical Services	1,520	1,600	80	5.3%	0.5%
Management of Companies & Enterprises	460	490	30	6.5%	0.7%
Administrative & Support & Waste Management	4,880	5,570	690	14.1%	1.4%
Education & Health Services	10,610	12,890	2,280	21.5%	2.1%
Educational Services	4,280	4,910	630	14.7%	1.5%
Health Care & Social Assistance	6,330	7,980	1,650	26.1%	2.6%
Leisure & Hospitality	22,060	23,120	1,060	4.8%	0.5%
Arts, Entertainment, & Recreation	2,250	2,370	120	5.3%	0.5%
Accommodation & Food Services	19,810	20,750	940	4.7%	0.5%
Accommodation	11,690	12,220	530	4.5%	0.5%
Food Services & Drinking Places	8,120	8,530	410	5.0%	0.5%
Other Services (Except Government)	2,820	3,160	340	12.1%	1.2%
Government	4,910	5,220	310	6.3%	0.6%
Total Self-Employed & Unpaid Family Workers	8,390	9,230	840	10.0%	1.0%

SOURCE: STATE OF HAWAII, DEPARTMENT OF LABOR AND INDUSTRIAL RELATIONS, RESEARCH AND STATISTICS OFFICE.

### 9.3.1

## CHARACTERISTICS OF THE INSURED UNEMPLOYED IN MAUI COUNTY 2010

*All Claimants*

Characteristic	Maui/Lānaʻi Annual Average	Percent of Total	Molokaʻi Annual Average	Percent of Total
<b>Total</b>	<b>2609</b>	<b>100.0</b>	<b>153</b>	<b>100.0</b>
<b>Sex</b>				
Male	1649	63.2	87	56.9
Female	961	36.8	66	43.1
<b>Industry</b>				
State	63	2.4	17	11.1
County	1	0.0	0	0.0
Agriculture	117	4.5	41	26.8
Mining	1	0.0	0	0.0
Utilities	2	0.1	0	0.0
Construction	636	24.4	23	15.0
Manufacturing	28	1.1	1	0.7
Wholesale	34	1.3	2	1.3
Retail Trades	173	6.6	3	2.0
Transportation/Warehousing	108	4.1	7	4.6
Information	19	0.7	0	0.0
Finance/Insurance	19	0.7	0	0.0
Real Estate/Rental	47	1.8	2	1.3
Professional/Science/Tech.	60	2.3	0	0.0
Management	6	0.2	0	0.0
Admin/Waste Management	371	14.2	13	8.5
Education	21	0.8	1	0.7
Health/Social Asst.	99	3.8	12	7.8
Arts/Entertainment	73	2.8	0	0.0
Accommodation/Food Serv.	451	17.3	12	7.8
Other Services	88	3.4	5	3.3
Public Administration	1	0.0	0	0.0
Info. Not Available	191	7.3	12	7.8
<b>Age</b>				
Under 22	39	1.5	4	2.6
22 to 24	117	4.5	10	6.5
25 to 34	630	24.1	34	22.2
35 to 44	601	23.0	35	22.9
45 to 54	662	25.4	35	22.9
55 to 64	450	17.2	26	17.0
65 and over	111	4.3	10	6.5
<b>Duration</b>				
1 to 4 weeks	856	32.8	56	36.6
5 to 14 weeks	920	35.2	55	35.9
15 and over	834	32.0	42	27.5



### 9.3.1

CONTINUED

<b>Characteristic</b>	<b>Maui/Lānaʻi Annual Average</b>	<b>Percent of Total</b>	<b>Molokaʻi Annual Average</b>	<b>Percent of Total</b>
<b>Occupation</b>				
Management	167	6.4	5	3.3
Business/Finance	38	1.5	1	0.7
Computer/Math	10	0.4	1	0.7
Architecture/Engineer	13	0.5	0	0.0
Life/Physical/Social Science	11	0.4	1	0.7
Community/Social Serv.	28	1.1	5	3.3
Legal	3	0.1	0	0.0
Education/Training/Library	51	2.0	11	7.2
Arts/Entertainment	30	1.1	1	0.7
Health Practitioner/Tech.	17	0.7	1	0.7
Healthcare Support	23	0.9	3	2.0
Protective Services	40	1.5	1	0.7
Food Prep/Serving	284	10.9	13	8.5
Building/Grounds Maint.	124	4.8	6	3.9
Personal Care/Service	73	2.8	2	1.3
Sales	181	6.9	8	5.2
Office/Admin. Support	379	14.5	9	5.9
Farm/Fishing/Forestry	66	2.5	34	22.2
Construction	761	29.2	31	20.3
Installation/Repair	68	2.6	2	1.3
Production	48	1.8	2	1.3
Transportation/Moving	139	5.3	11	7.2
Info. Not Available	57	2.2	5	3.3
<b>Ethnicity</b>				
American Indian	16	0.6	1	0.7
Chinese	42	1.6	0	0.0
Filipino	482	18.5	18	11.8
Japanese	152	5.8	2	1.3
Other Asian	26	1.0	0	0.0
Black	33	1.3	0	0.0
Hawaiian	442	16.9	86	56.2
Other Pacific Islander	117	4.5	3	2.0
White & Latino	961	36.8	14	9.2
Other	337	12.9	29	19.0
Info. Not Available	1	0.0	0	0.0

SOURCE: HAWAII STATE DEPARTMENT OF LABOR AND INDUSTRIAL RELATIONS, RESEARCH AND STATISTICS OFFICE, CHARACTERISTICS OF THE INSURED UNEMPLOYED 2010.

## 9.3.2

### LABOR FORCE STATUS AND EMPLOYMENT CHARACTERISTICS, MAUI COUNTY

LABOR FORCE STATUS	2000	2008	2009	2010
<b>Persons 16 Years and Over</b>	<b>99,326</b>	<b>114,966</b>	<b>115,397</b>	<b>122,882</b>
In labor force	66,307	80,464	83,994	85,675
Civilian labor force	66,219	76,959	83,994	85,286
Employed	62,935	76,095	77,860	73,905
Unemployed	3,284	3,803	6,134	11,381
Armed forces	88	566	0	389
Not in labor force	33,019	34,502	31,403	37,207
<b>Males 16 years and over</b>	<b>49,448</b>	<b>58,532</b>	<b>57,890</b>	<b>61,537</b>
In labor force	35,349	44,448	46,289	44,094
Civilian labor force	35,261	42,306	46,289	43,761
Employed	33,352	41,018	42,625	36,944
Unemployed	1,909	2,864	3,664	6,817
Armed forces	88	566	0	333
Not in labor force	14,099	14,084	11,601	17,443
<b>Females 16 years and over</b>	<b>49,878</b>	<b>56,434</b>	<b>57,507</b>	<b>61,345</b>
In labor force	30,958	36,016	37,705	41,581
Civilian labor force	30,958	34,653	37,705	41,525
Employed	29,583	35,077	35,235	36,961
Unemployed	1,375	939	2,470	4,564
Armed forces	0	0	0	56
Not in labor force	18,920	20,418	19,802	19,764

SOURCE: U.S. CENSUS BUREAU, 2000 CENSUS AND AMERICAN COMMUNITY SURVEY, 2008, 2009, AND 2010.

9.3.3

**LABOR FORCE STATUS, BY CENSUS DESIGNATED PLACE, MAUI COUNTY, 2009**

Census Designated Place	Total:	Armed forces	Not in labor force	CIVILIAN LABOR FORCE			% Unemployed
				Total	Em- ployed	Unem- ployed	
<b>Maui Island</b>							
Haiku-Pauwela CDP	6,309	0	1,721	4,588	4,275	313	6.8%
Hāli'imaile CDP	858	0	215	643	564	79	12.3%
Hāna CDP	442	0	141	301	275	26	8.6%
Kā'anapali CDP	844	0	333	511	491	20	3.9%
Kahului CDP	17,325	0	6,489	10,836	10,419	417	3.8%
Kapalua CDP	336	0	157	179	174	5	2.8%
Kīhei CDP	15,905	58	3,836	12,011	11,533	478	4.0%
Lahaina CDP	8,158	0	2,644	5,514	5,289	225	4.1%
Ma'alaea CDP	423	0	204	219	207	12	5.5%
Makawao CDP	4,717	25	988	3,704	3,507	197	5.3%
Nāpili-Honokōwai CDP	5,905	25	998	4,882	4,625	257	5.3%
Pā'ia CDP	2,710	11	1,034	1,665	1,580	85	5.1%
Pukalani CDP	6,737	15	2,004	4,718	4,496	222	4.7%
Waihe'e-Waiehū CDP	6,094	18	1,610	4,466	4,229	237	5.3%
Waikapū CDP	1,012	0	282	730	698	32	4.4%
Wailea-Mākena CDP	5,676	0	1,753	3,923	3,696	227	5.8%
Wailuku CDP	11,188	15	3,159	8,014	7,567	447	5.6%
<b>Moloka'i</b>							
Kaunakakai CDP	1,907	0	733	1,174	1,104	70	6.0%
Kualapu'u CDP	1,212	0	477	735	693	42	5.7%
Maunaloa CDP	190	0	81	109	102	7	6.4%
<b>Lāna'i</b>							
Lāna'i City CDP	2,198	14	689	1,495	1,419	76	5.1%

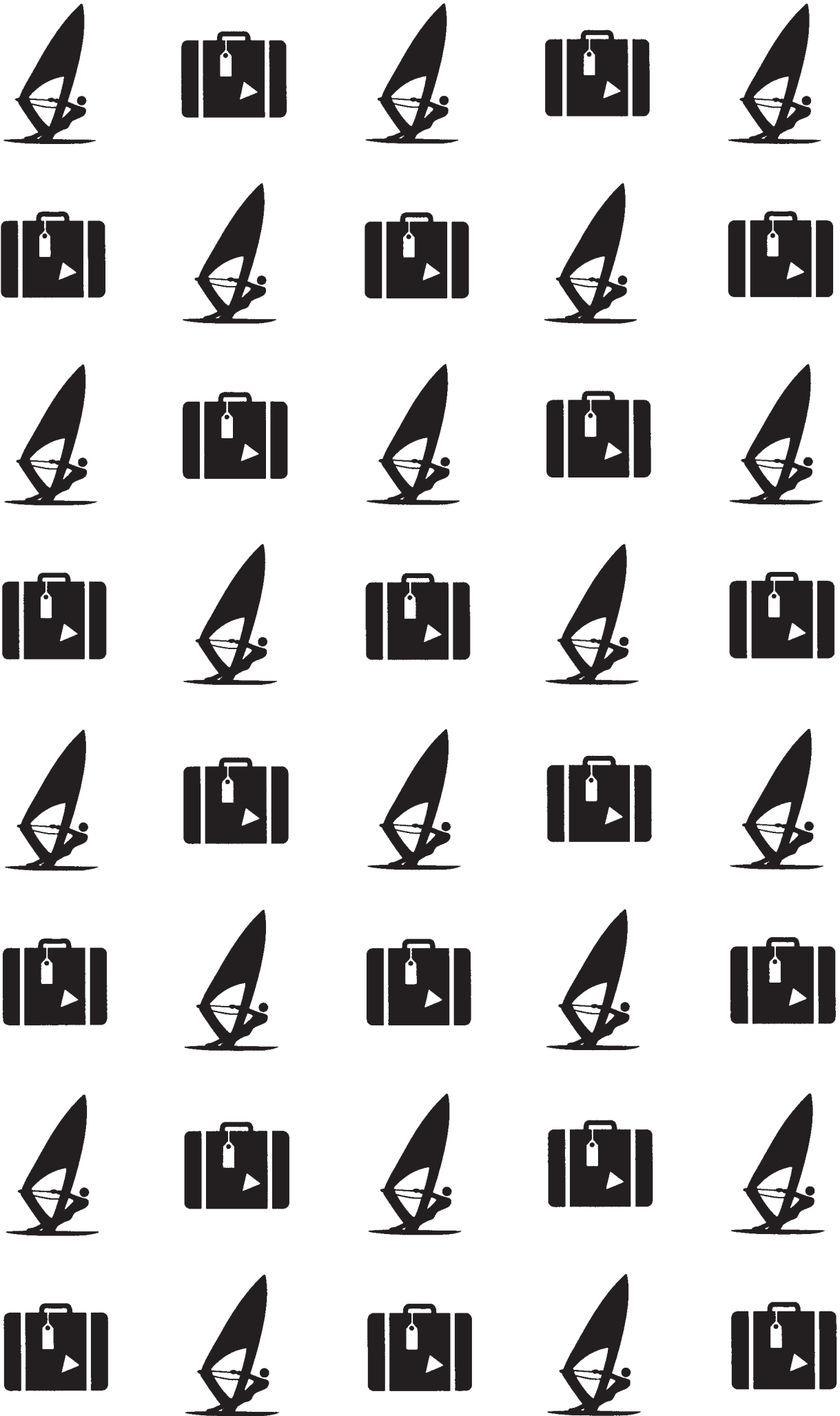
SOURCE: U.S. CENSUS BUREAU, AMERICAN COMMUNITY SURVEY 2005-2009 5-YEAR ESTIMATES.

9.3.4

**WORKERS' COMPENSATION STATISTICS,  
MAUI COUNTY**

	2005	2006	2007	2008	2009
<b>Maui</b>					
Reported	3,902	3,932	3,886	3,477	2,902
Processed	7,820	6,852	6,550	6,439	5,575
With cost	6,119	5,262	5,159	5,013	4,265
Cost	\$38,787,726	\$30,583,736	\$30,788,788	\$31,761,600	\$32,164,840
Days Lost	162,782	145,594	111,402	114,849	107,457
<b>Moloka'i</b>					
Reported	95	87	91	82	75
Processed	238	191	176	165	153
With cost	171	139	133	120	109
Cost	\$818,397	\$695,569	\$609,015	\$472,590	\$731,912
Days Lost	3,515	1,979	2,488	1,484	3,047
<b>Lāna'i</b>					
Reported	91	155	150	116	94
Processed	207	245	233	193	166
With cost	170	185	176	150	129
Cost	\$941,527	\$724,231	\$962,373	\$849,870	\$1,178,183
Days Lost	4,185	2,721	3,821	3,095	5,292

SOURCE: HAWAII STATE DEPARTMENT OF LABOR AND INDUSTRIAL RELATIONS, RESEARCH AND STATISTICS OFFICE, WORKERS' COMPENSATION DATA BOOK 2009.



# Visitor Industry & Recreation

## Section 10

### VISITOR INDUSTRY & RECREATION

This section presents statistics on numbers of visitors, visitor plant inventory, and visitor expenditures. In addition you will find information about recreation on the islands including attendance at recreational events, and visitors to Maui County attractions.

