
MAUI COUNTY DATA BOOK

2012

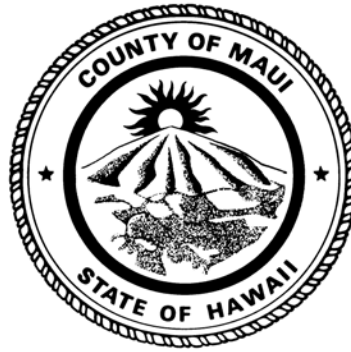
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COUNTY OF MAUI
OFFICE OF ECONOMIC DEVELOPMENT

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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 2012 edition of the Maui County Data Book.

The Maui County Data Book is the definitive statistical reference work on Maui Nui – Kaho`olawe, Lāna`i, Maui and Moloka`i. It contains tables and statistics covering a broad spectrum of demographics and economic activity. The findings presented in this book will help the reader in numerous ways: Look up a fact, compare statistics over time, prepare for a grant, back up a business plan, decide where to start a business and, with the addition of community input, gain a better understanding of what we as Mauians define as Maui Nui.

The valuable information contained in the 2012 Maui County Data Book is possible through the vital working partnership of the Hawai`i Small Business Development Center Network's Hawai`i Business Research Library in Kihei and the Maui County Office of Economic Development. Together they provide the most up to date data critical to informed decision making by both prospective and established businesses in our community.

As with earlier editions of the Maui County Data Book, the 2012 edition is available online at our Maui County Website at www.mauicounty.gov/oed/links and at the Hawai`i Business Research Library's Website www.hbri-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 that reads "Alan Arakawa". The signature is fluid and cursive.

Alan M. Arakawa
Mayor

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Copies of this book are available from the Hawai'i Business Research Library, 1300 N. Holopono 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.hbri-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/>.

ABOUT THIS BOOK

We hope you find the 2012 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.) 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).

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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Executive Summary

This section provides a narrative summary of the most frequently used data contained within the Maui County Data Book. There is much more data included in the following pages than is discussed here; see the Table of Contents or the Index for more information.

According to information from the decennial censuses, the resident population of Maui County increased 20.8% from 2000 to 2010—there were 128,241 residents in 2000 versus 154,924 residents in 2010. The only county that grew at a higher rate in the state was Hawai'i County, which grew 24.5% over the same period (page 11). According to Census population estimates during each year from 2000 to 2009, this increase largely comes from natural population increases—children being born in the county.

The ethnic makeup of Maui County has not changed significantly from the 2000 to the 2010 Census. One major change is that, for the first time, the 2010 Census allowed individuals to choose more than one race. This means that direct comparisons between the two data sets are not possible. For instance, the number of people on Maui Island reporting themselves to be Native Hawaiians or Pacific Islanders fell from 27,835 to 13,262; the comparable figures for Asian ethnicities declined from 55,656 to 41,460. Rather than reflecting a decline in these populations, however, this probably means that many individuals in this group actually belonged to more than one race in 2000, and were only able to reflect this fact in the 2010 Census. According to these figures, there are 31,530 people of two or more races on Maui (page 14).

University of Hawai'i Maui College has seen significant enrollment increase in the past few years, mostly due to an increase in part-time students. In 2011, 2,95 students enrolled at Maui College part-time, while in 2008 there were only 1,395 part-time students. Full-time enrollment, on the other hand, stayed mostly steady at 1,826 full-time students in 2011 versus 1,892 full-time students in 2008 (page 52).

Overall, the number of single family homes sold in Maui County has increased by 10% from 2010 to 2011. This translates to a 16% increase in the total dollar volume of home sales over the same period, while the average price of a home increased by 5%. (page 72).

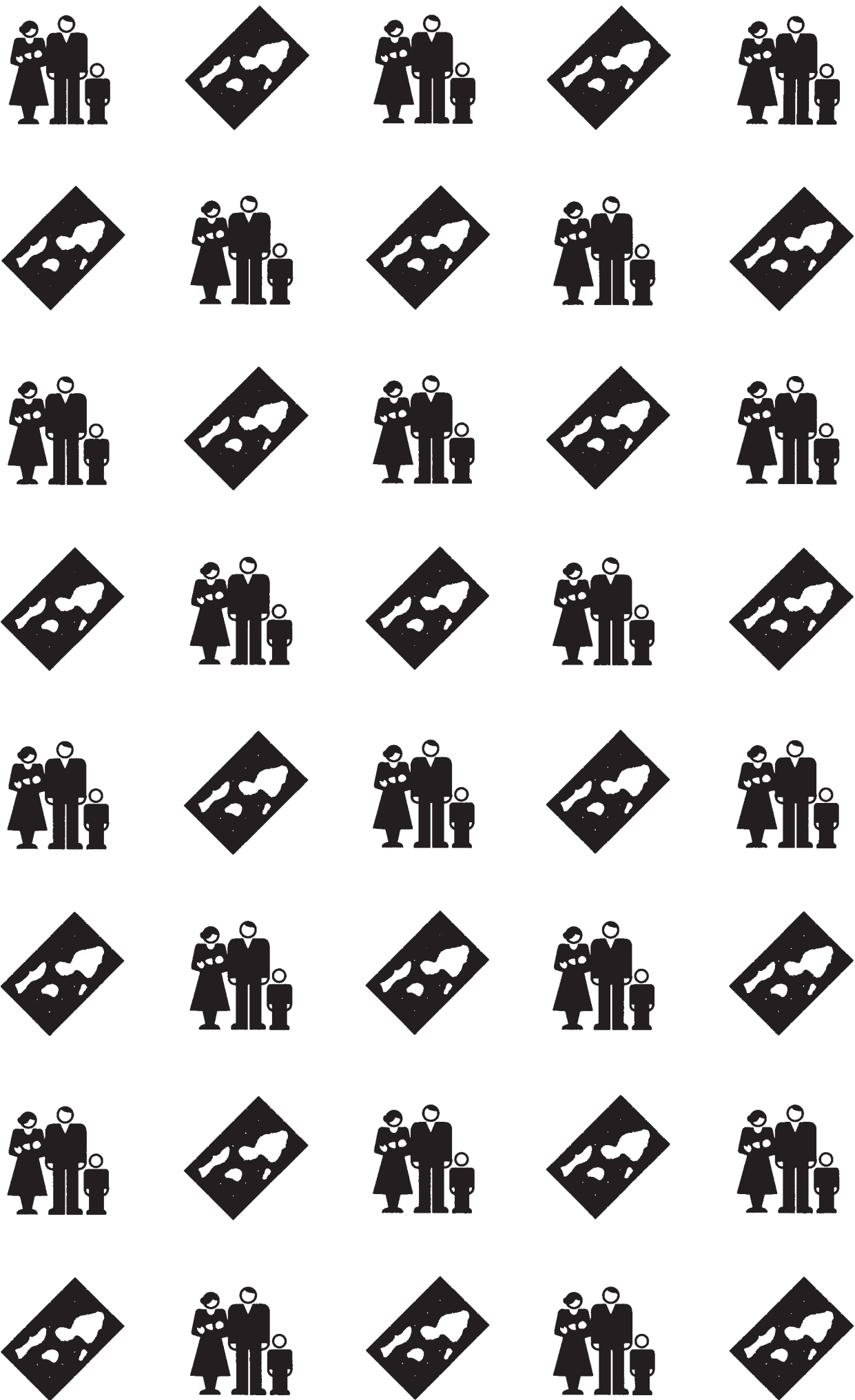
Condominium sales showed a very different pattern. Total sales volume decreased by 25%. This was driven by a decrease of 25% in the average price of condominium prices in the county (page 72).

Shipping traffic at Kahului Harbor has also declined. In 2010, the total weight of goods entering or leaving the harbor was 2,114,105 short tons, versus a high in 2007 of 5,629,882 short tons. This is especially problematic, as the amount of goods exported from Maui fell from 1,548,535 short tons to 776,379 short tons. This could be due to a change in the makeup of the county's exports, as different exports may simply weigh less, but examining breakdowns by commodity types reveals that same pattern of decline. (page 126).

The amount of electricity used by residential customers in Maui County has declined over the last five years. In 2007, the average household used 8,228 kilowatt hours of electricity, but by 2011 this has declined to an average of 7,345 kilowatt hour (page 133). Water consumption also declined over this period, from 13 million gallons in 2006 to 12 million gallons in 2011 (page 136).

Visitor industry figures in 2011 showed much improvement. The average daily visitor census for Maui County increased from 47,619 visitors per day to 49,481 visitors (page 180). Another important indicator of recovery in the visitor sector is hotel occupancies, which have been slowly rebounding. The average occupancy rate in The low was 62.1% in 2009, and by 2011 this had recovered to 70.1% occupancy.

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 resident 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 American Community Survey, also a product of the U.S. Census Bureau.

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	2006	2007	2008	2009	2010	2011	% Change 10/11	% Change 06/11
Resident Population ¹	Number	140,119	141,523	143,691	145,240	154,834	156,764	1.25	11.88
Civilian Labor Force	Mo. Avg.	76,600	78,000	78,200	76,000	74,900	83,667	11.70	9.23
Employment	Number	74,800	75,800	74,600	69,350	68,700	77,990	13.52	4.26
Unemployment	Mo. Avg.	1,800	2,200	3,600	6,650	6,250	5,687	-9.01	215.94
Unemployment rate	Mo. Avg.	2.4	2.8	4.6	8.7	8.3	6.8	-18.12	183.18
Total Job Count ²	Mo. Avg.	69,700	72,150	71,150	67,100	64,200	67,200	4.67	-3.59
Gross Business Receipts	Mil. \$	5,601.9	6,533.0	5,983.9	5,054.9	4,989.5	4,989.5	0.0	-10.93
State Tax Collections ³	Thous. \$	355,353	406,330	373,600	294,668	304,900	304,900	0.0	-14.20
County Tax Collections ⁴	Thous. \$	211,466	223,047	243,510	245,267	261,331	261,331	0.0	23.6
Estimated Domestic Visitors	Thous.	2,183	2,173	1,851	1,688	1,840	1,840	0.0	-15.7
Estimated International Visitors	Thous.	295	291	279	244	295	295	0.0	0.0
Hotel Inventory	Number	19,259	19,879	19,653	20,151	20,068	20,068	0.0	4.2
Hotel Occupancy	Percent	80.0	76.5	67.9	62.1	68.1	68.1	0.0	-14.9
Private Permits	Thous. \$	981,418	727,772	443,840	224,437	194,607	194,607	0.0	-80.2
Residential Permits	Thous. \$	362,279	302,401	276,188	103,630	81,594	81,594	0.0	-77.5
Non-Residential Permits	Thous. \$	117,570	127,728	66,171	54,809	75,325	75,325	0.0	-35.9
Additions & Alterations	Thous. \$	99,421	116,489	101,481	65,997	37,688	37,688	0.0	-62.1
Real Estate Resales	Number	1,088	1,138	907	693	814	814	0.0	-25.2
Single Family	Dollars	941,434	920,807	831,242	713,946	747,891	747,891	0.0	-20.6
Condominium	Number	1,210	1,179	788	824	1,147	1,147	0.0	-5.2
	Dollars	773,215	816,867	921,063	719,993	648,043	648,043	0.0	-16.2
Sugar Production, Raw Sugar 96'	Thous. \$	60,600	56,400	51,500	NA	NA	NA	NA	NA
Vegetable & Melon Sales	Thous. \$	11,053	6,545	6,630	NA	NA	NA	NA	NA
Floriculture Sales	Thous. \$	12,276	13,377	13,922	NA	NA	NA	NA	NA
Livestock & Aquaculture	Thous. \$	6,247	6,085	7,013	NA	NA	NA	NA	NA
Farm Labor & Proprietors' Income	Thous. \$	87,855	94,115	91,824	98,557	NA	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 HAWAI'I**

Category	Maui County	State of Hawai'i
Population, 2011	154,834	1,360,301
Population, 2011 estimate	156,674	1,374,810
Population, percent change, April 1, 2010 to July 1, 2011	1.20%	1.10%
Population, 2010	154,834	1,360,301
Persons under 5 years, percent, 2011	6.40%	6.40%
Persons under 18 years, percent, 2011	22.80%	22.20%
Persons 65 years and over, percent, 2011	13.30%	14.70%
Female persons, percent, 2011	49.90%	49.80%
White persons, percent, 2011 (a)	36.00%	26.00%
Black persons, percent, 2011 (a)	0.70%	2.00%
American Indian and Alaska Native persons, percent, 2011 (a)	0.50%	0.40%
Asian persons, percent, 2011 (a)	29.20%	38.50%
Native Hawaiian and Other Pacific Islander persons, %, 2011 (a)	10.50%	10.10%
Persons reporting two or more races, percent, 2011	23.00%	22.90%
Persons of Hispanic or Latino Origin, percent, 2011 (b)	10.40%	9.20%
White persons not Hispanic, percent, 2011	31.70%	22.90%
General		
Living in same house 1 year & over, %, 2007-2011	82.30%	84.90%
Foreign born persons, percent, 2007-2011	15.70%	17.80%
Language other than English at home, % age 5+, 2007-2011	19.30%	25.60%
High school graduate or higher, % of persons age 25+, 2007-2011	89.20%	90.10%
Bachelor's degree or higher, % of persons age 25+, 2007-2011	25.70%	29.50%
Veterans, 2007-2011	11,024	114,109
Mean travel time to work (minutes), workers age 16+, 2007-2011	21	25.9
Housing		
Housing units, 2011	71,222	522,305
Homeownership rate, 2007-2011	58.30%	58.70%
Housing units in multi-unit structures, percent, 2007-2011	38.50%	38.90%
Median value of owner-occupied housing units, 2007-2011	\$594,400	\$529,500
Households, 2007-2011	52,065	445,513
Persons per household, 2007-2011	2.9	2.93
Per capita money income in the past 12 months (2011 dollars), 2007-2011	\$29,654	\$29,203
Median household income, 2007-2011	\$64,583	\$67,116
Persons below poverty level, percent, 2007-2011	9.20%	10.20%

1.1.2

CONTINUED

Category	Maui County	State of Hawai'i
Business		
Private nonfarm establishments, 2010	4,332	31,939
Private nonfarm employment, 2010	57,370	478,838
Private nonfarm employment, percent change, 2000-2010	9.8	10.8
Nonemployer establishments, 2010	14,345	92,126
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, 2011	210	2,743
Geography		
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

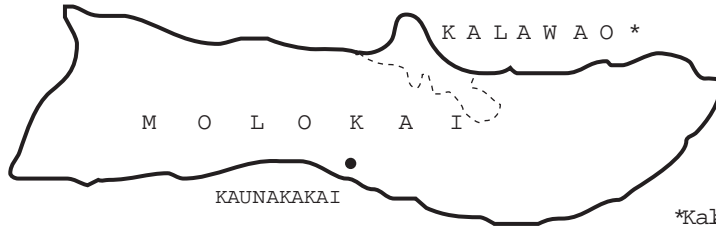
(a) Includes persons reporting only one race.

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

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

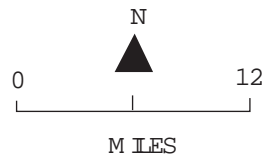
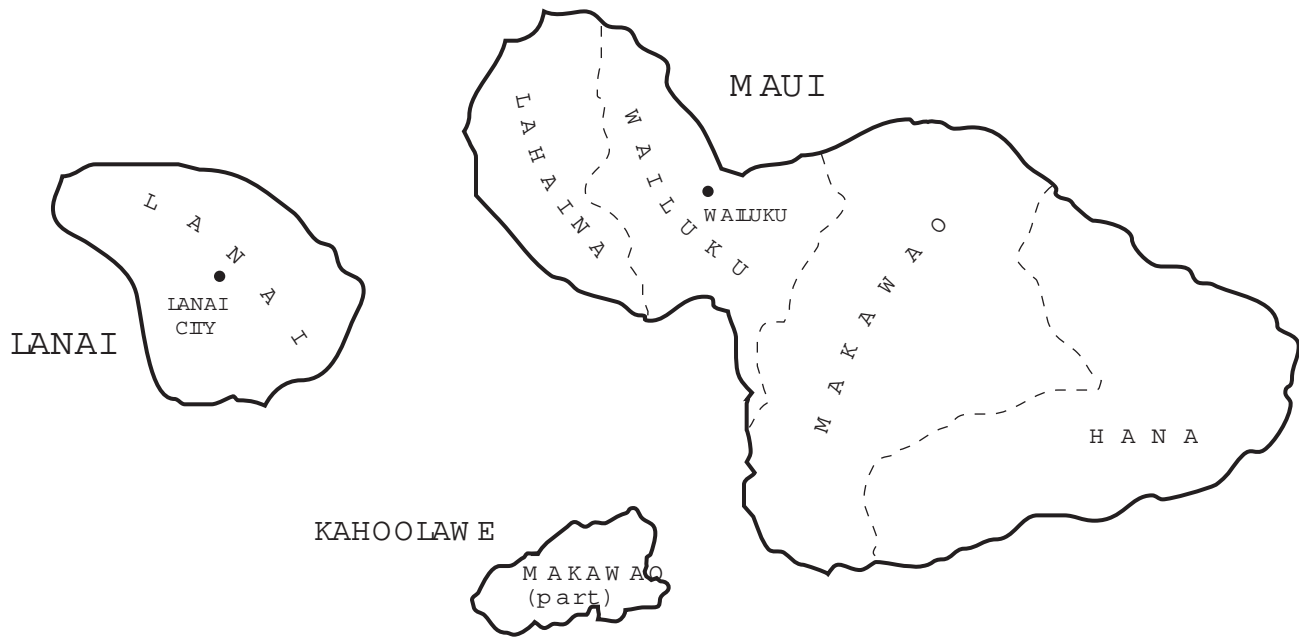
1.2.1

MAUI COUNTY AND DISTRICTS



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

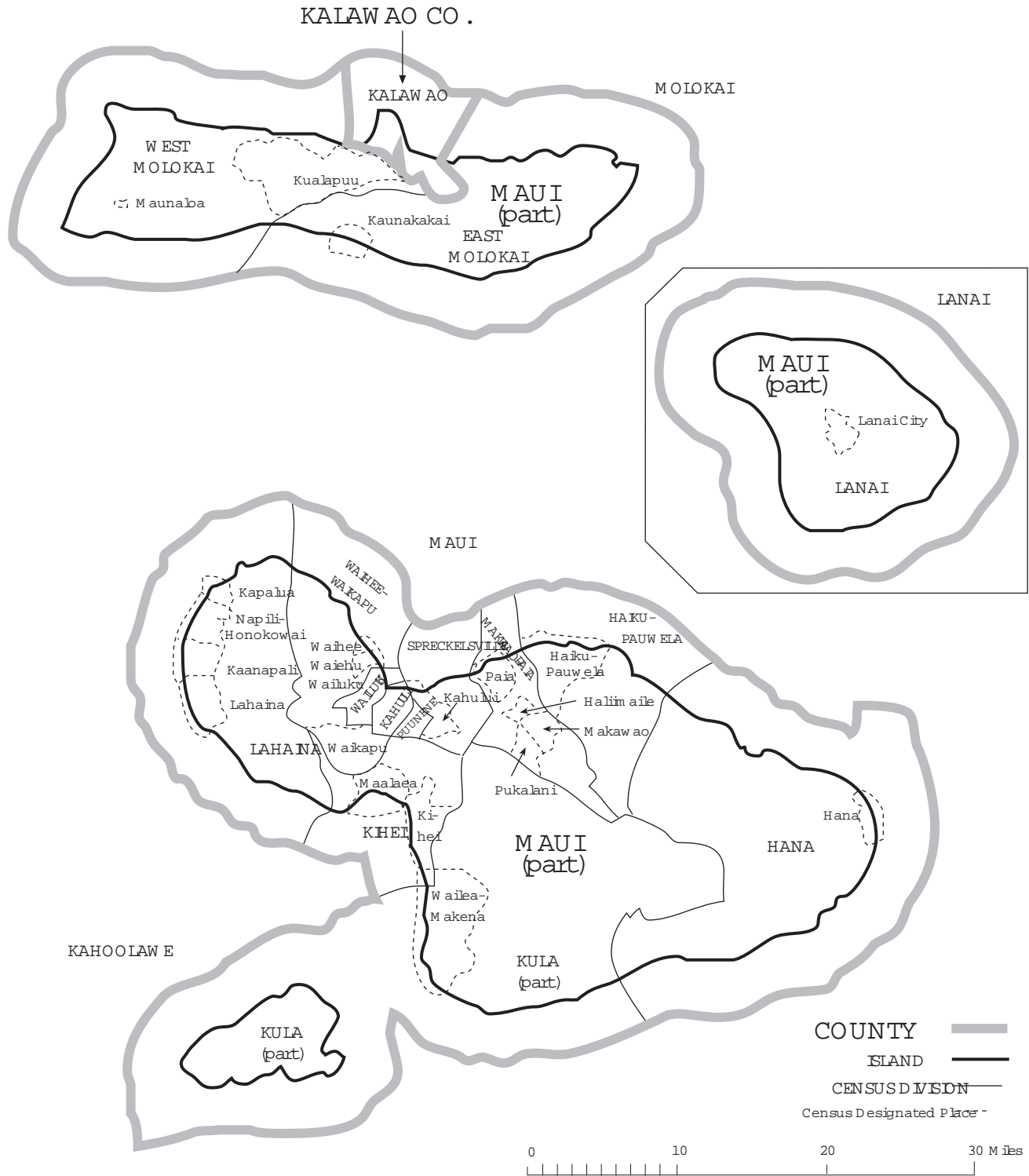
MOLOKAI



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

1.2.2

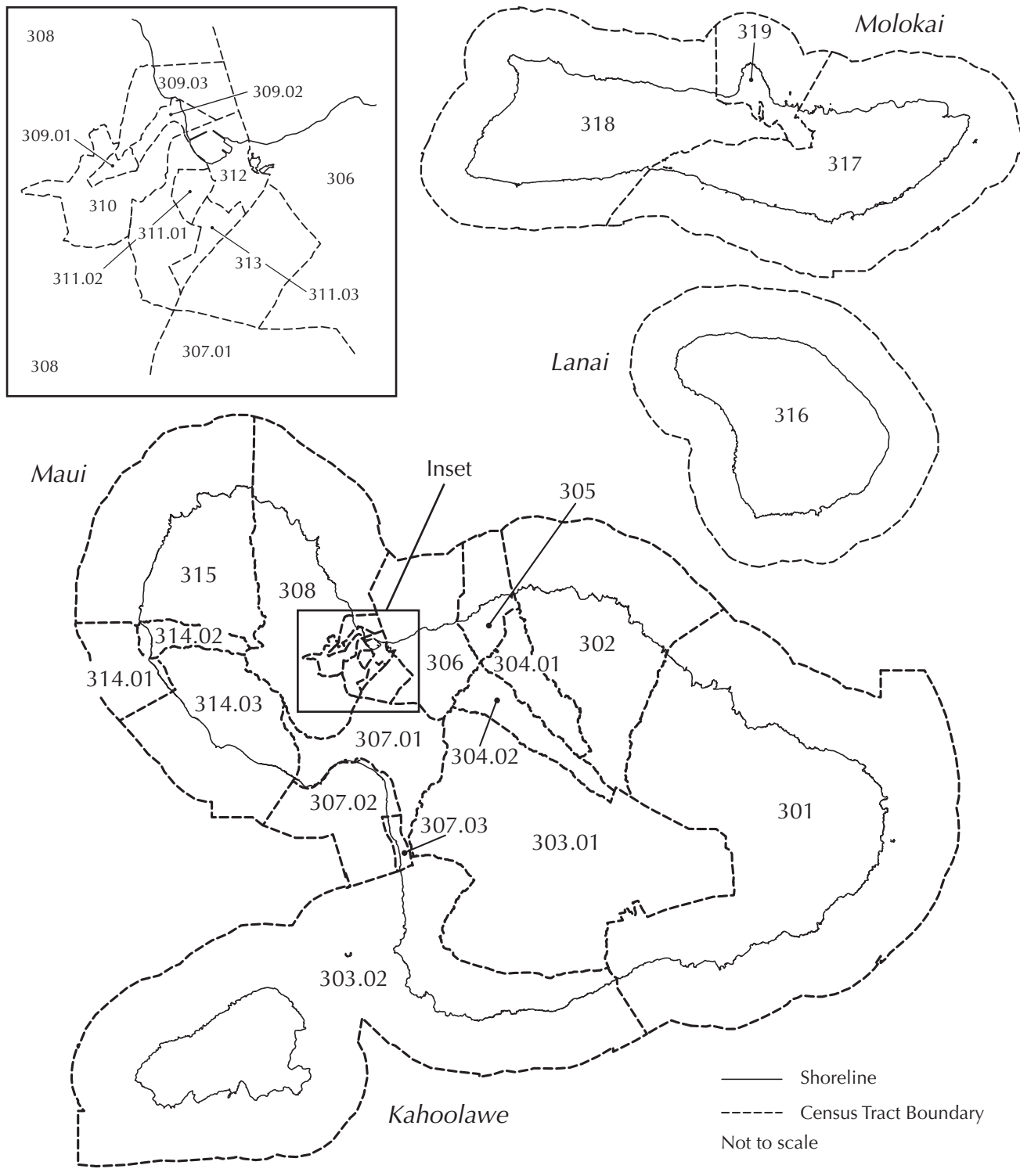
MAUI COUNTY SUBDIVISIONS AND PLACES



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 ¹	Honolulu County	Hawai'i County	Kaua'i County	State Total
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
July 1, 2011	156,764	963,607	186,738	67,701	1,374,810

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 County¹	City & County of Honolulu	Hawai'i County	Kaua'i County	State Total
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
July 1, 2011	198,605	997,781	205,375	85,010	1,486,771

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
State Total	1,108,229	1,211,537	1,360,301	9.3	12.3
Maui County	100,504	128,241	154,924	27.6	20.8
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
City and Co. of Honolulu	836,231	876,156	953,207	4.8	8.8
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
Hawaiʻi County	120,317	148,677	185,079	23.6	24.5
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
Kauaʻi County	51,177	58,463	67,091	14.2	14.8
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
Maui		144,444	771.99	187.1
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
Lāna'i		3,135	141.07	22.2
316.01	Lāna'i City	3,135	141.07	22.2
Moloka'i		7,345	260.46	28.2
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
Maui		144,444	50,215
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
Lāna'i		3,135	1,158
316.01	Lāna'i	3,135	1,158
Moloka'i		7,345	2,582
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)
Maui Island	139,528	48,971	800	561	41,460	13,262	2,944	31,530	14,540
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
Moloka'i	6,253	838	25	18	1,087	1,657	20	2,608	427
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
Lāna'i	3,131	459	5	2	1,742	205	5	713	254
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		
Maui Island											
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					Males per	
			18 to 24	25 to 44	45 to 64	65 and over	Median Age	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	
Moloka'i									
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	
Lāna'i									
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 2010 SUMMARY FILE 1: HAWAII (JULY 2010).

1.3.8

POPULATION BY RACE DETAIL, MAUI COUNTY

	Estimate	Percent
Total population	152,907	100%
One race	109,609	71.70%
Two or more races	43,298	28.30%
One race	109,609	71.70%
White	53,729	35.10%
Black or African American	848	0.60%
American Indian and Alaska Native	301	0.20%
Asian	38,900	25.40%
Asian Indian	82	0.10%
Chinese	1,566	1.00%
Filipino	22,153	14.50%
Japanese	11,108	7.30%
Korean	912	0.60%
Vietnamese	477	0.30%
Other Asian	2,602	1.70%
Native Hawaiian and Other Pacific Islander	14,476	9.50%
Native Hawaiian	10,860	7.10%
Guamanian or Chamorro	101	0.10%
Samoan	308	0.20%
Other Pacific Islander	3,207	2.10%
Some other race	1,355	0.90%
Hispanic or Latino (of any race)	15,400	10.10%
Mexican	5,505	3.60%
Puerto Rican	5,806	3.80%
Other Hispanic or Latino	4,089	2.70%
Two or more races	43,298	28.30%
White and Black or African American	479	0.30%
White and American Indian	1,317	0.90%
White and Asian	8,194	5.40%

SOURCE: U.S. CENSUS, 2008-2011 AMERICAN COMMUNITY SURVEY

1.3.9

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

Change	Births	Deaths	Natural Increase	Net International Migration	Net Domestic Migration	Numeric Population Change
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
7/1/2009 to 7/1/2010	NA	NA	NA	NA	NA	NA
7/1/2010 to 7/1/2011	2,037	989	1,048	433	164	1,639

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".

1.3.10

MARRIAGES BY RESIDENCY OF BRIDE AND GROOM MAUI COUNTY

Residency	2005	2006	2007	2008	2009	2010	2011
Both Bride and Groom are Residents	949	968	995	993	890	NA	NA
Only One is a Resident	48	48	57	61	63	NA	NA
Both Bride and Groom are Non-Residents	8,835	8,563	7,717	7,558	5,715	5,950	6,199
Total	9,832	9,579	8,769	8,612	6,668	6,908	7,088

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

	2007	2008	2009	2010	2011	2012
January	462	415	330	332	365	318
February	540	476	424	339	379	408
March	592	517	429	427	424	439
April	621	629	462	445	499	507
May	871	714	688	650	646	660
June	673	592	514	597	588	522
July	849	519	503	481	507	439
August	673	655	474	507	495	501
September	737	626	597	524	667	530
October	776	601	563	872	596	643
November	533	401	384	411	692	418
December	390	356	228	362	341	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

Zip Code	Location	2006	2007	2008	2009	2010	2011
Maui Island							
96708	Ha'ikū	139	127	120	140	121	126
96713	Hāna	33	35	26	43	32	22
96732	Kahului	343	412	417	411	383	351
96753	Kīhei	343	325	335	294	283	330
96761	Lahaina	288	329	311	333	288	302
96768	Makawao/Pukalani	239	233	243	216	208	199
96779	Pā'ia	37	40	33	37	42	45
96788	Pukalani	*	*	*	11	9	15
96790	Kula	74	91	79	75	95	81
96793	Wailuku	371	408	414	458	403	395
Lāna'i							
96763	Lāna'i City	41	46	50	43	31	32
Moloka'i							
96729	Ho'olehua	18	19	18	23	19	14
96748	Kaunakakai	64	63	71	70	67	66
96757	Kualapu'u	13	9	12	17	12	8
96770	Maunaloa	15	8	7	*	10	*
Unknown		9	8	10	*	*	7
Total		2,027	2,153	2,146	2,171	2,003	1,993

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
Births by Area of Residence						
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%
Ethnicity of Child						
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%
Ethnicity of Mother						
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, 2010-2040

"Age group (years)"	2010	2015	2020	2025	2030	2035	2040
0 - 4	9,989	11,320	12,156	13,010	13,891	14,871	15,858
5 - 9	9,845	10,382	11,714	12,551	13,405	14,285	15,266
10 - 14	9,842	10,178	10,716	12,048	12,884	13,739	14,619
15 - 19	9,430	10,311	10,648	11,187	12,519	13,356	14,210
20 - 24	8,394	10,480	11,362	11,700	12,240	13,571	14,408
25 - 29	10,199	9,409	11,490	12,374	12,714	13,254	14,584
30 - 34	10,460	10,804	10,021	12,098	12,982	13,323	13,864
35 - 39	10,297	10,929	11,275	10,500	12,572	13,456	13,799
40 - 44	11,098	10,675	11,309	11,662	10,896	12,960	13,844
45 - 49	11,826	11,396	10,986	11,628	11,986	11,234	13,285
50 - 54	12,324	12,000	11,589	11,200	11,844	12,208	11,473
55 - 59	11,635	12,395	12,098	11,720	11,352	12,001	12,373
60 - 64	9,893	11,581	12,342	12,092	11,747	11,405	12,058
65 - 69	6,830	9,640	11,281	12,044	11,838	11,532	11,223
70 - 74	4,414	6,479	9,123	10,694	11,446	11,293	11,037
75 - 79	3,260	4,062	5,960	8,399	9,881	10,616	10,522
80 - 84	2,772	2,749	3,458	5,103	7,222	8,556	9,257
85 +	2,706	3,216	3,487	4,187	5,888	8,548	11,181
Total	155,214	168,007	181,017	194,197	207,307	220,209	232,863
Share (%)	2010	2015	2020	2025	2030	2035	2040
0 - 4	6.4	6.7	6.7	6.7	6.7	6.8	6.8
5 - 9	6.3	6.2	6.5	6.5	6.5	6.5	6.6
10 - 14	6.3	6.1	5.9	6.2	6.2	6.2	6.3
15 - 19	6.1	6.1	5.9	5.8	6.0	6.1	6.1
20 - 24	5.4	6.2	6.3	6.0	5.9	6.2	6.2
25 - 29	6.6	5.6	6.3	6.4	6.1	6.0	6.3
30 - 34	6.7	6.4	5.5	6.2	6.3	6.1	6.0
35 - 39	6.6	6.5	6.2	5.4	6.1	6.1	5.9
40 - 44	7.2	6.4	6.2	6.0	5.3	5.9	5.9
45 - 49	7.6	6.8	6.1	6.0	5.8	5.1	5.7
50 - 54	7.9	7.1	6.4	5.8	5.7	5.5	4.9
55 - 59	7.5	7.4	6.7	6.0	5.5	5.4	5.3
60 - 64	6.4	6.9	6.8	6.2	5.7	5.2	5.2
65 - 69	4.4	5.7	6.2	6.2	5.7	5.2	4.8
70 - 74	2.8	3.9	5.0	5.5	5.5	5.1	4.7
75 - 79	2.1	2.4	3.3	4.3	4.8	4.8	4.5
80 - 84	1.8	1.6	1.9	2.6	3.5	3.9	4.0
85 +	1.7	1.9	1.9	2.2	2.8	3.9	4.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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 2040."

1.3.15

ECONOMIC PROJECTIONS, MAUI COUNTY 2010 TO 2040

	2010	2015	2020	2025	2030	2035	2040
Total personal income (mil. 2005 \$)	4,670	5,300	5,950	6,620	7,300	7,970	8,620
Per capita personal income (2005 \$)	30,087	31,546	32,870	34,089	35,213	36,193	37,018
Total civilian wage and salary jobs	94,360	102,520	110,890	119,160	127,730	136,390	145,310
Agriculture	3,290	3,350	3,400	3,440	3,480	3,500	3,520
Mining and construction	4,710	5,040	5,380	5,710	6,020	6,360	6,700
Food processing	670	690	710	730	750	760	780
Other manufacturing	960	1,040	1,110	1,180	1,260	1,320	1,390
Transportation	3,010	3,230	3,420	3,590	3,770	3,950	4,140
Information	1,000	1,050	1,170	1,280	1,410	1,540	1,670
Utilities	470	510	550	590	630	670	710
Wholesale trade	1,910	2,010	2,090	2,170	2,240	2,310	2,370
Retail trade	10,970	11,470	11,930	12,340	12,740	13,090	13,420
Finance and insurance	2,210	2,490	2,790	3,130	3,480	3,840	4,230
Real estate and rentals	5,450	5,720	5,990	6,230	6,470	6,700	6,930
Professional services	3,970	4,640	5,370	6,150	7,000	7,910	8,890
Business services	7,950	9,350	10,900	12,560	14,320	16,180	18,140
Educational services	1,540	1,810	2,090	2,390	2,700	3,020	3,350
Health services	6,520	7,580	8,720	9,930	11,190	12,470	13,790
Arts and entertainment	4,060	4,430	4,790	5,110	5,440	5,780	6,120
Hotels	10,610	11,130	11,530	11,810	12,100	12,400	12,710
Eating and drinking	8,160	8,930	9,660	10,320	10,990	11,640	12,280
Other services	6,000	6,630	7,280	7,930	8,590	9,250	9,920
Government	10,900	11,420	11,980	12,560	13,140	13,700	14,250
Visitor Arrivals (1,000)	2,123	2,410	2,540	2,660	2,780	2,910	3,050
Visitor Days (1,000)	17,293	19,290	20,290	21,240	22,230	23,280	24,370
Visitor Expenditures (mil. 2005\$)	2,478	3,004	3,187	3,339	3,499	3,665	3,840
Hotel Rooms	20,068	20,070	20,070	21,040	22,020	23,060	24,070
Hotel Occupancy Rate	68.1	76.4	80.2	80.3	80.3	80.3	80.3

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 2040"

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
Total Personal Income, (x\$1,000)					
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
2010	5,396,599	5,682,107	2,356,206	42,391,145	55,832,057
2011	5,686,143	5,928,662	2,472,457	44,926,809	59,014,071
Per Capita Income, in (\$)					
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
2010	34,789	30,651	35,054	44,365	40,952
2011	36,272	31,749	36,520	46,624	42,925

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

1.4.2

**EARNINGS BY DETAILED INDUSTRY
MAUI COUNTY, 2011**

In thousands of dollars

Earnings by Industry	2011	Earnings by Industry	2011
Personal income	5,686,143	Nondurable goods manufacturing	38,208
Population (persons)	156,764	Food manufacturing	29,222
Per capita personal income (dollars)	36,272	Beverage & tobacco product	2,603
Earnings by place of work	3,897,106	Textile mills	0
less: Contributions for social insurance	404,281	Textile product mills	470
Employee and self-employed social insurance	181,656	Apparel manufacturing	(D)
Employer contributions social insurance	222,625	Leather and allied product manufacturing	(L)
plus: Adjustment for residence	-21,560	Paper manufacturing	(L)
equals: Net earnings by place of residence	3,471,265	Printing and related support activities	2,425
plus: Dividends, interest, and rent	1,125,114	Petroleum and coal products manufacturing	0
plus: Personal current transfer receipts	1,089,764	Chemical manufacturing	(D)
Wage and salary disbursements	2,762,159	Plastics and rubber products manufacturing	(L)
Supplements to wages and salaries	649,110	Wholesale trade	86,599
Employer contributions for employee pension funds	426,485	Retail trade	338,008
Employer contributions for social insurance	222,625	Motor vehicle and parts dealers	(D)
Proprietors' income	485,837	Furniture and home furnishings stores	11,185
Farm proprietors' income	32,944	Electronics and appliance stores	4,590
Nonfarm proprietors' income	452,893	Building material and garden supply stores	(D)
Farm earnings	116,573	Food and beverage stores	71,049
Nonfarm earnings	3,780,533	Health and personal care stores	24,581
Private earnings	3,047,852	Gasoline stations	15,626
Forestry, fishing, and related activities	(D)	Clothing and clothing accessories stores	48,883
Forestry and logging	(D)	Sporting goods, hobby, book and music stores	14,301
Fishing, hunting, and trapping	(D)	General merchandise stores	50,692
Agriculture and forestry support activities	(D)	Miscellaneous store retailers	32,709
Mining	(D)	Nonstore retailers	6,567
Oil and gas extraction	439	Transportation and warehousing	142,497
Mining (except oil and gas)	(D)	Air transportation	26,077
Support activities for mining	0	Rail transportation	0
Utilities	52,493	Water transportation	(D)
Construction	310,791	Truck transportation	17,040
Construction of buildings	81,300	Transit & ground transportation	18,302
Heavy and civil engineering construction	45,205	Pipeline transportation	0
Specialty trade contractors	184,286	Scenic and sightseeing transportation	46,471
Manufacturing	54,448	Support activities for transportation	19,607
Durable goods manufacturing	16,240	Couriers and messengers	7,304
Wood product manufacturing	(D)	Warehousing and storage	(D)
Nonmetallic mineral product manufacturing	9,421	Information	39,423
Primary metal manufacturing	(L)	Publishing industries, except Internet	11,647
Fabricated metal product manufacturing	(D)	Motion picture & sound recording industries	(D)
Machinery manufacturing	(D)	Broadcasting, except Internet	7,433
Computer and electronic product manufacturing	(D)	Internet publishing and broadcasting	(NA)
Electrical equipment and appliance manufacturing	0	Telecommunications	18,162
Motor vehicles, bodies & trailers, parts manufacturing	0	ISPs, search portals, and data processing	(D)
Other transportation equipment manufacturing	(D)	Other information services	(D)
Furniture and related product manufacturing	(D)		
Miscellaneous manufacturing	3,494		

1.4.2

CONTINUED

Earnings by Industry	2011
Finance and insurance	59,497
Monetary authorities - central bank	0
Credit intermediation and related activities	34,170
Securities, commodity contracts, investments	(D)
Insurance carriers and related activities	(D)
Funds, trusts, and other financial vehicles	(D)
Real estate and rental and leasing	114,292
Real estate	79,673
Rental and leasing services	(D)
Lessors of nonfinancial intangible assets	(D)
Professional, scientific, and technical services	144,936
Management of companies and enterprises	20,451
Administrative and waste services	207,156
Administrative and support services	192,869
Waste management and remediation services	14,287
Educational services	47,218
Health care and social assistance	(D)
Ambulatory health care services	203,818
Hospitals	(D)
Nursing and residential care facilities	(D)
Social assistance	52,346
Arts, entertainment, and recreation	88,671
Performing arts and spectator sports	45,488
Museums, historical sites, zoos, and parks	4,975
Amusement, gambling, and recreation	38,208
Accommodation and food services	842,611
Accommodation	594,695
Food services and drinking places	247,916
Other services, except public administration	197,736
Repair and maintenance	44,565
Personal and laundry services	57,779
Membership associations and organizations	89,512
Private households	5,880
Government and government enterprises	732,681
Federal, civilian	80,541
Military	57,034
State and local	595,106
State government	396,304
Local government	198,802

(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 2012.