Information on tourism is supplied primarily by the Hawai'i Tourism Authority. They have assumed the collection and analysis of visitor data since 2009.

## 10.1.1

### VISITORS TO MAUI COUNTY BY MONTH

*Arrivals by Air*

<b>2010</b>	<b>Maui</b>	<b>Moloka'i</b>	<b>Lāna'i</b>	<b>Maui County</b>
<b>All Visitors</b>				
January	158,963	4,349	4,926	162,436
February	162,636	4,239	5,742	166,301
March	181,337	4,198	5,729	185,186
April	162,651	3,558	5,476	165,937
May	161,441	3,745	5,873	164,605
June	186,682	4,110	5,824	190,140
July	210,504	4,792	6,233	214,115
August	193,682	4,100	6,235	197,403
September	152,156	4,244	5,664	155,361
October	171,275	4,417	5,340	174,855
November	165,227	3,794	4,918	168,613
December	185,515	4,707	6,922	189,949
<b>Total</b>	<b>2,092,069</b>	<b>50,253</b>	<b>68,884</b>	<b>2,134,902</b>
<b>Domestic Visitors</b>				
January	127,283	3,834	4,581	130,643
February	131,755	3,558	4,468	134,821
March	149,440	3,416	4,523	152,594
April	137,613	3,023	4,716	140,758
May	139,699	2,921	4,388	142,421
June	171,939	3,694	5,320	175,164
July	190,675	4,270	5,591	194,090
August	175,048	3,557	5,460	178,318
September	134,029	2,811	4,445	136,725
October	150,880	3,447	4,650	154,105
November	139,358	3,278	4,286	142,485
December	154,534	3,790	5,282	158,207
<b>Total</b>	<b>1,802,254</b>	<b>41,599</b>	<b>57,710</b>	<b>1,840,330</b>
<b>International Visitors</b>				
January	31,679	515	345	31,793
February	30,881	681	1,274	31,480
March	31,897	782	1,206	32,592
April	25,038	536	761	25,180
May	21,742	824	1,486	22,184
June	14,743	415	505	14,977
July	19,829	522	642	20,025
August	18,634	543	775	19,086
September	18,128	1,433	1,219	18,636
October	20,395	970	690	20,749
November	25,869	516	632	26,128
December	30,981	917	1,640	31,742
<b>Total</b>	<b>289,815</b>	<b>8,653</b>	<b>11,174</b>	<b>294,572</b>

SOURCE: HAWAII TOURISM AUTHORITY

## 10.1.2

### LENGTH OF STAY AND AVERAGE DAILY CENSUS, MAUI COUNTY BY ISLAND

*Arrivals by Air*

	2006	2007	2008	2009	2010
<b>Length of Stay (days)</b>					
<b>All Visitors</b>					
Maui	7.37	7.31	7.83	8.03	8.07
Moloka'i	3.98	4.31	4.42	4.88	4.88
Lāna'i	2.99	3.22	3.50	3.64	3.62
<b>Domestic</b>					
Maui	7.64	7.45	8.01	8.10	8.16
Moloka'i	4.77	4.91	5.19	5.29	5.45
Lāna'i	3.51	3.64	3.92	3.91	3.94
<b>International</b>					
Maui	6.18	6.31	6.68	7.49	7.53
Moloka'i	2.06	2.11	2.20	2.57	2.13
Lāna'i	1.27	1.44	1.63	1.96	1.97
<b>Average Daily Census (people)</b>					
<b>All Visitors</b>					
Maui	48,961	49,355	44,433	41,608	46,263
Moloka'i	927	982	831	647	672
Lāna'i	763	885	774	609	684
<b>Domestic</b>					
Maui	44,189	44,328	39,793	36,673	40,281
Moloka'i	785	878	724	596	621
Lāna'i	687	810	708	563	624
<b>International</b>					
Maui	4,773	5,028	4,940	4,936	5,982
Moloka'i	141	104	107	51	51
Lāna'i	76	76	66	46	60

SOURCE: HAWAII TOURISM AUTHORITY



### 10.1.3

## AVERAGE DAILY VISITOR CENSUS, BY COUNTY

*Average number of visitors present in each county on any given day  
Arrivals by Air*

Year	Maui	Hawai'i	Kaua'i	O'ahu	State
1982	18,090	6,725	7,050	73,445	105,310
1983	24,670	8,690	7,990	66,695	108,040
1984	32,790	7,570	10,930	67,370	118,660
1985	31,910	8,040	11,470	65,280	116,700
1986	34,330	9,870	14,840	73,870	132,910
1987	33,890	10,210	15,510	74,660	134,270
1988	33,870	10,690	16,400	80,450	141,410
1989	44,020	17,760	19,140	88,750	169,670
1990	37,657	16,698	17,378	82,783	154,516
1991	37,060	17,535	17,720	75,008	147,323
1992	41,854	19,297	13,516	77,999	152,666
1993	42,132	18,974	8,283	78,108	147,498
1994	42,933	18,902	13,268	81,526	156,630
1995	42,751	18,547	14,439	81,362	157,098
1996	42,724	19,337	15,615	81,054	158,730
1997	43,383	21,656	15,999	76,150	157,188
1998	42,864	23,993	17,909	72,623	157,389
1999	43,992	22,736	18,214	79,497	164,439
2000	43,854	21,831	18,041	84,911	168,637
2001	40,651	21,064	16,830	79,702	158,247
2002	42,742	22,277	17,432	82,121	164,572
2003	44,510	21,934	17,828	76,776	161,048
2004	45,517	23,376	18,869	83,718	171,481
2005	48,409	27,579	19,682	89,775	185,445
2006	50,651	28,011	20,994	87,953	187,609
2007	51,222	27,891	22,207	88,092	189,412
2008	46,038	24,842	19,855	81,751	172,487
2009	42,864	23,204	18,690	80,324	165,082
2010	47,619	24,937	19,716	87,448	179,721

SOURCE: HAWAII TOURISM AUTHORITY

## 10.1.4

### DOMESTIC VISITOR ARRIVALS FROM TOP US MSAS, MAUI COUNTY

*Arrivals by Air*

2010	Maui	Moloka'i	Lāna'i	County	State
Albuquerque	4,952	131	151	5,036	14,638
Anchorage	11,336	439	278	11,682	37,664
Atlanta	12,339	341	521	12,611	37,616
Austin	8,846	191	391	9,064	23,105
Bakersfield	4,313	91	102	4,388	12,273
Bellingham	4,729	78	75	4,819	11,760
Boise	5,795	103	203	5,936	15,661
Boston	20,629	477	877	21,114	52,999
Charlotte	3,973	108	174	4,048	11,465
Chicago	47,519	936	1,761	48,387	106,169
Cincinnati	6,254	116	200	6,365	15,262
Cleveland	8,043	201	240	8,200	18,825
Colorado Springs	4,698	124	146	4,796	16,176
Columbus	4,965	152	187	5,089	11,936
Dallas	32,231	663	1,353	32,859	80,484
Denver	33,780	768	1,194	34,652	88,365
Detroit	14,468	351	473	14,716	34,301
Eugene	6,322	147	200	6,474	15,026
Fort Collins	2,989	104	73	3,085	8,455
Fresno	6,719	93	158	6,831	17,942
Hartford	4,261	131	144	4,348	11,339
Houston	23,856	549	965	24,338	62,301
Indianapolis	5,765	162	157	5,880	13,749
Jacksonville, FL	2,454	80	98	2,514	8,114
Kansas City	8,150	142	304	8,307	21,318
Las Vegas	17,174	446	527	17,589	59,244
Los Angeles	221,593	3,772	6,611	226,410	669,158
Miami	5,776	160	343	5,936	15,374
Milwaukee	5,340	181	171	5,463	13,345
Minneapolis	18,839	422	651	19,224	51,324
Modesto	4,467	100	102	4,533	11,514

## 10.1.4

CONTINUED

2009	Maui	Moloka'i	Lāna'i	County	State
Nashville	4,054	75	128	4,120	10,727
New York	61,307	1,342	2,934	62,747	145,689
Norfolk	3,247	129	189	3,363	16,816
Oklahoma City	4,199	85	114	4,273	11,205
Omaha	3,510	67	162	3,580	8,838
Orlando	4,083	130	215	4,175	12,159
Philadelphia	16,232	463	658	16,490	38,851
Phoenix	39,299	775	1,278	40,091	108,512
Pittsburgh	5,806	114	205	5,888	14,133
Portland	73,465	1,438	1,591	74,795	163,771
Provo	4,492	99	118	4,588	17,015
Raleigh	3,850	124	167	3,944	11,002
Reno	5,915	128	147	6,025	15,337
Sacramento	44,360	733	882	44,995	106,598
Saint Louis	9,859	239	465	10,063	24,244
Salinas	4,280	106	142	4,404	12,939
Salt Lake City	17,438	394	575	17,920	54,564
San Antonio	4,961	131	240	5,099	17,604
San Diego	49,995	1,052	1,641	51,331	152,045
San Francisco	188,758	3,338	5,359	192,920	552,585
San Luis/Obispo	4,169	101	142	4,273	11,805
Santa Barbara	5,807	117	211	5,961	17,755
Seattle	121,833	2,125	2,525	123,966	325,380
Spokane	7,759	152	148	7,894	19,164
Stockton	6,868	141	141	6,985	18,341
Tampa	5,023	158	247	5,138	14,655
Tucson	6,009	115	249	6,168	19,393
Tulsa	3,135	75	97	3,194	8,093
Washington	28,841	771	1,275	29,534	99,879

Note: MSAs - Metropolitan Statistical Areas.

SOURCE: HAWAII TOURISM AUTHORITY

## 10.1.5

### VISITOR ARRIVALS, MAUI COUNTY

Year	International	Domestic	By Ship	Total
1991	483,224	1,692,382	NA	2,175,606
1992	569,241	1,754,371	NA	2,323,612
1993	569,204	1,693,910	NA	2,263,114
1994	531,610	1,808,906	NA	2,340,516
1995	564,092	1,762,705	NA	2,326,797
1996	586,576	1,732,034	NA	2,318,610
1997	542,018	1,788,366	NA	2,330,384
1998	527,950	1,776,165	NA	2,304,115
1999	480,471	1,866,531	NA	2,347,002
2000	470,035	1,834,631	32,288	2,336,954
2001	418,518	1,685,960	41,288	2,145,766
2002	369,323	1,770,103	58,853	2,198,280
2003	269,273	1,900,174	43,514	2,239,961
2004	270,029	1,937,797	69,427	2,277,253
2005	265,749	2,080,731	43,517	2,389,994
2006	294,708	2,182,608	89,820	2,567,136
2007	297,230	2,224,813	116,766	2,638,809
2008	278,532	1,850,510	105,148	2,234,190
2009	243,909	1,688,448	205,133	2,137,490
2010	294,572	1,840,330	216,663	2,351,565

NA: Not available

SOURCE: HAWAII TOURISM AUTHORITY

## 10.1.6

### NATION OF RESIDENCE OF VISITORS TO MAUI COUNTY

*Arrivals by Air*

	Maui			Moloka'i			Lāna'i			
	2010	Domestic	Int'l	Total	Domestic	Int'l	Total	Domestic	Int'l	Total
<b>Total</b>		<b>1,802,254</b>	<b>292,814</b>	<b>2,092,068</b>	<b>41,601</b>	<b>8,654</b>	<b>50,254</b>	<b>57,712</b>	<b>11,174</b>	<b>68,887</b>
<b>U.S.</b>		<b>1,615,377</b>	<b>22,624</b>	<b>1,638,001</b>	<b>36,120</b>	<b>225</b>	<b>36,346</b>	<b>51,879</b>	<b>1,300</b>	<b>53,179</b>
<b>Canada</b>		<b>77,038</b>	<b>121,010</b>	<b>198,048</b>	<b>1,475</b>	<b>1,886</b>	<b>3,360</b>	<b>1,804</b>	<b>2,874</b>	<b>4,678</b>
<b>Asia</b>										
China		3,204	3,532	6,735	234	348	582	174	294	467
Hong Kong		261	912	1,172	9	87	96	7	0	7
Japan		561	60,189	60,749	17	1,419	1,436	16	1,446	1,462
Korea		1,329	20,859	22,188	59	449	507	65	210	275
Singapore		223	404	627	14	0	14	17	0	17
Taiwan		400	1,421	1,822	6	57	63	13	51	64
<b>Oceania</b>										
Australia		4,076	25,575	29,652	113	2,098	2,211	130	1,788	1,918
New Zealand		658	2,365	3,023	26	306	332	15	236	251
<b>Europe</b>										
UK		11,813	1,279	13,092	338	212	550	498	362	861
Germany		14,450	1,556	16,006	565	173	738	432	75	507
France		2,928	1,496	4,424	132	0	132	110	0	110
Italy		4,858	160	5,019	160	0	160	149	0	149
Switzerland		4,695	549	5,244	249	0	249	200	0	200
<b>Latin America</b>										
Argentina		1,622	27	1,649	52	0	52	53	6	59
Brazil		2,815	46	2,861	102	0	102	97	0	97
Mexico		2,743	74	2,817	137	0	137	147	0	147
<b>Other</b>		<b>53,203</b>	<b>28,736</b>	<b>78,939</b>	<b>1,793</b>	<b>1,394</b>	<b>3,187</b>	<b>1,906</b>	<b>2,532</b>	<b>4,439</b>

Note: Domestic and international refer to the type of flight used by the visitor to reach the state

SOURCE: HAWAII TOURISM AUTHORITY

## 10.1.7

### TOTAL AIR SEATS OPERATED TO KAHULUI AIRPORT

	2007	2008	2009	2010
<b>TOTAL SEATS</b>	<b>1,910,930</b>	<b>1,629,903</b>	<b>1,441,894</b>	<b>1,680,120</b>
Scheduled	1,875,590	1,591	1,441,894	1,680,120
Charter	35,040	38,040	0	0
<b>DOMESTIC SEATS</b>	<b>1,821,273</b>	<b>1,535,687</b>	<b>1,350,143</b>	<b>1,557,143</b>
Scheduled Seats	1,786,233	1,497,647	1,350,143	1,557,143
Charter seats	35,040	38,040	0	0
<b>US West</b>	<b>1,624,646</b>	<b>1,345,005</b>	<b>1,216,194</b>	<b>1,426,490</b>
Anchorage	15,456	4,239	24,806	9,891
Denver	21,518	36,712	40,992	29,152
Las Vegas	53,111	16,400	0	6,552
Los Angeles	489,980	441,160	426,888	530,345
Oakland	129,950	30,970	4,710	61,289
Orange County	45,260	11,284	0	20,584
Phoenix	152,164	144,534	113,291	114,712
Portland	96,360	96,624	119,958	149,285
Sacramento	47,836	16,212	0	44,117
Salt Lake City	53,379	49,044	51,964	10,929
San Diego	130,268	72,864	0	31,580
San Francisco	211,244	219,978	230,630	215,756
San Jose	0	0	0	19,939
Seattle	45,260	204,984	202,955	182,359
<b>US East</b>	<b>152,164</b>	<b>152,642</b>	<b>133,949</b>	<b>130,653</b>
Atlanta	96,360	0	0	0
Chicago	47,836	72,488	51,824	41,328
Dallas	130,268	80,154	82,125	89,325
Houston	211,244	0	0	0
<b>INTERNATIONAL SEATS</b>	<b>89,357</b>	<b>94,216</b>	<b>91,751</b>	<b>122,977</b>
<b>Canada</b>	<b>89,357</b>	<b>94,216</b>	<b>91,751</b>	<b>122,977</b>
Calgary	8,550	0	1,477	14,517
Edmonton	0	0	0	1,224
Vancouver	79,268	94,216	90,274	107,236

NA: Not available.

SOURCE: HAWAII TOURISM AUTHORITY

10.1.8

**HOTEL OCCUPANCY RATES,  
MAUI ISLAND**

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<b>Month</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
January	78.7	79.5	76.5	77.2	66.0	67.5
February	85.9	86.1	82.2	84.8	75.8	77.9
March	86.2	83.8	79.6	80.7	66.9	72.4
April	77.4	80.4	71.5	70.7	59.0	66.7
May	78.6	80.0	71.0	65.5	55.9	60.5
June	83.8	81.8	75.7	64.6	61.3	65.7
July	84.9	85.1	81.8	67.8	64.0	73.1
August	81.8	84.4	81.6	69.0	66.2	73.4
September	75.4	76.7	73.7	56.8	55.8	63.7
October	77.0	77.5	77.9	61.6	59.5	67.1
November	73.2	72.2	74.4	60.5	58.0	65.7
December	71.5	72.1	71.7	56.8	62.3	64.7
Total	79.6	80.0	76.5	67.9	62.1	68.1

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SOURCE: HAWAII TOURISM AUTHORITY

## 10.2.1

### CLASS OF VISITOR ACCOMODATION UNITS BY ISLAND, MAUI COUNTY

	2006	2007	2008	2009	2010
<b>Maui</b>					
Luxury (over \$500 per night)	20.0%	38.3%	31.8%	32.5%	36.8%
Deluxe (\$251 to \$500)	36.7%	26.5%	28.7%	29.1%	27.9%
Standard (\$101 to \$250)	31.3%	28.5%	33.8%	34.6%	30.7%
Budget (up to \$100)	12.0%	6.6%	5.6%	3.7%	4.6%
<b>Moloka'i</b>					
Luxury (over \$500 per night)	0.0%	0.0%	0.4%	0.3%	50.0%
Deluxe (\$251 to \$500)	16.3%	23.3%	4.9%	2.7%	2.8%
Standard (\$101 to \$250)	32.4%	58.5%	71.8%	60.2%	65.8%
Budget (up to \$100)	51.2%	18.3%	22.9%	36.9%	30.9%
<b>Lāna'i</b>					
Luxury (over \$500 per night)	52.0%	46.6%	46.6%	45.9%	45.9%
Deluxe (\$251 to \$500)	43.6%	48.9%	48.9%	49.9%	49.9%
Standard (\$101 to \$250)	3.5%	3.7%	3.7%	3.4%	3.4%
Budget (up to \$100)	0.8%	0.8%	0.8%	0.8%	0.8%

SOURCE: HAWAII TOURISM AUTHORITY, 2010 VISITOR PLANT INVENTORY



## 10.2.2

### VISITOR PLANT INVENTORY BY ISLAND AND TYPE, MAUI COUNTY

	2007		2008		2009		2010	
	Prop	Units	Prop	Units	Prop	Units	Prop	Units
<b>Maui</b>								
Apartment/Hotel	3	17	1	14	2	14	1	0
Bed & Breakfast	27	114	29	110	34	105	34	91
Condo Hotel	81	6,170	114	7,071	81	5,931	84	5941
Hostel	3	40	3	40	3	42	2	32
Hotel	26	7,458	26	7,033	28	7,130	26	7129
Individual Unit	209	2,195	216	2,021	221	2,901	282	2831
Timeshare	26	2,916	26	2,657	26	3,324	29	3298
Other	12	306	5	109	5	8	3	2
<b>Total</b>	<b>387</b>	<b>19,216</b>	<b>420</b>	<b>19,055</b>	<b>400</b>	<b>19,455</b>	<b>461</b>	<b>19,324</b>
<b>Moloka'i</b>								
Apartment/Hotel	0	0	0	0	0	0	0	0
Bed & Breakfast	2	3	3	7	3	7	3	7
Condo Hotel	6	151	5	161	6	258	4	257
Hostel	0	0	0	0	0	0	0	0
Hotel	2	112	1	50	1	50	1	0
Individual Unit	15	31	16	19	17	21	35	121
Timeshare	1	7	1	7	1	7	1	7
Other	2	5	0	0	0	0	0	0
<b>Total</b>	<b>28</b>	<b>309</b>	<b>26</b>	<b>244</b>	<b>28</b>	<b>343</b>	<b>44</b>	<b>392</b>
<b>Lāna'i</b>								
Apartment/Hotel	1	1	1	1	1	1	1	1
Bed & Breakfast	1	3	1	3	1	3	1	3
Condo Hotel	0	0	0	0	0	0	0	0
Hostel	0	0	0	0	0	0	0	0
Hotel	3	349	3	349	3	348	3	348
Individual Unit	1	1	1	1	1	1	0	0
Timeshare	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0
<b>Total</b>	<b>6</b>	<b>354</b>	<b>6</b>	<b>354</b>	<b>6</b>	<b>353</b>	<b>5</b>	<b>352</b>

Note: Prop means number of properties

SOURCE: HAWAII TOURISM AUTHORITY, 2010 VISITOR PLANT INVENTORY

### 10.2.3

## SUMMARY OF VISITOR PLANT INVENTORY BY AREA AND TYPE, MAUI ISLAND 2010

Area/Type	Properties	Units
<b>Hāna</b>		
Bed & Breakfast	3	4
Condo Hotel	1	18
Hotel	1	69
Individual Unit	14	36
<b>Kahului-Wailuku</b>		
Bed & Breakfast	5	17
Condo Hotel	1	11
Hostel	2	32
Hotel	3	346
Individual Unit	6	34
Other	1	2
<b>Kula-Makawao</b>		
Bed & Breakfast	10	23
Individual Unit	5	11
<b>West Maui</b>		
Apartment/Hotel	1	0
Bed & Breakfast	9	29
Condo Hotel	36	3,314
Hotel	10	3,612
Individual Unit	119	1,175
Timeshare	18	2,779
<b>Ma'alaea</b>		
Bed & Breakfast	1	4
Condo Hotel	3	136
Individual Unit	12	124
Other	0	4
<b>Wailea-Kīhei</b>		
Bed & Breakfast	6	14
Condo Hotel	43	2,462
Hotel	12	3,102
Individual Unit	127	1,452
Timeshare	11	515

SOURCE: HAWAII TOURISM AUTHORITY, 2010 VISITOR PLANT INVENTORY

## 10.2.4

### VISITOR PLANT INVENTORY, MAUI COUNTY

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Year	Available Units
1981	11,359
1982	12,162
1983	12,749
1984	13,138
1985	14,152
1986	14,096
1987	13,849
1988	15,168
1989	15,708
1990	17,869
1991	18,702
1992	19,290
1993	19,127
1994	18,804
1995	(NA)
1996	17,824
1997	18,552
1998	18,650
1999	18,609
2000	18,270
2001	18,234
2002	17,992
2003	18,303
2004	18,445
2005	19,220
2006	19,571
2007	19,879
2008	19,653
2009	20,151
2010	20,068

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SOURCE: HAWAII TOURISM AUTHORITY, 2010 VISITOR PLANT INVENTORY

### 10.3.1

## EXPENDITURES PER PERSON PER DAY BY UNITED STATES AND JAPANESE VISITORS, STATE OF HAWAII

*Arrivals by air*

	US East		US West		Japan	
	2010	2009	2010	2009	2010	2009
<b>Total Spending</b>	<b>\$171.1</b>	<b>\$165.6</b>	<b>\$139.9</b>	<b>\$133.3</b>	<b>\$261.1</b>	<b>\$268.3</b>
<b>Total Food and beverage</b>	<b>38.0</b>	<b>35.9</b>	<b>32.7</b>	<b>30.8</b>	<b>42.8</b>	<b>43.0</b>
Restaurant food	27.0	25.2	21.6	19.8	30.0	30.1
Dinner shows and cruises	4.3	4.0	3.1	2.8	4.7	4.8
Groceries and snacks	6.7	6.8	8.0	8.2	8.1	8.2
<b>Entertainment &amp; Recreation</b>	<b>17.6</b>	<b>18.1</b>	<b>12.6</b>	<b>12.8</b>	<b>19.5</b>	<b>20.7</b>
<b>Total Transportation</b>	<b>20.6</b>	<b>18.9</b>	<b>16.3</b>	<b>15.4</b>	<b>10.6</b>	<b>10.5</b>
Interisland airfare	4.5	3.6	2.0	1.5	2.1	2.3
Ground transportation	1.0	1.0	0.7	0.7	4.6	4.7
Rental vehicles	13.2	12.7	12.1	11.8	3.5	3.1
Gasoline, parking, etc.	1.9	1.7	1.5	1.4	0.4	0.4
<b>Total Shopping</b>	<b>18.9</b>	<b>19.5</b>	<b>16.1</b>	<b>16.3</b>	<b>91.7</b>	<b>98.8</b>
Fashion and clothing	7.0	6.9	6.2	6.3	24.3	26.9
Jewelry and watches	3.9	4.3	3.2	3.2	12.4	12.3
Cosmetics, perfume	0.2	0.2	0.2	0.3	5.2	5.5
Leather goods	0.5	0.6	0.5	0.5	29.7	33.5
Hawai'i food products	2.1	2.1	2.1	2.1	11.7	11.8
Souvenirs	5.2	5.4	3.8	3.9	8.5	8.9
<b>Lodging</b>	<b>66.5</b>	<b>64.2</b>	<b>58.2</b>	<b>54.4</b>	<b>78.2</b>	<b>76.9</b>
<b>All other expenses</b>	<b>9.4</b>	<b>9.0</b>	<b>4.1</b>	<b>3.4</b>	<b>18.4</b>	<b>18.4</b>

SOURCE: HAWAII TOURISM AUTHORITY, 2010 ANNUAL VISITOR RESEARCH REPORT

### 10.3.2

## CRUISE VISITOR PER PERSON PER DAY SPENDING BY CATEGORY AND MMA, MAUI COUNTY 2010

	Total	US West	US East	Canada	Europe	Other
<b>Total per person per day spending</b>	<b>\$60.36</b>	<b>\$40.37</b>	<b>\$69.43</b>	<b>\$67.51</b>	<b>\$62.11</b>	<b>\$59.65</b>
<b>Lodging</b>	<b>7.49</b>	<b>3.94</b>	<b>4.58</b>	<b>13.25</b>	<b>4.11</b>	<b>7.51</b>
<b>Food &amp; beverages</b>	<b>6.07</b>	<b>6.09</b>	<b>5.92</b>	<b>7.58</b>	<b>5.81</b>	<b>5.39</b>
Restaurant	3.75	3.22	3.82	4.89	4.58	3.69
Dinner shows	1.25	1.69	1.22	1.04	0.05	0.75
Groceries/snacks	1.07	1.18	0.88	1.66	1.19	0.95
<b>Entertainment and Recreation</b>	<b>3.29</b>	<b>2.89</b>	<b>3.83</b>	<b>3.00</b>	<b>2.52</b>	<b>2.67</b>
<b>Shore Tour</b>	<b>22.49</b>	<b>14.73</b>	<b>28.89</b>	<b>18.68</b>	<b>17.45</b>	<b>22.95</b>
<b>Total Transportation</b>	<b>6.25</b>	<b>5.77</b>	<b>6.62</b>	<b>6.77</b>	<b>6.17</b>	<b>5.62</b>
Inter-island airfare	1.05	0.51	1.05	1.89	2.76	1.26
Ground transportation	0.95	1.47	0.65	0.81	1.59	1.09
Rental car/moped	3.61	3.20	4.14	3.44	1.60	3.09
Other transportation	0.64	0.60	0.77	0.64	0.23	0.18
<b>Total Shopping</b>	<b>12.48</b>	<b>11.05</b>	<b>13.36</b>	<b>12.81</b>	<b>18.07</b>	<b>11.78</b>
Fashion& clothing	3.69	3.38	3.40	4.58	5.94	5.10
Jewelry/watch	4.23	3.72	4.77	3.84	5.77	3.23
Cosmetics/perfumes	0.10	0.08	0.08	0.07	0.21	0.32
Leather goods	0.12	0.10	0.10	0.13	0.10	0.31
Hawai'i food products	0.88	0.84	1.01	0.88	0.54	0.50
Souvenirs	3.47	2.93	3.99	3.31	5.51	2.31
<b>All other spending outside ship</b>	<b>2.27</b>	<b>2.11</b>	<b>2.29</b>	<b>2.39</b>	<b>2.80</b>	<b>2.65</b>

SOURCE: HAWAII TOURISM AUTHORITY, 2010 ANNUAL VISITOR RESEARCH REPORT

### 10.3.3

## SUMMARY VISITOR CHARACTERISTICS, MAUI COUNTY 2010

*Arrivals by Air*

	Total	Domestic	International
<b>Islands Visited</b>			
O'ahu	616,771	457,474	159,297
Maui County	2,134,902	1,840,330	294,572
Maui	2,092,069	1,802,254	289,815
Moloka'i	50,253	41,599	8,653
Lāna'i	68,884	57,710	11,174
Kaua'i	254,690	220,187	34,502
Hawai'i Island	298,016	241,158	56,858
Hilo	179,275	144,541	34,734
Kona	252,308	205,339	46,969
Maui County Only	1,373,600	1,249,231	124,369
<b>Visit Status</b>			
First-Time	687,826	559,342	128,484
Repeat	1,447,075	1,280,988	166,087
Average # of Trips	5.20	5.45	3.65
<b>Party Size</b>			
One	289,008	256,795	32,213
Two	998,432	865,906	132,526
Three or more	847,462	717,629	129,833
Avg Party Size	2.14	2.11	2.31
<b>Accommodations</b>			
Hotel	1,165,398	977,658	187,740
Hotel Only	904,783	757,004	147,779
Condo	626,140	536,228	89,912
Condo Only	492,101	425,772	66,328
Timeshare	283,014	264,340	18,673
Timeshare Only	211,608	200,160	11,448
Rental House	79,987	69,774	10,213
Bed & Breakfast	24,608	21,228	3,380
Cruise Ship	108,551	96,390	12,160
Friends or Relatives	146,008	130,603	15,404