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
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	219.5041	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
2011	243.622	241.902	245.342	242.532	240.874	244.190

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 ¹	Honolulu Index ¹	Hawaii' Index ²	Kaua'i Index ¹	Expenditure Item	Maui Index ¹	Honolulu Index ¹	Hawaii' Index ²	Kaua'i Index ¹
Food	129.38	124.98	127.40³	123.69	Transportation	112.80	108.89	115.33	111.11
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	Medical	88.22	85.88	85.41	84.68
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
Shelter and Utilities	129.64	131.54	105.21³	119.96					
Shelter	97.73	115.89	69.00	89.51	Recreation	104.74	107.42	98.95	98.63
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
Household Furnishings & Supplies	102.45	103.09	98.74	100.28	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	Education and Communication	98.27	103.74	100.06	97.46
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
Apparel and Services	107.80	102.26	105.14	103.01					
Men and boys	111.16	100.69	113.64	112.41	Miscellaneous	101.72	101.45	100.45	100.66
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					
					Overall Price Index	116.62	116.37	104.71	111.14
					Plus Adjustment Factor	7.00	5.00	7.00	7.00
					Index Plus Adjustment Factor	123.62	121.37	111.71	118.14

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

Group	2007	2008	2009	2010	2011
All Items	219.504	228.861	230.048	234.869	243.622
Food and Beverages	204.943	216.625	224.317	224.774	232.656
Food	204.850	216.742	224.544	224.794	233.256
Food at home	211.000	228.319	234.220	232.694	243.147
Food away from home	195.071	202.257	210.826	213.582	219.140
Alcoholic Beverages	204.337	213.936	219.970	223.755	222.459
Housing	238.428	248.700	249.735	251.968	260.606
Shelter	260.518	266.411	272.988	272.182	277.348
Rent of Primary Residence	247.386	256.216	264.375	265.333	271.986
Owners' equivalent rent	267.859	274.756	282.507	282.422	287.113
Fuels and Utilities	214.040	283.911	240.284	280.202	335.109
Household energy	192.529	267.903	204.339	240.938	305.047
Gas (piped) and electricity	190.190	264.567	200.994	237.451	300.711
Electricity	185.965	259.990	196.257	232.605	295.459
Piped gas service	224.454	284.130	241.959	277.267	336.101
Household Furnishings & operations	165.368	164.958	164.336	157.188	153.134
Apparel	104.145	105.277	112.811	116.423	118.394
Transportation	205.027	213.998	200.296	214.411	229.223
Private Transportation	202.805	209.161	196.370	211.530	227.249
Motor Fuel	243.860	284.948	222.322	263.334	311.585
Gasoline (All types)	250.606	292.545	228.060	270.775	320.614
Gasoline, unleaded regular	264.578	310.952	240.837	287.744	340.371
Gasoline, unleaded midgrade ¹	195.918	231.559	179.009	212.918	249.720
Gasoline, unleaded premium	223.726	256.120	202.844	237.763	283.383

1.4.5

CONTINUED

Group	2007	2008	2009	2010	2011
Medical Care		317.955	321.599	320.153	324.180
Recreation²	102.572	105.290	105.239	107.484	110.473
Education and Communication²	113.967	117.118	122.843	128.483	132.248
Other goods and services	347.499	365.441	395.186	415.526	433.536
Special Aggregate Indexes					
All items less shelter	201.523	212.804	211.498	218.944	229.363
All items less medical care	214.992	224.234	225.324	230.394	239.355
All items less energy	221.339	227.534	233.154	235.509	241.020
All items less food and energy	225.932	230.999	236.209	239.010	243.891
Commodities	174.478	181.113	181.015	185.266	192.510
Commodities less food	155.028	159.042	155.374	161.351	167.835
Nondurables	193.935	205.297	204.923	210.505	221.716
Nondurables less food	181.620	192.548	184.589	195.311	209.303
Nondurables less food and beverage	180.082	191.108	182.226	193.408	208.464
Services	258.946	270.734	273.114	278.394	288.467
Services less rent of shelter ³	253.668	275.405	271.298	285.581	302.484
Services less medical care	254.878	266.102	268.028	273.790	284.353
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
Maui County Total	747	236,900	13,351	17.74	64.90

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 ¹ age 65+	Beds/1,000 persons age 65+
Type I (up to 5 beds)				
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
State Total	481	2254	195,112	11.55
Type II (more than 5 beds)				
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
State Total	26	417	195,112	2.14

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	77	63	91	89	1,152
Molokai	1	2	3	4	16
Lanai	0	1	0	1	6
Oahu	295	188	525	829	3,082
Hawaii	102	52	60	104	841
Kauai	34	20	31	38	461
State Subtotal	509	326	710	1,065	5,558
Mainland	170	138	265	417	675
Foreign/Other	5	8	3	20	90
Total	684	472	978	1,502	6,323

	Certified Physician's Assistant	Emergency Medical Tech. Basic	Emergency Medical Tech. Paramedic	Physician or Surgeon ¹	Osteopathic Physician and Surgeon
Maui	23	63	42	358	22
Molokai	0	0	4	10	1
Lanai	0	0	0	3	1
Oahu	131	287	277	3,298	164
Hawaii	11	245	91	415	35
Kauai	8	34	22	173	13
State Subtotal	173	629	436	4,257	236
Mainland	41	11	27	3,722	405
Foreign/Other	1	0	0	61	1
Total	215	640	463	8,040	642

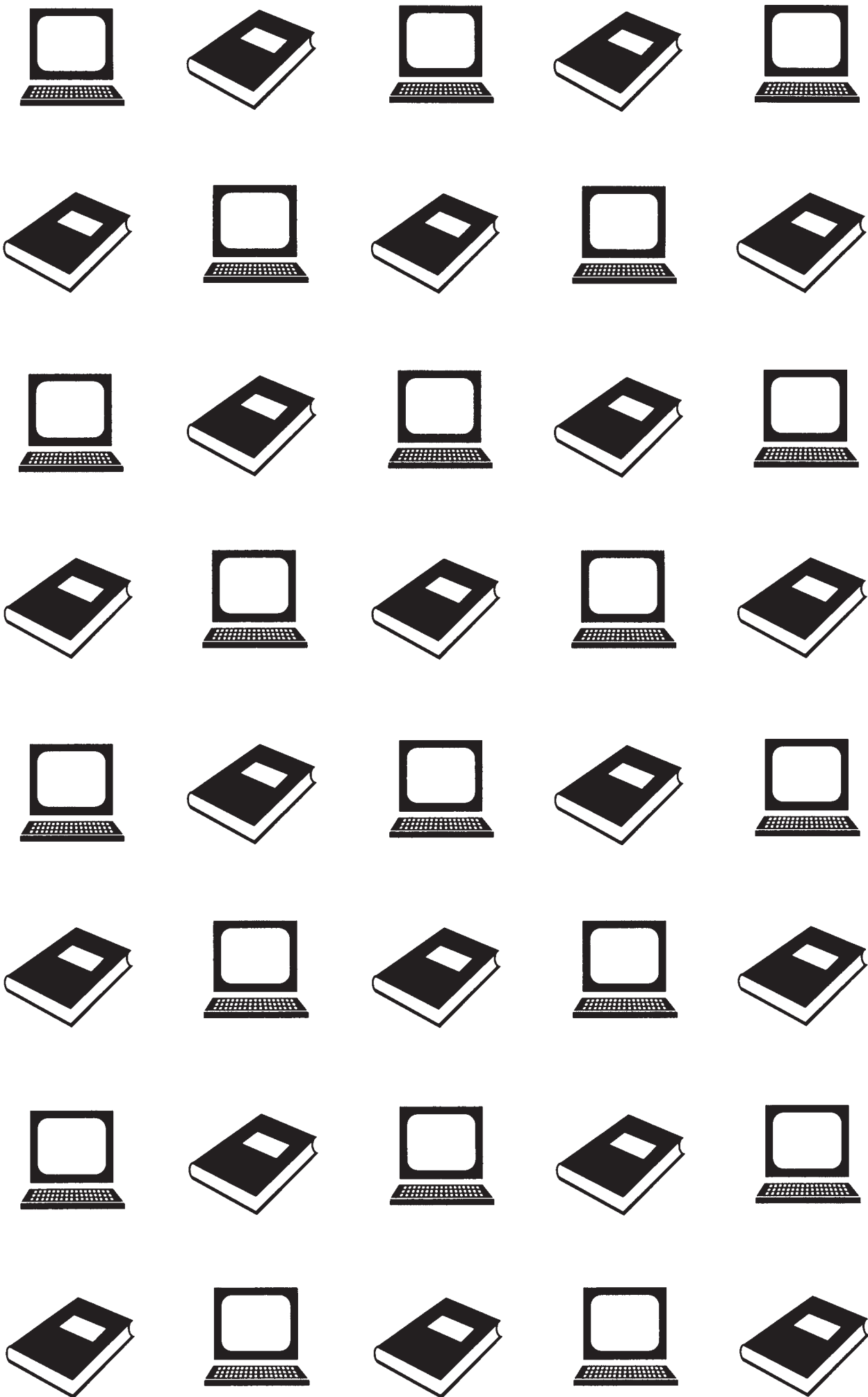
	Licensed Practical Nurse	Registered Nurse	Advanced Practice Registered Nurse	Occupational Therapist	Physical Therapist
Maui	386	1,319	49	33	108
Molokai	9	31	4	1	3
Lanai	2	16	1	0	0
Oahu	1,297	10,293	594	266	573
Hawaii	372	1,653	90	49	110
Kauai	173	658	32	15	46
State Subtotal	2,239	13,970	770	364	840
Mainland	342	6,248	256	269	508
Foreign/Other	5	111	2	6	13
Total	2,586	20,329	1,028	639	1,361

	Naturopath	Optometrist	Pharmacist	Podiatrist	Psychologist
Maui	12	23	110	3	44
Molokai	0	0	3	0	2
Lanai	0	0	0	0	1
Oahu	33	209	919	25	520
Hawaii	22	23	154	5	78
Kauai	8	12	63	1	33
State Subtotal	75	267	1,249	34	678
Mainland	30	128	918	44	232
Foreign/Other	1	2	5	1	4
Total	106	397	2,172	79	914

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 17, 2012

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 UH Center, Maui.

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	
Hāna High and Elementary	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	ʻĪao 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
Montessori Hale O Keiki	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
Sacred Hearts Elementary	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	LĀNA'I	
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	MOLOKA'I	
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

BUDGET ALLOCATIONS FOR PUBLIC SCHOOL IN MAUI COUNTY

School	2009-2010	2010-2011	2011-2012	2012-2013
Elementary Schools				
Ha'ikū	370,069	345,899	231,181	419,803
Kahului	1,110,995	926,286	924,216	977,620
Kamali'i	372,885	331,469	313,143	465,065
Kamehameha III	472,393	631,432	482,360	629,885
Kaunakakai	609,555	747,905	179,402	183,755
Kīhei	838,806	740,013	680,026	717,499
Kilohana	173,498	125,363	134,971	129,941
Kula	114,781	236,731	135,541	153,111
Lihikai	664,001	969,785	677,763	703,120
Makawao	495,746	399,518	378,135	426,700
Maunaloa	77,863	105,960	41,449	124,063
Nahī'ena'ena	280,123	457,790	454,066	712,784
Pā'ia	261,252	419,186	301,433	334,477
Pomaika'i	226,519	399,992	376,715	363,574
Pukalani	491,264	512,475	289,680	311,162
Waihe'e	522,013	811,506	444,845	465,290
Wailuku	251,343	696,524	613,275	698,701
Intermediate Schools				
Ī'ao	698,354	677,594	477,776	407,499
Kalama	565,476	532,220	338,326	230,959
Lahaina	239,404	327,425	303,743	232,690
Lokelani	93,851	222,538	345,025	176,405
Maui Waena	648,103	877,512	780,741	896,437
Moloka'i	326,047	324,280	310,823	452,863
High Schools				
Baldwin	999,800	1,602,302	949,737	919,729
King Kekaulike	819,622	953,467	624,809	551,264
Lahainaluna	460,464	612,784	663,786	779,853
Maui	1,344,054	1,338,849	1,151,023	1,101,111
Moloka'i	421,208	421,404	169,970	147,893
Multi-Level Schools				
Hāna High & Elem.	346,859	376,528	368,008	269,191
Lāna'i High & Elem.	311,076	522,029	184,539	191,501
Total	14,607,424	17,646,766	13,326,507	14,173,945

Allocations do not include salaries

SOURCE: HAWAII'S STATE DEPARTMENT OF EDUCATION, RECORDS.

2.3

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

School	2008	2009	2010	2011	2012
Elementary Schools					
Ha'ikū	442	421	440	448	487
Kahului	920	956	965	986	1024
Kamali'i	653	660	634	638	620
Kamehameha III	689	713	733	760	800
Kaunakakai	225	229	240	247	256
Kīhei	828	870	868	920	969
Kilohana	101	105	88	67	75
Kualapu'u Charter School	379	364	379	380	359
Kula	407	392	415	357	378
Lihikai	990	970	1003	971	982
Makawao	491	471	461	500	529
Maunaloa	54	61	69	68	87
Nahi'ena'ena	643	610	607	643	704
Pā'ia	211	227	242	297	310
Pomaika'i	456	542	588	655	675
Pukalani	484	508	513	496	500
Waihe'e	807	764	746	769	816
Wailuku	849	850	871	920	960
Intermediate Schools					
Īao	861	868	884	876	841
Kalama	847	850	843	829	804
Lahaina	683	693	653	651	617
Lokelani	600	569	565	597	573
Maui Waena	1056	1054	1068	1084	1112
Moloka'i	151	171	165	179	209
High Schools					
Baldwin	1523	1546	1592	1612	1598
Kīhei Charter School	365	436	507	509	503
King Kekaulike	1331	1254	1147	1116	1066
Lahainaluna	977	969	1027	1057	1063
Maui	1765	1815	1771	1826	1870
Moloka'i	360	334	343	326	318
Multi-Level Schools					
Hāna High & Elem.	334	337	340	341	346
Lāna'i High & Elem.	559	542	549	543	530

SOURCE: HAWAII STATE DEPARTMENT OF EDUCATION, RECORDS.

2.4

**STUDENT PROFILES,
MAUI COUNTY PUBLIC SCHOOLS,
YEAR 2010-11**

School	Fall Enrollment	Students Enrolled for the Entire Year	Receiving Free or Reduced Cost Lunch	Students in Special Education	Students with Limited English Proficiency
Elementary Schools					
Haiku	440	88.0%	52.7%	9.5%	3.9%
Kahului	965	95.2%	62.7%	6.4%	31.1%
Kamali'i	634	91.5%	32.3%	6.5%	7.6%
Kamehameha III	733	95.2%	61.0%	7.1%	26.3%
Kaunakakai	240	92.1%	62.5%	13.8%	5.0%
Kīhei	868	91.8%	62.4%	5.6%	25.0%
Kilohana	88	81.8%	81.8%	13.6%	0.0%
Kualapu'u Charter School	379	95.8%	78.1%	6.1%	4.5%
Kula	415	89.9%	42.4%	7.2%	0.2%
Lihikai	1003	93.4%	62.5%	5.8%	28.9%
Makawao	461	94.4%	59.7%	7.4%	4.6%
Maunaloa	69	88.4%	84.1%	10.1%	0.0%
Nahi'ena'ena	607	95.9%	47.6%	7.7%	34.3%
Pā'ia	242	92.6%	57.0%	3.3%	2.9%
Pomaika'i	588	96.4%	24.1%	6.6%	5.3%
Pukalani	513	94.2%	54.6%	8.0%	1.6%
Waihe'e	746	95.8%	50.9%	7.9%	7.9%
Wailuku	871	93.7%	53.5%	6.5%	14.8%
Intermediate Schools					
884	96.7%	42.3%	9.2%	7.9%	7.6%
843	94.4%	49.5%	13.5%	3.0%	2.8%
653	95.6%	49.6%	14.9%	13.9%	11.7%
565	92.6%	47.8%	7.3%	16.3%	12.8%
1068	97.4%	51.0%	10.3%	18.4%	17.0%
165	92.7%	75.2%	12.1%	2.4%	4.7%
High Schools					
Baldwin	1592	96.2%	35.7%	8.8%	5.2%
King Kekaulike	1147	91.8%	41.0%	16.8%	1.5%
Lahainaluna	1027	94.1%	30.9%	11.1%	10.8%
Maui	1771	94.6%	36.5%	11.5%	13.4%
Moloka'i	343	90.7%	70.3%	18.7%	6.4%
Multi-Level Schools					
Hāna High & Elem.	340	93.8%	74.1%	12.1%	0.0%
Lāna'i High & Elem.	549	96.9%	39.0%	17.1%	18.6%

SOURCE: HAWAII STATE DEPARTMENT OF EDUCATION, ACCOUNTABILITY RESOURCE CENTER (ARCH), SCHOOL STATUS AND IMPROVEMENT REPORTS, SCHOOL YEAR 2010-2011.

2.5

ETHNIC PROFILES, MAUI COUNTY PUBLIC SCHOOLS, SCHOOL YEAR 2010-2011

School	Chinese	Filipino	Hawaiian	Japanese	Portuguese	Hispanic	White	Other ¹
Elementary Schools								
Ha'ikū	1.4%	5.3%	25.8%	3.9%	2.1%	3.2%	47.5%	10.9%
Kahului	1.3%	52.1%	22.3%	5.0%	1.4%	2.5%	1.8%	13.6%
Kamali'i	1.4%	8.8%	13.5%	3.5%	0.6%	7.4%	54.7%	10.1%
Kamehameha III	1.8%	17.7%	18.3%	4.2%	0.5%	17.7%	25.8%	14.0%
Kaunakakai	0.0%	17.1%	72.0%	2.4%	0.0%	0.0%	6.9%	1.6%
Kīhei	0.6%	27.1%	20.2%	1.7%	0.2%	10.6%	17.9%	21.7%
Kilohana	0.0%	1.3%	92.1%	0.0%	0.0%	1.3%	2.6%	2.7%
Kualapu'u Charter	0.0%	8.1%	88.9%	0.3%	0.0%	0.3%	1.8%	0.6%
Kula	2.3%	3.8%	36.7%	4.0%	5.3%	4.0%	39.9%	4.0%
Lihikai	1.7%	43.7%	25.3%	4.5%	0.9%	4.0%	2.8%	17.1%
Makawao	2.1%	11.5%	45.2%	4.9%	6.6%	5.4%	17.5%	6.8%
Maunaloa	0.0%	9.7%	79.2%	0.0%	0.0%	0.0%	4.2%	6.9%
Nahi'ena'ena	1.1%	46.2%	22.3%	1.9%	0.0%	12.2%	4.9%	11.4%
Pā'ia	0.8%	8.8%	69.1%	2.0%	1.2%	0.4%	8.8%	8.9%
Pomaika'i	2.7%	30.4%	22.0%	16.1%	2.2%	4.7%	17.8%	4.1%
Pukalani	0.8%	14.0%	40.3%	10.2%	5.9%	5.7%	13.8%	9.3%
Waihe'e	2.0%	26.0%	53.8%	4.7%	1.3%	1.6%	5.1%	5.5%
Wailuku	2.6%	18.9%	34.7%	13.1%	3.0%	3.5%	7.4%	16.8%
Intermediate Schools								
Īao	2.6%	20.8%	37.2%	11.9%	1.8%	3.3%	11.3%	11.1%
Kalama	1.1%	11.0%	38.7%	6.2%	6.7%	3.4%	24.5%	8.4%
Lahaina	0.8%	33.8%	18.8%	3.9%	0.8%	17.4%	15.0%	9.5%
Lokelani	0.8%	33.5%	15.4%	2.7%	0.5%	9.5%	26.6%	11.0%
Maui Waena	0.5%	49.4%	22.7%	6.8%	1.3%	4.1%	4.4%	10.8%
Moloka'i	0.0%	12.7%	81.0%	1.9%	0.0%	0.0%	1.9%	2.5%
High Schools								
Baldwin	1.4%	22.1%	30.6%	14.2%	2.6%	2.9%	12.7%	13.5%
King Kekaulike	1.5%	10.5%	31.6%	8.5%	6.8%	3.7%	29.0%	8.4%
Lahainaluna	0.2%	32.7%	20.6%	3.1%	1.2%	10.4%	19.1%	12.7%
Maui	0.7%	50.6%	15.2%	5.0%	1.0%	4.6%	10.7%	12.2%
Moloka'i	0.3%	14.1%	75.2%	1.8%	0.6%	0.3%	6.1%	1.6%
Multi-Level Schools								
Hāna High & Elem.	0.3%	0.8%	82.6%	1.1%	0.8%	1.1%	8.7%	4.6%
Lāna'i High & Elem.	0.7%	58.8%	21.0%	2.5%	0.9%	1.2%	7.6%	7.3%

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 2010-2011.

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	% 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 2010-2011

School	Total Completers ¹	Diploma Graduates	Certificate of Completion	Individual Program	School Dropouts ²
High Schools					
Baldwin	97.4%	95.6%	0.0%	1.8%	12.4%
King Kekaulike	96.1%	95.0%	0.0%	1.2%	20.8%
Lahainaluna	95.4%	94.9%	0.0%	0.4%	13.3%
Maui	98.9%	97.5%	0.0%	1.4%	19.5%
Moloka'i	94.6%	94.6%	0.0%	0.0%	18.0%
Multi-Level Schools					
Hāna High & Elem.	100.0%	94.7%	0.0%	5.3%	13.0%
Lāna'i High and Elem.	98.1%	92.3%	0.0%	5.8%	4.1%

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 2010-2011

2.9

TEACHING STAFF PROFILES, MAUI COUNTY PUBLIC SCHOOLS, SCHOOL YEAR 2010-2011

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
Elementary Schools						
Ha'ikū	30	18	8	12.9	17.3	7.0
Kahului	57	25	14	12.2	18.4	7.8
Kamali'i	38	23	11	13.1	18.0	8.2
Kamehameha III	46	27	18	10.5	17.0	8.7
Kaunakakai	18	11	5	11.2	15.9	6.6
Kīhei	58	32	18	10.6	16.1	7.0
Kilohana	8	3	2	11.4	10.9	12.0
Kualapu'u Charter	33	18	13	10.5	11.5	11.5
Kula	25	17	5	17.7	17.4	10.0
Lihikai	57	38	15	15.2	19.7	6.4
Makawao	32	19	9	15.0	16.4	5.7
Maunaloa	5	2	1	10.8	15.5	7.0
Nahi'ena'ena	41	23	13	10.4	17.5	5.5
Pā'ia	17	8	3	14.0	16.7	4.0
Pomaika'i	38	0	14	10.5	17.7	6.5
Pukalani	34	14	10	12.6	18.2	5.1
Waihe'e	42	29	9	16.4	19.9	8.4
Wailuku	54	35	17	13.8	18.5	5.7
Intermediate Schools						
Īao	49	28	19	10.9	19.6	10.1
Kalama	54	34	27	15.5	17.8	8.8
Lahaina	41	23	19	10.3	16.8	12.1
Lokelani	38	30	13	12.4	15.4	10.3
Maui Waena	63	42	18	13.4	18.1	11.0
Moloka'i	12	7	2	16.1	14.5	10.0
High Schools						
Baldwin	87	64	32	15.0	20.7	8.2
King Kekaulike	76	46	41	10.5	16.7	10.2
Lahainaluna	60	41	20	11.0	18.6	10.4
Maui	112	69	49	12.9	17.8	8.5
Moloka'i	29	20	7	12.0	13.0	9.1
Multi-Level Schools						
Hāna High & Elem.	27	18	9	10.5	13.6	8.2
Lāna'i High & Elem.	45	21	15	10.4	13.8	8.5

SOURCE: HAWAII STATE DEPARTMENT OF EDUCATION, ACCOUNTABILITY RESOURCE CENTER (ARCH), SCHOOL STATUS AND IMPROVEMENT REPORTS, SCHOOL YEAR 2010-2011.

2.10

**SUBJECT PROFICIENCIES, MAUI COUNTY SCHOOLS,
SCHOOLS YEAR 2010-2011**

School	Grade	% Proficient Reading	% Proficient Math	% Proficient Science
Elementary Schools				
Ha'ikū	4	81%	63%	59%
Kahului	4	66%	61%	23%
Kamali'i	4	77%	66%	26%
Kamehameha III	4	71%	56%	60%
Kaunakakai	4	58%	52%	64%
Kīhei	4	64%	66%	40%
Kilohana	4	80%	40%	30%
Kualapu'u Charter School	4	58%	53%	14%
Kula	4	78%	63%	61%
Lihikai	4	57%	55%	36%
Makawao	4	68%	72%	49%
Maunaloa	4	56%	78%	44%
Nahi'ena'ena	4	53%	50%	20%
Pā'ia	4	81%	67%	14%
Pomaika'i	4	66%	60%	17%
Pukalani	4	76%	76%	39%
Waihe'e	4	66%	64%	37%
Wailuku	4	61%	61%	28%
State Average	4	66%	61%	43%
Intermediate Schools				
Īao	8	65%	42%	21%
Kalama	8	71%	49%	23%
Lahaina	8	56%	46%	17%
Lokelani	8	66%	61%	20%
Maui Waena	8	57%	54%	16%
Moloka'i	8	39%	36%	14%
State Average	8	67%	53%	26%
High Schools				
Baldwin	10	67%	38%	21%
King Kekaulike	10	71%	37%	33%
Lahainaluna	10	52%	25%	15%
Maui	10	59%	30%	23%
Moloka'i	10	39%	9%	6%
Multi-Level Schools				
Hāna High & Elem.	10	82%	39%	5%
Lāna'i High & Elem.	10	65%	18%	20%
State Average	10	66%	39%	22%

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 2010-2011.

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'ula 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**

School	Tuition Fees \$
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

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	16	13	6					123
Christ the King	64	12	9	12	10	6									113
Clearview Christian Girl's School								2	5	4	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	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	2	5	1	5	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	82	76	80	74	445
St. Anthony Grade School	23	15	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**

	2009	2010	2011
Library Locations, June 30	8	8	8
Personnel, June 30	43	42	42
Circulation, year ending June 30	734,002	679,233	649,392
Collections, June 30			
Books	398,980	406,119	392,661
Periodical Subscriptions	880	629	778
DVDs and Videotapes	20,782	22,050	21,818
Sound Recordings	20,670	14,588	19,993
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 ¹	Circulation, year ended June 30 ²
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 EARNED AT UNIVERSITY OF HAWAI'I
MAUI COLLEGE BY STUDENT CHARACTERISTIC**

	Total	Certificate of Achievement	Associate's Degree	Bachelor's Degree
Male	168	48	116	4
Female	392	126	263	3
Ethnicity				
Asian	161	57	103	1
Chinese	2	0	2	0
Filipino	105	41	64	0
Asian Indian	3	1	2	0
Japanese	21	6	15	0
Korean	3	2	1	0
Mixed Asian	21	5	15	1
Vietnamese	4	1	3	0
Other Asian	2	1	1	0
Hawaiian or Pacific Islander	168	53	114	1
Native Hawaiian	165	52	112	1
Other Pacific Islander	3	1	2	0
African American or Black	5	3	2	0
Amer Indian or Alaskan Native	9	4	5	0
Caucasian or White	137	34	101	2
Hispanic	14	6	8	0
Mixed Race	66	17	46	3

SOURCE: UNIVERSITY OF HAWAI'I, INSTITUTIONAL RESEARCH OFFICE, DEGREES AND CERTIFICATES EARNED

2.17

**HAWAI'I HIGH SCHOOL GRADUATES ENTERING
THE UNIVERSITY OF HAWAI'I SYSTEM
BY HIGH SCHOOL, FALL 2011**

School	UH System	Mānoa	Hilo	West O'ahu	Maui College	Other Campuses
Public Schools, Maui County						
Baldwin	151	23	3	0	112	13
Hāna	8	1	1	0	5	1
Kīhei Charter School	12	0	0	0	11	1
King Kekaulike	88	12	5	0	69	2
Lahainaluna	69	6	3	0	57	3
Maui	140	18	3	0	108	11
Lāna'i	23	10	1	0	5	7
Moloka'i	36	4	0	0	30	2
Private Schools, Maui County						
Ka'ahumanu Hou	1	0	0	0	1	0
Kamehameha Maui	58	20	8	0	29	1
Saint Anthony	9	0	1	0	8	0
Seabury Hall	2	1	0	0	1	0

SOURCE: UNIVERSITY OF HAWAII, INSTITUTIONAL RESEARCH OFFICE, HIGH SCHOOL BACKGROUND OF FIRST-TIME STUDENTS, FALL 2011.

2.18

**ENROLLMENT PROJECTIONS FOR UNIVERSITY OF HAWAI'I
MAUI COLLEGE, 2011-2017**

	Historic	Projections					
	2011	2012	2013	2014	2015	2016	2017
Status							
Full time	1,681	1,826	1,865	1,898	1,926	1,949	1,968
Part time	2,846	2,795	2,853	2,906	2,948	2,984	3,013
Degree Type							
Liberal arts	2,218	2,211	2,225	2,246	2,266	2,285	2,303
Career & Technical Ed	1,669	1,749	1,813	1,864	1,902	1,931	1,953
Unclassified	364	370	379	386	391	397	402
Home-based at Other UH campus	276	291	301	308	315	320	323

SOURCE: STATE OF HAWAI'I, INSTITUTIONAL RESEARCH OFFICE, ENROLLMENT PROJECTIONS FALL 2011 TO FALL 2017.

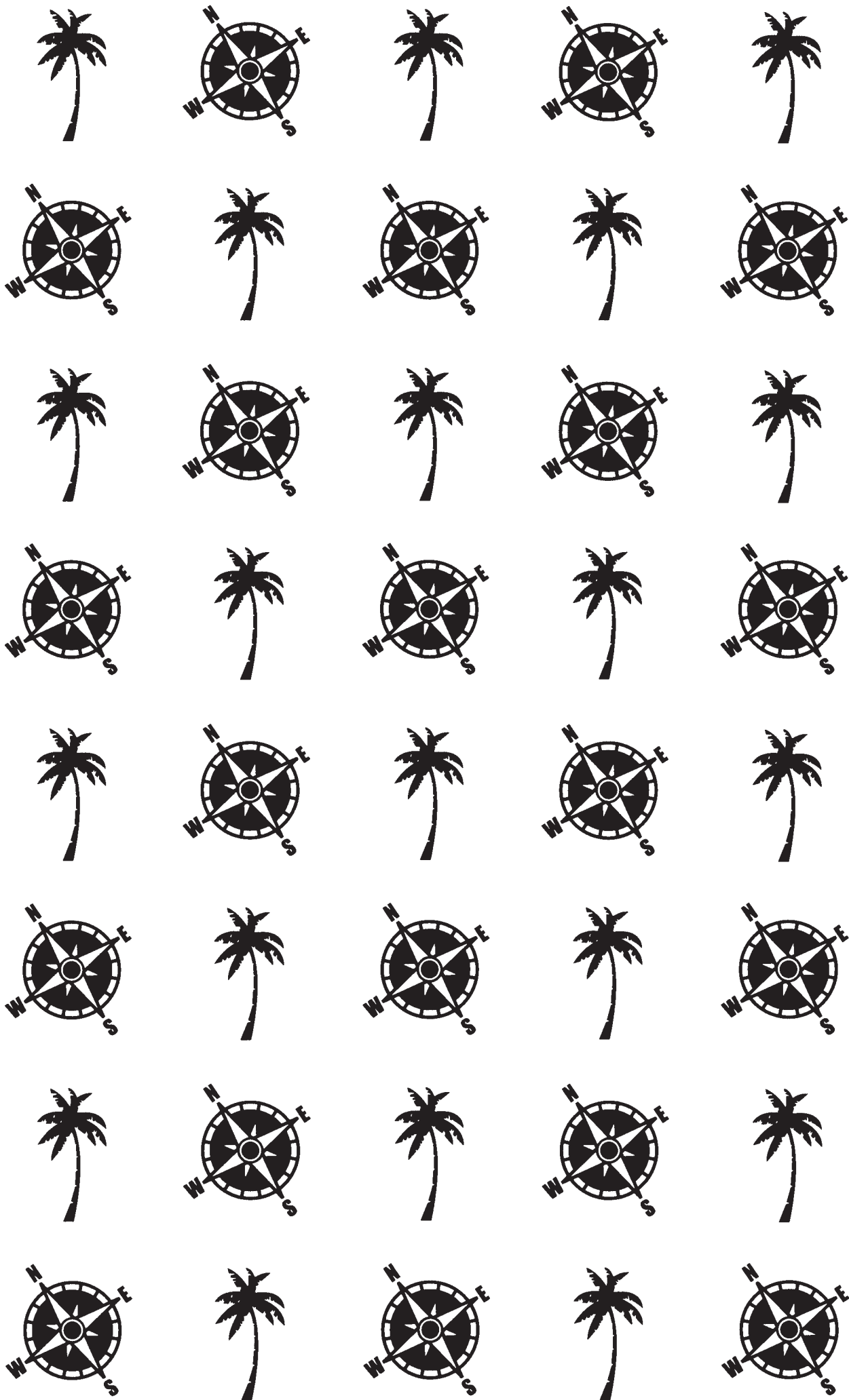
2.19

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

Fall Semester	Total	Full-time	Part-time
Students Enrolled			
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
2011	4,621	1,826	2,795
Number of Employees			
	Faculty	Instruction	Clerical
1998	93.5	82.0	29.0
1999	93.5	82.0	29.0
2001	93.5	81.0	28.0
2002	93.5	81.0	28.0
2003	93.5	81.0	30.5
2004	93.5	81.0	30.5
2005	96.5	84.0	29.0
2006	110.5	99.0	30.0
2007	118.5	102.0	30.0
2008	126.5	110.0	7.5
2009	127.0	111.5	29.5
2010	127.0	111.5	29.5
2011	154	87	67

SOURCE: UNIVERSITY OF HAWAI'I, INSTITUTIONAL RESEARCH OFFICE, FALL ENROLLMENT REPORT AND PROFESSIONAL-CLERICAL RATIO REPORT.

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 Kalialinui-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 ¹	
	Total	Land ²	Inland Water ³	Total	Land
State Total	6,470.8	6,425.2	45.6	4,141,312	4,112,128
Counties ⁴					
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 ⁵	620.5	596.3	24.2	397,120	381,632
Kaua'i ⁵	629.8	619.8	10.0	403,072	396,672
Islands ⁴					
Hawai'i	4,035.2	4,034.2	1.0	2,582,528	2,581,888
Maui ⁶	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 ⁷	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 HAWAII, BY COUNTY AND ISLAND

	General Coastline ¹		Tidal Shoreline ²	
	Statute Miles	Kilometers ³	Statute Miles	Kilometers
State Total	750	1207	1052	1693
Counties				
Hawai'i	266	428	313	504
Maui and Kalawao	210	338	343	552
Honolulu	137	220	234	377
Kaua'i	137	220	162	261
Islands⁴				
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
Northwestern Hawaiian Islands⁵				
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

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

² 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.

³ 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.

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

⁵ 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: HAWAII STATE DEPARTMENT OF PLANNING AND ECONOMIC DEVELOPMENT, HAWAII, THE NATURAL ENVIRONMENT (1974), P. 13; HAWAII STATE DEPARTMENT OF BUSINESS AND ECONOMIC DEVELOPMENT, THE STATE OF HAWAII DATA BOOK, 1989 (NOVEMBER 1989), TABLE 131.

3.1.3

MAJOR NAMED WATERFALLS, MAUI COUNTY

Waterfall	Cascade Height (feet)	Horizontal Distance (feet)	Average Discharge (million gal/day)
Maui			
Honokōhau	1,120	500	26.6
Waihi'umalu	400	150	
Waimoku	40	50	37.1
Moloka'i			
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
Hawai'i	Mauna Ke'a ¹	13,796	4,205
	Mauna Loa ²	13,679	4,169
	Hualālai	8,271	2,521
	Kaunu o Kaleihohie	5,480	1,670
	Kīlauea (Uwēkahuna)	4,093	1,248
	Kīlauea (Halema'uma'u Rim)	3,660	1,116
Kaho'olawe	Pu'u 'O Moa'ula Nui	1,483	452
	Pu'u Moa'ula Iki	1,434	437
Maui	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
Lāna'i	Lāna'ihale	3,366	1,026
Moloka'i	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
O'ahu	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
Kaua'i	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
Ni'ihau	Paniau	1,250	381
Lehua		699	213
Ka'ula		548	167
Nihoa	Millers Peak	903	275
Necker Island	Summit Hill	276	84
French Frigate Shoal	La Perouse Pinnacles	120	37
Gardner Pinnacles		190	58
Maro Reef		Awash	Awash
Laysan Island		40	12
Lisianski Island		40	12
Pearl and Hermes Atoll		10	3
Midway Islands		12	4
Kure Atoll		20	6

¹ 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."

² 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).

3.1.1.5

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 ¹	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

¹ According to Lee S. Motteier, Geography and Map Division, Bernice P. Bishop Museum, the sea cliffs along the northeastern coast of Moloka'i between Umilehi Point and Pu'uika'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	Date	°F	Date
Haleakalā Ranger Station	6,960	1949	62.7	44.8	66.1	47.7	59.1	41.5	80	7/25/1953	27	2/26/1965
Hāna Airport	61	1950	80.8	67.4	83.5	70.3	78.2	63.9	94	11/3/1979	50	1/9/1953
Kahului Airport	48	1954	83.8	67.3	87.3	71.3	80.1	63.2	97	8/31/1994	48	1/20/1969
Kailua (NE Maui, Inland)	700	1949	76.2	63.5	79.0	65.8	73.9	60.5	88	9/18/1968	44	3/16/2009
Kapalua Airport	240	1987	81.9	69.1	85.6	72.0	78.3	65.7	98	4/20/2005	58	12/18/1988
Molokaʻi Airport	450	1953	81.4	67.6	85.2	71.4	77.3	63.1	96	4/14/1974	46	3/4/1987
Lānaʻi Airport	1300	1949	79.3	62.7	82.7	65.8	75.8	59.2	93	7/2/2004	46	1/22/1955
Lānaʻi City	1620	1949	75.4	62.4	78.1	65.8	72.5	59.5	92	10/20/2006	47	2/22/1973

PRECIPITATION

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, 2011**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual	Departure from Normal
Rainfall														
Maui														
Haleakalā Ranger Station	9.74	1.75	4.26	1.88	5.97	0.39	0.90	0.58	1.14	1.07	5.50	NA	NA	NA
Kahului Airport	4.31	2.85	0.71	0.06	1.31	0.28	0.63	0.19	0.08	0.10	0.07	NA	NA	NA
Kapalua Airport	8.48	0.71	1.51	0.94	NA	1.18	1.98	0.67	0.38	0.60	4.47	2.90	NA	NA
Ke‘anae	NA	7.33	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Kīhei	4.89	0.96	0.97	0.02	0.20	0.10	0.00	0.00	0.00	0.20	0.02	0.26	NA	NA
Kuiaha	6.46	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Kula Branch Station	6.40	4.90	1.57	2.01	1.29	0.43	0.07	NA	0.78	0.41	1.22	0.63	NA	NA
Kula Hospital	11.59	4.98	1.62	1.14	3.63	1.99	0.96	0.11	2.91	0.89	0.35	1.05	31.22	2.55
Mākena Golf Course	7.67	2.17	0.00	0.83	1.36	0.53	1.03	0.00	0.32	2.10	0.68	0.48	17.17	3.57
‘Ohe‘o	4.57	4.44	4.70	1.76	5.14	5.86	6.27	5.66	5.63	6.34	6.88	10.01	67.26	-16.08
Pu‘u Kukui	16.58	6.14	21.64	11.76	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Waihe‘e Valley	10.77	12.84	3.85	0.22	1.65	0.92	2.26	2.26	0.41	1.39	1.80	6.28	44.65	-0.18
Moloka‘i														
Kalaupapa	5.85	4.02	2.27	1.20	1.30	2.03	2.14	1.09	1.32	1.11	1.68	2.84	26.85	-16.53
Moloka‘i Airport	4.54	1.08	1.16	0.52	0.11	0.04	0.39	0.20	0.11	0.25	0.52	1.17	NA	NA
Kaunakakai	4.94	0.71	0.93	0.58	0.40	0.25	0.10	0.00	NA	0.01	0.05	NA	7.97	-4.93
Lāna‘i														
Lāna‘i Airport	3.43	0.07	0.89	NA	NA	1.13	0.60	0.02	NA	0.19	1.61	0.06	NA	NA
Lāna‘i City	7.68	4.10	2.08	1.60	1.19	3.36	1.26	0.53	0.83	0.50	3.30	0.69	27.12	-6.44

3.1.7

CONTINUED

Temperature ¹	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
Maui													
Haleakalā Ranger Station	51.20	51.80	52.90	53.30	54.10	57.00	56.50	56.30	NA	NA	52.90	NA	NA
Kahului Airport	71.50	73.10	74.40	74.70	76.50	77.40	77.90	79.00	76.80	76.70	75.70	73.60	75.60
Kapalua Airport	71.80	73.50	74.10	75.40	NA	76.80	76.80	77.80	78.30	77.20	73.70	72.10	75.20
Kula Hospital	59.10	60.80	61.60	61.80	63.30	64.00	64.30	64.80	63.80	63.40	62.00	60.20	62.40
Mākena Golf Course	NA	NA	73.70	73.80	NA	75.90	76.40	NA	NA	NA	NA	NA	NA
'Ohe'o	73.70	74.70	74.50	75.70	74.90	NA	75.20	76.00	75.70	75.90	73.90	72.20	74.80
Moloka'i													
Moloka'i Airport	68.50	70.70	73.20	NA	NA	77.50	77.80	78.70	77.60	76.60	74.90	72.40	74.90

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							
Maui	2005	2006	2007	2008	2009	2010	2011
Haleakalā Ranger Station	45.57	43.97	43.68	38.00	34.06	25.32	NA
Kahului Airport	NA	18.65	13.06	9.55	14.09	9.44	NA
Kapalua Airport	NA	35.38	38.05	20.02	19.09	NA	NA
Ke‘anae	174.30	173.80	159.10	111.40	NA	NA	NA
Kīhei	10.88	16.49	14.61	5.84	7.33	4.68	NA
Kuiaha	103.14	72.66	67.14	59.53	61.63	67.56	NA
Kula Branch Station	25.19	30.87	22.61	16.94	18.01	11.22	NA
Kula Hospital	32.05	35.10	36.97	20.57	26.73	27.43	31.22
Mākena Golf Course	15.42	19.86	20.32	14.81	NA	8.49	17.17
‘Ohe‘o	85.86	92.29	89.65	81.05	71.76	64.16	67.26
Pu‘u Kukui	320.19	140.29	234.65	211.58	202.51	224.95	NA
Waihe‘e Valley	39.92	54.39	32.90	23.78	44.53	35.70	44.65
Moloka‘i							
Kalaupapa	49.84	43.35	38.05	32.37	38.34	27.15	26.85
Moloka‘i Airport	NA	NA	NA	19.06	15.07	16.80	NA
Kaunakakai	20.55	NA	22.71	NA	9.43	13.85	7.97
Lāna‘i							
Lāna‘i Airport	NA	NA	NA	NA	NA	NA	NA
Lāna‘i City	NA	NA	NA	41.58	NA	NA	27.12
Average Annual Temperature, Fahrenheit							
Maui	2005	2006	2007	2008	2009	2010	2011
Haleakalā Ranger Station	54.6	55.3	54.2	54.0	54.2	56.8	NA
Kahului Airport	75.9	76.3	76.0	74.9	74.9	75.8	75.6
Kapalua Airport	NA	76.3	75.8	NA	NA	74.7	75.2
Kula Branch Station	64.3	63.8	63.9	63.3	63.6	63.4	63.4
Kula Hospital	63.6	63.3	62.9	62.3	62.5	62.2	62.4
Mākena Golf Course	75.7	75.1	75.0	75.0	NA	NA	NA
‘Ohe‘o	75.3	75.1	NA	74.6	NA	75.2	74.8
Moloka‘i							
Moloka‘i Airport	NA	NA	NA	74.4	74.5	74.6	74.9
Lāna‘i							
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

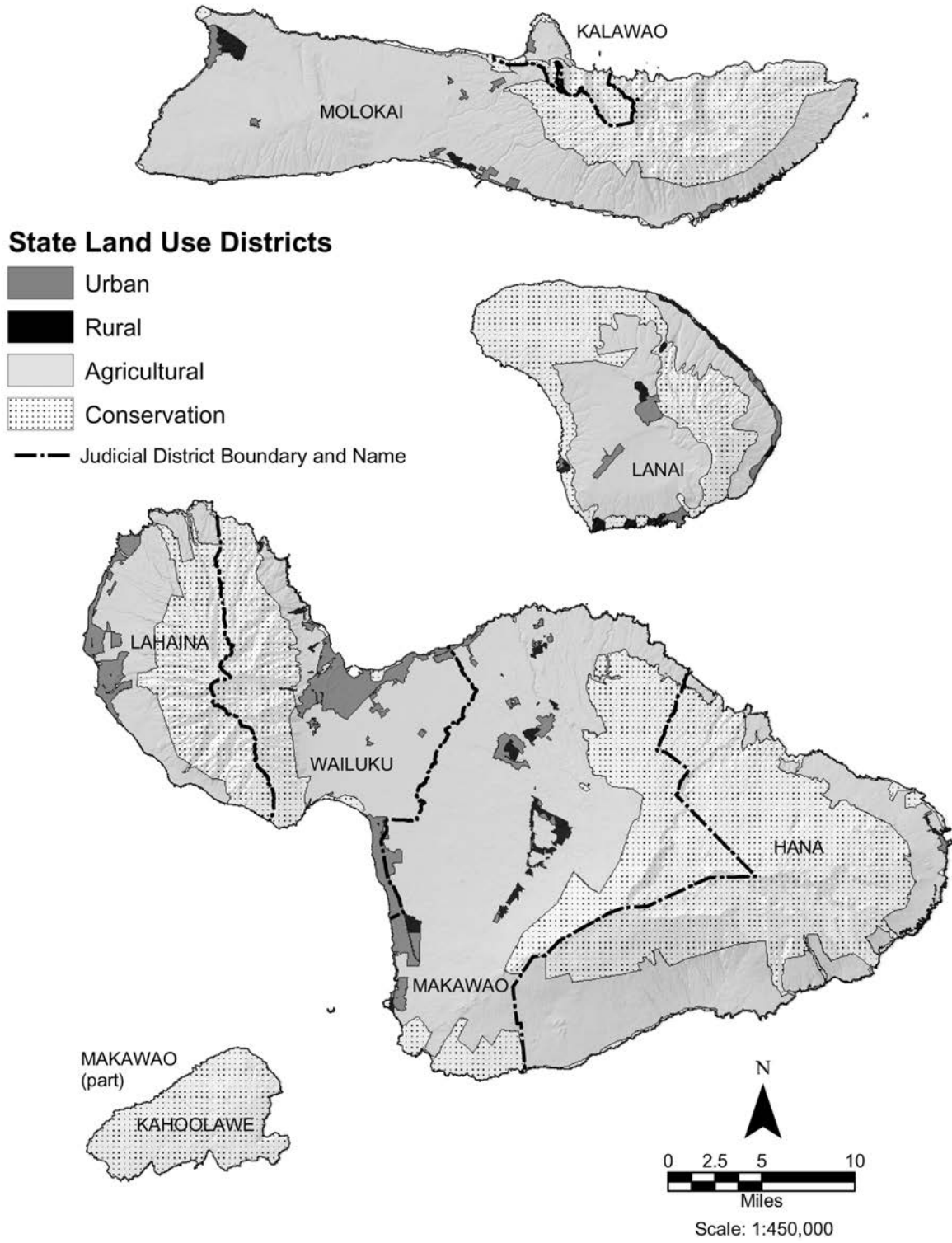
	2007	2008	2009	2010	2011	2012
Improved Residential¹						
Land	5,919,247	5,955,449	5,399,221	4,180,014	4,000,496	3,503,854
Improvements	1,713,457	1,922,779	2,070,229	2,108,966	2,110,846	2,157,923
Unimproved Residential¹						
Land	613,817	544,053	561,922	358,577		
Improvements	852	1,230	1,707	544		
Homeowner						
Land	11,157,056	11,404,677	10,655,335	8,424,063	6,859,815	5,530,653
Improvements	5,950,207	6,477,654	6,997,284	6,998,022	6,664,084	6,580,712
Hotel/Resort						
Land	2,390,669	2,910,119	3,003,430	2,325,263	1,820,070	1,434,536
Improvements	7,548,100	6,924,373	7,238,142	6,242,720	5,715,836	5,940,394
Apartment						
Land	1,537,338	1,811,272	1,900,236	1,900,081	1,756,162	1,491,850
Improvements	3,938,058	3,988,516	4,274,671	3,903,308	3,426,937	3,242,276
Time Share						
Land	259,211	279,163	294,584	348,275	205,659	173,172
Improvements	842,443	831,318	1,780,307	1,789,782	1,421,993	1,337,767
Commercial						
Land	1,434,558	1,486,037	1,481,011	1,466,493	1,464,329	1,183,383
Improvements	730,997	816,929	905,570	910,740	905,019	907,292
Industrial						
Land	899,609	1,004,674	1,047,648	1,039,239	894,229	959,813
Improvements	596,303	662,675	694,800	705,277	668,461	657,813
Agricultural						
Land	3,229,315	3,260,938	3,094,315	2,576,126	2,110,435	1,998,325
Improvements	809,528	939,079	999,833	1,051,200	1,027,998	1,135,884
Conservation						
Land	314,447	401,437	347,270	335,975	297,308	281,471
Improvements	43,676	47,813	48,748	139,367	129,570	124,911
Commercialized Residential						
Land				43,367	36,416	31,778
Improvements				30,456	34,048	43,470
Total	49,928,888	51,670,185	52,796,263	46,877,855	41,549,711	38,717,277

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

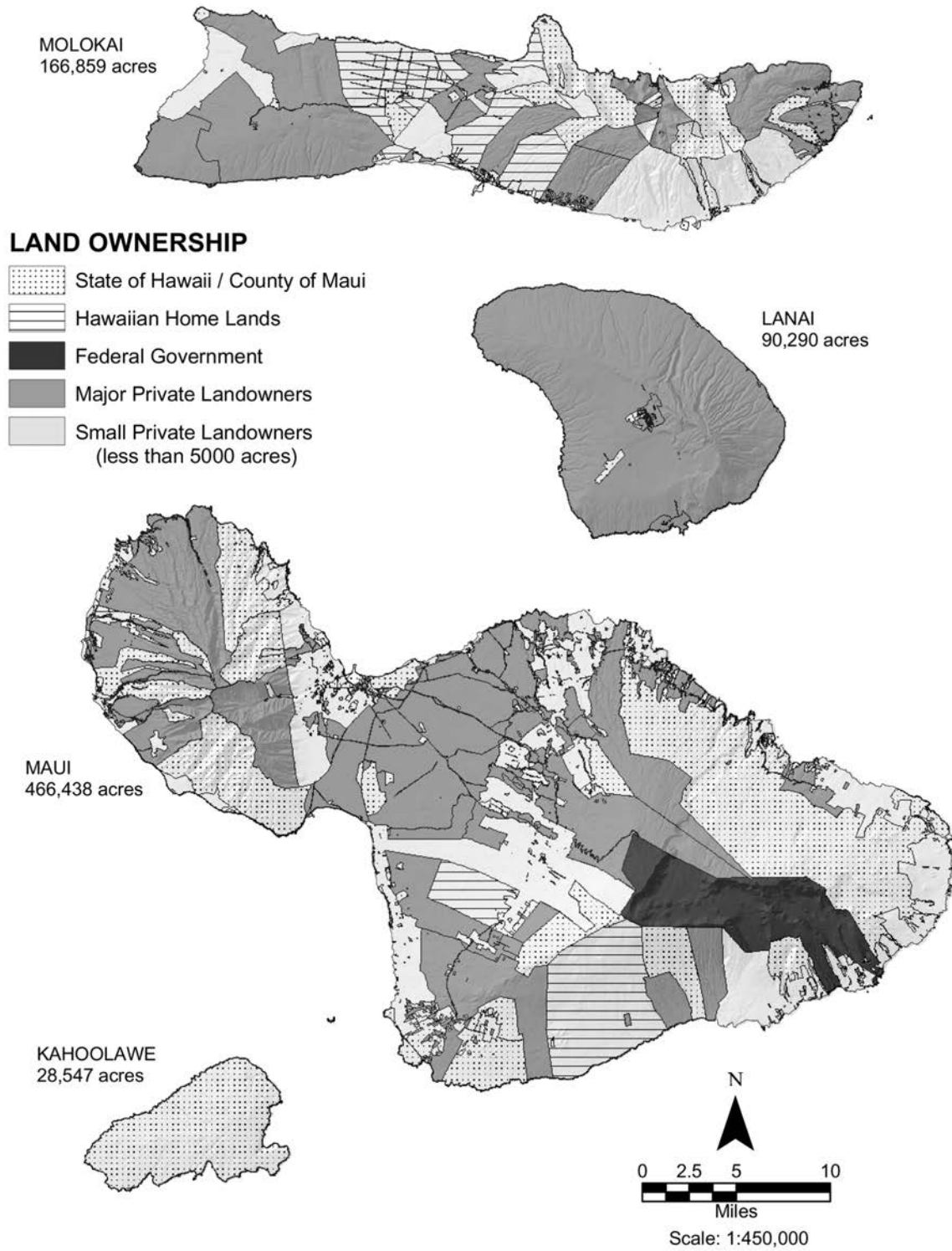
Total acreage, including inland water, as classified by the Hawai'i State Land Use Commission under the provisions of Chapter 205, Hawai'i Revised Statutes, as amended; all data are approximate

Island	Classification by State Land Use Commission				
	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	100,764	156,614	128,810	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 Sanitorium
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
Naniloa 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
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
2012	71,101	278,825	140,008	34,023	523,957

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, 2011	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	10,485	28	73	12,861
Licenses	7,331	0	724	17,749	73	311	26,189
Others	NA	NA	NA	NA	NA	NA	NA
Homestead Leases							
Residential	1,422	29	848	2,539	751	4,333	9,922
Agricultural	1,282	29	397	1,729	703	4,273	8,413
Pastoral	65	0	424	505	47	60	1,101
Pastoral	75	0	27	305	1	0	408
Applicant Waiting List							
Residential	8,608	65	1,952	14,342	3,959	13,022	41,948
Agricultural	3,603	65	746	5,601	1,531	9,670	21,216
Pastoral	4,455	0	1,019	6,843	2,134	3,352	17,803
Pastoral	550	0	187	1,898	294	0	2,929

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

3.2.8
DISPOSITION OF STATE LANDS, MAUI COUNTY
2011

Document Number	Permittee or Grantee Name	Location	Acres	Use	Payment
Revocable Permits					
RP7618	Stable Road Beach Restoration	Wailuku	0.89	Beach Restoration	0
RP7639	DLNR, Division of Forestry & Wildlife	Lahaina	1.1	Plant Restoration	0
RP7642	MC&A, Inc.	Makawao	0.12	Recreational	500
RP7654	MC&A, Inc.	Makawao	0.02	Recreational	180
RP7657	Pyro spectaculars, Inc.	Lahaina	0.02	Recreational	100
RP7676	MC&A, Inc.	Makawao	0.21	Recreational	900
RP7680	Pacific Whale Foundation	Makawao	0	Reef Info. Station	0
RP7691	Pyro spectaculars, Inc.	Lahaina	0.02	Recreational	100
RP7692	Jeanine Thomason	Makawao	0.03	Recreational	720
RP7728	Hawaii Explosives & Pyrotechnics	Lahaina	0.02	Recreational	100
RP7803	MC&A, Inc.	Makawao	0.21	Recreational	900
RP7806	Pyro spectaculars, Inc.	Lahaina	0.02	Recreational	100
General Leases & Term Easements					
GL6001	Christine K. HO, Trustee	Lahaina	0.003	Seawall/Boat Ramp	10,870
GL6006	Meri-Jo Manuel, Trustee	Lahaina	0.03	Pier/Dock	92,400
GL6008	Stanley Gerald Dunn	Lahaina	0.003	Seawall/Boat Ramp	11,320
Executive Orders - Set Asides					
4348	DLNR, Division of Boating & Ocean Recreation	Lānaʻi	12.525	Manele Bay Small Boat Harbor	
4360	DLNR, Division of Boating & Ocean Recreation	Lahaina	97.603	Lahaina Small Boat Harbor Purposes	
4365	DLNR, Division of Forestry & Wildlife	Hāna	1,420	Nakula Natural Area Preserve	
4370	DLNR, Division of Boating & Ocean Recreation	Hāna	0.21	Keanae Small Boat Ramp Purposes	
4371	DLNR, Division of Boating & Ocean Recreation	Wailuku	11.54	Kīhei Small Boat Ramp Purposes	
4383	DLNR, Division of Boating & Ocean Recreation	Wailuku	32.749	Maʻalaea Small Boat Harbor	
Perpetual Easements					
LOD28730	Robert Williams	Makawao	0.403	Access & Utility	0
LOD28732	DLNR	Makawao	0.16	Access & Utility	0
LOD28976	Keith and Bonnie Douglas	Makawao	0.085	Pipeline	500

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, 2011

Area	# Sales	% Change	Avg. Price	% Change Last Yr	Median Price	% Change Last Yr	Total volume	% Change Last Yr
<u>Single Family Homes</u>								
Central	267	2%	\$399,550	-9%	\$375,000	-13%	\$106,679,982	-7%
Ha'ikū	58	29%	\$740,952	20%	\$637,000	23%	\$42,975,200	55%
Hāna	2	-50%	\$233,775	-74%	\$233,775	-72%	\$467,550	-87%
Kā'anapali	35	67%	\$1,348,014	8%	\$1,100,000	14%	\$47,180,500	79%
Kahakuloa	NA	NA	NA	NA	NA	NA	NA	NA
Kapalua	11	-8%	\$4,261,136	25%	\$2,850,000	-2%	\$46,487,500	15%
Kīhei	154	1%	\$597,124	-2%	\$404,000	-8%	\$91,957,107	-1%
Kula/Ulupalakua/Kanaio	64	3%	\$711,261	-4%	\$515,000	-6%	\$45,520,697	-1%
Lahaina	38	-7%	\$967,358	17%	\$518,550	3%	\$36,759,600	8%
Lāna'i	13	160%	\$337,038	-40%	\$270,000	1%	\$4,381,500	56%
Makawao/Olinda/Hali'imaile	52	21%	\$410,331	-25%	\$322,500	-15%	\$21,337,228	-9%
Maui Meadows	23	28%	\$910,953	-8%	\$770,000	-5%	\$20,951,915	18%
Moloka'i	20	122%	\$321,031	-45%	\$294,500	-35%	\$6,420,625	22%
Nāhiku	0	-100%	\$0	-100%	\$0	-100%	\$0	-100%
Nāpili/Kahana/Honokōwai	42	56%	\$900,925	11%	\$605,000	-8%	\$37,838,836	73%
Olowalu	2	NA	\$1,307,000	NA	\$1,307,000	NA	\$2,614,000	NA
Pukalani	62	3%	\$514,883	8%	\$433,500	2%	\$31,922,750	12%
Spreckelsville/Pā'ia/Ku'au	25	4%	\$1,143,164	92%	\$589,000	14%	\$28,579,100	100%
Wailea/Mākena	30	3%	\$4,492,089	20%	\$2,250,000	32%	\$134,762,667	24%
Maui Summary	898	10%	\$787,552	5%	\$433,500	-6%	\$707,221,757	16%
<u>Condominiums</u>								
Central	125	12%	\$199,448	-6%	\$179,000	-6%	\$24,930,946	5%
Hāna	1	-50	\$570,000	-12%	\$570,000	-12%	\$570,000	-56%
Kā'anapali	122	-49%	\$790,643	-37%	\$646,700	-21%	\$96,458,450	-67%
Kapalua	30	3%	\$1,227,212	-21%	\$647,000	-19%	\$36,816,362	-19%
Kīhei	404	9%	\$301,557	-6%	\$240,000	-6%	\$121,829,045	2%
Lahaina	83	30%	\$378,288	4%	\$337,205	-11%	\$31,397,889	35%
Lāna'i	8	300%	\$1,205,488	4%	\$1,022,700	-11%	\$9,643,900	317%
Mā'alaea	46	21%	\$298,778	-10%	\$263,500	-11%	\$13,743,800	9%
Moloka'i	16	0%	\$116,561	-16%	\$92,500	-31%	\$1,864,975	-16%
Nāpili/Kahana/Honokōwai	213	23%	\$296,037	-14%	\$259,000	-16%	\$63,055,794	6%
Pukalani	4	300%	\$340,500	-11%	\$346,500	-9%	\$1,362,000	258%
Wailea/Mākena	103	-1%	\$1,548,654	2%	\$900,000	6%	\$159,511,388	1%
Maui Summary	1155	1%	\$485,874	-25%	\$3,100,000	-18%	\$561,184,549	-25%

N/A: Not applicable.

SOURCE: MAUI BOARD OF REALTORS, MLS RESALE DATA, DECEMBER 2011.

3.2.10

LAND SALES BY AREA, MAUI COUNTY 2011

Area	# Sales	% Change Last Yr	Avg. Price	% Change Last Yr	Median Price	% Change Last Yr	Total volume	% Change Last Yr
Central	29	38%	\$286,046	-27%	\$150,000	-30%	\$8,295,324	1%
Ha'ikū	10	-41%	\$466,850	12%	\$450,000	11%	\$4,668,500	-34%
Hāna	2	-67%	\$347,500	-27%	\$347,500	30%	\$695,000	-76%
Kā'anapali	18	100%	\$444,083	4%	\$425,000	6%	\$7,993,500	109%
Kahakuloa	5	400%	\$242,583	-19%	\$225,415	-25%	\$1,212,915	304%
Kapalua	5	150%	\$906,000	17%	\$950,000	23%	\$4,530,000	192%
Ke'anae	1	N/A	\$260,000	N/A	\$260,000	N/A	\$260,000	N/A
Kīhei	7	75%	\$933,107	107%	\$310,000	-30%	\$6,531,750	263%
Kula/Ulupalakua/ Kanaio	12	9%	\$1,003,250	108%	\$442,500	16%	\$12,039,000	127%
Lahaina	14	-42%	\$833,571	15%	\$715,000	9%	\$11,670,000	-33%
Lāna'i	2	N/A	\$1,956,250	N/A	\$1,956,250	N/A	\$3,912,500	N/A
Makawao/Olin- da/Hali'imaile	4	-50%	\$254,000	-72%	\$244,500	-61%	\$1,018,000	-86%
Moloka'i	14	27%	\$136,338	-27%	\$111,250	-3%	\$1,908,736	-7%
Nāhiku	0	-100%	0	-100%	0	-100%	0	-100%
Nāpili/Kahana/ Honokōwai	1	N/A	\$265,000	N/A	\$265,000	N/A	\$265,000	N/A
Pukalani	3	0%	\$322,667	13%	\$190,000	-25%	\$968,000	13%
Spreckelsville/ Pā'ia/Ku'au	0	-100%	0	-100%	0	-100%	0	-100%
Wailea/Mākena	5	-29%	\$2,624,800	238%	\$2,000,000	393%	\$13,124,000	141%
Maui Summary	133	5%	\$608,400	18%	\$310,000	-23%	\$80,917,225	24%

N/A: Not applicable.

SOURCE: MAUI BOARD OF REALTORS, MLS RESALES DATA DECEMBER 2011

3.2.11

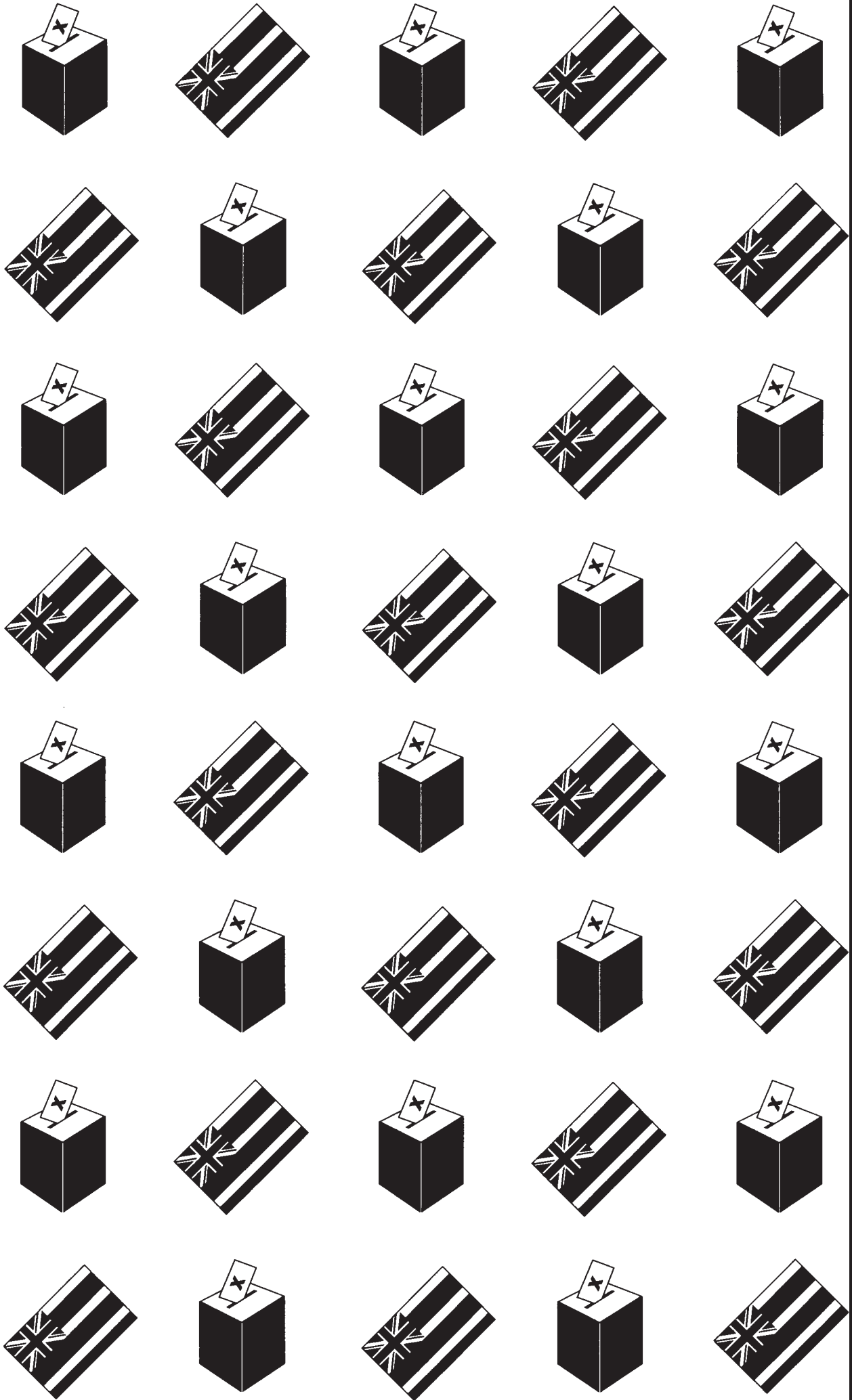
**FOREST AND NATURAL AREA ACREAGE,
BY ISLAND JUNE 30, 2011**

Island	Conservation district forest land		Natural areas	
	Forest reserve land	Private forest land	Number of areas	Acres
State total	642,388	328,742	20	123,432
Hawai'i	444,155	106,745	8	94,954
Maui ¹	68,220	53,180	5	18,543
Kaho'olawe	0	0	0	0
Lāna'i	0	6,150	0	0
Moloka'i	11,690	0	2	2,950
O'ahu	32,136	88,817	3	1,770
Kaua'i	86,187	73,850	2	5,215
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 2012.

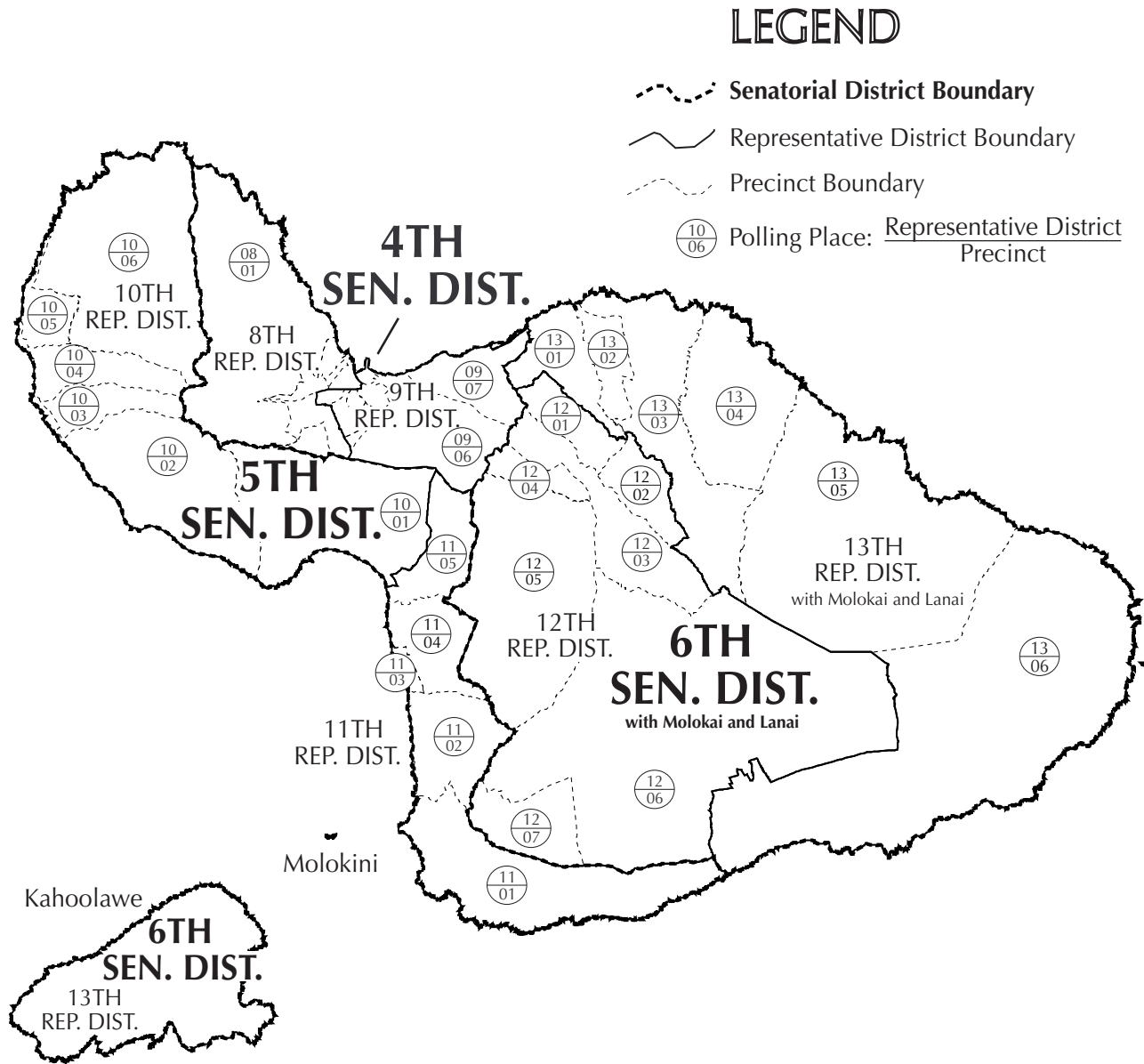
Important sources on statistics on government include: Government in Hawai'i; Revenue Trends (monthly tax collection reports), Hawai'i State Department of Taxation; State of Hawai'i Data Book, and Hawai'i State Department of Business, Economic Development and Tourism.

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



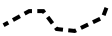
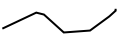
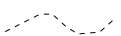

SOURCE: COUNTY OF MAUI, GEOGRAPHIC INFORMATION SYSTEMS, SEPTEMBER 2002.

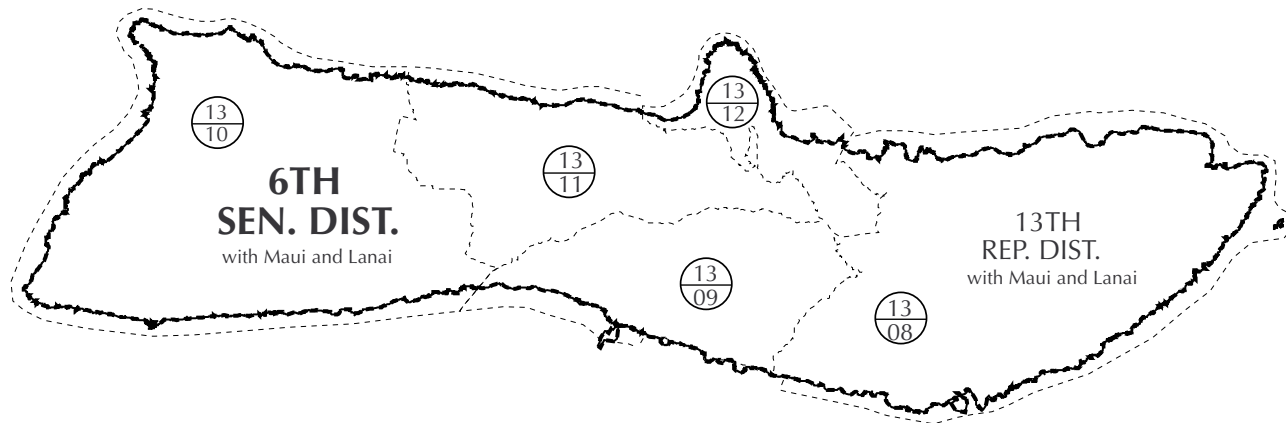
4.1.2

MAPS OF ELECTION DISTRICTS

Island of Moloka'i

LEGEND

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




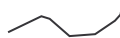


SOURCE: COUNTY OF MAUI, GEOGRAPHIC INFORMATION SYSTEMS, SEPTEMBER 2002.