SOURCE: HAWAII TOURISM AUTHORITY, 2010 ANNUAL VISITOR RESEARCH REPORT

### 10.3.4

## SUMMARY VISITOR CHARACTERISTICS, BY ISLAND, MAUI COUNTY 2010

*Arrivals by Air*

	Maui	Moloka'i	Lāna'i
<b>Islands Visited</b>			
O'ahu	598,116	28,495	30,610
Maui County	2,092,069	50,253	68,884
Maui	2,092,069	31,915	43,538
Moloka'i	31,915	50,253	12,755
Lāna'i	43,538	12,755	68,884
Kaua'i	249,204	15,491	18,048
Hawai'i Island	291,001	17,942	20,480
Hilo	176,555	14,464	14,591
Kona	246,550	15,948	18,106
Island only	1,326,848	6,739	11,069
<b>Visit Status</b>			
First-Time	678,442	18,689	22,356
Repeat	1,413,627	31,563	46,528
Average # of Trips	5.17	5.20	5.46
<b>Party Size</b>			
One	279,874	10,541	11,846
Two	977,311	23,806	34,507
Three or more	834,885	15,906	22,531
Avg Party Size	2.15	1.93	2.01
<b>Accommodations</b>			
Hotel	1,138,931	27,330	47,401
Hotel Only	884,127	15,926	35,722
Condo	618,572	12,516	11,370
Condo Only	487,217	7,716	7,048
Timeshare	279,862	4,294	5,970
Timeshare Only	209,616	2,587	3,522
Rental House	76,078	4,824	2,949
Bed & Breakfast	23,886	1,951	1,461
Cruise Ship	108,235	5,048	5,799
Friends or Relatives	139,045	7,744	6,620

SOURCE: HAWAII TOURISM AUTHORITY, 2010 ANNUAL VISITOR RESEARCH REPORT

### 10.3.5

## TOTAL CRUISE PASSENGERS BY MMA

	Visitors	US West	US East	Canada	Europe	Other	Hawai'i	Total
<b>2010</b>								
Maui County	216,663	64,380	97,357	26,740	11,563	16,624	1,912	218,575
Maui	216,663	64,380	97,357	26,740	11,563	16,624	1,912	218,575
Moloka'i	2,833	1,339	1,115	168	43	168	51	2,885
Lāna'i	4,258	1,749	1,644	425	131	309	23	4,280
<b>2009</b>								
Maui County	205,133	65,120	98,427	22,813	7,115	11,657	3,826	208,959
Maui	205,133	65,120	98,427	22,813	7,115	11,657	3,826	208,959
Moloka'i	6,756	3,089	2,670	486	231	280	0	6,756
Lāna'i	8,093	3,644	3,146	591	334	377	0	8,093
<b>2008</b>								
Maui County	252,869	68,275	134,468	27,193	7,035	15,897	1,993	254,862
Maui	252,869	68,275	134,468	27,193	7,035	15,897	1,993	254,862
Moloka'i	6,885	2,181	3,103	942	221	439	0	6,885
Lāna'i	7,086	2,451	2,982	956	243	454	0	7,086
<b>2007</b>								
Maui County	486,103	142,448	235,917	42,339	10,126	55,273	10,710	496,813
Maui	486,103	142,448	235,917	42,339	10,126	55,273	10,710	496,813
Moloka'i	7,888	3,432	3,286	368	74	728	146	8,035
Lāna'i	10,461	4,793	4,208	497	122	841	32	10,493

MMA: Major Market Area

SOURCE: HAWAII TOURISM AUTHORITY, 2010 ANNUAL VISITOR RESEARCH REPORT



### 10.3.6

## CRUISE/PASSENGER SHIP SCHEDULE, KAHULUI HARBOR AND LAHAINA SMALL BOAT HARBOR

	2011	2012	2013
<b>Kahului Harbor</b>			
January	5	6	NA
February	4	4	NA
March	4	4	NA
April	6	6	NA
May	5	6	NA
June	4	4	NA
July	5	5	NA
August	4	4	NA
September	4	6	NA
October	5	5	NA
November	4	4	NA
December	6	6	NA
<b>Lahaina Small Boat Harbor</b>			
January	6	8	7
February	8	8	9
March	9	9	11
April	5	10	9
May	6	6	6
June	0	0	0
July	0	0	0
August	0	0	0
September	3	6	0
October	11	10	2
November	5	11	0
December	9	5	0

Note: Schedules are tentative

NA: Not available

SOURCE: HAWAII STATE DEPARTMENT OF TRANSPORTATION, HARBORS DIVISION, MAUI PASSENGER AND CRUISE VESSELS SCHEDULE; HAWAII STATE DEPARTMENT OF LAND AND NATURAL RESOURCES, DIVISION OF BOATING & OCEAN RECREATION, SCHEDULE OF PASSENGER/CRUISE VESSELS

## 10.4.1

### ACTIVITY PARTICIPATION MAUI ISLAND, BY VISITOR CATEGORY 2010

	US West	US East	Japan	Canada
<b>All Sightseeing</b>	<b>86.9%</b>	<b>91.6%</b>	<b>91.1%</b>	<b>92.2%</b>
Helicopter/plane tour	4.5	9.7	3.1	9.4
Boat/submarine/whale watching	31.3	36.7	14.3	35.3
Tour bus excursion	5.1	12.7	40.1	8.8
Private limo/van tour	2.1	5.7	14.6	4.2
Self-guided	75.5	72.5	38.0	81.3
<b>All Recreation</b>	<b>91.1</b>	<b>87.2</b>	<b>50.8</b>	<b>92.9</b>
Swimming/sunbathing/beach	85.4	80.5	33.2	88.9
Surfing/bodyboarding	26.9	17.2	5.2	31.1
Snorkeling/scuba diving	56.7	44.4	7.2	62.1
Jet skiing/parasailing/windsurfing	4.0	4.7	1.6	4.1
Golf	11.4	11.3	13.2	12.5
Running/jogging/fitness walking	42.8	40.1	13.9	43.2
Spa	13.2	13.5	5.7	8.2
Backpacking/hiking/camping	19.2	19.6	6.1	19.5
Sports event	3.1	2.5	1.2	2.7
<b>All Entertainment</b>	<b>94.3</b>	<b>88.7</b>	<b>73.3</b>	<b>90.8</b>
Lunch/sunset/dinner cruise	23.3	32.2	32.8	23.8
Lounge act/stage show	20.9	27.1	13.6	25.6
Nightclub/dancing/bar/karaoke	6.7	7.6	2.8	5.3
Fine dining	48.3	46.2	56.1	32.6
Family restaurant/diner	69.3	61.4	26.0	61.7
Ethnic dining	43.2	40.1	6.7	43.0
Prepared own meal	57.2	36.7	17.1	57.2
<b>All Shopping</b>	<b>93.3</b>	<b>90.4</b>	<b>79.3</b>	<b>94.9</b>
Department stores	27.1	30.0	7.2	45.3
Designer boutiques	34.9	32.3	13.5	41.1
Hotel stores	35.1	40.1	23.7	31.0
Swap meet	19.9	15.7	5.2	26.4
Discount/outlet stores	30.3	26.8	14.2	30.5
Supermarkets	77.6	59.0	31.5	76.5
Convenience stores	56.4	46.9	33.4	62.2
Duty free	2.6	3.9	7.3	6.0
Local shops/artisans	72.0	70.6	33.1	73.4
<b>All Culture</b>	<b>70.3</b>	<b>75.6</b>	<b>46.0</b>	<b>79.3</b>
Historic military sites	3.4	3.4	2.8	2.9
Other historical sites	22.0	22.9	14.6	25.6
Museum/art gallery	23.3	21.1	9.7	23.0
Polynesian show/luau/hula	26.3	43.5	14.6	38.1
Play/concert	5.9	4.7	0.0	5.3
Art/craft fair	16.7	14.1	3.3	19.4
Parks/gardens	45.8	50.3	26.4	53.9
Festival	3.2	2.2	0.5	3.3
<b>All Transportation</b>	<b>88.6</b>	<b>85.9</b>	<b>53.8</b>	<b>92.0</b>
Trolley	2.5	4.4	7.6	3.0
Public Bus	4.2	4.8	7.5	6.1
Taxi/limo	4.6	9.4	22.4	8.2
Rental Car	83.8	76.7	25.7	87.4
<b>Meeting</b>	<b>4.8</b>	<b>3.3</b>	<b>1.8</b>	<b>2.0</b>
<b>Convention</b>	<b>1.7</b>	<b>3.8</b>	<b>1.2</b>	<b>2.1</b>
<b>Incentive/Reward</b>	<b>2.3</b>	<b>4.8</b>	<b>1.5</b>	<b>1.9</b>

SOURCE: HAWAII TOURISM AUTHORITY, 2010 VISITOR SATISFACTION AND ACTIVITY REPORT

## 10.4.2

### EXCELLENT SATISFACTION RATINGS BY ISLAND, U.S. AND JAPAN VISITORS

	Maui	Moloka'i	Lāna'i	O'ahu	Hawai'i	Kaua'i
<b>U.S. Visitors</b>						
2007	68.1	53.6	60.6	58.0	62.0	72.4
2008	73.7	58.2	69.0	55.3	62.2	74.9
2009	73.4	51.0	67.6	61.1	62.3	72.5
2010	72.5	52.2	59.4	61.9	67.6	74.9
<b>Japan Visitors</b>						
2007	54.0	64.3	86.3	51.1	56.6	48.0
2008	54.3	47.5	71.0	56.6	57.3	52.7
2009	55.7	43.4	12.2	59.3	56.7	53.0
2010	57.4	14.9	31.0	59.2	59.7	42.8

SOURCE: HAWAII TOURISM AUTHORITY, 2010 VISITOR SATISFACTION AND ACTIVITY REPORT

## 10.4.3

### MAUI COUNTY VISITATION DECISION TIMETABLE

*% of Total Visitors by MMA*

Island	U.S. Total	U.S. West	U.S. East	Japan	Canada
<b>Maui</b>					
Decide before arrival in Hawai'i	95.3%	96.0%	94.5%	89.1%	96.9%
Decide after arrival in Hawai'i	4.7	4.0	5.5	10.9	3.1
<b>Moloka'i</b>					
Decide before arrival in Hawai'i	93.0	85.9	99.2	100.0	53.6
Decide after arrival in Hawai'i	7.0	14.1	0.8	0.0	46.4
<b>Lāna'i</b>					
Decide before arrival in Hawai'i	62.8	50.8	75.8	100.0	85.0
Decide after arrival in Hawai'i	37.2	49.2	24.2	0.0	15.0

SOURCE: HAWAII TOURISM AUTHORITY, 2010 VISITOR SATISFACTION AND ACTIVITY REPORT

#### 10.4.4

### OVERALL ISLAND EXPERIENCE BY MMA AND ISLAND, MAUI COUNTY 2010

	US Total	US West	US East	Japan	Canada
<b>Maui</b>					
Excellent	72.5%	69.2%	76.8%	57.4%	72.3%
Above Average	25.2	28.7	20.6	37.4	26.1
Below Average	2.3	2.1	2.5	5.2	1.1
Poor	0.0	0.0	0.1	0.0	0.6
<b>Moloka'i</b>					
Excellent	52.2	43.6	61.3	14.9	62.2
Above Average	32.5	36.4	28.4	72.3	28.8
Below Average	14.3	18.7	9.5	12.8	9.0
Poor	1.0	1.2	0.8	0.0	0.0
<b>Lāna'i</b>					
Excellent	59.4	57.2	61.5	31.0	59.0
Above Average	36.1	38.9	33.5	69.0	33.5
Below Average	3.4	3.5	3.3	0.0	7.1
Poor	1.1	0.4	1.7	0.0	0.4

SOURCE: HAWAII TOURISM AUTHORITY, 2010 VISITOR SATISFACTION AND ACTIVITY REPORT

## 10.4.5

### VISITORS BY INCOME LEVEL, BY MMA, MAUI COUNTY

Income <sup>1</sup>	US Total	US West	US East	Canada
Under \$15,000	1.3%	1.1%	1.5%	1.0%
\$15,000 to \$24,999	1.0	0.9	1.2	1.9
\$25,000 to \$29,999	1.6	1.5	1.7	1.4
\$30,000 to \$34,999	1.8	2.1	1.4	1.1
\$35,000 to \$39,999	1.6	1.1	2.1	1.7
\$40,000 to \$44,999	1.3	1.1	1.6	2.0
\$45,000 to \$49,999	3.4	3.7	2.9	3.8
\$50,000 to \$69,999	11.2	10.4	12.3	10.7
\$70,000 to \$99,999	19.5	21.0	17.6	21.5
\$100,000 to \$124,999	17.6	17.1	18.2	19.1
\$125,000 to \$149,999	10.3	10.3	10.5	10.5
\$150,000 to \$199,999	10.8	11.3	10.0	11.1
\$200,000 or more	18.7	18.5	19.0	14.3
<b>10,000 Japanese Yen</b>	<b>Japan</b>			
150 or less	1.3%			
150 to 249.999	4.9			
250 to 299.999	6.0			
300 to 349.999	5.0			
350 to 399.999	3.1			
400 to 449.999	4.3			
450 to 499.999	5.6			
500 to 699.999	16.5			
700 to 999.999	21.4			
1,000 to 1,249.999	11.0			
1,250 to 1,499.999	6.4			
1,500 to 1,999.999	6.5			
2,000 or more	8.0			

1. All in U.S. dollars

SOURCE: HAWAII TOURISM AUTHORITY, 2010 VISITOR SATISFACTION AND ACTIVITY REPORT

## 10.5.1

### ATTENDANCE AT MUSEUMS AND OTHER CULTURAL ATTRACTIONS, MAUI COUNTY

Attraction	2008	2009	2010
<b>Maui</b>			
Alexander & Baldwin Sugar Museum	29,332	27,412	31,654
Aquarium Maui/Maui Ocean Center	366,754	311,776	290,821
Haleakala National Park	1,185,068	1,109,104	1,105,606
Haleki'i-Pihana Heiaus State Monument	NA	NA	NA
Hāna Cultural Center	8,384	6,758	NA
Īao Valley State Monument	NA	NA	NA
Kula Botanical Garden	29,575	30,400	31,200
Lahaina Restoration Foundation	108,683	NA	32,064
Baldwin Missionary Home Museum	40,133	NA	20,313
Hale Pa'i Printing House	1,416	NA	1,488
Wo Hing Temple Museum	39,112	NA	10,163
Maui Historical Society Bailey House Museum	11,275	10,234	10,437
Whalers Village Museum	180,277	188,010	223,167
Whalers Village Museum	221,562	164,757	228,010
<b>Moloka'i</b>			
Kalaupapa National Historical Park	60,934	30,654	27,919
Kalaupapa Settlement	9,094	8,415	5,204

NA: Not available

SOURCE: HAWAII STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM, RESEARCH AND ECONOMIC ANALYSIS DIVISION, STATE OF HAWAII DATA BOOK 2010.