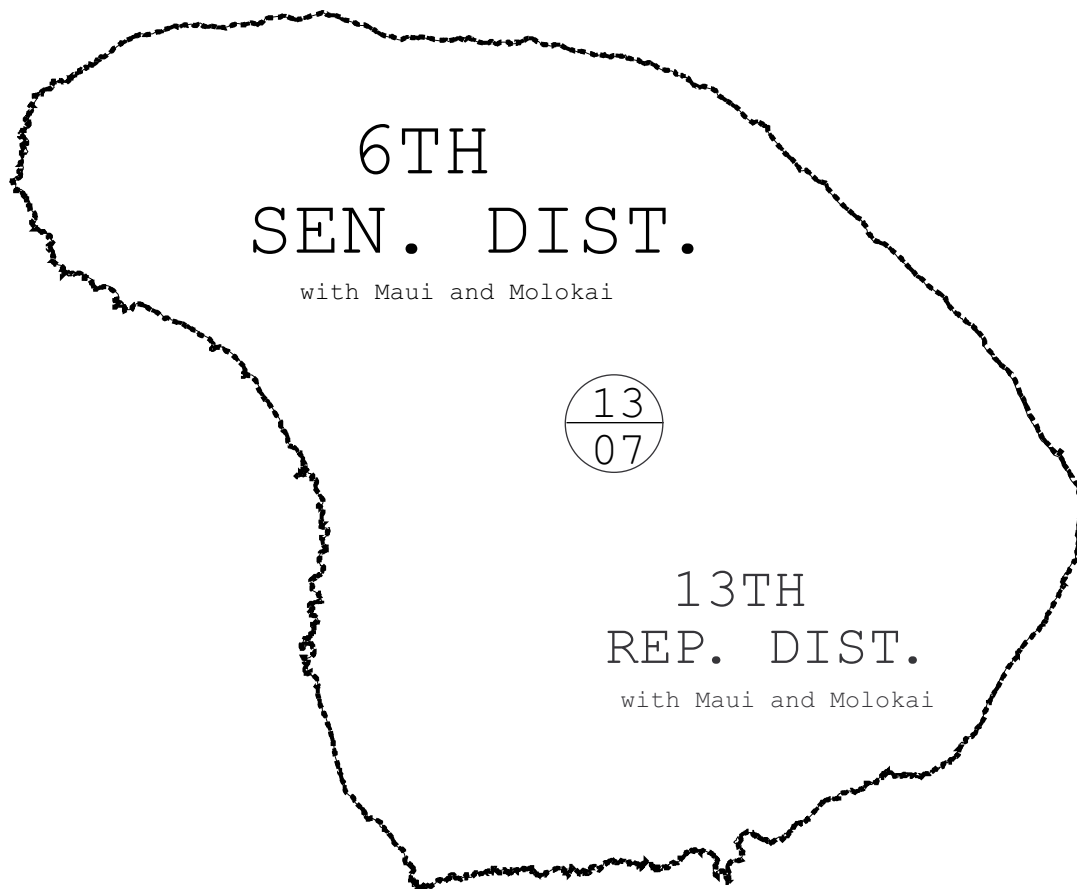
4.1.3

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

8th Representative District

Kahakuloa, Waihe'e, Waiehu, Wailuku, Kahului

1. Waihe'e Elementary School
2. Baldwin High School (Cafeteria)
3. Baldwin High School (Auditorium)
4. Paukūkalo Hwn Homes Comm Ctr.
5. 'Īao Intermediate School
6. Pomaika'i Elementary
7. Maui Economic Opportunity Ctr.

9th Representative District

Wailuku, Kahului, Spreckelsville

1. Kahului Elementary School
2. Maui Waena Intermediate
3. Lihikai Elementary
4. Maui High School

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

11th Representative District

Kīhei, Mākena, Wailea, Maui Meadows

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 'Ulu-palakua

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

13th Representative District

Pā'ia, Ha'ikū, Ke'anae, Hāna,

1. Pā'ia Community Center
2. Ha'ikū Community Center
3. Hāna High and Elementary

13th Representative District

Island of Lāna'i

1. Lāna'i High and Elementary

13th Representative District

Island of Moloka'i

1. Kilohana Community Center
2. Kaunakakai School
3. Maunaloa Community Center
4. Kualapu'u Community Center
5. Kalaupapa Settlement

SOURCE: STATE OF HAWAII, OFFICE OF ELECTIONS, 2012 POLLING PLACES.

**4.2.1
REGISTERED VOTERS AND VOTES CAST IN THE NOVEMBER 6, 2012
GENERAL ELECTION**

District	Precinct Name	Registered Voters			Registered Voters			District	Precinct Name	Registered Voters		
		Voters	Cast	Turnout	Voters	Cast	Turnout			Voters	Cast	Turnout
8-1	Waihe'e Elementary School	1,835	702	38.3%	11-1	Trinity Episcopal Church	3,074	1,101	35.8%			
8-2	Baldwin High School (cafeteria)	3,281	954	29.1%	11-2	Kamali'i Elementary School	4,362	1,664	38.1%			
8-3	Baldwin High School (auditorium)	1,526	469	30.7%	11-3	Kihei Community Center	3,823	1,352	35.4%			
8-4	Paukūkalo Hwn Homes Comm Ctr.	1,864	485	26.0%	11-4	Kihei Elementary School	3,845	1,377	35.8%			
8-5	Īao Intermediate School	3,674	1,119	30.5%		Absentee walkins		609				
8-6	Pomaikai Elementary School	1,490	531	35.6%		Absentee mail		1,803				
8-7	Maui Economic Opportunity Ctr.	1,111	332	29.9%								
	Absentee walkins		957		12-1	Kalama Intermediate	3,256	1,210	37.2%			
	Absentee mail		3,507		12-2	Eddie Tam Memorial Center	2,058	841	40.9%			
9-1	Kahului Elementary	3,365	1,214	36.1%	12-3	Pukalani Elementary	2,874	1,065	37.1%			
9-2	Maui Waena Intermediate	3,177	1,147	36.1%	12-4	Mayor Hannibal Tavares Comm Ctr.	3,165	1,229	38.8%			
9-3	Lihikai Elementary	2,269	742	32.7%	12-5	Kula Community Center	4,620	1,794	38.8%			
9-4	Maui High School	2,281	683	29.9%	12-6	Kaunoa Senior Center	268	142	53.0%			
	Absentee walkins		476			Absentee walkins		815				
	Absentee mail		2,341			Absentee mail		3,071				
10-1	Kenolio Recreational Complex	1,407	518	36.8%	13-1	Pā'ia Community Center	1,741	701	40.3%			
10-2	Kamehameha III Elementary	2,375	857	36.1%	13-2	Ha'ikū Community Center	6,284	2,453	39.0%			
10-3	Lahaina Intermediate	2,317	834	36.0%	13-3	Hāna High and Elementary	1,345	511	38.0%			
10-4	Princess Nahi'ena'ena Elementary	1,791	626	35.0%	13-4	Lāna'i High and Elementary	1,695	698	41.2%			
10-5	Lahaina Civic Center	5,742	2,064	35.9%	13-5	Kilohana Community Center	623	245	39.3%			
	Absentee walkins		308		13-6	Kaunakakai School	1,994	648	32.5%			
	Absentee mail		1,453		13-7	Maunaloa Community Center	354	112	31.6%			
10-6	Honolua United Methodist Church	2,616	888	33.9%	13-8	Kualapu'u Community Center	1,119	434	38.8%			
	Absentee walkins		184		13-9	Kalaupapa Settlement	48	0	0.0%			
	Absentee mail		930		13-10	Absentee walkins		924				
					13-11	Absentee mail		1,797				
						Absentee walkins		835				

SOURCE: HAWAII STATE OFFICE OF ELECTIONS, RECORDS

4.2.2

**MAUI COUNTY GENERAL ELECTION RESULTS,
NOVEMBER 6, 2012**

President and Vice President	Votes	Percent	Councilmember (East Maui)	Votes	Percent
D) Obama, Barack/Biden, Joe	36,052	73.7%	Carroll, Robert (Bob)	30,952	63.3%
R) Romney, Mitt/Ryan, Paul	1,162	23.7%	Blank Votes	18,256	37.3%
L) Johnson, Gary/Gray, James	565	1.2%	Councilmember (West Maui)		
G) Stein, Jill/Honkala, Cheri	434	0.9%	Cochran, Elle	30,632	62.7%
Blank Votes	232	0.5%	Blank Votes	18,256	37.3%
Over Votes	30	0.1%	Councilmember (Wailuku Waihe'e Waikapū)		
U.S. Senator			Victorino, Michael (Mike)	27,197	55.6%
D) Hirono, Mazie	33,169	67.8%	Blackburb, Joseph	13,335	27.3%
R) Lingle, Linda	15,096	30.9%	Blank Votes	8,323	17.0%
Blank Votes	631	1.3%	Over Votes	33	0.1%
U.S. Representative, District 2			Councilmember (Kahului)		
D) Gabbard, Tulsi	37,912	77.5%	Guzman, Don	23,459	48.0%
R) Crowley, Kawika	8,481	17.3%	Fukuyama, Alan	14,929	30.5%
Blank Votes	2,489	5.1%	Blank Votes	10,478	21.4%
Over Votes	33	0.1%	Councilmember (South Maui)		
State Senator, Dist. 6			Couch, Don	27,078	55.4%
D) Baker, Roz	9,808	67.3%	Kay, Alana	10,412	21.3%
R) Mulvihill, Bart	3,717	25.5%	Blank Votes	11,367	23.3%
Blank Votes	1,029	7.1%	Over Votes	31	0.1%
Over Votes	12	0.1%	Councilmember (Makawao, Ha'ikū, Pā'ia)		
State Representative, Dist. 10			White, Mike	29,861	61.1%
D) McKelvey, Angus L. K.	4,255	63.9%	Blank Votes	19,027	38.9%
R) Martin, Chayne	1,961	29.4%	Councilmember (Upcountry)		
Blank Votes	437	6.6%	Baisa, Gladys Coelho	28,035	57.3%
Over Votes	7	0.1%	Pohle, Richard	9,044	18.5%
State Representative, Dist. 11			Blank Votes	11,786	24.1%
D) Ing, Kaniela	4,814	60.9%	Councilmember (Lāna'i)		
R) Fontaine, George R.	2,772	35.1%	Hokama, Riki	28,628	58.6%
Blank Votes	314	4.0%	Blank Votes	20,260	41.4%
Over Votes	6	0.1%	Councilmember (Moloka'i)		
State Representative, Dist. 12			Crivello, Stacy Helm	20,279	41.5%
D) Yamashita, Kyle	7,457	73.3%	Peters, Wilson (Manuwai)	11,134	22.8%
R) Kalama, Ekolu	2,081	20.5%	Blank Votes	17,457	35.7%
Blank Votes	622	6.1%			
Over Votes	7	0.1%			
State Representative, Dist. 13					
R) Carroll, Mele	5,787	67.9%			
D) Russell, Simon	2,130	25.0%			
Blank Votes	602	7.1%			

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 6, 2012

Office of Hawaiian Affairs					
At Large Trustee	Votes	Percent	Kaua'i Resident Trustee	Votes	Percent
Apoliona, Haunani	10,681	21.8%	Ahuna, Dan	5,137	10.5%
Ritte, Walter	7,197	14.7%	Pacheco, Haunani	3,655	7.5%
Lee, Cal	5,424	11.1%	Burke, Jackie Kahookele	3037	6.2%
Akina, Keli'i	4,583	9.4%	Yadao, Leland	2612	5.3%
Makekau, Keali'i	2,135	4.4%	Kagawa Fu, Kanani	2516	5.1%
Lincoln, Lancelot Haili	1,237	2.5%	Santos, D. Kaliko	1,949	4.0%
Blank Votes	17,608	36.0%	Pomroy, Sharon	1,895	3.9%
Over Votes	50	0.1%	Swain, Billy Kealamaikahiki	1,674	3.4%
Moloka'i Resident Trustee			Alalem Worthington, Keola	829	1.7%
Machado, Colette (Piipii)	23,770	48.6%	Albao, Liberta Hussey	764	1.6%
Blank Votes	25,145	51.4%	Sahut, Ronson K.	198	0.4%
OHA Vacancy, Maui			Blank Votes	24583	50.3%
Kane, Dain Pomaikai	11,343	23.2%	Over Votes	66	0.1%
Lindsey, Carmen Hulu	6,962	14.2%	Hawai'i Resident Trustee		
Duey, Rose	5,492	11.2%	Lindsey, Robert	15,737	32.20%
Kapu, Keeaumoku	3,924	8.0%	Meyers, William	7,226	14.80%
Gomes, Doreen Pua	3,706	7.6%	Miranda, Edwin	4,671	9.50%
Amorin, Johanna Kuulei Shin	2,745	5.6%	Blank Votes	21,253	43.40%
Au, Glenn G.	950	1.9%	Over Votes	28	0.1%
Blank Votes	13,739	28.1%			
Over Votes	54	0.1%			

State of Hawai'i Constitutional Amendments

Dams and Reservoirs			Retired Judges		
Yes	23,819	48.7%	Yes	24,946	51.0%
No	18,484	37.8%	No	17,570	35.9%
Blank	6,578	13.4%	Blank	6,375	13.0%

Shall the state be authorized to issue special purpose revenue bonds and use the proceeds to assist dam & reservoirs owners to make facilities compliant with safety standards?¹

The Chief Justice can appoint retired judges as emeritus judges, in courts no higher than the level they reached and for term not longer than 3 months per appointment¹

1. Summary of actual text

4.2.4

MAUI COUNTY GENERAL ELECTION RESULTS, MAUI COUNTY CHARTER AMENDMENTS, NOVEMBER 6, 2012

Ballot Text Summaries and Results

Lengthen the terms of Council Members from 2 to 4 years, with term limits of 3 consecutive terms?	Increase residency requirement from 90 days to 1 year for mayoral candidates?
Yes 16,005 32.7%	Yes 39,288 80.4%
No 27,278 55.8%	No 4,716 9.6%
Blank 5,562 11.4%	Blank 4,866 10.0%
Assign shoreline and ocean rescue and safety to the Departments of Fire and Public Safety?	Add responsibility for environmental opportunities to Dept. of Environmental Management?
Yes 32,524 66.5%	Yes 32,392 66.3%
No 10,369 21.2%	No 9,137 18.7%
Blank 5,957 12.2%	Blank 7,336 15.0%
Establish an independent Office of the County Auditor, define the duties, and make other related amendments?	Provide consistency with appointment of directors to various county departments?
Yes 26,575 54.4%	Yes 33,284 68.1%
No 13,967 28.6%	No 7,272 14.9%
Blank 8,319 17.0%	Blank 8,314 17.0%
Require interactive communications access to all County Council and Committee meetings?	Amend preamble to show mindfulness of Hawaiian history?
Yes 33,981 69.5%	Yes 30,399 62.2%
No 6,859 14.0%	No 10,579 21.6%
Blank 8,022 16.4%	Blank 7,877 16.1%
Require that the Charter be revised and published to include new amendments adopted?	Clarify that a council member who fills a vacancy does not count that as part of term limits?
Yes 31,695 64.8%	Yes 28,485 58.3%
No 8,124 16.6%	No 13,474 27.6%
Blank 9,051 18.5%	Blank 6,879 14.1%
Increase residency requirements from 90 days to 1 year before council candidate files papers?	
Yes 37,308 76.3%	
No 5,777 11.8%	
Blank 5,756 11.8%	

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

Revenues	2008	2009	2010	2011
Taxes	243,510	245,267	261,331	244,852
Intergovernmental Revenues	57,001	66,185	62,707	63,792
Charges for Services	48,694	51,050	57,302	61,935
Licenses and Permits	17,719	16,278	17,946	22,363
Revenues from Use of Money and Property	14,165	1,706	9,973	6,594
Fines and Forfeitures	2,049	2,294	2,712	2,767
Assessments	3,149	1,214	231	670
Other	3,809	9,128	7,507	5,387
Total Revenues	390,095	393,121	419,710	408,359
Expenditures				
Management and Other	98,268	94,429	90,136	90,652
Public Safety	72,294	78,163	80,376	78,703
Sanitation	39,362	43,875	40,832	39,835
Highway and Streets	30,786	33,711	35,039	32,484
Social Welfare	38,105	42,893	43,509	43,999
Culture and Recreation	26,418	27,952	27,034	23,652
Legislative	4,767	5,336	5,199	5,238
Capital Outlay	46,964	88,612	54,804	57,278
Debt Service: Principal	18,373	18,879	20,485	26,894
Interest	9,954	10,688	10,219	10,332
Total Expenditures	385,291	444,179	407,633	409,068
Excess (Deficiency) of Revenues over Expenditures	4,804	(51,058)	12,077	(708)

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

4.3.2

STATE TAX COLLECTION MAUI COUNTY

In \$1,000

	2008	2009	2010	2011
Banks/Financial Corps	29,936	25,668	29,079	(16,007)
Employment Sec. Contri.	0	0	0	0
Fuel	9,455,215	8,874,547	8,524,797	7,194,413
GE License/Fees	194,196,012	0	0	0
General Excise & Use Tax	1,334,626	162,755,296	166,122,032	160,479,280
Honolulu County Surcharge ¹	1,250,311	1,246,360	1,379,269	1,711,231
Income-Corporate				
Decl. of Estimated Taxes	20,632,703	1,095,026	1,292,906	1,378,961
Payment With Returns	1,080,823	566,735	464,712	352,843
Refunds	(721,328)	(2,512,722)	(626,036)	(618,138)
Income-Individual				
Decl. of Estimated Taxes	28,689,132	22,108,872	17,709,742	27,257,020
Payment With Returns	20,217,947	13,983,714	12,745,908	15,669,351
Withholding Tax on Wages	74,157,374	62,081,782	60,035,408	59,842,879
Refunds	(44,204,522)	(49,462,315)	(40,334,123)	(42,732,288)
Liquor and Permits	6,875,838	6,255,878	6,447,019	10,380,052
Motor Vehicle Tax/Fees	10,313,288	10,286,267	9,929,523	11,937,551
Public Service Company	14,684,061	18,544,012	12,289,595	11,367,933
Tobacco and Licenses	8,657,093	10,206,222	11,124,960	10,750,505
Transient Accommod./Time Share Occup. Fees	30	15	0	0
Transient Accommod. Tax/Time Share Occup. Tax	42,944,540	28,612,366	37,764,990	23,329,879
All Others		5	30	155
Total	388,342,768	294,667,726	304,899,810	298,285,619

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

Fiscal Year 2011-2012	
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
Amount to be raised by taxation	208,877

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

Land Use Class	Rate Fiscal Year 2012-2013
Land	
Residential	5.75
Apartment	6.20
Commercial	6.90
Industrial	7.10
Agricultural	6.00
Conservation	6.20
Hotel and Resort	9.15
Homeowner	2.75
Time Share	15.50
Commercialized Residential	4.50
Buildings	
Residential	5.75
Apartment	6.20
Commercial	6.90
Industrial	7.10
Agricultural	6.00
Conservation	6.20
Hotel and Resort	9.15
Homeowner	2.75
Time Share	15.50
Commercialized Residential	4.50

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

Fiscal Year	General Obligation Bonds	Notes Payable	Total Outstanding Debt
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
2011	231,914	69,639	301,553

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

4.4

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

	2009	2010	2011	2012
Civil Defense	6	6	6	8
Corporation Counsel	29.8	29.9	28.5	29.5
Environmental Management				
General	6	6	6	6
Wastewater	117.3	120.3	120.0	120.0
Solid Waste	102	102.3	96.3	99.3
Finance	148.8	153.8	156.8	156.8
Fire & Public Safety	311.0	312.0	312.0	318.0
Housing & Human Concerns	136.1	133.7	130.7	135.9
Liquor Control	26.0	26.0	26.0	26.0
Management	46.0	46.0	46.0	46.0
Parks and Recreation				
General	443.0	446.0	421.6	421.6
Golf	22.9	22.9	21.9	21.9
Personnel Services	20.0	20.0	18.0	18.0
Planning	69.2	69.2	66.0	66.0
Police	524.4	523.1	513.6	518.6
Prosecuting Attorney	78.9	80.9	79.0	80.0
Public Works				
General	90.2	87.2	82.8	87.8
Highways	170.0	171.0	171.0	171.0
Transportation	3.0	5.0	5.0	5.0
Water Supply	219.2	219.2	218.0	219.0

SOURCE: OFFICE OF THE MAYOR, BUDGET OFFICE, COUNTY BUDGET PROPOSAL 2012.

4.5.1

**COUNTY PROPERTY TAX EXEMPTIONS BY TYPE,
MAUI COUNTY FY 2012-20132**

Type of Exemption	Number	Amount (\$1,000)
Federal Government	84	57,336
State Government	1,277	1,603,597
County Government	547	432,904
Government Leases-Total	85	74,671
Government Leases-Portion	50	15,848
Hawaiian Homes Commission	303	17,090
Hawn Homes Land-Basic	514	73,602
Hawn Homes Land-Multiple	133	18,257
Hawn Homes Land-Total Land	899	91
Hawn Homes Land-Vacant Land	235	24
Hawaiian Homes-7 year	345	62,426
Homes-Fee (Basic)	19,099	3,677,022
Homes-Fee (Multiple)	5,982	1,156,144
Homes-Leasehold (Basic)	198	35,663
Homes-Leasehold (Multiple)	563	108,590
Blind	30	733
Deaf	9	125
Hansen's Disease (Leprosy)	1	0
Totally Disabled	406	8,839
Totally Disabled Veterans	231	94,739
Cemetaries	7	1,046
Charitable Organizations	246	264,793
Childcare	19	985
Churches	227	233,053
Credit Unions	13	12,774
Forest Reserve	4	77
Historic Residential Properties	7	14,139
Kuleana	28	12,299
Hospitals	11	37,166
Landscaping, Open-Space	1	10
Low-Moderate Income Housing	41	145,726
Public Utilities	74	75,773
Roadways and Waterways	1,608	4,059
Schools	10	67,478
Taro	45	40
Miscellaneous	4	353
Military (deployed)	0	0
Total	33,336	8,307,472

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, 2012, MAUI COUNTY

Source of Revenue	Gallons	State Tax	City Fuel Tax	Total Tax
Gasoline	60,544,883.00	\$10,238,761.53	\$9,633,312.70	\$19,872,074.23
Diesel Oil (non-hwy)	15,884,630.50	317,692.61	0.00	317,692.61
Diesel Oil (hwy use)	5,686,467.97	966,699.54	909,834.88	1,876,534.42
Liquid Petro. Gas (hwy)	325.68	16.94	14.00	30.94
Small Boat (gas)	0.00	0.00	0.00	0.00
Small Boat (diesel oil)	29,528.00	590.56	0.00	590.56
Aviation fuel	59,720,697.00	1,194,413.94	0.00	1,194,413.94
Other fuel	203,459.00	8,138.36	0.00	8,138.36
Subtotal	142,069,991.15	12,726,313.48	10,543,161.58	23,269,475.06
Environmental Tax	3,422,837.50	3,593,979.36	0.00	3,593,979.36
Total		\$16,320,292.84	\$10,543,161.58	\$26,863,454.42

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

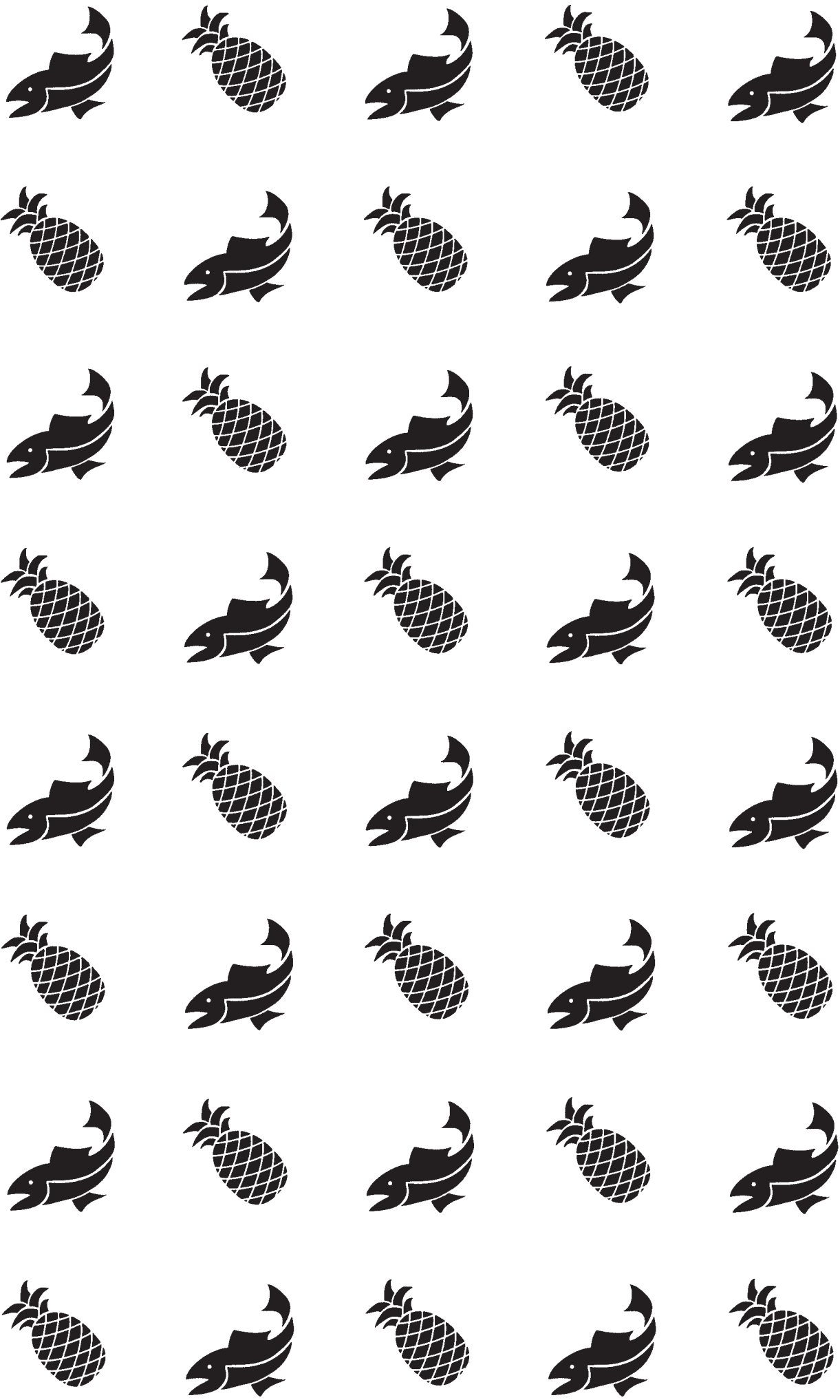
4.5.3

LIQUID FUEL TAX ALLOCATION BY FUND FISCAL YEAR ENDING JUNE 30, 2012, MAUI COUNTY

	Amount	Total Tax
State Highway Special Fund	\$11,416,580.54	
State Airports Special Fund	1,194,413.94	
State Boating Special Fund	220,750.60	\$12,831,745.08
County Fuel Tax:		
Lanai	119,097.31	
Molokai	121,565.34	
Maui	10,197,067.33	10,437,729.98
Environmental Response Fund	171,141.86	
Energy Security Fund	513,425.61	
Energy Development Fund	342,283.77	
Agricultural Development Fund	513,425.61	
General Fund	2,053,702.51	3,593,979.36
Grand Total		26,863,454.42

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. due to staff reductions in the U.S. Department of Agriculture, most county statistics are no longer available; state figures are given with comparisons to historic county data when available.

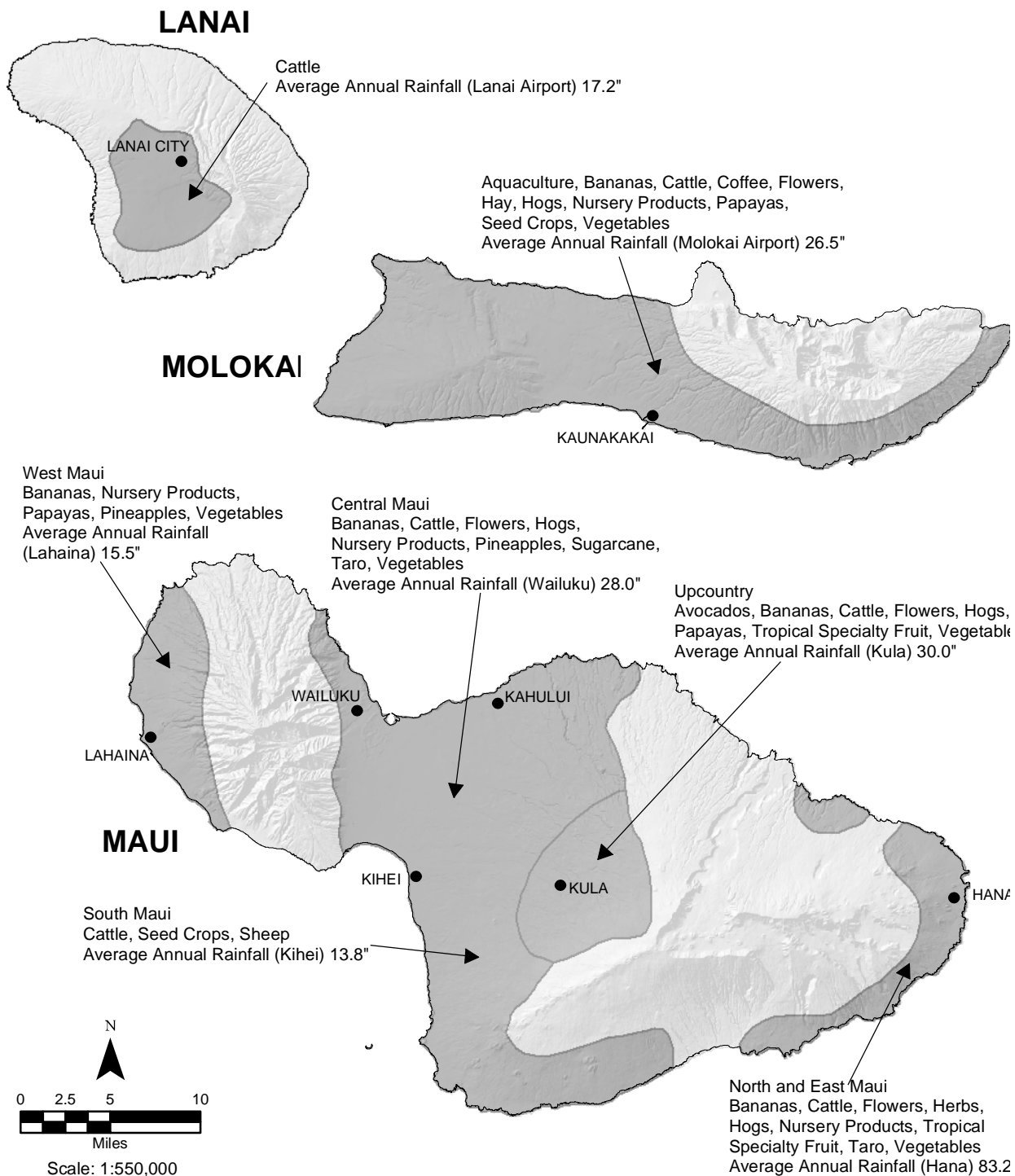
Agriculture remains an important element in Maui County's economy and land use patterns. Sugar and pineapple remain the largest crops, though the trend toward diversification of agriculture continues.

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 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
Farms	850	806	823	1,156
Land In Farms (acres)	355,786	292,090	256,690	225,568
Tenure of Operator				
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
Operator Characteristics				
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 ¹				
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
Operator Characteristics (cont.)				
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
Type of Organization				
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.

¹ 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
Farms	850	80	823	1,156
Land in Farms	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
Estimated Market Value of Land & Buildings¹				
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
Est. Market Value of Machinery & Equipment¹				
Average per farm	117,143	88,989	58,849	52,480
Farms by Size				
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
Total Cropland				
Farms	733	684	649	975
Acres	D	D	28,404	54,557
Harvested Cropland				
Farms	666	605	649	928
Acres	39,031	32,243	28,404	54,528
Irrigated Land				
Farms	541	480	462	650
Acres	61,549	35,031	26,855	28,027
Value of Agricultural Products Sold (\$1,000)	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
Value of Agricultural Products Sold per Farm (\$)	193,844	159,287	151,289	120,524

¹ 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

	2005	2006	2007	2008	2009	2010
Number of Farms ¹	850	850	1,156	1,150	1,150	1,150
Farm Acreage (1,000)	260	260	230	230	230	230
Farm Employment						
Hired workers	1,700	1,750	1,700	1,700	1,700	1,700

¹ 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

	2007	2008	2007	2008	2009
Number of Livestock Operations, December 31	Maui County		State of Hawaii		
Cattle ¹	180	150	1,100	1,000	1,000
Hogs	60	60	230	230	230
Milk	5	5	15	15	15
Eggs	10	15	80	100	100
Honey	3	3	40	35	35
Value of Livestock Sales (\$1,000)					
Cattle ²	4,260	5,495	26,196	24,305	28,945
Hogs ²	885	750	3,682	3,359	2,996
Milk	D	D	9,673	5,460	7,491
Eggs	D	D	7,428	8,678	8,759
Aquaculture	D	D	1,564	1,431	1,672
Total Livestock and Aquaculture Sales (\$1,000)	6,085	7,013	48,543	43,233	49,863

D: Withheld to avoid disclosure of individual operations

¹. Includes beef, dairy, and dairy replacement operations

². 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**

	2007	2008	2007	2008	2009
Acreeage in Crop (1,000 acres)	Maui County		State of Hawaii		
Sugarcane	32.4	34.5	39.3	39.7	39.6
Pineapples	T	T	D	D	D
Vegetables and Melons	0.7	0.7	3.3	2.1	2.1
Fruits (excluding pineapple)	0.6	0.6	6.5	4.1	3.9
Coffee	D	D	7.8	7.8	8.0
Macadamia nuts	D	D	17.0	17.0	17.0
All other crops	6.7	5.2	20.5	20.7	20.9
Number of Crop Farms					
Sugarcane	1	1	2	2	2
Pineapple	9	9	40	40	40
Vegetables and melons	120	102	650	540	540
Fruits (excluding pineapple)	260	272	1300	1500	1600
Coffee	30	32	830	830	830
Macadamia Nuts	10	20	570	570	570
Taro	20	15	105	105	110
Flowers and nursery products	210	200	1060	1025	1010
Value of Sales (\$1,000)					
Sugar (unprocessed cane)	37,800	34,500	47,600	44,200	44,200
Pineapple (fresh equivalent)	T	T	D	D	D
Vegetables, ginger root, herbs, and melons	6,545	6,630	34,395	21,898	19,930
Fruits (excluding pineapple)	1,734	2,382	30,592	23,680	25,373
Coffee (parchment)	D	D	31,875	29,580	31,320
Macadamia Nuts (in shell)	D	D	24,600	33,500	29,400
Taro	D	D	2,360	2,666	2,440
Seed crops	D	D	140,710	176,990	236,410
Flowers and nursery products	13,337	13,922	108,710	94,662	76,814
Total crops	150,643	144,231	420,842	427,176	465,887

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

5.1.7

SUGARCANE, MAUI ISLAND

	2006	2007	2008	2009	2010
Number of farms	1	1	1	1	1
Acreage (1,000 acres)					
In crop	34.9	32.4	34.5	34.4	34.5
Harvested for sugar	16.9	16.9	16.9	15.1	15.5
Yield per acre (tons)					
Sugarcane	78.30	70.40	65.80	64.50	77.10
Raw Sugar 96°	10.24	9.74	8.55	8.40	11.10
Production of cane for sugar (1,000 tons)	1,323	1,190	1,112	974	1,195
Farm price (dollar per ton)	30.80	31.80	31.00	30.80	58.40
Value of cane for sugar (\$1 million)	40.7	37.8	34.5	30.0	69.8
Mill production (1,000 tons)					
Raw Sugar 96°	173	165	145	127	172
Molasses	56	50	52	41	51
Average returns received (dollars per ton)					
Raw Sugar 96°	350.00	342.00	355.00	352.00	606.00
Molasses	75.50	87.30	87.20	142.80	106.80
Value of production (\$1 million)					
Raw Sugar 96°	60.6	56.4	51.5	44.7	104.2
Molasses	4.2	4.4	4.5	5.9	5.4
Total	64.8	60.8	56.0	50.6	109.6

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		State of Hawaii		
	2007	2008	2007	2008	2009
Harvested Acreage					
Beans, snap	50	50	130	120	D
Cabbage, head	120	110	270	220	420
Celery	D	D	25	20	D
Cucumbers	190	200	310	310	D
Onions, dry	100	90	160	160	150
Romaine	20	20	100	90	100
Squash, Italian	70	50	180	170	170
Sweet potatoes	D	D	420	470	600
Taro ¹	70	85	380	390	445
Production (1,000 pounds)					
Beans, snap	260	330	700	700	D
Cabbage, head	3,200	3,300	6,300	5,600	8,700
Celery	D	D	510	360	D
Cucumbers	3,060	2,900	5,000	4,800	D
Onions, dry	1,200	1,100	1,400	1,400	1,400
Romaine	260	200	1,200	1,000	800
Squash, Italian	420	350	1,200	1,480	1,170
Sweet potatoes	D	D	7,100	8,100	8,300
Taro (marketings) ¹	910	690	4,000	4,400	4,000
Value of Sales (\$1,000)					
Beans, snap	169	330	721	749	D
Cabbage, head	928	990	1,890	1,960	2,976
Celery	D	D	224	137	D
Cucumbers	1,502	1,543	2,500	2,736	D
Onions, dry	1,524	1,375	1,680	1,610	1,810
Romaine	148	102	804	590	463
Squash, Italian	252	210	804	888	731
Sweet potatoes	D	D	3,621	4,780	5,413
Taro ¹	563	487	2,360	2,728	2,440

D: Withheld to avoid disclosure of individual operations

¹. 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)
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
2009	1,010	1,905	24,445	2,140	2,745
Maui County					
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	2007	2008	2007	2008	2009
	Maui County		State of Hawaii		
Cut Flowers	3,293	2,623	12,170	9,578	7,220
Orchids	1,104	1,118	21,542	18,169	15,708
Lei Flowers	1,504	1,432	4,709	3,783	2,560
Foliage	622	527	20,074	14,949	12,410
Potted Flowering Plants	861	1,202	6,499	4,144	4,114
All Other Nursery Products	5,563	6,670	41,996	42,239	36,480
Unspecified Sales	390	350	1,720	1,800	1,600
Total	13,337	13,922	108,710	94,662	80,092

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

5.1.11

FRUITS: VALUE OF SALES

1,000 dollars (Fresh weight basis)