## 10.5.2

### NATIONAL AND STATE HISTORIC SITES, MAUI COUNTY

2010	Maui	Kaho'olawe	Lāna'i	Moloka'i
Listed Hawai'i Register only	31	0	0	41
Listed National Register only	4	1	0	10
Listed both Hawai'i and National Register	31	0	2	40
Eligible for National Register	1	0	0	2
<b>Total sites</b>	<b>67</b>	<b>1</b>	<b>2</b>	<b>93</b>

SOURCE: HAWAII STATE DEPARTMENT OF LAND AND NATURAL RESOURCES, STATE HISTORIC PRESERVATION DIVISION, RECORDS, 2010.

## 10.5.3

### NATIONAL, STATE AND COUNTY PARKS, MAUI COUNTY

Parks	2007	2008	2009	2010
<b>National Parks</b>				
Number	2	2	2	2
Acreage	39,111	44,001	44,002	44,001
Visits	1,383,809	1,246,002	1,139,758	1,332,586
<b>State Parks &amp; Historic Sites</b>				
Number	2	2	2	2
Acreage	39,111	44,001	44,002	44,001
Visits	1,383,809	1,246,002	1,139,758	1,332,586
<b>County Parks</b>				
Number	119	129	129	142
Acreage	789	1,184	1,184	1,395

NA: Not available.

SOURCE: U.S. DEPARTMENT OF THE INTERIOR, NATIONAL PARK SERVICE, PACIFIC ISLANDS SUPPORT OFFICE, RECORDS; HAWAII STATE DEPARTMENT OF LAND AND NATURAL RESOURCES, DIVISION OF STATE PARKS, RECORDS. COMPILED BY THE HAWAII STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

## 10.5.4

### COMMUNITY CENTERS, MAUI COUNTY

Name	Location	Max Capacity	Tables	Chairs	Kitchen	Public Parking
Eddie Tam Memorial	Makawao	380	35	390	yes	39
Ha'ikū	Ha'ikū	272	40	242	yes	48
Hāli'imaile Annex	Hāli'imaile	60	9	58	yes	2
Hāna	Hāna	140	25	114	yes	Unmarked
Helene Hall	Hāna	304	24	240	no	20
Kahului	Kahului	200	8	64	yes	34
Kalama Park Extension	Kīhei	250	12	12	yes	Unmarked
Kenolio	Kīhei	175	13	62	yes	64
Kēōkea	Kula	108	11	80	yes	37
Kīhei	Kīhei	600	38	30	yes	149
Kilohana	Kaunakakai	150	5	20	yes	20
Kualapu'u	Kualapu'u	97	9	72	yes	100
Kula	Kula	180	61	134	yes	64
Lahaina Civic Center	Lahaina	322	23	322	yes	150
Lāna'i	Lāna'i	200	26	100	yes	64
Maunaloa	Maunaloa	170	25	170	yes	Unmarked
Mayor Hannibal Tavares	Pukalani	775	50	506	yes	141
Mitchel Pau'ole	Kaunakakai	246	22	160	yes	21
Old Kalama Park Pavilion	Kīhei	80	12	0	no	79
Pā'ia	Pā'ia	234	29	221	yes	37
Waikapū	Waikapu	100	8	80	yes	8
Wailuku	Wailuku	500	8	96	yes	84

SOURCE: COUNTY OF MAUI, DEPARTMENT OF PARKS AND RECREATION.



## 10.5.5

### SEATING CAPACITIES OF SELECTED FACILITIES, MAUI COUNTY

Facility	Capacity
<b>Stadiums, Auditoriums and Gymnasiums</b>	
War Memorial Complex	
Track & Football Stadium	6,000
Baseball Stadium	1,200
Gym	2,996
Kamehameha School Stadium	2,200
Kamehameha Middle School Gym	700
Kamehameha High School Gym	1,800
Maui High Gym	2,000
Baldwin High Auditorium	1,183
Seabury Hall Gym	400
Wailuku Gym	600
<b>Civic Centers and Theaters</b>	
'Īao Theater	400
Lahaina Civic Center Convention Hall	4,050
Maui Academy of Performing Arts	60
Maui Arts & Cultural Center	
Amphitheater	4,000
Castle Theater	1,200
Gallery	400
Theater Stage	400
McCoy Theater	300
Community Hall	230
Classroom C	16
Maui Community College Student Center Lounge	100
<b>Churches</b>	
First Assembly of God Maui (Puunene Avenue)	2,000
First Assembly of God (Kane Street)	500
St. Anthony Church	500
Makawao Union Church	350
First Assembly of God Maui (Kula)	250
Makawao Union Church Hall	200
First Assembly of God Maui (Moloka'i)	200
'Īao Congregational	175
'Īao Congregational Hall	100
St. John Episcopal Church	100
St. John Episcopal Church Hall	200
Trinity Episcopal Church by the Sea	100

SOURCE: OFFICIALS OF THE FACILITIES.

## 10.6.1

### DOG LICENSES ISSUED, BY ISLAND

Year	State total	Hawai'i	Maui <sup>1</sup>	Lana'i	Moloka'i	O'ahu	Kaua'i
1994	29,010	4,099	3,171	26	57	19,485	2,172
1995	28,442	4,911	1,446	82	48	20,030	1,925
1996	30,376	5,381	699	32	58	21,245	2,961
1997	28,395	5,871	1,378	33	80	19,713	1,320
1998	28,645	5,777	649	35	83	19,861	2,240
1999	32,137	6,311	4,473	29	84	20,039	1,201
2000	31,147	5,627	4,587	57	25	20,066	785
2001	31,068	5,919	4,285	NA	NA	18,761	2,103
2002	30,909	6,809	4,420	50	30	17,752	1,848
2003	29,519	6,786	2,901	12	47	16,673	3,100
2004	50,180	8,085	3,977	25	30	36,121	1,942
2005	53,415	10,454	4,621	24	30	35,638	2,648
2006	50,440	8,836	4,282	17	27	35,163	2,115
2007	50,403	6,504	4,997	9	27	34,966	3,900
2008	50,919	6,186	7,009	16	32	35,129	2,547
2009	52,623	7,881	5,039	25	36	35,129	4,513
2010	51,072	7,353	4,683	65	61	34,797	4,113

NA Not available.

1. For the years 1995-1998, the number of registrations issued by the Maui Humane Society was not included in the count

SOURCE: COMPILED BY THE HAWAII STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM.

## 10.6.2

**ANIMAL ACQUISITIONS AND DISPOSITIONS,  
MAUI HUMANE SOCIETY, MAUI ISLAND**

Area	FY 2007-08			FY 2008-09			
	Dogs	Cats	Other	Dogs	Cats	Feral Cats	Other
<b>Area</b>							
Lahaina	218	955	21	254	511	359	40
Kīhei	357	967	158	363	602	303	203
Makawao	266	570	134	293	308	268	164
Kahului	371	938	113	363	623	404	134
Kula	129	284	68	172	183	112	64
Wailuku	396	1,017	159	487	574	406	110
Pā'ia	64	149	22	70	79	100	18
Ha'ikū	217	350	64	277	219	120	67
Hāna	58	69	10	93	52	42	1
Lāna'i	50	65	29	1	2	137	92
LAS	246	256	108	489	238	5	0
<b>Total</b>	<b>2,372</b>	<b>5,620</b>	<b>886</b>	<b>2,862</b>	<b>3,391</b>	<b>2,256</b>	<b>893</b>
<b>Intakes</b>							
Strays	1,521	4,561	607	1,825	2,486	2,150	677
Owner Turn Ins	851	1,048	279	1,009	875	106	216
Born here	0	11	-	28	30	0	0
Total Live Intakes	2,372	5,620	886	2,862	3,391	2,256	893
DOAs	103	678	27	93	470	3	15
Owner Requested Euthanasia	147	67	21	159	75	1	8
Total Intakes	2,622	6,365	934	3,114	3,936	2,260	916
<b>Live Release</b>							
Reclaim by Owner	559	325	32	565	255	109	14
Adopted	911	690	93	976	914	5	155
Transferred	33	107	37	115	28	14	148
Total Live Release	1,503	1,122	162	1,656	1,197	128	317
<b>Dispositions</b>							
MIA	-	-	-	5	4	1	0
Died at shelter	-	-	-	22	13	1	0
Euthanized Unhealthy	378	3,101	570	379	673	2,133	500
<b>Euthanized Treatable</b>	<b>174</b>	<b>880</b>	<b>15</b>	<b>390</b>	<b>902</b>	<b>0</b>	<b>4</b>
<b>Euthanized Healthy</b>	<b>82</b>	<b>30</b>	<b>28</b>	<b>119</b>	<b>48</b>	<b>0</b>	<b>26</b>
<b>Total Euthanized</b>	<b>634</b>	<b>4,011</b>	<b>613</b>	<b>888</b>	<b>1,623</b>	<b>2,133</b>	<b>530</b>

SOURCE: MAUI HUMANE SOCIETY, RECORDS.

### 10.6.3

## MAUI HUMANE SOCIETY CALL SLIPS AND CITATIONS ISSUED

Call Slips	FY2007-08	FY 2008-09	FY2009-10	FY2010-11
Leash Law	3,471	1,069	1026	923
No Tax	492	81	315	164
Barking	322	310	251	224
Cruelty/Neglect	1,356	567	582	681
Yard Inspection	134	72	9	6
Injured Animals	183	277	276	202
Injured Wild Life	6	45	39	15
Large Animal Trespass	30	16	21	20
Spay/Neuter Reclaims	1	16	19	16
Abandonment	48	40	38	47
Vicious Dog Recheck	178	128	91	31
Dog to Dog Bites	54	92	62	64
Dog to Human Bites	46	70	84	51
Dog to Other Bites	28	49	64	38
Ongoing Investigation	197	2,579	2404	1763
Pickup/Deliver/Misc.	585	603	670	638
Stray Dog Pick Up	548	509	572	499
DOAs	818	837	807	675
Stray Cat Pick Up	1,727	1,887	1815	1700
Owned Animal Pick Up	47	25	37	47
Pick Up Police Reports, License	577	386	237	182
Other Animal Pick Up	13	11	7	21
Wild Life Pick Up	3	9	7	4
Wild Life Transfer	14	179	1358	55
Preventative Patrols	ac	427	16	287
Personal Assist	ac	333	388	399
<b>Total</b>	<b>10,878</b>	<b>10,617</b>	<b>11,195</b>	<b>8,752</b>

FY 2010-11	Upcountry	Hāna	Kahului	Wailuku	Lahaina	Kīhei
Leash Law	40	3	8	16	9	8
No Tax	0	0	0	1	0	0
Inhumane Manner	3	0	0	1	0	0
Cruelty	1	1	1	2	0	0
Aggressive Dog	10	3	3	7	3	6
D.D. Non Compliance	0	0	0	1	0	7
Interference	1	0	0	0	1	0
Abandonment	0	0	0	0	0	0
Livestock At Large	0	0	0	0	0	0
<b>Total</b>	<b>55</b>	<b>7</b>	<b>12</b>	<b>28</b>	<b>13</b>	<b>21</b>

ac: Additional category as of FY 2008-2009

SOURCE: MAUI HUMANE SOCIETY, RECORDS.

# Domestic Trade



## Section 11

### DOMESTIC TRADE

This final section covers data on manufacturers, service establishments, professional firms, retail trade, industrial parks and the general excise tax base. Also included is a list of Maui County's largest private corporations. The largest private corporation based in Maui is Jim Falk Automotive Group with 264 employees, and sales of \$196.4 million in 2008.

## 11.1.1

**MANUFACTURING  
MAUI COUNTY AND STATE OF HAWAI'I, 2007**

	Maui County		State of Hawai'i	
	All	Food	All	Food
<b>Number of establishments</b>	<b>114</b>	<b>31</b>	<b>984</b>	<b>267</b>
20 employees or more	11	4	171	56
<b>All employees</b>	<b>1,319</b>	<b>751</b>	<b>14,127</b>	<b>5,322</b>
Annual payroll (\$1,000)	50,718	28,005	511,486	155,013
<b>Production workers</b>	<b>901</b>	<b>566</b>	<b>9,487</b>	<b>3,896</b>
Hours (1,000)	1,844	1,184	17,490	6,914
Wages (\$1,000)	30,987	18,927	294,394	100,759
<b>Value added (\$1,000)</b>	<b>160,916</b>	<b>D</b>	<b>3,013,731</b>	<b>406,693</b>
<b>Total cost of materials (\$1,000)</b>	<b>101,402</b>	<b>D</b>	<b>5,812,515</b>	<b>485,654</b>
<b>Total value of shipments (\$1,000)</b>	<b>262,749</b>	<b>126,562</b>	<b>8,799,266</b>	<b>909,158</b>
<b>Total capital expenditures (\$1,000)</b>	<b>17,382</b>	<b>D</b>	<b>86,735</b>	<b>26,814</b>

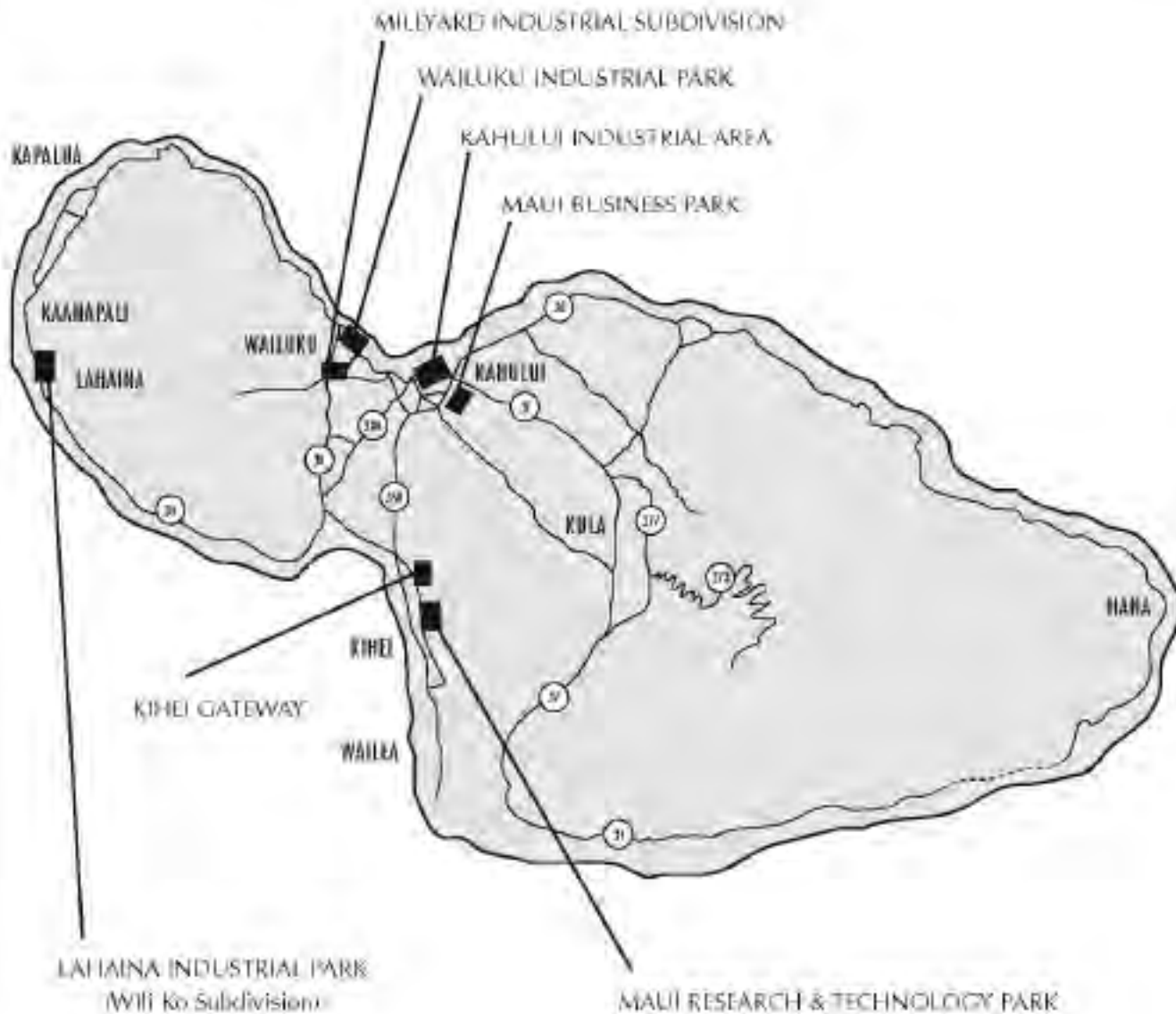
D: Data withheld to avoid disclosing data for individual companies

SOURCE: U.S. BUREAU OF THE CENSUS, 2007 ECONOMIC CENSUS.

## 11.1.2

### INDUSTRIAL PARKS, ISLAND OF MAUI

	Size	Location	Types of industries
Maui Research & Technology Park	330 acres	Kihei	High technology
Kahului Industrial Area	240 acres	Kahului	Light industrial and commercial
Maui Business Park	75 acres	Kahului	Light industrial and commercial
Wailuku Industrial Park	55 acres	Wailuku	Construction base yard, trucking, commercial
Milyard Subdivision	31 acres	Wailuku	Light industry and business/commercial
Kihei Gateway	30 acres	Kihei	Light industrial and commercial
Lahaina Industrial Park	10 acres	Lahaina	Commercial



SOURCE: HAWAII STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM, DIRECTORY OF INDUSTRIAL AND TECHNOLOGY PARKS, 1991.



11.2.1

**GENERAL EXCISE TAX BASE, MAUI COUNTY**

	2005	2006	2007	2008	2009	2010
Retailing	1,774,348,575	1,875,106,900	1,997,919,800	1,811,073,250	1,643,806,225	1,755,229,350
Services	702,705,700	787,649,475	829,109,750	848,982,850	769,970,400	722,056,450
Contracting	608,407,100	728,682,550	828,132,400	750,457,450	574,894,650	500,098,600
Theater, Amuse., Radio	21,634,825	24,058,650	24,109,450	22,023,375	20,127,050	24,975,075
Interest	16,235,900	20,006,825	28,052,600	4,022,925	69,075	29,750
Commissions	202,101,250	197,134,900	179,544,875	142,897,350	99,185,975	105,741,000
Hotel Rentals	488,579,925	570,709,300	636,500,825	605,640,475	473,888,125	482,286,475
All Other Rentals	334,799,525	383,155,925	380,013,500	373,678,075	357,225,800	352,896,100
Use (4%)	27,533,475	26,113,025	25,530,400	16,060,625	15,333,500	18,694,825
All Others (4%)	177,888,625	195,663,025	234,620,250	220,807,300	132,618,875	129,960,275
<b>SUB-TOTAL</b>	<b>4,354,234,900</b>	<b>4,808,280,575</b>	<b>5,163,533,850</b>	<b>4,795,643,675</b>	<b>4,087,119,675</b>	<b>4,091,967,900</b>
Insurance Solicitors	15,740,001	20,493,335	22,106,001	18,752,667	17,654,667	15,295,999
Sugar Processing	46,000	27,400	0	15,200	0	0
Pineapple Canning	2,514,000	249,000	0	0	0	0
Producing	29,502,800	25,578,600	22,979,200	23,909,600	22,727,000	25,913,800
Manufacturing	35,374,200	38,732,800	38,640,400	34,673,400	26,231,200	35,293,000
Wholesaling	467,273,400	543,429,000	546,992,600	507,465,000	415,502,600	393,880,400
Services (Intermediary)	57,378,800	84,024,800	76,914,600	85,672,400	76,842,200	76,912,000
Use (1/2%)	487,900,400	607,443,000	661,816,800	517,758,200	408,794,400	350,192,600
<b>SUB-TOTAL</b>	<b>1,095,729,601</b>	<b>1,319,977,936</b>	<b>1,369,449,601</b>	<b>1,188,246,467</b>	<b>967,752,067</b>	<b>897,487,799</b>
<b>GRAND TOTAL</b>	<b>5,449,964,501</b>	<b>6,128,258,511</b>	<b>6,532,983,451</b>	<b>5,983,890,142</b>	<b>5,054,871,742</b>	<b>4,989,455,699</b>

SOURCE: HAWAII STATE DEPARTMENT OF TAXATION, GENERAL EXCISE AND USE TAX BASE, CALENDAR YEARS 2005 TO 2010

## 11.2.2

**RETAIL ESTABLISHMENTS WITH EMPLOYEES  
BY TYPE AND LOCATION, 2009**

<b>Establishment Type</b>	<b>Location</b>	<b>Number</b>	<b>Location</b>	<b>Number</b>	<b>Location</b>	<b>Number</b>
<b>Motor vehicles &amp; parts</b>						
	Kahului	23	Lahaina	1	Wailuku	10
	Kīhei	3	Makawao	1	Kaunakakai	2
<b>Furniture &amp; home furnishing</b>						
	Haiku	2	Kula	1	Wailuku	4
	Kahului	15	Lahaina	9	Kaunakakai	1
	Kīhei	3	Makawao	2		
<b>Electronics &amp; Appliances</b>						
	Kahului	8	Lahaina	5		
	Kīhei	4	Wailuku	1		
<b>Building material &amp; garden supplies</b>						
	Kahului	25	Lahaina	6	Ho'olehua	1
	Kīhei	3	Makawao	1	Lāna'i City	1
	Kula	1	Wailuku	5		
<b>Food &amp; beverage</b>						
	Ha'ikū	4	Lahaina	21	Kaunakakai	4
	Hāna	2	Makawao	4	Kualapu'u	1
	Kahului	16	Pā'ia	4	Maunaloa	1
	Kīhei	12	Wailuku	6	Lāna'i City	1
	Kula	2				
<b>Health &amp; personal care</b>						
	Ha'ikū	1	Kula	2	Pā'ia	1
	Kahului	15	Lahaina	18	Wailuku	6
	Kīhei	5	Makawao	2	Kaunakakai	1
<b>Gasoline stations</b>						
	Ha'ikū	1	Lahaina	8	Wailuku	5
	Kahului	8	Makawao	1	Kaunakakai	2
	Kīhei	6	Pā'ia	2	Lāna'i City	1
	Kula	1				

## 11.2.2

CONTINUED

Establishment Type	Location	Number	Location	Number	Location	Number
<b>Clothing &amp; accessories</b>						
	Ha'ikū	1	Kula	1	Pā'ia	8
	Hāna	1	Lahaina	112	Wailuku	6
	Kahului	39	Makawao	9	Kaunakakai	2
	Kīhei	57				
<b>Sporting goods, hobbies, books &amp; music</b>						
	Kahului	16	Makawao	3	Wailuku	6
	Kīhei	10	Pā'ia	1	Kalaupapa	1
	Lahaina	19				
<b>General merchandise</b>						
	Kahului	4	Makawao	1	Kaunakakai	3
	Lahaina	2	Wailuku	1	Lāna'i City	1
<b>Miscellaneous</b>						
	Haiku	2	Kula	5	Wailuku	14
	Hāna	1	Lahaina	67	Kaunakakai	3
	Kahului	17	Makawao	9	Lāna'i City	3
	Kīhei	21	Pā'ia	7		
<b>Nonstore retailers</b>						
	Ha'ikū	6	Kula	5	Wailuku	2
	Kahului	3	Lahaina	2	Kaunakakai	1
	Kīhei	3	Makawao	2	Lāna'i City	2

SOURCE: U.S. CENSUS BUREAU, ZIP CODE BUSINESS PATTERNS 2009

### 11.2.3

## CHARACTERISTICS OF MAJOR SHOPPING CENTERS, MAUI COUNTY

	Location	Stores	Year Built/ Last Renovated	Gross Leasable Area
Queen Ka'ahumanu Center	Kahului	112	1972/1995	572,896
Maui Marketplace	Kahului	22	1997	317,000
Maui Mall	Kahului	33	1971/1995	182,000
The Shops at Wailea	Kīhei	68	2000	160,000
Pi'ilani Shopping Center	Kīhei	30	2000	150,000
Lahaina Center Factory Stores	Lahaina	NA	1990	150,000
Wailuku Shopping Center	Wailuku	NA		134,557
Lahaina Cannery Mall	Lahaina	50	1987/1999	128,000
Kahului Shopping Center	Kahului	3	1951/1960	112,066
Whalers Village	Lahaina	84	1971	79,000
Lahaina Shopping Center	Lahaina	21	1995	77,000
Kahana Gateway	Lahaina	NA	1990	74,000
Whaler's Marketplace in Lahaina	Lahaina	46	1974	58,902
Lahaina Square	Lahaina	25	1973	56,165
The Wharf	Lahaina	40	1978/1987	52,000
Līpoa Center	Kīhei	10	1989/1991	50,000
Kukui Mall	Kīhei	15	1987	42,309
Dickinson Square	Lahaina	NA		40,073
Keālia Beach Center	Kīhei	NA	1983	35,632
Banyan Inn Marketplace	Lahaina	9	1975	23,500
Kai Nani Village	Kīhei	14	1975	20,350
Pukalani Square	Pukalani	NA	1986	20,028
Nāpili Plaza	Lahaina	NA		13,878
West Maui Center	Lahaina	NA		6,600
Azeka Shopping Center	Kīhei	45	1978	NA

SOURCE: NATIONAL RESEARCH BUREAU, DATABASE SUPPLIED TO CLARITAS, INC.

## 11.2.4

**SUMMARY OF RETAIL TRADE  
WITH EMPLOYEES BY BUSINESS GROUP,  
MAUI COUNTY, 2009**

	Businesses	Annual Employees	1st Quar- ter Payroll (\$1,000)	Annual- Payroll (\$1,000)
Retail trade (NAICS 44-45)	782	8,818	55,407	224,200
Automobile dealers (NAICS 4411--)	14	390	4,412	17,841
Other motor vehicle dealers (NAICS 4412--)	4	54	538	1,986
Auto parts, accessories, & tire stores (NAICS 4413--)	22	168	1,275	5,836
Furniture stores (NAICS 4421--)	16	93	803	3,129
Home furnishings stores (NAICS 4422--)	20	146	1,040	4,092
Electronics and appliance stores (NAICS 4431--)	18	NA	661	2,702
Building material and supplies dealers (NAICS 4441--)	35	593	4,554	17,697
Lawn & garden equip. & supplies stores (NAICS 4442--)	10	57	403	1,884
Grocery stores (NAICS 4451--)	63	1,756	11,165	44,097
Specialty food stores (NAICS 4452--)	11	71	293	1,167
Health and personal care stores (NAICS 4461--)	52	546	3,897	16,643
Gasoline stations (NAICS 4471--)	35	442	2,426	10,947
Clothing stores (NAICS 4481--)	150	1,391	5,343	20,802
Shoe stores (NAICS 4482--)	15	99	390	1,499
Jewelry, luggage, & leather goods stores (NAICS 4483--)	77	432	3,171	12,262
Sporting goods, & musical instr. stores (NAICS 4511--)	40	380	1,801	7,787
Book, periodical, and music stores (NAICS 4512--)	14	189	771	2,568
Department stores (NAICS 4521--)	4	948	5,553	23,357
Other general merchandise stores (NAICS 4529--)	9	NA	NA	NA
Florists (NAICS 4531--)	13	44	178	694
Office supplies, stationery, & gift stores (NAICS 4532--)	73	455	2,359	9,752
Used merchandise stores (NAICS 4533--)	11	125	711	2,680
Other miscellaneous store retailers (NAICS 4539--)	53	312	2,396	9,522
Electronic shopping & mail-order houses (NAICS 4541--)	6	64	492	2,473
Direct selling establishments (NAICS 4543--)	17	63	775	2,783

NA: Not available

SOURCE: U.S. BUREAU OF THE CENSUS, COUNTY BUSINESS PATTERNS 2009

## 11.2.5

**RETAIL STORES BY NUMBER OF EMPLOYEES AND ZIP CODE AREA,  
MAUI COUNTY 2009**

2009	Total Stores	1-4	5-9	10-19	20-49	50-99	100-499
<b>Maui Island</b>							
Hai'kū	17	10	4	2	1	0	0
Hāna	4	4	0	0	0	0	0
Kahului	189	60	44	47	25	3	10
Kīhei	127	47	46	18	12	3	1
Kula	18	12	2	4	0	0	0
Lahaina	270	115	88	43	16	7	1
Makawao	35	21	7	5	0	1	1
Pā'ia	23	16	5	1	0	0	1
Wailuku	65	33	17	11	3	1	0
<b>Moloka'i</b>							
Ho'olehua	1	0	1	0	0	0	0
Kalaupapa	1	1	0	0	0	0	0
Kaunakakai	19	10	5	1	3	0	0
Kualapu'u	1	0	0	0	1	0	0
Maunaloa	1	0	1	0	0	0	0
<b>Lāna'i</b>							
Lāna'i City	10	8	0	1	1	0	0

SOURCE: U.S. BUREAU OF THE CENSUS, 2009 ZIP CODE BUSINESS PATTERNS.