State of Hawaii	2006	2007	2008
Papaya	11,049	13,094	14,393
Tropical Specialty Fruit	2,625	4,485	3,992
Avocado	694	789	730
Banana	10,780	10,496	8,004
Grapefruit	34	19	36
Guava	1,051	675	553
Lemon	36	30	52
Lime	106	66	66
Other Fruits	100,871	30,592	29,158

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

5.1.12

BANANAS, MAUI COUNTY

	1998	1999	2000	2001	2002
Maui/Moloka'i/Lāna'i					
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 (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
State	5,500	5,500	187	112	33,869	38,766	145	84

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	2007	2008	2009	2010	2011
Cash receipts from marketing	191,627	191,728	188,124	255,590	264,126
Cash receipts: livestock and products	5,051	4,518	6,059	6,332	8,788
Cash receipts: crops	186,576	187,210	182,065	249,258	255,338
Other income	8,996	14,076	9,342	9,491	12,071
Government payments	171	1,734	2,203	1,974	1,480
Imputed and miscellaneous income	8,825	12,342	7,139	7,517	10,591
Total production expenses	137,989	138,480	149,626	154,005	168,813
Feed purchased	2,823	3,655	3,496	3,473	4,888
Livestock purchased	413	290	912	712	1,427
Seed purchased	3,730	3,732	3,845	3,675	3,686
Fertilizer and lime	11,101	11,165	14,497	16,015	18,908
Petroleum products purchased	6,565	6,590	8,048	8,330	8,886
Hired farm labor expenses	48,928	46,749	47,734	51,579	58,205
All other production expenses	64,429	66,299	71,094	70,221	72,813
Value of Inventory Change	-580	-347	119	-1,283	-336
Livestock: value of inventory change	-653	-231	99	-1,076	-148
Crops: value of inventory change	0	0	0	0	0
Materials and supplies: value of inventory change	73	-116	L	-207	-188
Total cash receipts and other income	200,623	205,804	197,466	265,081	276,197
less: Total production expenses	137,989	138,480	149,626	154,005	168,813
Realized Net Income	62,634	67,324	47,840	111,076	107,384
plus: Value of inventory change	-580	-347	119	-1,283	-336
Total net income including corporate farms	62,054	66,977	47,959	109,793	107,048
less: Net income of corporate farms	36,807	41,761	19,094	73,066	74,103
plus: Statistical adjustment	0	0	0	0	0
Total net farm proprietor's income	25,247	25,216	28,865	36,728	32,944
plus: Farm wages and perquisites	58,013	56,252	59,159	62,744	71,333
plus: Farm supplements to wages and salaries	10,855	10,356	10,533	10,630	12,296
Total farm labor and proprietor's income	94,115	91,824	98,557	110,102	116,573

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
Fishing Method					
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
Total	25,771,067	22,877,821	31,206,991	32,087,651	28,376,038
Species Group					
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
Total	25,771,067	22,877,821	31,206,991	32,087,651	28,376,038

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
Total	25,771,067	22,877,821	31,206,991	32,087,651	28,376,038

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

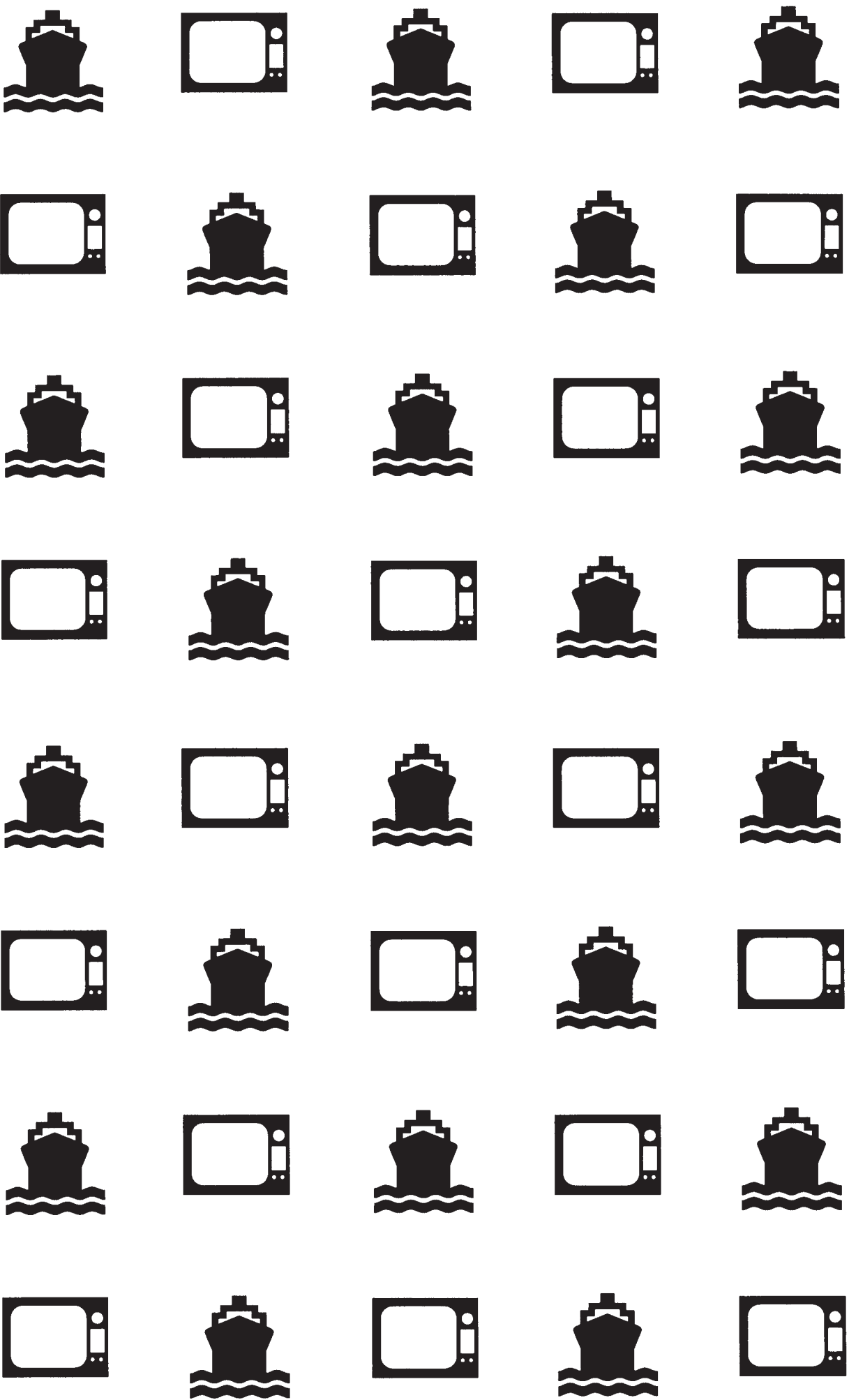
SEA LANDINGS BY AREA FISHED, MAUI COUNTY

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

Communication & Transportation



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 ¹	Sunday
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	18,7182	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
2008			NA	NA
2009			18,770	20,886

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	12,871	weekly
Maui Time	18,000	weekly
Maui Weekly	16,250	weekly
The Lānaʻi Times	3,000	monthly
The Molokaʻi Dispatch	4,800	weekly
Paid Circulation		
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
Subscribers					
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
2011	53,014	47,041	279,730	23,730	403,515
Basic service revenue (\$1,000)					
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
2011	25,127	23,763	133,934	12,176	195,002

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

6.1.4

RADIO AND TELEVISION BROADCASTING STATIONS IN OPERATION, MAUI COUNTY, 2012

	Maui County	State Total
Commercial		
AM	7	33
FM	15	57
TV	5	24
Public or Educational		
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 Paha St. (Pukalani)					
To Piimauna St.	7:00-8:00	332	4:45-5:45	719	6,434
To Paha St.	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 2011-2012**

Town	Major ¹		Minor ²		Civil ³		Non Traffic	
	2011	2012	2011	2012	2011	2012	2011	2012
Hā'iku	56	45	107	87	18	25	2	2
Hāli'imaile	3	5	16	10	5	1	0	0
Hāna	20	18	65	72	7	3	0	3
Hoolehua	3	7	9	7	1	2	0	0
Ka'anapali	23	36	67	64	59	85	0	2
Kahului	265	254	693	638	371	393	14	9
Kalaupapa	1	0	2	0	0	1	1	1
Kapalua	12	11	7	18	11	7	1	1
Kaunakakai	24	21	56	54	10	14	1	1
Kīhei	173	186	360	385	182	152	2	3
Kualapuu	6	2	4	3	0	1	0	1
Kula	54	63	94	102	16	14	2	1
Lahaina	165	142	326	301	99	120	2	2
Lāna'i	6	12	20	19	6	6	2	0
Ma'alaea	22	30	44	50	8	7	0	0
Makawao	61	45	117	112	21	30	2	1
Mauna Loa	1	3	2	2	0	0	1	0
Nāpili	32	39	64	74	41	46	1	0
Pā'ia	37	29	90	109	20	27	4	2
Pukalani	39	33	77	91	37	52	3	2
Pukoo	2	1	3	1	0	0	0	0
Spreckelsville	3	7	8	9	1	0	1	0
Waiehu	16	18	52	34	4	4	0	1
Waihee	7	11	12	18	6	2	1	0
Waikapu	9	14	20	21	4	2	0	0
Wailea	61	54	86	104	27	37	3	2
Wailuku	135	110	298	310	144	141	8	3
TOTAL	1,236	1,196	2,699	2,695	1,098	1,172	51	37

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
Gasoline Prices, Wailuku												
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
Gasoline Prices, Honolulu												
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
Gasoline Prices, Hilo												
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
Maui		Moloka'i	
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	Lāna'i	
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

	2006	2007	2008	2009	2010	2011
Driver's Licenses in Force	103,402	105,635	108,259	109,304	110,420	110,993
All vehicles	163,696	164,537	162,943	158,306	159,221	169,803
Motor vehicles	159,341	160,076	158,417	153,481	154,276	165,419
Passenger vehicles ¹	122,990	122,823	121,249	117,369	118,945	129,219
Ambulances	12	14	15	15	15	17
Buses	246	206	199	190	179	182
Trucks ¹	32,493	33,217	33,010	32,004	31,190	31,492
Truck tractors	94	95	89	75	70	67
Truck cranes	76	84	84	80	74	77
Motorcycles, motorscooters ²	3,430	3,637	3,771	3,748	3,803	4,365
Trailers and semi-trailers	4,355	4,461	4,526	4,825	4,945	4,384

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, 2012

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, 2011

Island	Total mileage	Paved		Unpaved
		Freeways	Other	
State total	4,370.49	88.55	4,109.53	172.41
Hawai'i	1,482.44	0.00	1,423.14	59.30
Maui	635.94	0.00	579.24	56.70
Lāna'i	47.80	0.00	33.80	14.00
Moloka'i	136.15	0.00	124.15	12.00
O'ahu	1,652.61	88.55	1,556.14	7.92
Kaua'i	415.54	0.00	393.05	22.49

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 ¹	Total (millions)	Per vehicle ¹
Maui County				
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
2011	69,460	420	1,471.3	8,895
State				
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
2011	546,247	462	10,653.9	9,020

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

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

6.2.9

VEHICLE REGISTRATION BY TAXATION STATUS, BY COUNTY 2011

Taxation status	State total	Honolulu	Hawai'i	Kaua'i	Maui
Taxable vehicles	1,053,431	643,572	174,977	75,548	159,334
Exempt vehicles	94,695	89,964	2,100	911	1,720
Federal government	450	439	9	0	2
State government	6,349	6,348	0	0	1
County government	7,687	4,861	1,016	578	1,232
Fire department	309	66	127	54	62
Police department	1,739	1,284	405	0	50
Consulates	62	61	1	0	0
Disabled veterans	238	47	179	11	1
Military non-resident	71,597	71,295	68	152	82
Farm	114	37	33	3	41
Horseless carriage	70	53	9	8	0
Electric vehicles	673	504	41	20	108
National Guard	5,407	4,969	212	85	141
Total registered	1,148,126	733,536	177,077	76,459	161,054

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: 2010

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	44	29	66	15	34	0	1	14	33
Honolulu	72	47	65	25	35	5	7	20	28
Kaua'i	16	12	75	4	25	0	0	4	25
Maui	20	17	84	3	17	0	0	3	17
State	152	105	69	47	31	6	4	42	27

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**

	2006	2007	2008	2009	2010 ²
Major traffic accidents¹					
Honolulu	6,371	5,827	5,064	4534	4982
Hawai'i	1,586	2,161	1,716	1536	251
Kaua'i	553	605	567	445	441
Maui	924	953	911	858	190
Fatal Accidents					
Honolulu	81	61	41	50	59
Hawai'i	34	34	29	24	27
Kaua'i	10	9	9	7	9
Maui	19	21	23	18	12
Persons Injured					
Honolulu	4,909	4,370	3,946	3680	4119
Hawai'i	1,357	1,591	1,074	834	134
Kaua'i	442	497	513	407	396
Maui	1,040	1,029	897	862	207
Persons Killed					
Honolulu	90	67	43	53	60
Hawai'i	34	38	29	27	31
Kaua'i	14	9	11	8	10
Maui	19	24	24	21	12

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

2. Preliminary, as of July 2012.

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		
	2011	2010	% Change	2011	2010	% Change
DOMESTIC SEATS	1,688,594	1,680,120	0.5%	9,392,291	9,299,913	1.0%
US West	1,434,792	1,426,490	0.6%	5,832,742	5,745,356	1.5%
Anchorage	9,688	9,891	-2.1%	62,656	50,240	24.7%
Denver	44,042	29,152	51.1%	158,263	151,188	4.7%
Las Vegas	21,420	6,552	226.9%	256,650	239,841	7.0%
Los Angeles	496,230	530,345	-6.4%	2,111,434	2,148,410	-1.7%
Oakland	63,809	61,289	4.1%	205,743	178,769	15.1%
Orange County	16,768	20,584	-18.5%	42,236	49,352	-14.4%
Phoenix	106,020	114,712	-7.6%	464,380	453,550	2.4%
Portland	147,926	149,285	-0.9%	309,312	303,358	2.0%
Sacramento	55,946	44,117	26.8%	147,926	136,097	8.7%
Salt Lake City	0	10,929	-100.0%	88,492	89,337	-0.9%
San Diego	55,946	31,580	77.2%	154,991	131,978	17.4%
San Francisco	199,772	215,756	-7.4%	987,652	1,049,063	-5.9%
Seattle	174,478	182,359	-4.3%	602,604	632,273	-4.7%
US East	102,946	130,653	-21.2%	726,269	923,036	-21.3%
Chicago	20,821	41,328	-49.6%	197,016	206,457	-4.6%
Dallas	82,125	89,325	-8.1%	246,375	253,575	-2.8%
INTERNATIONAL SEATS	150,856	122,977	22.7%	2,762,624	2,558,381	8.0%
Canada	150,856	122,977	22.7%	319,051	286,492	11.4%
Calgary	28,610	14,517	97.1%	40,749	24,678	65.1%
Vancouver	116,552	107,236	8.7%	269,752	256,918	5.0%
TOTAL SEATS	1,839,450	1,803,097	2.0%	12,154,915	11,858,294	2.5%

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 2011

Airport	Total operations	Air carrier	Air taxi	General aviation	Military
Honolulu International	263,340	148,234	57,417	43,733	13,956
Kahului	121,962	38,078	62,151	18,646	3,087
Kona International	109,456	24,203	18,086	49,420	17,747
Līhu'e	100,487	23,359	47,679	24,281	5,168
Hilo International	78,003	14,213	38,459	12,815	12,516
Moloka'i	30,056	0	21,038	6,539	2,479
Kalaeloa	123,219	1	12	96,063	27,143

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

	2004	2005	2006	2007	2008	2009	2010	2011
Kahului Airport								
All movements	160,552	168,449	164,992	148,034	128,022	118,800	118,896	121,962
Air carrier	50,729	59,210	67,676	52,172	39,240	40,802	39,400	38,078
Air taxi	80,563	77,844	70,272	72,935	68,981	58,664	59,387	62,151
General Aviation	25,543	27,326	24,468	20,237	17,005	15,306	17,287	18,646
Military	3,717	4,069	2,576	2,690	2,796	4,028	2,822	3,087
Moloka'i Airport								
All movements	36,757	39,364	39,685	37,615	31,200	24,295	26,491	30,056
Air carrier	424	0	181	0	0	0	0	0
Air taxi	24,321	26,349	27,488	26,821	23,405	17,966	19,679	21,038
General Aviation	10,702	10,977	10,137	9,407	6,601	5,629	6,065	6,539
Military	1,310	2,038	1,879	1,387	1,194	700	747	2,479

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	2008		2009		2010		2011	
	Outgoing	Incoming	Outgoing	Incoming	Outgoing	Incoming	Outgoing	Incoming
Passengers								
Kahului								
interisland	1,381,700	1,373,026	1,333,172	1,322,789	1,220,115	1,228,489	1,194,285	1,211,869
overseas	1,345,248	1,363,813	1,259,248	1,273,707	1,448,210	1,449,880	1,543,388	1,536,431
Moloka'i	106,988	110,268	93,083	95,490	83,684	85,549	85,683	87,258
Lāna'i	56,889	56,722	46,111	45,745	45,354	45,213	46,279	46,470
Kapalua	59,939	59,624	44,999	45,280	40,236	40,391	44,788	44,983
Hāna	1,462	1,575	764	563	541	123	166	165
Kalaupapa	3,135	4,283	2,220	2,359	903	892	512	494
Cargo (U.S. tons)								
Kahului								
interisland	4,019	10,285	3,738	10,220	4,544	11,320	4,407	11,239
overseas	3,674	9,113	2,478	7,887	1,882	7,736	1,652	7,623
Moloka'i	204	730	204	725	205	611	163	612
Lāna'i	101	620	60	532	81	491	79	544
Kapalua	266	679	192	619	179	694	173	711
Hāna	0	4	0	1	27	0	0	0
Kalaupapa	13	180	18	150	24	135	34	135
Mail (U.S. tons)								
Kahului								
interisland	875	7,651	863	7,445	1,650	7,651	1,536	6,155
overseas	988	4,737	721	4,272	707	4,525	595	3,342
Moloka'i	132	276	90	145	0	0	0	0
Lāna'i	33	131	23	75	0	0	0	0
Kapalua	2	0	0	0	0	0	0	0
Hāna	0	0	0	0	0	0	0	0
Kalaupapa	5	15	4	10	0	0	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
Total	39	38	32	40	25	25	36	46	13	28	32	53	407

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

	2006	2007	2008	2009	2010
Total Inbound Vessels	1,426	1,507	2,160	1,033	987
By Type of Vessel					
Self propelled vessels					
Passenger and dry cargo	203	203	96	60	93
Tanker	3	3	6	3	8
Towboat or tugboat	655	673	1,544	531	466
Non-self propelled vessels					
Dry Cargo	461	517	419	361	331
Tanker	104	111	95	78	89
By Draft					
Less than 18 feet	1,012	992	1,417	791	699
18 feet and more	414	515	743	242	288

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)	
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
2010	2,114

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, 2010

In short tons

	Total	Domestic Receipts	Domestic Shipments	Foreign Inbound
All Commodities	2,114,105	1,243,508	776,379	94,218
Total coal	85,938	0	0	85,938
1100 coal & lignite	85,938	0	0	85,938
Total Petroleum and Petroleum Products	478,811	470,505	26	8,280
2211 Gasoline	205,961	205,961	0	0
2330 Distillate fuel oil	184,577	184,577	0	0
2340 Residual fuel oil	75,221	75,221	0	0
2350 Lub oil & greases	836	810	26	0
2640 Hydrocarbon & petrol gases, liquefied and gaseous	11,733	3,453	0	8,280
Total Chemicals and Related Products	18,817	18,527	290	0
3190 Fertilizers and mixes NEC	7,515	7,515	0	0
3220 Alcohols	10,102	10,102	0	0
Total Crude Materials, Inedible (Except Fuels)	18,224	14,145	4,079	0
4189 Lumber	13,578	13,404	174	0
4420 Iron & steel scrap	4,066	180	3,886	0
Total Primary Manufactured Goods	1,081,454	550,696	530,758	0
5190 Paper products NEC	5,151	4,886	265	0
5220 Cement and concrete	29,156	29,156	0	0
5290 Misc. mineral products	473	473	0	0
5370 Iron & steel pipe and tube	553	553	0	0
5480 Fabricated metal products	1,046,121	515,628	530,493	0

6.2.19

CONTINUED

	Total	Domestic Receipts	Domestic Shipments	Foreign Inbound
Total Food and Farm Products	292,360	95,527	196,833	0
6442 Rice	2,750	2,750	0	0
6654 Vegetables and products	12,961	12,197	764	0
6781 Hay & fodder	981	981	0	0
6782 Animal feed, prepared	5,558	5,481	77	0
6811 Meat, fresh, frozen	5,250	5,250	0	0
6839 Animals and products NEC	1,641	297	1,344	0
6861 Sugar	162,035	0	162,035	0
6865 Molasses	21,382	0	21,382	0
6885 Alcoholic beverages	23,875	23,701	174	0
6889 Food products NEC	51,317	40,332	10,985	0
6899 Farm products NEC	4,368	4,368	0	0
Total All Manufactured Equipment, Machinery, and Products	129,656	93,408	36,248	0
7110 Machinery (not electric)	7,516	2,145	5,371	0
7120 Electrical machinery	1,595	594	1,001	0
7210 Vehicles & parts	26,253	15,801	10,452	0
7400 Manufactured wood products	21,277	23,514	7,763	0
7600 Rubber and plastic products	1,277	157	1,120	0
7900 Manufactured products NEC	61,738	51,197	10,541	0
Total Waste and Scrap NEC	8,145	0	8,145	0
8900 Waste and scrap NEC	8,145	0	8,145	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

	2006	2007	2008	2009
All Commodities	4,793,519	5,629,882	3,957,865	2,139,458
Receipts	2,934,190	3,340,983	2,409,330	1,358,129
Shipments	1,859,329	2,288,899	1,548,535	781,329
Total Coal	45,490	65,629	94,202	93,496
Receipts	45,490	65,629	94,202	93,496
Shipments	0	0	0	0
Total Petroleum and Petroleum Products	537,608	602,444	448,417	370,808
Receipts	537,608	598,221	448,396	370,642
Shipments	0	4,223	21	166
Total Chemicals and Related Products	28,614	31,542	23,234	11,790
Receipts	28,255	30,719	22,962	11,722
Shipments	359	823	272	68
Total Crude Materials, Inedible (Except Fuels)	94,160	74,748	74,299	22,734
Receipts	65,588	55,990	46,194	18,653
Shipments	28,572	18,758	28,105	4,081
Total Primary Manufactured Goods	2,968,697	3,847,734	2,587,964	1,355,816
Receipts	1,566,202	1,952,700	1,313,664	680,691
Shipments	1,402,495	1,895,034	1,274,300	675,125
Total Food and Farm Products	444,466	365,483	264,064	143,216
Receipts	226,388	215,684	190,592	87,051
Shipments	218,078	149,799	73,472	56,165
Total All Manufactured Equipment, Machinery	670,830	637,814	459,504	132,910
Receipts	461,575	421,796	292,683	95,277
Shipments	209,255	216,018	166,821	37,633
Total Waste and Scrap, NEC	567	4,244	5,544	8,091
Receipts	0	0	0	0
Shipments	567	4,244	5,544	8,091
Unknown or NEC	3,087	244	637	597
Receipts	3,084	244	637	597
Shipments	3	0	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: 2011

Facility (mirror diameter in meters)	Capital cost (\$ mil)	Annual operating cost (\$ mil)	County based staff	Operational
Mauna Kea observatories:				
UH 2.2-m (Optical/Infrared)	5	1.5	7	1970
Canada-France-Hawaii 3.6-m (Optical/Infrared)	30	7.0	45	1979
NASA IRTF 3.0-m (Infrared)	10	4.3	19	1979
United Kingdom 3.8-m (Infrared)	5	2.0	12	1979
James Clerk Maxwell 15-m Submillimeter	32	5.0	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	19.5	96	1999
Fredrick C. Gillett Gemini 8m (Optical/Infrared)	92	13.9	112	1999
Submillimeter Array 8x6-m	80	5.0	27	2003
Mauna Kea Observatories Support Services	X	4.3	39	1980
Total	611	75.3	527	
Haleakala observatories:				
Mees Solar Observatory	0.5	0.51	2	1968
Haleakala Observatories Projects	NA	1.39	9	1979
Maui Space Surveillance Site (MSSS) 3/ Advanced Electro-Optical System	200.0	26.70	140	1979
3.7-m Telescope (AEOS)	50.0	20.60	65	1997
Faulkes 2-m Telescope	10.0	0.60	2	2003
Transportable Laser Ranging System (TLRS4)	0.6	0.53	5	2005
Panoramic Survey Telescope And Rapid Response System (Pan-STARRS) PS1 @ LURE Observatory	20.0	3.20	9	2009
Haleakala Support Facilities	8.6	1.20	12	NA
Total	289.7	54.73	244	

NA Not available.

X Not applicable.

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

7.1.2

**ELECTRIC UTILITY STATISTICS,
MAUI COUNTY**

	2007	2008	2009	2010	2011
Customers, Dec 31					
Total					
Maui Island	61,485	62,266	62,707	62,992	63,433
Moloka'i	3,141	3,151	3,146	3,127	3,164
Lāna'i	1,697	1,648	1,636	1,620	1,633
Maui County	66,323	67,065	67,489	67,739	68,230
Residential					
Maui Island	52,066	52,922	53,438	53,848	54,305
Moloka'i	2,579	2,590	2,589	2,596	2,611
Lāna'i	1,431	1,413	1,404	1,391	1,410
Maui County	56,076	56,925	57,431	57,835	58,326
Other					
Maui Island	9,419	9,344	9,269	9,144	9,128
Moloka'i	562	561	557	531	553
Lāna'i	266	235	232	229	223
Maui County	10,247	10,140	10,058	9,904	9,904
Generating and Firm Purchased Capability, Dec 31 (mW)					
Maui Island	260.3	262.3	262.3	262.3	262.3
Moloka'i	11.8	11.8	11.8	11.8	11.8
Lāna'i	9.3	9.3	10.1	10.1	10.1
Maui County	281.4	283.4	284.2	284.2	284.2
Peak Demand (mW)1					
Maui Island	204.4	194.4	199.9	199.4	194.1
Moloka'i	6.3	5.9	5.9	5.6	5.8
Lāna'i	5.4	5.2	4.7	4.8	4.7
Power Sold (1,000 kWh)					
Total					
Maui Island	1,213,611	1,176,505	1,134,313	1,135,141	1,125,556
Moloka'i	35,756	33,586	31,834	31,451	30,685
Lāna'i	30,736	29,138	26,097	24,967	24,785
Maui County	1,280,103	1,239,229	1,192,244	1,191,559	1,181,026
Residential					
Maui Island	428,414	414,006	408,068	403,908	398,869
Moloka'i	12,697	12,437	12,261	12,041	11,700
Lāna'i	8,465	8,120	7,614	7,377	7,358
Maui County	449,576	434,563	427,943	423,326	417,927
Other					
Maui Island	785,197	762,499	726,245	731,233	726,687
Moloka'i	23,059	21,149	19,573	19,410	18,985
Lāna'i	22,271	21,018	18,483	17,590	17,427
Maui County	830,527	804,666	764,301	768,233	763,099

7.1.2

CONTINUED

	2006	2007	2008	2009	2010
Average Annual Use, Dec 31 (kWh)					
Residential					
Maui Island	8,228	7,823	7,636	7,501	7,345
Moloka'i	4,923	4,802	4,736	4,638	4,481
Lāna'i	5,915	5,747	5,423	5,303	5,218
Other					
Maui Island	83,363	81,603	78,352	79,969	79,611
Moloka'i	41,030	37,699	35,140	36,554	34,332
Lāna'i	83,726	89,438	79,668	76,812	78,149
Average Rate (dollars per kWh)					
Residential					
Maui Island	0.28056	0.37117	0.25553	0.29453	0.35774
Moloka'i	0.34197	0.43692	0.32102	0.35778	0.43025
Lāna'i	0.32782	0.44089	0.32598	0.37102	0.44049
Other					
Maui Island	0.26337	0.35394	0.23856	0.27890	0.34497
Moloka'i	0.33497	0.43307	0.32478	0.36182	0.43526
Lāna'i	0.32809	0.44362	0.33171	0.37470	0.44506
Revenues (\$1,000)					
Total					
Maui Island	326,991	423,546	277,527	322,903	393,156
Moloka'i	12,066	14,593	10,293	11,331	13,298
Lāna'i	10,081	12,904	8,613	9,328	10,997
Maui County	349,138	451,043	296,433	343,562	417,451
Residential					
Maui Island	120,197	153,668	104,272	118,962	142,692
Moloka'i	4,342	5,434	3,936	4,308	5,034
Lāna'i	2,775	3,580	2,482	2,737	3,241
Maui County	127,314	162,682	110,690	126,007	150,967
Other					
Maui Island	206,794	269,878	173,255	203,941	250,464
Moloka'i	7,724	9,159	6,357	7,023	8,264
Lāna'i	7,307	9,324	6,131	6,591	7,756
Maui County	221,825	288,361	185,743	217,555	266,484

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

	2007	2008	2009	2010	2011
Island of Maui					
Customers, Dec. 31					
Residential	341	431	429	427	431
Other	77	82	84	86	86
Total	418	513	513	513	517
Gas Sold (1,000 therms)					
Residential	83	93	100	108	109
Other	724	681	660	769	749
Total	807	774	760	877	858
Average Annual Use (therms)					
Residential	243	216	233	252	252
Other	9,403	8,305	7,857	8,941	8,711
Average rate (dollar per therm)					
Residential	3.49398	4.08602	3.58000	3.91045	4.30770
Other	2.25138	2.88399	2.23030	2.53368	2.91648
Revenues (\$1,000)					
Residential	290	380	358	421	468
Other	1,630	1,964	1,472	1,948	2,185
Total	1,920	2,344	1,830	2,369	2,653
Islands of Moloka'i and Lāna'i¹					
Customers, Dec. 31					
Moloka'i	80	82	77	78	83
Lāna'i	12	9	16	17	22
Gas Sold (1,000 therms)					
Moloka'i	13	14	12	13	12
Lāna'i	NA	1	1	1	1
Average Annual Use (therms)					
Moloka'i	163	171	156	163	145
Lāna'i	NA	NA	63	75	65
Average rate (dollar per therm)					
Moloka'i	4.00000	4.08602	4.25000	4.57941	4.94771
Lāna'i	NA	NA	6.00000	6.14759	6.70154
Revenues (\$1,000)					
Moloka'i	52	61	51	58	60
Lāna'i	3	5	6	8	10

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

	2006	2007	2008	2009	2010
Coal	17.5	19.0	20.2	19.0	17.1
Natural gas	0.2	0.2	0.1	0.2	2.7
Petroleum					
Distillate fuel oil	39.0	54.1	33.0	35.6	27.5
Jet fuel	86.9	72.3	60.7	47.0	51.0
Liquefied petroleum gas	1.7	1.5	2.4	2.9	3.2
Motor gasoline	58.8	57.5	52.5	52.5	51.8
Residual fuel oil	92.3	102.6	78.4	78.2	76.7
Other	17.0	16.6	14.5	14.4	14.6
Total petroleum	295.8	304.6	241.5	230.7	238.6
Renewable Energy					
Hydroelectric	1.2	0.9	0.8	1.1	0.7
Wood and waste	8.5	8.0	8.6	8.4	7.5
Ethanol fuel	1.4	1.7	3.2	3.6	4.3
Geothermal	2.1	2.3	2.3	1.6	2.0
Solar / Photovoltaic	1.7	1.9	2.4	2.8	3.5
Wind	0.8	2.4	2.4	2.5	2.5
Total renewable energy	15.6	17.1	19.7	20.0	20.6
Total Energy Consumption	329.2	341.0	281.5	269.8	272.1

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*

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
	Number of Services									
Maui County	31,021	31,680	32,344	33,123	33,675	34,682	35,444	35,540	35,611	35,540
Maui	29,451	30,102	30,751	31,510	32,045	33,032	33,789	33,876	33,947	33,876
Moloka'i	1,570	1,578	1,593	1,613	1,630	1,650	1,655	1,664	1,664	1,664
	Consumption (million gallons)									
Maui County	12,312	12,695	12,436	12,961	13,186	13,258	12,797	12,074	12,214	12,371
Maui	11,997	12,357	12,105	12,644	12,883	12,961	12,510	11,794	11,916	12,089
Moloka'i	315	338	331	317	303	297	287	280	298	282

SOURCE: COUNTY OF MAUI, DEPARTMENT OF WATER SUPPLY, ANNUAL REPORT, 2002-2011.

7.1.6

DAILY AVERAGES FOR WATER PRODUCTION BY AREA, MAUI COUNTY

in thousands of gallons

Area	11/11	12/11	1/12	2/12	3/12	4/12	5/12	6/12	7/12	8/12	9/12	10/12	Previous 12 Months
Central Maui													
Groundwater-Īao	14,616	13,026	14,345	14,383	13,443	14,877	15,812	16,964	17,911	18,442	16,823	16,854	15,629
Īao Tunnel	1,414	1,444	1,448	1,414	1,421	1,425	1,376	1,404	1,455	1,408	1,441	1,453	1,425
Groundwater-Waihe'e	4,662	4,191	4,050	4,125	4,166	4,507	4,714	3,774	3,451	3,455	3,440	3,438	3,996
Kepaniwai	789	792	791	792	790	792	792	792	789	792	792	791	791
Maui Lani	1,168	1,151	1,159	1,143	1,131	1,155	1,157	1,159	1,148	1,156	1,151	1,164	1,153
Surface Water	532	1,122	1,142	1,059	637	989	1,065	1,034	1,139	1,124	968	1,113	994
Upcountry Maui													
Surface Water	5,583	5,614	5,538	7,161	5,729	6,945	7,501	7,379	7,443	8,270	7,279	8,593	6,920
Groundwater	1,871	1,158	1,210	1,182	1,198	1,179	1,267	1,333	1,132	1,169	886	1,103	1,223
West Maui													
Surface Water	2,967	2,837	3,289	3,182	3,026	2,948	3,104	3,451	3,288	3,583	3,387	3,427	3,208
Groundwater	2,177	2,031	1,923	2,017	1,768	2,300	2,205	1,906	2,240	2,181	1,963	2,061	2,064
East Maui													
Groundwater	327	354	380	392	387	306	326	347	313	326	323	340	343
Moloka'i													
Groundwater	849	825	865	834	736	923	986	1,047	1,035	1,031	997	971	925
Total Water Production	36,956	34,544	36,142	37,682	34,431	38,346	40,306	40,592	41,343	42,938	39,449	41,308	38,673

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 DECEMBER 2012

7.1.7

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

Water Service Charges (Effective July 1, 2012)

Schedule A		Schedule B (meter size)	Per meter/ per month
General Rates:			
0 - 5,000 gal	\$1.75	5/8 inch	\$11.25
5,001 - 15,000	\$3.20	3/4 inch	\$16.00
15,001 - 35,000	\$4.80	1 inch	\$27.00
Over 35,000	5.25	1 1/2 inch	\$55.00
Agricultural Rates:			
0 - 5,000 gal	\$1.75	2 inch	\$75.00
5,001 - 15,000	\$3.20	3 inch	\$145.00
Over 15,000	\$1.10	4 inch	\$260.00
Non-potable Agricultural Rates			
All usage	\$1.10	6 inch	\$490.00
		8 inch	\$800.00

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

Meter Size	Fee
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

SOURCE: COUNTY OF MAUI, DEPARTMENT OF WATER SUPPLY, ANNUAL REPORT FY 2011

7.1.8
WATER SERVICE BY METER SIZE,
MAUI COUNTY

Year ending June 30, 2011

District	5/8"	3/4"	1"	1 1/2"	2"	3"	4"	6"	8"	Total
Regular Rates										
Wailuku	17,217	1,451	550	410	409	59	29	6	1	20,132
Makawao	8,690	313	182	79	29	16	3	1	0	9,313
Lahaina	2,691	228	134	125	122	26	9	2	0	3,337
Hāna	501	11	8	4	4	0	0	0	0	528
Moloka'i	1,537	46	31	15	18	2	0	1	0	1,650
Subtotal	30,636	2,049	905	633	582	103	41	10	1	34,960
Agricultural Meters										
Wailuku	28	6	7	4	3	2	1	0	0	51
Makawao	375	70	86	90	34	0	3	0	0	658
Lahaina	4	3	2	0	1	0	1	0	0	11
Hāna	8	0	2	0	0	0	0	0	0	10
Moloka'i	4	2	2	0	0	0	0	0	0	8
Subtotal	419	81	99	94	38	2	5	0	0	738
Total	31,055	2,130	1,004	727	620	105	46	10	1	35,698

SOURCE: COUNTY OF MAUI, DEPARTMENT OF WATER SUPPLY, ANNUAL REPORT FY 2011

7.1.9

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

Year ending June 30, 2011

	1,000 Gallons	Amount	Cost per 1,000 Gallons
Purchased From			
East Maui Irrigation	2,488,830	150,077	0.060
Wailuku Water Co.	423,993	214,385	0.506
Kapalua Land Co.	564,365	158,980	0.282
Hawaiian Home Lands	12,332	60,828	4.933
Total	3,489,520	584,269	0.167
District			
Wailuku	423,993	214,385	0.506
Kula	216,182	13,036	0.060
Makawao	2,266,628	136,678	0.060
Lahaina	564,365	158,980	0.282
Hāna	6,020	363	0.060
Moloka'i	12,332	60,828	4.933
Total	3,489,520	584,270	0.167
Other Water			
Wailuku- Wilku. Water Co.	393,047		
Wailuku- Hi. Land & Farming	1,807,450		
Total	2,200,497		