## 11.2.6

### COMMERCIAL LEASE RENTS, MAUI ISLAND

*Compiled by James M. "Mac" Lawson, CCIM PB,  
Lowson and Associates  
and  
Felix B. Osorno (R), GRI  
Felicon Enterprises, Ltd.*

Location	YEAR 2009	RANGE PER SQUARE FOOT PER MONTH		
		Retail	Office	Warehouse
West Maui:				
Shopping Centers		\$2.50 to \$5.00	NA	NA
Off Front Street		\$1.50 to \$3.00	\$1.25 to \$1.60	NA
Industrial Area		\$1.25 to \$1.75	\$1.00 to \$1.50	\$1.00 to \$1.75
Front Street, Lahaina		\$7.50 to \$15.00	NA	NA
Kīhei		\$1.50 to \$3.80	\$0.99 to \$2.50	\$1.50 to \$1.75
Wailuku		\$1.50 to \$2.00	\$0.75 to \$1.50	\$0.75 to \$1.25
Kahului		\$1.75 to \$2.25	\$0.89 to \$1.50	\$0.99 to \$1.25
Wailea		\$3.25 to \$5.50	\$3.00 to \$5.00	NA
Makawao		\$1.75 to \$2.50	\$1.00 to \$2.00	N/A
Common area charges (in addition to rent, per square foot rented, all areas):				
		\$0.30 to \$2.00	\$0.35 to \$1.00	\$0.35 to \$0.65

Note: Retail rents on Front Street, Lahaina and some other areas are usually a base rent against a percentage of 8% to 12% of gross receipts. The tenant pays whichever is higher (but not both).

Front St., Lahaina: small areas under 500 SF rent more on a minimum price than a per square foot basis

SOURCE: LOWSON AND ASSOCIATES AND FELCON ENTERPRISES, RECORDS. CURRENT PROPERTY LISTINGS CAN BE FOUND AT WWW.MAUICOMMERCIAL.COM, SPONSORED BY MEMBERS OF THE COMMERCIAL ROUND TABLE OF MAUI. LAHAINA REVISED BY MAC LOWSON, LOWSON & ASSOCIATES 12/09/09  
CENTRAL & KĪHEI, MAUI REVISED BY FELIX OSORNO, FELCON ENTERPRISES, LTD. : PENDING 12/10/2009

## 11.3.1

## CHARACTERISTICS OF BUSINESS ESTABLISHMENTS WITH EMPLOYEES BY SECTOR, MAUI COUNTY 2009

*Excludes government employees, agricultural production workers and self-employed persons*

Industry	Number of Establishments	Number of Employees	Annual Payroll (\$1,000)
<b>Forestry, fishing, hunting, &amp; Agriculture Support</b>	D	D	4
<b>Mining, quarrying, &amp; oil &amp; gas extraction</b>	D	D	1
<b>Utilities</b>	459	34,511	14
<b>Construction</b>	3,061	152,180	485
Construction of buildings	847	40,464	170
Heavy & civil engineering construction	153	9,779	19
Specialty trade contractors	2,061	101,937	296
<b>Manufacturing</b>	1,070	41,513	111
Food manufacturing	643	22,040	29
Beverage & tobacco product manufacturing	45	1,333	7
Textile product mills	8	197	4
Apparel manufacturing	D	93	3
Wood product manufacturing	D	D	7
Printing & related support activities	60	2,086	10
Chemical manufacturing	30	874	7
Plastics & rubber products manufacturing	D	D	2
Nonmetallic mineral product manufacturing	D	D	11
Fabricated metal product manufacturing	32	1,178	7
Electronic equipment manufacturing	D	D	1
Furniture & related product manufacturing	16	390	7
Miscellaneous manufacturing	D	501	16
<b>Wholesale trade</b>	12,882	54,838	149
Merchant wholesalers, durable goods	391	17,097	57
Merchant wholesalers, nondurable goods	853	36,621	79
Wholesale electronic markets & agents & brokers	38	1,120	13
Retail trade	9,298	237,727	789
Motor vehicle & parts dealers	612	25,663	40
Furniture & home furnishings stores	239	7,221	36
Electronics & appliance stores	D	2,702	18
Bldg material & garden equipment & supplies	650	19,581	45
Food & beverage stores	1,842	45,524	79
Health & personal care stores	546	16,643	52
Gasoline stations	442	10,947	35
Clothing & clothing accessories stores	1,922	34,563	242
Sporting goods, hobby, book, & music stores	569	10,355	54
General merchandise stores	1,307	36,481	13
Miscellaneous store retailers	936	22,648	150
Nonstore retailers	129	5,399	25
<b>Transportation &amp; warehousing</b>	2,635	78,557	143
Air transportation	658	17,347	11
Water transportation	D	D	2
Truck transportation	412	16,001	29
Transit & ground passenger transportation	237	4,030	20
Pipeline transportation	D	D	1
Scenic & sightseeing transportation	952	26,709	48



### 11.3.1

CONTINUED

Industry	Number of Establishments	Number of Employees	Annual Payroll (\$1,000)
Support activities for transportation	157	5,673	18
Couriers & messengers	121	4,375	12
Warehousing & storage	D	D	2
<b>Information</b>	<b>625</b>	<b>26,141</b>	<b>70</b>
Publishing industries (except Internet)	189	9,216	20
Motion picture & sound recording industries	135	1,842	14
Broadcasting (except Internet)	69	2,454	6
Telecommunications	220	12,414	24
Data processing, hosting & related services	D	182	4
Other information services	D	D	2
<b>Finance &amp; insurance</b>	<b>835</b>	<b>34,679</b>	<b>150</b>
Credit intermediation & related activities	645	25,509	90
Securities, commodity contracts, investments	51	2,967	20
Insurance carriers & related activities	39	2,176	10
<b>Real estate &amp; rental &amp; leasing</b>	<b>2,392</b>	<b>87,897</b>	<b>327</b>
Real estate	1,545	62,855	233
Rental & leasing services	D	D	94
<b>Professional, scientific, &amp; technical services</b>	<b>1,422</b>	<b>70,157</b>	<b>373</b>
<b>Management of companies &amp; enterprises</b>	<b>262</b>	<b>14,420</b>	<b>15</b>
<b>Administrative Support &amp; Waste Management</b>	<b>4,072</b>	<b>118,354</b>	<b>285</b>
Administrative & support services	3,833	109,735	266
Waste management & remediation services	239	8,619	19
<b>Educational services</b>	<b>822</b>	<b>22,454</b>	<b>62</b>
<b>Health care &amp; social assistance</b>	<b>6,032</b>	<b>301,282</b>	<b>390</b>
Ambulatory health care services	2,584	146,302	282
Hospitals	D	D	2
Nursing & residential care facilities	710	24,492	19
Social assistance	1,533	3,971	87
<b>Arts, entertainment, &amp; recreation</b>	<b>1,807</b>	<b>43,388</b>	<b>112</b>
Performing arts, spectator sports, & related	596	15,508	48
Museums, historical sites, & similar institutions	174	4,652	10
Amusement, gambling, & recreation industries	1,037	23,228	54
<b>Accommodation &amp; food services</b>	<b>20,605</b>	<b>583,424</b>	<b>511</b>
Accommodation	11,686	583,424	511
Food services & drinking places	8,919	170,040	422
<b>Other services (except public administration)</b>	<b>2,893</b>	<b>67,980</b>	<b>454</b>
Repair & maintenance	369	10,072	83
Personal & laundry services	770	16,085	94
Religious, Grantmaking, Civic, Professional Orgs	1,754	41,823	277
<b>Industries not classified</b>	<b>D</b>	<b>67,980</b>	<b>454</b>
<b>Total for all sectors</b>	<b>59,606</b>	<b>1,971,447</b>	<b>4,450</b>

D: Withheld to avoid disclosing data for individual companies; data are included in higher level totals

SOURCE: U.S. DEPARTMENT OF COMMERCE, BUREAU OF THE CENSUS, *COUNTY BUSINESS PATTERNS 2009*.

## 11.3.2

**CHARACTERISTICS OF BUSINESS ESTABLISHMENTS  
BY SECTOR, FOR EMPLOYERS AND  
NONEMPLOYERS, MAUI COUNTY 2009**

Industry	Establishments with Employees	Establishments Non-Employer	Gross Receipts Non-Employer (\$1,000)
<b>Forestry, fishing, hunting, &amp; agriculture Support</b>	<b>4</b>	<b>267</b>	<b>6,563</b>
<b>Mining, quarrying, &amp; oil &amp; gas extraction</b>	<b>1</b>	<b>D</b>	<b>D</b>
<b>Utilities</b>	<b>14</b>	<b>12</b>	<b>821</b>
<b>Construction</b>	<b>485</b>	<b>1,292</b>	<b>87,379</b>
Construction of buildings	170	376	29,266
Heavy & civil engineering construction	19	22	3,679
Specialty trade contractors	296	894	54,434
<b>Manufacturing</b>	<b>111</b>	<b>299</b>	<b>12,939</b>
Food manufacturing	29	33	2,042
Beverage & tobacco product manufacturing	7	D	D
Textile product mills	4	D	D
Apparel manufacturing	3	D	D
Wood product manufacturing	7	40	815
Printing & related support activities	10	12	710
Chemical manufacturing	7	6	248
Plastics & rubber products manufacturing	2	D	D
Nonmetallic mineral product manufacturing	11	18	315
Fabricated metal product manufacturing	7	12	1,320
Electronic equipment manufacturing	1	D	D
Furniture & related product manufacturing	7	20	1,400
Miscellaneous manufacturing	16	105	4,334
<b>Wholesale trade</b>	<b>149</b>	<b>342</b>	<b>19,679</b>
Merchant wholesalers, durable goods	57	163	8,436
Merchant wholesalers, nondurable goods	79	159	10,077
Wholesale electronic markets & agents & brokers	13	20	1,166
<b>Retail trade</b>	<b>789</b>	<b>1,048</b>	<b>54,170</b>
Motor vehicle & parts dealers	40	25	2,673
Furniture & home furnishings stores	36	25	2,430
Electronics & appliance stores	18	9	626
Bldg material & garden equipment & supplies	45	21	1,392
Food & beverage stores	79	45	7,085
Health & personal care stores	52	50	1,588
Gasoline stations	35	D	D
Clothing & clothing accessories stores	242	138	9,151
Sporting goods, hobby, book, & music stores	54	54	2,305
General merchandise stores	13	20	975
Miscellaneous store retailers	150	209	15,822
Nonstore retailers	25	450	10,075
<b>Transportation &amp; warehousing</b>	<b>143</b>	<b>302</b>	<b>10,136</b>
Air transportation	11	7	311
Water transportation	2	D	D
Truck transportation	29	32	2,017
Transit & ground passenger transportation	20	161	4,395

## 11.3.2

CONTINUED

Industry	Establishments with Employees	Establishments Non-Employer	Gross Receipts Non-Employer (\$1,000)
Scenic & sightseeing transportation	48	23	878
Support activities for transportation	18	31	1,373
Couriers & messengers	12	44	824
Warehousing & storage	2	D	D
<b>Information</b>	<b>70</b>	<b>149</b>	<b>5,973</b>
Publishing industries (except Internet)	20	24	1,246
Motion picture & sound recording industries	14	54	1,055
Broadcasting (except Internet)	6	D	D
Telecommunications	24	20	1,859
Data processing, hosting & related services	4	15	268
Other information services	2	30	650
<b>Finance &amp; insurance</b>	<b>150</b>	<b>275</b>	<b>115,056</b>
Credit intermediation & related activities	90	52	1,029
Securities, commodity contracts, investments	20	95	108,631
Insurance carriers & related activities	10	128	5,396
<b>Real estate &amp; rental &amp; leasing</b>	<b>327</b>	<b>1,526</b>	<b>96,487</b>
Real estate	233	1,447	91,031
Rental & leasing services	94	77	5,320
<b>Professional, scientific, &amp; technical services</b>	<b>373</b>	<b>1,787</b>	<b>61,130</b>
<b>Administrative Support &amp; Waste Management</b>	<b>285</b>	<b>1,665</b>	<b>40,058</b>
Administrative & support services	266	1,660	39,770
Waste management & remediation services	19	5	288
<b>Educational services</b>	<b>62</b>	<b>254</b>	<b>6,341</b>
<b>Health care &amp; social assistance</b>	<b>390</b>	<b>952</b>	<b>28,465</b>
Ambulatory health care services	282	619	22,180
Nursing & residential care facilities	19	31	1,102
Social assistance	87	302	5,183
<b>Arts, entertainment, &amp; recreation</b>	<b>112</b>	<b>1,229</b>	<b>34,211</b>
Performing arts, spectator sports, & related	48	1,031	21,646
Museums, historical sites, & similar institutions	10	7	129
Amusement, gambling, & recreation industries	54	191	12,436
<b>Accommodation &amp; food services</b>	<b>511</b>	<b>252</b>	<b>17,338</b>
Accommodation	511	76	4,827
Food services & drinking places	422	176	12,511
<b>Other services (except public administration)</b>	<b>454</b>	<b>2,356</b>	<b>64,805</b>
Repair & maintenance	83	610	18,991
Personal & laundry services	94	1,664	44,426
Religious, Grantmaking, Civic, Professional Orgs	277	82	1,388
<b>Total for all sectors</b>	<b>4,450</b>	<b>14,010</b>	<b>661,725</b>

D Withheld to avoid disclosing data of individual companies; data are included in higher totals.

SOURCE: U.S. DEPARTMENT OF COMMERCE, BUREAU OF THE CENSUS, COUNTY BUSINESS PATTERNS 2009.