SOURCE: COUNTY OF MAUI, DEPARTMENT OF WATER SUPPLY, ANNUAL REPORT FY 2011

7.1.10

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

Year ending June 30, 2011

System	Services	Change from FY 2008	Consumption (1,000 gal)	Change from FY 2008 (1,000 gal)
Wailuku District				
Wailuku	6,254	55	1,257,908	41,494
Waihe'e	195	0	25,155	1,443
Waikapū	916	4	126,840	6,708
Wailuku Heights	489	(5)	82,103	6,073
Kahului	5,040	61	1,500,071	(68,786)
Pu'unēnē	11	0	41,829	(816)
Kīhei	5,939	(47)	3,916,982	94,952
Mā'alaea	45	0	88,091	12,792
Mākena	199	(3)	286,904	45,823
Pā'ia-Kū'au	901	1	155,852	7,780
Spreckelsville	194	1	71,081	(2,783)
Subtotal	20,183	67	7,552,816	144,680
Makawao District				
Kokomo-Kaupakalua	1,113	0	164,350	3,281
Kuiaha	294	(1)	52,265	(13,551)
Ha'ikū-Pa'uwela	838	(7)	135,157	(4,252)
Makawao	1,974	(11)	326,418	1,611
Pukalani	2,082	14	355,813	(17,731)
Hāli'imaile	201	0	34,454	838
Upper Kula	2,252	20	545,153	45,390
Lower Kula	1,095	0	784,029	14,255
'Ulupalakua-Kanaio	83	3	43,236	(8,478)
Kula Ag. Park	39	1	191,656	(11,820)
Subtotal	9,971	19	2,632,531	9,543
Lahaina District				
Lahaina	2,095	(1)	769,281	(11,461)
Honokōwai	450	2	519,465	22,207
'Alaeloa	790	(5)	550,122	13,852
Honokōhau	13	0	798	21
Subtotal	3,348	(4)	1,839,666	24,619
Moloka'i District				
Kawela-Kaunakakai	1,171	(3)	211,030	(12,738)
'Ualapu'e	378	0	62,384	(2,000)
Kala'e	109	(3)	8,531	(1,393)
Hālawa	0	0	0	0
Subtotal	1,658	(6)	281,945	(16,131)
Hāna District				
Hāna	389	0	49,533	(4,930)
Nāhiku	39	(1)	3,611	(906)
Ke'anae	89	4	9,315	248
Kaupō	21	8	1,167	(291)
Subtotal	538	11	63,626	(5,879)

SOURCE: COUNTY OF MAUI, DEPARTMENT OF WATER SUPPLY, ANNUAL REPORT FY 2011

7.1.11

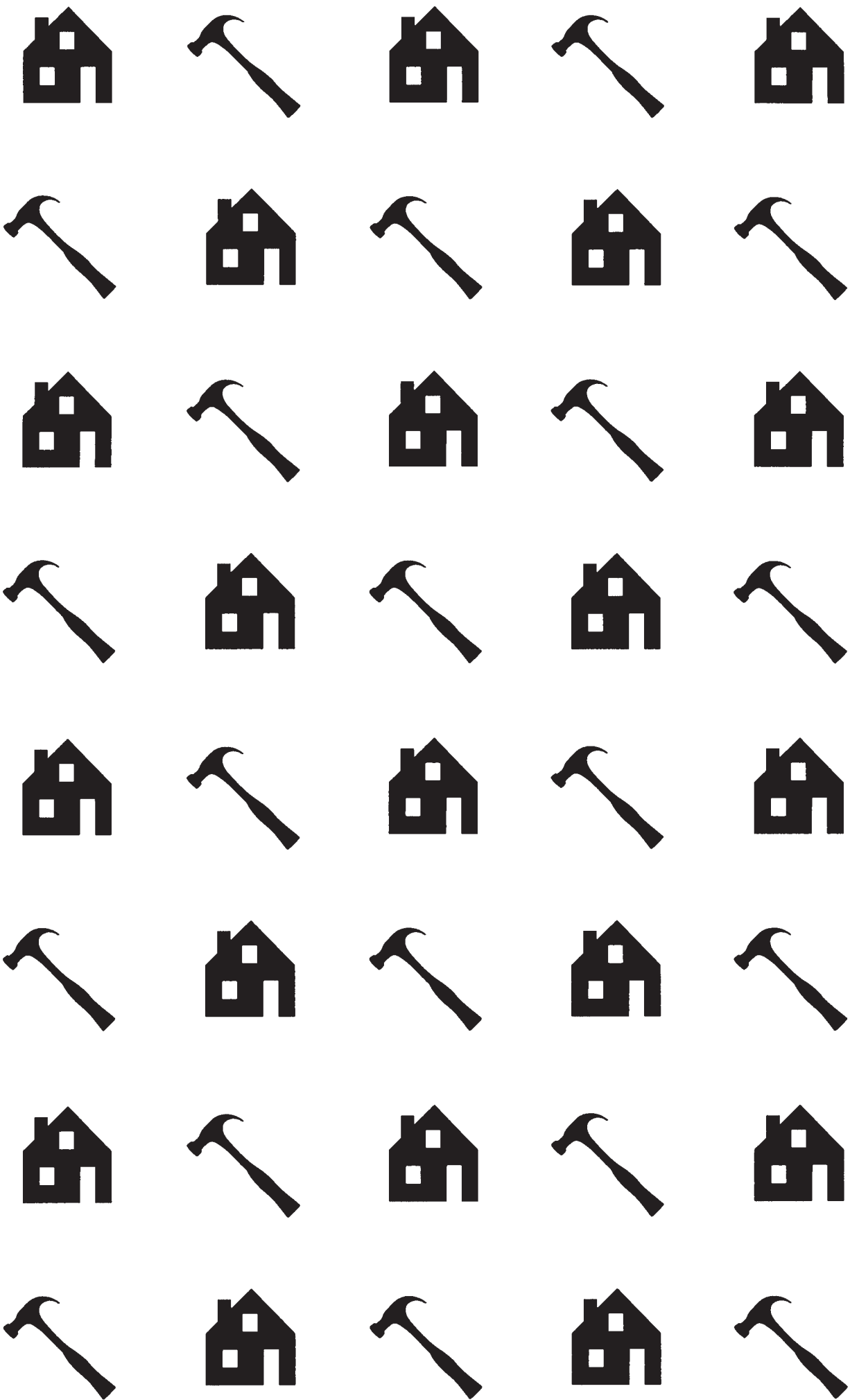
**MONTHLY WATER CONSUMPTION BY DISTRICT,
MAUI COUNTY**

Year ending June 30, 2011, in 1,000 gallons

Months	Total	Wailuku	Makawao	Kula	Lahaina	Moloka'i	Hāna
General							
July	1,136,829	997,819	2,225	89,275	269	44,752	2,489
August	885,529	305,911	190,158	33,625	342,878	3,372	9,585
September	1,182,258	1,038,767	3,027	94,146	319	45,665	334
October	1,006,174	460,985	184,373	21,768	326,568	2,508	9,972
November	918,554	806,153	2,347	89,123	194	21,017	-280
December	1,110,811	630,459	145,611	12,119	292,563	22,934	7,125
January	573,591	487,200	2,073	66,774	164	17,103	277
February	812,162	374,087	132,134	11,477	267,365	18,280	8,819
March	763,539	665,335	2,248	66,143	159	29,580	74
April	878,972	426,984	139,307	18,697	279,445	5,178	9,361
May	847,069	742,320	4,090	78,174	61	22,377	47
June	980,890	451,468	162,523	12,369	305,878	39,565	9,087
Total General	11,096,378	7,387,488	970,116	593,690	1,815,863	272,331	56,890
Agricultural							
July	148,649	27,588	161	119,223	0	1,588	89
August	120,508	6,358	21,571	86,207	4,980	309	1,083
September	188,627	22,470	407	165,196	0	554	0
October	88,069	5,995	20,766	53,192	4,817	1,884	1,415
November	194,875	21,993	120	172,762	0	0	0
December	55,583	6,299	11,984	30,946	4,055	1,478	821
January	108,019	21,044	2,231	84,721	0	0	23
February	38,585	4,974	11,669	16,871	2,854	931	1,286
March	106,314	15,292	367	89,702	0	953	0
April	36,159	7,566	13,178	10,932	3,093	269	1,121
May	123,562	16,433	248	106,824	57	0	0
June	65,256	9,316	15,719	33,728	3,947	1,648	898
Total Agricultural	1,274,206	165,328	98,421	970,304	23,803	9,614	6,736
Grand Total	12,370,584	7,552,816	1,068,537	1,563,994	1,839,666	281,945	63,626

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)
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
2011	1,076	243,683

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	2006	2007	2008	2009	2010	2011
Residential	362,279	302,401	276,188	103,630	81,594	68,913
Hotel	400,142	181,153	0	0	0	12,000
Non-residential	117,570	127,728	66,171	54,809	75,325	108,300
Additions and alterations	99,421	116,489	101,481	65,997	37,688	54,470

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

	2007	2008	2009	2010	2011
Authorized Housing Units (number)					
New single family units	1,050	527	273	210	196
New multi-family units	251	227	115	67	3
Total	1,301	754	388	277	199
Permit Value (\$)					
New single family units	210,034,680	110,418,556	62,789,622	49,727,615	43,935,794
New multi-family units	28,482,221	38,917,886	45,984,620	14,380,634	2,676,999
Total	238,516,901	149,336,442	108,774,242	64,108,249	46,612,793

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
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
2011	203	2	12	23

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
Housing Wage					
Hourly wage necessary to afford 2 bedroom FMR	\$28.90	\$33.98	\$22.29	\$27.17	\$31.68
Housing Cost					
2 bedroom FMR	\$1,503	\$1,767	\$1,159	\$1,413	\$1,647
Income needed to afford 2 bedroom FMR	\$60,120	\$70,680	\$46,360	\$56,520	\$65,889
Full-time jobs at minimum wage to afford 2 bedroom FMR	4.0	4.7	3.1	3.7	4.4
Area Median Income (AMI)					
Annual AMI	\$77,100	\$82,700	\$69,600	\$76,300	\$79,828
Rent affordable at AMI	\$1,928	\$2,068	\$1,740	\$1,908	\$1,996
30% of AMI	\$23,130	\$24,810	\$20,880	\$22,890	\$23,948
Rent affordable at 30% of AMI	\$578	\$620	\$522	\$572	\$599
Renter Households					
Number (2000 Census)	21,114	129,273	21,791	7,603	179,848
% of total households (2000)	41%	42%	34%	35%	41%
Estimated mean renter hourly wage (2006)	\$13.58	\$14.02	\$11.66	\$12.00	\$13.61
Rent affordable at mean wage	\$706	\$729	\$607	\$624	\$708
Full time jobs at mean renter wage to afford 2 br FMR	2.1	2.4	1.9	2.3	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 2012

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	101	NA
Maui Lu Timeshare	Timeshare	400	NA
Wailea Renaissnace	Hotel/Condo	328	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	Various	1,050	NA
Villas at Royal Lahaina	Condo/Hotel	126	NA
Grand Wailea Resort Expansion	Hotel	310	NA

NA: Not Available

SOURCE: HAWAII TOURISM AUTHORITY, VISITOR PLANT SURVEY, 2011.

8.1.7

**AVERAGE ANNUAL WAGES FOR CONSTRUCTION INDUSTRIES,
MAUI COUNTY - 2011**

Industry	Number of Establishments	Number of Employment	Total Wages	Average Annual Wages
Construction	572	2,623	\$146,653,000	\$55,905
Construction of Buildings	196	764	\$44,074,000	\$57,714
Residential	153	387	\$17,544,000	\$45,352
Nonresidential	43	377	\$26,531,000	\$70,404
Heavy and Civil Engineering Construction	36	372	\$29,712,000	\$79,907
Land Subdivision	17	89	\$6,632,000	\$74,865
Highway, Street, and Bridge Construction	8	200	\$15,074,000	\$75,340
Specialty Trade Contractors	340	1,488	\$72,866,000	\$48,978
Building Foundation/Exterior Contractors	62	254	\$10,773,000	\$42,483
Building Equipment Contractors	112	579	\$31,097,000	\$53,717
Building Finishing Contractors	103	454	\$21,138,000	\$46,610
Other Specialty Trade Contractors	64	202	\$9,858,000	\$48,863

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

8.1.8

**BUILDING PERMITS ISSUED,
MAUI COUNTY CALENDAR YEAR 2012**

Types of Permits	No. of Permits	No. of Units	Valuation
Single family, detached	253	253	\$73,114,845
Two family buildings	3	6	\$1,473,500
Three and four family buildings	14	49	\$12,007,600
Five or more family buildings	30	200	\$27,693,661
Hotels, Motels, and tourist cabins	5	19	\$19,882,500
Churches and other religious	1		\$3,663,000
Industrial	1		\$250,000
Service stations and repair garages	1		\$1,763,594
Offices, bank, and professional	8	5	\$6,026,000
Schools and other educational	1		\$450,000
Stores and customer services	15		\$24,905,837
Other non-residential buildings	65		\$8,294,847
Structures other than buildings	224		\$26,760,836
Residential (Add, Alter, Convert)	349	9	\$21,233,046
Commercial (Add, Alter, Convert)	161	3	\$137,494,022
Additions of res. Garages/carports	41		\$2,140,965
Demo- single family homes	26	26	\$179,800
Demo- two family buildings	1	2	\$15,000
Demo- all other	35		\$286,250
Repairs to dwellings	18		\$541,916
Repairs to other buildings	140		\$10,855,456
Relocate residential buildings	2	2	\$106,920
Relocate garages and other bldgs	2		\$10,050
Fences, retaining wall, seawalls, etc.	97		\$6,116,102
Mechanical Work	2		\$230,900
Temporary structures (tents, booths, etc.)	83		\$576,444
Total	1,578	574	\$386,073,091

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
Residential Building						
	Ha'ikū	9	Lahaina	18	Kualapu'u	1
	Hāna	3	Makawao	26	Maunaloa	1
	Kahului	7	Pā'ia	2	Lāna'i City	3
	Kīhei	33	Wailuku	12		
	Kula	14	Kaunakakai	3		
Nonresidential Building						
	Ha'ikū	3	Kula	3	Wailuku	3
	Kahului	3	Lahaina	2	Kaunakakai	1
	Kīhei	4	Makawao	3		
Utility System Construction						
	Kahului	2	Wailuku	3		
Land Subdivision						
	Kahului	2	Kula	1		
	Kīhei	1	Wailuku	2		
Heavy and Civil Engineering						
	Kīhei	2	Lahaina	1	Wailuku	1
Foundation, Structure, and Building Exterior						
	Ha'ikū	3	Kula	4	Pā'ia	1
	Kahului	7	Lahaina	5	Wailuku	11
	Kīhei	19	Makawao	5		
Building Equipment						
	Ha'ikū	14	Lahaina	8	Ho'olehua	1
	Kahului	18	Makawao	17	Kaunakakai	2
	Kīhei	18	Pā'ia	3		
	Kula	4	Wailuku	26		
Building Finishing						
	Ha'ikū	11	Kula	7	Pā'ia	2
	Kahului	6	Lahaina	10	Wailuku	16
	Kīhei	12	Makawao	10		
Other Specialty Trade Contractors						
	Ha'ikū	2	Kula	5	Wailuku	6
	Kahului	3	Lahaina	2	Lāna'i City	1
	Kīhei	9	Makawao	4		

SOURCE: U.S. CENSUS BUREAU, ZIP CODE BUSINESS PATTERNS 2010

8.2.1

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

Characteristic	Number	Percent
Total Housing Units	71,213	100.0%
Median Number of Rooms	4.1	
Occupied Housing Units		
Structure built 1990 or later	25,565	35.9%
Structure built before 1940	3,133	4.4%
Lacking Complete Plumbing	783	1.1%
Lacking Complete Kitchen	1,994	2.8%
Lacking Telephone Service	1,994	2.8%
Moved into Unit After 1999	49,208	69.1%
Moved into Unit Before 1980	6,409	9.0%
Occupants per Room of 1.51 or more	1,495	2.1%
Owner-Occupied Units		
Median Value	527,900	
With a Mortgage	50,063	70.3%
Median monthly costs	2,309	
Monthly Costs Were 35% or more of income	31,761	44.6%
Not mortgaged	21,150	29.7%
Median monthly costs	\$490	
Renter-Occupied Units		
Median Gross Rent	\$1,173	
Rent was 35% or More of Income	35,820	50.3%

SOURCE: U.S. CENSUS BUREAU, AMERICAN COMMUNITY SURVEY 2011

8.2.2

SELECTED HOUSING CHARACTERISTICS, MAUI COUNTY

Maui County	2008	2009	2010	2011
All Housing Units	66,224	66,679	70,510	71,213
Units in Structure				
1 unit, detached	36,836	36,528	39,504	41,660
1 unit, attached	2,345	1,975	3,580	4,771
2 to 4 units	7,219	6,713	7,967	5,911
5 to 9 units	4,286	5,596	5,304	4,629
10 or more units	15,475	15,727	14,155	3,276
Mobile home, boat, other	63	140	0	0
Median Number of Rooms	3.9	4.0	4.1	4.1
Occupied Housing Units	48,950	48,326	51,893	52,549
With 1.01 or more occupants/room	5,548	4,358	5,594	8,118
Vacant Housing Units	17,274	18,353	18,617	18,658
For seasonal use	5,541	5,891	9,956	7,212
Homeowner Vacancy Rate	2.3%	1.2%	3.7%	0.8%
Rental Vacancy Rate	28.8%	32.0%	24.8%	22.5%
Owner-Occupied Units				
Total	28,157	27,831	30,809	40,307
Percent of all Occupied Units	57.5%	57.6%	59.4%	56.6%
Average Household Size	3.12	3.20	3.16	3.3
Value of Owner Occupied Units				
Total units	28,157	27,831	30,809	40,307
Less than \$100,000 unit value	309	1,031	479	524
\$100,000 to \$199,999	982	744	1,910	2,459
\$200,000 to \$299,999	1,690	2,346	2,160	3,144
\$300,000 to \$499,999	5,246	6,781	7,046	12,576
\$500,000 to \$999,999	16,029	12,803	15,381	17,171
\$1 million or more	3,901	4,126	3,833	4,474
Median value	\$621,500	\$586,500	\$597,100	\$527,900
Renter-Occupied Units				
Total	20,793	20,495	21,084	30,906
Average Household Size	2.52	2.68	2.62	2.46
Gross Rent				
Total renters	18,936	18,954	18,894	21,138
Less than \$300 rent	192	699	583	254
\$300 to \$499	1,020	323	633	698
\$500 to \$749	782	2,109	1,695	1,924
\$750 to \$999	3,696	2,819	3,152	3,361
\$1,000 to \$1,499	6,747	6,329	5,569	9,089
\$1,500 or more	6,499	6,675	7,262	5,792
No cash rent	1,857	1,541	2,190	1,644
Median rent	\$1,292	\$1,307	\$1,287	\$1,173

SOURCE: U.S. CENSUS BUREAU, AMERICAN COMMUNITY SURVEY, 2008-2011.

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
Maui Island				
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
Moloka'i				
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
Lāna'i				
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
Maui Island					
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
Moloka'i					
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
Lāna'i					
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
Maui Island						
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
Moloka'i						
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
Lāna'i						
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**

2011	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
Maui Island							
Haiku-Pauwela CDP	1,810	31	18	74	270	1,136	281
Hāli'imaile CDP	209	3	0	16	85	96	9
Hāna CDP	205	0	0	22	74	93	16
Kā'anapali CDP	456	0	0	0	38	145	273
Kahului CDP	3,807	144	63	212	874	2,355	159
Kapalua CDP	146	0	0	4	2	46	94
Kīhei CDP	3,849	22	210	248	1,113	1,961	295
Lahaina CDP	1,642	44	65	133	225	932	243
Ma'alaea CDP	171	0	0	21	89	47	14
Makawao CDP	1,409	14	87	80	249	928	51
Mākena CDP	49	0	0	0	0	0	49
Nāpili-Honokōwai CDP	1,143	14	55	69	398	397	210
Pā'ia CDP	483	0	14	0	137	251	81
Pukalani CDP	1,633	0	64	0	213	1,293	63
Waihe'e-Waiehū CDP	1,988	76	170	128	582	949	83
Waikapū CDP	596	11	3	28	289	248	17
Wailea CDP	1,763	23	86	71	110	649	824
Wailuku CDP	3,691	58	200	402	1,125	1,733	173
Moloka'i							
Kaunakakai CDP	750	7	83	270	247	95	48
Kualapu'u CDP	404	78	102	91	77	53	3
Maunaloa CDP	34	0	15	19	0	0	0
Lāna'i							
Lāna'i City CDP	603	0	14	74	320	183	12

SOURCE: U.S. CENSUS BUREAU, 2007-2011 AMERICAN COMMUNITY SURVEY 5-YEAR ESTIMATES.

8.2.7

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

2011	Total Rentals	Under 20%	20% to 29.9%	30% to 39.9%	40% to 49.9 %	Over 50%	Not Computed
Maui Island							
Haiku-Pauwela CDP	1,166	144	91	138	57	736	32
Hāli'imaile CDP	71	16	5	33	0	17	6
Hāna CDP	93	11	3	6	9	64	62
Kā'anapali CDP	37	3	3	25	2	4	27
Kahului CDP	2,561	685	168	464	239	1,005	414
Kapalua CDP	43	0	9	21	3	10	14
Kīhei CDP	4,051	373	813	423	541	1,901	184
Lahaina CDP	1,522	314	170	142	256	640	103
Ma'alaea CDP	66	38	2	5	4	17	12
Makawao CDP	1,197	147	74	193	67	716	44
Mākena CDP	0	0	0	0	0	0	7
Nāpili-Honokōwai CDP	1,393	272	159	292	127	543	57
Pā'ia CDP	294	83	23	18	40	130	48
Pukalani CDP	924	286	207	30	29	372	62
Waihe'e-Waiehū CDP	360	47	29	64	44	176	139
Waikapū CDP	156	30	21	0	22	83	9
Wailea CDP	1,054	150	98	164	122	520	83
Wailuku CDP	1,526	333	205	180	131	677	166
Moloka'i							
Kaunakakai CDP	491	73	141	86	21	170	130
Kualapu'u CDP	114	20	4	0	3	87	23
Maunaloa CDP	58	8	8	3	0	39	16
Lāna'i							
Lāna'i City CDP	315	191	46	26	12	40	98

SOURCE: U.S. CENSUS BUREAU, 2007-2011 AMERICAN COMMUNITY SURVEY 5-YEAR ESTIMATES.

8.2.8

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

2011	SPECIFIED RENTER-OCCUPIED HOUSING UNITS PAYING CASH RENT						
	Total	Less than \$300 ¹	\$300 to \$499	\$500 to \$749	\$750 to \$999	\$1,000 to \$1,499	\$1,500 or more
Maui Island							
Haiku-Pauwela CDP	1,166	32	0	18	201	451	496
Hāli'imaile CDP	71	6	0	5	14	30	22
Hāna CDP	93	62	0	14	3	67	9
Kā'anapali CDP	40	24	0	0	0	10	30
Kahului CDP	2,607	581	129	494	385	931	455
Kapalua CDP	43	14	0	9	0	0	34
Kīhei CDP	4,066	176	42	125	562	1,470	1,860
Lahaina CDP	1,522	159	92	186	427	366	395
Ma'alaea CDP	66	12	0	0	0	41	25
Makawao CDP	1,197	61	13	54	128	547	438
Mākena CDP	0	7	0	0	0	0	0
Nāpili-Honokōwai CDP	1,409	65	14	18	221	618	514
Pā'ia CDP	294	57	25	13	44	76	127
Pukalani CDP	924	62	0	0	86	546	292
Waihe'e-Waiehū CDP	406	109	101	0	44	138	107
Waikapū CDP	156	9	0	0	22	46	88
Wailea CDP	1,067	70	0	71	82	259	655
Wailuku CDP	1,547	193	56	284	305	364	490
Moloka'i							
Kaunakakai CDP	491	179	59	96	55	136	96
Kualapu'u CDP	114	29	0	0	30	46	32
Maunaloa CDP	67	7	2	26	32	7	0
Lāna'i							
Lāna'i City CDP	315	98	51	87	27	116	34

1. Includes no cash rent.

SOURCE: U.S. CENSUS BUREAU, 2007-2011 AMERICAN COMMUNITY SURVEY 5-YEAR ESTIMATES.

8.2.9

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

	2008	2009	2010	2011
Owner				
Housing Units with a mortgage	20,068	19,750	22,576	20,927
Less than 20% of income	4,202	4,514	3,973	4,861
20% to 24.9%	2,952	2,609	2,551	2,975
25% to 29.9%	1,353	2,065	2,754	2,066
30% to 34.9%	2,021	2,257	1,987	1,651
35% or more	9,540	8,305	11,311	9,318
Not computed	129	283	176	56
Median mortgage (dollars)	\$2,564	\$2,199	\$2,479	\$2,309
Renter				
Renter-occupied units	18,831	18,596	18,710	20,961
Less than 15% of income	1,775	1,618	1,235	1,736
15% to 19.9%	2,526	2,391	1,759	2,237
20% to 24.9%	1,676	2,805	2,488	2,609
25% to 29.9%	2,312	1,814	2,619	2,189
30% to 34.9%	2,136	2,165	1,815	1,643
35% or more	8,406	7,803	8,794	10,547
Not computed	1,962	1,899	2,374	1,821
Median rent (dollars)	\$1,292	\$1,307	\$1,287	\$1,173

SOURCE: U.S. CENSUS BUREAU, SELECTED HOUSING CHARACTERISTICS, 2008-2011.

8.2.10

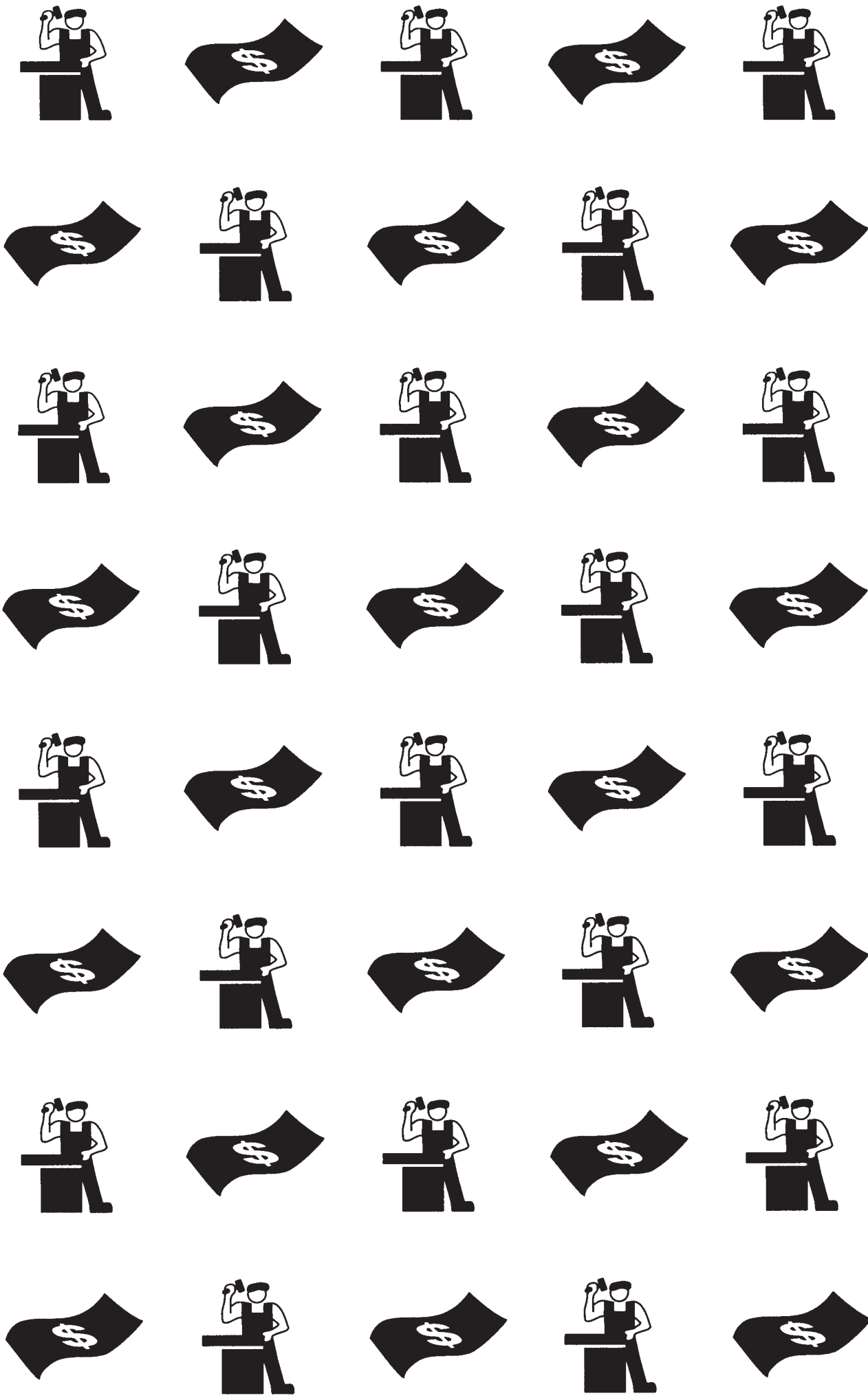
FORECLOSURE FILINGS BY JUDICIAL CIRCUIT

Year	Maui County ¹	Hawai'i County	Kaua'i County	City and County of Honolulu ¹	State Total
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
2011	571	750	165	1,171	2,657

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, 2011

	Maui	Moloka'i	Lāna'i
Banks			
Firms	3	1	2
Locations	24	1	2
Savings and Loan Associations			
Associations	1	0	0
Locations	1	0	0
Financial Services Loan Companies			
Firms	4	1	0
Locations	5	1	0
Escrow Depository Companies			
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	2008	2009	2010	2011	2012
Hāna	\$4,927	\$5,385	\$5,108	5,016	5,671
Kahului	778,024	763,513	741,668	782,902	840,177
Kīhei	347,066	343,697	387,947	388,509	455,817
Lahaina	378,933	336,723	351,376	372,786	405,335
Makawao/Pukalani	156,123	165,745	164,076	171,161	181,481
Pā'ia	42,354	43,885	45,901	51,144	52,513
Wailuku	295,865	334,164	310,379	304,456	417,981
Kaunakakai	65,559	61,895	61,076	61,772	64,326
Lāna'i City	31,761	34,606	29,336	27,995	26,963
Total	\$2,100,612	\$2,089,613	\$2,096,867	\$2,165,741	\$2,450,264

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 December 2011

Name	Location	Assets (\$)	Loans (\$)	Members
First Hawaiian Homes	Ho'olehua	\$3,581,609	\$1,831,715	1,297
Kahului	Kahului	\$52,994,179	\$25,987,798	4,773
Kula Community	Kahului	\$40,204,835	\$15,952,270	3,543
Lāna'i	Lāna'i City	\$24,559,933	\$630,348	1,924
Maui	Kahului	\$58,086,737	\$12,937,442	5,264
Maui County	Wailuku	\$232,761,726	\$169,179,531	14,142
Maui Teachers	Wailuku	\$35,808,277	\$3,590,766	1,665
Moloka'i Community	Kaunakakai	\$18,058,080	\$9,593,456	3,958
Valley Isle Community	Kahului	\$103,658,470	\$35,963,206	12,955
Wailuku	Wailuku	\$40,193,810	\$29,523,630	3,794
West Maui Community	Lahaina	\$30,333,214	\$2,745,196	2,622
Maui County Total		\$640,240,870	\$307,935,358	55,937

SOURCE: NATIONAL CREDIT UNION ADMINISTRATION, FINANCIAL PERFORMANCE REPORTS

9.1.4

FEDERAL CREDIT UNION CHARACTERISTICS, MAUI COUNTY

	2008	2009	2010	2011
Number of credit unions	12	12	11	11
Total members	54,687	55,410	55,914	55,937
Total assets	\$569,137,058	\$640,902,399	\$640,799,313	\$640,240,870
Total shares and deposits	\$478,460,959	\$537,561,342	\$466,082,986	\$459,647,684
Number of shares & deposit accounts	79,539	89,364	77,481	76,411
Total loans	\$319,801,194	\$330,231,131	\$312,246,610	\$307,935,358
Number of loans	15,487	15,992	15,121	14,912

SOURCE: NATIONAL CREDIT UNION ADMINISTRATION, CALL REPORT DATA FILES UNDER FOIA (FINAL), DECEMBER 2008-2011.

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
Labor Force					
2005	75,000	80,750	31,900	439,400	627,133
2006	76,600	83,200	32,250	441,500	633,454
2007	78,000	84,250	32,500	440,050	637,325
2008	78,200	84,800	32,650	444,050	643,992
2009	76,000	83,800	31,950	440,050	638,142
2010	74,900	83,250	31,850	439,000	649,046
2011	78,750	87,600	33,700	460,650	660,729
Employed					
2005	73,050	78,100	31,050	427,650	609,929
2006	74,800	80,700	31,450	430,850	617,667
2007	75,800	81,400	31,650	429,000	620,317
2008	74,600	80,000	31,150	428,000	617,450
2009	69,350	75,600	28,950	414,700	594,088
2010	68,700	75,150	29,050	414,500	604,454
2011	72,550	78,950	30,750	434,200	616,500
Unemployed					
2005	1,950	2,700	850	11,750	17,213
2006	1,800	2,450	800	10,650	15,804
2007	2,200	2,850	850	11,050	17,004
2008	3,600	4,750	1,500	16,050	26,538
2009	6,650	8,150	3,000	25,350	44,063
2010	6,250	8,150	2,800	24,500	44,592
2011	6,200	8,650	2,950	26,450	44,242
Percent Unemployed					
2005	2.6	3.3	2.7	2.7	2.7
2006	2.4	3.0	2.4	2.4	2.5
2007	2.8	3.4	2.6	2.5	2.7
2008	4.6	5.6	4.5	3.6	4.1
2009	8.7	9.7	9.3	5.8	6.9
2010	8.3	9.8	8.7	5.6	6.9
2011	7.9	9.9	8.8	5.7	6.7

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
Labor Force				
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
2011	74,350	2,550	1,500	78,450
Employment				
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
2011	69,850	2,250	1,450	72,900

9.2.2

CONTINUED

	Maui	Moloka'i	Lāna'i	Maui County
Unemployment				
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
2011	5,150	350	100	5,600
Percent Unemployed				
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
2011	6.9	13.5	5.0	7.1

*: 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, 2011	PERCENT DISTRIBUTION						
	Civilian Labor Force	Employed	Un-employed	Civilian Labor Force	Employed	Un-employed	Unemployment Rate
Both Sexes	78,750	72,550	6,200	100%	100%	100%	7.9%
White	31,250	28,950	2,300	39.7	39.9	37.0	7.3
Black/African American	300	300	*	0.4	0.4	0.3	5.8
American Indian/ Alaska Native	350	300	50	0.4	0.4	0.7	13.0
Asian	22,350	21,250	1,100	28.3	29.3	17.4	4.8
Native Hawaiian/ Pacific Islander	7,900	6,600	1,300	10.0	9.1	20.7	16.3
Some Other Race	1,100	1,100	*	1.4	1.5	0.1	0.7
Two or More Races	15,550	14,050	1,500	19.7	19.4	23.8	9.5
Minority Group	47,500	43,600	3,900	60.3	60.1	63.0	8.2
Hispanic or Latino	5,450	4,900	550	6.9	6.7	9.0	10.3
Females	36,700	34,100	2,600	100%	100%	100%	7.10%
White	13,950	12,900	1,050	38.0	37.8	39.9	7.4
Black/African American	100	100	*	0.3	0.3	0.7	13.9
American Indian/ Alaska Native	150	150	50	0.4	0.4	0.9	15.3
Asian	10,850	10,550	350	29.6	30.9	12.8	3.1
Native Hawaiian/ Pacific Islander	3,750	3,150	600	10.2	9.2	23.1	16.1
Some Other Race	450	450	0	1.2	1.3	0.0	0.0
Two or More Races	7,450	6,850	600	20.3	20.1	22.5	7.9
Minority Group	22,800	21,200	1,550	62.0	62.2	4.6	6.8
Hispanic or Latino	2,450	2,200	250	6.7	6.4	9.6	10.2
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 2011 LOCAL AREA UNEMPLOYMENT STATISTICS FROM U.S. BUREAU OF LABOR STATISTICS

9.2.4

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

Industry, 2011	Maui	Moloka'i	Lāna'i	County
TOTAL NONAGRICULTURAL	62,900	1,500	1300	65,600
Total Private	54,000	1,000	1100	56,100
Goods Producing	3,500	*	*	3,500
Nat. Resources & Mining & Construction	2,500	*	*	2,600
Special Trade Contractors	1,500	*	*	1,500
Manufacturing	1,000	*	0	1,000
Durable Goods	200	*	0	200
Non-Durable Goods	800	*	0	800
Service-Providing	59,400	1,500	1300	62,100
Private Service-Providing	50,500	1,000	1100	52,600
Trade, Transportation & Utilities	13,000	300	100	13,300
Wholesale Trade	1,400	*	*	1,400
Retail Trade	8,400	200	100	8,700
Food & Beverage Stores	1,800	100	*	2,000
Grocery Stores	1,700	*	*	1,800
Clothing & Clothing Accessories Stores	1,500	*	*	1,500
General Merchandise	1,400	*	*	1,500
Department Stores	1,000	*	*	1,000
Transportation, Warehousing & Utilities	3,200	100	*	3,300
Air Transportation	600	*	*	600
Information	600	*	0	600
Telecommunications	200	*	0	200
Financial Activities	2,300	*	100	2,400
Finance & Insurance	800	*	*	800
Professional & Business Services	6,400	*	200	6,500
Professional, Scientific & Tech. Svcs.	1,400	*	*	1,400
Administrative & Support & Waste Management & Remediation Services	4,800	*	*	4,800
Education & Health Services	5,700	300	*	6,000
Education Services	1,000	*	*	1,000
Health Care & Social Assistance	4,600	300	*	5,000
Leisure and Hospitality	19,800	200	700	20,700
Accommodation & Food Services	18,100	200	700	18,900
Accommodation	10,100	100	600	10,800
Food Services and Drinking Places	8,000	100	*	8,100
Full-Service Restaurants	5,700	0	0	5,700
Other Services	2,700	100	*	2,800
Government	8,800	500	200	9,500
Federal Government	800	*	*	900
Department of Defense	*	*	*	*
State Government	5,600	300	100	6,000
State Education (DOE & UH)	2,900	200	100	3,200
Local Government	2,400	100	*	2,600
AGRICULTURE	1,300	300	0	1,600

* 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 STATE DEPARTMENT OF LABOR AND INDUSTRIAL RELATIONS, RECORDS.

9.2.6

INCOME FOR HOUSEHOLDS AND FAMILIES, MAUI COUNTY

Income (in Inflation-Adjusted Dollars) ¹	2010		2011	
	Households	Families	Households	Families
Total number	51,893	34,516	52,549	36,489
Less than \$10,000	2,370	1,459	3,143	996
\$10,000 to \$14,999	2,140	679	1,823	951
\$15,000 to \$24,999	4,438	2,300	4,879	2,495
\$25,000 to \$34,999	5,161	3,085	4,461	2,780
\$35,000 to \$49,999	7,301	4,026	7,390	4,440
\$50,000 to \$74,999	9,828	6,075	10,132	7,578
\$75,000 to \$99,999	7,401	6,546	7,318	5,875
\$100,000 to \$149,999	8,237	6,508	7,435	6,584
\$150,000 to \$199,999	2,406	1,809	2,817	2,178
\$200,000 or more	2,611	2,029	3,151	2,612
Median income	\$60,617	\$73,916	\$60,147	\$72,843
Mean income	\$79,426	\$88,289	\$79,916	\$91,395

SOURCE: U.S. CENSUS BUREAU, 2010 AND 2011 AMERICAN COMMUNITY SURVEY

9.2.7

**LONG TERM INDUSTRY EMPLOYMENT PROJECTIONS
MAUI COUNTY**

Occupational Title	Employment		Number	Percent	Annual
	2008	2018	Change	Change	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 2011

All Claimants

Characteristic	Maui/Lānaʻi Annual Average	Percent of Total	Molokaʻi Annual Average	Percent of Total
Total	1,898	100.0	135	100.0
Sex				
Male	1,201	63.3	71	52.6
Female	696	36.7	64	47.4
Industry				
State	49	2.6	10	7.4
County	1	0.1	0	0.0
Agriculture	41	2.2	29	21.5
Mining	0	0.0	0	0.0
Utilities	4	0.2	0	0.0
Construction	481	25.3	17	12.6
Manufacturing	20	1.1	2	1.5
Wholesale	30	1.6	4	3.0
Retail Trades	149	7.9	3	2.2
Transportation/Warehousing	84	4.4	10	7.4
Information	20	1.1	1	0.7
Finance/Insurance	13	0.7	0	0.0
Real Estate/Rental	40	2.1	3	2.2
Professional/Science/Tech.	52	2.7	1	0.7
Management	3	0.2	0	0.0
Admin/Waste Management	275	14.5	11	8.1
Education	12	0.6	0	0.0
Health/Social Asst.	76	4.0	15	11.1
Arts/Entertainment	48	2.5	0	0.0
Accommodation/Food Serv.	283	14.9	13	9.6
Other Services	66	3.5	4	3.0
Public Administration	0	0.0	0	0.0
Info. Not Available	153	8.1	13	9.6
Age				
Under 22	26	1.4	4	3.0
22 to 24	80	4.2	9	6.7
25 to 34	448	23.6	29	21.5
35 to 44	461	24.3	31	23.0
45 to 54	478	25.2	25	18.5
55 to 64	327	17.2	26	19.3
65 and over	79	4.2	10	7.4
Duration				
1 to 4 weeks	667	35.1	45	33.3
5 to 14 weeks	674	35.5	52	38.5
15 and over	557	29.3	38	28.1

9.3.1

CONTINUED

Characteristic	Maui/Lānaʻi Annual Average	Percent of Total	Molokaʻi Annual Average	Percent of Total
Occupation				
Management	124	6.5	8	5.9
Business/Finance	24	1.3	0	0.0
Computer/Math	8	0.4	1	0.7
Architecture/Engineer	10	0.5	0	0.0
Life/Physical/Social Science	6	0.3	1	0.7
Community/Social Serv.	21	1.1	5	3.7
Legal	4	0.2	0	0.0
Education/Training/Library	40	2.1	4	3.0
Arts/Entertainment	28	1.5	2	1.5
Health Practitioner/Tech.	15	0.8	1	0.7
Healthcare Support	15	0.8	5	3.7
Protective Services	28	1.5	2	1.5
Food Prep/Serving	184	9.7	7	5.2
Building/Grounds Maint.	68	3.6	6	4.4
Personal Care/Service	48	2.5	2	1.5
Sales	161	8.5	6	4.4
Office/Admin. Support	277	14.6	14	10.4
Farm/Fishing/Forestry	42	2.2	28	20.7
Construction	580	30.6	23	17.0
Installation/Repair	49	2.6	4	3.0
Production	29	1.5	3	2.2
Transportation/Moving	86	4.5	8	5.9
Info. Not Available	51	2.7	4	3.0
Ethnicity				
American Indian	13	0.7	1	0.7
Chinese	32	1.7	1	0.7
Filipino	299	15.8	17	12.6
Japanese	122	6.4	1	0.7
Other Asian	19	1.0	1	0.7
Black	22	1.2	0	0.0
Hawaiian	332	17.5	76	56.3
Other Pacific Islander	56	3.0	2	1.5
White & Latino	723	38.1	13	9.6
Other	278	14.6	23	17.0
Info. Not Available	2	0.1	0	0.0

SOURCE: HAWAII STATE DEPARTMENT OF LABOR AND INDUSTRIAL RELATIONS, RESEARCH AND STATISTICS OFFICE, CHARACTERISTICS OF THE INSURED UNEMPLOYED 2011.

9.3.2

LABOR FORCE STATUS AND EMPLOYMENT CHARACTERISTICS, MAUI COUNTY

LABOR FORCE STATUS	2008	2009	2010	2011
Persons 16 Years and Over	114,966	115,397	122,882	125,006
In labor force	80,464	83,994	85,675	85,785
Civilian labor force	76,959	83,994	85,286	85,693
Employed	76,095	77,860	73,905	78,152
Unemployed	3,803	6,134	11,381	7,541
Armed forces	566	0	389	92
Not in labor force	34,502	31,403	37,207	39,221
Males 16 years and over	58,532	57,890	61,537	62,399
In labor force	44,448	46,289	44,094	45,782
Civilian labor force	42,306	46,289	43,761	45,690
Employed	41,018	42,625	36,944	41,121
Unemployed	2,864	3,664	6,817	4,569
Armed forces	566	0	333	92
Not in labor force	14,084	11,601	17,443	16,617
Females 16 years and over	56,434	57,507	61,345	62,607
In labor force	36,016	37,705	41,581	40,003
Civilian labor force	34,653	37,705	41,525	40,003
Employed	35,077	35,235	36,961	37,031
Unemployed	939	2,470	4,564	2,972
Armed forces	0	0	56	0
Not in labor force	20,418	19,802	19,764	22,604

SOURCE: U.S. CENSUS BUREAU, AMERICAN COMMUNITY SURVEY, 2008-2011.

9.3.3

LABOR FORCE STATUS, BY CENSUS DESIGNATED PLACE, MAUI COUNTY, 2011

Census Designated Place	Total:	Armed forces	Not in labor force	CIVILIAN LABOR FORCE			% Unem- ployed
				Total	Em- ployed	Unem- ployed	
Maui Island							
Haiku-Pauwela CDP	6,422	53	1,937	4,432	4,051	381	8.6%
Hāli'imaile CDP	948	0	224	724	646	78	10.8%
Hāna CDP	953	0	277	676	615	61	9.0%
Kā'anapali CDP	974	0	463	511	474	37	7.2%
Kahului CDP	19,734	0	7,303	12,431	11,435	996	8.0%
Kapalua CDP	442	0	238	204	197	7	3.4%
Kīhei CDP	16,618	37	4,636	11,945	11,083	862	7.2%
Kula CDP	5,510	0	1,602	3,908	3,704	204	5.2%
Lahaina CDP	8,836	12	2,261	6,563	5,978	585	8.9%
Ma'alaea CDP	380	0	186	194	189	5	2.6%
Makawao CDP	5,726	17	1,308	4,401	3,899	502	11.4%
Mākena CDP	122	0	67	55	55	0	0.0%
Nāpili-Honokōwai CDP	5,063	0	873	4,190	4,006	184	4.4%
Pā'ia CDP	2,060	0	565	1,495	1,440	55	3.7%
Pukalani CDP	6,536	10	1,748	4,778	4,541	237	5.0%
Waihe'e-Waiehū CDP	7,370	18	1,777	5,575	5,048	527	9.5%
Waikapū CDP	1,843	0	375	1,468	1,377	91	6.2%
Wailea CDP	5,190	13	1,814	3,363	3,113	250	7.4%
Wailuku CDP	12,643	7	3,550	9,086	8,231	855	9.4%
Moloka'i							
Kaunakakai CDP	2,782	0	1,181	1,601	1,341	260	16.2%
Kualapu'u CDP	1,231	0	434	797	691	106	13.3%
Maunaloa CDP	221	0	78	143	99	44	30.8%
Lāna'i							
Lāna'i City CDP	2,529	12	789	1,728	1,566	162	9.4%

SOURCE: U.S. CENSUS BUREAU, AMERICAN COMMUNITY SURVEY 2007-2011 5-YEAR ESTIMATES.

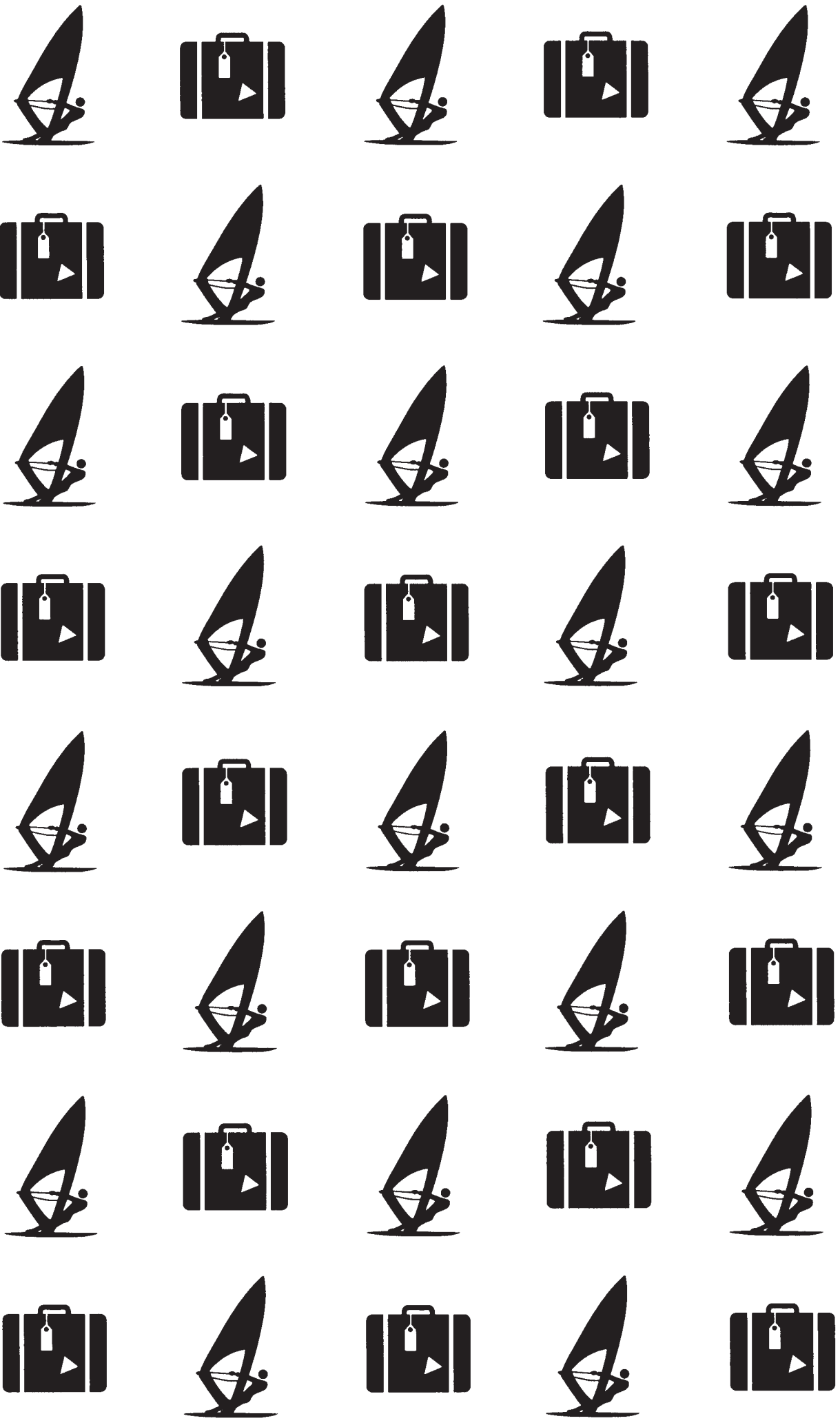
9.3.4

**WORKERS' COMPENSATION STATISTICS,
MAUI COUNTY**

	2007	2008	2009	2010	2011
Maui					
Reported	3,886	3,477	2,902	2,740	2,740
Processed	6,550	6,439	5,575	5,125	5,222
With cost	5,159	5,013	4,265	3,841	3,880
Cost	\$30,788,788	\$31,761,600	\$32,164,840	\$30,878,177	\$29,981,637
Days Lost	111,402	114,849	107,457	110,868	109,881
Moloka'i					
Reported	91	82	75	73	77
Processed	176	165	153	160	166
With cost	133	120	109	117	113
Cost	\$609,015	\$472,590	\$731,912	\$611,853	\$1,006,360
Days Lost	2,488	1,484	3,047	3,061	4,401
Lāna'i					
Reported	150	116	94	83	89
Processed	233	193	166	148	148
With cost	176	150	129	104	72
Cost	\$962,373	\$849,870	\$1,178,183	\$837,964	\$544,632
Days Lost	3,821	3,095	5,292	3,957	1,748

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

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

2011	Maui	Moloka'i	Lāna'i	Maui County
All Visitors				
January	174,924	4,750	5,783	179,820
February	177,431	4,489	6,104	181,503
March	202,791	7,784	9,667	206,958
April	179,270	3,962	6,382	182,351
May	162,062	3,611	6,037	165,243
June	189,731	4,533	5,736	192,908
July	208,854	4,494	6,523	212,519
August	185,352	3,837	5,680	188,300
September	157,947	3,625	5,609	160,814
October	168,043	4,311	5,608	171,849
November	166,567	3,918	5,025	169,823
December	195,515	5,936	6,850	199,324
Total	2,168,487	55,250	75,004	2,211,413
Domestic Visitors				
January	141,980	4,157	4,879	145,739
February	143,787	3,724	5,271	147,514
March	163,018	6,754	8,525	166,818
April	148,886	2,938	5,055	151,656
May	142,224	3,017	4,493	144,948
June	169,857	3,575	5,126	172,815
July	186,095	3,652	5,504	189,463
August	161,301	3,094	4,553	164,010
September	134,328	2,872	4,446	136,850
October	145,261	3,206	4,677	147,993
November	139,055	3,078	4,429	142,221
December	155,295	3,799	4,889	158,960
Total	1,831,088	43,865	61,848	1,868,986
International Visitors				
January	32,944	593	904	34,081
February	33,644	765	833	33,989
March	39,773	1,030	1,141	40,140
April	30,384	1,025	1,327	30,695
May	19,838	594	1,544	20,295
June	19,874	958	610	20,093
July	22,758	841	1,019	23,056
August	24,051	744	1,127	24,291
September	23,619	752	1,162	23,964
October	22,782	1,105	930	23,857
November	27,511	840	596	27,602
December	40,220	2,137	1,962	40,364
Total	337,399	11,385	13,156	342,427

SOURCE: HAWAII TOURISM AUTHORITY

10.1.2

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

Arrivals by Air

	2007	2008	2009	2010	2011
Length of Stay (days)					
All Visitors					
Maui	7.31	7.83	8.03	8.07	8.09
Moloka'i	4.31	4.42	4.88	4.88	4.63
Lāna'i	3.22	3.50	3.64	3.62	3.52
Domestic					
Maui	7.45	8.01	8.10	8.16	8.23
Moloka'i	4.91	5.19	5.29	5.45	5.20
Lāna'i	3.64	3.92	3.91	3.94	3.87
International					
Maui	6.31	6.68	7.49	7.53	7.34
Moloka'i	2.11	2.20	2.57	2.13	2.45
Lāna'i	1.44	1.63	1.96	1.97	1.87
Average Daily Census (people)					
All Visitors					
Maui	49,355	44,433	41,608	46,263	48,055
Moloka'i	982	831	647	672	704
Lāna'i	885	774	609	684	723
Domestic					
Maui	44,328	39,793	36,673	40,281	41,274
Moloka'i	878	724	596	621	628
Lāna'i	810	708	563	624	655
International					
Maui	5,028	4,940	4,936	5,982	6,781
Moloka'i	104	107	51	51	76
Lāna'i	76	66	46	60	67

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
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
2011	49,481	26,550	20,814	88,979	185,824

SOURCE: HAWAII TOURISM AUTHORITY

10.1.4

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

Arrivals by Air

2011	Maui	Moloka'i	Lāna'i	County	State
Albuquerque	4,919	202	218	5,028	14,697
Anchorage	11,922	524	323	12,352	41,943
Atlanta	12,365	311	595	12,656	37,275
Austin	8,969	324	436	9,220	24,755
Bakersfield	3,861	80	109	3,918	11,777
Bellingham	4,874	114	106	4,942	15,655
Boise	6,689	129	215	6,816	17,346
Boston	21,163	552	974	21,655	54,951
Charlotte	3,881	100	206	3,951	10,341
Chicago	46,782	886	2,130	47,773	109,729
Cincinnati	6,010	143	190	6,125	14,695
Cleveland	8,042	197	325	8,201	18,771
Colorado Springs	4,346	159	162	4,456	15,985
Columbus	4,992	145	210	5,098	12,291
Dallas	32,332	638	1,502	32,935	81,368
Denver	34,965	729	1,321	35,782	92,960
Detroit	15,287	360	528	15,499	34,871
Eugene	6,193	150	147	6,323	15,375
Fort Collins	2,994	118	78	3,060	8,256
Fresno	6,452	126	167	6,588	17,800
Hartford	4,069	118	167	4,160	11,112
Houston	22,756	572	1,130	23,255	60,284
Indianapolis	5,609	157	222	5,737	14,125
Jacksonville, FL	2,501	80	163	2,587	8,138
Kansas City	8,850	206	397	9,030	22,045
Las Vegas	18,448	540	745	18,966	61,430
Los Angeles	212,618	3,839	6,911	217,402	640,214
Miami	5,684	152	290	5,814	15,171
Milwaukee	6,058	214	234	6,198	14,370
Minneapolis	20,404	466	666	20,774	52,148
Modesto	4,569	82	144	4,636	11,535

10.1.4

CONTINUED

2011	Maui	Moloka'i	Lāna'i	County	State
Nashville	3,835	99	165	3,949	10,519
New York	58,409	1,169	2,822	59,763	142,550
Norfolk	3,246	143	197	3,365	15,878
Oklahoma City	4,306	131	147	4,378	11,173
Omaha	3,566	48	122	3,611	9,214
Orlando	4,664	145	215	4,786	13,780
Philadelphia	15,470	445	661	15,779	38,503
Phoenix	38,445	808	1,391	39,234	106,951
Pittsburgh	5,691	131	215	5,798	13,893
Portland	73,185	1,506	1,439	74,422	169,440
Provo	4,889	96	198	5,020	18,370
Raleigh	4,054	83	145	4,130	11,574
Reno	6,185	152	154	6,289	15,952
Sacramento	45,415	814	1,013	46,090	108,180
Saint Louis	9,624	258	416	9,820	24,356
Salinas	4,344	123	150	4,433	13,107
Salt Lake City	16,740	301	533	17,101	55,338
San Antonio	5,173	177	266	5,293	17,994
San Diego	55,592	1,114	1,678	56,751	155,775
San Francisco	192,998	3,210	5,628	196,935	564,165
San Luis/Obispo	4,107	86	148	4,215	12,094
Santa Barbara	5,921	158	227	6,103	17,471
Seattle	125,599	2,387	2,738	127,993	336,530
Spokane	7,805	183	185	7,933	19,733
Stockton	6,895	153	134	7,029	18,161
Tampa	4,944	147	264	5,068	14,145
Tucson	6,094	198	230	6,271	19,638
Tulsa	3,121	65	104	3,198	7,966
Washington	28,443	928	1,461	29,286	100,956

Note: MSAs - Metropolitan Statistical Areas.

SOURCE: HAWAII TOURISM AUTHORITY

10.1.5

VISITOR ARRIVALS, MAUI COUNTY

Year	International	Domestic	By Ship	Total
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
2011	342,427	1,868,986	234,671	2,446,084

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			Total
	2010	Domestic	Int'l	Total	Domestic	Int'l	Total	Domestic	Int'l	
Total	1,831,253	337,400	2,168,653	54,196	11,384	65,580	36,286	13,158	49,444	
U.S.	1,633,516	20,738	1,654,254	37,698	1,345	39,043	29,763	2,130	31,893	
Canada	83,205	154,229	237,434	1,958	2,318	4,276	2,170	2,631	4,801	
Asia										
China	4,155	6,409	10,564	259	675	934	227	863	1,090	
Hong Kong	261	502	763	12	50	62	7	81	88	
Japan	558	61,520	62,078	22	1,777	1,799	38	2,122	2,160	
Korea	1,214	32,666	33,880	56	428	484	71	197	268	
Singapore	242	809	1,051	14	370	384	20	370	390	
Taiwan	241	1,426	1,667	21	131	152	20	53	73	
Oceania										
Australia	4,946	36,302	41,248	134	2,409	2,543	159	3,272	3,431	
New Zealand	684	3,718	4,402	18	622	640	26	51	77	
Europe										
United Kingdom	11,867	2,108	13,975	352	333	685	481	366	847	
Germany	15,134	952	16,086	643	35	678	427	0	427	
France	3,145	2,263	5,408	159	0	159	146	0	146	
Italy	4,721	271	4,992	4,669	0	4,669	105	0	105	
Switzerland	6,202	458	6,660	6,088	0	6,088	321	0	321	
Latin America										
Argentina	1,716	23	1,739	90	0	90	68	0	68	
Brazil	3,007	43	3,050	94	0	94	126	0	126	
Mexico	3,081	276	3,357	91	0	91	76	0	76	
Other	53,358	12,687	66,045	1,818	891	2,709	2,035	1,022	3,057	

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**

	2008	2009	2010	2011
TOTAL SEATS	1,629,903	1,441,894	1,680,120	1688594
Scheduled	1,591	1,441,894	1,680,120	1688594
Charter	38,040	0	0	0
DOMESTIC SEATS	1,535,687	1,350,143	1,557,143	1,537,738
Scheduled Seats	1,497,647	1,350,143	1,557,143	1,537,738
Charter seats	38,040	0	0	0
US West	1,345,005	1,216,194	1,426,490	1,426,490
Anchorage	4,239	24,806	9,891	9,688
Denver	36,712	40,992	29,152	44,042
Las Vegas	16,400	0	6,552	21,420
Los Angeles	441,160	426,888	530,345	496,230
Oakland	30,970	4,710	61,289	63,809
Orange County	11,284	0	20,584	16,768
Phoenix	144,534	113,291	114,712	106,020
Portland	96,624	119,958	149,285	147,926
Sacramento	16,212	0	44,117	55,946
Salt Lake City	49,044	51,964	10,929	0
San Diego	72,864	0	31,580	55,946
San Francisco	219,978	230,630	215,756	199,772
San Jose	0	0	19,939	42,747
Seattle	204,984	202,955	182,359	174,478
US East	152,642	133,949	130,653	102,946
Atlanta	0	0	0	0
Chicago	72,488	51,824	41,328	20,821
Dallas	80,154	82,125	89,325	82,125
Houston	0	0	0	0
INTERNATIONAL SEATS	94,216	91,751	122,977	150,856
Canada	94,216	91,751	122,977	150,856
Calgary	0	1,477	14,517	28,610
Edmonton	0	0	1,224	5,694
Vancouver	94,216	90,274	107,236	116,552

NA: Not available.

SOURCE: HAWAII TOURISM AUTHORITY

10.1.8

**HOTEL OCCUPANCY RATES,
MAUI ISLAND**

Month	2006	2007	2008	2009	2010	2011
January	79.5	76.5	77.2	66.0	67.5	73.6
February	86.1	82.2	84.8	75.8	77.9	83.5
March	83.8	79.6	80.7	66.9	72.4	78.7
April	80.4	71.5	70.7	59.0	66.7	69.2
May	80.0	71.0	65.5	55.9	60.5	62.0
June	81.8	75.7	64.6	61.3	65.7	66.7
July	85.1	81.8	67.8	64.0	73.1	71.9
August	84.4	81.6	69.0	66.2	73.4	70.9
September	76.7	73.7	56.8	55.8	63.7	65.9
October	77.5	77.9	61.6	59.5	67.1	66.1
November	72.2	74.4	60.5	58.0	65.7	68.3
December	72.1	71.7	56.8	62.3	64.7	66.9
Total	80.0	76.5	67.9	62.1	68.1	70.1

SOURCE: HAWAII TOURISM AUTHORITY

10.2.1

CLASS OF VISITOR ACCOMODATION UNITS BY ISLAND, MAUI COUNTY

	2007	2008	2009	2010	2011
Maui					
Luxury (over \$500 per night)	38.3%	31.8%	32.5%	36.8%	44.1%
Deluxe (\$251 to \$500)	26.5%	28.7%	29.1%	27.9%	27.6%
Standard (\$101 to \$250)	28.5%	33.8%	34.6%	30.7%	25.4%
Budget (up to \$100)	6.6%	5.6%	3.7%	4.6%	2.9%
Moloka'i					
Luxury (over \$500 per night)	0.0%	0.4%	0.3%	0.5%	1.5%
Deluxe (\$251 to \$500)	23.3%	4.9%	2.7%	2.8%	5.5%
Standard (\$101 to \$250)	58.5%	71.8%	60.2%	65.8%	65.2%
Budget (up to \$100)	18.3%	22.9%	36.9%	30.9%	27.9%
Lāna'i					
Luxury (over \$500 per night)	46.6%	46.6%	45.9%	45.9%	52.6%
Deluxe (\$251 to \$500)	48.9%	48.9%	49.9%	49.9%	43.5%
Standard (\$101 to \$250)	3.7%	3.7%	3.4%	3.4%	3.1%
Budget (up to \$100)	0.8%	0.8%	0.8%	0.8%	0.9%

SOURCE: HAWAII TOURISM AUTHORITY, 2011 VISITOR PLANT INVENTORY

10.2.2

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

	2008		2009		2010		2011	
	Prop	Units	Prop	Units	Prop	Units	Prop	Units
Maui								
Apartment/Hotel	1	14	2	14	1	0	1	12
Bed & Breakfast	29	110	34	105	34	91	45	151
Condo Hotel	114	7,071	81	5,931	84	5,941	50	4,663
Hostel	3	40	3	42	2	32	2	32
Hotel	26	7,033	28	7,130	26	7,129	24	7,039
Individual Unit	216	2,021	221	2,901	282	2,831	360	5,457
Timeshare	26	2,657	26	3,324	29	3,298	22	3,562
Other	5	109	5	8	3	2	0	1
Total	420	19,055	400	19,455	461	19,324	504	20,917
Moloka'i								
Apartment/Hotel	0	0	0	0	0	0	0	0
Bed & Breakfast	3	7	3	7	3	7	3	7
Condo Hotel	5	161	6	258	4	257	2	75
Hostel	0	0	0	0	0	0	0	0
Hotel	1	50	1	50	1	0	0	0
Individual Unit	16	19	17	21	35	121	42	386
Timeshare	1	7	1	7	1	7	1	7
Other	0	0	0	0	0	0	0	0
Total	26	244	28	343	44	392	48	475
Lāna'i								
Apartment/Hotel	1	1	1	1	1	1	1	1
Bed & Breakfast	1	3	1	3	1	3	1	4
Condo Hotel	0	0	0	0	0	0	0	0
Hostel	0	0	0	0	0	0	0	0
Hotel	3	349	3	348	3	348	3	348
Individual Unit	1	1	1	1	0	0	0	0
Timeshare	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0
Total	6	354	6	353	5	352	5	353

Note: Prop means number of prooperties

SOURCE: HAWAII TOURISM AUTHORITY, 2011 VISITOR PLANT INVENTORY

10.2.3

**SUMMARY OF VISITOR PLANT INVENTORY
BY AREA AND TYPE, MAUI ISLAND 2011**

Area/Type	Properties	Units
Hāna		
Bed & Breakfast	4	9
Condo Hotel	0	18
Hotel	1	69
Individual Unit	16	36
Kahului-Wailuku		
Bed & Breakfast	4	17
Condo Hotel	0	0
Hostel	2	32
Hotel	3	346
Individual Unit	9	57
Other	0	1
Kula-Makawao		
Bed & Breakfast	14	37
Individual Unit	5	12
West Maui		
Apartment/Hotel	1	12
Bed & Breakfast	10	58
Condo Hotel	27	2,950
Hotel	10	3,593
Individual Unit	146	2,205
Timeshare	13	2,993
Ma'alaea		
Bed & Breakfast	1	4
Condo Hotel	2	136
Individual Unit	14	272
Timeshare	0	4
Wailea-Kīhei		
Bed & Breakfast	12	26
Condo Hotel	21	1,577
Hotel	10	3,031
Individual Unit	170	2,856
Timeshare	9	565

SOURCE: HAWAII TOURISM AUTHORITY, 2011 VISITOR PLANT INVENTORY

10.2.4

VISITOR PLANT INVENTORY, MAUI COUNTY

Year	Available Units
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
2011	21,745

SOURCE: HAWAII TOURISM AUTHORITY, 2011 VISITOR PLANT INVENTORY

10.3.1

**EXPENDITURES PER PERSON PER DAY
BY UNITED STATES AND JAPANESE VISITORS,
STATE OF HAWAI'I**

Arrivals by air

	US East		US West		Japan	
	2011	2010	2011	2010	2011	2010
Total Spending	\$180.9	\$171.1	\$144.0	\$139.9	\$289.1	\$261.1
Total Food and beverage	40.8	38.0	33.7	32.7	45.5	42.8
Restaurant food	29.2	27.0	22.4	21.6	32.6	30.0
Dinner shows and cruises	4.4	4.3	3.1	3.1	4.7	4.7
Groceries and snacks	7.2	6.7	8.3	8.0	8.2	8.1
Entertainment & Recreation	18.7	17.6	13.0	12.6	19.6	19.5
Total Transportation	20.3	20.6	16.4	16.3	11.3	10.6
Interisland airfare	3.7	4.5	1.8	2.0	2.4	2.1
Ground transportation	1.0	1.0	0.7	0.7	4.8	4.6
Rental vehicles	13.7	13.2	12.2	12.1	3.7	3.5
Gasoline, parking, etc.	1.9	1.9	1.6	1.5	0.4	0.4
Total Shopping	19.8	18.9	16.2	16.1	102.2	91.7
Fashion and clothing	7.0	7.0	6.2	6.2	26.9	24.3
Jewelry and watches	4.3	3.9	3.1	3.2	13.7	12.4
Cosmetics, perfume	0.3	0.2	0.3	0.2	6.0	5.2
Leather goods	0.7	0.5	0.6	0.5	34.2	29.7
Hawai'i food products	2.1	2.1	2.2	2.1	12.4	11.7
Souvenirs	5.4	5.2	3.9	3.8	9.0	8.5
Lodging	72.1	66.5	60.8	58.2	92.8	78.2
All other expenses	9.2	9.4	4.0	4.1	17.7	18.4

SOURCE: HAWAI'I TOURISM AUTHORITY, 2011 ANNUAL VISITOR RESEARCH REPORT

10.3.2

**CRUISE VISITOR PER PERSON PER DAY SPENDING
BY CATEGORY AND MMA, MAUI COUNTY 2011**

	Total	US West	US East	Canada	Europe	Other
Total per person per day spending	\$32.69	\$24.45	\$45.08	\$38.32	\$69.22	\$33.03
Lodging	1.83	1.00	2.86	2.91	4.16	2.25
Food & beverages	3.57	2.76	4.30	5.11	7.68	3.53
Restaurant	2.68	2.14	3.14	3.53	6.39	2.61
Dinner shows	0.28	0.17	0.50	0.35	0.27	0.28
Groceries/snacks	0.61	0.45	0.66	1.23	1.02	0.64
Entertainment and Recreation	1.19	1.03	1.66	1.04	1.59	1.04
Shore Tour	8.15	5.14	13.61	9.50	14.96	8.55
Total Transportation	2.83	1.78	4.59	3.28	8.10	2.55
Inter-island airfare	0.83	0.31	1.37	1.00	5.59	0.96
Ground transportation	0.54	0.36	0.72	0.88	1.30	0.53
Rental car/moped	1.28	0.99	2.14	1.22	1.15	0.91
Other transportation	0.18	0.12	0.36	0.18	0.06	0.15
Total Shopping	12.56	10.62	15.06	13.85	26.48	12.21
Fashion& clothing	3.52	2.85	4.19	4.83	6.90	3.33
Jewelry/watch	4.95	4.46	5.99	4.32	9.86	4.61
Cosmetics/perfumes	0.14	0.14	0.14	0.14	0.10	0.20
Leather goods	0.23	0.15	0.06	0.81	0.49	0.39
Hawai'i food products	0.86	0.75	0.98	1.12	0.71	1.03
Souvenirs	2.85	2.28	3.71	2.62	8.42	2.66
All other spending outside ship	2.55	2.12	2.98	2.64	6.24	2.89

SOURCE: HAWAII TOURISM AUTHORITY, 2011 ANNUAL VISITOR RESEARCH REPORT

10.3.3

SUMMARY VISITOR CHARACTERISTICS, MAUI COUNTY 2011

Arrivals by Air

	Total	Domestic	International
Islands Visited			
O'ahu	638,404	456,924	181,481
Maui County	2,211,413	1,868,986	342,427
Maui	2,168,487	1,831,088	337,399
Moloka'i	55,250	43,865	11,385
Lāna'i	75,004	61,848	13,156
Kaua'i	261,783	221,035	40,747
Hawai'i Island	299,257	239,775	59,481
Hilo	179,176	138,532	40,644
Kona	254,097	204,874	49,223
Maui County Only	1,421,543	1,272,879	148,664
Visit Status			
First-Time	717,219	561,137	156,082
Repeat	1,494,194	1,307,849	186,345
Average # of Trips	5.10	5.49	3.01
Party Size			
One	288,544	253,828	34,716
Two	1,038,680	882,437	156,243
Three or more	884,189	732,721	151,468
Avg Party Size	2.16	2.13	2.33
Accommodations			
Hotel	1,218,344	1,004,120	214,224
Hotel Only	946,277	779,839	166,439
Condo	665,996	554,205	111,791
Condo Only	523,304	438,440	84,863
Timeshare	274,630	256,038	18,591
Timeshare Only	204,590	193,164	11,426
Rental House	93,552	81,320	12,232
Bed & Breakfast	27,741	23,136	4,605
Cruise Ship	105,312	86,920	18,393
Friends or Relatives	138,899	123,295	15,605

SOURCE: HAWAII TOURISM AUTHORITY, 2011 ANNUAL VISITOR RESEARCH REPORT

10.3.4

SUMMARY VISITOR CHARACTERISTICS, BY ISLAND, MAUI COUNTY 2011

Arrivals by Air

	Maui	Moloka'i	Lāna'i
Islands Visited			
O'ahu	619,810	32,924	34,899
Maui County	2,168,487	55,250	75,004
Maui	2,168,487	36,229	50,029
Moloka'i	36,229	55,250	16,835
Lāna'i	50,029	16,835	75,004
Kaua'i	256,605	19,307	22,499
Hawai'i Island	292,965	21,760	24,751
Hilo	176,767	17,134	18,302
Kona	248,970	19,488	22,619
Island only	1,371,986	7,032	11,756
Visit Status			
First-Time	707,555	18,861	23,898
Repeat	1,460,933	36,389	51,106
Average # of Trips	5.07	5.19	5.40
Party Size			
One	280,004	10,554	11,566
Two	1,017,653	25,745	38,120
Three or more	870,830	18,951	25,319
Avg Party Size	2.16	2.04	2.07
Accommodations			
Hotel	1,191,559	30,697	52,676
Hotel Only	925,426	16,827	37,611
Condo	658,734	13,705	12,836
Condo Only	518,723	8,376	7,807
Timeshare	272,173	4,284	5,544
Timeshare Only	203,020	2,640	3,548
Rental House	89,063	5,667	3,863
Bed & Breakfast	27,016	1,874	1,390
Cruise Ship	105,011	6,451	7,971
Friends or Relatives	132,305	7,888	6,815

SOURCE: HAWAII TOURISM AUTHORITY, 2011 ANNUAL VISITOR RESEARCH REPORT

10.3.5

TOTAL CRUISE PASSENGERS BY MMA

	Visitors	US West	US East	Canada	Europe	Other	Hawai'i	Total
2011								
Maui County	234,671	75,000	97,322	28,465	10,382	23,501	2,096	236,767
Maui	234,671	75,000	97,322	28,465	10,382	23,501	2,096	236,767
Moloka'i	3,044	1,417	805	402	84	336	45	3,089
Lāna'i	4,471	2,157	1,205	454	120	535	33	4,504
2010								
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
2009								
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
2008								
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

MMA: Major Market Area

SOURCE: HAWAII TOURISM AUTHORITY, 2011 ANNUAL VISITOR RESEARCH REPORT

10.3.6

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

	2011	2012	2013
Kahului Harbor			
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
Lahaina Small Boat Harbor			
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 2011

	US West	US East	Japan	Canada
All Sightseeing	83.4%	91.6%	89.9%	91.0%
Helicopter/plane tour	5.2	12.2	4.2	9.3
Boat/submarine/whale watching	28.7	41.2	13.7	39.2
Tour bus excursion	4.6	18.1	42.7	10.3
Private limo/van tour	2.6	6.4	8.2	4.5
Self-guided	74.1	70.7	37.6	79.1
All Recreation	92.0	84.8	52.4	94.0
Swimming/sunbathing/beach	87.0	78.0	35.6	88.2
Surfing/bodyboarding	26.7	21.5	4.2	34.9
Snorkeling/scuba diving	57.3	47.0	8.9	58.2
Jet skiing/parasailing/windsurfing	5.1	4.5	0.8	4.1
Golf	13.3	9.8	11.4	14.9
Running/jogging/fitness walking	45.8	37.3	18.8	50.8
Spa	13.7	12.1	2.8	8.6
Backpacking/hiking/camping	17.1	17.7	4.7	19.2
Sports event	2.4	3.2	1.9	3.4
All Entertainment	94.0	89.0	76.9	94.3
Lunch/sunset/dinner cruise	28.1	30.6	29.2	28.7
Lounge act/stage show	20.2	23.9	7.9	23.1
Nightclub/dancing/bar/karaoke	8.7	10.5	0.9	8.8
Fine dining	61.6	60.3	57.2	54.7
Family restaurant/diner	72.8	64.7	23.8	72.6
Ethnic dining	31.2	28.5	5.8	24.8
Prepared own meal	62.0	39.7	19.1	71.0
All Shopping	94.3	92.7	71.7	92.8
Department stores	32.6	27.9	7.3	45.1
Designer boutiques	35.0	39.6	14.6	39.3
Hotel stores	37.3	46.1	17.8	27.0
Swap meet	23.1	15.0	7.3	25.6
Discount/outlet stores	32.9	27.2	12.0	28.0
Supermarkets	72.8	59.7	32.5	76.9
Convenience stores	58.4	51.7	29.5	54.2
Duty free	2.0	2.2	9.1	6.6
Local shops/artisans	75.4	73.7	36.7	75.3
All Culture	66.6	76.8	45.8	72.4
Historic site	3.0	4.8	1.6	3.6
Museum/art gallery	24.4	24.3	9.9	23.0
Polynesian show/luau/hula	29.1	40.9	12.3	34.6
Play/concert	4.4	5.9	2.2	6.2
Art/craft fair	22.9	17.9	0.8	17.4
Parks/gardens	44.4	50.6	26.8	46.8
Festival	2.5	4.1	2.7	2.8
Other historical sites	20.4	21.9	14.3	24.9
All Transportation	85.4	83.5	48.9	89.4
Trolley	3.2	5.2	4.2	2.9
Public Bus	4.3	5.9	7.2	6.5
Taxi/limo	6.2	9.6	15.3	13.3
Rental Car	81.7	76.9	26.8	84.3
Meeting	3.4	2.7	2.5	1.5
Convention	1.3	2.2	1.7	1.1
Incentive/Reward	3.3	4.8	3.2	1.9