### 11.3.3

## LARGEST PRIVATE CORPORATIONS, MAUI COUNTY

Company	State Rank		Sales (\$ million)		Employees
	2011	2010	2010	2009	
Jim Falk Automotive Group	38	39	196.4	179.0	264
Grand Wailea	44	51	163.0	151.0	1362
Fairmont Hotels Hawai'i	70	75	113.3	112.5	842
Dorvin D. Leis Co., Inc.	84	113	90.0	77.0	317
Hawai'i Petroleum	99	117	76.2	72.3	27
VIP Foodservice	109	123	66.0	66.0	145
Minit Stop Stores	138	151	50.0	45.1	185
Maui Petroleum, Inc.	141	137	48.5	55.8	12
Maui Land & Pineapple Co.	155	120	42.0	69.0	NA
Hale Makua	169	179	36.1	35.7	509
Atlantis Submarines Hawaii LLC	171	189	35.7	32.2	197
Maui Medical Group	179	185	33.3	33.0	285
Maui Toyota/Scion	199	219	27.6	26.2	44
Maui Clothing Co., Inc.	242	NA	18.0	13.6	52
Maui Economic Opportunity	244	247	17.7	17.7	268

SOURCE: "TOP 250," *HAWAII BUSINESS*, AUGUST 2010.

### 11.3.4

## CHARACTERISTICS OF BUSINESS ESTABLISHMENTS WITH EMPLOYEES, MAUI COUNTY

*Excludes government employees, agricultural production workers and self-employed persons*

Characteristics	2008		2009	
	State Total	Maui	State Total	Maui
Number	4,564	32,904	4,450	32,372
Employees	65,395	518,168	59,606	488,403
Payroll, 1st quarter (\$1,000)	552,656	4,667,451	491,512	4,415,214
Annual payroll (\$1,000)	2,167,549	18,539,010	1,971,447	17,742,683

SOURCE: U.S. CENSUS BUREAU, 2009 COUNTY BUSINESS PATTERNS

### 11.3.5

## NUMBER OF BUSINESS ESTABLISHMENTS WITH EMPLOYEES, STATE OF HAWAI'I AND MAUI COUNTY

Year	State Total	Maui County
1981	21,264	1,872
1982	21,655	1,988
1983	24,519	2,257
1984	25,093	2,406
1985	25,742	2,528
1986	26,212	2,656
1987	27,281	2,867
1988	27,938	2,958
1989	28,443	3,096
1990	29,313	3,239
1991	29,736	3,367
1992	30,467	3,482
1993	30,157	3,502
1994	29,995	3,578
1995	29,942	3,639
1996	29,967	3,708
1997	29,995	3,766
1998	29,603	3,746
1999	29,569	3,790
2000	29,853	3,889
2001	30,853	3,955
2002	30,633	4,104
2003	31,061	4,203
2004	31,605	4,295
2005	32,244	4,422
2006	33,118	4,584
2007	33,388	4,663
2008	32,904	4,564
2009	32,372	4,450

SOURCE: U.S. CENSUS BUREAU, COUNTY BUSINESS PATTERNS

## 11.3.6

**SERVICE ESTABLISHMENTS WITH EMPLOYEES FOR  
PLACES WITH 2,500 INHABITANTS OR MORE,  
MAUI COUNTY**

<b>Geography</b>	<b>Number of establishments</b>	<b>Sales, Shipments, Receipts, or revenue (\$1,000)</b>	<b>Number of employees</b>	<b>Annual Payroll (\$1,000)</b>
<b>Professional, Scientific, and Technical Services</b>				
Maui County	371	182,777	1,419	63,862
Haiku-Pa'uwela	18	3,664	32	917
Kahului	43	23,970	243	8,221
Moloka'i	2	D	0-19	D
Kihei	59	44,421	267	14,809
Lahaina	21	9,031	80	2,595
Lāna'i	2	D	0-19	D
Makawao	14	4,171	25	1,019
Nāpili-Honokōwai	2	D	0-19	D
Pukalani	11	2,513	26	928
Wailea-Mākena	17	3,128	17	633
Wailuku	128	72,341	572	27,159
Balance of Maui County	53	D	100-249	D
<b>Administrative, Support, and Waste Management</b>				
Maui County	296	379,480	5,922	181,676
Haiku-Pa'uwela	16	9,871	112	3,019
Kahului	51	124,994	2,619	85,135
Moloka'i	5	1,817	10	283
Kihei	50	30,758	177	7,763
Lahaina	25	60,055	779	26,060
Lāna'i	8	1,899	26	584
Makawao	12	6,714	273	4,229
Nāpili-Honokōwai	9	2,088	24	485
Pukalani	13	34,936	745	25,117
Wailea-Mākena	14	3,257	62	1,295
Wailuku	46	74,655	807	20,597
Balance of Maui County	43	28,176	281	7,030
<b>Educational Services</b>				
Maui County	59	D	250-499	D
Haiku-Pa'uwela	5	2,548	18	464
Kahului	9	2,092	34	541
Moloka'i	1	D	0-19	D
Kihei	11	4,136	65	1,380
Lahaina	7	4,479	47	1,448
Lāna'i	1	D	0-19	D
Makawao	3	D	20-99	D
Nāpili-Honokōwai	2	D	0-19	D
Pukalani	1	D	0-19	D
Wailea-Mākena	3	D	0-19	D
Wailuku	5	D	20-99	D
Balance of Maui County	9	D	20-99	D
<b>Health Care and Social Assistance</b>				
Maui County	387	619,801	5,899	282,048
Haiku-Pa'uwela	7	2,319	16	699
Kahului	96	159,272	1,529	64,950
Moloka'i	25	18,879	304	8,289
Kihei	39	31,602	385	11,764
Lahaina	19	16,499	140	6,232
Lāna'i	8	4,514	43	1,583
Makawao	13	6,262	84	2,793

## 11.3.6

CONTINUED

Geography	Number of establishments	Sales, Shipments, Receipts, or revenue (\$1,000)	Number of employees	Annual Payroll (\$1,000)
Nāpili-Honokōwai	7	D	20-99	D
Pukalani	10	D	20-99	D
Wailea-Mākena	3	D	0-19	D
Wailuku	121	343,298	2,990	169,115
Balance of Maui County	39	D	250-499	D
<b>Arts, Entertainment, and Recreation</b>				
Maui County	108	149,526	1,949	47,295
Haiku-Pa'uwela	9	D	20-99	D
Kahului	13	17,438	376	5,823
Moloka'i	4	3,026	34	805
Kīhei	10	11,283	177	3,513
Lahaina	13	37,112	558	15,639
Makawao	4	1,307	13	421
Nāpili-Honokōwai	2	D	0-19	D
Pukalani	5	D	20-99	D
Wailea-Mākena	11	23,488	205	6,247
Wailuku	7	2,293	53	668
Balance of Maui County	30	D	250-499	D
<b>Accommodation and Food Service</b>				
Maui County	529	2,452,167	21,927	630,087
Haiku-Pa'uwela	7	3,612	62	915
Kahului	94	D	1,000-2,499	D
Moloka'i	14	7,979	194	2,194
Kīhei	94	109,684	1,578	28,825
Lahaina	97	205,778	2,798	55,548
Lāna'i	13	D	1,000-2,499	D
Makawao	11	13,256	262	4,442
Nāpili-Honokōwai	16	30,672	409	7,772
Pukalani	8	6,234	122	1,389
Wailea-Mākena	33	716,329	6,171	208,360
Wailuku	57	25,466	418	6,828
Balance of Maui County	80	D	5,000-9,999	D
<b>Other Services (except public administration)</b>				
Maui County	389	227,087	2,352	60,615
Haiku-Pa'uwela	6	1,596	20	490
Kahului	66	51,335	627	15,279
Moloka'i	11	D	20-99	D
Kīhei	73	24,255	270	6,518
Lahaina	54	32,940	332	7,793
Lāna'i	2	D	0-19	D
Makawao	3	D	0-19	D
Nāpili-Honokōwai	14	D	20-99	D
Pukalani	3	D	0-19	D
Wailea-Mākena	29	26,858	292	7,053
Wailuku	68	36,580	304	9,245
Balance of Maui County	58	D	250-499	D

D: Withheld to avoid disclosing data for individual companies.

SOURCE: U.S. BUREAU OF THE CENSUS, 2007 ECONOMIC CENSUS.

## 11.3.7

**SERVICE ESTABLISHMENTS WITH EMPLOYEES  
BY TYPE AND LOCATION, 2009**

Establishment Type		Location	Number	Location	Number	Location	Number
<b>Professional, Scientific, &amp; Tech Services</b>							
	Ha'ikū	24	Kula	23	Wailuku	132	
	Hāna	2	Lahaina	33	Ho'olehua	1	
	Kahului	42	Makawao	27	Kaunakakai	2	
	Kīhei	70	Pā'ia	11	Lāna'i City	1	
<b>Management of Companies</b>							
	Kahului	6	Lahaina	6			
	Kīhei	2	Makawao	1			
<b>Administrative &amp; Support</b>							
	Ha'ikū	19	Kula	7	Wailuku	55	
	Hāna	1	Lahaina	37	Kaunakakai	2	
	Kahului	48	Makawao	22	Lāna'i City	6	
	Kīhei	58	Pā'ia	4			
<b>Waster Management &amp; Remediation</b>							
	Ha'ikū	2	Kula	1	Ho'olehua	1	
	Kahului	3	Makawao	2	Maunaloa	2	
	Kīhei	1	Wailuku	3	Lāna'i City	1	
<b>Educational Services</b>							
	Ha'ikū	8	Kula	2	Wailuku	4	
	Hāna	1	Lahaina	10	Kaunakakai	1	
	Kahului	9	Makawao	9	Lāna'i City	1	
	Kīhei	14	Pā'ia	2			
<b>Ambulatory Health Care</b>							
	Ha'ikū	7	Kula	10	Wailuku	96	
	Hāna	6	Lahaina	22	Kaunakakai	9	
	Kahului	71	Makawao	24	Kualapu'u	1	
	Kīhei	34	Pā'ia	4	Lāna'i City	3	
<b>Hospitals</b>							
	Wailuku	1	Kaunakakai	1			
<b>Nursing &amp; Residential Care</b>							
	Kahului	4	Makawao	2	Kaunakakai	2	
	Kīhei	2	Wailuku	7	Lāna'i City	1	
	Lahaina	1					
<b>Social Assistance</b>							
	Hāna	2	Lahaina	6	Ho'olehua	2	
	Kahului	15	Makawao	4	Kaunakakai	7	
	Kīhei	10	Pā'ia	2	Kualapu'u	2	
	Kula	4	Wailuku	27	Lāna'i City	4	



### 11.3.7

CONTINUED

Establishment Type		Location	Number	Location	Number	Location	Number
<b>Performing Arts, Spectator Sports, &amp; Related</b>							
	Ha'ikū		8	Kula	4	Pā'ia	2
	Kahului		3	Lahaina	13	Wailuku	5
	Kīhei		7	Makawao	5		
<b>Museums, Historical Sites, &amp; Related</b>							
	Hāna		2	Lahaina	1	Wailuku	2
	Kahului		1	Makawao	1	Kualapu'u	1
	Kula		1				
<b>Amusement, Gambling, and Recreation</b>							
	Ha'ikū		3	Kula	2	Pā'ia	4
	Hāna		1	Lahaina	12	Wailuku	3
	Kahului		8	Makawao	4	Kaunakakai	1
	Kīhei		16				
<b>Accommodation</b>							
	Ha'ikū		3	Kula	2	Kaunakakai	3
	Hāna		1	Lahaina	43	Maunaloa	1
	Kahului		8	Makawao	1	Lāna'i City	5
	Kīhei		16	Wailuku	3		
<b>Food Service</b>							
	Ha'ikū		5	Kula	5	Wailuku	55
	Hāna		1	Lahaina	124	Kaunakakai	9
	Kahului		84	Makawao	17	Kualapu'u	1
	Kīhei		100	Pā'ia	14	Lāna'i City	6
<b>Repair &amp; Maintenance</b>							
	Ha'ikū		2	Kula	3	Wailuku	30
	Kahului		31	Lahaina	6	Ho'olehua	1
	Kīhei		6	Makawao	2		
<b>Personal &amp; Laundry Services</b>							
	Ha'ikū		2	Kula	3	Pā'ia	2
	Kahului		29	Lahaina	19	Wailuku	16
	Kīhei		17	Makawao	5	Kalaupapa	1
<b>Religious, Civic, &amp; Professional Orgs.</b>							
	Ha'ikū		6	Lahaina	74	Ho'olehua	2
	Hāna		2	Makawao	7	Kaunakakai	10
	Kahului		20	Pā'ia	4	Maunaloa	1
	Kīhei		90	Wailuku	66	Lāna'i City	2
	Kula		8				

SOURCE: U.S. DEPARTMENT OF COMMERCE, BUREAU OF THE CENSUS, *ZIP CODE BUSINESS PATTERNS 2009*.

## 11.3.8

**SALES BY BUSINESS ESTABLISHMENTS, FOR  
EMPLOYERS AND NONEMPLOYERS BY SECTOR,  
MAUI COUNTY**

NAICS	Industry	Employer Establishments	Sales (\$1,000)	NonEmployer Establishments	Sales (\$1,000)
----	<b>Total</b>	X	X	15,381	716,284
11	Forestry, fishing & hunting, and agricultural support services			258	6,605
21	Mining	X	X	4	1,110
22	Utilities	X	X	D	D
23	Construction	X	X	1,496	124,326
31-33	Manufacturing	X	X	322	18,175
42	Wholesale trade	139	575,929	362	20,873
44-45	Retail trade	853	2,474,819	1,119	71,257
48-49	Transportation & warehousing	X	X	336	15,856
51	Information	75	N	170	7,060
52	Finance & insurance (not published for counties)	X	X	330	17,589
53	Real estate & rental & leasing	319	594,115	1,819	125,355
54	Professional, scientific, & technical services	X	X	1,906	73,949
55	Management of companies & enterprises	X	X		
56	Adm. & support & waste mgmt. & remediation service	X	X	1,487	41,619
61	Educational services	X	X	266	6,386
62	Health care & social assistance	X	X	948	31,273
71	Arts, entertainment, & recreation	108	149,526	1,785	48,147
72	Accommodation & food services	526	2,452,167	259	20,257
81	Other services (except public administration)	X	X	2,507	86,056

D: Withheld to avoid disclosing data of individual companies.

N: Not available or not comparable.

X: Not published for counties.

SOURCE: U.S. CENSUS BUREAU, 2007 ECONOMIC CENSUS, 2007 ECONOMIC CENSUS OF ISLAND AREAS, AND 2007 NONEMPLOYER STATISTICS.

## **TABLES ADDED TO THE 2011 DATA BOOK**

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2.18 Enrollment Projections for University of Hawai'i Maui College

6.2.2 Traffic flows on Major Highways, Maui County

8.2.10 Foreclosure Filings by Judicial Circuit

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2.18 School-Bound Students by Type of School and Location, Maui County

6.2.2 Estimated Daytime Population and Employment-Residence Ratios, Maui CDP

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