SOURCE: HAWAII TOURISM AUTHORITY, 2011 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
U.S. Visitors						
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
2011	75.8	62.1	74.4	62.2	67.5	77.3
Japan Visitors						
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
2011	57.1	28.3	42.6	62.7	62.0	53.5

SOURCE: HAWAII TOURISM AUTHORITY, 2011 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
Maui					
Decide before arrival in Hawai'i	98.7%	98.9%	98.2%	93.3%	96.9%
Decide after arrival in Hawai'i	1.3	1.1	1.8	6.7	3.1
Moloka'i					
Decide before arrival in Hawai'i	78.1	68.8	91.7	69.9	70.0
Decide after arrival in Hawai'i	21.9	31.2	8.3	30.1	30.0
Lāna'i					
Decide before arrival in Hawai'i	71.4	74.6	67.2	77.5	49.2
Decide after arrival in Hawai'i	28.6	25.4	32.8	22.5	50.8

SOURCE: HAWAII TOURISM AUTHORITY, 2011 VISITOR SATISFACTION AND ACTIVITY REPORT

10.4.4

OVERALL ISLAND EXPERIENCE BY MMA AND ISLAND, MAUI COUNTY 2011

	US Total	US West	US East	Japan	Canada
Maui					
Excellent	75.8%	74.1%	78.8%	57.1%	71.0%
Above Average	22.1	24.0	18.8	37.8	28.1
Below Average	2.0	1.9	2.2	4.8	0.8
Poor	0.1	0.1	0.2	0.3	0.1
Moloka'i					
Excellent	62.1	66.5	54.1	28.3	59.8
Above Average	31.1	27.9	37.0	65.3	28.1
Below Average	4.5	4.0	5.4	6.4	11.5
Poor	2.3	1.6	3.5	0.0	0.6
Lāna'i					
Excellent	74.4	68.6	83.4	42.6	58.4
Above Average	18.9	23.1	12.4	57.4	40.9
Below Average	5.7	7.6	2.6	0.0	0.7
Poor	1.0	0.7	1.5	0.0	0.0

SOURCE: HAWAII TOURISM AUTHORITY, 2011 VISITOR SATISFACTION AND ACTIVITY REPORT

10.4.5

VISITORS BY INCOME LEVEL, BY MMA, MAUI COUNTY

Income ¹	US Total	US West	US East	Canada
Under \$15,000	1.1%	1.2%	0.8%	0.6%
\$15,000 to \$24,999	1.4	1.8	0.5	0.6
\$25,000 to \$29,999	2.0	1.7	2.5	2.0
\$30,000 to \$34,999	1.6	1.7	1.5	1.5
\$35,000 to \$39,999	2.0	1.6	2.6	1.7
\$40,000 to \$44,999	1.9	1.6	2.3	4.4
\$45,000 to \$49,999	3.0	3.1	2.8	3.5
\$50,000 to \$69,999	8.0	7.1	9.8	12.4
\$70,000 to \$99,999	19.6	21.6	16.0	17.8
\$100,000 to \$124,999	17.8	17.1	19.1	23.1
\$125,000 to \$149,999	12.1	12.4	11.6	9.0
\$150,000 to \$199,999	11.8	13.0	9.4	9.6
\$200,000 or more	17.8	16.0	21.0	13.9
10,000 Japanese Yen	Japan			
150 or less	3.4%			
150 to 249.999	3.4			
250 to 299.999	5.0			
300 to 349.999	3.4			
350 to 399.999	5.3			
400 to 449.999	5.0			
450 to 499.999	6.5			
500 to 699.999	14.8			
700 to 999.999	20.7			
1,000 to 1,249.999	13.5			
1,250 to 1,499.999	7.2			
1,500 to 1,999.999	4.4			
2,000 or more	7.4			

1. All in U.S. dollars

SOURCE: HAWAII TOURISM AUTHORITY, 2011 VISITOR SATISFACTION AND ACTIVITY REPORT

10.5.1

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

Attraction	2009	2010	2011
Maui			
Alexander & Baldwin Sugar Museum	27,412	31,654	32,331
Aquarium Maui/Maui Ocean Center	311,776	290,821	299,038
Haleakala National Park	1,109,104	1,105,606	956,989
Haleki'i-Pihana Heiaus State Monument	NA	NA	NA
Hāna Cultural Center	6,758	NA	13,795
Īao Valley State Monument	NA	NA	NA
Kula Botanical Garden	30,400	31,200	27,300
Lahaina Restoration Foundation	NA	32,064	26,794
Baldwin Missionary Home Museum	NA	20,313	11,442
Hale Pa'i Printing House	NA	1,488	1,706
Wo Hing Temple Museum	NA	10,163	13,646
Maui Historical Society Bailey House Museum	10,234	10,437	10,868
Whalers Village Museum	188,010	223,167	200,155
Moloka'i			
Kalaupapa National Historical Park	30,654	27,919	57,841
Kalaupapa Settlement	8,415	5,204	7,797

NA: Not available

SOURCE: HAWAII STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM, RESEARCH AND ECONOMIC ANALYSIS DIVISION, STATE OF HAWAII DATA BOOK 2011.

10.5.2

NATIONAL AND STATE HISTORIC SITES, MAUI COUNTY

2011	Maui	Kaho'olawe	Lāna'i	Moloka'i
Listed Hawai'i Register only	83	0	0	41
Listed National Register only	13	1	0	10
Listed both Hawai'i and National Register	67	0	2	40
Eligible for National Register	2	0	0	2
Total sites	165	1	2	93

SOURCE: HAWAII STATE DEPARTMENT OF LAND AND NATURAL RESOURCES, STATE HISTORIC PRESERVATION DIVISION, RECORDS, 2011.

10.5.3

NATIONAL, STATE AND COUNTY PARKS, MAUI COUNTY

Parks	2008	2009	2010	2011
National Parks				
Number	2	2	2	2
Acreage	44,001	44,002	44,001	44,001
Visits	1,246,002	1,139,758	1,332,586	1,014,830
State Parks & Historic Sites				
Number	9	9	9	9
Acreage	318	318	318	318
Visits	NA	NA	NA	NA
County Parks				
Number	129	129	142	135
Acreage	1,184	1,184	1,395	1,720

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
Stadiums, Auditoriums and Gymnasiums	
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
Civic Centers and Theaters	
‘Āo 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
Churches	
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
‘Āo Congregational	175
‘Āo 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 ¹	Lana'i	Moloka'i	O'ahu	Kaua'i
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
2011	49,763	6,647	4,880	22	24	33,736	4,454

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 2010-2011				FY 2011-2012			
	Dogs	Cats	Feral Cats	Other	Dogs	Cats	Feral Cats	Other
Area								
Lahaina	254	511	359	40	271	485	383	34
Kīhei	363	602	303	203	351	520	305	190
Makawao	293	308	268	164	239	346	163	115
Kahului	363	623	404	134	361	548	448	133
Kula	172	183	112	64	144	218	117	36
Wailuku	487	574	406	110	471	552	384	175
Pā'ia	70	79	100	18	82	91	58	38
Ha'ikū	277	219	120	67	211	214	112	29
Hāna	93	52	42	1	149	119	77	5
Lāna'i	1	2	137	92	0	0	131	60
LAS	489	238	5	0	478	248	0	0
Total	2,862	3,391	2,256	893	2,757	3,341	2,178	815
Intakes								
Strays	1,825	2,486	2,150	677	1,782	2,342	2,006	552
Owner Turn Ins	1,009	875	106	216	973	971	172	263
Born here	28	30	0	0	2	28	0	0
Total Live Intakes	2,862	3,391	2,256	893	2,757	3,341	2,178	815
DOAs	93	470	3	15	126	625	0	7
Owner Requested Euthanasia	159	75	1	8	132	74	3	5
Total Intakes	3,114	3,936	2,260	916	3,015	4,040	2,181	827
Live Release								
Reclaim by Owner	565	255	109	14	531	204	76	11
Adopted	976	914	5	155	868	781	2	147
Transferred	115	28	14	148	309	13	0	53
Total Live Release	1,656	1,197	128	317	1,708	998	78	211
Dispositions								
MIA	5	4	1	0	4	4	0	2
Died at shelter	22	13	1	0	8	21	0	4
Euthanized Unhealthy	379	673	2,133	500	262	658	2,078	555
Euthanized Treatable	390	902	0	4	522	1,567	0	21
Euthanized Healthy	119	48	0	26	42	27	0	32
Total Euthanized	888	1,623	2,133	530	826	2,252	2,078	608

SOURCE: MAUI HUMANE SOCIETY, RECORDS.

10.6.3

MAUI HUMANE SOCIETY CALL SLIPS AND CITATIONS ISSUED

Call Slips	FY 2008-09	FY2009-10	FY2010-11	FY2011-12
Leash Law	1,069	1,026	923	1,347
No Tax	81	315	164	364
Barking	310	251	224	150
Cruelty/Neglect	567	582	681	526
Yard Inspection	72	9	6	2
Injured Animals	277	276	202	170
Injured Wild Life	45	39	15	19
Large Animal Trespass	16	21	20	16
Spay/Neuter Reclaims	16	19	16	49
Abandonment	40	38	47	53
Vicious Dog Recheck	128	91	31	74
Dog to Dog Bites	92	62	64	60
Dog to Human Bites	70	84	51	59
Dog to Other Bites	49	64	38	39
Ongoing Investigation	2,579	2,404	1,763	2,213
Pickup/Deliver/Misc.	603	670	638	828
Stray Dog Pick Up	509	572	499	574
DOAs	837	807	675	746
Stray Cat Pick Up	1,887	1,815	1,700	1,753
Owned Animal Pick Up	25	37	47	45
Pick Up Police Reports, License	386	237	182	199
Other Animal Pick Up	11	7	21	6
Wild Life Pick Up	9	7	4	4
Wild Life Transfer	179	1,358	55	-
Preventative Patrols	427	16	287	1,988
Personal Assist	333	388	399	449
Total	10,617	11,195	8,752	11,733

FY 2011-12	Upcountry	Hāna	Kahului	Wailuku	Lahaina	Kīhei
Leash Law	142	4	22	37	32	53
No Tax	3	0	2	19	0	0
Inhumane Manner	10	0	5	11	2	0
Cruelty	0	0	0	0	0	0
Aggressive Dog	29	1	7	9	8	18
D.D. Non Compliance	1	0	0	1	1	0
Interference	2	0	0	0	0	0
Abandonment	0	0	0	0	0	0
Livestock At Large	0	0	0	0	0	0
Total	187	5	36	77	43	71

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

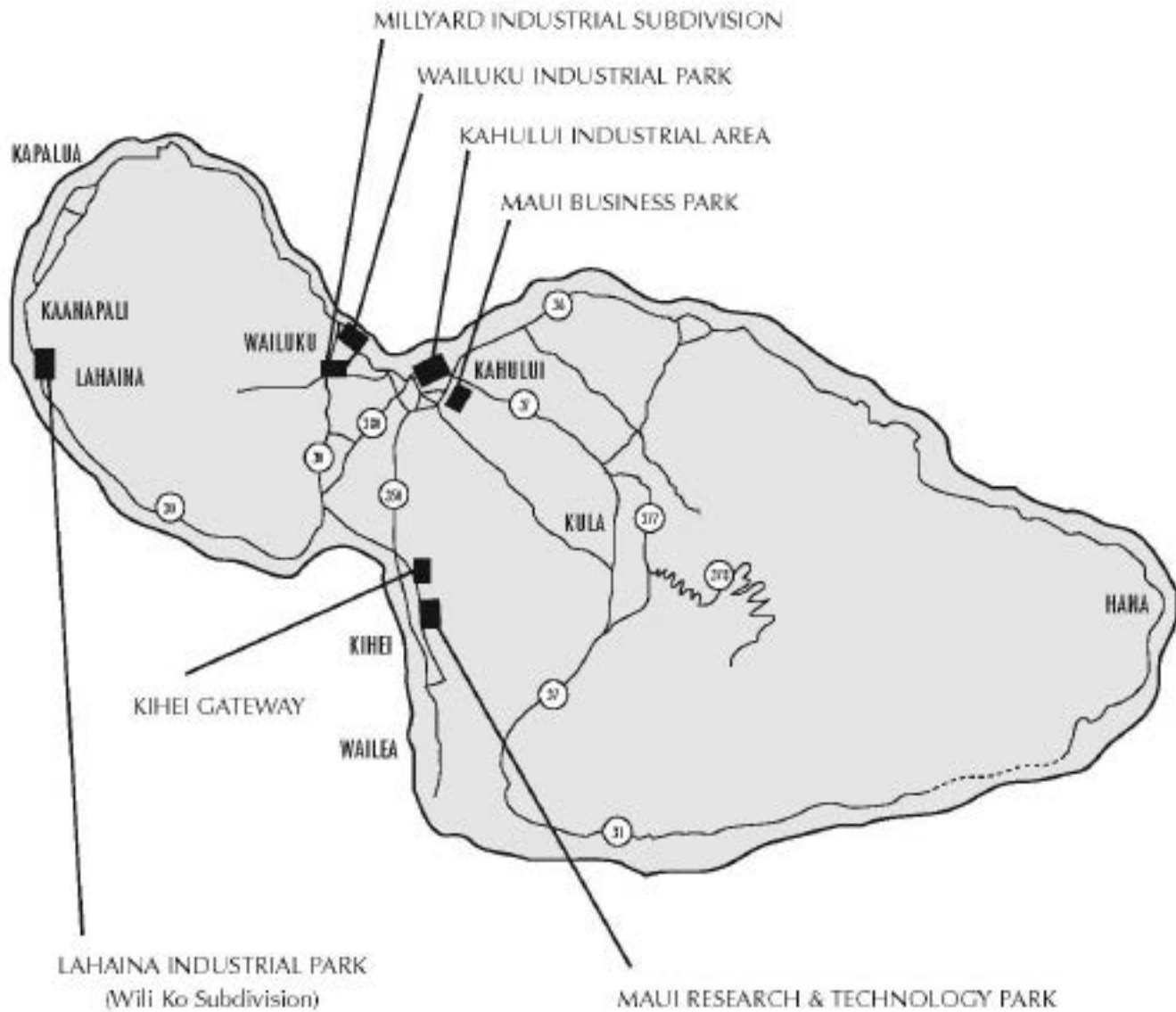
D: Data withheld to avoid disclosing data for individual companies

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	200 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
Millyard Subdivision	30 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

	2006	2007	2008	2009	2010	2011
Retailing	1,875,106,900	1,997,919,800	1,811,073,250	1,643,806,225	1,755,229,350	1,893,801,300
Services	787,649,475	829,109,750	848,982,850	769,970,400	722,056,450	832,008,100
Contracting	728,682,550	828,132,400	750,457,450	574,894,650	500,098,600	485,970,550
Theater, Amuse., Radio	24,058,650	24,109,450	22,023,375	20,127,050	24,975,075	17,360,650
Interest	20,006,825	28,052,600	4,022,925	69,075	29,750	23,300
Commissions	197,134,900	179,544,875	142,897,350	99,185,975	105,741,000	130,396,875
Hotel Rentals	570,709,300	636,500,825	605,640,475	473,888,125	482,286,475	537,060,650
All Other Rentals	383,155,925	380,013,500	373,678,075	357,225,800	352,896,100	367,036,025
Use (4%)	26,113,025	25,530,400	16,060,625	15,333,500	18,694,825	19,509,825
All Others (4%)	195,663,025	234,620,250	220,807,300	132,618,875	129,960,275	129,785,700
SUB-TOTAL	4,808,280,575	5,163,533,850	4,795,643,675	4,087,119,675	4,091,967,900	4,412,952,975
Insurance Solicitors	20,493,335	22,106,001	18,752,667	17,654,667	15,295,999	12,576,666
Sugar Processing	27,400	0	15,200	0	0	0
Pineapple Canning	249,000	0	0	0	0	0
Producing	25,578,600	22,979,200	23,909,600	22,727,000	25,913,800	31,013,400
Manufacturing	38,732,800	38,640,400	34,673,400	26,231,200	35,293,000	26,109,800
Wholesaling	543,429,000	546,992,600	507,465,000	415,502,600	393,880,400	428,979,400
Services (Intermediary)	84,024,800	76,914,600	85,672,400	76,842,200	76,912,000	74,552,000
Use (1/2%)	607,443,000	661,816,800	517,758,200	408,794,400	350,192,600	514,710,400
SUB-TOTAL	1,319,977,936	1,369,449,601	1,188,246,467	967,752,067	897,487,799	1,087,941,666
GRAND TOTAL	6,128,258,511	6,532,983,451	5,983,890,142	5,054,871,742	4,989,455,699	5,500,894,641

SOURCE: HAWAII STATE DEPARTMENT OF TAXATION, GENERAL EXCISE AND USE TAX BASE, CALENDAR YEARS 2006 TO 2011

11.2.2

**RETAIL ESTABLISHMENTS WITH EMPLOYEES
BY TYPE AND LOCATION, 2010**

Establishment Type	Location	Number	Location	Number	Location	Number
Motor vehicles & parts						
	Kahului	21	Lahaina	1	Wailuku	9
	Kīhei	3	Makawao	1	Kaunakakai	2
Furniture & home furnishing						
	Haiku	2	Kula	1	Wailuku	4
	Kahului	17	Lahaina	8	Kaunakakai	1
	Kīhei	4	Makawao	2	Kualapu'u	1
Electronics & Appliances						
	Kahului	9	Lahaina	5		
	Kīhei	4	Lāna'i City	1		
Building material & garden supplies						
	Kahului	24	Makawao	1	Ho'olehua	1
	Kīhei	3	Wailuku	5	Lāna'i City	1
	Lahaina	5				
Food & beverage						
	Ha'ikū	4	Lahaina	20	Kaunakakai	4
	Hāna	1	Makawao	4	Kualapu'u	1
	Kahului	9	Pā'ia	4	Maunaloa	1
	Kīhei	11	Wailuku	7	Lāna'i City	1
	Kula	3				
Health & personal care						
	Ha'ikū	1	Kula	2	Wailuku	4
	Kahului	17	Lahaina	16	Kaunakakai	1
	Kīhei	4	Pā'ia	1		
Gasoline stations						
	Ha'ikū	1	Lahaina	8	Wailuku	4
	Kahului	11	Makawao	3	Kaunakakai	2
	Kīhei	7	Pā'ia	2	Lāna'i City	1
	Kula	1				

11.2.2

CONTINUED

Establishment Type	Location	Number	Location	Number	Location	Number
Clothing & accessories						
	Ha'ikū	1	Kula	1	Pā'ia	10
	Hāna	1	Lahaina	114	Wailuku	5
	Kahului	34	Makawao	8	Kaunakakai	3
	Kīhei	54				
Sporting goods, hobbies, books & music						
	Kahului	14	Makawao	3	Wailuku	6
	Kīhei	9	Pā'ia	1	Kalaupapa	1
	Lahaina	15				
General merchandise						
	Kahului	5	Makawao	1	Kaunakakai	3
	Lahaina	2	Wailuku	1	Lāna'i City	1
Miscellaneous						
	Ha'ikū	1	Kula	5	Wailuku	15
	Hāna	1	Lahaina	67	Kaunakakai	2
	Kahului	18	Makawao	7	Lāna'i City	3
	Kīhei	21	Pā'ia	7		
Nonstore retailers						
	Ha'ikū	3	Kula	6	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 2010

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, 2010**

	Businesses	Annual Employees	1st Quar- ter Payroll (\$1,000)	Annual- Payroll (\$1,000)
Retail trade (NAICS 44-45)	772	8,928	56,155	238,842
Automobile dealers (NAICS 4411--)	15	374	4,233	18,179
Other motor vehicle dealers (NAICS 4412--)	3	44	404	1,745
Auto parts, accessories, & tire stores (NAICS 4413--)	19	186	1,411	6,060
Furniture stores (NAICS 4421--)	17	77	688	2,746
Home furnishings stores (NAICS 4422--)	21	139	949	3,871
Electronics and appliance stores (NAICS 4431--)	19	125	706	2,977
Building material and supplies dealers (NAICS 4441--)	32	563	4,247	17,125
Lawn & garden equip. & supplies stores (NAICS 4442--)	10	58	416	1,919
Grocery stores (NAICS 4451--)	64	1,930	11,214	48,614
Specialty food stores (NAICS 4452--)	11	58	275	1,083
Health and personal care stores (NAICS 4461--)	47	563	4,000	16,930
Gasoline stations (NAICS 4471--)	40	506	2,755	12,185
Clothing stores (NAICS 4481--)	149	1,142	4,399	18,270
Shoe stores (NAICS 4482--)	15	88	383	1,579
Jewelry, luggage, & leather goods stores (NAICS 4483--)	72	368	3,137	12,528
Sporting goods, & musical instr. stores (NAICS 4511--)	39	307	1,378	5,972
Book, periodical, and music stores (NAICS 4512--)	10	134	603	2,311
Department stores (NAICS 4521--)	4	949	5,347	22,767
Other general merchandise stores (NAICS 4529--)	9	NA	NA	NA
Florists (NAICS 4531--)	11	30	137	619
Office supplies, stationery, & gift stores (NAICS 4532--)	74	454	2,387	9,826
Used merchandise stores (NAICS 4533--)	12	102	550	2,235
Other miscellaneous store retailers (NAICS 4539--)	49	242	2,280	9,535
Electronic shopping & mail-order houses (NAICS 4541--)	7	60	647	3,062
Direct selling establishments (NAICS 4543--)	16	NA	606	2,520

NA: Not available

SOURCE: U.S. BUREAU OF THE CENSUS, COUNTY BUSINESS PATTERNS 2010

11.2.5

**RETAIL STORES BY NUMBER OF EMPLOYEES AND ZIP CODE AREA,
MAUI COUNTY 2010**

2010	Total Stores	1-4	5-9	10-19	20-49	50-99	100-499
Maui Island							
Hai'kū	16	10	3	2	1	0	0
Hāna	3	3	0	0	0	0	0
Kahului	190	58	47	48	25	2	8
Kīhei	123	50	40	22	7	3	1
Kula	19	13	4	2	0	0	0
Lahaina	263	118	96	31	14	3	1
Makawao	31	18	4	5	2	1	1
Pā'ia	25	14	8	2	0	0	1
Wailuku	62	32	14	12	3	1	0
Moloka'i							
Ho'olehua	1	0	1	0	0	0	0
Kalaupapa	1	1	0	0	0	0	0
Kaunakakai	19	9	6	2	2	0	0
Kualapu'u	2	1	0	0	1	0	0
Maunaloa	1	0	1	0	0	0	0
Lāna'i							
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
Falcon 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
Kihei	\$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 & KIHEI, 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 2010

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

Industry	Number of Establishments	Number of Employees	Annual Payroll (\$1,000)
Forestry, fishing, hunting, & Agriculture Support	D	D	4
Mining, quarrying, & oil & gas extraction	D	D	1
Utilities	447	35,888	12
Construction	2,179	127,606	446
Construction of buildings	728	28,871	155
Heavy & civil engineering construction	D	7,161	16
Specialty trade contractors	1,866	91,574	275
Manufacturing	1,083	38,861	103
Food manufacturing	702	22,767	30
Beverage & tobacco product manufacturing	54	1,300	6
Textile product mills	D	257	3
Apparel manufacturing	D	118	3
Wood product manufacturing	D	D	5
Printing & related support activities	53	1,864	9
Chemical manufacturing	22	785	6
Plastics & rubber products manufacturing	D	D	2
Nonmetallic mineral product manufacturing	D	D	9
Fabricated metal product manufacturing	D	1,747	5
Electronic equipment manufacturing	D	D	1
Furniture & related product manufacturing	D	311	7
Miscellaneous manufacturing	23	679	17
Wholesale trade	1,242	55,654	143
Merchant wholesalers, durable goods	366	16,622	52
Merchant wholesalers, nondurable goods	830	37,839	77
Wholesale electronic markets & agents & brokers	46	1,193	14
Retail trade	8,928	238,842	772
Motor vehicle & parts dealers	604	25,984	37
Furniture & home furnishings stores	216	6,617	38
Electronics & appliance stores	125	2,977	19
Bldg material & garden equipment & supplies	621	19,044	42
Food & beverage stores	1,930	48,614	64
Health & personal care stores	563	16,930	47
Gasoline stations	506	12,185	40
Clothing & clothing accessories stores	1,598	32,377	236
Sporting goods, hobby, book, & music stores	441	8,283	49
General merchandise stores	1,312	36,633	13
Miscellaneous store retailers	828	2,215	146
Nonstore retailers	113	5,732	26
Transportation & warehousing	2,867	87,443	146
Air transportation	697	19,964	13
Water transportation	D	D	1
Truck transportation	425	15,993	29
Transit & ground passenger transportation	283	5,218	20
Pipeline transportation	D	D	1
Scenic & sightseeing transportation	948	28,897	48

11.3.1

CONTINUED

Industry	Number of Establishments	Number of Employees	Annual Payroll (\$1,000)
Support activities for transportation	324	10,171	21
Couriers & messengers	131	4,949	11
Warehousing & storage	D	D	2
Information	560	24,084	67
Publishing industries (except Internet)	162	8,280	21
Motion picture & sound recording industries	116	1,657	13
Broadcasting (except Internet)	60	2,059	6
Telecommunications	212	11,859	23
Data processing, hosting & related services	D	D	4
Other information services	785	32,039	147
Finance & insurance	621	23,673	87
Credit intermediation & related activities	D	3,447	24
Securities, commodity contracts, investments	116	4,882	35
Insurance carriers & related activities	2,040	79,413	302
Real estate & rental & leasing	1,438	60,281	232
Real estate	D	D	69
Rental & leasing services	1,340	67,083	365
Professional, scientific, & technical services	226	12,690	14
Management of companies & enterprises	3,795	98,086	270
Administrative Support & Waste Management	3,555	90,117	252
Administrative & support services	240	7,969	18
Waste management & remediation services	772	22,604	64
Educational services	6,200	305,572	395
Health care & social assistance	2,535	148,092	284
Ambulatory health care services	D	D	2
Hospitals	702	24,903	19
Nursing & residential care facilities	1,756	43,205	90
Social assistance	1,852	44,768	112
Arts, entertainment, & recreation	667	17,809	48
Performing arts, spectator sports, & related	157	4,496	10
Museums, historical sites, & similar institutions	1,028	22,463	54
Amusement, gambling, & recreation industries	19,802	591,426	500
Accommodation & food services	11,156	410,133	92
Accommodation	8,646	181,293	408
Food services & drinking places	2,691	41,156	467
Other services (except public administration)	319	9,530	88
Repair & maintenance	827	18,007	99
Personal & laundry services	1,545	43,619	280
Religious, Grantmaking, Civic, Professional Orgs	D	D	2
Industries not classified	57,370	1,934,793	4,332
Total for all sectors	59,606	1,971,447	4,450

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 2010*.

11.3.2

**CHARACTERISTICS OF BUSINESS ESTABLISHMENTS
BY SECTOR, FOR EMPLOYERS AND
NONEMPLOYERS, MAUI COUNTY 2010**

Industry	Establishments with Employees	Establishments Non-Employer	Gross Receipts Non-Employer (\$1,000)
Forestry, fishing, hunting, & agriculture Support	4	283	6,523
Mining, quarrying, & oil & gas extraction	1	5	605
Utilities	12	13	930
Construction	446	1,280	75,930
Construction of buildings	155	364	25,243
Heavy & civil engineering construction	16	20	2,994
Specialty trade contractors	275	896	47,693
Manufacturing	103	313	12,719
Food manufacturing	30	33	1,223
Beverage & tobacco product manufacturing	6	D	D
Textile product mills	3	D	D
Apparel manufacturing	3	32	725
Wood product manufacturing	5	39	906
Printing & related support activities	9	14	755
Chemical manufacturing	6	8	314
Plastics & rubber products manufacturing	2	D	D
Nonmetallic mineral product manufacturing	9	12	254
Fabricated metal product manufacturing	5	12	417
Electronic equipment manufacturing	1	D	D
Furniture & related product manufacturing	7	20	1,209
Miscellaneous manufacturing	17	107	4,646
Wholesale trade	143	352	21,219
Merchant wholesalers, durable goods	52	166	9,662
Merchant wholesalers, nondurable goods	77	166	9,046
Wholesale electronic markets & agents & brokers	14	20	2,511
Retail trade	772	1,083	58,485
Motor vehicle & parts dealers	37	27	1,932
Furniture & home furnishings stores	38	24	2,458
Electronics & appliance stores	19	11	860
Bldg material & garden equipment & supplies	42	21	1,267
Food & beverage stores	64	59	7,550
Health & personal care stores	47	54	2,029
Gasoline stations	40	D	D
Clothing & clothing accessories stores	236	142	9,935
Sporting goods, hobby, book, & music stores	49	55	2,350
General merchandise stores	13	20	1,734
Miscellaneous store retailers	146	219	16,595
Nonstore retailers	26	449	11,747
Transportation & warehousing	146	300	9,268
Air transportation	13	7	168
Water transportation	1	8	514
Truck transportation	29	36	1,898
Transit & ground passenger transportation	20	158	3,828

11.3.2

CONTINUED

Industry	Establishments with Employees	Establishments Non-Employer	Gross Receipts Non-Employer (\$1,000)
Scenic & sightseeing transportation	48	20	441
Support activities for transportation	21	30	1,278
Couriers & messengers	11	36	961
Warehousing & storage	2	D	D
Information	67	147	4,159
Publishing industries (except Internet)	21	23	452
Motion picture & sound recording industries	13	64	1,244
Broadcasting (except Internet)	6	D	D
Telecommunications	23	D	D
Data processing, hosting & related services	4	14	242
Other information services	0	25	731
Finance & insurance	147	277	36,669
Credit intermediation & related activities	87	31	482
Securities, commodity contracts, investments	24	99	30,904
Insurance carriers & related activities	35	147	5,283
Real estate & rental & leasing	302	1,687	124,444
Real estate	232	1,599	118,986
Rental & leasing services	69	86	5,385
Professional, scientific, & technical services	365	1,764	61,060
Administrative Support & Waste Management	270	1,646	40,027
Administrative & support services	252	1,642	39,801
Waste management & remediation services	18	4	226
Educational services	64	297	5,637
Health care & social assistance	395	918	30,544
Ambulatory health care services	284	616	24,303
Nursing & residential care facilities	19	30	914
Social assistance	90	272	5,327
Arts, entertainment, & recreation	112	1,255	38,931
Performing arts, spectator sports, & related	48	1,053	24,804
Museums, historical sites, & similar institutions	10	5	133
Amusement, gambling, & recreation industries	54	197	13,994
Accommodation & food services	500	275	20,854
Accommodation	92	82	5,668
Food services & drinking places	408	193	15,186
Other services (except public administration)	467	2,450	71,247
Repair & maintenance	88	626	19,748
Personal & laundry services	99	1,743	50,053
Religious, Grantmaking, Civic, Professional Orgs	280	81	1,446
Total for all sectors	4,332	14,345	619,251

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 2010.

11.3.3

LARGEST PRIVATE CORPORATIONS, MAUI COUNTY

Company	State Rank		Sales (\$ million)		Employees
	2012	2011	2012	2011	
JJim Falk Automotive Group	32	38	211.8	196.4	258
Fairmont Hotels Hawai'i	54	70	134.4	113.3	935
Four Season Resort Maui	60	N/A	122	N/A	710
Maui Varieties	85	92	80.0	80.0	475
Maui Petroleum, Inc.	89	141	76.3	48.5	13
VIP Foodservice	90	109	76.0	66.0	146
Dorvin D. Leis Co.	91	84	74.0	90.0	312
Minit Stop Stores	115	171	37.0	35.7	207
Atlantis Submarines Hawaii LLC	150	170	42.0	69.0	N/A
Maui Medical Group	157	179	34.5	33.3	315
Hale Makua	162	169	32.7	36.1	464
Maui Clothing Co., Inc.	218	242	19.0	17.9	94
Maui Economic Opportunity	229	244	15.2	17.1	263
Maui Land & Pineapple	231	155	14.5	42.0	29
Wailea Golf LLC	240	N/A	12.5	12.8	95
Maui County Federal Credit Union	242	N/A	11.2	N/A	N/A

SOURCE: "TOP 250," HAWAII BUSINESS, AUGUST 2012.

11.3.4

CHARACTERISTICS OF BUSINESS ESTABLISHMENTS WITH EMPLOYEES, MAUI COUNTY

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

Characteristics	2009		2010	
	State Total	Maui	State Total	Maui
Number	4,450	32,372	4,332	31,939
Employees	59,606	488,403	57,370	478,838
Payroll, 1st quarter (\$1,000)	491,512	4,415,214	453,896	4,158,617
Annual payroll (\$1,000)	1,971,447	17,742,683	1,934,793	17,541,821

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

11.3.5

NUMBER OF BUSINESS ESTABLISHMENTS WITH EMPLOYEES, STATE OF HAWAII AND MAUI COUNTY

Year	State Total	Maui County
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
2010	31,939	4,332

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**

Geography	Number of establishments	Sales, Shipments, Receipts, or revenue (\$1,000)	Number of employees	Annual Payroll (\$1,000)
Professional, Scientific, and Technical Services				
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
Administrative, Support, and Waste Management				
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
Educational Services				
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
Health Care and Social Assistance				
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
Arts, Entertainment, and Recreation				
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
Accomodation and Food Service				
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
Other Services (except public administration)				
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
Professional, Scientific, & Tech Services							
	Ha'ikū	17	Kula	24	Wailuku	140	
	Hāna	2	Lahaina	29	Ho'olehua	1	
	Kahului	40	Makawao	30	Kaunakakai	1	
	Kīhei	64	Pā'ia	12	Lāna'i City	1	
Management of Companies							
	Kahului	4	Lahaina	7			
	Kīhei	2	Makawao	1			
Administrative & Support							
	Ha'ikū	20	Kula	8	Wailuku	50	
	Hāna	1	Lahaina	38	Kaunakakai	3	
	Kahului	45	Makawao	21	Lāna'i City	4	
	Kīhei	52	Pā'ia	4			
Waste Management & Remediation							
	Ha'ikū	1	Makawao	3	Maunaloa	1	
	Kahului	4	Wailuku	3	Lāna'i City	1	
	Kīhei	1	Ho'olehua	1			
Educational Services							
	Ha'ikū	7	Kula	2	Wailuku	4	
	Hāna	1	Lahaina	9	Kaunakakai	1	
	Kahului	10	Makawao	10	Maunaloa	1	
	Kīhei	15	Pā'ia	2	Lāna'i City	1	
Ambulatory Health Care							
	Ha'ikū	7	Kula	10	Wailuku	98	
	Hāna	2	Lahaina	25	Kaunakakai	9	
	Kahului	71	Makawao	19	Kualapu'u	1	
	Kīhei	35	Pā'ia	3	Lāna'i City	3	
Hospitals							
	Wailuku	1	Kaunakakai	1			
Nursing & Residential Care							
	Kahului	4	Makawao	2	Kaunakakai	2	
	Kīhei	2	Wailuku	7	Lāna'i City	1	
	Lahaina	1					
Social Assistance							
	Hāna	2	Lahaina	7	Ho'olehua	1	
	Kahului	15	Makawao	4	Kaunakakai	7	
	Kīhei	10	Pā'ia	3	Kualapu'u	2	
	Kula	4	Wailuku	29	Lāna'i City	4	

11.3.7

CONTINUED

Establishment Type		Location	Number	Location	Number	Location	Number
Performing Arts, Spectator Sports, & Related							
	Ha'ikū		9	Kula	4	Pā'ia	2
	Kahului		2	Lahaina	13	Wailuku	4
	Kīhei		8	Makawao	5		
Museums, Historical Sites, & Related							
	Hāna		2	Lahaina	1	Wailuku	2
	Kahului		1	Makawao	1	Kualapu'u	1
	Kula		1				
Amusement, Gambling, and Recreation							
	Ha'ikū		2	Kula	2	Pā'ia	4
	Hāna		1	Lahaina	13	Wailuku	3
	Kahului		8	Makawao	4	Kaunakakai	1
	Kīhei		15				
Accommodation							
	Ha'ikū		3	Kula	2	Kaunakakai	1
	Hāna		5	Lahaina	46	Maunaloa	1
	Kahului		2	Wailuku	3	Lāna'i City	5
	Kīhei		23				
Food Service							
	Ha'ikū		5	Kula	4	Wailuku	55
	Hāna		2	Lahaina	118	Kaunakakai	7
	Kahului		80	Makawao	16	Kualapu'u	1
	Kīhei		100	Pā'ia	13	Lāna'i City	6
Repair & Maintenance							
	Ha'ikū		2	Kula	3	Wailuku	27
	Kahului		34	Lahaina	8	Ho'olehua	1
	Kīhei		7	Makawao	4		
Personal & Laundry Services							
	Ha'ikū		3	Kula	3	Pā'ia	2
	Kahului		26	Lahaina	22	Wailuku	18
	Kīhei		20	Makawao	4	Kalaupapa	1
Religious, Civic, & Professional Orgs.							
	Ha'ikū		7	Lahaina	75	Kaunakakai	10
	Hāna		2	Makawao	7	Kualapu'u	1
	Kahului		23	Pā'ia	3	Maunaloa	1
	Kīhei		88	Wailuku	46	Lāna'i City	2
	Kula		8	Ho'olehua	1		

SOURCE: U.S. DEPARTMENT OF COMMERCE, BUREAU OF THE CENSUS, *ZIP CODE BUSINESS PATTERNS 2010*.

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)
----	Total	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.

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